

2024

# Rural Poll Webinar

**Perceptions of Housing  
in Rural Nebraska**

Presenters: Becky Vogt, Shannon Harner,  
and Sharon Hueftle



# 2024 Rural Poll Team Members



## From Agricultural Leadership, Education, and Communication:

- L.J. McElravy
- Heather Akin
- Becky Vogt

## From Agricultural Economics:

- Brad Lubben
- Cheryl Burkhart-Kriesel
- Timothy Meyer

## From Rural Prosperity Nebraska:

- Katie Larson
- Mary Emery
- Russell Shaffer

# Survey Methodology



Mailed self-administered questionnaires in spring (March - June)

Sample includes 7,000 randomly selected rural households in 86 counties

17% Response rate in 2024 (1,010 responses, just over 5,800 deliverable addresses)

Margin of error  $\pm 3\%$

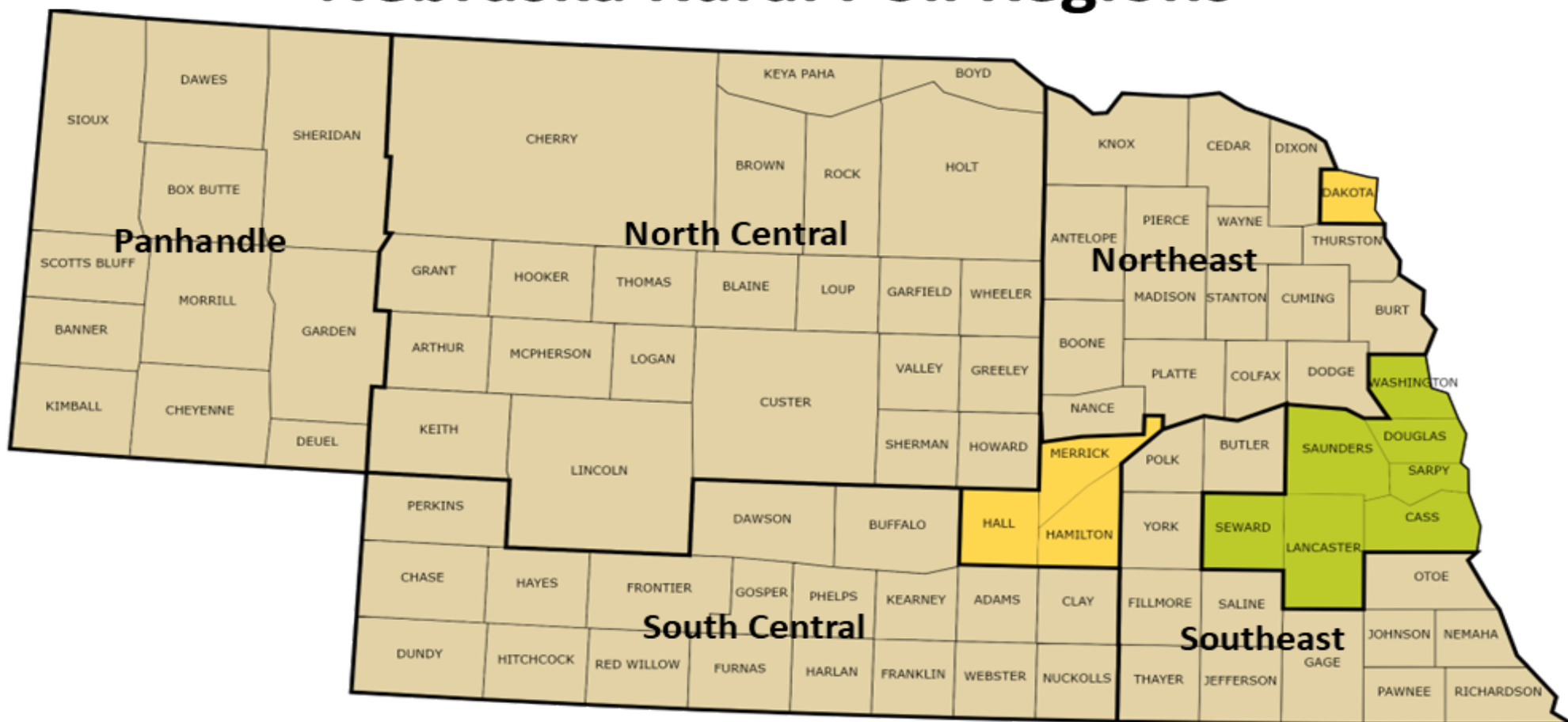
## Procedure (Total Design Method)




1. A pre-notification letter was sent requesting participation in the study and gives link to online survey.
2. The questionnaire was mailed with an informal letter signed by the project manager approximately ten days later.
3. A reminder postcard was sent to those who had not yet responded approximately ten days after the questionnaire had been sent.
4. Those who had not yet responded within approximately 20 days of the original mailing were sent a replacement questionnaire.

# Sampled Counties and Regions



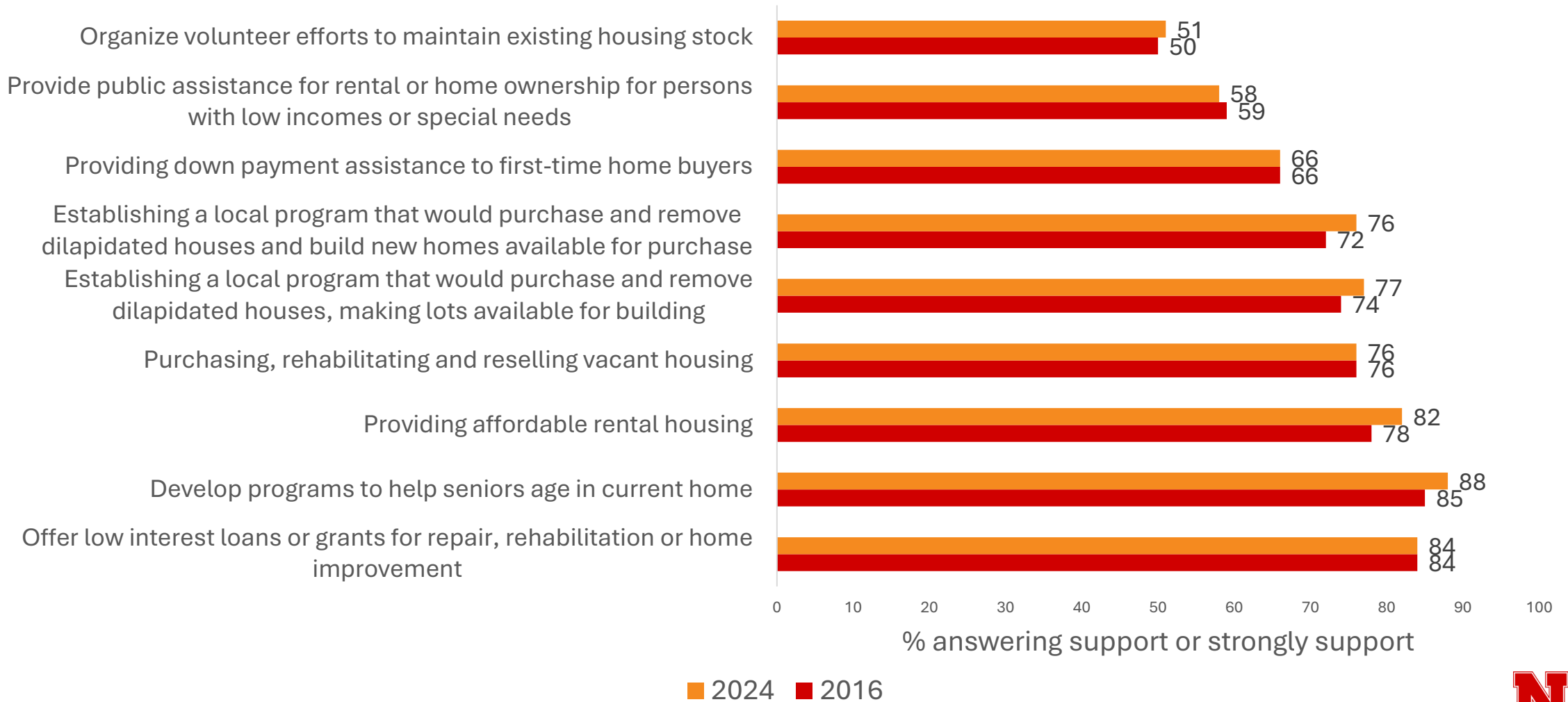
## Nebraska Rural Poll Regions



-  Nonmetropolitan County Surveyed in Rural Poll
-  Metropolitan County not Surveyed in Rural Poll
-  County Classified as Metropolitan but Surveyed in Rural Poll

# Support for Housing Programs or Priorities, 2016 and 2024

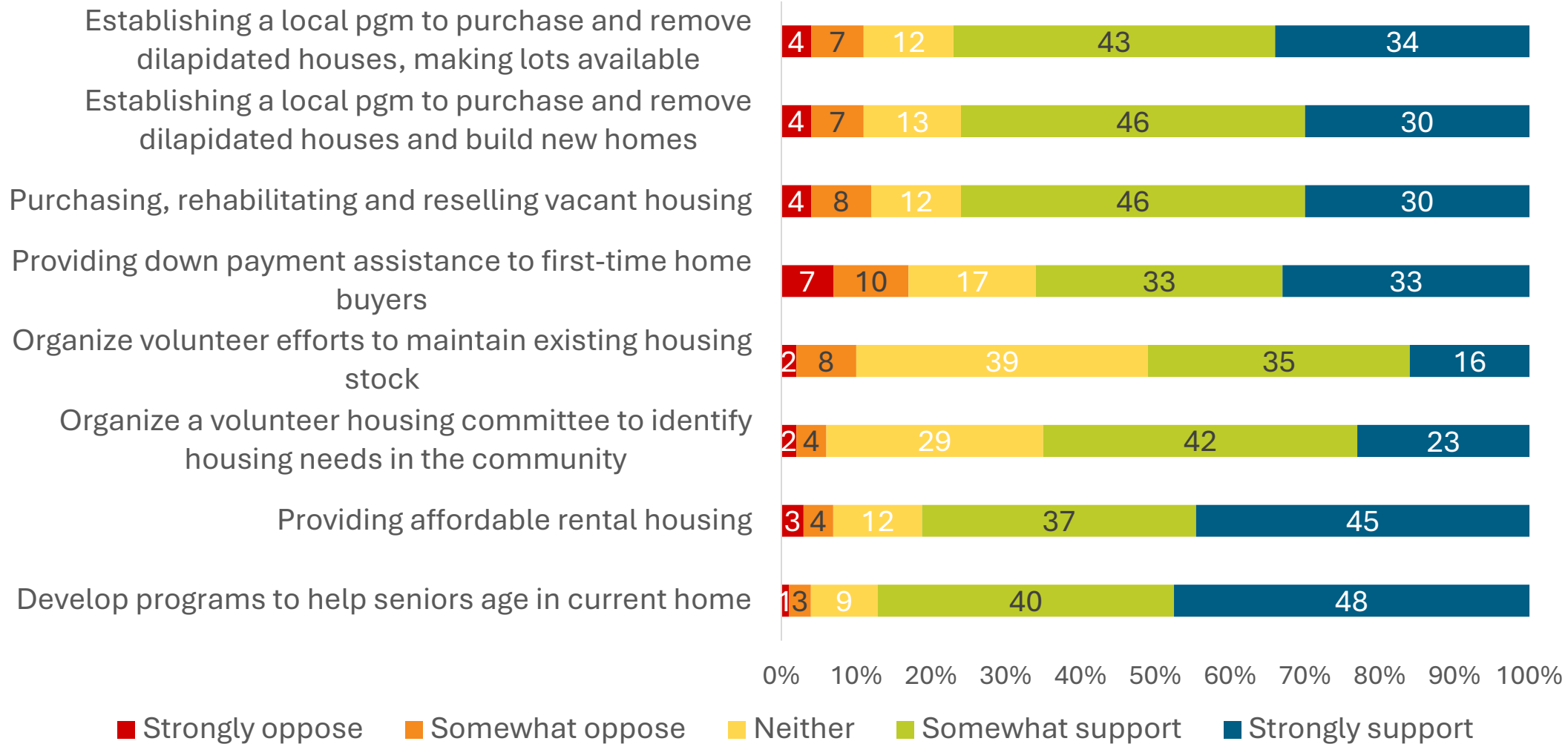
## Percent supporting or strongly supporting each in 2016 and 2024



# Support for Housing Programs or Priorities



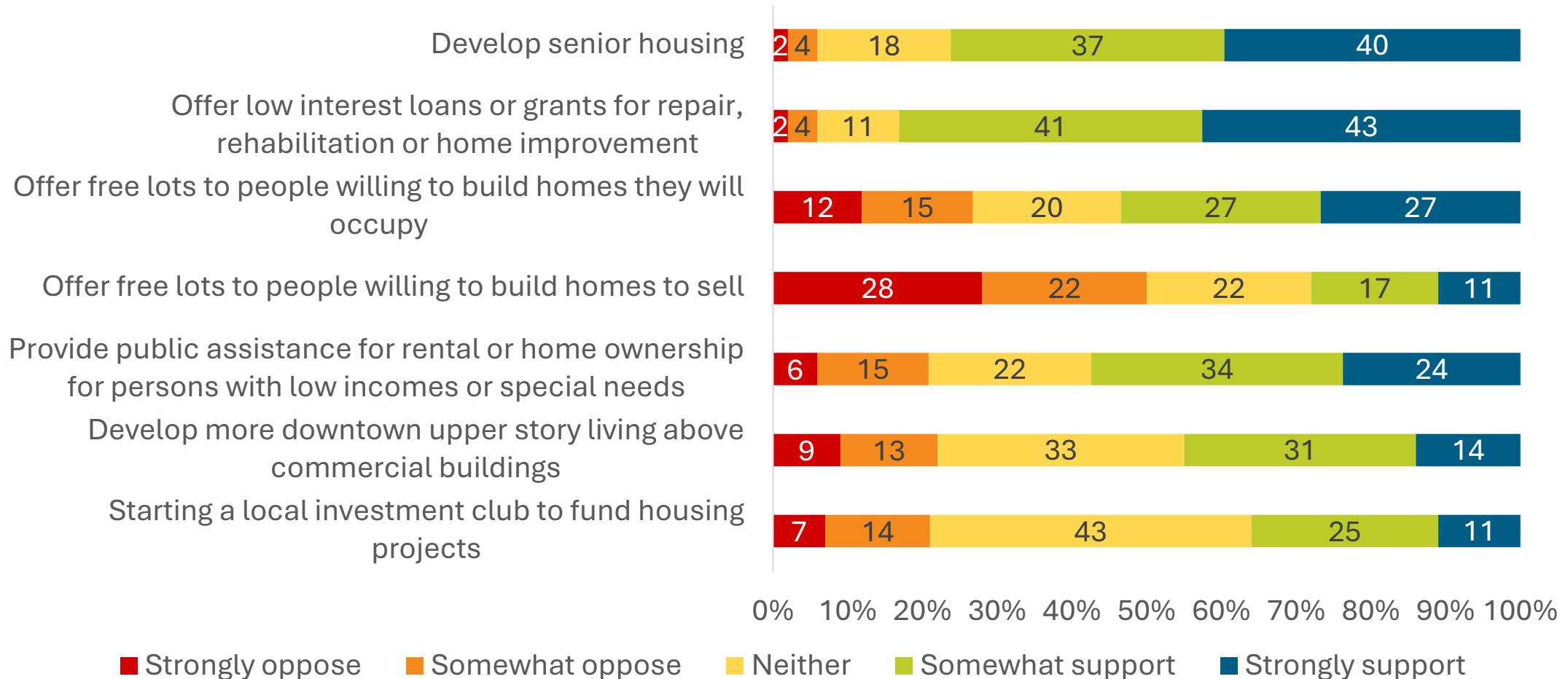
How strongly would you support or oppose the following housing programs or priorities in your community?



# Support for Housing Programs or Priorities



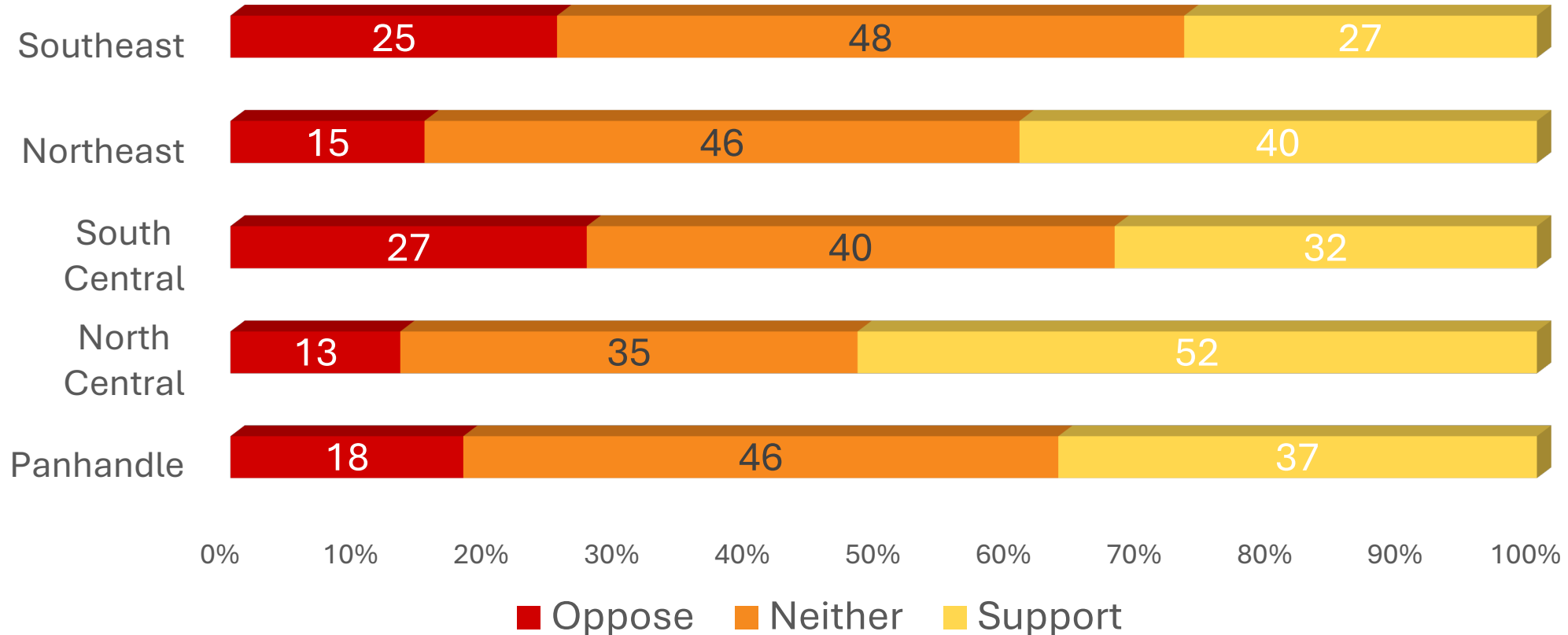
How strongly would you support or oppose the following housing programs or priorities in your community?



# Support for Programs by Region



## Support for Starting a Local Investment Club to Fund Housing Projects by Region

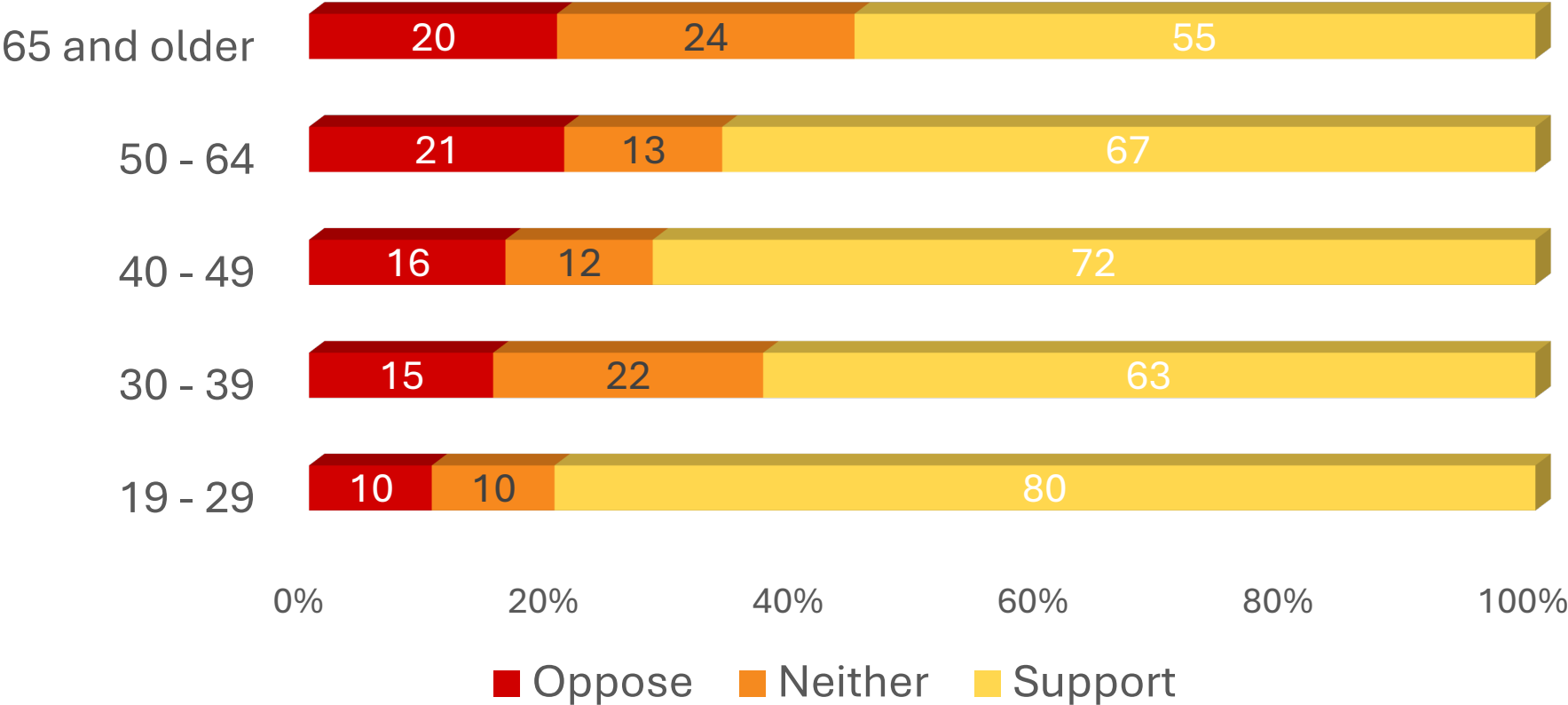




# Support for Programs by Age

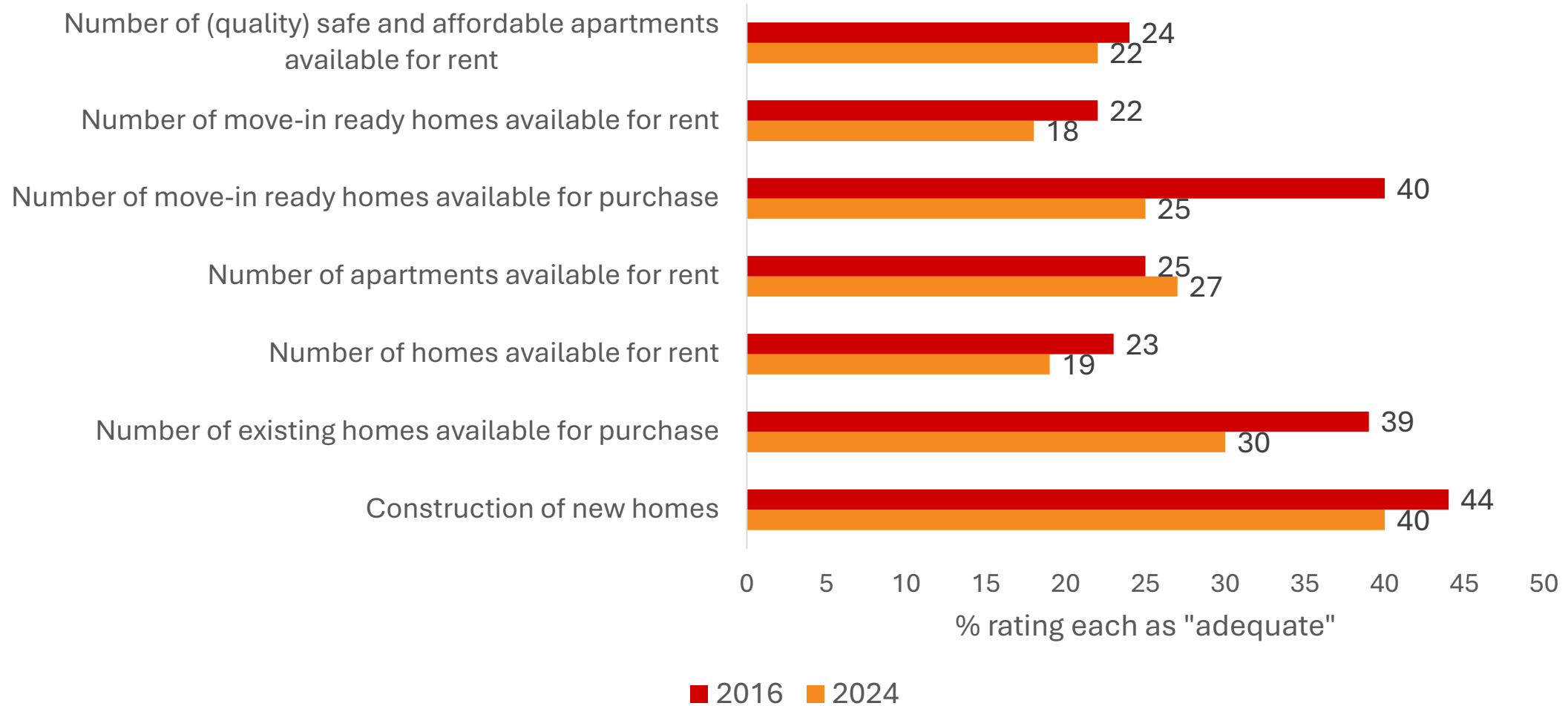


## Support for Providing Down Payment Assistance to First-time Home Buyers by Age



# Ratings of Adequacy of Housing in Communities, 2016 and 2024

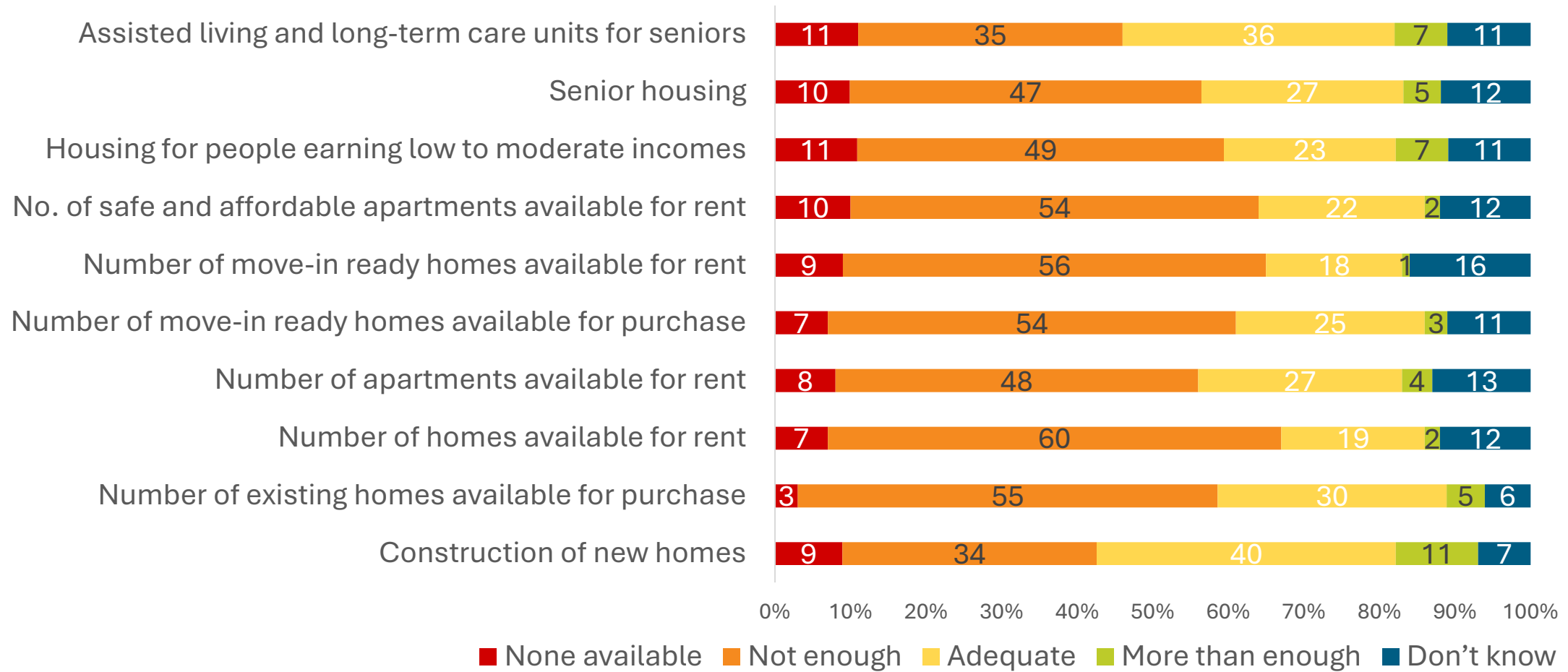
How would you rate the following housing characteristics in your local community?



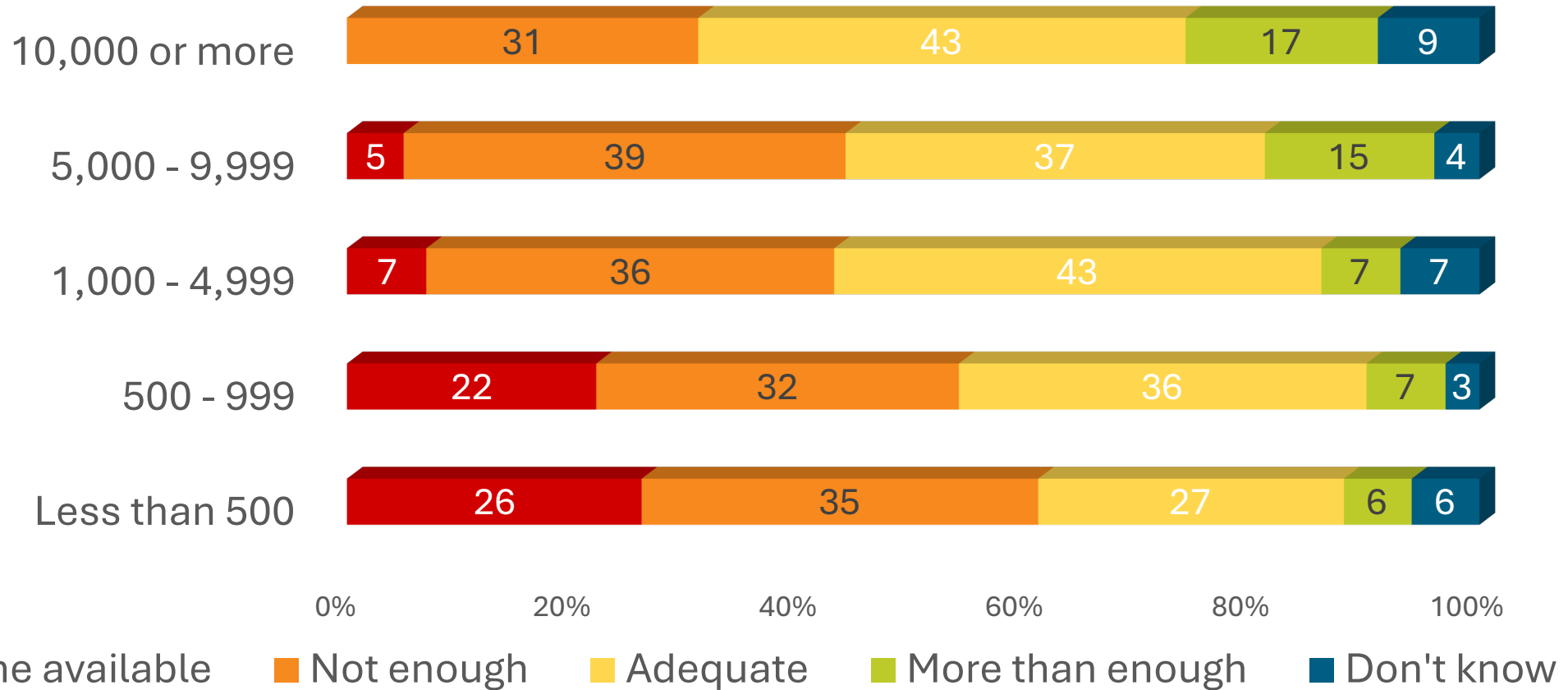
# Ratings of Housing in Communities



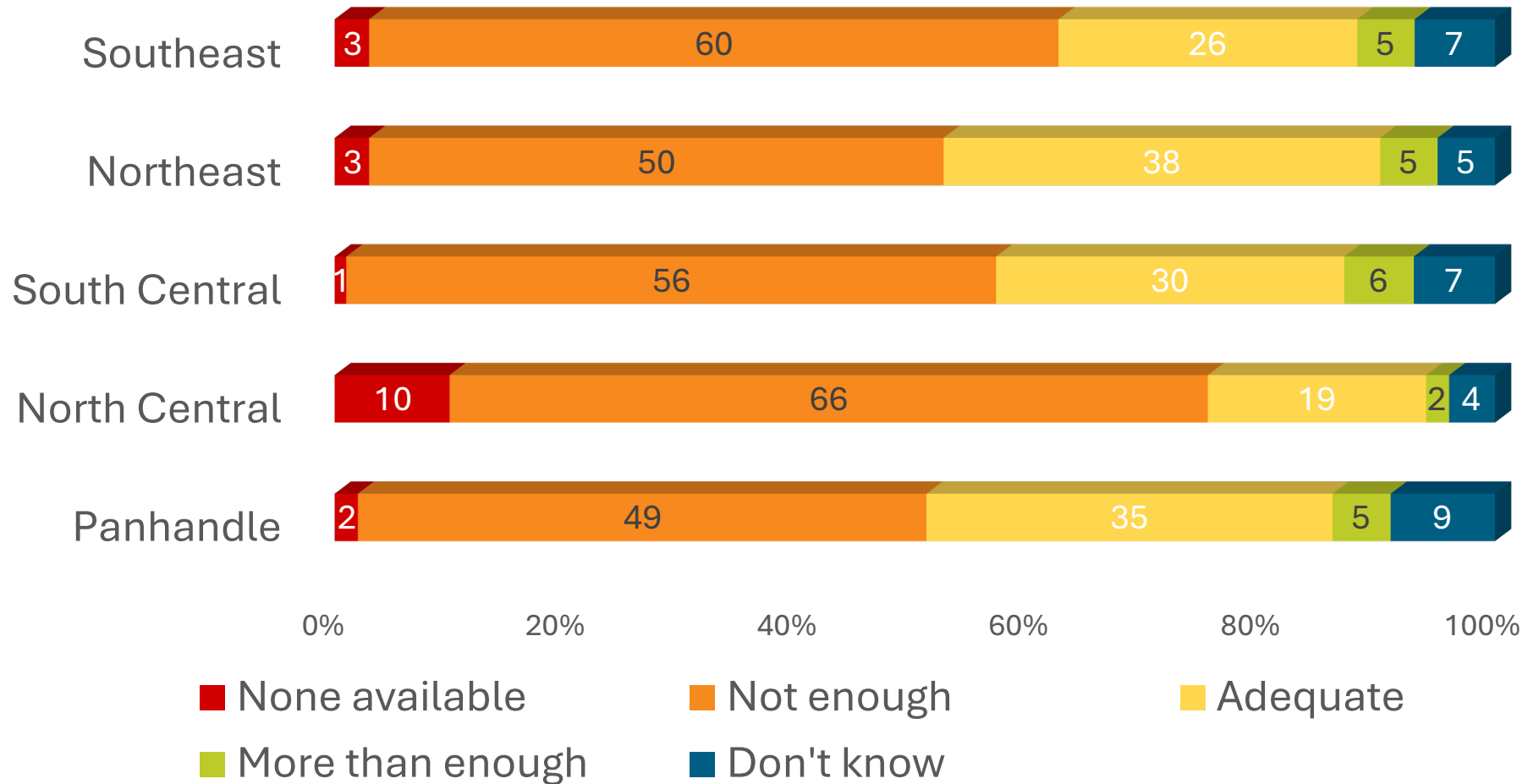
How would you rate the following housing characteristics in your local community?



# Adequacy of New Home Construction by Community Size



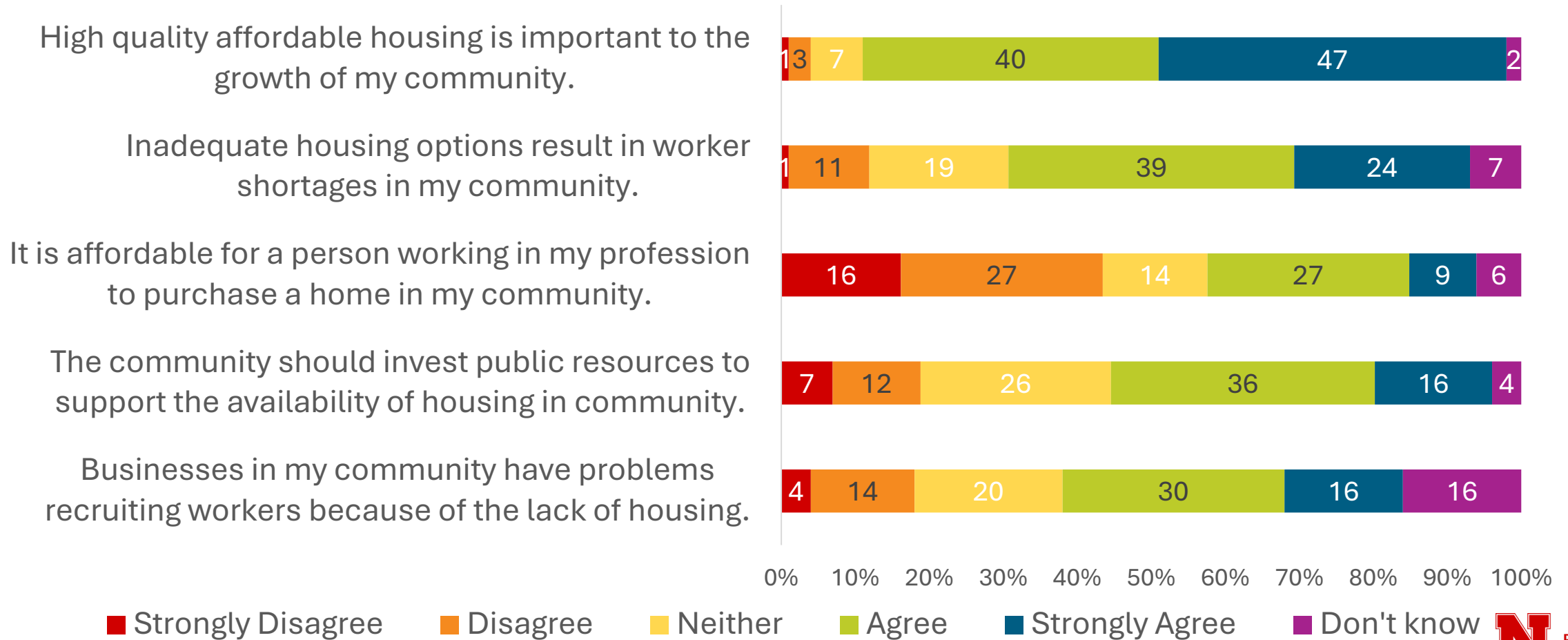
# Adequacy of Existing Homes Available for Purchase by Region



# Perceptions of Housing in Communities



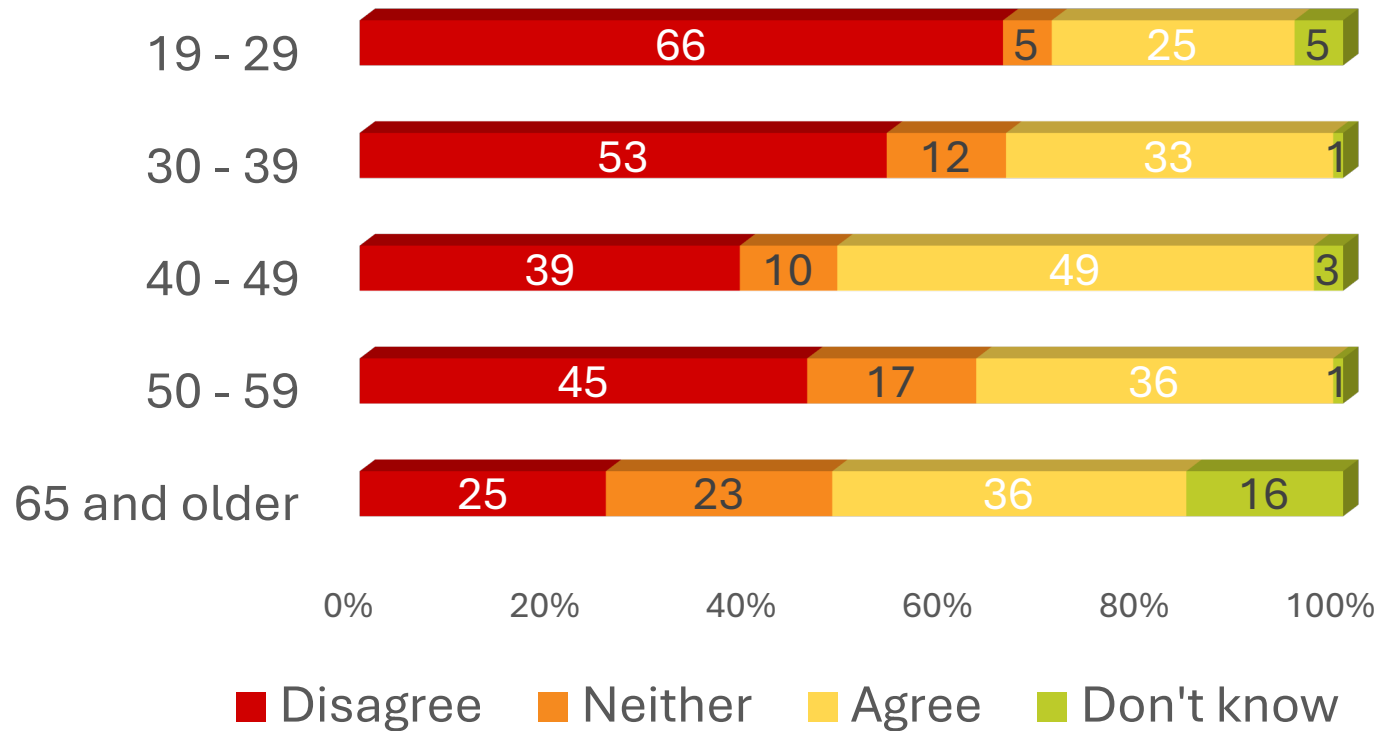
Please rate the extent to which you agree or disagree with the following statements regarding housing in your community.



# Affordability of Housing in Communities by Age

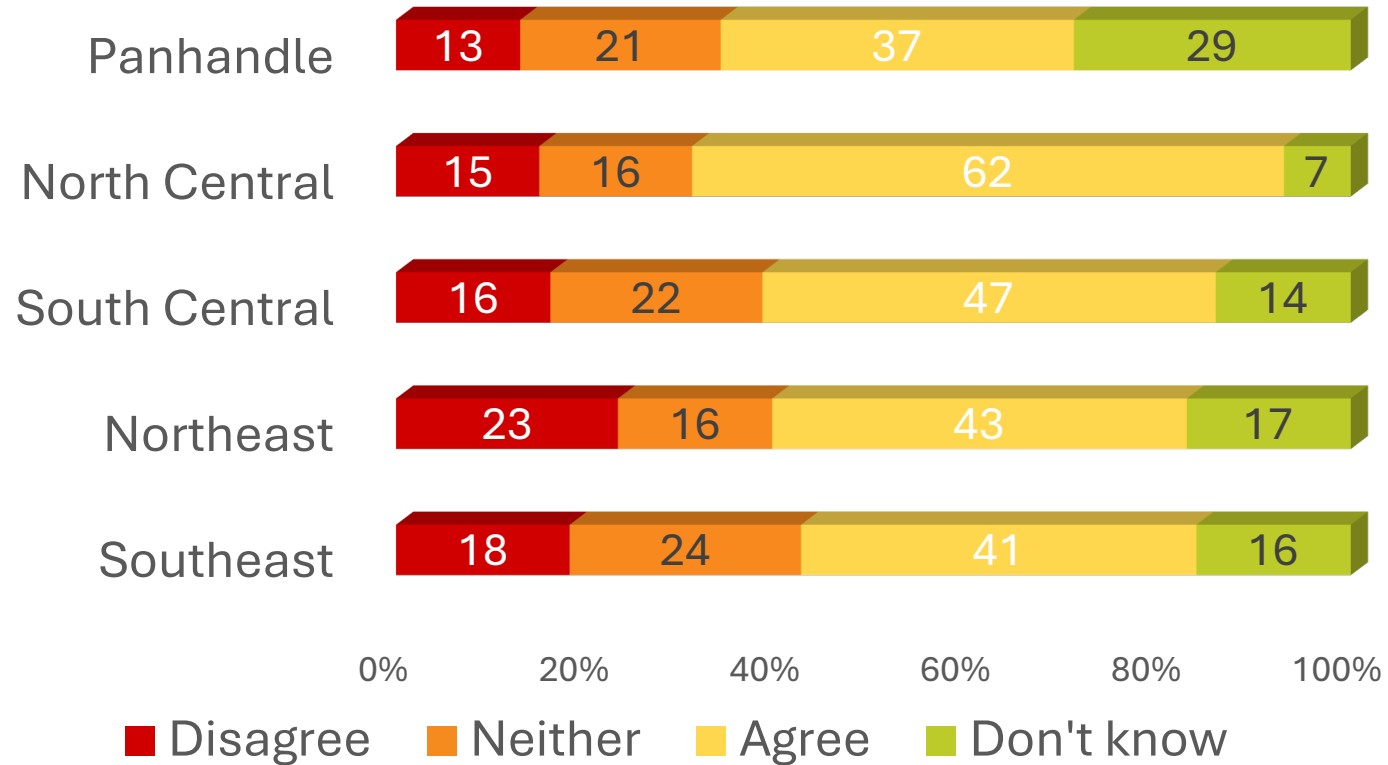


It is affordable for a person working in my profession to purchase a home in my community.



# Impacts of Housing Shortages in Communities by Region

Businesses in my community have problems recruiting workers because of the lack of housing.





# Reactions

**Shannon Harner,  
Executive Director  
Nebraska Investment Finance Authority**



**Sharon Hueftle,  
Executive Director  
South Central Economic Development  
District**



# Resources



<https://allthingsnebraska.unl.edu/nebraska-housing-report/>

HomeNE Learning Network - <https://homene.us/>

NIFA Homebuyers & Renters Programs - <https://www.nifa.org/homebuyers-renters>

NIFA Housing Resources - <https://www.nifa.org/community-engagement/housing-resources>

NIFA/Housing Council Housing Development Toolkit <https://www.nifa.org/housing-framework> (in Pillar 2)

[Infrastructure Hub - NDOT](#) (Should there be an equivalent in housing?)



## **Next Rural Poll Webinar**

**Topic: Community, January 22 at 11 am CT**

**View recordings and register online at:  
[ruralpoll.unl.edu/webinars](http://ruralpoll.unl.edu/webinars)**



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## For the full Rural Poll Report:

