

FINAL RESULTS: SAN FRANCISCO VOTER SURVEY

Sample Size=508, Margin of Error=±4.3%

Interview Dates: January 28-29, 2009

Respondents: 500 San Francisco voters, who voted in November 2008, and at least one other election from November 2005 on.

SECTION 1: INTRO / MOOD OF VOTERS

X. Are you employed as either a news reporter, an elected official, staff to an elected official, or as a high level employee of San Francisco city government? (IF YES, TERMINATE.)

YES	0
NO	100

1. Please tell me whether you feel that things in San Francisco are going in the right direction, or you feel that things in San Francisco are seriously off on the wrong track?

RIGHT DIRECTION	47
WRONG TRACK	34
DON'T KNOW	19
REFUSE	0

2. Overall, how would you rate the quality of life in San Francisco? Please use a scale of 1 to 5, using 1 if you feel the quality of life in San Francisco is poor and 5 if you feel the quality of life here is excellent. Remember, you can use any number from 1 to 5.

1: Poor	3
2	6
3	25
4	43
5: Excellent	22
DON'T KNOW	1
REFUSE	<1

3. Would you say that the overall quality of life in San Francisco has become better in the past few years, become worse, or stayed about the same?

BETTER	17
WORSE	31
STAYED THE SAME	48
DON'T KNOW	4
REFUSE	0

4. Looking ahead 10 years from now, would you say that the quality of life in San Francisco will get better, will get worse, or will stay about the same

BETTER	35
WORSE	25
STAY THE SAME	27
DON'T KNOW	13
REFUSE	<1

5. Do you approve or disapprove of the job Gavin Newsom is doing as Mayor of San Francisco? (FOLLOW-UP: Is that strongly or somewhat?)

STRONGLY APPROVE	23	→64%
SOMEWHAT APPROVE	41	
SOMEWHAT DISAPPROVE	16	→29%
STRONGLY DISAPPROVE	13	
DON'T KNOW	6	
REFUSE	1	

6. And do you approve or disapprove of the job the San Francisco Board of Supervisors is doing? (FOLLOW-UP: Is that strongly or somewhat?)

STRONGLY APPROVE	8	→47%
SOMEWHAT APPROVE	39	
SOMEWHAT DISAPPROVE	19	→40%
STRONGLY DISAPPROVE	21	
DON'T KNOW	13	
REFUSE	<1	

7. And what do you feel are the major issues facing San Francisco today? (OPEN-END. TRY TO FIT INTO CATEGORIES. DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES.)

HOMELESSNESS/PANHANDLING	35
HEALTH CARE/HEALTH INSURANCE	7
CLEANLINESS/CONDITION OF STREETS/PARKS	9
COST OF RENTS	9
HOME OWNERSHIP/COST OF OWNING A HOME	21
JOBS AND THE ECONOMY	26
EDUCATION	22
CITY GOVERNMENT/LEADERSHIP	6
CORRUPTION IN CITY GOVERNMENT	2
THE CITY BUDGET	16
CRIME, DRUGS, GANGS	20
TAXES	2
THE ENVIRONMENT	3
MUNI, PUBLIC TRANSPORTATION	13
TRAFFIC, PARKING	7
GROWTH AND DEVELOPMENT	6
PRESERVING NEIGHBORHOOD QUALITY	3
SAME SEX MARRIAGE	1
IMMIGRATION/NON-CITIZENS	1
DISASTER PREPAREDNESS/EARTHQUAKE READINESS	0
HEALTH OF SMALL / LOCAL BUSINESS	1
OTHER (SPECIFY: _____)	16
DON'T KNOW	3

SECTION 2: SERVICE PERFORMANCE

Over the past few years, would you say that each of the following has gotten better in San Francisco, gotten worse, or stayed about the same? (IF BETTER / WORSE, FOLLOW-UP: is that much better/worse or somewhat better/worse.) (RANDOMIZE.)

		BETTER		WORSE		Stayed the Same	Don't Know/ Refuse	SUMMARY	
		Much	Some- what	Some- what	Much			Better	Worse
8.	Traffic congestion on city streets	1	7	29	22	37	4	8	51
9.	MUNI service	3	20	16	10	39	12	23	26
10.	Crime	2	12	30	15	33	8	14	45
11.	Parking	1	4	22	36	30	7	5	58
12.	Public education	2	14	22	15	27	20	16	37
13.	The local economy	<1	6	41	36	14	3	6	77
14.	Homelessness	2	15	24	25	30	4	17	49
15.	The availability of housing for people like you	3	14	25	21	29	8	17	46
16.	The efficiency of city government	2	12	22	13	39	12	14	35
17.	Quality of life in your neighborhood	8	24	10	4	52	2	32	14

SECTION 3: SAN FRANCISCO ISSUES

18. Moving on... how high a priority do you think it is for the City to keep the 49ers in San Francisco – is it a high priority, a medium priority, a low priority, or do you think the City should not try to keep the 49ers within the City?

HIGH	28
MEDIUM	26
LOW	31
SHOULD NOT DO THIS	10
DON'T KNOW	5
REFUSE	<1

19. Currently, the city can contract out the performance of specific city services to private businesses, if the Controller finds it will save money and the Board of Supervisors agrees. However, in recent years the Board has rejected most new contracting-out of services, even when a city department and the Mayor have recommended a cost-saving contract.

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose a Charter amendment that would allow city departments to contract for the performance of specific city services by a private business if the Controller finds the contract will save the city money and the Mayor agrees?

STRONGLY SUPPORT	31	→64%
SOMEWHAT SUPPORT	33	
SOMEWHAT OPPOSE	14	→29%

STRONGLY OPPOSE	15
DON'T KNOW	7
REFUSE	<1

20. Would you be more inclined or less inclined to support such a Charter amendment if the contracts went to local businesses, or would this make no difference to you?

MORE INCLINED	59
LESS INCLINED	4
NO DIFFERENCE	34
DON'T KNOW	3
REFUSE	<1

21. Would you be more or less inclined to support such a charter amendment if it resulted in additional layoffs of city employees, or would this make no difference to you?

MORE INCLINED	9
LESS INCLINED	41
NO DIFFERENCE	44
DON'T KNOW	5
REFUSE	1

SECTION 4: CONGESTION PRICING

22. A few cities in the world such as London, Stockholm, Milan and Singapore have imposed a fee to anyone who drives a motor vehicle into their central business districts during commute hours. Do you strongly support, somewhat support, somewhat oppose or strongly oppose charging a fee to those who drive into downtown San Francisco during commute hours?

STRONGLY SUPPORT	15	→36%
SOMEWHAT SUPPORT	21	
SOMEWHAT OPPOSE	16	→61%
STRONGLY OPPOSE	45	
DON'T KNOW	3	
REFUSE	<1	

23. Some are suggesting that this fee be three dollars and be charged to anyone crossing in or out of the northeast sector of the City, bounded by Divisadero Street on the west, to 18th St on the south and north and east to the bay. Do you strongly support, somewhat support, somewhat oppose or strongly oppose charging a \$3 fee to those who drive into or out of this area during commute hours?

STRONGLY SUPPORT	10	→25%
SOMEWHAT SUPPORT	15	
SOMEWHAT OPPOSE	16	→72%
STRONGLY OPPOSE	56	
DON'T KNOW	2	
REFUSE	1	

24. Would you be more or less inclined to support such a congestion fee if it was more limited, say to Union Square and the financial district, or would this make no difference to you?

MORE INCLINED	37
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LESS INCLINED	10
NO DIFFERENCE	51
DON'T KNOW	2
REFUSE	<1

25. Would you be more or less inclined to support such a congestion fee if it was collected only at certain gateways, such as the bridge toll plazas and at the county line on I-280 and US 101.?

MORE INCLINED	19
LESS INCLINED	41
NO DIFFERENCE	33
DON'T KNOW	7
REFUSE	0

SECTION 5: TAXES

Despite money saving measures this year, San Francisco will face a \$461 million budget deficit in the next fiscal year. Some members of the Board of Supervisors have suggested a vote on new taxes may be necessary to help solve this budget deficit. I would like to read you some potential tax increases that have been suggested to help solve next year's budget deficit. For each I read, please tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose this potential tax increase. (RANDOMIZE)

		SUPPORT		OPOSE		Don't Know/ Refuse	SUMMARY	
		Strong	Some-what	Some-what	Strong		Support	Oppose
26.	An increase in the parking tax from 25% to 30%.	18	28	14	30	10	46	44
27.	A one-half percent increase in the city sales tax, paid by everyone who make purchases in the city.	17	31	14	35	3	48	49
28.	Collection of a 7% utility tax paid by residents for electricity, gas, water and phone services	5	14	24	55	2	19	79
29.	An increase in the payroll tax from 1.5% to 1.7%, which is paid by employers on the salaries of their employees.	13	30	20	31	6	43	51
30.	Create a new fee on downtown businesses to raise revenues for MUNI	14	26	23	31	6	40	54
31.	An increase in property tax through a \$300 parcel tax paid by homeowners and landlords.	9	24	16	48	3	33	64
32.	An increase in property tax through a \$1,000 parcel tax on commercial property.	19	32	15	28	6	51	43
33.	A new tax on commercial and residential landlords on rental income.	13	24	21	36	6	37	57
34.	Restoring the annual vehicle license fee on all cars and trucks	24	30	15	28	3	54	43

registered in San Francisco to 2% of vehicle value from the current level of 0.65%.									
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SECTION 6: DEMOGRAPHICS

Thank you for your patience. Now some last questions about yourself for statistical purposes.

35. What is your age?

UNDER 30	9
30-39	23
40-49	18
50-64	27
65+	20
REFUSE	3

36. Which of the following ethnic groups describes you? You can stop me when I've read your group. (READ LIST)

White or Caucasian	64
Black or African-American	3
Latino, Hispanic, or Mexican	7
Chinese	8
Other Asian or Pacific Islander	9
Native American	<1
Mixed Race	5
Other (SPECIFY: (_____))	1
REFUSE	3

37. Do you currently own or rent your home or apartment?

OWN	53
RENT	42
OTHER	4
REFUSE	1

38. What best describes your educational background?

Not a high school graduate	1
High school graduate, but no college	5
Some college, but not a college graduate	19
College graduate, but not post graduate	33
College graduate with some post graduate study	13
Post graduate degree	28
REFUSE	1

39. Are you or is anyone in your household a member of a labor union or employee association?
(FOLLOW-UP: Is that you, a member of your household, or both?)

YES, SELF ONLY	11	
YES, HOUSEHOLD MEMBER ONLY	8	→23%
YES, BOTH SELF AND HOUSEHOLD	4	
NOBODY IN HOUSEHOLD	76	
REFUSE	1	

40. Do you consider yourself progressive, liberal, moderate, or conservative?

PROGRESSIVE	21	
LIBERAL	37	
MODERATE	26	
CONSERVATIVE	11	
DON'T KNOW	3	
REFUSE	2	

41. Do you currently work outside of your home in San Francisco, or do you work outside the city, or do you work at home, or are you a homemaker, a student, retired, unemployed, or something else?

WORK IN SF	36	
WORK OUTSIDE SF	18	→64%
WORK AT HOME	10	
HOMEMAKER	4	
STUDENT	3	
RETIRED	19	
UNEMPLOYED	7	
DON'T KNOW	1	
REFUSE	2	

(IF WORK OUTSIDE HOME, OR STUDENT, ASK:)

42. What form of transportation do you usually use to get to work or school? (READ CHOICES.)
(N=291)

Drive alone	48	
Drive in a carpool	4	
Take MUNI	25	
Take BART	6	
Walk	8	
Bicycle	5	
Take a cab	1	
Other	3	
Do not work / go to school	<1	
REFUSE	<1	

(IF DRIVE ALONE OR IN A CARPOOL, ASK:)

43. Do you generally pay for parking, or do you park for free? (N=153)

Pay	29
Free	60
MIXED	9
DON'T KNOW	1
REFUSE	1

44. Do you currently have children under age 18 at home? (IF YES, FOLLOW-UP: Do these children attend public school, private school, both, or are they not in school?)

YES, PUBLIC SCHOOL	9	
YES, PRIVATE SCHOOL	6	→25%
YES, SOME IN BOTH PUBLIC AND PRIVATE	1	
YES, BUT NOT YET IN SCHOOL	9	
NO CHILDREN UNDER AGE 18 AT HOME	74	
DON'T KNOW	<1	
REFUSE	1	

45. Do you consider yourself heterosexual, bisexual, lesbian or gay?

HETEROSEXUAL	78	
BISEXUAL	3	
LESBIAN	1	→13%
GAY	9	
OTHER (_____)	<1	
DON'T KNOW	2	
REFUSE	7	

That's all the questions I have. Thank you for your time.

46. RECORD GENDER:

FEMALE	50
MALE	50

47. RECORD PARTY:

DEMOCRAT	60
REPUBLICAN	10
DECLINE TO STATE	26
GREEN	2
MINOR PARTY	2
