

1127 - 11th Street  
Suite 1050  
Sacramento, CA 95814  
Office (916) 444-2727

**TO:** Interested Parties  
**FROM:** Jim Moore, JMM Research  
**RE:** 2018 housing bond survey results  
**DATE:** July 25, 2017

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JMM Research conducted a statewide survey<sup>1</sup> of likely voters on behalf of the Advocates for Affordable Housing to gauge voter support for an affordable housing bond that could be placed on the November 2018 ballot by initiative.

This memo outlines some key findings from the research.

**Voters strongly support the concept of a statewide affordable housing bond in an amount between \$6 billion and \$9 billion. Approval levels are at or near the 60% threshold, with less than 35% opposed.**

Two different bond amounts were tested in a split sample of the survey:

*Q: Would you support or oppose a \$6 billion/\$9 billion state bond to provide affordable housing for low-income seniors, families, veterans, homeless & persons with disabilities?*

	\$6 Billion	\$9 Billion
<b>SUPPORT</b>	64%	59%
<b>OPPOSE</b>	28%	35%
<b>NO OPINION</b>	8%	6%

This same high level of support was maintained after voters were read the ballot question and fiscal impact statement, which included the annual debt service amounts for each bond.

In a similar 2006 baseline survey JMM Research conducted for Proposition 1C - a \$3 billion housing bond measure - a nearly identical question scored 60% support and 32% opposed. Proposition 1C passed with 58% support.

**Many voters have had direct or firsthand exposure to the issue of housing affordability, making the topic 'ripe' and a part of the public discussion:**

- 63% know someone who has moved away because of high housing costs
- 51% believe they could not afford to live in an average-priced home, if they were moving into their community today
- 41% have a family member living with them because of housing costs
- 40% know someone who is, or has been homeless

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<sup>1</sup> From May 29 to June 7, 2017, JMM Research interviewed 800 likely November 2018 voters in California via telephone (landline and cell). The margin of error for the full sample was +/- 3.5% at the 95% confidence interval; margins of error for subgroups will be higher.