

PERCEPTIONS of HOMELESSNESS in Placer County



SACRAMENTO
STATE

August 2025 | Representative Survey of Households

Residents in Our County...

86%

rate the overall **quality of life** offered by their local communities as **good/excellent**

26%

rate **housing** availability/affordability in their local communities as **poor**

75%

are very/somewhat **concerned** about **homelessness** in their local communities

Homelessness in Our Region

A Point-in-Time (PIT) Count is conducted regularly by each county to understand how many people are experiencing sheltered and unsheltered homelessness on a given night. The latest count¹ estimated there were 702 individuals experiencing homelessness in Placer County with 52% of the individuals unsheltered at the time (i.e., living outside, in a tent, or car).

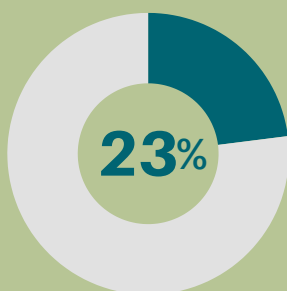


702 Homeless Individuals
52% Unsheltered

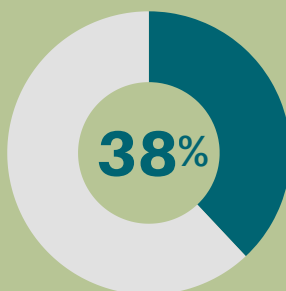
¹ As reported in 2024 County PIT Counts.

Residents routinely see signs of homelessness in their local communities.

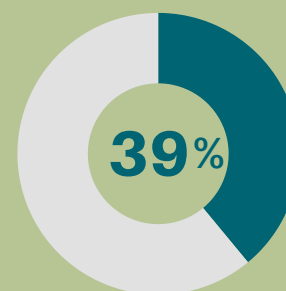
Over the past year, 61% of residents saw **signs of homelessness and unhoused individuals** once a week or more often.



Almost **everyday**



At least **once a week**

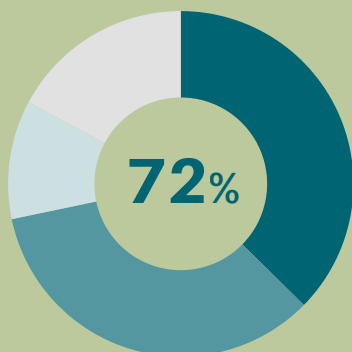


Few **times a month** or less

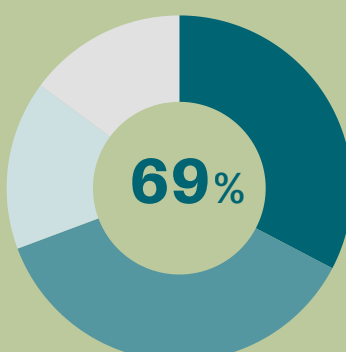
Homelessness was a key voting issue in the last election.

A large majority of residents reported that they **strongly** considered or **somewhat** considered the issue of homelessness when voting.

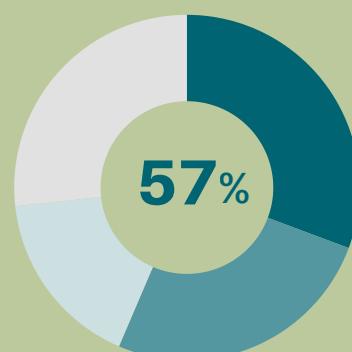
in **local** elections



in **state** elections



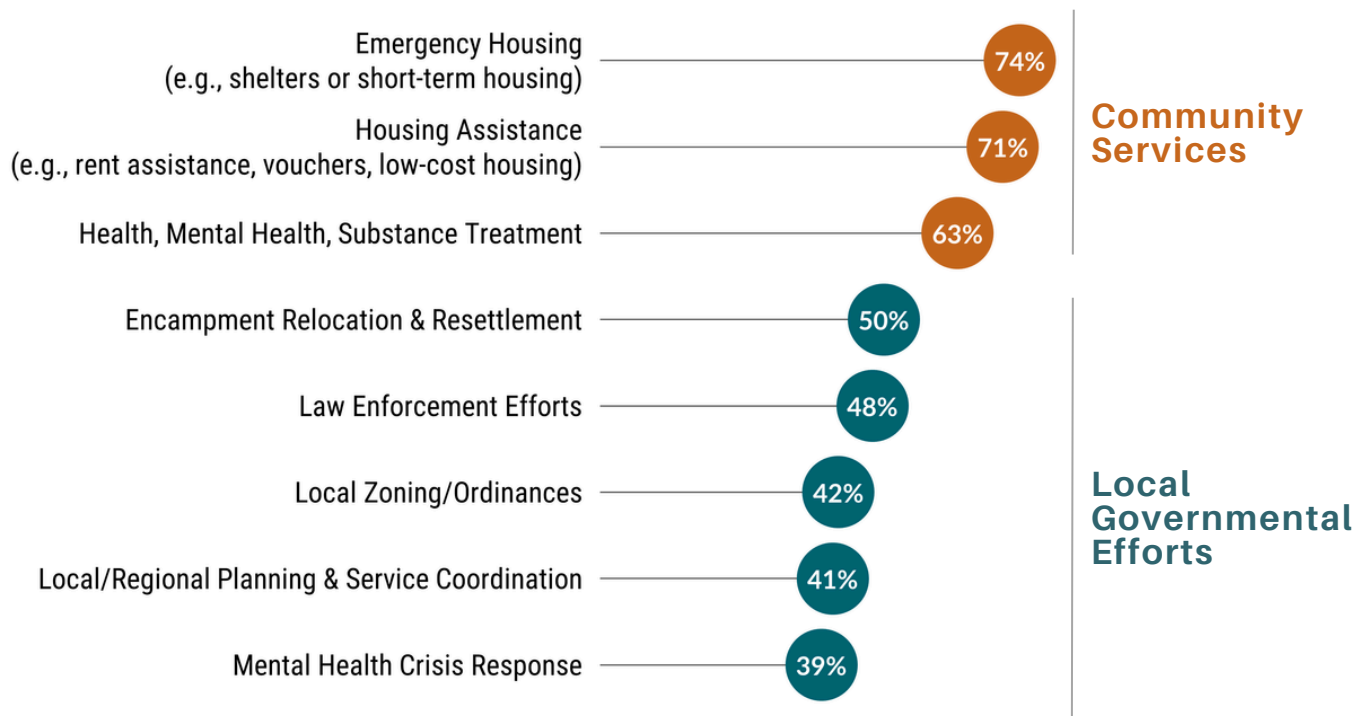
in **federal** elections



LEGEND | ■ Strongly Considered ■ Somewhat Considered ■ Mildly Considered ■ Not Considered

There is a gap between residents' awareness of community services vs. local governmental efforts.

For example, while **74%** of residents in Placer County are aware of local **Emergency Housing**, about half as many (**41%**) know of **Local/Regional Planning & Service Coordination** to address homelessness.



The Institute for Social Research at Sacramento State surveyed 1,750 households across the Greater Sacramento Region to better understand residents' awareness and perceptions related to the issue of homelessness. Findings in this brief are based on the 298 households in Placer County. This poll was conducted during March-April 2025 and has a margin of error of 2.3%. Scan here for the regional summary report and data tables.

