

# Zoning Reform Survey Methodology and Toplines

## Toplines

### Zoning Reform Survey

Conducted by Ipsos using the probability-based KnowledgePanel

A survey of the American general population (ages 18+)

Interview dates: Sept. 8-17, 2023

Number of interviews, adults: 5,051

Margin of error for the total sample: +/- 1.4 percentage points at the 95% confidence level

NOTES: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values. \* = less than 0.5%, - = no respondents

**Q1** As you may know, many cities and suburbs in the United States are experiencing housing shortages. We want to hear from the public about their opinions on some ideas to make housing more available and affordable in the largest cities in your state and the towns nearest them where many people commute into those cities for work. The following questions present ideas for different housing rules that could apply to cities and suburbs to improve the availability and affordability of housing. For each, please indicate how much you support or oppose that idea.

[Q1a-Q1j randomized]

- a) Pass housing rules that allow owners of single-family homes to convert a space like their basement or attic into an apartment.

	Total
Strongly support	29
Somewhat support	44
Somewhat oppose	17
Strongly oppose	8
Skipped	2
Strongly/Somewhat support (net)	73
Strongly/Somewhat oppose (net)	25

- b) Pass housing rules that allow owners of single-family homes to add a separate apartment over their garage or in their backyard.

	Total
Strongly support	29
Somewhat support	43
Somewhat oppose	18
Strongly oppose	9
Skipped	2
Strongly/Somewhat support (net)	72
Strongly/Somewhat oppose (net)	26

- c) Pass housing rules that allow property owners to build small multi-unit buildings on any residential lot, such as duplexes, townhomes, or other small multi-family buildings.

	Total
Strongly support	19
Somewhat support	39
Somewhat oppose	25
Strongly oppose	15
Skipped	2
<b>Strongly/Somewhat support (net)</b>	<b>58</b>
<b>Strongly/Somewhat oppose (net)</b>	<b>40</b>

- d) Pass housing rules so that homes are allowed to be built closer together with smaller yards so people can buy less land and homes cost less.

	Total
Strongly support	15
Somewhat support	33
Somewhat oppose	30
Strongly oppose	20
Skipped	2
<b>Strongly/Somewhat support (net)</b>	<b>49</b>
<b>Strongly/Somewhat oppose (net)</b>	<b>50</b>

- e) Pass housing rules that allow more apartments to be built near train stations, bus stations, or major job centers.

	Total
Strongly support	31
Somewhat support	49
Somewhat oppose	13
Strongly oppose	5
Skipped	2
<b>Strongly/Somewhat support (net)</b>	<b>81</b>
<b>Strongly/Somewhat oppose (net)</b>	<b>19</b>

- f) Pass housing rules that allow more apartments to be built in areas that are mostly used for offices, stores, or restaurants.

	Total
Strongly support	27
Somewhat support	48
Somewhat oppose	17
Strongly oppose	6
Skipped	2
<b>Strongly/Somewhat support (net)</b>	<b>75</b>
<b>Strongly/Somewhat oppose (net)</b>	<b>23</b>

- g) Allow decisions about the number of off-street parking spaces—like driveways, garages, and parking lots--to be made by property owners and builders instead of local governments.

	Total
Strongly support	22
Somewhat support	40
Somewhat oppose	26
Strongly oppose	10
Skipped	2
<b>Strongly/Somewhat support (net)</b>	<b>62</b>
<b>Strongly/Somewhat oppose (net)</b>	<b>36</b>

- h) Require local governments to use a quick and clear process for making decisions about building permits.

	Total
Strongly support	43
Somewhat support	43
Somewhat oppose	9
Strongly oppose	3
Skipped	2
<b>Strongly/Somewhat support (net)</b>	<b>86</b>
<b>Strongly/Somewhat oppose (net)</b>	<b>12</b>

- i) Allow offices, hotels, or other commercial buildings to be converted to housing.

	Total
Strongly support	37
Somewhat support	44
Somewhat oppose	12
Strongly oppose	6
Skipped	2
<b>Strongly/Somewhat support (net)</b>	<b>81</b>
<b>Strongly/Somewhat oppose (net)</b>	<b>18</b>

- j) Allow non-profits like churches or colleges to more easily build affordable housing or dorms on land they own with a simplified permitting process.

	Total
Strongly support	33
Somewhat support	47
Somewhat oppose	12
Strongly oppose	5
Skipped	2
<b>Strongly/Somewhat support (net)</b>	<b>81</b>
<b>Strongly/Somewhat oppose (net)</b>	<b>18</b>

**Q2** Below are some reasons that people gave for changing the housing rules that apply to cities and suburbs to improve the availability and affordability of housing. How would you rate each of the following as a reason to change housing rules in cities and suburbs?

[Q2a-Q2i randomized]

a) To stop local governments from charging high fees for building permits.

	Total
Excellent	39
Good	36
Only fair	17
Poor	6
Skipped	2

b) To reduce homelessness

	Total
Excellent	38
Good	35
Only fair	17
Poor	8
Skipped	2

c) To enable people to live closer to offices, stores, restaurants or public transportation.

	Total
Excellent	30
Good	47
Only fair	18
Poor	3
Skipped	2

d) To make housing more affordable

	Total
Excellent	48
Good	34
Only fair	13
Poor	3
Skipped	2

e) To allow family members to afford to live near each other

	Total
Excellent	30
Good	42
Only fair	20
Poor	6
Skipped	2

f) To allow more people to move near their preferred jobs and schools

	Total
Excellent	33
Good	46
Only fair	16
Poor	3
Skipped	2

g) To reduce racial segregation

	Total
Excellent	32
Good	34
Only fair	19
Poor	14
Skipped	2

h) To help boost local economies by helping business owners have more potential employees and customers nearby

	Total
Excellent	29
Good	47
Only fair	19
Poor	4
Skipped	2

i) To give people more freedom to do what they want with their property

	Total
Excellent	29
Good	36
Only fair	25
Poor	8
Skipped	2

**Q3** Here are two scenarios for adding housing to cities and suburbs. Please select the one you prefer even if neither is exactly right. [Answer options rotated]

	Total
Allow smaller homes, including duplexes, townhomes, and multi-unit buildings that are similar sizes to houses on most residential lots and allow property owners to convert their basement, attic, or part of their backyard into an apartment.	44
Allow the construction of approximately 4-6 story apartment buildings on any lot in downtown areas and in places where stores, offices, and restaurants are common.	54
Skipped	3

## Methodology

This poll was commissioned by The Pew Charitable Trusts and conducted Sept. 8-17, 2023, by Ipsos using the probability-based KnowledgePanel. This poll is based on a nationally representative probability sample of 5,051 adults age 18 or older.

The field period and completion and qualification rates for this survey are presented below:

Field start	Field end	N fielded	N completed	Completion rate	N qualified	Qualification rate
Sept. 8, 2023	Sept. 17, 2023	8,145	5,051	62%	5,052	100%

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the U.S. Postal Service—a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected login that is used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status, and findings can be reported with a margin of sampling error and projected to the general population. KnowledgePanel members receive a per-survey incentive. The standard incentive varies by panel member and ranges from \$1 to \$2 in points that can be redeemed for cash or prizes. Given the short field period, no prenotification or reminder emails were sent for this study. Panelists receive a unique login to the survey and are able to complete it only one time.

### How the data was processed and what procedures were used to ensure data quality

Respondents are unable to complete the survey more than once (after completing the survey one time, respondents no longer have access to it). All respondents were considered eligible. No interviews were dropped. Ipsos coded open-ended responses. Data was imputed for demographics used in weighting if the respondent declined to answer. Ipsos did not conduct any additional data imputation for this survey.

### General statement acknowledging limitations of the design and data collection

All forms of public opinion research are subject to unmeasured error that cannot be eliminated. When a probability-based panel such as KnowledgePanel is used, Ipsos employs the total survey error approach to identify and minimize any error that is due to coverage error, sampling error, nonresponse error, measurement error, and data processing and editing error. Coverage error is addressed in our KnowledgePanel recruitment strategies. Sampling error is addressed in recruitment and at the time of sample selection for each study. Nonresponse error is reduced in recruitment, study sampling, panel management strategies (including communication, incentive, and retention protocols), and weighting of the final data. These strategies support the computation of sampling error to estimate the extent to which the results from the sample might differ from population values. To reduce measurement error, our research staff evaluates questionnaires in terms of item flow, wording, and response formats to provide respondent-friendly surveys and elicit high-quality data. Additionally, we conduct a quality control review of data processing steps and any data cleaning to minimize errors.

The study was conducted in both English and Spanish. The data was weighted to adjust for gender by age, race/ethnicity, education, census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 Current Population Survey (CPS) of the U.S. Census Bureau. The weighting categories were as follows:

- Gender (male, female) by age (18-29, 30-44, 45-59, and 60+).
- Race/Hispanic ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic).
- Education (high school graduate or less, some college, bachelor's degree and beyond).
- Census region (Northeast, Midwest, South, West).
- Metropolitan status (Metro, non-Metro).
- Household income (under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000-plus).

The margin of sampling error is plus or minus 1.4 percentage points at the 95% confidence level for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.10. The margin of sampling error is higher and varies for results based on subsamples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.