Memorandum

From: Applecart

To: Interested Parties

Re: Results from Polling Conducted 8/26-8/30 re: California Housing Issues

METHODOLOGY

Between August 26th and August 30th, 2019, Applecart surveyed 1,001 likely 2020 California voters, as identified by the California state voter file. Respondents were surveyed either over the phone (via landline and cell phones) or online (via email or text message) on behalf of A Better Way Forward to House California. The sample was stratified and weighted to be representative of the likely 2020 general election electorate with respect to party, gender, race, age, region, and education. The survey asked California voters their opinions about issues pertaining to California housing policy and a number of potential reforms.

KEY FINDINGS

- **Voters think the state of housing in California is highly problematic.**
    - A vast majority of voters (78%) consider the state of housing in California to be either a crisis or a major problem.
    - Housing (13%) closely follows Homelessness (19%), climate change (19%), and immigration (19%) as the top issue of concern to California voters
    - Housing eclipses jobs and the economy, healthcare, and education, as a top concern for California voters

- **Voters are focused on housing affordability and believe that the California state government should play a role in solving the problem.**
    - 64% of California voters agree that "California has enough housing, but not enough of it is affordable;" while only 32% believe that "California does not have enough housing."
    - 57% of California voters agree that "The California state government has a role to play in providing affordable housing for low income families;" while only 38% believe that "The California state government cannot guarantee or provide affordable housing for all."

- **Voters express significant concerns when read statements made by opponents of SB 50, a prominent piece of California state housing legislation that is in committee today.**
    - The greatest concerns expressed by voters are exhibited in the table below:

	Serious Concerns	Some Concerns	**Total Concerns**
Eliminating parking requirements for apartment buildings will create congestion in my neighborhood	52%	27%	**79%**
Public schools will become more crowded	42%	32%	**74%**
Local taxpayers will need to pay for upgrades to infrastructure and services to accommodate the growth in population	38%	34%	**72%**

- **Voters find a number of policy alternatives to SB 50 very appealing, particularly the idea of offering incentives for job creation in areas with more physical room for growth.**
    - Voter support for the top three performing policy alternatives to SB 50 are reflected in the table below:

	Strongly Support	Somewhat Support	**Total Support**
Incentivizing job creation in areas that have room to grow and have high unemployment	54%	30%	**84%**
Mandate the state government to invest in infrastructure to accommodate the population growth caused by increased housing	38%	36%	**74%**
Require large corporations operating in our communities to invest a percentage of their profits to build housing subsidized to make it more affordable	43%	29%	**72%**

Conclusion

It's clear that voters believe California has a serious housing affordability problem; however, they also have concerns that SB 50 is not the right solution. Voters fear that SB 50 takes away local control, eliminates parking requirements which will lead to greater congestion, and imposes other burdens on local communities.

Voters agree that there is in fact a better way forward. By preserving local choice and pursuing innovative policies — such as job creation incentives for areas with high unemployment and requirements of large corporations to invest a percentage of their profits for subsidized housing in their communities — housing in California can be made more affordable.

About Applecart

Applecart is a leading New York-based analytics firm that has polled extensively in California and around the country. Applecart has previously conducted polling for Gov. John Kasich's 2016 presidential campaign, dozens of statewide and congressional races, and over a dozen statewide and legislative races in California. Applecart's work has been featured by Bloomberg BusinessWeek, The Washington Post, The Associated Press, USA Today, Politico, and The Colbert Report.