



April 26th, 2021

Memorandum

To: Interested Parties

Fr: Magellan Strategies

Re: Colorado Affordable Housing Issues Survey Summary

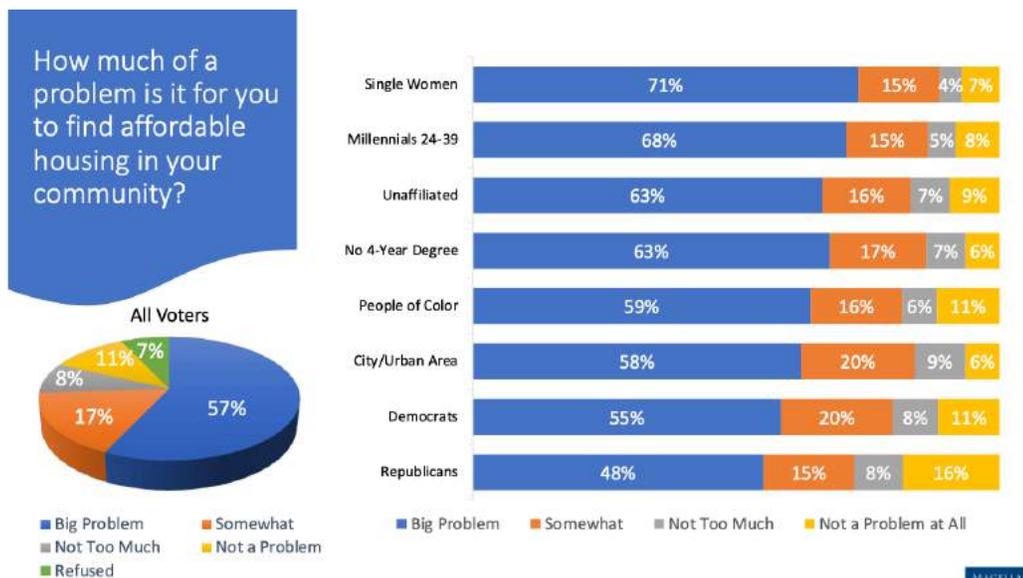
This is a summary of an online survey of 508 Colorado registered voters. The interviews were conducted from March 30th to April 2nd, 2021. This survey has a margin of error of +/- 4.4% at the 95% confidence interval. The survey data were weighted to be representative of the demographics of the registered voter population in Colorado. The survey topline, crosstabs, presentation, and open-ended verbatim responses can be downloaded on our website at www.MagellanStrategies.com under the Public Polls tab.

Survey Objective

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.”

Summary of Findings

Affordable housing could be considered a crisis in Colorado. Among all respondents, 57% say affordable housing is a big problem in their community, and 73% say the cost of housing is unaffordable.



Colorado Affordable Housing Survey, 508n, +/- 4.4% MoE, March 2021

Respondents provided a wide range of descriptions of what affordable housing means to them. Many consider affordable housing in terms of a percentage of a person's (or family's) income. Another common theme mentioned was affordable housing should be available to everyone. Other responses touched on the idea that housing *used* to be affordable in their community but no longer is.

What is Affordable Housing?

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

<p>"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</p>	<p>Major Themes</p> <ul style="list-style-type: none"> Many Described Affordable Housing in Terms of % of Income Should be Accessible for Everyone General Frustration that Affordable Housing is No Longer Available 	<p>"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</p>
<p>"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</p>	<p>"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</p>	<p>"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</p>
<p>"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</p>	<p>"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</p>	
<p>"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</p>	<p>"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</p>	

Colorado Affordable Housing Survey, 508n, MoE +/- 4.4%, March 2021

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As for ideas about what local government should do to address the problems and challenges of affordable housing, respondents suggested several ideas. However, the most common response focused on increasing the stock of affordable housing while also making government assistance or incentives available for those who want to buy a home or who need help to make rent.

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?"

<p>"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</p>	<p>Major Themes</p> <ul style="list-style-type: none"> Assistance/Incentives/Regulations Nothing – Government Shouldn't Be Involved Increase Stock of Affordable Housing 	<p>"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</p>
<p>"Nothing. The market dictates housing costs. Housing is available for all in various areas across Colorado." -Male, 40-49, Unaf., Jefferson County</p>	<p>"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</p>	<p>"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</p>
<p>"Build more affordable housing options, maintain them, regulate who qualifies for the housing." -Female, 40-49, Dem., Larimer County</p>	<p>"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</p>	
<p>"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</p>	<p>"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</p>	

Colorado Affordable Housing Survey, 508n, MoE +/- 4.4%, March 2021

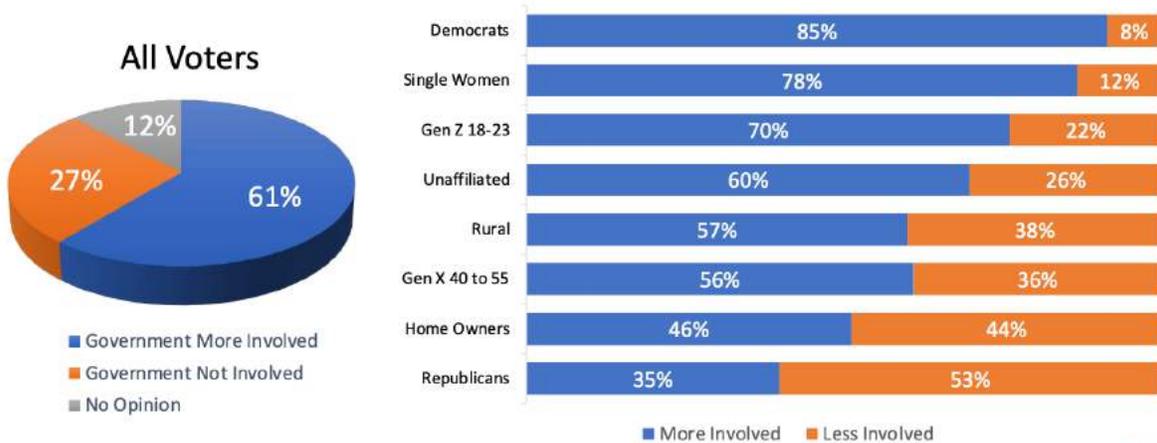
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Sixty-one percent of respondents think the government should be more involved in housing, while 27% believe government should not be involved.

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?

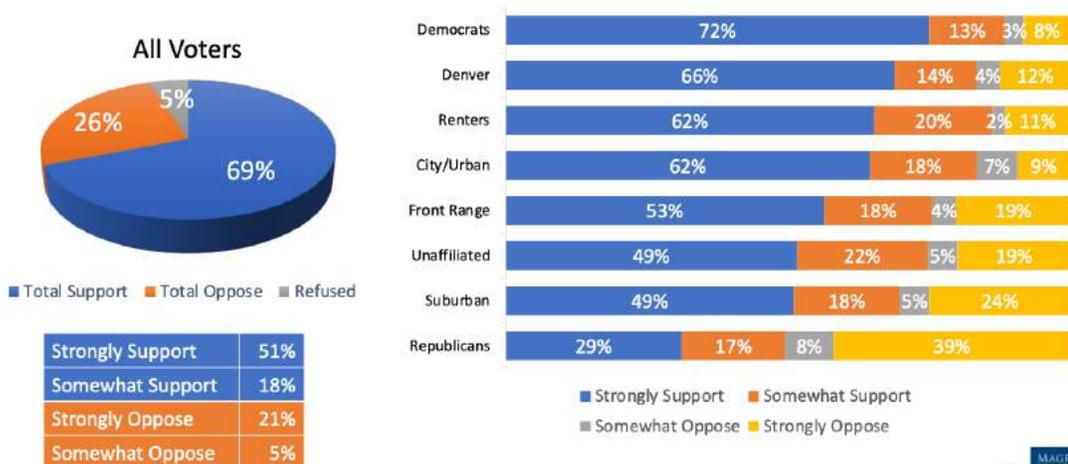


Colorado Affordable Housing Survey, 508n, +/- 4.4% MoE, March 2021



There is broad voter support for the housing policies tested in this survey, including requiring a percentage of new housing units to be designated as affordable - 69% support. A policy requiring 20% of housing units for individuals and families with household incomes of \$50,000 or less - 69% support, rent control – 68% support, and 79% support for mortgage and rent assistance due to COVID-19.

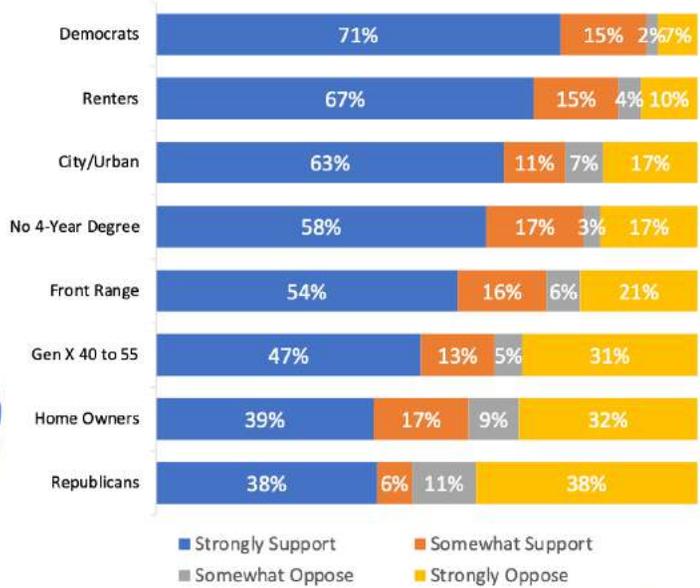
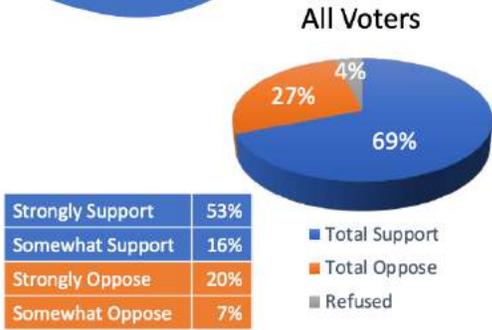
As you may know, current law prohibits city and county governments from using their authority to require developers to include affordable units in new housing developments. Knowing this, would you support or oppose legislation that would allow cities and counties to require new residential developments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



Colorado Affordable Housing Survey, 508n, +/- 4.4% MoE, March 2021



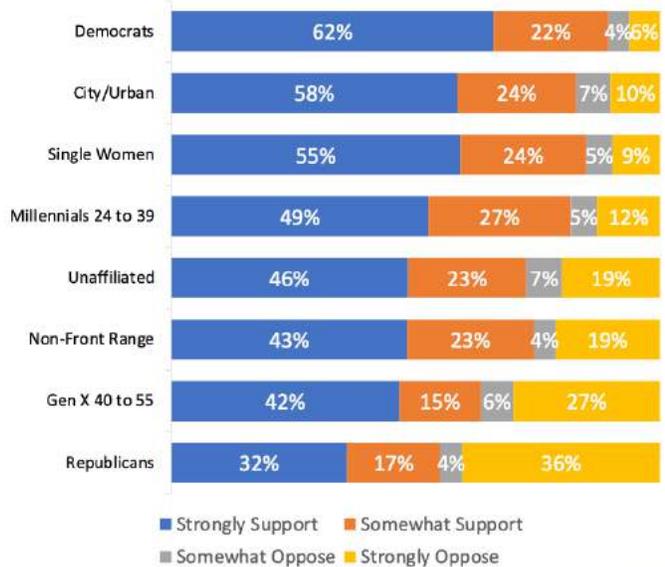
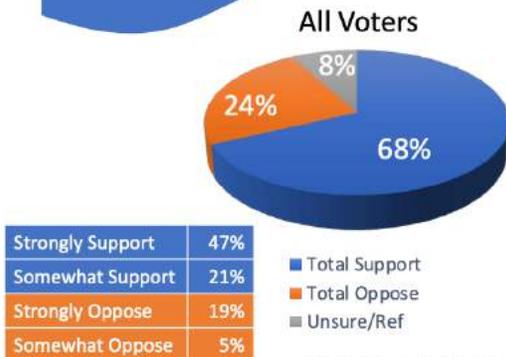
Would you support or oppose legislation that would require your community to have at least 20% of available housing be affordable for individuals and families making less than an annual household income of \$50,000?



Colorado Affordable Housing Survey, 508n, +/- 4.4% MoE, March 2021

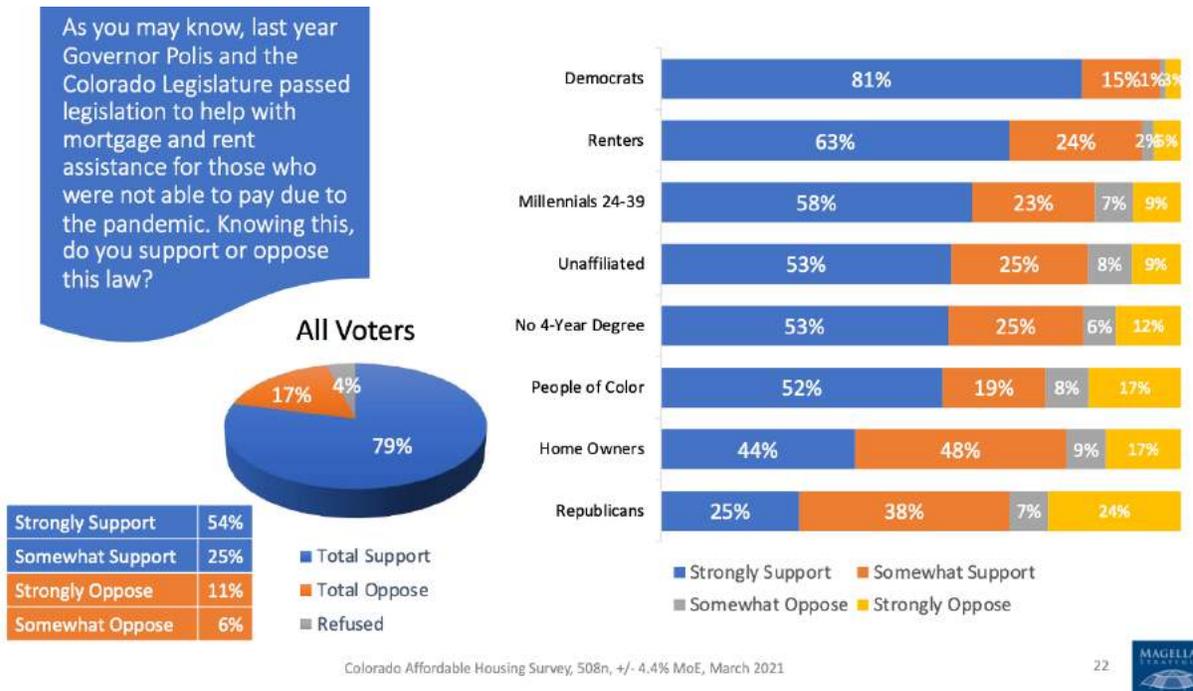


As you may know, rent control is a policy that limits rental rates within a city or state. Knowing this, do you support or oppose a rent control policy in your local community?



Colorado Affordable Housing Survey, 508n, +/- 4.4% MoE, March 2021





Conclusion

This survey of registered voters identifies affordable housing as a severe problem facing individual families and communities across Colorado. Substantial majorities say affordable housing is a big problem (57%), and 73% say housing is unaffordable. These sentiments are motivating voters to support more government action to address the problem. This includes support for rent control (68% total support/47% strongly support) and requiring developers to have a percentage of new units designated as “affordable” (69% support/51% strongly support). It will be interesting to see if some of these policies become law in the future.

Survey Methodology

This survey was conducted by sending a survey invitation text message to a random sample of Colorado registered voters drawn from a current voter file. The survey response data was weighted to reflect the demographics of the registered voter population in Colorado. The interviews were conducted from March 30th – April 2nd, 2021. This survey has a margin of error of +/- 4.4% at the 95 percent confidence interval.

Any questions regarding the survey findings or methodology should be directed to David Flaherty, Ryan Winger, or Courtney Sievers. They can be reached by phone at 303-861-8585 or by email at dflaherty@magellanstrategies.com, rwinger@magellanstrategies.com, or csievers@magellanstrategies.com.

The survey complete survey topline follows.





Magellan Strategies

Colorado Housing Issues Survey Topline Results

Magellan Strategies are pleased to present the topline results of an online survey of 508 Colorado registered voters. The interviews were conducted from March 30th to April 2nd, 2021. This survey has a margin of error of +/- 4.4% at the 95 percent confidence interval. The survey data was weighted to be representative of the demographics of the registered voter population in Colorado. Any questions regarding the survey findings or methodology should be directed to David Flaherty or Courtney Sievers of Magellan Strategies.

T1. For statistical purposes only, could you verify that you are at least 18 years old and live in Colorado?

Yes..... 100%

T2. 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?

Better than it is now 25%
About the same..... 42%
Somewhat worse than it is now..... 16%
Much worse than it is now 11%
Don't Know or Refused..... 6%

T3. How satisfied are you with your current housing situation?

Very & Somewhat Satisfied 58%
Very Satisfied 29%
Somewhat Satisfied 28%
Not Too Satisfied 22%
Not Satisfied at All 20%
No Opinion 1%

T4. How much of a problem is it for you to find affordable housing in your community?

Big and Somewhat of a Problem	74%
A Big Problem.....	57%
Somewhat of a Problem	17%
Not Too Much of a Problem	8%
Not a Problem at All	11%
No Opinion	6%
Refused.....	1%

T5. How affordable is the cost of housing to you in your community?

Total Affordable	25%
Total Unaffordable.....	73%
No Opinion	2%
Refused.....	0%
Very Affordable.....	10%
Somewhat Affordable.....	15%
Very Unaffordable	53%
Somewhat Unaffordable	20%

T6. 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.

**Verbatim responses attached in separate document.*

T7. 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	15%
Total Disagree.....	80%
No Opinion	5%
Refused.....	0%
Strongly Agree	6%
Somewhat Agree.....	9%
Strongly Disagree.....	64%
Somewhat Disagree	16%



T8. Being as specific as possible, please describe what you think your local government should do to address the problems and challenges of affordable housing?

**Verbatim responses attached in separate document.*

T9. 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?

Do More 69%
About the Same 7%
Do Less 16%
Unsure or No Opinion or Refused 8%

T10. 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?

Government Should Be More Involved 61%
Government Should Not Be Involved..... 27%
No Opinion 11%
Refused..... 1%



T11. 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	69%
Total Oppose	26%
No Opinion	5%
Refused.....	0%
Strongly Support	51%
Somewhat Support.....	18%
Strongly Oppose	21%
Somewhat Oppose.....	5%

T12. 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.

Total Support	69%
Total Oppose	27%
No Opinion	4%
Refused.....	0%
Strongly Support	53%
Somewhat Support.....	16%
Strongly Oppose	20%
Somewhat Oppose.....	7%



T13. 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?

Total Support	68%
Total Oppose	24%
No Opinion	6%
Refused.....	2%
Strongly Support	47%
Somewhat Support.....	21%
Strongly Oppose	19%
Somewhat Oppose.....	5%

T14. As you may know, last year Governor Polis and the Colorado legislature passed legislation to help with mortgage and rent assistance for those that were not able to pay due to the pandemic. Knowing this, do you support or oppose this law?

Total Support	79%
Total Oppose	17%
No Opinion	4%
Refused.....	0%
Strongly Support	54%
Somewhat Support.....	25%
Strongly Oppose	11%
Somewhat Oppose.....	6%

And now we have a few questions for statistical purposes only.

T15. Do you rent or own your home?

Own	45%
Rent.....	44%
Other.....	10%
Unsure or Refused	1%

T16. Are you...

Female.....	51%
Male	49%
Identify Differently.....	0%



T17. Are you between the ages of:

18-23.....	9%
24-29.....	11%
30-39.....	19%
40-49.....	16%
50-55.....	9%
56-65.....	16%
66-74.....	12%
75+.....	8%

T18. Which of the following describes your race?

White.....	80%
Hispanic or Latino	14%
Black or African American	3%
Asian	1%
Other	2%

T19. Are you married or single?

Single.....	51%
Married.....	47%
Refused.....	2%

T20. Last year, what was your total family income before taxes?

Less than \$30,000.....	24%
\$31,000-\$49,000.....	18%
\$50,000-\$74,000.....	16%
\$75,000-\$99,000.....	11%
\$100,000-\$124,000.....	7%
\$125,000-\$150,000.....	5%
More than \$150,000.....	11%
Refused.....	8%



T21. What is the highest level of school you have completed or the highest degree you have received?

Less Than High School.....	1%
Graduated High School	13%
Technical or Vocational School	6%
Some College, No Degree.....	20%
Two-Year College Degree	9%
Four-Year College Degree.....	33%
MBA, PH.D. or Other Professional Degree.....	15%
Refused.....	3%

T22. Are you registered to vote in Colorado as a Republican, a Democrat, an unaffiliated voter, are you registered with another party, or are you not registered to vote?

Unaffiliated.....	41%
Democrat.....	30%
Republican	27%
Other Party	1%
Not Registered to Vote	1%

T23. How would you describe the area where you currently live?

Suburban Area	48%
City or Urban Area.....	21%
Small Town.....	20%
Rural Area.....	10%
Refused.....	1%

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