



# The San Francisco Survey

Number XIV

August 28 – September 7, 2017



# 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

- 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
<b>Survey XIV</b>	<b>August 28 – September 7, 2017</b>	<b>604</b>

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



# Key Findings

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- After slight improvements in mood last February after the Election, many San Francisco voters are back to feeling more pessimistic about the direction of the City.
- Homelessness, cost of living, and housing remain as the most prominent top of mind issues for San Francisco voters.
- Addressing homelessness is overwhelmingly an important priority for local voters.

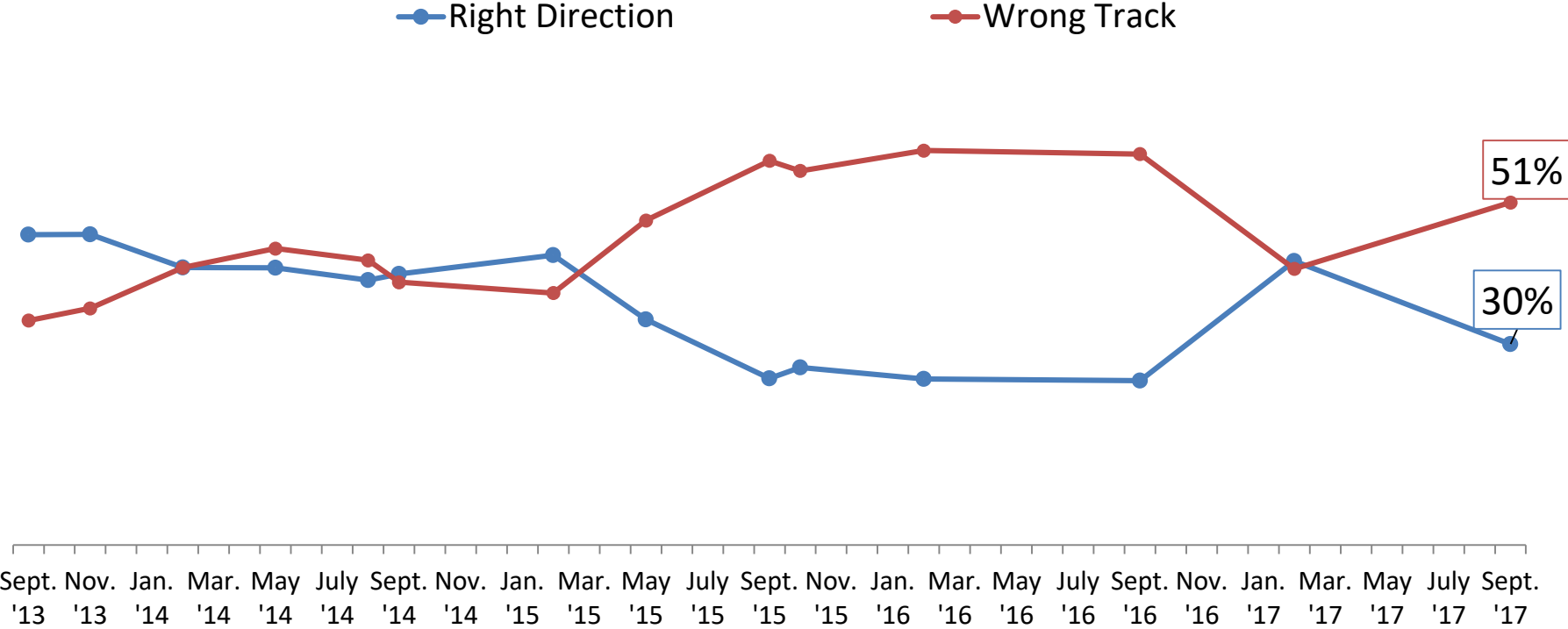


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# **GENERAL ATTITUDES ABOUT SF**

# Right Direction/Wrong Track

About half of San Francisco voters think the city is off on the wrong track.

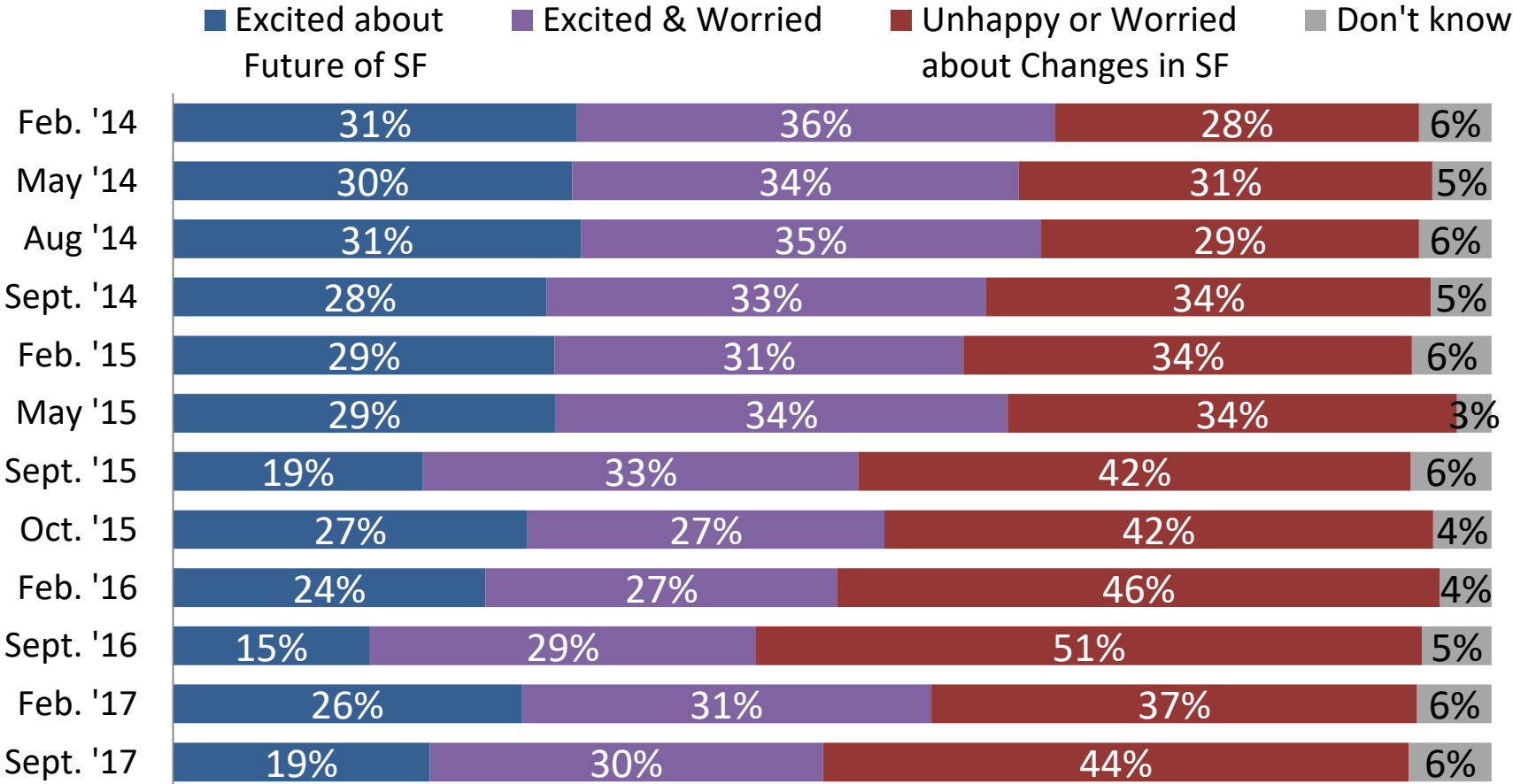


Q3. Do you think things in San Francisco are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?



# Excited about Future/Worried about Changes

*Some voters are both worried and excited about the future of SF.*



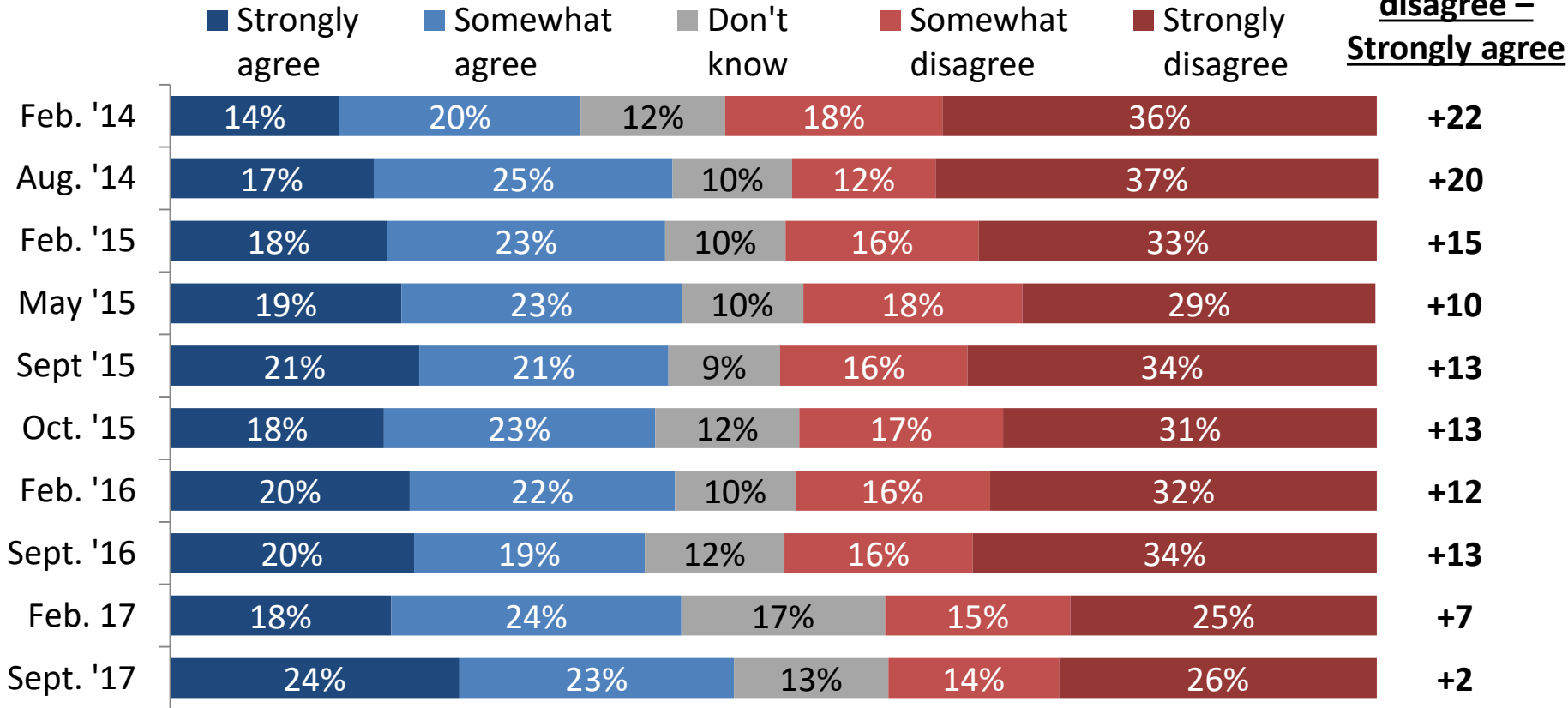
*Do you agree or disagree with each of the following statements?  
 Q25. I am unhappy or worried about changes happening in SF  
 Q26. I am excited about the future of SF*



# San Francisco Attitudes

*Some voters indicate that they are likely to move out of the City.*

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



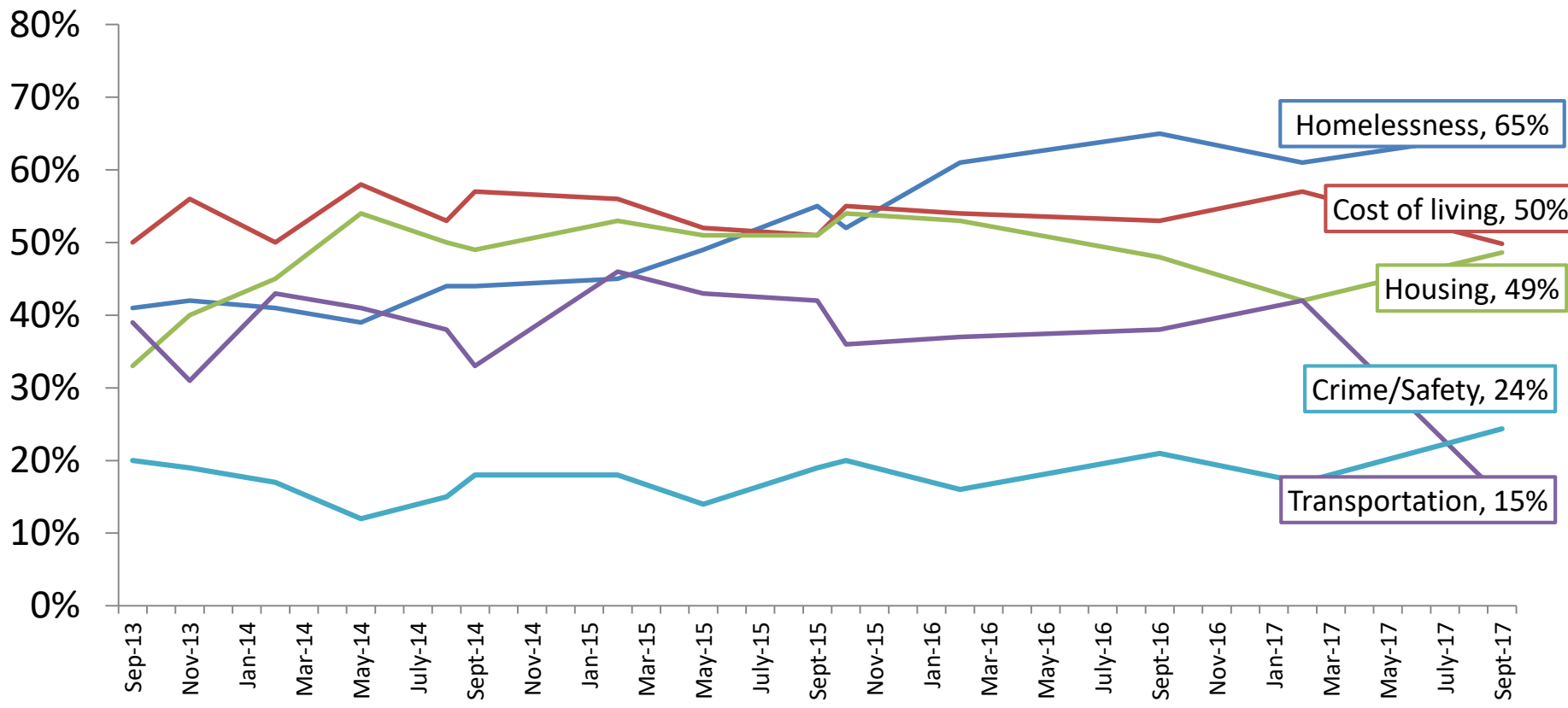
Do you agree or disagree with each of the following statements?  
**Q29. I am likely to move out of San Francisco in the next few years**





# Top Three Problems in San Francisco

*Housing concerns appear to be growing again, as the number who say transportation is a top problem is falling.*

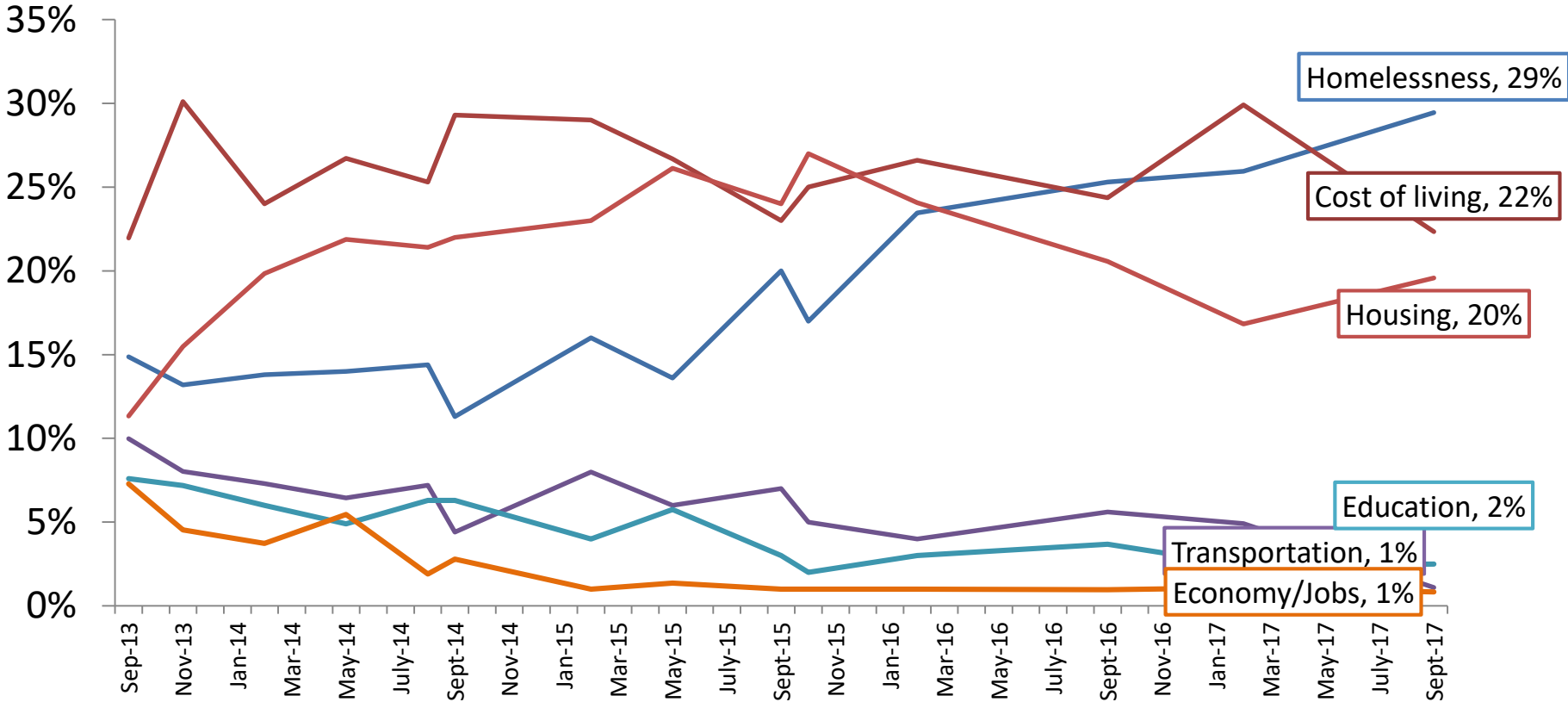


Q4. What would you say are the most important problems facing **San Francisco** today? (up to 3 responses accepted – percentages total over 100%)



# Most Important Problem in San Francisco

Concern for homelessness has risen and is the issue most frequently mentioned as the top problem facing SF.



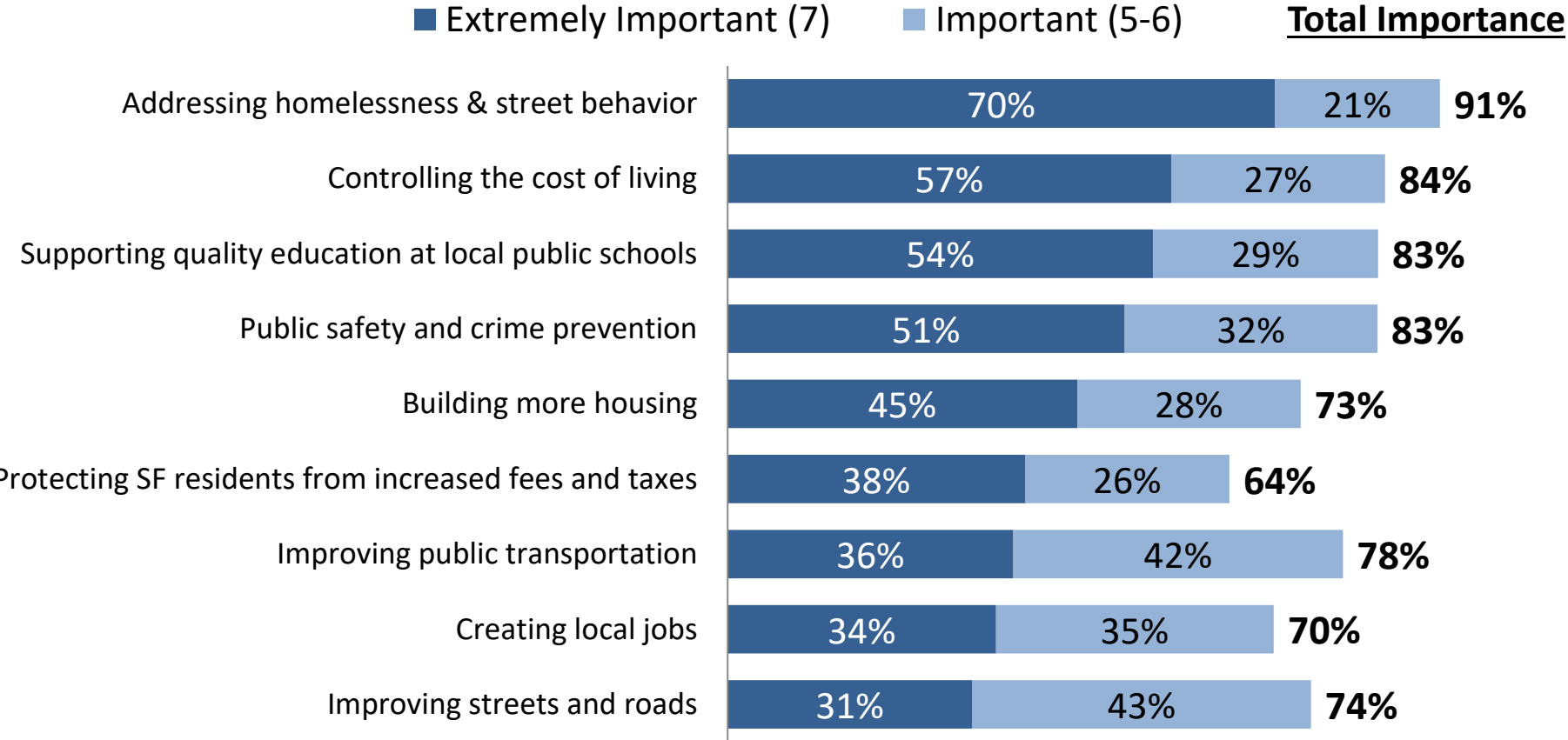
Q4b. What would you say are the most important problems facing San Francisco today? (top ranked response)



# PRIORITIES

# General Priorities

*Addressing homelessness and controlling the cost of living are top priorities for SF voters.*

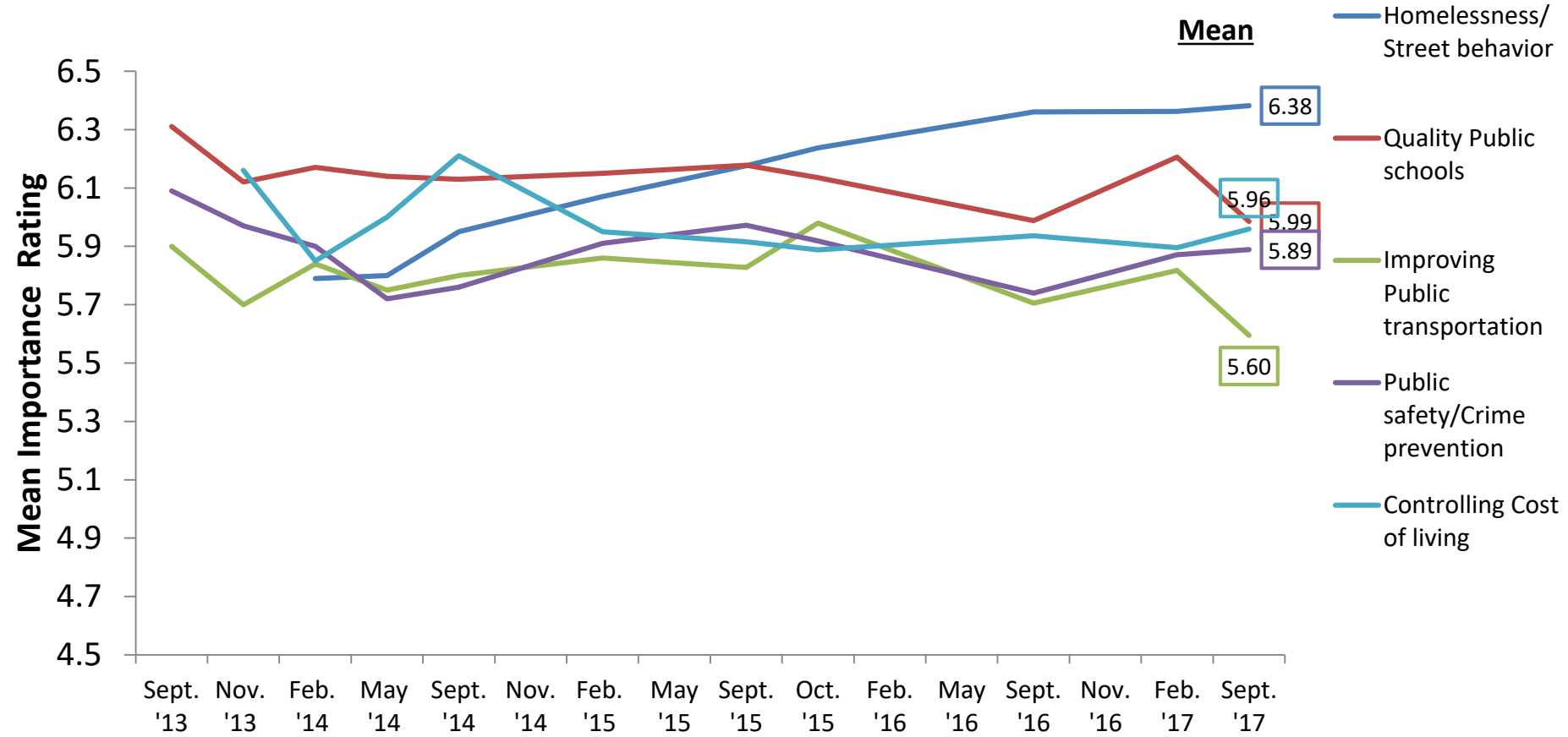


*Q30-38. On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?*



# General Priorities – Trend Over Time

*Addressing homelessness remains the top priority among SF voters.*

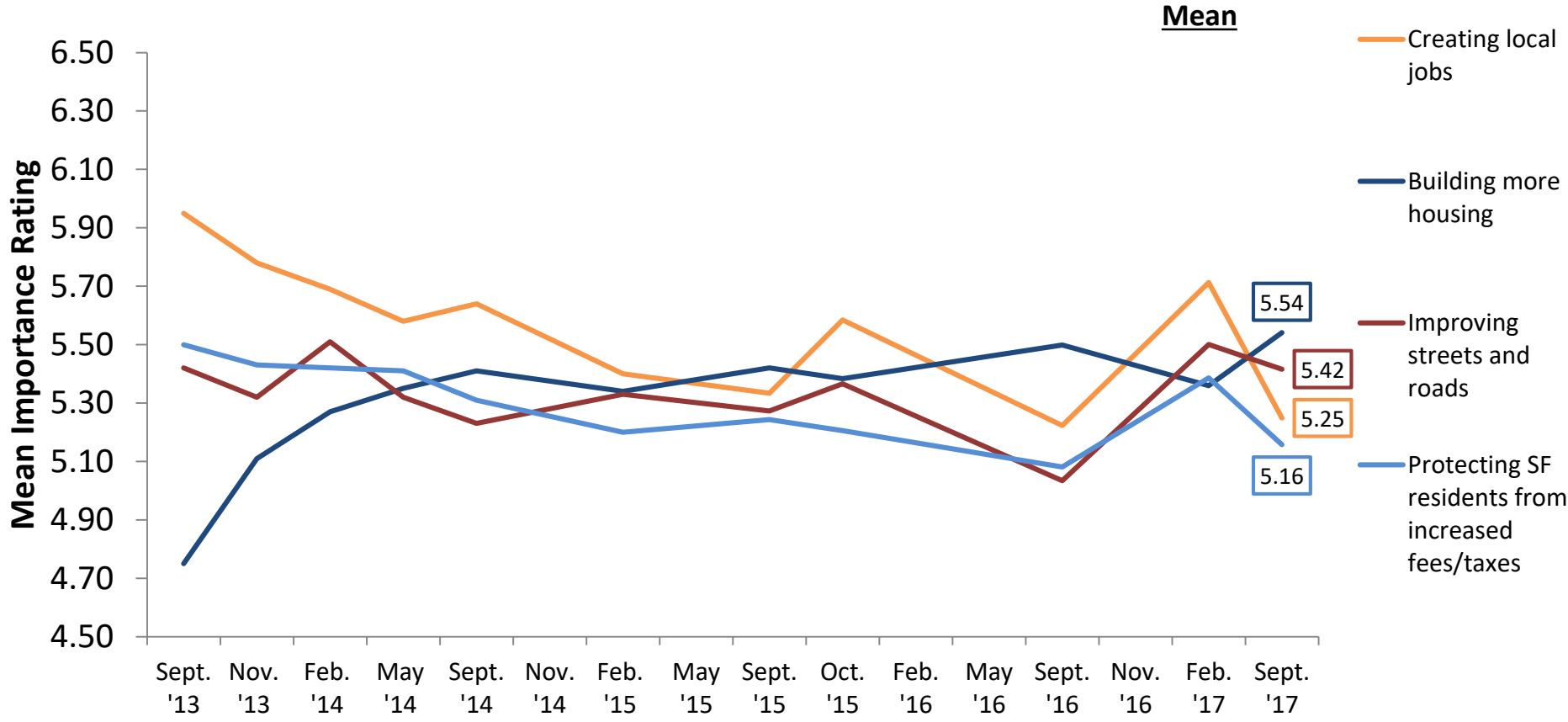


Q30-38. On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?



# General Priorities – Trend Over Time, cont.

*Creating local jobs is less of a concern for SF Voters, while a desire for more housing is up slightly.*



Q30-38. 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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Ruth Bernstein  
[ruth@EMCresearch.com](mailto:ruth@EMCresearch.com)  
510.550.8922



**SAN FRANCISCO SURVEY**

[info@thesanfranciscosurvey.com](mailto:info@thesanfranciscosurvey.com)  
Twitter: @SanFranciscoSu1