

**FACT SHEET
REGIONAL HOUSING DEMAND & CONSUMER SATISFACTION**

Prepared by the Bureau of Business Research & Economic Development
www.livingoak.org

The survey was conducted on June 25 and 26, 2007. A total of 759 calls were completed to a random sample of the households in an eight county region around Bulloch County.¹ In the two day period, a total of 254 surveys were completed for a response rate of 33%. After students were removed, their final sample was 244.

Findings

1. Overview of Sample Respondents

- Of those surveyed 88% owned their home.
- Of the renters, 15% regarded renting as temporary and 39% of renters expect to buy or build a home within the next 2 years. Reasons for buying by rank are:
 - growing family;
 - able to get better quality housing; and,
 - good long-term investment.
- Nine (9) years was the median length of time respondents had lived in the current residence, but 38% had resided in the current residence for 12 or more years.
- Seventy-seven percent (77%) of the structures were stick built homes, 3.5% were modular homes, 15% were mobile home and 1.2% were condominiums.
- Approximately 59% of the homes had 3 bedrooms, but approximately 23% had 4 or more bedrooms.
- Thirty-eight (38%) of respondents lived and worked in the same county, but a full one-third, 33%, did not work in the county in which they lived. The balance, 29%, were not working at the time of the survey.
 - Of those who lived in one county and worked in another, 10% commuted to Bulloch County for work, 23% commuted to Chatham County for work, and 11% commuted outside of the eight

¹The eight counties included: Bulloch; Bryan; Candler; Effingham; Emanuel; Evans; Jenkins; and, Screven.

county region for work.

- The reasons for working in a county other than the county of residence, were lack of available jobs (24%), close to family/friends (15%), price and city/rural community were tied at 7% each. In discussions with respondents, the most common second choice for the reason to live and work in different counties was “close to family/friends.”

2. Overview of the Owners-Only Sample

- Of the owners, 18%, owned more than one residence.
- Forty percent (40%) of the owner-respondents were currently residing in the first home they had purchased and 43% were the first occupier of the home.
- When shopping for their current home, 71% were satisfied with the selection and only 13% said they felt that prices were high compared to the quality of homes on the market at the time they were shopping.
- What was important when shopping?
 - Fifty-eight percent (58%) said that “affordable” was the most important characteristic in a home.
 - On the question of the importance of school quality, there was a tie between not important and very important.
 - On the question of the importance of distance to work, there was also a tie between not important and very important
 - Other findings on the importance of location characteristics, distance to services is important/very important for 48%, environment (city/rural) was important to 80% and close to family/friends was important/very important for 72%.
 - On the question of governmental services, there was an even split between not important and very important. However, local taxes were important/very important to decisions for 46%.

3. Outlook for Housing Demand

- Eleven percent (11%) of owners expect to buy or build in the next 2 years. Of that 11%, 21% expect to buy or build in Bulloch County. Reasons, by rank, for buying/building a new home were:
 - a growing family;
 - making more money now; and,
 - quality is better now.

- Only 12% thought that housing is now more affordable than when they purchased previously and only 6.4% said that housing is a good long-term investment/appreciation.
- Combining the renters and owners who expect to buy or build, there is total of 18% of households in the eight county region that expect to buy or build a home within the next 2 years. With an estimated 78,000 households expected in the region by 2009-2010, that equates to a consumer expectation of purchasing a home or building a home on the order of 14,000 homes.
- Of those that own, 88% of the sample, 43% expect to make home improvements within the next two years. The weighted average expected expenditure on home improvements is up to \$4,900. An estimated 38% of households in the eight county region, almost 30,000 households, each expecting to spend up to \$4,900, which amounts to an estimated \$147.0 million in expected home improvement expenditures in the next two years.