



Section 1: Introduction to Study

Hi, my name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a short survey about important issues in San Diego County and we would like to get your opinions.

If needed: This is a survey about important issues in San Diego County. 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 for Inclusion in the Study

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 region 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	What is the zip code at your residence? <i>Read zip code back to them to confirm correct</i>			
	1	North County West	13%	Continue
	2	North County East	13%	Continue
	3	East Suburban/East County	15%	Continue
	4	Central & South County	27%	Continue
	5	North City	24%	Continue
	6	Targeted ZIPs	7%	Continue
	7	Other ZIP	0%	Terminate

Section 3: Important Issues								
I'd like to begin by asking you a few questions about what it is like to live in San Diego County.								
Q1	How long have you lived in San Diego County?							
	1	Less than 1 year						2%
	2	1 to 4 years						12%
	3	5 to 9 years						9%
	4	10 to 14 years						9%
	5	15 years or longer						68%
	99	Refused						0%
Q2	Thinking of your own community, how would you rate the overall quality of life? Would you say it is excellent, good, fair, poor or very poor?							
	1	Excellent						38%
	2	Good						45%
	3	Fair						11%
	4	Poor						4%
	5	Very Poor						1%
	98	Not sure						1%
	99	Refused						0%
Q3	Next, I'm going to read a list of issues. For each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.							
	Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?							
		<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused
A	Reducing traffic congestion		21%	35%	37%	6%	0%	0%
B	Maintaining the quality of education in our schools		53%	38%	7%	2%	0%	0%
C	Maintaining local property values		21%	43%	27%	8%	1%	1%
D	Reducing crime		41%	41%	16%	2%	0%	0%
E	Reducing the homeless population		23%	39%	31%	6%	1%	0%
F	Providing counseling, training and support services to the disabled		25%	46%	25%	4%	0%	0%
G	Reducing wait times at the emergency room in local hospitals		30%	41%	22%	4%	2%	0%

H	Having the government help families who are in danger of losing their home to foreclosure	23%	30%	29%	15%	3%	0%
I	Making housing affordable	28%	39%	23%	9%	1%	0%

Section 4: Awareness of Supportive Housing

Q4	Prior to taking this survey, had you ever heard the term “supportive housing”?						
	1	Yes		16%		Ask Q5	
	2	No		82%		Skip to Q6	
	98	Not sure		2%		Skip to Q6	
	99	Refused		0%		Skip to Q6	
Q5	In your own words, what is “supportive housing”? Verbatim responses recorded and later grouped into the categories shown below.						
	Subsidized housing			36%			
	Housing, assistance for low income families			31%			
	Housing provided by government			22%			
	Not sure / Only heard the term			12%			
	Housing for homeless people			3%			
	Housing plus social programs, assistance			3%			
	Housing for elderly, disabled			2%			

Section 5: Initial Test of Supportive Housing

<p>To clarify: Supportive housing provides permanent housing units for people with psychiatric disabilities who have previously been homeless or are at risk of becoming homeless. Supportive housing is typically integrated within a larger affordable housing development, it is not an emergency or temporary shelter or treatment facility. Tenants hold their own leases and are responsible for at least a portion of their rent. In addition to providing a stable living environment, supportive housing includes services that help tenants to remain stable, including counseling, job training, and substance abuse assistance.</p>							
Q6	<p>In general, do you support or oppose providing supportive housing to individuals with psychiatric disabilities who would otherwise be homeless?</p> <p>Get answer, then ask: Would that be definitely (support/oppose) or probably (support/oppose)?</p>						
	1	Definitely support		51%		Skip to Q8	
	2	Probably support		35%		Skip to Q8	
	3	Probably oppose		5%		Ask Q7	
	4	Definitely oppose		5%		Ask Q7	
	98	Not sure		4%		Skip to Q8	
	99	Refused		0%		Skip to Q8	

Q7	Is there a particular reason why you oppose providing supportive housing? Verbatim responses recorded and later grouped into the categories shown below.	
	Taxes / Taxpayer burden	20%
	Families should be responsible, not gov	16%
	Other (unique responses)	11%
	Do not support government involvement	9%
	Not well supervised, managed	9%
	Other gov programs already provide assistance	9%
	Not sure / No particular reason	8%
	There are other higher priorities	7%
	Do not want in neighborhood	6%
	Need more information on program	4%
	Cost of real estate, program too high	3%
Q8	In your opinion, is there a need for more supportive housing for people who are homeless and have psychiatric disabilities in San Diego County?	
	1 Yes	66%
	2 No	15%
	98 Not sure	19%
	99 Refused	0%
Q9	Would you support or oppose having supportive housing for individuals with psychiatric disabilities in your neighborhood, say within a half mile of your home? <i>Get answer, then ask: Would that be definitely (support/oppose) or probably (support/oppose)?</i>	
	1 Definitely support	32%
	2 Probably support	32%
	3 Probably oppose	12%
	4 Definitely oppose	17%
	98 Not sure	7%
	99 Refused	0%

Ask Q10 if Q6 = (1,2,98,99) and Q9 = (3,4). Otherwise skip to Q11.

Q10	Is there a particular reason why you oppose having supportive housing in your neighborhood? Verbatim responses recorded and later grouped into the categories shown below.	
	Safety, crime concerns	20%
	No particular reason / Not sure	15%
	Instability of individuals in program	14%
	Do not want in neighborhood (general)	14%
	Concern for children in neighborhood	13%
	Negative effect on property values	11%
	Will cause problems, issues in general	7%
	Schools in area	6%
	Not comfortable with the idea	4%
	Better locations exist elsewhere	4%

Section 6: Attitudes about Homeless People							
Q11	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 not have an opinion? <i>If agree or disagree, ask: Would that be strongly (agree/disagree) or somewhat (agree/disagree)?</i>						
	<i>Randomize</i>	Strongly Agree	Smwt Agree	Smwt Disagree	Strongly Disagree	Not sure	Refused
A	Most homeless people are homeless because of bad decisions and choices they made in the past	23%	30%	23%	16%	7%	0%
B	Most homeless people have psychiatric disabilities	18%	25%	27%	17%	13%	0%
C	Not having a place to live often causes the other problems that homeless people face, like difficulty finding a job or health problems	71%	17%	5%	4%	3%	0%
D	I would be comfortable eating a meal with a homeless person	46%	33%	9%	5%	6%	0%
E	I don't feel safe around homeless people	7%	19%	33%	36%	5%	0%
F	I know someone who has been diagnosed with a psychiatric disability	49%	8%	9%	28%	7%	0%
G	I know someone who has been diagnosed with depression	59%	11%	6%	18%	6%	0%

Section 7: Supportive Facts & Messages							
What I'd like to do now is provide you with a few findings from research on supportive housing.							
Q12	Here is the (first/next) one: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to create more supportive housing in San Diego County?						
	<i>Randomize items A-C first, then randomize D-G next.</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Refused
A	Approximately one-third of homeless men are military veterans. Many suffer from psychiatric disabilities caused by their experiences in war.	49%	37%	10%	1%	4%	0%
B	Without a stable place to live, most homeless people go from one emergency situation to the next. From the streets, to temporary shelters, to the hospital emergency room, to detox centers, and back onto the streets.	48%	37%	11%	1%	3%	1%
C	It costs society more to leave homeless people with psychiatric disabilities on the street than it does to create supportive housing.	31%	41%	17%	2%	8%	1%
D	Supportive housing is proven to help homeless people with psychiatric disabilities regain control of their lives. It helps them reduce their physical and mental health problems, and stay clean and sober.	48%	39%	8%	0%	4%	0%
E	Supportive housing helps ensure that homeless people with psychiatric disabilities receive adequate nutrition, healthcare, and counseling services.	45%	42%	9%	1%	3%	0%
F	Studies have shown that having supportive housing in a neighborhood does not negatively impact property values or the ability to sell a property.	21%	41%	28%	5%	6%	0%
G	Studies have shown that having supportive housing in a neighborhood does not lead to additional criminal activity.	29%	43%	21%	1%	6%	0%

Section 8: Follow-up Test of Supportive Housing				
Now that you have heard a bit more about supportive housing, let me ask you again.				
Q13	In general, do you support or oppose providing supportive housing to individuals with psychiatric disabilities who would otherwise be homeless? <i>Get answer, then ask: Would that be definitely (support/oppose) or probably (support/oppose)?</i>			
	1	Definitely support	51%	
	2	Probably support	34%	
	3	Probably oppose	4%	
	4	Definitely oppose	8%	
	98	Not sure	3%	
	99	Refused	0%	
Q14	In your opinion, is there a need for more supportive housing for people who are homeless and have psychiatric disabilities in San Diego County?			
	1	Yes	75%	
	2	No	12%	
	98	Not sure	13%	
	99	Refused	0%	
Q15	Would you support or oppose having supportive housing for individuals with psychiatric disabilities in your neighborhood, say within a half mile of your home? <i>Get answer, then ask: Would that be definitely (support/oppose) or probably (support/oppose)?</i>			
	1	Definitely support	39%	
	2	Probably support	29%	
	3	Probably oppose	10%	
	4	Definitely oppose	18%	
	98	Not sure	4%	
	99	Refused	0%	
<i>Ask Q16 if Q13 = (1,2,98,99) and Q15 = (3,4,98,99). Otherwise skip to intro preceding D1.</i>				
Q16	Would you support having supportive housing in your neighborhood if there were restrictions placed on who was allowed to live in the housing?			
	1	Yes	58%	<i>Ask Q17</i>
	2	No	32%	<i>Skip to D1</i>
	98	Not sure	9%	<i>Skip to D1</i>
	99	Refused	1%	<i>Skip to D1</i>

Q17	What type of restrictions would you require? Verbatim responses recorded and later grouped into the categories shown below.	
	Strict screening, monitoring	38%
	No sex offenders	37%
	No criminal record	23%
	No history of violence	21%
	Mentally stable / Certain mental illnesses not allowed	14%
	No drugs	10%
	No alcohol	4%

Section 9: Background & Demographics

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

D1	In what year were you born?	
	18 to 24	14%
	25 to 34	19%
	35 to 44	20%
	45 to 54	19%
	55 to 64	13%
	65 and over	15%
	Refused	1%
D2	Do you have one or more children under the age of 18 living in your household?	
	1 Yes	42%
	2 No	57%
	99 Refused	1%
D3	Do you own or rent your home?	
	1 Own	65%
	2 Rent	34%
	99 Refused	1%

D4	Which of the following best describes your current home?		
	1	Detached, single-family home	62%
	2	Townhome	7%
	3	Condominium	10%
	4	Apartment	16%
	5	Mobile home	4%
	99	Refused	2%
D5	When you are walking alone in your neighborhood after dark, would you say you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?		
	1	Very safe	56%
	2	Somewhat safe	35%
	3	Somewhat unsafe	5%
	4	Very unsafe	3%
	98	Not sure	1%
	99	Refused	1%
D6	During the past 12 months, have you volunteered at least four hours of your time or given at least \$50 to a charity or worthy cause?		
	1	Yes	78%
	2	No	21%
	99	Refused	1%
D7	What is the last grade or level you completed in school? <i>Don't read choices</i>		
	1	Elementary (8 or fewer years)	1%
	2	Some high school (9 to 11 years)	3%
	3	High school graduate (12 years)	18%
	4	Technical / Vocational school	3%
	5	Some college	26%
	6	College graduate	26%
	7	Some graduate school	3%
	8	Graduate, professional, doctorate degree (DDS, DVM, JD, LLM, MA, MS, MBA, MD, PhD)	19%
	99	Refused	1%

D8	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates.</i>	
	1	Caucasian/White 63%
	2	Latino/Hispanic/Mexican 15%
	3	African-American/Black 5%
	4	Native American Indian or Alaskan Native 2%
	5	Asian—Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian 6%
	6	Pacific Islander 1%
	7	Mixed Heritage 3%
	8	Other 3%
	98	Not sure 1%
	99	Refused 3%
D9	How important would you say religion is in your life? Would you say it is very important, somewhat important, a little important, or not important?	
	1	Very important 43%
	2	Somewhat important 23%
	3	A little important 12%
	4	Not important 21%
	99	Refused 1%
D10	This last question is for statistical purposes only. As I read the following income categories, please stop me when I reach the category that best represents your household's total annual income before taxes.	
	1	Less than \$25,000 14%
	2	\$25,000 to \$49,999 18%
	3	\$50,000 to \$74,999 22%
	4	\$75,000 to \$99,999 10%
	5	\$100,000 to \$149,999 11%
	6	\$150,000 to \$199,999 5%
	7	\$200,000 or more 7%
	98	Not sure 4%
	99	Refused 8%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey!		

Post-Interview & Sample Items			
S1	Gender		
	1	Male	51%
	2	Female	49%