

#### San Mateo County: 2024 Housing Measure Feasibility Survey

August 2024

San Mateo County commissioned Godbe Research to conduct a survey of voters with the following research objectives:

- Gauge satisfaction with the County's provision of services;
- Gauge support for construction of more low income, workforce and affordable housing;
- Assess voter support for potential ballot measures to facilitate construction of affordable housing;
- Test the influence of informational and critical statements on potential voter support;
- Gauge perceptions about the economic future, and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

## Methodology Overview

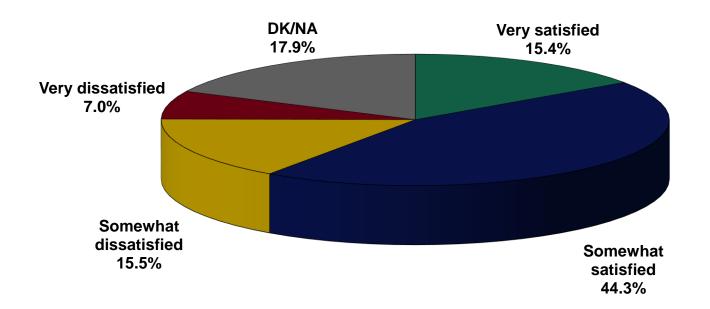
- Data Collection Landline (52), cell (86), text to online (638) and email to online (7) interviewing
- Universe 368,278 likely November 2024 voters in San Mateo County
- Fielding Dates July 30 through 1, 2024
- Interview Length 20 minutes
- Sample Size n=783
- Margin of Error <u>+</u> 3.50% Likely November 2024 Voters (<u>+</u> 4.95% Ballot Question Split Samples)

The data have been weighted to reflect the actual population characteristics of likely voter homeowners in the County of San Mateo in terms of their gender, age, and political party type.



## Key Findings

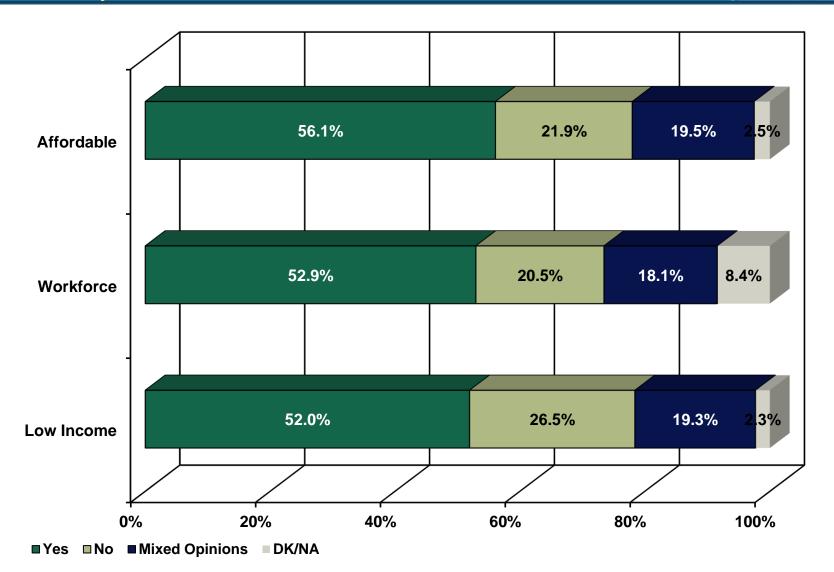
## Q1. Satisfaction With the County's Provision of Services Likely November 2024 Voters



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Total Satisfied	59.7%	67.2%	74.4%	75.4%	73.9%
Total Dissatisfied	22.4%	17.8%	12.4%	12.9%	14.0%
Ratio Sat to Dissat	2.66	3.8	6.00	5.9	5.3

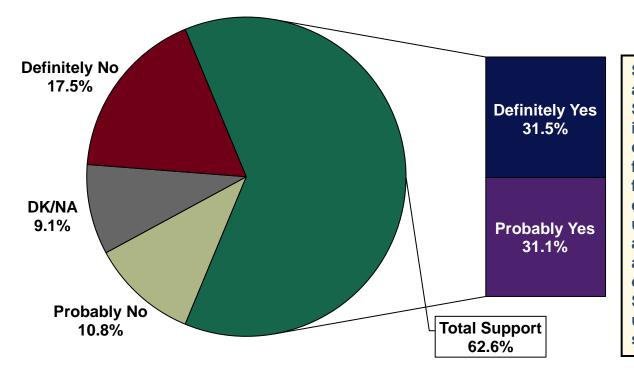
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## Q2, Q3, Q4 Support Construction of More Housing Likely November 2024 Voters



## Q5. Uninformed Support for Housing Measure -1% Cap / No Sunset Sample A

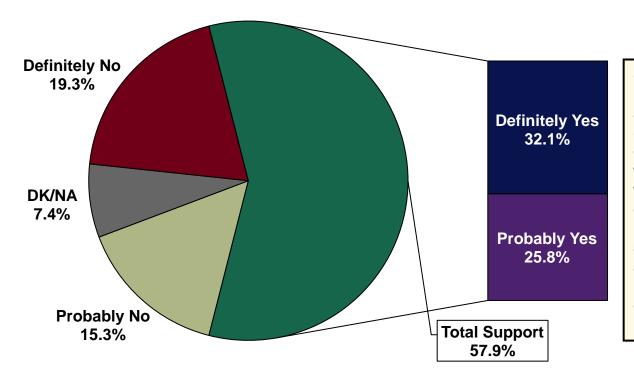
GODBE RESEARCH Gain Insight



Shall a measure be approved authorizing local public agencies in San Mateo County to, without increasing local taxes, develop, construct, or acquire housing units for low income persons, including for families, seniors, persons with disabilities, and veterans, in the unincorporated and incorporated areas of San Mateo County, on an annual basis in an amount of up to 1% of the total housing units existing in San Mateo County, with any unused units carrying over for use in subsequent years?

# Q6. Uninformed Support for Housing Measure - 2,900 Unit Cap / 8 Year Sunset Sample B

GODBE RESEARCH Gain Insight



Shall a measure that does not increase local taxes be approved authorizing local public agencies in San Mateo County to develop, construct, or acquire housing units for low income persons, including for families, seniors, persons with disabilities, and veterans, in the unincorporated and incorporated areas of San Mateo County, on an annual basis in an amount up to 2,900 units, with any unused units carrying over for use in subsequent years for a period of eight years?

#### Q7. Informational Statements I Likely November 2024 Voter

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#### A. The measure will not increase taxes in San Mateo County

J. The measure will help senior citizens, the fastest growing group of unhoused residents in San Mateo County, to find affordable housing

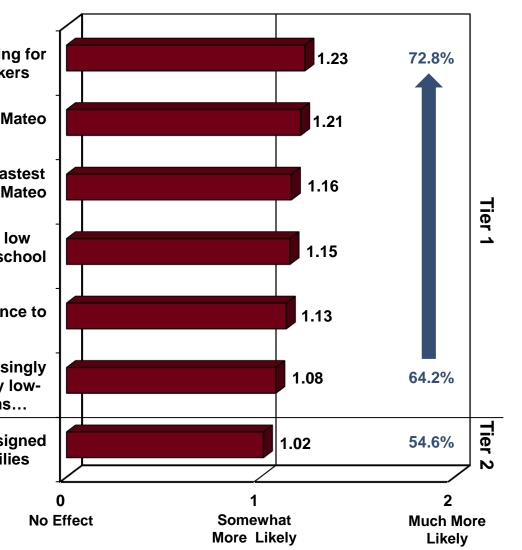
P. The measure would help provide housing for low income public servants such as city, county and school employees

K. The measure will help victims of domestic violence to find affordable alternative housing

B. Housing in San Mateo County has become increasingly scarce and expensive, and is unaffordable for many lowincome residents, including, the elderly, persons...

R. The measure would override a city measure designed to block affordable housing for seniors and families

Sample B



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

#### Q7. Informational Statements II Likely November 2024 Voter

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N. The measure will help public agencies to address the affordable housing crisis much faster

D. San Mateo County is committed to reaching and maintaining Functional Zero Homelessness, where every unsheltered homeless person in San Mateo County who...

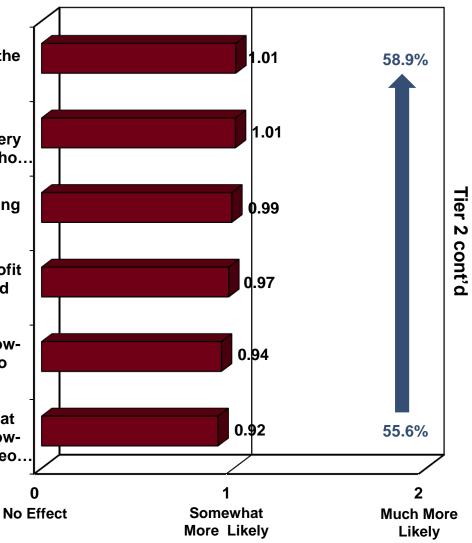
L. The measure helps public agencies to preserve existing affordable housing

M. The measure helps public agencies and their non-profit partners to purchase existing property, lower rents and increase the amount of affordable housing

G. The construction, development, and acquisition of lowrent housing projects by public agencies in San Mateo County will provide jobs for the region

F. There is an insufficient amount of housing units that are guaranteed to be affordable to very low-income, lowincome and moderate income tenants within San Mateo..

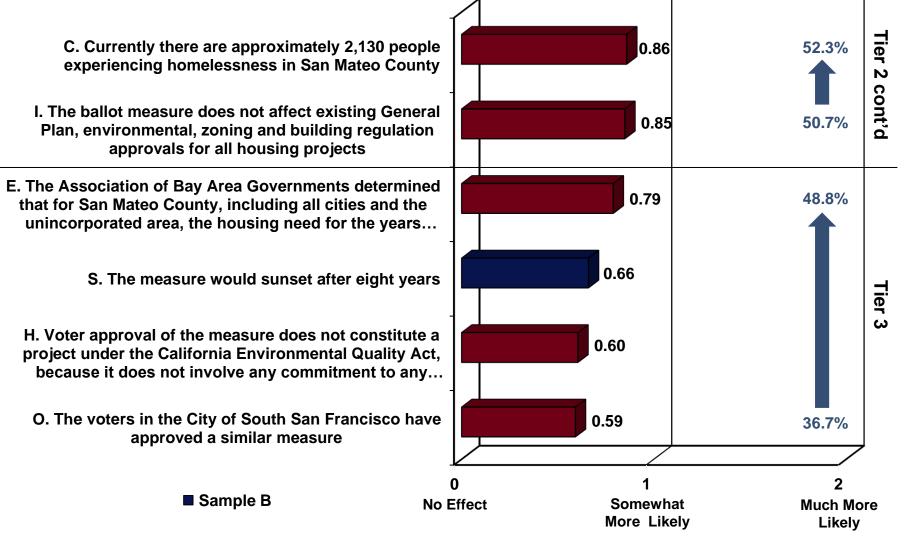
Sample B



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#### Q7. Informational Statements III Likely November 2024 Voter

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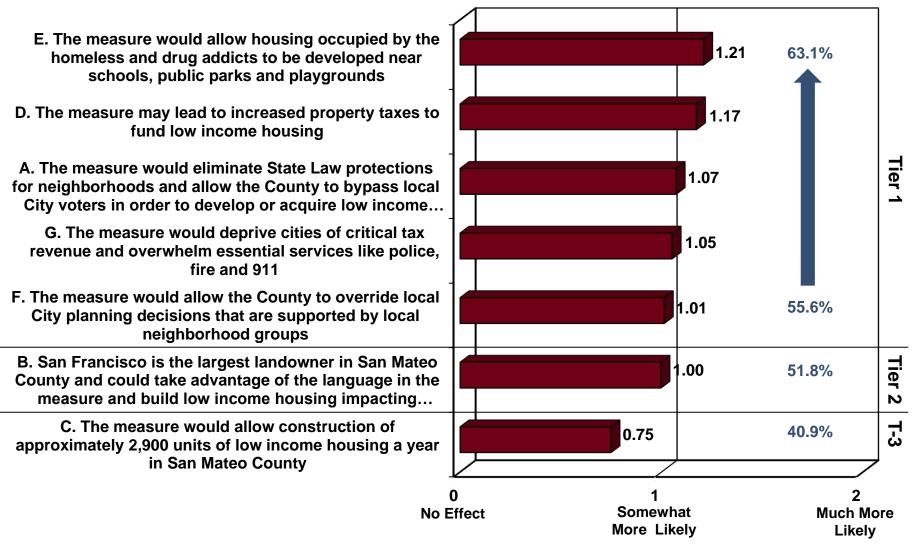


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#### Q8. Critical Statements Likely November 2024 Voters

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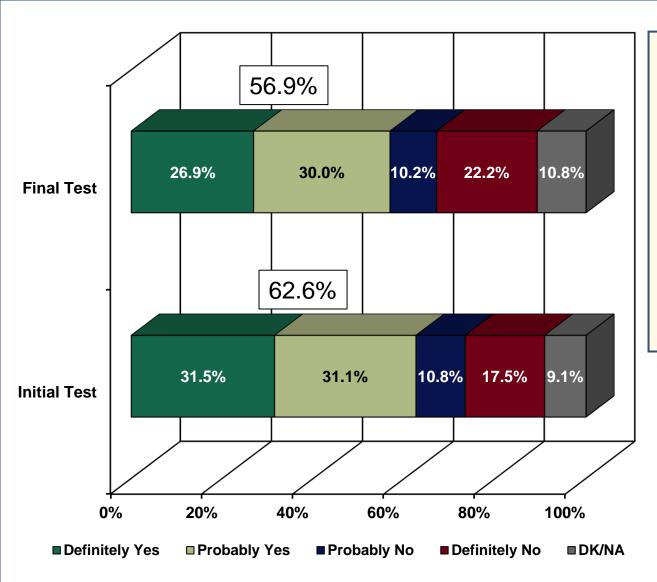


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## Q9. Informed Support for Housing Measure -1% Cap / No Sunset Sample A

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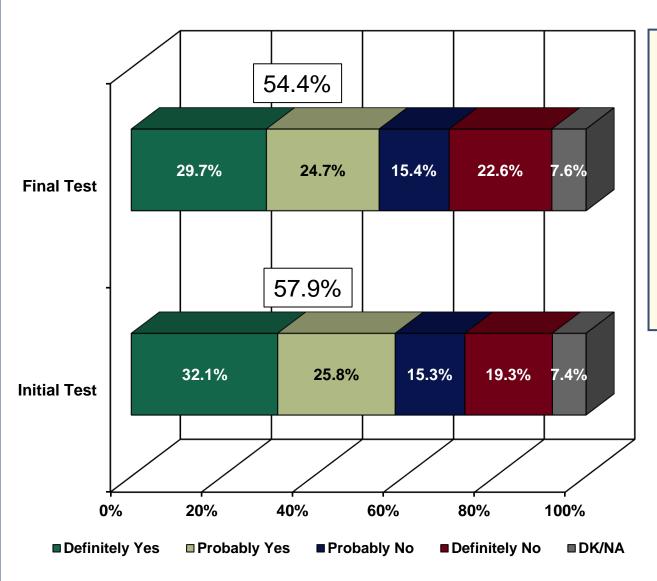


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## Q10. Informed Support for Housing Measure -2,900 Unit Cap / 8 Year Sunset Sample B

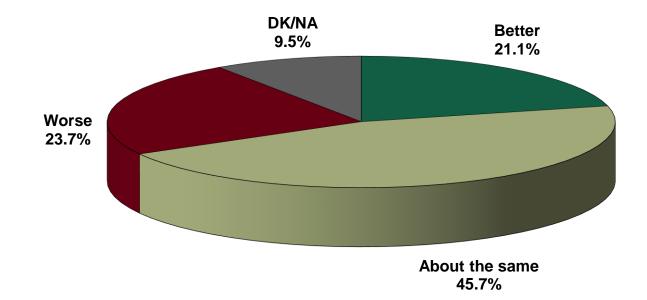
GODBE RESEARCH Gain Insight



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#### Q11. Outlook on Economic Future Likely November 2024 Voters



		8/24 Survey	6/22 Survey
		11/24 Voters	11/22 Voters
	Better	21.1%	10.9%
	About the same	45.7%	26.5%
	Worse	23.7%	58.0%

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