



Building the Constituency for Homes Within Reach



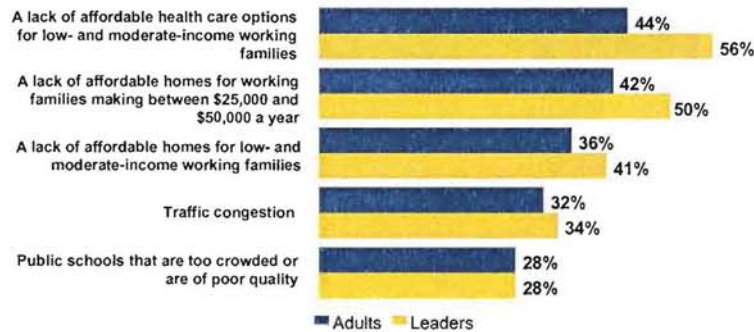
National Association of Home Builders
Workforce Housing
Subcommittee Meeting
September 2007

Adults and Leaders: Lack of Affordable Homes a Big Problem



Adults and state and local leaders believe affordable homes are a very big problem in their area, eclipsing even concerns over health care costs.

Problem Areas: Percent Very Big Problem



Now I am going to list some problems that many areas are facing, and I'd like you to tell me how big a problem each one is in the area where you live- a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all in the area where you live.

Localized Problem



Affordable homes seen as a bigger problem in highest-cost markets.

Area	Adults Very Big Problem	%	Leaders Very Big Problem	%
High priced areas	60%		73%	
Medium-high priced areas	48%		61%	
Medium priced areas	35%		25%	
Lower priced areas	23%		27%	

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Leaders are Spending More Time on Other Issues



Affordable homes are not as front-and-center with state and local leaders as some other issues.

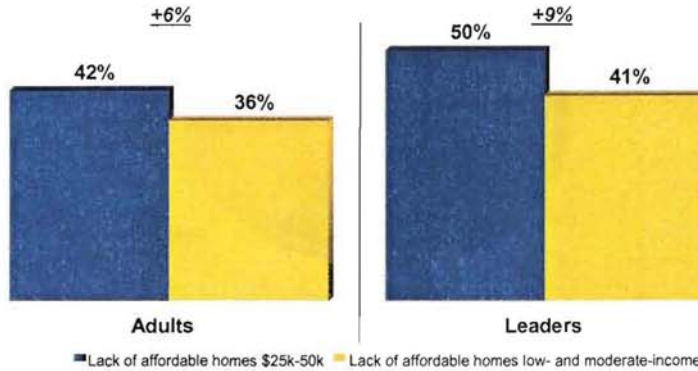
And what would you say are the one or two issues that you find you are spending most of your time on?

- ✓ Primary and secondary education;
- ✓ Health care;
- ✓ Taxes and budget issues;
- ✓ Constituent service;
- ✓ Housing and affordable homes;
- ✓ Transportation; and
- ✓ Environment and land use.

A Defined Income Range Earns a Stronger Reaction...



Very Big Problem for Adults and Leaders



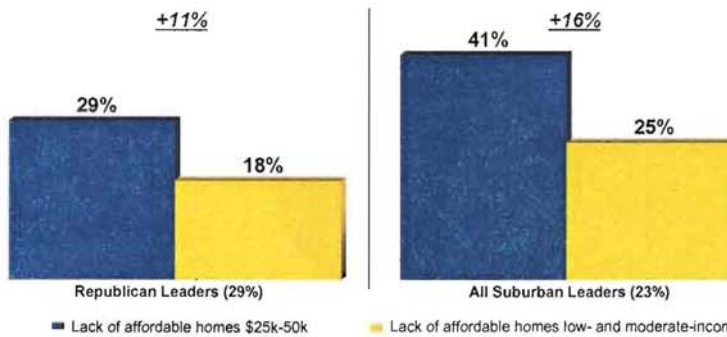
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...Particularly with Leaders Who Need to be Persuaded about Need for Action



Identifying an income range is particularly helpful with leaders who may require more persuasion to take action on the issue.

Very Big Problem

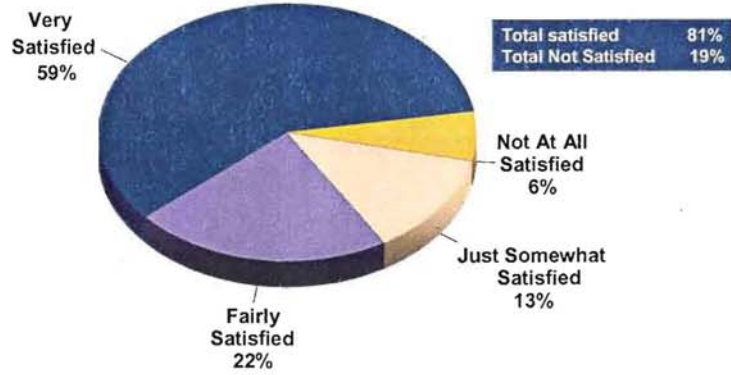


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Adults are Very Satisfied with Their Own Housing Situations...



Current Housing Satisfaction



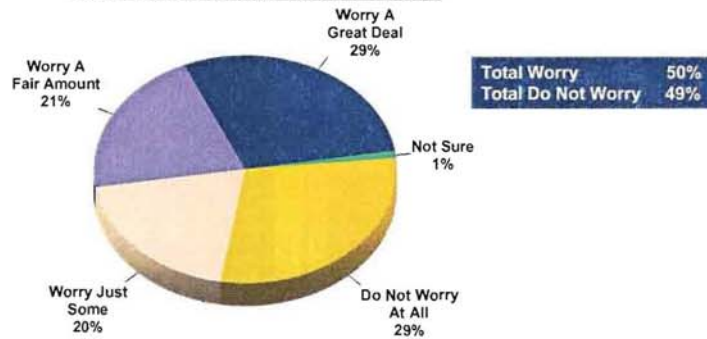
Are you very satisfied, fairly satisfied, just somewhat satisfied, or not at all satisfied with your current housing situation?

...But Worry about Others' Situations



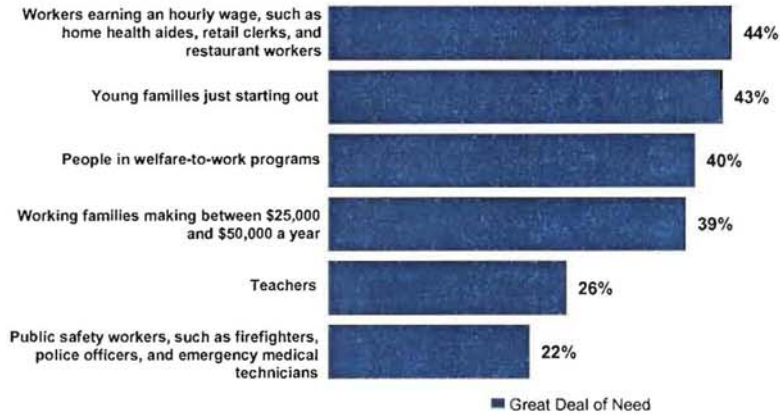
Adults do worry about their children and other family members' ability to find a decent and safe home *in the future*.

Your children or other family members



How much, if at all, do you worry about being able to afford to buy or rent a decent and safe home, either now or as you think about the future - a great deal, a fair amount, just some, or not at all?

Adults: Low- and Middle-Income Workers Need Help...

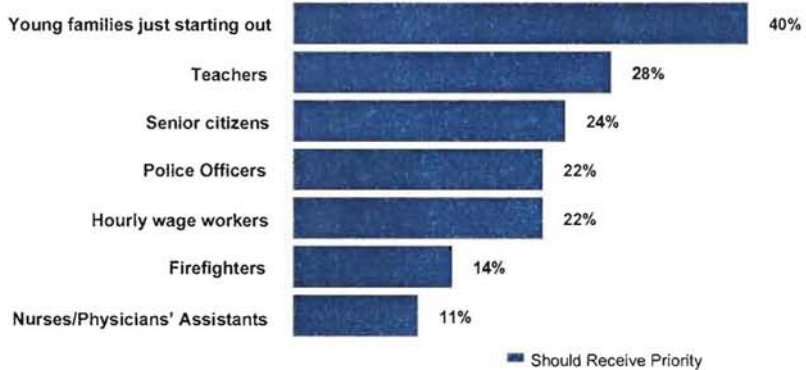


Thinking about your own community, how much need would you say there is to increase the availability of homes that ... could afford to buy or rent – a great deal, a fair amount, just some, or none at all?

...But Give Priority to Helping Young Families and Other "Safe" Groups



Priority Among All Adults



I'm going to describe several types of people in your community. If these homes were reserved for only one or two of these types, which one or two do you feel should receive highest priority?

Adults Needing the Most Convincing Give Even Greater Priority to "Safe" Groups



Priority Among Adults Uneasy About Affordable Homes In Their Neighborhood

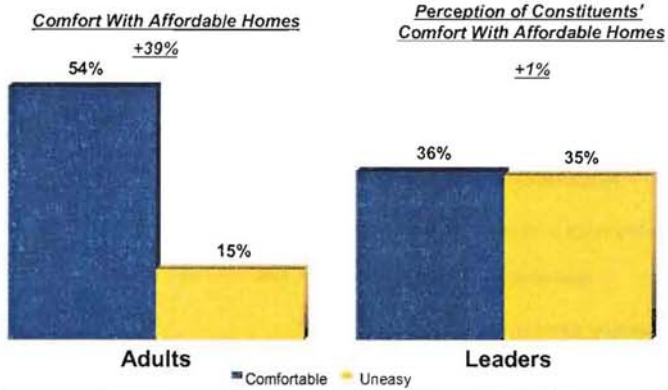


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Leaders Disconnected from Adults' Comfort with Local Affordable Homes



A majority of adults say they would be comfortable with affordable homes in their neighborhood. Their leaders are more circumspect about their constituents' comfort.

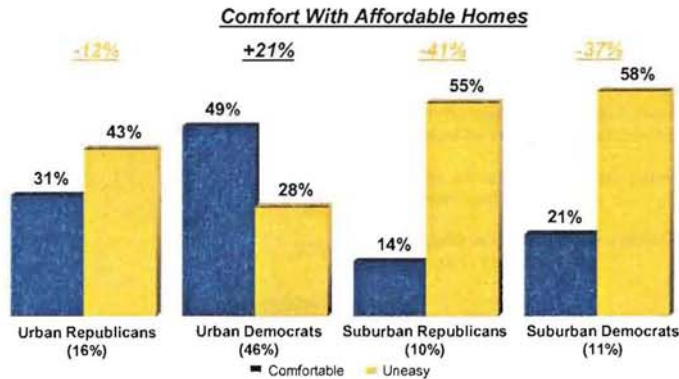


If your community were to create more affordable homes for families making \$25,000 and \$50,000 a year, how would you feel about having these types of homes in your neighborhood – very comfortable, somewhat comfortable, somewhat uneasy, or very uneasy?

Suburban Leaders : Constituents Uneasy with Affordable Homes



Republicans and Democrats representing suburban areas say their constituents would be less comfortable with affordable homes.

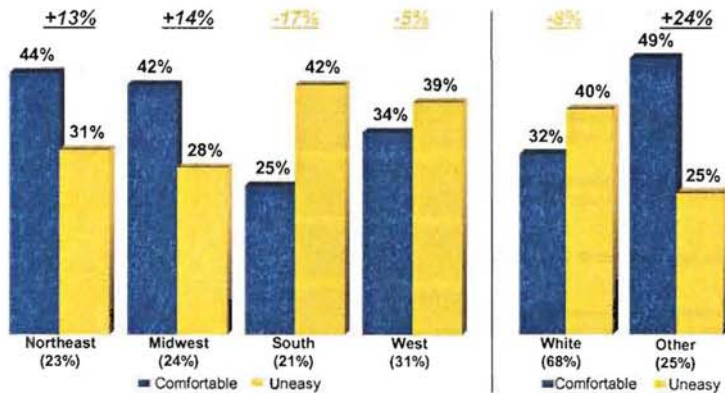


And, how do you think the people in your area would feel about having these types of homes in their neighborhoods? Would they feel comfortable, neutral, or uneasy?

Area & Ethnicity Play Roles in This Debate Among State and Local Leaders



Comfort With Affordable Homes By Area And Ethnicity

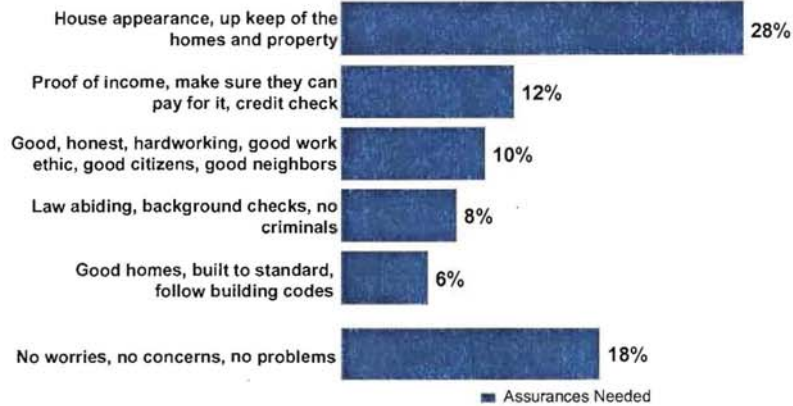


And, how do you think the people in your area would feel about having these types of homes in their neighborhoods? Would they feel comfortable, neutral, or uneasy?

Adults Concerned about the Effect of Affordable Homes on Property Values



Assurances Needed For Affordable Homes



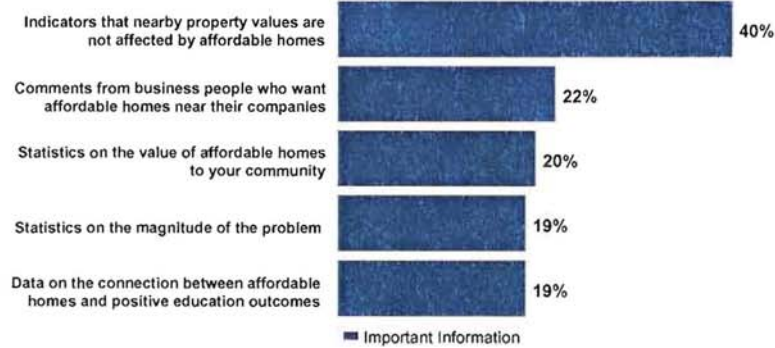
If your community were to create more affordable homes for families making between \$25,000 and \$50,000 a year, what, if any, assurances would you want to feel comfortable having these types of homes in your neighborhood?

Leaders Share Concern about Effect of Affordable Homes on Property Values



State and local leaders share their constituents' concern about the effect of affordable homes on property values. Providing them with information on this subject is critical.

Information Desired By Leaders



And, what one or two types of data or information are most important to you in your efforts to increase the availability of affordable homes for working families in your area?

Strongest Message for Both Groups Addresses Concern about Property Values



Messages	Adults	Leaders
	Average Rating	Average Rating
Homes within reach of working families can be attractive, well-built, well-maintained and attract families that help make our community safe and strong.	7.6	8.1
In many places across the country, a family making the median income can no longer afford to buy a median priced home. As the cost of homes continues to outpace salaries, working families, particularly young families just starting out, cannot expect their own homes.	7.5	7.7
If we do not seek solutions to housing affordability issues, we might find that we are the first generation of Americans that did not leave things better off for our children and grandchildren.	6.9	6.8
It is in an area's economic interest to ensure that there are affordable homes for the people who work there.	6.7	7.5
Public safety workers, such as police officers and firefighters, and their families might not be able to afford a place to live in our community and we would have a problem recruiting police officers and firefighters.	6.2	7.0

0: lowest rating; 10: highest rating

Leaders: Economic Development Arguments Powerful in Spurring Action



And, what would you say are the most important reasons for a community to increase the availability of homes that are within reach of working families making \$25,000 to \$50,000 a year?

- ✓ Employers will not locate where their employees cannot work, so affordable housing is important for economic development;
- ✓ Public servants such as teachers, police officers and firefighters need to be able to live near their jobs;
- ✓ Having more affordable homes for working families to buy helps strengthen and stabilize neighborhoods; and
- ✓ Having more affordable homes for working families to buy helps strengthen families.

Adults and Leaders Both Prefer Policies that Include Ownership



Policy	Adults	Leaders
	Very Comfortable	Very Comfortable
Offer down payment and closing cost assistance	38%	58%
Provide incentives for homebuilders	36%	50%
Create organization which owns land for affordable homes	34%	36%
Create local government fund to preserve affordable homes	31%	51%
Reduce approval time and permit fees	26%	40%
Eliminate regulations	21%	23%

Now, I am going to mention several approaches that some communities have taken to increase the availability of affordable homes for working families. For each approach, please tell me if you would feel comfortable, neutral, or uneasy with that approach for your community.

"Acceptable" Policies Differ by Party among Adults



	% Very Comfortable	
	Republicans	Democrats
Offer working families assistance with down payments or closing costs.	39%	47%
Create a local government fund specifically to preserve or build homes that working families can afford.	30%	42%
Provide incentives to homebuilders to include a small number of homes working families can afford in any development of more expensive homes.	40%	40%
Reduce approval time and permit fees for developments that include homes that working families can afford.	25%	28%
Create an organization that owns the land on which affordable homes are built so that these homes are kept affordable for working families.	36%	37%
Eliminate regulations that prevent builders from building more homes that working families can afford.	20%	23%

Now, I am going to mention several approaches that some communities have taken to increase the availability of affordable homes for working families. For each approach, please tell me if you would feel comfortable, neutral, or uneasy with that approach for your community.

“Acceptable” Policies Differ among State and Local Leaders



% Very Comfortable

	Republicans	Democrats
Offer working families assistance with down payments or closing costs.	41%	67%
Create a local government fund specifically to preserve or build homes that working families can afford.	28%	65%
Provide incentives to homebuilders to include a small number of homes working families can afford in any development of more expensive homes.	32%	60%
Reduce approval time and permit fees for developments that include homes that working families can afford.	38%	43%
Create an organization that owns the land on which affordable homes are built so that these homes are kept affordable for working families.	19%	47%
Eliminate regulations that prevent builders from building more homes that working families can afford.	25%	24%

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