The San Francisco Survey

September 2013

About The San Francisco Survey

- The San Francisco Survey is a project of the Committee on Jobs conducted by EMC Research and Fall Line Analytics. Our goals are to develop an on-going tool to gauge public opinion and to help inform elected officials and interested parties of the public's views on policy issues. The San Francisco Survey uses an open and transparent platform and will release the results of each of the surveys it conducts.

- In addition to providing survey results, the San Francisco Survey will release demographic and voter data on a regular basis to help inform policy discussions in San Francisco.

SAN FRANCISCO SURVEY

Methodology

- Web Survey of San Francisco Registered Voters
- 553 completed interviews
- Conducted in English and Chinese
- September 10–16, 2013
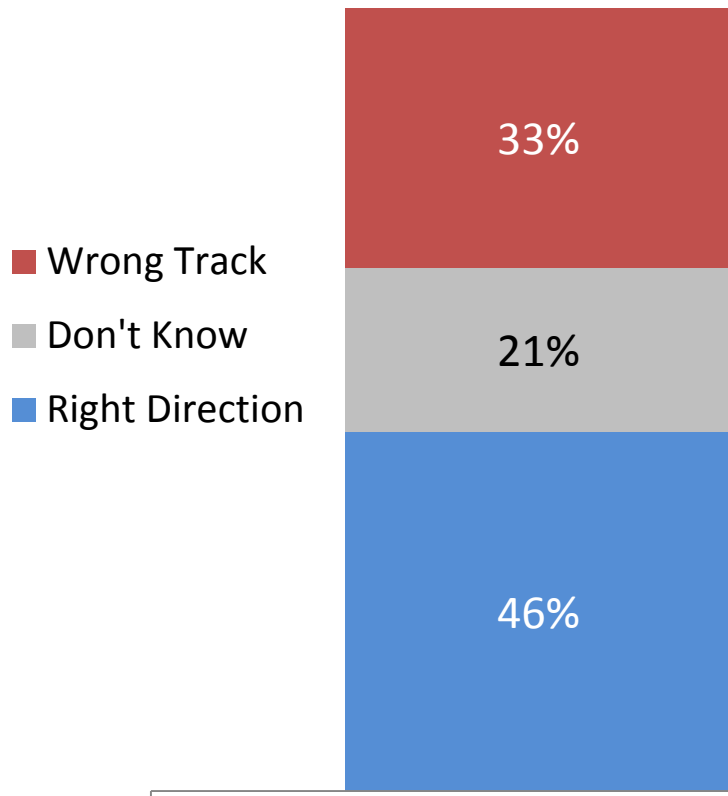- Demographics closely match the demographics of registered voters in San Francisco

SAN FRANCISCO SURVEY

Right Direction/Wrong Track

Do you think things in San Francisco are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

- ■ Wrong Track
- ■ Don't Know
- ■ Right Direction

33%

21%

46%

SAN FRANCISCO SURVEY

Economic Conditions

Would you rate current economic conditions in San Francisco as substantially better, moderately better, the same, moderately worse, or substantially worse than six months ago?

40%	43%	17%

And thinking about the future, how do you expect economic conditions in San Francisco to be six months from now? Would you say substantially better, moderately better, the same, moderately worse, or substantially worse than today?

41%	43%	17%

■ Better   ■ The Same/Don't Know   ■ Worse
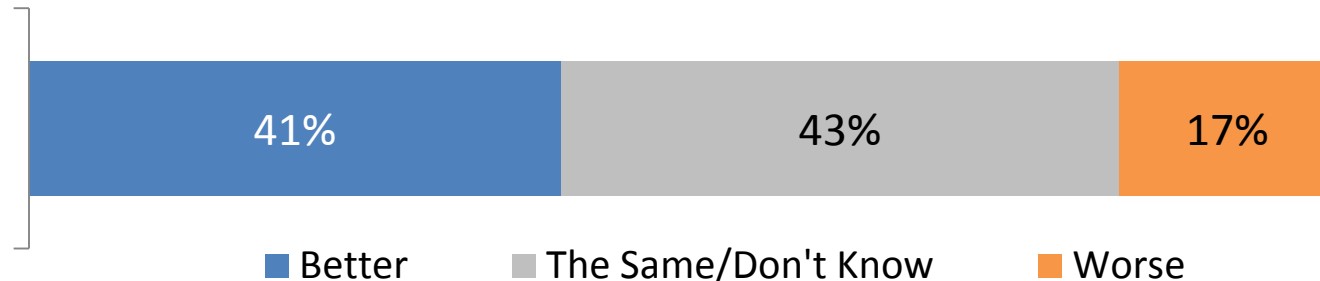
SAN FRANCISCO SURVEY

Top Three Problems In San Francisco

*What would you say are the most important problems facing **San Francisco** today? (up to 3 responses accepted)*

SAN FRANCISCO SURVEY

Most Important Problem Facing San Francisco

*What would you say are the most important problems facing **San Francisco** today? (top ranked response)*

Problem	Percentage
Cost of living	22%
Homelessness	15%
Housing	11%
Education	8%
Economy/Jobs	7%
Crime/Safety	6%
Public transportation	6%
Traffic/streets and roads	4%
Politicians/Government	3%
Poverty	3%
Pension issues	3%
City budget	2%
Parking	2%
Health care	1%
Taxes	1%
Immigration	1%
Development	1%
Other	4%
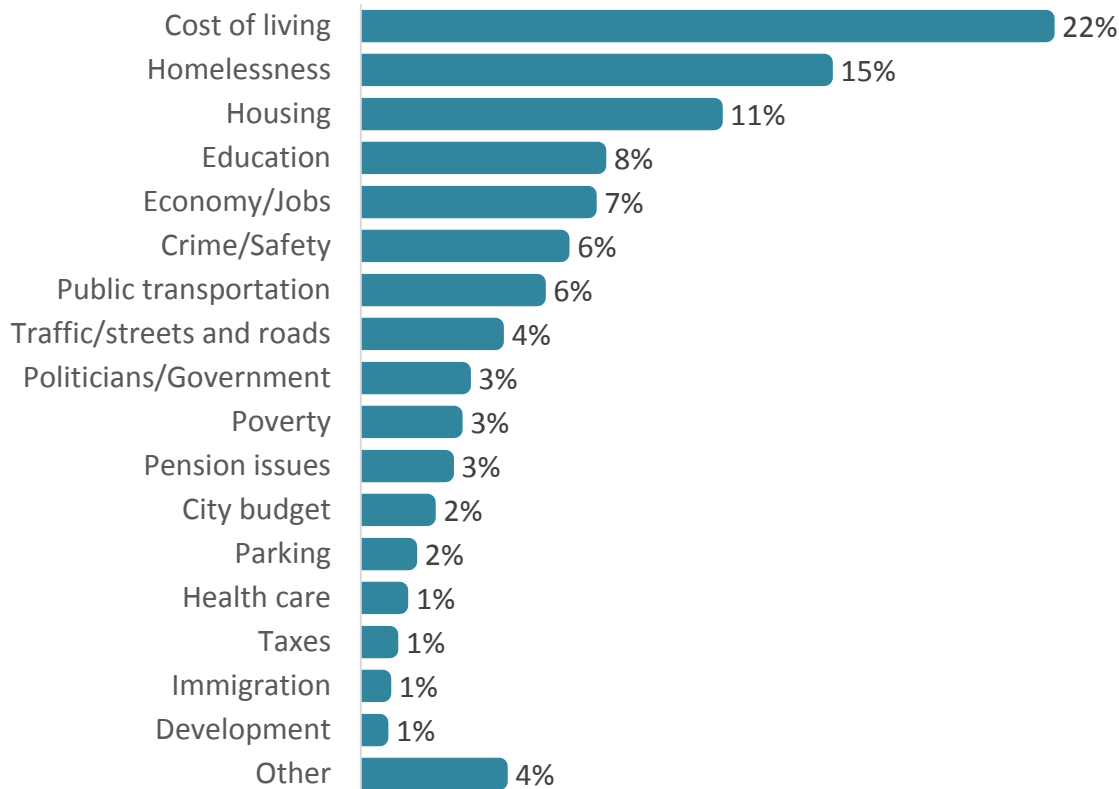
SAN FRANCISCO SURVEY

Top Three Problems For You and Your Family

*What would you say are the most important problems facing **you and your family** today? (up to 3 responses accepted)*
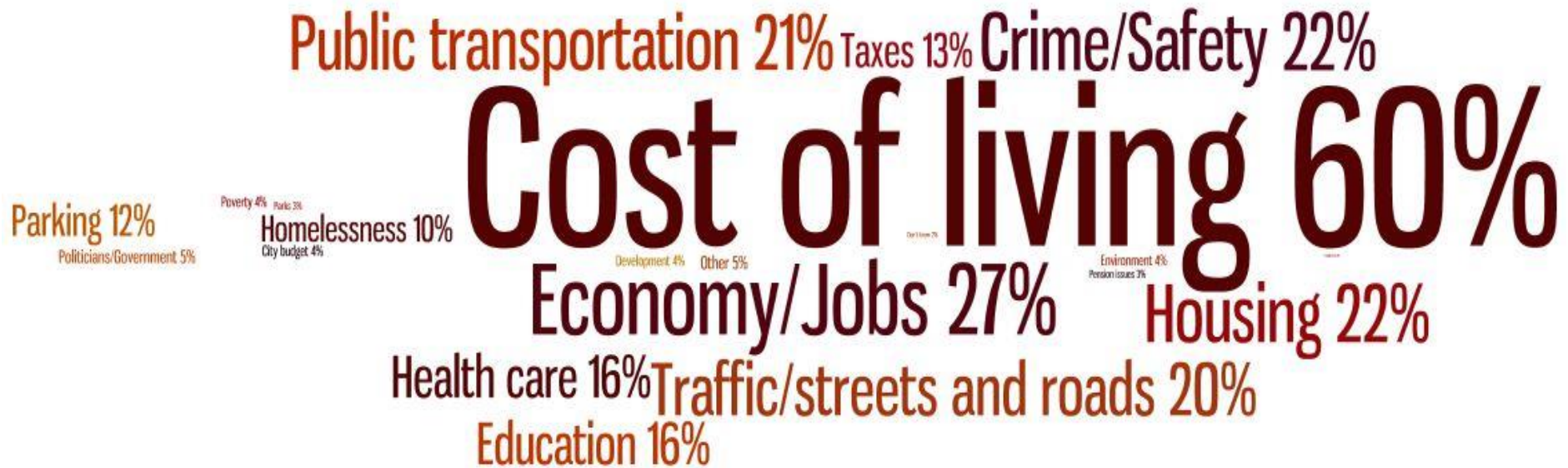

SAN FRANCISCO SURVEY

Most Important Problem Facing You and Your Family

*What would you say are the most important problems facing **you and your family** today?*
(top ranked response)
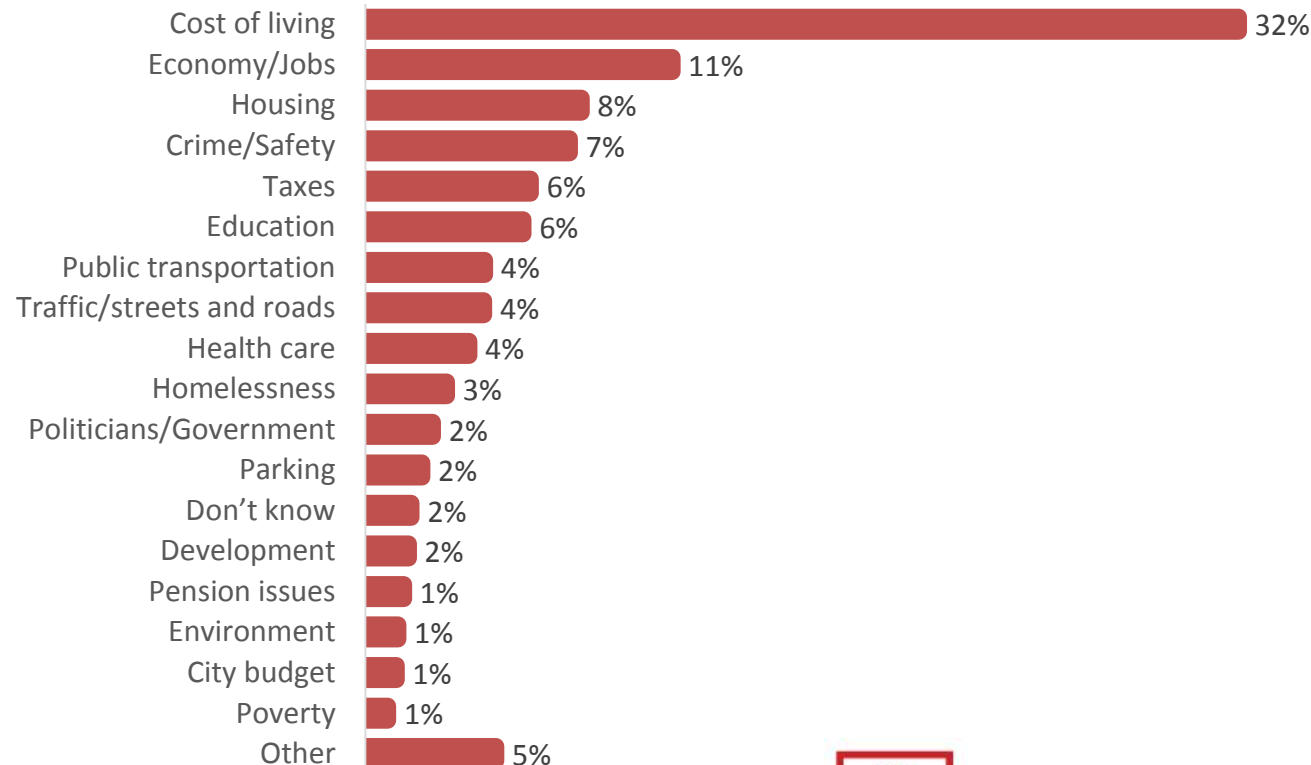
Problem	Percentage
Cost of living	32%
Economy/Jobs	11%
Housing	8%
Crime/Safety	7%
Taxes	6%
Education	6%
Public transportation	4%
Traffic/streets and roads	4%
Health care	4%
Homelessness	3%
Politicians/Government	2%
Parking	2%
Don't know	2%
Development	2%
Pension issues	1%
Environment	1%
City budget	1%
Poverty	1%
Other	5%

SAN FRANCISCO SURVEY

Priorities

On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?

■ Extremely Important (7)　　　■ Important (5-6)

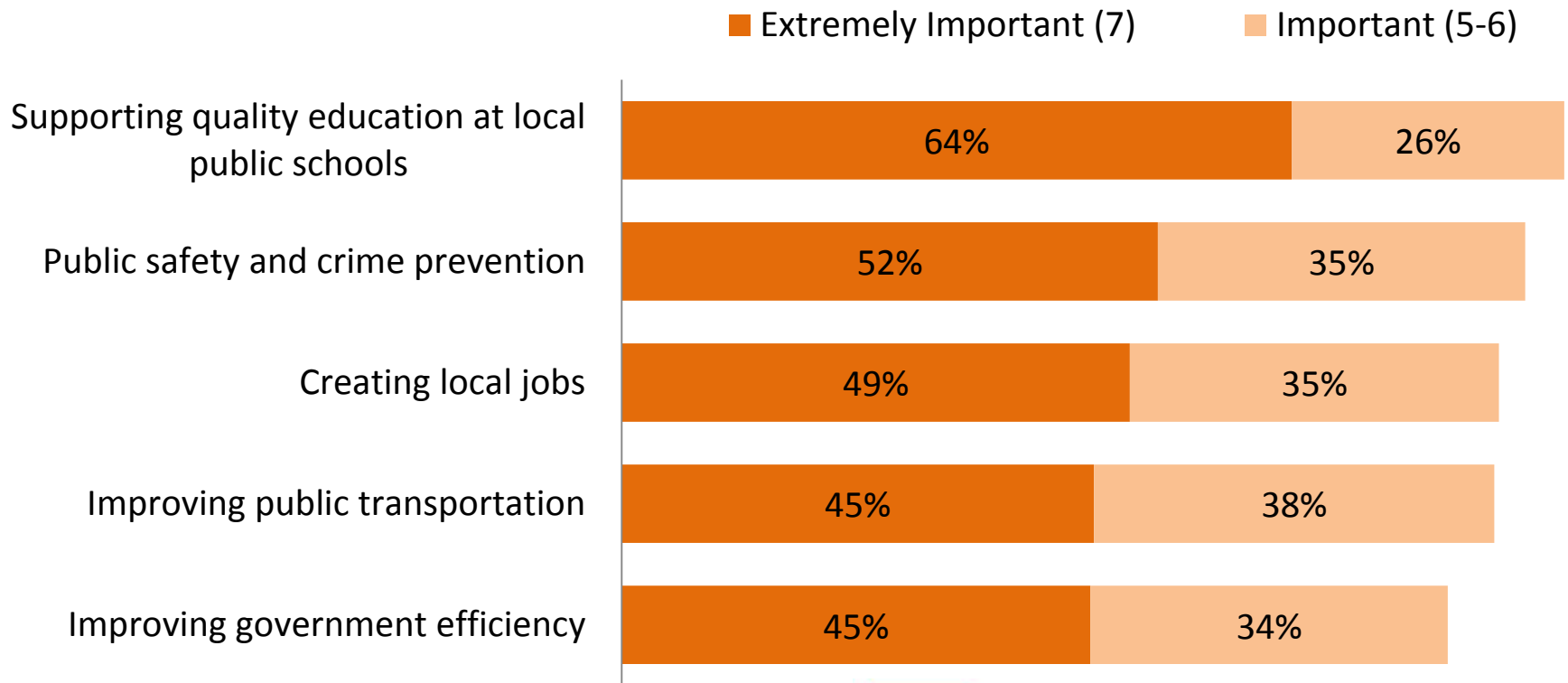|	Extremely Important (7)	Important (5-6)
Supporting quality education at local public schools	64%	26%
Public safety and crime prevention	52%	35%
Creating local jobs	49%	35%
Improving public transportation	45%	38%
Improving government efficiency	45%	34%

SAN FRANCISCO SURVEY

Priorities, continued

On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?
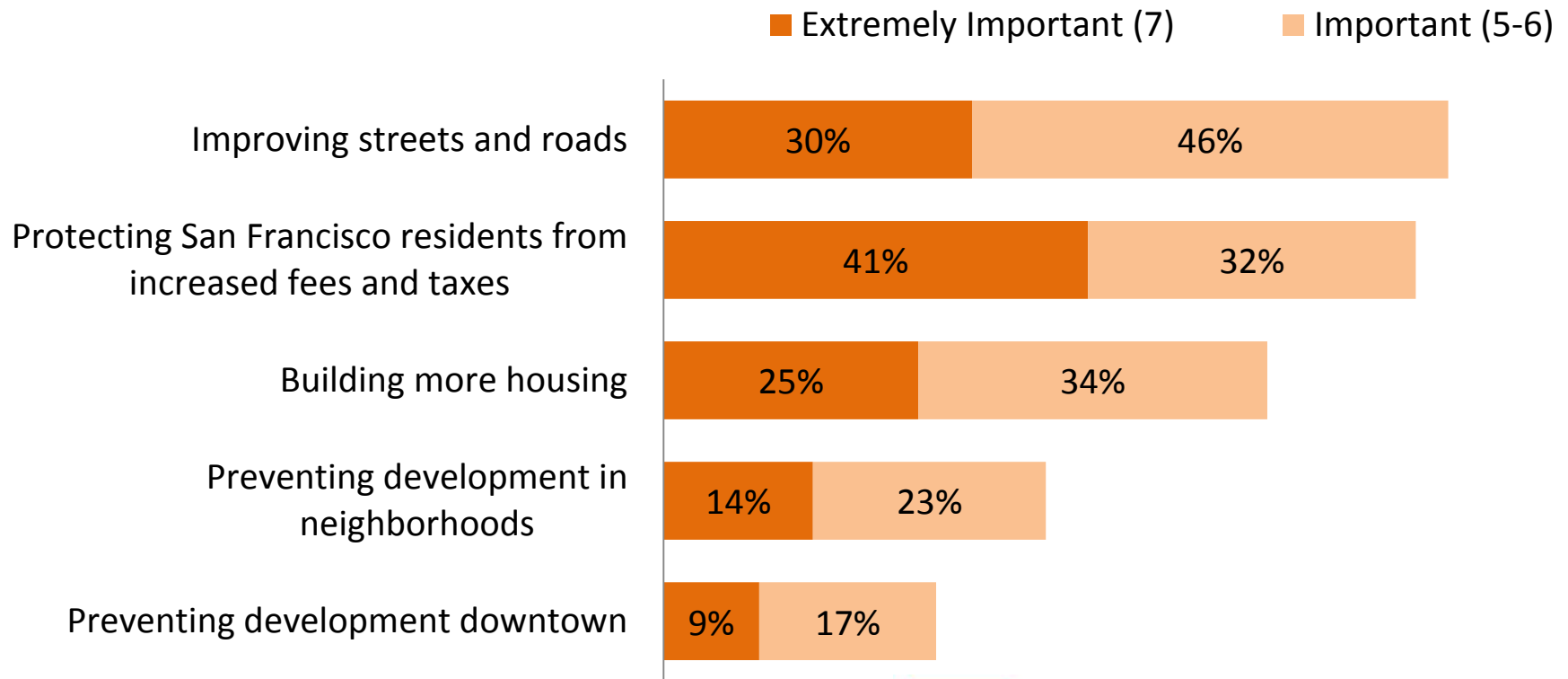
Legend: ■ Extremely Important (7) ■ Important (5-6)

Priority	Extremely Important (7)	Important (5-6)
Improving streets and roads	30%	46%
Protecting San Francisco residents from increased fees and taxes	41%	32%
Building more housing	25%	34%
Preventing development in neighborhoods	14%	23%
Preventing development downtown	9%	17%

SAN FRANCISCO SURVEY

San Francisco Attributes

Do you agree or disagree that each of the following describes San Francisco? **San Francisco…**
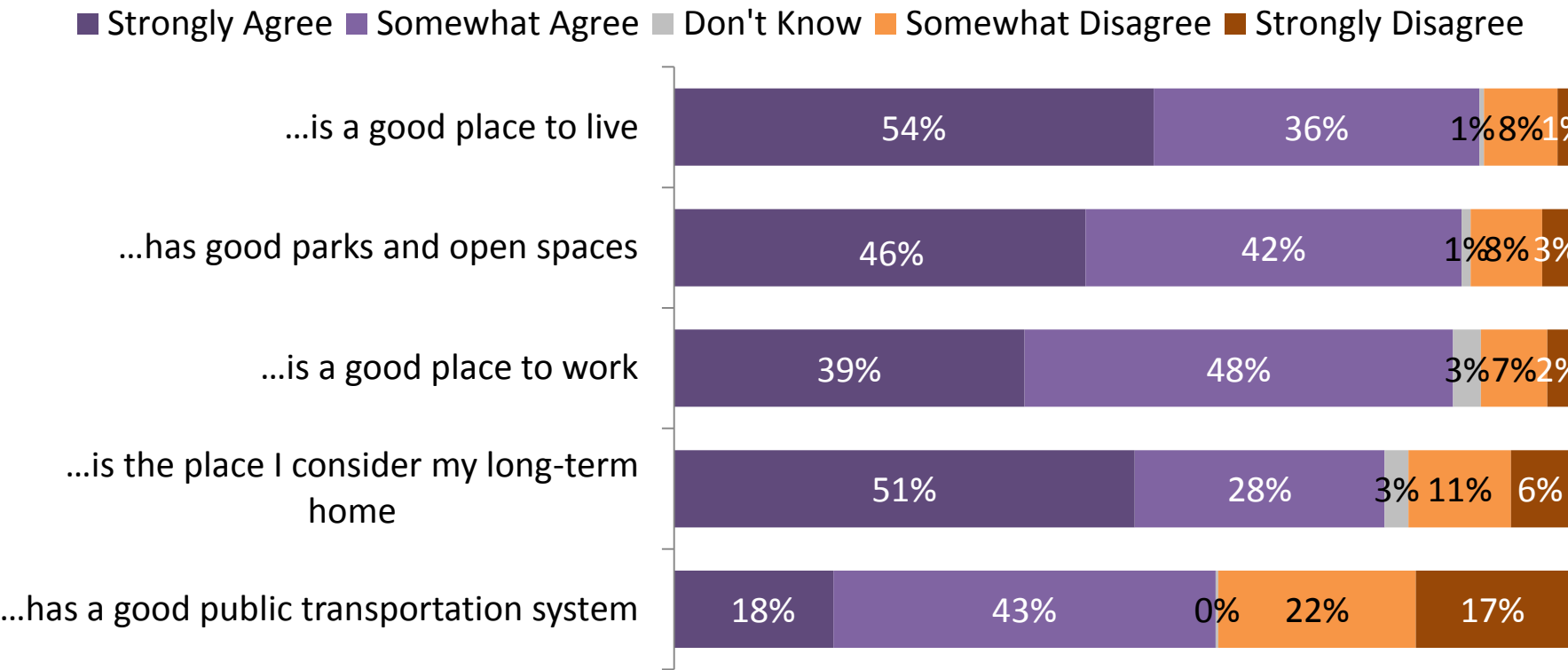
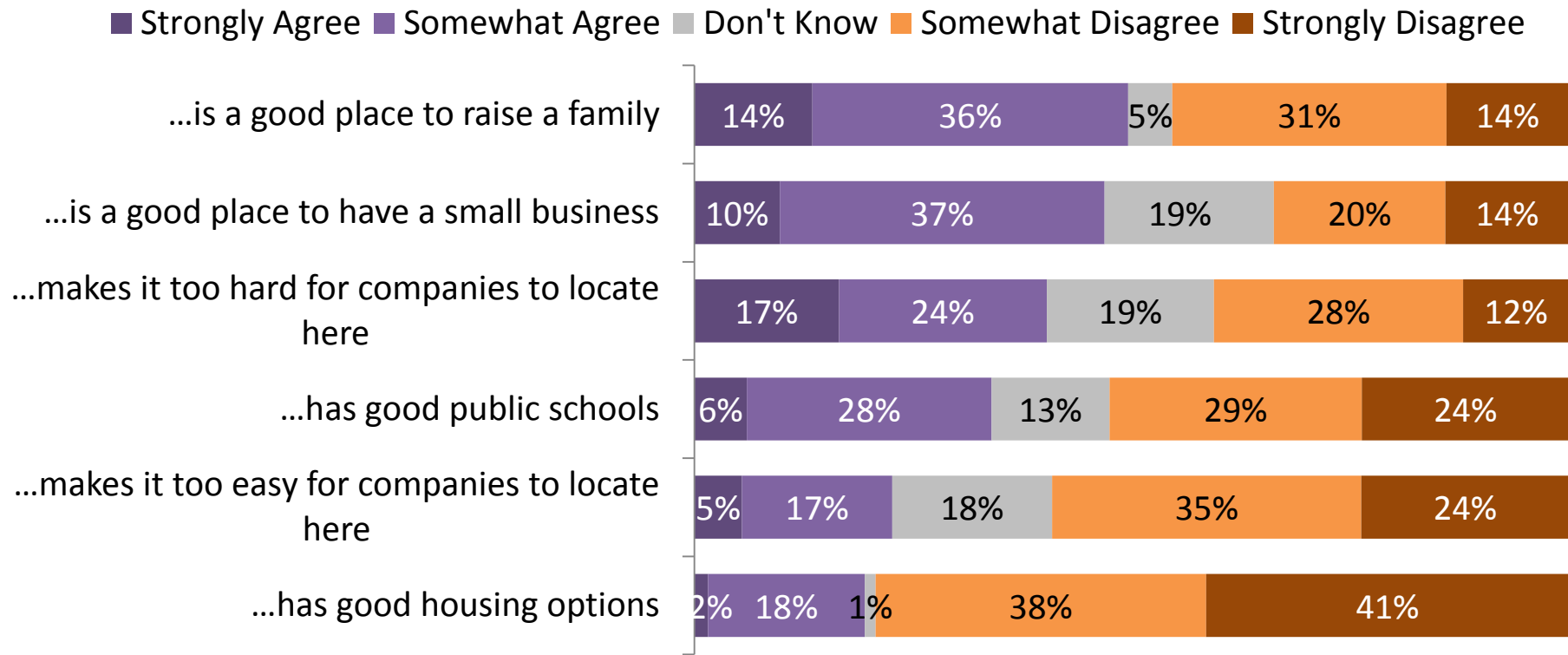Legend: ■ Strongly Agree ■ Somewhat Agree ■ Don't Know ■ Somewhat Disagree ■ Strongly Disagree

Attribute	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree
…is a good place to live	54%	36%	1%	8%	1%
…has good parks and open spaces	46%	42%	1%	8%	3%
…is a good place to work	39%	48%	3%	7%	2%
…is the place I consider my long-term home	51%	28%	3%	11%	6%
…has a good public transportation system	18%	43%	0%	22%	17%

SAN FRANCISCO SURVEY

San Francisco Attributes, continued

Do you agree or disagree that each of the following describes San Francisco? **San Francisco…**

Legend: ■ Strongly Agree ■ Somewhat Agree ■ Don't Know ■ Somewhat Disagree ■ Strongly Disagree

San Francisco…	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree
…is a good place to raise a family	14%	36%	5%	31%	14%
…is a good place to have a small business	10%	37%	19%	20%	14%
…makes it too hard for companies to locate here	17%	24%	19%	28%	12%
…has good public schools	6%	28%	13%	29%	24%
…makes it too easy for companies to locate here	5%	17%	18%	35%	24%
…has good housing options	2%	18%	1%	38%	41%

SAN FRANCISCO SURVEY

San Francisco Attributes, continued

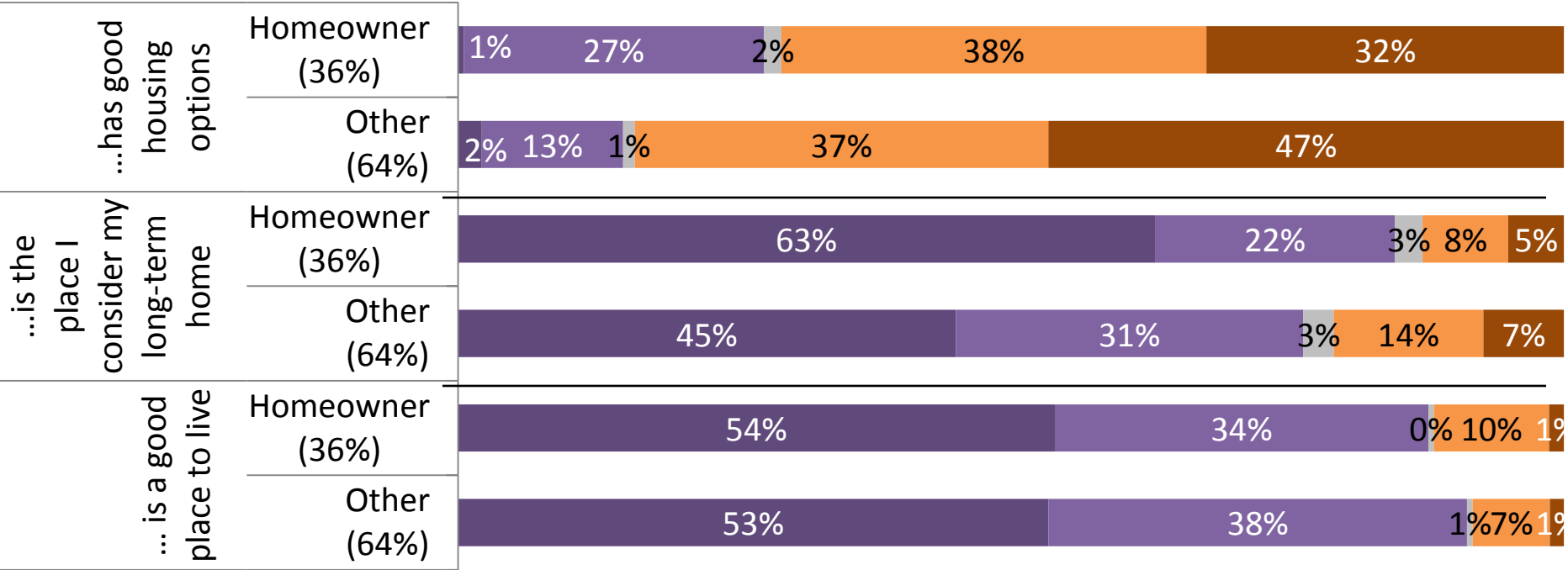*Do you agree or disagree that each of the following describes San Francisco?* **San Francisco…**

■ Strongly Agree　■ Somewhat Agree　■ Don't Know　■ Somewhat Disagree　■ Strongly Disagree

…has good public schools

	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree
Without kids (79%)	6%	26%	16%	31%	22%
With kids (21%)	7%	36%	4%	21%	31%

…is a good place to raise a family

	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree
Without kids (79%)	11%	36%	6%	31%	15%
With kids (21%)	22%	37%	0%	31%	10%

SAN FRANCISCO SURVEY

San Francisco Attributes, continued

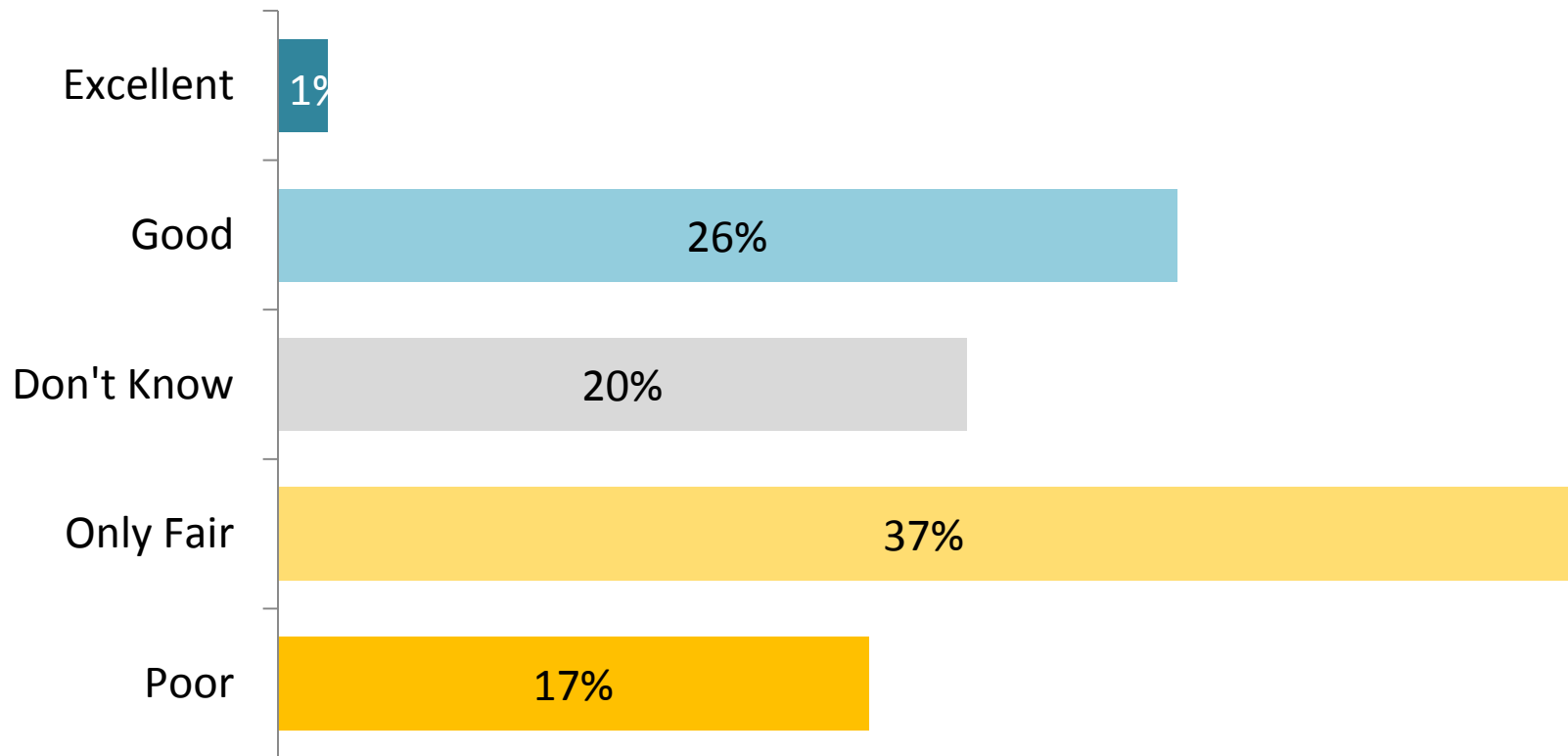*Do you agree or disagree that each of the following describes San Francisco?* **San Francisco…**

■ Strongly Agree ■ Somewhat Agree ■ Don't Know ■ Somewhat Disagree ■ Strongly Disagree

		Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree
…has good housing options	Homeowner (36%)	1%	27%	2%	38%	32%
	Other (64%)	2%	13%	1%	37%	47%
…is the place I consider my long-term home	Homeowner (36%)	63%	22%	3%	8%	5%
	Other (64%)	45%	31%	3%	14%	7%
…is a good place to live	Homeowner (36%)	54%	34%	0%	10%	1%
	Other (64%)	53%	38%	1%	7%	1%

SAN FRANCISCO SURVEY

Job Rating – Board of Supervisors

How would you rate the job the Board of Supervisors is doing?

Rating	Percentage
Excellent	1%
Good	26%
Don't Know	20%
Only Fair	37%
Poor	17%

SAN FRANCISCO SURVEY

Mayor Ed Lee

How would you rate the job Mayor Ed Lee is doing?

Rating	Percentage
Excellent	9%
Good	38%
Don't Know	10%
Only Fair	29%
Poor	14%
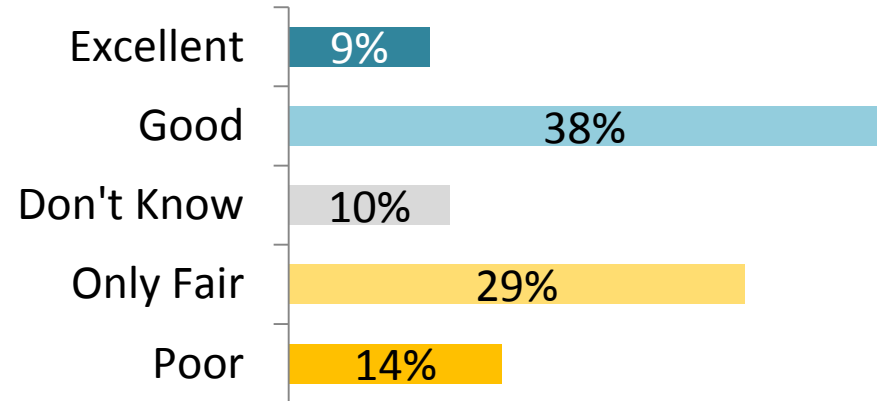
Please rate Mayor Ed Lee.

- Strongly Favorable
- Somewhat Favorable
- No Opinion
- Somewhat Unfavorable
- Strongly Unfavorable

Strongly Favorable	Somewhat Favorable	No Opinion	Somewhat Unfavorable	Strongly Unfavorable
15%	37%	19%	18%	11%

SAN FRANCISCO SURVEY

Supervisor Ratings

Please rate each of the following:

Legend:
- ■ Strongly Favorable
- ■ Somewhat Favorable
- ■ No Opinion
- ■ Somewhat Unfavorable
- ■ Strongly Unfavorable

Supervisor Eric Mar: 8% | 17% | 57% | 11% | 7%
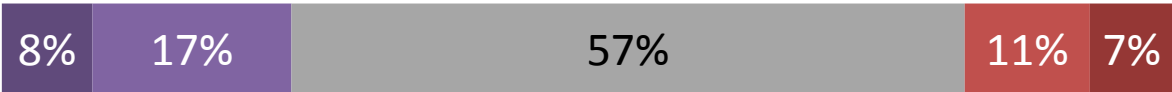
Supervisor Mark Farrell: 3% | 16% | 70% | 6% | 4%

Supervisor David Chiu: 9% | 27% | 46% | 10% | 8%

Supervisor Katy Tang: 3% | 16% | 70% | 9% | 3%
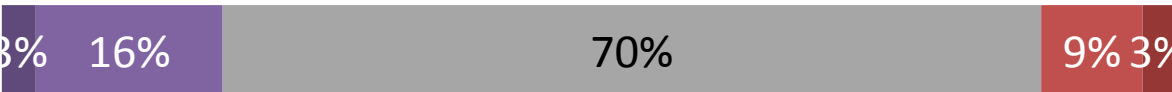
Notes: Survey included only names, not pictures.
There was no separate response for unfamiliar or never heard, only a
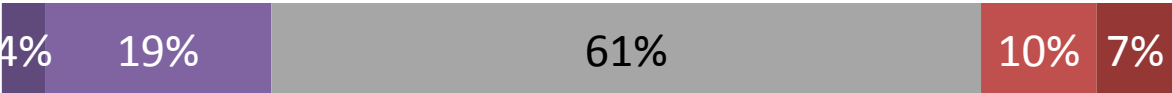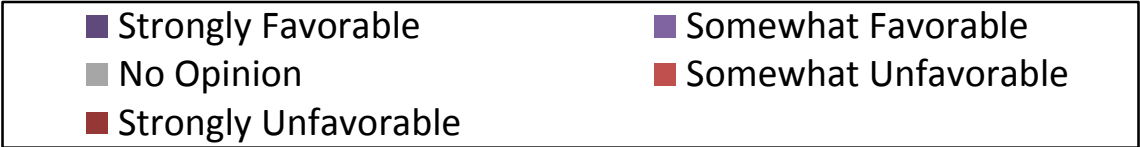*"no opinion" response was available.*

SAN FRANCISCO SURVEY

Supervisor Ratings, continued

Please rate each of the following:

- ■ Strongly Favorable
- ■ Somewhat Favorable
- ■ No Opinion
- ■ Somewhat Unfavorable
- ■ Strongly Unfavorable

Supervisor London Breed — 2% | 16% | 68% | 9% | 5%
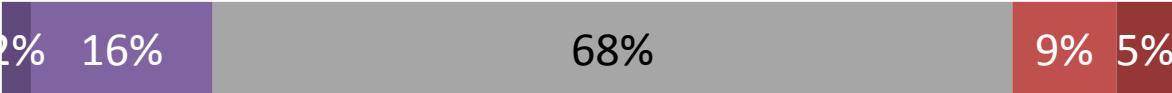
Supervisor Jane Kim — 4% | 19% | 61% | 10% | 7%

Supervisor Norman Yee — 4% | 20% | 63% | 9% | 5%

Supervisor Scott Wiener — 10% | 21% | 48% | 12% | 8%

Notes: Survey included only names, not pictures.
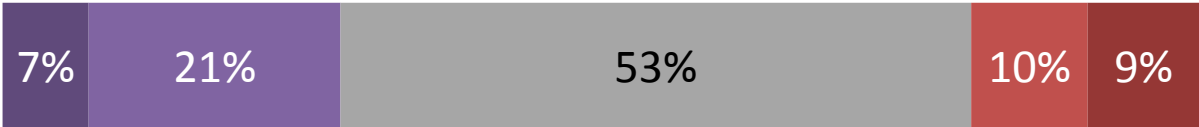*There was no separate response for unfamiliar or never heard, only a "no opinion" response was available.*

SAN FRANCISCO SURVEY

Supervisor Ratings, continued

Please rate each of the following:

■ Strongly Favorable	■ Somewhat Favorable
■ No Opinion	■ Somewhat Unfavorable
■ Strongly Unfavorable	

Supervisor David Campos
7% | 21% | 53% | 10% | 9%

Supervisor Malia Cohen
3% | 19% | 66% | 8% | 4%

Supervisor John Avalos
10% | 18% | 52% | 10% | 11%
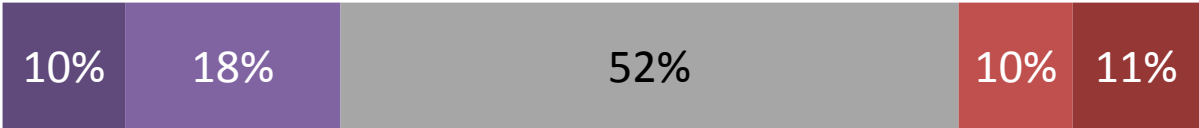
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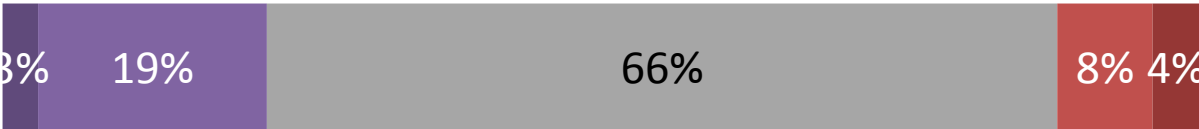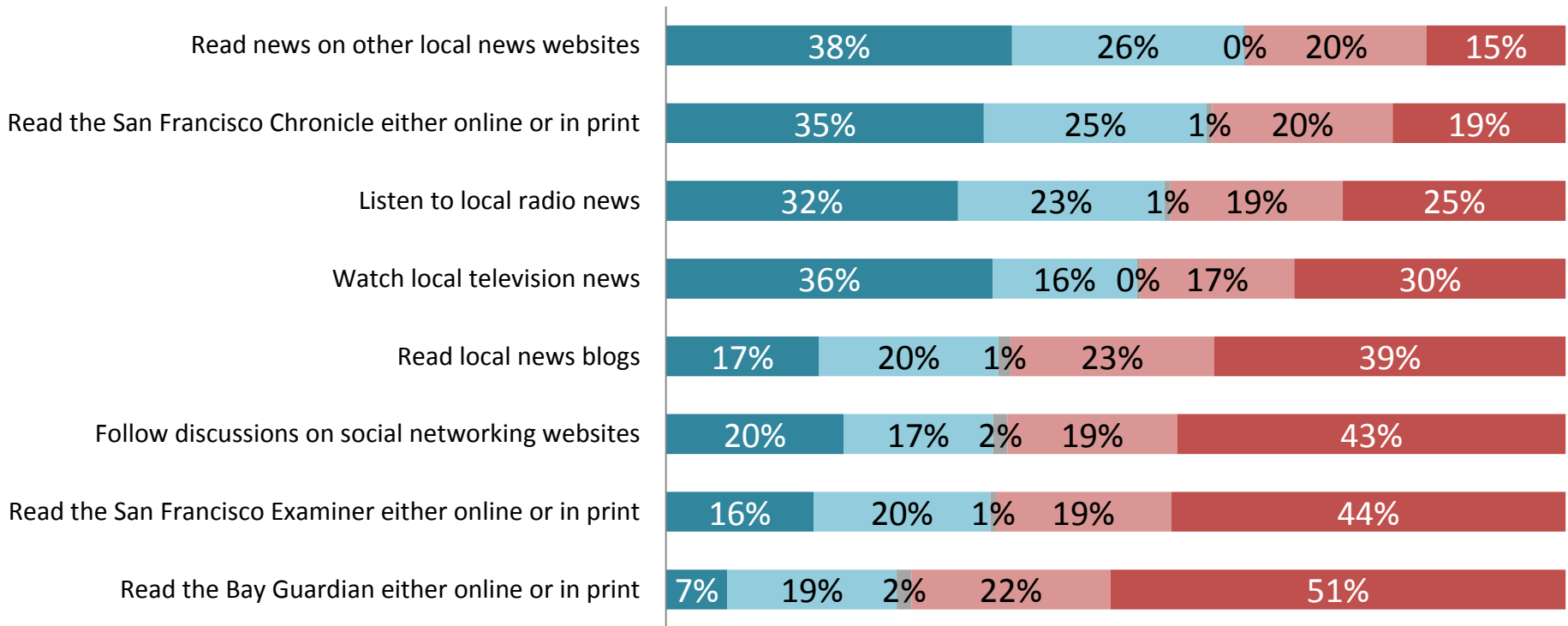
SAN FRANCISCO SURVEY

News Sources

Thinking about where you get your local San Francisco news and information, how often do you:

■ Frequently   ■ Sometimes   ■ Don't Know   ■ Occasionally   ■ Almost Never

	Frequently	Sometimes	Don't Know	Occasionally	Almost Never
Read news on other local news websites	38%	26%	0%	20%	15%
Read the San Francisco Chronicle either online or in print	35%	25%	1%	20%	19%
Listen to local radio news	32%	23%	1%	19%	25%
Watch local television news	36%	16%	0%	17%	30%
Read local news blogs	17%	20%	1%	23%	39%
Follow discussions on social networking websites	20%	17%	2%	19%	43%
Read the San Francisco Examiner either online or in print	16%	20%	1%	19%	44%
Read the Bay Guardian either online or in print	7%	19%	2%	22%	51%

SAN FRANCISCO SURVEY

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