

National Association of REALTORS®

CA – Glendale Smart Growth Poll

September 2025

Glendale Smart Growth Survey Methodology



400 (400 weighted)
Likely voters in
Glendale, CA



Wireless (125)
Non-wireless (39)
Online (236)



Interviews
Conducted
September 2nd –
4th, 2025

The sample was drawn from a third-party vendor file. The overall margin of error is +/- 4.9%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

Demographics

Gender



Women
54%



Men
46%

Age

18-29: 13%
30-39: 18%
40-49: 16%
50-64: 23%
65+: 30%

Party Registration

Democrat: 44%
Unaffiliated: 30%
Republican: 26%

Owner/Renter

Homeowner: 53%
Renter: 35%
Lives w/Friends/Family: 12%

Education

Non-College Graduates: 35%
4 Yr. College Degree: 40%
Post-Graduate Degree: 24%

Ethnicity

White: 42%
Armenian: 20%
Hispanic: 17%
African American: 2%
Asian: 8%
Other: 9%

Region

210 Corridor: 15%
91206 and 91207: 28%
NW of Ventura Freeway: 25%
South of Ventura Freeway: 32%

Executive Summary

Executive Summary

Glendale voters have mixed feelings about the direction of the city. Forty-nine percent say things in Glendale are off on the wrong track, while 46 percent say things are going in the right direction.

- Democrats, voters who are less likely to participate in local elections, and voters under age 50 are among the most optimistic while Republicans, higher propensity voters, older voters, and those in the 210 Corridor area are among the most pessimistic.

City Council receives lukewarm job performance reviews. Thirty percent of voters feel the city council is doing an excellent (4 percent) or good (27 percent) job, while 50 percent feel they are doing either a just fair (29 percent) or poor (21 percent) job. Twenty percent do not know enough to say.

- Large majorities of Republicans, frequent voters, older voters and those who live in the 210 Corridor area give the council just fair or poor rating.

Voters are most sensitive to traffic and development issues. In an open-ended question, one-third volunteer traffic and road safety (37 percent) as the biggest issue in Glendale they would like the city council and mayor to focus on. Overdevelopment and land use (19 percent) comes second with utilities and the cost of living (14 percent), housing affordability (13 percent), and city government transparency and spending (11 percent) as third-tier issue concerns.

- Traffic and road safety is the top issue for non-Republicans while Republicans are more likely to focus on overdevelopment and city government transparency and spending.

Executive Summary

Residential growth is happening too fast. A plurality (48 percent) feel that the pace of residential growth in Glendale is happening too fast. This feeling is especially high among voters aged 50 and above and homeowners.

Most do not see a pressing need for new bike lanes. Sixty percent feel there is not much of a need (23 percent) or no need at all (37 percent) for the creation of new bike only lanes. Thirty-nine percent say there is either a great need (15 percent) or somewhat of a need (24 percent) for them.

- Registered Democrats and voters under age 50 are more likely to see a need for bike only lanes while Republicans and voters aged 50 and above are less likely to see a need for new bike lanes.

North Brand Boulevard reminder consolidates opposition to bike only lanes. After being reminded of the North Brand Boulevard attempt, two thirds agree more with the sentiment that closing traffic lanes for bikes will result in more traffic congestion (49 percent *strongly* agree), whereas only one-third agree that Glendale needs more bike only lanes to make it easier to bike around town.

Executive Summary

Plurality opposition to developing publicly owned parking lots. While a plurality (38 percent) do not know enough about the issue of changing some parking lots into mixed use development, there is opposition to the idea among those who have an opinion: 39 percent are opposed to 23 percent in favor.

- Least likely to favor the development of publicly owned parking lots are registered Republicans, older voters, homeowners, and those in the 210 Corridor.

Most unaware of plan to create dedicated bus lanes. Three-quarters have not heard anything about the creation of dedicated Bus Rapid Transit Lanes on Glenoaks Boulevard and other streets. There are mixed feelings about the plan with roughly one-third in favor, one-third opposed and one-third lacking an opinion.

- Highest support for dedicated bus lanes comes from registered Democrats, voters under age 50, voters South of Ventura Freeway, and non-homeowners.

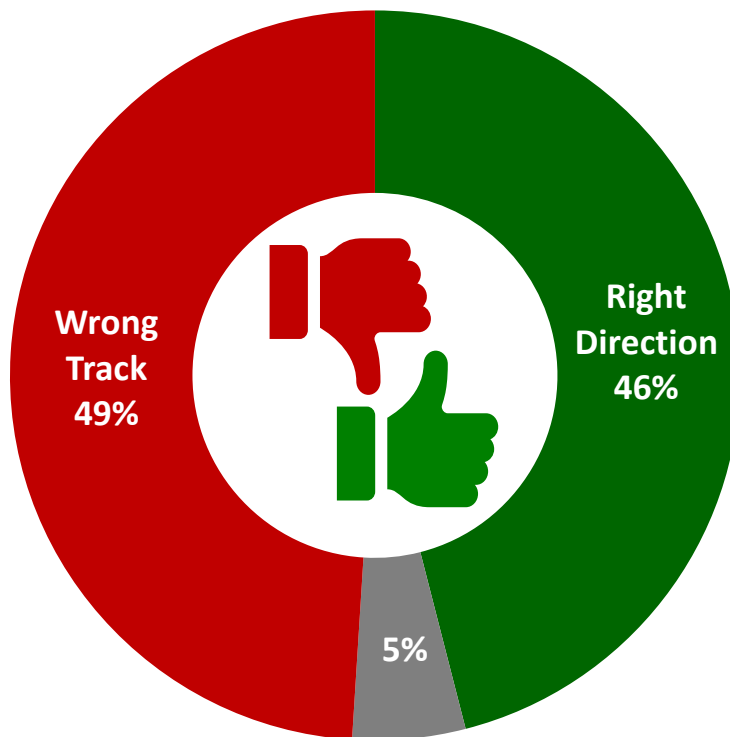
Voters split on transitioning to district system for City Council. Just one-third favor the idea, 31 percent oppose, and 34 percent do not know enough about the issue to have an opinion.

- Favorability of changing district representation is flat across Glendale and party registration.
- Men, especially older men, are more likely to favor this proposal while young women are more likely to oppose it.

Electoral Context

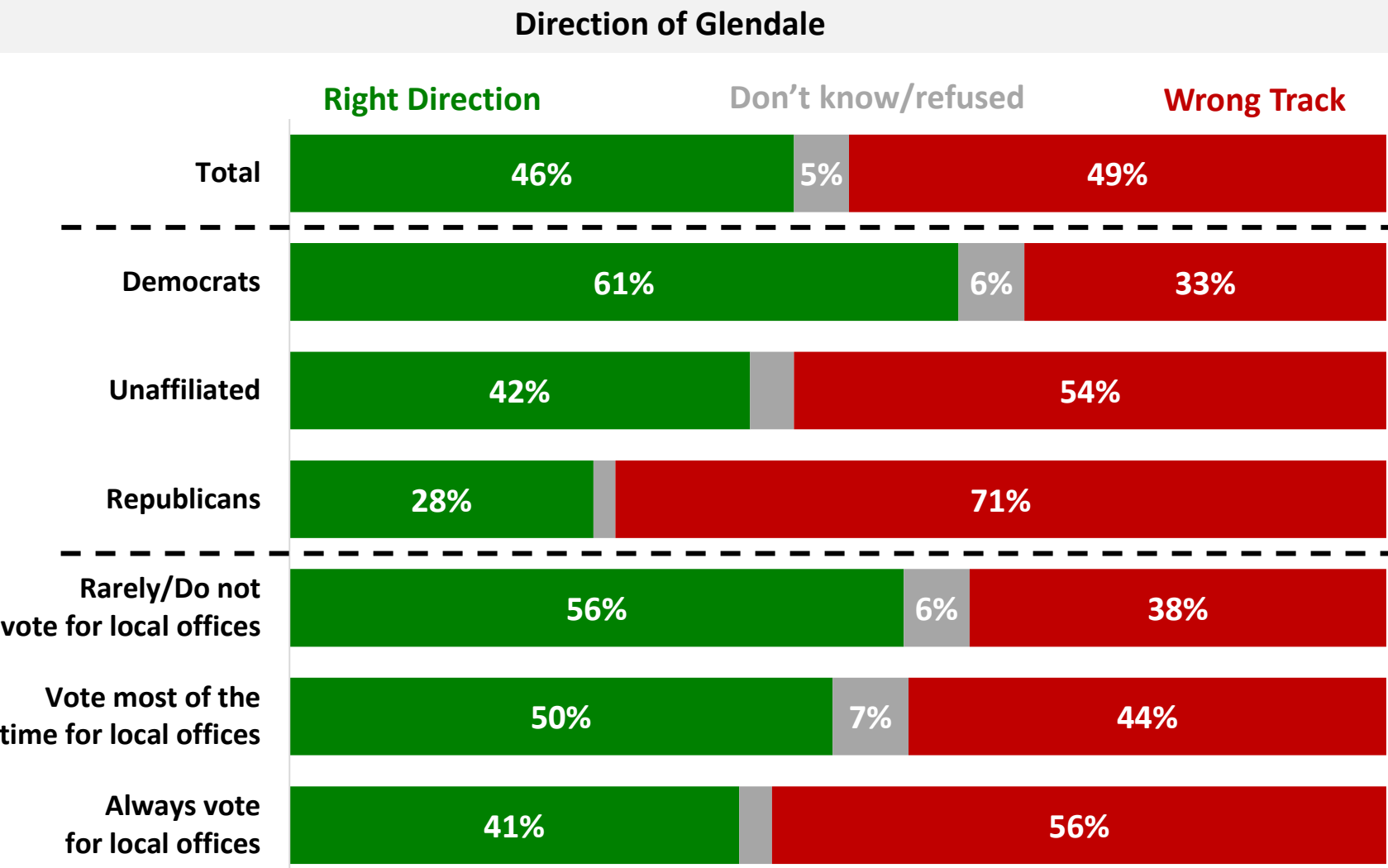
Voters Have Mixed Feelings About Glendale's Direction

Direction of Glendale



Q.5 Generally speaking, do you think that things in Glendale are going in the right direction, or do you feel things have gotten off on the wrong track?

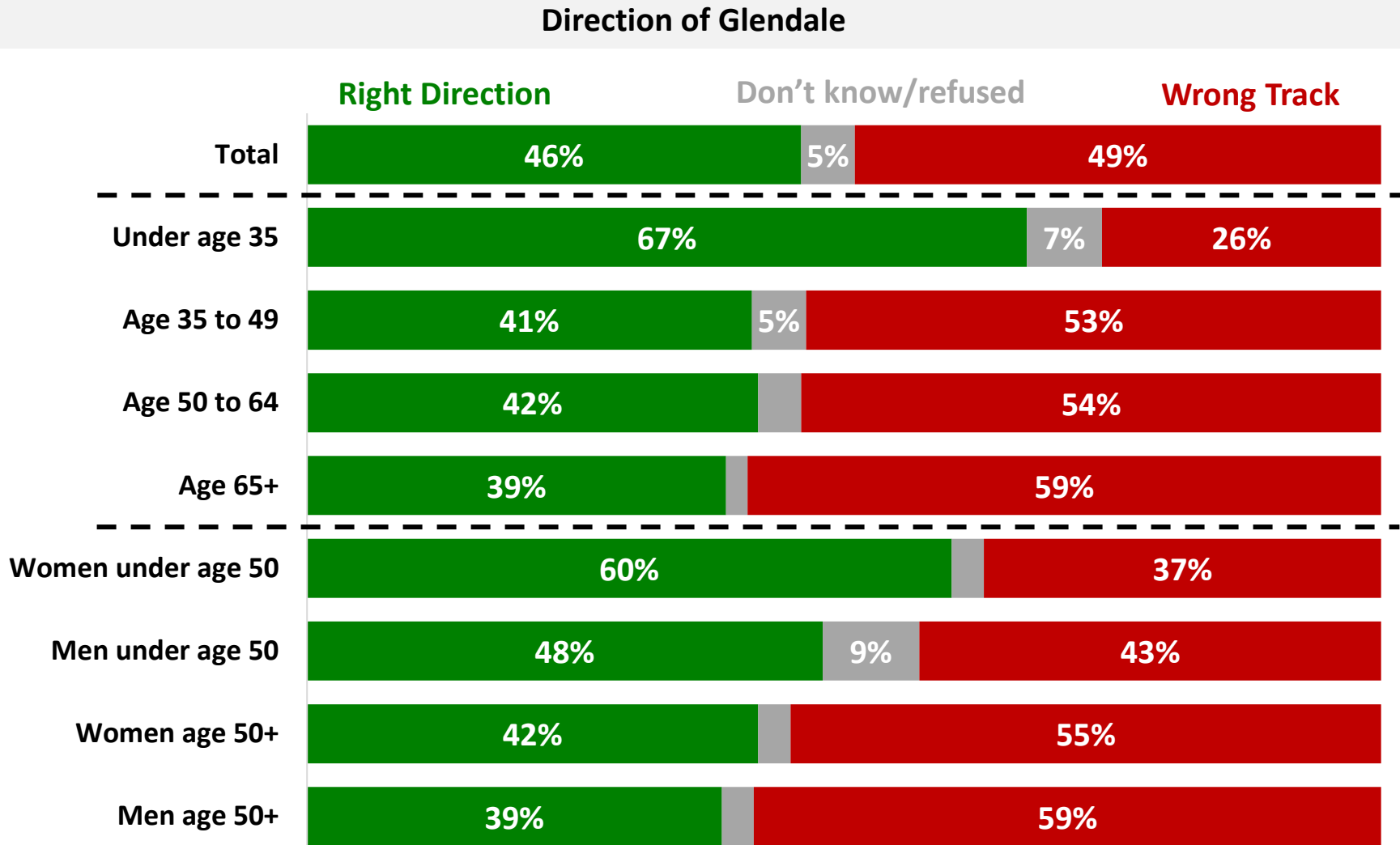
Democrats and Those With Less Propensity to Vote for Local Offices are Most Optimistic



Q.5 Generally speaking, do you think that things in Glendale are going in the right direction, or do you feel things have gotten off on the wrong track?

Voters Under Age 35 and Younger Women Most Optimistic

Majority of older voters feel things are off on wrong track

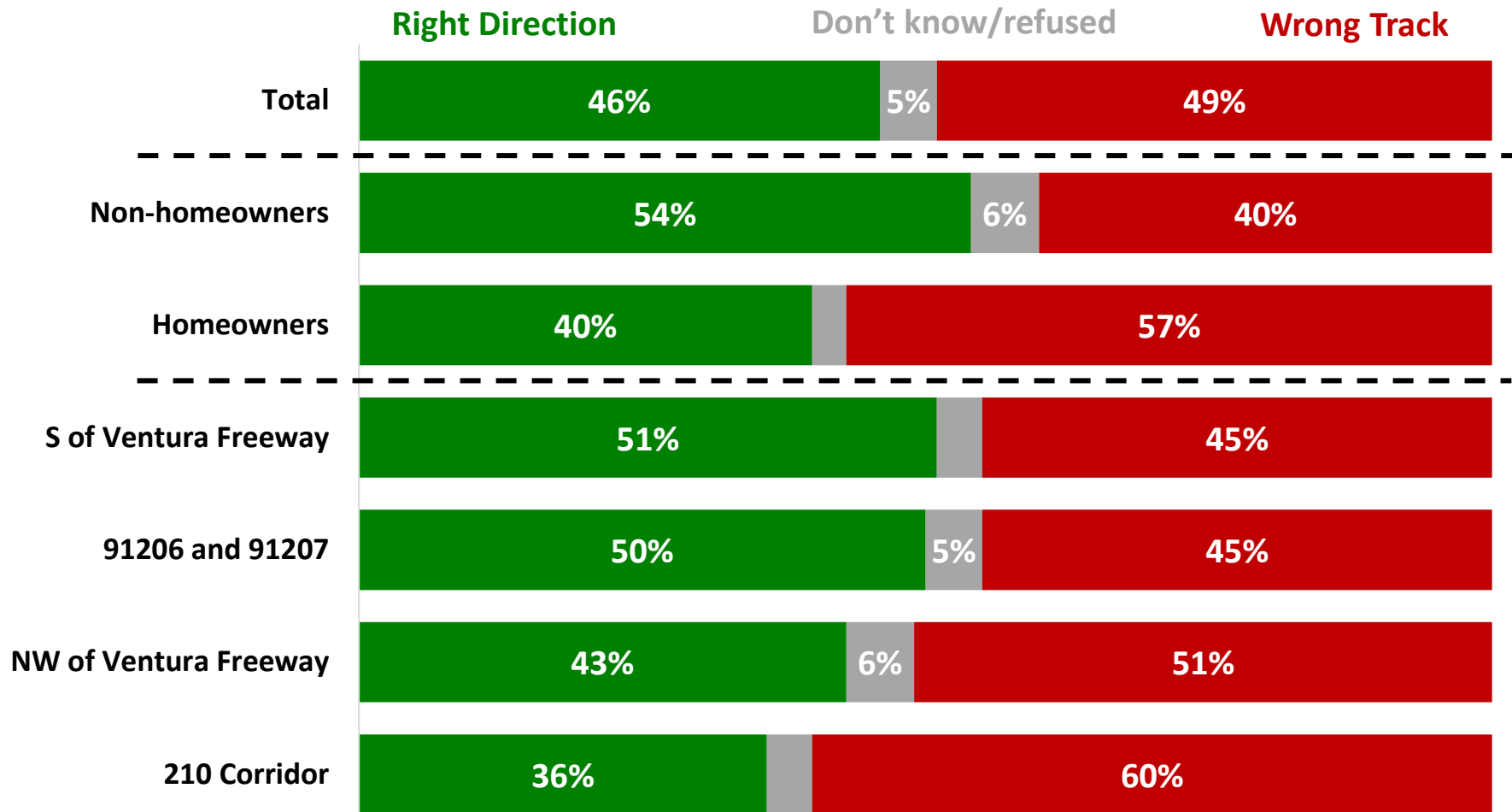


Q.5 Generally speaking, do you think that things in Glendale are going in the right direction, or do you feel things have gotten off on the wrong track?

Non-Homeowners More Optimistic Than Homeowners

Voters in 210 corridor most pessimistic

Direction of Glendale

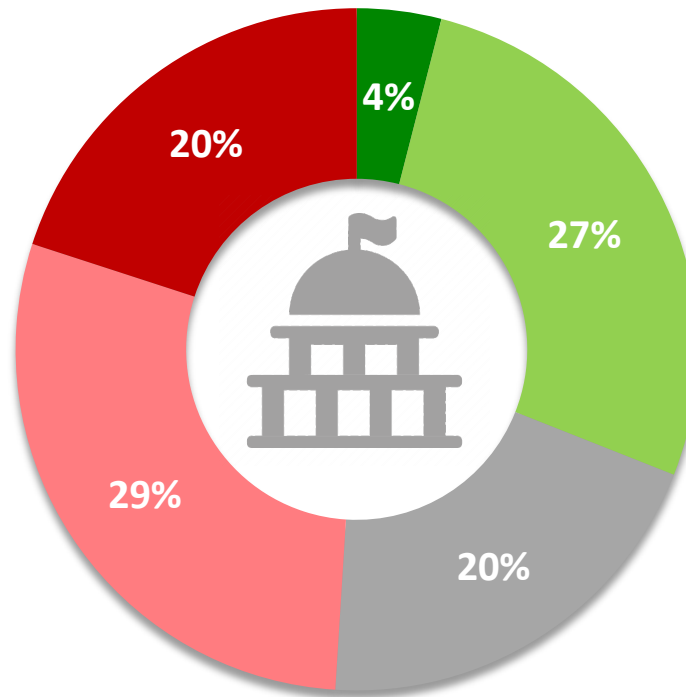


Q.5 Generally speaking, do you think that things in Glendale are going in the right direction, or do you feel things have gotten off on the wrong track?

Majority Rate City Council Job Performance as Just Fair or Poor

City Council Job Approval

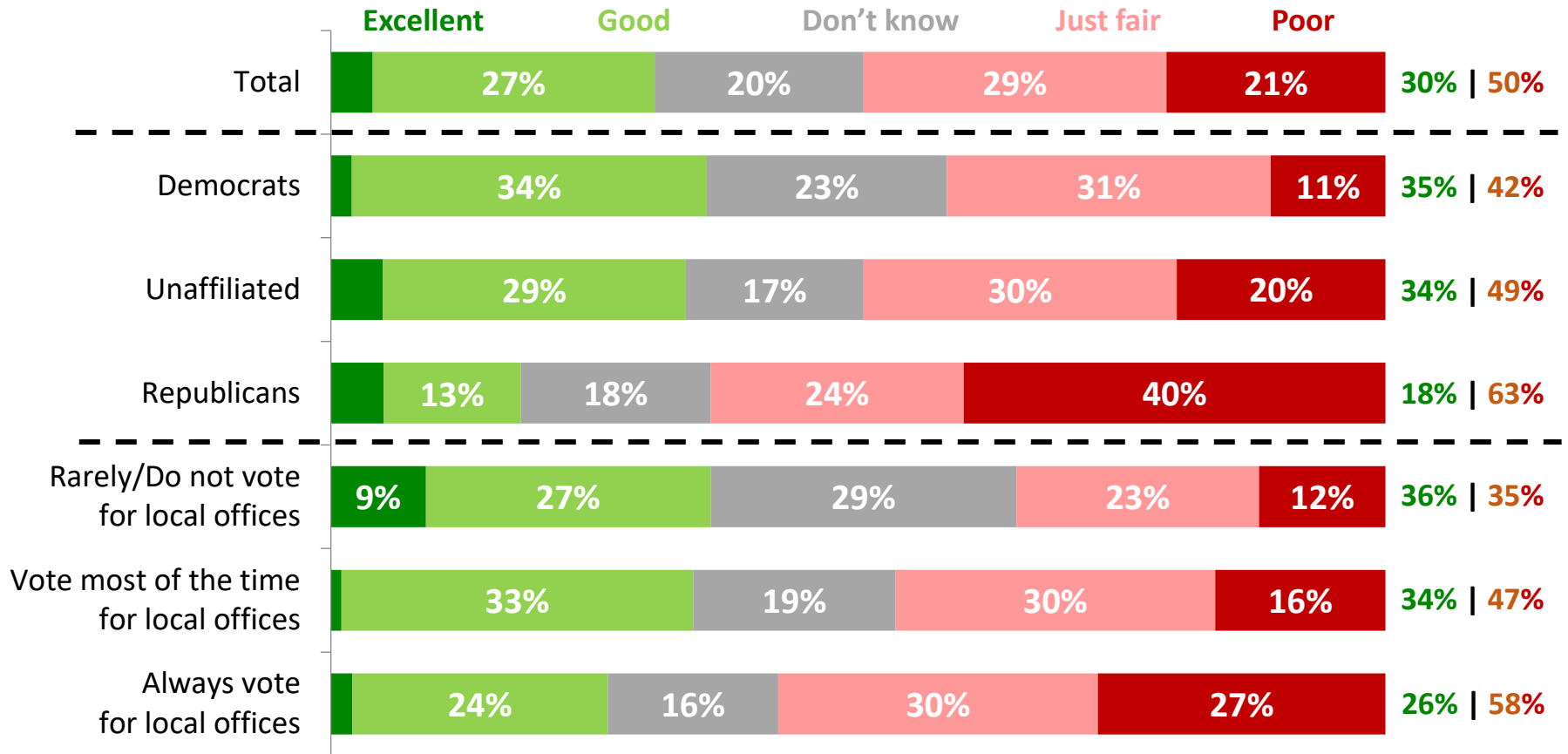
Just fair/Poor: 50% | Excellent/Good: 30%



Q.7 Overall, how would you rate the job being done by the Glendale City Council?

Large Majorities of Republicans and Frequent Voters Give Council Just Fair or Poor Rating

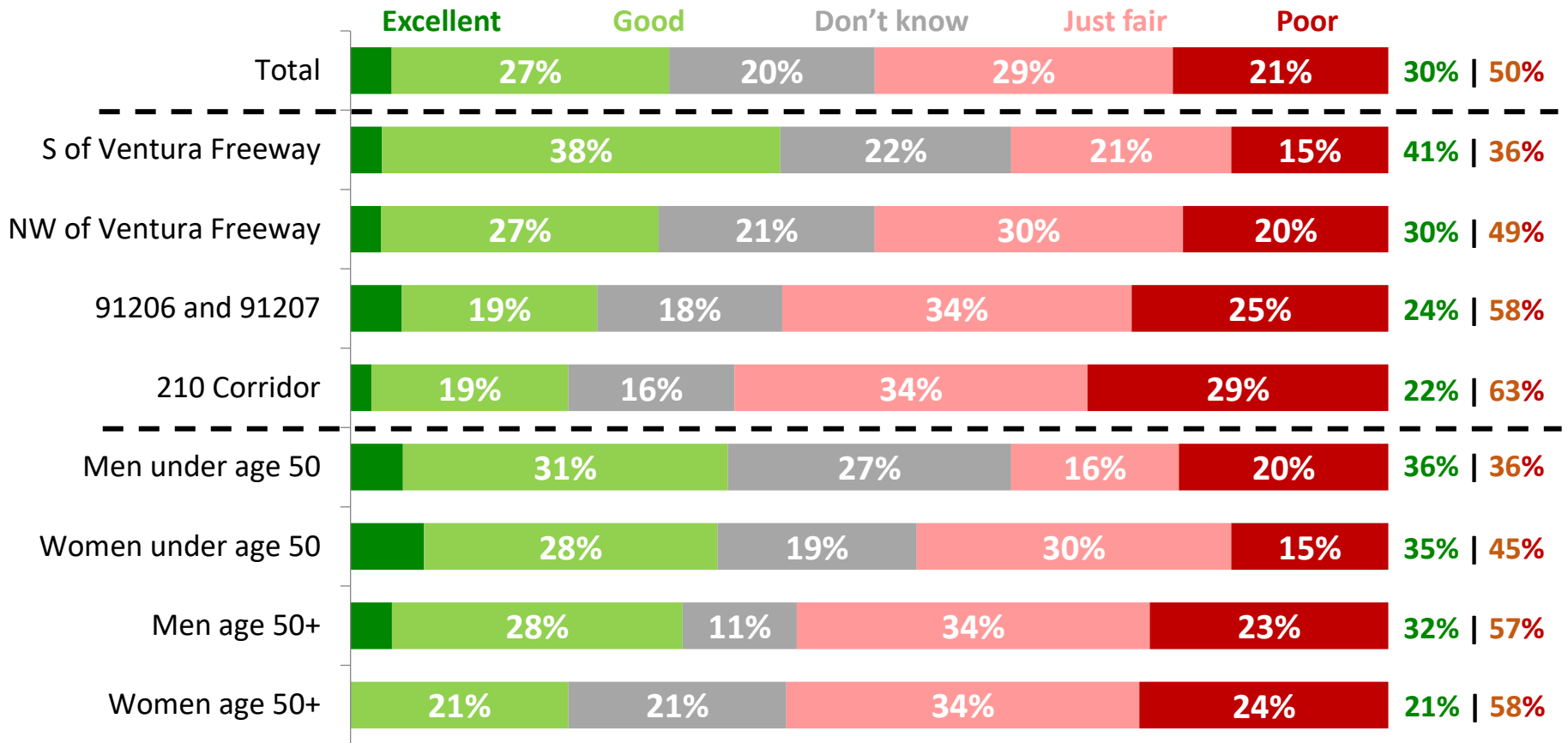
City Council Job Approval



Q.7 Overall, how would you rate the job being done by the Glendale City Council?

Negative Job Ratings Highest in 210 Corridor and Among Older Voters

City Council Job Approval

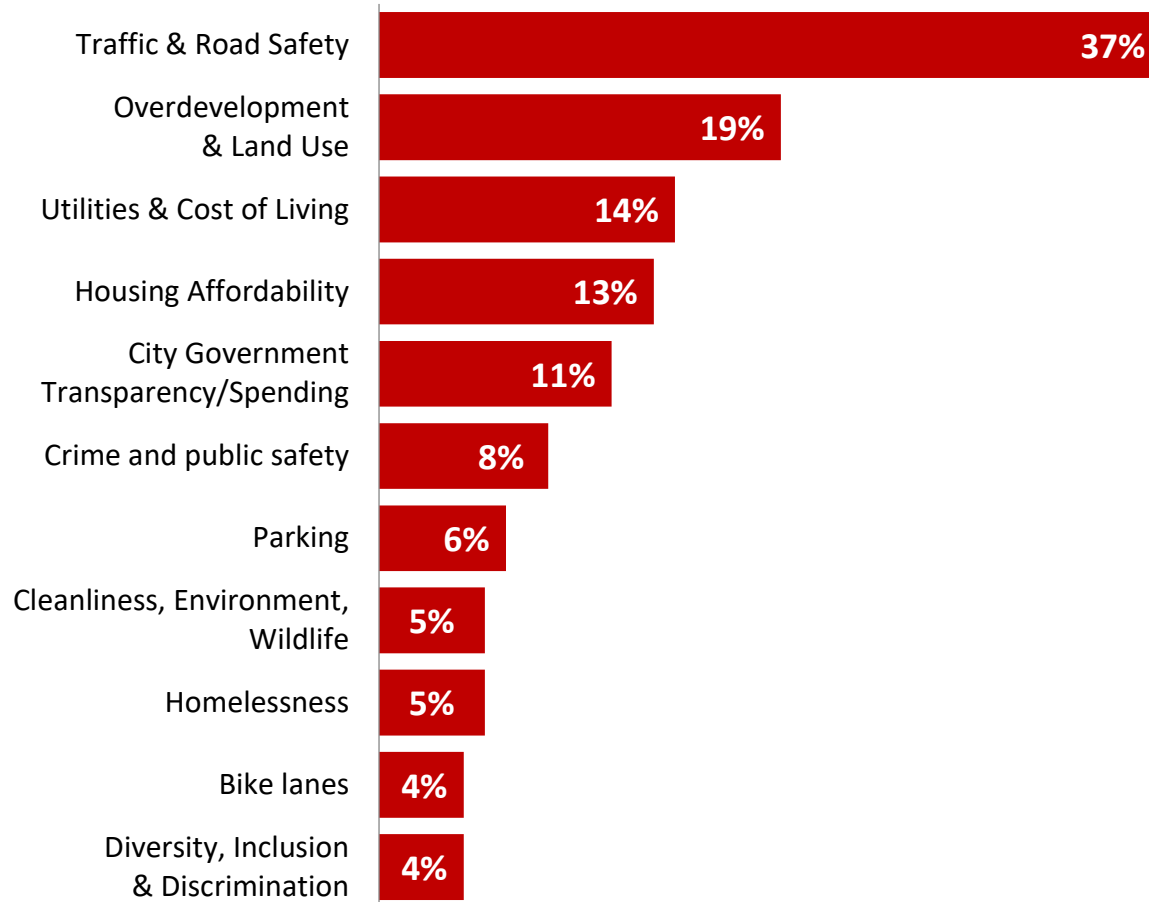


Q.7 Overall, how would you rate the job being done by the Glendale City Council?

Traffic and Road Safety Top Volunteered Issue

Top Issue Concerns Verbatim Responses

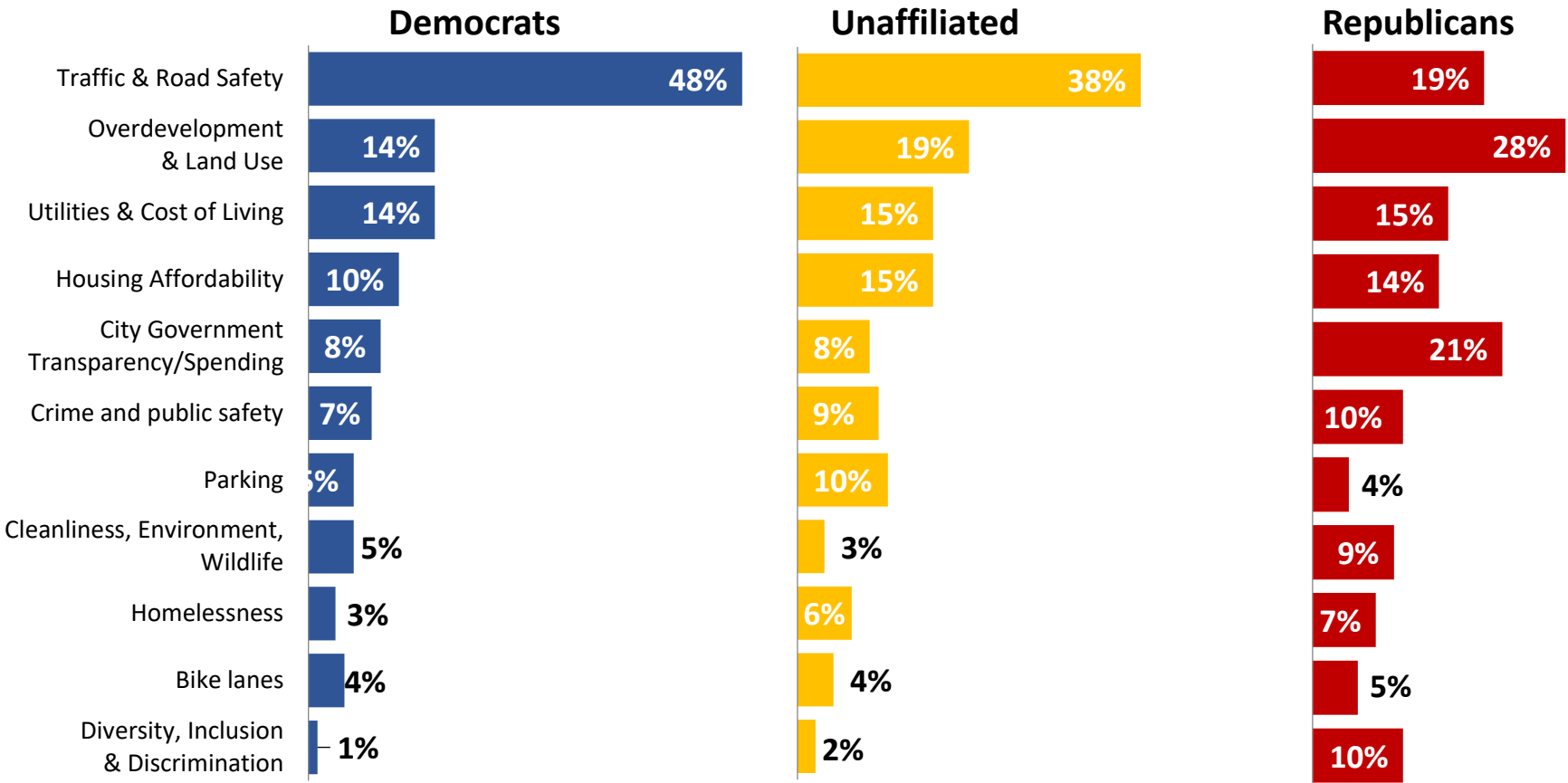
N=383 responses



Q.6 What would you say is the biggest issue in Glendale that you would like the city council and mayor to focus on?

Traffic and Road Safety Top Issue for Non-Republicans; Republicans Focus on Overdevelopment & Transparency

Issue Concerns by Party Registration



Q.6 What would you say is the biggest issue in Glendale that you would like the city council and mayor to focus on?

Biggest Issues: Traffic and Road Safety Quotes

"The number one issue is traffic. I am an old, retired teacher. We have dangerous streets."

"Traffic and parking. With all the new construction happening, it takes forever to get around the city and while we can still find some parking, it's getting less and less so with all the new buildings."

"Bad drivers! Always feel like I'm going to die just by driving in the city. Please add cameras on all streets and focus on revoking licenses and big fees for people that are driving recklessly."

"We have narrow streets and bad drivers. Everyone is doing what they want to do. They will go 60 miles an hour and things like that."

"Road safety (for pedestrians, cyclists, and motor vehicles). Families have stopped walking outside, especially with young children, and elderly & disabled people struggle cross the street safely. I know that fast cars may always be a part of Glendale, but it seems like things have gotten so much more out of hand in the city and residential streets."

Biggest Issues: Overdevelopment

"Overdeveloping especially when those key developments benefit members of the city council."

"Montrose should be taken off Glendale plan because it would kill small businesses if any development went on parking lots during build out. We should not be inviting more residents and building more housing in an extreme fire danger area. The residents that are already here will be hard pressed to get out with La Crescenta Ave going down to 2 lanes. Council has endangered us all with this special interest project."

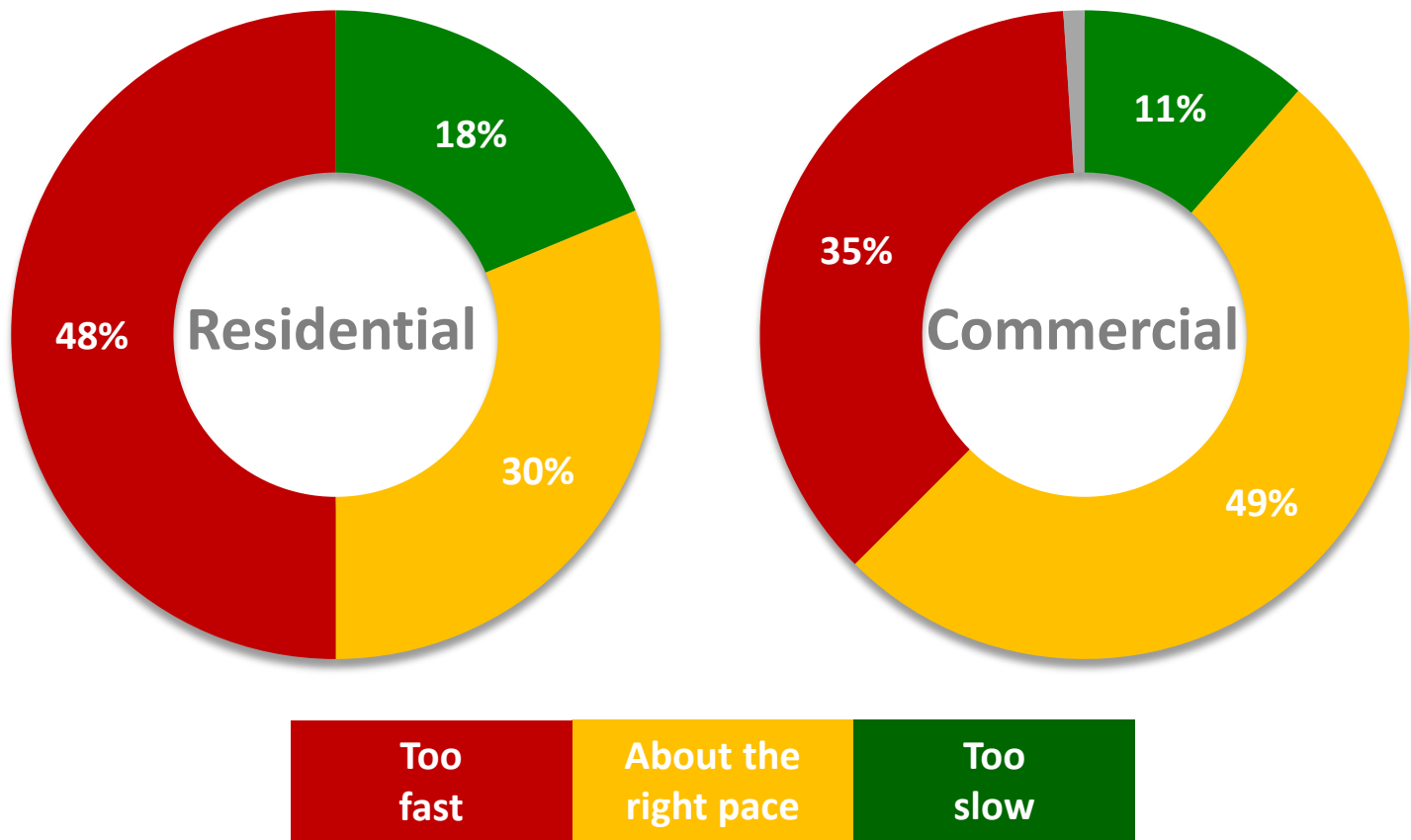
"They should stop building new buildings. They are building nine-story buildings and renting them out. The businessmen are doing it. The city should stop it. There are too many buildings."

"Uncontrolled development. Montrose condos will destroy the neighborhood I grew up in and now own a house in. Foothill Blvd. high density housing projects will create traffic snarls that this neighborhood can't handle. Reign it in."

"It is overbuilding. It has a lot to do in the government, but I don't like the idea that the neighborhood is building another ADU. I don't like larger apartments. Everything is crowded now. We live in a natural place."

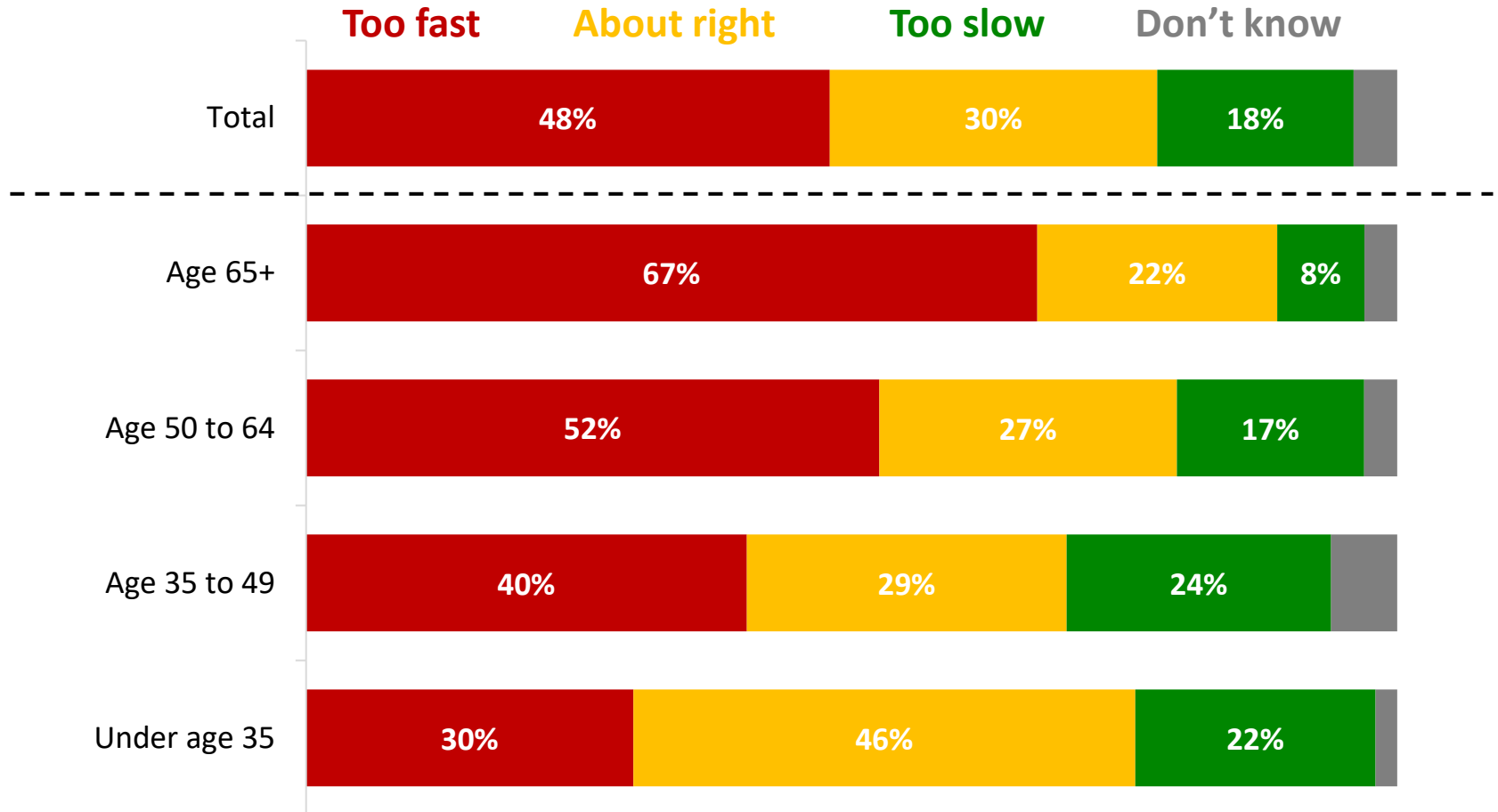
Nearly Half Feel That Residential Development is Happening Too Fast; Most See Commercial Development as Happening at About the Right Pace

Pace of Commercial vs Residential Growth and Development



Older Voters More Likely To Say Pace of Residential Development is Too Fast

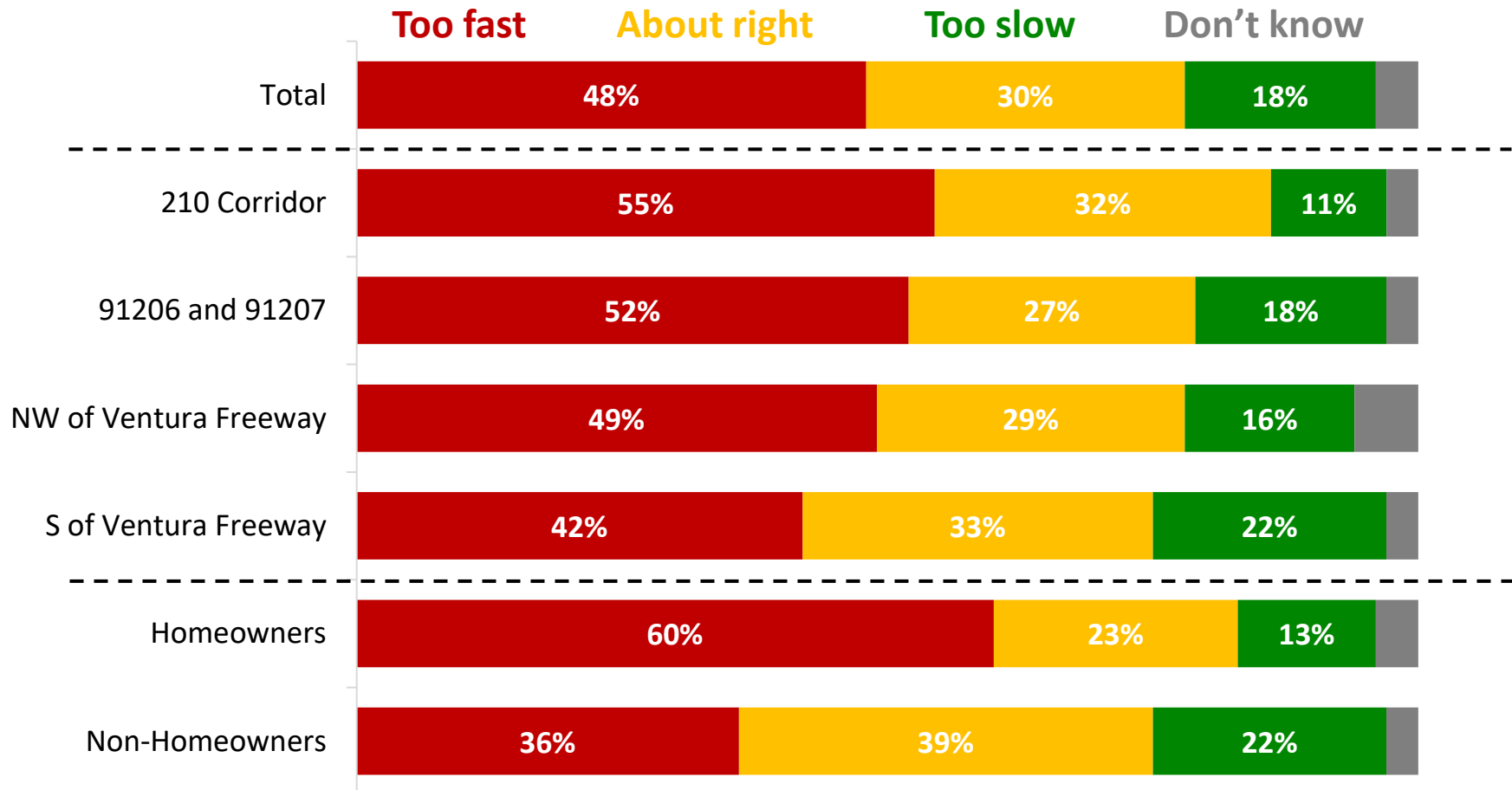
Pace of Residential Growth and Development



Q.8 (ROTATE Q.8 AND Q.9) (BEFORE WHICHEVER COMES FIRST) Switching gears and thinking now about the issue of growth and development in Glendale. Would you say that the pace of RESIDENTIAL growth and development in Glendale is happening:

Homeowners More Likely To Say Pace of Residential Development is Too Fast

Pace of Residential Growth and Development



Q.8 (ROTATE Q.8 AND Q.9) (BEFORE WHICHEVER COMES FIRST) Switching gears and thinking now about the issue of growth and development in Glendale. Would you say that the pace of RESIDENTIAL growth and development in Glendale is happening:

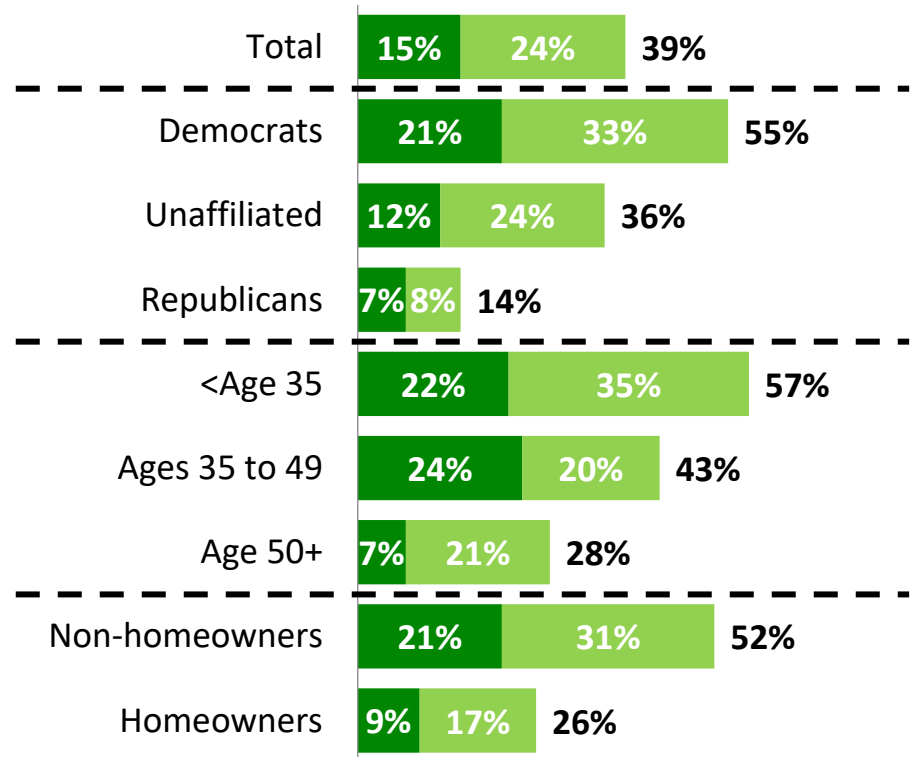
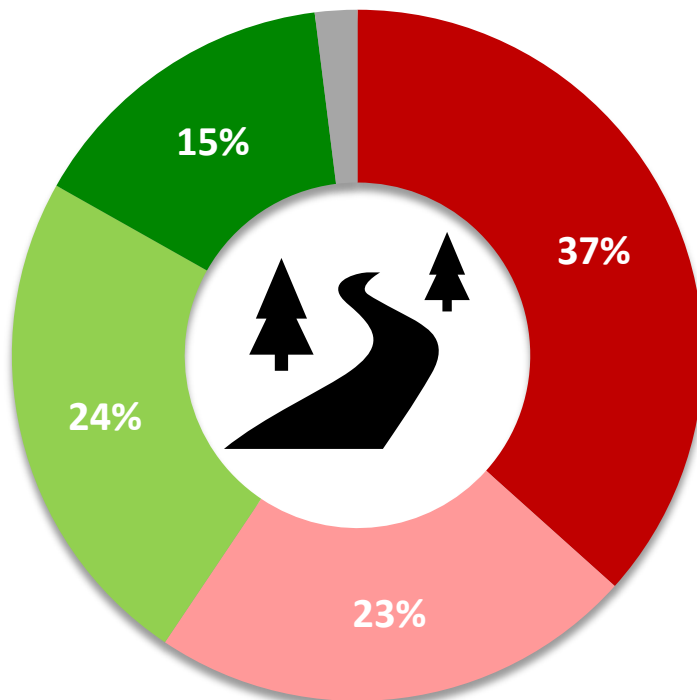
More Bike Lanes in Glendale

Most Do Not See A Pressing Need For Bike Only Lanes

Democrats, younger voters and non-homeowners more likely to see need

Need for more Bike Lanes in Glendale

Total Need 39% | Total No need 60%



Great need

Somewhat of a need

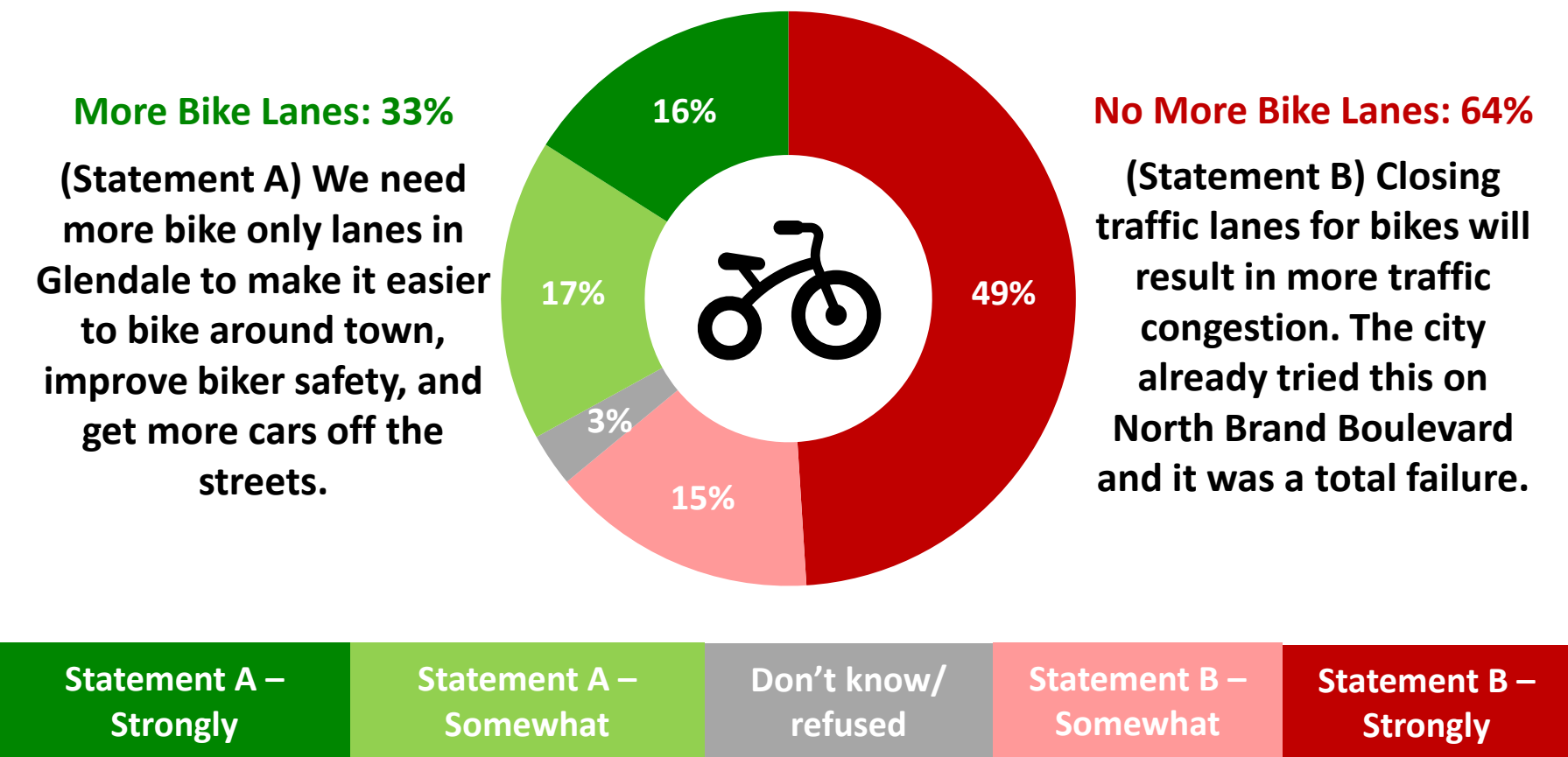
Not much of a need

No need at all

Q.10 Still thinking about growth and development, how much of a need would you say there is to create new bike only lanes on some Glendale city streets?

Strong Majority Agree More That Closing Traffic Lanes For Bikes Will Result In More Traffic Congestion

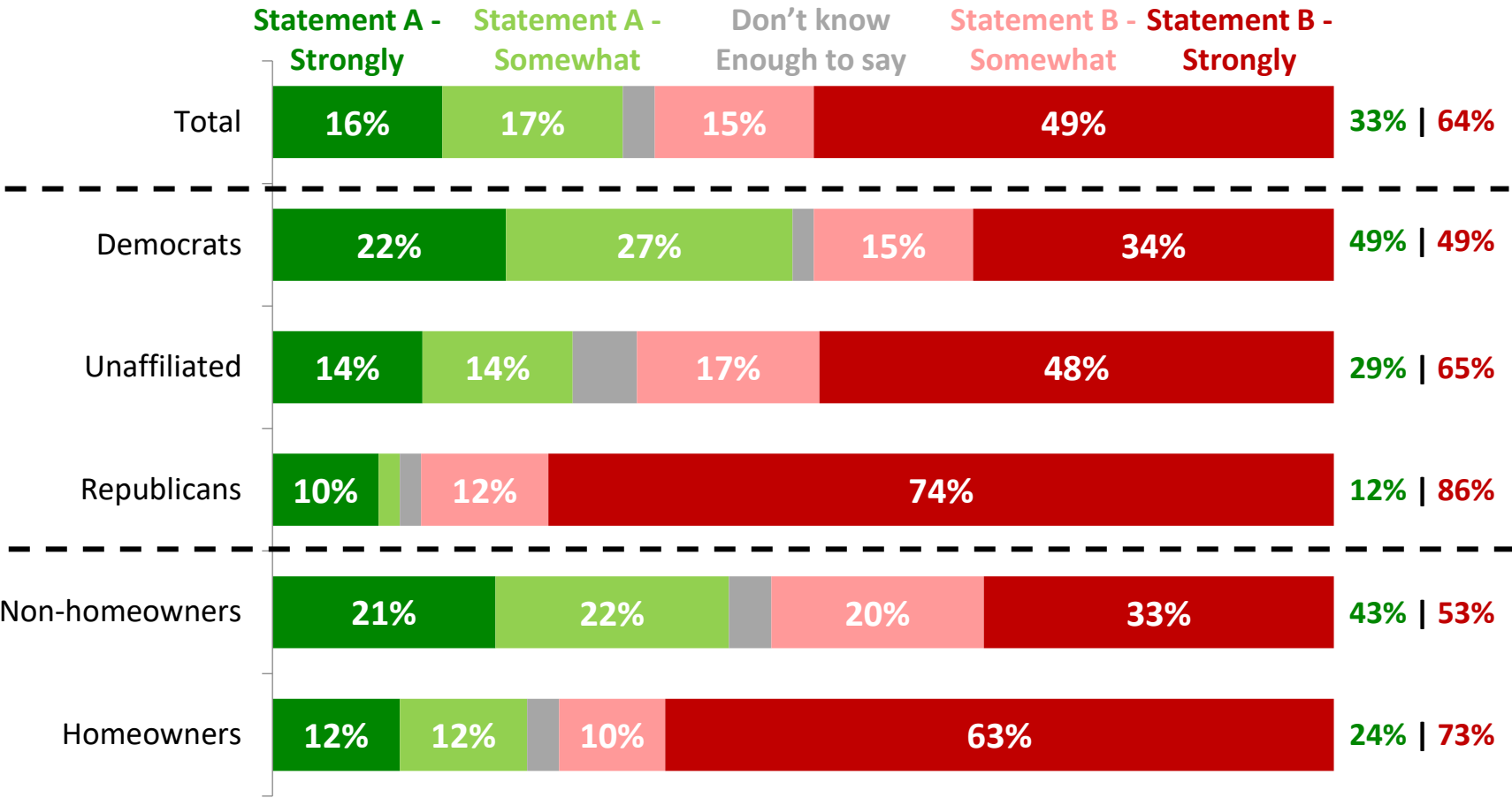
More Bike Lanes vs No Need For More Bike Lanes



Q.11 Next are two statements about bike only lanes in Glendale. Please tell me which one comes closer to the to your way of thinking, even if neither one is exactly right. (ROTATE STATEMENTS AND READ/SHOW) (READ/SHOW STATEMENT A/B BEFORE EACH)

Non-Democrats and Homeowners Overwhelmingly Agree More With No New Bike Lanes Statement

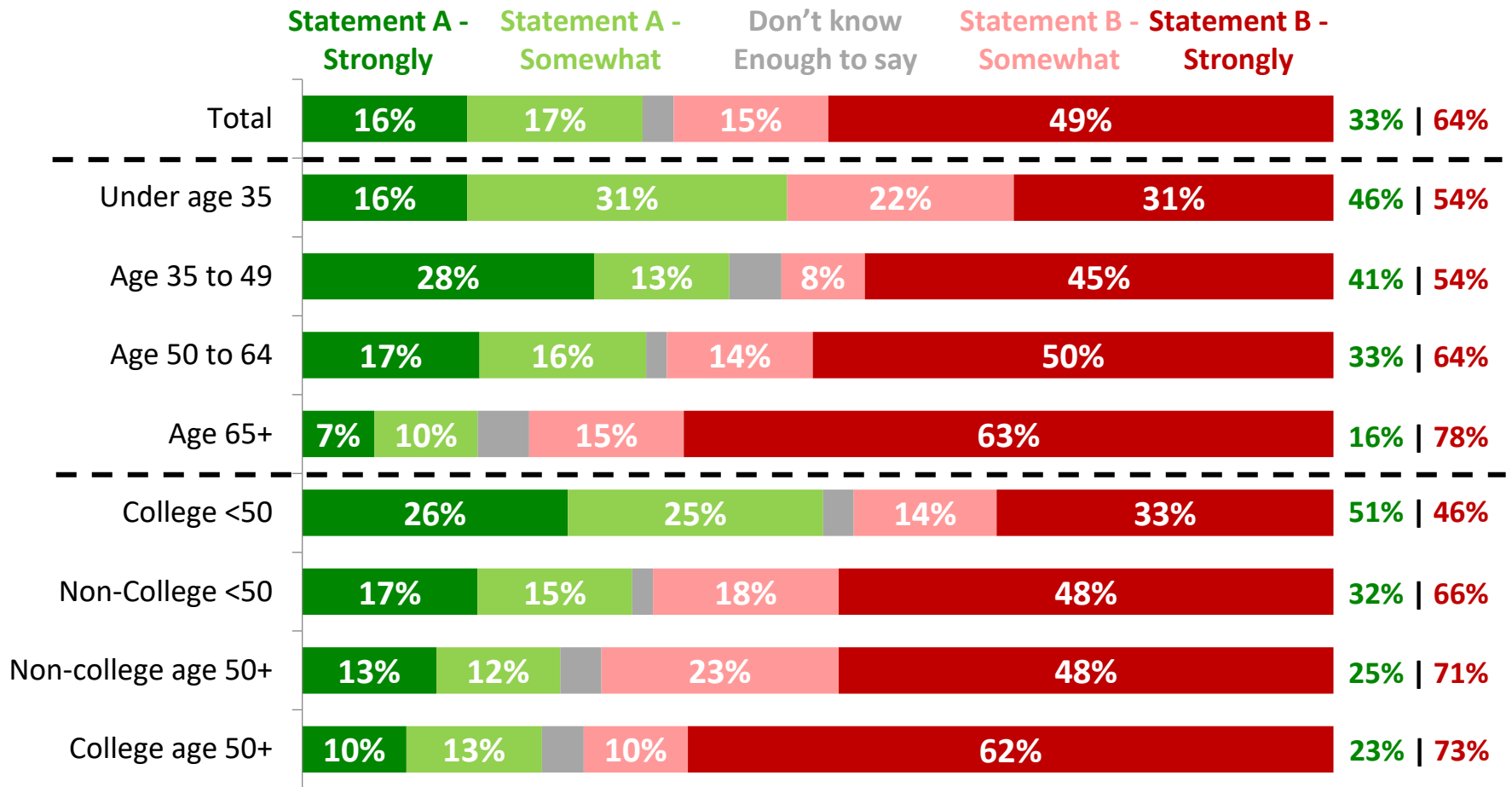
More Bike Lanes vs No Need For More Bike Lanes



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Seniors and Older College Grads Strongly Agree With Opponents of New Bike Only Lanes

More Bike Lanes vs No Need For More Bike Lanes



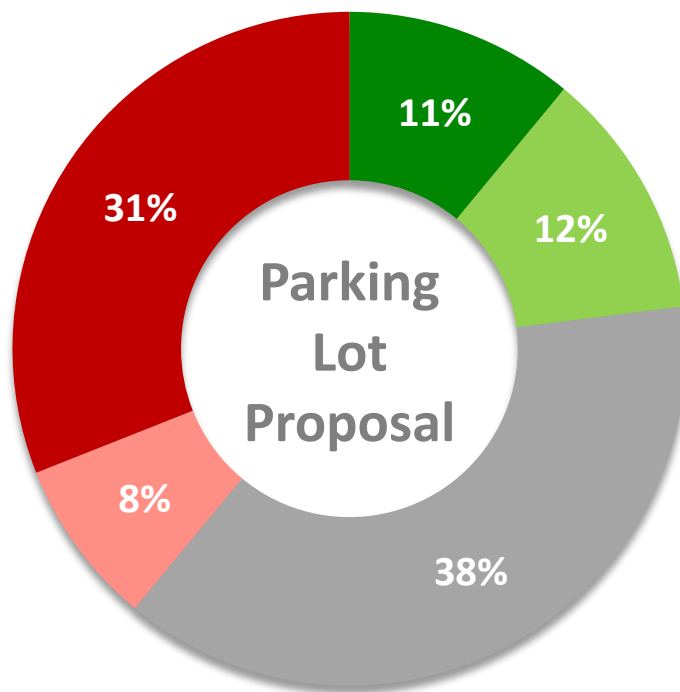
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Development of Publicly Owned Parking Lots

Opponents Outnumber Supporters of Developing Publicly Owned Parking Lots but Many Need More Information

Favorability of Developing Parking Lots

Total Oppose 39% | Total Favor 23%



Strongly
oppose

Somewhat
oppose

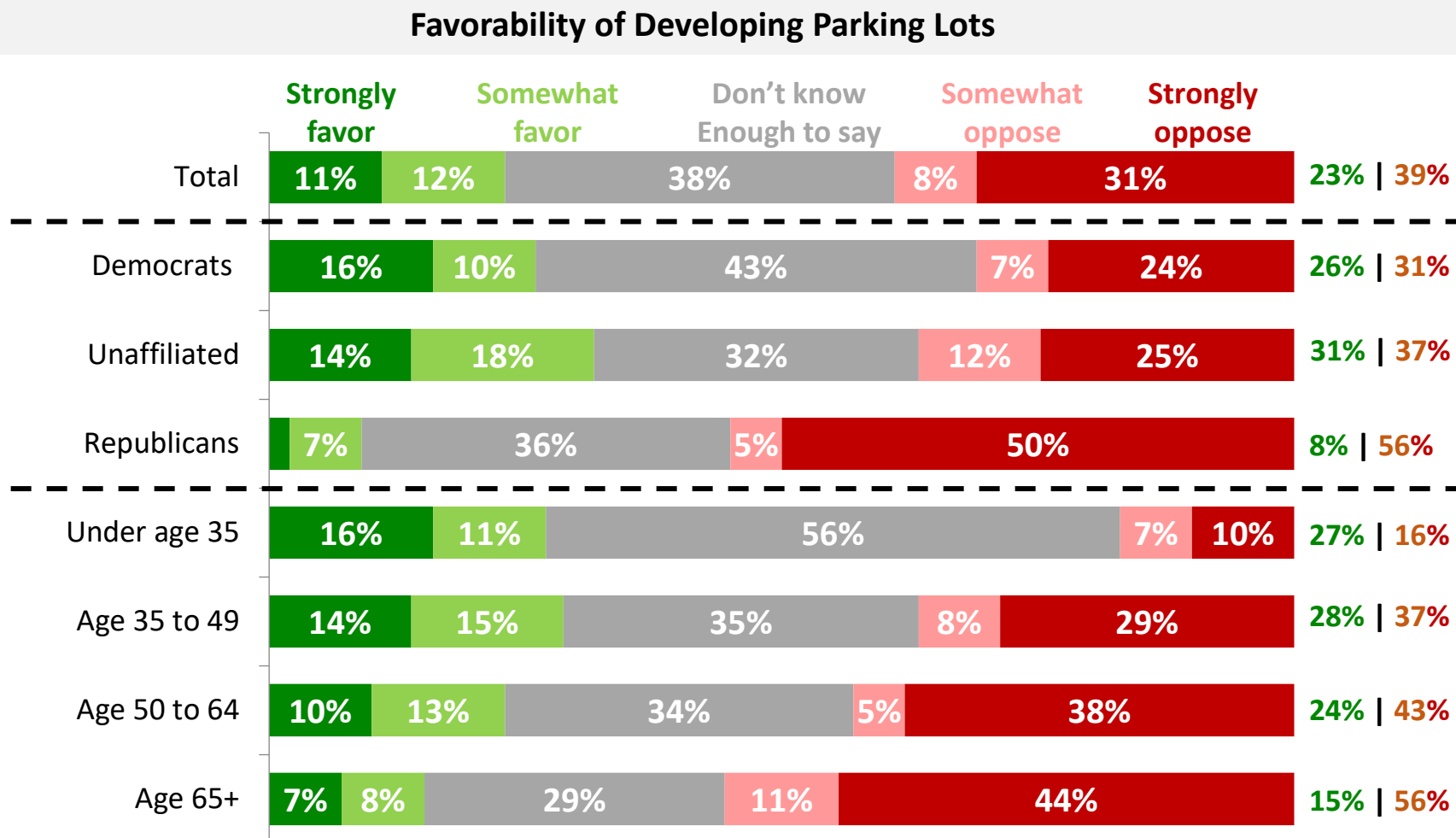
Don't know
enough to say

Somewhat
favor

Strongly
favor

Q.15 Still thinking about development issues in Glendale, would you favor or oppose the development of some publicly owned parking lots in Glendale into mixed use areas that include both housing and parking, or do you not know enough to say?

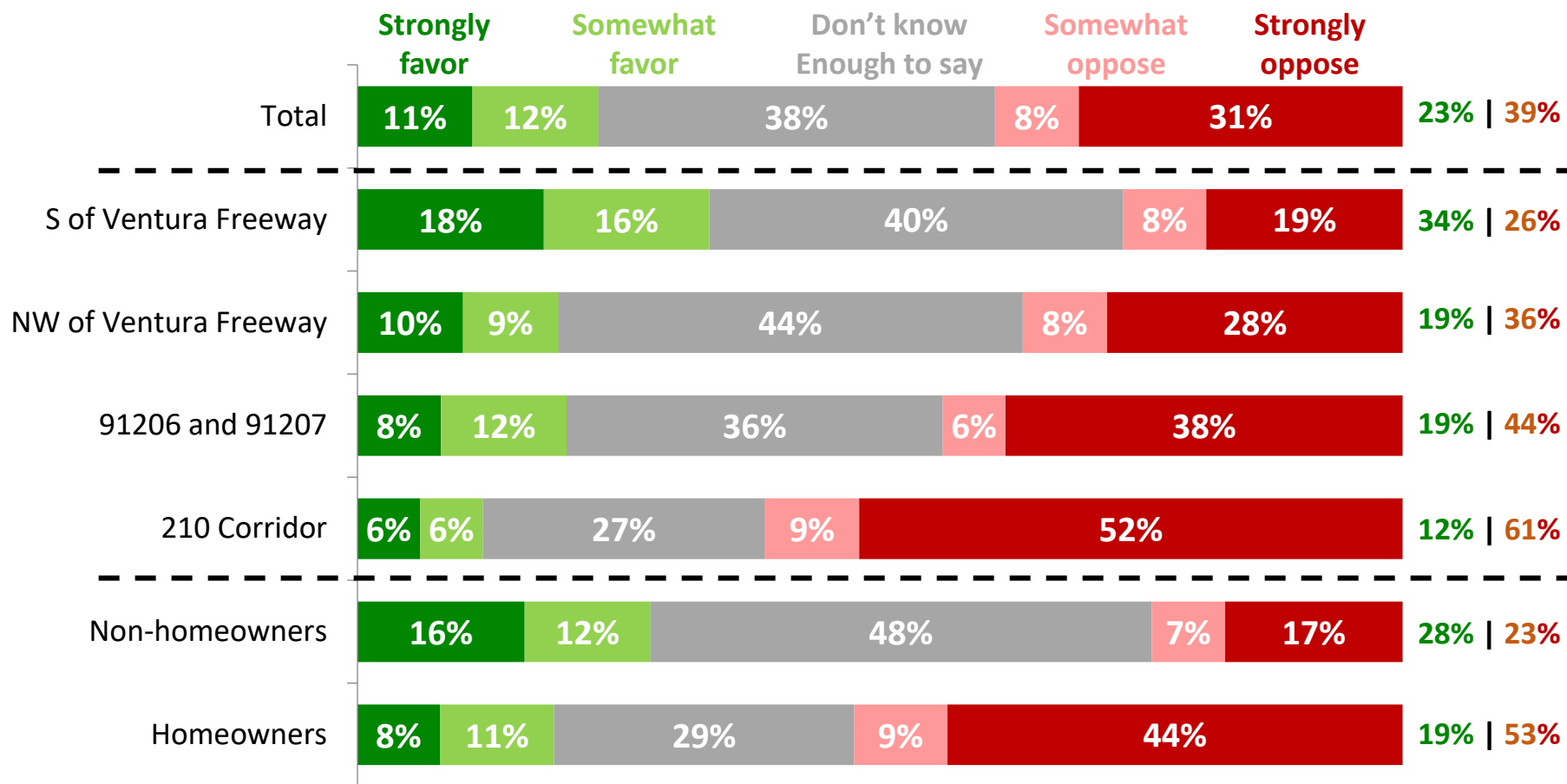
Least Likely To Favor Publicly Owned Parking Lots Are Republicans and Older Voters; Half of Voters Under Age 35 Don't Know Enough To Say



Q.15 Still thinking about development issues in Glendale, would you favor or oppose the development of some publicly owned parking lots in Glendale into mixed use areas that include both housing and parking, or do you not know enough to say?

Opposition Strongest in 210 Corridor and Among Homeowners; Non-Homeowners Need More Information

Favorability of Developing Parking Lots

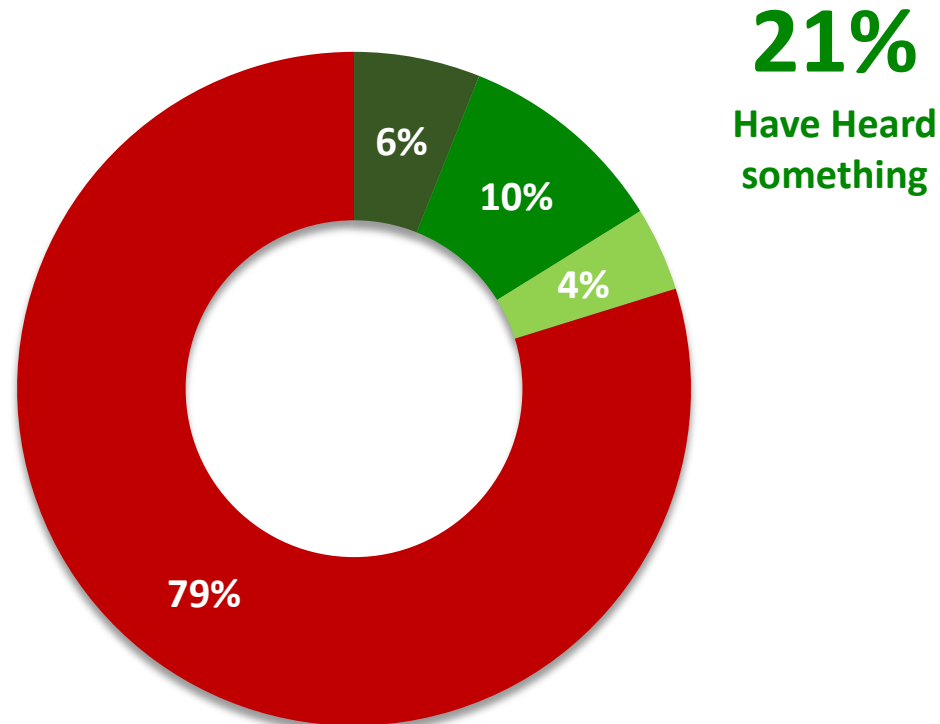


Q.15 Still thinking about development issues in Glendale, would you favor or oppose the development of some publicly owned parking lots in Glendale into mixed use areas that include both housing and parking, or do you not know enough to say?

Bus Rapid Transit Lanes Proposal

Limited Awareness Of Plan To Create Dedicated Bus Rapid Transit Lanes

Heard of Bus Rapid Transit Proposal

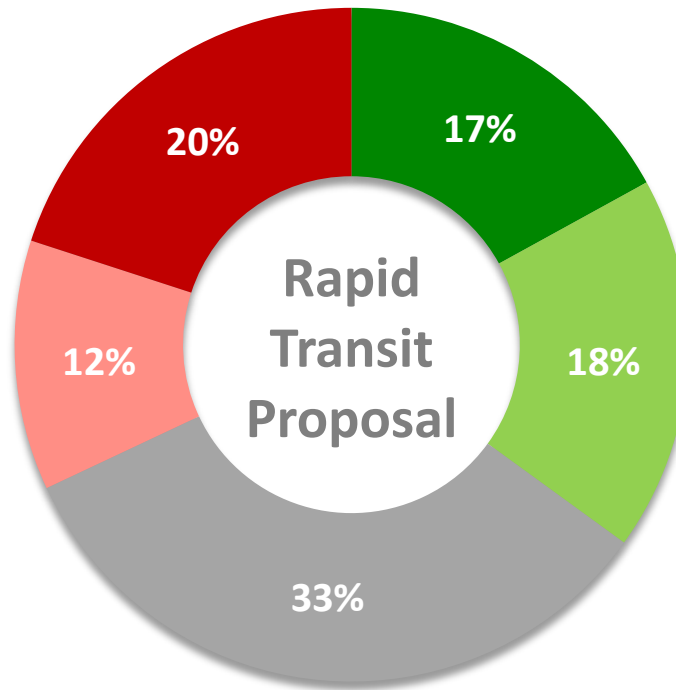


Q.16 Switching topics a bit, have you seen, read or heard anything about the creation of dedicated Bus Rapid Transit lanes on Glenoaks Boulevard, Central Avenue, and Broadway?

Voters Split on Creation of Bus Rapid Transit Lanes

Favor or Oppose Dedicated Bus Rapid Transit Lanes

Total Oppose 32% | Total Favor 35%



**Strongly
oppose**

**Somewhat
oppose**

**Don't Know
enough to say**

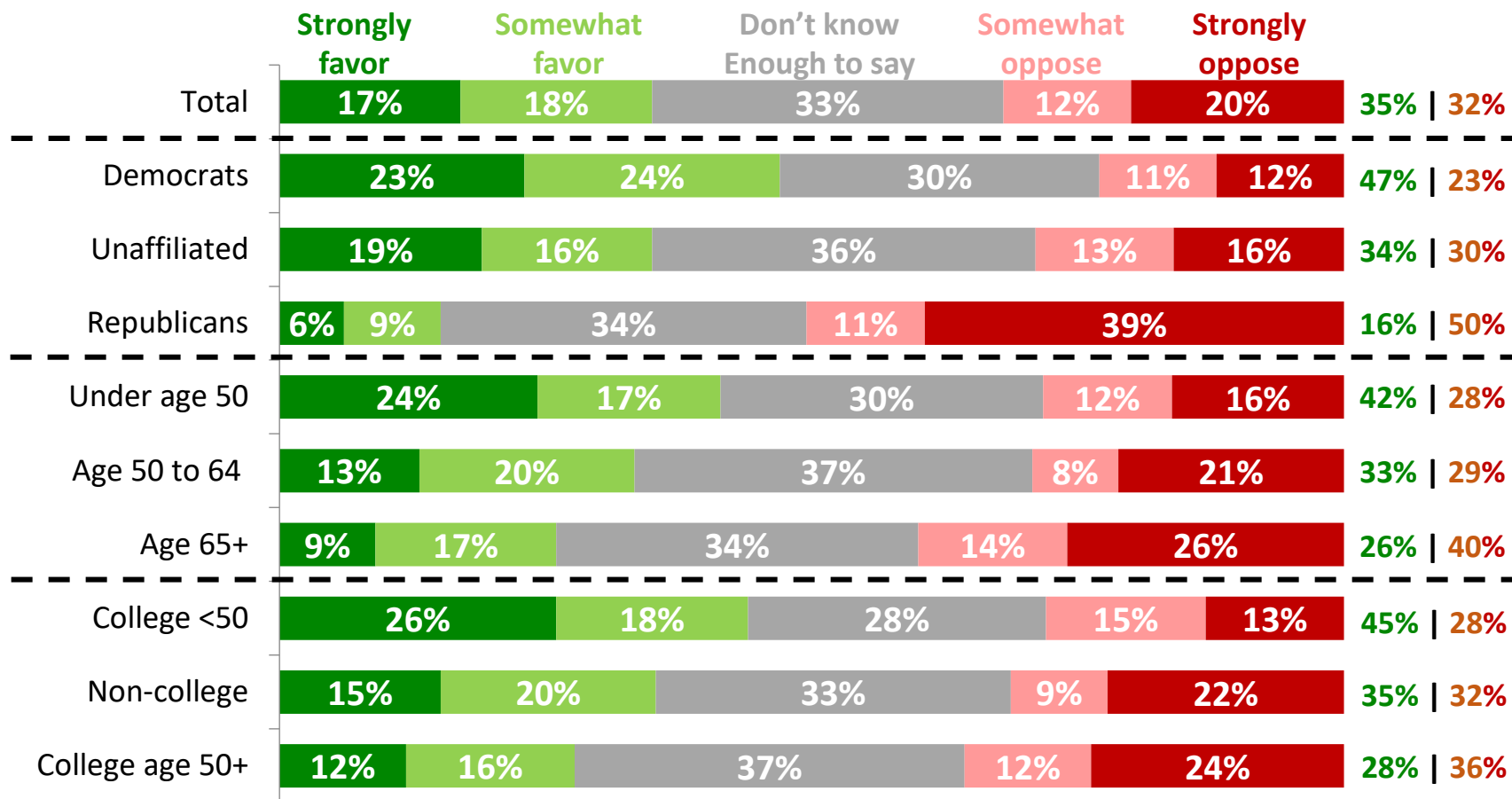
**Somewhat
favor**

**Strongly
favor**

Q.18 Overall, do you favor or oppose the creation of dedicated Bus Rapid Transit lanes on Glenoaks Boulevard, Central Avenue, and Broadway, or do you not know enough to say?

Support is Highest Among Democrats and Younger Voters

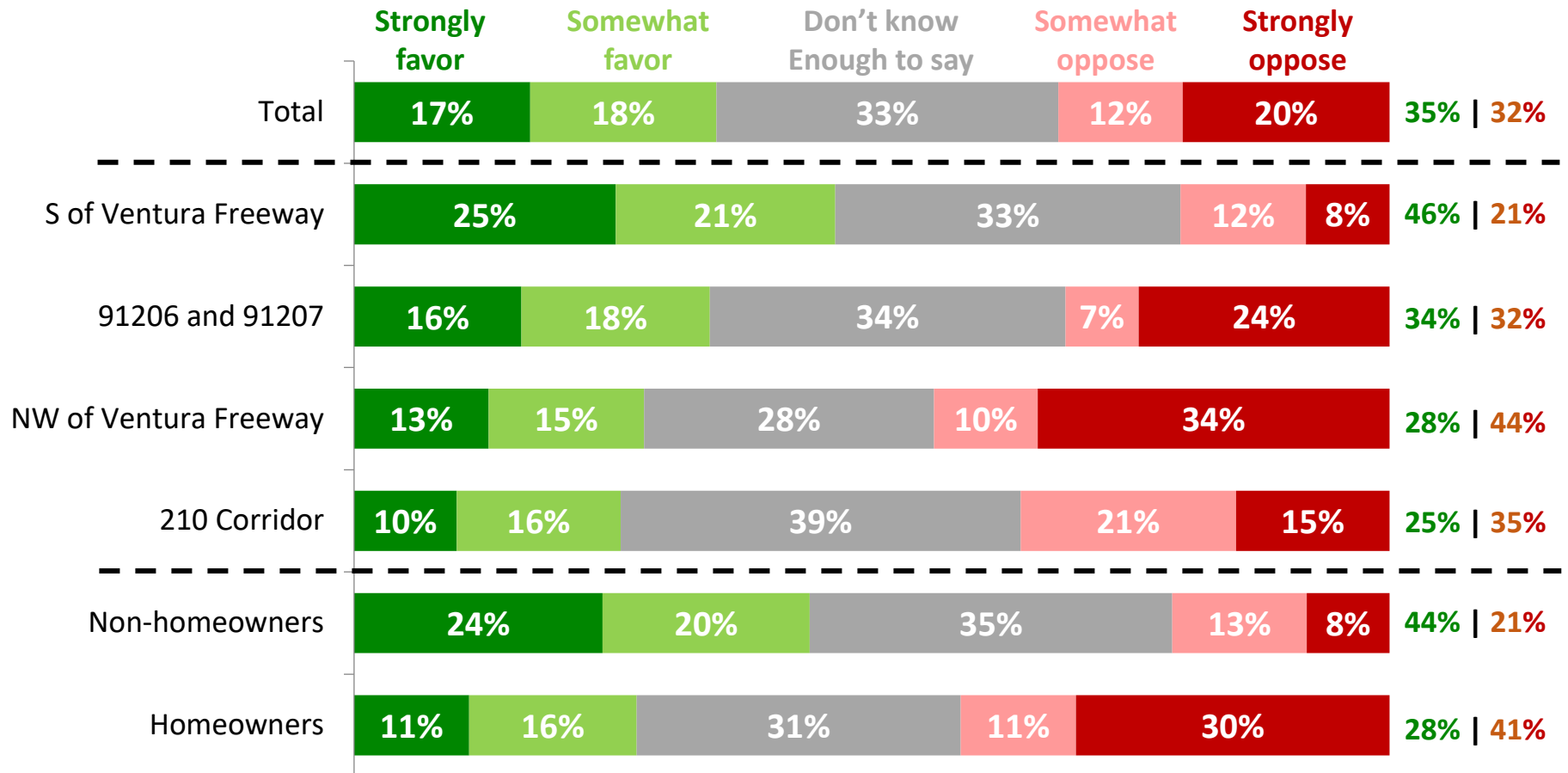
Favorability of Dedicated Bus Rapid Transit Lanes



Q.18 Overall, do you favor or oppose the creation of dedicated Bus Rapid Transit lanes on Glenoaks Boulevard, Central Avenue, and Broadway, or do you not know enough to say?

Support for Bus Lanes is Higher South of Ventura Freeway and Among Non-Homeowners

Favorability of Dedicated Bus Rapid Transit Lanes



Q.18 Overall, do you favor or oppose the creation of dedicated Bus Rapid Transit lanes on Glenoaks Boulevard, Central Avenue, and Broadway, or do you not know enough to say?

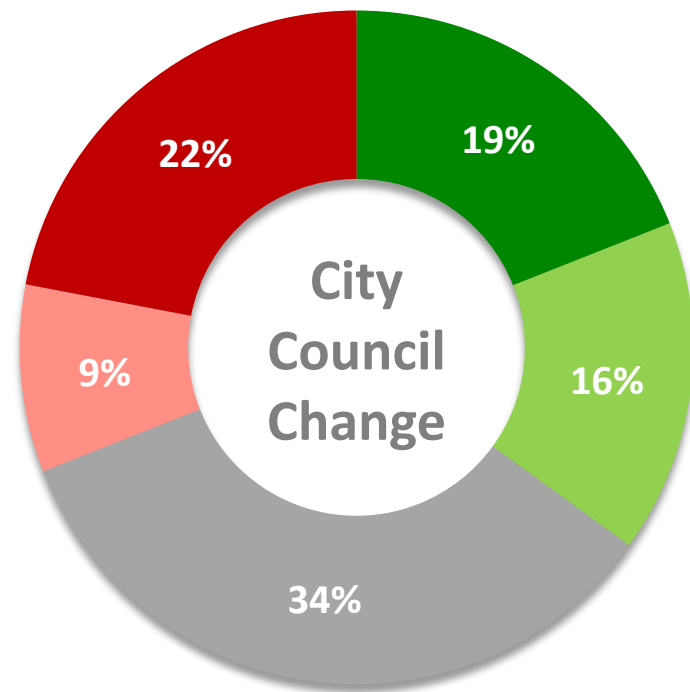
City Council District Representation Proposal

Voters Split on Transitioning to City Council Districts

Favor or Oppose Changing At-Large to District Representation

Q.19 As you may know, the Glendale, California City Council is composed of 5 councilmembers, all of whom are elected at-large, meaning that every voter in the city can vote for all five seats and each councilmember represents the entire city. There is a proposal to change the at-large system to a district system, meaning the city would be divided into 5 or possibly 6 separate districts and voters in each district would elect one member to the city council.

Total Oppose 31% | Total Favor 34%



**Strongly
oppose**

**Somewhat
oppose**

**Don't Know
enough to say**

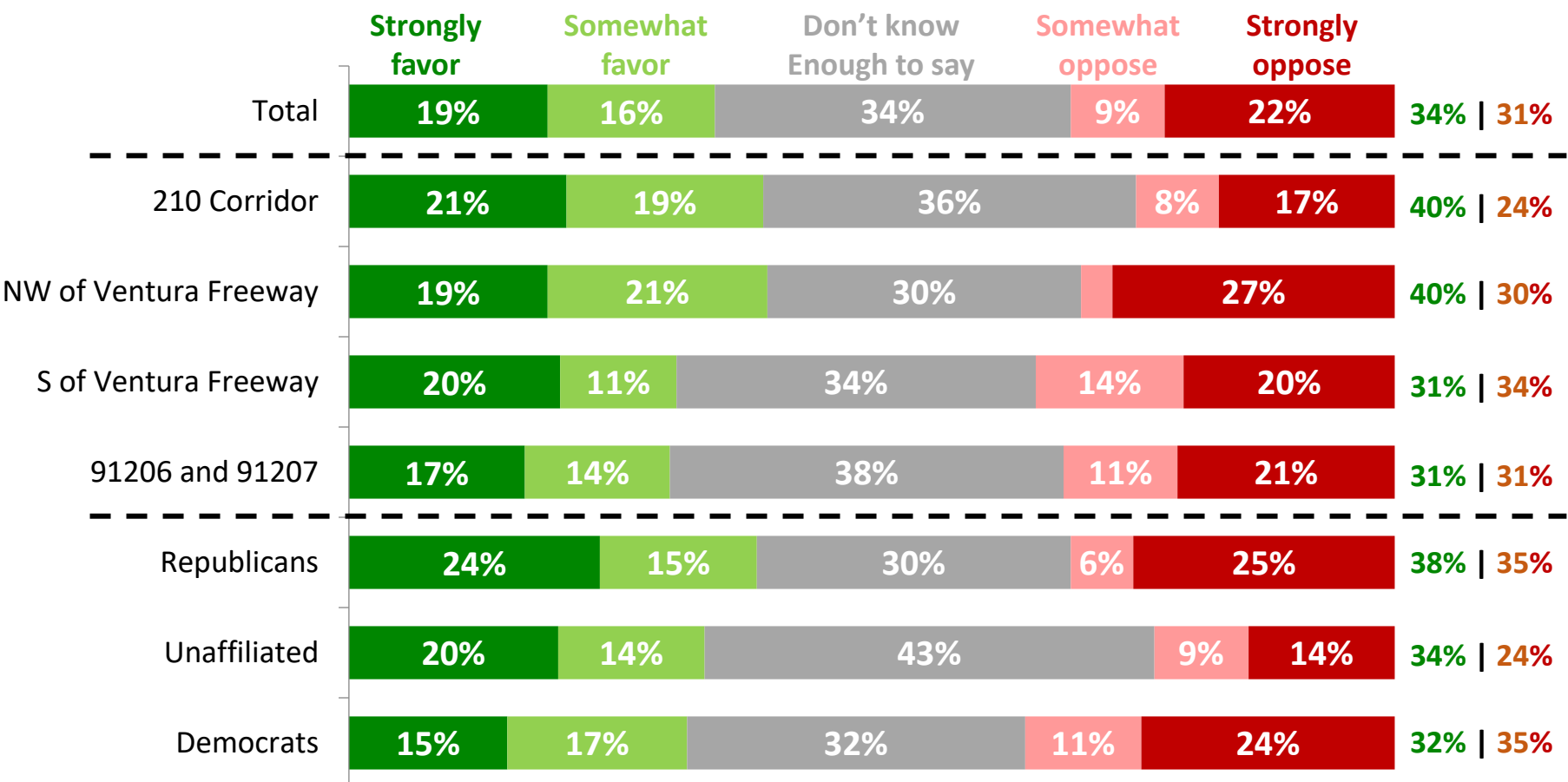
**Somewhat
favor**

**Strongly
favor**

Q.19 Do you favor or oppose changing the Glendale City Council from electing city council members from at-large representation to district representation or do you not know enough to say?

Favorability of Changing District Representation Flat Across City and Party Registration

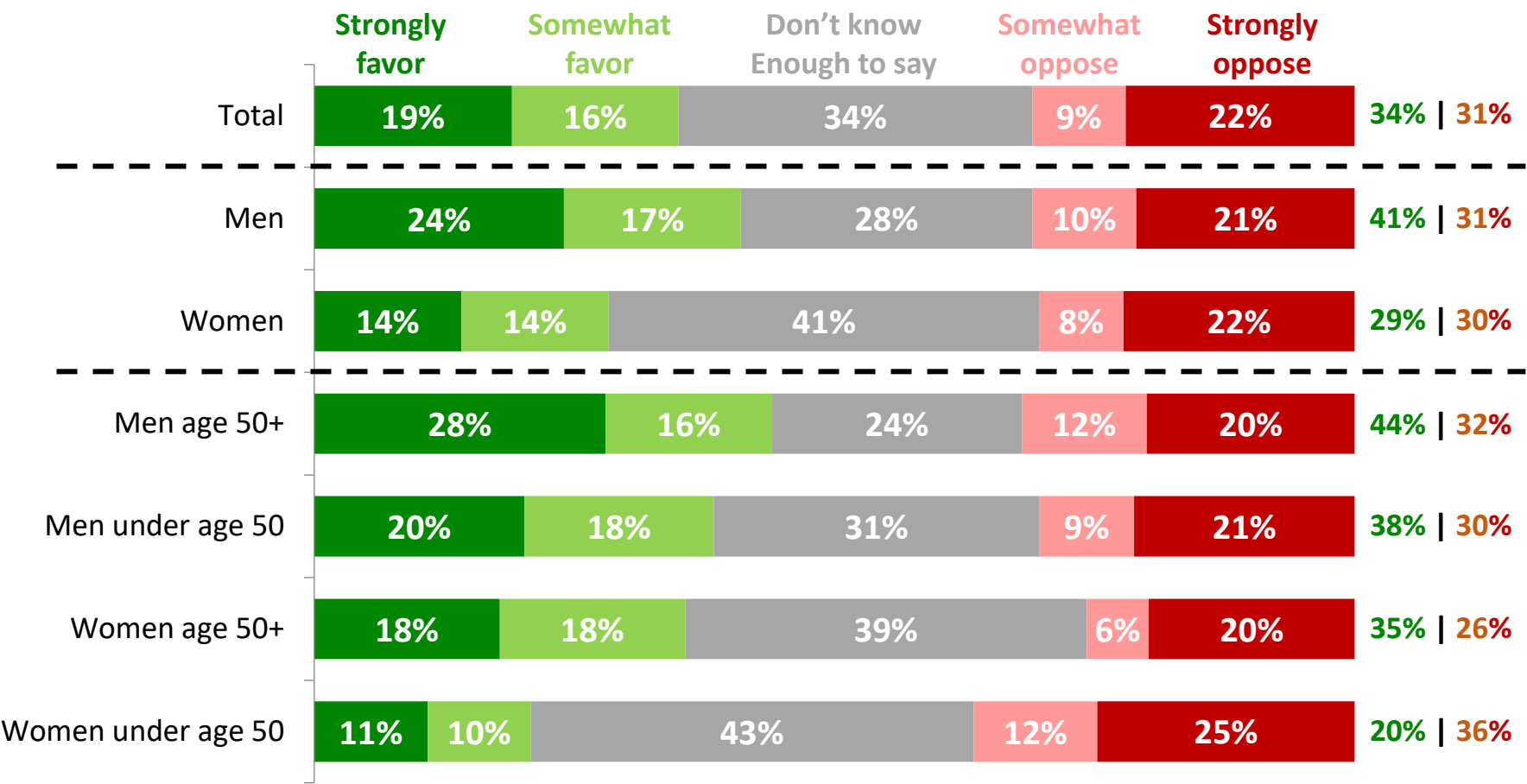
Favorability of Changing At-Large to District Representation



Q.19 Do you favor or oppose changing the Glendale City Council from electing city council members from at-large representation to district representation or do you not know enough to say?

Men, Especially Older are Most Likely To Favor this Proposal; Younger Women Are More Likely To Oppose it

Favorability of Changing At-Large to District Representation



Q.19 Do you favor or oppose changing the Glendale City Council from electing city council members from at-large representation to district representation or do you not know enough to say?

Spotlight: Armenian Community

Note: Armenians make up 18 percent of the poll sample. While this is large enough for statistical analysis, the margin of error (+/- 10.8 percentage points) is much higher than for the entire poll sample (+/- 4.9 percentage points) .

Armenians are down on the city's direction and city council job performance and concerned about residential overdevelopment

- 61 percent feel that the Glendale is off on the wrong track; 37 percent say things are headed in the right direction.
- 61 percent feel that the city council is doing only a just fair (33 percent) or poor (29 percent) job.
- Traffic and road safety is their top concern (36 percent) closely followed by overdevelopment and land use (28 percent)
- A plurality (47 percent) feel that residential development in the city is happening too fast.
- Armenians are more comfortable with the rate of commercial development – 55 percent feel business development is happening at about the right pace.
- 16 percent do not see much of a need to create new bike only lanes; 56 percent see no need at all.

Like the city at large, Armenians are mostly unaware of the development issues tested in the poll and political redistricting proposal.

- 39 percent oppose the development of publicly owned parking lots into mixed use communities; only 17 percent are in favor. A plurality (44 percent) do not know enough to say.
- 85 percent have not heard about the creation of dedicated Bus Rapid Transit lines.
- After hearing more about the Bus Rapid Transit lines, a plurality (38 percent) still feel that they do not know enough to have an opinion about them. One-third (34 percent) oppose the transit lines and 27 percent are in favor.
- Four-in-ten oppose the transition to the creation of city council districts. While only 23 percent are supportive, 37 percent do not have enough information to have an opinion.

Spotlight: Hispanic Community

Note: Hispanics make up 17 percent of the poll sample. While this is large enough for statistical analysis, the margin of error (+/- 9.7 percentage points) is much higher than for the entire poll sample (+/- 4.9 percentage points) .

Hispanics have mixed feelings about the city's direction and the city council's job performance. Traffic is their top concern and many feel that residential development is happening too fast.

- A plurality (47 percent) feel that things in Glendale are headed in the right direction while 42 percent believe that the city is off on the wrong track.
- The City Council gets mixed reviews: just 32 percent say they are doing an excellent or good job while 42 percent feel that the council is doing only a just fair (25 percent) or poor (17 percent) job. 26 percent do not know enough to say.
- Traffic and road safety is Hispanic's top concern (30 percent). Second tier issues include utilities and cost of living (18 percent), and overdevelopment and land use (16 percent)
- A plurality (48 percent) feel that residential development in the city is happening too fast but they are somewhat more comfortable with the rate of commercial development – 49 percent feel it is happening at about the right pace compared to 39 percent who say commercial development is happening too fast.

Like the city at large, Hispanics are mostly unaware of the development issues tested in the poll, but (once informed) they are somewhat more supportive of bus rapid transit and a change to city council districts than other groups.

- A majority (55 percent) do not see much of a need or no need at all for new bike only lanes; 45 percent either see a great need or somewhat of a need.
- 29 percent oppose the development of publicly owned parking lots into mixed use communities; only 22 percent are in favor. A plurality (48 percent) do not know enough to say.
- 83 percent have not heard about the creation of dedicated Bus Rapid Transit lines.
- After learning more about the Bus Rapid Transit lines, a plurality (34 percent) still feel they do not know enough to have an opinion about them, but 38 percent are in favor with 28 percent opposed.
- While 44 percent do not know enough about the proposed city council district change to have an opinion, 40 percent are in favor and just 16 percent opposed – registering more support and much less opposition than Whites (34 percent in favor and 34 percent opposed).

National Association of REALTORS®

CA – Glendale Smart Growth Poll

September 2025

American Strategies designed and administered this multi-modal survey conducted by professional interviewers and via an online platform. The survey reached 400 adults (400 weighted), age 18 or older, who indicated they were registered to vote in Glendale, California. The survey was conducted September 2-4, 2025.

Thirty-one percent of respondents were reached on wireless phones and ten percent on VOIP/landlines. Fifty-nine percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of registered voters in Glendale, California, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third-party vendor file. The overall margin of error is +/- 4.9%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.