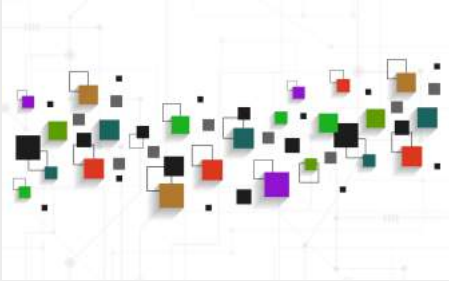


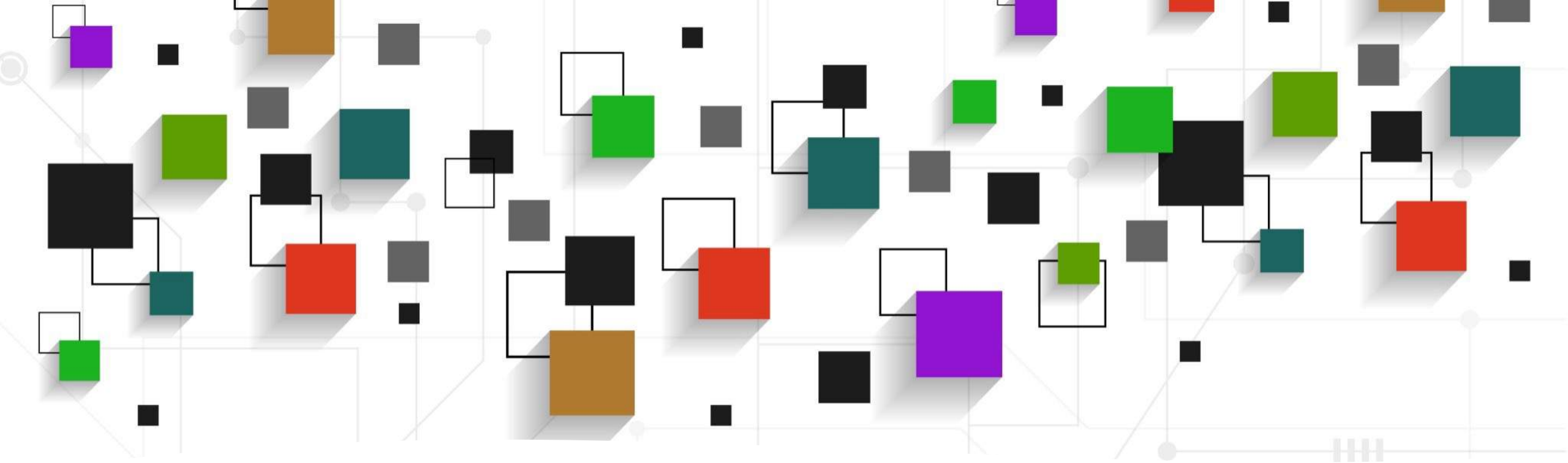


MAGELLAN  
STRATEGIES



March 30<sup>th</sup> to April 2<sup>nd</sup>, 2021

# Colorado Affordable Housing Issues Survey

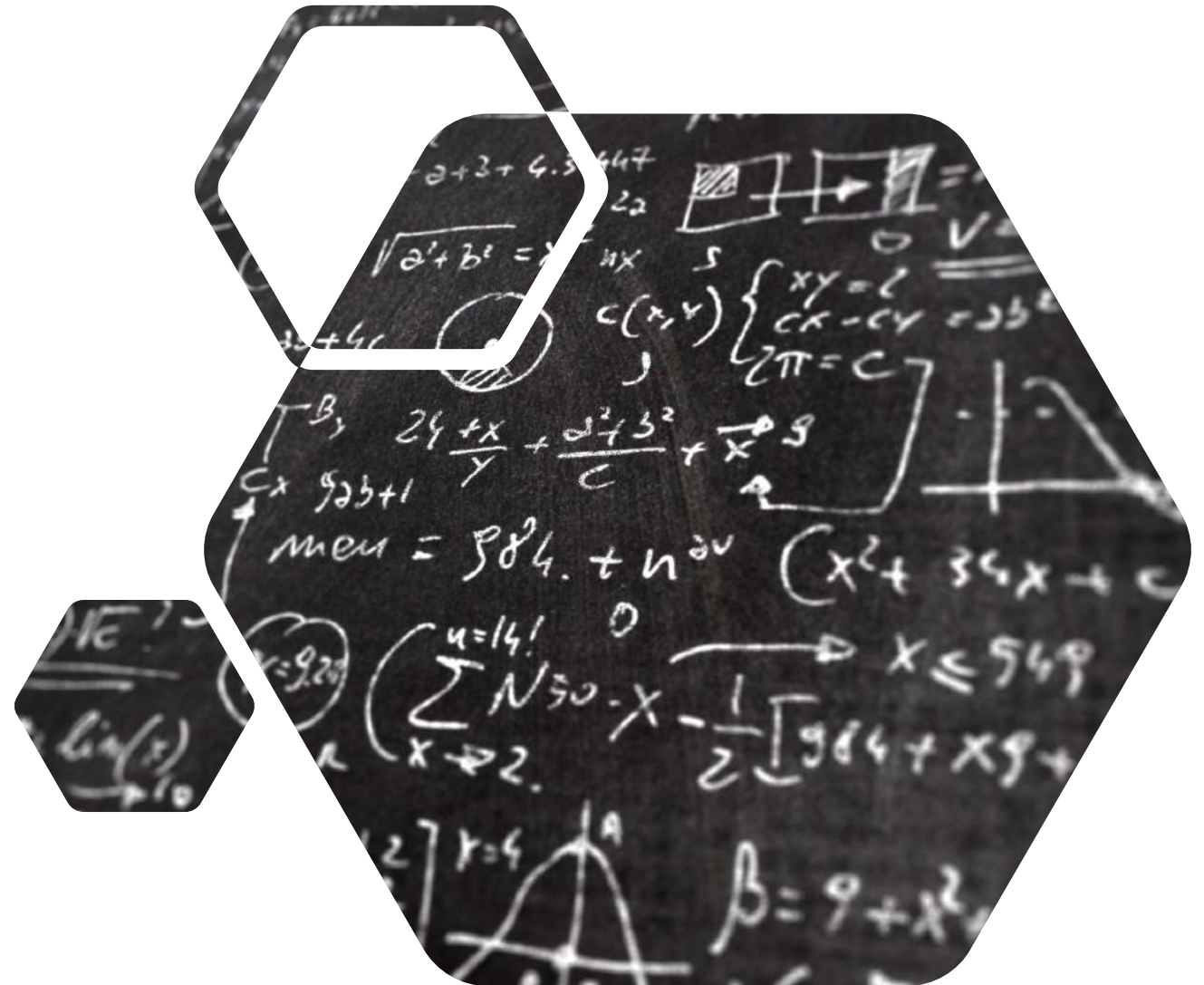


## Survey Objectives

The objectives of this survey were to measure and understand voter opinion regarding affordable housing, what it is and who it is for and viewpoints of government involvement to address this problem. There are also questions measuring voter opinion of rent control policies, renter assistance, and regulation requiring developers to dedicate a percentage of residential units as “affordable housing”.

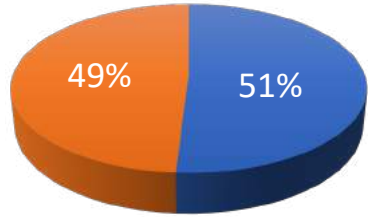
# Methodology

- Magellan Strategies are pleased to present the results of an online survey of 508 registered voters in Colorado.
- The interviews were conducted from March 30<sup>th</sup> to April 2<sup>nd</sup>, 2021.
- The overall survey responses have a margin of error of +/- 4.4% at the 95% confidence interval. Subgroups of voters will have a higher margin of error than the overall sample.
- The survey results were weighted to be representative of the demographics of the registered voter population in Colorado as of February 1<sup>st</sup>, 2021.
- The survey toplines, crosstabs, verbatim responses and presentation can be downloaded at [www.MagellanStrategies.com](http://www.MagellanStrategies.com).



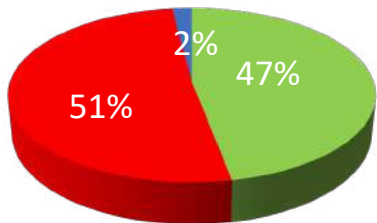
# Survey Demographics

Gender



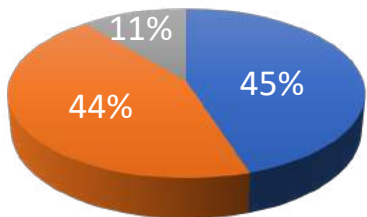
Female Male

Marital Status



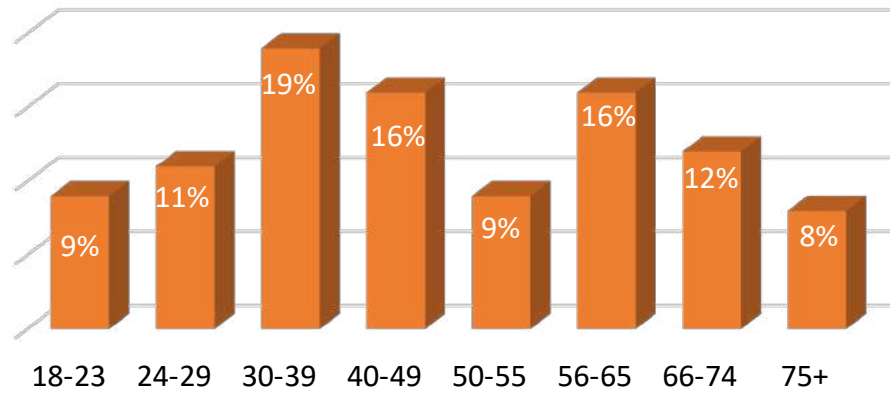
Married Single

Housing Status

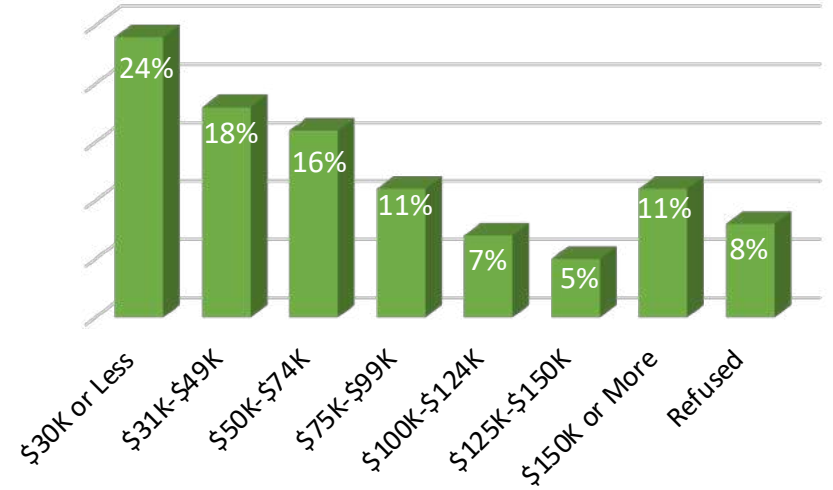


Own Rent Refused

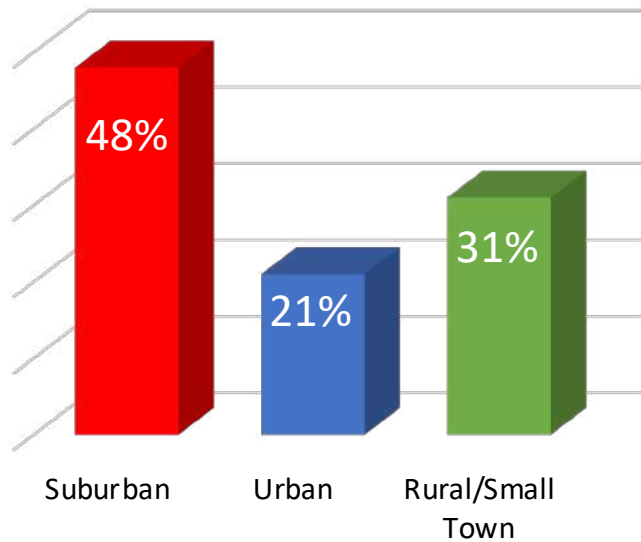
Age



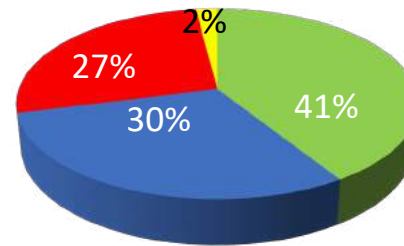
Income



Area

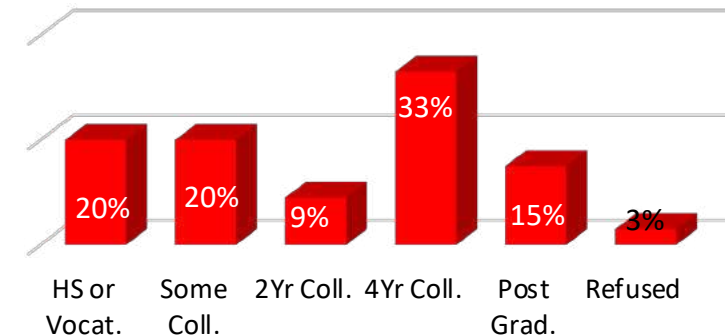


Party

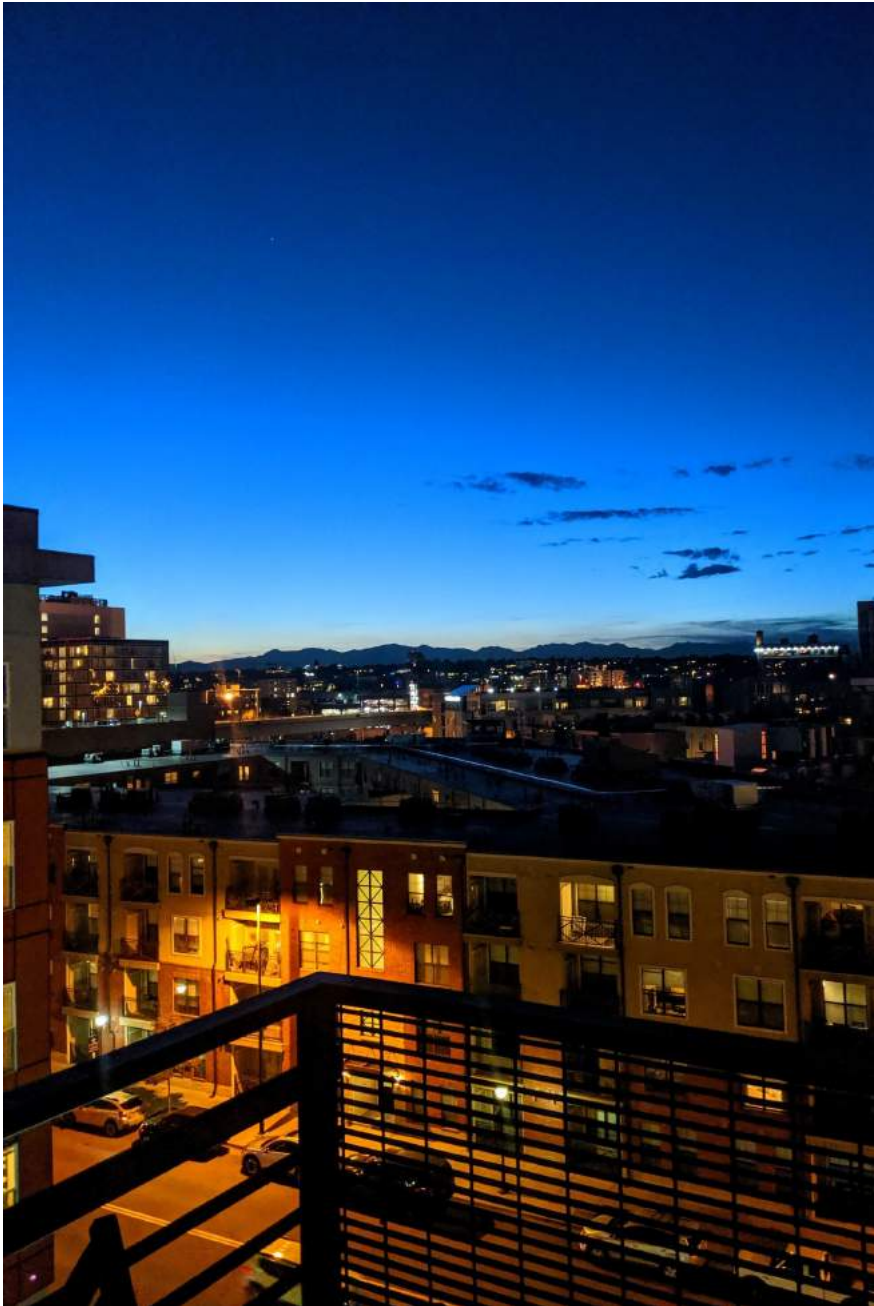


Unaffiliated Democrat  
Republican Other

Education



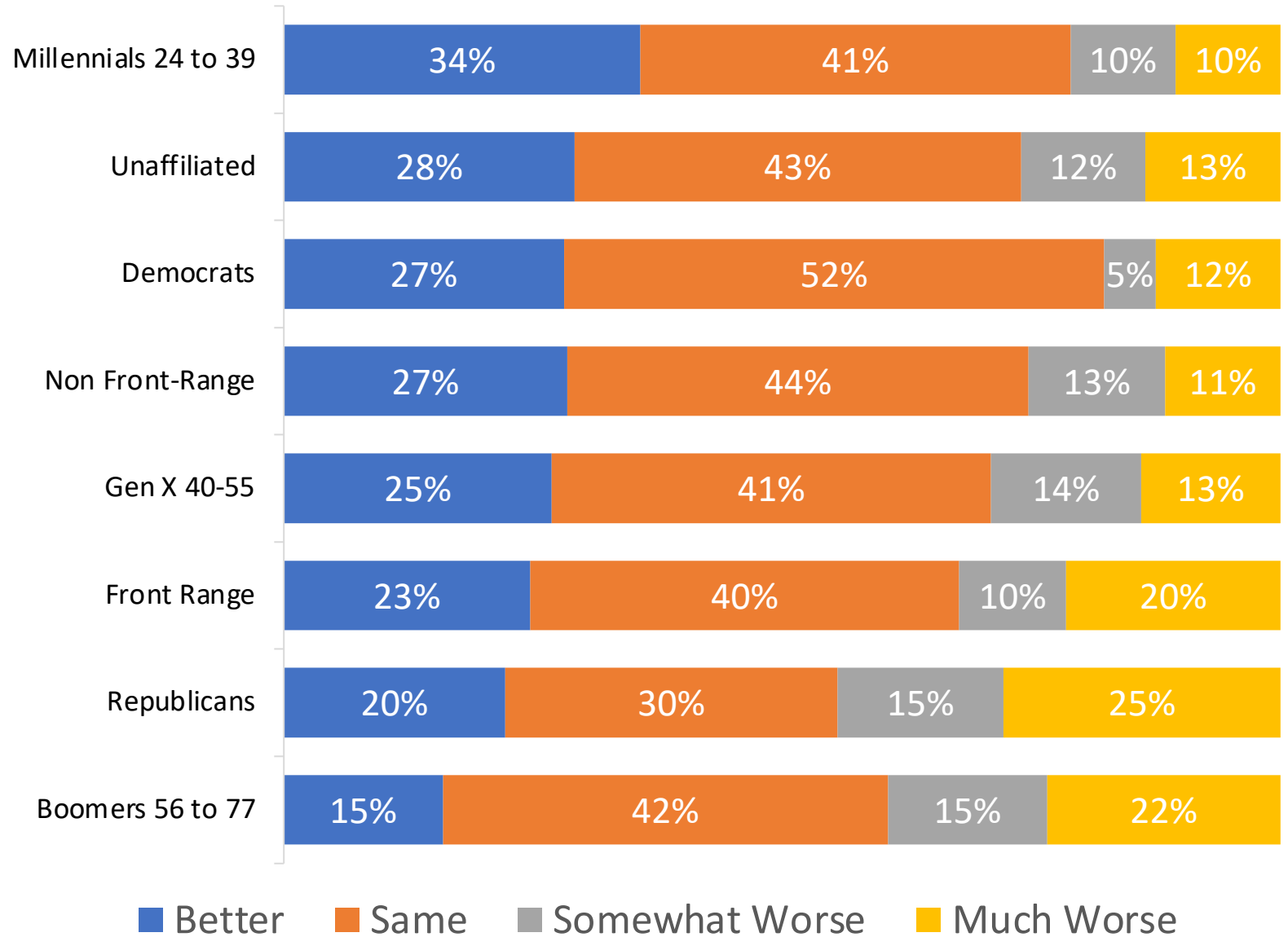
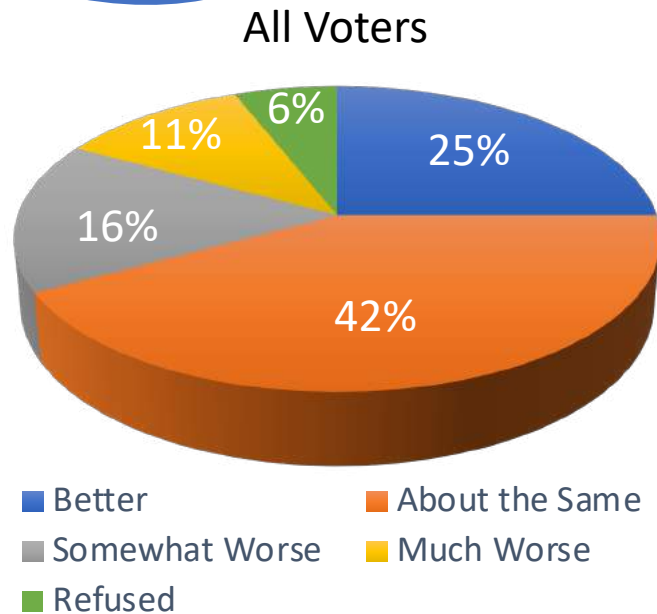




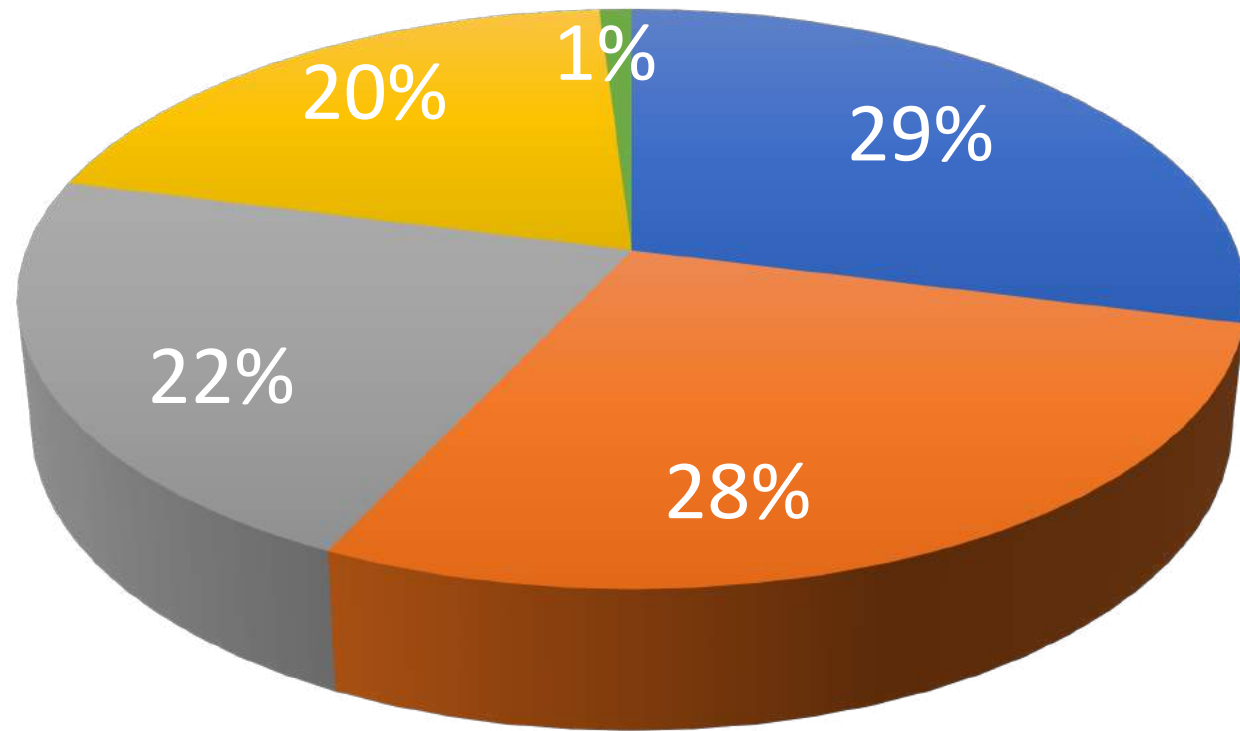
# Financial Outlook and Current Housing Situation

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One year from today, do you think your financial situation will be better than it is now, about the same, somewhat worse, or will it be much worse than it is now?

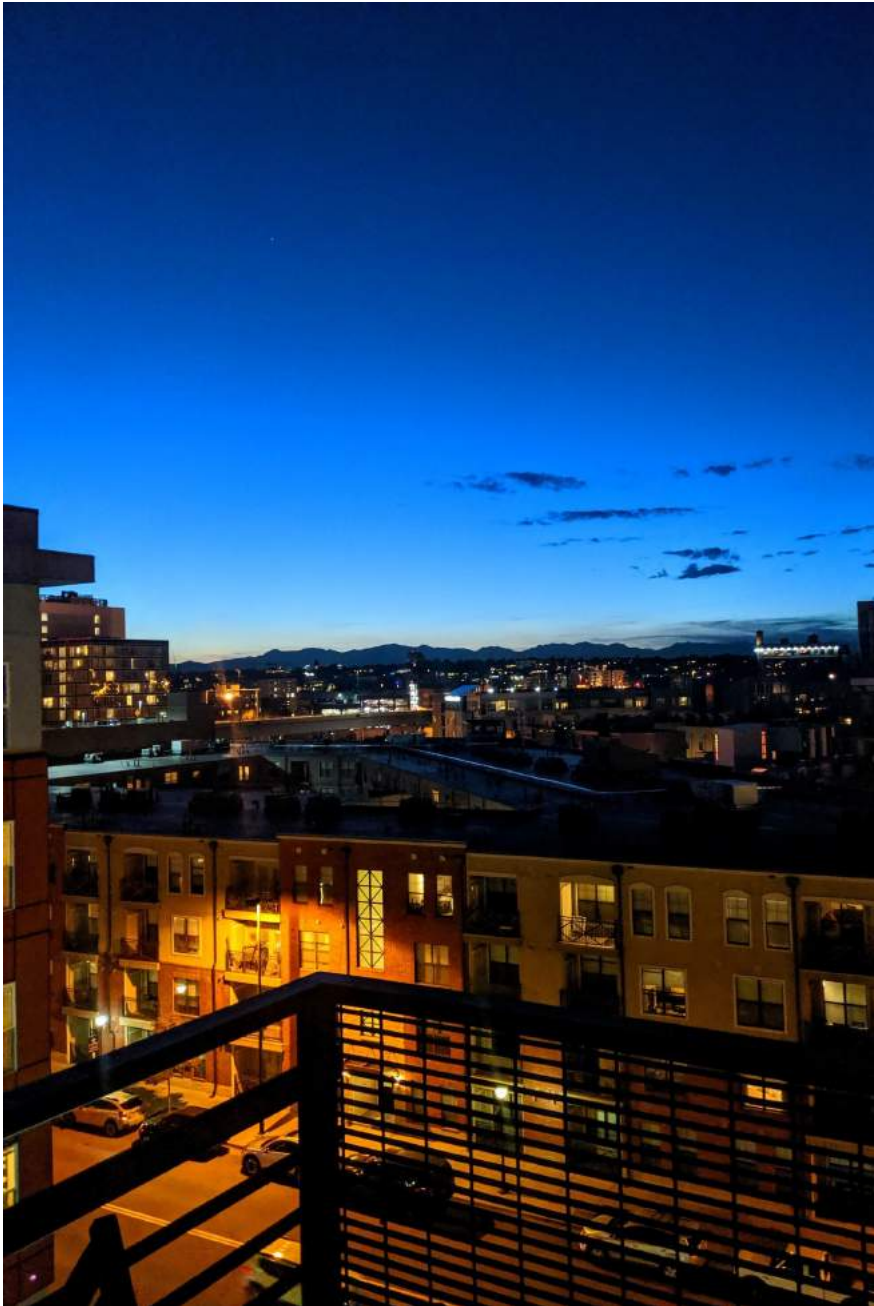


How satisfied are you with your current housing situation?



- Very
- Somewhat
- Not Too Satisfied
- Not Satisfied at All
- Unsure/Ref



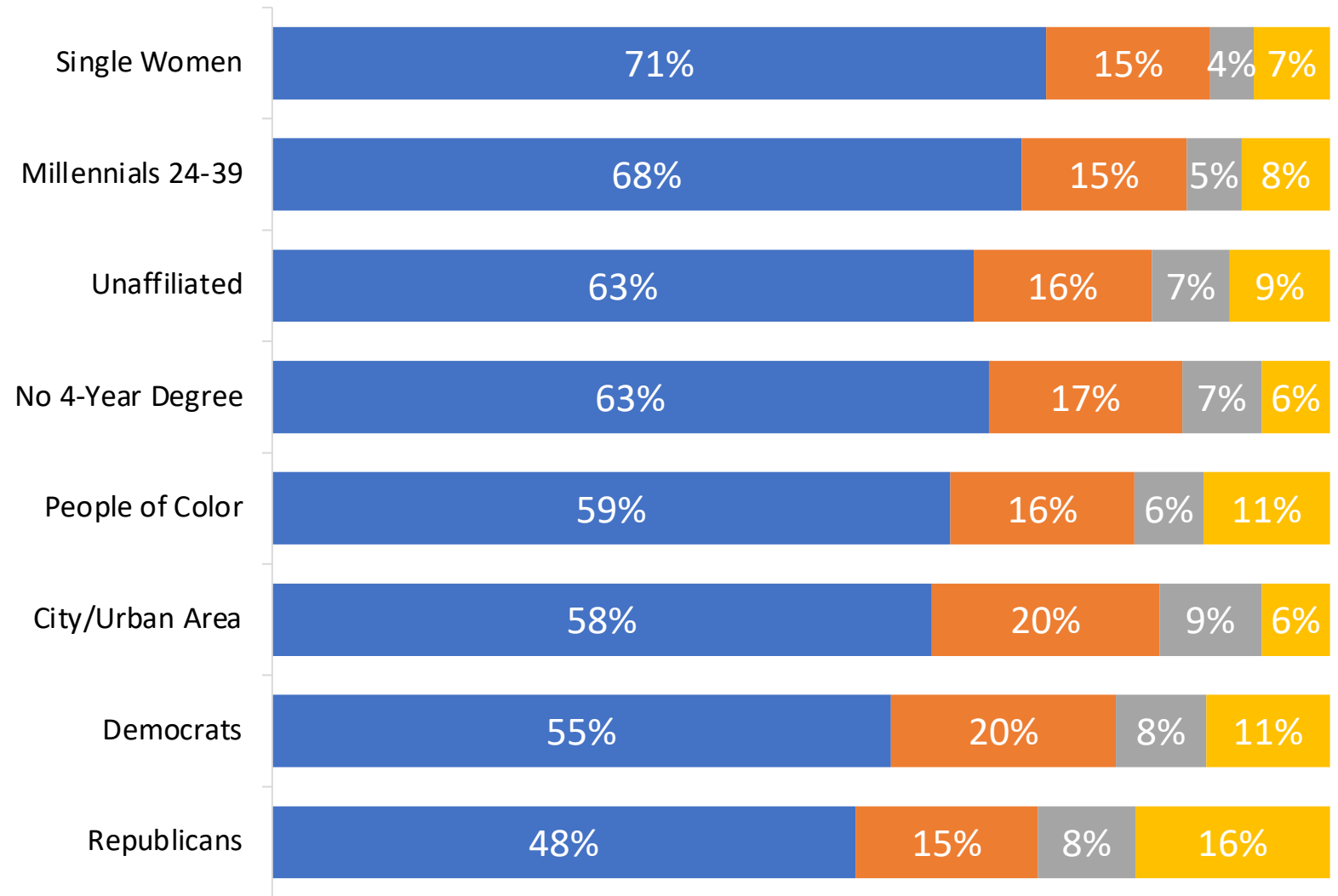
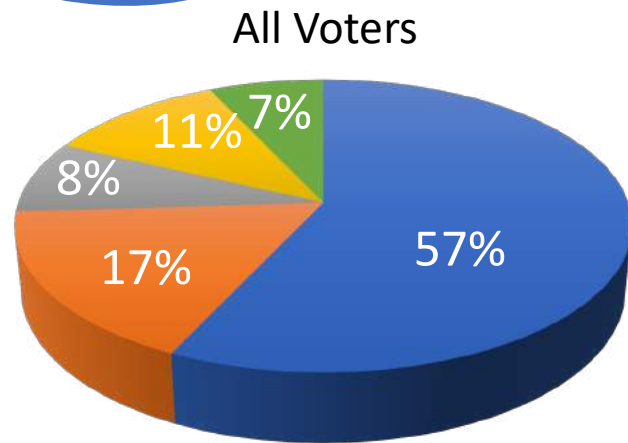


# Opinion of Availability and Cost of Affordable Housing

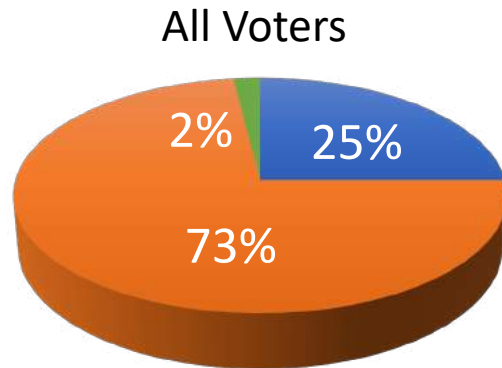
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How much of a problem is it for you to find affordable housing in your community?

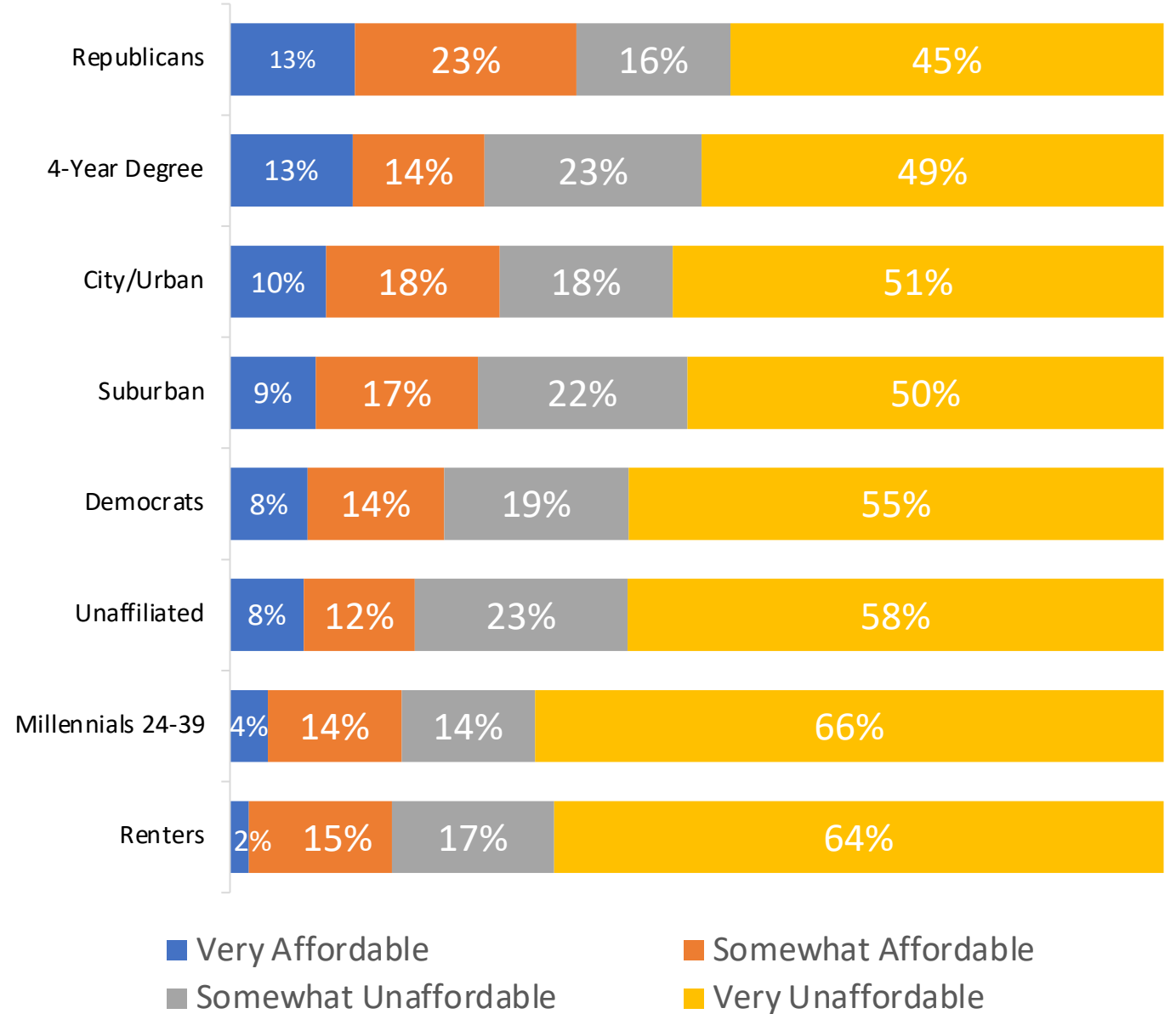


# How affordable is the cost of housing to you in your community?



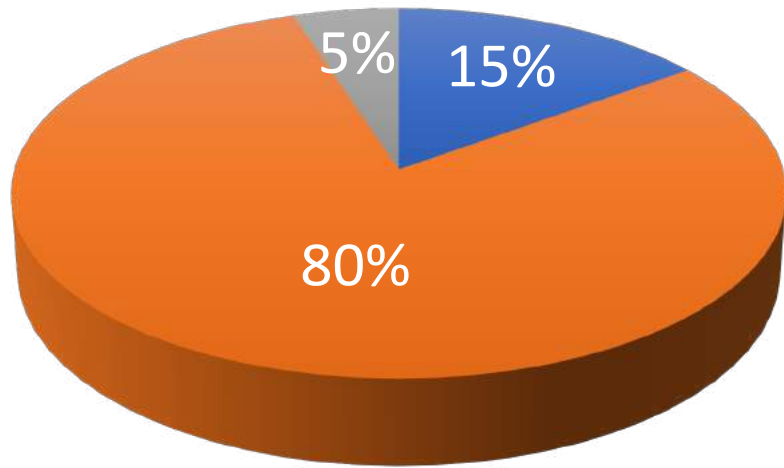
Very Affordable	10%
Somewhat Affordable	15%
Very Unaffordable	53%
Somewhat Unaffordable	20%

■ Total Affordable  
■ Total Unaffordable  
■ Unsure/Ref



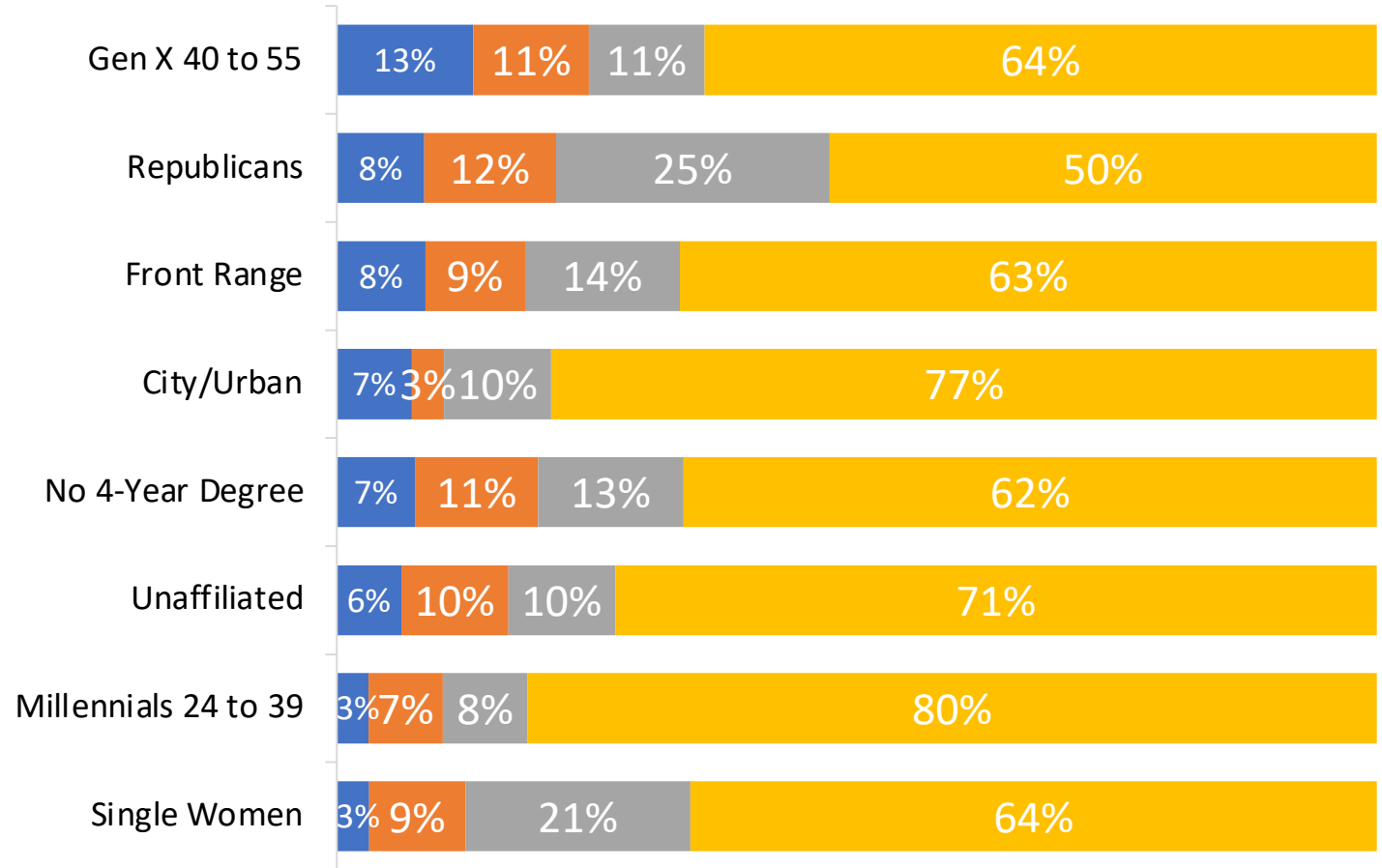
# Do you agree or disagree with the following statement?

*“The community I live in has housing available for anyone who wants to purchase a home.”*

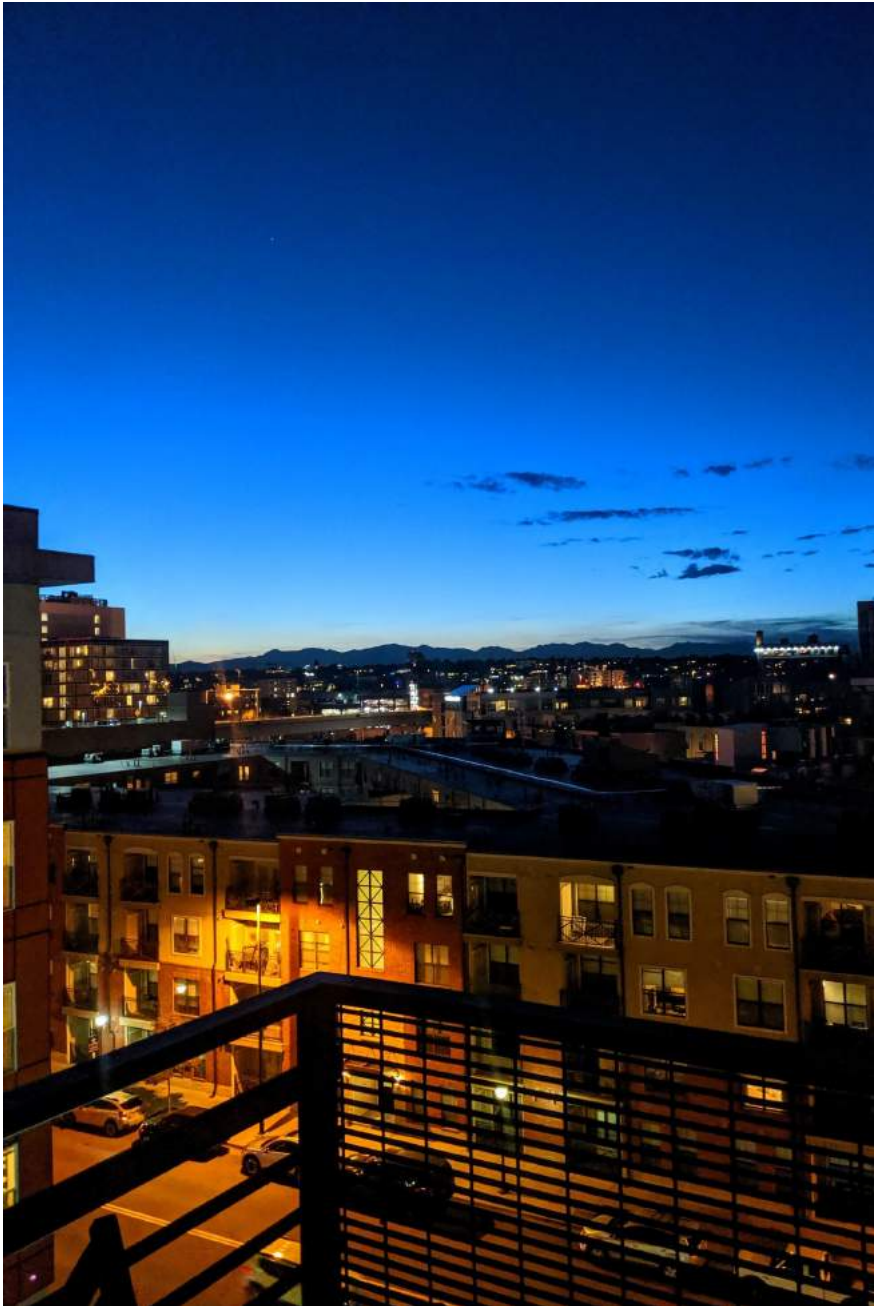


■ Total Agree ■ Total Disagree ■ No Opinion

Strongly Agree	6%
Somewhat Agree	9%
Strongly Disagree	64%
Somewhat Disagree	16%



■ Strongly Agree ■ Somewhat Agree  
 ■ Somewhat Disagree ■ Strongly Disagree



# What is Affordable Housing and What Should Local Governments Do About It?

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# What is Affordable Housing?

*“Being as specific as possible, please describe what you think affordable housing is, what it looks like, who it is for, and generally what it should cost in your community.”*

“Middle class families as well as families lower than middle class should be able to purchase an affordable house. I bought my house 4 1/2 years ago and it has appreciated so much I could not afford to purchase it now. My house was built in 1961 but the new builds are even more expensive.” -Female, 66-74, Dem., Adams County

## Major Themes

Many Described Affordable Housing in Terms of % of Income

Should be Accessible for Everyone

General Frustration that Affordable Housing is *No Longer Available*

“I think affordable housing is a safe place where residents, including family, can live without eating up most of their income. Families at or below the poverty line cannot afford spaces that are safe and fit all family members. -Male, 18-23, Unaf., Jefferson County

“Consider the average income of the largest population. Most people live paycheck to paycheck. The rent in Colorado is very expensive.” -Female, 30-39, Unaf., Larimer County

“In 2005, I was a single mom. My rent was \$800/month. When landlord raised the rent to \$1K, I realized I could afford a mortgage and bought a house. My 24-year old is paying \$1,645 monthly. He is making minimum wage, has a college degree and cannot afford a thing in Denver. Nor can we save money. I’m still supporting him.” -Female, 56-65, Rep., Denver

“A reasonable amount of space, for instance a dedicated bedroom for each family member (shared room for adult couple). Rent or mortgage 25-33% of monthly income. All utilities functional including waste removal. For anyone who wants it and is employed full-time or equivalent government assistance.” -Male, 50-55, Unaf., El Paso County

“Affordable housing is reflective of the lowest average income in the community. A two bedroom apartment at \$1,200 is not affordable. Housing cost should be a function of average wages in the community.” -Male, 30-39, Rep., Garfield County

“The median income of a person in the community should be able to qualify for a loan on a median priced home with 20% down for the loan. The home should look like the other homes in the neighborhood.” -Male, 56-65, Rep., Douglas County

“People should be able to build wealth, and housing should not limit that. People should be able to buy affordable housing, not just rent it through programs. The monthly payment for a 3-bedroom house should be 25% of the minimum wage full-time job earnings (net not gross).” -Female, 30-39, Unaf., Mesa County

“Affordable housing should be available to everyone. I currently rent an apartment and am lucky to have a good paying job, but it costs \$1,000/mo to live in an apartment with another person. I don’t believe this would even be feasible for some people I know. Affordable housing should be no more than a quarter to a third of someone’s income and it is hard to find quality housing that falls into that category.” -Female, 24-29, Dem., Arapahoe County

# What Should Your Local Government Do About Affordable Housing?

*“Being as specific as possible, please describe what you think your local government should do to address the problems and challenges of affordable housing?”*

Major Themes
Assistance/Incentives/Regulations
Nothing – Government Shouldn't Be Involved
Increase Stock of Affordable Housing

“Require any developer to set aside 10 to 20% of units for unhoused people. Have lots in town where tiny homes could be constructed. Mix affordable housing in with any new development or redevelopment efforts. Support tax credits for landlords wanting to help provide rooms to unhoused.”-Female, 56-65, Unaf., Boulder County

“There should be a cap on housing prices, the amount people are selling homes for is absurd. The average American should not have to have 3 jobs just to pay rent as they do in Colorado.” –Female, 40-49, Dem., Denver

“Loosen development restrictions for responsible development that seeks to build attainable housing for locals. Consider code rewrites that impede development.” -Male, 40-49, Rep., Eagle County

“Nothing. The market dictates housing costs. Housing is available for all in various areas across Colorado.” -Male, 40-49, Unaf., Jefferson County

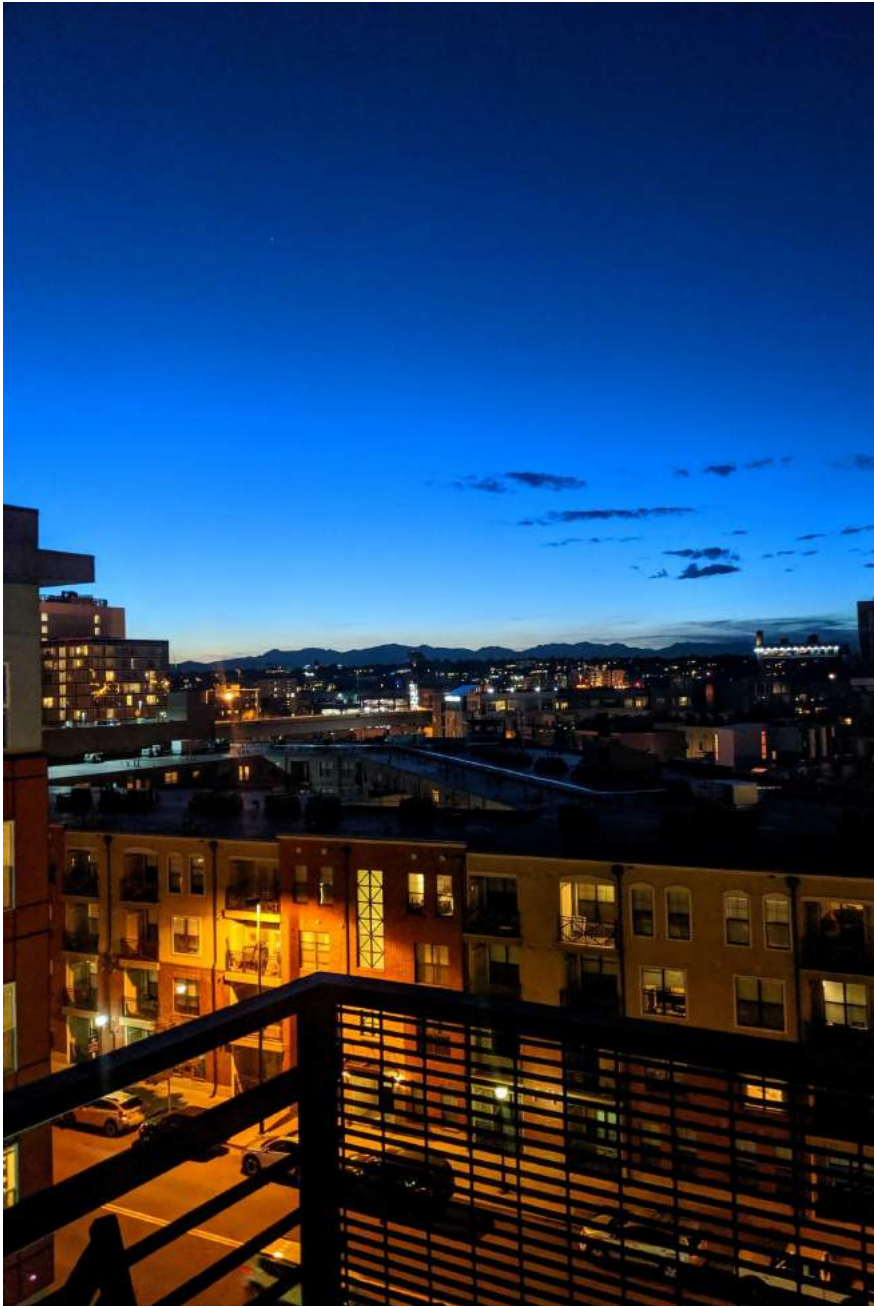
“Subsidies would help. Raise the mandatory minimum wage to \$15/hour. Raise corporate and individual income tax rates and raise them progressively. Guarantee basic income for all. Nationalize health care”. –Male, 50-55, Dem., Arapahoe County

“Build more affordable housing options, maintain them, regulate who qualifies for the housing.”-Female, 40-49, Dem., Larimer County

“Nothing at all. If you can afford to live in the community, then buy a house and enjoy the community. Otherwise find a house you can afford in a community that you can afford.”-Male, 50-55, Rep., Weld County

“Make the selection criteria and approval process less strict and more streamlined while ensuring that investors and corporations aren't purchasing properties to turn a profit.”- Male, 40-49, Rep., Adams County

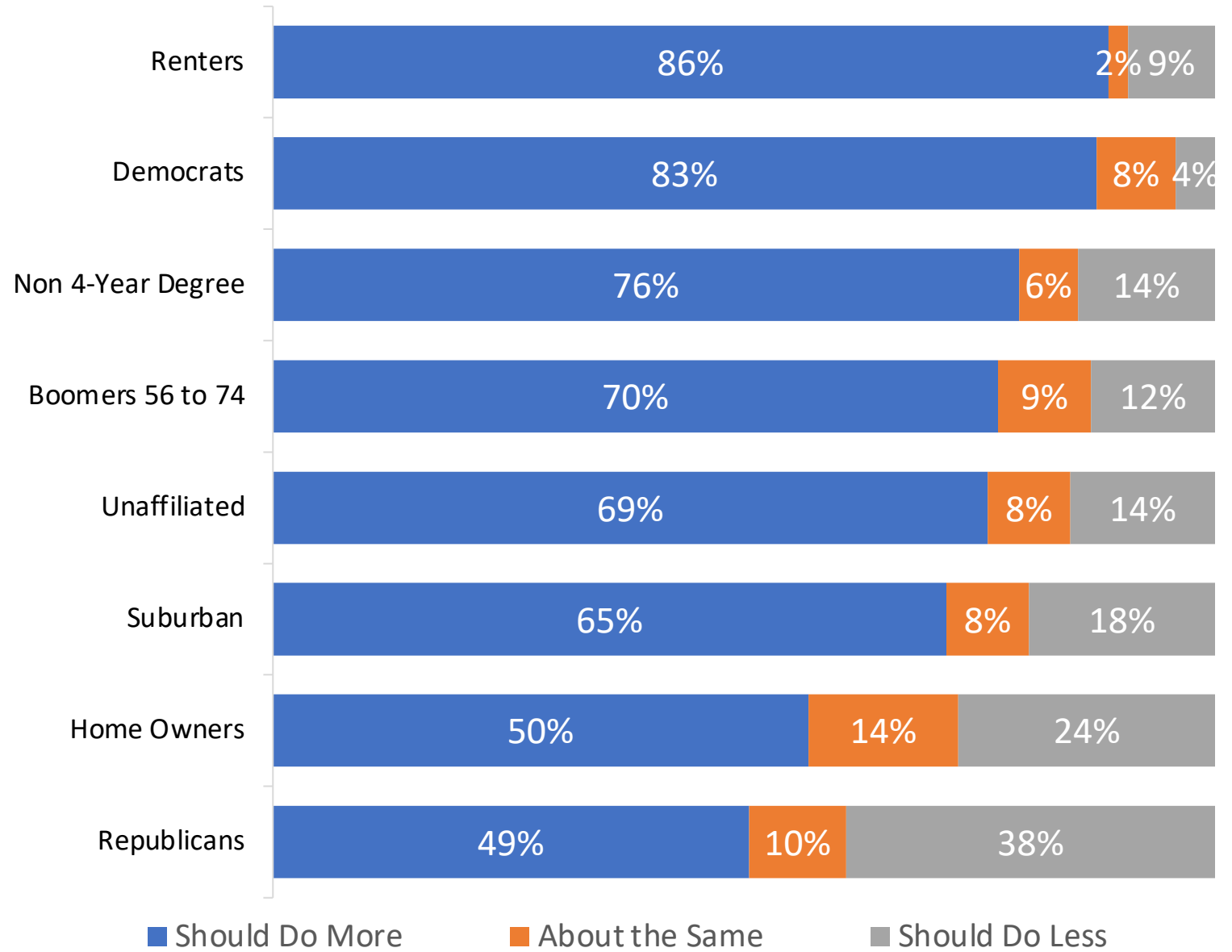
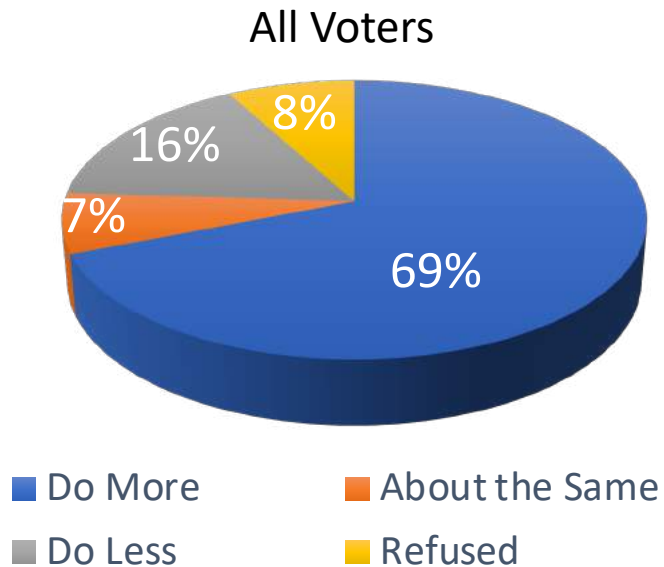
“Given the rapid increase in population generally and buildings going up, developers should contribute 15% of development cost for low income housing. The problem is *where* such housing would be built.” –Male, 75+, Dem., Denver



# Opinion of Government Involvement to Address Affordable Housing

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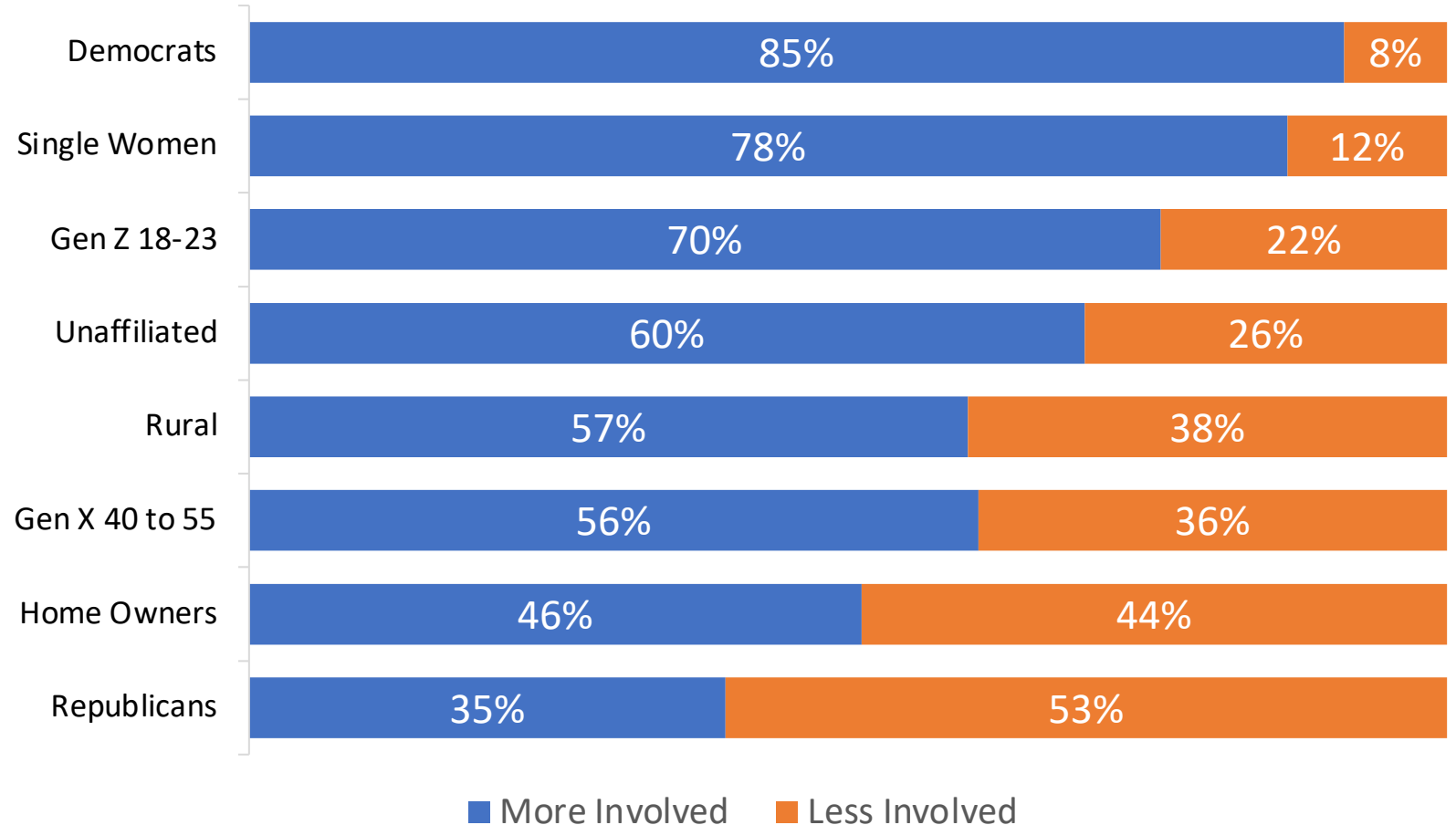
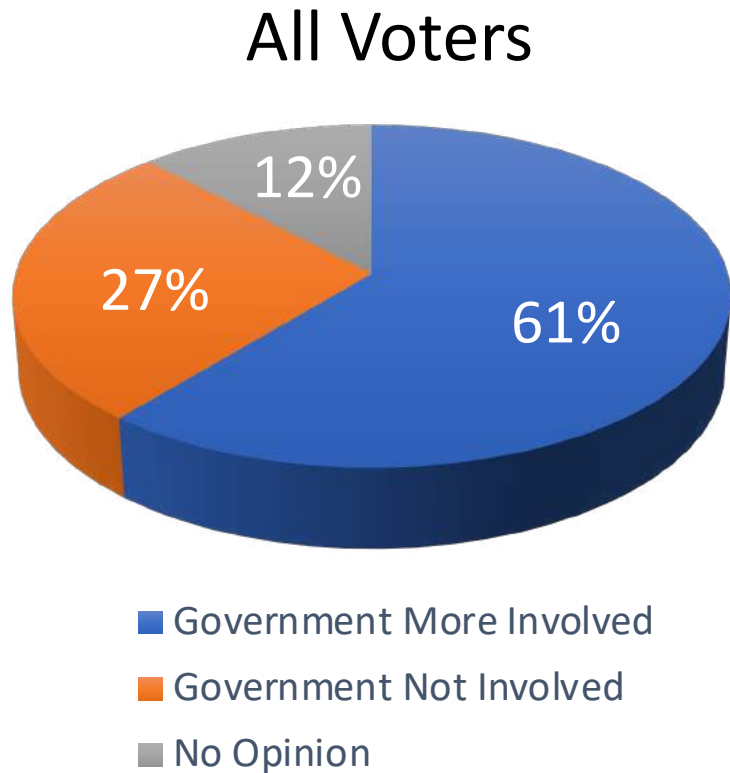
Do you believe that your local government should do more, about the same, or do less when it comes to affordable housing in your area?

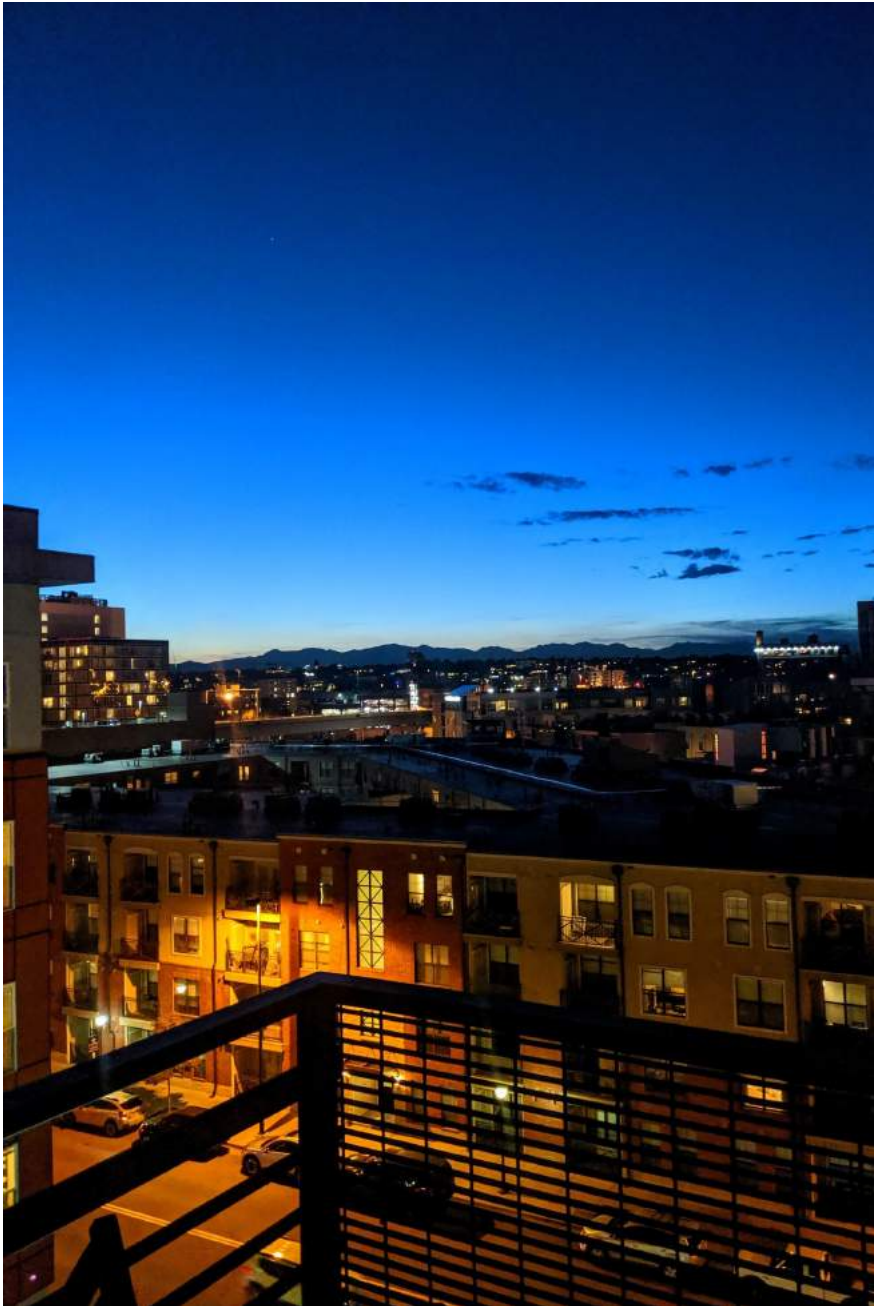




Some people say that the government should be more involved in housing by encouraging more affordable housing units, preventing future displacement due to increases in rent, and creating neighborhood stability....

While others believe that the government should not be involved in affordable housing and should let the market decide what home and rental prices should be, and what types of future developments are built within the community. Which of these opinions comes closer to your point of view?

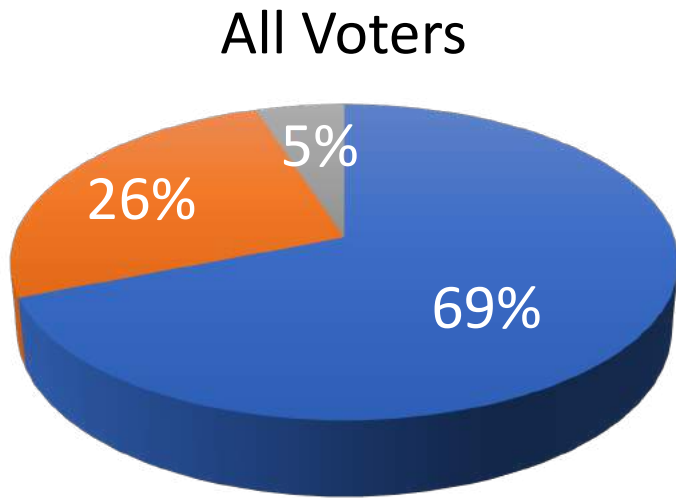




# Voter Opinion of Specific Affordable Housing Policies

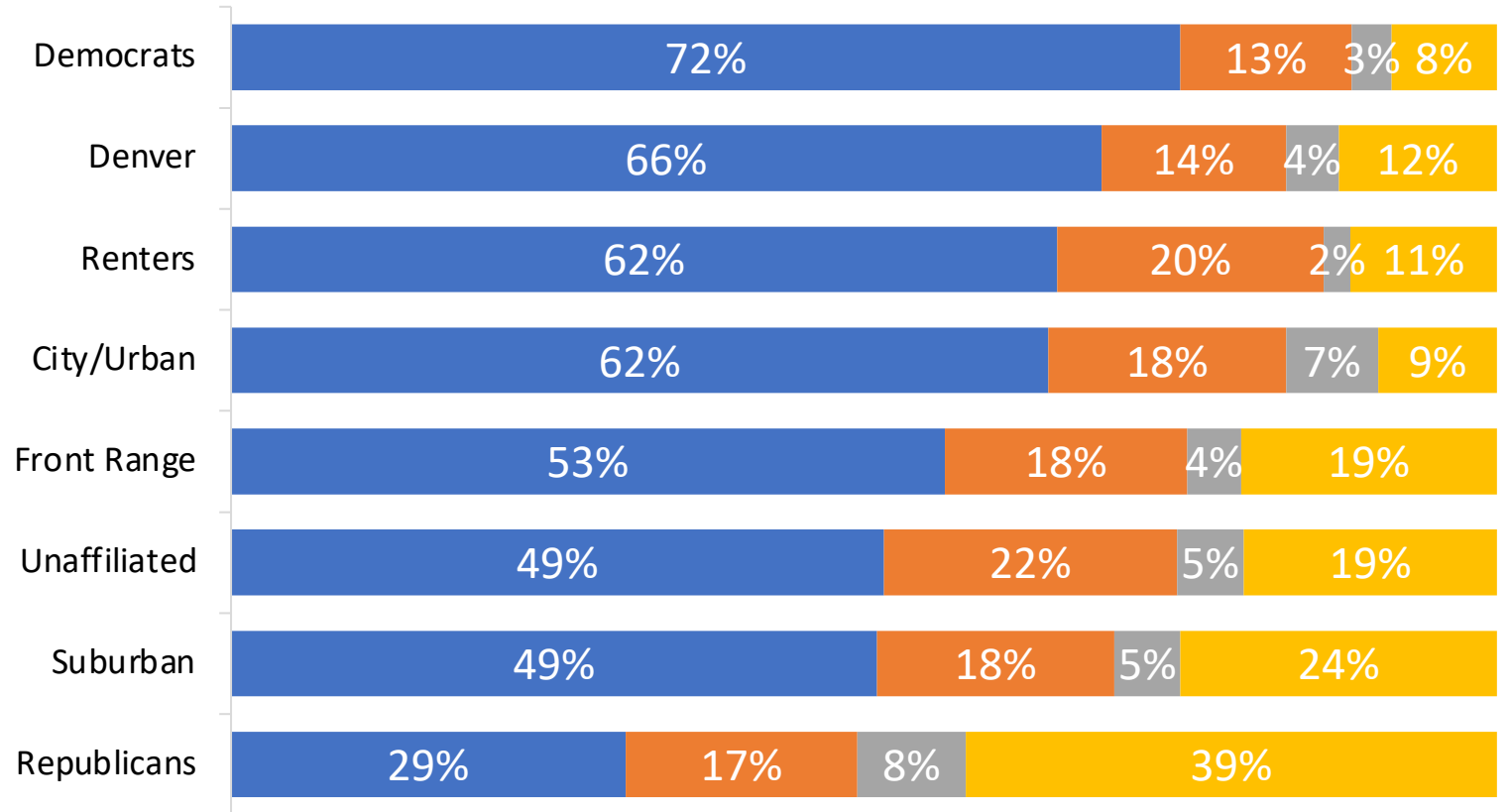
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As you may know, current law prohibits city and county governments from using their authority to require developers to include affordable units in new housing developments. Knowing this, would you support or oppose legislation that would allow cities and counties to require new residential developments to include a certain percentage of affordable housing units?



■ Total Support ■ Total Oppose ■ Refused

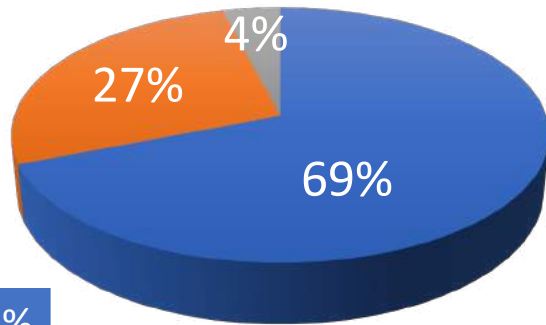
Strongly Support	51%
Somewhat Support	18%
Strongly Oppose	21%
Somewhat Oppose	5%



■ Strongly Support ■ Somewhat Support  
 ■ Somewhat Oppose ■ Strongly Oppose

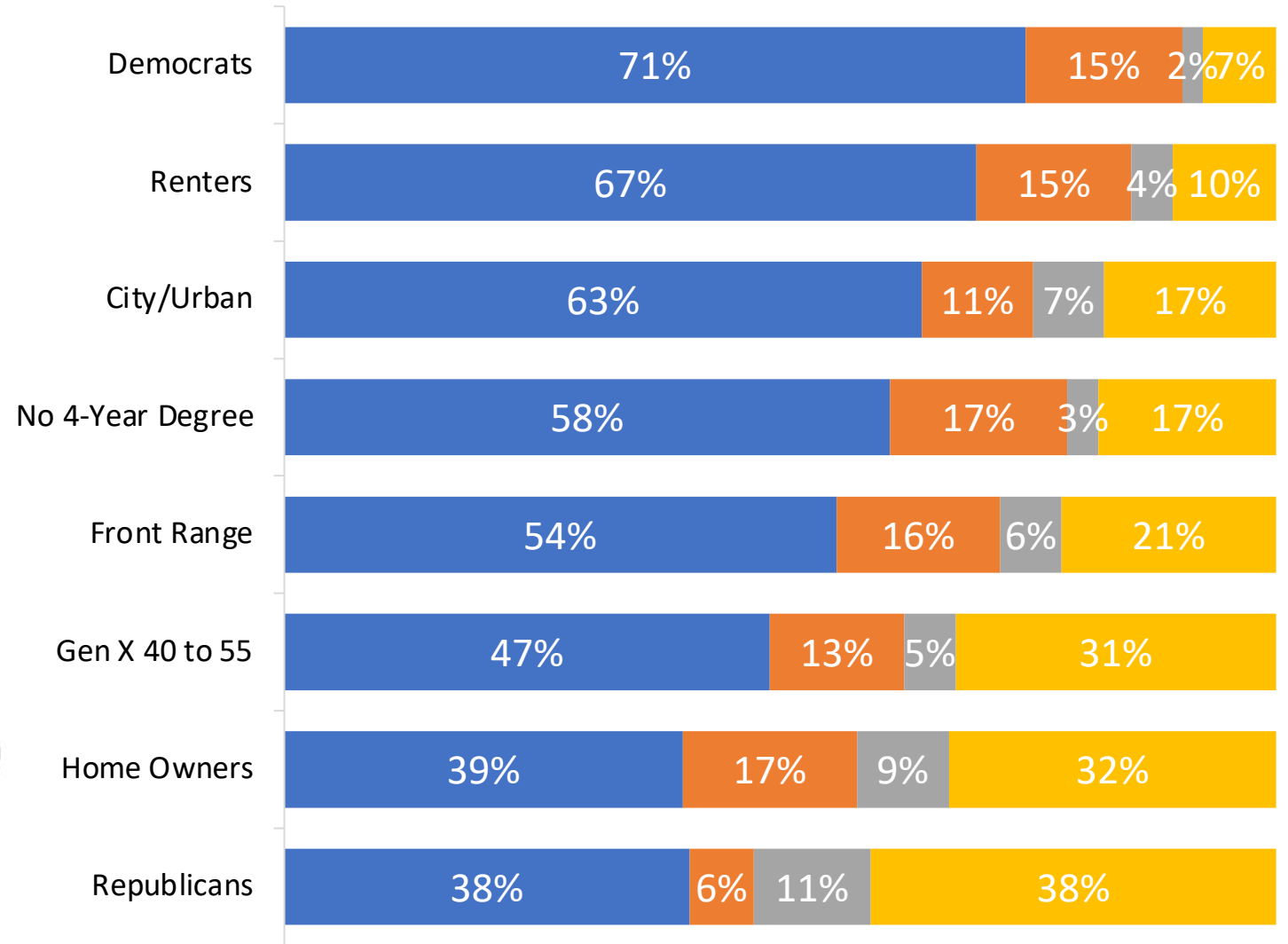
Would you support or oppose legislation that would require your community to have at least 20% of available housing be affordable for individuals and families making less than an annual household income of \$50,000?

### All Voters



Strongly Support	53%
Somewhat Support	16%
Strongly Oppose	20%
Somewhat Oppose	7%

- Total Support
- Total Oppose
- Refused

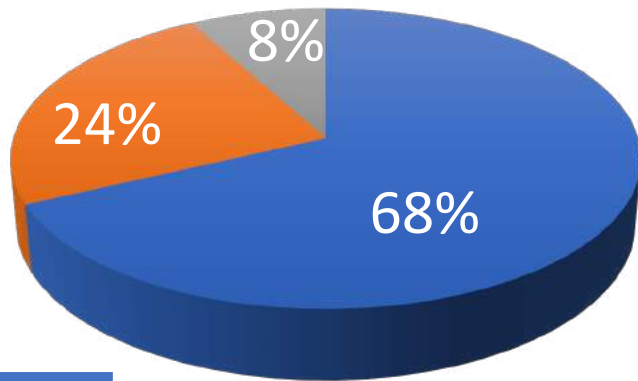


- Strongly Support
- Somewhat Support
- Somewhat Oppose
- Strongly Oppose



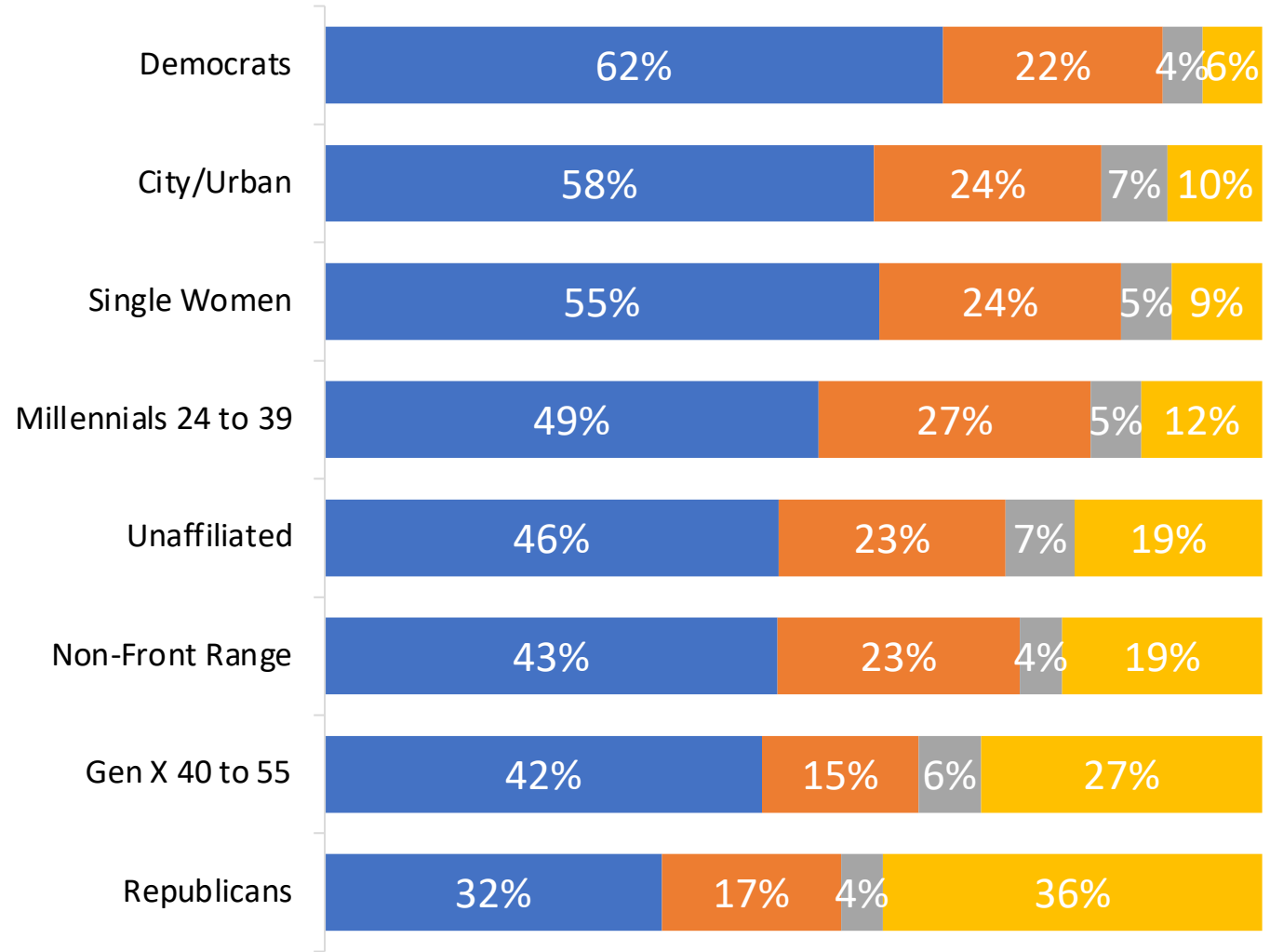
As you may know, rent control is a policy that limits rental rates within a city or state. Knowing this, do you support or oppose a rent control policy in your local community?

### All Voters



Strongly Support	47%
Somewhat Support	21%
Strongly Oppose	19%
Somewhat Oppose	5%

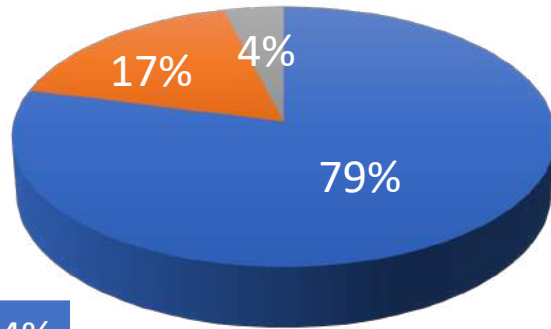
■ Total Support  
 ■ Total Oppose  
 ■ Unsure/Ref



■ Strongly Support   ■ Somewhat Support  
 ■ Somewhat Oppose   ■ Strongly Oppose

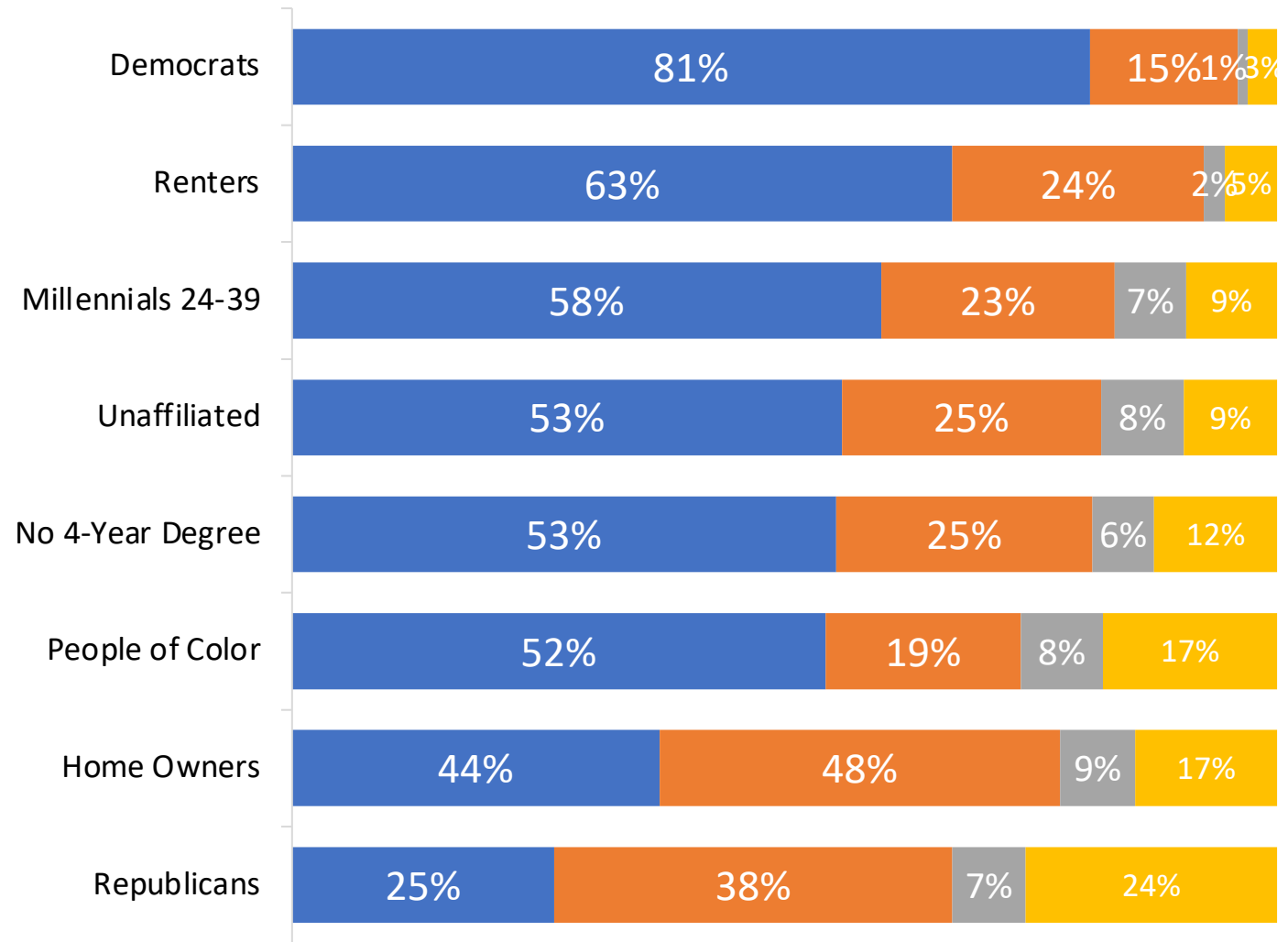
As you may know, last year Governor Polis and the Colorado Legislature passed legislation to help with mortgage and rent assistance for those who were not able to pay due to the pandemic. Knowing this, do you support or oppose this law?

### All Voters

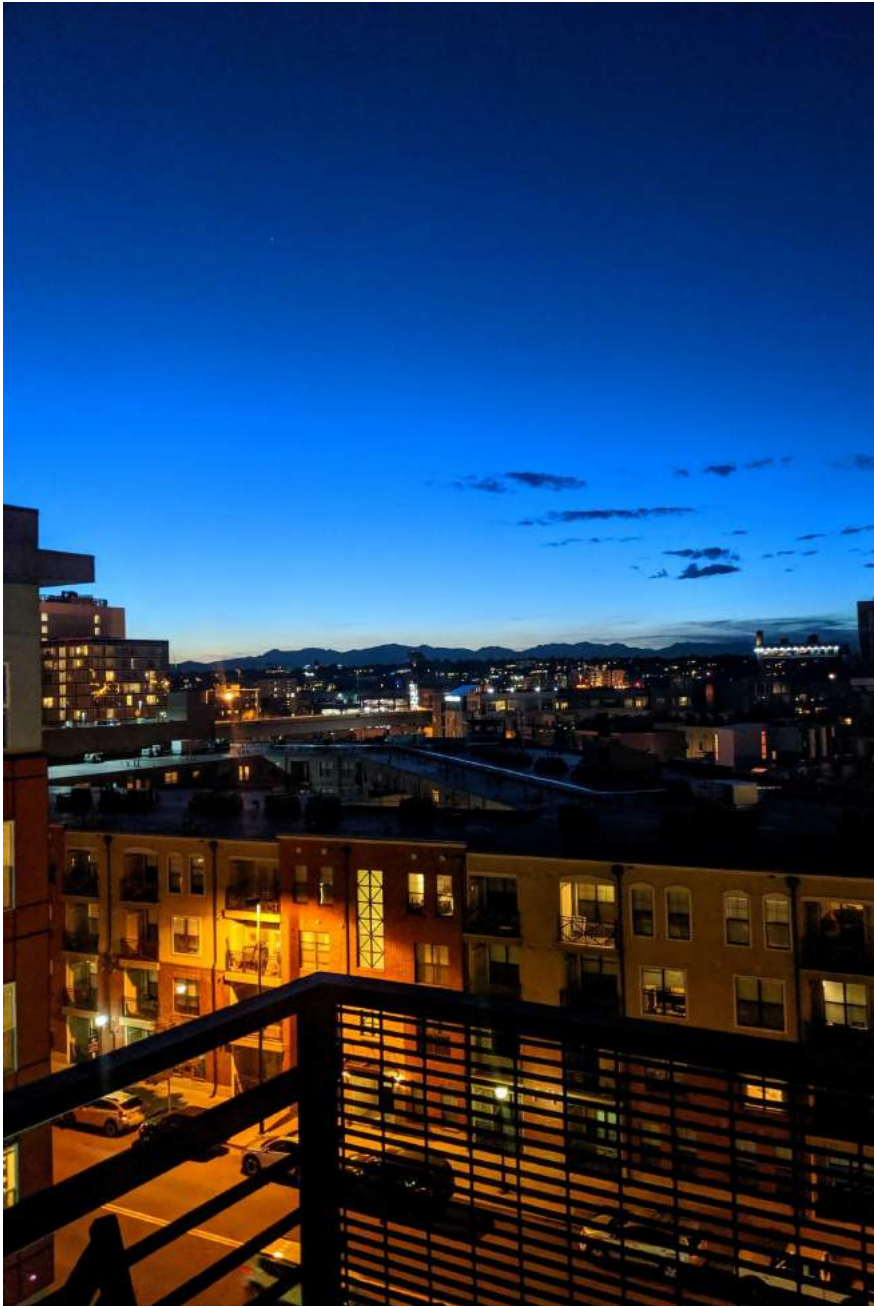


Strongly Support	54%
Somewhat Support	25%
Strongly Oppose	11%
Somewhat Oppose	6%

- Total Support
- Total Oppose
- Refused

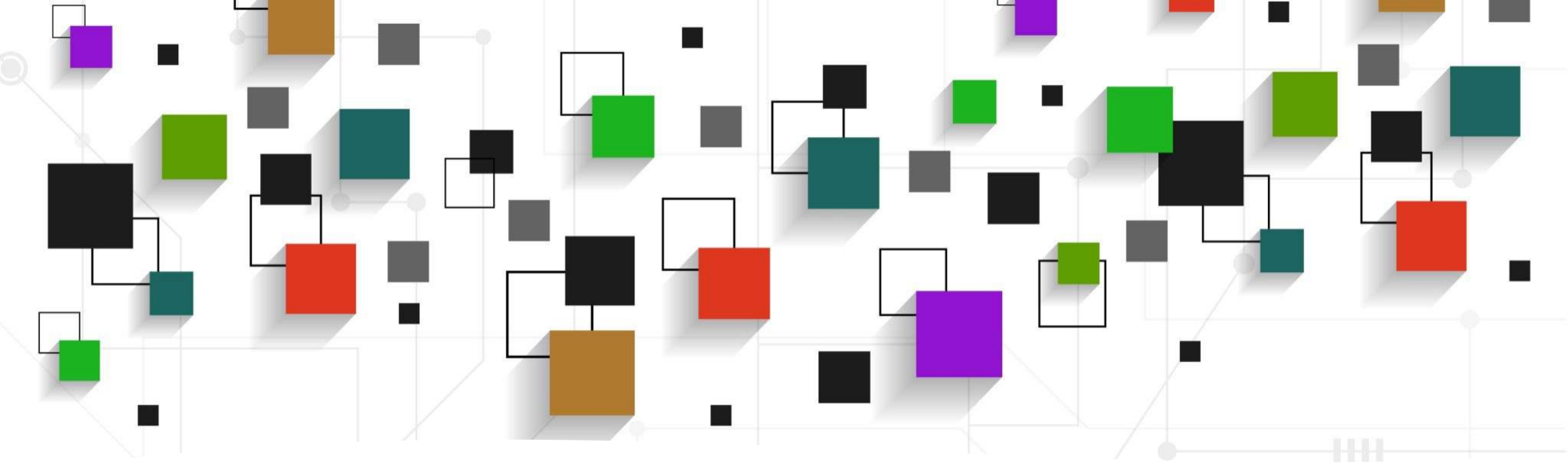


- Strongly Support
- Somewhat Support
- Somewhat Oppose
- Strongly Oppose



# Summary of Findings

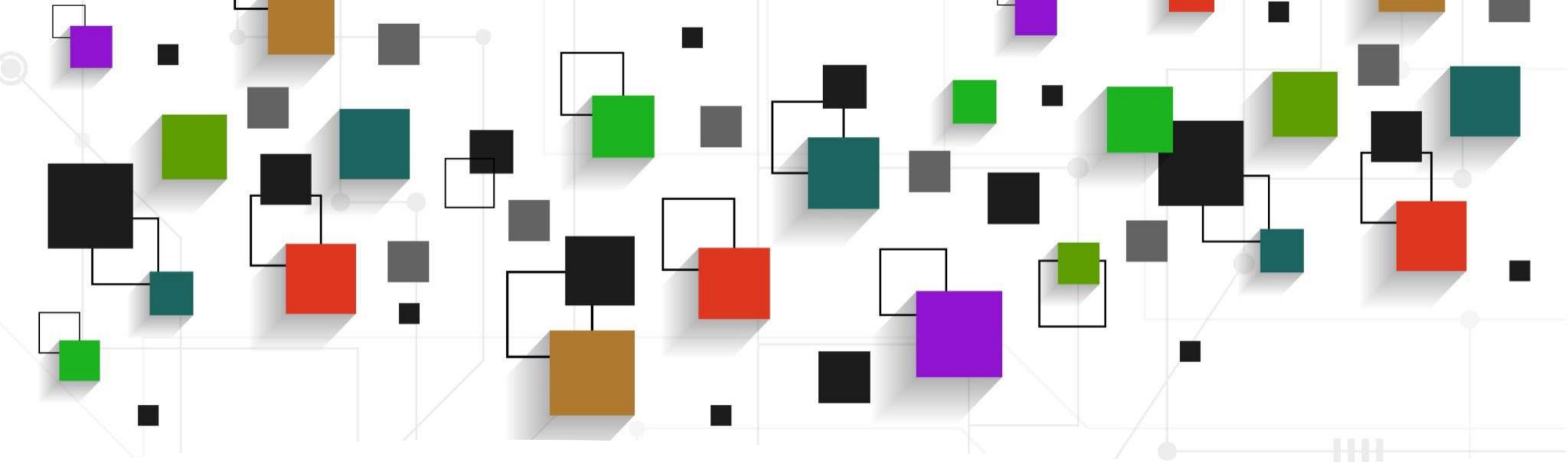
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## Summary of Findings

- The survey finds a majority of Colorado voters, 57% view affordable housing as a big problem in their community, and 74% somewhat of a problem.
- Sixty one percent of respondents believe that the government should be more involved in housing, while 27% believe the government should not be involved.
- Many of the housing policies tested in the survey are popular and have broad support. This includes requiring a percentage of new units be “affordable” (69% support), rent control (68% support), mortgage and rent assistance due to the COVID-19 pandemic (79% support).





## Summary of Findings

- Respondents provided varied definitions of what affordable housing means to them, but many described it in terms of a percentage of a person's (or family's) income.
- A common viewpoint among respondents was affordable housing should be available to everyone.
- One aspect of affordable housing that was top of mind for many voters was housing in Colorado *used* to be affordable in their community, but no longer is.

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