

## **UCSB Faculty and Staff Housing Survey**



**Laurel Wilder**  
**Institutional Research**  
**University of California, Santa Barbara**

## **Introduction**

- UCSB is in the process of updating its Long Range Development Plan (<http://www.ucsbvision2025.com>).
- The Chancellor's Advisory Committee for Faculty and Staff Housing commissioned a survey in Spring 2006 to assess the current and future housing needs of UCSB's faculty and staff.
- The survey is part of the University's ongoing effort to develop effective long-range plans and will help will help formulate policies and recommendations that better meet the needs of the UCSB community.

## Background

- Housing is the biggest obstacle to both recruiting and retaining top level faculty and staff.
- UCSB's unique situation: isolated community with limited private sector housing options, high cost of land, etc.
- Other issues: aging workforce, sustainability
- The LRDP, when fully implemented, anticipates providing housing for more than 1,600 faculty and staff members. Currently, the University provides 65 units of faculty housing.

## Purpose

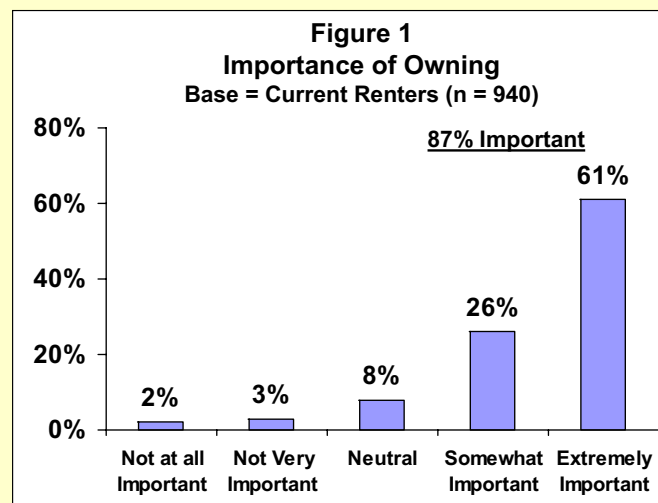
- Describe the current housing situation of UCSB employees
- Gauge UCSB employee's satisfaction with their current housing situation
- Assess employee plans for future housing purchases or moves within the area
- Estimate the demand for and affordability of potential University-provided Faculty and Staff housing options
- Gather information on preferred housing types and amenities
- Update key tracking measures on housing and transportation issues for the LRDP

## Methodology

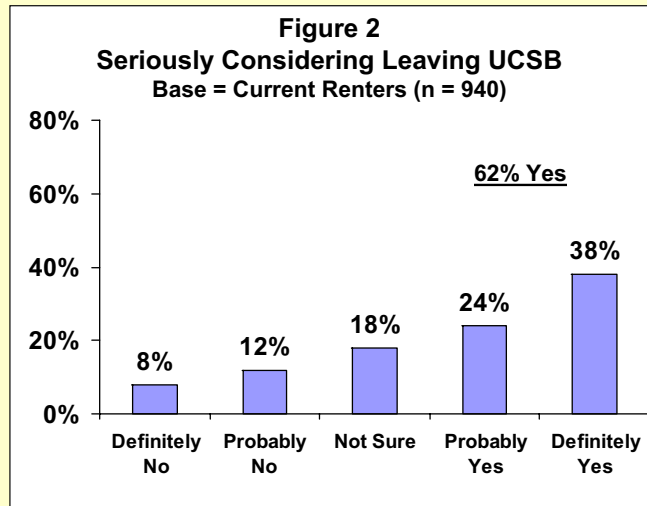
- Email invitations were sent to all UCSB faculty and non-student staff to participate in the survey online, and employees without email addresses received a paper copy of the survey.
- Of the 3,642 employees invited to participate, we received 2,237 completed surveys for a **46% response rate**.
- Response rates for ladder-rank faculty and non-academic staff were very similar, 47% and 48% respectively. The response rate for other academic staff was slightly lower at 36%.

## Results

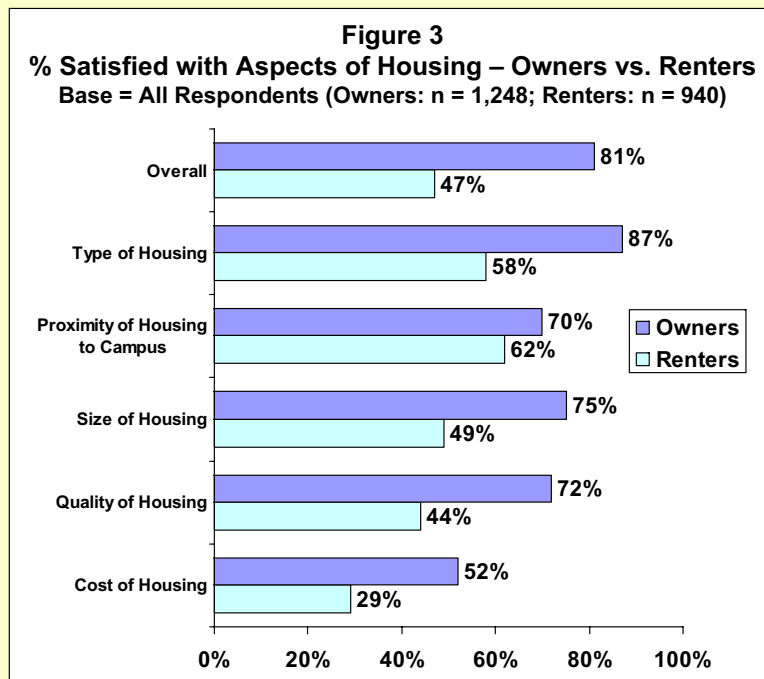
- A large majority of current renters (87%) say that owning their own home is important.



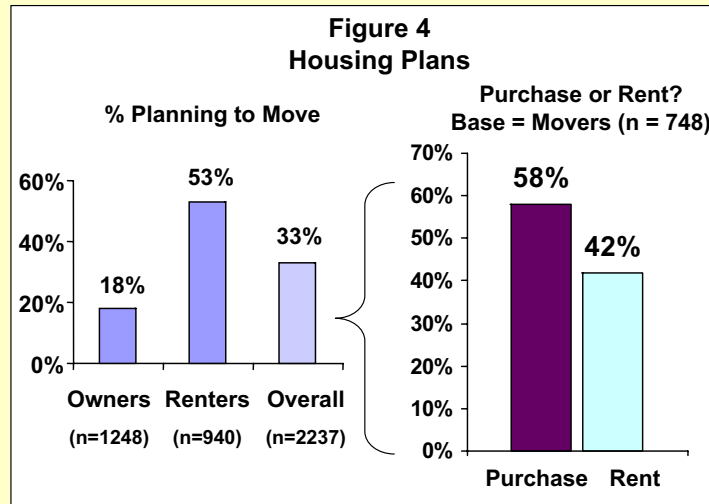
- 62% of current renters say they are seriously considering leaving UCSB if they are unable to buy a home in the area.



- While the majority of employees are satisfied with most aspects of their current housing situation, those who own their homes are more satisfied than renters.



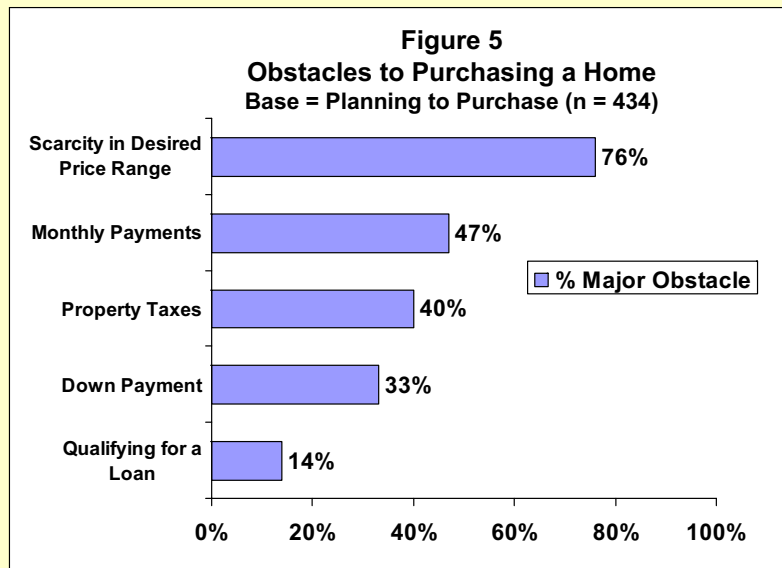
- 58% of those who are currently considering moving plan to purchase their next home.



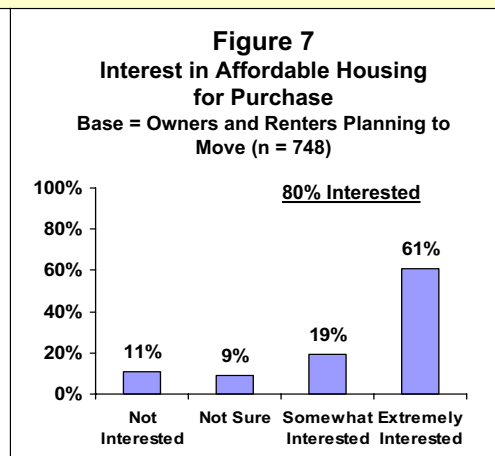
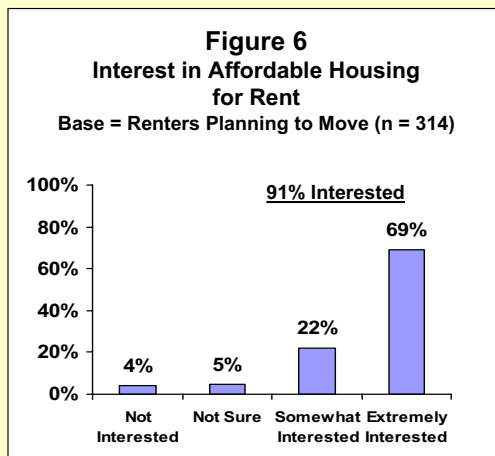
- On average, employees indicate that the largest down payment they can afford is about \$57,500.
- The median home price employees are likely to purchase is \$545,000.
- The maximum average monthly housing cost employees say they can afford is \$2,134.

Table 1 Housing Affordability			
	All Purchasers (n=434)	Current Owners (n=199)	Current Renters (n=222)
Median Down Payment	\$57,576	\$168,182	\$28,167
Median Price of Home	\$545,000	\$762,500	\$437,500
Median Monthly Housing Cost	\$2,134	\$2,409	\$1,936

- The majority (76%) of employees planning to purchase a home say that scarcity of homes in their desired price range is a "major obstacle".



- If UCSB builds and offers affordable housing near campus, a large number of employees express interest in both renting and purchasing this type of housing.
- 91% of current renters who plan to move are interested in renting below-market-rate housing provided by UCSB.
- Eight out of ten (80%) movers are interested in purchasing University-provided housing, where the purchase price and resale price would be below market value.



## Summary

- The survey results confirmed that the availability of affordable housing is indeed a major issue for the recruitment and retention of UCSB faculty and staff.
- We were able to estimate the cost of housing employees might be able to afford.
- The survey indicates there is a significant demand for University-provided housing, both rental and for-purchase options.

## Conclusions

- **Home Ownership** – A large number of employees currently rent their homes (42%). Home ownership is considered important by nearly all who rent their current residence. And yet the lack of availability of affordable homes in the area makes home ownership an unattainable goal for the majority of these employees.
- **Affordability** - The survey data allowed the University to estimate the cost of housing employees might be able to afford, which was instrumental in helping the Faculty & Staff Housing Committee determine the type of housing and the number of units which might be needed in the future. The price range in which employees say they are most likely to purchase a home is far below market value. Therefore, plans have been made to offer a variety of rental and for-purchase housing options that are a predetermined percentage below present market rates.
- **Retention** - Many employees who rent or lease their current residence report that they would seriously consider leaving UCSB if they are not able to purchase a home in the area. The results of the survey have helped keep retention in the forefront of campus housing plans.
- **Demand** - Approximately one-third of current employees are considering moving to a new or different home. Interest in purchasing housing provided by UCSB is very high with 80% of employees currently planning to move interested. There is also a demand for University-provided rental housing. Eight different development areas have been identified by campus planners to provide 3,000-3,800 units of new housing for faculty, staff, and students in the future.