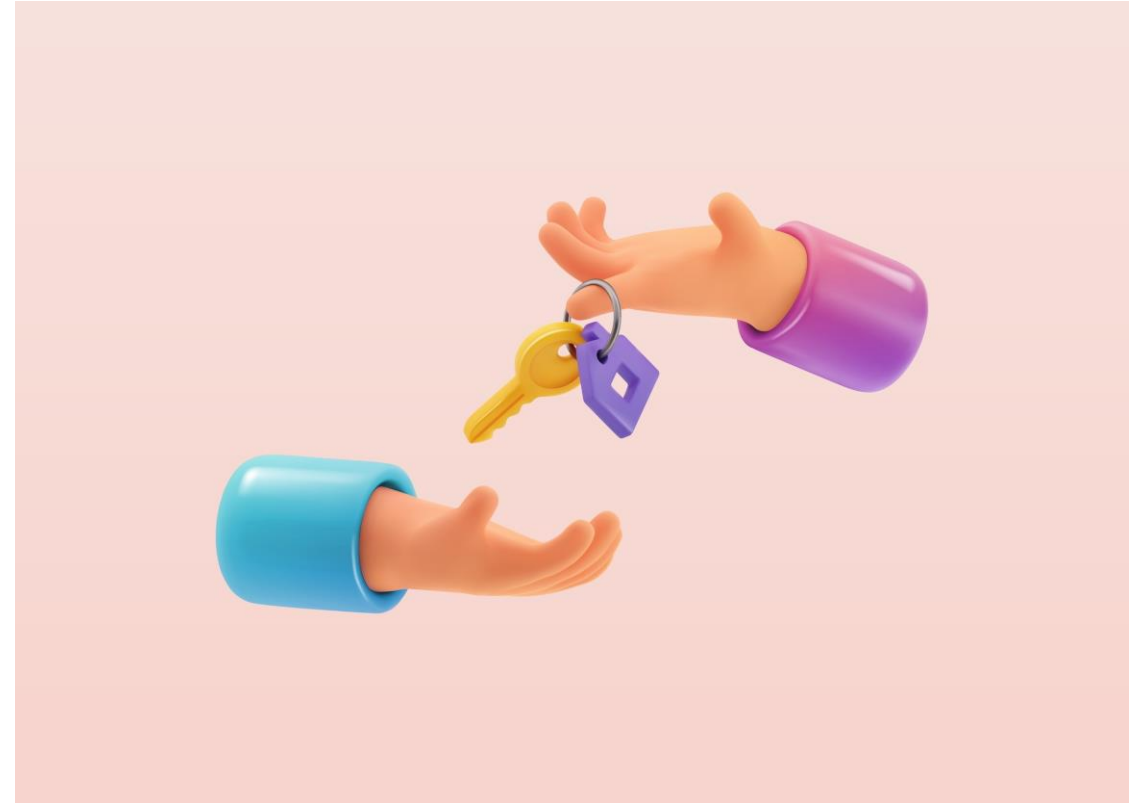


navigator*

Thursday, May 23rd

Housing Costs: A Guide
for Advocates



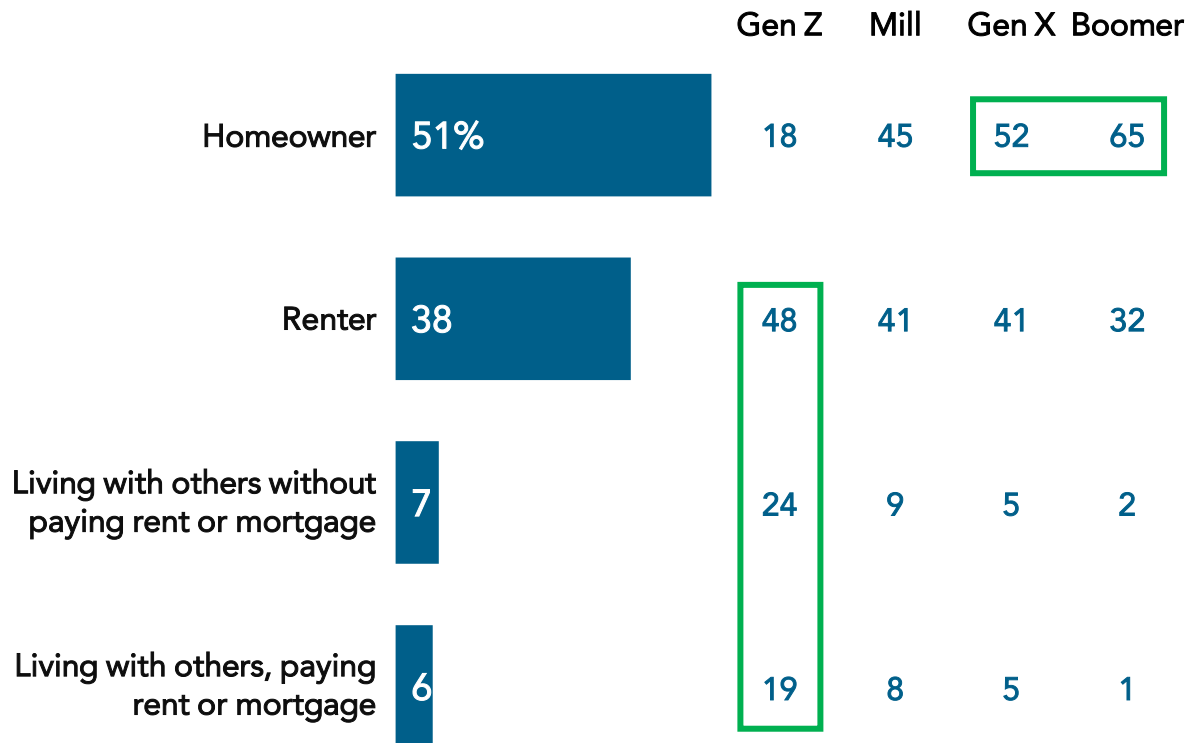
Key Takeaways:

- Two in three Americans think there is a housing shortage nationally while fewer than half see a shortage in their own community; the federal government is viewed as most responsible for policies on housing affordability.
- Americans most blame greedy landlords, elected officials, and the Federal Reserve for the rise in housing costs: homeowners are more likely to blame the Federal Reserve, while renters blame landlords.
- Affordable housing policies that earn broad support across partisanship include cracking down on rent gouging by corporate landlords, on hidden and misleading rental fees, and on high closing costs imposed by lenders.

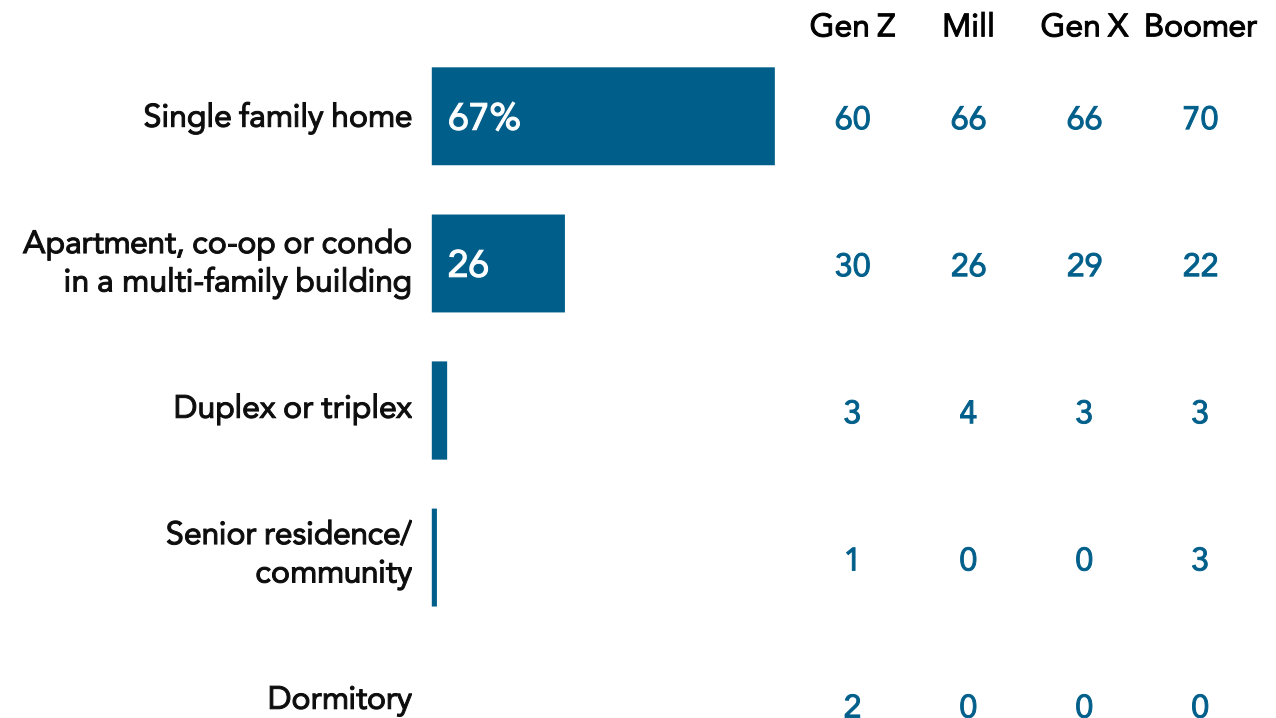
Just About Half of Americans Are Homeowners, and Two in Three Live in Single-Family Homes

Generation Z is the only age cohort in which more people are renters (48%) than homeowners (18%); a plurality of Millennials are homeowners (45%), though nearly as many are renters (41%), while majorities of Gen X (52%) and Baby Boomers (65%) are homeowners.

Which one(s) is applicable to you right now?



Which of the following best describes where you live?



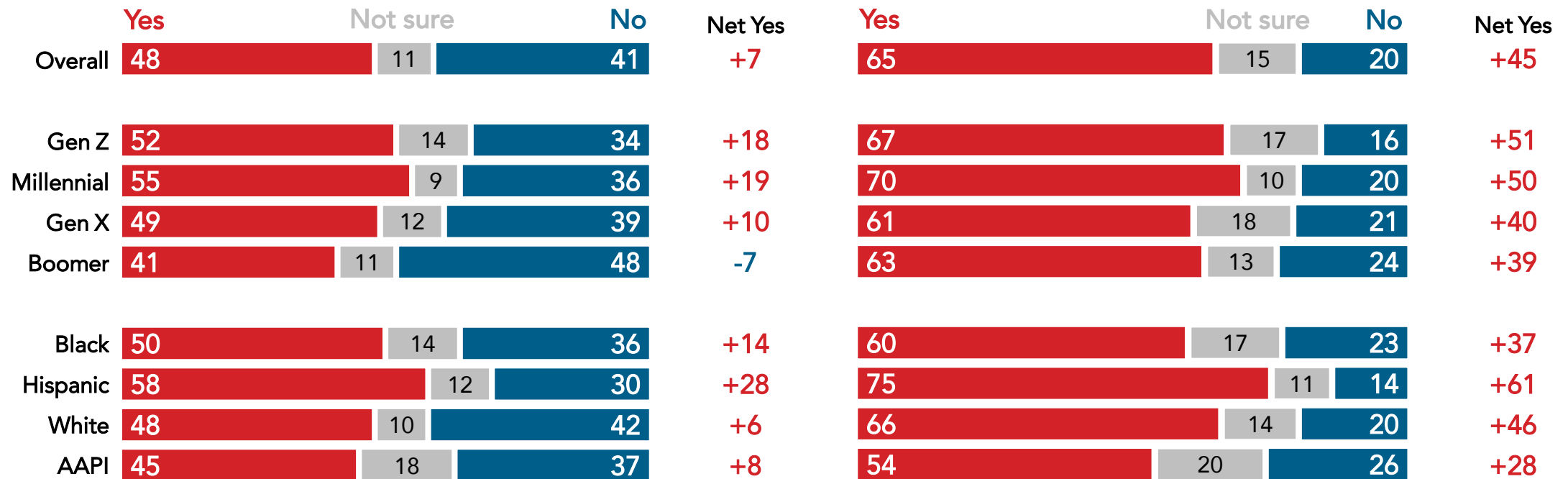
Pew Research definitions were used to determine the generational cutoffs used in this survey: Gen Z (born 1997-2012), Millennials (1981-1996), Gen X (1965-1980), Baby Boomers (1946-1964), and the Silent Generation (1928-1945).
 Nationwide survey of 1,000 registered voters conducted May 9-May 12, 2024.
 For more info, visit [navigatortresearch.org](https://www.navigatortresearch.org).

More Americans Note a National Housing Shortage Than One in Their Own Neighborhood

Similar to trends in 2022 on perceptions of crime rates, where more Americans thought crime was up nationally (66%) than locally (44%), more Americans feel that there are national housing shortages (65%) than local ones (48%). And, similar to those perceptions on crime, Americans 65+ – and particularly older men – are especially likely to believe the national problem is worse than in their own community.

Do you think there is a shortage of housing **in your neighborhood**?

Do you think there is a shortage of housing **nationally**?

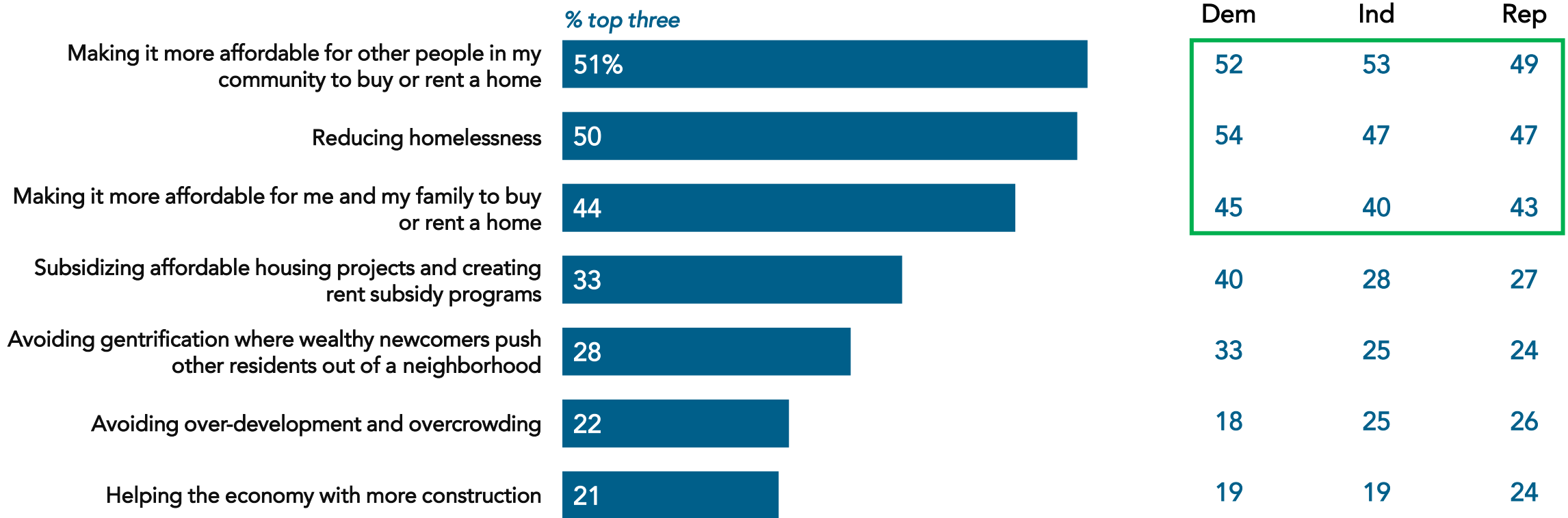


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Making Housing More Affordable and Reducing Homelessness Are Top Housing Priorities

Americans across party lines most prioritize increasing housing affordability and reducing homelessness, with Democrats slightly more likely to prioritize the latter (54% top three priority).

And when it comes to the issue of housing, which of the following related issues do you think are the biggest priorities?

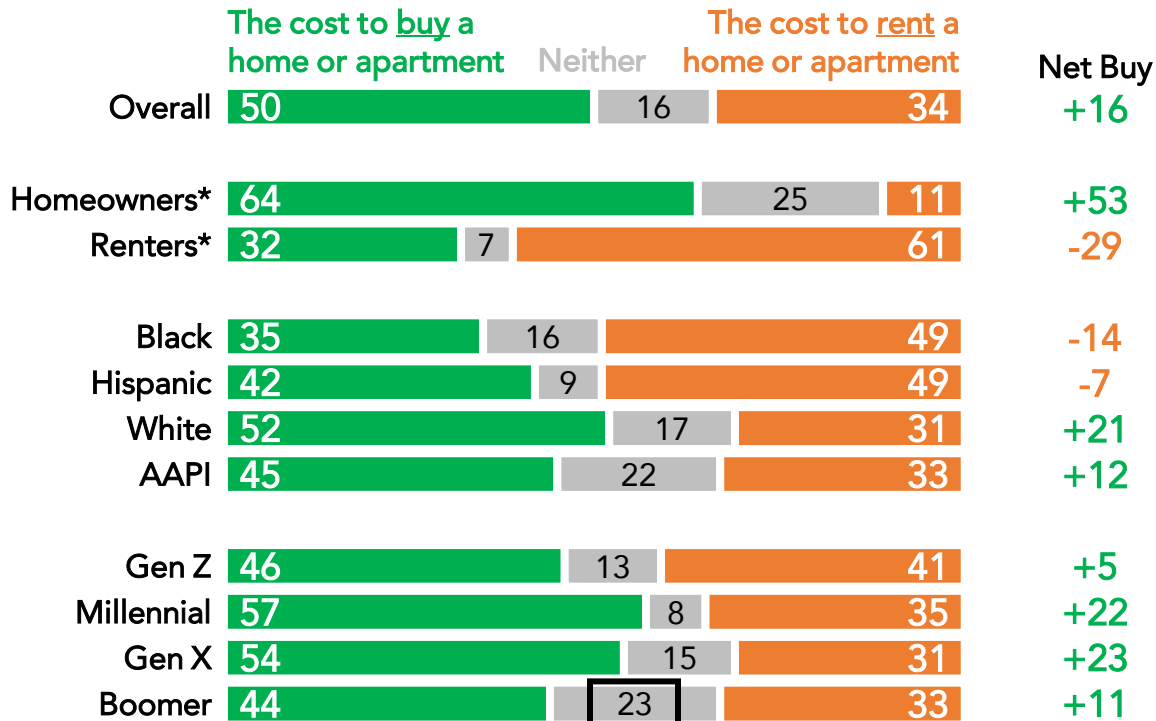


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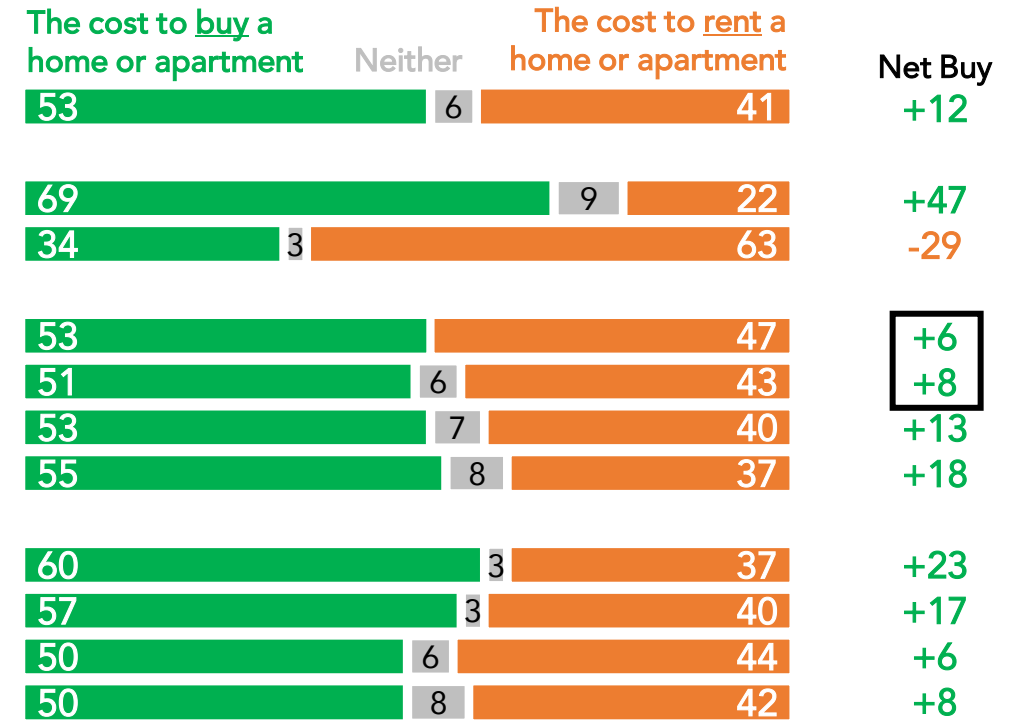
Americans Prefer Lowering Costs of Buying Over Renting a Home, Though the Story Is Mixed With Black and Hispanic Americans

Black and Hispanic Americans are more likely to say that bringing down buying costs is more important when it comes to the issue of housing generally (net +6 and net +8 more important) than it is in the area where they live (net -14 and net -7).

(Split sample) Thinking about **the area where you live**, which of the following is more important to you? *Bringing down...*



(Split sample) When you think about **the issue of housing**, which do you think is more important? *Bringing down...*

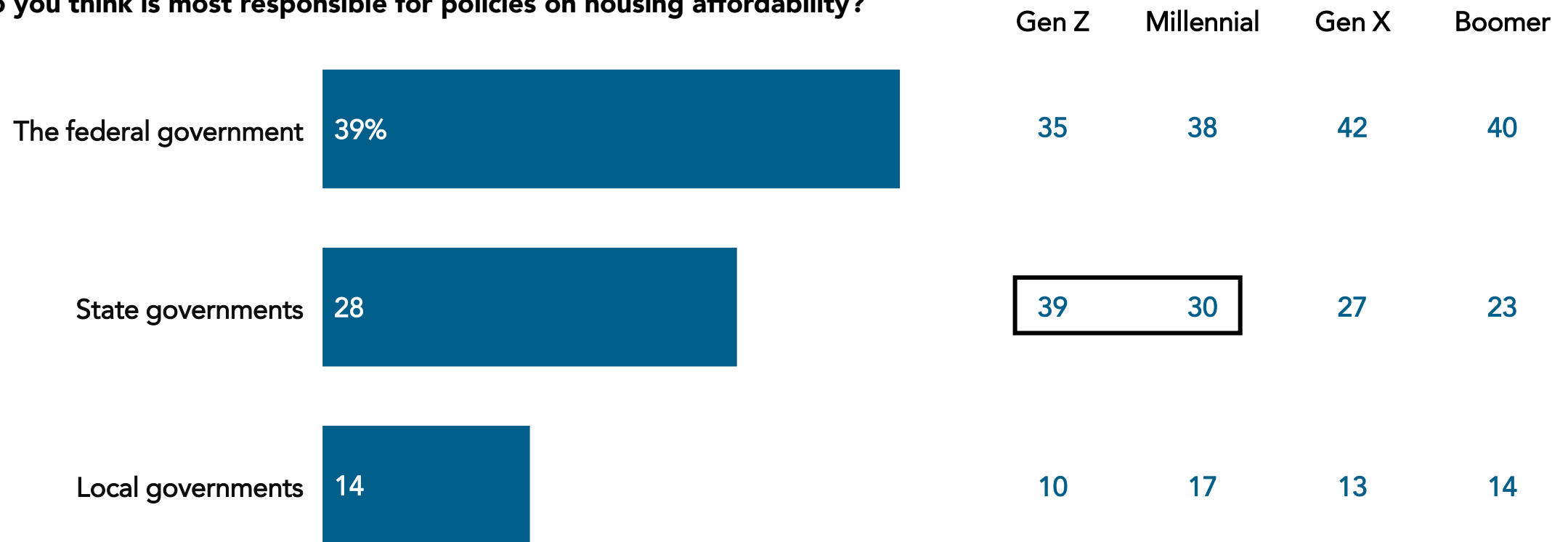


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The Federal Government Is Seen As Most Responsible for Housing Affordability

Members of Generation Z are most likely to say that state governments are responsible for policies on housing affordability (39%), while older Americans say the federal government is more responsible (40% among Baby Boomers, 42% among Gen X).

Who do you think is most responsible for policies on housing affordability?

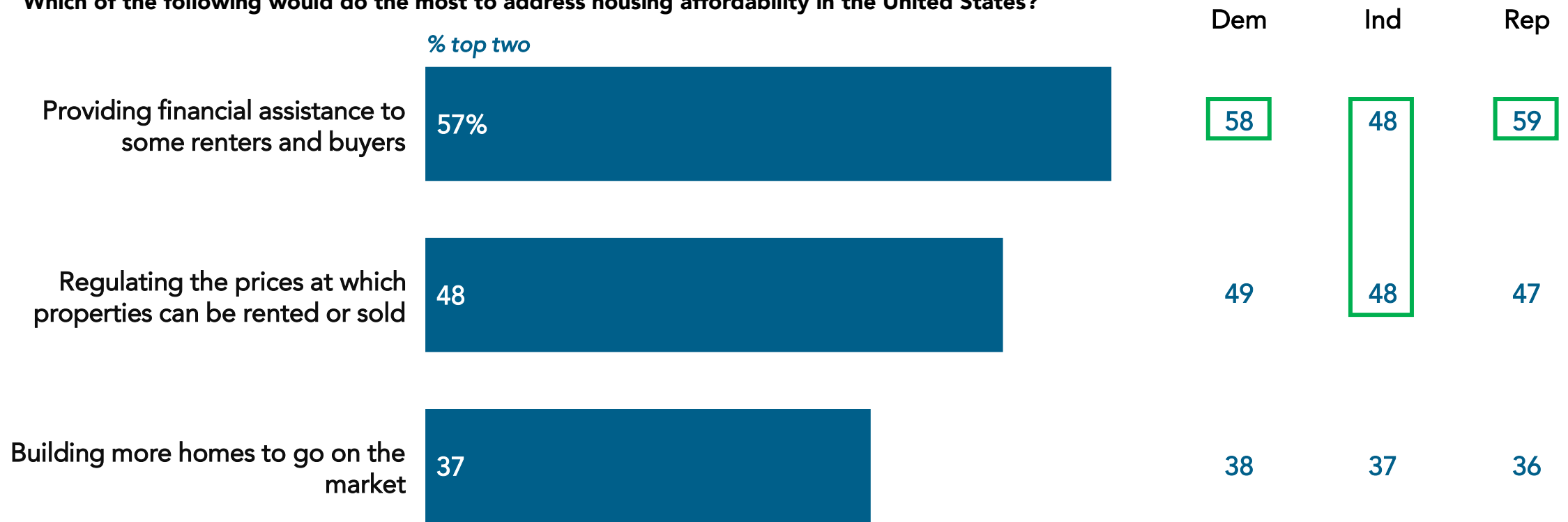


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Providing Financial Assistance to Buyers/Renters and Regulating Property Prices Are Most Important for Housing Affordability

Democrats (58% top two) and Republicans (59%) are most likely to say providing financial assistance would do the most to address housing affordability in the U.S., while independents are equally likely to say providing financial assistance and regulating prices (48% both).

Which of the following would do the most to address housing affordability in the United States?

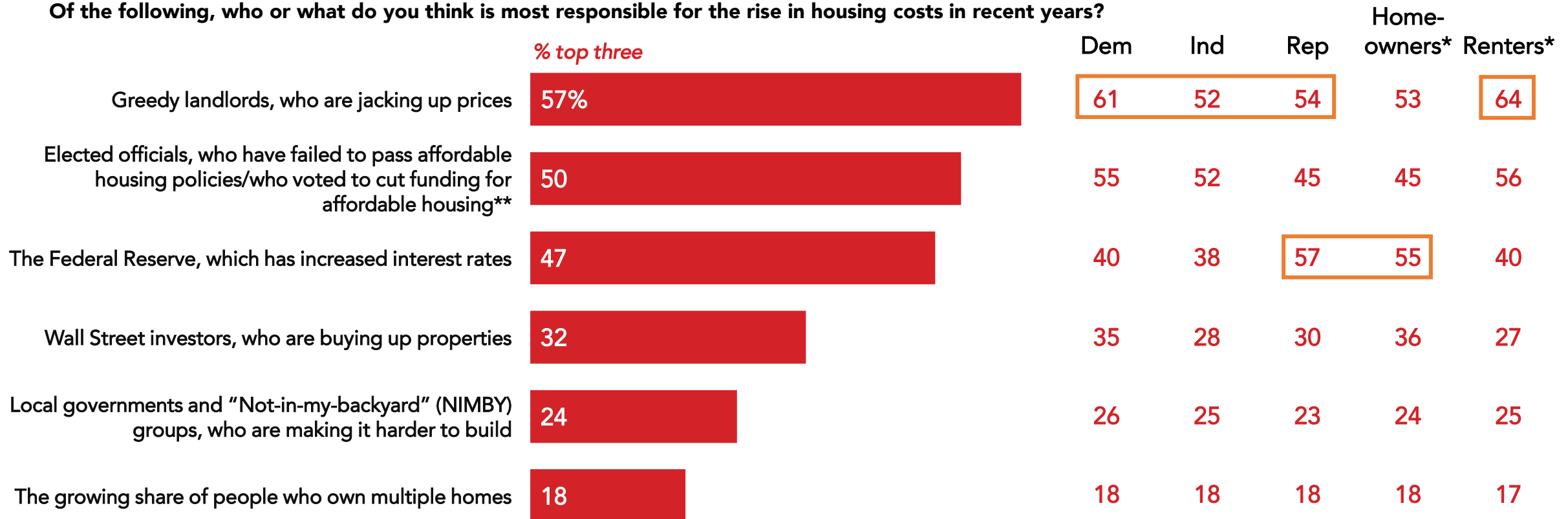


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Greedy Landlords, Elected Officials, and the Federal Reserve Most Responsible for Housing Costs

On housing costs, homeowners are most likely to blame “the Federal Reserve, which has increased interest rates” (55%), while renters are more likely to blame “greedy landlords, who are jacking up prices” (64%).

Of the following, who or what do you think is most responsible for the rise in housing costs in recent years?

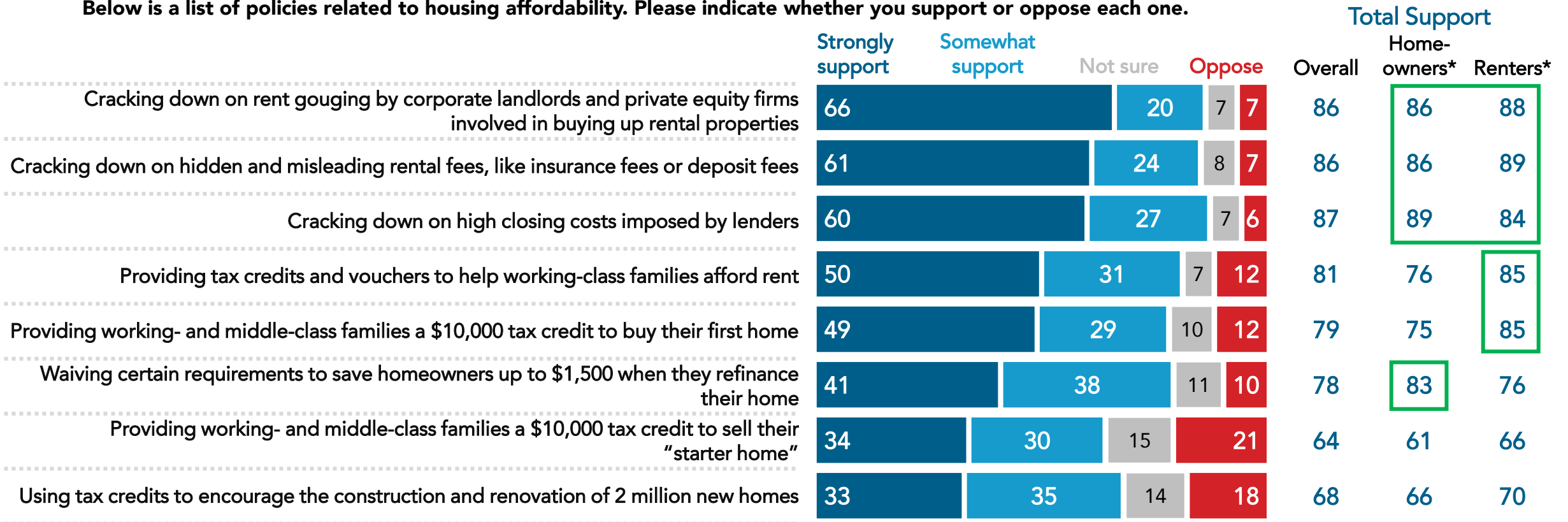


**Full question text was split between “who have failed to pass affordable housing policies” and “who voted to cut funding for affordable housing”; results were combined due to lack of differentiation. *Homeowners and renters are defined by self-report. Nationwide survey of 1,000 registered voters conducted May 9-May 12, 2024. For more info, visit navigatorresearch.org.

Americans Overwhelmingly Back Cracking Down on Corporate Landlords, Rental Fees, and High Closing Costs

Majorities of both homeowners and renters support a range of housing policies, including more than four in five who support cracking down on rent gouging (86% of homeowners and 88% of renters), hidden rental fees (86% and 89%), and high closing costs (89% and 84%).

Below is a list of policies related to housing affordability. Please indicate whether you support or oppose each one.



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Cracking Down on Corporate Landlords, Rental Fees, and High Closing Costs Most Supported and Most Personally Beneficial

Majorities of both homeowners and renters say that a range of policies related to housing affordability would be effective at making housing more affordable for people like them.

Below is a list of policies related to housing affordability. Please indicate how effective you think each one would be in making housing more affordable for people like you.

	Very effective	Somewhat effective	DK	Not effective	Total Effective			% Total Support
					Overall	Home-owners*	Renters*	
Cracking down on rent gouging by corporate landlords and private equity firms involved in buying up rental properties	48	35	5	12	82	84	81	86
Cracking down on hidden and misleading rental fees, like insurance fees or deposit fees	41	35	7	17	76	75	79	86
Providing tax credits and vouchers to help working-class families afford rent	40	38	7	15	78	76	82	81
Cracking down on high closing costs imposed by lenders	40	41	6	13	80	84	79	87
Providing working- and middle-class families a \$10,000 tax credit to buy their first home	39	40	9	12	78	79	77	79
Providing working- and middle-class families a \$10,000 tax credit to sell their "starter home"	30	33	14	23	63	67	60	64
Using tax credits to encourage the construction and renovation of 2 million new homes	25	39	15	21	64	66	63	68
Waiving certain requirements to save homeowners up to \$1,500 when they refinance their home	25	41	12	22	66	71	60	78

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from May 9-May 12, 2024. 100 additional interviews were conducted among Hispanic voters. 72 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

For Press inquiries contact:

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To learn more about Navigator:

<http://navigatorresearch.org>

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