NAR Polling Program

Public Opinion Research

What is it?

Opinion Polling provides quantitative insight into the attitudes and opinions of a populations and subgroups of a population.

When is it used?

Variety of uses including campaign viability, issue research, candidate research, targeting, member research and others.

What can it do for me?

Polling is an invaluable decision-making tool, informing on a variety of integral issues including viability, messaging, and campaign strategies.

Independent Expenditure Campaigns

School Board

City Council

Mayor

County Commissioner

Tax Collector

Property Appraiser

State House

State Senate

State Supreme Court

Corporate Commissioner

Regional Transportation District

Issue Advocacy and Legislative Outreach

Examples:

- Protect the State Mortgage Interest Deduction

- Sales Taxes on Services

- Real Estate Transfer Taxes

- Short Term Rentals; Air B-n-B

- Rent Control

- Ballot Measures for Mass Transit and/or Road/ Infrastructure Repair

- Building Heights

- Etc. (If you are working on it, we've probably done a poll on it)

Smart Growth Polls: Non-Advocacy

Examples:

- Inform a Comprehensive Plan

- Zoning Issues

- Quantify Housing Needs

- Support for Mixed Use or Dense Developments

- Transit Programs

- Commercial Developments

What Kind of Polls Are We Talking About?

- **Traditional phone surveys w/ live professional interviewers (Mostly cell phones, but there are still landlines out there)**

- **Hybrid sampling (phones, text and online)**

- **Online surveys / ad testing**

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Benchmark Surveys

- Is this issue/ race worth engaging

- What will it take to win?

- Longer, in depth survey testing mood, issue environment and message

- 12 to 15 minutes in length

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Tracking or Viability Survey

- Shorter survey with more limited objectives

- Test attitudinal movement

- Produce quick information or talking points

- 10 minutes or less

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Four Primary Strategic Functions:

- **To Educate (internally)**

- **To Inform (externally)**

- **Persuasion Potential / Persuasion**

- **To Mobilize / Who to Persuade (Targeting)**

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I N C O R P O R A T E D

To Educate (Internally)

- **What do people know about an issue or candidate?**

- **Is this a viable campaign?**

- **What would it take to win (message/ targets/ budget)?**

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To Inform (Externally)

- **Provide information to the public**

- **Provide information on public opinion to media**

- **Provide information on public opinion to elected officials**

Persuasion

- **Can People be persuaded?**

- **Determine message – what do we say and who do we say it to?**

- **Survey results can help avoid costly campaigns**

- **Pressure elected officials / show intent**

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To Mobilize

- **Messaging**

- **Targeting**

- **The Public**

- **Members**

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Should I Poll?
Things to consider (strategic):

- **What am I trying to learn?**

- **Will I do anything different because of the results?**

- **What am I going to do with the results?**

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Should I Poll?
Things to consider (practical):

- **Timing: When is the election / vote?**

- **Budget: What is my total budget?**

- **Audience: Who am I talking to?**

- **Electorate / Population: Is the targeted population large enough to poll?**

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National Association of REALTORS®
Joetown Mayoral
Frequencies (% responding)

Q.2 First of all, are you registered to vote in Joetown?

(IF NO) I'm sorry. Is there a registered Joetown voter available I can speak to?

	Total
Yes	100
No (TERMINATE)	-

Q.3 Gender of respondent (INTERVIEWER CODE--DO NOT ASK RESPONDENT)

	Total
Male	48
Female	52

Q.4 What are the chances of your voting in the election for governor, state legislature, mayor, and other offices in November 2022 - are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

	Total
Almost certain to vote	87
Probably will vote	13
Chances are 50-50 (TERMINATE)	-
Don't think will vote (TERMINATE)	-
(Don't know/refused) (TERMINATE)	-

Q.5 Generally speaking, do you think that things in Joetown are going in the right direction, or do you feel things have gotten off on the wrong track?

	Total
Right direction	37
Wrong track	55
(Don't know/refused)	8

Q.6 Now, I am going to read you a list of concerns that many people have. Please tell me which ONE of these concerns is the most important for you in deciding your vote for your mayor.

(READ LIST) (RANDOMIZE)

(IF MORE THAN ONE) Well which ONE is the most important in deciding your vote for your mayor?

	Total
Crime and public safety	26
Homelessness	25
Housing affordability	17
Inflation and high cost of living	15
Taxes and government spending	6
Infrastructure like roads and highways	5
Jobs and the economy	4
Litter and blight	3
(Don't know/refused)	1

Table 1: Top Issue Concerns						
	Dem men	Dem women	Dem under age 50	Dems age 50+	Ind	Rep
	%	%				
Top Issues						
Crime	17	*26*	12	*30*	*25*	*39*
Homelessness	18	*27*	19	*26*	*29*	*21*
Housing affordability	29	*22*	36	*17*	*13*	*5*
Inflation	11	*17*	19	*11*	*14*	*15*
Taxes and government spending	4	*3*	5	*2*	*9*	*8*
Infrastructure	10	*3*	5	*7*	*3*	*4*
Jobs and the economy	6	*2*	3	*3*	*4*	*3*
Litter and blight	4	*1*	1	*3*	*2*	*4*

Q.7 And what would be the SECOND most important issue for you in deciding your vote for your mayor.

(READ LIST) (RANDOMIZE IN SAME ORDER AS ISSUEVOTECE1, OMITTING FIRST CHOICE)

(IF MORE THAN ONE) Well which ONE is the second most important in deciding your vote for your mayor?

	Total
Homelessness	23
Crime and public safety	21
Inflation and high cost of living	15
Taxes and government spending	13
Housing affordability	10
Infrastructure like roads and highways	9
Litter and blight	5
Jobs and the economy	5
(Don't know/refused)	1

Q.8 Okay. Now I'm going to read you the names of some public figures, and I'd like you to rate your feelings toward each one as very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable. If you have no opinion or have never heard of that person, please say so.

(IF DON'T KNOW) Would you say you are unable to give an opinion of (READ BELOW), or have you never heard of (READ BELOW)?

(READ BELOW) Would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of (READ BELOW)?

(RANDOMIZE)

	Very Fav	Smwt Fav	Smwt Unfav	Very Unfav	No opinion/ neutral	Never heard of	(Dk/Ref)	Total Fav	Total Unfav	Net
A. Cindy Garcia	17	22	16	13	22	9	1	**39**	**29**	**11**
B. Matt Smith	14	28	8	5	24	20	2	**42**	**13**	**29**
C. Sam Incumbent	11	31	16	15	15	11	1	**41**	**31**	**10**

Q.9 Overall, do you (ROTATE) approve or disapprove of the job the Joetown City Council is doing?

(FOLLOW UP) And is that strongly APPROVE/DISAPPROVE or somewhat APPROVE/DISAPPROVE?

	Total
Approve strongly	7
Approve somewhat	39
Disapprove somewhat	30
Disapprove strongly	18
(Don't know/refused)	7
Total Approve	**46**
Total Disapprove	**48**
Total Approve - Total Disapprove	**-2**

Q.10 And, if the election for Joetown Mayor were held today and the candidates were: (ROTATE) Cindy Garcia, County Supervisor and Matt Smith, Joetown City Councilmember -- for whom would you vote, (ROTATE) Cindy Garcia, County Supervisor or Matt Smith, Joetown City Councilmember?

	Total
Cindy Garcia, County Supervisor	32
Lean Cindy Garcia, County Supervisor	12
Matt Smith, Joetown City Councilmember	35
Lean Matt Smith, Joetown City Councilmember	10
(Other)	0
Lean (Other)	0
(Undecided)	11
Total Cindy Garcia, County Supervisor	**44**
Total Matt Smith, Joetown City Councilmember	**45**
Total (Other)	**1**
Total Garcia - Total Smith	**0**

Table 2: Initial Mayoral Vote			
	Smith	Garcia	Undecided	Net
	%	%	%	
Total	**45**	**44**	**11**	**1**
Party ID			
Democrat under age 50	26	66	8	-40
Democrat age 50+	40	56	4	-16
Independent	50	33	16	17
Republican	67	21	12	46
Age/Gender			
Men under age 50	45	42	12	3
Men age 50+	50	37	12	13
Women under age 50	33	55	13	-22
Women age 50+	49	45	7	4
Top Issue			
Crime	54	35	11	19
Homelessness	47	44	9	3
Housing	28	65	6	-37
Inflation	41	46	11	-5

Q.12 (IF NOT UNDECIDED IN Q.10) How certain are you that you would vote for (CANDIDATE), are you very certain, somewhat certain, or not certain at all?

	Total
Strong Garcia	17
Weak Garcia	27
Strong Smith	20
Weak Smith	25
Strong (Other)	0
Weak (Other)	0
(Undecided)	11

Q.13 Now I am going to read to you some descriptions of the candidates for Joetown Mayor. For each, please tell me if you would be (ROTATE) more or less likely to vote for this kind of candidate.

(RANDOMIZE AND READ ITEM, PROMPT) Would you be (ROTATE) more or less likely to vote for this kind of candidate?

(FOLLOW UP) Is that much MORE/LESS likely or somewhat MORE/LESS likely?

	Much more likely	Smwt more likely	Smwt less likely	Much less likely	(Neither more nor less likely/no difference)	(Dk/Ref)	Total More likely	Total Less likely	Net
A. A candidate who will be tough on crime	57	23	8	6	4	1	**80**	**15**	**65**
B. A candidate who led efforts to pass bail reform	18	26	20	18	13	6	**43**	**38**	**5**
C. A candidate committed to cleaner and safer streets	61	30	4	2	2	1	**91**	**6**	**86**
D. A candidate with decades of political experience	17	31	21	13	17	3	**48**	**33**	**14**
E. A candidate who will work to remove tent encampments from Joetown parks and streets	55	22	11	5	5	3	**77**	**15**	**62**
F. A candidate who supports building more housing that is affordable for working- and middle-class people.	49	26	9	8	7	1	**75**	**17**	**58**

Q.14 Now, let me read you a series of statements about Matt Smith, who is one of the candidates for Mayor of Joetown. For each, please tell me whether this is a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to support Matt Smith for Mayor.

(PROMPT) Is that a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to support Matt Smith for Mayor?

(RANDOMIZE AND READ)

	Very Conv	Smwt Conv	Little Conv	Not Conv	(Dk/Ref)	Very/Smwt Conv	A little/Not at all Conv
A. Smith says that we should not defund the police. Instead, we should improve police training, deploy them more effectively, and support crime-prevention efforts like job training, mental health, and better schools.	48	30	10	12	1	**78**	**22**
B. Smith believes that homeless residents should have access to basic and safe shelter, but that people suffering from mental illness and addiction belong in treatment centers, not in our streets and parks.	50	32	11	7	1	**81**	**18**
C. Smith says that new housing should go near transit centers and downtown, and not wherever developers want. He'll work to build more affordable housing without traffic gridlock, displacement, and environmental damage.	32	37	17	15	0	**68**	**32**
D. Smith is a successful businessman with progressive values. He believes that we should demand transparency from city government, with clear lines of accountability and results.	39	33	13	15	1	**72**	**28**
E. Smith wants to bring basic accountability to government by linking any future pay raises for elected leaders and top bureaucrats to better delivery of services.	34	32	14	18	2	**66**	**33**

Table 3: Convincing Statements				
Percent Very Convincing	**Democratic women %**	**Democrat age 50+ %**	**Independent %**	**Republican %**
Smith believes that homeless residents should have access to basic and safe shelter, but that people suffering from mental illness and addiction belong in treatment centers, not in our streets and parks.	58	52	46	51
Smith says that we should not defund the police. Instead, we should improve police training, deploy them more effectively, and support crime-prevention efforts like job training, mental health, and better schools.	53	57	42	63
Smith is a successful businessman with progressive values. He believes that we should demand transparency from city government, with clear lines of accountability and results.	35	40	39	54
Smith wants to bring basic accountability to government by linking any future pay raises for elected leaders and top bureaucrats to better delivery of services.	33	35	36	45
Smith says that new housing should go near transit centers and downtown, and not wherever developers want. He'll work to build more affordable housing without traffic gridlock, displacement, and environmental damage.	33	33	31	32

Q.15 After hearing more information, if the election for Joetown Mayor were held today and the candidates were: (ROTATE) Cindy Garcia, County Supervisor and Matt Smith, Joetown City Councilmember -- for whom would you vote, (ROTATE) Cindy Garcia, County Supervisor or Matt Smith, Joetown City Councilmember?

	Total
Cindy Garcia, County Supervisor	27
Lean Cindy Garcia, County Supervisor	7
Matt Smith, Joetown City Councilmember	49
Lean Matt Smith, Joetown City Councilmember	9
(Other)	1
Lean (Other)	1
(Undecided)	9
Total Cindy Garcia, County Supervisor	**33**
Total Matt Smith, Joetown City Councilmember	**57**
Total (Other)	**1**
Total Garcia - Total Smith	**-24**

Table 4: Initial to Final Vote						
Initial Vote			**Final Vote**			
Smith	Garcia	Initial Net	Smith	Garcia	Net Change	Final Net
%	%		%	%	%	%
Total	**45**	**44**	**1**	**57**	**33**	**23**	**24**
Party ID						
Democrat under age 50	26	66	-40	41	49	32	-8
Democrat age 50+	40	56	-16	50	45	21	5
Independent	50	33	17	64	25	22	39
Republican	67	21	46	79	12	21	67
Top Issues						
Crime	54	35	19	63	29	15	34
Homelessness	47	44	3	63	29	31	34
Housing	28	65	-37	44	49	32	-5
Inflation	41	46	-5	56	35	26	21

Q.17 Finally, I would like to ask you a few questions for statistical purposes.

Generally speaking, do you think of yourself as (ROTATE) a Democrat, a Republican, or what?

	Total
Strong Democrat	35
Weak Democrat	15
Independent-lean Democrat	12
Independent	11
Independent-lean Republican	10
Weak Republican	7
Strong Republican	10
(Don't know/refused)	1
Democrat	**50**
Independent with Leaners	**32**
Republican	**17**
Democrat - Republican	**33**
Democrat and Ind. Lean Democrat	**61**
Pure Independent	**11**
Republican and Ind. Lean Republican	**27**
Democrat and Ind. Lean Democrat - Republican and Ind. Lean Republican	**34**

Q.20 Which of the following do you feel best describes your political perspective:

(READ RESPONSES AND RANDOMIZE)

	Total
Liberal	18
Progressive	21
Moderate	32
Conservative	21
Libertarian	6
(Don't know/refused)	3
Ideologically Left	**39**
Ideologically Right	**27**

Q.21 In what year were you born? (DON'T KNOW/REFUSED = 0000)

	Total
18-29	12
30-39	14
40-49	15
50-64	29
65+	28
(Don't know/refused)	1

Q.22 What is the last year of schooling that you have completed? (DO NOT READ LIST)

	Total
1st - 11th grade	1
High school graduate	8
Non-college post H.S.	3
Some college	21
College graduate	39
Post-graduate school	15
(Don't know/refused)	14
H.S. or less	**9**
Post H.S.	**24**
College Graduate	**54**
Not College	**33**

Q.23 Are you or anyone in your household of Hispanic or Latino descent?

(IF YES, PROMPT) Is that you or a household member?

	Total
Yes, respondent	15
Yes, household member	7
Both	6
No	71
(Don't know/refused)	1

(646 respondents)
Q.24 (IF NOT YES, RESPONDENT OR BOTH IN Q.23) And do you consider yourself to be White, African American or Black, Hispanic or Latino, Vietnamese, Chinese, another Asian or Pacific Island ethnicity, Native American, multiracial, or another race not listed here?

(RANDOMIZE TOP SIX)

	Total
White	53
African American or Black	2
Hispanic or Latino	1
Vietnamese	8
Chinese	10
Another Asian or Pacific Islander ethnicity	19
Native American	1
Multiracial	2
Another race	3
(Don't know/refused)	1

Race Combo

	Total
White	42
African American or Black	2
Hispanic or Latino	22
Vietnamese	7
Chinese	8
Another Asian or Pacific Islander ethnicity	15
Native American	1
Multiracial	2
Another race	2
(Don't know/refused)	1

(454 respondents)
Phone line type

	Total
Landline	14
VOIP	5
Wireless	81

Mode

	Total
Phone	56
Online	45

Mode 3

	Total
Landline	8
VOIP	3
Wireless	45
Online	45

Survey Methodology

American Strategies designed and administered this multimodal survey conducted by professional interviewers and via Qualtrics. The survey reached 818 adults, age 18 or older, who indicated they were registered to vote in Joetown, Anystate and were likely to vote in the upcoming Midterm Elections. The survey was conducted September 6-13, 2022.

Forty-five percent of respondents were reached on wireless phones, three percent on VOIP phones, and eight percent on landlines. Forty-five percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of likely November 2022 voters in Joetown, Anystate, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third-party vendor file. The overall margin of error is +/- 3.4%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

National Association of REALTORS®
Homestate Rent Control
Frequencies (% responding)

Q.2 First of all, are you registered to vote in Homestate?

(IF NO) I'm sorry. Is there a registered Homestate voter available I can speak to?

	Total
Yes	100
No (TERMINATE)	-

Q.3 Sex of respondent (INTERVIEWER CODE--DO NOT ASK RESPONDENT)

	Total
Male	46
Female	54

Q.4 I know it's a long way off, but what are the chances of your voting in the election for Homestate governor and other offices this November -- are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

	Total
Almost certain to vote	80
Probably will vote	15
Chances are 50-50	4
Don't think will vote (TERMINATE)	-
(Don't know/refused) (TERMINATE)	-

_____

Q.5 Generally speaking, do you think that things in Homestate are going in the right direction, or do you feel things have gotten off on the wrong track?

	Total
Right direction	64
Wrong track	31
(Don't know/refused)	6
Right direction - Wrong track	**33**

Q.6 Now I am going to read you a list of elected officials. Please tell me whether you (ROTATE) approve or disapprove of the job being done by each one.

(PROMPT) Do you (ROTATE) approve or disapprove of the job being done by (READ NAME)?

(FOLLOW UP) Is that strongly APPROVE/DISAPPROVE or somewhat APPROVE/DISAPPROVE?

(READ A FIRST; ROTATE B and C)

	Approve strongly	Approve somewhat	Disapprove somewhat	Disapprove strongly	(Dk/ Ref)	Total Approve	Total Disapprove	Net
A. Governor Good Guy	36	39	10	13	2	**74**	**24**	**51**
B. Democrats in the state legislature	20	36	13	23	8	**56**	**36**	**20**
C. Republicans in the state legislature	12	28	25	23	13	**39**	**47**	**-8**

Q.7 How much of the time do you think you can trust the Homestate state government to do what is right? (ROTATE FIRST TO LAST, LAST TO FIRST) Just about always, most of the time, only some of the time, or none of the time?

	Total
Just about always	5
Most of the time	45
Only some of the time	41
None of the time	9
(Don't know/refused)	1
Just about always/Most of the time	**50**
Only some/None of the time	**50**
Just about always/Most of the time - Only some/None of the time	**-1**

Q.8 How much of the time do you think you can trust your local city or town government to do what is right? (ROTATE FIRST TO LAST, LAST TO FIRST) Just about always, most of the time, only some of the time, or none of the time?

	Total
Just about always	8
Most of the time	42
Only some of the time	43
None of the time	7
(Don't know/refused)	1
Just about always/Most of the time	**50**
Only some/None of the time	**50**
Just about always/Most of the time - Only some/None of the time	**-**

Q.9 And thinking again about the elections this November, I know it is a long way off, but if the election for the Governor of Homestate was held today, would you be voting for (ROTATE) the Democratic candidate or the Republican candidate?

	Total
Democratic candidate	45
Lean Democratic candidate	9
Republican candidate	27
Lean Republican candidate	7
(Other)	1
Lean (Other)	0
(Undecided)	11
Total Democratic candidate	**54**
Total Republican candidate	**34**
Total (Other)	**1**
Total Democratic candidate - Total Republican candidate	**21**

Q.11 Switching gears a bit and thinking now about the issue of housing in Homestate.

(ROTATE Q.11 AND Q.12)

How much of a problem is the availability of housing in Homestate, that is to say, the number of homes, condominiums, or apartments that are available to buy or rent?

Is housing availability (ROTATE FIRST TO LAST AND LAST TO FIRST) a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all in Homestate?

	Total
A very big problem	37
A fairly big problem	25
A moderate problem	22
A slight problem	8
Not a problem at all	6
(Don't know/refused)	2
Very/Fairly big problem	**62**
Slight/Not a problem	**14**
Very/Fairly big problem - Slight/Not a problem	**48**

Q.12 (ROTATE Q.11 AND Q.12)

How much of a problem is housing affordability in Homestate, that is to say, how much it costs to buy or rent a home?

Is housing affordability (ROTATE FIRST TO LAST AND LAST TO FIRST) a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all in Homestate?

	Total
A very big problem	59
A fairly big problem	23
A moderate problem	12
A slight problem	4
Not a problem at all	2
(Don't know/refused)	1
Very/Fairly big problem	**82**
Slight/Not a problem	**6**
Very/Fairly big problem - Slight/Not a problem	**76**

Q.13 And thinking now about apartments and property rentals, how familiar are you with the idea of rent control -(ROTATE FIRST TO LAST AND LAST TO FIRST) very familiar, somewhat familiar, not too familiar, or not familiar at all?

	Total
Very familiar	30
Somewhat familiar	43
Not too familiar	14
Not familiar at all	13
(Don't know/refused)	0
Very/Somewhat familiar	**73**
Not too/Not at all familiar	**27**
Very/Somewhat familiar - Not too/Not at all familiar	**46**

Q.14 Just so that everyone taking this survey has the same information, let me tell you a little bit more about rent control.

Rent controls are intended to protect renters from large price increases while still allowing property owners to increase rent at a regulated rate. In general, do you (ROTATE) favor or oppose government rent controls as a way to limit annual increases in rent for privately owned housing?

(FOLLOW UP) Is that strongly SUPPORT/OPPOSE or somewhat SUPPORT/OPPOSE?

	Total
Strongly favor	31
Somewhat favor	29
Somewhat oppose	15
Strongly oppose	21
(Don't know/refused)	4
Total Favor	**60**
Total Oppose	**36**
Total Favor - Total Oppose	**24**

Q.15 Currently, cities and towns in Homestate are prohibited by state law from making or enacting rent control policies. However, there is a proposal in the state legislature to change state law to give city or town councils the option to enact rent control policies if they want to. Do you (ROTATE) favor or oppose this proposal to change Homestate state law to give city or town councils the option to enact rent control policies?

(FOLLOW UP) Is that strongly FAVOR/OPPOSE or somewhat FAVOR/OPPOSE?

	Total
Strongly favor	31
Somewhat favor	28
Somewhat oppose	13
Strongly oppose	24
(Don't know/refused)	4
Total Favor	**59**
Total Oppose	**37**
Total Favor - Total Oppose	**22**

Q.16 Let me tell you some more details about this rent control proposal. Please tell me whether hearing each detail makes you(ROTATE) more or less likely to support the proposal, or whether that detail makes no difference to you either way.

(READ IN ORDER; DO NOT RANDOMIZE)

(READ ITEM, PROMPT) Does that make you (ROTATE) more or less likely to support the rent control proposal?

(FOLLOW UP) And is that much MORE/LESS likely or somewhat MORE/LESS likely?

	Much more likely	Smwt more likely	Smwt less likely	Much less likely	No difference	(Dk/ Ref)	Total more likely	Total less likely	Net
A. This proposal gives city governments in Homestate the authority to regulate rents on private residential property.	16	23	15	26	19	2	**39**	**40**	**-1**
B. This proposal does not mandate rent controls. It only gives city governments the option to enact rent controls if they want to, either by a city council vote or a public referendum.	20	26	16	19	16	2	**46**	**36**	**10**
C. The proposal does not define a rent control policy. It leaves all details up to local governments, such as what limits could be placed on rent increases and what kinds of rental units would be included.	16	28	17	24	14	2	**43**	**41**	**3**

Q.17 Okay. Now I am going to read you a series of statements related to housing and rent control. Please tell me whether you (ROTATE) agree or disagree with each.

(PROMPT) Do you (ROTATE) agree or disagree with that statement?

(FOLLOW UP) Is that strongly AGREE/DISAGREE or somewhat AGREE/DISAGREE?

(RANDOMIZE)

	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly	(Dk/ Ref)	Total Agree	Total Disagree	Net
A. In general, rents should be determined by the free market, not the government.	34	27	22	13	3	**62**	**35**	**27**
B. You can trust local governments in Homestate to efficiently and fairly implement a rent control ordinance.	9	34	23	31	3	**43**	**54**	**-11**
C. Landlords are taking advantage of the housing shortage in Homestate by charging unfairly high rents.	42	23	17	13	5	**65**	**30**	**35**
D. It should be difficult for landlords to evict tenants, even when tenants have not paid their rent.	12	18	27	39	4	**30**	**66**	**-36**
E. Rent control is a good way to keep tenants from being priced out of their homes.	39	35	12	12	2	**74**	**24**	**50**
F. Direct renter assistance is a better way to help people than artificial price controls.	23	37	19	13	7	**61**	**32**	**28**

Q.18 Thinking again about the proposal I read to you earlier that would change state law and allow city and town governments to create rent control policies. I am going to read to you a series of statements made by people who OPPOSE this rent control proposal. For each one, please tell me whether this is a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to OPPOSE the rent control proposal.

(PROMPT) Is that a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to oppose the rent control proposal?

(RANDOMIZE AND READ)

	Very Conv	Smwt Conv	Little Conv	Not Conv	(Dk/Ref)	Very/ Smwt Conv	Little/Not Conv	Net
A. Homestate has not allowed rent controls for a simple reason: they don't work. In other states that have tried rent control, the result has been less rental housing and poorer quality housing.	22	31	17	30	1	52	46	6
B. Most economists and academic studies say that rent control fails to reduce housing costs and ends up reducing the quality and quantity of rental housing.	21	34	20	23	2	55	43	12
(350 respondents) C. (SPLIT SAMPLE A) Rent controls are a disincentive to home builders who will no longer invest in building new apartments, which will make the state housing shortage even worse.	17	25	15	41	1	43	56	-13
(350 respondents) D. (SPLIT SAMPLE B) This proposal takes away private property rights. Owners should be able to decide how much rent they need to maintain their property, not politicians.	34	28	13	25	1	62	37	25
E. This proposal gives local governments too much power over housing costs. There are no restrictions to what city councils can do or limits on their ability to set price controls.	26	28	16	29	1	54	45	9
F. This proposal makes no exceptions for mom-and-pop landlords. It treats people who rent a single home or property the same way as big-time developers.	27	31	16	25	2	58	41	17

Q.19 After hearing more information, let me ask you once more: do you (ROTATE) favor or oppose changing Homestate state law to give city or town councils the option to enact rent control policies?

(FOLLOW UP) Is that strongly FAVOR/OPPOSE or somewhat FAVOR/OPPOSE?

	Total
Strongly favor	23
Somewhat favor	27
Somewhat oppose	17
Strongly oppose	31
(Don't know/refused)	3
Total Favor	**50**
Total Oppose	**48**
Total Favor - Total Oppose	**2**

Q.20 Finally, I would like to ask you a few questions for statistical purposes.

Generally speaking, do you think of yourself as (ROTATE) a Democrat, a Republican, or what?

	Total
Strong Democrat	29
Weak Democrat	11
Independent-lean Democrat	17
Independent	13
Independent-lean Republican	14
Weak Republican	5
Strong Republican	10
(Don't know/refused)	1
Democrat	**40**
Independent with Leaners	**44**
Republican	**15**
Democrat - Republican	**25**
Democrat and Ind. Lean Democrat	**57**
Pure Independent	**13**
Republican and Ind. Lean Republican	**29**
Democrat and Ind. Lean Democrat - Republican and Ind. Lean Republican	**28**

Q.23 Thinking in political terms, would you say that you are (ROTATE LIBERAL AND CONSERVATIVE WITH MODERATE ALWAYS IN THE MIDDLE) liberal, moderate, or conservative?

(IF LIBERAL OR CONSERVATIVE) Would you call yourself (ROTATE) very LIBERAL/CONSERVATIVE or somewhat LIBERAL/CONSERVATIVE?

	Total
Very liberal	20
Somewhat liberal	17
Moderate	38
Somewhat conservative	13
Very conservative	9
(Don't know/refused)	4
Total Liberal	**37**
Total Conservative	**22**

Q.24 In what year were you born? (DON'T KNOW/REFUSED = 0000)

	Total
18-29	8
30-39	14
40-49	14
50-64	30
65+	33
(Don't know/refused)	1

Q.25 What is the last year of schooling that you have completed? (DO NOT READ LIST)

	Total
1st - 11th grade	1
High school graduate	10
Non-college post H.S.	3
Some college	19
College graduate	32
Post-graduate school	34
(Don't know/refused)	2
H.S. or less	**11**
Post H.S.	**22**
College Graduate	**66**
Not College	**33**

Q.26 And do you currently own your home, rent your home, or are you living with friends or family?

	Total
Own	73
Rent	21
Living with friends or family	4
(Don't know/refused)	2

(552 respondents)
Phone line type

	Total
Landline	13
VOIP	11
Wireless	77

Split

	Total
A	50
B	50

Mode

	Total
Landline	10
Online	21
VOIP	8
Wireless	60

Survey Methodology

American Strategies designed and administered this multi-modal survey conducted by professional interviewers and via Qualtrics. The survey reached 777 adults (700 Weighted), age 18 or older, who indicated they were registered to vote in Homestate and were almost certain to vote, would probably vote, or had a 50-50 chance of voting in the November 2022 election for Homestate governor and other offices. The survey was conducted from February 8-14, 2022.

Sixty percent of respondents were reached on wireless phones, eight percent on VOIP phones, ten percent on landlines, and 21 percent online. Quotas were assigned to reflect the demographic distribution of likely November 2022 General Election Homestate voters, and the data were weighted to ensure an accurate reflection of the likely voter population. The sample was drawn from a third-party vendor voter file and based on vote history. The overall margin of error is +/- 3.7%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

National Association of REALTORS®
VA - Culpeper County Smart Growth
Frequencies (% responding)

Q.2 First of all, do you currently live in Culpeper County, Virginia?

	Total
Yes	100
No (TERMINATE)	-

Q.3 Sex of respondent (INTERVIEWER CODE--DO NOT ASK RESPONDENT)

	Total
Male	48
Female	52

Q.4 Overall, how would you describe the quality of life in Culpeper County - (ROTATE FIRST TO LAST, LAST TO FIRST) excellent, good, just fair, or poor?

	Total
Excellent	22
Good	56
Just fair	16
Poor	5
(Don't know/refused)	1
Excellent/Good	**78**
Just fair/Poor	**21**
Excellent/Good - Just fair/Poor	**58**

Q.5 (READ FIRST IF EXCELLENT OR GOOD IN QUAL, READ AFTER LIKELEAST IF FAIR OR POOR IN Q.4) What one or two things do you like most about living in Culpeper County?

(OPEN END - RECORD VERBATIM RESPONSE - ALLOW MULTIPLE RESPONSES)

(IF DON'T KNOW, PROMPT) Well is there any one thing that comes to mind?

	Total
Rural setting	29
Nearby restaurants and stores/downtown	19
Small town feel	16
Friendly community	16
Quiet	12
Nice area/beautiful views of nature	11
Low population	9
Grew up in the area/friends and family	3
Low cost of living/high quality of life	3
Low taxes	3
Community resources/things to do	3
The county's history	2
Law enforcement/local politics and government	2
Good schools	2
(Other)	7
(None)	3
(Don't know/refused)	3

Q.6 (READ FIRST IF FAIR OR POOR IN QUAL, READ AFTER LIKEMOST IF EXCELLENT OR GOOD IN Q.4) What one or two things do you like least about living in Culpeper County?

(OPEN END - RECORD VERBATIM RESPONSE - ALLOW MULTIPLE RESPONSES)

(IF DON'T KNOW, PROMPT) Well is there any one thing that comes to mind?

	Total
Too much traffic/overcrowding	16
Lack of activities for youth and adults	13
Crime/drugs	7
Infrastructure/lack of road improvements	6
Lack of stores for shopping	6
High taxes	5
Incompetent local govt and police	5
Lack of grocery stores	5
Lack of schools	5
Lack of internet	4
Cost of living/low wages	4
High taxes	3
Neighborhood cleanliness/trash	3
Homelessness	3
Area politics	2
Lacking medical/health/doctor/hospital services	2
(Other)	13
(None)	11
(Don't know/refused)	8

Q.7 Next, I am going to read you a list of things that people say would improve the quality of life in Culpeper County. Please rate each item on a scale of 1 to 5, where 1 means that it would do very little to improve the quality of life, and 5 means it would do a lot to improve the quality of life. You can use any number from 1 to 5; the higher the number, the more it would improve the quality of life in Culpeper County.

(RANDOMIZE)

	1 (Very little)	2	3	4	5 (A lot)	(Dk/ Ref)	Mean	1-3	4-5
A. More affordable housing options to rent or buy	14	11	20	14	40	2	**3.6**	**44**	**54**
B. More parks and recreational opportunities	8	11	29	21	31	0	**3.6**	**48**	**52**
C. More dining and entertainment options	9	10	26	20	35	1	**3.6**	**45**	**55**
D. Better street and road maintenance	10	13	31	18	28	0	**3.4**	**53**	**47**
E. More shops and retail stores	17	14	26	20	23	1	**3.2**	**57**	**42**

Q.8 Switching gears a bit, now I am going to read you some characteristics of Culpeper County and I would like you to rate each one as excellent, good, just fair, or poor.

(PROMPT) Would you rate the (READ ITEM) as excellent, good, just fair, or poor?

(ROTATE FIRST TO LAST AND LAST TO FIRST)

(RANDOMIZE)

	Excellent	Good	Just fair	Poor	(Dk/Ref)	Excellent /Good	Just fair/Poor	Net
A. The overall feeling of safety in Culpeper County	24	54	17	5	0	**78**	**22**	**55**
B. The overall ease of getting to the places you usually have to visit	30	47	19	4	0	**77**	**23**	**54**
C. Health and wellness opportunities in Culpeper County	12	43	35	9	1	**55**	**44**	**11**
D. Sense of community in Culpeper County	15	49	27	8	2	**64**	**35**	**29**
E. The quality of public education in Culpeper County	8	34	35	13	10	**42**	**48**	**-6**

Q.9 (ROTATE Q.9 AND Q.10) How much of a problem is the availability of housing in Culpeper County, that is to say, the number of houses, condominiums, or apartments that are available to buy or rent?

Is housing availability (ROTATE FIRST TO LAST AND LAST TO FIRST) a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all in Culpeper County?

	Total
A very big problem	17
A fairly big problem	15
A moderate problem	22
A slight problem	16
Not a problem at all	24
(Don't know/refused)	7
Very/Fairly big problem	**32**
Slight/Not a problem	**40**

Q.10 (ROTATE Q.9 AND Q.10) How much of a problem is housing affordability in Culpeper County, that is to say, how much it costs to buy or rent a home?

Is housing affordability (ROTATE FIRST TO LAST AND LAST TO FIRST) a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all?

	Total
A very big problem	24
A fairly big problem	17
A moderate problem	27
A slight problem	13
Not a problem at all	15
(Don't know/refused)	5
Very/Fairly big problem	**41**
Slight/Not a problem	**28**

Q.11 Thinking ahead a few years, please indicate if you feel there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or about the right amount of each of the following housing types in Culpeper County to meet the community's needs in the coming years. (RANDOMIZE)

	Too much	Too little	About the right amount	(Dk/Ref)
A. Single-family detached homes	14	28	53	5
B. Townhouses or attached homes	18	30	47	5
C. Multi-family housing like apartments or condominiums	12	41	41	6
D. Housing options for seniors	4	47	39	10
E. Housing options for young people and those who are just getting started in their careers	4	65	28	4

Q.12 How long have you lived in Culpeper County?

	Total
Less than 5 years	21
5 to 10 years	17
11 to 20 years	22
More than 20 years	40
(Don't know/refused)	0

Q.13 And do you currently own your home, rent your home, or are you living with friends or family?

	Total
Own	80
Rent	11
Living with friends or family	9
(Don't know/refused)	-

(369 respondents)
Q.14 (IF OWN IN Q.13) Do you think that property taxes in Culpeper County are (ROTATE TOO HIGH AND TOO LOW) too high, too low, or about right for the services you receive?

	Total
Too high	55
Too low	2
About right	42
(Don't know/refused)	1

Q.15 In terms of your job status, are you employed, unemployed but looking for work, retired, a student, or a homemaker?

	Total
Employed	63
Unemployed	3
Retired	27
Student	1
Homemaker	4
(Other/Disability/etc.)	3
(Don't know/refused)	-

(288 respondents)
Q.16 (IF EMPLOYED IN Q.15) Do you commute to work at least once a week, or are you able to work from home full-time?

(IF COMMUTE)

How many days a week do you usually commute to work?

(READ ITEMS AND ROTATE, OMITTING WORK FROM HOME)

	Total
Every day	55
3-4 days per week	19
1-2 days per week	9
Work from home full-time	16
(Don't know/refused)	1
At least once a week	**84**

(241 respondents)
Q.17 (IF COMMUTE AT LEAST ONCE A WEEK IN Q.16) Are you commuting to someplace in Culpeper County, or are you commuting outside of Culpeper County?

	Total
In Culpeper County	34
Outside of Culpeper County	65
(Don't know/refused)	2

(156 respondents)
Q.18 (IF OUTSIDE OF CULPEPER COUNTY IN Q.17) May I ask which city or county you are commuting to?

(OPEN END - CODE RESPONSE - DO NOT READ)

	Total
Fauquier County	24
Fairfax County/Arlington County	19
Prince William County	18
Orange County/Albermarle County/Charlottesville	10
Washington, DC	8
Warrenton	5
Loudoun County	4
Spotsylvania/Stafford County/Fredericksburg	3
Other	8
None	-
(Don't know/refused)	2

Q.19 And in an average month, how often would you say that you have to leave Culpeper County in order to purchase common items, like clothes, food, household goods, or medical supplies and medications because those products are not available within the county? Is it (ROTATE) once a month or less, two to three times a month, four to five times a month, or more than five times a month?

	Total
Once a month or less	58
Two to three times a month	19
Four to five times a month	7
More than five times a month	13
(Don't know/refused)	3

Q.20 Next, I am going to read some issues that people say should be a priority for the local government and elected officials in Culpeper County. Please rate each of the following using a scale of one to five, where one means that issue is not a priority for you at this time, and five means that issue is a top priority for you at this time. Of course, you can use any number between one and five; the higher the number, the higher the priority you place on that issue.

(RANDOMIZE)

The first/next item is...(READ ITEM).

(PROMPT AS NEEDED) Please rate that on a scale of one to five, where one means that issue is not a priority for you and five means that issue is a top priority for you.

	1 - Not a priority	2	3	4	5 - Top priority	(Dk/ Ref)	Mean	1-3	4-5
A. Attracting businesses and good paying jobs to the area.	6	8	20	20	45	1	**3.9**	**35**	**65**
B. Protecting open space like fields, forests, and farmland from development.	5	6	23	16	50	-	**4.0**	**34**	**66**
C. Increasing the amount of housing that is affordable for most families.	15	11	25	13	35	2	**3.4**	**50**	**48**
D. Improving the county's road maintenance.	6	12	39	19	25	0	**3.4**	**57**	**43**
E. Limiting the construction of large industrial facilities.	19	13	29	11	27	1	**3.1**	**61**	**38**
F. Limiting the development of alternative energy generation facilities, like solar and wind farms.	37	12	22	8	20	1	**2.6**	**71**	**28**
G. Improving public school buildings and facilities.	10	8	23	19	38	3	**3.7**	**40**	**57**
H. Expanding internet access for county residents.	7	5	17	21	49	1	**4.0**	**29**	**70**

Q.21 Finally, I would like to ask you a few questions for statistical purposes.

In what year were you born? (DON'T KNOW/REFUSED = 0000)

	Total
18-29	9
30-39	18
40-49	17
50-64	26
65+	27
(Don't know/refused)	3

Q.22 What is the last year of schooling that you have completed? (DO NOT READ LIST)

	Total
1st - 11th grade	2
High school graduate	20
Non-college post H.S.	3
Some college	32
College graduate	25
Post-graduate school	17
(Don't know/refused)	1
H.S. or less	**22**
Post H.S.	**35**
College Graduate	**43**
Not College	**57**

Q.23 Do you have any children 18 years of age or younger currently living more than half-time in your household?

	Total
Yes	41
No	59
(Don't know/refused)	1

Q.24 What is your annual household income? Just stop me when I get to the right amount. (READ OPTIONS TOP TO BOTTOM)

	Total
Less than $25,000	4
$25,000 to $50,000	11
$50,001 to $75,000	15
$75,001 to $100,000	17
$100,001 to $125,000	16
More than $125,000	30
(Refused)	8
$75K or less	**29**
More than $75K	**63**

(NOT ASKED OF RESPONDENT) Region from file by County Council

	Total
Fairfax	24
South/East Culpeper County	30
West Culpeper County	30
North Culpeper County	16

(300 respondents)
(NOT ASKED OF RESPONDENT) Phone line type

	Total
Wireless	64
Not Wireless	36

(NOT ASKED OF RESPONDENT) Mode

	Total
Phone	65
Online	35

(NOT ASKED OF RESPONDENT) Mode (Phone Breakout)

	Total
Online	35
Wireless	42
Non-Wireless	23

Survey Methodology

American Strategies designed and administered this multi-modal survey. The survey reached 461 adults, age 18 or older, who indicated they were registered to vote in Culpeper County, Virginia. The survey was conducted March 16-21, 2023, via live phones with trained operators, and online via SMS using Qualtrics.

Sixty-five percent of respondents were reached on phones. Thirty-five percent took the survey online. Quotas were assigned to reflect the demographic distribution of registered voters in Culpeper County, Virginia. The data were weighted to ensure an accurate reflection of the population. Percentage totals may not add up precisely due to rounding.