

# New Orleans Municipal Election Poll



# Enterprise Poll of Likely Voters in New Orleans

- Enterprise Community Partners, Gulf Coast commissioned a poll of 500 likely voters in Orleans Parish to gauge perceptions and attitudes concerning housing issues in New Orleans.
- Likely voters = registered voters who have voted at least 3 times in the last 5 statewide elections
- Conducted by telephone August 22-27 of 2017 by Reconnaissance Market Research and includes users of both conventional and cellular phones.
- Edgewater Research and Dr. Ed Chervenak of the University of New Orleans were responsible for all aspects of the survey design, data weighting and analysis.

# Demographics of Poll Respondents

Race	%
White	37.8
Black	57.2
Hispanic	1.0
Other	3.9

Council District	%
District A	22.1
District B	18.0
District C	17.6
District D	23.4
District E	18.9

Income	%
Below \$10,000	7.3
\$10,000 TO \$25,000	9.6
\$26,000 TO \$40,000	13.3
\$41,000 TO \$60,000	14.5
\$61,000 TO \$80,000	12.9
\$81,000 TO \$100,000	7.7
Over \$100,000	17.3
(DON'T KNOW/REFUSED)	17.4

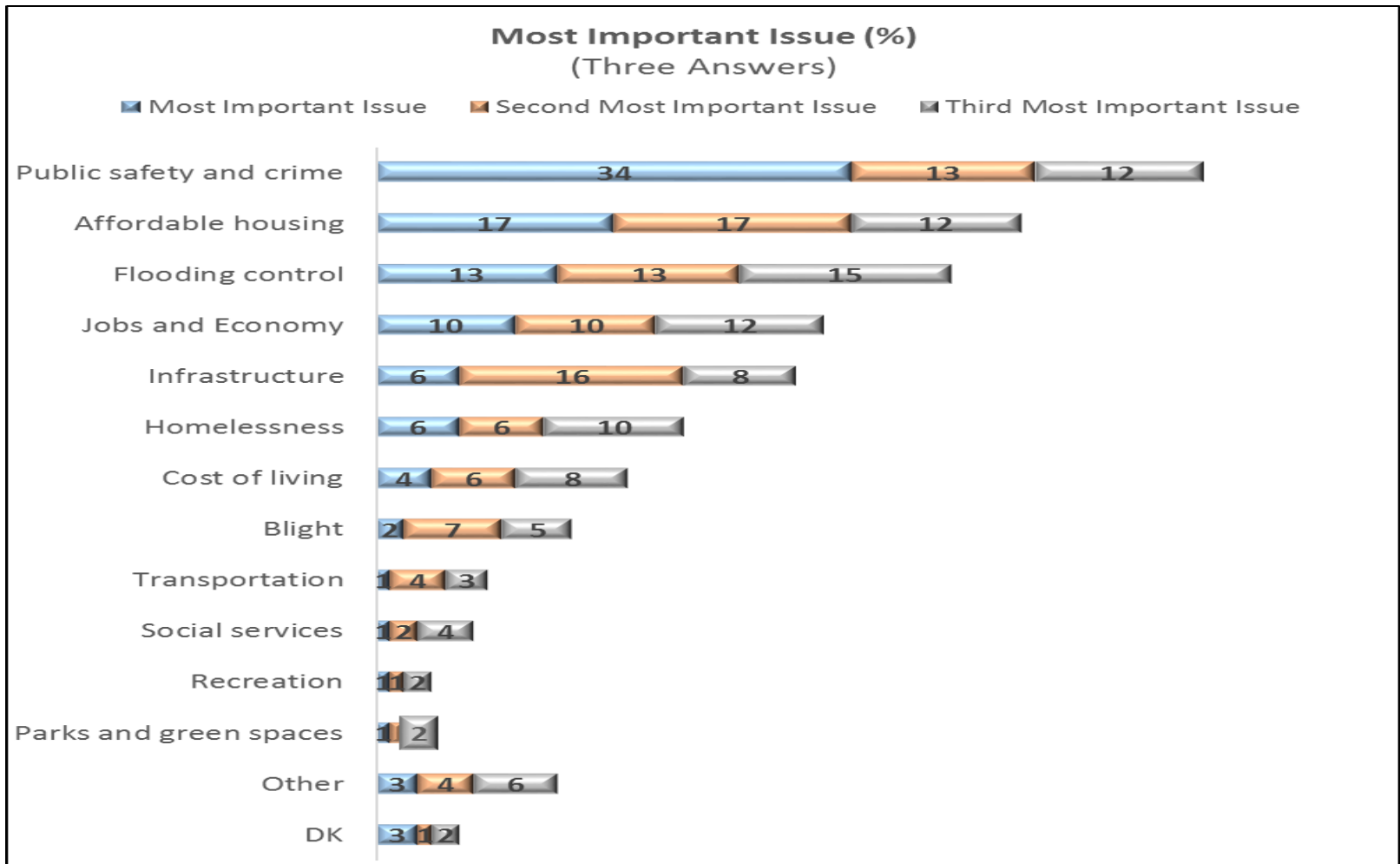
Age	%
18 to 25	3.3
26 to 35	12.8
36 to 45	14.3
46 to 55	18.1
56 to 65	24.2
66 and Over	27.3

\* In addition, 69% of respondents said they own their home and 28% said they rent

# Summary of Results

- Affordable housing ranked #2 issue for Mayor and City Council
  - Affordable Housing ranked behind Public Safety/Crime and ahead of other issues such as Flood Control, Jobs and Economy and Infrastructure
- A significant number reported problems with housing affordability
  - 43 percent of Likely Voters said their monthly housing payment makes it hard for their family to make ends meet.
- Concern about larger impact
  - 93 percent of Likely Voters agree or strongly agree that access to affordable housing is important for the local economy.
- Likely Voters Favor Housing Policies
  - 78 percent of Likely Voters favor or strongly favor the Smart Housing Mix
  - 80 percent of Likely Voters favor or strongly favor the Rental Registry
  - 74 percent of Likely Voters favor or strongly favor increases funding for the production and preservation of affordable housing.

# Housing and Cost of Living Issues Rank #2, #6, & #7



# Personal Circumstances and Level of Concern

**Likely Voters are experiencing personal financial difficulty due to rising housing costs and are concerned about the issue**

*Does the amount of your monthly housing payment make it hard for you or your family to make ends meet?*

Yes	43%
No	52%
DK/NA	5%

*How concerned are you about the cost of housing in New Orleans?*

Very Concerned	47%
Concerned	23%
Somewhat Concerned	15%
Not at all Concerned	13%
DK/NA	2%

# Interconnection with Larger Issues

**Likely Voters connect addressing affordable housing problems to improvements in a broad range of outcomes**

<b>Do you agree or disagree...</b>	<b>Agree or Strongly Agree</b>	<b>Strongly Agree</b>
<i>Access to housing that is affordable is <b>important for our local economy</b></i>	93%	58%
<i>Access to housing that is affordable would <b>improve the health</b> of New Orleans residents?</i>	86%	52%
<i>Access to housing that is affordable would <b>improve educational outcomes</b> for children in New Orleans?</i>	82%	52%
<i>Access to housing that is affordable helps people <b>climb out of poverty</b>?</i>	79%	47%
<i>Access to housing that is affordable for <b>people returning from prison</b> would help them succeed and avoid returning to prison?</i>	78%	44%

# Connection with Opportunity

**Likely Voters overwhelmingly recognize the importance of strong neighborhoods and want affordable housing placed throughout the city**

*How important is it that New Orleans residents live in high-opportunity neighborhoods, meaning neighborhoods that are safe and have access to healthcare, jobs, transit, grocery stores, recreation and other essential services?*

Very Important	75
Important	15
Somewhat Important	5
Not at all Important	3
DK/NA	2

*Do you think affordable housing should be densely concentrated in certain neighborhoods or evenly distributed throughout the city?*

Densely Concentrated	7
Evenly Distributed	85
DK/NA	8



# Voters Support Taking Action

**A solid majority of Likely Voters want the Mayor and City Council to take action to address affordable housing problems**

<b>Do you favor or oppose the city...</b>	<b>Favor or Strongly Favor</b>	<b>Strongly Favor</b>
<i>Actively address substandard conditions of rental properties by requiring landlords to register their rental housing with the city and pass a basic health and safety inspection? (Healthy Homes ordinance)</i>	80%	61%
<i>Require that new market-rate housing in New Orleans set aside some units as affordable for low to moderate wage earners? (Smart Housing Mix)</i>	78%	47%
<i>Increase funding for the production and preservation of affordable housing?</i>	74%	43%
<i>Ensure that families with housing vouchers can live in low-crime areas and near job centers, good schools, parks, and other amenities?</i>	84%	50%
<i>Provide incentives to housing developers to include affordable housing units in their developments?</i>	77%	44%
<i>Provide financial assistance for first-time homebuyers with low to moderate incomes?</i>	79%	51%

**Enterprise** is a proven and powerful nonprofit that improves communities and people's lives by making well-designed homes affordable. We bring together the nationwide know-how, partners, policy leadership and investments to multiply the impact of local affordable housing development.

Over 35 years, Enterprise has created nearly 470,000 homes, invested \$28.9 billion and touched millions of lives. Since its founding in 2005, Enterprise Gulf Coast has invested nearly \$380 million to support the production of more than 10,000 affordable homes in Louisiana and Mississippi, over 8,500 of which are now complete.

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