

CHPC Affordable Housing Poll Findings

January 2021

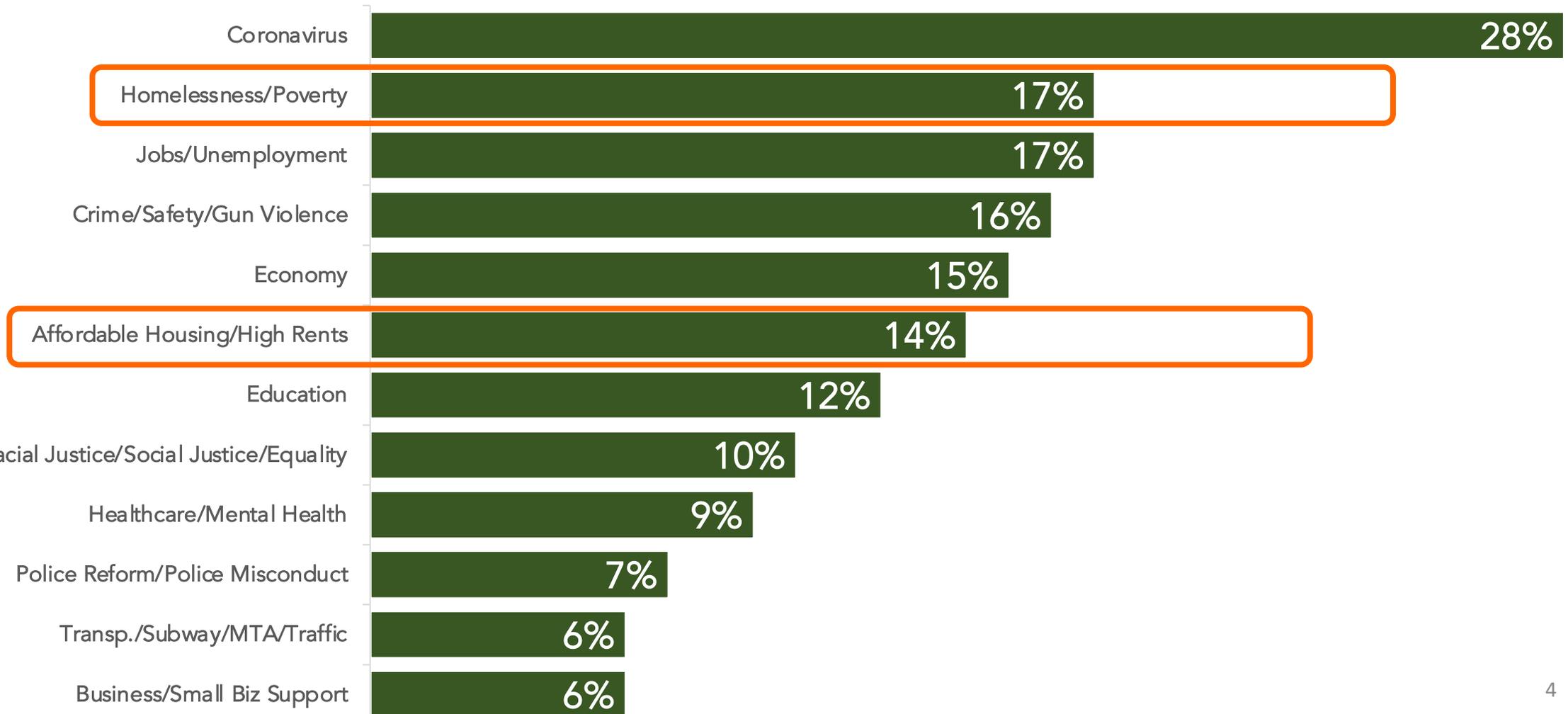
Methodology

- On Cue Analytics conducted a survey from January 28 – February 4, 2021 of 1,500 registered Democratic voters in New York.
- The margin of error for the full sample is +/- 2.5%.
- The margin of error for subsamples is greater.

Context

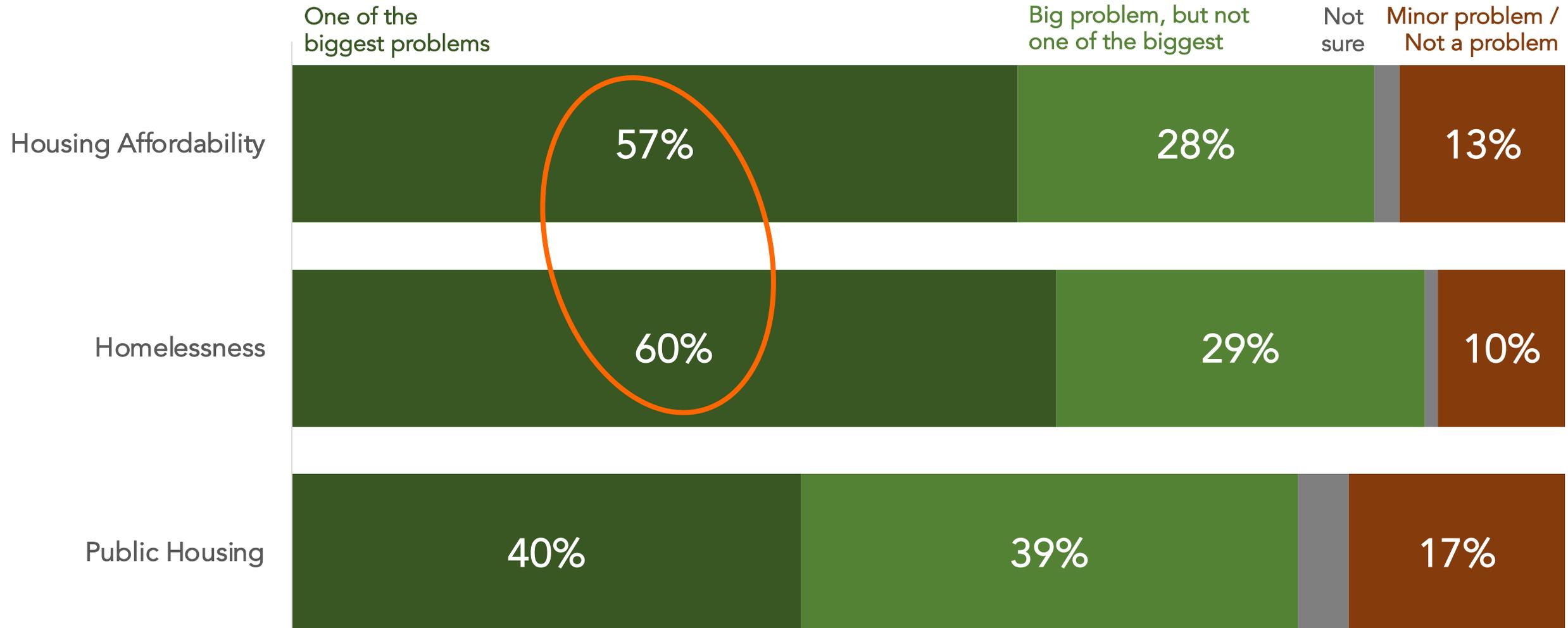
Housing issues are a top priority for voters

What are the most important issues facing NYC for next Mayor & City Council to address?



Three in five voters see housing affordability & homelessness as one of the biggest problems facing the city

Are housing affordability, homelessness, and public housing a problem or not a problem in NYC?



More voters rent than own, but there are stark racial, income and geographic divides across the city

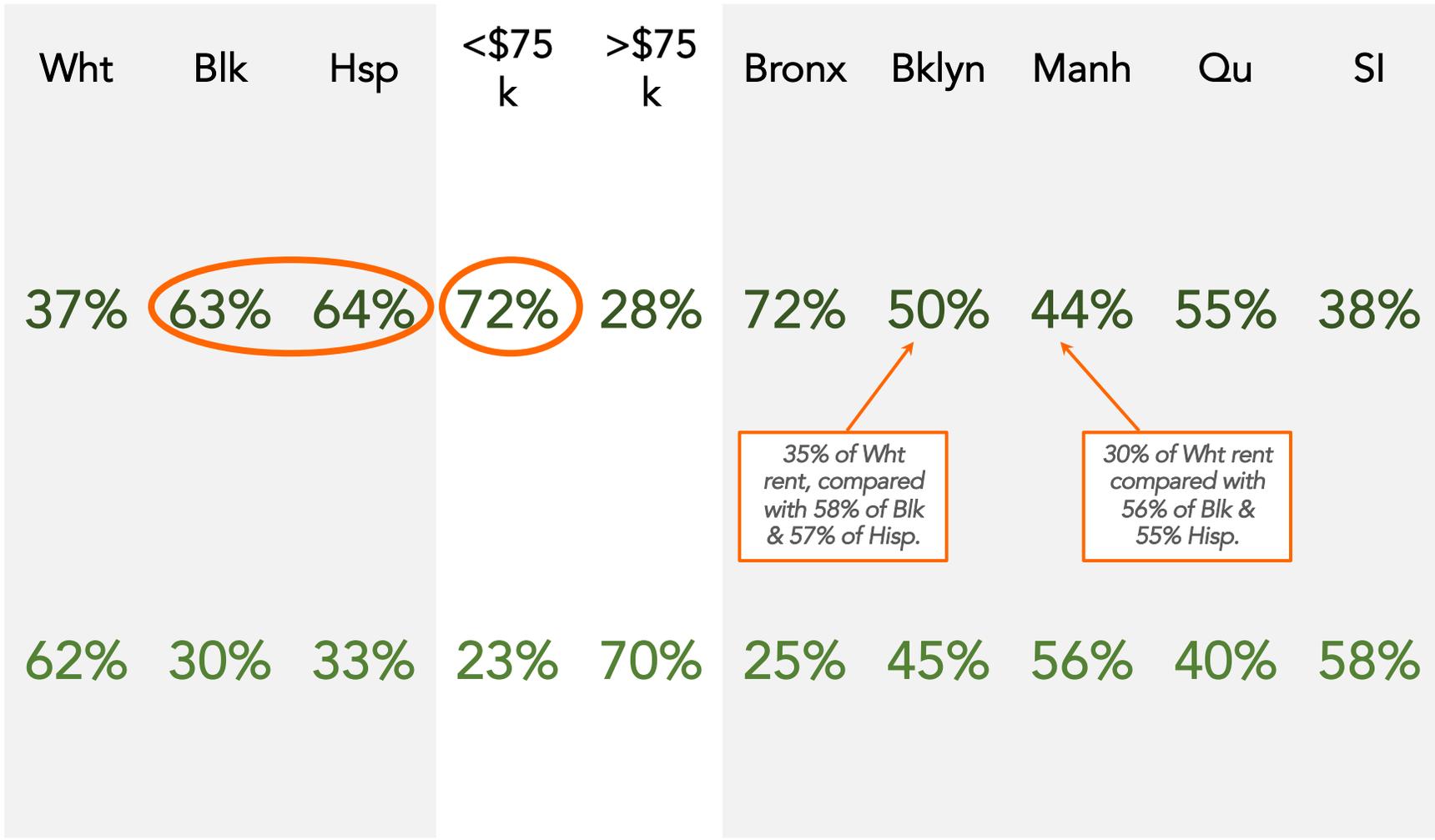
Do you rent or own your current residence?

Rent

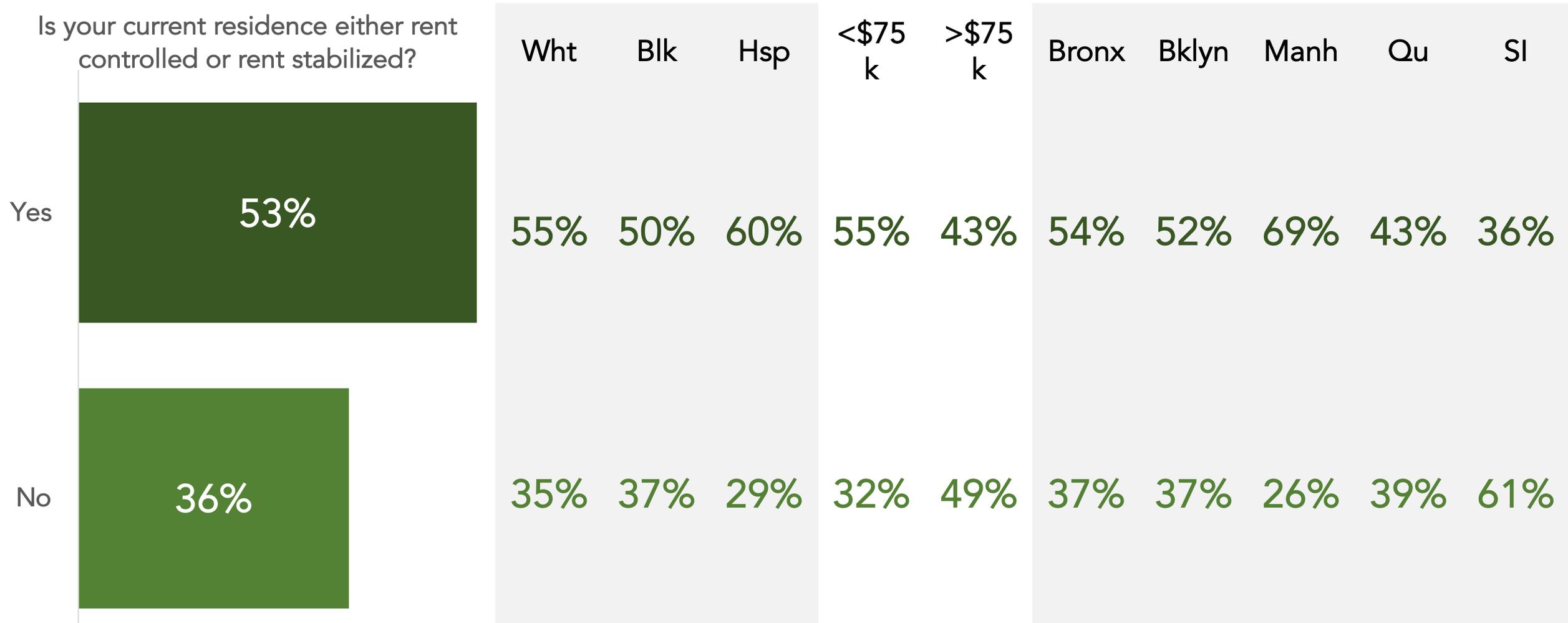
53%

Own

43%



Half of voters who rent live in regulated units; there is less variation by race and income



Nearly half of voters are in a precarious position when it comes to ability to pay for housing

Which best describes your current ability to pay rent or mortgage?

I can afford to pay my rent or mortgage on time, without any difficulty, and could do so for at least a few months even if I lost my job or had a major unexpected expense arise.

49%

I can afford to pay my rent or mortgage on time, but if I lost my job or had a major unexpected expense arise, it would be difficult or impossible for me to do so.

32%

I struggle to pay my rent or mortgage on time.

9%

I have not been able to pay my rent or mortgage on time, and if it weren't for the pandemic restrictions on eviction and foreclosure, I might be unable to continue to live in my current home.

3%

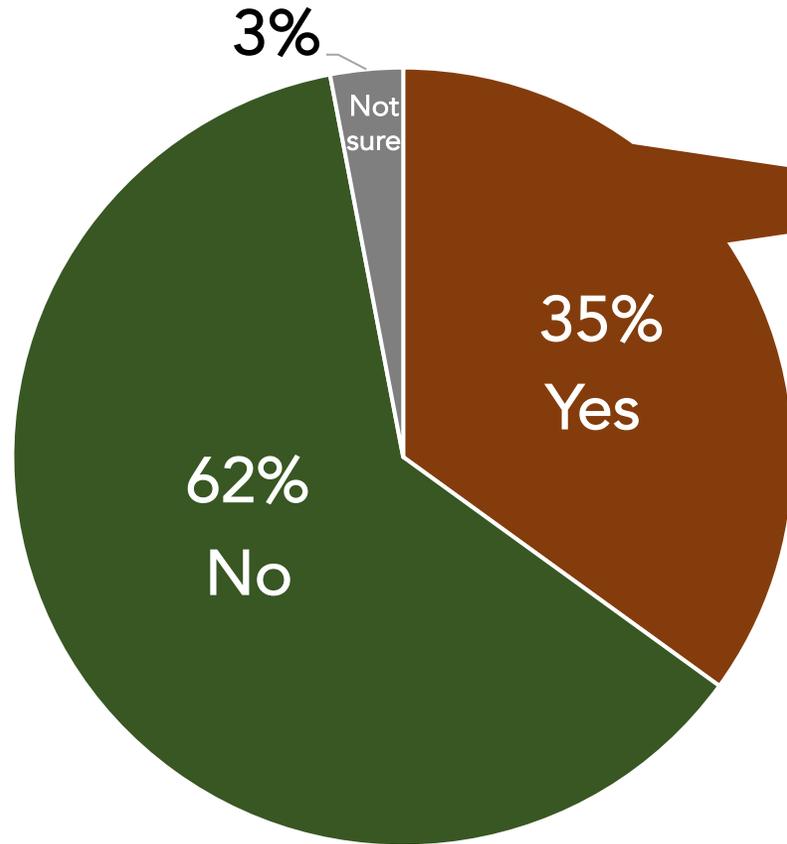
44%

I am not responsible for paying the rent or mortgage in my current residence.

7%

One third of voters have struggled to pay rent/mortgage at some point in the last few years...

Have you struggled to pay rent or mortgage over the past three years?

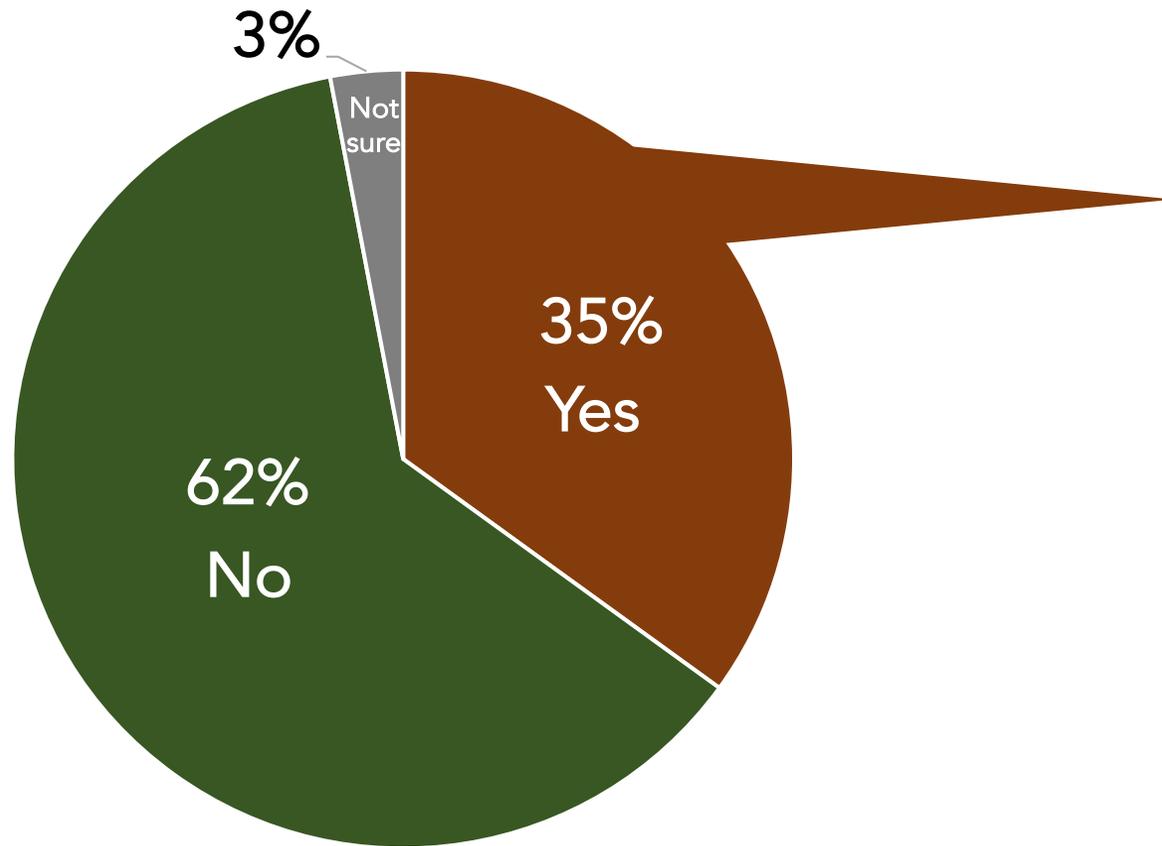


Those more likely to have struggled to pay are:

- Income <\$30k (46%)
- Non-college educated (43%)
- Hispanic/Latinx in Manhattan (61%)
- Hispanic/Latinx in Bronx (56%)
- Black/AfAm in Manhattan (46%)
- At least 1 kid in HH (52%)
- Single parent (64%)

...and, of those, 4 in 5 have had to sacrifice other necessities to be able to pay rent/mortgage

Have you struggled to pay rent or mortgage over the past three years?



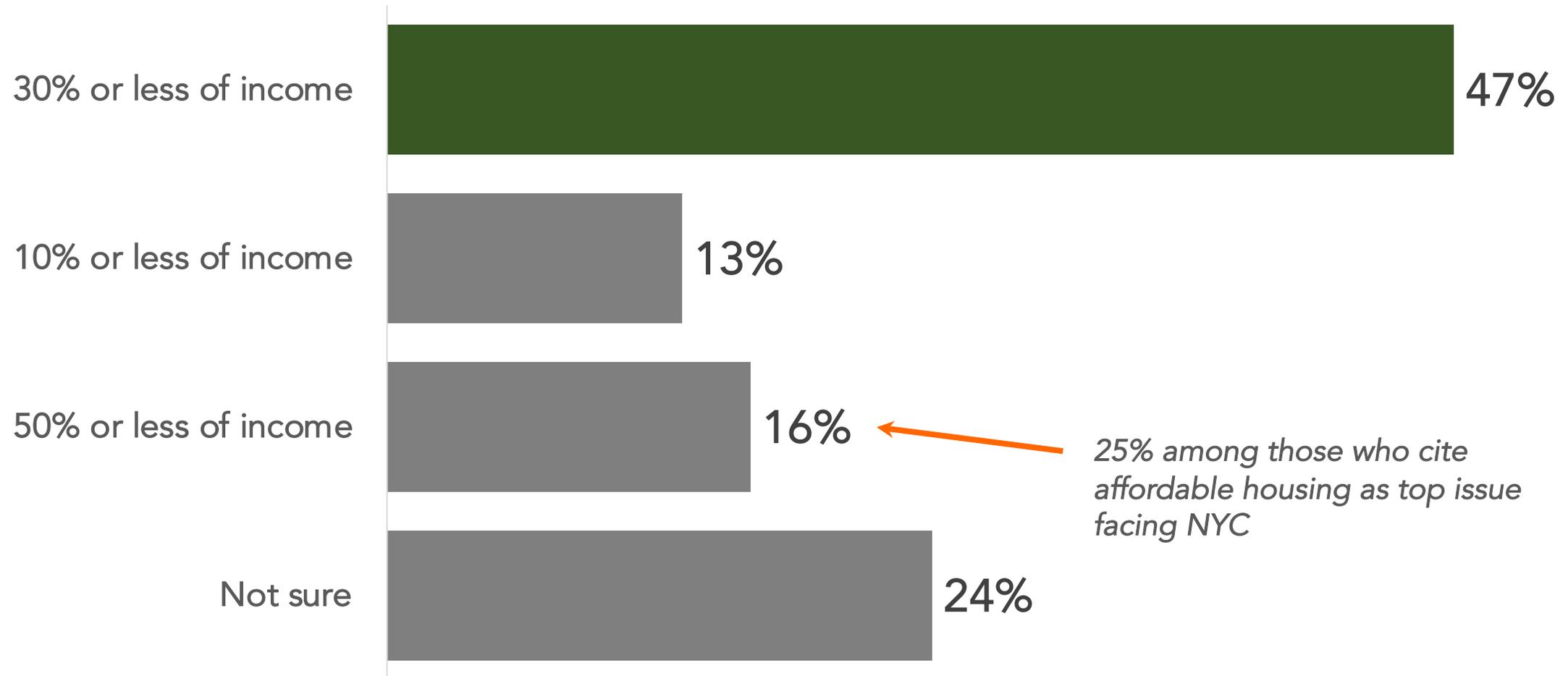
Among those who have struggled to pay rent...

- 36% Had either electricity, gas, telephone, or internet turned off
- 35% Were unable to afford bus or subway fare
- 32% Experienced hunger as a result of being unable to afford food
- 23% Didn't fill prescription or skipped a healthcare appoint or procedure
- 4% Other

Housing Affordability in NYC

Voters need more education on what affordable housing means

As far as you know, what qualifies as affordable housing to policymakers?



Black/AfAm voters are more likely to see affordable housing as one of the most acute problems facing NYC

Is housing affordability a problem or not a problem in NYC today?

One of the
biggest problems

Big problem, but not
one of the biggest

Not
sure

Minor problem /
Not a problem

57%

28%

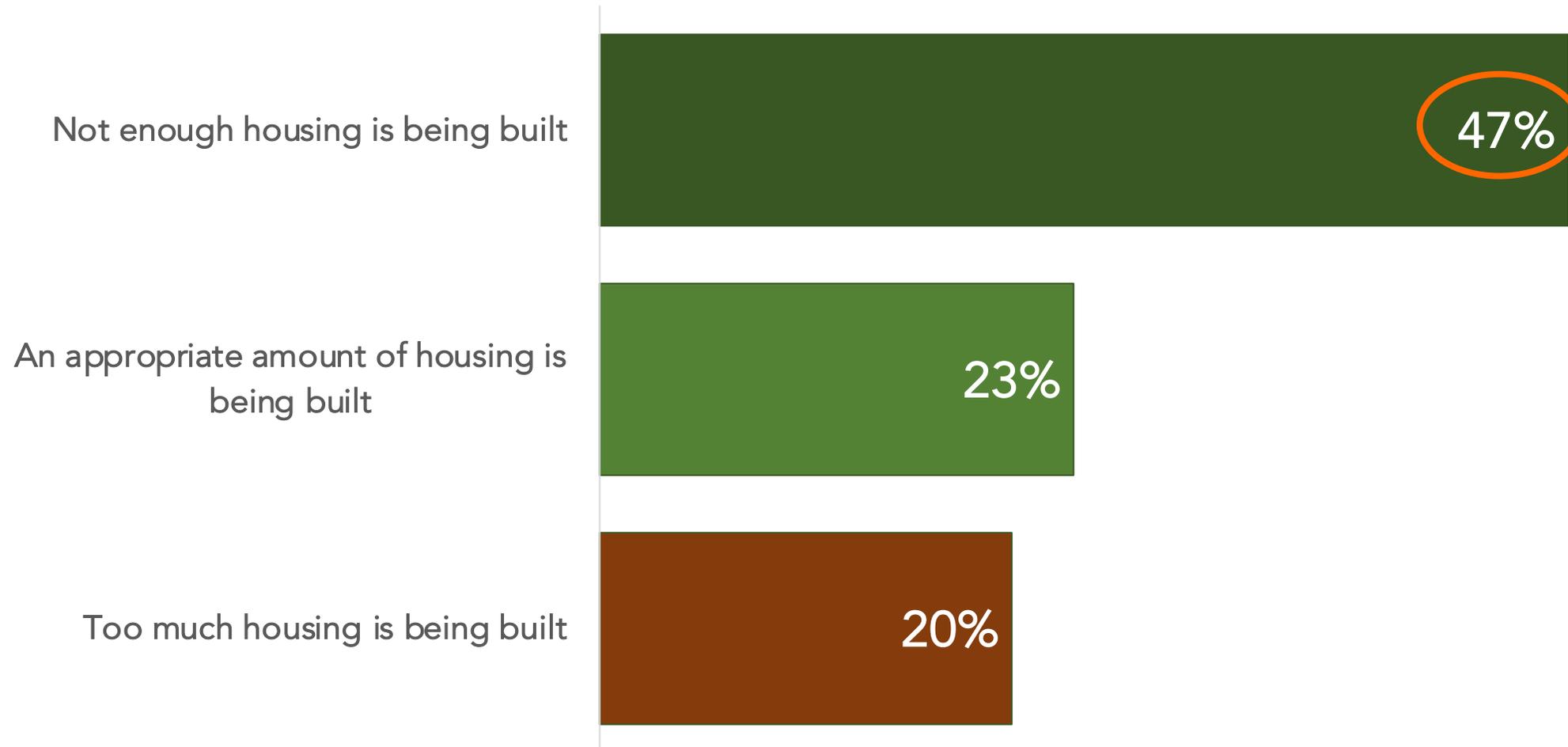
13%

Voters who are more likely to say that housing affordability in NYC is one of the biggest problems are:

- Black/African-American (65%), particularly...
 - Black/AfAm age 40+ (75%)
 - Queens Black/AfAm (77%)
 - Brooklyn Black/AfAm (68%)
- Renters (64%), particularly...
 - Residents in market-rate rentals (73%)
- Age 50+ (68%)
- Income \$15-75k (63%)
- White/Cauc age 50+ (63%)
- Hispanic/Latinx age 40 + (63%)

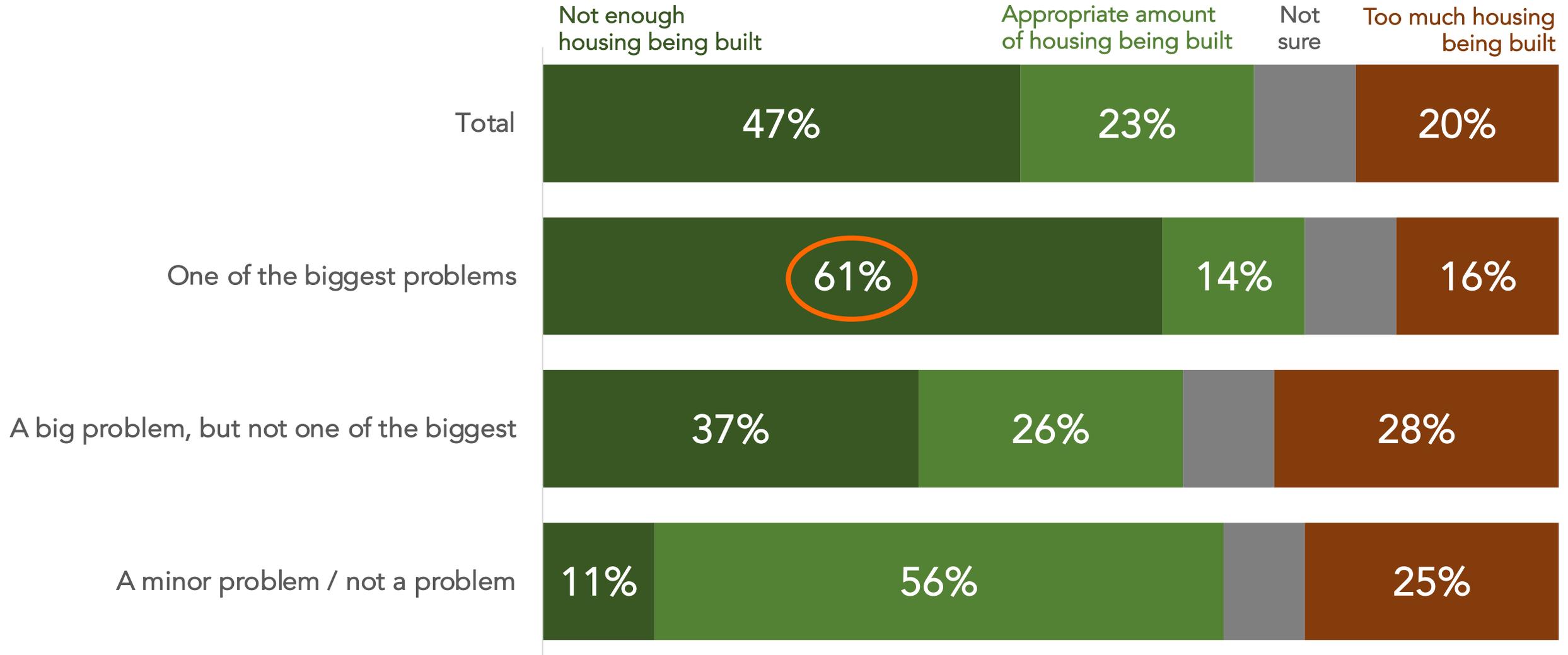
Half of voters believe that not enough housing is being built in NYC

Which best characterizes the supply of housing in NYC?



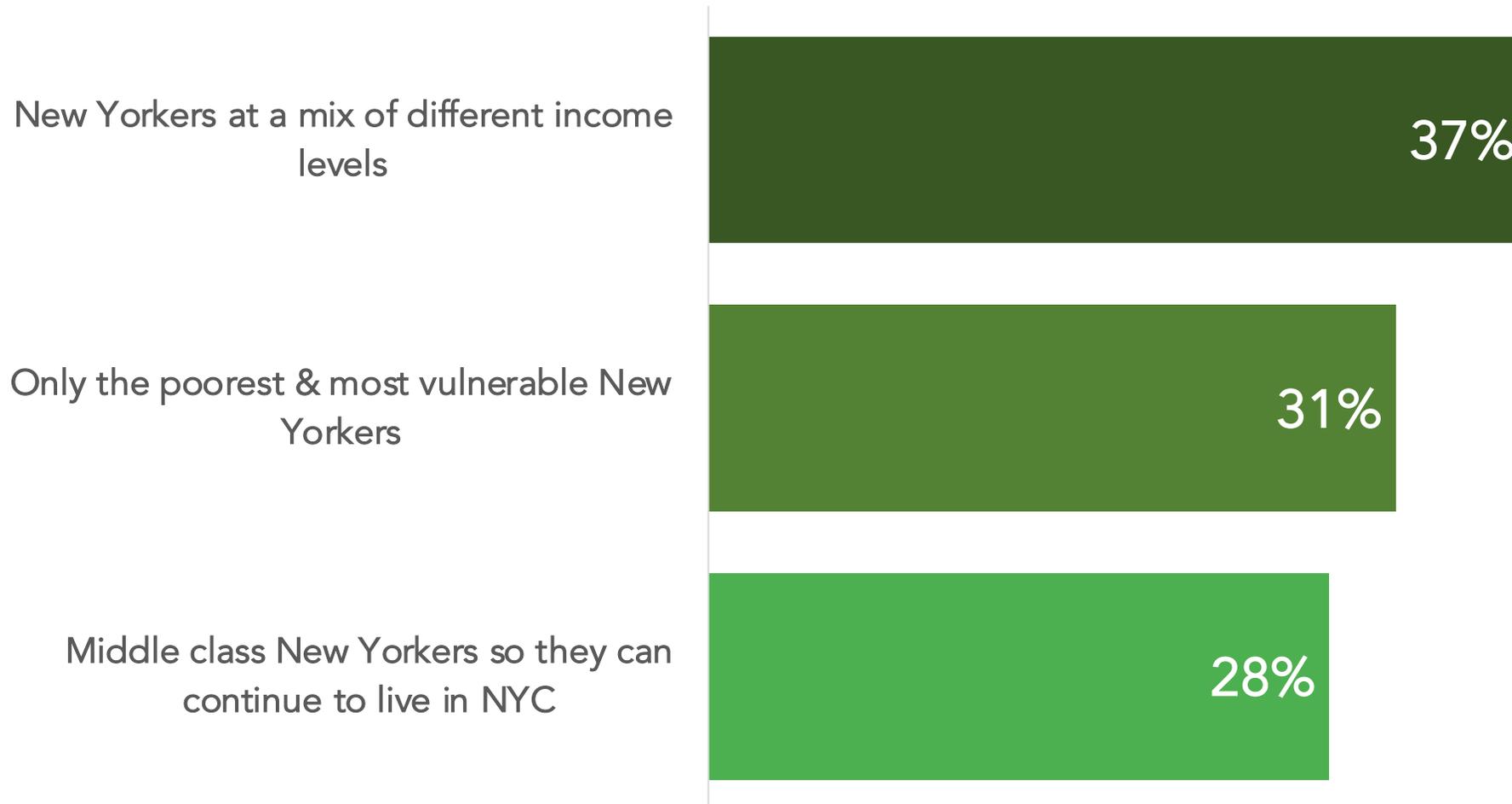
Voters who say housing affordability is one of the biggest problems facing NYC link it to the lack of housing supply

Which best characterizes the supply of housing in NYC?



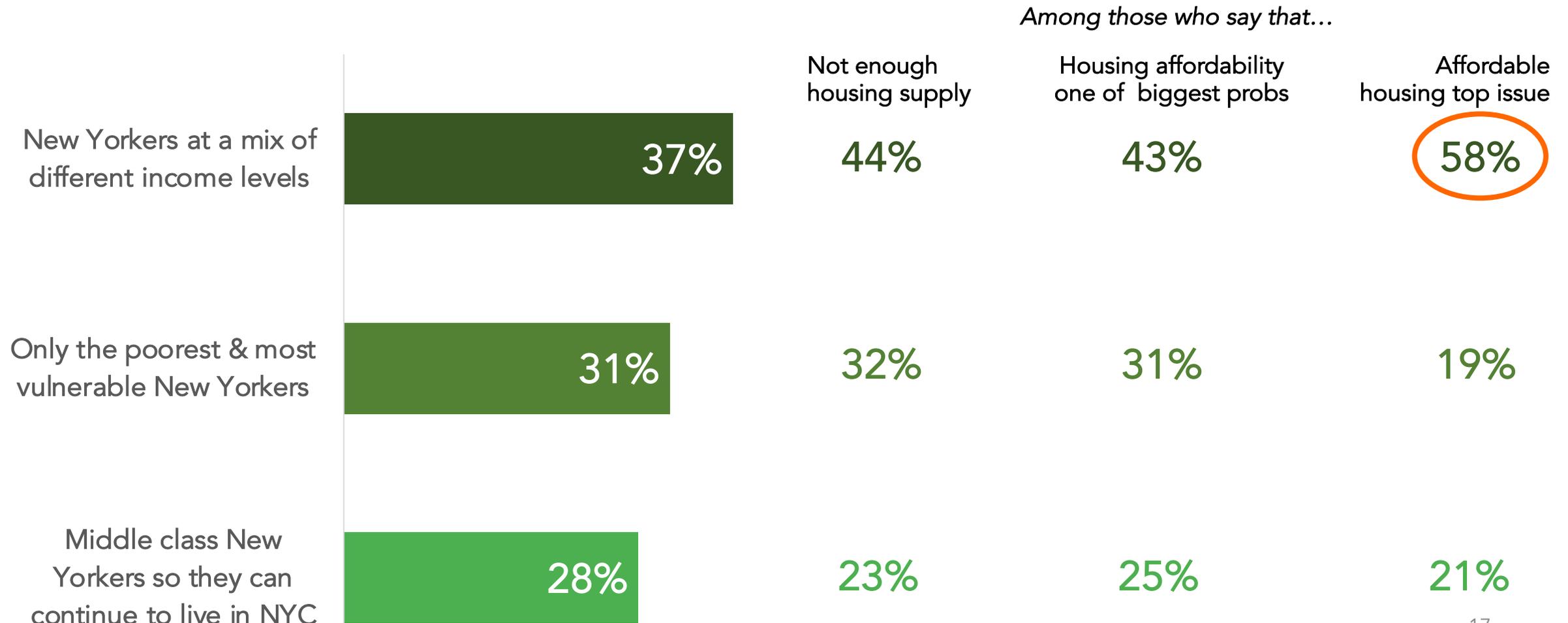
There is a diversity of opinion around what type of affordable housing should be built

For which group of New Yorkers is it most important to build affordable housing?



Those who cite housing affordability as top issue are much more likely to support the building of affordable housing for all New Yorkers

For which group of New Yorkers is it most important to build affordable housing?



There is strong support for a variety of ideas to expand the construction of affordable housing

Total Support	Total Strongly support	Ideas for making housing more affordable
93%	59%	Build more supportive housing to provide affordable housing options for New Yorkers experiencing homelessness.
90%	56%	Require that all new housing built in New York City include a certain percentage of affordable units.
87%	51%	Expand rental assistance programs (such as Section 8 vouchers) that subsidize the rent for low-income residents.
89%	49%	Give renters a federal tax break similar to the one that homeowners get when they deduct their mortgage interest.
86%	48%	Build more mixed-income housing (that is buildings that have units designated for a mix of high, middle and low-income residents) in higher-income neighborhoods across the city to create more options for residents currently tied to low-income neighborhoods.
86%	48%	Significantly increase the construction of new buildings with affordable housing units across the city.

Changing regulations to expand affordable housing supply are also popular

Total Support	Total Strongly Support	Ideas for making housing more affordable
83%	45%	Reform building codes to make basement apartments safer and more habitable.
82%	45%	Eliminate regulations that make it more difficult and expensive to build new affordable housing in New York City.
84%	43%	Convert office space that has been vacated during the pandemic into affordable housing units.
79%	42%	Allow for the construction of bigger buildings with more affordable housing units in more neighborhoods across the city.

Messages that tie the impact of affordable housing on health and community resonate most

Total Convincing	Total Very Convincing	Message
91%	57%	[IMPACT OF RENT BURDEN ON KIDS] Building more affordable housing is critical to ensuring kids grow up healthy and get the opportunity to succeed. When families are forced to spend more than a third of their income on housing, they often do not have enough money left over for food, healthcare and other necessities. Research shows that children who grow up without affordable housing are negatively impacted throughout their lives, suffering from poor health and job prospects.
91%	56%	[ESSENTIAL WORKERS] Our essential workers keep us all safe during the pandemic. From food delivery workers to bus drivers, home health aides to grocery store workers, they go to work each day to keep our city running during a crisis. Making sure they can afford to live in New York City should be a priority.
90%	51%	[AFFORDABLE HOUSING IMPACT ON HEALTH] The lack of affordable housing can take a major toll on a person's physical and mental health. Research shows that people who lack stable housing are more likely to suffer from illnesses such as heart disease, depression or asthma. Building new affordable housing is critical to the health of our neighbors and our communities.

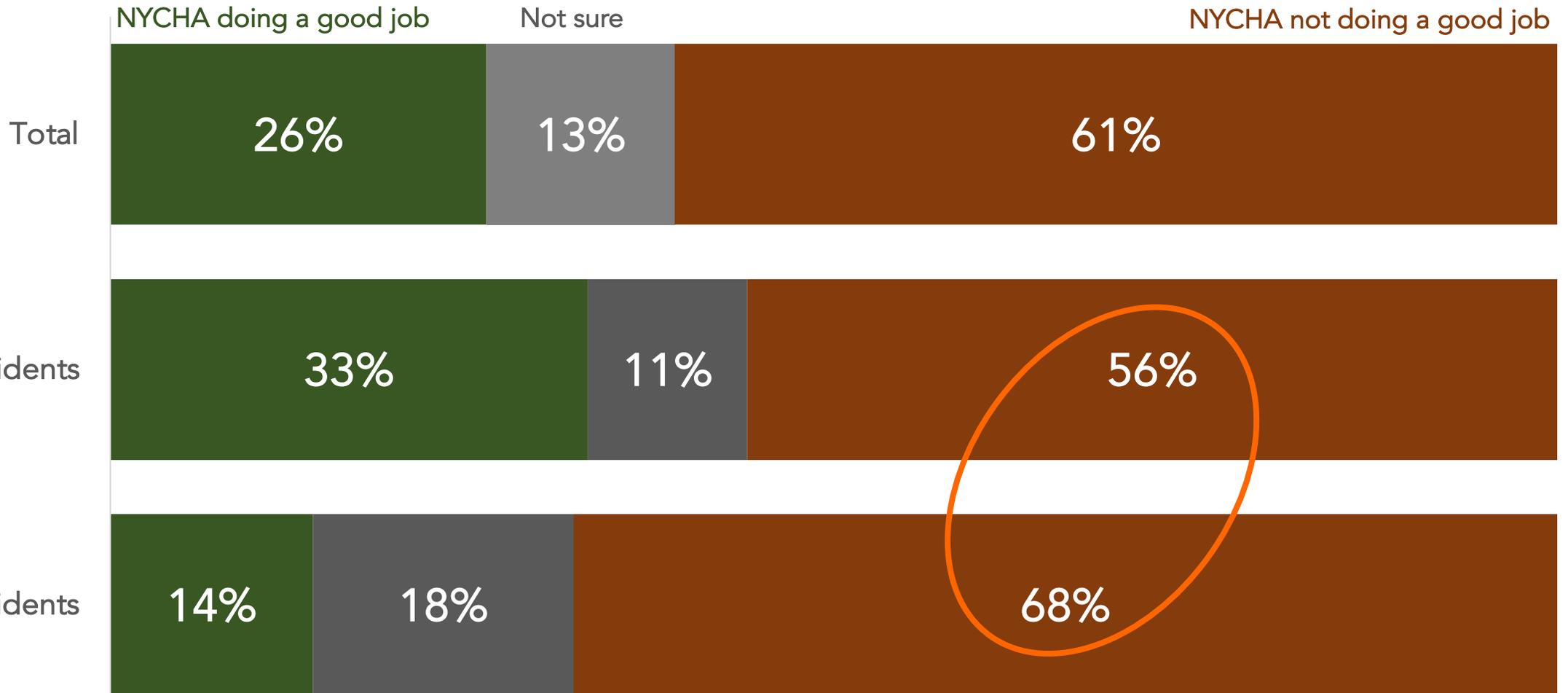
Aspirational messages, or those around technical arguments are not as effective

Total Convincing	Total Very Convincing	Message
86%	49%	<p>[RACIAL INEQUALITY] New York City has a big problem with racial inequality. We must change our housing policies, including building more affordable housing in all parts of the city, to reverse the legacy of racism, help overcome segregation, and provide more opportunity for New Yorkers of color.</p>
86%	46%	<p>[STRENGTH OF COMMUNITIES] Stable, affordable housing is critical for building stronger communities. People who lack affordable housing are often forced to move frequently and, as a result, do not form the deep attachments to their neighborhoods that are necessary for becoming contributing members of their communities.</p>
87%	43%	<p>[LESS COMMUTING/MORE QOL] Building more affordable housing options in neighborhoods across the city would let workers live closer to home and save time on commuting allowing them to have more quality time with their families and loved ones.</p>
84%	43%	<p>[LACK OF SUPPLY/RISING RENTS] Over the last 10 years, employment in New York City has grown by five times as much as the number of available housing units, leading to a big increase in the demand for housing that has driven up prices for everyone. New York City must build more housing across the city in order to meet the demand for quality, affordable housing.</p>

NYCHA

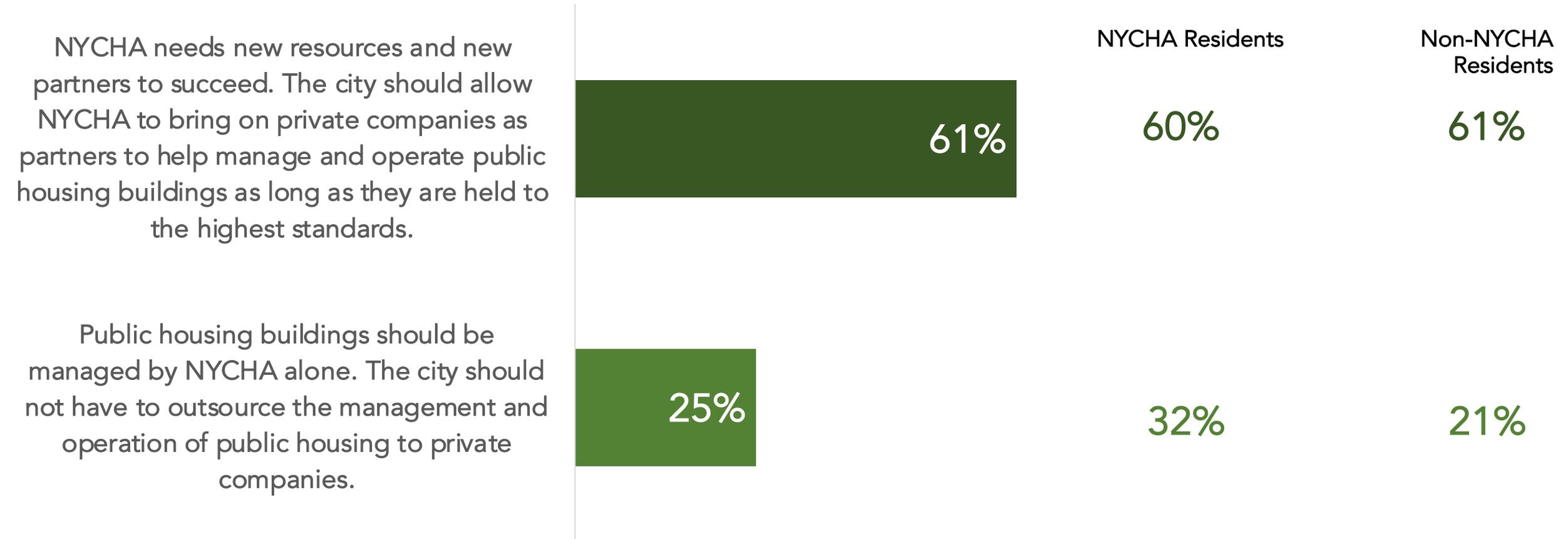
NYCHA generally gets negative marks for its management of public housing

Opinion of how public housing is being managed in NYC today.



Voters support the idea of bringing in private partners to help manage NYCHA

Which approach should NYC take to managing public housing?



Homelessness

One in five voters has experienced homelessness

Have you ever experienced homelessness?

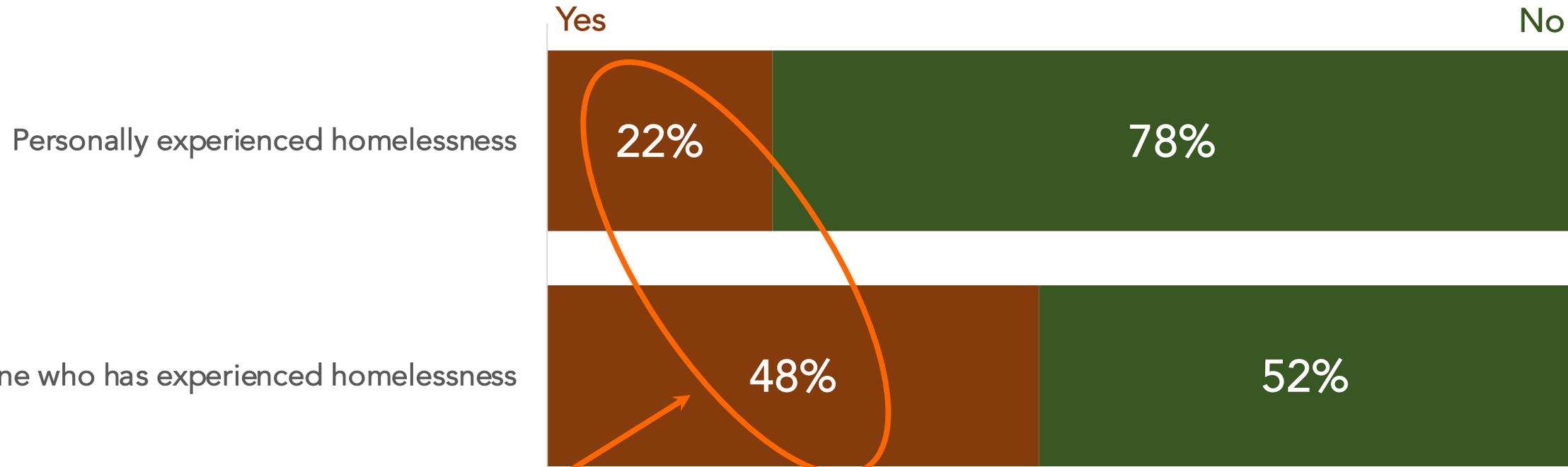


Voters who say they have experienced homelessness skew:

- Hispanic/Latinx (33%), particularly...
 - Under age 55 (38%)
 - Manhattan (50%)
 - Bronx (40%)
- Black/African-American (28%), particularly...
 - Male (40%)
 - Age 40+ (30%)
- Single parents (46%)
- NYCHA residents (41%)

Homelessness has touched half of voters

Have you personally experienced homelessness, or know anyone who has?

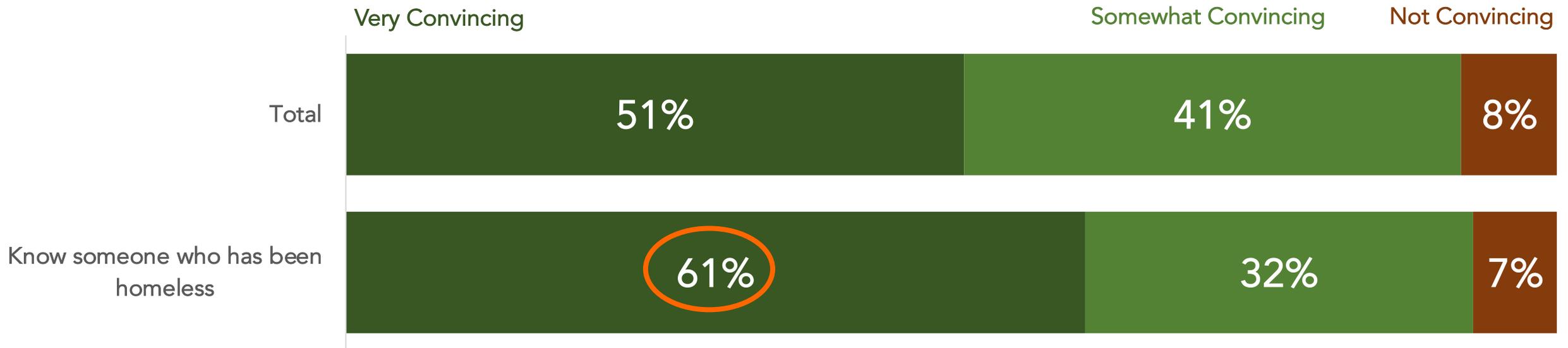


51% either have personally experienced homelessness or know someone who has.

Tapping into personal exposure to homelessness is potentially a powerful way to raise the profile of the issue

Reason to support initiatives to help homeless New Yorkers.

For too long, homeless New Yorkers have been treated as a nuisance instead of as our neighbors. Now, during the pandemic when homeless New Yorkers are at their most vulnerable, some politicians are turning their backs, yielding to parochial concerns of some residents. New York must invest in building supportive housing options that help the homeless transition from the streets into their own homes because our city will be judged on how we treat our most vulnerable.



Summary

- Half of voters believe that NYC is not building enough housing. The need for more housing supply resonates most strongly with voters concerned about housing affordability.
- Voters overall - especially those concerned about housing affordability - want affordable housing to serve households at a mix of income levels rather than only the lowest-income or only middle-class New Yorkers.
- Half of voters have been touched by homelessness, an experience that increases support for development and initiatives to help homeless New Yorkers.
- The majority of both NYCHA and non-NYCHA residents believe that NYCHA is not doing a good job of managing public housing and that the resources and expertise of new partners are needed.

Thank You
