



# 2016 Bay Area Council Poll

## Report of Survey Results

# Methodology

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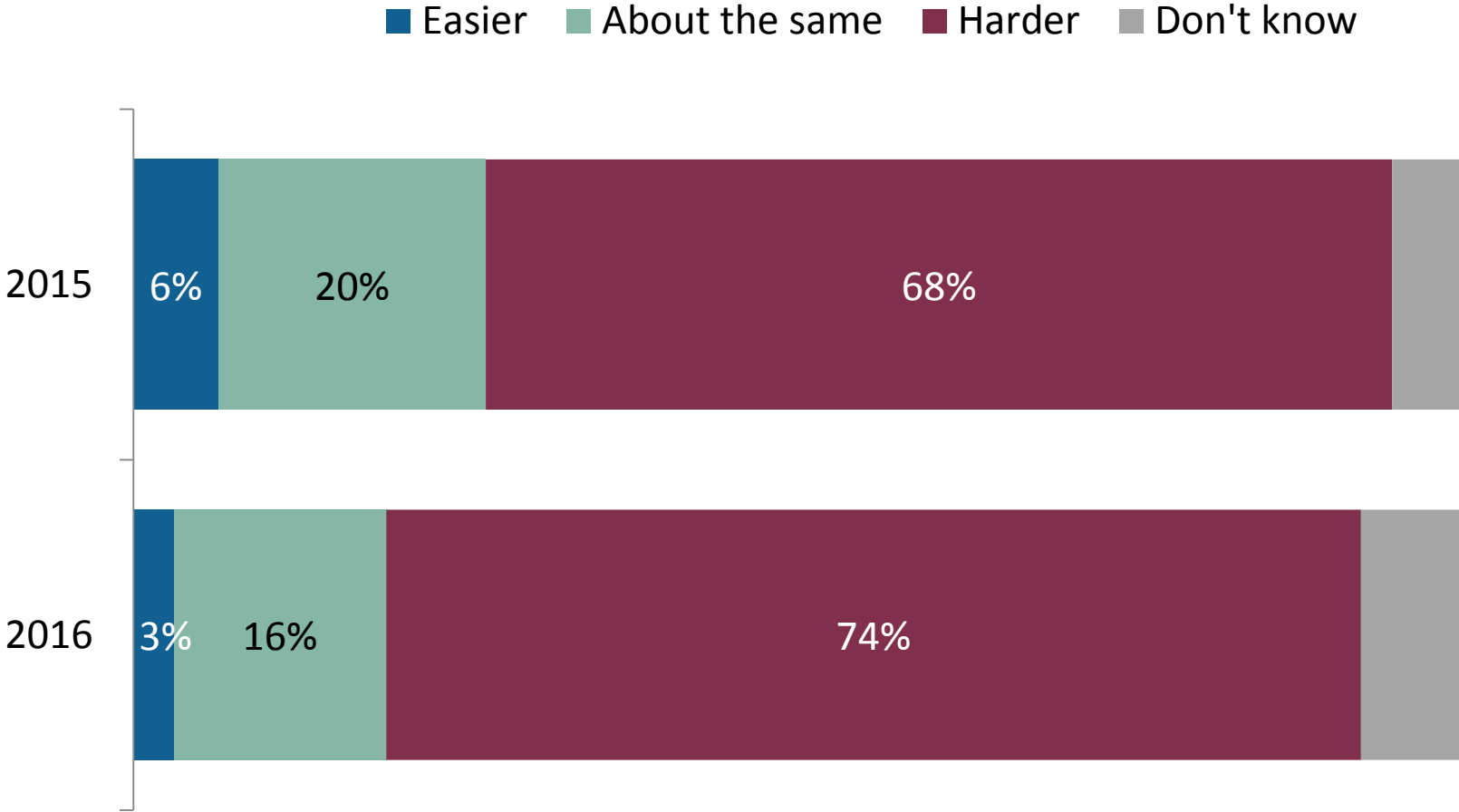
- ▶ Web survey of San Francisco Bay Area residents
- ▶ February 12 – March 10, 2016
- ▶ 1,000 total interviews
- ▶ Margin of Error:  $\pm 3.1$  percentage points
- ▶ The survey was available in English, Chinese, and Spanish

*As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.*

*Please note that due to rounding, percentages may not add up to exactly 100%*

# Ease of Finding Housing

*It is getting harder to find housing.*



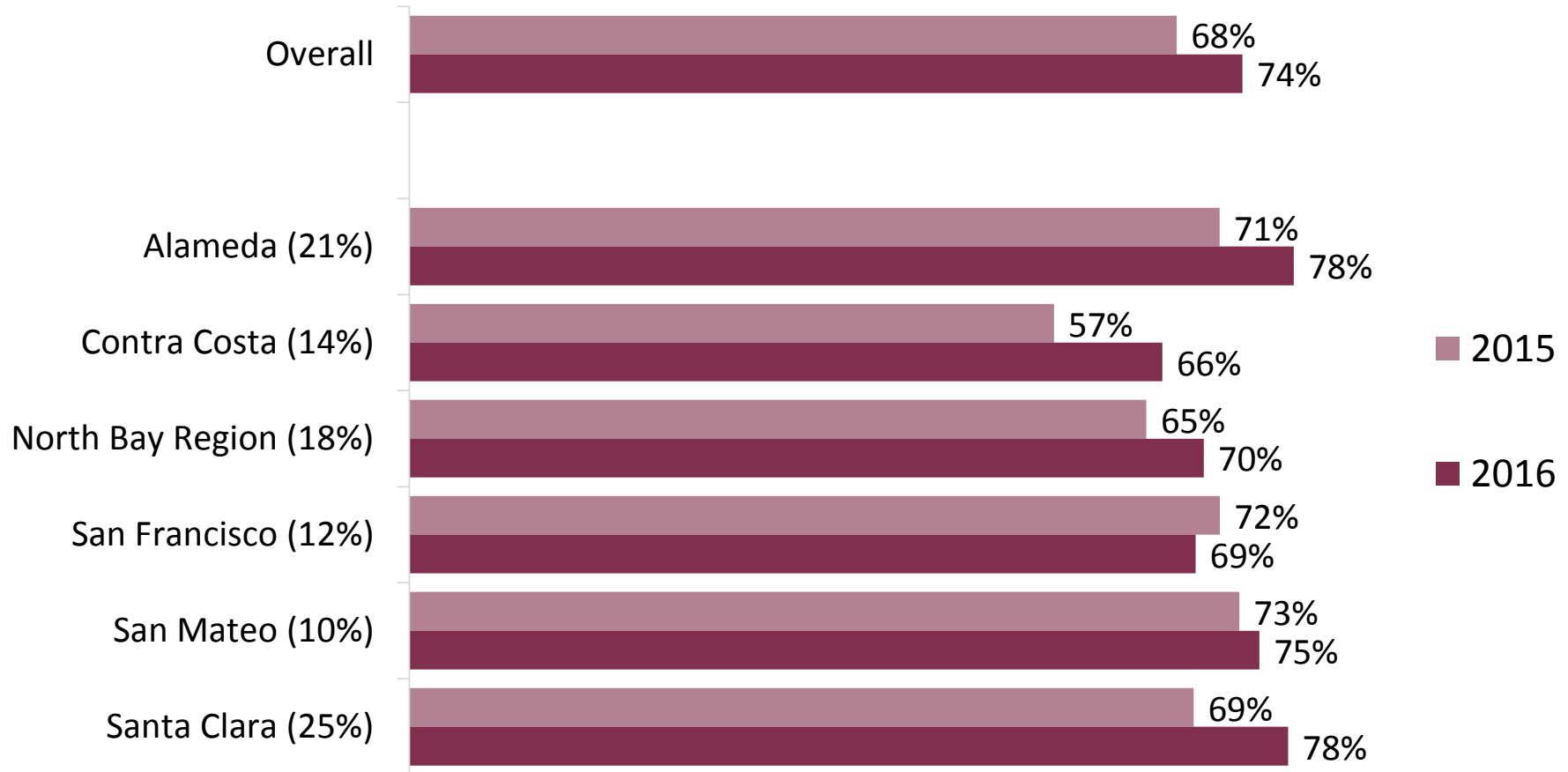
*Thinking about housing in the Bay Area compared to a year ago is it much easier to find housing than a year ago, somewhat easier to find housing than a year ago, about the same as a year ago, somewhat harder to find housing than a year ago, much harder to find housing than a year ago.*



# Ease of Finding Housing Over Time by County

*Residents in Alameda, Contra Costa and Santa Clara counties in particular report increased difficulty in finding housing.*

## % Rating it *harder* to find Housing

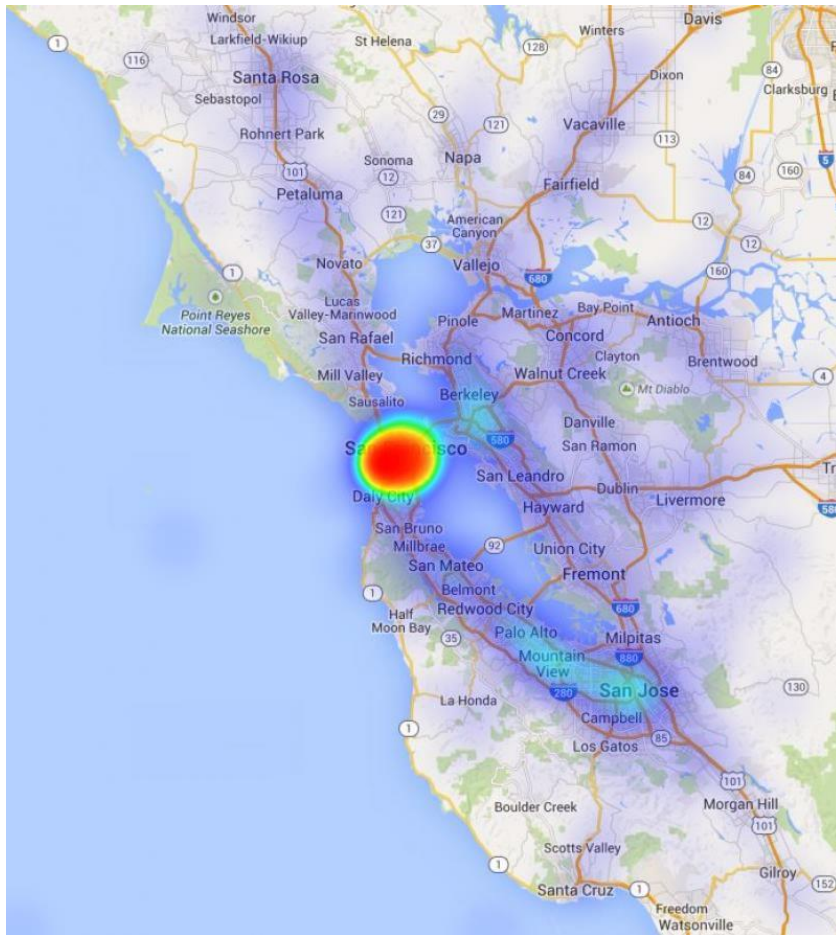


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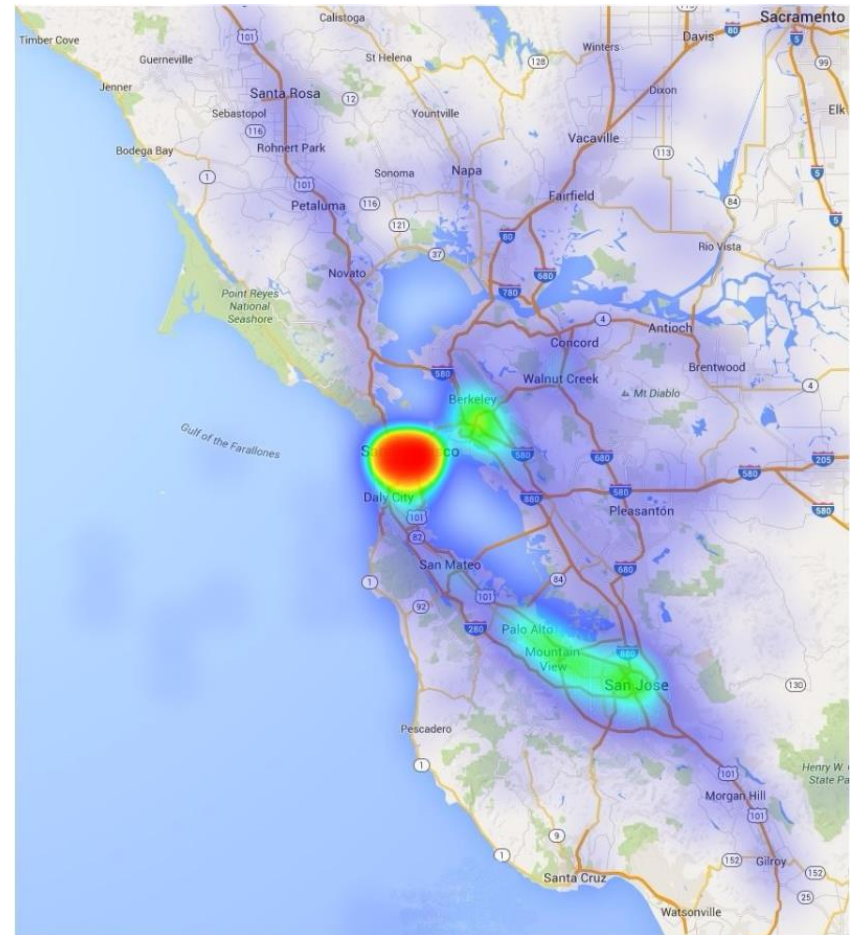
# New Housing Need

*While San Francisco remains the location where housing is needed most, respondents increasingly select Alameda and Santa Clara Counties.*

**2015**



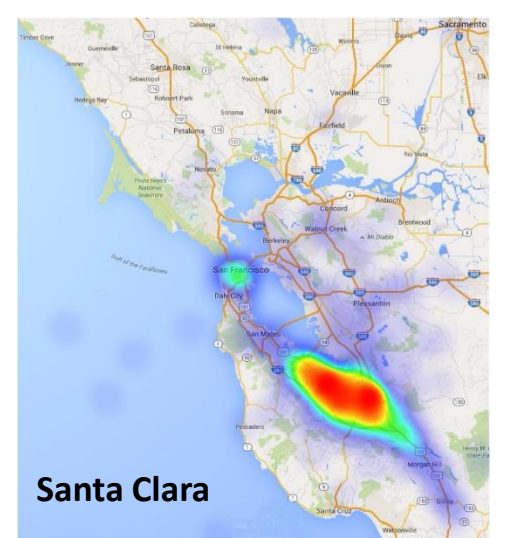
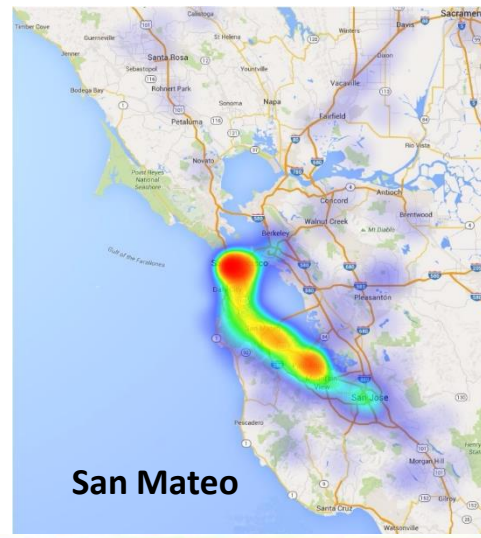
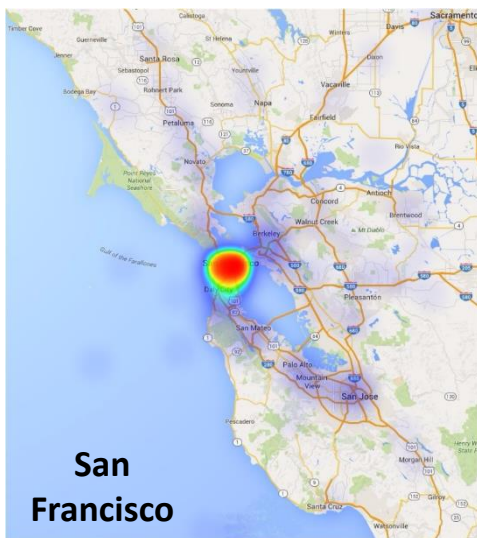
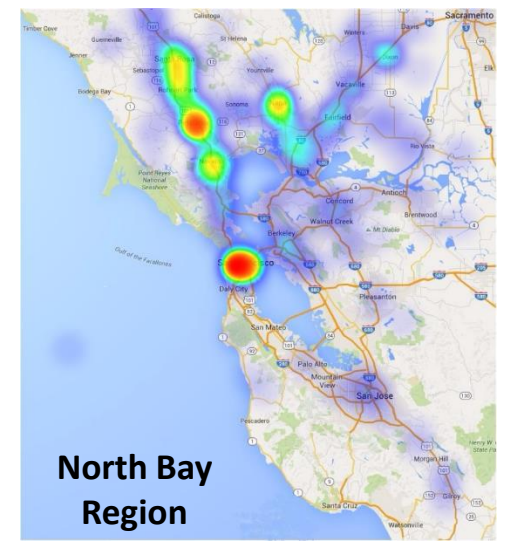
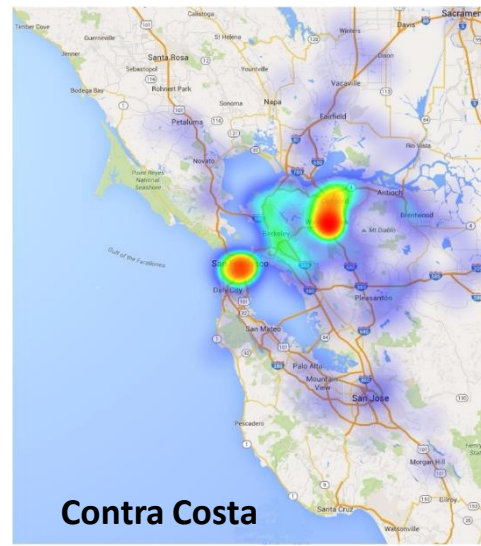
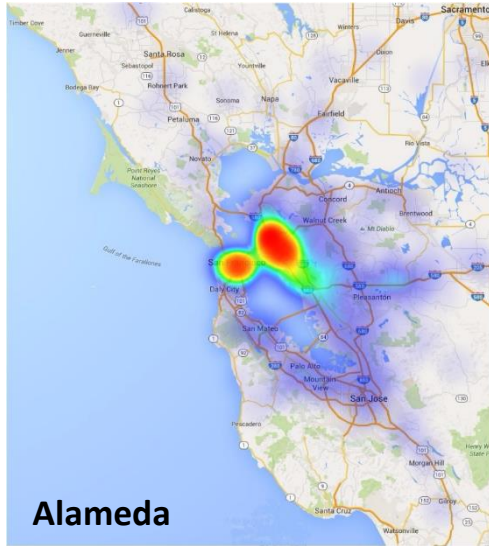
**2016**



*On the map below, please indicate the approximate location in the Bay Area where you feel new housing is most needed right now. You may click up to three locations on the map. If you do not think housing should be built anywhere in the Bay Area, just click the arrow at the bottom to continue.*

# New Housing Need by County

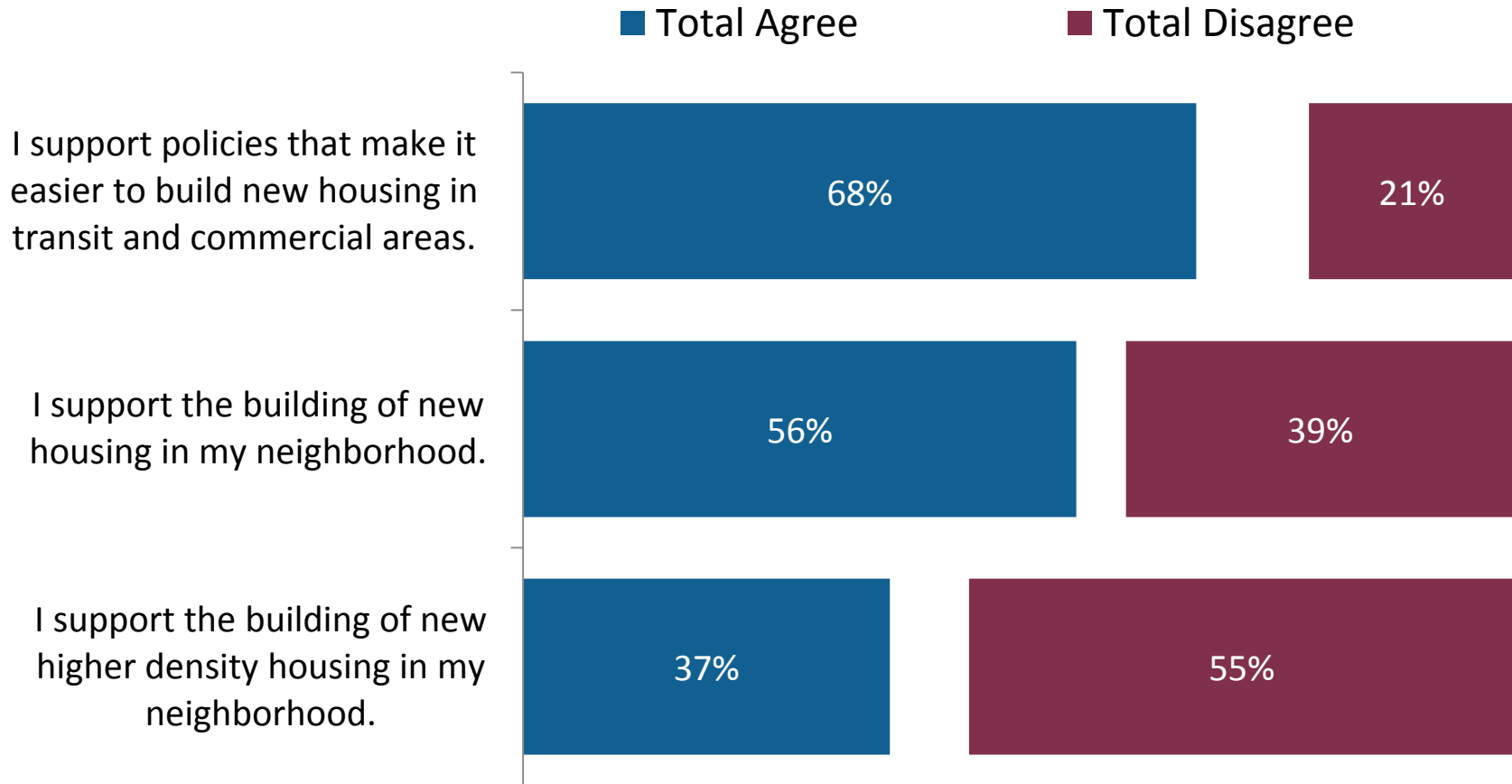
Residents from around the Bay feel new housing is needed in San Francisco in addition to their own counties.



On the map below, please indicate the approximate location in the Bay Area where you feel new housing is most needed right now. You may click up to three locations on the map. If you do not think housing should be built anywhere in the Bay Area, just click the arrow at the bottom to continue.

# Building New Housing

*Two-thirds support policies to allow housing development in transit and commercial areas, but most do not support higher density building in their neighborhoods.*

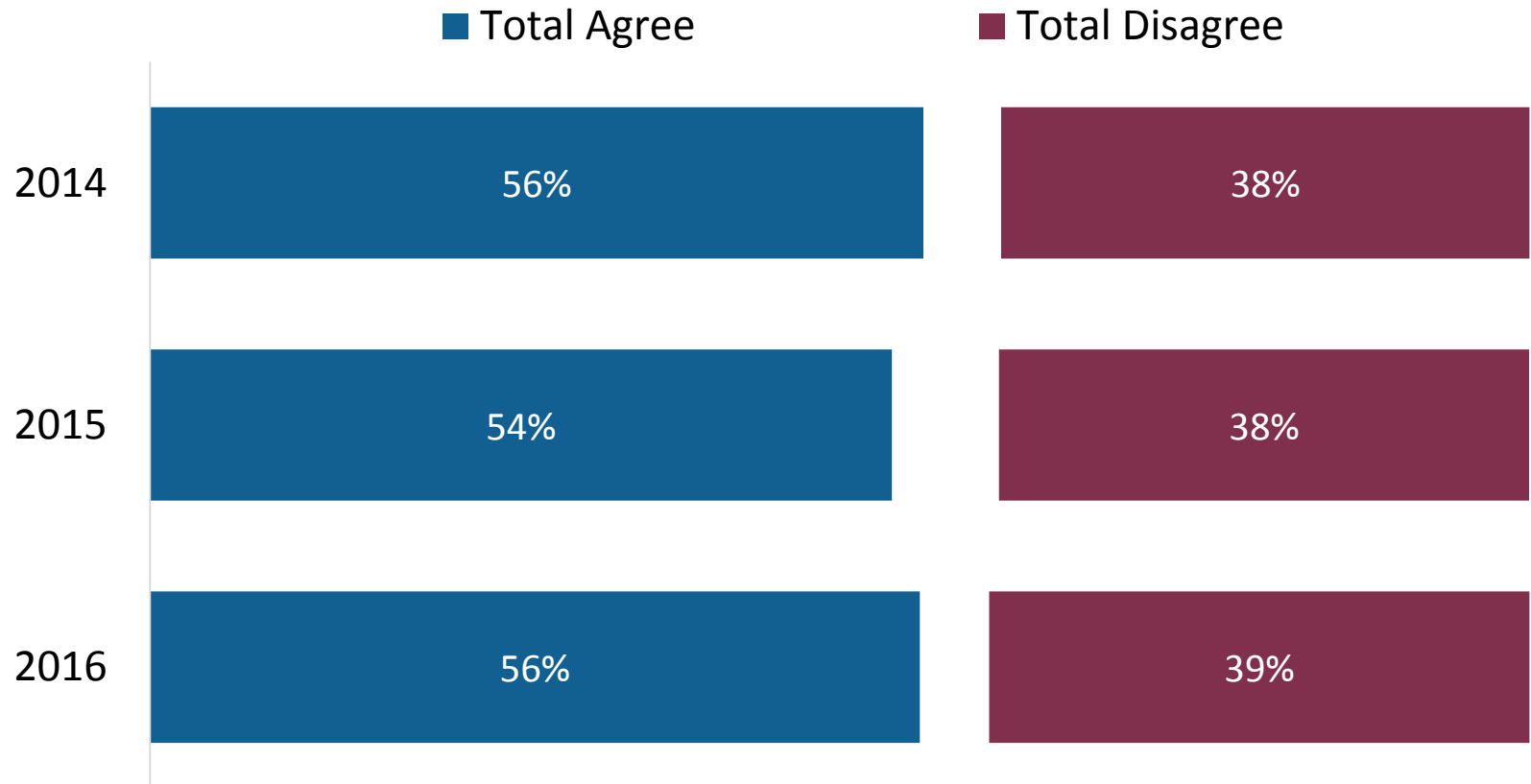


*Do you agree or disagree with the following statements?*

# Housing Development in My Neighborhood

*Support for building of new housing in residents' neighborhoods remains just over 50%.*

***I support the building of new housing in my neighborhood.***



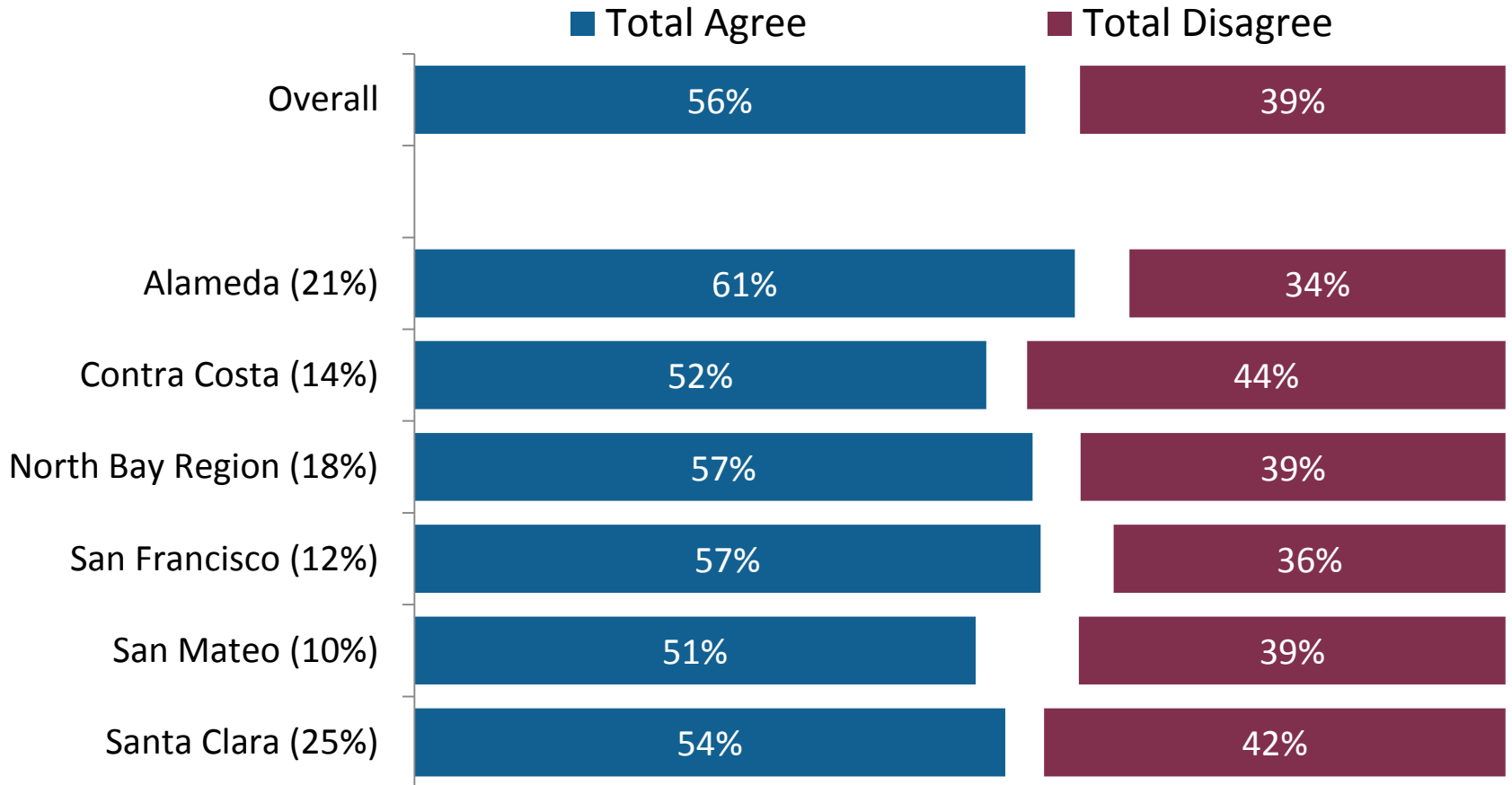
*Do you agree or disagree with the following statements?*



# Housing Development by County

*A majority of residents throughout the Bay Area support building new housing in their neighborhood.*

***I support the building of new housing in my neighborhood.***



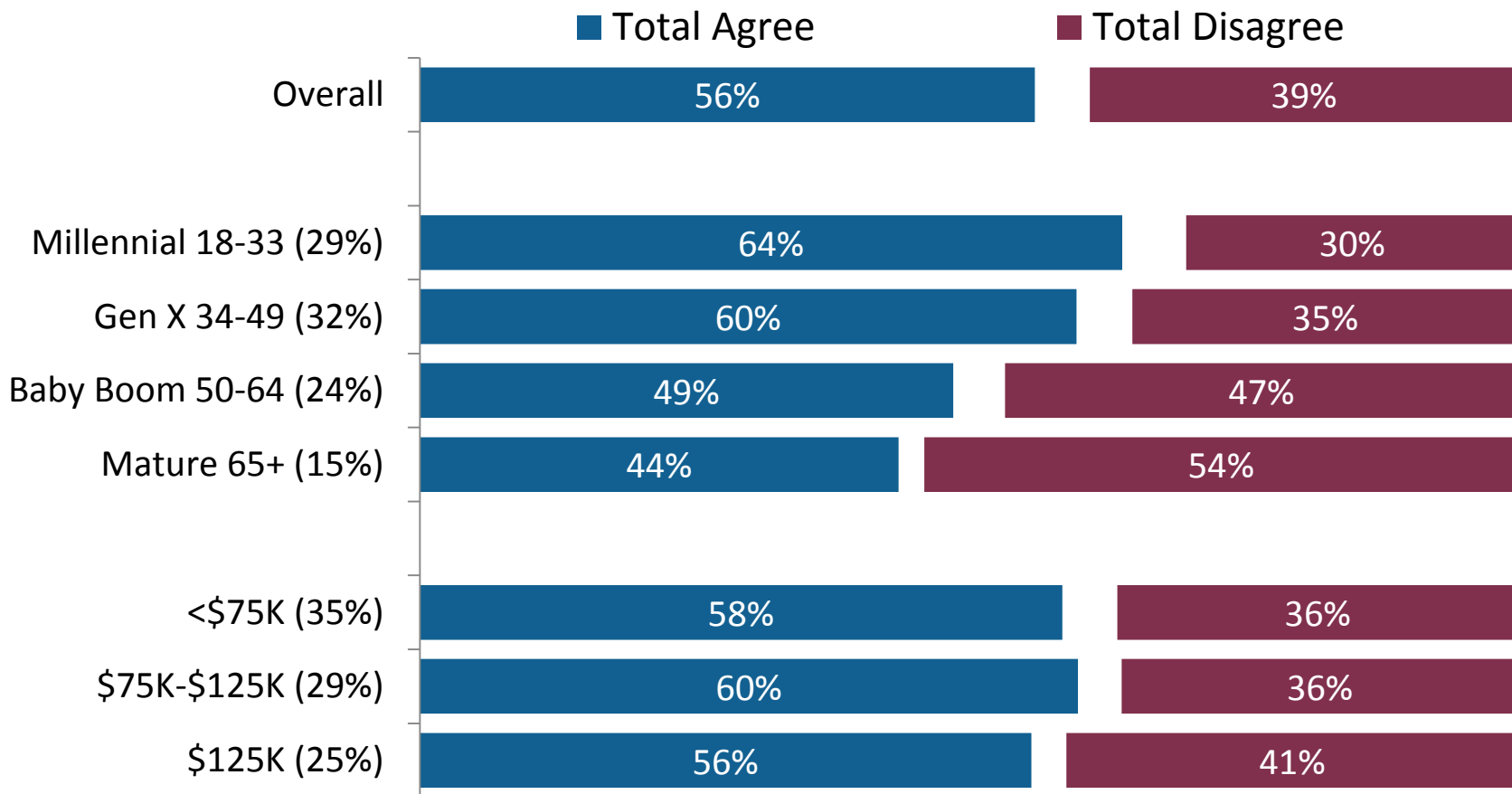
*Do you agree or disagree with the following statements?*



# Housing Development by Age and Income

*Millennials are most supportive of building new housing in their neighborhood, while older residents are most resistant.*

***I support the building of new housing in my neighborhood.***



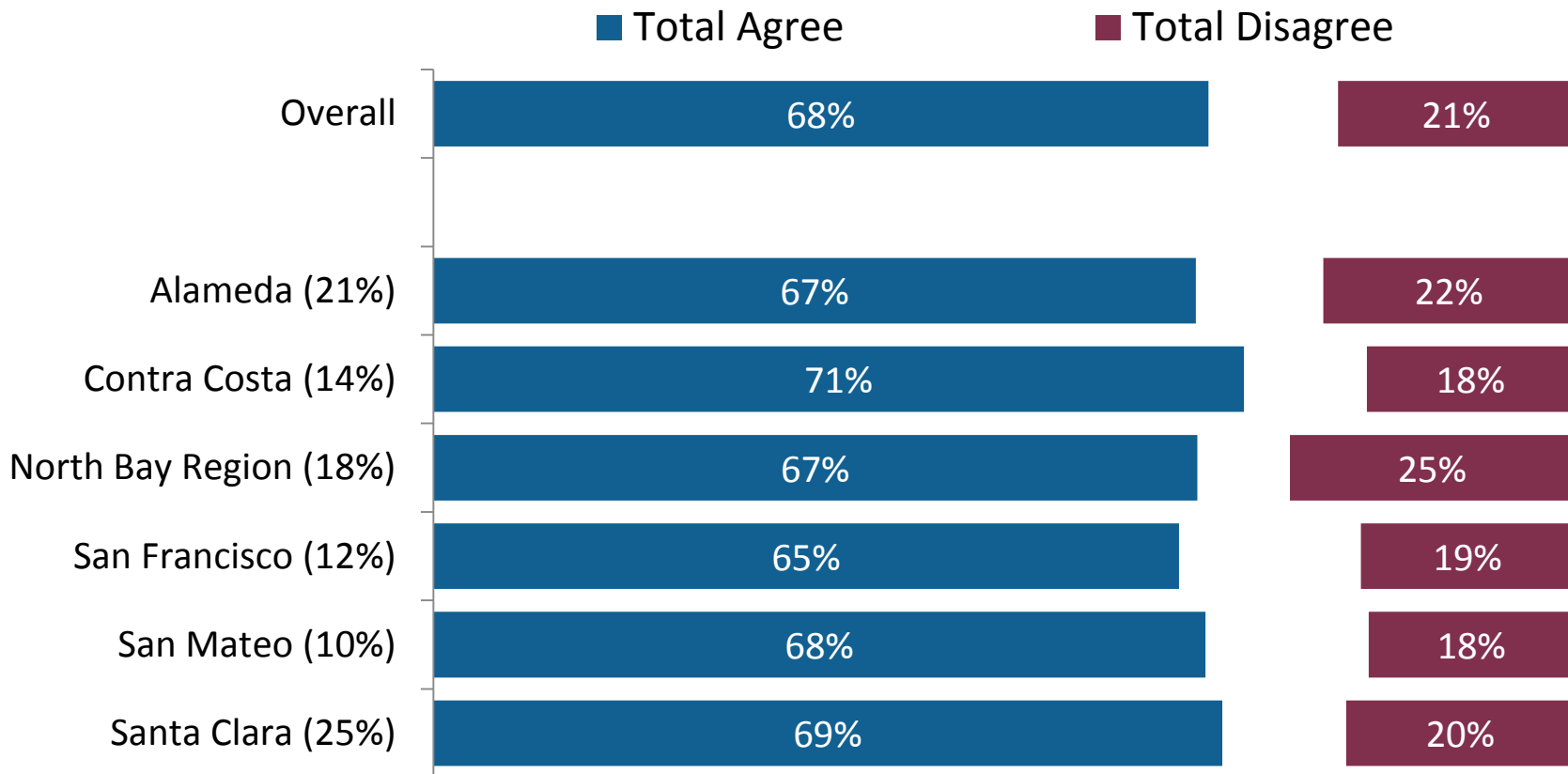
*Do you agree or disagree with the following statements?*



# Housing Near Transit and Commercial Areas by County

*Contra Costa County residents are particularly supportive of building housing near transit and commercial areas.*

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



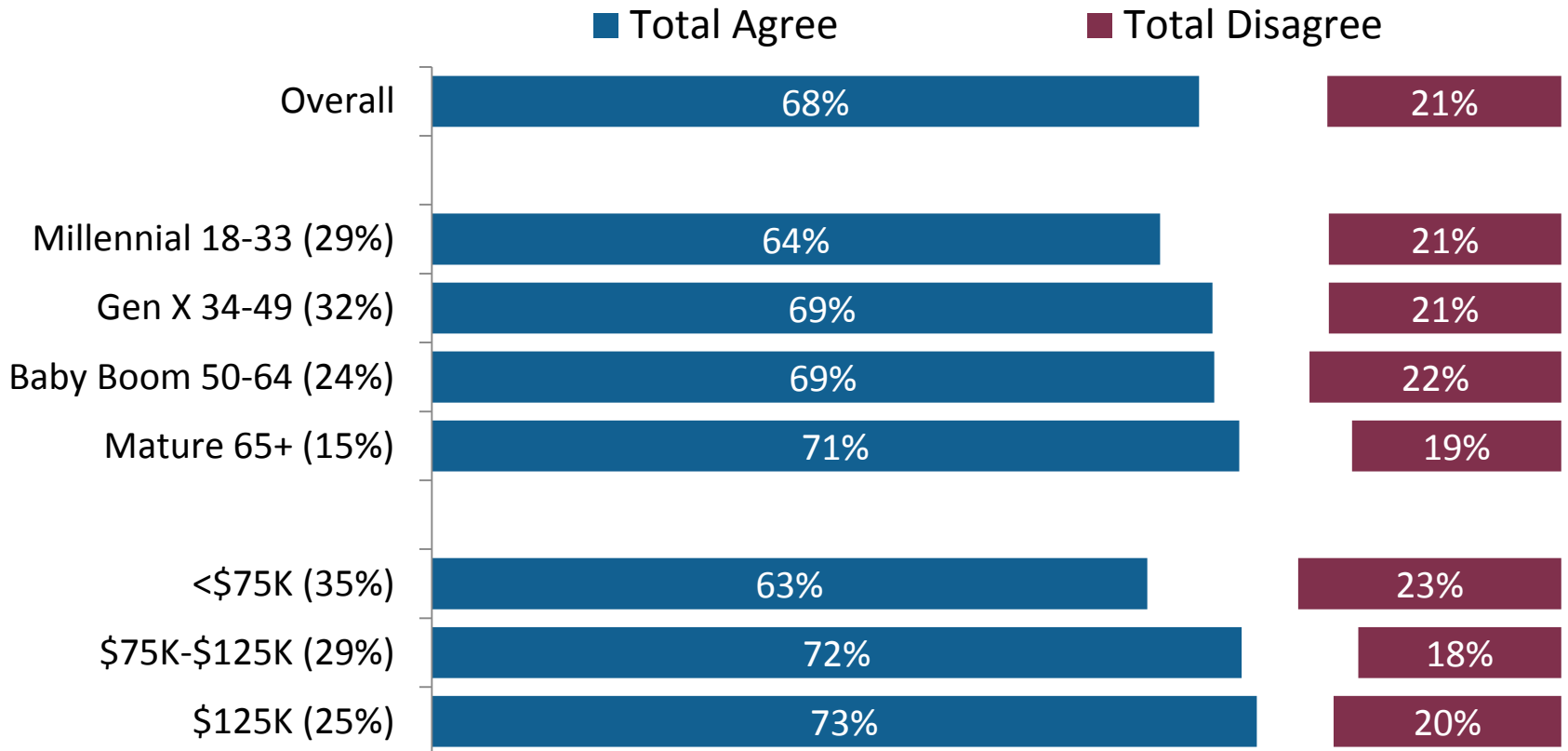
*Do you agree or disagree with the following statements?*



# Housing Near Transit and Commercial Areas by Age and Income

*Older residents and higher income residents support policies that make it easier to build housing near transit hubs.*

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



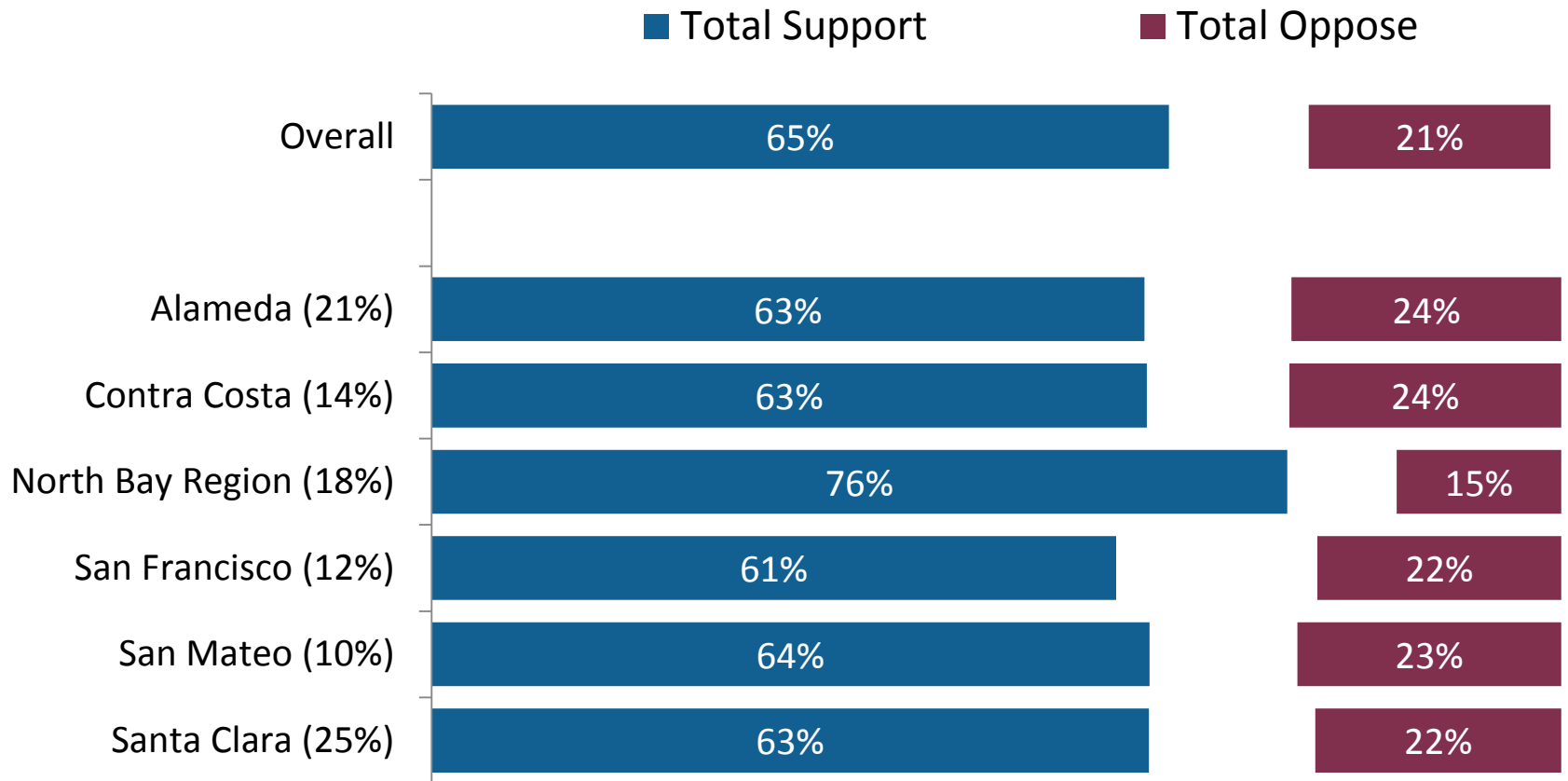
*Do you agree or disagree with the following statements?*



# Support For In-Law Units by County

*A majority supports allowing in-law units on private residential property, especially those living in the North Bay Region.*

*Changing the **permitting** process to make it easier to build in-law units on privately-owned residential property*

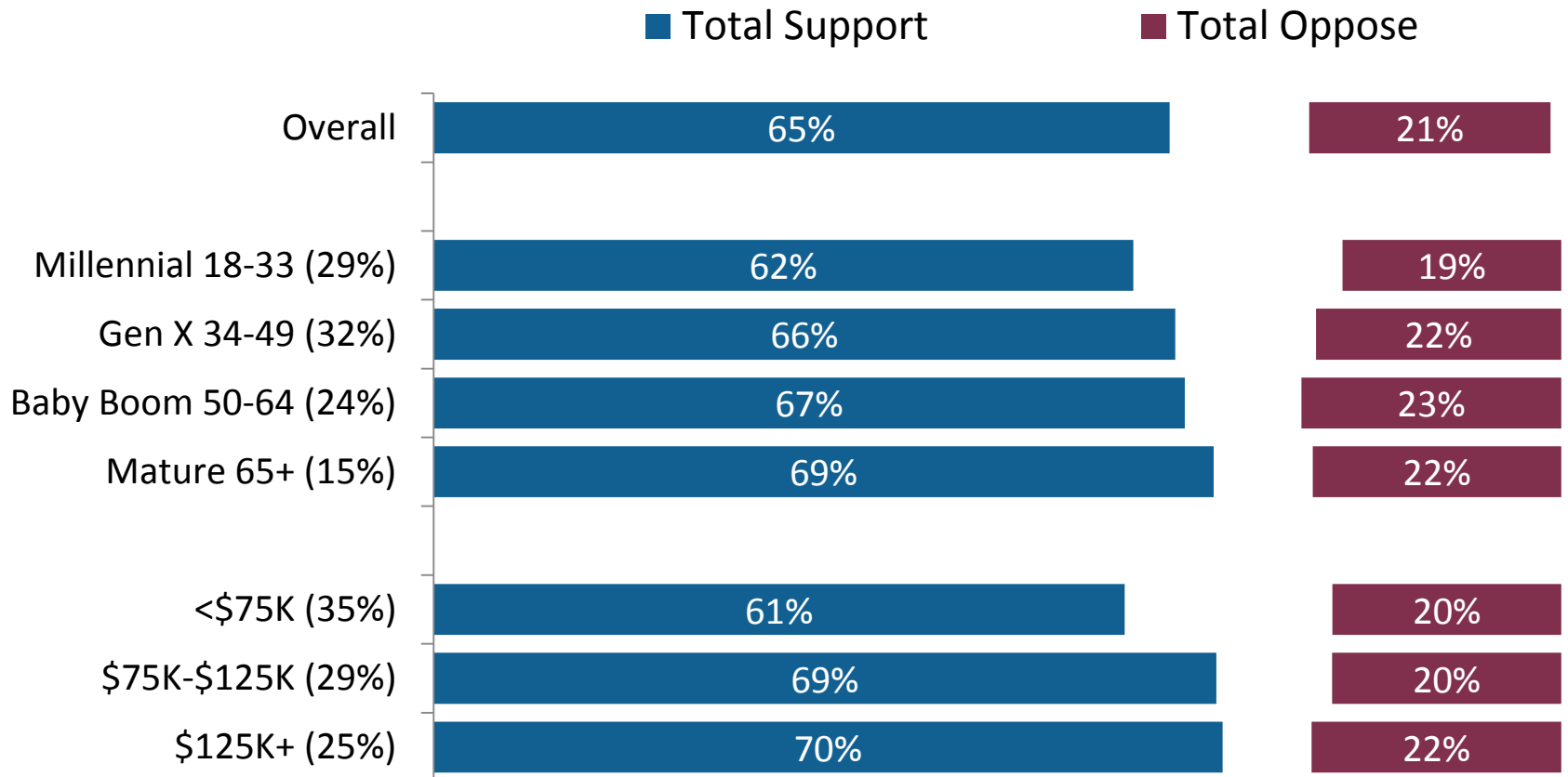


*Please indicate the extent to which you support or oppose each of the following:*

# Support For In-Law Units by Age and Income

*Older residents and those with higher annual incomes are more supportive of making it easier to build in-law units.*

*Changing the **permitting** process to make it easier to build in-law units on privately-owned residential property*

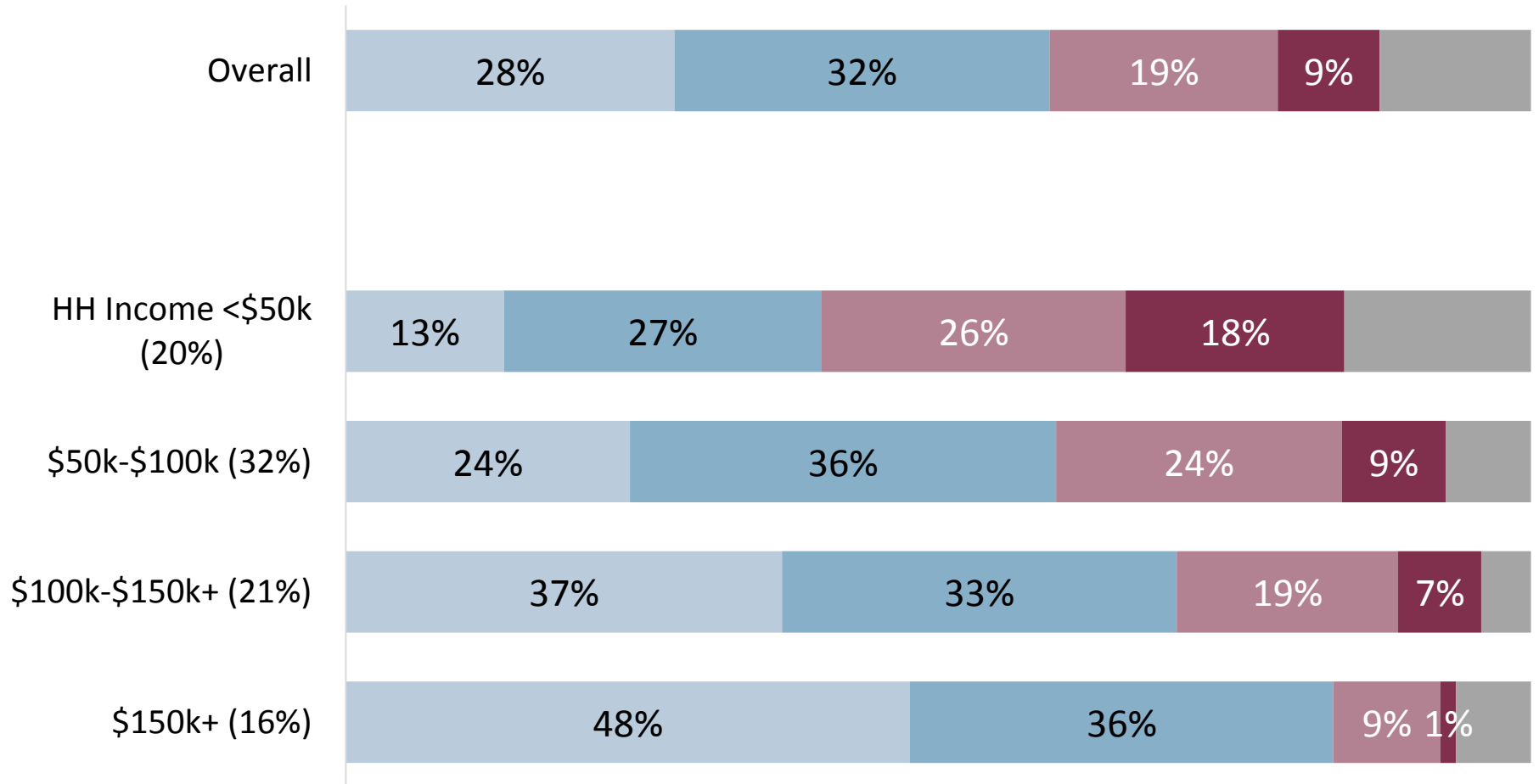


*Please indicate the extent to which you support or oppose each of the following:*

# Percent of Income Spent on Housing by HH Income

*Those who make the most spend the lowest percent of income on housing.*

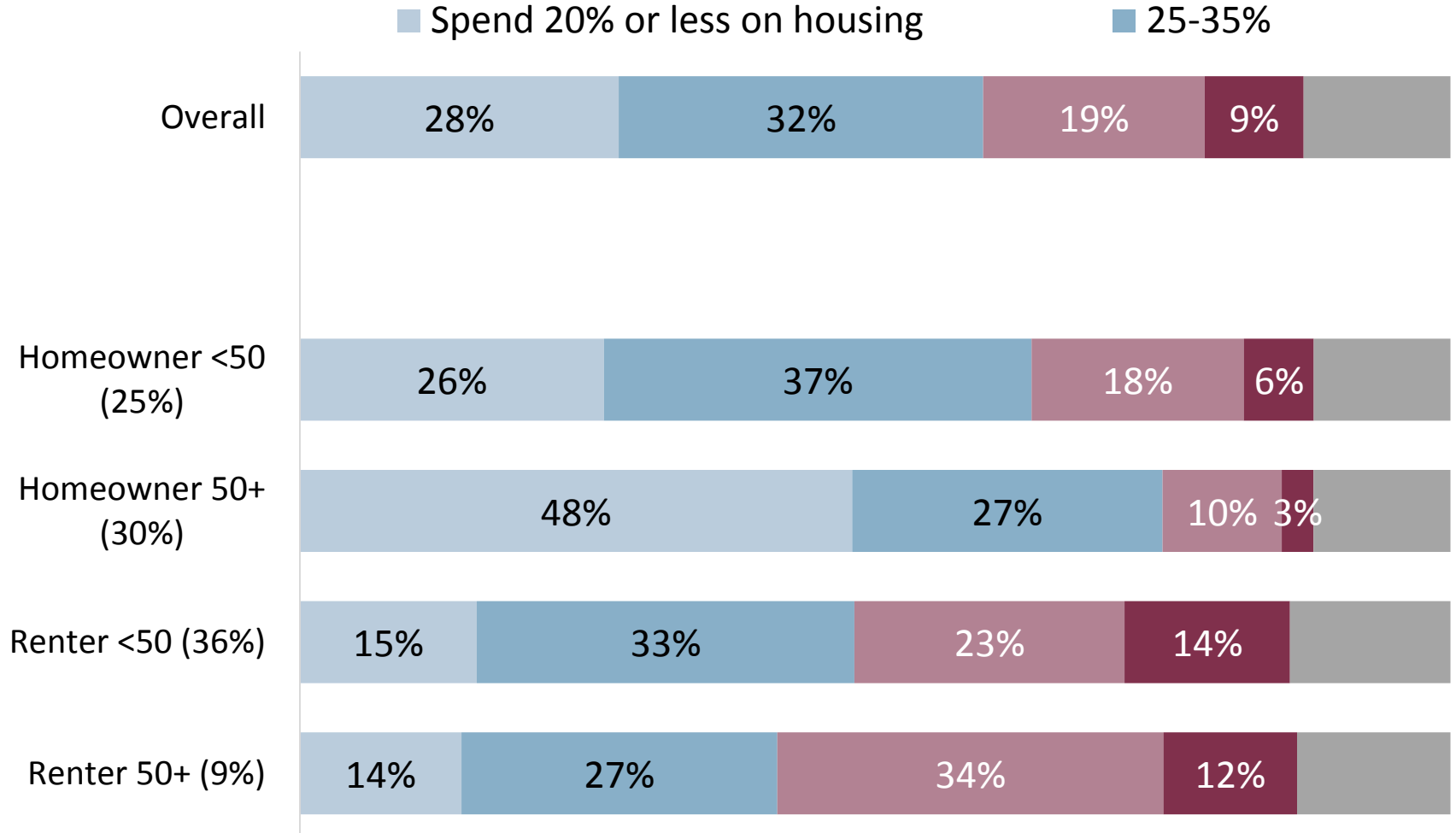
■ Spend 20% or less on housing ■ 25-35% ■ 45-55% ■ 60%+ ■ Don't know



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

# Percent of Income Spent on Housing by Homeowners/ Age

*Renters spend more of their incomes on housing.*



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



# Contacts

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