

To: The American Property Owners Alliance
From: OnMessage Public Strategies
Date: April 2026
Subject: National Survey Findings

Methodology

We're pleased to report findings from a national survey of N=1,000 likely voters. This survey was fielded from March 30-April 2, 2026 using text-to-web interviews. The margin of error for this survey is +/- 3.1%.

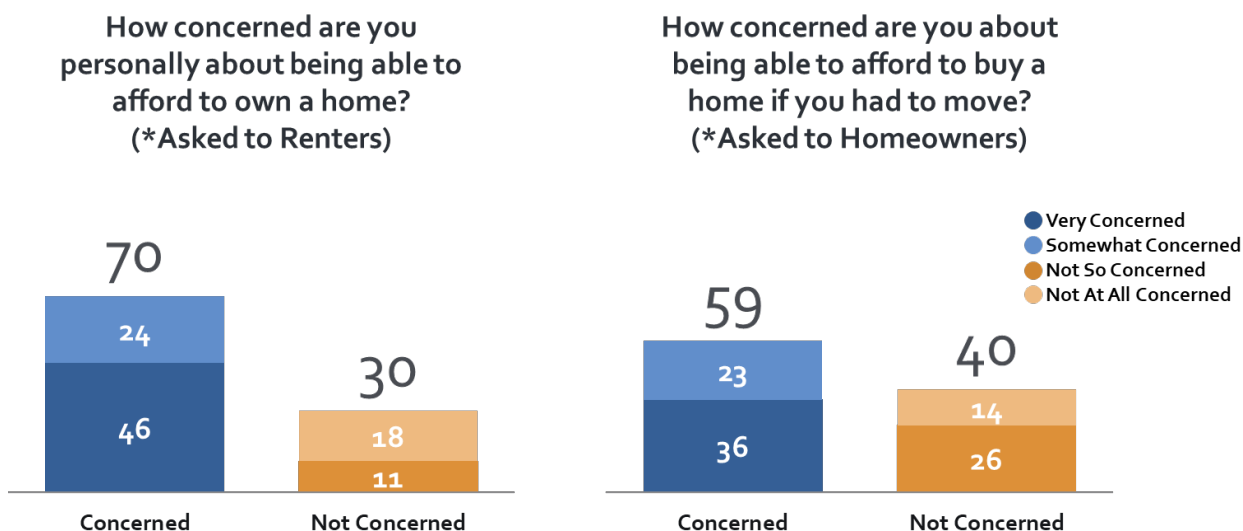
National Housing Survey Findings

Our recent national survey evaluated American attitudes towards the housing market along with various policy solutions. Overall, housing availability and affordability is a rapidly growing concern for majorities of Americans. Specifically, there is overwhelming support for policies that create movement in the housing market, drive down the costs of home buying, and help homeowners keep more of their investments.

Housing Market Concerns:

Housing costs are now a top economic concern for **24% of Americans**, trailing only groceries, gas, and healthcare. It's the second highest concern for voters under the age of 45.

When asked directly, 70% of voters who currently rent say they are concerned about being able to afford home ownership, and 59% of homeowners are concerned about being able to afford to own a home if they had to move.



Voters put much of the blame on a lack of movement in the housing market. Nationwide, **74% agree** that "the red tape and high taxes around home sales are making fewer homes available, making homeowners less likely to sell, and making it harder for first time homebuyers to get into the market," a number which holds steady across party lines.

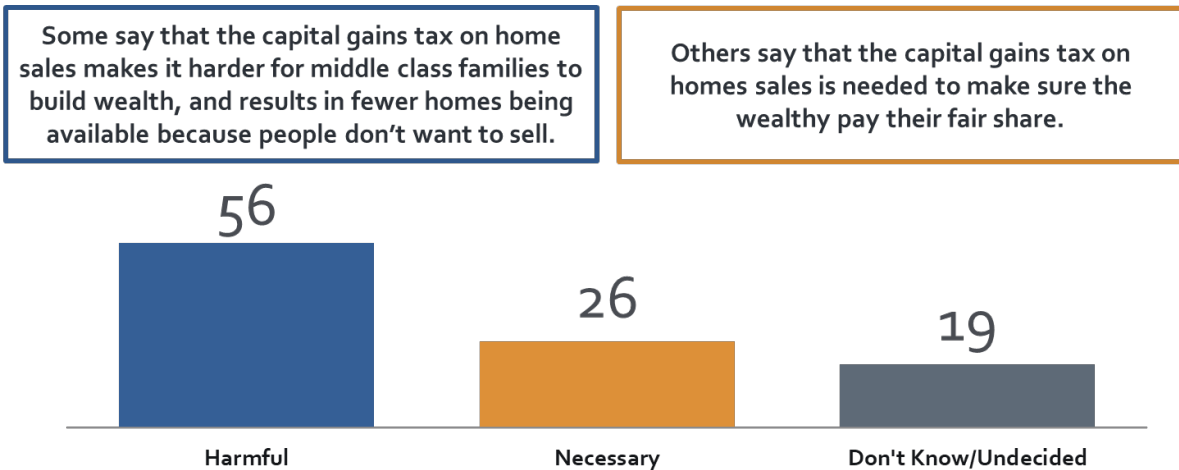
**Voters Show Strong Support
Gains Tax on Home Sales:**

for Reforming the Capital

As it's written, **70% of voters oppose** the current capital gains tax on home sales, including majorities across the political spectrum.

Simply put, voters are clear in saying the current tax causes more harm than good. Nationwide, 56% say the capital gains tax on home sales causes challenges for the middle class, compared to just 26% who say it is necessary in order to make the wealthy pay their fair share.

Thinking about the capital gains tax on home sales, which of the following comes closest to your opinion?



As a solution, **82% of Americans support** adjusting the current capitals gains tax to account for inflation. This includes over 80% of Democrats, Independents, and Republicans.

President Trump's recent actions taken to ban institutional investors from buying up single family homes is very popular as well, with **78% supporting his policy**. Majorities from all parties support it, but it is particularly popular with center-right voters (78% of Independents and 90% of Republicans).

As you may know, President Trump has recently announced an executive order to ban corporate investment firms from buying up single family houses as investment properties. Do you support or oppose this policy?

