



Homelessness 2024 Election Survey

Among 2,202 U.S. adults

— OCTOBER 2024



Project Overview

OBJECTIVES

- To understand how concerned Americans' are about homelessness.
- Determine how much of an impact a candidate's stance on homelessness will have at the ballot box.
- Assess which approaches and policies Americans' prefer when it comes to addressing homelessness.

METHODOLOGY

This poll was conducted between September 27-September 28, 2024 among a sample of 2,202 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment.

Results from the full survey have a margin of error of plus or minus 2 to 3 percentage points depending on the audience.

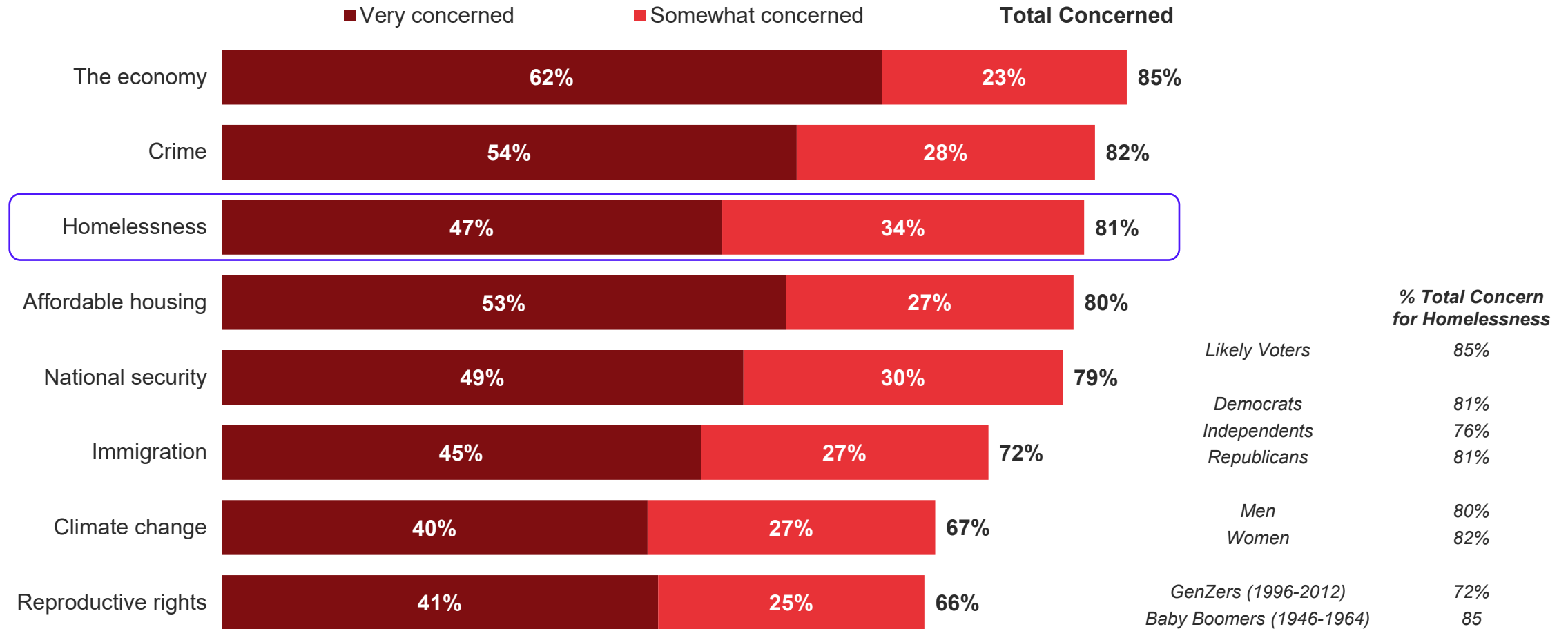
Key Takeaways

- 1** Homelessness is a major – and bipartisan – concern for Americans.
- 2** The stance candidates take on homelessness could have a major impact on elections, and this is true at all levels.
- 3** Across the political spectrum, Americans want policies that focus on getting people housed over punitive sweeps and bans.
- 4** Knowing that this approach has worked at greatly reducing homelessness among the veteran community, Americans want the same approach for all, and they want to tap into Federal funds to implement such policies.

AMERICANS' CONCERNS

Homelessness and affordable housing are some of the most major concerns Americans have, and this sentiment is non-partisan.

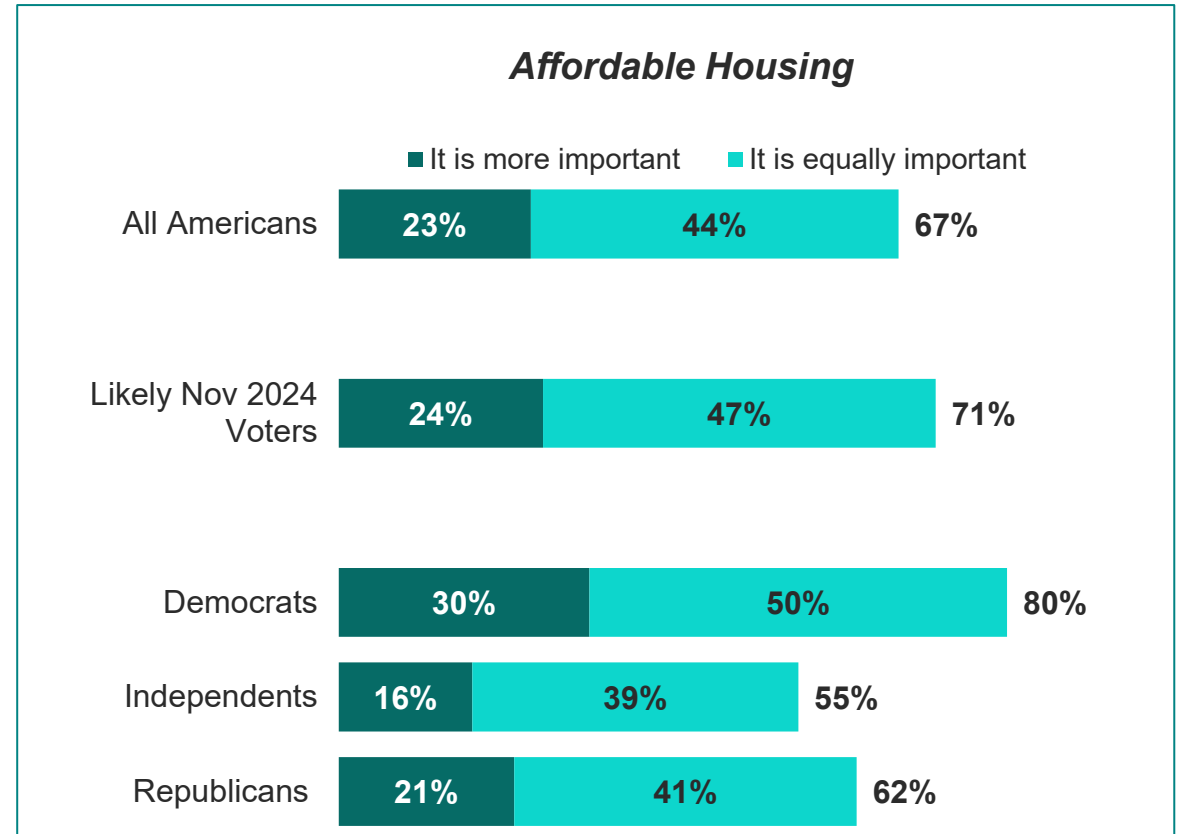
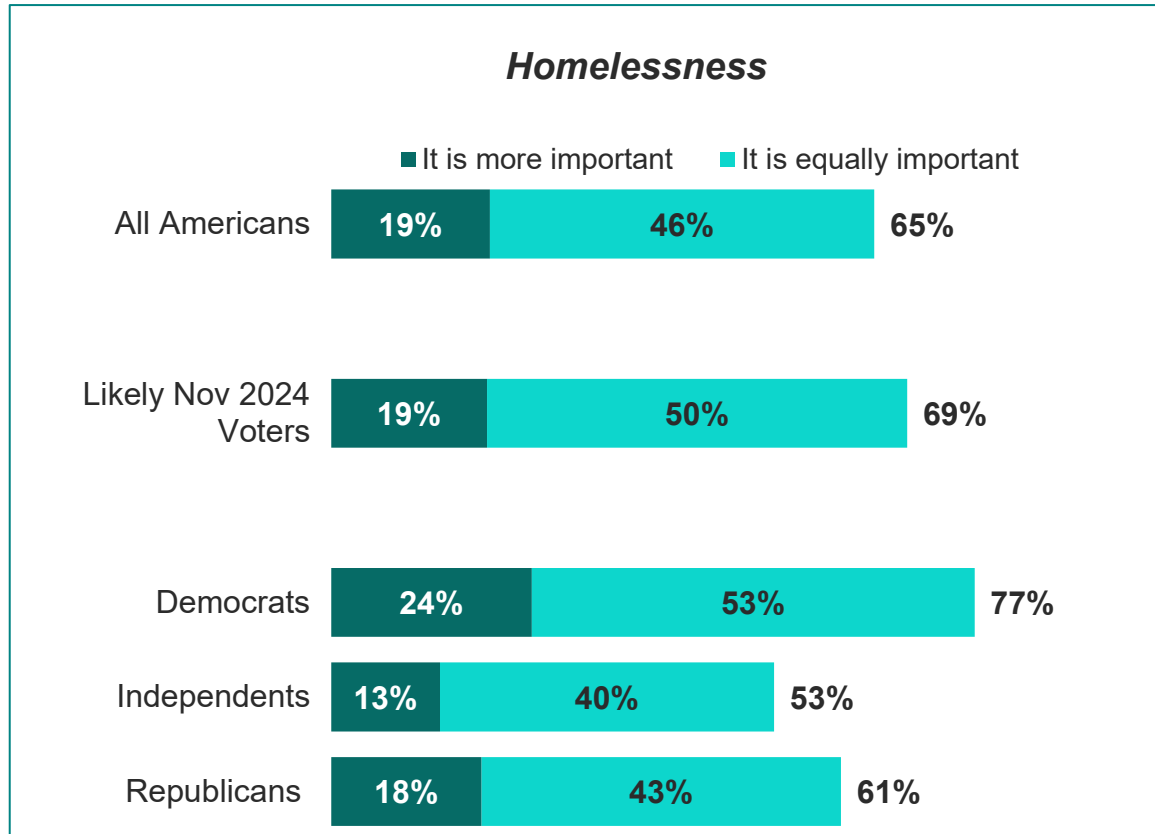
How concerned, if at all, are you about each of the following issues?



IMPACT ON VOTING

Regardless of party, most feel that a candidate's stance on homelessness is one of, if not the, most important factor in determining their vote. A candidate's stance on homelessness is no less critical than their stance on housing affordability.

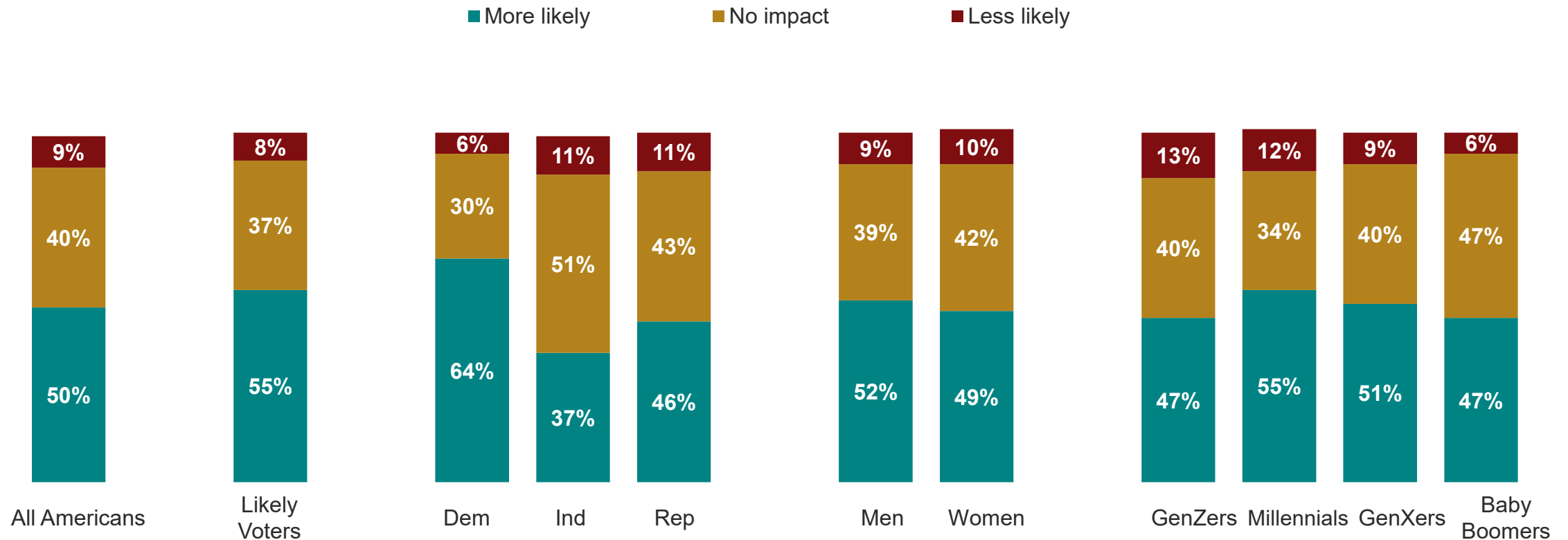
How does a candidate's emphasis on solving homelessness/affordable housing compare to other issues (e.g., the economy, healthcare, jobs) in determining your vote?



IMPACT ON VOTING

A candidate is far more likely to be helped than hurt by making homelessness policies a priority. Across both parties, very few would be turned off a candidate for this reason.

How likely are you, if at all, to vote for a candidate who prioritizes policy solutions for homelessness?



IMPACT ON VOTING

Candidates of any level will benefit from taking a stance that focuses on getting people housed. Supportive approaches have broad bipartisan support.

In the upcoming November 2024 election, which of the following candidates are you more likely to support at each level?

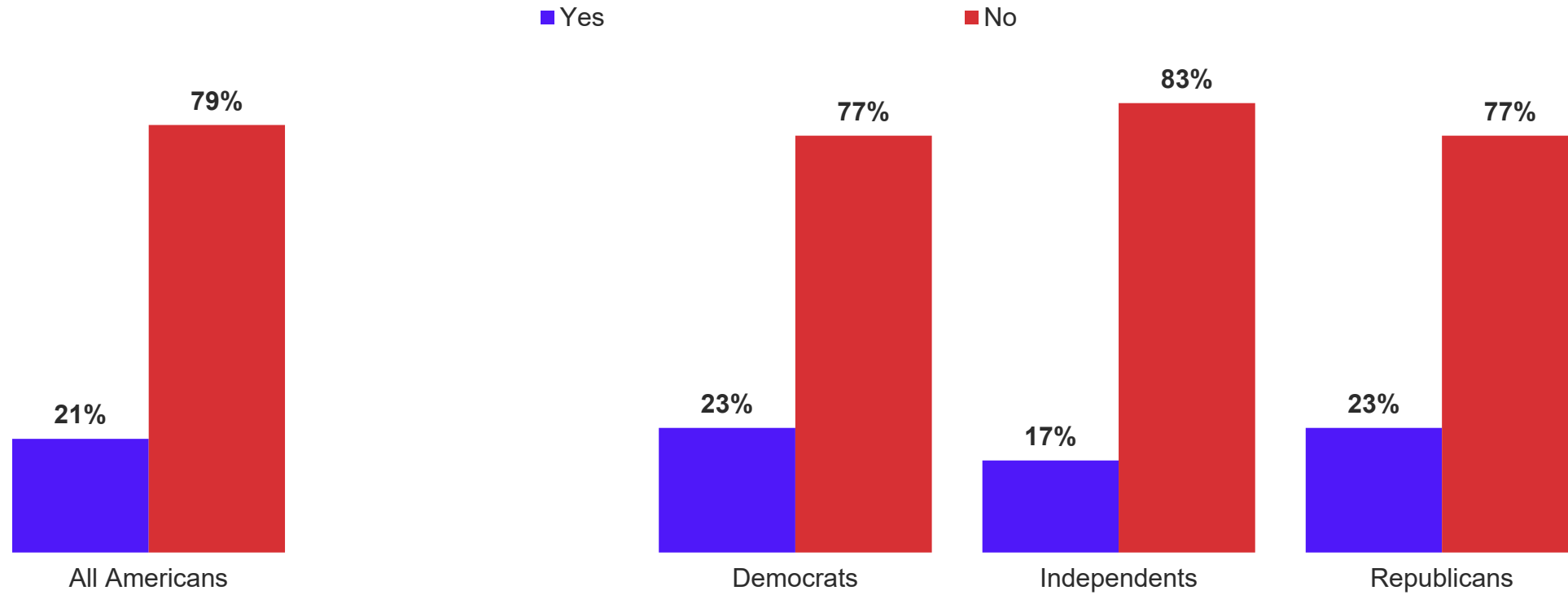
- A candidate who supports policies focused on providing housing and services to help individuals transition out of homelessness
- A candidate who supports policies focused on stricter enforcement of encampment bans for individuals who are homeless



ISSUE PRIORITIZATION

Despite the vast amount of progress made in reducing veteran homelessness, few Americans are aware of how much has been accomplished.

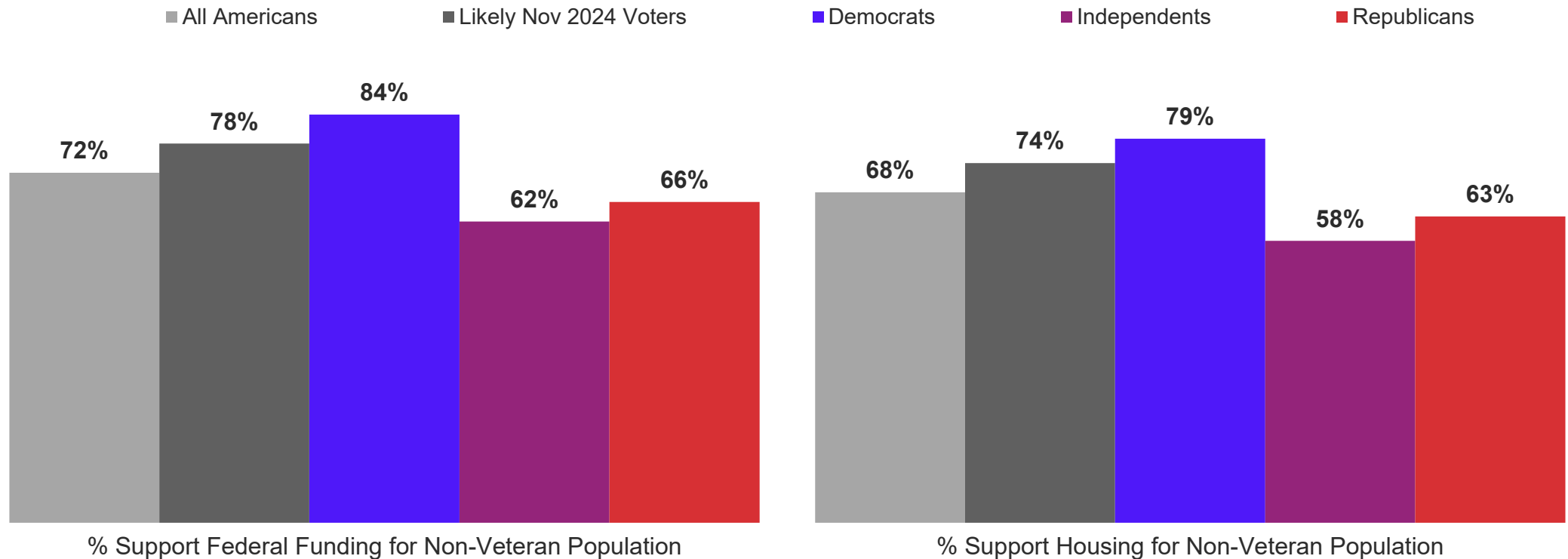
As you may know, total homelessness has been on the rise in recent years, up 3.5% since 2009. However, are you aware that veteran homelessness today has been reduced by 52% since 2009?



POLICY PREFERENCES

There is strong bipartisan support for using federal dollars and taking the same approach that has worked with the veteran population for the entire homeless population.

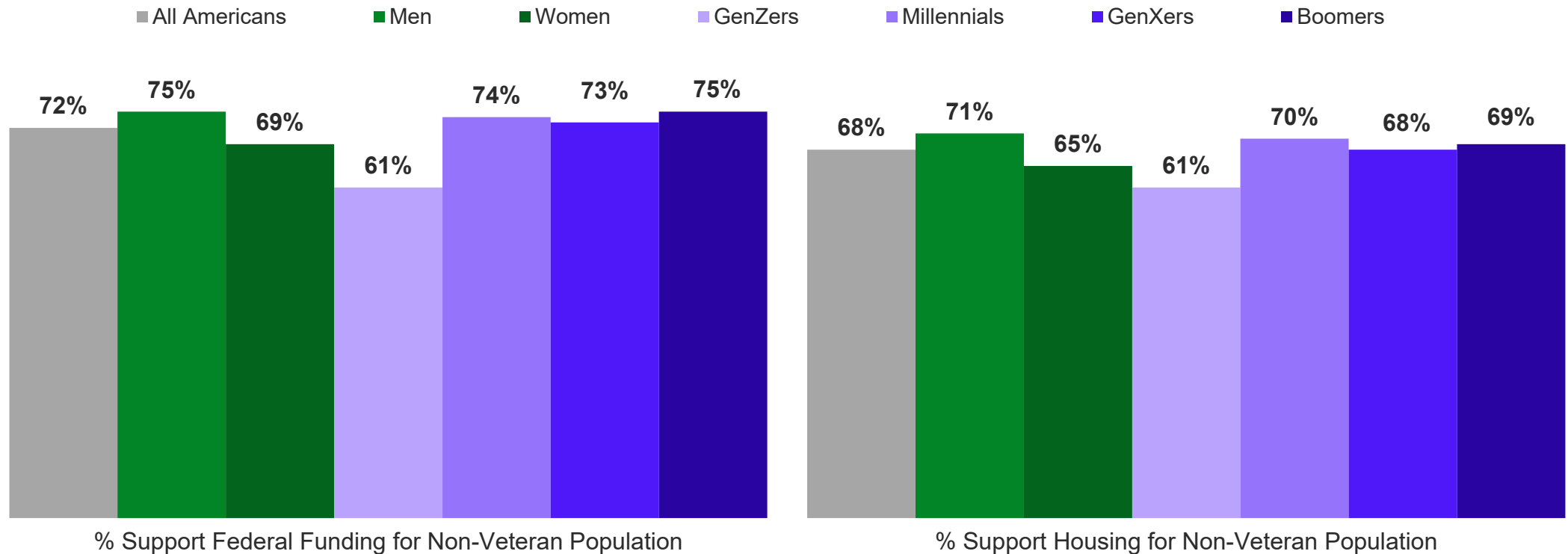
How much, if at all, would you support federal funding for housing and other services to serve the non-veteran homelessness population? | How much, if at all, would you support an approach to homelessness for the non-veteran population that focused on housing individuals first?



POLICY PREFERENCES

Americans across gender and age groups support federal funding for housing to support the non-veteran homeless population and adopting a similar approach for the non-veteran population focused on housing first.

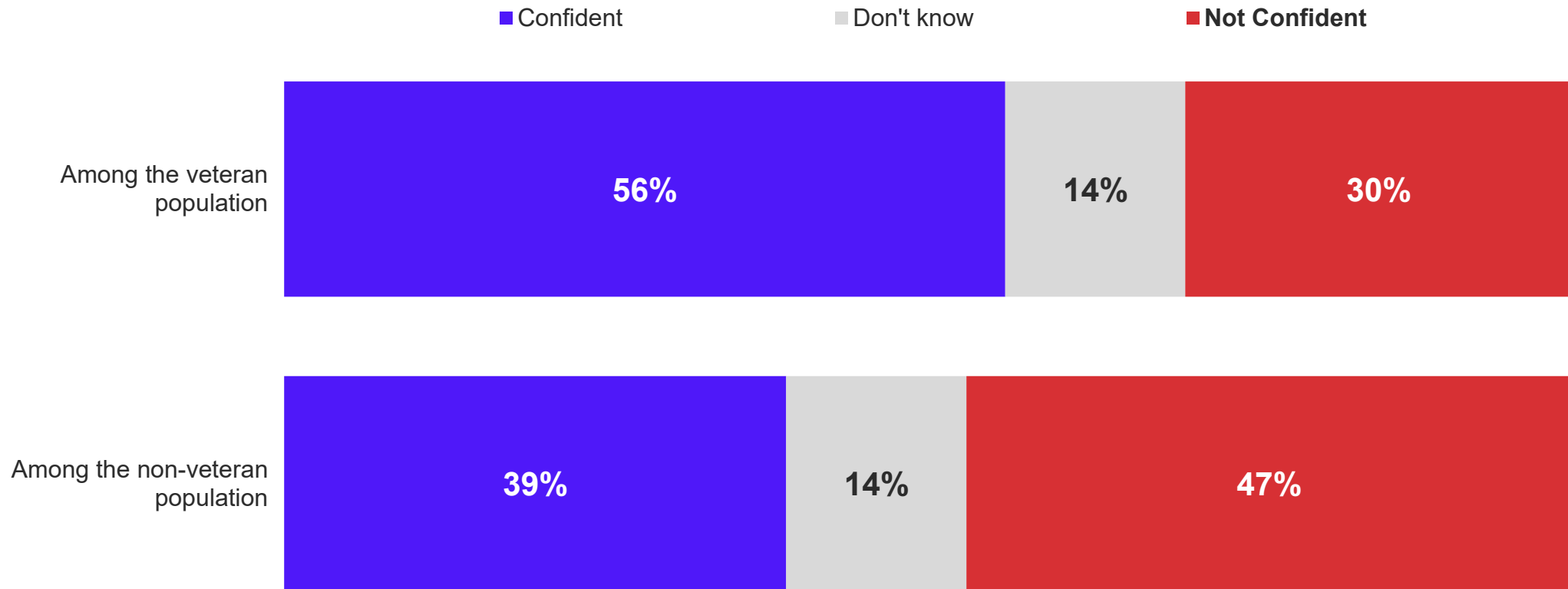
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OPTIMISM FOR PROGRESS

Americans trust the policy choices for the veteran homeless population and see it continuing to work; that same optimism does not exist for the general homeless population.

How confident are you that homelessness will decrease in the next year among each of the following?



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AGENDA

APPENDIX



APPENDIX

Please rate your chances of voting in the November 2024 election for U.S. president, Congress, and other offices on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself?

