

National Association of REALTORS®

**CA San Fernando Valley Smart Growth Poll
June 2021**

American Strategies designed and administered this telephone survey conducted by professional interviewers. The survey reached 600 adults (479 weighted), age 18 or older, who indicated they were registered to vote in Burbank, Glendale, or Los Angeles, California. There were 100 interviews each in Burbank and Glendale, and interviews were down-weighted to reflect a representative sample of the region. The survey was conducted from June 27-30, 2021.

Seventy-four percent of respondents were reached on wireless phones, ten percent on VOIP phones, and seventeen percent on landlines. Quotas were assigned to reflect the demographic distribution of selected zip codes within San Fernando Valley in California, including Burbank, Glendale, and parts of the city of Los Angeles. The data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third-party vendor voter file. The overall margin of error is +/- 4.5%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

Executive Summary

Locals split on quality of life. Quality of life is considered excellent or good by just under half of locals (48 percent), though voters' satisfaction lacks intensity with only 9 percent describing quality of life as "excellent." Just over half (52 percent) rate their quality of life as just fair or poor, with twice as many saying their quality of life is poor (18 percent) than saying it is excellent. A bare majority in each city rate their quality of life as fair or poor, but poor ratings are highest in Burbank (21 percent) and lowest in Glendale (9 percent). Six-in-ten or more of Hispanic voters, voters living with family or friends, and voters making under \$75,000 rate their quality of life as just fair or poor.

Homelessness and housing costs dominate the issue landscape. When asked what the biggest issue they would like their local governments to focus on, 61 percent of voters volunteer homelessness. The related issue of housing affordability (14 percent) ranks a distant second.

Overwhelming majority of voters believe both home prices and rent are too high, but there is considerably less concern about housing supply. Sixty-eight percent of voters say the cost to buy a home in their part of the San Fernando Valley is much too high, while another 20 percent of voters say home prices are somewhat too high (88 percent total too high). The cost to rent an apartment (60 percent much too high, 82 percent total too high) is slightly less concerning to voters, but the cost of rents is still extraordinarily high. Fewer say that the availability of homes available to buy or rent in their part of the Valley is either a very (27 percent) or fairly (17 percent) big problem, and 54 percent say there are enough housing option in their area.

Renters, voters in Burbank, and women are among the most concerned with both rent and home prices.

Executive Summary

Locals see a shortage of all types of housing. Most believe there is a shortage of housing for people with low incomes (77 percent say too little), young people just starting their careers (73 percent too little), older people who are looking to downsize or have special needs (61 percent too little), and people with moderate incomes (60 percent). Despite acknowledging the lack of housing for these groups, only 53 percent of voters say too few new single-family homes are being built and only 29 percent say there are too few new apartments and condominiums being built.

Low wages are biggest obstacle to homeownership, while finding the right home at the right price and down payment and closing costs are also significant obstacles. Nearly three quarters (72 percent) of voters say having a full-time job but still not making enough to afford a home is a huge obstacle that makes buying a home too difficult or expensive, while another 20 percent see it as a medium obstacle. Being able to find a home they like and that they can afford is also seen as a large barrier to home ownership (64 percent huge obstacle, 24 percent medium obstacle), as is having enough money for a down payment and closing costs (63 percent huge obstacle, 27 percent medium obstacle). Voters under age 35, renters, those making less than \$75,000 a year, and voters of color report higher barriers to home purchases than their older, higher-earning, homeowners, and white counterparts.

Voters prefer to increase housing supply over protecting the status quo. When forced to choose between new development to expand housing options or limiting development to maintain character and protect quality of life, voters express a preference for increasing the housing supply (54 percent) over limiting development (42 percent). Despite reporting the biggest concerns with housing costs and availability, Burbank voters prefer maintaining character over more building, as do voters aged 50 to 64.

Executive Summary

Voters support developer incentives for construction of affordable housing and upzoning changes.

Nearly three-quarters of voters favor providing incentives to developers to construct quality housing units that cost less to rent or own (36 percent strongly favor, 72 percent total favor). Nearly six-in-ten back changing zoning laws to allow the construction of more multi-family homes, like townhomes, duplexes, or apartment buildings (27 percent strongly favor, 58 percent total favor).

Reducing building regulations appeals only to a bare majority. In contrast, voters are less favorable about reducing state and local building regulations that increase housing costs (51 percent favor and 44 percent oppose). Voters often express concerns about safety with reducing housing regulations. It is possible that the Surfside condominium collapse, which happened immediately prior to fielding the poll, amplified these concerns and made this policy proposal less palatable to voters.

Accessory dwelling units (ADUs) are popular, and most believe they have the potential to address housing affordability issues. Three-quarters of voters support allowing more ADUs in their neighborhood (48 percent strongly favor, 74 percent total favor). About a fifth (21 percent) say ADUs would be very effective in addressing the Valley's housing affordability issues, while 44 percent believe ADUs would be somewhat effective.

Executive Summary

Voters agree that higher housing costs are driving young locals out of the area and that more affordable housing is needed to keep public servants and first responders local. Strong majorities of voters agreed with these statements on housing, although housing affordability is considered more pressing for public servants than first responders.

- *Young adults who grew up in the area can't afford to live here and are leaving for places where housing is more affordable. (63 percent strongly agree, 87 percent total agree)*
- *We need more affordable housing options so that teachers, police, and other public service employees can afford to live in the community they serve (59 percent strongly agree, 86 percent total agree)*
- *Medical technicians, nurses, and first responders can't afford to live in the San Fernando Valley. Without more affordable housing, public health and safety will be threatened as medical professionals move to more affordable places to live. (41 percent strongly agree, 68 percent total agree)*

However, voters also respond to statements critical of expanding housing options. Voters believe more housing means more people, more cars, more traffic, and more air pollution (55 percent strongly agree, 81 percent total agree). There is also concern that building more modest housing in the San Fernando Valley will attract more low-income residents from surrounding communities (31 percent strongly agree, 69 percent total agree).

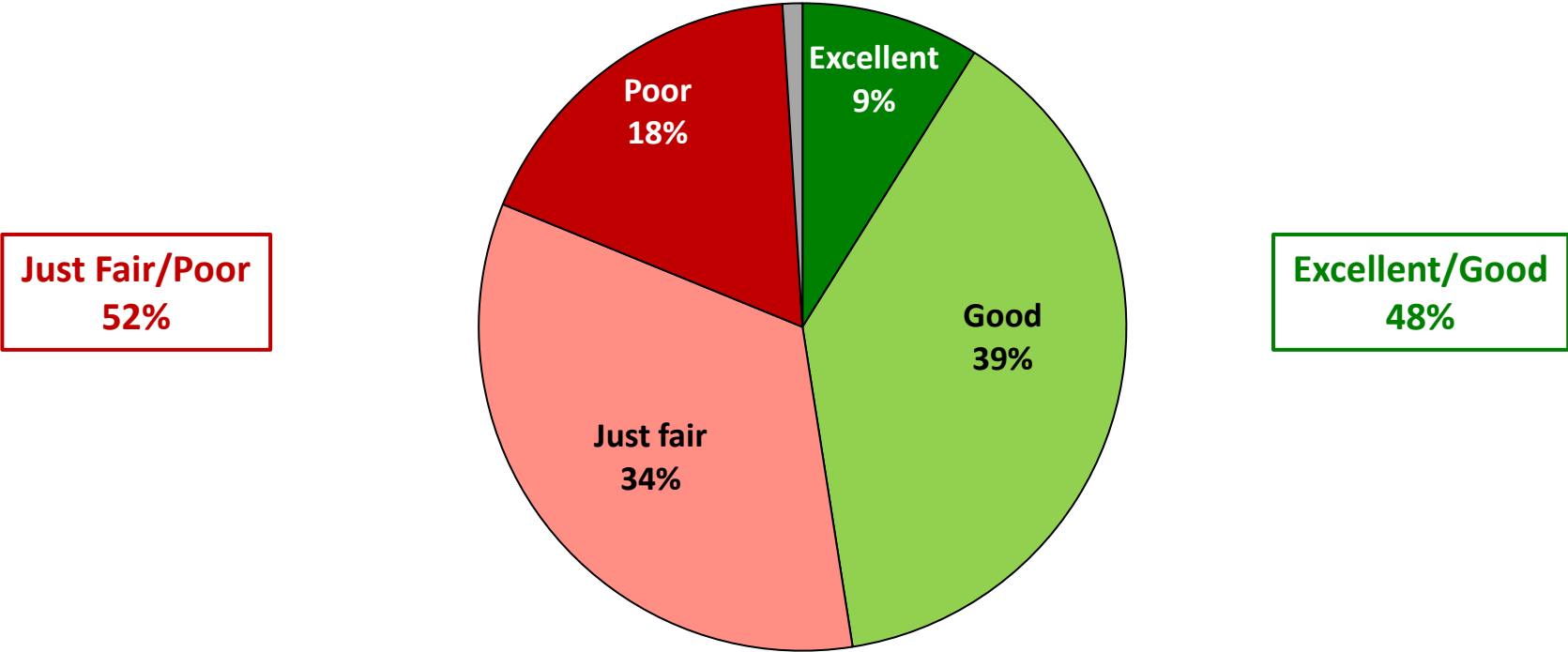
Executive Summary

Many voters feel burdened by housing costs and four-in-ten are considering a move. When thinking about the strain of rent and mortgages on their personal budgets, just under two thirds of local voters say their housing costs are either a significant strain (34 percent) or a slight strain (29 percent). Forty-one percent are considering a move. Of those who say they may relocate, 29 percent say they would stay in the Valley, and another 18 percent say they would relocate within the Los Angeles area. Seventeen percent say they would move elsewhere in California, and a third say they would move out of the state.

Mood in San Fernando Valley

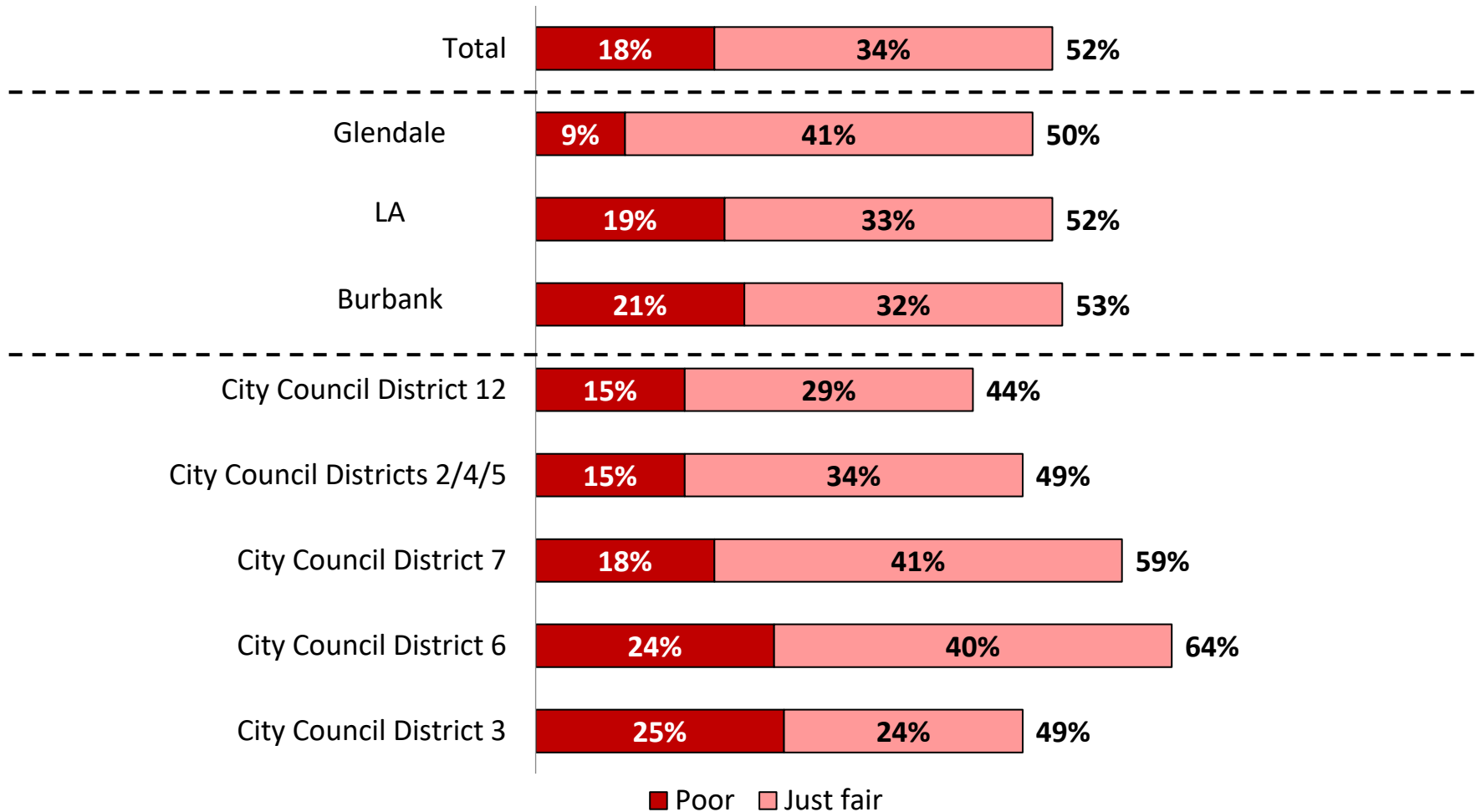
Voters are Split on Their Quality of Life

Quality of Life



In Each City, Half Lean Negative on Quality of Life, But Intensity of Negative Evaluations Varies Across Region

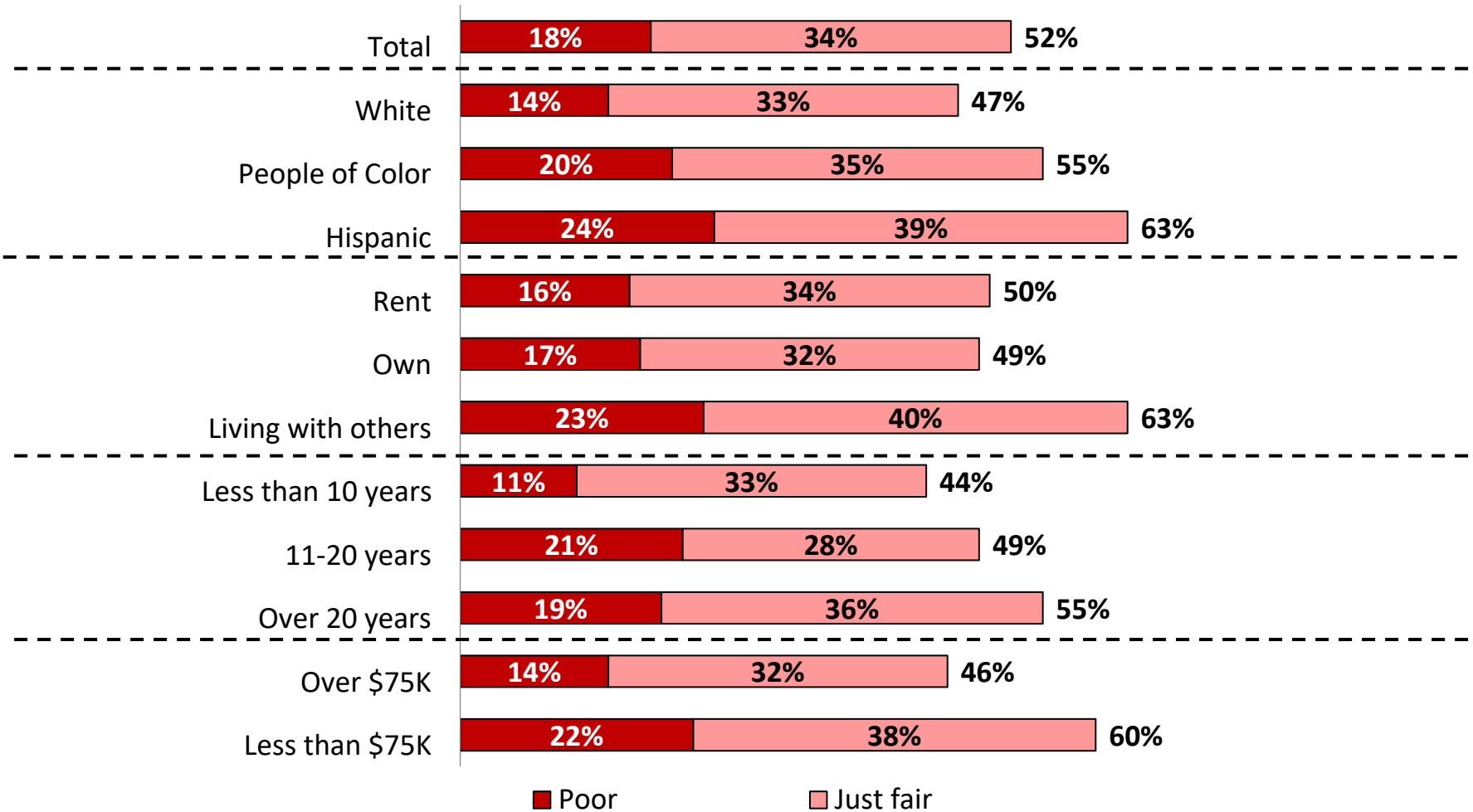
Quality of Life in By City, LA City Council District



Q.5 How would you describe the quality of life in [CITY] - (ROTATE FIRST TO LAST, LAST TO FIRST) excellent, good, just fair, or poor?

People of Color, Longtime Residents, and Low-Income Voters are More Negative on Quality of Life

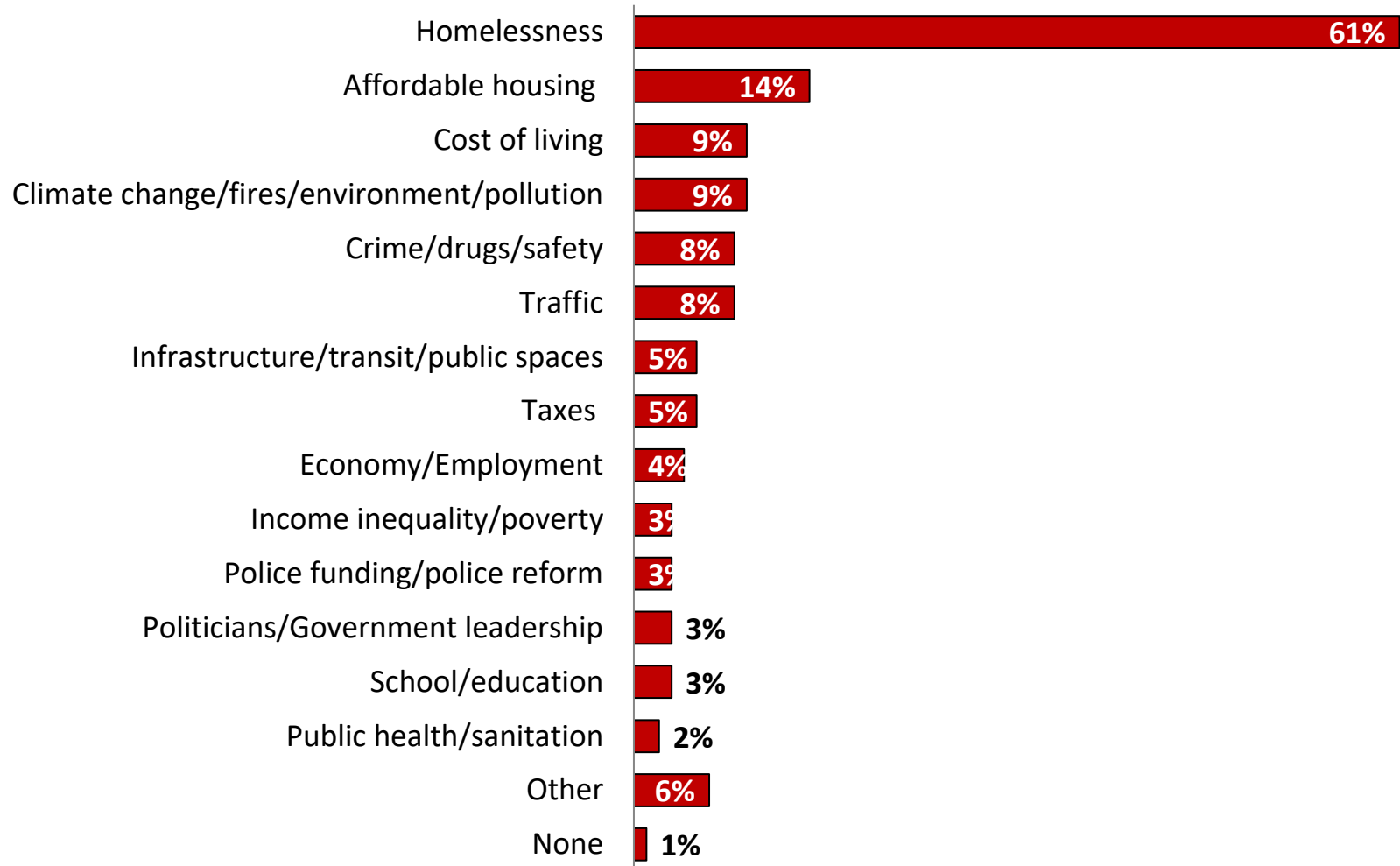
Quality of Life in By Race, Homeownership, Tenure, and Income



Q.5 How would you describe the quality of life in [CITY] - (ROTATE FIRST TO LAST, LAST TO FIRST) excellent, good, just fair, or poor?

Homelessness is the Biggest Issue Followed by Affordable Housing and Cost of Living

Biggest Issues for Local Elected Officials

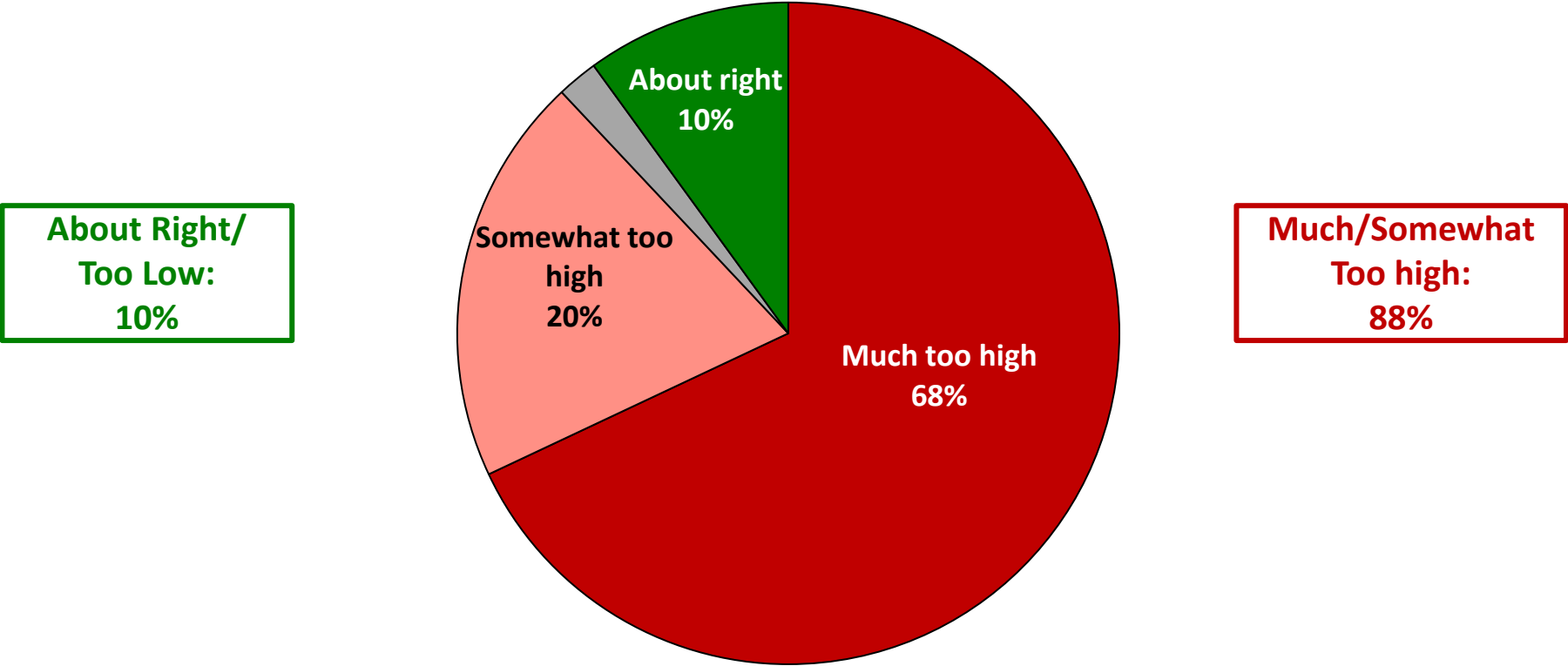


Q.6 What would you say is the biggest issue in [CITY] that you would like local elected officials to focus on?
(OPEN END - RECORD VERBATIM RESPONSE - ALLOW MULTIPLE RESPONSES)

Housing Availability and Affordability

Nearly Nine-in-Ten Say the Cost to Buy a Home in the Valley is Too High

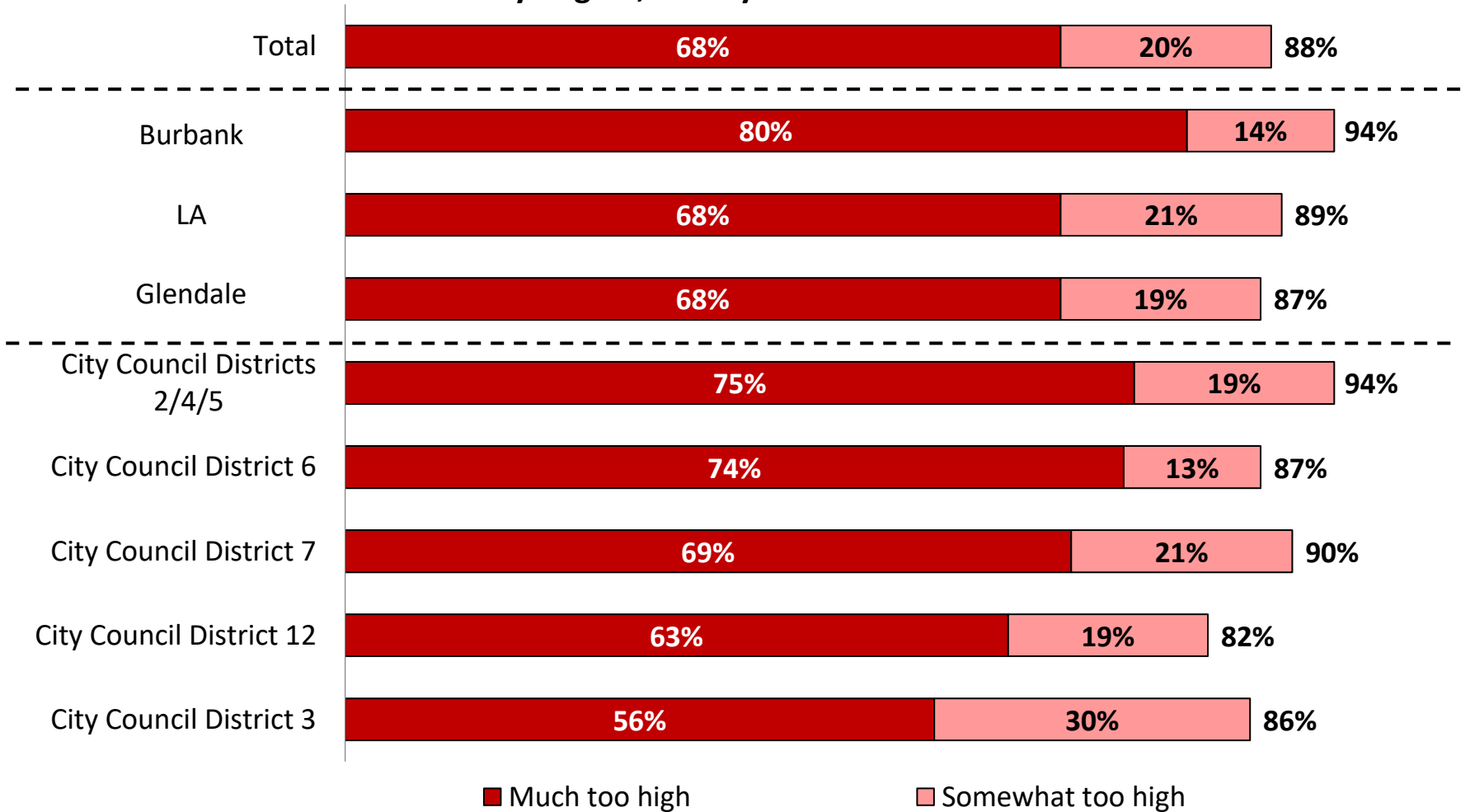
Views on the Cost of Buying a House



Q.7 Thinking now about the issue of housing in [CITY] and in your local community.
(ROTATE Q.7 AND Q.8) Generally speaking, would you say that the cost to buy a house in your part of the San Fernando Valley is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

Voters in Burbank, City Council Districts 2, 4, 5 and 6 See Biggest Problem with Home Prices

Cost to Buy a Home
By Region, LA City Council District



■ Much too high

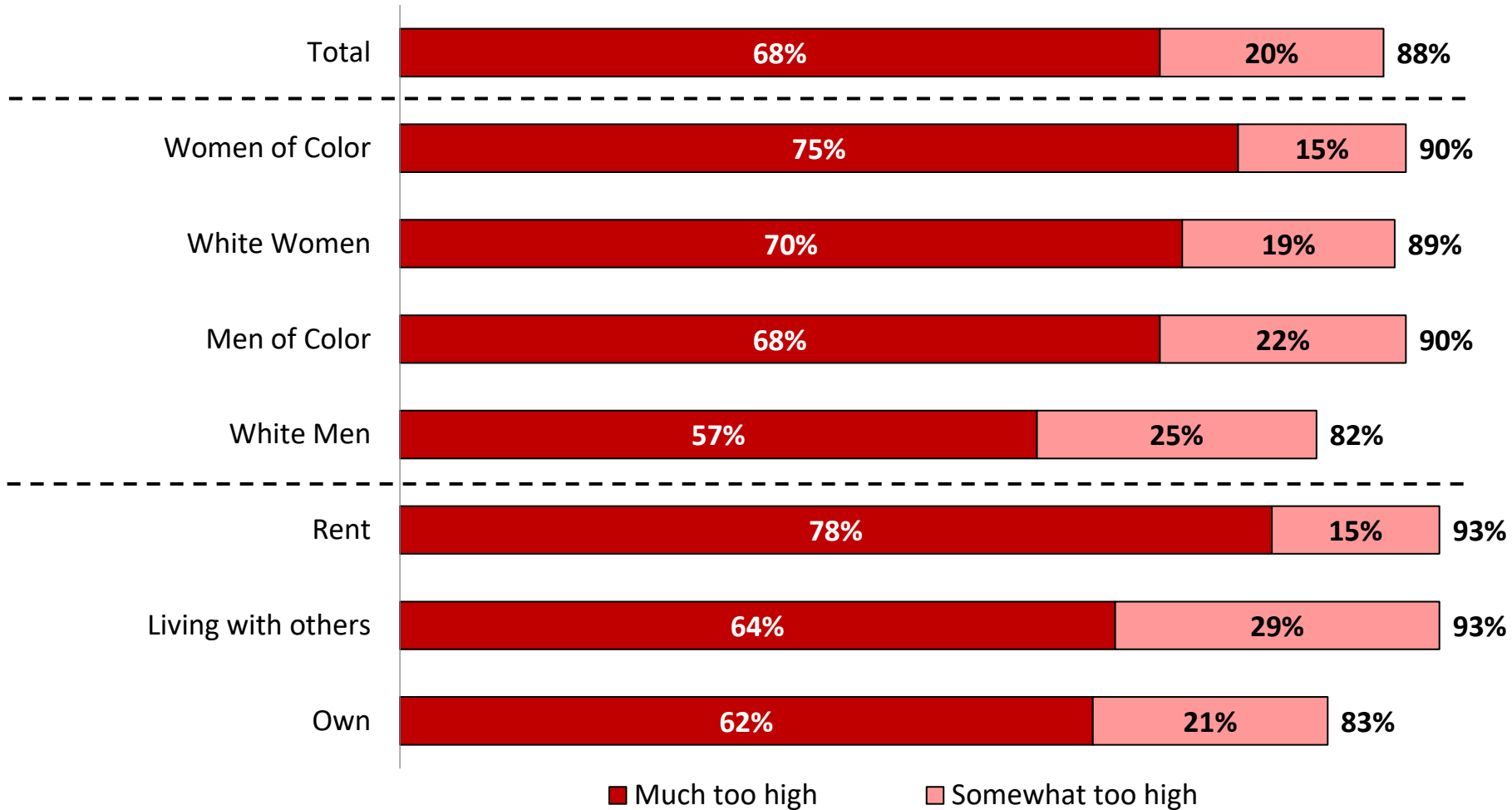
■ Somewhat too high

Q.7 Thinking now about the issue of housing in [CITY] and in your local community.

(ROTATE Q.7 AND Q.8) Generally speaking, would you say that the cost to buy a house in your part of the San Fernando Valley is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

Renters and Women, Especially Those of Color, Most Concerned with Home Prices

Cost to Buy a Home
By Race/Gender, and Homeownership

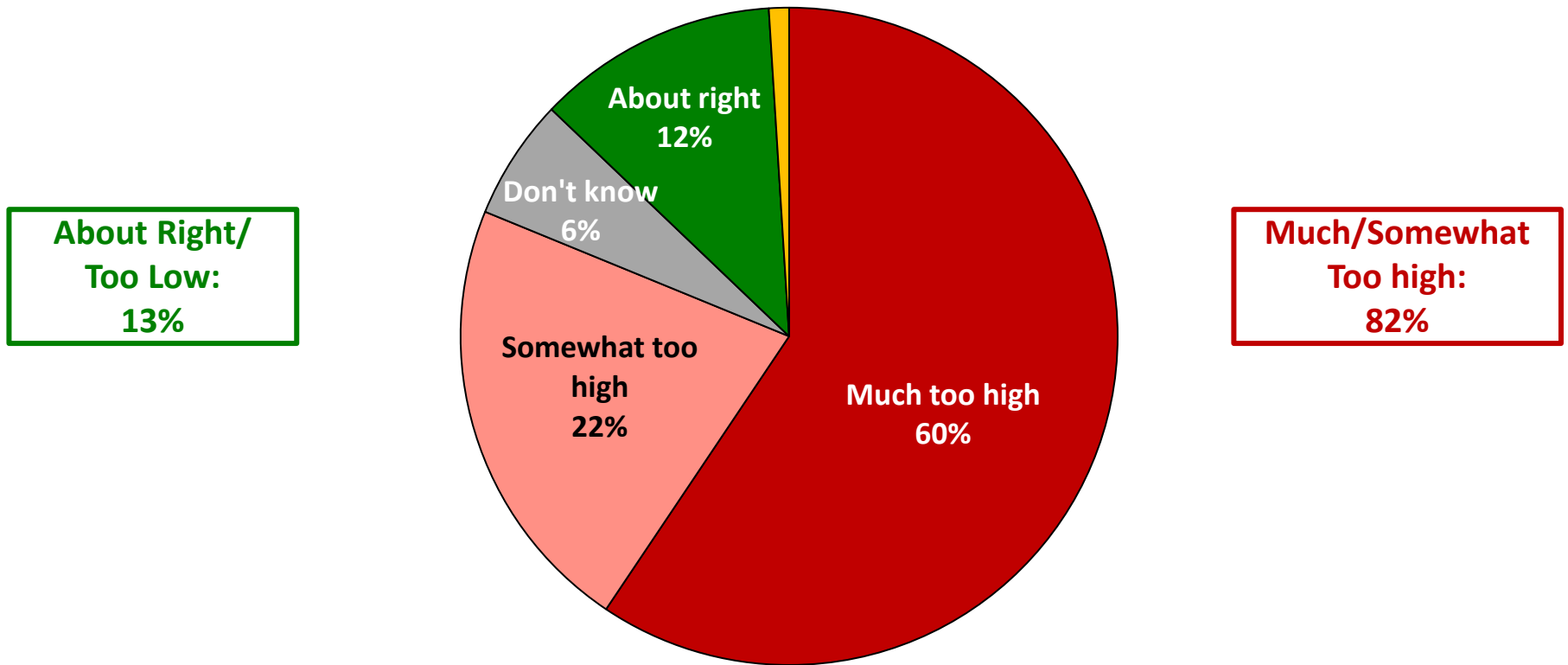


Q.7 Thinking now about the issue of housing in [CITY] and in your local community.

(ROTATE Q.7 AND Q.8) Generally speaking, would you say that the cost to buy a house in your part of the San Fernando Valley is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

Over Four-Fifths of San Fernando Valley Voters Say The Cost to Rent is Too High

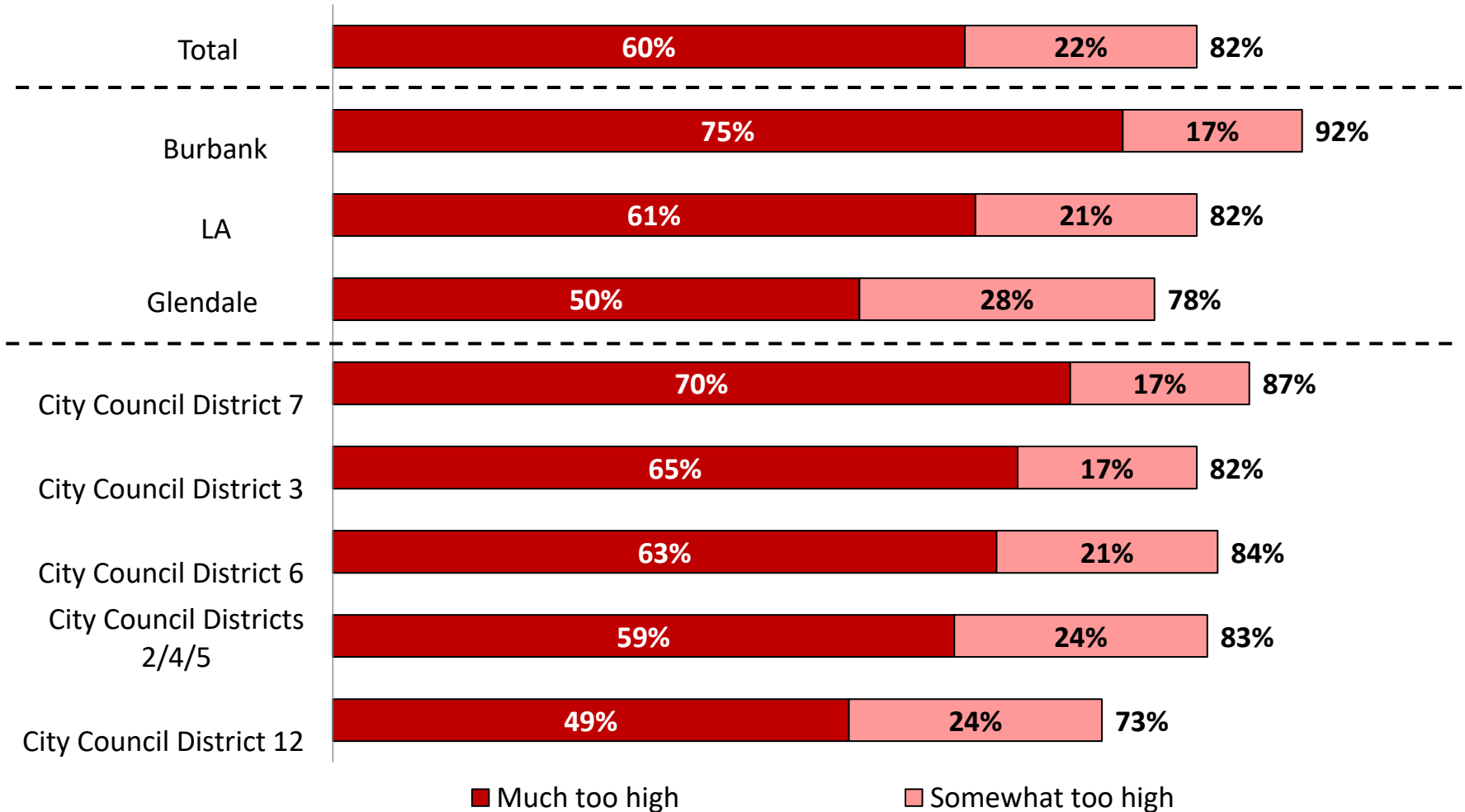
Views on the Cost of Renting



Q.8 (ROTATE Q.7 AND Q.8) Generally speaking, would you say that the cost to rent an apartment in your part of the San Fernando Valley is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

As with Home Prices, Burbank Stands Out with Most Concern About Rents

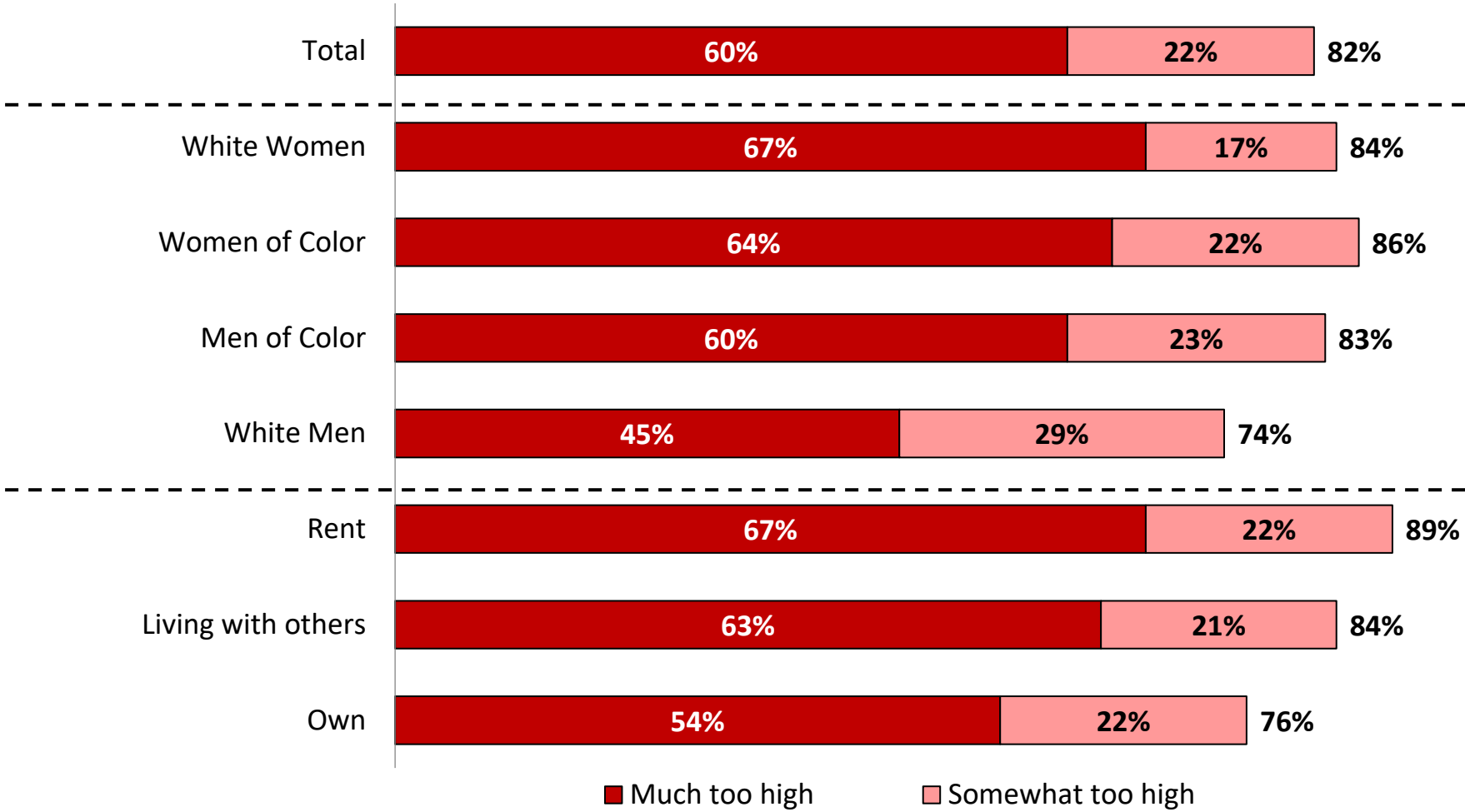
Cost to Rent by City, LA City Council District



Q.8 (ROTATE Q.7 AND Q.8) Generally speaking, would you say that the cost to rent an apartment in your part of the San Fernando Valley is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

Renters and Women, Especially Those of Color, Also More Concerned with Rent Costs

Cost to Rent By Race/Gender, and Homeownership

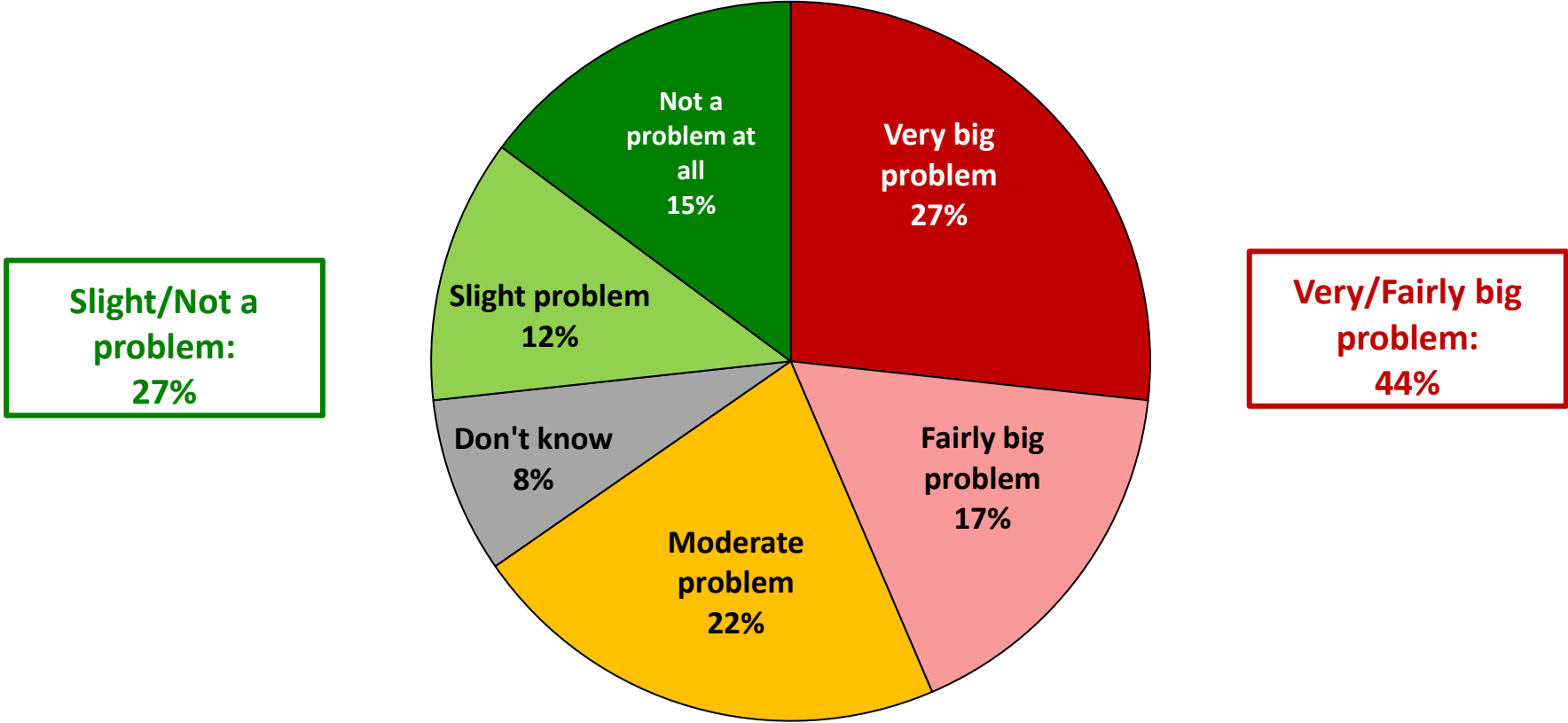


Q.8 (ROTATE Q.7 AND Q.8) Generally speaking, would you say that the cost to rent an apartment in your part of the San Fernando Valley is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

Just Under Half Say Housing Supply is a Problem in the Valley

Voters do not see link between housing availability and affordability.

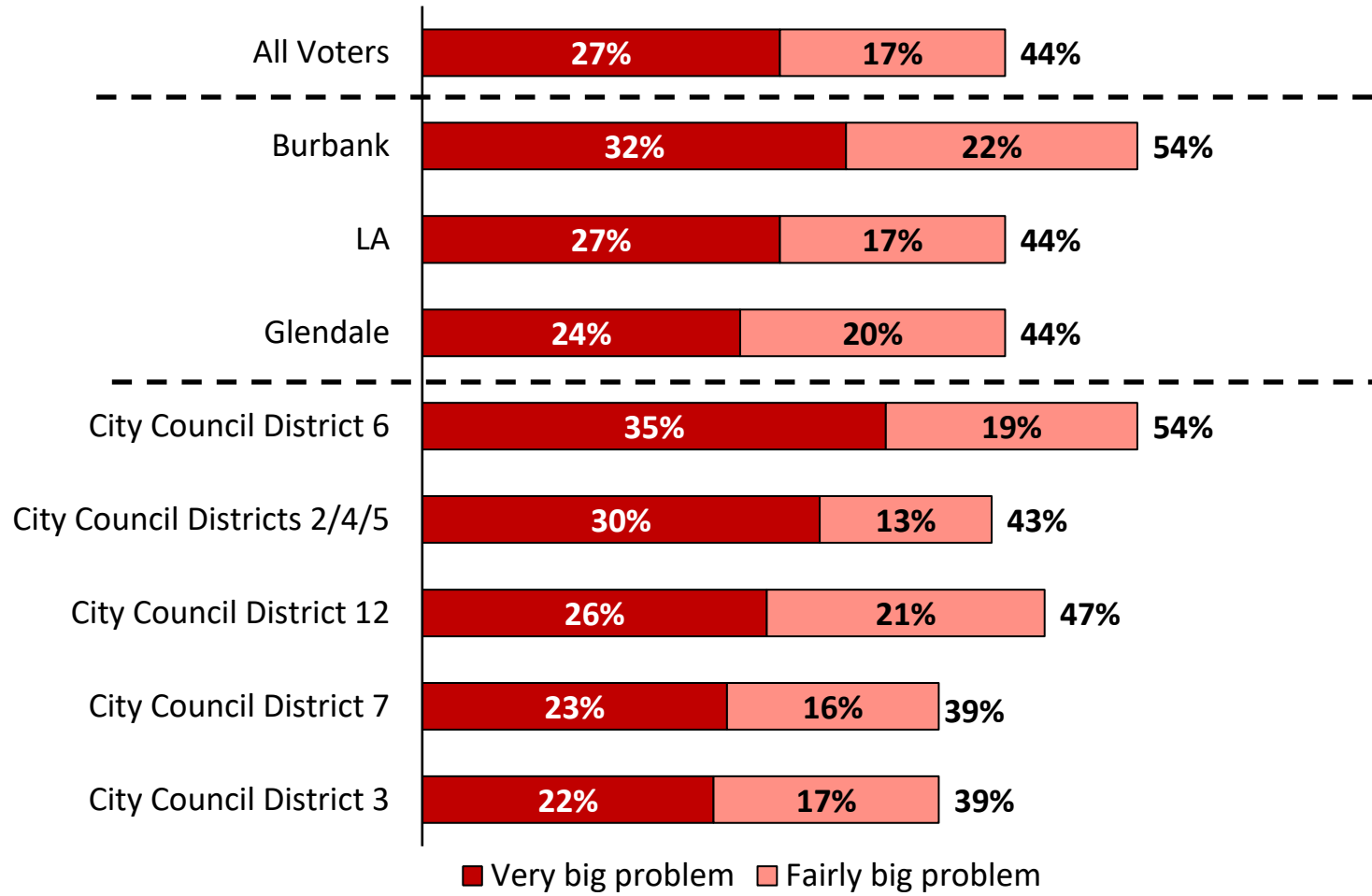
Housing Availability in the San Fernando Valley



Q.9 How much of a problem is the availability of housing in your part of the San Fernando Valley, that is to say, the number of houses, condominiums, or apartments that are available to buy or rent?

Voters in Burbank, District 6 are Most Likely to View Housing Supply as a Problem

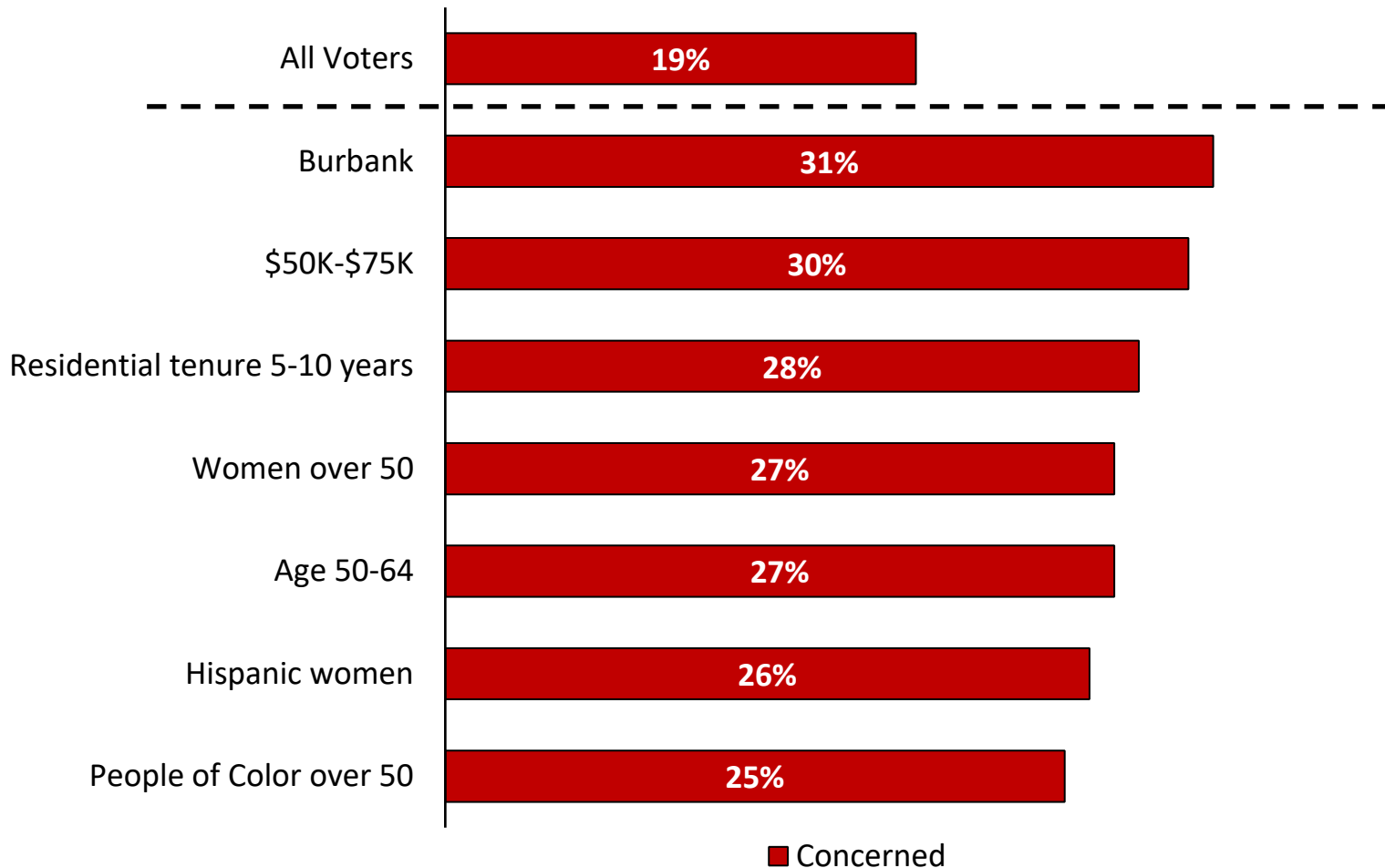
The Problem of Housing Availability by City, LA City Council District



Q.9 How much of a problem is the availability of housing in your part of the San Fernando Valley, that is to say, the number of houses, condominiums, or apartments that are available to buy or rent?

Burbank Voters Most Clued in to Housing Problems

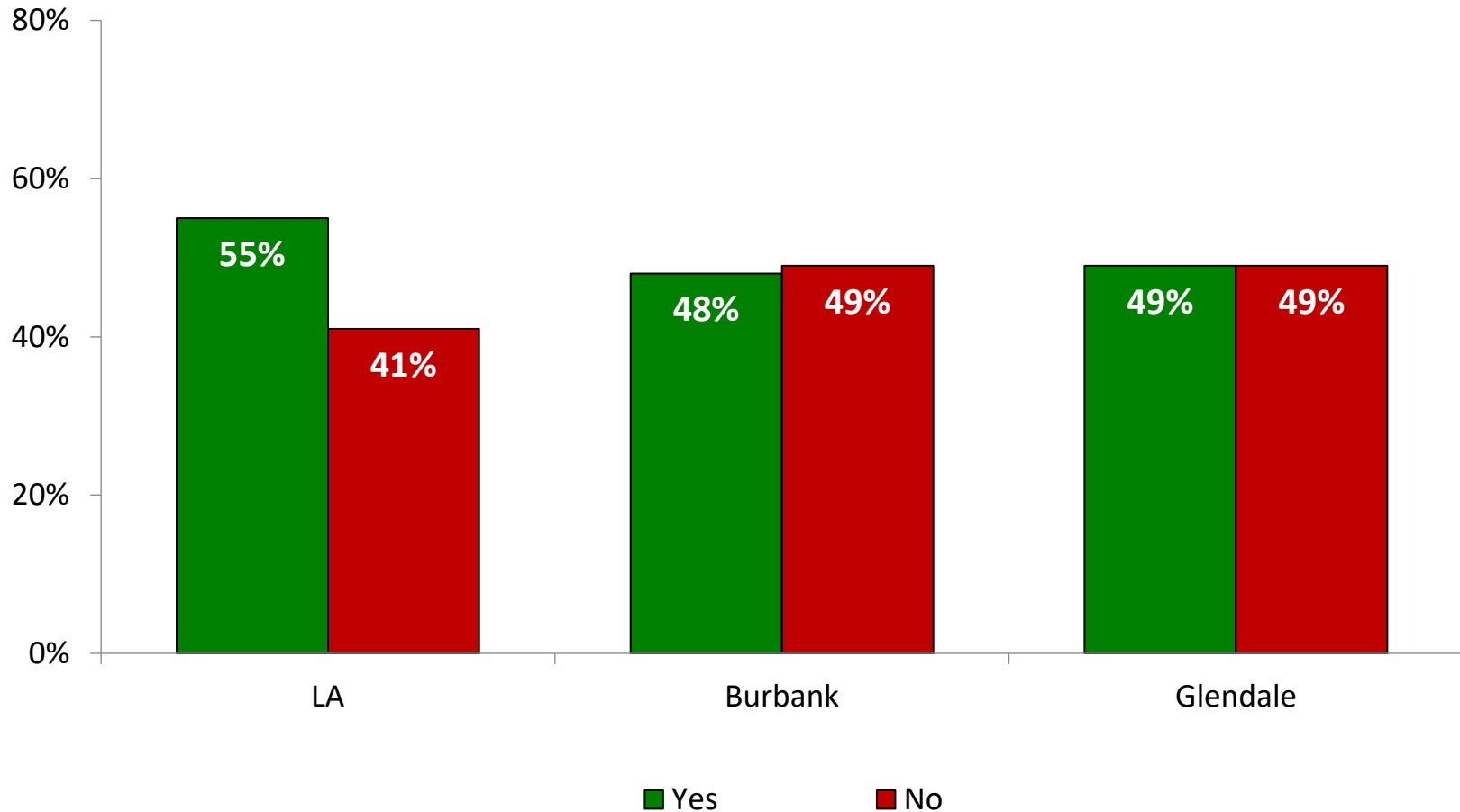
See Home Prices and Rents as Much Too High, and Consider Availability a Very Big Problem



Q.9 How much of a problem is the availability of housing in your part of the San Fernando Valley, that is to say, the number of houses, condominiums, or apartments that are available to buy or rent?

Majority of Los Angeles Voters Believe There are Enough Housing Choices, Those in Other Cities are Split

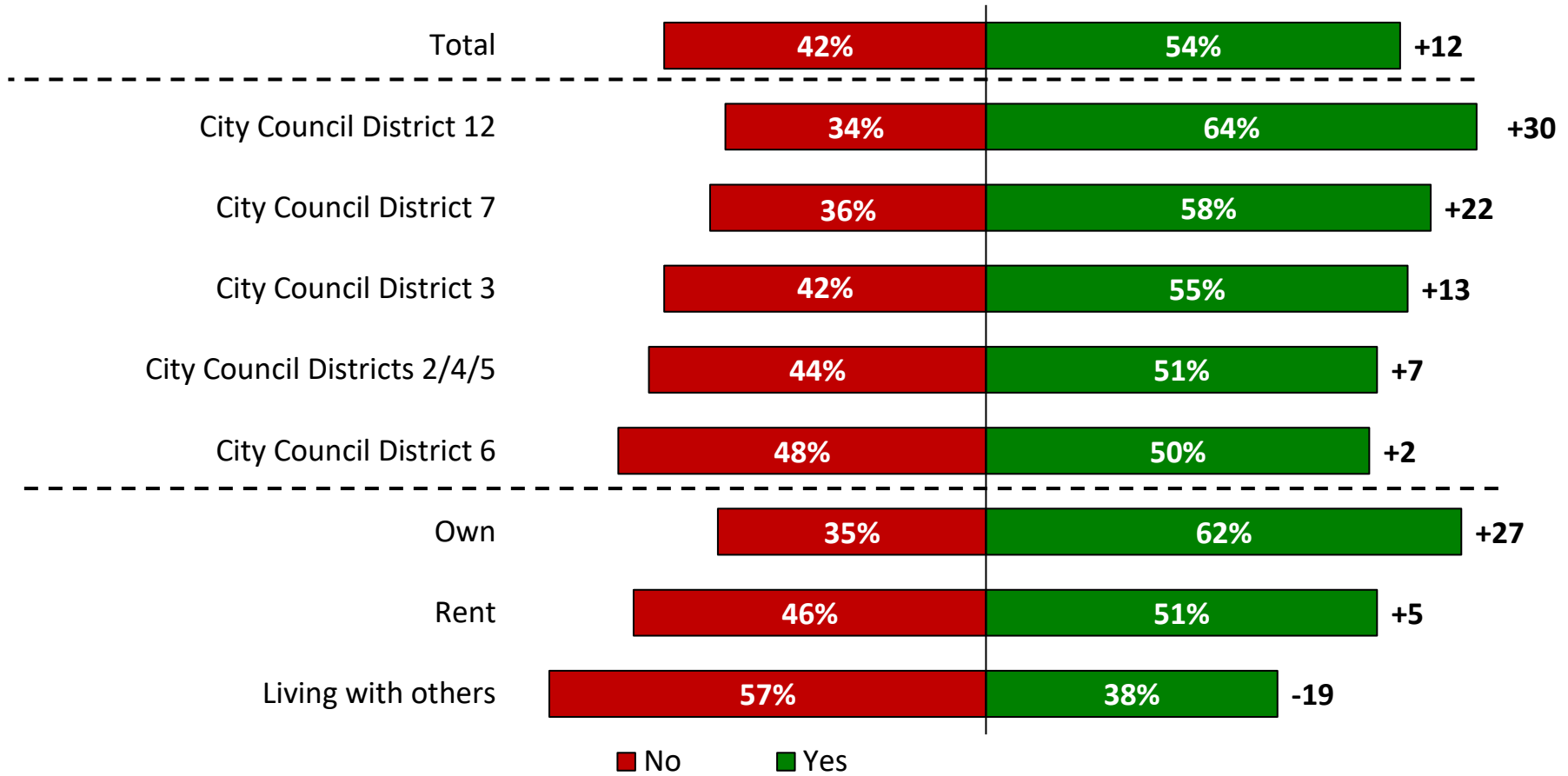
Enough Housing Options



Q.10 And when it comes to different types of housing options in your part of the San Fernando Valley, things like apartment buildings, condominiums, town homes, and single-family houses, would you say there are enough different housing options available for people who want to live in your area? (ROTATE) Yes or no.

Homeowners and Voters in District 12 are Most Likely to Believe that there are Enough Housing Options

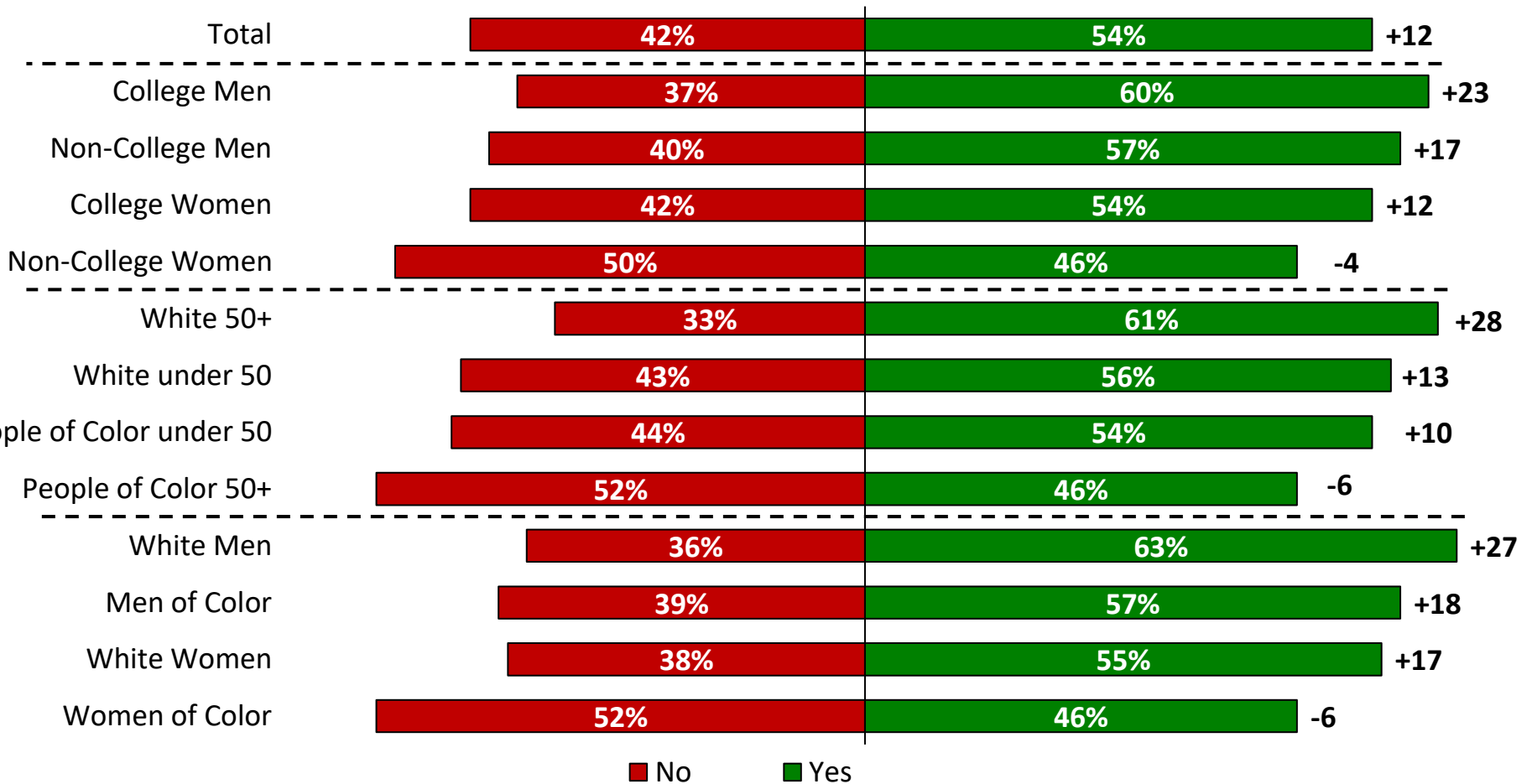
Enough Housing Options in San Fernando Valley
By LA City Council District and Homeownership



Q.10 And when it comes to different types of housing options in your part of the San Fernando Valley, things like apartment buildings, condominiums, town homes, and single-family houses, would you say there are enough different housing options available for people who want to live in your area? (ROTATE) Yes or no.

Women of Color and People of Color Over age 50 are Most Likely to See a Lack of Housing Options

Enough Housing Options in San Fernando Valley
By Gender/Education, Race/Age, and Race/Education

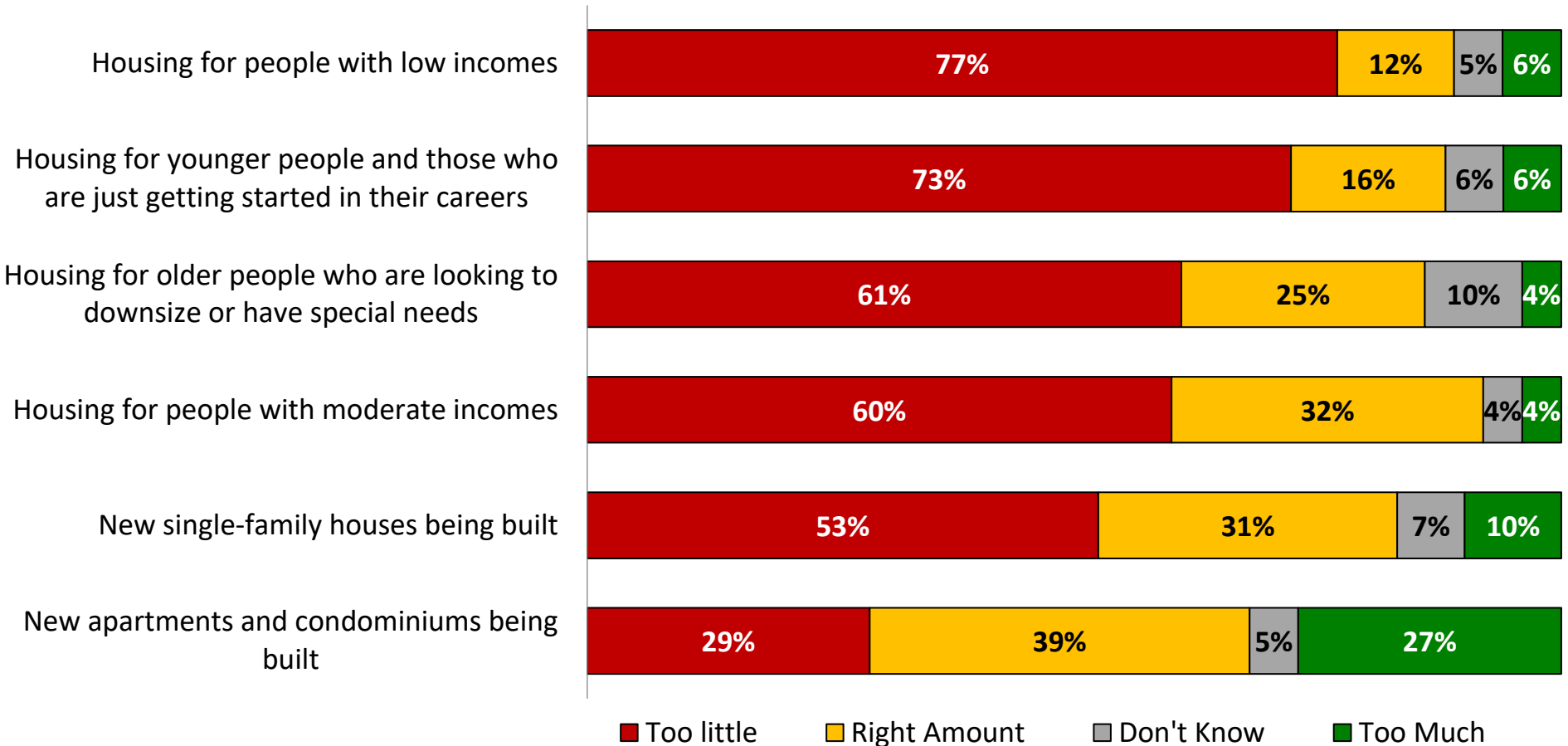


Q.10 And when it comes to different types of housing options in your part of the San Fernando Valley, things like apartment buildings, condominiums, town homes, and single-family houses, would you say there are enough different housing options available for people who want to live in your area? (ROTATE) Yes or no.

Majority Think There is Too Little Housing For Almost Every Demographic in the San Fernando Valley Community

Despite seeing a lack of housing options, few voters see a need for more apartments and condos.

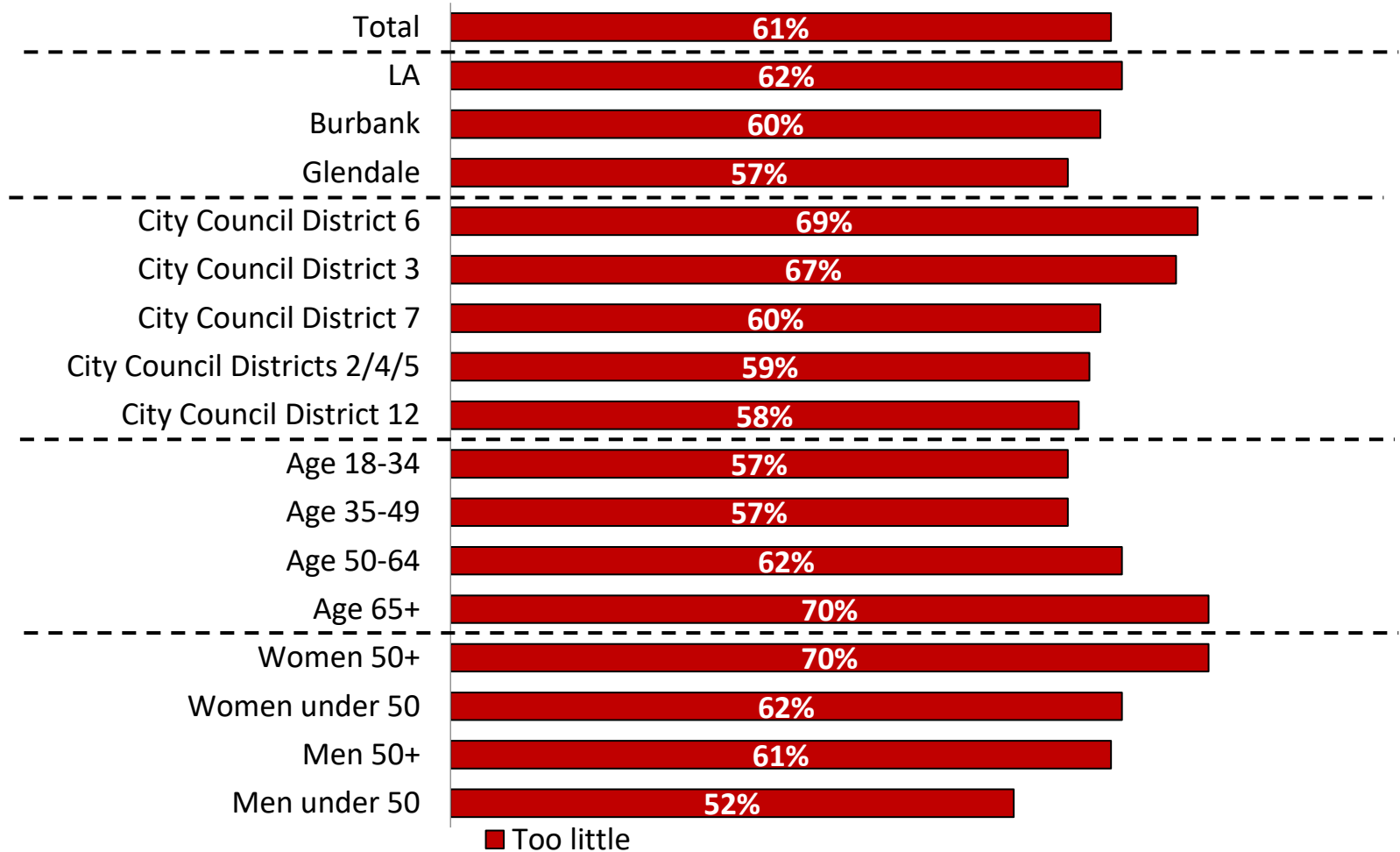
Amount of Housing



Q.11 And do you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in your community?

Older People, Voters in District 6 are Most Likely to Believe There's Too Little Housing for People Looking to Downsize

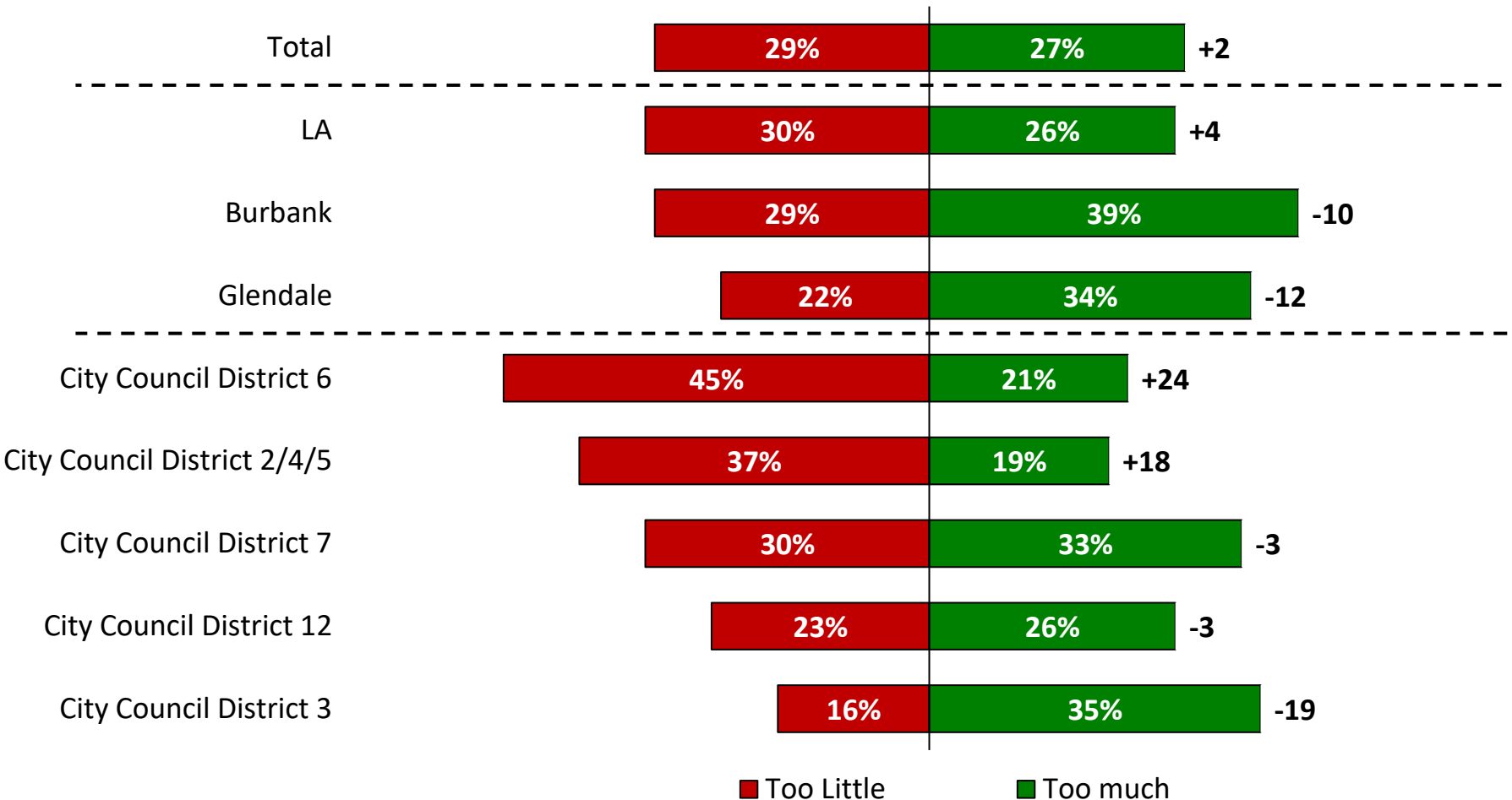
**Too Little Housing for People Looking to Downsize or Have Special Needs
By City, LA City Council District, Age, and Age/Gender**



Q.11E And do you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in your community? *Housing for older people who are looking to downsize or have special needs*

Burbank Voters See Too Many New Multi-Family Homes Being Built, While Opinions Vary Greatly in LA

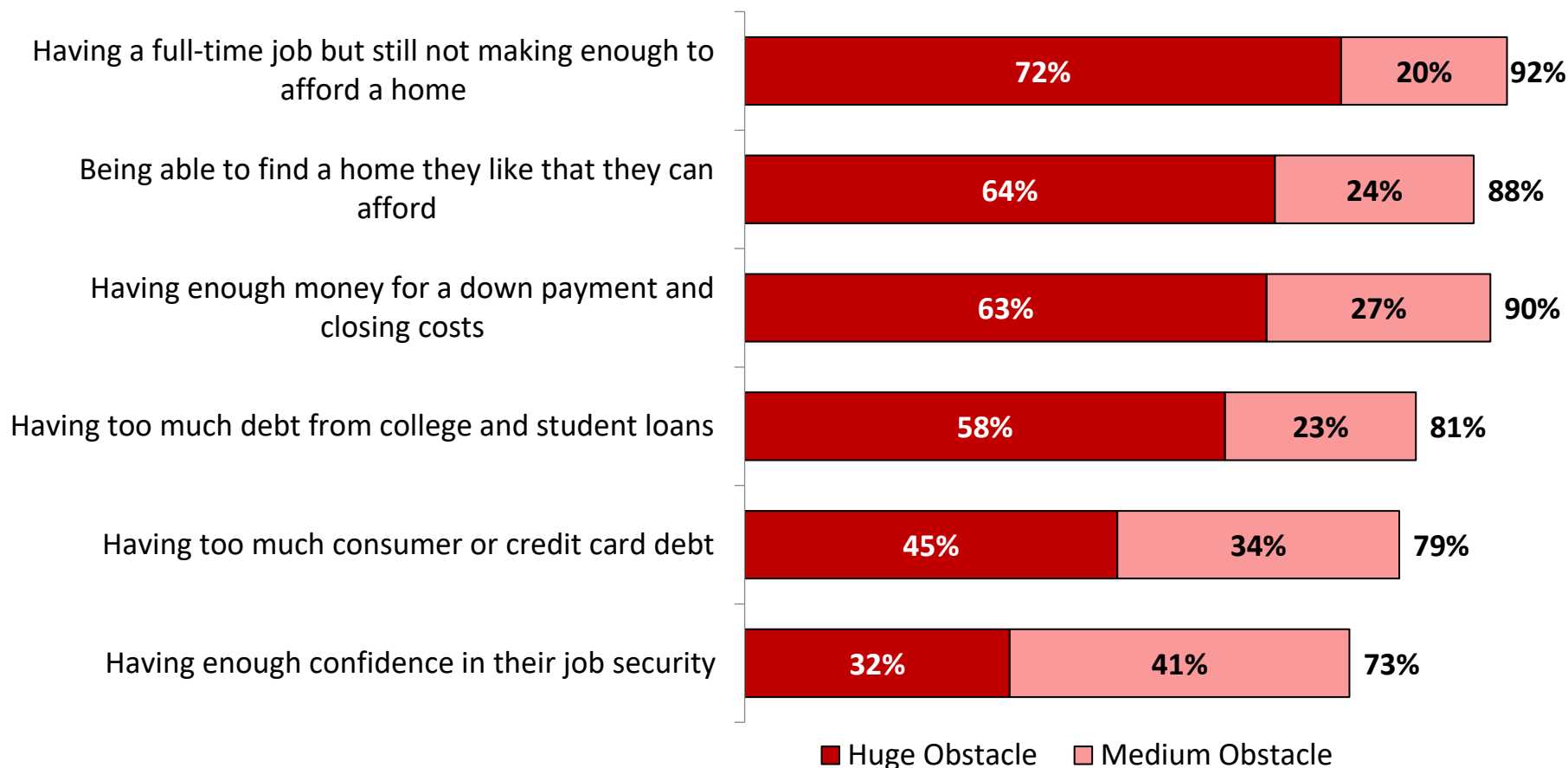
Amount of New Apartments and Condominiums Being Built
By City, LA City Council District



Q.11B And do you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in your community? *New apartments and condominiums being built*

Not Being Able to Make Enough to Buy a Home Despite Having a Full-Time Job Leads List of Obstacles to Home Buying

Potential Obstacles to Buying a Home



Q.12 Next I am going to read several things some people have said makes buying a home too difficult or expensive. After I read each one, please tell me whether you think that is a (ROTATE FIRST TO LAST AND LAST TO FIRST) huge obstacle, a medium-size obstacle, a small obstacle, or not an obstacle at all that makes buying a home too difficult or expensive for people in your area.

Youngest Voters and Voters of Color Much More Likely to Cite Student Loan Debt as a Barrier to Home Purchases

% Huge Obstacle by Age, Race	Total	18 - 34	35 - 49	50 - 64	Over 64	White	People of Color
Having a full-time job but still not making enough to afford a home	72	74	72	74	67	72	72
Being able to find a home they like that they can afford	64	62	70	68	58	64	65
Having enough money for a down payment and closing costs	63	63	68	67	53	62	65
Having too much debt from college and student loans	58	76	53	49	52	53	64
Having too much consumer or credit card debt	45	48	40	50	41	42	47
Having enough confidence in their job security	32	35	30	35	26	27	37

Q.12 Next I am going to read several things some people have said makes buying a home too difficult or expensive. After I read each one, please tell me whether you think that is a (ROTATE FIRST TO LAST AND LAST TO FIRST) huge obstacle, a medium-size obstacle, a small obstacle, or not an obstacle at all that makes buying a home too difficult or expensive for people in your area.

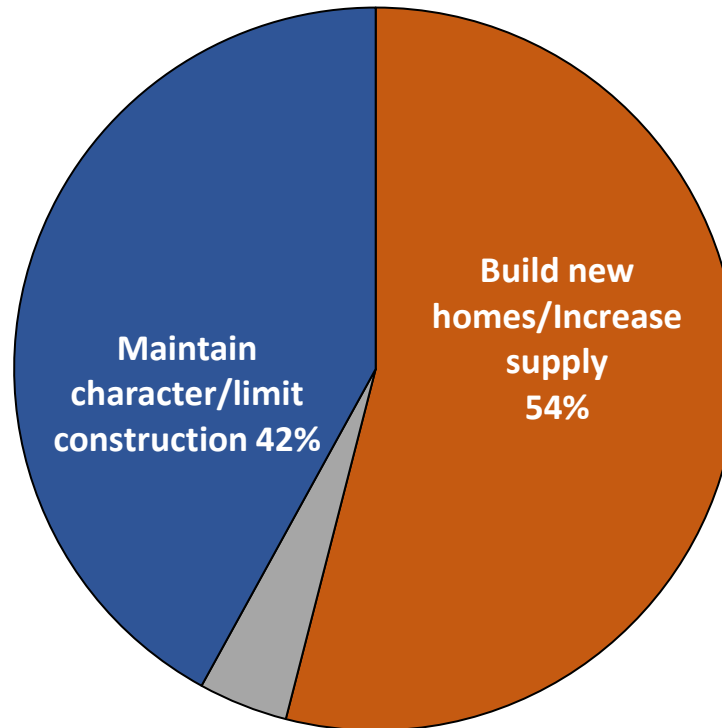
Barriers to Home Purchase Highest Among Renters, and Decrease with Income

% Huge Obstacle by Homeownership, Income	Total	Own	Rent	Living w / others	<\$50K	\$50K - \$75K	\$75K - \$100K	>\$100K
Having a full-time job but still not making enough to afford a home	72	66	82	66	79	72	75	67
Being able to find a home they like that they can afford	64	64	68	57	68	59	70	66
Having enough money for a down payment and closing costs	63	59	70	60	65	69	62	64
Having too much debt from college and student loans	58	51	62	74	72	65	51	52
Having too much consumer or credit card debt	45	40	46	58	60	42	44	38
Having enough confidence in their job security	32	27	38	34	41	40	35	20

Q.12 Next I am going to read several things some people have said makes buying a home too difficult or expensive. After I read each one, please tell me whether you think that is a (ROTATE FIRST TO LAST AND LAST TO FIRST) huge obstacle, a medium-size obstacle, a small obstacle, or not an obstacle at all that makes buying a home too difficult or expensive for people in your area.

When Forced to Choose Between Protecting Status Quo and More Building, Majority Prefer New Homes

Build More Housing v. Maintain Character



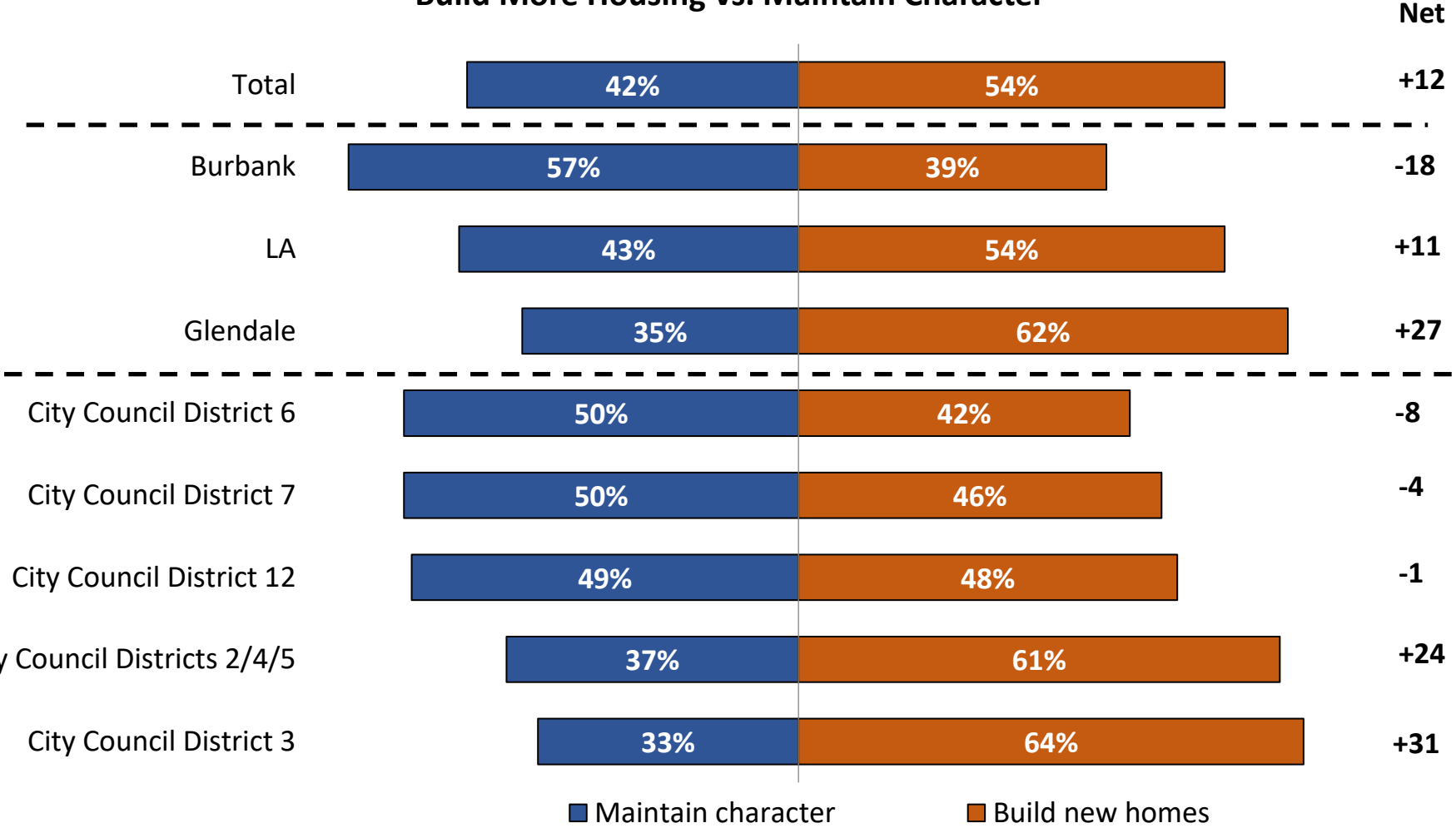
It's more important to protect the character and quality of life in the San Fernando Valley by limiting the construction of new houses, condominiums, and apartments.

It's more important to build new houses, condominiums, and apartments in the San Fernando Valley to increase the supply of housing and bring down costs.

Q.13 Next, I am going to read two statements about new housing construction in the San Fernando Valley. Please tell me which one comes closer to your way of thinking, even if neither one is exactly right.

Burbank Voters Favor Maintaining Character, While Glendale Voters Want to See More Housing

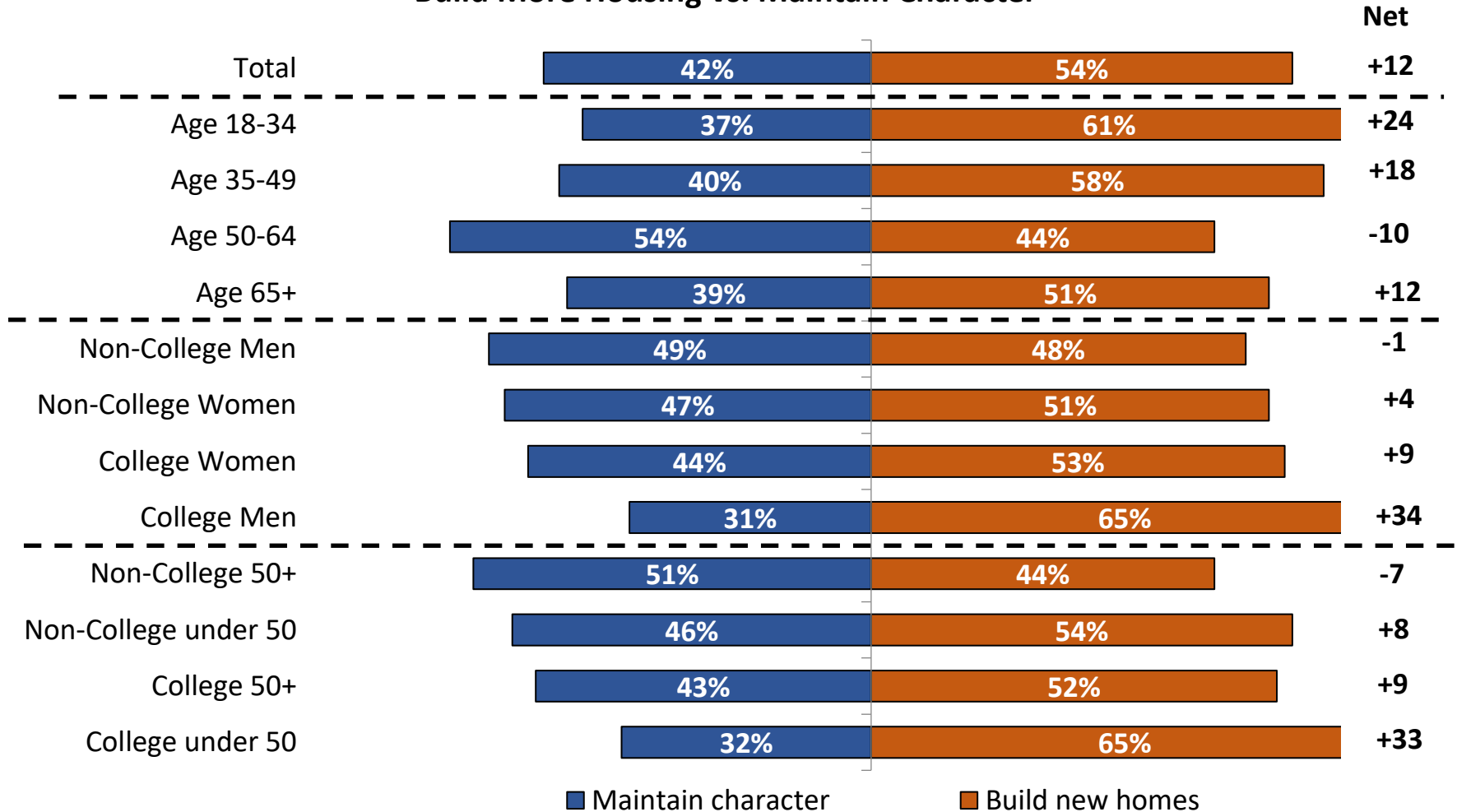
Build More Housing vs. Maintain Character



Q.13 Next, I am going to read two statements about new housing construction in the San Fernando Valley. Please tell me which one comes closer to your way of thinking, even if neither one is exactly right.

Younger, College-Educated Voters are More Likely to Support the Building of New Homes

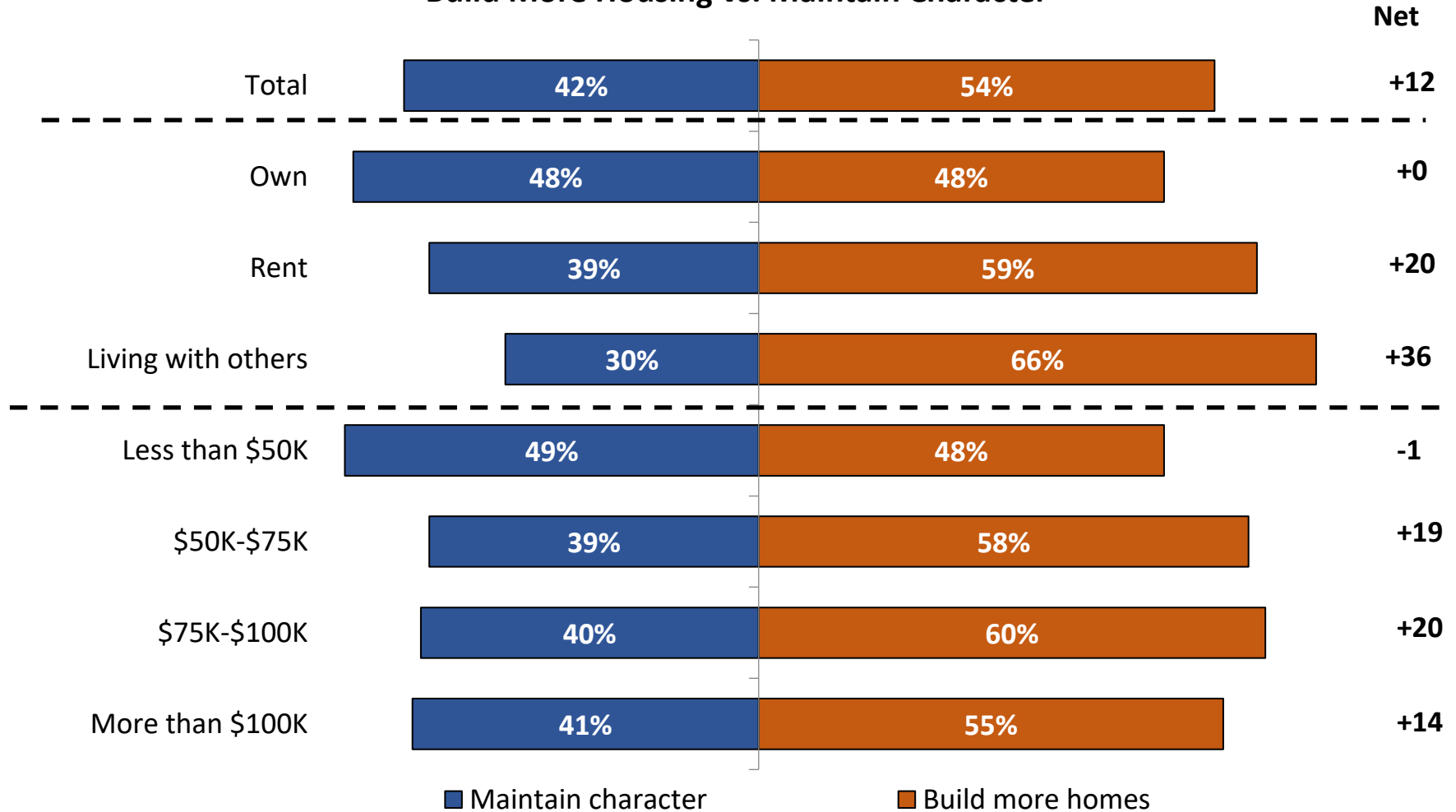
Build More Housing vs. Maintain Character



Q.13 Next, I am going to read two statements about new housing construction in the San Fernando Valley. Please tell me which one comes closer to your way of thinking, even if neither one is exactly right.

Homeowners and Lower-Income Voters Split on Preference for Maintaining Character vs. Building More

Build More Housing vs. Maintain Character



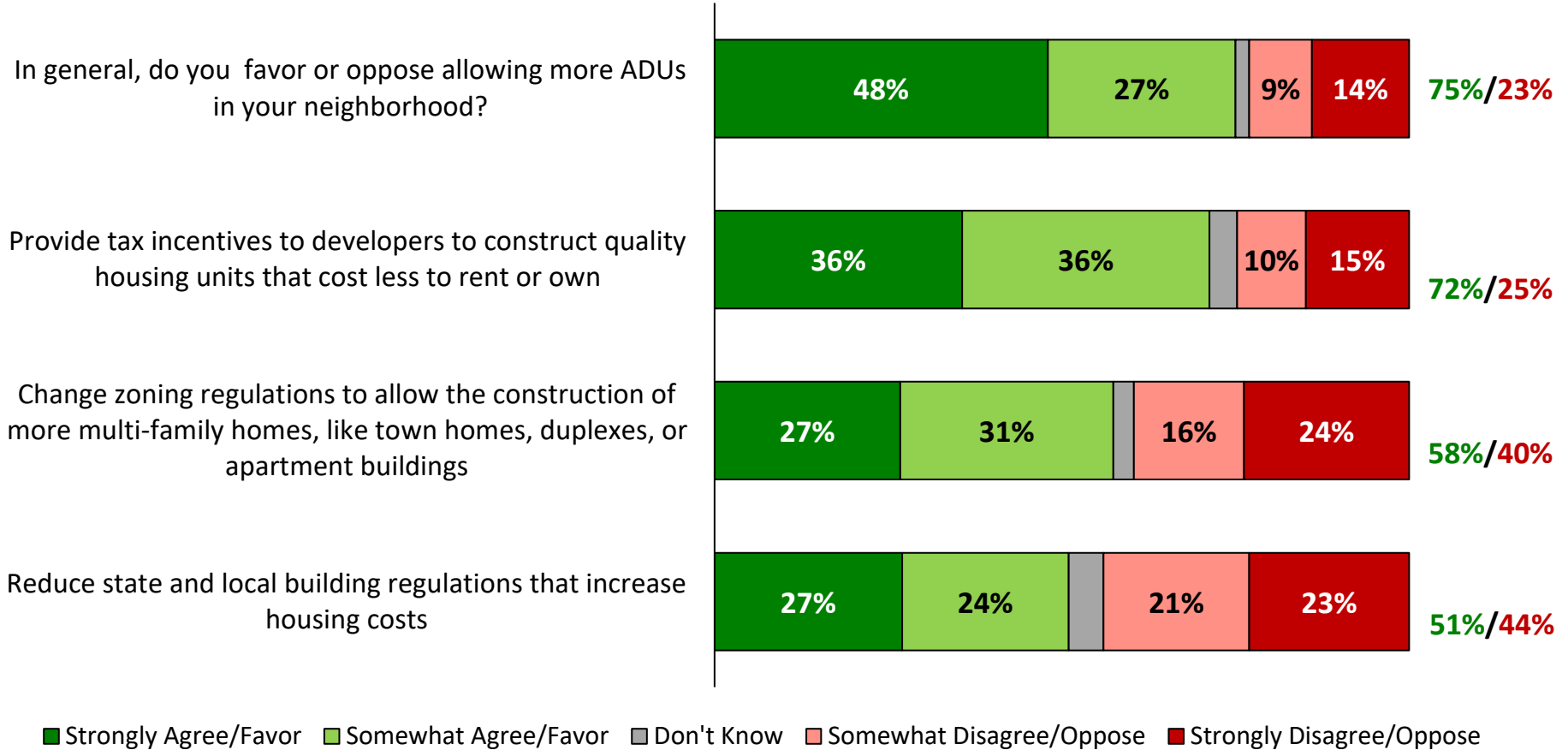
Q.13 Next, I am going to read two statements about new housing construction in the San Fernando Valley. Please tell me which one comes closer to your way of thinking, even if neither one is exactly right.

Voters Express Support for all Proposals to Address Housing Affordability

Bare majority support reducing building regulations

Proposals to Address the Lack of Housing Affordability

Total

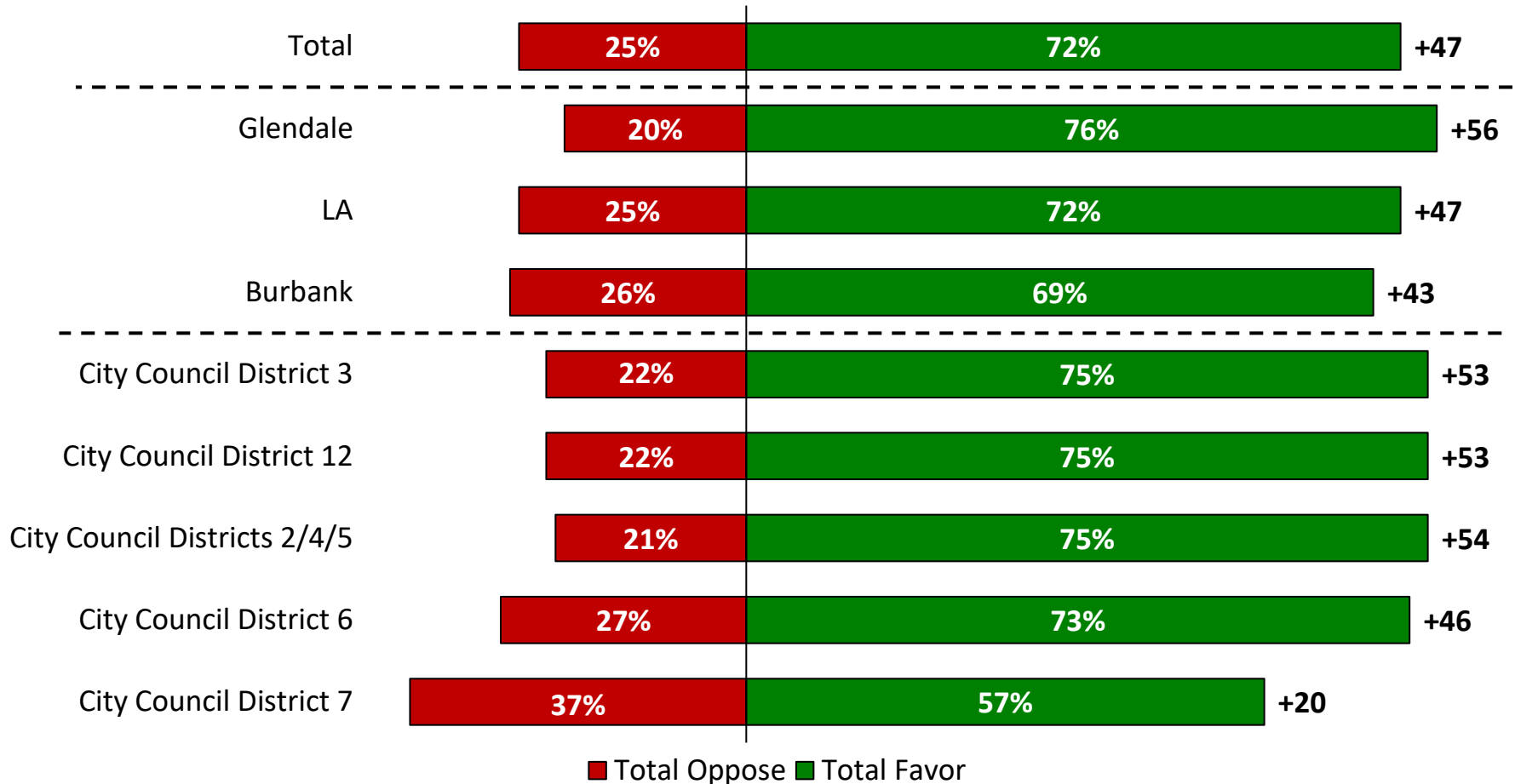


Q.14 People have proposed different approaches to address the San Fernando Valley's housing affordability problem. Next, I am going to read to you some of these proposals. For each proposal, I want you to tell me whether you (ROTATE) favor or oppose it as a way to provide more affordable housing options in the San Fernando Valley.

Q.15 As you may know, an accessory dwelling unit or ADU is a separate residential unit in or on a private home or property, for example, a garage apartment or guest house. In general, do you (ROTATE) favor or oppose allowing more ADUs in your neighborhood?

Across the Valley, Majority Favor Giving Tax Incentives to Developers to Construct Affordable Homes

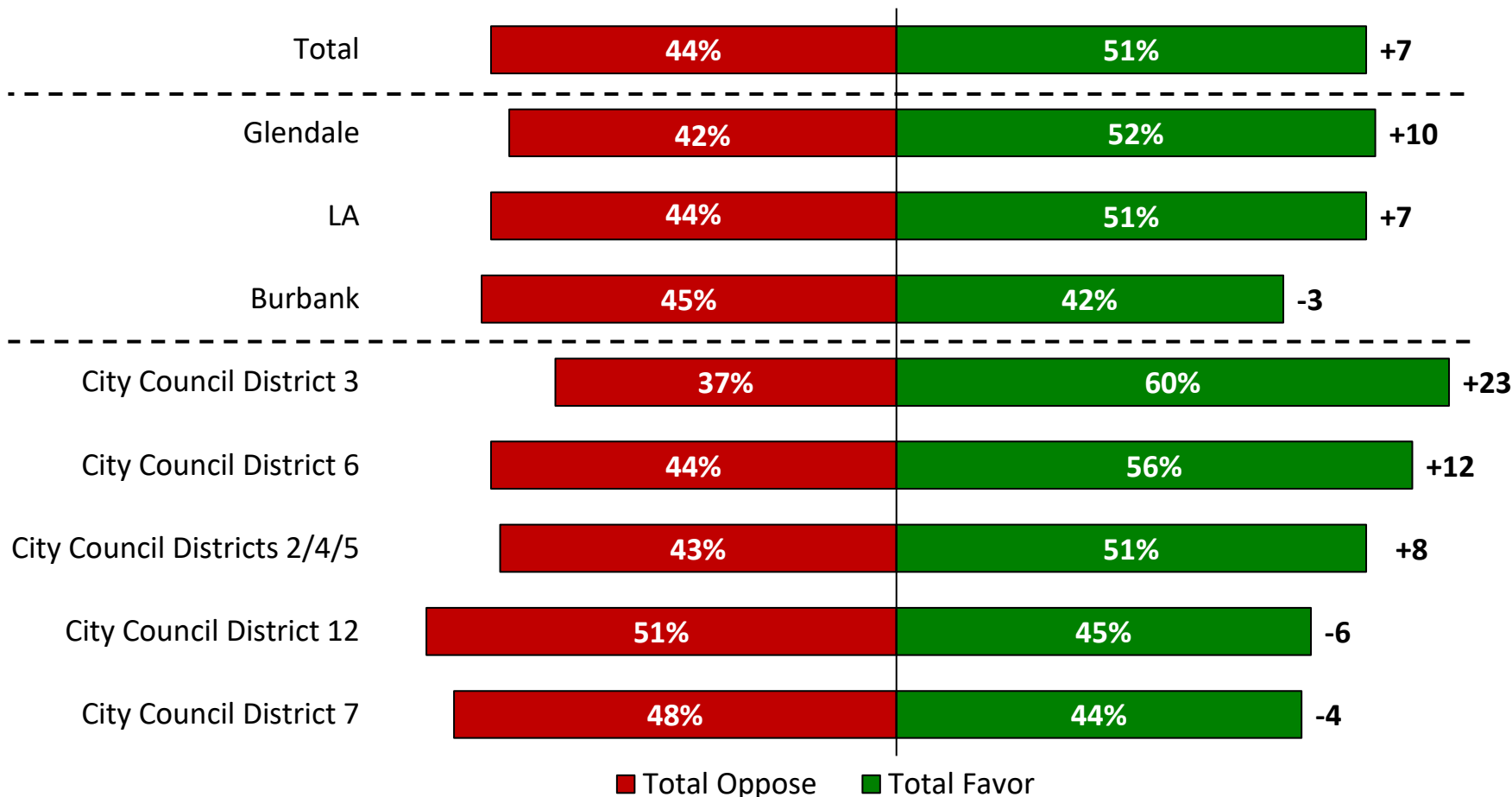
Providing Tax Incentives to Developers
By City and LA City Council District



Q.14A People have proposed different approaches to address the San Fernando Valley's housing affordability problem. Next, I am going to read to you some of these proposals. For each proposal, I want you to tell me whether you (ROTATE) favor or oppose it as a way to provide more affordable housing options in the San Fernando Valley.
Provide tax incentives to developers to construct quality housing units that cost less to rent or own

Voters In Glendale, City Council Districts 12 and 7 are Split on Whether Decreasing Building Regulations is a Good Choice

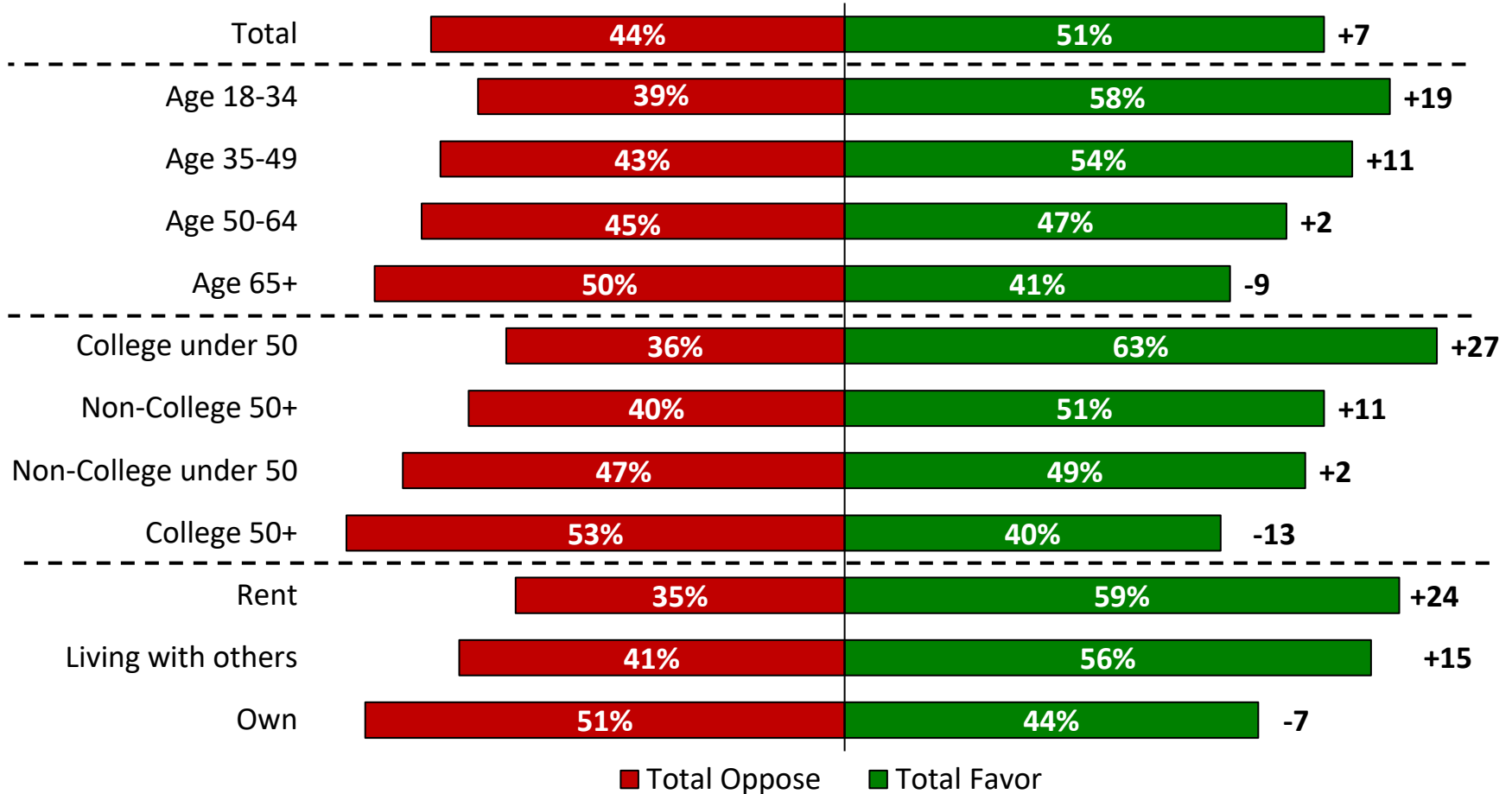
Reducing State/Local Building Regulations that Increase Costs
By City and LA City Council District



Q.14B People have proposed different approaches to address the San Fernando Valley's housing affordability problem. Next, I am going to read to you some of these proposals. For each proposal, I want you to tell me whether you (ROTATE) favor or oppose it as a way to provide more affordable housing options in the San Fernando Valley. *Reduce state and local building regulations that increase housing costs*

Young, College-Educated Voters are Most Likely to Support Reducing State and Local Building Regulations

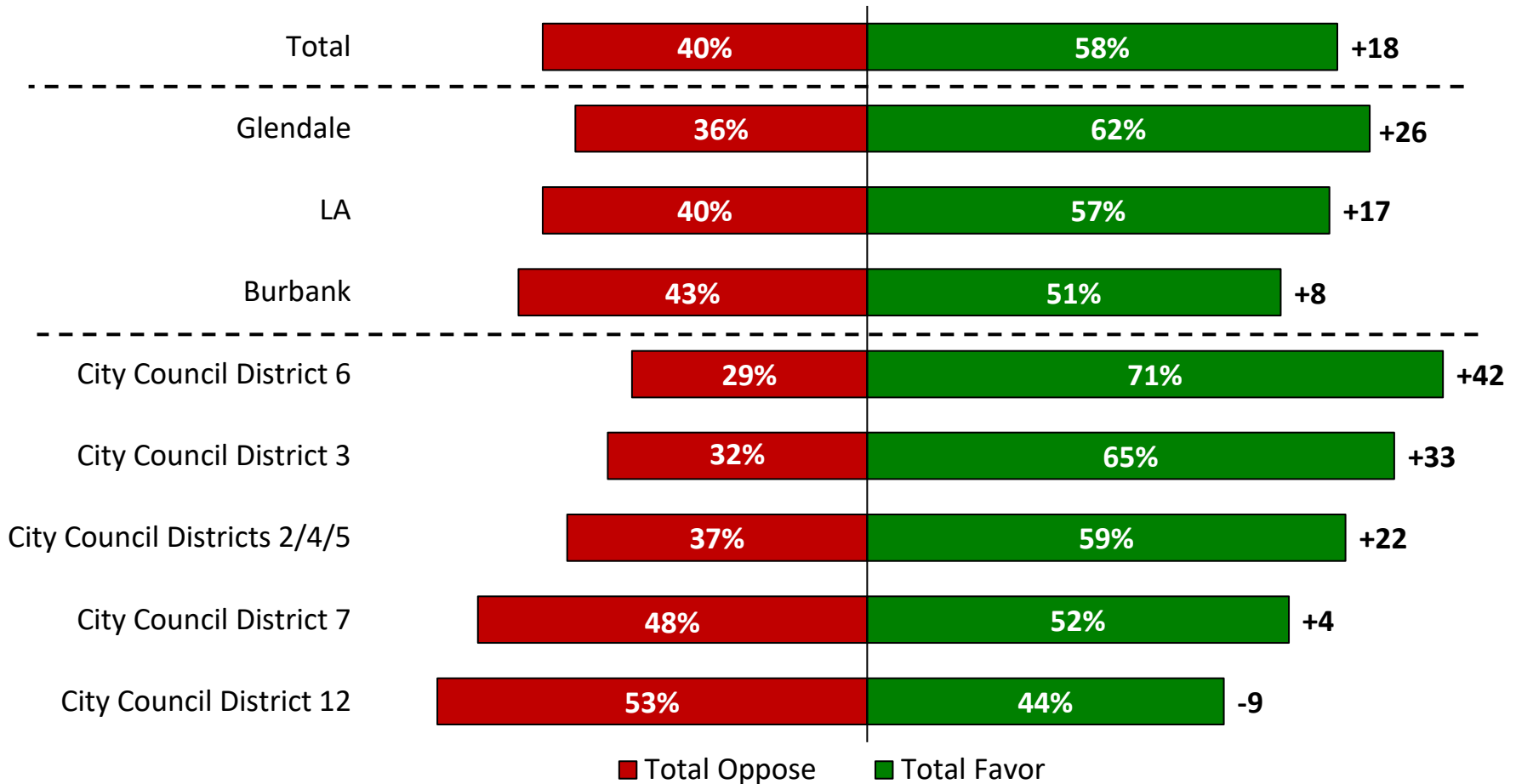
Reducing State and Local Building Regulations that Increase Building Costs
By Age, Age/Education, and Homeownership



Q.14B People have proposed different approaches to address the San Fernando Valley's housing affordability problem. Next, I am going to read to you some of these proposals. For each proposal, I want you to tell me whether you (ROTATE) favor or oppose it as a way to provide more affordable housing options in the San Fernando Valley. *Reduce state and local building regulations that increase housing costs*

Voters from Glendale, District 6 are Most Likely to Support Changing Zoning Regulations

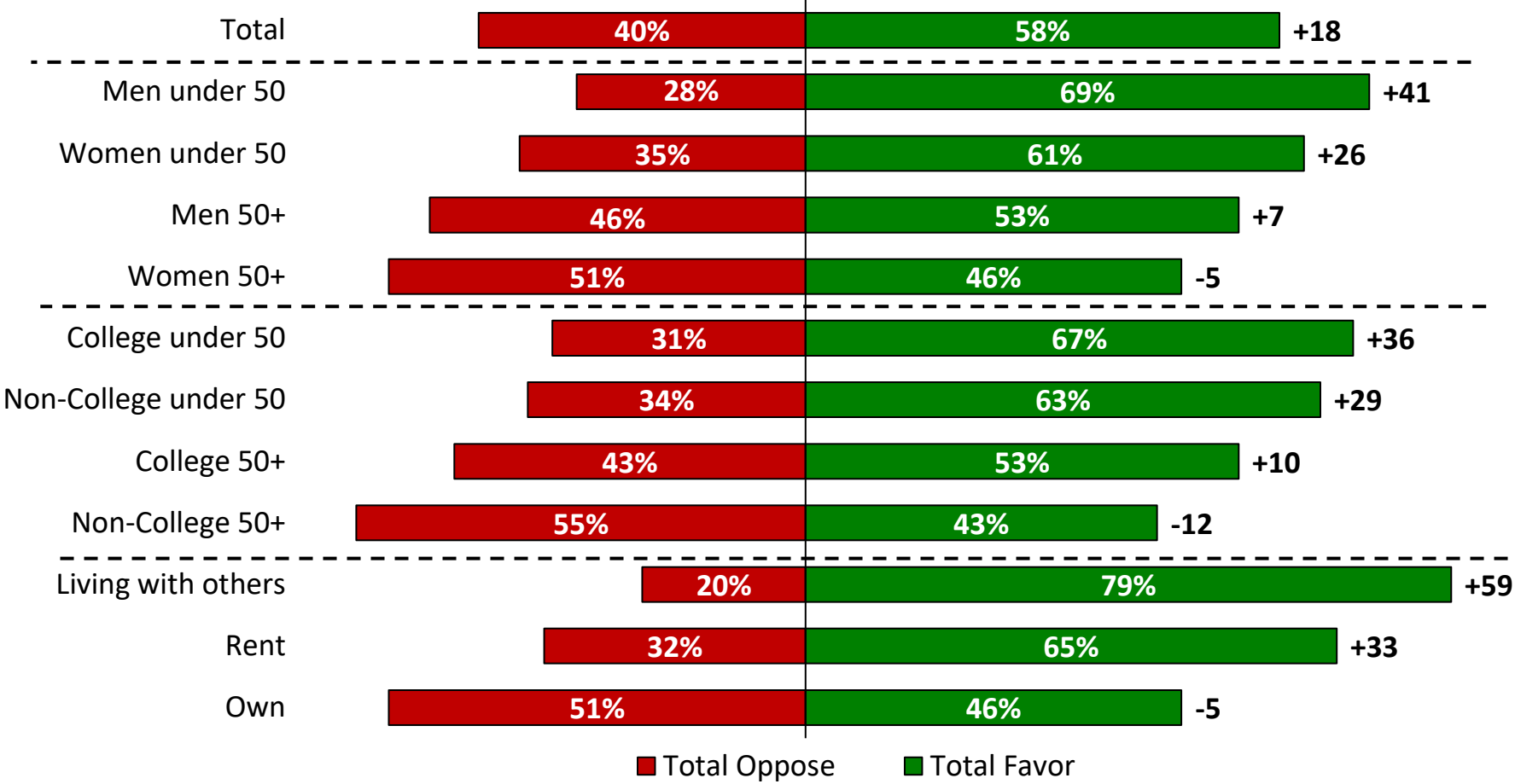
Changing Zoning Regulations to Allow the Construction of More Multi-Family Homes
By City, LA City Council District



Q.14C People have proposed different approaches to address the San Fernando Valley's housing affordability problem. Next, I am going to read to you some of these proposals. For each proposal, I want you to tell me whether you (ROTATE) favor or oppose it as a way to provide more affordable housing options in the San Fernando Valley. *Change zoning regulations to allow the construction of more multi-family homes, like town homes, duplexes, or apartment buildings*

Non-Homeowners and the Young are More Likely to Support Changing Zoning Regulations To Allow Multi-Family Homes

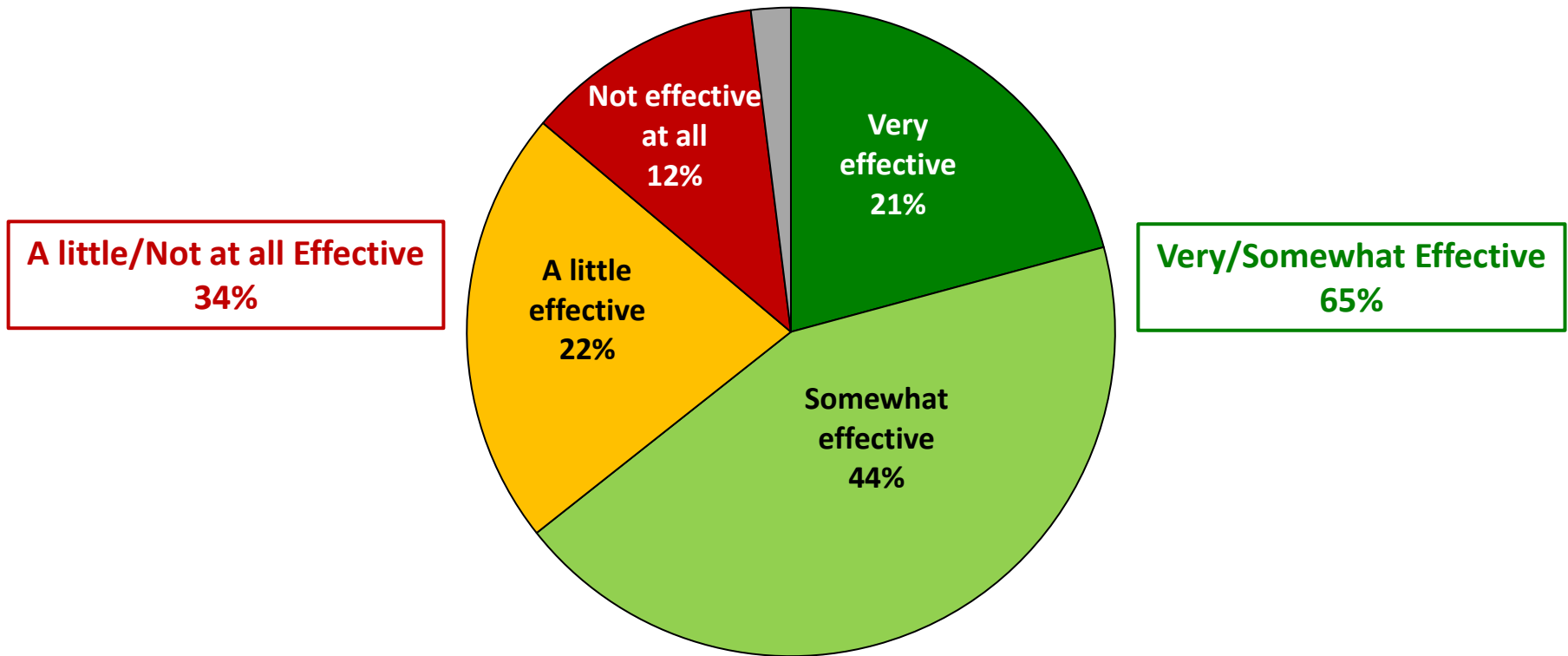
Changing Zoning Regulations to Allow the Construction of More Multi-Family Homes
By Age/Gender, Age/Education, Homeownership



Q.14C People have proposed different approaches to address the San Fernando Valley's housing affordability problem. Next, I am going to read to you some of these proposals. For each proposal, I want you to tell me whether you (ROTATE) favor or oppose it as a way to provide more affordable housing options in the San Fernando Valley. Change zoning regulations to allow the construction of more multi-family homes, like town homes, duplexes, or apartment buildings

Nearly Two-Thirds See ADUs as an Effective Way to Address Housing Affordability

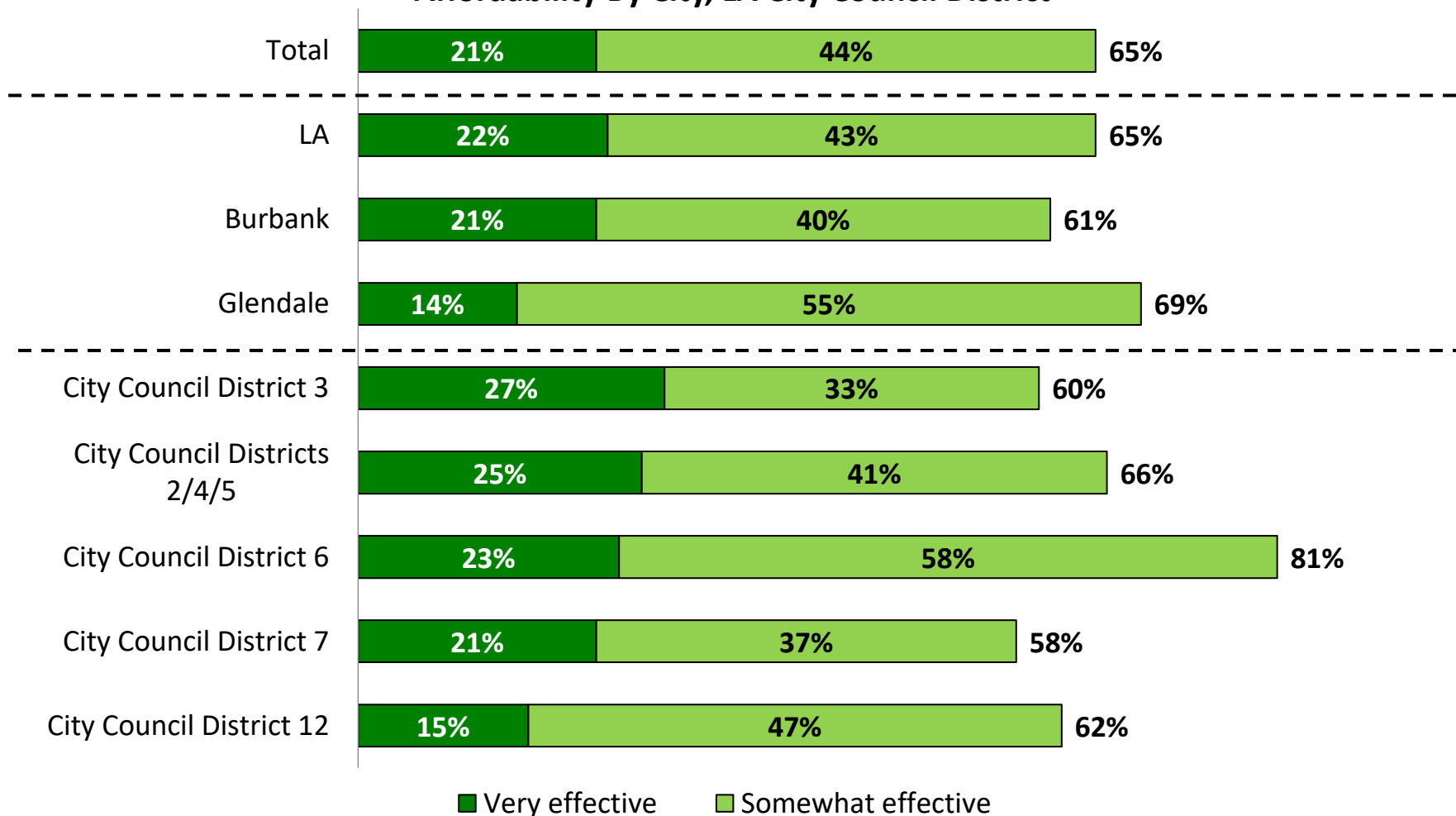
Effectiveness of ADUs at Combatting the Lack of Housing Affordability



Q.16 How effective do you think an increase in accessory dwelling units would be in helping the San Fernando Valley to address its housing affordability problems? Would it be (ROTATE FIRST TO LAST AND LAST TO FIRST) very effective, somewhat effective, a little effective, or not effective at all?

Across Region, Most Believe that ADUs Can Be Effective in Addressing Housing Costs, But Voters are Uncertain of Impact

Views on the Effectiveness of ADUs at Combatting the Lack of Housing Affordability By City, LA City Council District



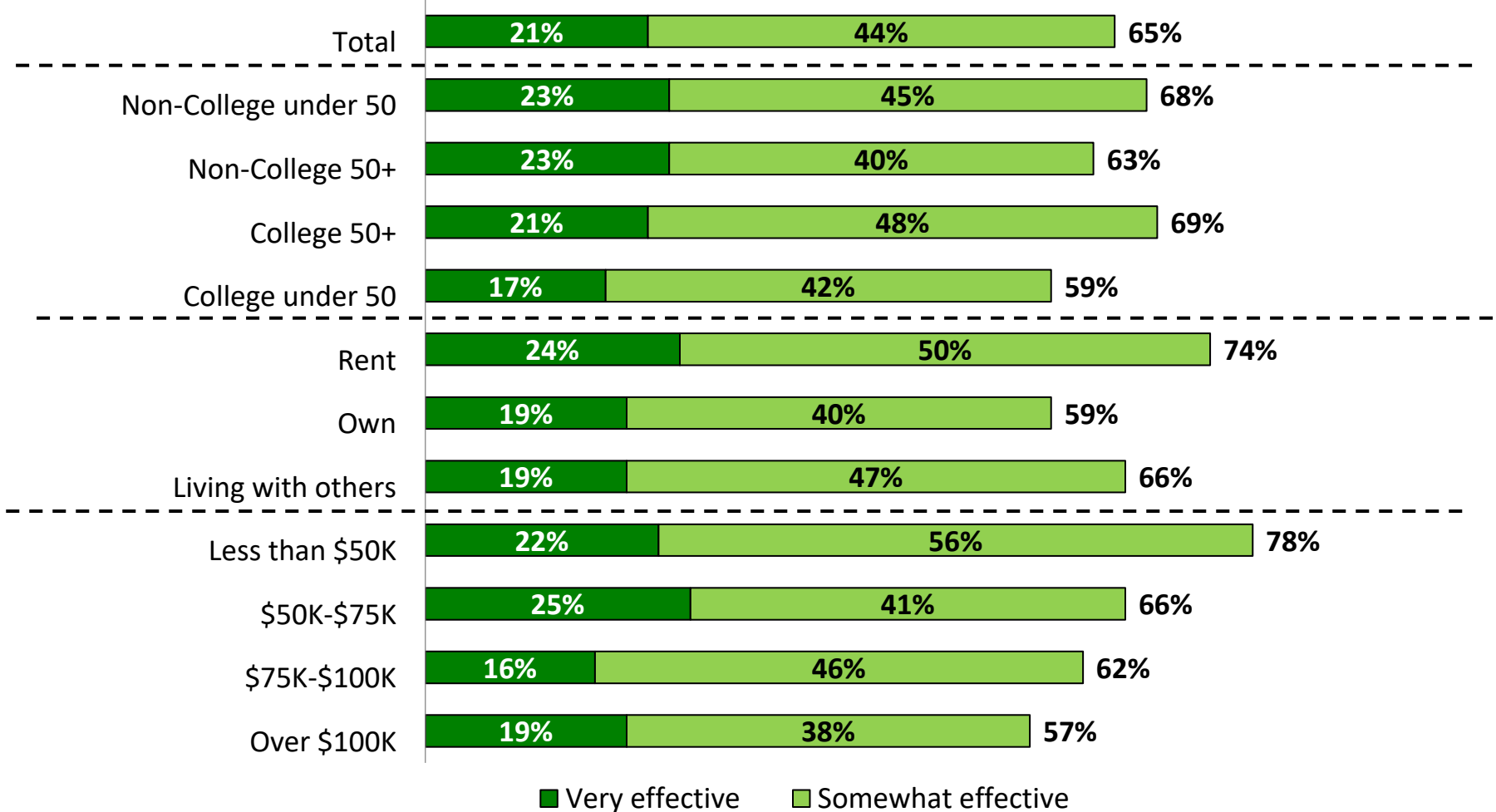
Very effective Somewhat effective

Q.16 How effective do you think an increase in accessory dwelling units would be in helping the San Fernando Valley to address its housing affordability problems? Would it be (ROTATE FIRST TO LAST AND LAST TO FIRST) very effective, somewhat effective, a little effective, or not effective at all?

Renters and Low-Income Voters See Most Promise in ADUs

Those who see ADUs as likely to be very effective in addressing affordability remain limited

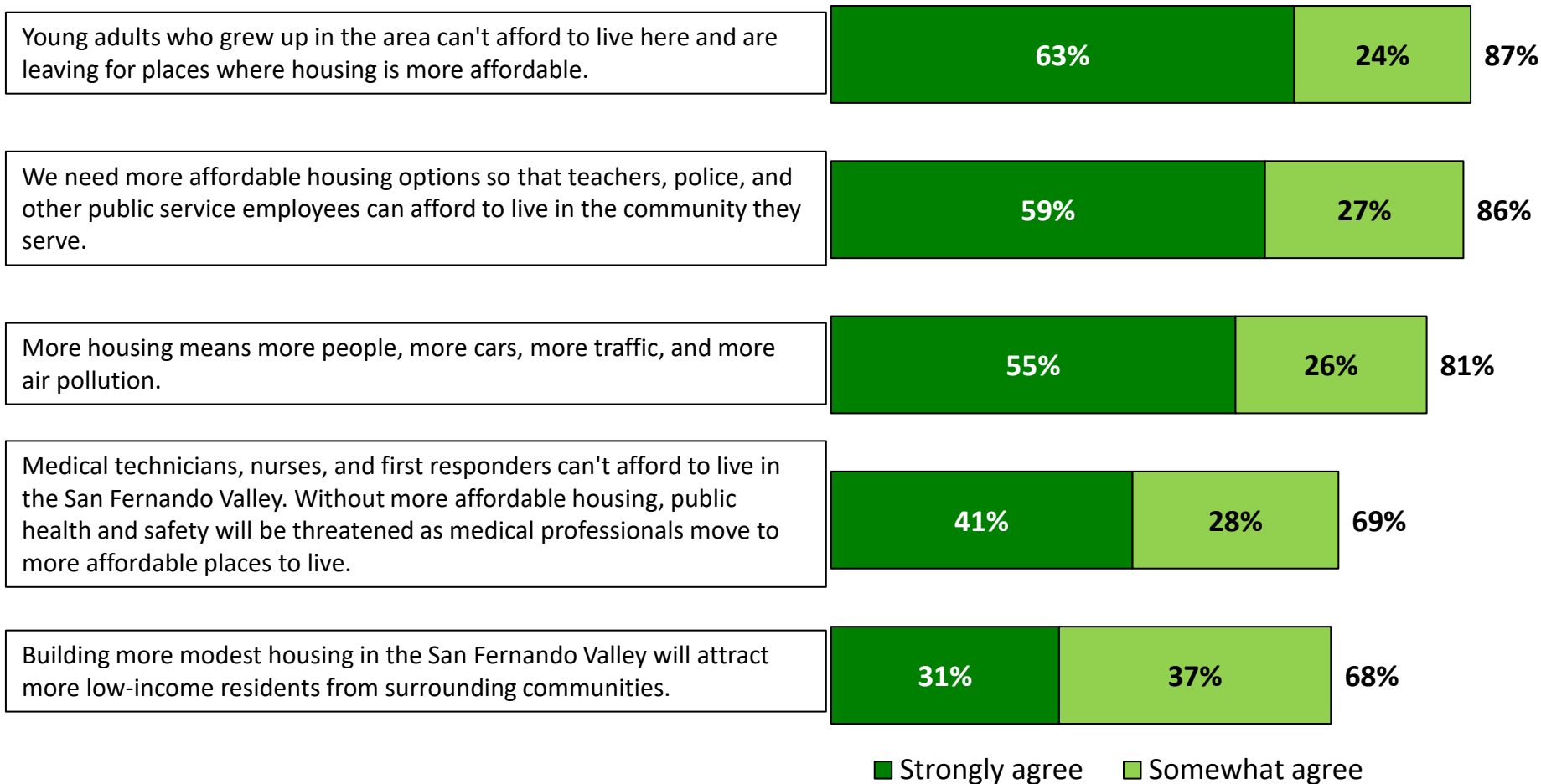
Views on the Effectiveness of ADUs at Combatting the Lack of Housing Affordability By Age/Education, Homeownership, Income



Q.16 How effective do you think an increase in accessory dwelling units would be in helping the San Fernando Valley to address its housing affordability problems? Would it be (ROTATE FIRST TO LAST AND LAST TO FIRST) very effective, somewhat effective, a little effective, or not effective at all?

Voters Agree With All Messages Related to Growth

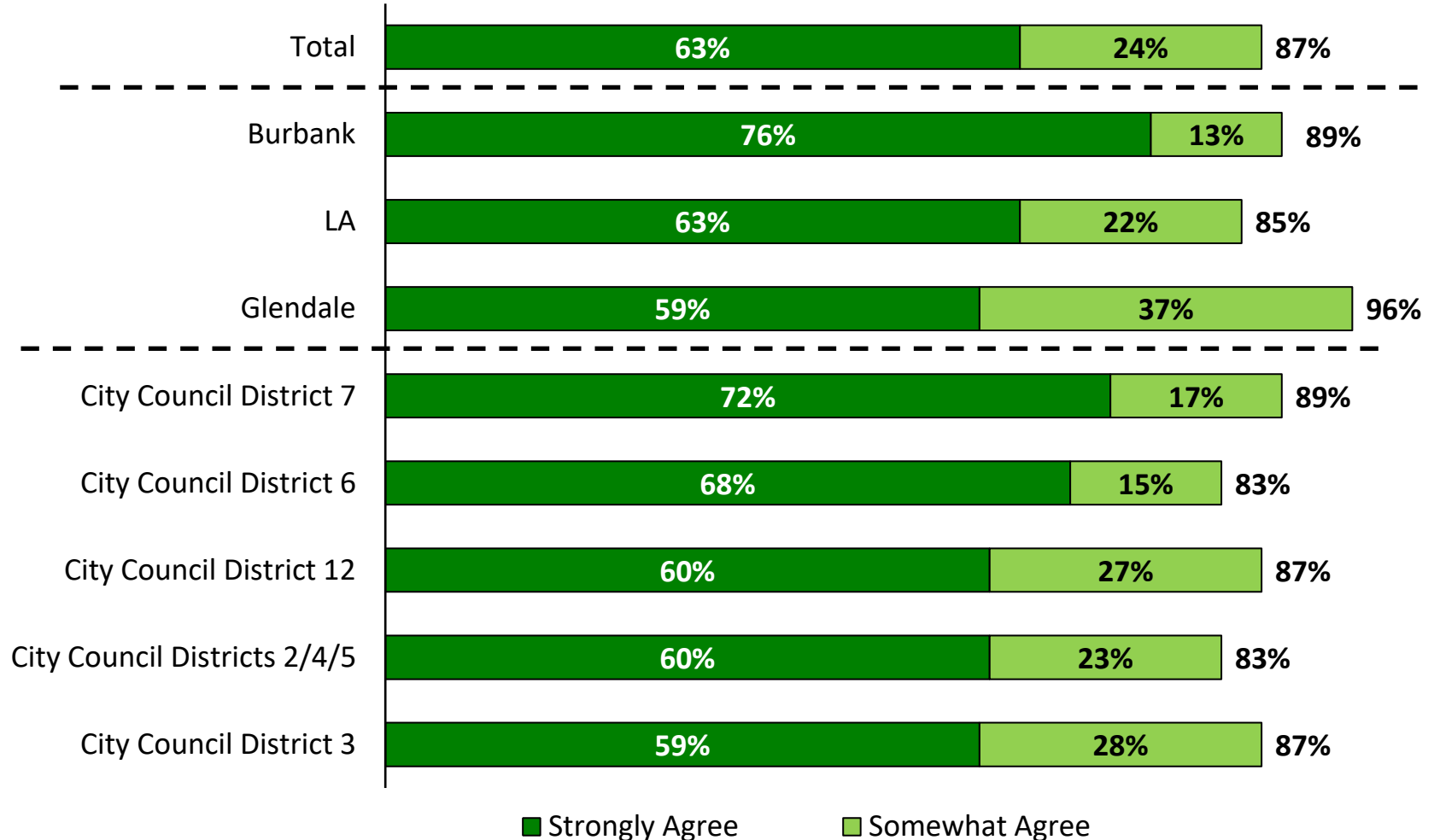
Views on Statements Related to Housing in San Fernando Valley



Q.17 Let me read to you a series of statements that have been made about housing in the San Fernando Valley. Please tell me whether you (ROTATE) agree or disagree with each statement.

Across Region, People See Young People Leaving Area Due to Housing Costs

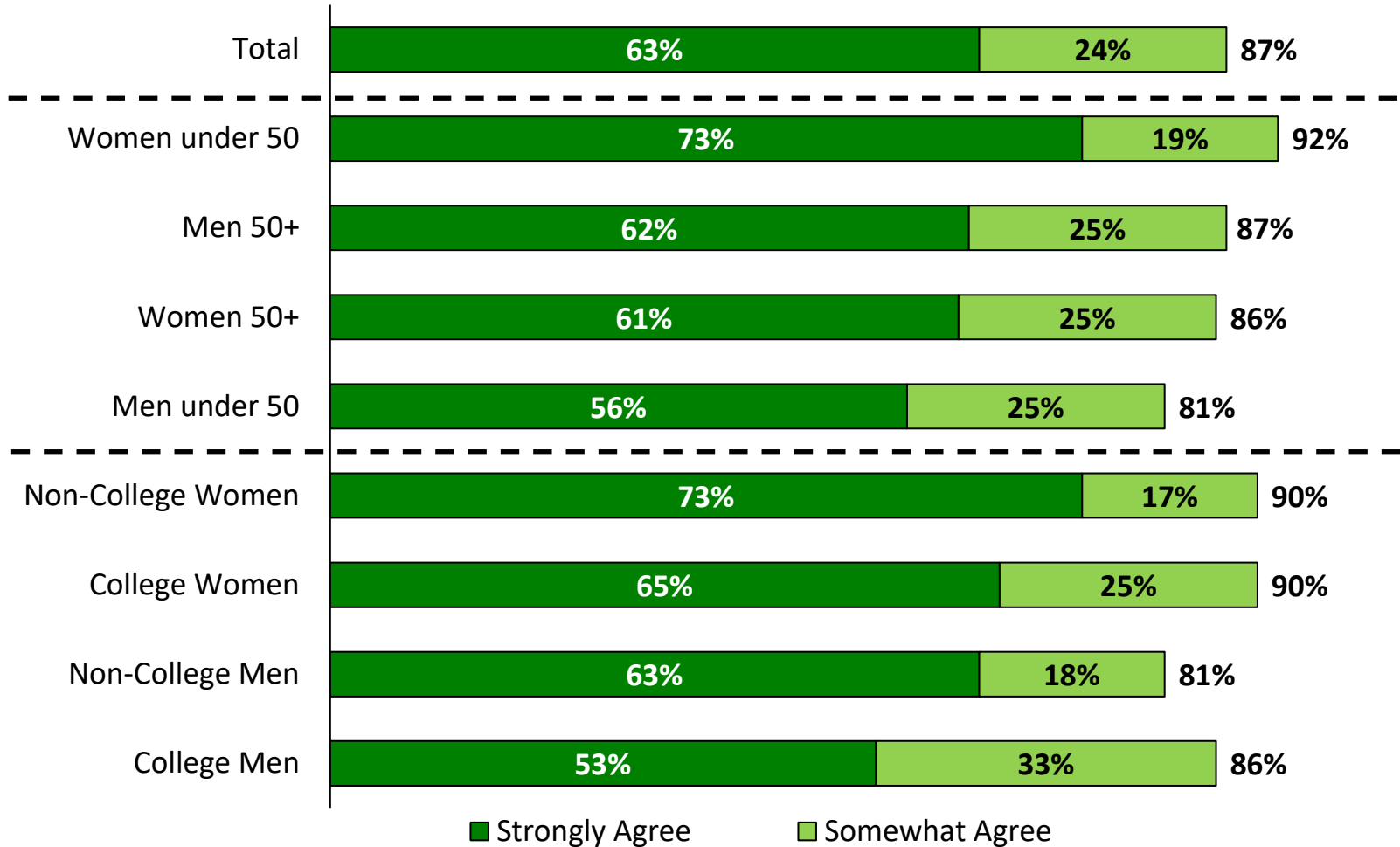
Agree Young People are Leaving Area Due to Housing Costs
by City and LA City Council District



Q.17A Let me read to you a series of statements that have been made about housing in the San Fernando Valley. Please tell me whether you (ROTATE) agree or disagree with each statement. *Young adults who grew up in the area can't afford to live here and are leaving for places where housing is more affordable.*

Young Women and Women Without a College Degree Most Likely to Say Young People Can't Afford to Live in the Area

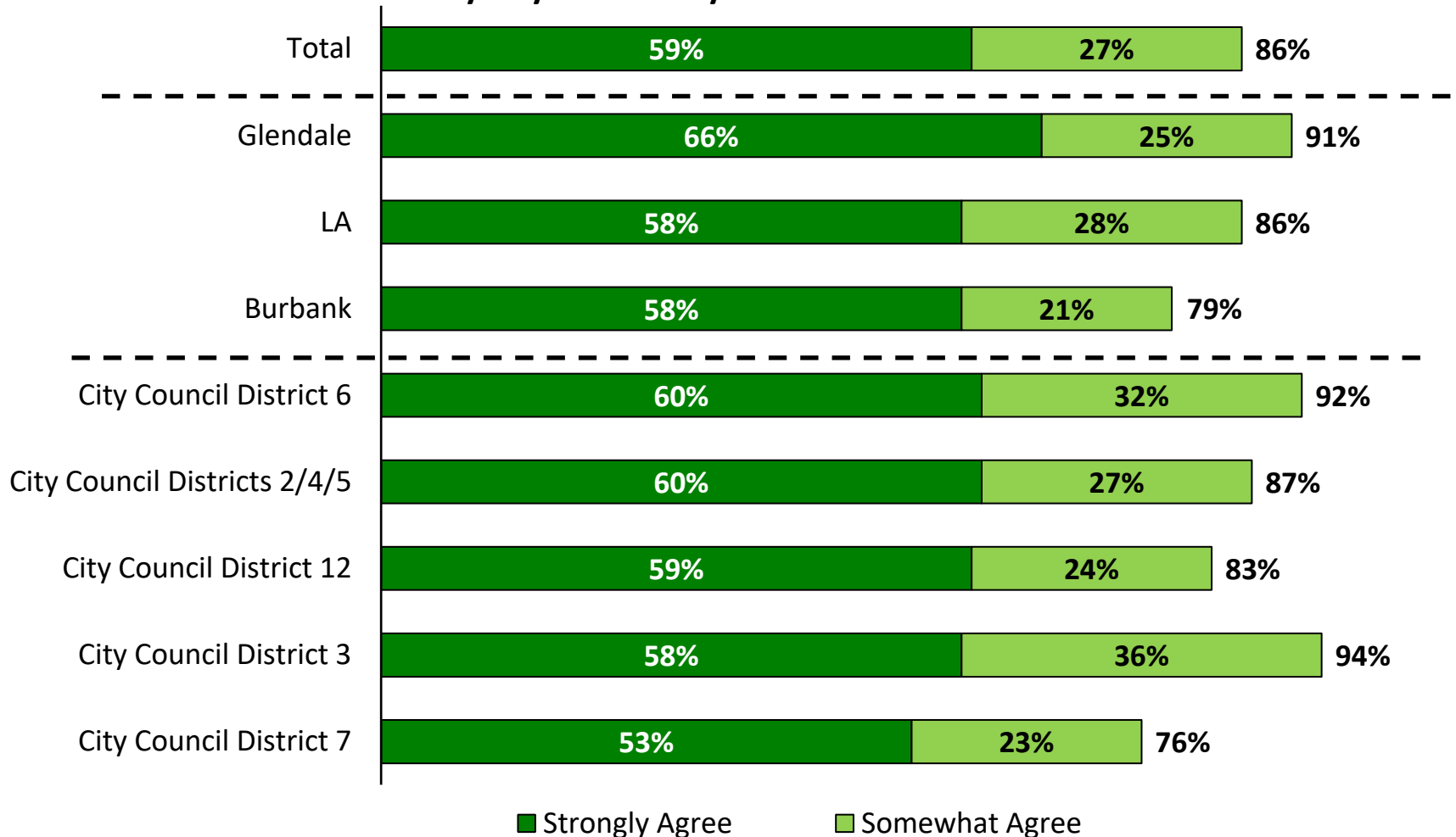
Agree Young People are Leaving Area Due to Housing Costs
By Age/Gender and Gender/Education



Q.17A Let me read to you a series of statements that have been made about housing in the San Fernando Valley. Please tell me whether you (ROTATE) agree or disagree with each statement. *Young adults who grew up in the area can't afford to live here and are leaving for places where housing is more affordable.*

Glendale Voters Most Concerned About Housing for Public Servants

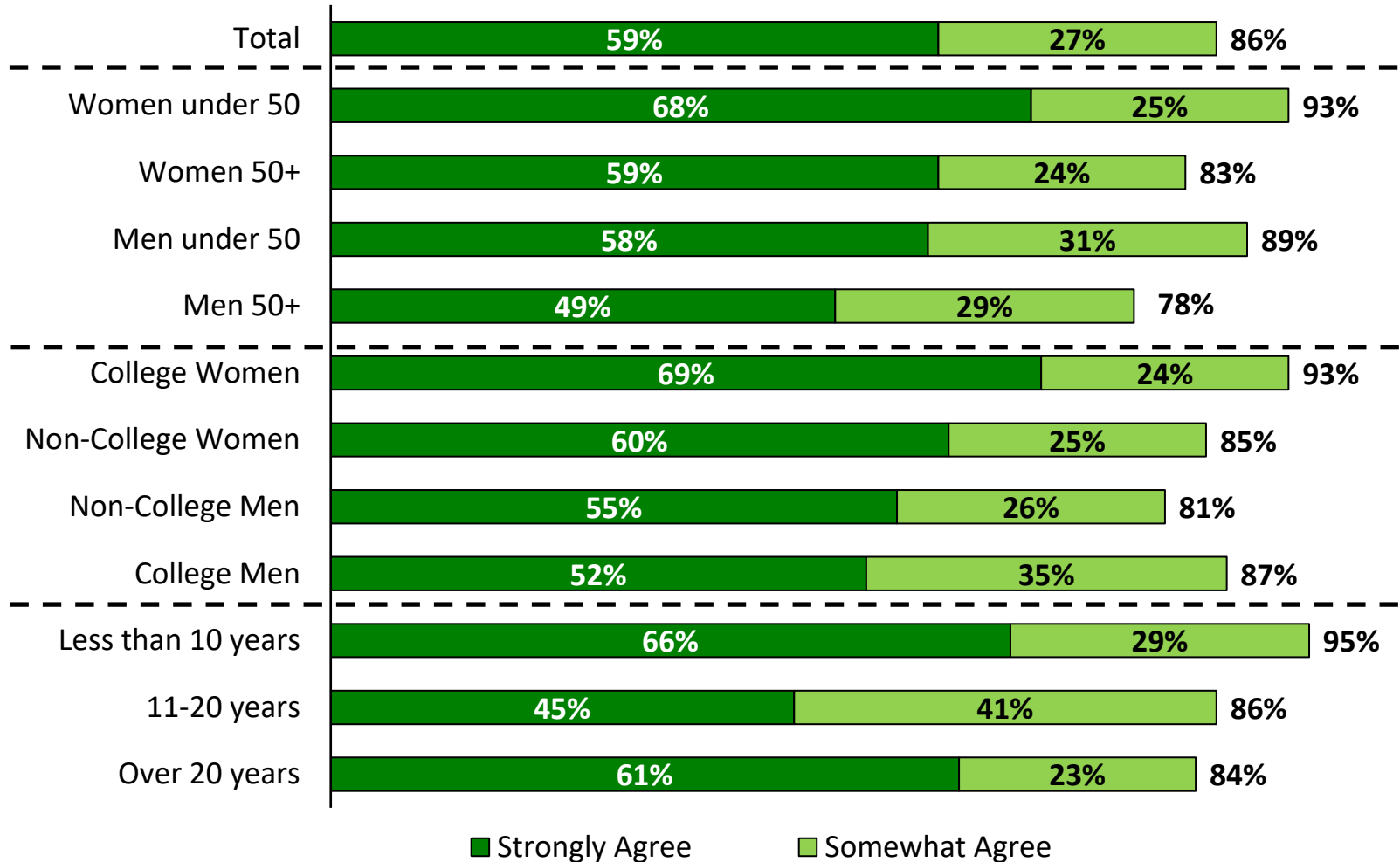
Need More Affordable Housing so Public Servants Can Live in Communities they Serve by City and LA City Council District



Q.17C Let me read to you a series of statements that have been made about housing in the San Fernando Valley. Please tell me whether you (ROTATE) agree or disagree with each statement. *We need more affordable housing options so that teachers, police, and other public service employees can afford to live in the community they serve.*

Women, Especially Those Under 50 and with College Degrees, See Most Need for Housing for Public Service Employees

Need More Affordable Housing so Public Servants Can Live in Communities they Serve
By Age/Gender, Gender/Education, and Length of Residency

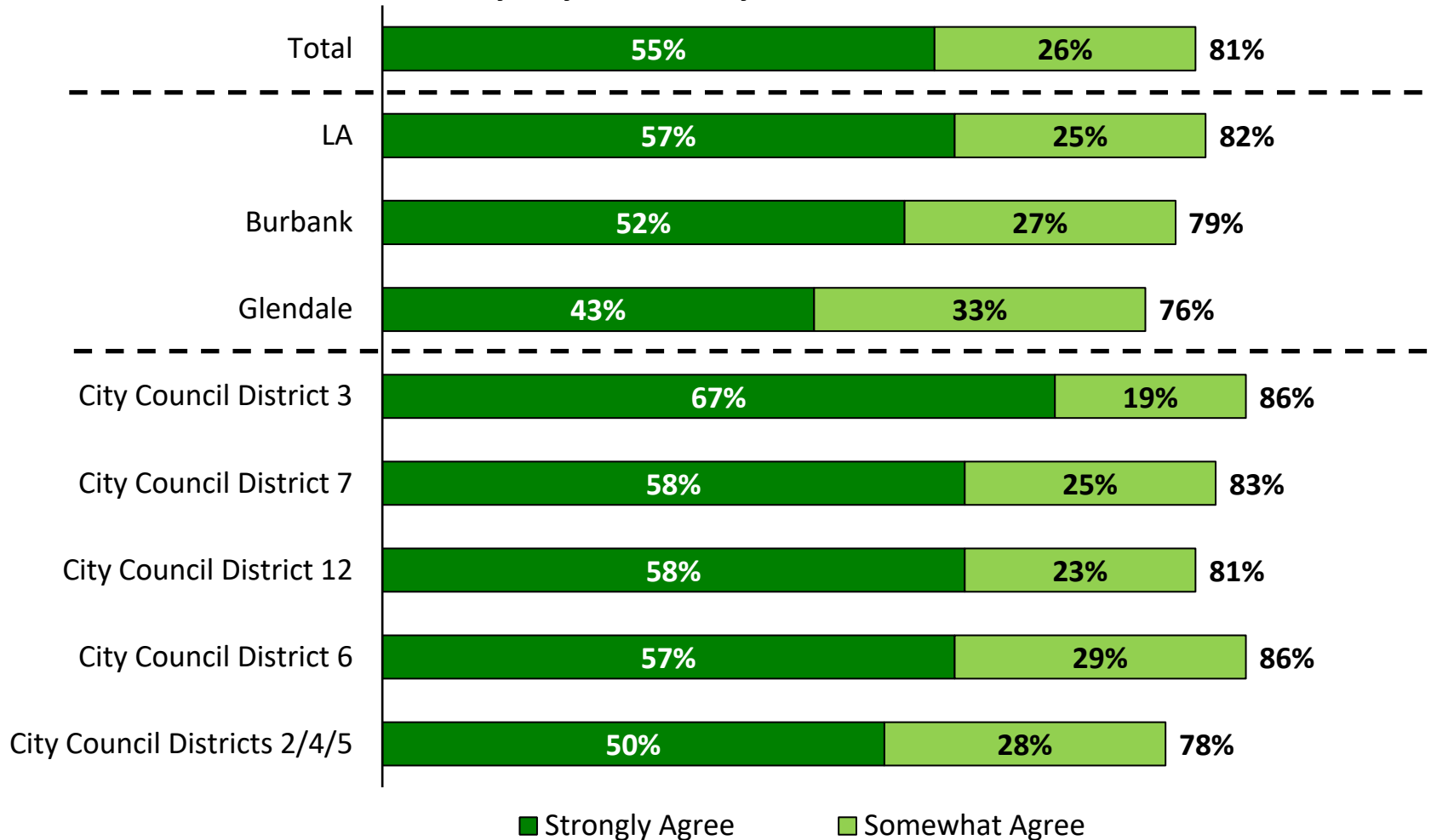


Q.17C Let me read to you a series of statements that have been made about housing in the San Fernando Valley. Please tell me whether you (ROTATE) agree or disagree with each statement. *We need more affordable housing options so that teachers, police, and other public service employees can afford to live in the community they serve.*

Majority Agree that More Housing Results in More Traffic

Glendale registers relatively less intense agreement

**More Housing Means More People, More Cars, and More Traffic
by City and LA City Council District**



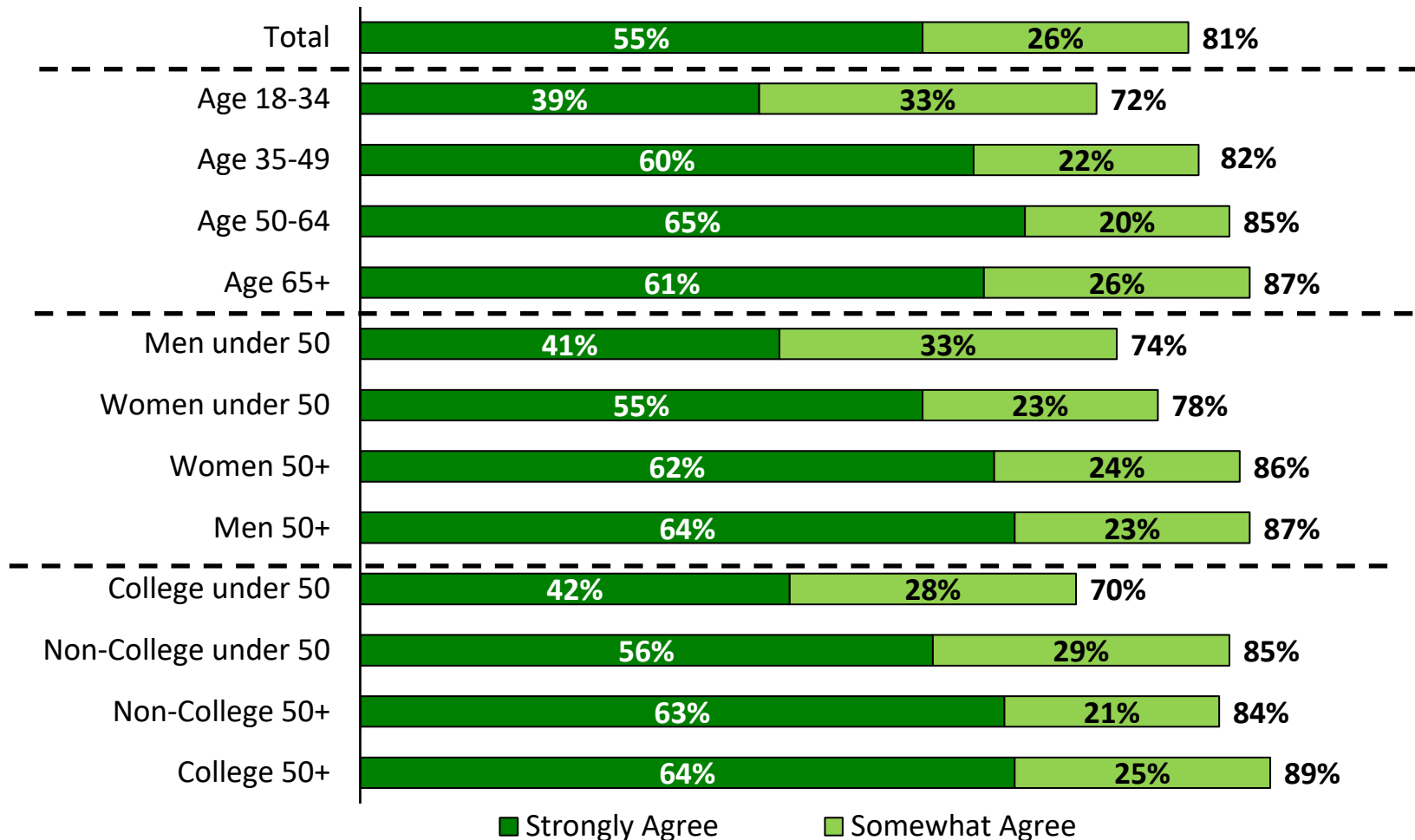
■ Strongly Agree

■ Somewhat Agree

Q.17D Let me read to you a series of statements that have been made about housing in the San Fernando Valley. Please tell me whether you (ROTATE) agree or disagree with each statement. *More housing means more people, more cars, more traffic, and more air pollution.*

Older Voters, Especially Men and Those with College Degrees, See Biggest Downsides to More Housing

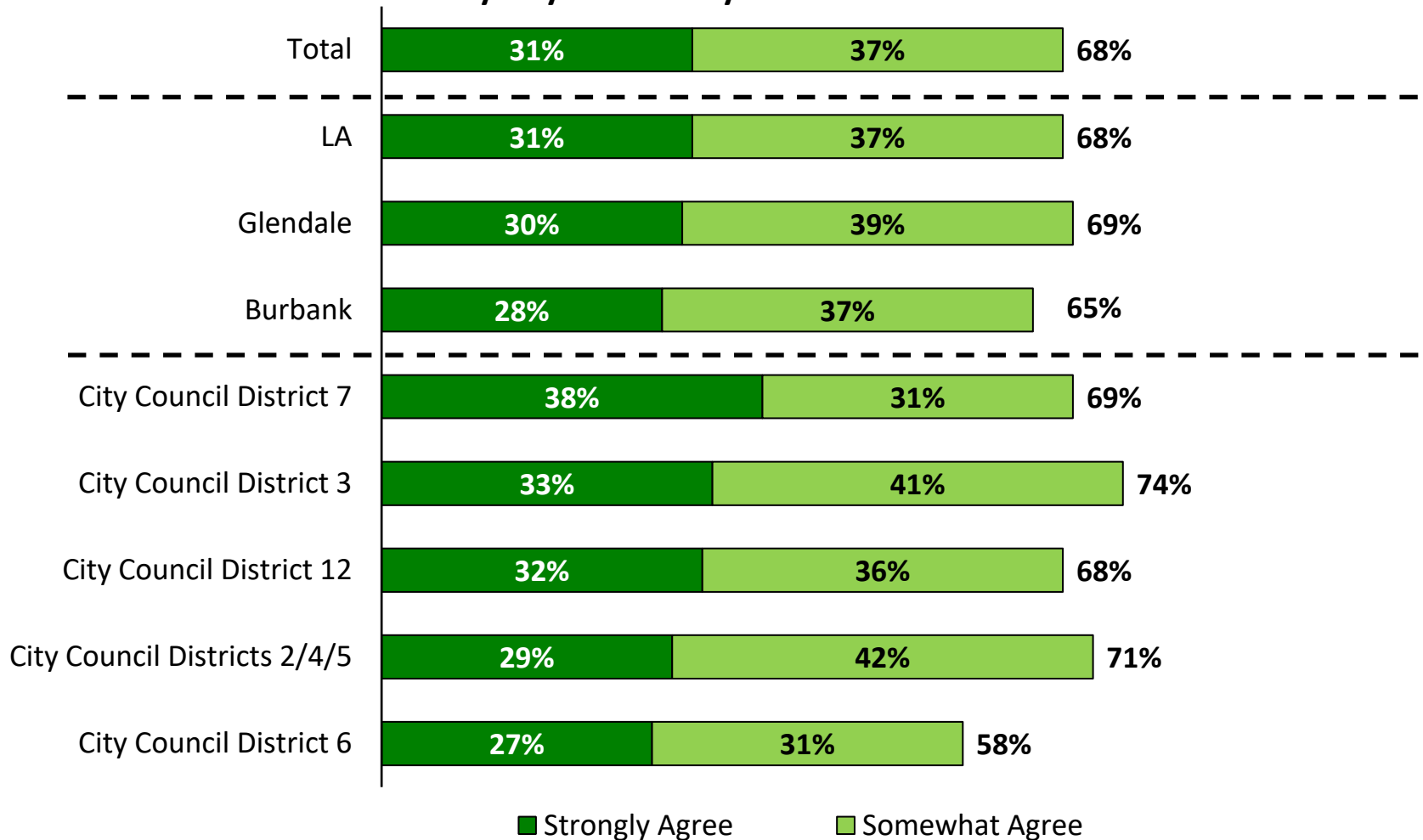
More Housing Means More People, More Cars, and More Traffic
By Age, Age/Gender, and Age/Education



Q.17D Let me read to you a series of statements that have been made about housing in the San Fernando Valley. Please tell me whether you (ROTATE) agree or disagree with each statement. More housing means more people, more cars, more traffic, and more air pollution.

Voters Across the Region Tend to Agree that More Modest Housing Will Attract More Low-Income Residents

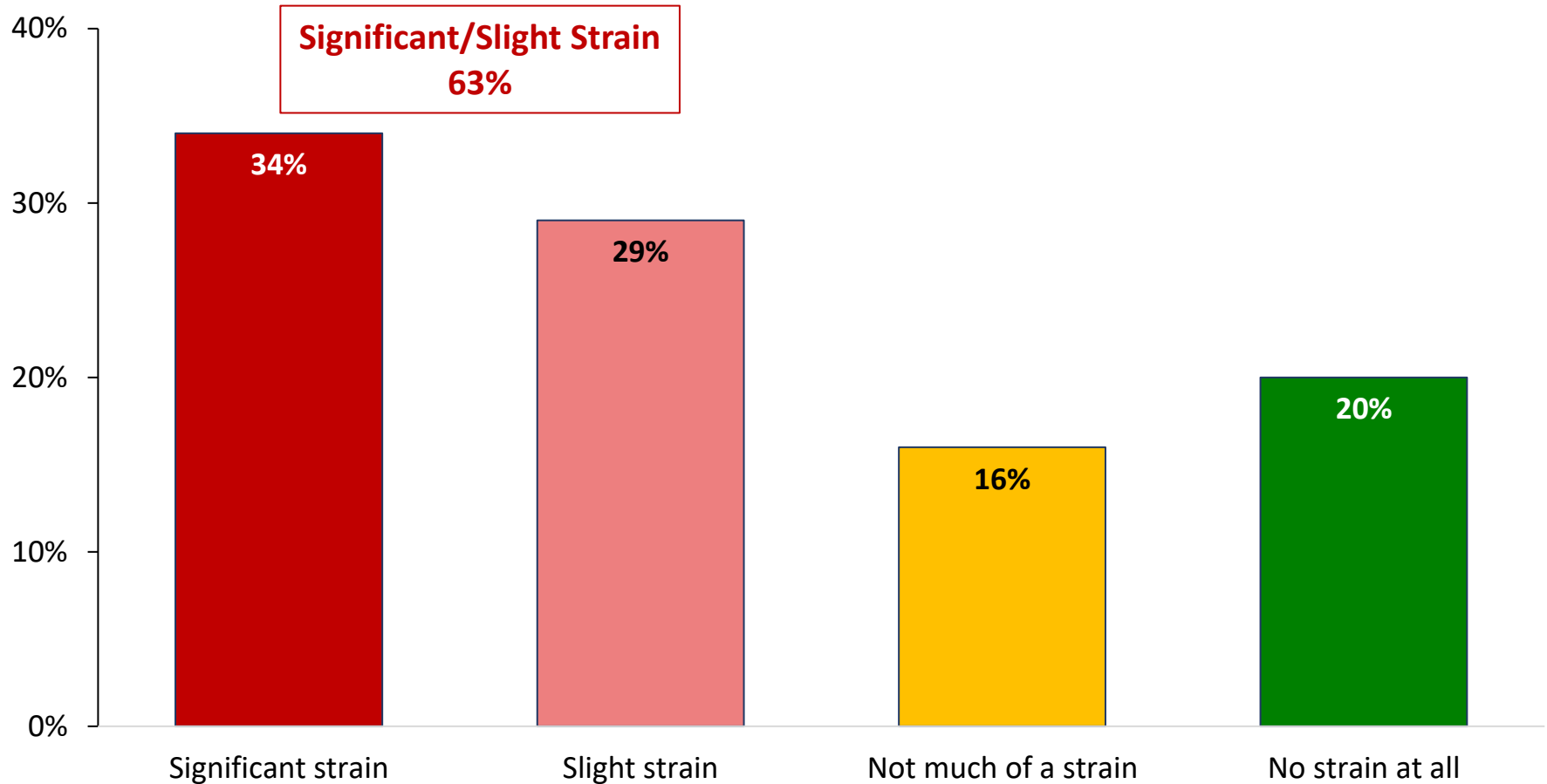
More Housing Will Lead to Low-Income Residents Moving in from Surrounding Communities
by City and LA City Council District



Q.17E Let me read to you a series of statements that have been made about housing in the San Fernando Valley. Please tell me whether you (ROTATE) agree or disagree with each statement. *Building more modest housing in the San Fernando Valley will attract more low-income residents from surrounding communities.*

Two-Thirds Say They Feel a Financial Strain on Their Budget From Housing Payments

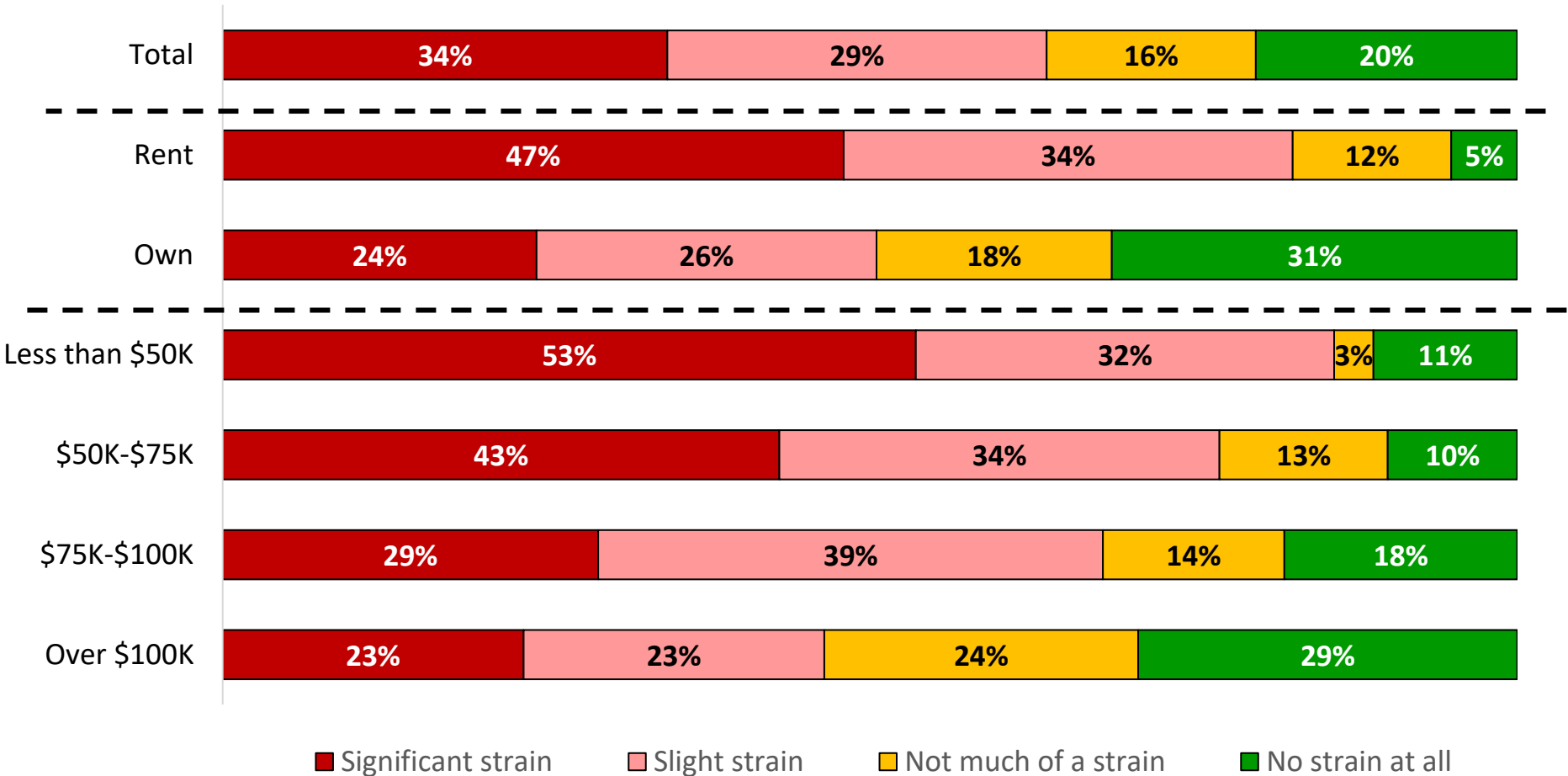
Strain of Housing Payments on Voters' Budgets



Q.20 (IF OWN OR RENT IN Q.19) How much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?

Lower-Income Voters and Renters are Most Likely to View Housing Payments as a Strain on Their Budget

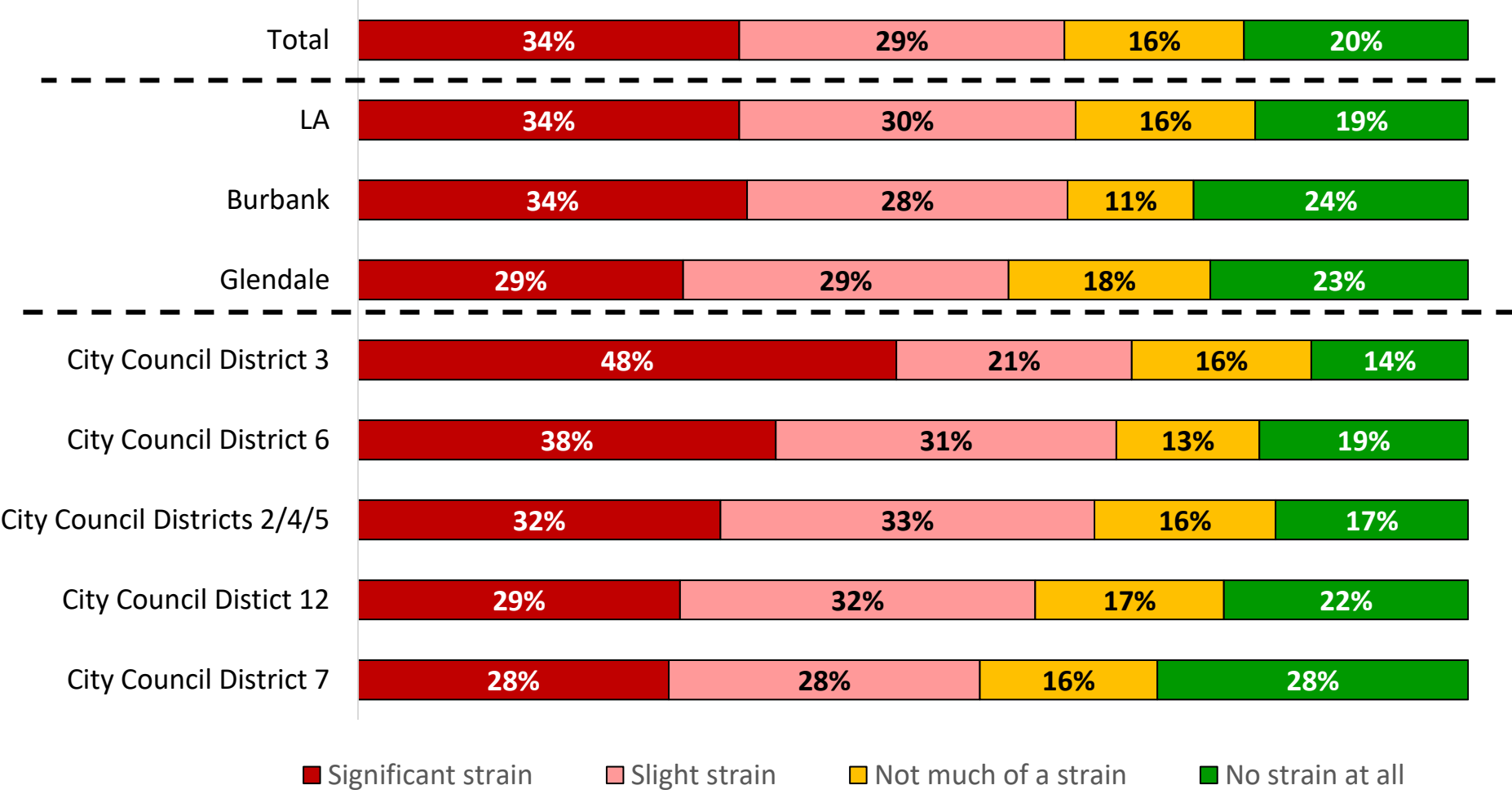
The Financial Strain of Rent/Mortgage Payments by Homeownership, Income



Q.20 (IF OWN OR RENT IN Q.19) How much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?

Majority Across Region Feel Strained by Housing Payments

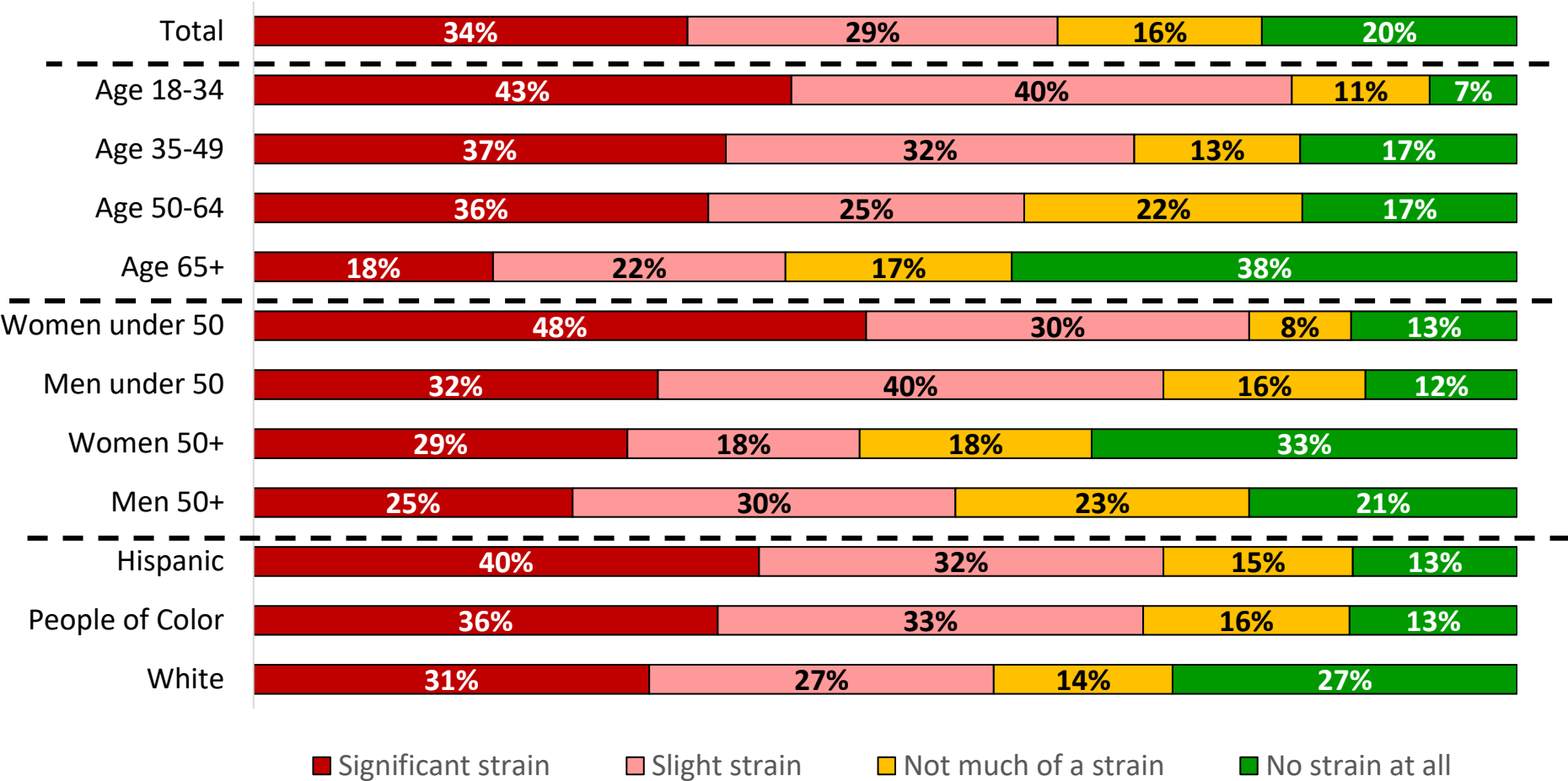
The Financial Strain of Rent/Mortgage Payments
by City and LA City Council District



Q.20 (IF OWN OR RENT IN Q.19) How much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?

Strain of Housing Payment Decreases with Age, Relatively Higher for People of Color

The Financial Strain of Rent/Mortgage Payments by Age, Gender/Age, and Race

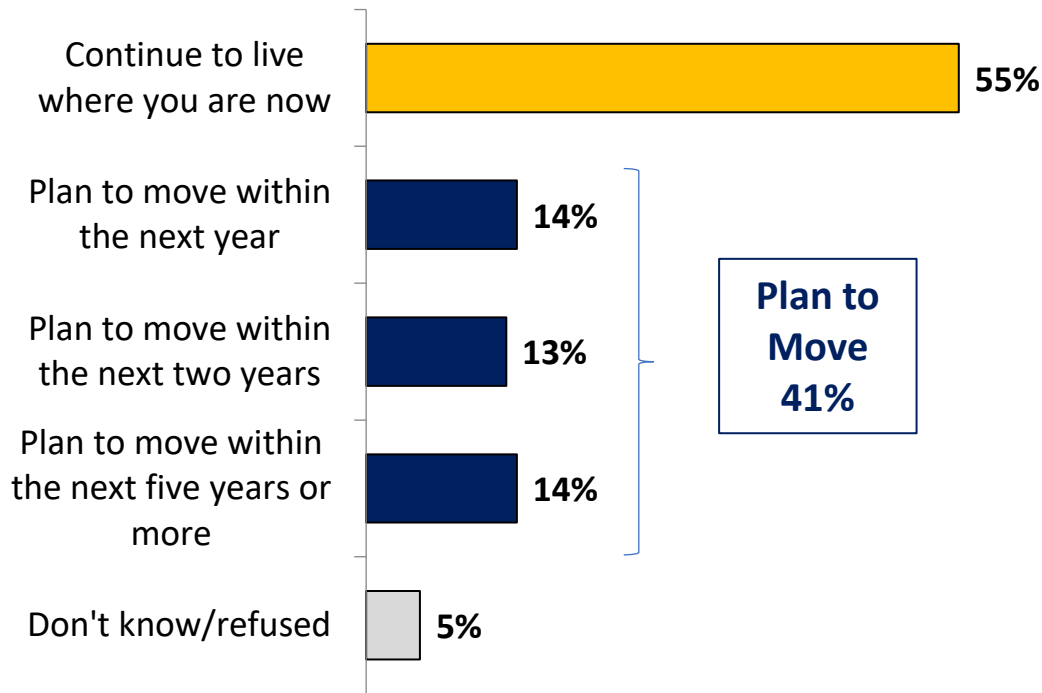


Q.20 (IF OWN OR RENT IN Q.19) How much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?

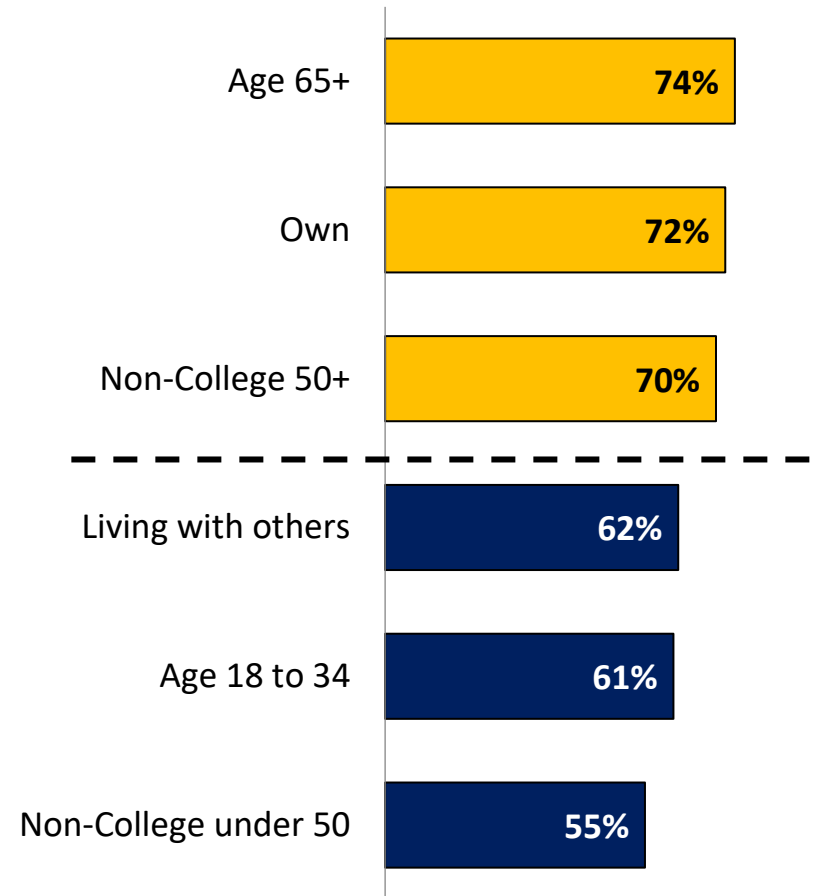
Just Over Half of Voters Have No Desire to Move

Younger voters are most likely to move; voters over 65 are least likely.

Continue to Stay or Move



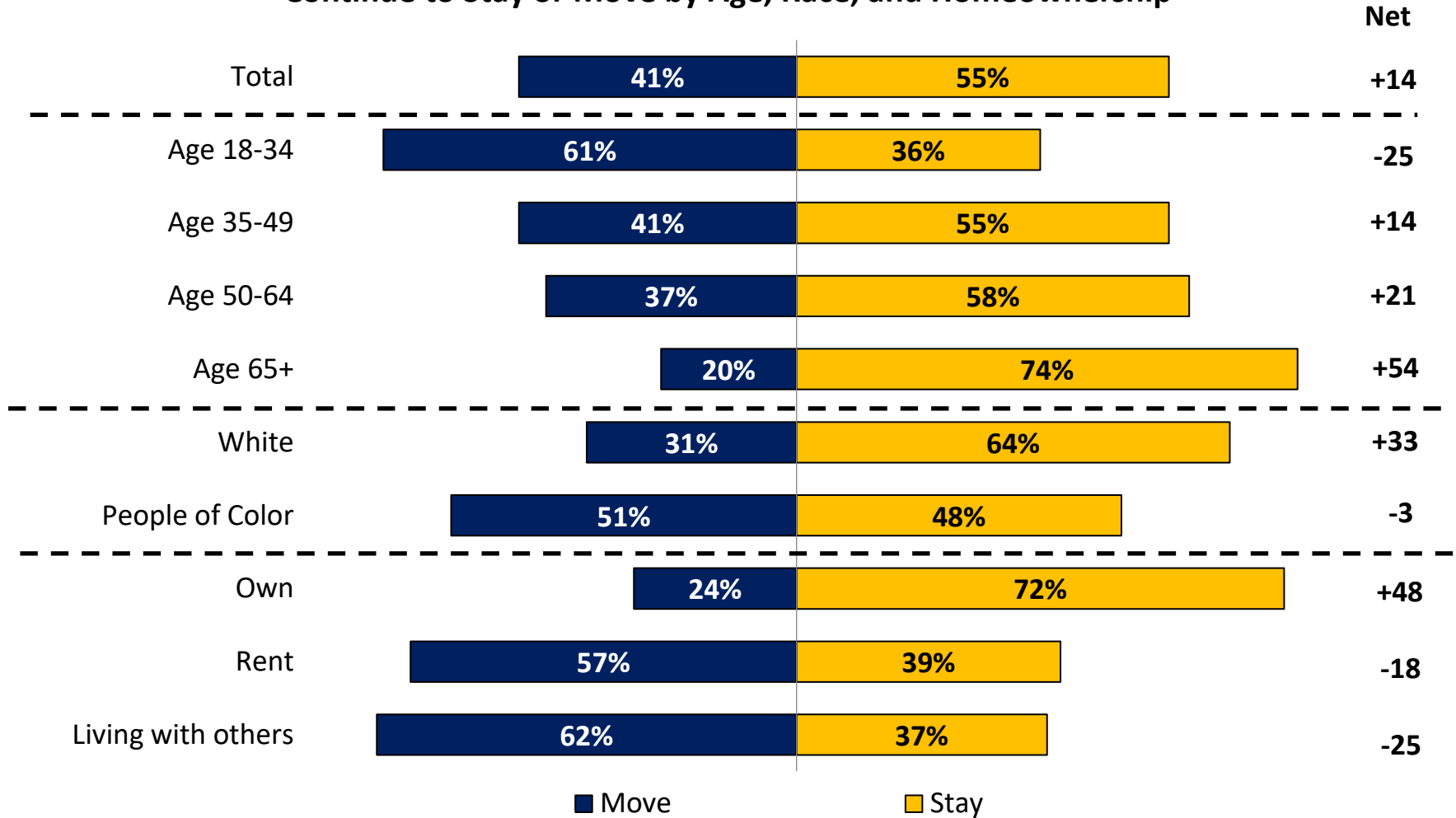
Key Demographic Groups



Q.21 As you think ahead, do you plan to (ROTATE) continue to live where you are now, or move to a new house or apartment?

Desire to Move Decreases with Age, Whites and Homeowners More Likely to Want to Stay in Homes

Continue to Stay or Move by Age, Race, and Homeownership



Q.21 As you think ahead, do you plan to (ROTATE) continue to live where you are now, or move to a new house or apartment?

National Association of REALTORS®

**CA San Fernando Valley Smart Growth Poll
June 2021**

American Strategies designed and administered this telephone survey conducted by professional interviewers. The survey reached 600 adults (479 weighted), age 18 or older, who indicated they were registered to vote in Burbank, Glendale, or Los Angeles, California. There were 100 interviews each in Burbank and Glendale, and interviews were down-weighted to reflect a representative sample of the region. The survey was conducted from June 27-30, 2021.

Seventy-four percent of respondents were reached on wireless phones, ten percent on VOIP phones, and seventeen percent on landlines. Quotas were assigned to reflect the demographic distribution of selected zip codes within San Fernando Valley in California, including Burbank, Glendale, and parts of the city of Los Angeles. The data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third-party vendor voter file. The overall margin of error is +/- 4.5%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.