

## **FOR IMMEDIATE RELEASE**

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## **New Poll Shows Overwhelming Support for a Plan to Preserve Permanent Affordability and Expand Homeownership for NYC Renters**

**New York, NY** – A new poll commissioned by Habitat for Humanity New York City and Westchester County reveals overwhelming support for a new housing proposal that ensures permanent affordability for thousands of at-risk rental units while expanding homeownership opportunities for renters.

The survey of 800 registered voters, conducted by The Parkside Group, found that over 80% of respondents support a plan to prevent affordable units from reverting to market rate, ensuring long-term affordability is preserved and remains accessible to working families across the five boroughs. The proposal would also create pathways for both market-rate and affordable renters in qualified buildings to purchase their homes.

With nearly 90% of voters agreeing that housing affordability is a major issue in New York City, the results underscore a clear demand for legislative action. The findings also highlight two pressing concerns:

1. **Affordable units are at risk of aging out of New York’s older incentive programs. This would result in affordable units becoming market rate, making them too costly for working families.**
2. **With pricing averages around \$900,000 for a single family home, renters who want to own their homes face financial barriers that force many to consider leaving the city.**

This proposal directly addresses both problems, **preserving affordability protections while expanding homeownership opportunities.**

“We’re in the midst of an unprecedented housing crisis that would only worsen should these current affordable units be increased to market value – in some cases potentially up to ten times the current rents” said Sabrina Lippman, CEO of Habitat NYC and Westchester. “This proposal ensures that thousands of apartments remain affordable for working families while also giving renters a fair chance to purchase their homes. It’s a common-sense solution with overwhelming public support. It’s time to act.”

## **New Yorkers Fear Losing Affordable Housing**

With renters making up 70% of New York City residents, many are worried about the future of affordable housing in their communities. The poll found:

- **A majority of voters fear that affordable units will be lost to market-rate pricing, putting working families at risk.**
- **69% of renters say they do not own a home because it is simply too expensive.**
- **Nearly half of renters expect to leave the city** in search of homeownership opportunities elsewhere.
- **Two-thirds of renters want to own a home in their current neighborhood**, but only one in three believe it will ever happen.

The Affordable Housing Retention Act (S1354/A4954, sponsored by Sen. Cleare and Assemblymember Epstein), currently under consideration in the State Legislature, offers a comprehensive solution: **keeping affordable units permanently accessible to working families while giving renters a real opportunity to stay and invest in their communities.**

## **Support for Permanent Affordability Protections Grows as Voters Learn More**

After hearing additional details—including that the proposal would:

- Ensure long-term affordability** for apartments currently at risk of losing protections.
- Allow landlords and developers of qualified buildings to sell units directly to renters interested in homeownership.**

Support for the proposal **increased to 86%, with a staggering 75-point margin between supporters and opponents.**

The survey was released shortly after Robin Hood Foundation's report, [\*Spotlight on The Racial Wealth Gap in New York City\*](#), which underscores the urgent need to address systemic barriers to wealth accumulation for Black and Latino New Yorkers. The report highlights stark disparities in homeownership—one of the most effective pathways to financial security—with just 28% of Black and 16% of Latino New Yorkers owning their homes, compared to 47% of white and 40% of Asian residents. These inequities are not incidental but the result of deeply rooted policies that have historically excluded communities of color from wealth-building opportunities. Expanding access to homeownership is a critical step toward closing the racial wealth gap and ensuring economic stability for all New Yorkers.

## **Survey Methodology**

The poll was conducted in January 2025 via landline, cellphone, and SMS text message with a representative sample of 800 registered New York City voters. The margin of error is  $\pm 3\%$  at a 95% confidence level, with higher margins for subgroups.