

**Housing Narrative Change  
National Dial Messaging Survey**

1000 adults, nationwide  
 Oversample of 100 African Americans  
 Oversample of 100 Latinos  
 Oversample of 100 AAPI  
 Oversample of 100 Native Americans  
 Oversample of 100 adults in Washington state  
 Oversample of 200 <200% FPL  
 Sample of 100 advocates

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**Q1.** Please indicate your gender.

**Q2.** {IF Q1=3} Are you...

Male.....	49	55	49	40
Female .....	51	44	51	60
Non-binary.....	0	0	0	1
Other .....	0	0	0	0
Prefer not to answer.....	0	0	0	0

**Q3.** What is your age?

18-29 years .....	22	25	21	18
30-39 years .....	17	21	16	12
40-49 years .....	16	18	15	14
50-64 years .....	25	22	26	29
65 and older .....	20	14	21	27
18-24 years .....	13	14	13	10
25-29 years .....	9	11	8	9
30-34 years .....	9	12	9	6
35-39 years .....	8	9	8	5
40-44 years .....	7	9	7	5
45-49 years .....	9	10	8	9
50-54 years .....	6	4	8	8
55-59 years .....	9	10	8	8
60-64 years .....	10	7	11	12
65-69 years .....	9	8	9	12
70-74 years .....	7	3	8	11
75 and older .....	4	3	5	4
Prefer not to answer.....	0	0	0	0

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**Q4.** Just to make sure we have a representative sample, please choose one or more of these racial or ethnic groups that you identify with. **[RANDOMIZE CHOICES 1-6]**

Select all that apply

White or Caucasian.....	64	57	61	79
Black or African American.....	12	17	11	6
Latino/Latina or Hispanic.....	16	17	18	11
Asian American or Pacific Islander.....	6	6	9	2
Native American.....	2	2	2	2
Middle Eastern.....	0	1	0	0
None of these/Other.....	2	2	2	1

**Q5.** What is the last year of schooling that you have completed?

High School Graduate or less.....	27	24	24	36
Post-HS.....	41	39	44	40
College graduate or post-grad.....	31	36	32	24
1 - 11th Grade.....	3	3	2	3
High School Graduate.....	24	21	21	33
Vocational or technical school.....	5	5	5	4
Some college but no degree.....	26	25	29	26
Associate degree.....	10	10	10	10
4-year college graduate or bachelor's degree.....	20	21	24	15
Graduate School or advanced degree.....	11	14	9	9
Prefer not to say.....	0	1	0	0

**Q6.** In which state do you live?

**Q7. {Ask of WA Sample Only}** And in which county do you live?

Northeast.....	18	21	15	18
Midwest.....	21	15	23	28
South.....	38	36	39	38
West.....	23	27	23	16
New England.....	5	4	4	7
Middle Atlantic.....	13	16	11	10
East North Central.....	15	11	18	16
West North Central.....	6	4	4	12
South Atlantic.....	20	18	24	18
East South Central.....	6	4	6	9
West South Central.....	12	14	10	11
Mountain.....	7	8	7	5
Pacific.....	16	19	15	12
Washington state.....	3	2	4	3
King.....	27	31	41	0
Pierce /Kitsap.....	15	13	23	6
Northwest.....	16	15	15	19
Southwest.....	19	7	15	40
Southeast.....	12	14	3	25
Northeast.....	10	20	2	10

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**Q8.** In order to be sure we are representing the opinions of people who live in different types of households please tell me how many people live in your household including all dependent children and adults?

Mean .....	2.7	2.7	2.8	2.7
Median.....	2	2	2	2
One.....	21	25	17	21
Two.....	33	28	36	38
Three .....	18	17	20	17
Four.....	17	20	16	11
Five.....	6	6	7	6
Six .....	3	3	3	3
Seven .....	1	1	1	1
Eight.....	0	0	0	1
Nine.....	0	0	0	0
Ten or more.....	0	0	0	0

**Q9.** Now for statistical purposes only, last year, what was your total family income from all sources, before taxes?

Below \$12,490 .....	6	8	4	6
\$12,490 to less than \$16,910.....	4	5	3	5
\$16,910 to less than \$21,330.....	4	4	4	5
\$21, 330 to less than \$24,980.....	4	5	3	4
\$24,980 to less than \$25,750.....	2	3	1	2
\$25,750 to less than \$30,170.....	5	5	4	7
\$30,170 to less than \$33,820.....	3	2	3	3
\$33,820 to less than \$34,590.....	2	2	3	2
\$34,590 to less than \$39,010.....	4	3	4	6
\$39,010 to less than \$42,660.....	3	5	1	2
\$42,660 to less than \$43,430.....	1	1	1	1
\$43,430 to less than \$51,500.....	7	5	8	7
\$51,500 to less than \$60,340.....	10	9	10	10
\$60,340 to less than \$69,180.....	6	4	6	7
\$69,180 to less than \$78,020.....	8	8	10	7
\$78,020 to less than \$86,860.....	5	5	5	6
\$86,860 or more.....	21	22	27	14
Prefer not to answer {terminate low income sample} .....	5	4	4	6

**FPL calculation**

Under 200% of FPL.....	29	31	23	33
200% or more of FPL.....	66	65	73	62
Unknown .....	5	4	4	6

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**Q10.** Now, you will see a list of concerns that some people in this area have mentioned. Other than the Coronavirus/COVID-19 pandemic, please choose the one you think is the most important issue for elected officials to address. {RANDOMIZE LIST}

The economy and jobs.....	24	24	26	23
Healthcare.....	24	24	26	20
Social Security and Medicare.....	11	10	10	14
Dysfunction in government.....	7	6	7	9
Immigration.....	6	6	6	6
The cost of housing and homelessness.....	6	7	5	5
The environment and climate change.....	6	7	4	5
Terrorism and national security.....	5	5	4	8
Education.....	4	4	3	4
The federal budget deficit.....	2	1	3	1
Prescription drug costs.....	1	1	2	1
Crime.....	1	2	1	0
Other.....	2	2	3	3

**Q11.** In your opinion, which of the following is the primary reason wealthy Americans have achieved financial success? {ROTATE 1-2, 2-1}

Wealthy Americans achieved their success because they were given more opportunities than others.....	50	53	52	43
Wealthy Americans achieved their success because they worked harder than others.....	34	30	36	38
Not sure.....	16	16	12	19

**Q12.** Which of the following statements is closer to your opinion? {ROTATE 1-2, 2-1}

People of color face greater barriers to economic success than white people.....	50	54	53	41
People of color who cannot get ahead are mostly responsible for their own condition.....	37	35	37	39
Not sure.....	13	11	10	21

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**Q13.** If you had to choose, which would you prefer? {ROTATE 1-2, 2-1}

Government get out of our way.....	34	30	34	39
Government create opportunities for advancement.....	55	61	56	44
Not sure.....	11	9	10	16

**Q14.** {P} {SSA} Even if neither is perfect, which of the following statements is closer to your opinion? {ROTATE 1-2, 2-1}

Housing is a private responsibility that we regulate.....	27	23	27	32
Housing is a public good that everyone should have access to.....	65	71	67	54
Not sure.....	8	6	7	14

**Q15.** {P} {SSB} Even if neither is perfect, which of the following statements is closer to your opinion? {ROTATE 1-2, 2-1}

Housing is a private responsibility that we regulate.....	19	17	25	15
Housing is a basic human need that everyone should have access to.....	75	81	70	73
Not sure.....	6	2	4	12

**Q16.** {SSA} How big of a problem is affordable housing for all in the country?

Very big problem.....	47	55	49	33
Somewhat of a problem.....	39	34	41	44
A little problem.....	9	8	4	18
Not a problem at all.....	1	1	2	1
Not sure.....	3	2	3	3
Problem.....	87	89	90	77
Not a problem.....	11	9	6	20

**Q17.** {SSB} How big of a problem is affordable housing for all in your community?

Very big problem.....	31	41	26	23
Somewhat of a problem.....	34	37	33	33
A little problem.....	19	16	22	18
Not a problem at all.....	9	3	7	20
Not sure.....	7	3	12	6
Problem.....	66	78	59	56
Not a problem.....	28	19	29	38

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**Q18. {SSA}** Now you are going to see a list of different descriptive words. Select the THREE words you believe best describe the current state of housing in the United States.

Select the three that apply

Too expensive .....	60	56	66	58
Fundamental necessity .....	41	44	41	36
Out of reach .....	31	33	33	23
Personal responsibility .....	24	19	23	35
Discriminatory .....	22	22	24	20
Human right.....	22	26	23	15
Accessible .....	17	13	19	21
Segregated.....	14	13	15	14
Common good.....	12	16	9	12
Affordable .....	12	13	9	13
Fair .....	11	12	11	12
Unsafe .....	10	11	8	12
Other .....	1	1	1	1
Not sure.....	2	1	1	6

**Q19. {SSB}** Now you are going to see a list of different descriptive words. Select the THREE words you believe best describe how housing in the United States SHOULD be.

Select the three that apply

Affordable .....	65	61	67	69
Safe .....	40	38	46	35
Accessible .....	33	39	33	25
Human right.....	31	35	31	27
Fundamental necessity .....	26	30	22	27
Nondiscriminatory .....	25	27	23	28
Fair .....	21	16	23	27
Within reach .....	19	16	21	22
Personal responsibility .....	17	12	20	22
Common good.....	9	10	10	7
Other .....	0	0	0	1
Not sure.....	1	1	1	1

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**Q20. {P} {SSA}** What role should the local government play in ensuring affordable housing?

A big role .....	41	50	39	32
A medium role .....	37	37	37	40
A small role.....	13	8	17	16
No role at all .....	4	1	6	7
Not sure.....	3	4	2	5
 Big/Medium role .....	 79	 86	 76	 72
Small/No role at all .....	18	9	23	23

**Q21. {P} {SSB}** What role should the federal government play in ensuring affordable housing?

A big role .....	42	55	37	28
A medium role .....	30	29	31	31
A small role.....	18	10	22	25
No role at all .....	6	3	7	9
Not sure.....	4	2	3	7
 Big/Medium role .....	 72	 84	 68	 59
Small/No role at all .....	24	14	29	34

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**Q22. {P}** Please indicate whether you favor or oppose each of the following policies on a scale of 0 to 10 where 0 means you strongly oppose and 10 means you strongly favor. **{RANDOMIZE}**

**Sorted by means**

D22l. Investing in stable, good-paying jobs .....	8.2	8.3	8.1	8.1
D22b. Re-purposing available spaces that stand empty into affordable housing options.....	7.8	7.8	7.8	7.8
C22e. Passing laws so tenants are not evicted for no reason .....	7.7	8.0	7.8	7.0
C22m. Tax credits and incentives to convert unused space into low cost housing like tiny houses, converted garages, and housing cooperatives.....	7.4	7.8	7.1	7.4
C22i. Regulating housing costs so they reflect the economy of the community.....	7.4	8.0	7.2	6.9
C22c. Investing in the building of more affordable housing in every neighborhood .....	7.4	7.8	7.3	6.8
C22g. Passing rent control measures .....	7.4	7.8	7.3	6.7
C22o. Providing renter or owner subsidies to low- and moderate- income households .....	7.3	7.8	7.1	6.8
C22k. Increasing the minimum wage to \$15 per hour .....	7.3	7.9	7.2	6.4
D22f. Creating housing trusts run by non-profits .....	7.0	7.5	7.0	6.4
D22d. Investing public funds into the creation of more affordable housing .....	7.0	7.6	6.8	6.5
D22h. Regulating rent increases.....	7.0	7.4	6.8	6.7
D22p. Investing in homeowners' and renters' assistance for low-income people and people of color.....	7.0	7.6	6.7	6.4
C22a. Dedicating public lands for the construction of more affordable housing.....	6.6	7.4	6.4	5.8
D22j. Changing community rules and zoning to ensure different kinds of affordable housing like apartments, condos, and other higher-density buildings can be built in neighborhoods .....	6.6	7.2	6.5	6.0
D22n. Passing an anti-speculation tax to discourage speculative investors, or "house flippers," from buying and rapidly reselling properties .....	6.1	6.3	6.1	5.7



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**Sorted by “10 – Strongly favor”**

C22k.Increasing the minimum wage to \$15 per hour .....	42	47	41	35
C22e.Passing laws so tenants are not evicted for no reason.....	37	43	39	27
D22l.Investing in stable, good-paying jobs .....	36	41	30	35
C22g.Passing rent control measures .....	31	37	32	20
D22b.Re-purposing available spaces that stand empty into affordable housing options.....	30	33	25	33
C22c.Investing in the building of more affordable housing in every neighborhood .....	30	34	27	26
C22i.Regulating housing costs so they reflect the economy of the community.....	27	34	27	18
C22m.Tax credits and incentives to convert unused space into low cost housing like tiny houses, converted garages, and housing cooperatives.....	27	30	23	29
C22o.Providing renter or owner subsidies to low- and moderate- income households .....	27	31	25	23
D22h.Regulating rent increases.....	26	32	22	23
D22p.Investing in homeowners' and renters' assistance for low-income people and people of color.....	24	36	16	16
C22a.Dedicating public lands for the construction of more affordable housing.....	22	28	18	17
D22d.Investing public funds into the creation of more affordable housing .....	22	28	18	17
D22f.Creating housing trusts run by non-profits .....	20	27	15	16
D22j.Changing community rules and zoning to ensure different kinds of affordable housing like apartments, condos, and other higher-density buildings can be built in neighborhoods .....	18	25	13	14
D22n.Passing an anti-speculation tax to discourage speculative investors, or "house flippers," from buying and rapidly reselling properties .....	15	19	13	13

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a. {SSC} Dedicating public lands for the construction of more affordable housing.

Mean .....	6.6	7.4	6.4	5.8
10 – Strongly favor .....	22	28	18	17
8 - 9 .....	23	29	18	19
6 - 7 .....	22	18	29	18
5 .....	10	8	13	9
1 - 4 .....	13	10	11	22
0 – Strongly oppose .....	6	4	7	8
Not sure .....	4	3	4	7
6 - 10 – Favor .....	66	75	65	54
5 /NS .....	14	11	17	16
0 - 4 – Oppose .....	20	14	18	30

b. {SSD} Re-purposing available spaces that stand empty into affordable housing options.

Mean .....	7.8	7.8	7.8	7.8
10 – Strongly favor .....	30	33	25	33
8 - 9 .....	28	28	29	25
6 - 7 .....	24	22	30	19
5 .....	10	12	7	12
1 - 4 .....	4	3	4	6
0 – Strongly oppose .....	1	2	0	1
Not sure .....	3	1	5	5
6 - 10 – Favor .....	82	83	84	77
5 /NS .....	13	13	11	16
0 - 4 – Oppose .....	5	5	4	7

c. {SSC} Investing in the building of more affordable housing in every neighborhood.

Mean .....	7.4	7.8	7.3	6.8
10 – Strongly favor .....	30	34	27	26
8 - 9 .....	27	29	28	22
6 - 7 .....	20	20	20	18
5 .....	10	8	10	11
1 - 4 .....	7	5	6	12
0 – Strongly oppose .....	5	3	6	7
Not sure .....	2	1	3	3
6 - 10 – Favor .....	76	83	76	67
5 /NS .....	12	9	13	14
0 - 4 – Oppose .....	12	8	12	19

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d. {SSD} Investing public funds into the creation of more affordable housing.

Mean .....	7.0	7.6	6.8	6.5
10 – Strongly favor .....	22	28	18	17
8 - 9 .....	27	29	26	23
6 - 7 .....	21	17	26	23
5 .....	10	12	8	11
1 - 4 .....	10	7	13	13
0 – Strongly oppose .....	3	2	4	4
Not sure .....	6	5	5	9
6 - 10 – Favor .....	70	75	70	63
5 /NS .....	17	16	14	20
0 - 4 – Oppose .....	14	9	17	17

e. {SSC} Passing laws so tenants are not evicted for no reason.

Mean .....	7.7	8.0	7.8	7.0
10 – Strongly favor .....	37	43	39	27
8 - 9 .....	25	26	22	26
6 - 7 .....	16	11	22	16
5 .....	6	8	3	7
1 - 4 .....	6	3	5	11
0 – Strongly oppose .....	5	5	5	7
Not sure .....	4	2	5	7
6 - 10 – Favor .....	78	81	82	68
5 /NS .....	11	11	8	14
0 - 4 – Oppose .....	11	8	10	18

f. {SSD} Creating housing trusts run by non-profits.

Mean .....	7.0	7.5	7.0	6.4
10 – Strongly favor .....	20	27	15	16
8 - 9 .....	22	26	21	17
6 - 7 .....	23	19	28	23
5 .....	12	9	14	16
1 - 4 .....	8	8	6	12
0 – Strongly oppose .....	2	2	2	4
Not sure .....	12	9	14	13
6 - 10 – Favor .....	65	72	65	55
5 /NS .....	24	18	28	29
0 - 4 – Oppose .....	11	11	8	15

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g. {SSC} Passing rent control measures.

Mean .....	7.4	7.8	7.3	6.7
10 – Strongly favor .....	31	37	32	20
8 - 9 .....	22	26	19	23
6 - 7 .....	19	16	22	18
5 .....	10	9	10	12
1 - 4 .....	7	6	6	11
0 – Strongly oppose .....	5	3	6	6
Not sure .....	6	4	5	10
6 - 10 – Favor .....	72	78	73	61
5 /NS .....	16	13	15	22
0 - 4 – Oppose .....	12	9	12	17

h. {SSD} Regulating rent increases.

Mean .....	7.0	7.4	6.8	6.7
10 – Strongly favor .....	26	32	22	23
8 - 9 .....	26	27	26	24
6 - 7 .....	19	15	24	18
5 .....	9	10	6	12
1 - 4 .....	11	8	12	15
0 – Strongly oppose .....	6	5	7	4
Not sure .....	4	4	4	4
6 - 10 – Favor .....	71	74	71	65
5 /NS .....	13	14	10	15
0 - 4 – Oppose .....	17	13	19	19

i. {SSC} Regulating housing costs so they reflect the economy of the community.

Mean .....	7.4	8.0	7.2	6.9
10 – Strongly favor .....	27	34	27	18
8 - 9 .....	29	30	27	31
6 - 7 .....	18	18	20	15
5 .....	9	6	8	15
1 - 4 .....	8	7	8	9
0 – Strongly oppose .....	4	2	7	5
Not sure .....	5	4	3	7
6 - 10 – Favor .....	74	81	74	65
5 /NS .....	14	11	11	22
0 - 4 – Oppose .....	12	8	15	14

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j. **{SSD}** Changing community rules and zoning to ensure different kinds of affordable housing like apartments, condos, and other higher-density buildings can be built in neighborhoods.

Mean .....	6.6	7.2	6.5	6.0
10 – Strongly favor .....	18	25	13	14
8 - 9 .....	25	27	28	20
6 - 7 .....	22	20	23	25
5 .....	11	11	11	12
1 - 4 .....	13	9	13	20
0 – Strongly oppose .....	5	5	6	6
Not sure .....	5	4	6	4
6 - 10 – Favor .....	65	72	64	59
5 /NS .....	16	15	17	16
0 - 4 – Oppose .....	19	13	19	26

k. **{SSC}** Increasing the minimum wage to \$15 per hour.

Mean .....	7.3	7.9	7.2	6.4
10 – Strongly favor .....	42	47	41	35
8 - 9 .....	18	20	20	14
6 - 7 .....	10	12	8	8
5 .....	7	6	8	8
1 - 4 .....	10	7	10	16
0 – Strongly oppose .....	9	5	10	14
Not sure .....	4	3	3	5
6 - 10 – Favor .....	70	79	69	58
5 /NS .....	11	8	11	13
0 - 4 – Oppose .....	19	12	20	29

l. **{SSD}** Investing in stable, good-paying jobs.

Mean .....	8.2	8.3	8.1	8.1
10 – Strongly favor .....	36	41	30	35
8 - 9 .....	33	31	36	31
6 - 7 .....	17	14	21	18
5 .....	6	7	5	8
1 - 4 .....	4	4	4	4
0 – Strongly oppose .....	0	1	0	0
Not sure .....	3	2	4	3
6 - 10 – Favor .....	86	87	87	84
5 /NS .....	10	9	9	11
0 - 4 – Oppose .....	4	4	4	5

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m. {SSC} Tax credits and incentives to convert unused space into low cost housing like tiny houses, converted garages, and housing cooperatives.

Mean .....	7.4	7.8	7.1	7.4
10 – Strongly favor .....	27	30	23	29
8 - 9 .....	26	31	23	22
6 - 7 .....	22	17	27	24
5 .....	10	11	12	7
1 - 4 .....	6	5	4	10
0 – Strongly oppose .....	3	2	5	2
Not sure .....	5	5	5	6
6 - 10 – Favor .....	75	78	74	75
5 /NS .....	15	16	17	12
0 - 4 – Oppose .....	9	6	10	12

n. {SSD} Passing an anti-speculation tax to discourage speculative investors, or “house flippers,” from buying and rapidly reselling properties.

Mean .....	6.1	6.3	6.1	5.7
10 – Strongly favor .....	15	19	13	13
8 - 9 .....	20	21	20	19
6 - 7 .....	18	14	24	17
5 .....	14	15	13	13
1 - 4 .....	14	14	13	15
0 – Strongly oppose .....	9	9	8	12
Not sure .....	10	9	10	12
6 - 10 – Favor .....	53	54	57	49
5 /NS .....	24	24	23	24
0 - 4 – Oppose .....	23	22	21	27

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

o. {SSC} Providing renter or owner subsidies to low- and moderate- income households.

Mean .....	7.3	7.8	7.1	6.8
10 – Strongly favor .....	27	31	25	23
8 - 9 .....	26	30	22	24
6 - 7 .....	20	17	24	19
5 .....	11	10	8	13
1 - 4 .....	7	5	7	9
0 – Strongly oppose .....	4	2	6	5
Not sure .....	6	5	7	6
6 - 10 – Favor .....	73	78	72	67
5 /NS .....	16	16	15	19
0 - 4 – Oppose .....	11	6	13	14

p. {SSD} Investing in homeowners' and renters' assistance for low-income people and people of color.

Mean .....	7.0	7.6	6.7	6.4
10 – Strongly favor .....	24	36	16	16
8 - 9 .....	23	22	26	22
6 - 7 .....	22	19	25	20
5 .....	11	10	10	14
1 - 4 .....	13	8	15	17
0 – Strongly oppose .....	3	2	4	4
Not sure .....	5	4	4	6
6 - 10 – Favor .....	69	77	68	58
5 /NS .....	15	13	14	20
0 - 4 – Oppose .....	16	10	18	22

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**Q23. Who or what is to blame for the housing crisis in the United States? {RANDOMIZE}**

Federal government.....	20	22	19	16
Housing and land developers.....	12	13	11	10
Investors and Speculators.....	11	10	13	10
State government.....	10	9	10	10
Individuals .....	8	7	8	9
Landlords.....	7	7	6	8
Private sector .....	6	6	6	6
Local government.....	5	7	5	4
Other .....	3	3	4	3
Not sure.....	19	15	18	24

**Q24. And who or what is most responsible for solving the housing crisis in the United States? {RANDOMIZE}**

Federal government.....	32	36	31	29
State government.....	15	15	15	14
Local government.....	10	13	8	6
Individuals .....	9	5	12	11
Private sector .....	7	6	8	8
Housing and land developers.....	6	7	5	6
Landlords.....	2	3	2	2
Non-profits and charities .....	2	2	2	1
Investors.....	2	2	1	1
Faith organizations.....	1	1	0	1
Other .....	2	1	2	2
Not sure.....	14	10	14	18



	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
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**Q25. {P}** Now you are going to read several statements. For each one, please indicate if you agree or disagree. [RANDOMIZE]

**Sorted by “Strongly agree”**

C25c.All children deserve a roof over their head and a safe place to live .....	75	77	73	75
C25u.Like air to breathe and food to eat, safe shelter is a basic human need .....	65	70	63	59
D25b.Without a job, you are likely to struggle holding down housing.....	64	68	63	58
C25e.Everyone should be able to choose where to live when you can afford it. Being denied where to live because of race, family status, or disability is discrimination .....	64	66	61	64
D25f.Being denied where to live because of race, family status, or disability is discrimination .....	62	64	64	56
D25h.Every person deserves the right to a safe, secure, and affordable place to live no matter what we look like or where we come from.....	59	66	55	51
C25g.Everyone should be able to live in a neighborhood with good schools, grocery stores, parks, and libraries .....	58	62	55	57
D25d.We should guarantee all children a roof over their head and a safe place to live .....	58	61	55	54
C25k.Everyone should have a safe, stable place to call home regardless of how much money we have .....	57	60	58	51
C25a.Without housing, you are likely to struggle holding down a job .....	54	58	56	46
D25l.Everyone should have a safe, stable place to call home, no exceptions .....	53	61	47	50
C25o.We need rules that will keep housing within reach for everyone .....	51	56	49	44
D25p.We need policies that ensure housing is within reach for everyone .....	47	54	43	42
C25z.Government should ensure everyone has access to housing .....	46	53	44	39
D25t.We need to come together as a community to pass policies that can increase affordable housing for all.....	45	51	39	43
D25v.We should guarantee affordable housing for all .....	42	53	38	33
C25s.We need to come together as a community to elect new leaders that can increase affordable housing for all .....	42	47	41	36
C25q.We can make a difference by coming together as a community to make housing affordable for all.....	40	45	39	33

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
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D25n.By working together we can rewrite the rules so everyone can thrive and have affordable, secure housing .....	40	48	33	36
D25aa.Government should ensure that everyone has a place to live.....	39	48	34	31
C25i.If we had the right policies in place, almost no one would be homeless in America.....	38	43	33	37
C25m.By working together we can rewrite the rules so everyone can thrive .....	37	38	37	34
D25r.By working together we can prioritize policies that seek racial fairness in housing .....	36	44	33	28
D25j.If we had the right policies in place, almost no one would be struggling to find and keep housing in America.....	35	42	31	28
25y.The richest 1% are exploiting the housing market and keeping housing out of our reach .....	32	35	29	32
C25w.Decades of racist housing policies mean that today, many working people of color struggle to afford a roof over their head .....	31	39	29	20
D25x.Decades of discriminatory housing policies mean that today, many working people of color struggle to afford a roof over their head .....	26	33	24	16

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Unweighted N=	1701	692	576	415

a. {SSC} Without housing, you are likely to struggle holding down a job.

Strongly agree .....	54	58	56	46
Somewhat agree .....	32	31	33	33
Somewhat disagree .....	6	5	6	8
Strongly disagree .....	2	3	1	2
Not sure .....	6	3	4	11
<b>Agree .....</b>	<b>86</b>	<b>89</b>	<b>89</b>	<b>79</b>
<b>Disagree .....</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>10</b>

b. {SSD} Without a job, you are likely to struggle holding down housing.

Strongly agree .....	64	68	63	58
Somewhat agree .....	26	22	25	35
Somewhat disagree .....	6	5	9	2
Strongly disagree .....	3	3	2	3
Not sure .....	1	2	1	1
<b>Agree .....</b>	<b>90</b>	<b>90</b>	<b>89</b>	<b>93</b>
<b>Disagree .....</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>6</b>

c. {SSC} All children deserve a roof over their head and a safe place to live.

Strongly agree .....	75	77	73	75
Somewhat agree .....	18	17	19	20
Somewhat disagree .....	3	5	4	0
Strongly disagree .....	1	1	2	0
Not sure .....	2	1	2	5
<b>Agree .....</b>	<b>93</b>	<b>94</b>	<b>92</b>	<b>95</b>
<b>Disagree .....</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>0</b>

d. {SSD} We should guarantee all children a roof over their heard and a safe place to live.

Strongly agree .....	58	61	55	54
Somewhat agree .....	29	27	32	29
Somewhat disagree .....	8	8	7	9
Strongly disagree .....	4	3	4	5
Not sure .....	2	1	2	3
<b>Agree .....</b>	<b>87</b>	<b>88</b>	<b>88</b>	<b>84</b>
<b>Disagree .....</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>13</b>

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e. **{SSC}** Everyone should be able to choose where to live when you can afford it. Being denied where to live because of race, family status, or disability is discrimination.

Strongly agree	64	66	61	64
Somewhat agree	24	23	26	23
Somewhat disagree	6	7	5	6
Strongly disagree	3	2	5	2
Not sure	3	2	3	6
Agree	87	89	87	87
Disagree	9	9	10	7

f. **{SSD}** Being denied where to live because of race, family status, or disability is discrimination.

Strongly agree	62	64	64	56
Somewhat agree	22	20	19	27
Somewhat disagree	8	9	7	8
Strongly disagree	7	5	8	7
Not sure	2	2	3	1
Agree	84	84	83	83
Disagree	14	14	14	16

g. **{SSC}** Everyone should be able to live in a neighborhood with good schools, grocery stores, parks, and libraries.

Strongly agree	58	62	55	57
Somewhat agree	32	29	34	32
Somewhat disagree	5	5	5	5
Strongly disagree	3	3	3	2
Not sure	3	2	3	4
Agree	90	90	89	89
Disagree	8	8	8	6

h. **{SSD}** Every person deserves the right to a safe, secure, and affordable place to live no matter what we look like or where we come from.

Strongly agree	59	66	55	51
Somewhat agree	27	20	33	33
Somewhat disagree	9	10	6	10
Strongly disagree	3	2	4	3
Not sure	2	2	2	3
Agree	86	86	88	84
Disagree	12	12	10	13

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Unweighted N=	1701	692	576	415

i. {SSC} If we had the right policies in place, almost no one would be homeless in America.

Strongly agree	38	43	33	37
Somewhat agree	33	30	39	29
Somewhat disagree	13	12	13	16
Strongly disagree	9	7	12	9
Not sure	7	8	3	10
Agree	71	73	72	65
Disagree	23	19	25	25

j. {SSD} If we had the right policies in place, almost no one would be struggling to find and keep housing in America.

Strongly agree	35	42	31	28
Somewhat agree	34	32	35	37
Somewhat disagree	19	15	21	21
Strongly disagree	7	6	9	6
Not sure	6	5	5	8
Agree	69	74	65	65
Disagree	26	21	30	27

k. {SSC} Everyone should have a safe, stable place to call home regardless of how much money we have.

Strongly agree	57	60	58	51
Somewhat agree	32	30	30	37
Somewhat disagree	5	5	5	4
Strongly disagree	3	3	5	3
Not sure	3	3	2	4
Agree	89	90	88	89
Disagree	8	7	10	7

l. {SSD} Everyone should have a safe, stable place to call home, no exceptions.

Strongly agree	53	61	47	50
Somewhat agree	30	27	35	30
Somewhat disagree	10	8	12	11
Strongly disagree	4	2	3	6
Not sure	3	2	3	2
Agree	84	88	82	80
Disagree	14	10	15	17

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Unweighted N=	1701	692	576	415

m. **{SSC}** By working together we can rewrite the rules so everyone can thrive.

Strongly agree	37	38	37	34
Somewhat agree	39	40	39	36
Somewhat disagree	12	15	9	11
Strongly disagree	7	2	12	9
Not sure	6	5	3	10
<b>Agree</b>	<b>75</b>	<b>78</b>	<b>76</b>	<b>70</b>
<b>Disagree</b>	<b>19</b>	<b>17</b>	<b>21</b>	<b>20</b>

n. **{SSD}** By working together we can rewrite the rules so everyone can thrive and have affordable, secure housing.

Strongly agree	40	48	33	36
Somewhat agree	39	29	48	41
Somewhat disagree	12	12	11	12
Strongly disagree	5	7	4	5
Not sure	4	4	4	5
<b>Agree</b>	<b>79</b>	<b>77</b>	<b>81</b>	<b>78</b>
<b>Disagree</b>	<b>17</b>	<b>19</b>	<b>15</b>	<b>17</b>

o. **{SSC}** We need rules that will keep housing within reach for everyone.

Strongly agree	51	56	49	44
Somewhat agree	33	34	29	36
Somewhat disagree	8	3	12	10
Strongly disagree	4	1	7	5
Not sure	4	5	2	5
<b>Agree</b>	<b>84</b>	<b>91</b>	<b>78</b>	<b>80</b>
<b>Disagree</b>	<b>12</b>	<b>5</b>	<b>19</b>	<b>15</b>

p. **{SSD}** We need policies that ensure housing is within reach for everyone.

Strongly agree	47	54	43	42
Somewhat agree	40	34	45	43
Somewhat disagree	7	8	6	8
Strongly disagree	3	3	4	3
Not sure	2	2	1	4
<b>Agree</b>	<b>87</b>	<b>88</b>	<b>88</b>	<b>85</b>
<b>Disagree</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>11</b>

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Unweighted N=	1701	692	576	415

q. **{SSC}** We can make a difference by coming together as a community to make housing affordable for all.

Strongly agree	40	45	39	33
Somewhat agree	38	37	37	41
Somewhat disagree	11	7	11	15
Strongly disagree	5	4	5	5
Not sure	6	6	8	5
Agree	78	83	76	75
Disagree	15	12	16	20

r. **{SSD}** By working together we can prioritize policies that seek racial fairness in housing.

Strongly agree	36	44	33	28
Somewhat agree	43	37	46	49
Somewhat disagree	10	10	10	10
Strongly disagree	5	4	5	7
Not sure	6	5	5	7
Agree	79	81	80	77
Disagree	15	14	15	17

s. **{SSC}** We need to come together as a community to elect new leaders that can increase affordable housing for all.

Strongly agree	42	47	41	36
Somewhat agree	34	35	36	31
Somewhat disagree	10	7	12	12
Strongly disagree	7	4	7	11
Not sure	6	7	3	9
Agree	77	82	77	67
Disagree	17	11	20	23

t. **{SSD}** We need to come together as a community to pass policies that can increase affordable housing for all.

Strongly agree	45	51	39	43
Somewhat agree	39	34	42	41
Somewhat disagree	9	8	11	9
Strongly disagree	4	4	5	3
Not sure	4	3	4	4
Agree	83	85	80	84
Disagree	13	11	16	12

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Unweighted N=	1701	692	576	415

u. {SSC} Like air to breathe and food to eat, safe shelter is a basic human need.

Strongly agree	65	70	63	59
Somewhat agree	27	25	27	33
Somewhat disagree	4	3	6	4
Strongly disagree	2	1	2	2
Not sure	2	1	2	2
Agree	92	95	90	92
Disagree	6	4	8	6

v. {SSD} We should guarantee affordable housing for all.

Strongly agree	42	53	38	33
Somewhat agree	34	28	35	42
Somewhat disagree	12	10	15	10
Strongly disagree	9	6	9	11
Not sure	3	3	3	4
Agree	76	81	73	75
Disagree	20	16	24	21

w. {SSC} Decades of racist housing policies mean that today, many working people of color struggle to afford a roof over their head.

Strongly agree	31	39	29	20
Somewhat agree	30	26	31	33
Somewhat disagree	17	16	16	21
Strongly disagree	13	10	16	15
Not sure	9	8	7	12
Agree	60	66	60	52
Disagree	31	26	32	36

x. {SSD} Decades of discriminatory housing policies mean that today, many working people of color struggle to afford a roof over their head.

Strongly agree	26	33	24	16
Somewhat agree	38	34	38	44
Somewhat disagree	17	14	22	15
Strongly disagree	10	11	9	11
Not sure	9	7	7	14
Agree	64	67	62	60
Disagree	27	25	31	26



	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

y. The richest 1% are exploiting the housing market and keeping housing out of our reach.

Strongly agree .....	32	35	29	32
Somewhat agree .....	27	30	28	24
Somewhat disagree .....	16	15	17	17
Strongly disagree .....	13	10	15	15
Not sure .....	11	10	11	12
<b>Agree .....</b>	<b>59</b>	<b>65</b>	<b>57</b>	<b>56</b>
<b>Disagree .....</b>	<b>29</b>	<b>25</b>	<b>33</b>	<b>32</b>

z. {SSC} Government should ensure everyone has access to housing.

Strongly agree .....	46	53	44	39
Somewhat agree .....	30	30	29	33
Somewhat disagree .....	10	9	13	9
Strongly disagree .....	7	4	9	9
Not sure .....	6	4	5	10
<b>Agree .....</b>	<b>77</b>	<b>83</b>	<b>74</b>	<b>72</b>
<b>Disagree .....</b>	<b>17</b>	<b>13</b>	<b>22</b>	<b>18</b>

aa. {SSD} Government should ensure that everyone has a place to live.

Strongly agree .....	39	48	34	31
Somewhat agree .....	32	30	32	35
Somewhat disagree .....	16	12	18	19
Strongly disagree .....	9	6	11	11
Not sure .....	4	5	5	3
<b>Agree .....</b>	<b>71</b>	<b>78</b>	<b>66</b>	<b>67</b>
<b>Disagree .....</b>	<b>25</b>	<b>18</b>	<b>29</b>	<b>30</b>

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**Q26.** When people can't find affordable housing, how big of an impact does that have on the economy?

A large impact .....	43	50	39	39
Somewhat of an impact.....	38	37	43	34
A little bit of an impact .....	10	7	9	15
No impact at all .....	2	1	2	4
Not sure.....	6	5	6	9
Impact.....	81	87	82	72
No impact .....	12	8	12	19

**Q27. {SSC}** Do you agree or disagree that there is a housing crisis in America?

Strongly agree .....	45	55	46	29
Somewhat agree .....	39	35	39	45
Somewhat disagree .....	7	4	7	11
Strongly disagree .....	3	1	4	5
Not sure.....	6	5	4	10
Agree.....	84	90	85	74
Disagree .....	10	5	11	16

**Q28. {SSD}** Do you agree or disagree that there is an affordable housing crisis in America?

Strongly agree .....	46	56	38	40
Somewhat agree .....	41	34	49	42
Somewhat disagree .....	6	5	7	8
Strongly disagree .....	3	2	4	3
Not sure.....	4	3	1	7
Agree.....	87	90	87	82
Disagree .....	9	7	11	10

**Q29. {P}** How important is the issue of housing for the country to address compared to other issues?

Very important.....	39	50	34	29
Somewhat important .....	40	38	43	38
A little important .....	15	8	18	24
Not important at all .....	3	1	3	3
Not sure.....	3	2	2	6
Important .....	79	88	77	67
Not important.....	18	10	21	27

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**[ROTATE Q30-44]**

Now you are going to hear a series of statements and give your reactions.

**DIAL INSTRUCTIONS FOR EACH MESSAGE:** As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, negative feelings and you strongly disagree with what you are hearing and 100 is very warm, positive feelings and you strongly agree with what you are hearing. 50 is neutral. Your slider starts at 50. Again, we want you to constantly use your slider to show how cool or warm you’re feeling toward the statement you’re hearing.

**Sorted by unconscious means**

C41.American Dream - White Man .....	72	73	71	73
D42.American Dream - Latina Woman .....	70	72	69	68
C31.People First - White Man .....	69	71	67	67
C35.Health and Wellbeing - White Man .....	68	70	68	67
D32.People First - White Woman .....	68	71	66	66
D36.Health and Wellbeing - AA Woman .....	68	70	67	65
D44.Employment And Housing - White Man .....	67	69	65	64
C43.Employment And Housing - AA Woman .....	65	68	63	63
C39.Safety/Security - White Man .....	65	68	63	61
D40.Safety/Security - AA Woman .....	64	68	63	60
C37.Home - White Man .....	64	67	63	61
D38.Home - AA Woman .....	64	67	63	60
30.Status Quo - White Man .....	61	62	61	60
C33.History of Racism - White Man .....	61	65	59	56
D34.History of Racism - AA Woman .....	60	65	59	54

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**Sorted by mean Convincing**

C41.American Dream - White Man .....	80	82	80	76
C35.Health and Wellbeing - White Man .....	78	80	77	76
C31.People First - White Man .....	77	80	75	75
D42.American Dream - Latina Woman .....	76	78	76	72
C37.Home - White Man.....	76	79	75	71
C39.Safety/Security - White Man .....	75	79	74	70
D36.Health and Wellbeing - AA Woman.....	74	76	73	74
C43.Employment And Housing - AA Woman .....	74	79	73	69
D32.People First - White Woman .....	74	75	72	74
D38.Home - AA Woman.....	72	75	70	71
D44.Employment And Housing - White Man .....	72	73	69	73
D40.Safety/Security - AA Woman .....	72	75	69	70
30.Status Quo - White Man.....	70	71	70	69
C33.History of Racism - White Man.....	69	77	66	62
D34.History of Racism - AA Woman.....	66	70	64	60

**Sorted by 100 Very Convincing**

C41.American Dream - White Man .....	28	31	29	22
C35.Health and Wellbeing - White Man.....	25	29	23	22
C31.People First - White Man .....	25	32	22	19
C37.Home - White Man.....	25	29	22	21
C39.Safety/Security - White Man .....	23	27	22	17
C43.Employment And Housing - AA Woman .....	22	28	19	16
D32.People First - White Woman .....	21	27	16	17
D36.Health and Wellbeing - AA Woman.....	21	26	16	18
D38.Home - AA Woman.....	21	26	15	20
D42.American Dream - Latina Woman .....	20	26	16	17
C33.History of Racism - White Man.....	20	25	19	14
D44.Employment And Housing - White Man .....	20	24	15	20
D40.Safety/Security - AA Woman .....	18	25	12	14
D34.History of Racism - AA Woman.....	16	22	11	13
30.Status Quo - White Man.....	16	19	14	14

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{STATUS QUO - WHITE MAN - 116 WORDS}** The American Dream means you put in the work and you too can own a home of your own. But look at any city in America and you'll see the predictable results of big government over-reach, getting in the way of that dream by tying up free markets in endless regulations. Our housing crisis – with people who are struggling to make ends meet priced out of communities and entire cities, and homeless people sleeping in the streets – can only be fixed when we cut the red tape that holds back new construction, so entrepreneurs and developers can build new units to meet the growing need for housing and bring down the prices for all of us.

Mean .....	61	62	61	60
Final.....	70	72	70	70
Maximum.....	83	84	83	82
Minimum.....	35	35	36	35

**Q30.** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	70	71	70	69
100 – Very convincing.....	16	19	14	14
80 - 99 .....	26	26	27	24
51 - 79 .....	31	29	32	31
50 .....	6	5	6	8
26 - 49 .....	8	7	9	10
0 - 25 – Not convincing .....	8	9	7	7
Not sure.....	5	5	5	6
51 - 100 – Convincing .....	72	74	73	69
50 /NS .....	12	10	11	14
0 - 49 – Not convincing .....	16	16	15	17

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSC} {PEOPLE FIRST - WHITE MAN - 119 WORDS}** Most of us want to provide for our families, have a safe place to call home, and pursue our dreams, regardless of what we look like or where we come from. But today, politicians set housing regulations and policies that make it harder for people struggling to make ends meet to find and afford a safe place of their own. We need our leaders to put people first. By joining together, we can change policies to benefit all of us, like building more affordable options or regulating rent increases to limit how much someone can increase our rent. Together we can ensure everyone, regardless of zip code, has a place to live our lives and care for our families.

Mean .....	69	71	67	67
Final.....	79	83	78	76
Maximum.....	88	90	87	87
Minimum.....	38	40	38	37

**Q31. {SSC}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	77	80	75	75
100 – Very convincing.....	25	32	22	19
80 - 99 .....	29	26	31	30
51 - 79 .....	26	23	26	30
50 .....	3	4	3	3
26 - 49 .....	5	5	6	5
0 - 25 – Not convincing .....	6	4	7	7
Not sure.....	6	6	5	6
51 - 100 – Convincing .....	80	82	79	80
50 /NS .....	9	10	8	9
0 - 49 – Not convincing .....	11	8	13	12

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSD} {PEOPLE FIRST - WHITE WOMAN - 119 WORDS}** Most of us want to provide for our families, have a safe place to call home, and pursue our dreams, regardless of what we look like or where we come from. But today, politicians set housing regulations and policies that make it harder for people struggling to make ends meet to find and afford a safe place of their own. We need our leaders to put people first. By joining together, we can change policies to benefit all of us, like building more affordable options or regulating rent increases to limit how much someone can increase our rent. Together we can ensure everyone, regardless of zip code, has a place to live our lives and care for our families.

Mean .....	68	71	66	66
Final.....	77	80	73	75
Maximum.....	87	90	85	85
Minimum.....	38	39	39	37

**Q32. {SSD}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	74	75	72	74
100 – Very convincing.....	21	27	16	17
80 - 99 .....	30	28	30	31
51 - 79 .....	28	24	29	32
50 .....	5	5	7	4
26 - 49 .....	5	4	7	5
0 - 25 – Not convincing .....	8	10	7	6
Not sure.....	4	3	5	5
51 - 100 – Convincing .....	78	79	75	80
50 /NS .....	9	8	11	8
0 - 49 – Not convincing .....	13	14	14	11

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSC} {HISTORY OF RACISM - WHITE MAN - 112 WORDS}** Regardless of income or race, people want to live where we can reach our highest potential and contribute to our communities. Yet our nation’s history of racial discrimination and predatory actions have forced people of color to pay higher rent for lower quality housing, and higher interest rates for worse mortgages. Decades of discriminatory housing policies mean that today, many working people of color struggle to afford a roof over their heads while profit-driven landlords keep extracting more rent and evicting longtime residents. The time is now to address gaping inequality by protecting tenants from unfair rent increases, providing subsidies for lower income renters and homeowners, and ensuring anti-discrimination protections are enforced.

Mean .....	61	65	59	56
Final.....	72	78	69	65
Maximum.....	84	88	83	81
Minimum.....	34	37	33	31

**Q33. {SSC}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	69	77	66	62
100 – Very convincing.....	20	25	19	14
80 - 99 .....	25	31	23	21
51 - 79 .....	25	20	28	26
50 .....	4	4	3	6
26 - 49 .....	7	6	9	9
0 - 25 – Not convincing .....	12	6	15	18
Not sure.....	6	8	3	6
51 - 100 – Convincing .....	70	76	70	61
50 /NS .....	10	12	7	12
0 - 49 – Not convincing .....	20	12	23	27



	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSD} {HISTORY OF RACISM - AA WOMAN - 112 WORDS}** Regardless of income or race, people want to live where we can reach our highest potential and contribute to our communities. Yet our nation’s history of racial discrimination and predatory actions have forced people of color to pay higher rent for lower quality housing, and higher interest rates for worse mortgages. Decades of discriminatory housing policies mean that today, many working people of color struggle to afford a roof over their heads while profit-driven landlords keep extracting more rent and evicting longtime residents. The time is now to address gaping inequality by protecting tenants from unfair rent increases, providing subsidies for lower income renters and homeowners, and ensuring anti-discrimination protections are enforced.

Mean .....	60	65	59	54
Final.....	68	74	65	61
Maximum.....	82	86	81	79
Minimum.....	33	36	33	30

**Q34. {SSD}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	66	70	64	60
100 – Very convincing.....	16	22	11	13
80 - 99 .....	24	26	25	22
51 - 79 .....	27	26	30	25
50 .....	5	5	3	5
26 - 49 .....	8	5	9	11
0 - 25 – Not convincing .....	15	13	15	19
Not sure.....	4	3	6	5
51 - 100 – Convincing .....	68	74	67	60
50 /NS .....	9	8	9	10
0 - 49 – Not convincing .....	23	18	24	30

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSC} {HEALTH AND WELLBEING- WHITE MAN - 123 WORDS}** No matter where we’re from or where we live, having a safe, stable place to come home to is the foundation for our wellbeing and mental health; it’s where we celebrate our good times and recover from the rest. But today, because of unfair rules, too many of us are left merely surviving in unhealthy environments or under the threat that one unforeseen problem will have us out on the street. For people to be and stay well both physically and mentally, for children to grow and elders to flourish, we need to ensure that everyone has housing they can count on. We need to ensure everyone in America has a safe, accessible, healthy, and truly affordable home. When residents thrive, communities thrive.

Mean .....	68	70	68	67
Final.....	80	84	78	78
Maximum.....	88	91	87	85
Minimum.....	38	38	38	38

**Q35. {SSC}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	78	80	77	76
100 – Very convincing.....	25	29	23	22
80 - 99 .....	32	34	34	29
51 - 79 .....	24	20	24	30
50 .....	4	3	3	5
26 - 49 .....	4	4	5	2
0 - 25 – Not convincing .....	6	4	6	7
Not sure.....	5	5	4	5
51 - 100 – Convincing .....	82	83	81	81
50 /NS .....	8	9	7	10
0 - 49 – Not convincing .....	10	8	12	9

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSD} {HEALTH AND WELLBEING- AA WOMAN - 123 WORDS}** No matter where we’re from or where we live, having a safe, stable place to come home to is the foundation for our wellbeing and mental health; it’s where we celebrate our good times and recover from the rest. But today, because of unfair rules, too many of us are left merely surviving in unhealthy environments or under the threat that one unforeseen problem will have us out on the street. For people to be and stay well both physically and mentally, for children to grow and elders to flourish, we need to ensure that everyone has housing they can count on. We need to ensure everyone in America has a safe, accessible, healthy, and truly affordable home. When residents thrive, communities thrive.

Mean .....	68	70	67	65
Final.....	77	81	75	75
Maximum.....	87	89	86	85
Minimum.....	39	39	40	38

**Q36. {SSD}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	74	76	73	74
100 – Very convincing.....	21	26	16	18
80 - 99 .....	30	30	31	31
51 - 79 .....	28	26	28	32
50 .....	4	4	5	4
26 - 49 .....	6	3	8	7
0 - 25 – Not convincing .....	6	8	6	4
Not sure.....	5	3	7	4
51 - 100 – Convincing .....	79	81	75	81
50 /NS .....	9	7	12	8
0 - 49 – Not convincing .....	12	11	14	11

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSC} {HOME - WHITE MAN - 113 WORDS}** Home. The place where we lay our heads, hug our loved ones, and make our memories. But today, certain politicians and the richest corporations and real-estate developers who back them keep this most basic of human needs out of our reach. They’ve handed themselves kickbacks and created tax loopholes while jacking up rents and tearing down affordable options to build luxury housing. Home should not be a luxury available only to the rich. We need to join together to rewrite the rules to build housing that all of us can afford and to ensure rents are fairly regulated. We need to ensure all of us have a place to call home, no exceptions.

Mean .....	64	67	63	61
Final.....	78	82	76	74
Maximum.....	87	88	86	85
Minimum.....	36	39	34	33

**Q37. {SSC}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	76	79	75	71
100 – Very convincing.....	25	29	22	21
80 - 99 .....	27	28	31	21
51 - 79 .....	24	22	23	29
50 .....	4	4	3	7
26 - 49 .....	7	6	6	8
0 - 25 – Not convincing .....	7	4	9	8
Not sure.....	6	7	5	6
51 - 100 – Convincing .....	76	79	77	71
50 /NS .....	10	11	8	13
0 - 49 – Not convincing .....	13	10	15	16

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSD} {HOME - AA WOMAN - 113 WORDS}** Home. The place where we lay our heads, hug our loved ones, and make our memories. But today, certain politicians and the richest corporations and real-estate developers who back them keep this most basic of human needs out of our reach. They’ve handed themselves kickbacks and created tax loopholes while jacking up rents and tearing down affordable options to build luxury housing. Home should not be a luxury available only to the rich. We need to join together to rewrite the rules to build housing that all of us can afford and to ensure rents are fairly regulated. We need to ensure all of us have a place to call home, no exceptions.

Mean .....	64	67	63	60
Final.....	74	78	71	70
Maximum.....	85	88	84	83
Minimum.....	36	36	36	34

**Q38. {SSD}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	72	75	70	71
100 – Very convincing.....	21	26	15	20
80 - 99 .....	28	27	31	25
51 - 79 .....	25	26	25	25
50 .....	5	4	3	10
26 - 49 .....	7	5	9	10
0 - 25 – Not convincing .....	9	10	10	7
Not sure.....	5	3	8	4
51 - 100 – Convincing .....	74	79	70	70
50 /NS .....	10	7	11	14
0 - 49 – Not convincing .....	16	14	19	17

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSC} {SAFETY/SECURITY - WHITE MAN - 110 WORDS}** Everyone, regardless of how much money we have or what zip code we live in, needs a safe and secure place to call home. But today, major developers, Wall Street investors, corporate landlords, and the lawmakers who give their greed free rein, have raised rents out of reach and put homeowners at risk of foreclosure all over again. These wealthy few treat the places where we live our lives as a source of endless profits for themselves. By coming together for commonsense solutions like regulating rent increases, placing restrictions on unhealthy real estate speculation, and developing truly affordable housing, we can ensure everyone the stability and security of a home.

Mean .....	65	68	63	61
Final.....	76	80	74	72
Maximum.....	86	89	84	86
Minimum.....	36	38	36	35

**Q39. {SSC}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	75	79	74	70
100 – Very convincing.....	23	27	22	17
80 - 99 .....	29	32	25	30
51 - 79 .....	25	20	31	24
50 .....	4	4	3	4
26 - 49 .....	6	4	5	10
0 - 25 – Not convincing .....	7	5	8	9
Not sure.....	7	9	5	6
51 - 100 – Convincing .....	77	79	79	71
50 /NS .....	10	12	8	10
0 - 49 – Not convincing .....	13	9	13	19

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSD} {SAFETY/SECURITY - AA WOMAN - 110 WORDS}** Everyone, regardless of how much money we have or what zip code we live in, needs a safe and secure place to call home. But today, major developers, Wall Street investors, corporate landlords, and the lawmakers who give their greed free rein, have raised rents out of reach and put homeowners at risk of foreclosure all over again. These wealthy few treat the places where we live our lives as a source of endless profits for themselves. By coming together for commonsense solutions like regulating rent increases, placing restrictions on unhealthy real estate speculation, and developing truly affordable housing, we can ensure everyone the stability and security of a home.

Mean .....	64	68	63	60
Final.....	73	77	70	70
Maximum.....	85	88	83	83
Minimum.....	36	38	37	33

**Q40. {SSD}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	72	75	69	70
100 – Very convincing.....	18	25	12	14
80 - 99 .....	32	32	30	34
51 - 79 .....	27	24	31	26
50 .....	4	4	4	4
26 - 49 .....	6	3	7	9
0 - 25 – Not convincing .....	10	10	10	9
Not sure.....	4	2	6	3
51 - 100 – Convincing .....	76	81	73	74
50 /NS .....	8	6	10	7
0 - 49 – Not convincing .....	16	13	17	19

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSC} {AMERICAN DREAM - WHITE MAN - 118 WORDS}** Imagine an America where all of us can live in vibrant, thriving communities with access to health care, quality schools, and the freedom to make our own best lives for ourselves and our families. Housing is the foundation on which our lives are built and to which our dreams are anchored. By ensuring all of us have an affordable place to call home, we can enable our neighborhoods to thrive. We have achieved the American dream when every child, every elder, and every person with a disability has a home in America. By making housing affordable, we can make the American promise of life, liberty and the pursuit of happiness apply to all of us, no exceptions.

Mean .....	72	73	71	73
Final.....	82	83	81	81
Maximum.....	89	91	88	88
Minimum.....	43	42	42	44

**Q41. {SSC}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	80	82	80	76
100 – Very convincing.....	28	31	29	22
80 - 99 .....	35	36	33	37
51 - 79 .....	20	17	22	22
50 .....	2	2	2	4
26 - 49 .....	4	5	4	3
0 - 25 – Not convincing .....	6	4	6	7
Not sure.....	5	5	4	6
51 - 100 – Convincing .....	83	84	84	80
50 /NS .....	8	8	6	9
0 - 49 – Not convincing .....	9	8	10	11



	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSD} {AMERICAN DREAM - LATINA WOMAN - 118 WORDS}** Imagine an America where all of us can live in vibrant, thriving communities with access to health care, quality schools, and the freedom to make our own best lives for ourselves and our families. Housing is the foundation on which our lives are built and to which our dreams are anchored. By ensuring all of us have an affordable place to call home, we can enable our neighborhoods to thrive. We have achieved the American dream when every child, every elder, and every person with a disability has a home in America. By making housing affordable, we can make the American promise of life, liberty and the pursuit of happiness apply to all of us, no exceptions.

Mean .....	70	72	69	68
Final.....	79	82	78	76
Maximum.....	87	89	87	85
Minimum.....	42	41	42	41

**Q42. {SSD}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	76	78	76	72
100 – Very convincing.....	20	26	16	17
80 - 99 .....	32	32	36	27
51 - 79 .....	29	26	28	33
50 .....	3	3	3	4
26 - 49 .....	5	3	6	7
0 - 25 – Not convincing .....	6	6	5	7
Not sure.....	5	4	7	6
51 - 100 – Convincing .....	81	84	80	77
50 /NS .....	9	7	10	10
0 - 49 – Not convincing .....	11	9	10	13

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSC} {EMPLOYMENT AND HOUSING - AA WOMAN - 114 WORDS}** We all need a place to call home and rest after a hard day of work. But for more than 18 million Americans, the cost of housing is more than half of their income, making it tough to feel truly stable. There is an unmistakable connection between housing and employment opportunities because without housing you are unlikely to hold down a job and without a job you are unlikely to have access to housing. For this reason, we need to come together and advocate for a broad range of housing policies -- from localized rent control and investments in affordable housing to legislation that raises the minimum wage and increases employment opportunities across communities.

Mean .....	65	68	63	63
Final.....	74	81	72	69
Maximum.....	85	88	83	81
Minimum.....	37	39	36	36

**Q43. {SSC}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	74	79	73	69
100 – Very convincing.....	22	28	19	16
80 - 99 .....	30	31	32	26
51 - 79 .....	25	21	27	28
50 .....	5	4	5	7
26 - 49 .....	6	6	5	9
0 - 25 – Not convincing .....	7	3	8	9
Not sure.....	5	7	4	5
51 - 100 – Convincing .....	77	80	78	70
50 /NS .....	10	11	9	12
0 - 49 – Not convincing .....	13	9	13	18

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**{SSD} {EMPLOYMENT AND HOUSING - WHITE MAN - 114 WORDS}** We all need a place to call home and rest after a hard day of work. But for more than 18 million Americans, the cost of housing is more than half of their income, making it tough to feel truly stable. There is an unmistakable connection between housing and employment opportunities because without housing you are unlikely to hold down a job and without a job you are unlikely to have access to housing. For this reason, we need to come together and advocate for a broad range of housing policies -- from localized rent control and investments in affordable housing to legislation that raises the minimum wage and increases employment opportunities across communities.

Mean .....	67	69	65	64
Final.....	73	77	69	71
Maximum.....	87	88	85	85
Minimum.....	37	39	36	35

**Q44. {SSD}** Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

Mean .....	72	73	69	73
100 – Very convincing.....	20	24	15	20
80 - 99 .....	27	27	28	27
51 - 79 .....	28	29	27	28
50 .....	7	4	7	11
26 - 49 .....	5	4	7	5
0 - 25 – Not convincing .....	9	10	10	6
Not sure.....	4	2	6	3
51 - 100 – Convincing .....	76	80	70	75
50 /NS .....	10	5	13	14
0 - 49 – Not convincing .....	14	14	17	11

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

Sometimes in the course of a survey people change their minds.

**Q45. {P} {SSA}** What role should the local government play in ensuring affordable housing?

A big role .....	52	62	51	38
A medium role .....	31	29	29	37
A small role.....	13	7	15	19
No role at all .....	2	0	4	2
Not sure.....	2	2	1	3
 Big/Medium role .....	 83	 91	 80	 75
Small/No role at all .....	15	7	19	21

**Q46. {P} {SSB}** What role should the federal government play in ensuring affordable housing?

A big role .....	49	63	43	37
A medium role .....	30	25	29	37
A small role.....	15	9	19	18
No role at all .....	4	2	7	4
Not sure.....	2	1	2	3
 Big/Medium role .....	 79	 88	 72	 75
Small/No role at all .....	19	11	26	22

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

**Q47. {P}** Please indicate whether you favor or oppose each of the following policies on a scale of 0 to 10 where 0 means you strongly oppose and 10 means you strongly favor. **{RANDOMIZE}**

**Sorted by means**

C47a. Investing in the building of more affordable housing in every neighborhood .....	7.8	8.2	7.7	7.5
C47c. Passing rent control measures .....	7.7	8.1	7.4	7.5
C47e. Providing renter or owner subsidies to low- and moderate- income households .....	7.6	8.0	7.3	7.3
D47b. Investing public funds into the creation of more affordable housing .....	7.5	8.1	7.0	7.2
D47d. Regulating rent increases.....	7.4	7.8	7.0	7.4
D47f. Investing in homeowners' and renters' assistance for low-income people and people of color.....	7.2	7.8	6.7	6.9

**Sorted by “10 – Strongly favor”**

C47a. Investing in the building of more affordable housing in every neighborhood .....	38	42	39	32
C47c. Passing rent control measures .....	36	40	34	31
D47d. Regulating rent increases.....	32	38	27	31
C47e. Providing renter or owner subsidies to low- and moderate- income households .....	32	36	32	26
D47b. Investing public funds into the creation of more affordable housing .....	31	41	24	26
D47f. Investing in homeowners' and renters' assistance for low-income people and people of color.....	30	39	20	27

	TOTAL	URBAN	SUB-URBAN	SMALL TOWN /RURAL
Weighted N=	1000	385	346	260
Unweighted N=	1701	692	576	415

a. {SSC} Investing in the building of more affordable housing in every neighborhood.

Mean .....	7.8	8.2	7.7	7.5
10 – Strongly favor .....	38	42	39	32
8 - 9 .....	26	27	25	27
6 - 7 .....	15	15	15	15
5 .....	8	7	8	8
1 - 4 .....	7	6	7	10
0 – Strongly oppose .....	3	1	5	4
Not sure .....	2	1	1	5
6 - 10 – Favor .....	80	85	79	74
5 /NS .....	10	8	9	13
0 - 4 – Oppose .....	10	7	12	13

b. {SSD} Investing public funds into the creation of more affordable housing.

Mean .....	7.5	8.1	7.0	7.2
10 – Strongly favor .....	31	41	24	26
8 - 9 .....	25	26	27	23
6 - 7 .....	22	19	22	24
5 .....	8	5	9	13
1 - 4 .....	9	5	11	10
0 – Strongly oppose .....	3	2	5	2
Not sure .....	2	2	3	2
6 - 10 – Favor .....	78	86	72	73
5 /NS .....	10	6	12	15
0 - 4 – Oppose .....	12	7	16	12

c. {SSC} Passing rent control measures.

Mean .....	7.7	8.1	7.4	7.5
10 – Strongly favor .....	36	40	34	31
8 - 9 .....	27	30	26	25
6 - 7 .....	15	11	15	20
5 .....	7	7	7	6
1 - 4 .....	7	6	8	7
0 – Strongly oppose .....	5	3	7	4
Not sure .....	4	3	2	7
6 - 10 – Favor .....	78	82	75	75
5 /NS .....	10	9	10	14
0 - 4 – Oppose .....	12	9	15	11

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d. {SSD} Regulating rent increases.

Mean .....	7.4	7.8	7.0	7.4
10 – Strongly favor .....	32	38	27	31
8 - 9 .....	29	32	26	28
6 - 7 .....	14	9	20	15
5 .....	7	5	7	10
1 - 4 .....	10	9	11	11
0 – Strongly oppose .....	5	4	8	2
Not sure .....	2	2	1	2
6 - 10 – Favor .....	76	79	73	74
5 /NS .....	9	8	8	12
0 - 4 – Oppose .....	16	14	19	14

e. {SSC} Providing renter or owner subsidies to low- and moderate- income households.

Mean .....	7.6	8.0	7.3	7.3
10 – Strongly favor .....	32	36	32	26
8 - 9 .....	26	28	24	25
6 - 7 .....	18	15	17	22
5 .....	9	9	8	12
1 - 4 .....	7	5	10	7
0 – Strongly oppose .....	3	2	5	4
Not sure .....	5	5	5	5
6 - 10 – Favor .....	76	80	73	73
5 /NS .....	14	14	13	17
0 - 4 – Oppose .....	10	7	14	10

f. {SSD} Investing in homeowners' and renters' assistance for low-income people and people of color.

Mean .....	7.2	7.8	6.7	6.9
10 – Strongly favor .....	30	39	20	27
8 - 9 .....	21	21	24	16
6 - 7 .....	23	21	25	24
5 .....	10	5	10	16
1 - 4 .....	10	7	11	11
0 – Strongly oppose .....	4	3	7	3
Not sure .....	3	3	3	2
6 - 10 – Favor .....	73	81	69	67
5 /NS .....	13	8	13	18
0 - 4 – Oppose .....	14	10	18	15

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Unweighted N=	1701	692	576	415

**Q48. {P} {SSA}** Even if neither is perfect, which of the following statements is closer to your opinion? **{ROTATE 1-2, 2-1}**

Housing is a private responsibility that we regulate .....	20	18	20	25
Housing is a public good that everyone should have access to.....	73	78	76	61
Not sure.....	7	4	4	14

**Q49. {P} {SSB}** Even if neither is perfect, which of the following statements is closer to your opinion? **{ROTATE 1-2, 2-1}**

Housing is a private responsibility that we regulate .....	17	15	20	15
Housing is a basic human need that everyone should have access to.....	81	84	78	80
Not sure.....	3	1	2	5

**Q50. {P}** How important is the issue of housing for the country to address compared to other issues?

Very important.....	47	59	41	37
Somewhat important .....	36	33	39	39
A little important .....	12	7	15	17
Not important at all .....	2	1	2	3
Not sure.....	2	1	3	4
Important .....	84	92	80	76
Not important.....	14	7	17	20



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**Q51. {P}** Please indicate if you agree or disagree with each statement. **[RANDOMIZE]**

**Sorted by “Strongly agree”**

C51a.Everyone should be able to choose where to live when you can afford it. Being denied where to live because of race, family status, or disability is discrimination .....	68	71	67	68
D51b.Being denied where to live because of race, family status, or disability is discrimination .....	67	73	67	58
D51d.Every person deserves the right to a safe, secure, and affordable place to live no matter what we look like or where we come from.....	63	69	58	60
C51c.Everyone should be able to live in a neighborhood with good schools, grocery stores, parks, and libraries .....	62	68	60	56
C51g.We can make a difference by coming together as a community to make housing affordable for all.....	47	56	42	40
D51h.By working together we can prioritize policies that seek racial fairness in housing .....	43	50	37	39
C51e.If we had the right policies in place, almost no one would be homeless in America.....	42	51	39	33
D51f.If we had the right policies in place, almost no one would be struggling to find and keep housing in America.....	38	44	30	39

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a. **{SSC}** Everyone should be able to choose where to live when you can afford it. Being denied where to live because of race, family status, or disability is discrimination.

Strongly agree	68	71	67	68
Somewhat agree	22	22	22	21
Somewhat disagree	6	5	8	5
Strongly disagree	2	1	2	2
Not sure	2	2	1	4
Agree	90	93	89	89
Disagree	7	6	10	7

b. **{SSD}** Being denied where to live because of race, family status, or disability is discrimination.

Strongly agree	67	73	67	58
Somewhat agree	22	17	22	31
Somewhat disagree	5	4	5	4
Strongly disagree	4	4	4	4
Not sure	2	2	2	2
Agree	89	90	89	89
Disagree	9	8	9	9

c. **{SSC}** Everyone should be able to live in a neighborhood with good schools, grocery stores, parks, and libraries.

Strongly agree	62	68	60	56
Somewhat agree	29	25	29	35
Somewhat disagree	6	5	6	5
Strongly disagree	1	0	2	1
Not sure	2	1	3	3
Agree	91	93	89	91
Disagree	7	6	8	6

d. **{SSD}** Every person deserves the right to a safe, secure, and affordable place to live no matter what we look like or where we come from.

Strongly agree	63	69	58	60
Somewhat agree	27	22	33	28
Somewhat disagree	6	6	4	7
Strongly disagree	2	2	2	3
Not sure	2	2	3	3
Agree	90	91	92	87
Disagree	8	8	5	10

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e. {SSC} If we had the right policies in place, almost no one would be homeless in America.

Strongly agree	42	51	39	33
Somewhat agree	33	29	35	36
Somewhat disagree	13	10	15	13
Strongly disagree	8	5	9	11
Not sure	4	5	3	7
<b>Agree</b>	<b>75</b>	<b>81</b>	<b>74</b>	<b>69</b>
<b>Disagree</b>	<b>20</b>	<b>15</b>	<b>23</b>	<b>25</b>

f. {SSD} If we had the right policies in place, almost no one would be struggling to find and keep housing in America.

Strongly agree	38	44	30	39
Somewhat agree	36	34	38	36
Somewhat disagree	15	14	17	14
Strongly disagree	6	5	8	5
Not sure	5	4	6	6
<b>Agree</b>	<b>74</b>	<b>77</b>	<b>68</b>	<b>75</b>
<b>Disagree</b>	<b>21</b>	<b>19</b>	<b>26</b>	<b>20</b>

g. {SSC} We can make a difference by coming together as a community to make housing affordable for all.

Strongly agree	47	56	42	40
Somewhat agree	39	33	43	42
Somewhat disagree	7	4	8	10
Strongly disagree	4	2	5	4
Not sure	3	5	1	4
<b>Agree</b>	<b>86</b>	<b>89</b>	<b>85</b>	<b>82</b>
<b>Disagree</b>	<b>11</b>	<b>7</b>	<b>13</b>	<b>15</b>

h. {SSD} By working together we can prioritize policies that seek racial fairness in housing.

Strongly agree	43	50	37	39
Somewhat agree	40	37	41	44
Somewhat disagree	8	5	11	9
Strongly disagree	4	3	5	4
Not sure	5	5	5	4
<b>Agree</b>	<b>83</b>	<b>87</b>	<b>78</b>	<b>83</b>
<b>Disagree</b>	<b>12</b>	<b>8</b>	<b>16</b>	<b>13</b>

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The remaining questions are for statistical purposes only.

**Q52.** Are you registered to vote at your current address?

Yes .....	84	85	86	82
No .....	14	14	12	17
Not sure.....	2	1	3	1

**Q53.** How likely are you to vote in the election this November 2020 for President, Senate, Congress, and other offices -- are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?

Almost Certain.....	70	68	73	69
Probably .....	10	12	10	8
50 - 50 .....	11	11	10	11
Probably not .....	2	2	2	4
Definitely not .....	6	6	4	6
Not sure.....	2	1	1	3

**Q54.** Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

**Q55. {If Democrat in Q54, ask:}** Do you consider yourself a strong or a not-so-strong Democrat?

**Q56. {If Republican in Q54, ask:}** Do you consider yourself a strong or a not-so-strong Republican?

**Q57. {If Independent in Q54, ask:}** Would you say you lean more towards the Republicans or more towards the Democrats?

Strong Democrat .....	25	31	22	19
Not-so-strong Democrat.....	12	12	13	9
Independent - lean Democrat .....	7	6	8	7
Democrat.....	43	49	43	35
Independent .....	11	10	13	12
Republican .....	37	33	38	43
Independent - lean Republican .....	7	6	8	6
Not-so-strong Republican .....	11	11	11	12
Strong Republican.....	20	17	19	25
Other .....	2	3	1	1
Not sure.....	4	3	3	5
Prefer not to answer.....	2	2	2	4

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Unweighted N=	1701	692	576	415

**Q58.** Which of the following best describes your current employment status?

Employed full-time.....	37	44	36	27
Employed part-time .....	13	15	12	11
Unemployed .....	12	14	11	11
Homemaker or stay at home parent .....	9	6	10	10
Student.....	6	5	7	5
Retired.....	22	14	23	33
Prefer not to answer.....	2	1	1	2

**Q59. {If unemployed; Q58=3}** Are you currently unemployed as a result of the Coronavirus/COVID-19 pandemic?

Weighted N=	121	52	39	28
Unweighted N=	242	113	69	55
Yes .....	41	48	44	29
No .....	56	46	56	71
Prefer not to answer.....	3	6	1	0

**Q60.** Are you married, unmarried with a partner, single, separated, divorced, or widowed?

Married .....	42	41	45	42
Unmarried with Partner .....	12	12	11	13
Single .....	29	32	28	24
Separated.....	1	1	1	1
Divorced .....	9	9	9	10
Widowed.....	5	4	5	8
Prefer not to answer.....	1	1	1	1

**Q61.** Do you have any children under the age of 18 living at home with you?

Yes .....	28	34	26	24
No .....	71	66	74	76
Prefer not to answer.....	0	1	0	0

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**Q62.** Have you or someone you know ever experienced housing instability, for example having trouble paying rent, overcrowding, moving frequently because of cost, staying with relatives, or spending the bulk of your household income on housing?

Select all that apply

Yes, have personally experienced it in the past.....	37	43	34	33
Yes, am personally experiencing it right now.....	13	19	9	8
Yes, know someone who has experienced it in the past ....	25	27	28	20
Yes, know someone who is experiencing it right now .....	15	19	13	11
Yes, combined .....	64	73	62	54
No, have not personally experienced it and do not know of someone who has .....	33	25	35	41
Prefer not to answer.....	3	3	3	4

**Q63.** Have you or someone you know ever experienced homelessness?

Select all that apply

Yes, have personally experienced it in the past.....	20	27	14	16
Yes, am personally experiencing it right now.....	4	7	1	2
Yes, know someone who has experienced it in the past ....	24	29	25	18
Yes, know someone who is experiencing it right now .....	9	13	7	5
Yes, combined .....	45	57	41	34
No, have not personally experienced it and do not know of someone who has .....	52	42	57	63
Prefer not to answer.....	2	2	2	3

**Q64.** How would you describe the area in which you live?

City with over a million people.....	19	49	0	0
Smaller city.....	20	51	0	0
Suburb near a city .....	35	0	100	0
Small town.....	12	0	0	45
Rural area.....	14	0	0	55
Not sure.....	1	0	0	0

**Q65.** Do you own or rent the place where you currently live?

Own.....	59	50	64	66
Rent.....	35	45	31	26
Other (write) .....	4	3	4	5
Prefer not to answer.....	2	1	1	3