



GODBE RESEARCH
Gain Insight



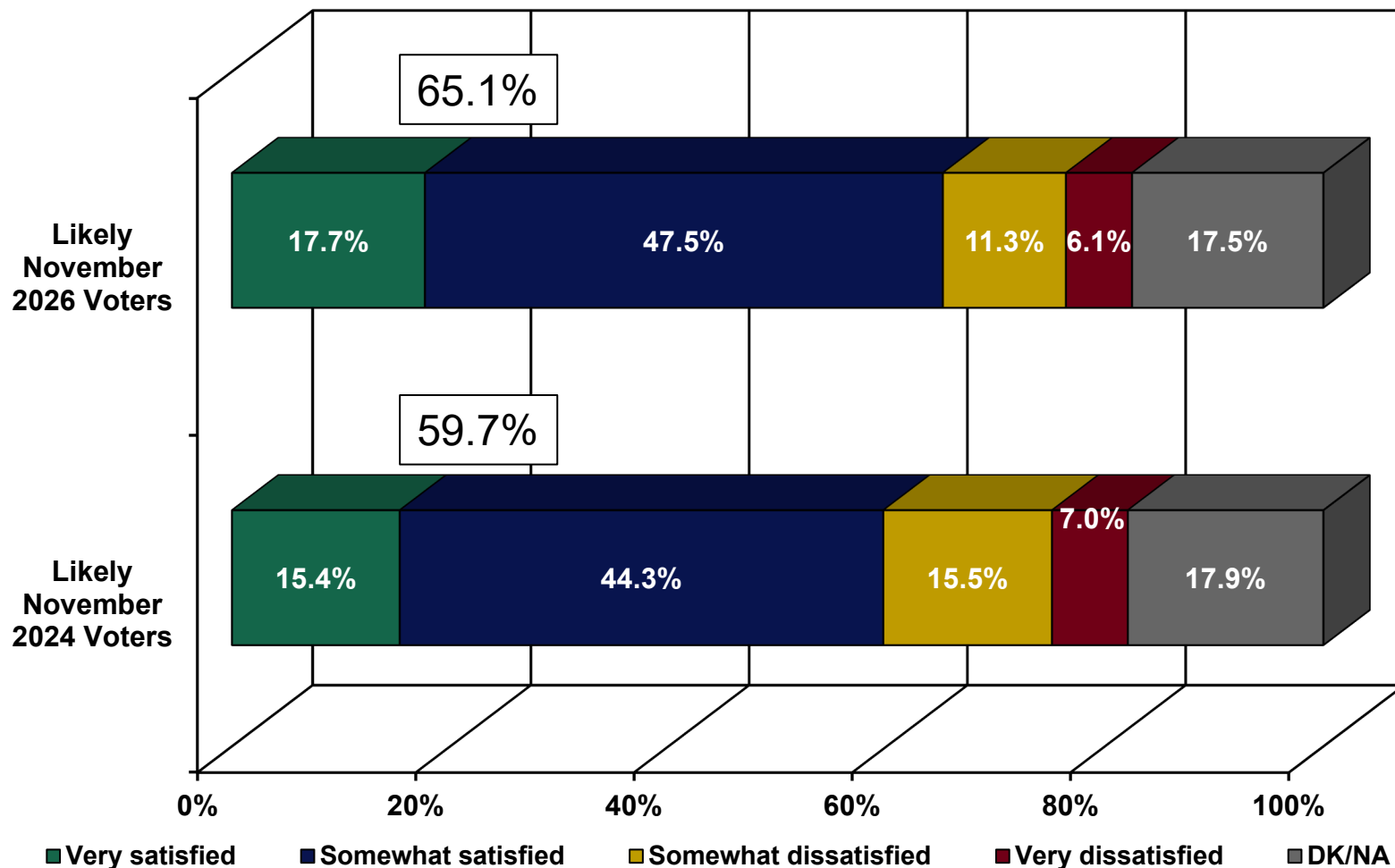
San Mateo County

2026 Housing Measure Feasibility Study

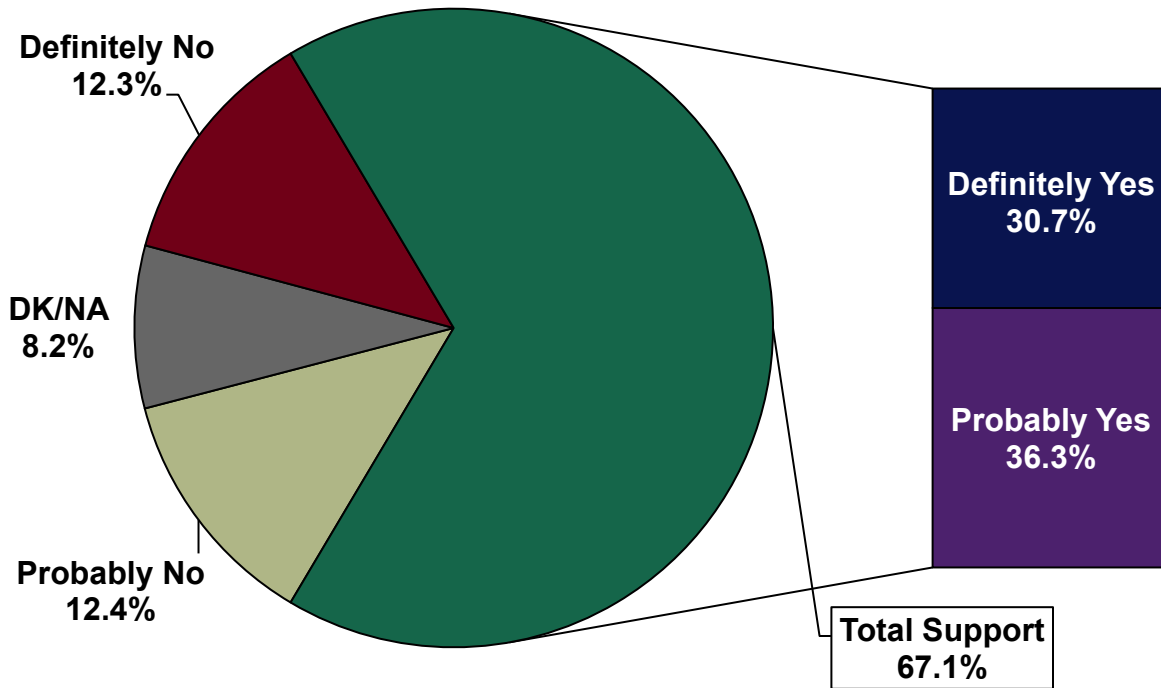
February 2026

- Data Collection Landline (30), cell phone (81), and text to online (498)
- Universe 278,638 Likely November 2026 Voters
- Fielding Dates January 27 through February 3, 2026
- Interview Length 25 minutes
- Sample Size n=609
- Margin of Error Likely November 2026 Voters \pm 3.97%

Satisfaction with the Job San Mateo County is Doing to Provide County Services



Initial Hypothetical Support for an Affordable Housing Measure



Without increasing local taxes, shall the measure authorizing local public agencies based in San Mateo County to develop, construct, or acquire affordable housing units for essential local workers and low income persons, including families, seniors, persons with disabilities, veterans, teachers, firefighters, nurses and emergency responders, throughout 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 into subsequent years, be adopted?

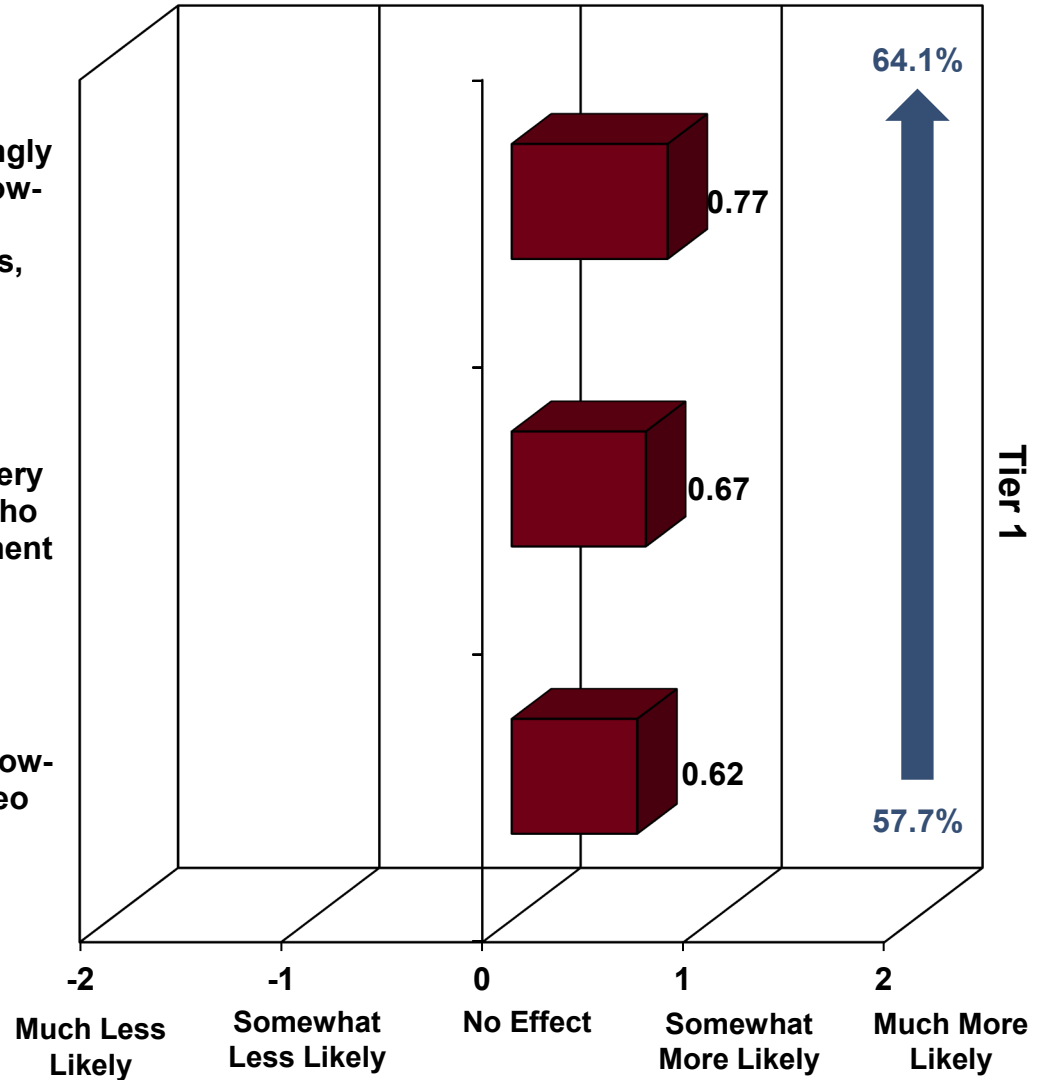
2024 Survey
Yes = 62.5%
No = 28.4

Features of the Measure

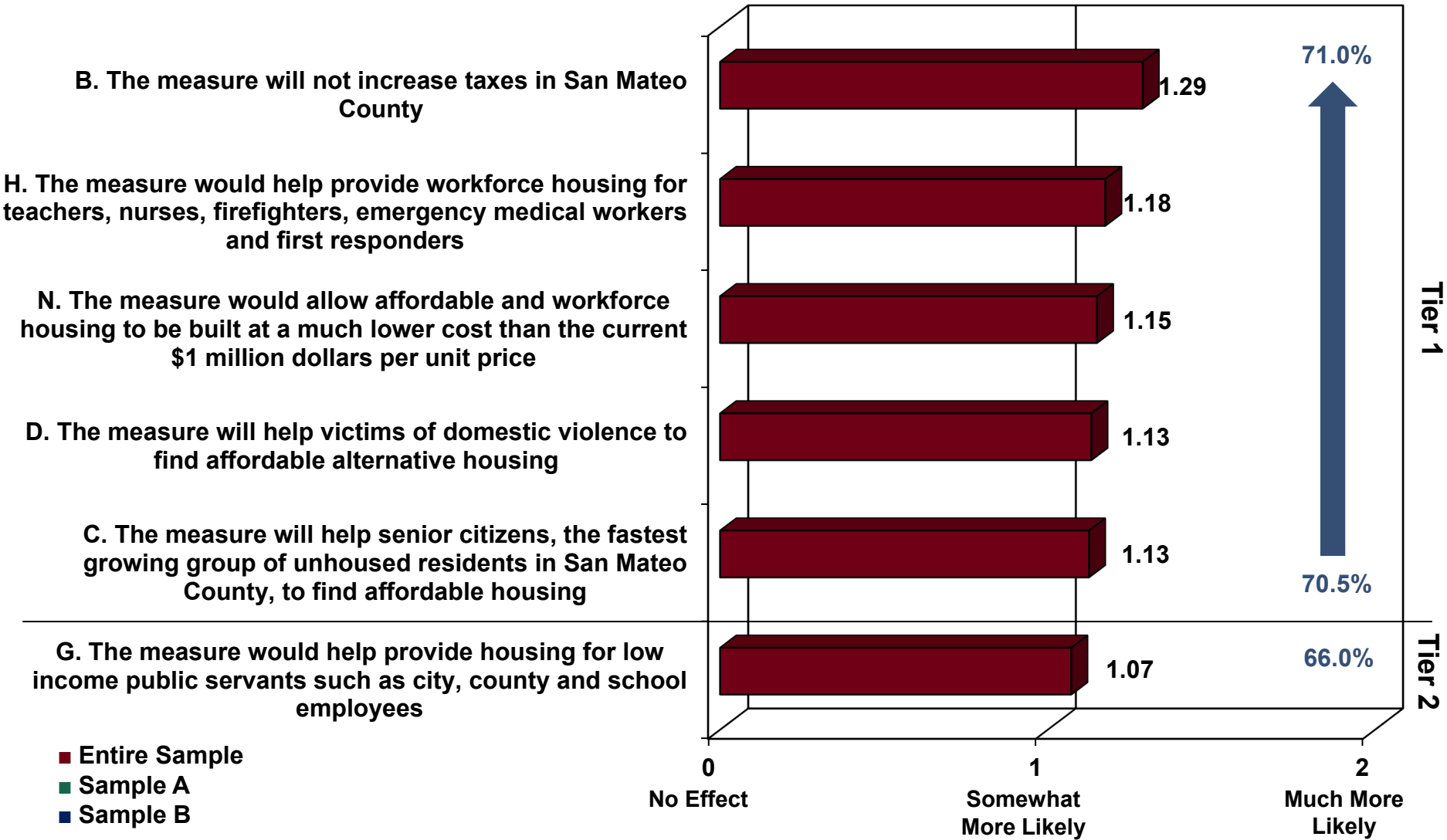
A. Housing in San Mateo County has become increasingly scarce and expensive, and is unaffordable for many low-income residents, including, the elderly, persons experiencing homelessness, persons with disabilities, veterans...

C. San Mateo County is committed to reaching and maintaining Functional Zero Homelessness, where every unsheltered homeless person in San Mateo County who chooses assistance will be provided interim or permanent housing

F. The construction, development, and acquisition of low-rent housing projects by public agencies in San Mateo County will provide jobs for the region



Informational Statements I



- Entire Sample
- Sample A
- Sample B

0 No Effect 1 Somewhat More Likely 2 Much More Likely

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, "No Effect" = 0.

Informational Statements II

R. The measure modernizes our housing laws so we can build the homes our communities desperately need, without wasting taxpayer dollars or risking the character...

Q. The measure overturns a discriminatory law that is a relic from the 1950s

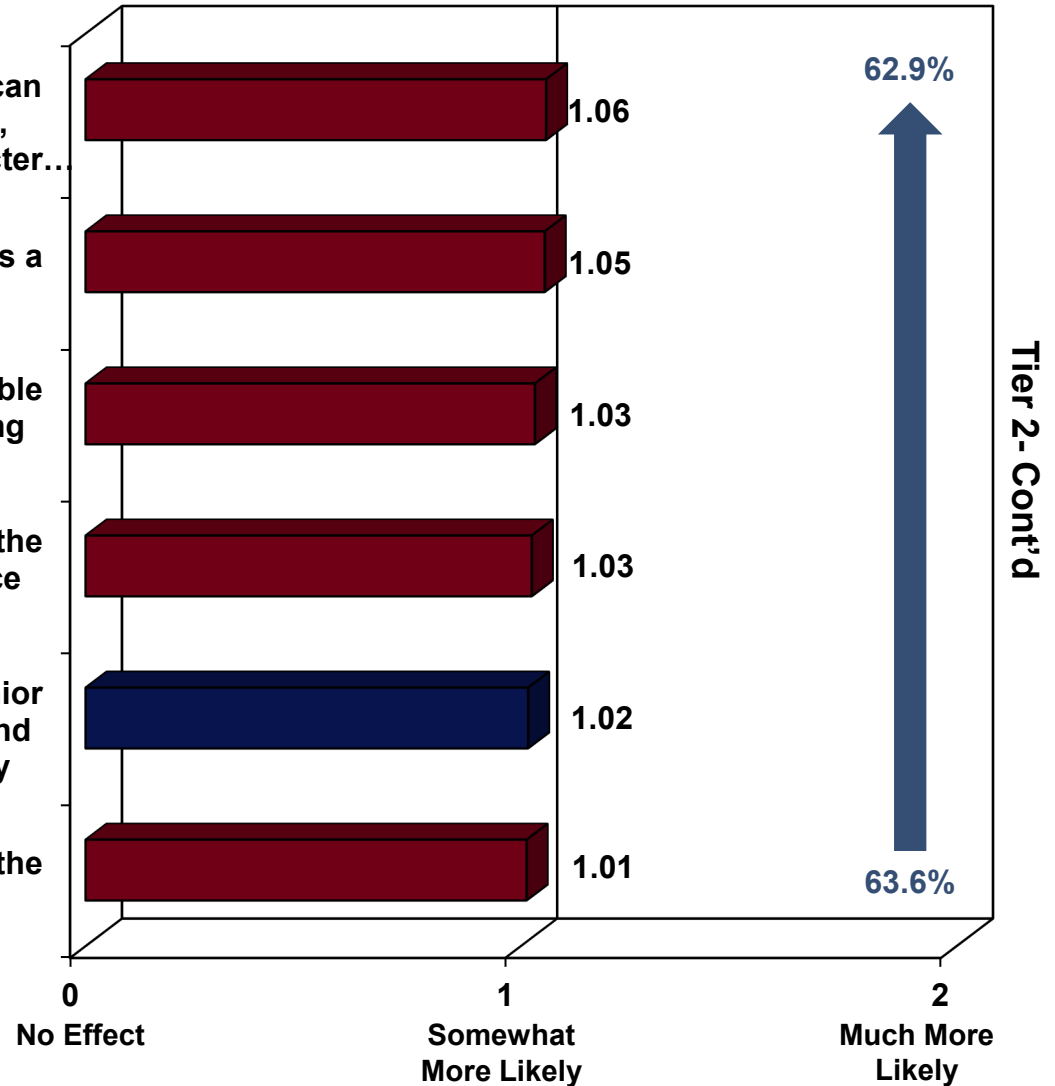
S. The measure removes barriers to providing affordable housing for seniors citizens, the disabled and working families in San Mateo County

O. The measure allows local communities to decide the appropriate density of new affordable and workforce housing

Z. High rents are out of reach for thousands of senior citizens, disabled teachers, nurses, firefighters, and emergency first responders in San Mateo County

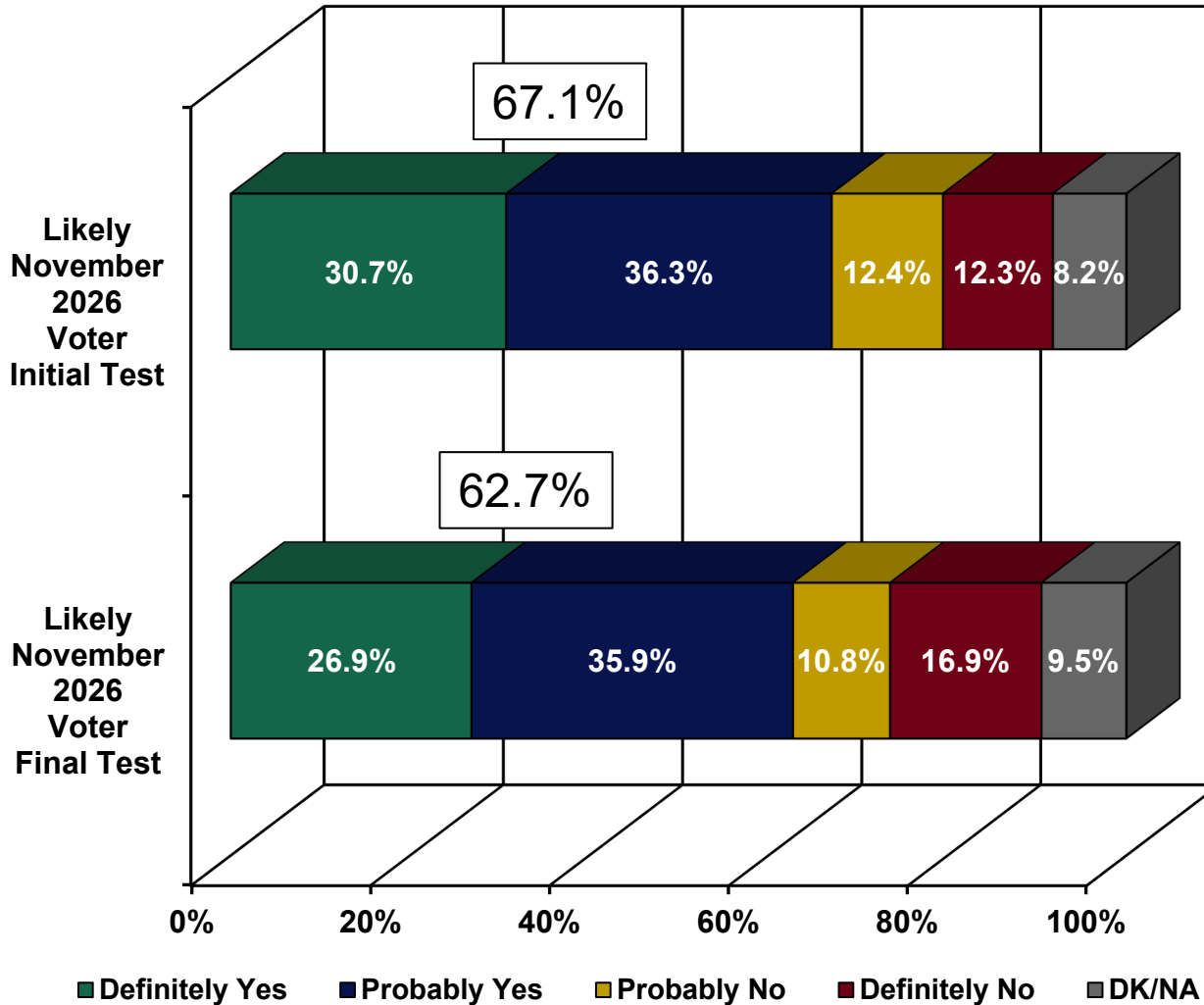
F. The measure will help public agencies to address the affordable housing crisis much faster

- Entire Sample
- Sample A
- Sample B



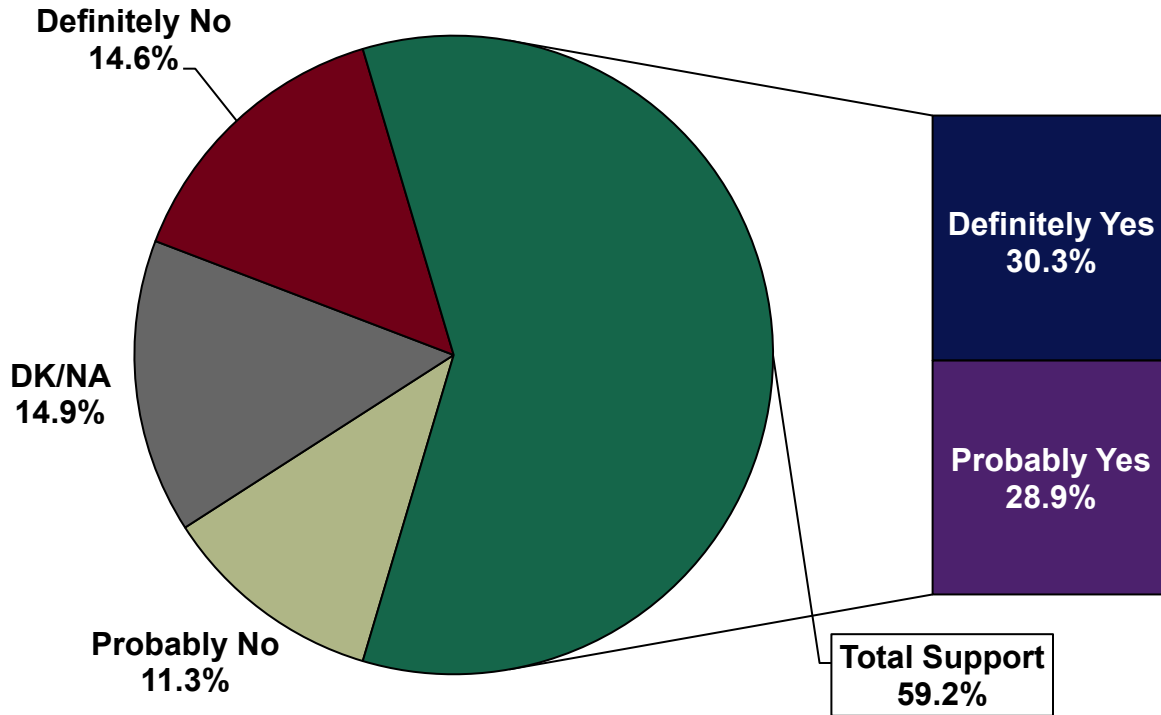
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0.

Final Hypothetical Support for an Affordable Housing Measure



Without increasing local taxes, shall the measure authorizing local public agencies based in San Mateo County to develop, construct, or acquire affordable housing units for essential local workers and low income persons, including families, seniors, persons with disabilities, veterans, teachers, firefighters, nurses and emergency responders, throughout 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 into subsequent years, be adopted?

Hypothetical Support for Alternative Measure- Up to 0.5% Increase



Instead of developing, constructing, or acquiring housing units for families, seniors, persons with disabilities, veterans, teachers, firefighters, nurses, emergency responders, and low income persons, throughout San Mateo County of up to 1 percent of the total housing units existing in San Mateo County per year, what if the measure would develop, construct, or acquire housing units for low income persons up to ½ percent of the total housing units existing in San Mateo County?



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