

**Penta** Policy Insiders

# Florida Insights Review Series

Housing

# Executive summary

We are excited to share our findings from this year's Florida Insights Review. From April to September 2022, we surveyed and spoke with over 250 state and local policymakers in Florida to understand their policy priorities and how the private and public sectors can collaborate to move forward on important issues.

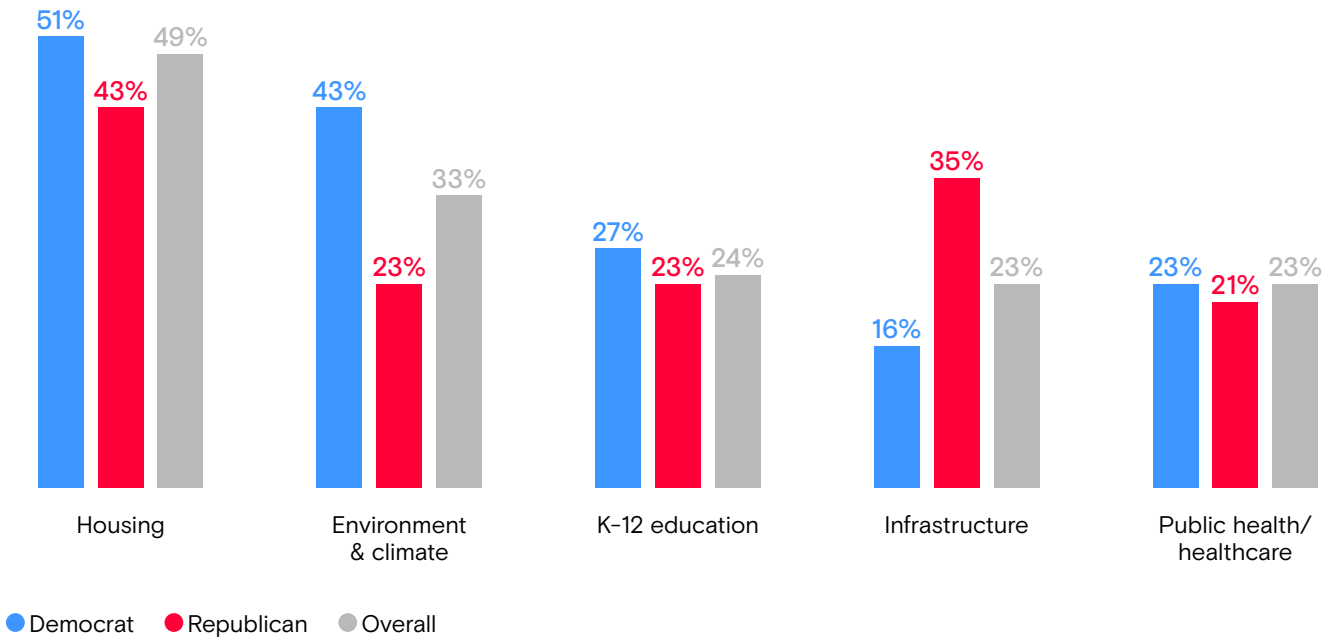
Last year was particularly noteworthy for the state of Florida, which was at the center of national discourse when its business community and political leadership found themselves misaligned over issues relating to corporate engagement on social issues, highlighted by the Parental Rights in Education legislation. Our research in Florida indicates that policymaker perceptions of corporate engagement on social issues vary significantly by party, with Republicans more critical of corporate engagement on these issues.

In fact, 40% of Republican policymakers believe that companies should avoid engaging on social issues, altogether. Those Republican policymakers that welcome private sector engagement tend to suggest that such engagement should be directly related to business functions and avoid overstepping into political issues.

In terms of policy priorities, both Democrats and Republicans report that the state's housing issues are top of mind, while education and healthcare remain in the top five priorities of Florida policymakers.

This report is the second in a series that examines Florida policymakers' top policy priorities of 2022. This review examines Housing in the state.

## Top policy priorities in Florida

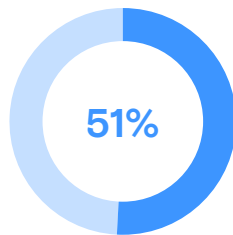


# Housing

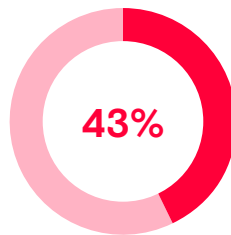
Housing is a top concern for Florida policymakers, with **49 percent** of decision-makers ranking housing as the most pressing issue for the Sunshine State. Policymakers cite housing affordability as an ongoing challenge, especially in tourist hotspots like Tampa, Miami, and Orlando. They want to see increased public-private collaboration to address the shortage of affordable housing across the state and ensure more equitable access across communities.

## Respondents who view housing as a top policy priority

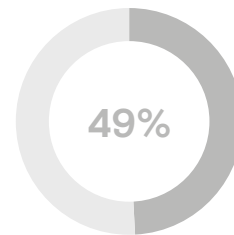
n=254



Democrat



Republican



Overall

## Housing affordability in the Sunshine State

Policymakers across party lines agree that housing and rent prices are inaccessible, particularly for workers in the tourism industry who are being priced out of the neighborhoods they work in.'



We are currently experiencing significant issues related to housing affordability... but, we also have had skyrocketing rents, especially in Tampa, Miami, and Orlando. People are seeing double-digit, in some cases triple-digit increases in their rent. We also really need to address the rental crisis. Folks need to be able to live and work in the same kind of communities. And we're not addressing that right now.

**Staff Director, Florida House of Representatives, D**



One of the biggest problems we have in our area is the housing market is becoming more and more out of the reach of the common person.

**Supervisor, Executive, R**



It's getting harder and harder in Florida because we're so popular. People are moving here, especially in light of the pandemic, which has changed the way that a lot of people work.

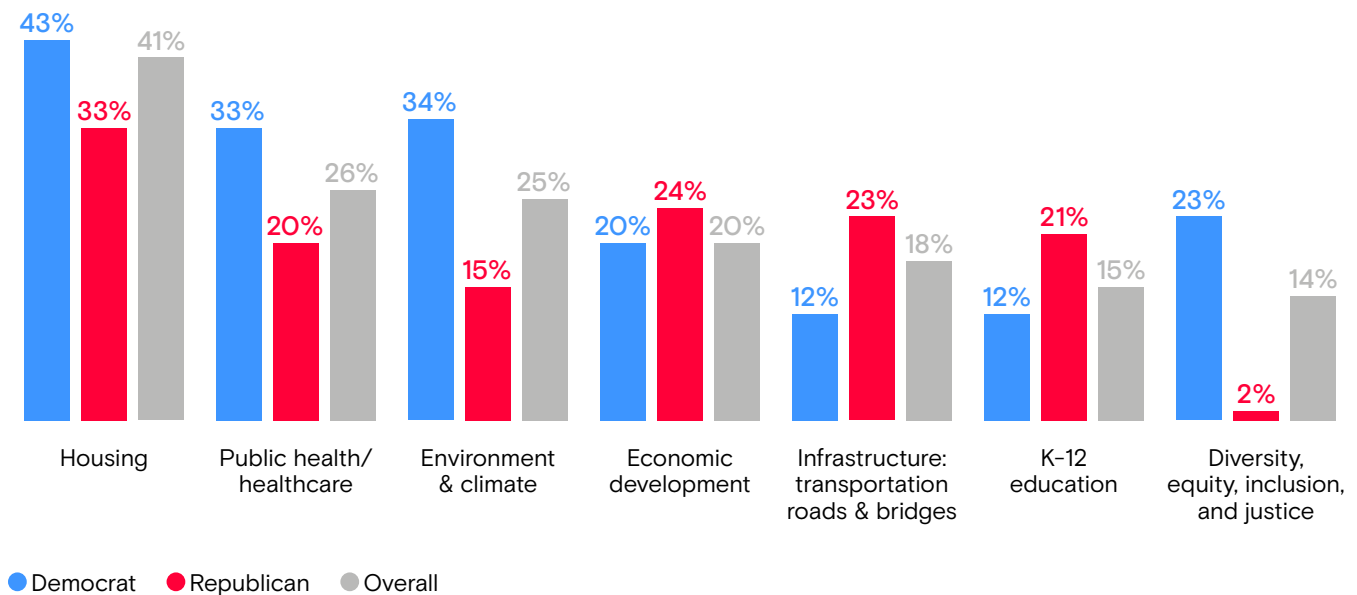
**Council Chair, Municipal, D**

## Public-private collaboration needed to address housing affordability

Forty-three percent of Democrats and 33 percent of Republicans think that public-private collaboration is necessary to improve housing affordability in the state, especially as housing costs continue to rise, with one city in the state seeing as much as a 31 percent year-over-year price jump.<sup>2</sup>

### Going forward, which of the following issues would you want to prioritize private-public collaboration?

Multiple selections permitted



I see both the government and the private sector as carrying some of the solutions. [I]n affordable housing, you do have some not-for-profit groups that are stepping into the breach, but they require more government partnerships...

Legislative Analyst, Florida House of Representatives, D

## Conclusion

Florida policymakers identify housing to be a top concern, with decision-makers detailing how elevated housing and rent prices make housing inaccessible for residents, especially low-income households.<sup>3</sup> In order to alleviate this ongoing challenge, policymakers believe that prioritizing public-private collaboration is critical to addressing the inequities in housing affordability.

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## About Penta Policy Insiders

Penta Policy Insiders provides direct feedback from policymakers to government relations professionals, improving advocates' ability to understand, validate, and improve the efficiency and effectiveness of their engagement.

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### Credits

**Content Associate**  
Maddie Markenson

**Senior Content Associate**  
Kinda Ahmed

**Associate Director, Government  
Insights & Research Products**  
Natalie Bahmanyar

**Director, Research**  
Sehare Hemani

**Associate Director,  
Quantitative Research**  
Mackai Tapleshay

**Chief Research Officer**  
Michael Griffin

**President**  
Michael Gottlieb

### Citations

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2. <https://www.nar.realtor/blogs/economists-outlook/single-family-home-prices-display-double-digit-increase-in-80-of-185-metro-areas-in-2022-q2>
3. <https://nlihc.org/housing-needs-by-state/florida>

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Qualitative n: 30 | Quantitative n: 228

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