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**To:** Interested Parties  
**From:** Ruth Bernstein, EMC Research  
**Date:** May 11, 2017  
**Re:** Recent findings from San Francisco voter survey

The following is a summary of results from a recent online survey of San Francisco voters regarding opinions on local issues.

- **Housing costs and affordability are the top cited issues after homelessness as the most important problem facing San Francisco.** A quarter (24%) of voters mention housing and rental costs and affordable housing as the most important problem facing San Francisco today, following the 29% who mention homelessness as the top issue.
- **San Francisco voters overwhelmingly prioritize housing for middle class families as very important to them personally.** 80% of voters prioritize building more housing for middle class families as very or extremely important, even ahead of investing in supportive homeless housing (77%) and building more housing for low-income families (75%).
- **There is overwhelming support for potential housing proposals like Supervisor Katy Tang's HOME SF legislation.** When presented with the proposal as if it were a question on the ballot, nearly three-quarters of voters are in support. Support is strong across all demographic groups and throughout all neighborhoods in the City.

Shall the City permit up to two additional floors of new housing above existing height limits along transit and commercial corridors for new construction that includes at least 30% affordable housing for low and middle income families on-site, while protecting rent-controlled units and assisting local small businesses?



*This survey was conducted April 24 – May 1, 2017 by EMC Research among 886 registered voters in San Francisco. A random selection of voters was invited to participate by email with a link to a web based survey. The survey was offered in English and Chinese.*