



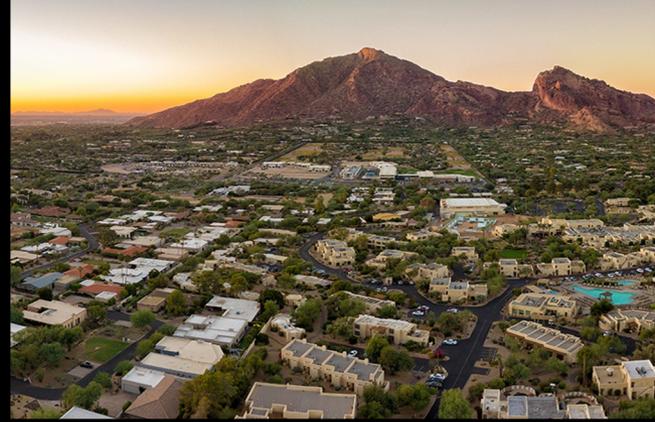
Arizona Housing Survey

Key findings from a telephone survey of 900 registered voters in five cities in Arizona, with 540 cell phone respondents, conducted February 2-6, 2022.

Glen Bolger | glen@pos.org



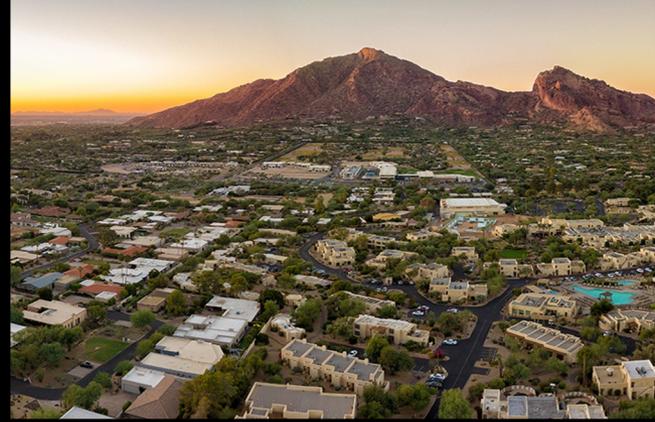
Project #220072-76



Methodology

Public Opinion Strategies is pleased to present the key findings of a telephone survey conducted in the five cities of Mesa, Gilbert, Chandler, Avondale, and Buckeye, Arizona. The survey was completed February 2-6, 2022, among 900 registered voters, including 540 cell phone respondents, and has a margin of error of $\pm 3.27\%$.

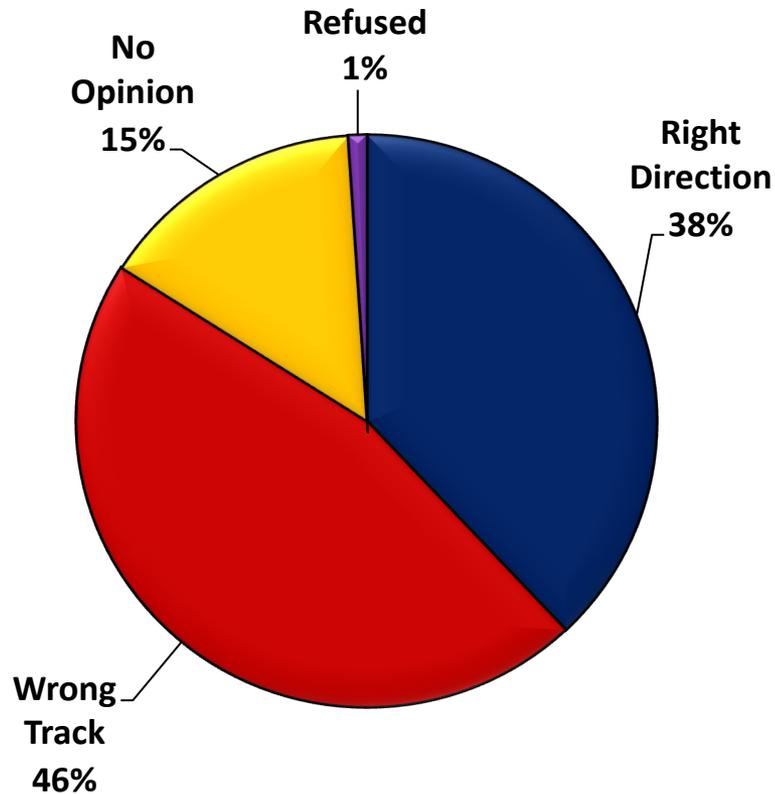
Glen Bolger was the principal researcher on this project. Torie Bolger was the project director, and Katie Connolly provided analytical support.



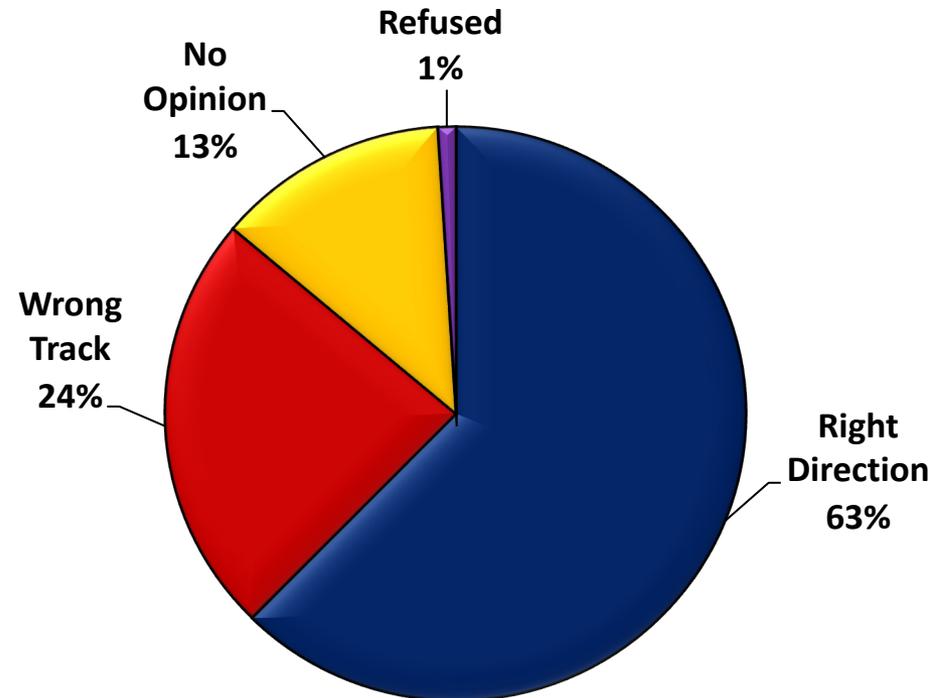
Political Environment

Though a plurality of voters believe Arizona is headed in the wrong direction, they are positive about their cities.

*“Would you say that things in **Arizona** are going in the right direction, or have they pretty seriously gotten off on the wrong track?”*



*“Would you say that things in the **your city** are going in the right direction, or have they pretty seriously gotten off on the wrong track?”*



Voters across party lines say their cities are headed in the right direction.

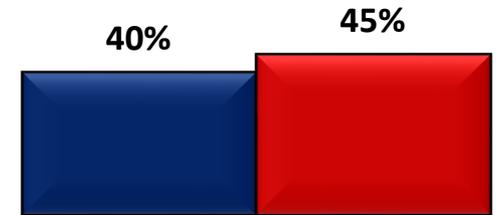
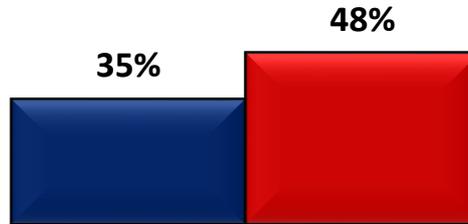
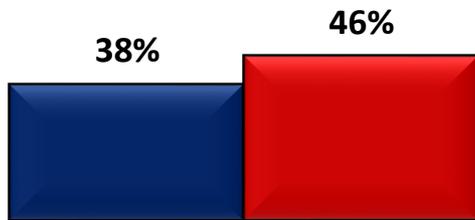
Your City & Arizona Mood by Party

Arizona

-8

-13

-5

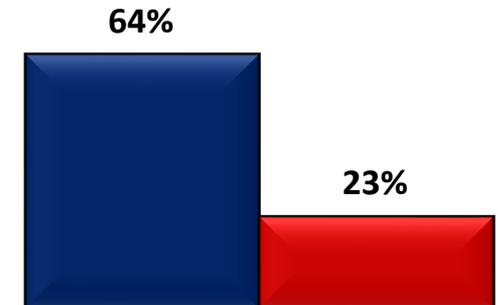
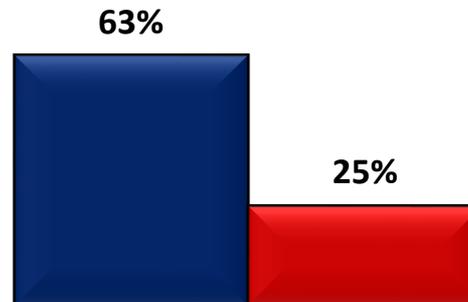
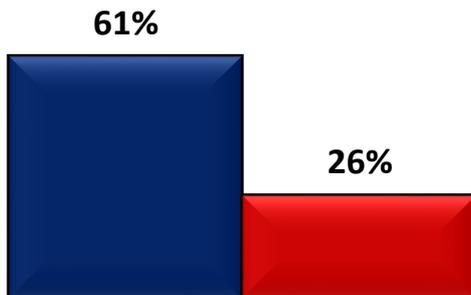


Your City

+35

+38

+41



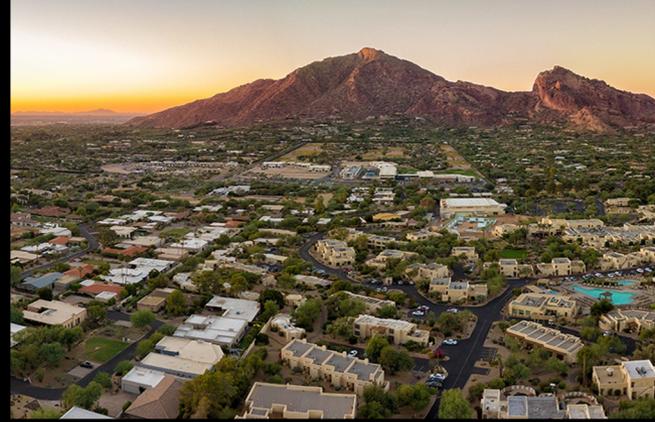
GOP
(35%)

Lean/Ind
(30%)

Dem
(30%)

■ Right Direction ■ Wrong Track





Housing Supply

Increasing Supply of Housing

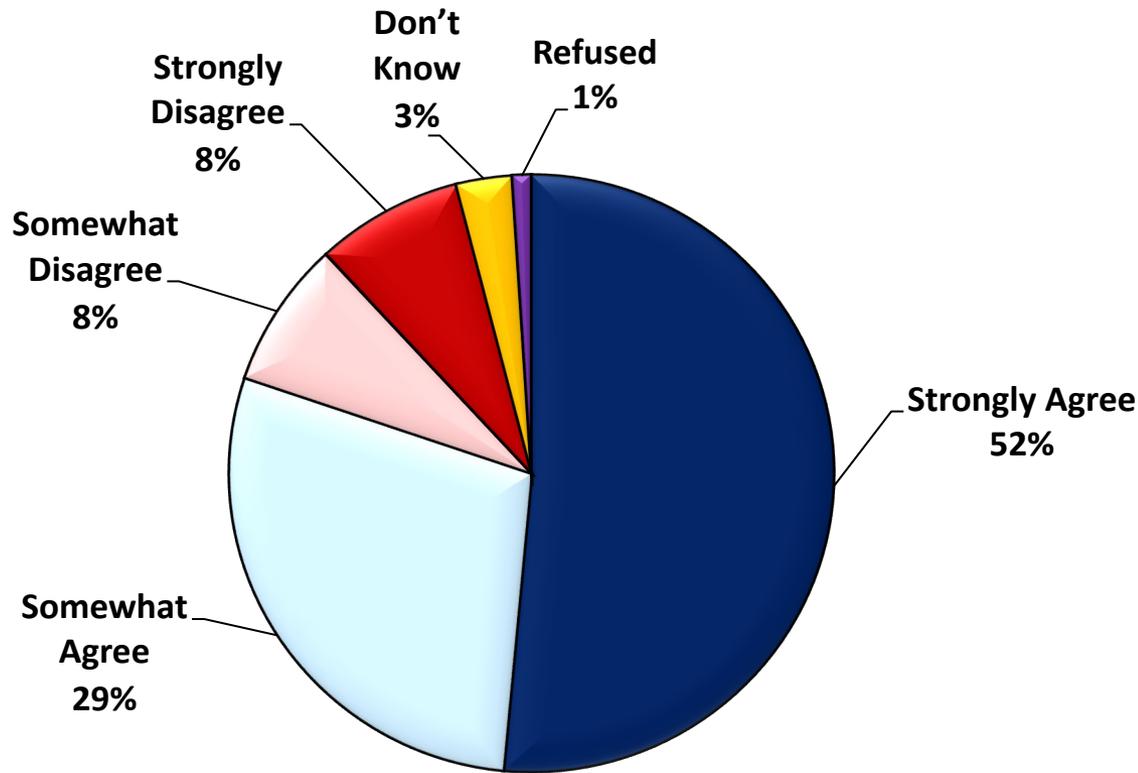
“As you may know, Arizona has long been known for its low cost of living and high quality of life. Last year, the cost of housing increased more than thirty percent, the biggest increase in the nation. Many economists worry this will put additional strain on families and hurt Arizona’s ability to attract employers. Now, I am going to read you a statement and please tell me if you agree or disagree with the statement:

Existing businesses are already having problems hiring and retaining workers and the skyrocketing cost of housing is making it worse. We must increase the supply of housing across all price points so everyone from a store clerk to a CEO can live in our community.”

A strong majority of voters believe Arizona needs to increase its housing supply.

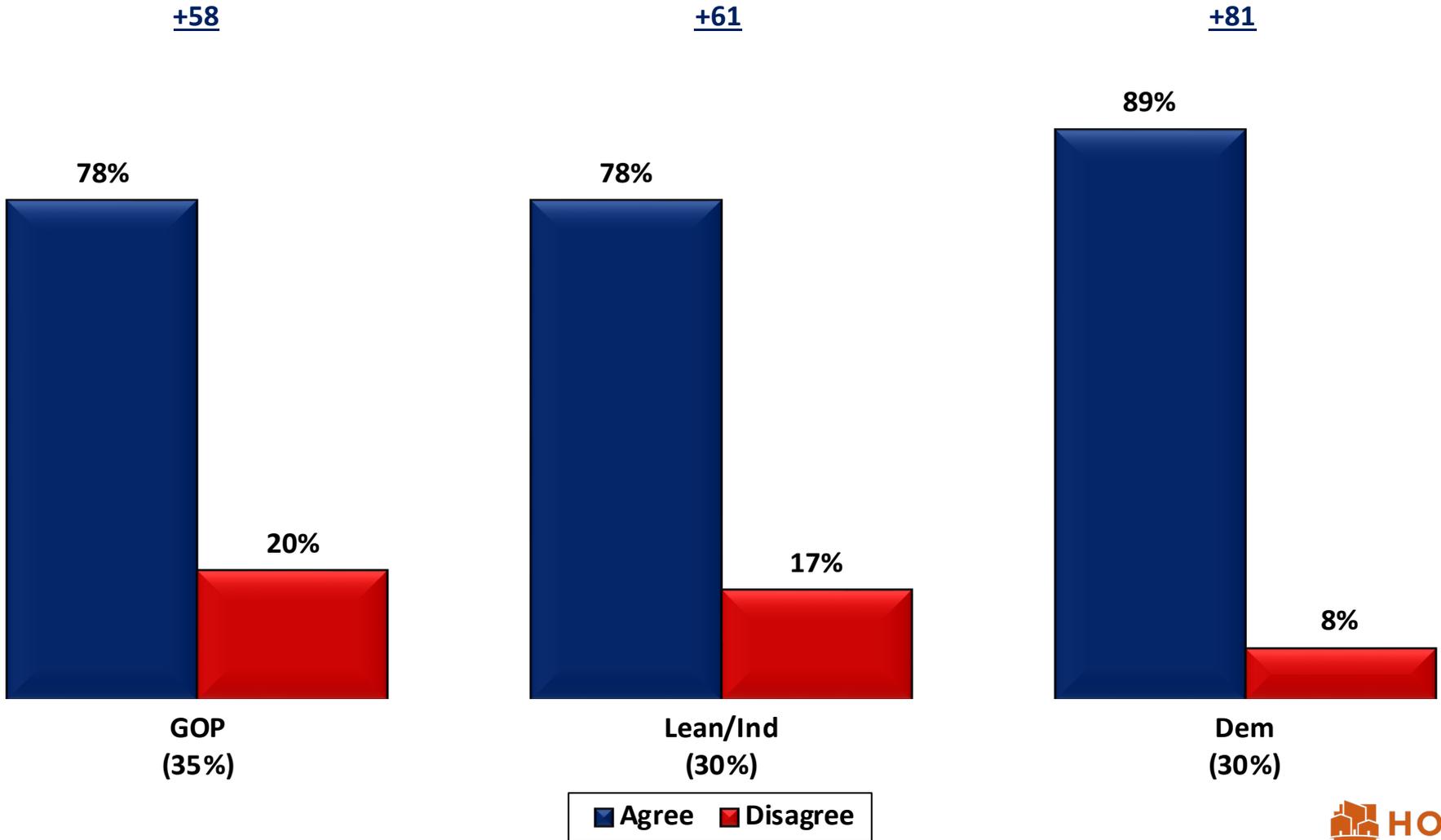
“Please tell me if you agree or disagree with the statement.”

Total Agree	81%
Total Disagree	16%



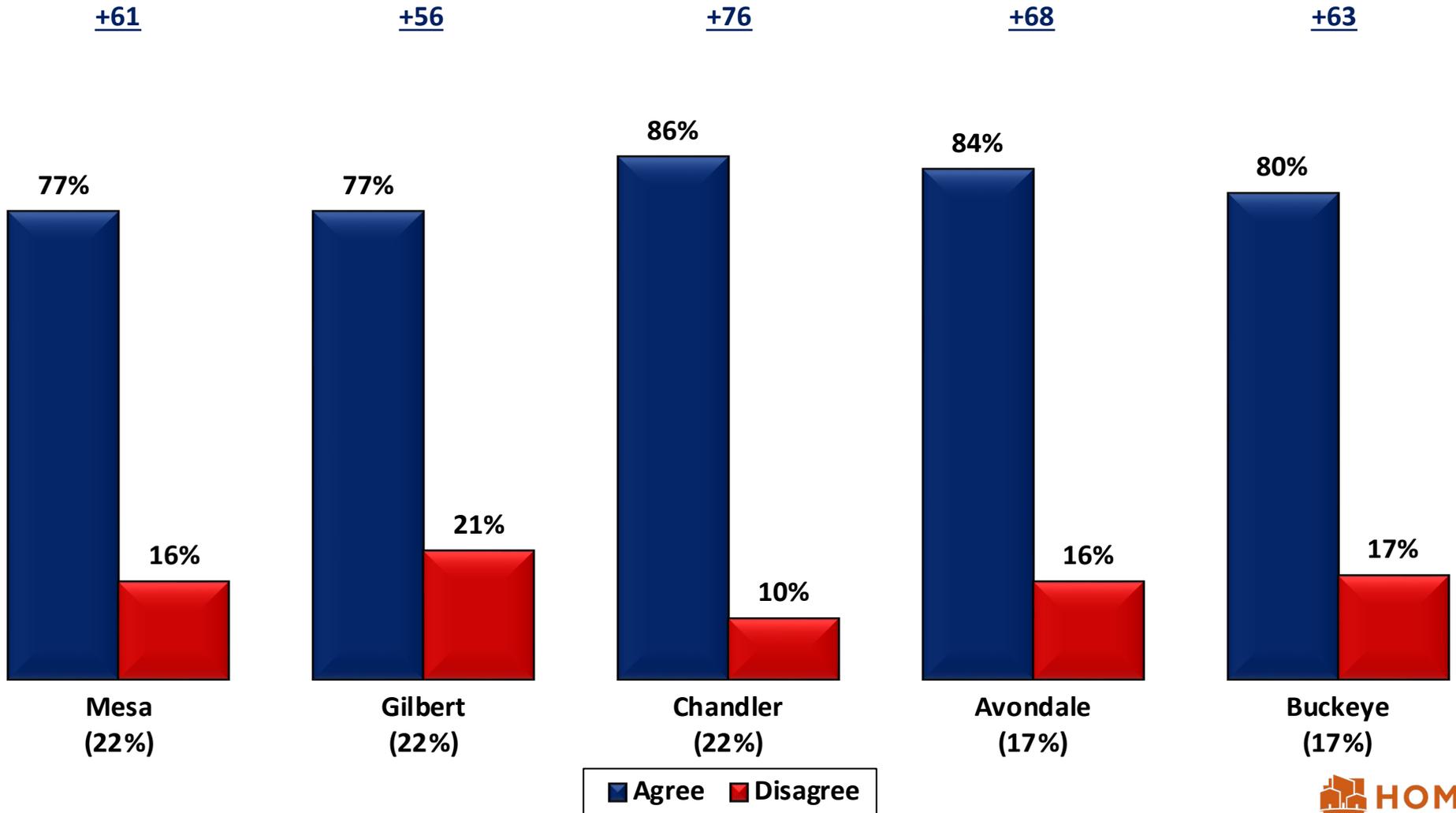
Democrats are most likely to agree that Arizona needs more housing.

Increase Supply of Housing by Party



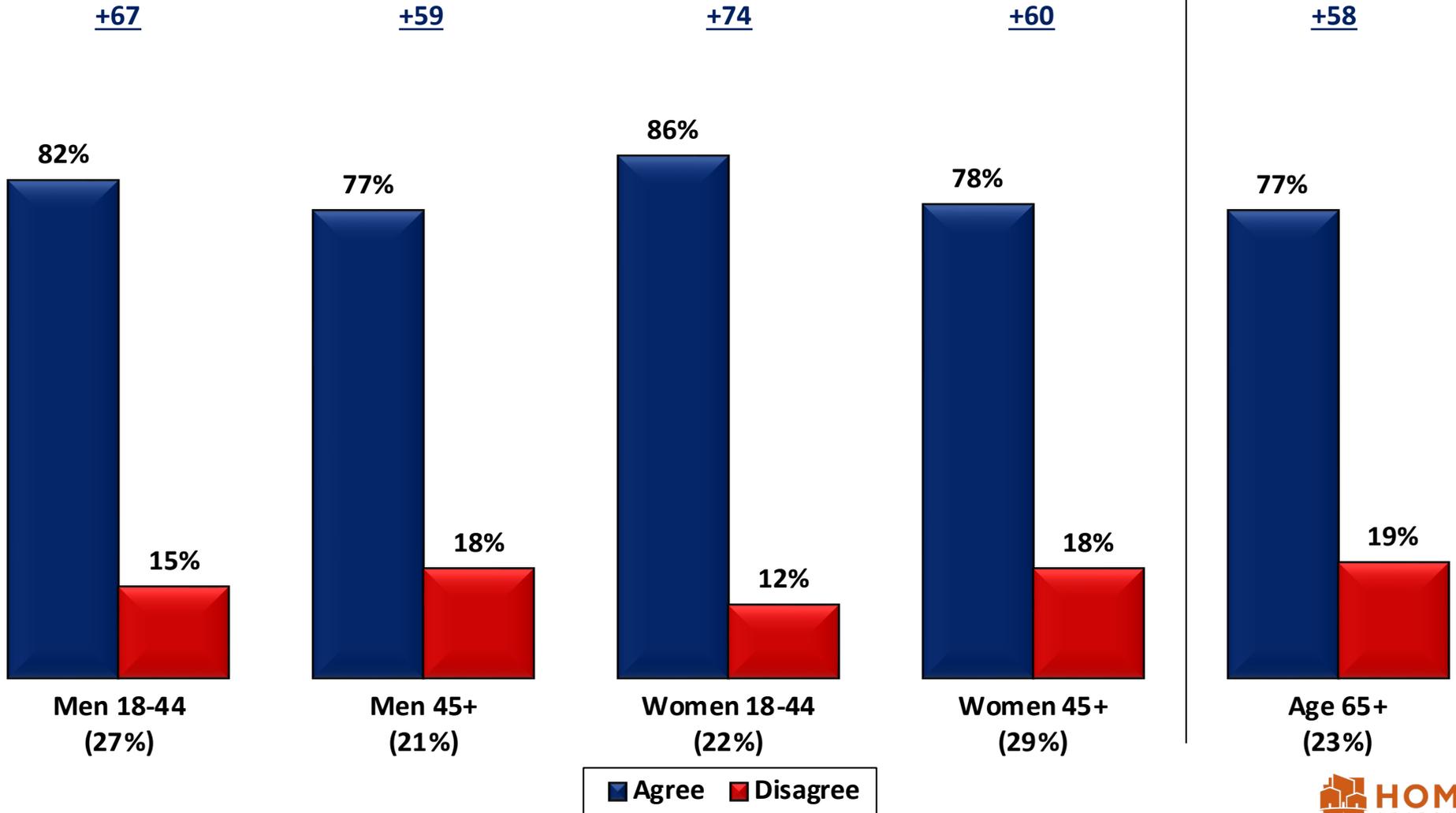
More than three-quarters of voters across the five cities agree the state needs to increase its housing.

Increase Supply of Housing by City



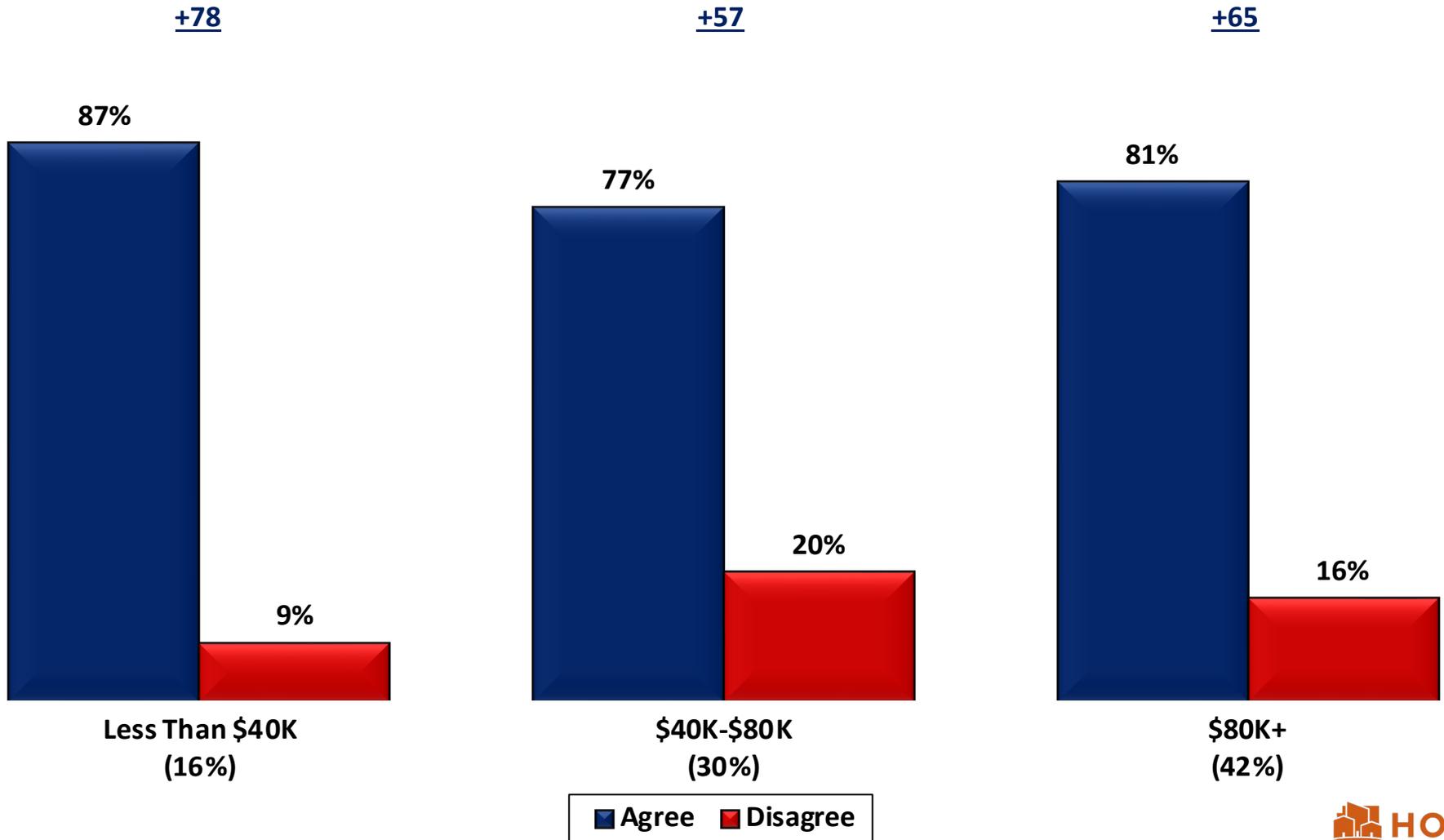
Younger voters are most likely to agree.

Increase Supply of Housing by Gender/Age + Seniors



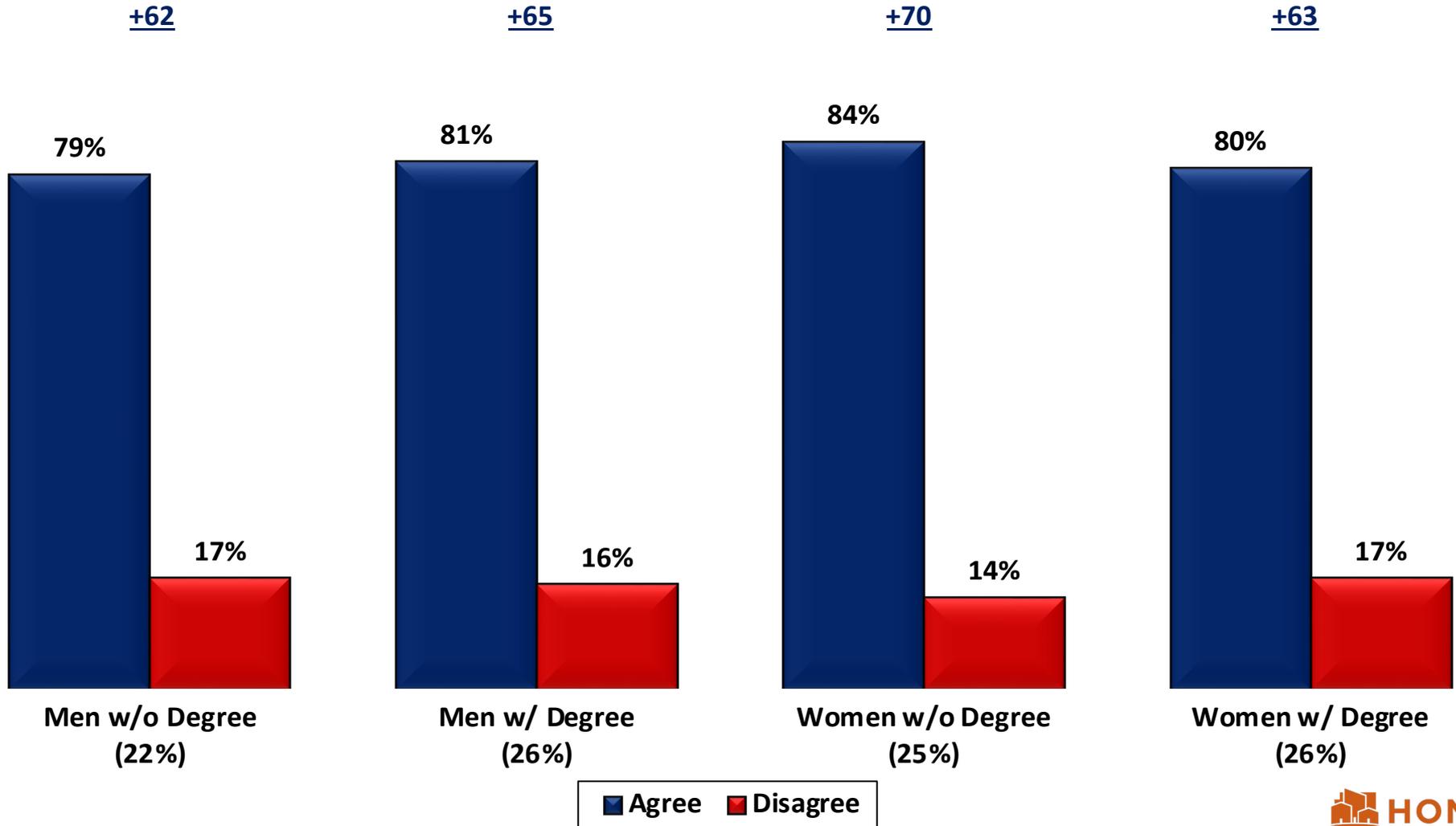
Lower-income voters overwhelmingly agree Arizona needs more housing. Middle- and high-income voters also agree.

Increase Supply of Housing by Income



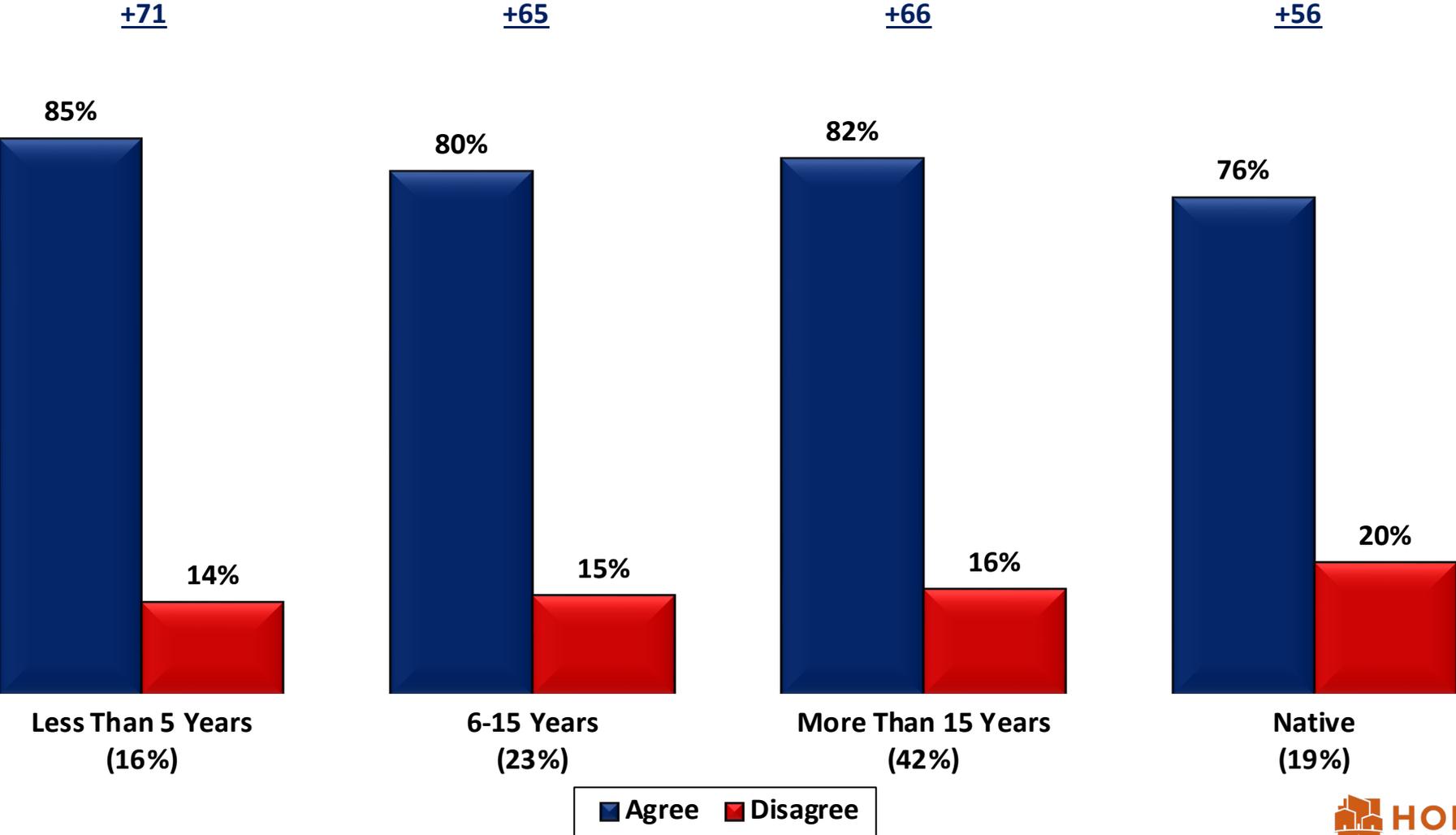
Solid majorities of men and women with and without college degrees say increased housing is needed.

Increase Supply of Housing by Gender/Education



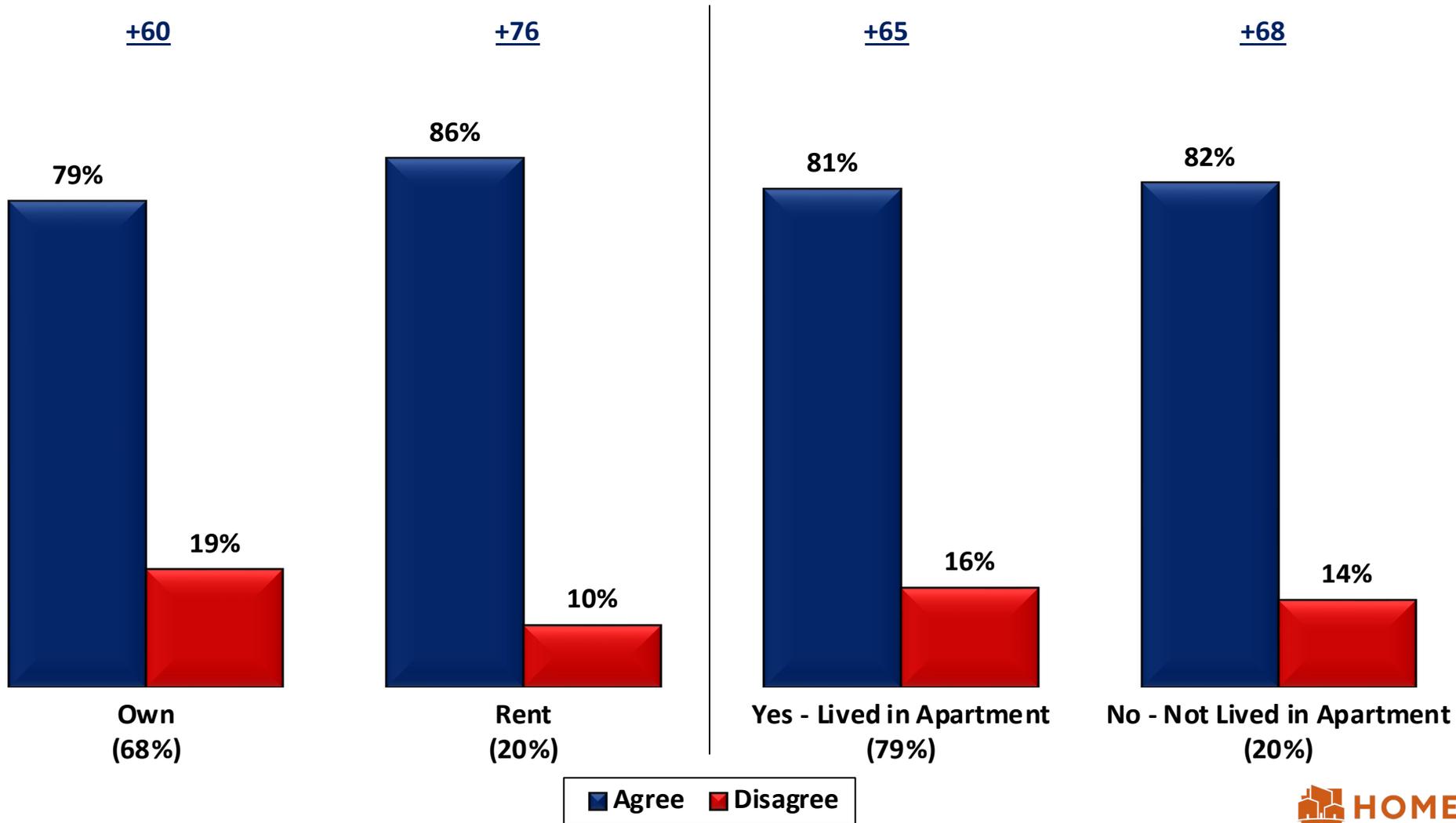
Regardless of time of residency in Arizona, there is a clear consensus that voters think the state needs more housing.

Increase Supply of Housing by Lived in Arizona



Renters are narrowly more likely to agree the state needs to increase its housing supply.

Increase Supply of Housing by Home Ownership & Lived in Apartment



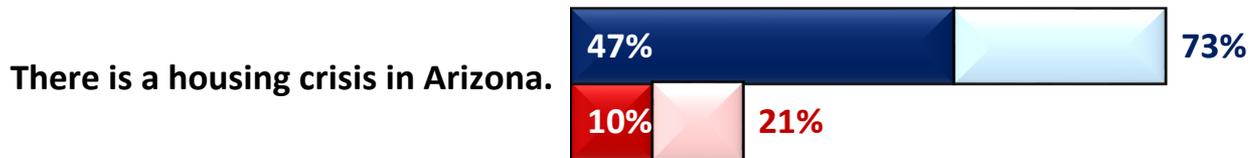
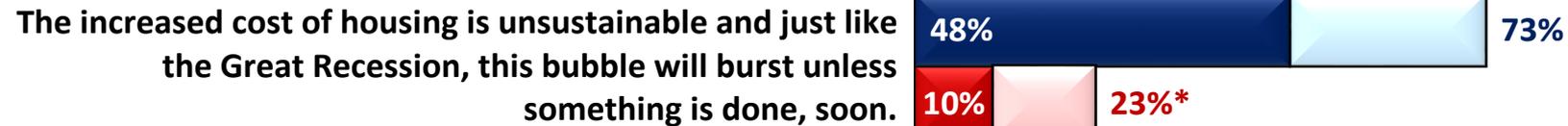
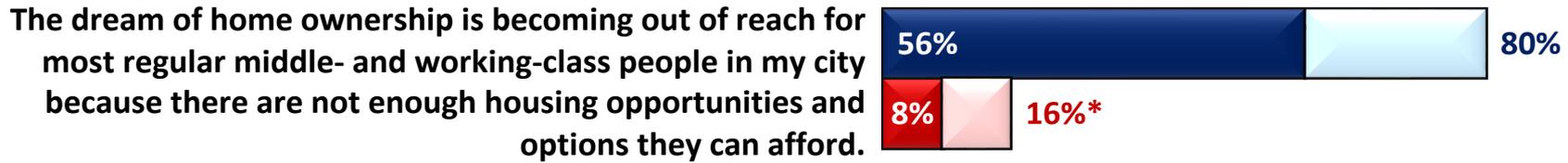


Message Testing

A majority of voters strongly agree the dream of home ownership is becoming out of reach.

“Now, I am going to read you some short statements about housing in your city. After listening to each one, please tell me whether you agree or disagree with that statement.”

Ranked by % Strongly Agree



*Denotes Rounding.



Top Problems Messages Among Key Groups

Ranked by % Strongly Agree

GOP (35%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	47%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	45%
There is a housing crisis in Arizona.	42%
You have considered or would consider leaving your city because of the cost of housing.	19%

Lean/Ind (30%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	53%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	45%
There is a housing crisis in Arizona.	45%
You have considered or would consider leaving your city because of the cost of housing.	24%

Top Problems Messages Among Key Groups

Ranked by % Strongly Agree

Dem (30%)	
The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	71%
There is a housing crisis in Arizona.	55%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	55%
You have considered or would consider leaving your city because of the cost of housing.	24%

Top Problems Messages Among Key Groups

Ranked by % Strongly Agree

Income Less Than \$40K (16%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford. **65%**

There is a housing crisis in Arizona. **52%**

The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon. **52%**

You have considered or would consider leaving your city because of the cost of housing. **27%**

Income More Than \$80K (42%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford. **54%**

There is a housing crisis in Arizona. **45%**

The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon. **44%**

You have considered or would consider leaving your city because of the cost of housing. **19%**



Top Problems Messages Among Key Groups

Ranked by % Strongly Agree

Men 45+ (21%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	49%
There is a housing crisis in Arizona.	43%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	40%
You have considered or would consider leaving your city because of the cost of housing.	12%

Women 45+ (29%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	54%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	54%
There is a housing crisis in Arizona.	45%
You have considered or would consider leaving your city because of the cost of housing.	14%

Top Problems Messages Among Key Groups

Ranked by % Strongly Agree

6-15 Years in Arizona (23%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	58%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	52%
There is a housing crisis in Arizona.	47%
You have considered or would consider leaving your city because of the cost of housing.	27%

More Than 15 Years in Arizona (42%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	53%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	47%
There is a housing crisis in Arizona.	46%
You have considered or would consider leaving your city because of the cost of housing.	19%

Top Problems Messages Among Key Groups

Ranked by % Strongly Agree

Arizona Native (19%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	58%
There is a housing crisis in Arizona.	51%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	45%
You have considered or would consider leaving your city because of the cost of housing.	23%

Yes – Lived in Apartment (79%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	56%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	49%
There is a housing crisis in Arizona.	48%
You have considered or would consider leaving your city because of the cost of housing.	22%

Top Problems Messages Among Key Groups

Ranked by % Strongly Agree

Owners (68%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	50%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	43%
There is a housing crisis in Arizona.	42%
You have considered or would consider leaving your city because of the cost of housing.	13%

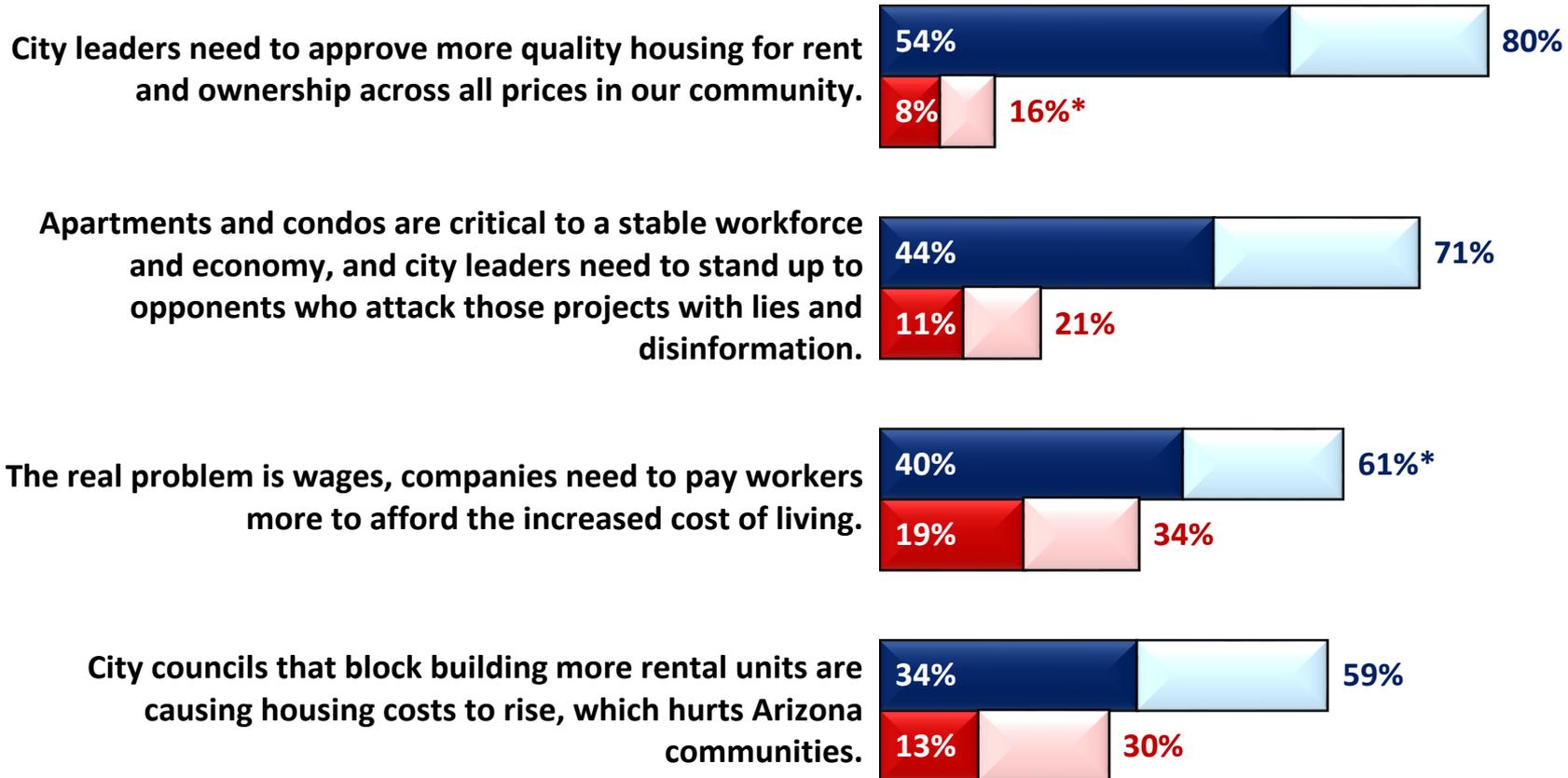
Renters (20%)

The dream of home ownership is becoming out of reach for most regular middle- and working-class people in my city because there are not enough housing opportunities and options they can afford.	70%
The increased cost of housing is unsustainable and just like the Great Recession, this bubble will burst unless something is done, soon.	60%
There is a housing crisis in Arizona.	59%
You have considered or would consider leaving your city because of the cost of housing.	44%

City leaders approving more quality housing for rent and ownership is the top solution.

“Now, I am going to read you some short statements about housing in your city. After listening to each one, please tell me whether you agree or disagree with that statement.”

Ranked by % Strongly Agree



*Denotes Rounding.



Top Solutions Messages Among Key Groups

Ranked by % Strongly Agree

<u>GOP</u> (35%)	
City leaders need to approve more quality housing for rent and ownership across all prices in our community.	45%
Apartments and condos are critical to a stable workforce and economy, and city leaders need to stand up to opponents who attack those projects with lies and disinformation.	36%
City councils that block building more rental units are causing housing costs to rise, which hurts Arizona communities.	31%
The real problem is wages, companies need to pay workers more to afford the increased cost of living.	23%

<u>Lean/Ind</u> (30%)	
City leaders need to approve more quality housing for rent and ownership across all prices in our community.	54%
Apartments and condos are critical to a stable workforce and economy, and city leaders need to stand up to opponents who attack those projects with lies and disinformation.	44%
The real problem is wages, companies need to pay workers more to afford the increased cost of living.	35%
City councils that block building more rental units are causing housing costs to rise, which hurts Arizona communities.	32%

Top Solutions Messages Among Key Groups

Ranked by % Strongly Agree

Dem (30%)	
City leaders need to approve more quality housing for rent and ownership across all prices in our community.	66%
The real problem is wages, companies need to pay workers more to afford the increased cost of living.	65%
Apartments and condos are critical to a stable workforce and economy, and city leaders need to stand up to opponents who attack those projects with lies and disinformation.	57%
City councils that block building more rental units are causing housing costs to rise, which hurts Arizona communities.	41%

Top Solutions Messages Among Key Groups

Ranked by % Strongly Agree

Income Less Than \$40K (16%)

City leaders need to approve more quality housing for rent and ownership across all prices in our community. **63%**

Apartments and condos are critical to a stable workforce and economy, and city leaders need to stand up to opponents who attack those projects with lies and disinformation. **51%**

The real problem is wages, companies need to pay workers more to afford the increased cost of living. **50%**

City councils that block building more rental units are causing housing costs to rise, which hurts Arizona communities. **37%**

Income More Than \$80K (42%)

City leaders need to approve more quality housing for rent and ownership across all prices in our community. **50%**

Apartments and condos are critical to a stable workforce and economy, and city leaders need to stand up to opponents who attack those projects with lies and disinformation. **43%**

The real problem is wages, companies need to pay workers more to afford the increased cost of living. **36%**

City councils that block building more rental units are causing housing costs to rise, which hurts Arizona communities. **32%**

Top Solutions Messages Among Key Groups

Ranked by % Strongly Agree

Men 45+ (21%)

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Top Solutions Messages Among Key Groups

Ranked by % Strongly Agree

6-15 Years in Arizona (23%)

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City councils that block building more rental units are causing housing costs to rise, which hurts Arizona communities.	37%

More Than 15 Years in Arizona (42%)

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Top Solutions Messages Among Key Groups

Ranked by % Strongly Agree

Arizona Native (19%)

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City councils that block building more rental units are causing housing costs to rise, which hurts Arizona communities.	33%

Yes – Lived in Apartment (79%)

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Apartments and condos are critical to a stable workforce and economy, and city leaders need to stand up to opponents who attack those projects with lies and disinformation.	45%
The real problem is wages, companies need to pay workers more to afford the increased cost of living.	41%
City councils that block building more rental units are causing housing costs to rise, which hurts Arizona communities.	34%

Top Solutions Messages Among Key Groups

Ranked by % Strongly Agree

Owners (68%)

City leaders need to approve more quality housing for rent and ownership across all prices in our community.	49%
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The real problem is wages, companies need to pay workers more to afford the increased cost of living.	35%
City councils that block building more rental units are causing housing costs to rise, which hurts Arizona communities.	31%

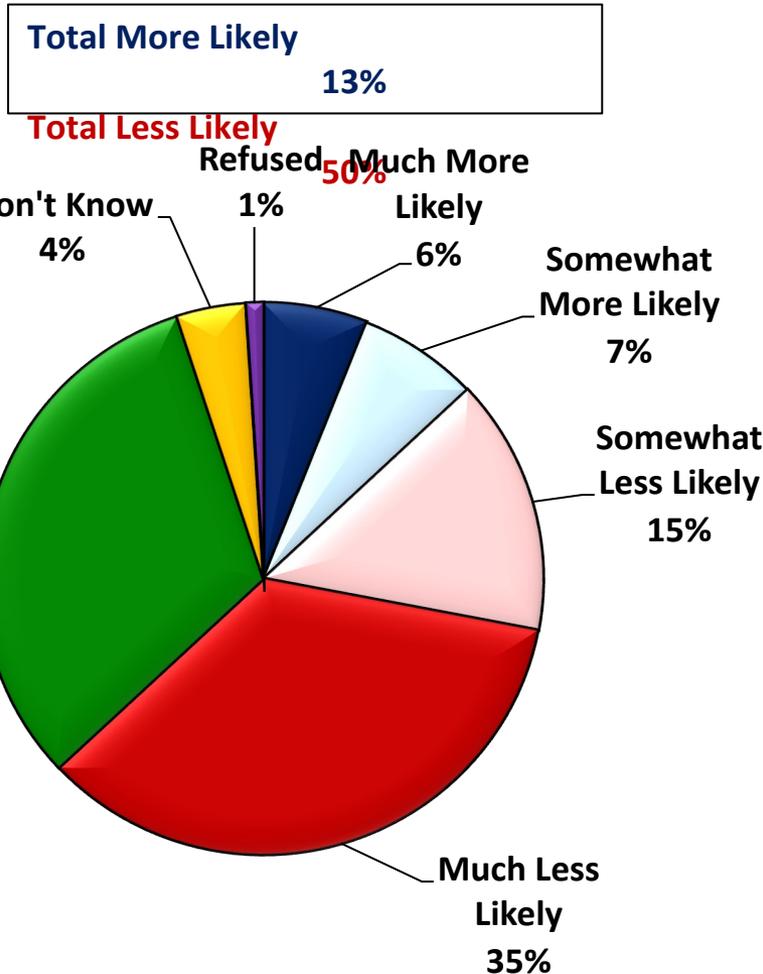
Renters (20%)

City leaders need to approve more quality housing for rent and ownership across all prices in our community.	62%
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The real problem is wages, companies need to pay workers more to afford the increased cost of living.	48%
City councils that block building more rental units are causing housing costs to rise, which hurts Arizona communities.	44%

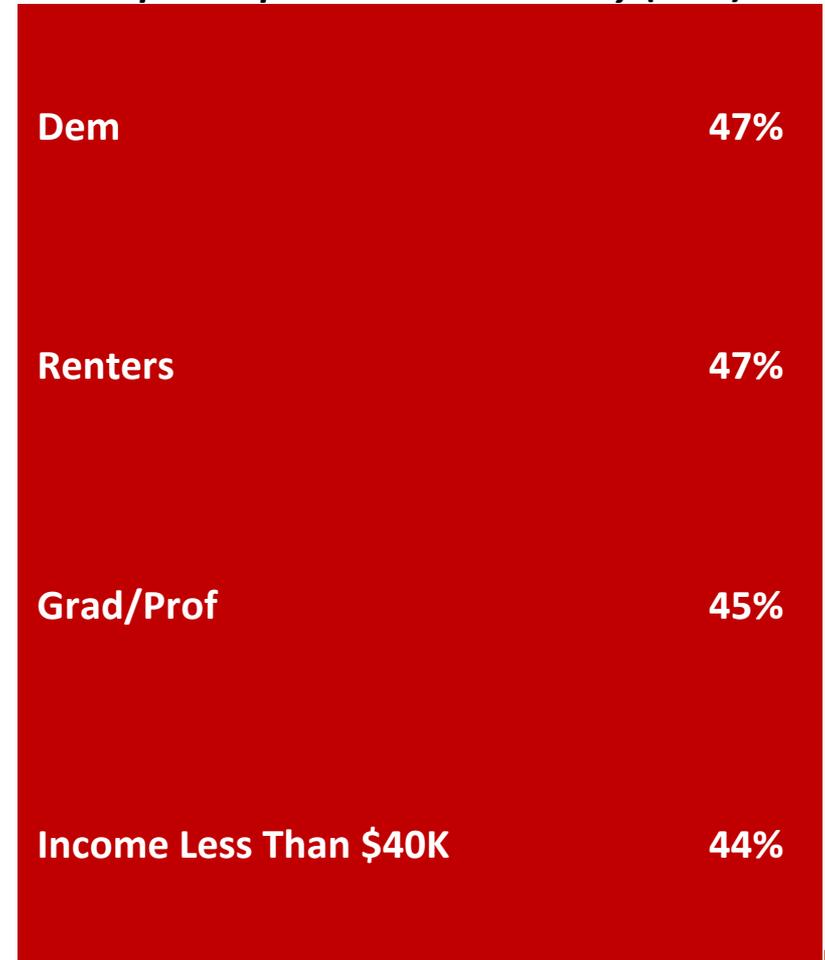
Half of all voters say they would be less likely to support a council member who votes for unfair renter policies.

“Would you be more likely or less likely to vote for a council member who votes for policies that are unfair to people who live in rental housing, or would it make no difference to your vote?”

Overall



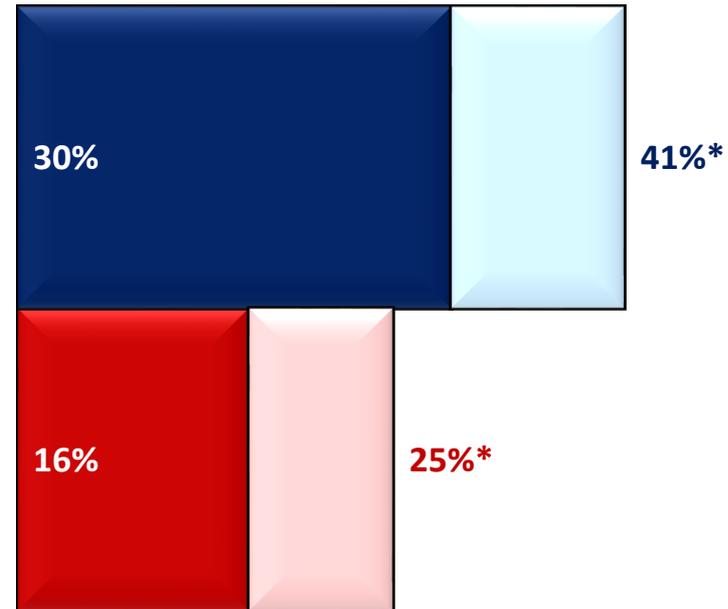
Top Groups – Much Less Likely (35%)



More than 40% of homeowners agree they would be unable to afford their current home.

"I am going to read you a statement. Please tell me if you agree or disagree with that statement."

I could not afford the house I own if I was trying to buy it now.^



■ Strongly Agree □ Total Agree ■ Strongly Disagree □ Total Disagree

*Denotes Rounding; ^N=613, Results Shown Off Total Base.



Older voters and long-time Arizona residents are most likely to say they could not afford their current home if they were trying to buy it now.

Top Groups – Strongly Agree (30%)

Age 65+	40%
Women 45+	40%
Age 55-64	36%
Lived In Arizona 15+ Years	35%
Income \$40K-\$80K	35%

For more information about this presentation or about
Public Opinion Strategies, please give us a call.

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HOME
ARIZONA



Turning Questions Into Answers

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