

How Housing Matters

MacArthur
Foundation

Regional Council of Mayors Meeting
ULI Housing Opportunity 2015
July 13, 2015

Presented by:
Ianna Kachoris
Program Officer Housing and Policy Research
@ikachoris

MacArthur's Historic Commitment to Housing

***To increase the availability of affordable rental housing
for low- and moderate-income individuals and families***

MacArthur Foundation

HOW HOUSING MATTERS

macfound.org/HousingMatters

2015 How Housing Matters Public Opinion Survey



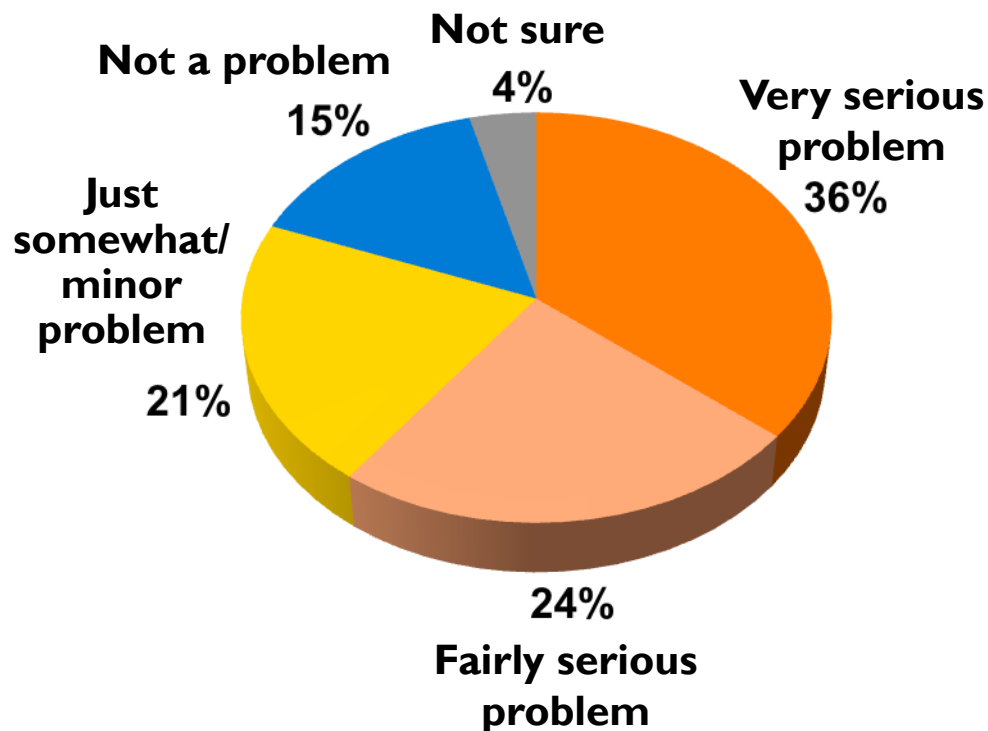
- Telephone survey among a nationally representative sample of 1,401 adults, including 461 who have only a cell phone and an oversample among Millennials (18-34)
- Interviews conducted April 27 – May 5, 2015
- Full survey report available at:

www.macfound.org/housingmatters

Housing affordability is widely recognized as a real and serious problem in America.

Is housing affordability a problem in America today? If so, how serious a problem is it?

All adults

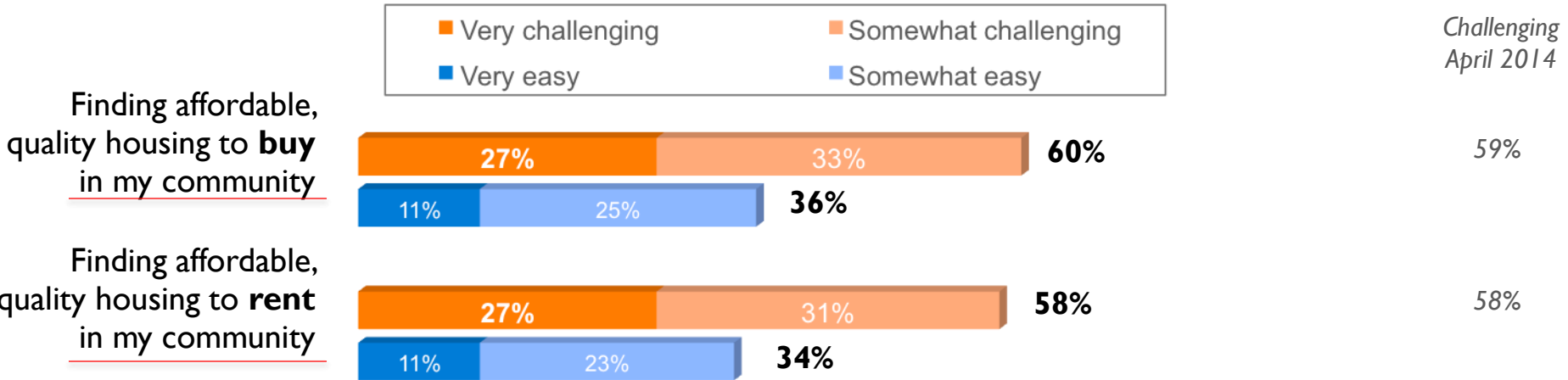


Housing affordability is a very or fairly serious problem:

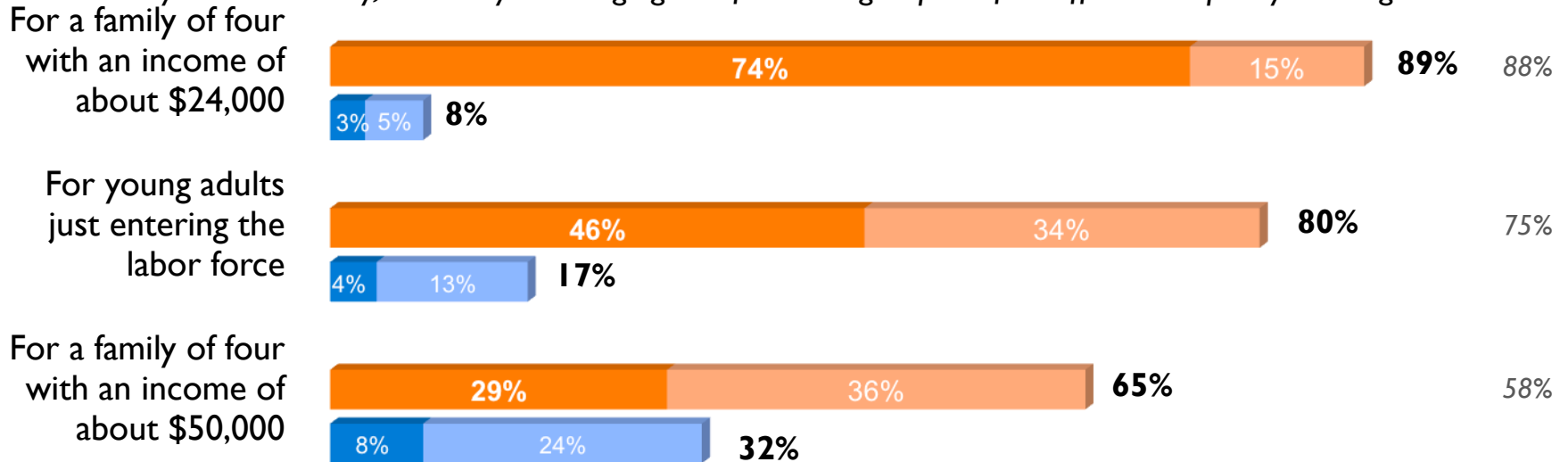
All adults	60%
Age 18 to 34	57%
Age 35 to 49	58%
Age 50 to 64	69%
Age 65/over	54%
Household income:	
Under \$40K	66%
\$40K to \$75K	60%
\$75K/more	53%
Homeowners	57%
Renters	65%
Democrats	65%
Independents	57%
Republicans	56%

60% say housing affordability is a serious problem.

Finding affordable housing is perceived to be challenging for many.

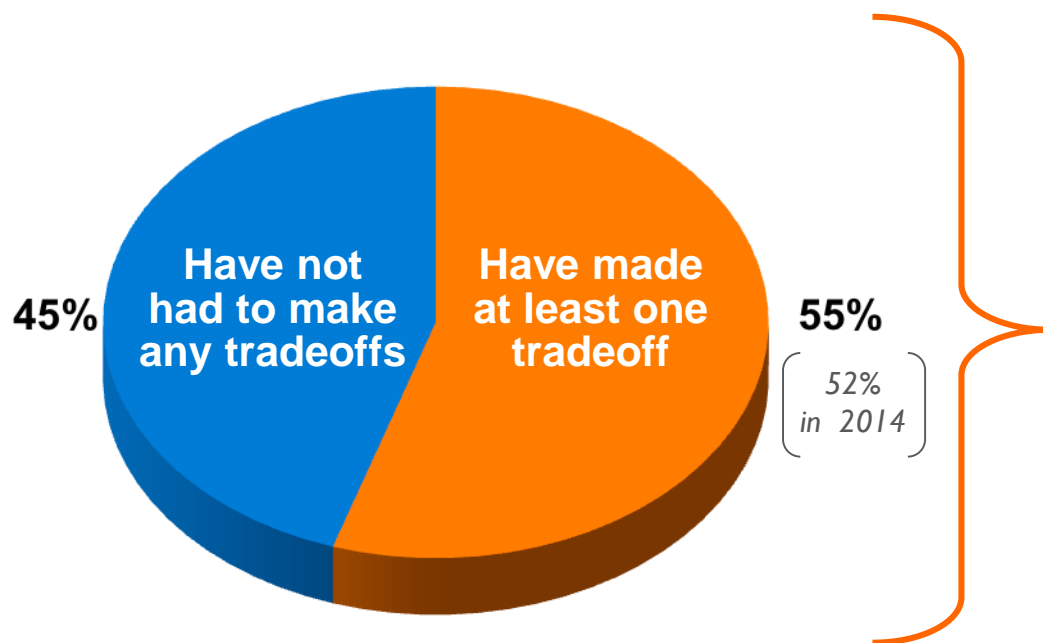


In your community, how easy/challenging is it for these groups to find affordable quality housing?



Americans continue to make tradeoffs to afford their housing.

Have you had to make any of these tradeoffs in the past three years because you were struggling to pay your rent or mortgage?



I have made this tradeoff:

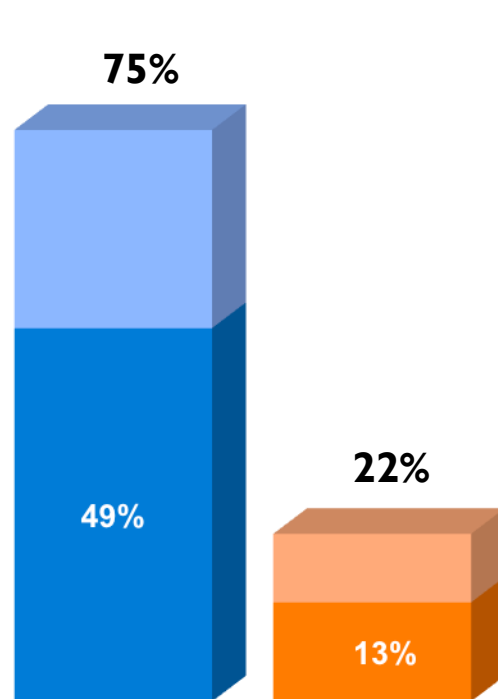
Taken second job, working more hours	21%
Stopped saving for retirement	17%
Accumulating credit card debt	14%
Cut back on healthy food	12%
Cut back on health care	9%
Moved to a neighborhood I feel is less safe	9%
Moved to where schools are not as good	4%

Americans want their elected leaders to make housing affordability a priority.

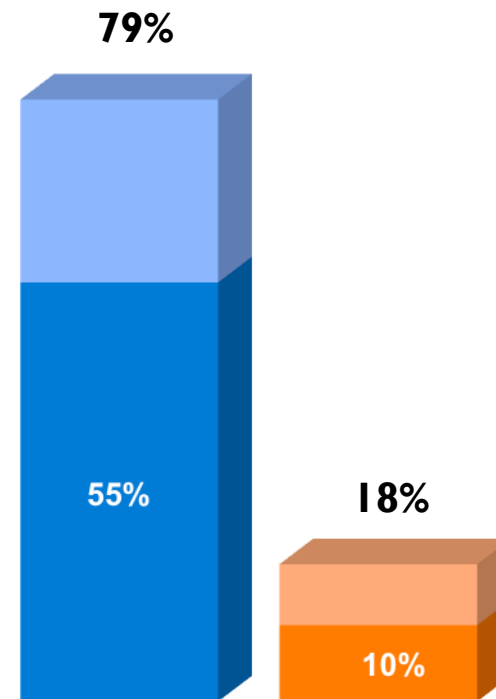
When it comes to addressing the issue of housing affordability, would you like to see your elected leaders make it a priority; if so, how high a priority?



**Elected leaders in Washington/
housing affordability in America**

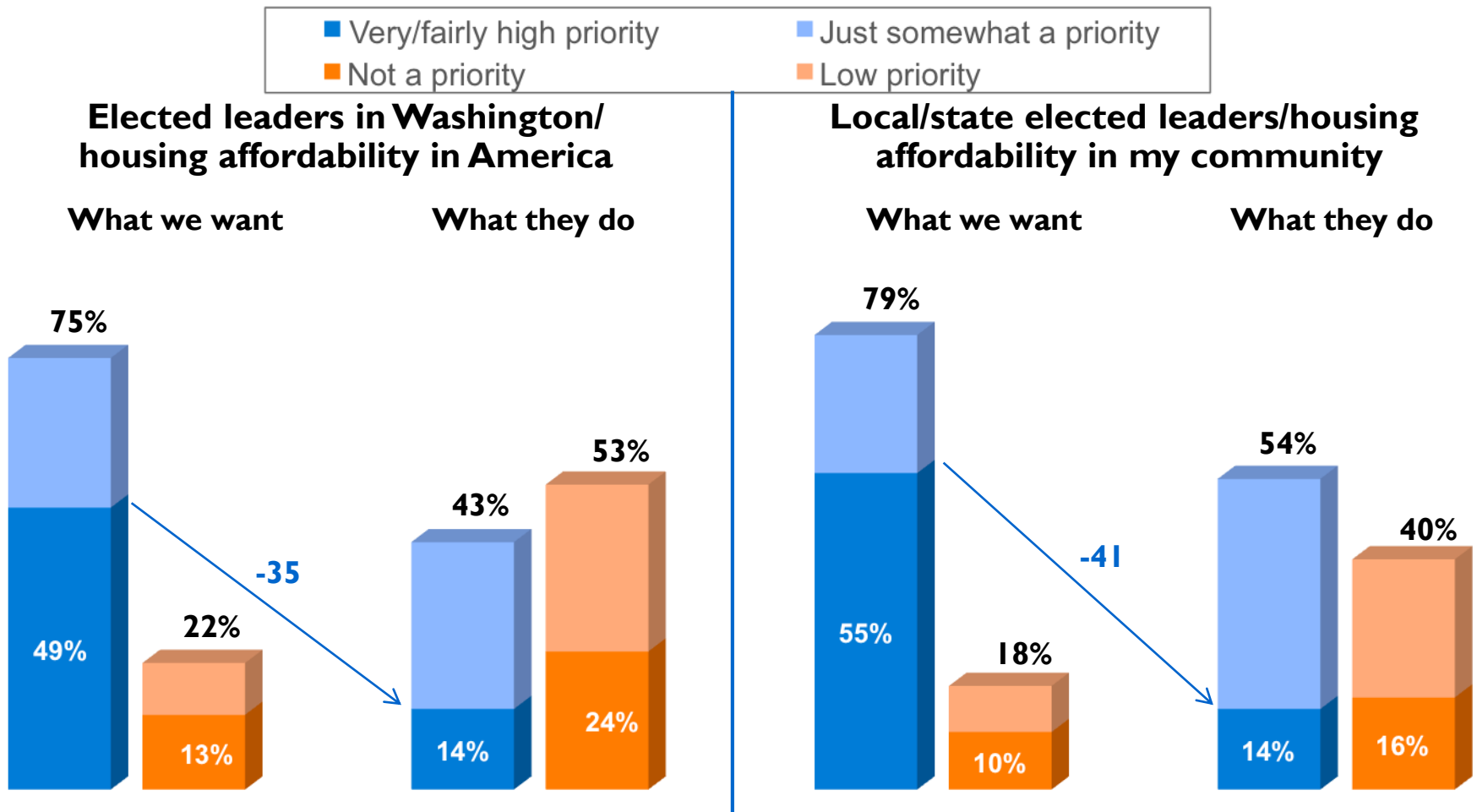


**Local/state elected leaders/housing
affordability in my community**



Americans see their elected leaders falling far short on this important issue.

On addressing the issue of housing affordability, would you like to see your elected leaders make this a priority? And how high a priority do they currently treat it?



There are compelling reasons why housing should be a higher priority on the policy agenda.

This is a VERY CONVINCING reason to ensure that more people have access to quality affordable housing:

- 73%** The **chronic stress experienced by families who live in unsafe neighborhoods** can negatively affect young children's mental and social development.*
- 62%** Having **quality, stable housing is directly linked to children's ability to do well in school** and when a family has to move frequently it reduces a child's educational achievement and can have a negative effect on the whole classroom.
- 61%** Increases in the cost of rental housing are placing a serious burden on too many families. Today, **11 million Americans pay more than half their income on rent**, leaving less money for essentials such as food, transportation, and healthcare.
- 59%** The **chronic stress experienced by families who live in low-quality or unaffordable housing** can negatively affect young children's mental and social development.*
- 51%** It has become **difficult for many elderly Americans to find quality affordable housing**. Increasing numbers of seniors are spending more than 30% of their income on housing.
- 50%** **When a family has decent, affordable housing, they spend more on things that contribute to their child's development**, such as books, music lessons, and educational trips and experiences.

*Items were asked of half of participants to measure how the underlined phrasing affected responses.



<http://howhousingmatters.org/>

@Housing360