

OHIO PUBLIC OPINION POLLING ON HOUSING AFFORDABILITY AND POLICY IN AUGUST/SEPTEMBER 2024

The Opportunity Starts at Home campaign commissioned a statewide public opinion poll in Ohio through Hart Research Associates to assess voters' opinions and perspectives on issues related to housing affordability and potential policy responses. The poll surveyed 401 registered voters statewide between August 22 and August 26. To see the press release, [click here](#). To see the survey toplines, [click here](#).

POLL FINDINGS:

Strong majorities of voters support policy proposals related to renters protections, economic mobility, emergency crisis assistance, affordable housing construction in well-resourced neighborhoods, and other crucial issues related to affordable housing.

- **92% support policies** that protect renters from excessive rent increases, unfair evictions, harassment, and discrimination by landlords.
 - This is the majority view across the political spectrum: 97% of Democrats, 96% of Independents, and 87% of Republicans.
- **90% support policies** that ensure affordable rental homes are located in neighborhoods that are safe, have good schools, and good job opportunities.
 - This is the majority view across the political spectrum: 95% of Democrats, 89% of Independents, and 86% of Republicans.
- **89% support policies** that expand stability services to help households in a crisis avoid eviction and homelessness.
 - This is the majority view across the political spectrum: 95% of Democrats, 91% of Independents, and 84% of Republicans.
- **89% support policies** that provide emergency assistance to help cover rent if low-income households face an unexpected hardship, such as losing a job or a medical emergency.
 - This is the majority view across the political spectrum: 96% of Democrats, 93% of Independents, and 82% of Republicans.
- **89% approve** of the recently enacted state program to provide grants and tax credits to support the purchase, rehabilitation, and construction of residential housing for low- and moderate-income Ohioans.
 - This is the majority view across the political spectrum: 97% of Democrats, 91% of Independents, and 82% of Republicans.

- **88% support policies** that ensure families with young children who receive rental assistance can afford to live in neighborhoods that are safe, have good schools, and have job opportunities.
 - This is the majority view across the political spectrum: 90% of Democrats, 87% of Independents, and 88% of Republicans.
- **84% support policies** that expand rental assistance to help households with the lowest incomes afford housing.
 - This is the majority view across the political spectrum: 93% of Democrats, 89% of Independents, and 76% of Republicans.
- **84% support policies** that expand investments to build more rental homes that are affordable for the lowest-income people.
 - This is the majority view across the political spectrum: 89% of Democrats, 90% of Independents, and 78% of Republicans.
- **84% support policies** that expand rental assistance to help the 17 million households who currently qualify for assistance but are not receiving it.
 - This is the majority view across the political spectrum: 93% of Democrats, 87% of Independents, and 76% of Republicans.
- **79% support policies** that give renters a tax break, similar to the federal tax break homeowners currently receive.
 - This is the majority view across the political spectrum: 87% of Democrats, 82% of Independents, and 71% of Republicans.

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.

Strong majorities of people recognize the urgent importance of dealing with the affordable housing crisis in the Ohio:

- **82% agree** that the government has an important role to play in making sure there are enough affordable places for people to live.
 - This is the majority view across the political spectrum: 90% of Democrats, 88% of Independents, and 73% of Republicans.
- **87% believe** it's important 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.
 - This is the majority view across the political spectrum: 96% of Democrats, 84% of Independents, and 83% of Republicans.
- **70% believe** that the government is doing too little to make sure people can continue to cover their housing costs.
 - This is the majority view across the political spectrum: 80% of Democrats, 66% of Independents, and 64% of Republicans.

- **83% favor an elected official from Ohio** who has a detailed plan for making housing more affordable.
- **This is the majority view across the political spectrum:** 89% of Democrats, 82% of Independents, and 78% of Republicans.

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

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 homeowners and renters alike.

- **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.
- **91% of Ohio voters believe** that having stable affordable housing is important to people’s security and well-being.
- **92% of Ohio voters believe** it’s important for communities to have affordable, quality rental housing.
- **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.
 - Cut back on healthy, nutritious food (27%)
 - Accumulate credit card debt (25%)
 - Borrow money (24%)
 - Stop saving for retirement (20%)
 - Take on an additional job or more hours at work (20%)
 - Cut back on activities, learning materials, out-of-school activities that support your child’s learning (16%)
 - Skip an important bill like utilities or insurance (16%)
- **The overwhelming majority (84%) 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. This is the majority opinion across urban (82%), suburban (85%), and rural (83%) areas.