



WEST CENTRAL MOUNTAINS

ECONOMIC DEVELOPMENT COUNCIL

Valley County • Cascade • Donnelly • McCall • Meadows Valley

INITIAL REPORT: WCM HOUSING RESEARCH 2019

Throughout the summer and early fall of 2019, we conducted a needs assessment for housing across the West Central Mountains region of Idaho, which included the towns of Cascade, Donnelly, McCall, unincorporated Valley County, New Meadows, and unincorporated northern Adams County (Meadows Valley). This assessment was conducted through a survey of employees across the region. We asked them the following 21 questions to learn about employee housing needs and real and perceived sense of housing security now and in the future. The goal for this data is to better understand what housing types should be built, where and at what price point:

1. Which town would you consider your home base?
2. What industry do you currently earn your primary income from?
3. Are you primarily a seasonal employee or year-round?
4. What is your total annual household income?
5. What type of home do you currently live in?
6. Is your current home your primary residence or a second home?
7. Does your CURRENT living situation meet your CURRENT personal needs?
8. Does your CURRENT living situation meet your FUTURE personal needs for your self, family, career or other personal considerations?
9. Do you rent or own?
10. How long do you plan to live and work in the West Central Mountains region?
11. Of the following, what is your housing type preference?
12. How much are you able to comfortably pay in rent or a mortgage each month for yourself and any dependent family members, not including utilities?
13. How much do you currently pay in rent/mortgage monthly, NOT including utilities?
14. How many people are you responsible for in your household (dependents, not counting roommates)?

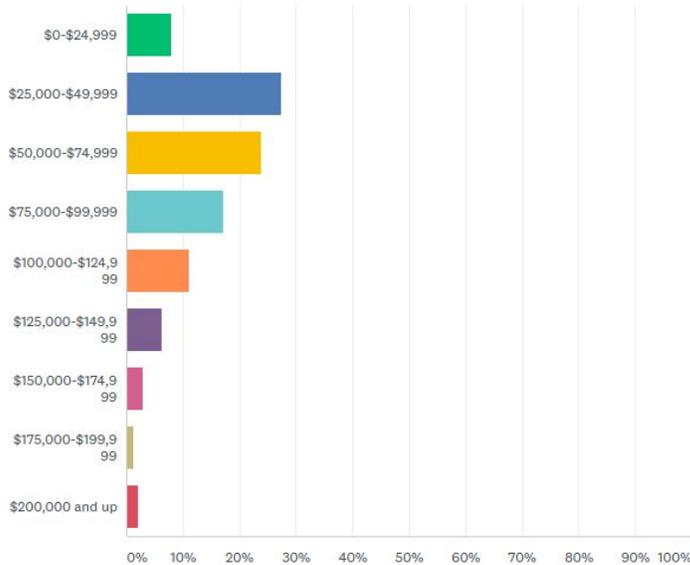
15. How far do you commute to work each workday?
16. On a scale of one (least important) to ten (most important), how important is closeness of your home to your work?
17. In a perfect world, what size of home would serve your needs?
18. What size of home do you currently live in?
19. How many people currently live in your home, including roommates and/or family?
20. Do you feel secure in your housing situation, now and in the future?
21. Please take a moment to share your housing insights with us. Tell us about what you've experienced and what you hope for in the future. Note if your housing situation may be a factor in an upcoming potential relocation or if it has had an impact on your quality of life. Thank you for taking the time to provide us with this information.

The full data are available here: <https://www.surveymonkey.com/results/SM-YC5W3NZQ7/>

***While this data generally paints a very realistic picture of the housing market demand in the West Central Mountains region of Idaho, it is by no means comprehensive. A reasonable person could assume that there may be survey bias at play, where people who are feeling a more imminent housing pinch would be more inclined to take the survey. Also, some surveys were gathered through online means and some through employers directly, so there may be oversampling or undersampling for certain populations. All analysis is from raw data and no weighting has occurred in this report's analysis. That said, this data is for information purposes only.*

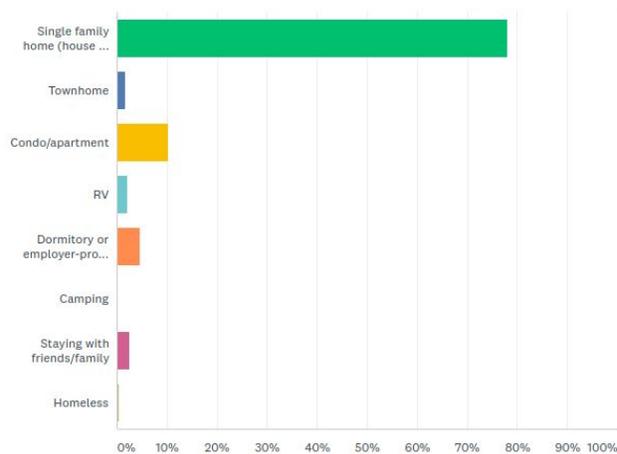
KEY TAKEAWAYS:

- Most households surveyed earn less than \$75,000 per year, with the largest group (27%) earning less than \$50,000 (household) per year:



- The vast majority of respondents (78%) currently live in single family housing:
What type of home do you currently live in?

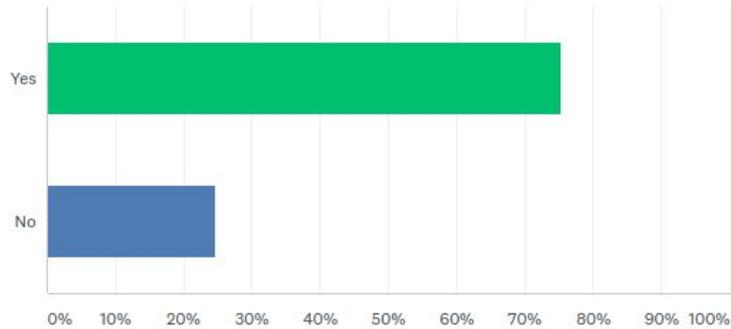
Answered: 599 Skipped: 4



- 25% of respondents feel they have insufficient housing for their current situation

Does your CURRENT living situation meet your CURRENT personal needs?

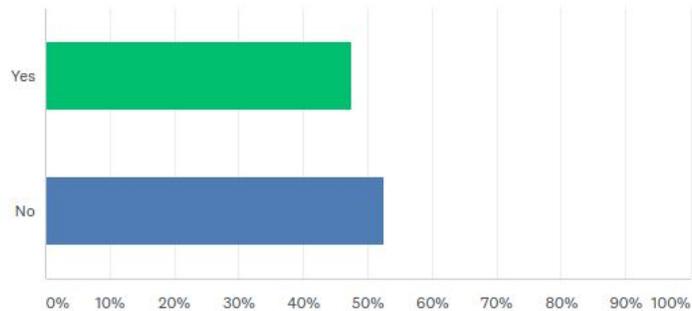
Answered: 600 Skipped: 3



- 53% of respondents' housing will not meet their future needs:

Does your CURRENT living situation meet your FUTURE personal needs for your self, family, career or other personal considerations?

Answered: 597 Skipped: 6

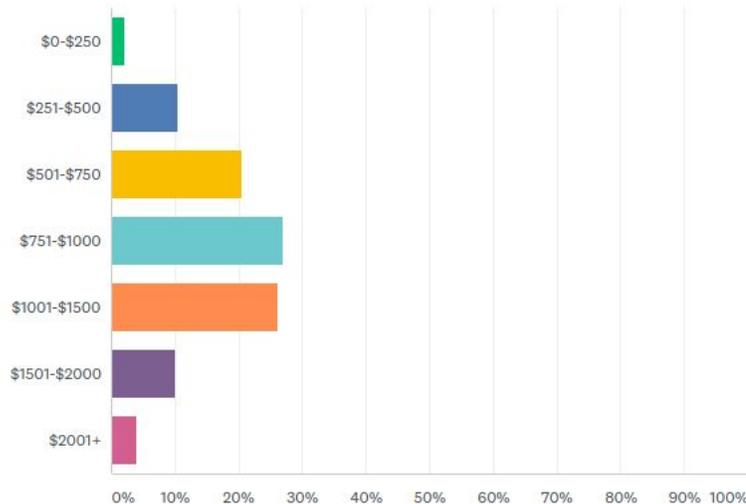


- 63% of respondents own their homes
- 79% of respondents see themselves living and working in the region for 5+ years.
- 91% of respondents aspire to live in single family housing.

- 53% of respondents can afford under \$1,500 a month for rent or a mortgage, with the majority able to afford under \$1,000 a month (27%).

How much are you able to comfortably pay in rent or a mortgage each month for yourself and any dependent family members, not including utilities?

Answered: 598 Skipped: 5



- 84% of respondents currently pay less than \$1,500 a month in rent or mortgage
- 58% of respondents have 2+ dependents
- 60% of respondents commute less than 5 miles for work, and the average rating of importance for how close home is to work was 74 out of 100 (with 0 being not important and 100 being highly important).
- 68% of respondents aspire to a minimum 3 bedroom home in the long term
- 36% of respondents don't feel secure in their housing situation, now and in the future:
 - 45% of retail employees don't feel secure in their housing
 - 44% of accommodation/hospitality employees don't feel secure in their housing
 - 42% of healthcare employees don't feel secure in their housing
 - 32% of education employees don't feel secure in their housing
 - 32% of construction/trades employees don't feel secure in their housing
 - 33% of professional services employees don't feel secure in their housing
 - 37% of government employees don't feel secure in their housing
 - 11% of natural resources/ag employees don't feel secure in their housing
 - 50% of nonprofit employees don't feel secure in their housing
 - 24% of other employees don't feel secure in their housing

WHAT NEXT?: We need to be looking at strategies to either convert existing second home housing stock over to the long term rental market or be building 3 bedroom single family homes at a sub-\$1,500/month price point within 5 miles of employment centers. Higher density market rate projects are valuable and viable for housing security and

short to medium term housing options for many employment sectors, however, people eventually aspire to single family options; which impacts long term talent retention rates.