



**TO: Forward Montana**  
**FROM: Change Research**  
**RE: Housing affordability in Montana**

Change Research polled 1,468 likely voters in Montana, including an oversample of voters 18-35, from June 28-July 8, 2024<sup>1</sup> to gauge their opinions and preferences on housing affordability in Montana. Survey results demonstrate that housing is a top issue for young Montanans –even prompting some of them to reconsider whether Montana can remain their home – and is an issue that elicits strong motivation to vote in 2024.

**Housing Is a Top Concern for Young Montanans...** 59% of young Montanans choose “high cost of housing” as a top issue. The next most common selections are “inflation and the rising cost of goods” (49% selected) and “abortion restrictions/bans (36% selected).

**...One That Might Drive Them Out of State.** 40% of young Montanans have considered moving away from Montana in the last year (compared to only 24% of Montanans 36+). When asked what makes them consider moving away, 75% of young Montanans cite lack of affordable housing (42% among voters 36+), 51% cite lack of economic opportunities in Montana (28% among voters 36+), and 39% cite looking for a better cultural fit and a more welcoming atmosphere for LGBTQ people (19% and 13%, respectively, among voters 36+).

**Housing is a galvanizing issue when it comes to the 2024 election.** Voters were asked to indicate how much various issues motivate them to vote this November. Housing affordability is the number one motivating issue for young Montanans of every issue tested. 68% of young Montanans say this motivates them “a great deal,” slightly more than the number who say the economy motivates them “a great deal” (63%). Overall, 90% of young Montanans are either motivated “a great deal” or “a moderate amount” by this issue. Additionally, 70% of young Montanans say it’s “very important” that a candidate for office agrees with their stance on housing affordability (and another 27% say it’s “somewhat” important).

**Young Montanans Embrace Several Solutions to the Housing Crisis.** 76% of young Montanans support allowing apartment buildings to be built in all commercial areas and within walking distance of transit stops. 73% of young Montanans support expanding the availability of starter homes by removing the existing requirement that limits single-family homes only to very large lots. 69% of young Montanans support allowing affordable housing to be built without requiring a special vote of city council or other city boards or commissions.

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<sup>1</sup> Change Research polled 1,468 likely voters, including an oversample of 18-35 year olds, in Montana from June 28-July 8, 2024. The modeled margin of error is 2.9%. Post-stratification was performed on age, gender, race/ethnicity, education, and 2020 presidential vote. You can see a full methodology statement and question wording [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.