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# 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  $\pm 3.50\%$  Likely November 2024 Voters  
( $\pm 4.95\%$  Ballot Question Split Samples)



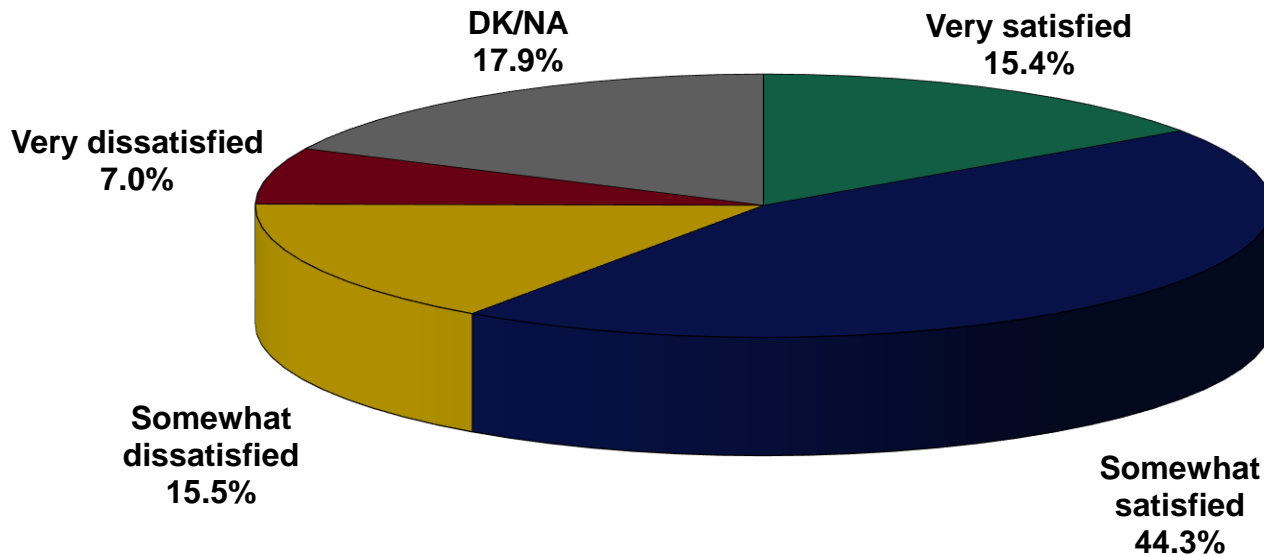
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## Key Findings

# Q1. Satisfaction With the County's Provision of Services

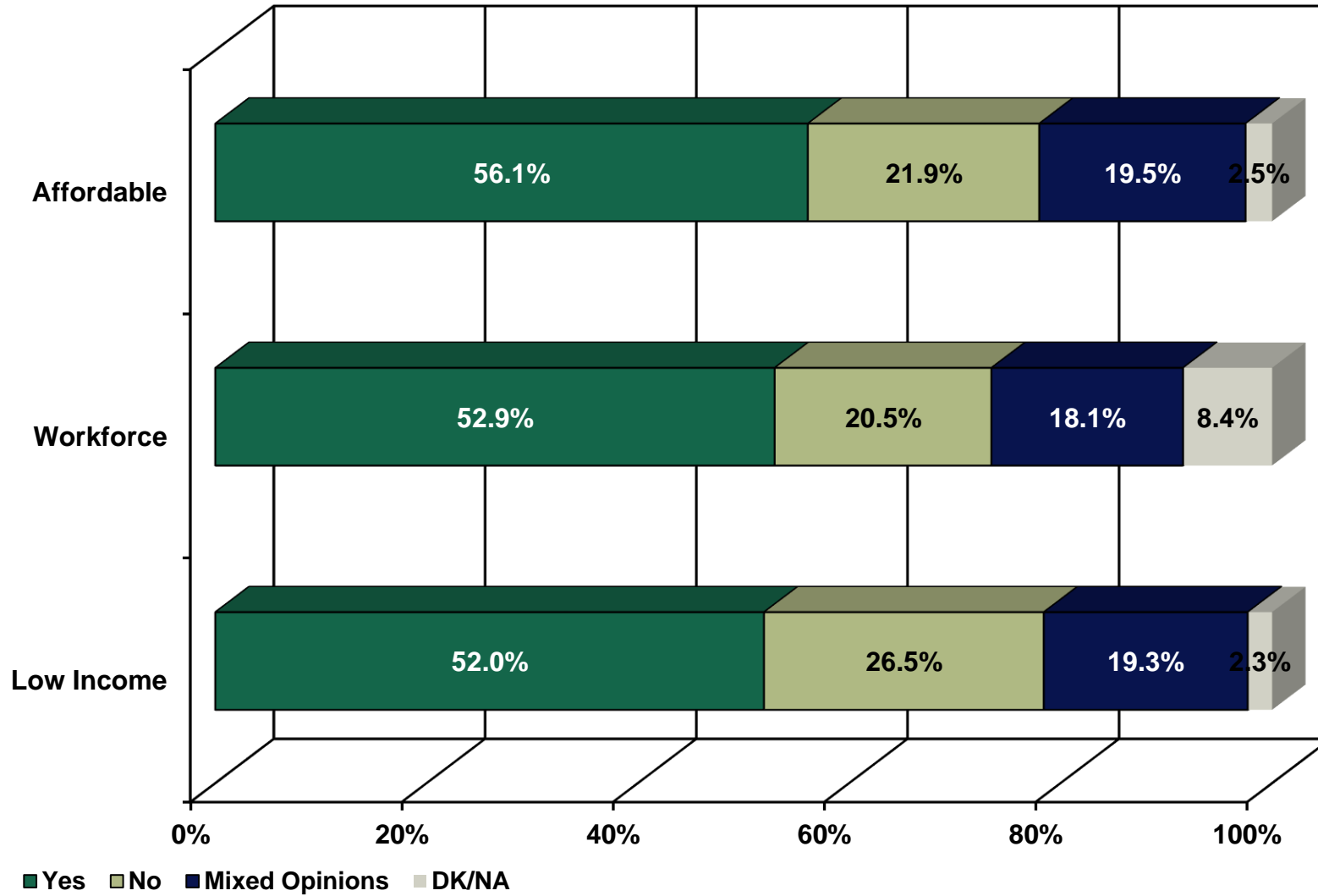
## Likely November 2024 Voters



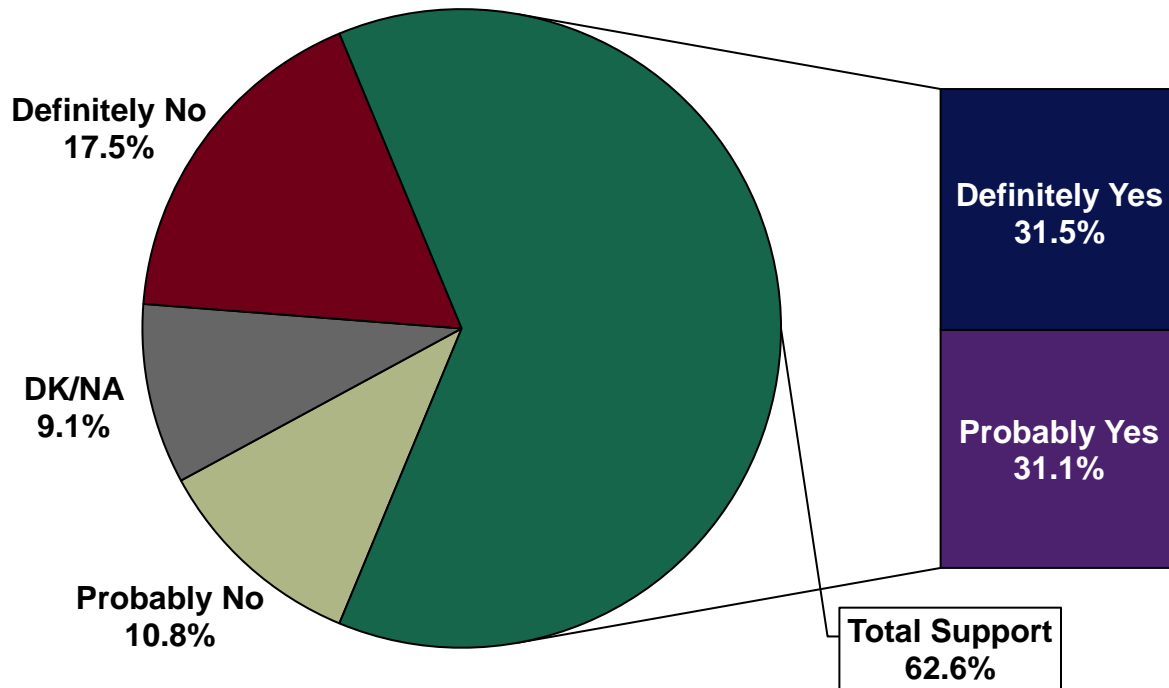
	8/24 Survey 11/24 Voters	6/22 Survey 11/22 Voters	12/21 Survey 11/22 Voters	5/21 Survey 11/22 Voters	6/16 Survey Adults 18+
Total Satisfied	59.7%	67.2%	74.4%	75.4%	73.9%
Total Dissatisfied	22.4%	17.8%	12.4%	12.9%	14.0%
Ratio Sat to Dissat	2.66	3.8	6.00	5.9	5.3

# Q2, Q3, Q4 Support Construction of More Housing

## Likely November 2024 Voters

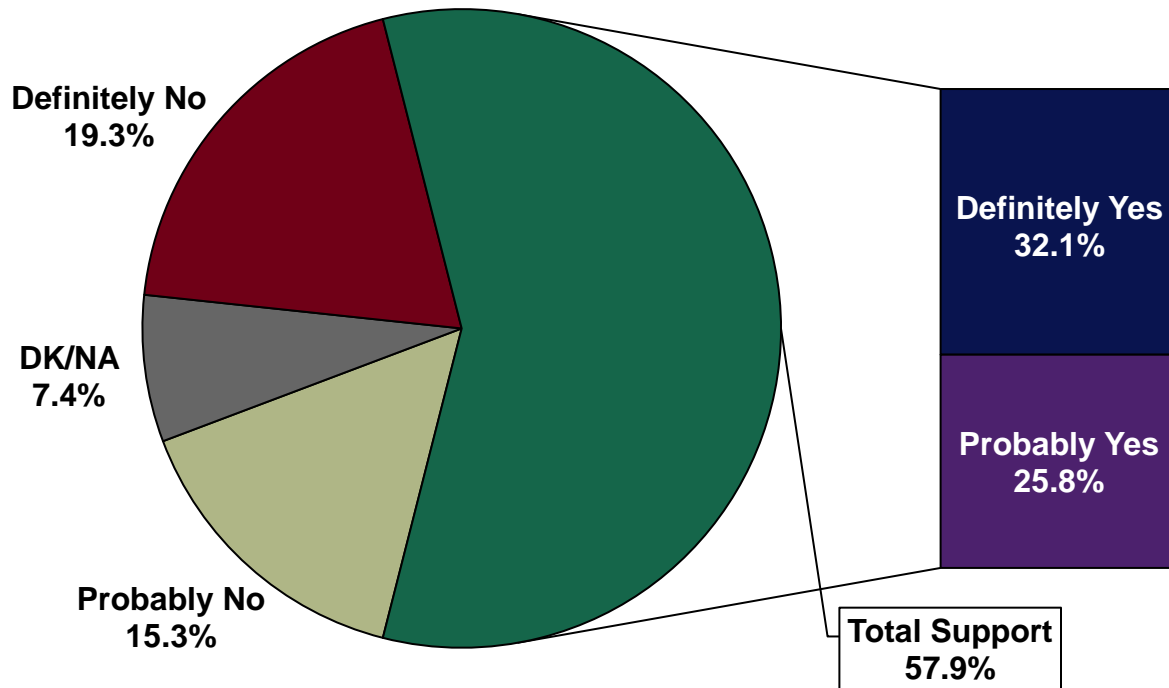


# Q5. Uninformed Support for Housing Measure - 1% Cap / No Sunset Sample A



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

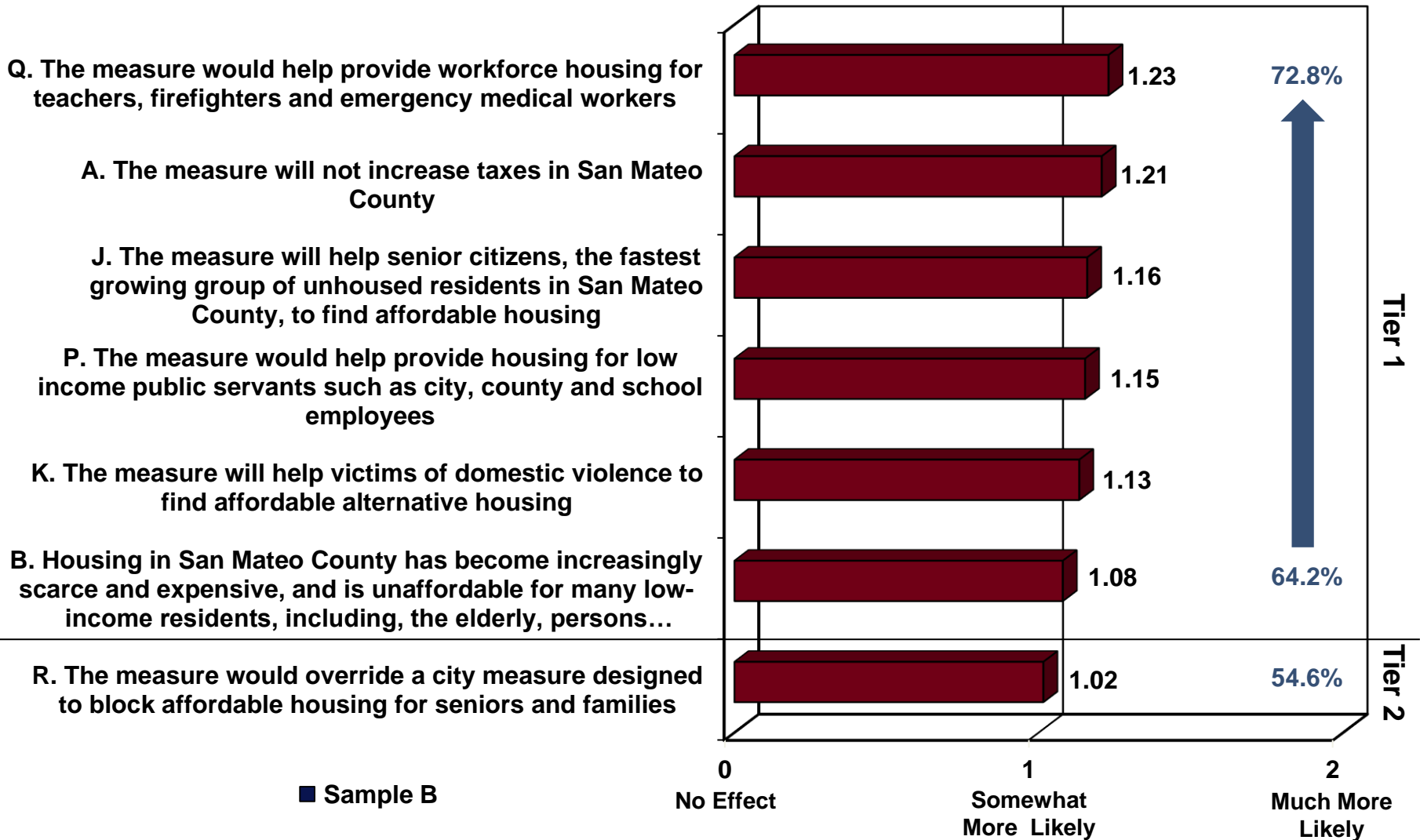


Shall a measure that does not increase local taxes be approved authorizing local public agencies in San Mateo County to develop, construct, or acquire housing units for low income persons, including for families, seniors, persons with disabilities, and veterans, in the unincorporated and incorporated 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

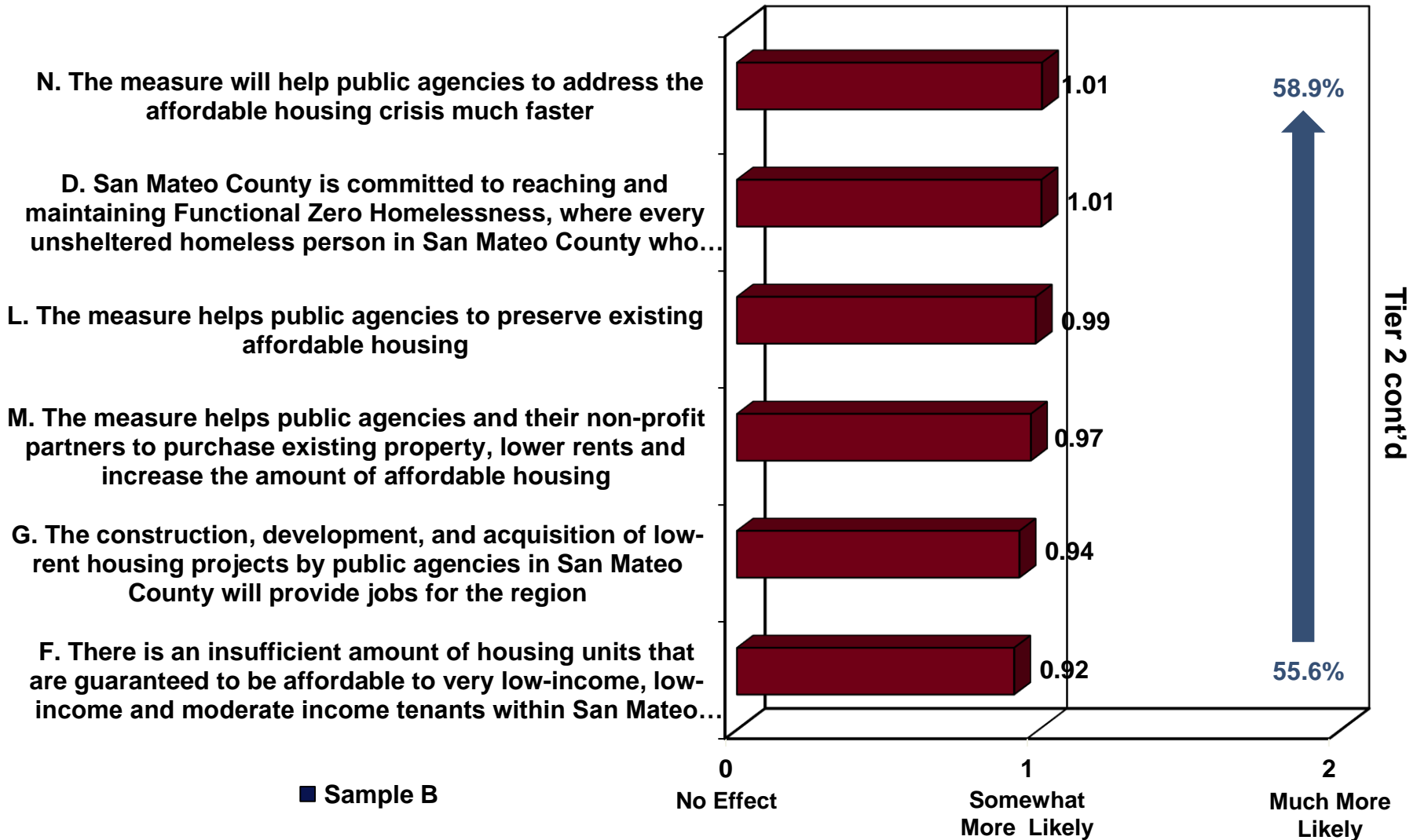
## Likely November 2024 Voter



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

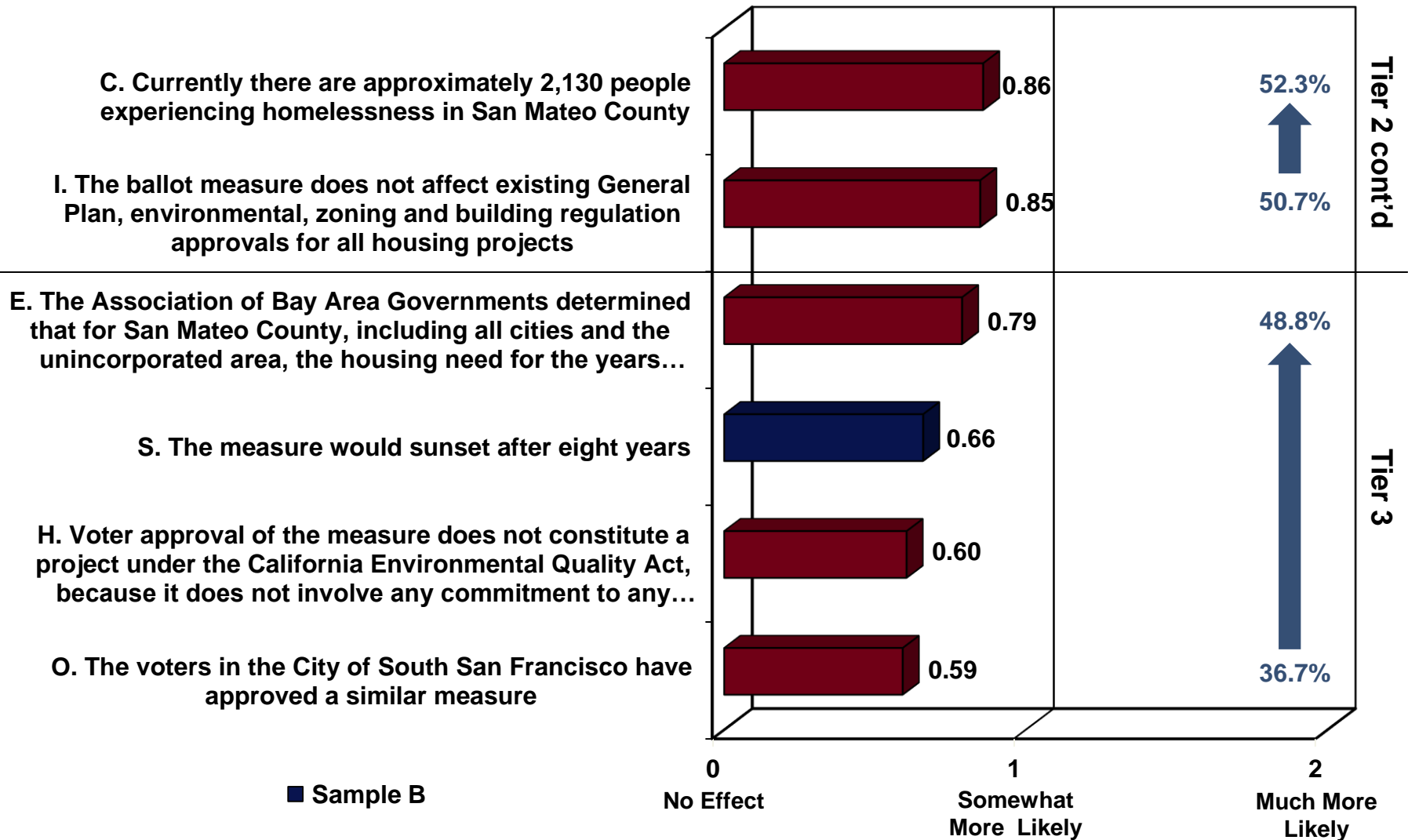
## Likely November 2024 Voter



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 III

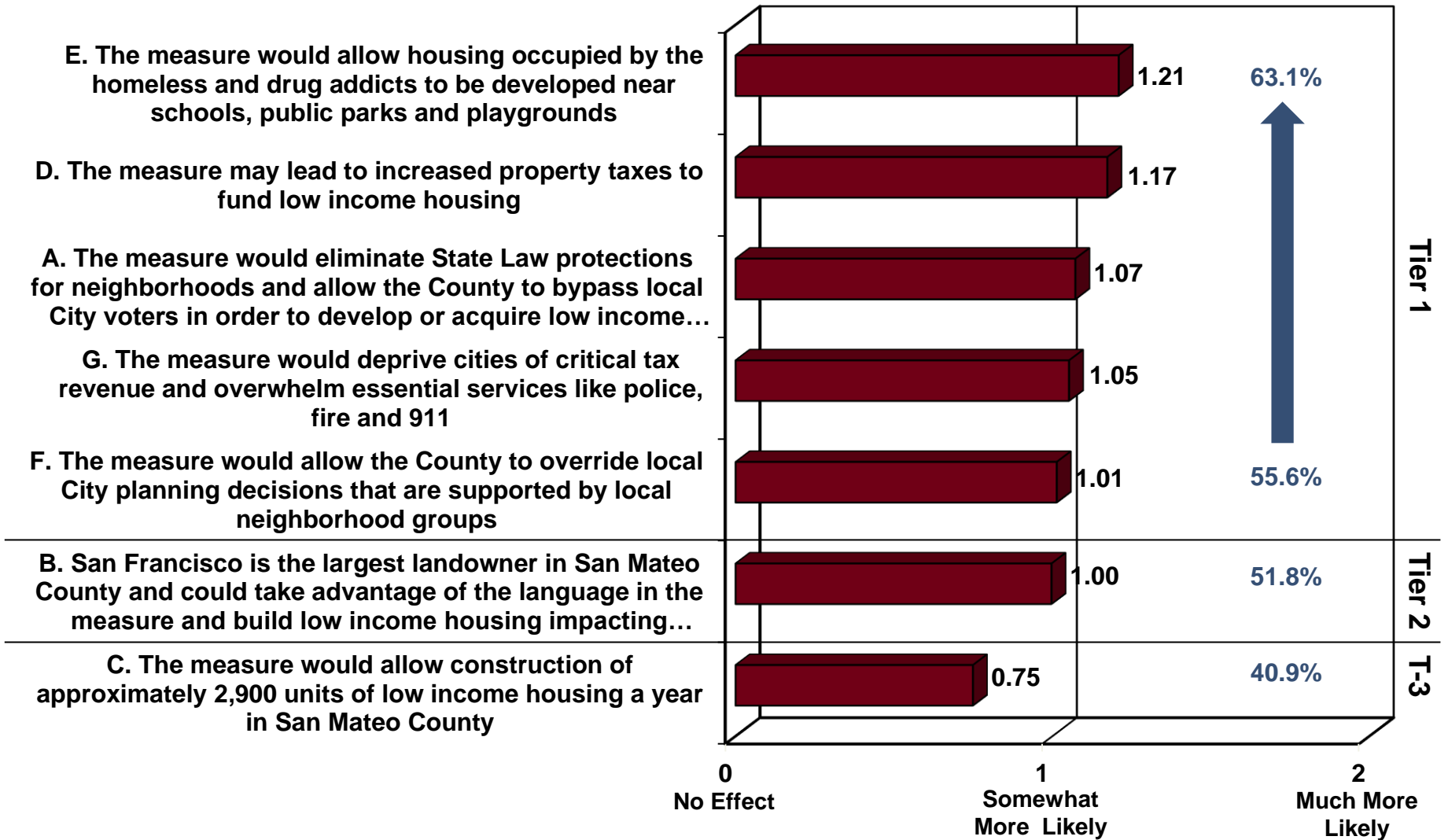
## Likely November 2024 Voter



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.

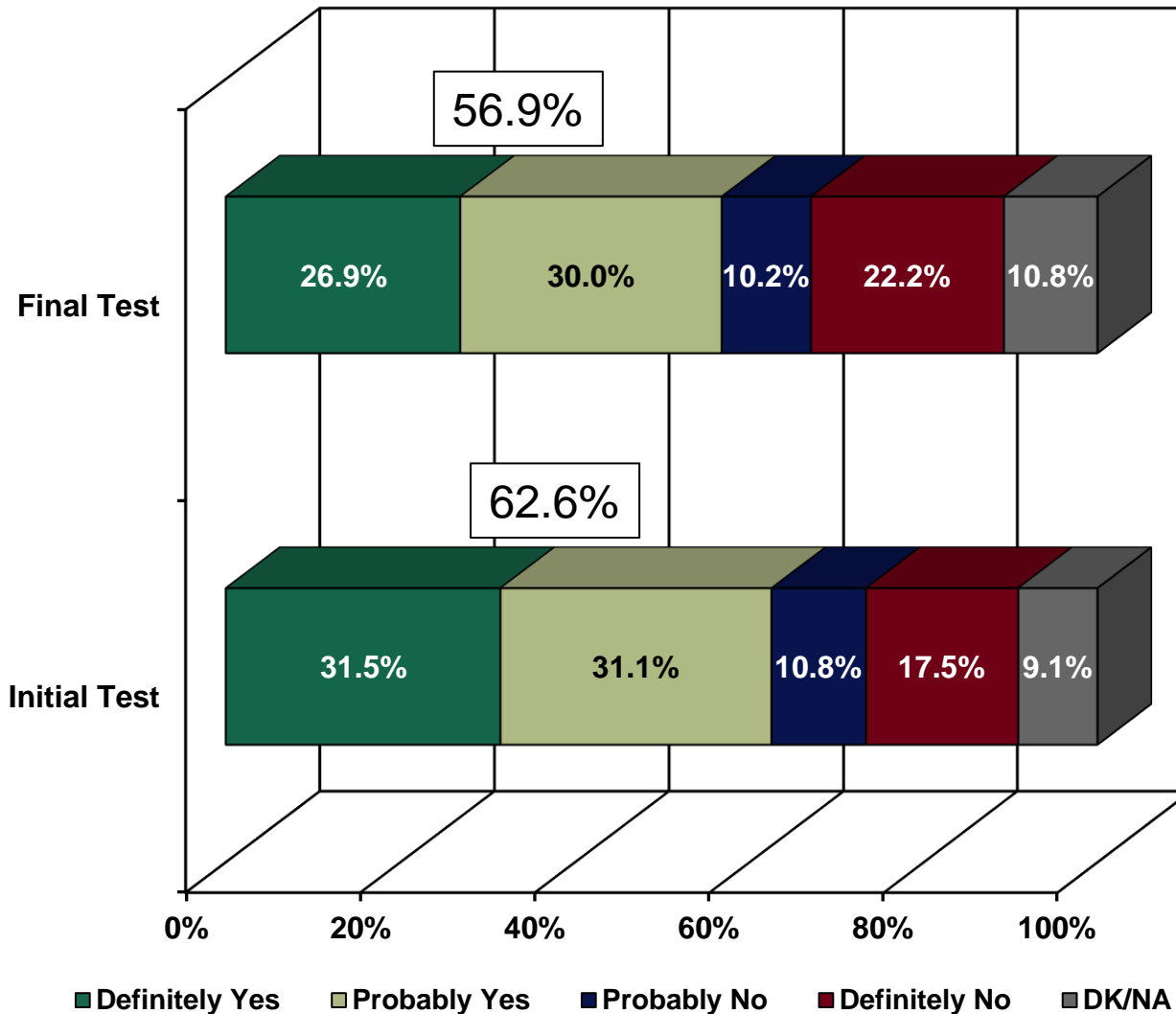
# Q8. Critical Statements

## Likely November 2024 Voters



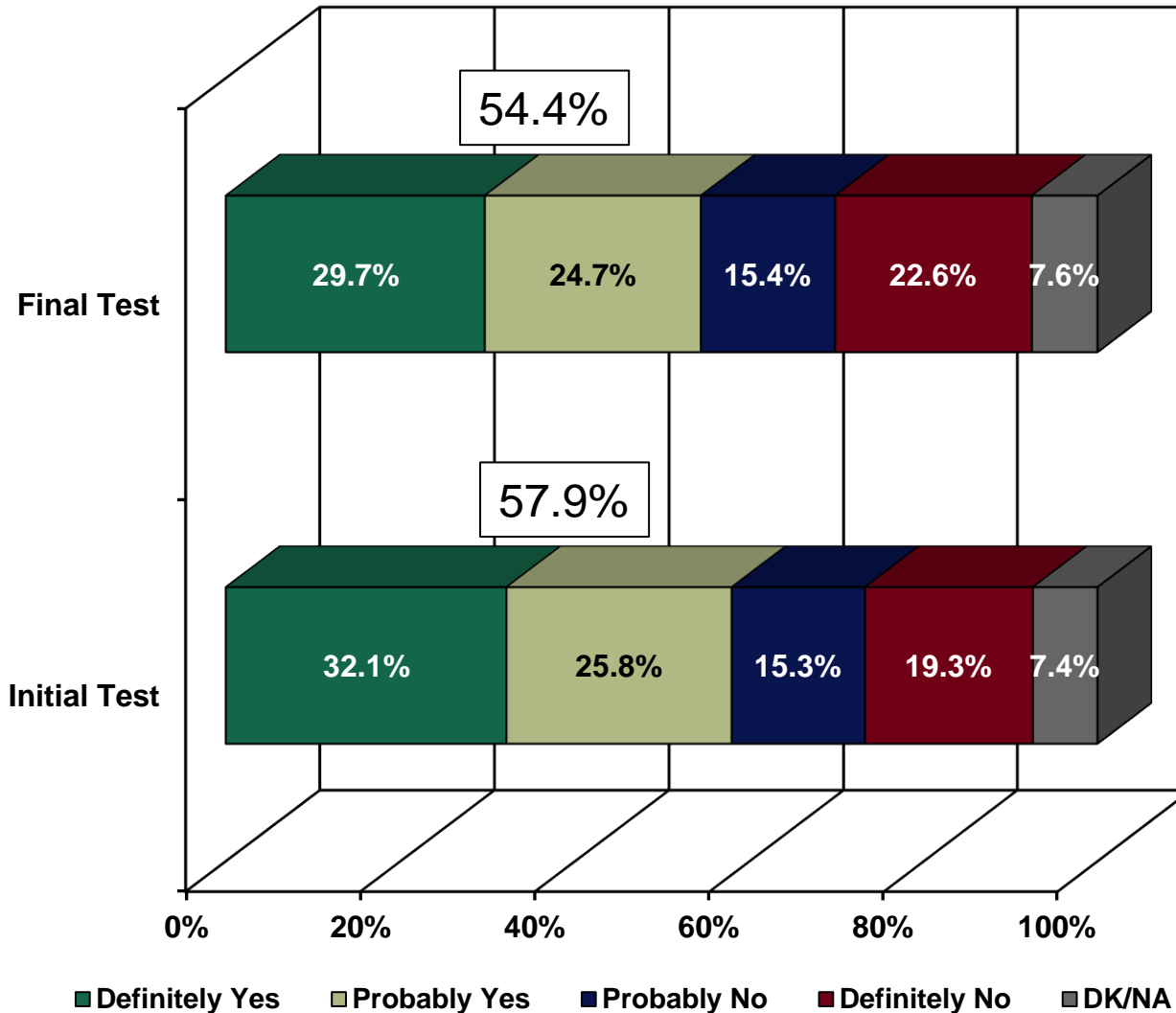
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

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



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?

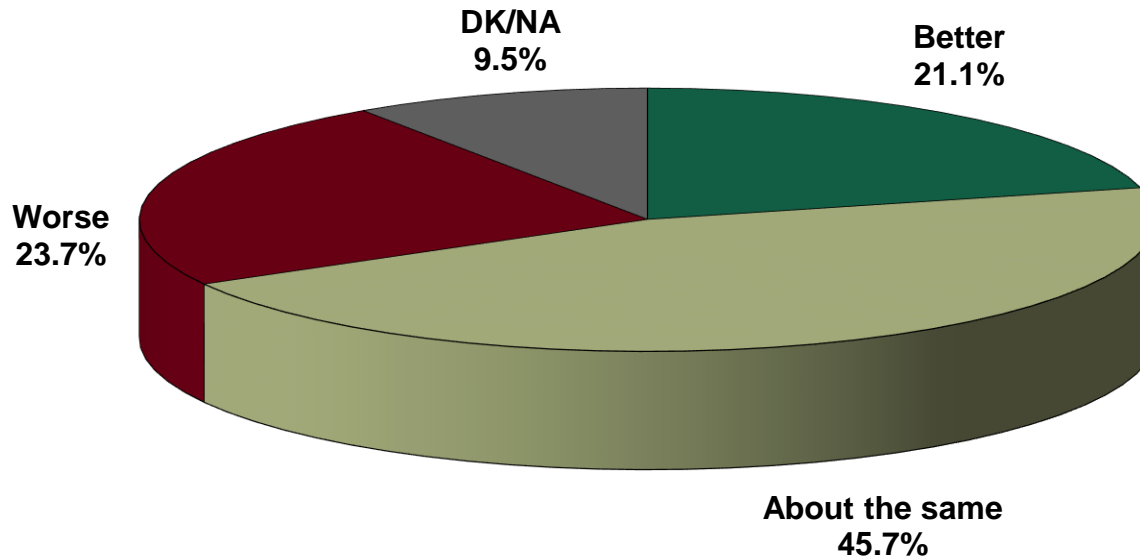
# Q10. Informed Support for Housing Measure - 2,900 Unit Cap / 8 Year Sunset Sample B



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?

# Q11. Outlook on Economic Future

## Likely November 2024 Voters



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



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