The high-level findings are a result of the research conducted from 2019-2020. It included:
- language analysis of discourse on housing in 2019;
- focus groups in Hattiesburg, MS; Denver, CO; Richmond, VA; Chicago, IL; San Francisco, C; and
- an online dial survey from April 2020.

Top Line Findings

- America is ready for a national conversation on housing.
- 8 in 10 people polled gets that housing is a huge challenge for too many of us. People also get that housing is basic need we all need to thrive.
- The majority of people see a role for government to intervene to address the housing crisis.
- Our issue with activating the public is intensity of support.
- The framework of housing as a basic human needs is deeply resonant.
- Link housing policies to economic security and speak from a holistic lived experience place.
- Talk about jobs and wages as lead in to housing costs.
- We don’t need to say “affordable” to increase support for housing or define the crisis – it is baked in already.
- Adults, especially people of color, those in urban areas, and Democrats, see a role for government, both federal and local, in ensuring affordable housing. The base and persuadables support a role for both, but lean toward a role for local government.
- People react negatively to absolutes, especially persuadables, so avoid using language like “guarantee,” “all” or “everyone.”

Top Value Based Messages to Use

- All children deserve a roof over their head and a safe place to live. 75% strongly agree, 93% agree
- Like air to breathe and food to eat, safe shelter is a basic human need. 65% strongly agree, 92% agree
- Without a job, you are likely to struggle holding down housing. 64% strongly agree, 90% agree
- Being denied where to live because of race, family status, or disability is discrimination. 62% strongly agree, 84% agree
- Everyone should have a safe, stable place to call home. 62% strongly agree, 84% agree