



The San Francisco Survey

Number XII

September 2016



About The San Francisco Survey

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- The San Francisco Survey is a project of the Committee on Jobs, conducted by EMC Research. 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

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- Web Survey of San Francisco Voters
- Offered in English, Chinese, and Spanish
- Demographics closely match the demographics of the registered voters in the city

*Surveys only
offered in English
and Chinese.

	Date	# 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
Survey VI	September 2 – 7, 2014	646
Survey VII	February 9-16, 2015	687
Survey VIII	April 27-May 1, 2015	710
Survey IX	August 27- Sept 3, 2015	844
Survey X	October 21-27, 2015	565
Survey XI	February 17-22, 2016	886
Survey XII	September 6-11, 2016	644

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



SAN FRANCISCO SURVEY

Key Findings

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- San Francisco voters are feeling anxious about changes happening in the City.
- Homelessness continues to rise as a top problem facing the City.
- Voters prioritize addressing homelessness and street behavior.

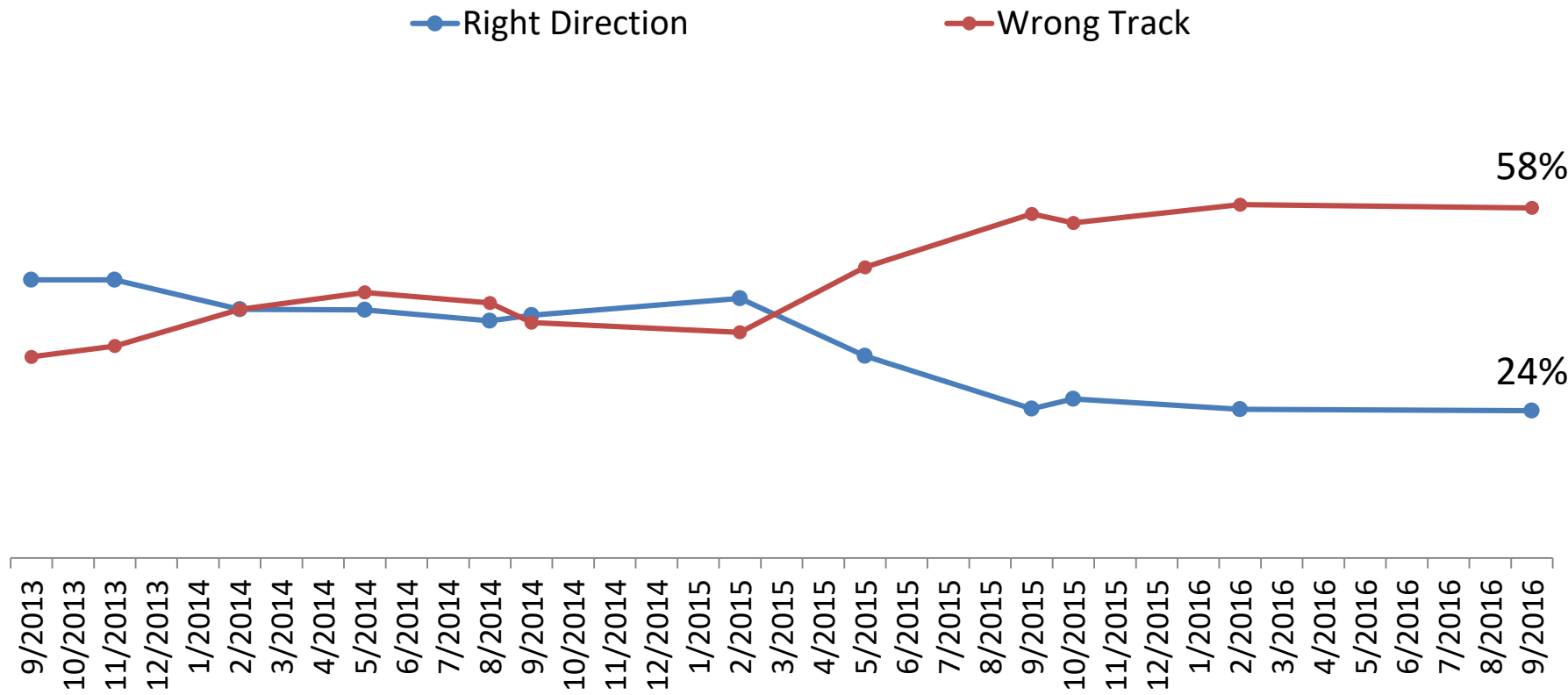


SAN FRANCISCO SURVEY

GENERAL ATTITUDES ABOUT SF

Right Direction/Wrong Track

A majority of voters remain pessimistic about the direction of the City.

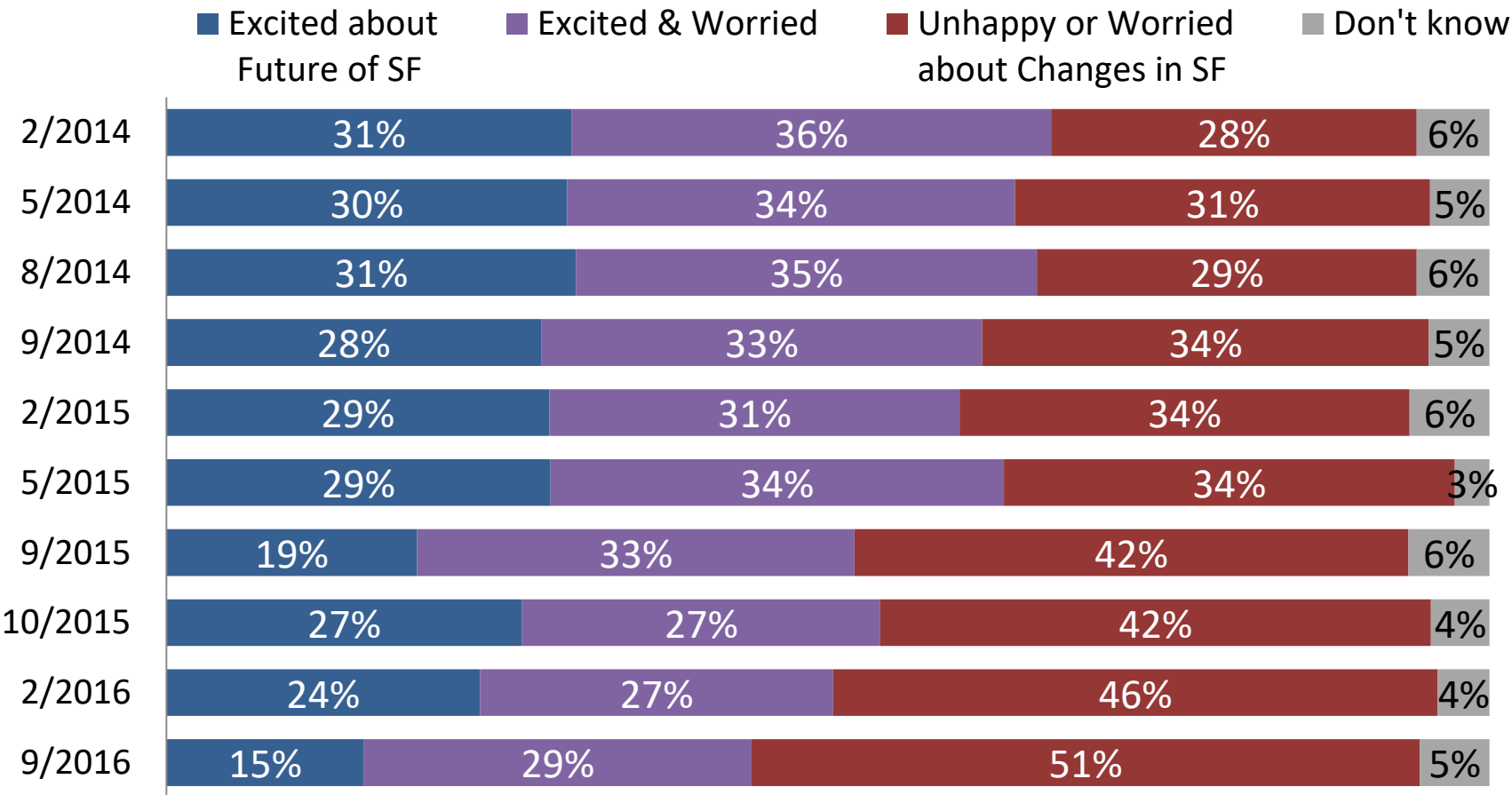


Q3. Do you think things in San Francisco are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?



Excited about Future/Worried about Changes

A majority of voters are worried about changes happening in the City.

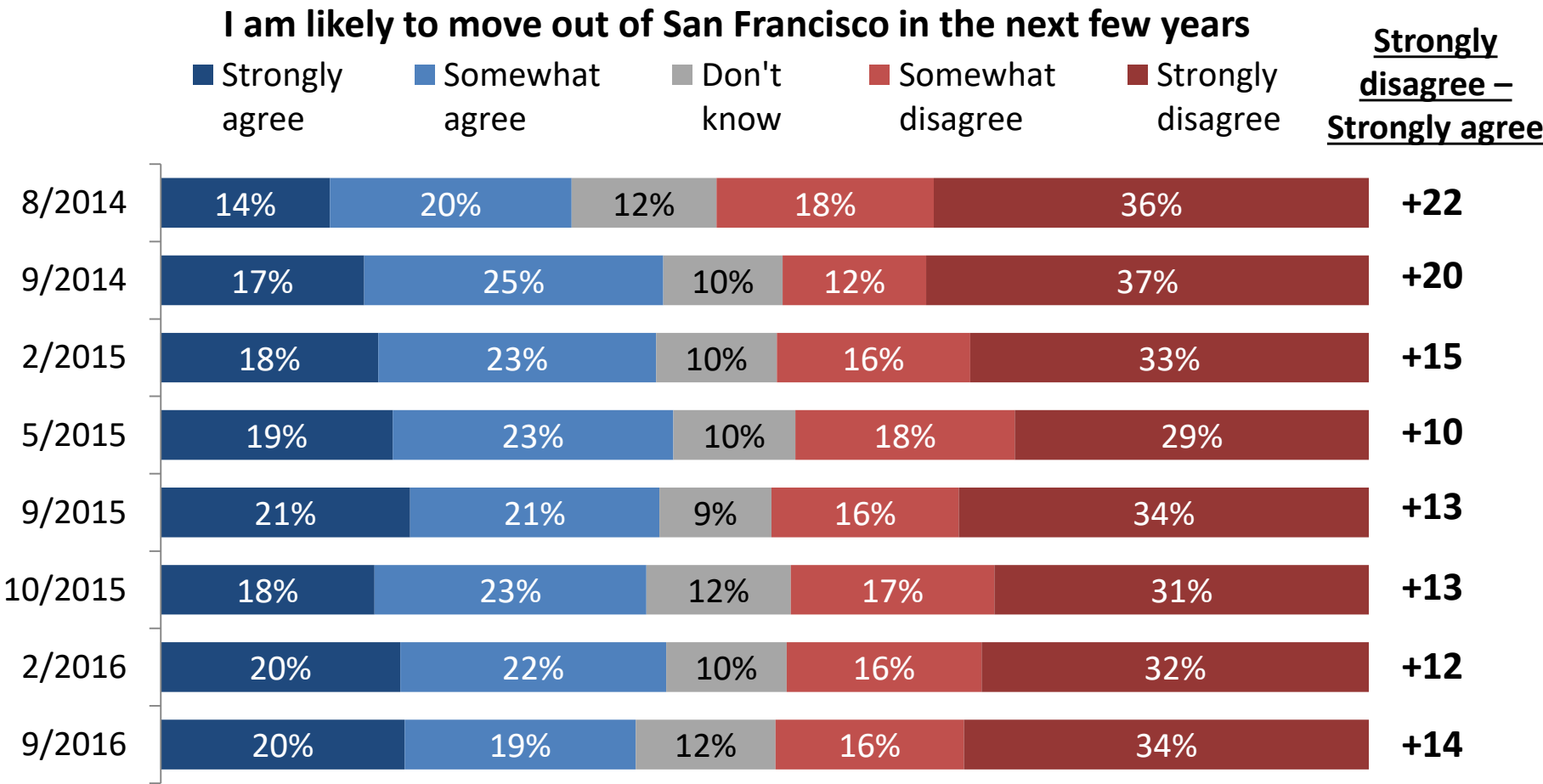


Do you agree or disagree with each of the following statements?
Q17. I am unhappy or worried about changes happening in SF
Q18. I am excited about the future of SF



San Francisco Attitudes

Over a third of voters say they're likely to move out of the City in the next few years.



Do you agree or disagree with each of the following statements?
Q19. I am likely to move out of San Francisco in the next few years



Top Three Problems In San Francisco

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Homelessness continues to grow as one of the top problems facing San Francisco.

Total % Mentioning as one of top 3	Sept. '13	Nov. '13	Feb. '14	May '14	Aug. '14	Sept '14	Feb. '15	May '15	Sept. '15	Oct. '15	Feb. '16	Sept. '16
Homelessness	41%	42%	41%	39%	44%	44%	45%	49%	55%	52%	61%	65%
Cost of living	50%	56%	50%	58%	53%	57%	56%	52%	51%	55%	54%	53%
Housing	33%	40%	45%	54%	50%	49%	53%	51%	51%	54%	53%	48%
Crime/safety	20%	19%	17%	12%	15%	18%	18%	14%	19%	20%	16%	21%
Public transportation	25%	17%	25%	24%	21%	20%	23%	20%	18%	15%	15%	16%
Traffic	14%	14%	18%	17%	17%	13%	12%	13%	14%	13%	10%	14%
Streets & roads							11%	10%	10%	8%	12%	8%
Education	22%	19%	19%	16%	17%	18%	15%	15%	12%	12%	12%	13%
Politicians/Gov't	8%	8%	7%	9%	8%	6%	6%	7%	10%	10%	9%	10%
Poverty	10%	11%	8%	8%	9%	10%	7%	10%	9%	11%	9%	9%
Taxes	5%	6%	4%	6%	6%	7%	5%	5%	5%	4%	5%	6%
Parking	12%	14%	10%	9%	10%	10%	11%	8%	8%	7%	8%	6%
Economy/Jobs	16%	14%	9%	13%	6%	11%	7%	5%	4%	4%	3%	5%
Development	4%	4%	8%	6%	6%	6%	5%	10%	7%	5%	7%	4%

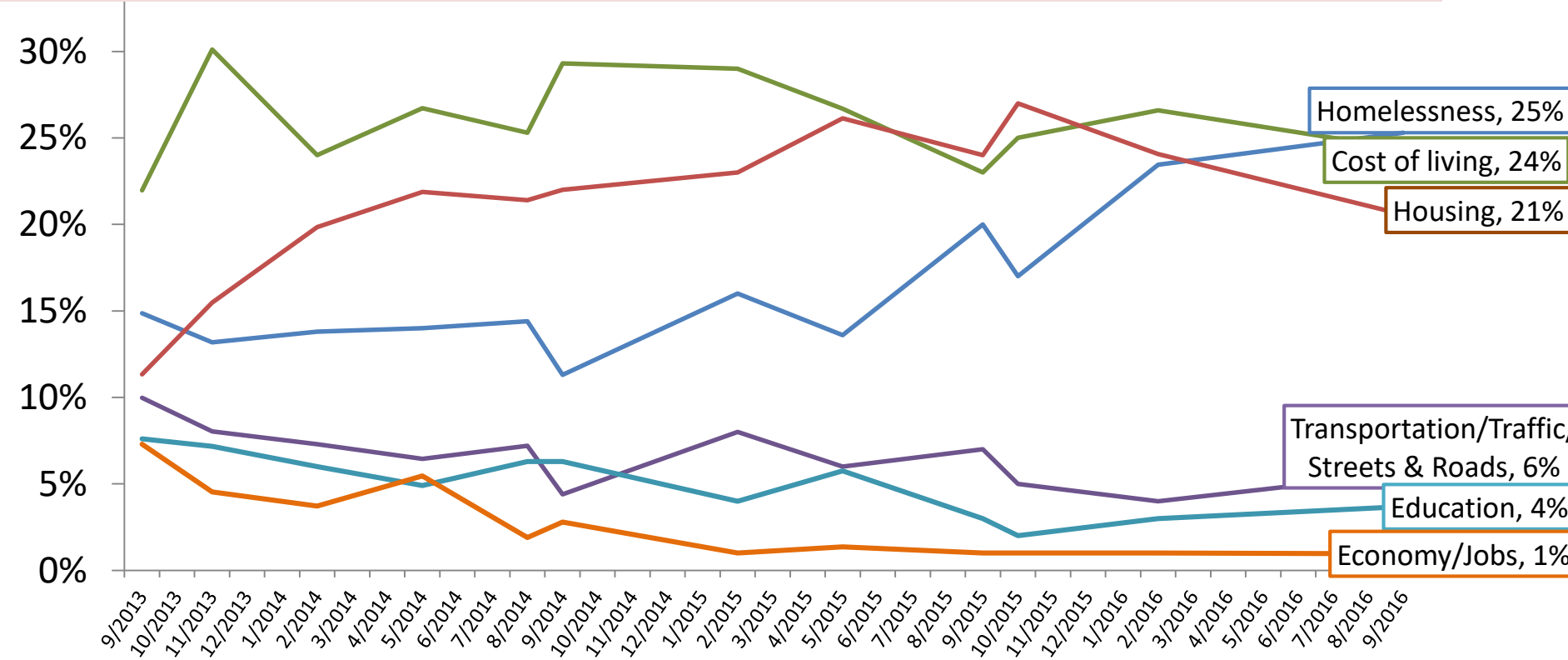
Q6. What would you say are the most important problems facing **San Francisco** today? (up to 3 responses accepted – percentages total over 100%)



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Most Important Problem in San Francisco

Homelessness remains the top issue facing the City, followed by cost of living and housing.



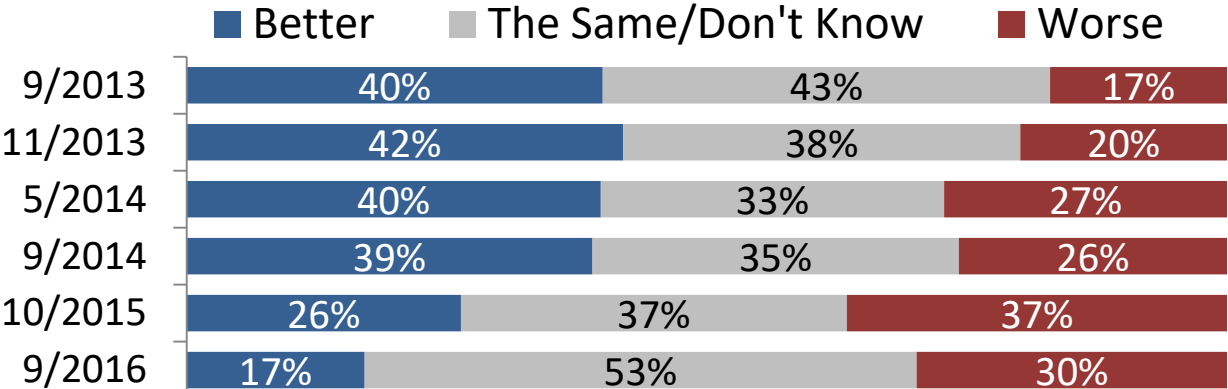
Q6b. What would you say are the most important problems facing San Francisco today? (top ranked response)



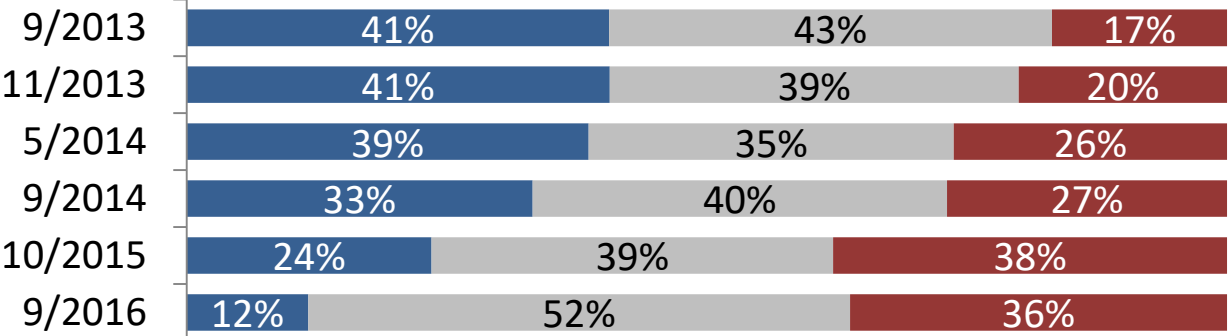
Economic Conditions

Voters are not feeling optimistic about the economy.

Current economic conditions, compared to 6 months ago



Economic conditions 6 months from now, compared to today



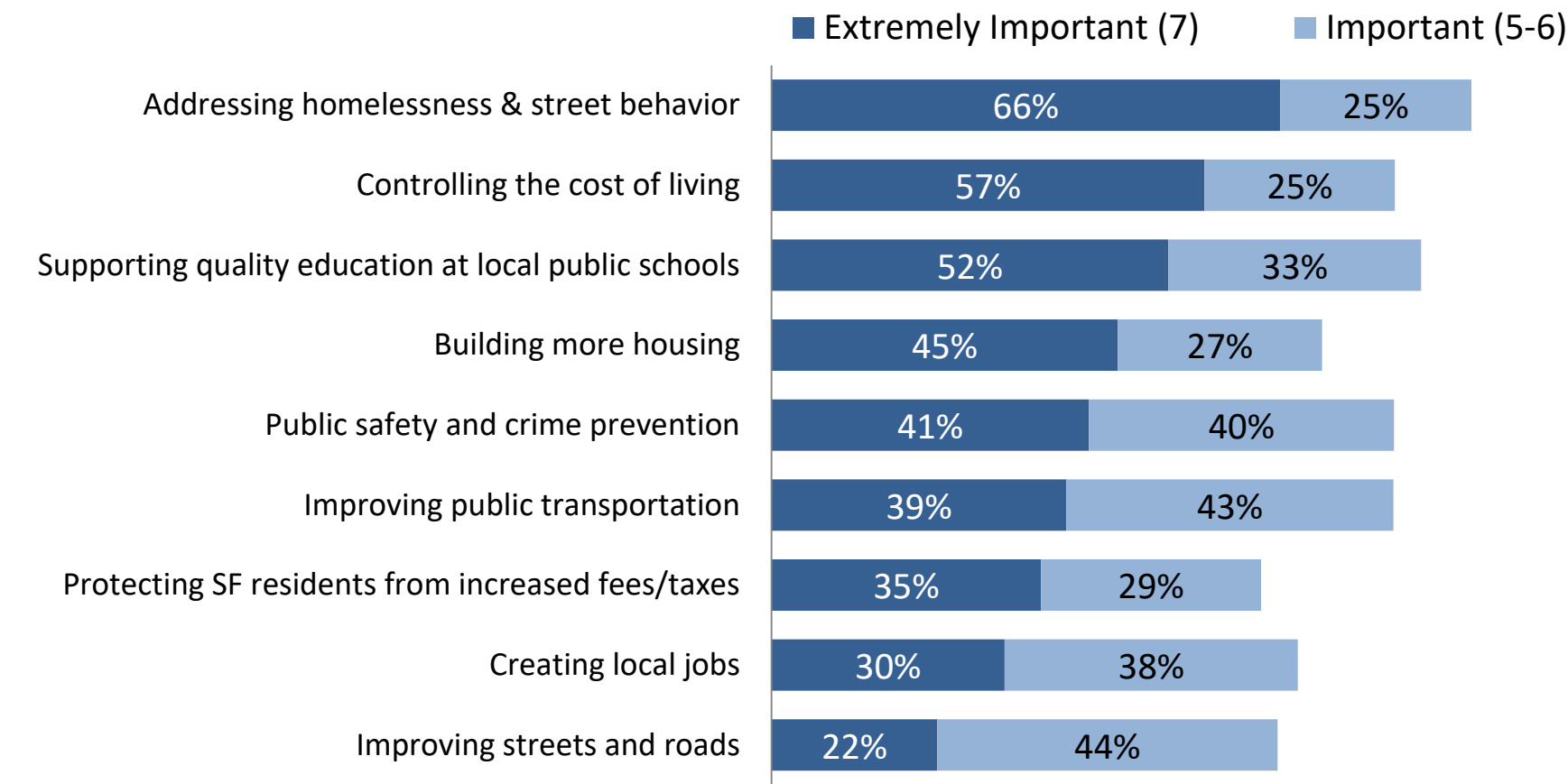
Q4. Would you rate current economic conditions in San Francisco as substantially better, moderately better, the same, moderately worse, or substantially worse than six months ago?
Q5. And thinking about the future, how do you expect economic conditions in San Francisco to be six months from now?



PRIORITIES

Priorities

Two-thirds of San Franciscans think addressing homelessness is an extremely important priority.

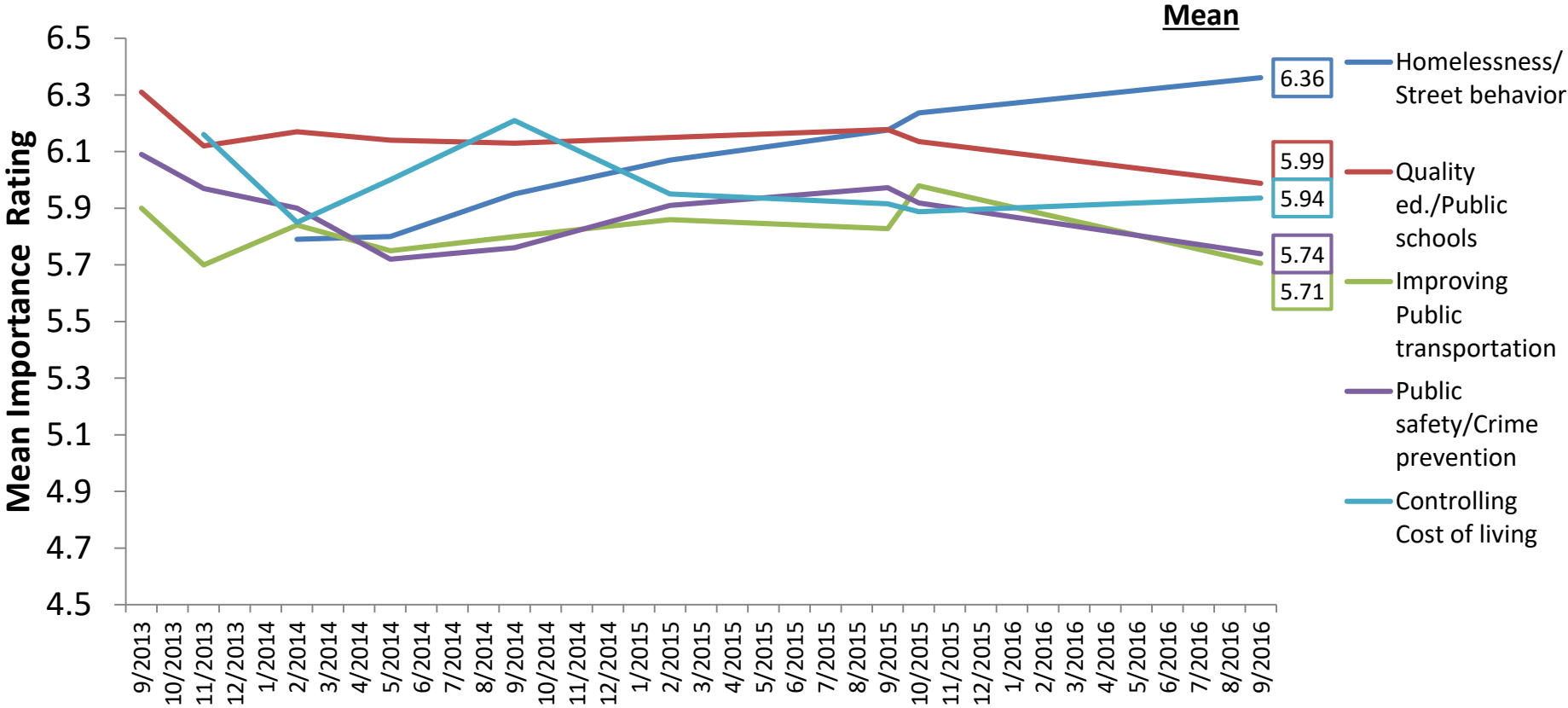


Q20-28. On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?



Priorities – Trend Over Time

Addressing homelessness continues to grow as a top priority for San Franciscans.

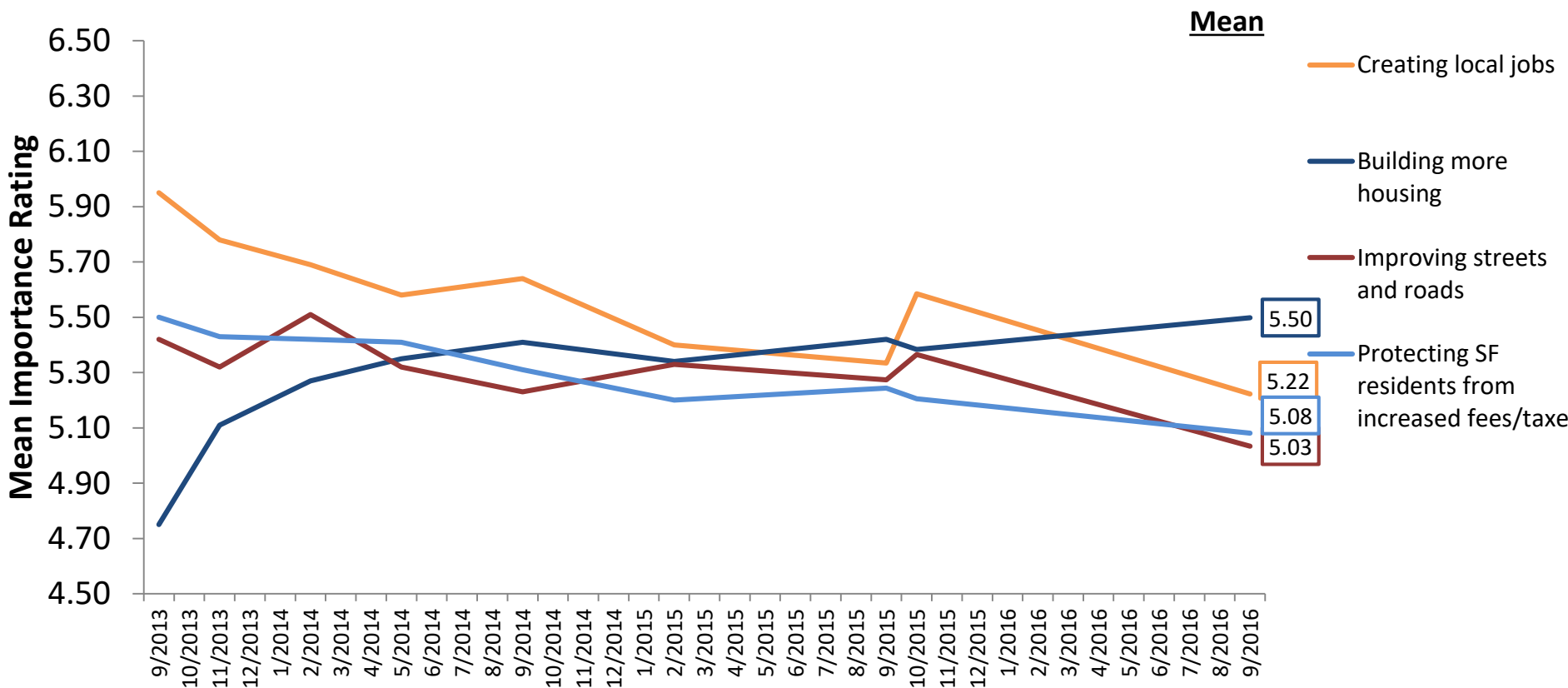


Q20-28. On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?



Priorities – Trend Over Time, cont.

Building more housing is also a growing priority for SF voters.



Q20-28. 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?



Contacts

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