

# *National Association of REALTORS®*

## *MD – State of Housing January 2024*

American Strategies designed and administered this multi-modal survey conducted by professional interviewers and via Qualtrics. The survey reached 807 adults (807 weighted) adults, age 18 or older, who indicated they were registered to vote in Maryland. The survey was conducted January 9-16, 2024.

Sixteen percent of respondents were reached on wireless phones and twenty-one percent on VOIP/landlines. Sixty-four percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of registered voters in Maryland, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third party vendor file. The overall margin of error is +/- 3.4%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

# Executive Summary

- **Housing affordability is seen as a worsening problem in Maryland.** There is a steady increase in the number of voters who say the cost to buy a house or rent an apartment is too high. The problem with housing costs is not limited to lower income voters - nearly two-thirds now say there is too little housing available for people with moderate incomes in their part of Maryland. When it comes to obstacles to buying a house, low wages, high interest rates, and having enough money for a down payment are seen as the biggest obstacles. Most say there are too many rules and regulations that make it hard to build affordable homes but are split on whether more housing will bring down housing costs. Voters have increased familiarity with ADUs, but a large majority are still unfamiliar.
  
- **Percentage of voters who say housing costs are too high continues to trend upward.** Eighty-two percent say that the cost to buy a house is either much (54 percent) or somewhat (28 percent) too high. This is a steady increase from 2020 (57 percent too high), 2022 (71 percent too high), 2023 (76 percent too high).
  - ❖ The story is the same for the cost to rent an apartment; 81 percent say the cost is much (55 percent) or somewhat (26 percent) too high, with a continuous upward trend from 2020 (61 percent too high), 2022 (71 percent too high), and 2023 (80 percent too high).
  
  - ❖ Almost half of renters under 50 in Maryland say they are considering moving out of the state because of housing prices.
  
  - ❖ More than half personally feel at least some financial strain from the amount they pay in rent or mortgage each month; in line with 2023, 25 percent say housing costs cause a *significant* financial strain on their budget.

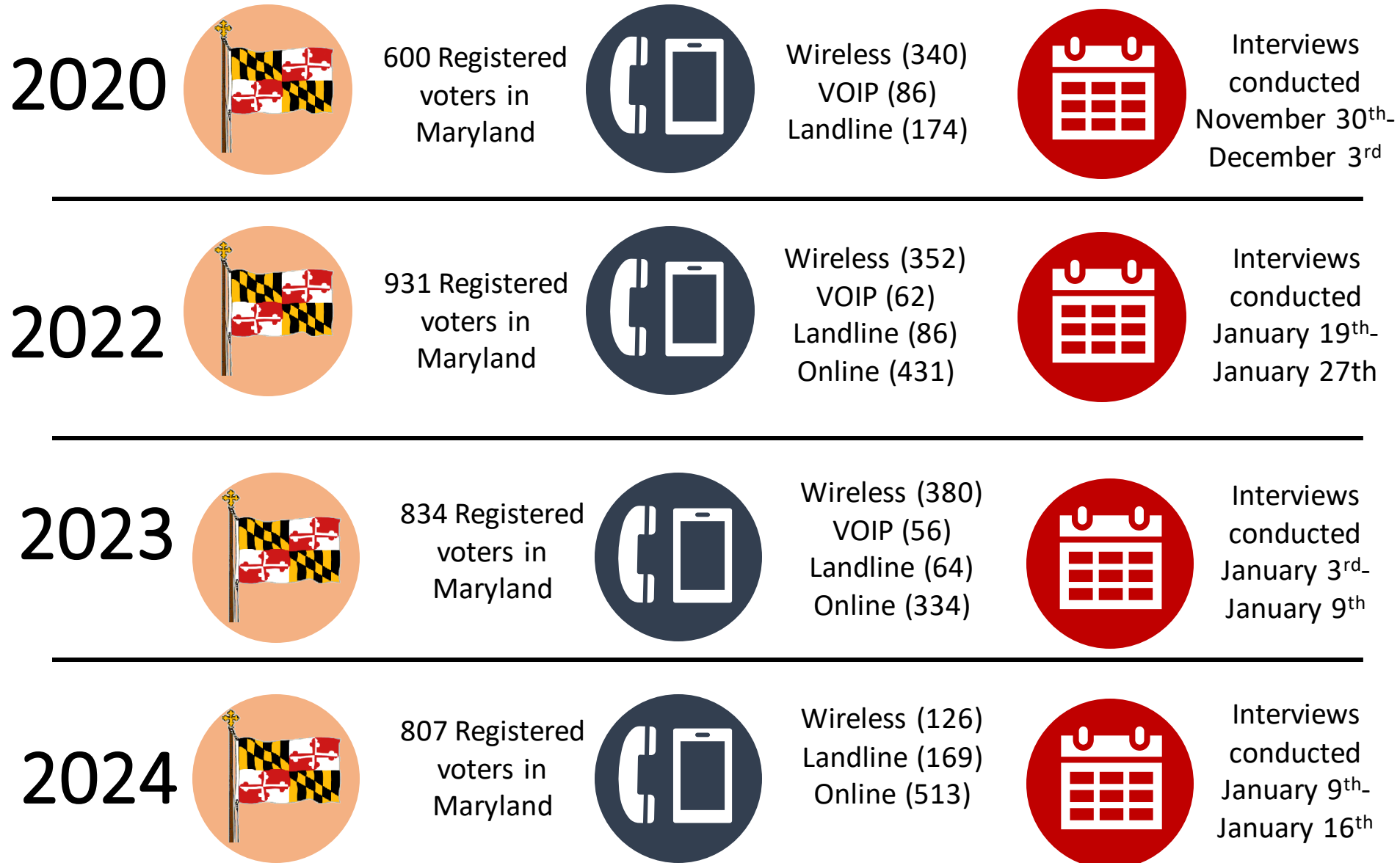
# Key Findings

- **Lack of housing for people with moderate incomes.** Nearly two-thirds (65 percent) say there is too little housing for people with moderate incomes in their part of Maryland, up from just 46 percent who felt this way in 2020.
- **Too little housing for young people, lower income people and seniors.** Large majorities also perceive a lack of housing for younger people (73 percent too little), lower income people (66 percent) and older people who are looking to downsize or have special needs (62 percent). These percentages have been relatively stable since 2022.
- **Wages not keeping up with housing prices, trouble saving for a down payment, and increased interest rates are the biggest obstacles to buying a home.** Sixty-five percent say that having a full-time job but still not making enough to afford a home is a huge obstacle to buying a house. Higher interest rates (62 percent) and not having enough for the down payment (56 percent) and are also viewed as top obstacles to buying a home.

# Key Findings

- **Voters agree that there are too many rules and regulations that make it hard to build affordable homes but are split on whether more housing will bring down housing costs.** Two-thirds (65 percent) agree that there are too many local rules and regulations that make it hard to build homes that Marylanders can afford, with one-third (30 percent) strongly agreeing. But voters are split on the effect of housing construction on housing prices. Fifty-three percent agree that building more housing will help bring down the overall cost of housing in Maryland; 45 percent disagree with this statement.
- **Voters have increased familiarity with ADUs, but a large majority are still unfamiliar.** Twenty percent say they are very (7 percent) or somewhat (13 percent) familiar with ADUs. This is up from last year when 14 percent said they were very (5 percent) or somewhat (9 percent) familiar. Seventy-nine percent say they have never heard of Accessory Dwelling Units.

# Survey Methodology



# Demographics

## Gender



Women  
53%



Men  
47%

## Age

18-29: 14%  
30-39: 16%  
40-49: 15%  
50-64: 24%  
65+: 29%

## Party

Democrat: 48%  
Independent: 30%  
Republican: 21%

## Race

White: 59%  
African American or Black: 28%  
Hispanic or Latino: 5%  
Asian: 4%

## Owner/Renter

Homeowner: 64%  
Renter: 24%  
Lives with Friends/Family: 11%

## Region

Greater Baltimore: 22%  
Montgomery: 16%  
Prince George's: 14%  
Central: 12%  
Anne Arundel: 10%  
Cecil/Harford: 6%  
Lower Shore: 6%  
Southern Maryland: 4%

## Education

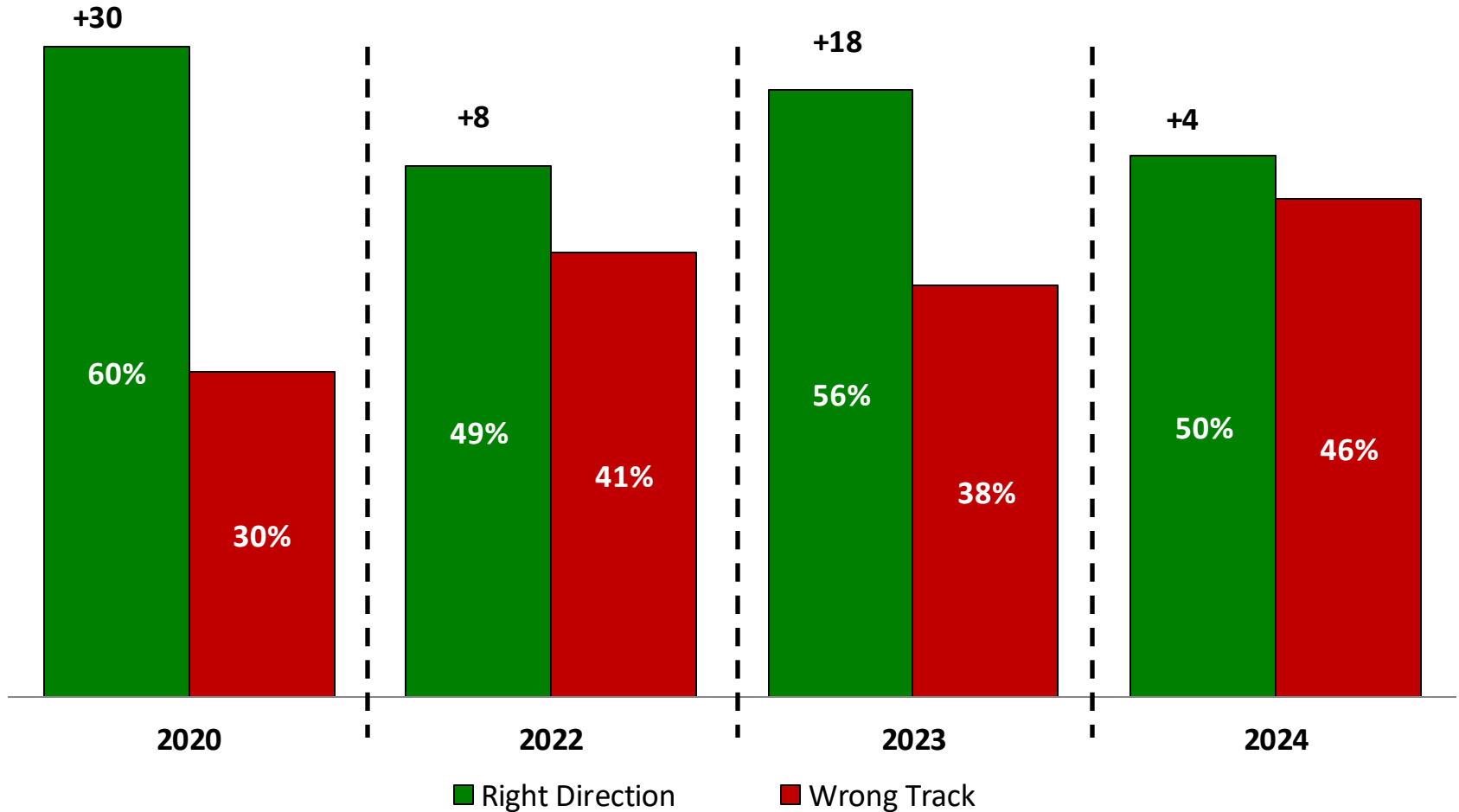
High School Grad: 15%  
Post High School: 27%  
College Graduate: 57%

*Mood*

# Bare Majority See State as Off on the Wrong Track

*Voters Less Positive Compared to 2023*

### Maryland Direction Over Time



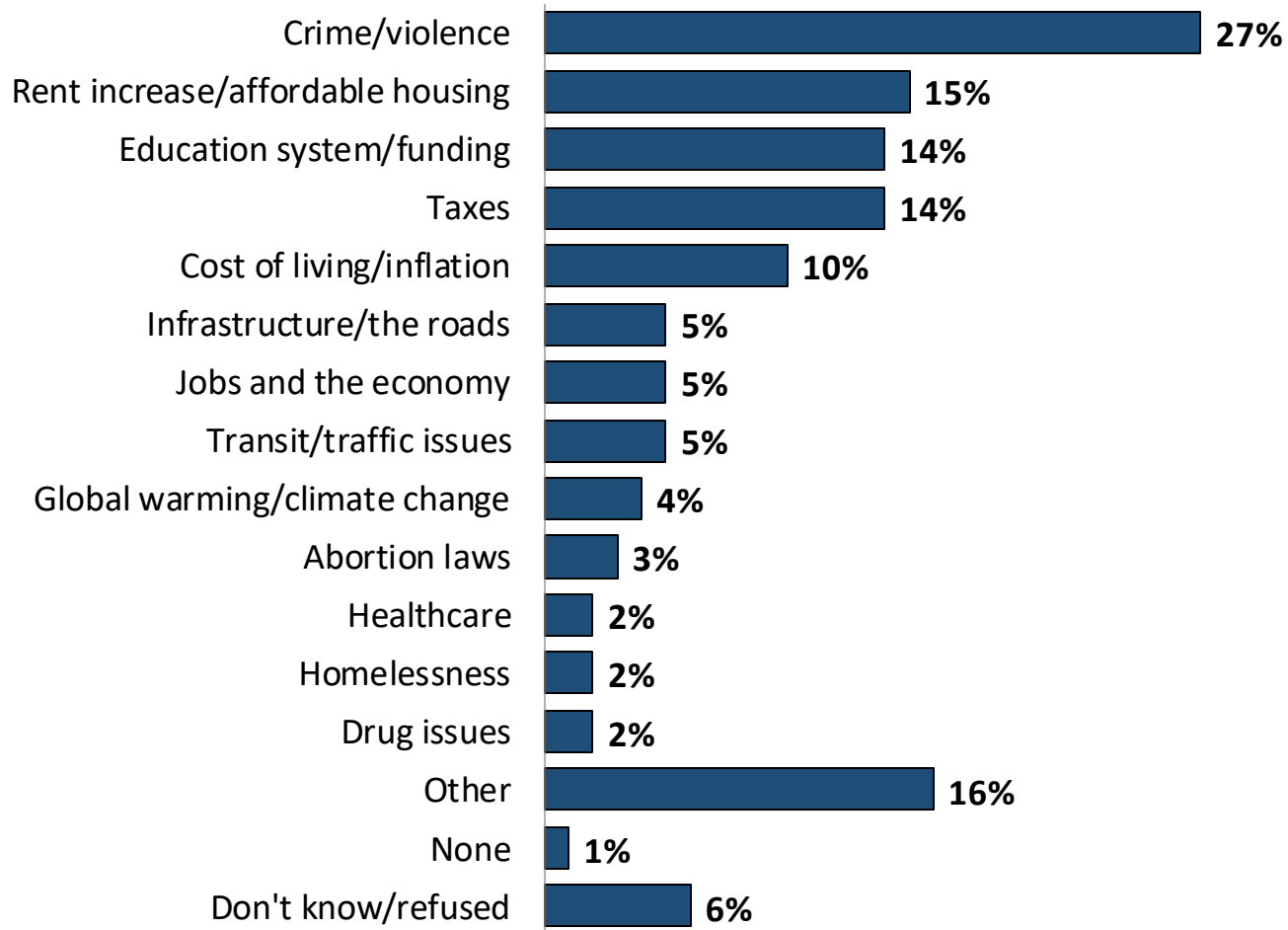
Q.4 Generally speaking, do you think that things in Maryland are going in the right direction, or do you feel things have gotten off on the wrong track?



# Crime Tops the List of Volunteered Issue Concerns

*Housing costs in second tier with education and taxes*

## Biggest Issue in Maryland



# Selected Quotes Describing Major Issue Concern

## Issues in Maryland – Volunteered Responses

“Crime, High taxes for home buyers causing them to look out of state for homes, elder care/nursing home problems.”

“Affordable housing, housing/mortgage grants to promote home ownership for those who need down payment assistance, and programs that discourage gun violence in schools!”

“Crime and public safety, especially out of control juvenile crime and crimes from repeat offenders who should still be in jail.”

“More affordable, less taxes. The working people are struggling.”

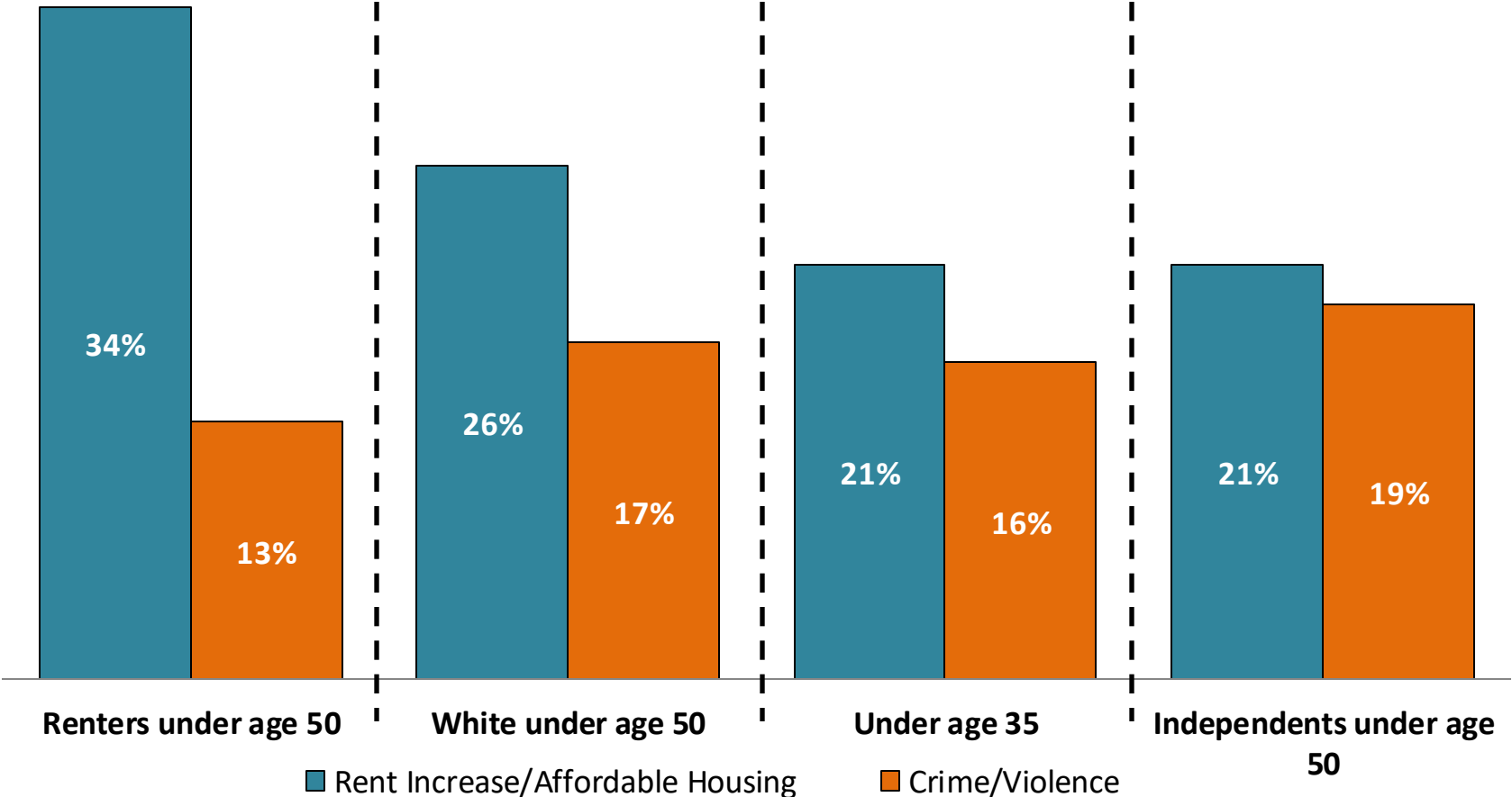
“The biggest issue in Maryland is youth crime that is out of control. The governor and state legislature needs to come up with common sense laws that hold youth and their guardians accountable.”

“Affordable housing. People working previously middle-class jobs are being priced out of the market at an increasing rate, not to even mention people struggling to get by and working 2 jobs for a small 1 bedroom costing them \$2000 a month.”

“Education- particularly public schools in Baltimore, which need more funding and teacher support.”

# Rents and Housing Costs the Top Concern for Younger Voters (Under Age 50)

Biggest Issue



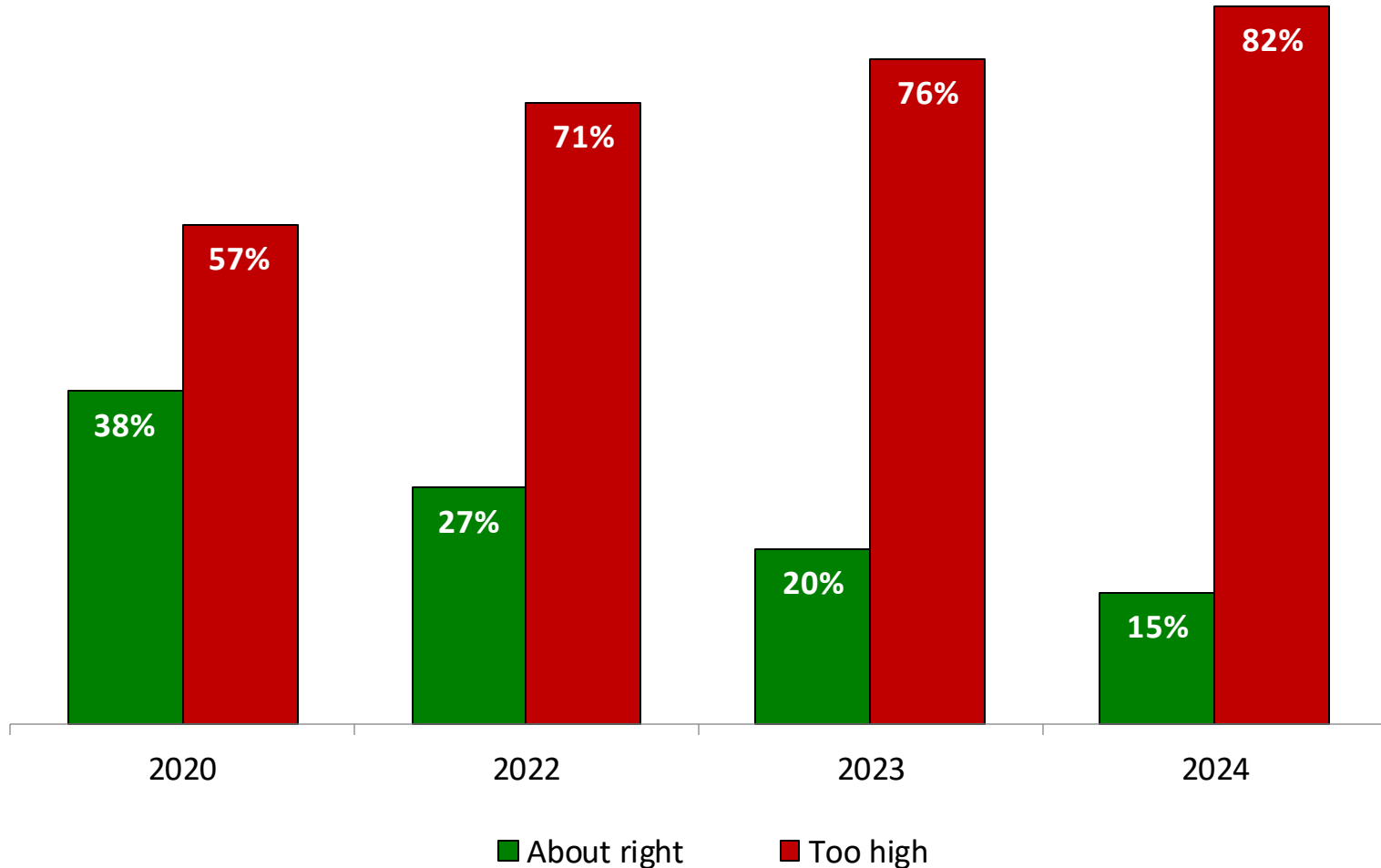
Q.5 And what would you say is the biggest issue in Maryland that you would like the governor and state legislature to focus on?

# *Housing Affordability and Supply*

# Large Majority Say the Cost to Buy a Home in Maryland is Too High

*25-Point Increase Since 2020*

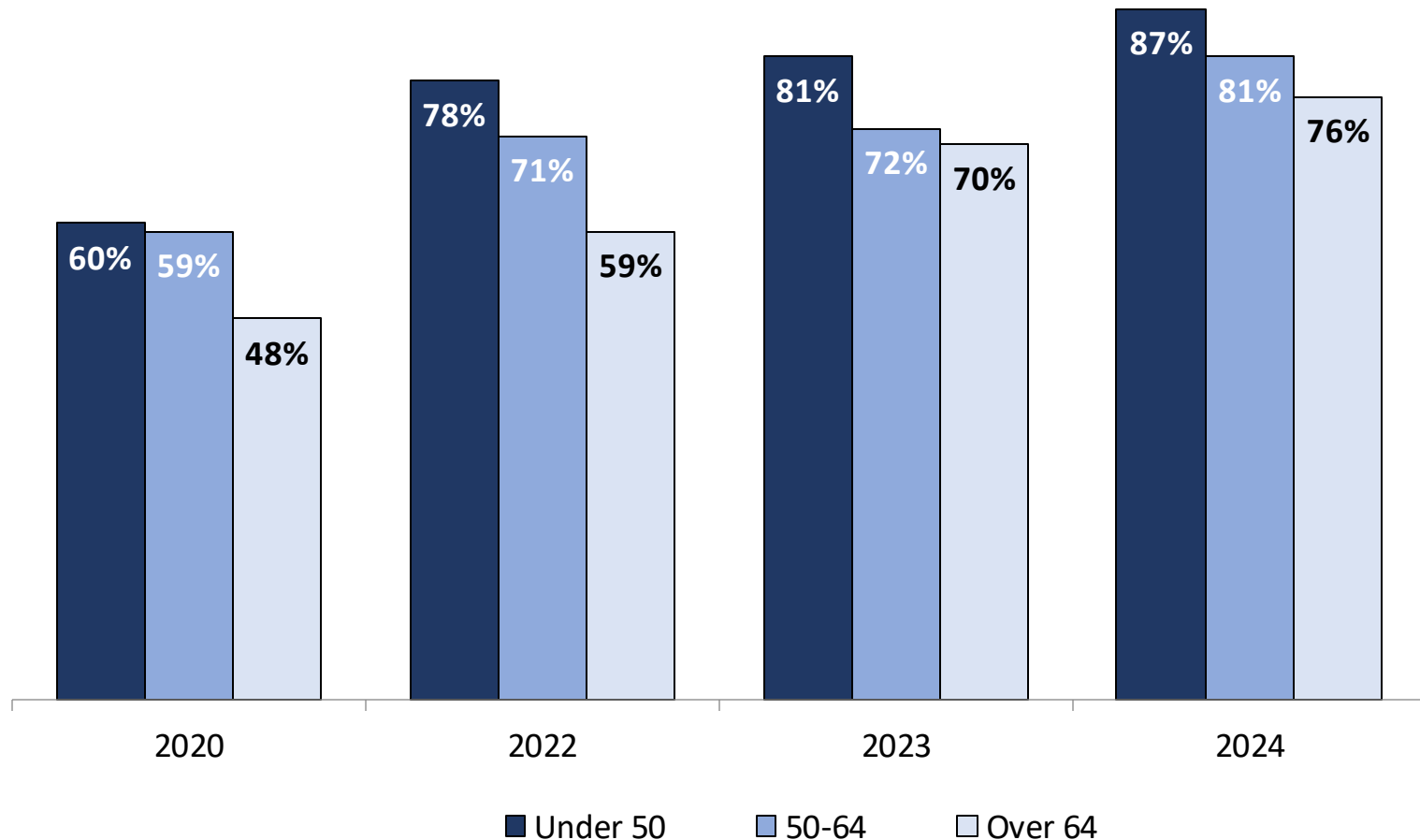
**Cost to Buy a House Time Series**



Q.6 (ROTATE WITH Q.7) Generally speaking, would you say that the cost to buy a house in your part of Maryland is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

# Sense that Home Costs are Too High is Up Among all Age Groups; Almost All Under Age 50 Say Costs are Too High

Cost to Buy a House is Too High by Age Groups  
Time Series

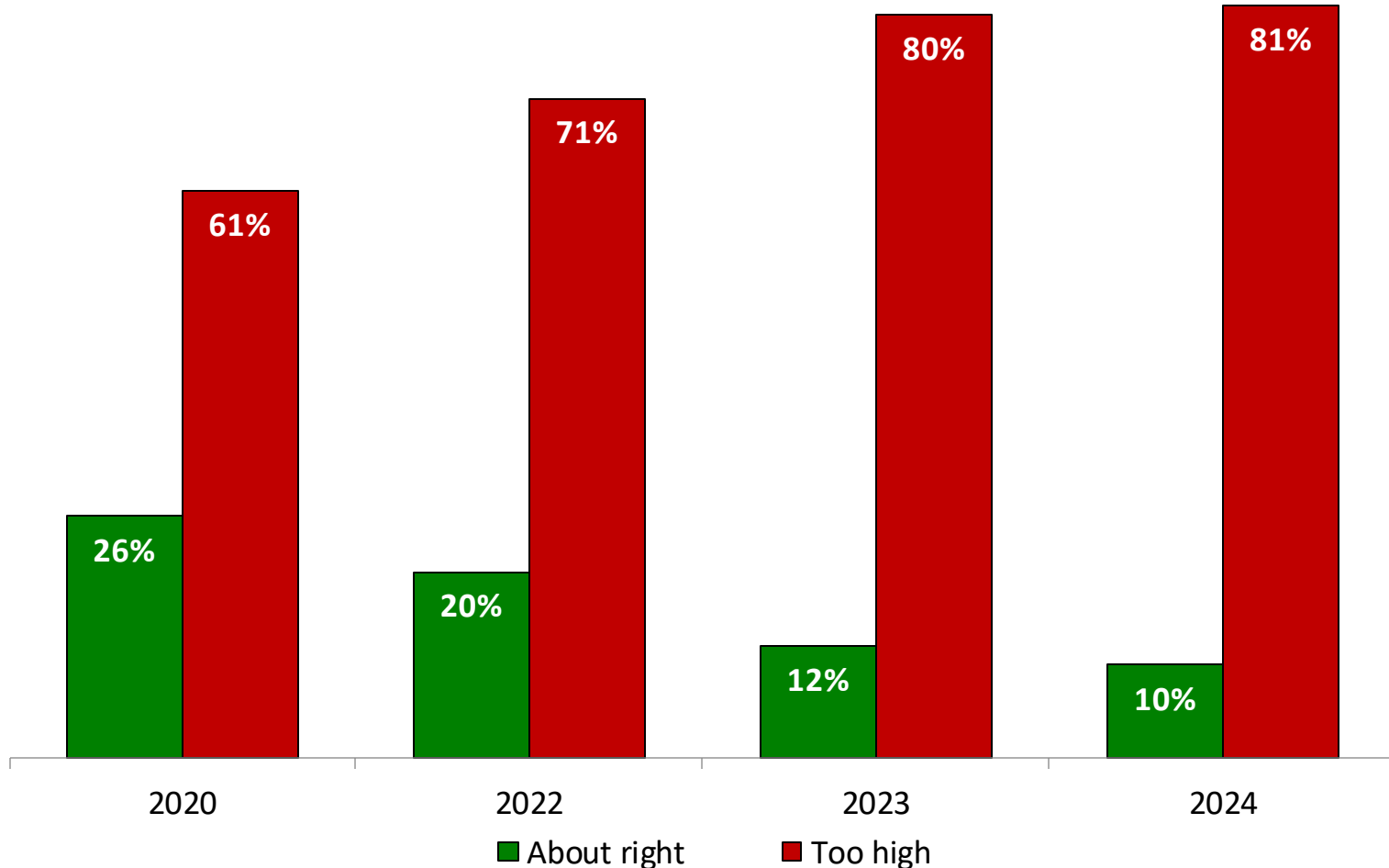


Q.6 (ROTATE WITH Q.7) Generally speaking, would you say that the cost to buy a house in your part of Maryland is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

# Voters Overwhelmingly Say that Cost to Rent an Apartment is Too High

*Continued increase from 2020; up 20-points*

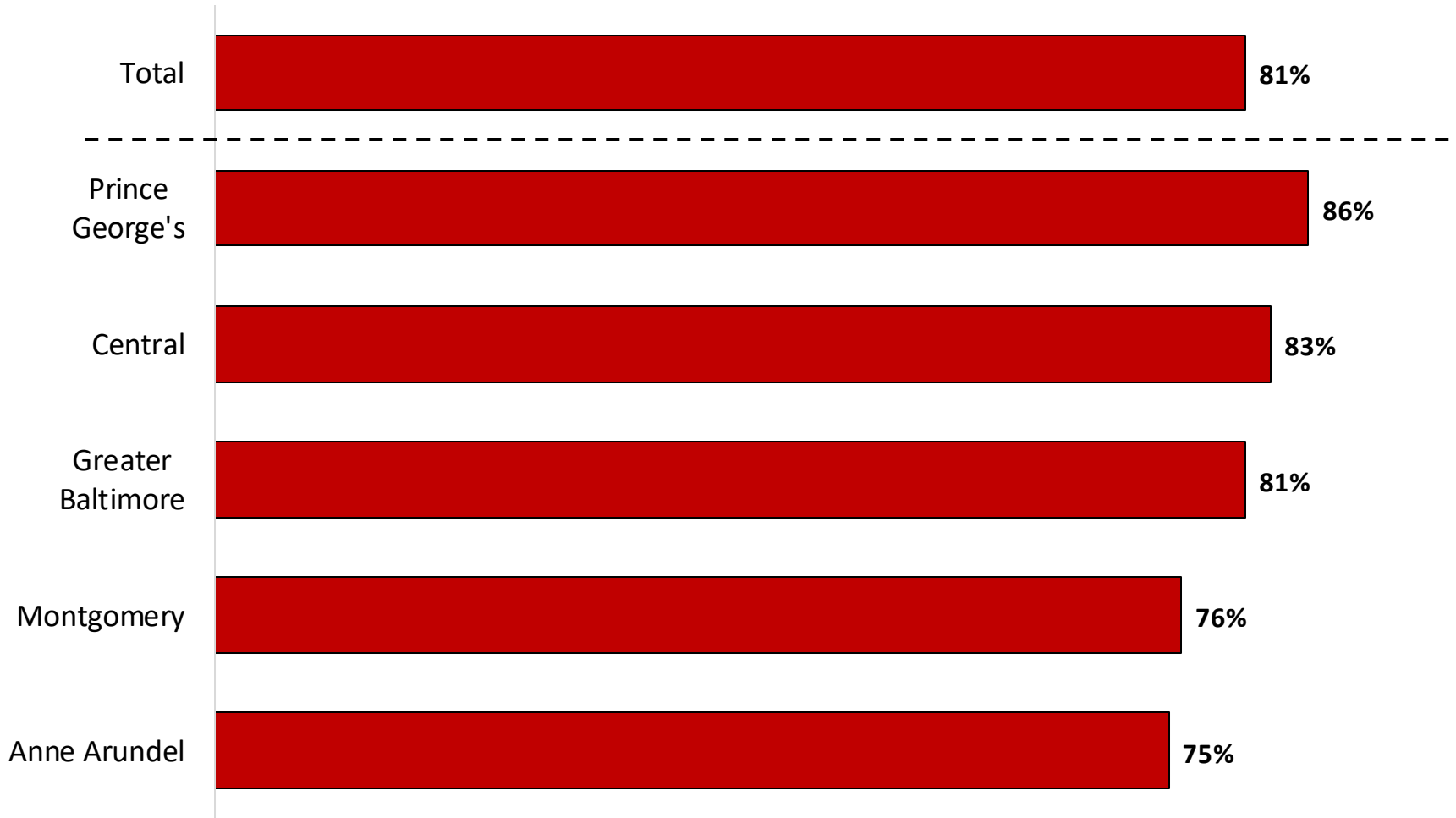
Cost to Rent Time Series



Q.7 (ROTATE WITH Q.6) Generally speaking, would you say that the cost to rent an apartment in your part of Maryland is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

# Across the State Voters Agree Rent is Too High

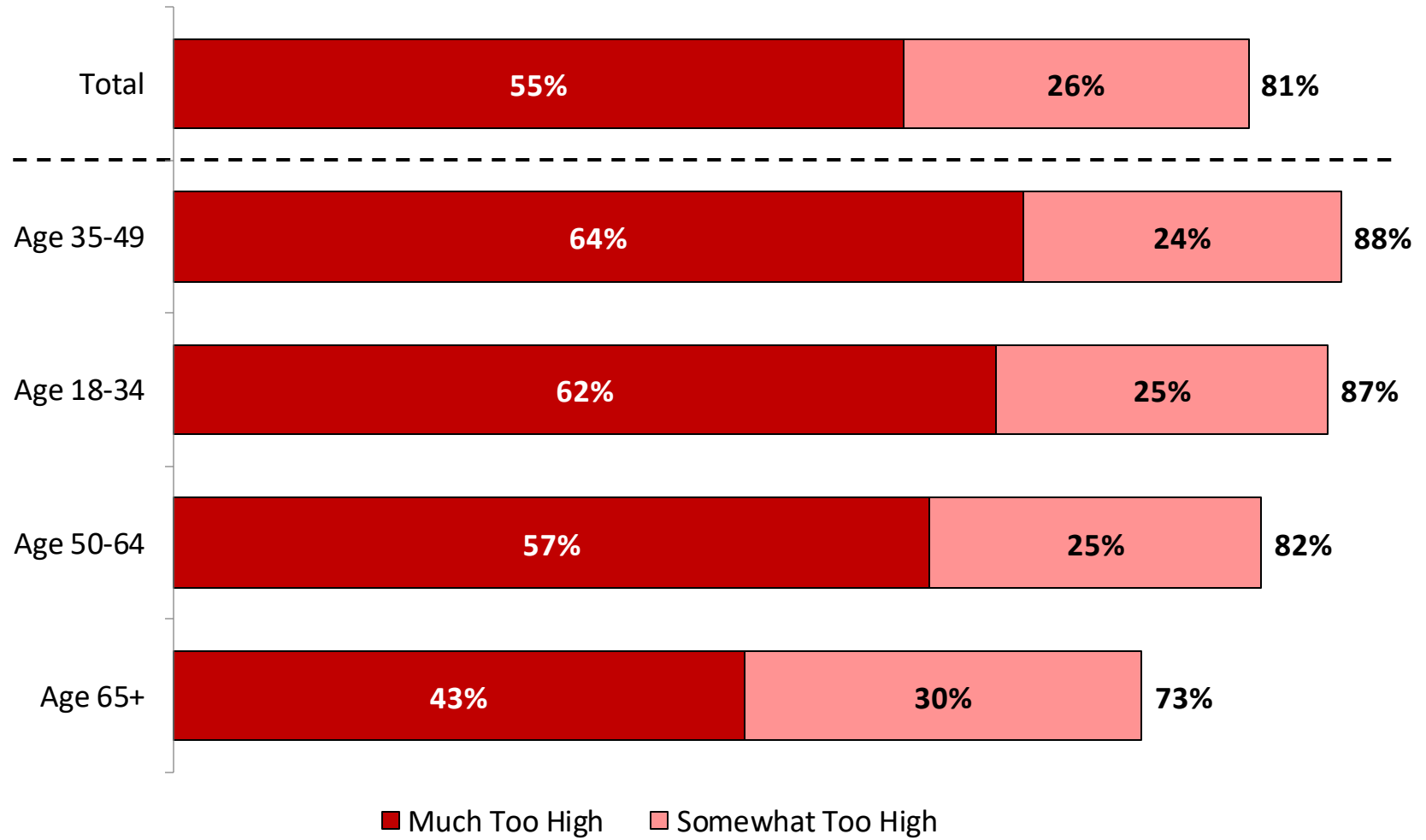
Cost to Rent an Apartment: Too High by region





# Concern Over Rental Costs Crosses All Age Groups

## Cost to Rent an Apartment: Too High by Age

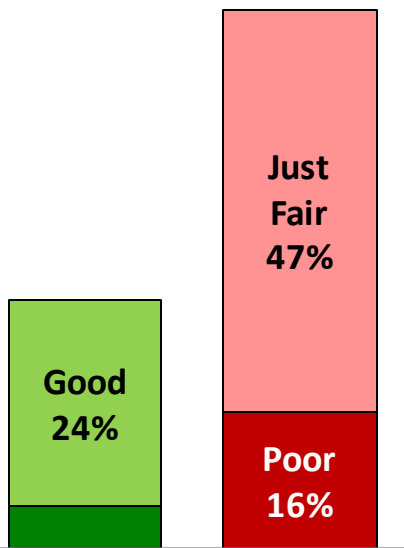


Q.7 (ROTATE WITH Q.6) Generally speaking, would you say that the cost to rent an apartment in your part of Maryland is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

# State Government Seen as Doing Only a Fair or Poor Job on Housing Affordability and Supply

## State Legislature Job Performance Over Time

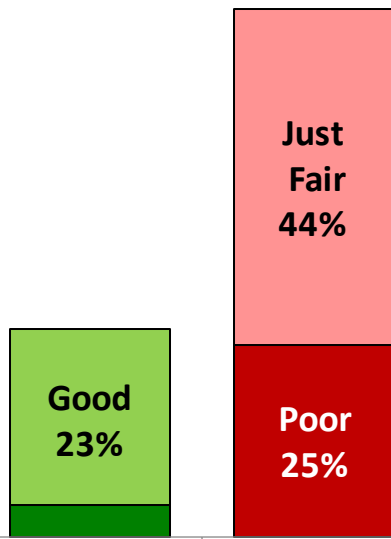
2020



Excellent/Good: 29%

Just Fair/Poor: 63%

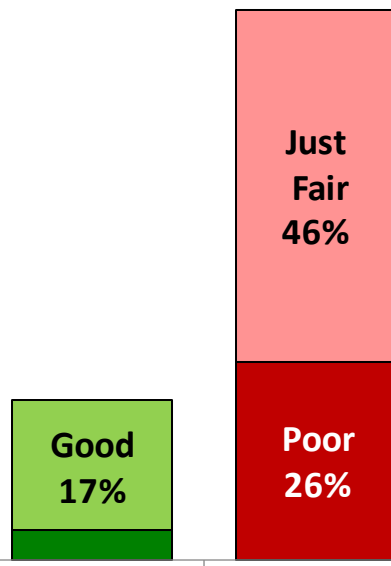
2022



Excellent/Good: 27%

Just Fair/Poor: 69%

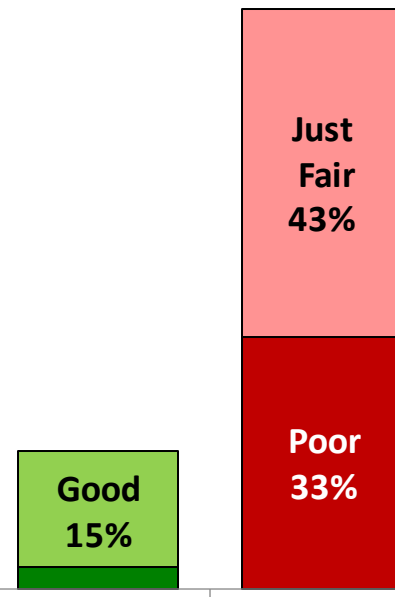
2023



Excellent/Good: 21%

Just Fair/Poor: 72%

2024



Excellent/Good: 18%

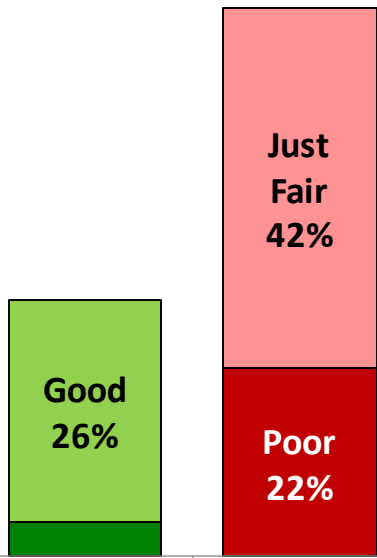
Just Fair/Poor: 77%

Q.8 How would you rate the job being done by the governor and Maryland state legislature on the issue of housing affordability and supply? Would you say they are doing an/a (ROTATE FIRST TO LAST AND LAST TO FIRST) excellent, good, just fair, or poor job?

# Voters Also Critical of County and City Government on Addressing Housing Affordability and Supply

## Local County Job Performance Over Time

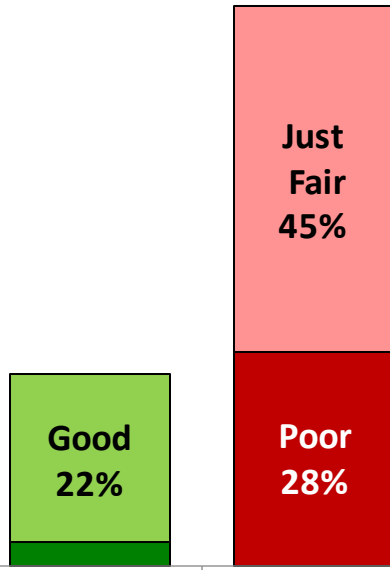
2020



Excellent/Good: 29%

Just Fair/Poor: 64%

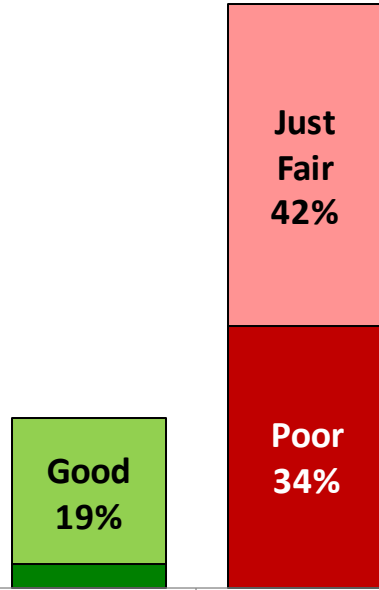
2022



Excellent/Good: 25%

Just Fair/Poor: 73%

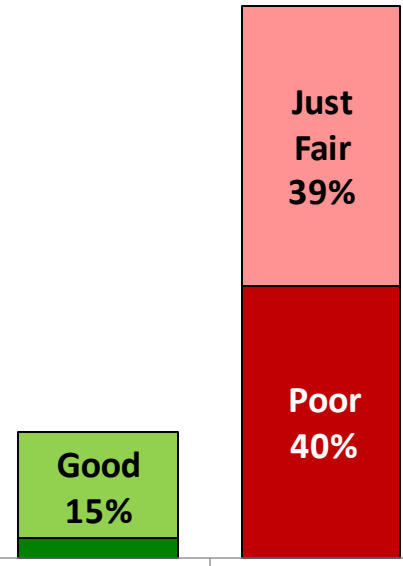
2023



Excellent/Good: 21%

Just Fair/Poor: 76%

2024



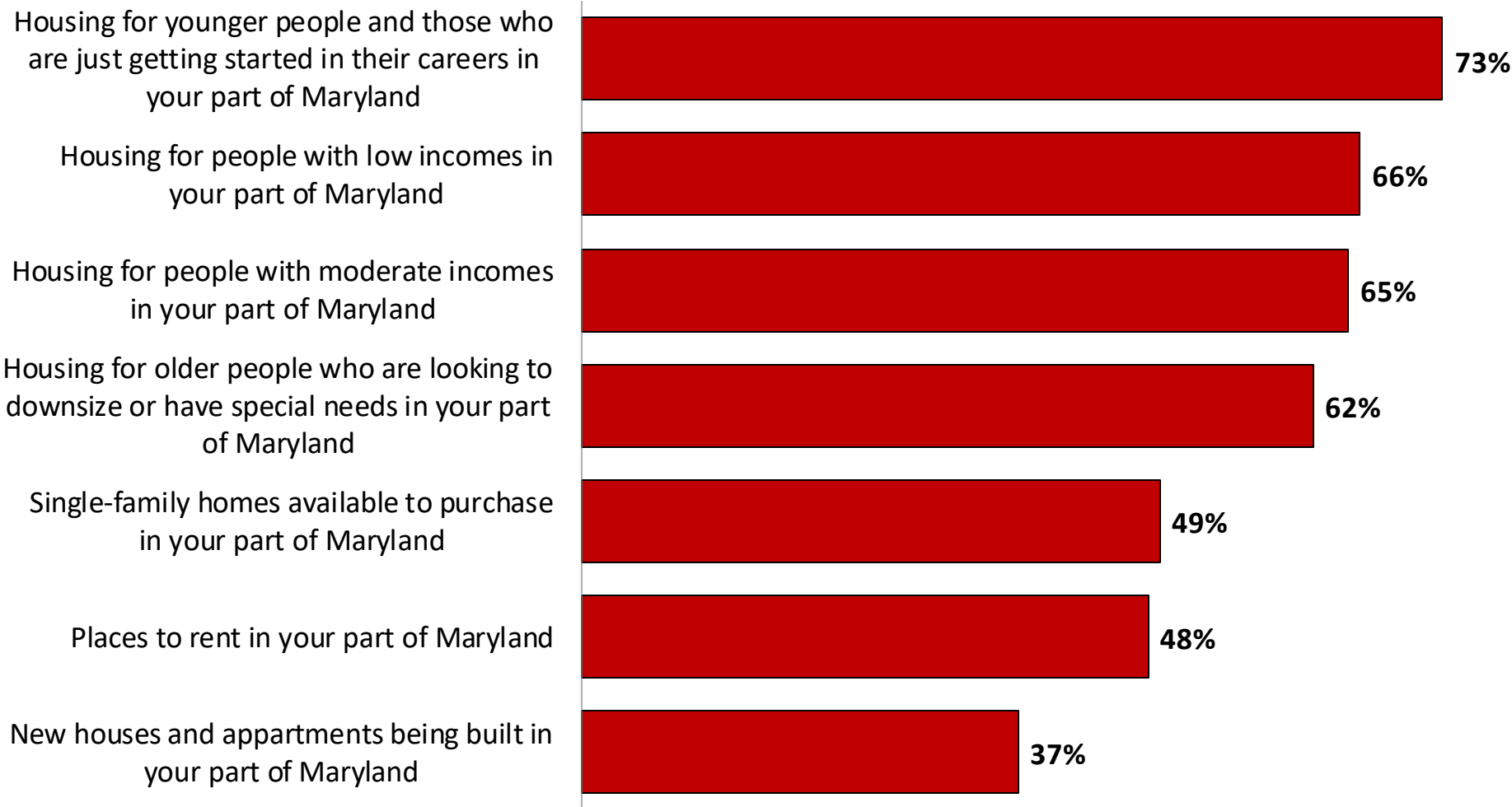
Excellent/Good: 18%

Just Fair/Poor: 79%

Q.9 And how would you rate the job being done by your LOCAL county and city governments on the issue of housing affordability and supply? Would you say they are doing an/a (ROTATE FIRST TO LAST AND LAST TO FIRST) excellent, good, just fair, or poor job?

# Voters See Too Little Housing for Young People, Those with Low and Moderate Income and Seniors

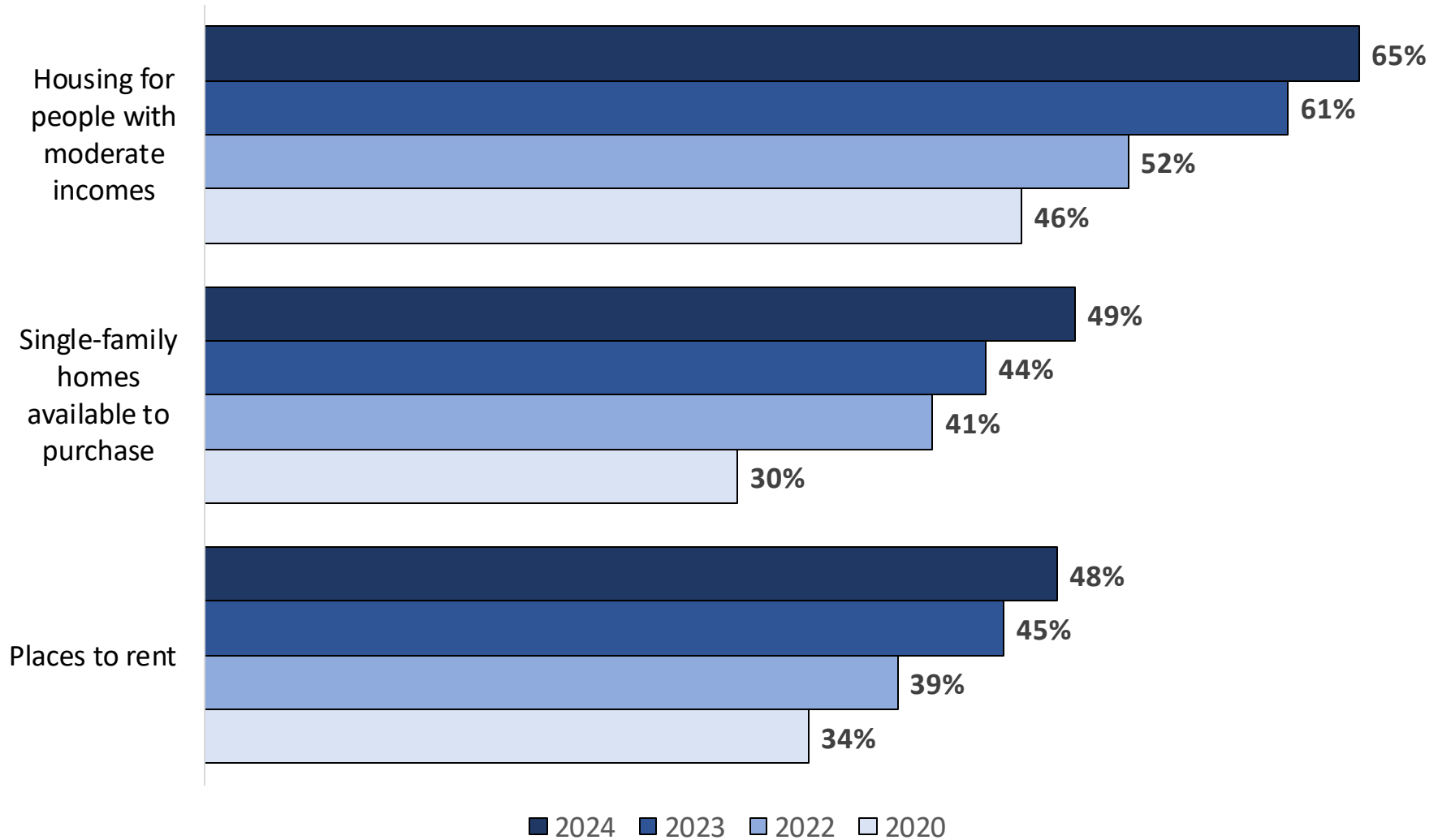
Percent Too Little Available



Q.10 Still thinking about housing, please tell me if you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in your part of Maryland.

# Steady Increase in Perceived Lack of Housing for Those With Moderate Incomes, and Homes to Buy or Rent

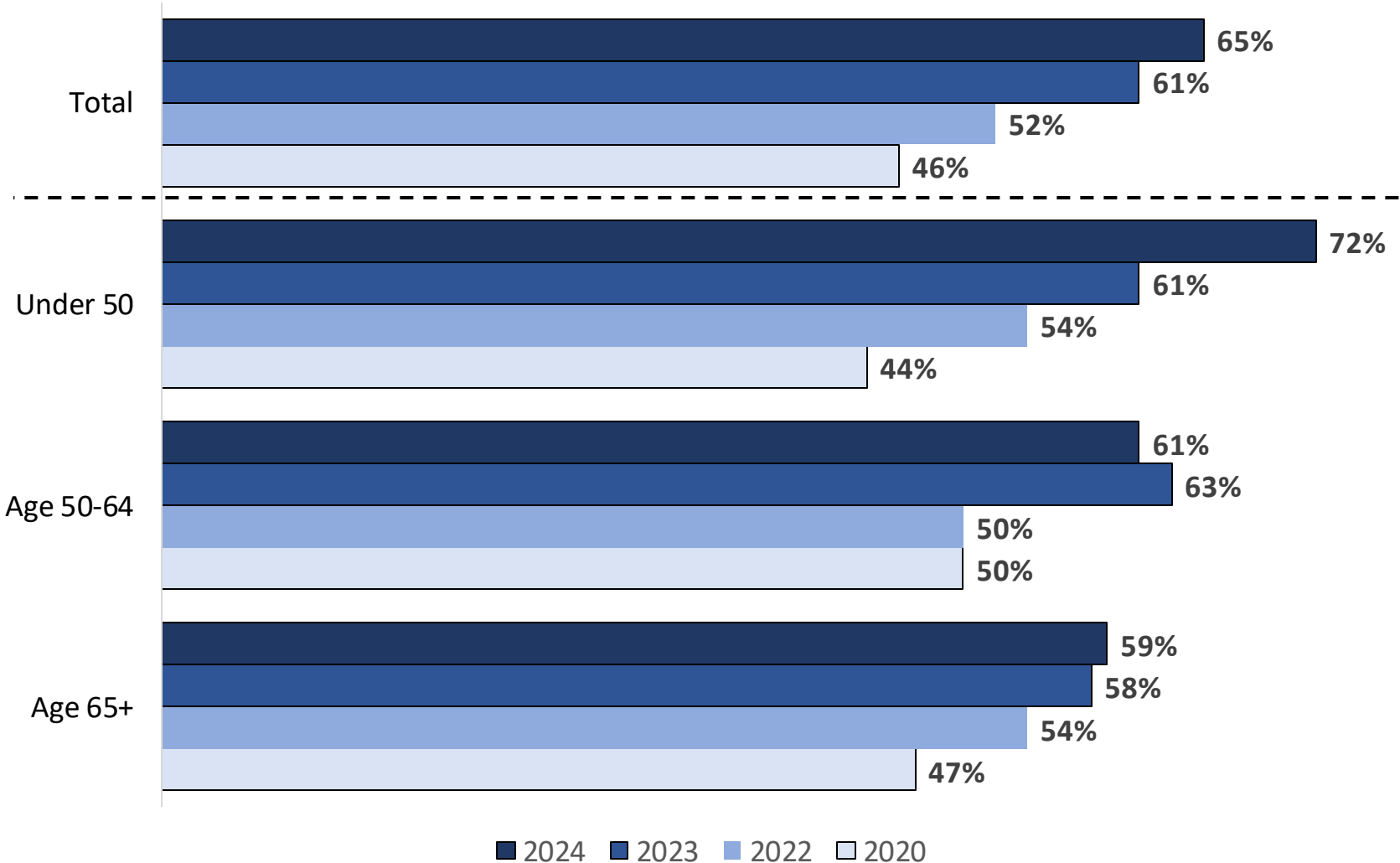
Percent Too Little Housing Available: Time Series



Q.10 Still thinking about housing, please tell me if you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in your part of Maryland.

# Voters Under 50 Show Largest Increase in Perceived Lack of Housing for Those With Moderate Incomes

Too Little Housing for People With Moderate Incomes Time Series By Age

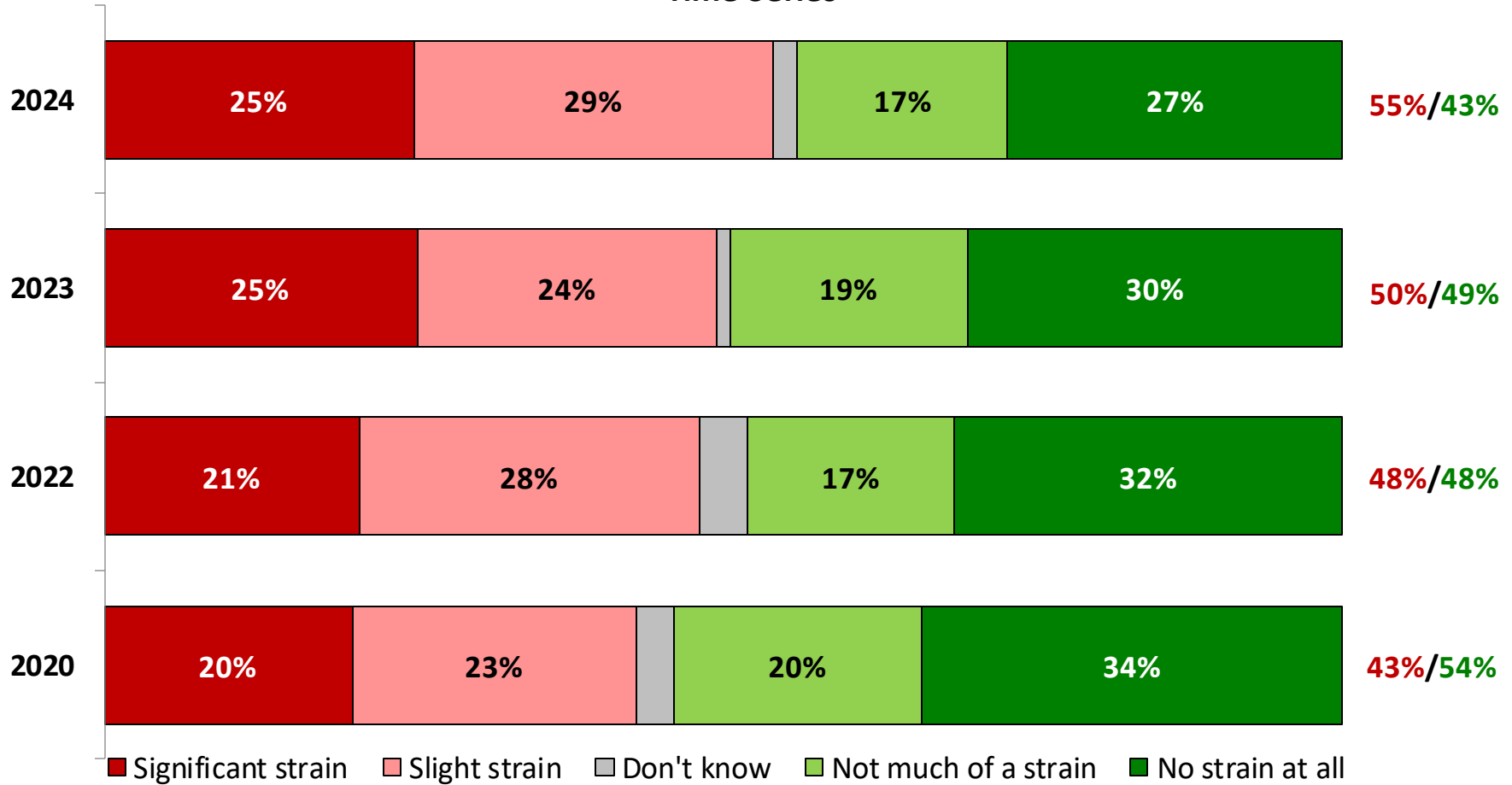


Q.10 Still thinking about housing, please tell me if you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in your part of Maryland.

# *Housing Cost Strain*

# Over Half Feel Financially Strained by Monthly Mortgage or Rent Payment

Financial Strain from Housing Payments  
Time Series

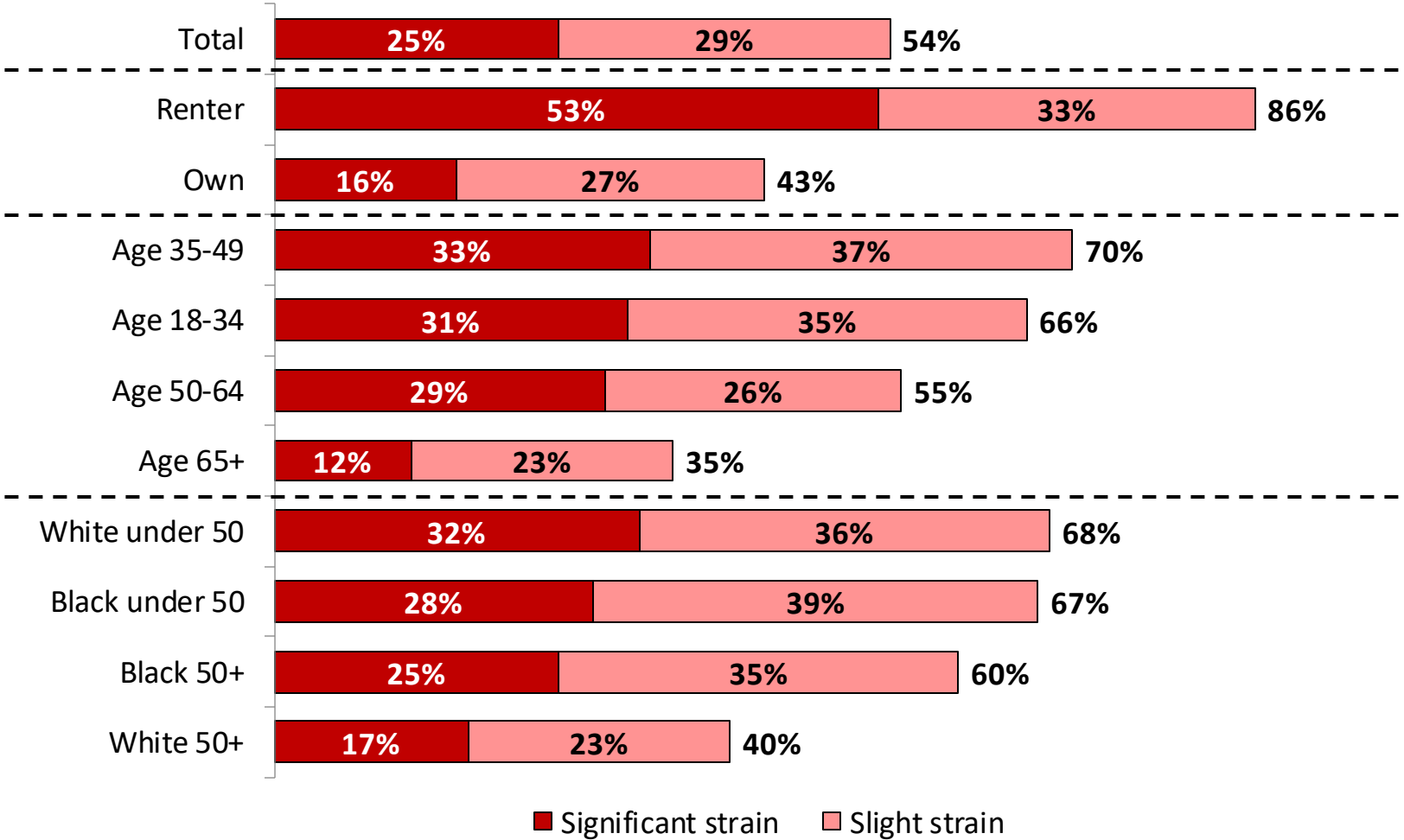


Q.19 How much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?



# Renters Intensely Feeling The Strain From Housing Payments

Financial Strain from Monthly Rent or Mortgage  
by Homeownership, Age and Race/Age



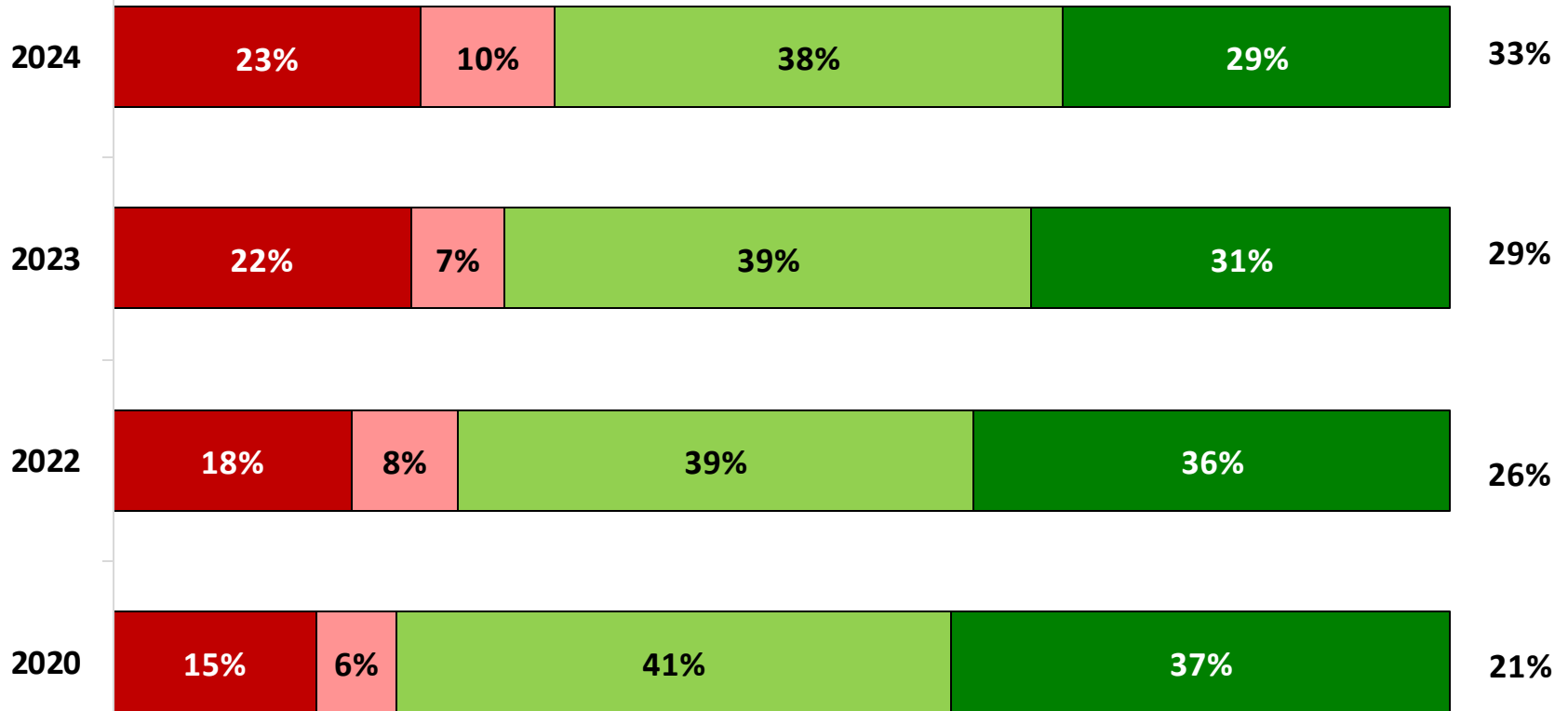
Q.19 How much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?

# Nearly One-Quarter Have Thought About Moving Out of State Because of High Housing Costs

Consider Moving Due to Financial Strain of Rent or Mortgage

Time Series

Total Yes



■ Yes, outside of the state ■ Yes, move elsewhere in Maryland ■ No ■ No strain or don't know (From Q. 17)

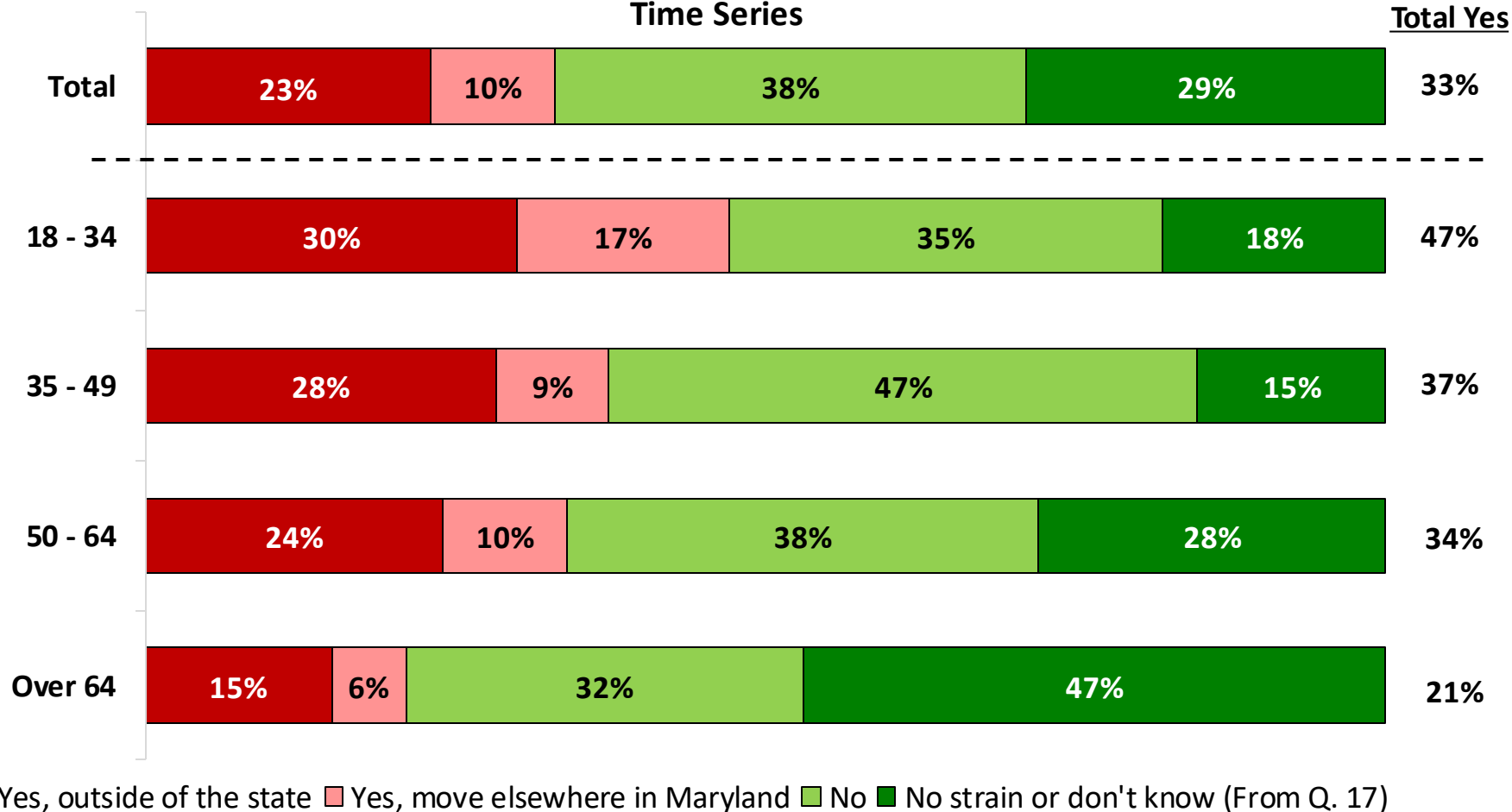
Q.19 How much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?

Q.20 (IF SIGNIFICANT, SLIGHT, OR NOT MUCH IN Q.17) Does the cost of housing make you think about moving from your current home or not?

# Younger Voters More Likely to Consider Moving Due to Rising Housing Costs

## Consider Moving Due to Financial Strain of Rent or Mortgage

### Time Series



Q.19 How much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?

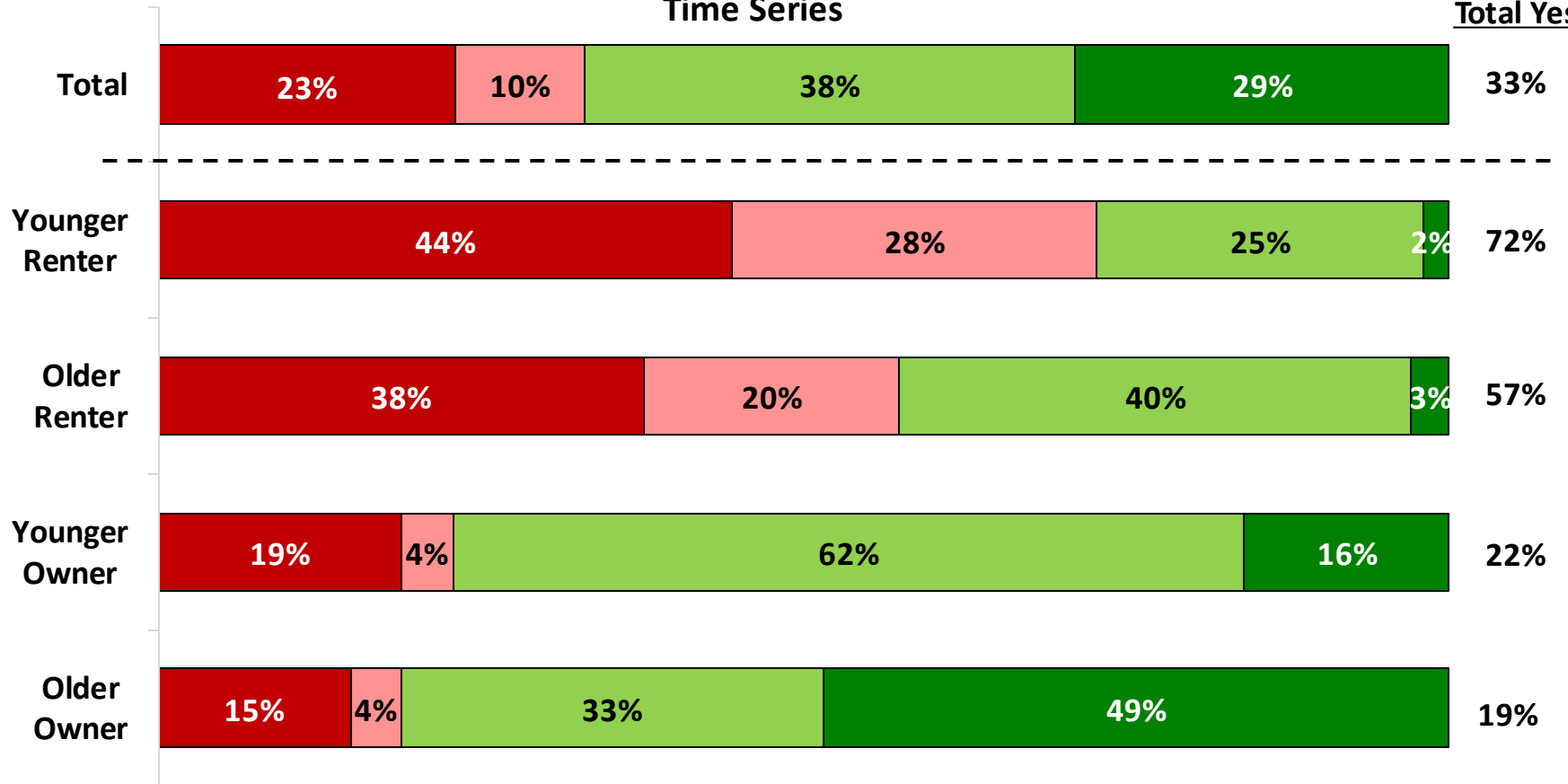
Q.20 (IF SIGNIFICANT, SLIGHT, OR NOT MUCH IN Q.17) Does the cost of housing make you think about moving from your current home or not?

# A Large Majority of Renters Are Thinking of Moving Due to Rising Housing Costs

Consider Moving Due to Financial Strain of Rent or Mortgage

Time Series

Total Yes



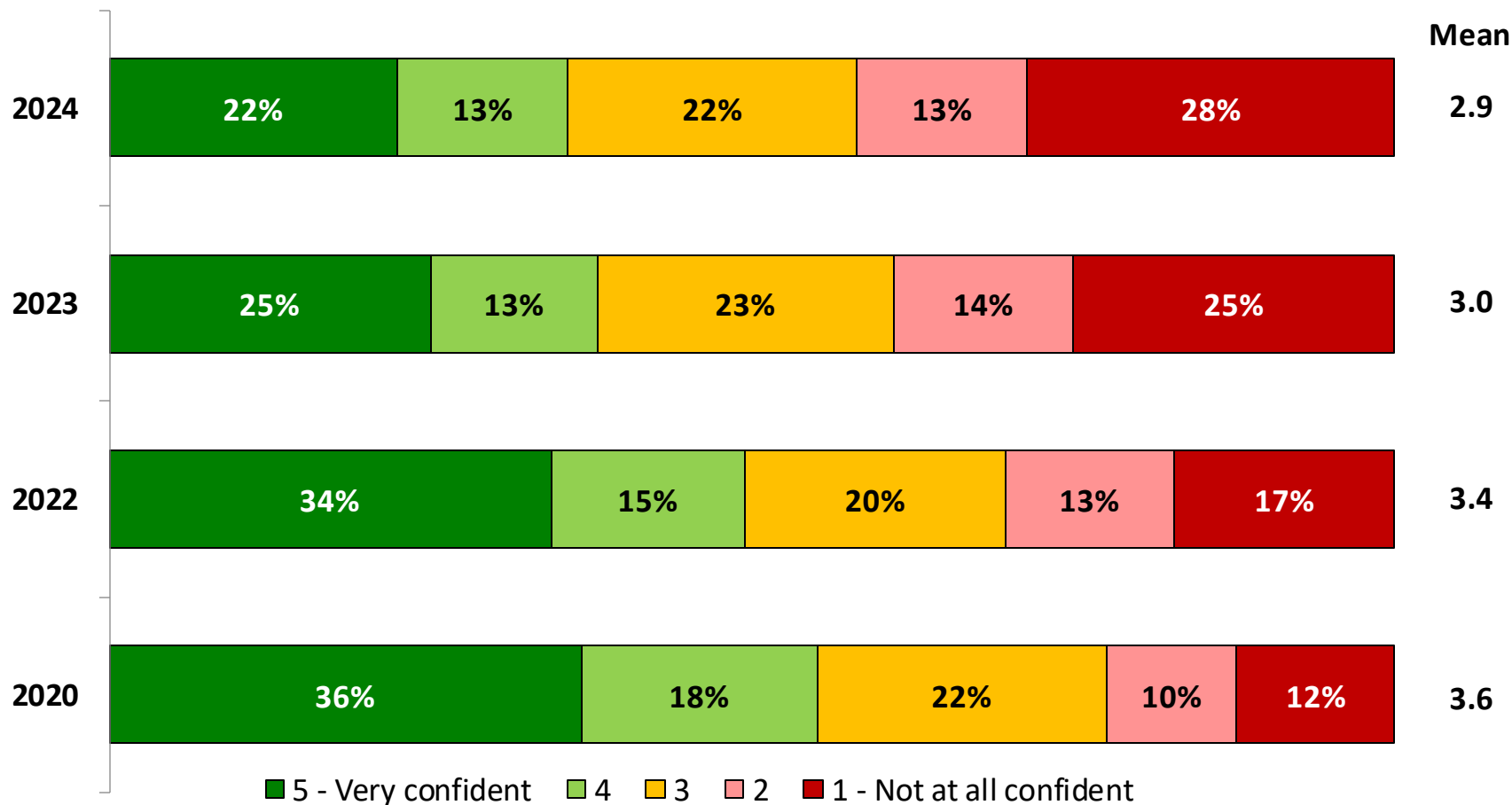
■ Yes, outside of the state ■ Yes, move elsewhere in Maryland ■ No ■ No strain or don't know (From Q. 17)

Q.19 How much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?

Q.20 (IF SIGNIFICANT, SLIGHT, OR NOT MUCH IN Q.17) Does the cost of housing make you think about moving from your current home or not?

# Residents are Less Confident They Could Afford Another Home or Apartment in Maryland that Meets Their Needs

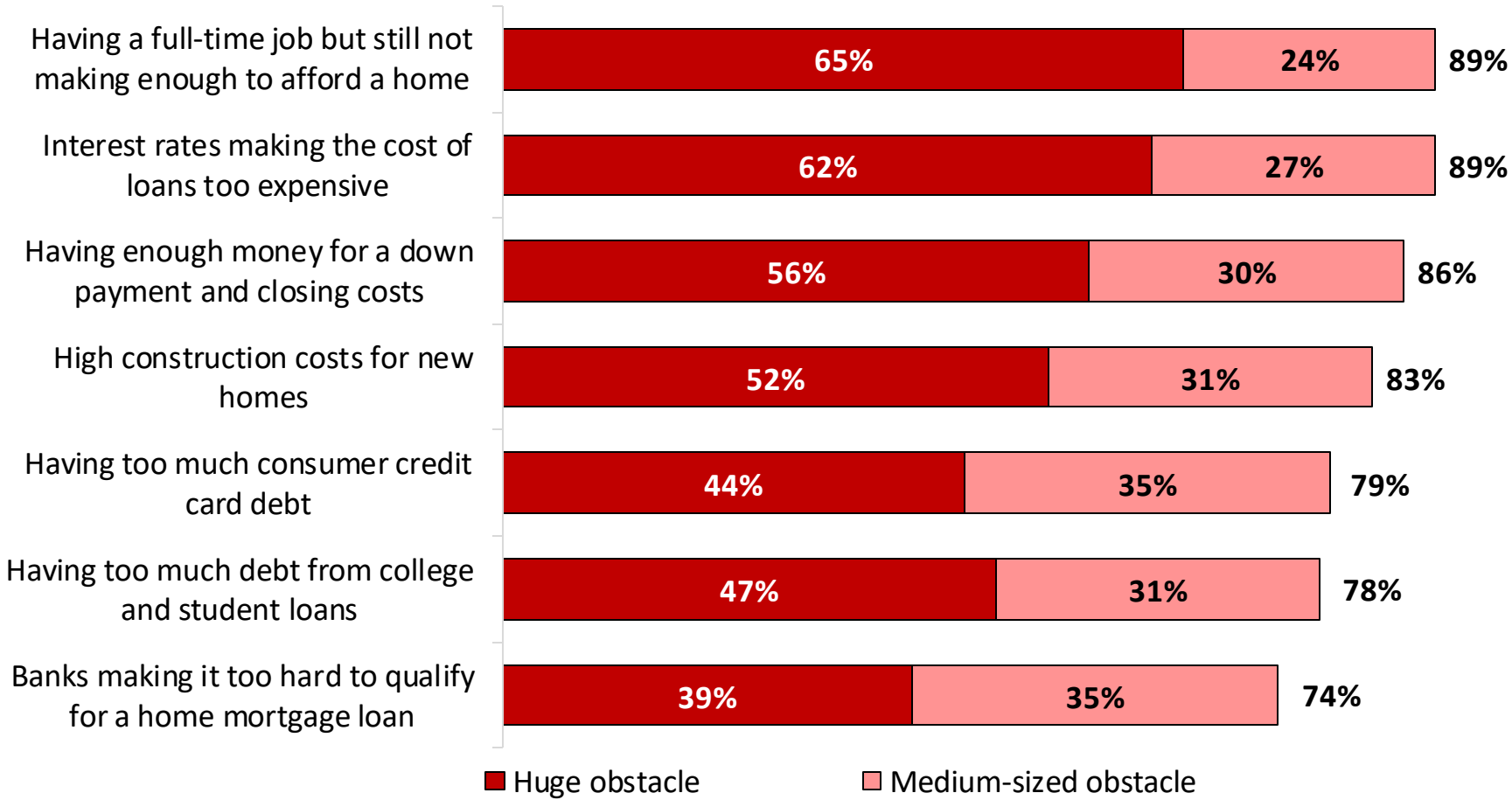
Confidence in Ability to Afford Another Home in Maryland Over Time



Q.22 On a scale of 1 to 5, where 1 means not at all confident and 5 means very confident, how confident are you that if you had to move from your current residence you would be able to afford to own or rent a home that meets your needs in Maryland? You can use any number from 1 to 5, the higher the number, the more confident you are.

# Low Wages, Interest Rates, Down Payment, and Construction Costs Top Obstacles to Buying a Home

Biggest Obstacles to Buying a Home

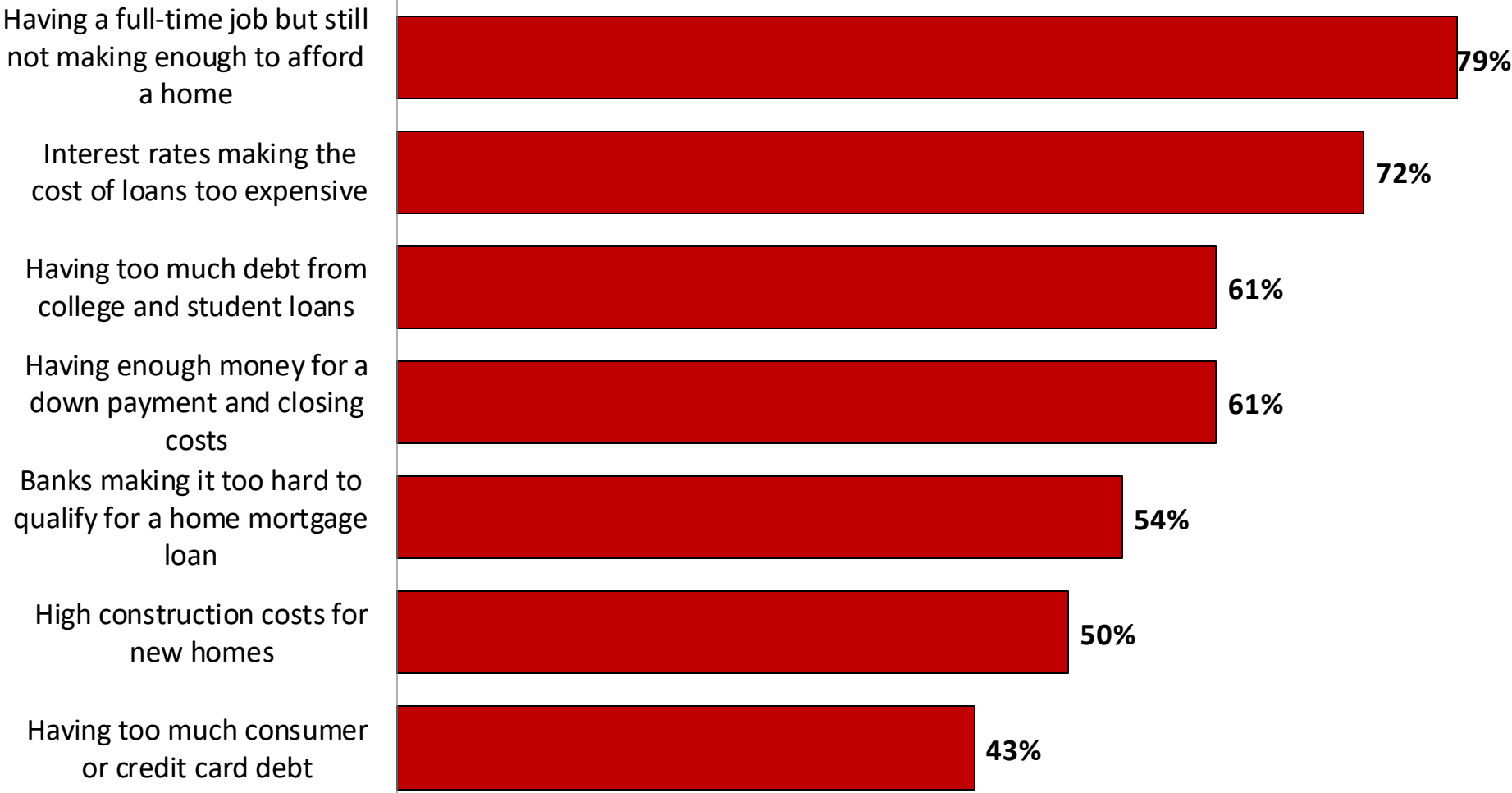


Q.12 Next, I am going to read several things some people have said make buying a home too difficult or expensive. After I read each one, please tell me whether you think that is a huge obstacle, a medium-size obstacle, a small obstacle, or not an obstacle at all that makes buying a home too difficult or expensive for people in your area...[item text above]

# For Non-Homeowners, Wages, Interest Rates, Student Debt and Down Payment are Top Obstacles to Buying a Home

## Huge Obstacles to Buying a Home

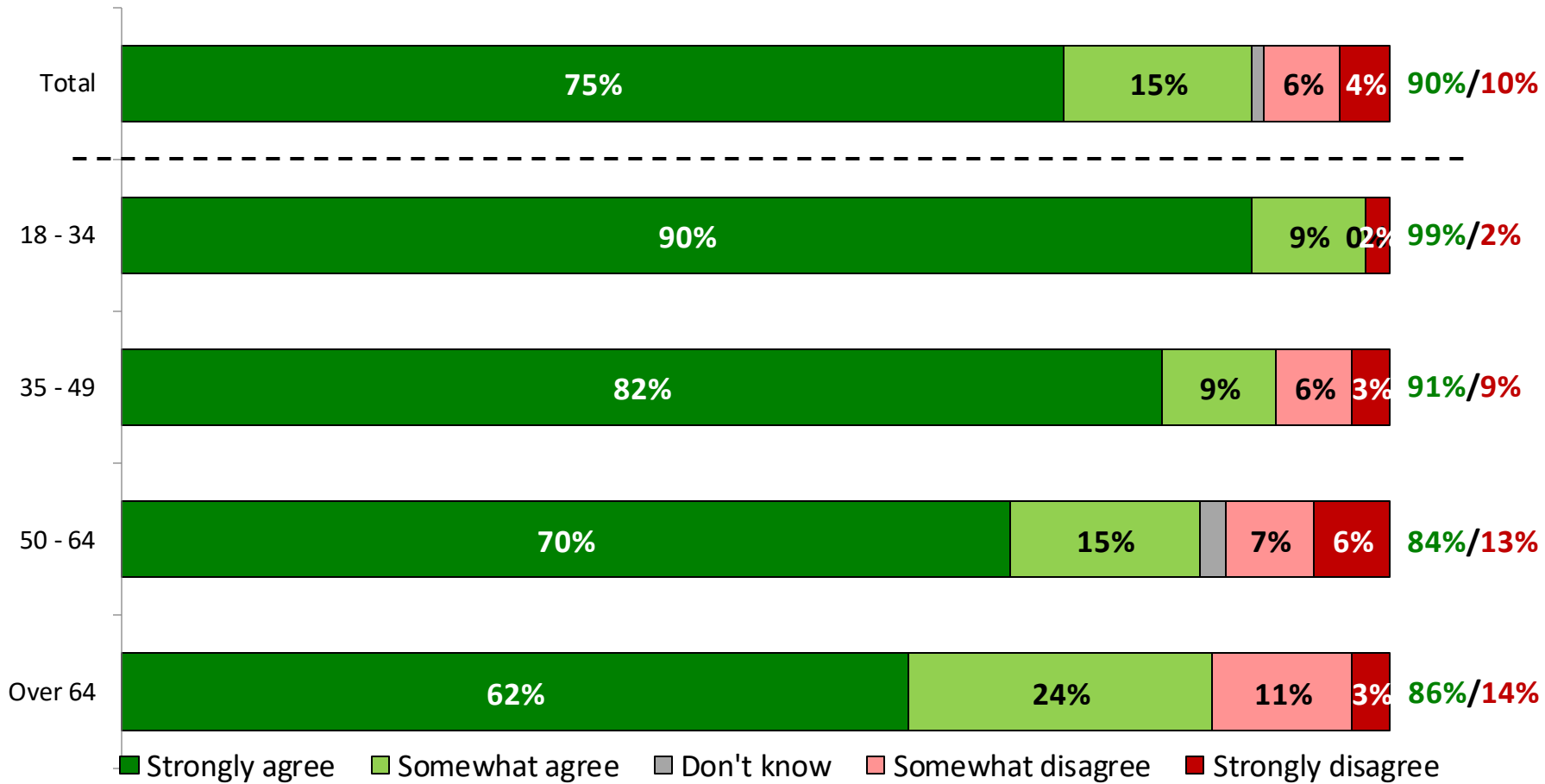
by Non-Homeowners (Includes Renters and those Living with Family or Friends)



Q.12 Next, I am going to read several things some people have said make buying a home too difficult or expensive. After I read each one, please tell me whether you think that is (ROTATE FIRST TO LAST AND LAST TO FIRST) a huge obstacle, a medium-size obstacle, a small obstacle, or not an obstacle at all that makes buying a home too difficult or expensive for people in your area.

# Across Age Groups Voters Agree That it is Harder For Young Adults To Buy a Home Today

It is Harder For Young Adults to Buy a Home Today by Party

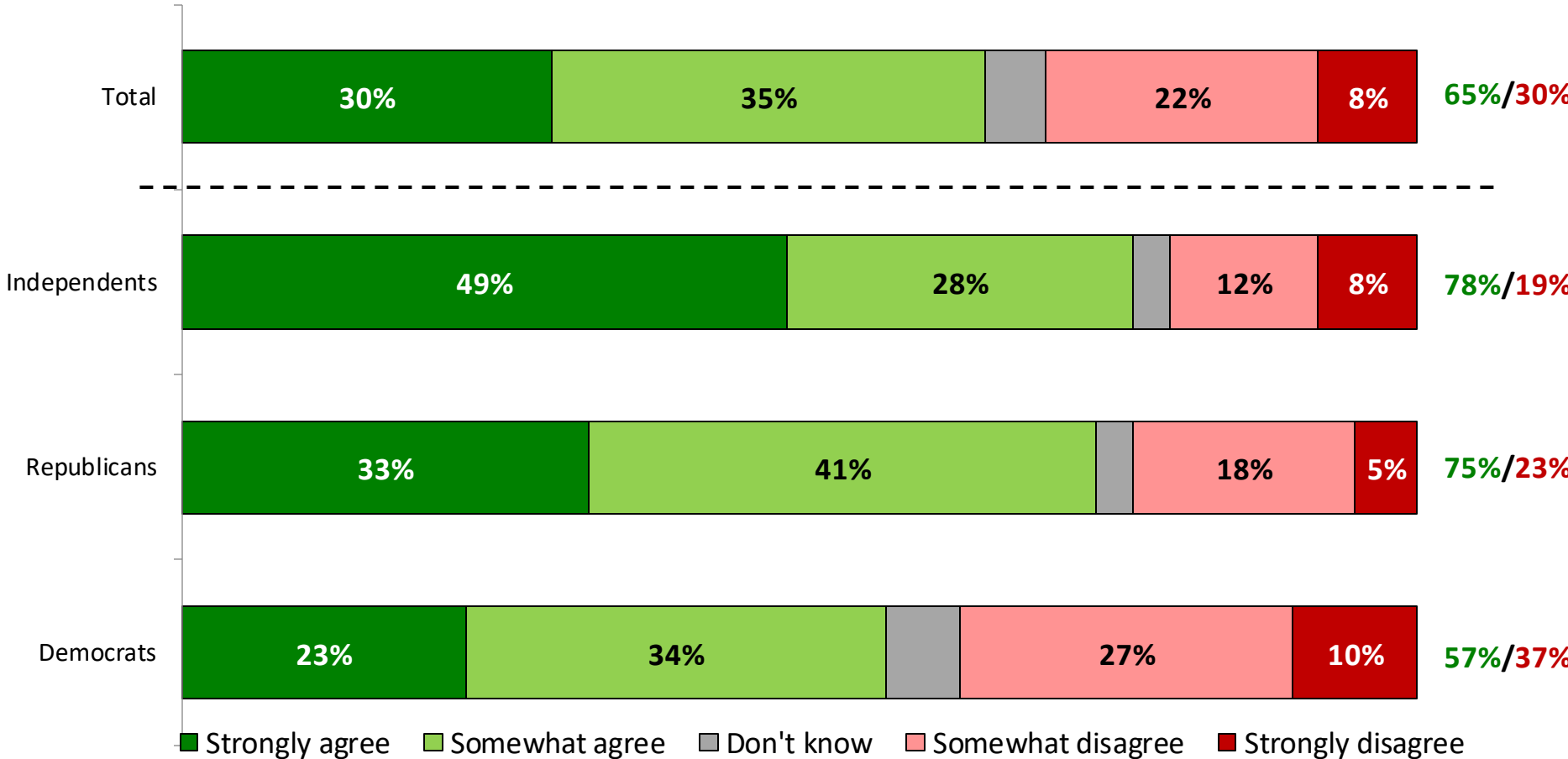


Q.13 Now I am going to read you a series of statements related to housing, growth, and development in Maryland. Please tell me whether you agree or disagree with each statement.... *It is harder for young adults to afford to buy a home today than it was for their parents' generations.*



# Majorities Across Party Lines Agree That Excessive Regulations Are Making it Harder to Build Affordable Homes

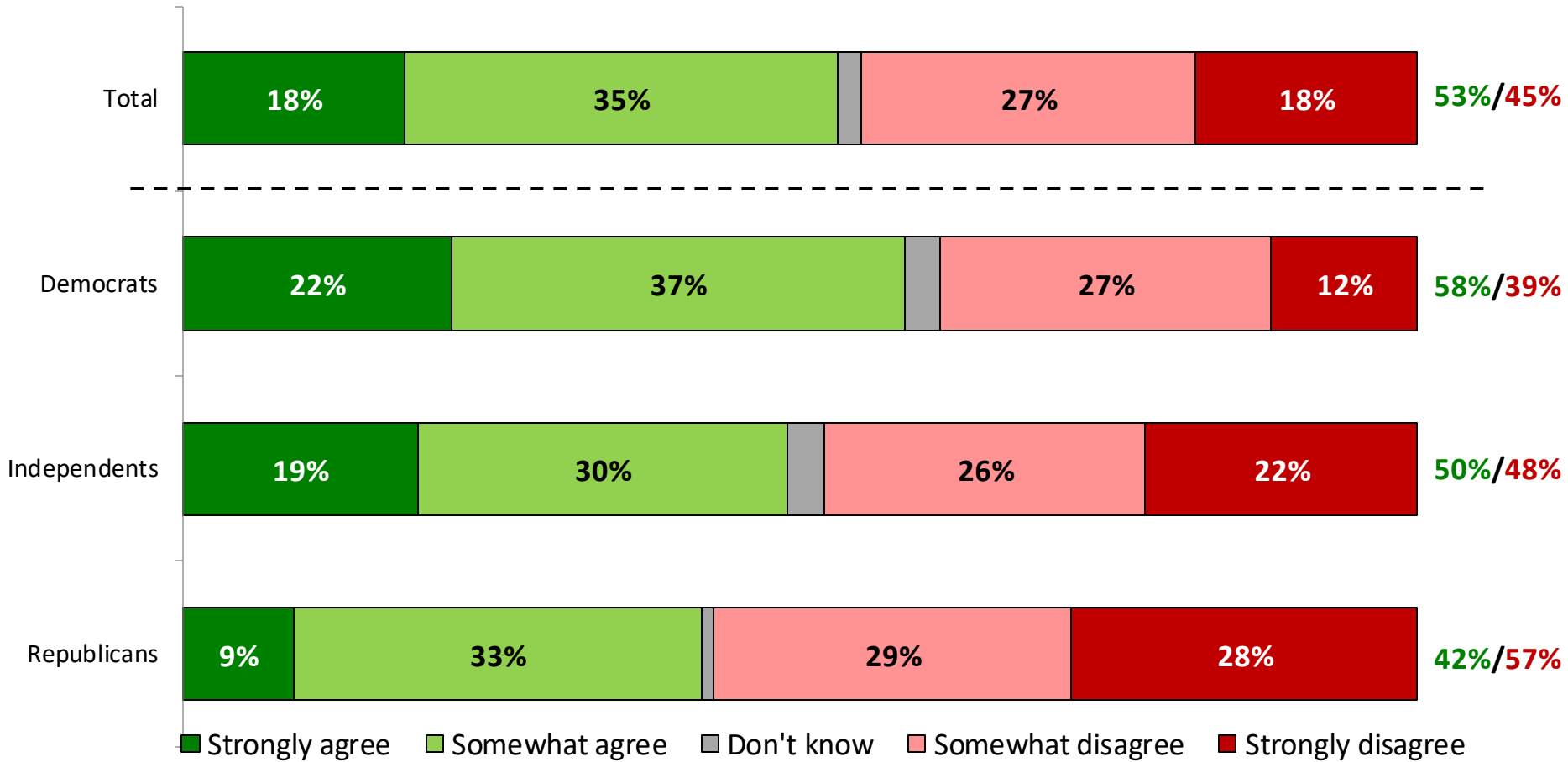
Too Many Rules and Regulations by Party



Q.13 Now I am going to read you a series of statements related to housing, growth, and development in Maryland. Please tell me whether you agree or disagree with each statement... *There are too many local rules and regulations that make it hard to build homes that Marylanders can afford.*

# Democrats More Likely to Agree that Building More Housing Will Help Bring Down Costs

More Housing Effects on Housing Prices by Party

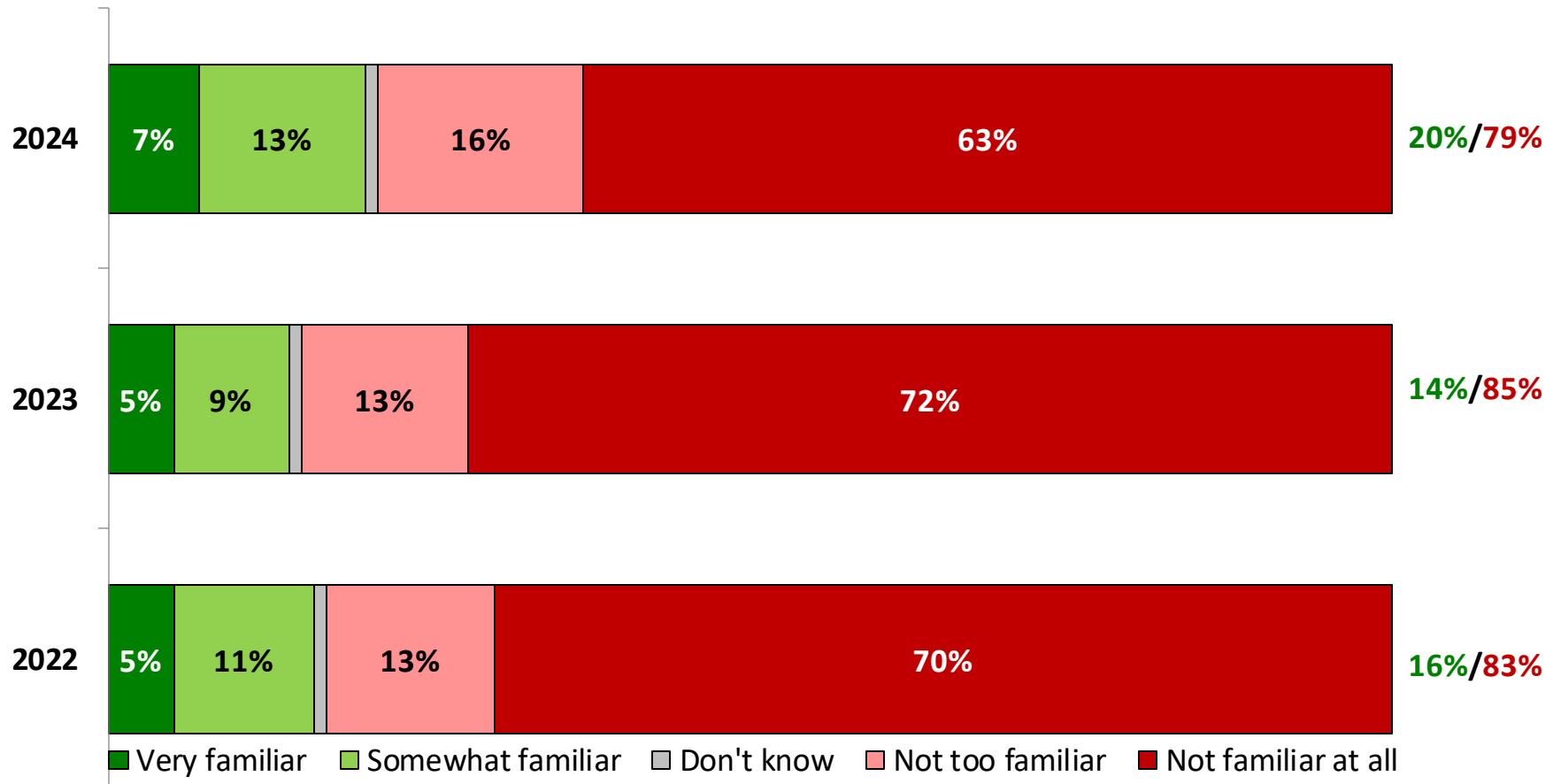


Q.13 Now I am going to read you a series of statements related to housing, growth, and development in Maryland. Please tell me whether you agree or disagree with each statement.... *Building more housing will help bring down the overall cost of housing in Maryland*

# *Accessory Dwelling Units*

# Voters Continue to Lack Familiarity with ADUs, but General Awareness is Up Slightly from 2022

ADU Familiarity  
Time Series



Q.14 Next, I would like to ask you some questions about Accessory Dwelling Units, also known as A-D-U-s. How familiar are you with ADUs? Would you say you are - (ROTATE FIRST TO LAST AND LAST TO FIRST) very familiar, somewhat familiar, not too familiar, or not familiar at all?

# What is an ADU?

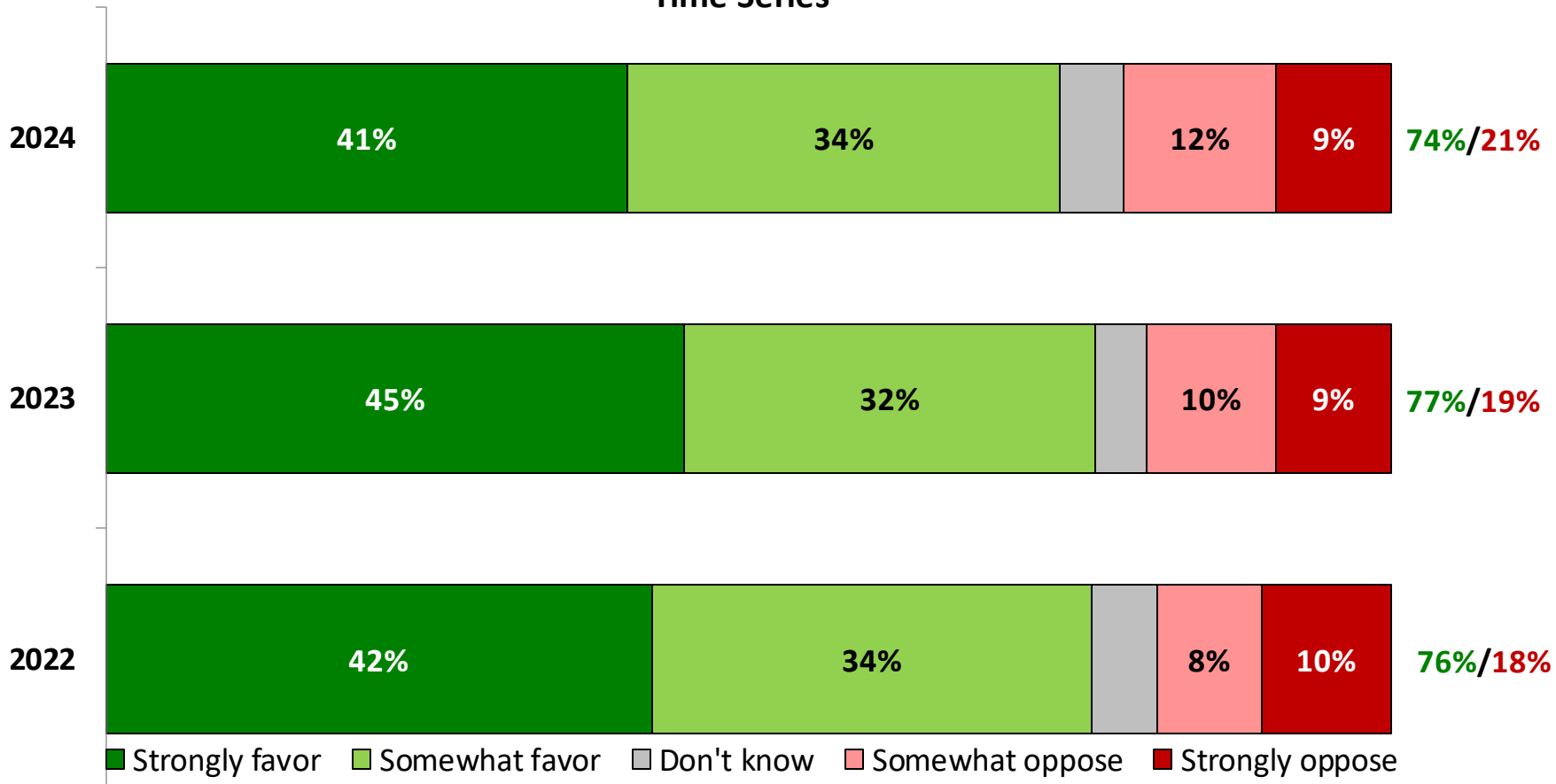
Below is the description respondents read about ADUs:

*“An accessory dwelling unit, or ADU, is a separate residential unit in or on a private home or property, for example, a carriage house, garage apartment, or basement apartment. These units must have their own entrance, plumbing, and kitchen facilities.”*

After hearing this definition, respondents were asked their opinion on ADUs. Results are on the following slides.

# After Hearing a Description, Voters Continue to Support ADU Construction

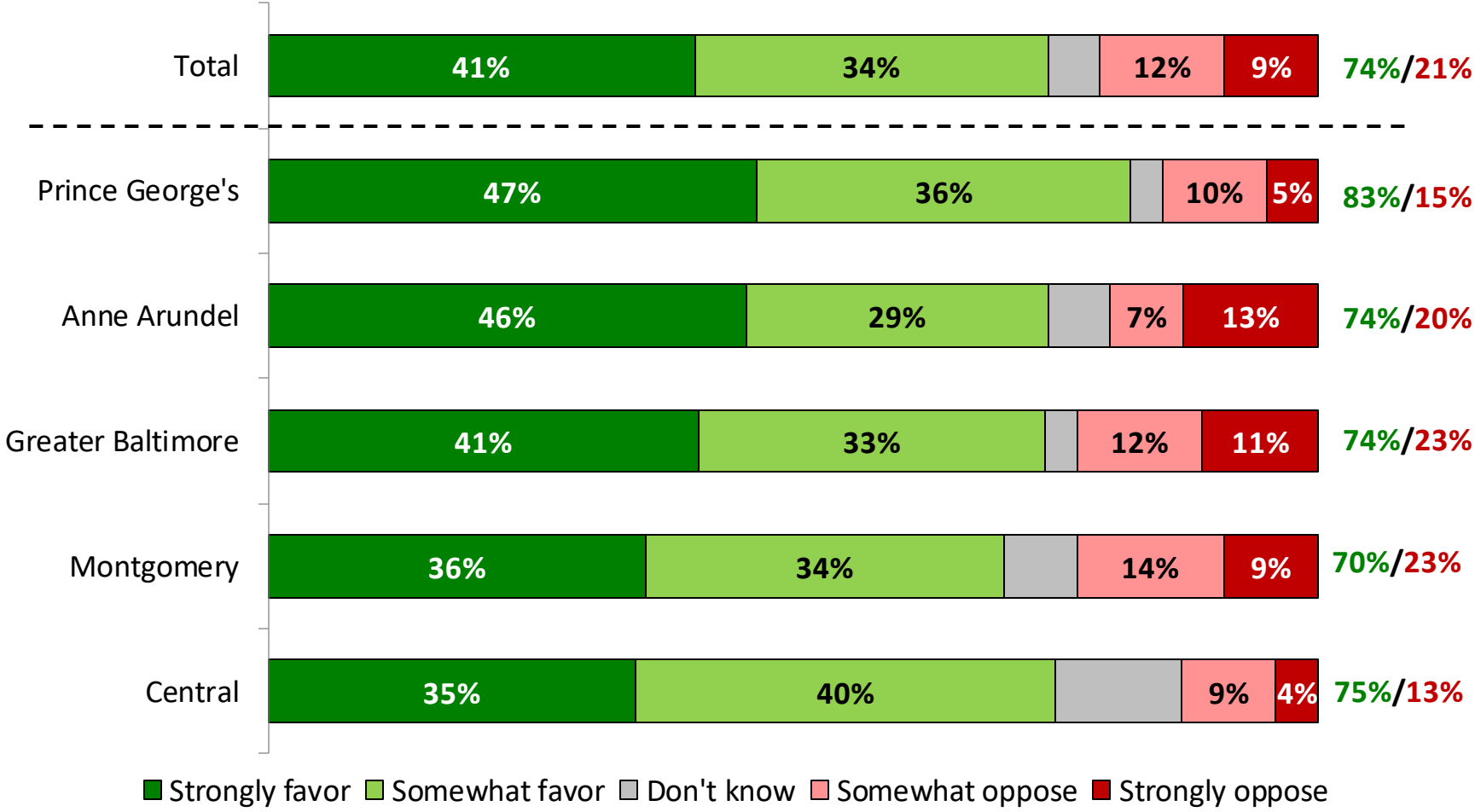
ADU Favorability  
Time Series



Q.15 As you may know, local zoning laws often make it difficult for homeowners to have an ADU on their property. Would you (ROTATE) favor or oppose making it easier for Maryland homeowners to have an accessory dwelling unit or ADU on their property?

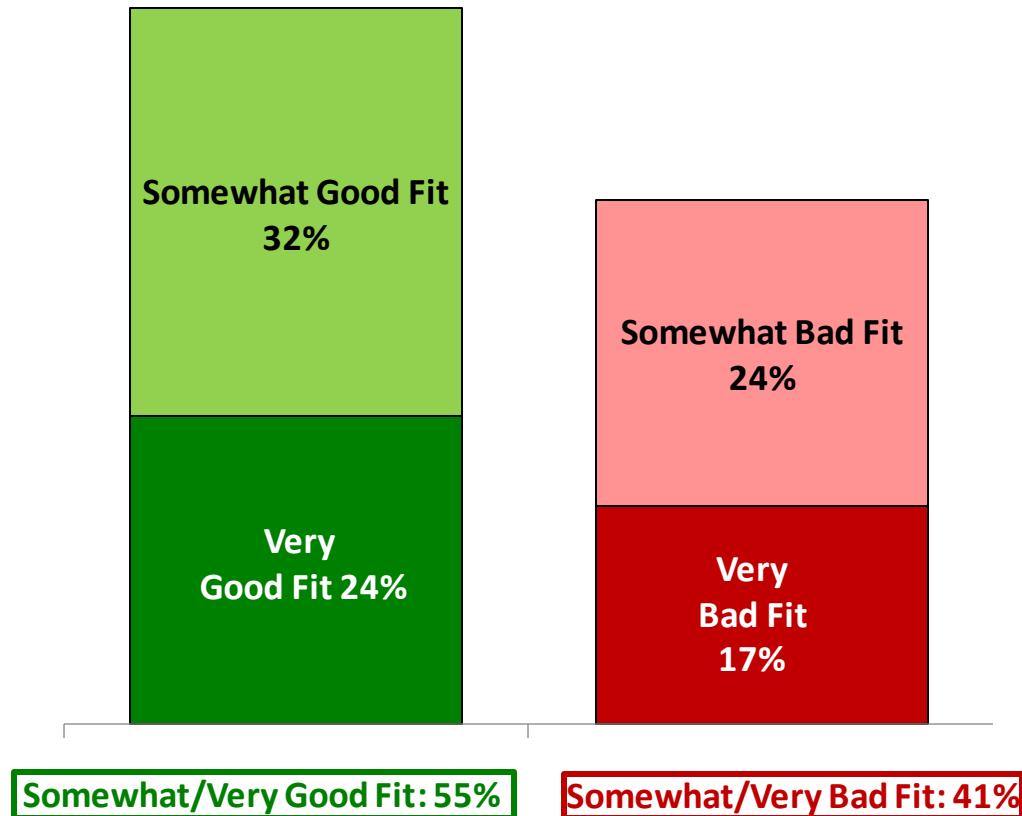
# Across Maryland, Large Majorities Favor Making it Easier for Homeowners to Build ADUs on Their Property

ADU Favorability by Region



Q.15 As you may know, local zoning laws often make it difficult for homeowners to have an ADU on their property. Would you (ROTATE) favor or oppose making it easier for Maryland homeowners to have an accessory dwelling unit or ADU on their property?

# Majority Feel That Denser "Missing Middle" Housing Would Be a Good Fit for Their Part of Maryland



Q.16 Some people say that to bring down housing costs, Maryland needs more neighborhoods where single-family homes can be built closer together and that also include different kinds of housing options, like ADUs, townhomes, duplexes, and triplexes. This is often called "Missing Middle" housing. In general, do you think new neighborhood developments with these Missing Middle housing options would be a good fit or a bad fit for your part of Maryland

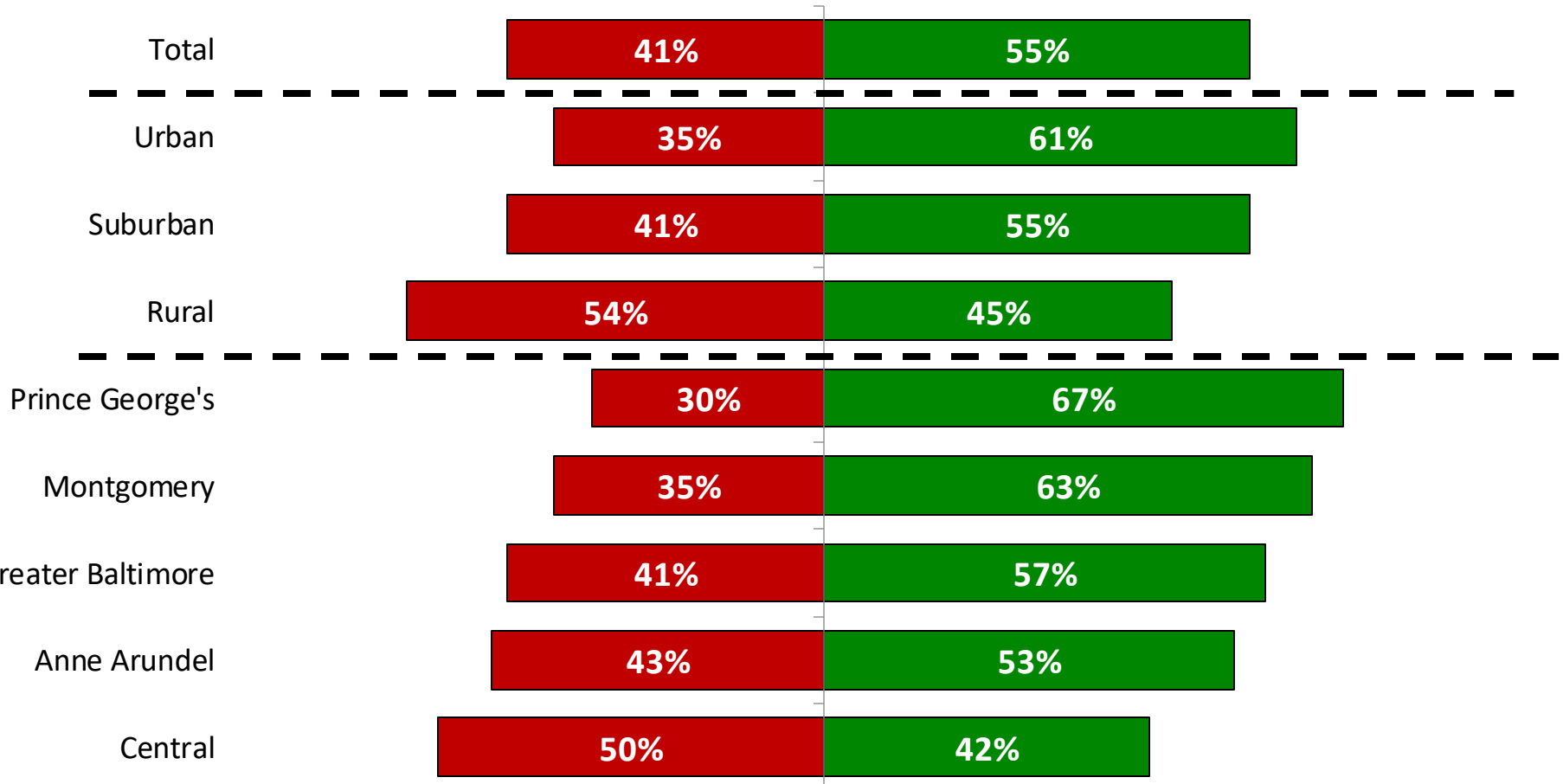


# Missing Middle Popular Among Urban and Prince George's Voters

## Missing Middle by Demographics

Somewhat Bad/Very Bad

Somewhat Good/Very Good



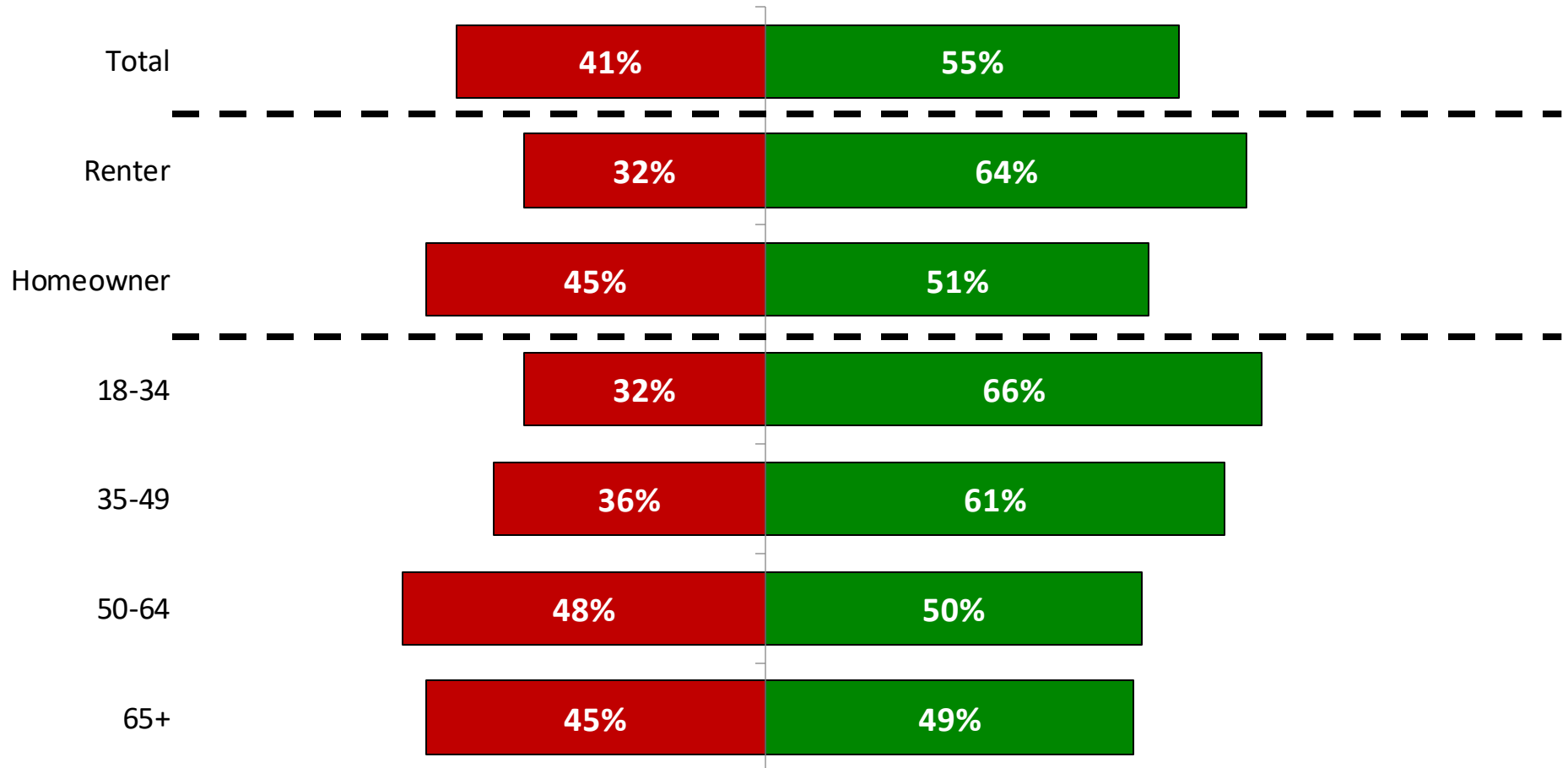
Q.16 Some people say that to bring down housing costs, Maryland needs more neighborhoods where single-family homes can be built closer together and that also include different kinds of housing options, like ADUs, townhomes, duplexes, and triplexes. This is often called "Missing Middle" housing. In general, do you think new neighborhood developments with these Missing Middle housing options would be a good fit or a bad fit for your part of Maryland

# Missing Middle Popular Among Renters and Younger Voters

## Missing Middle by Demographics

Somewhat Bad/Very Bad

Somewhat Good/Very Good



Q.16 Some people say that to bring down housing costs, Maryland needs more neighborhoods where single-family homes can be built closer together and that also include different kinds of housing options, like ADUs, townhomes, duplexes, and triplexes. This is often called "Missing Middle" housing. In general, do you think new neighborhood developments with these Missing Middle housing options would be a good fit or a bad fit for your part of Maryland

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## *MD – State of Housing January 2024*

American Strategies designed and administered this multi-modal survey conducted by professional interviewers and via Qualtrics. The survey reached 807 adults (807 weighted) adults, age 18 or older, who indicated they were registered to vote in Maryland. The survey was conducted January 9-16, 2024.

Sixteen percent of respondents were reached on wireless phones and twenty-one percent on VOIP/landlines. Sixty-four percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of registered voters in Maryland, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third party vendor file. The overall margin of error is +/- 3.4%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.