

**MEMORANDUM**

TO: AMERICAN HOTEL & LODGING ASSOCIATION  
FROM: GEORGE NASSAR, PUBLIC OPINION STRATEGIES  
SUBJECT: KEY FINDINGS — LOS ANGELES SURVEY  
DATE: AUGUST 4, 2023

---

*Public Opinion Strategies recently completed a survey of 500 Los Angeles residents. The interviews were completed using a mix of live calls and text-to-web. The survey was conducted July 25-30, 2023, and has a margin of error of  $\pm 4.38\%$ .*

**The vast majority of Los Angeles residents view homelessness as a crisis and believe that the government, not hotels, should be responsible for housing the homeless.**

- Nearly all (98%) Los Angeles residents say that the current homelessness situation in the city is a major problem or crisis. Importantly, this is NOT a partisan issue; 81% of Republicans, 76% of Independents and 73% of Democrats say that it is a crisis.
- Los Angeles residents are not satisfied with how the city is handling homelessness. Three-quarters (75%), including 70% of Democrats, disapprove of the city's job on homelessness, with a solid majority (55%) strongly disapproving. And, nearly eight-in-ten (78%) say that the money being spent by the city on homelessness is being wasted.
- Over eight-in-ten (82%) residents say that homelessness is a product of failed government policies, and that the government, not hotels, is responsible for a solution. Union members (81%), working class individuals (79%), and self-identified liberals (76%) all agree that it is the government's responsibility to address this crisis.
- Across the board, Los Angeles residents overwhelmingly say that permanent supportive housing (61%) should be prioritized for housing the homeless, with only five percent saying that hotels with vacant rooms should be prioritized. This transcends all partisan and demographic lines.

**Residents say housing the homeless in hotel rooms alongside paying guests will take a wrecking ball to LA's tourism industry.**

- Nearly six-in-ten (59%) residents would be less likely to visit a city that required hotels to house the homeless next to paying guests, including nearly half (46%) who would be MUCH less likely. This sentiment is shared among residents regardless of party, gender, race and economic background.
- Seven-in-ten (70%) say that this policy would devastate tourism in the city, including 64% of union members. This belief transcends partisan lines.

**Los Angeles residents have serious concerns about the safety implications of housing the homeless in hotels.**

- Over two-thirds (69%) agree that housing the homeless in hotels would create an unsafe workspace for hotel staff. This includes 70% of union members, two-thirds of Democrats (68%) and solid majorities of low/working class individuals (64%) and liberals (57%).

**Unite Here's ballot measure to place homeless individuals in all hotels with vacant rooms starts under the 50% threshold required to pass and faces an uphill battle to final passage.**

- While the ballot measure currently has plurality support (46%), its support will likely fall once LA residents are informed of the impacts it could have on the city.
- Those who are undecided are primed to ultimately oppose the measure: over eight-in-ten (82%) say the government, and not hotels, is responsible for housing the homeless, over three-quarters (77%) say that housing the homeless in hotel rooms will create an unsafe workspace for hotel staff and two-thirds (67%) say it will hurt tourism in LA.

**THE BOTTOM LINE:** LA residents of all backgrounds believe that housing the homeless in vacant hotel rooms is a bad idea that will hurt the city's tourism industry, burden small businesses, and jeopardize the safety of guests and hotel staff.