



PRESS RELEASE

NORTH STATE BUILDING INDUSTRY ASSOCIATION

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Poll: 93% of Sacramento-area voters say housing costs are a problem *Three-quarters say government fees and regulations contribute to affordability challenges; 83% favor reducing fees that average over \$100,000 per new home*

Sacramento-area residents overwhelmingly agree that housing costs are a major problem and that government fees and regulations contribute to the shortage of housing that is affordable, according to a new regional poll.

The poll of 810 registered voters in Sacramento, Placer, Yolo and El Dorado counties found that 93% consider the cost of housing and rent a very big or somewhat of a problem, including 68% who consider it a very big problem.

Three-quarters of respondents said excessive government regulations and fees have contributed a lot or somewhat to the shortage of housing people can afford. And 83% said local government leaders should work to reduce fees, which average more than \$100,000 for each new home. [\(See attached for more detailed poll results.\)](#)

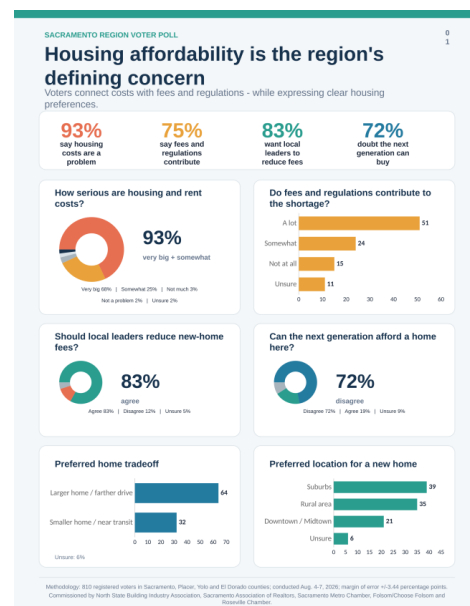
The poll was commissioned by the North State Building Industry Association, Sacramento Association of Realtors, the Placer Business Alliance, and the Sacramento Metro, Folsom and Roseville chambers of commerce. The survey was conducted Aug. 4-7 among 810 registered voters and has a margin of error of plus or minus 3.44 percentage points.

BIA President & CEO Tim Murphy said the results show that residents are deeply concerned about housing costs and want local government officials to address the fees and regulations that increase the cost of building new homes and apartments.

“Housing affordability is a tremendous challenge in the Sacramento region, and the only way to seriously improve affordability is for local governments to reduce the red tape that makes building such a lengthy and expensive process and to reduce the fees that drive up costs,” Murphy said.

“Nearly three out of four respondents — 72% — don’t believe their children or grandchildren will be able to afford to buy a home in our area. The poll found that should be their top priority, ahead of reducing homelessness, cutting taxes or preventing crime. Isn’t it time for local officials to begin promoting housing affordability instead of making homes more and more expensive to build?”

Poll also finds support for housing choice, stronger business climate



Jessica Coates, CEO of the Sacramento Association of Realtors, said a top priority should be supporting development of all types of housing.

“Homeownership is at the heart of the American Dream, and our agents hear every day that buyers want options,” Coates said. “Solving California's housing crisis means building all types of housing. Nearly two-thirds of those surveyed agree, and that desire for choice holds up across the region and across age groups. Single-family homes are a critical piece of the solution, and they need to go hand-in-hand with the full range of housing types, including infill, missing middle and multi-family housing, that reflect what Californians actually want and can afford.”

The poll also found strong support for local businesses.

“California's high cost of doing business and increasingly complex regulatory environment continue to create real challenges for employers, entrepreneurs, and small businesses. The public recognizes that challenge, with 82% in our region agreeing that it should be easier for everyday people to open and run a small business,” said Robert Heidt, President & CEO of the Sacramento Metro Chamber.

“At the Metro Chamber, we believe we should be removing unnecessary barriers to entrepreneurship, investment, and job creation — and we'll continue advocating for policies that make the Capital Region a place where businesses can start, grow and succeed.”

Joe Gagliardi, CEO of Choose Folsom, said local chambers play a key role in promoting a healthy business climate.

“These results reinforce that people want communities where businesses can start, grow and thrive — and they expect local leaders and business organizations to help create that environment,” Gagliardi said. “They also remind organizations like ours that we have an ongoing responsibility to clearly demonstrate the value of that work. Strong local businesses contribute to strong local economies, quality jobs and vibrant communities, and we need to continue connecting those dots for the people we serve.”

Ananda Rochita, President & CEO of the Roseville Area Chamber, pointed out that poll results found that Placer County residents were more likely to think their area was on the right track than the rest of the region, which she attributed to the longstanding cooperation between business leaders and government to promote a strong economy.

“Thanks to the strong partnership between the business community and local government in Placer County, our area is the only part of the region where more people think the county is going in the right direction,” Rochita said. “The chamber will continue advocating for business-friendly and streamlined policy that cuts through red tape.”

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Contact Media Consultant John Frith at john@twswcommunications.com or 916-765-6533 to schedule an interview with BIA President & CEO Tim Murphy.





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