



David Binder Research

To Whom It May Concern:
Re: Pasadena Rent Control Results
February 13th, 2019

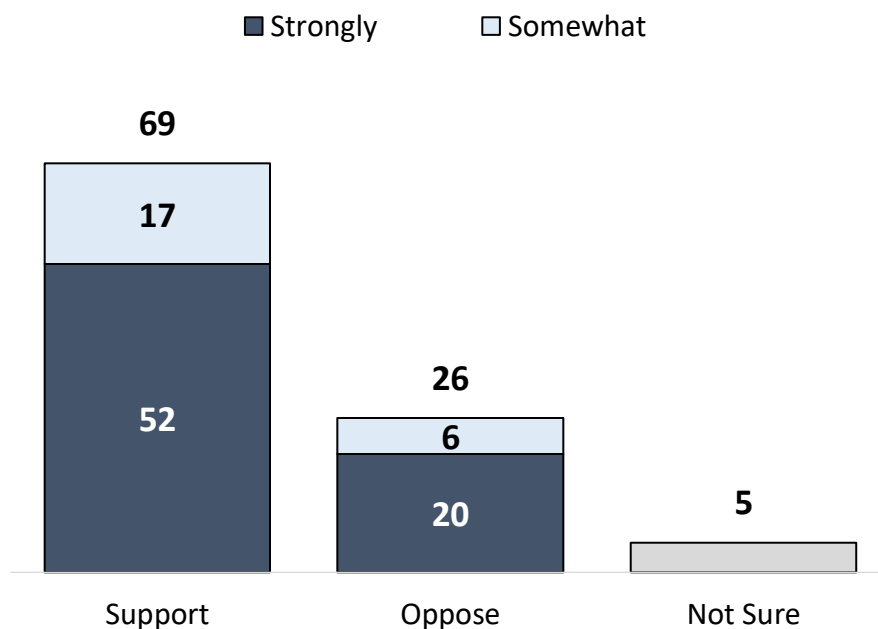
Methodology

David Binder Research conducted a survey of 700 likely voters who voted in 11/16 or 11/18 or have registered since 11/18 with no previous election history. Interviews were conducted by telephone, with 69% of telephone interviews conducted via cell phone and 31% via landline from January 30th – February 5th, 2019. The margin of error for the survey is +/- 3.7%. The demographics of this survey reflect the accurate proportion of likely voters by ethnicity, City Council District, age, gender, and party registration.

Topline Findings

Voters were asked to indicate their support or opposition for the city council to adopt a rent control law that would put an annual limit on the amount a landlord can raise the rent. Three-in-five (69%) voters support the city council adopting a rent control law.

Do you support or oppose the Pasadena City Council adopting a rent control law that would put an annual limit on the amount a landlord can raise the rent?

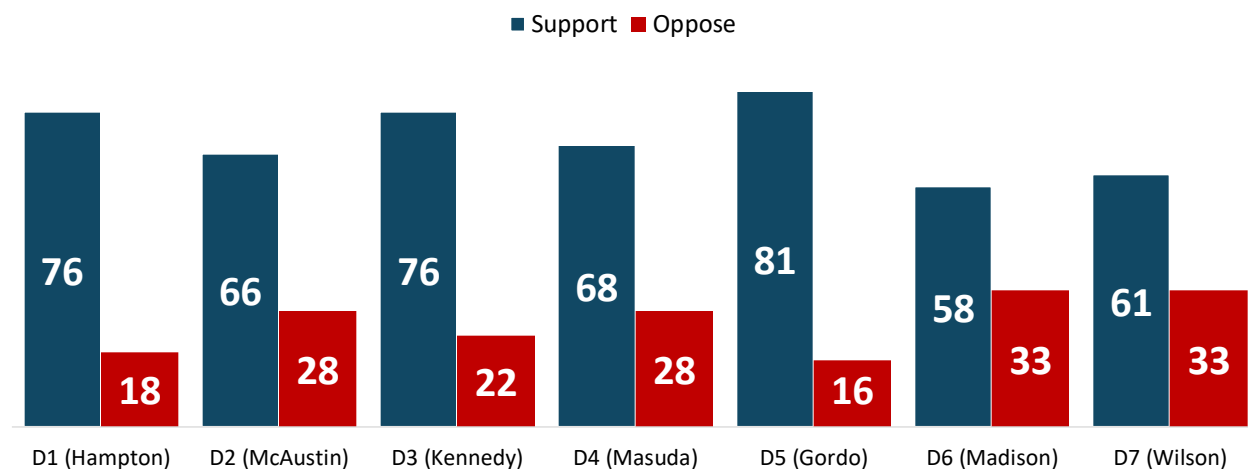


There is strong support found among all subgroups, with the exception of registered Republicans.

Support and Opposition for City Council for limiting landlord rent increase by subgroup

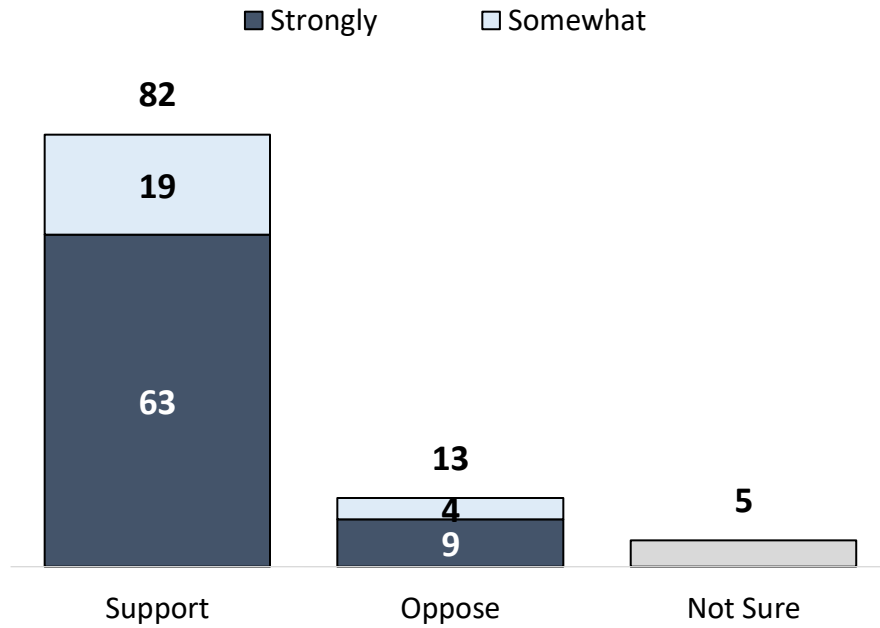
	Support	Oppose
Total	69	26
Female	75	20
Male	61	34
Democrat	78	16
Republican	37	60
No Party Preference	73	21
Post Millennials/ Millennials (18-38)	78	20
Generation X (Ages 39-54)	68	25
Boomers (Ages 55-73)	61	33
Silent (Ages 74+)	62	30
White	65	30
Latino	78	20
Asian	74	22
Black	76	19
Union Household	81	15
Homeowner	55	39
Renter	81	16

A majority of voters in each city council district supports the city council adopting a law that would limit landlords’ annual rent increases.



When voters were asked about a Pasadena law to prevent landlords from evicting tenants without just cause, nearly three-in-four (82%) voters indicated they support the law.

Do you support or oppose a Pasadena city law that prevents landlords from evicting tenants unless there is a valid reason, such as not paying rent, destruction of property, or exhibiting loud or violent behavior?

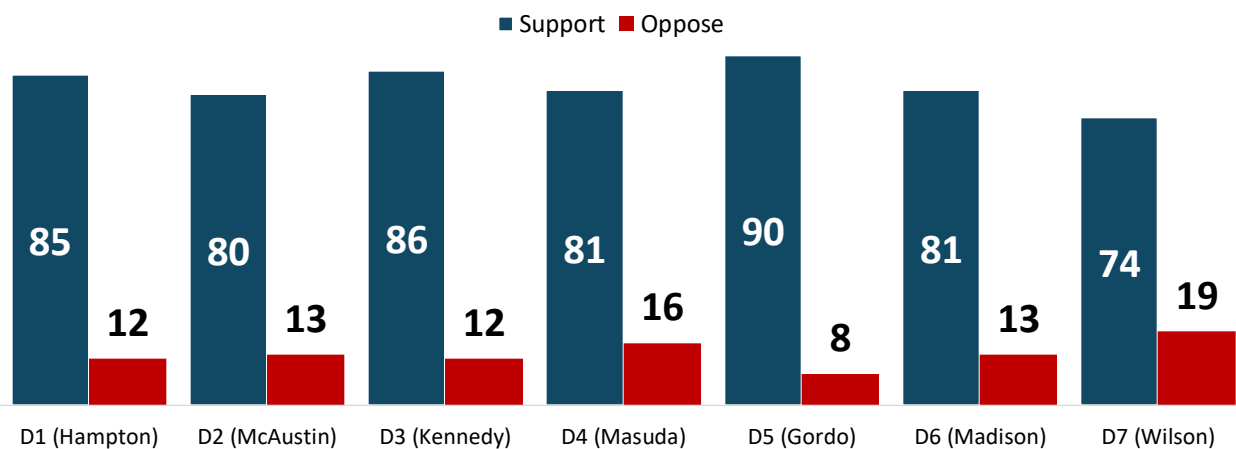


All subgroups strongly support a law to prevent landlords from evicting tenants without just cause.

Support and Opposition for Preventing Landlord Evictions Without Just Cause by subgroup

	Support	Oppose
Total	82	13
Female	85	8
Male	78	19
Democrat	84	12
Republican	68	23
No Party Preference	88	8
Post Millennials/ Millennials (18-38)	86	11
Generation X (39-54)	79	18
Boomers (55-73)	82	13
Silent (74+)	76	13
White	79	14
Latino	88	11
Asian	86	13
Black	89	10
Union Household	89	8
Homeowner	74	20
Renter	88	8

A significant majority of voters in every city council district support a law to prevent landlords from evicting tenants without just cause.



Firm Description

For over 25 years, David Binder Research has provided research and insight to political, government, and private sector clients.

Our strength lies in our pioneering use of new research technologies, our hybrid qualitative and quantitative techniques, and our ability to devise innovative, customizable services that suit the specifications of each individual client.

DBR enjoyed a long-term research and consultation relationship with both of President Barack Obama's Presidential campaigns and White House. In addition, we've provided award-winning messaging work and conducted research on a number of different initiatives and candidates. Other clients run the gamut from local races and small nonprofits and boutique associations to large nonprofits and foundations.