



# Attitudes on Updated Pasadena Rent Control Measure






*Highlights of a Survey of Likely Voters*

**PRIVILEGED AND CONFIDENTIAL**

**FM3**  
**RESEARCH**

OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

<b>Dates</b>	January 29-February 5, 2026
<b>Research Population</b>	Likely November 2026 Voters in the City of Pasadena
<b>Total Interviews</b>	534
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.2\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Survey Tracking</b>	September 2022, October 2023 & November 2025
<b>Languages</b>	English and Spanish

*(Note: Not All Results Will Sum to 100% Due to Rounding)*

## Support far outpaces opposition for all aspects of the measure

