

San Diego County Issues Barometer Sept. 2022 Poll

HOUSING PRICES

n=505 San Diego County Residents

Margin of Sampling Error +/- 4.4%

September 2-10, 2022

Weighted on turnout, party, race, ethnicity, sex, region, age

Hello is ____ there? Hi this is _____ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego to ask your opinion on local issues. We are not selling anything. Most people find it interesting, and all your answers will be kept strictly confidential. Please let me begin by asking...

Q1. To help us better understand what's important in different areas of San Diego County, what is your ZIP Code?

	%
North City	24.3
Central	20.2
East Suburban	15.2
North County East	14.2
North County West	13.2
South Suburban	12.1
East County	0.8

Q2. And in what year were you born?

	%
18-24	13.0
25-34	21.0
35-44	16.4
45-54	16.1
55-64	15.6
65-74	10.4
75+	7.5
Average	47

Q3. Do you think things in San Diego County are moving in the right direction or have they gotten off on the wrong track?

	June %	Sept %
Right direction, strongly	5.9	6.1
Right direction, somewhat	29.6	35.1
Wrong track, somewhat	17.4	15.4
Wrong track, strongly	28.8	24.9
Mixed (<i>Not read</i>)	3.2	3.9
Unsure (<i>Not read</i>)	14.2	14.2
Refused (<i>Not read</i>)	1.0	0.5

Q4. What is the most important issue facing people in San Diego County?

	June %	Sept %
Homelessness	22.1	21.7
Housing affordability	18.2	20.6
Cost of living	8.9	9.9
Housing availability	3.5	6.5
Water scarcity	1.5	3.9
Economy and jobs	2.9	3.5
Inflation	6.4	3.4
Crime and safety	2.6	3.3
Environment and climate change	2.2	3.3
Gasoline prices	9.3	2.8
Infrastructure/Road repair	--	2.5
Schools/Education	3.1	2.2
Bad political leadership	2.0	2.1
Illegal immigration/Border	3.1	1.9
Taxes	1.4	1.6
Traffic	1.4	1.4
Overdevelopment/Overpopulation	1.7	0.4
Other	4.4	6.5
Nothing/Don't know	5.4	2.6

Q5. How much of a problem, if at all, has paying the monthly mortgage or rent for you and your household been recently? Is it...

	%
An extremely serious problem	10.7
A very serious problem	11.1
A somewhat serious problem	20.3
Not that serious of a problem	16.5
Or not a problem at all?	38.5
Unsure (<i>Not read</i>)	3.0

Q6. Do you think rents in San Diego County will be higher or lower a year from now, or will they be about the same?

	%
A lot higher	38.8
A little higher	35.7
A little lower	2.9
A lot lower	0.4
About the same	16.0
Unsure (<i>Not read</i>)	6.2

Q7. Do you think home prices in San Diego County will be higher or lower a year from now, or will they be about the same?

	%
A lot higher	25.3
A little higher	29.1
A little lower	15.5
A lot lower	2.7
About the same	21.7
Unsure (<i>Not read</i>)	5.7

Q8. Stricter rent control has been suggested as a way to deal with rising housing costs. Would you support or oppose imposing stricter rent controls on landlords?

	%
Support, strongly	37.3
Support, somewhat	22.2
Oppose, somewhat	12.3
Oppose, strongly	21.2
Neutral/Depends (<i>Not read</i>)	1.4
Unsure (<i>Not read</i>)	5.6

Thanks. Now I have some demographic questions to ensure we have a representative sample...

Q19. And do you reside in...

	%
A house that you own	55.5
A house that you rent	16.6
An apartment	14.6
A condo that you own	8.1
A condo that you rent	3.4
A mobile home	1.4
Refused (<i>Not read</i>)	0.4

Q20. Are/were either of your parents Hispanic?

	%
No	70.0
Yes	30.0

Q21. Is your racial heritage mainly...

	%
White or Caucasian	67.0
Asian or Pacific Islander	12.0
Black or African American	5.0
Native American	1.0
Other/Multiracial	15.0

Thanks for your time and your opinion counts, goodbye.

22. SEX

	%
Male	50.0
Female	50.0

23. LANGAUGE

	%
English	97.4
Spanish	2.6

24. REGISTERED VOTER/POLITICAL PARTY

	%
Democrat	33.9
Republican	22.2
Non-partisan/Minor party	25.2
Non-registrants	18.7