



***The San Francisco Survey
Number XXII
September 2020***

About the San Francisco Survey



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%

*Surveys only offered in English and Chinese.

** An additional 246 interviews were conducted in District 5.

*** An additional 252 interviews were conducted in District 1, 256 interviews in District 5, and 252 interviews in District 7.

	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
Survey XXII***	August 26 – September 14, 2020	649

Poll Context and Timing



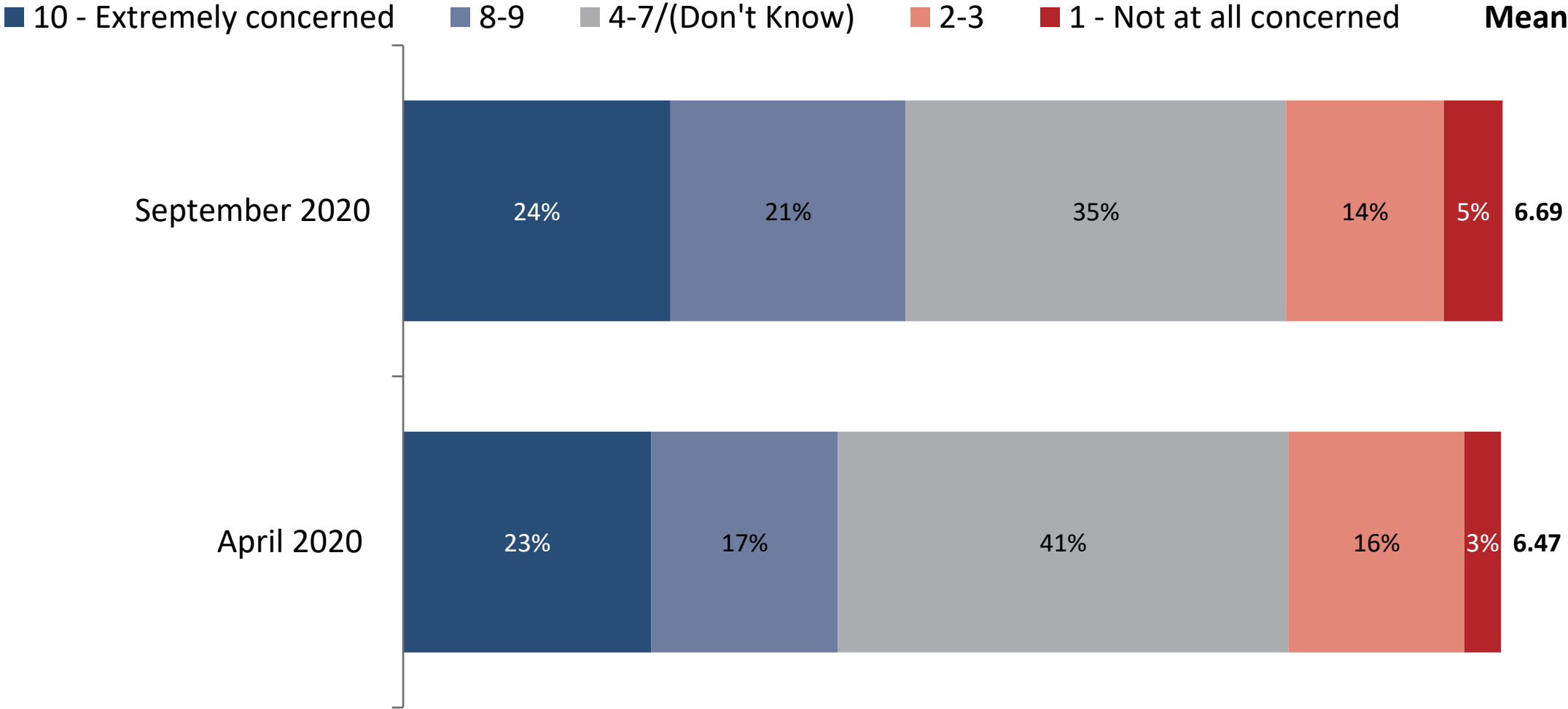
- This poll was conducted during weeks 24 - 26 of the Coronavirus Shelter-in-Place period.
- San Francisco was in the “Red” tier of Coronavirus spread but some businesses were given the green light to resume operations outdoors.
- Throughout the summer and during the fielding period there were national protests and civil unrest surrounding the death of George Floyd and the shooting of Jacob Blake at the hands of law enforcement.
- Additionally, wildfires were devastating areas across California, and many residents were forced to evacuate their homes.





COVID-19

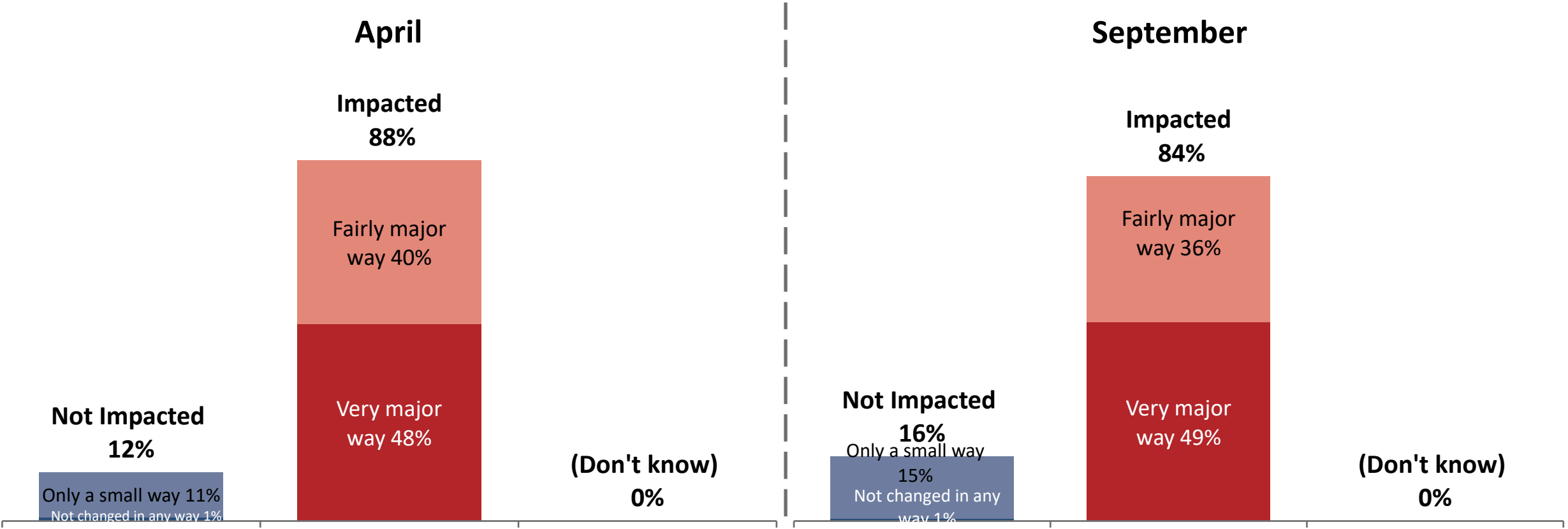
Level of Concern: Personally Contracting Coronavirus



Daily Impact of Coronavirus



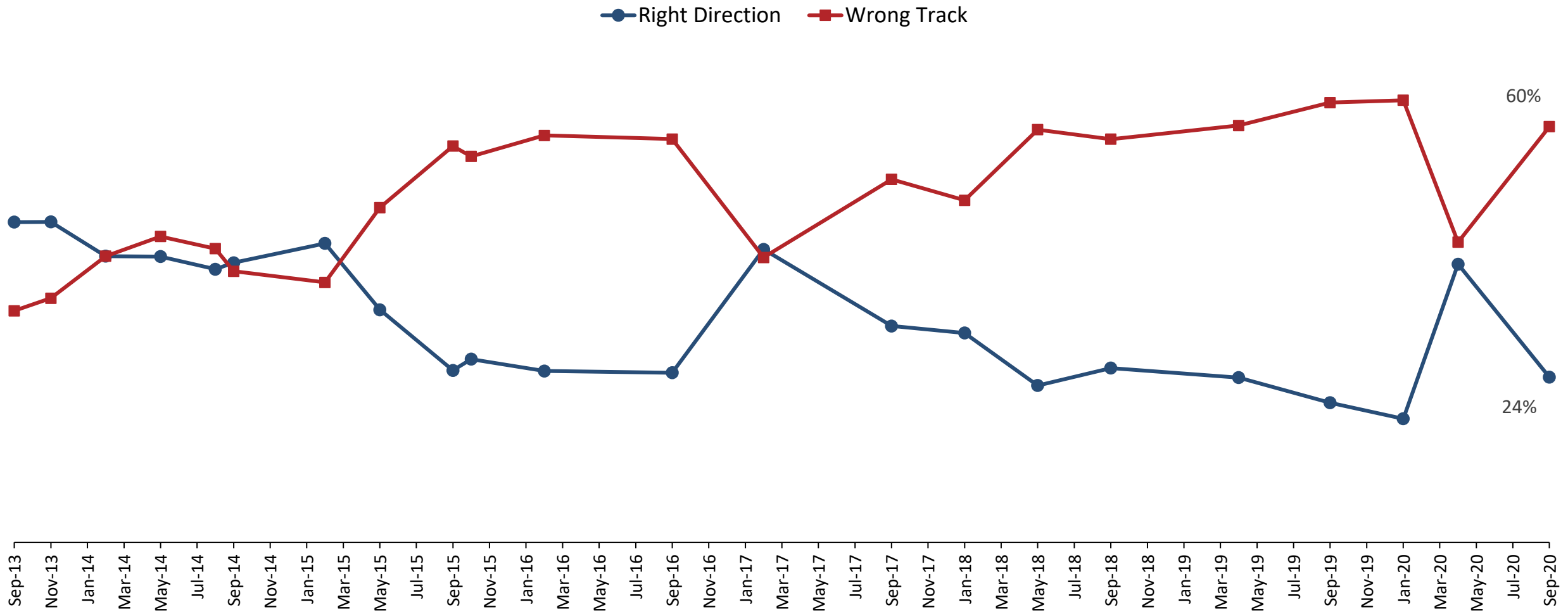
What impact, if any, has coronavirus had on you and your family's day-to-day life: would you say it has changed your life in a very major way, a fairly major way, only a small way, or it has not changed your life in any way?





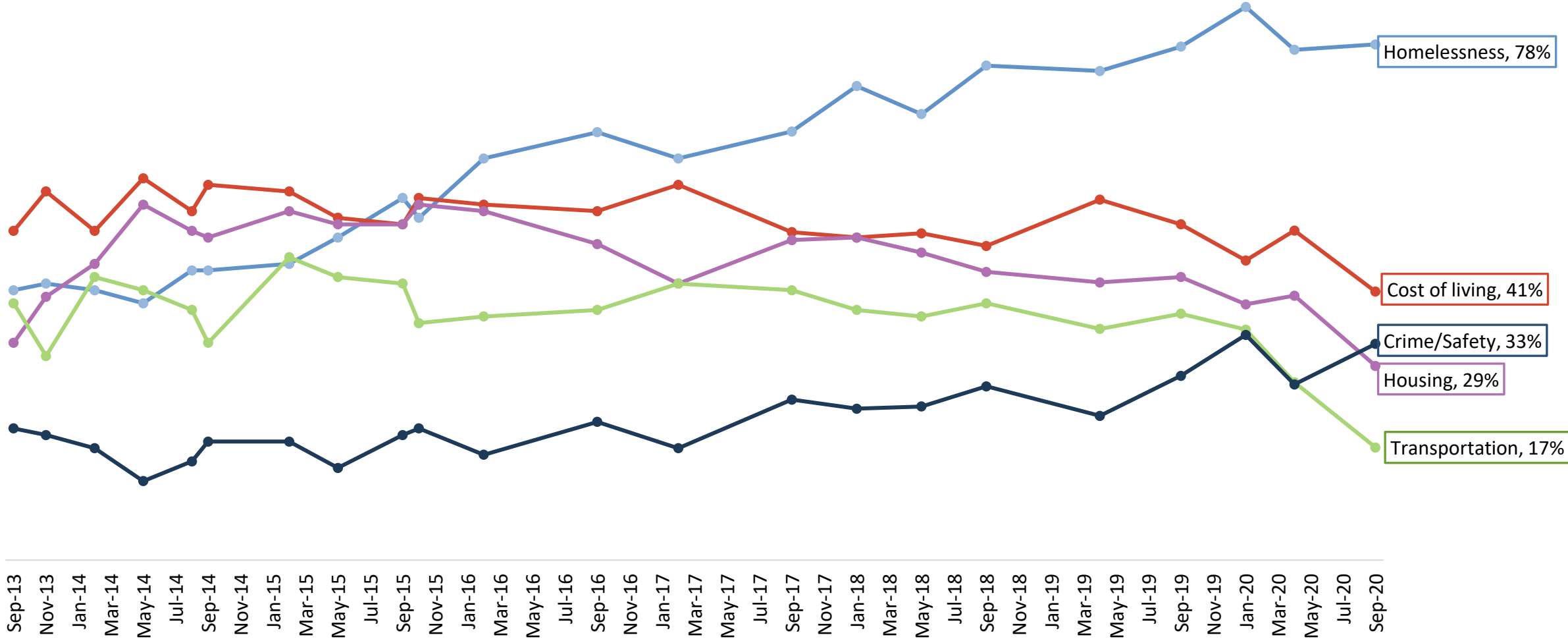
General Attitudes About SF

Right Direction/Wrong Track



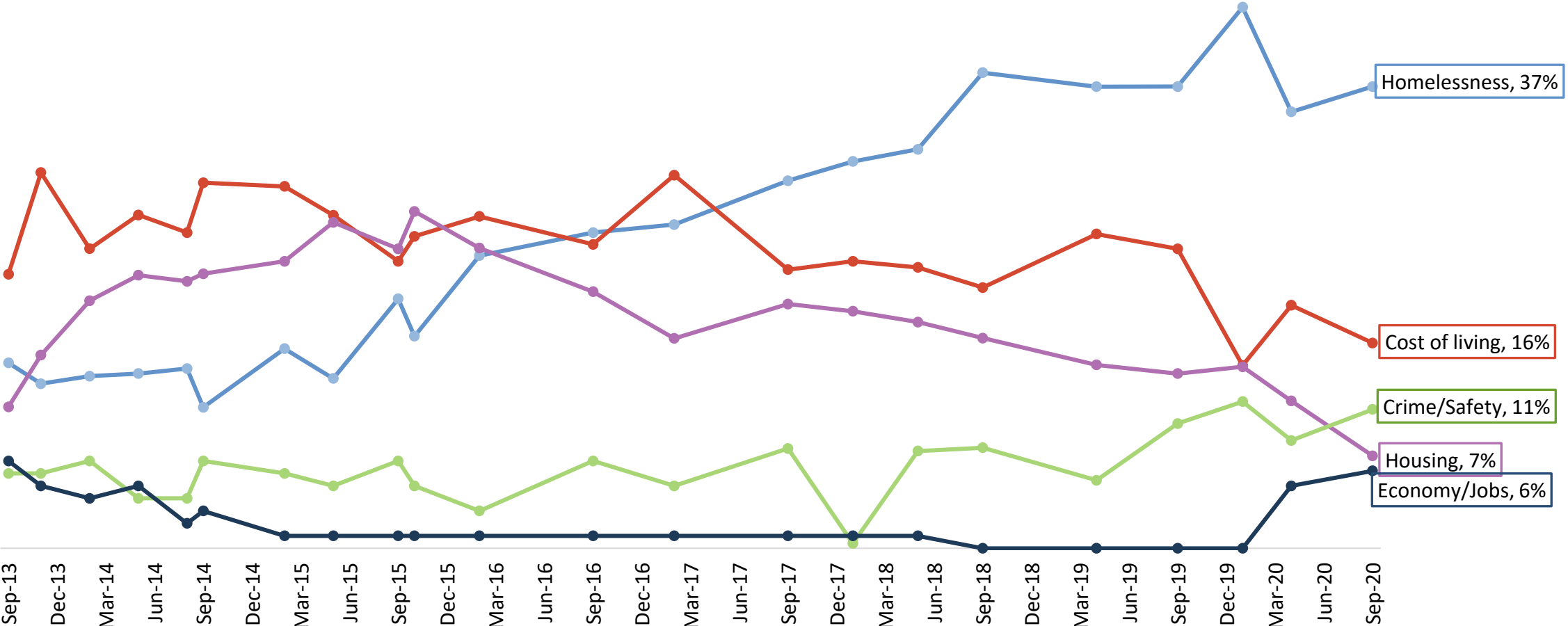
Q3. Do you think things in San Francisco are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Top Three Problems In San Francisco



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)



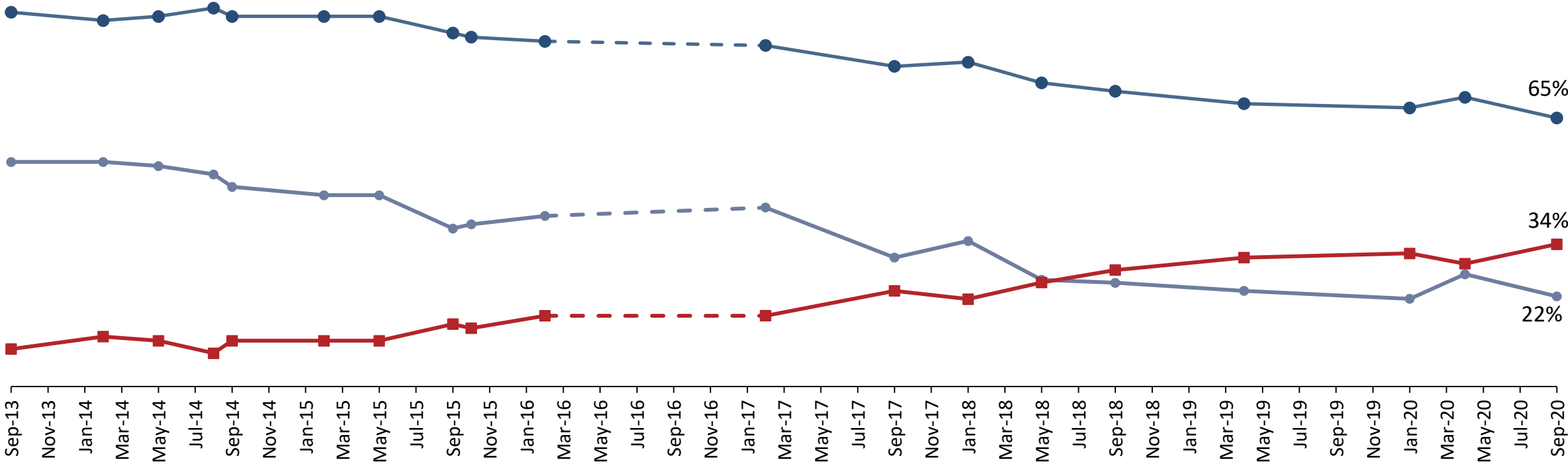
Q6b. Please rank your choices in order of importance. You can move them by clicking and dragging them up or down. Even if they're already in the order you want, please click on the items below in order to continue. (top ranked response)

San Francisco Attitudes



San Francisco is a good place to live

Strongly Agree Total agree Disagree



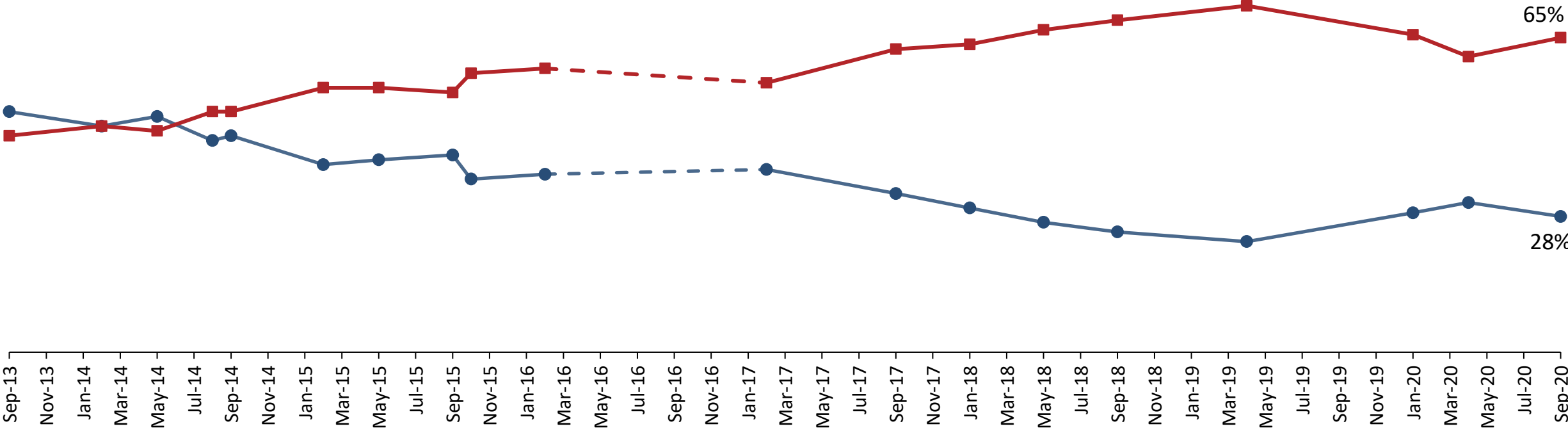
Q33-37. Please indicate whether you agree or disagree with each of the following statements:

San Francisco Attitudes



San Francisco is a good place to raise a family.

● Agree ■ Disagree



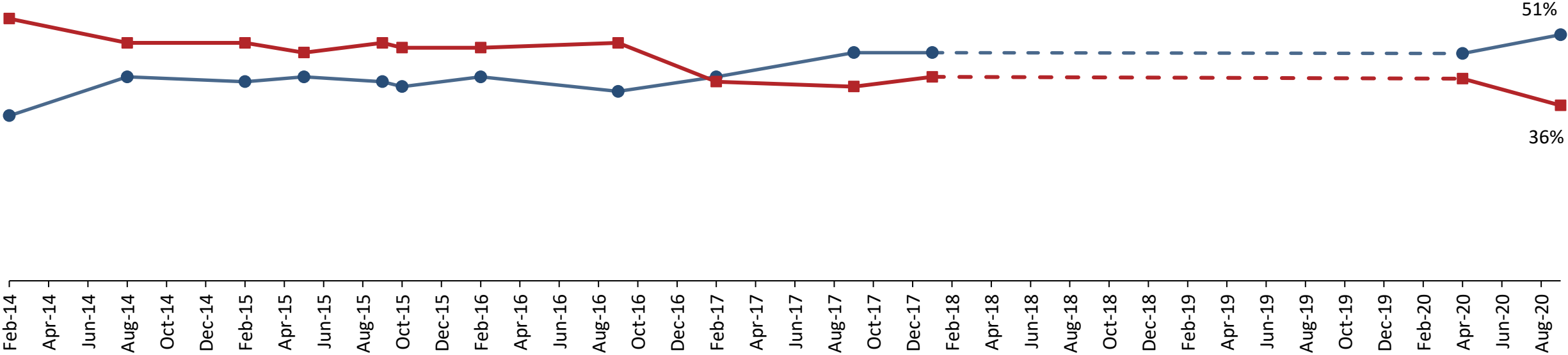
Q33-37. Please indicate whether you agree or disagree with each of the following statements:

San Francisco Attitudes



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

● Agree ■ Disagree



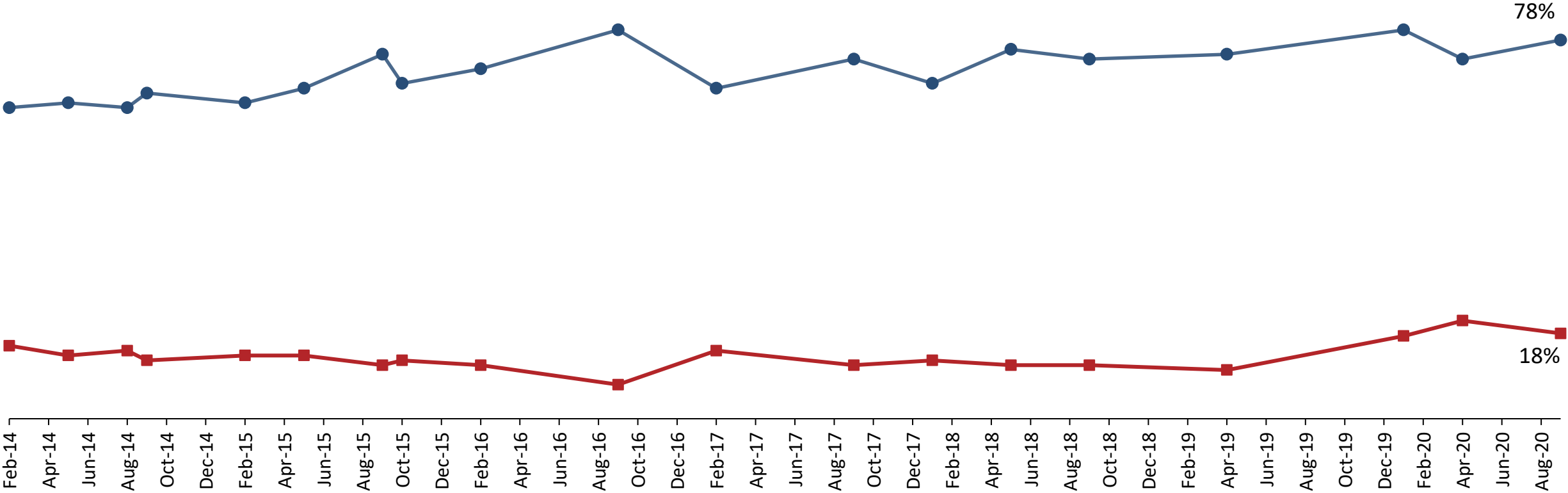
Q33-37. Please indicate whether you agree or disagree with each of the following statements:

San Francisco Attitudes



I am unhappy or worried about changes happening in San Francisco

● Agree ■ Disagree

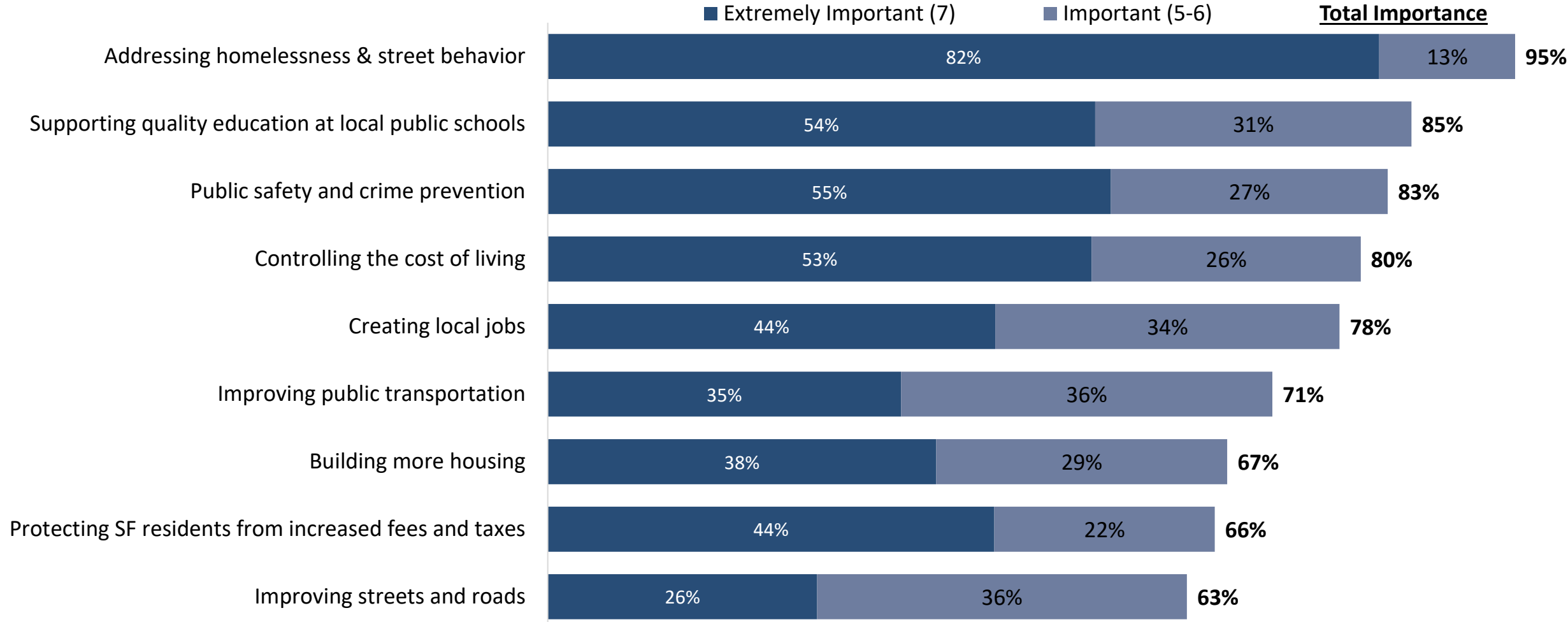


Q33-37. Please indicate whether you agree or disagree with each of the following statements:



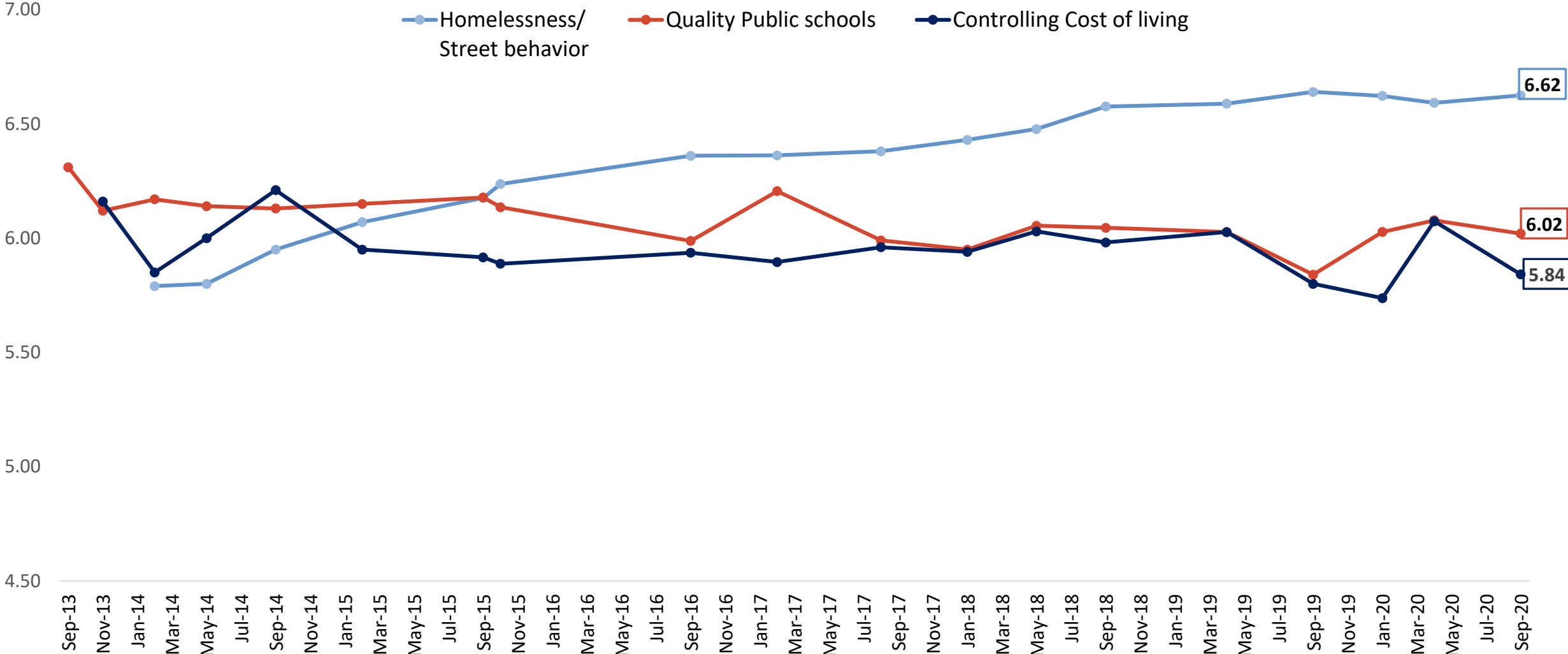
Priorities

General Priorities



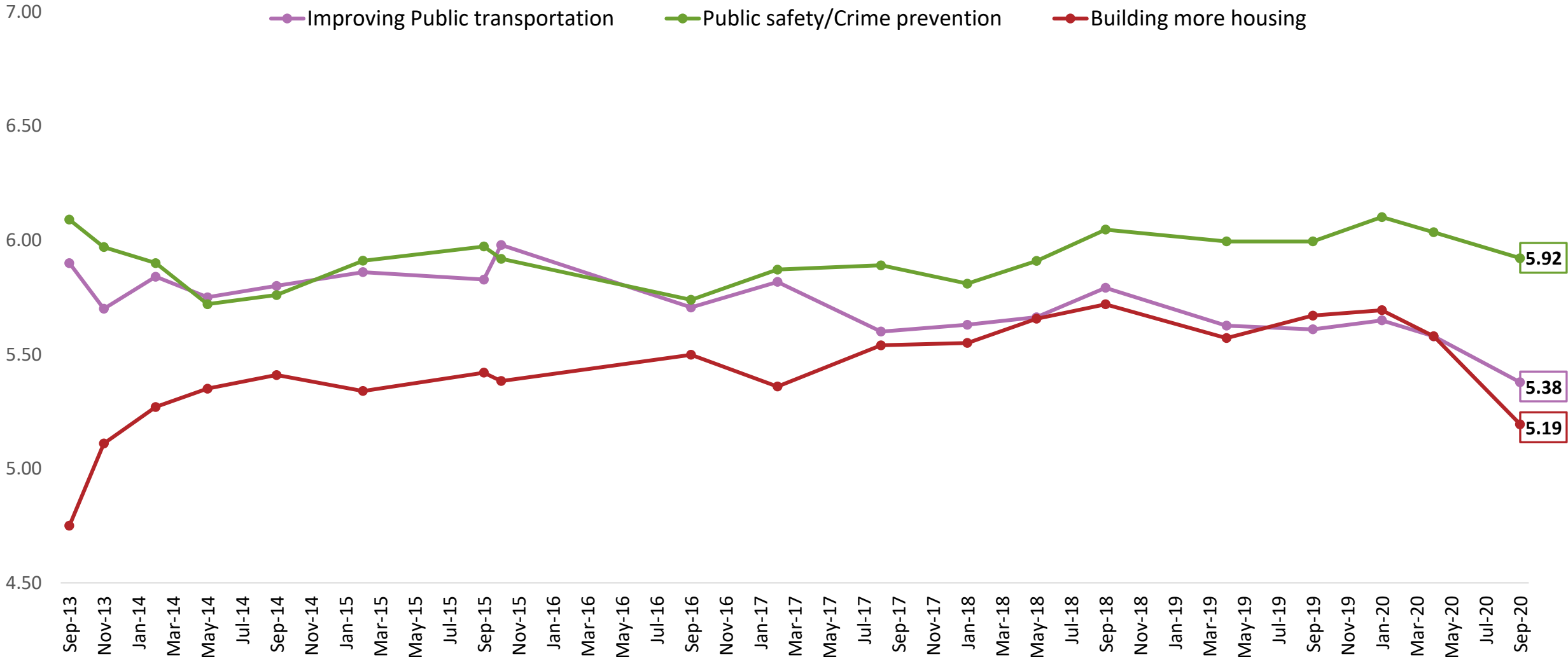
Q38-46. On a scale from 1 to 7 where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?

General Priorities – Trend Over Time



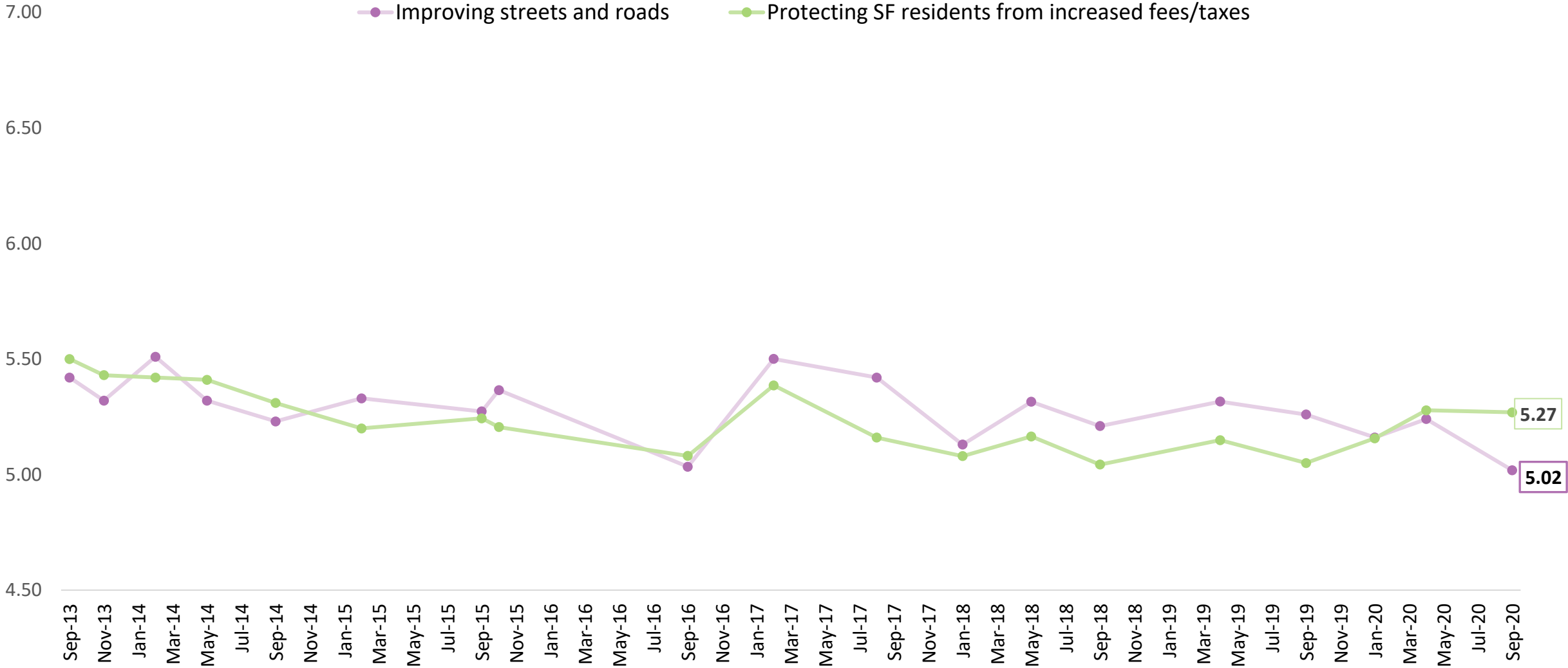
Average score where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?

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?



November 2020 Ballot Measures

(Numbers are among likely November voters)

November 2020 Ballot Measures Text



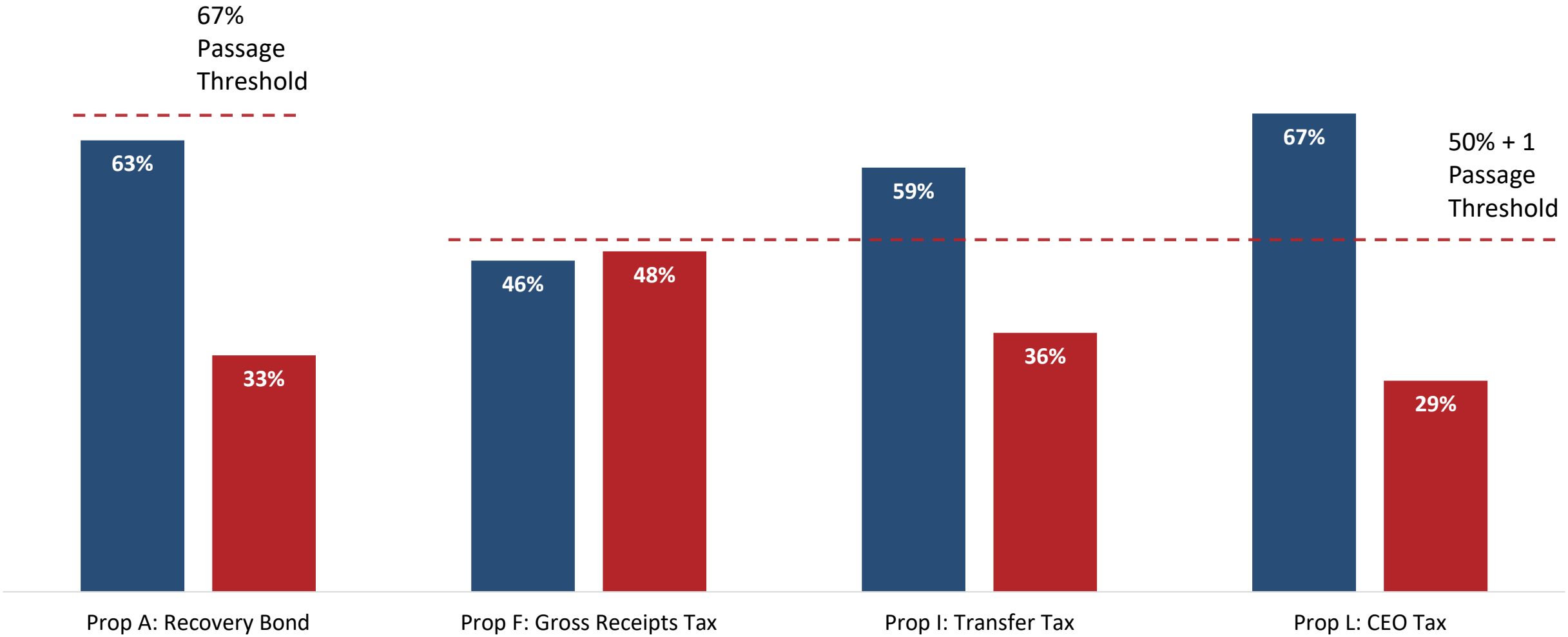
- **Proposition A:** To finance the acquisition or improvement of real property, including to: stabilize, improve, and make permanent investments in supportive housing facilities, shelters, and/or facilities that deliver services to persons experiencing mental health challenges, substance use disorder, and/or homelessness; improve the accessibility, safety and quality of parks, open spaces and recreation facilities; improve the accessibility, safety and condition of the City's streets and other public right-of-way and related assets; and to pay related costs; shall the City and County of San Francisco issue \$487,500,000 in general obligation bonds with a duration of up to 30 years from the time of issuance, an estimated average tax rate of \$0.014/\$100 of assessed property value, and projected average annual revenues of \$40,000,000, subject to independent citizen oversight and regular audits? The City's current debt management policy is to keep the property tax rate for City general obligation bonds below the 2006 rate by issuing new bonds as older ones are retired and the tax base grows, though this property tax rate may vary based on other factors.
- **Proposition F:** Shall the City eliminate the payroll expense tax; permanently increase the registration fee for some businesses by \$230-460, decreasing it for others; permanently increase gross receipts tax rates to 0.105-1.040%, exempting more small businesses; permanently increase the administrative office tax rate to 1.61%; if the City loses certain lawsuits, increase gross receipts tax rates on some businesses by 0.175-0.690% and the administrative office tax rate by 1.5%, and place a new 1% or 3.5% tax on gross receipts from commercial leases, for 20 years; and make other business tax changes; for estimated annual revenue of \$97 million?
- **Proposition I:** Shall the City permanently increase the transfer tax rate on sales and leases of 35 years or more of real estate, to 5.50% on those transactions of \$10 million to \$25 million, and to 6.00% on those transactions of \$25 million or more, for an estimated average revenue of \$196 million a year?
- **Proposition L:** Shall the City place an additional tax permanently on some businesses in San Francisco when their highest-paid managerial employee earns more than 100 times the median compensation paid to their employees in San Francisco, where the additional tax rate would be between 0.1%-0.6% of gross receipts or between 0.4%-2.4% of payroll expense for those businesses in San Francisco, for an estimated revenue of between \$60-140 million a year?

November 2020 Ballot Measures



n=592

■ Yes, approve ■ No, reject

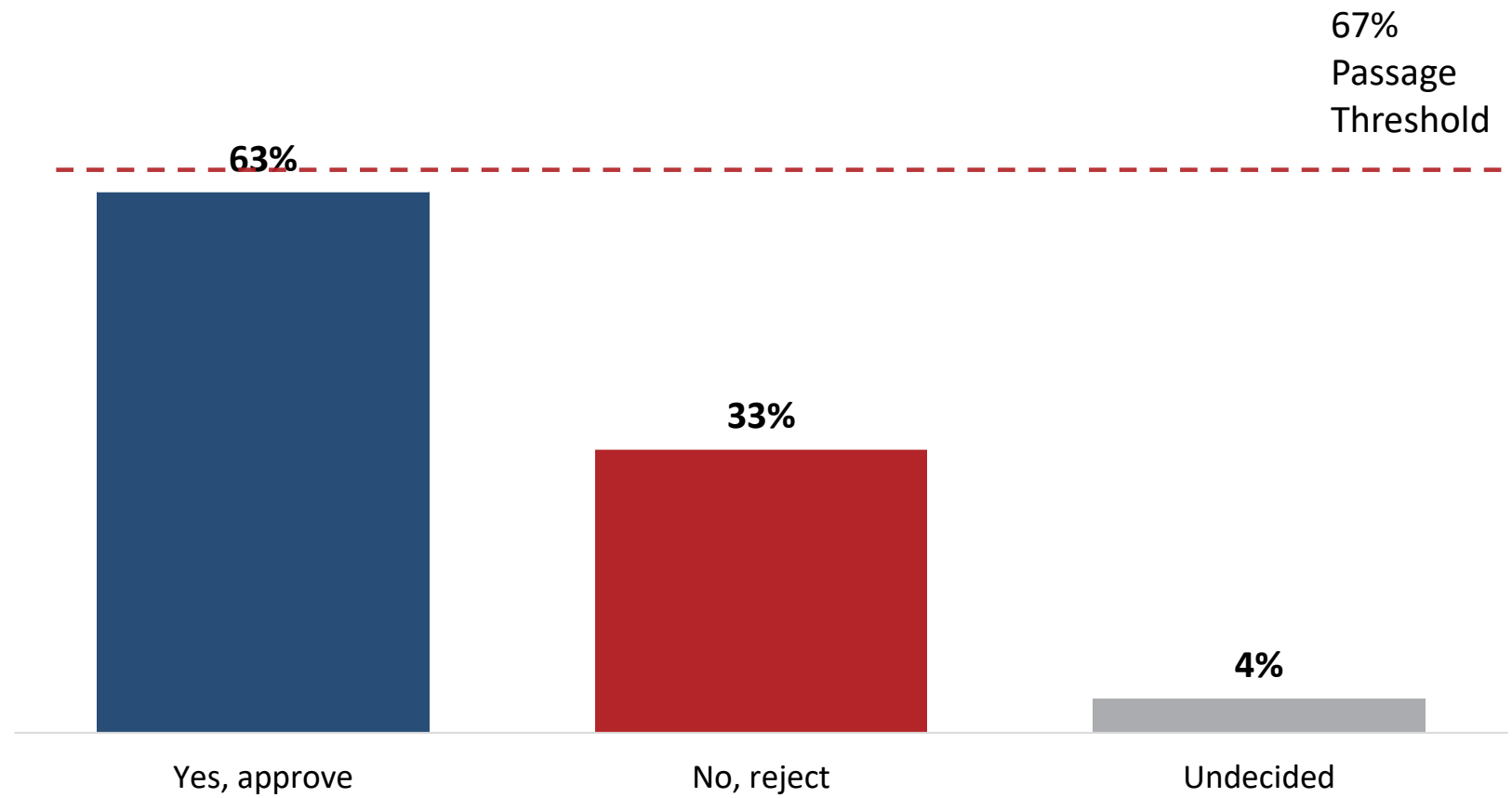


Q52-55. Next you will see some measures that will appear on the ballot in San Francisco this November. Would you vote yes to approve or no to reject the following measures?

Proposition A



Proposition A: To finance the acquisition or improvement of real property, including to: stabilize, improve, and make permanent investments in supportive housing facilities, shelters, and/or facilities that deliver services to persons experiencing mental health challenges, substance use disorder, and/or homelessness; improve the accessibility, safety and quality of parks, open spaces and recreation facilities; improve the accessibility, safety and condition of the City's streets and other public right-of-way and related assets; and to pay related costs; shall the City and County of San Francisco issue \$487,500,000 in general obligation bonds with a duration of up to 30 years from the time of issuance, an estimated average tax rate of \$0.014/\$100 of assessed property value, and projected average annual revenues of \$40,000,000, subject to independent citizen oversight and regular audits? The City's current debt management policy is to keep the property tax rate for City general obligation bonds below the 2006 rate by issuing new bonds as older ones are retired and the tax base grows, though this property tax rate may vary based on other factors.

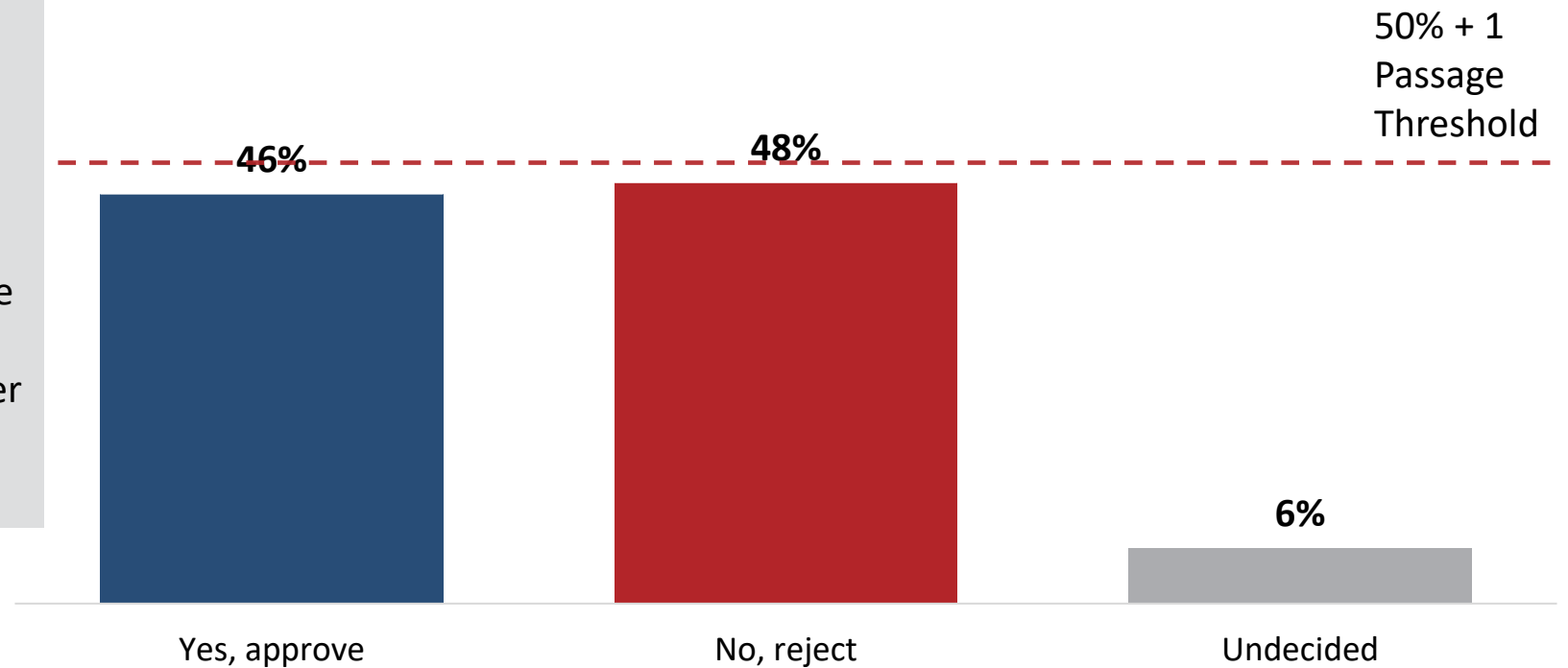


Q52. Next you will see some measures that will appear on the ballot in San Francisco this November. Would you vote yes to approve or no to reject the following measures?

Proposition F



Proposition F: Shall the City eliminate the payroll expense tax; permanently increase the registration fee for some businesses by \$230-460, decreasing it for others; permanently increase gross receipts tax rates to 0.105-1.040%, exempting more small businesses; permanently increase the administrative office tax rate to 1.61%; if the City loses certain lawsuits, increase gross receipts tax rates on some businesses by 0.175-0.690% and the administrative office tax rate by 1.5%, and place a new 1% or 3.5% tax on gross receipts from commercial leases, for 20 years; and make other business tax changes; for estimated annual revenue of \$97 million?

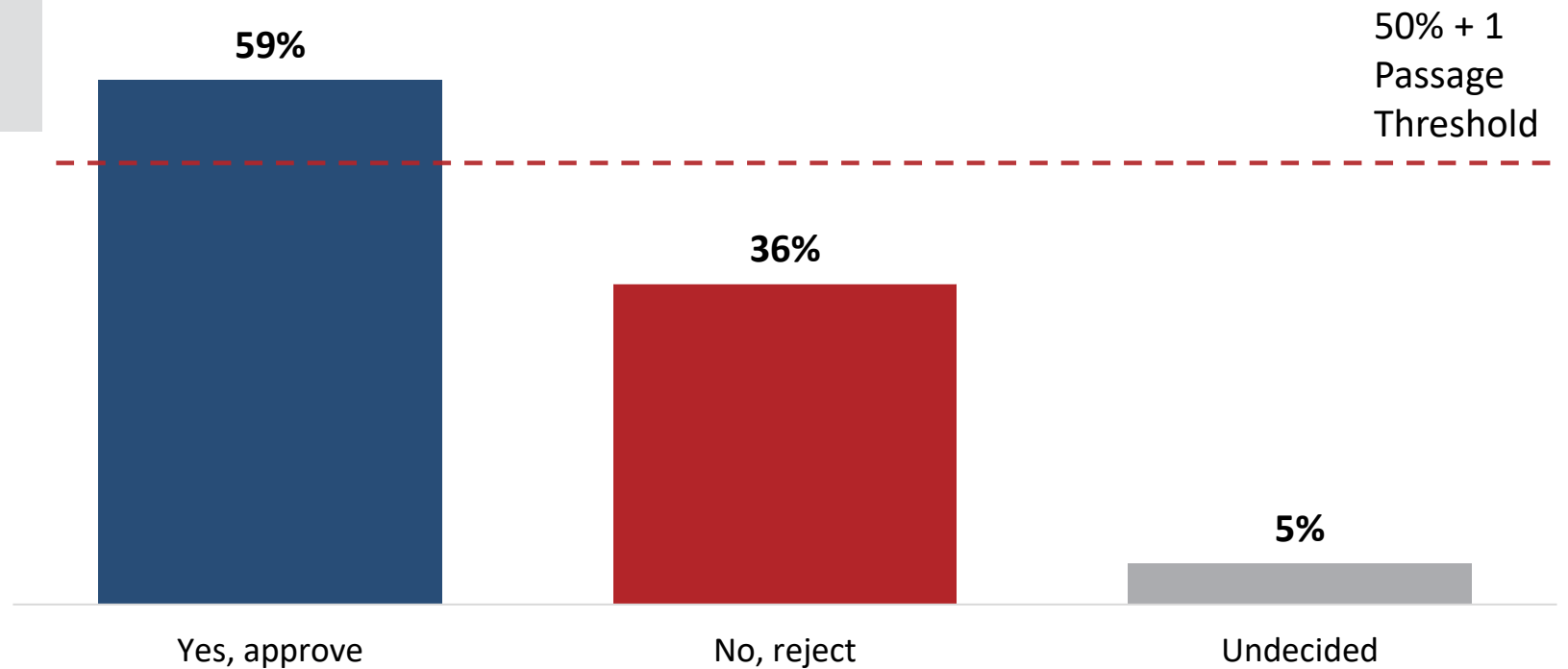


Q53. Next you will see some measures that will appear on the ballot in San Francisco this November. Would you vote yes to approve or no to reject the following measures?

Proposition I



Proposition I: Shall the City permanently increase the transfer tax rate on sales and leases of 35 years or more of real estate, to 5.50% on those transactions of \$10 million to \$25 million, and to 6.00% on those transactions of \$25 million or more, for an estimated average revenue of \$196 million a year?

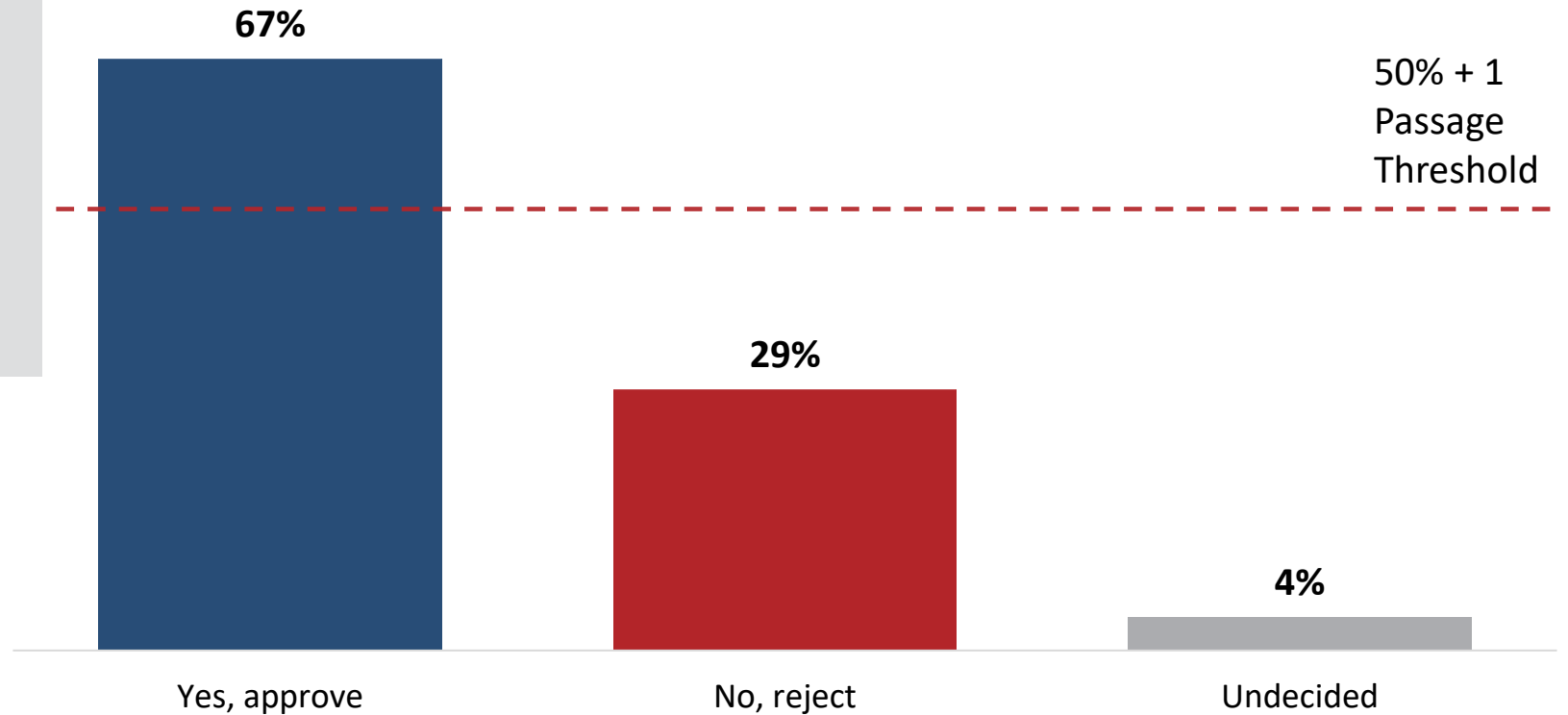


Q54. Next you will see some measures that will appear on the ballot in San Francisco this November. Would you vote yes to approve or no to reject the following measures?

Proposition L



Proposition L: Shall the City place an additional tax permanently on some businesses in San Francisco when their highest-paid managerial employee earns more than 100 times the median compensation paid to their employees in San Francisco, where the additional tax rate would be between 0.1%-0.6% of gross receipts or between 0.4%-2.4% of payroll expense for those businesses in San Francisco, for an estimated revenue of between \$60-140 million a year?



Q55. Next you will see some measures that will appear on the ballot in San Francisco this November. Would you vote yes to approve or no to reject the following measures?



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SAN FRANCISCO SURVEY

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