

FINAL RESULTS: California Voter Survey

Sample Size: 600

Margin of Error: ±4.0%



David Binder Research

Interview Dates: July 27-29, 2021

Methodology: Online from voter file, recruited by email and text

Sample: November 2020 voters.

Results may not add to 100 due to rounding.

SECTION 1. SCREENING AND WARM-UP

1. Generally, do you think things in California are going in the right direction, or are things off on the wrong track?

Right direction	36
Wrong track	54
Don't know	10

2. On September 14 of this year, there will be an election with a recall of Governor Newsom on the ballot. Every registered voter will have a ballot mailed to their home.

How likely are you to vote in that election?

Please use a scale of 0 to 10, where 10 means you will definitely vote and 0 means you will definitely not vote.

0	2
1	0
2	0
3	1
4	0
5	2
6	0
7	1
8	2
9	2
10	88
Don't Know	2
Prefer not to say	0

SECTION 2. SB 9 AND SB 10

Next are two policy proposals under consideration by the California State Legislature that would address housing. Please indicate whether you support or oppose each one.

		SUPPORT		OPPOSE		Don't know	SUMMARY	
		Strongly	Some-what	Some-what	Strongly		Support	Oppose
3.	California Senate Bill 9 allows up to 4 buildings and a total of 8 market-rate units to be built on lots that are currently zoned for single family housing only, with no limit on the number of parcels used for this purpose in any neighborhood.	11	16	15	48	10	27	63
4.	California Senate Bill 10 allows local governments to approve multi-family buildings, including up to 10 market-rate units, on lots that are currently zoned for single family housing only, with no limit on the number of parcels used for this purpose in any neighborhood, and allow local governments to override voter-approved initiatives on rezoning.	10	12	16	51	11	23	67

5. If these proposals allowed for the removal of single-family homes in order to be replaced with multi-unit buildings, would this make you...

Much more likely to support the proposals	5	
Somewhat more likely to support the proposals	9	→14%
Somewhat more likely to oppose the proposals	14	
Much more likely to oppose the proposals	52	→66%
Would make no difference to you	13	
Don't know	7	

What kind of effect do you think these proposals would have on each of the following?

		POSITIVE		Equal mix of positive and negative	NEGATIVE		Don't know	SUMMARY	
		Very	Some-what		Some-what	Very		Positive	Negative
6.	Homeowners	3	6	15	20	50	6	9	70
7.	Renters	12	23	25	7	20	13	35	27
8.	Neighborhoods	3	5	19	18	49	6	8	67
9.	Housing affordability	10	17	23	12	27	11	28	39

Next are some details about these proposals. Please indicate whether each detail makes you more likely to support or more likely to oppose the proposals, or if they make no difference in your opinion.

		LIKELY TO SUPPORT		No effect on opinion	LIKELY TO OPPOSE		Don't know	SUMMARY	
		Much more	Some-what more		Some-what more	Much more		More Likely to Support	More Likely to Oppose
10.	Affordable housing for lower incomes would not be required in any new developments allowed by these proposals	9	11	24	17	32	7	20	50
11.	Housing for homeless people would not be required in any new developments allowed by these proposals	13	11	29	15	26	6	24	40
12.	Local governments would be allowed to bypass the current review process when approving some projects	4	9	13	15	51	8	13	66

13. Which of the following comes closest to your own view, even if none are exactly right?

California needs more new market rate housing	12
California needs more new affordable housing	46
California needs more new housing for the homeless	15
None of these	24
Don't know	3

Next, please indicate how concerned you are personally about each of the following in California, or if you are not concerned at all.

		Very	Some-what	Slightly	Not at all	Don't know	TOTAL CONCERN
14.	Homelessness	71	14	8	5	2	86
15.	Lack of affordable housing	51	21	13	13	1	73
16.	Lack of market-rate housing	29	23	18	22	9	52
17.	Too much single-family housing	7	11	13	64	5	18
18.	Growth and development	39	23	17	18	4	62
19.	Renters being priced out of their communities	51	19	14	14	3	70

SECTION 3. MESSAGES

Next you will read statements from supporters and opponents of these proposals.

First/Next are some statements made by supporters. Please indicate whether each statement is very convincing, somewhat convincing, slightly convincing, or not at all convincing at getting you to support the proposals. If you think the statement is false, just indicate that.

		Very	Some- what	Slightly	Not At All	False	Don't know	TOTAL CONVIN- CING
20.	MARKET. California's housing shortage is driving up housing costs for everyone. Allowing more market-rate apartments to meet the demand will help bring the state's housing market back into balance. That will drive down housing costs for middle and low-income residents.	11	17	20	33	13	6	28
21.	MIDDLE INCOME. California has a severe shortage of middle-income housing. This lack of housing is driving people out of their neighborhoods and creating a severe rent burden for Californians across the state. These proposals would allow more middle-income housing to be built in the areas where it's most needed.	14	21	20	28	11	6	35
22.	HOMEOWNERS. This proposal streamlines the process for a homeowner to create a duplex to divide their existing lot or create a 10-unit building. It gives property owners the right to make rental income, while at the same time making them part of the solution to California's housing crisis.	10	17	18	36	12	7	27
23.	REGULATION: Even when local governments decide more housing is needed, current laws can make this impossible. Small projects with fewer than 10 homes are often caught up in expensive, decades-long legal appeals and litigation. Abuses of the legal process result in the delay or prevention of tens of thousands of units per year. This proposal would give local governments the ability to approve housing where it is needed.	16	17	19	29	10	9	33
24.	OPPORTUNITY. By encouraging new housing in areas near public transit and close to job centers, this proposal will provide more Californians, including communities of color, better access to their current workplaces and access to more job opportunities.	16	25	18	25	11	5	41

First/Next are some statements made by opponents. Please indicate whether each statement is very convincing, somewhat convincing, slightly convincing, or not at all convincing at getting you to oppose the proposals. If you think the statement is false, just indicate that.

		Very	Some- what	Slightly	Not At All	False	Don't know	TOTAL CONVIN- -CING
25.	GENERATIONS. Many California neighborhoods are made up of first-generation homeowners, especially in communities of color. Their parents couldn't afford homeownership or pass down wealth for a down payment, but the current homeowners worked and saved for the opportunity. Homeowners in low-income communities will not be able to get loans to build multi-unit apartments. These proposals will primarily benefit corporate developers who will target these communities, buying up homes and driving up land prices, opening up these neighborhoods to new multi-unit luxury buildings which will take away generational wealth from these communities and wipe away opportunities for homeownership.	31	22	11	18	9	8	53
26.	POLITICAL POWER. When wealthier new residents move into a neighborhood, they change not only the character of the neighborhood but also the balance of political power. Longtime residents, ethnic groups, and communities of color lose their ability to choose representatives who best represent their interests, and they can lose their voice in state and local government.	20	18	15	26	15	6	38
27.	SPECULATORS. Developers will target lower-income single-family home neighborhoods, especially in black and brown communities, where land costs less. Developers will buy up single family homes and tear them down to build market-rate apartments, attracting more affluent renters and driving up the cost of housing, thereby pricing current residents out of their neighborhoods and relegating these neighborhoods to permanent renter status.	33	18	13	19	9	8	51
28.	AFFORDABLE. There is no requirement in these proposals for the affordable housing that California families need. Developers will always seek the highest profits, which come from expensive, luxury apartments. That's what will get built under these proposals—and that's why big developers are so supportive. Elected officials must require affordable units and/or homeless housing if these types of apartments are ever to be built.	32	19	13	20	8	7	51
29.	HOMELESS. California is facing a homelessness crisis that has only gotten worse during the pandemic. Any housing solution needs to help address homelessness, but these proposals do nothing to increase housing options for homeless people.	28	20	14	24	8	5	48

Next is a list of some groups that have taken positions on these bills. For each, please indicate if the information about the group’s position makes you more likely to support or more likely to oppose the bills.

		LIKELY TO SUPPORT		LIKELY TO OPPOSE		Don't Know	SUMMARY	
		Much more	Some-what more	Some-what more	Much more		More Likely to Support	More Likely to Oppose
30.	Los Angeles County Democratic Party opposes both bills	19	15	17	23	27	33	40
31.	Housing is a Human Right opposes both bills	13	11	19	27	30	24	46
32.	Urban League opposes both bills	11	10	19	21	39	21	40
33.	California Apartment Owner’s Association supports both bills	5	11	20	33	30	16	54
34.	California Chamber of Commerce supports both bills	5	14	19	30	32	19	49
35.	California Yes in My Backyard, or “YIMBY” supports both bills	4	12	12	28	44	16	40

SECTION 4. SECOND ASK AND MESSENGERS

Now that you've heard more, please indicate whether you support or oppose each proposal.

		SUPPORT		OPPOSE		Don't know	SUMMARY	
		Strongly	Some-what	Some-what	Strongly		Support	Oppose
36.	California Senate Bill 9 allows up to 4 buildings and a total of 8 market-rate units to be built on lots that are currently zoned for single family housing only, with no limit on the number of parcels used for this purpose in any neighborhood.	6	13	19	52	10	19	71
37.	California Senate Bill 10 allows local governments to approve multi-family buildings, including up to 10 market-rate units, on lots that are currently zoned for single family housing only, with no limit on the number of parcels used for this purpose in any neighborhood, and allow local governments to override voter-approved initiatives on rezoning.	5	10	20	55	10	15	75

ASK SUMMARY: SB 9

	SUPPORT	OPPOSE	DON'T KNOW
Q3. ASK 1: Initial Ask	27	63	10
Q36. ASK 2: After Arguments	19	71	10

ASK SUMMARY: SB 10

	SUPPORT	OPPOSE	DON'T KNOW
Q4. ASK 1: Initial Ask	23	67	11
Q37. ASK 2: After Arguments	15	75	10

38. If Governor Newsom supported the proposal that would allow up to 4 buildings and a total of 8 market-rate units to be built on lots that are currently zoned for single family housing only, would that make you view him more favorably or less favorably?

Much more favorably	6	→14%
Somewhat more favorably	8	
Somewhat less favorably	10	→46%
Much less favorably	35	
No difference	34	
Don't know	6	

39. If Governor Newsom supported the proposal that would allow local governments to approve multi-family buildings, including up to 10 market-rate units, on lots that are currently zoned for single family housing only, would that make you view him more favorably or less favorably?

Much more favorably	6	→13%
Somewhat more favorably	7	
Somewhat less favorably	10	→46%
Much less favorably	36	
No difference	35	
Don't know	6	

SECTION 6. DEMOGRAPHICS

40. What is your age?

Under 35	26
35-44	16
45-54	16
55-64	17
65+	25
Prefer not to say	0

41. Which of the following ethnic groups describes you?

Latino or Hispanic	24
White or Caucasian	53
Black or African American	4
Asian American or Pacific Islander	12
Native American	1
Middle Eastern or North African	1
A combination of these (SPECIFY: _____)	2
Something else (SPECIFY: _____)	0
Prefer not to say	2

42. Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?

Own	62
Rent	27
Family	6
No stable housing	1
Prefer not to say	4

43. Which of the following best describes your educational background?

High school graduate or less	6
Some college or associate's degree	39
Technical school or vocational degree	9
Bachelor's degree	24
Post graduate degree	20
Prefer not to say	2

44. Which category best describes your total household income before taxes for the year 2020?

Under \$25,000	7
\$25,000 to just under \$50,000	16
\$50,000 to just under \$75,000	12
\$75,000 to just under \$100,000	12
\$100,000 to just under \$150,000	19
\$150,000 to just under \$200,000	10
\$200,000 or more	9
Don't know	1
Prefer not to say	13

45. When it comes to politics, which of the following best describes you?

Progressive	12
Liberal	19
Moderate	29
Conservative	24
Something else (SPECIFY)	1
Don't know	4
Prefer not to say	10

46. For whom did you vote in the 2020 election for President, or did you skip that election?

Donald Trump, Republican	27
Joe Biden, Democrat	58
Jo Jorgensen, Libertarian	2
Howie Hawkins, Green	1
Someone else	4
Did not vote	1
Not eligible to vote	0
Prefer not to say	8

47. What is your gender?

Female	53
Male	47
Other (Specify: _____)	0

48. RECORD PARTY:

DEMOCRAT	48
REPUBLICAN	25
NO PARTY PREFERENCE	22
MINOR PARTY	5
