



The world changes according to the way people see it, and if you alter, **even by a millimeter**, the way a person looks or people look at reality, then you can change it.

James Baldwin, *NYT interview* (September 1979)



HOPE & HOME PART 2:

Actionable Insights from Recent Research



★ DATE
Wednesday, May 28, 2025

★ TIME
12:00 - 1:00 PM PST

begins
with
home

shift 
the bay

BRIEFING AGENDA



12:05 Recap

12:10 Weather Report

12:15 New Explorations

12:25 Three Insights
for this moment

12:45 Discussion

SPEAKERS (HELLO!)



**EMILY KIRBY
GOODMAN**

*Senior Principal
EMC Research
(she/her)*



EDIE IRONS

*Communications
Director
All Home
(she/her)*



**ALINA
HARWAY**

*Communications
Director
NPH
(she/her)*



**CORY
FISCHER**

*Lead Narrative
Strategist
NPH
(he/him)*



RECAP

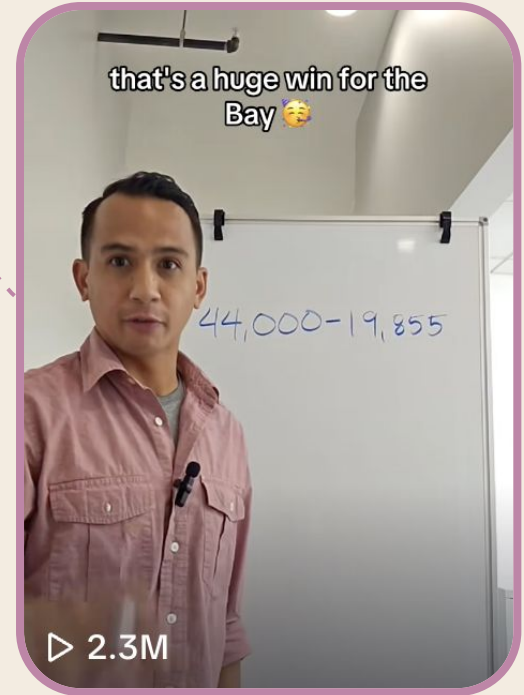
YEAR-LONG NARRATIVE INTERVENTION



Begins with Home

October 4, 2023 · 🌐

Watch this space 👁️👁️



December 12, 2024

TARGET AUDIENCES



MOBILIZE AUDIENCE



292,000 PEOPLE REACHED*

Activate people who hold strong values, but haven't taken action

PERSUADABLE AUDIENCE



358,000 PEOPLE REACHED*

Move people who lean our way, but aren't sold on raising taxes

**using PDI housing-scored targeting via Meta and direct mail
(other platforms couldn't use PDI data), Persuadable 2.0 Audience*



jennofintentionandadventure 1w · ❤️ by author
#housing solves homelessness
Reply Hide 1

Tea Cozy
This is HUUUUGE!! Congratulations to your bravery,
your persistence, your strength ... bc this is hard
work! 'Never give up!' Woo-hoo 🙌🙌🙌
6d Reply 1

Jalitenay
Thank you so much, major respect to you for
organizing this !! 🙌🙌🙌🙌🙌🙌🙌🙌~you
rock
3

La.Gorda_Cynthia
From Oakland, Thank you for fighting a fight that
some can't! 🙏
5-1 Reply 113

Taleah Ortiz
The strength and perseverance you have is
admirable. Your an amazing mother and are so
deserving of so much, I wish you all the
happiness, love and peace of mind this world
can offer. You have over come so many
obstacles in this life, continue rising to the top
and shining bright like the star you are 🌟🌟🌟
sending you the most comforting hugs..xoxo
1w Like Reply Hide 2

Jalitenay
Thank you so much, major respect to you for
organizing this !! 🙌🙌🙌🙌🙌🙌🙌🙌~you
rock
3d Reply 3

Nola Wright460
We need more affordable housing in Pittsburg,
Antioch, Concord, Brentwood, Byron .
6-6 Reply 15

karennensick
North Berkeley- up and down San Pablo Ave. Lots
of empty lots, good public transit. At least 50% of
the units in each building should be affordable
6-11 Reply 1

jennofintentionandadventure 1w · ❤️ by author
#housing solves homelessness
Reply Hide 1

branden.mp4 5w
Signed. Lets continue to fight systemic
racism and homelessness 🙏🙏🙏🙏
6-6 Reply 15

42 MILLION

views of Begins with Home videos
(Meta, TikTok, YouTube)

4,922,763

accounts reached
(TikTok & Meta only)

112,129,980

impressions generated
(all platforms)

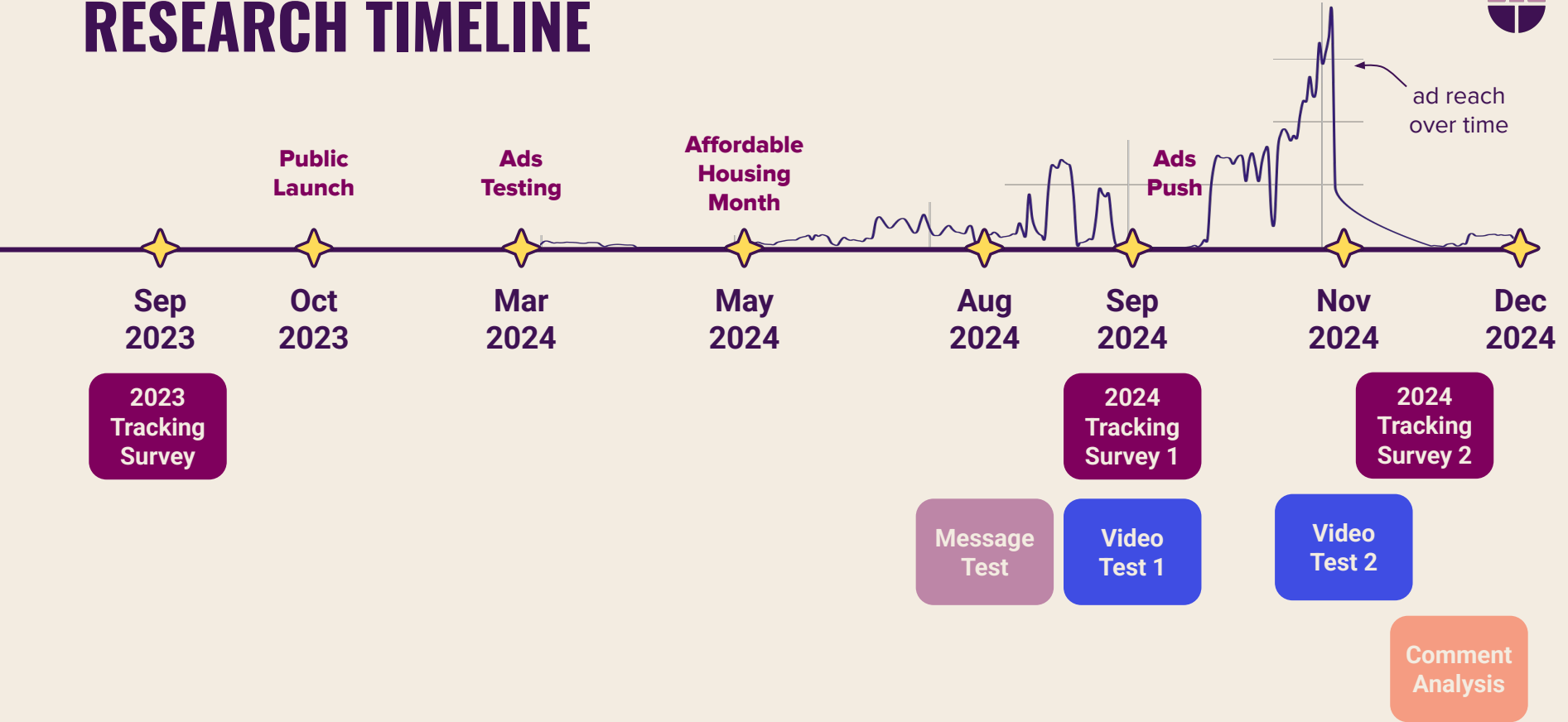
Mrs.Calli Girl3260
This is great your showing Oakland in a good light I
grew up there and it has changed but thank you 🙏
6-3 Reply 34

karennensick
North Berkeley- up and down San Pablo Ave. Lots
of empty lots, good public transit. At least 50% of
the units in each building should be affordable
6-13 Reply 1

Celine
Nothing but love for Oakland 🙏
6-3 Reply 2

branden.mp4 5w
Signed. Lets continue to fight systemic
racism and homelessness 🙏🙏🙏🙏
Reply Hide 1

RESEARCH TIMELINE

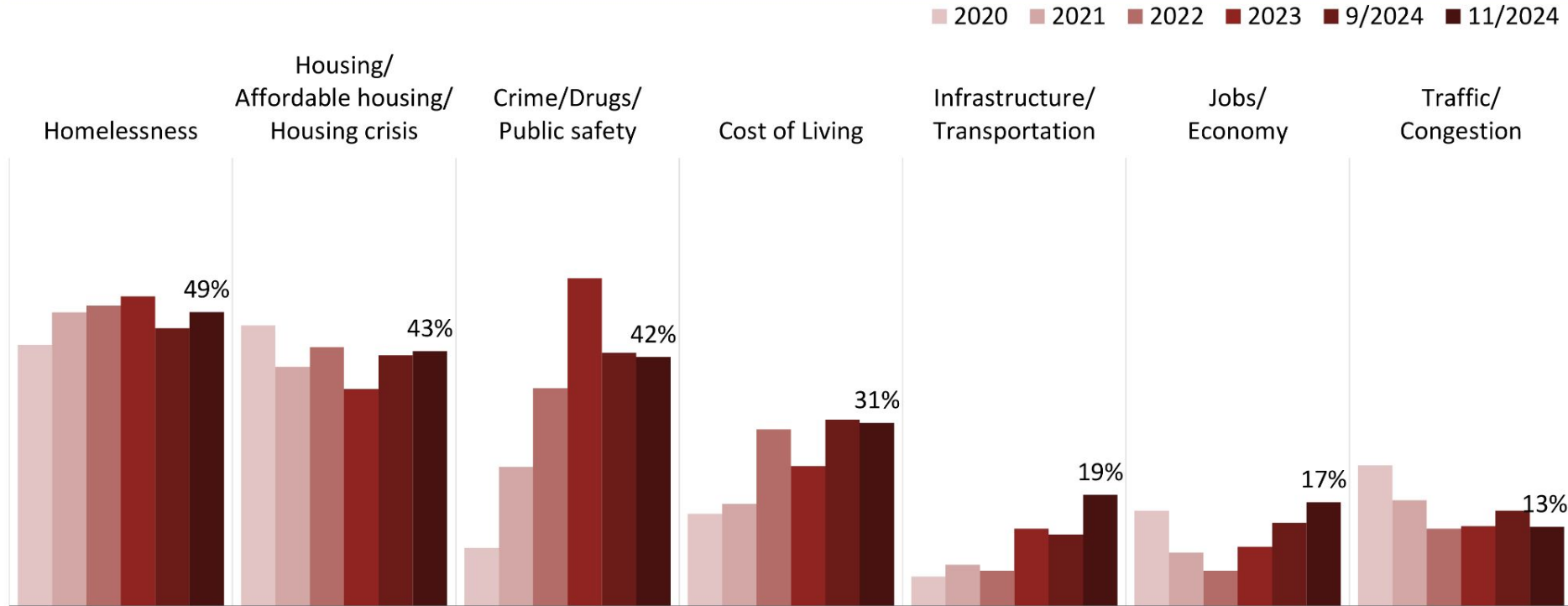




WEATHER REPORT

Most Important Problems – Tracked

Homelessness, housing, and public safety remain the top three issues in the Bay Area. Infrastructure and transportation concerns are on the rise.

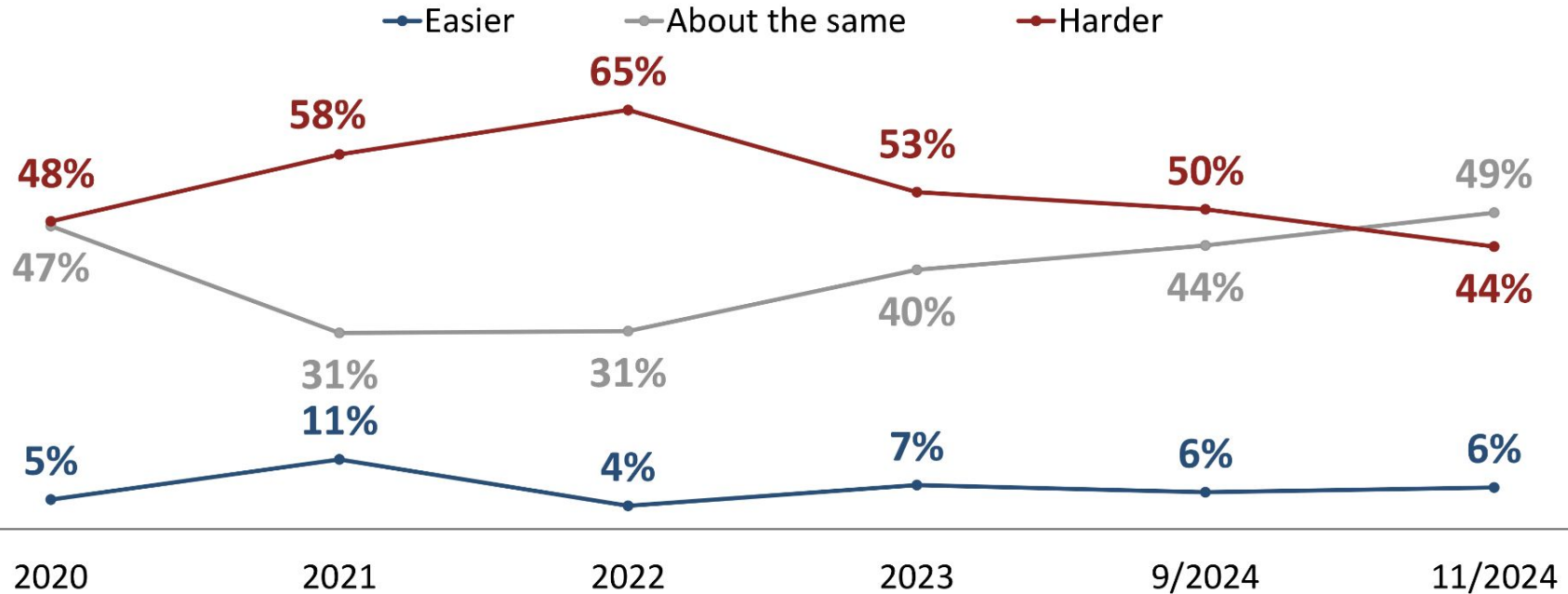


Q3. What do you think are the most important problems facing the Bay Area today?
(Open-ended question; Multiple responses accepted)

Ease of Finding Housing – Tracked

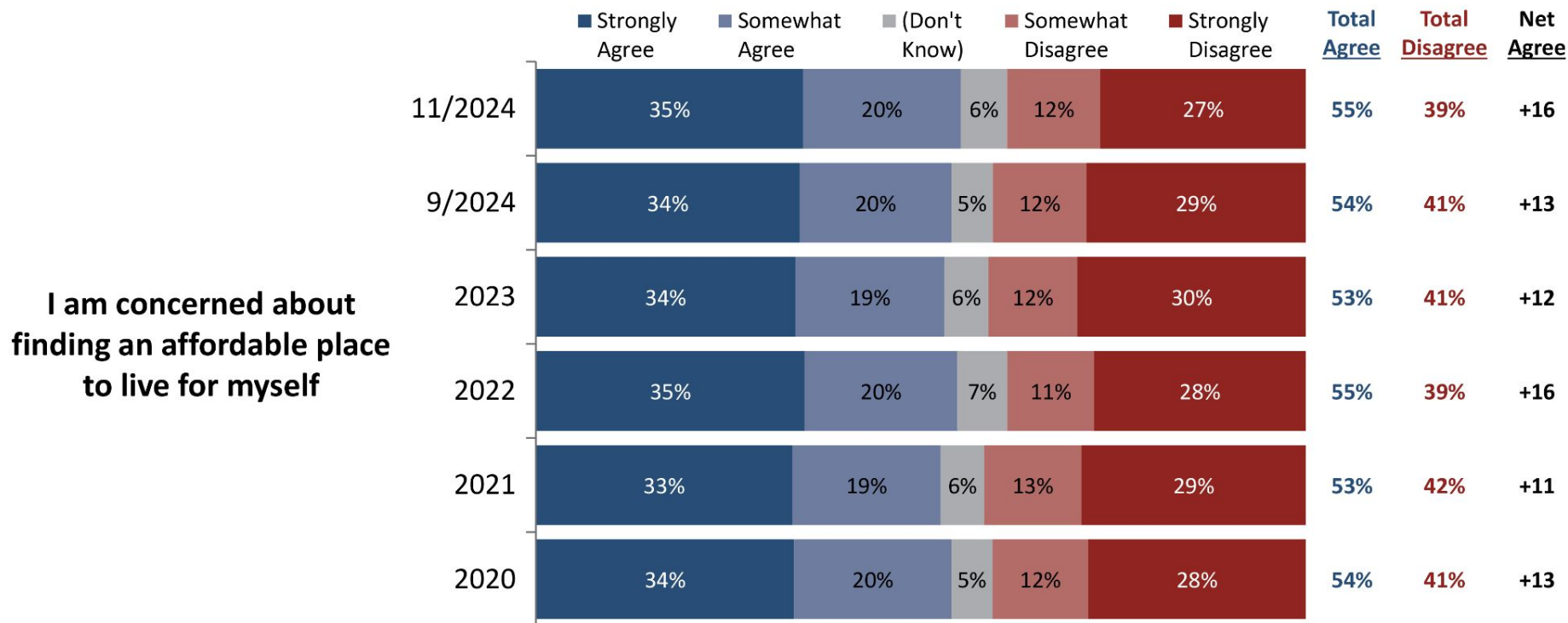
Those who say it's gotten harder to find housing has decreased slightly over time while the percent of those who say it's stayed the same has gone up.

Thinking about housing in the Bay Area, compared to a year ago is it much easier to find a place to live, somewhat easier to find a place to live, about the same, somewhat harder to find a place to live, or much harder to find a place to live?



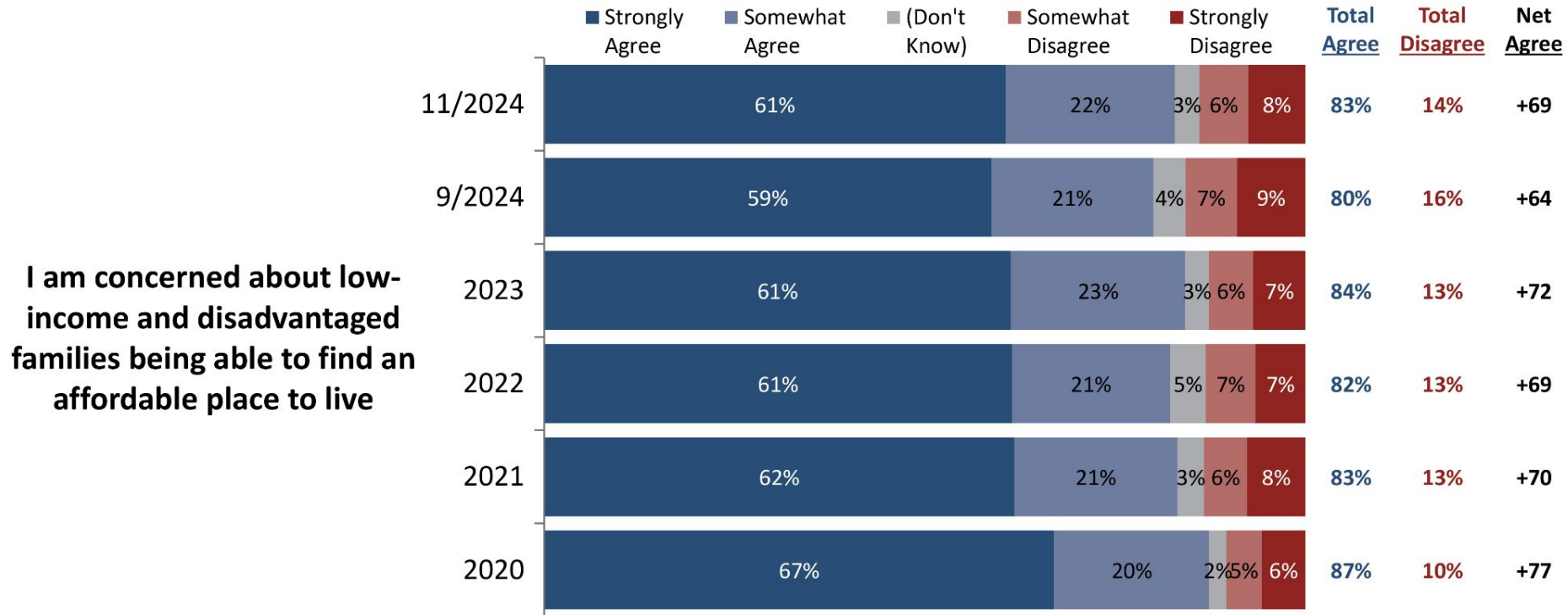
Personal Housing Concerns – Tracked

A majority of voters continue to show concern about finding an affordable place to live for themselves.



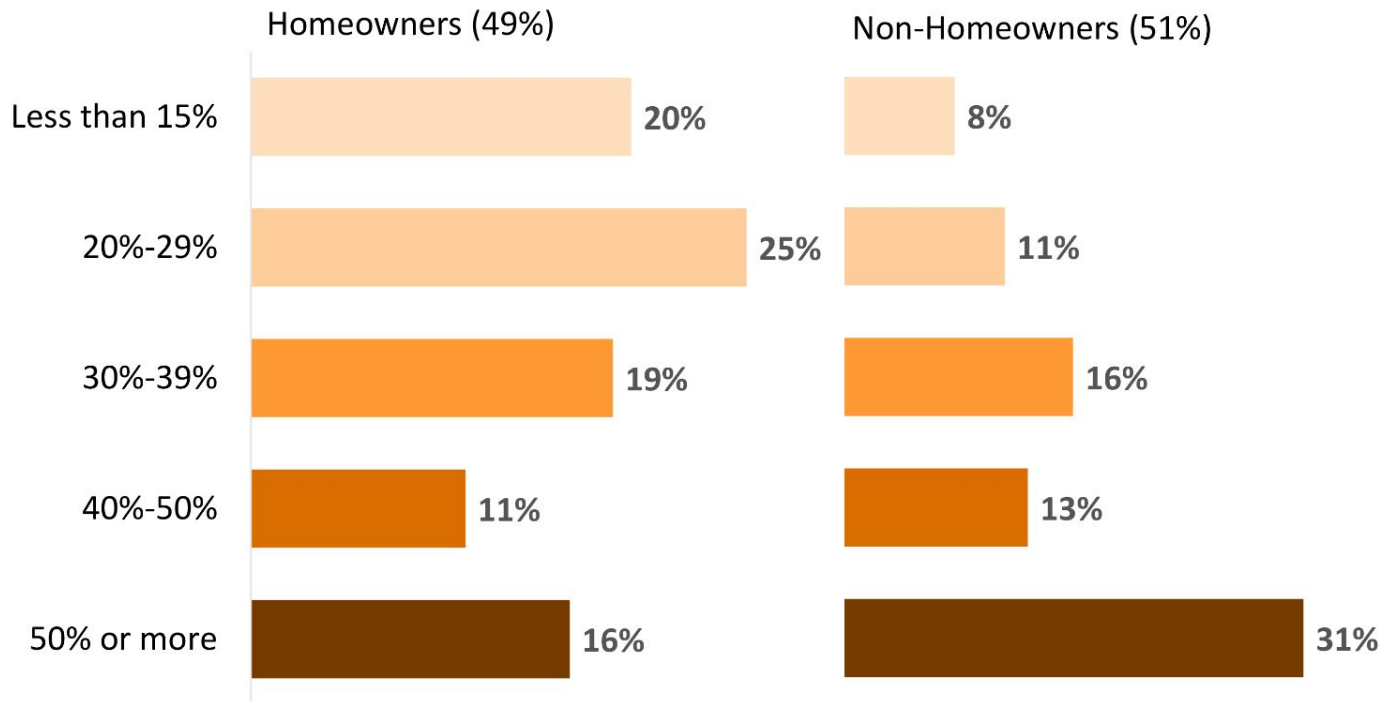
Low-Income Housing Concerns – Tracked

Voters continue to be overwhelmingly concerned about housing for vulnerable.



Income Spent on Housing

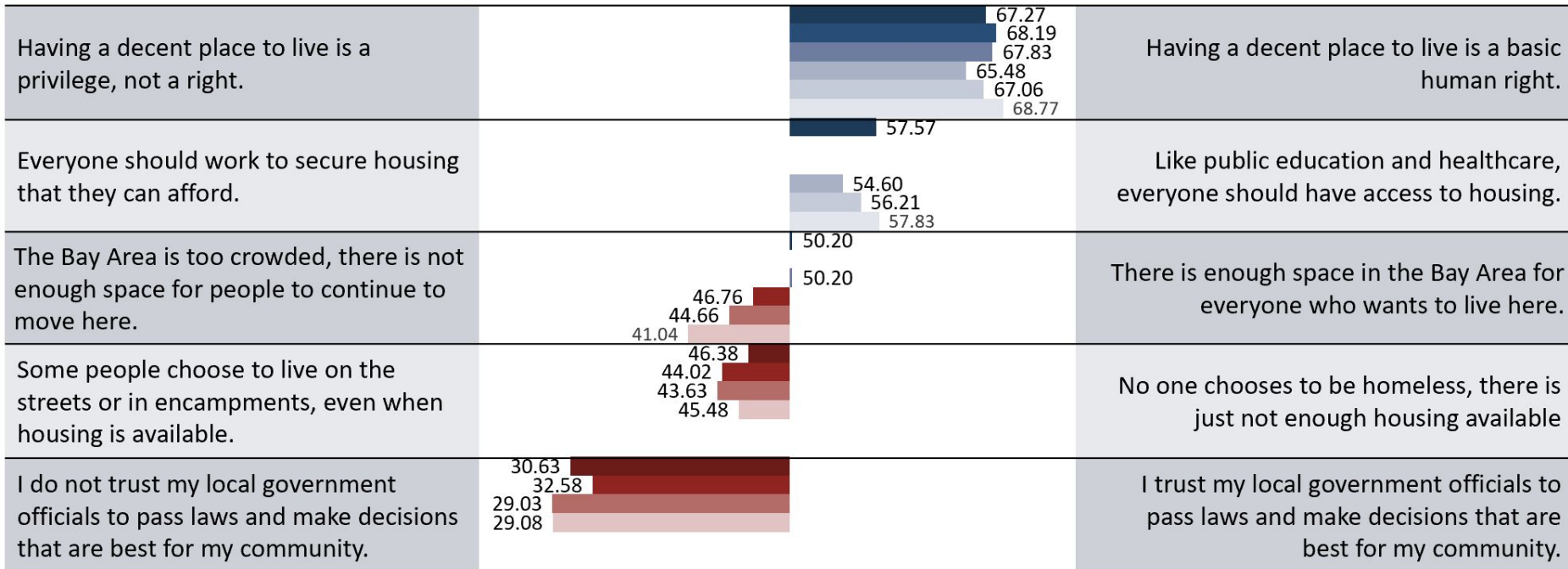
Approximately what percentage of your household income do you spend on housing?



83%
of renters are
concerned about
finding an
affordable place
to live.

Housing Value Frames – Tracked

0.00 10.00 20.00 30.00 40.00 50.00 60.00 70.00 80.00 90.00 100.00

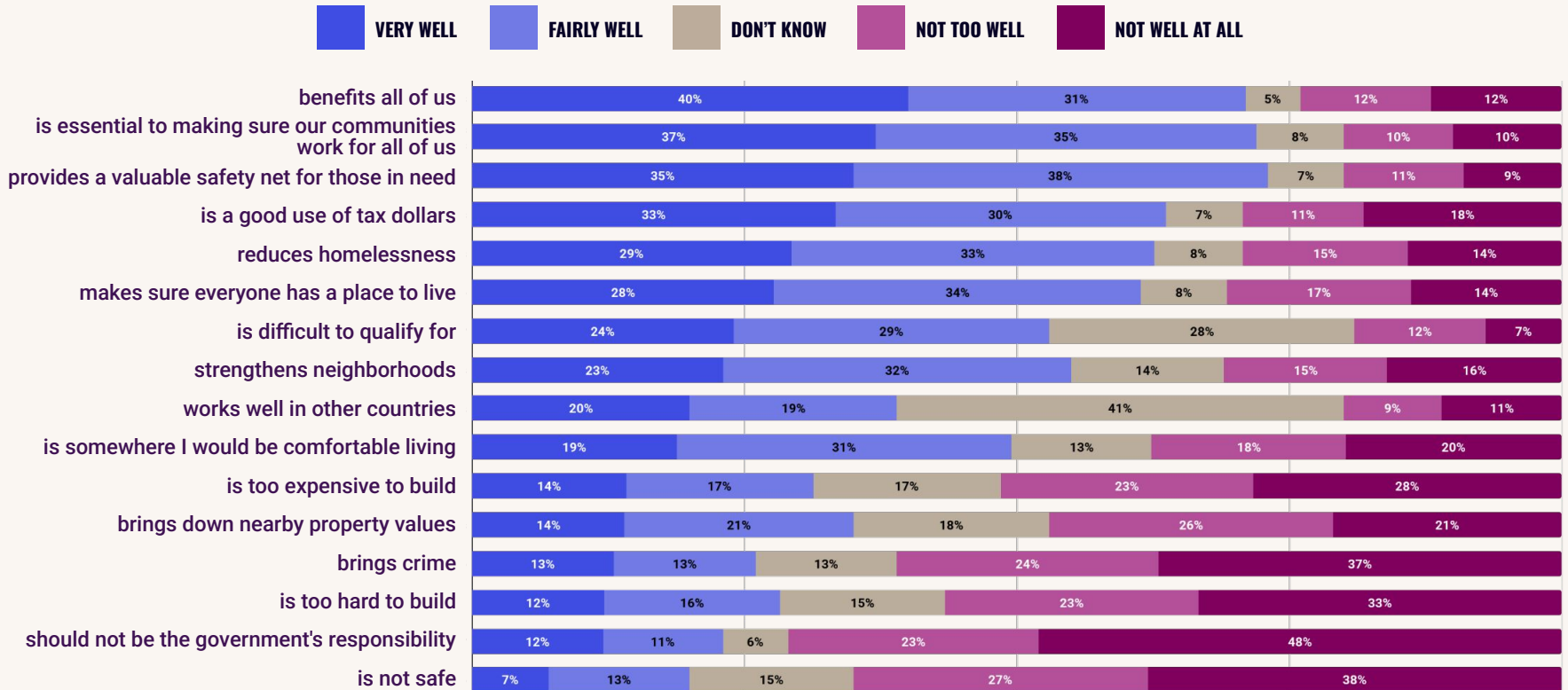


■ 11/2024 ■ 9/2024 ■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 11/2024 ■ 9/2024 ■ 2023 ■ 2022 ■ 2021 ■ 2020

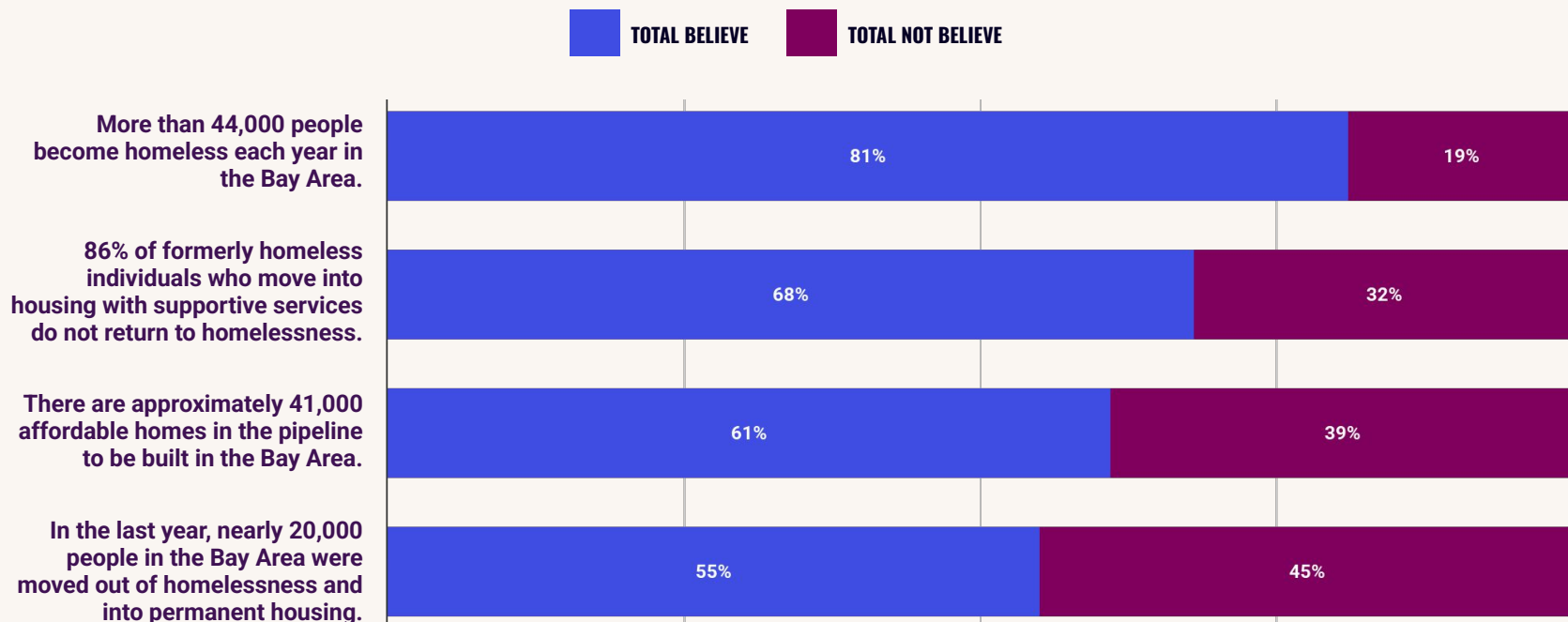


NEW EXPLORATIONS

AFFORDABLE HOUSING DESCRIPTORS



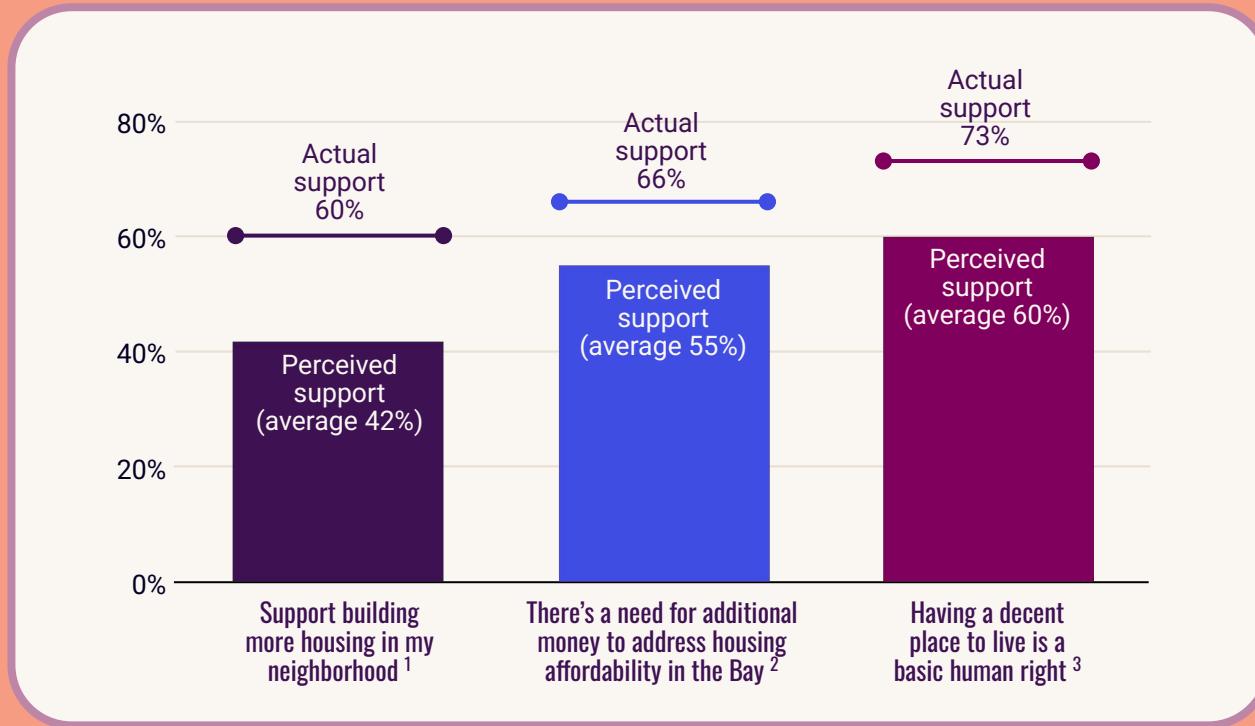
STATEMENTS ABOUT PROGRESS ARE LESS BELIEVABLE



Shift the Narrative Annual Tracking Survey (November 2024)

Statements: All Home RAP, UCSF PSH Study (Sept 2020) Enterprise Pipeline Report (2024), CAL ICH (Calendar Year 2023)

VOTERS PERCEIVE LOWER PUBLIC SUPPORT



Shift the Narrative Annual Tracking Survey (November 2024)

1 & 2 MTC Regional Bond Polling (June 2024), 3. SHAC July 2024 Statewide Poll Bay Area only (July 2024)



ACTIONABLE INSIGHTS



KEY INSIGHTS FROM BEGINS WITH HOME



Storytelling is a team sport



Stories are our secret weapon



We're the influencers we've been waiting for



Keystone indicator: positive information



We have to change how people feel, not what they know



Surround sound delivery can break through

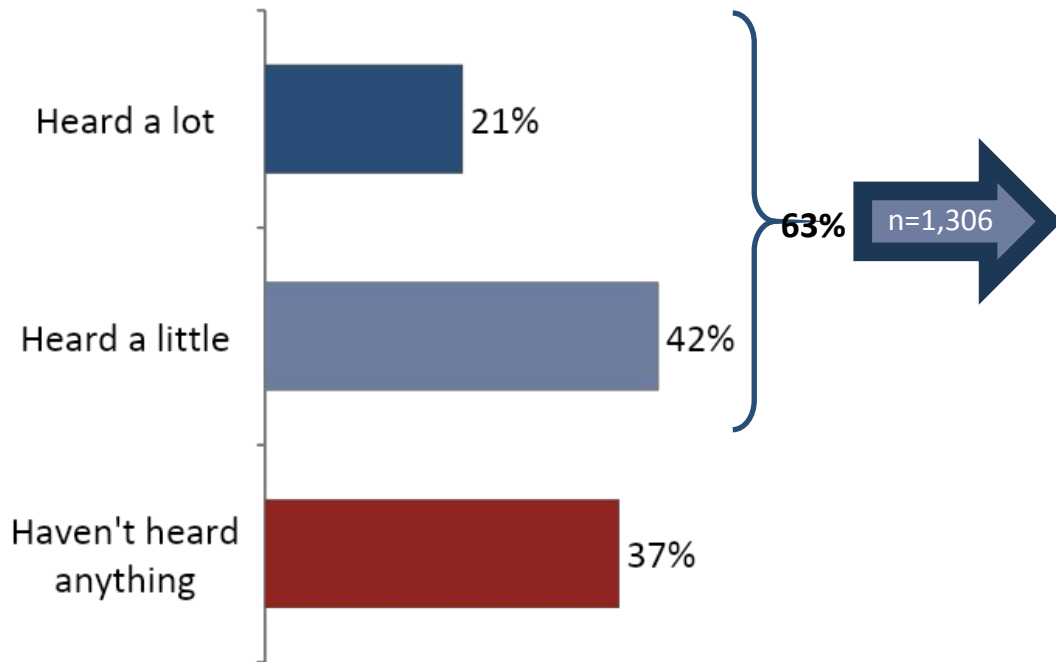


4. Keystone indicator: positive information

Awareness of Future of Housing Affordability

About two-thirds say they have heard or seen something recently about the future of affordable housing.

Have you heard or seen anything recently about the future of housing affordability in the Bay Area?

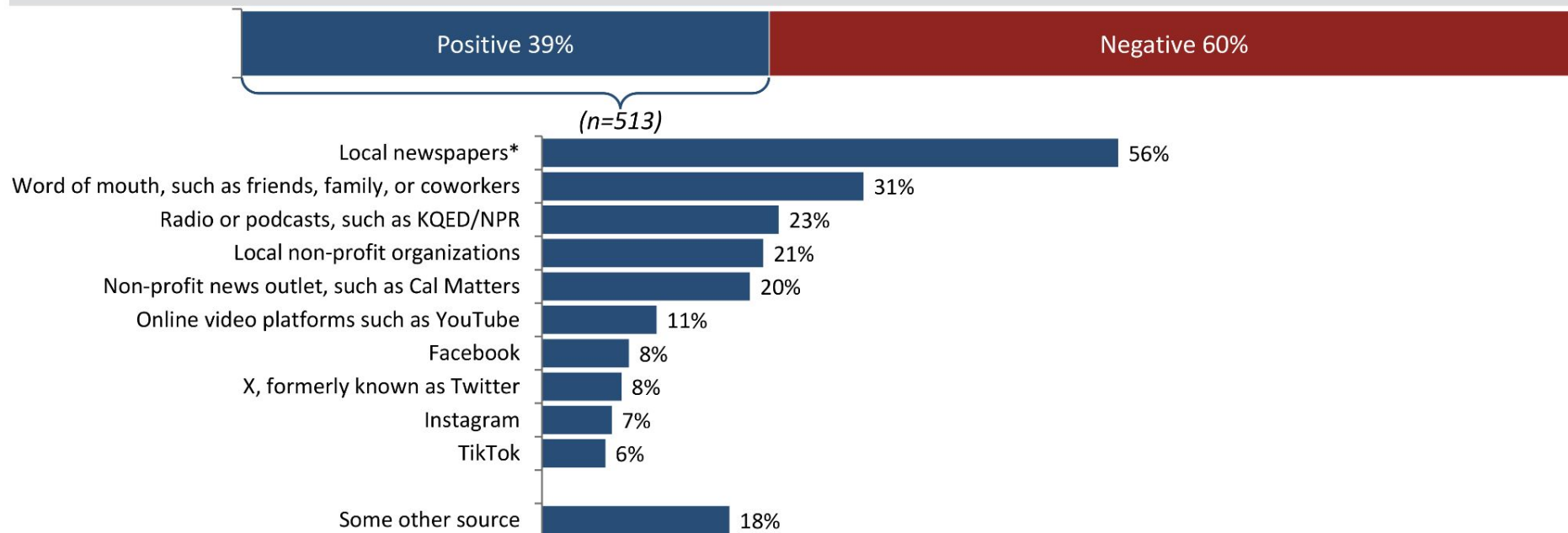


What have you seen or heard about the future of housing affordability in the Bay Area?*	%
Expensive costs/Unaffordable housing or rent	29%
Mention of laws or regulations	20%
Construction incoming/Incoming development	18%
Must increase housing to combat shortage	16%
Slow progress/Little to no change	12%
Ineffective/Poor planning	11%
Opposition results in barriers to development	8%
Alternative housing options	6%
Articles, news, blogs, etc.	4%
Against affordable housing	2%
Some support and some oppose	1%
Other	8%
Don't know/Refused	14%

Recall Positive Info – News Sources

Among those who have seen positive information about affordable housing, local newspapers, word of mouth, and radio or podcasts are the top 3 sources of information.

You reported mostly seeing [Positive] information about the future of housing affordability in the Bay Area. From which sources do you recall seeing or hearing this [Positive] information recently? (Multiple responses accepted)

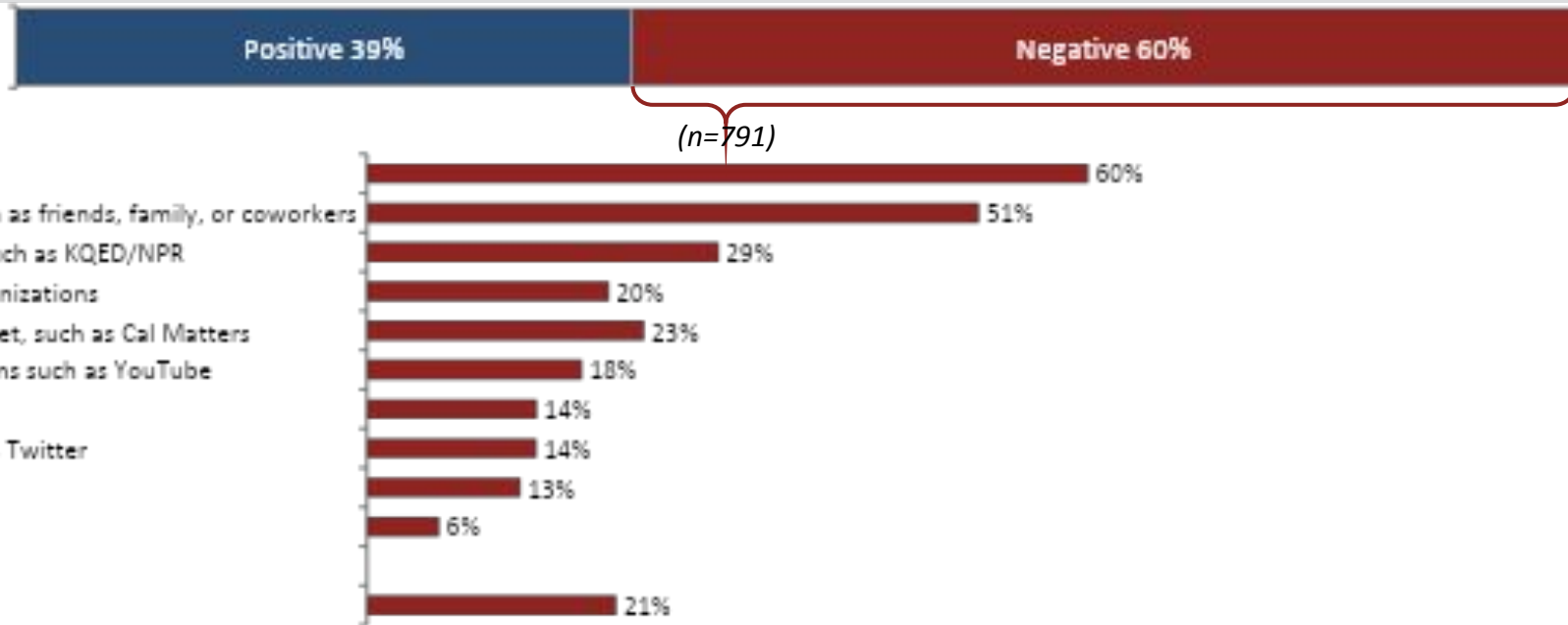


*Full text: Local newspapers, such as East Bay Times, San Francisco Chronicle, or the Mercury News either in print or online Q20.

Recall Negative Info – News Sources

Among those who have seen negative information about affordable housing, the top news sources are consistent with those who have seen positive information, though voters report with higher frequency negative information via word of

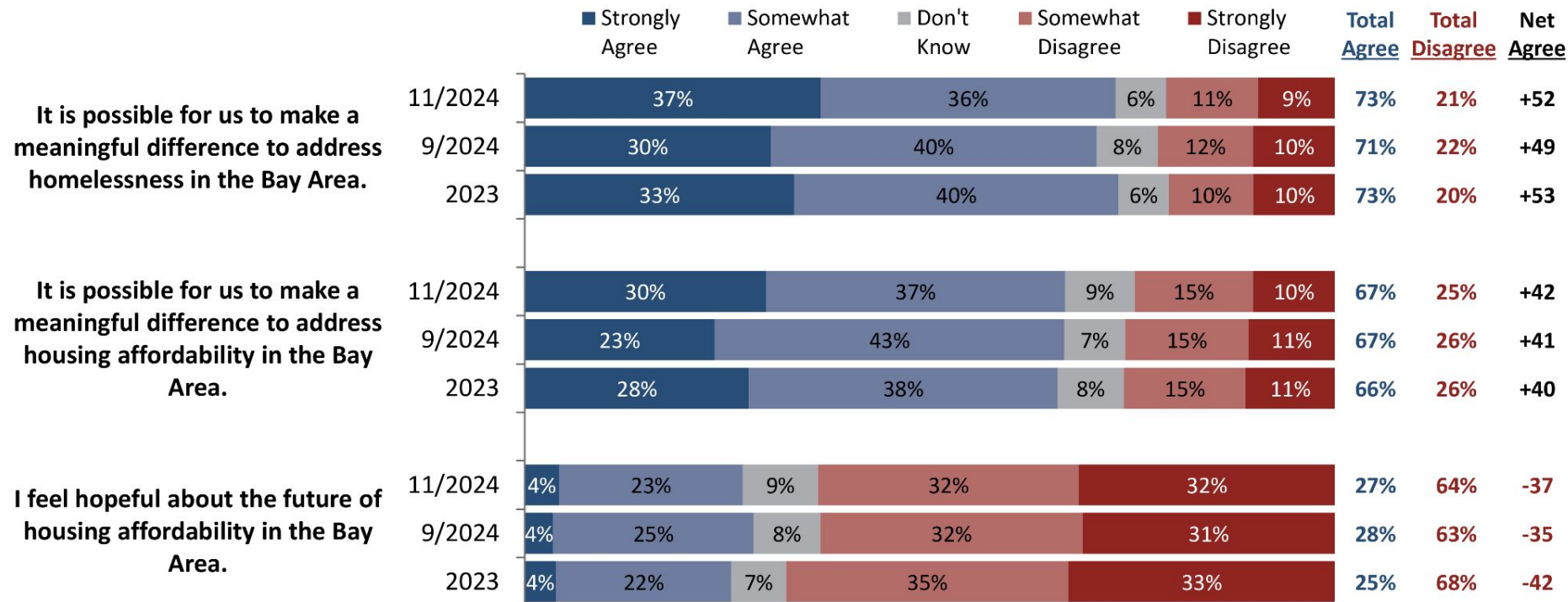
You reported mostly seeing [Negative] information about the future of housing affordability in the Bay Area. From which sources do you recall seeing or hearing this [Negative] information recently? (Multiple responses accepted)



*Full text: Local newspapers, such as East Bay Times, San Francisco Chronicle, or the Mercury News either in print or online Q20.

Housing Attitudes – Making A Difference

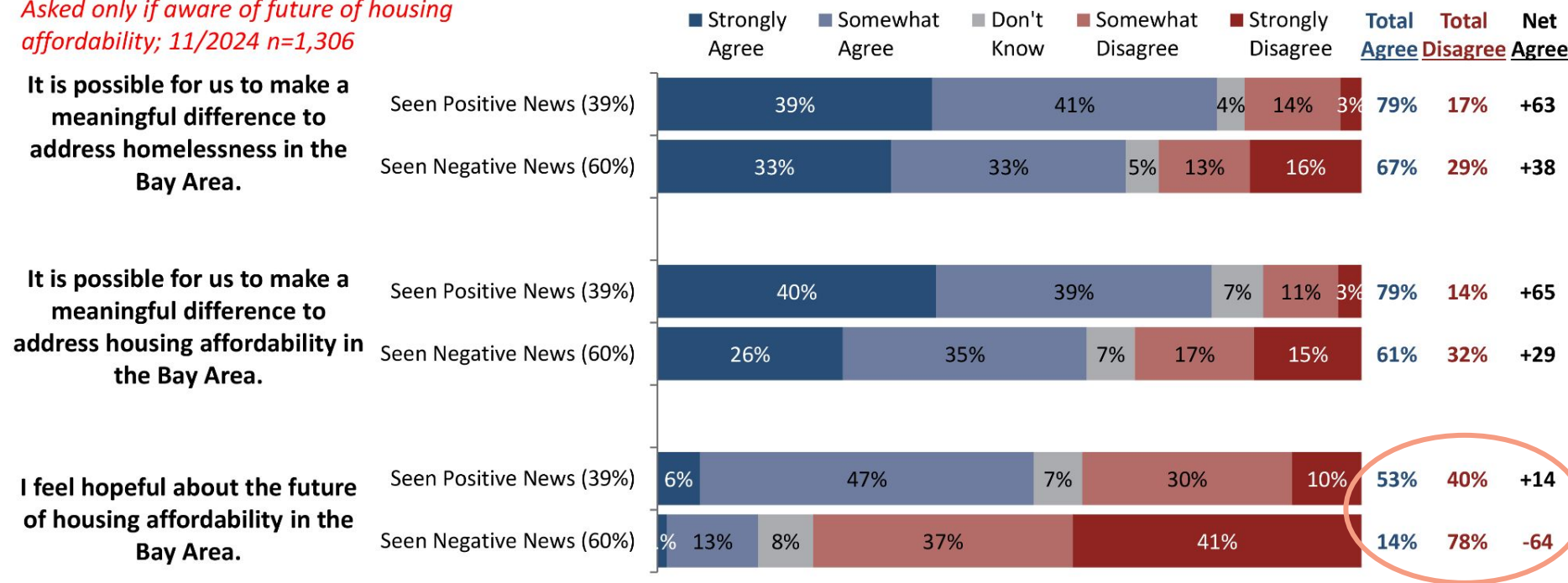
Housing attitudes remain consistent overall compared to past two surveys.



Housing Attitudes – Making A Difference by News

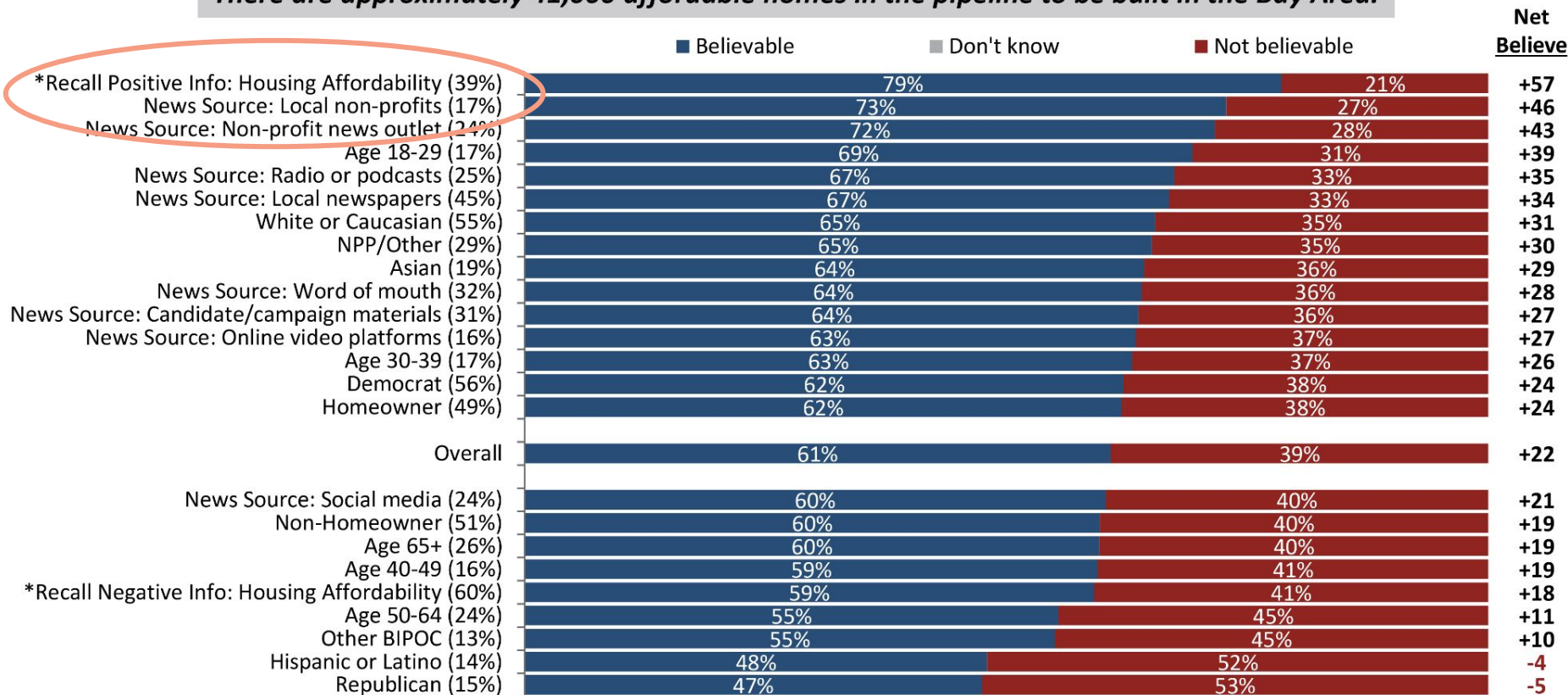
Those who have seen positive news are more likely to agree that it's possible to make a meaningful difference to address homelessness or housing affordability. Conversely, a majority of those who have seen negative news are not hopeful about the future of housing affordability.

Asked only if aware of future of housing affordability; 11/2024 n=1,306



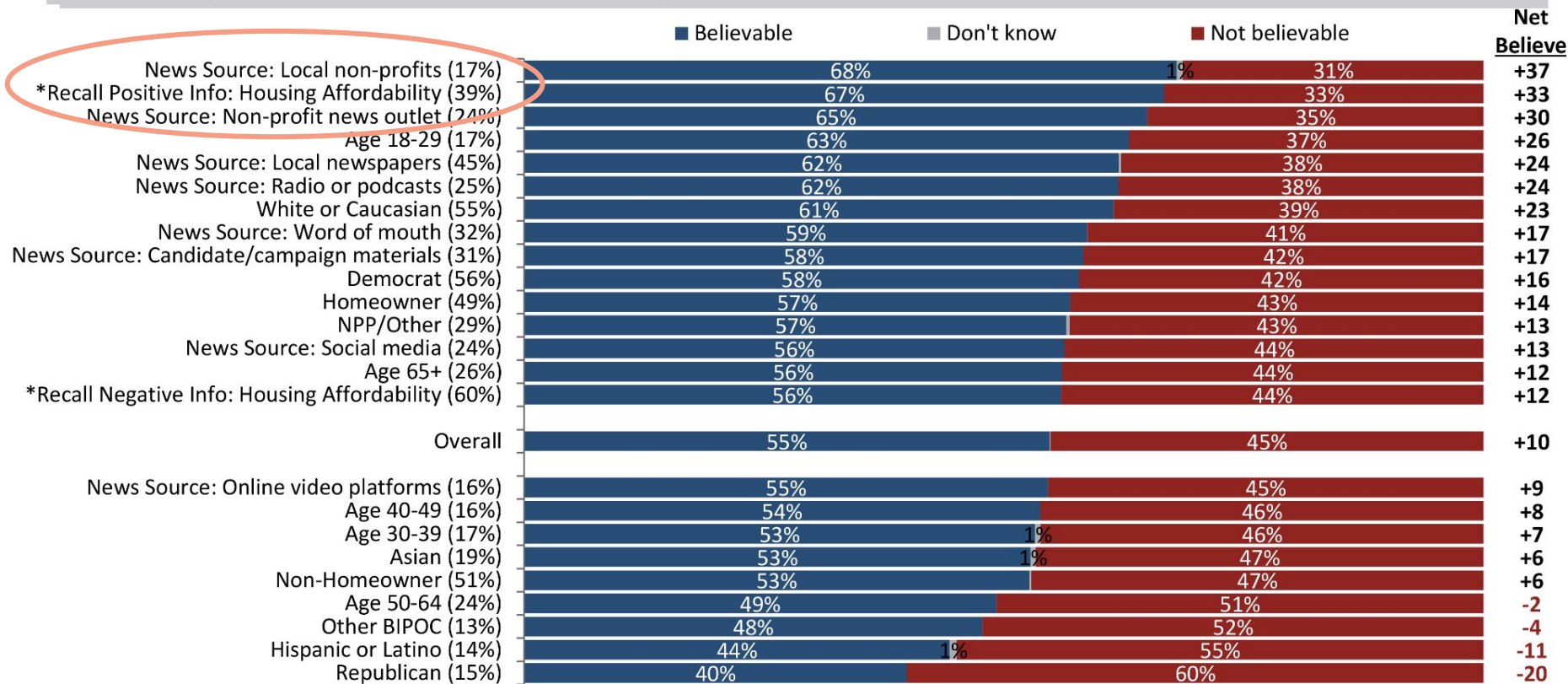
Statement Believability by Subgroups

There are approximately 41,000 affordable homes in the pipeline to be built in the Bay Area.



Statement Believability by Subgroups

In the last year, nearly 20,000 people in the Bay Area were moved out of homelessness and into permanent housing.





PEOPLE WHO HAVE SEEN POSITIVE INFO ARE MORE LIKELY TO...



agree that it's
possible to address
homelessness and
housing affordability



more closely
estimate public
support for housing
solutions



believe true
statements about
housing successes



agree there are things
they can do to
support housing
justice



say they've taken
action to support
housing affordability



support affordable
housing solutions



**5. We have to change
how people feel, not
what they know**

WINNING MESSAGE: EVERYONE BENEFITS



No matter our race, income, or where we lay our heads down to sleep, we all need a safe place to call home. But right now, there just isn't enough housing in California that working people can afford, and that's hurting all of us.

In order for our communities to work, all kinds of people need to be able to afford to live in the communities where they work, from farmworkers to teachers, store clerks, and home care workers. More affordable housing means young adults can stay in the communities in which they were raised, elderly neighbors can age in place, and nobody has to choose between paying rent and buying food. More affordable housing means stronger, thriving communities for all of us.

It's time for us to take action and win a new future where everyone has a safe, stable place to call home.

Would you support raising the taxes that homeowners pay in order to build more (affordable housing)?

+11 | Overall

+10 | Renters

+13 | Homeowners

+10 | Ages 18-34

+18 | Ages 35-54

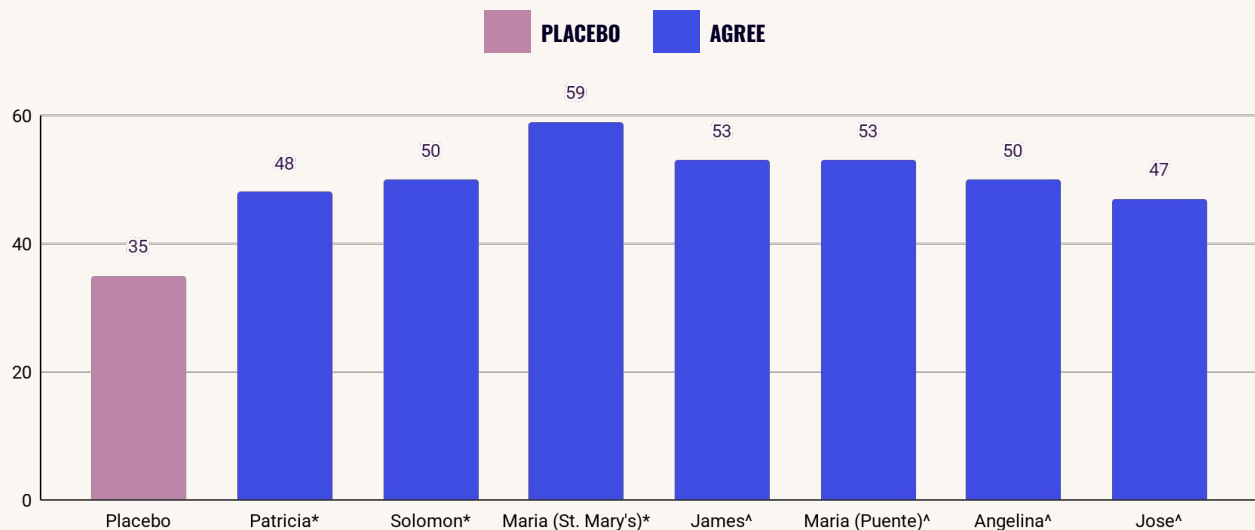
+17 | Women

+13 | Latino

STORIES INCREASE SUPPORT FOR RAISING TAXES



Would you support raising the taxes that homeowners pay in order to build more housing that's affordable for low- and middle-income Californians?

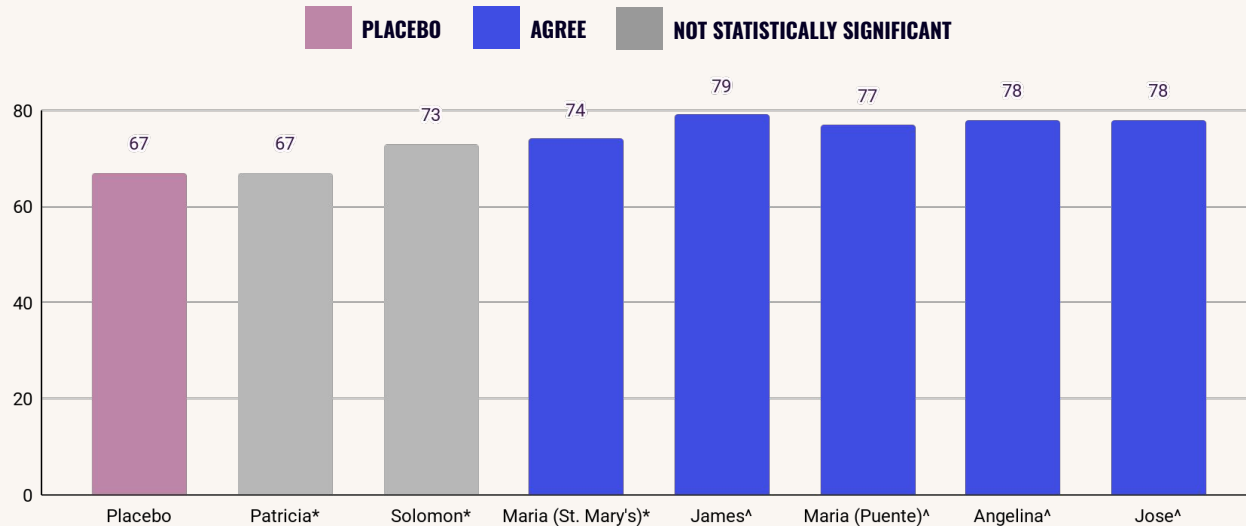


Video Message Tests in Grow Progress, conducted September 13, 2024 () and November 1, 2024 (^). The Placebo score in the November test was slightly higher at 36% — persuasion scores for the November, 1 2024 test have been revised down 1% to match the September 13 baseline.*

STORIES INCREASE COMMUNITY BENEFIT MINDSET



**How strongly do you agree or disagree with the following statement:
Building more affordable housing would benefit my entire community**

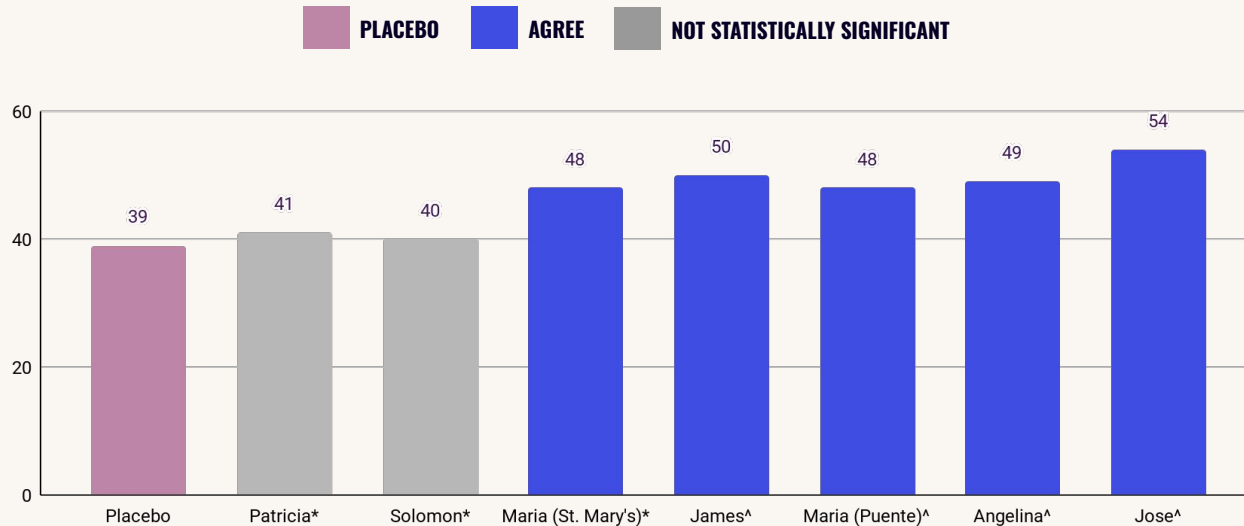


Video Message Tests in Grow Progress, conducted September 13, 2024 () and November 1, 2024 (^). The Placebo score in the November test was slightly lower at 67% – persuasion scores for the September 13, 2024 test have been revised to match.*

STORIES INCREASE HOPE



**How strongly do you agree or disagree with the following statement:
I feel hopeful about the future of housing affordability in the Bay Area**



Video Message Tests in Grow Progress, conducted September 13, 2024 () and November 1, 2024 (^). The Placebo score in the September test was slightly higher at 70% — persuasion scores for the November, 1 2024 test have been revised to match the September 13 baseline.*



JAMES' STORY



RAISING TAXES

+18 | Overall

+20/+16 | Men/Women

COMMUNITY BENEFITS

+11 | Overall

+14/+12 | Rent/Own

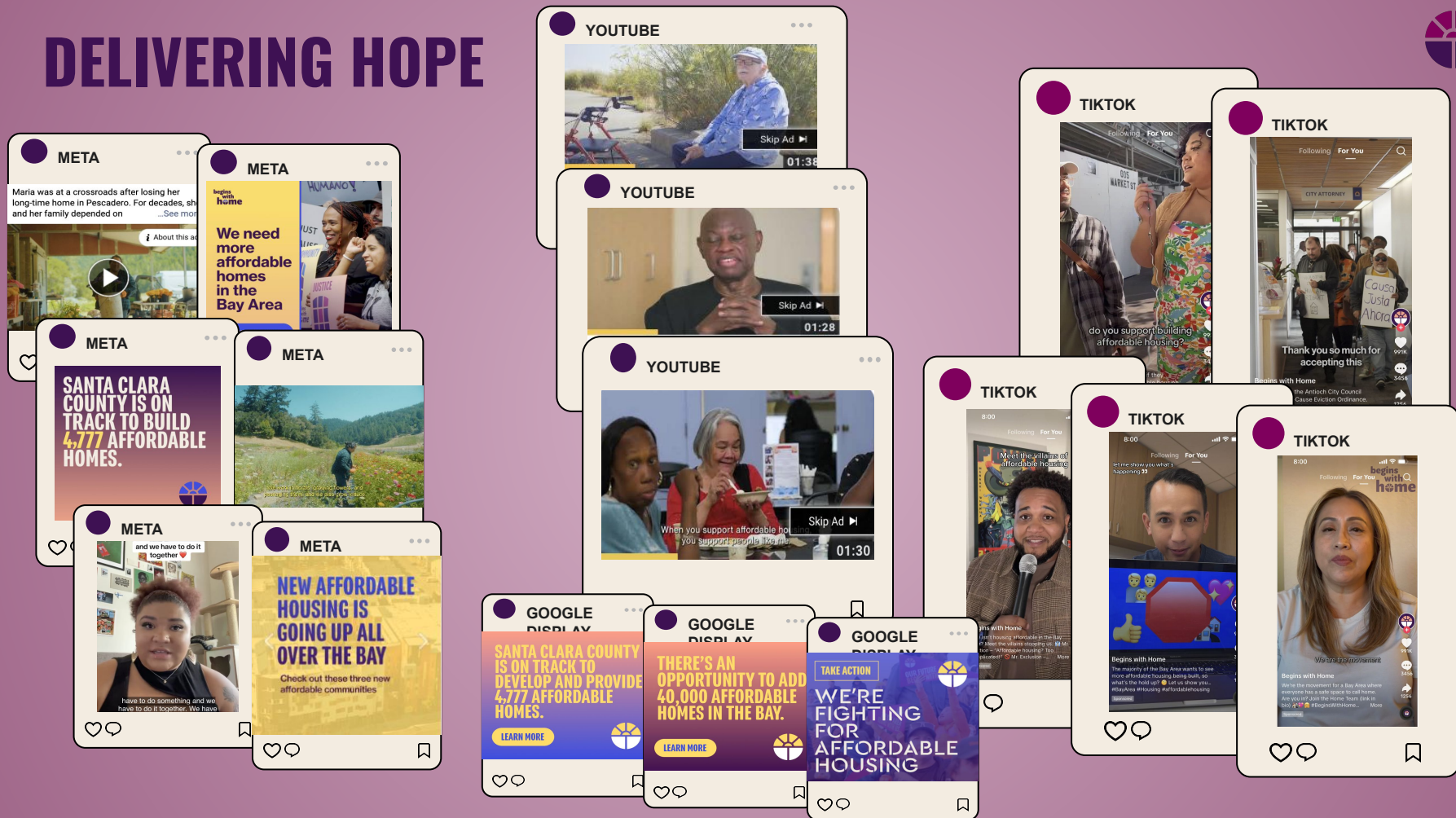
HOPE

+11 | Overall



6. Surround sound delivery can break through

DELIVERING HOPE



SURROUND SOUND DELIVERY



MOBILIZE AUDIENCE

24x

average number of times
our **mobilize** audience saw
Begins with Home stories

PERSUADABLE AUDIENCE

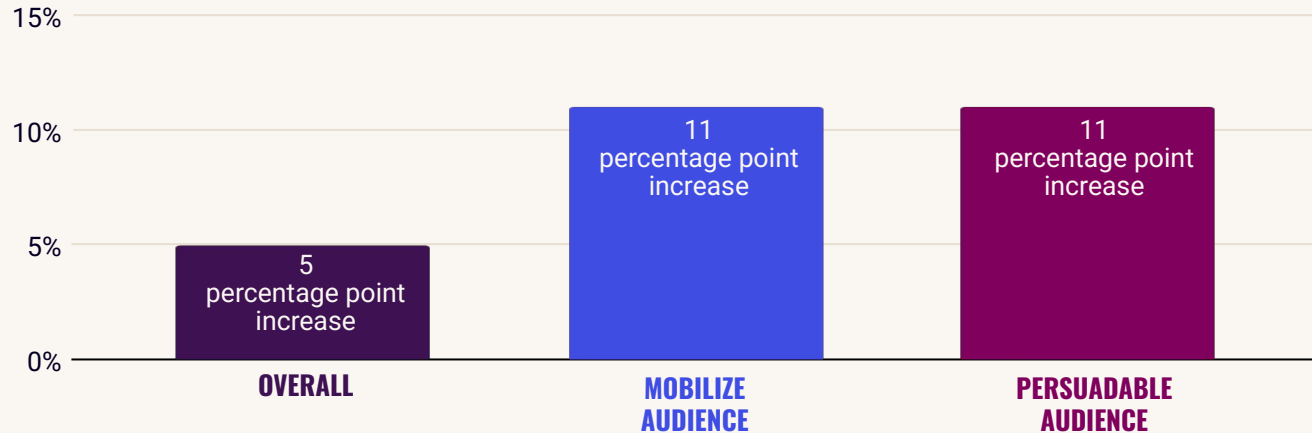
40x

average number of times our
persuasion audience saw
Begins with Home stories

MEASURING SHIFTS IN BEHAVIOR



POSITIVE SHIFT IN WILLINGNESS TO TAKE ACTION FOR HOUSING AFFORDABILITY FROM 2023 TO 2024

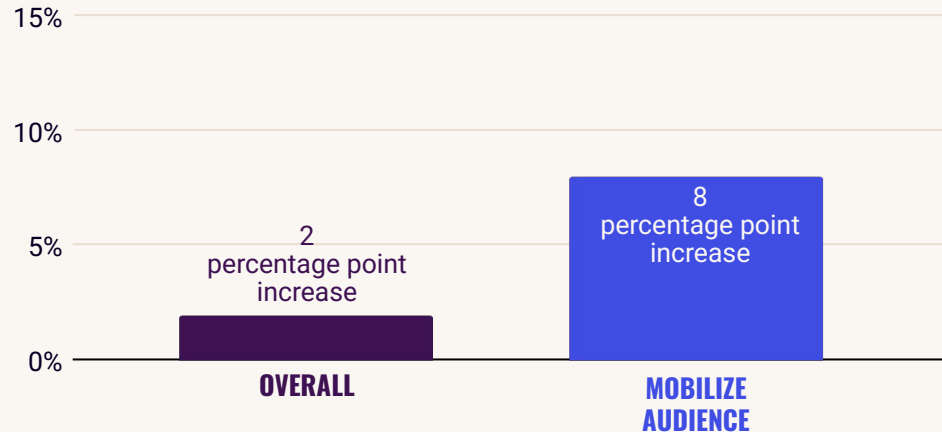


Shift the Narrative Annual Tracking Surveys (September 2023, November 2024), Persuadable 2.0 Audience

MEASURING SHIFTS IN BELIEFS



POSITIVE SHIFT IN FEELING HOPEFUL FOR THE FUTURE FROM 2023 TO 2024

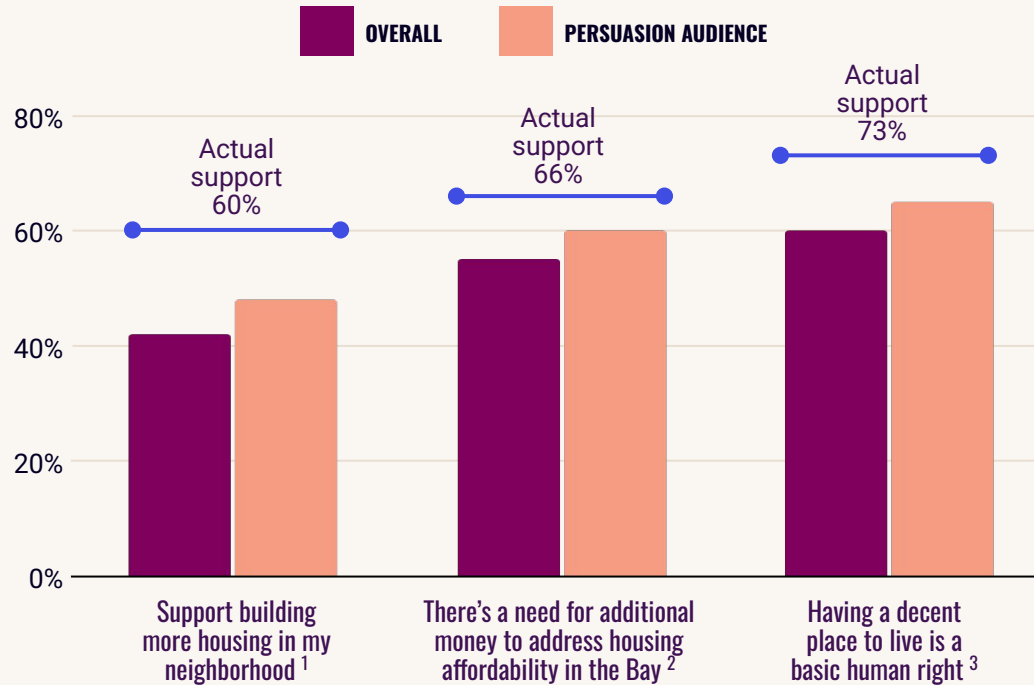


Shift the Narrative Annual Tracking Surveys (September 2023, November 2024), Persuadable 2.0 Audience

MEASURING SHIFTS IN BELIEFS



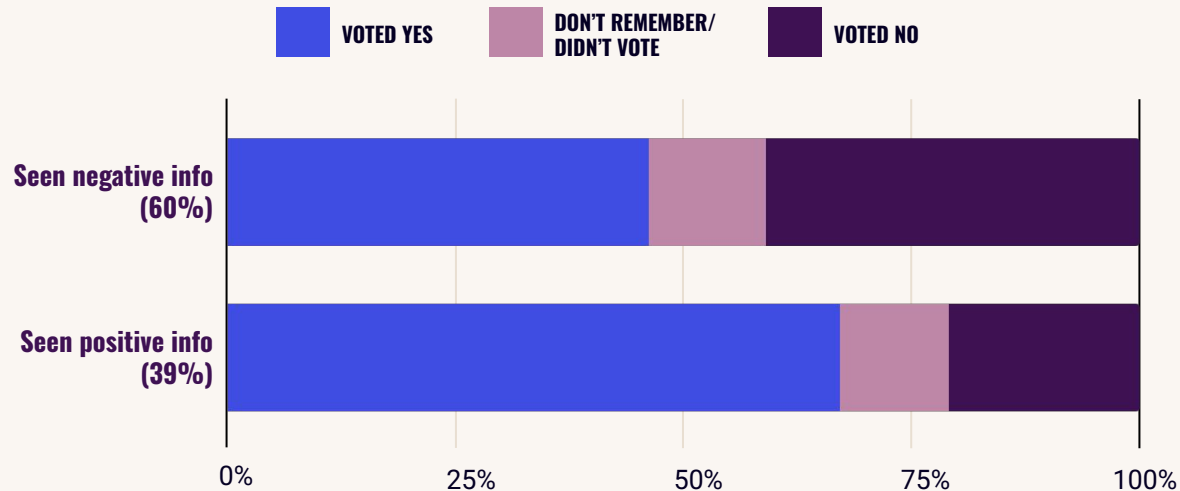
PERSUASION AUDIENCE IS CLOSER TO SOCIAL REALITY



MEASURING SHIFTS IN BELIEFS



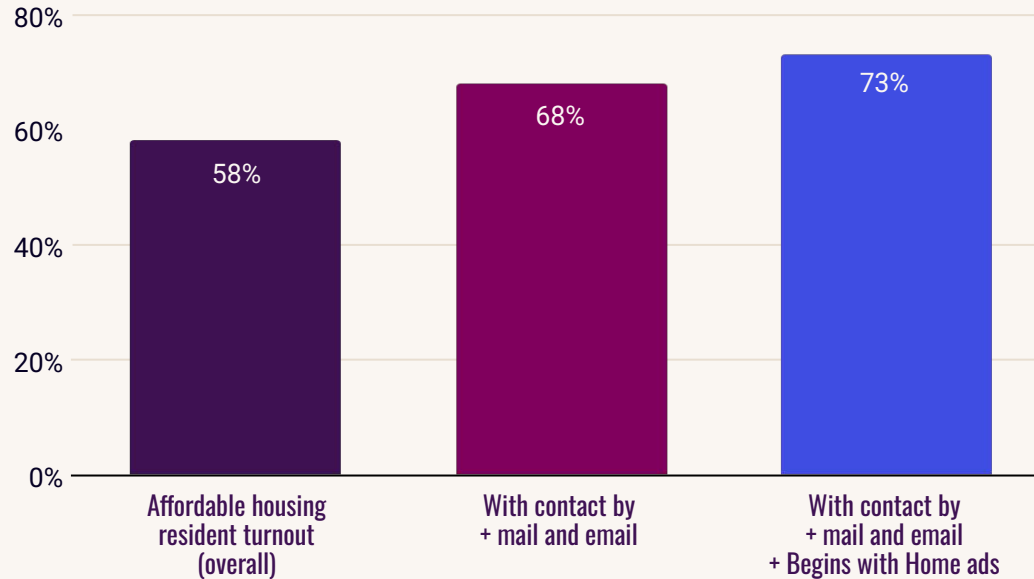
People who recall seeing positive information report having voted for prop 5 with higher support



MEASURING SHIFTS IN VOTING BEHAVIOR



AFFORDABLE HOUSING RESIDENT VOTER TURNOUT IN NOV 2024



NPH Voter Contact Campaign (November 2024)

Q&A



ASK THE PANEL:

- Emily Kirby Goodman, EMC Research
- Edie Irons, All Home
- Cory Fischer, NPH

...OR share your own learnings and ideas!





WHAT'S NEXT?



STEAL THESE STRATEGIES!

★ Begins with Home Narrative Playbook

★ Message & Video Research

★ Stories of Home Digital Toolkit





**We want to hear from
you! Complete our
feedback form**

THANK YOU

BeginswithHome.org

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