



## 2018 Bay Area Council Poll Housing Issues

*All numbers in this document represent percentage (%) values, unless otherwise noted.  
Please note that due to rounding, percentages may not add up to exactly 100%.*

What is the most important problem facing the Bay Area today? **(Multiple responses accepted – answers total to over 100%)**

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Housing/Housing Costs/Housing Availability	18	31	28	42
Traffic/Congestion	10	17	13	18
Poverty/Homelessness	3	5	8	14
Cost of Living	7	9	8	12
Development/Overpopulation	6	5	7	6
Crime/Safety	10	7	3	6
Government/Budget	3	1	4	5
Immigration/illegal immigrants/sanctuary cities*	-	-	3	5
Transportation	3	2	3	4
Gentrification	-	-	2	3
Income Inequality	2	2	2	3
Jobs/Economy	6	4	2	2
Education	2	1	1	2
Roads/Condition of roads*	-	-	-	2
Taxes – Too high/Too many/Misappropriated*	-	-	-	2
Infrastructure/Lack of Infrastructure*	-	-	-	2
Environment	2	1	1	1
Drought/Water Shortage	28	4	0	1
President Trump/Trump Administration	-	-	5	0
Other	3	9	4	6
Don't Know/Nothing	4	1	2	1

\*Not coded in previous years

Thinking about **housing** in the Bay Area, **compared to a year ago** is it...

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Much easier to find a place to live	3	1	0	0
Somewhat easier to find a place to live	4	2	3	2
About the same	20	16	21	14
Somewhat harder to find a place to live	30	32	28	23
Much harder to find a place to live	37	41	36	53
Don't know	5	7	11	8

Do you agree or disagree with the following statements?

SCALE:	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>	<b>Total Agree</b>	<b>Total Disagree</b>
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**(RANDOMIZE)**

I am likely to move out of the Bay Area in the next few years.

<u>2016</u>	13	21	23	31	12	<b>34</b>	<b>54</b>
<u>2017</u>	19	21	16	30	14	<b>40</b>	<b>46</b>
<u>2018</u>	26	20	15	28	11	<b>46</b>	<b>42</b>

I support the building of new housing in my neighborhood.

<u>2014</u>	15	41	21	17	6	<b>56</b>	<b>38</b>
<u>2015</u>	18	35	20	19	8	<b>54</b>	<b>38</b>
<u>2016</u>	17	39	21	18	5	<b>56</b>	<b>39</b>
<u>2017</u>	30	32	15	18	5	<b>62</b>	<b>33</b>
<u>2018</u>	27	32	14	20	7	<b>59</b>	<b>34</b>

I support policies that make it easier to build new housing in transit and commercial areas.

<u>2016</u>	19	49	14	7	11	<b>68</b>	<b>21</b>
<u>2017</u>	-	-	-	-	-	<b>-</b>	<b>-</b>
<u>2018</u>	36	37	9	10	8	<b>73</b>	<b>19</b>

The housing shortage threatens our regional economy.

<u>2017</u>	43	33	12	5	8	<b>76</b>	<b>16</b>
<u>2018</u>	46	29	10	7	8	<b>75</b>	<b>17</b>

**(END RANDOMIZE)**

**(IF LIKELY TO MOVE OUT OF BAY AREA, n=461)** You mentioned you may be likely to move out of the Bay Area in the next few years. Why do you say that? **(Multiple responses accepted – answers total to over 100%)**

<b>Cost of Living</b>	<b>45</b>
<b>Housing Issues</b>	<b>31</b>
<i>Housing/ Rent Costs</i>	27
<i>Housing Availability</i>	2
<i>Other Housing</i>	2
<b>Quality of Life Issues</b>	<b>32</b>
<i>Traffic/ Congestion</i>	9
<i>Development/Overpopulation</i>	9
<i>Diminishing quality of life/Less desirable to live here</i>	7
<i>Income Inequality</i>	3
<i>Homelessness</i>	2
<i>Crime/Safety</i>	2
<b>Policy/ Economy</b>	<b>23</b>
<i>Too many taxes</i>	9
<i>Government/Budget</i>	5
<i>Jobs/Economy</i>	4
<i>Immigration/illegal immigrants/sanctuary cities</i>	3
<i>Policies are too liberal</i>	1
<b>Change of career/new job/retiring</b>	<b>5</b>
<b>To be closer to family</b>	<b>2</b>
<i>Other/Don't Know</i>	10

**(IF LIKELY TO MOVE OUT OF BAY AREA, n=461)** And if you were to move, where would you be likely to relocate? **(Multiple responses accepted – answers total to over 100%)**

<b>California</b>	<b>24</b>
<i>Sacramento</i>	5
<i>Los Angeles</i>	2
<i>San Diego</i>	1
<i>Elsewhere in California</i>	16
<b>Other US</b>	<b>61</b>
<i>Texas</i>	10
<i>Oregon</i>	9
<i>Nevada</i>	8
<i>Arizona</i>	7
<i>East Coast</i>	6
<i>Washington</i>	5
<i>Midwest</i>	4
<i>Southeast</i>	3
<i>Idaho</i>	3
<i>Colorado</i>	3
<i>Florida</i>	2
<b>Other</b>	<b>27</b>
<i>Anywhere out of state/more affordable/other</i>	21
<i>Out of the country</i>	4
<i>Europe</i>	2
<b>Don't know</b>	<b>15</b>

Do you own or rent your home?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Own a home or condo	54	53	55	52	54
Rent	40	38	38	38	36
Other	4	6	5	6	6
Prefer not to respond	2	3	1	4	4

**(ASK IF OWN HOME, n=541)** Which of the following best describes your feelings about adding an accessory dwelling unit to your home? An accessory dwelling unit, also known as an in-law or granny unit, is a separate unit on your property that could include, for example, an apartment over the garage, a tiny house in the backyard, or a basement apartment.<sup>i</sup>

	<u>2017</u>	<u>2018</u>
I would consider adding an accessory dwelling unit to my home	25	29
I would not consider adding an accessory dwelling unit to my home	24	23
It is not possible to add an accessory dwelling unit to my property	42	37
I already have an accessory dwelling unit on my property	4	6
I have applied to the city to add an accessory dwelling unit on my property in the past year	-	0
Something else	1	1
Don't know	4	4

**(ASK IF OWN OR RENT HOME, n=899)** Please rank the following options in order of the most likely to make you consider adding an accessory dwelling unit (ADU) to your home to the least likely.

SCALE:	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Would make no difference</b>	<b>No opinion/ Don't Know</b>	<b>Total More Likely</b>
<b>(RANDOMIZE)</b>					
Easier permit process	38	20	33	8	<b>58</b>
Tax breaks or financial incentives	42	22	30	6	<b>64</b>
Reduced fees	33	26	33	9	<b>59</b>
Availability of rental income	31	26	36	6	<b>57</b>

**(END RANDOMIZE)**

<sup>i</sup> Response options updated to add "I have applied to the city to add an accessory dwelling unit on my property in the past year"

(DISPLAY OPTIONS OUT OF: EASIER PERMIT PROCESS, TAX BREAKS OR FINANCIAL INCENTIVES, REDUCED FEES, AVAILABILITY OF RENTAL INCOME IF MUCH MORE LIKELY OR SOMEWHAT MORE LIKELY CHOSEN FOR THAT OPTION) Now, please choose which of the following would make you **most** likely to add an accessory dwelling unit to your home.

Tax breaks or financial incentives	56
Availability of rental income	20
Easier permit process	17
Reduced fees	6

Even though all of the following may have a role to play, which one do you think should take the **leading role** in **making housing more affordable** in the Bay Area?

Government and public entities	56
The tech community, specifically	19
The business community	20
Nonprofit organizations	4
Don't Know	2

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

	<u>2016</u>	<u>2017</u>	<u>2018</u>
15 or less	17	13	14
20	10	10	10
25	9	9	10
30	13	10	10
35	9	9	8
40	-	8	8
45	8	5	4
50	9	8	9
55	3	3	3
60 or more	9	11	9
Don't know/Prefer not to respond	13	15	15

Are you...?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Male	47	47	50	49	48
Female	53	53	50	49	48
Non-binary <sup>ii</sup>	-	-	-	-	1
Prefer not to respond	-	-	-	3	4

<sup>ii</sup> Previous versions of this survey did not include "Non-binary" as an option.

What is the last grade you completed in school?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Some grade school	0	1	1	-	0
Some high school	0	1	1	1	1
Graduated High School	6	8	6	5	6
Technical/Vocational	4	3	4	4	3
Some College/Associate degree	30	28	27	21	23
Graduated College/Bachelor's/BA/BS	34	36	36	38	35
Graduate/Professional/Master's degree/PhD/MBA	25	23	24	29	30
Prefer not to respond	0	1	1	2	2

Do you have children under the age of 18 living in your home?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Yes	21	27	23	29	26
No	78	71	76	69	71
Prefer not to respond	2	1	1	2	3

How would you describe the area where you live?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Urban	38	34	35	37	36
Suburban	57	59	59	55	54
Rural	4	4	5	6	6
Prefer not to respond	2	2	1	2	3

About how long have you lived in the Bay Area?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Less than two years	3	4	4	6	3
2-5 years	7	8	9	11	10
6-10 years	8	9	8	9	10
11-20 years	14	18	14	18	17
More than 20 years	66	60	64	54	58
Prefer not to respond	1	1	1	1	2

In what year were you born?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
18-29	21	21	21	18	16
30-39	19	20	20	17	16
40-49	20	20	20	16	14
50-64	25	25	24	27	26
65+/ Refused	14	14	15	22	28

Do you consider yourself to be Hispanic or Latino?

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Yes	23	23	13	14
No	76	76	85	80
Prefer not to respond	1	1	2	6

Do you consider yourself to be:

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
White or Caucasian	57	54	55	62	58
Black or African American	7	7	6	3	3
Chinese	13	12	14	6	5
Vietnamese	1	3	1	1	1
Filipino or Pacific Islander	3	3	3	3	4
South Indian, Asian Indian, Pakistani or Afghan	3	3	3	3	3
Another Asian group	4	3	4	2	3
Native American	1	1	1	2	1
Biracial or Multiracial	4	3	4	6	4
Other	5	8	6	6	7
Prefer not to respond	2	2	3	7	10

What was your total household income before taxes for 2017?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Less than \$25,000	5	9	8	7	7
\$25,001-\$50,000	14	12	11	11	10
\$50,001-\$75,000	17	17	15	11	10
\$75,001-\$100,000	16	18	17	10	10
\$100,001-\$125,000	14	10	12	10	10
\$125,001-\$150,000	8	8	9	8	9
More than \$150,000	17	14	16	26	26
Prefer not to respond	10	12	11	17	19

In what county do you live?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Alameda	21	21	21	22	22
Contra Costa	14	14	14	15	15
Marin	4	4	3	4	4
Napa	2	2	2	2	2
San Francisco	13	13	12	13	12
San Mateo	10	10	10	10	10
Santa Clara	24	23	25	21	22
Solano	6	6	6	6	6
Sonoma	7	7	7	7	7



**Methodology**

This study was completed among a random sample of registered voters who responded to an email invitation to complete the survey. Demographics including age, gender, and ethnicity are representative of registered voters in the 9-County Bay Area. The survey was conducted March 20 – April 3, 2018 and had 1,000 respondents. Previous polls were conducted in 2014, 2015, 2016 (residents of the Bay Area) and 2017 (registered voters).