8 HOUSING SURVEY TAKEAWAYS - EMPLOYERS (130 respondents)

70% have had recent issues recruiting & retaining employees

Most Cited Housing Issues
1. Rent: Affordability (75%)
2. Rental Availability (69%)
3. Purchase: Affordability (50%)
4. Rent: Quality (50%)

Top Barriers (Lacking)
1. Quality Candidates (78%)
2. Quality of life/amenities (40%)
3. Upward mobility (39%)
4. Suitable housing (33%)
Schools (lowest)

52% provide no assistance related to housing; 29% provide at least some real estate resources.

Most difficult salary ranges to recruit:
1. $25-50K (64%)
2. $50-75K (34%)
3. $0-25K (28%)

78% said new housing development is "somewhat" (51%) to "extremely" (27%) important to their business

34% have had an employee move further away from work to find appropriate housing

18% failed to recruit/retain an employee due to a lack of housing options

8 HOUSING SURVEY TAKEAWAYS - EMPLOYEES (532 respondents)

55% live within 10 miles of work, only 1% live further than 40 miles

73% said finding suitable housing is "somewhat" (52%) to "very" (21%) difficult to find suitable housing

Top Reasons Live Outside County

1. Housing affordability (44%)
2. Nearby family (26%)
3. Quality of community (24%)
4. Housing quality (23%)

Schools (lowest)

Single family home desired price range:

1. $150-$200K (24%)
2. $100-$150K (22%)

3t. $300-$399K (13%)

3t. $75-$99K (13%)

24% experienced barriers when trying to relocate to Catawba County

Why Leave Catawba?

1. Alternative quality of life (37%)
2. Career opportunity elsewhere (31%)
3. Housing affordability (29%)

33% plan to move in the next 3 years; 11% plan to move outside of the County.

Most Common Barriers

1. Finding suitable housing (65%)
2. Housing quality (61%)
3. Housing affordability (61%)
4. Securing Employment (22%)