

## San Diego County Issues Barometer March 2023 Poll

### HOUSING POLICY

n=508 San Diego County Residents

Margin of Sampling Error +/- 4.3%

March 3-7, 2023

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

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?

	%
South Suburbs	16.3
South Central	21.5
North Central	17.4
North Coastal	8.8
North Inland	17.2
East Suburbs	16.1
East County	2.8

Q2. And in what year were you born?

	%
18-24	12.1
25-34	21.1
35-44	16.5
45-54	16.3
55-64	15.6
65-74	10.6
75+	7.8
<b>Average</b>	<b>47.0</b>

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 %	Dec %	March %
Right direction, strongly	5.9	6.1	4.4	8.4
Right direction, somewhat	29.6	35.1	29.6	22.6
Wrong track, somewhat	17.4	15.4	12.4	10.0
Wrong track, strongly	28.8	24.9	24.0	29.1
Mixed <i>(Not read)</i>	3.2	3.9	14.2	13.0
Unsure <i>(Not read)</i>	14.2	14.2	14.6	16.0
Refused <i>(Not read)</i>	1.0	0.5	0.7	0.8

Q4. What is the most important issue facing people in San Diego County? (Currently being coded)

	June %	Sept %	Dec %	Mar %
Homelessness	22.1	21.7	33.4	29.8
Housing affordability	18.2	20.6	12.5	15.0
Cost of living	8.9	9.9	9.8	8.8
Economy and jobs	2.9	3.5	3.7	8.3
Utility costs	--	--	0.5	4.7
Housing availability	3.5	6.5	3.3	3.9
Taxes	1.4	1.6	1.3	3.6
Crime and safety	2.6	3.3	6.2	3.2
Infrastructure/Road repair	--	2.5	1.8	2.2
Inflation	6.4	3.4	4.4	1.7
Bad political leadership	2.0	2.1	2.0	1.4
Government overreach	--	--	1.4	1.3
Illegal immigration/Border	3.1	1.9	1.3	1.1
Overdevelopment/Overpopulation	1.7	0.4	0.9	1.1
Traffic	1.4	1.4	2.4	1.0
Schools/Education	3.1	2.2	--	0.9
SANDAG	--	--	--	0.9
Environment and climate change	2.2	3.3	1.5	0.8
Gasoline prices	9.3	2.8	--	0.7
Water scarcity	1.5	3.9	1.8	0.5
Public transportation	--	--	--	0.4
Health issues	--	--	2.2	--
Other	4.4	6.5	5.2	4.0
Nothing/Don't know	5.4	2.6	4.2	4.7

Q15. Thinking about San Diego County, how serious of a problem, if at all, is housing affordability? Is it...

	%
Extremely serious	54.7
Very serious	28.3
Somewhat serious	13.0
Not that serious	1.3
Not serious at all	0.8
Unsure ( <i>Not read</i> )	1.9

Q16. Thinking about San Diego County, how serious of a problem, if at all, is too much residential development? Is it...

	%
Extremely serious	15.3
Very serious	13.5
Somewhat serious	31.9
Not that serious	21.6
Not serious at all	10.7
Unsure ( <i>Not read</i> )	7.0

Q17. Some people have suggested the following approaches to addressing housing affordability in San Diego County. Please tell me which you think is best... *(Answer choices were randomized)*

	%
Build more single-family homes	28.1
Implement stricter rent controls	24.6
Build more apartments and rental housing	21.7
Reduce the number of short-term rentals	8.4
All of those	7.8
None of those	5.0
Unsure <i>(Not read)</i>	4.3

Q18. More specifically, some people have suggested raising the tax on commercial and residential properties to pay for building more subsidized low-income housing. Do you support or oppose this?

	%
Support, strongly	17.1
Support, somewhat	22.8
Oppose, somewhat	12.5
Oppose, strongly	41.7
Unsure <i>(Not read)</i>	5.8

Q19. More specifically, some people have suggested cities allow more residential development in neighborhoods where residents can easily access connections to mass transit. Do you support or oppose this?

	%
Support, strongly	41.5
Support, somewhat	30.5
Oppose, somewhat	7.0
Oppose, strongly	13.8
Unsure <i>(Not read)</i>	7.1

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

Q20. What is the highest level of education you have completed?

	%
Less than high school graduate	10.0
High school graduate, including equivalency	19.8
Some college or an associate degree	30.2
Bachelor's degree	20.7
Graduate or professional degree	19.3

Q21. Is your ethnic heritage mainly...

	%
Hispanic	29.7
Not Hispanic	70.3

Q22. Is your racial heritage mainly

	%
White	66.8
Black or African American	5.7
Asian or Pacific Islander	12.4
Native American	1.0
Multiracial	13.0
Something else	1.0

Thanks for your time and your opinion counts, goodbye.

23. SEX

	%
Male	47.8
Female	52.2

24. LANGAUGE

	%
English	90.6
Spanish	9.4

25. REGISTERED VOTER/POLITICAL PARTY

	%
Democrat	34.5
Non-partisan/Minor party	25.5
Republican	22.3
Non-registrants	17.6