2014 Bay Area Council Survey
Report of Selected Results:
Top Issues

Online Panel survey of 1,018 Bay Area Residents
April 8-15, 2014
EMC Research, Inc.

How do you feel things are going in each of the areas below?

<table>
<thead>
<tr>
<th>SCALE:</th>
<th>Headed in the right direction</th>
<th>On the wrong track</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>51</td>
<td>31</td>
<td>18</td>
</tr>
<tr>
<td>The Bay Area</td>
<td>57</td>
<td>27</td>
<td>16</td>
</tr>
<tr>
<td>Your community</td>
<td>58</td>
<td>24</td>
<td>18</td>
</tr>
</tbody>
</table>

How do you think the Bay Area economy is doing today compared to 6 months ago?
- Much better 9
- Somewhat better 44
- The same 35
- Somewhat worse 7
- Much worse 1
- Don’t know 3

How do you think the Bay Area economy will be doing 6 months from now?
- Much better 8
- Somewhat better 42
- The same 35
- Somewhat worse 8
- Much worse 1
- Don’t know 5
What do you think are the 3 best things about living in the Bay Area?

<table>
<thead>
<tr>
<th>Mentioned as One of Top 3</th>
<th>Best Thing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather</td>
<td>65</td>
</tr>
<tr>
<td>Diversity</td>
<td>46</td>
</tr>
<tr>
<td>Economic Strength/Jobs</td>
<td>29</td>
</tr>
<tr>
<td>Family</td>
<td>18</td>
</tr>
<tr>
<td>Arts/Culture</td>
<td>20</td>
</tr>
<tr>
<td>Outdoor recreation</td>
<td>32</td>
</tr>
<tr>
<td>Food</td>
<td>32</td>
</tr>
<tr>
<td>Pro sports teams</td>
<td>14</td>
</tr>
<tr>
<td>People</td>
<td>14</td>
</tr>
<tr>
<td>History</td>
<td>8</td>
</tr>
<tr>
<td>Public transportation</td>
<td>9</td>
</tr>
<tr>
<td>Schools</td>
<td>7</td>
</tr>
<tr>
<td>Political climate</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
</tr>
</tbody>
</table>

What are the 3 most serious problems facing the Bay Area today?

<table>
<thead>
<tr>
<th>Mentioned as One of Top 3</th>
<th>Most Important Problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of living</td>
<td>60</td>
</tr>
<tr>
<td>Housing Cost</td>
<td>45</td>
</tr>
<tr>
<td>Crime/Safety</td>
<td>29</td>
</tr>
<tr>
<td>Homelessness</td>
<td>22</td>
</tr>
<tr>
<td>Traffic</td>
<td>29</td>
</tr>
<tr>
<td>Economy/Jobs</td>
<td>14</td>
</tr>
<tr>
<td>Housing Availability</td>
<td>18</td>
</tr>
<tr>
<td>Education</td>
<td>12</td>
</tr>
<tr>
<td>Taxes</td>
<td>15</td>
</tr>
<tr>
<td>Government/Leaders</td>
<td>9</td>
</tr>
<tr>
<td>Government/Budgets</td>
<td>13</td>
</tr>
<tr>
<td>Poverty</td>
<td>8</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>8</td>
</tr>
<tr>
<td>Growth/Development</td>
<td>4</td>
</tr>
<tr>
<td>Health care</td>
<td>6</td>
</tr>
<tr>
<td>Business climate</td>
<td>3</td>
</tr>
<tr>
<td>Environment</td>
<td>3</td>
</tr>
</tbody>
</table>
How important should each of the following goals be for Bay Area government leaders?

<table>
<thead>
<tr>
<th>Goal</th>
<th>Not at all important</th>
<th>Extremely important</th>
<th>Don’t know</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making it easier to start, run, and grow a business in the Bay Area</td>
<td>1 3 6 17 23 23 23 4</td>
<td>5.28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improving the quality of public schools</td>
<td>1 0 2 7 13 23 50 3</td>
<td>6.11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creating good-paying local jobs</td>
<td>1 1 3 10 15 24 42 3</td>
<td>5.86</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protecting residents from increased fees and taxes</td>
<td>1 1 5 11 17 22 39 3</td>
<td>5.74</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public safety and crime prevention</td>
<td>- 0 2 6 13 23 53 3</td>
<td>6.22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improving streets and highways</td>
<td>0 1 3 12 24 28 30 2</td>
<td>5.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improving public transportation</td>
<td>1 1 4 13 18 27 34 3</td>
<td>5.69</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improving government efficiency</td>
<td>1 1 2 8 15 24 47 3</td>
<td>6.07</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building more housing</td>
<td>6 6 10 18 20 20 18 3</td>
<td>4.78</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Controlling the cost of living</td>
<td>1 1 2 9 15 24 46 2</td>
<td>5.97</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improving access to health care</td>
<td>2 3 5 15 19 22 30 4</td>
<td>5.44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building housing that lower and middle-income people can afford</td>
<td>3 3 5 12 17 19 38 3</td>
<td>5.53</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protecting clean air and clean water</td>
<td>1 1 4 9 19 24 40 3</td>
<td>5.84</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
To what extent have you come to rely on your smartphone to help you to accomplish day-to-day tasks?

- A great deal: 33
- Moderately: 30
- Not much: 18
- Not at all: 6
- I don’t have a smartphone: 13

Does your household have a landline telephone?

- Yes: 58
- No: 40
- Prefer not to respond: 1

How likely do you think your household to have a landline telephone 5 years from now?

- Very likely: 19
- Somewhat likely: 25
- Somewhat unlikely: 17
- Very unlikely: 38
- Prefer not to respond: 2

Do you own or rent your home?

- Own a home or condo: 54
- Rent: 40
- Other: 4
- Prefer not to respond: 2

How would you describe the area where you live?

- Urban: 38
- Suburban: 57
- Rural: 4
- Prefer not to respond: 2

About how long have you lived in the Bay Area?

- Less than two years: 3
- 2-5 years: 7
- 6-10 years: 8
- 11-20 years: 14
- More than 20 years: 66
- Prefer not to respond: 1
Do you have children under the age of 18 living in your home?

- Yes: 21
- No: 78
- Prefer not to respond: 2

Are you registered to vote as...

- A Democrat: 49
- A Republican: 14
- Another party: 3
- No party preference: 23
- Not registered to vote: 11

Thinking of your political beliefs, where would you place yourself on a scale from liberal to conservative...

<table>
<thead>
<tr>
<th>Very liberal</th>
<th>Very conservative</th>
<th>Don’t know</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCALE:</td>
<td>1     2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Compared to people in the Bay Area

- 3 10 20 22 19 11 4 11
- Mean: 4.07

Compared to people in the United States

- 10 20 22 16 15 4 1 11
- Mean: 3.26

What is your employment status?

- Employed: 90
- Self-employed: 3
- Unemployed/looking for work: 2
- Retired: 2
- Student: 1
- Other: 1
- Prefer not to respond: 1
Which modes of transportation do you use at least two to three times per week, for any purpose including commuting to school or work, or running errands? Choose all that apply.

- Ride a public bus 12
- Ride a train 15
- Ride an employee shuttle bus 2
- Carpool 12
- Drive alone 77
- Walk 27
- Bike 5

What was your total household income before taxes for 2013?

- Less than $25,000 5
- $25,001-$50,000 14
- $50,001-$75,000 17
- $75,001-$100,000 16
- $100,001-$125,000 14
- $125,001-$150,000 8
- More than $150,000 17
- Prefer not to respond 10

Do you consider yourself to be:

- White or Caucasian 42
- Hispanic 23
- African American 6
- Chinese 13
- Vietnamese 1
- Filipino or Pacific Islander 3
- South Indian, Asian Indian, Pakistani or Afghan 3
- Another Asian group 4
- Native American 0
- Biracial or Multiracial 2
- Other 1
- Prefer not to respond 1
What county do you live in?
- Alameda: 21
- Contra Costa: 14
- Marin: 4
- Napa: 2
- San Francisco: 13
- San Mateo: 10
- Santa Clara: 24
- Solano: 6
- Sonoma: 7

In what year were you born?
- 18-29: 21
- 30-39: 19
- 40-49: 20
- 50-64: 25
- 65+: 14

Gender
- Male: 47
- Female: 53

What is the last grade you completed in school?
- Some grade school: 0
- Some high school: 0
- Graduated high school: 6
- Technical/Vocational: 4
- Some College/Associate degree: 30
- Graduated college: 34
- Graduate/Professional: 25
- Prefer not to respond: 0