



Rural Housing Coalition of New York

Statewide Survey February 2026

This report summarizes key findings from a new Rural Housing Coalition of New York Statewide Survey, conducted by the Marist Poll. Analysis focuses on opinions of New York adults in general, as well as those of urban, suburban, and rural residents. The survey explores priorities and challenges related to community well-being, state funding priorities, and housing affordability.

Majority of NYS Adults Cite Housing Affordability as Top Local Issue

A majority of New York State adults (59%) rate housing affordability as the top issue impacting the area where they live, followed by crime (18%) and access to healthcare (9%).

Geographic consensus exists, as 61% of urban residents, 60% of suburban residents, and 53% of rural residents are in agreement that housing affordability is the top issue impacting their local community.

Regardless of demographics, including age, race, gender, income, and region of the state, housing affordability is seen as the top issue impacting local areas.

24% of urban residents cite crime as the second top local issue, compared to 14% of suburban residents and 15% of rural residents who report the same.

Plurality of Adults Want Housing to be Top Funding Priority in State Budget

35% of adults statewide believe that policymakers should prioritize funding for housing when planning the state budget. Public safety (25%) and healthcare (23%) follow.

Urban residents (45%) are the most likely geographic group to report that housing should be the top funding priority, compared to 30% of rural residents and 28% of suburban residents who believe the same.

26% of suburban residents believe healthcare should be the top funding priority, as do 29% of rural residents. Among urban residents, the second most cited top priority is public safety (21%).

Limited Housing Supply Cited as Top Factor Impacting Housing Affordability

Nearly half of statewide adults report a limited supply of housing as the leading cause of housing affordability issues in the area where they live. Limited housing supply is believed to be the top factor impacting housing affordability by 52% of urban residents, 50% of suburban residents, and 37% of rural residents. Statewide, zoning or environmental regulations that block housing development is the second most cited cause of housing affordability issues by 15% of residents.

Rural residents (18%) are the most likely geographic group to report housing affordability is not an issue in the area where they live, compared to 13% of suburban residents and 11% of urban residents.

Conclusions

Across New York State, housing affordability clearly emerges as a top concern, regardless of geography.

While a number of factors are viewed as contributing to the issue of housing affordability, pluralities of urban, suburban, and rural residents cite a limited supply of housing as the main factor contributing to the affordability issue.

Despite notable proportions of adults wanting to see public safety (25%) and healthcare (23%) as top funding priorities for the state budget, housing (35%) tops the list of funding priorities among adults statewide.

Methodology: Rural Housing Coalition of New York Survey of 1,552 Adults

This Rural Housing Coalition of New York State survey of 1,552 adults was conducted February 16th through February 19th, 2026, by the Marist Poll. Adults 18 years of age and older residing in New York State were contacted through a multi-mode design: By phone using live interviewers (327), by text (681), or online (544). All potential respondents were screened for age and residence (confirming New York State). The telephone sample was randomly selected from a stratified dual frame of landline and cell phone telephone numbers in New York State. Phone samples were obtained from Dynata. For telephone surveys completed with live interviewers, household sampling was done by asking for the youngest male. The online sample was randomly selected from aggregated online panels by Cint. In online surveys, two attention check questions were asked that required the respondent to follow explicit directions. If respondents fail any data quality attention check question, these interviews conducted online are excluded from the sample and final analysis. Coding of any open-ended responses was done by a single human coder. Survey questions for all modes of data collection were available in English or Spanish. To ensure representativeness, data was balanced to match current estimates for the adult population by region, age, gender, education, income, and race/ethnicity using the U.S. Census Bureau's American Community Survey (ACS).

Results for all adults (n= 1,552) are statistically significant within ± 3.2 percentage points. Results for registered voters (n=1,442) are statistically significant within ± 3.3 percentage points. Margins of error for subgroups are available upon request. The design effect for this survey is 1.6 which has been incorporated in the calculation of all reported margins of error. Research limitations can come from many potential sources, and there may be unmeasured factors in this or any other public opinion poll.

Questions asked in this survey with the wording, results, and cross tabulations are included in this packet. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that, although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The Marist Poll is an educational program in public opinion research and funded by Marist University.

Rural Housing Coalition of NY Statewide Survey

		Nature of the Sample	
		NYS Adults	
		Column %	
NYS Adults		100%	
Region	New York City	41%	
	Suburbs	20%	
	Upstate	38%	
Gender	Men	48%	
	Women	52%	
Age	Under 45	45%	
	45 or older	55%	
Age	18 to 29	20%	
	30 to 44	25%	
	45 to 59	24%	
	60 or older	30%	
Race/Ethnicity	White	57%	
	Black	14%	
	Latino	16%	
	Other	12%	
Household Income	Less than \$50,000	31%	
	\$50,000 or more	69%	
Education	Not college graduate	58%	
	College graduate	42%	
Area Description	Urban	42%	
	Suburban	42%	
	Rural	17%	
NYS Registered Voters		93%	
Party Registration	Democrat	45%	
	Republican	25%	
	Non-enrolled	26%	
	Other	4%	

Conducted by the Marist Poll. New York State Adults n=1,552 MoE +/- 3.2%
Interviews conducted February 16th through February 19th, 2026.

How to Read Banners

'Banners' are a simple way to display tabular data. The following provides an explanation of how to read the banners.

1. Thinking of the entire table as a grid of cells, each cell contains a number. This number gives the *percentage* of respondents in a column in each cell.
2. Columns read vertically down the page.
3. The table headings present the people or subgroup each column represents. They are each noted with a letter.
4. The remaining rows present the column percentages for each valid response category to a question.
5. The banners include notations for statistical significance testing between columns. Each column is labeled with letters. If a capital letter is below a percent, it notes that this percent is statistically different at the 95% confidence level from the percent of the lettered column. If a lowercase letter is below a percent, it notes this percent is statistically different at the 90% confidence level from the percent of the lettered column. For example, in the table below, the 24% in column B is statistically different from the 14% in column C and the 15% in column D at a 95% confidence level. Urban NYS residents are statistically more likely to report that crime is the number one issue facing the area where they live, than are suburban and rural residents.
6. Please note totals may not add to 100% due to rounding.

		Area Description			
		NYS Adults (A) Column %	Urban (B) Column %	Suburban (C) Column %	Rural (D) Column %
Rural Housing Coalition of New York Statewide Survey Conducted by the Marist Poll New York State Adults n=1,552 MoE +/- 3.2% Interviews conducted February 16th through February 19th, 2026. Weight Variable = WTFACTOR, Confidence Level = 95%(Upper Case),90%(Lower Case)	From this list, which of the following is the number one issue impacting the area where you live:				
	Crime	18%	24% CD	14%	15%
	Housing affordability	59%	61% D	60% d	53%
	Access to healthcare	9%	6%	10% B	14% B
	Climate change	6%	4%	7% B	6%
	Quality of public schools	7%	5%	9% B	10% B
Vol: Unsure	0%	0%	0%	2% BC	

Rural Housing Coalition of New York Statewide Survey

Conducted by the Marist Poll

New York State Adults n=1,552 MoE +/- 3.2%

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	NYS Adults (A) Column %	Area Description			Region			
		Urban (B) Column %	Suburban (C) Column %	Rural (D) Column %	New York City (E) Column %	Suburbs (F) Column %	Upstate (G) Column %	
From this list, which of the following is the number one issue impacting the area where you live:	Crime	18%	24% CD	14%	15%	24% FG	10%	16% F
	Housing affordability	59%	61% D	60% d	53%	62% G	67% G	52%
	Access to healthcare	9%	6%	10% B	14% B	6%	8%	13% EF
	Climate change	6%	4%	7% B	6%	4%	6%	8% E
	Quality of public schools	7%	5%	9% B	10% B	4%	8% E	10% E
	Vol: Unsure	0%	0%	0%	2% BC	0%	0%	1%
	Vol: Unsure	0%	0%	0%	0%	0%	0%	0%
From this list, when planning the state budget, which area do you think policymakers should prioritize funding for most:	Environment	5%	6%	6%	4%	4%	5%	7% e
	Healthcare	23%	19%	26% B	29% B	19%	23%	28% E
	Education	12%	10%	13% B	12%	8%	14% E	14% E
	Housing	35%	45% CD	28%	30%	43% FG	33% g	27%
	Public safety	25%	21%	28% B	24%	25%	26%	23%
	Vol: Unsure	0%	0%	0%	1%	0%	0%	0%
	Vol: Unsure	0%	0%	0%	0%	0%	0%	0%
From this list, which of the following has most impacted housing affordability in the area where you live:	Limited supply of housing	48%	52% D	50% D	37%	48% g	59% EG	43%
	A high number of short-term rentals, such as Airbnbs, affecting housing supply for permanent residents	13%	14% C	10%	15% C	15% F	8%	13% F
	Zoning or environmental regulations that block housing development	15%	14%	14%	17%	15%	13%	16%
	Lack of infrastructure, such as water, sewer, and roads, to support housing development	10%	8%	12% B	11%	10%	12%	9%
	Or, Housing affordability is not an issue in the area where you live	13%	11%	13%	18% BC	11% F	6%	18% EF
	Vol: Unsure	2%	1%	1%	2%	2%	2%	1%
	Vol: Unsure	0%	0%	0%	0%	0%	0%	0%

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	NYS Adults (A) Column %	Gender		Age		Age						
		Men (H) Column %	Women (I) Column %	Under 45 (J) Column %	45 or older (K) Column %	18 to 29 (L) Column %	30 to 44 (M) Column %	45 to 59 (N) Column %	60 or older (O) Column %			
		From this list, which of the following is the number one issue impacting the area where you live:	Crime	18%	18%	18%	20%	17%	21% o	19%	17%	17%
		Housing affordability	59%	57%	61%	63% K	56%	65% O	62% O	63% O	50%	
Access to healthcare	9%	10%	9%	5%	12% J	4%	6%	8% L	16% LMN			
Climate change	6%	6%	6%	6%	6%	6% N	6% N	2%	9% N			
Quality of public schools	7%	9% I	6%	6%	8% j	4%	8% L	10% L	7% L			
Vol: Unsure	0%	1%	0%	0%	1% J	0%	0%	0%	2% LMN			
From this list, when planning the state budget, which area do you think policymakers should prioritize funding for most:	Environment	5%	5%	6%	5%	5%	4%	6%	4%	7% N		
Healthcare	23%	21%	26% H	19%	27% J	18%	20%	23%	30% LMN			
Education	12%	12%	12%	10%	13% j	10%	10%	13%	13%			
Housing	35%	35%	35%	42% K	28%	44% NO	41% NO	33% O	25%			
Public safety	25%	27% I	22%	23%	26%	24%	23%	28% m	24%			
Vol: Unsure	0%	0%	0%	0%	0%	0%	0%	0%	1%			
From this list, which of the following has most impacted housing affordability in the area where you live:	Limited supply of housing	48%	48%	49%	44%	52% J	35%	51% L	52% L	53% L		
A high number of short-term rentals, such as Airbnbs, affecting housing supply for permanent residents	13%	11%	15% H	18% K	8%	21% MNO	15% O	11% O	7%			
Zoning or environmental regulations that block housing development	15%	18% I	11%	18% K	12%	21% MNO	15% o	13%	11%			
Lack of infrastructure, such as water, sewer, and roads, to support housing development	10%	9%	11%	11%	9%	12% o	10%	10%	8%			
Or, Housing affordability is not an issue in the area where you live	13%	13%	13%	10%	15% J	10%	9%	13%	17% LMn			
Vol: Unsure	2%	1%	2%	0%	3% J	0%	0%	2% LM	4% LMn			

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	NYS Adults (A) Column %	Household Income		Education		Race/Ethnicity			
		Less than \$50,000 (P) Column %	\$50,000 or more (Q) Column %	Not college graduate (R) Column %	College graduate (S) Column %	White (T) Column %	Black (U) Column %	Latino (V) Column %	
From this list, which of the following is the number one issue impacting the area where you live:	Crime	18%	20%	17%	22% S	13%	15%	20% t	23% T
	Housing affordability	59%	62%	58%	61% s	57%	57%	64% t	61%
	Access to healthcare	9%	7%	10% p	7%	11% R	12% UV	2%	7% U
	Climate change	6%	7%	5%	5%	7% r	7% V	8% V	3%
	Quality of public schools	7%	2%	9% P	4%	11% R	9% uV	5%	4%
	Vol: Unsure	0%	1% Q	0%	1%	0%	1%	0%	1%
	From this list, when planning the state budget, which area do you think policymakers should prioritize funding for most:	Environment	5%	6%	5%	4%	7% R	7%	4%
Healthcare		23%	25%	23%	23%	23%	26% U	19%	22%
Education		12%	9%	13% P	10%	14% R	13%	10%	10%
Housing		35%	43% Q	32%	39% S	30%	27%	54% Tv	46% T
Public safety		25%	17%	28% P	24%	26%	27% UV	13%	18%
Vol: Unsure		0%	0%	0%	0%	0%	0%	0%	0%
From this list, which of the following has most impacted housing affordability in the area where you live:		Limited supply of housing	48%	42%	51% P	44%	54% R	48%	47%
	A high number of short-term rentals, such as Airbnbs, affecting housing supply for permanent residents	13%	19% Q	10%	14%	11%	10%	16% T	19% T
	Zoning or environmental regulations that block housing development	15%	12%	16% P	15%	15%	15%	15%	13%
	Lack of infrastructure, such as water, sewer, and roads, to support housing development	10%	10%	10%	12% S	7%	9%	11%	9%
	Or, Housing affordability is not an issue in the area where you live	13%	15% q	12%	15% S	10%	15%	12%	13%
	Vol: Unsure	2%	2%	1%	1%	2%	2% UV	0%	0%

Banners of Registered Voters

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New York State Registered Voters n=1,442 MoE +/- 3.3%
 Interviews conducted February 16th through February 19th, 2026.

	NYS Registered Voters (A) Column %	Party Registration			Area Description			
		Democrat (B) Column %	Republican (C) Column %	Non-enrolled (D) Column %	Urban (E) Column %	Suburban (F) Column %	Rural (G) Column %	
From this list, which of the following is the number one issue impacting the area where you live:	Crime	17%	11%	21% B	20% B	25% FG	12%	14%
	Housing affordability	59%	63% D	58%	56%	59%	60% g	54%
	Access to healthcare	10%	11%	8%	9%	6%	11% E	14% E
	Climate change	6%	10% CD	1%	4% C	5%	7%	6%
	Quality of public schools	8%	5%	10% B	11% B	5%	9% E	11% E
	Vol: Unsure	1%	0%	1%	0%	0%	0%	2% EF
	From this list, when planning the state budget, which area do you think policymakers should prioritize funding for most:	Environment	5%	7% C	2%	7% C	7%	5%
Healthcare		25%	29% CD	21%	21%	20%	26% E	30% E
Education		12%	14%	12%	12%	10%	14% E	12%
Housing		32%	36% C	25%	34% C	42% FG	27%	28%
Public safety		25%	14%	40% BD	26% B	21%	27% E	25%
Vol: Unsure		0%	0%	0%	0%	0%	0%	1%

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New York State Registered Voters n=1,442 MoE +/- 3.3%
 Interviews conducted February 16th through February 19th, 2026.

	NYS Registered Voters (A) Column %	Party Registration			Area Description			
		Democrat (B) Column %	Republican (C) Column %	Non-enrolled (D) Column %	Urban (E) Column %	Suburban (F) Column %	Rural (G) Column %	
From this list, which of the following has most impacted housing affordability in the area where you live:	Limited supply of housing	49%	54% C	38%	50% C	51% G	51% G	38%
	A high number of short-term rentals, such as Airbnbs, affecting housing supply for permanent residents	12%	13%	11%	10%	14% F	10%	14%
	Zoning or environmental regulations that block housing development	15%	12%	21% B	18% B	15%	14%	19% f
	Lack of infrastructure, such as water, sewer, and roads, to support housing development	10%	10%	9%	11%	9%	11%	9%
	Or, Housing affordability is not an issue in the area where you live	12%	10%	18% BD	10%	9%	13% e	18% EF
	Vol: Unsure	2%	1%	2% b	2%	1%	1%	2%