



***The San Francisco Survey  
Number XXI  
April 2020***

# 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 ongoing 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.

# 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

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

	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
Survey XIV	August 28-September 7, 2017	604
Survey XV	December 27,2017-January 3, 2018	773
Survey XVI	April 24-May 1, 2018	745
Survey XVII	August 27-September 4, 2018	830
Survey XVIII	April 4-14, 2019	669
Survey XIX**	August 28 – September 4, 2019	702
Survey XX	January 22 – 27, 2020	680
Survey XXI	April 14 – 21, 2020	663

\*Surveys only offered in English and Chinese.

# Poll Context and Timing



- This poll was conducted during weeks 5 and 6 of the Coronavirus Shelter-in-Place period.
- Businesses were closed, over 45,000 people had died from the pandemic nationally, and millions were filing for unemployment.
- California and the Bay Area were being lauded for their proactive response with Mayor London Breed in the national press on the issue.





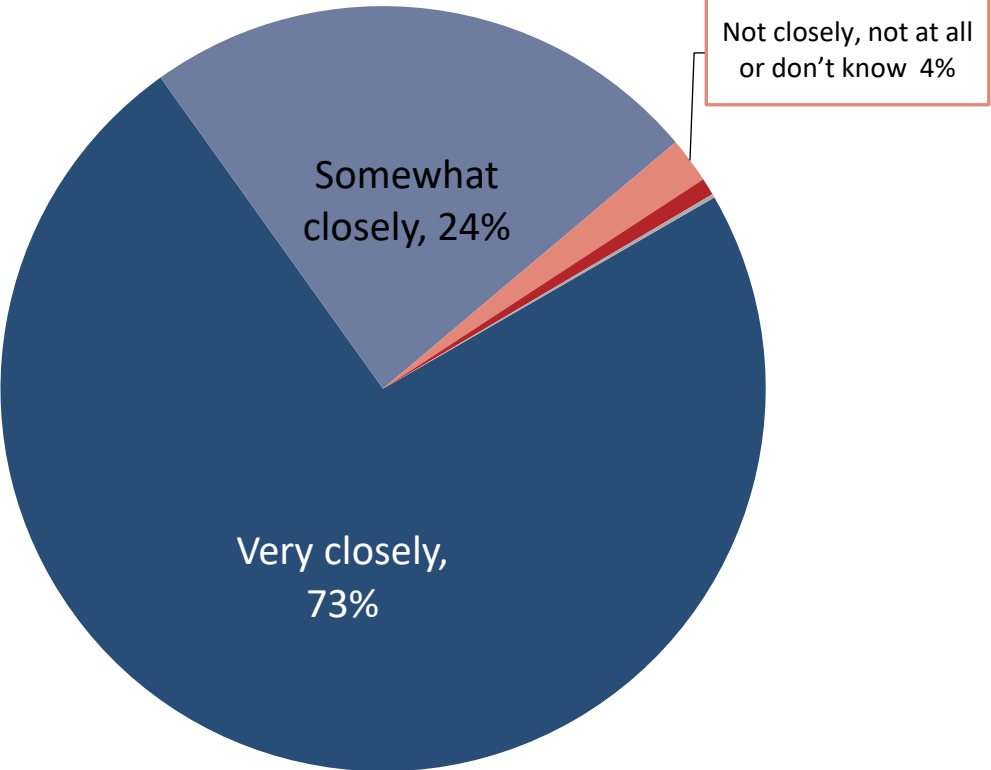
**COVID-19**

# Awareness

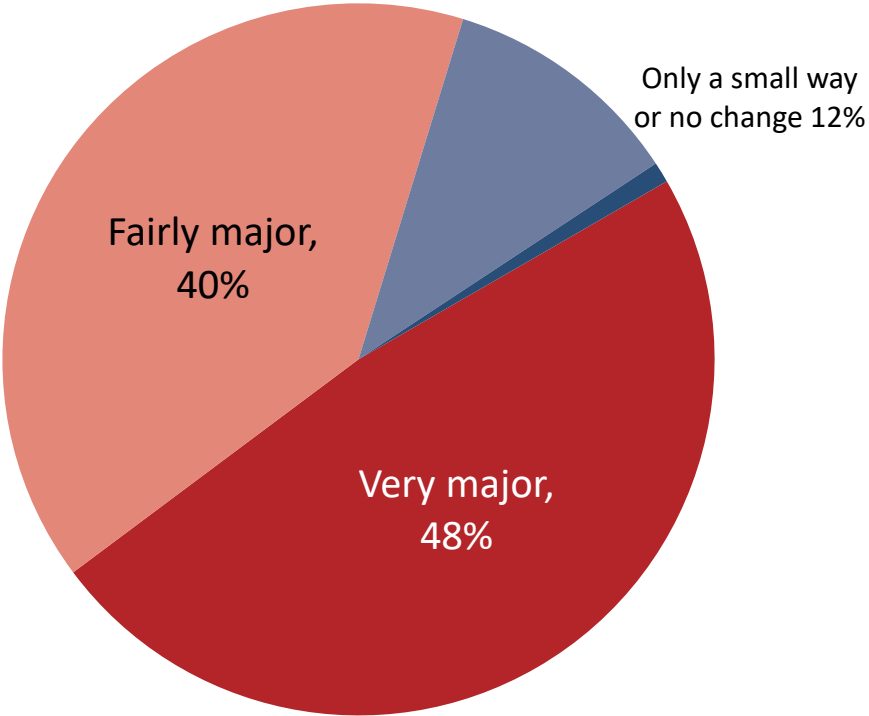


*San Francisco voters are paying close attention to the news and feel that they have been significantly impacted.*

## Paying attention to news & information



## Impact on your day-to-day life

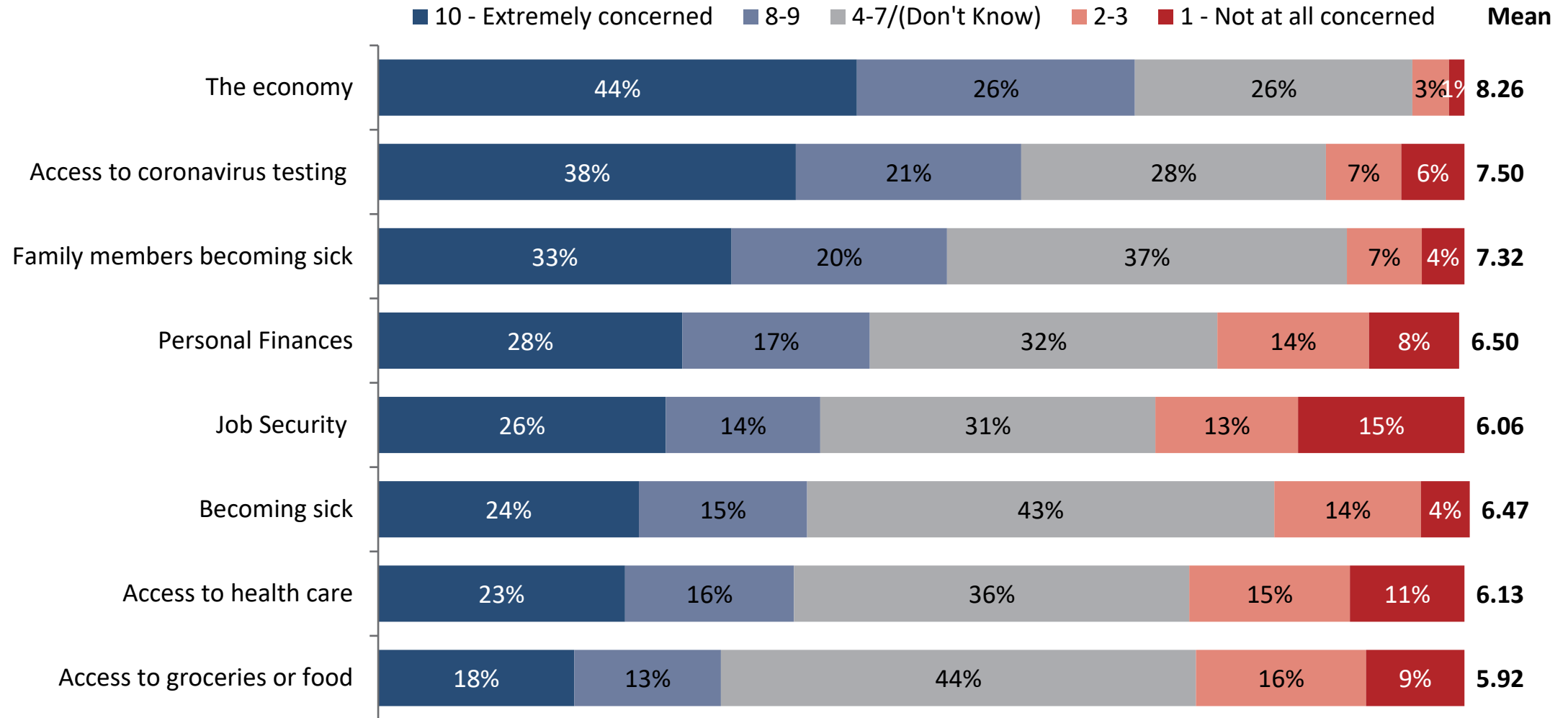


Q41. How closely are you paying attention to news and information about coronavirus? Very closely, somewhat closely not very closely or not at all?  
Q48. What impact, if any, has coronavirus had on you and your family's day-to-day life: would you say it has changed your life in a very major way, a fairly major way, only a small way, or it has not changed your life in any way?

# Impact of Coronavirus



*The economy tops the list of coronavirus concerns.*



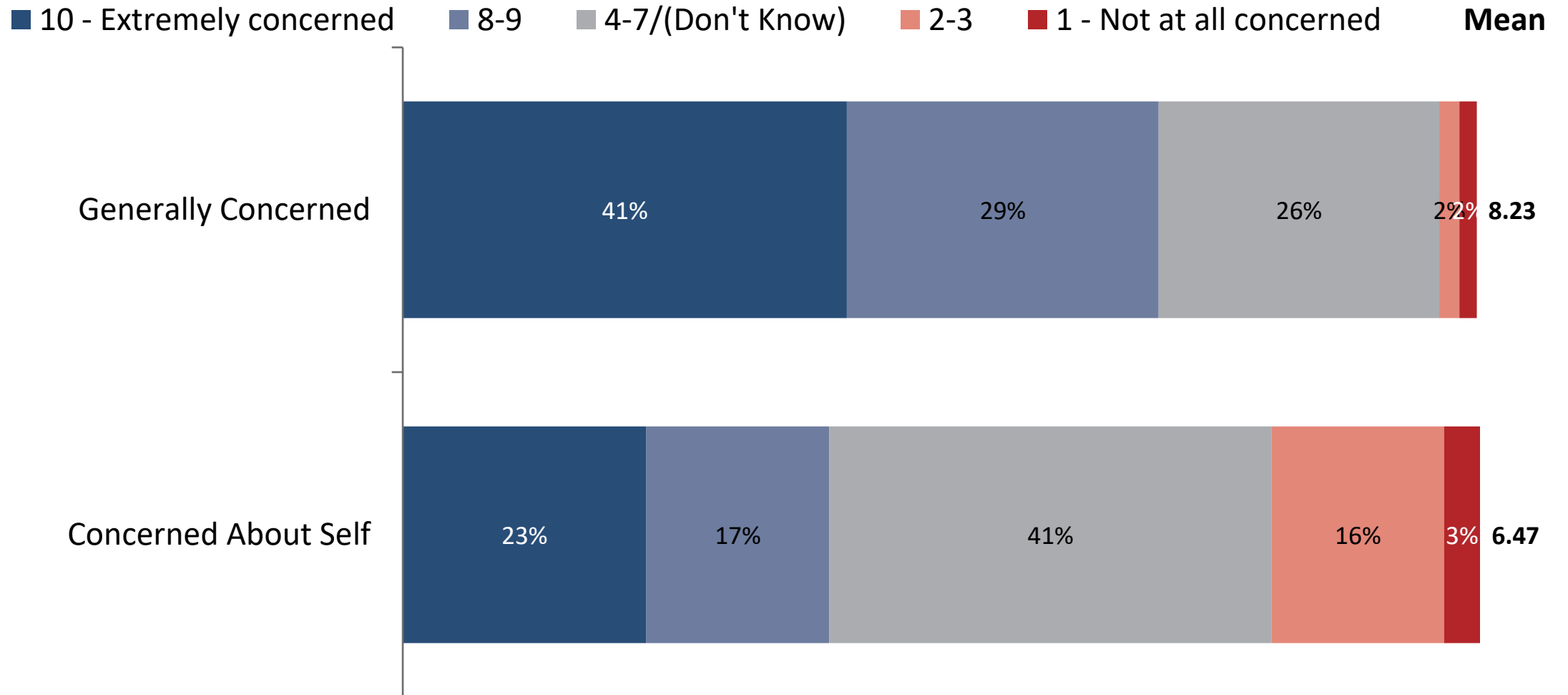
Q50-57. Thinking about the impacts of coronavirus for you and your household, please indicate how concerned you are about each of the following, using a scale of one to 10, where 1 is not at all concerned and 10 is extremely concerned.



# Level of Concern: Coronavirus



*Most are not overly concerned with contracting the disease, but are worried overall about the outbreak*



Q42. Generally speaking, how concerned are you about the coronavirus outbreak?

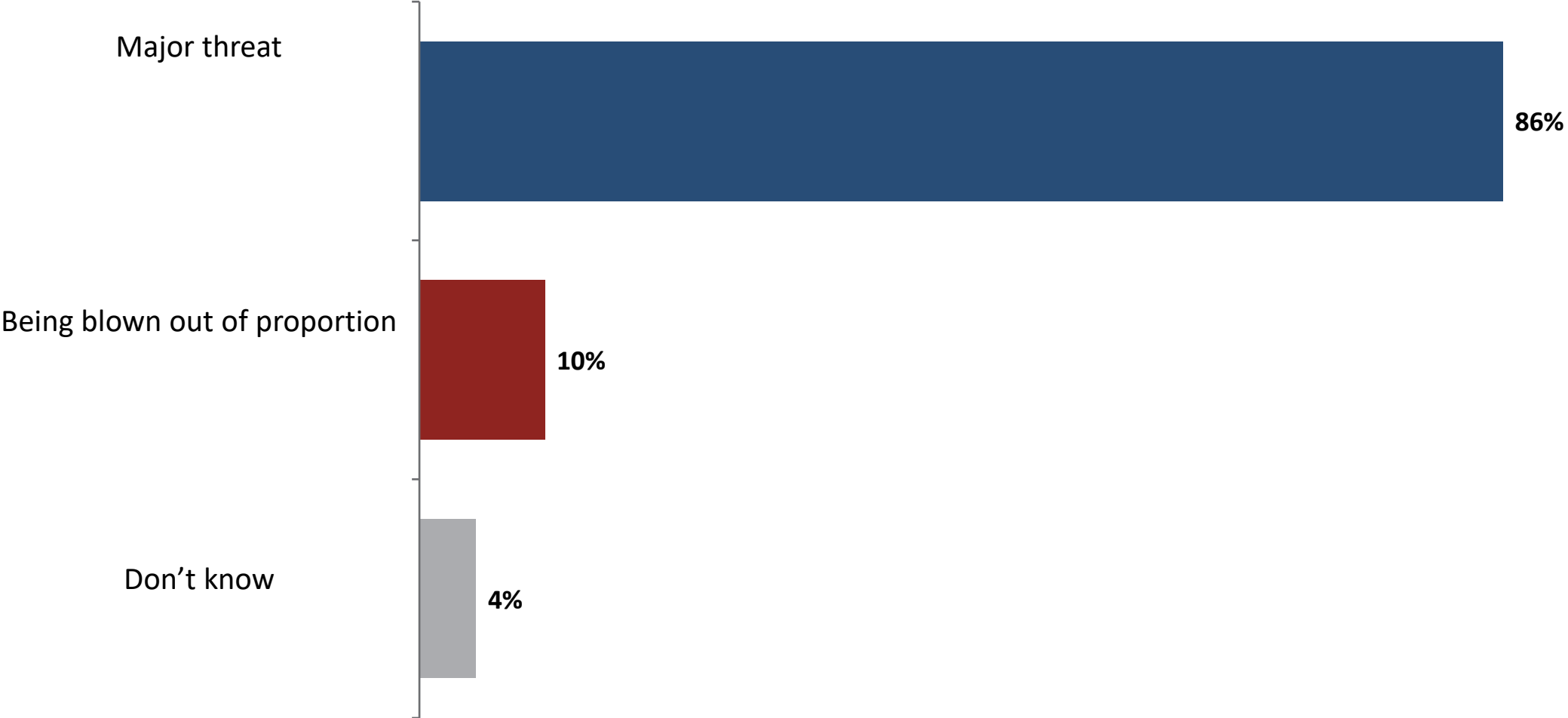
Q43. And how concerned are you about personally contracting coronavirus?



# Coronavirus: Major threat/Blown out of proportion



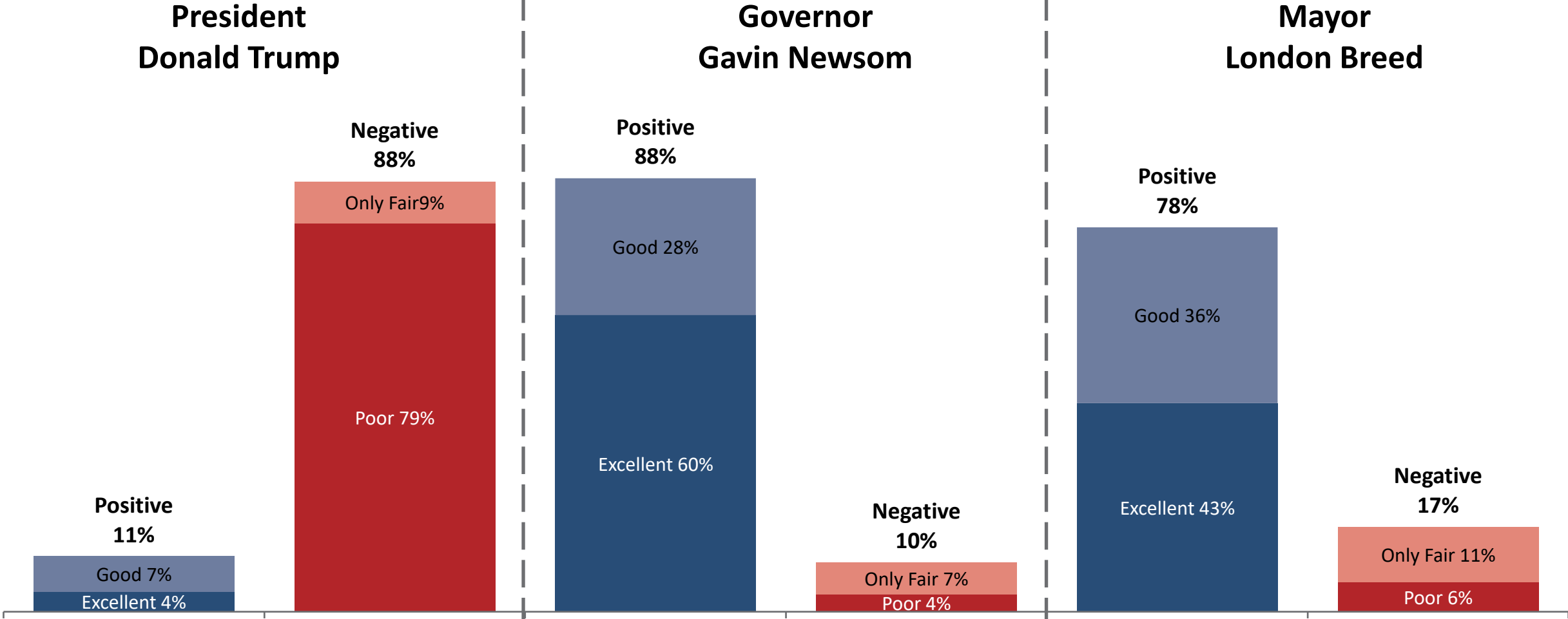
*Very few think the threat has been overblown*



# Coronavirus Job Rating



*The Mayor and Governor are seen as doing a great job, especially in comparison to the President.*

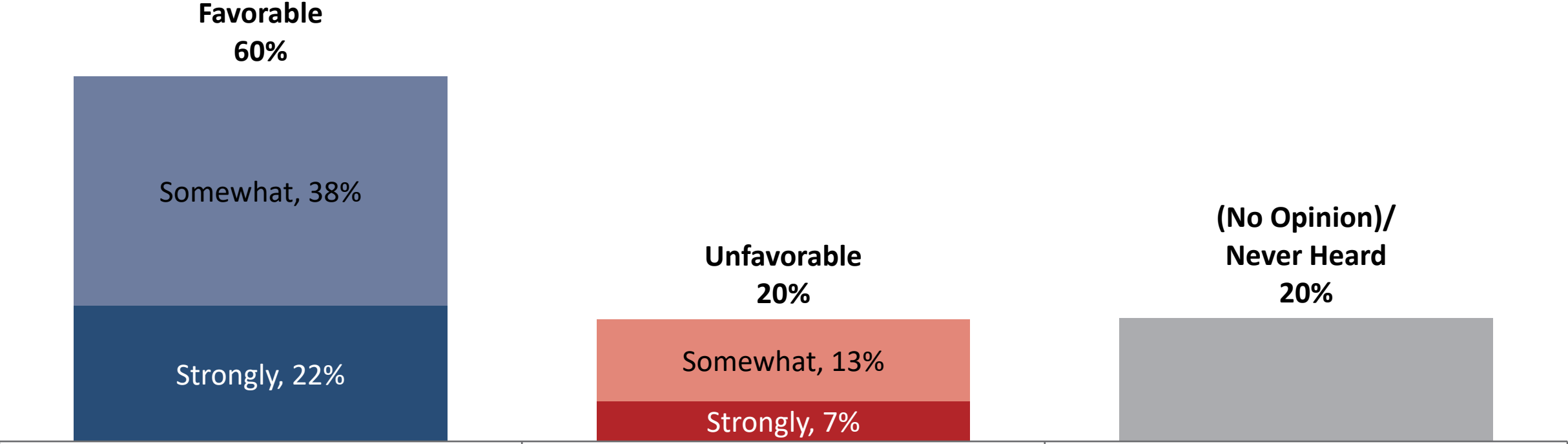


Q45-47. Using a scale of excellent, good, only fair, or poor, please rate how you feel each of the following are doing in handling the coronavirus outbreak

# Attitudes toward SF Department of Public Health



*The Department of Public Health gets positive ratings as well.*

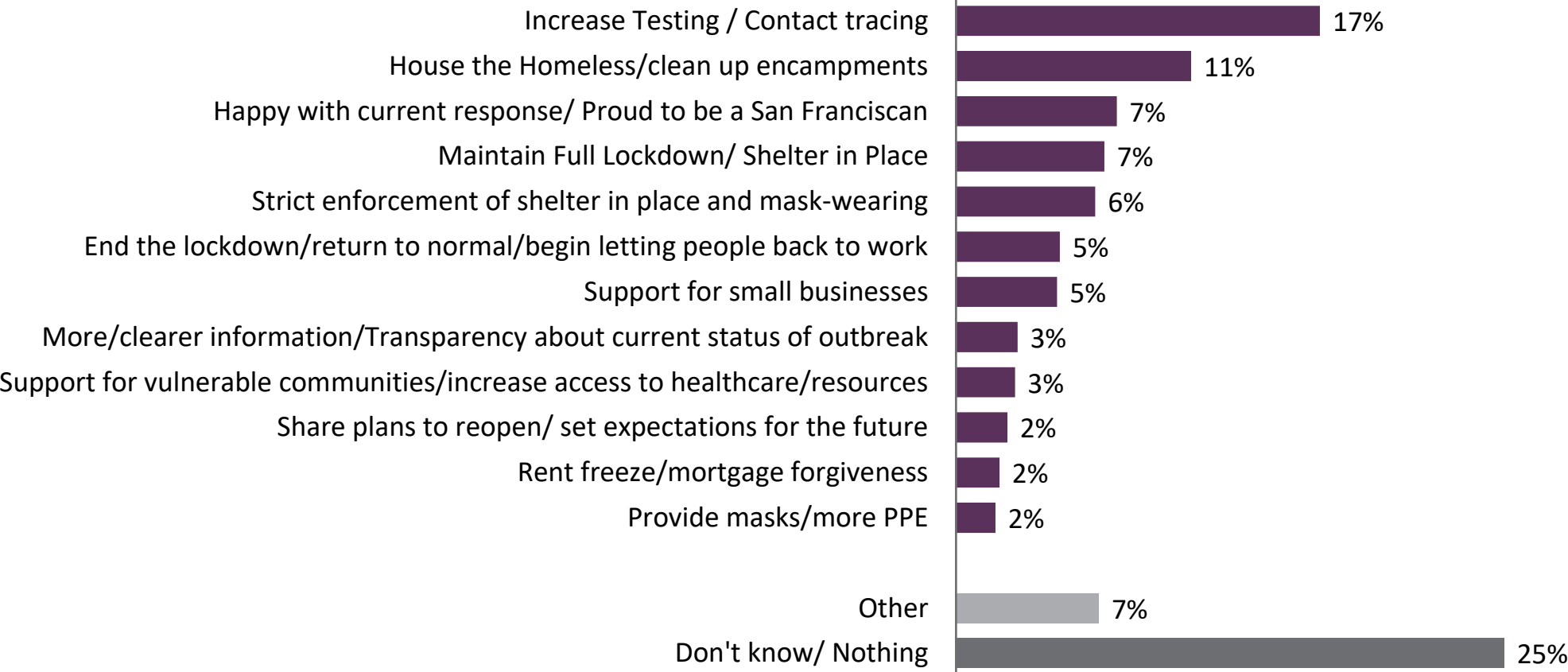


# Addressing Coronavirus



*More testing and helping those experiencing homelessness top voter requests.*

## And what would you like to see the city doing to address COVID?



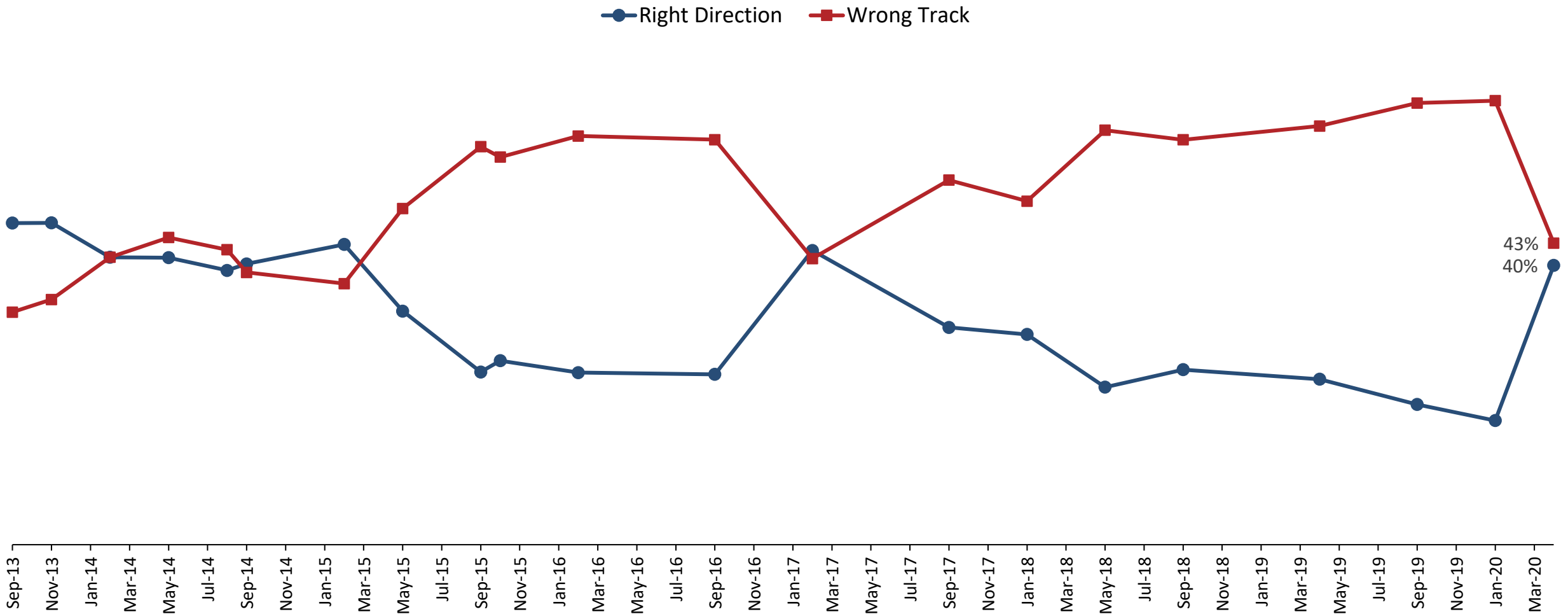


# General Attitudes About SF

# Right Direction/Wrong Track



Amid the Coronavirus pandemic, optimism jumped a net +42 (from 18 % right direction/63% wrong track in January)



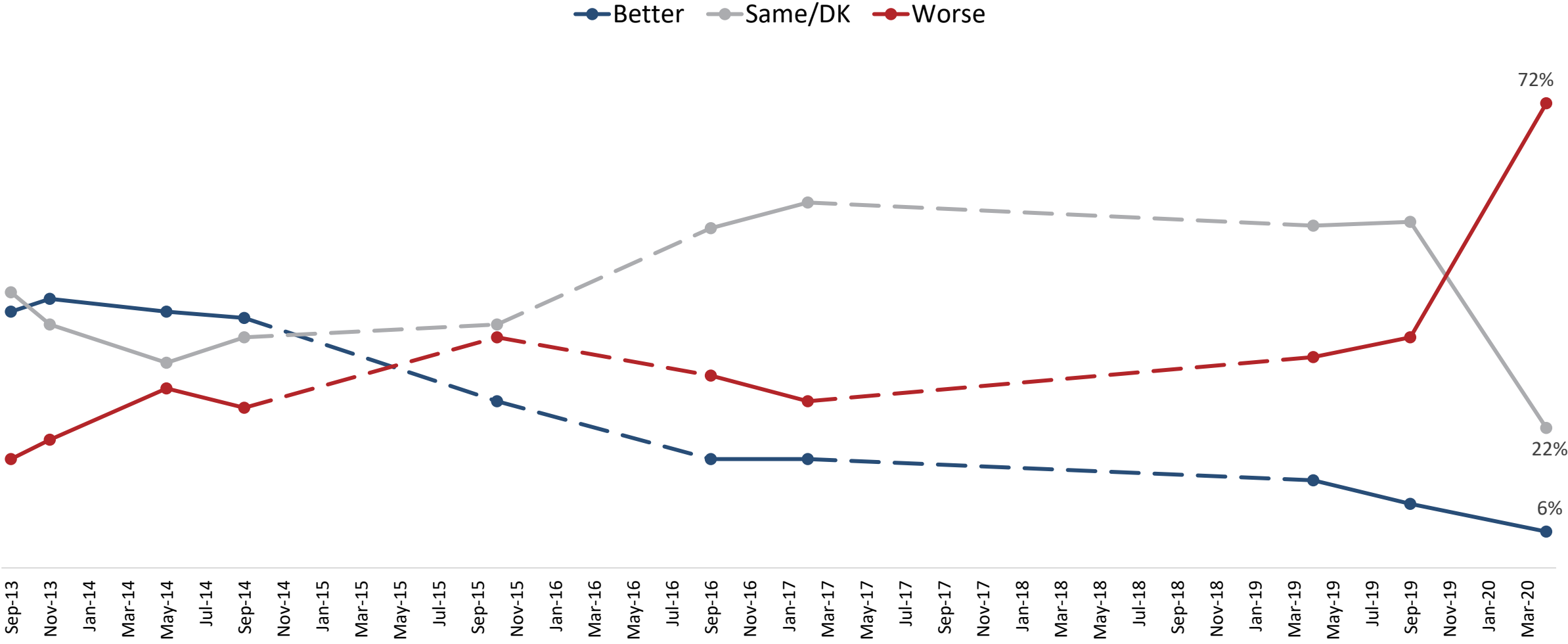
43%  
40%

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?

# Perception of Current Economic Conditions



Coronavirus had an obvious and immediate hit on the economy.



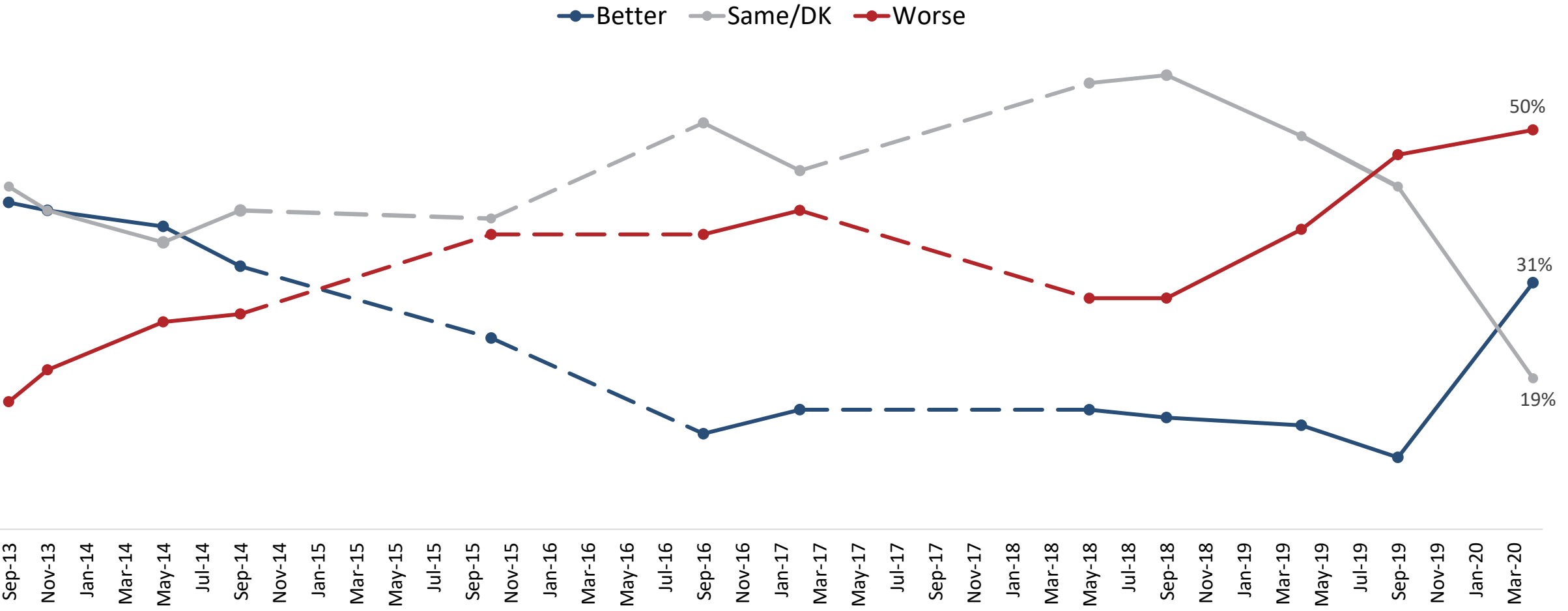
Q4. Would you rate current economic conditions in San Francisco as substantially better, moderately better, the same, moderately worse, or substantially worse than six months ago?



# Perception of Future Economic Conditions



*Concern about the economy was already growing before the pandemic, and many are optimistic there will be a quick rebound.*



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

# Top Three Problems In San Francisco



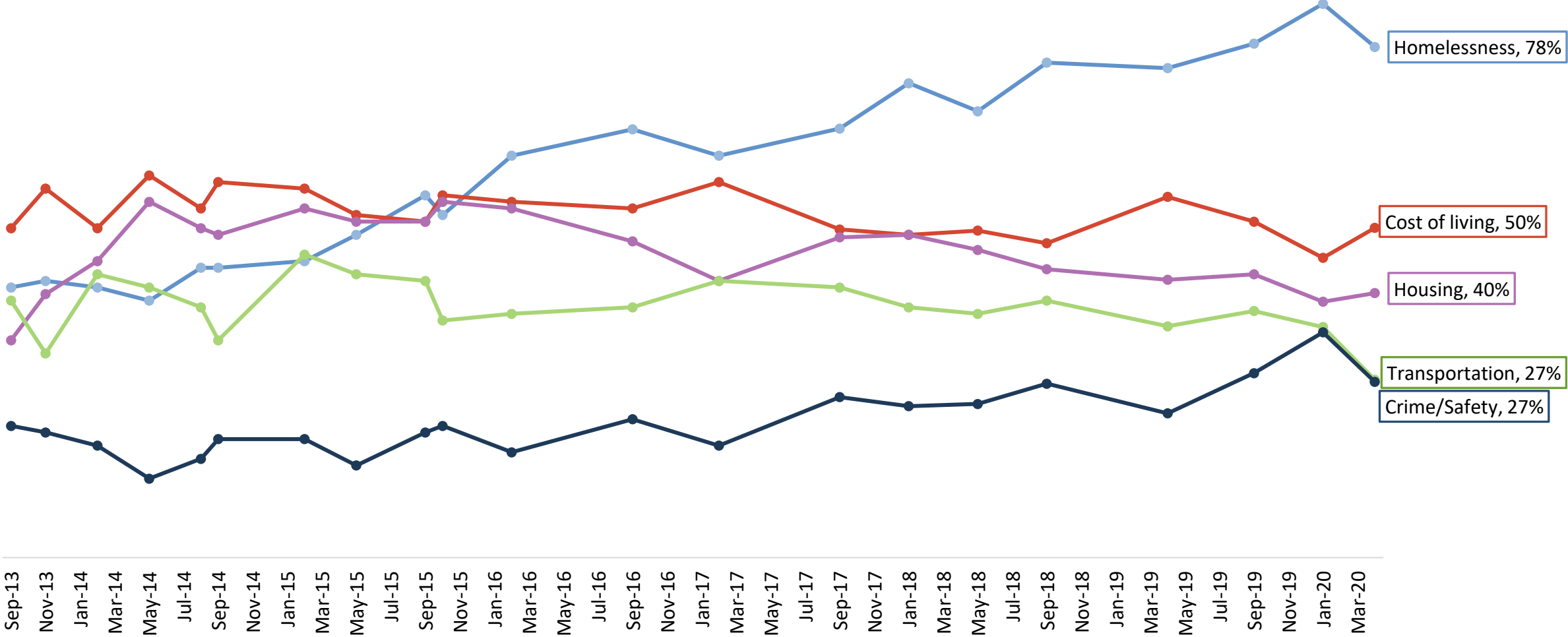
Total % Mentioning as one of top 3	Sep '13	Nov '13	Feb '14	May '14	Aug '14	Sep '14	Feb '15	May '15	Sep '15	Oct '15	Feb '16	Sep '16	Feb '17	Sep '17	Jan '18	May '18	Sep '18	Apr '19	Sep '19	Jan '20	Apr '20
Homelessness	41%	42%	41%	39%	44%	44%	45%	49%	55%	52%	61%	65%	61%	65%	72%	68%	75%	74%	78%	84%	78%
Cost of living	50%	56%	50%	58%	53%	57%	56%	52%	51%	55%	54%	53%	57%	50%	49%	50%	48%	55%	51%	46%	50%
Housing	33%	40%	45%	54%	50%	49%	53%	51%	51%	54%	53%	48%	42%	49%	49%	47%	44%	42%	43%	39%	40%
Crime/safety	20%	19%	17%	12%	15%	18%	18%	14%	19%	20%	16%	21%	17%	24%	23%	23%	26%	22%	28%	34%	27%
Public transportation	25%	17%	25%	24%	21%	20%	23%	20%	18%	15%	15%	16%	16%	15%	16%	11%	17%	13%	15%	15%	11%
Poverty	10%	11%	8%	8%	9%	10%	7%	10%	9%	11%	9%	9%	12%	8%	9%	11%	10%	12%	12%	9%	11%
Economy/Jobs	16%	14%	9%	13%	6%	11%	7%	5%	4%	4%	3%	5%	5%	2%	2%	3%	3%	2%	1%	1%	11%
Healthcare	4%	5%	5%	2%	3%	4%	2%	3%	2%	2%	1%	2%	4%	3%	3%	4%	3%	3%	2%	1%	9%
Traffic	14%	14%	18%	17%	17%	13%	12%	13%	14%	13%	10%	14%	12%	11%	14%	16%	13%	12%	13%	9%	9%
Streets & roads							11%	10%	10%	8%	12%	8%	14%	15%	8%	10%	9%	11%	9%	11%	8%
Politicians/Gov't	8%	8%	7%	9%	8%	6%	6%	7%	10%	10%	9%	10%	7%	8%	5%	7%	5%	8%	6%	8%	8%
Education	22%	19%	19%	16%	17%	18%	15%	15%	12%	12%	12%	12%	10%	8%	9%	11%	8%	9%	8%	9%	5%
Taxes	5%	6%	4%	6%	6%	7%	5%	5%	5%	4%	5%	6%	4%	5%	6%	3%	5%	4%	5%	6%	5%
Parking	12%	14%	10%	9%	10%	10%	11%	8%	8%	7%	8%	6%	6%	7%	5%	4%	5%	3%	4%	4%	4%
Coronavirus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%
Development	4%	4%	8%	6%	6%	6%	5%	10%	7%	5%	7%	4%	4%	5%	4%	4%	3%	4%	2%	3%	2%
City Budget	7%	6%	6%	3%	4%	4%	3%	2%	2%	2%	4%	3%	4%	3%	2%	2%	2%	1%	2%	2%	2%
Public employee pensions	7%	7%	5%	4%	6%	6%	5%	4%	3%	5%	2%	3%	3	3%	2%	3%	2%	2%	1%	1%	2%
Immigration	3%	2%	3%	2%	4%	2%	1%	3%	4%	3%	1%	2%	2%	3%	3%	3%	3%	3%	2%	2%	1%
Parks	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	-	0%	1%	0%

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

# Top Three Problems In San Francisco



Although homelessness is still a widespread top of mind concern, it ticked down by a few points and cost of living inched up

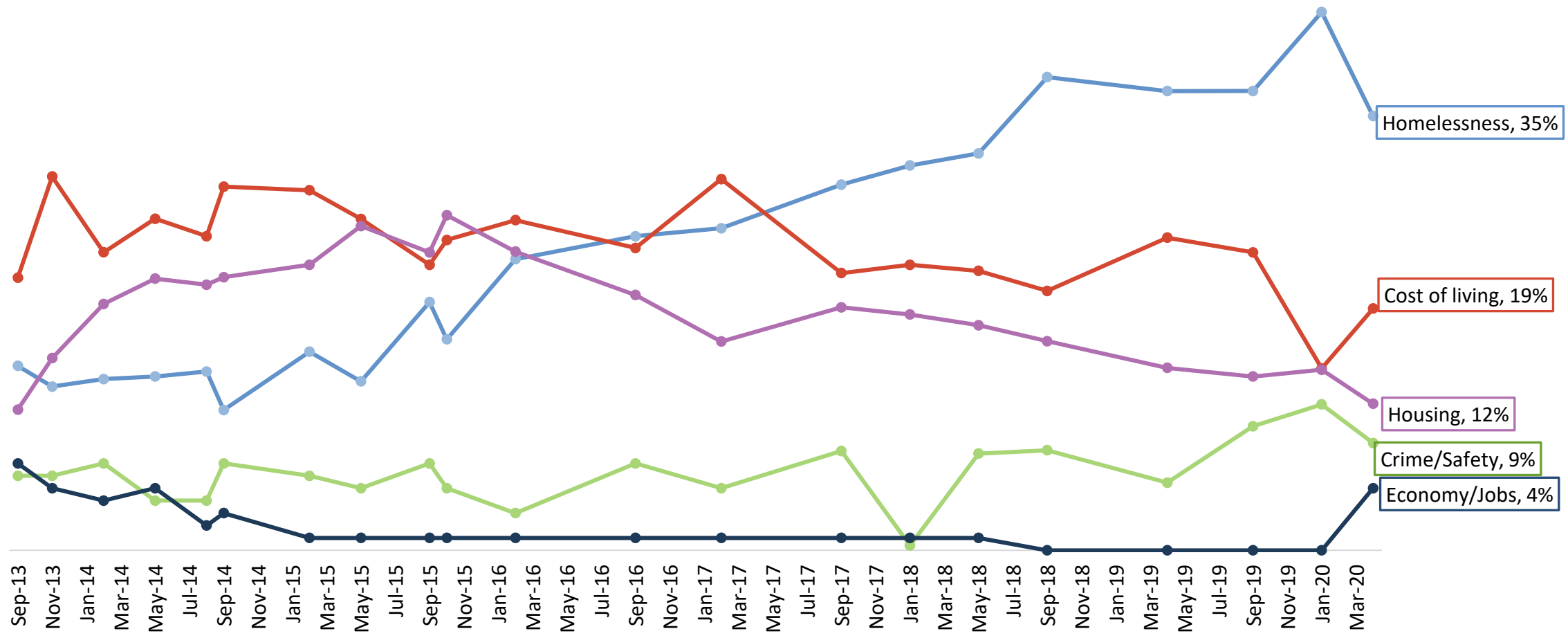


Q6. What would you say are the most important problems facing San Francisco today? (up to 3 responses accepted – percentages total over 100%)

# Single Most Important Problem (Top Ranked)



Homelessness dropped quite a bit, and the economy is now one of the top five problems



Q6b. Please rank your choices in order of importance. You can move them by clicking and dragging them up or down. Even if they're already in the order you want, please click on the items below in order to continue. (top ranked response)

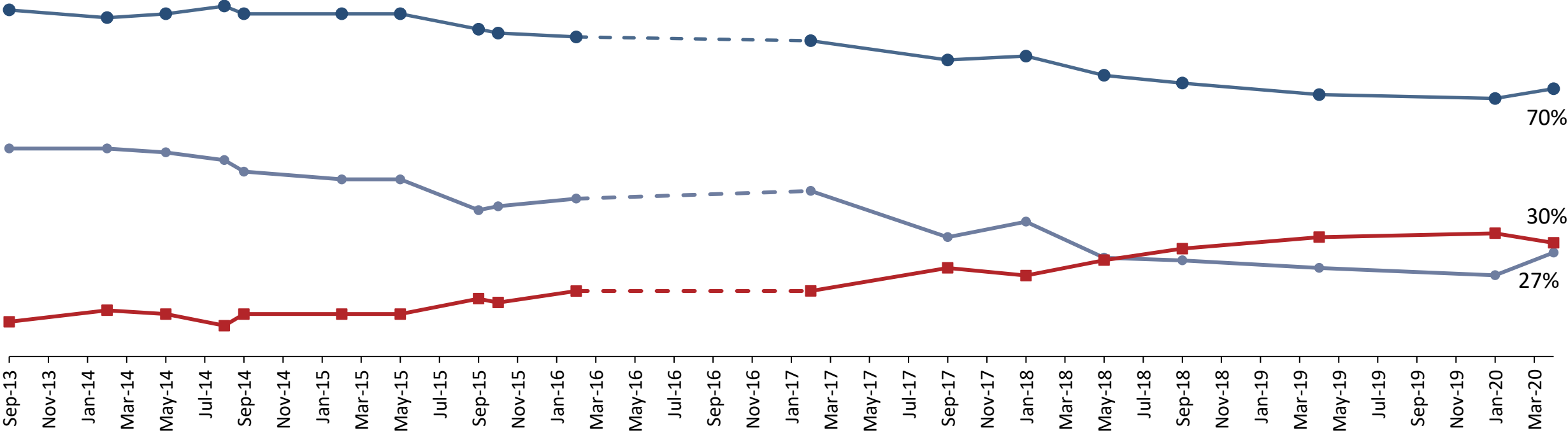
# San Francisco Attitudes



Positive feeling is up on all of the key attitudinal tracking questions

## San Francisco is a good place to live

Strongly Agree Total agree Disagree



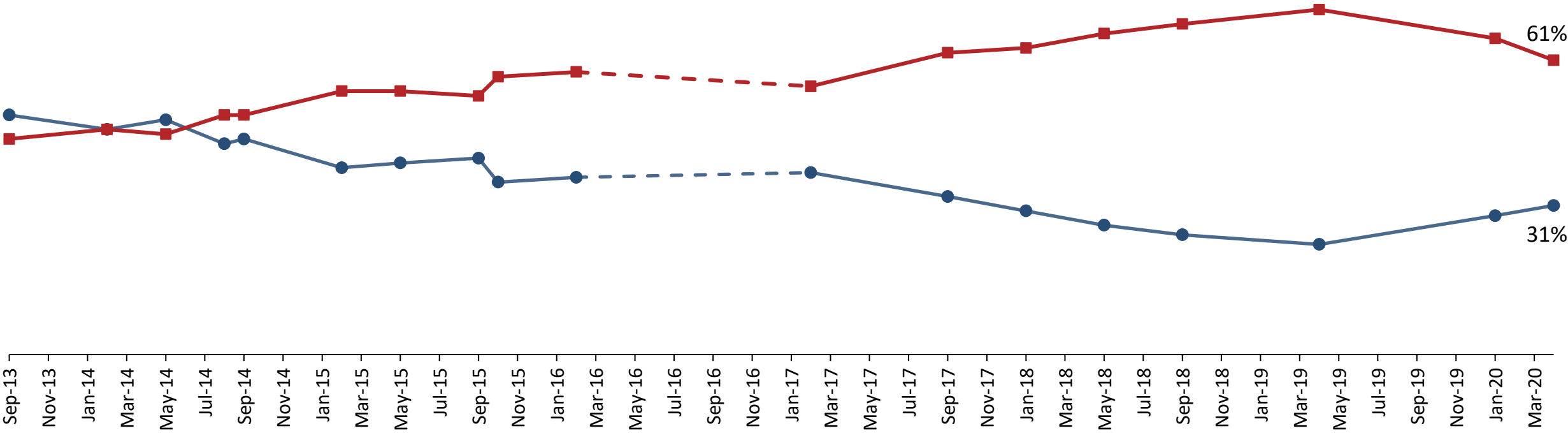
Q20-24. Please indicate whether you agree or disagree with each of the following statements:

# San Francisco Attitudes



San Francisco is a good place to raise a family.

● Agree ■ Disagree



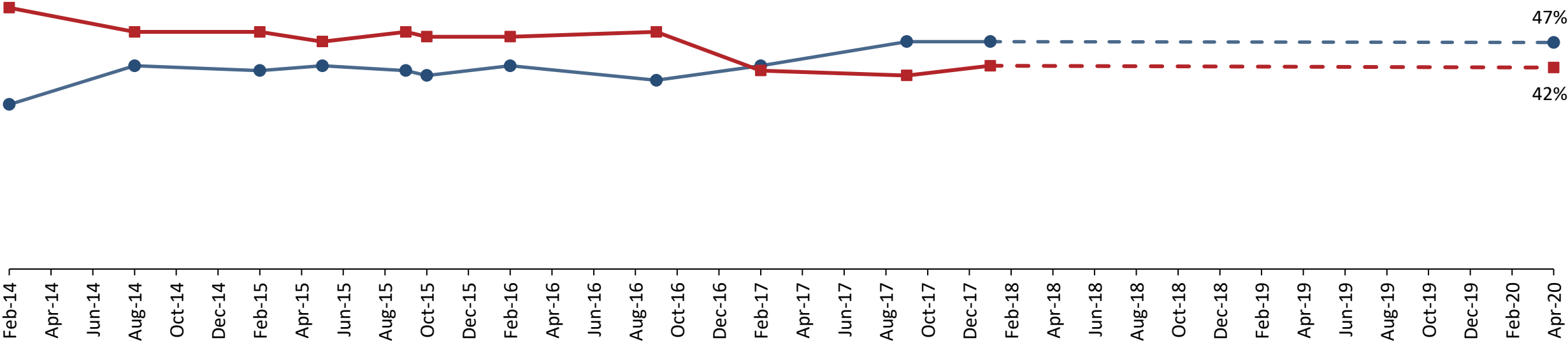
Q20-24. Please indicate whether you agree or disagree with each of the following statements:

# San Francisco Attitudes



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

● Agree ■ Disagree



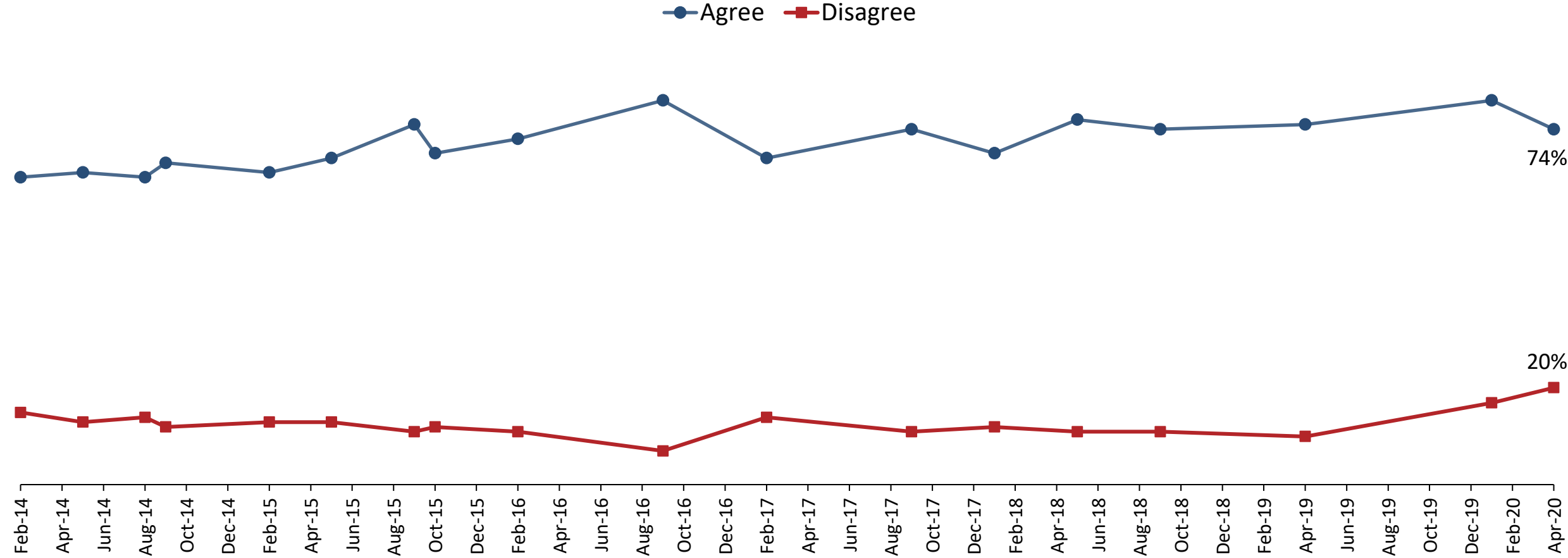
Q20-24. Please indicate whether you agree or disagree with each of the following statements:



# San Francisco Attitudes



I am unhappy or worried about changes happening in San Francisco



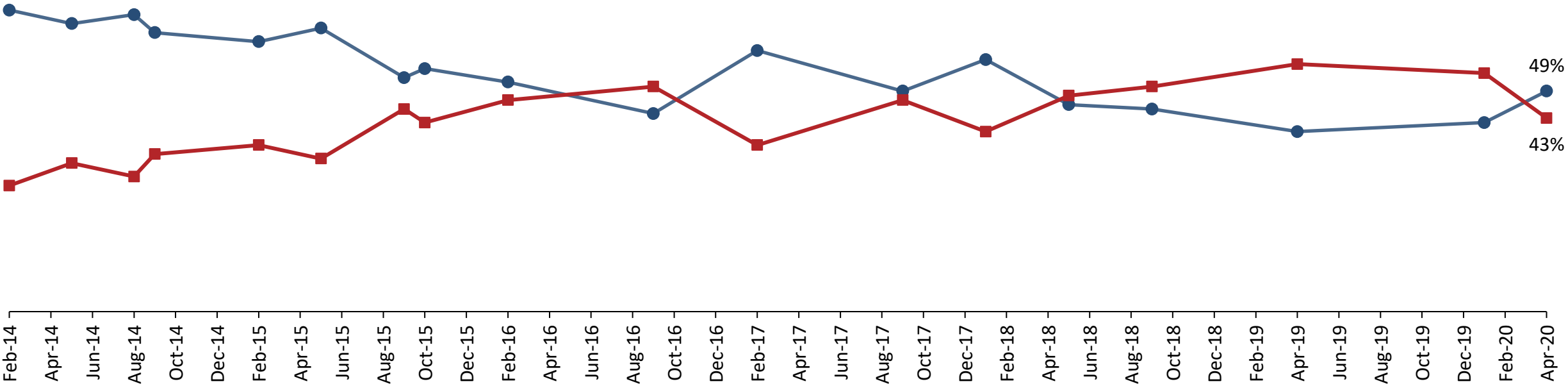
Q20-24. Please indicate whether you agree or disagree with each of the following statements:

# San Francisco Attitudes



I am excited about the future of San Francisco.

● Agree ■ Disagree

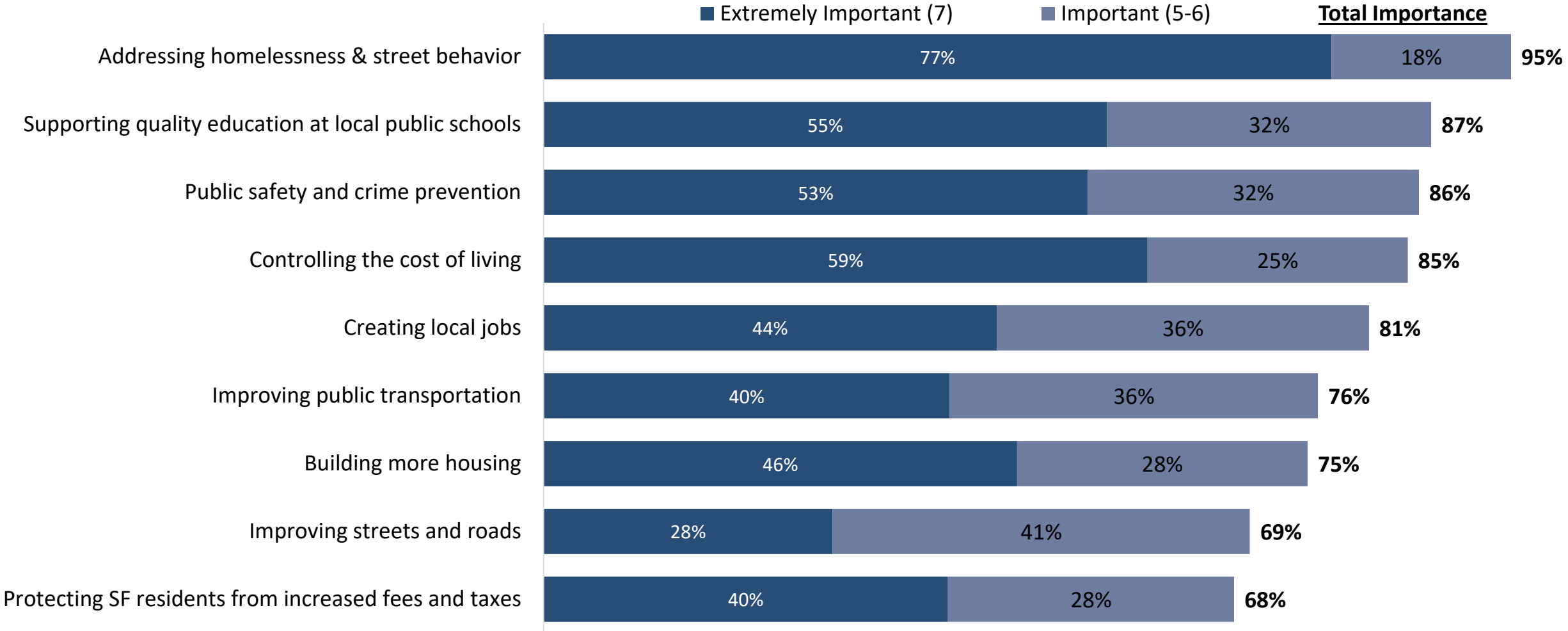


Q20-24. Please indicate whether you agree or disagree with each of the following statements:



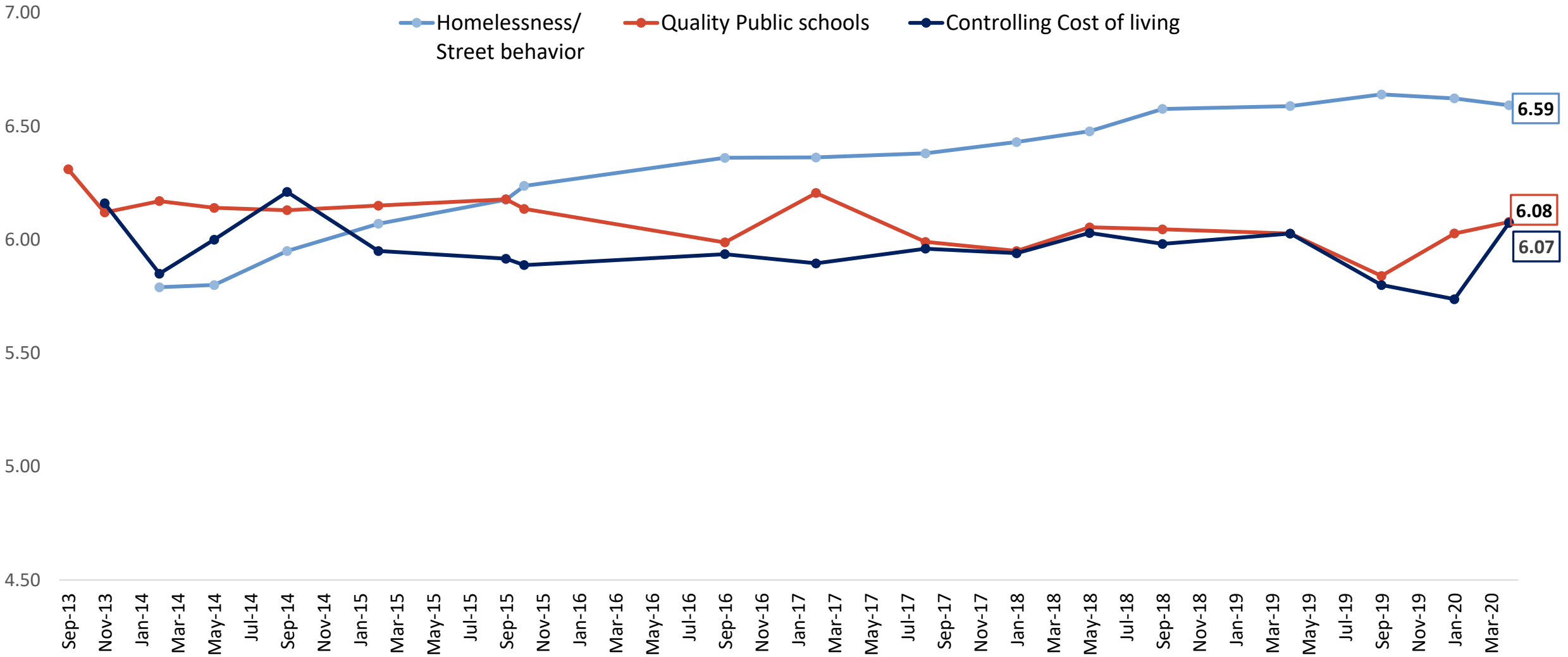
**Priorities**

# General Priorities



Q25-33. 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



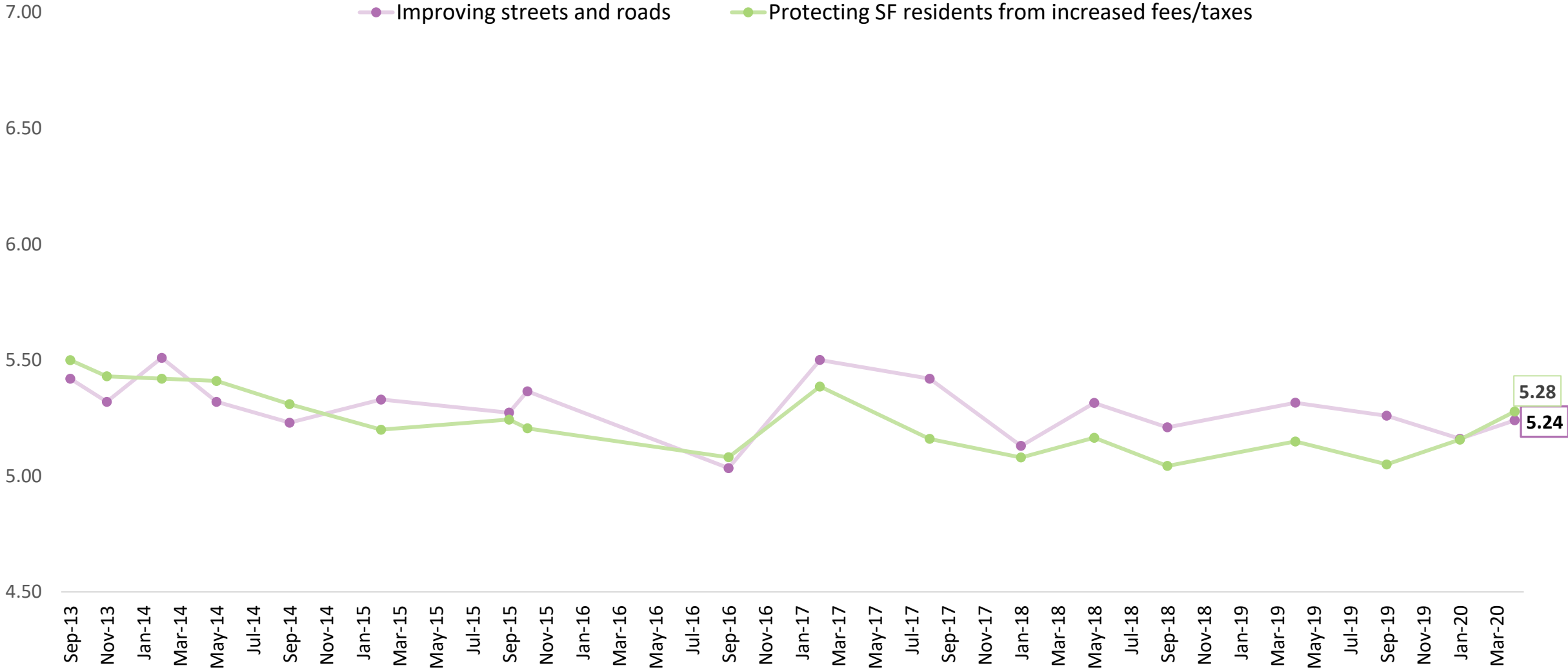
Average score where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?

# General Priorities – Trend Over Time , cont.



Average score 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?

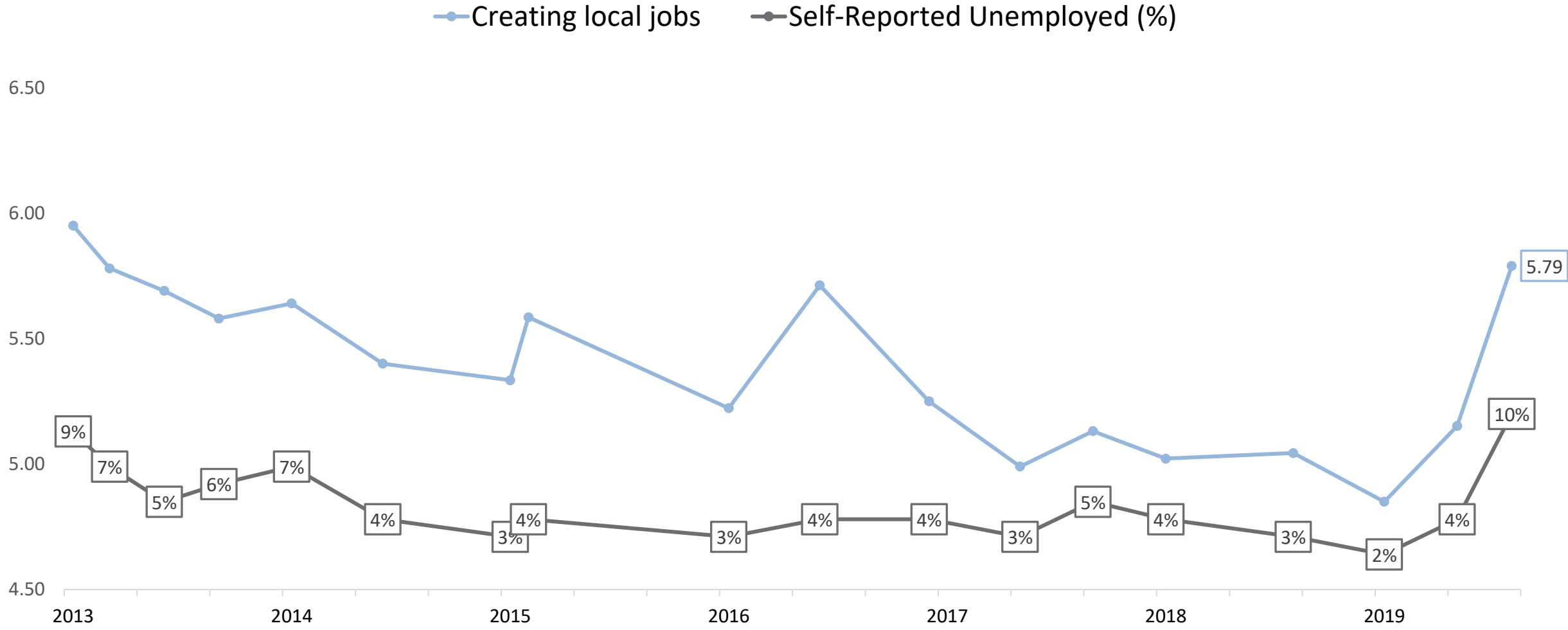
# General Priorities – Trend Over Time, cont.



Average score 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?



# Job Creation – Trend Over Time

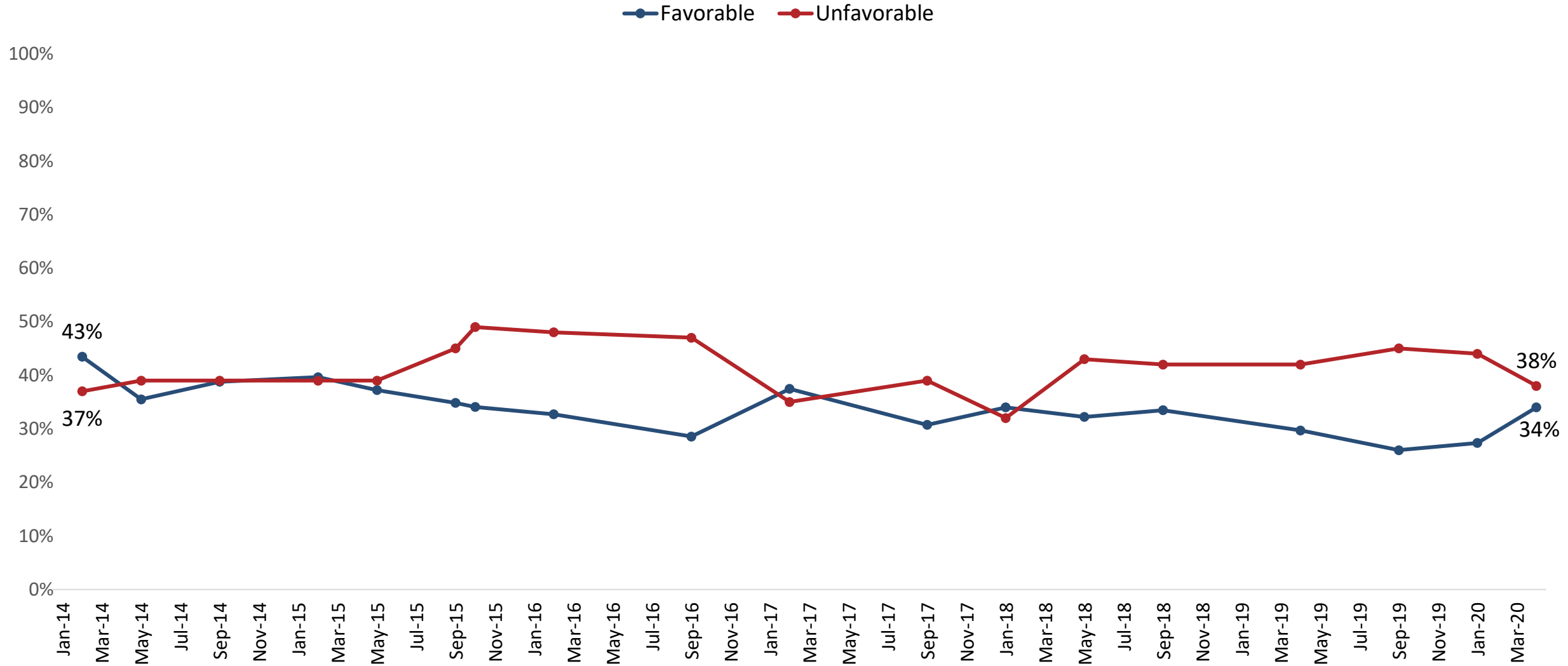


Average score where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?



# Ratings of Political Leaders in SF

# Board of Supervisors Favorability Over Time





**Ruth Bernstein**

**[ruth@EMCresearch.com](mailto:ruth@EMCresearch.com)**

**510.550.8922**



**SAN FRANCISCO SURVEY**

**[info@thesanfranciscosurvey.com](mailto:info@thesanfranciscosurvey.com)**

**Twitter: @SanFranciscoSu1**