

Sacramento Regional Poll

Sacramento and Placer Counties
800 Registered Voters (+/-3.4%)
Sept. 8-16, 2022



Housing Affordability a Top Issue

- 71% The next generation will NOT be able to afford a home here
- 92% Cost of housing and rent is a problem (big problem, somewhat of a problem)
- 89.8% Cost of living overall is a problem (big problem, somewhat of a problem)
- 23% Housing Affordability should be the top priority for local elected leaders

Solutions to Unaffordable Housing Options

- 74% Excessive gov fees and regulations contribute a lot or somewhat to the shortage of affordable housing options
 - 84% of Blacks and 80.5% of Latinos surveyed thought that fees should be reduced.
- 77% Fees. Government leaders should reduce fees
- 57% Lack of Supply. Too few homes and apartments being built have contributed a lot or somewhat to the shortage of affordable housing
- 44% Likely to move out of Sacramento area in next few years.

How Voters Want to Live

- 56.4% → Larger suburban home with more living space and a back yard even if more driving.
 - Within this group, 61.9% aged 18-44 preferred a suburban home compared to only 36.6% preferring a smaller home with no yard closer to transit.
- 38.4% → Suburban living
 - 31.5% prefer rural area.
 - 25.8% preferred downtown or midtown Sacramento.
- 40.2% → Driving their cars, 22.2% work from home, and 5.1% transit.
- 59% → Telecommuting preferred for some portion of their work week. (22.3% all the time; 20% most of the time; 16.7% some of the time.)
- 66.5% → Oppose use of occasional toll lanes on area interstate freeways

Best Housing and Business Opportunities

Placer County and Roseville chosen by 29.6% as offering the best housing opportunities and by 31.7% as offering the best business opportunities in the region, followed by Southeast Sacramento County or the Highway 50 corridor.