

Help Habitat make the #CostOfHome something we all can afford.

In California,



# 1 IN 5 HOUSEHOLDS

spend half or more of their income on housing.



Even before the coronavirus pandemic, nearly one-third of households in the United States faced housing cost burdens — paying either 30% of their income for housing (cost-burdened) or 50% of their income on housing (severely cost-burdened) – due to increased housing costs and growing income inequality. As the economic fallout from the pandemic continues, millions of families are at risk of losing their homes and more than 37 million households are cost-burdened, with little income to afford food, health care and other basic necessities. With more than 17 million severely cost-burdened households in the U.S., advocating for home affordability and stability for homeowners and renters is as important as ever.

**\$36.96/hour or  
\$76,879 annually**

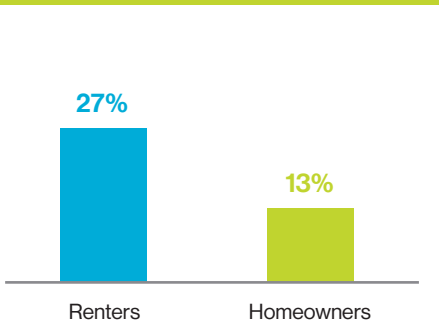
Wage required to afford fair market rent for a two-bedroom apartment in California (\$1,922), working 40 hours per week.

*(State minimum wage: \$13/hour or \$27,040 annually)*

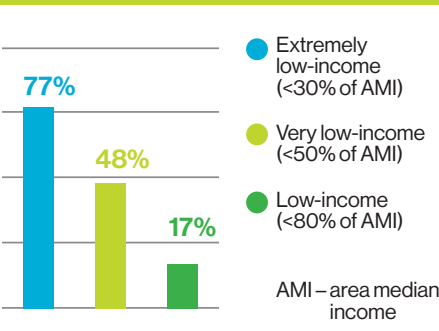
**-998,613**

Shortage of affordable and available households for extremely low-income renters in California.

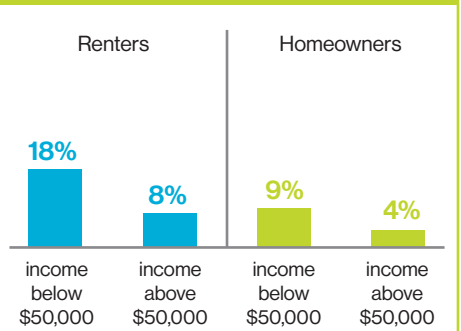
### Households spending half or more of their income on housing in California



### Households spending half or more of their income on housing by income level in California



### Lower-income households are experiencing greater difficulty in making their housing payments due to COVID-19 in California



Habitat for Humanity is a global nonprofit housing organization working in local communities across all 50 states in the U.S. and in more than 70 other countries. Habitat's vision is of a world where everyone has a decent place to live. Through our U.S. advocacy campaign, Cost of Home, Habitat for Humanity is addressing the need for home affordability by promoting policies that support increasing supply and preservation of affordable homes, equitably increasing access to credit, optimizing land use for affordable homes, and ensuring access to and development of communities of opportunity. Learn more at [habitat.org/costofhome](https://www.habitat.org/costofhome).

## Cost of Home

In the United States, 1 in 7 households spend half or more of their income on housing, and the economic impacts from the coronavirus pandemic are exacerbating existing housing affordability and stability challenges for millions of families struggling to make ends meet. Systemic barriers to home affordability, based on racial discrimination, helped create the housing inequality we see today and continue to perpetuate racial inequity across the housing continuum.

Building on its strong record of advocacy achievements throughout the U.S. and on the unparalleled reputation of Habitat's network of affiliates in all 50 states of the U.S., Habitat is engaging housing advocates, Habitat homeowners, volunteers and supporters, along with federal, state and local policymakers, to advance access to safe, decent and affordable homes through our first U.S. advocacy campaign, Cost of Home. Over the five years of the Cost of Home campaign, we commit to mobilizing our local Habitat organizations, our partners, our volunteers and community members across the country to find solutions and help create policies that will allow 10 million individuals to meet their most basic needs.

No single solution can address the complex home affordability challenges in every community. Rather, the Cost of Home campaign aims to improve home affordability by influencing local, state and federal policies and systems that improve and promote:



To increase home affordability and stability for all households, policymakers at all levels of government need to address the immediate affordability needs families face, in addition to the ongoing, structural barriers to home affordability for low-income families across the rental and homeownership spectrum. The four key policy areas of the campaign — increasing supply and preservation of affordable homes, equitably increasing access to credit, optimizing land use for affordable homes, and ensuring access to and development of communities of opportunity — are interconnected and will be critical to narrowing our racial divides and helping all families achieve home affordability and lasting security.

## Habitat for Humanity

Habitat for Humanity knows that safe, decent and affordable shelter plays a critical role in helping families create lives filled with possibility and progress. Caught in cycles of unpredictable rent increases, overcrowded conditions, or lack of access to land and affordable housing, many families live with a constant burden of uncertainty, stress and fear. Habitat for Humanity serves as a voice for people in need of decent housing by working to change laws and shape policies that affect access to housing. Our advocacy approach is based on decades of on-the-ground experience and policy expertise. In our deep understanding of housing and its role in providing opportunities for families, we seek to reform laws in a nonconfrontational, nonpartisan way.

## Learn more

To learn more about Cost of Home, visit [habitat.org/costofhome](https://habitat.org/costofhome).

### Sources:

(2020). *Out of Reach*. National Low Income Housing Coalition. [https://reports.nlihc.org/sites/default/files/oor/OOR\\_BOOK\\_2020.pdf](https://reports.nlihc.org/sites/default/files/oor/OOR_BOOK_2020.pdf).

(2020). *The Gap: A Shortage of Affordable Homes*. National Low Income Housing Coalition. [https://reports.nlihc.org/sites/default/files/gap/Gap-Report\\_2020.pdf](https://reports.nlihc.org/sites/default/files/gap/Gap-Report_2020.pdf).

(2020). *The State of the Nation's Housing 2019*. Joint Center for Housing Studies of Harvard University. [https://www.jchs.harvard.edu/sites/default/files/reports/files/Harvard\\_JCHS\\_The\\_State\\_of\\_the\\_Nations\\_Housing\\_2020\\_Report\\_Revised\\_120720.pdf](https://www.jchs.harvard.edu/sites/default/files/reports/files/Harvard_JCHS_The_State_of_the_Nations_Housing_2020_Report_Revised_120720.pdf).

(2019). *National Fact Sheet: Rental Assistance*. Center on Budget and Policy Priorities. <https://www.cbpp.org/research/housing/national-and-state-housing-fact-sheets-data>.

(2020). *U.S. Census Bureau Household Pulse Survey Data Weeks 1 – 16*. <https://www.census.gov/programs-surveys/household-pulse-survey/data.html>.



285 Peachtree Center Ave. NE, Suite 2700, Atlanta GA 30303-1220 USA  
(800) 422-4828 fax (229) 928-8811 [publicinfo@habitat.org](mailto:publicinfo@habitat.org) [habitat.org](https://habitat.org)

GOVERNMENT RELATIONS AND ADVOCACY 1310 L St. NW, Suite 350 Washington, DC 20005