

# Hoover Institution Golden State Poll

Fieldwork by YouGov

April 14-28, 2015



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## 1. Confidence in job mobility *Bay Area, Central Valley, and Southern CA residents, age 18+, who reported being full-time, self, or part-time employed*

If you left your current job, how confident are you that you could find a new job in California in the next 6 months that pays as much as you are making now? Are you:

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Very confident	22%	39%	24%	12%	7%	22%	14%	25%	28%	21%	24%	18%	20%	26%
Somewhat confident	33%	41%	33%	28%	24%	31%	53%	38%	29%	37%	27%	36%	35%	29%
Somewhat unconfident	18%	10%	20%	20%	20%	17%	7%	16%	22%	19%	16%	17%	17%	18%
Not at all confident	24%	8%	20%	35%	47%	27%	16%	18%	14%	21%	28%	25%	26%	22%
Not sure	4%	2%	4%	5%	3%	3%	10%	3%	7%	3%	5%	4%	3%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(788)	(192)	(268)	(299)	(29)	(389)	(49)	(234)	(60)	(412)	(376)	(179)	(187)	(422)

	Total	CA Region			Home Ownership			Employment		Family Income		
		BA	CV	SC	Own	Rent	Other	Full & Self	Part	Under 40	40-100	100+
Very confident	22%	19%	27%	22%	21%	24%	19%	23%	20%	24%	23%	21%
Somewhat confident	33%	42%	25%	31%	28%	36%	43%	32%	33%	33%	33%	36%
Somewhat unconfident	18%	14%	17%	19%	21%	14%	17%	17%	20%	17%	18%	19%
Not at all confident	24%	20%	28%	24%	28%	21%	15%	24%	23%	23%	24%	24%
Not sure	4%	5%	4%	3%	3%	5%	6%	4%	4%	4%	3%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(788)	(155)	(137)	(496)	(389)	(329)	(64)	(603)	(185)	(223)	(308)	(180)

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## 2. Homeownership Bay Area, Central Valley, and Southern CA residents, age 18+

Thinking about the place you currently live most of the time, do you...

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Own it	45%	16%	39%	55%	77%	53%	23%	38%	45%	48%	42%	38%	38%	57%
Rent it	43%	52%	53%	39%	21%	36%	66%	49%	42%	41%	45%	49%	45%	34%
Neither own or rent. I live with homeowner/renter.	12%	32%	9%	6%	2%	11%	11%	14%	13%	12%	13%	13%	17%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(358)	(398)	(495)	(242)	(745)	(102)	(427)	(95)	(685)	(808)	(462)	(396)	(635)

	Total	CA Region			Party ID			Employment		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Full & Self	Part & Un	Under 40	40-100	100+
Own it	45%	49%	47%	43%	42%	63%	43%	49%	30%	23%	57%	71%
Rent it	43%	42%	42%	43%	47%	30%	42%	44%	51%	64%	35%	19%
Neither own or rent. I live with homeowner/renter.	12%	9%	11%	14%	11%	7%	15%	7%	19%	13%	8%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(297)	(293)	(903)	(591)	(311)	(392)	(599)	(301)	(528)	(525)	(251)

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## 3. Type of residential property owned *Bay Area, Central Valley, and Southern CA residents, age 18+, homeowners only*

Again, thinking about the place you currently live most of the time, which of the following best describes it?

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Single-family, large yards, houses farther apart	42%	48%	43%	43%	39%	40%	22%	43%	48%	43%	41%	40%	38%	46%
Single-family, small yards, houses close together	46%	41%	45%	49%	46%	47%	52%	47%	39%	47%	45%	51%	46%	43%
Multi-family (for example, townhome or duplex)	8%	8%	8%	7%	12%	9%	20%	8%	7%	7%	11%	5%	14%	8%
Apartment	3%	3%	4%	2%	4%	3%	6%	2%	6%	3%	3%	3%	2%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(710)	(70)	(166)	(287)	(187)	(415)	(25)	(175)	(40)	(353)	(357)	(193)	(159)	(358)

	Total	CA Region			Party ID			Employment		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Full & Self	Part & Un	Under 40	40-100	100+
Single-family, large yards, houses farther apart	42%	51%	49%	37%	38%	48%	41%	44%	38%	38%	41%	49%
Single-family, small yards, houses close together	46%	35%	46%	51%	47%	42%	51%	44%	49%	52%	47%	40%
Multi-family (for example, townhome or duplex)	8%	7%	4%	10%	11%	8%	6%	9%	12%	8%	9%	9%
Apartment	3%	6%	1%	2%	4%	2%	3%	3%	1%	3%	3%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(710)	(150)	(144)	(416)	(266)	(202)	(181)	(315)	(96)	(139)	(302)	(179)

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## 4. Cost to purchase home compared to housing you get Bay Area, Central Valley, and Southern CA residents, age 18+

Thinking about the housing market in California today, which of the following best describes what you think about the cost of purchasing a home in the part of California in which you live?

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Very expensive for the housing you get	44%	37%	42%	48%	49%	52%	35%	36%	46%	40%	48%	37%	46%	51%
Somewhat expensive for the housing you get	25%	27%	27%	25%	21%	25%	25%	27%	22%	28%	23%	25%	27%	25%
Price is about right for the housing you get	13%	14%	12%	11%	17%	12%	7%	15%	10%	14%	12%	15%	11%	12%
Somewhat inexpensive for the housing you get	6%	6%	5%	7%	3%	3%	14%	7%	11%	6%	5%	8%	3%	4%
Very inexpensive for the housing you get	5%	5%	4%	5%	6%	5%	10%	4%	4%	5%	5%	4%	8%	4%
Not sure	8%	11%	10%	5%	4%	4%	9%	12%	7%	7%	8%	11%	6%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1499)	(359)	(400)	(497)	(243)	(748)	(103)	(430)	(94)	(686)	(813)	(465)	(397)	(637)

	Total	CA Region			Home Ownership			Employment		Family Income		
		BA	CV	SC	Own	Rent	Other	Full & Self	Part & Un	Under 40	40-100	100+
Very expensive for the housing you get	44%	59%	27%	44%	38%	51%	42%	49%	43%	42%	45%	52%
Somewhat expensive for the housing you get	25%	19%	31%	26%	30%	21%	27%	28%	24%	21%	29%	23%
Price is about right for the housing you get	13%	6%	20%	13%	17%	8%	12%	12%	12%	11%	14%	15%
Somewhat inexpensive for the housing you get	6%	4%	9%	5%	6%	6%	2%	4%	9%	8%	5%	3%
Very inexpensive for the housing you get	5%	7%	4%	5%	5%	5%	5%	4%	3%	5%	5%	4%
Not sure	8%	5%	8%	8%	4%	9%	13%	3%	9%	12%	2%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1499)	(297)	(294)	(908)	(713)	(603)	(176)	(605)	(302)	(530)	(527)	(253)

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## 5. Competitiveness of housing market in area where currently living *Bay Area, Central Valley, and Southern CA residents, aged 18+*

Again, thinking about the housing market in California today, which of the following best describes the level of competition among buyers for homes in your price range. For example, in a VERY COMPETITIVE housing market, there is usually more than one offer to buy the same home and these offers are for more than the price asked by the seller. In a VERY UNCOMPETITIVE housing market, a buyer is usually able to purchase the home of their choice for less than the price asked by the seller. Please think about the housing market in the area in which you currently live.

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Very competitive	28%	29%	23%	28%	36%	32%	31%	24%	26%	27%	29%	25%	27%	33%
Somewhat competitive	27%	29%	28%	28%	22%	29%	21%	28%	37%	27%	27%	23%	29%	30%
Neither competitive nor uncompetitive	18%	14%	21%	18%	19%	17%	17%	18%	20%	20%	16%	21%	17%	16%
Somewhat uncompetitive	8%	9%	6%	8%	8%	6%	4%	9%	8%	9%	7%	9%	7%	7%
Very uncompetitive	3%	2%	3%	3%	2%	3%	2%	4%	1%	3%	2%	2%	4%	2%
Not sure	11%	11%	11%	10%	9%	7%	21%	12%	4%	9%	12%	15%	11%	6%
No available homes are in my price range	6%	5%	8%	6%	4%	7%	4%	5%	5%	5%	7%	6%	6%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1473)	(348)	(392)	(492)	(241)	(742)	(99)	(415)	(95)	(683)	(790)	(445)	(395)	(633)

	Total	CA Region			Home Ownership			Interest in News		Family Income		
		BA	CV	SC	Own	Rent	Other	Most time	Some or <	Under 40	40-100	100+
Very competitive	28%	52%	15%	24%	29%	31%	13%	39%	21%	24%	27%	40%
Somewhat competitive	27%	18%	31%	29%	30%	23%	32%	24%	32%	25%	31%	32%
Neither competitive nor uncompetitive	18%	9%	24%	19%	20%	14%	23%	14%	19%	19%	18%	13%
Somewhat uncompetitive	8%	5%	8%	9%	9%	7%	7%	7%	8%	9%	9%	6%
Very uncompetitive	3%	1%	3%	3%	2%	3%	2%	4%	2%	4%	3%	1%
Not sure	11%	8%	15%	10%	7%	12%	17%	7%	12%	13%	7%	4%
No available homes are in my price range	6%	7%	4%	6%	3%	8%	8%	6%	6%	8%	6%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1473)	(296)	(287)	(890)	(707)	(586)	(173)	(683)	(722)	(510)	(524)	(253)

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## 6. Competitiveness of housing market in area where would prefer to live Bay Area, Central Valley, and Southern CA residents, age 18+

Again, thinking about the housing market in California today, which of the following best describes the level of competition among buyers for homes in your price range. For example, in a VERY COMPETITIVE housing market, there is usually more than one offer to buy the same home and these offers are for more than the price asked by the seller. In a VERY UNCOMPETITIVE housing market, a buyer is usually able to purchase the home of their choice for less than the price asked by the seller. Please think about the housing market in any areas of California in which you would prefer to live.

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Very competitive	30%	31%	30%	29%	29%	31%	33%	29%	35%	29%	31%	24%	30%	36%
Somewhat competitive	23%	24%	25%	20%	22%	22%	16%	25%	30%	24%	21%	23%	22%	24%
Neither competitive nor uncompetitive	15%	15%	15%	18%	8%	14%	11%	17%	19%	14%	15%	15%	17%	14%
Somewhat uncompetitive	6%	7%	5%	6%	4%	7%	7%	4%	1%	6%	5%	5%	5%	6%
Very uncompetitive	3%	4%	4%	4%	3%	4%	3%	4%	1%	4%	3%	4%	3%	3%
Not sure	15%	14%	11%	16%	20%	13%	25%	14%	8%	15%	15%	18%	16%	10%
No available homes are in my price range	9%	6%	9%	8%	14%	9%	6%	7%	7%	7%	11%	11%	8%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1433)	(341)	(382)	(480)	(230)	(724)	(96)	(399)	(94)	(659)	(774)	(427)	(383)	(623)

	Total	CA Region			Home Ownership			Interest in News		Family Income		
		BA	CV	SC	Own	Rent	Other	Most time	Some or <	Under 40	40-100	100+
Very competitive	30%	42%	23%	28%	29%	35%	19%	35%	28%	23%	31%	42%
Somewhat competitive	23%	19%	22%	24%	24%	21%	24%	20%	27%	24%	23%	25%
Neither competitive nor uncompetitive	15%	10%	14%	17%	16%	12%	19%	12%	15%	16%	16%	10%
Somewhat uncompetitive	6%	5%	6%	6%	5%	5%	8%	5%	6%	6%	8%	2%
Very uncompetitive	3%	2%	2%	4%	2%	4%	4%	5%	3%	5%	3%	2%
Not sure	15%	13%	23%	13%	15%	13%	19%	14%	15%	15%	11%	12%
No available homes are in my price range	9%	10%	10%	8%	9%	9%	9%	10%	7%	11%	8%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1433)	(288)	(275)	(870)	(692)	(566)	(169)	(666)	(701)	(498)	(506)	(246)

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## 7. Biggest concerns about cost of purchasing home in area where currently living: Top concern Bay Area, Central Valley, and Southern CA residents, age 18+

What are your biggest concerns about the cost of purchasing a home in your area? Please rank your top three concerns.

% selecting as top concern	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Younger generations will have difficult time owning	28%	35%	22%	26%	36%	31%	22%	26%	27%	32%	25%	26%	32%	29%
Low-income individuals/families priced out of area	17%	20%	19%	16%	11%	15%	20%	22%	4%	14%	20%	21%	18%	12%
I'm being priced out of area in which I currently live	15%	16%	17%	17%	7%	18%	16%	13%	21%	16%	15%	12%	16%	19%
Middle-income individuals/families priced out	15%	9%	13%	17%	22%	18%	6%	12%	24%	15%	15%	12%	15%	18%
I'm forced to have longer commute than would like	7%	8%	8%	6%	7%	5%	12%	8%	11%	7%	7%	8%	7%	7%
I have no concerns	10%	6%	12%	11%	11%	10%	11%	11%	8%	11%	10%	11%	9%	11%
Not sure	7%	6%	9%	7%	6%	4%	12%	9%	6%	6%	8%	10%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1481)	(356)	(395)	(491)	(239)	(739)	(103)	(423)	(94)	(679)	(802)	(455)	(394)	(632)

% selecting as top concern	Total	CA Region			Party ID			Home Ownership		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Own	Rent	Under 40	40-100	100+
Younger generations will have difficult time owning	28%	23%	31%	29%	25%	38%	28%	33%	20%	23%	28%	39%
Low-income individuals/families priced out of area	17%	17%	18%	17%	18%	10%	19%	10%	24%	25%	12%	6%
I'm being priced out of area in which I currently live	15%	25%	6%	15%	16%	16%	16%	11%	22%	16%	16%	18%
Middle-income individuals/families priced out	15%	20%	15%	14%	18%	13%	15%	21%	11%	10%	18%	21%
I'm forced to have longer commute than would like	7%	7%	5%	8%	8%	8%	6%	6%	7%	6%	10%	5%
I have no concerns	10%	6%	14%	11%	9%	9%	9%	14%	8%	11%	10%	8%
Not sure	7%	3%	11%	7%	7%	6%	8%	5%	8%	10%	6%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1481)	(294)	(285)	(902)	(592)	(301)	(392)	(702)	(598)	(523)	(522)	(253)



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## 8. Support for more housing development in area where currently living *Bay Area, Central Valley, and Southern CA residents, age 18+*

Thinking about the possibility of more housing development in your area, do you support or oppose constructing more...

% responding strongly or somewhat support	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Apartment-only buildings	31%	42%	38%	23%	18%	27%	37%	34%	32%	32%	30%	30%	32%	31%
Buildings with both apartments & business spaces	34%	41%	39%	29%	24%	31%	30%	35%	37%	36%	31%	33%	31%	36%
Multi-family (for example, townhomes or duplexes)	40%	53%	45%	33%	29%	36%	42%	46%	38%	38%	42%	39%	43%	39%
Single-family, small yards, houses close together	39%	50%	42%	32%	32%	36%	40%	42%	42%	38%	40%	35%	42%	41%
Single-family, large yards, houses farther apart	53%	60%	58%	48%	47%	50%	55%	59%	47%	51%	56%	54%	52%	54%
(Unweighted N)	(1440)	(340)	(383)	(483)	(234)	(729)	(96)	(399)	(94)	(667)	(773)	(433)	(382)	(625)

% responding strongly or somewhat support	Total	CA Region			Party ID			Home Ownership		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Own	Rent	Under 40	40-100	100+
Apartment-only buildings	31%	36%	26%	30%	38%	23%	27%	20%	42%	36%	29%	29%
Buildings with both apartments & business spaces	34%	40%	29%	33%	41%	29%	32%	27%	40%	38%	32%	36%
Multi-family (for example, townhomes or duplexes)	40%	45%	38%	39%	47%	33%	37%	29%	49%	45%	40%	39%
Single-family, small yards, houses close together	39%	42%	35%	39%	44%	39%	34%	35%	42%	38%	41%	47%
Single-family, large yards, houses farther apart	53%	46%	52%	56%	52%	58%	53%	48%	55%	57%	52%	58%
(Unweighted N)	(1440)	(287)	(277)	(876)	(576)	(297)	(384)	(693)	(571)	(504)	(501)	(251)

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## 9. Support for changes to state public policy affecting housing: Relaxing CEQA Bay Area, Central Valley, and Southern CA residents, aged 18+

Some people have suggested making changes to public policies that affect housing in California. Considering six of these ideas, do you support or oppose...The state government in Sacramento relaxing the California Environmental Quality Act (CEQA) to allow for building more housing

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	14%	13%	13%	13%	15%	13%	18%	14%	7%	15%	12%	15%	12%	14%
Somewhat support	19%	19%	19%	20%	15%	17%	14%	21%	23%	18%	19%	19%	20%	17%
Neither support nor oppose	32%	44%	37%	26%	21%	27%	43%	36%	38%	34%	31%	38%	36%	24%
Somewhat oppose	17%	14%	19%	15%	21%	19%	12%	16%	18%	17%	17%	15%	15%	20%
Strongly oppose	19%	10%	12%	26%	28%	25%	12%	13%	15%	16%	22%	13%	16%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1457)	(344)	(384)	(487)	(242)	(739)	(96)	(406)	(94)	(675)	(782)	(432)	(394)	(631)

	Total	CA Region			Party ID			Home Ownership		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Own	Rent	Under 40	40-100	100+
Strongly support	14%	15%	11%	14%	12%	22%	12%	15%	14%	14%	13%	15%
Somewhat support	19%	13%	18%	21%	17%	19%	20%	18%	20%	21%	20%	16%
Neither support nor oppose	32%	33%	35%	32%	27%	28%	34%	25%	37%	37%	30%	25%
Somewhat oppose	17%	17%	18%	17%	19%	16%	18%	19%	14%	15%	18%	19%
Strongly oppose	19%	24%	19%	17%	25%	14%	15%	23%	16%	14%	19%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1457)	(291)	(279)	(887)	(580)	(308)	(383)	(702)	(580)	(508)	(516)	(252)

# Hoover Institution Golden State Poll

Fieldwork by YouGov

April 14-28, 2015



## 10. Support for changes to state public policy affecting housing: Subsidizing public transport Bay Area, Central Valley, and Southern CA residents, age 18+

Some people have suggested making changes to public policies that affect housing in California. Considering six of these ideas, do you support or oppose...The state government in Sacramento subsidizing regional public transportation systems to make it easier for Californians to live further away from where they work

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	26%	28%	30%	23%	24%	26%	29%	25%	29%	25%	27%	22%	27%	30%
Somewhat support	28%	24%	25%	32%	28%	28%	31%	26%	29%	26%	30%	28%	25%	29%
Neither support nor oppose	28%	32%	32%	23%	23%	24%	27%	32%	28%	26%	29%	34%	29%	20%
Somewhat oppose	9%	11%	6%	9%	9%	9%	1%	8%	12%	9%	8%	8%	9%	9%
Strongly oppose	10%	5%	7%	14%	16%	12%	12%	8%	3%	14%	7%	9%	10%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1459)	(345)	(385)	(487)	(242)	(740)	(97)	(406)	(94)	(675)	(784)	(434)	(394)	(631)

	Total	CA Region			Party ID			Home Ownership		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Own	Rent	Under 40	40-100	100+
Strongly support	26%	31%	26%	25%	37%	15%	22%	20%	32%	28%	27%	24%
Somewhat support	28%	26%	30%	28%	32%	29%	24%	30%	26%	29%	28%	29%
Neither support nor oppose	28%	24%	27%	29%	20%	25%	32%	26%	29%	29%	27%	20%
Somewhat oppose	9%	9%	6%	9%	6%	13%	10%	9%	6%	8%	8%	12%
Strongly oppose	10%	11%	12%	10%	5%	19%	11%	15%	7%	7%	10%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1459)	(293)	(282)	(884)	(584)	(307)	(384)	(703)	(582)	(509)	(518)	(252)

# Hoover Institution Golden State Poll

Fieldwork by YouGov

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## 11. Support for changes to state public policy affecting housing: Increase renter's tax credit Bay Area, Central Valley, and Southern CA residents, age 18+

Some people have suggested making changes to public policies that affect housing in California. Considering six of these ideas, do you support or oppose...The state government in Sacramento increasing the state income tax credit for renters

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	20%	13%	22%	23%	18%	21%	37%	17%	10%	20%	19%	20%	19%	19%
Somewhat support	20%	19%	20%	19%	24%	22%	15%	18%	29%	20%	21%	18%	19%	23%
Neither support nor oppose	32%	35%	30%	31%	31%	30%	27%	34%	38%	32%	32%	34%	33%	28%
Somewhat oppose	14%	19%	15%	11%	11%	13%	6%	17%	16%	14%	14%	13%	13%	15%
Strongly oppose	15%	14%	14%	16%	15%	15%	15%	15%	8%	15%	15%	15%	17%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1450)	(341)	(381)	(486)	(242)	(739)	(94)	(405)	(91)	(674)	(776)	(429)	(393)	(628)

	Total	CA Region			Party ID			Home Ownership		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Own	Rent	Under 40	40-100	100+
Strongly support	20%	21%	18%	20%	27%	14%	16%	11%	31%	24%	20%	14%
Somewhat support	20%	22%	20%	20%	22%	18%	22%	21%	20%	19%	21%	27%
Neither support nor oppose	32%	34%	32%	31%	31%	28%	29%	35%	26%	30%	31%	29%
Somewhat oppose	14%	13%	12%	14%	11%	17%	15%	16%	11%	13%	15%	14%
Strongly oppose	15%	10%	17%	16%	9%	23%	18%	17%	12%	14%	13%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1450)	(286)	(282)	(882)	(577)	(308)	(382)	(701)	(576)	(504)	(517)	(250)

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## 12. Support for changes to local public policy affecting housing: Relax open space requirements Bay Area, Central Valley, and Southern CA residents, age 18+

Some people have suggested making changes to public policies that affect housing in California. Considering six of these ideas, do you support or oppose...Your local government relaxing requirements for undeveloped open spaces to allow for building more housing

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	12%	14%	13%	13%	9%	11%	18%	14%	8%	13%	12%	14%	14%	10%
Somewhat support	24%	31%	24%	21%	20%	20%	21%	29%	25%	26%	22%	27%	21%	22%
Neither support nor oppose	30%	38%	36%	26%	18%	27%	41%	35%	27%	29%	30%	32%	36%	24%
Somewhat oppose	16%	10%	17%	15%	21%	19%	9%	10%	26%	14%	17%	12%	14%	21%
Strongly oppose	18%	8%	10%	25%	32%	24%	11%	12%	14%	18%	19%	16%	15%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1459)	(345)	(383)	(489)	(242)	(740)	(95)	(409)	(94)	(676)	(783)	(434)	(393)	(632)

	Total	CA Region			Party ID			Home Ownership		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Own	Rent	Under 40	40-100	100+
Strongly support	12%	10%	10%	14%	15%	14%	9%	10%	16%	14%	14%	11%
Somewhat support	24%	24%	19%	25%	22%	22%	29%	21%	28%	27%	20%	26%
Neither support nor oppose	30%	22%	32%	32%	27%	22%	30%	26%	31%	34%	29%	21%
Somewhat oppose	16%	18%	22%	13%	17%	21%	15%	19%	12%	11%	18%	22%
Strongly oppose	18%	26%	17%	17%	20%	21%	18%	24%	14%	15%	19%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1459)	(289)	(285)	(885)	(584)	(307)	(384)	(703)	(580)	(507)	(518)	(251)

# Hoover Institution Golden State Poll

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## 13. Support for changes to local public policy affecting housing: Change zoning laws Bay Area, Central Valley, and Southern CA residents, age 18+

Some people have suggested making changes to public policies that affect housing in California. Considering six of these ideas, do you support or oppose...Your local government changing residential and business zoning laws to allow for building more housing

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	11%	11%	13%	9%	10%	11%	20%	11%	6%	12%	10%	11%	13%	10%
Somewhat support	27%	30%	30%	26%	19%	24%	24%	29%	40%	28%	26%	27%	27%	27%
Neither support nor oppose	33%	41%	38%	31%	21%	30%	45%	38%	26%	33%	34%	37%	36%	28%
Somewhat oppose	16%	10%	13%	17%	26%	18%	2%	13%	20%	14%	17%	14%	14%	19%
Strongly oppose	14%	8%	7%	17%	25%	18%	9%	9%	8%	13%	14%	12%	11%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1456)	(344)	(385)	(487)	(240)	(735)	(95)	(411)	(93)	(677)	(779)	(432)	(393)	(631)

	Total	CA Region			Party ID			Home Ownership		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Own	Rent	Under 40	40-100	100+
Strongly support	11%	10%	10%	12%	14%	11%	8%	8%	15%	13%	11%	9%
Somewhat support	27%	31%	24%	26%	30%	25%	27%	21%	32%	28%	27%	28%
Neither support nor oppose	33%	28%	37%	34%	29%	25%	36%	30%	35%	38%	31%	26%
Somewhat oppose	16%	17%	17%	15%	15%	20%	17%	21%	10%	12%	17%	18%
Strongly oppose	14%	15%	13%	13%	12%	19%	13%	21%	7%	10%	13%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1456)	(292)	(283)	(881)	(577)	(306)	(385)	(701)	(578)	(506)	(515)	(252)

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## 14. Support for changes to local public policy affecting housing: More rent control laws Bay Area, Central Valley, and Southern CA residents, age 18+

Some people have suggested making changes to public policies that affect housing in California. Considering six of these ideas, do you support or oppose...Your local government passing more rent control laws

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	22%	20%	23%	22%	25%	18%	38%	26%	21%	19%	26%	26%	21%	19%
Somewhat support	25%	27%	27%	24%	21%	23%	21%	28%	24%	24%	26%	28%	26%	21%
Neither support nor oppose	30%	37%	31%	27%	26%	30%	28%	29%	34%	30%	31%	29%	31%	31%
Somewhat oppose	10%	8%	9%	10%	12%	12%	2%	9%	12%	11%	9%	7%	8%	13%
Strongly oppose	13%	8%	10%	17%	17%	17%	12%	9%	10%	17%	9%	9%	14%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1459)	(345)	(384)	(490)	(240)	(738)	(97)	(408)	(94)	(674)	(785)	(437)	(391)	(631)

	Total	CA Region			Party ID			Home Ownership		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Own	Rent	Under 40	40-100	100+
Strongly support	22%	25%	13%	24%	34%	11%	16%	16%	31%	27%	22%	13%
Somewhat support	25%	20%	33%	24%	25%	26%	26%	21%	28%	28%	24%	24%
Neither support nor oppose	30%	32%	31%	30%	27%	23%	33%	33%	26%	29%	30%	28%
Somewhat oppose	10%	9%	15%	8%	7%	17%	10%	13%	6%	6%	12%	15%
Strongly oppose	13%	14%	9%	14%	6%	23%	15%	18%	9%	9%	13%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1459)	(292)	(284)	(883)	(579)	(307)	(387)	(702)	(580)	(505)	(517)	(252)

# Hoover Institution Golden State Poll

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## 15. Support for changes to state and local public policy affecting housing: 6 policies compared Bay Area, Central Valley, and Southern CA residents, age 18+

Some people have suggested making changes to public policies that affect housing in California. Considering six of these ideas, do you support or oppose...

% responding strongly or somewhat support	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
<b>The state government in Sacramento:</b>														
Relaxing CEQA to allow for building more housing	32%	32%	33%	33%	30%	30%	33%	35%	29%	34%	31%	34%	32%	31%
Subsidizing regional public transportation	54%	52%	55%	55%	52%	55%	60%	51%	58%	51%	57%	50%	51%	60%
Increasing the state income tax credit for renters	40%	32%	42%	42%	43%	42%	52%	34%	39%	40%	40%	38%	38%	42%
<b>Your local government:</b>														
Relaxing undeveloped open space requirements	36%	45%	37%	34%	29%	31%	38%	43%	33%	39%	34%	41%	36%	32%
Changing residential and business zoning laws	38%	41%	43%	35%	29%	34%	44%	40%	46%	40%	35%	38%	39%	36%
Passing more rent control laws	47%	47%	50%	45%	46%	41%	59%	54%	45%	43%	51%	54%	47%	40%
(Unweighted N responding to CEQA item)	(1457)	(344)	(384)	(487)	(242)	(739)	(96)	(406)	(94)	(675)	(782)	(432)	(394)	(631)

% responding strongly or somewhat support	Total	CA Region			Party ID			Home Ownership		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Own	Rent	Under 40	40-100	100+
<b>The state government in Sacramento:</b>												
Relaxing CEQA to allow for building more housing	32%	27%	28%	35%	28%	42%	33%	33%	34%	34%	33%	31%
Subsidizing regional public transportation	54%	57%	55%	52%	69%	44%	47%	50%	58%	57%	55%	54%
Increasing the state income tax credit for renters	40%	44%	38%	39%	49%	32%	38%	32%	52%	43%	41%	41%
<b>Your local government:</b>												
Relaxing undeveloped open space requirements	36%	34%	30%	39%	37%	37%	38%	31%	44%	41%	35%	36%
Changing residential and business zoning laws	38%	40%	33%	38%	44%	36%	35%	29%	47%	41%	38%	38%
Passing more rent control laws	47%	45%	46%	48%	60%	37%	42%	36%	60%	55%	46%	37%
(Unweighted N responding to CEQA item)	(1457)	(291)	(279)	(887)	(580)	(308)	(383)	(702)	(580)	(508)	(516)	(252)



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Fieldwork by YouGov

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## 16. Public policy change that would do most to reduce cost of purchasing a home Bay Area, Central Valley, and Southern CA residents, age 18+

There is a lot of talk of the high price of housing in California. Whether or not you support or oppose these changes to public policy, which of these do you think would do the most to reduce the cost of PURCHASING A HOME in the area where you live?

% responding would do most to reduce cost	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
<b>The state government in Sacramento:</b>														
Relaxing CEQA to allow for building more housing	4%	4%	6%	3%	5%	6%	2%	4%	0%	4%	5%	3%	6%	5%
Subsidizing regional public transportation	6%	5%	6%	8%	4%	6%	5%	7%	7%	6%	6%	6%	6%	6%
Increasing the state income tax credit for renters	4%	4%	7%	4%	2%	4%	6%	4%	10%	5%	4%	4%	5%	5%
<b>Your local government:</b>														
Relaxing undeveloped open space requirements	26%	32%	24%	22%	30%	27%	21%	27%	21%	25%	27%	28%	26%	25%
Changing residential and business zoning laws	27%	25%	24%	30%	27%	29%	25%	23%	24%	27%	26%	24%	27%	30%
Passing more rent control laws	32%	31%	32%	33%	31%	28%	40%	36%	38%	32%	32%	36%	31%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1446)	(354)	(383)	(476)	(233)	(719)	(101)	(414)	(90)	(661)	(785)	(454)	(384)	(608)

% responding would do most to reduce cost	Total	CA Region			Party ID			Home Ownership		Family Income		
		BA	CV	SC	Dem	Rep	Ind	Own	Rent	Under 40	40-100	100+
<b>The state government in Sacramento:</b>												
Relaxing CEQA to allow for building more housing	4%	2%	4%	5%	4%	6%	5%	6%	3%	3%	6%	4%
Subsidizing regional public transportation	6%	4%	7%	7%	9%	5%	5%	6%	6%	6%	8%	4%
Increasing the state income tax credit for renters	4%	5%	5%	4%	5%	4%	5%	5%	4%	4%	4%	6%
<b>Your local government:</b>												
Relaxing undeveloped open space requirements	26%	28%	26%	26%	25%	30%	22%	28%	24%	24%	29%	27%
Changing residential and business zoning laws	27%	31%	28%	25%	28%	27%	27%	29%	26%	26%	23%	37%
Passing more rent control laws	32%	30%	31%	33%	31%	28%	37%	27%	37%	36%	30%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1446)	(287)	(282)	(877)	(582)	(294)	(377)	(680)	(585)	(515)	(514)	(240)

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## 17. Considered moving because of cost of housing Bay Area, Central Valley, and Southern CA residents, age 18+

Thinking about the last year, has the cost of housing in your area made you consider moving? Select all that apply.

% total >100% because more than one selection allowed if respondent had considered moving	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Yes, to another home in this same area	7%	11%	8%	6%	2%	7%	10%	8%	5%	7%	8%	6%	7%	9%
Yes, to another area in California	17%	27%	24%	8%	7%	15%	19%	19%	13%	16%	17%	15%	22%	15%
Yes, to somewhere outside California	22%	21%	23%	25%	15%	26%	14%	17%	13%	22%	22%	18%	25%	25%
No, I have not considered moving	48%	35%	43%	51%	69%	51%	46%	46%	56%	49%	46%	48%	41%	52%
Not sure	11%	13%	13%	11%	7%	7%	14%	15%	16%	10%	12%	15%	11%	7%
(Unweighted N)	(1500)	(360)	(400)	(497)	(243)	(748)	(103)	(430)	(95)	(687)	(813)	(465)	(398)	(637)

% total >100% because more than one selection allowed if respondent had considered moving	Total	CA Region			Home Ownership			Employment		Family Income		
		BA	CV	SC	Own	Rent	Other	Full & Self	Part & Un	Under 40	40-100	100+
Yes, to another home in this same area	7%	5%	8%	8%	4%	10%	7%	8%	13%	8%	7%	8%
Yes, to another area in California	17%	17%	14%	18%	8%	23%	29%	20%	19%	19%	16%	13%
Yes, to somewhere outside California	22%	17%	20%	24%	21%	24%	22%	26%	21%	23%	21%	26%
No, I have not considered moving	48%	54%	53%	44%	62%	37%	35%	46%	40%	41%	52%	56%
Not sure	11%	11%	9%	12%	8%	14%	15%	9%	13%	15%	7%	4%
(Unweighted N)	(1500)	(297)	(294)	(909)	(713)	(604)	(176)	(605)	(302)	(530)	(527)	(253)

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## 18. Family or friends moved out of state because of housing market *Bay Area, Central Valley, and Southern CA residents, age 18+*

Thinking about the last year, did one of your family members or friends move out of the state because of the housing market in California?

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Yes	29%	31%	33%	27%	24%	27%	31%	32%	21%	28%	30%	28%	32%	28%
No	59%	54%	53%	63%	68%	66%	54%	52%	66%	60%	58%	56%	57%	64%
Not sure	12%	15%	14%	10%	8%	7%	15%	17%	13%	12%	12%	16%	11%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(358)	(398)	(494)	(243)	(746)	(102)	(428)	(93)	(685)	(808)	(463)	(396)	(634)

	Total	CA Region			Home Ownership			Employment		Family Income		
		BA	CV	SC	Own	Rent	Other	Full & Self	Part & Un	Under 40	40-100	100+
Yes	29%	26%	17%	33%	27%	33%	24%	37%	27%	30%	33%	25%
No	59%	65%	68%	55%	65%	54%	59%	56%	59%	54%	62%	69%
Not sure	12%	9%	15%	12%	9%	14%	18%	8%	14%	16%	6%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(294)	(293)	(906)	(711)	(599)	(176)	(602)	(299)	(528)	(525)	(252)

## 19. California regional sample specification

	<u>Unweighted N</u>	<u>% of sample</u>	<u>E-1 pop. est. (as of 01/01/15)*</u>	<u>% of 3 region pop.</u>		<u>Unweighted N</u>	<u>% of sample</u>	<u>E-1 pop. est. (as of 01/01/15)*</u>	<u>% of 3 region pop.</u>
<b>SF Bay Area</b>	(297)	19.9%	7,510,942	20.3%	<b>Central Valley</b>	(294)	19.6%	6,869,836	18.5%
Alameda County	(58)	3.9%	1,594,569	4.3%	Butte County	(11)	0.7%	224,323	0.6%
Contra Costa	(38)	2.5%	1,102,871	3.0%	Colusa	(1)	0.1%	21,715	0.1%
Marin	(12)	0.8%	258,972	0.7%	Fresno	(41)	2.7%	972,297	2.6%
Napa	(4)	0.3%	140,362	0.4%	Glenn	0	0.0%	28,728	0.1%
San Francisco	(42)	2.8%	845,602	2.3%	Kern	(35)	2.3%	874,264	2.4%
San Mateo	(19)	1.3%	753,123	2.0%	Kings	(7)	0.5%	149,721	0.4%
Santa Clara	(82)	5.5%	1,889,638	5.1%	Madera	(4)	0.3%	155,878	0.4%
Solano	(25)	1.7%	429,552	1.2%	Merced	(15)	1.0%	266,134	0.7%
Sonoma	(17)	1.1%	496,253	1.3%	Placer	(13)	0.9%	369,454	1.0%
					Sacramento	(79)	5.3%	1,470,912	4.0%
<b>So. California</b>	(909)	60.6%	22,667,880	61.2%	San Joaquin	(30)	2.0%	719,511	1.9%
Imperial County	(5)	0.3%	183,429	0.5%	Shasta	(6)	0.4%	178,673	0.5%
Los Angeles	(400)	26.7%	10,136,559	27.4%	Stanislaus	(25)	1.7%	532,297	1.4%
Orange	(115)	7.7%	3,147,655	8.5%	Sutter	(6)	0.4%	95,948	0.3%
Riverside	(99)	6.6%	2,308,441	6.2%	Tehama	(2)	0.1%	64,323	0.2%
San Bernardino	(117)	7.8%	2,104,291	5.7%	Tulare	(8)	0.5%	462,189	1.3%
San Diego	(125)	8.3%	3,227,496	8.7%	Yolo	(11)	0.7%	209,393	0.6%
San Luis Obispo	(10)	0.7%	274,293	0.7%	Yuba	0	0.0%	74,076	0.2%
Santa Barbara	(8)	0.5%	437,643	1.2%					
Ventura	(30)	2.0%	848,073	2.3%					

\*State of California, Department of Finance, *E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change — January 1, 2014 and 2015*. Sacramento, California, May 2015, <http://www.dof.ca.gov/research/demographic/reports/estimates/e-1/>.

**20. California regions: Descriptive statistics**

Region	(N)	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
SF Bay Area	(297)	23%	24%	36%	18%	51%	8%	21%	12%	54%	46%	26%	25%	48%
Central Valley	(294)	21%	22%	36%	21%	46%	5%	30%	3%	43%	57%	45%	24%	31%
So. California	(909)	24%	30%	32%	14%	38%	7%	40%	7%	50%	50%	43%	23%	34%
(Total Unweighted N)	(1500)													

Region	(N)	PID			Home Ownership			Employment		Family Income		
		BA	CV	SC	Own	Rent	Other	Full & Self	Part & Un	Under 40	40-100	100+
SF Bay Area	(297)	41%	17%	30%	49%	42%	9%	70%	30%	27%	45%	28%
Central Valley	(294)	32%	29%	23%	47%	42%	11%	57%	43%	54%	31%	15%
So. California	(909)	39%	17%	28%	43%	43%	14%	67%	33%	49%	36%	15%
(Total Unweighted N)	(1500)											

# Hoover Institution Golden State Poll

Fieldwork by YouGov

April 14-28, 2015



<b>Sponsorship</b>	The Hoover Institution
<b>Fieldwork</b>	YouGov
<b>Interviewing dates</b>	April 14-28, 2015
<b>Target population</b>	Residents of the San Francisco Bay Area, Central Valley, and Southern California, age 18 and over See Table 19: California regional sample specification for region descriptions, subsample sizes by region and county, and comparisons between sample representation and current population estimates
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching to a sampling frame (stratified by age, gender, race, education, and geographic location inside California) constructed from the full 2013 American Community Survey (ACS).
<b>Weighting</b>	The sample was weighted using propensity scores based on age, gender, race/ethnicity, years of education, and geographical region inside California. The weights range from .151 to 7.057, with a mean of one and a standard deviation of .732.
<b>Number of respondents</b>	1500 in full sample
<b>Margin of error</b>	+/- 3.1% for the full sample
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	14 questions not reported