

**SURVEY ABOUT HOMELESSNESS**  
SUMMARY REPORT

PREPARED FOR THE  
**CITY OF GLENDORA**



JANUARY 8, 2020



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## INTRODUCTION

Known as the “Pride of the Foothills”, the City of Glendora was founded in 1887 and incorporated in 1911. Since then Glendora has evolved from a small agricultural city to a thriving city of approximately 52,100 residents<sup>1</sup> who are focused on supporting a charming, vibrant, and inclusive community. The City maintains a team of full- and part-time employees to provide a comprehensive suite of services through eight main departments: City Clerk/Communications, City Manager, Community Services, Administrative Services, Library, Community Development, Police, and Public Works.

Like many cities in southern California, the City of Glendora has witnessed an apparent increase in its homeless population during the past several years. According to a recent point-in-time count of homeless populations mandated by the US Department of Housing and Urban Development, there were more than 50,000 homeless people in Los Angeles County alone at the start of 2019. This figure represents approximately 38% of the total homeless population in California, and nearly 10% of the homeless nationwide. Moreover, homelessness is especially visible in California, as more than two-thirds of California’s homeless are unsheltered—living in parks, along streets, or other areas not meant for habitation. The rate of unsheltered homeless in California is the highest in the nation.<sup>2</sup>

**MOTIVATION FOR RESEARCH** The purpose of the survey described in this report was to provide the City of Glendora with a *statistically reliable* profile of residents’ perceptions, opinions, behaviors, and concerns as they relate to homelessness in Glendora and potential strategies for addressing homelessness and related issues. Have residents noticed a change in the amount of homeless in the City? What do they think are the main causes of homelessness, and how do they perceive homeless individuals? What organizations do they think should be leading the effort to address homelessness? What do they think are the most effective strategies for reducing homelessness in Glendora? Answers to these and related questions will provide the City of Glendora with the information it needs to formulate effective strategies and policies for addressing homelessness in the city.

**OVERVIEW OF METHODOLOGY** A full description of the methodology used for this study is included later in this report (see *Methodology* on page 30). In brief, the survey was administered to a random sample of 883 adults who reside within the City of Glendora. The survey followed a mixed-method design that employed multiple recruiting methods (email and telephone) and multiple data collection methods (telephone and online). Administered between November 7 and November 20, 2019, the average interview lasted 13 minutes.

**ORGANIZATION OF REPORT** This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well

1. Source: California Department of Finance estimate for January 2019.

2. Sources: US Department of Housing and Urban Development (2017-2018) and *A Snapshot of Homelessness in California*, Public Policy Institute of California (February 2019).

as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 33), and a complete set of crosstabulations for the survey results is contained in Appendix A.

**ACKNOWLEDGEMENTS** True North thanks the City of Glendora for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city representatives and staff improved the overall quality of the research presented here.

**DISCLAIMER** The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Glendora. Any errors and omissions are the responsibility of the authors.

**ABOUT TRUE NORTH** True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies—including more than 350 studies for California municipalities and special districts.



## KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of Glendora with a statistically reliable understanding of its residents' awareness, opinions, and concerns regarding homelessness. As such, it can provide the City with information needed to make sound, strategic decisions regarding strategies for addressing homelessness. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

*Do residents perceive homelessness to be a growing problem in Glendora?*

The results of the survey make it clear that homelessness is a top-of-mind concern for many Glendora residents, and it is an issue that has grown in importance over the past three years.

When asked in an open-ended manner what change the City could make to improve the quality of life in Glendora, addressing homeless issues/poverty was by far the most common response in 2019 (27%), followed by improving streets, roads, and infrastructure (14%), limiting growth/development and preserving Glendora's small-town feel (12%), and improving public safety and police services (9%). When the same question was asked of residents just one year earlier (2018) and in 2016, the corresponding percentage of respondents who mentioned addressing homelessness/poverty was 8% and 2%, respectively.

Homeless people also topped the list of perceived 'big problems' in the City of Glendora when respondents were asked to rate various specific problems including speeding vehicles, traffic congestion, and code enforcement issues.

The increased saliency of homelessness as an issue is a direct reflection of what most residents perceive to be a growing problem in the City. Nearly two-thirds of respondents (62%) indicated that they encounter homeless people in Glendora at least several times per week. When asked whether they thought the amount of homeless people in Glendora had increased, decreased, or stayed about the same during the prior three year period, more than two-thirds (69%) of respondents indicated the number had increased, whereas 18% perceived it to be about the same. Just 2% felt that the homeless population in Glendora had decreased during this period, while an additional 11% were unsure or preferred to not answer the question. Its also worth noting the most residents view this to be an *imported* problem (i.e., individuals came to Glendora after becoming homeless), rather than a home-grown problem.

*How do residents view homeless people?*

As a group, Glendora residents have a mixed view of homeless people. Nearly three-quarters of respondents agreed that homeless people represent a threat to public health (73%) and a majority perceived that homeless people are more dangerous than the average person (55%). That



said, more than six-in-ten were also of the opinion that with a little help, many homeless can get back on their feet (62%) and most homeless are good people, but they have fallen on hard times (62%).

What appears to be somewhat mixed opinions when viewed in the aggregate becomes a bit more clear when attitudes about homeless people are examined at the *individual* respondent level. Overall, Glendora residents can be segmented into three subgroups based on how they characterize homeless people—with 36% being generally negative in their views of homeless people, 33% being generally positive, and 29% being generally neutral due to mixed responses. This segmentation scheme proves to be quite useful in understanding the connection between perceived causes of homelessness and support for specific strategies for addressing the problem, as described in more detail in the following sections.

*What do residents perceive to be the primary causes of homelessness?*

When asked to rate a list of potential causes of homelessness, three items were widely perceived to be *big* factors: drug addition or abuse (71%), mental illness (69%), and alcohol addiction or abuse (66%). Making bad decisions (39%) and a shortage of affordable housing (41%) were also listed as big factors by approximately four-in-ten Glendora residents. At the other end of the spectrum, less than one-quarter of Glendora residents viewed laziness (24%), a shortage of good paying jobs (19%), and bad luck (10%) as being big factors in causing homelessness.

The perceived causes of homelessness appear to shape how an individual views homeless people in general. Indeed, it is striking that those who hold a generally negative view of homeless individuals are far more likely than their counterparts to view drug and alcohol abuse, making bad decisions, and laziness as big factors in causing homelessness. Those with a generally positive view of homeless people, meanwhile, are far more likely than their counterparts to cite a shortage of affordable housing, a shortage of good paying jobs, and back luck as big factors in causing homelessness.

*Which organizations do residents think should be responsible for addressing homelessness?*

Although certain types of issues obviously fall within the purview of a particular agency to solve, homelessness does not fit that model. With that in mind, the survey asked Glendora residents to rate the role that various agencies should play in addressing homelessness. The State of California and the County of Los Angeles were widely viewed as having the most responsibility for addressing the homeless problem, with 67% of respondents indicating that both should play a big role. Approximately half of respondents also indicated that the City of Glendora (51%) and the Federal Government (48%) should play a big role in addressing the homeless problem, whereas 37% assigned community-based organizations and churches to the same role. When compared to the other organizations tested, fewer residents (16%) felt that the business community should play a big role in addressing homelessness.

Here again we see interesting differences in opinion based on one's general attitude toward homeless people. Whereas those with a generally positive view of the homeless spread the responsibility for addressing homelessness widely, those with a negative view were more likely to focus the responsibility on the State of California, the County of Los Angeles, and the City of Glendora.

*Which strategies do Glendora residents generally support for addressing homelessness?*

Recent court rulings (and the Supreme Court's decision not to hear an appeal in the landmark case *The City of Boise vs. Martin*) make it clear that homeless people have the right to camp on public property if there is no alternative shelter made available to them by a city or county government. In other words, a city can prohibit homeless camping on public property only when alternative shelter is made available. Less than half of Glendora residents (46%) were aware of this ruling prior to taking the survey.

After informing respondents of the aforementioned court ruling, the survey sought to gauge their level of support for various strategies that could be used to address homelessness in the city. By far, the most widespread support was found for three strategies: Providing counseling and rehabilitation for drug and alcohol addiction (88% support), providing funding for mental health facilities (83%), and joining with other cities and the County to create more regional homeless shelters (82%). A majority of Glendora residents also supported providing housing for homeless people who lived in Glendora prior to being homeless (66%), incentivizing under-performing hotels and motels to accept temporary housing vouchers (56%), and creating a temporary homeless shelter in Glendora (50%).

When compared to the other strategies tested, fewer residents supported providing rent subsidies to the homeless (49%), building additional low-income housing in Glendora (42%), and expanding the number of homeless people who receive welfare benefits (37%).

Interestingly, those who held a generally negative view of homeless people and those who characterize homelessness as a big problem in Glendora were typically the *least* supportive of any of the strategies noted above. They were, however, the strongest supporters of strategies designed to *discourage* homeless individuals from camping in certain areas of the city—including enforcing a no tolerance policy for any bad behavior related to drugs, alcohol, littering and panhandling, enhancing lighting in public areas to discourage people from sleeping in these areas, closing certain parks to the public so they can't be used for camping, and modifying street benches to make it uncomfortable to lie down on them.

*What is the support for potential funding solutions?*

Regardless of the strategies taken, addressing homelessness in Glendora will be costly. When presented with a short list of potential funding solutions, support was most commonly found for the City working with non-profit organizations to raise private funds for the development of low-income housing in Glendora (62%) and seeking grant money to build emergency homeless shelters in the City of Glendora (54%).

Less than half of residents surveyed supported the remaining strategies tested, including providing incentives to developers to build more affordable low-income housing in Glendora (42%), raising local taxes by \$50 per year for residents and local businesses to address homelessness (34%), and diverting a portion of the funding that currently goes to other city services like street maintenance, parks, and police to build homeless shelters (18%).

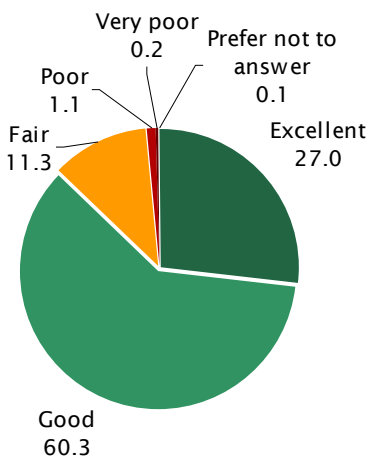
# QUALITY OF LIFE & LOCAL ISSUES

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in the City of Glendora and identify local issues of concern.

**QUALITY OF LIFE** At the outset of the survey, respondents were asked to rate the quality of life in the City, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, the vast majority of respondents shared favorable opinions of the quality of life in Glendora, with 27% reporting it is excellent and 60% stating it is good. Eleven percent (11%) of residents indicated the quality of life in the City is fair, whereas just 1% used poor or very poor to describe quality of life in the City.

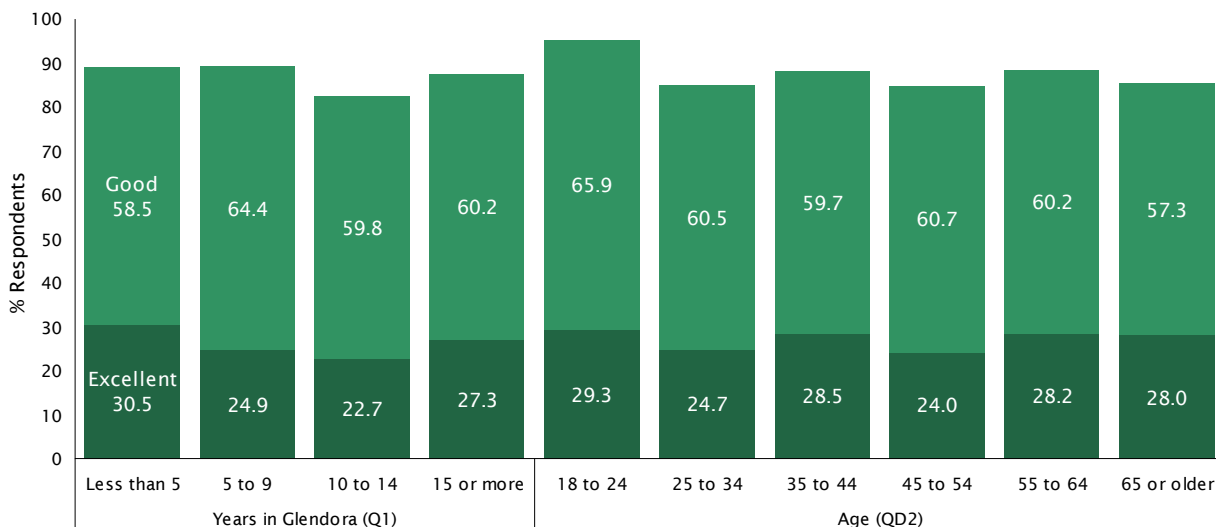
**Question 2** *How would you rate the overall quality of life in Glendora? Would you say it is excellent, good, fair, poor or very poor?*

**FIGURE 1 QUALITY OF LIFE**

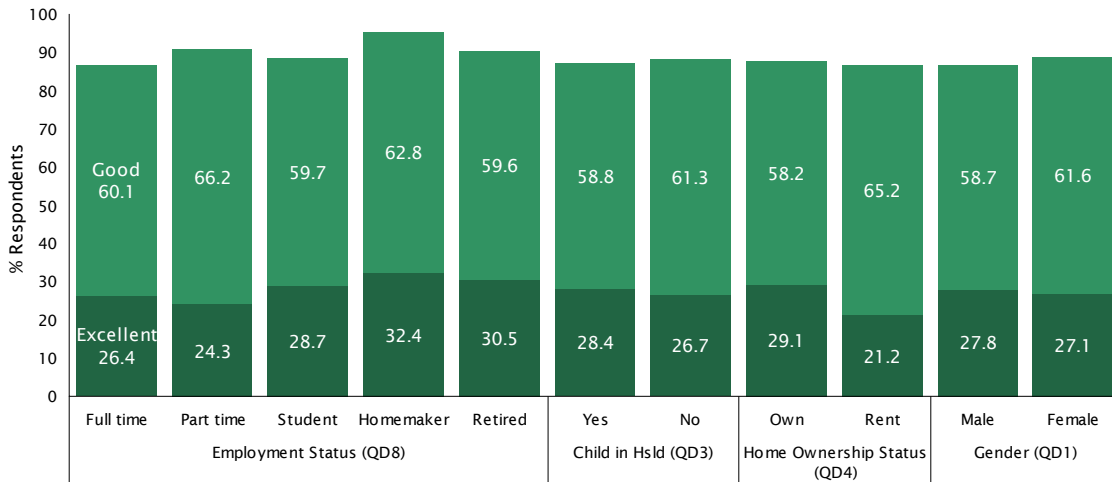


Figures 2 and 3 show how ratings of the quality of life in the City varied by years of residence in Glendora, age of the respondent, employment status, presence of a child in the home, home ownership status, and gender. Although there was some variation in opinion (e.g., residents 18 to 24 years of age were more likely than their older counterparts to rate the quality of life as excellent or good), the most striking pattern in these figures is the relative consistency of opinion. Regardless of subgroup category, at least eight-in-ten respondents held a positive assessment of the quality of life in Glendora.

**FIGURE 2 QUALITY OF LIFE BY YEARS IN GLENDORA & AGE**



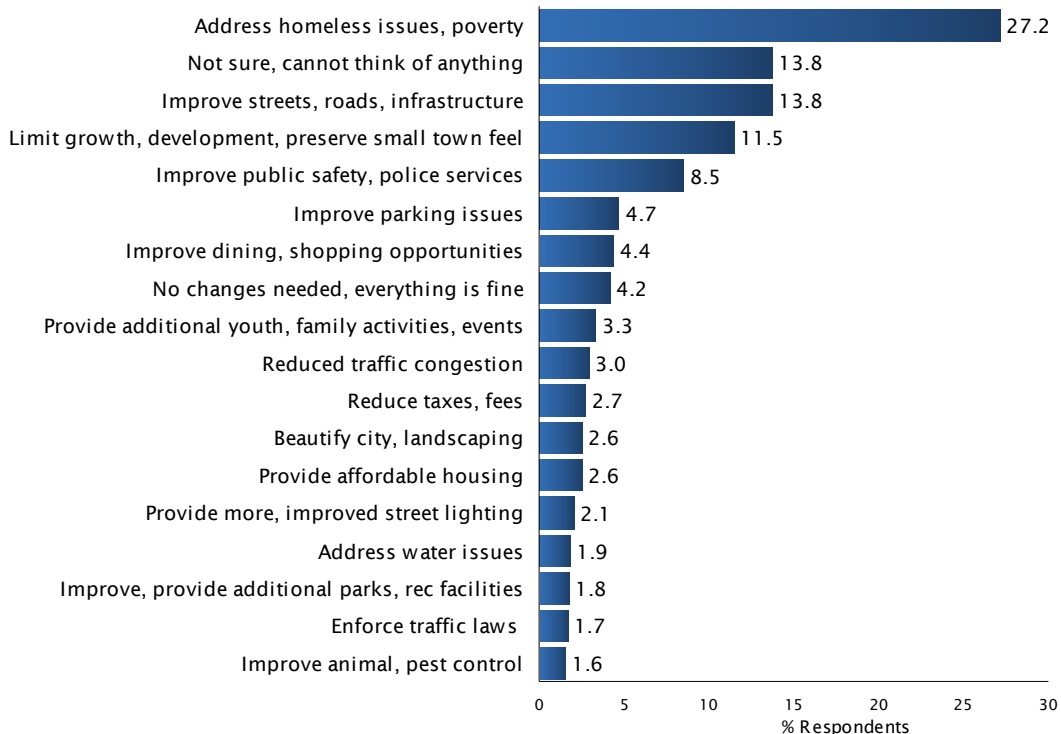
**FIGURE 3 QUALITY OF LIFE BY EMPLOYMENT STATUS, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER**



**WAYS TO IMPROVE QUALITY OF LIFE** Respondents were next asked to indicate the one thing that city government could *change* to make Glendora a better place to live, now and in the future. Question 3 was posed in an open-ended manner, allowing residents to mention any aspect or attribute that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 4.

**Question 3** *If the city government could change one thing to make Glendora a better place to live now and in the future, what change would you like to see?*

**FIGURE 4 CHANGES TO IMPROVE CITY**



Eighteen percent (18%) of residents surveyed indicated they were unsure of a change that would make Glendora a better place to live (14%) or desired no changes from the City (4%). Of the specific suggestions, addressing homeless issues/poverty was by far the most common (27%), followed by improving streets, roads, and infrastructure (14%), limiting growth/development and preserving Glendora’s small-town feel (12%), and improving public safety and police services (9%). All other improvements were mentioned by less than 5% of respondents.

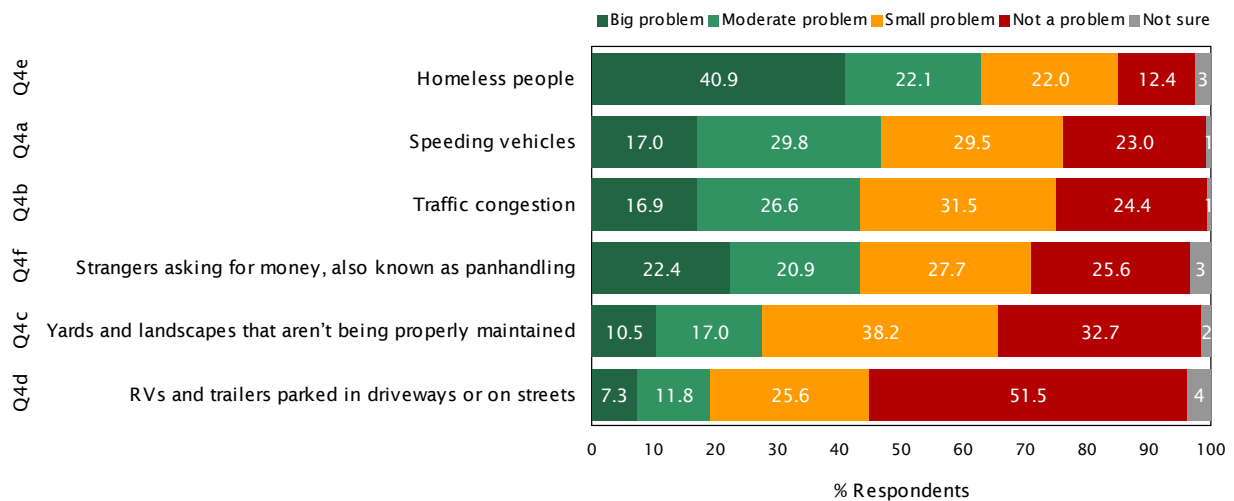
It is worth noting that in addition to topping the list of suggested ways the City could improve the quality of life in Glendora in 2019, addressing homelessness has also increased in saliency with Glendora residents over time. When the same question was asked of residents just one year earlier (2018) and in 2016, the corresponding percentage of respondents who mentioned addressing homelessness/poverty was 8% and 2%, respectively.

**LOCAL ISSUES** The survey next presented respondents with the six issues shown to the left of Figure 5 and asked, for each, whether the issue is a big problem, moderate problem, small problem, or not a problem in the City of Glendora. The order of the issues was randomized for each respondent to avoid a systematic position bias.

The most commonly perceived problem in Glendora among those tested was homeless people (cited by 63% as a big or moderate problem), followed by speeding vehicles (47%), traffic congestion (44%), and strangers asking for money/panhandling (43%). For the interested reader, Tables 1 and 2 on the next page show the percentage of respondents who perceived each issue as a *big* problem by their length of residence and age. When compared to their respective counterparts, those who had lived in Glendora between 10 and 14 years, as well as those between the ages of 45 to 54, were the most likely to perceive homeless people to be a big problem in the City.

**Question 4** *As I read the following issues, please indicate whether each issue is a big problem, a moderate problem, a small problem, or not a problem in the City of Glendora.*

**FIGURE 5 PERCEPTION OF ISSUES IN GLENDORA**



**TABLE 1 PERCEPTION OF ISSUES IN GLENDORA BY YEARS IN GLENDORA (SHOWING % BIG PROBLEM)**

	Years in Glendora (Q1)			
	Less than 5	5 to 9	10 to 14	15 or more
Homeless people	34.0	41.8	48.8	41.7
Strangers asking for money, panhandling	15.3	23.2	25.0	24.2
Speeding vehicles	14.6	16.8	19.6	17.1
Traffic congestion	8.8	14.6	14.5	21.1
Yards, landscapes not properly maintained	9.5	5.9	5.9	13.0
RVs, trailers parked in driveways, streets	8.6	8.1	6.6	6.7

**TABLE 2 PERCEPTION OF ISSUES IN GLENDORA BY AGE (SHOWING % BIG PROBLEM)**

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Homeless people	14.6	43.2	48.6	54.6	42.6	33.0
Strangers asking for money, panhandling	9.8	24.7	20.8	35.0	25.5	13.8
Speeding vehicles	7.3	14.8	17.4	14.2	18.1	25.7
Traffic congestion	19.5	12.3	10.4	15.3	20.4	22.5
Yards, landscapes not properly maintained	7.3	7.4	10.4	9.3	13.4	13.3
RVs, trailers parked in driveways, streets	0.0	8.6	6.3	10.4	8.3	7.3

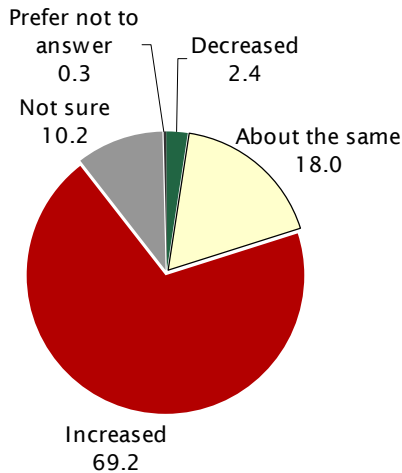
## PERCEPTIONS & ATTITUDES

Having unobtrusively measured the extent to which residents view homelessness to be an issue in the City, the survey transitioned to a series of more direct questions about the perceived trajectory and causes of homelessness, as well as how residents view homeless individuals.

**HAS THE AMOUNT OF HOMELESS PEOPLE CHANGED?** The first question in this series simply asked respondents whether, over the past three years, they perceive that the amount of homeless people in Glendora has decreased, stayed about the same, or increased. As shown in Figure 6 below, more than two-thirds (69%) of respondents perceived that the amount of homeless in the City of Glendora had increased during the past three years, whereas 18% perceived it to be about the same. Just 2% felt that the homeless population in Glendora had decreased during this period, while an additional 11% were unsure or preferred to not answer the question.

**Question 5** *Over the past three years, would you say the amount of homeless people in the City of Glendora has decreased, stayed about the same, or increased?*

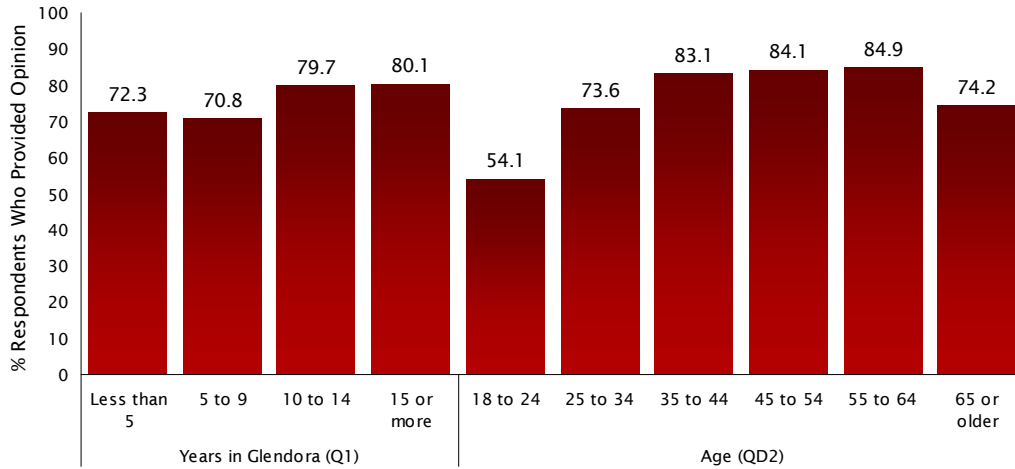
**FIGURE 6 OPINION OF NUMBER OF HOMELESS IN CITY**



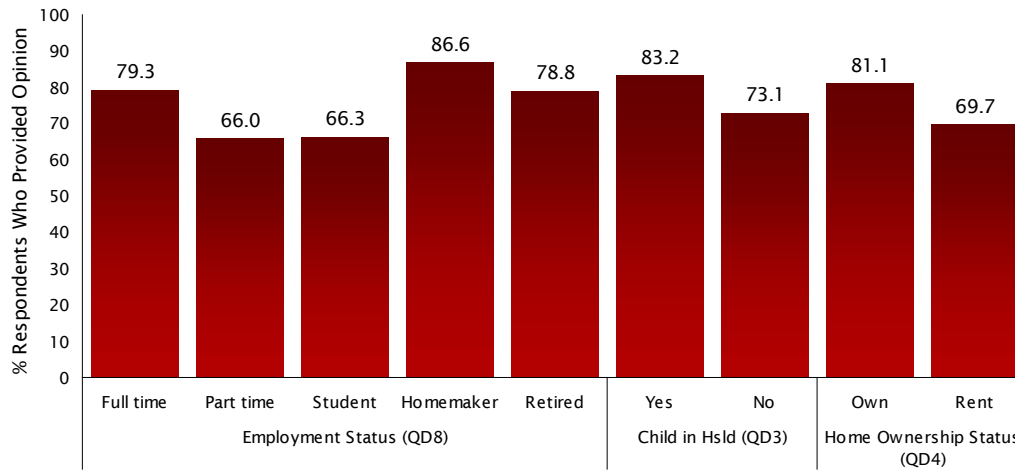
Figures 7-9 show how the percentage of respondents who perceived the number of homeless in Glendora to have increased during the past three years varied by length of residence, age, employment status, presence of a child in the home, home ownership, their general opinion of homeless individuals, the extent to which they perceive homelessness to be a problem in Glendora, and gender.



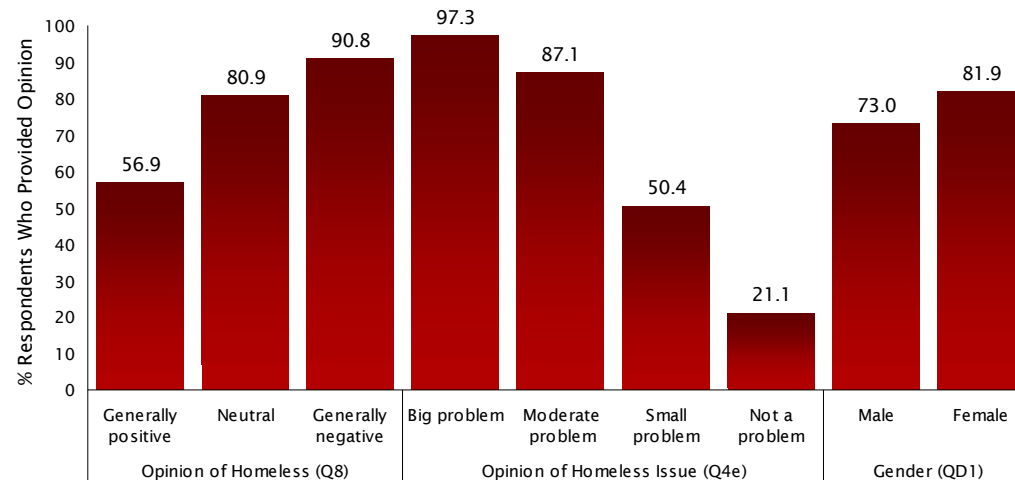
**FIGURE 7 OPINION OF NUMBER OF HOMELESS IN CITY BY YEARS IN GLENDORA & AGE**



**FIGURE 8 OPINION OF NUMBER OF HOMELESS IN CITY BY EMPLOYMENT STATUS, CHILD IN HSLD, & HOME OWNERSHIP STATUS**



**FIGURE 9 OPINION OF NUMBER OF HOMELESS IN CITY BY OPINION OF HOMELESS, OPINION OF HOMELESS ISSUE & GENDER**

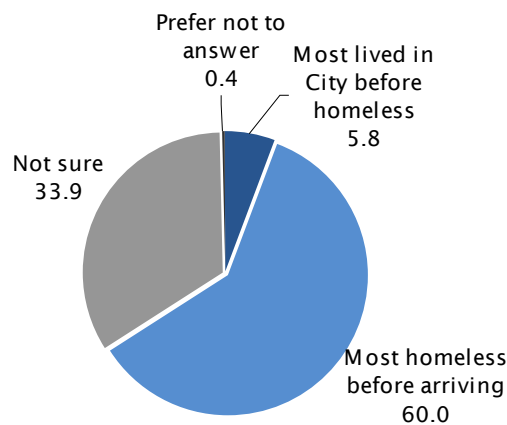


**FROM WHERE DO GLENDORA'S HOMELESS ORIGINATE?** Respondents were next asked from where they think most of the homeless people currently living in Glendora originate. The majority of respondents (60%) were under the impression that most of Glendora's homeless came to Glendora *after* becoming homeless, whereas just 6% felt that most were living in Glendora *before* they became homeless. Approximately one-third of respondents (34%) were unsure or preferred to not share their opinion.

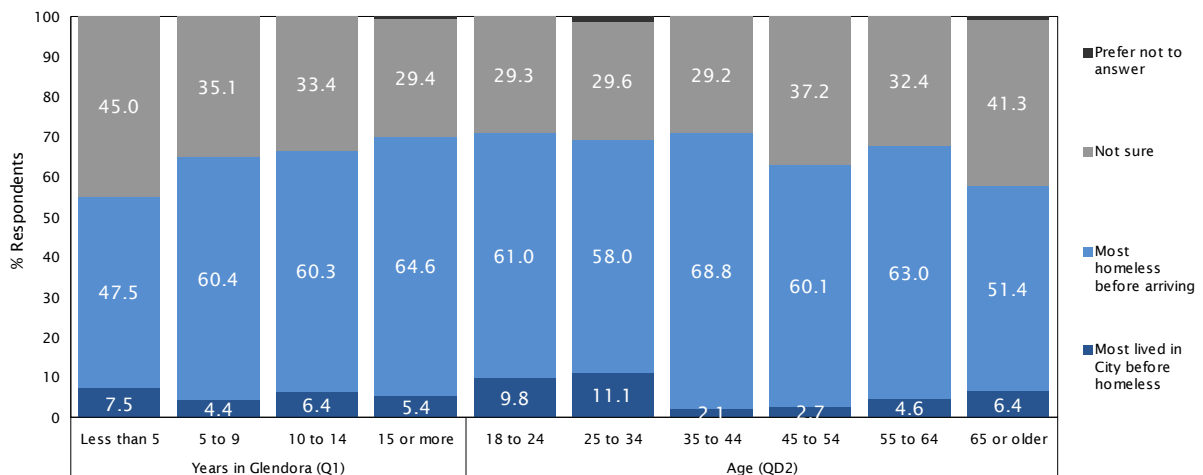
It is noteworthy that the longer an individual had lived in Glendora, the more likely they were to perceive that most of Glendora's homeless became so *before* traveling to Glendora (see Figure 11). There is also a strong correlation between having a generally negative view of homeless people, seeing homelessness to be a big problem in Glendora, and perceiving that most of Glendora's homeless originate from elsewhere (see Figure 13).

**Question 6** *Do you think most of the homeless people currently in Glendora were living in Glendora before they became homeless, or were they homeless before they came to Glendora?*

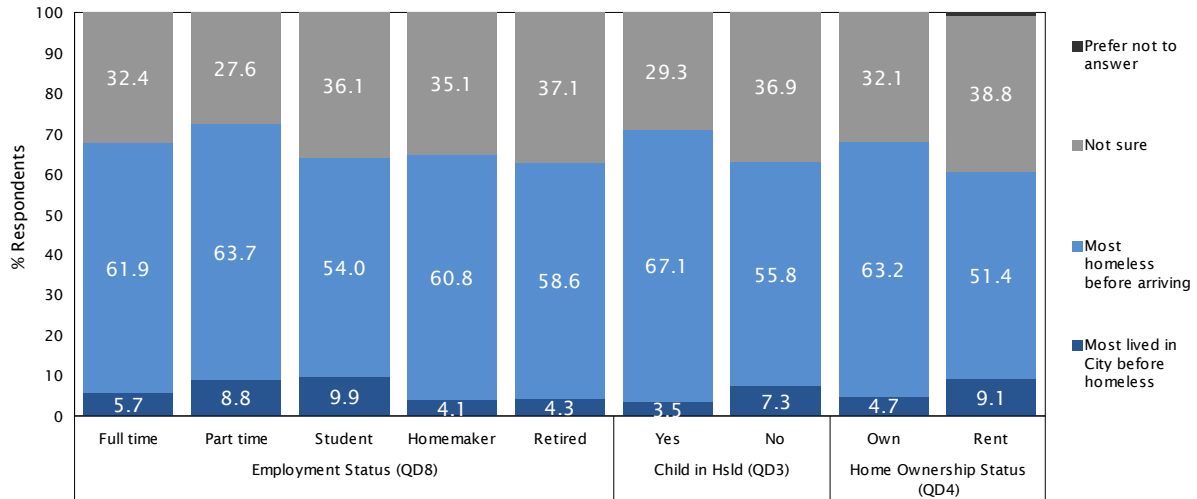
**FIGURE 10 OPINION OF ORIGIN OF HOMELESS CURRENTLY IN GLENDORA**



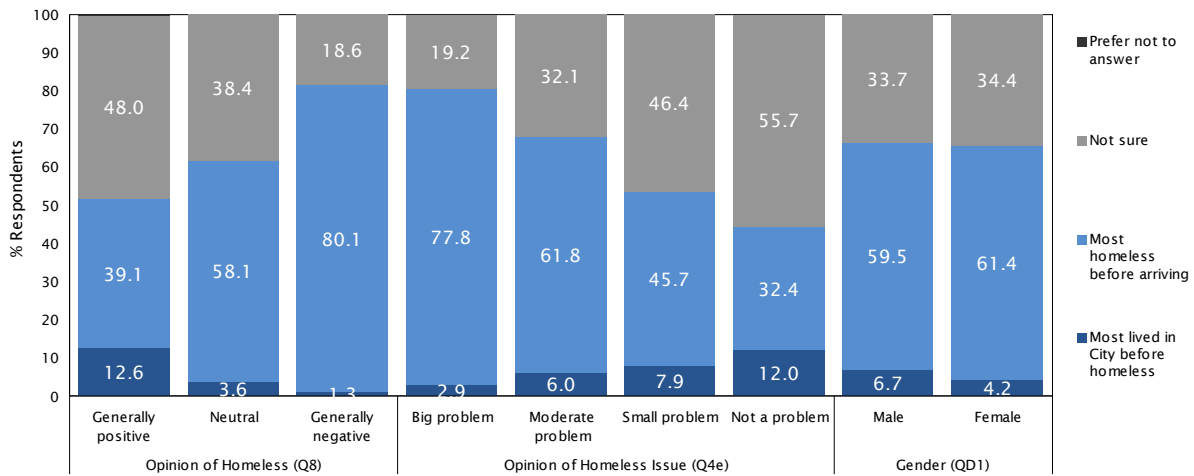
**FIGURE 11 OPINION OF ORIGIN OF HOMELESS CURRENTLY IN GLENDORA BY YEARS IN GLENDORA & AGE**



**FIGURE 12 OPINION OF ORIGIN OF HOMELESS CURRENTLY IN GLENDORA BY EMPLOYMENT STATUS, CHILD IN HSLD & HOME OWNERSHIP STATUS**



**FIGURE 13 OPINION OF ORIGIN OF HOMELESS CURRENTLY IN GLENDORA BY OPINION OF HOMELESS, OPINION OF HOMELESS ISSUE & GENDER**

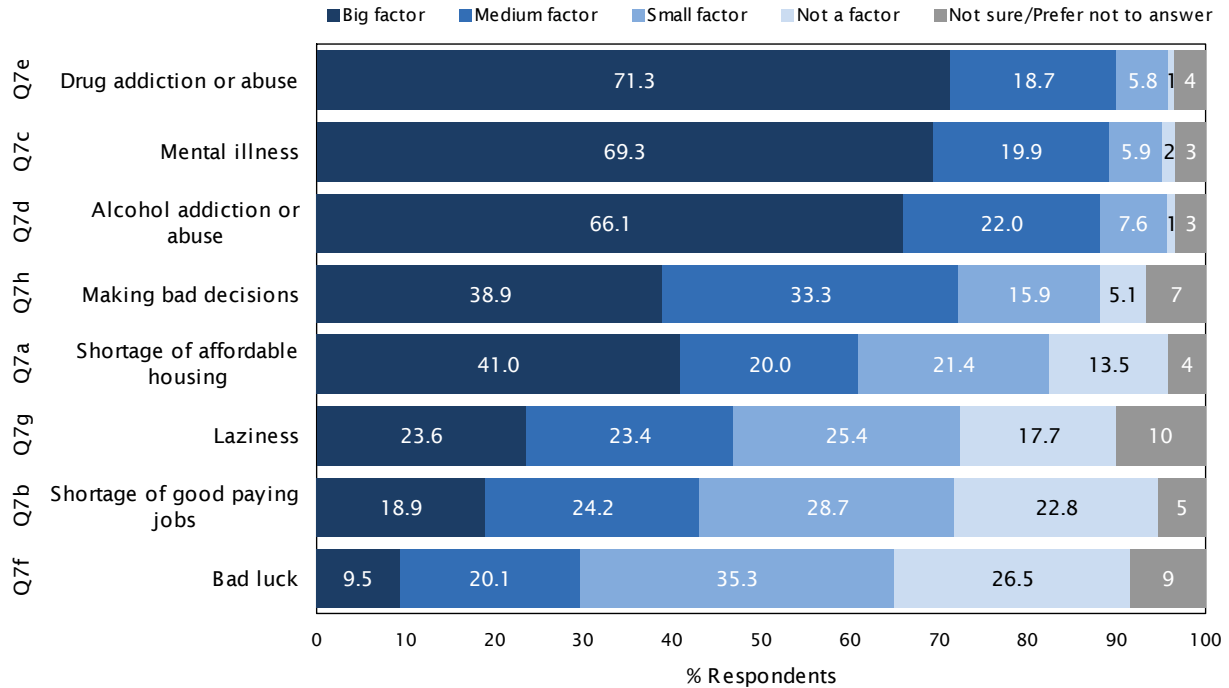


**CAUSES OF HOMELESSNESS** The survey next transitioned to potential causes of homelessness. For each of the items shown on the left of Figure 14 on the next page, residents were asked whether they felt the item was a big factor in causing homelessness, a medium factor, a small factor, or not a factor in causing homelessness. To avoid a systematic position bias, the items were presented in a random order for each respondent.

As shown in the figure, three items were widely perceived to be big factors in causing homelessness: drug addiction or abuse (71%), mental illness (69%), and alcohol addiction or abuse (66%). Making bad decisions (39%) and a shortage of affordable housing (41%) were also listed as big factors by approximately four-in-ten Glendora residents. At the other end of the spectrum, less than one-quarter of Glendora residents viewed laziness (24%), a shortage of good paying jobs (19%), and bad luck (10%) as being big factors in causing homelessness.

**Question 7** Next, I'm going to read a short list of items that some say can be causes homelessness. For each that I read, please tell me whether you think it is a big factor in causing homelessness, a medium factor, a small factor, or not a factor in causing homelessness.

**FIGURE 14 OPINION OF FACTORS REGARDING HOMELESSNESS**



For the interested reader, Tables 3-5 show how the perceived causes of homelessness varied by subgroup. It is striking that those who hold a generally negative view of homeless individuals are far more likely than their counterparts to view drug and alcohol abuse, making bad decisions, and laziness as big factors in causing homelessness. Those with a generally positive view of homeless people, meanwhile, are far more likely than their counterparts to cite a shortage of affordable housing, a shortage of good paying jobs, and back luck as big factors in causing homelessness.

**TABLE 3 OPINION OF FACTORS REGARDING HOMELESSNESS BY YEARS IN GLENDORA (SHOWING % BIG FACTOR)**

	Years in Glendora (Q1)			
	Less than 5	5 to 9	10 to 14	15 or more
Drug addiction or abuse	70.1	80.4	78.3	67.9
Mental illness	74.5	70.5	55.9	69.8
Alcohol addiction or abuse	65.9	66.1	75.5	64.3
Shortage of affordable housing	46.3	46.9	40.9	37.2
Making bad decisions	38.5	40.6	33.5	39.7
Laziness	24.4	24.1	23.8	22.9
Shortage of good paying jobs	23.2	14.5	20.6	18.0
Bad luck	12.7	9.9	5.6	8.7

**TABLE 4 OPINION OF FACTORS REGARDING HOMELESSNESS BY AGE (SHOWING % BIG FACTOR)**

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Drug addiction or abuse	51.2	77.8	79.9	77.6	74.5	61.9
Mental illness	56.1	76.5	75.0	73.8	73.6	58.7
Alcohol addiction or abuse	48.8	69.1	75.7	72.1	70.4	56.4
Shortage of affordable housing	63.4	51.9	38.2	34.4	35.2	33.9
Making bad decisions	43.9	34.6	47.9	38.3	42.6	29.8
Laziness	19.5	21.0	29.2	28.4	23.1	18.8
Shortage of good paying jobs	29.3	27.2	15.3	15.8	15.3	16.1
Bad luck	17.1	8.6	8.3	8.2	10.6	6.9

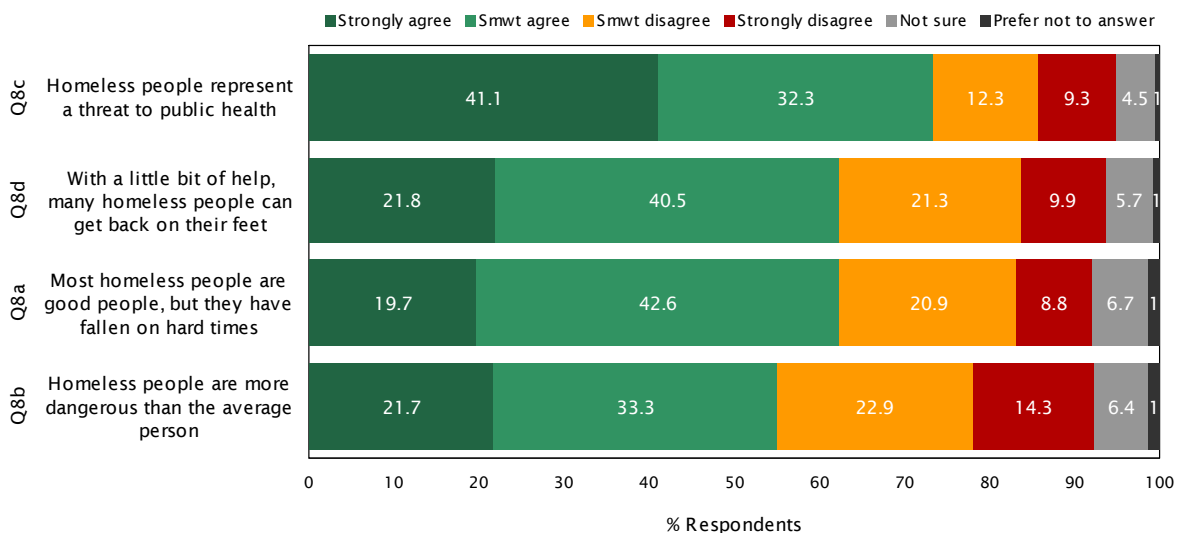
**TABLE 5 OPINION OF FACTORS REGARDING HOMELESSNESS BY OPINION OF HOMELESS & OPINION OF HOMELESS ISSUE (SHOWING % BIG FACTOR)**

	Opinion of Homeless (Q8)			Opinion of Homeless Issue (Q4e)			
	Generally positive	Neutral	Generally negative	Big problem	Moderate problem	Small problem	Not a problem
Drug addiction or abuse	54.5	71.4	87.1	84.5	70.5	64.5	49.9
Mental illness	62.6	68.9	75.6	79.4	65.7	60.2	63.0
Alcohol addiction or abuse	49.2	66.3	82.8	80.9	62.2	59.9	44.7
Shortage of affordable housing	69.0	39.4	16.5	27.8	45.3	50.9	57.4
Making bad decisions	23.4	38.3	54.7	51.1	36.5	31.4	21.2
Laziness	9.9	20.8	38.6	33.9	18.8	19.0	10.9
Shortage of good paying jobs	34.2	18.2	6.3	14.2	15.9	24.5	27.7
Bad luck	16.6	6.8	5.6	6.4	7.3	17.1	11.3

**VIEWS OF HOMELESS PEOPLE** The final question in this series presented respondents with each of the statements about homeless people shown to the left of Figure 15 and asked the extent to which they personally agreed or disagreed with each statement. The results indicate that Glendora residents often have a mixed and somewhat nuanced view of homeless people. Nearly three-quarters of respondents agreed that homeless people represent a threat to public health (73%) and a majority perceived that homeless people are more dangerous than the average person (55%). That said, more than six-in-ten were also of the opinion that with a little help, many homeless can get back on their feet (62%) and most homeless are good people, but they have fallen on hard times (62%).

**Question 8** Next, I'm going to read you a series of statements. For each, I'd like you to tell me whether you agree or disagree with the statement.

**FIGURE 15 AGREEMENT WITH STATEMENTS**



To help shed light on how Glendora residents view homeless people, True North used the four statements tested in Question 8 to create an index variable. For each statement, respondents' views toward homeless people were assigned a value using the following scale: -2 (most negative), -1 (somewhat negative), +1 (somewhat positive), +2 (most positive). The values for all statements were then summed to define three segments. Those with a total score ranging from +2 to +8 were labeled as *generally positive* in their views of homeless people, whereas those with a score of -2 to -8 were characterized as *generally negative*. Respondents whose summary score ranged between -1 and +1 displayed mixed opinions about homeless people and were accordingly classified as *generally neutral*.

As shown in Figure 16, Glendora residents were fairly evenly divided across the three segments, with a slight lean toward generally negative. Specifically, 36% were generally negative in their views of homeless people, 33% were generally positive, whereas 29% were neutral.

**FIGURE 16 OVERALL OPINION OF HOMELESS**

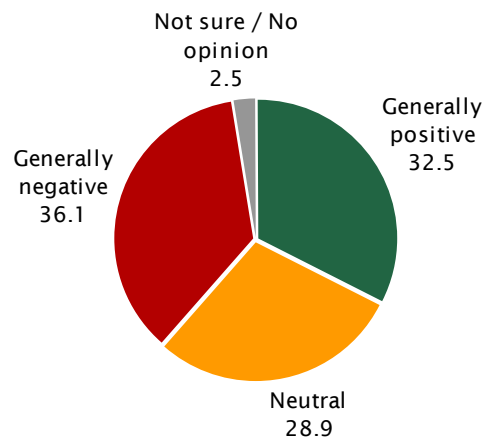


Table 6 on the next page shows how the three segments compare on key attitudinal, behavioral, and demographic characteristics. Here again, we see several stark differences between those who hold negative views of homeless people when compared to those who hold positive views. When compared to their counterparts, those with generally negative views of homeless people were more likely to rate the quality of life in Glendora as fair, poor or very poor, encounter homeless people daily, be 45 years of age or older, have a child in their home, and own their home. Interestingly, those who held generally negative opinions of homeless people were also more likely to report being a member of a volunteer group in Glendora, a member of a church in Glendora, and had a slightly higher rate of having a family member who is/has been homeless.

**TABLE 6 OVERALL OPINION OF HOMELESS: DEMOGRAPHIC PROFILE**

	Overall	Opinion of Homeless (Q8)		
		Generally positive	Neutral	Generally negative
<b>Years in Glendora (Q1)</b>				
Less than 5	20.2	25.3	18.1	16.7
5 to 9	14.9	15.0	14.0	15.1
10 to 14	10.8	10.2	9.7	12.7
15 or more	54.1	49.5	58.3	55.4
<b>Quality of Life (Q2)</b>				
Excellent	27.0	30.3	29.2	21.9
Good	60.4	60.3	60.7	60.1
Fair, Poor, Very poor	12.6	9.5	10.1	18.0
<b>Frequency of Encounters With Homeless (Q9)</b>				
Every day	33.1	17.1	28.6	51.1
A few x per wk	33.2	26.8	40.2	33.8
A few x per mo	15.5	25.0	14.1	8.0
< A few x per mo	18.2	31.1	17.1	7.1
<b>Gender (QD1)</b>				
Male	50.4	47.6	49.8	53.0
Female	49.6	52.4	50.2	47.0
<b>Age (QD2)</b>				
18 to 24	11.5	23.3	6.8	3.9
25 to 34	14.8	16.4	15.8	11.2
35 to 44	15.6	11.0	16.5	19.2
45 to 54	20.4	16.8	17.3	26.5
55 to 64	17.6	16.1	17.8	19.9
65 or older	20.1	16.5	25.8	19.4
<b>Child in Hsld (QD3)</b>				
Yes	37.2	28.1	37.6	43.9
No	62.8	71.9	62.4	56.1
<b>Employment Status (QD8)</b>				
Full time	61.0	59.1	59.1	64.2
Part time	7.6	9.5	8.1	6.1
Student	6.9	11.8	3.4	4.3
Homemaker	4.2	3.5	5.3	3.7
Retired	20.3	16.1	24.1	21.7
<b>Home Ownership Status (QD4)</b>				
Own	74.3	62.2	76.9	82.6
Rent	25.7	37.8	23.1	17.4
<b>Volunteer Group Member (QD5)</b>				
Yes	21.1	16.7	22.8	24.4
No	78.9	83.3	77.2	75.6
<b>Church Member (QD6)</b>				
Yes	36.1	33.3	33.1	41.0
No	63.9	66.7	66.9	59.0
<b>Member of Family Has Been Homeless (QD7)</b>				
Yes	17.1	17.5	13.5	18.6
No	82.9	82.5	86.5	81.4

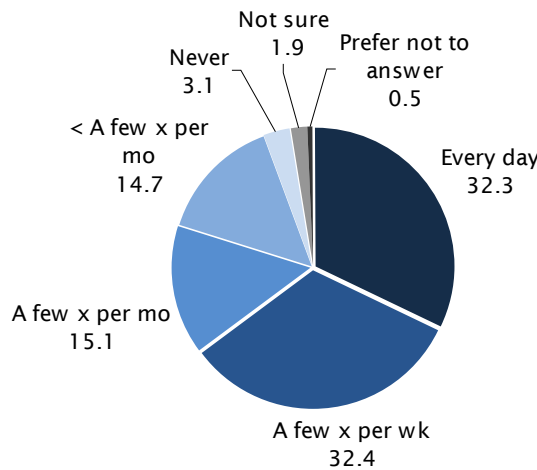
## PERSONAL ACTIONS

Having measured Glendora residents' perceptions of homelessness, their beliefs regarding its causes, as well as their attitudes regarding homeless individuals, the survey transitioned to profiling their personal experiences as they relate to Glendora's homeless.

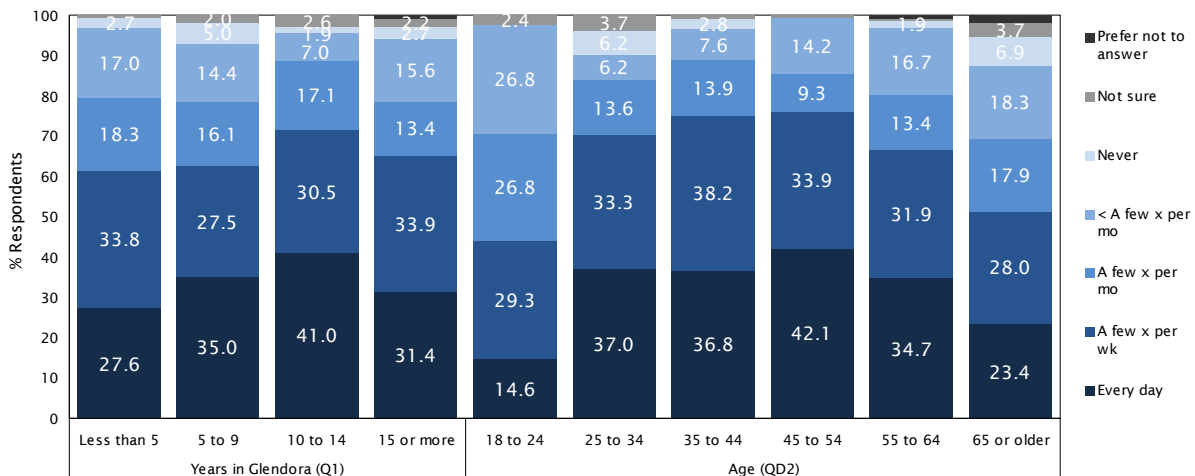
**FREQUENCY OF ENCOUNTERING HOMELESS IN GLENDORA** When asked how frequently they encounter homeless people in Glendora, approximately one-third of respondents said every day (32%), a similar percentage offered that they encounter homeless a few times per week (32%), while nearly one-in-three mentioned that they encounter homeless in Glendora a few times per month (15%) or less often than a few times per month (15%). Just three percent of respondents stated that they never encounter homeless people in Glendora, and 2% were unsure or preferred to not answer the question (Figure 17). Figures 18 and 19 show how frequency of encountering homeless in Glendora varied across subgroups.

**Question 9** *How often do you encounter homeless people in Glendora? Everyday, a few times a week, a few times per month, less often than a few times per month, or never?*

**FIGURE 17 FREQUENCY OF ENCOUNTERS WITH HOMELESS**

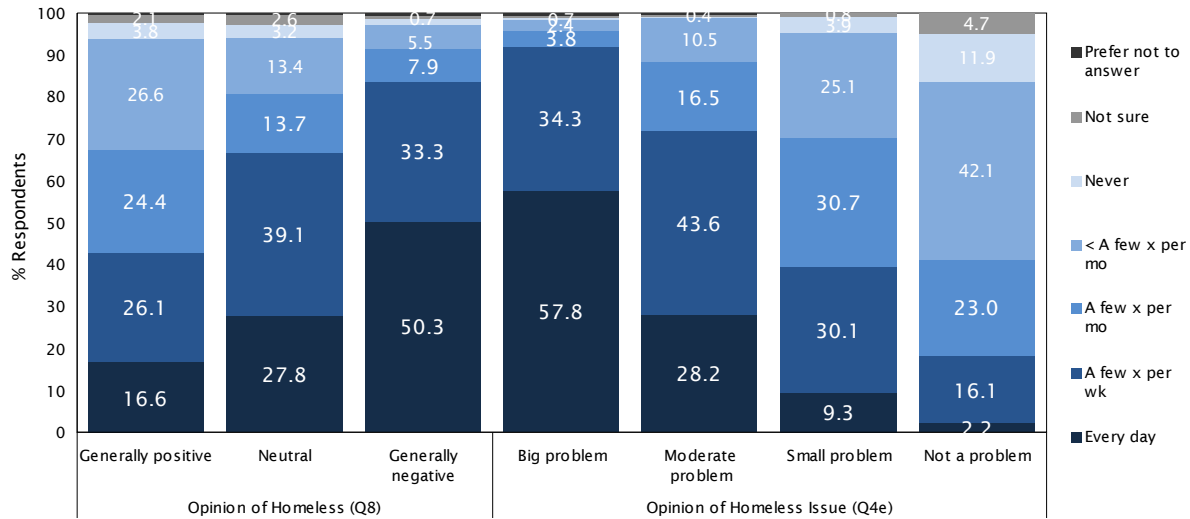


**FIGURE 18 FREQUENCY OF ENCOUNTERS WITH HOMELESS BY YEARS IN GLENDORA & AGE**





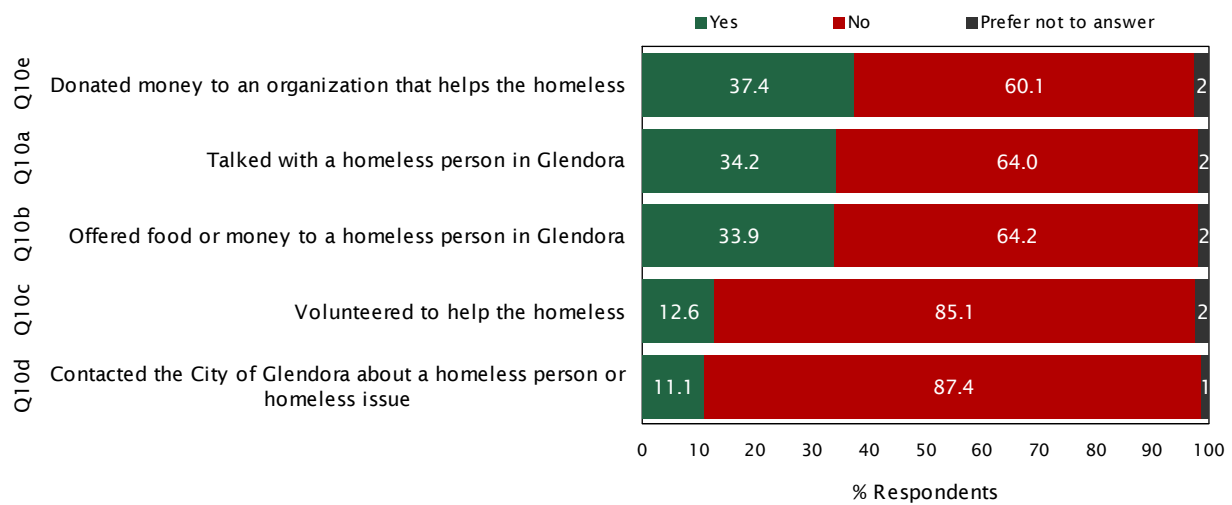
**FIGURE 19 FREQUENCY OF ENCOUNTERS WITH HOMELESS BY OPINION OF HOMELESS & OPINION OF HOMELESS ISSUE**



**PERSONAL ACTIONS RELATED TO HOMELESS** Although the vast majority of Glendora residents reported that they encounter homeless individuals regularly, most indicated that they have not personally taken action related to homeless individuals or homeless issues. Just over one-third of Glendora residents indicated that they have donated money to an organization that helps the homeless (37%), talked with a homeless person in Glendora (34%), and offered food or money to a homeless person in the City (34%). Approximately 13% indicated that they have offered to help the homeless, while 11% reported they have contacted the City of Glendora about a homeless person or homeless issue (Figure 20).

**Question 10** *During the past three months, have you \_\_\_\_\_?*

**FIGURE 20 RECENT INTERACTION REGARDING HOMELESSNESS**



Tables 7 and 8 display the percentage of respondents who reported taking each action within subgroups based on their general opinions of the homeless and their rating of the homeless issue in Glendora.

**TABLE 7 RECENT INTERACTION REGARDING HOMELESSNESS BY OPINION OF HOMELESS (SHOWING % YES)**

	Opinion of Homeless (Q8)		
	Generally positive	Neutral	Generally negative
Donated money to an organization that helps the homeless	43.3	39.3	31.2
Talked with a homeless person in Glendora	40.1	32.8	31.3
Offered food or money to a homeless person in Glendora	45.6	38.0	21.8
Volunteered to help the homeless	18.5	11.8	8.2
Contacted the City of Glendora about a homeless person or homeless issue	2.3	7.9	21.6

**TABLE 8 RECENT INTERACTION REGARDING HOMELESSNESS BY OPINION OF HOMELESS ISSUE (SHOWING % YES)**

	Opinion of Homeless Issue (Q4e)			
	Big problem	Moderate problem	Small problem	Not a problem
Donated money to an organization that helps the homeless	37.9	39.3	38.7	31.8
Talked with a homeless person in Glendora	36.8	39.3	28.6	28.7
Offered food or money to a homeless person in Glendora	30.2	38.6	33.6	40.3
Volunteered to help the homeless	13.2	13.8	9.9	14.0
Contacted the City of Glendora about a homeless person or homeless issue	22.5	5.3	3.3	0.0

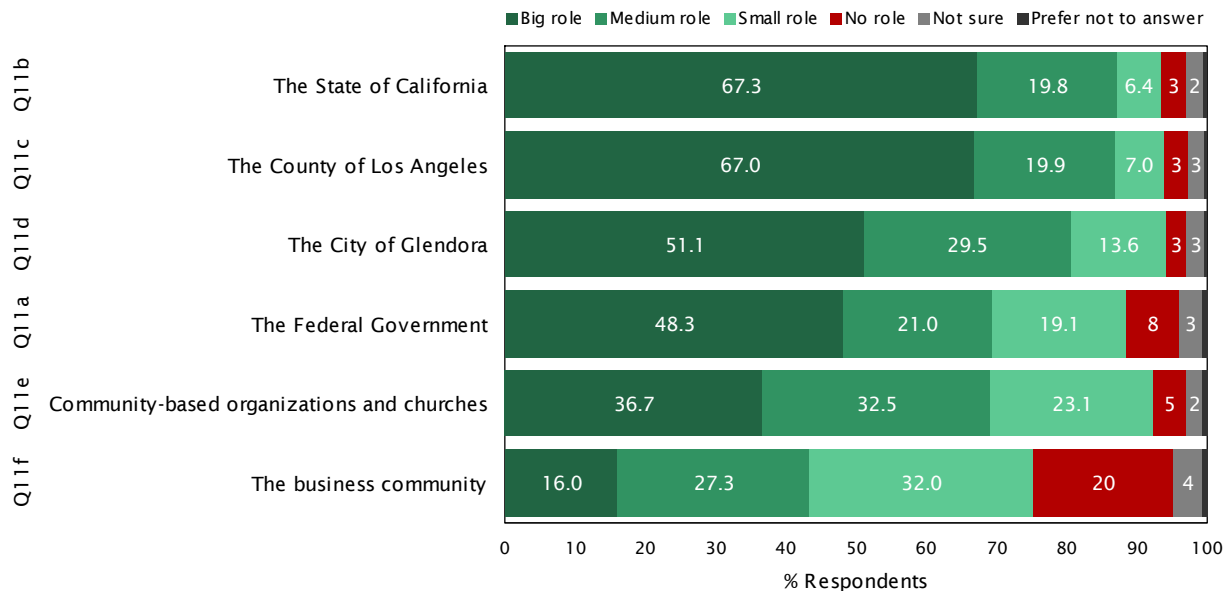
# STRATEGIES FOR ADDRESSING HOMELESSNESS

The final substantive section of the survey focused on potential *solutions* to the homeless problem—including which organizations are most responsible for addressing homelessness, the perceived effectiveness of potential strategies, as well as funding sources.

**WHICH ORGANIZATIONS ARE RESPONSIBLE?** Although certain types of issues obviously fall within the purview of a particular agency to solve, homelessness does not fit that model. With that in mind, the survey asked Glendora residents to rate the role that each of the agencies shown on the left of Figure 21 should play in addressing homelessness. The State of California and the County of Los Angeles were widely viewed as having the most responsibility for addressing the homeless problem, with 67% of respondents indicating that both should play a big role. Approximately half of respondents also indicated that the City of Glendora (51%) and the Federal Government (48%) should play a big role in addressing the homeless problem, whereas 37% assigned community-based organizations and churches to the same role. When compared to the other organizations tested, fewer residents (16%) felt that the business community should play a big role in addressing homelessness.

**Question 11** *I'm interested in which organizations or groups you think should be responsible for addressing the homeless problem. Should \_\_\_\_\_ play a big role, a medium role, a small role, or no role in addressing the homeless problem?*

**FIGURE 21 ORGANIZATIONS RESPONSIBLE FOR ADDRESSING HOMELESS PROBLEM**



Whereas those with a generally positive view of the homeless spread the responsibility for addressing homelessness widely, those with a negative view were more likely to focus the responsibility on the State of California, the County of Los Angeles, and the City of Glendora (see Table 9).

**TABLE 9 ORGANIZATIONS RESPONSIBLE FOR ADDRESSING HOMELESS PROBLEM BY OPINION OF HOMELESS & OPINION OF HOMELESS ISSUE (SHOWING % BIG ROLE)**

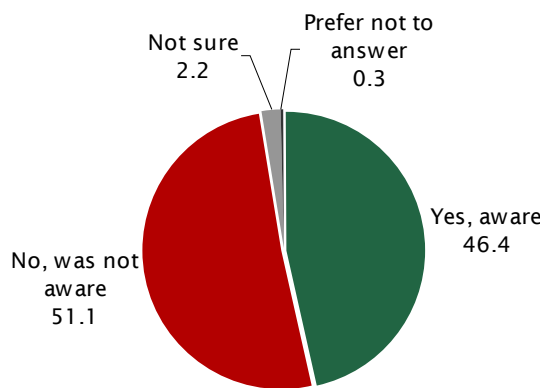
	Opinion of Homeless (Q8)			Opinion of Homeless Issue (Q4e)			
	Generally positive	Neutral	Generally negative	Big problem	Moderate problem	Small problem	Not a problem
The State of California	68.6	64.0	69.5	75.5	66.1	64.3	52.2
The County of Los Angeles	71.0	66.0	64.2	73.2	64.4	65.3	59.8
The City of Glendora	53.5	49.6	51.2	61.2	49.6	43.2	37.1
The Federal Government	56.7	48.1	41.9	50.6	52.5	43.7	44.3
Community-based organizations and churches	53.6	37.5	22.4	28.7	42.2	44.5	39.4
The business community	28.0	13.9	8.0	13.4	17.1	17.2	17.7

**AWARENESS OF COURT RULING ON CAMPING ON PUBLIC PROPERTY** Recent court rulings (and the Supreme Court’s decision not to hear an appeal in the landmark case *The City of Boise vs. Martin*) make it clear that homeless people have the right to camp on public property if there is no alternative shelter made available to them by a city or county government. In other words, a city can prohibit homeless camping on public property *only* when alternative shelter is made available.

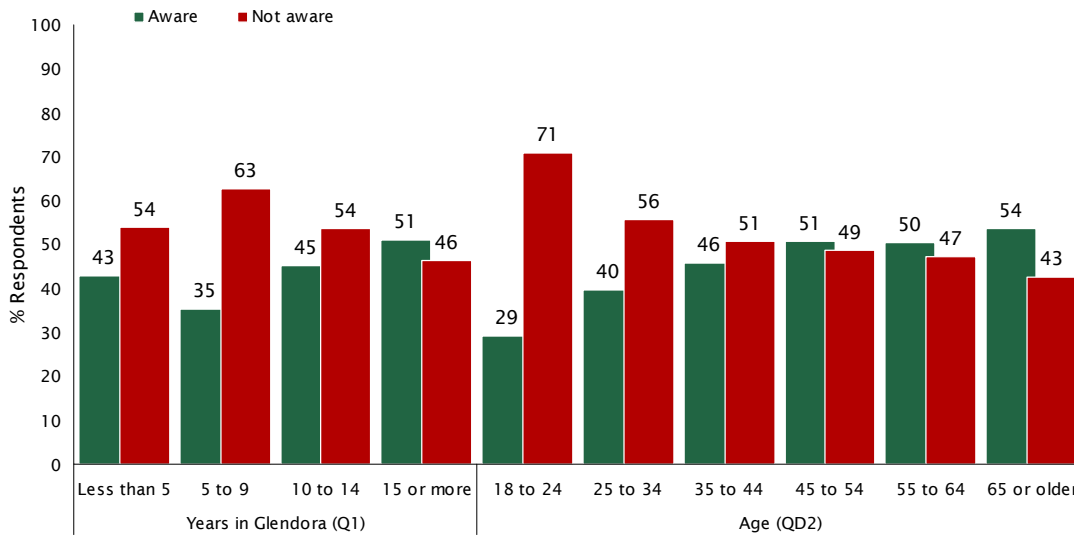
The purpose of Question 12 was both to inform residents of this fact, but also to gauge whether they were aware of the ruling prior to taking the survey. As shown in Figure 22, less than half (46%) of Glendora residents were aware that homeless have the right to camp on public property when no alternative shelter is made available. Awareness was highest among long-time residents, those 45 years of age or older, residents who hold a generally negative view of the homeless, and residents who view homelessness to be a big problem in Glendora (see figures 23 & 24).

**Question 12** *Prior to taking this survey, were you aware that a Federal Court recently ruled that homeless people have the right to camp on public property if there is no alternative shelter made available to them by a city or county government. In other words, a city can prohibit homeless camping on public property only when alternative shelter is made available.*

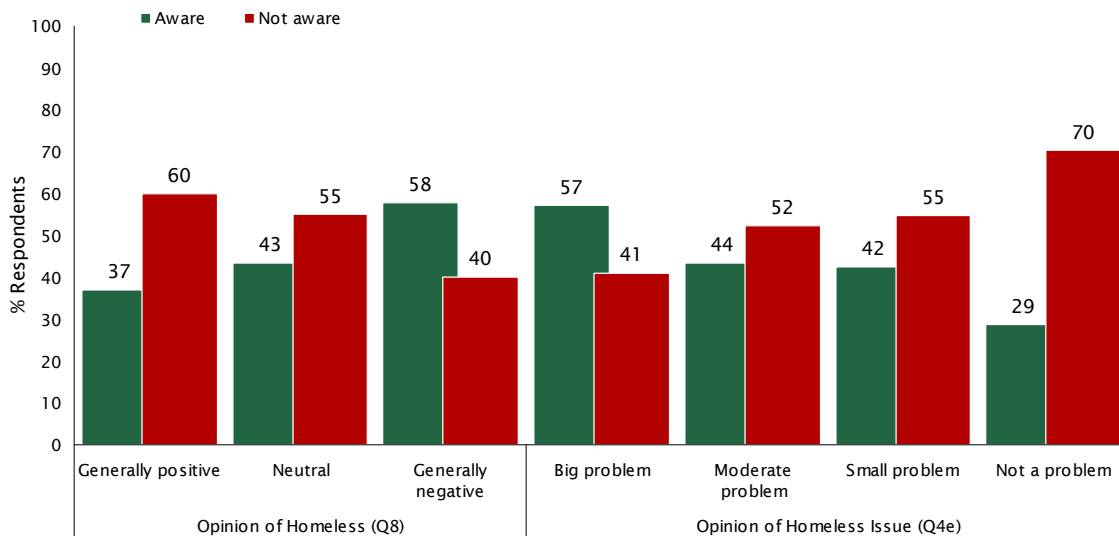
**FIGURE 22 AWARENESS OF HOMELESS RIGHT TO CAMP ON PUBLIC PROPERTY RULED BY FED COURT**



**FIGURE 23 AWARENESS OF HOMELESS RIGHT TO CAMP ON PUBLIC PROPERTY RULED BY FED COURT BY YEARS IN GLENDORA & AGE**



**FIGURE 24 AWARENESS OF HOMELESS RIGHT TO CAMP ON PUBLIC PROPERTY RULED BY FED COURT BY OPINION OF HOMELESS & OPINION OF HOMELESS ISSUE**

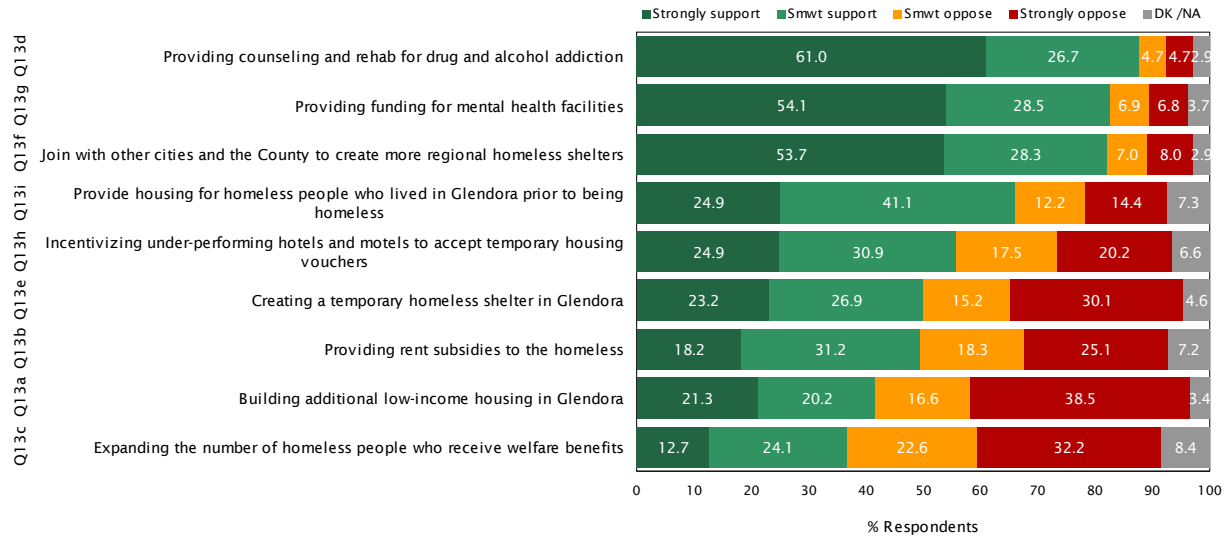


**SUPPORT FOR STRATEGIES FOR ADDRESSING HOMELESSNESS** Having clarified the court ruling that homeless people can't be kept from camping on public property unless alternative shelter is made available, Question 13 went on to measure respondent support for various strategies that could be used to address homelessness in Glendora (see Figure 25).

By far, the most widespread support was found for three strategies: Providing counseling and rehabilitation for drug and alcohol addiction (88% support), providing funding for mental health facilities (83%), and joining with other cities and the County to create more regional homeless shelters (82%).

**Question 13** *Understanding that homeless people can't be kept from camping on public property unless alternative shelter is made available, I'd like to ask about whether you support or oppose several strategies for addressing homelessness in Glendora.*

**FIGURE 25 SUPPORT OF STRATEGIES FOR ADDRESSING HOMELESS IN GLENDORA**



A majority of Glendora residents also supported providing housing for homeless people who lived in Glendora prior to being homeless (66%), incentivizing under-performing hotels and motels to accept temporary housing vouchers (56%), and creating a temporary homeless shelter in Glendora (50%). When compared to the other strategies tested, fewer residents supported providing rent subsidies to the homeless (49%), building additional low-income housing in Glendora (42%), and expanding the number of homeless people who receive welfare benefits (37%).

Interestingly, those who have a generally negative view of homeless people and those who characterize homelessness as a big problem in Glendora were typically the least supportive of any of the strategies tested in Question 13 (see Tables 10 & 11).

**TABLE 10 SUPPORT OF STRATEGIES FOR ADDRESSING HOMELESS IN GLENDORA BY OPINION OF HOMELESS (SHOWING % STRONG & SOMEWHAT)**

	Opinion of Homeless (Q8)		
	Generally positive	Neutral	Generally negative
Providing counseling and rehab for drug and alcohol addiction	95.7	89.7	80.9
Providing funding for mental health facilities	94.4	84.6	72.0
Join with other cities and the County to create more regional homeless shelters	96.8	85.0	68.0
Provide housing for homeless people who lived in Glendora prior to being homeless	83.7	72.1	47.2
Incentivizing under-performing hotels and motels to accept temporary housing vouchers	81.4	55.8	34.2
Creating a temporary homeless shelter in Glendora	78.1	49.5	26.0
Providing rent subsidies to the homeless	77.2	53.8	22.5
Building additional low-income housing in Glendora	71.4	40.4	17.0
Expanding the number of homeless people who receive welfare benefits	64.8	35.3	14.3

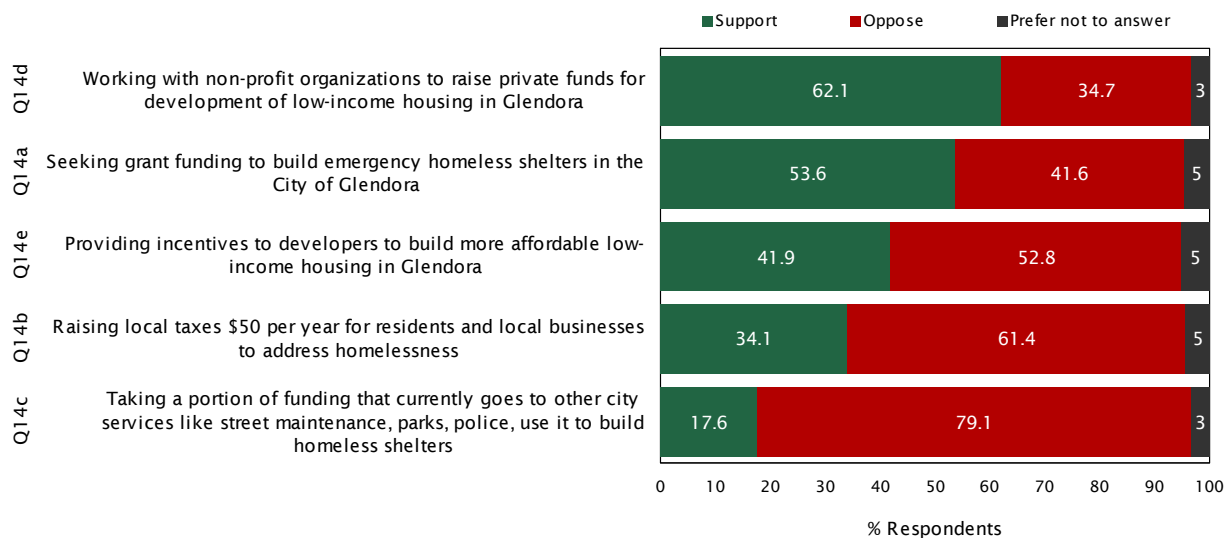
**TABLE 11 SUPPORT OF STRATEGIES FOR ADDRESSING HOMELESS IN GLENDORA BY OPINION OF HOMELESS ISSUE (SHOWING % STRONG & SOMEWHAT)**

	Opinion of Homeless Issue (Q4e)			
	Big problem	Moderate problem	Small problem	Not a problem
Providing counseling and rehab for drug and alcohol addiction	84.3	91.1	91.7	91.7
Providing funding for mental health facilities	78.8	86.3	85.7	85.7
Join with other cities and the County to create more regional homeless shelters	74.9	88.1	87.4	87.4
Provide housing for homeless people who lived in Glendora prior to being homeless	55.9	69.2	73.8	73.8
Incentivizing under-performing hotels and motels to accept temporary housing vouchers	40.4	61.8	67.1	67.1
Creating a temporary homeless shelter in Glendora	34.7	52.3	65.7	65.7
Providing rent subsidies to the homeless	34.4	54.2	60.8	60.8
Building additional low-income housing in Glendora	25.2	39.2	59.7	59.7
Expanding the number of homeless people who receive welfare benefits	22.4	35.8	51.2	51.2

**FUNDING STRATEGIES** Regardless of the strategies taken, addressing homelessness in Glendora will be costly. Question 14 presented respondents with each of the potential funding solutions shown on the left of Figure 26 and simply asked whether they would support or oppose the City taking this approach. Overall, support was most commonly found for the City working with non-profit organizations to raise private funds for the development of low-income housing in Glendora (62%) and seeking grant money to build emergency homeless shelters in the City of Glendora (54%). Less than half of residents surveyed supported the remaining strategies tested, including providing incentives to developers to build more affordable low-income housing in Glendora (42%), raising local taxes by \$50 per year for residents and local businesses to address homelessness (34%), and diverting a portion of the funding that currently goes to other city services like street maintenance, parks, and police to build homeless shelters (18%). Tables 12 and 13 on the next page show how support for the funding solutions varied by respondents' attitudes toward homeless people and their perception of the homeless problem in Glendora.

**Question 14** *How should the City fund strategies for addressing homelessness? Would you support or oppose: \_\_\_\_\_?*

**FIGURE 26 SUPPORT FOR FUNDING STRATEGIES FOR ADDRESSING HOMELESS IN GLENDORA**



**TABLE 12 SUPPORT FOR FUNDING STRATEGIES FOR ADDRESSING HOMELESS IN GLENDORA BY OPINION OF HOMELESS (SHOWING % SUPPORT)**

	Opinion of Homeless (Q8)		
	Generally positive	Neutral	Generally negative
Working with non-profit organizations to raise private funds for development of low-income housing in Glendora	86.0	65.9	38.8
Seeking grant funding to build emergency homeless shelters in the City of Glendora	80.6	51.9	32.5
Providing incentives to developers to build more affordable low-income housing in Glendora	63.5	42.8	22.5
Raising local taxes \$50 per year for residents and local businesses to address homelessness	59.7	31.4	13.9
Taking a portion of funding that goes to other city services like street maintenance, parks, police, use it to build homeless shelter	31.1	16.1	6.9

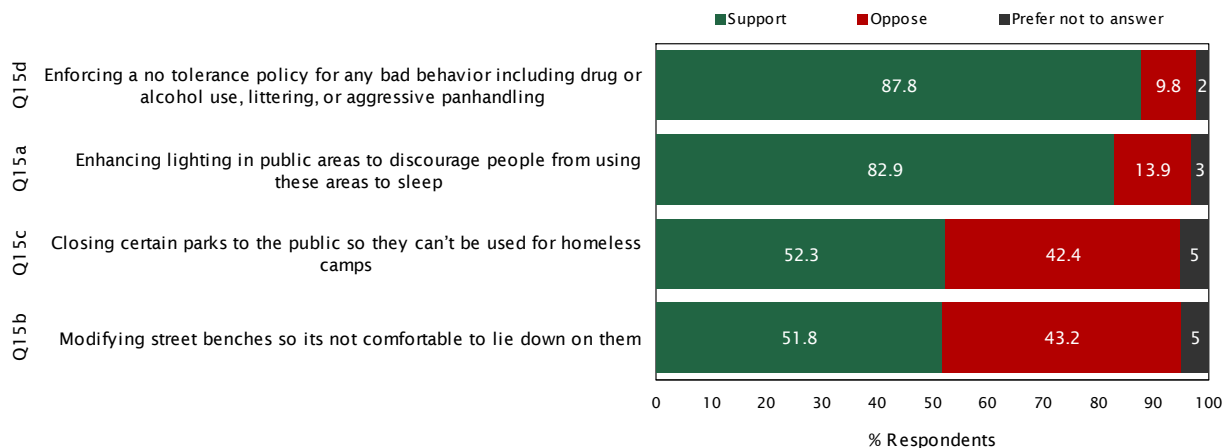
**TABLE 13 SUPPORT FOR FUNDING STRATEGIES FOR ADDRESSING HOMELESS IN GLENDORA BY OPINION OF HOMELESS ISSUE (SHOWING % SUPPORT)**

	Opinion of Homeless Issue (Q4e)			
	Big problem	Moderate problem	Small problem	Not a problem
Working with non-profit organizations to raise private funds for development of low-income housing in Glendora	49.2	65.7	72.5	79.7
Seeking grant funding to build emergency homeless shelters in the City of Glendora	39.5	57.0	65.8	67.1
Providing incentives to developers to build more affordable low-income housing in Glendora	30.6	40.5	54.5	55.9
Raising local taxes \$50 per year for residents and local businesses to address homelessness	20.1	33.8	51.7	50.4
Taking a portion of funding that goes to other city services like street maintenance, parks, police, use it to build homeless shelter	10.9	16.4	16.2	38.8

**STRATEGIES FOR DISCOURAGING CAMPING IN CERTAIN LOCATIONS** The final substantive question of the survey (Question 15) focused on strategies the City could take to discourage homeless people from staying in certain areas of the City. As shown in Figure 27, the vast majority of Glendora residents supported the City enforcing a no tolerance policy for any bad behavior including drug or alcohol use, littering, and aggressive panhandling (88%) and enhancing lighting in public areas to discourage people from using these areas to sleep (83%). Opinions were more divided, however, on whether the City should close certain parks to the public so they can't be used for homeless camps (52%) and modifying street benches to make it uncomfortable to lie down on them (52%).

**Question 15** *The City can also take action to discourage homeless people from staying in certain areas of the city. Would you support or oppose the City: \_\_\_\_\_?*

**FIGURE 27 SUPPORT OF STRATEGIES FOR DISCOURAGE HOMELESSNESS TO STAY IN CERTAIN CITY AREAS**



Its worth noting that although individuals with a generally negative opinion of homeless people and those who perceived homelessness to be a big problem in Glendora were the *least* supportive of the strategies tested in Question 13 and the funding solutions tested in Question 14, they were the *most* supportive of each of the strategies tested in Question 15 (see Tables 14 & 15).



**TABLE 14 SUPPORT OF STRATEGIES FOR DISCOURAGE HOMELESSNESS TO STAY IN CERTAIN CITY AREAS BY OPINION OF HOMELESS (SHOWING % SUPPORT)**

	Opinion of Homeless (Q8)		
	Generally positive	Neutral	Generally negative
Enforcing a no tolerance policy for any bad behavior including drug or alcohol use, littering, aggressive panhandling	76.3	89.3	98.8
Enhancing lighting in public areas to discourage people from using these areas to sleep	68.0	88.7	93.4
Closing certain parks to the public so they can't be used for homeless camps	33.6	54.8	68.4
Modifying street benches so its not comfortable to lie down on them	24.2	56.1	74.5

**TABLE 15 SUPPORT OF STRATEGIES FOR DISCOURAGE HOMELESSNESS TO STAY IN CERTAIN CITY AREAS BY OPINION OF HOMELESS ISSUE (SHOWING % SUPPORT)**

	Opinion of Homeless Issue (Q4e)			
	Big problem	Moderate problem	Small problem	Not a problem
Enforcing a no tolerance policy for any bad behavior including drug or alcohol use, littering, aggressive panhandling	96.1	92.8	82.5	67.9
Enhancing lighting in public areas to discourage people from using these areas to sleep	92.4	92.0	75.7	54.0
Closing certain parks to the public so they can't be used for homeless camps	63.8	56.4	40.6	33.4
Modifying street benches so its not comfortable to lie down on them	67.6	57.0	36.3	25.3



# BACKGROUND & DEMOGRAPHICS

**TABLE 16 DEMOGRAPHICS OF SAMPLE**

<b>Total Respondents</b>	<b>883</b>
<b>Years in Glendora (Q1)</b>	
Less than 5	20.1
5 to 9	14.9
10 to 14	10.8
15 or more	53.8
Prefer not to answer	0.5
<b>Gender (QD1)</b>	
Male	48.8
Female	48.0
Prefer not to answer	3.2
<b>Age (QD2)</b>	
18 to 24	11.5
25 to 34	14.8
35 to 44	15.6
45 to 54	20.4
55 to 64	17.6
65 or older	20.1
<b>Child in Hsld (QD3)</b>	
Yes	35.7
No	60.2
Prefer not to answer	4.0
<b>Home Ownership Status (QD4)</b>	
Own	69.5
Rent	24.1
Prefer not to answer	6.4
<b>Volunteer Group Member (QD5)</b>	
Yes	19.9
No	74.4
Prefer not to answer	5.7
<b>Church Member (QD6)</b>	
Yes	33.7
No	59.8
Prefer not to answer	6.5
<b>Member of Family Has Been Homeless (QD7)</b>	
Yes	16.5
No	79.8
Prefer not to answer	3.7
<b>Employment Status (QD8)</b>	
Full time	57.9
Part time	7.2
Student	6.5
Homemaker	4.0
Retired	19.2
Prefer not to answer	5.1

Table 16 presents the key demographic information collected during the survey. Because of the probability-based sampling methodology used in this study, the results shown in the table are representative of adult residents in the City of Glendora. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).



## M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

**QUESTIONNAIRE DEVELOPMENT** Dr. McLarney of True North Research worked closely with the City of Glendora to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent. For the precise wording of questions and programming instructions, see *Questionnaire & Toplines* on page 33.

**PROGRAMMING & PRE-TEST** Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey.

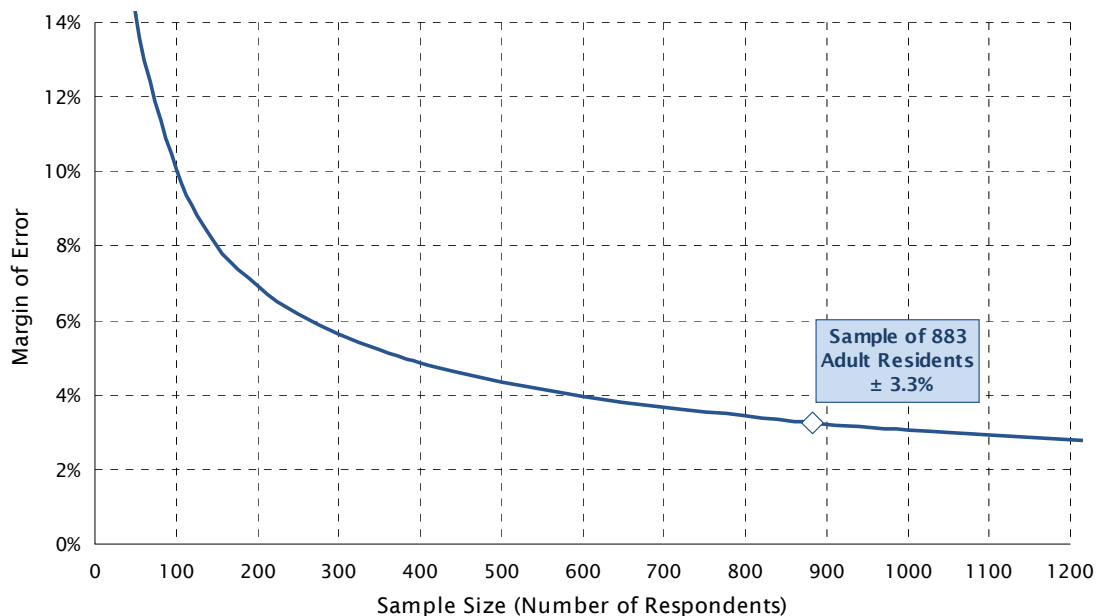
**SAMPLE, RECRUITING & DATA COLLECTION** A comprehensive database of Glendora households was utilized for this study, ensuring that all households in Glendora had the opportunity to participate in the survey. Households were recruited to participate in the survey through multiple recruiting methods. A random selection of households was initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each household was assigned a unique passcode to ensure that only Glendora residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of households throughout the City that had yet to participate in the online survey as a result of the emailed or mailed invitation.

Telephone interviews averaged 13 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 883 completed surveys were gathered online and by telephone between November 7 and November 20, 2019.

**MARGIN OF ERROR DUE TO SAMPLING** The results of the survey can be used to estimate the opinions of all adult residents of the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 883 adult residents for a particular question and what would have been found if all of the estimated 40,179 adult residents<sup>3</sup> had been interviewed.

Figure 28 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is  $\pm 3.3\%$  for questions answered by all 883 respondents.

**FIGURE 28 MAXIMUM MARGIN OF ERROR**



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 28 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

**DATA PROCESSING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by age according to Census estimates.

3. Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.

**ROUNDING** Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question. Due to rounding, some figures and narrative include numbers that add to more than or less than 100%.

## QUESTIONNAIRE &amp; TOPLINES



City of Glendora  
Survey on Homelessness  
Final Toplines (n=883)  
November 21, 2019

### Section 1: Introduction to Study

Hi, my name is \_\_\_\_\_ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in Glendora (Glen-DOR-uh) and we would like to get your opinions.

*If needed:* This is a survey about community issues in Glendora- I'm NOT trying to sell anything and I won't ask for a donation.

*If needed:* The survey should take about 12 minutes to complete.

*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

*If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.*

### Section 2: Screener if Land Line and no Name ID

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *If there is no male currently at home that is at least 18 years of age, then ask:* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

*If there is no adult currently available, then ask for a callback time.*

*NOTE: Adjust this screener as needed to match sample quotas on gender & age*

*If respondent asks why we want to speak to a particular demographic group, explain:* Its important that the sample of people for the survey is representative of the adult population in the city for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

SC1 To begin, I have a few screening questions. What is the zip code at your residence? *Read zip code back to them to confirm correct*

1	91740, 91741	<i>Qualified, go to intro preceding Q1</i>
2	Any Other Zip Code	<i>Terminate</i>

### Section 3: Quality of Life & Local Issues

I'd like to begin by asking you a few questions about what it is like to live in the City of Glendora.

Q1 How long have you lived in Glendora?

1	Less than 1 year	2%
2	1 to 4 years	18%
3	5 to 9 years	15%
4	10 to 14 years	11%
5	15 years or longer	54%
99	Not sure/Prefer not to answer	0%

Q2	How would you rate the overall quality of life in Glendora? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	27%
	2	Good	60%
	3	Fair	11%
	4	Poor	1%
	5	Very Poor	0%
	98	Not sure	0%
	99	Prefer not to answer	0%
Q3	If the city government could change one thing to make Glendora a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.		
	Address homeless issues, poverty		27%
	Improve streets, roads, infrastructure		14%
	Not sure, cannot think of anything		14%
	Limit growth, development, preserve small town feel		11%
	Improve public safety, police services		9%
	Improve parking issues		5%
	Improve dining, shopping opportunities		4%
	No changes needed, everything is fine		4%
	Reduced traffic congestion		3%
	Provide affordable housing		3%
	Reduce taxes, fees		3%
	Provide additional youth, family activities, events		3%
	Beautify city, landscaping		3%
	Improve, provide additional parks, rec facilities		2%
	Address water issues		2%
	Improve downtown area		2%
	Enforce traffic laws		2%
	Provide more, improved street lighting		2%
	Improve animal, pest control		2%

Q4		As I read the following issues, please indicate whether each issue is a big problem, a moderate problem, a small problem, or not a problem in the City of Glendora.					
	<i>Randomize</i>	Big Problem	Moderate Problem	Small Problem	Not a Problem	Not Sure	Prefer not to answer
A	Speeding vehicles	17%	30%	29%	23%	1%	0%
B	Traffic congestion	17%	27%	31%	24%	0%	0%
C	Yards and landscapes that aren't being properly maintained	10%	17%	38%	33%	1%	0%
D	RVs and trailers parked in driveways or on streets	7%	12%	26%	52%	3%	0%
E	Homeless people	41%	22%	22%	12%	2%	1%
F	Strangers asking for money, also known as panhandling	22%	21%	28%	26%	3%	0%

#### Section 4: Perceptions & Attitudes

Q5		Over the past three years, would you say the amount of homeless people in the City of Glendora has decreased, stayed about the same, or increased?	
1	Decreased		2%
2	Stayed about the same		18%
3	Increased		69%
98	Not sure		10%
99	Prefer not to answer		0%
Q6		Do you think most of the homeless people currently in Glendora were living in Glendora before they became homeless, or were they homeless before they came to Glendora?	
1	Most lived in Glendora before they were homeless		6%
2	Most were homeless before they arrived in Glendora		60%
98	Not sure		34%
99	Prefer not to answer		0%



Q7	Next, I'm going to read a short list of items that some say can be causes homelessness. For each that I read, please tell me whether you think it is a <b>big</b> factor in causing homelessness, a <b>medium</b> factor, a <b>small</b> factor, or <b>not</b> a factor in causing homelessness.						
	Here is the (first/next) one: _____ Would you say this is a big factor, a medium factor, a small factor, or not a factor in causing homelessness?						
	<i>Randomize</i>	Big factor	Medium factor	Small factor	Not a factor	Not Sure	Prefer not to answer
A	Shortage of affordable housing	41%	20%	21%	13%	3%	1%
B	Shortage of good paying jobs	19%	24%	29%	23%	5%	1%
C	Mental illness	69%	20%	6%	2%	3%	0%
D	Alcohol addiction or abuse	66%	22%	8%	1%	3%	1%
E	Drug addiction or abuse	71%	19%	6%	1%	3%	1%
F	Bad luck	9%	20%	35%	26%	7%	1%
G	Laziness	24%	23%	25%	18%	9%	1%
H	Making bad decisions	39%	33%	16%	5%	6%	1%
Q8	Next, I'm going to read you a series of statements. For each, I'd like you to tell me whether you agree or disagree with the statement.						
	Here is the (first/next) one: _____. Do you agree or disagree, or do you have no opinion? <i>Get answer, then ask:</i> Would that be strongly (agree/disagree) or somewhat (agree/disagree)?						
	<i>Randomize</i>	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Prefer not to answer
A	Most homeless people are good people, but they have fallen on hard times	20%	43%	21%	9%	7%	1%
B	Homeless people are more dangerous than the average person	22%	33%	23%	14%	6%	1%
C	Homeless people represent a threat to public health	41%	32%	12%	9%	5%	1%
D	With a little bit of help, many homeless people can get back on their feet	22%	41%	21%	10%	6%	1%

<b>Section 5: Personal Actions</b>					
Q9	How often do you encounter homeless people in Glendora? Every day, a few times a week, a few times per month, less often than a few times per month, or never?				
	1	Every day	32%		
	2	A few times per week	32%		
	3	A few times per month	15%		
	4	Less often than a few times per month	15%		
	5	Never	3%		
	98	Not sure	2%		
	99	Prefer not to answer	1%		
Q10	During the past three months, have you _____?				
	<i>Randomize</i>		Yes	No	Prefer not to answer
A	Talked with a homeless person in Glendora		34%	64%	2%
B	Offered food or money to a homeless person in Glendora		34%	64%	2%
C	Volunteered to help the homeless		13%	85%	2%
D	Contacted the City of Glendora about a homeless person or homeless issue		11%	87%	1%
E	Donated money to an organization that helps the homeless		37%	60%	2%

<b>Section 6: Strategies for Addressing Homelessness</b>								
Q11	I'm interested in which organizations or groups you think should be responsible for addressing the homeless problem. Here is the (first/next) one: _____. Should it play a big role, a medium role, a small role, or no role in addressing the homeless problem?							
	<i>Randomize</i>		Big role	Medium role	Small role	No role	Not sure	Prefer not to answer
A	The Federal Government		48%	21%	19%	8%	3%	1%
B	The State of California		67%	20%	6%	3%	2%	1%
C	The County of Los Angeles		67%	20%	7%	3%	3%	0%
D	The City of Glendora		51%	30%	14%	3%	3%	0%
E	Community-based organizations and churches		37%	32%	23%	5%	2%	1%
F	The business community		16%	27%	32%	20%	4%	1%

Q12		Prior to taking this survey, were you aware that a Federal Court recently ruled that homeless people have the right to camp on public property <i>if</i> there is no alternative shelter made available to them by a city or county government. In other words, a city can prohibit homeless camping on public property only when alternative shelter is made available.						
	1	Yes, was aware					46%	
	2	No, was not aware					51%	
	98	Not sure					2%	
	99	Prefer not to answer					0%	
Q13		Understanding that homeless people can't be kept from camping on public property unless alternative shelter is made available, I'd like to ask about whether you support or oppose several strategies for addressing homelessness in Glendora. Here is the (first/next) strategy: _____. Do you support or oppose this strategy? <i>Get answer, then ask:</i> Would that be strongly (support/oppose) or somewhat (support/oppose)?						
		<i>Randomize</i>	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure	Prefer not to answer
A		Building additional low-income housing in Glendora	21%	20%	17%	38%	3%	1%
B		Providing rent subsidies to the homeless	18%	31%	18%	25%	6%	1%
C		Expanding the number of homeless people who receive welfare benefits	13%	24%	23%	32%	7%	2%
D		Providing counseling and rehab for drug and alcohol addiction	61%	27%	5%	5%	2%	1%
E		Creating a temporary homeless shelter in Glendora	23%	27%	15%	30%	4%	1%
F		Join with other cities and the County to create more regional homeless shelters	54%	28%	7%	8%	2%	1%
G		Providing funding for mental health facilities	54%	28%	7%	7%	3%	1%
H		Incentivizing under-performing hotels and motels to accept temporary housing vouchers	25%	31%	18%	20%	5%	1%
I		Provide housing for homeless people who lived in Glendora <i>prior</i> to being homeless	25%	41%	12%	14%	6%	1%

Q14 How should the City <b>fund</b> strategies for addressing homelessness? Would you support or oppose: _____?				
	<i>Randomize</i>	Support	Oppose	Prefer not to answer
A	Seeking grant funding to build emergency homeless shelters in the City of Glendora	54%	42%	5%
B	Raising local taxes \$50 per year for residents and local businesses to address homelessness	34%	61%	5%
C	Taking a portion of the funding that currently goes to other city services like street maintenance, parks, and police and use it to build homeless shelters	18%	79%	3%
D	Working with non-profit organizations to raise private funds for the development of low-income housing in Glendora	62%	35%	3%
E	Providing incentives to developers to build more affordable low-income housing in Glendora	42%	53%	5%
Q15 The City can also take action to discourage homeless people from staying in certain areas of the city. Would you support or oppose the City: _____?				
	<i>Randomize</i>	Support	Oppose	Prefer not to answer
A	Enhancing lighting in public areas to discourage people from using these areas to sleep	83%	14%	3%
B	Modifying street benches so its not comfortable to lie down on them	52%	43%	5%
C	Closing certain parks to the public so they can't be used for homeless camps	52%	42%	5%
D	Enforcing a 'no tolerance' policy for any bad behavior including drug or alcohol use, littering, or aggressive panhandling	88%	10%	2%

**Section 7: Background & Demographics**

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	What is your gender? (record by voice if telephone interview)	
	1	Male 49%
	2	Female 48%
	99	Prefer not to answer 3%
D2	In what year were you born? Year recorded and grouped into age categories shown below.	
	18 to 24 11%	
	25 to 34 15%	
	35 to 44 16%	
	45 to 54 20%	
	55 to 64 18%	
	65 or older 20%	
D3	Do you have one or more children under the age of 18 living in your household?	
	1	Yes 36%
	2	No 60%
	99	Prefer not to answer 4%
D4	Do you own or rent your residence in Glendora?	
	1	Own 69%
	2	Rent 24%
	99	Prefer not to answer 6%
D5	Are you a member of a volunteer community group in Glendora?	
	1	Yes 20%
	2	No 74%
	99	Prefer not to answer 6%

D6	Are you a member of a church in Glendora?	
	1	Yes 34%
	2	No 60%
	99	Prefer not to answer 6%
D7	Have you or a member of your family ever been homeless?	
	1	Yes 17%
	2	No 80%
	99	Prefer not to answer 4%
D8	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?	
	1	Employed full-time 58%
	2	Employed part-time 7%
	3	Student 7%
	4	Homemaker 4%
	5	Retired 19%
	6	In-between jobs 1%
	98	No sure 0%
	99	Prefer not to answer 4%
Those are all of the questions I have. Thanks so much for participating in this important survey!		