

## **BRIDGE Housing Corp 2017-2019 Portfolio-Wide Resident Survey Methodology**

**Sampling:** From 2017 to 2019, each year, we drew a random, representative sample of one-third of apartment communities in our portfolio, stratified by: (1) Region (Northern California, Southern California, Pacific Northwest), (2) Population served (Senior, Family and Mixed senior + family) and (3) Property size (Small (under 68 units), Medium (68-134 units) and Large (135+ units)).

**Modalities:** We employed four survey modalities—i.e., in-person, telephone, mail and online surveys. The modality we used was based on what was most effective for the resident population. For example, seniors were most responsive to in-person survey whereas families responded best to mail and telephone surveys. For both populations, online surveys were least favored.

**Census approach:** We used a census approach, making the survey available to all households.

**Linguistic accessibility:** We provided the survey in 8 languages (based on dominant languages spoken among residents). Surveys were tested to ensure content was readable and understood.

**Topic areas:** We asked residents about their demographics, prior housing and neighborhood conditions, education, employment, health and well-being, safety, transportation, technology and relationship to their neighbors and community.

**Confidentiality, Anonymity, Voluntary:** Participation in the survey was voluntary, and responses were anonymous and confidential.

**Incentives:** For Cohort 1 (2017), respondents were entered into a drawing for multiple iPads. For Cohorts 2 (2018) and 3 (2019), we provided respondents with a \$10 gift card as a thank you for their time and participation.

**Response results:** We found little variance in the year-to-year survey results, indicating that yearly samples were representative of the portfolio.

**Research Team:** We hired researchers from [Harder+Company Community Research](#) (Harder+Co) and [Social Science Research Center](#) (SSRC) at California State University, Fullerton to administer resident surveys and analyze results. Both organizations have many years of experience in developing and conducting surveys.