



Survey of Likely November 2024 Voters
9-County Bay Area
Hybrid Text-/Email-to-Web/Live Telephone Survey
Conducted May 29 – June 9, 2024
n=2,100; Margin of Error ±2.14 percentage points
EMC Research #24-9316

All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100%.

GREETING: Hello, my name is _____, may I speak with **(NAME ON LIST)**?

INTERVIEWER: NOL ONLY

INTRO: Hello, my name is _____, and I'm conducting a survey for _____ to find out how people feel about issues in the Bay Area. We are not trying to sell anything and are collecting this information on a scientific and completely confidential basis.

1.	Are you registered to vote in [INSERT COUNTY FROM SAMPLE] county?	
	Yes	100
	No	-
	(Don't know/Refused)	-
2.	What would you say are the chances that you will vote in the November 2024 election for President and other offices and measures -- are you almost certain to vote, will you probably vote, are the chances fifty-fifty, or do you think that you will not vote?	
	Almost certain to vote/Will definitely vote	91
	Probably will vote	7
	50/50 chance	3
	Will not vote	-
	(Don't know/Refused)	-
3.	Do you feel that things in the Bay Area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?	
	Right direction	40
	Wrong track	58
	(Don't know/Refused)	2
	Net Right Direction	-18

4. Do you feel there is a need for additional money to address housing affordability in the Bay Area? Please tell me if you think there is a great need for more money, some need for more money, a little need for more money, or no real need for more money to address housing affordability.

Great need	46
Some need	21
Little need	9
No real need	23
(Don't know/Refused)	1
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Great/Some need	67
Little/No need	32

5. Thinking about **housing** in the Bay Area, **compared to a year ago** is it...

Much easier to find a place to live	3
Somewhat easier to find a place to live	7
About the same	41
Somewhat harder to find a place to live	20
Much harder to find a place to live	27
(Don't know/Refused)	2

6. There may be a measure on a future ballot which reads as follows:

Bay Area Affordability Plan. To address housing affordability and reduce homelessness by:

- providing an estimated 70,000 affordable apartments/homes;
- creating homes near transit, jobs, and stores;
- converting vacant lots/blighted properties into affordable housing;
- and providing first-time homebuyer assistance;

shall the measure issuing \$20,000,000,000 in bonds at legal rates, levying an estimated \$19 per \$100,000 of assessed valuation (generating \$670,000,000 annually) while bonds are outstanding, and requiring public reporting, independent audits/citizen oversight, be adopted?

If the election were held today, would you vote yes to approve or no to reject this measure?

Yes	52
(Lean Yes)	1
No	45
(Lean No)	1
(Undecided/Don't know/Not sure)	1
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Total Yes	54ⁱ
Total No	46

ⁱ Results above are rounded to the nearest whole percentage point. Unrounded support is Yes = 52.421% and Lean Yes = 1.239%.



(IF Q6 = 1-2, Yes, ASK Q7, n=1,110)**7. What is the main reason you voted yes to approve the bond measure? (OPEN-ENDED, VERBATIM RESPONSES CODED INTO CATEGORIES SHOWN)**

Lower cost of housing	25
Homelessness	16
Build more housing	13
Needed	12
Helps others in need	8
General positive	7
Economic benefits	4
General neutral/Needs accountability/Need more info	2
Housing is a human right	2
Benefits me	1
Other	5
None/Don't know/No opinion	3

(IF Q6 = 3-4, No, ASK Q8, n=975)**8. What is the main reason you voted no to reject the bond measure? (OPEN-ENDED, VERBATIM RESPONSES CODED INTO CATEGORIES SHOWN)**

Taxes	19
Ineffective	12
Too expensive	11
Distrust of government/Corruption	11
General negative	8
Other solutions are better	5
Use current resources	4
Won't fix homelessness	4
Need more information	4
No more bond measures	4
Overdevelopment	3
Lacks accountability	2
Unfair to me	2
Other	10
None/Don't know/No opinion	2

(RESUME ASKING EVERYONE)

9INT. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

SCALE:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	(Don't know)	Total Agree	Total Disagree
(RANDOMIZE)							
9.	Taxes in the Bay Area are high enough, I will vote against any tax increase.						
	48	20	20	12	0	68	32
10.	I would support investing in affordable housing in the Bay Area, even if it means raising taxes.						
	20	27	13	40	0	47	53
11.	I support building more housing in my neighborhood.						
	33	28	14	25	1	60	39
12.	A regional housing bond can make a difference in addressing Bay Area housing affordability.						
	20	38	16	25	2	58	41

(END RANDOMIZE)

13INT. Next, I'd like to read you statements from people who **support** the proposed measure. After you hear each statement, please tell me how convincing it is as a reason to vote **for** this measure. Please use a scale from 1 to 7, where 1 means not at all convincing and 7 means a very convincing reason to vote for the measure.

SCALE:	Not at all convincing			Very convincing			(Don't know)	Mean	
	1	2	3	4	5	6	7		
(RANDOMIZE)									
13.	Shores Landing is a 95-room senior supportive housing community transformed from a hotel. It is now the home of Elizabeth, who was a teacher until she was diagnosed with colon cancer, couldn't work, and was evicted while undergoing chemotherapy. This measure will build projects like Shores Landing to make sure seniors like Elizabeth don't become homeless.								
	19	6	6	13	17	13	26	1	4.47
14.	Bay Area rents and home prices have risen much faster than incomes, pushing families, seniors, and young adults out of their communities. This measure will provide over 70,000 new homes in the Bay Area and make it easier to find a place to live.								
	25	6	8	12	14	14	21	1	4.08
15.	California is facing a homelessness and housing affordability crisis, despite billions spent. This measure will require strict accountability, full transparency, and independent oversight of all public funding to make sure taxpayer dollars are addressing these problems more effectively.								
	25	5	7	12	14	13	23	1	4.19
16.	We should all be able to live in a safe, decent, affordable home and still have enough money for groceries and other basic necessities. This measure will help make the Bay Area a place where hard-working people can afford to live.								
	23	6	6	12	15	13	23	0	4.22

SCALE:	Not at all convincing					Very convincing		(Don't know)	Mean
	1	2	3	4	5	6	7		
17.	There are hundreds of affordable housing construction projects that are already approved by local governments in the Bay Area but have been stalled for years awaiting available funding. This measure will unlock those projects and begin breaking ground immediately on projects to build nearly 41,000 new units in the region.								
	24	6	9	12	16	12	21	1	4.10
18.	The Bay Area is building less than half of the affordable homes we need for working families including teachers, first responders, and caregivers. This measure will provide permanently affordable homes and downpayment assistance to help people to live in the communities where they work.								
	22	5	7	12	14	14	24	0	4.30
19.	Children deserve every opportunity to succeed in school and life, which begins with a stable home. This measure will help provide affordable homes in the Bay Area for the hundreds of homeless local children and their families who are living in shelters, on the streets, or in their cars.								
	23	7	8	10	13	14	24	0	4.21
20.	There are already thousands of people living on the streets and nearly 600,000 adults and children in the Bay Area are low-income and at risk of losing their homes. This measure is desperately needed to help those who are truly in crisis and safeguard other families from becoming at-risk.								
	25	7	8	12	13	12	22	1	4.07

(END RANDOMIZE)

21. Given what you’ve read, would you vote yes to approve or no to reject a measure that reads:

Bay Area Affordability Plan. To address housing affordability and reduce homelessness by:

- providing an estimated 70,000 affordable apartments/homes;
- creating homes near transit, jobs, and stores;
- converting vacant lots/blighted properties into affordable housing;
- and providing first-time homebuyer assistance;

shall the measure issuing \$20,000,000,000 in bonds at legal rates, levying an estimated \$19 per \$100,000 of assessed valuation (generating \$670,000,000 annually) while bonds are outstanding, and requiring public reporting, independent audits/citizen oversight, be adopted?

Yes	53
(Lean Yes)	2
No	44
(Lean No)	0
(Undecided/Don’t know/Not sure)	0
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Total Yes	55
Total No	45ⁱⁱ

22. Regardless of how you voted, what is your most significant concern about the measure? **(OPEN-ENDED, VERBATIM RESPONSES CODED INTO CATEGORIES SHOWN)**

Taxes	21
Distrust of government/Corruption	12
Lacks accountability	12
Too expensive	9
Ineffective	9
Need more information	5
Won't fix homelessness	5
General negative	4
Overdevelopment	3
Other priorities	2
Bad economics	2
Unfair to me	1
Other solutions are better	1
Other	10
None/Don't know/No opinion	4

ⁱⁱ Results above are rounded to the nearest whole percentage point. Unrounded support is No = 44.346% and Lean No = 0.471%

DEMOS. These last few questions are for statistical purposes only.

23. 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 or are buying your apartment or home | 54 |
| Rent or lease your apartment or home | 26 |
| Live with family | 12 |
| Not have stable housing | 2 |
| (Refused) | 6 |
24. In terms of your job status, are you employed full time, employed part time, unemployed, retired, a student, or a homemaker?
- | | |
|--------------------|----|
| Employed full time | 48 |
| Employed part time | 10 |
| Unemployed | 6 |
| Retired | 23 |
| Student | 4 |
| Homemaker | 2 |
| (Other) | 4 |
| (Refused) | 5 |
25. What is the last grade you completed in school?
- | | |
|---|----|
| Some grade school | 2 |
| Some high school | 2 |
| Graduated high school | 9 |
| Technical or Vocational school | 5 |
| Some college or Less than 4-year degree | 18 |
| Graduated college or 4-year degree | 31 |
| Graduate or Professional Degree | 29 |
| (Refused) | 4 |
26. Do you consider yourself to be Hispanic or Latino, African-American or Black, white or Caucasian, Chinese, Vietnamese, another Asian identity, or something else? Please tell me all that apply.
(MULTIPLE RESPONSES ACCEPTED)
- | | |
|---------------------------|----|
| Hispanic or Latino | 17 |
| African-American or Black | 7 |
| White or Caucasian | 54 |
| Chinese | 10 |
| Vietnamese | 2 |
| Another Asian identity | 12 |
| Another race or ethnicity | 8 |
| (Refused) | 2 |

27.	In what year were you born? (YEARS CODED INTO CATEGORIES)	
	18-29	12
	30-39	16
	40-49	16
	50-64	26
	65 or over	28
	(Refused)	2
28.	Approximately what percentage of your household income do you spend on housing?	
	15% or less	13
	20%	9
	25%	9
	30%	10
	35%	7
	40%	8
	45%	3
	50%	7
	55%	3
	60% or more	12
	(Refused)	20
29.	Do you consider yourself to be...	
	Male	47
	Female	50
	Non-binary	1
	Another gender identity	0
	(Refused)	2

THANK YOU!

Language of Interview	
English	96
Spanish	2
Chinese	2
Party Registration (VOTER FILE)	
Democrat	58
Republican	16
NPP/Other	26
Vote History (VOTER FILE)	
New or Infrequent Voter (0-3/6)	44
Frequent Voter (4-5/6)	26
Perfect Voter (6/6)	30
Region (VOTER FILE)	
Alameda County	21
Contra Costa County	16
Marin/Sonoma County	12
Napa/Solano County	8
San Francisco County	12
San Mateo County	10
Santa Clara County	23