



**2024  
Hamilton County  
Housing Sentiment  
Study**

***HAND Suburban  
Housing Conference***

**IDEA 1:  
Let's tell  
people  
that housing  
variety is OK!**



**IDEA 2:**  
**Let's first discover**  
**what people**  
***really* think about**  
**housing.**



**IDEA 3:  
Let's focus on what  
really matters ...  
then go to phase 2  
for more.**



# Hamilton County Housing Collaborative

*with additional support from*



United Way  
of Central Indiana



# Methodology



Refine the questions.



Broadcast the survey.



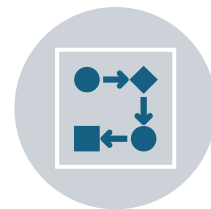
Goal of 500+ survey responses.




Ask respondents if they'd participate in a longer survey.



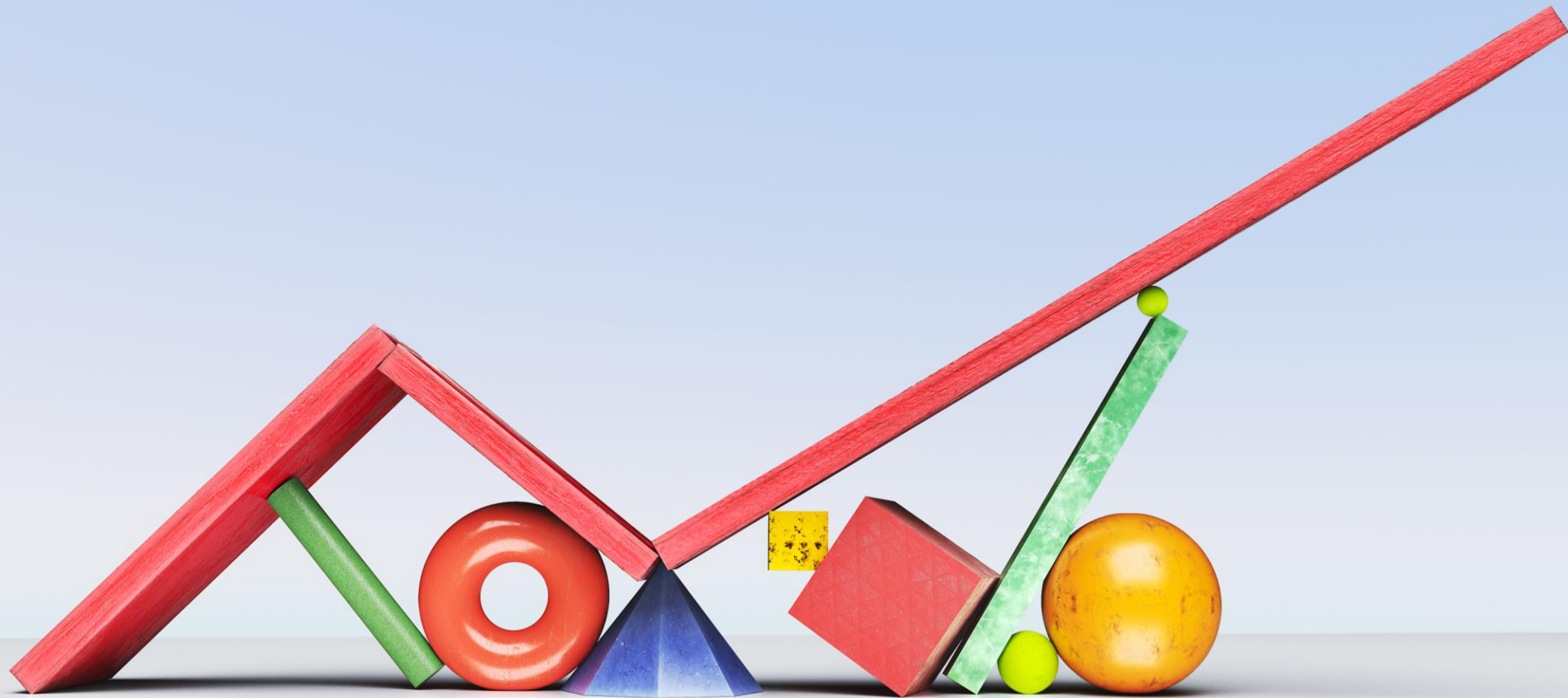
Attempt to balance the results to the population.



Decide what to do next.

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- An aerial, high-angle photograph of a large crowd of people walking on a light-colored, possibly white, paved surface. The people are scattered across the frame, moving in various directions. The image is slightly blurred, suggesting motion. A large, semi-transparent blue rectangular box is overlaid in the center of the image, containing a list of five bullet points, each preceded by a checkmark.
- ✓ **1150 + respondents**
  - ✓ **+/- 5% margin**
  - ✓ **Slightly older**
  - ✓ **Slightly less diverse than desired**
  - ✓ **High level of confidence**





**RESULTS**





86%

**86% think having diverse housing options is important, very important or extremely important.**



**73%**

**73% do NOT think  
having a variety of  
housing negatively  
impacts their  
community's culture.**



**72%**

**72% have struggled with  
or know someone who  
has struggled to afford  
housing in the county.**



880%  
880%

**88% do NOT think there is  
enough affordable  
housing for older adults.**

89%

**89% do NOT think there is  
enough affordable  
housing for young adults  
and recent graduates.**

# Define “Affordable”



# **“Affordable” Apartment Rent**

**\$1,103**

# **Actual Apartment Rent**

**\$1,552**

(one-bedroom)



# CONTEXT

\$50,000/salary

\$40,000/take home

= 47% for housing



**“Affordable” Home  
Mortgage**

**\$1,529**

**Actual Home Mortgage**

**\$2,495**

# CONTEXT

\$100,000/salary

\$80,000/take home

= 37% for housing



**Concern: DENSITY**

**50% / 50%**

**worry about  
rising density.**

# **Concern: HOME VALUES**

**43%**

**worry about impact on home values**

**57%**

**do NOT worry about the impact**

# What's next?

- **Phase 2** study to dig deeper into sentiment.
- **Share results** with local influencers, stakeholders & leaders.
- **Craft messaging** to dispel the myths that attainable housing concerns people.