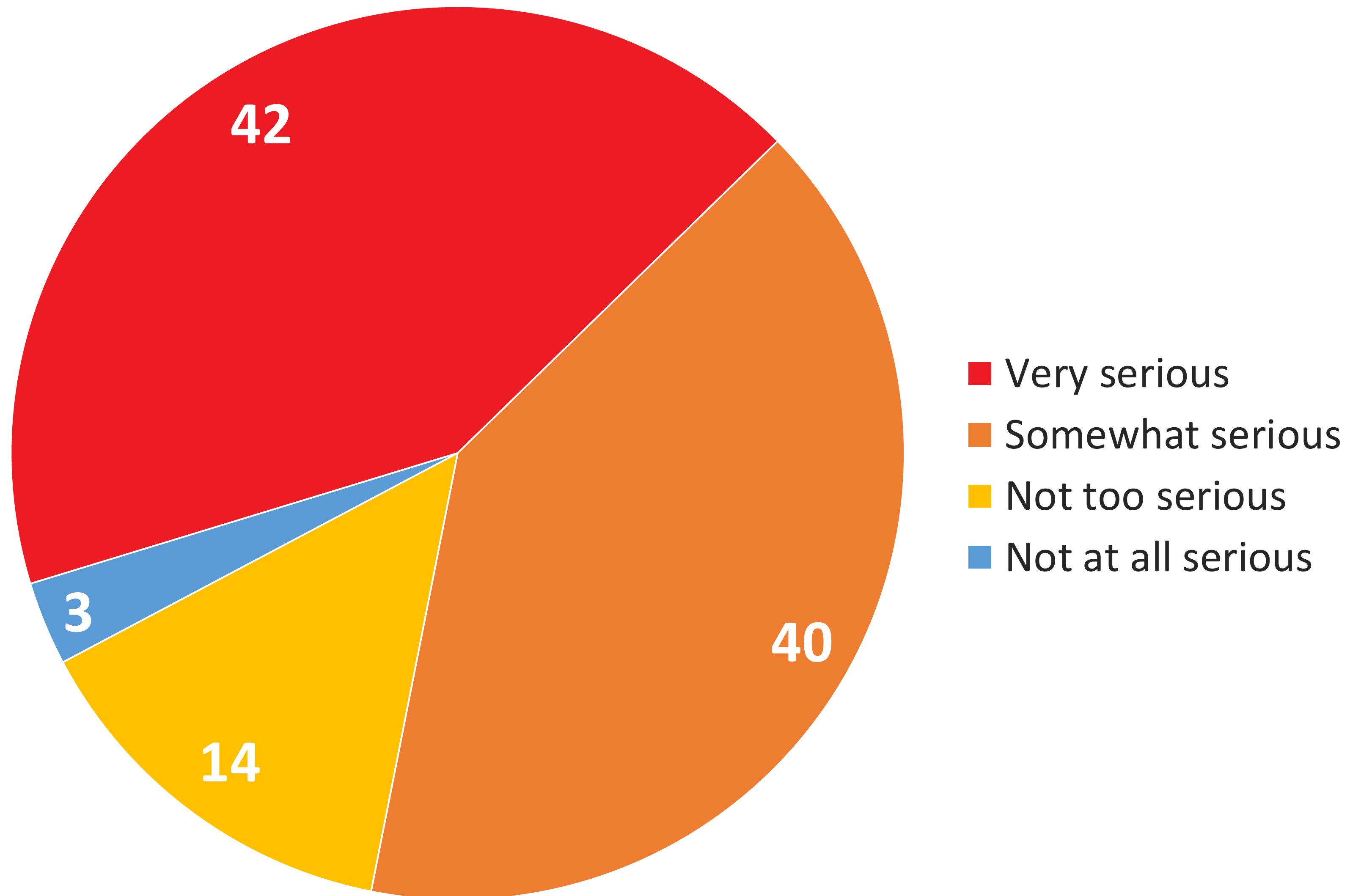




Solutions for Housing Communications

Four out of Five See the Lack of Affordable Housing as a Serious Issue



Disproportionately Very Serious

- Renters
- Democrats
- Lib/Prog Dems
- West
- Women
- College women
- Millennials
- African-Americans
- Hispanics
- Unmarried women
- Income up to \$75K

Disproportionately Not Serious

- Conservative Republicans
- Independent men
- Republican men
- South
- Married men

Perceptions of Renters

A variety of rental apartments at different price points help contribute to the development of dynamic and economically successful communities (81%)

Rental apartments cost communities because they lead to overcrowding and demands on local services (19%)

Renters are a diverse and big group of Americans, including some people who can afford to buy a house, but instead choose to rent (78%)

Most renters are low-income people who can't afford to buy (21%)

Incentives and Tax Rebates Are Most Popular Aspects of Public-Private Partnerships

	Total
Increase incentives to developers and apartments to create more affordable building	36
Provide tax rebates to apartment owners who voluntarily set aside existing apartments as affordable housing	29
Establish a "Dedicated Housing Fund," funded by large companies and organizations to reduce employees' rents	22
Promote land swaps between local governments and private developers	10

National Likely Voter Poll 2018: Thinking more about promoting public-private partnerships between state and local governments and the private sector, which of the following would you be MOST likely to support?

Building a Wider Range is Best Way to Increase Supply

	Total
Build a wider range of housing types and sizes	38
Provide tax rebates to apartment owners who set aside a percentage of apartments as affordable housing	23
Reduce red tape and regulations to speed up building more housing	19
Change zoning laws to encourage more affordable housing	18

Say This, Not That

- **Don't** focus on one type of housing. **Do** focus on many types of homes for a range of people and families.
- **Don't** say “apartments are a smarter choice.” **Do** say “apartments are a smart choice.”
- **Don't** focus on apartment buildings. **Do** focus on the people living in apartments.
- **Don't** say “build more.” **Do** say “build a wider range of housing”
- **Don't** say the market will correct the problem. **Do** say apartment builders, local/state governments, and citizens need to come together for a solution.
- **Don't** say we need to cut red tape or cut regulations. **Do** say we need to encourage the right kind of housing construction.
- **Don't** use scare tactics and attack one type of solution or proposal. **Do** say we broad, comprehensive approach.

The Path Forward

Holistic

- Offer holistic, comprehensive solutions for the housing affordability crisis which addresses range of people affected and one that offers a wider range of options.

Who

- Local and state governments should take the lead in addressing the housing crisis and work with the private sector.

How

- Public-private partnerships (PPP) between state and local governments and the private sector provide a wider range of housing that fits the needs of more people rather than the richest or poorest residents.

Inclusive

- Governments should provide direct assistance, such as fully funding federal programs and enacting local and state assistance programs, to Americans who are struggling to pay their rent.



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