



**Los Angeles County
Homelessness Survey
Research Results**

Conducted March 29th to April 7th, 2016



David Binder Research

Research Overview - Methodology

- David Binder Research, in consultation with Evitarus Strategic Advisory, conducted 1400 telephone interviews from March 29th-April 7th, 2016
- Interviews were conducted with likely November 2016, general election voters
- Sampling distribution simulated a likely November 2016 electorate, with a representative amount of interviews for each supervisorial district and demographic group
- Respondents were reached on landlines and cellphones
- Interviews were conducted in English and Spanish
- Margin of sampling error is $\pm 2.6\%$ at the 95% level of confidence. Margins of sampling error are higher for subgroups

Research Objectives

The research was designed to assess the following:

- General public attitudes toward the issue of homelessness
- Public support for a potential revenue measure to generate funding for homeless services
- Public attitudes toward potential ballot measure funding mechanisms
- The optimal election timing for ballot placement should a potential measure demonstrate viability given the 2/3rds vote-threshold required for passage of local special-purpose ballot measures
- The interaction between public support for a potential homeless services measure and other measures that may appear on a future ballot

Research Approach: Ballot Measure Interactions Assessment

The research tested interactions across four potential measures:

- A homeless services measure funded by a tax on income above one million dollars (*tested among one-half of the sample – Split Sample A*)
- A homeless services measure funded by a ½ cent sales tax (*tested among one-half of the sample – Split Sample B*)
- A statewide measure to extend Prop 30, a portion of which would continue a personal income tax on upper-income households*
- A Los Angeles County parks and open space measure funded by a parcel tax
- A Los Angeles County transportation measure funded by a ½ cent sales tax

*While the local measures would require 2/3rds majority support for passage, the statewide measure only requires majority support

Key Research Findings: Homeless Services Ballot Measure

- A ballot measure to provide on-going funding to address Los Angeles County's homeless crisis does appear viable for November 2016.
 - A measure funded by a tax on personal income above one million dollars garners support from 76% percent of voters.
 - A measure funded by a ½ cent sales tax garners support from 68% of voters.
 - A measure funded by a 15% sales tax on marijuana garners support from 66% of voters.
 - A measure funded by a \$49 parcel tax garners support from 47% of voters
- Support for a homeless services measure is lower among March 2017 likely voters.

Key Research Findings: Ballot Measure Interactions

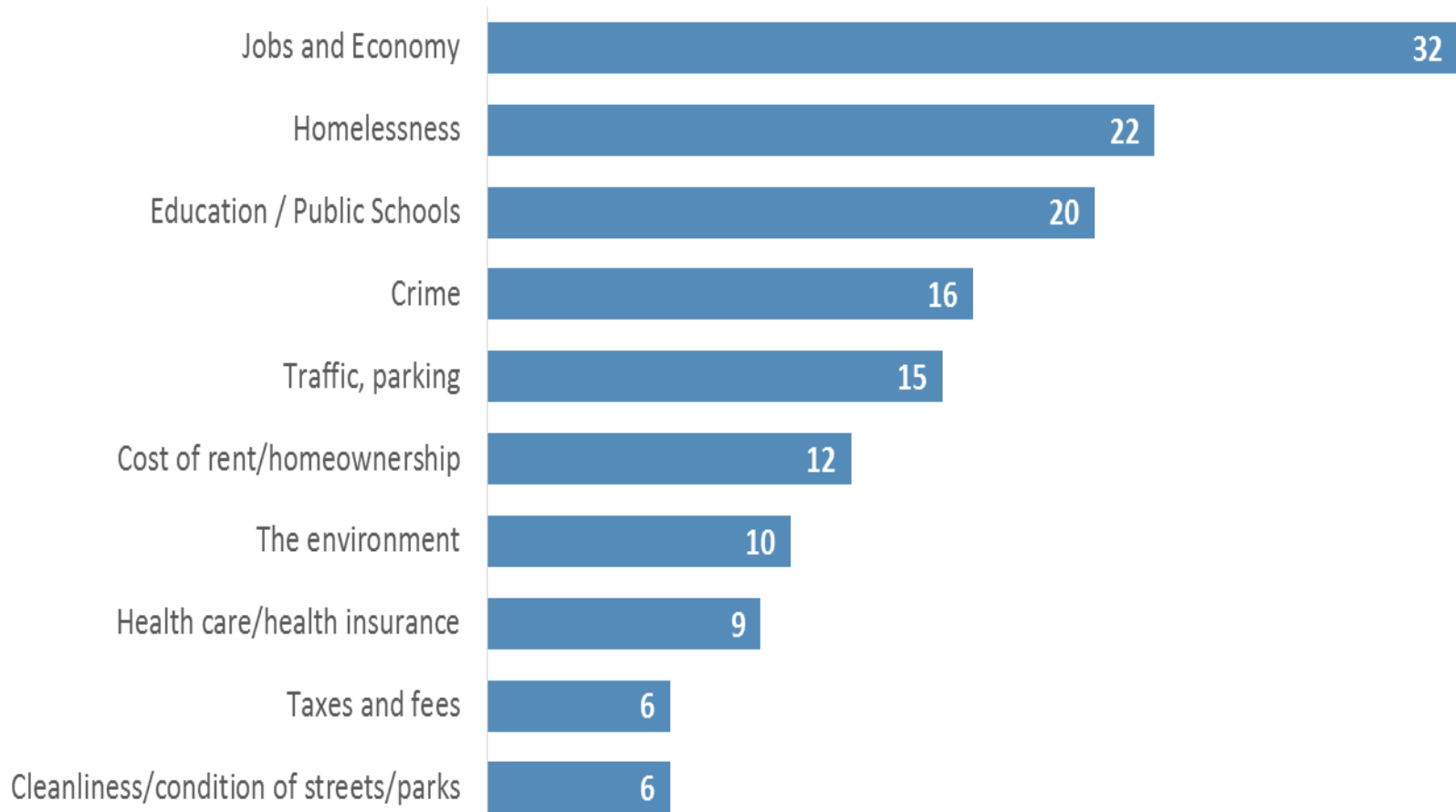
- No apparent interactions emerge from the presence of multiple measures on the ballot.
- A solid majority of voters support the State Prop 30 extension at the top of the ballot, as well as LA County Parks and Traffic measures intermixed with the homeless measure:
 - The California Prop 30 extension is strongly supported in LA County, 64% Yes to 27% No, with 8% undecided.
 - The LA County Parks and Open Space measure garners support among a solid majority of voters, 69% Yes to 24% No, with 7% undecided
 - The LA County Traffic Congestion Relief measure also garners solid majority support, 71% Yes to 25% No, with 4% undecided

When asked to asked their views of the most important problems facing the County, homelessness is the second most cited problem.
(open-end; responses grouped by category)

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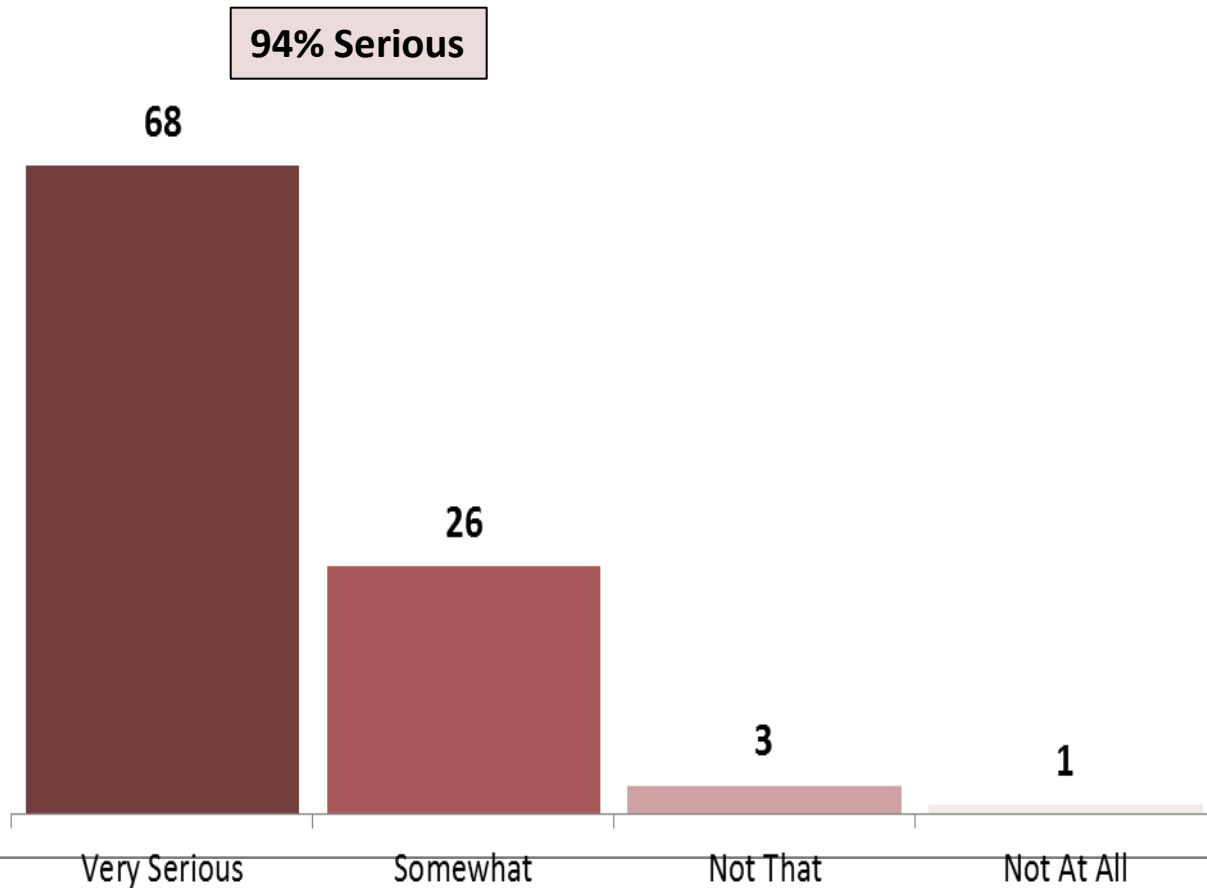
Most Important Problems Facing Los Angeles County

■ Total



When asked specifically about homelessness, nearly all voters identify homelessness as a serious issue, with two-in-three describing it as very serious.

Problem of Homelessness





Ballot Measures

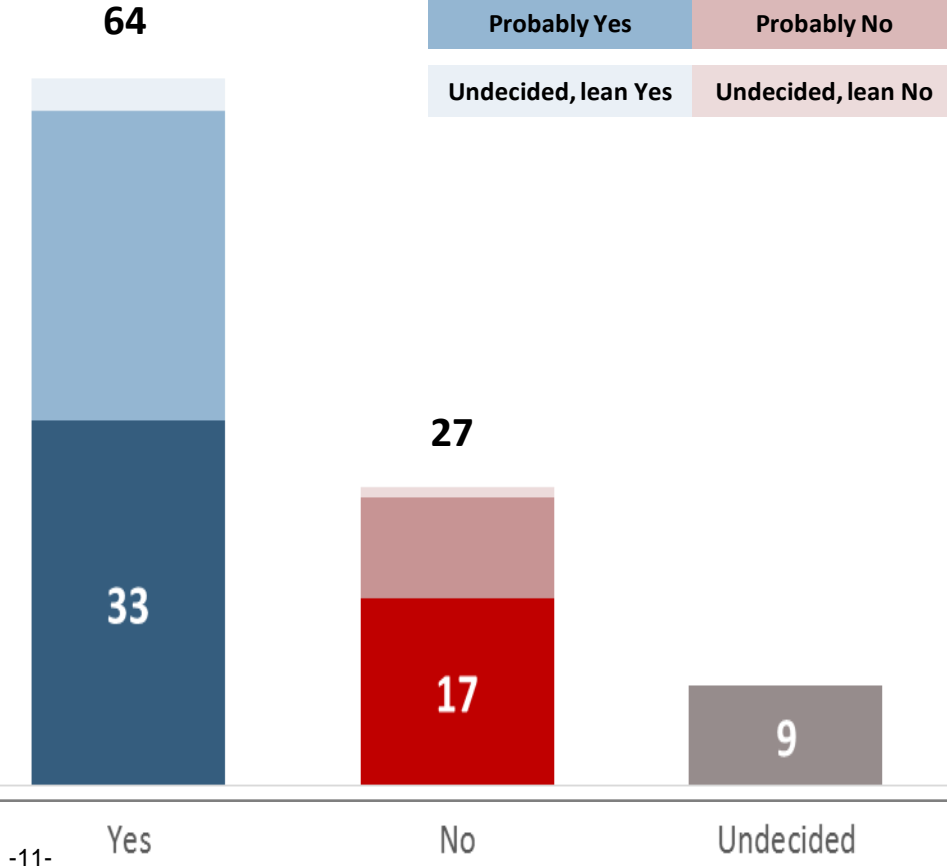
Ballot Measure Testing Methodology

- The survey was constructed to simulate a real voting experience:
 - Measures were presented in the expected order of the November '16 ballot
 - Prop 30, a state measure, was asked before potential county measures
 - The order of county measures was randomized to prevent any bias
 - Tested ballot measure language was similar in length and style to real measures
 - The homelessness measure was split-sampled, with 700 likely voters presented with the measure using the millionaires tax funding mechanism, and 700 likely voters presented with the measure using the sales tax funding mechanism

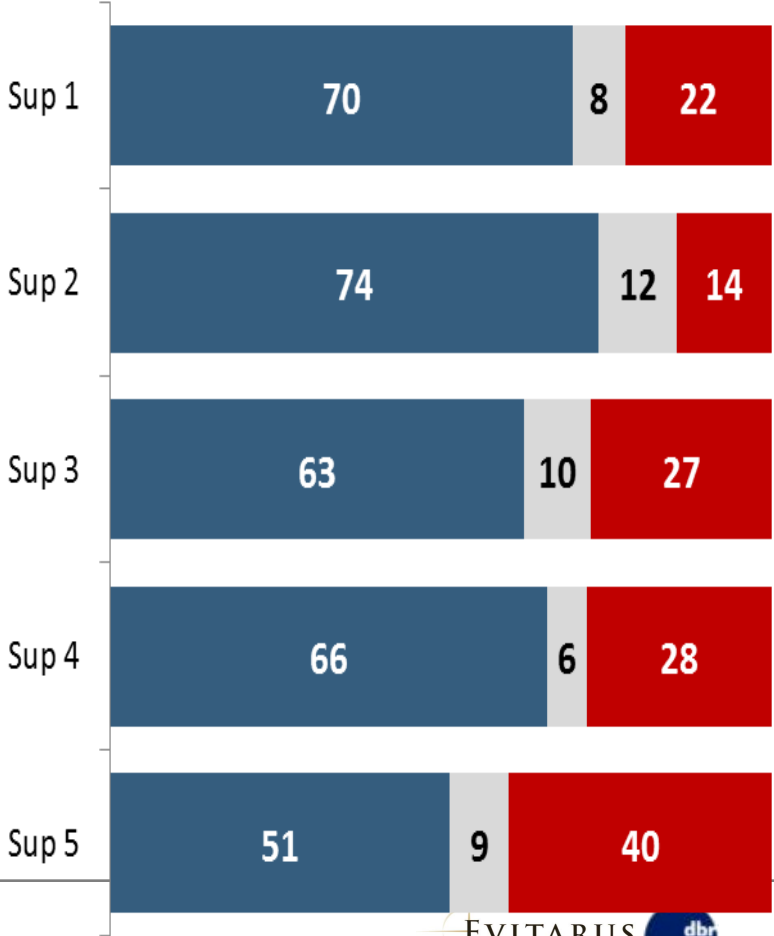
A strong majority of LA County voters support the state Prop 30 extension.

State Prop 30 Extension

| | |
|---------------------|--------------------|
| Definitely Yes | Definitely No |
| Probably Yes | Probably No |
| Undecided, lean Yes | Undecided, lean No |



■ Yes ■ Undecided ■ No

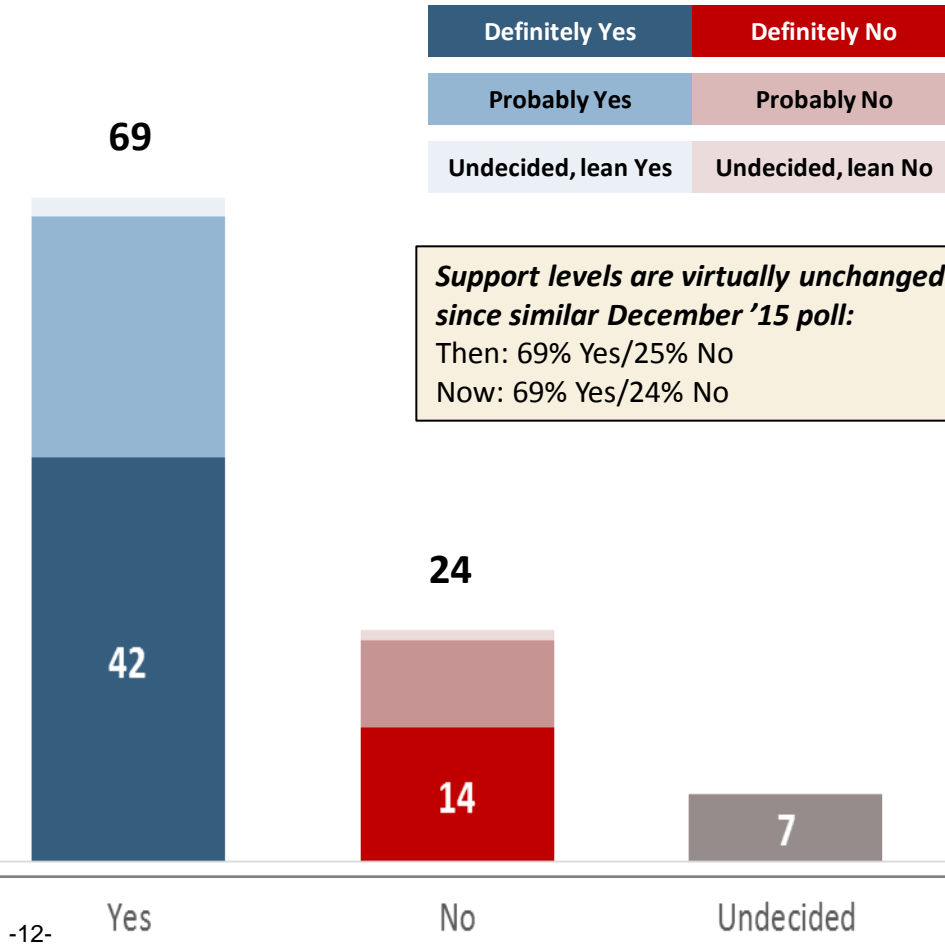


Q5: **IF YES:** Will you definitely vote yes, or might you still change your mind? / **UNDECIDED:** If the election were held today, would you lean more towards yes, or more towards no? / **IF NO:** Will you definitely vote no, or might you still change your mind?

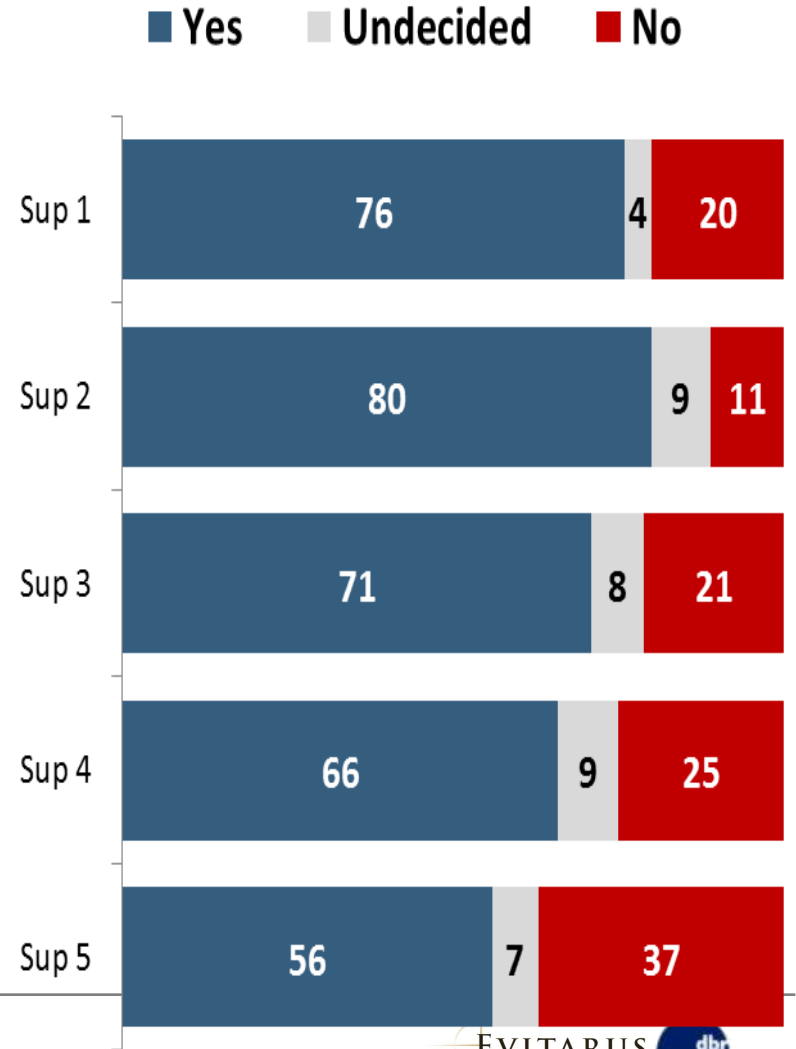


Voters broadly support the LA County Parks and Open Space Measure.

LA County Parks and Open Space Measure



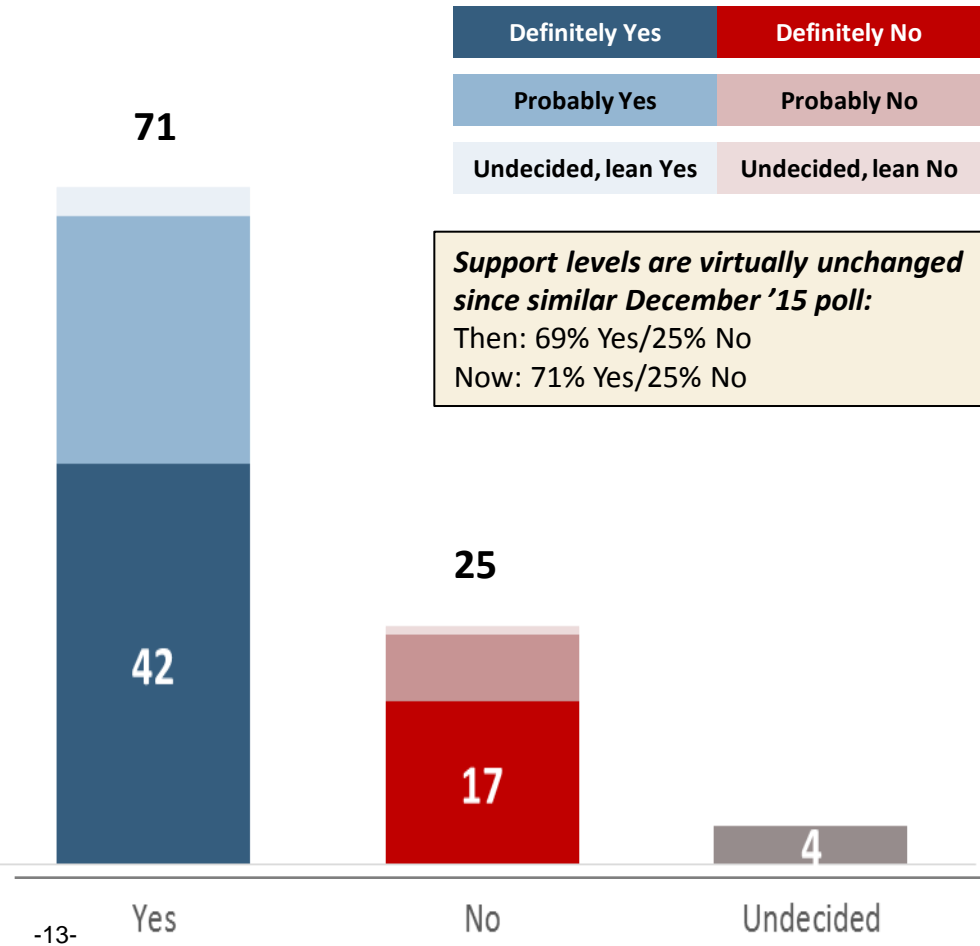
Support levels are virtually unchanged since similar December '15 poll:
 Then: 69% Yes/25% No
 Now: 69% Yes/24% No



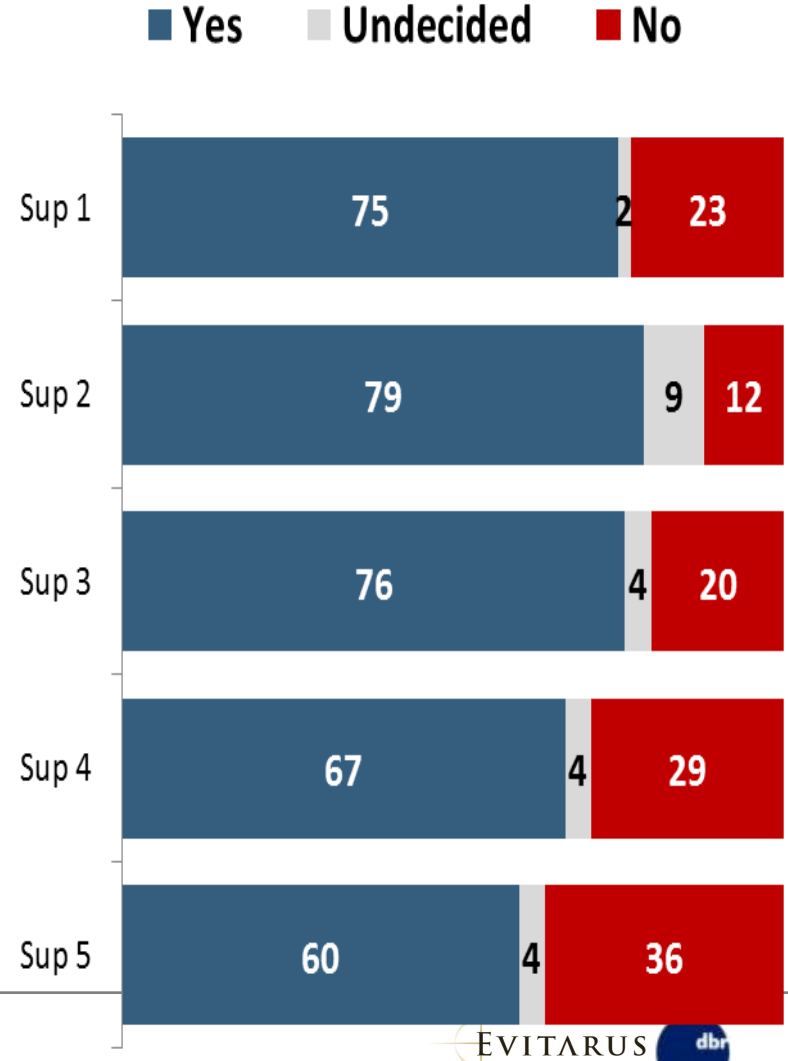
Q6: **IF YES:** Will you definitely vote yes, or might you still change your mind? / **UNDECIDED:** If the election were held today, would you lean more towards yes, or more towards no? / **IF NO:** Will you definitely vote no, or might you still change your mind?

By a nearly 3-to-1 margin, voters support the LA County Traffic Relief Measure.

LA County Traffic Congestion Relief Measure



Support levels are virtually unchanged since similar December '15 poll:
 Then: 69% Yes/25% No
 Now: 71% Yes/25% No



Q7: **IF YES:** Will you definitely vote yes, or might you still change your mind? / **UNDECIDED:** If the election were held today, would you lean more towards yes, or more towards no? / **IF NO:** Will you definitely vote no, or might you still change your mind?

LA County Homelessness Language: Millionaires Tax

The Los Angeles County Homelessness Prevention and Emergency Response Measure may read as follows:

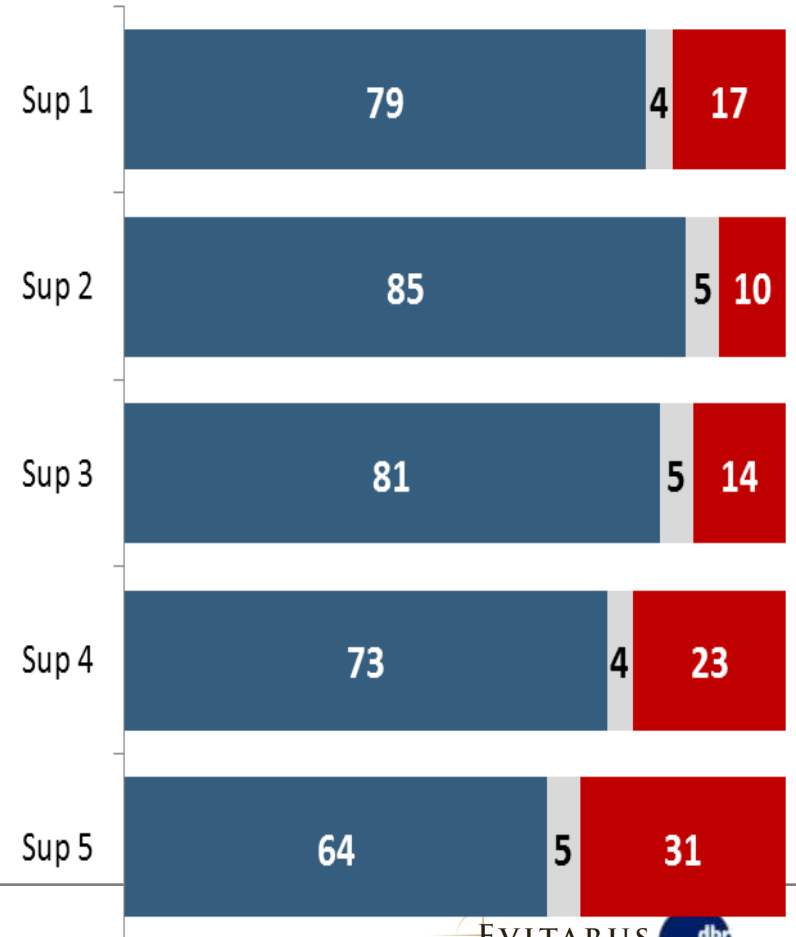
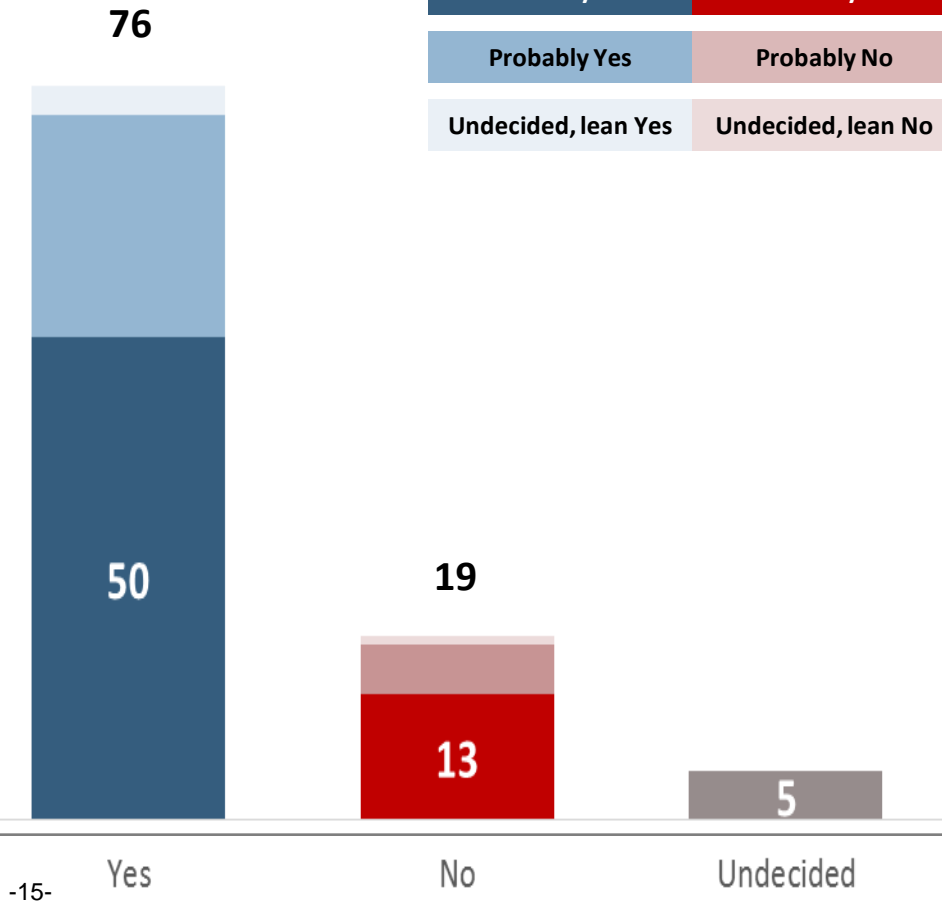
To generate on-going funding to address Los Angeles County's homeless crisis; provide prevention and emergency support services, including rental subsidies, counseling, treatment for mental illness, drug and alcohol addiction, job training; and create permanent affordable and temporary housing for children, seniors, families, foster youth, veterans, the disabled, and homeless adults shall Los Angeles County **increase the tax on income above one million dollars by one-half percent**, with annual audits, and citizens' oversight of all expenditures.

A homelessness measure funded by a millionaires tax enjoys both a broad and firm base of support.

LA County Homelessness Measure: Millionaires Tax

■ Yes ■ Undecided ■ No

| | |
|---------------------|--------------------|
| Definitely Yes | Definitely No |
| Probably Yes | Probably No |
| Undecided, lean Yes | Undecided, lean No |



Q8: **IF YES:** Will you definitely vote yes, or might you still change your mind? / **UNDECIDED:** If the election were held today, would you lean more towards yes, or more towards no? / **IF NO:** Will you definitely vote no, or might you still change your mind?

LA County Homelessness Language: Sales Tax

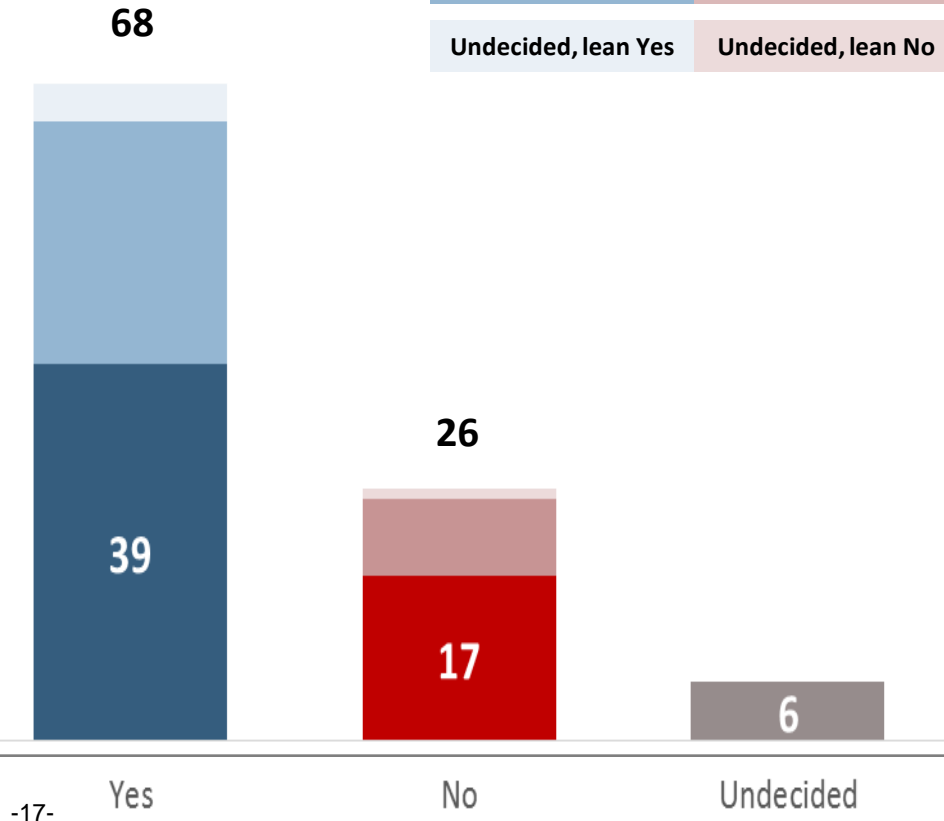
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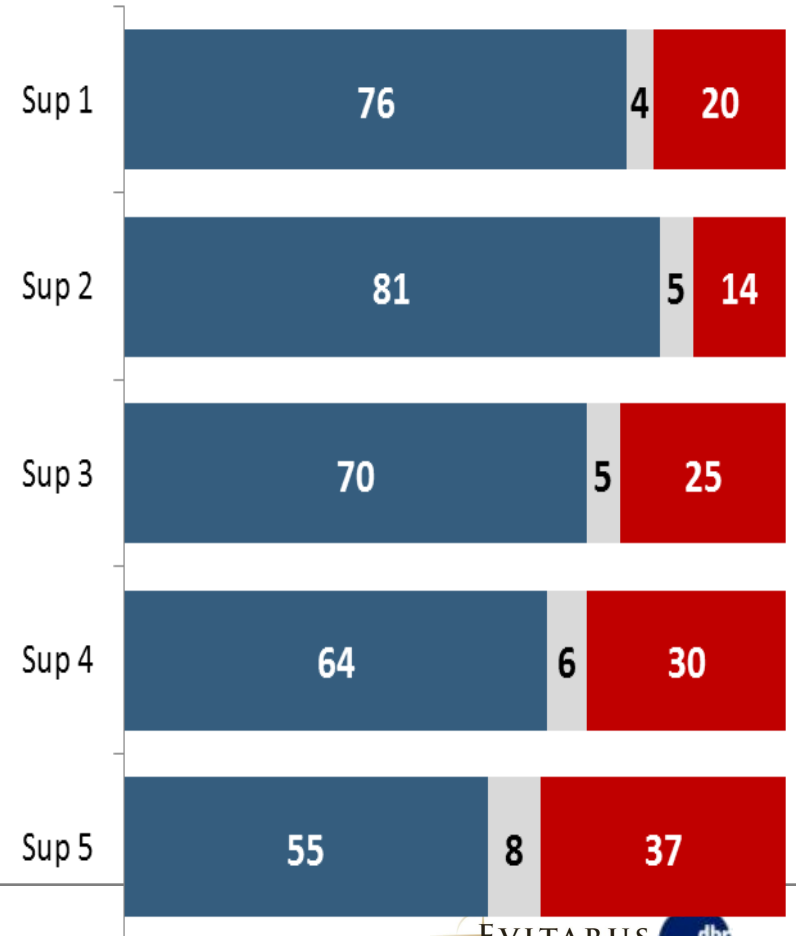
A homelessness measure funded by a sales tax is also widely supported.

LA County Homelessness Measure: Sales Tax

| | |
|---------------------|--------------------|
| Definitely Yes | Definitely No |
| Probably Yes | Probably No |
| Undecided, lean Yes | Undecided, lean No |



■ Yes ■ Undecided ■ No

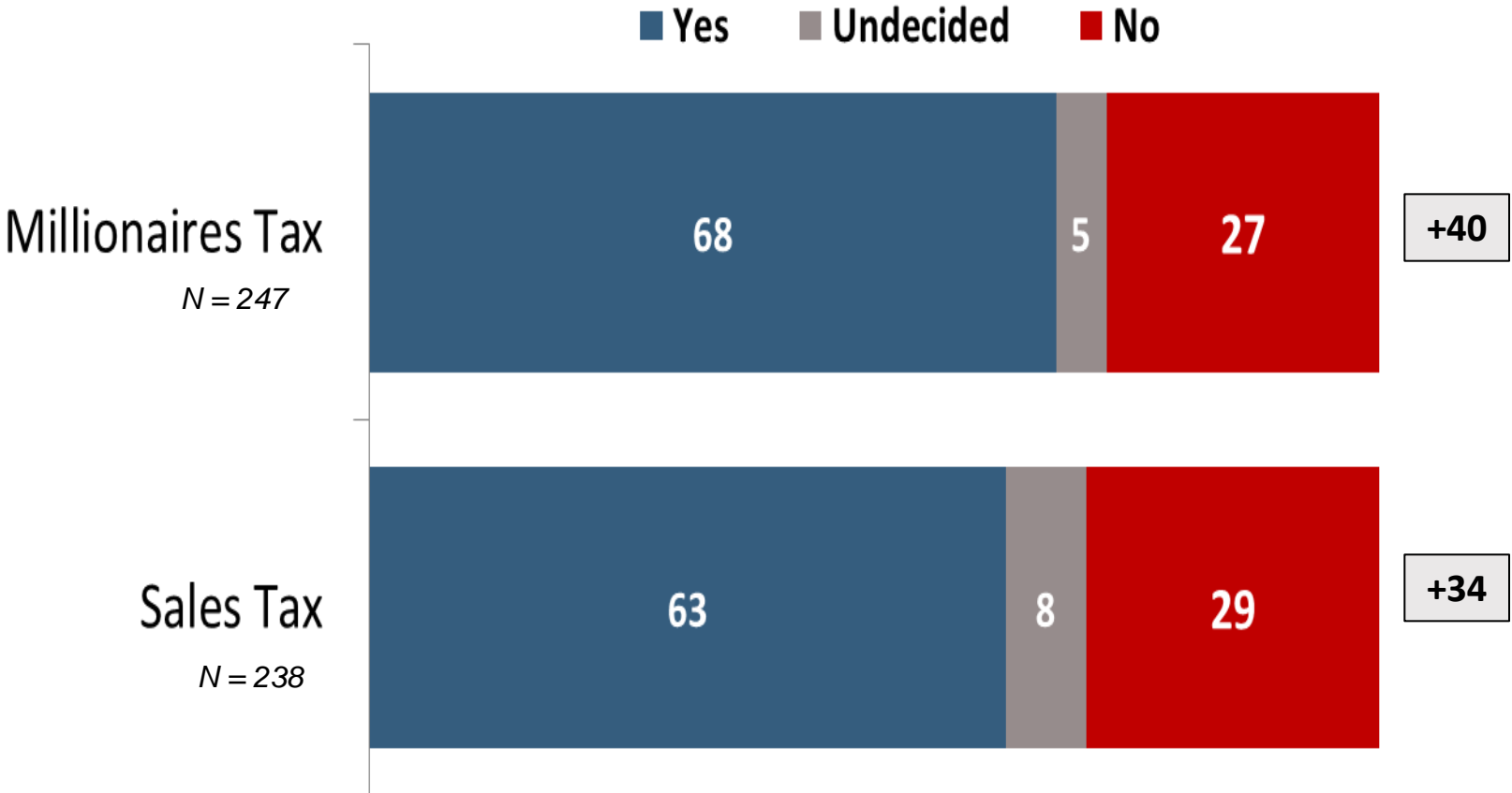


Q9: **IF YES:** Will you definitely vote yes, or might you still change your mind? / **UNDECIDED:** If the election were held today, would you lean more towards yes, or more towards no? / **IF NO:** Will you definitely vote no, or might you still change your mind?

Support for both measures is lower among likely March 2017 voters.

Likely March 2017 Vote

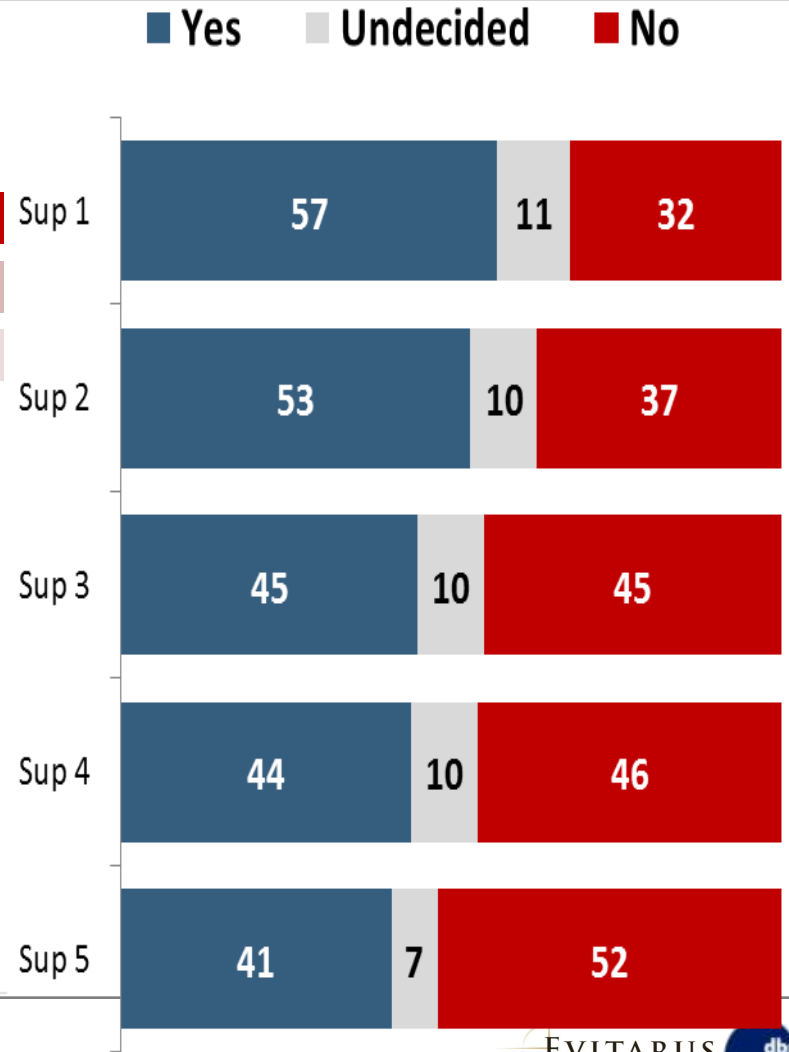
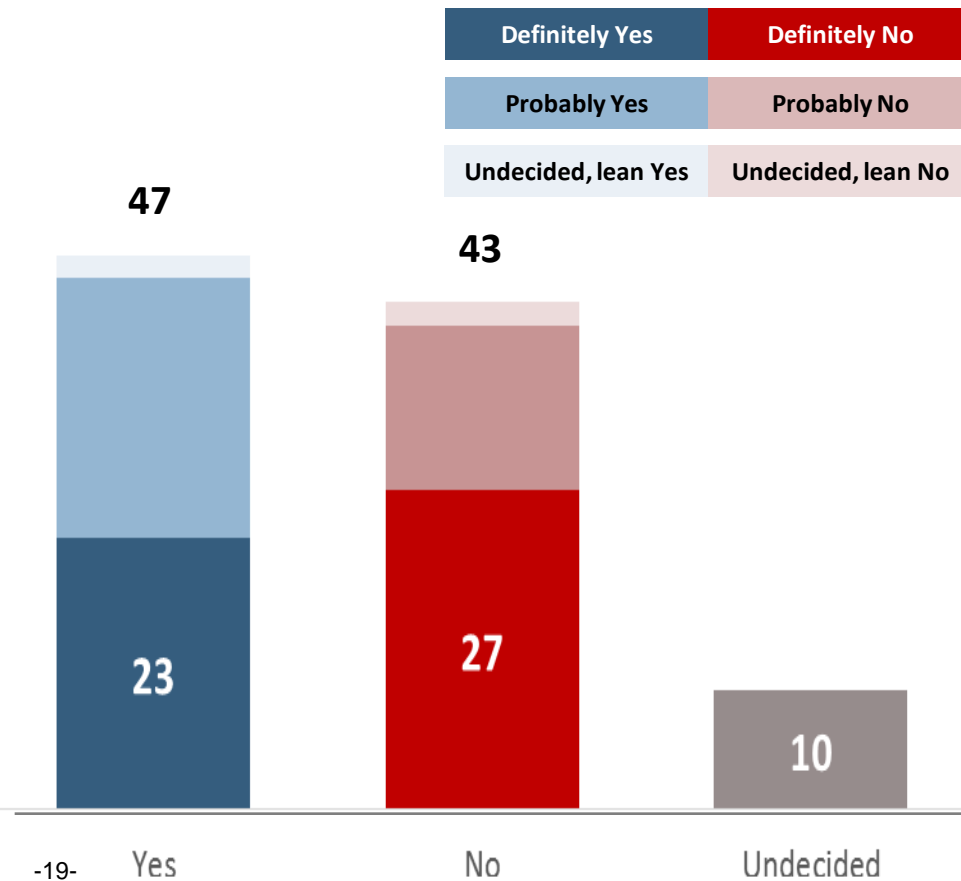
Net Support



Q5-9: **IF YES:** Will you definitely vote yes, or might you still change your mind? / **UNDECIDED:** If the election were held today, would you lean more towards yes, or more towards no? / **IF NO:** Will you definitely vote no, or might you still change your mind?

However, a \$49 parcel tax to pay for the homelessness measure fails to attract majority support.

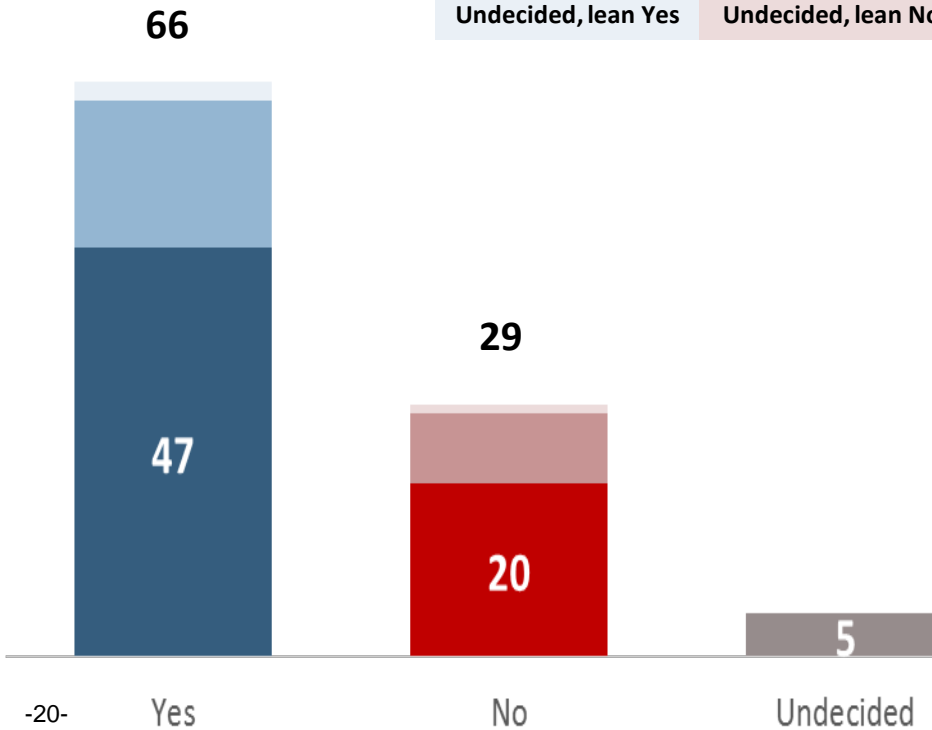
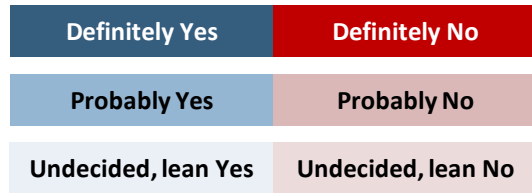
**LA County Homelessness:
Annual \$49 parcel tax, with exemption for seniors
and qualified disabled citizens**



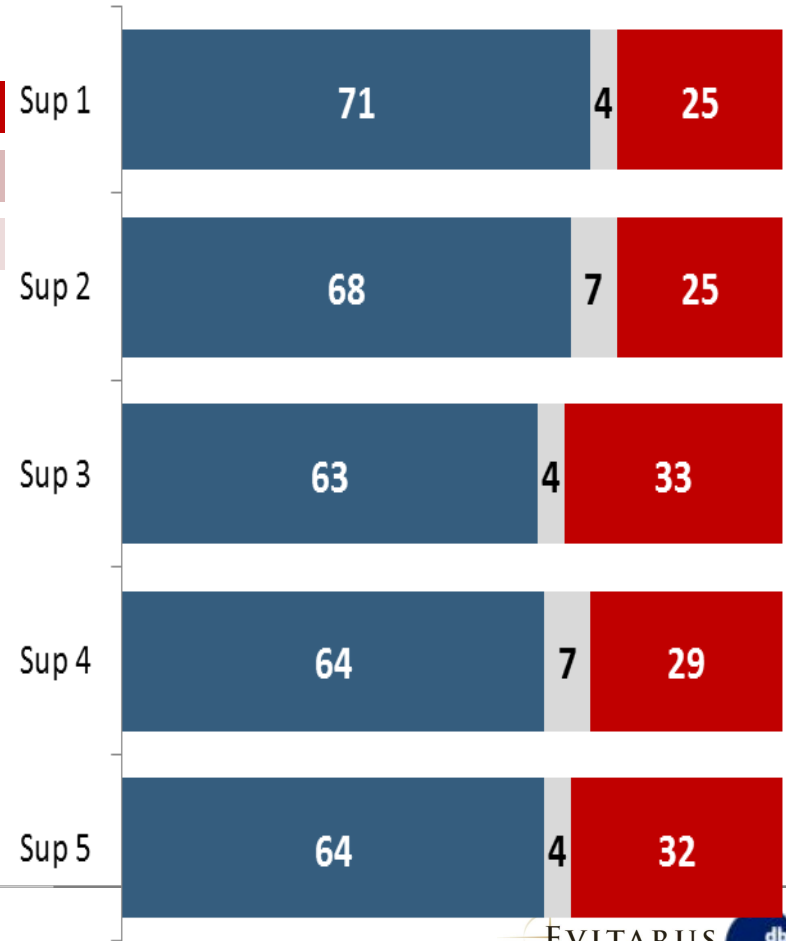
Q52: **IF YES:** Will you definitely vote yes, or might you still change your mind? / **UNDECIDED:** If the election were held today, would you lean more towards yes, or more towards no? / **IF NO:** Will you definitely vote no, or might you still change your mind?

A 15% sales tax on marijuana to fund the homelessness measure also earns majority support.

**LA County Homelessness:
15% sales tax on medicinal marijuana, and
recreational marijuana should it be legalized**



■ Yes ■ Undecided ■ No



Q53: **IF YES:** Will you definitely vote yes, or might you still change your mind? / **UNDECIDED:** If the election were held today, would you lean more towards yes, or more towards no? / **IF NO:** Will you definitely vote no, or might you still change your mind?