



# What Marylanders are saying about The Housing Expansion and Affordability Act

(HB 538/SB 484)

Poll of 814 Maryland voters  
February 14-28, 2024

# Main Takeaways

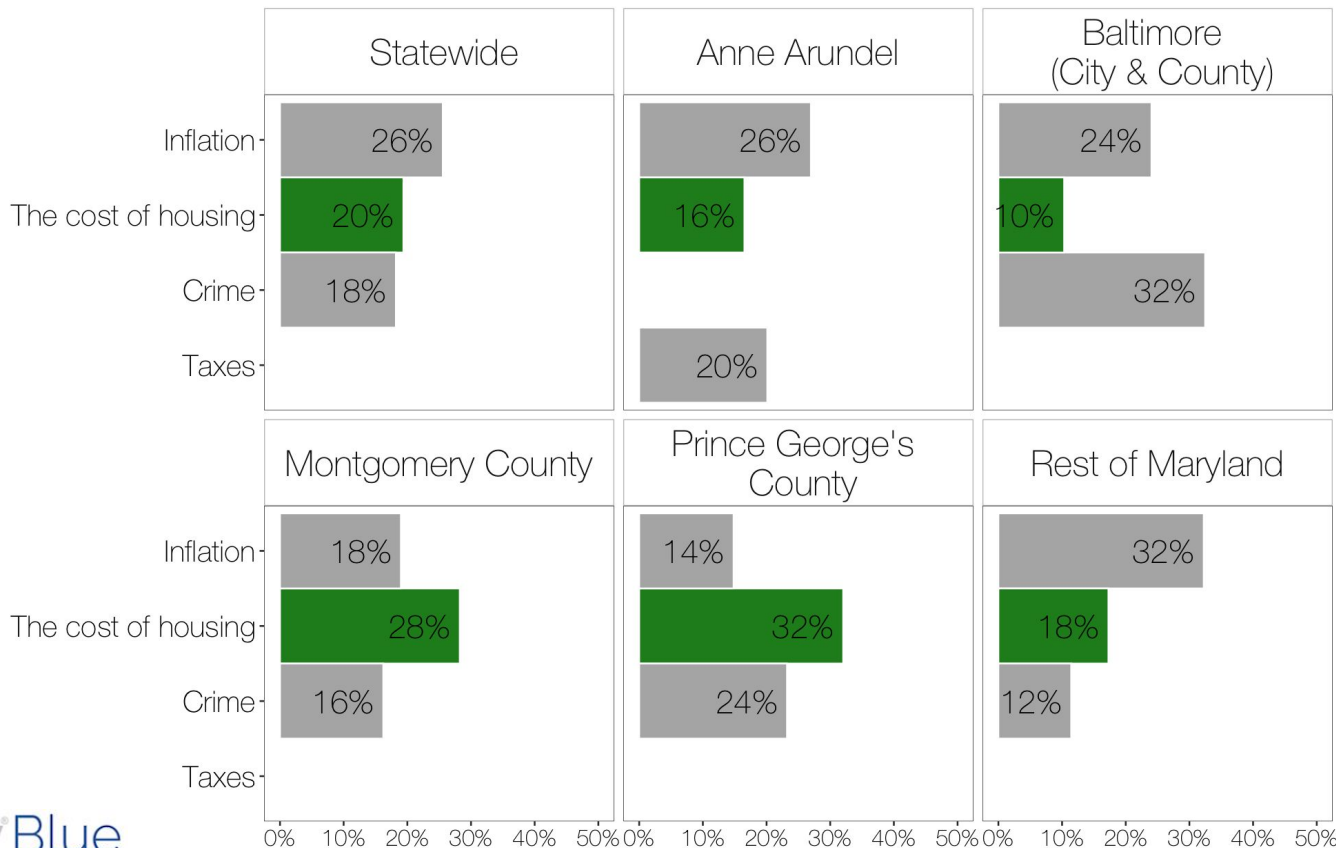
- Voters acknowledge that there's a shortage of rental and homeownership opportunities for every budget..
- They believe that their local governments are doing a poor job of addressing the shortage.
- They agree that housing affordability is a statewide concern, and they want state officials – Governor Moore and state lawmakers – to step up and solve the problem by requiring local governments to allow more housing in more places.
- Voters haven't heard much about Governor Moore's housing proposals, but most see housing affordability as a top concern. For some, it is the most important issue.
- If state lawmakers vote against common sense solutions to lower the cost of housing, they could face consequences at the ballot box.

# Main Takeaways

- 61% of voters support a state law requiring local governments to allow more homes near rail stations.
- 60% of voters support a state law allowing nonprofits and religious institutions, such as churches and synagogues, to build subsidized, income-restricted homes on their properties.
- 55% of voters support a state law allowing townhomes, duplexes, and apartments in areas zoned for single-family homes.
- 53% of voters support a state law requiring local governments to allow manufactured homes in areas zoned for single-family homes.

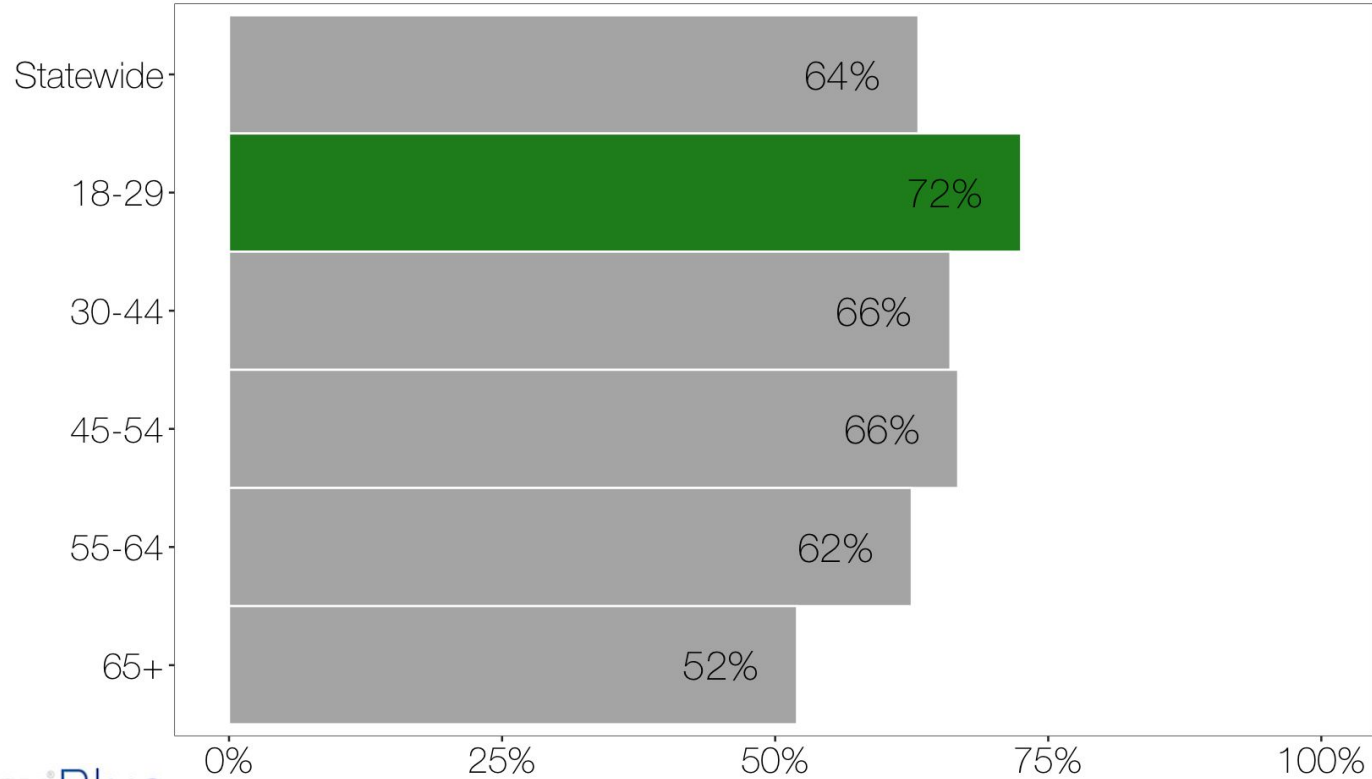
# Housing is one of Marylanders' top three concerns, alongside inflation and crime

From this list of issues, which ONE do you see as the most important issue facing Maryland today?



## Younger voters are more likely to say there aren't enough housing options

Now, thinking about the availability of homes and rental properties in your neighborhood, would you say "there are not enough rental and homeownership opportunities for every household budget?"



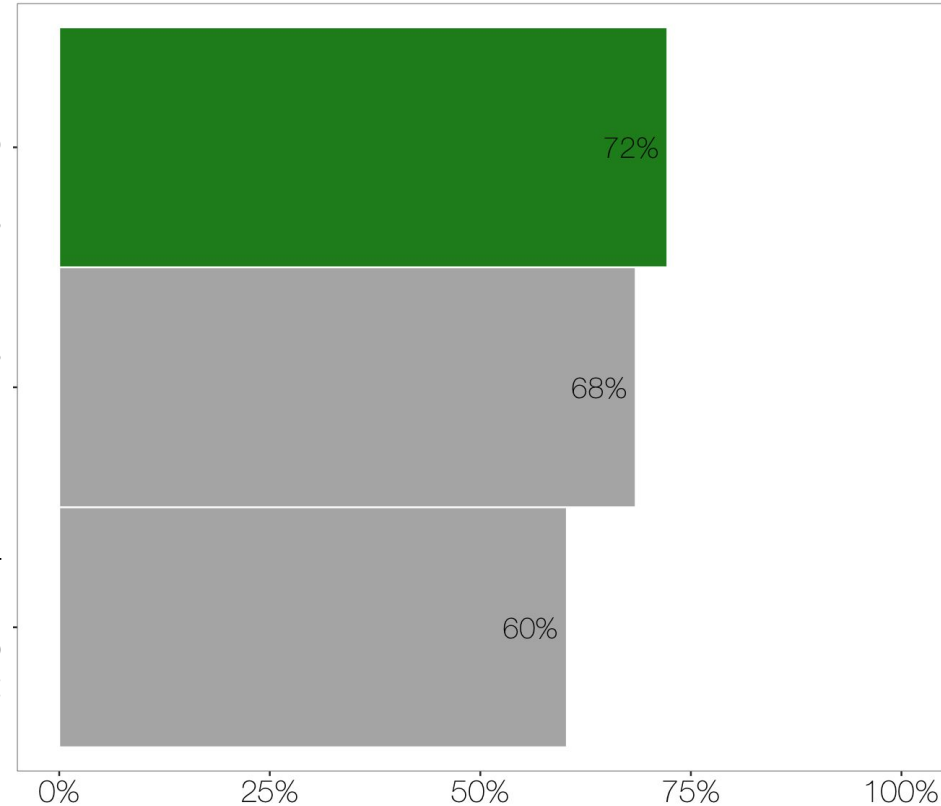
# Voters believe housing is a statewide issue and the state should step in

The state government should do more to improve access to rental and homeownership opportunities

The cost of housing is more of a statewide problem than a local problem

Local governments are NOT doing enough to create rental and homeownership opportunities for every budget

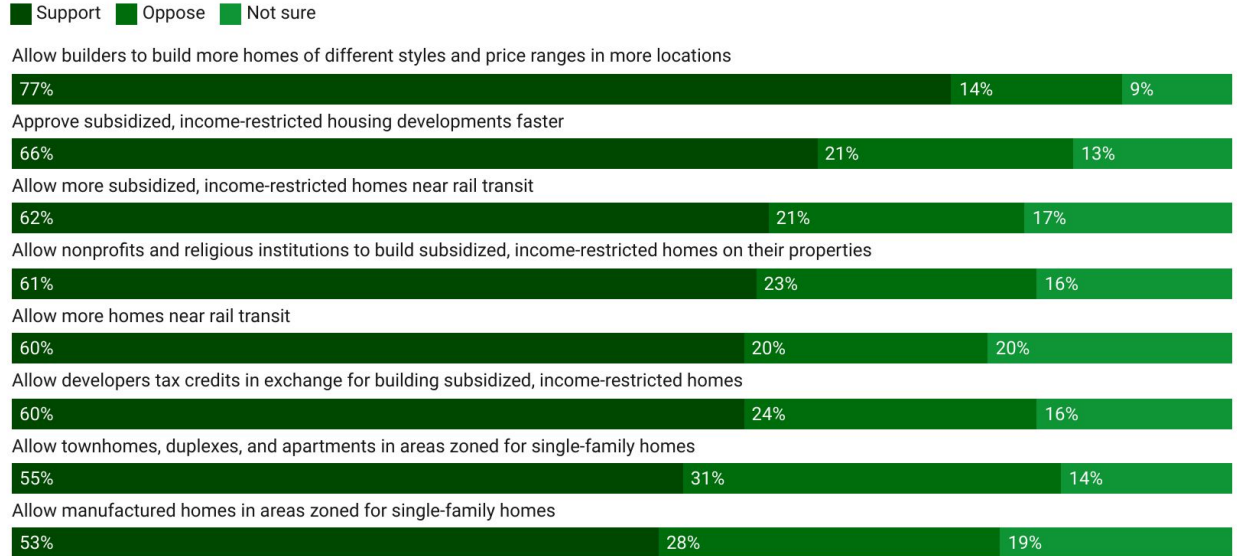
Responses to questions related to the role of state government in making housing policy



# Majorities support HEAA proposals across Maryland

## How Marylanders would fix the housing shortage

Marylanders say home prices are too high. What should the state do about it? We gave voters across the state a list of solutions, including those in Governor Moore's Housing Expansion and Affordability Act, which is designed to encourage more homebuilding. Here's how they feel about the provisions in the bill.



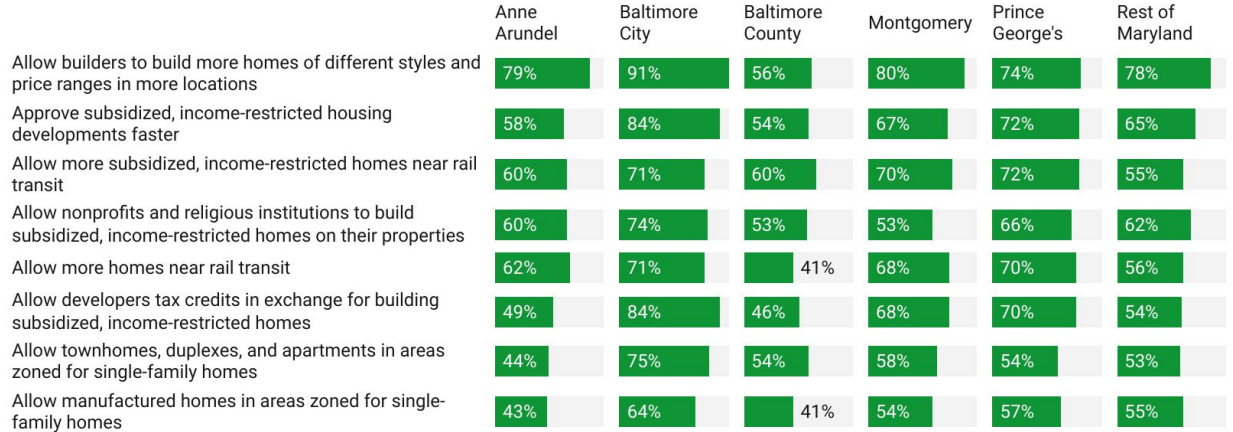
From a February 2024 survey of 814 voters: "Now you will see proposals to improve housing affordability in Maryland. For each proposal, please indicate if you [support or oppose] the proposal, or if you are unsure."

Chart: Dan Reed for Greater Greater Washington • Source: YouGov Blue • Created with Datawrapper

# Majorities support HEAA proposals across Maryland's five largest jurisdictions

## How Marylanders would fix the housing shortage

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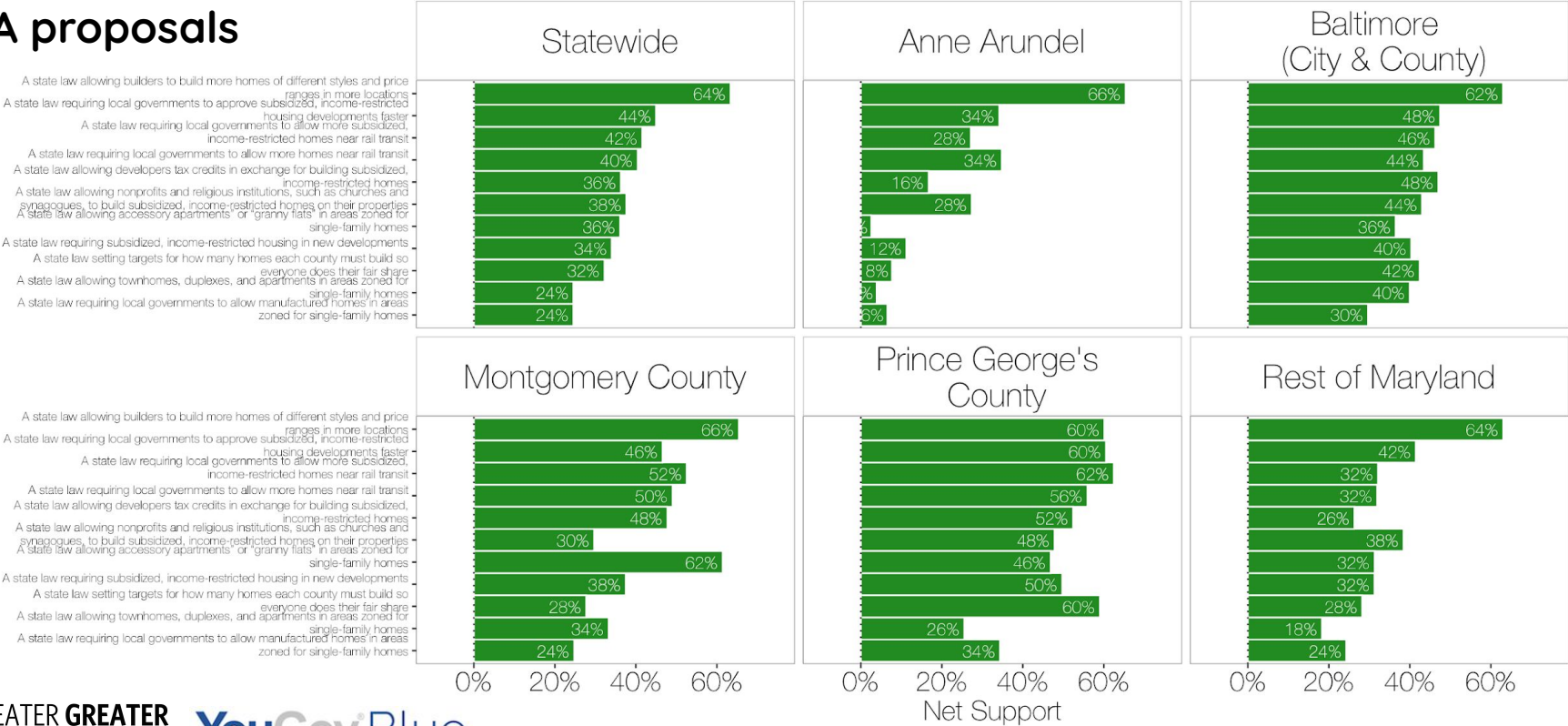
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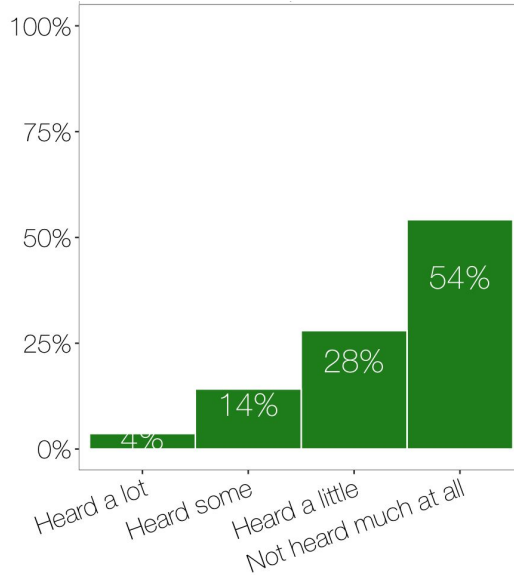
Now you will see proposals to improve housing affordability in Maryland. For each proposal, please indicate if you [support or oppose] the proposal, or if you are unsure. [Positive values indicate net support, negative values indicate net opposition]

# Net support for HEAA proposals

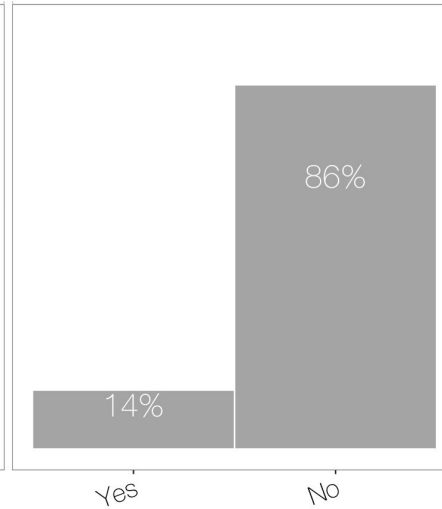


# Most voters have not heard of the HEAA and won't contact officials about housing

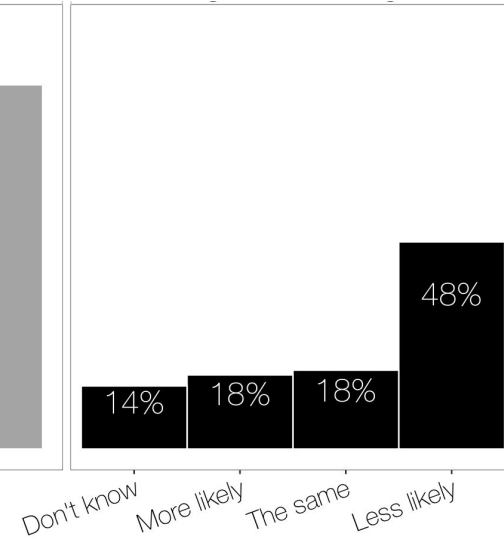
Generally speaking, how much have you heard of Governor Moore's proposal to increase the supply of new homes, including affordable homes, in Maryland?



Have you recently considered contacting your state senator or state delegate in support of policies to lower housing costs throughout Maryland?

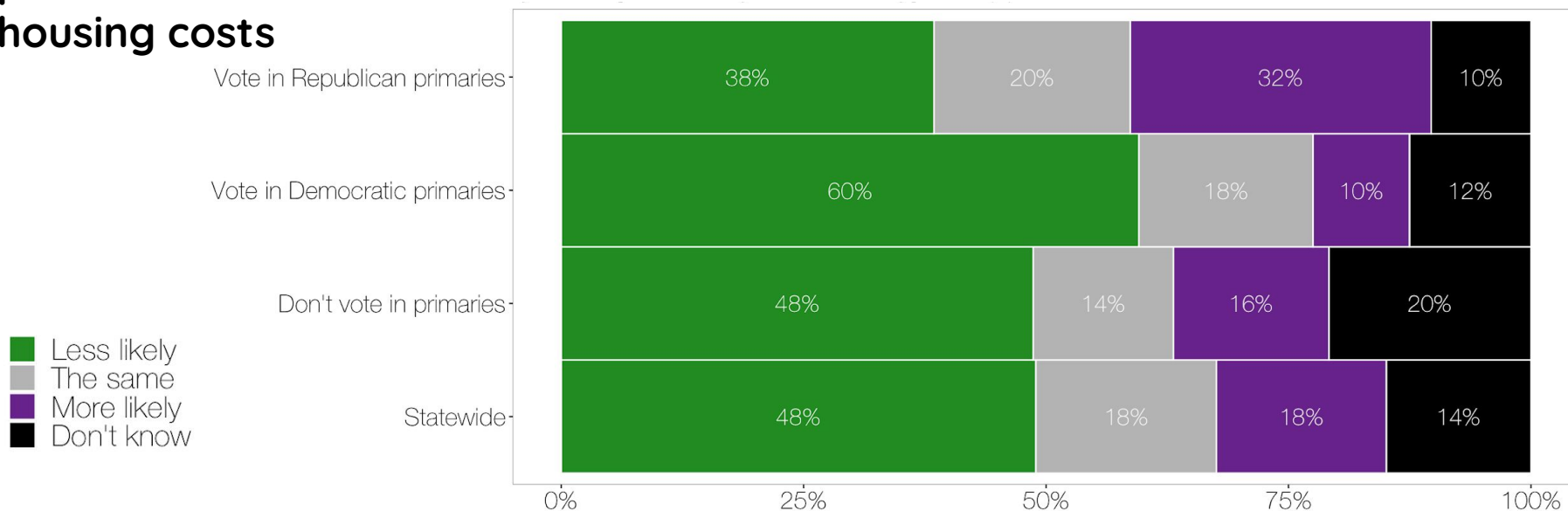


If your state senator or state delegate voted AGAINST policies to lower housing costs throughout Maryland, would you be [more likely or less likely] to support them in their reelection?



# Voters are less likely to support officials who vote against policies to lower housing costs

If your state senator or state delegate voted AGAINST policies to lower housing costs throughout Maryland, would you be [more likely or less likely] to support them in their reelection?





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