

National Association of REALTORS®

*Northern Counties Kentucky
Smart Growth*

April 2024

Northern Counties Kentucky

Smart Growth

Survey Methodology



416 (400 weighted)
Registered Voters
in Kenton, Boone, and
Campbell Counties



Wireless (156)
Landline (93)
Online (151)



Interviews
Conducted
April 24th – 30th

The sample was drawn from a third-party vendor file. The overall margin of error is +/- 4.9%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

Demographics

Gender



Women
48%



Men
52%

Owner/Renter

Homeowner: 69%
Renter: 23%
Lives w/ Friends or Family: 7%

Race

White: 86%
African American: 2%
Hispanic: 2%
Asian: 1%
Multiracial/Another Race: 6%

Age

18-29: 16%
30-39: 17%
40-49: 16%
50-64: 25%
65+: 23%

Region

Boone County: 33%
Campbell County: 23%
Kenton County North: 26%
Kenton County South/Other : 18%

Education

Non-College Grad: 51%
4 Yr. College Grad: 28%
Post Grad: 20%

Executive Summary

Executive Summary

Residents in Kenton, Boone, and Campbell Counties say that housing *affordability* is a big problem in their communities, but they do not perceive an overall inventory problem: a majority say that housing *availability* is only a moderate or slight problem, or not a problem at all. Still, most residents are open to building more of certain kinds of multi-family housing - like apartments, condos, duplexes and triplexes. However, there is less support for building more rental units like ADUs that share a lot with a single-family home. When pushed, residents are conflicted over the need to build more “Missing Middle” housing, with half feeling that it would be a good fit for their community, and just under half saying it would be a bad fit. Voters are not convinced that building more types of housing would help bring down costs, and they worry about losing the character of their communities.

Northern Kentucky voters have mixed feelings about the direction of their communities. Fifty percent say things in their community are going in the right direction, while 44 percent say things are off on the wrong track.

Residents feel good about their quality of life, but feelings lack intensity. Seventy percent describe the quality of life in their community as either excellent (19 percent) or good (52 percent). Twenty-nine percent describe it as either just fair (21 percent) or poor (8 percent).

Voters are somewhat aware of and engaged in growth and development issues in Northern Kentucky. Nineteen percent claim to follow these issues very closely, 47 percent say they follow them somewhat closely (66 percent total closely). Thirty-four percent say they follow growth and development issues either not too closely (25 percent) or not closely at all (9 percent).

Executive Summary

A sizeable majority of voters says housing affordability is an acute problem in their communities, but a considerably smaller percentage see housing availability as a big problem. Sixty-four percent say that housing affordability is either a very (41 percent) or a fairly (23 percent) big problem. But there is a disconnect among residents between housing affordability and availability; only 32 percent say that housing availability is a very (17 percent) or fairly (14 percent) big problem.

- Women under the age of 50 (57 percent), residents who do not own a home (53 percent), and residents under 50 who did not graduate from college under age 50 (52 percent) are most likely to say that housing affordability is a very big problem.

Voters feel that there is too little housing for certain groups of people, including young people, older people, and people with low to moderate incomes. Sixty-six percent say that there is too little housing for people with low incomes; 64 percent say the same of housing for younger people and those who are just getting started in their careers; 52 percent for housing for older people who are looking to downsize; and 51 percent say this about housing for people with moderate incomes. A plurality also says there is too little housing for college students (46 percent) and too little housing options for single and two-person households (49 percent). Pluralities say there is about the right amount of three-to-four-bedroom houses for families (50 percent), as well as housing types like triplexes, condos, and cottage courts (44 percent).

Executive Summary

Residents perceive about the right amount of some kinds of housing types, but many feel there is not enough of other types of housing available. Small majorities or simple pluralities feel that there is about the right amount of detached single-family homes with small yards (50 percent right amount) condos or multi story homes that are connected side-by-side (50 percent), mobile homes (45 percent) and apartment buildings (44 percent). However, pluralities feel there are **not** enough homes or apartments for rent in general (40 percent) and not enough mixed commercial spaces such as street level restaurants with residential units on upper levels (43 percent). They are also split on whether there are enough detached single- family homes with large yards (44 percent too little; 43 percent right amount) and duplexes and triplexes (37 percent too little; 40 percent right amount).

Residents offer only lukewarm support for building more “Missing Middle” housing types in their communities. While small majorities say they support building some kinds of multi-family homes in their area, like duplexes, triplexes and smaller condominium buildings, very few “strongly” favor these options. Residents are clearly conflicted. Just under half (48 percent) support building apartments and condominium buildings with four to eight units, and they outright reject the idea of separate ADUs on single-family home lots. When pushed, only half say “Missing Middle” housing options are a good fit for their community, while 47 percent say they are a bad fit.

Executive Summary

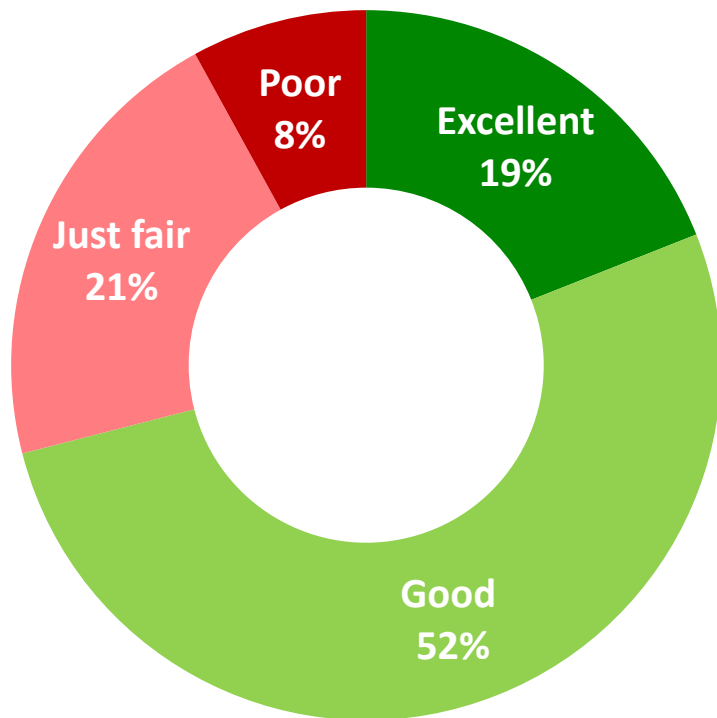
Voters are split on increasing housing to bring down costs or limiting housing growth to maintain the character of their communities. Forty-seven percent say they would rather see more dense development in the hopes of bringing down housing costs; though 46 percent say they would rather maintain character and quality of life in their community by limiting housing developments. Intensity is on the side of those that would like to maintain character, with 27 percent strongly wanting this and only 21 percent saying they strongly would prefer more dense development.

- Non-homeowners and residents who live in urban areas are more likely to want dense development. A strong majority (65 percent) of non-homeowners (renters and those living with friends and family) would rather see denser development than a focus on maintaining character by limiting housing developments and protecting existing areas. Fifty-four percent of urban voters feel the same.
- Younger northern Kentucky residents are much more likely to prefer dense development to limiting it than older residents. There is a clear trend from 57 percent of residents ages 18 to 34 preferring dense development to only 29 percent of seniors who want dense development.

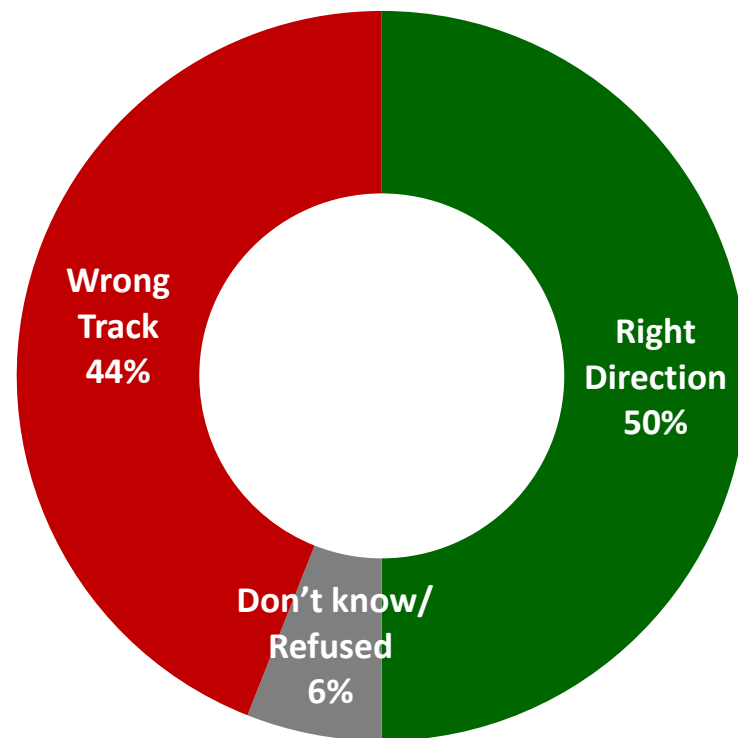
Most Say the Quality of Life in Northern Kentucky is Excellent or Good, But Residents Are Split on the County's Overall Direction

Quality of Life

Just fair/Poor: 29% | Excellent/Good: 71%



Direction of Northern Kentucky



Generally speaking, do you think that things in your community are going in the right direction, or do you feel things have gotten off on the wrong track?

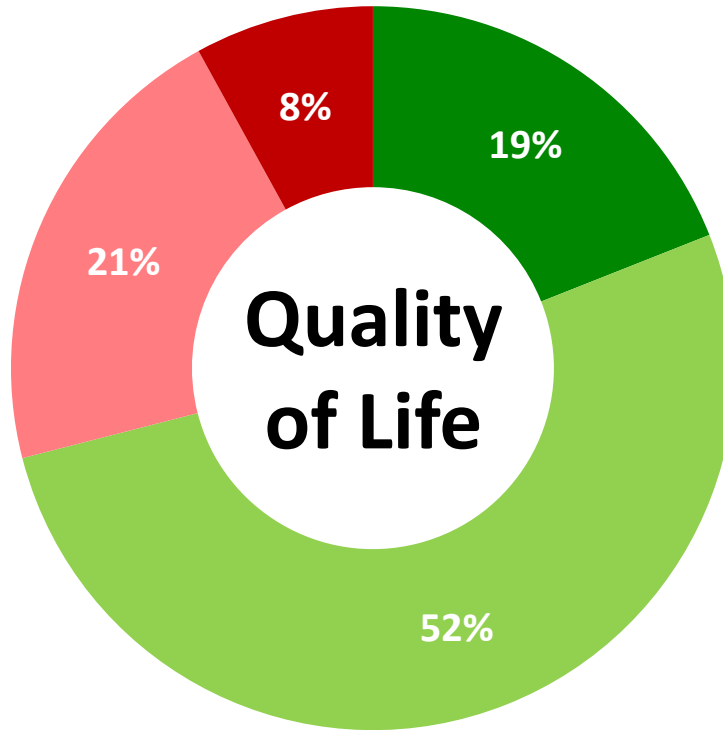
Overall how would you describe the quality of life in your community - (ROTATE FIRST TO LAST, LAST TO FIRST) excellent, good, just fair, or poor?

Education and Economic Divide on Quality of Life

Views on the cost of housing correlates with how residents are thinking about their quality of life.

Just fair/Poor: 29% | Excellent/Good: 71%

Just fair/Poor	
Total	29%
Housing Avail. - Very Big Problem	50%
Housing Afford. - Very Big Problem	44%
Non-college men	42%
Non-college under 50	42%
Follow Growth and Dev. - Very Closely	40%
Non-college grads	39%
Renters	39%
Ages 50 to 64	37%

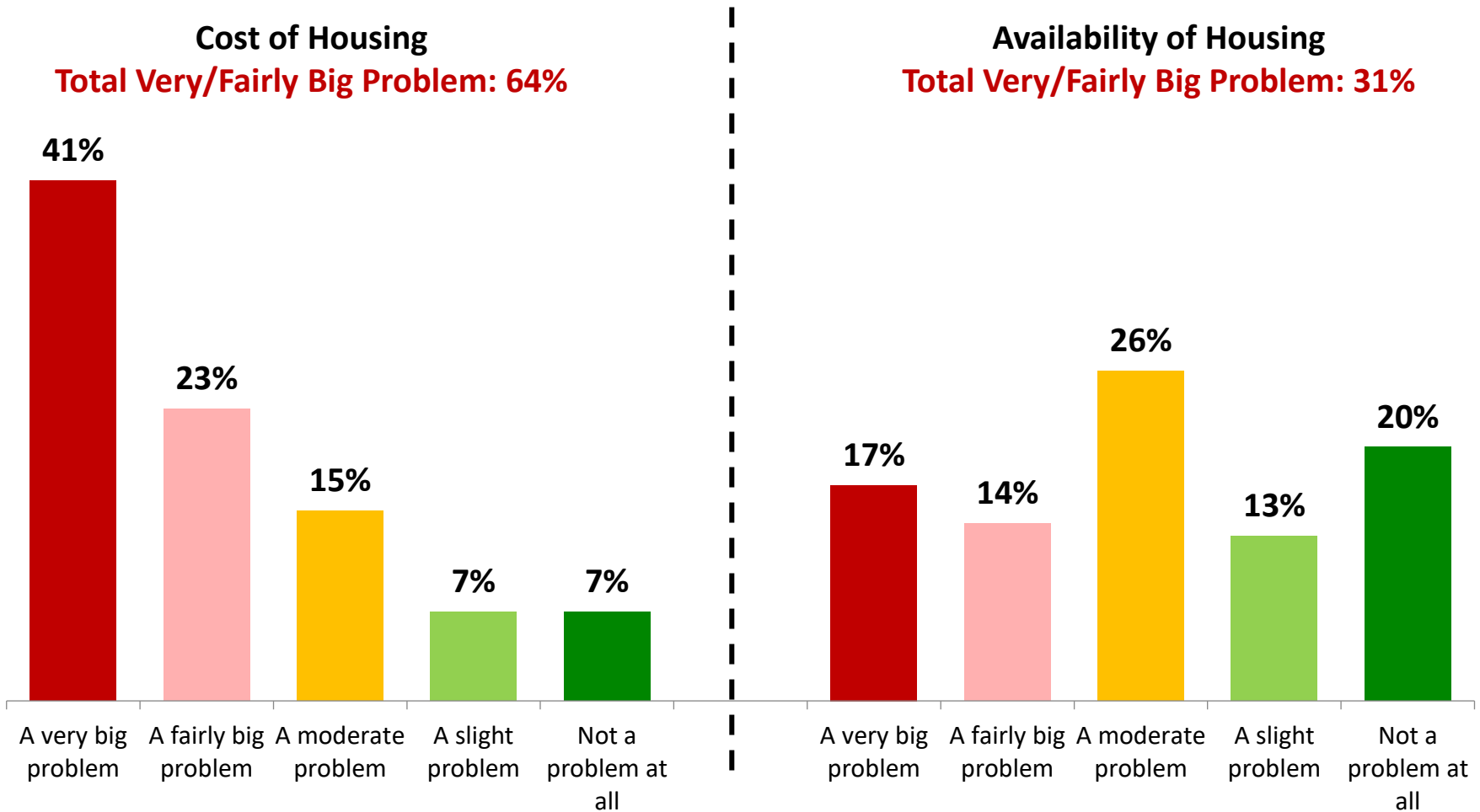


Excellent/Good	
Total	71%
Housing Afford. – slight/not a problem	86%
Seniors	84%
Housing Avail. – slight/not a problem	81%
College 50+	83%
College men	83%
College graduates	80%
College women	78%
College under 50	78%
Boone County	77%



Overall how would you describe the quality of life in your community - (ROTATE FIRST TO LAST, LAST TO FIRST) excellent, good, just fair, or poor?

Housing Costs are Seen as a Big Problem, Though Fewer Residents See Housing Availability as a Problem

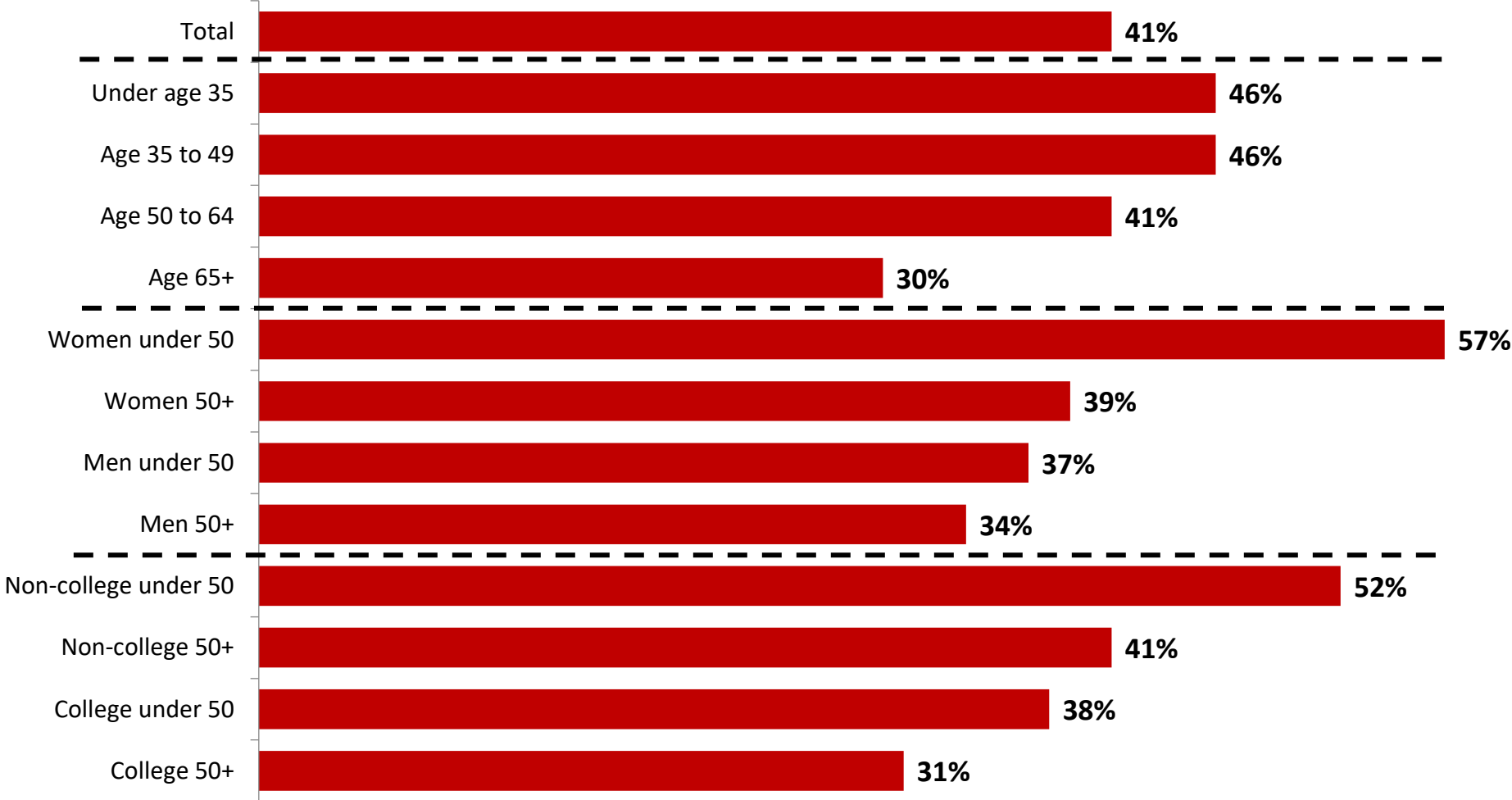


Is housing availability (ROTATE FIRST TO LAST AND LAST TO FIRST) a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all in your community?

Is housing affordability (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 your community?

Housing Costs are Seen as a Bigger Problem Among Younger Residents, Women, and Those Without a College Degree

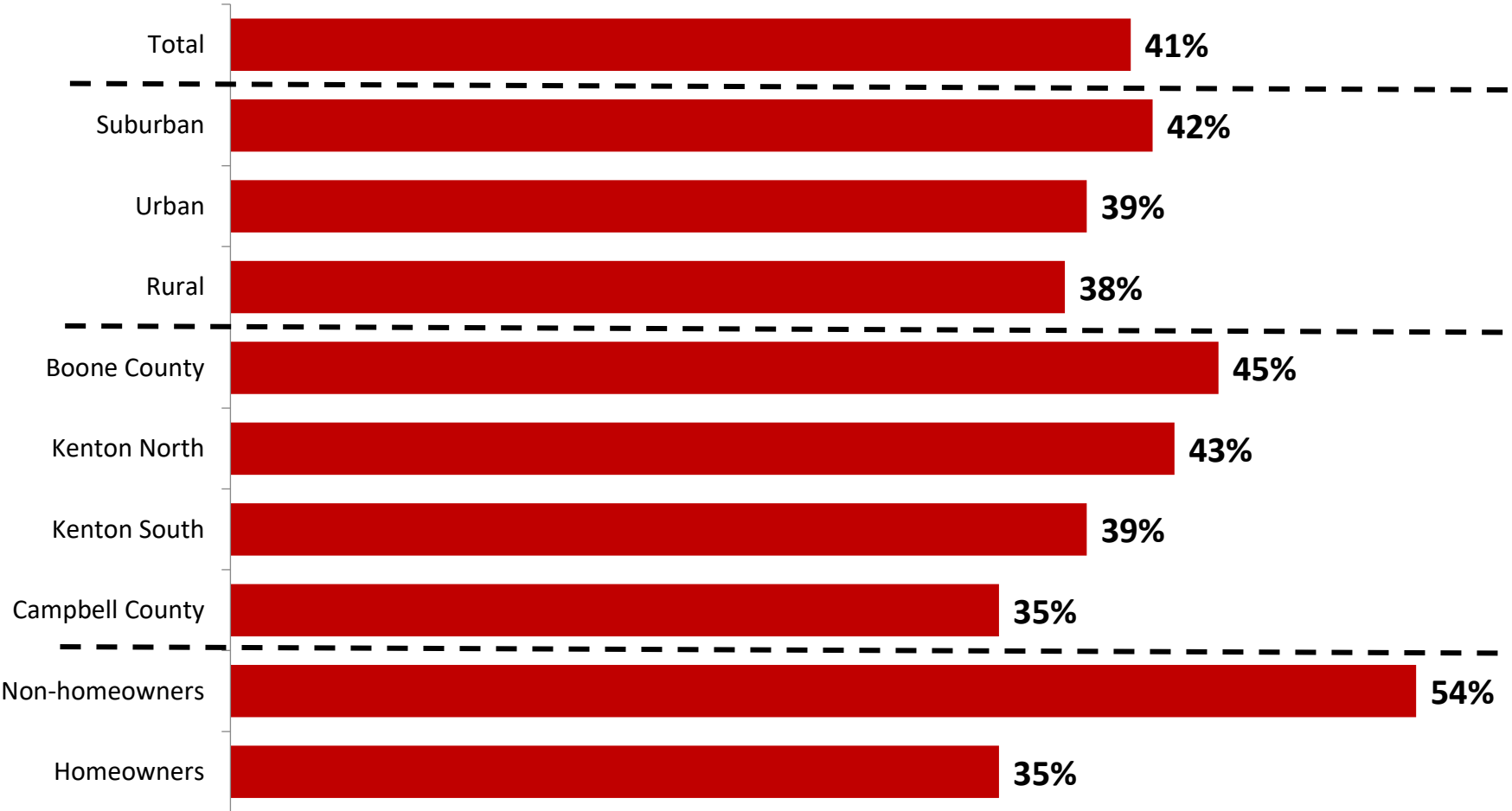
Cost of Housing: “Very Big Problem” by Age, Age/Gender, and Age/Education



Is housing affordability (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 your community?

Housing Costs are Seen as a Bigger Problem Among Those in Boone County, Northern Kenton County and Non-Homeowners

Cost of Housing: "Very Big Problem" by Urbanicity, Region, and Homeownership



Is housing affordability (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 your community?

Residents See Too Little Housing For Certain Types of People

Including young people, seniors, people with low to moderate incomes, singles, and couples.

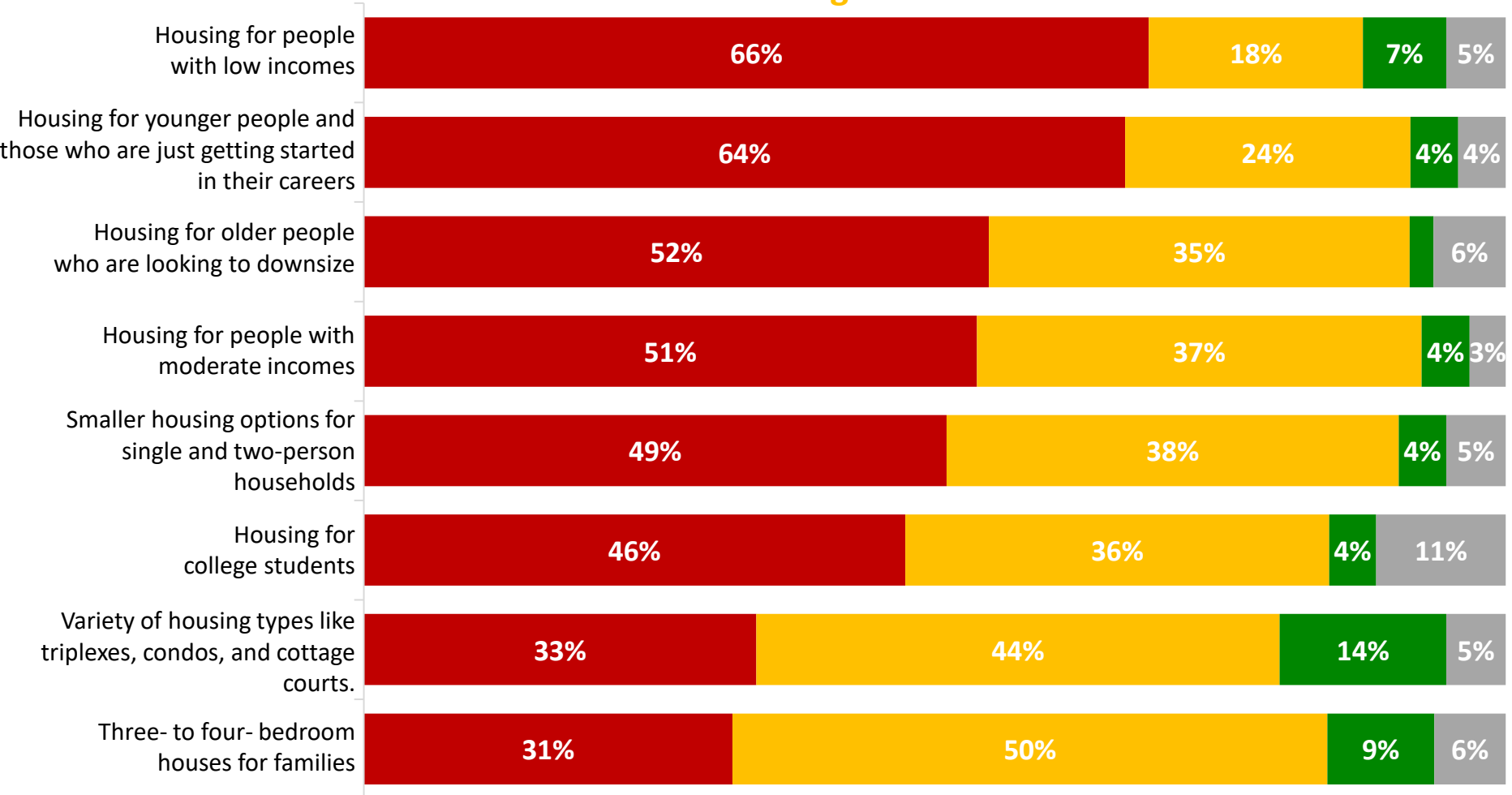
Amount of Housing Options for Groups of People

Too little

About right

Too much

Don't know

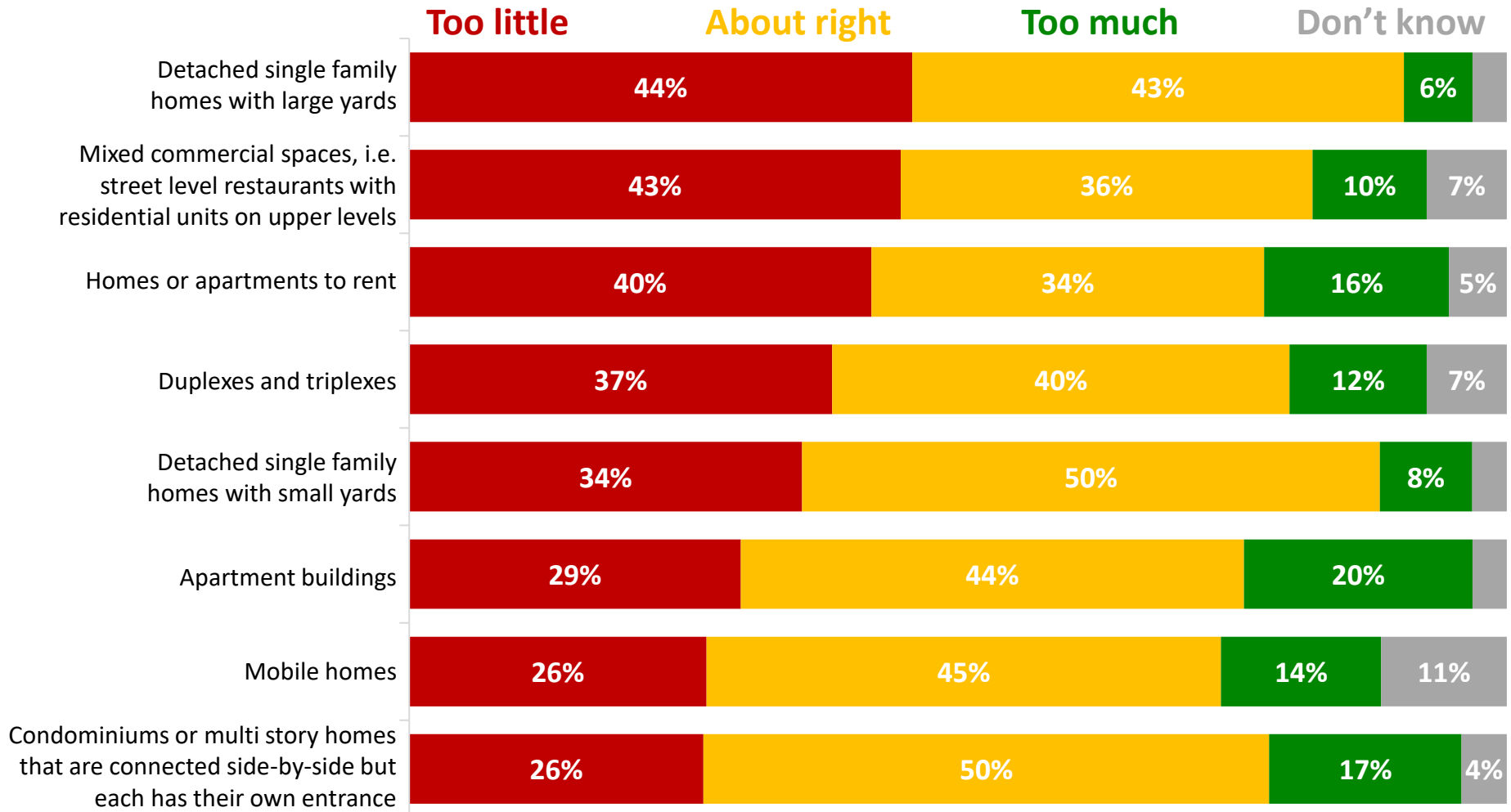


And do you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in your community?

Pluralities Feel There Are Too Few Single-Family Homes With Large Yards, Mixed Use Buildings, Rental Homes, Duplexes, and Triplexes

Some pushback on apartment buildings, townhomes, and rentals.

Amount of Housing Types

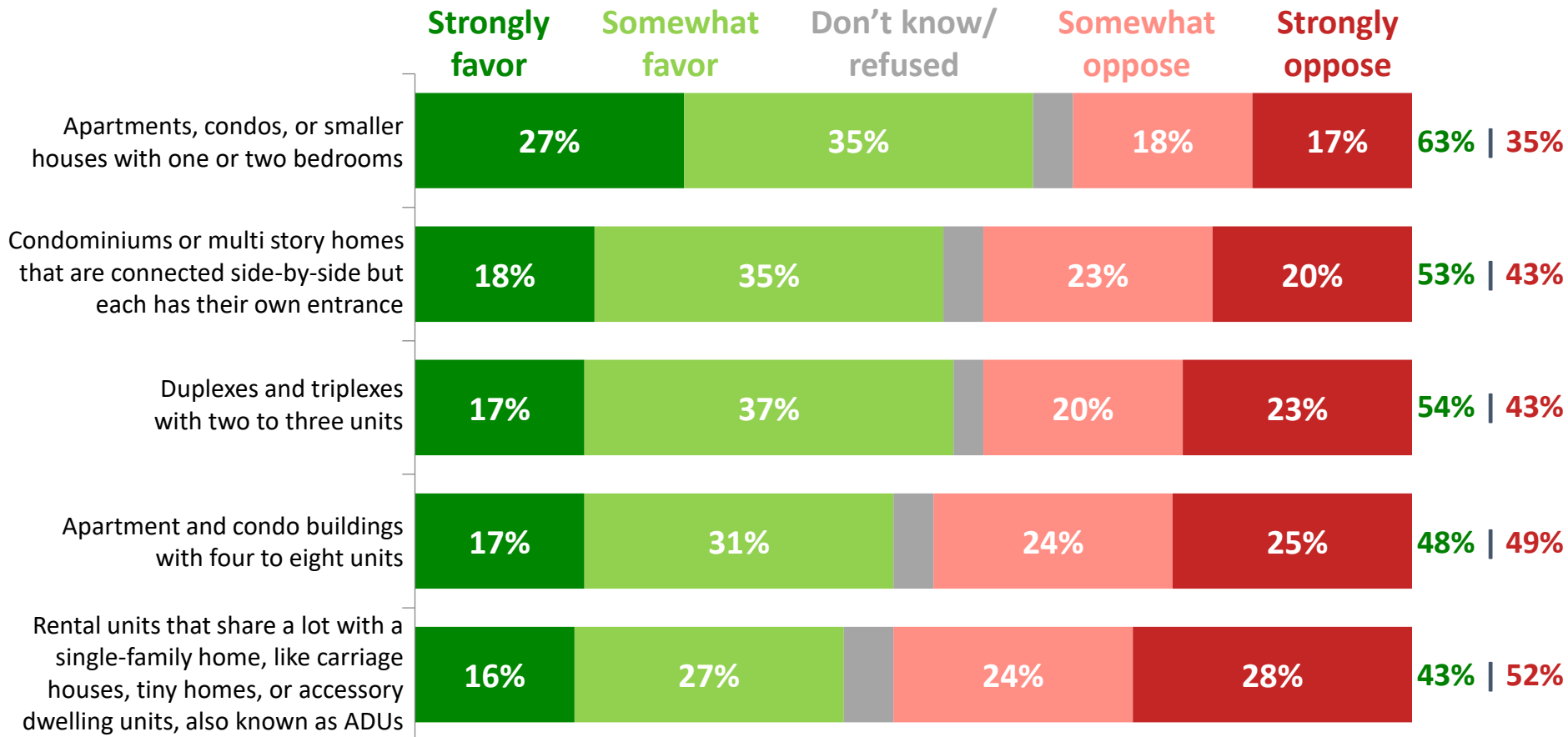


And do you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in your community?

Residents Are Open To Building Smaller Apartments and Condo Buildings, Smaller Houses, Duplexes, and Triplexes

But split on building bigger apartment/condo buildings and opposed to allowing ADUs.

Favorability of Building More Types of Housing



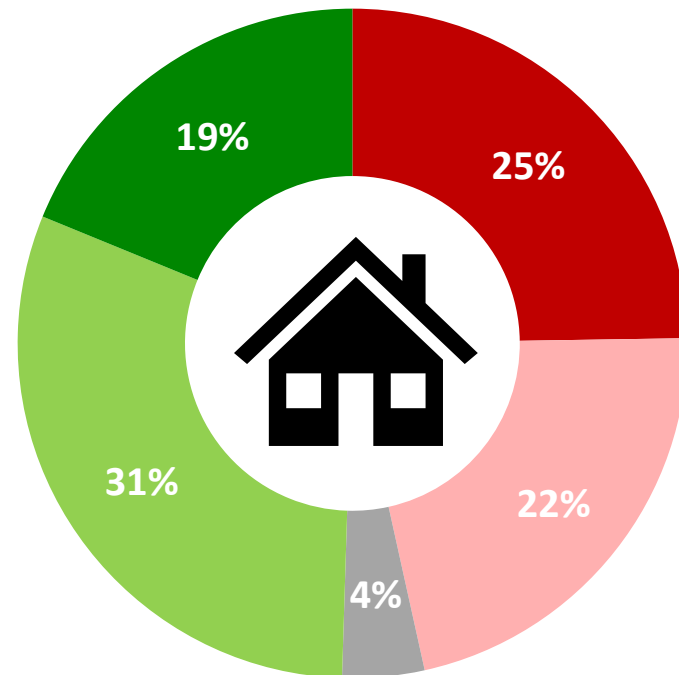
Now, I am going to read you a list of different types of housing, and I'd like you to tell me if you favor or oppose building more of each type in your community. The FIRST/NEXT one is...

Voters Are Split on Whether “Missing Middle Housing” Is a Good Fit for Their Community

Missing Middle Housing Fit in Community

Total Good fit: 50% | Total Bad fit: 47%

Some people say that to bring down housing costs, your community needs more neighborhoods where single-family homes can be built **closer together** and that also include **different kinds of housing options, like ADUs, condos, duplexes, and triplexes**. This is often called **“Missing Middle” housing**.



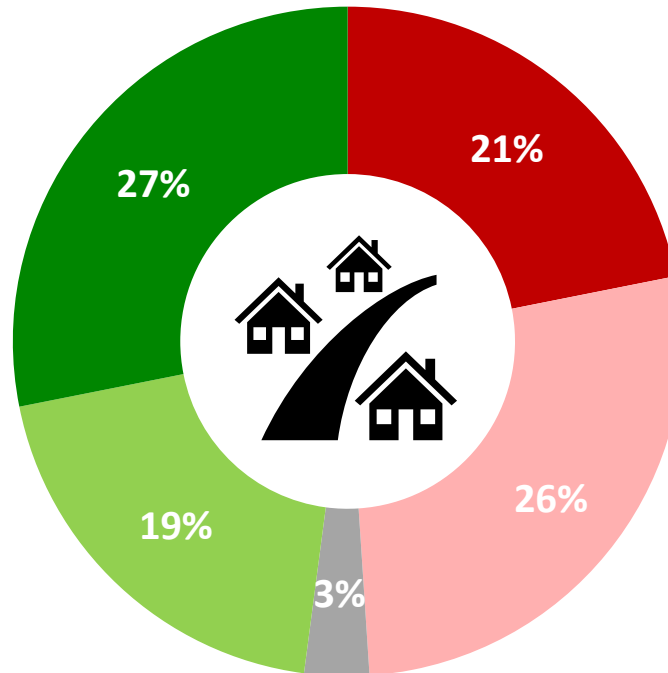
Q.11 In general, do you think new neighborhood developments with these Missing Middle housing options would be a good fit or a bad fit for your part of your community?

Voters Are Also Split On Whether to Increase Housing to Bring Down Costs, or to Maintain the Character of Their Communities

Dense Development vs. Maintain Character

Dense Development: 47% | Maintain Character: 46%

(DENSE DEVELOPMENT) We need to increase the supply of housing in your community and bring down housing costs, we need to construct more multi-family homes, such as duplexes or apartments.



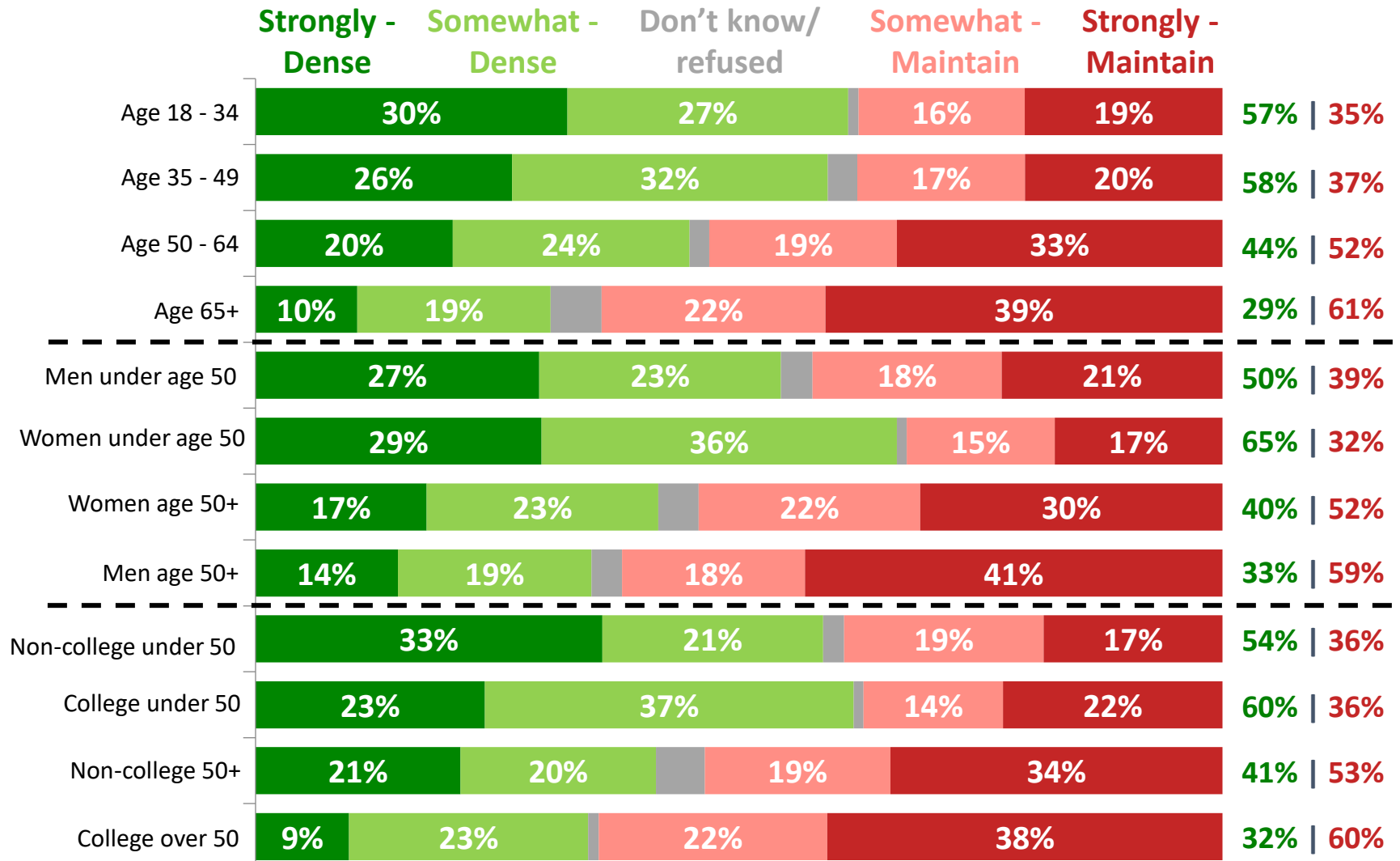
(MAINTAIN CHARACTER) We need to maintain the character and quality of life in your community by limiting housing developments and protecting existing areas, even if it increases the cost of housing.



Now, I am going to read two statements. Please tell me which one comes closer to your way of thinking, even if neither one is exactly right.

Younger Residents Are More Comfortable With Density

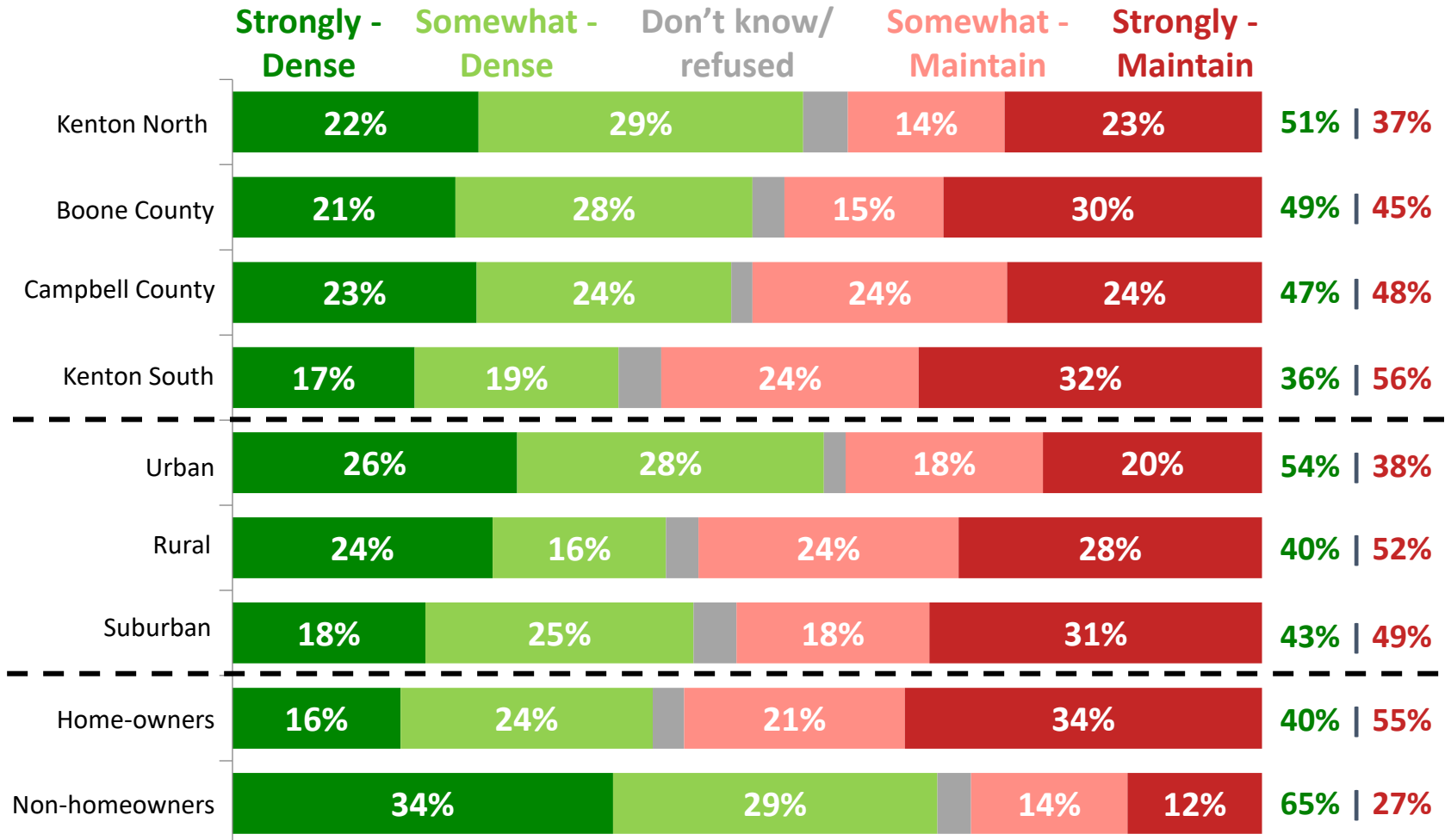
Dense Development vs. Maintain Character by Age, Age/Gender, and Education/Age



Now, I am going to read two statements. Please tell me which one comes closer to your way of thinking, even if neither one is exactly right.

Non-Homeowners and Urban Residents Are More Comfortable With Higher Density Housing

Dense Development vs. Maintain Character by Region, Urbanicity, and Homeownership



Now, I am going to read two statements. Please tell me which one comes closer to your way of thinking, even if neither one is exactly right.

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April 2024

American Strategies designed and administered this multi-modal survey conducted by professional interviewers and via Qualtrics. The survey reached 416 (400 weighted) adults, age 18 or older, who indicated they were registered to vote in Boone, Kenton, and Campbell counties. The survey was conducted April 24-30, 2024.

Thirty-nine percent of respondents were reached on wireless phones and twenty-three percent on VOIP/landlines.

Thirty-eight percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of Northern Kentucky, 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 +/- 4.9%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.