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New Poll: Housing Costs High Priority for Battleground Voters

Battleground Voters Support Policies that Protect Tenants and Regulate Predatory Landlords

A newly released poll conducted by Lake Research Partners on behalf of the Tenant Union Federation and HouseUs shows cost of rent and housing is one of the most important issues for battleground voters and that voters favor candidates that support policies that protect tenants and regulate predatory landlords. The survey was fielded between July 17 and August 2.

The polling comes on the heels of the [July Consumer Price Index numbers](#) which show inflation was 2.9% higher in July 2024 than it was in July 2023. According to the survey, inflation, or rising costs and prices, was the most important issue determining a majority of voters' decision in the November elections (55%). Rent costs play a significant role in driving inflation. Rent inflation was [0.5% higher in July 2024 compared to June 2024 and 5.1% higher than July 2023](#).

"The rent is too damn high, and most tenants pay more for their rent than any other bill. On the economy, voters are not looking at the stock market to tell them how to feel— they feel the pain every month, when they pay higher rents than ever, to greedy corporate landlords, for worse conditions. Candidates should take heed: Rent caps are the only solution that meets the severity and urgency of this crisis," said **Tara Raghuveer, director of the Tenant Union Federation**.

"This polling makes clear that candidates need a housing strategy that serves families, not just real estate speculators. Tenants expect the next President to fight for them, rein in rent-gouging, and fix the economy so it works for all Americans," said **National Housing Law Project executive director Shamus Roller**.

Additional topline from the polling include:

- Housing is a voting issue. Voters will reward elected leaders who support policies to protect tenants and punish those who oppose these policies.
- A majority see housing affordability, including for renters, as a problem both nationally (86%) and in their community (74%).
- 57% of voters surveyed are concerned about the increased cost of housing, including the cost of rents, and 33% of voters are extremely concerned.
- The cost of housing is one of the top financial concerns for a third of battleground voters, including 37% of Democrats and Independents alike and 26% of Republicans.
- Two-thirds of voters expect housing costs, including how much it costs to rent and buy a home in the U.S., to go up over the next year (67%), including 29% who expect housing costs to go up a lot.
- Battleground voters across partisan lines say it is important for the federal government to ensure basic protections for tenants, including 52% of Republicans, 63% of Independents, and 88% of Democrats.
 - Across partisan lines it is also important for the federal government to regulate predatory landlords, including 59% of Republicans, 74% of Independents, and 91% of Democrats.

- More than six in ten voters (64%) have a personal connection to housing instability, defined as having trouble paying rent, overcrowding, moving frequently because of cost, staying with relatives, or spending the bulk of your household income on housing.

The survey was completed by 1,081 registered voters in Arizona, Georgia, Michigan, North Carolina, Nevada, Pennsylvania, and Wisconsin and included oversamples of Gen Z (ages 18-27) voters and low-turnout voters. You can see the [summary of the survey by Lake Research Partners here](#). For crosstabs, email press@tenantfederation.org.

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The [Tenant Union Federation](#) is a union of unions, organizing tenants to wield power at a massive scale, to bargain for tenant protections, to disrupt the flow of capital to those who commodify our homes, to secure alternatives to the current housing market, to guarantee housing as a public good, and to establish tenants as a political class that cannot be ignored.