



Telephone Survey of Sonoma County Voters

Presented to:
Sonoma County Homes for All
September 2016

Methodology

- ▶ Live telephone survey of Sonoma County voters
- ▶ Conducted September 6 - 11, 2016
- ▶ 400 completed interviews; margin of error \pm 4.9 percentage points
- ▶ Split sample methodology employed; within the split n=200, margin of error \pm 6.9 percentage points
- ▶ Survey administered in Spanish and English and included both landlines and cell phones

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

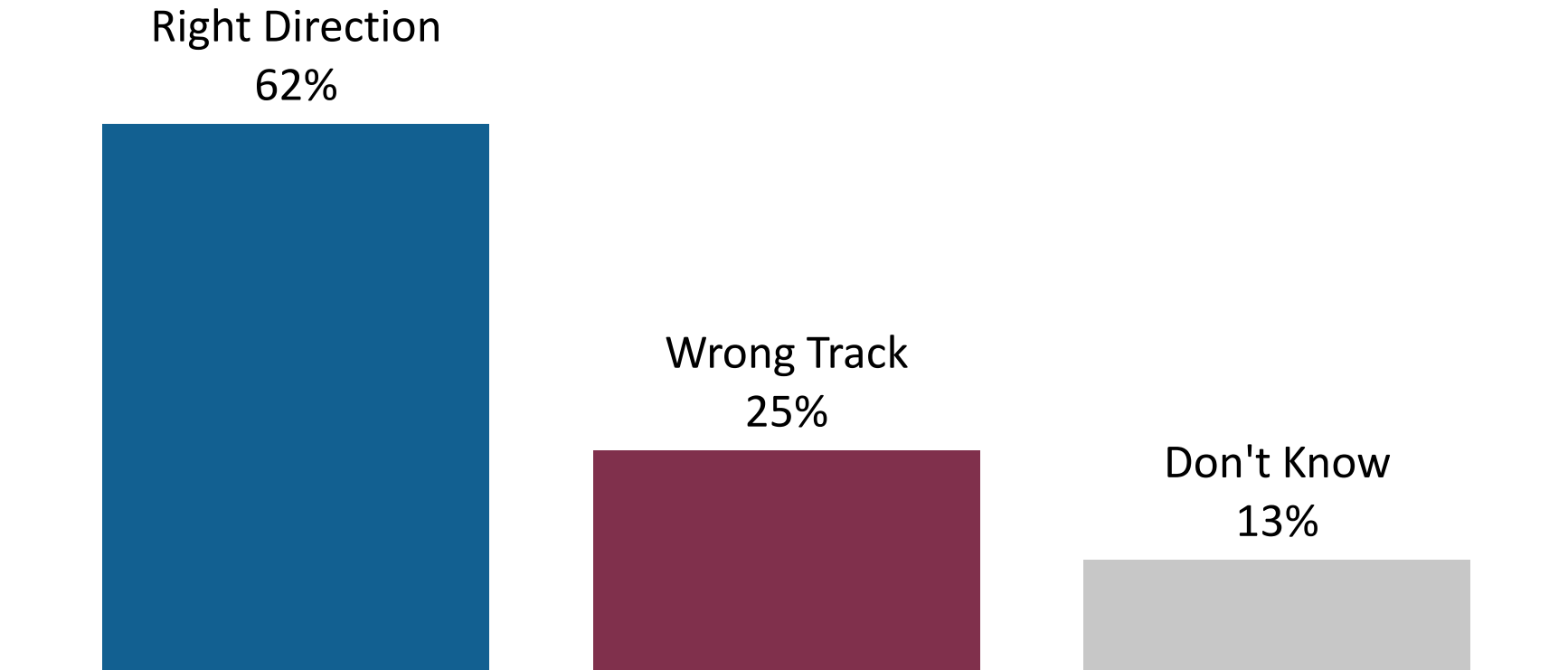
- ▶ Cost of living and housing affordability are top issues right now in Sonoma County, and many believe that lack of affordable housing is the primary cause of homelessness.
- ▶ There is widespread support among Sonoma County voters for the proposed Homes for All program, and nearly half **strongly** support it.
- ▶ Voters are especially moved by language about housing for homeless veterans, homeless seniors, and very low-income individuals.
- ▶ Although there is strong support for addressing homelessness, willingness to pay for it may be less enthusiastic.



Issue Environment

Direction of Sonoma County

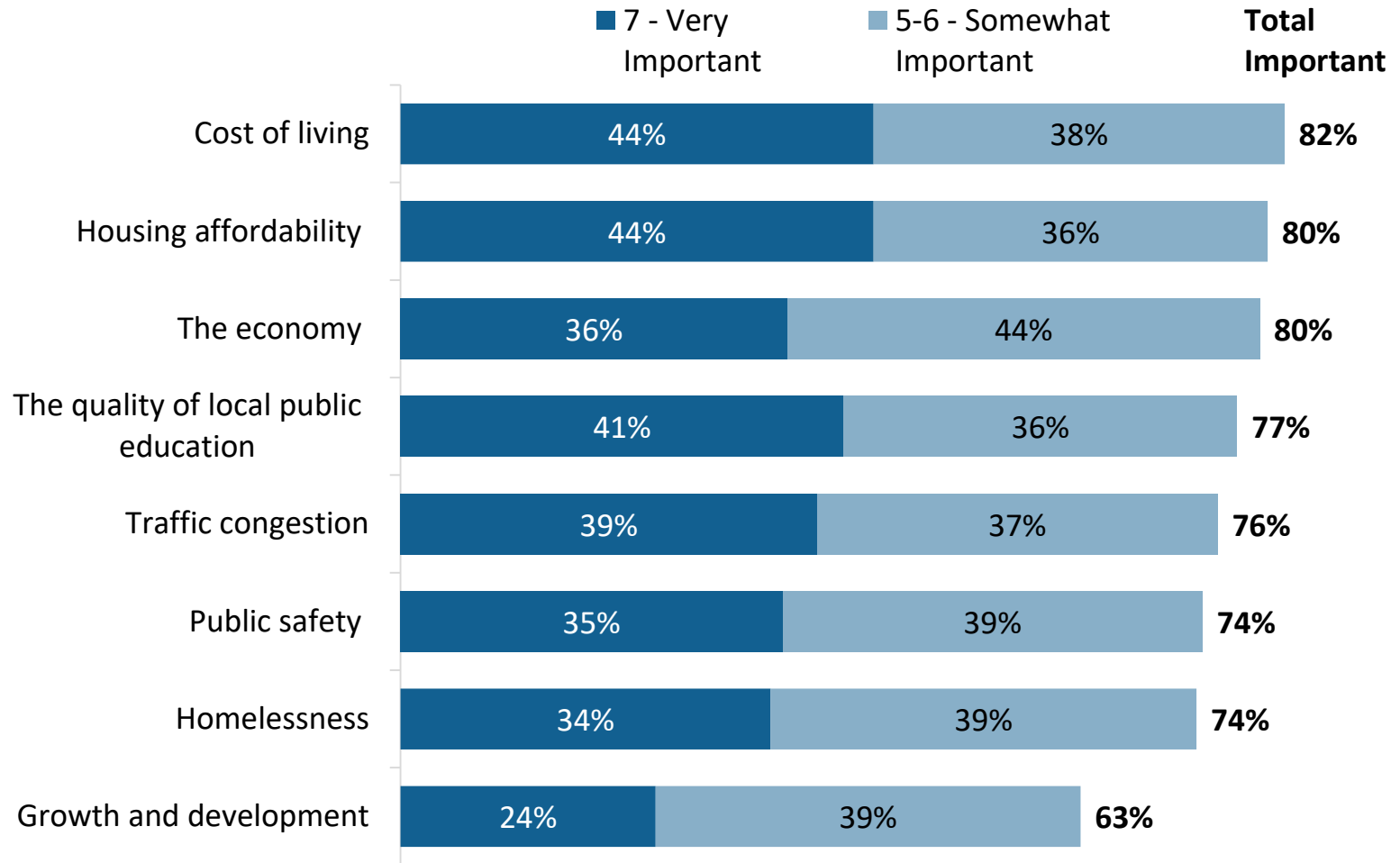
Optimism is high, three-in-five voters think Sonoma County is heading in the right direction.



Q5. Do you feel that things in Sonoma County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Most Important Issues Facing Sonoma County

Issues like cost of living and housing affordability are particularly important, but homelessness is also an important issue to voters.



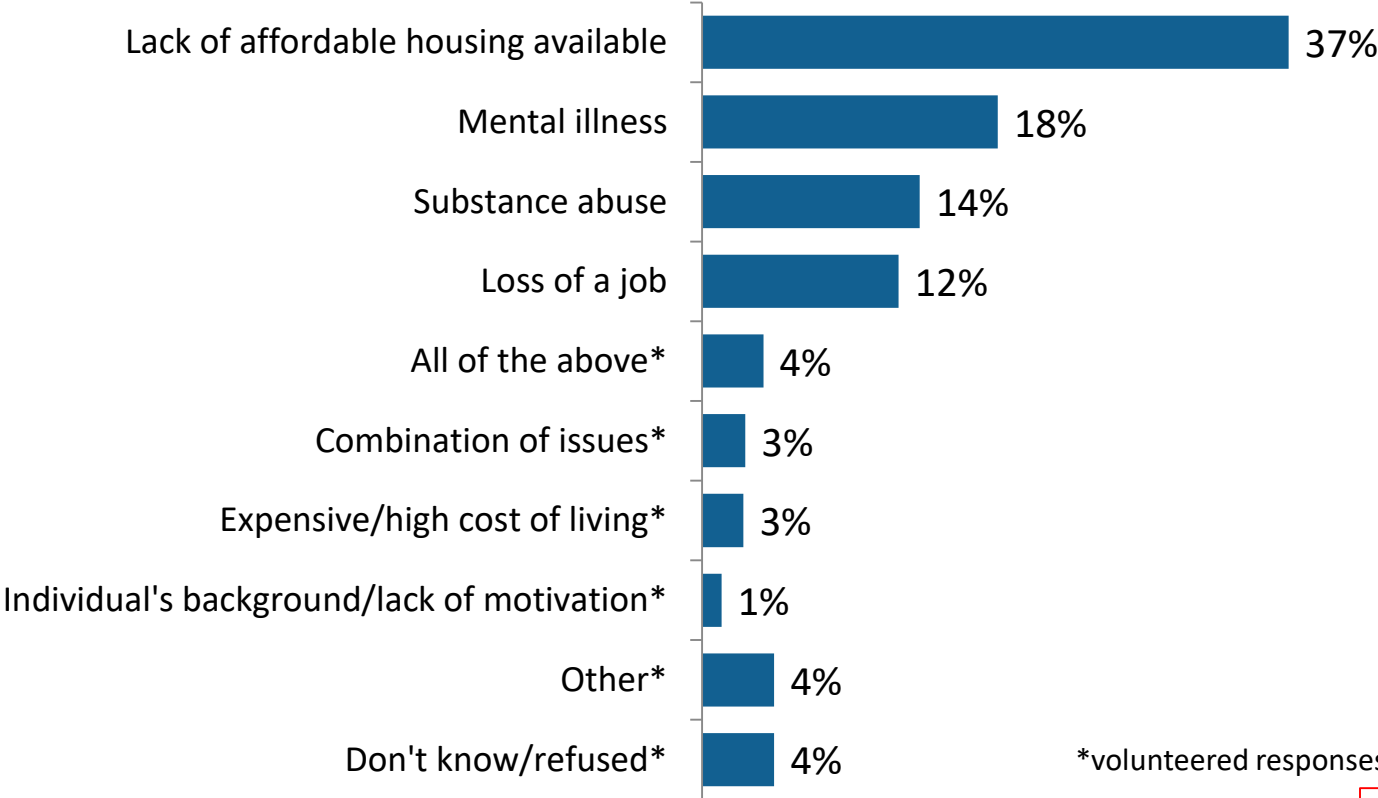
Q6-13. I'm going to read you a list of issues in Sonoma County. For each one, please tell me how important that issue is to you on a scale of 1 to 7, where 1 is not at all important and a 7 is very important, you can use any number from 1 to 7.



Causes of Homelessness

Lack of affordable housing is perceived as the most common reason for homelessness.

Which of the following do you think is the most common cause of homelessness in Sonoma County?



*volunteered responses, not offered by interviewer

Sample A, n=200

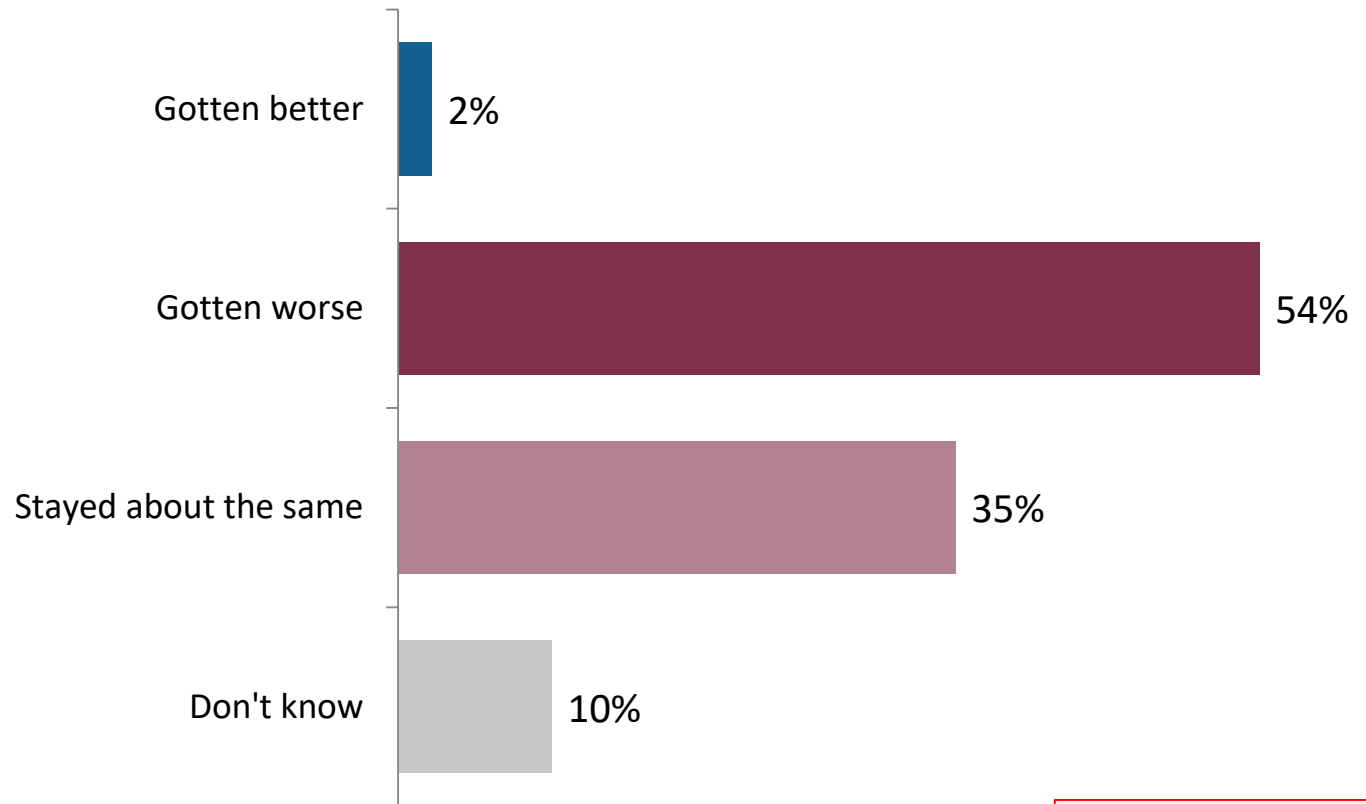
Q14. Which of the following do you think is the most common cause of homelessness in Sonoma County?



Homelessness, better or worse?

Over half believe that homelessness has gotten worse over the last year.

Over the last year, would you say homelessness in Sonoma County has gotten better, gotten worse, or stayed about the same?



Sample B, n=200

Q15. Over the last year, would you say homelessness in Sonoma County has gotten better, gotten worse, or stayed about the same?

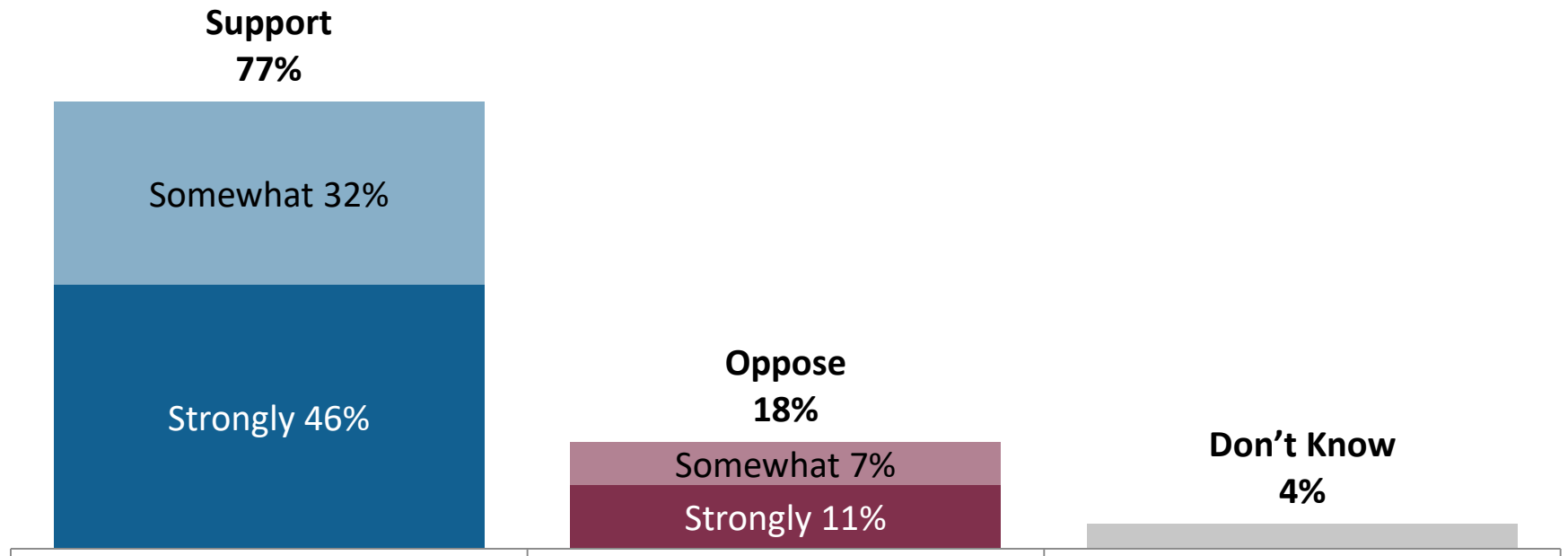


Proposed Homes for All Program

Proposed Homes for All Program

The vast majority of voters are supportive of the proposed program, and nearly half strongly support it.

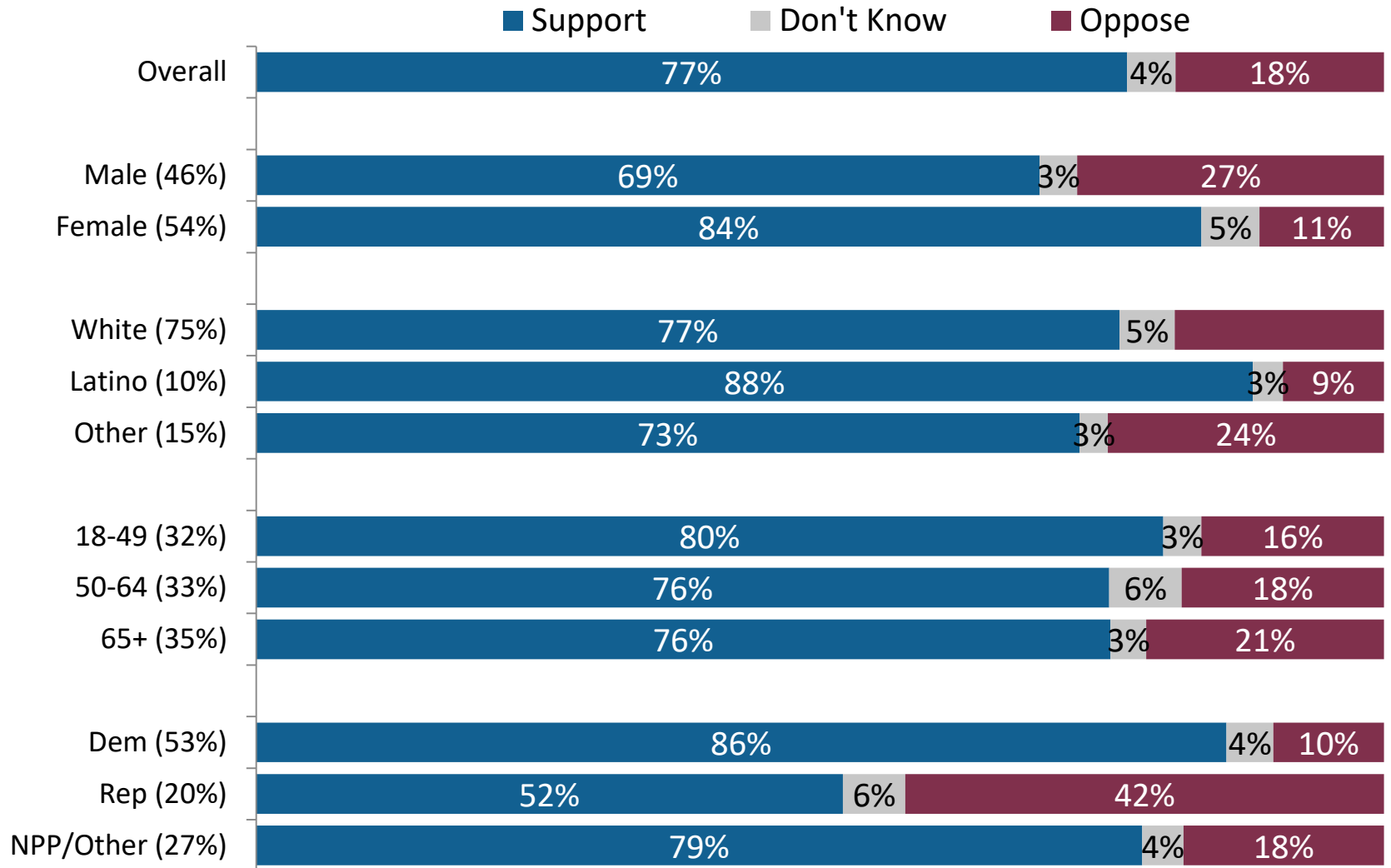
Some people have proposed a program to create approximately 2,200 homes in Sonoma County in order to offer people who are homeless or extremely low-income immediate access to affordable and supportive housing, regardless of their circumstances or income. Would you strongly support, somewhat support, somewhat oppose or strongly oppose this program?



Q16. Would you strongly support, somewhat support, somewhat oppose or strongly oppose this program?

Support/Oppose Program Among Subgroups

Women, Latinos, and younger voters are particularly supportive of the proposed program.

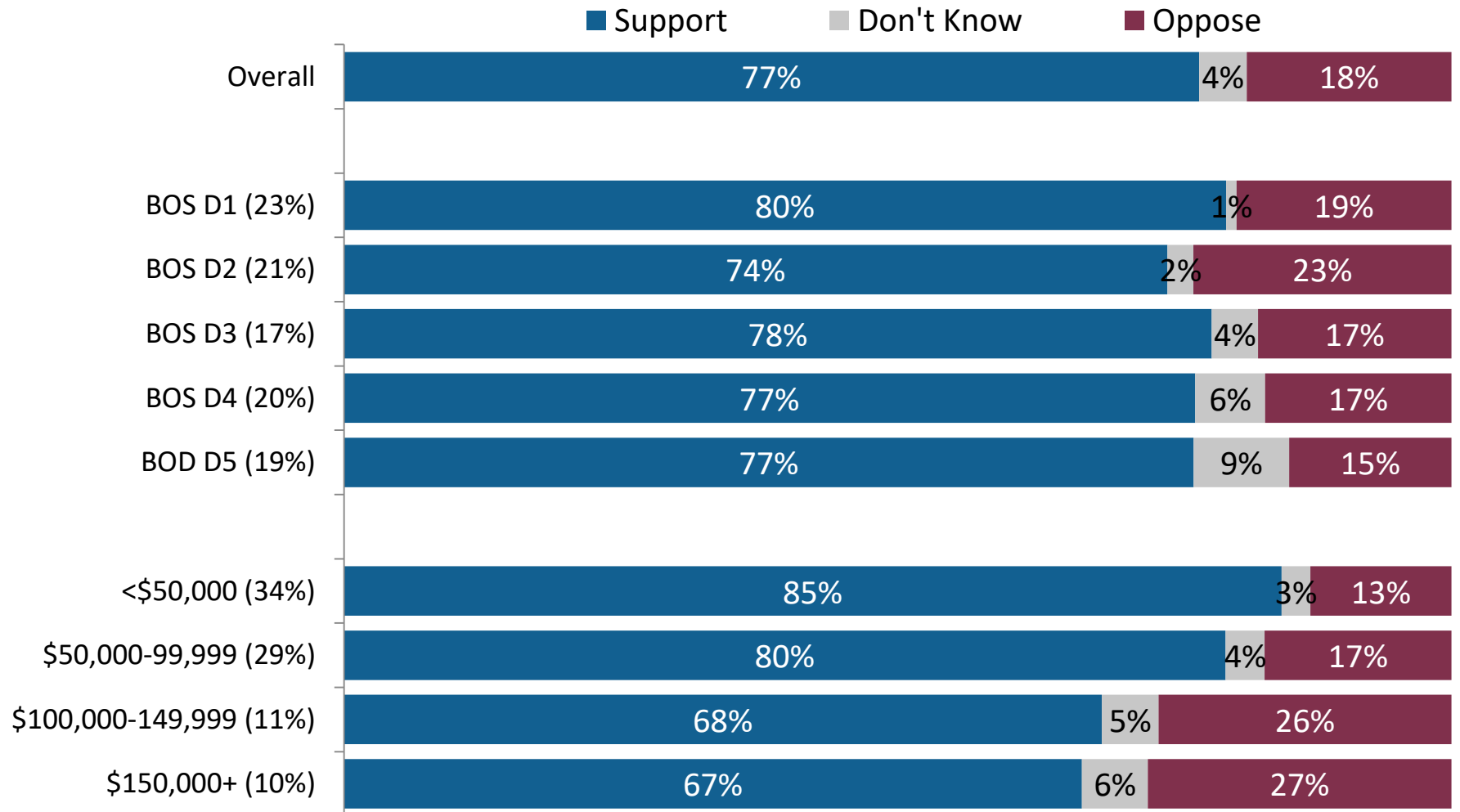


Q16. Would you strongly support, somewhat support, somewhat oppose or strongly oppose this program?



Support/Oppose Program Among Subgroups

Support levels are fairly consistent throughout the County, and lower income voters are more supportive than higher income.

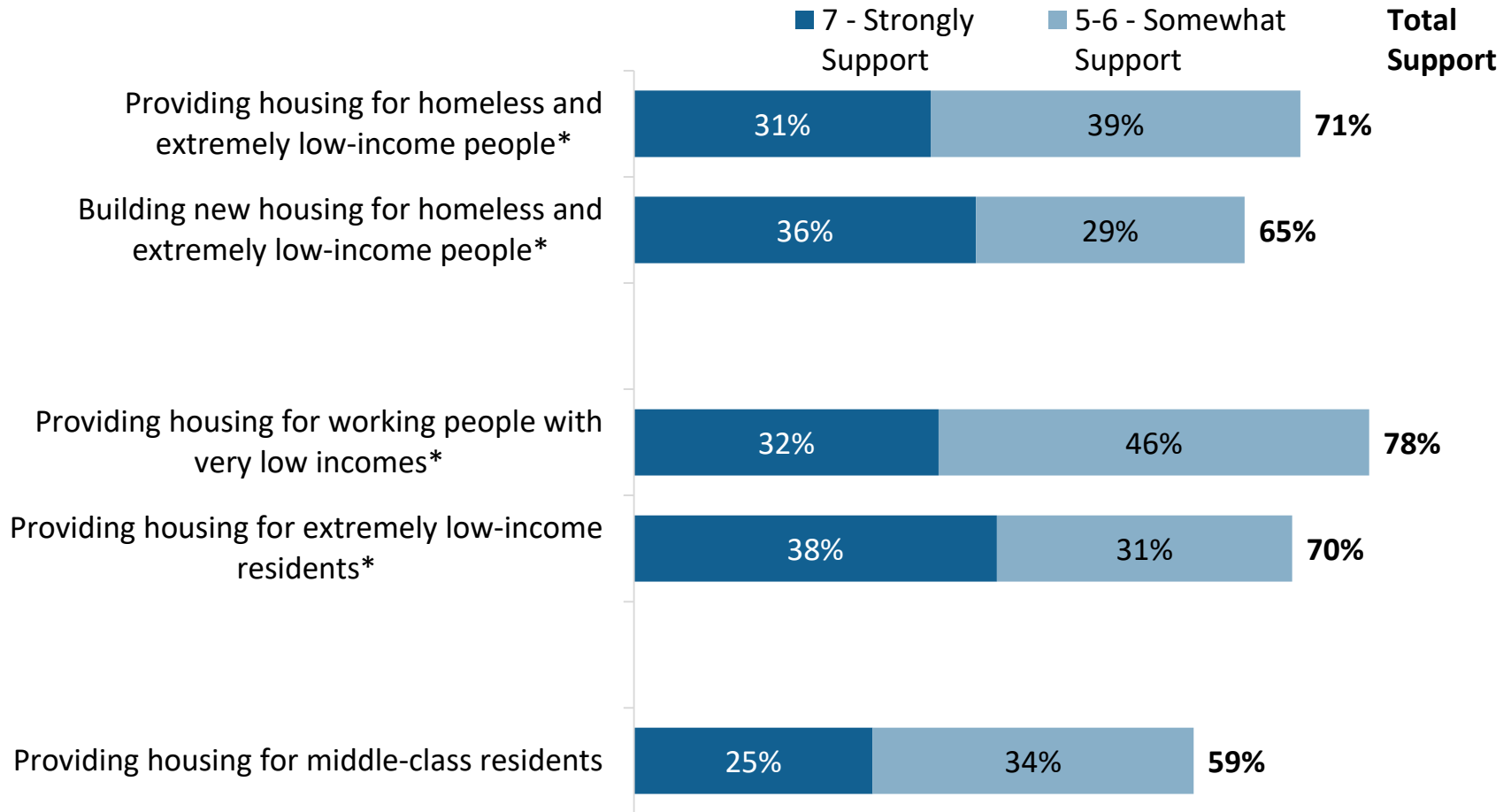


Q16. Would you strongly support, somewhat support, somewhat oppose or strongly oppose this program?



Program Elements

Both “Providing” and “building” housing for homeless and extremely low-income people are broadly supported. Similarly, providing housing for “working people with very low incomes” and for “extremely low income residents” are good ways to talk about the program.



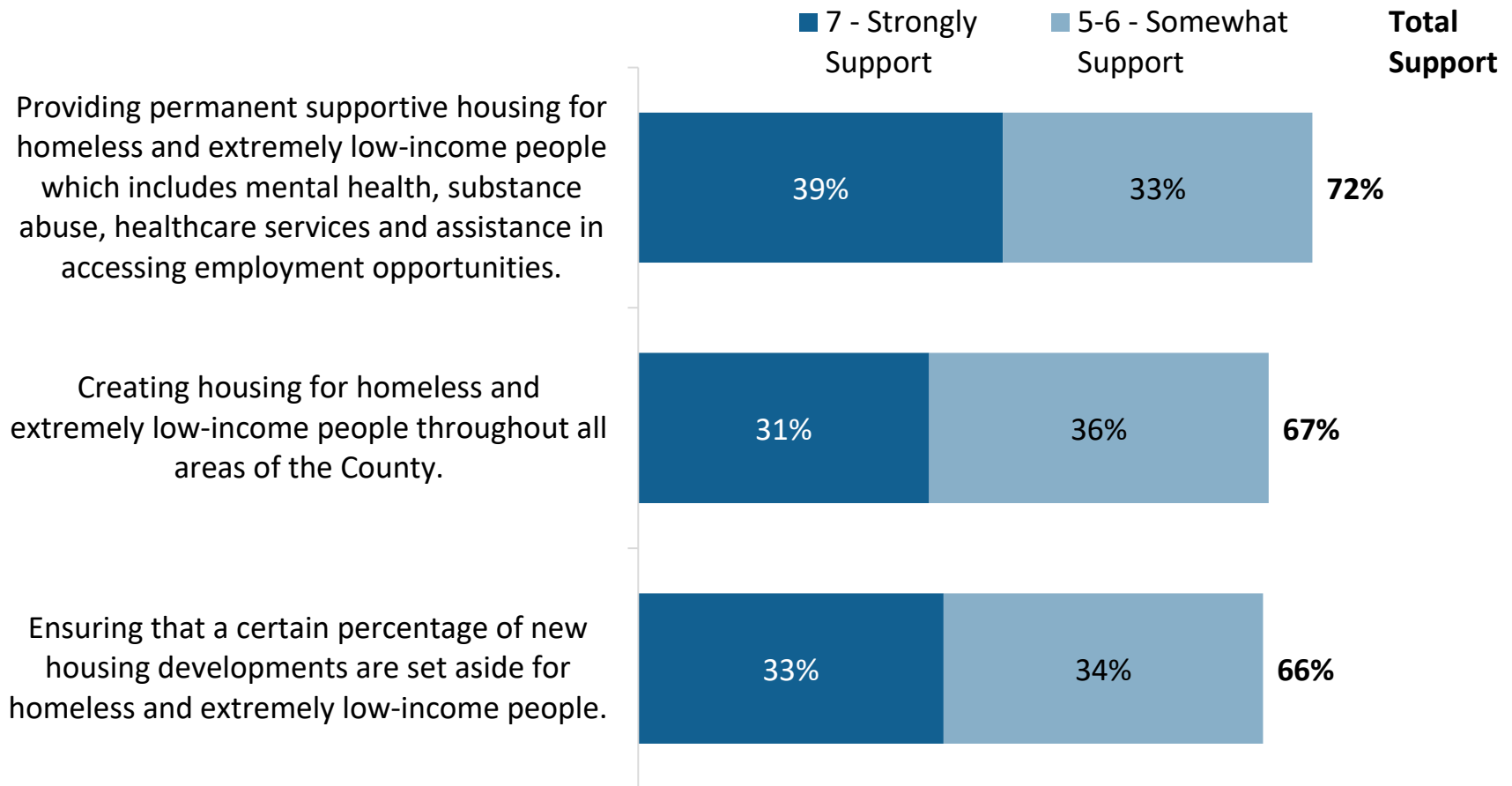
*asked of ½ of sample

Q17-36. Now, I'm going to read you some ideas related to housing in Sonoma County. Please tell me the extent to which you support or oppose each one using a scale of 1 to 7, where 1 is strongly oppose, and 7 is strongly support; you can use any number from 1 to 7.



Program Elements

Permanent supportive housing is widely supported; putting the housing in all parts of the County and ensuring that a percentage of developments are set aside are also supported but with less intensity.

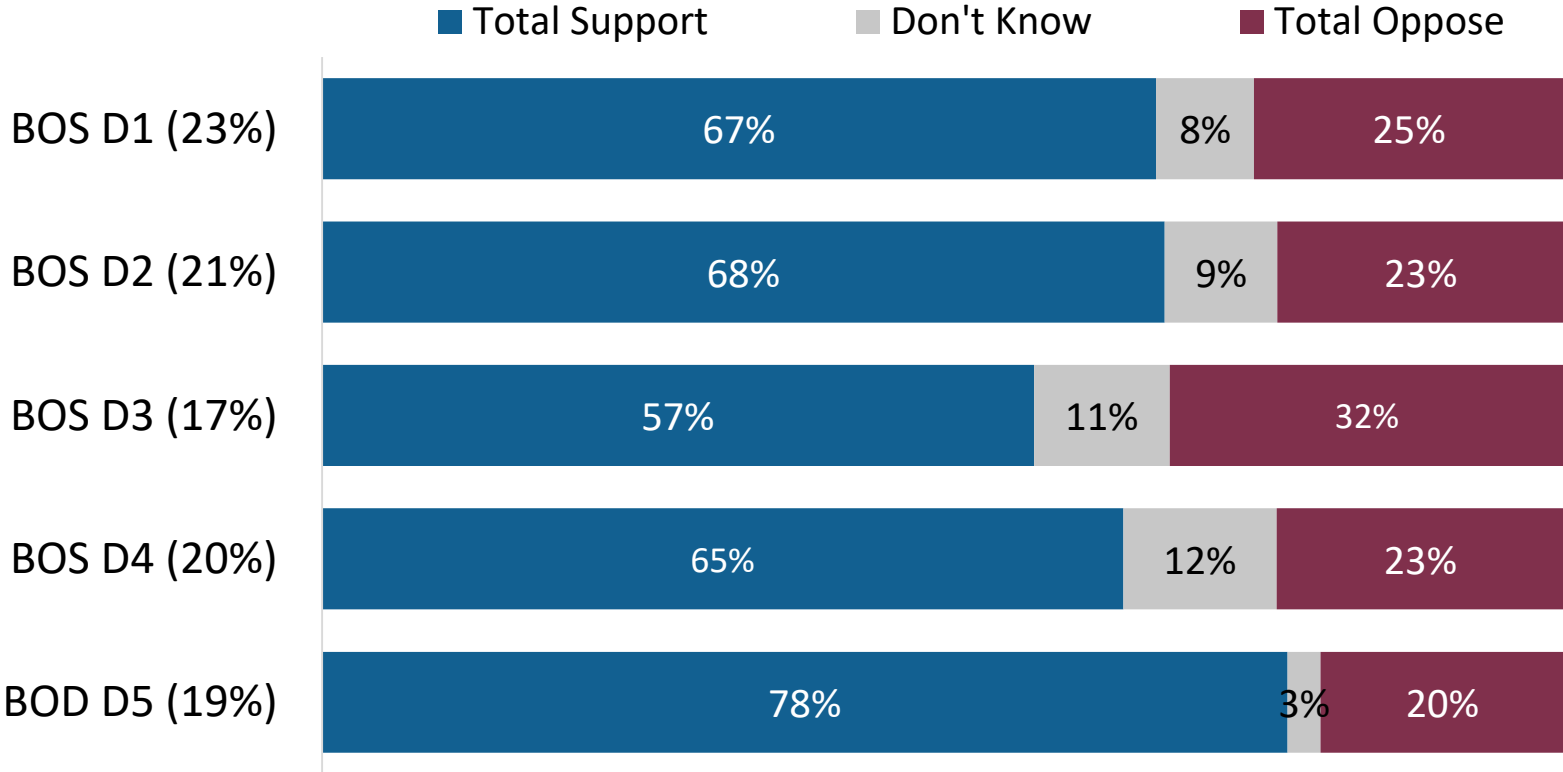


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Creating Housing, by Geography

There are some differences in support by District for creating housing throughout the County.

Creating housing for homeless and extremely low-income people throughout all areas of the County.

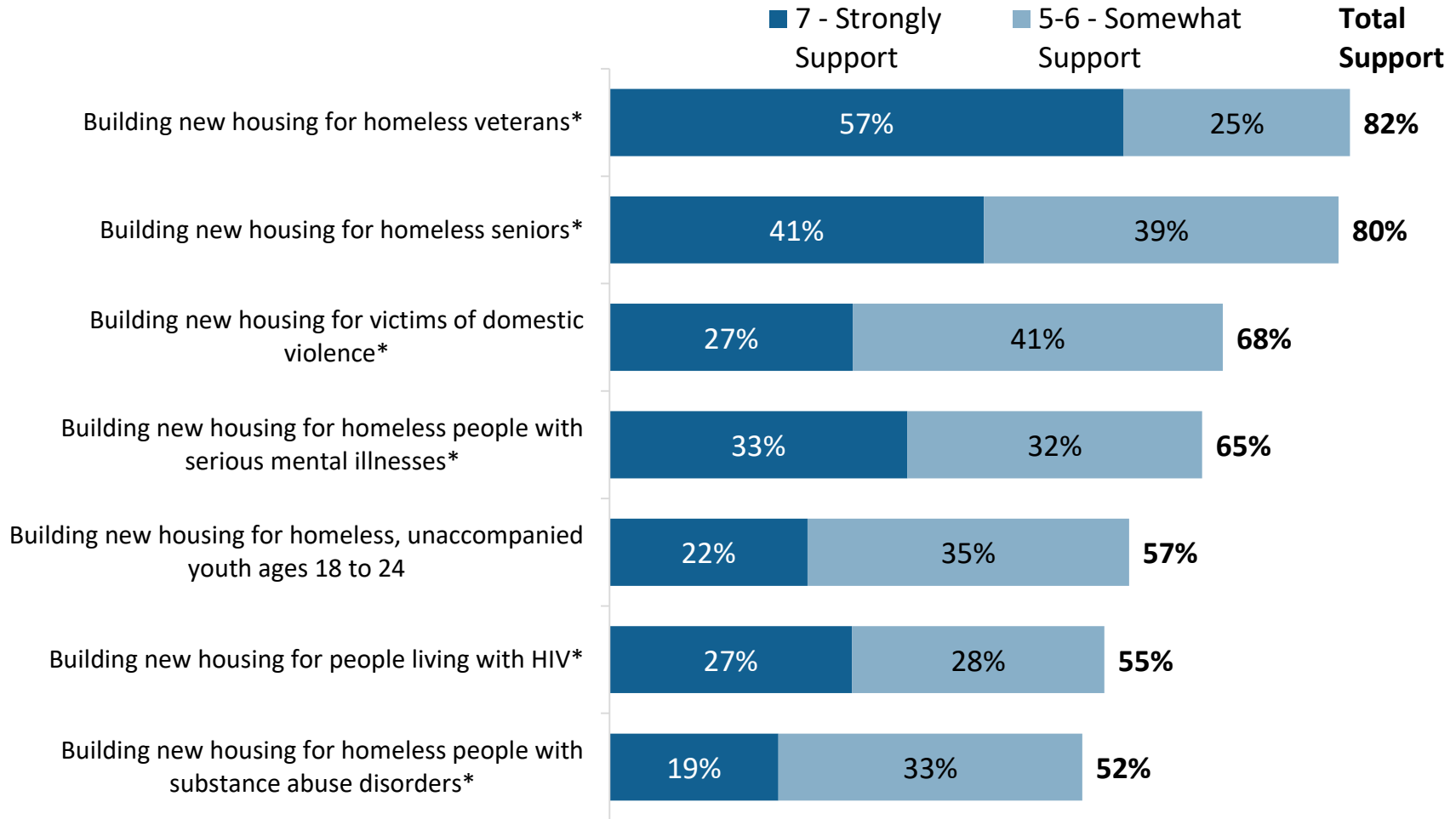


Q22. Now, I'm going to read you some ideas related to housing in Sonoma County. Please tell me the extent to which you support or oppose each one using a scale of 1 to 7, where 1 is strongly oppose, and 7 is strongly support; you can use any number from 1 to 7.



Program Beneficiaries

Voters are particularly supportive of building new housing for homeless veterans and seniors.



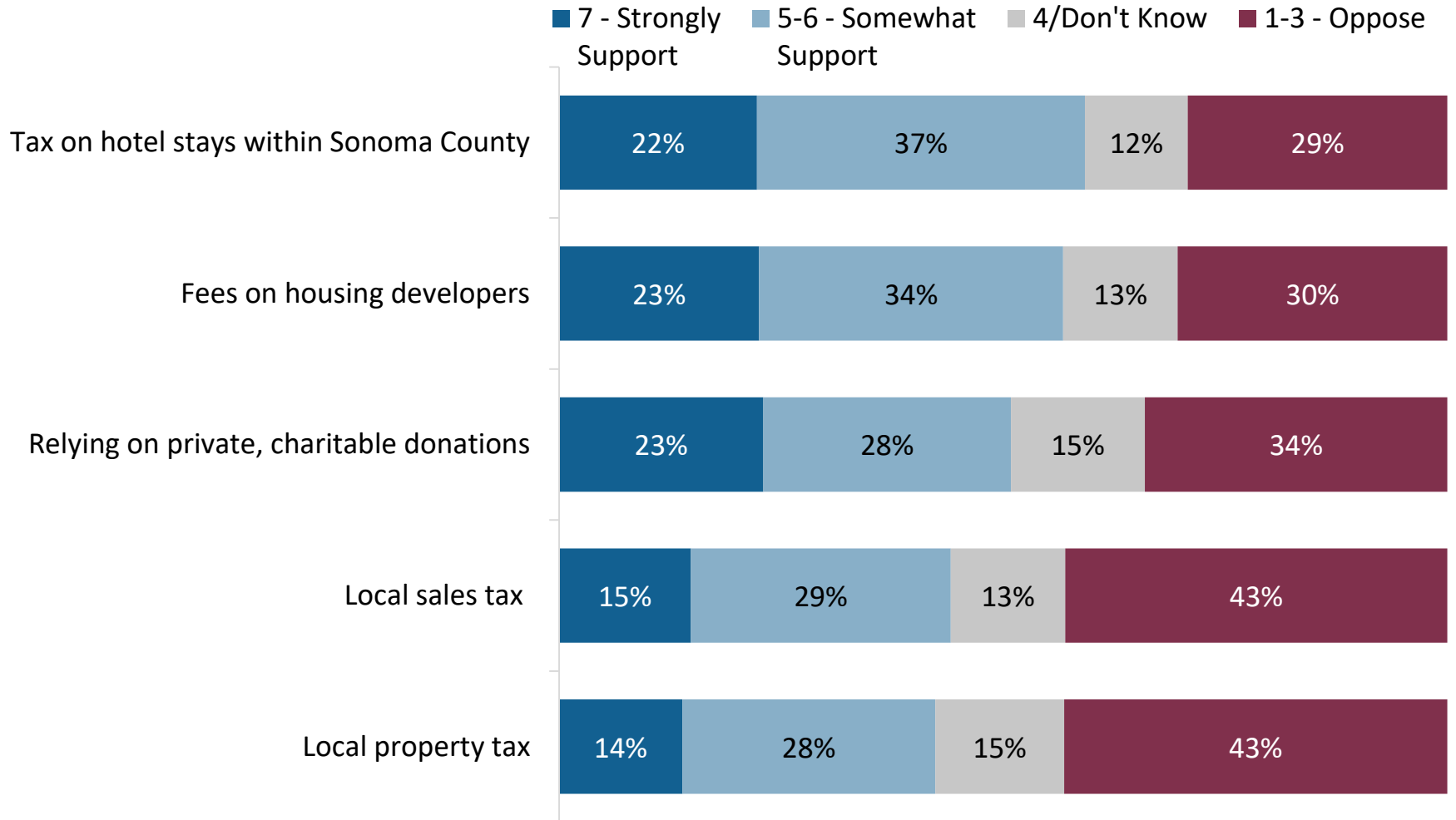
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Potential Revenue Sources

Despite strong support for the program itself, voters are less excited about funding it.



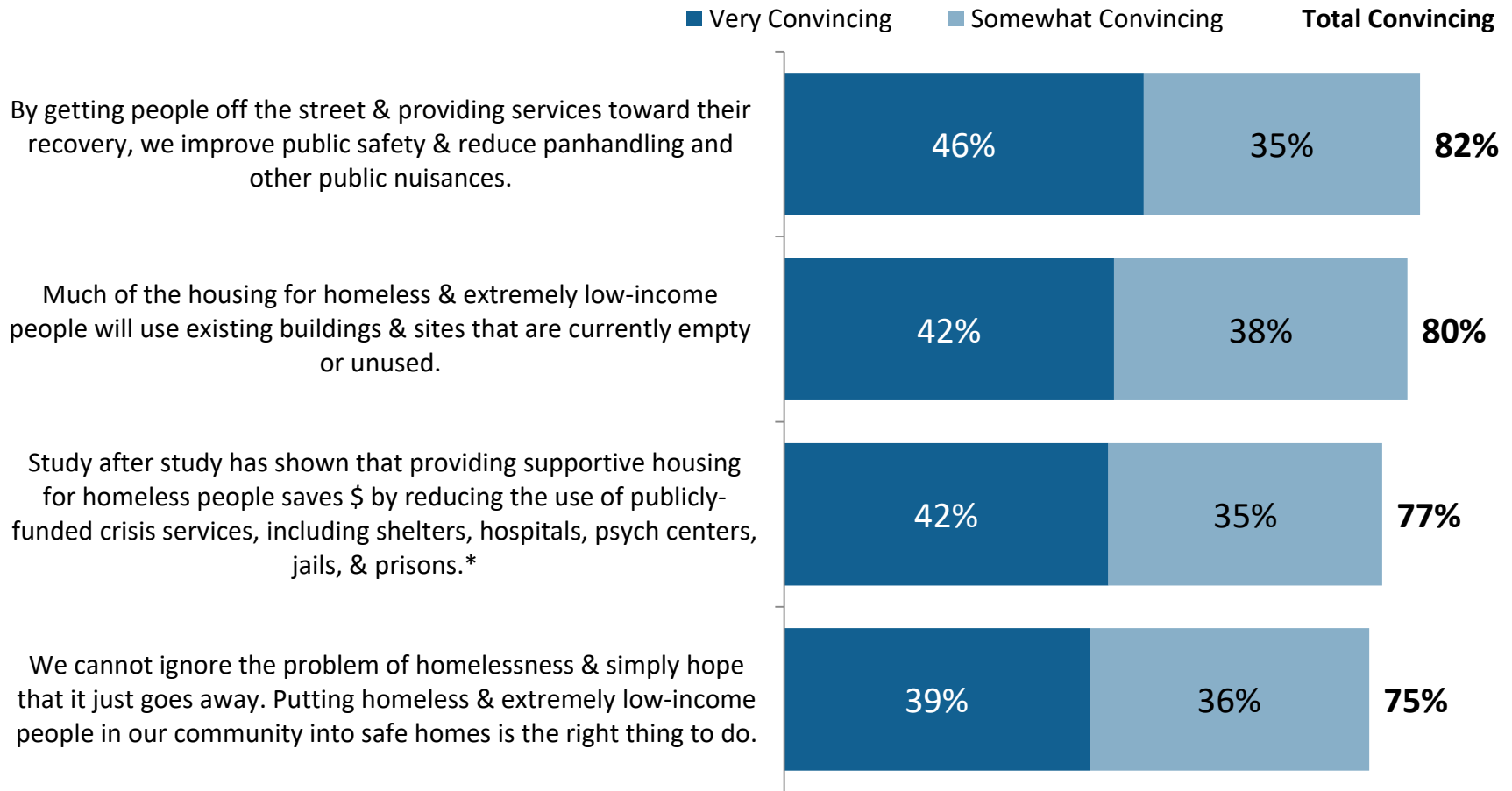
Q25-29. Now, I'm going to read you some ideas related to housing in Sonoma County. Please tell me the extent to which you support or oppose each one using a scale of 1 to 7, where 1 is strongly oppose, and 7 is strongly support; you can use any number from 1 to 7.



Messaging

Support Messages

The most convincing arguments tested in favor of the program are about improving public safety and reducing panhandling, and using existing buildings and sites to house homeless/extremely low income people.



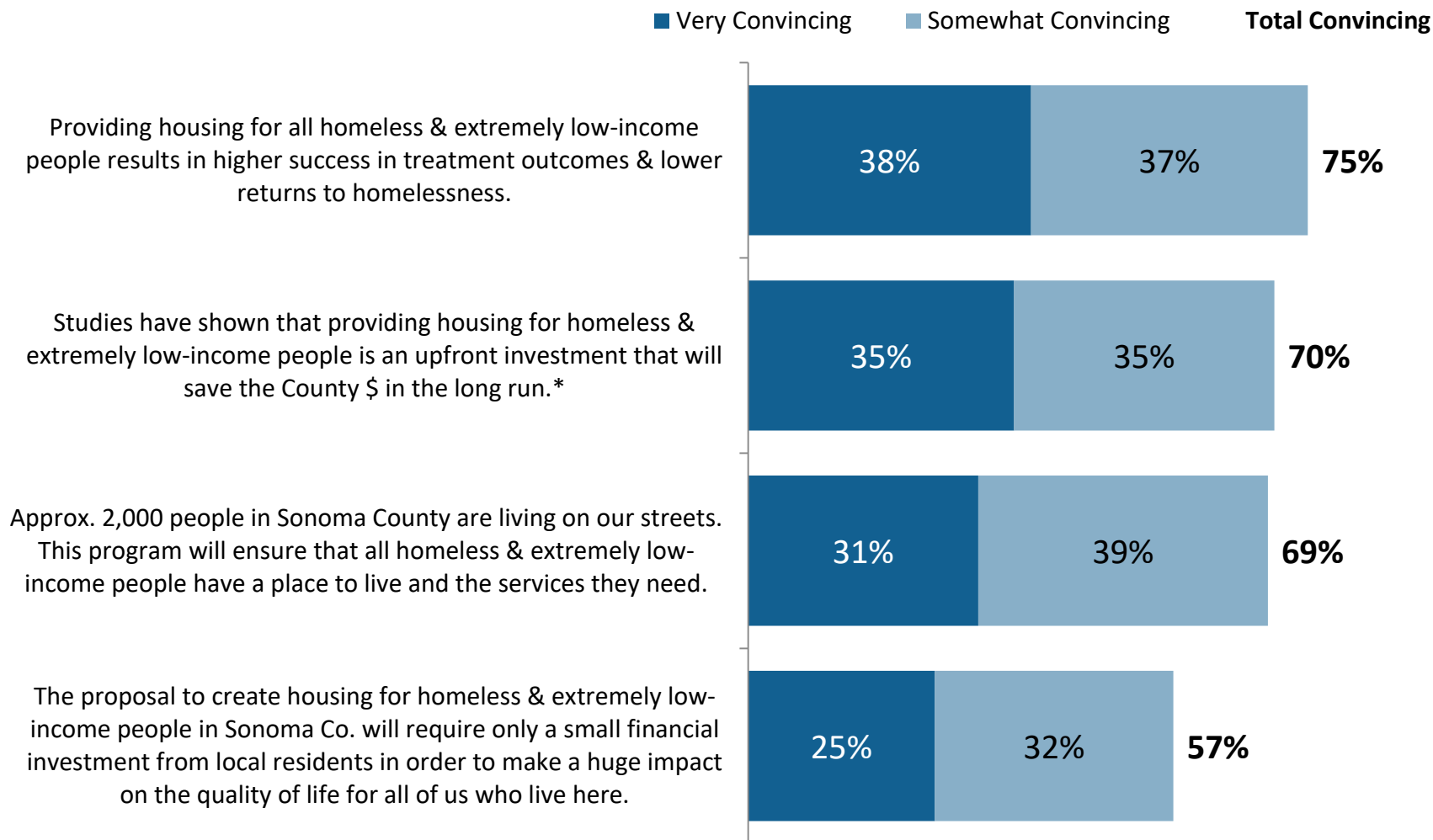
*only asked of 1/2 of sample

Q37-44. Now I'm going to read you some of the things that have been said in support of creating housing for homeless and extremely low-income people in Sonoma County. Please tell me if each statement is very convincing, somewhat convincing, not very convincing, or not at all convincing to you as a reason to create housing for homeless and extremely low-income people in Sonoma County.



Support Messages, Cont.

Talking about the measure as a worthwhile investment is convincing to just over half of voters.



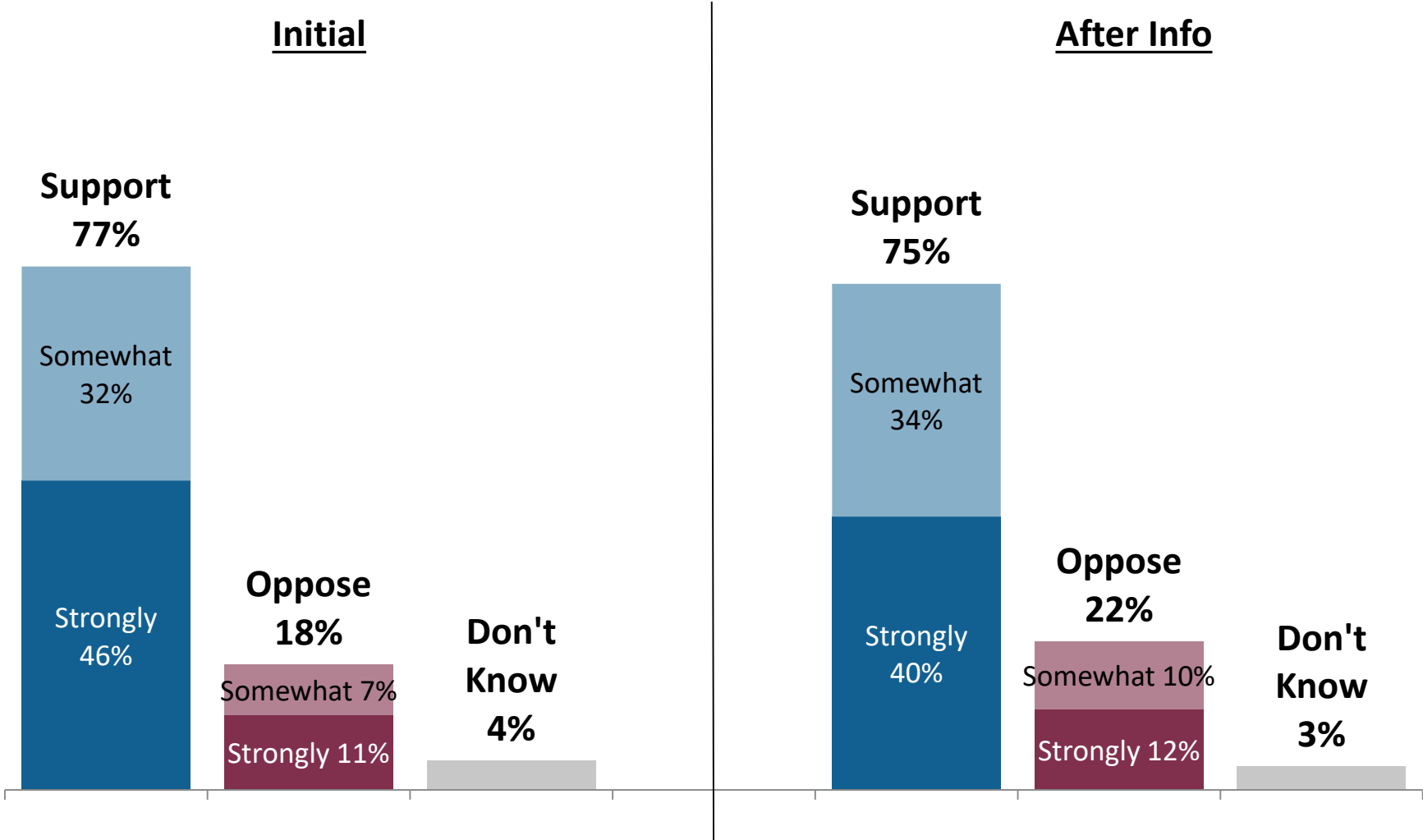
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Support/Oppose After Information

Support for the proposed program drops slightly after voters hear more information.

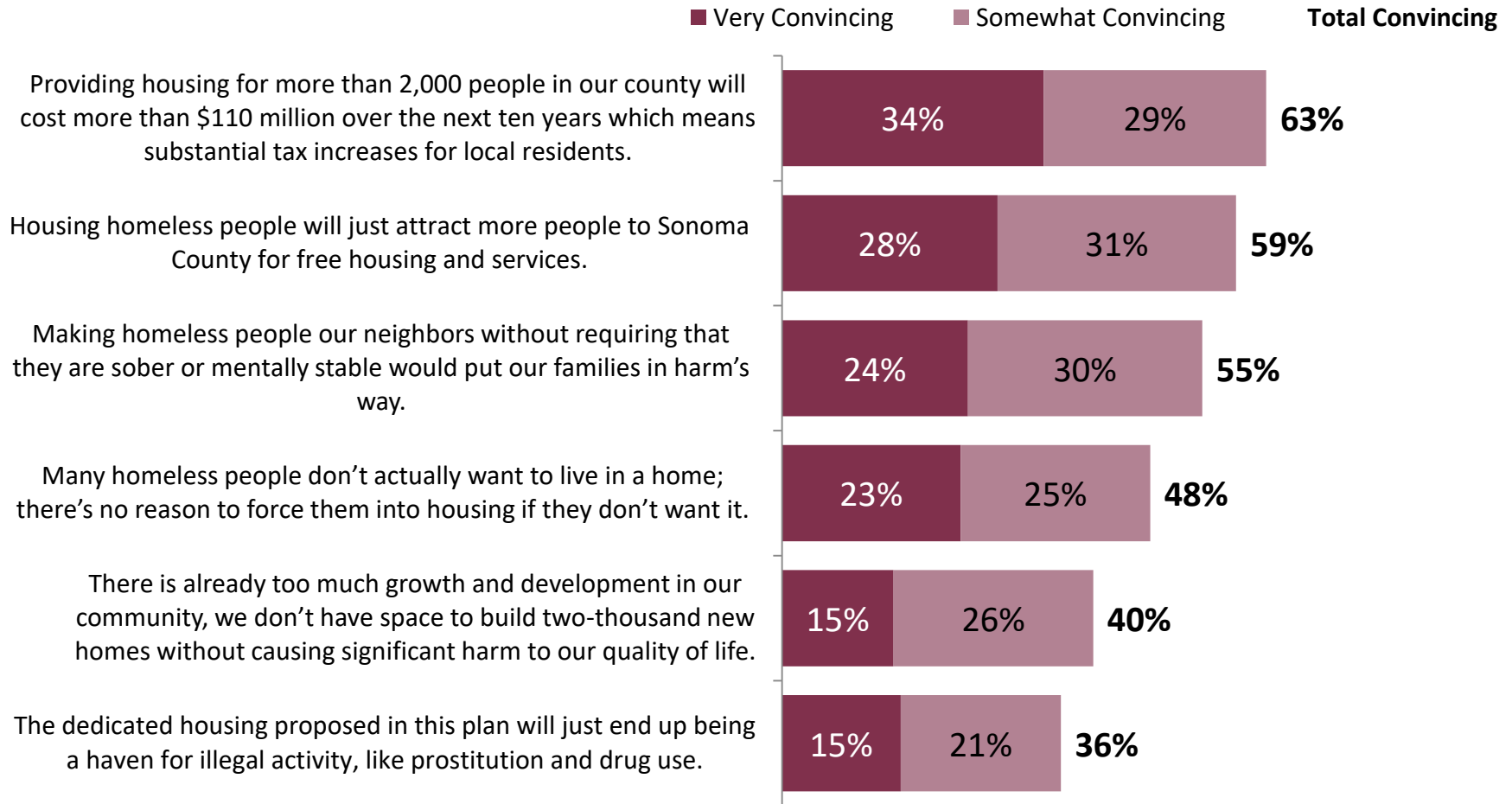


Q45. Given what you've heard, do you strongly support, somewhat support, somewhat oppose or strongly oppose the proposed program to create approximately 2,200 homes for homeless and extremely low-income people in Sonoma County?



Opposition Messages

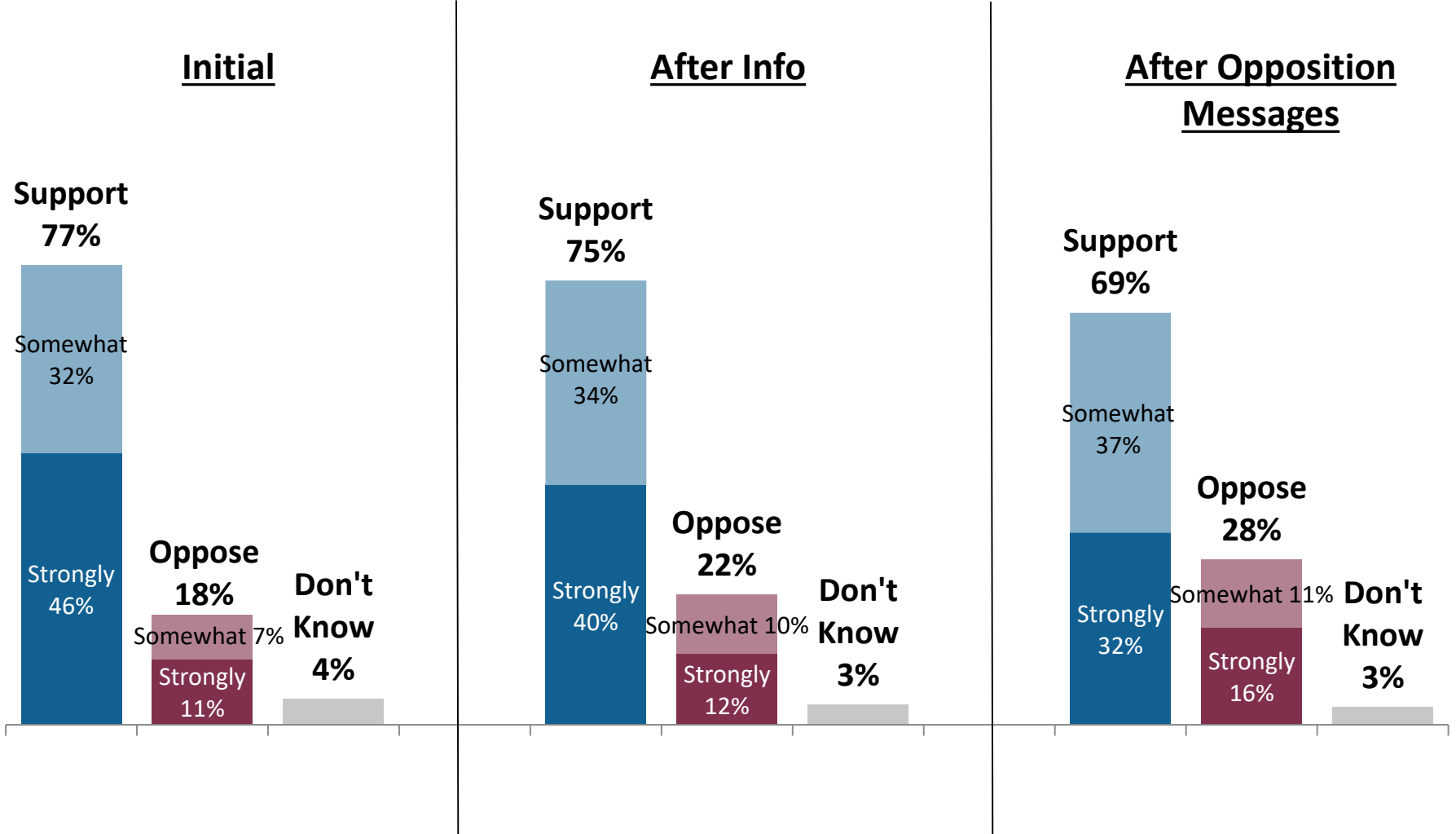
The cost and tax increase, attracting people to Sonoma just for the free services, and the potential danger to families are convincing reasons to oppose the program for over half of voters.



Q46-51. Now I'm going to read you some of the things that have been said against the proposal to create housing for homeless and extremely low-income people in Sonoma County. Please tell me if each statement is a very convincing, somewhat convincing, not very convincing, or not at all convincing reason to oppose the proposal.

Support/Oppose After Opposition Messages

Even after opposition messaging, more than two-thirds of voters support creating 2,200 homes for the homeless and extremely low-income people in the county.

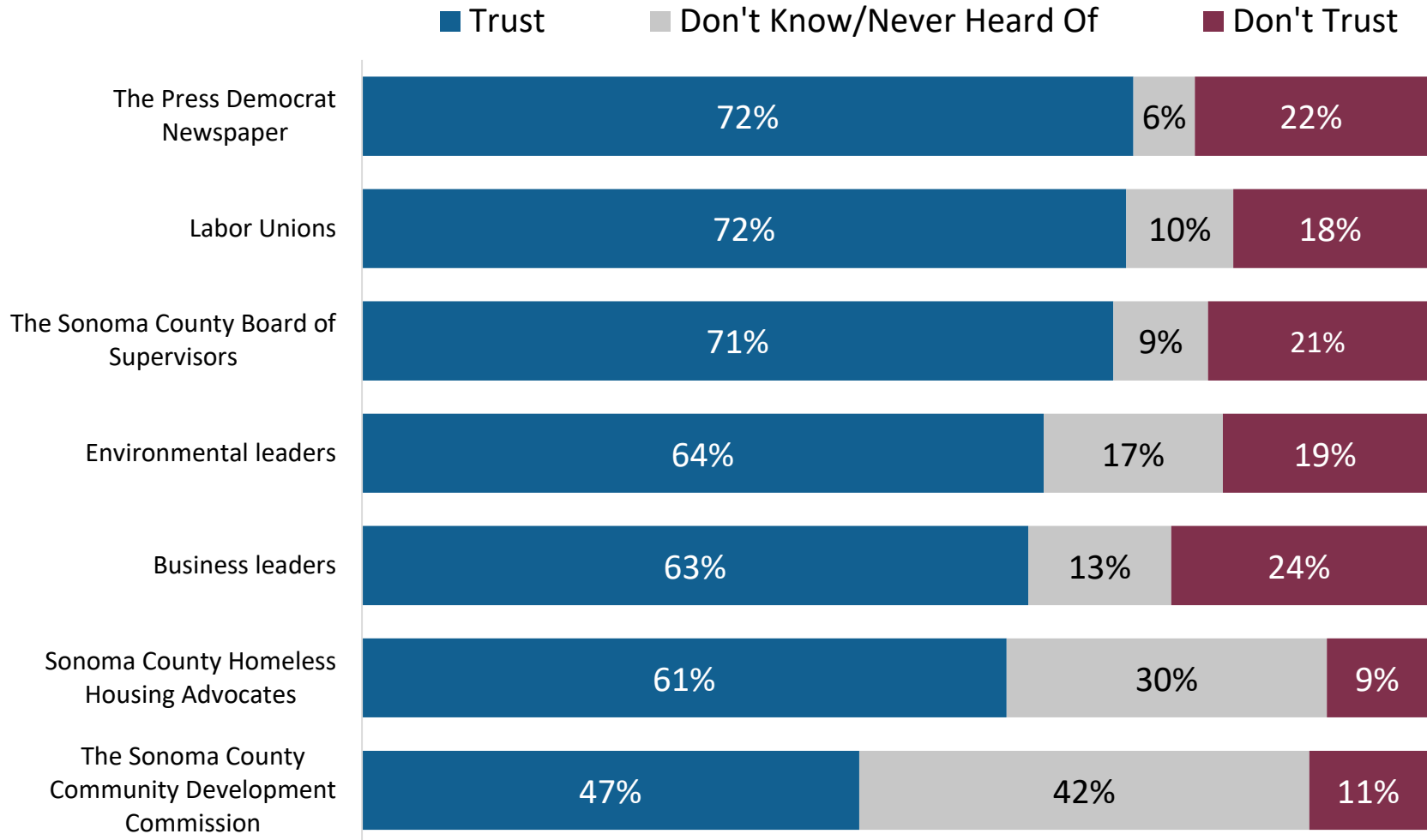


Q52. Given everything you've heard, do you strongly support, somewhat support, somewhat oppose or strongly oppose the proposed program to create approximately 2,200 homes for homeless and extremely low-income people in Sonoma County?



Messengers

Voters indicate high levels of trust in a number of local organizations.



Q53-59. When it comes to issues of homelessness and housing in Sonoma County, how much do you trust each of the following people and organizations?

Conclusions and Recommendations

- ▶ Voters are very concerned about housing affordability, and appear supportive of permanent supportive housing.
- ▶ Explaining how the Homes for All program will benefit homeless veterans and seniors, and how it will benefit public safety, reduce public nuisance, and utilize existing buildings and sites will help strengthen support for the proposed program.
- ▶ Although most voters like the Homes for All proposal, building support to pay for the program is likely to require a substantial outreach and communications effort.

Contacts



Jessica Polsky

Jessica@EMCresearch.com

510.550.8933

Andie Morhous

Andie@EMCresearch.com

510.550.8808