



To: Interested Parties

From: On Cue Analytics

Re: New Data Shows NYC Housing Issues a Top Priority Among 2021 Voters

Date: March 17, 2021

While COVID recovery is the top concern of New York City voters in the 2021 election cycle, few other issues are as top of mind for New Yorkers as the city's overlapping housing crises.

New data from a survey of 1,500 registered Democratic voters conducted from January 28 - February 4, 2021 by On Cue Analytics, on behalf of the Citizens Housing & Planning Council, shows that most New Yorkers feel housing affordability and homelessness are among the most important issues facing their next Mayor and City Council.

For a video briefing of the survey data, please [click here](#).

Key points from the survey include:

- Three in five voters see housing affordability and homelessness as one of the biggest problems facing the city.
- Half of voters believe that NYC is not building enough housing.
- Voters overall want affordable housing to serve households at a mix of income levels.
- Half of voters have been touched by homelessness.
- The majority of both NYCHA and non-NYCHA residents believe that NYCHA is not doing a good job of managing public housing.

Below is a full breakdown of important takeaways from the polling data.

Homeless and housing affordability are top priorities for voters.

- Homelessness/poverty is the second biggest priority for voters (17%), second only to the City's handling of the coronavirus (28%) and tied with jobs/unemployment.
- Three in five voters see housing affordability (57%) & homelessness (60%) as one of the biggest problems facing the city.
- More voters rent than own, but there are stark racial, income and geographic divides across the city. White residents are much more likely to own (62% own v. 37% rent) than Black (30% own v 63% rent) or Hispanic (33% own v. 64% rent) residents.
- Nearly half of voters are in a precarious position-- struggling to pay rent or a mortgage, or living paycheck to paycheck to do so -- when it comes to ability to pay for housing (44%).

Voters want more affordable housing -- but have different views on what that means.

- Half of voters (47%) believe that not enough housing is being built in NYC.
- Voters are more likely to support the building of affordable housing for all New Yorkers (37%), rather than only for the poorest and most vulnerable (31%).

NYCHA generally gets negative marks for its management of public housing.

- A majority of NYCHA (56%) and non-NYCHA residents (68%) believe NYCHA is not doing a good job.
- Voters support the idea of bringing in private partners to help manage NYCHA (61%).

Homelessness is a personal issue for many voters.

- One in five voters (22%) has experienced homelessness.
- 48% know someone who has personally experienced homelessness.
- 51% have either personally experienced homelessness or know someone who has.