

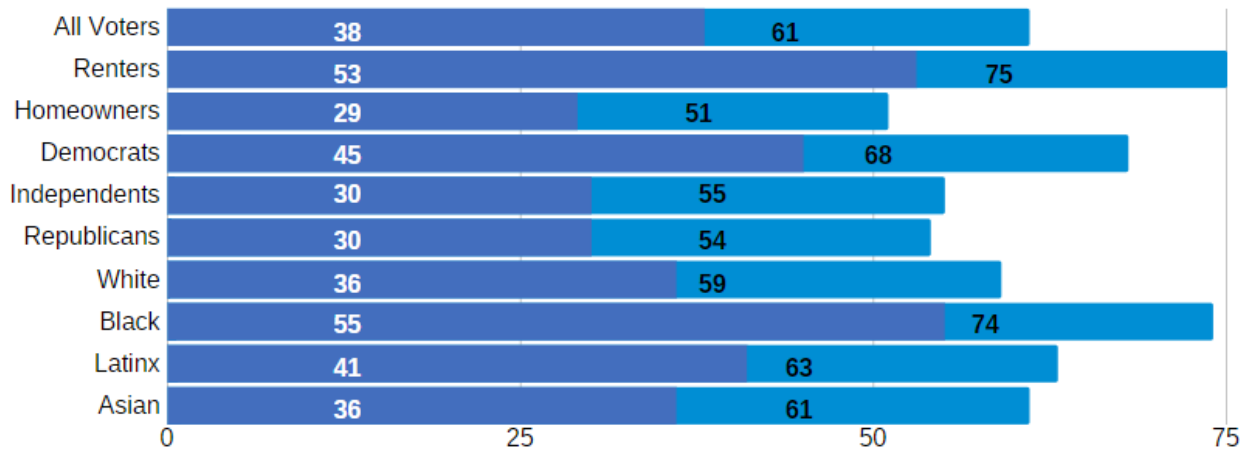
To: California YIMBY and Interested Parties  
 Fr: Lake Research Partners  
 Re: Strong Statewide Support for Building More Housing  
 Date: May 16, 2019

**Strong Statewide Support for Building More Housing**

A 2019 poll of voters in California conducted by Lake Research Partners for California YIMBY finds that the cost of housing is the single top concern of voters, and a more important problem than the economy, health care, education, crime, or immigration. California voters are very concerned about the cost of housing, with two-thirds of voters saying the most important problem related to housing is affordability or cost, followed by homelessness. Concerns about the cost of housing are widely shared across race, region, age, political affiliation, and home ownership status.

By a two-to-one margin, California voters support having more housing built in their community, including majority support across all demographics. The need for more affordable housing trumps NIMBYism and voters are ready to support having more housing built in their communities. Even groups who are more reserved in their support, such as homeowners and Republicans have a majority in support of building more housing.

**Q. Do you support or oppose having more housing built in your community? (% Support)<sup>1</sup>**



California voters are seeing consequences to this lack of affordable housing and they are worried. Over 7 out of 8 voters (87%) agree that many people are leaving California because they cannot afford to live here, including a majority who strongly agree. While this concern resonates across most subgroups, Republicans, Black voters, and Latinx voters are particularly intense in their view that housing costs are driving people out of the state.

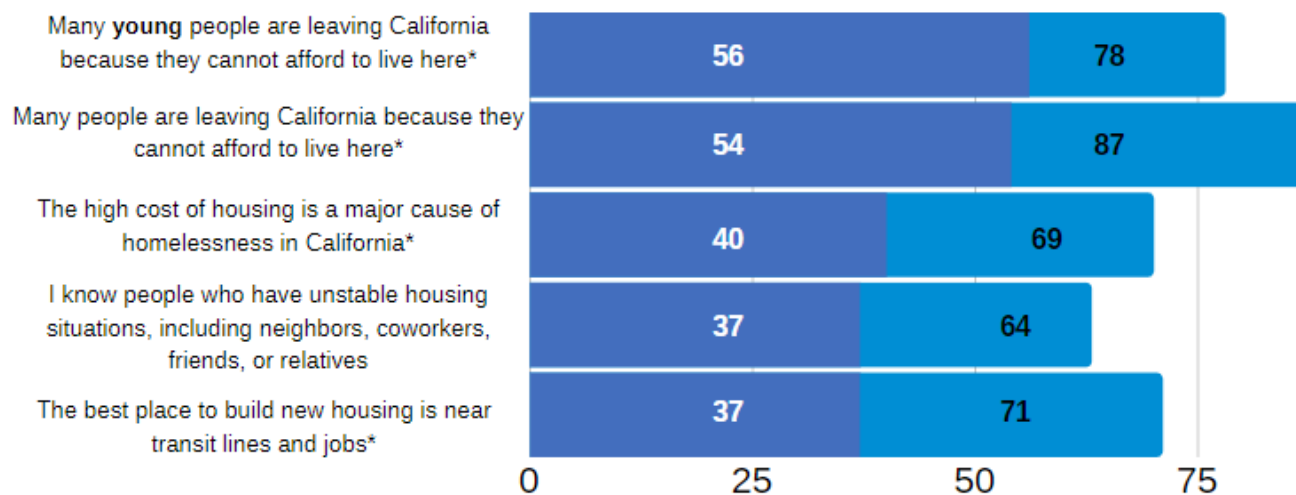
A consequence that also generates strong agreement is that the high cost of housing is a major cause of the homelessness crisis in California with 69% of voters in agreement. Almost two-thirds of California

<sup>1</sup> Darker colors indicate intensity.

voters (64%) personally know someone currently experiencing an unstable housing situation, including 81% of renters, 82% of Black voters, and 79% of Latinx voters.

A majority (71%, 37% strongly) of voters agree that the best place to build new housing is near transit lines and jobs, which garners relatively equal support from renters and homeowners alike. This view is most strongly held by Democrats and Black and Latinx voters, while also having support from 71% of Republicans.

**Q. Here are some different statements about housing in California. (% Agree)**



# SENATE BILL 50

**66%** of California voters support passing Senate Bill 50, while 18% are opposed.

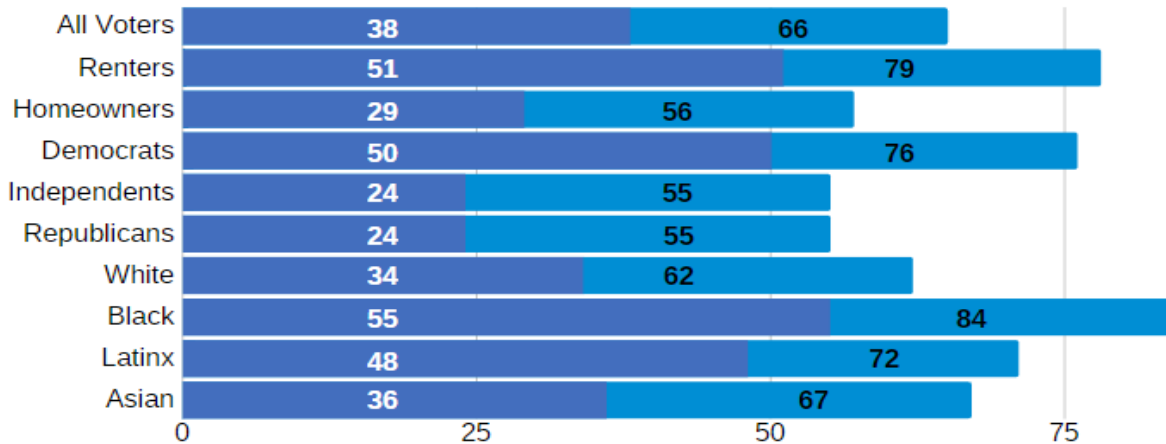
After hearing a brief description of Senate Bill 50<sup>2</sup>, 66% of California voters say they support the proposed bill while 18% are opposed. Voters in support are much more enthusiastic than voters in opposition, with strong support totaling 38% and strong opposition totaling only 9%. While there is

<sup>2</sup> "Senate Bill 50 would change state law to allow more homes like apartments, townhouses, and triplexes, including affordable housing for lower- and middle-income families, near public transit lines like buses or trains, and in areas with a lot of jobs."

\* Split Sampled Question

majority support from all key demographics, renters, Democrats, Black voters, and Latinx voters are the most intense supporters.

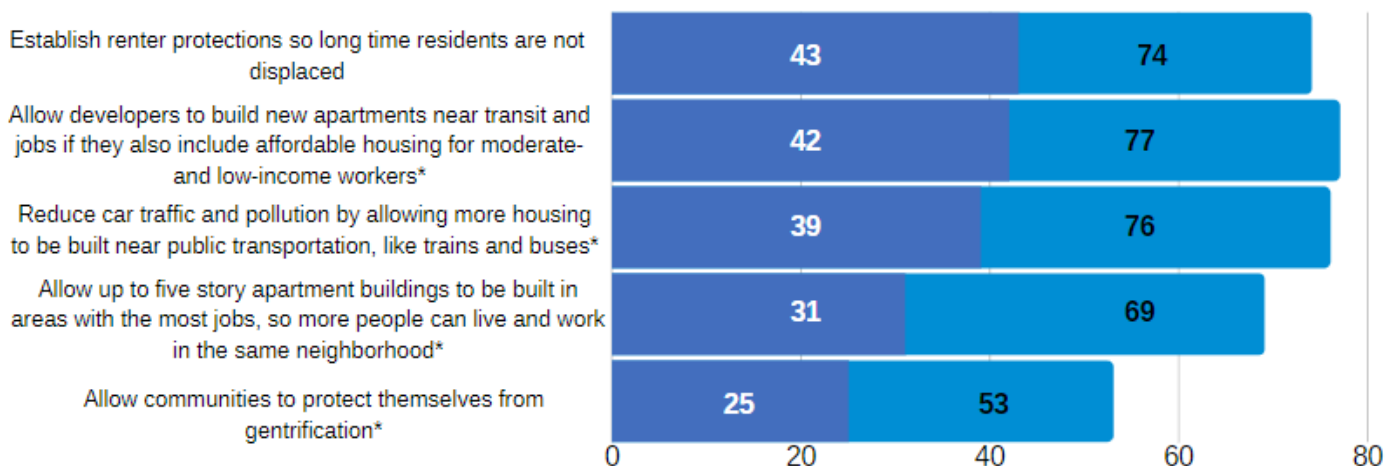
**Q. Do you support or oppose this proposed law, Senate Bill 50? (% Support)**



Voters enthusiastically support building housing that people can afford closer to jobs and public transit. After hearing specific provisions of Senate Bill 50, support increases.

Voters say they feel more favorable towards SB50 when informed that it will establish protections against displacement; 74% of all voters, 90% of renters, 87% of Black voters, 85% of Latinx voters, 77% of L.A. County voters, and 76% of voters under 30 say they feel more favorably.

**Q. Here are some provisions of Senate Bill 50. Please indicate if each makes you feel more or less favorable towards Senate Bill 50. (% More Favorable)**



At similar levels, voters feel more favorable when informed that SB50 will allow developers to build new apartments, near transit and jobs, that also include affordable housing for moderate- and low-income workers. This two-tiered statement highlights proximity to transit and jobs and affordability for working people, which are two key values. This provision makes 77% of voters (42% much more), 78% of renters (49% much more), 90% of Black voters (58% much more), 88% of Latinx voters (56% much more), 81% of

L.A. County voters (49% much more), and 83% of voters under 30 (45% much more) feel more favorably about SB50.

Favorability also increases when voters are informed that SB50 will reduce car traffic and pollution by allowing more housing to be built near public transportation, like trains and buses. Giving a specific example works to make 76% of voters feel more favorably (39% much more). This provision is particularly strong among renters, Black and Latinx voters, and younger voters, and for those living in the L.A. County and Bay Area.

Finally, favorability increases when we inform voters that SB50 will allow up to five story apartment buildings to be built in areas with the most jobs, so more people can live and work in the same neighborhood. Sixty-nine percent (69%) of voters say this makes them feel more favorably.

## Methodology

Lake Research Partners designed and administered this survey that was conducted between April 17 – 25, 2019 both by live telephone interview and online, with 700 interviews by phone including the oversamples and 500 interviews online. This survey was conducted in English and Spanish languages, and 1,150 interviews were conducted in English and 50 interviews were conducted in Spanish. The survey reached 1,000 likely 2020 General Election voters in California with oversamples of 100 African American and 100 Latinx likely 2020 voters. The sample was stratified by region, race, and age, gender to reflect the demographic composition of registered likely voters. Where there were slight differences between our survey sample and the expected voting population, data were weighted accordingly. The margin of error for this survey is +/- 3.1%.