

Orange County Voter Survey



Community Forum on Homelessness in Orange County



July 14, 2017



Opinion Research on
Elections and Public Policy

Probolsky Research
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Orange County Voter Survey - Homelessness in Orange County

Survey Methodology

From Monday, June 10 to Wednesday, June 12, 2017, Probolsky Research conducted a survey among Orange County, CA voters.

A total of 300 voters were polled in a multi-mode survey. A survey of this size yields a margin of error of +/-5.8% with a confidence level of 95%. Interviews were conducted with respondents on both landline and mobile phones (65.3%) and online (37%). Please see the next slide to view the text of the email sent to respondents for the online survey version. Respondents were able to complete the survey in English or Spanish (4.6%).

Our sample was developed from the voter files originally compiled by the Orange County Registrar of Voters and enhanced to add additional contact information. Probolsky Research ensured that the demographic proportions of survey respondents match the demographic composition of Orange County, CA voters.

Probolsky Research specializes in opinion research on behalf of corporate, government, non-profit, and special interest clients.



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Survey Methodology (cont.)

Email Text:

Dear {FirstName},

We are conducting a survey about issues facing your community. Your opinion is important and will remain confidential.

{SURVEY LINK}

(Note: Please do not forward the survey link to others as it is personalized to ensure that the survey will only work once; for the resident indicated.)

Thank you



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Top Issues

Open-Ended Question



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What is Top of Mind with Voters?



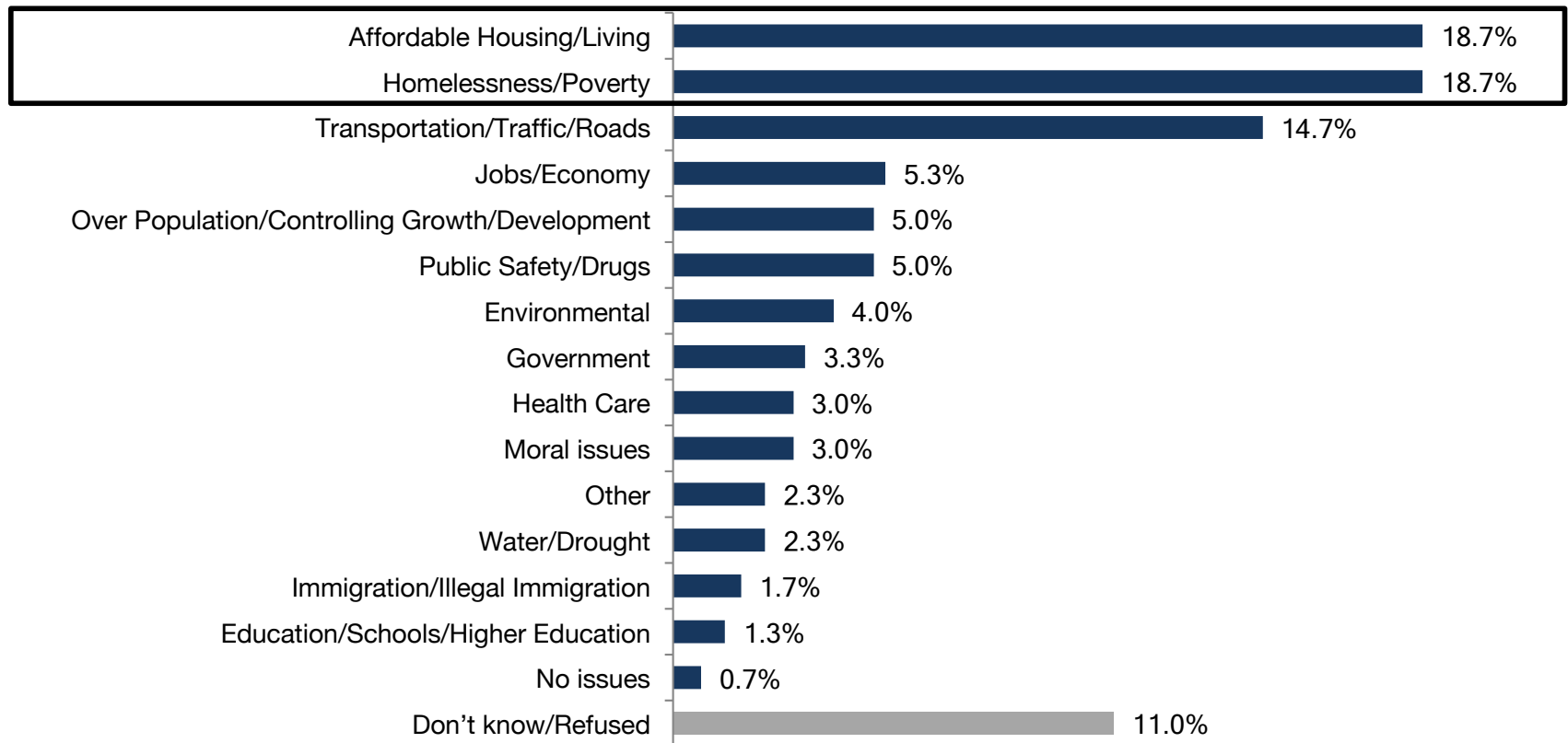
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Affordable Housing and Homelessness/Poverty

Are the most important issues among voters

Question: What would you say is the most important issue facing Orange County?

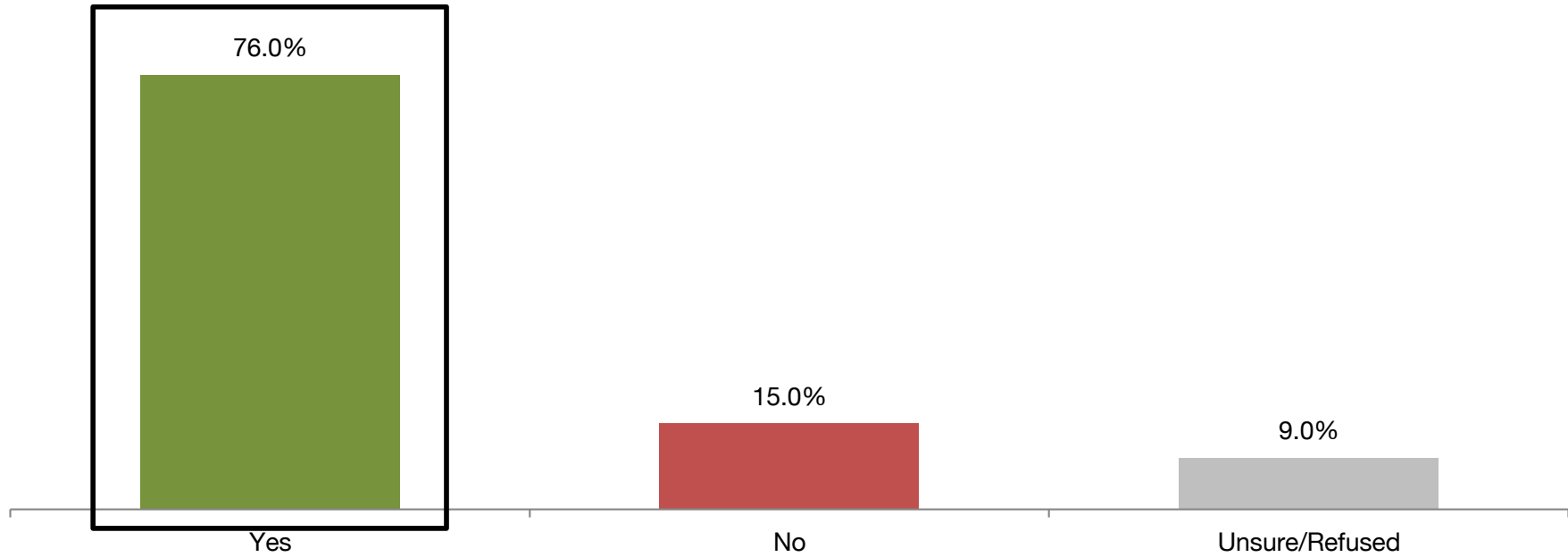


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76% Say Homelessness is a Problem

Question: Is homelessness a problem in Orange County?

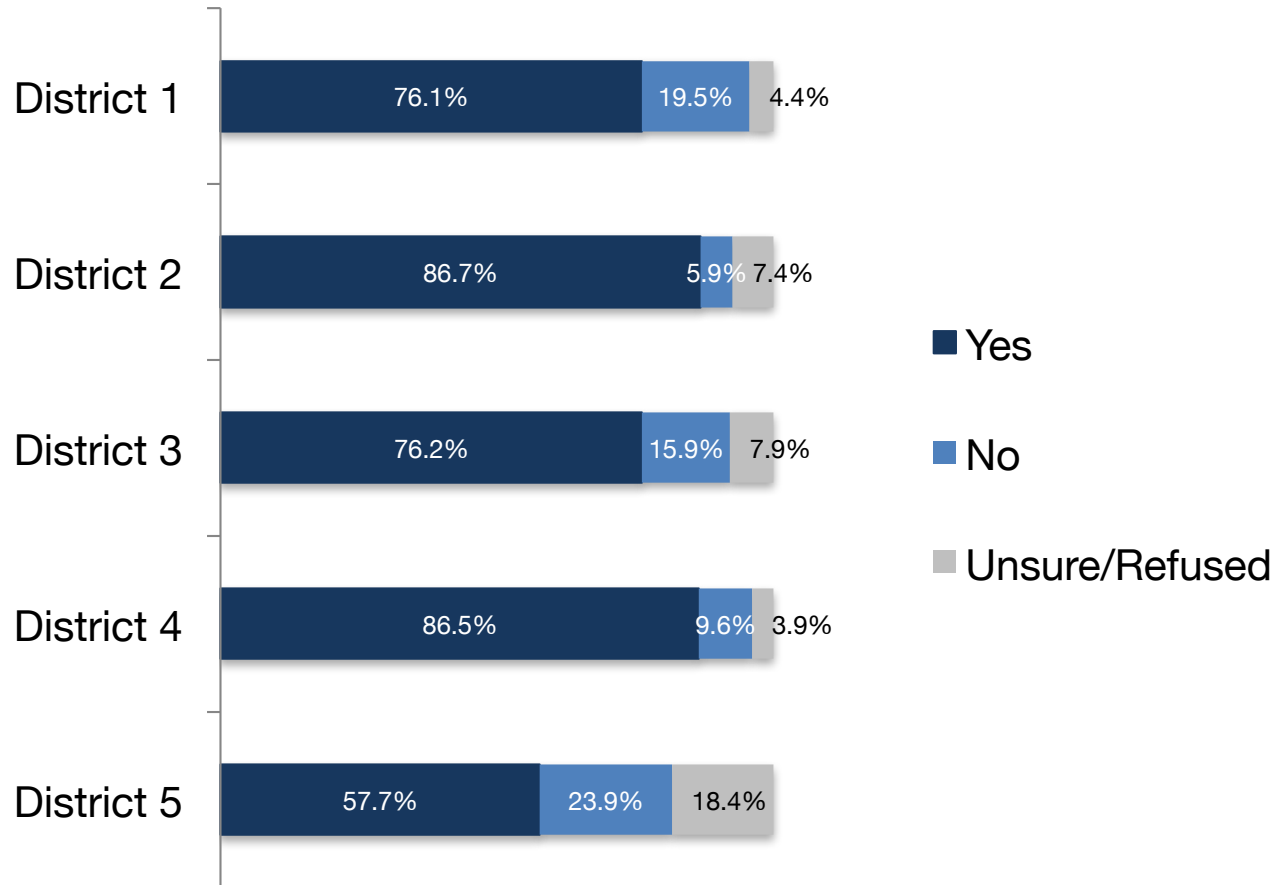


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Every Supervisorial District Thinks Homelessness is a problem

Question: Is homelessness a problem in Orange County?

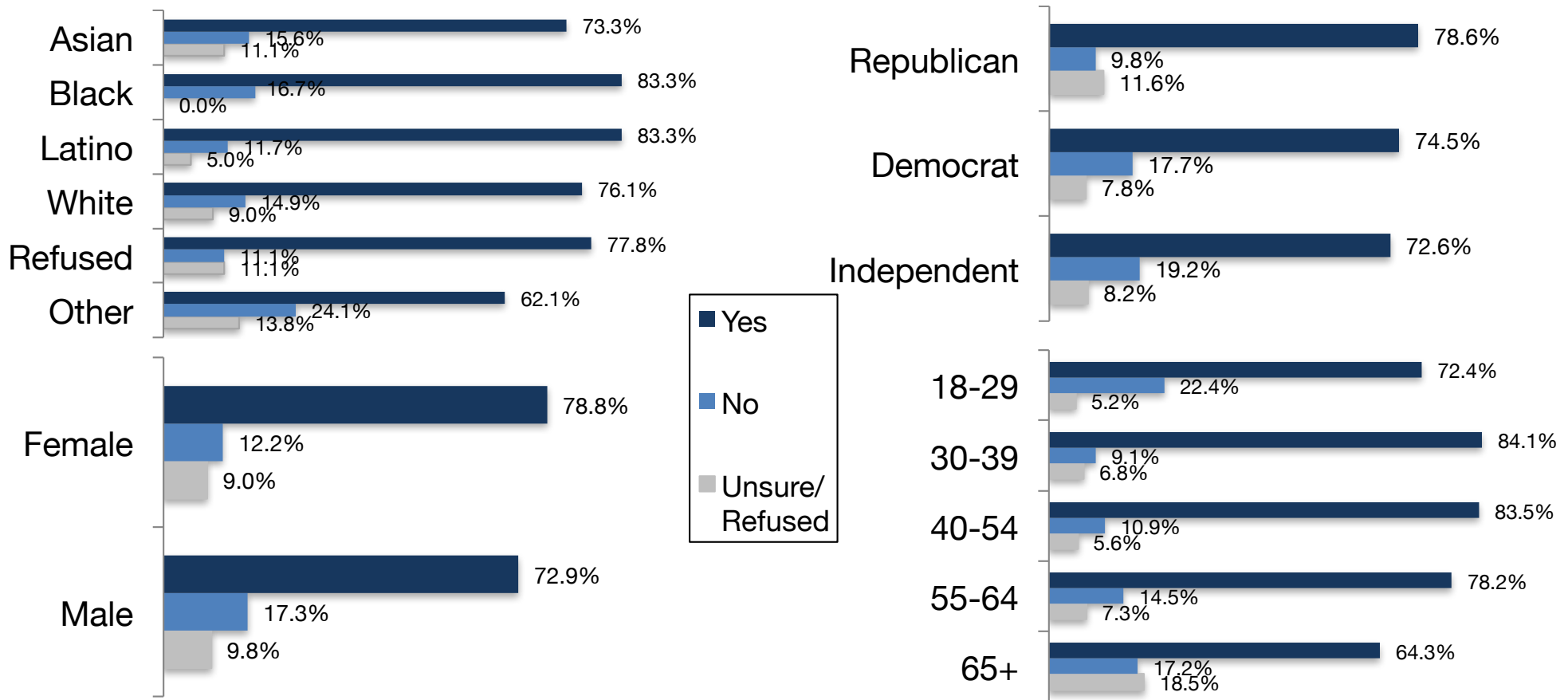


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Voters Across Every Demographic Agree: Homelessness is a problem

Question: Is homelessness a problem in Orange County?

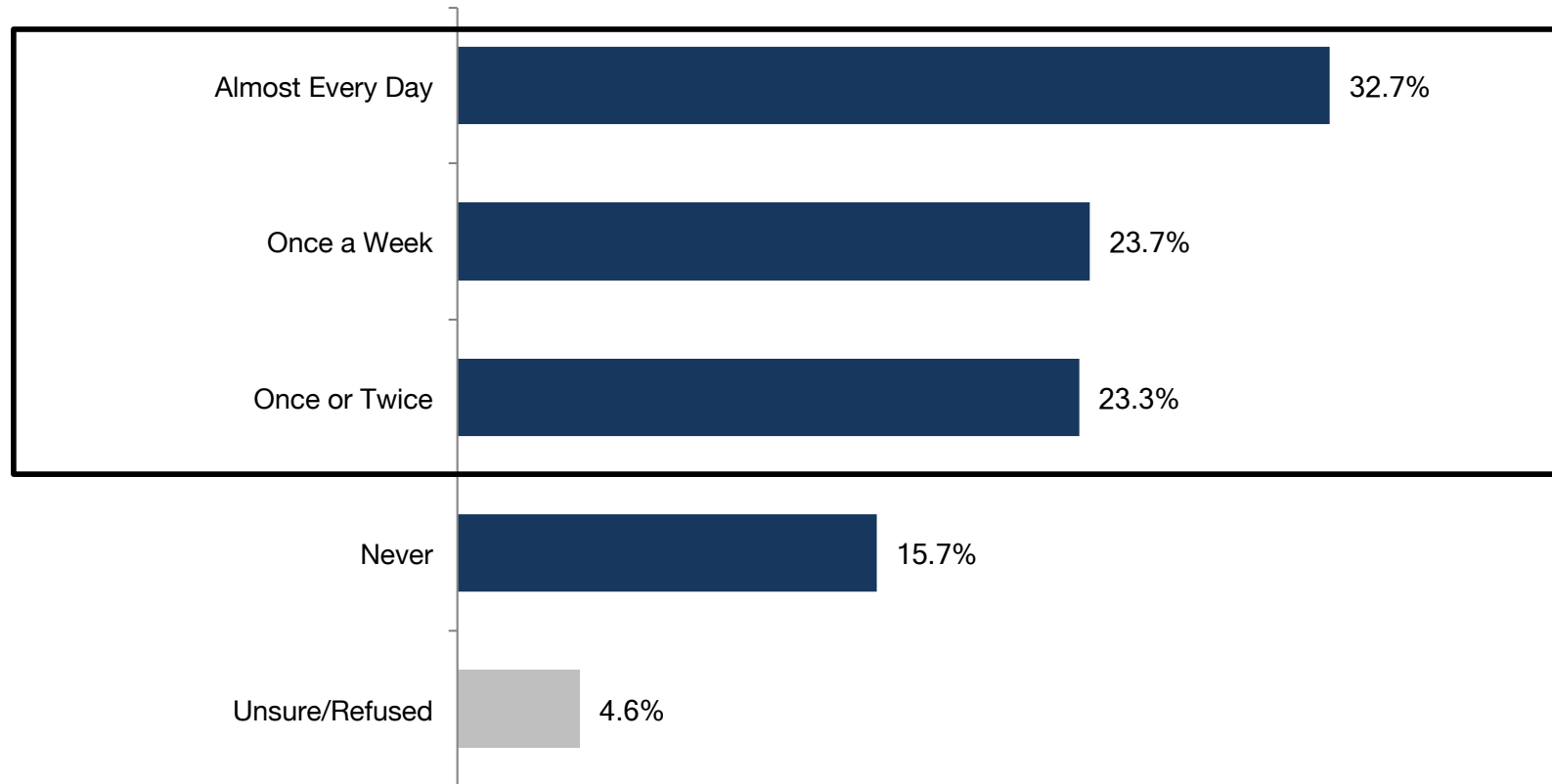


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80% Think about Homelessness Regularly

Question: In the last month, how often did you think about homelessness in Orange County?



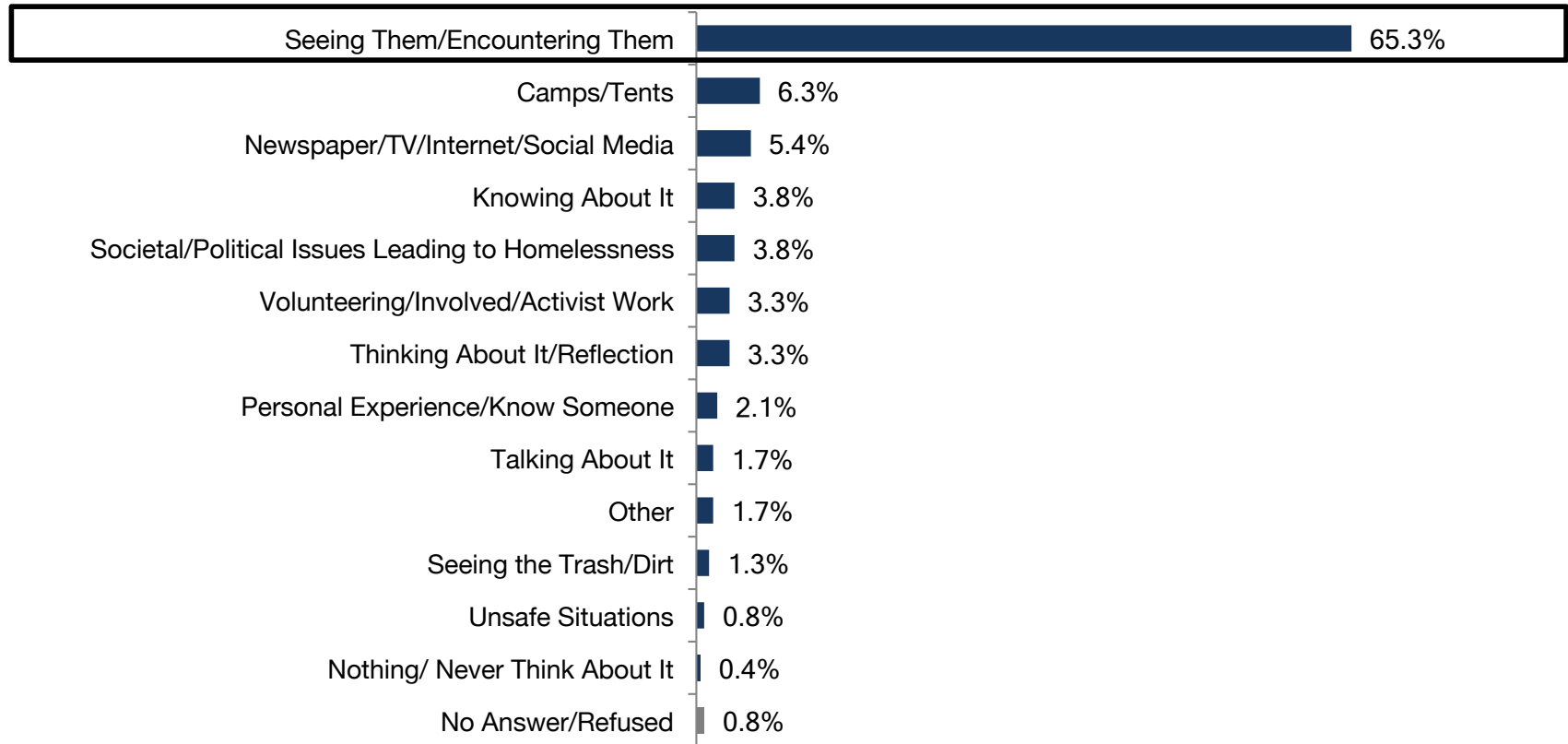
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Encountering Homeless People Prompts

More people to think about homelessness than any other reason

Question: What prompted you to think about homelessness in Orange County?



**ASKED ONLY OF THOSE WHO THOUGHT ABOUT HOMELESSNESS*

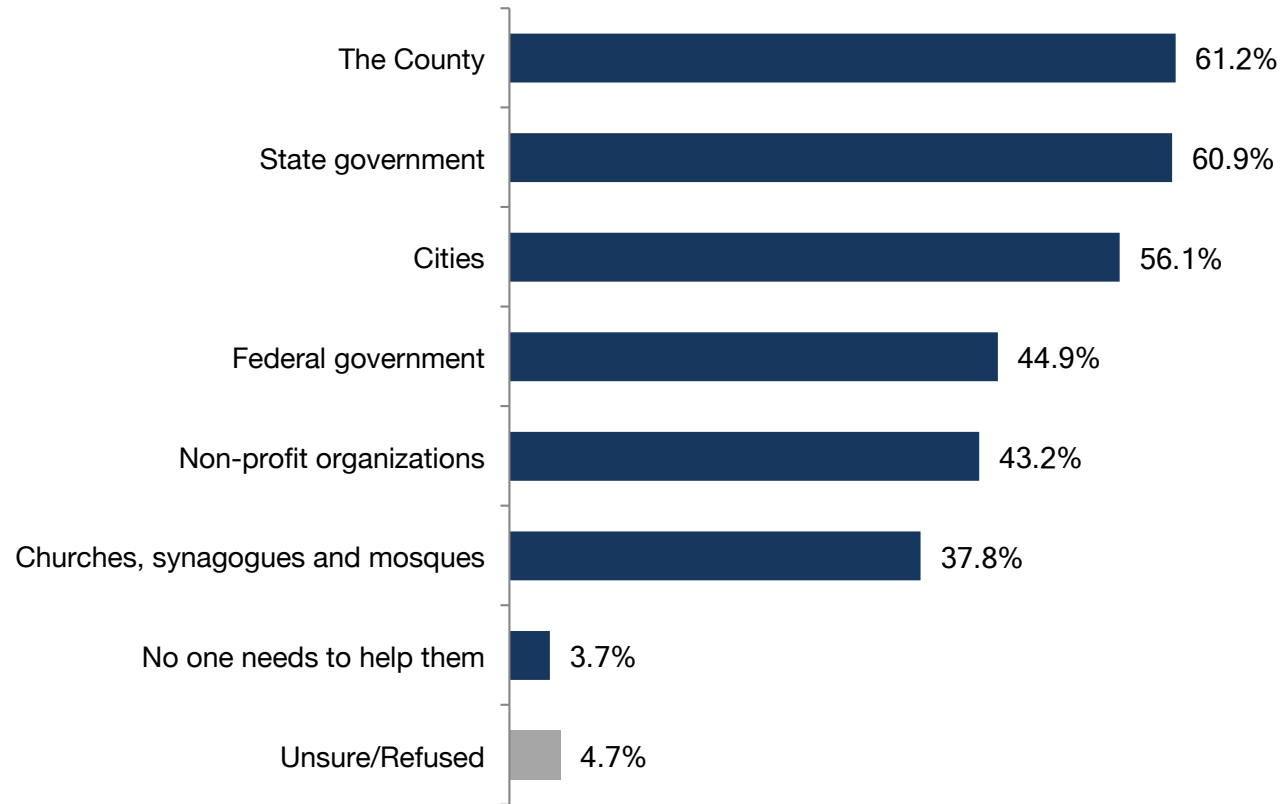


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No Consensus on Who is Responsible for Addressing the needs of homeless people

Question: In general, who do you think should be responsible for addressing the needs of homeless people in Orange County?
Choose as many as you want.



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Which of the following, if any, would you be **willing to do to help homeless** people in Orange County?



45%

Make donations
to organizations that
helps homeless people



44%

Volunteer
your time with a local
organization that helps
homeless people



30%

**Pay
additional taxes**
that would be used to
fund programs to help
homeless people



17%

Nothing



11%

Unsure / Refused

Probolsky Research conducted a multi-mode survey of 300 Orange County, CA voters via live telephone interviews on landline and mobile phones and online. The survey was offered in both English and Spanish from Monday, July 10 to Wednesday, July 12, 2017. The margin of error for this survey is +/-5.8% with a level of confidence of 95%.



Thank You.



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