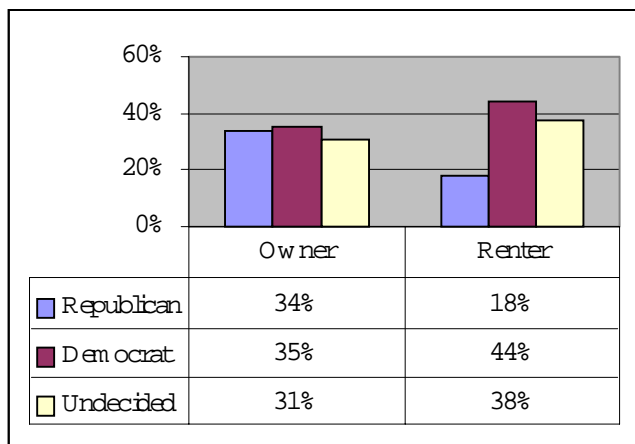
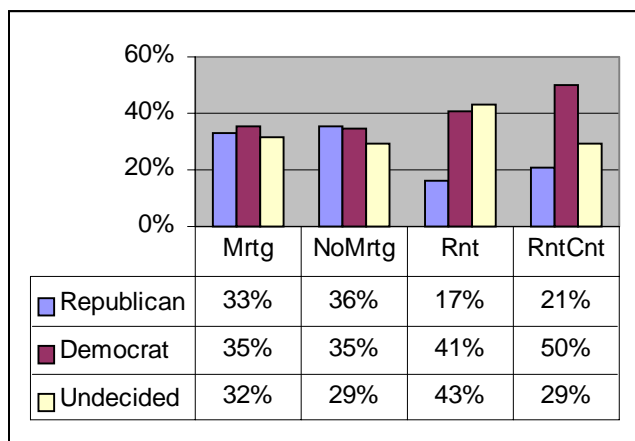


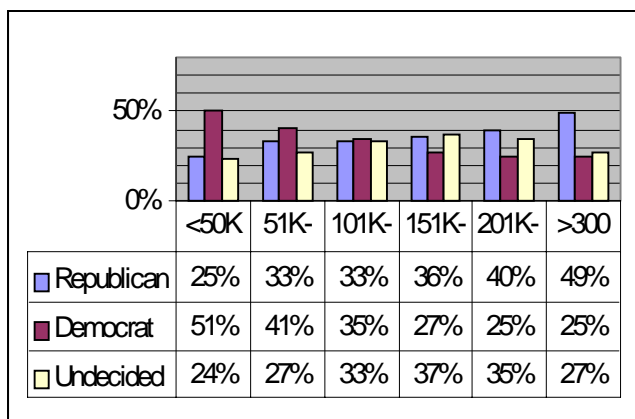
12.1
 American Voters: Partisan Voting Intentions (Congress 2000) for each General Housing Type (Owners and Renters)



12.2
 American Voters: Partisan Voting Intentions (Congress 2000) for each Specific Housing Type (Owners with Mortgages, Owners without Mortgages, Renters without Rent Control, and Renters with Rent Control)



12.3
 American Voters: Partisan Voting Intentions for each Housing Price Range



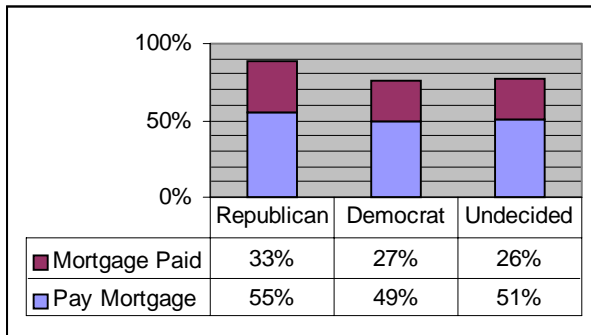
***Partisan Voting Intentions:
 (Congress 2000)***

The findings presented in this section present the partisan voting intentions of voters for the year 2000 congressional races. Not surprisingly, the findings presented here are similar to the partisan identification findings presented in the previous section.

Figure 12.1 shows that among American voters, homeowners are much more likely to vote for Republicans than renters (34% to 18%), while renters are more likely to vote for Democrats than homeowners (44% to 35%). Breaking down housing into more specific groupings, Figure 12.2 reveals that homeowners with mortgages and without mortgages are similar in terms of their partisan voting intentions, while renters with rent control are more likely to vote for Democrats than any of the other housing groups.

Interestingly, a surprisingly high

12.4
 American Voters: Homeownership Rates by Partisan
 Voting Intentions (Congress 2000)



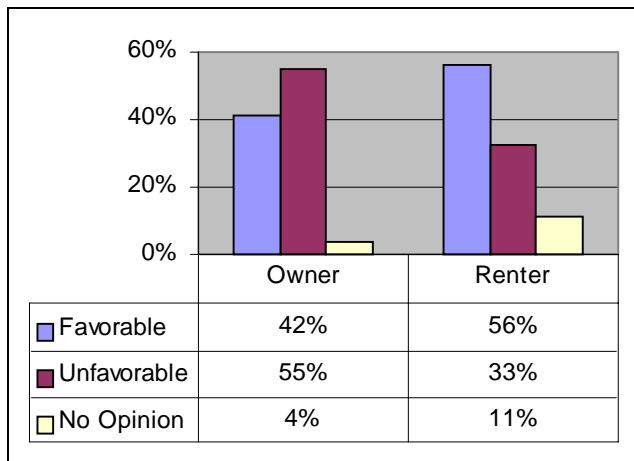
percentage of renters without rent control (43%) are undecided in their partisan vote intentions.

Less surprising is the fact that home value is strongly related to partisan voting intentions. Figure 12.3 shows that only 25% of

voters in homes valued under \$50,000 report that they intend to vote for Republican candidates, while 49% of voters living in homes valued over \$300,000 intend to vote for Republican candidates. Figure 12.4 illustrates that homeowners comprise a clear majority of the voters in each of the relevant groups (88% of the U.S. voters who intend to vote for Republicans own homes, 76% of the U.S. voters who intend to vote for Democrats own homes, and 77% of the U.S. voters who are undecided own homes). Moreover, mortgage-paying homeowners comprise a majority, or near majority, of each of the groups (55% of the U.S. voters who intend to vote for Republicans pay mortgages, 49% of the U.S. voters who intend to vote for Democrats pay mortgages, and 51% of the U.S. voters who are undecided pay mortgages).

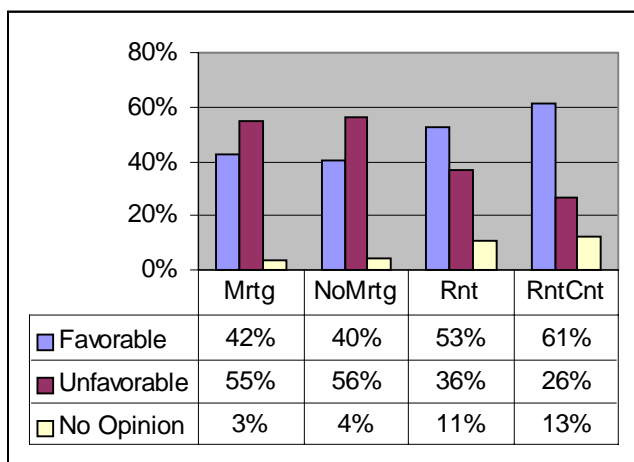
13.1

American Voters: Bill Clinton Rating for each General Housing Type (Owners and Renters)



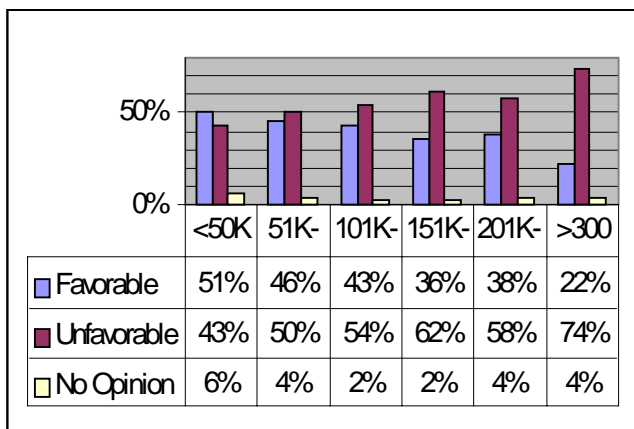
13.2

American Voters: Bill Clinton Rating for each Specific Housing Type (Owners with Mortgages, Owners without Mortgages, Renters without Rent Control, and Renters with Rent Control)



13.3

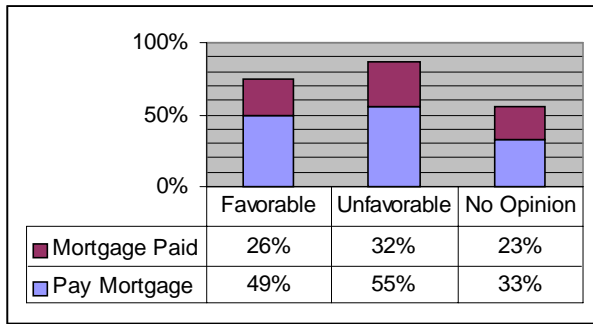
American Voters: Bill Clinton Rating for each Housing Price Range



Bill Clinton Rating

Another revealing way to illustrate the political differences between housing groups is to analyze the support for Bill Clinton among American voters. Figure 13.1 shows that renters are more likely than not to have a favorable opinion of Clinton (56% favor the President), while homeowners are more likely to have an unfavorable opinion of Clinton (55% disfavor the President). Figure 13.1 also reveals that renters are nearly three times as likely to have no opinion of Clinton than homeowners (11% to 4%). Figure 13.2 makes apparent that renters with rent control are the group most likely to possess favorable opinions of Clinton (61%), while homeowners without mortgages are the least likely to possess favorable opinions of Clinton (40%). Figure 13.3 illustrates the strong relationship between the value of

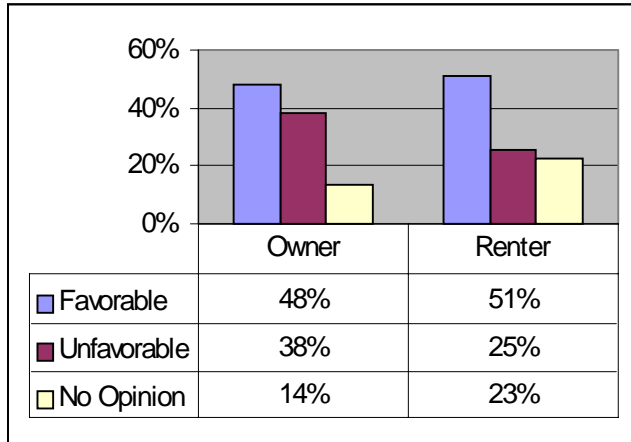
13.4
 American Voters: Homeownership Rates by Bill Clinton Rating



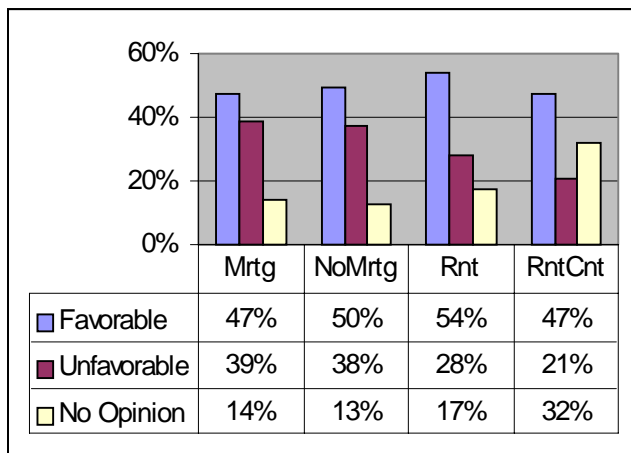
one's residences and their opinion of Clinton. As home values rise, the percentage of voters who favor Clinton generally falls, while the percentage of voters who do not favor Clinton generally grows. The data presented in Figure 13.4 finds

that 75% of the voters in this country who favor President Clinton are homeowners and 87% of the voters in this country who have an unfavorable opinion of Clinton are also homeowners. It is not surprising that homeowners comprise a majority of the voters in both of these groups since they are estimated to comprise 80% of American voters (see Figure 1.1). What is surprising, given the relatively large percent of voters in this country who own homes, is that home owners only comprise 56% of the total number of voters who have no opinion of Clinton. This finding, like those presented in Figure 13.1, suggest that in general homeowners are more likely than renters to have political opinions, at least about the President.

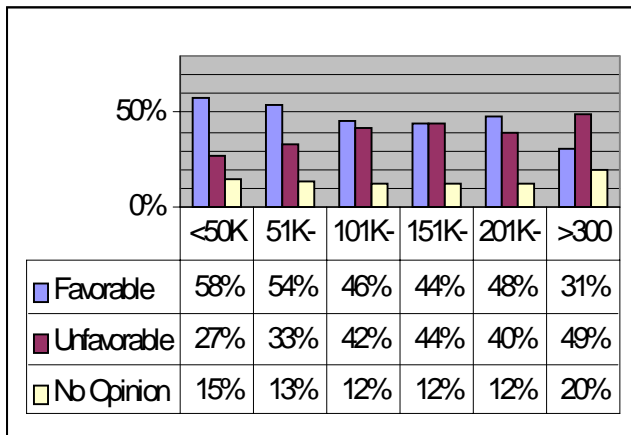
14.1
American Voters: Al Gore Rating for each General Housing Type (Owners and Renters)



14.2
American Voters: Al Gore Rating for each Specific Housing Type (Owners with Mortgages, Owners without Mortgages, Renters without Rent Control, and Renters with Rent Control)



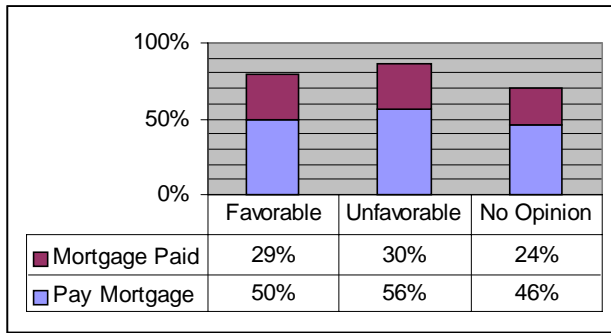
14.3
American Voters: Al Gore Rating for each Housing Price Range



Al Gore Rating

The approval ratings for Al Gore by housing tenure differ from those of Bill Clinton in interesting ways. Figure 14.1 shows that voters in both general housing categories are more likely to have favorable opinions of Gore than unfavorable opinions of him. This figure shows that 51% of renters have a favorable rating of Gore compared to only 25% that have an unfavorable rating of him. Among homeowners, 48% are found to have a favorable opinion of Gore, while 38% have an unfavorable opinion of him. As shown in the previous section, the rating divide between owners and renters is much greater for Clinton, with far fewer homeowners favoring Clinton. Figure 14.2 reveals that renters with rent control are more than twice as likely than homeowners to have no opinion of Gore. Figure 14.3 illustrates the relatively weak

14.4
 American Voters: Homeownership Rates by Al Gore
 Rating

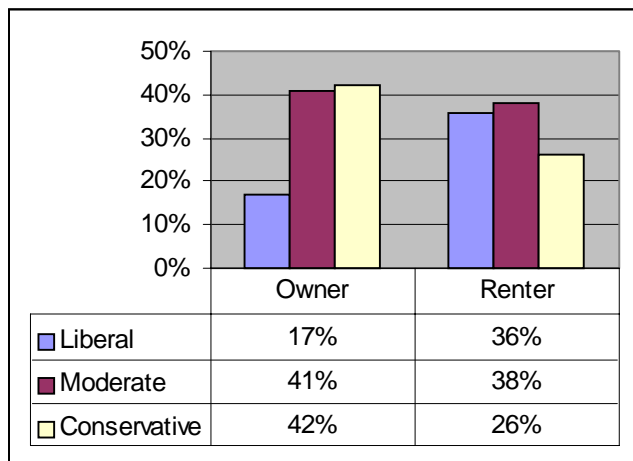


relationship between the value of one's home and one's opinion of Gore. In a similar though less dramatic manner than we saw for the President's approval ratings, the value of a voter's home appears to be inversely related to Gore's

approval rating. The findings presented in Figure 14.4 suggest that 79% of the voters who favor Gore are homeowners, while 86% of the voters who have an unfavorable opinion of Gore are also homeowners. Again, it is not surprising that homeowners comprise a majority of the people in both these groups since they are estimated to comprise 80% of the total U.S. voting population. Figure 14.4 clearly illustrates the importance of homeowners and mortgage payers to the political future of Al Gore. The survey finds that 70% of the voters who have no opinion of Al Gore—the key swing voters that Gore needs to win to secure the presidency in 2000—are homeowners. Nearly 50% of these voters are mortgage payers.

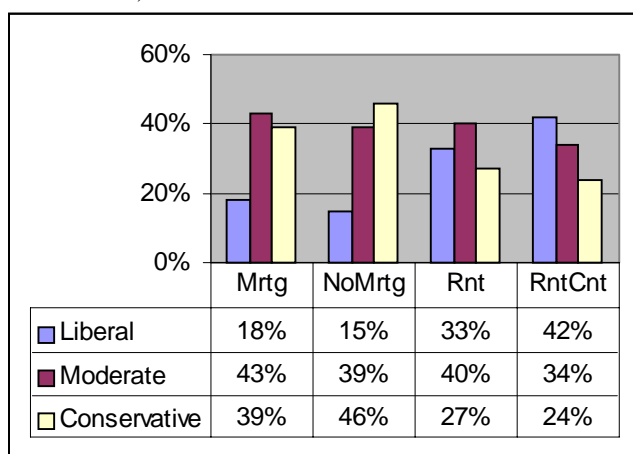
15.1

American Voters: Ideological Composition for each General Housing Type (Owners and Renters)



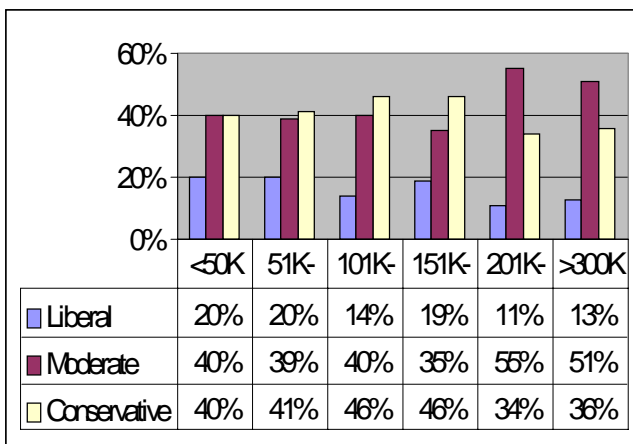
15.2

American Voters: Ideological Composition for each Specific Housing Type (Owners with Mortgages, Owners without Mortgages, Renters without Rent Control, and Renters with Rent Control)



15.3

American Voters: Ideological Composition for each Housing Price Range

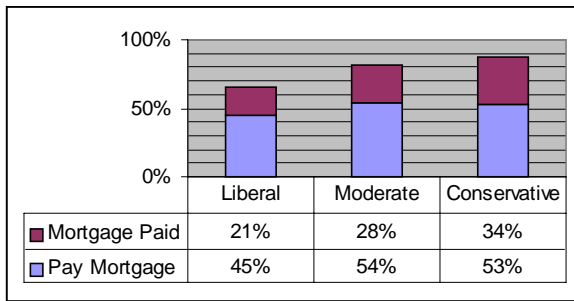


Ideology

The findings presented in this section reveal several interesting ideological comparisons between American voters. The data presented in Figure 15.1 shows that renters are more likely to identify themselves as liberal (36%) than conservative (26%). The opposite is the case for homeowners: only 17% of homeowners claim to be liberal, but 42% of homeowners classify themselves as conservative. Figure 15.2 suggests that homeowners with mortgages are somewhat less conservative than homeowners without mortgages, though both groups of homeowners are considerably more conservative than renters. Surprisingly, Figure 15.3 reveals no substantial relationship between home value and ideology. Contrary to expectations, the study finds that voters residing in more

15.4

American Voters: Homeownership Rates by Ideology



expensive homes are no more likely to be conservative than voters in less expensive homes. Figure 15.4 shows the sizable representation of homeowners across the ideological

spectrum. The data suggests that 87% of conservative voters in this country own their homes, while 53% of conservative voters pay mortgages. Homeowners are estimated to comprise 82% of the moderate voters in the U.S., with over half of all moderate voters (54%) paying mortgages. Even for the liberal group, homeowners comprise well over half the voting population (66%), with mortgage payers comprising 45% of the nation's liberal voters.

16.1

Most Important Issues Facing American Voters Today: Listed in Order of Occurrence by Housing Type

Owners			Renters		
All	With Mortgage	Mortgage Paid	All	Rent Controlled	Not Rent Controlled
1. Education Quality (8.8)	1. Education Quality (10.6)	1. Social Security (9.2)	1. Education Quality (7.8)	1. War/Peace (8.3)	1. Education Quality (9.1)
2. Morals/Values(7.7)	2. Morals/Values (8.4)	2. Morals/Values (6.6)	2. War/Peace (7.3)	1. Drugs (8.3)	2. Economy (7.4)
3. Social Security (7.1)	3. Economy (6.1)	3. Education Quality (5.5)	3. Economy (6.2)	2. Education Funding (6.9)	3. Foreign Policy (6.6)
4. War/Peace (5.2)	4. Social Security (5.9)	4. War/Peace (5.1)	4. Crime (5.2)	2. Social Security (6.9)	3. War/Peace (6.6)
5. Economy (5.1)	5. War/Peace (5.3)	5. Taxes (4.8)	4. Social Security (5.2)	3. Education Quality (5.6)	4. Crime (5.8)
6. Taxes (4.7)	6. Healthcare (4.9)	6. Healthcare (4.4)	5. Taxes (4.7)	3. Taxes (5.6)	5. Taxes (4.1)
6. Healthcare (4.7)	7. Taxes (4.7)	7. Crime (3.7)	5. Foreign Policy (4.7)	4. Crime (4.2)	5. Healthcare (4.1)
7. Crime (3.5)	8. Foreign Policy (3.9)	8. Economy (3.3)	6. Healthcare (4.1)	4. Healthcare (4.2)	6. Unemployment (3.3)
7. Foreign Policy (3.5)	9. Crime (3.5)	8. Kosovo/Serbia (3.3)	8. Education Funding (3.6)	4. The Economy (4.2)	6. Poverty (3.3)
8. Budget/Deficit (3.1)	10. Budget/Deficit (3.3)	9. Foreign Policy (2.9)	8. Drugs (3.6)	5. Morals/Values (2.8)	7. Race Discrimination (2.5)

NOTE: The numbers in parentheses represent the percentage of people for each housing group that identified each issue as the most important issue facing the nation.

Figure 16.1 lists in order of importance the ten most pressing issues facing the country as identified by voters in each housing group. For the two general housing categories, homeowners and renters, education quality tops the list. Interestingly, the second most important issue for homeowners (i.e., the nation’s morals and values) does not make the top ten list for renters. Two concerns that appear on the renters’ top ten list, but do not appear on the homeowner’s list, include drugs and education funding. Not surprisingly, for renter with rent control, presumably the least wealthy group, education funding is a greater concern than education quality. For homeowners without mortgages, the group made up of the oldest members, social security is the single greatest concern. Issues of war and peace, the economy, taxes, education quality, healthcare, and crime are concerns for all of the housing groups.

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