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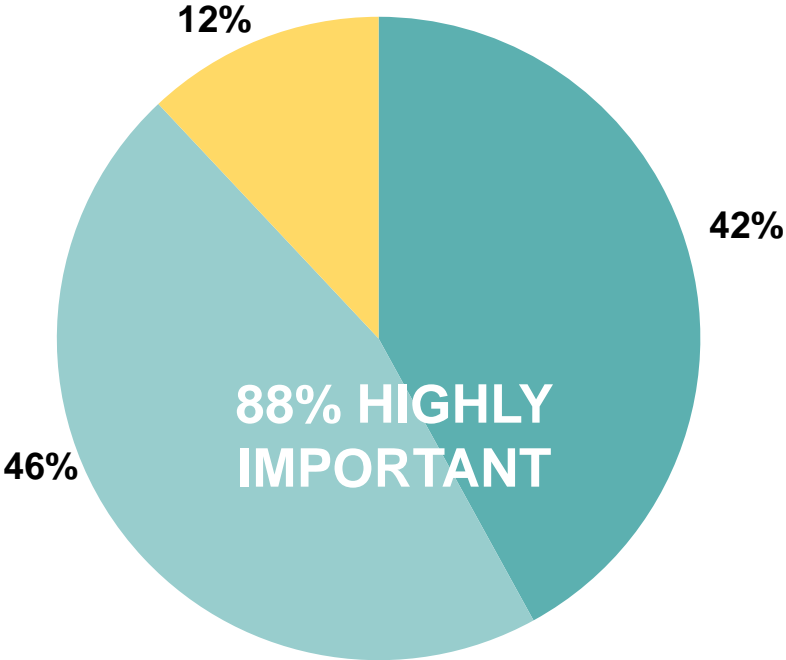
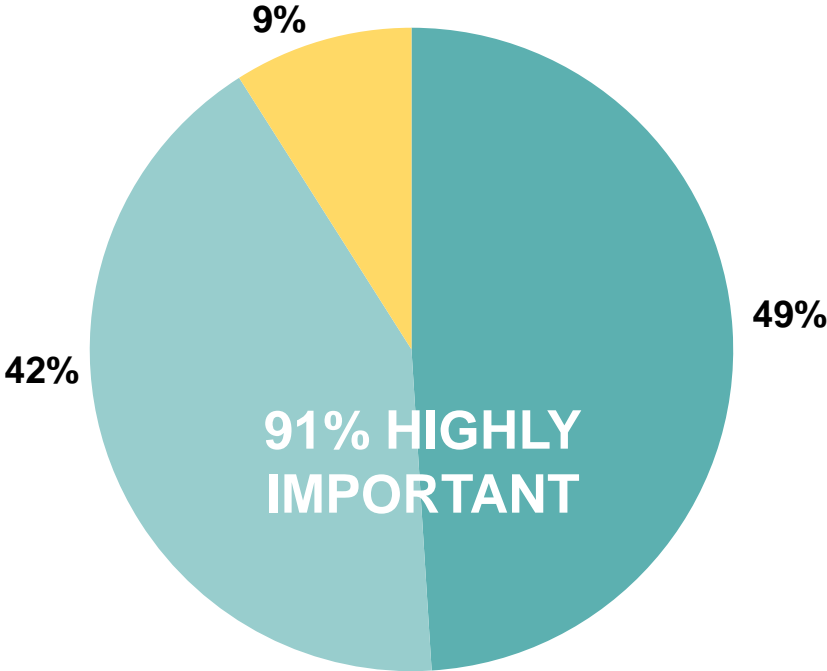
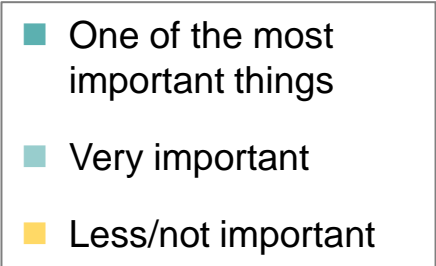
The Need for Action on Housing Affordability

*Key findings from an online national survey of 1,201 adults
conducted on behalf of Opportunity Starts at Home
Field period: February 25 to March 4, 2019*

Stable affordable housing is viewed as critical to security and well-being and to people’s ability to achieve a middle-class life.

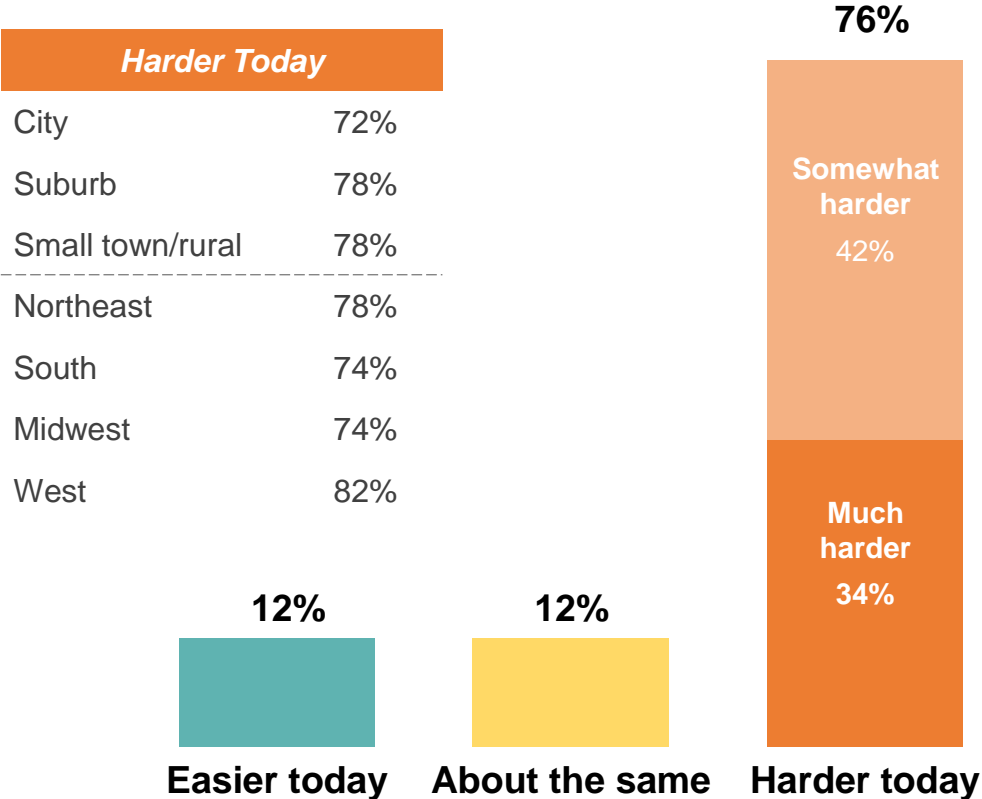
Importance of stable affordable housing to PEOPLE’S SECURITY AND WELL-BEING

Importance of stable affordable housing to PEOPLE’S ABILITY TO ACHIEVE SECURE MIDDLE-CLASS LIFE



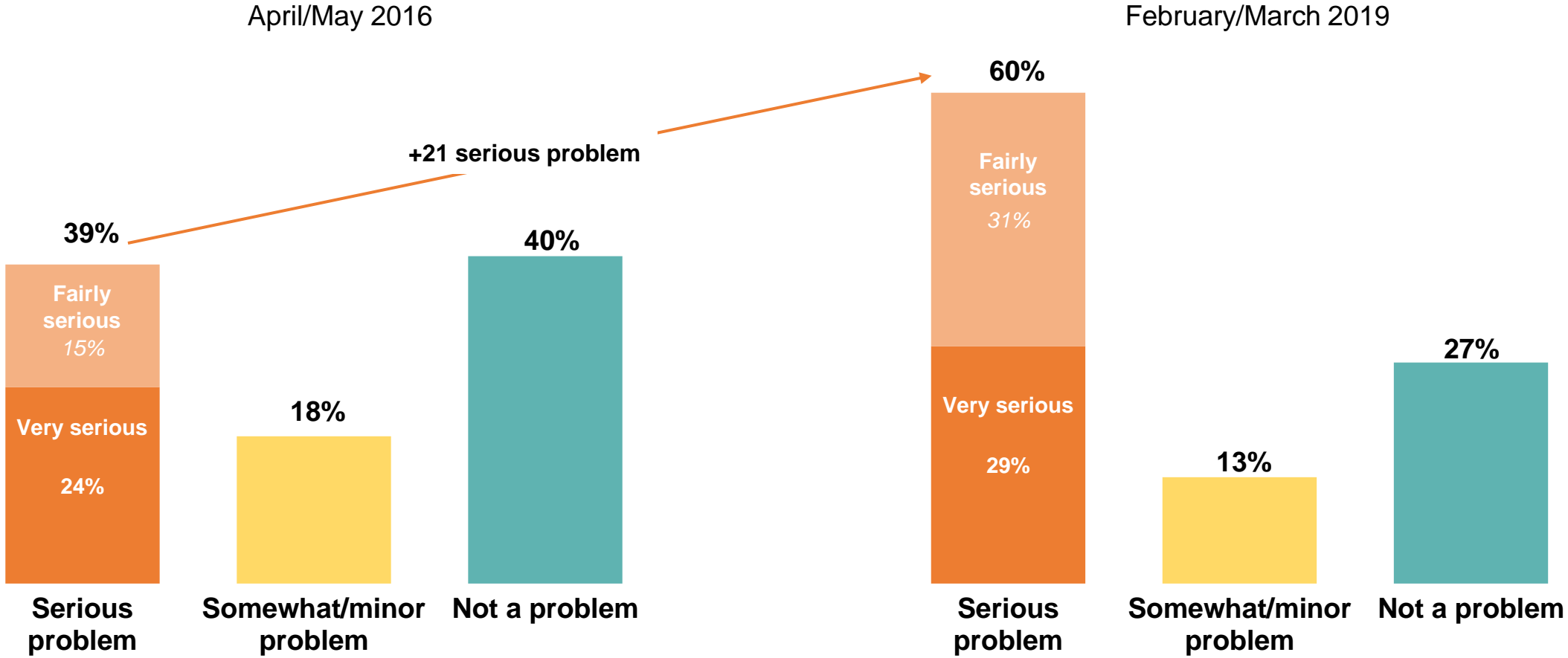
The vast majority believe it is getting harder to find stable affordable housing compared with previous generations.

Compared with previous generations, is it easier or harder today for people to find stable housing they can afford?



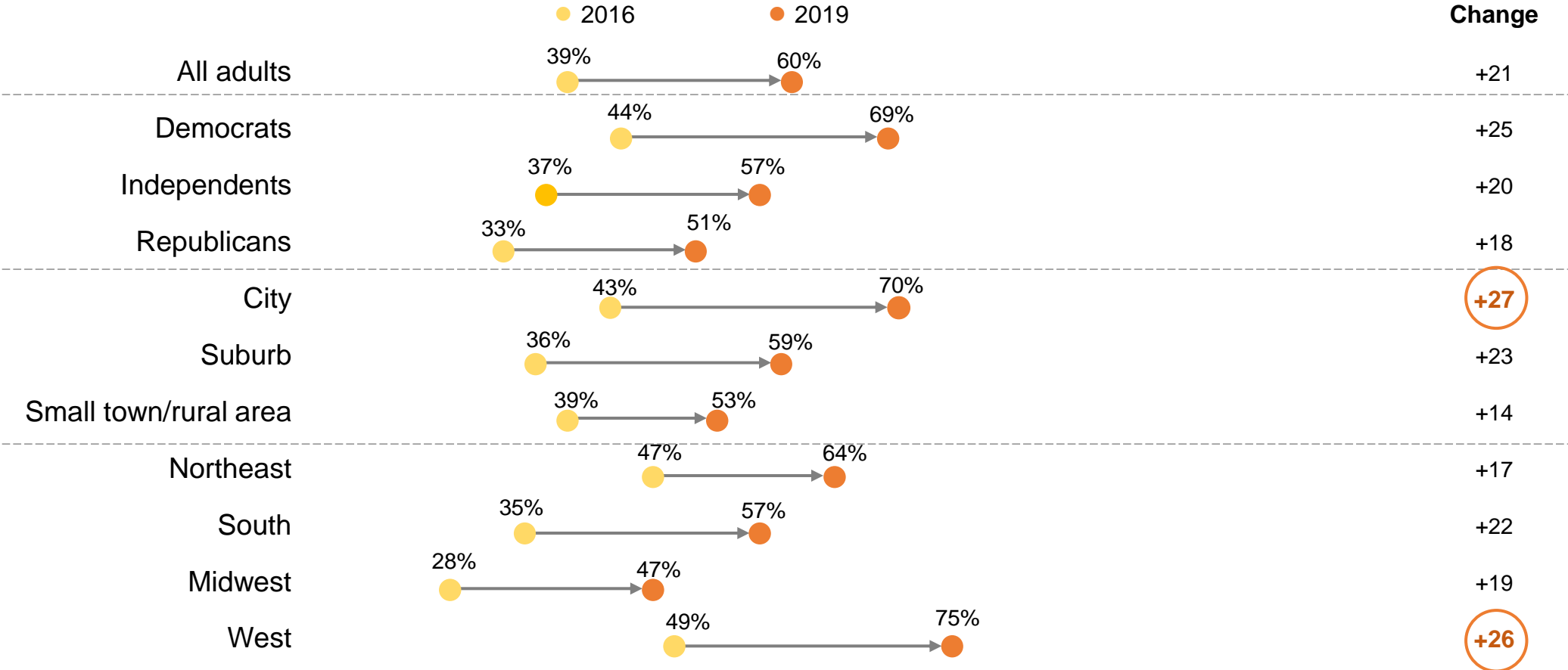
Six in 10 say that housing affordability is a serious problem in the area where they live, a significant increase since 2016.

Is housing affordability a problem in the area where you live?



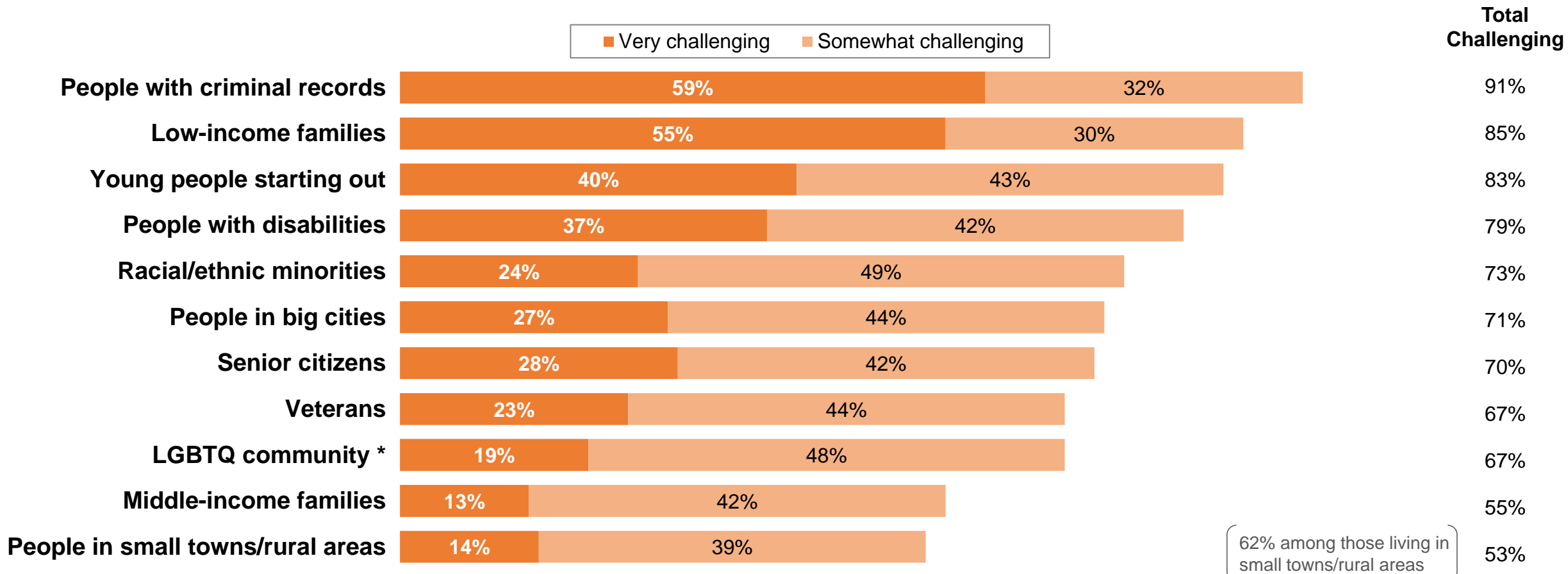
The public's concern about housing affordability in their local area has increased across types of community, regions of the country, and the political spectrum.

Proportions saying housing affordability is a serious problem



The public believes finding affordable housing is a challenge that affects many types of people.

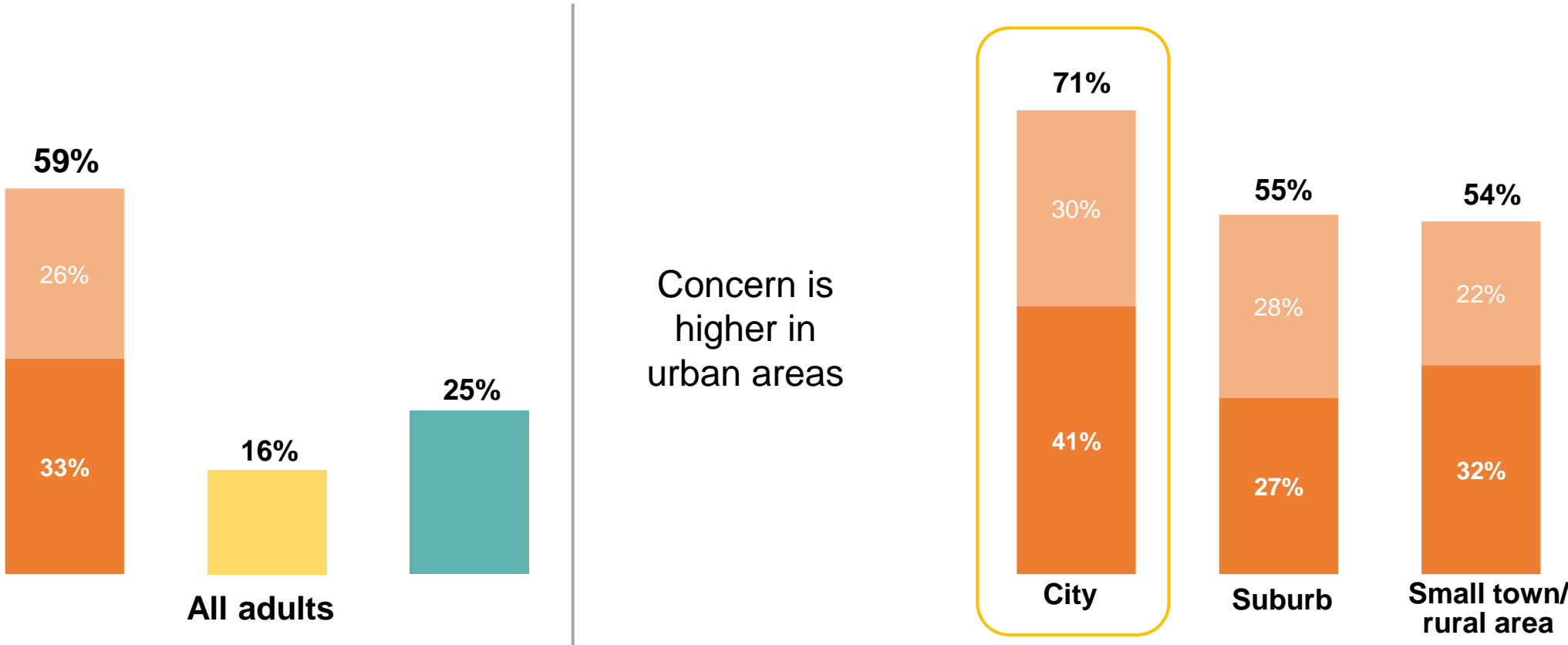
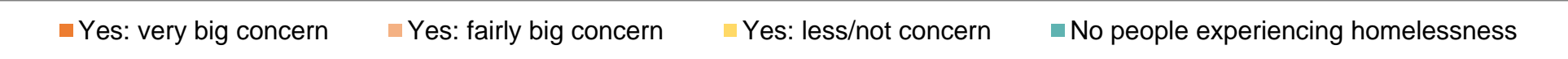
Proportions saying it is challenging for each group to find stable housing they can afford



* Listed in question as lesbian, gay, bisexual, transgender, and queer

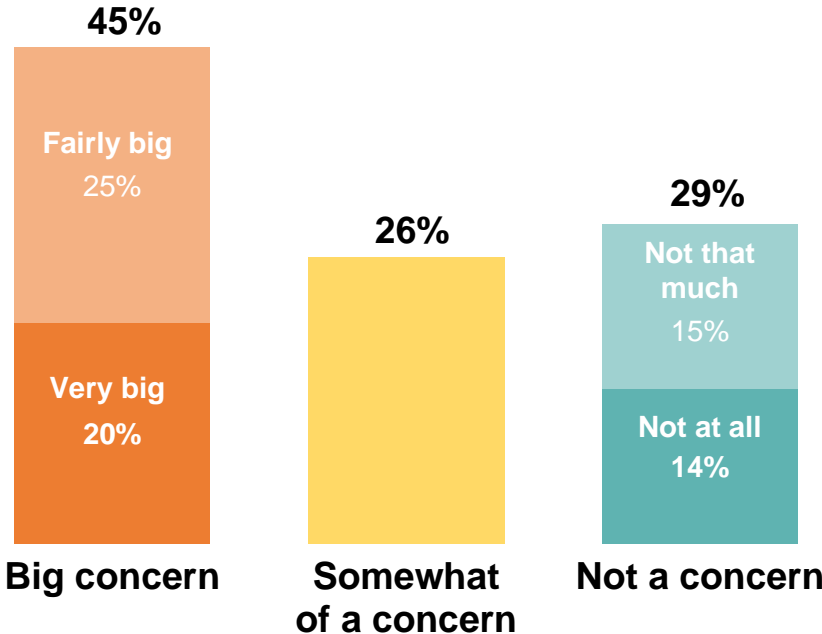
Three in four acknowledge that people are experiencing homelessness where they live, and the vast majority say it is a big concern.

Are there any people experiencing homelessness in and around the area where you live?



Significant proportions express concern about the amount they pay for housing.

Is the amount you pay for housing—monthly mortgage payment or rent—a concern?



Very/Fairly Big Concern			
Women	45%	Parents	53%
Men	44%	Renters	58%
Age 18 to 34	51%	Owners	38%
Age 35 to 49	56%	City	51%
Age 50 to 64	41%	Suburb	39%
Age 65/older	25%	Small town/rural	43%
High school grad/less	45%	Northeast	47%
Some college	49%	South	47%
College grads	42%	Midwest	38%
Postgrad ed	35%	West	44%
Whites	39%	Spend on housing:	
African Americans	60%	Less than 30%	29%
Hispanics	54%	31% to 40%	56%
		More than 40%	75%

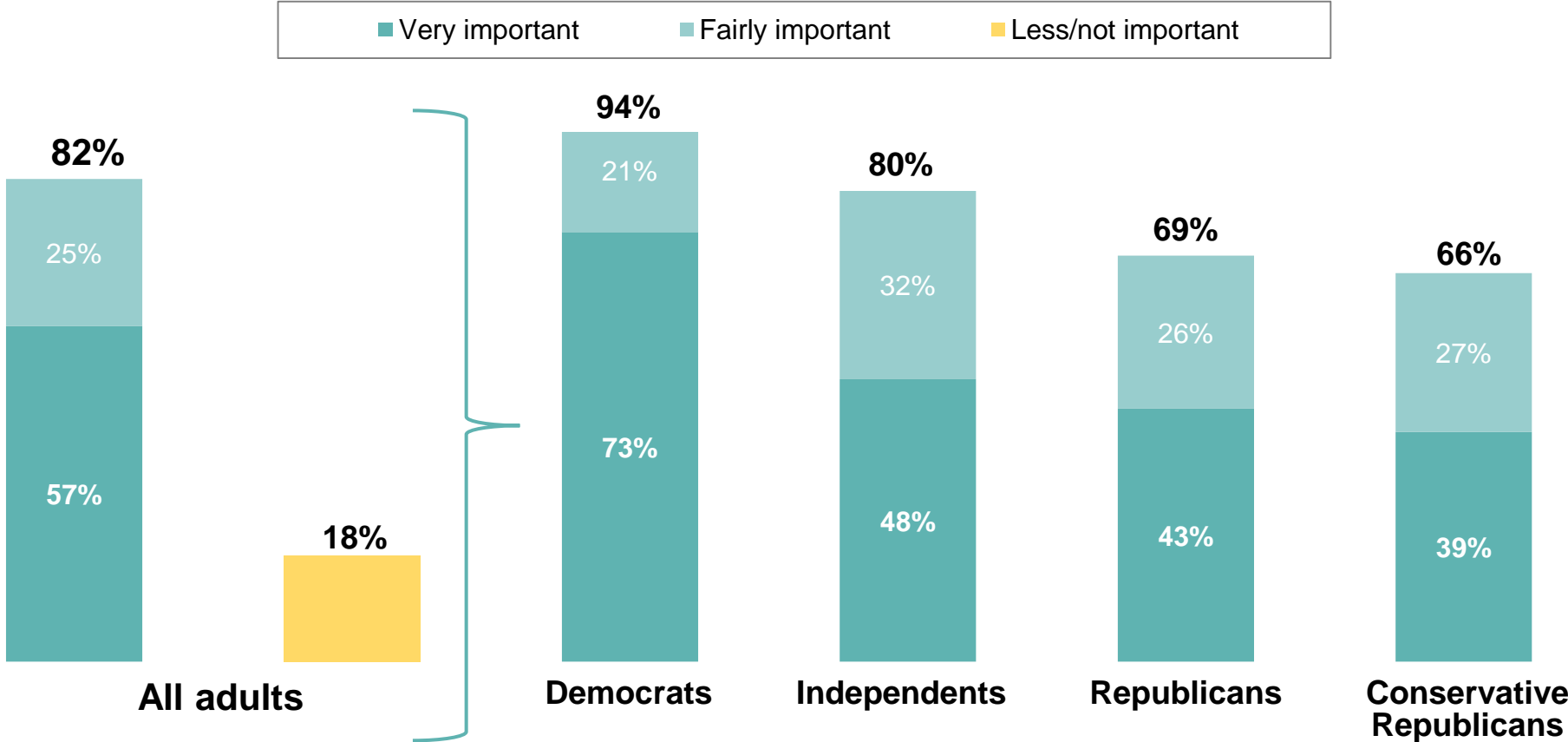


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GOVERNMENT'S ROLE IN ADDRESSING HOUSING CHALLENGES

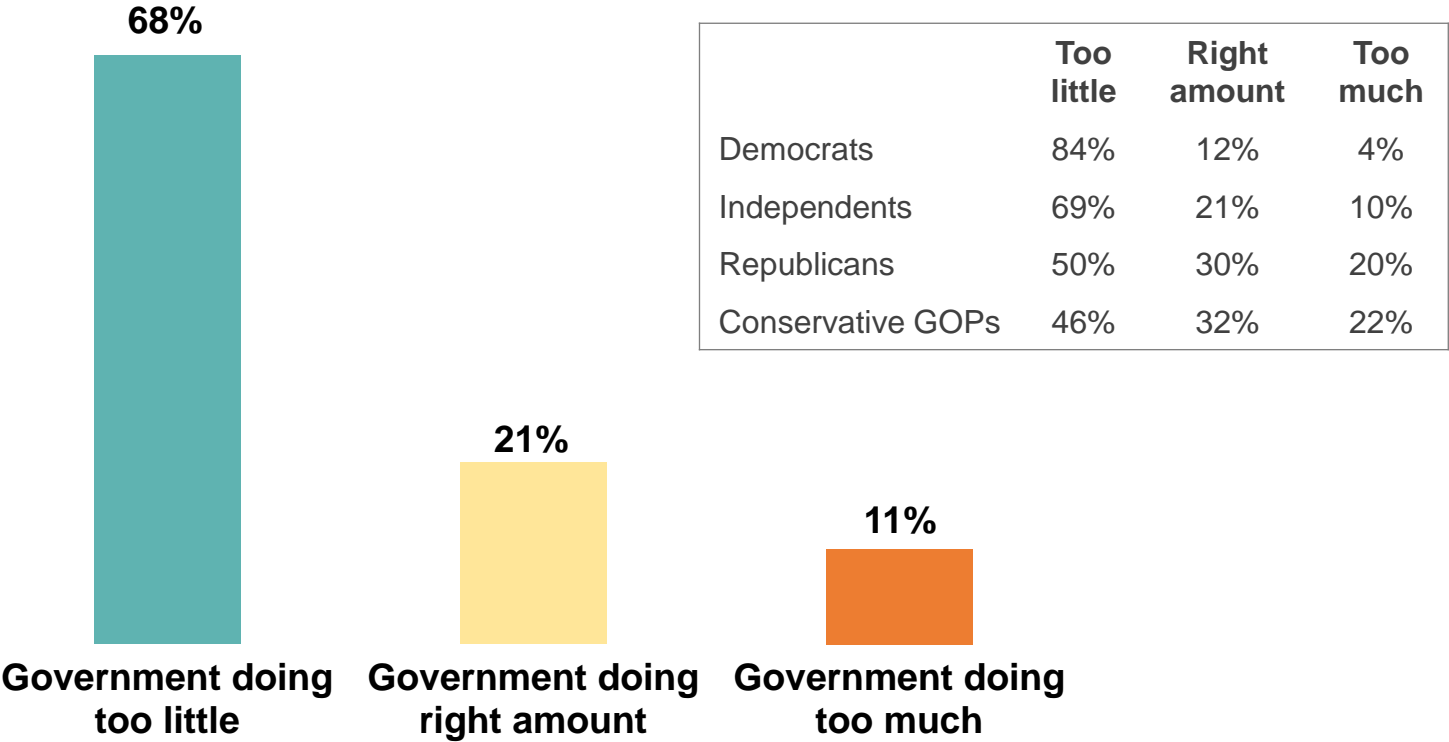
More than eight in 10 say it is important for their elected leaders to address housing affordability issues, and this urgency spans the political spectrum.

How important do you think it is for your elected leaders to address problems related to housing affordability and people's ability to buy or rent housing that meets their needs?



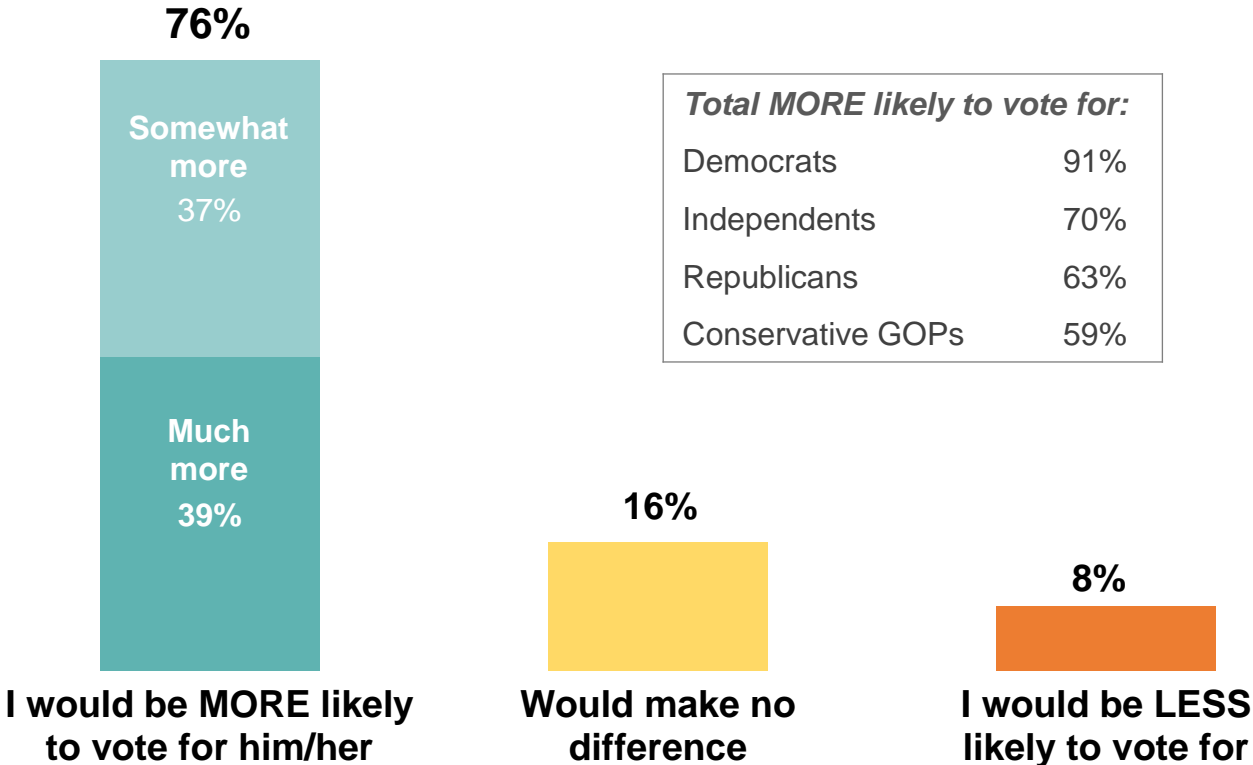
Most think government is not doing enough to ensure that there is enough affordable housing.

Government's level of involvement in making sure there are enough affordable places for people to live

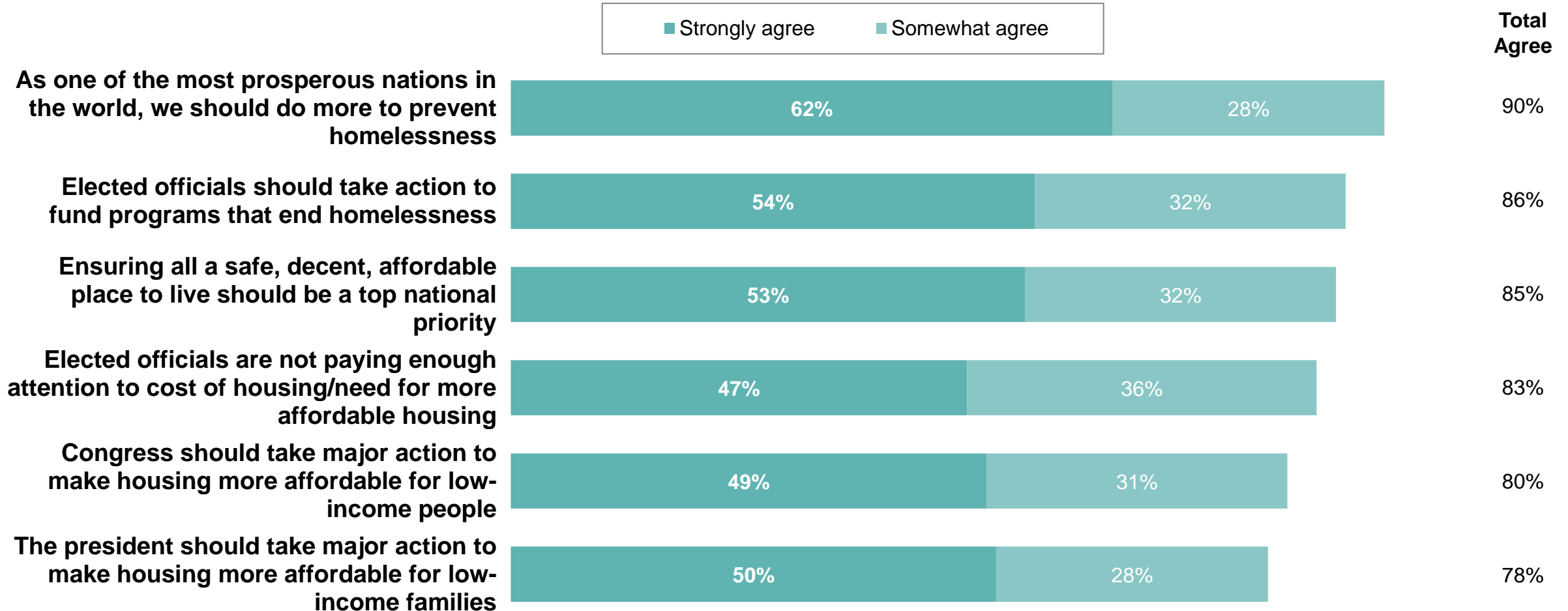


Three in four are more likely to vote for a candidate who has a detailed plan to make housing more affordable.

Suppose a candidate running for office in your state had a detailed plan for making housing more affordable:

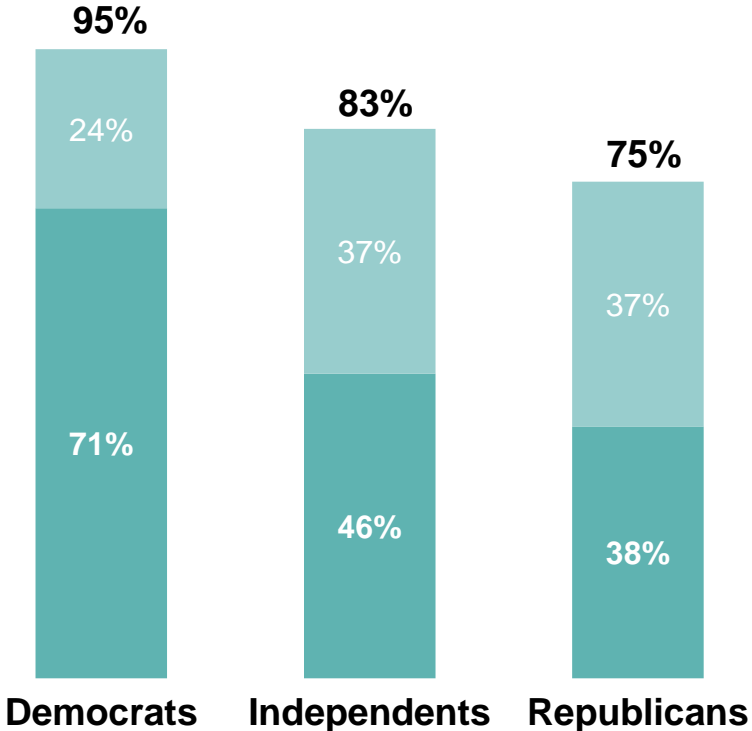


The public supports many different expressions of the goal when it comes to addressing affordable housing challenges.



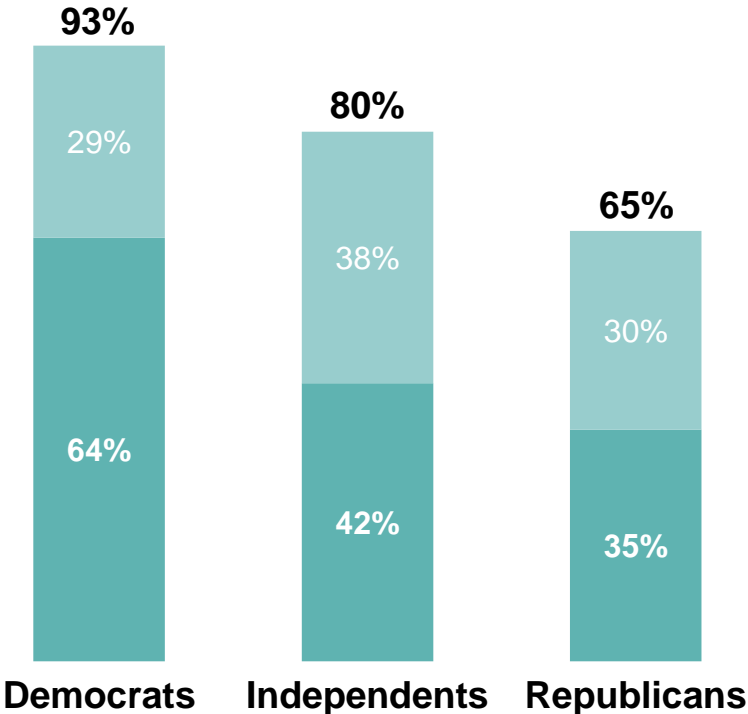
Democrats, independents, and Republicans want their elected officials to take action on housing.

Elected officials should take action to fund programs that end homelessness

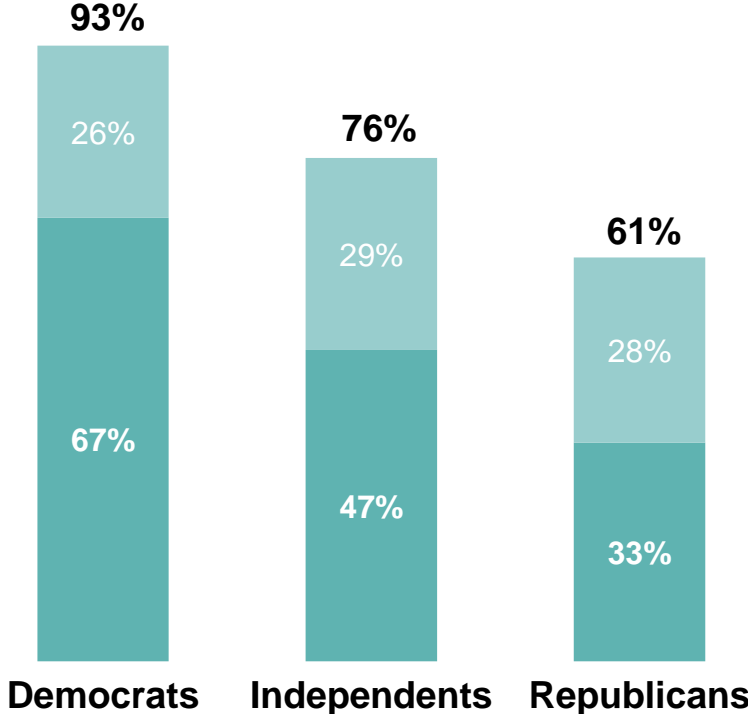


Congress should take major action to make housing more affordable for low-income people

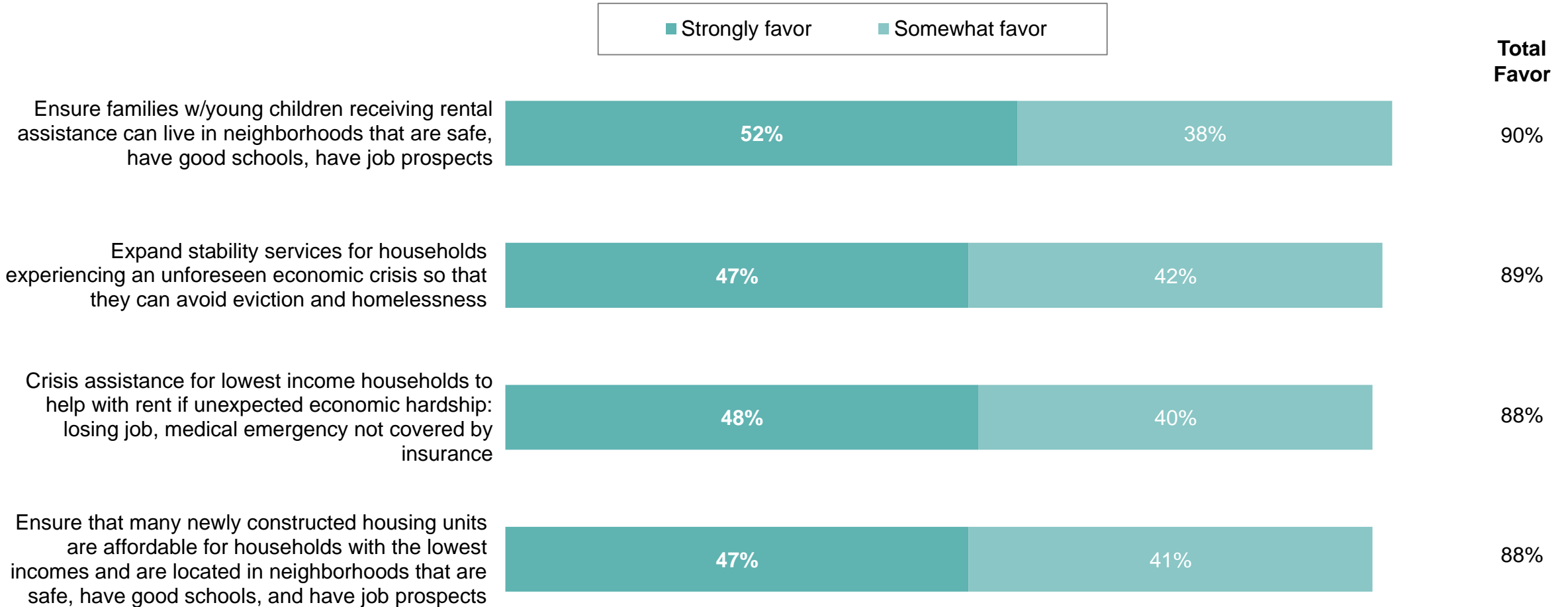
■ Strongly agree ■ Somewhat agree



The president should take major action to make housing more affordable for low-income families

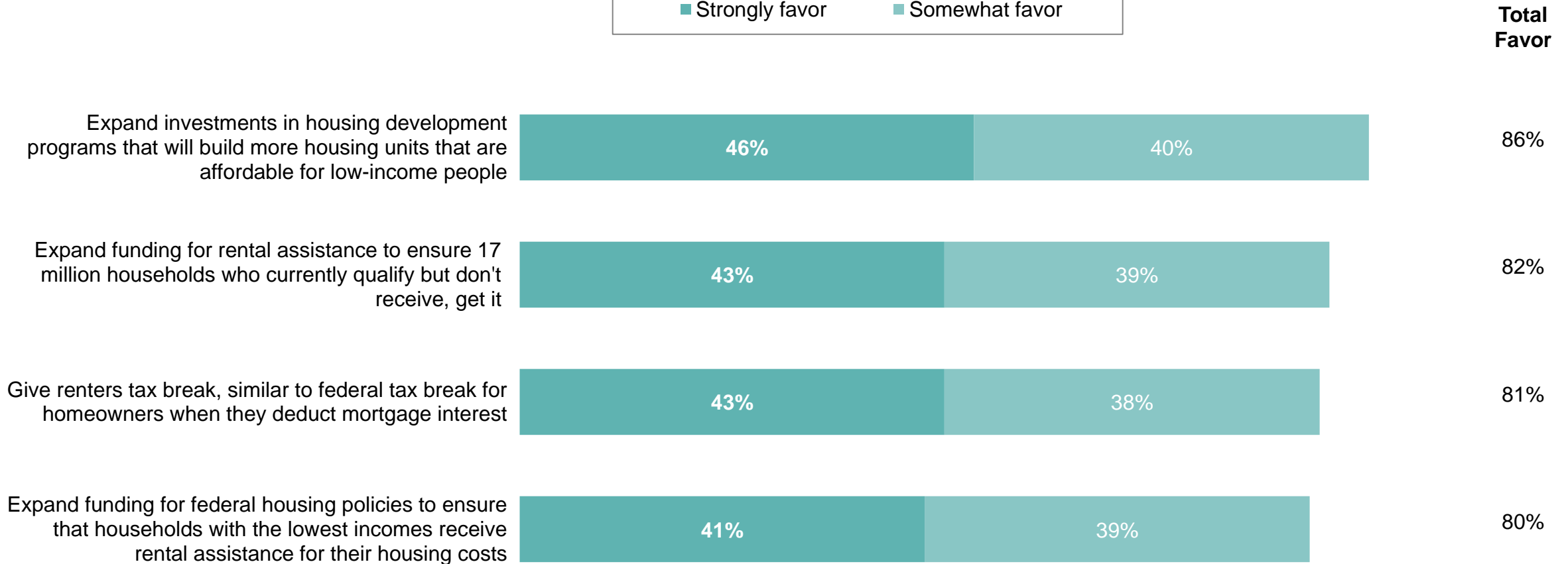


Majorities favor a number of different policy solutions to affordable housing challenges.



(continued)

Majorities favor a number of different policy solutions to affordable housing challenges. *(continued)*





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EFFECTIVELY COMMUNICATING ABOUT THE NEED FOR ACTION ON HOUSING AFFORDABILITY

The facts that are most compelling in making the case for taking action on housing affordability are consistent across the political spectrum.

Top three VERY IMPORTANT REASONS by party identification

DEMOCRATS	INDEPENDENTS	REPUBLICANS	CONSERVATIVE GOPS
Minimum wage = 122 hours a week year-round to afford two-bedroom apartment 64%	Since 1960, renters' incomes up 5%, rents up 61% 54%	Since 1960, renters' incomes up 5%, rents up 61% 51%	Since 1960, renters' incomes up 5%, rents up 61% 51%
Since 1960, renters' incomes up 5%, rents up 61% 61%	10 million extremely low-income households pay unaffordable rents or are homeless 52%	10 million extremely low-income households pay unaffordable rents or are homeless 48%	Minimum wage = 122 hours a week year-round to afford two-bedroom apartment 45%
10 million extremely low-income households pay unaffordable rents or are homeless 61%	Minimum wage = 122 hours a week year-round to afford two-bedroom apartment 49%	Minimum wage = 122 hours a week year-round to afford two-bedroom apartment 47%	10 million extremely low-income households pay unaffordable rents or are homeless 45%

Messages that emphasize disparities in how government resources for housing are allocated and the impact on the health and well-being of children are convincing across the board.

Among top messages with:

DEMOCRATS	INDEPENDENTS	REPUBLICANS	CONSERVATIVE REPUBLICANS
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Over the past several years, **more than half of government resources for housing have gone to households making more than \$100,000 per year.** But only one-quarter of government resources for housing have gone to households making less than \$40,000 per year. This means that **those most in need have received the least amount of help.**

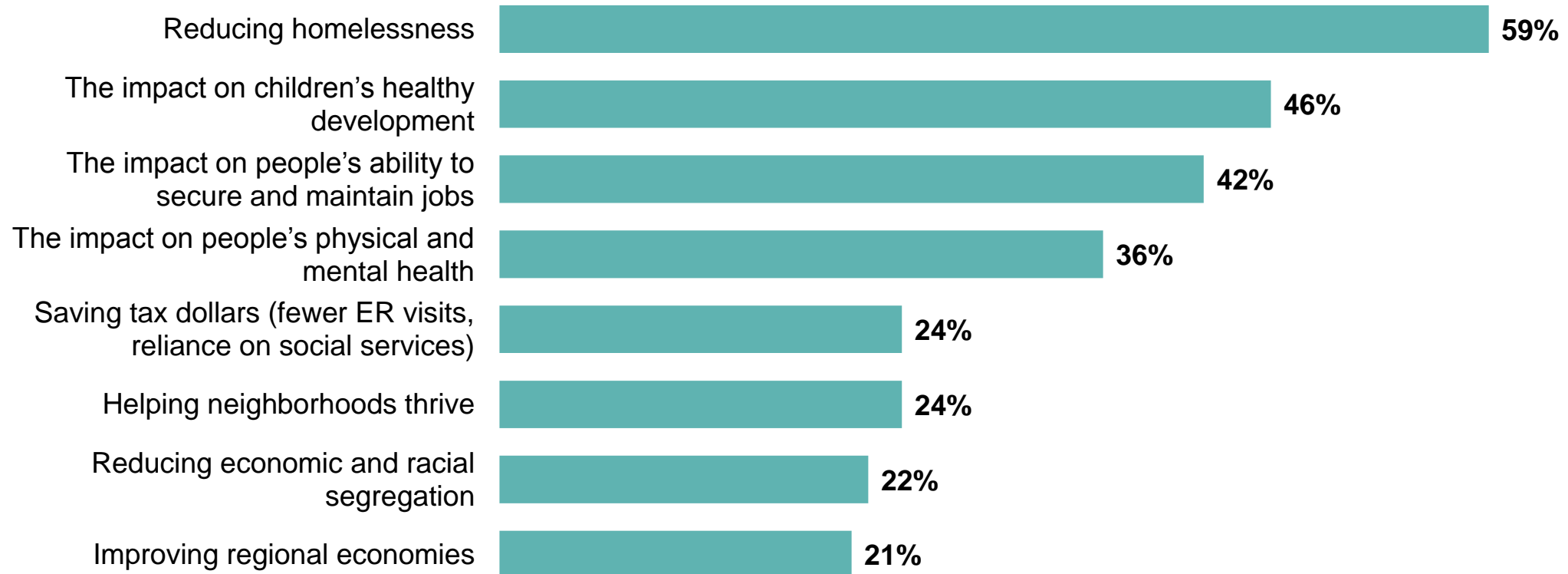


Investing in affordable, quality housing is investing in kids and their future. Research shows that children whose parents spend less than a third of their income on housing are more likely to be healthy at birth, have enough food to eat as they grow up, and do well in school. And their parents are better able to spend on activities that improve their children's mental and physical development.



The most important reason to take policy actions on housing affordability is to reduce homelessness.

Which two or three of these are the most important reasons you think we should enact policies and make changes that will help ensure that more people and families have quality affordable housing?



The top reasons to take policy actions are consistent across the political spectrum; impact on the ability to secure and maintain jobs is an important reason for Republicans.

Which two or three of these are the most important reasons you think we should enact policies and make changes that will help ensure that more people and families have quality affordable housing?

	DEMOCRATS	INDEPENDENTS	REPUBLICANS	CONSERVATIVE REPUBLICANS
Reducing homelessness	65%	57%	53%	51%
Impact on children's healthy development	47%	46%	44%	44%
Impact on people's ability to secure and maintain jobs	38%	38%	49%	49%
Impact on people's physical and mental health	37%	37%	34%	34%
Helping neighborhoods thrive	26%	25%	21%	21%
Saving tax dollars (fewer ER visits and reliance on other supportive social services)	18%	30%	28%	28%
Reducing economic and racial segregation	30%	22%	14%	14%
Improving regional economies	16%	22%	25%	26%