

2018 Housing Survey

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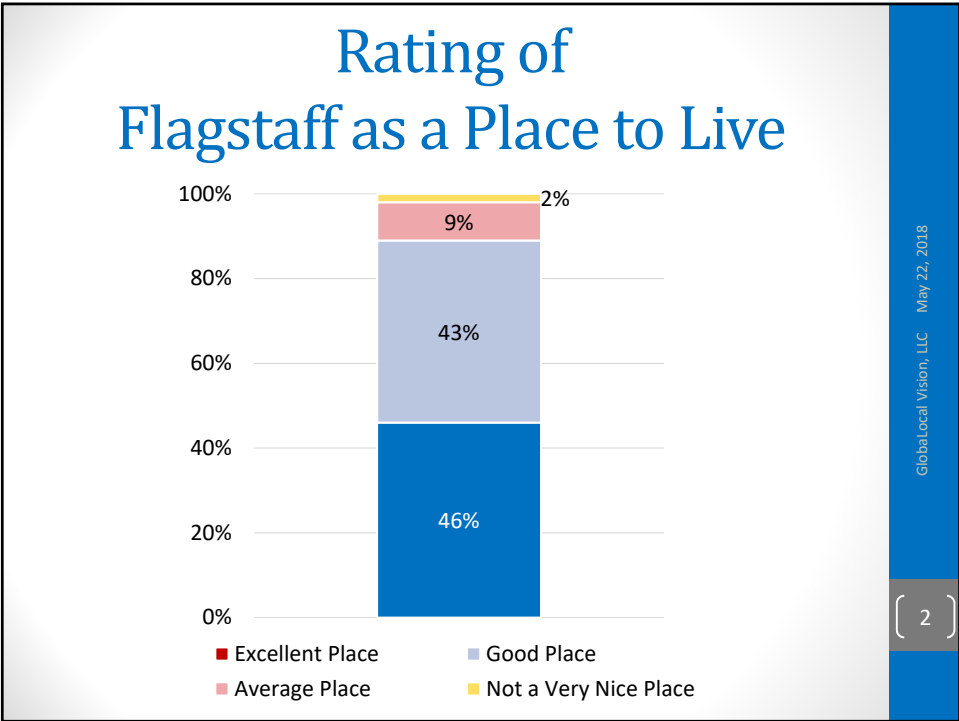
Methodology

- Telephone survey;
- 400 Likely Flagstaff Voters;
- Likely voter defined as someone voting in 2014 and 2016 general elections;
- Sample drawn using enhanced version of Coconino County Voter Registration List;
- Includes landline and mobile phones;
- Data collected between May 6 and May 14;
- MOE = +/- 4.9% at a 95% confidence level.

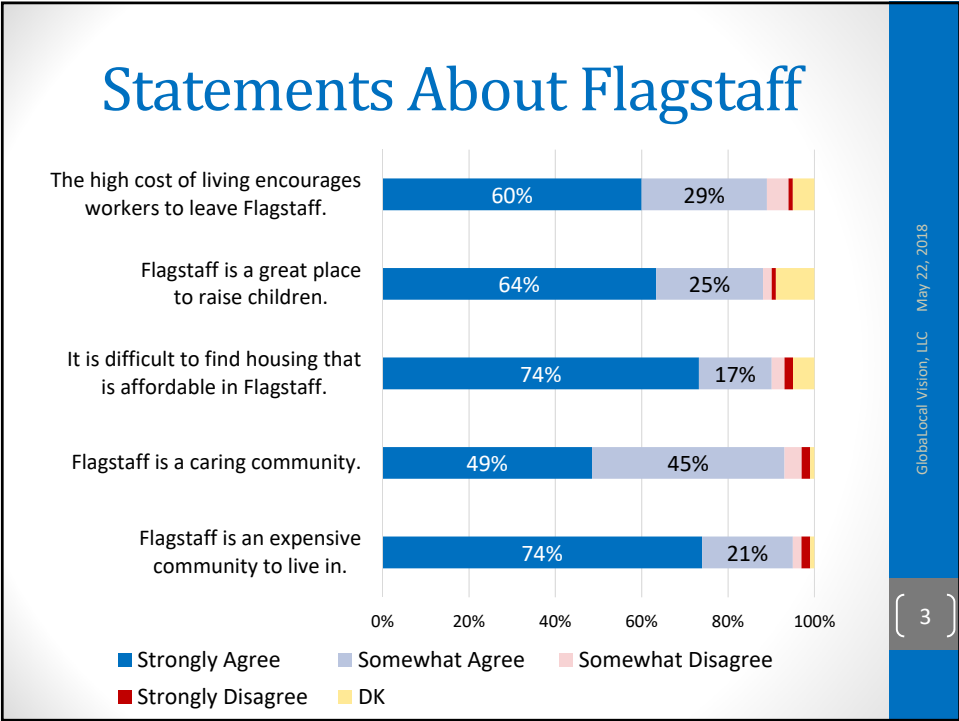
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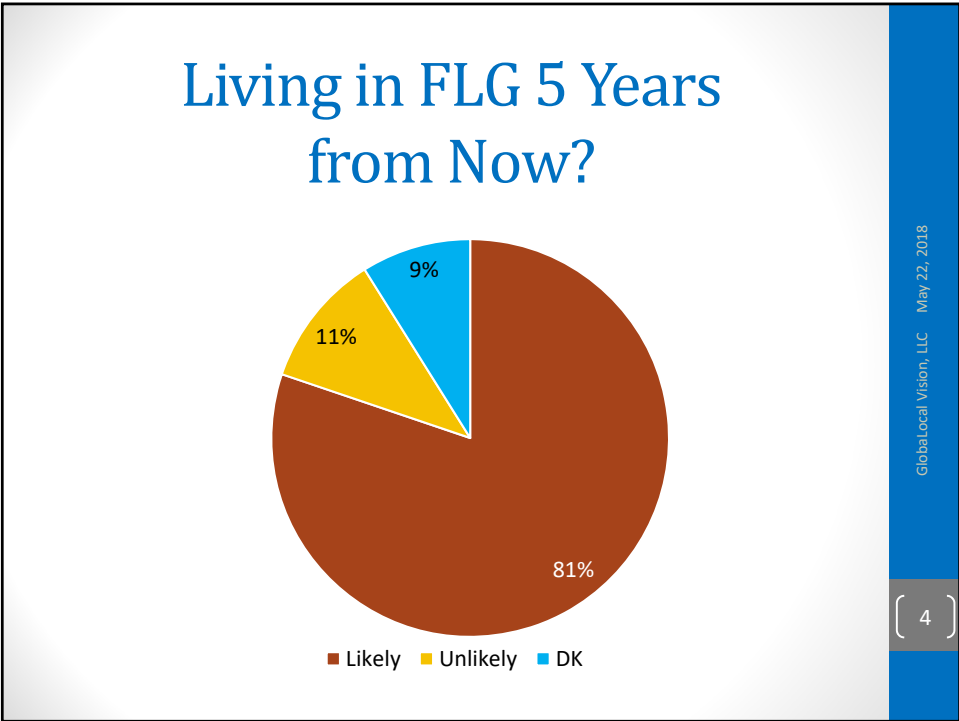
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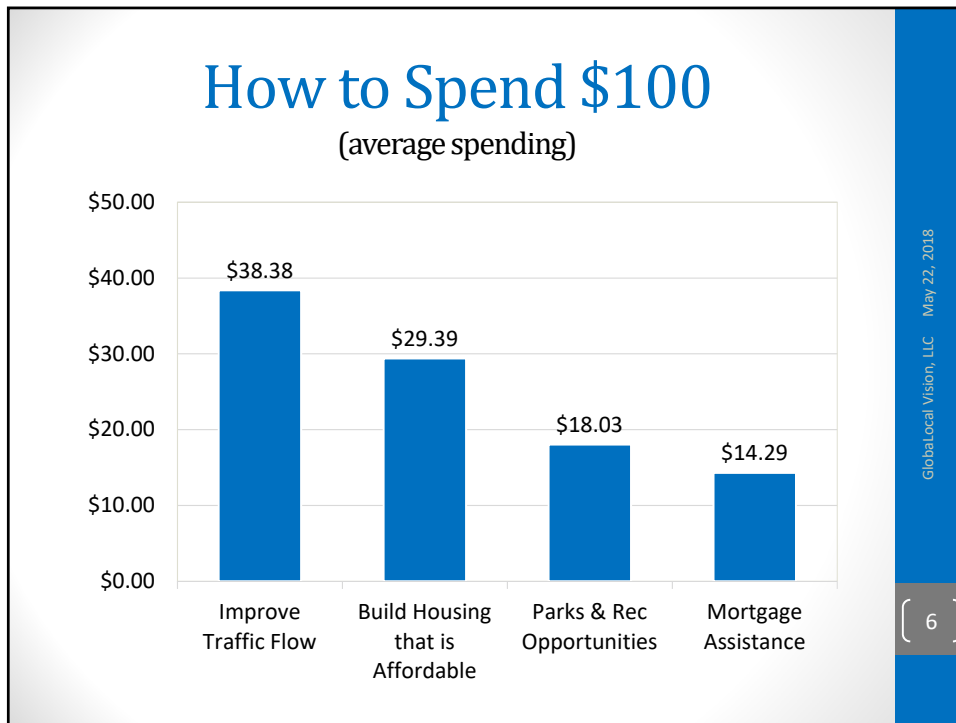
If Not Here in 5 Years, Why?

Reason	%
Cost of living, can't afford living here	42
Time to move on, pursue opportunities elsewhere	24
I can't find a good job	9
Finishing school	7

(n=44; multiple response allowed)

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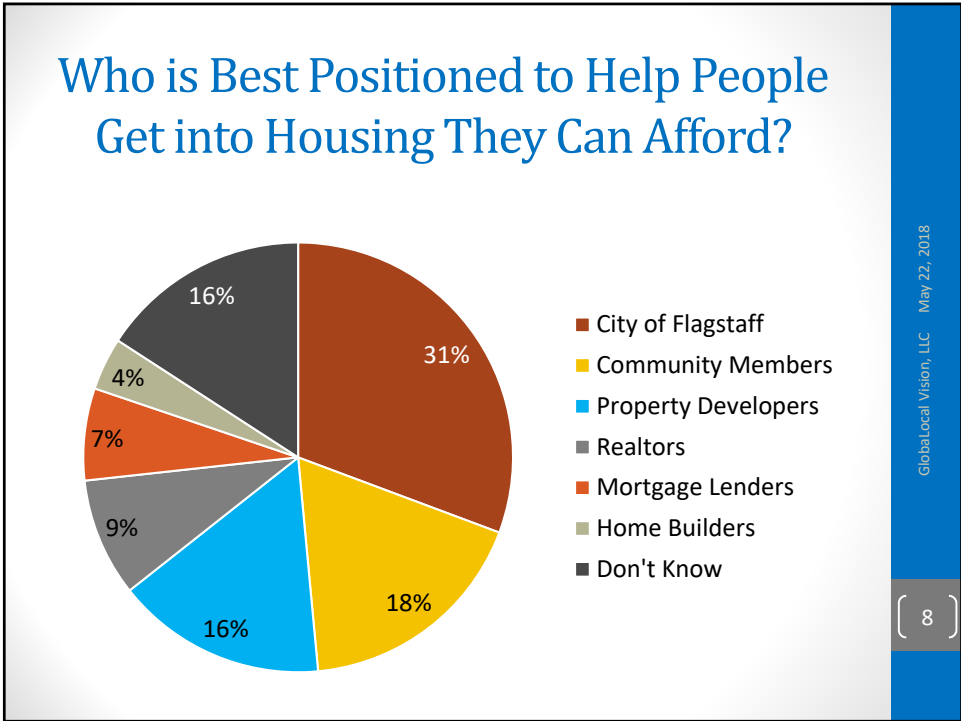
"Housing in Flagstaff": What Comes to Mind?

Word/Category	%
Expensive, High prices, Not affordable	34
Generic words: houses, apartments	21
Student housing, NAU	11
Shortage, Lack of availability	5
Other	24
No Answer, Don't know	4

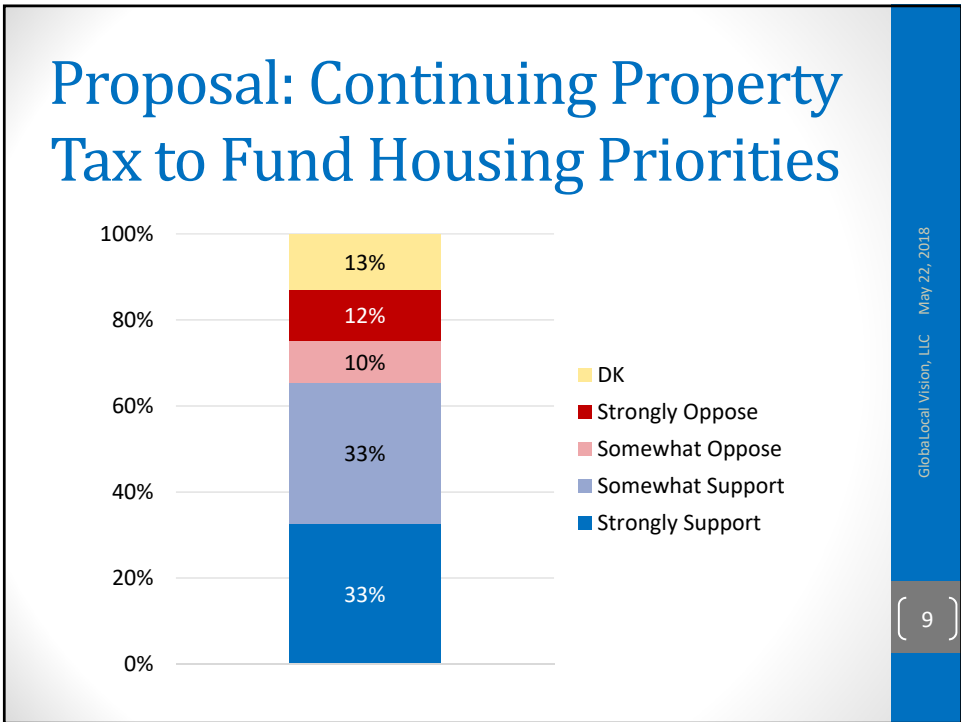
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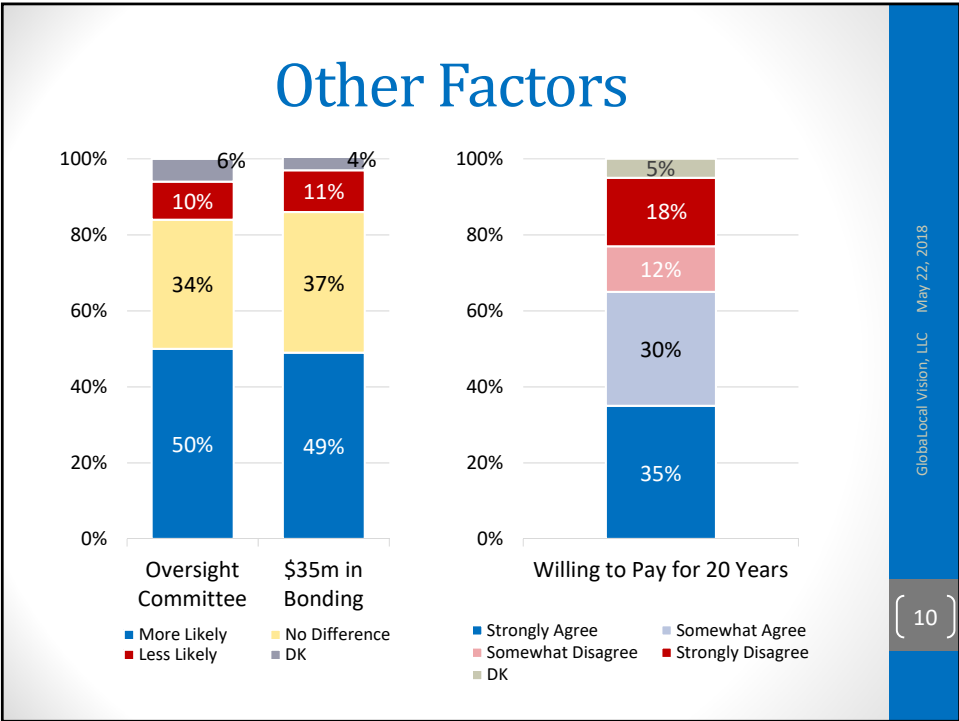
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- ### Summary
1. Nine out of 10 voters think Flagstaff is an excellent or good place to live;
 2. Voters say Flagstaff is a caring community (93%) and a great place to raise kids (89%);
 3. Voters also believe Flagstaff is an expensive community to live in (95%), it is a difficult place to find housing that is affordable (91%), and the high cost of living leads workers to leave the community (89%);

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Summary

4. One in 10 voters say they are unlikely to be living in Flagstaff 5 years from now. 5% of all voters say they are likely to move because of the high cost of living;
5. If given \$100 to invest, voters would spend \$43.68 on housing programs (\$29.39 for creating housing that is affordable and \$14.29 on mortgage assistance). \$38.38 would be invested in improving traffic flow in Flagstaff and \$18.03 on park & recreational opportunities;

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Summary

6. One third of voters (34%) associate the phrase 'Housing in Flagstaff' with words like 'expensive' and 'unaffordable'. 11% of voters think of 'students', 'NAU', and 'high rise student housing'. 5% associate the phrase with 'shortage' and 'lack of availability';
7. Voters believe the City of Flagstaff (31%) and community members (18%) are best positioned to help people get into housing they can afford. Private sector has an important role to play;

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Summary

8. Two-thirds of voters support a proposal that uses money from continuing the existing property tax to work with the private sector to create housing that is affordable and help people obtain mortgages. 22% of voters oppose this proposal. 13% don't know which position they support;
9. Levels of proposal support are likely to increase knowing that the programs would be funded with bonds to be repaid with the continued property tax.