



The San Francisco Survey

Number V

Focusing on Families and Education Issues

August, 2014



About The San Francisco Survey

2

- 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 Voters
- Conducted in English, Spanish, and Chinese
- Demographics closely match the demographics of the registered voters in the city

	Date	Number of Interviews
Survey I*	September 10-16, 2013	553
Survey II*	November 4-7, 2013	631
Survey III*	February 11-17, 2014	616
Survey IV*	April 30 – May 6, 2014	582
Survey V	August 4 – 12, 2014	622

*Surveys only offered in English and Chinese.

Please note that due to rounding, percentages may not add up to exactly 100%



Key findings

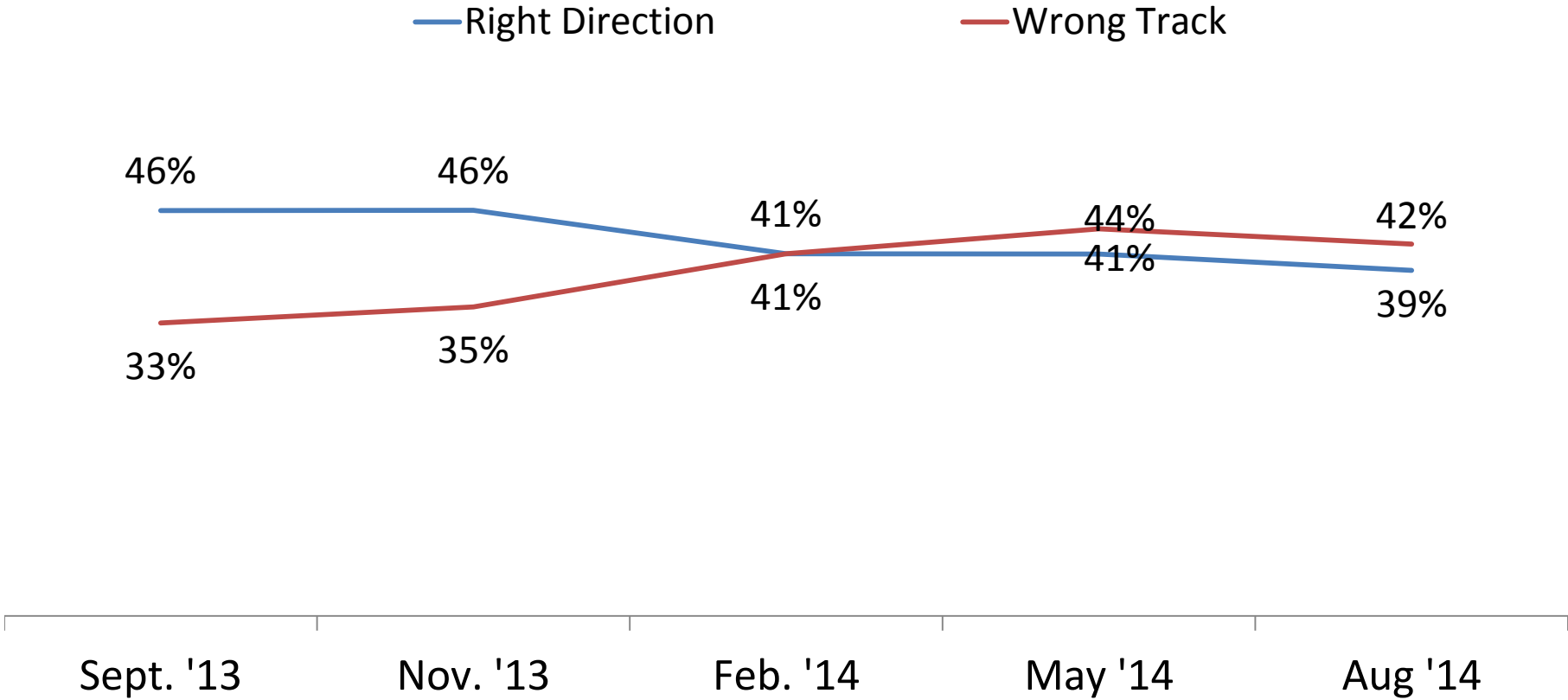
- Voters value San Francisco as a place to raise a family because of the cultural diversity and engaging lifestyle, and many also give the city good ratings for parks and neighborhood safety.
- Most voters are at least cautiously optimistic about SF's future.
- About 24% of San Francisco voters are parents of children under 18, and they send their children to private and public school in relatively equal numbers.
- Although voters overall are divided on whether SF is a good place to raise a family, a majority of parents think the city is a good place to raise a family.
- Cost of living is voters' top concern overall and by far the top concern among parents; many feel that because the city is so expensive, it is less appealing to raise a family.



GENERAL ATTITUDES ABOUT SF

Right Direction/Wrong Track

Consistent with May results, voters are feeling more pessimistic than last year.

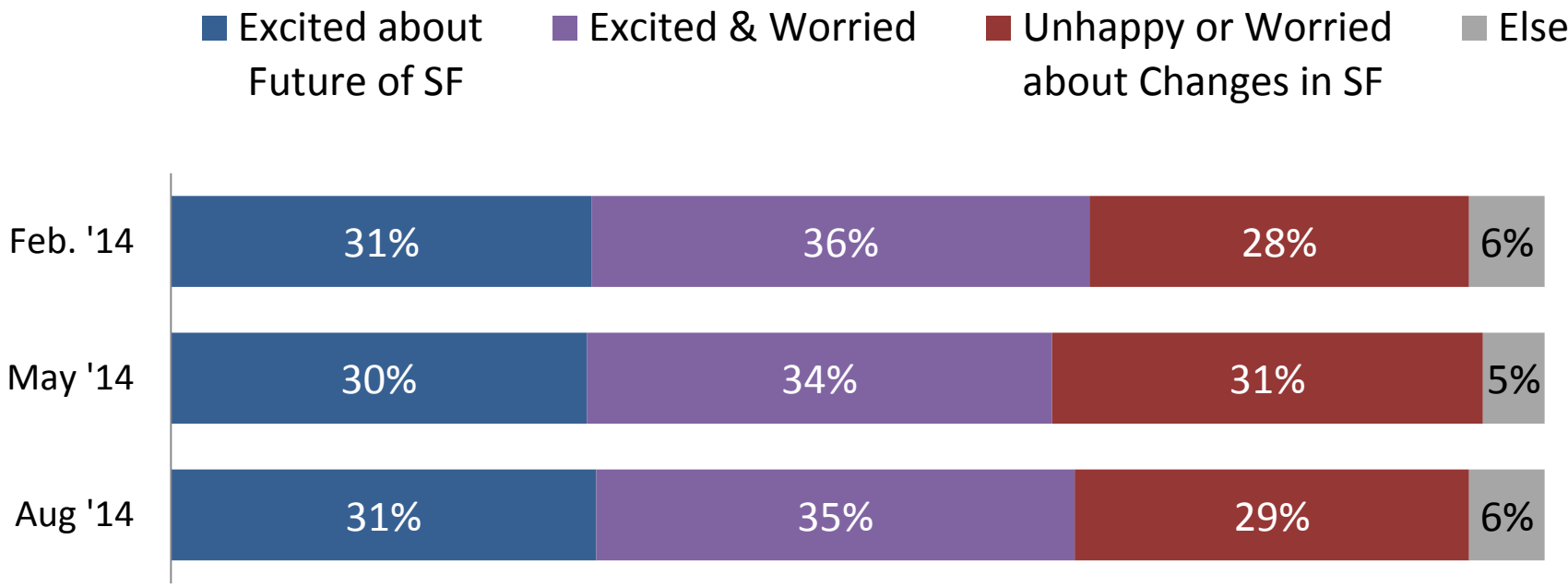


Q3. Do you think things in San Francisco are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?



Attitudes About the Future of SF

Voters continue to feel cautiously optimistic about where the city is heading.



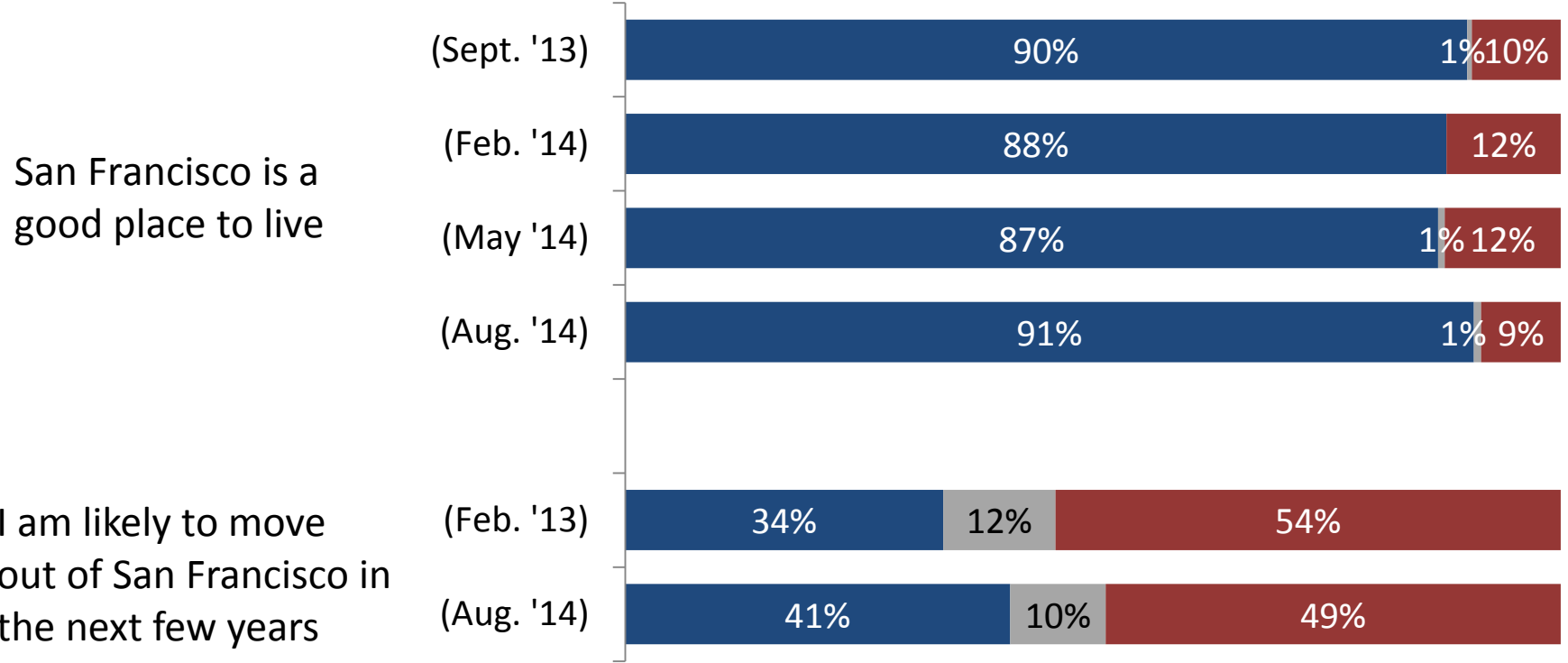
Do you agree or disagree with each of the following statements?
6. I am unhappy or worried about changes happening in SF
7. I am excited about the future of SF



San Francisco Attitudes

Despite some pessimism, voters overwhelmingly agree that the city is a good place to live, and a majority do not plan to move away in the next year.

■ Agree ■ Don't know ■ Disagree



Q8-10. Do you agree or disagree with each of the following statements?



Top Three Problems In San Francisco

Cost of living and housing continue to be dominant concerns for voters, with homelessness close behind.

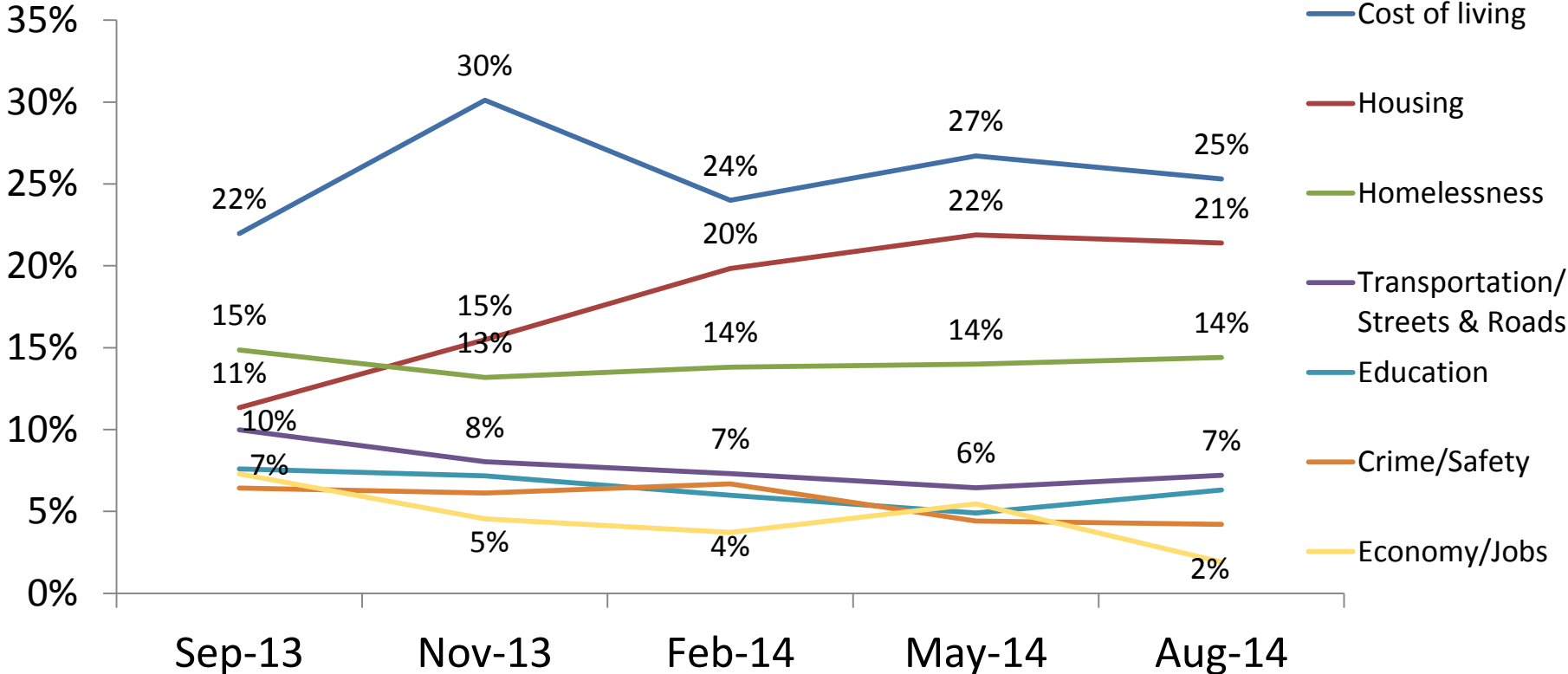
Total % Mentioning Item	Sep 2013	Nov 2013	Feb 2014	May 2014	Aug 2014
Cost of living	50%	56%	50%	58%	53%
Housing	33%	40%	45%	54%	50%
Homelessness	41%	42%	41%	39%	44%
Public transportation	25%	17%	25%	24%	21%
Traffic/streets & roads	14%	14%	18%	17%	17%
Education	22%	19%	19%	16%	17%
Economy/Jobs	16%	14%	9%	13%	6%
Crime/safety	20%	19%	17%	12%	15%
Parking	12%	14%	10%	9%	10%
Politicians/Government	8%	8%	7%	9%	8%
Poverty	10%	11%	8%	8%	9%
Development	4%	4%	8%	6%	6%

Q4. What would you say are the most important problems facing **San Francisco** today? (up to 3 responses accepted)



Most Important Problem in San Francisco

Though still a dominant concern, housing appears to no longer be increasing as a top problem.



Q4. What would you say are the most important problems facing San Francisco today? (top ranked response)



Top Three Problems For You and Your Family

Nearly two-thirds (63%) say cost of living is an important problem facing their families.

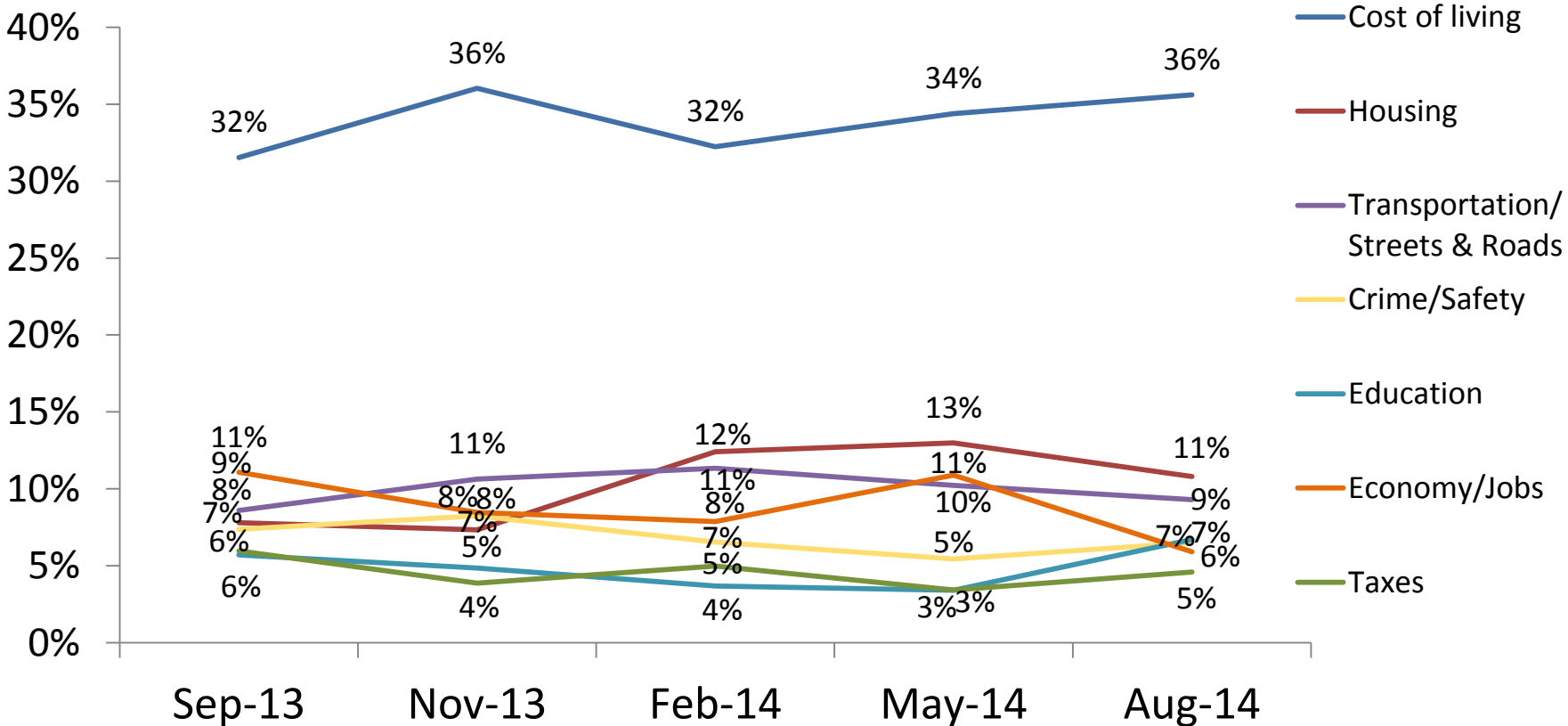
Total % Mentioning Item	Sep 2013	Nov 2013	Feb 2014	May 2014	Aug 2014
Cost of living	60%	65%	60%	66%	63%
Housing	22%	26%	28%	34%	30%
Economy/Jobs	27%	23%	20%	23%	16%
Traffic/streets and roads	20%	19%	24%	20%	23%
Public transportation	21%	20%	22%	22%	22%
Crime/Safety	22%	24%	18%	16%	18%
Parking	12%	16%	15%	13%	13%
Taxes	13%	16%	13%	13%	15%
Education	16%	12%	12%	13%	14%
Homelessness	10%	10%	10%	11%	13%
Health care	16%	16%	16%	10%	11%
Politicians/Government	5%	6%	7%	6%	6%

Q5. What would you say are the most important problems facing **you and your family** today? (up to 3 responses accepted)



Most Important Problem For You and Your Family

Cost of living dominates all other concerns.



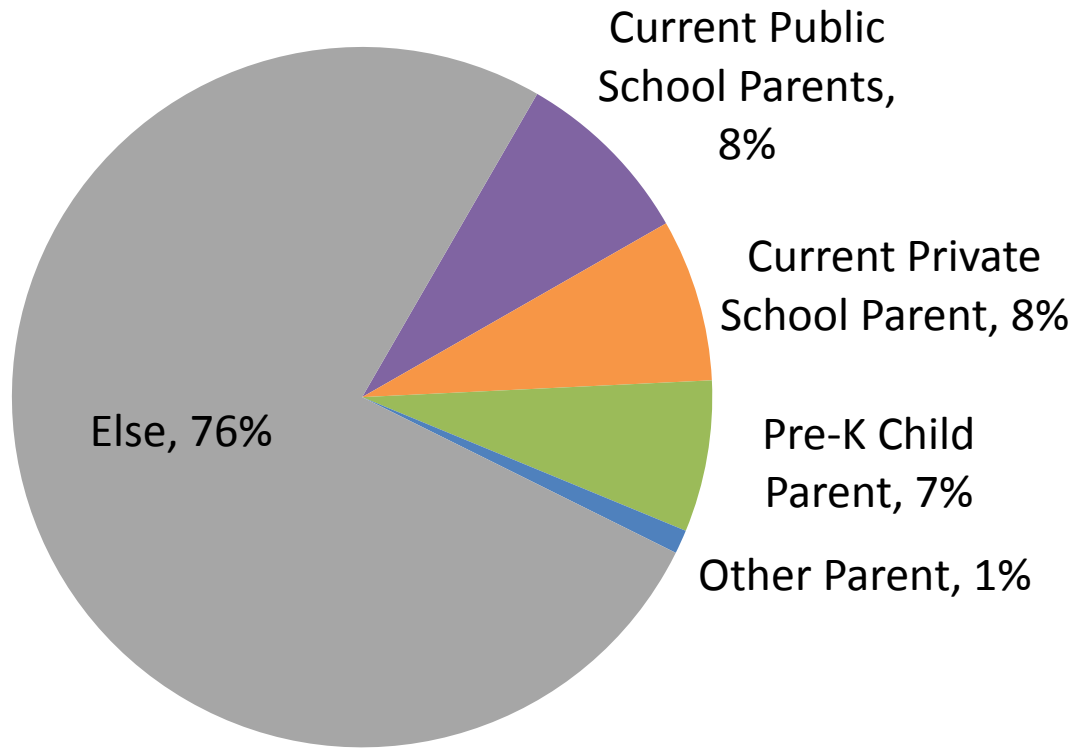
Q5. What would you say are the most important problems facing **you and your family** today? (top ranked response)



RAISING A FAMILY IN SAN FRANCISCO

San Francisco Parents

24% of voters have children under 18, with relatively equal numbers currently sending their children to private and public schools.



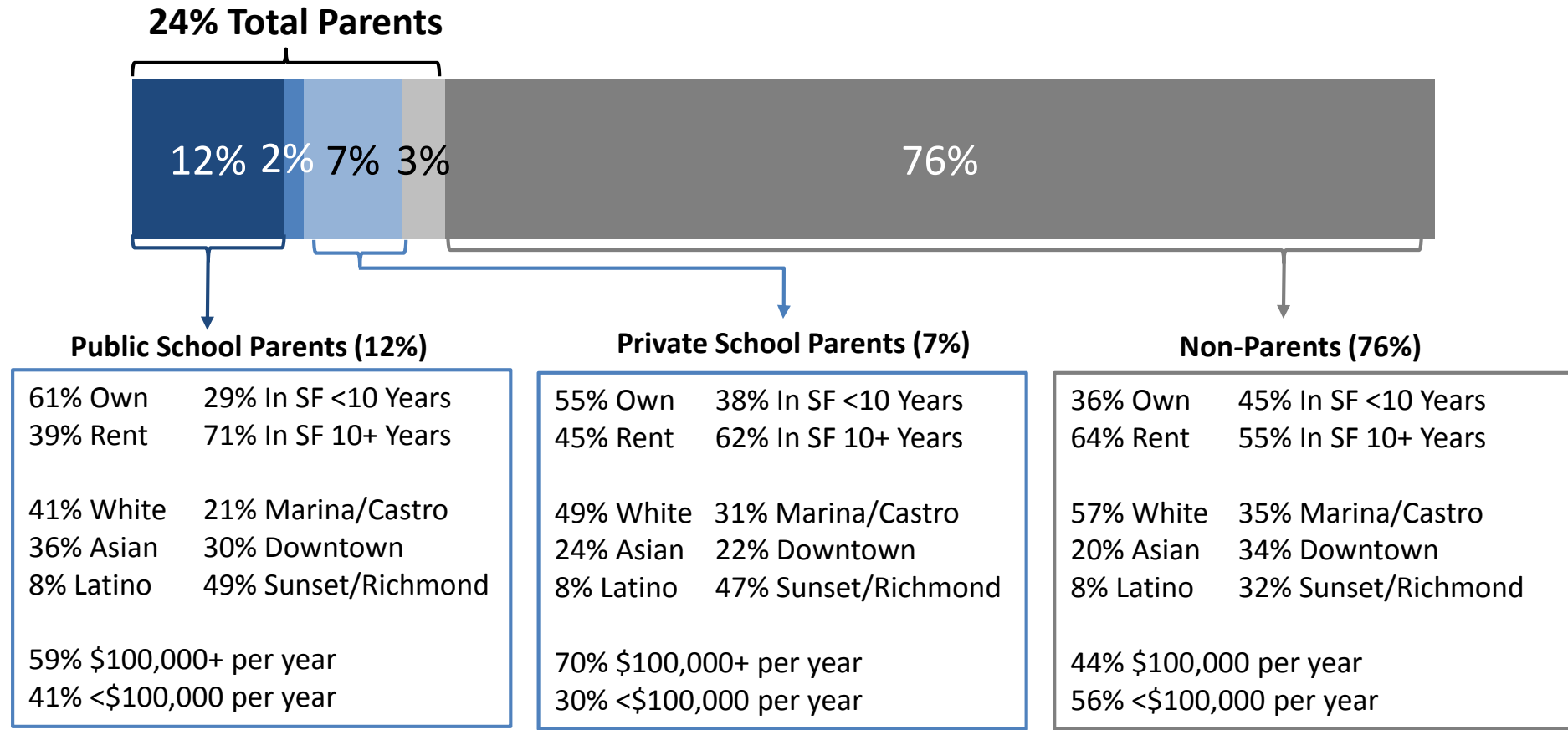
63. Are you the parent or guardian of any children in the following age groups?
65. Where will your K-12 aged children attend school this fall?



SF Parent Demographics

Most parents own their home and have been in the city for over 10 years.

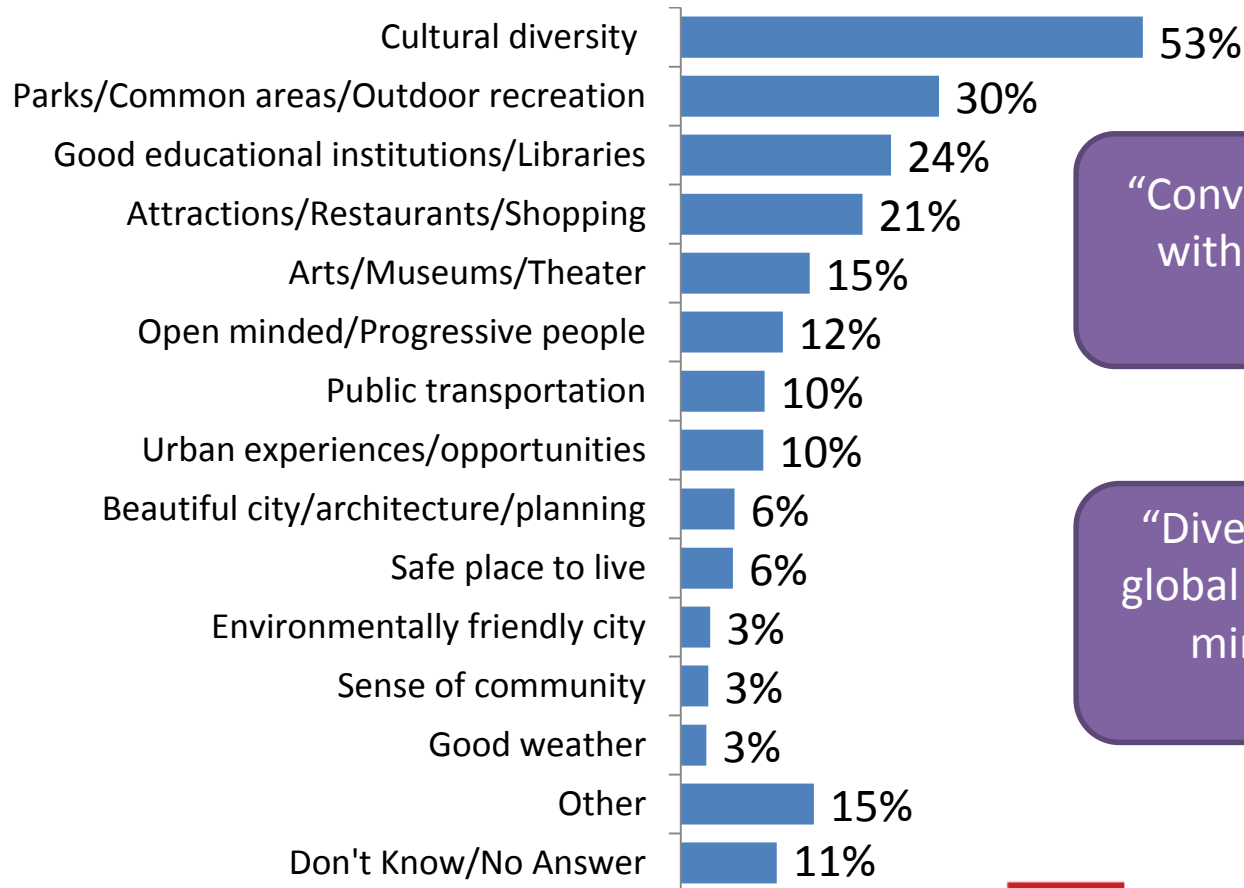
■ Public School Parents ■ Public & Private School Parent ■ Private School Parents ■ Other Parent ■ Non-Parents



Q60. Would you say you know a lot, a little, not very much or nothing at all about public schools in San Francisco?

Reasons SF is a Good Place to Raise Children

Over half (53%) cited the city's unique cultural diversity as a reason why SF is a good place to raise children; good libraries and parks were also frequently-mentioned.



“Convenience of an urban life without the hassle of a big metropolis”

“Diversity and exposure to a global population that's open-minded, educated, and accepting.”

Q11. What are some reasons why San Francisco is a good place to raise children?

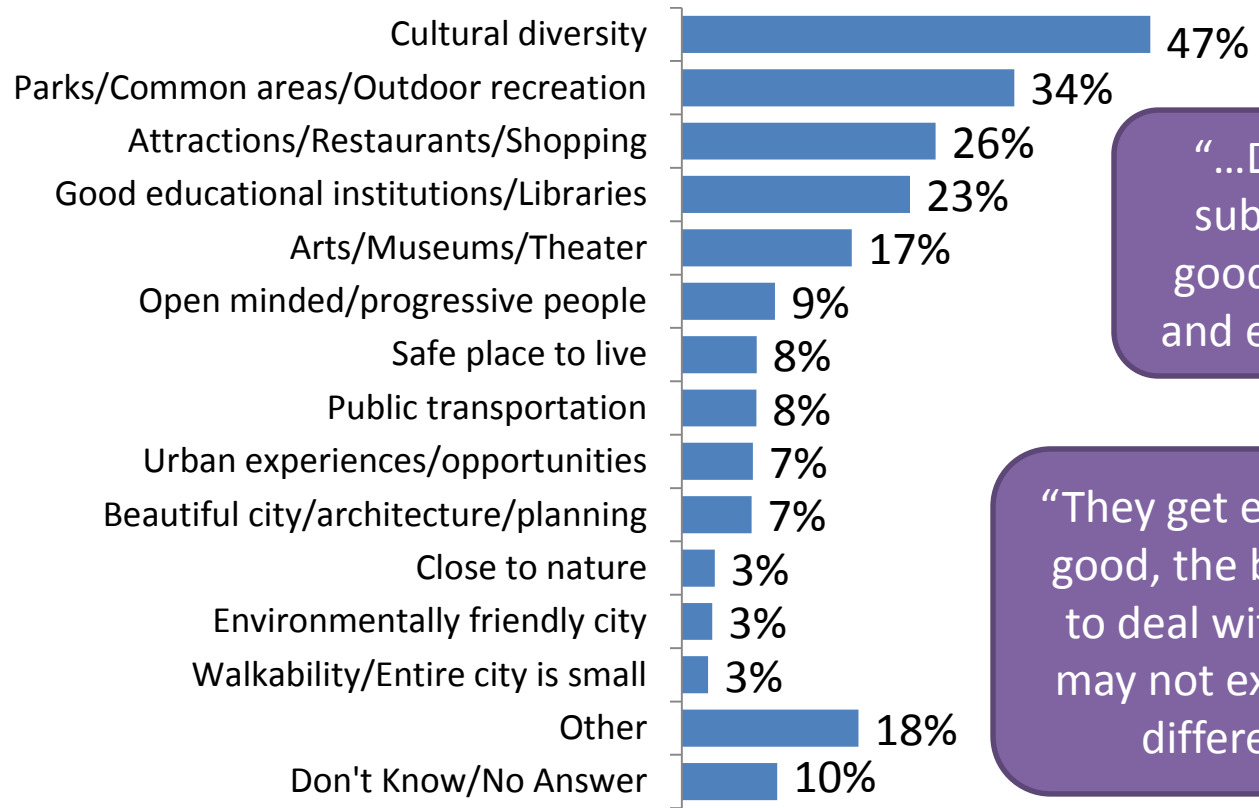


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Reasons SF is a Good Place to Raise Children

Parents cite similar reasons as non-parents, but emphasize the quality public institutional support they have access to (parks, museums, etc.) slightly more.

Among voters with children under 18 [n=136]



“...Democratic school system, substantial public funding for goods such as museums, parks, and educational entertainment.”

“They get exposure to urban living - the good, the bad and the ugly. They learn to deal with the urban problems that may not exist in suburbia. Exposure to different cultures is positive.”

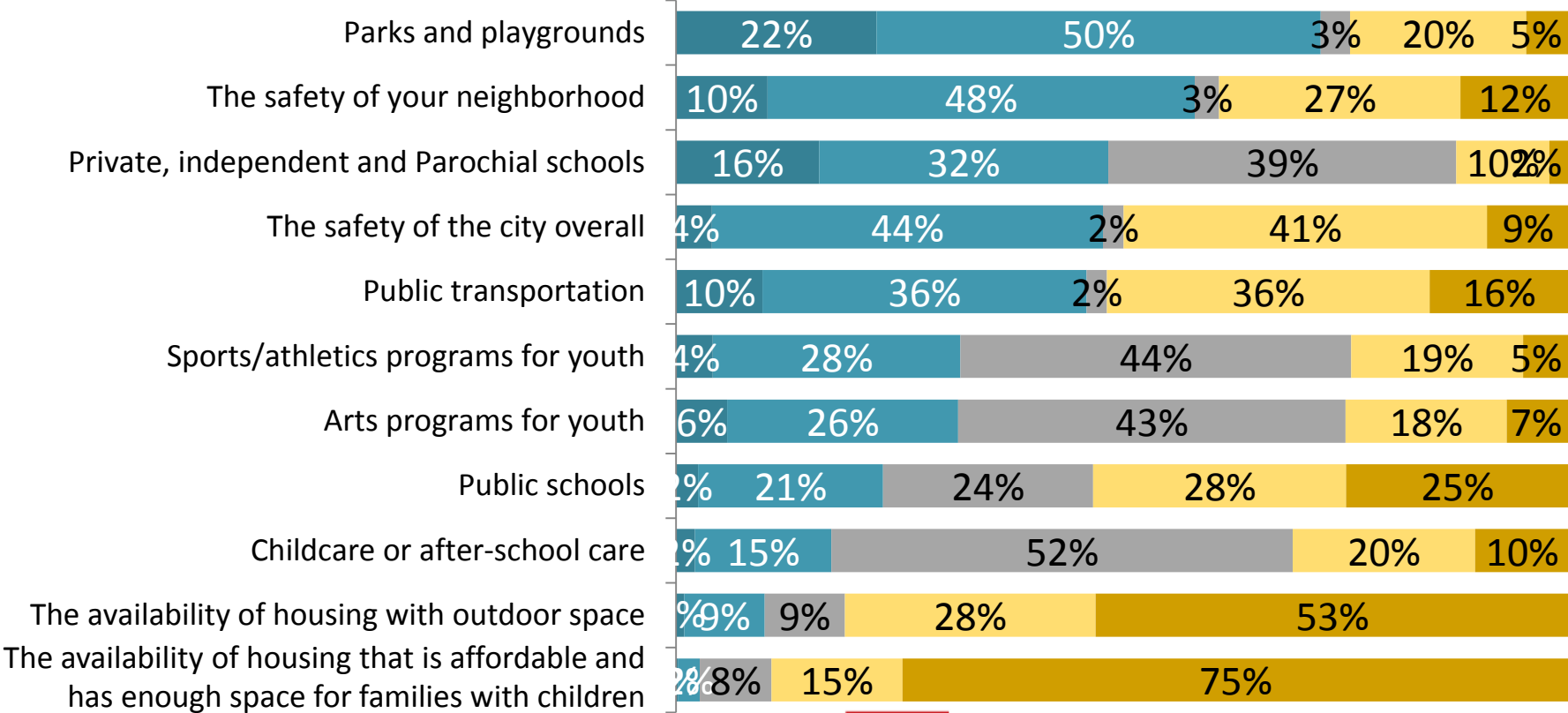
Q11. What are some reasons why San Francisco is a good place to raise children?



Rating San Francisco Qualities

Most voters rate parks and neighborhood safety positively; in contrast, more than three-quarters give a negative rating for available, affordable housing

■ Excellent ■ Good ■ Don't Know ■ Only Fair ■ Poor



Q13-23. Now, how would you rate each of the following in San Francisco?

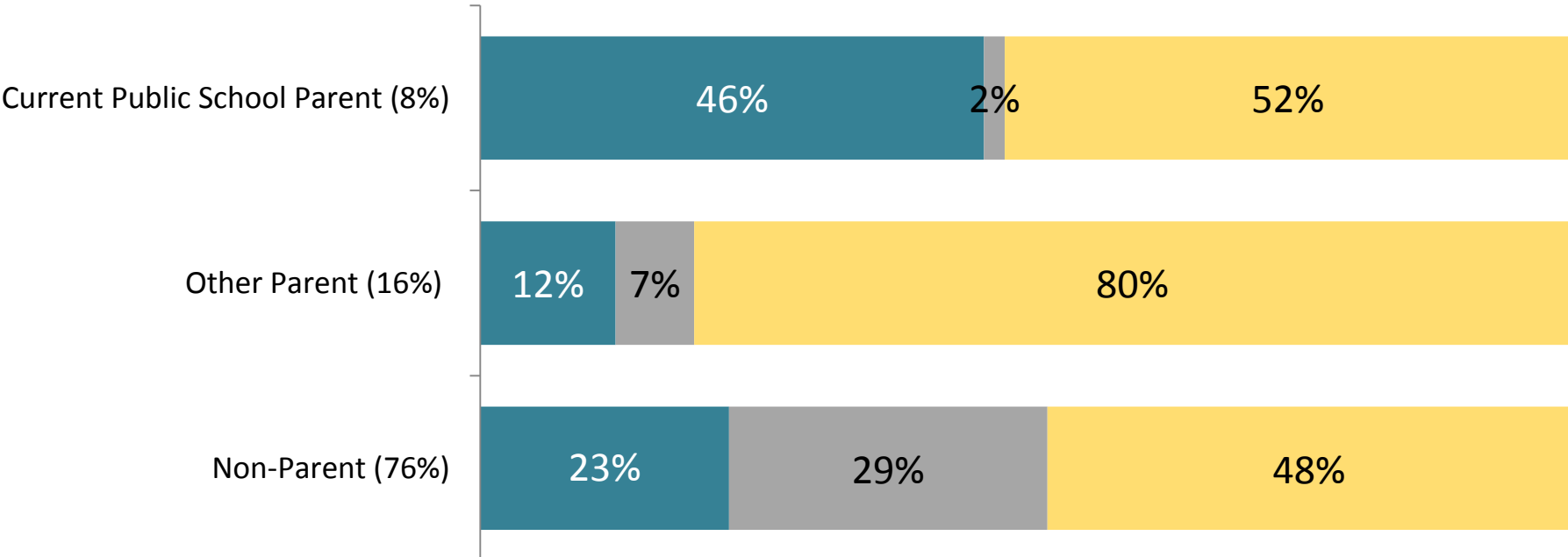


Rating San Francisco Schools, Parents

Parents who send their kids to SF public school rate those schools significantly better than other parents and non-parents.

Public schools

■ Excellent/Good ■ Don't Know ■ Only Fair/Poor



Q27-38. Now, whether or not you have kids in school, how would you rate San Francisco on each of the following?

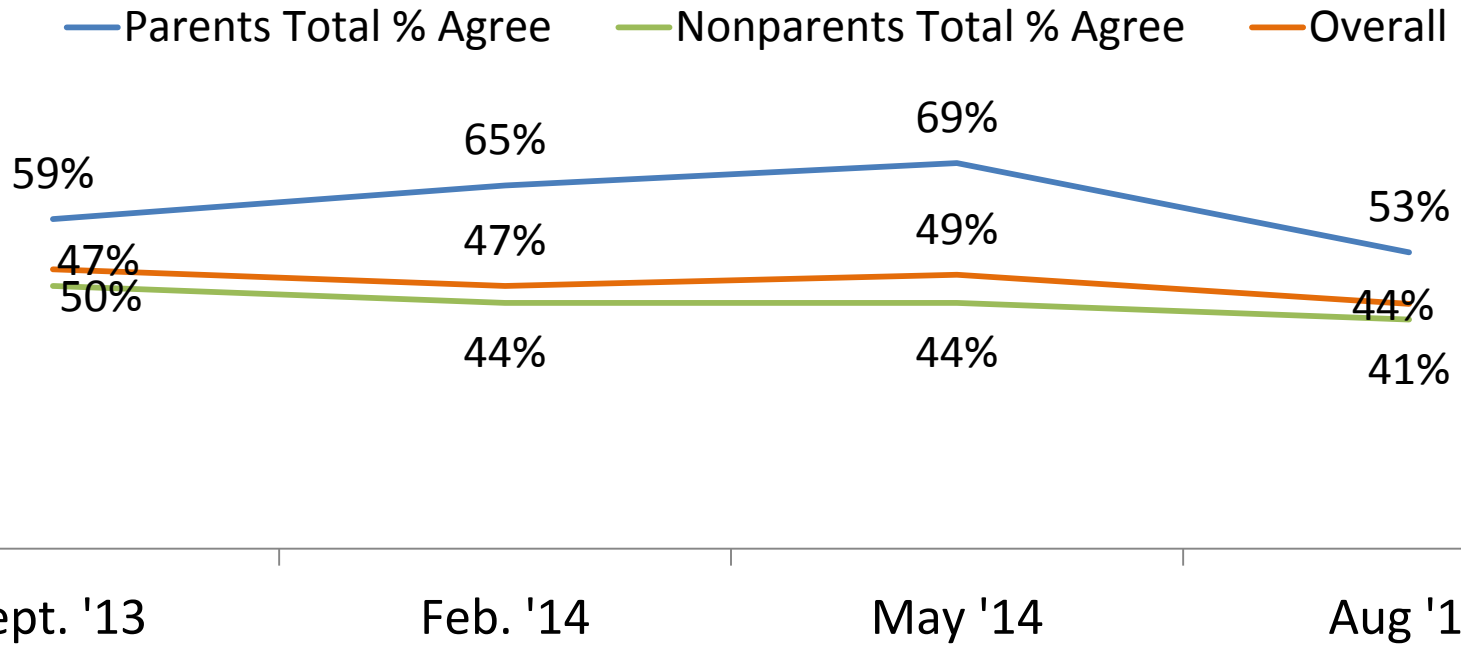


CHALLENGES FAMILIES FACE

SF as a Place to Raise a Family

Most parents think SF is a good place to raise a family.

San Francisco is a good place to raise a family.



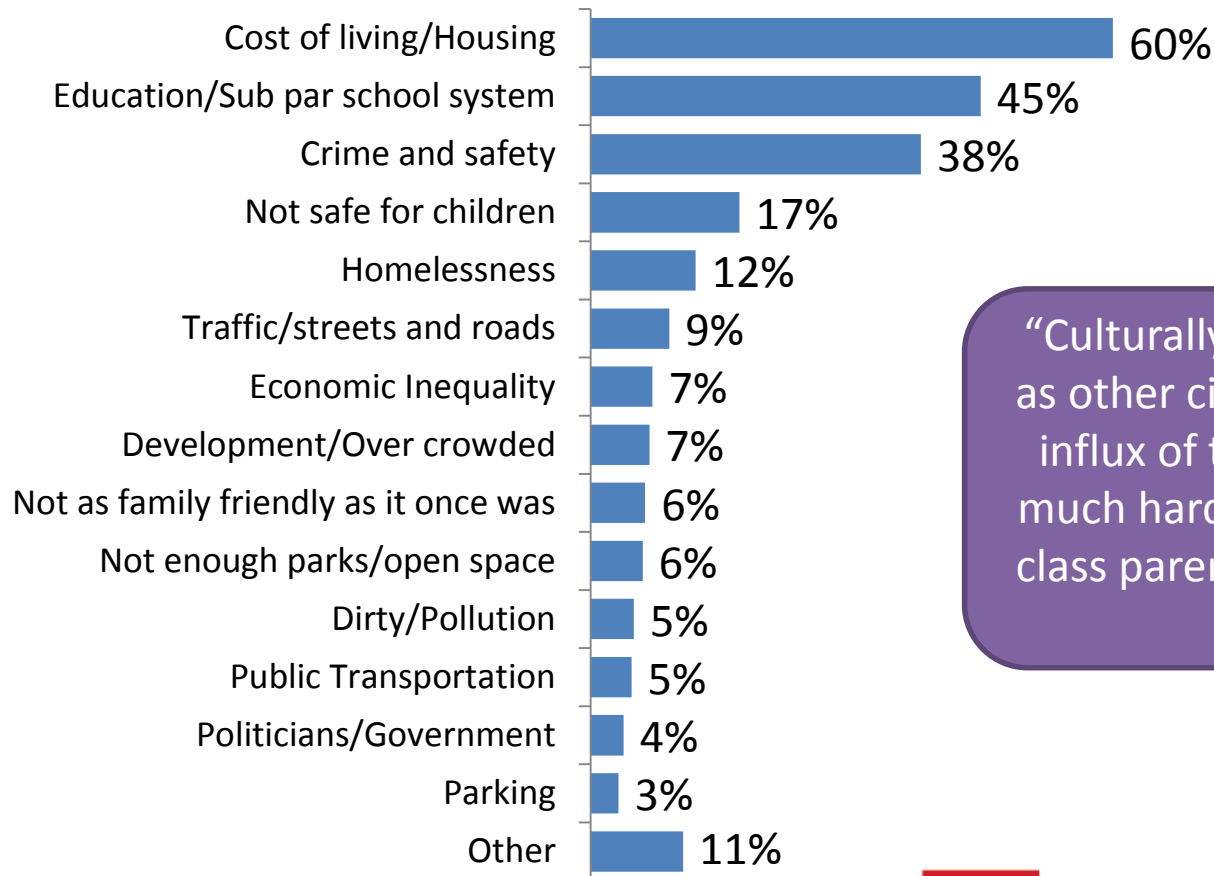
Note: "Non-Parents" refers to those who do not have kids under the age of 18; parents of adults are included.

Q9. Do you agree or disagree with each of the following statements?



Reasons SF is NOT a Good Place to Raise Children

Overall, cost of living, the perceived low quality of education, and crime were the most commonly offered reasons why SF is not a good place to raise children.



“Culturally, SF is not as kid friendly as other cities. And less so with the influx of tech workers. It’s gotten much harder to be a typical middle class parent in SF over the past few years.”

Q12. What are some reasons why San Francisco is not a good place to raise children?

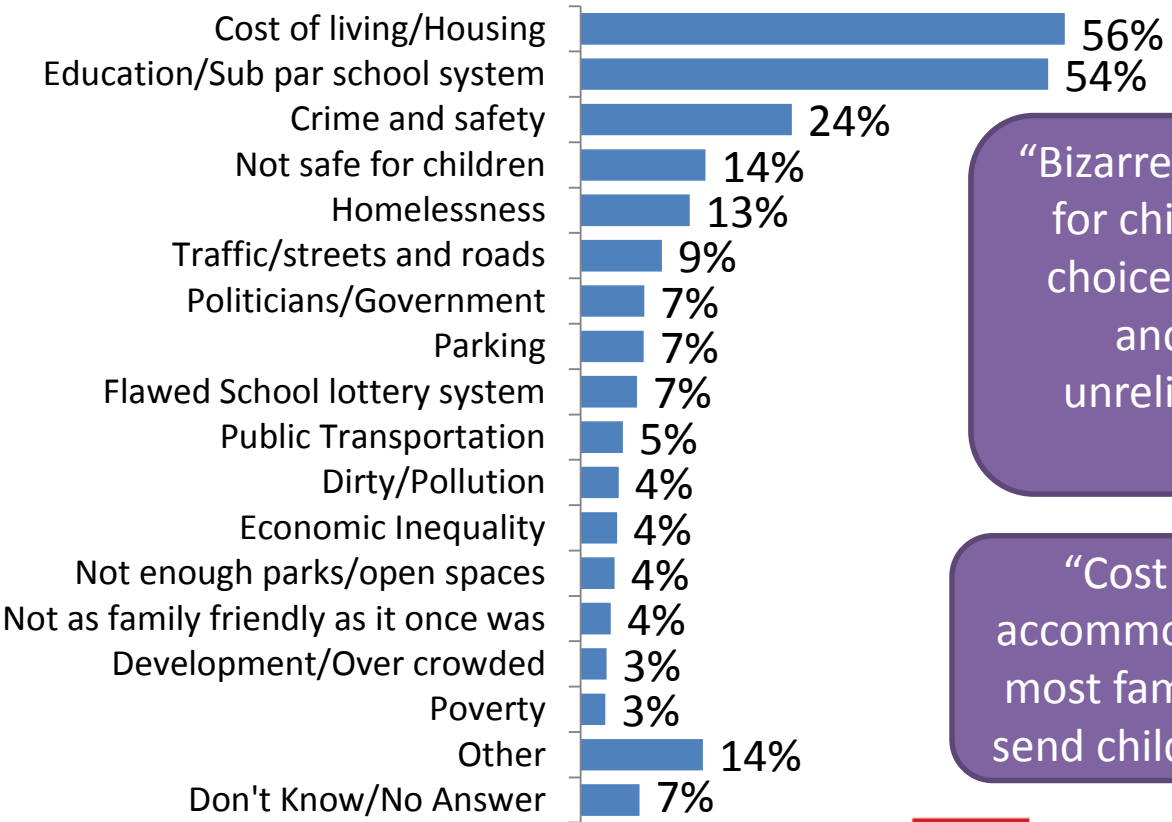


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Reasons SF is NOT a Good Place to Raise Children

Among parents, the high cost of living is the biggest reason SF is not a good place to raise children – higher than the education system.

Among voters with children under 18 [n=136]



“Bizarre SFUSD assignment ‘system’ for children, frustrating parental choice of schools. Out-of-control and dangerous traffic and unreliable, overcrowded public transit.”

“Cost to get housing that will accommodate a family is more than most families can afford. Unable to send children to the nearest school”

Q12. What are some reasons why San Francisco is not a good place to raise children?



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24



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