



Affordable Housing and Election '08:

Polling Shows the Importance of
Housing as an Election Issue

3/21/2007

Zogby International





Methodology

Zogby International conducted a telephone survey of 1,205 adults nationwide with approximately 55 questions asked. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Weighting by region, party, age, race, religion, and gender is used to adjust for non-response. The margin of error is +/- 2.9 percentage points.



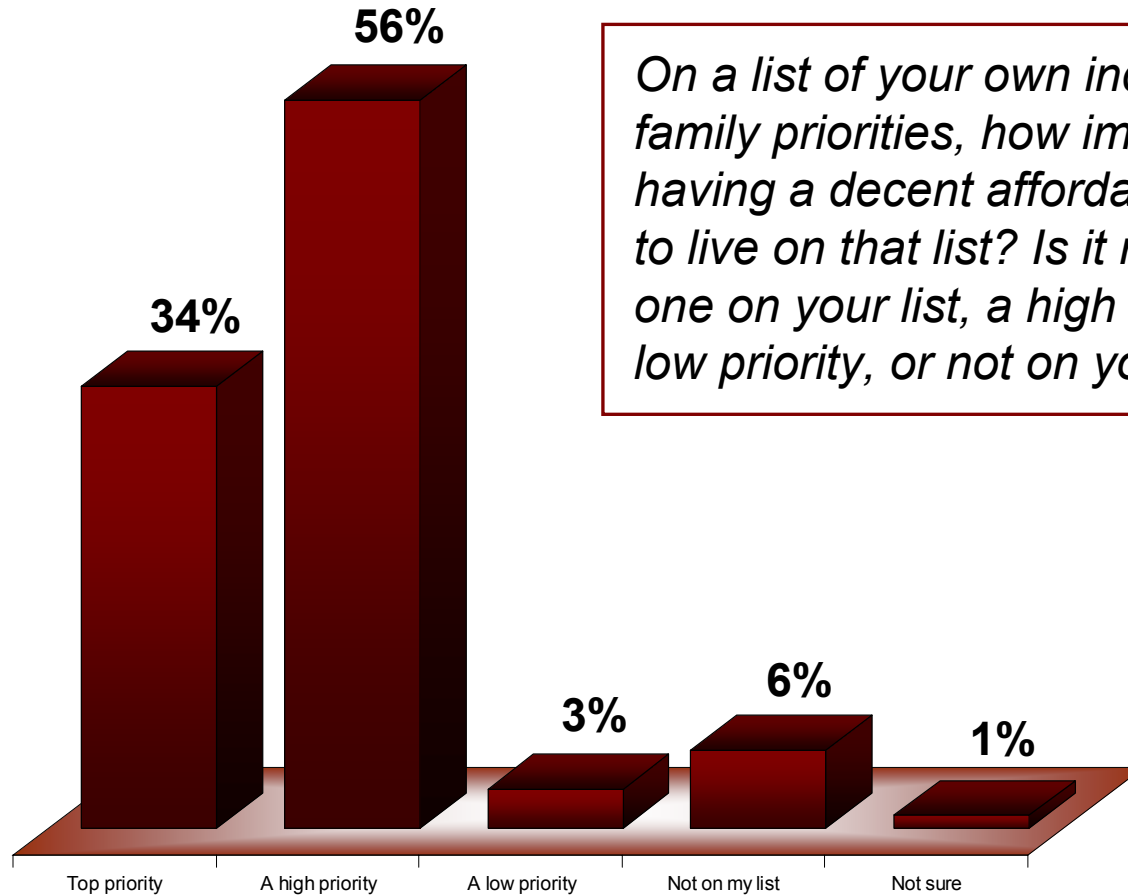


Key Findings

- U.S. adults rate affordable housing as a top priority in their lives.
- Americans say that U.S. housing policy is failing on this front.
- Americans say they would be more likely to support a presidential candidate with a detailed plan addressing housing costs.



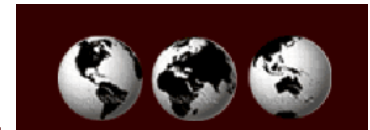
Importance of Affordable Housing in Americans' Lives



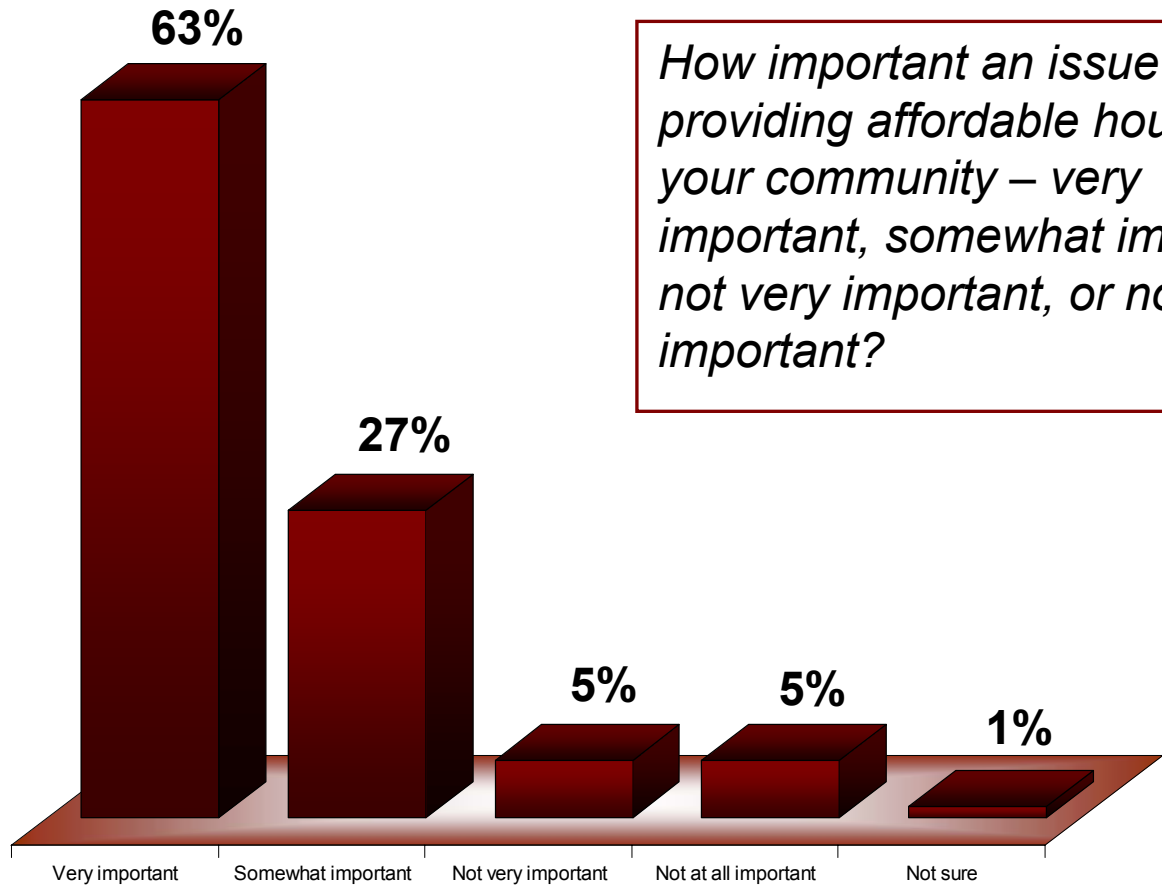
On a list of your own individual/family priorities, how important is having a decent affordable place to live on that list? Is it number one on your list, a high priority, a low priority, or not on your list?

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Importance of Housing Issue in Our Communities



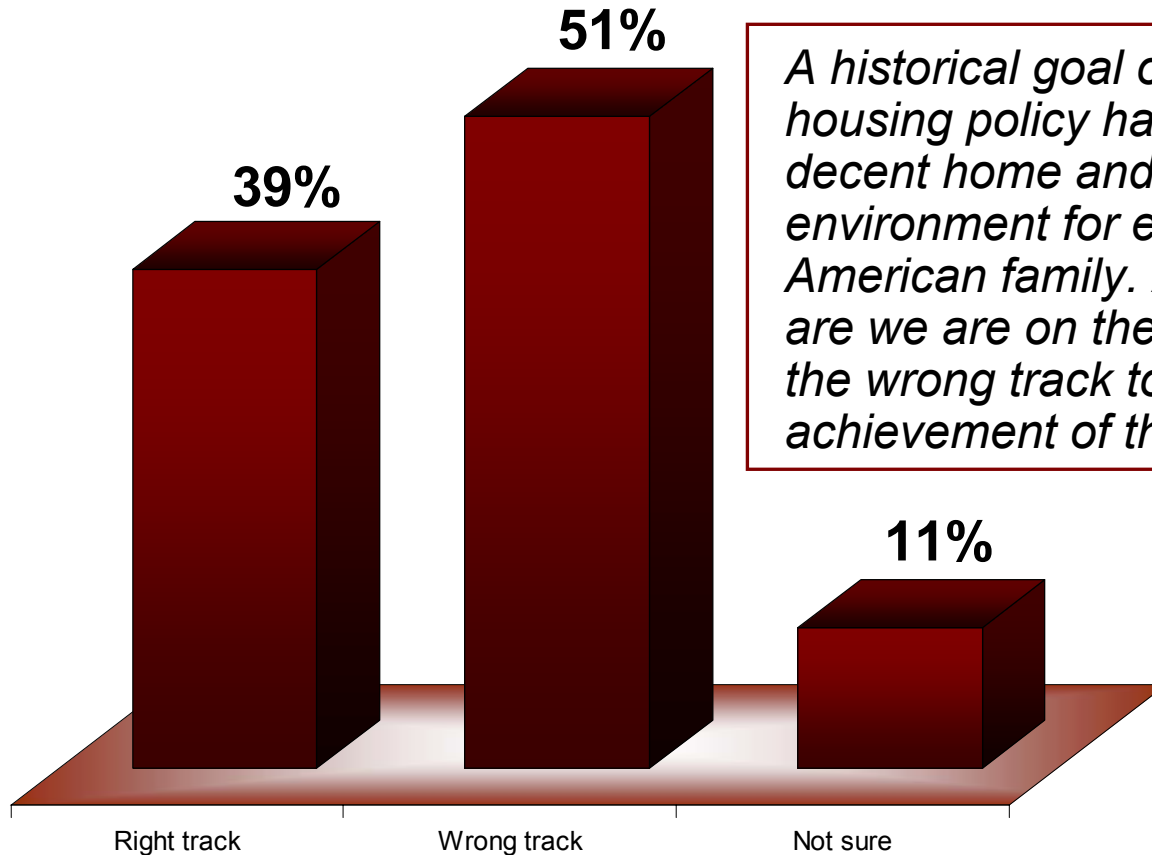
How important an issue is providing affordable housing in your community – very important, somewhat important, not very important, or not at all important?

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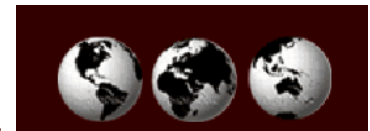
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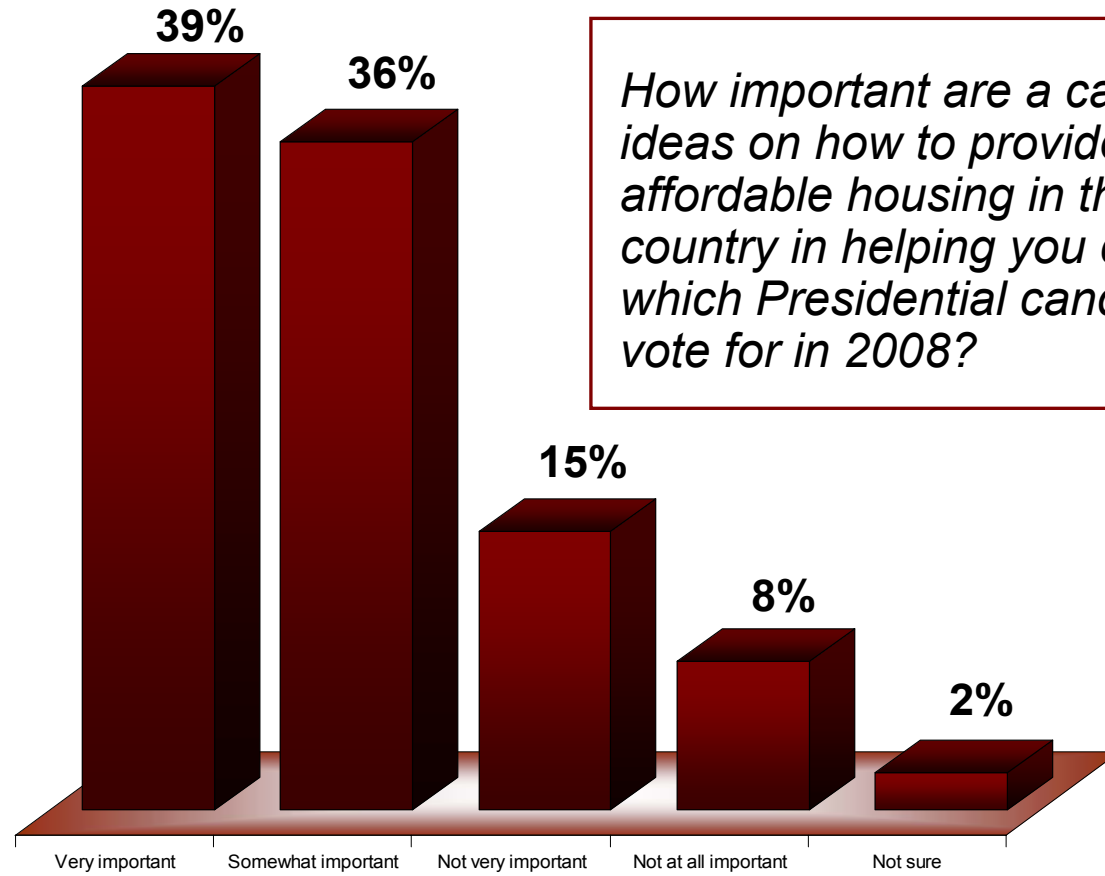
Nation's Direction in Affordable Housing



A historical goal of American housing policy has been a decent home and suitable living environment for every American family. As a nation, are we on the right track or the wrong track towards the achievement of this goal?



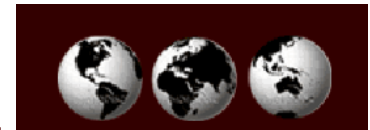
Importance of ideas on affordable housing in '08



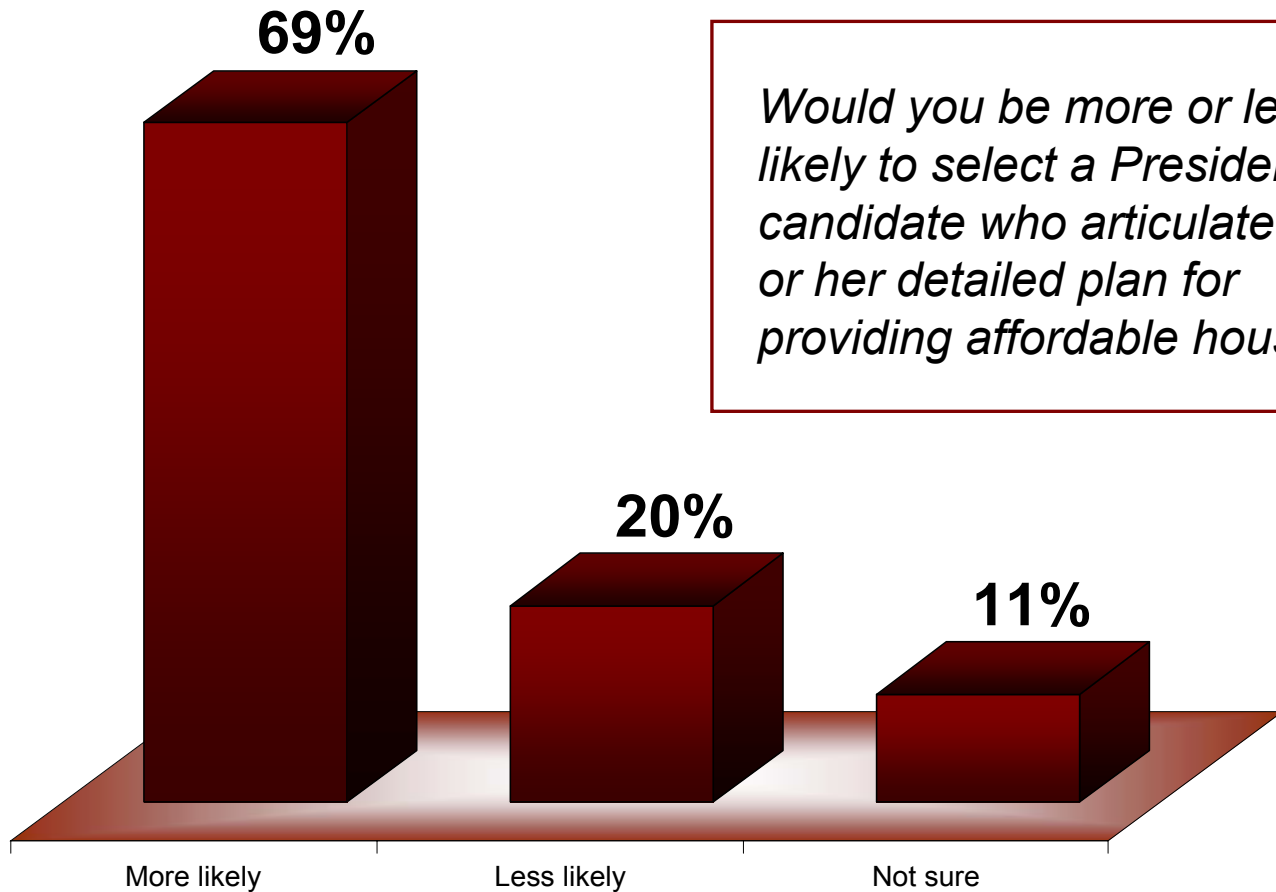
How important are a candidate's ideas on how to provide more affordable housing in this country in helping you choose which Presidential candidate to vote for in 2008?

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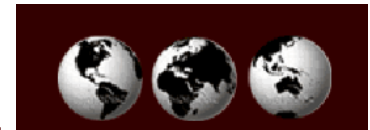
Likelihood to support a candidate with a plan



Would you be more or less likely to select a Presidential candidate who articulated his or her detailed plan for providing affordable housing?

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