

OKC Metropolitan Association of REALTORS®

Oklahoma City Member Survey September 2021

American Strategies designed and administered this online survey. The survey reached 678 adults (600 weighted), age 18 or older, who are members of the Oklahoma City Metropolitan Association of Realtors®. The survey was conducted from September 22-29, 2021. Quotas were assigned to reflect the demographic distribution of active members of the Oklahoma City Metropolitan Association of Realtors®, and the data were weighted to ensure an accurate reflection of the population. The overall margin of error is +/- 4%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.



Executive Summary

- Overall, members are happy with the job OKCMAR® is doing and the direction of Oklahoma City in general. Two-thirds give OKCMAR® either an A or a B for the work they do. OKCMAR®'s newer members are most positive in their ratings.
- Homelessness is perceived as a big problem by members – 62 percent say it is a very big or fairly big problem. A majority of members also say the lack of affordable housing for working class and service employees is a big problem.
- Members assign mediocre grades to the quality of single-family homes in OKC; the quality of rental stock is even more problematic. Just over half give the appearance, safety, and general quality of single-family homes in Oklahoma City an A or B. Members see the rental stock as lower quality; 71 percent give rental stock a C, D, or F.

Executive Summary

- Fifty-seven percent say that addressing housing affordability should be an extremely high or high priority for the Oklahoma City government. Less experienced members and women are most likely to say it is an extremely high or high priority.
- Significant majorities say there are too few single-family homes available to buy, too little housing for people with low or moderate incomes, and too little housing for people looking to downsize, but...
- Most members also say there is either the right amount, or too many new houses or apartments being built. Even among those who say there are too many or the right amount of new homes or apartments being built, significant majorities say there are too few homes available to purchase or rent.
- Most members are unaware of the Oklahoma City Housing Study released this year.

Executive Summary

- Members push back on affordable housing policies that would increase density, like changing zoning laws or decreasing the minimum lot size. Members under age 35 are the only age group to favor changing zoning laws, while there is broad opposition across all other demographic groups to reducing the minimum lot size.

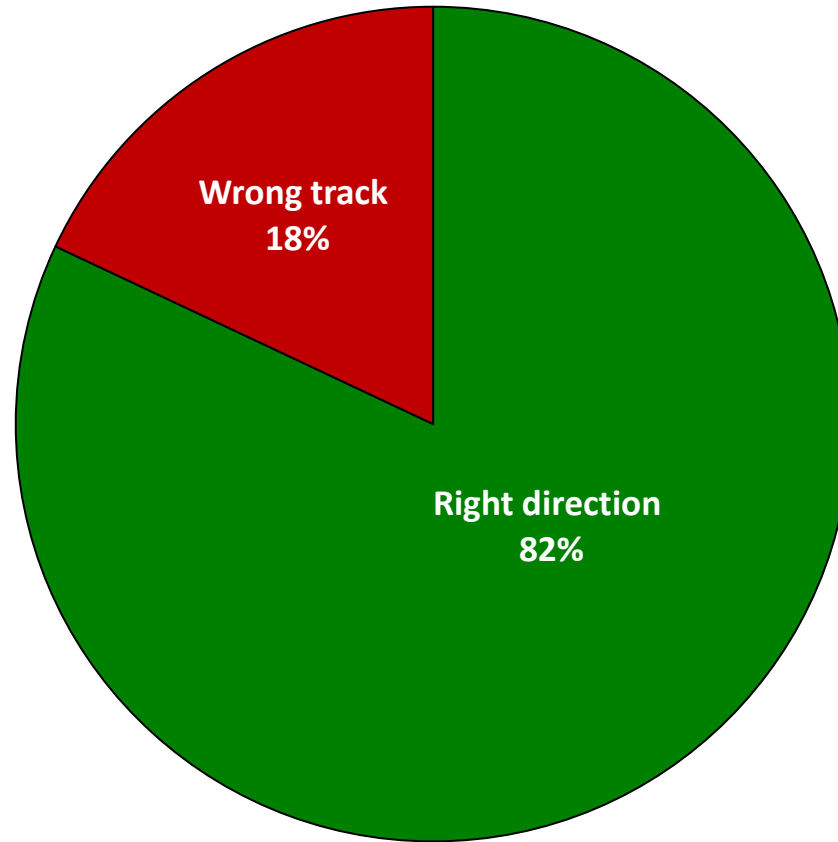
- Instead, members prefer policies using financial incentives for developers and financial assistance for homeowners to address lack of affordable housing. To address affordable housing, members overwhelmingly favor structuring financial incentives. These include:
 - tax breaks for landlords who offer and maintain affordable properties;
 - providing zero or low-interest loans to low-income homeowners who need assistance with structural repairs to help them stay in their homes, and
 - creating a revolving loan fund for small-scale developers to increase their access to capital and construction capacity.

There is broad demographic agreement in favor of these policies.

General Mood and Association Performance

Large Majority of Members are Bullish on the Direction of Oklahoma City

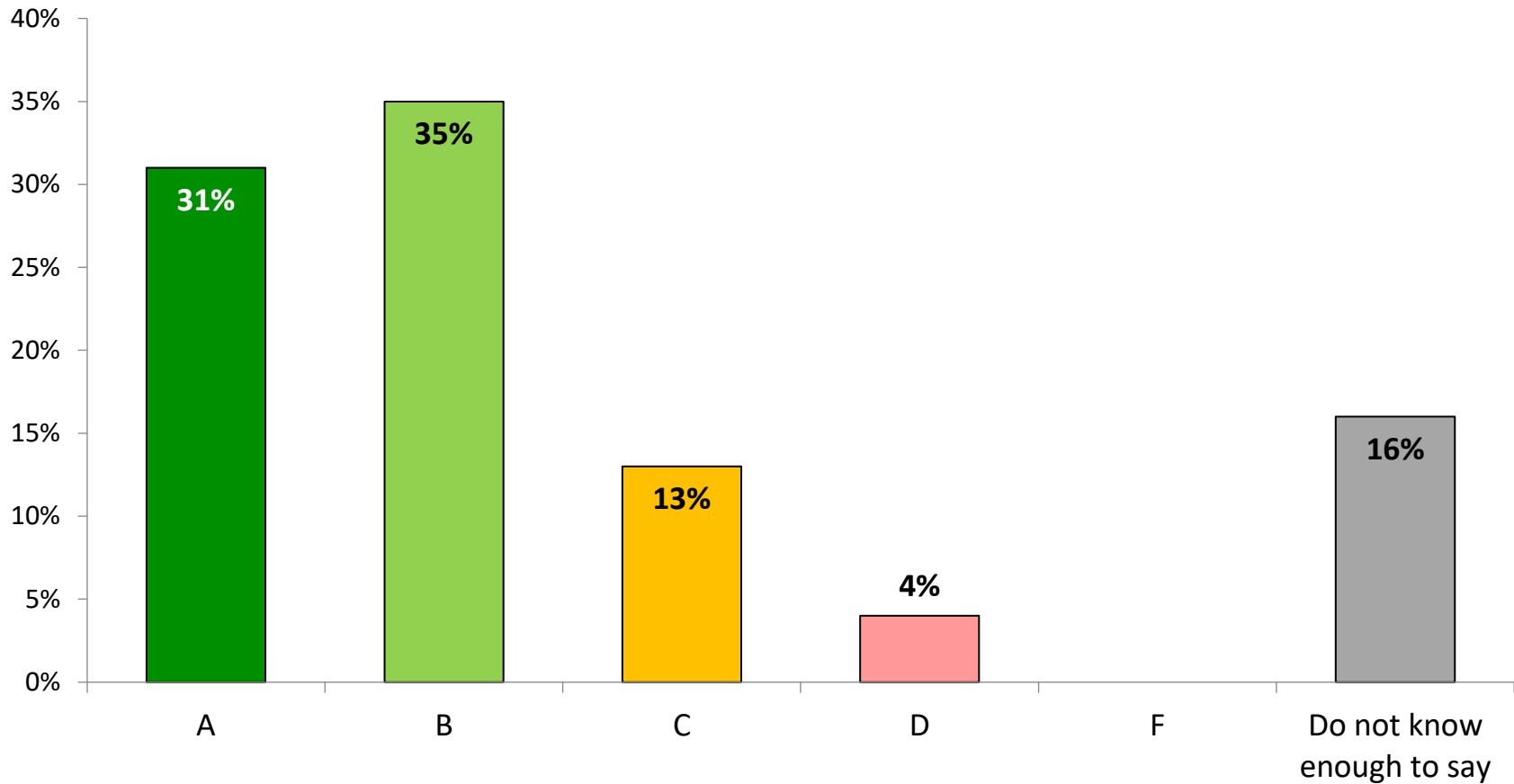
The Direction of Oklahoma City



Q.2 Generally speaking, do you think that things in Oklahoma City are going in the right direction, or do you feel things have gotten off on the wrong track?

Members Give OKCMAR® Positive Job Performance Grades

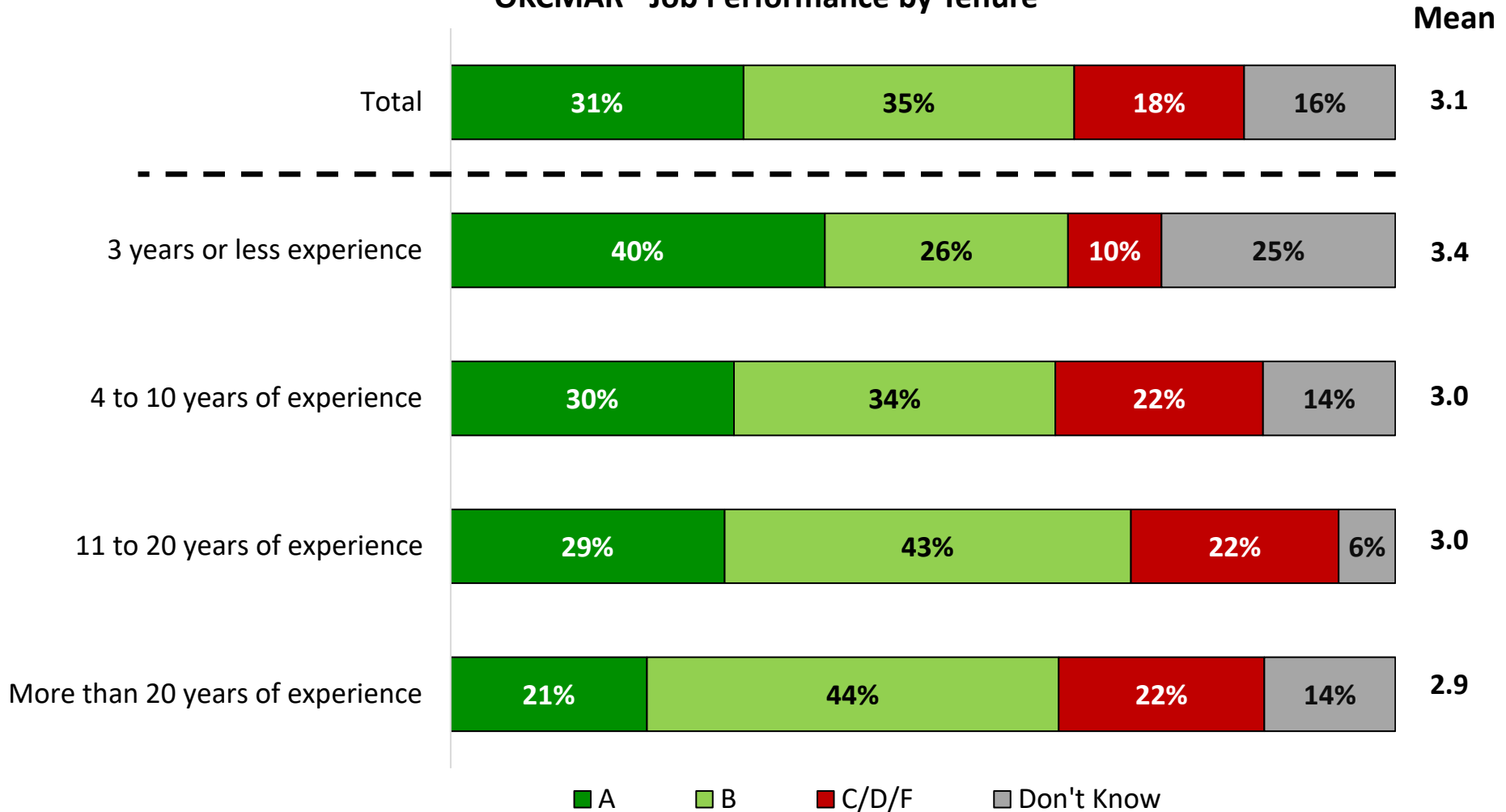
OKCMAR® Job Performance



Q.3 Overall, what grade would you give the OKC Metropolitan Association of REALTORS® for the work they do?

New Members are Most Likely to Give OKMAR an "A"

OKCMAR® Job Performance by Tenure

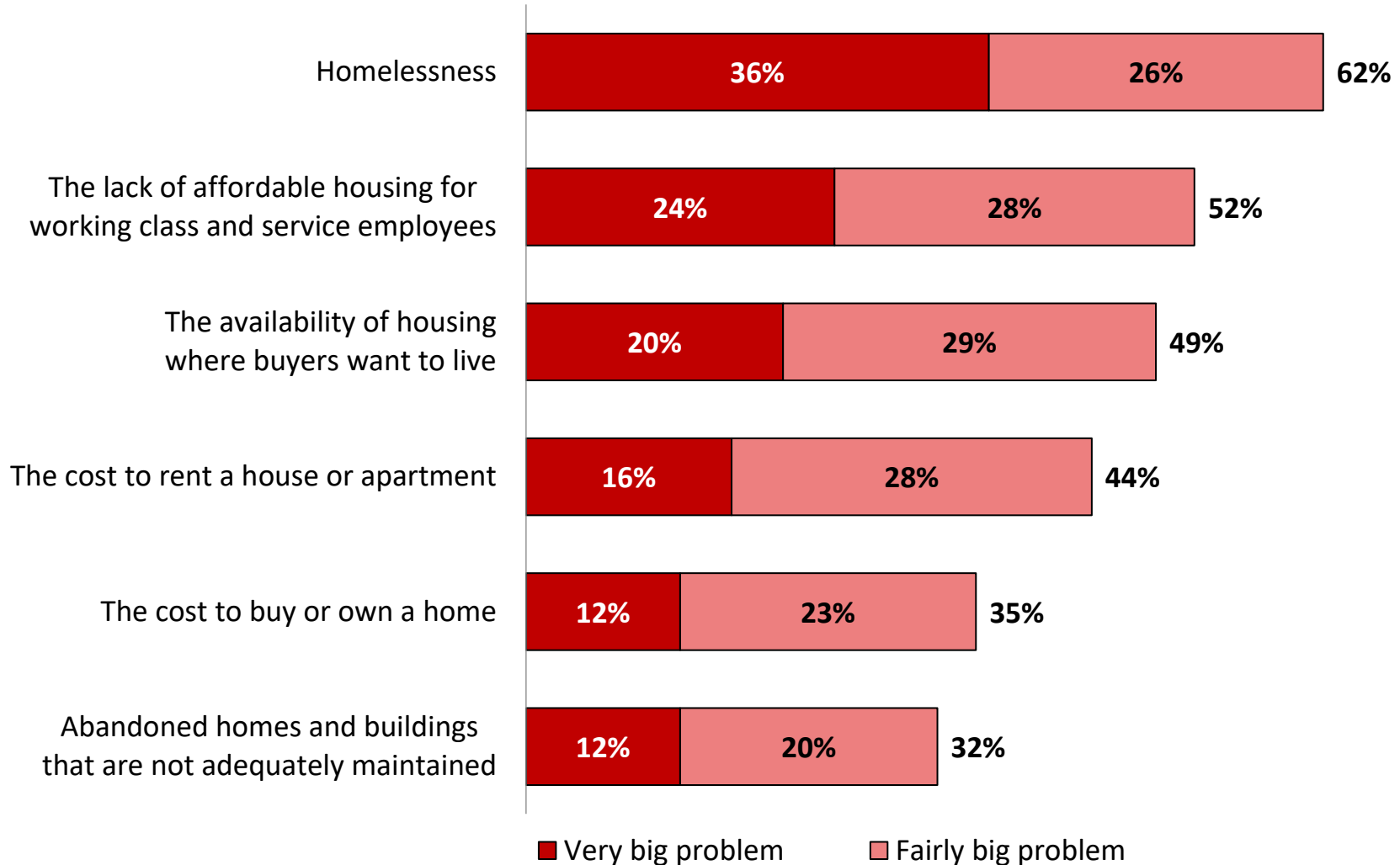


Q.3 Overall, what grade would you give the OKC Metropolitan Association of REALTORS® for the work they do? These are like school grades, where an A is the top grade you can give, and an F is the lowest grade. If you do not know enough to say, please indicate so below.

Quality of Housing

Homelessness and Lack of Housing Seen as Big Problems

Housing Issues in Oklahoma City



Q.4 Switching gears a bit and thinking now just about the issue of housing in Oklahoma City. Please indicate if you consider each item below (ROTATE FIRST TO LAST AND LAST TO FIRST) a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all in Oklahoma City.

Members who live in East OKC are Most Concerned with Homelessness

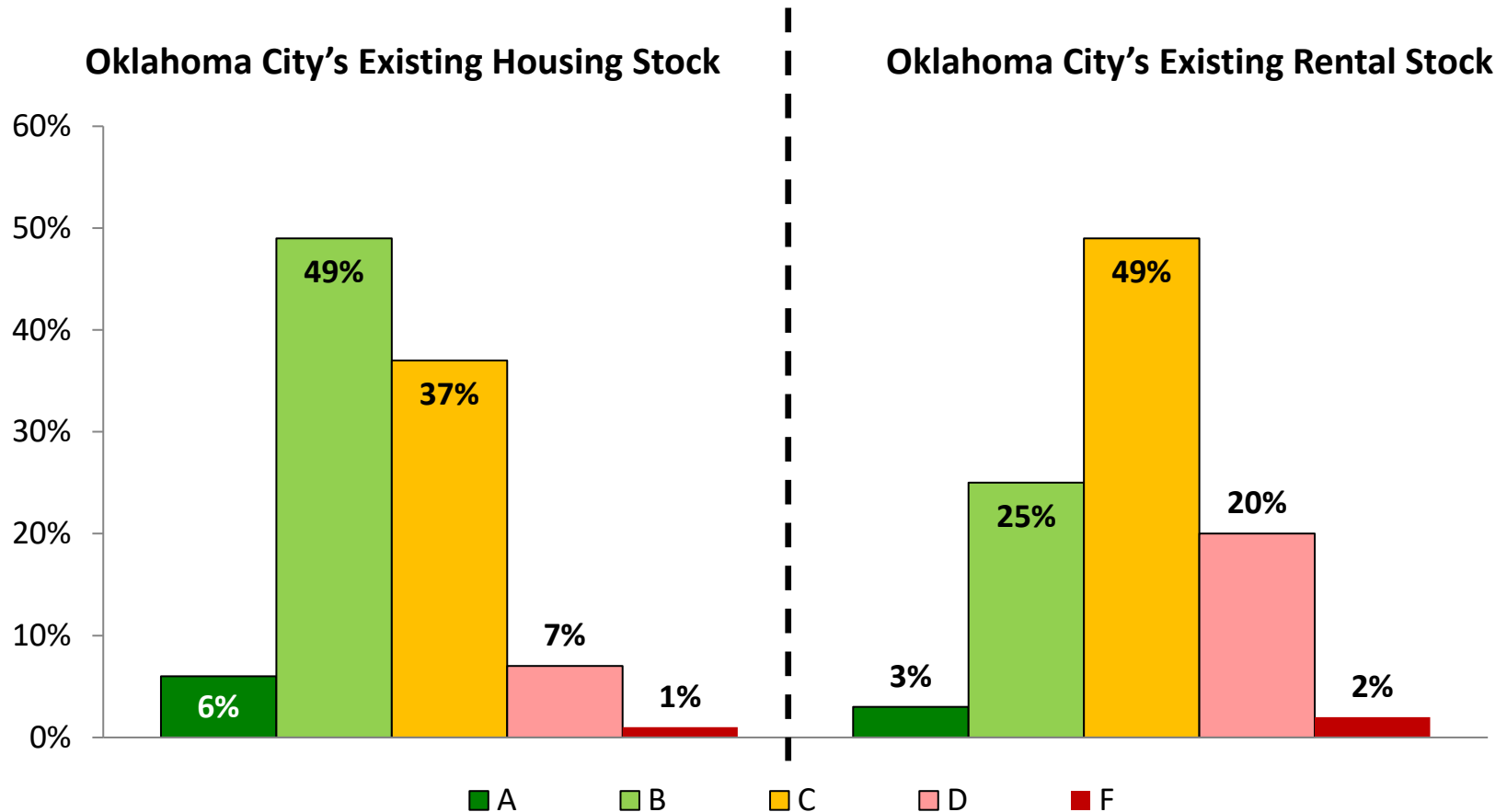
Housing Issues in Oklahoma City by Location

% Very Big Problem by Location	Total	NW	SW	Edmond	Yukon/ Mustang/ Piedmont	East	Mid-Del/ Moore/ Norman
Homelessness	36	41	40	19	29	62	37
The lack of affordable housing for working class and service employees	24	27	21	25	17	28	26
The availability of housing where buyers want to live	20	20	16	18	18	11	29
The cost to rent a house or apartment	16	12	12	17	19	13	22
The cost to buy or own a home	12	13	13	11	12	4	15
Abandoned homes and buildings that are not adequately maintained	12	13	18	7	11	27	5

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OKC's Housing and Rental Stock Receives Mediocre Grades

Housing Stock Grades

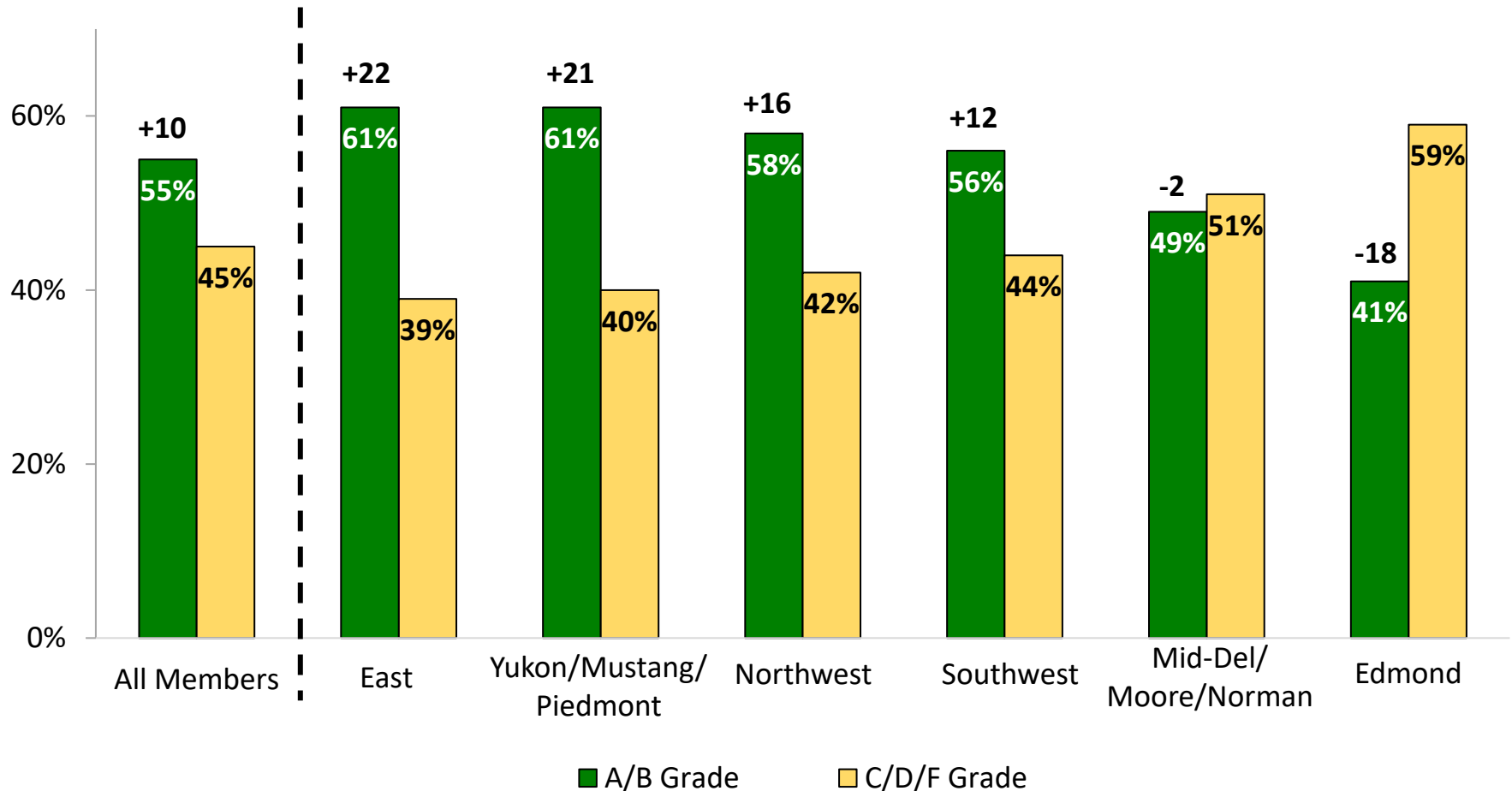


Q.5 Thinking about the condition of the single-family home housing stock in Oklahoma City, that is to say, the appearance, safety, age, and general quality of existing homes. Overall, what grade would you give the condition of the existing housing stock in Oklahoma City? Would you give it an A, B, C, D, or F?

Q.6 What grade would you give the condition of the existing RENTAL stock in Oklahoma City, that is to say, the appearance, safety, age, and general quality of existing apartments and homes that are available to rent? Would you give it an A, B, C, D, or F?

Members in Edmond Give Lowest Ratings to Oklahoma City's Housing Stock

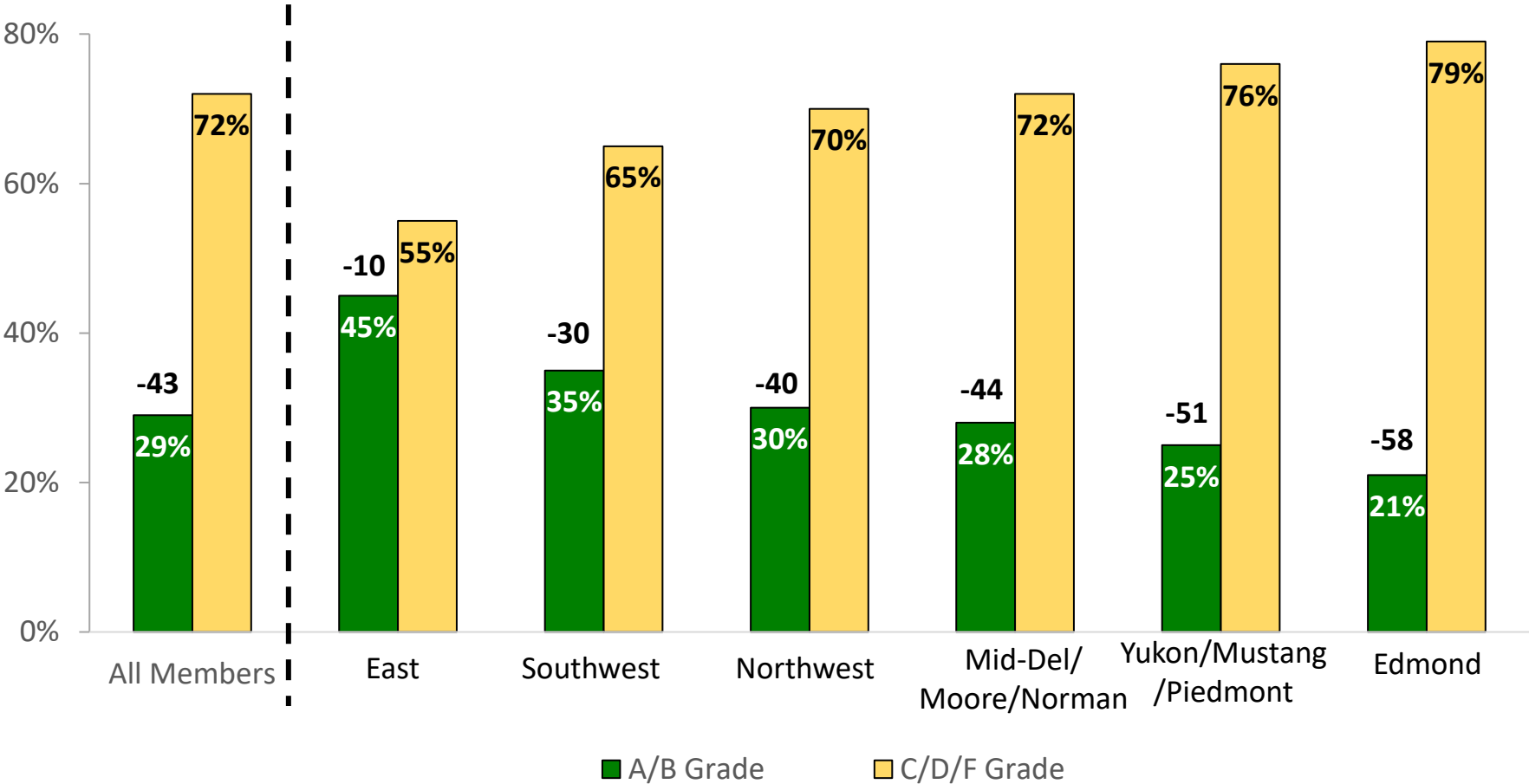
Members' Views of OKC's Housing Stock by Location



Q.5 Thinking about the condition of the single-family home housing stock in Oklahoma City, that is to say, the appearance, safety, age, and general quality of existing homes. Overall, what grade would you give the condition of the existing housing stock in Oklahoma City? Would you give it an A, B, C, D, or F?

Across the Region, Members Give the Rental Stock Poor Grades

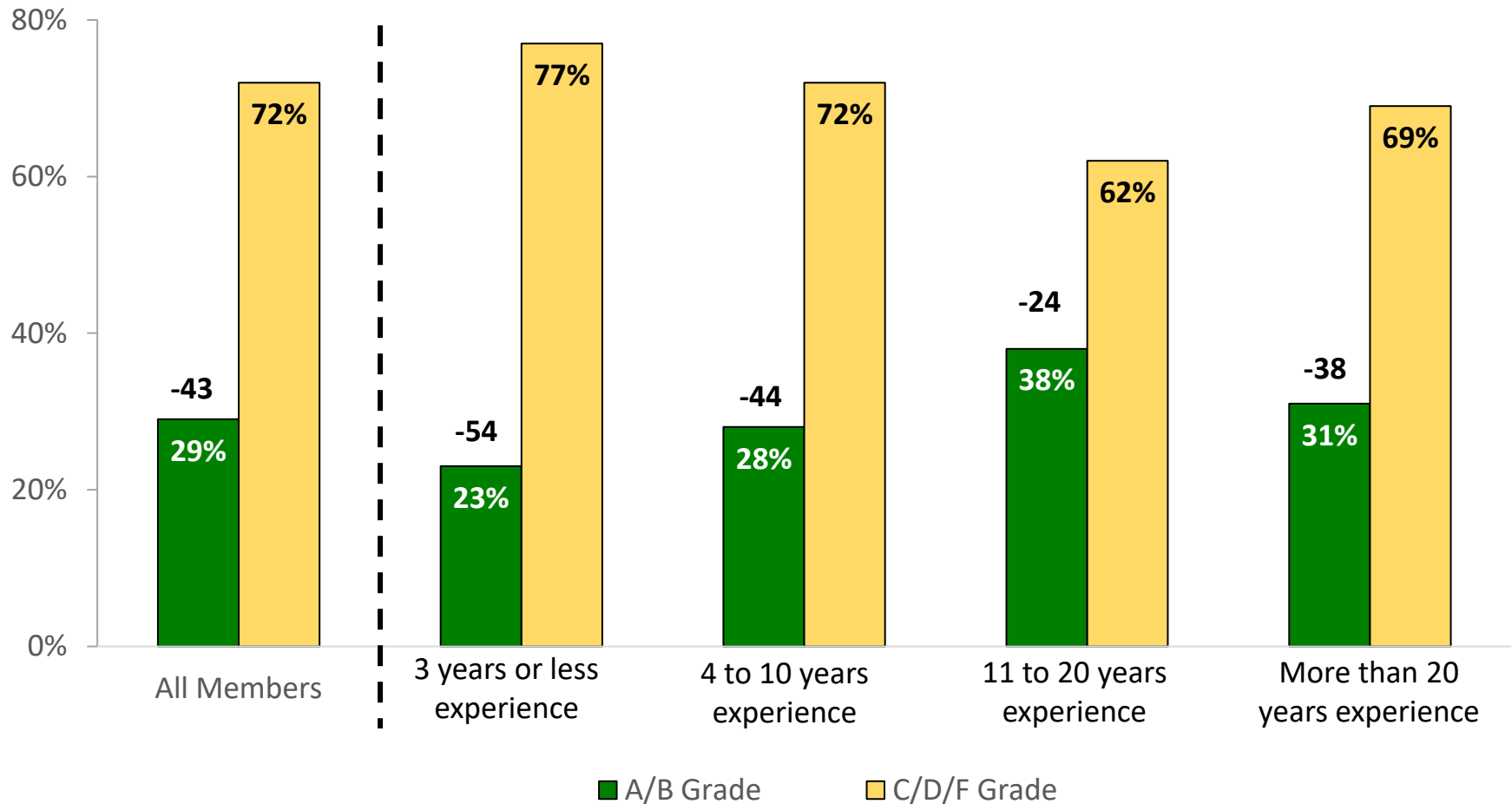
Members' Views of OKC's Rental Stock by Location



Q.6 What grade would you give the condition of the existing RENTAL stock in Oklahoma City, that is to say, the appearance, safety, age, and general quality of existing apartments and homes that are available to rent? Would you give it an A, B, C, D, or F?

Regardless of Experience, Members Give Low Grades to OKC's Rental Stock

Members' Views of OKC's Rental Stock by Tenure

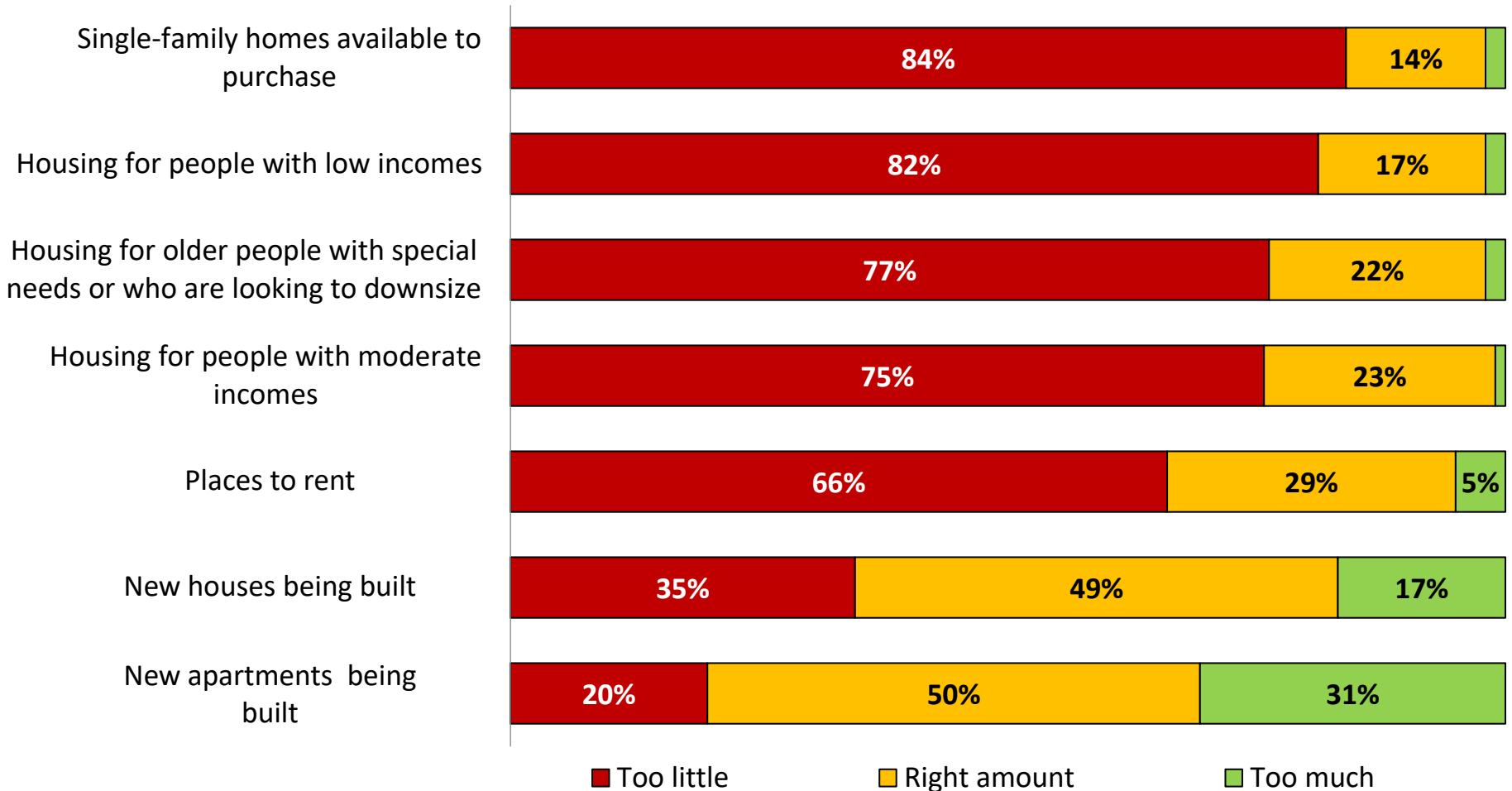


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Housing Availability

Members Overwhelmingly Say There is Too Little Housing Available for Most Groups, But Also Say There Are Enough New Homes and Apartments Being Built

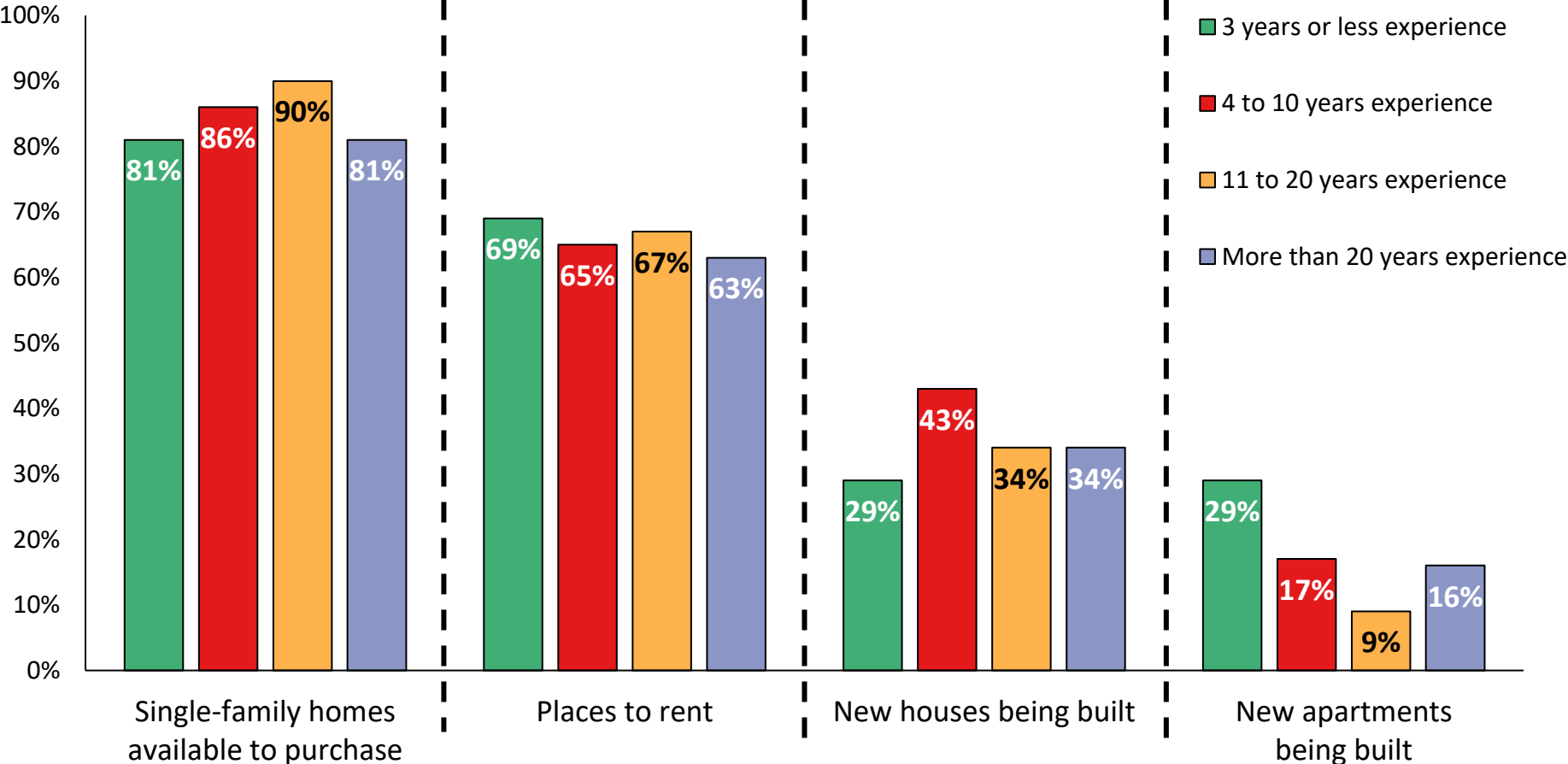
Amount of Housing Available



Q.7 And do you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in Oklahoma City?

Disconnect Between the Need for More Homes and the Construction of New Homes Across Experience Levels

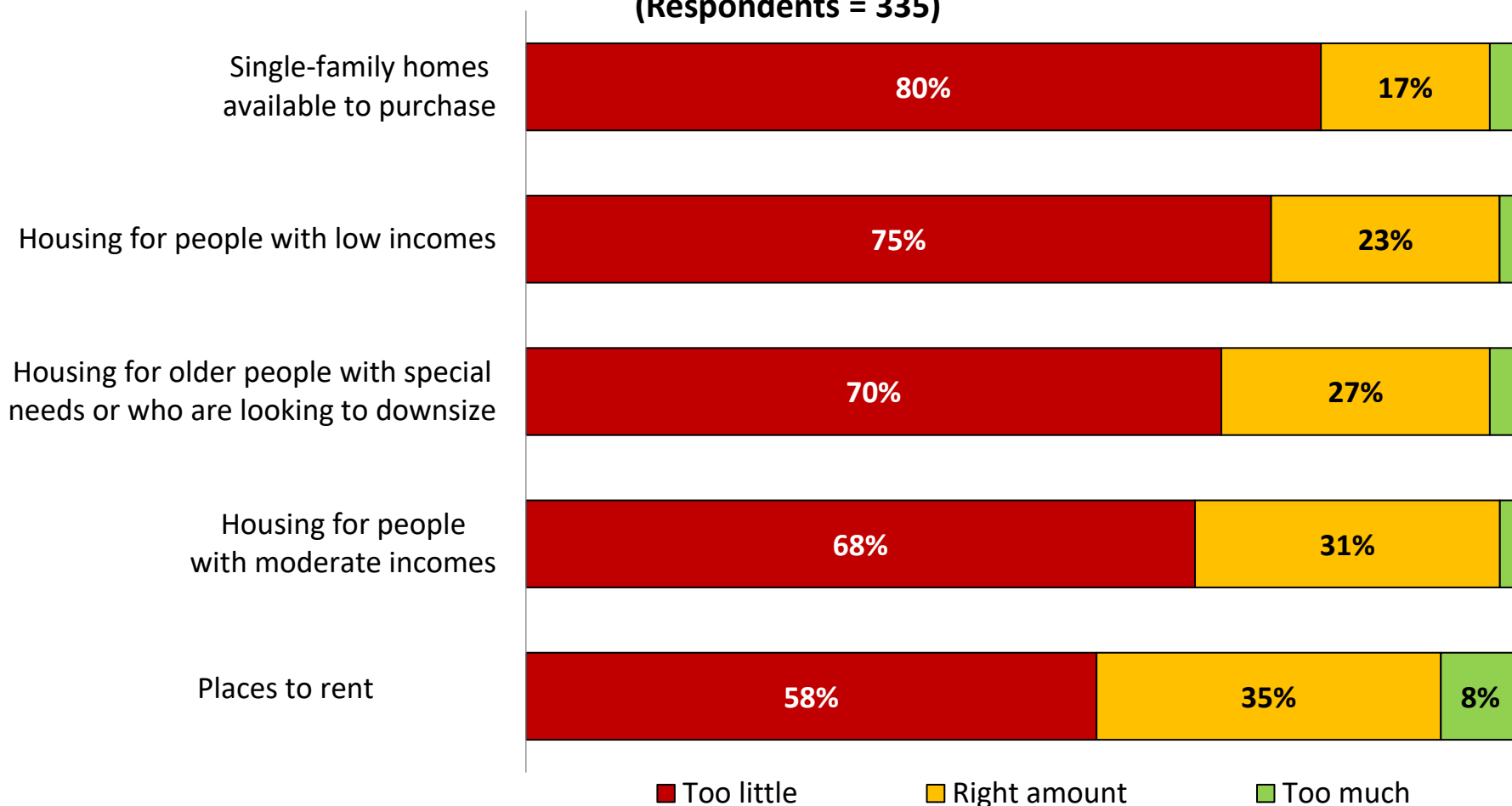
Views on OKC Having Too Little of Different Types of Housing by Tenure



Q.7 And do you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in Oklahoma City?

Most Members Content With Amount of New Home Construction Say There Are Too Few Homes to Purchase

Amount of Housing Available by Members Who Say There Are Enough Homes and Apartments Being Built
(Respondents = 335)

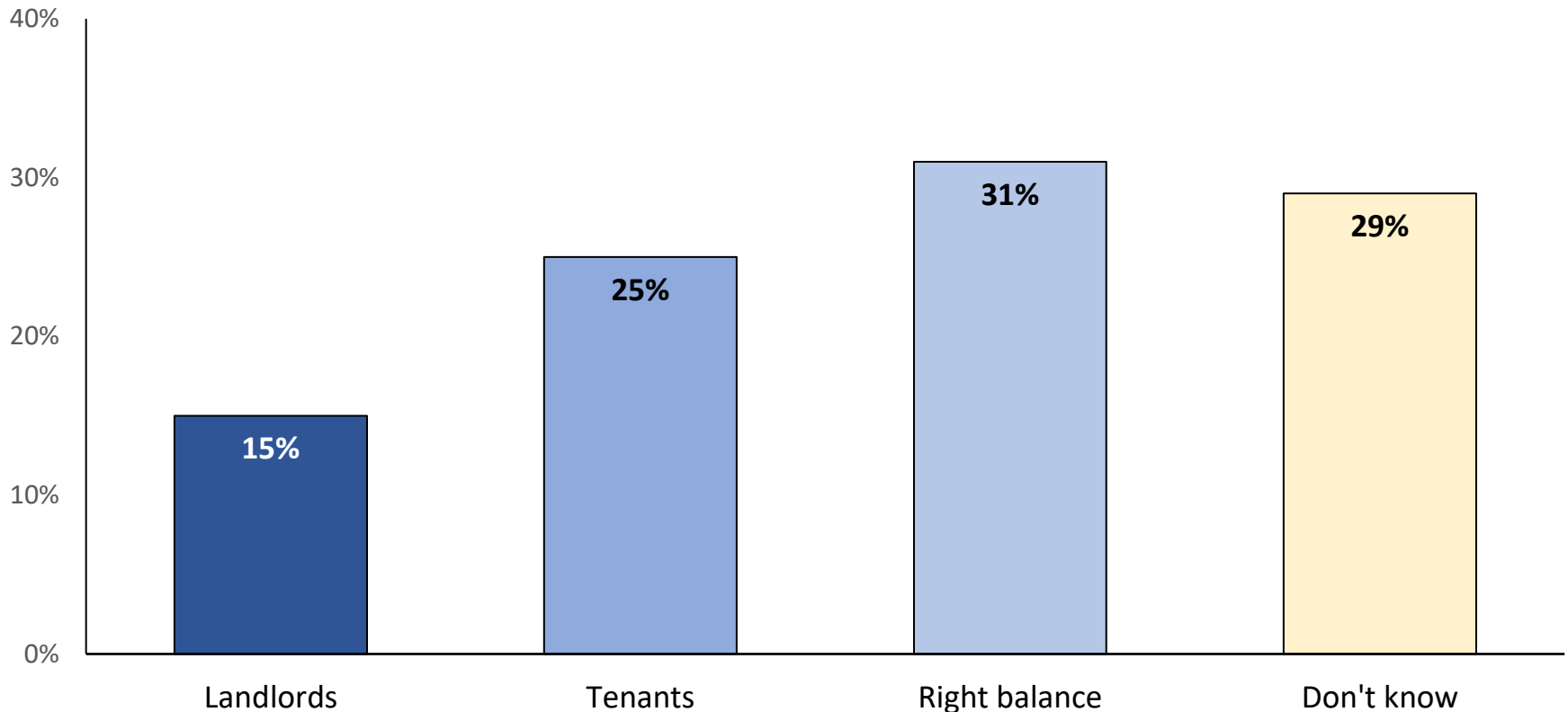


Q.7 And do you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in Oklahoma City?

Housing Policy

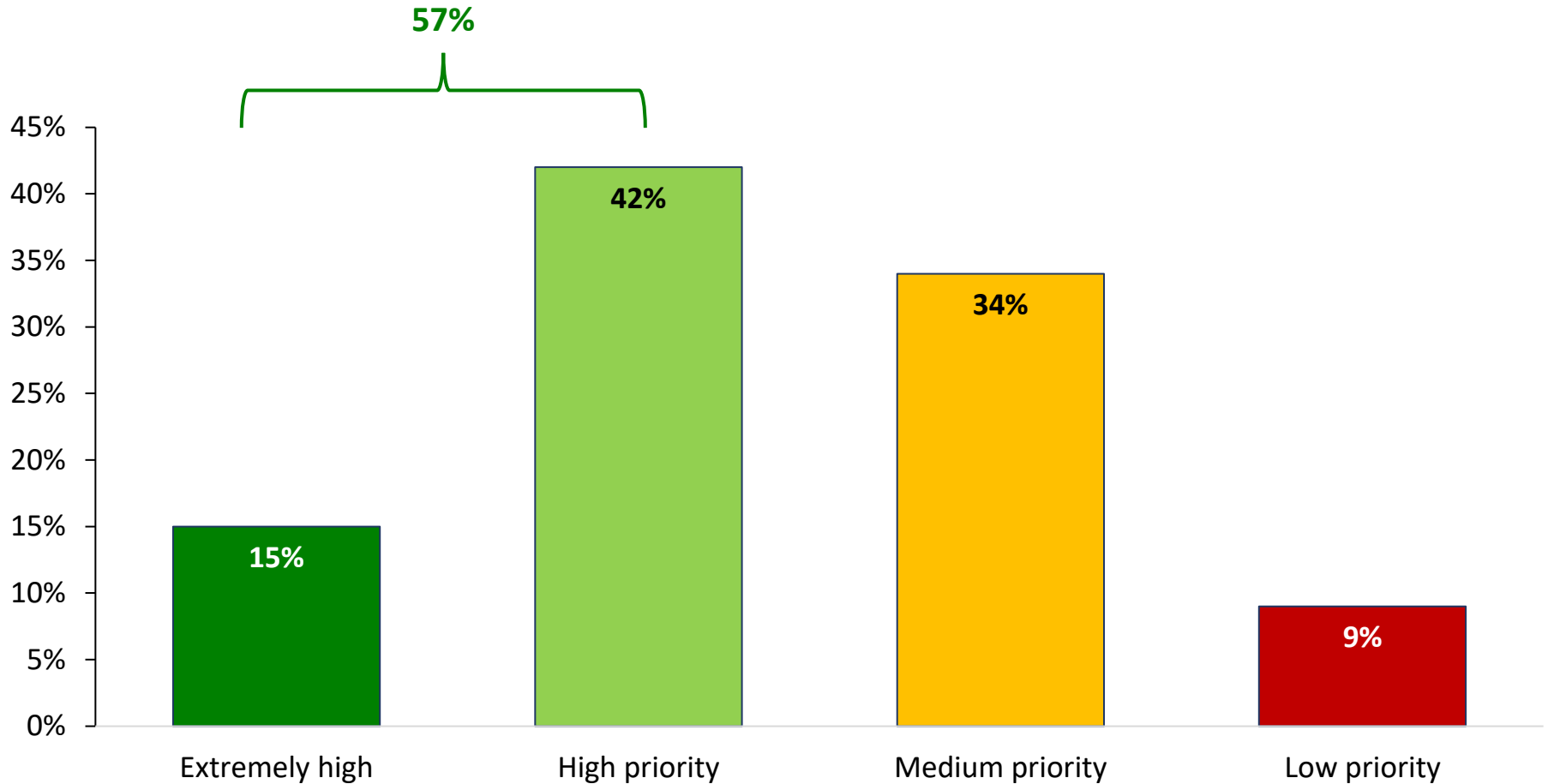
Members Do Not See a Significant Imbalance in Laws Regulating Tenants and Landlords

Landlord Tenant Balance



Most Members Say Housing Affordability Should be a High or Extremely High Priority

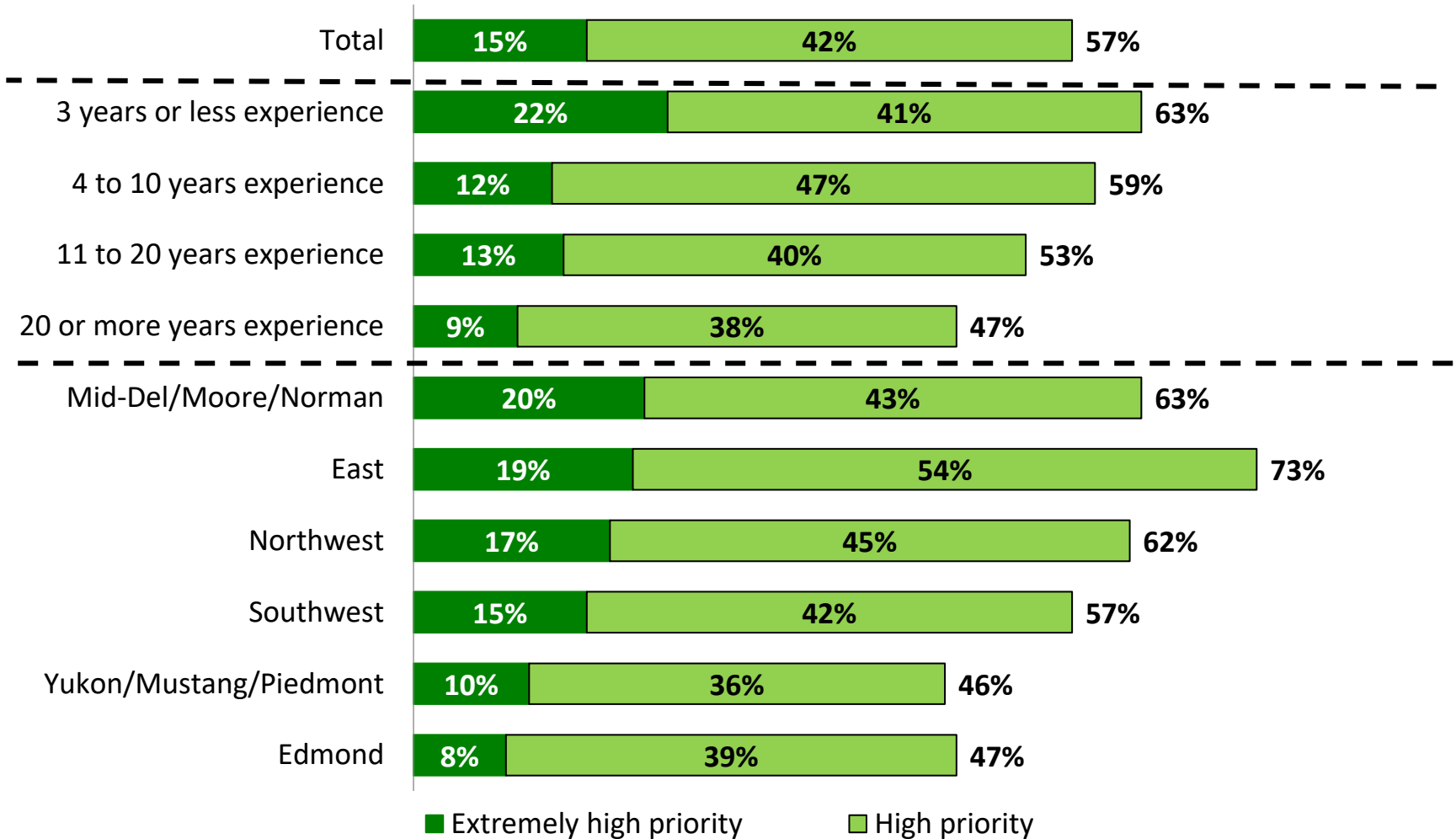
Housing Affordability Priority Level



Q.9 Compared to the other things they have to do, how high of a priority should addressing housing affordability be for the Oklahoma City government?

Newer Members Most Likely to See Housing Affordability as a High Priority

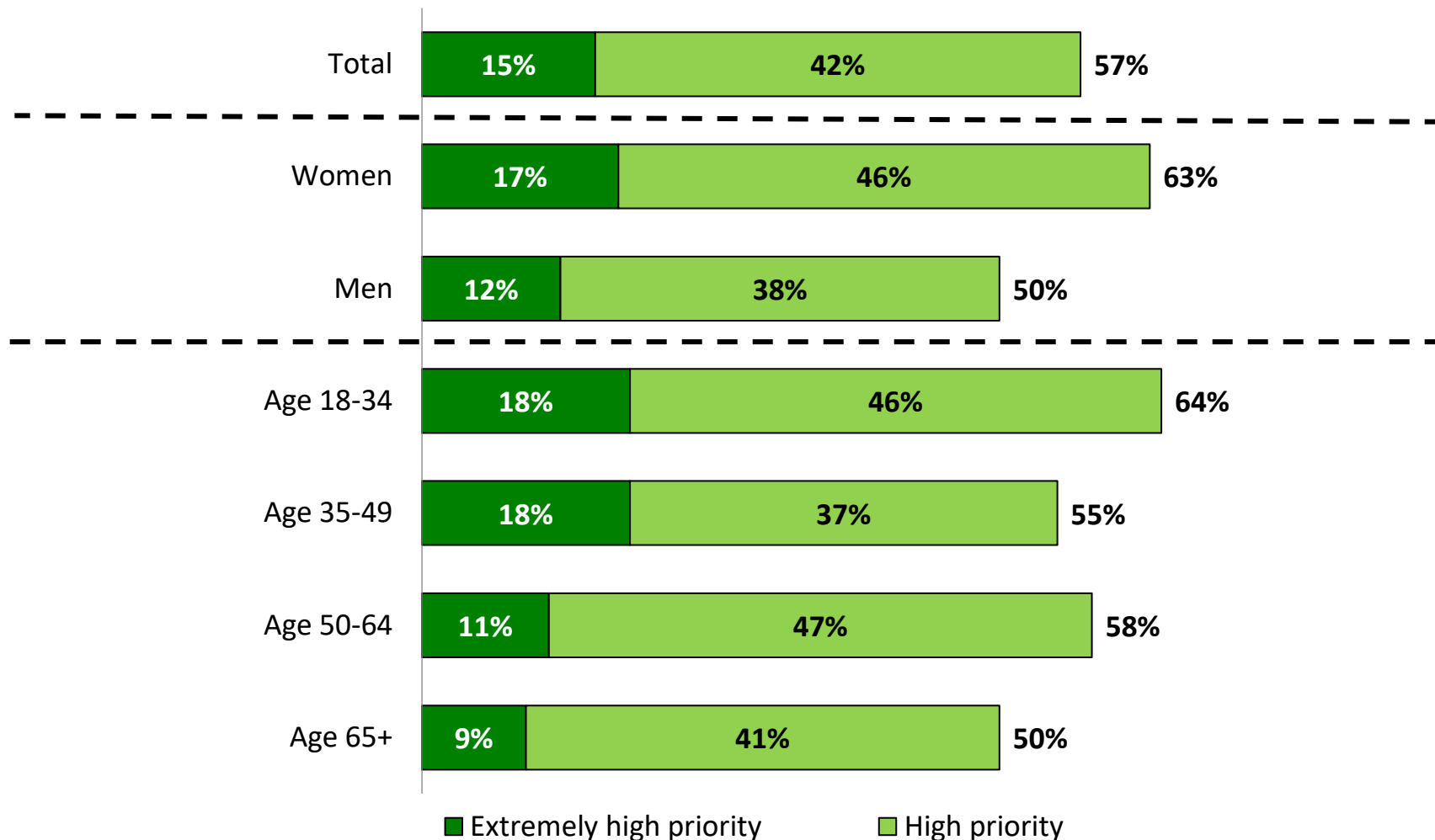
Concern with Housing Affordability by Tenure and Location



Q.9 Compared to the other things they have to do, how high of a priority should addressing housing affordability be for the Oklahoma City government?

Women and Younger Members are Much More Likely to See Housing Affordability as a High Priority

Concern with Housing Affordability by Gender and Age

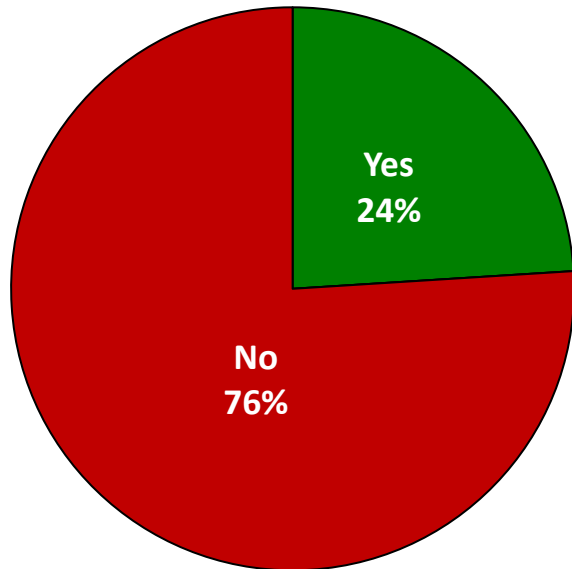


Q.9 Compared to the other things they have to do, how high of a priority should addressing housing affordability be for the Oklahoma City government?

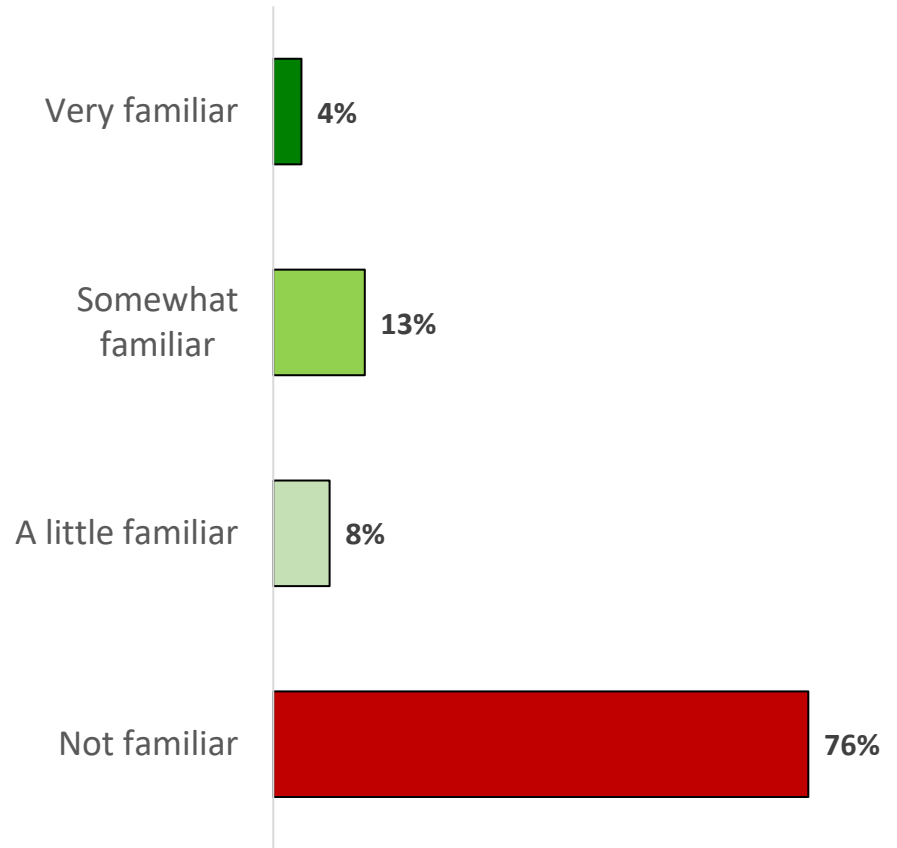
Three in Four Members are Not Aware of the OKC Housing Affordability Study

Of those that are aware, over half are only somewhat familiar with it.

Are you Aware of the OKC Housing Affordability Study?



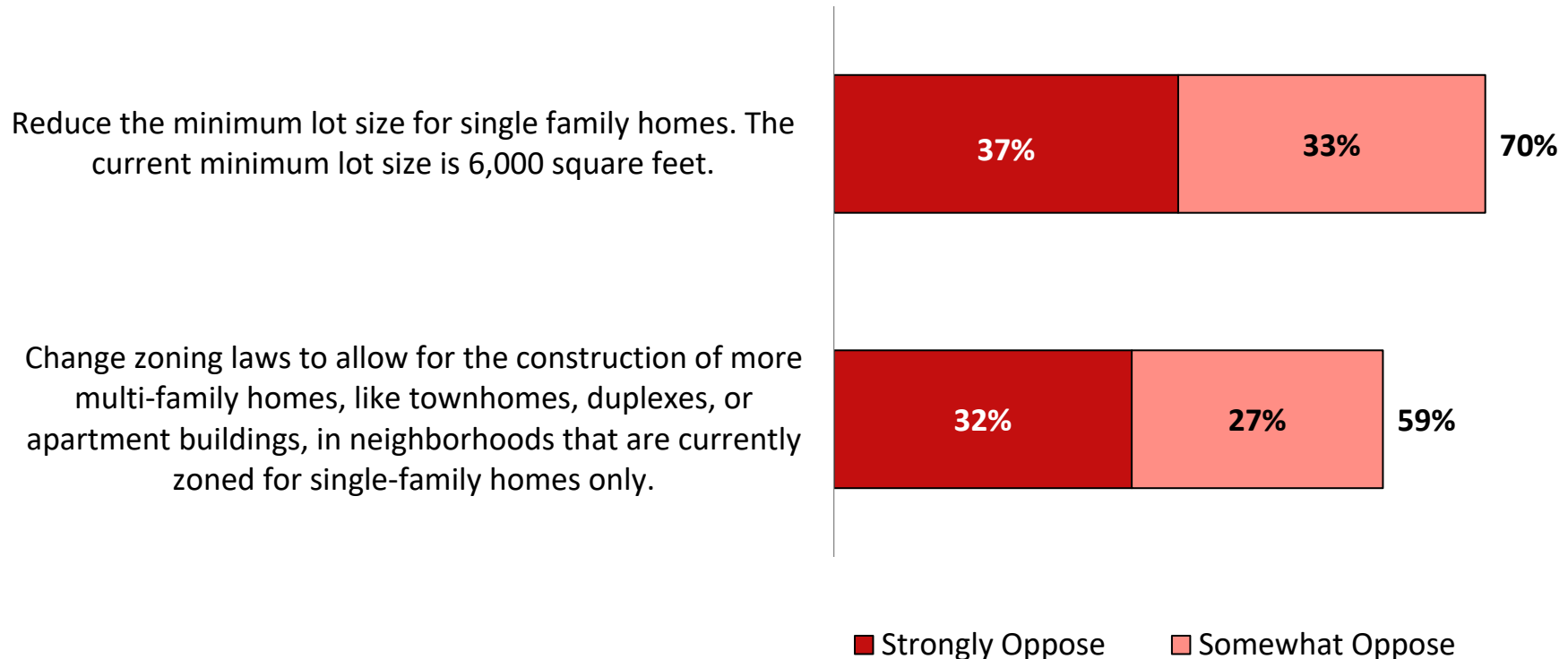
How Familiar are you with the OKC Housing Affordability Study?



Almost Three Quarters of Members Oppose Reducing Minimum Lot Sizes

Members also oppose changing zoning laws for more dense development.

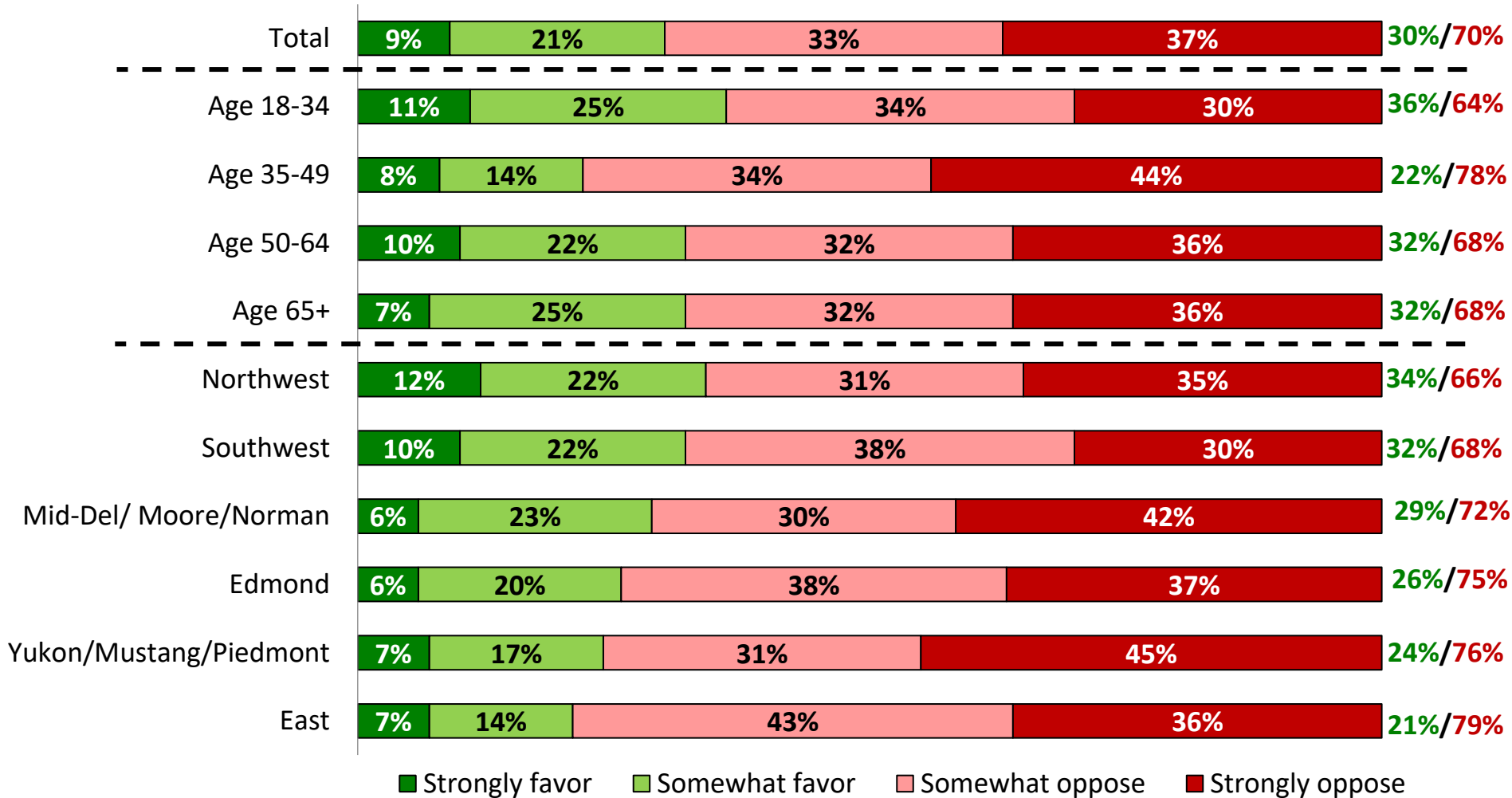
Opposition to Housing Policy Proposals



Q.12 Thinking about the need for more housing that is safe and affordable in Oklahoma City, below are some ways that local government could work to address the housing affordability issue. Please indicate if you (ROTATE) favor or oppose that proposal.

Broad Demographic Opposition to Reduce the Minimum Lot Size

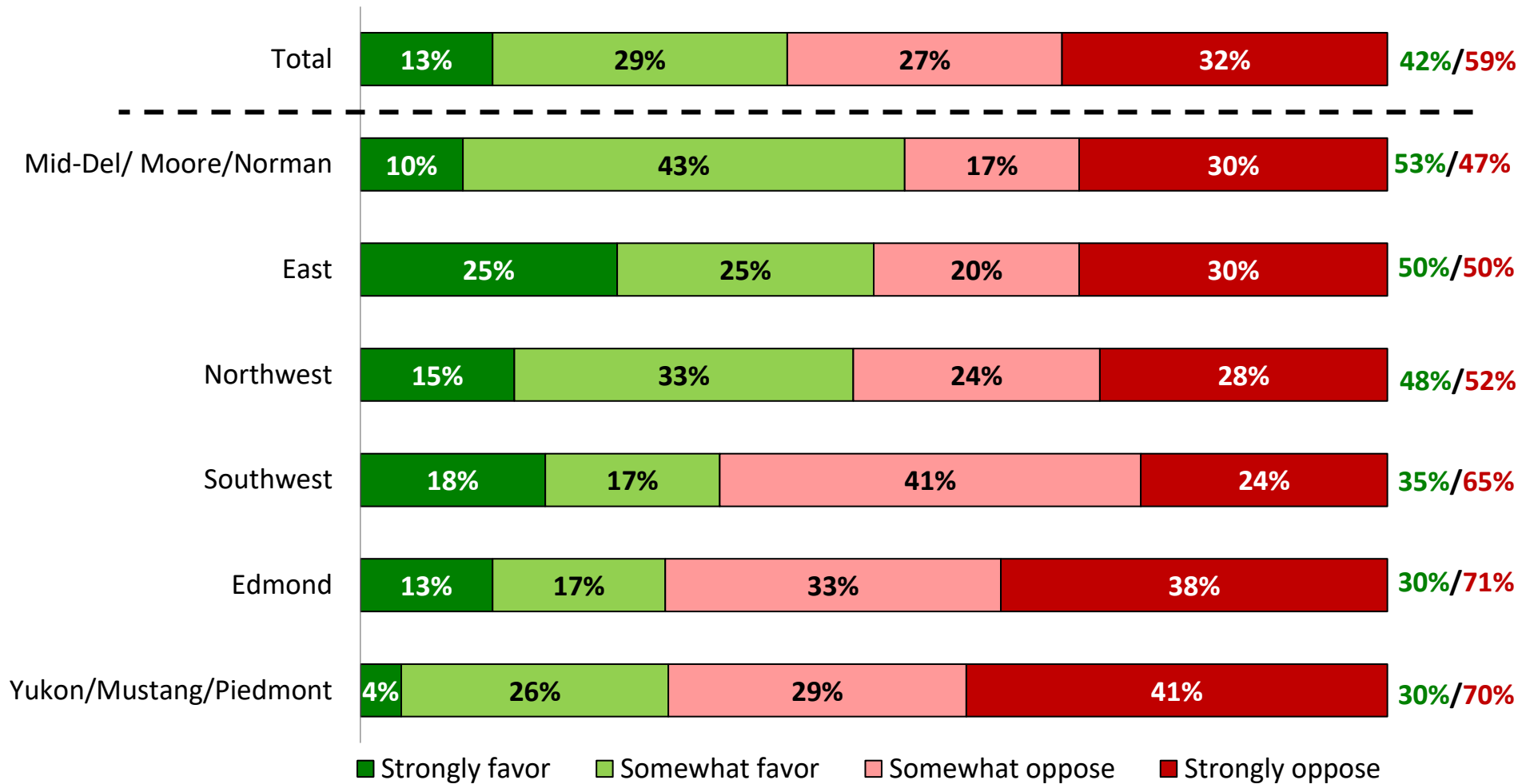
Favor/Oppose Minimum Lot Size by Age and Location



Q.12D Thinking about the need for more housing that is safe and affordable in Oklahoma City, below are some ways that local government could work to address the housing affordability issue. Please indicate if you (ROTATE) favor or oppose that proposal. *Reduce the minimum lot size for single family homes. The current minimum lot size is 6,000 square feet.*

Members in Edmond and Yukon/Mustang/Piedmont Most Likely to Oppose Zoning Changes

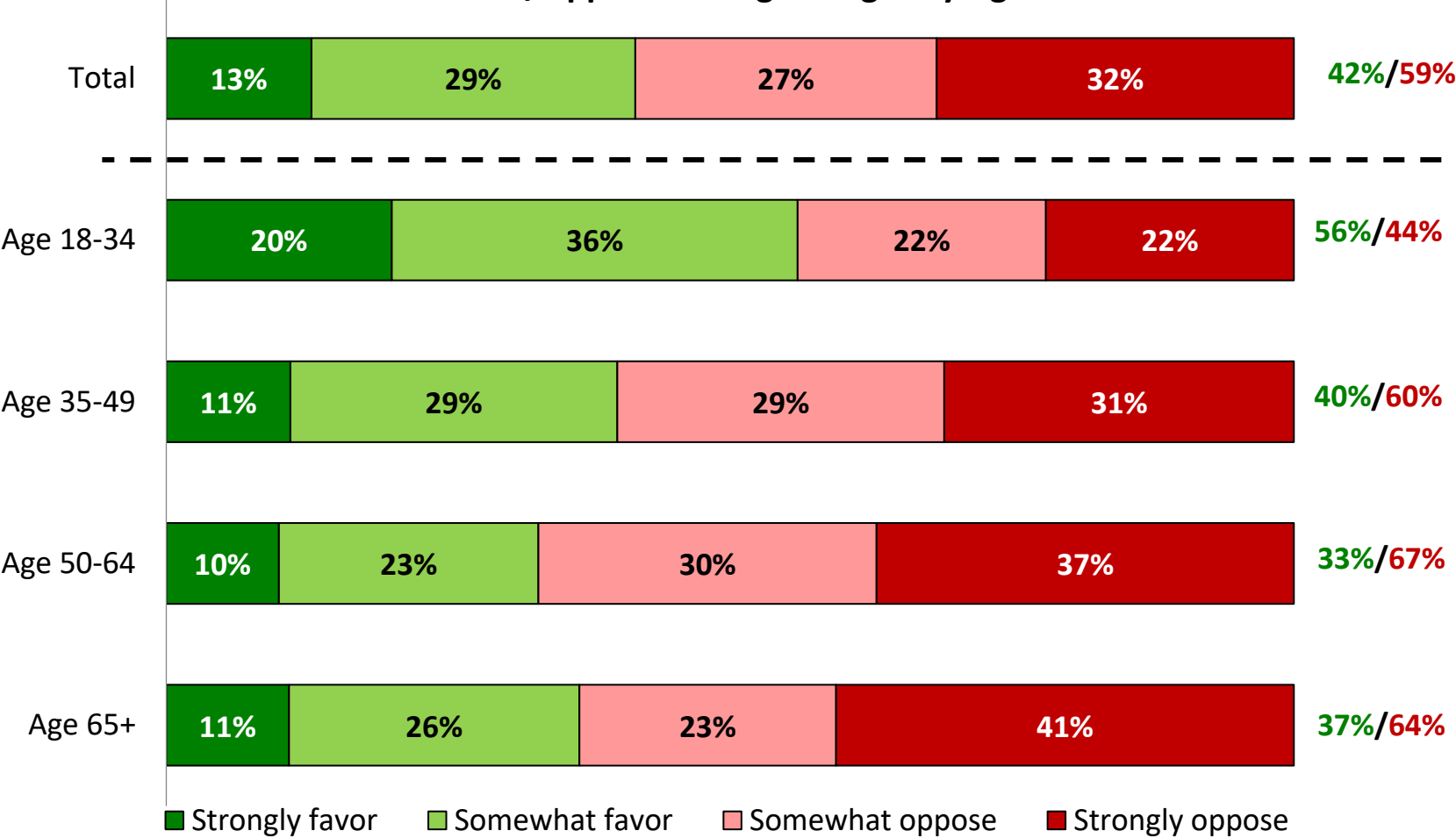
Favor/Oppose Zoning Changes by Location



Q.12F Thinking about the need for more housing that is safe and affordable in Oklahoma City, below are some ways that local government could work to address the housing affordability issue. Please indicate if you (ROTATE) favor or oppose that proposal. *Change zoning laws to allow for the construction of more multi-family homes, like townhomes, duplexes, or apartment buildings, in neighborhoods that are currently zoned for single-family homes only.*

Outside of the Youngest Members, Changing Zoning Laws Faces Strong Opposition by Members

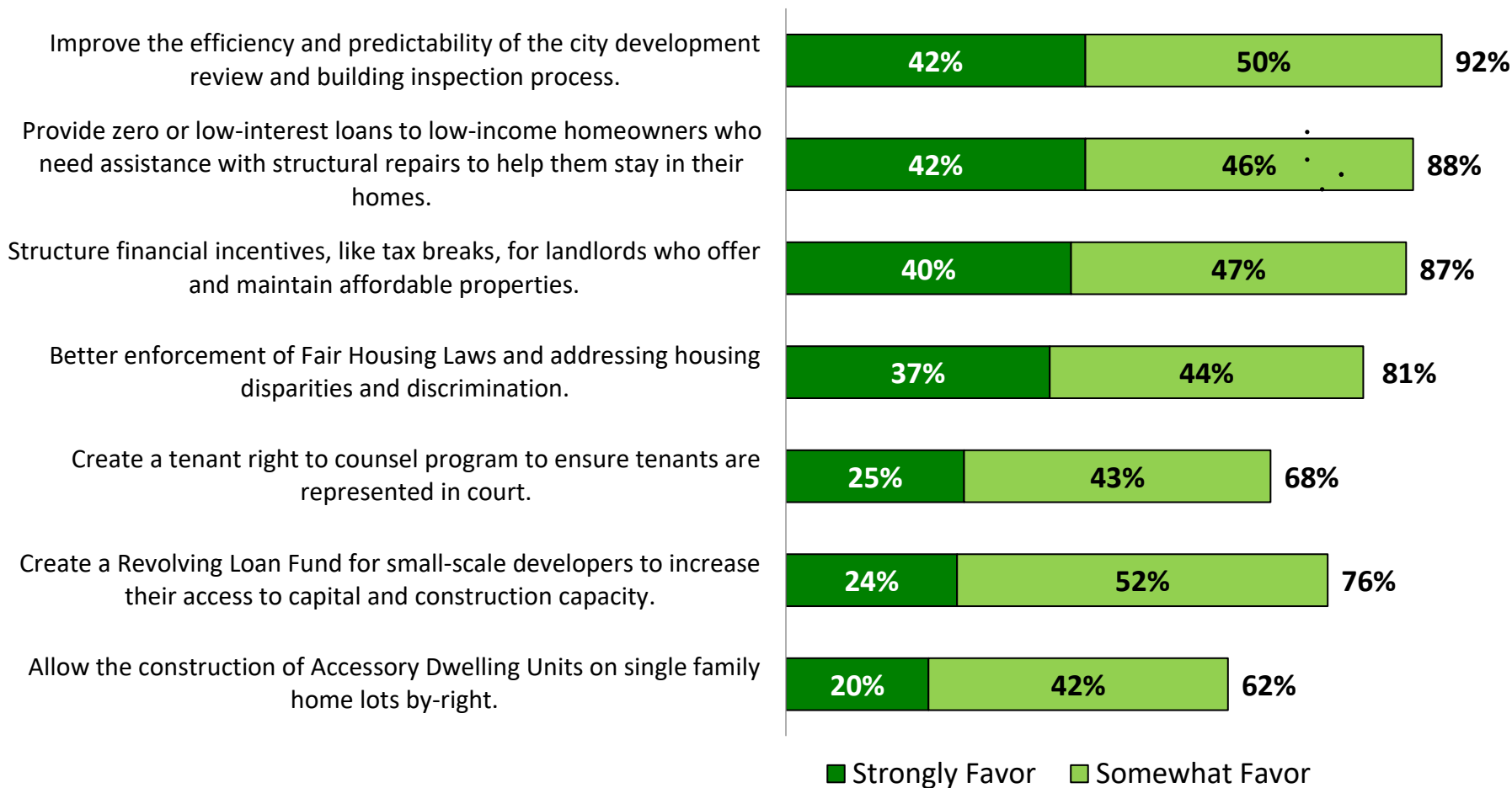
Favor/Oppose Zoning Changes by Age



Q.12F Thinking about the need for more housing that is safe and affordable in Oklahoma City, below are some ways that local government could work to address the housing affordability issue. Please indicate if you (ROTATE) favor or oppose that proposal. *Change zoning laws to allow for the construction of more multi-family homes, like townhomes, duplexes, or apartment buildings, in neighborhoods that are currently zoned for single-family homes only.*

Reducing Regulations, Providing Incentives, and Better Enforcement of Fair Housing Laws All Very Popular

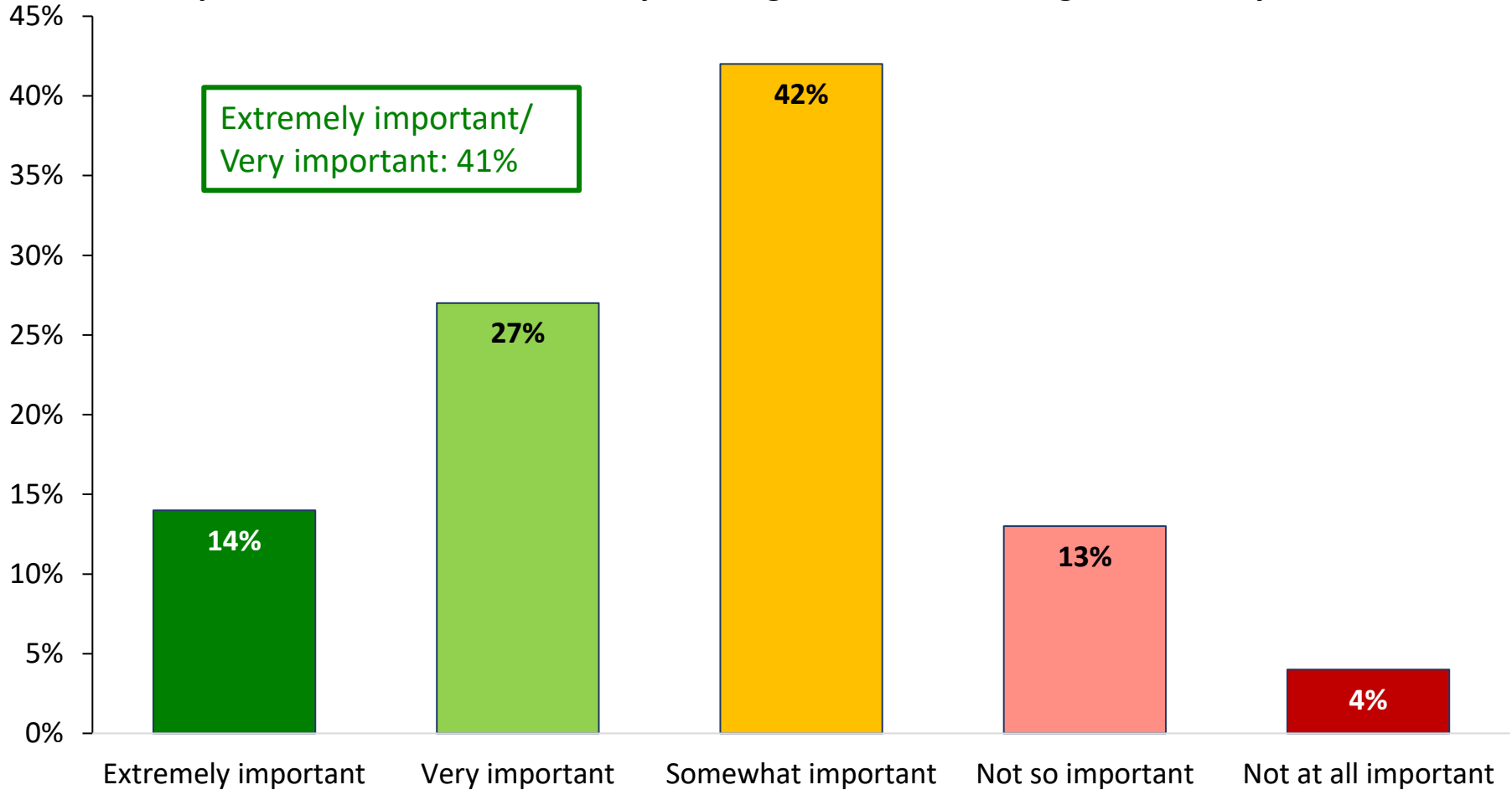
Favorability for Housing Policy Proposals



Q.12 Thinking about the need for more housing that is safe and affordable in Oklahoma City, below are some ways that local government could work to address the housing affordability issue. Please indicate if you (ROTATE) favor or oppose that proposal.

Increase in Multi-Family Housing Sees Lukewarm Support from Members

Importance of More Multi-Family Housing to Combat Housing Affordability Issue



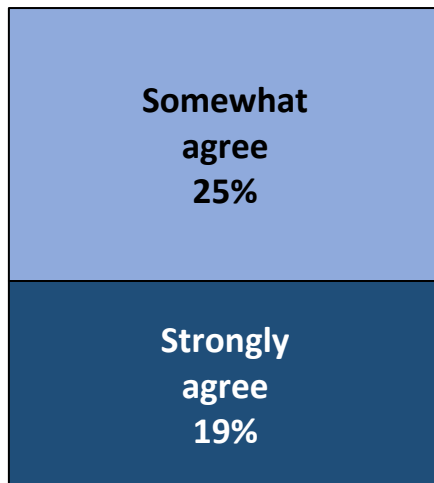
Q.13 To address the problem of housing affordability in Oklahoma City, how important is it to build more multi-family homes and mixed development options within the city limits, like patio homes, townhomes, duplexes, and condominiums?

Small Majority of Members Feel That Local Government Should Stay Out of the Housing Market

The Role of Local Government in the Housing Market

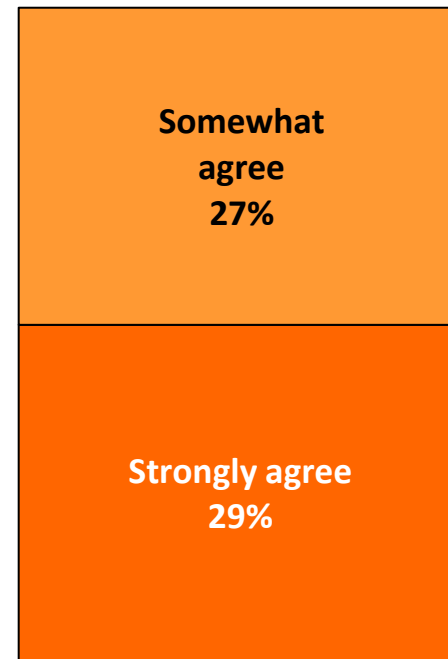
Statement A: 44%

Some/other people say local government has a role in making housing more affordable in Oklahoma City because home and rent prices are out of control.



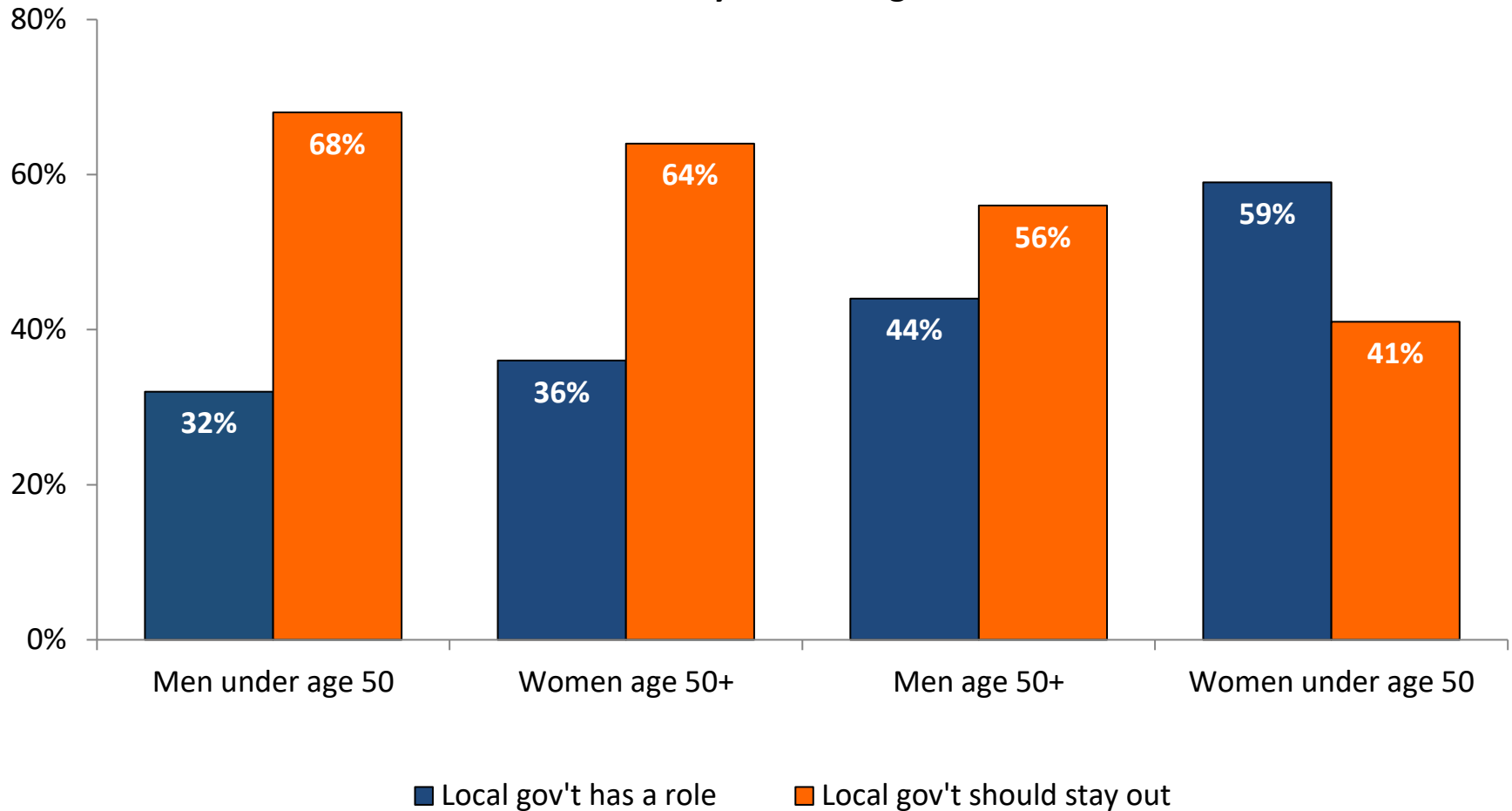
Statement B: 56%

Some/other people say that local government should stay out of the housing market and that market forces should determine home and rent prices in Oklahoma City.



Younger Women Only Group to Prefer Local Government Having a Role in Housing

The Role of Local Government in the Housing Market by Gender/Age



Q.14 Below are a pair of statements. Please indicate which statement you agree with more, even if neither is exactly right.

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