



SAN FRANCISCO  
CHAMBER OF COMMERCE

# 2010 CityBeat Poll Results

Jobs, the economy and the city budget top of the list of San Francisco voter concerns in 2010. As the city moves towards economic recovery, voters support economic development incentives to create jobs, oppose tax measures on business and residents and look for new solutions on issues of crime and government efficiency.

San Franciscans' sense of confidence in their city is declining

## San Francisco is going

	2009	2010
In the right direction	47%	29%
In the wrong direction	34%	51%
Don't know	19%	20%

## Overall ranking of the quality of life in San Francisco

	2009	2010
Better	17%	9%
Worse	31%	47%
Stayed the Same	48%	42%
Don't Know	4%	2%

## Major issues facing San Francisco

	2009	2010
Jobs and the economy	26%	29%
Homelessness and panhandling	35%	28%
<b>The city budget</b>	<b>16%</b>	<b>26%</b>
<b>Muni and public transportation</b>	<b>13%</b>	<b>26%</b>
Education	22%	25%
Crime, drugs and gangs	20%	15%
Home ownership and cost of home	21%	14%
Cleanliness of streets and parks	9%	14%

*Note: Bold indicates significant change in rating.*

## Service Performance

	2009	2010
	Better/Worse	Better/Worse
Traffic congestion on city streets	8/51	11/49
<b>MUNI service</b>	<b>23/26</b>	<b>13/57</b>
Crime	14/45	18/40
Parking	5/58	6/61
<b>Public education</b>	<b>16/37</b>	<b>8/55</b>
<b>The local economy</b>	<b>6/77</b>	<b>6/84</b>
Homelessness	17/49	11/50
Availability of housing for people like you	17/46	17/41
<b>Efficiency of city government</b>	<b>14/35</b>	<b>10/47</b>
Quality of life in your neighborhood	32/14	24/23

*Note: Bold indicates significant change in the "worse" rating.*

<b>Economic development incentives</b>	<b>Support</b>	<b>Oppose</b>
Charter amendment allowing city departments to contract with private business for specific city services without approval from the Board of Supervisors if the Controller and Mayor find it will save the city money	56%	35%
Small increase in business license fees to raise \$3M a year to fund the city's Small Business Assistance Center and guarantee funding to expand economic development	53%	36%
New hiring tax credit allowing employers to avoid paying payroll taxes on any net new hires for two years	49%	37%
Extend the seven-year biotech payroll tax exemption	48%	32%
<b>Tax and fee increases</b>	<b>Support</b>	<b>Oppose</b>
A 7% residential utility tax on electricity, gas, water and phone services	18%	79%
A one-half percent increase in the city sales tax	37%	60%
An increase in the payroll tax from 1.5% to 1.7%	41%	54%
An increase in the parking tax from 25% to 30%	38%	50%
A new fee on downtown business raising revenues for Muni	44%	50%
Restoring the annual vehicle license fee to 2% of vehicle value on all cars and trucks registered in San Francisco	54%	43%
<b>Voters strongly support</b> a sit-lie-style ordinance that would prohibit individuals from sitting or lying on the sidewalk, blocking or harassing pedestrians during specific hours in busy commercial and residential neighborhoods	Support 71%	Oppose 24%
<b>Voters support</b> a hybrid-system of elections in which 7 supervisors are elected from districts and 4 citywide	Support 48%	Oppose 36%

The CityBeat Poll was conducted among 500 San Francisco voters in February 2010 by David Binder Research for the San Francisco Chamber of Commerce, with the support from the Committee on Jobs and the Building Owners and Management Association (BOMA).