More Than Half of Raleigh-Area Residents Have Considered Moving Because of Housing Costs, New Survey Finds

New survey finds widespread concern about affordability and support for expanding single-family rental housing for Raleigh-area residents

RALEIGH, N.C. – November 12, 2026 – More than half of Raleigh-area residents have considered moving because of housing costs, including one in three who have considered leaving the state, according to a new survey. Yet only one in five knew that Congress recently passed federal legislation, the 21st Century ROAD to Housing Act, to address affordability concerns.

The survey also found support for expanding access to single-family housing, including newly built single-family rental homes. Among the key findings:

- **Affordability pressures are widespread:** 85% of Raleigh-area residents say housing affordability is a serious problem, and 55% have considered moving because of housing costs, including 33% who have considered moving to another state.
- **Essential workers are feeling it:** 67% of respondents say it is hard for teachers, nurses, police officers and firefighters to afford to live in the communities where they work.
- **Residents want housing choices, including access to single-family homes:** 63% believe people should have access to single-family homes whether they rent or own, compared to those who believe they should *only* be available to people to own.
- **More residents support new rental housing than oppose it:** 49% support building more new single-family rental homes, compared with 33% opposed.
- **Renters are feeling affordability pressures:** 67% have considered moving because of housing costs, and 65% support building more new single-family rental homes.

“Housing affordability challenges are affecting communities across the country, and these results underscore the need for more housing options. No single housing type will solve today’s housing shortage. We need more opportunities for homeownership, more rental choices, and a continued focus on expanding supply so families can find housing that meets their needs,” said Adrianne Todman, President and CEO of the National Rental Home Council.

The findings come as North Carolina policymakers continue to weigh housing affordability, following federal action addressing large institutional purchases of existing single-family homes. The 21st Century ROAD to Housing Act limits large institutional investors from purchasing existing single-family homes while protecting investments in preserving and building new housing, including build-to-rent homes.

Despite widespread concern about housing affordability, relatively few Raleigh-area residents are aware of the recent federal action. For instance, only 20% of Raleigh-area residents surveyed knew Congress had already acted to restrict large investment companies from purchasing existing single-family homes.

Asked what state lawmakers should prioritize now that federal action is in place, residents pointed first to expanding affordable housing programs (53%), assistance for first-time homebuyers (46%) and lower

property taxes (46%). Fewer than one in three (30%) chose additional limits on how many homes large investment companies can own.

“In Raleigh, rising housing costs are making it harder for families to afford a home in the communities where they live and work,” said Todman. “As North Carolina lawmakers look toward the 2027 session, there’s an opportunity to keep working families from being priced out as the region grows.”

About the survey

The survey of 600 Raleigh-area residents was conducted via Pollfish in October 2026.