

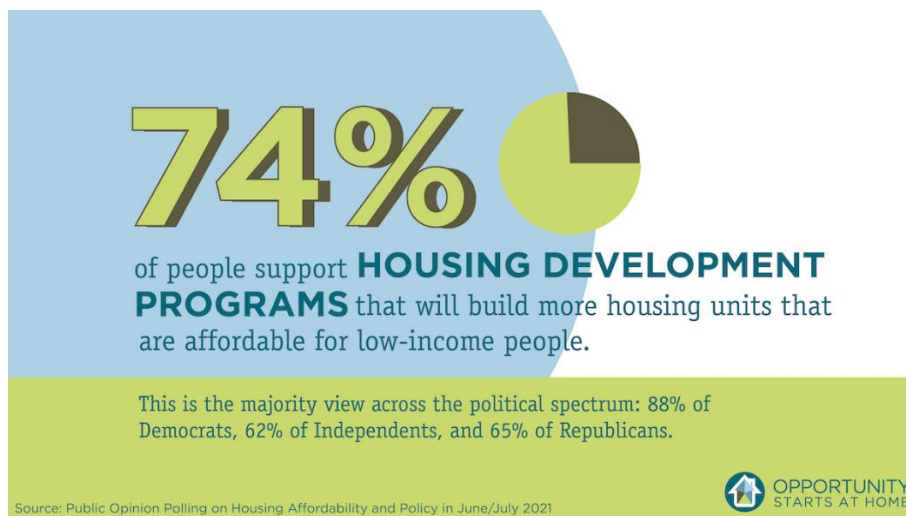
**Fact Sheet**  
**Public Opinion Polling on Housing Affordability and Policy in June/July 2021**

The [Opportunity Starts at Home](#) campaign commissioned a national public opinion poll through The Tarrance Group to assess the public's opinions and perspectives on issues related to housing affordability and potential policy responses. The poll surveyed 1,000 adults nationwide between June 28 and July 1, 2021. To see the press release, [click here](#). To see the actual survey questionnaire, [click here](#).

**Poll Findings:**

**Strong majorities of people support policy proposals related to residential mobility, emergency crisis assistance, affordable housing construction in well-resourced neighborhoods, and other crucial issues related to affordable housing.**

- 74% support policies that expand investments in housing development programs that will build more housing units that are affordable for low-income people.
  - This is the majority view across the political spectrum: 88% of Democrats, 62% of Independents, and 65% of Republicans.



- 73% support policies that ensure that many newly constructed housing units are affordable for households with the lowest incomes and are located in neighborhoods that are safe, have good schools, and have good job prospects.
  - This is the majority view across the political spectrum: 90% of Democrats, 60% of Independents, and 62% of Republicans.
- 72% support policies that provide emergency crisis assistance for households with the lowest incomes to help cover the rent if they experience an unexpected economic hardship, such as losing a job or a medical emergency that is not covered by insurance.
  - This is the majority view across the political spectrum: 86% of Democrats, 62% of Independents, and 61% of Republicans

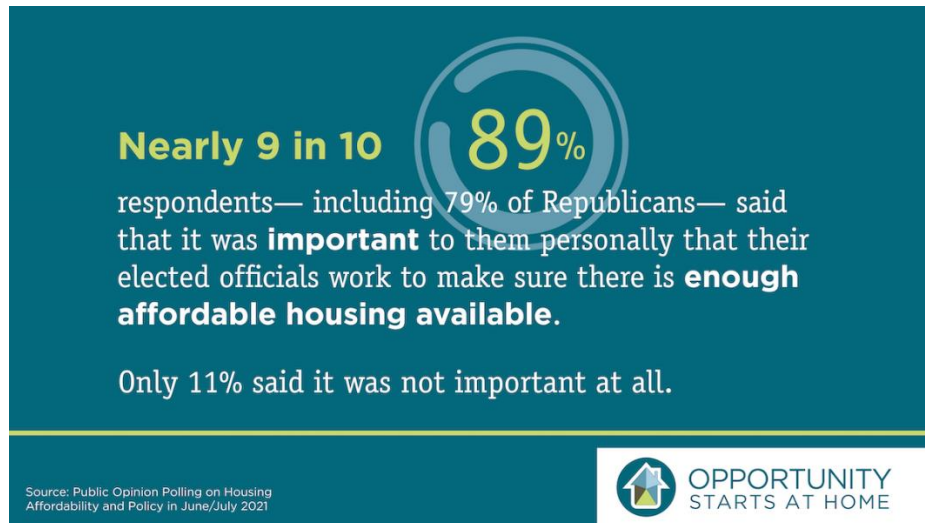
- 70% support policies that ensure that families with young children who are receiving rental assistance can move from high-poverty neighborhoods to low-poverty neighborhoods that have less crime, better job prospects, and better schools.
  - This is the majority view across the political spectrum: 88% of Democrats, 58% of Independents, and 56% of Republicans.
- 68% support policies that expand funding for rental assistance to ensure that the approximately 17 million households who currently qualify for rental assistance but are not receiving it, get it.
  - This is the majority view across the political spectrum: 87% of Democrats, 54% of Independents, and 55% of Republicans.
- 68% support policies that expand funding to provide critical infrastructure repairs to public housing units, addressing a \$70 billion backlog of needs that would improve the health and living conditions for millions of residents.
  - This is the majority view across the political spectrum: 83% of Democrats, 59% of Independents, and 56% of Republicans
- 62% support policies that give renters a tax credit, similar to the federal tax credit homeowners currently receive when they deduct the interest they pay on their mortgage.
  - This is the majority view across the political spectrum: 74% of Democrats, 54% of Independents, and 53% of Republicans

**Strong majorities of people recognize the urgent importance of dealing with the affordable housing crisis in the United States:**

- 82% of respondents believe that the United States should be doing more to prevent homelessness.
  - This is the majority view across the political spectrum: Democrats (94%), Independents (75%), Republicans (74%).
- 74% believe that making sure everyone has a safe, decent, affordable place to live should be a top national priority.
  - This is the majority view across the political spectrum: Democrats (91%), Independents (63%), and Republicans (61%).
- 74% believe that elected officials should take action to fund programs to end homelessness.
  - This is the majority view across the political spectrum: Democrats (91%), Independents (63%), and Republicans (62%).
- 68% believe that elected officials are not paying enough attention to the cost of housing and the need for more affordable housing.
  - This is the majority view across the political spectrum: Democrats (85%), Independents (59%), and Republicans (57%).
- 61% believe the President should take executive action to make housing more affordable for low-income people.
  - This view has strong support across the political spectrum, including nearly half of Republicans: Democrats (77%), Independents (53%), and Republicans (49%).

**Nearly 9 in 10 (89%) respondents—including 76% of Republicans--said that the role of government was important when it comes to making sure there is enough affordable housing. Only 11% said it was not important at all.**

**Nearly 9 in 10 (89%) respondents—including 79% of Republicans--said that it was important to them personally that their elected officials work to make sure there is enough affordable housing available. Only 11% said it was not important at all.**



**45% of respondents said they would be more likely to support a proposal if it had bipartisan support, including 42% of Republicans and 54% of Democrats.**

**Substantially more (1.5x) respondents said that the government should make major investments related to safe and affordable housing--even if it meant a national debt increase--than those who said that limiting the debt should be prioritized.**

**2 in 3 (67%) respondents agreed that federal housing investments should be a part of the discussion around infrastructure spending in Congress.**

- This is the majority opinion across the political spectrum: 85% of Democrats, 58% of Independents, and 53% of Republicans agreed. This is 4 times the number (16%) who disagreed.

**Roughly 6 in 10 (59%) respondents agreed that investing in federal housing programs is so important that we should consider things like raising taxes on corporations and the wealthy as well as cutting spending in other areas in order to increase spending on federal housing programs.**

- This is 2.5 times the number of people (23%) who disagreed with the statement.

**55% of respondents--including 54% of those with incomes less than \$40,000--were aware of emergency rental assistance programs related to COVID-19.**

- 10% of respondents had personally received this aid and another 10% knew someone personally who had received it.

**60% of respondents--including 52% of those living in rural areas--said that housing affordability is a problem where they live.**

- 86% of those responding affirmatively said it was a very serious or fairly serious problem.

**2 in 3 (67%) respondents believe that the average cost of rent in the area where they live will increase in the next year, with only 2% expecting a decline in rental housing costs.**

**Nearly 6 in 10 (59%) respondents said that the amount they pay for housing was a concern.**

- The cost of housing was a ‘very big’ concern for a substantial number of individuals with low incomes (39%), Hispanics (38%), and renters (36%).

**49% of respondents said that they have had to take one or more of the following actions in the past few years to make sure they can pay their rent or mortgage, with 40% having to take TWO or more:**

- Cut back on healthy, nutritious food (28%)
- Stop saving for retirement (26%)
- Take on credit card debt (26%)
- Take on an additional job or more hours at work (25%)
- Skip an important bill like utilities or insurance (22%)
- Delay or skip medical treatments of appointments (22%)



**More than 9 in 10 (92%) respondents believe that having stable, affordable housing is important to people’s security and well-being in the United States.**

- Roughly half of respondents with low incomes (56%), African Americans (52%) and Hispanics (48%) said it was one of the most important things for security and well-being.

**More than 9 in 10 (94%) respondents believe that having stable, affordable housing is important to achieving a secure, middle class life.**

- Roughly half of respondents with low incomes (52%) and African Americans (46%) said it was one of the most important things for achieving a secure, middle class life.

**Methodology:**

On behalf of the *Opportunity Starts at Home* campaign, The Tarrance Group conducted an online survey of 1,000 adults nationwide. These interviews were conducted from June 28 – July 1, 2021. The sample is representative of adults, nationwide, based on U.S. Census data.