

Utah Public Opinion Pulse (UTPOP) Housing Toplines Crosstabs



Utah General (18+ YO) Population
Survey Conducted on August 2nd - August 8th, 2021
n=844 with a MoE +/- 3.37%
Online Opt-In Panel Survey
*Totals may not sum to 100%, due to rounding

Gender	Total
Sample Size	844
Male	
Column %	50%
Female	
Column %	50%

Race/Ethnicity	Total
Sample Size	844
White, non-Hispanic	
Column %	78%
Hispanic	
Column %	14%
Other	
Column %	8%

Age	Total
Sample Size	844
17 or younger	
Column %	0%
18-34	
Column %	37%
35-44	
Column %	19%
45-54	
Column %	15%
55-64	
Column %	14%
65+	
Column %	15%

Education Combined	Total
Sample Size	844
HS or Less	
Column %	33%
Some College	
Column %	38%
College Graduate	
Column %	20%
Postgraduate	
Column %	10%

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*Values may not appear to be totaled correctly, due to rounding.

Generally speaking, do you think now is a good or bad time for people to buy a new home?

	Total	Gender		Region			Age		Race/Ethnicity			
	Total	Male	Female	Salt Lake County	Utah County	North Rural	South Rural	18-54	55+	White, non-Hispanic	Hispanic	Other
Sample Size	844	425	419	319	156	224	145	600	244	660	119	65
Very Good time Column %	6%	9%	4%	8%	8%	4%	4%	6%	7%	5%	8%	13%
Somewhat Good time Column %	12%	13%	11%	14%	15%	10%	9%	13%	11%	11%	16%	13%
About the same Column %	11%	10%	11%	12%	6%	9%	13%	12%	8%	10%	13%	8%
Somewhat Bad time Column %	35%	36%	33%	32%	33%	37%	38%	32%	43%	34%	36%	43%
Very Bad time Column %	32%	29%	35%	29%	32%	34%	34%	34%	26%	34%	23%	21%
Don't Know Column %	5%	3%	6%	5%	5%	6%	1%	4%	5%	5%	5%	2%

Total Good Time Column %	19%	22%	15%	22%	23%	15%	13%	19%	18%	17%	23%	27%
Total Bad Time Column %	66%	65%	68%	61%	66%	70%	73%	65%	69%	68%	59%	64%

*Values may not appear to be totaled correctly, due to rounding.

How would you describe the current market in Utah for buying and selling homes?

	Total	Gender		Region			Age		Race/Ethnicity			
	Total	Male	Female	Salt Lake County	Utah County	North Rural	South Rural	18-54	55+	White, non-Hispanic	Hispanic	Other
Sample Size	844	425	419	319	156	224	145	600	244	660	119	65
Overpriced (Most houses are selling for more than they are worth)												
Column %	81%	79%	84%	83%	78%	79%	85%	77%	91%	81%	82%	80%
Underpriced (Most houses are selling for less than they are worth)												
Column %	4%	5%	2%	4%	4%	4%	3%	5%	0%	3%	6%	1%
About right (Most houses are selling for about the same as what they are worth)												
Column %	7%	10%	4%	5%	8%	8%	8%	9%	4%	7%	4%	12%
Unsure												
Column %	8%	6%	10%	8%	9%	9%	4%	9%	5%	8%	8%	6%

*Values may not appear to be totaled correctly, due to rounding.

How would you describe the current market in Utah for renting homes/apartments?

	Total	Gender		Region			Age		Race/Ethnicity			
	Total	Male	Female	Salt Lake County	Utah County	North Rural	South Rural	18-54	55+	White, non-Hispanic	Hispanic	Other
Sample Size	844	425	419	319	156	224	145	600	244	660	119	65
Overpriced (Most rent is higher than what rent for the home/apartment is worth)												
Column %	82%	78%	86%	84%	76%	82%	83%	80%	87%	82%	80%	80%
Underpriced (Most rent is lower than what rent for the home/apartment is worth)												
Column %	3%	4%	2%	3%	4%	4%	2%	4%	1%	3%	4%	6%
About right (Most rent is about the same as what rent for the home/apartment is worth)												
Column %	8%	10%	5%	5%	12%	7%	9%	9%	5%	7%	10%	11%
Unsure												
Column %	7%	7%	7%	7%	8%	7%	6%	7%	7%	8%	6%	3%