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research

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TO: Growing Together Connecticut
FROM: Kyla Ronellenfitch and Trenton Marlar, Embold Research
RE: Connecticut voters support actions to address the lack of affordable housing

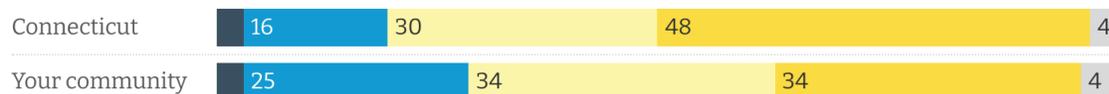
On behalf of Growing Together Connecticut, Embold Research surveyed 2,562 registered voters in Connecticut to uncover perceptions of the cost of housing and to gauge support for potential solutions to the housing affordability crisis in the state.

The Cost of Housing in Connecticut

A large majority of Connecticut residents believe that housing in their communities (67%) and throughout the state (78%) is unaffordable. The perception that housing is unaffordable in CT is common regardless of income and home ownership status— approximately 9 in 10 residents making under \$100,000 per year, 3 in 4 residents making over \$100,000 per year, and 3 in 4 current homeowners agree that housing in the state is unaffordable.

Affordability of Housing

● Very affordable ● Somewhat affordable ● Somewhat unaffordable ● Very unaffordable ● Not sure



Q: How affordable is housing in each of the following?

In the face of a housing affordability crisis, nearly all residents (86%), regardless of partisanship or homeowner status, think it is important that the state takes action to make housing more affordable. Three in five residents think it is “very important” that Connecticut works to make housing more affordable while only 5% of residents think it is “not at all important”.

Part of this prioritization of housing affordability includes increasing supply of affordable housing for low- and middle-income residents. Seventy percent of Connecticut voters support building more affordable housing in their community. The top reasons for building more affordable housing include allowing seniors to downsize and remain in their community (62%),

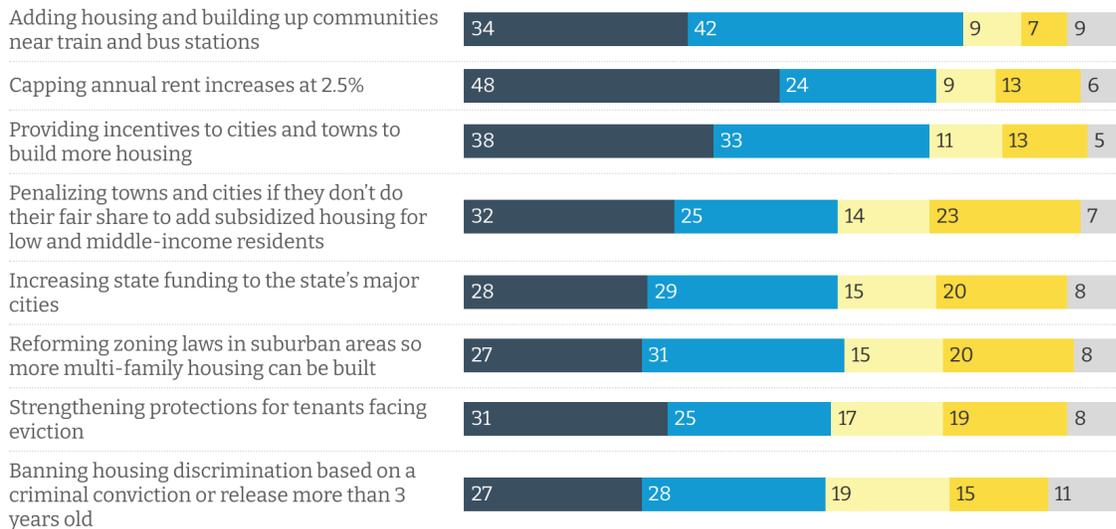
providing a pathway to homeownership for renters (56%) and young people (55%), and making towns and cities accessible to people of all income levels (53%).

Support for Housing Policies

In reaction to concerns about housing affordability, residents broadly support a spectrum of housing policies, including policies that increase density Of all the policies tested, the most widely supported is adding housing and building up communities near train and bus stations (76%). Support is also strong for reforming zoning laws in suburban areas so more multi-family housing can be built (58%)

Support for Possible Housing Policies

● Strongly support ● Somewhat support ● Somewhat oppose ● Strongly oppose ● Not sure



Q: Do you support or oppose each of the following possible policies?

Residents are not only supportive of policies that emphasize building more housing but also policies targeted at renters. This includes capping annual rent increases at 2.5% (72%), strengthening protections for tenants facing eviction (56%), and banning housing discrimination based on a criminal conviction or release more than 3 years old (56%).

A majority of residents support both carrot and stick approaches the state could take when dealing with towns and cities on housing issues. Approximately 7 in 10 support providing more incentives to cities and towns to build more housing. Fewer, but still more than half, support penalizing towns and cities if they don't do their fair share to add subsidized housing for low and middle-income residents (57%).

Methodology

Embold Research surveyed 2,562 registered voters in Connecticut from January 23-30, 2023. The survey was fielded using a combination of targeted advertisements on Facebook and Instagram and text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data. Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website. Post-stratification was performed on age, gender, education, race/ethnicity, region, and 2020 presidential vote. The modeled margin of error for this survey is 2.1%.