

**OUR HOMES**

**OUR VOTES**

BECAUSE HOUSING IS BUILT WITH BALLOTS



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**Holding Candidates to their Campaign Promises**

# Agenda

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- **Building on the Momentum of Nonpartisan Voter Engagement Campaigns**
  - Neisha McGee, manager of advocacy, engagement and mobilization, Independent Sector
- **Public Opinion and Housing**
  - Molly Jacobson, senior policy analyst, Virginia Housing Alliance
- **Beyond the Ballot Box: Next Steps for Housing Voters**
  - Cristin Langworthy, community engagement and government relations coordinator, Housing Network of Rhode Island
- **Next Steps**
  - Courtney Cooperman, housing advocacy organizer, NLIHC

# Welcome and Introduction

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***Courtney Cooperman***

Housing Advocacy Organizer

National Low Income Housing Coalition

[ccooperman@nlihc.org](mailto:ccooperman@nlihc.org)

# Building on the Momentum of Nonpartisan Voter Engagement Campaigns

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***Neisha McGee***

Manager of Advocacy, Engagement and Mobilization  
Independent Sector

# Public Opinion and Housing

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***Molly Jacobson***

Senior Policy Analyst  
Virginia Housing Alliance



VIRGINIA HOUSING  
ALLIANCE



# Public Opinion Poll of Virginia Voters



## About CHACE

### **Campaign for Housing and Civic Engagement**

Every election season the goal of CHACE is to inform elected officials and candidates running for state and federal seats about the importance of affordable housing. We do that by arranging meetings with their campaigns and sharing issue briefs and district specific fact sheets. Additionally, we share sample housing platform language with candidates



## Public Opinion Poll

### Public Opinion Poll

This year we partnered with Christopher Newport University's Wason Center to conduct a public opinion poll of Virginia voters. We used the findings to help us strengthen the case for housing and show candidates that Virginian's care about housing affordability opportunities.

- We included poll results on our district fact sheets
- We shared results on our Twitter and encouraged all partners to tag ALL candidates in their district.



## Public Opinion Poll

### Public Opinion Poll

675 Interview of Registered Voters Between March 29 and May 9  
470 cell phone  
205 landline

The margin of error for the whole survey is +/-4.9 at the 95% level of confidence. This means that if 50% of respondents indicate a topline view on an issue, we can be 95% confident that the population's view on that issue is somewhere between 54.9% and 45.1%.



## Public Opinion Poll

### Public Opinion Poll

25 Questions-

Q1: How much of a problem do you consider housing affordability to be in your part of Virginia?- a very serious problem, a somewhat serious problem, not that much of a problem, or not a problem at all?

Q2: For each of the following statements, please indicate whether you strongly agree, agree, disagree, or strongly disagree

A. It is important to have an adequate supply of housing options in my community

B. Federal and State government should work to provide housing opportunities for families whose incomes are a barrier to quality housing.



## Public Opinion Poll

### Public Opinion Poll

Q8: In the last 2 years, have you personally struggled to pay your rent or mortgage?

Q9: [if yes on Q8] Please indicate whether you have taken each of the following actions to address your struggles with paying your rent or mortgage

\*the below percentage frequencies are the percent of those that said yes to Q8, that have taken that action (NOT the percent of the full sample of respondents to include those that said no)



VIRGINIA HOUSING ALLIANCE



# Public Opinion Poll



**79%** OF REGISTERED VIRGINIA VOTERS CONSIDER HOUSING AFFORDABILITY TO BE A *SERIOUS PROBLEM* IN THEIR COMMUNITIES




**80%** OF REGISTERED VIRGINIA VOTERS AGREE THAT A WIDE RANGE OF HOUSING CHOICES CONTRIBUTES TO THE ECONOMIC SUCCESS OF THEIR COMMUNITIES




**73%** OF REGISTERED VIRGINIA VOTERS WOULD BE MORE LIKELY TO SUPPORT A CANDIDATE WHO MADE HOUSING AFFORDABILITY A PRIORITY




**71%** OF REGISTERED VIRGINIA VOTERS SUPPORT EXPANDING RENTAL ASSISTANCE TO QUALIFYING RESIDENTS




**91%** OF REGISTERED VIRGINIA VOTERS BELIEVE PEOPLE WHO *WORK* IN THEIR COMMUNITIES SHOULD BE ABLE TO *LIVE* IN THEIR COMMUNITIES





**89%** OF REGISTERED VIRGINIA VOTERS BELIEVE IT IS IMPORTANT TO HAVE AN ADEQUATE SUPPLY OF HOUSING OPTIONS IN THEIR COMMUNITIES





**68%** OF REGISTERED VIRGINIA VOTERS WHO HAVE STRUGGLED TO PAY THEIR RENT OR MORTGAGE IN THE LAST TWO YEARS HAVE TAKEN ON AN ADDITIONAL JOB OR WORKED MORE HOURS AT THEIR CURRENT JOB




**79%** OF REGISTERED VIRGINIA VOTERS AGREE THAT FEDERAL AND STATE GOVERNMENT SHOULD WORK TO PROVIDE HOUSING OPPORTUNITIES FOR FAMILIES WHOSE INCOMES ARE A BARRIER TO QUALITY HOUSING






## Next Steps

- Sending report to elected offices
- Using findings to make the case for some of VHA's priorities during the 2023 legislative session
- Using findings on our fact sheets for Virginia House and Senate races in the 2023 election season

# Beyond the Ballot Box: Next Steps for Housing Voters

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***Cristin Langworthy***

Community Engagement and Government Relations  
Coordinator

Housing Network of Rhode Island

# Updates

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***Courtney Cooperman***

Housing Advocacy Organizer

National Low Income Housing Coalition

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# Follow the Campaign!

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**Twitter: @OurHomesVotes**

**Facebook @OHOV2022**

**Email: [ourhomes@nlihc.org](mailto:ourhomes@nlihc.org)**

**Website: [ourhomes-ourvotes.org](http://ourhomes-ourvotes.org)**

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