



The San Francisco Survey

November, 2013



Methodology

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- Web Survey of San Francisco Voters
- 631 completed interviews conducted in English and Chinese
- Conducted November 4-November 7, 2013
- 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%



SAN FRANCISCO SURVEY

Tracking Results from Previous Surveys

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- This report tracks results from previous iteration of The San Francisco Survey:
 - Web Survey of San Francisco Voters conducted September 10–16, 2013; 553 completed interviews conducted in English and Chinese

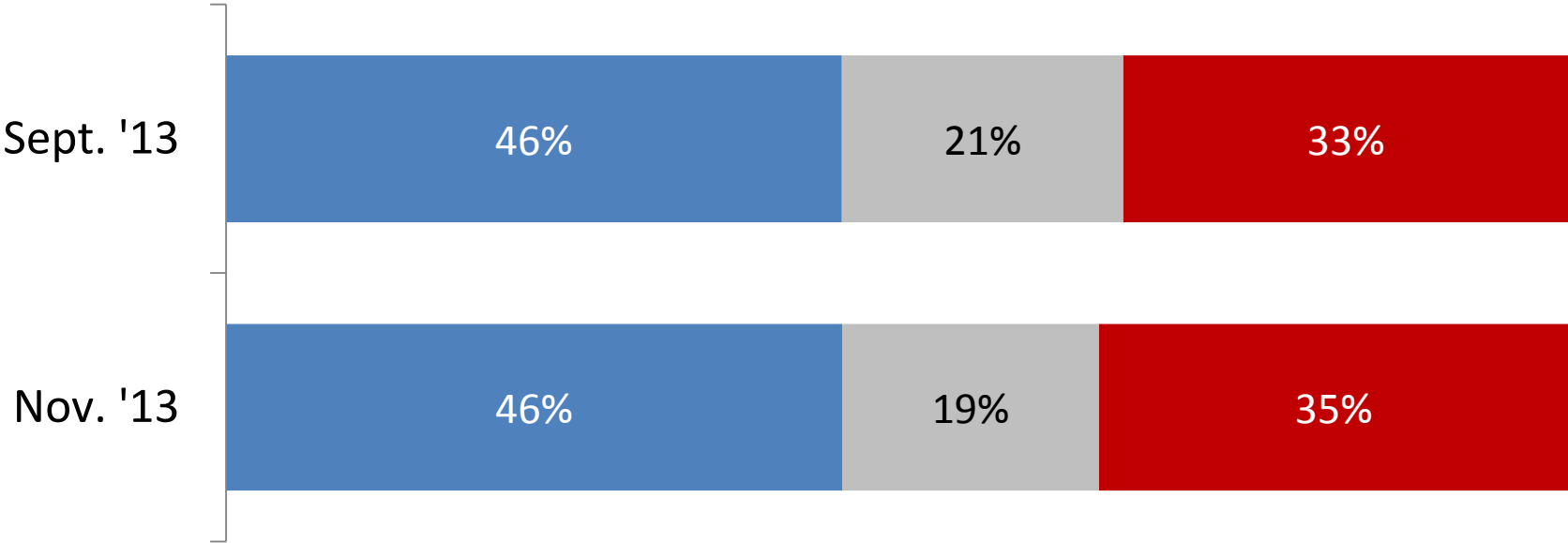


SAN FRANCISCO SURVEY

Right Direction/Wrong Track

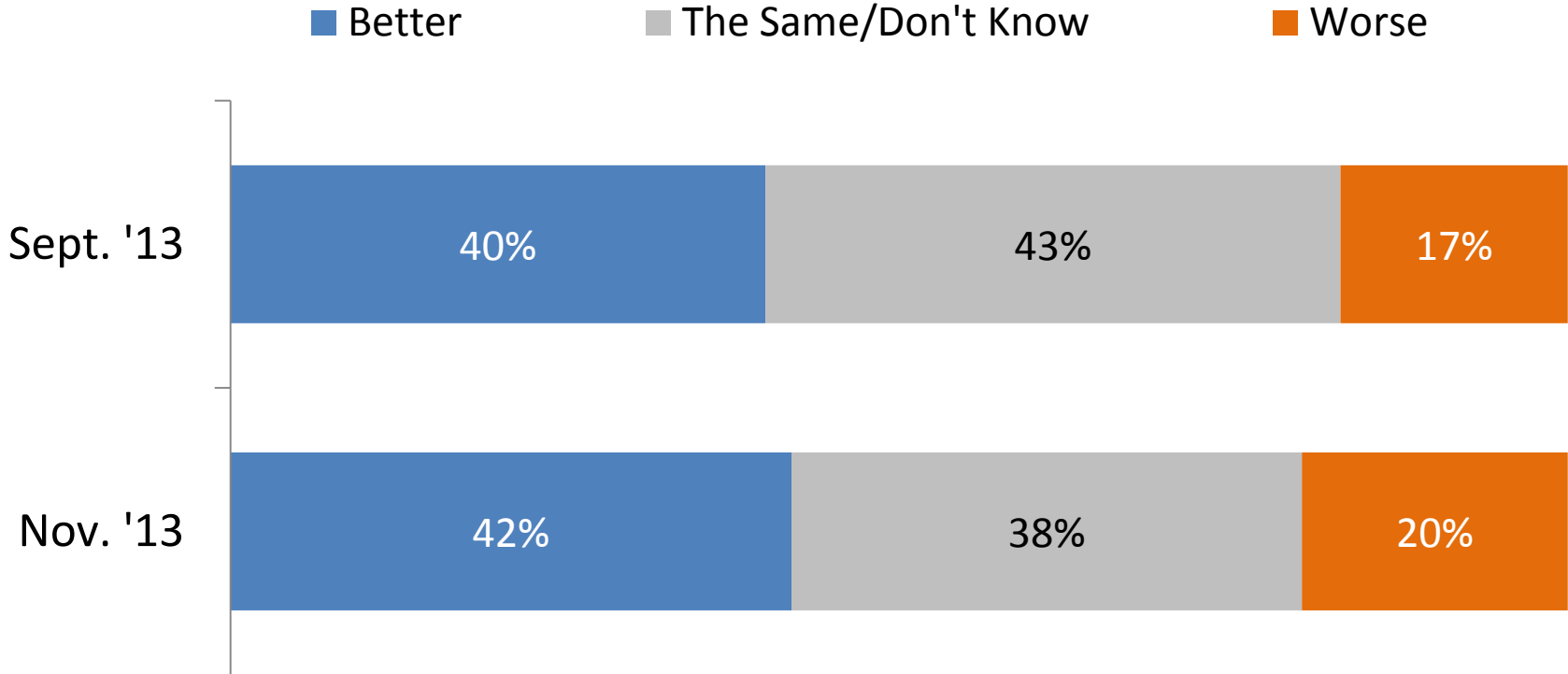
Do you think things in San Francisco are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

■ Right Direction ■ Don't Know ■ Wrong Track



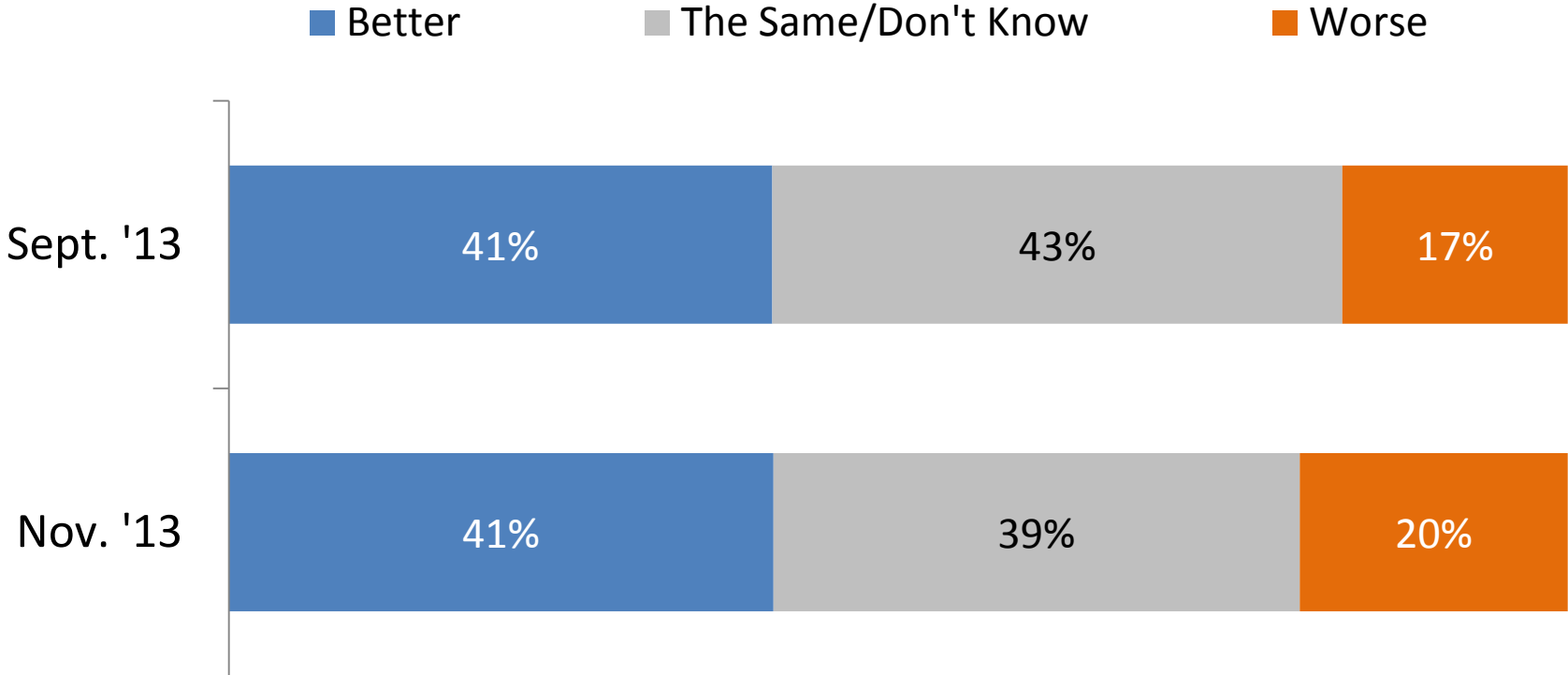
Current Economic Conditions

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

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

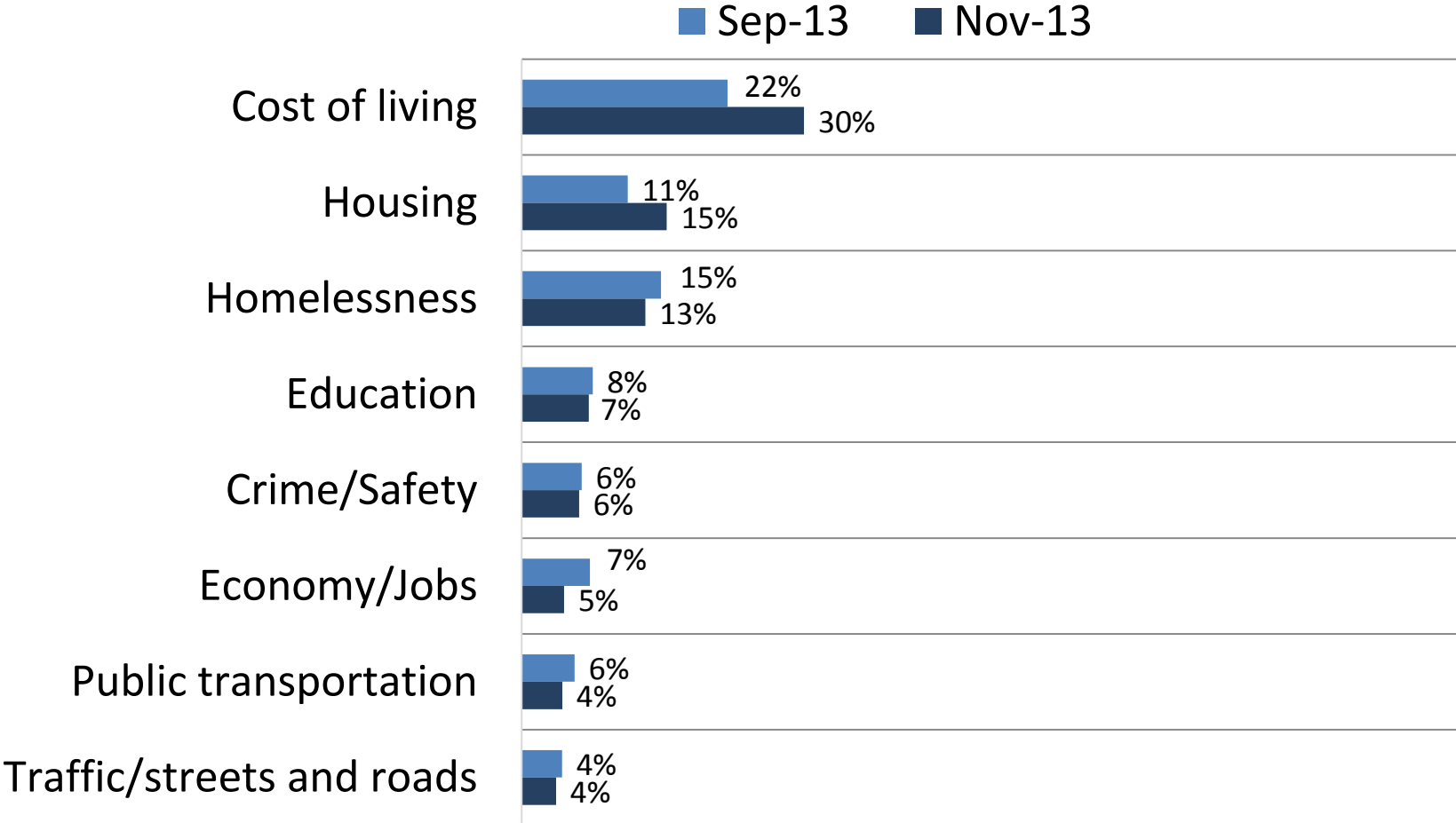
What would you say are the most important problems facing **San Francisco** today? (up to 3 responses accepted)

	Sep 2013	Nov 2013
Cost of living	50%	56%
Homelessness	41%	42%
Housing	33%	40%
Crime/safety	20%	19%
Education	22%	19%
Public transportation	25%	17%
Parking	12%	14%
Traffic/streets & roads	14%	14%
Economy/Jobs	16%	14%
Poverty	10%	11%
Politicians/Government	8%	8%
Pension issues	7%	7%



Most Important Problem Facing San Francisco

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



Top Three Problems For You and Your Family

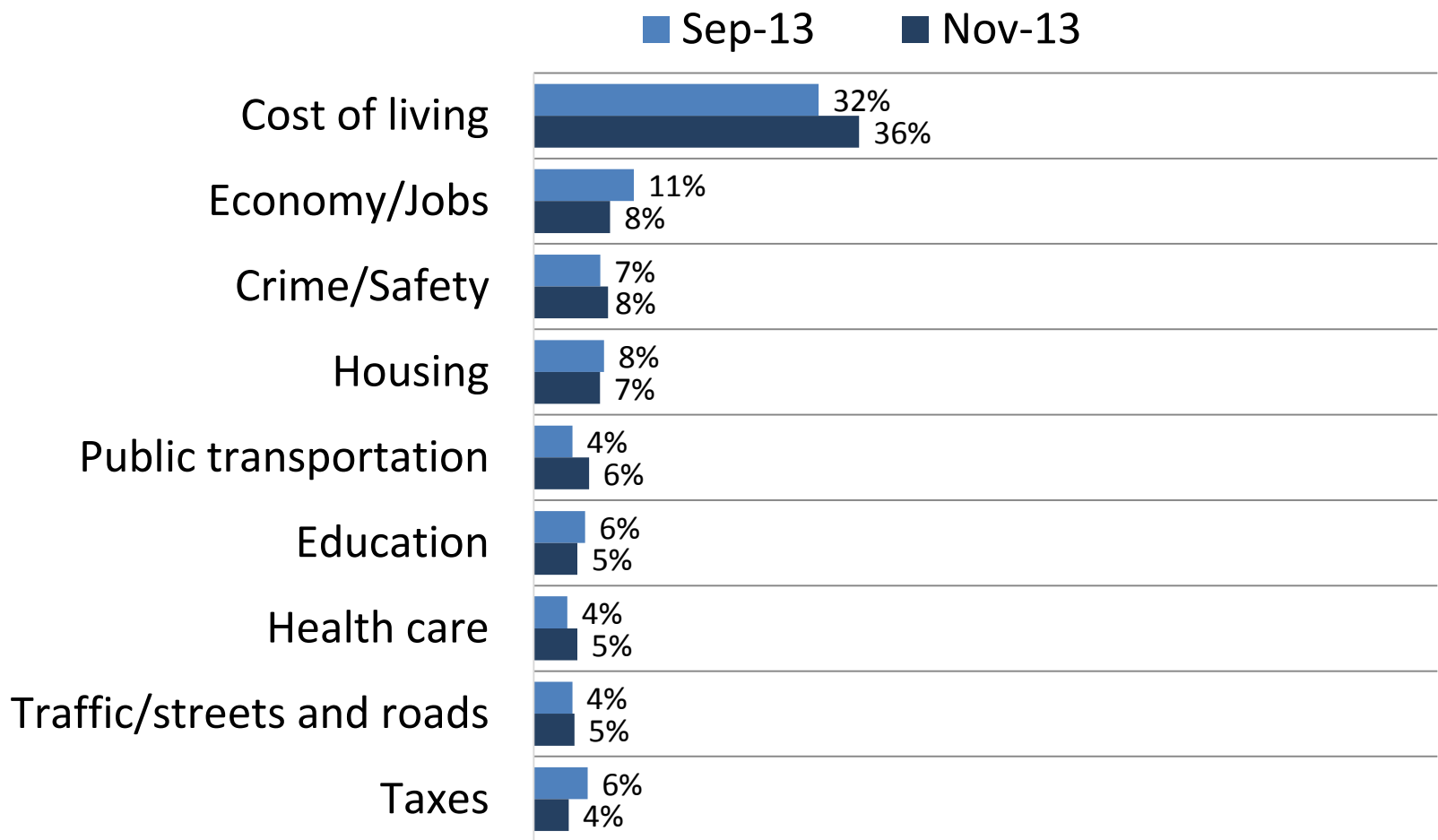
*What would you say are the most important problems facing **you and your family** today? (up to 3 responses accepted)*

	Sep 2013	Nov 2013
Cost of living	60%	65%
Housing	22%	26%
Crime/Safety	22%	24%
Economy/Jobs	27%	23%
Public transportation	21%	20%
Traffic/streets and roads	20%	19%
Parking	12%	16%
Taxes	13%	16%
Health care	16%	16%
Education	16%	12%
Homelessness	10%	10%
Politicians/Government	5%	6%



Most Important Problem Facing You and Your Family

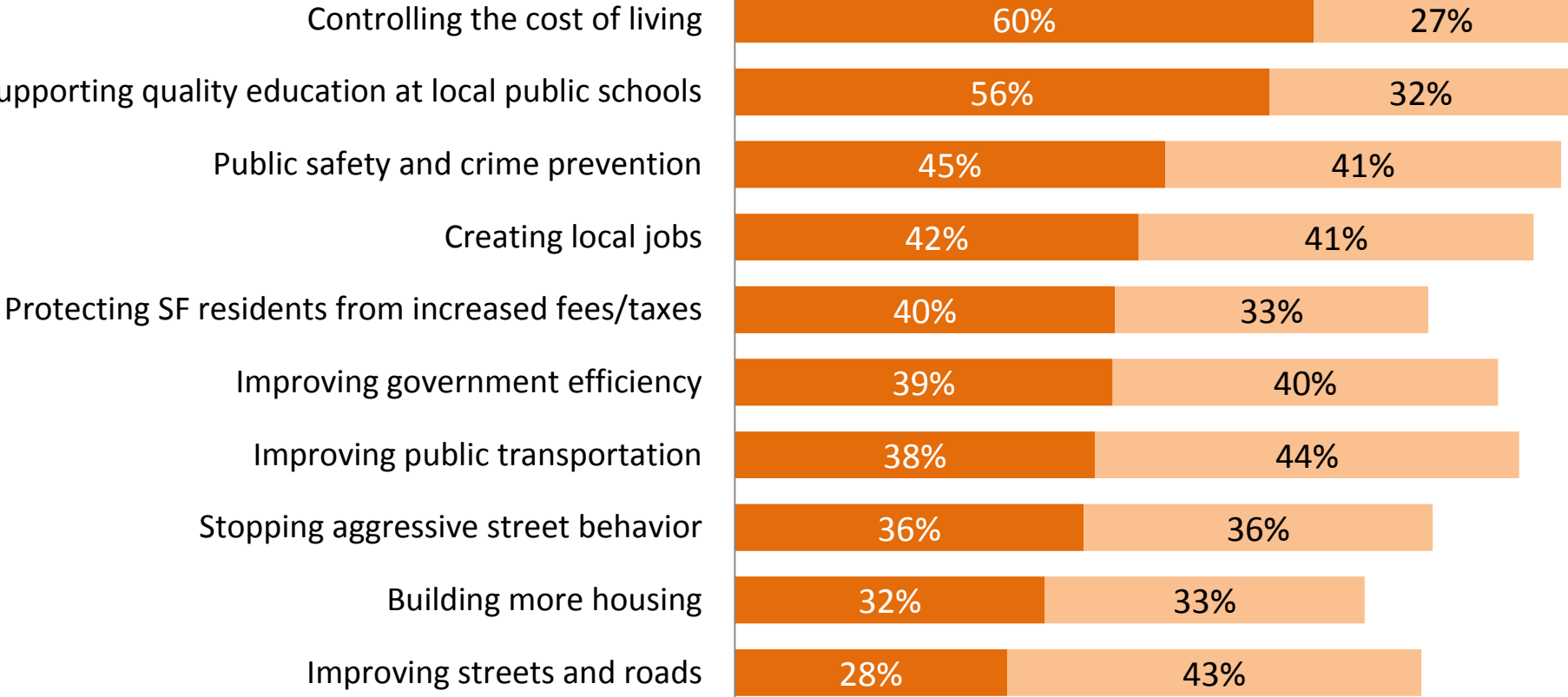
What would you say are the most important problems facing **you and your family** today?
(top ranked response)



Priorities

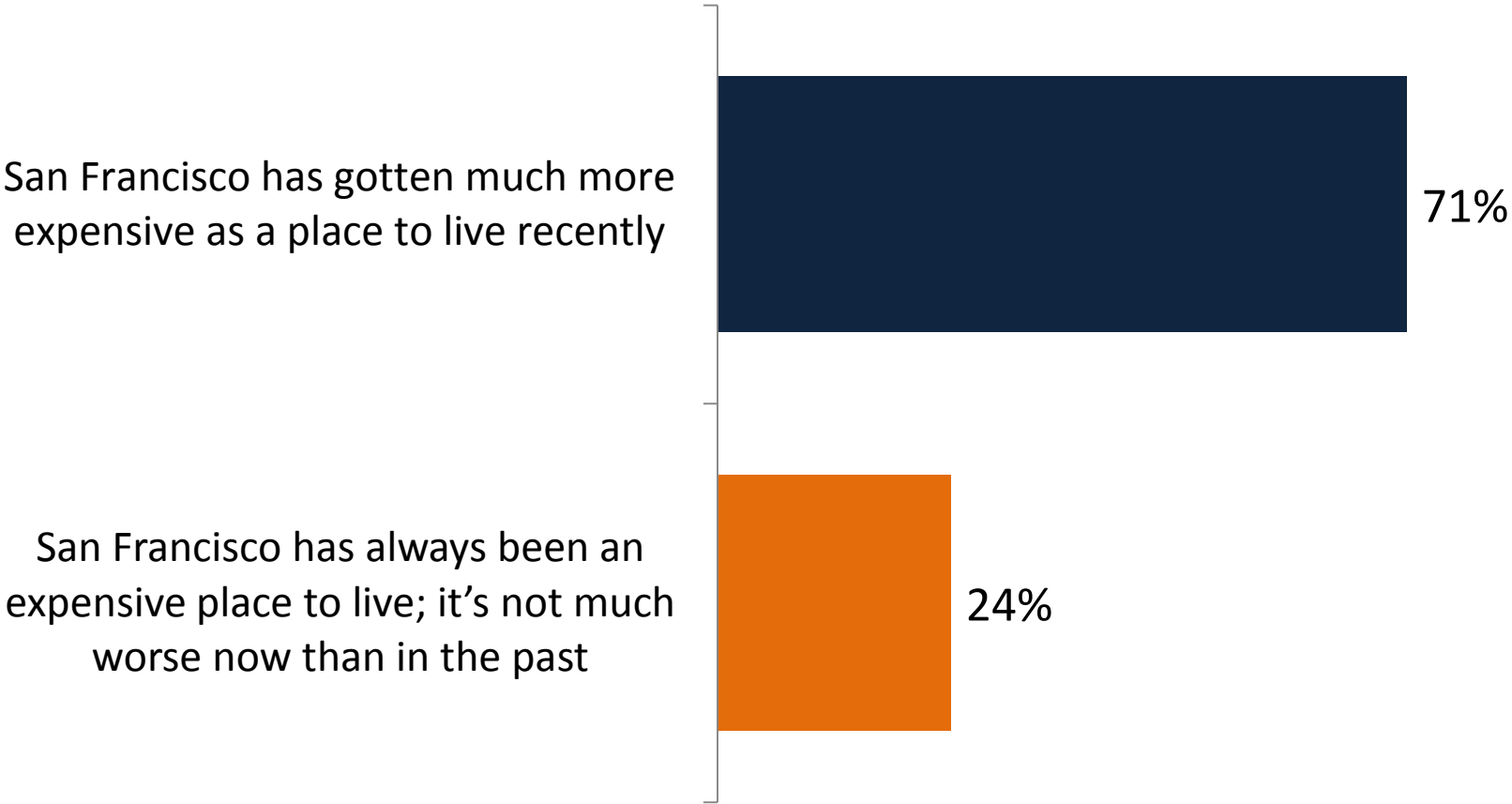
On a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in San Francisco right now?

Extremely Important (7) Important (5-6)



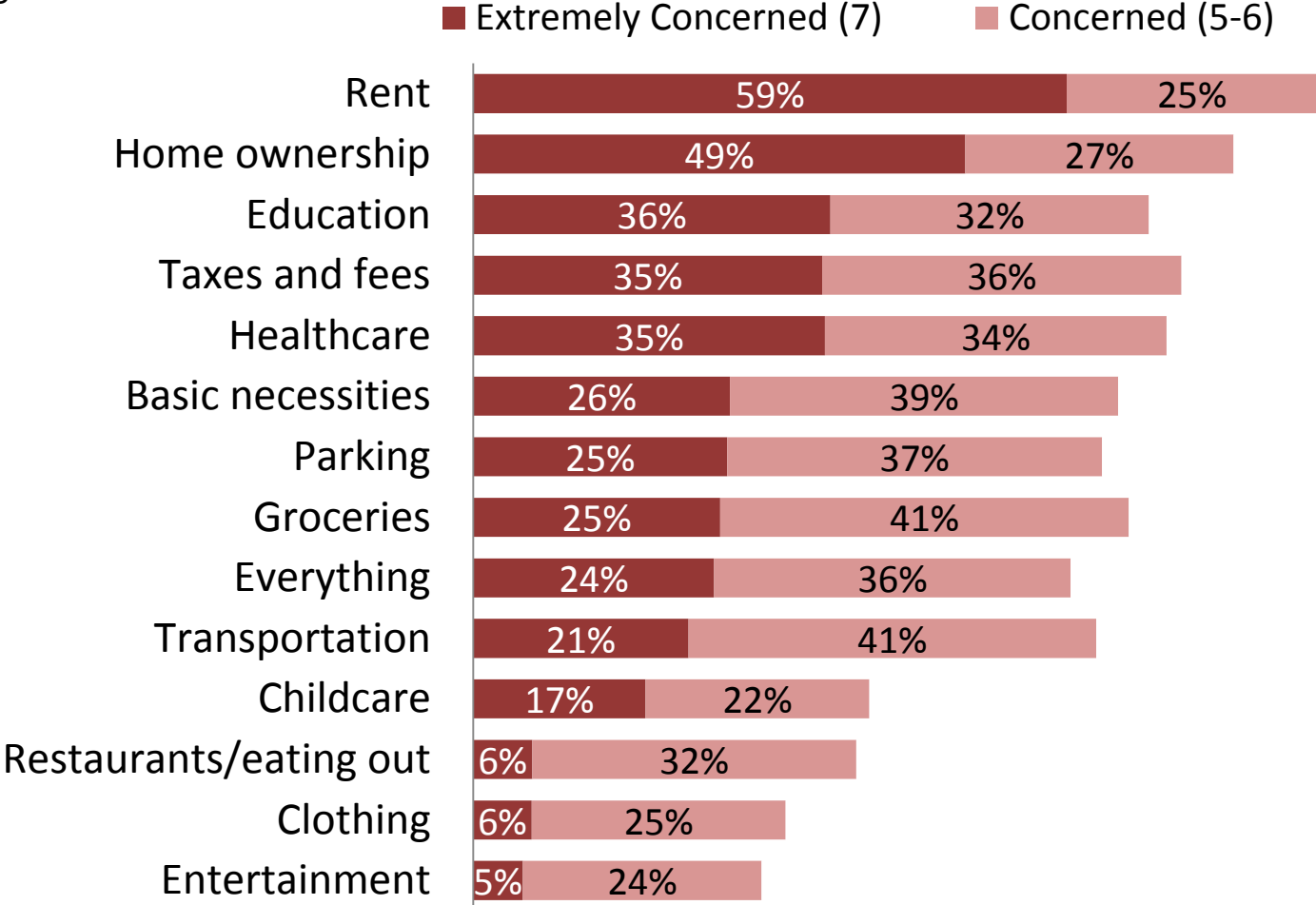
Always or Recently More Expensive

Which of the following is closer to your opinion?



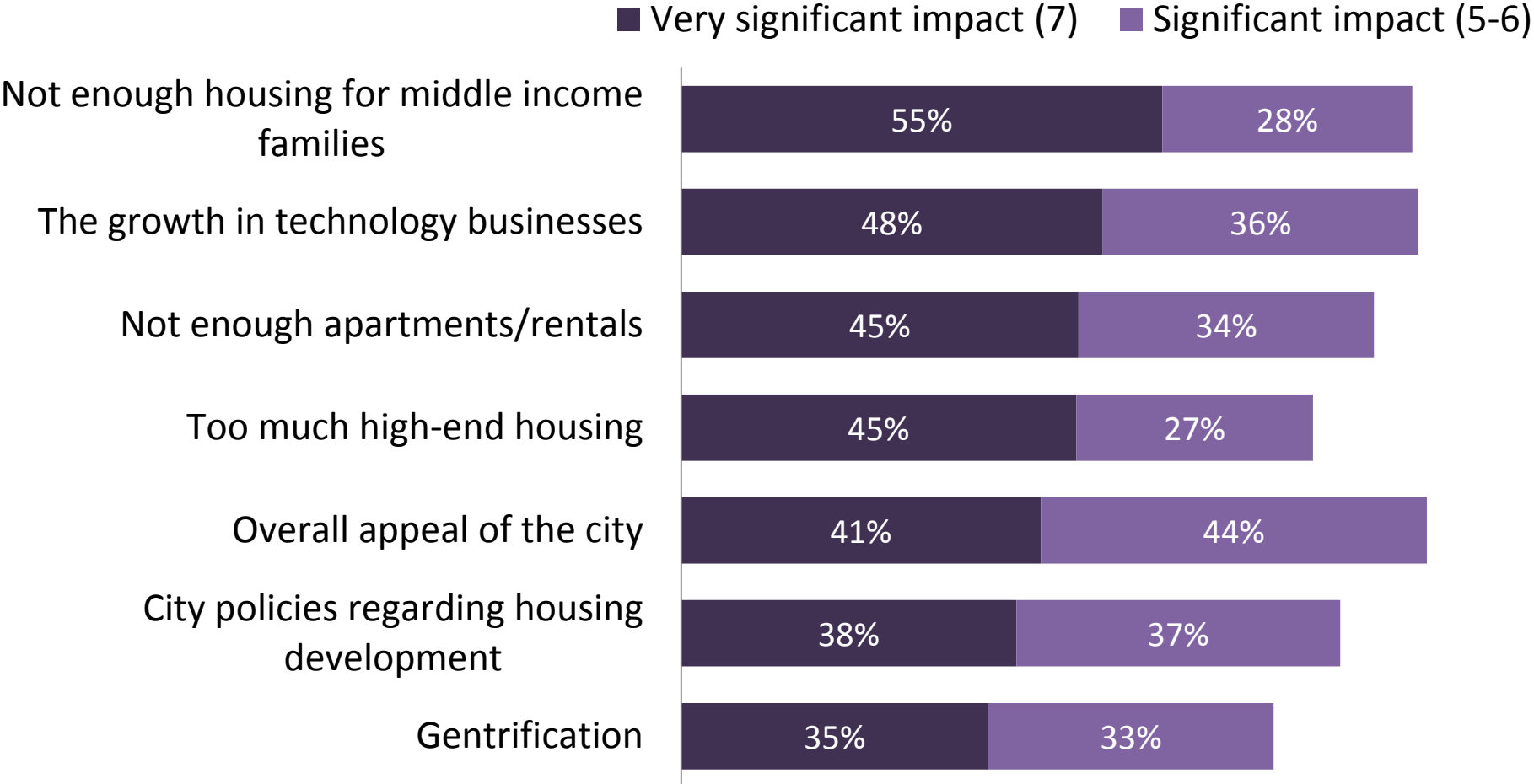
Concern about Specific Costs

Thinking specifically about the cost of living in San Francisco, how concerned are you about the cost of each of the following in San Francisco?



Impact on Cost of Living

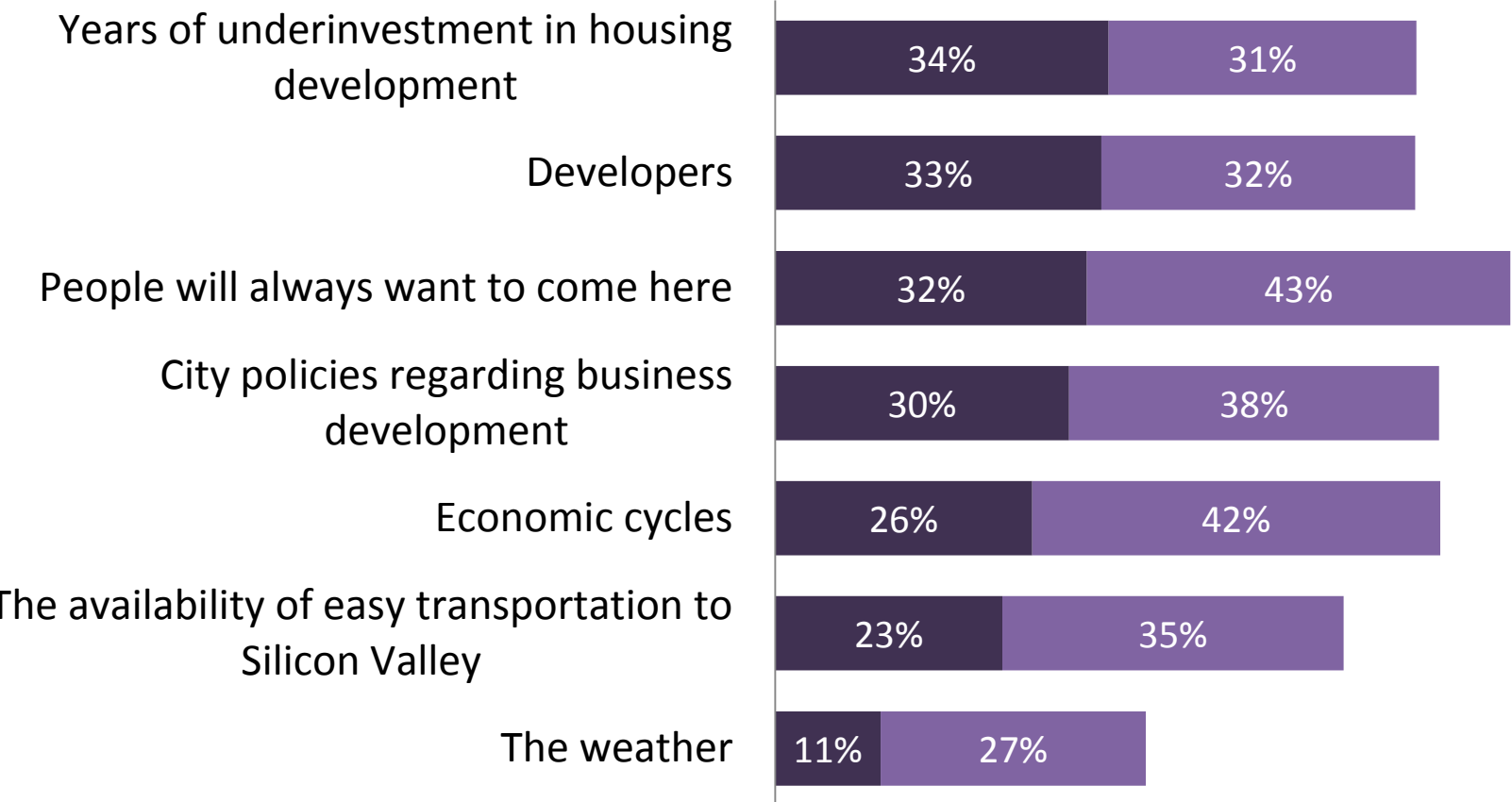
Again, thinking about cost of living in San Francisco, how big of an impact do you think each of the following has on the cost of living in San Francisco:



Impact on Cost of Living, cont.

Again, thinking about cost of living in San Francisco, how big of an impact do you think each of the following has on the cost of living in San Francisco:

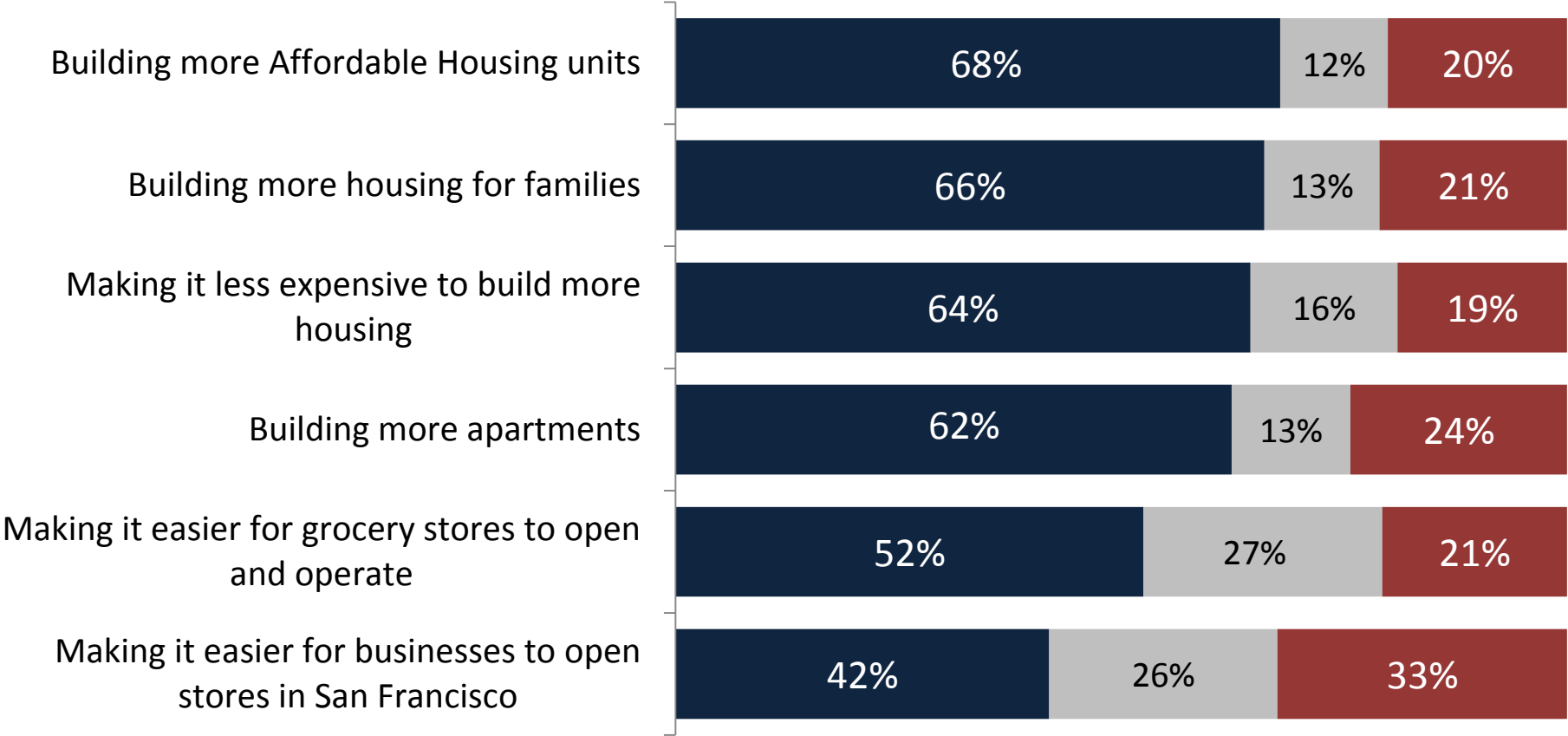
■ Very significant impact (7) ■ Significant impact (5-6)



Effects on Cost of Living

For each of the following, do you think this will decrease or increase the cost of living in San Francisco?

■ Decrease ■ Don't know ■ Increase



Contacts

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