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Introduction

There is a lack of affordable housing in the Chicago region of enormous proportions. In the last few years, thousands of units of public housing have been demolished, and few built to replace them. Gentrification is beautifying many neighborhoods but pushing old timers out. Low-income families are doubling up in apartments designed for a single family.

Having a place to call home is certainly important to all of us, but for many individuals and families it is a struggle to find and keep that home. Finding ways to fulfill the need for housing for low, moderate- and high-income people throughout a metropolitan area can be difficult.

Housing Illinois is a coalition of Chicago metropolitan area organizations dedicated to expanding the availability of affordable housing. The coalition was initiated by the Chicago Rehab Network in the fall of 2001 to create a research-based communications campaign to enhance the public opinion climate for increasing the amount and variety of affordable housing. Belden Russonello & Stewart (BRS) was asked to design and conduct the research, including a series of focus groups and a region-wide public opinion survey.

The first phase consisted of a series of ten focus groups with residents in Chicago and the surrounding counties. The groups explored currents of opinion on housing issues, and helped us focus the survey phase on what holds the most promise for effective communications. The groups -- divided by race and ethnicity, and by socio-economic class -- were held between May and July 2002 in Will County, downtown Chicago, DuPage County, and suburban Cook County. Quotations from the focus groups are used in this report to illustrate key points from the research. Complete findings on the focus groups were included in a separate report in August 2002.

The second phase, a survey of 1,000 adults reported here, identifies key arguments for communicating the need for and the benefits of expanding affordable housing, and it examines the values that underlie Americans' feelings about housing. The analysis aims to provide the campaign with an essential understanding of public attitudes and ways to establish the importance of the housing issue and build support for doing more to create affordable housing in Illinois.

The survey was conducted among residents of six counties encompassing the Chicago metropolitan area: Cook, DuPage, Kane, Lake, McHenry, and Will counties. Interviewing was carried out from October 11 to October 21, 2002,

using a random digit dial (RDD) probability sample. (A full explanation of methods appears in Appendix A.)

The project was made possible by the gracious support of Chicago Community Trust and the John D. and Catherine T. MacArthur Foundation. Additional support was provided by ABN AMRO/LaSalle, Citibank, Local Initiatives Support Corporation, the Chicago Department of Housing, Illinois Housing Development Authority, Bank One, Northern Trust, and Harris Bank.

Housing Illinois partners include Chicago Rehab Network, Local Initiatives Support Corporation, Leadership Council for Metropolitan Open Communities, Statewide Housing Action Coalition, Neighborhood Housing Services, Business and Professional People for the Public Interest, Metropolis 2020, Lake County Affordable Housing Commission, Metropolitan Mayors Caucus, Metropolitan Planning Council, the Jewish Federation, Archdiocese of Chicago, Protestants for the Common Good, Chicago Department of Housing, Illinois Housing Development Authority, Allstate, Charles Hill, Jean Rudd, and Valerie Denney Communications.

The analysis and report were prepared by Nancy Belden, John Russonello, Tresa Udem and David Vaina at BRS.

Reading this report

The tables and charts in the report reflect the total number of interviews (n=1,000), unless otherwise noted. In reading these data, when the percent sign (%) appears at the top of a column, the numbers add vertically; when % appears at the left of a row, the numbers add horizontally. An asterisk (*) indicates less than one percent; a double hyphen (--) indicates zero.

Percentages may add to more than or less than 100% due to weighting, rounding, omission of "don't know," "refused," and other responses, or, in the case of multiple response questions.

Executive summary

The problem

Two-thirds of the residents support building more affordable housing in the area where they live, and say there is a lack of affordable housing for moderate- and low-income people in their own geographical areas.

The availability of affordable housing is a valid concern to residents of the Chicago metropolitan area, but it is not top-of-mind or expressed as housing per se. When it is raised for them, virtually all residents say it is important to ensure the availability of houses and apartments for moderate- and low-income people in the area.

Affordability is a regional issue that impacts people up and down the economic scale, and thus provides a way to connect people to the need for low-income residents. The public identifies housing as a very big worry when it is framed for them in terms of the high cost of housing generally in the region and secondly as a lack of houses and apartments for moderate- and low-income people.

However, what matters about affordable housing is different for different groups.

- People lower on the socio-economic ladder recognize the need for more housing they can afford, and remain steadfast in their demand for policies to facilitate more housing in the area.
- Meanwhile, many people on the top rungs of the socio-economic ladder who are concerned about the cost of housing generally become disinterested when the conversation is focused primarily on helping poor people.

Indeed, in the survey support for moderate- and low-income housing falls slightly among most groups as the discussion proceeds, reinforcing the **difficulty of maintaining support among population segments who see no personal benefit.**

Both “affordable housing” and to a lesser degree “housing for moderate- and low-income people” carry largely positive connotations. These phrases can be employed effectively in communications about the issue.

Values

A look at the public's underlying values from which attitudes and opinions grow enables us to understand how people frame and think about issues. Drawing from the focus groups, we presented five beliefs or values that related to housing. Measuring intensity of feelings about each of the five, we identified three tiers. The first tier includes two values the public accepts as connected to housing:

- **Fairness:** First and foremost, Chicago metropolitan area residents believe it is *only fair that everyone have a decent place to live*.
- **Opportunity:** The residents also say *having a decent place to live is a key to open the door to opportunity for people to better themselves*.

In the second tier are two values:

- **Responsibility to others:** The idea of *responsibility to help people who need a place to live*.
- **Societal protection or self interest:** The belief that *we all benefit from providing more houses people can afford, because when people have decent places to live they are more likely to act as good citizens*.

The last tier value is:

- **Aesthetic improvement:** The idea that *new and rehabbed housing makes communities more attractive*.

In addition to looking at the values that have the broadest appeal, the analysis also looks at which are more predictive of answers in support of increasing affordable housing in one's area. We find that if a person places high importance on responsibility to others, societal protection, or aesthetic improvement, that person is more likely to support low- and moderate-income housing in their community than are others.

- **Thus reinforcing the themes of responsibility and how affordable housing impacts community values for everyone in society positively (from a self-protection as well as aesthetic perspective), emerge as important components of efforts to attract support.**

This is important precisely because there is more support for affordable housing among people who say these ideas are important. Fairness and opportunity on

the other hand, tend to be held as important regardless of whether a person supports or opposes building more affordable housing in their community.

Reasons for supporting more affordable housing

The next step in our analysis considers rationales or lines of argument in favor and against doing something about the lack of housing. The findings reveal that all eight arguments tested in support of spending more on affordable housing can be useful in communications. However, looking at which reasons residents feel most strongly about, three tiers emerge. The top tier includes one concept:

- **A right:** The largest number of people – six in ten -- agrees strongly with the assertion that *decent housing is a basic human right*, a rationale that is a good fit with the fairness value.

Second tier concerns invoke community, families' success and diversity:

- **Fundamental requirement for success:** The second most appealing concept -- *when people have adequate places to live, all the other aspects of their lives are more likely to succeed from health to children's schooling, to finding a job* – relates to opportunity.
- **Diversity:** Another one of the top arguments for supporting more affordable housing is that *it is good to have diverse communities and an adequate supply of affordable housing promotes racially and ethnically diverse communities*. This finding should not be construed to mean that the public supports all forms of diversification. In fact, only a little over half of area residents say the increase in the Latino population in the region a good thing.
- **Protect children:** Another important reason is that *when families are forced to move because they cannot afford to stay in their apartments or homes, their children's lives are disrupted and they often do not succeed in school*.
- **Gentrification of communities:** The residents also agree that *we should prevent dislocation of minorities and long-term residents from their old neighborhoods, by saving housing for moderate- and low-income people in areas that are becoming more expensive*.

The third tier includes three reasons that are harder to accept, although they are not rejected out of hand:

- **Personal need:** That many *residents or their families might need affordable housing themselves someday.*
- **Help everyone:** That *when there is not enough housing, buying or renting a home gets more expensive for everyone, so anything to increase the supply of housing helps everyone.*
- **Reduce crime:** That *society will have less crime if more people have decent places to live.*

If we look for messages that predict support for more affordable housing, four rationales emerge:

- Preventing gentrification;
- Promoting diversity;
- Personal need; and
- Helping everyone by increasing the supply.

Using facts to put a human face on the problem

We also tested three factual statements about the dearth of affordable housing and all three are useful pieces of information for helping build support. However, the two that garner the strongest support put a human face on the issue, by using language that:

- Calls up images of families crowded into small spaces, without adequate resources for food and clothing; and
- Describes minimum wage workers with impossible burdens.

Arguments against affordable housing

We also want to understand what drives the public away from supporting more affordable housing. Seven of the more common reasons and sentiments in opposition to efforts to provide more affordable housing, derived from the focus group research, were also tested in the survey. The results reveal that the aspects

of affordable housing that trouble the most Chicago metropolitan area residents are:

- A reputation of **poor maintenance**;
- The perception that **crime** accompanies affordable housing;
- A sense of housing programs as **give-aways**;
- The oft-repeated concern with **property values**; and
- That it is **unattractive**.

Policies

The metro region residents applaud a variety of these policies to address the need for more affordable housing.

- **Tax relief:** Tax relief proposals are among the most popular, including **reducing property taxes for elderly homeowners** on small, fixed incomes, and **eliminating property taxes for non-profit organizations that provide housing** for low-income people. However, all tax forgiveness is not equal. A proposal to allow **renters to take a tax deduction** similar to the deduction homeowners receive for the interest on their mortgages, while favorably received overall, receives lower scores than the other tax relief proposals.
- **Help low-income people:** Residents also endorse policies that reference helping low-income people, including strengthening Illinois laws to offer minorities and low-income people **more protection from discrimination** in housing; using **tax dollars to turn older buildings into apartments with social services for homeless people**, echoing the support for rehab reflected in other questions; expanding the program to **help low-income families pay their rent**; and requiring **set asides**.
- **Zoning for apartments:** The **least popular proposal we tested is changing local zoning laws** to allow more apartment buildings in communities without many apartments, endorsed overall by a small majority but strongly by few.

Attitudinal groups

Cluster analysis of the survey respondents produced seven types of residents according to their attitudes about affordable housing. The first three groups describe about four in ten of the residents in the Chicago metropolitan area who are the most likely allies in efforts to expand affordable housing.

- Two are low-income themselves -- **Just Doers** (13% of the population) who want to get solutions in motion now, and **It's Only Fair** (14%) who focus on how fundamental housing is to all else. **Neighborhood Investors** (15%) are a blend of whites, Hispanics, and African Americans who come together in their interest in making Chicago a livable, attractive place to be, and need to have the importance of more housing reinforced if they are to be activated.
- The next group, **Families First** (11%), is less supportive of building more affordable housing in their communities and is not interested in helping poor people. However, the members of this group see the need for decent, stable situations for children, and can be appealed to on that basis.
- The other three groups at times may be obstacles, but advocates need to make inroads where possible. **Homebodies** (9%) are mainly well-heeled homeowners, who want to keep what is theirs - and thus are at least interested in preserving their neighborhoods. **Budget Conscious** (20%), conservative older homeowners, believe their taxes should go to other issues, and are just as likely to oppose affordable housing as support it. **Well Off Worried** (19%), largely financially successful young people, oppose building moderate- and low-income housing where they live, fearing crime and damage to their property values.

Recommendations

- 1. Give the lack of affordable housing publicity.** Residents recognize the need for more housing for low- and moderate-income people when it is raised, but do not readily articulate the issue by themselves. The availability of affordable housing is a valid concern to the Chicago metropolitan area public, but the issue needs to be given expression and publicity.
- 2. Frame the discussion.** The number of people who say they feel strongly about the importance of ensuring an adequate supply of houses and apartments for moderate- and low-income people declines over the course of the interview, suggesting that support for doing something about this issue is subject to erosion when it is pondered and discussed publicly from a number of angles, as we did in the survey. The task for advocates is to avoid a many-sided debate, instead framing the issue with values and messages that make it difficult to disagree with the need for the remedy.
- 3. Encourage a broad view of affordable housing.** The data also suggest that “affordable housing” is a concept that extends beyond housing for people with very limited resources, and that people in a wide variety of income levels and neighborhoods can identify some aspects of affordability issues as their own.
- 4. Reference key values.** Messages that reflect two central values are key to communication success: a) responsibility to help people in need and b) recognition that we all benefit when people have decent places to live. Others that are also useful include opportunity; fairness; and aesthetic appeal.
- 5. Put a human face on the issue to invoke responsibility to others.** Feelings of responsibility to help those who need housing can be aroused effectively with messages that put a human face on the problems, such as the statements citing the impossibility of a hard working minimum wage worker to pay the rent or the number of poor families doubling up in small apartments. The least impressive factual argument was one that relied completely on the statistic and did not create an image of human suffering or unfairness. Statistics are helpful when they help describe people in need, not alone.
- 6. Various messages can help communicate how we all benefit.** For minorities and city dwellers, the value of mutual benefit – that we are all better off with more affordable housing -- can be effectively invoked through a reminder that gentrification threatens communities. One crossover message that is strong among whites as well as African Americans and Hispanics, and city as well as suburban residents, is disruption of families and communities. For

example, even conservative white suburbanites tend to get on board when they believe children's lives are threatened with disruption.

7. **Make the message about improving and saving neighborhoods, not necessarily about housing supply.** The messages tested in the survey suggest that communicating about investing in existing communities rather than simply housing could unite the interests of city and suburban residents. A message about keeping neighborhoods strong and intact and improving housing generally in neighborhoods moves beyond race and class and speaks to both self-interest and community interest. This is not an economic argument about housing prices; rather it is about improving neighborhoods, place, or communities.
8. **Well-kept buildings and safe neighborhoods are essential ingredients for welcoming low- and moderate-income housing.** To overcome negatives, above all else advocates need to provide examples of: a) housing that is well maintained, and b) housing that is crime free. Maintenance of housing is an especially important issue among residents of the city of Chicago and Cook County, and among Hispanics. The crime concern cuts across the board.
9. **Recognize different values and needs when addressing different audiences.** The four in ten residents, who are in the attitudinal clusters ready to endorse a full menu of affordable housing solutions, have personal needs and desires they want satisfied – in particular because many of them need more affordable homes themselves. Other segments have less interest in helping poor and moderate-income people, but can be appealed to support affordable housing on other grounds, such as broader societal benefits, saving neighborhoods, and serving the needs of children.

Detailed Findings

Chapter 1. Speaking about the importance of affordable housing

A valid concern, needing articulation

Affordable housing is not a top-of-mind problem for Chicago metropolitan area residents. Instead crime, the economy and traffic are the leading issues many mention as major concerns for the Chicago metropolitan area. However, when the issue of affordable housing is raised for them, virtually everyone says it is important to ensure the availability of houses and apartments for moderate- and low-income people in the Chicago metropolitan area (51% very important and 37% somewhat). Also Chicago metropolitan area residents quickly identify housing as a very big worry when the issue is framed for them in terms of the high cost of housing generally (48% call this a very big problem in the county where they live) and secondly as a lack of houses and apartments for moderate- and low-income people (42%). In our focus groups, participants told us a lack of affordable housing is a concern for many Chicago-area residents—middle- as well as low-income:

For somebody who's making \$50,000, \$60,000 a year, it's hard to afford a house that's \$250,000. Especially with the taxes that we have in Evanston. So we really don't have affordable housing. *African-American upper middle-income woman, Lincolnwood focus group*

Biggest Problem in Chicago Metropolitan Region

Q1. In your opinion, what is the biggest problem facing the Chicago metropolitan region? [VOLUNTEERED RESPONSES]

Crime/drugs	19%
Jobs/economy	16
Traffic	16
Education	11
Gangs	6
Affordable housing	4
Taxes	3
Corrupt government/politicians	3
Over-development	3
Racial issues	2
Police	2
Poverty	1
Homelessness	1

Degree of Problems in the Chicago Metropolitan Region

Q2-9. Please tell me if you think each of these things is a problem or not, in the Chicago metropolitan region including the county where you live. First, how about:

<i>Rank ordered by very big problem</i>	Very big prob.	Moder- ate	Small	Not a prob.	Don't know
The high cost of housing generally	48%	35	5	10	2
Local taxes that are too high	45%	34	7	10	3
Crime	44%	36	11	9	*
A lack of houses and apartments for moderate- and low-income people	42%	31	8	15	4
Poor quality schools	40%	24	10	20	6
Over-development	31%	28	13	25	3
Discrimination against minorities	27%	34	14	21	3
Ineffective local government	23%	35	15	23	4

Most Chicago metropolitan area residents say that in their own communities there is enough housing for moderate- and high-income people (60% and 52% respectively), but too little for people with low-incomes (59%).

Perception of Needs for the Community

Q10-17. Thinking about the local community where you live, please tell me if, in your opinion, there is too much, too little, or just the right amount of each of the following:

	Too much	Too little	Right amount	Don't know
Housing for people with low incomes	4%	59	29	8
Housing for people with moderate-incomes	5%	32	60	3
Housing for people with high incomes	36%	7	52	5
New houses and apartments going up	29%	24	43	4
New stores and offices being built	25%	27	45	2
Public transportation	4%	34	59	3
Parks and open space	4%	32	63	1
Job openings	2%	62	28	9

Looking more closely at the question on housing for people with low incomes, people of color, especially African Americans, and those who themselves have small incomes (under \$25,000), are far more aware of a lack of adequate housing for low-income people in their communities, and more likely to call the issue very important.

Some focus group participants, particularly African Americans, indicate that a lack of affordable housing has become a critical concern for people of color in the Chicago area:

Back in the '80s, white folks were moving into the suburbs. They gave the city to the African Americans. Now they're reversing the trend. They're building homes and condos that make it unaffordable for a black person to live in this city, so they are forcing us to go to the suburbs. And they're doing it all over now. It's not just in the metropolitan area, they're doing it all over. They're doing it on the North side, South side, and East side now. *African American upper middle-income man, Lincolnwood focus group*

Housing for People with Low Incomes by Subgroups

Q13. **Housing for people with low incomes.** Thinking about the local community where you live, please tell me if, in your opinion, there is too much, too little, or just the right amount of each of the following:

	Too much	Too little	Right amount	Don't know
Total	4%	59	29	8
Men	5%	54	35	6
Women	4%	64	23	9
18-34 years old	3%	58	33	7
35-44	6%	62	26	7
45-54	3%	62	28	7
55+	6%	60	24	10
White	4%	53	34	10
Black	4%	81	11	4
Hispanic	6%	65	26	4
High school	7%	63	20	10
Some college	3%	62	30	5
College graduate	2%	54	35	8
Graduate work	6%	60	29	7
<\$25K household income	4%	73	16	6
\$25K-\$50K	6%	57	31	6
\$50K-\$100K	3%	54	36	6
\$100K+	7%	57	25	11
Democrats	3%	69	24	4
Republicans	3%	49	40	8
Independents	6%	57	28	10
Liberals	5%	63	26	6
Moderates	3%	57	30	9
Conservatives	5%	57	31	7
Chicago	3%	64	27	5
Cook County suburb	6%	54	33	7
Other suburbs	4%	59	26	11

Housing for People with Moderate Incomes by Subgroups

Q14. **Housing for people with moderate incomes.** Thinking about the local community where you live, please tell me if, in your opinion, there is too much, too little, or just the right amount of each of the following:

	Too much	Too little	Right amount	Don't know
Total	5%	32	60	3
Men	6%	28	64	2
Women	3%	35	56	5
18-34 years old	5%	27	66	2
35-44	6%	38	55	1
45-54	3%	37	58	2
55+	5%	29	58	9
White	4%	27	66	3
Black	4%	44	47	5
Hispanic	5%	37	54	4
High school	9%	31	52	8
Some college	4%	33	61	2
College graduate	3%	30	65	2
Graduate work	2%	34	63	1
<\$25K household income	7%	41	50	3
\$25K-\$50K	7%	31	60	3
\$50K-\$100K	2%	29	68	1
\$100K+	3%	30	64	3
Democrats	4%	37	57	2
Republicans	4%	24	69	3
Independents	6%	30	60	3
Liberals	4%	35	58	1
Moderates	5%	28	63	4
Conservatives	6%	30	60	4
Chicago	5%	37	53	5
Cook County suburb	5%	30	63	2
Other suburbs	5%	27	65	3

Housing for People with High Incomes

Q15. Housing for people with high incomes. Thinking about the local community where you live, please tell me if, in your opinion, there is too much, too little, or just the right amount of each of the following:

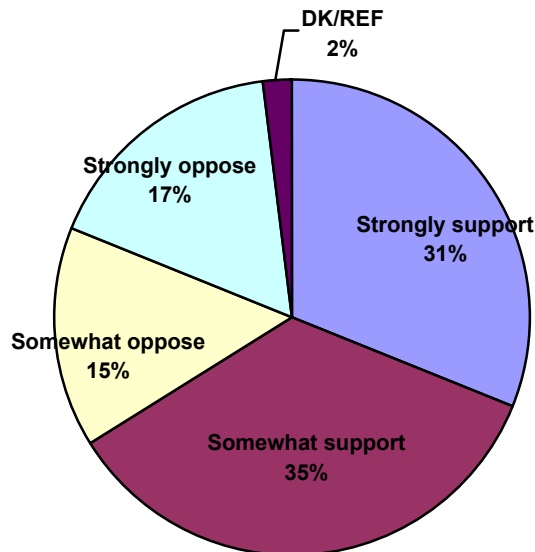
	Too much	Too little	Right amount	Don't know
Total	36%	7	52	5
Men	32%	7	57	6
Women	40%	8	47	5
18-34 years old	36%	8	49	6
35-44	39%	6	52	3
45-54	39%	5	53	3
55+	31%	8	55	7
White	37%	5	54	4
Black	38%	12	45	6
Hispanic	34%	13	45	8
High school	39%	10	44	7
Some college	40%	6	50	4
College graduate	32%	5	58	5
Graduate work	31%	8	57	4
<\$25K household income	40%	13	41	6
\$25K-\$50K	39%	8	50	3
\$50K-\$100K	34%	5	56	5
\$100K+	23%	9	63	5
Democrats	39%	7	50	3
Republicans	35%	6	56	4
Independents	31%	8	54	6
Liberals	37%	8	51	4
Moderates	35%	6	55	5
Conservatives	36%	7	52	5
Chicago	35%	9	50	6
Cook County suburb	32%	8	57	3
Other suburbs	42%	4	49	5

Put it in my back yard

Two-thirds of the area residents say they would support building more moderate- and low-income housing in the areas where they live.

[Half the respondents were asked whether they would support or oppose building more *moderate- and low-income* housing in the area where they live, and the other half were asked the questions with the term reversed—*low and moderate*. The results showed no significant difference in the support for either one of the versions, thus we have combined the responses for purposes of reporting it here. (See table page 21.)]

Support for Building More Housing in Own Area Figures combined “Moderate and Low” and “Low and Moderate”



Q20a/b. Would you support or oppose building more moderate-/low-income housing where you live?

Support for building more affordable housing where residents live is strongest among people with the lowest socio-economic status and with residents of Chicago proper. Also Hispanics and African Americans feel much more passionately about this than white residents.

Support for Building More Housing in Own Area By Subgroups

Q20a/b. Would you support or oppose building more moderate-/low-income housing where you live?

<i>Figures combined questions using "moderate and low" and "low and moderate"</i>	Agree	Dis- agree	Agree		Disagree		DK
			Strong	Some	Some	Strong	
Total	66%	32	31%	35	15	17	2
Men	64%	33	27%	37	17	16	2
Women	67%	31	34%	33	13	18	2
18-34 years old	67%	31	31%	36	16	15	2
35-44	69%	29	32%	37	13	16	2
45-54	65%	33	31%	34	18	15	2
55+	63%	35	29%	34	14	21	3
White	60%	37	21%	39	16	21	3
Black	78%	21	48%	30	8	13	1
Hispanic	72%	27	49%	23	17	10	1
High school	72%	26	45%	27	11	15	1
Some college	65%	32	30%	35	14	18	3
College graduate	61%	35	24%	37	19	16	4
Graduate work	66%	34	19%	47	16	18	1
<\$25K household income	80%	18	55%	25	9	9	2
\$25K-\$50K	66%	32	28%	38	15	17	1
\$50K-\$100K	61%	37	25%	36	19	18	2
\$100K+	55%	43	17%	38	18	25	2
Democrats	75%	24	38%	37	12	12	1
Republicans	54%	44	20%	34	20	24	1
Independents	63%	34	27%	36	17	17	2
Liberals	75%	22	32%	43	11	11	2
Moderates	61%	37	27%	34	19	18	2
Conservatives	60%	38	33%	27	17	21	2
Chicago	72%	27	40%	32	15	12	3
Cook County suburb	59%	38	25%	34	17	21	2
Other suburbs	65%	32	25%	40	13	19	3

Comparison of Questions Using the Terms “Moderate and Low” and “Low and Moderate”

Q20a. Would you support or oppose building more moderate- and low-income housing in the area where you live? Q20b. Would you support or oppose building more low- and moderate-income housing in the area where you live? (Is that strongly or somewhat support/oppose?) (Split sample)

	“Moderate and low”	“Low and moderate”
Support	67%	64%
Strongly support	31%	30%
Somewhat support	36%	34%
Oppose	30%	34%
Somewhat oppose	13%	17%
Strongly oppose	17%	17%
Don’t know/Refuse	2%	2%

Uncertainty of support

At the outset of the interview, a question to capture basic support asked, “Compared to other issues you are concerned about, how important to you is making sure we have more houses and apartments for moderate- and low-income people in the Chicago metropolitan region – very important, somewhat, not very, or not at all important?” As we noted earlier in this chapter, virtually everyone said it matters to them: fully 51% said they find this very important and another 37% said it is somewhat important.

We repeated the same question late in the questionnaire, a method we frequently use to see whether exposure to an issue gains interest during the interview and to see who moves support for or against the issue. As the following table shows, the number of people who say ensuring enough affordable housing for moderate- and low-income people is very important to them starts high. However, by the time they heard much more about it, the sense of importance softens – with “very important” moving from 51% down to 43%. This uncommon phenomenon suggests that when some people focus more clearly on the topic, they realize they do not approve so heartily. The fall off is greatest among Republicans and people with the highest incomes, but is observable in all the demographic groups. This issue is revisited on the cluster analysis, where the decline is dramatic among some attitudinal groups, but unchanged among the most pro-affordable housing cluster.

**Comparing Those Calling an Adequate Housing Supply
“Very Important”
At the Beginning and End of Questionnaire**

Q19. Compared to other issues you are concerned about, how important to you is making sure we have more houses and apartments for moderate- and low-income people in the Chicago metropolitan region?

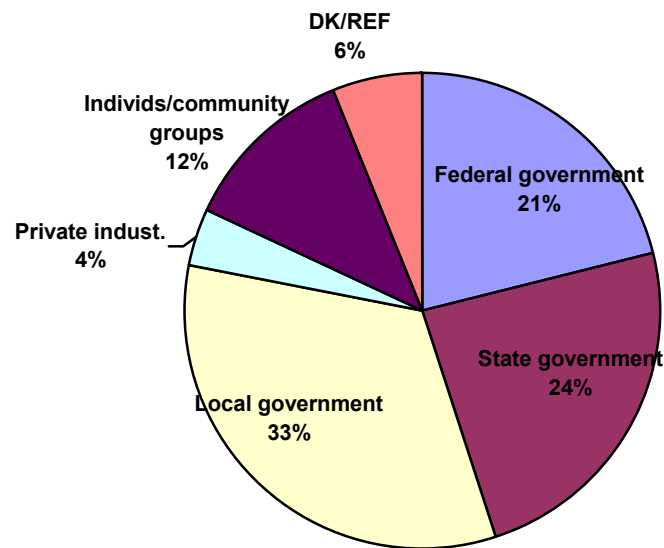
Q57. Thinking about everything we have discussed, compared to other . . .
(same question).

<i>% saying very important</i>	Beginning	End of questionnaire	Percentage point change
Total	51%	43%	-8
Men	45%	36%	-9
Women	57%	50%	-7
18-34 years old	51%	43%	-8
35-44	48%	45%	-3
45-54	51%	41%	-10
55+	53%	45%	-8
White	40%	32%	-8
Black	80%	72%	-8
Hispanic	63%	57%	-6
High school	64%	58%	-6
Some college	55%	48%	-7
College graduate	39%	34%	-5
Graduate work	42%	31%	-11
<\$25K household income	74%	72%	-2
\$25K-\$50K	49%	46%	-3
\$50K-\$100K	44%	33%	-11
\$100K+	41%	28%	-13
Democrats	64%	57%	-7
Republicans	35%	23%	-12
Independents	41%	35%	-6
Liberals	57%	48%	-9
Moderates	41%	38%	-3
Conservatives	51%	42%	-9
Chicago	62%	57%	-5
Cook County suburb	47%	38%	-9
Other suburbs	41%	33%	-8

Government responsibility

The public clearly sees dealing with the need for housing as a governmental responsibility – but there is no consensus on what level of government should take charge. The largest number – 33% – chooses local government, 24% state and 21% federal government. Only 12% say individuals and community groups should shoulder the burden, and four percent would give it to industry.

Level of Government Responsible For Ensuring There is Affordable Housing



Q29. In your opinion, who should be primarily responsible for making sure that there is enough housing for low-income people – federal government, state government, local government, private industry, or individuals and community groups?

Enlisting the federal government appeals most to African Americans (36%). Liberals are the biggest enthusiasts for state (31%) and local (35%) governments taking the lead on ensuring there is affordable housing.

Level of Government Responsible For Ensuring There is Affordable Housing by Cross tab

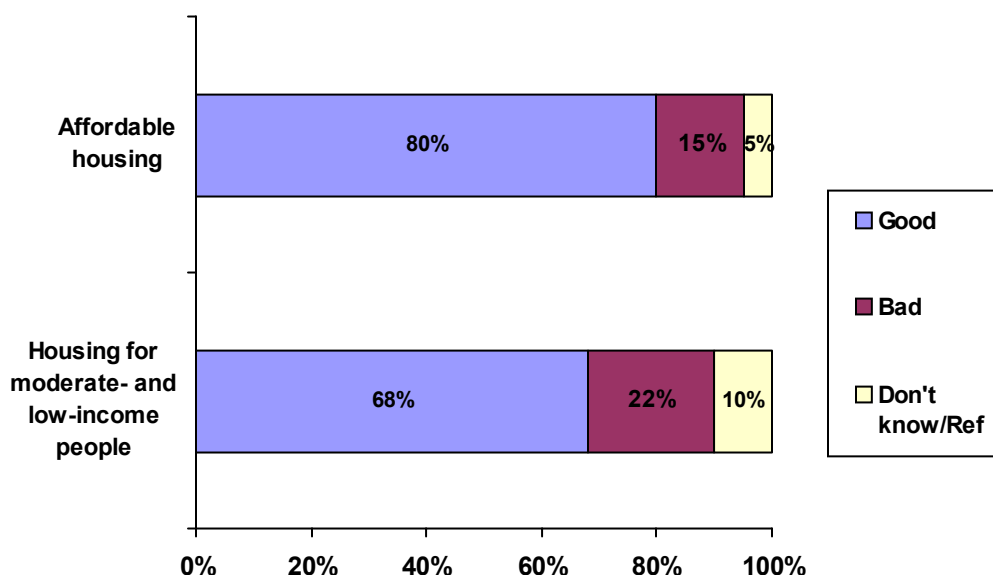
Q29. In your opinion, who should be primarily responsible for making sure that there is enough housing for low-income people – federal government, state government, local government, private industry, or individuals and community groups?

	Federal gov't	State gov't	Local gov't	Private industry	Individ. /comm. groups	DK/REF
Total	21%	24	33	4	12	6
Men	21%	21	33	6	14	6
Women	22%	26	33	3	10	6
18-34 years old	19%	29	31	4	13	4
35-44	23%	24	32	2	12	5
45-54	25%	19	35	4	10	6
55+	21%	19	35	7	12	6
White	16%	23	34	5	15	7
Black	36%	26	24	1	7	5
Hispanic	27%	26	33	3	7	3
High school	28%	27	26	3	9	7
Some college	25%	22	32	4	12	5
College graduate	17%	23	36	5	14	5
Graduate work	10%	25	40	5	14	5
<\$25K hhld. inc.	29%	23	27	5	11	6
\$25K-\$50K	18%	26	35	5	14	3
\$50K-\$100K	21%	26	35	3	10	4
\$100K+	21%	26	31	3	11	8
Democrats	28%	28	33	3	6	4
Republicans	12%	19	38	8	20	3
Independents	21%	21	32	5	15	7
Liberals	20%	31	35	2	8	3
Moderates	24%	22	29	4	13	9
Conservatives	20%	18	34	7	17	4
Chicago	28%	24	31	3	10	5
Cook Cty. suburbs	19%	19	37	7	12	6
Other suburbs	17%	29	31	3	14	6

A rose by any other name

Fully eight in ten members of the public say the term “affordable housing” suggests a good thing for the community. The term “housing for moderate- and low-income people” is also viewed positively by a wide margin, although less so than “affordable housing.” In short, both terms can be employed without driving up negative images for most of the public, and “affordable housing” is particularly useful.

Preference for “Affordable Housing” or “Housing for Moderate- and Low-Income People”



Q18. When you hear the term “affordable housing”/ “housing for moderate- and low-income people” do you generally think of it as describing a good thing or a bad thing for the community? (Split sample, N=504 for 18a, N=496 for 18b)

While both terms are viewed favorably, the considerably more positive response to “affordable housing” makes it the preferred term, especially when considering the views of groups who are less inclined to care about the issue. In particular, many more Republicans call “housing for low- and moderate-income people” a bad thing for the community (34%) than call “affordable housing” bad (12%).

Using the Terms “Affordable Housing” and “Low and Moderate”

Q18. When you hear the term “affordable housing”/ “housing for moderate- and low-income people” do you generally think of it as describing a good thing or a bad thing for the community? (Split sample, N=504 for 18a, N= 496 for 18b)

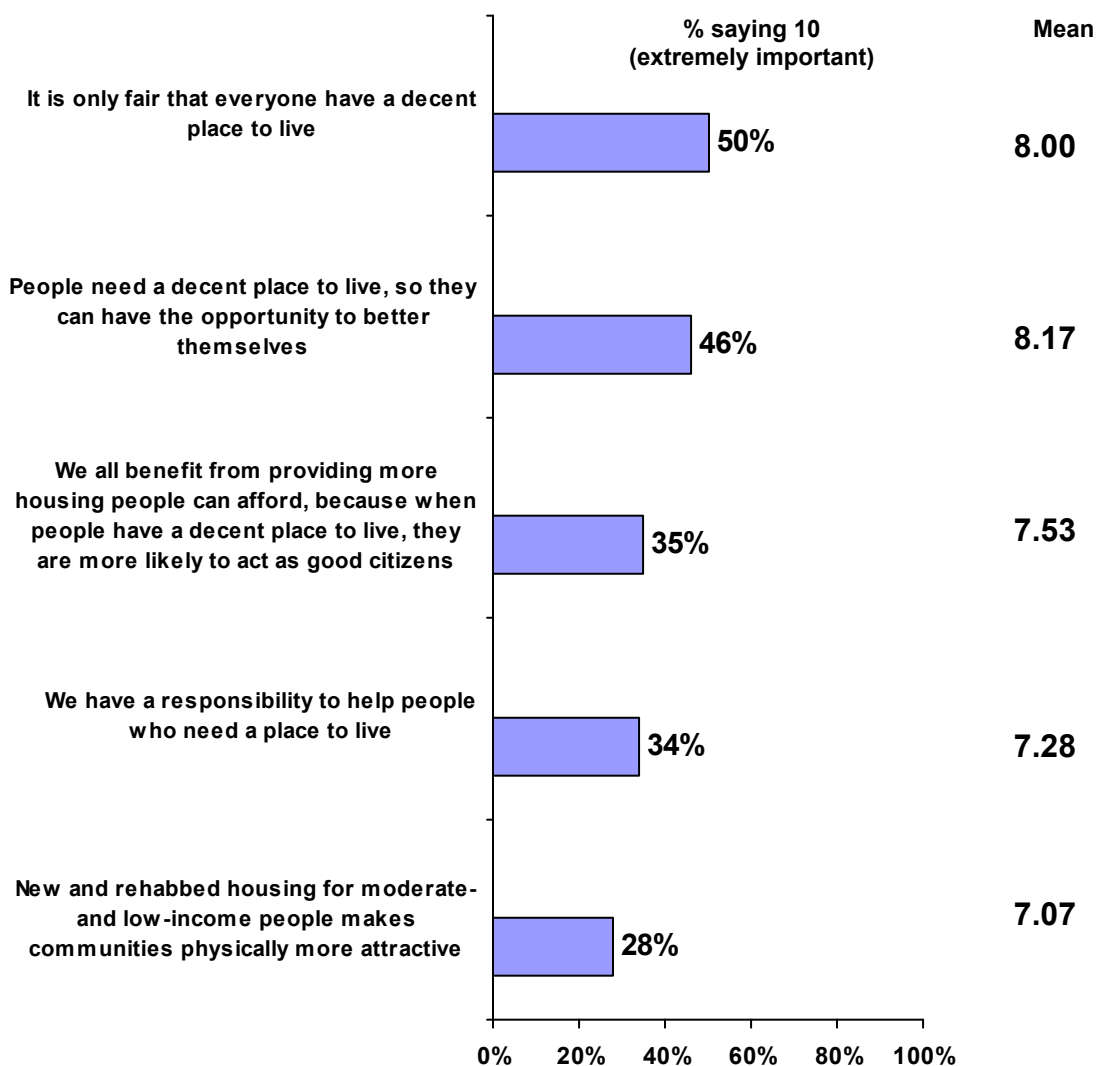
	Affordable Housing		Housing for Moderate- and Low-Income People		Percentage point change*
	Good	Bad	Good	Bad	
Total	80%	15	68%	22	-12
Men	80%	14	65%	24	-15
Women	79%	16	71%	21	-8
18-34 years old	76%	20	67%	21	-9
35-44	81%	13	72%	19	-9
45-54	85%	11	66%	28	-19
55+	78%	15	68%	22	-10
White	79%	15	65%	24	-14
Black	78%	18	77%	18	-1
Hispanic	80%	17	66%	25	-14
High school	78%	18	69%	20	-9
Some college	77%	18	72%	20	-5
College graduate	82%	14	61%	29	-21
Graduate work	82%	10	76%	15	-6
<\$25K household income	81%	16	73%	21	-8
\$25K-\$50K	79%	17	70%	25	-9
\$50K-\$100K	78%	18	67%	25	-9
\$100K+	79%	13	69%	20	-10
Democrats	84%	13	77%	18	-7
Republicans	84%	12	54%	34	-30
Independents	72%	19	65%	23	-7
Liberals	81%	15	77%	17	-4
Moderates	76%	18	70%	19	-6
Conservatives	83%	13	55%	31	-28
Chicago	75%	20	75%	17	0
Cook County suburb	81%	15	62%	27	-19
Other suburbs	83%	11	67%	24	-16

* The number in this column is the difference between those saying “good thing” when hearing the term “housing for moderate- and low-income people” and those saying good thing when hearing the term “affordable housing.”

Chapter 2. Values

While opinions and attitudes are influenced by information and experience, they are rooted in the values that we hold. When we investigate public opinion in order to formulate counsel about how to communicate effectively on a social issue, we not only test current attitudes but also seek to understand the underlying values. In this survey, we look at the importance the public places on five values, articulated as reasons to provide more housing for moderate- and low-income people: fairness for all, opportunity for all, society's betterment, responsibility to help those in need, and aesthetic impact.

Values Associated with Providing More Housing for Moderate- and Low-Income People



Q31-35. Here are a few reasons some people say they believe it is important to provide more housing for moderate- and low-income people. As I read each one, please tell me, in your opinion, how important it is as a reason to provide more housing. You can use a scale of 1 through 10, in which one means it is not at all important in your opinion, and a ten means it is an extremely important reason in your view to provide more housing for moderate- and low-income people. You can use any number from one to ten.

General hierarchy of values

Respondents rated the importance of each rationale for providing more housing for moderate- and low-income people on a one to ten scale, with ten representing extremely important and one not at all important. First and foremost, the Chicago metropolitan area residents believe the value of affordable housing lies in those elements that allow people the same decency, fair shake, and opportunity most of us have. More secondarily, they express benefits to society, altruism or personal responsibility to help others, and contribution to the physical attractiveness of communities as values associated with affordable housing. Here is how the five rated, in order of frequency of being identified as a “10” or extremely important:

- **Fairness:** (*It is only fair that everyone have a decent place to live*) obtained a 10 from 50% and a mean score of 8. It is the only value that a large number of the white residents (43%) give a top rating of 10. Our focus group participants also raised fairness as an important value. One woman told us:

I don't think it's fair for only the rich people to live close to where they're going to work. For the amount of people that work in the downtown area -- like we were saying it's pretty diverse, there's different sorts of jobs in different environments, it's not fair just because they're poor that they have to commute an hour. *Caucasian young upper-income woman, Chicago focus group*

- **Opportunity for all:** (*People need a decent place to live, so they can have the opportunity to better themselves*) received a 10 from 46% and it obtained a mean of 8.17.
- **Benefits all of us in society:** The public generally gives secondary importance to helping others acquire housing because it protects or helps society generally (*We all benefit from providing more housing people can afford, because when people have a decent place to live, they are more likely to act as good citizens*). Thirty-five percent give this a 10, with a mean score of 7.53.
- **Responsibility to others:** A feeling of responsibility to help people is also in a second tier of importance (*We have a responsibility to help people who need a place to live*). Thirty-four percent give this a 10 and the mean score is 7.28.
- **Aesthetic impact:** The value that wins the least public endorsement concerns the impact affordable housing has on the aesthetic quality of an area (*New and rehabbed housing for moderate- and low-income people makes communities more physically attractive*). Twenty-eight percent give this a 10 and the mean score is 7.07.

The table that follows presents the percentage of people who gave each of the five values concepts the top rating of 10. All of the values appeal more to women, Hispanics and African Americans, Democrats, Chicago city residents, and people lower on the socio-economic scale, than their counterparts. We will return to the issue of which values are most helpful with population segments in the section on cluster analysis.

Values by Subgroups

Q31-35. As I read each one, please tell me, in your opinion, how important it is as a reason to provide more housing. You can use a scale of 1 through 10, in which one means it is not at all important in your opinion, and a ten means it is an extremely important reason in your view to provide more housing for moderate- and low-income people.

% assigning a "10" for extremely important

	It is only fair that everyone have a decent place to live.	People need decent place to live, so they can have oppty. to better themselves.	All benefit bec. when peo. have decent place to live, more likely to act as good citizens.	We have a respons. to help people who need a place to live.	New & rehabbed housing for mod. & low-income peo. makes communities physically more attractive.
Total	50%	46%	35%	34%	28%
Men	44%	39%	33%	28%	23%
Women	55%	51%	37%	39%	33%
18-34 years old	47%	42%	32%	30%	23%
35-44	55%	46%	38%	36%	31%
45-54	50%	47%	34%	36%	30%
55+	50%	50%	39%	36%	32%
White	43%	38%	26%	27%	20%
Black	67%	61%	48%	51%	46%
Hispanic	58%	60%	51%	43%	44%
High school	61%	58%	47%	46%	39%
Some college	54%	49%	38%	33%	33%
College graduate	42%	38%	29%	28%	21%
Graduate work	35%	32%	21%	24%	16%
<\$25K household inc.	65%	65%	47%	54%	47%
\$25K-\$50K	50%	47%	35%	34%	27%
\$50K-\$100K	43%	38%	30%	26%	22%
\$100K+	46%	38%	35%	30%	28%
Democrats	56%	52%	40%	40%	32%
Republicans	36%	40%	26%	29%	22%
Independents	48%	38%	30%	23%	22%
Liberals	50%	45%	39%	37%	27%
Moderates	44%	41%	31%	27%	26%
Conservatives	51%	50%	32%	35%	31%
Chicago	58%	53%	42%	40%	36%
Cook County suburb	50%	44%	34%	32%	32%
Other suburbs	40%	39%	28%	28%	28%

Values key to supporting more affordable housing in one's own backyard

While the notions of fairness and opportunity garner broadest appeal, this does not translate into support for new affordable housing *in one's own back yard* (that is, level of support as measured in Question 20: Would you support or oppose building more moderate-/low-income housing where you live?). Instead, regression shows

- **Responsibility to others;**
- **Societal benefits** (a form of self-interest); and
- **Improving attractiveness**

are most predictive of that support. Thus confirming the broadly held beliefs about fairness and opportunity will fall on receptive ears, but those ideas alone are not very helpful in winning new allies or changing attitudes. It is more important to reference responsibility to one's own community, improvements to the streetscape of the area, and how affordable housing will benefit all members of the community or neighborhood.

Chapter 3. Reasons to favor more affordable housing

From our focus group and secondary analysis performed in preparation for this survey, we devised eight arguments in favor of affordable housing that may be components of messages to increase the support for providing more. In this section, we explain 1.) which possible arguments are most commonly accepted as true; and 2.) which of them are related to support for affordable housing in one's community. When a statement registers high marks in both categories, it is very useful for communications.

Large numbers of the metropolitan area residents agree with all eight of the positive statements tested but with varying degrees of enthusiasm. The arguments that gain the most enthusiasm conjure up the *right* to have a home or how *fundamental* it is to other aspects of life; and they reference *impacts on families, children and older people and on diversity*.

Concepts in favor of putting tax dollars in affordable housing that predict support for building it in one's community include: potential *personal need* for more affordable housing; desire to prevent minorities and long-term residents from getting pushed out via *gentrification*; the desirability of *diversity*; and expanding the stock to keep *everyone's cost down*. Thus these four are the most important messages to get across when trying to make inroads with opponents or disinterested residents.

Three levels of agreement with arguments in favor

The graph shows how the arguments stack up in overall terms. The most strongly held reason to support affordable housing is that it is

- **A right:** Top ratings go to the concept that *decent housing is a basic human right*. Fifty-nine percent strongly agree and 24% somewhat agree with this notion.

Second tier concerns community, children and diversity:

- **Fundamental requirement for success:** The assertion that good housing is part of the foundation that makes success in many realms possible is also very popular. Fifty-three percent agree strongly that *when people have adequate places to live, all the other aspects of their lives are more likely to succeed, from health to their children's schooling, to finding a job*. Another 34% agree somewhat.
- **Diversity:** A third popular argument for supporting more affordable housing is that it promotes racial and ethnic diversity. Fifty-two percent strongly agree and another 36% agree somewhat that *"It is good to have diverse communities and an adequate supply of affordable housing promotes racially and ethnically diverse communities."*
- **Protect children:** The statement about disruption causing children to do poorly in school is also a top rationale for supporting more affordable housing. Fifty-two percent agree strongly that *when families are forced to move because they cannot afford to stay in their apartments or homes, their children's lives are disrupted and they often do not succeed in school*.

Focus group participants raised a link between housing and children's welfare at a number of points in our discussions, including this comment:

In general, I think kids need stability. There's always exceptions, but as a licensed school social worker who has worked with kids with a lot of problems, I think stability in every way, as far as families that stay together, as far as not moving a lot, as far as having the same school, as far as having sense of community, people just end up being more productive individuals in general. *Caucasian young upper-income woman, Chicago focus group*

- **Resist gentrification.** Another population concept is the idea that *we should prevent dislocation of minorities and long-term residents from their old neighborhoods, by saving housing for moderate- and low-income people in areas that are becoming more expensive*. The gentrification phenomenon has been felt by many different kinds of people. (48% agree strongly and 34% somewhat).

Gentrification was another subject on many residents' minds in our focus groups – especially inside Chicago. One participant explained:

[There is] development of new and more expensive buildings for the suburbanites to move down to the city. Because really there was a neighborhood in Chicago that was always very, you know affordable housing, and then when a condo development builder would come in and take it over and all the people who live there would have to find another place to go. They did it to every neighborhood until it's almost impossible to find an affordable apartment in the city. *Caucasian less than college educated woman, Chicago focus group*

Third tier contains arguments that are harder to accept:

- **Potential personal need.** Many people say another reason to support an adequate stock of affordable housing is that they or their families *might need it themselves someday* (44% agree strongly and 35% somewhat). A man in our Oak Brook focus groups expressed this sentiment this way:

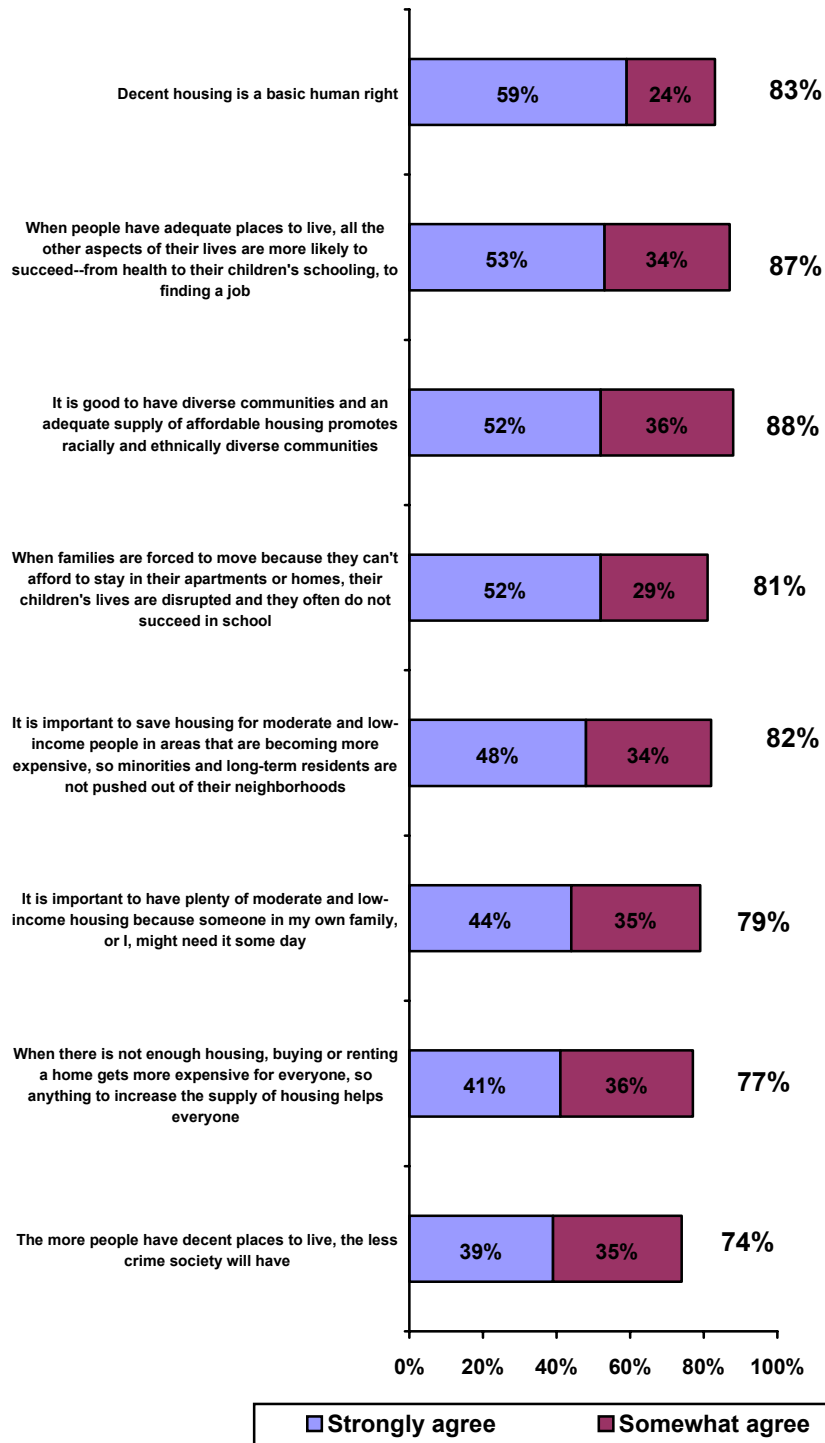
If something happens to me, I want somebody to take care of me -- if I deserve it. *Caucasian lower middle-income man, Oak Brook focus group*

- **More supply helps everyone.** A large majority also concurs – but to a little less impressive degree – with the concept we tested relative to supply and demand that *when there is not enough housing, buying and renting a home gets more expensive for everyone, so anything to increase the supply of housing helps everyone* (41% agree strongly and 36% somewhat).
- **Less crime.** The assertion that *society will have less crime if more people have decent places to live* as a reason to support more affordable housing is the least credible of the eight arguments we tested (39% agree strongly and 35% somewhat). One focus group participant who does hold to this view, had summed up this sentiment when explaining why she thought having more affordable housing is important:

So [lower-income] people can live a normal, decent life-- which cuts down crime, AIDS and alcohol. *Caucasian upper-income woman, Oak Brook focus group*

Many focus group participants agreed that affordable housing is a positive force in people's lives.

Agreement with Reasons for More Tax Dollars Into Affordable Housing



Q43-50. Here are some statements people have made in support of putting more tax dollars into providing affordable houses and apartments for moderate- and low-income people. Please tell me if you agree or disagree with each. (Is that strongly or somewhat agree/disagree).

Demographic differences

The table on the following page shows the percentages of individuals in various demographic subgroups who agree strongly with each of the eight arguments we tested. It reveals that women, African Americans and Hispanics, Democrats and liberals, and people with less education and income are more inclined to agree with all the statements. Particular agreement with the idea that it is important to have more affordable housing because one might need it personally one day, is a particular area of concern for African Americans (71% strongly agree) and Hispanics (61%), compared to only 32% of whites who strongly agree. The potentiality also concerns people with the lowest incomes of course (68% strongly agree).

One other interesting divergence from the usual pattern is that individuals with a graduate school education agree more strongly with the diversity argument than any other group (57% strongly agree).

Arguments For More Tax Dollars Into Affordable Houses and Apartments, By Subgroups

Q43-50. Here are some statements people have made in support of putting more tax dollars into providing affordable houses and apartments for moderate- and low-income people. Please tell me if you agree or disagree with each. (Is that strongly or somewhat agree/disagree).

% strongly agree

	Basic human right	Funda- mental to success	Diver- sity	Protect child- ren	Resist gen- trifica- tion	Poten'l personal need	More supply helps all	Less crime
Total	59%	53%	52%	52%	48%	44%	41%	39%
Men	53%	50%	48%	47%	41%	38%	37%	39%
Women	65%	57%	55%	58%	54%	50%	45%	38%
18-34 years old	58%	55%	51%	51%	48%	41%	38%	34%
35-44	61%	54%	55%	56%	51%	47%	41%	39%
45-54	58%	47%	50%	52%	46%	42%	39%	40%
55+	61%	57%	52%	52%	48%	47%	47%	42%
White	53%	47%	47%	49%	42%	32%	33%	33%
Black	74%	64%	64%	60%	65%	71%	62%	45%
Hispanic	64%	63%	58%	58%	62%	61%	53%	51%
High school	69%	64%	52%	60%	56%	60%	51%	49%
Some college	62%	53%	52%	51%	48%	49%	45%	35%
College graduate	53%	45%	49%	49%	44%	33%	32%	33%
Graduate work	48%	51%	57%	49%	43%	27%	33%	37%
<\$25K hhld. inc.	74%	69%	64%	65%	63%	68%	61%	47%
\$25K-\$50K	59%	52%	54%	49%	51%	47%	39%	35%
\$50K-\$100K	57%	51%	47%	49%	44%	33%	38%	38%
\$100K+	44%	43%	57%	47%	40%	25%	25%	30%
Democrats	69%	61%	62%	59%	60%	55%	50%	47%
Republicans	46%	42%	38%	44%	31%	27%	28%	32%
Independents	53%	53%	51%	45%	40%	39%	37%	33%
Liberals	67%	59%	60%	56%	54%	46%	46%	42%
Moderates	55%	47%	48%	49%	43%	40%	37%	36%
Conservatives	53%	52%	46%	51%	45%	43%	38%	36%
Chicago	66%	58%	59%	53%	57%	53%	49%	42%
Cook Cty. suburbs	57%	49%	48%	55%	42%	38%	37%	37%
Other suburbs	53%	52%	47%	50%	44%	39%	35%	37%

Arguments with the most impact

Regression analysis reveals four of the arguments predict support for low- and moderate-income housing in one's own neighborhood – even though they are not all among the most commonly agreed to rationales. These include:

- *Someone in my family or I might need it someday.*
- *Save housing for moderate- and low-income people in areas that are becoming expensive, so minorities and long-term residents are not pushed out.*
- *It is good to have diverse communities.*
- *Without enough housing, buying or renting becomes more expensive for everyone.*

Therefore, it is important to use arguments along these lines when seeking to turn more doubters into defenders of expanding affordable housing – as they have the stronger relationship to endorsing it.

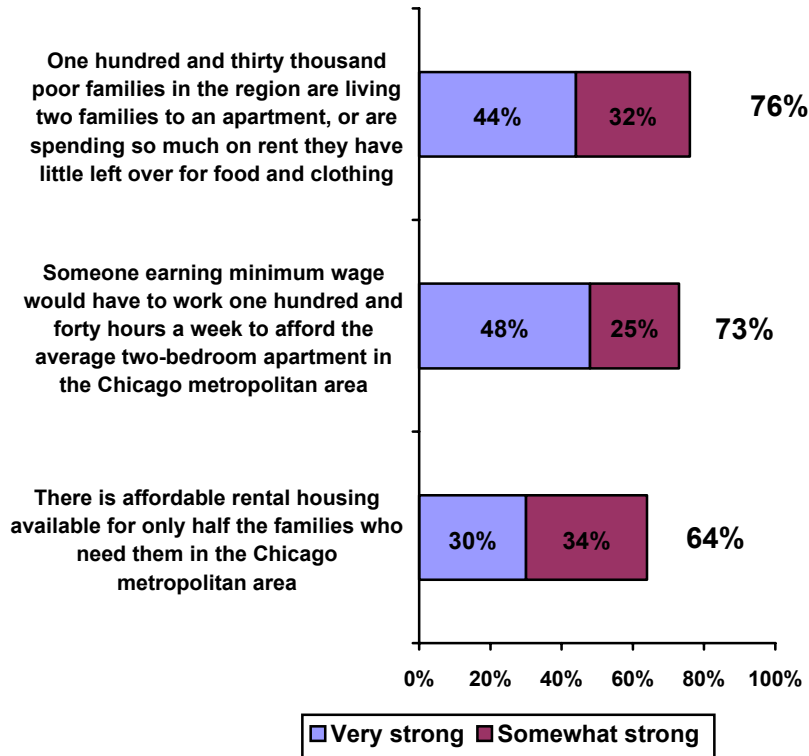
Factual statements used in persuasion messages

We also tested three statements of statistical facts about the dearth of affordable housing in the Chicago region. All three are useful pieces of information for helping to build support both because the public sees all three as powerful and they are all predictive of support for affordable housing in their communities. However, the two that garner the strongest support contain language calling up images of families crowded into small spaces, without adequate resources left over after paying rent to provide for food and clothing, and of minimum wage workers with impossible burdens.

These arguments find much more of a sympathetic ear among groups who in all likelihood recognize the truth in these because of personal experience. They include Hispanics and African Americans rather than white residents, lower income as opposed to high-income residents, and Democrats as opposed to Republicans. In our focus groups, several participants also referred to the difficulty that lower and middle-income people face with trying to find housing in the neighborhoods where they work:

You have people that are working in the grocery stores and the Laundromat and the video stores and I'm sure they're not getting but minimum wages, and rent is like \$1,000 for a three bedroom and \$850 for a one bedroom. So even if it was a single mother, she would have a problem getting a studio over there because the rent would be her whole paycheck for the month. *African-American lower-middle income man, Chicago focus group*

Facts Describing Housing Problem For Families and Minimum Wage Workers



Q52-54 Here are some statements about the lack of houses and apartments for moderate- and low-income people in the Chicago metropolitan region. Please tell me if you think each is a very strong, somewhat strong, somewhat weak, or a very weak reason for putting more tax dollars into housing.

Facts Describing Housing Problem For Families and Minimum Wage Workers

Q52-54. Please tell me if you think each is a very strong, somewhat strong, somewhat weak, or a very weak reason for putting more tax dollars into housing. 52. There is affordable rental housing available for only half the families who need it in the Chicago metro area. 53. Someone earning minimum wage would have to work 140 hours a week to afford the average two bedroom apartment in the Chicago metro region. 54. 130,000 poor families in the region are living two families to an apartment or are spending so much for rent they have little left over for food and clothing.

<i>% saying very strong reason</i>	Affordable housing available for only ½ the people	Minimum wagers would have to work 140 hrs/week	130,000 families doubling up/too little for food, clothing
Total	30%	48%	44%
Men	25%	46%	37%
Women	36%	50%	50%
18-34 years old	28%	46%	46%
35-44	35%	56%	47%
45-54	34%	49%	44%
55+	28%	45%	39%
White	25%	41%	34%
Black	42%	62%	67%
Hispanic	42%	61%	61%
High school	39%	57%	58%
Some college	31%	50%	44%
College graduate	25%	41%	32%
Graduate work	26%	44%	40%
<\$25K household income	43%	57%	60%
\$25K-\$50K	34%	55%	47%
\$50K-\$100K	24%	42%	38%
\$100K+	24%	45%	32%
Democrats	41%	60%	56%
Republicans	16%	31%	25%
Independents	28%	38%	38%
Liberals	35%	54%	48%
Moderates	27%	46%	41%
Conservatives	28%	43%	39%
Chicago	35%	54%	53%
Cook County	29%	47%	43%
Other suburbs	27%	43%	33%

Calling mortgages government subsidies for homeowners

A little more than half of the area residents agree that the government is giving middle- and upper-income people housing assistance when it allows them tax deductions on their home mortgage interest. Acceptance of the idea that mortgage tax deductions constitute government assistance appears to be rooted more in partisan identification than in any other factors: only 44% of Republicans agree with the statement that “the government gives middle- and upper-income people a lot of housing assistance through the tax deduction on the interest on their home mortgages.” But fully 62% of Democrats and 58% of independents agree with this characterization. Thus reminding the public that homeowners with mortgages are receiving government assistance is generally credible.

Agreement that Government Gives Middle/Upper Income People Housing Assistance, by Subgroups

Q55. Do you agree or disagree with each of these statements: (Is that strongly or somewhat agree/disagree?) The government gives middle- and upper-income people a lot of housing assistance through the tax deduction on the interest on their home mortgages.

	Agree	Dis- agree	Agree		Disagree		Don't know
			Strong	Some	Some	Strong	
Total	56%	36	26%	30	18	18	9
Men	55%	39	25%	30	21	18	7
Women	57%	33	27%	30	16	17	10
18-34 years old	54%	34	25%	29	18	16	12
35-44	63%	32	29%	34	15	17	5
45-54	57%	38	27%	30	21	17	5
55+	51%	41	23%	28	20	21	8
White	50%	41	22%	28	22	19	10
Black	61%	31	33%	28	11	20	7
Hispanic	67%	28	32%	35	16	12	6
High school	59%	31	28%	31	16	15	10
Some college	52%	41	28%	24	22	19	7
College graduate	54%	36	21%	33	17	19	10
Graduate work	59%	36	26%	33	20	16	5
<\$25K household income	60%	29	31%	29	13	16	11
\$25K-\$50K	59%	34	30%	29	18	16	7
\$50K-\$100K	56%	39	23%	33	21	18	5
\$100K+	55%	43	25%	30	20	23	3
Democrats	62%	30	32%	30	17	13	7
Republicans	44%	51	16%	28	24	27	5
Independents	58%	34	23%	35	16	18	8
Liberals	62%	28	30%	32	17	11	9
Moderates	53%	38	22%	31	20	18	9
Conservatives	51%	43	23%	28	19	24	5
Chicago	61%	28	30%	31	13	15	11
Cook County suburb	51%	39	22%	29	19	20	10
Other suburbs	55%	41	25%	30	23	18	4

Attitudes about the increase in the Latino population

The support for diversity concept should not be interpreted as the public support for all forms of diversification. In fact, only a little over half (54%) of metropolitan area residents is willing to call the *increase in the Latino population* in the region a good thing. The remainder either call it not a good thing (17%) or refuse to answer or do not have an opinion on this (29%). In particular, African Americans, white and older residents and those with the least education fail to call the increase positive.

Opinions About Increase in Latino Population by Subgroups

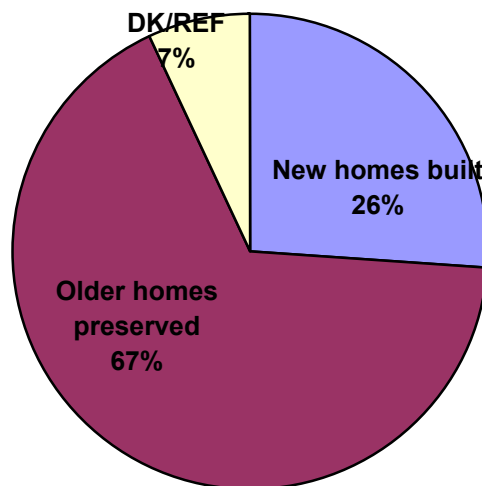
Q51. In your view, has the increase in the Latino population in the last ten years been a good thing for the region, or not?

	Good thing	Not a good thing	Don't know
Total	54%	17	29
Men	57%	15	28
Women	51%	19	30
18-34 years old	55%	14	31
35-44	56%	16	28
45-54	58%	17	25
55+	48%	24	28
White	49%	18	33
Black	47%	24	29
Hispanic	76%	12	12
High school	49%	23	28
Some college	54%	16	30
College graduate	56%	15	29
Graduate work	58%	12	29
<\$25K household income	55%	19	26
\$25K-\$50K	52%	21	26
\$50K-\$100K	61%	16	23
\$100K+	55%	13	30
Democrats	56%	18	27
Republicans	56%	19	25
Independents	53%	15	32
Liberals	58%	14	28
Moderates	50%	18	32
Conservatives	54%	20	25
Chicago	53%	18	30
Cook County suburb	57%	16	27
Other suburbs	51%	18	31

Preservation v. new construction

Reaffirmation of the concern among some people with gentrification comes from another question about preference for new construction or rehab. Fully two-thirds said they would prefer to see older homes and buildings preserved and rehabilitated, rather than to see more new construction in their own communities. The rehabilitation phenomenon of course can either help prevent or exacerbate displacement of long-term residents, depending on whether rehabilitation leads to higher real estate costs or more affordable housing. Thus it is not surprising to see a wide difference of opinion on this issue, among different racial and socio-economic groups. For example, 48% of Hispanics, but 75% of whites, prefer rehabilitation over new construction. Similarly, 56% of those with incomes under \$25,000 chose rehabilitation, while seven in ten of upper income people prefer it.

Preference for New Homes or Older Preserved Ones



Q30. Which of these would you rather see in your own community: more new homes and buildings being built, or more older homes and buildings being preserved and rehabilitated?

Preference for New Homes or Older Preserved Ones by Subgroups

Q30. Which of these would you rather see in your own community: more new homes and buildings being built, or more older homes and buildings being preserved and rehabilitated?

	New homes built	Older homes preserved	Don't know
Total	26%	67	7
Men	32%	61	7
Women	21%	73	5
18-34 years old	29%	67	3
35-44	29%	66	5
45-54	30%	64	5
55+	18%	70	12
White	19%	75	6
Black	34%	60	7
Hispanic	48%	48	4
High school	38%	57	5
Some college	25%	69	7
College graduate	20%	72	8
Graduate work	21%	73	5
<\$25K household income	38%	56	6
\$25K-\$50K	25%	73	2
\$50K-\$100K	23%	71	5
\$100K+	25%	68	6
Democrats	29%	66	5
Republicans	22%	71	7
Independents	26%	66	7
Liberals	21%	73	6
Moderates	25%	71	4
Conservatives	32%	60	8
Chicago	28%	67	5
Cook County suburb	28%	64	9
Other suburbs	24%	71	6

Chapter 4. Arguments against affordable housing

The most common negative perceptions

We look first at the degree to which the Chicago metropolitan area residents agree or disagree with eight negative statements, and find the most strongly held negative association is poor maintenance.

- Two-thirds believe that *housing for low-income people is usually poorly maintained* (34% strongly, 32% somewhat). This fear is highest among Hispanics in the region (45% agree strongly). Suburbanites in focus groups said, for example:

Nine out of ten people that live in low-income housing, don't care so it's run down.
Hispanic upper middle-income woman, Mokena focus group

If it's affordable housing, it means that I can go to work and do what I do and pay for my own house, which means that I'm going to take care of it to the best of my ability. And if it's public housing, I'm not really gonna care because it's not mine anyway. So you're bound to get garbage in your yard. *African-American upper middle-income man, Lincolnwood focus group*

Important -- but less strongly held -- negatives include concerns about crime, government give-aways, property values, and unappealing aesthetics.

- A little over half of the public agrees that *crime usually goes up in neighborhoods where housing for low-income people is built* (23% agree strongly, 29% somewhat). Liberals and people with incomes over \$100,000 are least likely to agree crime increases (17% and 19% respectively agree strongly), while African Americans are likely to see this as a problem (29% agree strongly). In some focus group discussions, participants linked crime and property values, as did this man:

[With more affordable housing] people would think the property values are going down. Whether justified or not there would be safety concerns. *Caucasian upper-middle income man, Mokena focus group*

- Half also say *people are not helped by housing programs that give them something for free* (24% agree strongly, 26% somewhat) – although most Republicans agree (32% strongly, 31% somewhat).
- And half agree *putting housing for low-income people in my neighborhood would lower property values* (23% agree strongly, 26% somewhat). One example of how this concern was raised in the focus groups is this:

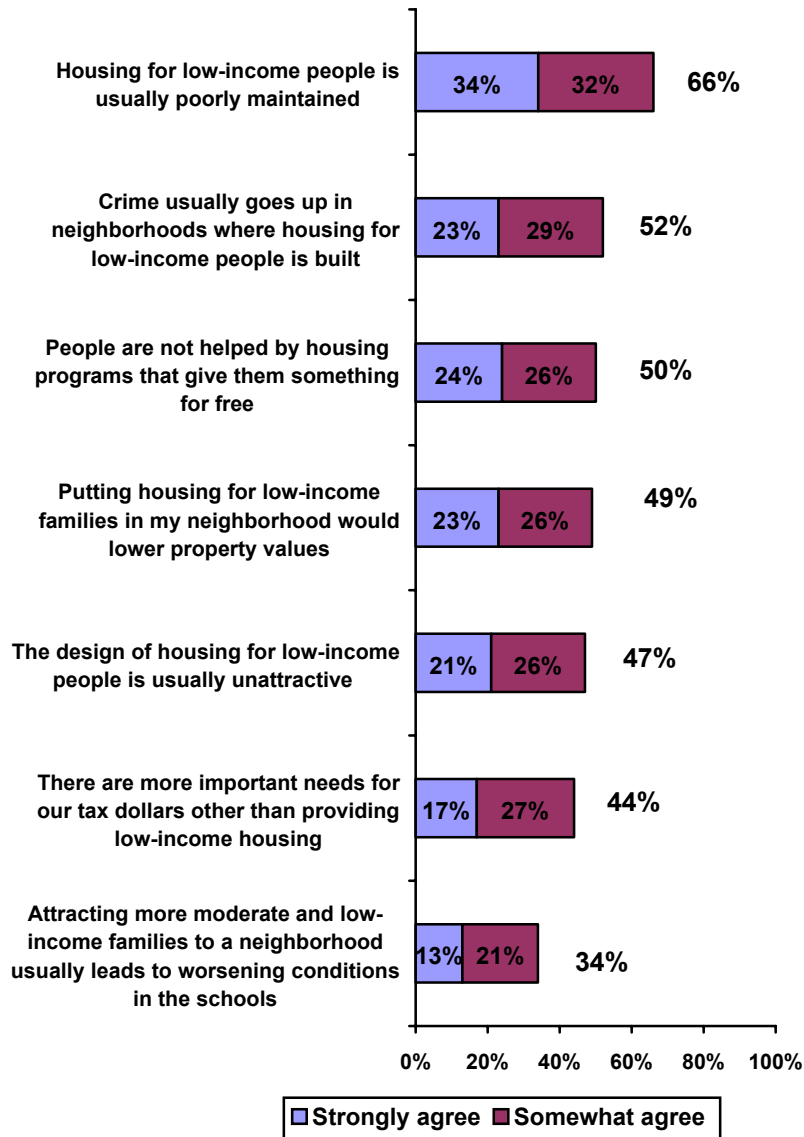
The only problem I can see is if you have significantly lower housing units going up people will complain because they don't want it near them because they're afraid it's going to bring down the value of their property and bring in bad neighbors. *Caucasian upper middle-income man, Mokena focus group*

- *The design of housing for low-income people is usually unattractive has half in agreement (21% agree strongly, 26% somewhat). This attitude is held fairly consistently across various demographic groups.*

In a third tier, Chicago metropolitan area residents tend to disagree that:

- *There are more important needs for our tax dollars other than providing low-income housing (only 17% agree strongly, 27% somewhat). In particular conservatives (25%) and older residents over 55 (24%) agree strongly.*
- *Attracting more low and moderate-income families to a neighborhood usually leads to worsening conditions in schools (only 13% agree strongly, 21% somewhat). Liberals are particularly unpersuaded (7% agree strongly).*

Agreement Against More Tax Dollars for Affordable Housing



Q36-42. Here are some statements people have made in opposition to putting more tax dollars into providing affordable houses and apartments for moderate- and low-income people. Please tell me if you agree or disagree with each. (Is that strongly or somewhat agree/disagree?)

Argument Against More Tax Dollars for Affordable Housing, By Subgroups

Q36-42. Here are some statements people have made in opposition to putting more tax dollars into providing affordable houses and apartments for moderate- and low-income people. Please tell me if you agree or disagree with each. (Is that strongly or somewhat agree/disagree?)

<i>% strongly agree</i>	Housing poorly main- tained	Crime goes up	Some- thing free/ not helpful	Lower n-hood property values	Unat- tractive	More impor- tant needs	Worsen schools
Total	34%	23%	24%	23%	21%	17%	13%
Men	34%	21%	25%	25%	22%	19%	12%
Women	35%	24%	23%	22%	20%	16%	13%
18-34 years old	38%	25%	21%	30%	23%	17%	14%
35-44	33%	20%	22%	17%	18%	12%	11%
45-54	29%	20%	24%	22%	16%	16%	12%
55+	34%	23%	29%	21%	24%	24%	13%
White	31%	22%	25%	23%	20%	15%	12%
Black	38%	29%	25%	24%	22%	17%	13%
Hispanic	45%	22%	22%	27%	29%	24%	17%
High school	39%	25%	22%	22%	23%	20%	15%
Some college	35%	26%	27%	28%	20%	16%	12%
College graduate	32%	20%	24%	22%	18%	17%	11%
Graduate work	30%	18%	22%	19%	23%	14%	12%
<\$25K hhld. inc.	39%	27%	19%	23%	26%	21%	14%
\$25K-\$50K	40%	20%	26%	23%	26%	14%	12%
\$50K-\$100K	32%	23%	27%	23%	16%	19%	11%
\$100K+	31%	19%	25%	26%	16%	11%	13%
Democrats	32%	20%	18%	19%	19%	14%	10%
Republicans	38%	24%	32%	27%	21%	22%	14%
Independents	33%	20%	27%	25%	23%	19%	14%
Liberals	30%	17%	18%	16%	17%	11%	7%
Moderates	32%	23%	25%	23%	21%	15%	13%
Conservatives	41%	27%	30%	29%	23%	25%	17%
Chicago	37%	23%	21%	25%	24%	17%	12%
Cook Cty. suburbs	35%	24%	27%	23%	23%	18%	15%
Other suburbs	29%	21%	24%	22%	16%	17%	12%

Chapter 5. Proposals for housing

The study also examines concrete policy and programmatic ideas that advocates may want to push forward. The survey reveals that the Chicago metropolitan area residents applaud a variety of these policies to address the need for more affordable housing. Indeed, all eight policies that we tested find majorities in favor, however, there is a great deal of difference in the levels of support.

Tax policies

- Far and away the most popular concept is *reducing property taxes for elderly homeowners on small, fixed incomes*. Fully 91% favor this proposal -- including 72% who strongly favor it. Large numbers of all categories support this idea. As raised in our focus group research, the public wants to assist older people, and reducing their taxes seems like a painless way to aid them. Here is one example of the kind of sentiments expressed about the elderly:

You have older people that worked for a long time and pensions weren't as good back then as they are now in a lot of jobs and they're stuck with what they have on their pensions. That's all the money they have. The taxes are ridiculous. Every year they go up. Sooner or later they're going to go beyond the money they have coming in and it's ridiculous that they would have to sell because they can't afford it. *Caucasian lower middle-income man, Oak Brook*

- Also seven in ten (70%) support the concept of *eliminating property taxes for non-profit organizations that provide housing for low-income people*. Most groups support this enthusiastically – although residents age 55 and older are least supportive (58% favor).
- And all tax forgiveness is not equal. A proposal to *allow renters to take a tax deduction similar to the deduction homeowners receive for the interest on their mortgages* receives lower scores, although it is still quite favorably received. Sixty-five percent overall favor this idea. As one might expect, support is highest among people with the lowest incomes (74% among those with less than \$25,000 income).

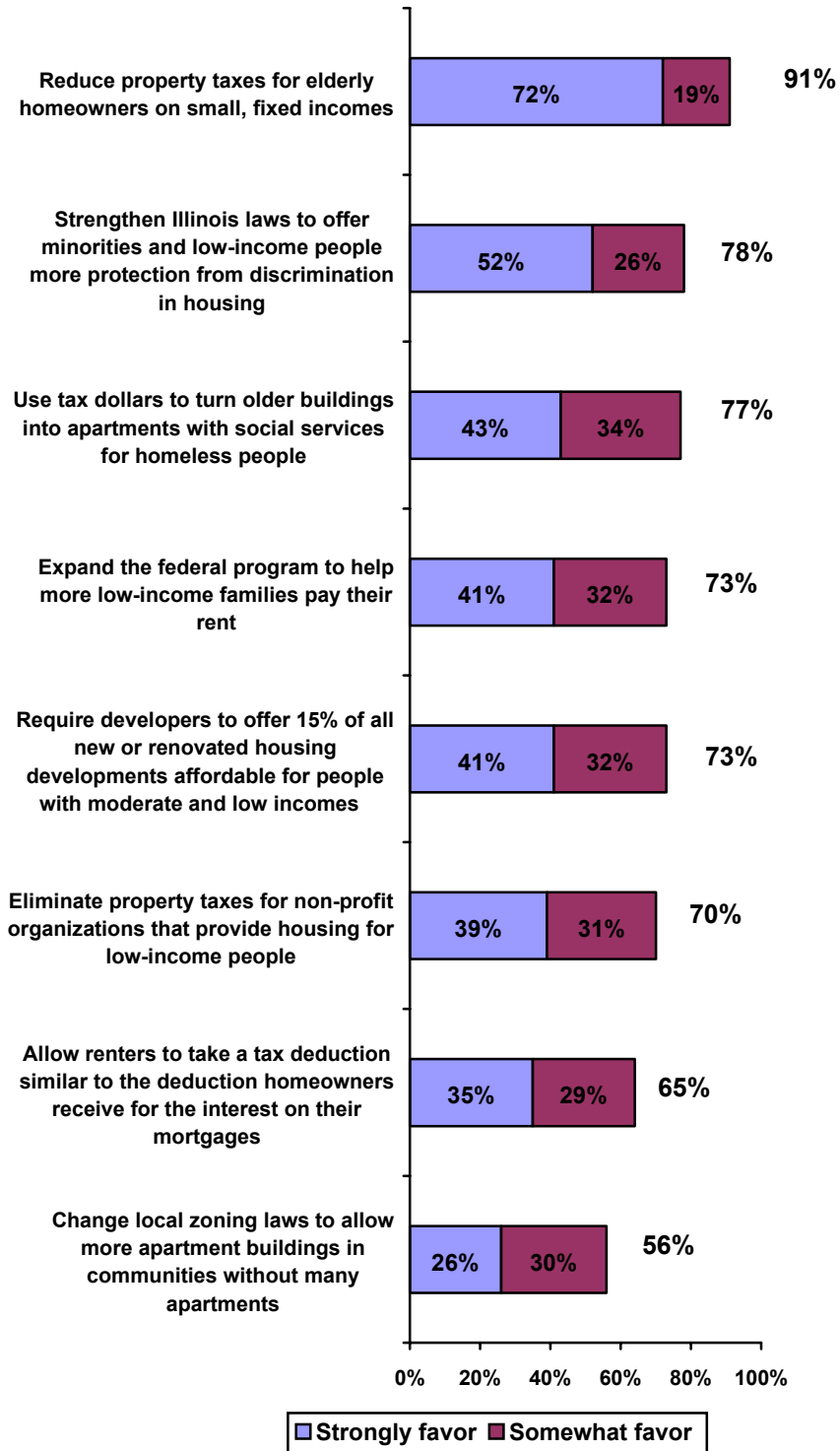
Assistance for low-income people

- Another very welcome proposal speaks directly to the fairness value. It seeks to *strengthen Illinois laws to offer minorities and low-income people more protection from discrimination in housing*, which 78% favor including 52% strongly in favor. There is a 20 percentage point spread between Republicans (68% favor) and Democrats (88%), but in the end it is popular with all.
- Three quarters (77%) also voice support for *using tax dollars to turn older buildings into apartments with social services for homeless people*, echoing the support for rehab reflected in other questions.
- Similarly, 73% say they favor *expanding the federal program to help more low-income families pay their rent*. In our focus groups, we found a relatively high level of familiarity with Section Eight housing, and an acceptance of that program's method of assisting needy renters. Again the biggest differences are found between Democrats (84% favor) and Republicans (61%), but interest stays high among all groups.
- Putting some of the burden on developers is also a welcome idea. Seventy-three percent support *requiring developers to make 15% of all new or renovated housing developments affordable for people with moderate- and low incomes*. This concept generates wider differences, including the usual Democratic (84%) and Republican (60%) difference, but also particularly pronounced among income groups. Those earning less than \$25,000 find set asides most attractive (90%), but those with incomes over \$100,000 are much less inclined in favor (65%).

Zoning

- The least popular proposal we tested is *changing local zoning laws to allow more apartment buildings in communities without many apartments*. Fifty-six percent favor this idea, only 26% strongly. Here income and age make a difference in one's attitude. Support is highest among 18 to 34 year olds (63%) and people with incomes under \$25,000 (69%), as opposed to 45% among those over 54 and 48% in the top income bracket.

Proposals for Housing Programs and Policies



Q21-28 Here are a few proposals some people have made for housing in the Chicago metropolitan region. Please tell me if you would favor or oppose each one: Would you favor/oppose that proposal somewhat or strongly?

Proposals for Housing Programs and Policies by Subgroups (I)

Q27. Reduce property taxes for elderly homeowners on small, fixed incomes. Q26. Allow renters to take a tax deduction similar to the deduction homeowners receive for the interest on their mortgages. Q22. Eliminate property taxes for non-profit organizations that provide housing for low-income people. Here are a few proposals some people have made for housing in the Chicago metropolitan region. Please tell me if you would favor or oppose each one: Would you favor/oppose that proposal somewhat or strongly?

<i>% saying strongly or somewhat favor</i>	Reduce property taxes for elderly homeowners on small incomes	Allow renters to take a tax deduction	Elim. taxes for non profits that provide afford. housing
Total	91%	65%	70%
Men	90%	63%	72%
Women	93%	64%	69%
18-34 years old	89%	65%	75%
35-44	93%	69%	73%
45-54	93%	63%	78%
55+	94%	58%	58%
White	91%	61%	67%
Black	92%	66%	76%
Hispanic	90%	70%	78%
High school	89%	65%	72%
Some college	94%	68%	70%
College graduate	92%	62%	70%
Graduate work	89%	58%	69%
<\$25K household income	94%	74%	75%
\$25K-\$50K	90%	66%	74%
\$50K-\$100K	94%	61%	69%
\$100K+	89%	54%	73%
Democrats	93%	68%	77%
Republicans	90%	58%	64%
Independents	93%	61%	70%
Liberals	95%	67%	76%
Moderates	91%	63%	68%
Conservatives	89%	60%	67%
Chicago	90%	64%	74%
Cook County suburb	92%	67%	66%
Other suburbs	93%	59%	70%

Tax Proposals for Housing Programs and Policies by Subgroups (II)

Q23. Use tax dollars to turn older buildings into apartments with social services for homeless people. Q24. Expand the federal program to help more low-income families pay their rent. Q25. Require developers to offer 15% of all new or renovated housing developments affordable for people with moderate- and low-incomes.

<i>% saying strongly or somewhat favor</i>	Tax dollars for rehab buildings for homeless	Expand fed prog for low-income people	15% of all new developments to moder/ low-income people
Total	77%	73%	73%
Men	75%	71%	68%
Women	79%	74%	78%
18-34 years old	77%	73%	76%
35-44	84%	72%	74%
45-54	74%	77%	72%
55+	74%	69%	71%
White	74%	67%	69%
Black	83%	83%	84%
Hispanic	83%	79%	79%
High school	79%	78%	80%
Some college	78%	72%	77%
College graduate	78%	69%	69%
Graduate work	74%	69%	68%
<\$25K household income	86%	82%	90%
\$25K-\$50K	78%	68%	78%
\$50K-\$100K	75%	71%	68%
\$100K+	77%	72%	65%
Democrats	85%	84%	84%
Republicans	69%	61%	60%
Independents	73%	66%	67%
Liberals	85%	81%	85%
Moderates	73%	61%	68%
Conservatives	73%	66%	65%
Chicago	80%	75%	80%
Cook County suburb	74%	70%	70%
Other suburbs	79%	72%	68%

Proposals for Housing Programs and Policies by Subgroups (III)

Q21. Strengthen Illinois laws to offer minorities and low-income people more protection from discrimination in housing. Q28. Change local zoning laws to allow more apartment buildings in communities without many apartments. Please tell me if you would favor or oppose each one: Would you favor/oppose that proposal somewhat or strongly?

<i>% saying strongly or somewhat favor</i>	More protection to minorities/low-income people from housing discrimination	Change local zoning laws to allow more apartment buildings
Total	78%	56%
Men	74%	54%
Women	81%	58%
18-34 years old	77%	63%
35-44	81%	59%
45-54	77%	55%
55+	77%	45%
White	73%	53%
Black	86%	57%
Hispanic	85%	61%
High school	80%	58%
Some college	78%	58%
College graduate	77%	54%
Graduate work	75%	54%
<\$25K household income	87%	69%
\$25K-\$50K	78%	57%
\$50K-\$100K	76%	56%
\$100K+	73%	48%
Democrats	88%	60%
Republicans	68%	52%
Independents	74%	58%
Liberals	87%	62%
Moderates	76%	52%
Conservatives	70%	53%
Chicago	83%	58%
Cook County suburb	77%	54%
Other suburbs	73%	56%

Chapter 6. Cluster analysis

Overview

The 2002 Housing Illinois survey focuses on Chicago metropolitan area residents' beliefs about the need for more affordable housing, reactions to arguments for and against it, and attitudes toward policies and proposals that would help meet the need. Analysis of the overall results of the survey reveals that the public agrees on the considerable need and on many ways to deal with the need. Cluster analysis goes a step farther, focusing on the different patterns of opinions that lie beneath the surface of the overall picture. The cross tab analysis reveals different opinions between and among demographic groups, such as various socio-economic sets, political parties, and racial and ethnic groups. Cluster analysis reveals differences based on attitudes and in so doing, reminds us that the members of no demographic group think precisely the same way. They may tend one way or another as a group, but attitudes about an issue also cut through the population from a different angle.

The clusters presented here are built around factor analysis and support for building more affordable housing in one's own community (question 20). This analysis resulted in seven groups of like-minded individuals, from the most pro-affordable housing to the least favorably inclined. No group is completely homogeneous, but the groupings help us think about how to communicate effectively with different types of area residents.

The seven groups are as follows:

	Percent of total population:
A. Just Doers	13%
B. It's Only Fair	14
C. Neighborhood Investors	15
D. Families First	11
E. Homebodies	9
F. Budget Conscious	20
G. Well Off Worried	19

The first three groups describe about four in ten of the residents in the Chicago metropolitan area who are the most likely allies in efforts to expand affordable housing. Those first two, which we have labeled **Just Doers** (13% of the population) and **It's Only Fair** (14%), are themselves low-income and big boosters of expanding housing opportunities and affordability. While these two

groups agree on virtually all the questions, Just Doers are people who want to get the show on the road and enact constructive housing policies now. It's Only Fairs start the conversation with: housing is fundamental. These two groups are not engaged in traditional ways (voting, *etc.*) but because the issue is personal to them and their support so strong, advocates will want to help give them voice.

Neighborhood Investors (15%) are a blend of whites, Hispanics, and African Americans who come together in their interest in making Chicago a livable, attractive place to be, and need to have the importance of more housing reinforced if they are to be activated. Their particular call to action should start with how improvements to the cityscape go hand in hand with expanding moderate- and low-income housing.

The first three groups form the nucleus of residents interested in improving the supply and quality of housing for low- and moderate-income families.

The next group, **Families First** (11%), is less supportive of building more affordable housing in their communities and is not interested in helping poor people. However, the members of this group see the need for decent, stable housing for children, and can be appealed to on that basis.

The other three groups at times may be obstacles, but advocates need to make inroads where possible. **Homebodies** (9%) are well-heeled homeowners, who want to keep what is theirs – and thus are at least interested in preservation, although they have little interest in helping others find affordable housing. Those in the next group, **Budget Conscious** (20%), are largely conservative older homeowners and believe their taxes should go to other issues, and are just as likely to oppose affordable housing as to support it. **Well Off Worried** (19%), largely financially successful young people, oppose building moderate- and low-income housing where they live, fearing crime and damage to their property values. To make headway, advocates will need to address the concerns of these segments, and appeal to their larger values. All seven segments see the housing issue through their personal lens of self-interest, and advocates can hope for more success when they use that self-interest rather than buck it.

Cluster detail

A. Just Doers – 13% of total population

Just Doers are a group of people who want to act now to expand affordable housing. They tend to be lower-income renters who recognize the need because they themselves have suffered from a lack of housing they can afford. This group will readily support projects and programs where they live.

Distinctive views: The Just Doers group is shaped around a strong desire to see tangible affordable housing policies implemented. This set of people is willing to beat the drum for expanding the federal program to help low-income families pay rent (88% strongly favor), change zoning laws to allow more apartments (63%), eliminate property taxes to housing non-profits (70%), give renters tax deductions like homeowners receive (68%), require set asides (72%), and use taxes to create apartments for homeless people (75%). They are more likely to see a federal role in providing affordable housing than any other group (30% say the federal government should be responsible in ensuring enough housing for low-income people).

Indeed, as the lowest income and largest renter group, they stand to benefit personally from these programs.

Civic engagement: This segment has the highest proportion of Democrats (68%) and liberals (53%), but probably less influence as they are the least likely to report being registered to vote (77%) and among the least likely to have voted in 2000 (76%). Their influence is seen instead in their own communities, where they are among the most likely to have spoken about an issue in public (30%), and the most likely to volunteer in such helping settings as soup kitchens and homeless shelters (36%) and for other efforts (64%) in the past two years.

High salience of housing issue: Just Doers understand and feel the problem more than any other cluster: they are the most likely to say their own community has too little housing for low-income residents (78%); and what distinguishes this group from the others is that almost all of the Just Doers express a willingness to build more housing for moderate- and low-income people in their neighborhood (91% total, 58% strongly in favor). Not surprisingly, this segment considers the issue personally vital (70% call affordable housing very important), and it is the only group that does not lose interest and support for affordable housing by the end of the interview.

Demographics: The Just Doers typology is mainly women (62%). The group has somewhat more African Americans in it than the norm (25%), but an average proportion of Hispanics (14%) and a slightly less than average percentage of whites (58%). It is among the lowest income group (29% under \$25,000), and has the most single people (60%) and the most renters (51%) and apartment dwellers (42%). A quarter (27%) of them currently has trouble paying their rent or mortgage.

Communicating with Just Doers. Advocates will undoubtedly encounter Just Doers in communities where they seek to expand housing opportunities. Communication with this group should lead with solutions. They are already on board, expressing wide support for the values that support providing more affordable housing, **and the value most predictive of their support is responsibility to help people who need a place to live.** Since they agree heartily with the arguments in favor of affordable housing, they need little persuasion. Instead, they want to see action; they want to know what is going to change. Look for Just Doers to offer support and to be turned into helpers in the neighborhoods where affordable housing projects are planned, before they can be rallied to lobby City Hall. Reach them in neighborhoods at residents meetings and organizations where they volunteer, not through mass media.

B. It's Only Fair – 14% of total population

The It's Only Fair group members, also tending to be lower on the socio-economic scale, are aware of the housing problem and express concern about the need. Their distinguishing feature is their fundamental sense of fairness. They are not as ready to act as Just Doers, but can easily be persuaded with appeals to this fairness value.

Distinctive views: While the It's Only Fair group is similar demographically to the Just Doers and agree with them substantively on the issue, what holds them together attitudinally is their sense of the fundamental nature of housing. For example, they are the biggest believers in housing as a human right (88% strongly agree), that more supply helps everyone (72%), and that they themselves or their loved ones might be in need of affordable housing sometime in their lives (82%).

At their core, It's Only Fairs are driven by the fairness value: nearly seven in ten strongly believe it is only fair that everyone have a decent home (69%). This **fairness value is the only one that statistically significantly drives support among this group** for more housing in their neighborhood.

It's Only Fairs are also huge boosters for diversity: 94% agree strongly in the importance of diverse community – far exceeding any other segment. Along with Just Doers, they are most likely to say the increase in the Latino population has been positive (66%). Furthermore, two-thirds (66%) strongly support strengthening discrimination laws.

They would like to see more happening to keep their communities vibrant: they are the most likely to say there are too few new stores and offices being built (40%). This cluster demonstrates the strongest enthusiasm for new construction (33%) over preservation (64%) – but even here the margin is two to one in favor of preservation.

On policies, they are the top supporters of lowering property taxes for the elderly (82% strongly support), and are also very interested in strengthening discrimination laws (66% strongly support), and 15% set asides (57% strongly support).

They find the three statistical arguments persuasive more often than the average – and their particularly favorite statement pertains to the fact that someone earning minimum wage would have to work 140 hours per week to afford a two bedroom apartment (68% call this a very strong reason to support more tax dollars for affordable housing).

Civic engagement: It's Only Fairs are strongly Democratic (66%) and liberal (43%), and have average voting registration (79%) and participation rates (77% voted in 2000). They are the most likely to say they have spoken out about an issue publicly (31%). However, they are seldom online (48% say they never or only occasionally use the Internet) or reading a newspaper (34% never or occasionally read a newspaper).

High salience of housing issue: Of all the clusters, they are the most concerned about the high cost of housing generally (58% say it is a very big problem), and among the more concerned about a lack of housing for moderate- and low-income people (55%). This group is the most likely to call the issue very important to them personally at the outset of the interview (71%) and their support remains relatively high at the end (67%). They are the second most strongly in favor of building more for moderate- and low-income people where they live (85% support, 44% strongly).

Demographically: The It's Only Fair group contains the largest percentage of African Americans (27%), the least whites (52%), and an average proportion of Hispanics (15%). It is also mainly female (62%), among the lowest income groups (28% under \$25,000), and has the most parents (49%). The segment has the fewest homeowners (53%) of any group, and most of its members live in Chicago (37%) or the rest of Cook County (46%). This group has the highest proportion of non-traditional Christians (21%). These residents are also the most likely to have a hard time paying rent currently (33%).

Communicating with It's Only Fair: The It's Only Fairs, who live in Cook County and Chicago proper, will be found in many of the same venues as the Just Doers group. They also have many school children so public schools offer a potential avenue to reaching out to them. It's Only Fairs are already aware and concerned about the problem, and simply require more motivation to act. Communications will most likely encourage action when the importance of **fairness and housing as a basic right are emphasized**. The statistical arguments also resonate well with them, particularly "someone earning minimum wage would have to work 140 hours per week to afford a two bedroom apartment."

C. Neighborhood Investors – 15% of total population

The Neighborhood Investors segment represents a middle-class perspective. These Chicago and Cook County residents are motivated to make the area a livable community for themselves. They are interested in housing that contributes to the attractiveness of their neighborhoods and want to see investment in their communities. This group's members tend to be married church-goers, who are relatively new to the area themselves.

Distinctive views: What sets Neighborhood Investors apart is their keen interest in the design and maintenance of housing. They in particular find affordable housing unattractive (74% strongly agree) and poorly kept up (72%). **The value that asserts new housing can contribute to the aesthetics of a community is the one that statistically predicts their support for affordable housing.**

It follows then that they turn out to be the biggest enthusiasts for spending on improving existing communities (83% overall, 64% strongly) over new development (17%). Also, they are keener than many – though not the biggest boosters – of many of the policy proposals, including rehabbing old buildings into housing for homeless people with social services (54% strongly favor).

Civic engagement: The Neighborhood Investors resemble the region generally in terms of political leanings and participation. They are among the most active church volunteers (44% have volunteered in the last two years), but reflect the population generally in terms of voting (80% in 2000), volunteering in a soup kitchen or shelter (34%) or for another organization (56%), and paying attention to news (40% read a paper five to seven times a week).

Moderate salience of housing issue: Neighborhood Investors occupy the middle position in terms of salience. When thinking about the entire region generally, they put a lack of housing for low- and moderate-income people ahead of other problems (54% call it a very big problem) and the cost of housing generally is a close second (52% very big problem). In their local communities, however, the lack of housing for low-income residents is a close second (63% too little) to a lack of job openings (72%). Neighborhood Investors support building more affordable housing in their communities, but less strongly than those in other groups (70% support, 36% strongly).

Demographics: The group that wants to invest in existing communities is an interesting mixture of whites, African Americans, and Hispanics. It combines the highest percentage of Hispanics (22%) with fairly average numbers of whites (61%) and African Americans (14%) to form a group that shares concerns for the aesthetic quality of their city. This set has the strongest concentration inside

Chicago proper (40%) and the least members in the suburbs outside Cook County (24%). Neighborhood Investors are the most likely to be married (65%) and this group includes the largest proportion of new comers (23% have lived in the area for less than 10 years).

Communicating with Neighborhood Investors. This group will appreciate any message that speaks to preservation of the streetscape and should entertain invitations to support housing projects that include rehabilitation of old buildings and improving the look of the community. **Communications should give examples where affordable housing is well maintained, and aesthetically improves the community.** Neighborhood Investors are important “swing voters” as many of them have resources and are generally engaged in civic life. Preservation and rehabilitation may be a way to bring together two demographically diverse groups around the same goal.

D. Families First – 11% of total population

With this largely white male and suburban group we move into the clusters where interest is fundamentally lower. When those in the Families First cluster figure out we are talking about poor people, they lose interest. However, they care about children and can be appealed to on this basis.

Distinctive views: The distinguishing quality of this group attitudinally is the belief in the value of housing for the sake of children and society. They are most supportive when we frame the issue as one that forces families to move, disrupts children's lives, and threatens their success in school (90% strongly agree). They are the top subscribers to the idea that more decent housing will lead to less crime in society (83% strongly agree).

Those in Families First express more interest in rehabilitation over new development in their own areas (75% prefer rehabilitation), and spending taxes on existing communities rather than pushing out into newer suburbs (64% strongly agree). And their support for building affordable housing locally is connected to concern over how it looks.

Those in the Families First cluster are more persuaded by the statistical statements than some other groups. In particular, "someone earning minimum wage would have to work 140 hours a week to afford the average two bedroom apartment" has an impact on these residents (59% very strong reason).

Civic engagement: Politically, those in the Families First segment look much like the region's population generally and they vote in average numbers. This group is most online (49% use the Internet five to seven days a week).

Low salience of housing issue: Traffic is the biggest problem volunteered (20%) by these residents of commuter communities. And when offered eight different problems, they give high cost of affordable housing generally – not for low-income people – the highest rating (53% call it a very big problem).

Families First is not interested in trying to help poor people find homes. Indeed the proportion who label "making sure we have more houses and apartments for moderate- and low-income people" as very important starts at 54% at the outset of the interview, and drops precipitously to 38% by the close of the interview – when surely they have realized that much of the questioning is about helping poor people. Thus their moderate support for building more affordable housing in their own communities (68% total support; 35% strongly) is more easily threatened than with other groups. Also, they are among the least likely to say

the Latino population increase has been a good thing (46%) and most likely to demur on this issue (38% don't know or refuse to say).

Demographics: Families First represents the white male residing in suburbia. It is a segment with 66% men, has the highest proportion of white members (69%), the least black members (9%), and an average percentage of Hispanics (15%). Those in the Families First cluster tend to be married (58%), parents (46%) and homeowners (71%). Fully 73% live outside Chicago proper, including 35% in counties other than Cook, giving them the heaviest representation in those far out and new areas.

Communicating with Families First: These findings leave us with a group of people who lack awareness and concern for the issue generally. However, there are several ways to approach this group. They clearly care about what happens to children and community. Housing initiatives can be framed as good for society at large, as protecting children, and as protecting communities from crime and disruption. Advocates need to raise awareness about the problem, and using the statistical arguments - especially about unreasonable burdens on working people - could be a powerful persuasive tool with this group. **In addition, advocates should emphasize that affordable housing can improve the aesthetic look of an area, as concern about this drives their support for or against building affordable housing where they live.**

E. Homebodies – 9% of total population

About one in ten area residents belong to a group of older, sophisticated homeowners, focused on hanging onto their own homes and keeping their community as is. They show little concern for the need for affordable housing among the rest of the community, but pointing out that more affordable housing contributes to the community at large may open up some support from them.

Distinctive views: These residents earn the label Homebodies because they are the most concerned with reducing property taxes for elderly homeowners (themselves), but they do not extend a generous hand to others. In fact, they are the most opposed to giving tax deductions to renters similar to the mortgage deductions they receive as homeowners (49% overall oppose). Also they are the most in favor of preserving old homes (77%) over creating new homes (17%). In other words: leave things as they are.

On the other hand, they are among the least likely groups to believe low-income housing would lower property values (28% agree overall, 3% strongly), perhaps because their neighborhoods are very stable.

Civic engagement: One of the distinguishing marks of this group demographically, is that its members make themselves heard in the public square. Homebodies are the most likely to have contacted elected officials in the last two years (51%). They also report the highest levels of voter registration (92%) and participation (86% voted in the 2000 election), and of daily news readership (46% read a paper five to seven days a week). They are the most likely to volunteer in their church or other religious institution (44% in the past two years).

Low salience of housing issue: Homebodies exhibit lower than average levels of support for building more affordable housing in their own communities (73% overall, 25% strongly), and rate all the problems that we posed except over development as less serious than the norm. The one they are the most concerned about is the high cost of housing generally (42% very big problem), followed closely by crime (40%) and over development (38%). Housing for low- and moderate-income people comes farther down the list for this crowd (30%).

Demographics: This group is very well heeled. Its members are the best educated (55% have college or graduate degrees), and are the most likely to own their homes (82%). They tend to live in older suburbs (52%). It is one of the older groups (30% are 55+), with higher African-American (23%) and white (60%) membership, and the lowest proportion of Hispanic members (10%). It is the

most Protestant (38%) and has the highest attendance at religious services (44% attend church at least once a week).

Communicating with Homebodies: This group is likely to make itself heard, but unfortunately, has little interest in the affordable housing issue. **The best value to appeal to Homebodies is that more affordable housing will benefit us in the long run - this is the only value that significantly correlates with support for housing in their communities.** Advocates may draw them in with projects that reuse existing buildings in ways that preserve the character and appeal of their high-end neighborhoods and tax breaks for older homeowners.

F. Budget Conscious– 20% of the population

Affordable housing ranks low on the Budget Conscious' list of priorities, and nearly half oppose building more affordable housing in their communities. The opposition of these older, conservative homeowners is connected to their beliefs that housing programs constitute government handouts, and their taxes should instead go toward more important issues.

Distinctive views: Budget Conscious – true to the group's conservative nature – opposes affordable housing first and foremost because they believe “there are more important needs for our tax dollars” (96%, 54% strongly) and that “people are not helped by programs that give them something for free” (88% agree, 45% strongly). They are the least persuaded by arguments in favor of affordable housing, and in particular, they are least likely to believe that everybody has a basic right to decent housing (35% disagree, 62% agree). They are also the strongest believers that affordable housing will lead to worsening schools (64% agree, 27% strongly).

Another distinctive quality of this group is their consistent dismissal of the housing policies presented. In fact, those in the Budget Conscious cluster are split on policies that most other groups easily support, including expanding the federal program to help more low-income families pay rent (48% favor, 47% oppose), allowing renters to take a tax deduction similar to the mortgage tax deduction (52%, 42%), and requiring developers to offer 15% of all new housing affordable for people with moderate and low incomes (55%, 40%).

Members of this group are also least persuaded by statistics or any of the pro-arguments, particularly the one that states the more people have decent places to live, the less crime society will have (40% overall disagree). Those in the Budget Conscious cluster are also low on all of the values – only two to three in ten say that any of them are important reasons to build more affordable housing. Like the rest of the population, fairness and opportunity elicit most agreement overall, **but aesthetics, responsibility, and the value that we all benefit from more affordable housing best predict support for affordable housing in their neighborhood.**

Civic engagement: In terms of politics, those in the Budget Conscious cluster are the most Republican (38%) and most conservative (36%) compared to the other clusters. They are slightly more engaged than the general public in terms of speaking out in public (27% in the past two years), contacting an elected official (48%), reading the news (40% read a paper five to seven days a week), and volunteering (44% in a church or religious institution; 34% in a soup kitchen or shelter).

Low salience of housing issue: Affordable housing is not on the list of priorities for this segment. Those in the Budget Conscious cluster rate high local taxes (41% a very big problem) and crime (40%) first on the list of problems we presented, and they are the least likely to call the lack of housing for moderate- and low-income people a very big problem in the region (25%). Those in the Budget Conscious cluster express the least concern at the beginning of the interview for affordable housing (30% say affordable housing is very important to them personally) and they become even less inclined by the end (21%). When asked about their support for creating more affordable housing in their communities, Budget Conscious is split (51% support, 48% oppose). Only the Well Off Worried segment expresses more opposition to affordable housing in their neighborhoods.

Demographics: The Budget Conscious segment is the oldest (32% over 55) and contains more men (55%) than women. This group has a lower than average proportion of African Americans (13%), and higher than average numbers of Asians (8%). Budget Conscious reflects the population generally in terms of whites (63%) and Hispanics (15%). They equal Well Off Worried in earning the highest incomes (42% over \$50,000), and are among the most educated (53% have college degree or higher). Seven in ten (71%) own their homes, and they are most likely to live in the Cook County suburbs (40%). Nearly two-thirds (64%) do not have children at home.

Communicating with Budget Conscious: To make headway, advocates can counter the belief that more affordable housing means government handouts paid for by taxpayers. Unfortunately, the statistical argument that contests the handout belief – someone working full time earning minimum wage cannot afford decent housing – does not work with these people. Neutralizing those in the Budget Conscious cluster by **appealing to their sense of responsibility and reinforcing the fact that affordable housing does not inherently worsen the aesthetics of a neighborhood** is important. Advocates should also emphasize what decent housing can do for improving someone's chances for success, since high proportions of those in the Budget Conscious cluster agree that more affordable housing could improve other aspects of people's lives. Similarly high proportions agree that diversity is good for communities, yet be cautious of using this argument since Budget Conscious is also among the most likely to call the influx of Latinos a bad thing (25%) or to demur (25% say don't know or refuse to comment).

G. Well Off Worried – 19% of total population

Well Off Worried are already financially successful young people, who want to keep their neighborhoods the way they are. They oppose building any affordable housing in their area for fear of two perceived changes it will make: increased crime and lower property values. While not very politically active, they have the resources and the drive to mount strong opposition to a local proposal.

Distinctive views: The Well Off Worried group provides strong reasons for opposing affordable housing in their neighborhood: nine in ten fear that affordable housing would attract more crime (93% overall, 55% strongly), and the same proportion believes their property values would drop (91% overall, 60% strongly). Second to crime and property values, the Well Off Worried agree with those in the Budget Conscious cluster that people are not helped by housing programs that give them something for free (71% overall, 34% strongly). And they are not likely to support spending more tax dollars on affordable housing, as they believe existing high local taxes is among the biggest problems facing the region.

Members of this cluster want their neighborhoods to stay the way they are. Many of them oppose development, both residential (40% say there are too many new houses and apartments going up in their local community) and commercial (31% say there are too many new stores and offices being built). Not surprisingly, the Well Off Worried are the most likely to oppose changing zoning laws to allow for more apartments (53% overall oppose). These residents also are unwilling to say the increase of the Latino population has been good for the region (45% good, 22% not good, 29% don't know).

Topping all of their perceptions and opposition, Well Off Worried agree that affordable housing is poorly maintained (81% overall agree) – though not poorly designed (34%) – and their **belief that new and rehabbed housing does not make communities physically more attractive drives down support for affordable housing.**

Civic engagement: Politically, this cluster contains the most moderates of any group (38%), but leans Republican (34%), and has the least Democrats (46%) relative to the other groups. The Well Off Worried – though holding views contrary to affordable housing – are the least active and outspoken generally. Only one-third (35%) says it has contacted a public official and only 17% report that they have spoken in public about an issue they care about in the last two years. Furthermore, these people are the least likely to have volunteered in a soup kitchen or homeless shelter (24%) in the same time period.

Low salience of housing issue: One of the defining characteristics of this segment is that it is the only one in which a majority of its members actually *opposes* building more affordable housing in their community (55% overall oppose). The affordable housing issue garners little concern from these people; less than one-third call the lack of affordable housing for low-income people a very big problem (30%). On the other hand, the high cost of housing generally is a top concern (46%), second only to concern for high local taxes (50%).

Demographics: This segment has the most young people compared to any other (41% are under 35). Along with Families First, it includes the most white residents (66%), and has relatively average proportions of African Americans (18%) and Hispanics (12%). These residents earn the highest incomes (42% over \$50,000) and are among the most likely to own their homes (75%).

Communicating with the Well Off Worried: While Well Off Worried may appear to pose little threat since they are among the least outspoken, their potential to mobilize should not be underestimated. If a proposal for affordable housing surfaced in their local neighborhood or community, their strong opposition to affordable housing along with their desire to keep things as they are could incite them to action. Members of this group have the resources to act and the ammunition to do so: instilling fears of increasing crime and decreasing property values in their neighbors. In local, targeted campaigns, advocates need to show that housing programs do work and **that buildings will be maintained well**, while addressing the fears of crime and decreasing property values. Advocates need to appeal also to their sense of **responsibility and their belief that decent housing is a basic right**.

Cluster Analysis At A Glance

	Just Doers (13%)	It's Only Fair (14%)	Neighbor- hood Investors (15%)	Families First (11%)	Homebodies (9%)	Budget Conscious (20%)	Well Off Worried (19%)
Description	<p>More women</p> <p>More African American</p> <p>Lower income</p> <p>Most single</p> <p>Most renters</p> <p>Trouble paying rent</p>	<p>More women</p> <p>Most African American, least white</p> <p>Lower income</p> <p>Parents</p> <p>More renters</p> <p>More Chicago & Cook County residents</p> <p>Most non-traditional Christians</p> <p>Most trouble paying rent</p>	<p>Most Hispanic</p> <p>Most in Chicago</p> <p>Most married</p> <p>Most newcomers</p>	<p>More men</p> <p>Most white, less African American</p> <p>Married</p> <p>Parents</p> <p>More homeowners</p> <p>Most in suburban counties</p>	<p>More older</p> <p>More African American</p> <p>Best educated</p> <p>Most protestant</p> <p>Most attending religious services</p> <p>More in older suburbs</p>	<p>More men</p> <p>Least African American</p> <p>Oldest</p> <p>Highest income</p> <p>More educated</p> <p>More homeowners</p> <p>Most Cook County suburb residents</p> <p>Most residents without children at home</p>	<p>Most young</p> <p>Most white</p> <p>Highest income</p> <p>More homeowners</p>
Civic engagement	<p>Most Democratic</p> <p>Most liberal</p> <p>Least registered to vote</p> <p>Least voted in 2000</p> <p>Most volunteer in soup kitchens/shelter</p>	<p>More Democratic</p> <p>More liberal</p> <p>Most outspoken</p> <p>Least online</p> <p>Least read news</p>	<p>More church volunteers</p>	<p>Most online</p>	<p>Most registered to vote</p> <p>Most voted in 2000</p> <p>Most likely to contact public official</p> <p>Most news readers</p> <p>Most volunteer in religious institution</p>	<p>Most Republican</p> <p>Most conservative</p>	<p>More Republican, least Democratic</p> <p>Most moderates</p> <p>Least outspoken</p> <p>Least likely to contact public official</p> <p>Least volunteer in soup kitchen/shelter</p>
Salience of housing issue	<p>Most say own community has too little AH</p> <p>More personally concerned about AH</p> <p>Most willing to build more AH in own area</p>	<p>Most concerned housing generally</p> <p>Most personally concerned about AH</p> <p>More willing to build AH in own area</p>	<p>Moderate position in salience</p>	<p>AH "generally" important, low salience for AH for low-income people</p> <p>Biggest drop in personal concern for AH from start to end of interview</p> <p>Moderate willingness to build AH in own area</p>	<p>Less concerned about all issues, including AH</p> <p>Less willing to build AH in own area</p>	<p>Housing least salient, most concerned about taxes and crime</p> <p>Least personally concerned about AH</p> <p>Less willing to build AH in own area</p>	<p>More concern for taxes and AH generally, less concern for low-income AH</p> <p>Least willing to build AH in own area</p>

Cluster Analysis At A Glance

	Just Doers (13%)	It's Only Fair (14%)	Neighbor- hood Investors (15%)	Families First (11%)	Homebodies (9%)	Budget Conscious (20%)	Well Off Worried (19%)
Distinctive views	Implement policies now	AH is a fairness issue and a basic right Diversity important	Most concerned about aesthetics of AH Most supportive of improving existing communities	Most concerned about disrupting children More interest in rehabilitation	Most concerned with reducing property taxes, but not giving renters deductions Most interest in rehabilitation	Most believe AH are handouts that do not help and taxes should go elsewhere Least persuaded by policies or statistics	Most concerned about AH attracting crime and lowering property values Oppose development in their neighborhoods
Most persuasive value	Responsibility	Fairness	Aesthetics	Aesthetics	Benefits us	Aesthetics	Responsibility
Best statistical statement (% very)	130,000 families spending too much for rent	Minimum wage earner cannot afford 2 BR apt	Minimum wage earner cannot afford 2 BR apt	Minimum wage earner cannot afford 2 BR apt	130,000 families spending too much for rent & Minimum wage earner cannot afford 2 BR apt	Minimum wage earner cannot afford 2 BR apt	Minimum wage earner cannot afford 2 BR apt
Most persuasive pro-argument (% strongly)	Housing is basic human right	Good to have diverse communities	Other aspects of lives more likely to succeed	Children's lives disrupted when families forced to move	Good to have diverse communities	Housing is a basic human right & Other aspects of lives more likely to succeed	Decent housing is a basic human right
Most persuasive anti-argument (% strongly)	AH is usually poorly maintained	AH is usually poorly maintained	Design of AH is usually unattractive	AH is usually poorly maintained	AH is usually poorly maintained	More important needs for tax dollars	AH would lower property values
Communication	Show solutions, appeal to responsibility value	Encourage action using fairness and basic right message Use minimum wage statement	Give examples of attractive AH	Raise awareness with minimum wage statement Frame messages as protecting children and communities Reinforce aesthetics of AH	Appeal to belief that AH will benefit us and preserve buildings	Neutralize by appealing to sense of responsibility, aesthetics, and we all benefit	Counter beliefs that AH brings crime and lower property values Appeal to sense of responsibility and that AH is a basic right

Cluster Tables

Biggest Problem Facing Chicago: Open End

	Total	Just Doers	It's Only Fair	Neighbor- hood Investors	Families First	Home- bodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%

Q1. In your opinion, what is the biggest problem facing the Chicago metropolitan region?

Open end. Top two responses are shown.

Crime, drugs (19%)	Jobs (20%)	Crime (24%)	Jobs (22%)	Traffic (20%)	Crime (20%)	Crime (23%)	Crime (18%)
Traffic (16%)	Crime (19%)	Traffic (15%)	Crime (16%)	Jobs (16%)	Jobs (19%)	Traffic (15%)	Traffic (17%)
Jobs, economy, cost of living (16%)							

Problems Facing the Chicago Region

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q2-9. Please tell me if you think each of these is a problem or not in the Chicago metropolitan region, including the country where you live. Is it a very big, moderate, or only small problem?								
<i>% saying very big problem</i>								
2. Crime	44%	50%	51%	46%	43%	40%	40%	39%
3. A lack of houses and apartments for moderate- and low-income people	42%	62%	55%	54%	45%	30%	25%	30%
4. Ineffective local government	23%	31%	28%	29%	28%	11%	16%	18%
5. Poor quality schools	40%	43%	48%	49%	36%	35%	32%	37%
6. The high cost of housing generally	48%	56%	58%	52%	53%	42%	37%	46%
7. Local taxes that are too high	45%	47%	45%	48%	44%	34%	41%	50%
8. Over-development	31%	37%	29%	30%	34%	38%	25%	29%
9. Discrimination against minorities	27%	39%	34%	33%	28%	12%	23%	20%

Issues in Local Community

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q10-17. Thinking about the local community where you live, please tell me if, in your opinion, there is too much, too little, or just the right amount of each of the following:								
10. Job openings								
Too little	62%	68%	58%	72%	60%	65%	55%	59%
Too much	2%	2%	4%	1%	3%	--	2%	2%
Right amount	28%	24%	25%	22%	29%	26%	34%	31%
11. Parks and open space								
Too little	32%	37%	31%	34%	30%	29%	30%	29%
Too much	4%	6%	6%	5%	1%	1%	5%	5%
Right amount	63%	55%	63%	59%	66%	69%	64%	65%
12. Public transportation								
Too little	34%	48%	37%	29%	38%	29%	31%	31%
Too much	4%	5%	2%	3%	5%	--	5%	3%
Right amount	59%	46%	59%	63%	55%	64%	62%	62%
13. Housing for people with low incomes								
Too little	59%	78%	70%	63%	62%	58%	43%	53%
Too much	4%	3%	3%	5%	5%	1%	8%	4%
Right amount	29%	16%	20%	25%	24%	29%	41%	36%
14. Housing for people with moderate- incomes								
Too little	32%	42%	36%	33%	25%	26%	32%	26%
Too much	5%	5%	7%	5%	4%	2%	6%	4%
Right amount	60%	51%	53%	58%	67%	70	59%	66%
15. Housing for people with high incomes								
Too little	7%	8%	9%	10%	4%	7%	6%	7%
Too much	36%	42%	37%	36%	38%	36%	32%	34%
Right amount	52%	45%	51%	50%	53%	51%	56%	54%
16. New stores and offices being built								
Too little	27%	35%	40%	30%	22%	28%	22%	19%
Too much	25%	24%	19%	16%	32%	23%	28%	31%
Right amount	45%	39%	39%	59%	44%	46%	49%	46%
17. New houses and apartments going up								
Too little	24%	28%	25%	29%	32%	17%	23%	16%
Too much	29%	27%	22%	27%	28%	32%	26%	40%
Right amount	43%	41%	48%	40%	37%	48%	47%	41%

**Preference for “Affordable Housing” vs.
“Housing for Moderate- and Low-Income People”**

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q18a. When you hear the term “affordable housing” do you generally think of it as describing a good thing or a bad thing for the community?(Split sample, Base N= 504)								
<i>% saying good thing</i>								
	80%	90%	90%	85%	84%	76%	71%	68%
Q18b. When you hear the term “housing for moderate- and low-income people” do you generally think of it as describing a good thing or a bad thing for the community?(Split sample, Base N= 496)								
<i>% saying good thing</i>								
	68%	83%	83%	62%	72%	88%	56%	51%

Importance of Affordable Housing Compared to Other Issues

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q19. Compared to other issues you are concerned about, how important to you is making sure we have more houses and apartments for moderate- and low-income people in the Chicago metropolitan region – very important, somewhat, not very, or not at all important?								
<i>% saying good thing</i>								
	51%	70%	71%	59%	54%	46%	30%	38%
Q57. Thinking about everything we have discussed, compared to other issues you are concerned about, how important to you is making sure we have more houses and apartments for moderate- and low-income people in the Chicago metropolitan region – very important, somewhat, not very, or not at all important?								
<i>% saying good thing</i>								
	43%	72%	67%	51%	38%	32%	21%	31%

Support for More Affordable Housing in One's Neighborhood

	Total	Just Doers	It's Only Fair	Neighbor- hood Investors	Families First	Home- bodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q20a/b. Would you support or oppose building more moderate-/low- income housing where you live? (Is that strongly or somewhat support/oppose?) (For Q20a, split sample, Base N= 504); (For Q20b, split sample, Base N= 496)								
Strongly support	31%	58%	44%	36%	35%	25%	16%	13%
Total support	66%	91%	85%	70%	68%	73%	51%	42%
Total oppose	32%	9%	12%	26%	29%	26%	48%	55%

Proposals to Ensure More Affordable Housing

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q21-28. Here are a few proposals some people have made for housing in the Chicago metropolitan region. Please tell me if you would favor or oppose each one: Would you favor/oppose that proposal?								
21. Strengthen Illinois laws to offer minorities and low-income people more protection from discrimination in housing.								
Strongly favor	52%	74%	66%	59%	57%	62%	30%	32%
Total favor	78%	93%	88%	81%	78%	92%	64%	64%
Total oppose	17%	5%	9%	15%	15%	3%	29%	29%
22. Eliminate property taxes for non-profit organizations that provide housing for low-income people.								
Strongly favor	39%	70%	47%	46%	36%	31%	23%	30%
Total favor	70%	95%	77%	80%	68%	64%	54%	62%
Total oppose	25%	2%	19%	18%	27%	27%	38%	34%
23. Use tax dollars to turn older buildings into apartments with social services for homeless people.								
Strongly favor	43%	75%	56%	54%	35%	44%	22%	28%
Total favor	77%	95%	85%	82%	79%	90%	60%	68%
Total oppose	19%	3%	14%	17%	15%	5%	36%	30%
24. Expand the federal program to help more low-income families pay their rent.								
Strongly favor	41%	88%	51%	46%	47%	13%	18%	28%
Total favor	73%	97%	82%	80%	83%	74%	48%	61%
Total oppose	24%	--	16%	16%	13%	26%	47%	35%
25. Require developers to offer 15% of all new or renovated housing developments affordable for people with moderate- and low incomes.								
Strongly favor	41%	72%	57%	43%	40%	44%	24%	22%
Total favor	73%	92%	86%	79%	73%	80%	55%	61%
Total oppose	24%	5%	12%	19%	25%	16%	40%	36%
26. Allow renters to take a tax deduction similar to the deduction homeowners receive for the interest on their mortgages.								
Strongly favor	35%	68%	40%	43%	33%	16%	23%	21%
Total favor	64%	88%	68%	73%	56%	48%	52%	59%
Total oppose	32%	9%	25%	24%	36%	49%	42%	37%
27. Reduce property taxes for elderly homeowners on small, fixed incomes.								
Strongly favor	72%	69%	82%	77%	74%	99%	54%	67%
Total favor	91%	89%	95%	95%	94%	99%	85%	89%
Total oppose	7%	11%	4%	3%	4%	--	13%	9%
28. Change local zoning laws to allow more apartment buildings in communities without many apartments.								
Strongly favor	26%	63%	31%	31%	21%	4%	19%	13%
Total favor	56%	89%	64%	58%	54%	41%	46%	42%
Total oppose	38%	4%	30%	37%	39%	52%	48%	53%

Entity With the Most Responsibility to Ensure Affordable Housing

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q29. In your opinion, who should be primarily responsible for making sure that there is enough housing for low-income people: the federal government, state government, private industry, or individuals and community groups?								
Federal gov't	21%	30%	24%	18%	23%	18%	20%	19%
State gov't	24%	29%	27%	25%	33%	21%	16%	22%
Local gov't	33%	30%	35%	36%	28%	49%	27%	32%
Private industry	4%	1%	1%	6%	3%	2%	10%	4%
Individuals and commun. groups	12%	6%	11%	10%	10%	6%	20%	14%
Don't know/Ref	6%	4%	3%	5%	3%	5%	7%	9%

Preference for More New Homes vs. Preserved, Rehabbed Homes

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q30. Which of these would you rather see in your own community: more new homes and buildings being built, or more older homes and buildings being preserved and rehabilitated?								
New Homes Built	26%	30%	33%	24%	21%	17%	28%	27%
Older Homes Preserved	67%	65%	64%	72%	74%	77%	61%	66%

Values that Support More Affordable Housing

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
<p>Q31-35. Here are a few reasons some people say they believe it is important to provide more housing for moderate- and low-income people. As I read each one, please tell me, in your opinion, how important it is as a reason to provide more housing. You can use a scale of 1 through 10, in which one means it is not at all important in your opinion, and a ten means it is an extremely important reason in your view to provide more housing for moderate- and low-income people. You can use any number from one to ten.</p> <p><i>% saying 10 or extremely important reason</i></p>								
31. People need a decent place to live, so they can have the opportunity to better themselves.	46%	66%	60%	55%	50%	43%	29%	29%
32. It is only fair that everyone have a decent place to live.	50%	63%	69%	62%	52%	44%	31%	38%
33. We all benefit from providing more housing people can afford, because when people have a decent place to live, they are more likely to act as good citizens.	35%	54%	51%	36%	44%	23%	21%	25%
34. New and rehabbed housing for moderate- and low-income people makes communities physically more attractive.	28%	36%	42%	35%	27%	22%	21%	19%
35. We have a responsibility to help people who need a place to live.	34%	57%	51%	41%	33%	23%	19%	18%

Arguments Opposing More Affordable Housing

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q36-42. Here are some statements people have made in opposition to putting more tax dollars into providing affordable houses and apartments for moderate- and low-income people. Please tell me if you agree or disagree with each. (Is that strongly or somewhat agree/disagree?)								
36. Crime usually goes up in neighborhoods where housing for low-income people is built.								
Strongly agree	23%	8%	11%	18%	17%	7%	24%	55%
Total agree	52%	22%	33%	47%	42%	45%	59%	93%
Total disagree	42%	70%	61%	47%	50%	49%	37%	2%
37. Putting housing for low-income families in my neighborhood would lower property values.								
Strongly agree	23%	4%	10%	16%	10%	3%	33%	60%
Total agree	49%	25%	30%	40%	40%	28%	61%	91%
Total disagree	47%	74%	62%	54%	54%	67%	36%	7%
38. Attracting more moderate- and low-income families to a neighborhood usually leads to worsening conditions in the schools.								
Strongly agree	13%	3%	2%	13%	6%	2%	27%	22%
Total agree	34%	16%	13%	27%	20%	14%	64%	55%
Total disagree	61%	81%	82%	60%	76%	79%	32%	42%
39. People are not helped by housing programs that give them something for free.								
Strongly agree	24%	11%	15%	18%	18%	8%	45%	34%
Total agree	50%	22%	34%	40%	32%	30%	88%	71%
Total disagree	45%	74%	59%	55%	61%	60%	11%	25%
40. There are more important needs for our tax dollars other than providing low-income housing.								
Strongly agree	17%	5%	6%	13%	11%	7%	54%	9%
Total agree	44%	22%	34%	33%	38%	26%	96%	39%
Total disagree	52%	78%	65%	64%	58%	62%	2%	57%
41. Housing for low-income people is usually poorly maintained.								
Strongly agree	34%	16%	22%	72%	25%	16%	31%	44%
Total agree	66%	41%	53%	97%	49%	57%	69%	81%
Total disagree	29%	53%	38%	2%	39%	41%	26%	15%
42. The design of housing for low-income people is usually unattractive.								
Strongly agree	21%	8%	9%	74%	9%	7%	20%	10%
Total agree	47%	30%	33%	96%	29%	32%	57%	34%
Total disagree	48%	65%	59%	1%	60%	59%	40%	61%

Arguments Supporting More Affordable Housing

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q43-50. Here are some statements people have made in support of putting more tax dollars into providing affordable houses and apartments for moderate- and low-income people. Please tell me if you agree or disagree with each. (Is that strongly or somewhat agree/disagree?)								
43. When families are forced to move because they cannot afford to stay in their apartments or homes, their children's lives are disrupted and they often do not succeed in school.								
Strongly agree	52%	65%	52%	57%	90%	48%	32%	42%
Total agree	81%	90%	77%	89%	96%	85%	71%	73%
Total disagree	16%	9%	21%	8%	1%	14%	27%	22%
44. Decent housing is a basic human right.								
Strongly agree	59%	73%	88%	62%	74%	50%	33%	48%
Total agree	83%	94%	96%	89%	89%	85%	62%	76%
Total disagree	16%	6%	3%	9%	11%	14%	35%	23%
45. The more people have decent places to live, the less crime society will have.								
Strongly agree	39%	54%	36%	38%	83%	23%	21%	29%
Total agree	74%	90%	67%	75%	98%	78%	57%	65%
Total disagree	23%	8%	30%	21%	--	17%	40%	32%
46. When people have adequate places to live, all the other aspects of their lives are more likely to succeed – from health to their children's schooling, to finding a job.								
Strongly agree	53%	64%	66%	64%	86%	44%	33%	35%
Total agree	87%	93%	90%	96%	98%	90%	80%	75%
Total disagree	11%	6%	10%	3%	--	8%	20%	22%
47. When there is not enough housing, buying or renting a home gets more expensive for everyone, so anything to increase the supply of housing helps everyone.								
Strongly agree	41%	53%	72%	45%	44%	25%	24%	29%
Total agree	77%	89%	93%	82%	76%	75%	64%	68%
Total disagree	21%	7%	5%	17%	21%	21%	33%	30%
48. It is important to save housing for moderate- and low-income people in areas that are becoming more expensive, so minorities and long-term residents are not pushed out of their neighborhoods.								
Strongly agree	48%	63%	84%	54%	43%	46%	31%	27%
Total agree	82%	91%	95%	89%	83%	92%	69%	66%
Total disagree	15%	7%	2%	9%	11%	6%	29%	30%
49. It is important to have plenty of moderate- and low-income housing because someone in my own family, or I, might need it some day.								
Strongly agree	44%	62%	82%	49%	44%	28%	22%	30%
Total agree	79%	92%	97%	86%	74%	80%	61%	70%
Total disagree	20%	7%	2%	13%	20%	18%	36%	30%

Arguments Supporting More Affordable Housing (Continued)

	Total	Just Doers	It's Only Fair	Neighbor-hood Investors	Families First	Home-bodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
50. It is good to have diverse communities and an adequate supply of affordable housing promotes racially and ethnically diverse communities.								
Strongly agree	52%	65%	94%	63%	32%	57%	30%	34%
Total agree	88%	96%	97%	93%	81%	94%	80%	81%
Total disagree	10%	4%	--	6%	17%	3%	16%	14%

Impact of Latino Population on the Region

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q51. In your view, has the increase in the Latino population in the last ten years been a good thing for the region or not?								
Good thing	54%	66%	66%	59%	46%	51%	46%	45%
Not a good thing	17%	14%	12%	17%	14%	9%	25%	22%
Don't know	26%	17%	22%	22%	38%	35%	25%	29%

Statistical Arguments for More Affordable Housing

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q52-54. Here are some statements about the lack of houses and apartments for moderate- and low-income people in the Chicago metropolitan region. Please tell me if you think each is a very strong, somewhat strong, somewhat weak, or a very weak reason for putting more tax dollars into housing.								
<i>% saying very strong reason</i>								
52. There is affordable rental housing available for only half the families who need them in the Chicago metro area.	30%	47%	40%	33%	37%	34%	18%	17%
53. Someone earning minimum wage would have to work 140 hours a week to afford the average two bedroom apartment in the Chicago metropolitan area.	48%	60%	68%	58%	59%	42%	25%	37%
54. One hundred and thirty thousand poor families in the region are living two families to an apartment, or are spending so much for rent they have little left over for food and clothing.	44%	67%	53%	51%	50%	42%	24%	33%

Tax Deductions for Homeowners & Improving Existing Communities

	Total	Just Doers	It's Only Fair	Neighborhood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Total	100%	13%	14%	15%	11%	9%	20%	19%
Q55-56. Do you agree or disagree with each of these statements: (Is that strongly or somewhat agree/disagree?).								
55. The government gives middle and upper-income people a lot of housing assistance through the tax deduction on the interest on their home mortgages.								
Strongly agree	26%	37%	31%	29%	27%	16%	20%	22%
Total agree	56%	67%	62%	59%	52%	61%	48%	49%
Total disagree	36%	31%	28%	29%	38%	32%	45%	43%
56. We should be spending our tax revenues on improving existing communities and the housing where people now live, rather than putting tax dollars into new development that uses up farmland and space.								
Strongly agree	54%	57%	59%	64%	64%	46%	46%	46%
Total agree	78%	80%	81%	83%	82%	73%	75%	75%
Total disagree	18%	17%	15%	17%	17%	19%	20%	20%

Cluster Demographics

	Total (100%)	Just Doers	It's Only Fair	Neighbor- hood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Gender (Female %)	52%	Mostly women (62%)	Mostly women (62%)	50%	Mostly men (44%)	54%	Mostly men (45%)	51%
Age								
18-34	34%	High 38%	30%	33%	32%	Lowest 29%	33%	Highest 41%
35-44	22%	23%	Highest 30%	23%	22%	26%	Lowest 18%	Lowest 18%
45-54	18%	19%	18%	19%	21%	15%	17%	18%
55+	25%	Lowest 19%	22%	25%	Low 21%	High 30%	Highest 32%	22%
Race								
White	62%	58%	Lowest 52%	61%	Highest 69%	60%	63%	High 66%
Black	18%	High 25%	Highest 27%	Low 14%	Lowest 9%	High 23%	Low 13%	18%
Hispanic	15%	14%	15%	Highest 22%	15%	Lowest 10%	15%	12%
Asian	4%	Low 2%	5%	2%	6%	7%	Highest 8%	2%
Other	1%	1%	*	*	1%	1%	1%	2%
HH income								
<\$25K	20%	Highest 29%	High 28%	22%	17%	Lowest 12%	17%	Low 15%
\$25K-\$50K	25%	27%	27%	Highest 34%	Lowest 21%	23%	24%	22%
\$50K-\$100K	28%	24%	25%	Lowest 22%	31%	28%	Highest 33%	27%
\$100K+	10%	7%	Lowest 6%	12%	9%	12%	9%	Highest 15%
Education								
<HS/HS	28%	31%	30%	30%	Highest 36%	26%	25%	Lowest 22%
Sme Clg	26%	28%	Highest 33%	24%	Lowest 18%	Lowest 18%	Low 21%	Highest 33%
Clg grad	30%	30%	Lowest 25%	26%	27%	Highest 36%	High 35%	32%
Post grad	16%	Lowest 10%	Low 12%	Highest 21%	19%	19%	18%	12%
Parents								
Y	41%	43%	Highest 49%	42%	High 46%	38%	Lowest 35%	38%
N	58%	57%	Lowest 51%	57%	Low 53%	61%	Highest 64%	62%
Married								
Y	54%	Lowest 40%	51%	Highest 65%	High 58%	High 60%	54%	55%
N	45%	Highest 60%	48%	Lowest 35%	42%	Low 40%	45%	45%
Years in area								
<10	18%	21%	16%	Highest 23%	14%	14%	21%	16%
10-20	14%	11%	Highest 19%	13%	17%	14%	15%	12%
20+	67%	68%	64%	64%	69%	Highest 72%	63%	Highest 72%
Democrat Republican	55% 29%	Highest 68% Lowest 17%	High 66% Low 19%	58% 29%	52% 29%	53% 29%	Lowest 46% Highest 38%	Lowest 46% High 34%
Liberal Mod Con	36% 29% 30%	Highest 53% Lowest 18% Lowest 25%	High 43% 30% Lowest 25%	36% 32% 29%	39% 27% 30%	High 40% 27% 30%	29% 29% Highest 36%	Lowest 24% Highest 38% 32%
Reg voter Not	82% 17%	Lowest 77% Highest 22%	79% 19%	80% 19%	81% 19%	Highest 92% Lowest 8%	80% 19%	85% 14%

Cluster Demographics

	Total (100%)	Just Doers	It's Only Fair	Neighbor- hood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
2000 voter Not	79% 20%	76% Highest 24%	77% 23%	80% 20%	83% 17%	Highest 86% Lowest 14%	80% 20%	77% 22%
Online sldm Some A lot	40% 16% 44%	High 45% 12% 43%	Highest 48% 14% Lowest 37%	39% 15% 45%	41% Lowest 10% Highest 49%	38% Highest 22% Low 39%	39% 15% 45%	Lowest 34% High 21% 44%
Read newspaper Sldm Some A lot	 27% 32% 40%	 28% 28% High 45%	 Highest 34% 31% Lowest 34%	 26% 34% 40%	 24% 32% 43%	 Lowest 22% 33% Highest 46%	 26% 34% 40%	 30% 29% 40%
Attend relig. services Freq Occas Sldm	 40% 35% 23%	 40% 35% 20%	 42% Lowest 31% Highest 27%	 39% Highest 39% 22%	 40% 34% 24%	 Highest 44% 33% 23%	 39% Highest 39% 22%	 39% 34% 24%
Catholics Protestants Other Xians	35% 27% 15%	Lowest 26% 27% 17%	35% 25% Highest 21%	High 39% Lowest 20% High 18%	37% 28% Lowest 11%	30% Highest 38% 12%	High 39% Lowest 20% High 18%	Highest 41% Low 23% 13%
Volunteered in a church/relig. inst. in the last two years Yes No	 40% 59%	 39% 60%	 Lowest 34% Highest 66%	 Highest 44% 56%	 40% 59%	 Highest 44% 56%	 Highest 44% 56%	 41% 58%
Volunteered in a soup kitchen, homeless shelter, etc. Yes No	 30% 69%	 Highest 36% Lowest 63%	 29% 71%	 High 34% 66%	 32% 68%	 High 35% Low 65%	 High 34% 66%	 Lowest 24% Highest 74%
Other volunteer work Yes No	 59% 41%	 Highest 64% Lowest 35%	 High 62% 38%	 56% 43%	 Low 54% Highest 46%	 60% 39%	 56% 43%	 56% 43%
Contacted an elected official Yes No	 42% 58%	 40% 59%	 45% 55%	 High 48% Low 52%	 40% 60%	 Highest 51% Lowest 49%	 High 48% Low 52%	 Lowest 35% Highest 64%
Written a letter to the editor of a newspaper Yes No	 11% 89%	 11% 88%	 11% 89%	 9% 90%	 9% 91%	 10% 90%	 11% 88%	 12% 87%

Cluster Demographics

	Total (100%)	Just Doers	It's Only Fair	Neighbor- hood Investors	Families First	Homebodies	Budget Conscious	Well Off Worried
Spoken in public about an issue you care about								
Yes	26%	High 30%	Highest 31%	28%	Low 20%	26%	27%	Lowest 17%
No	73%	Lowest 67%	Low 69%	71%	High 80%	72%	72%	Highest 82%
House Apartment	59% 26%	Low 48% Highest 42%	Low 53% High 36%	Lowest 51% 29%	High 68% Low 18%	Highest 71% Low 13%	58% 24%	High 67% Lowest 17%
Own home Rent	65% 33%	Low 48% Highest 51%	Lowest 53% High 45%	Low 57% High 41%	High 71% Low 24%	Highest 82% Lowest 17%	High 71% Low 27%	High 75% Low 23%
Trouble paying rent currently	21%	27%	33%	25%	17%	7%	13%	20%
Chicago Old suburb New suburb Small town Rural comm.	32% 38% 12% 12% 4%	35% 38% 11% 11% 5%	High 37% 33% 9% 13% 5%	Highest 40% Lowest 33% 14% 12% 1%	Lowest 25% 36% Highest 17% 15% 5%	Low 26% Highest 52% 8% Lowest 7% 5%	Low 28% 41% 14% 11% 5%	31% 39% 12% 14% 3%
Chicago Cook suburb Other suburb	36% 32% 31%	High 41% Low 25% 34%	Highest 46% Lowest 22% 32%	High 43% 33% Lowest 24%	Lowest 29% High 36% Highest 35%	33% 35% 33%	Lowest 29% Highest 40% 31%	35% 33% 33%

Appendix A: Methods

Sample

BRS conducted a total of 1,000 interviews among residents of six counties encompassing the Chicago metropolitan area: Cook, DuPage, Kane, Lake, McHenry, and Will counties. The survey was conducted from October 11 through October 21, 2002, using a random digit dial (RDD) probability cluster sample.

Data were weighted by race and age to reflect the proper proportions as indicated by 2000 Census figures.

All sample surveys are subject to possible sampling error; that is, the results may differ from those that would be obtained if the entire population under study were interviewed. The margin of sampling error for the study ($n = 1,000$) is plus or minus 3.1 percentage points at the 95% level of confidence. This means that in 95 out of 100 samples of this size, the results obtained in the sample would fall in a range of ± 3.1 percentage points of what would have been obtained if every adult in the region had been interviewed. The sampling error is larger for smaller groups within the sample. Other non-sampling errors may also contribute to total survey error.

For comparison purposes, the sample was randomly split for a few questions in the survey so that half ($n = 504$) randomly received one question and half ($n = 496$) randomly received another. The margin of error for these questions is ± 4.4 percentage points.

The table at the end of this section shows the demographic composition of the survey respondents.

Questionnaire

BRS drafted a questionnaire in collaboration with members of the Housing Illinois coalition. Once finalized, the questionnaire was subjected to a pretest, which resulted in slight modifications in terms of question wording and questionnaire length. The questionnaire was also translated into Spanish by a native Spanish speaker, and then reviewed by a bilingual researcher at BRS to assure the accuracy of the translation. Throughout the field period, bilingual interviewers were available to interview in English and Spanish. A total of 35 interviews were conducted in Spanish.

Interviewing

The fieldwork was conducted by telephone using a computer-assisted telephone interviewing (CATI) system, from October 11 through October 21, 2002 by a team of professional, fully-trained and supervised telephone interviewers.

Briefing sessions familiarized the interviewers with the instrument for this study, and BRS monitored interviewing and data collection at all stages to ensure quality. The average length of each interview was 20 minutes.

Data Analysis

All of the questions in this study have been cross tabulated and analyzed by demographic and other characteristics. In addition to cross tab analysis, we conducted cluster analysis to segment the residents into like-minded groups based on their attitudes on the affordable housing issue. Segmentation reveals the distinctions of opinions between and within demographic groups. Regression analysis was also conducted, which helps discern which variables best predict or affect other variables.

Sample Composition

	Unweighted N =	Unweighted %	Weighted %
Total	1,000	100%	100%
Men	464	46%	48%
Women	536	54	52
18-34	271	27%	34%
35-44	246	25	22
45-54	186	19	18
55+	261	26	24
Don't know	5	1	*
Refuse	31	3	*
White	635	64%	62%
Black	160	16	18
Hispanic	116	12	15
Asian	25	3	4
Something else	20	2	*
No answer/refuse	44	5	*
Cook County -- Chicago	343	34%	36%
Cook County -- Suburban	327	33	32
DuPage, Kane, Lake, McHenry, and Will	330	33	31

**Appendix B:
Questionnaire with Response Totals**

**Housing Illinois
Survey of Chicago Metropolitan Region Residents
Questionnaire with Topline Results**

Interviewing conducted October 11 through October 21, 2002.

N = 1000 residents of the Chicago metropolitan region.

Data have been weighted by race and age.

Margin of sampling error is ± 3.1 percentage points.

Percents may add to 99% or 101% due to rounding.

* indicates less than 1% , -- indicates zero.

Hello my name is _____. I am helping conduct a public opinion poll. May I speak to the person in your household who is over age 18 and had a birthday most recently? We are conducting a survey of people in Illinois about local issues. We are not selling anything and all the answers are confidential. If you don't mind, here is the first question:

1. In your opinion, what is the biggest problem facing the Chicago metropolitan region? OPEN END

CRIME/DRUGS 19%
 JOBS/ECONOMY 16
 TRAFFIC 16
 EDUCATION 11
 GANGS 6
 AFFORDABLE HOUSING..... 4

TAXES 3
 CORRUPT GOV'T/POLS..... 3
 OVERDEVELOPMENT 3
 RACIAL ISSUES 2
 POLICE 2
 POVERTY 1
 HOMELESSNESS 1
 MISCELLANEOUS 11
 DON'T KNOW 8

Please tell me if you think each of these things is a problem or not, in the Chicago metropolitan region including the county where you live. First, how about:

	Very big problem	Moderate problem	Small problem	Not a problem	DK/ Refuse
2. Crime	44%	36	11	9	*
3. A lack of houses and apartments for moderate- and low-income people	42%	31	8	15	4
4. Ineffective local government	23%	35	15	23	4
5. Poor quality schools	40%	24	10	20	6
6. The high cost of housing generally	48%	35	5	10	2
7. Local taxes that are too high	45%	34	7	10	3
8. Over-development	31%	28	13	25	3
9. Discrimination against minorities	27%	34	14	21	3

Thinking about the local community where you live, please tell me if, in your opinion, there is too much, too little, or just the right amount of each of the following:

	Too much	Too little	Right amount	DK/ Refuse
10. Job openings	2%	62	28	9
11. Parks and open space	4%	32	63	1
12. Public transportation	4%	34	59	3
13. Housing for people with low incomes	4%	59	29	8
14. Housing for people with moderate-incomes	5%	32	60	3
15. Housing for people with high incomes	36%	7	52	5
16. New stores and office being built	25%	27	45	2
17. New houses and apartments going up	29%	24	43	4

18a. When you hear the term “affordable housing” do you generally think of it as describing a good thing or a bad thing for the community? <i>(Split sample, Base N= 504)</i>	GOOD THING	80%
	BAD THING	15
	DON'T KNOW	5
	REFUSE	*

18b. When you hear the term “housing for moderate- and low-income people” do you generally think of it as describing a good thing or a bad thing for the community? <i>(Split sample, Base N= 496)</i>	GOOD THING	68%
	BAD THING	22
	DON'T KNOW	9
	REFUSE	1

19. Compared to other issues you are concerned about, how important to you is making sure we have more houses and apartments for moderate- and low-income people in the Chicago metropolitan region – very important, somewhat, not very, or not at all important?	VERY IMPORTANT	51%
	SOMEWHAT IMPORTANT	37
	NOT VERY IMPORTANT	7
	NOT AT ALL IMPORTANT	4
	DON'T KNOW	1
	REFUSE	*

20a. Would you support or oppose building more moderate- and low-income housing in the area where you live? (Is that strongly or somewhat support/oppose?) <i>(Split sample, Base N= 504)</i>	STRONGLY SUPPORT	31%
	SOMEWHAT SUPPORT	36
	SOMEWHAT OPPOSE	13
	STRONGLY OPPOSE	17
	DON'T KNOW	2
	REFUSE	*

20b. Would you support or oppose building more low- and moderate-income housing in the area where you live? (Is that strongly or somewhat support/oppose?) (<i>Split sample, Base N= 496</i>)	STRONGLY SUPPORT..... 30%
	SOMEWHAT SUPPORT 34
	SOMEWHAT OPPOSE..... 17
	STRONGLY OPPOSE 17
	DON'T KNOW 2
	REFUSE..... --

Here are a few proposals some people have made for housing in the Chicago metropolitan region. Please tell me if you would favor or oppose each one: Would you favor/oppose that proposal somewhat or strongly?

	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	DK/ Refuse
21. Strengthen Illinois laws to offer minorities and low-income people more protection from discrimination in housing.	52%	26	9	8	5
22. Eliminate property taxes for non-profit organizations that provide housing for low-income people.	39%	31	13	12	4
23. Use tax dollars to turn older buildings into apartments with social services for homeless people.	43%	34	10	9	3
24. Expand the federal program to help more low-income families pay their rent.	41%	32	15	9	3
25. Require developers to offer 15% of all new or renovated housing developments affordable for people with moderate and low incomes.	41%	32	13	11	3
26. Allow renters to take a tax deduction similar to the deduction homeowners receive for the interest on their mortgages.	35%	29	15	17	5
27. Reduce property taxes for elderly homeowners on small, fixed incomes.	72%	19	4	3	1
28. Change local zoning laws to allow more apartment buildings in communities without many apartments.	26%	30	19	19	6

29. In your opinion, who should be primarily responsible for making sure that there is enough housing for low-income people: the federal government, state government, private industry, or individuals and community groups?	FEDERAL GOVERNMENT 21%
	STATE GOVERNMENT 24
	LOCAL GOVERNMENT 33
	PRIVATE INDUSTRY 4
	INDIVIDUALS/ GROUPS 12
	DON'T KNOW..... 5
	REFUSE 1

30. Which of these would you rather see in your own community: more new homes and buildings being built, or more older homes and buildings being preserved and rehabilitated?	NEW HOMES BUILT 26%
	OLDER HOMES REHAB..... 67
	DON'T KNOW..... 6
	REFUSE 1

Here are a few reasons some people say they believe it is important to provide more housing for moderate- and low-income people. As I read each one, please tell me, in your opinion, how important it is as a reason to provide more housing. You can use a scale of 1 through 10, in which one means it is not at all important in your opinion, and a ten means it is an extremely important reason in your view to provide more housing for moderate- and low-income people. You can use any number from one to ten.

	% saying 10 extremely important
31. People need a decent place to live, so they can have the opportunity to better themselves.	46%
32. It is only fair that everyone have a decent place to live.	50%
33. We all benefit from providing more housing people can afford, because when people have a decent place to live, they are more likely to act as good citizens.	35%
34. New and rehabbed housing for moderate- and low-income people makes communities physically more attractive.	28%
35. We have a responsibility to help people who need a place to live.	34%

Here are some statements people have made in opposition to putting more tax dollars into providing affordable houses and apartments for moderate- and low-income people. Please tell me if you agree or disagree with each. (Is that strongly or somewhat agree/disagree?)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/ Refuse
36. Crime usually goes up in neighborhoods where housing for low-income people is built.	23%	29	27	15	6
37. Putting housing for low-income families in my neighborhood would lower property values.	23%	26	28	19	4
38. Attracting more moderate- and low-income families to a neighborhood usually leads to worsening conditions in the schools.	13%	21	34	27	6
39. People are not helped by housing programs that give them something for free.	24%	26	23	22	5
40. There are more important needs for our tax dollars other than providing low-income housing.	17%	27	31	21	3
41. Housing for low-income people is usually poorly maintained.	34%	32	18	11	6
42. The design of housing for low-income people is usually unattractive.	21%	26	29	19	5

Here are some statements people have made in support of putting more tax dollars into providing affordable houses and apartments for moderate- and low-income people. Please tell me if you agree or disagree with each. (Is that strongly or somewhat agree/disagree?)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/ Refuse
43. When families are forced to move because they cannot afford to stay in their apartments or homes, their children's lives are disrupted and they often do not succeed in school.	52%	29	10	6	2
44. Decent housing is a basic human right.	59%	24	9	7	1
45. The more people have decent places to live, the less crime society will have.	39%	35	14	9	3
46. When people have adequate places to live, all the other aspects of their lives are more likely to succeed – from health to their children's schooling, to finding a job.	53%	34	6	5	1
47. When there is not enough housing, buying or renting a home gets more expensive for everyone, so anything to increase the supply of housing helps everyone.	41%	36	14	7	2
48. It is important to save housing for moderate- and low-income people in areas that are becoming more expensive, so minorities and long-term residents are not pushed out of their neighborhoods.	48%	34	9	6	3
49. It is important to have plenty of moderate- and low-income housing because someone in my own family, or I, might need it some day.	44%	35	11	9	2
50. It is good to have diverse communities and an adequate supply of affordable housing promotes racially and ethnically diverse communities.	52%	36	6	4	3

51. In your view, has the increase in the Latino population in the last ten years been a good thing for the region or not?	GOOD THING.....54%
	NOT A GOOD THING.....17
	DON'T KNOW26
	REFUSE.....3

Here are some statements about the lack of houses and apartments for moderate- and low-income people in the Chicago metropolitan region. Please tell me if you think each is a very strong, somewhat strong, somewhat weak, or a very weak reason for putting more tax dollars into housing.

	Very strong	Somewhat strong	Somewhat weak	Very weak	DK/ Refuse
52. There is affordable rental housing available for only half the families who need them in the Chicago metropolitan area.	30%	34	17	8	11
53. Someone earning minimum wage would have to work one hundred and forty hours a week to afford the average two-bedroom apartment in the Chicago metropolitan area.	48%	25	12	8	6
54. One hundred and thirty thousand poor families in the region are living two families to an apartment, or are spending so much for rent they have little left over for food and clothing.	44%	32	11	7	7

Do you agree or disagree with each of these statements: (Is that strongly or somewhat agree/disagree?).

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/ Refuse
55. The government gives middle and upper-income people a lot of housing assistance through the tax deduction on the interest on their home mortgages.	26%	30	18	18	9
56. We should be spending our tax revenues on improving existing communities and the housing where people now live, rather than putting tax dollars into new development that uses up farmland and space.	54%	24	12	6	3

57. Thinking about everything we have discussed, compared to other issues you are concerned about, how important to you is making sure we have more houses and apartments for moderate- and low-income people in the Chicago metropolitan region – very important, somewhat, not very, or not at all important?	VERY IMPORTANT 43%
	SOMEWHAT IMPORTANT 43
	NOT VERY IMPORTANT 9
	NOT AT ALL IMPORTANT 3
	DON'T KNOW 1
	REFUSE *

D1. Please tell me which of the following best describes where you live:	In the city of Chicago itself 32%
	In an older suburb 39
	In a newer suburb 12
	In a small town 12
	In a rural community 4
	OTHER *
	DON'T KNOW *
	REFUSE *

D2. Do you consider yourself to be a Democrat, a Republican, an Independent, or something else?	DEMOCRAT 41%
	REPUBLICAN 20
	INDEPENDENT 24
	SOMETHING ELSE 9
	DON'T KNOW 4
	REFUSE 2

D3. IF INDEPENDENT, SOMETHING ELSE, DK, OR REFUSE: Do you lean more to the Democratic Party or more to the Republican Party? (<i>Base N = 407</i>)	DEMOCRAT 36%
	REPUBLICAN 22
	DON'T KNOW 30
	REFUSE 13

PARTY ID: D2 & D3 Combined.	DEMOCRAT 55%
	REPUBLICAN 29
	DON'T KNOW 12
	REFUSE 5

D4. Do you consider yourself politically very liberal, somewhat liberal, middle of the road, somewhat conservative, or very conservative?	VERY LIBERAL.....	12%
	SOMEWHAT LIBERAL.....	24
	MIDDLE OF ROAD.....	29
	SOMEWHAT CONSERVATIVE.....	20
	VERY CONSERVATIVE.....	10
	DON'T KNOW.....	3
	REFUSE.....	2

D5. Are you registered to vote at your current address?	YES.....	82%
	NO.....	17
	DON'T KNOW.....	1
	REFUSE.....	*

D6. Did you happen to have a chance to vote in the 2000 Presidential elections?	YES.....	79%
	NO.....	20
	DON'T KNOW.....	1
	REFUSE.....	*

D7. How often do you use the Internet – never, occasionally, one or two days a week, three or four days a week, or five to seven days a week?	NEVER.....	25%
	OCCASIONALLY.....	15
	ONE OR TWO DAYS A WEEK.....	8
	THREE OR FOUR DAYS.....	8
	FIVE TO SEVEN.....	44
	DON'T KNOW.....	1
REFUSE.....	*	

D8. How often do you read a daily or Sunday newspaper? Rarely, occasionally, once or twice a week, three to four times a week, or five to seven times a week?	RARELY.....	8%
	OCCASIONALLY.....	19
	ONE OR TWO TIMES A WEEK.....	17
	THREE OR FOUR TIMES.....	15
	FIVE TO SEVEN.....	40
	DON'T KNOW.....	*
REFUSE.....	*	

D9. Is your religious preference Roman Catholic, Mormon, Baptist, other Protestant, other Christian, Jewish, Muslim, something else, or nothing?	CATHOLIC..... 35%
	MORMON*
	BAPTIST 11
	OTHER PROTESTANT..... 16
	OTHER CHRISTIAN..... 15
	JEWISH..... 2
	MUSLIM..... 1
	SOMETHING ELSE..... 4
	NOTHING 10
	DON'T KNOW..... 3
	REFUSE 3

D10. How often would you say that you attend services in a church or synagogue or elsewhere - more than once a week, about once a week, at least once a month, a few times a year, less often than that, or never?	MORE THAN ONCE A WEEK 12%
	ONCE A WEEK..... 28
	ONCE A MONTH 13
	FEW TIMES A YEAR 22
	LESS OFTEN..... 9
	NEVER 14
	DON'T KNOW..... 1
	REFUSE 1

Have you volunteered for any of these in the last two years:

D11. A church or other religious institution?	YES..... 40%
	NO..... 59
	DON'T KNOW.....*
	REFUSE*
D12. A soup kitchen, homeless shelter or other organization working with the poor?	YES..... 30%
	NO..... 69
	DON'T KNOW.....*
	REFUSE*
D13. Have you performed other volunteer work?	YES..... 59%
	NO..... 41
	DON'T KNOW.....*
	REFUSE*

In the last two years, have you done any of these:

D14. Contacted an elected official by phone,
letter or email about an issue?

YES.....	42%
NO.....	58
DON'T KNOW.....	*
REFUSE.....	*

D15. Written a letter to the editor of a
newspaper?

YES.....	11%
NO.....	89
DON'T KNOW.....	*
REFUSE.....	*

D16. Spoken in public about an issue or a
cause you cared about?

YES.....	26%
NO.....	73
DON'T KNOW.....	1
REFUSE.....	*

D17. Are you married, living with a life
partner, divorced, separated, widowed, or
single – that is, never been married?

MARRIED.....	50%
LIFE PARTNER.....	4
DIVORCED.....	7
SEPARATED.....	2
WIDOWED.....	7
SINGLE.....	28
DON'T KNOW.....	*
REFUSE.....	*

D18. How many children under 18 are
living in your household?

NONE.....	58%
1.....	16
2.....	15
3.....	7
4.....	2
5.....	1
6.....	*
7.....	*
8+.....	*
DON'T KNOW.....	*
REFUSE.....	1

D19. (IF CHILDREN IN D18) Are any of
them in kindergarten through high school?
(Base N = 396)

YES.....	79%
NO.....	21
DON'T KNOW.....	--
REFUSE.....	*

D20. (IF YES TO D19) Do they attend public, private independent, parochial schools, are they taught at home, or something else? MULTIPLE RESPONSE (Base N = 318)	PUBLIC.....	80%
	PRIVATE.....	16
	PAROCHIAL.....	5
	TAUGHT AT HOME	2
	SOMETHING ELSE.....	1
	DON'T KNOW.....	--
	REFUSE	--

D21. What was the last grade of school you completed?	LESS THAN HS	7%
	HS GRAD/GED.....	21
	SOME COLLEGE.....	26
	COLLEGE GRAD	30
	GRAD WORK/GRAD DEGREE	16
	DON'T KNOW.....	*
	REFUSE	*

D22. How long have you lived in the Chicago metropolitan region?	0 - 2 YEARS	4%
	2 - 5 YEARS	7
	5 - 10 YEARS	7
	10 - 20 YEARS	14
	20+ YEARS.....	67
	DON'T KNOW.....	*
	REFUSE	*

D23. Do you currently live in a house, an apartment, a condo, a townhouse, or something else?	HOUSE	59%
	APARTMENT	26
	CONDO.....	7
	TOWNHOUSE	6
	SOMETHING ELSE.....	1
	DON'T KNOW.....	*
	REFUSE	*

D24. Do you own or rent your home?	OWN.....	65%
	RENT	33
	DON'T KNOW.....	2
	REFUSE	*

D25. AGE. In what year were you born?	18-34.....	34%
	35-44.....	22
	45-54.....	18
	55-64.....	11
	65+.....	13
	DON'T KNOW.....	*
	REFUSE	*

D26. And thinking about yourself, have you ever had a month or more when it was hard for you to pay your rent or mortgage, because of a lack of money?	YES..... 63%
	NO..... 36
	DON'T KNOW..... 1
	REFUSE.....*

D27. (IF YES TO OR DK TO D26) Is that true for you currently? (Base N = 637)	YES..... 33%
	NO..... 65
	DON'T KNOW..... 2
	REFUSE.....*

D28. Do you consider yourself to be Latino or Hispanic? IF YES: Is your ancestry Mexican, Puerto Rican, or something else?	WHITE..... 62%
	BLACK..... 18
	HISPANIC..... 15
	MEXICAN..... 13
	PUERTO RICAN..... 2
	OTHER..... 1
D29. What is your race: are you white, black or African American, Asian or Pacific Islander, Native American, or something else?	ASIAN..... 4
	NATIVE AMERICAN.....*
	SOMETHING ELSE.....*
	DON'T KNOW.....*
	REFUSE.....*

D30. Stop me when I come to the category in which your total household income fell before taxes last year, in 2001. Your best estimate is fine.	\$0-\$15K..... 8%
	\$15K-\$25K..... 12
	\$25K-\$35K..... 10
	\$35K-\$50K..... 15
	\$50K-\$75K..... 17
	\$75K-\$100K..... 10
	\$100K+..... 10
	DON'T KNOW..... 3
	REFUSE..... 14

GENDER	MALE..... 48%
	FEMALE..... 52

COUNTY	COOK..... 69%
	DUPAGE..... 11
	KANE..... 5
	LAKE..... 7
	MCHENRY..... 3
	WILL..... 6
