

Housing Affordability a Key Issue for Six in Ten Americans

Three Quarters More Likely to Support a Political Candidate Who Made Housing Affordability a Focus of their Campaign

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Housing Affordability a Key Issue for Six in Ten Americans

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Washington, DC – More than half of all Americans say that housing affordability is a key issue for them (59%), including a quarter (24%) who strongly agree with this statement, according to a recent online survey conducted by Ipsos Public Affairs on behalf of Enterprise. In fact, 47% of those surveyed say that they have personally struggled to pay their rent or mortgage in the last 12 months, or know someone who has been in this situation.

- Housing affordability is especially likely to be a key issue for younger respondents, especially those ages 18-34 (73%), the less affluent (65%, earning less than \$50,000 annually), and those with children living at home (67%). Democrats are also significantly more likely to emphasize the importance of housing affordability compared to Republicans (71% vs. 44%, respectively).
- Similarly, those ages 18-34 (61%), the less affluent (61%), and self-identified Democrats (51%) are more likely to know someone who has struggled to pay their rent/ mortgage recently – or to have struggled with this themselves – this time along with women (51% vs. 43% men), and those with no college degree (55% vs. 40% college degree).

One in five Americans (20%, ranked 1,2) rate housing affordability as being an issue that directly affects them and the community in which they live in the most, ahead of entitlement reform (10%), and on par with issues such as immigration (26%) and tax policy (22%). The less affluent (29% vs. 14% \$50,000+), Democrats (23% vs. 12%), and those with no college degree (23% vs. 16% college degree) once again stand out as being especially likely to be affected personally by housing affordability. The economy (56%), terrorism (36%), and education (30%) take the lead here, with at least three in ten saying that these issues directly affect them the most.

Housing Affordability in the Political Sphere

Nearly three quarters (71%) agree that housing affordability should be a core component of the Democratic and Republican party platforms, while similar proportions (74%) would be more likely to support a candidate who made housing affordability a focus of their campaign and a priority in government. However, nearly half of all respondents do not recall Republicans and Democrats discussing any issues relating to housing affordability, or housing policies throughout the 22 debates that were held over the course of the 2016 Primary (47%, 0 times debated).

When it comes to current efforts being made to address housing issues, nearly two thirds of respondents *disagree* that elected representatives in Congress are doing enough to improve housing affordability (64%), while another 60% feel this way about the efforts made to improve housing affordability by local elected officials in their community.



- Women, older respondents (especially those ages 55+), the less affluent, the less educated and those with no children living at home are especially likely to disagree with these statements, believing that Congress and their local officials are not doing enough.

These are findings from an Ipsos poll conducted July 8th - 11th, 2016 on behalf of Enterprise. For the survey, a sample of 1,007 U.S. adults ages 18 and over was interviewed online in English. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. The source of these population targets is U.S. Census 2014 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,007, DEFF=1.5, adjusted Confidence Interval=5.0; and n=557, DEFF=1.5, adjusted Confidence Interval=6.2).



For more information about Ipsos' online polling methodology, please go here
<http://goo.gl/yJBkuf>

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