

Strategy • Precision • Impact

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

Ja	imple of 100 advocates					
		Weighted N= Unweighted N=	TOTAL 1000 1701	AAPI 60 187	NATIVE AMERICAN 20 132	WASH- INGTON 32 131
	. Please indicate your gender {IF Q1=3} Are you					
	Male		49	47	49	51
	Female		51	53	50	49
	Non-binary		0	0	1	0
	Other		0	0	0	0
	Prefer not to answer		0	0	0	0
Q3	. What is your age?					
	18-29 years		22	31	27	18
	30-39 years		17	21	19	16
	40-49 years		16	20	13	20
	50-64 years		25	18	30	25
	65 and older		20	10	10	21
	18-24 years		13	21	14	8
	25-29 years		9	10	13	10
	30-34 years		9	13	12	13
	35-39 years		8	8	7	4
	40-44 years		7	7	6	14
	45-49 years		9	13	7	6
	50-54 years		6	8	10	14
	55-59 years		9	8	9	4
	60-64 years		10	2	12	7
	65-69 years		9	6	6	4
	70-74 years		7	2	3	14
	75 and older			1	1	3
	Prefer not to answer		0	0	0	0

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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	0	0	72
Black or African American	12	2	10	4
Latino/Latina or Hispanic		5	17	7
Asian American or Pacific Islander		100	3	9
Native American		1	100	7
Middle Eastern		1	2	0
None of these/Other		0	0	2
	-	•	•	_
Q5. What is the last year of schooling the	nat you have completed?			
High School Graduate or less	27	13	25	20
Post-HS		34	47	39
College graduate or post-grad		54	28	40
		0	_	•
1 - 11th Grade		2	5	3
High School Graduate		11	20	17
Vocational or technical school		1	10	7
Some college but no degree		23	24	23
Associate degree		10	12	9
4-year college graduate or bachelo	<u> </u>	37	16	22
Graduate School or advanced degr		17	11	19
Prefer not to say	0	0	1	1
Q7. {Ask of WA Sample Only} And in	which county do you live?			
Northeast	18	19	9	0
Midwest	21	10	12	0
South	38	28	45	0
West	23	43	34	100
New England	5	3	2	0
Middle Atlantic		16	7	0
East North Central		6	7	0
West North Central		3	5	0
South Atlantic		18	23	0
East South Central		2	3	0
West South Central		8	19	0
Mountain		5	11	0
Pacific		38	23	100
Washington state		5	11	100
King		56	49	27
Pierce /Kitsap		19	0	15
Northwest		7	32	16
Southwest		18	10	19
Southeast		0	3	12
Northeast	10	0	6	10

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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	3.2	2.9	2.7
Median2	3	2	2
One 21	10	15	20
One	13 22	36	20
Two	22		30
Three	27	19	20
Four	22	15	18
Five	9	5	9
Six	7	6	3
Seven 1	1	3	0
Eight 0	0	0	0
Nine0	0	0	0
Ten or more0	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	4	16	4
\$12,490 to less than \$16,910 4	1	7	2
\$16,910 to less than \$21,330 4	2	9	2
\$21, 330 to less than \$24,980 4	3	7	1
\$24,980 to less than \$25,750	0	1	1
\$25,750 to less than \$30,1705	1	4	3
\$30,170 to less than \$33,820	1	8	2
\$33,820 to less than \$34,590	1	3	4
\$34,590 to less than \$39,010 4	4	3	4
\$39,010 to less than \$42,660	0	1	1
\$42,660 to less than \$43,4301	1	0	1
\$43,430 to less than \$51,500	8	3	4
\$51,500 to less than \$60,34010	10	9	15
\$60,340 to less than \$69,1806	2	9	8
\$69,180 to less than \$78,0208	9	4	7
\$78,020 to less than \$86,8605	6	3	4
\$86,860 or more	39	8	31
Prefer not to answer {terminate low income sample} 5	7	4	8

FPL calculation

Under 200% of FPL	29	15	56	15
200% or more of FPL	66	78	40	76
Unknown	5	7	4	8

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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 jobs24	35	17	27
Healthcare	18	17	17
Social Security and Medicare11	3	9	9
Dysfunction in government7	8	6	9
Immigration6	4	4	1
The cost of housing and homelessness6	5	12	11
The environment and climate change 6	12	11	10
Terrorism and national security5	1	5	3
Education4	9	4	4
The federal budget deficit2	1	4	5
Prescription drug costs	0	4	0
Crime	0	1	1
Other	4	5	2

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	60	57	62
Wealthy Americans achieved their success because				
they worked harder than others	34	27	25	24
Not sure	16	12	18	14

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	60	57	64
People of color who cannot get ahead are mostly				
responsible for their own condition	37	31	29	20
Not sure	13	9	15	16

FHO Housing Narrative Change (April 2020)					5
Weighted N= Unweighted N=	TOTAL 1000 1701	AAPI 60 187	NATIVE AMERICAN 20 132	WASH- INGTON 32 131	
Q13. If you had to choose, which would you prefer? {ROTA	ATE 1-2, 2-1	}			
Government get out of our way	34	21	38	31	
Government create opportunities for advancement	55	72	49	55	
Not sure	11	7	13	14	
Q14. {P} {SSA} Even if neither is perfect, which of the follo 2, 2-1}	wing statem	ents is clo	ser to your opi	nion? { ROT /	ATE 1-
Housing is a private responsibility that we regulate	27	27	16	21	
Housing is a public good that everyone should have					
access to	65	63	75	73	
Not sure	8	10	9	6	
Q15. {P} {SSB} Even if neither is perfect, which of the follo 2, 2-1}	wing statem	ents is clo	ser to your opi	nion? { ROT /	ATE 1-
Housing is a private responsibility that we regulate Housing is a basic human need that everyone should	19	24	21	16	
have access to	75	71	71	81	
Not sure	6	5	8	3	
Q16. {SSA} How big of a problem is affordable housing for	all in the co	untry?			
Very big problem	47	44	72	59	
Somewhat of a problem		44	21	31	
A little problem		7	4	4	
Not a problem at all	1	2	2	3	
Not sure	3	3	1	3	
Problem	87	88	93	90	
Not a problem	11	9	6	7	
Q17. {SSB} How big of a problem is affordable housing for	all in your c	community	?		
Very big problem	31	31	33	44	
Somewhat of a problem		43	33	33	
A little problem		12	14	17	
Not a problem at all		13	17	2	
Not sure	7	1	4	4	
Problem		74	66	77	
Not a problem	28	25	30	19	

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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	59	77	76
Fundamental necessity41	41	46	46
Out of reach31	42	31	30
Personal responsibility	18	20	32
Discriminatory	19	33	19
Human right22	19	20	28
Accessible	18	5	3
Segregated14	16	5	6
Common good	10	6	8
Affordable12	9	5	12
Fair11	12	6	11
Unsafe10	9	20	12
Other 1	2	8	3
Not sure2	0	3	0

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	67	68	62
Safe	40	46	34	47
Accessible	33	32	23	39
Human right	31	24	34	24
Fundamental necessity	26	33	29	31
Nondiscriminatory	25	13	25	20
Fair	21	25	25	13
Within reach	19	20	19	20
Personal responsibility	17	20	16	20
Common good	9	13	8	6
Other	0	0	1	0
Not sure	1	0	4	3

FRO Rousing Narrative Change (April 2020)					
			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
Q20. {P} {SSA} What role should the local government play	y in ensuring	g affordable	e housing?		
A big role	41	53	58	49	
A medium role	37	36	19	29	
A small role	13	8	8	17	
No role at all	4	2	8	3	
Not sure	3	2	6	2	
Big/Medium role	79	89	77	78	
Small/No role at all	18	10	17	20	
Q21. {P} {SSB} What role should the federal government p	lay in ensuri	ing afforda	ble housing?		
A big role	42	27	33	38	
A medium role	30	47	37	34	
A small role	18	20	15	21	
No role at all	6	4	1	3	
Not sure	4	1	14	4	
Big/Medium role	72	74	70	72	
Small/No role at all	24	25	16	24	

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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

D22I.Investing in stable, good-paying jobs	. 8.2	8.2	8.7	8.4
D22b.Re-purposing available spaces that stand empty				
into affordable housing options	. 7.8	7.7	8.4	8.3
C22e.Passing laws so tenants are not evicted for no	7 7	7.8	8.0	7.5
reason	. 1 .1	1.0	0.0	7.5
space into low cost housing like tiny houses,				
converted garages, and housing cooperatives	. 7.4	7.4	7.3	7.2
C22i.Regulating housing costs so they reflect the				
economy of the community	. 7.4	7.3	7.6	7.1
C22c.Investing in the building of more affordable	7.4	7.4	0.0	7.0
housing in every neighborhood		7.4	6.3	7.2
C22g.Passing rent control measures	. 7.4	7.2	7.2	6.7
C22o.Providing renter or owner subsidies to low- and	7.0	7.3	7.3	7.1
moderate- income households				
C22k.Increasing the minimum wage to \$15 per hour		7.3	6.9	6.8
D22f.Creating housing trusts run by non-profits	. 7.0	7.2	6.8	7.0
D22d.Investing public funds into the creation of more	7.0	7.5	7.4	7.0
affordable housing		7.5	7.1	7.3
D22h.Regulating rent increases	. 7.0	7.2	7.5	7.5
D22p.Investing in homeowners' and renters' assistance				
for low-income people and people of color	. 7.0	7.0	6.6	7.2
C22a. Dedicating public lands for the construction of	0.0	7.4	<i>-</i> 0	C 0
more affordable housing	. 0.0	7.1	5.9	6.8
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	6.7	7.0	6.5
D22n.Passing an anti-speculation tax to discourage				
speculative investors, or "house flippers," from				
buying and rapidly reselling properties	. 6.1	6.9	6.8	6.3

FHO Housing Narrative Change (April 2020)					9
	TOTAL	AAPI	NATIVE AMERICAN	WASH- INGTON	
Weighted N= Unweighted N=	1000 1701	60 187	20 132	32 131	
Sorted by "10 – Strongly favor"					
C22k.Increasing the minimum wage to \$15 per hour	42	22	39	25	
C22e.Passing laws so tenants are not evicted for no reason	37	20	49	30	
D22I.Investing in stable, good-paying jobs	36	26	47	37	
C22g.Passing rent control measures		21	36	22	
D22b.Re-purposing available spaces that stand empty into affordable housing options		18	26	43	
C22c.Investing in the building of more affordable housing in every neighborhood	30	15	27	30	
C22i.Regulating housing costs so they reflect the economy of the community	27	17	36	22	
C22m. Tax credits and incentives to convert unused space into low cost housing like tiny houses, converted garages, and housing cooperatives	27	18	31	20	
C22o.Providing renter or owner subsidies to low- and moderate- income households	27	15	28	19	
D22h.Regulating rent increases	26	19	34	34	
D22p.Investing in homeowners' and renters' assistance for low-income people and people of color		9	17	27	
C22a.Dedicating public lands for the construction of more affordable housing	22	17	26	22	
D22d.Investing public funds into the creation of more affordable housing	22	16	25	24	
D22f.Creating housing trusts run by non-profits	20	11	14	18	
D22j.Changing community rules and zoning to ensure different kinds of affordable housing like apartment condos, and other higher-density buildings can be built in neighborhoods		6	22	11	
D22n.Passing an anti-speculation tax to discourage speculative investors, or "house flippers," from			-	4.6	
buying and rapidly reselling properties	15	10	26	12	

Weighted N= Unweighted N=	TOTAL 1000 1701	AAPI 60 187	NATIVE AMERICAN 20 132	WASH- INGTON 32 131
a. {SSC} Dedicating public lands for the construction	of more affo	ordable hou	ısing.	
Mean	6.6	7.1	5.9	6.8
10 – Strongly favor 8 - 9		17 22	26 11	22 17
6 - 7	_	40	12	33
		11	: -	33 11
			10 16	
1 - 4	_	8	16	15
0 – Strongly oppose		1	13	2
Not sure	4	0	13	0
6 - 10 – Favor	66	79	48	72
5 /NS	14	11	23	11
0 - 4 – Oppose	20	9	28	17
b. {SSD} Re-purposing available spaces that stand en	mpty into af	fordable ho	using options.	
Mean	7.8	7.7	8.4	8.3
10 – Strongly favor	30	18	26	43
8 - 9		37	44	26
6 - 7		36	19	23
5		4	1	4
1 - 4	_	2	3	5
0 – Strongly oppose		0	0	0
	_	4	7	•
Not sure		4	1	0
6 - 10 – Favor	82	90	89	92
5 /NS	13	8	8	4
0 - 4 – Oppose	5	2	3	5
c. {SSC} Investing in the building of more affordable I	housing in e	very neighl	borhood.	
Mean	7.4	7.4	6.3	7.2
10 – Strongly favor	30	15	27	30
8 - 9	27	35	20	23
6 - 7	20	35	19	19
5	10	9	2	7
1 - 4	7	4	20	15
0 – Strongly oppose		1	10	4
Not sure		Ö	2	3
6 - 10 – Favor	76	86	66	71
5 /NS	12	9	4	10
0 - 4 – Oppose		5	30	19
-11	_	-	- -	· -

10 Housing Natrative Change (April 2020)					
			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
Offweighted N=	1701	101	132	131	
d. {SSD} Investing public funds into the creation of m	ore affordab	le housing			
Mean	7.0	7.5	7.1	7.3	
10 – Strongly favor	22	16	25	24	
8 - 9		36	21	26	
6 - 7		32	22	30	
5		7	12	12	
1 - 4	_	5	14	1	
0 – Strongly oppose		0	1	4	
Not sure		4	6	3	
NOT Sure		7	O	3	
6 - 10 – Favor	70	84	68	80	
5 /NS	17	12	17	15	
0 - 4 - Oppose	14	5	15	5	
(CCC) Descina leve es temente es met eviete d'en					
e. {SSC} Passing laws so tenants are not evicted for	no reason.				
Mean	7.7	7.8	8.0	7.5	
10 – Strongly favor		20	49	30	
8 - 9	25	38	16	25	
6 - 7	16	30	10	21	
5	6	6	8	6	
1 - 4	6	3	5	10	
0 – Strongly oppose	5	1	5	3	
Not sure	4	1	6	5	
6 - 10 – Favor	78	89	76	76	
5 /NS	_	7	14	10	
0 - 4 – Oppose		4	10	13	
0 - 4 - Ορροσε	11	7	10	13	
f. {SSD} Creating housing trusts run by non-profits.					
Mean	7.0	7.2	6.8	7.0	
10 – Strongly favor	20	11	14	18	
8 - 9		29	29	29	
6 - 7		31	15	24	
5		12	7	10	
1 - 4		5	11	5	
0 – Strongly oppose		0	3	7	
Not sure		12	21	7	
	12	12	-1	•	
6 - 10 – Favor		72	57	71	
5 /NS		24	28	17	
0 - 4 – Oppose	11	5	15	12	

S Flousing Natrative Change (April 2020)	TOTAL	AAPI	NATIVE AMERICAN	WASH- INGTON
Weighted N= Unweighted N=	1000 1701	60 187	20 132	32 131
g. {SSC} Passing rent control measures.				
Mean	7.4	7.2	7.2	6.7
10 – Strongly favor		21	36	22
8 - 9	22	29	11	20
6 - 7	19	25	23	26
5	10	17	8	11
1 - 4	7	7	10	5
0 – Strongly oppose	5	1	6	10
Not sure		0	7	6
6 - 10 – Favor	72	75	70	68
5 /NS	16	17	15	17
0 - 4 – Oppose	12	7	16	15
h. {SSD} Regulating rent increases.				
Mean	7.0	7.2	7.5	7.5
10 – Strongly favor	26	19	34	34
8 - 9	26	29	25	41
6 - 7	19	31	16	5
5	9	2	1	4
1 - 4	11	14	15	9
0 – Strongly oppose	6	2	3	7
Not sure	_	2	6	1
6 - 10 – Favor	71	79	75	79
5 /NS	13	4	8	4
0 - 4 – Oppose	17	16	17	16
i. {SSC} Regulating housing costs so they reflect the	economy o	f the comn	nunity.	
Mean	7.4	7.3	7.6	7.1
10 – Strongly favor	27	17	36	22
8 - 9	29	29	23	22
6 - 7	18	35	15	27
5	9	10	7	9
1 - 4	8	7	7	3
0 – Strongly oppose		2	4	6
Not sure		0	7	11
6 - 10 – Favor		81	75	71
5 /NS	14	10	14	20
0 - 4 - Oppose		9	11	9

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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	6.7	7.0	6.5
10 – Strongly favor 18	6	22	11
8 - 9	30	23	34
6 - 7	32	14	28
5	18	21	3
1 - 4	7	8	10
0 – Strongly oppose	2	3	10
Not sure5	4	9	2
6 - 10 – Favor	68	59	74
5 /NS	22	30	6
0 - 4 – Oppose	9	11	20
k. {SSC} Increasing the minimum wage to \$15 per hour.			
Mean	7.3	6.9	6.8
10 – Strongly favor	22	39	25
8 - 9	37	21	24
6 - 7	20	6	16
57	8	7	6
1 - 4	8	8	14
0 – Strongly oppose9	5	13	6
Not sure4	0	5	9
6 - 10 – Favor	79	66	65
5 /NS	8	12	15
0 - 4 – Oppose	13	22	20
I. {SSD} Investing in stable, good-paying jobs.			
Mean 8.2	8.2	8.7	8.4
10 – Strongly favor	26	47	37
8 - 9	38	27	41
6 - 7	23	16	13
56	7	4	2
1 - 4	0	2	3
0 – Strongly oppose 0	0	0	3
Not sure	5	5	2
	<u>-</u>		_
6 - 10 – Favor 86	88	90	91
5 /NS	12	8	3
0 - 4 – Oppose 4	0	2	6

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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	7.3	7.2
10 – Strongly favor	18	31	20
8 - 9	36	18	27
6 - 7	27	21	22
5	10	13	14
1 - 4	7	10	8
0 – Strongly oppose 3	1	1	0
Not sure5	0	7	9
6 - 10 – Favor	82	70	69
5 /NS	10	20	23
0 - 4 – Oppose	7	11	8

n. **(SSD)** Passing an anti-speculation tax to discourage speculative investors, or "house flippers," from buying and rapidly reselling properties.

Mean	6.1	6.9	6.8	6.3
10 – Strongly favor	15	10	26	12
8 - 9	20	31	18	26
6 - 7	18	20	12	21
5	14	15	13	12
1 - 4	14	5	15	16
0 – Strongly oppose	9	4	4	7
Not sure	10	15	10	6
6 - 10 – Favor	53	62	57	59
5 /NS	24	30	24	18
0 - 4 - Oppose	23	8	19	23

HO Housing Narrative Change (April 2020)				
			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131
· ·				
o. {SSC} Providing renter or owner subsidies to low-	and modera	te- income	households.	
Mean	7.3	7.3	7.3	7.1
10 – Strongly favor	27	15	28	19
8 - 9	26	34	21	27
6 - 7	20	32	23	22
5	11	11	10	12
1 - 4	7	6	8	10
0 – Strongly oppose	4	0	4	3
Not sure	6	2	6	7
6 - 10 – Favor	73	81	73	68
5 /NS	16	13	16	19
0 - 4 - Oppose	11	6	11	13
p. {SSD} Investing in homeowners' and renters' assis Mean		w-income p	eople and ped	ople of color.
wear	7.0	7.0	0.0	1.2
10 – Strongly favor		9	17	27
8 - 9	23	36	25	26
6 - 7	22	30	17	23
5	11	11	16	7
1 - 4	13	10	13	11
0 – Strongly oppose	3	0	5	4
Not sure	5	5	7	2
6 - 10 – Favor	69	74	59	76
5 /NS		16	23	9
0 - 4 - Oppose	16	10	18	15

FHO Housing Narrative Change (April 2020)				,
			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131
Q23. Who or what is to blame for the housing crisis in the	United State	s? { RAND (OMIZE}	
Federal government	20	14	15	14
Housing and land developers	12	10	14	11
Investors and Speculators	11	13	11	17
State government	10	11	8	7
Individuals	8	9	11	3
Landlords	7	3	11	10
Private sector	6	11	6	5
Local government	5	4	5	3
Other	3	6	6	4
Not sure	19	20	15	26
Q24. And who or what is most responsible for solving the	housing crisis	s in the Un	ited States? {F	RANDOMIZE)
Federal government	32	27	21	33
State government		18	13	13
Local government		9	8	8
Individuals		7	14	4
Private sector	_	7	5	8
Housing and land developers		8	6	4
Landlords		2	1	6
Non-profits and charities		3	5	1
Investors		1	3	0
Faith organizations		0	1	0
Other		3	7	4
Other	∠	3	1	4

16

17

19

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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	57	69	75
C25u.Like air to breathe and food to eat, safe shelter is a basic human need		45	58	56
D25b.Without a job, you are likely to struggle holding down housing	64	59	73	69
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	04	40	00	62
discrimination		48 58	60 71	63 72
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		56	65	66
C25g.Everyone should be able to live in a neighborhood with good schools, grocery stores, parks, and libraries	i	29	55	45
D25d.We should guarantee all children a roof over their head and a safe place to live	58	47	70	68
C25k.Everyone should have a safe, stable place to call home regardless of how much money we have	57	30	54	48
C25a.Without housing, you are likely to struggle holding down a job		41	50	50
D25I.Everyone should have a safe, stable place to call home, no exceptions		49	64	61
C25o.We need rules that will keep housing within reach for everyone		31	53	40
D25p.We need policies that ensure housing is within reach for everyone	47	47	64	48
C25z.Government should ensure everyone has access to housing		31	49	41
D25t.We need to come together as a community to pass policies that can increase affordable housing for all		43	50	50
D25v.We should guarantee affordable housing for all		35	57	48
C25s.We need to come together as a community to elect new leaders that can increase affordable housing fo all	r	32	51	34
C25q.We can make a difference by coming together as a community to make housing affordable for all		33	45	38

10 Housing Harrative Orlange (April 2020)					10
			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
D25n.By working together we can rewrite the rules so everyone can thrive and have affordable, secure housing	40	35	51	41	
D25aa.Government should ensure that everyone has a			-		
place to live	39	38	55	40	
C25i.If we had the right policies in place, almost no one would be homeless in America	38	16	34	32	
C25m.By working together we can rewrite the rules so everyone can thrive	37	19	46	35	
D25r.By working together we can prioritize policies that seek racial fairness in housing	36	33	39	41	
D25j.If we had the right policies in place, almost no one would be struggling to find and keep housing in					
America	35	31	56	34	
25y. The richest 1% are exploiting the housing market and keeping housing out of our reach	32	27	39	40	
C25w.Decades of racist housing policies mean that today, many working people of color struggle to	21	25	37	24	
afford a roof over their head	31	20	31	24	
D25x.Decades of discriminatory housing policies mean that today, many working people of color struggle to		33	44	24	
afford a roof over their head	∠0	აა	44	34	

TIC Housing Humanive Change (April 2020)					
			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Maighted N					
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
a. {SSC} Without housing, you are likely to struggle h	olding down	ı a job.			
Strongly agree	54	41	50	50	
Somewhat agree		42	33	43	
Somewhat disagree		8	4	5	
_					
Strongly disagree		5	8	0	
Not sure	6	4	5	2	
Agree	86	83	83	93	
Disagree	8	13	12	5	
b. {SSD} Without a job, you are likely to struggle hold	ling down ho	ousing.			
, , , , , , , , , , , , , , , , , , , ,	J	J			
Strongly agree	64	59	73	69	
0, 0		26	14	26	
Somewhat agree					
Somewhat disagree		10	7	4	
Strongly disagree	3	4	2	0	
Not sure	1	1	3	1	
Agree	90	85	88	95	
Disagree		14	9	4	
			-		
c. {SSC} All children deserve a roof over their head a	nd a safe nl	ace to live			
c. 1000 All children deserve a roof over their nead a	iliu a sale pi	ace to live.	•		
Otana ali a ana a	75	- -	00	75	
Strongly agree		57	69	75	
Somewhat agree		30	23	20	
Somewhat disagree	3	10	1	3	
Strongly disagree	1	0	3	0	
Not sure	2	3	4	2	
Agree	93	87	92	96	
Disagree		10	4	3	
Disagree	4	10	7	3	
d (CCD) We should accompany all shill-new a rest accomp	المسام والمائم والاسا		l t- l		
d. (SSD) We should guarantee all children a roof over	er their neard	i and a sar	e piace to live.		
Strongly agree		47	70	68	
Somewhat agree	29	43	15	22	
Somewhat disagree	8	3	6	6	
Strongly disagree		5	3	3	
Not sure		3	5	2	
1401 0010	∠	5	3	2	
Agroo	07	00	06	00	
Agree		90	86	90	
Disagree	11	7	9	8	

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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	48	60	63
Somewhat agree	24	34	28	25
Somewhat disagree	6	15	2	6
Strongly disagree	3	0	4	2
Not sure	3	3	7	5
Agree	87	82	87	88
Disagree	9	15	6	7

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

Strongly agree	62	58	71	72
Somewhat agree	22	29	15	18
Somewhat disagree		7	5	0
Strongly disagree		5	9	8
Not sure		2	0	1
Agree	84	86	86	91
Disagree	14	11	14	8

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

Strongly agree	58	29	55	45
Somewhat agree		48	16	45
Somewhat disagree	5	14	10	8
Strongly disagree	3	5	6	0
Not sure		3	13	2
Agree	90	77	71	90
Disagree	8	20	16	8

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	56	65	66
Somewhat agree		33	28	28
Somewhat disagree		5	5	2
Strongly disagree		4	1	0
Not sure		2	1	4
Agree	86	89	93	94
Disagree		9	6	2

Housing Narrative Change (April 2020)					
			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
Onweighted 14	1701	107	102	101	
(SSC) If we had the right policies in place, almost no	one would	d be home	less in America	a.	
Strongly agree	38	16	34	32	
Somewhat agree		55	24	24	
omewhat disagree		17	21	19	
trongly disagree		4	11	16	
lot sure		8	10	10	
	74	74	F-7		
.gree		71	57	55	
Disagree	23	21	32	35	
(SSD) If we had the right policies in place, almost no America.	one wou	ld be strug	gling to find ar	nd keep hou	sing
Strongly agree	35	31	56	34	
Somewhat agree		31	21	47	
Somewhat disagree		20	18	12	
Strongly disagree		11	1	5	
lot sure		6	4	2	
NOT SUITE	0	U	4	2	
.gree	69	62	77	81	
Disagree	26	31	19	17	
x. {SSC} Everyone should have a safe, stable place to					
(,,,,,	call home	regardless	s of how much	money we h	ave
		regardless	of how much 54	money we h	ave
Strongly agree	57			-	iave
Strongly agreeSomewhat agree	57 32	30	54	48	ave
Strongly agreeSomewhat agreeSomewhat disagree	57 32 5	30 47	54 31	48 44	iave
Strongly agreeSomewhat agreeSomewhat disagreeStrongly disagree	57 32 5 3	30 47 14	54 31 11	48 44 6	iave
Strongly agree Somewhat agree Somewhat disagree Strongly disagree Not sure	57 32 5 3	30 47 14 1 8	54 31 11 0 5	48 44 6 0 2	ave
Strongly agreeSomewhat agreeSomewhat disagreeStrongly disagreeStrongly disagreeStrongly disagreeStrongly disagreeStrongly disagreeStrongly disagreeStrongly disagreeStrongly disagree	57 32 5 3 3	30 47 14 1 8	54 31 11 0 5	48 44 6 0 2	ave
Strongly agreeSomewhat agreeSomewhat disagreeStrongly disagreeStrongly disagreeStrongly disagreeStrongly disagreeStrongly disagreeStrongly disagreeStrongly disagreeStrongly disagree.	57 32 5 3 3	30 47 14 1 8	54 31 11 0 5	48 44 6 0 2	iave
Strongly agree Somewhat agree Somewhat disagree Strongly disagree Not sure	57 32 5 3 3 89	30 47 14 1 8 77 15	54 31 11 0 5 84 11	48 44 6 0 2	ave
Strongly agree Somewhat agree Somewhat disagree Strongly disagree Not sure Sigree Sigree Sigree Sigree Sigree Sigree Sigree Sigree Sigree	57 32 5 3 3 89 8	30 47 14 1 8 77 15	54 31 11 0 5 84 11	48 44 6 0 2	ave
Strongly agree Somewhat agree Strongly disagree Not sure Signee Signee Signee Signee Signee Signee Strongly agree as safe, stable place to	57 32 5 3 3 89 8 call home,	30 47 14 1 8 77 15	54 31 11 0 5 84 11	48 44 6 0 2 92 6	ave
Strongly agree Somewhat agree Strongly disagree Not sure Signee Signee Signee Signee Signee Signee Strongly agree Strongly agree Strongly agree Somewhat agree	57 32 5 3 3 89 8 call home, 53 30	30 47 14 1 8 77 15 no except	54 31 11 0 5 84 11 tions.	48 44 6 0 2 92 6	ave
Strongly agree Somewhat agree Strongly disagree Not sure Signee S	57 32 5 3 3 89 8 call home, 53 30 10	30 47 14 1 8 77 15 no except	54 31 11 0 5 84 11 tions.	48 44 6 0 2 92 6	ave
Strongly agree Somewhat agree Somewhat disagree Strongly disagree Not sure Agree Disagree	57 32 5 3 89 8 call home, 53 53 10 4	30 47 14 1 8 77 15 no except	54 31 11 0 5 84 11 tions.	48 44 6 0 2 92 6	ave
Strongly agree	57 32 5 3 89 8 call home, 53 30 10 10	30 47 14 1 8 77 15 no except 49 38 11 1	54 31 11 0 5 84 11 tions. 64 21 12 1	48 44 6 0 2 92 6	ave
Strongly agree	57 32 5 3 89 8 call home, 53 30 10 10 4 3	30 47 14 1 8 77 15 no except 49 38 11 1	54 31 11 0 5 84 11 tions.	48 44 6 0 2 92 6	ave

	<u>ril 2020)</u>					22
				NATIVE	WASH-	
		TOTAL	AAPI	AMERICAN	INGTON	
	Weighted N=	1000	60	20	32	
	Unweighted N=	1701	187	132	131	
	Onweignted N=	1701	107	132	131	
m. {SSC} By working together v	ve can rewrite the rule:	s so everyor	ne can thriv	/e.		
Strongly agree		37	19	46	35	
Somewhat agree			63	33	29	
Somewhat disagree			12	5	15	
Strongly disagree			3	12	10	
Not sure			4	5	10	
Not suie		0	7	3	10	
Agree		75	82	78	64	
Disagree		19	14	17	25	
n. {SSD} By working together housing.	we can rewrite the rule	es so every	one can th	rive and have	affordable,	secu
_		40	05	5 4	4.4	
Strongly agree			35	51	41	
Somewhat agree			38	32	48	
Somewhat disagree		12	18	10	10	
Strongly disagree		5	5	1	0	
Not sure		4	3	6	0	
Agree		79	73	83	89	
Disagree			23	11	10	
-			ervone			
o. {SSC} We need rules that w	ili keep nousing witnin	reach for ev	cryonc.			
	-		31	53	40	
Strongly agree		51	-	53 24	40 41	
Strongly agreeSomewhat agree		51 33	31			
Strongly agree Somewhat agree Somewhat disagree		51 33 8	31 52 10	24 11	41 9	
Strongly agreeSomewhat agreeSomewhat disagreeStrongly disagree		51 33 8 4	31 52	24	41 9 4	
Strongly agree Somewhat agree Somewhat disagree Strongly disagree		51 33 8 4	31 52 10 0	24 11 7	41 9	
Strongly agree Somewhat agree Somewhat disagree Strongly disagree Not sure		51 33 8 4	31 52 10 0	24 11 7	41 9 4	
Strongly agreeSomewhat agreeSomewhat disagreeStrongly disagreeNot sure		51 33 8 4 4	31 52 10 0 7	24 11 7 4	41 9 4 6	
Strongly agree		51 33 8 4 4 4	31 52 10 0 7 83 11	24 11 7 4 77 19	41 9 4 6	
Strongly agree	ensure housing is with	51 33 8 4 4 4 12 hin reach for	31 52 10 0 7 83 11	24 11 7 4 77 19	41 9 4 6 80 13	
Strongly agree	ensure housing is with	51 33 8 4 4 84 12 hin reach for	31 52 10 0 7 83 11 r everyone	24 11 7 4 77 19	41 9 4 6 80 13	
Strongly agree	ensure housing is with	51 33 8 4 4 84 12 hin reach for	31 52 10 0 7 83 11 r everyone	24 11 7 4 77 19	41 9 4 6 80 13	
Strongly agree	ensure housing is with	51 33 4 4 12 hin reach for 47 40 7	31 52 10 0 7 83 11 r everyone 47 42 5	24 11 7 4 77 19	41 9 4 6 80 13	
Strongly agree	ensure housing is with	51 33 8 4 4 12 hin reach for 47 40 7 3	31 52 10 0 7 83 11 r everyone 47 42 5 3	24 11 7 4 77 19	41 9 4 6 80 13	
Strongly agree	ensure housing is with	51 33 8 4 4 12 hin reach for 47 40 7 3	31 52 10 0 7 83 11 r everyone 47 42 5	24 11 7 4 77 19	41 9 4 6 80 13	
Strongly agree	ensure housing is with	51 33 8 4 4 12 hin reach for 47 40 7 3 2	31 52 10 0 7 83 11 r everyone 47 42 5 3	24 11 7 4 77 19	41 9 4 6 80 13	

			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
q. {SSC} We can make a difference by coming togeth	ner as a com	munity to i	make housing	affordable for a	ıll.
Strongly agree	40	33	45	38	
Somewhat agree	38	48	38	37	
Somewhat disagree	11	12	3	15	
Strongly disagree	5	4	7	2	
Not sure	6	3	7	8	
Agree	78	81	83	75	
Disagree		16	10	17	
9					
r. {SSD} By working together we can prioritize policie	es that seek	racial fairn	ess in housing		
Strongly agree	36	33	39	41	
Somewhat agree		51	38	52	
Somewhat disagree		8	12	4	
Strongly disagree		4	5	1	
Not sure		4	6	3	
Not Suite		7	O	3	
Agree	79	84	77	93	
Disagree	15	12	17	4	
s. {SSC } We need to come together as a community t for all.	o elect new l	eaders tha	t can increase	affordable hous	sing
Strongly agree	42	32	51	34	
Somewhat agree		53	28	40	
Somewhat disagree		4	9	15	
Strongly disagree		7	7	4	
Not sure		4	5	8	
Agree	77	85	79	73	
Disagree		11	16	73 19	
t. {SSD } We need to come together as a community					g for
all.					-
Strongly agree	45	43	50	50	
Somewhat agree	39	39	40	40	
Somewhat disagree		14	7	3	
Strongly disagree		0	1	3	
Not sure		4	3	4	
Agrae	00	00	00	00	
Agree		82 14	90	90	
Disagree	13	14	8	6	

		NATIVE	WASH-	
TOTAL	AAPI	AMERICAN	INGTON	
-				
1701	107	132	131	
lter is a basi	c human n	eed.		
65	45	58	56	
	39	30	33	
			' - '	
2	3	4	2	
92	84	88	89	
6	13	8	10	
r all.				
42	35	57	48	
		_		
3	2	5	0	
76	82	80	86	
20	16	15	14	
31	25	37	24	aff
	17	9	20	
13	5	17	11	
9	11	11	9	
60	67	64	61	
31	22	26	30	
mean that to	oday, many	/ working peop	le of color st	ruç
26	33	44	34	
			41	
4 —	11	20	12	
17	14	20	12	
1 <i>/</i> 10	7	10	7	
10	7	10	7	
	65 27 4 2 92 6 r all 42 34 12 9 3 76 20 at today, mai 31 30 17 13 9 13 9 13 9 13 9	1000 60 1701 187 elter is a basic human n 65 45 27 39 4 11 2 2 2 3 92 84 6 13 r all. 42 35 34 47 12 15 9 1 3 2 76 82 9 1 16 at today, many working 31 25 30 42 17 17 13 5 17 17 13 5 9 11 9 11 9 11 9 11 13 5 9 11 13 5 9 11 13 5 9 11 13 5 9 11 13 5 9 11 60 67 17 17 13 5 9 11 60 67 31 22 mean that today, many	TOTAL AAPI AMERICAN 1000 60 20 1701 187 132 elter is a basic human need.	TOTAL AAPI AMERICAN INGTON 1000 60 20 32 1701 187 132 131 Alter is a basic human need. 65 45 58 56 27 39 30 33 4 11 7 9 2 2 1 1 1 92 84 88 89 6 13 8 10 r all. 42 35 57 48 34 47 23 39 12 15 11 6 9 1 4 8 3 2 5 0 76 82 80 86 20 16 15 14 at today, many working people of color struggle to 31 25 37 24 30 42 27 37 17 17 9 20 13 5 17 11 9 11 11 9 9 11 11 9 9 11 11 9 13 5 17 11 17 17 9 20 13 5 17 11 17 17 9 20 13 5 17 11 9 11 11 9 60 67 64 61 9 11 11 9 60 67 64 61 31 22 26 30 mean that today, many working people of color struggle to color stru

30

19

22

O Housing Narrative Change (April 2020)					
<u>-</u>			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
y. The richest 1% are exploiting the housing market a	nd keeping	housing or	ut of our reach		
Strongly agree	32	27	39	40	
Somewhat agree	27	36	34	29	
Somewhat disagree	16	19	8	10	
Strongly disagree	13	7	8	10	
Not sure	11	10	12	10	
Agree	59	63	73	69	
Disagree		27	16	20	
z. {SSC} Government should ensure everyone has ac	ccess to hou	using.			
Strongly agree	46	31	49	41	
Somewhat agree	30	44	17	32	
Somewhat disagree	10	11	12	13	
Strongly disagree	7	9	8	6	
Not sure		5	14	8	
Agree	77	75	66	73	
Disagree		20	20	19	
aa. {SSD} Government should ensure that everyone ha	as a place to	o live.			
Strongly agree	39	38	55	40	
Somewhat agree		37	9	41	
Somewhat disagree		14	20	14	
Strongly disagree		3	10	3	
Not sure		9	6	3	
Agree	71	75	64	80	
Disagree		17	30	16	
-					

FHO Housing Narrative Change (April 2020)				
			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131
Q26. When people can't find affordable housing, how big	of an impact	does that h	nave on the ec	onomy?
A large impact	43	36	58	48
Somewhat of an impact	38	49	20	39
A little bit of an impact		10	12	5
No impact at all		2	2	2
Not sure		2	8	5
Impact	81	85	78	88
No impact		13	13	7
Q27. {SSC} Do you agree or disagree that there is a house	ing crisis in A	America?		
Strongly agree	45	41	50	38
Somewhat agree		43	28	48
Somewhat disagree		10	15	6
Strongly disagree		0	0	3
Not sure	_	6	7	5
Not sure		O	'	3
Agree	84	84	78	86
Disagree	10	10	15	9
Q28. {SSD} Do you agree or disagree that there is an afform	ordable housi	ng crisis in	America?	
Strongly agree	46	39	70	57
Somewhat agree	41	53	14	31
Somewhat disagree		4	10	2
Strongly disagree		1	4	6
Not sure		3	3	3
Agree	87	92	84	89
Disagree	_	5	14	8
Q29. {P} How important is the issue of housing for the cou	untry to addre	ss compa	ed to other iss	sues?
Very important	39	33	43	40
Somewhat important		54	36	39
A little important		10	16	16
Not important at all		1	0	2
Not sure		3	6	4
1101 3010		3	U	4
Important	79	86	79	79
Not important	18	11	16	17
·				

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

[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	71	66	70
D42.American Dream - Latina Woman	70	69	69	74
C31.People First - White Man	69	67	65	63
C35.Health and Wellbeing - White Man	68	67	66	66
D32.People First - White Woman	68	65	71	71
D36.Health and Wellbeing - AA Woman	68	66	70	71
D44.Employment And Housing - White Man	67	67	67	71
C43.Employment And Housing - AA Woman	65	65	60	64
C39.Safety/Security - White Man	65	64	60	63
D40.Safety/Security - AA Woman	64	62	66	66
C37.Home - White Man	64	66	61	64
D38.Home - AA Woman	64	63	64	68
30.Status Quo - White Man	61	60	55	60
C33.History of Racism - White Man	61	63	59	61
D34.History of Racism - AA Woman	60	61	61	64

FHO Housing Narrative Change (April 2020)					
Weighted N Unweighted N		AAPI 60 187	NATIVE AMERICAN 20 132	WASH- INGTON 32 131	
Sorted by mean Convincing					
C41.American Dream - White Man	80	75	73	74	
C35.Health and Wellbeing - White Man	78	76	72	73	
C31.People First - White Man	77	72	74	70	
D42.American Dream - Latina Woman	76	73	84	82	
C37.Home - White Man	76	73	73	71	
C39.Safety/Security - White Man	75	72	70	70	
D36.Health and Wellbeing - AA Woman	74	74	83	82	
C43.Employment And Housing - AA Woman	74	71	68	70	
D32.People First - White Woman	74	73	79	79	
D38.Home - AA Woman	72	73	72	79	
D44.Employment And Housing - White Man	72	75	78	81	
D40.Safety/Security - AA Woman	72	70	70	76	
30.Status Quo - White Man	70	68	62	65	
C33.History of Racism - White Man	69	69	66	70	
D34.History of Racism - AA Woman	66	68	67	72	
Sorted by 100 Very Convincing					
C41.American Dream - White Man	28	15	28	8	
C35.Health and Wellbeing - White Man	25	8	30	13	
C31.People First - White Man	25	9	26	10	
C37.Home - White Man	25	8	30	16	
C39.Safety/Security - White Man	23	10	27	17	
C43.Employment And Housing - AA Woman	22	6	27	14	
D32.People First - White Woman	21	10	33	24	
D36.Health and Wellbeing - AA Woman	21	13	31	35	
D38.Home - AA Woman	21	14	25	32	
D42.American Dream - Latina Woman	20	13	34	21	
C33.History of Racism - White Man	20	7	22	15	
D44.Employment And Housing - White Man	20	16	23	27	
D40.Safety/Security - AA Woman	18	11	23	24	
D34.History of Racism - AA Woman	16	14	25	22	
30.Status Quo - White Man	16	7	19	12	

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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	60	55	60
Final	70	67	59	65
Maximum	83	81	82	81
Minimum	35	36	28	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	68	62	65
100 – Very convincing	7	19	12
80 - 99	20	17	25
51 - 79 31	51	17	25
506	5	10	6
26 - 49 8	9	14	14
0 - 25 – Not convincing 8	4	15	12
Not sure5	4	7	6
51 - 100 – Convincing	78	54	62
50 /NS 12	9	17	12
0 - 49 – Not convincing 16	13	29	25

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	67	65	63
Final	79	77	74	73
Maximum	88	83	90	84
Minimum	38	41	31	36

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	72	74	70
100 – Very convincing	9	26	10
80 - 99	34	24	33
51 - 79	36	23	32
503	2	5	2
26 - 49 5	12	8	8
0 - 25 – Not convincing 6	4	7	9
Not sure	3	8	6
51 - 100 – Convincing 80	80	73	75
50 /NS 9	5	13	8
0 - 49 – Not convincing 11	16	14	17

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	65	71	71
Final	77	71	83	81
Maximum	87	85	92	88
Minimum	38	38	38	39

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	73	79	79
100 – Very convincing21	10	33	24
80 - 99 30	25	23	28
51 - 79	45	18	26
505	8	11	3
26 - 49 5	2	7	5
0 - 25 – Not convincing 8	3	1	4
Not sure	6	8	10
51 - 100 – Convincing 78	81	73	78
50 /NS9	14	19	13
0 - 49 – Not convincing 13	5	8	9

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	63	59	61
Final	72	72	68	72
Maximum	84	81	84	83
Minimum	34	38	29	38

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	66	70
100 – Very convincing	7	22	15
80 - 99	27	20	31
51 - 79	36	25	27
504	11	2	3
26 - 49 7	10	7	8
0 - 25 – Not convincing 12	4	16	10
Not sure6	5	8	6
51 - 100 – Convincing	71	67	73
50 /NS10	15	9	9
0 - 49 – Not convincing	14	23	18

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	61	61	64
Final	68	70	69	73
Maximum	82	84	84	86
Minimum	33	34	31	37

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	68	67	72
100 – Very convincing	14	25	22
80 - 9924	25	24	29
51 - 79 27	41	14	18
505	3	2	8
26 - 49 8	5	11	6
0 - 25 – Not convincing	10	16	11
Not sure	2	9	6
51 - 100 – Convincing	80	62	69
50 /NS 9	4	10	14
0 - 49 – Not convincing	15	28	17

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	67	66	66
Final	80	77	77	74
Maximum	88	83	85	85
Minimum	38	43	36	39

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	76	72	73
100 – Very convincing	8	30	13
80 - 99	48	17	38
51 - 79	27	27	24
504	0	2	5
26 - 49 4	12	7	7
0 - 25 – Not convincing 6	2	13	7
Not sure5	4	5	6
51 - 100 – Convincing 82	83	74	75
50 /NS 8	4	7	12
0 - 49 – Not convincing 10	13	20	13

www.LakeResearch.com

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	66	70	71
Final	77	75	81	82
Maximum	87	85	89	88
Minimum	39	39	38	40

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	83	82
100 – Very convincing21	13	31	35
80 - 99	32	23	24
51 - 79	37	23	26
504	3	5	1
26 - 49	7	4	4
0 - 25 – Not convincing 6	3	2	2
Not sure 5	4	13	7
51 - 100 – Convincing 79	83	76	85
50 /NS9	7	18	8
0 - 49 – Not convincing 12	10	6	7

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	66	61	64
Final	78	77	73	74
Maximum	87	84	83	85
Minimum	36	42	34	37

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	73	73	71
100 – Very convincing	8	30	16
80 - 99	36	16	34
51 - 79	39	22	23
504	1	2	8
26 - 49 7	9	10	4
0 - 25 – Not convincing 7	2	9	9
Not sure	5	11	6
51 - 100 – Convincing	83	68	73
50 /NS 10	5	13	14
0 - 49 – Not convincing 13	11	19	13

www.LakeResearch.com

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	63	64	68
Final	74	74	74	79
Maximum	85	84	89	88
Minimum	36	34	32	37

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	73	72	79
100 – Very convincing	21	14	25	32
80 - 99	28	34	19	29
51 - 79	25	36	22	14
50	5	3	7	1
26 - 49	7	6	11	5
0 - 25 – Not convincing	9	5	5	10
Not sure	5	2	11	9
51 - 100 – Convincing	74	83	65	75
50 /NS	10	5	18	10
0 - 49 - Not convincing	16	12	16	15

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	64	60	63
Final	76	72	72	70
Maximum	86	81	84	82
Minimum	36	38	34	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	72	70	70
100 – Very convincing23	10	27	17
80 - 9929	29	20	32
51 - 79	37	26	25
504	4	2	4
26 - 49 6	14	4	9
0 - 25 – Not convincing 7	2	14	9
Not sure7	4	6	3
51 - 100 – Convincing	76	73	74
50 /NS 10	8	9	8
0 - 49 – Not convincing 13	16	18	18

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	62	66	66
Final	73	73	75	74
Maximum	85	81	89	86
Minimum	36	36	33	36

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	2 70	70	76
100 – Very convincing18		23	24
80 - 99	2 34	24	30
51 - 79	7 31	17	21
50	4 6	11	0
26 - 49	8	6	8
0 - 25 – Not convincing 10	7	11	9
Not sure	4 3	9	9
51 - 100 – Convincing 76	6 76	64	75
50 /NS	3 9	20	9
0 - 49 – Not convincing16	5 15	16	17

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	71	66	70
Final	82	78	77	76
Maximum	89	86	85	85
Minimum	43	44	38	42

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	75	73	74
100 – Very convincing28	15	28	8
80 - 99	28	22	43
51 - 79	41	26	24
50	3	4	9
26 - 49 4	9	4	5
0 - 25 – Not convincing 6	2	10	5
Not sure5	3	5	6
51 - 100 – Convincing 83	84	76	75
50 /NS 8	6	10	15
0 - 49 – Not convincing 9	10	14	10

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	69	69	74
Final	79	75	78	81
Maximum	87	87	91	89
Minimum	42	40	37	44

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	73	84	82
100 – Very convincing	13	34	21
80 - 99 32	33	27	41
51 - 79 29	35	18	23
50 3	5	0	1
26 - 49 5	5	4	5
0 - 25 – Not convincing 6	5	4	2
Not sure5	3	13	7
51 - 100 – Convincing 81	81	79	85
50 /NS9	8	13	8
0 - 49 – Not convincing11	11	8	8

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	65	60	64
Final	74	71	68	71
Maximum	85	83	82	82
Minimum	37	42	31	38

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	4 71	68	70
100 – Very convincing2	2 6	27	14
80 - 99	0 38	13	24
51 - 79	5 41	26	32
50	5 1	7	7
26 - 49	6 9	4	6
0 - 25 – Not convincing	7 3	15	9
Not sure	5 2	8	8
51 - 100 – Convincing 7	7 85	66	71
50 /NS 1	0 3	16	15
0 - 49 – Not convincing 1:	3 12	19	14

www.LakeResearch.com

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

{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	67	67	71
Final	73	76	78	81
Maximum	87	87	89	90
Minimum	37	40	35	39

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 7	5 7	8 81	ĺ
100 – Very convincing	20 1	6 2	3 27	7
80 - 99	27 3	4 2	6 34	1
51 - 79	28 3	5 2	4 19)
50	. 7	4	6 3	3
26 - 49	. 5	6	4 4	1
0 - 25 – Not convincing	. 9	3	5 4	1
Not sure		2 1	1 7	7
51 - 100 – Convincing	76 8	5 7	4 81	I
50 /NS	10	5 1	7 10)
0 - 49 – Not convincing	14 1	0	9 9)

			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
Sometimes in the course of a survey people change their m	inds.				
Q45. {P} {SSA} What role should the local government play	in ensuring	g affordable	e housing?		
A big role	52	58	61	46	
A medium role	31	32	19	40	
A small role	13	10	9	14	
No role at all	2	0	8	0	
Not sure	2	1	3	1	
Big/Medium role	83	90	80	85	
Small/No role at all	15	10	17	14	
Q46. {P} {SSB} What role should the federal government pl	ay in ensuri	ing afforda	ble housing?		
A big role	49	39	47	49	
A medium role	30	45	28	33	
A small role	15	10	16	12	
No role at all	4	1	6	3	
Not sure	2	4	2	3	
Big/Medium role	79	85	75	82	
Small/No role at all		11	22	15	

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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 neighborhood7.8	7.6	6.8	7.3
C47c.Passing rent control measures7.7	7.6	7.7	7.1
C47e.Providing renter or owner subsidies to low- and			
moderate- income households 7.6	7.4	7.2	7.2
D47b.Investing public funds into the creation of more			
affordable housing 7.5	7.7	7.8	7.8
D47d.Regulating rent increases7.4	7.4	8.3	7.9
D47f.Investing in homeowners' and renters' assistance			
for low-income people and people of color7.2	7.5	7.4	7.7
Sorted by "10 – Strongly favor"			
C47a.Investing in the building of more affordable			
housing in every neighborhood	24	32	27
C47c.Passing rent control measures	15	42	19
D47d.Regulating rent increases	20	47	40
C47e.Providing renter or owner subsidies to low- and			
moderate- income households	14	34	23
D47b.Investing public funds into the creation of more			
affordable housing	25	46	37
D47f.Investing in homeowners' and renters' assistance			
for low-income people and people of color	23	38	35

Weighted N= Unweighted N=	TOTAL 1000 1701	AAPI 60 187	NATIVE AMERICAN 20 132	WASH- INGTON 32 131
a. {SSC} Investing in the building of more affordable h	nousing in e	every neigh	borhood.	
Mean	7.8	7.6	6.8	7.3
10 – Strongly favor	38	24	32	27
8 - 9		35	16	27
6 - 7	15	24	24	24
5	8	7	8	10
1 - 4	7	4	8	8
0 – Strongly oppose	3	4	10	5
Not sure		3	2	0
6 - 10 – Favor	80	83	72	78
5 /NS	10	10	10	10
0 - 4 - Oppose	10	7	18	13
b. {SSD} Investing public funds into the creation of me	ore affordat	ole housing		
Mean	7.5	7.7	7.8	7.8
10 – Strongly favor	31	25	46	37
8 - 9	25	32	11	27
6 - 7	22	28	22	18
5	8	5	7	7
1 - 4	9	5	11	5
0 – Strongly oppose	3	0	1	4
Not sure	_	5	2	1
6 - 10 – Favor	78	84	79	83
5 /NS	10	11	9	8
0 - 4 - Oppose	12	5	12	9
c. {SSC} Passing rent control measures.				
Mean	7.7	7.6	7.7	7.1
10 – Strongly favor		15	42	19
8 - 9	27	43	21	41
6 - 7	15	23	14	10
5	7	10	4	12
1 - 4	7	6	5	7
0 – Strongly oppose		0	8	8
Not sure		3	7	3
6 - 10 – Favor	78	81	77	69
5 /NS	10	12	11	16
0 - 4 – Oppose	12	6	12	15

Weighted N= Unweighted N=	TOTAL 1000 1701	AAPI 60 187	NATIVE AMERICAN 20 132	WASH- INGTON 32 131
d. {SSD} Regulating rent increases.				
Mean	7.4	7.4	8.3	7.9
10 – Strongly favor		20	47	40
8 - 9		39	26	34
<u>6</u> - 7		21	9	8
5		7	7	7
1 - 4	_	9	4	6
0 – Strongly oppose		2	3	6
Not sure	2	2	4	0
6 - 10 – Favor		80	82	81
5 /NS	-	9	11	7
0 - 4 – Oppose	16	11	7	12
e. {SSC} Providing renter or owner subsidies to low-	and modera	te- income	households.	
Mean	7.6	7.4	7.2	7.2
10 – Strongly favor	32	14	34	23
8 - 9	26	38	14	27
6 - 7	18	30	20	20
5	9	10	12	8
1 - 4	7	5	9	11
0 – Strongly oppose	3	0	7	5
Not sure		3	4	6
6 - 10 – Favor	76	82	68	69
5 /NS	14	13	16	14
0 - 4 - Oppose	10	5	16	16
f. {SSD} Investing in homeowners' and renters' assis	stance for lov	w-income p	eople and ped	ople of color.
Mean	7.2	7.5	7.4	7.7
10 – Strongly favor		23	38	35
8 - 9	21	30	19	26
6 - 7	23	26	16	18
5	10	8	11	2
1 - 4	10	10	7	6
0 – Strongly oppose		1	6	7
Not sure		2	3	6
6 - 10 – Favor	73	80	73	79
5 /NS		9	14	8
0 - 4 – Oppose		11	13	12
- · • • • • • • • • • • • • • • • • • •		• •	. •	

FHO Housing Narrative Change (April 2020)					48
			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
Q48. {P} {SSA} Even if neither is perfect, which of the follo 2, 2-1}	wing statem	ents is clo	ser to your opi	nion? { ROT	ATE 1-
Housing is a private responsibility that we regulate	20	17	20	24	
Housing is a public good that everyone should have					
access to	73	81	69	73	
Not sure	7	2	11	3	
Q49. {P} {SSB} Even if neither is perfect, which of the follo 2, 2-1}	-				ATE 1-
Housing is a private responsibility that we regulate	1/	16	18	8	
Housing is a basic human need that everyone should					
have access to	81	84	74	88	
Not sure	3	0	8	4	
Q50. {P} How important is the issue of housing for the cour	ntry to addre	ess compar	ed to other iss	ues?	
Very important	47	41	47	44	
Somewhat important		50	34	42	
A little important	12	6	15	10	
Not important at all	2	0	0	2	
Not sure	2	3	4	3	
Important	84	91	80	85	
Not important	14	6	15	11	

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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	56	74	61
D51b.Being denied where to live because of race, family status, or disability is discrimination		61	74	79
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	54	67	71
C51c.Everyone should be able to live in a neighborhood with good schools, grocery stores, parks, and libraries	. 62	46	54	42
C51g.We can make a difference by coming together as a community to make housing affordable for all		36	47	39
D51h.By working together we can prioritize policies that seek racial fairness in housing	. 43	36	35	48
C51e.If we had the right policies in place, almost no one would be homeless in America	. 42	24	44	33
D51f.If we had the right policies in place, almost no one would be struggling to find and keep housing in				
America	. 38	31	65	37

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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	56	74	61
Somewhat agree22		13	32
Somewhat disagree 6	6	6	3
Strongly disagree	1	0	1
Not sure	4	7	3
Agree90	89	87	93
Disagree 7	7	6	4

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

Strongly agree 67		74	79
Somewhat agree	22	13	11
Somewhat disagree5		5	5
Strongly disagree4	. 6	3	4
Not sure		4	0
Agree	83	87	91
Disagree9	16	9	9

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

Strongly agree	62	46	54	42
Somewhat agree		46	34	53
Somewhat disagree		6	5	4
Strongly disagree		0	4	1
Not sure		3	4	0
Agree	91	91	87	95
Disagree	7	6	8	5

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	54	67	71
Somewhat agree		36	25	21
Somewhat disagree	6	7	5	5
Strongly disagree	2	2	0	3
Not sure		2	4	0
Agree	90	89	91	92
Disagree	8	9	5	8

			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
Shwoighted IV-	1701	101	102	101	
e. {SSC} If we had the right policies in place, almost n	o one would	d be home	less in America	a.	
Strongly agree	42	24	44	33	
Somewhat agree		54	33	38	
Somewhat disagree		12	15	16	
strongly disagree		6	3	10	
lot sure		3	5	4	
			· ·	•	
gree	75	79	78	71	
isagree	20	19	18	26	
(SSD) If we had the right policies in place, almost r America.	no one wou	ld be strug	gling to find ar	nd keep hou	ısing
trongly agree	38	31	65	37	
omewhat agree	36	40	20	45	
omewhat disagree	15	11	13	7	
trongly disagree	6	11	0	5	
ot sure		8	3	6	
gree	74	70	84	81	
isagree	21	21	13	12	
. {SSC} We can make a difference by coming togeth	er as a com	munity to	make housing	affordable f	or al
		•	Ü	anordabio i	
trongly agree		36	47	39	
• •	47				
omewhat agree	47 39	36	47	39	
omewhat agreeomewhat disagree	47 39 7	36 53	47 40 4	39 46 7	
omewhat agreeomewhat disagreetrongly disagree	47 39 7	36 53 8	47 40	39 46	
omewhat agree omewhat disagree trongly disagree lot sure	47 39 7 4 3	36 53 8 0 3	47 40 4 2 8	39 46 7 2 6	
omewhat agreetrongly disagree	47 39 7 4 3	36 53 8 0 3	47 40 4 2 8	39 46 7 2 6	
Somewhat agree	47 39 7 4 3	36 53 8 0 3	47 40 4 2 8	39 46 7 2 6	
iomewhat agree isomewhat disagree istrongly disagree lot sure	47 39 7 4 3 86 11	36 53 8 0 3 88 8	47 40 4 2 8 87 5	39 46 7 2 6 85 9	
comewhat agree comewhat disagree comewhat disagree comewhat disagree comewhat disagree comewhat disagree comewhat agree comewhat disagree com	47 39 4 3 86 11	36 53 8 0 3 88 8	47 40 4 2 8 87 5	39 46 7 2 6 85 9	
Somewhat agree Strongly disagree Strongly disagree Strongly disagree Strongly disagree Strongly agree Strongly agree	47 39 7 4 3 86 11 s that seek	36 53 8 0 3 88 8	47 40 4 2 8 87 5 ess in housing	39 46 7 2 6 85 9	
Somewhat agree Somewhat disagree Strongly disagree Somewhat disagree Somewhat disagree Strongly disagree Strongly agree Somewhat agree	47 39 7 4 3 86 11 s that seek 43 40	36 53 8 0 3 88 8 racial fairn	47 40 4 2 8 87 5 ess in housing	39 46 7 2 6 85 9	
Somewhat agree Somewhat disagree Strongly disagree Sisagree Sisagree Strongly By working together we can prioritize policies Strongly agree Strongly agree Somewhat agree Somewhat disagree	47 39 7 4 3 86 11 s that seek 43 40	36 53 8 0 3 88 8 racial fairn 36 52 6	47 40 4 2 8 87 5 ess in housing 35 47 7	39 46 7 2 6 85 9	
Somewhat agree Strongly disagree Strongly disagree Strongly disagree Strongly agree Strongly agree Strongly agree Strongly agree Strongly disagree Strongly disagree Strongly disagree	47 39 4 3 86 11 s that seek 43 40 8	36 53 8 0 3 88 8 racial fairn 36 52	47 40 4 2 8 87 5 ess in housing	39 46 7 2 6 85 9	
Somewhat agree Somewhat disagree Strongly disagree Sigree Sisagree Strongly agree Somewhat agree Somewhat agree Strongly disagree Strongly disagree Strongly disagree	47 39 4 3 86 11 s that seek 43 40 8	36 53 8 0 3 88 8 racial fairn 36 52 6 1	47 40 4 2 8 87 5 ess in housing 35 47 7	39 46 7 2 6 85 9	
Strongly agree Somewhat agree Strongly disagree Not sure Disagree Strongly agree Strongly disagree Strongly disagree	47 39 4 3 86 11 s that seek 43 40 8 4	36 53 8 0 3 88 8 racial fairn 36 52 6 1	47 40 4 2 8 87 5 ess in housing 35 47 7	39 46 7 2 6 85 9	

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

The remaining questions are for statistical purposes only.

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

Yes	84	80	80	83
No	14	18	18	15
Not sure	2	2	2	2

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	57	68	77
Probably	10	20	6	5
50 - 50	11	14	11	6
Probably not	2	4	4	4
Definitely not	6	4	9	7
Not sure	2	0	3	0

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	20 22	11 11	16 14
Independent - lean Democrat7	9	16	12
Democrat	51	38	43
Independent 11	8	19	14
Republican	27	34	32
Independent - lean Republican7	3	7	4
Not-so-strong Republican11	7	12	10
Strong Republican	17	14	18
Other 2	5	1	2
Not sure4	7	5	8
Prefer not to answer	2	4	2

FHO Housing Narrative Change (April 2020)					<u>53</u>
			NATIVE	WASH-	
	TOTAL	AAPI	AMERICAN	INGTON	
Weighted N=	1000	60	20	32	
Unweighted N=	1701	187	132	131	
Q58. Which of the following best describes your current em	nployment s	tatus?			
Employed full-time	37	41	29	36	
Employed part-time	13	19	10	10	
Unemployed		10	23	13	
Homemaker or stay at home parent		8	5	9	
Student		13	6	6	
Retired		8	24	25	
Prefer not to answer	2	1	3	1	
Q59. {If unemployed; Q58=3} Are you currently unemploy	ed as a resu	ult of the C	oronavirus/CO	VID-19 pan	demic?
Weighted N=	121	6	5	4	
Unweighted N=	242	24	25	20	
Yes	41	59	46	35	
No	56	41	54	65	
Prefer not to answer	3	0	0	0	
Q60. Are you married, unmarried with a partner, single, sep	parated, div	orced, or w	ridowed?		
Married		44	28	45	
Unmarried with Partner	12	4	14	10	
Single	29	41	34	21	
Separated	1	0	2	1	
Divorced	9	4	15	13	
Widowed	5	2	4	8	
Prefer not to answer	1	4	3	0	
Q61. Do you have any children under the age of 18 living a	at home with	you?			
Yes	28	37	27	32	
No		61	69	67	
Prefer not to answer		1	4	1	

			NATIVE	WASH-
	TOTAL	AAPI	AMERICAN	INGTON
Weighted N=	1000	60	20	32
Unweighted N=	1701	187	132	131

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

Select all that apply			
Yes, have personally experienced it in the past	22	49	42
Yes, am personally experiencing it right now	 18	21	15
Yes, know someone who has experienced it in the past 25	18	31	29
Yes, know someone who is experiencing it right now 15	15	28	21
Yes, combined 64	56	79	73
No, have not personally experienced it and			
do not know of someone who has 33	38	15	23
Prefer not to answer3	6	6	4
Q63 . Have you or someone you know ever experienced homelessnes Select all that apply	s?		
Yes, have personally experienced it in the past20	9	42	25
Yes, am personally experiencing it right now4	4	8	4
Yes, know someone who has experienced it in the past 24	22	43	31
Yes, know someone who is experiencing it right now 9	9	14	10
Yes, combined45 No, have not personally experienced it and	37	75	56
do not know of someone who has 52	60	18	41
Prefer not to answer2	2	7	3
Q64. How would you describe the area in which you live?			
City with over a million people19	25	16	8
Smaller city20	13	24	22
Suburb near a city 35	49	27	43
Small town12	4	14	9
Rural area14	6	14	17
Not sure1	3	4	1
Q65. Do you own or rent the place where you currently live?			
Own59	60	41	60
Rent35	37	49	33
Other (write) 4	2	7	5
Prefer not to answer2	1	3	2