



# 2014 Bay Area Council Poll

## Report of Survey Results

# Methodology

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- ▶ Internet panel survey of San Francisco Bay Area residents
- ▶ April 8 – 15, 2014
- ▶ 1,018 total interviews
- ▶ Margin of error:  $\pm 3.07$  percentage points
- ▶ The survey was available in English, Chinese, and Spanish

*As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.*

*Please note that due to rounding, percentages may not add up to exactly 100%*

# Key Findings

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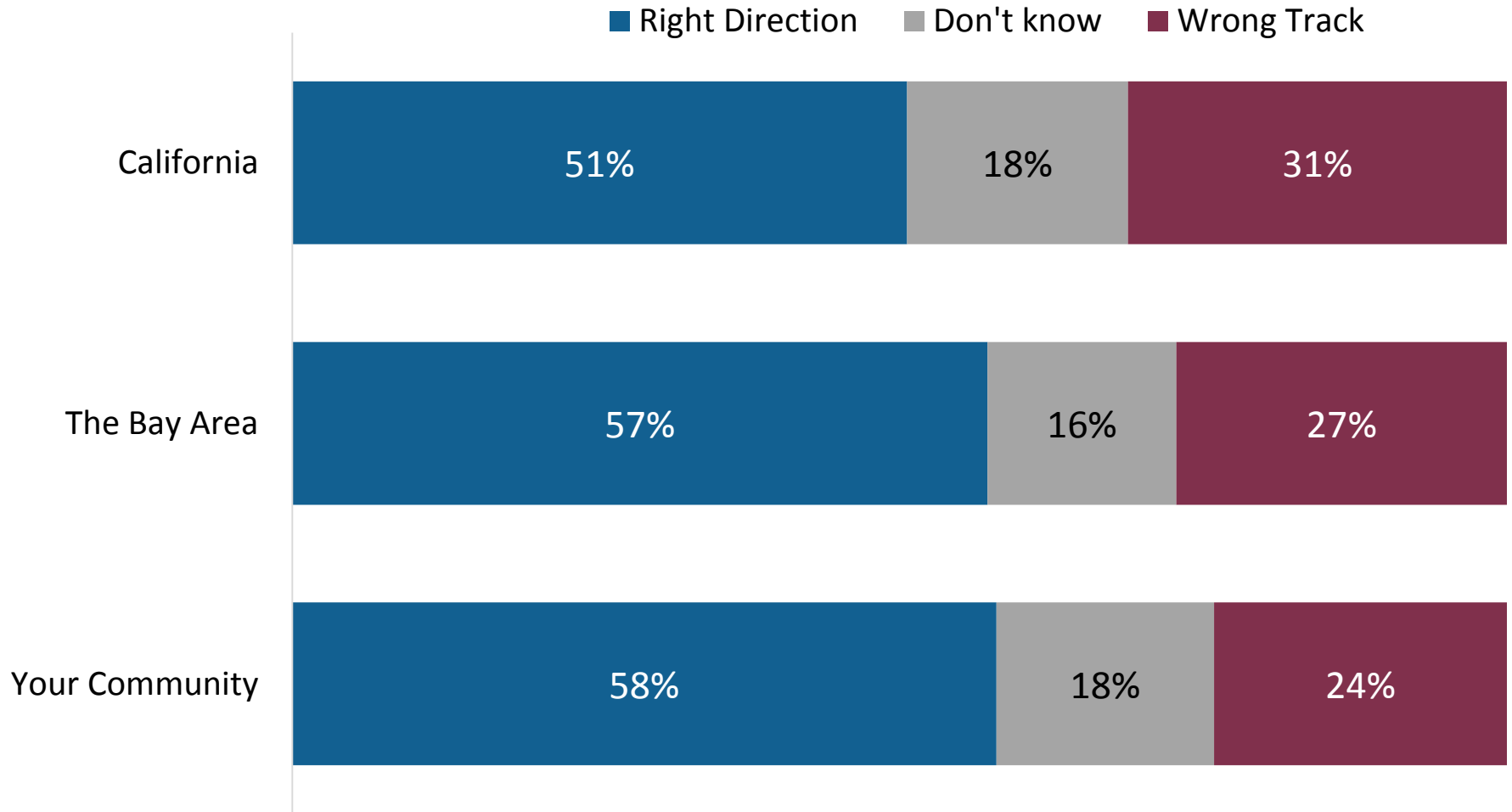
- ▶ Bay Area residents are optimistic about the local economy and the direction of the area; they say cost of living is the biggest problem in the Bay Area.
- ▶ Residents' highest priorities for local governments are public safety and education.
- ▶ Traffic is seen as an urgent crisis; an overwhelming majority say traffic and commute times have not improved over the last year.
- ▶ Overall support is high for more housing, more infill housing, and policy approaches that will make housing more affordable.
- ▶ Bay Area residents strongly value early childhood education, and a wide majority support increased public funding for pre-kindergarten and early childhood programs.
- ▶ Most agree that improvements to local communications and energy infrastructure are needed; fewer are willing to pay for these improvements.



# General Issue Environment

# Direction of State, Bay Area, and community

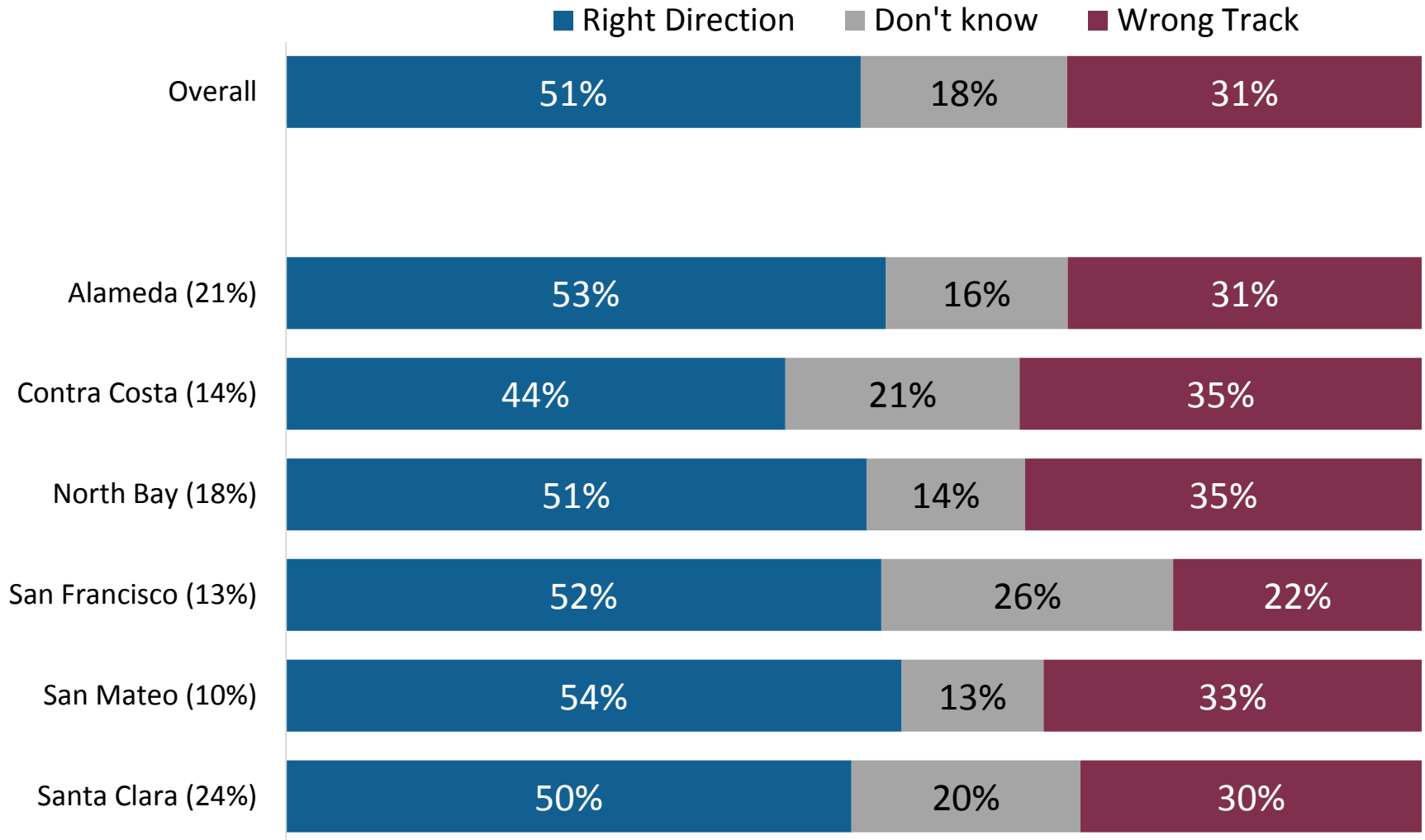
*Bay Area residents are feeling optimistic about the direction of the area and of the state.*



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

# Direction of State by County

*A majority of residents believe the state is headed in the right direction.*

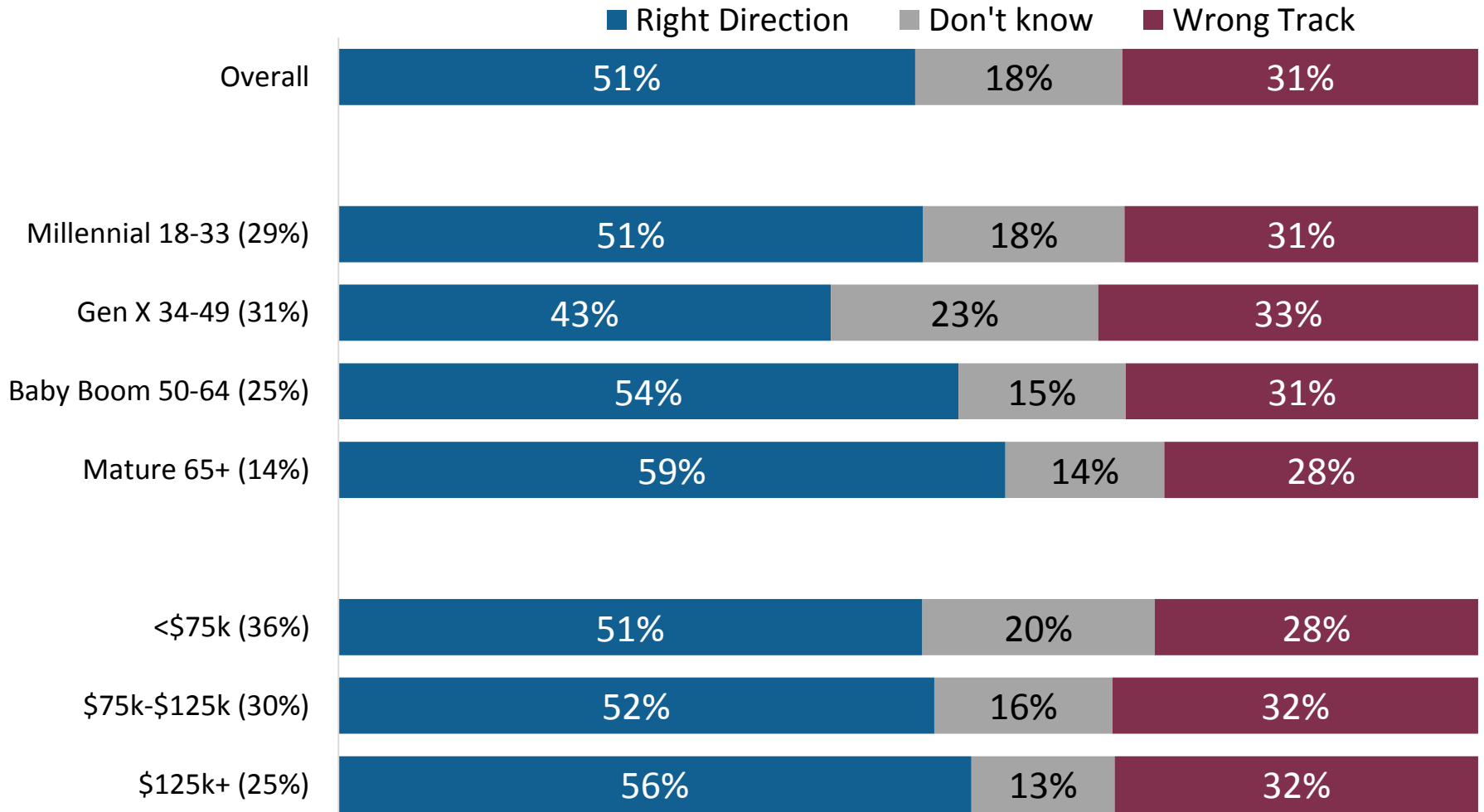


*How do you feel things are going in California?*



# Direction of State by Age, Income

*Optimism for the direction of the state is highest among residents over 65; optimism is relatively consistent between income groups.*

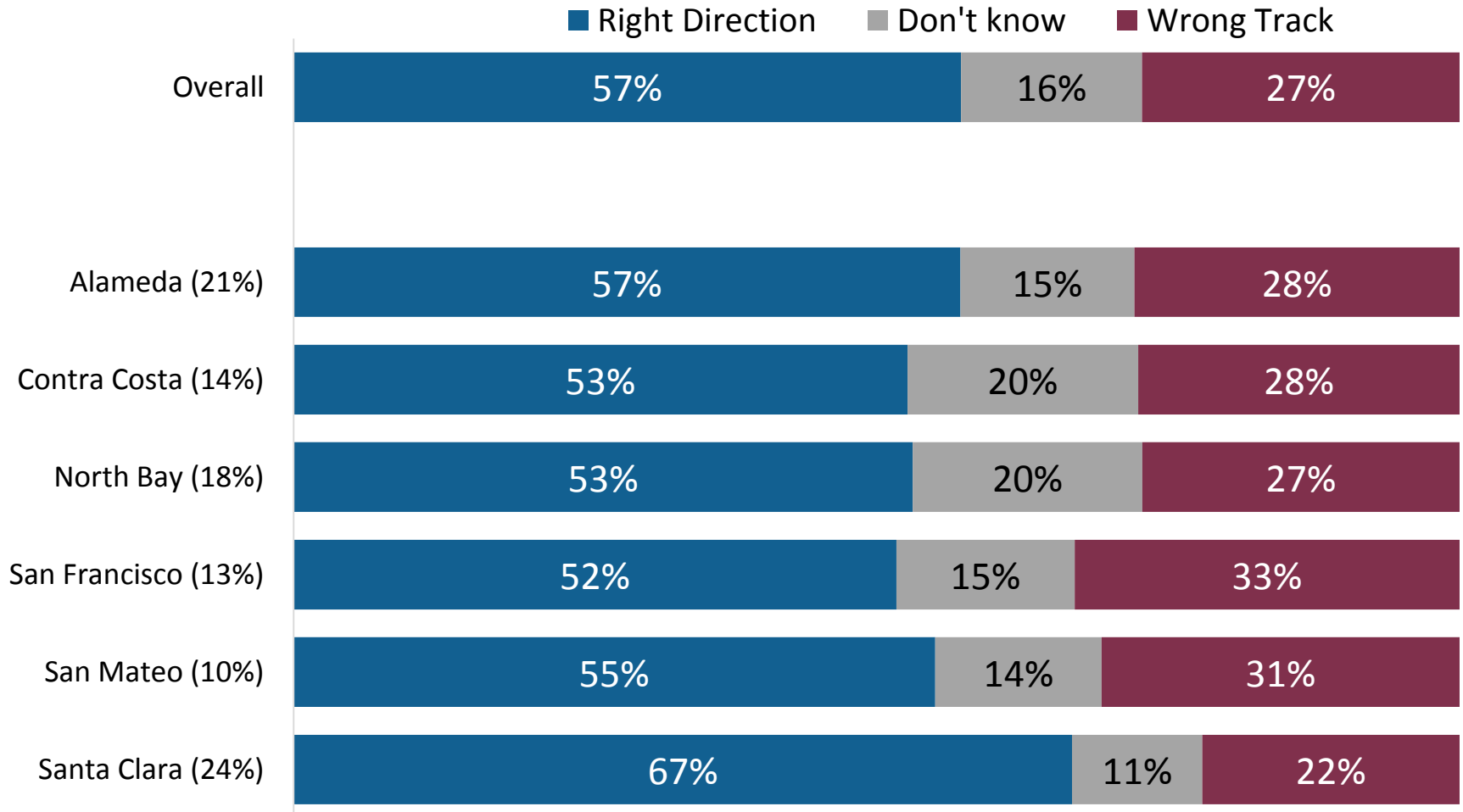


*How do you feel things are going in California?*



# Direction of Bay Area by County

*Over two-thirds of Santa Clara county residents believe the Bay Area is headed in the right direction.*



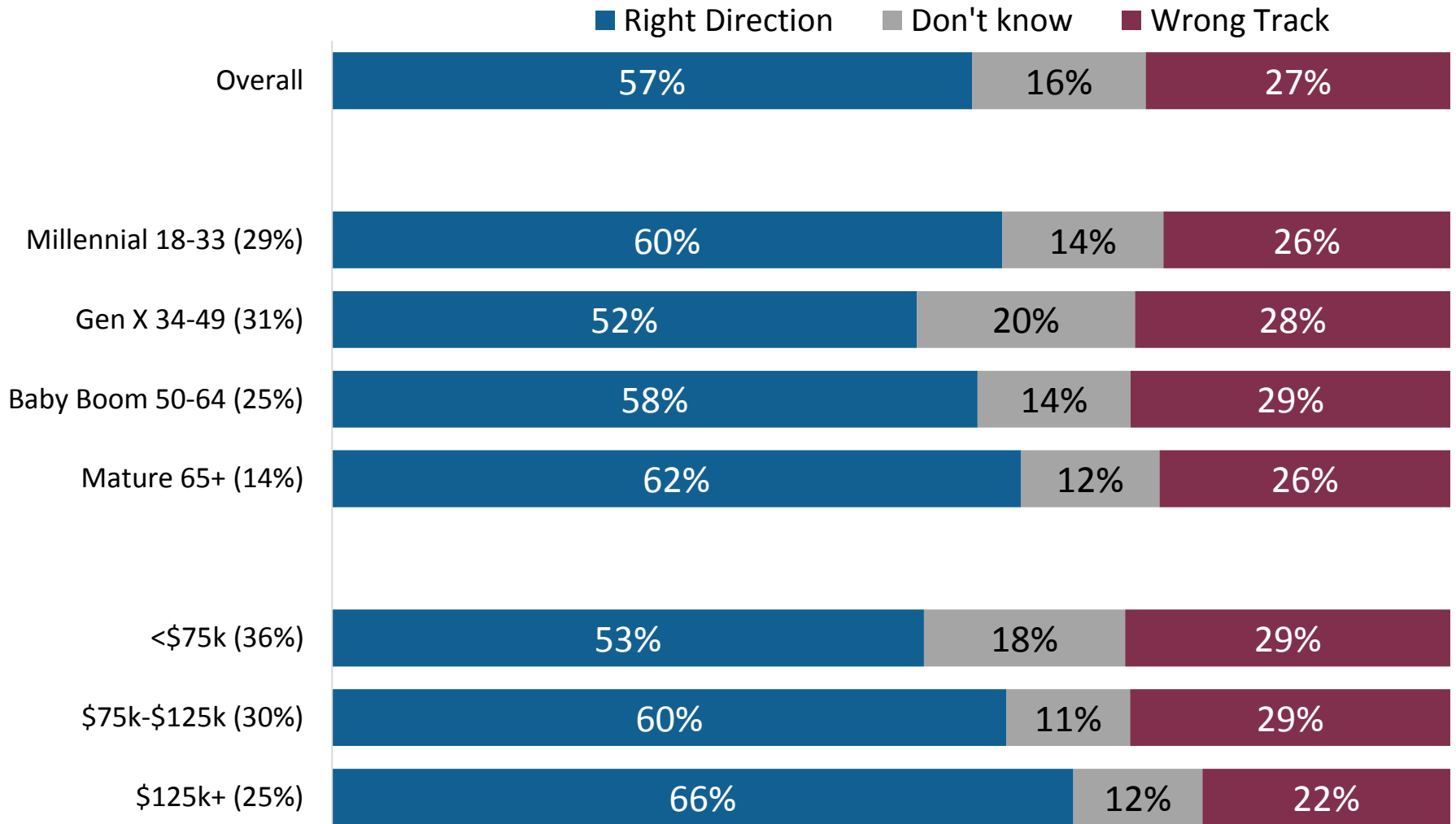
*How do you feel things are going in the Bay Area?*





# Direction of Bay Area by Age, Income

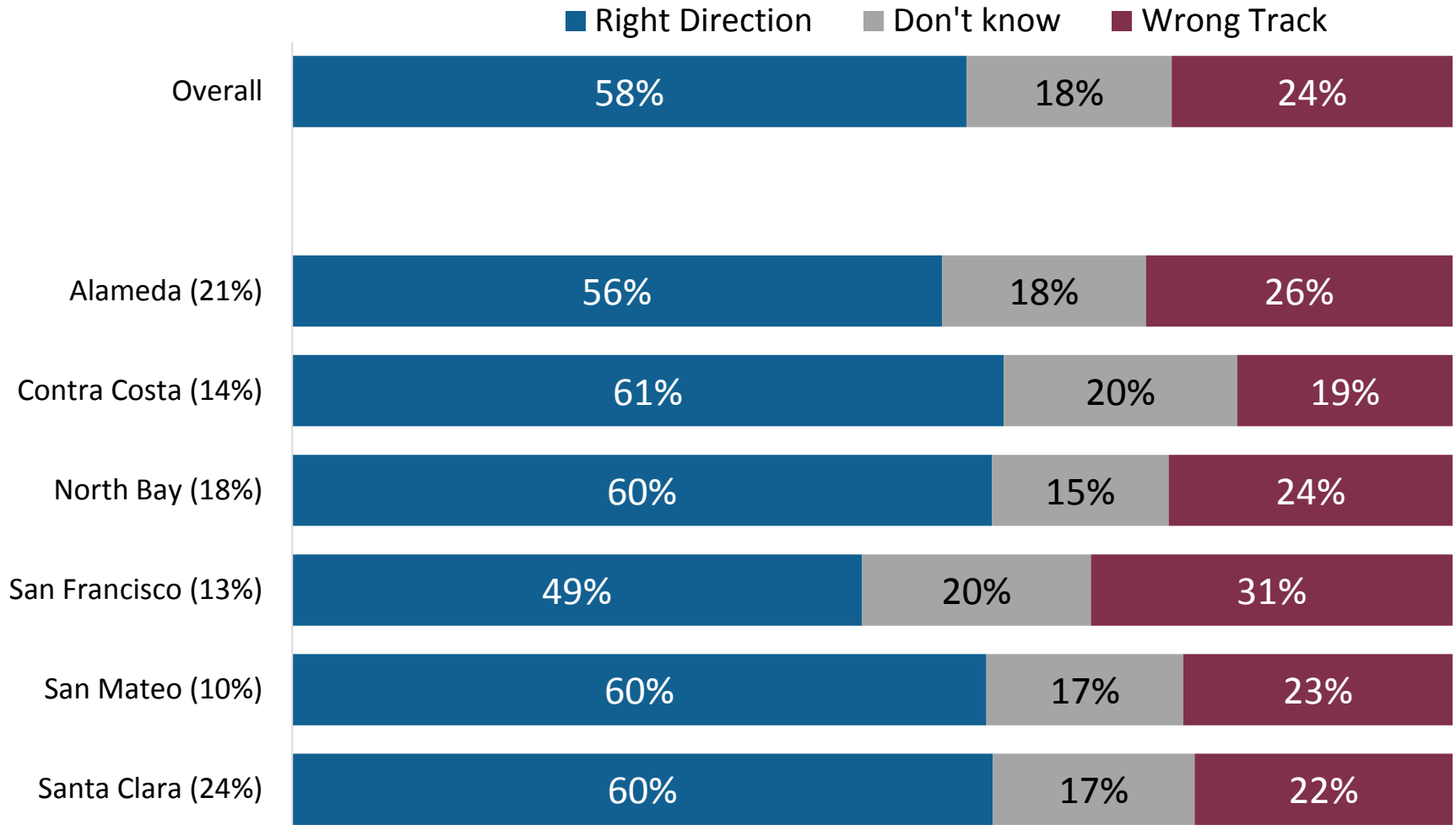
*Optimism over the direction of the Bay Area is highest among residents with a high income.*



How do you feel things are going in the Bay Area?

# Direction of Your Community by County

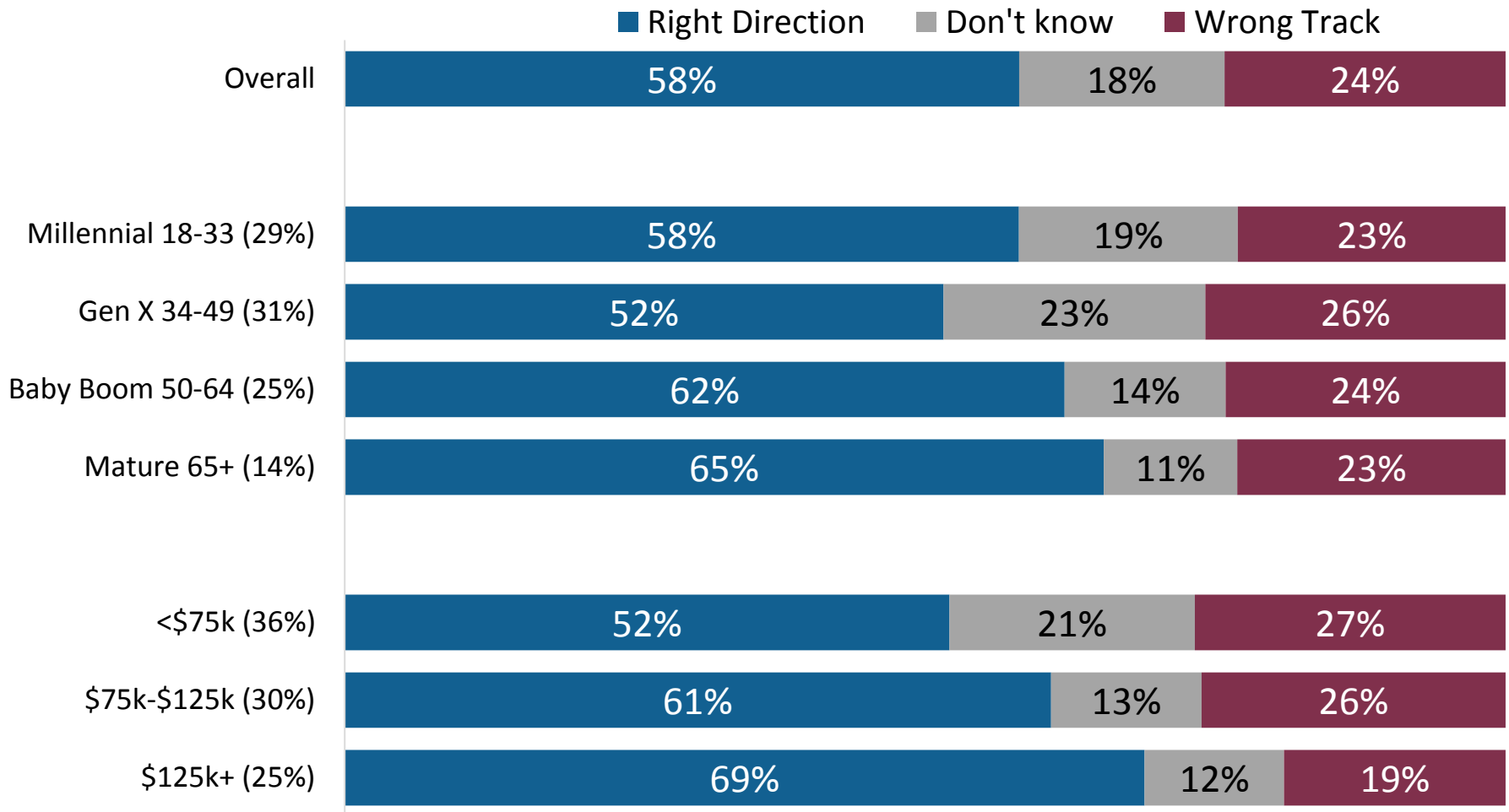
*A majority of residents believe their community is headed in the right direction.*



*How do you feel things are going in the your community?*

# Direction of Your Community by Age, Income

*Older residents and high income residents are most likely to believe their community is headed in the right direction.*

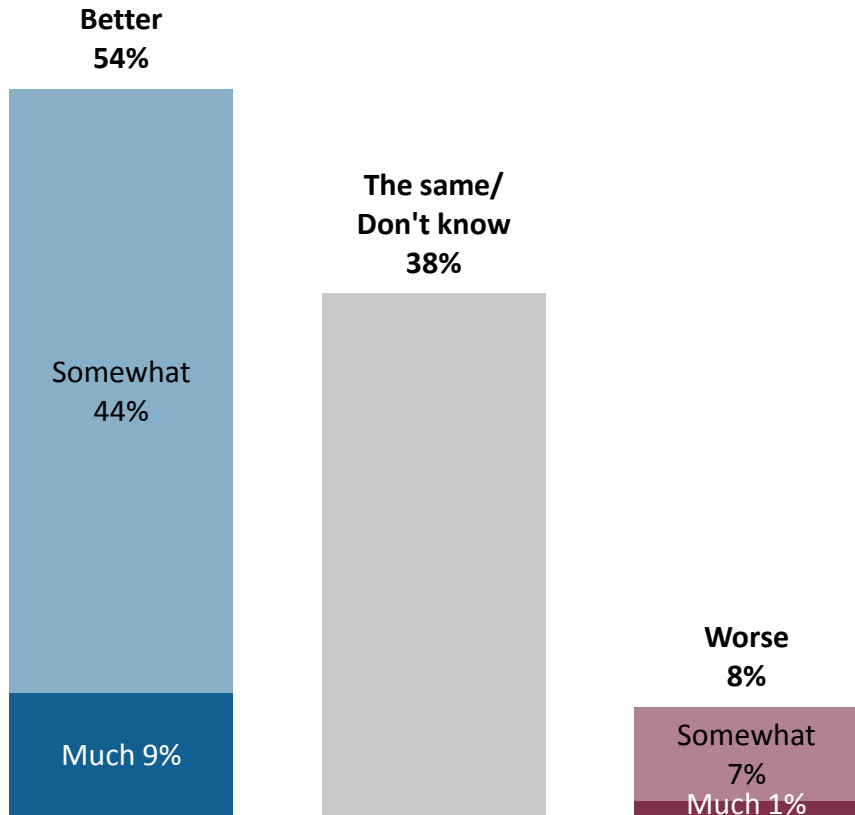


*How do you feel things are going in your community?*

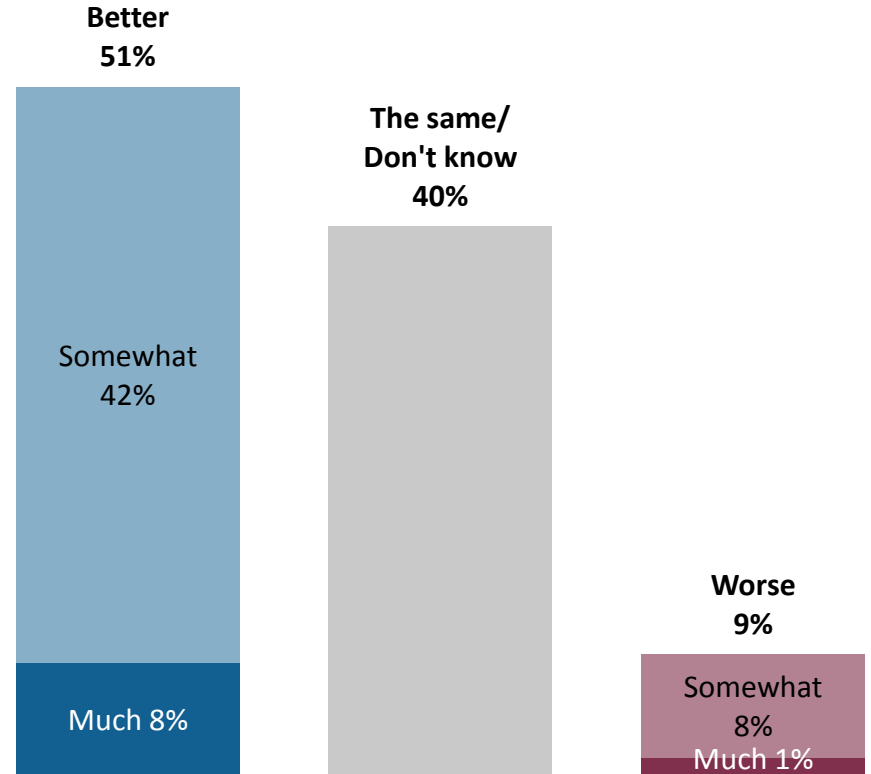


# Bay Area Economy Ratings

*Most residents are feeling positive about the local economy.*



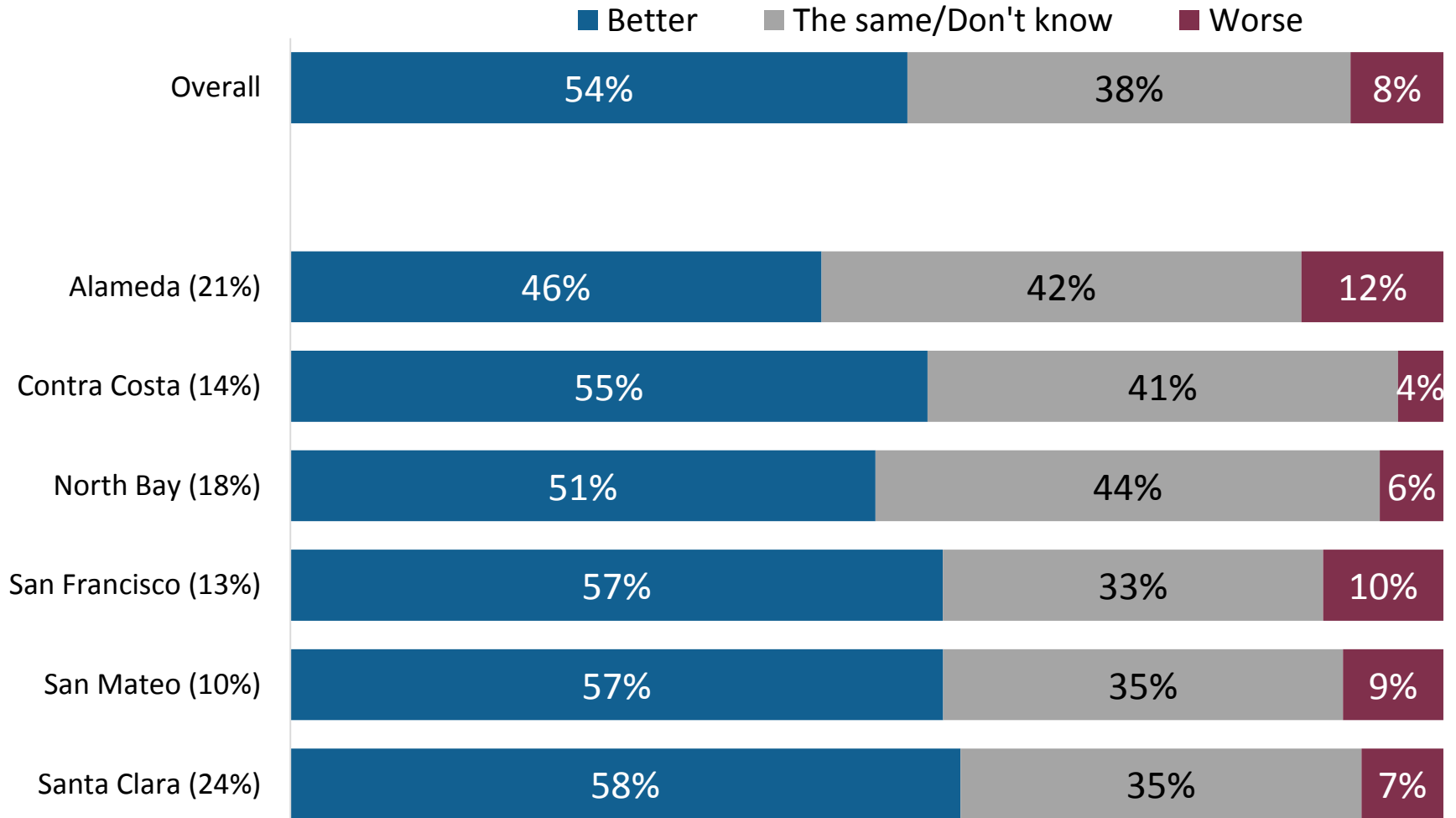
How do you think the Bay Area economy **is doing** compared to 6 months ago?



How do you think the Bay Area economy **will be doing** 6 months from now?

# Bay Area Economy 6 Months Ago by County

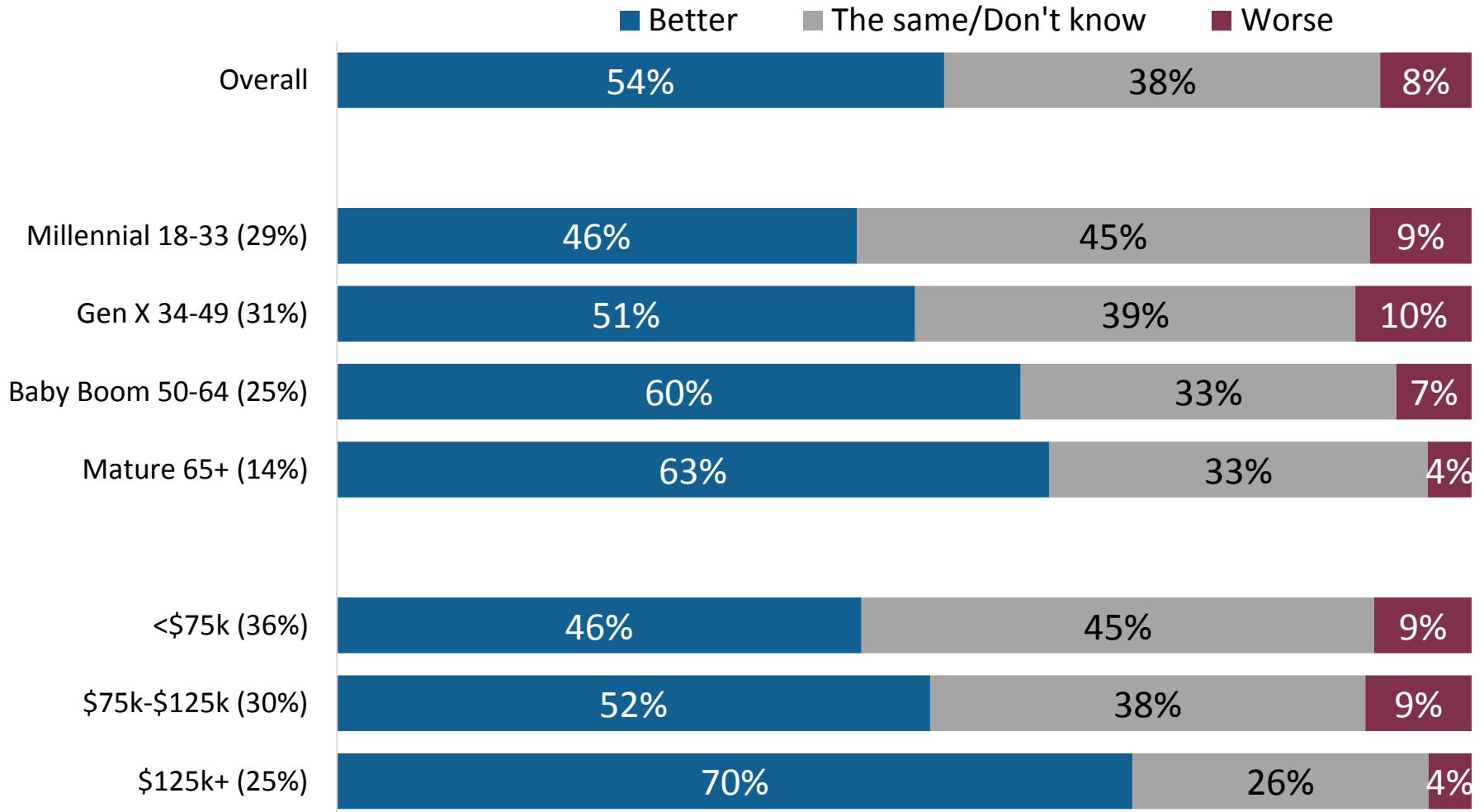
*A majority of residents believe the economy is doing better today compared to 6 months ago.*



*How do you think the Bay Area economy is doing today compared to 6 months ago?*

# Bay Area Economy 6 Months Ago by Age, Income

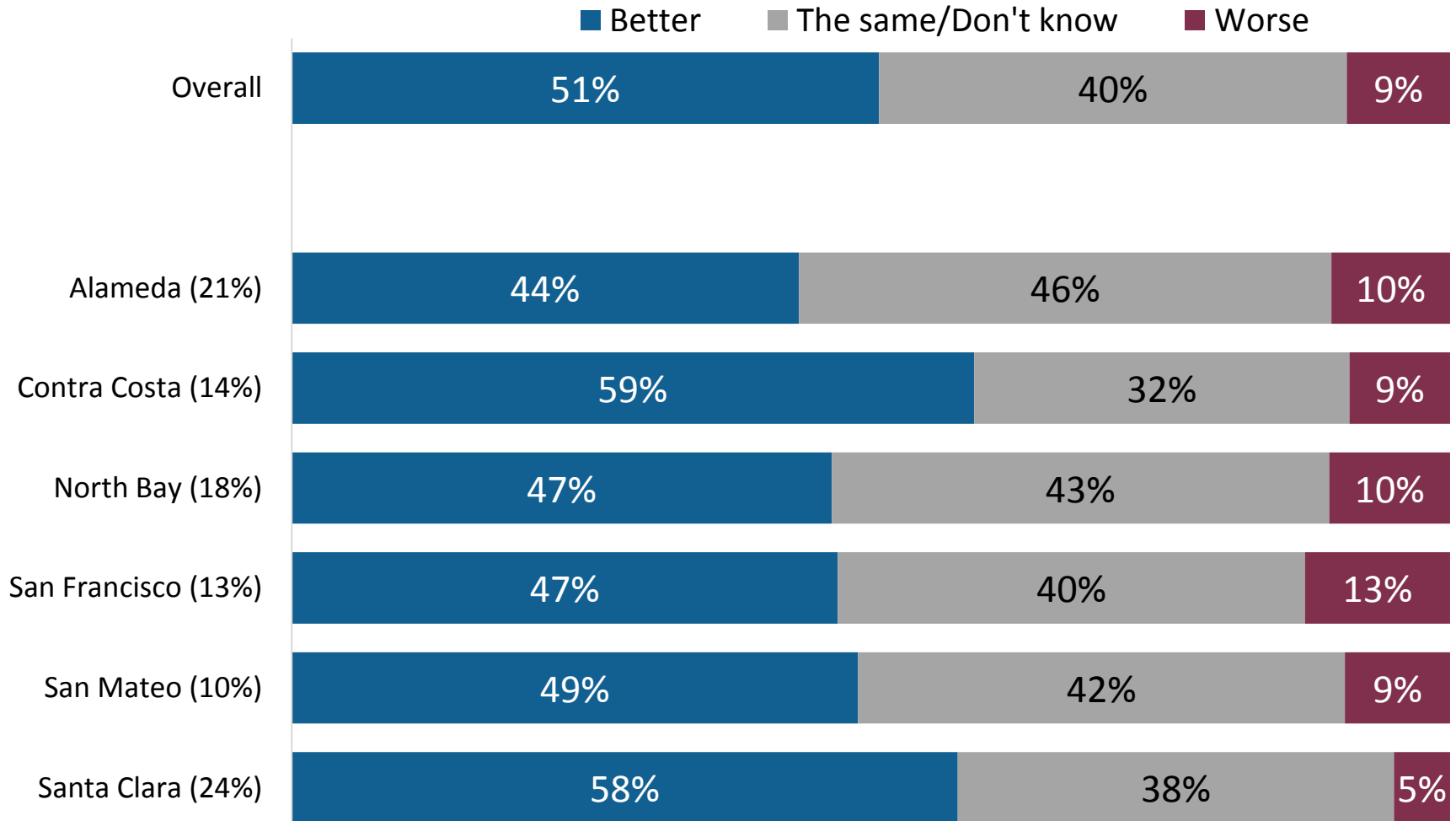
*Older residents and residents with higher incomes are most likely to believe the economy is doing better today compared to 6 months ago.*



*How do you think the Bay Area economy is doing today compared to 6 months ago?*

# Bay Area Economy 6 Months From Now by County

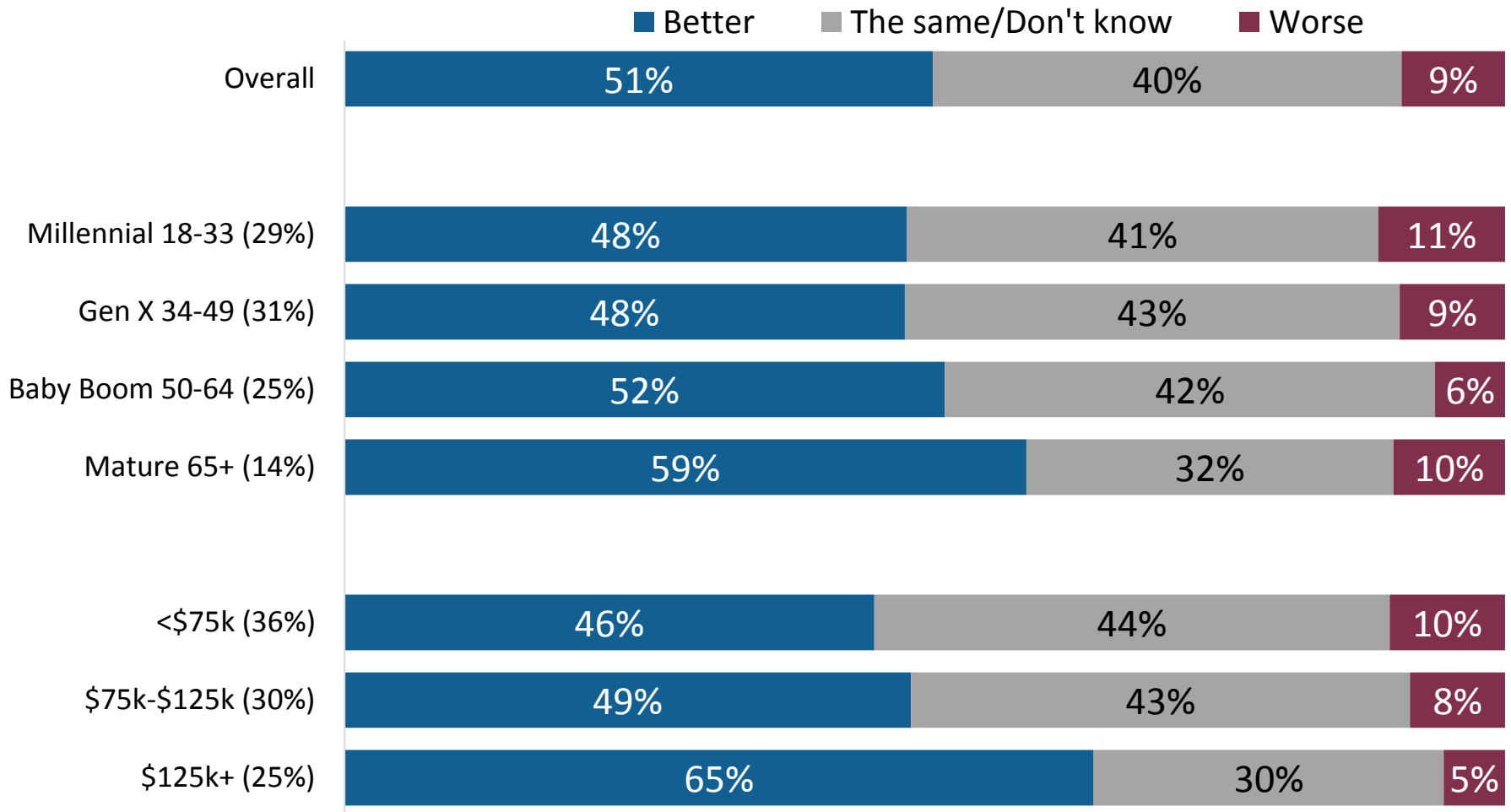
*Contra Costa county and Santa Clara county residents are most likely to have a positive view of where the economy will be 6 months from now.*



*How do you think the Bay Area economy **will be doing 6 months from now?***

# Bay Area Economy 6 Months From Now by Age, Income

*Older residents and residents with higher incomes are most likely to believe the economy will improve in the next 6 months.*



*How do you think the Bay Area economy **will be doing 6 months from now?***



# Best Things About Living in the Bay Area

*Weather, the diversity of the area, and outdoor recreation are the most commonly cited as best things about the Bay Area.*



*What do you think are the 3 best things about living in the Bay Area? Please drag three items into the box on the right and rank them in order. **Mentioned as One of Top 3.***

# Most Serious Problems in Bay Area

*Cost of living and cost of housing dominate residents' concerns about the Bay Area.*

# Housing cost

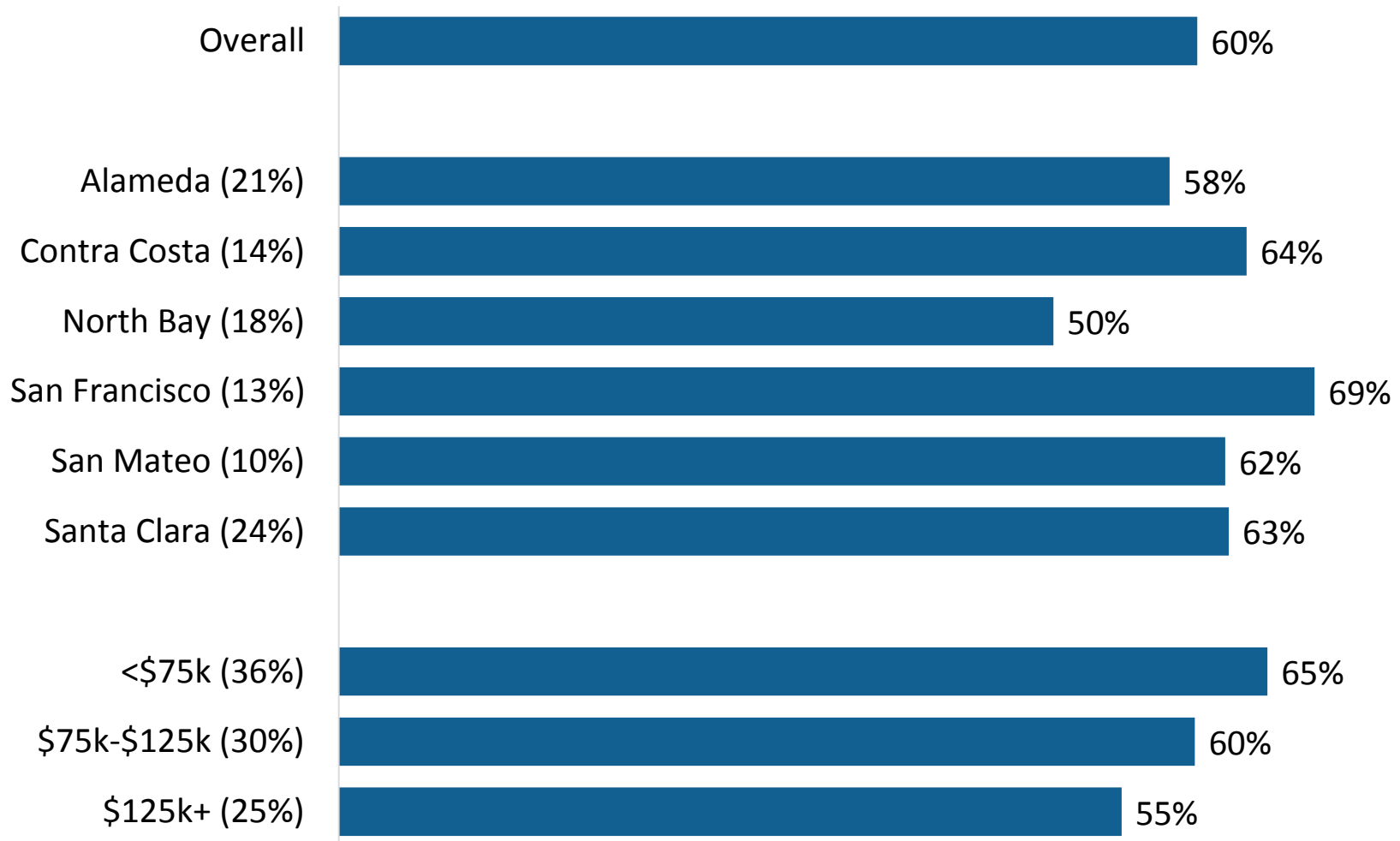
Education  
Homelessness  
Poverty  
Housing availability  
Crime/Safety  
Public transportation  
Traffic  
Government/Budget  
Health care  
Environment  
Business climate  
Economy/Jobs  
Government/Leaders  
Taxes

# Cost of living

*What are the 3 most serious problems facing the Bay Area today? Again, please drag three items into the box on the right and rank them in order. **Mentioned as One of Top 3.***

# Most Serious Problem – Cost of Living by County, Income

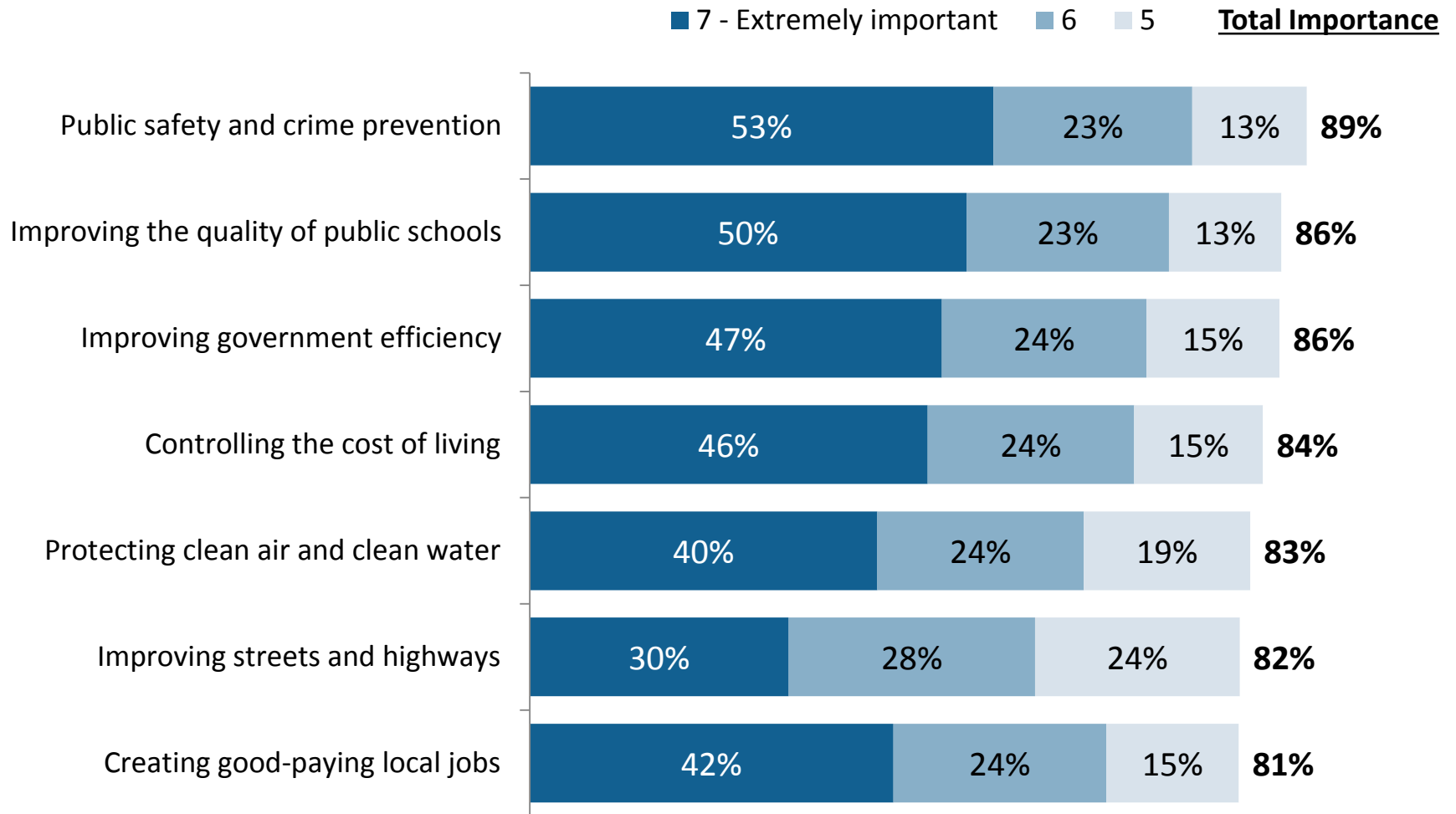
*Concern over Cost of Living is highest among San Francisco residents and low income households.*



*What are the 3 most serious problems facing the Bay Area today? Again, please drag three items into the box on the right and rank them in order. **Mentioned as One of Top 3.***

# Issue Importance

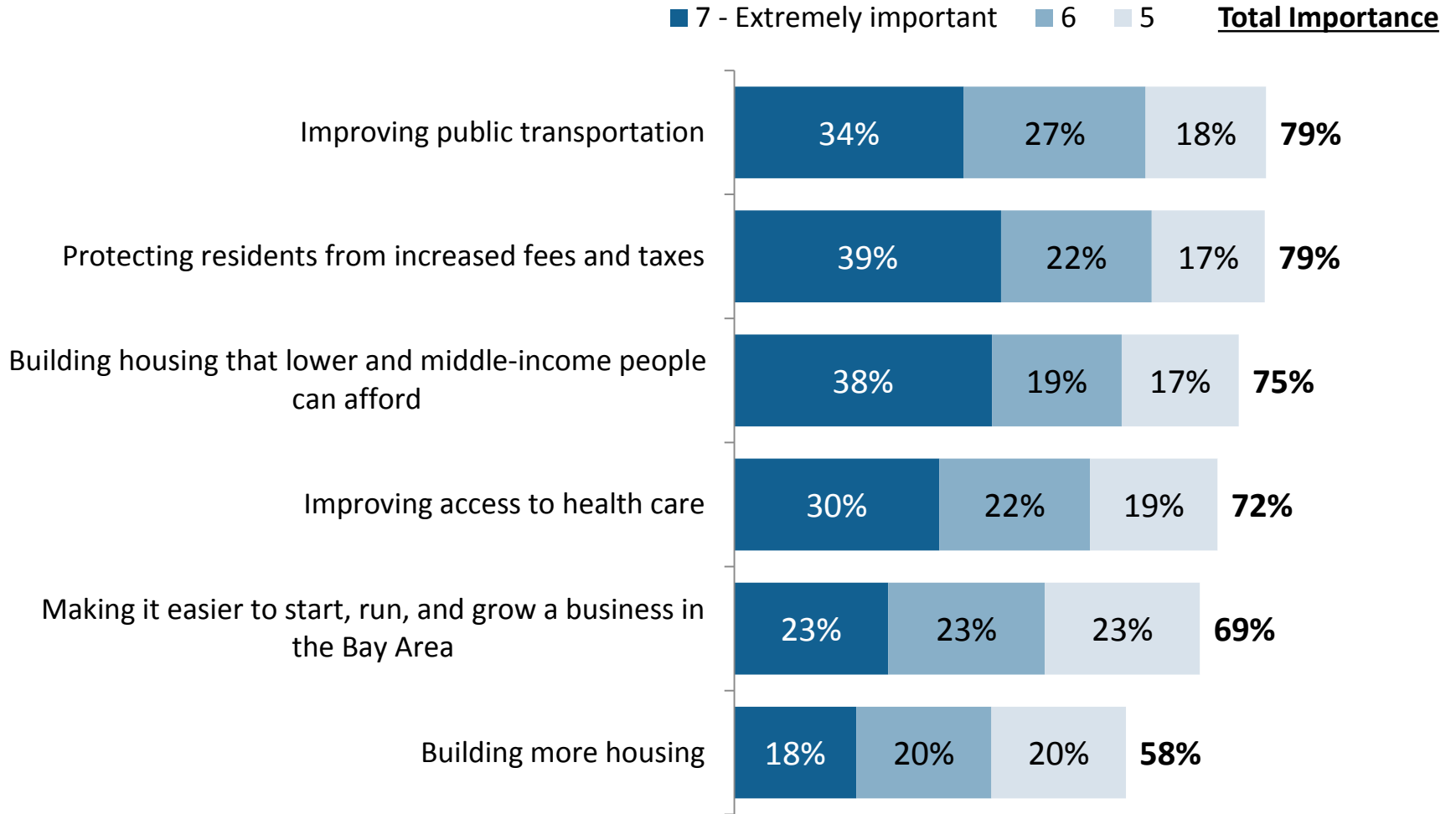
*Public safety and education are seen as the most important goals for government in the Bay Area.*



*How important should each of the following goals be for Bay Area government leaders?*

# Issue Importance, continued

*Business climate and housing are seen as important by most residents, but rank lower than other issues.*



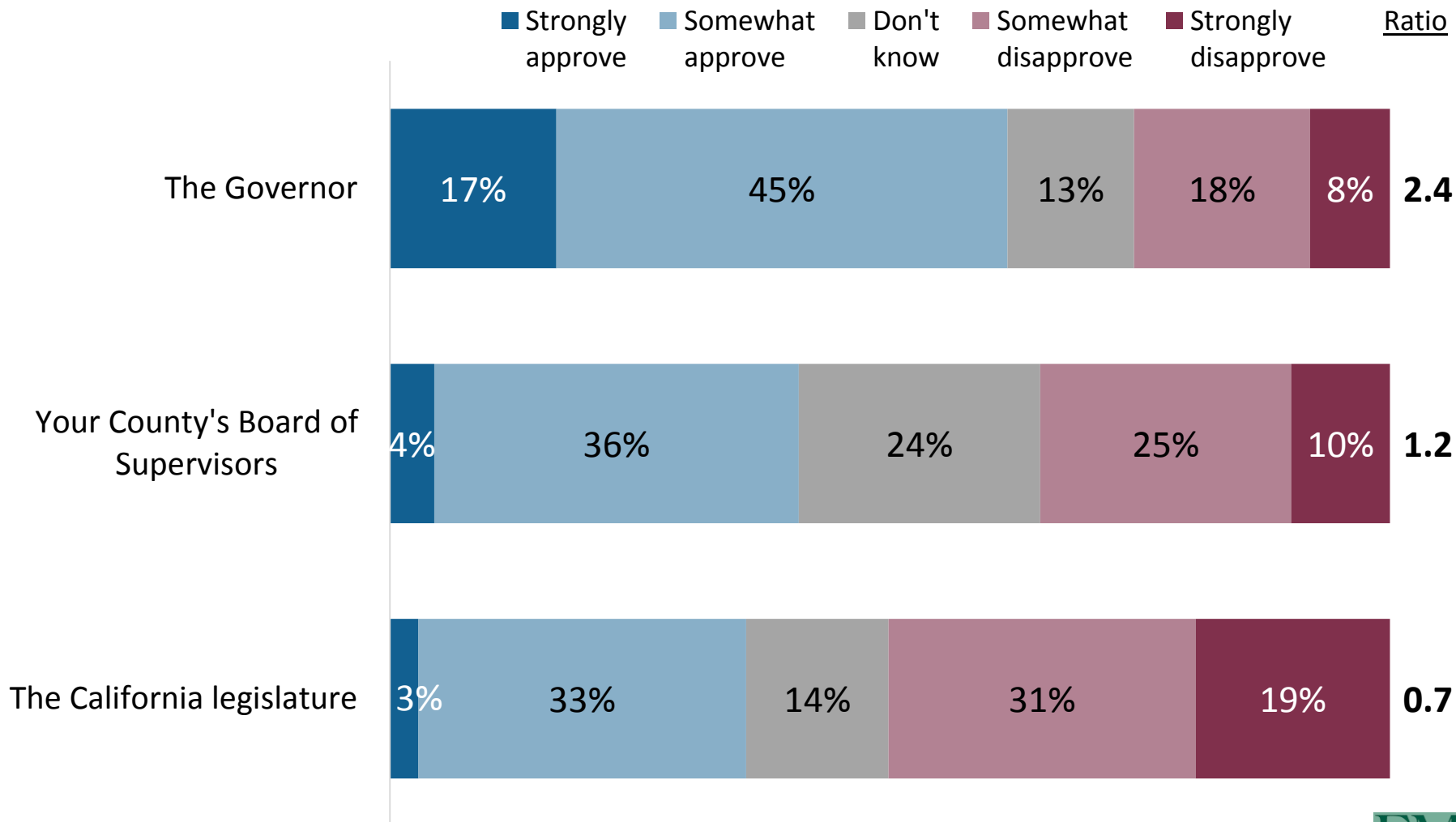
*How important should each of the following goals be for Bay Area government leaders?*



# Government Job Ratings

# Job Ratings

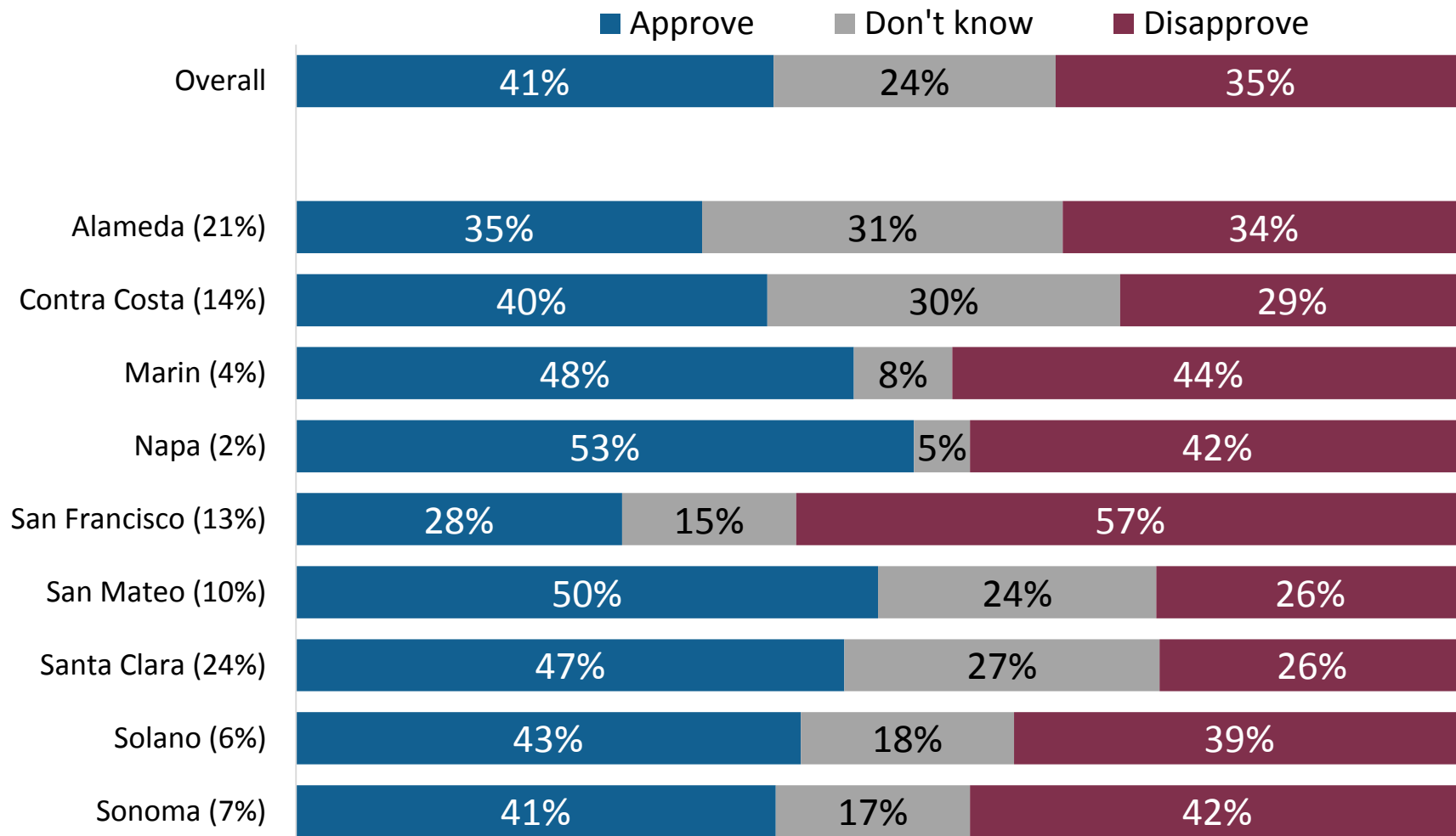
*Most residents approve of the job the governor is doing; ratings for the legislature and county supervisors are weaker.*



*How would rate the job that each of the following are doing?*

# BOS Job Ratings by County

*East Bay and San Francisco residents are less satisfied with county boards of supervisors.*

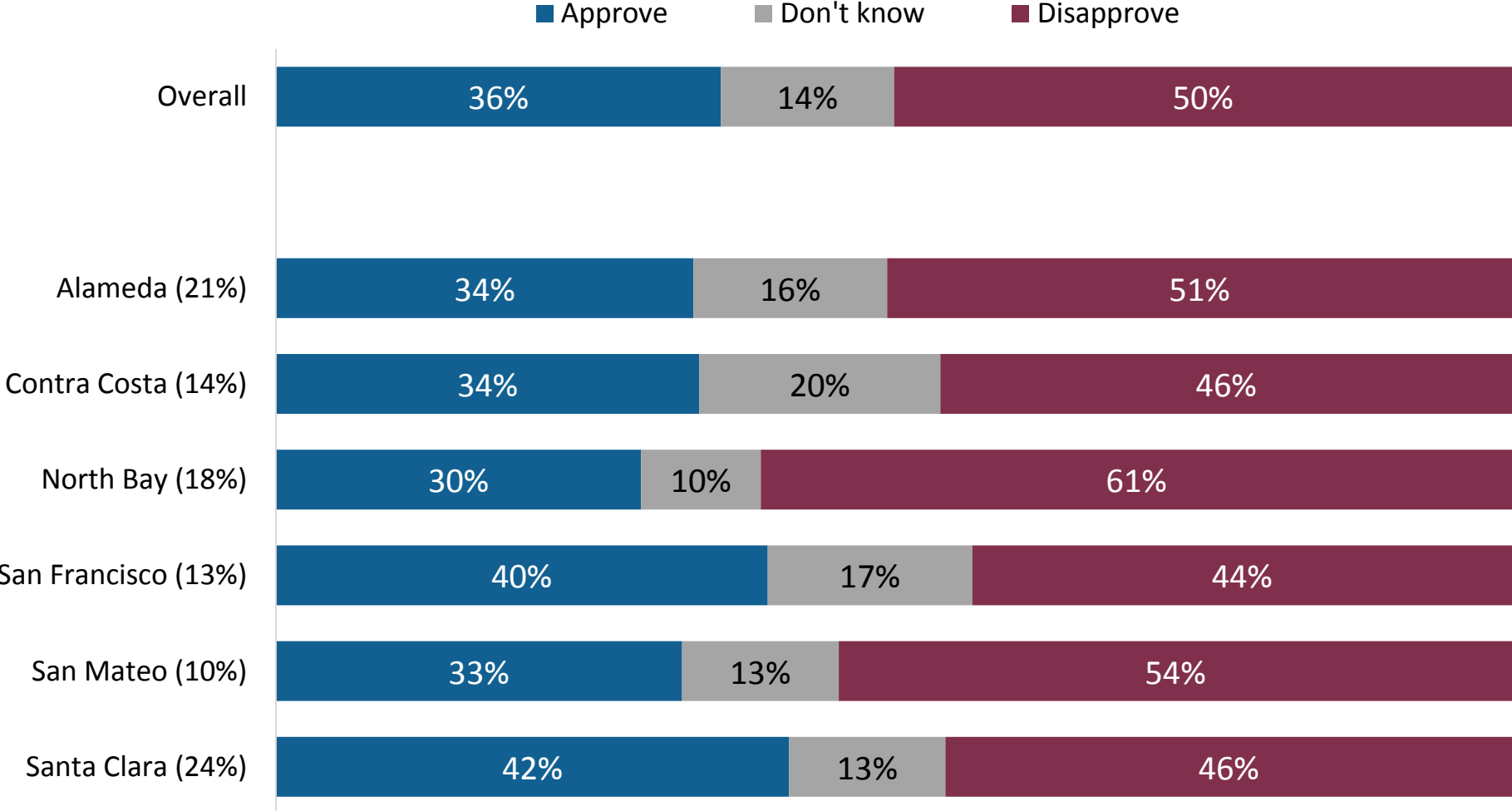


*How would rate the job that your County's Board of Supervisors is doing?*



# California Legislature Rating by County

*Santa Clara and San Francisco residents are more satisfied with the legislature.*



*How would rate the job that the California Legislature is doing?*

# Contacts

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Ruth Bernstein  
ruth@emcresearch.com  
510.550.8922

Molly O'Shaughnessy  
molly@emcresearch.com  
614.268-1660 ext. 1