



# Ohioans on Housing: Challenges and Solutions

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September 2024

Finding From a Survey of 401 Ohio Registered Voters on Housing Issues & Policy Solutions

Conducted by Hart Research on Behalf of the National Low Income Housing Coalition

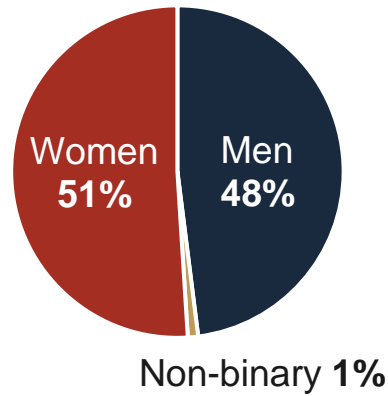


# Methodology & Profile of Ohio Registered Voters

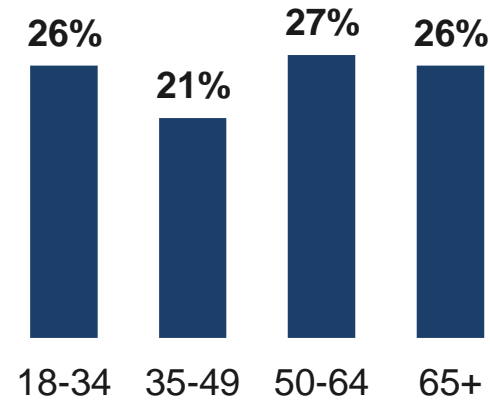
Online survey of 401 registered voters in Ohio  
 Conducted August 22-26, 2024

Credibility intervals:  
 ±4.9 percentage points  
 Error is higher for subgroups

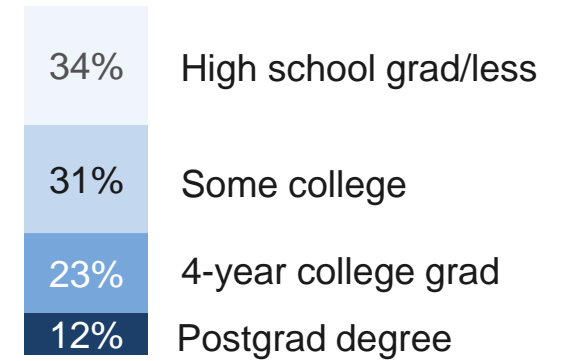
*Gender*



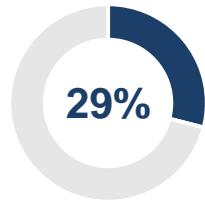
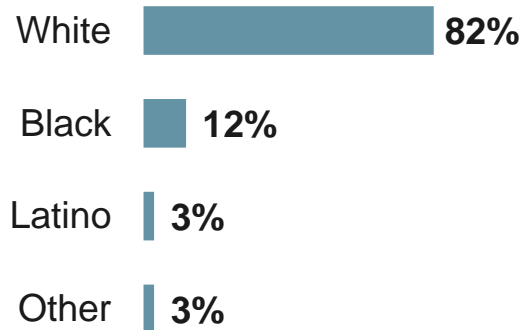
*Age*



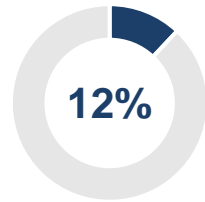
*Education*



*Race*

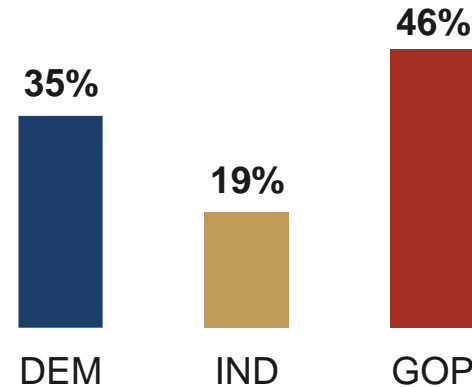


are parents/  
 caregivers of  
 minor children

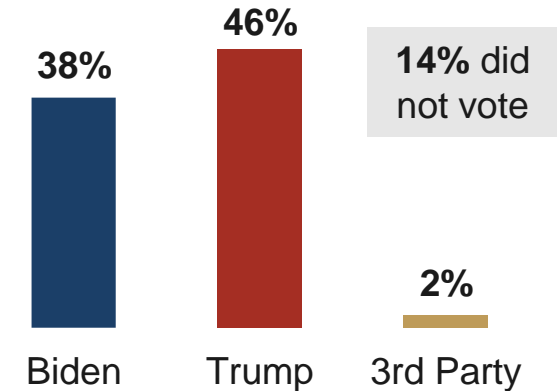


are caregivers  
 for an adult  
 dependent in  
 their home

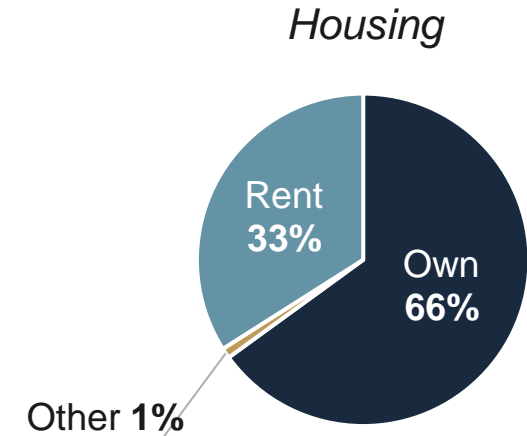
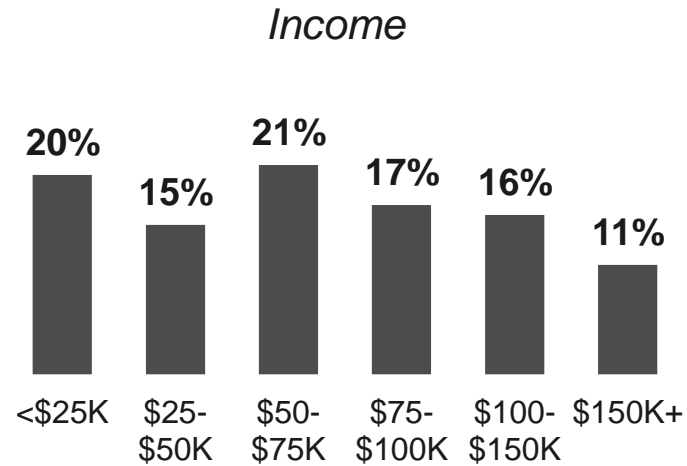
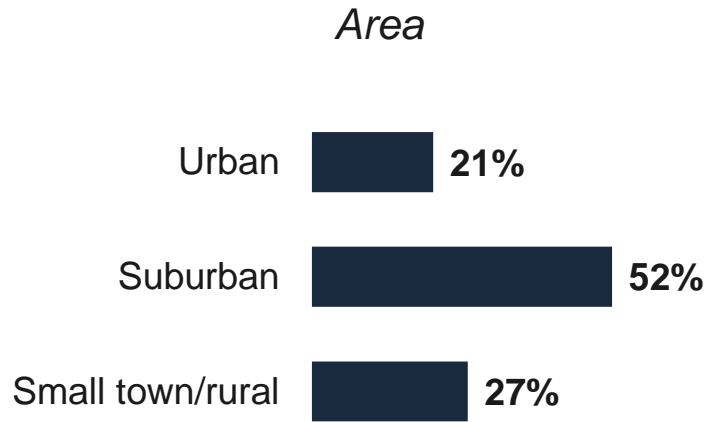
*Party ID*



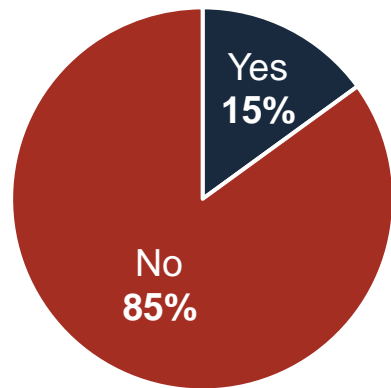
*2020 Vote*



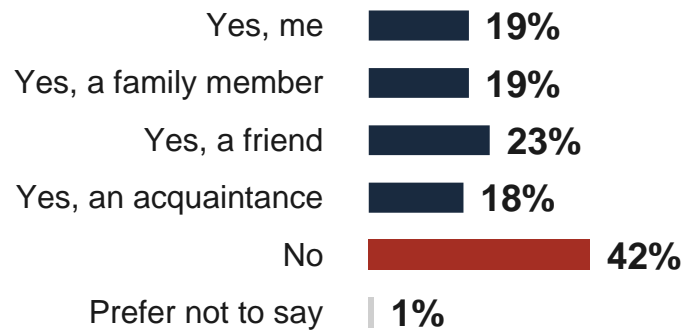
# Housing Profile



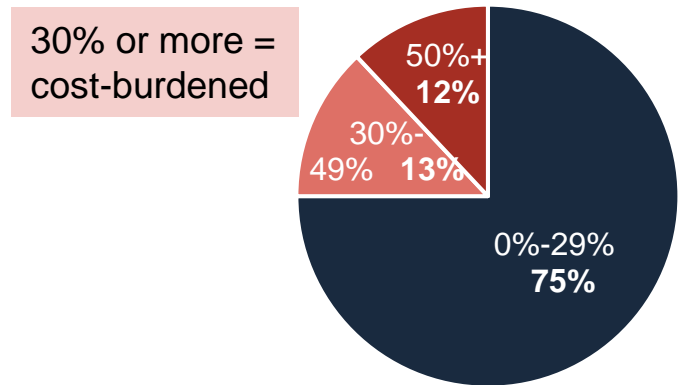
*Received housing financial assist.*



*Know someone homeless*



*% Income spend on housing*



# Strategic Takeaways

1

**Housing affordability is a key part of cost-of-living concerns.** As the cost of living becomes the dominant issue for Ohio voters, housing affordability stands out as a critical challenge. Three in four voters say housing costs are a problem in their communities, with 60% reporting they have had to make sacrifices—such as cutting back on nutritious food or going into debt—just to cover rent or mortgage.

2

**Younger generations, renters, and low-income families face the most acute challenges.** Majorities of these groups view the cost of housing as a significant problem, and four in five report making major sacrifices to afford housing. These populations are particularly vulnerable to rising housing costs.

3

**The demand for affordable rental housing spans the electorate.** While renters are more directly impacted, homeowners also recognize the growing need for affordable rental housing. The perception that finding affordable, quality rental housing is becoming more difficult is shared by both owners and renters alike.

4

**Voters believe affordable housing is harder to find now than five years ago.** There is a widespread belief that finding stable, affordable housing in Ohio is more difficult than it was five years ago, with most voters expecting the situation to worsen unless action is taken.

# Strategic Takeaways (cont.)

5

**Strong bipartisan demand for action on housing affordability.** Across the political spectrum, voters are calling for elected leaders to address housing affordability. Leaders who offer a detailed plan to expand access to affordable housing, protect renters, and provide support services for low-income households gain significant favorability among voters.

6

**Protecting renters and providing emergency assistance are top policy priorities.** Voters across party lines support policies that protect renters from excessive rent increases and offer emergency assistance to low-income households facing financial hardships. These policies receive high and intense support among Ohio voters.

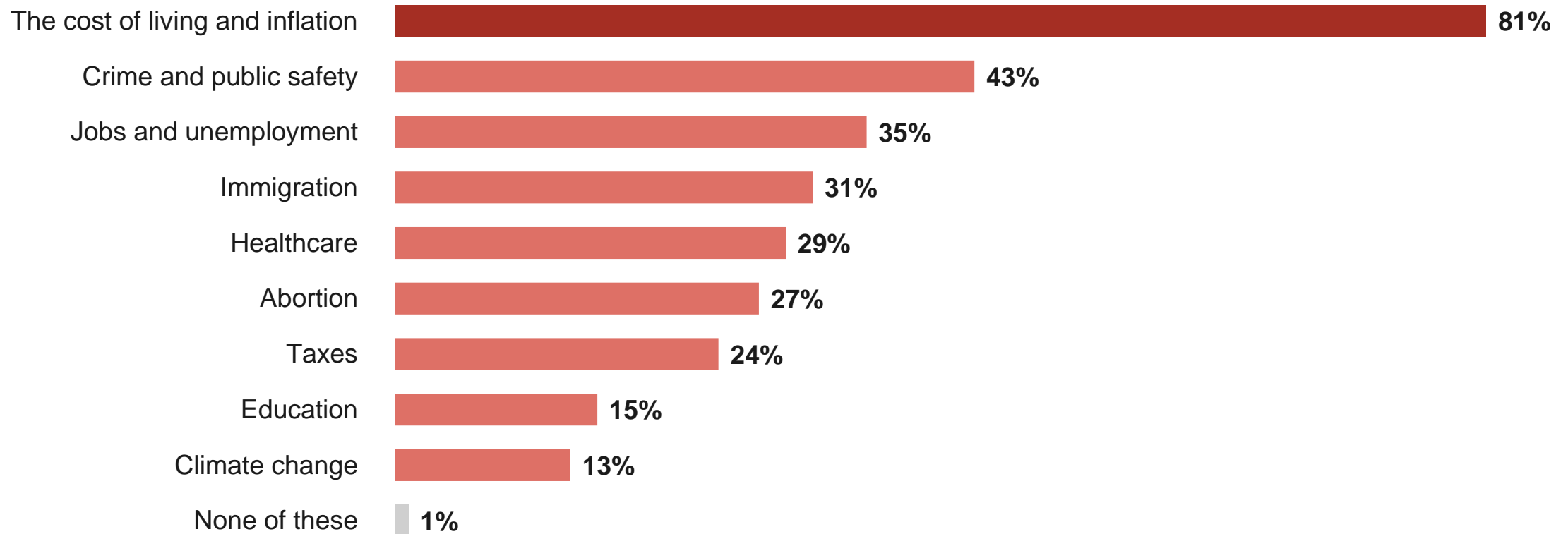
7

**Affordable housing and homelessness are closely linked in voters' minds.** Voters see the lack of affordable housing, coupled with stagnated wages relative to the cost of living, as major contributors to homelessness. They overwhelmingly reject the idea that policing those experiencing homelessness is the solution, believing it will make it harder for individuals to secure stable housing and employment.

# **The Importance of Housing & Housing Challenges**

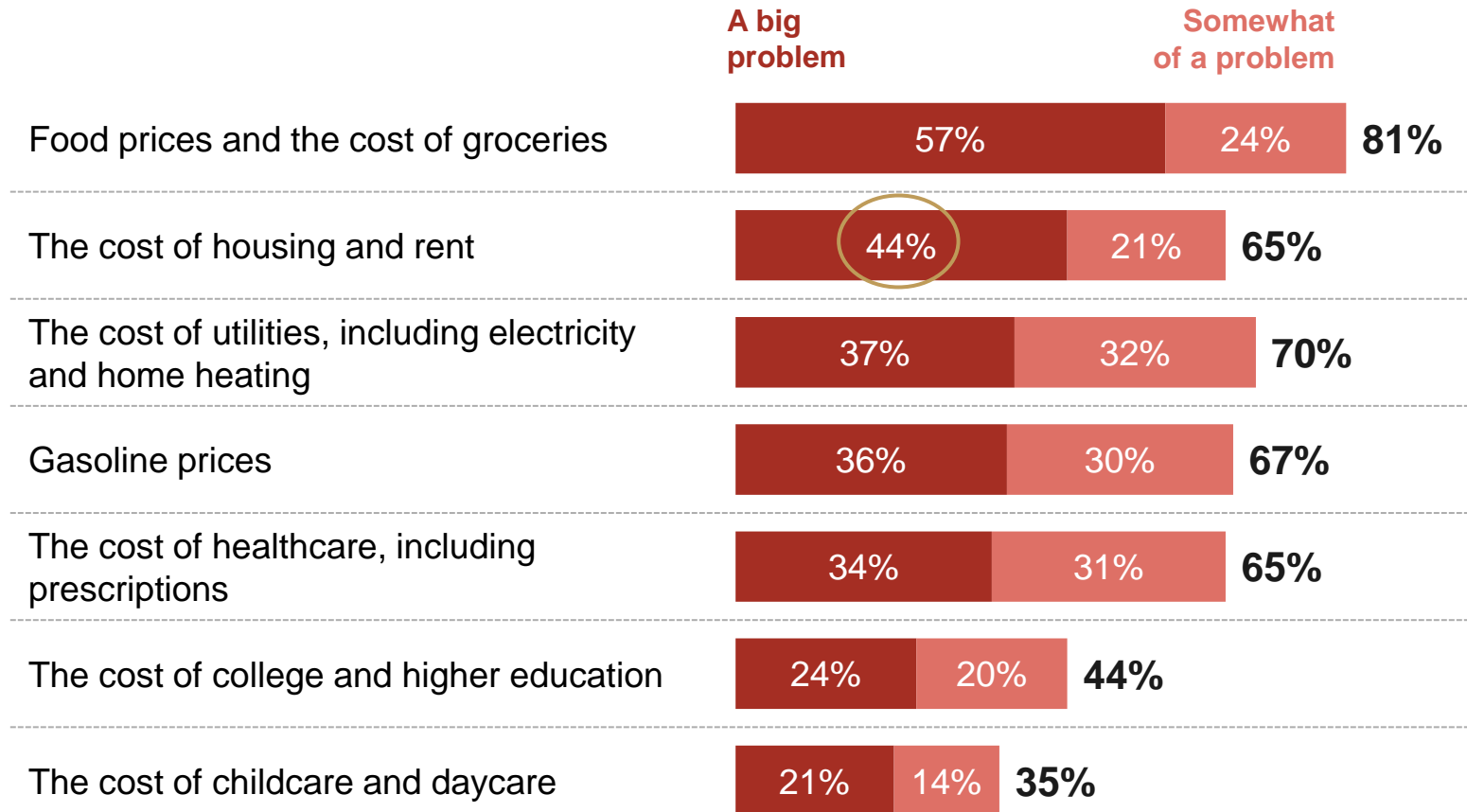
# The cost of living and inflation is the most important issue facing Ohioans by far.

*In your opinion, what are the three most important issues facing Ohio today?*



# Behind the cost of food, the cost of housing is a top challenge.

*When it comes to the cost of living, how much of a problem are each of the following for you personally?*



## % Cost of housing a BIG problem higher rates among:

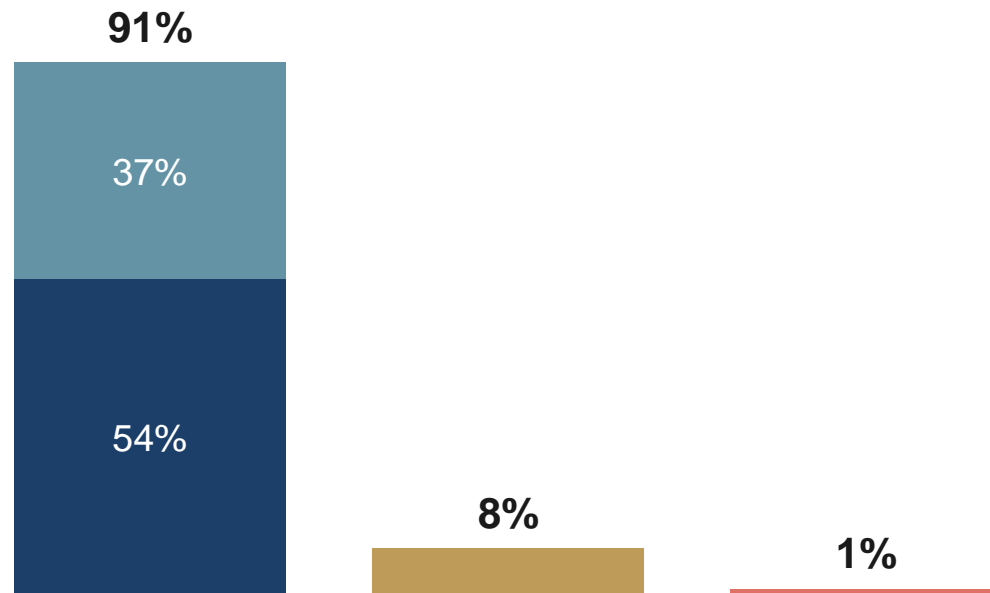
Ages 18-39	65
High school/less educ	52
Income less than \$40k	53
Urban	50
Parents	57
Renters	59
Cost-burdened	56



# Across the board, Ohio voters believe housing is foundational to our security and wellbeing.

*When you think about the things that affect people's security and well-being here in Ohio, how important is having stable affordable housing?*

■ Most important   ■ Very important   ■ Fairly important   ■ Somewhat important   ■ Not important

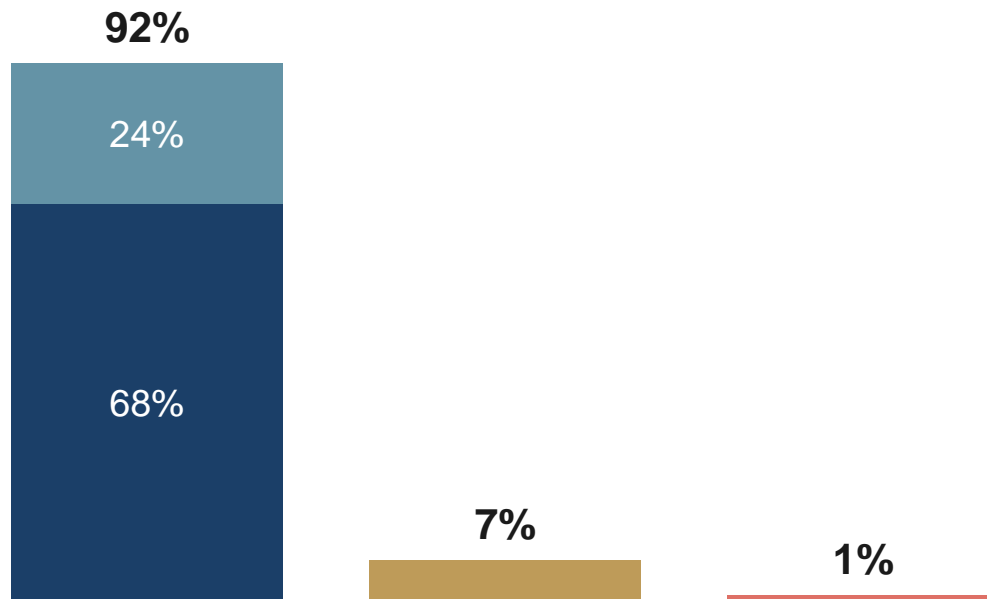


	One of most important/very important %
Women	92
Men	89
18-39	93
40-59	92
60 and older	88
Voters of color	92
White voters	91
Income: less than \$40k	96
Income: \$40k-\$75k	90
Income: \$75k +	88
Urban	97
Suburban	86
Small town/rural	95
Cleveland MM	91
Cincinnati/Dayton MM	87
Rest of Ohio	93
Own	89
Rent	94
Democrats	95
Independents	86
Republicans	89

# Significant majorities across the electorate believe it is very important for communities to have affordable, quality rental housing.

*How important do you think it is for communities to have affordable, quality rental housing?*

■ Very important ■ Fairly important ■ Just somewhat important ■ Not that important ■ Not important at all

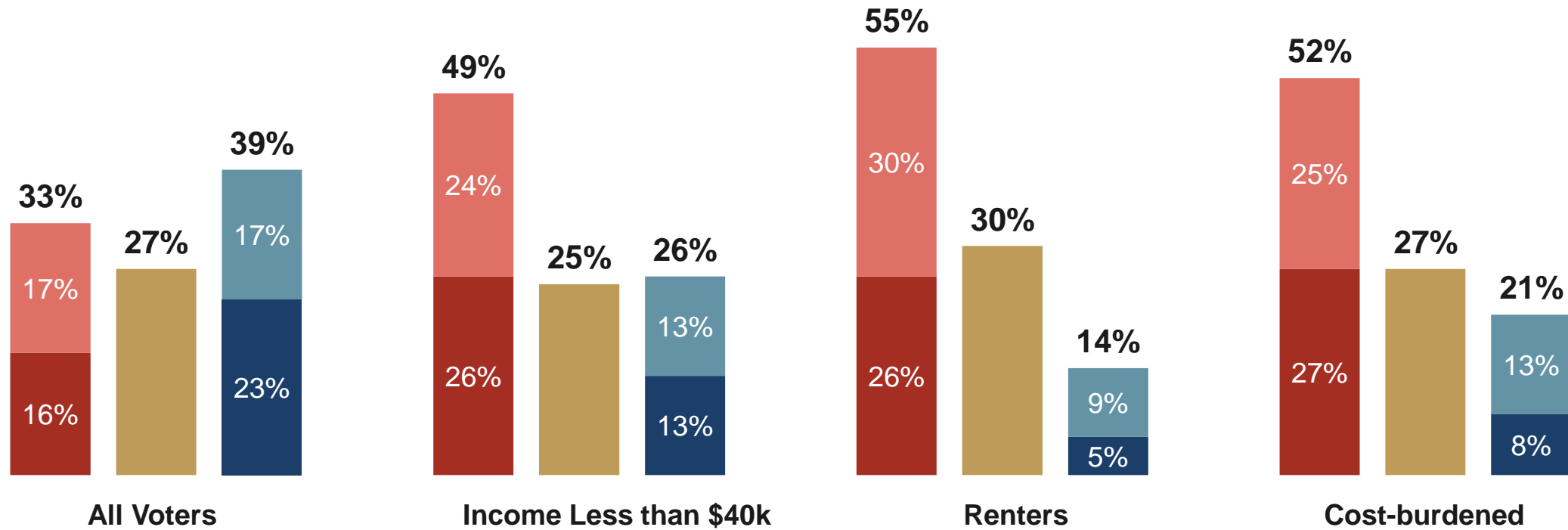


	Very important %
Women	77
Men	57
18-39	70
40-59	73
60 and older	61
Voters of color	85
White voters	64
Income: less than \$40k	79
Income: \$40k-\$75k	69
Income: \$75k +	59
Urban	84
Suburban	62
Small town/rural	65
Cleveland MM	68
Cincinnati/Dayton MM	71
Rest of Ohio	66
Own	62
Rent	79
Democrats	79
Independents	76
Republicans	56

# For many, especially renters and those with lower incomes, concerns about housing costs are personal.

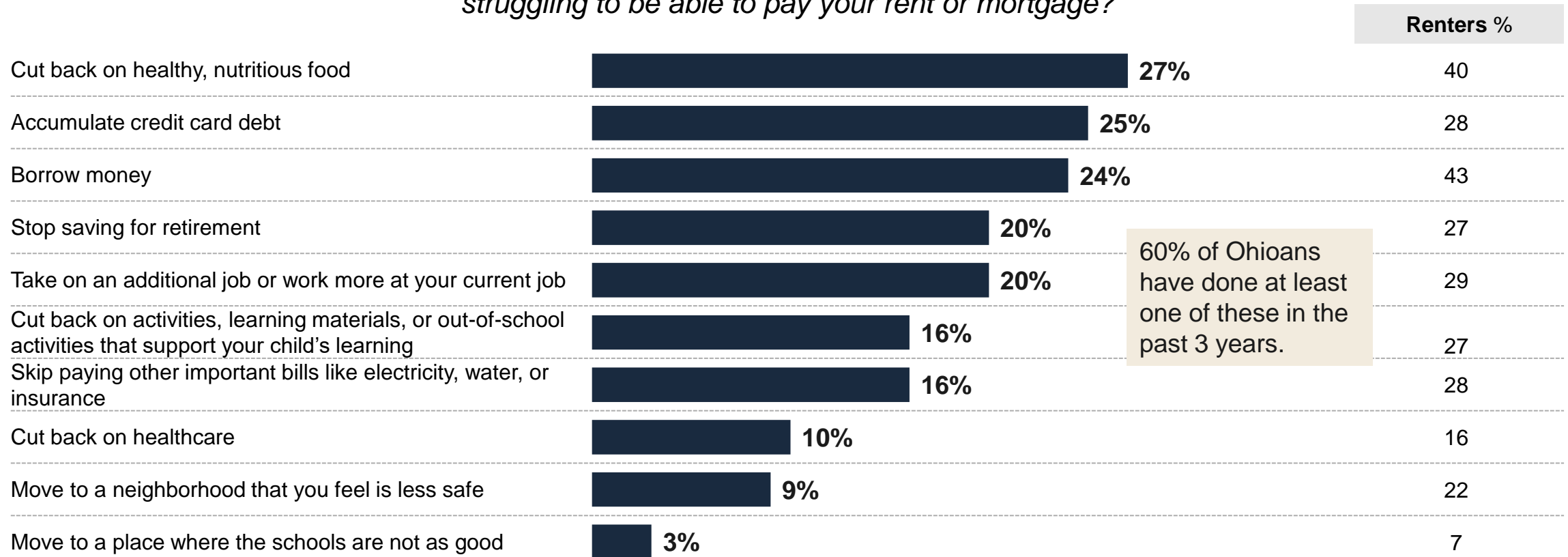
*For you personally, is the amount you pay for housing--either your monthly mortgage payment or your rent...?*

■ Very big concern    
 ■ Fairly big concern    
 ■ Somewhat a concern    
 ■ Not much a concern    
 ■ Not a concern



# Three in five Ohioans, including four in five renters have had to make significant sacrifices to cover their housing costs in the past three years.

*Which of the following actions, if any, have you personally had to do in the past three years because you were struggling to be able to pay your rent or mortgage?*

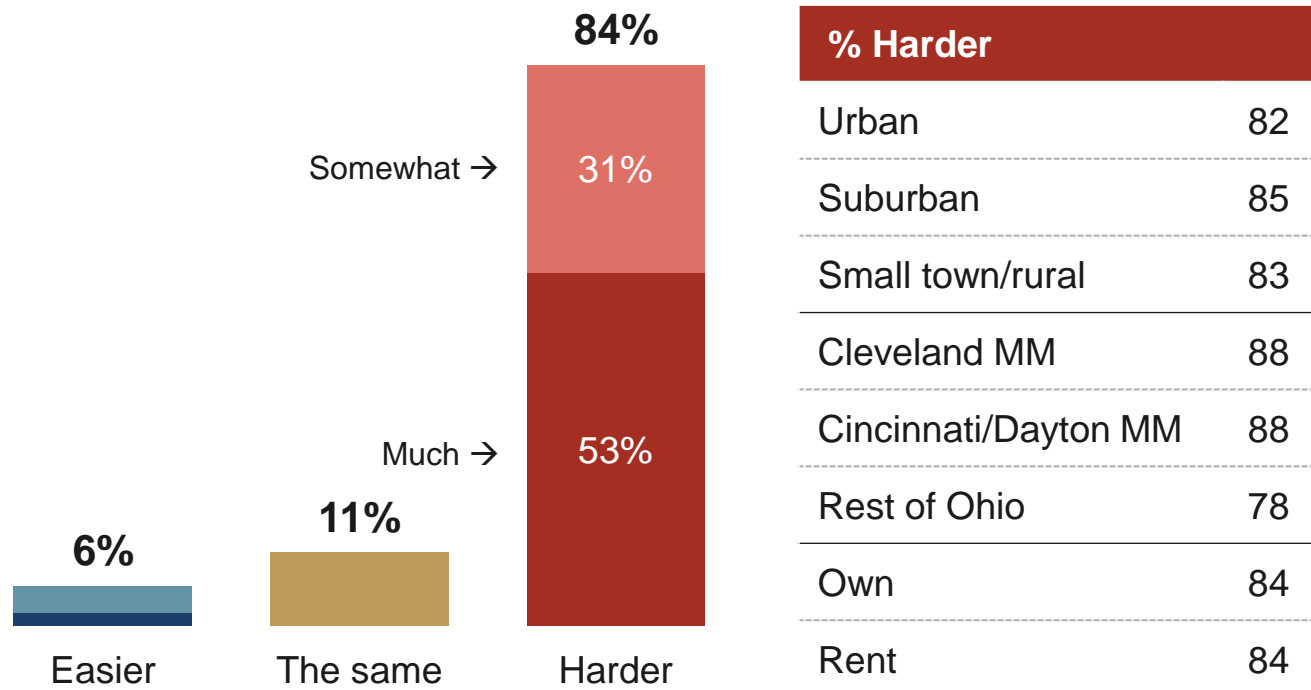




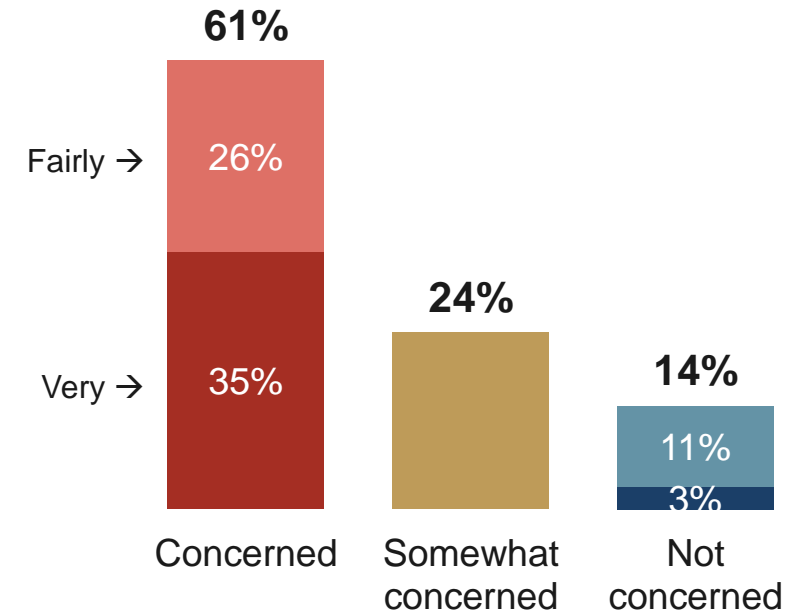
# **Perspectives on the Housing Situation Statewide and in their Community**

# The overwhelming majority of Ohio voters believe it is harder today than five years ago for people to find stable, affordable housing in Ohio. Many worry about evictions.

*Compared to four or five years ago, do you think it is easier or harder today for people to find stable housing they can afford here in Ohio?*

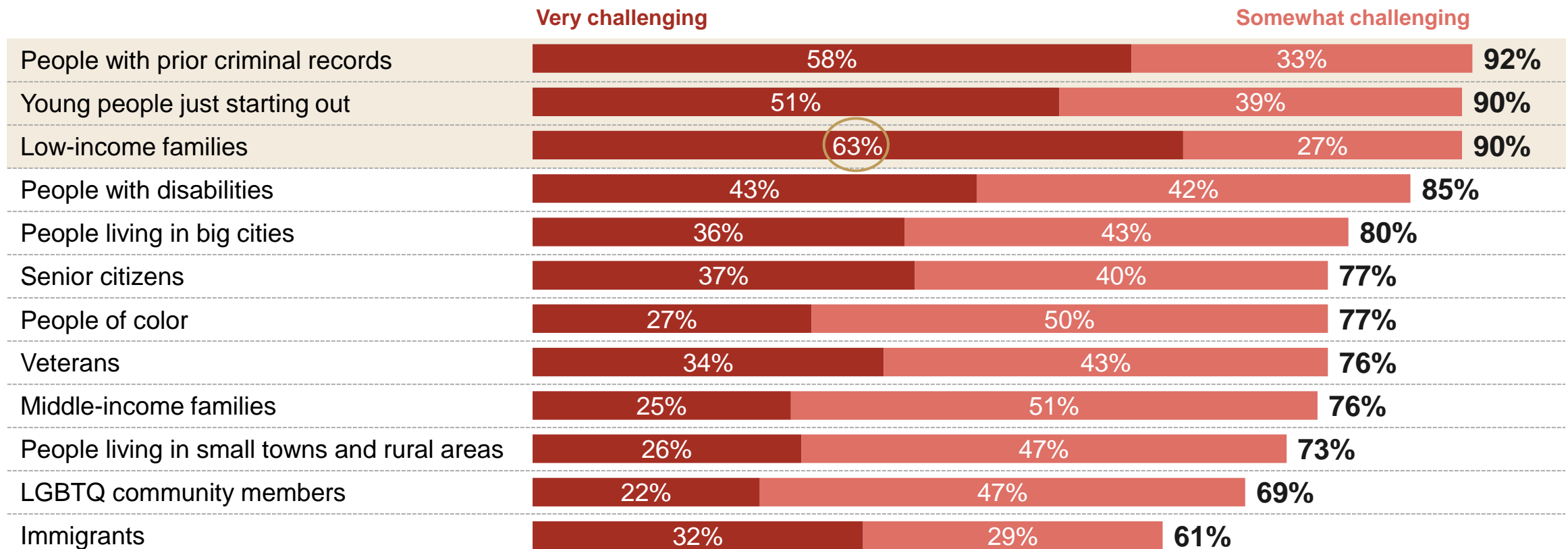


*How concerned, if at all, are you about Ohioans being evicted from their homes because they cannot afford their rent?*



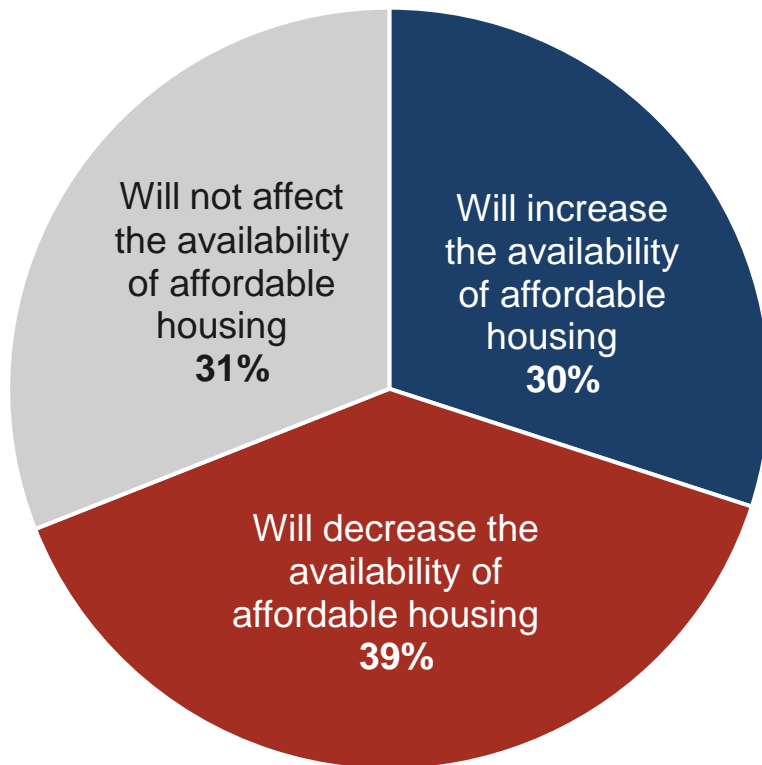
# Ohioans believe finding stable, affordable housing is challenging for everyone, but more so for some groups.

*How easy or challenging do you think it is for each of the following to find stable housing they can afford?*



# Voters are mixed on what they think the impact of the expanding economy will be on the availability of affordable housing.

*What impact, if any, do you think the expanding economy and growth of new businesses here in Ohio will have on the availability of affordable housing for current residents?*



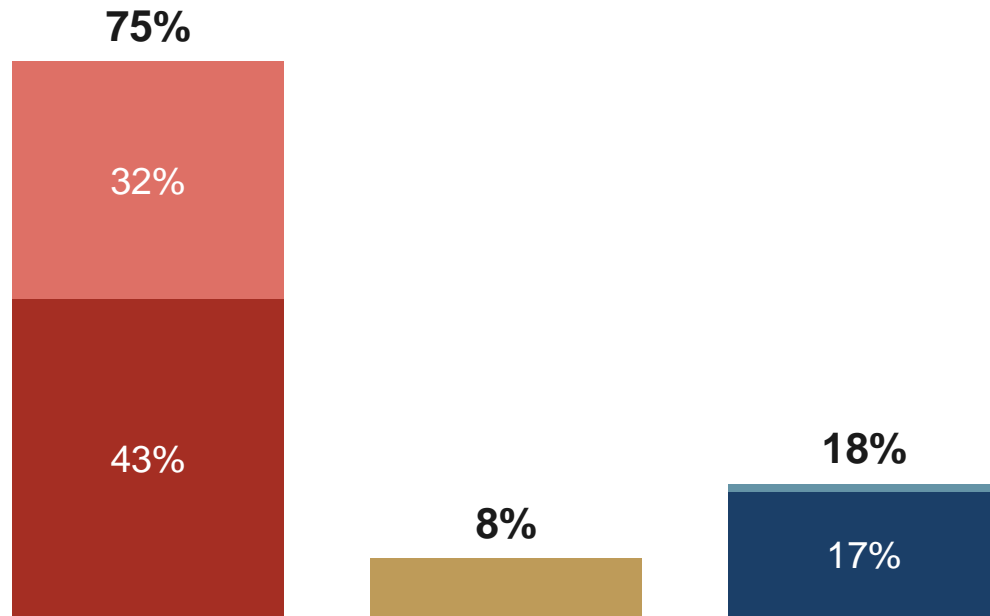
	% Will increase	% Will decrease	% No affect
Urban	30	42	28
Suburban	33	36	32
Small town/rural	26	43	30
Cleveland MM	33	32	35
Cincinnati/Dayton MM	28	35	37
Rest of Ohio	30	47	23
Democrats	29	38	32
Independents	33	39	28
Republicans	30	40	30



# Significant majorities across Ohio think housing affordability is a serious problem in their own community.

*Do you think housing affordability is a problem or not really a problem in your community or the area where you live?*

■ Very serious problem ■ Fairly serious problem ■ Somewhat a problem ■ Minor problem ■ Not a problem



	Serious problem %
Women	80
Men	69
18-39	84
40-59	77
60 and older	65
Voters of color	88
White voters	72
Income: less than \$40k	82
Income: \$40k-\$75k	73
Income: \$75k +	71
Urban	88
Suburban	71
Small town/rural	71
Cleveland MM	74
Cincinnati/Dayton MM	79
Rest of Ohio	73
Own	69
Rent	86
Democrats	82
Independents	82
Republicans	66

# Why Ohioans Think Housing Affordability is a Serious Problem

*In their own words:*



“The cost of owning a house has skyrocketed and is a very serious problem. The prices are extremely high and the cost of living and affording a house is a huge problem. **It affects me because it is very hard to save for retirement, afford daily living expenses, pay for entertainment for the family and purchase groceries.**”

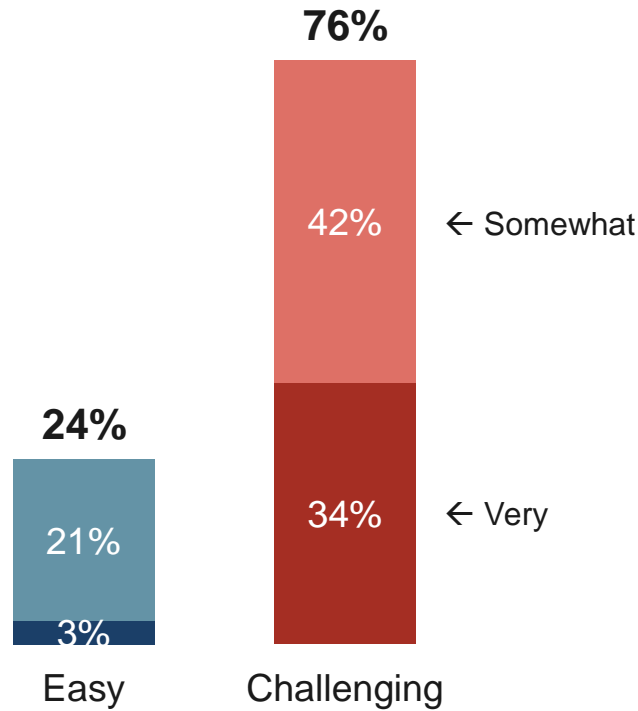
“Housing affordability is a very serious problem because **there are many homeless people, and even with a job it is extremely difficult for one person to survive on their own.**”

“**Most of my income goes towards paying my rent.** I am on food stamps so I can buy groceries.”

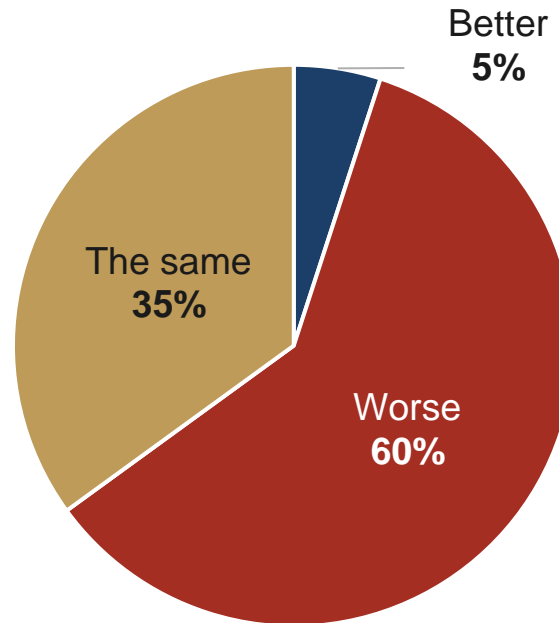
“**Rent has increased significantly in my area, almost to unrealistic proportions.** Take that and the general cost of living – food, fuel, utilities, etc... and not to mention wages not at all reflecting the increase of all the bills. It affects me by **making me very concerned for my own future** as well as those around me.”

# Voters see the rental market in their communities as challenging and as a problem that is getting worse, not better.

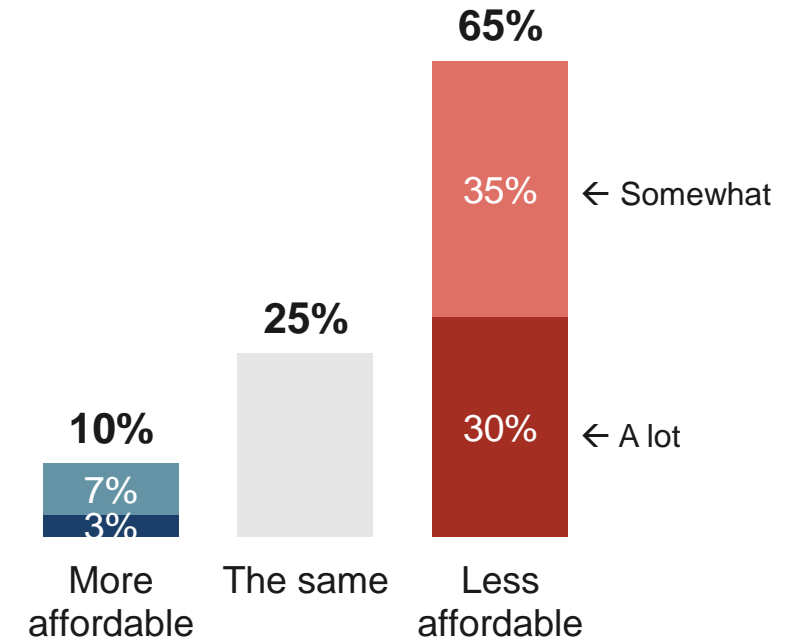
*How easy or challenging is it to find affordable, quality rental housing in your community or the area where you live?*



*Would you say that the availability of quality, affordable rental housing in your community or the area where you live is an issue that is getting better, getting worse, or staying about the same?*



*Over the next year, do you think rent in your community or in the area where you live will become more affordable, less affordable, or stay about the same?*



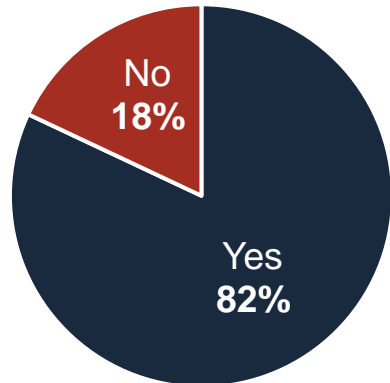
# The pessimistic outlook for rental housing in their communities is pervasive across the state and is shared by both renters and homeowners.

	% In your community...		
	<u>Challenging</u> to find affordable, quality rental housing	Availability of affordable, quality rental housing is <u>getting worse</u>	Outlook for rent in the next year: <u>less affordable</u>
Urban	84	73	71
Suburban	72	53	64
Small town/rural	76	63	62
Cleveland MM	74	57	55
Cincinnati/Dayton MM	79	54	72
Rest of Ohio	75	66	68
Own	74	58	64
Rent	79	64	66

# **Role of Government in Addressing Issues of Housing Affordability and Access**

# Across the political spectrum, Ohio voters want to see their elected leaders take action on housing issues.

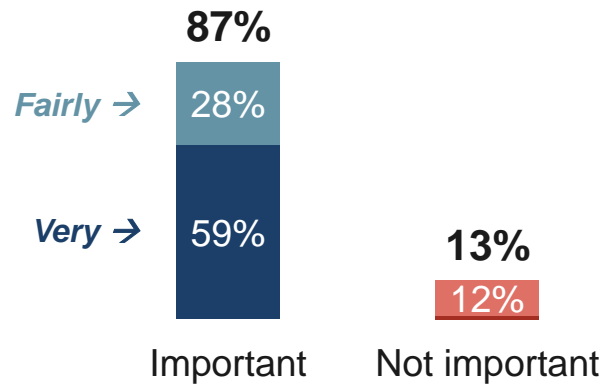
*Do you think government has an important role to play in making sure there are enough affordable places for people to live?*



## % Gov't has important role to play

Democrats	90
Independents	88
Republicans	73

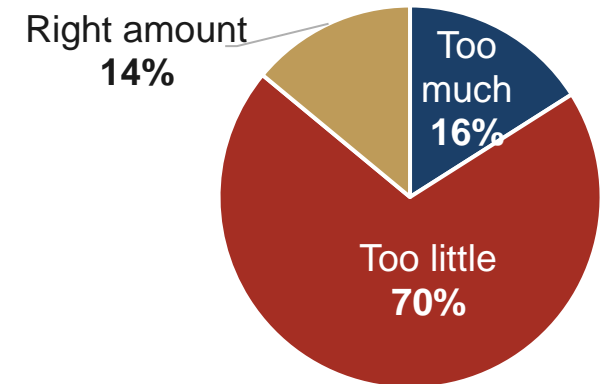
*How important is it for Ohio's elected leaders to address problems related to housing affordability and people's ability to buy or rent housing that meets their needs?*



## % VERY important for leaders to act

Democrats	66
Independents	65
Republicans	52

*Do you think the government is doing too much, too little, or the right amount to make sure people can continue to cover their housing costs?*

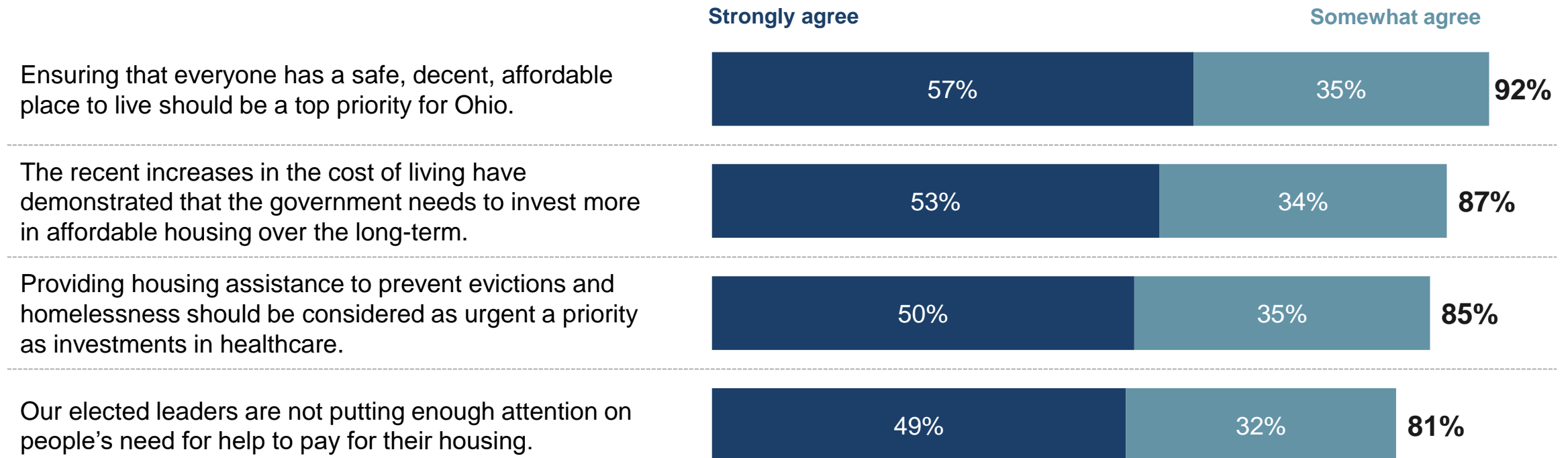


## % Government doing too little

Democrats	80
Independents	66
Republicans	64

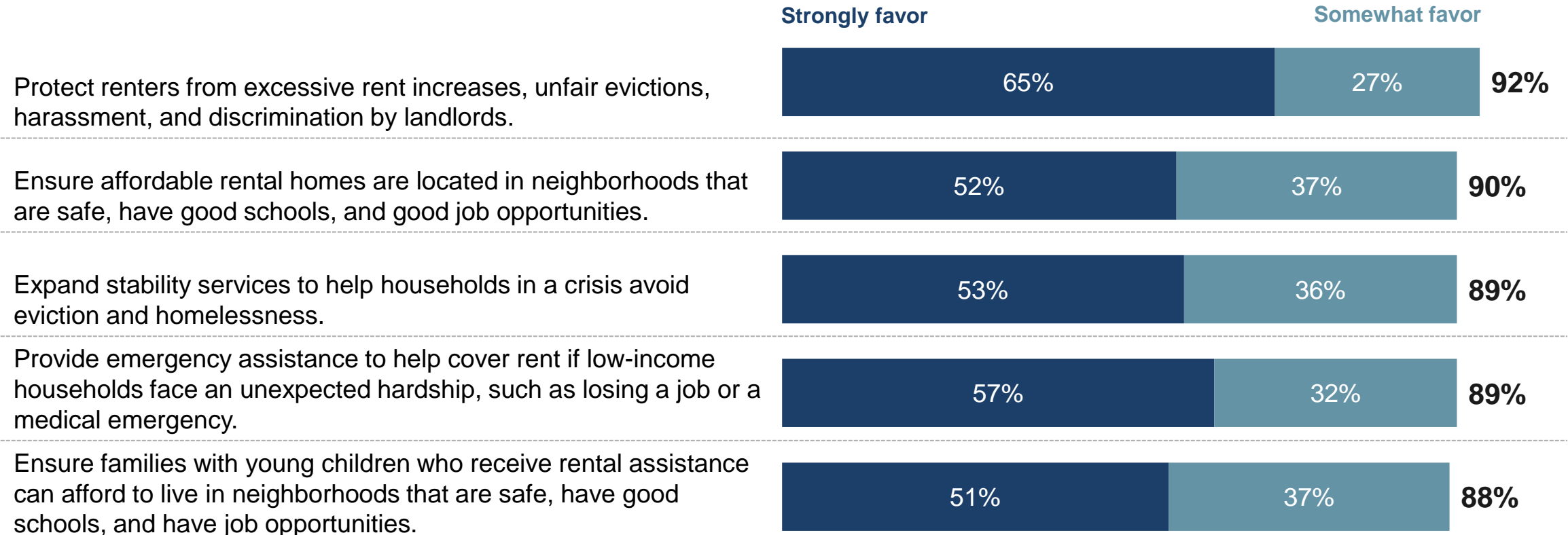
# Voters express broad agreement with several statements of principal about the need to do more to address the housing challenges many Ohioans face.

*% Strongly/somewhat agree*



# Ohio voters express strong support for all of the policy proposals we tested in Opportunity Starts at Home's policy agenda.

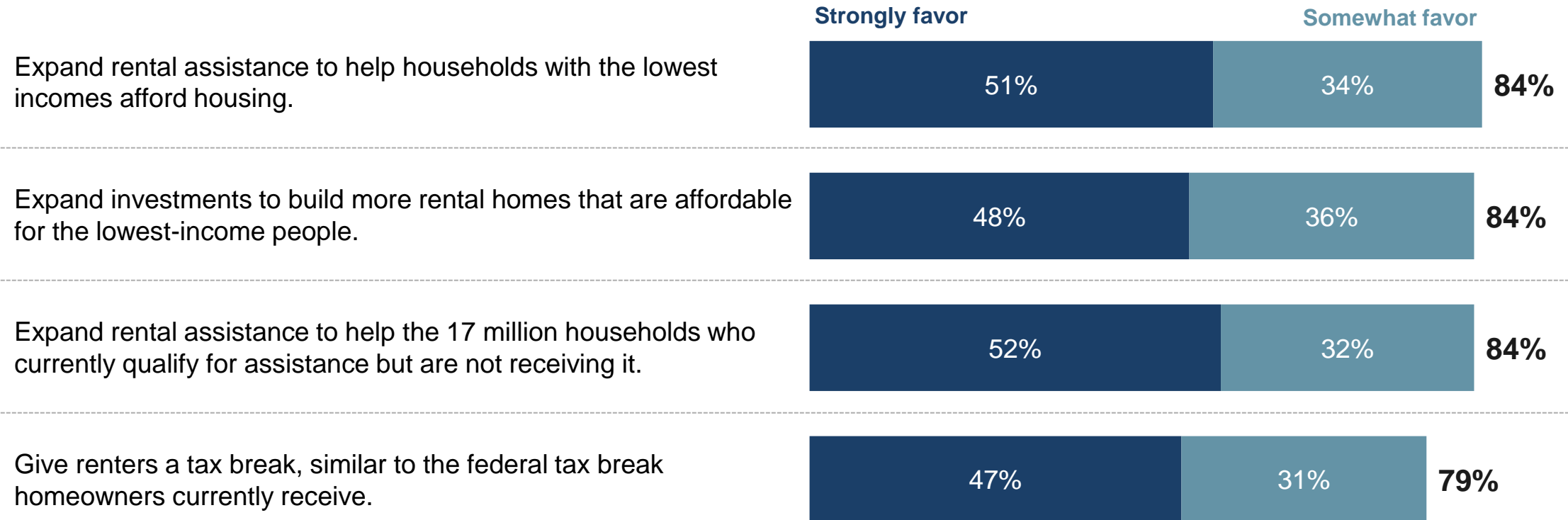
*% Strongly/somewhat favor*





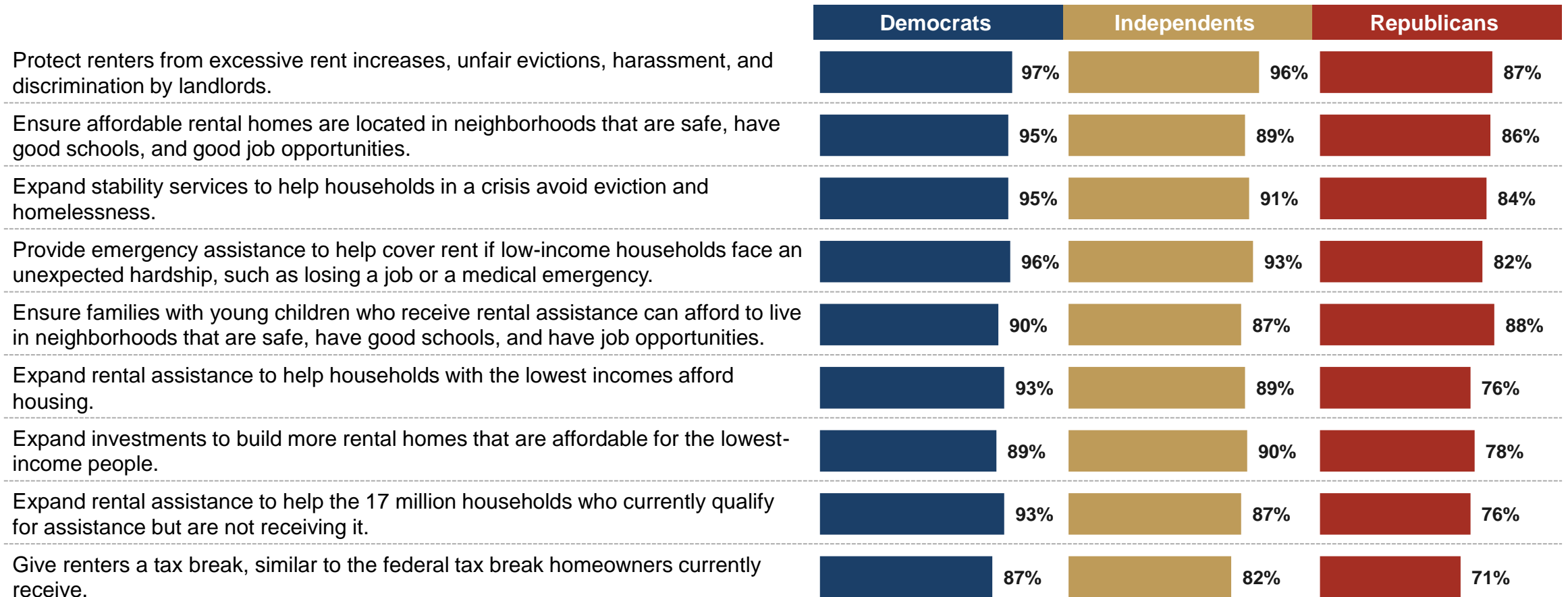
# Ohio voters express strong support for all of the policy proposals we tested in Opportunity Starts at Home's policy agenda. (cont.)

*% Strongly/somewhat favor*



# All the proposals receive solid support across the political spectrum.

*% Strongly/somewhat favor*



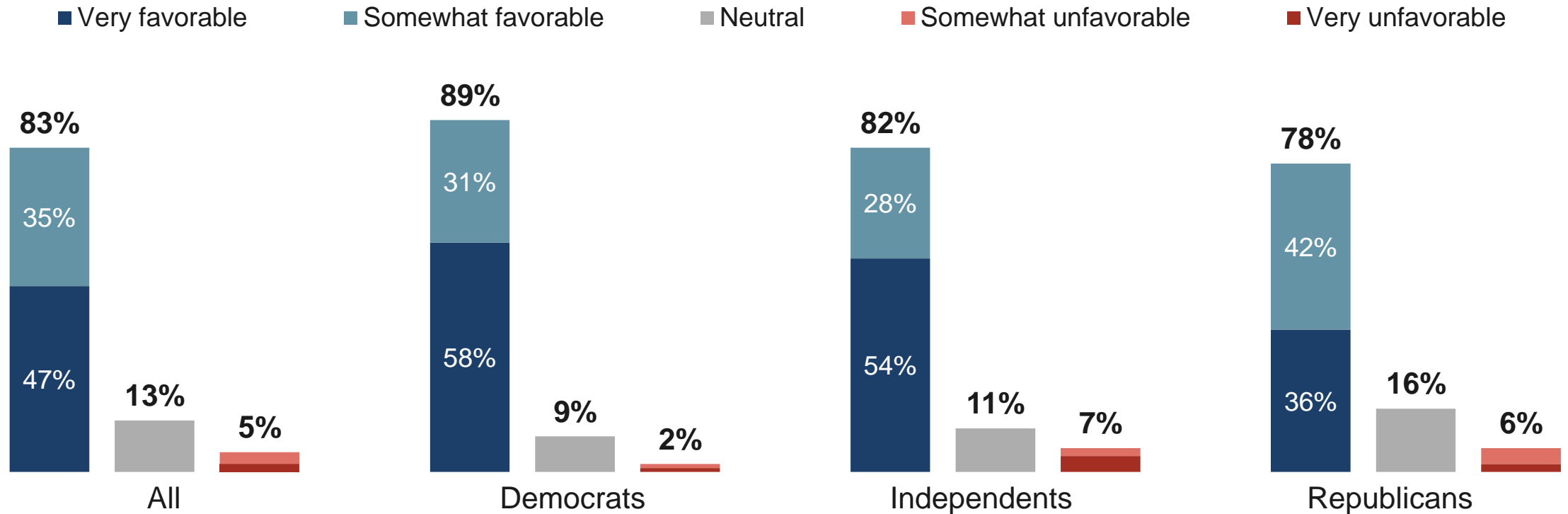
# When asked to prioritize which policies are most important for elected leaders to take action on, protecting renters and low-income households rise to the top.

*Top three most important actions for elected officials to take.*



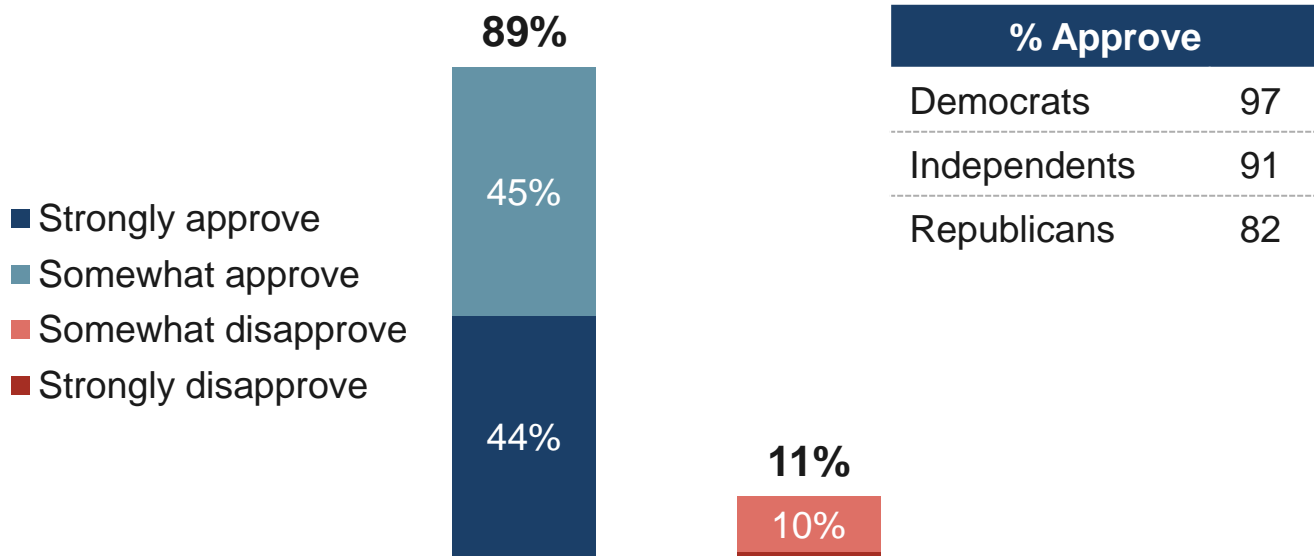
# Supporting this policy agenda will give elected leaders a boost with voters across the political spectrum.

*Suppose you learned that an elected official from Ohio has a detailed plan for making housing more affordable that includes the policies you just read about. How would you feel about this elected official?*



# Ohio voters express strong support for the recently enacted program to provide grants and tax credits to create more housing for low- and moderate-income families.

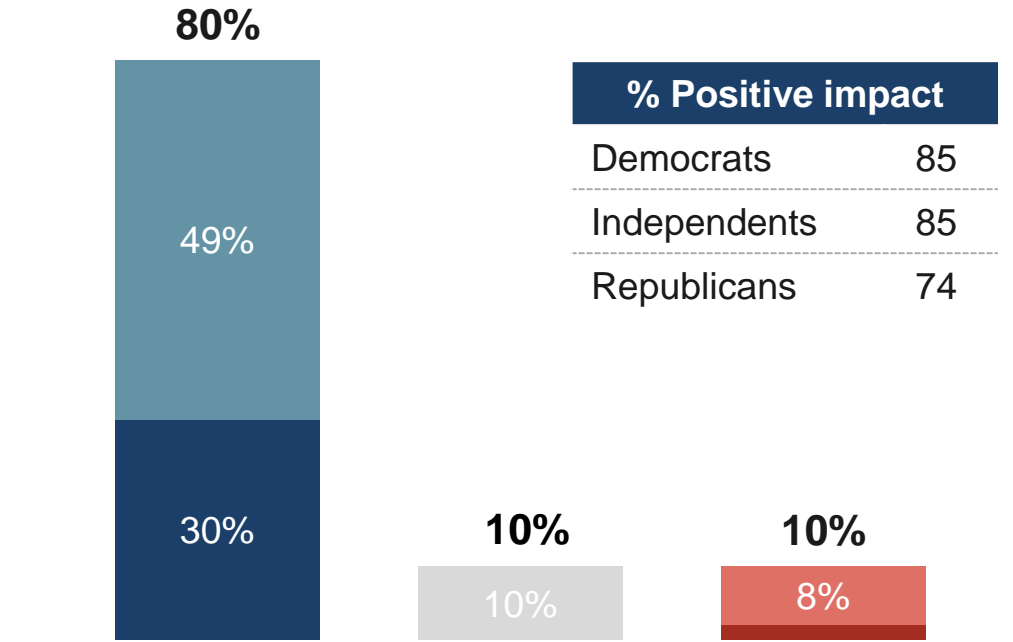
Earlier this year, the state of Ohio launched a program to provide grants and tax credits to support the purchase, rehabilitation, and construction of residential housing for low- and moderate-income Ohioans. Do you approve or disapprove of this program?



% Approve	
Democrats	97
Independents	91
Republicans	82

What kind of impact do you think this program will have on the availability of affordable housing in your community?

■ Very POS ■ Somewhat POS ■ Somewhat NEG ■ Very NEG ■ No impact

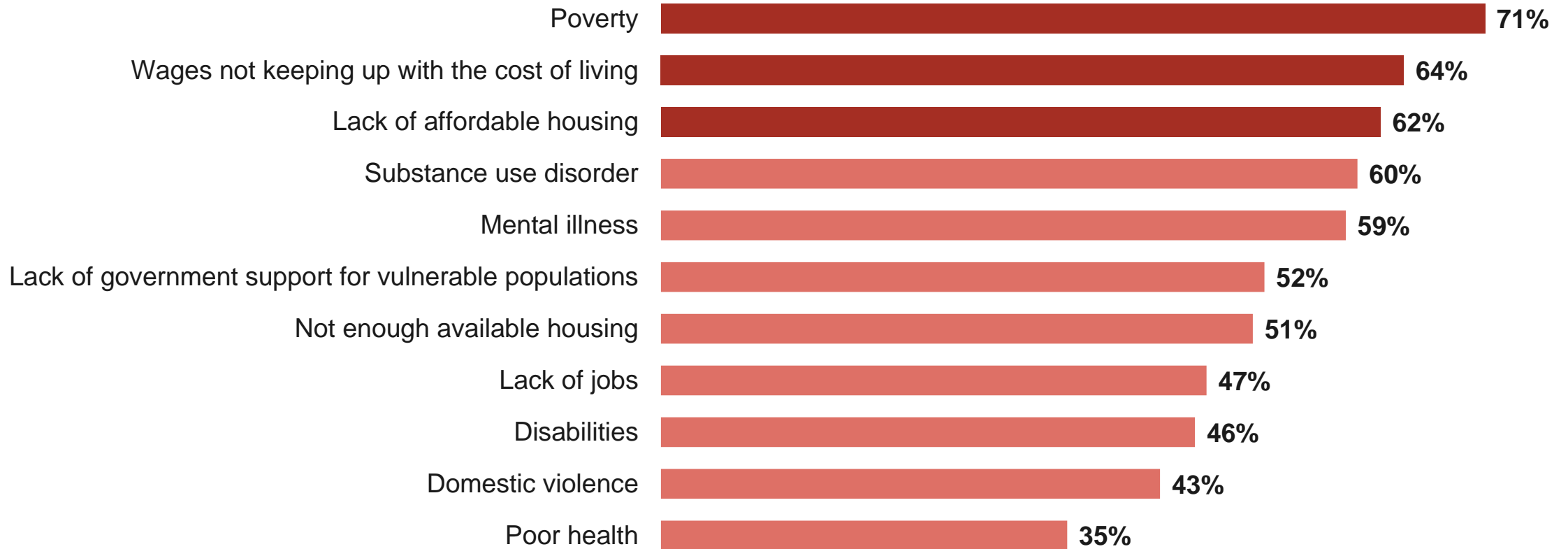


% Positive impact	
Democrats	85
Independents	85
Republicans	74

# **Perspectives on Homelessness**

# Poverty, low wages, and a lack of affordable housing are viewed as the top causes of homelessness.

*% is a major cause of homelessness*



# Perspectives on the primary causes of homelessness vary somewhat by political affiliation.

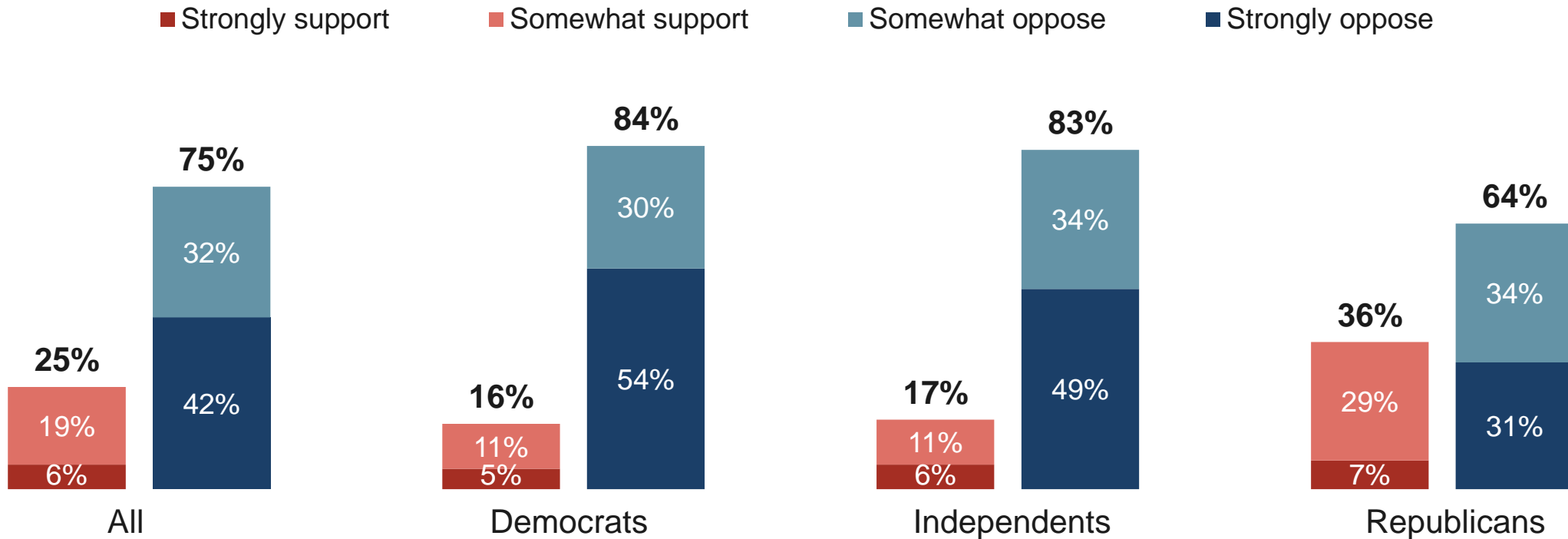
*% is a major cause of homelessness*

Democrats	Independents		Republicans	
Poverty (84%)	Poverty (68%)	Wages not keeping up (68%)	Substance use disorder (64%)	
Wages not keeping up (75%)	Mental illness (63%)		Poverty (62%)	
Lack of affordable housing (73%)			Wages not keeping up (54%)	Lack of affordable housing (54%)



# Most Ohioans oppose arresting, ticketing, and fining people who are unhoused and sleep in public spaces.

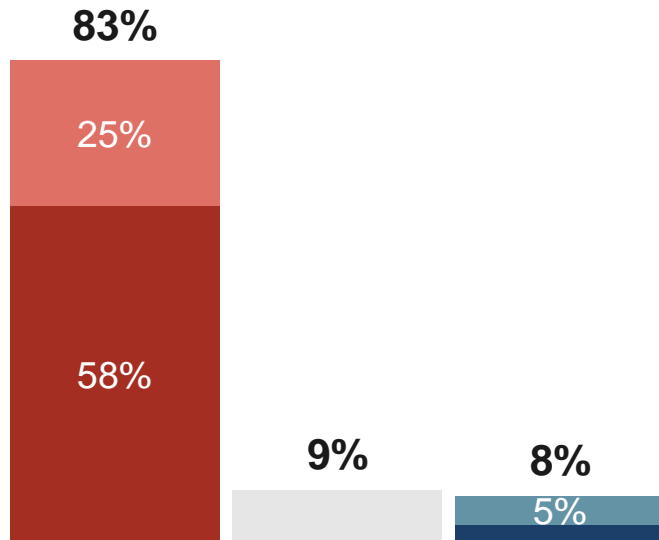
*Do you support or oppose cities and local governments arresting, ticketing, and fining people who sleep in public spaces when no shelter is available?*



# Most Ohioans understand the detrimental impact of these policies for the unhoused.

■ Makes it a lot harder   ■ Makes it somewhat harder   ■ Makes it somewhat easier   ■ Makes it a lot easier   ■ No impact

*When people experiencing homelessness are arrested, ticketed, and fined, what kind of impact do you think that has on **their ability to find and keep stable housing?***



*When people experiencing homelessness are arrested, ticketed, and fined, what kind of impact do you think that has on **their ability to find and keep stable employment?***

