



The San Francisco Survey

Number XIII

February 2017



About The San Francisco Survey

2

- 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

- 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
Survey XIII	January 31- February 8, 2017	631

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



Key Findings

4

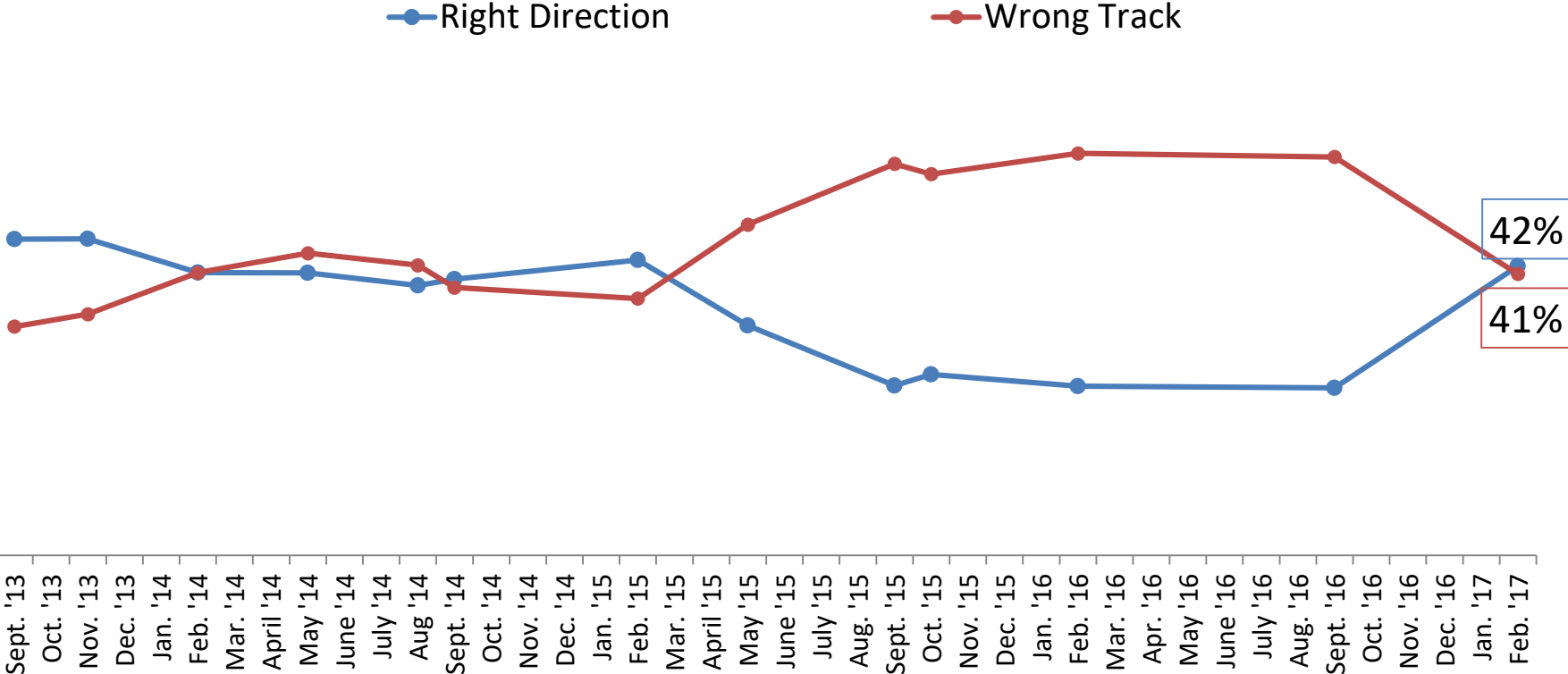
- Following the November 2016 election, despite dissatisfaction with the national environment, San Francisco voters are feeling better about things at home.
- However, economic confidence is softening among San Franciscans.
- Voters continue to be very concerned about homelessness, cost of living and public education.



GENERAL ATTITUDES ABOUT SF

Right Direction/Wrong Track

Voter mood has leveled significantly since fall of 2016.

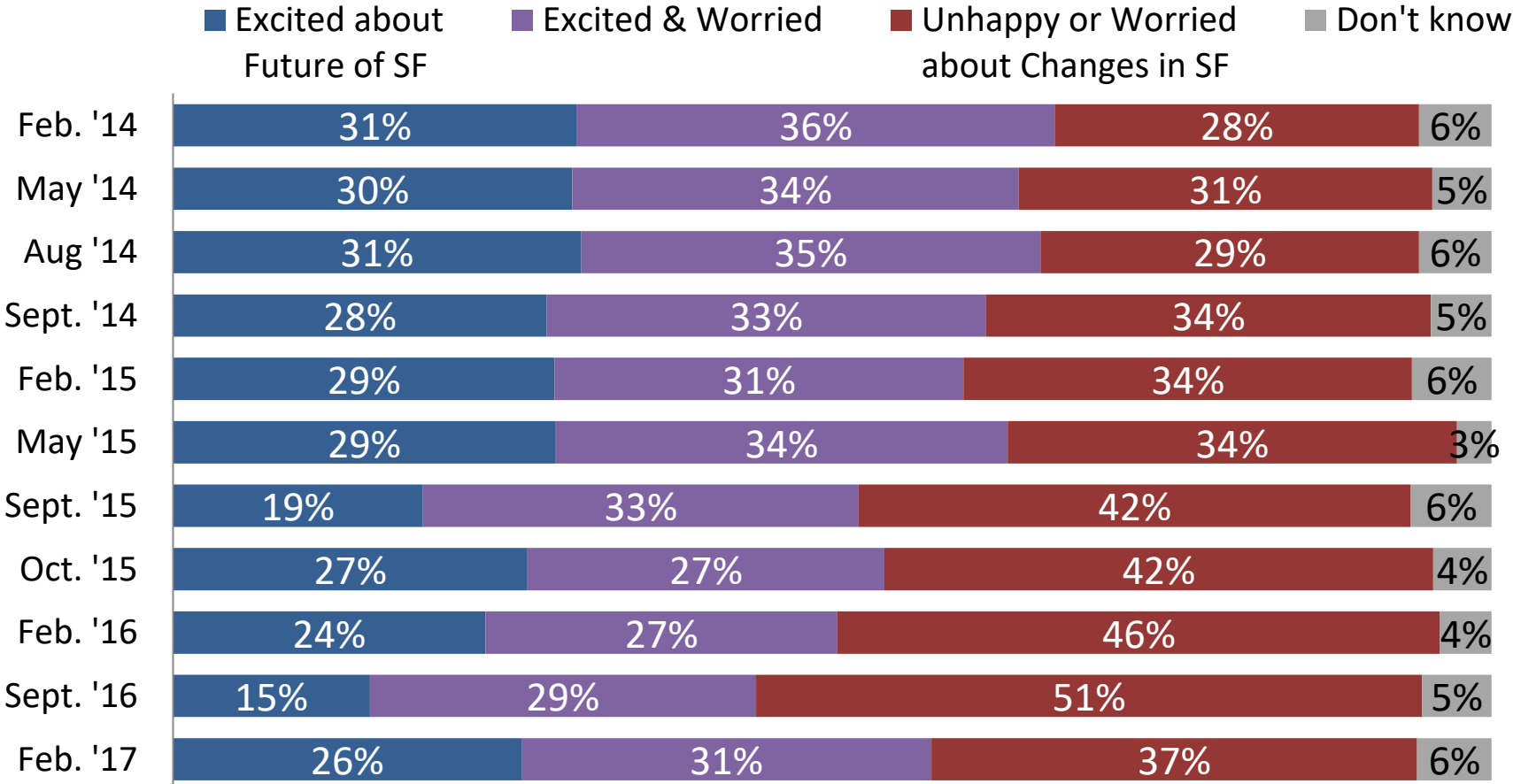


Q2. Do you think things in San Francisco are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?



Excited about Future/Worried about Changes

Over a quarter of voters are excited about the future of SF.



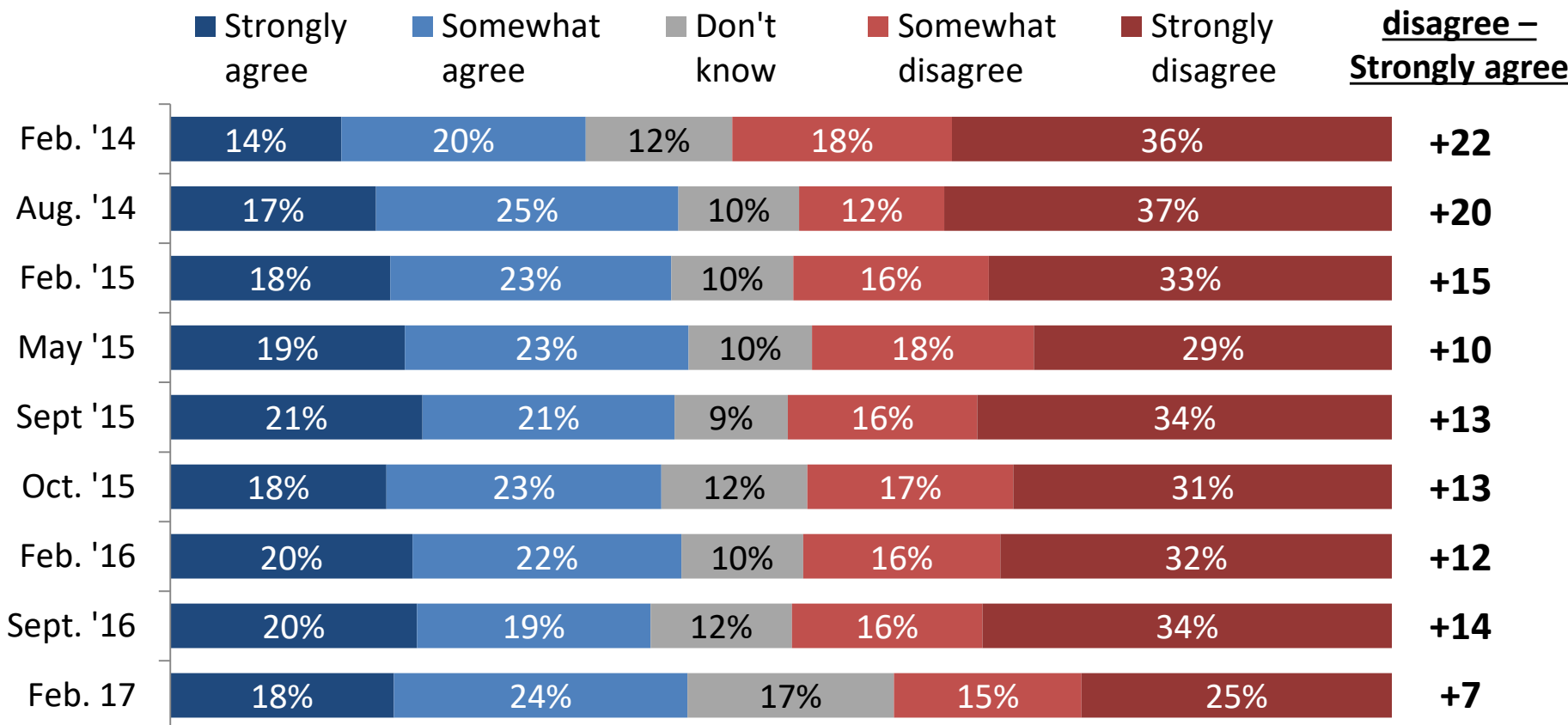
*Do you agree or disagree with each of the following statements?
Q29. I am excited about the future of SF*



San Francisco Attitudes

Fewer now disagree that they are likely to move out of the City.

I am likely to move out of San Francisco in the next few years

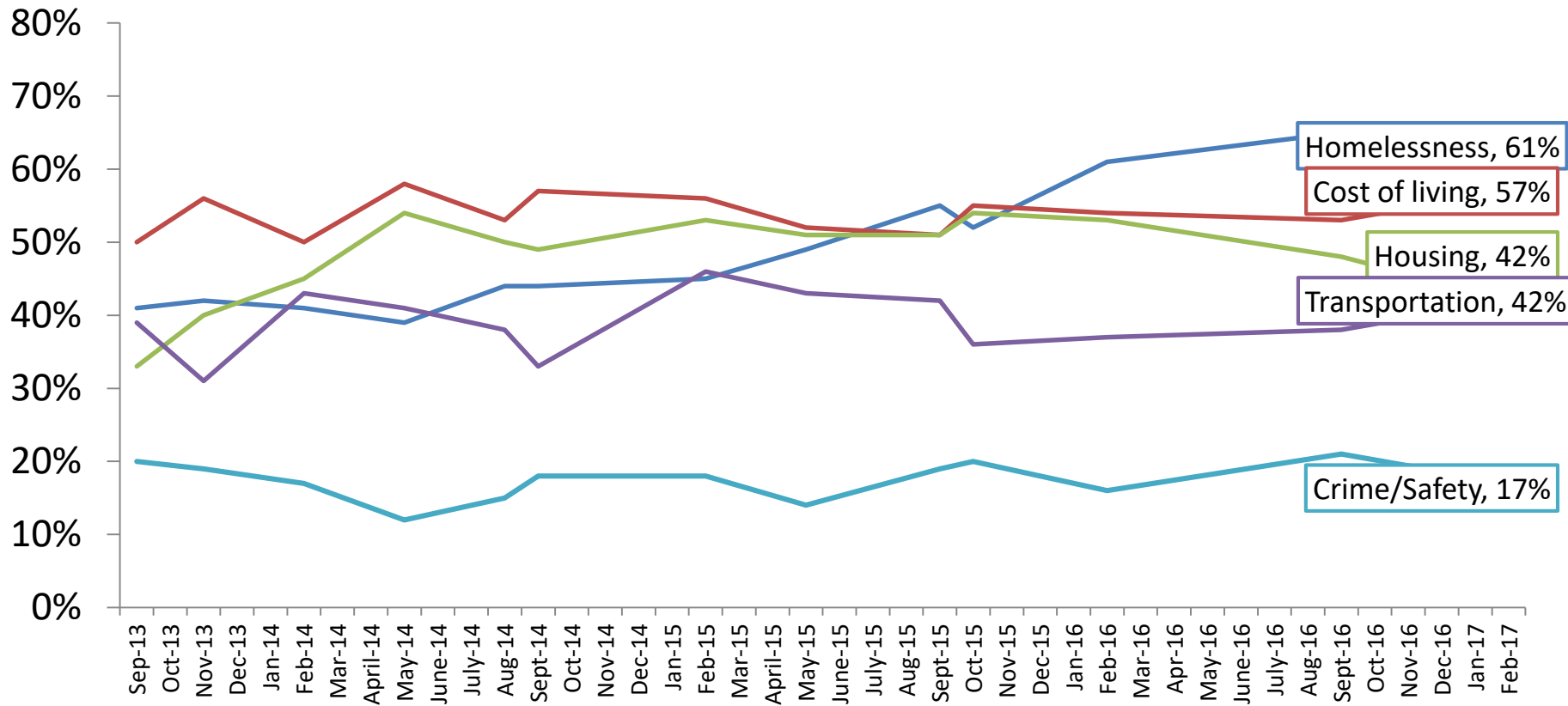


Do you agree or disagree with each of the following statements?
Q32. I am likely to move out of San Francisco in the next few years



Top Three Problems in San Francisco

Homelessness remains the most frequently cited problem; cost of living concerns appear to be growing as the number who say housing is a top problem is falling.

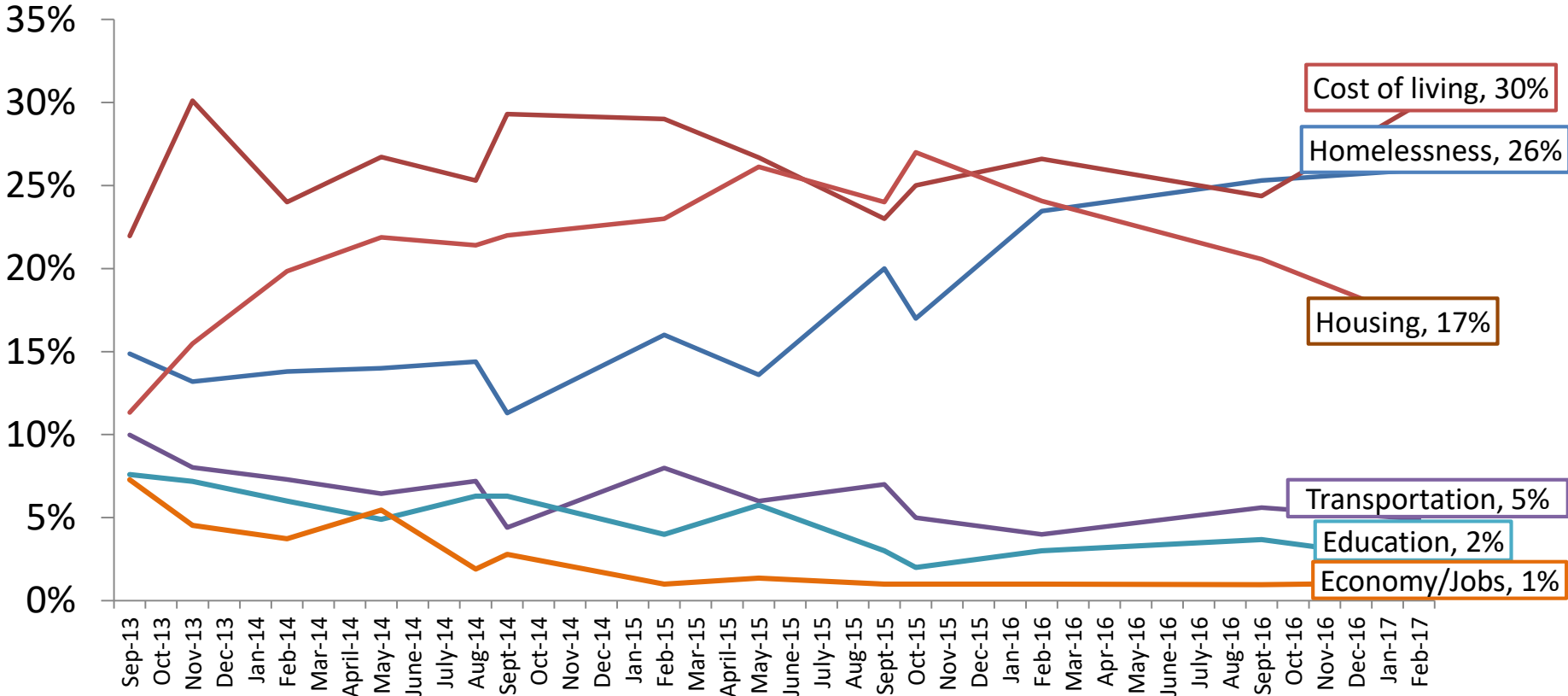


Q5. What would you say are the most important problems facing San Francisco today? (up to 3 responses accepted – percentages total over 100%)



Most Important Problem in San Francisco

Concern for cost of living has risen and is most frequently mentioned as the top problem facing SF.



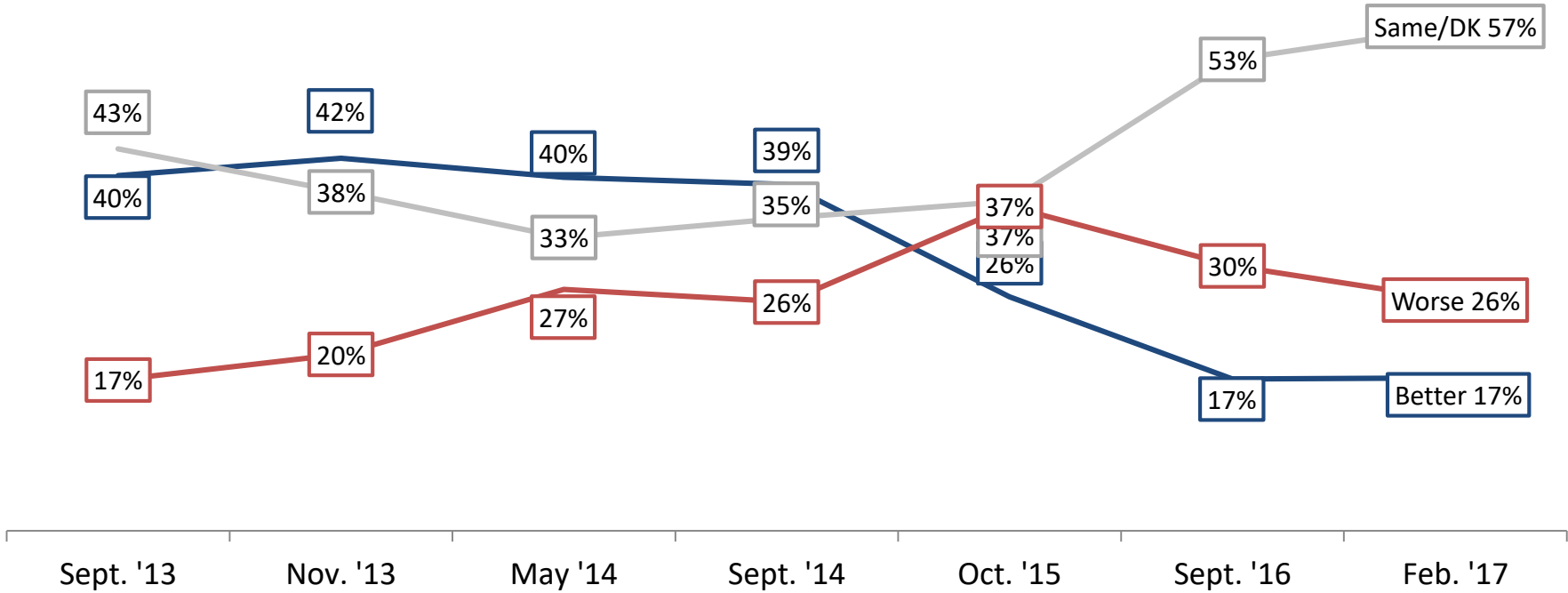
Q5b. What would you say are the most important problems facing San Francisco today? (top ranked response)



Current Economic Conditions

Most voters think economic conditions haven't changed in the past 6 months.

Current economic conditions, compared to 6 months ago



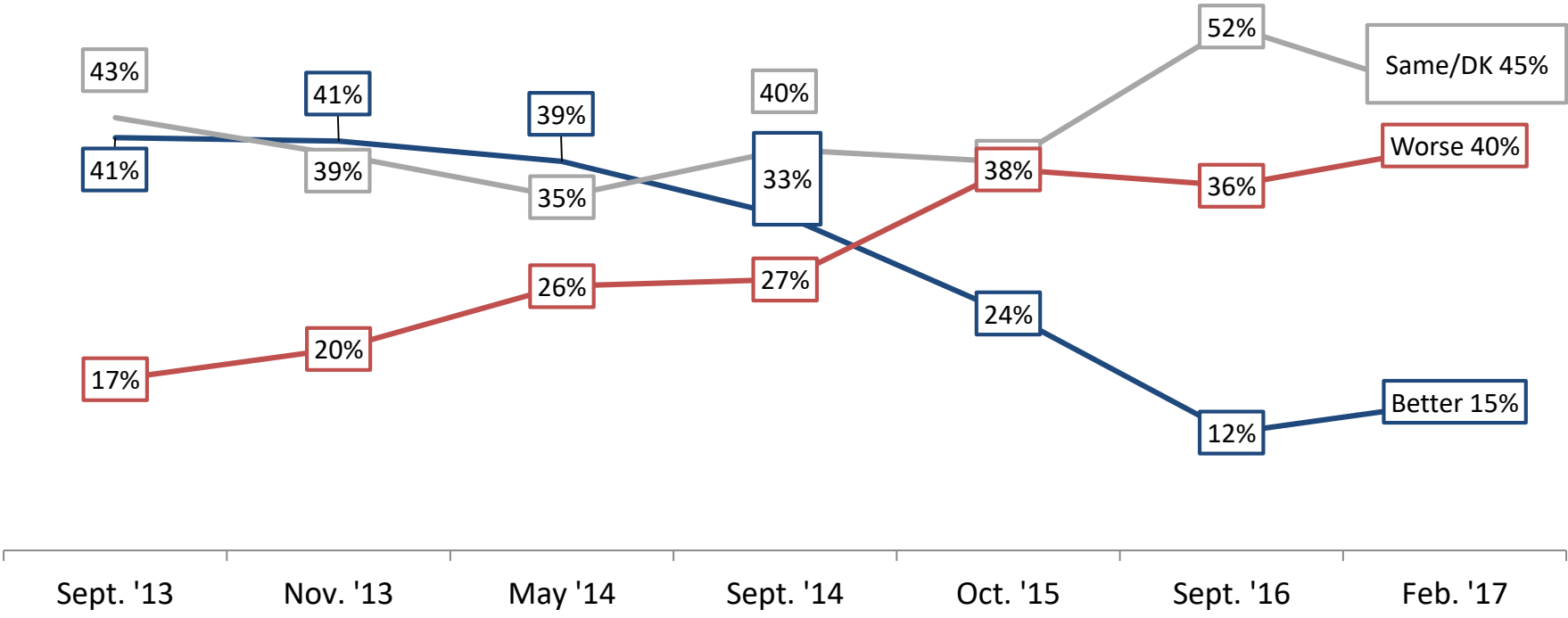
Q3. Would you rate current economic conditions in San Francisco as substantially better, moderately better, the same, moderately worse, or substantially worse than six months ago?



Future Economic Conditions

Very few see economic conditions in SF strengthening in the next 6 months.

Economic conditions 6 months from now, compared to today



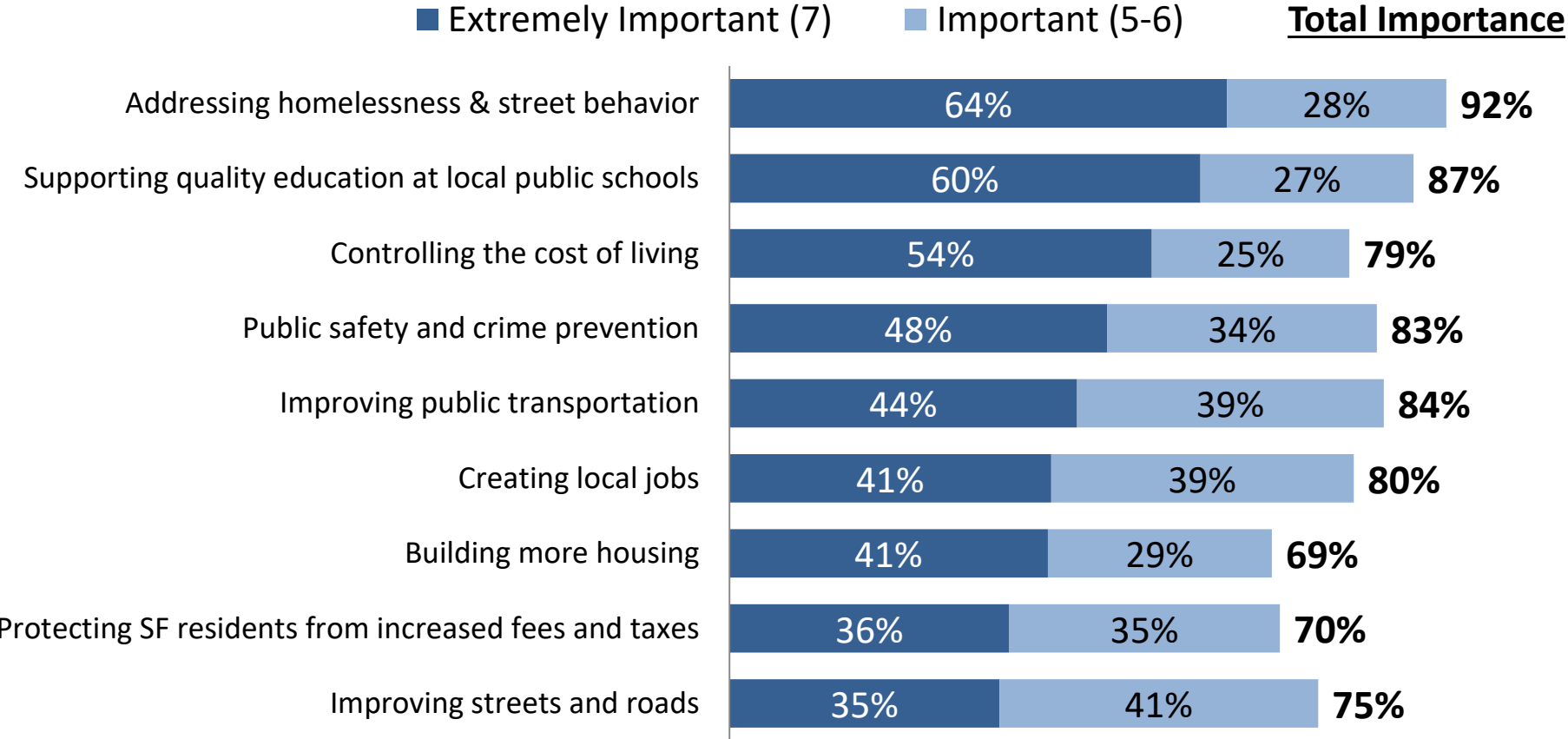
Q4. And thinking about the future, how do you expect economic conditions in San Francisco to be six months from now?



PRIORITIES

General Priorities

Homelessness and education are top priorities for SF voters.

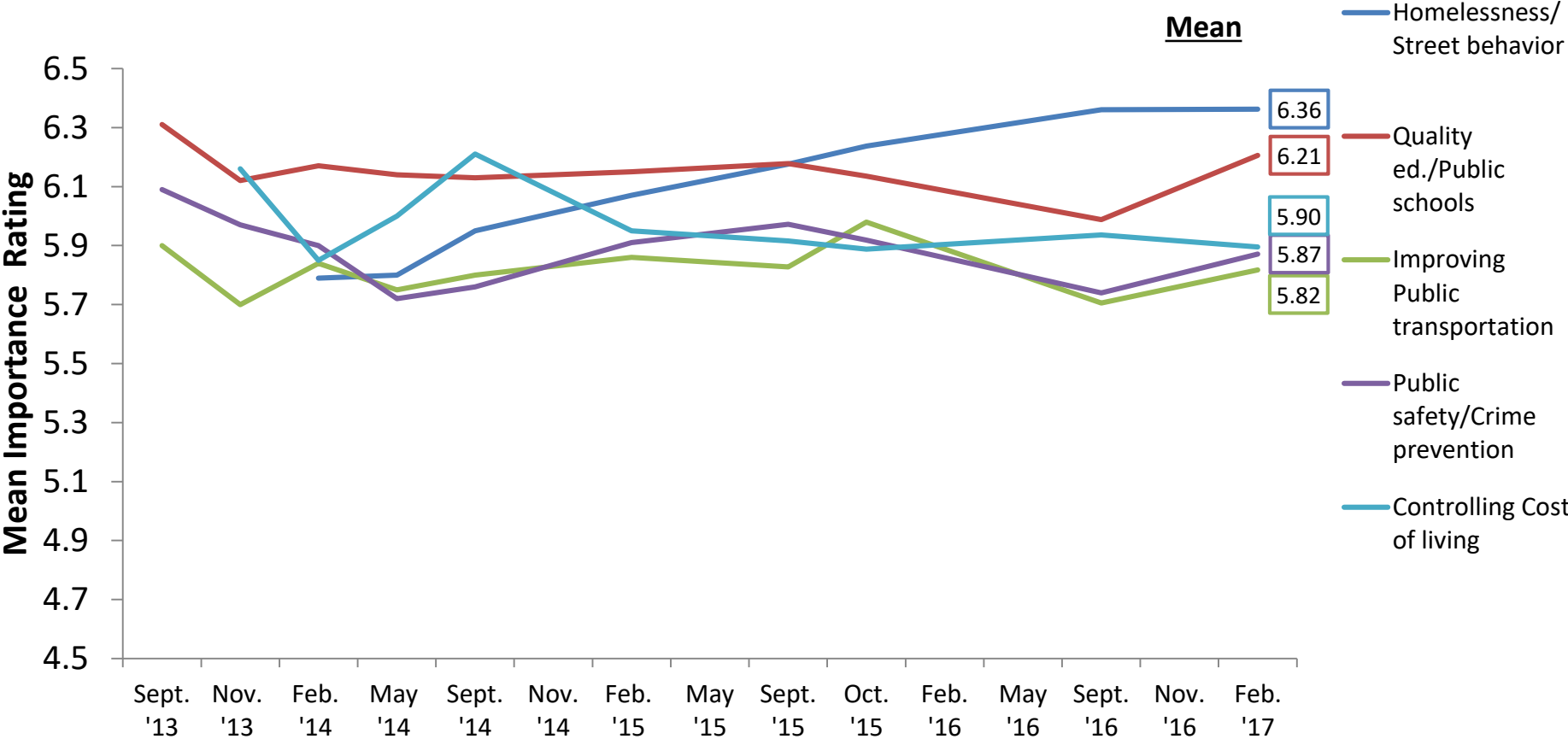


Q42-51. On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?



General Priorities – Trend Over Time

Addressing homelessness remains the top priority among SF voters.

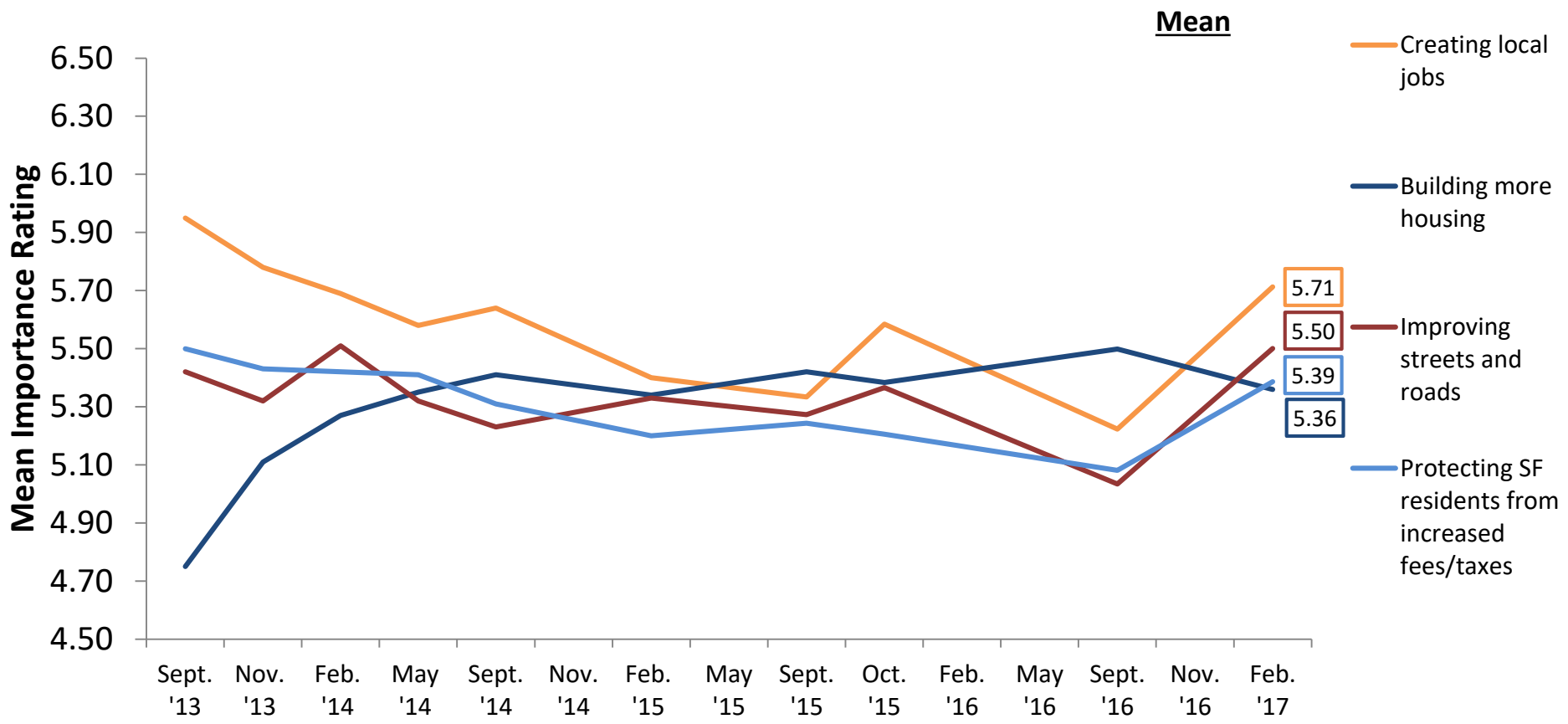


Q42-51. On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?



General Priorities – Trend Over Time, cont.

Voters are also placing higher priority on growing the local economy, building more housing and improving streets and roads.



Q42-51. 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

17



Ruth Bernstein
ruth@EMCresearch.com
510.550.8922



SAN FRANCISCO SURVEY

info@thesanfranciscosurvey.com
Twitter: @SanFranciscoSu1