

# FOR IMMEDIATE RELEASE | September 11<sup>th</sup>, 2025

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## New Regional Survey Reveals Strong Community Engagement on Homelessness

**Sacramento, CA** — A new survey conducted by the Institute for Social Research (ISR) at Sacramento State reveals that residents across the Sacramento region are not only concerned about homelessness—they're actively engaged through personal actions, civic participation, and voting behavior.

The *Perceptions of Homelessness in the Greater Sacramento Region* collected responses from 1,750 residents across six counties in the greater Sacramento region. The findings confirm that homelessness remains a visible and urgent concern. More than half of respondents (55%) reported seeing signs of homelessness—such as encampments or people living in vehicles—almost daily in their communities. Among urban residents, that figure rises to 75%. Over half (53%) of all respondents expressed deep concern about homelessness in their local area.

### Homelessness as a Voting Issue

When asked what they want local elected officials to do to address homelessness, many respondents voiced frustration with the lack of visible progress. One resident remarked, "They throw around a lot of ideas, but I have not seen any of them actually happen." The survey also found that homelessness significantly influenced voting decisions in the 2024 election:

- 53% of voters strongly considered homelessness when voting on local measures and propositions
- 44% strongly considered it when voting for local or state elected officials

This influence was especially pronounced among urban residents and lower-income households (earning less than \$50,000/year), where visibility of and concern about homelessness are highest.

### Residents Are Taking Action in their Communities

A majority of residents (56%) believe they can make at least a small impact on homelessness—and many are taking action. The survey shows widespread community involvement:

- 69% have personally given food, money, or supplies to someone experiencing homelessness
- 65% have donated to local organizations supporting unhoused individuals
- Over 50% have had a friendly conversation with someone experiencing homelessness
- 35% have volunteered their time to help

Additionally, 27% have signed petitions and 14% have contacted public officials, demonstrating civic engagement. "These findings show that people across the region are not only aware of the homelessness crisis—they're stepping up," said Shannon Williams, Executive Director of ISR. "From donating and volunteering to voting with this issue in mind, residents are demonstrating a commitment to being part of the solution."

### Community Briefing for Local Leaders, Service Providers, and the Public

ISR conducted this survey to provide timely, local data for service organizations, agencies, and elected officials working to address homelessness across the region. A virtual community briefing will be held on **Thursday, September 18 at 12:00 PM** to share key findings and answer questions. Detailed survey results by county and demographic groups will be available at the end of the briefing.

[Register for the virtual briefing](#)

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### About the Institute for Social Research

The [Institute for Social Research \(ISR\)](#) is an interdisciplinary and applied research center at California State University, Sacramento. ISR partners with communities and decision-makers to conduct applied social research that fosters positive change in the Sacramento region and throughout California.

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*California State University, Sacramento (Sacramento State), is a four-year, regional comprehensive university located in the capital of the state with the fifth-largest economy in the world. As part of the California State University system, which is the largest public university in the world, Sacramento State is the sixth-largest campus with over 31,000 students, 91% of whom are undergraduates. Sacramento State's mission is to "transform lives by preparing students for leadership, service, and success." Sacramento State is a proud Hispanic-Serving Institution (HSI), Asian American and Native American Pacific Islander-Serving Institution (AANAPISI), and Black-Serving Institution (BSI).*

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