



# Bay Area Council 2016 Report of Survey Results

# Methodology

- ▶ Web survey of San Francisco Bay Area residents
- ▶ The survey was available in English, Chinese, and Spanish
- ▶ Report includes analysis from the following surveys:

Methodology	Dates	Sample Size	Margin of Error	EMC#
Web	Feb. 12 – Mar. 10, 2016	1,000	±3.10 percentage points	16-5727
Web	Apr. 15-23, 2015	1,000	±3.10 percentage points	15-5512
Web	Apr. 8-15, 2014	1,000	±3.10 percentage points	14-5095

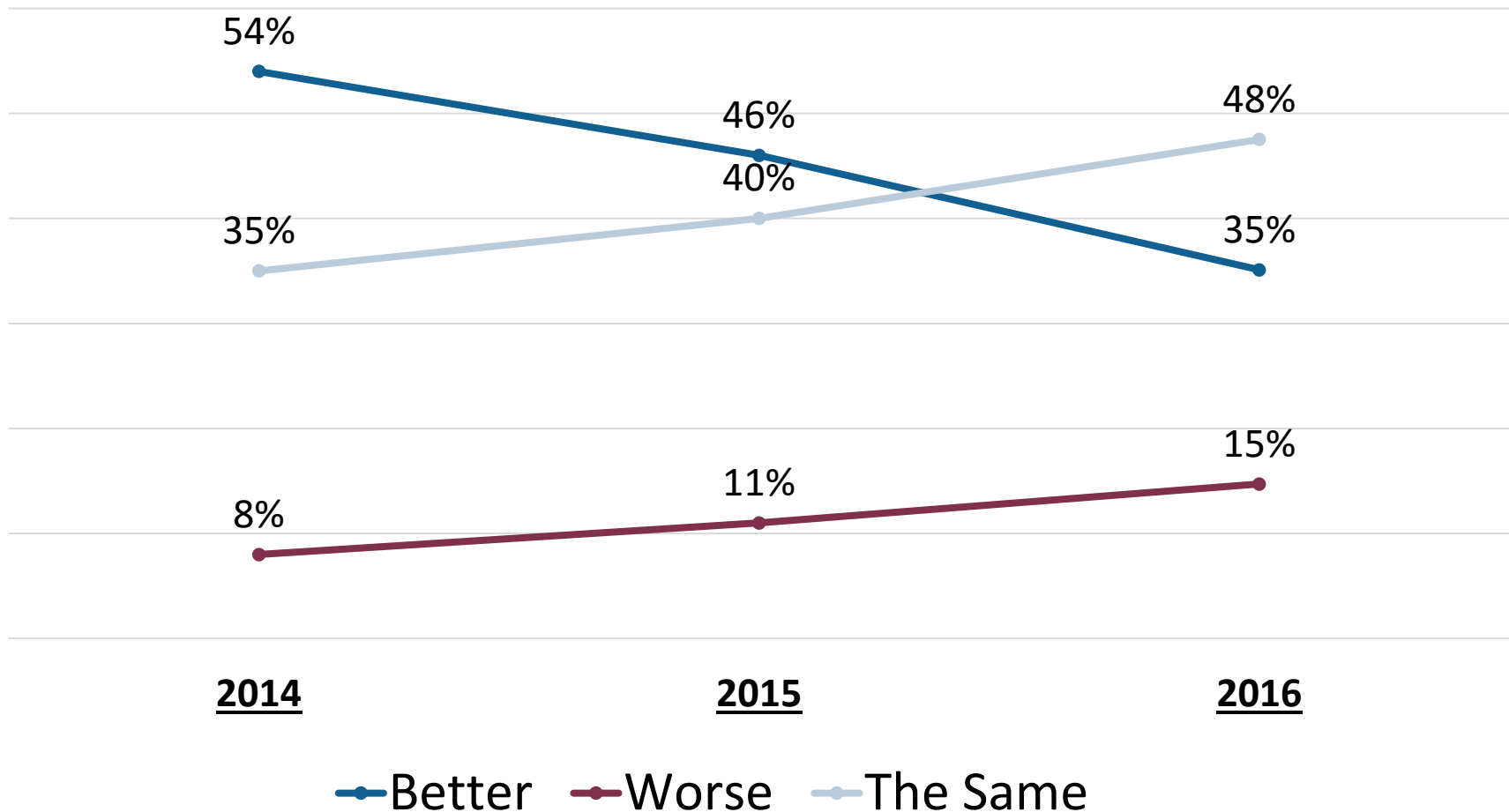
*As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.*

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

# Bay Area Economy Ratings: Compared to Past

*Economic confidence has flattened and fewer think the economy has improved in the last 6 months.*

## Bay Area Economy: Today compared to 6 months ago

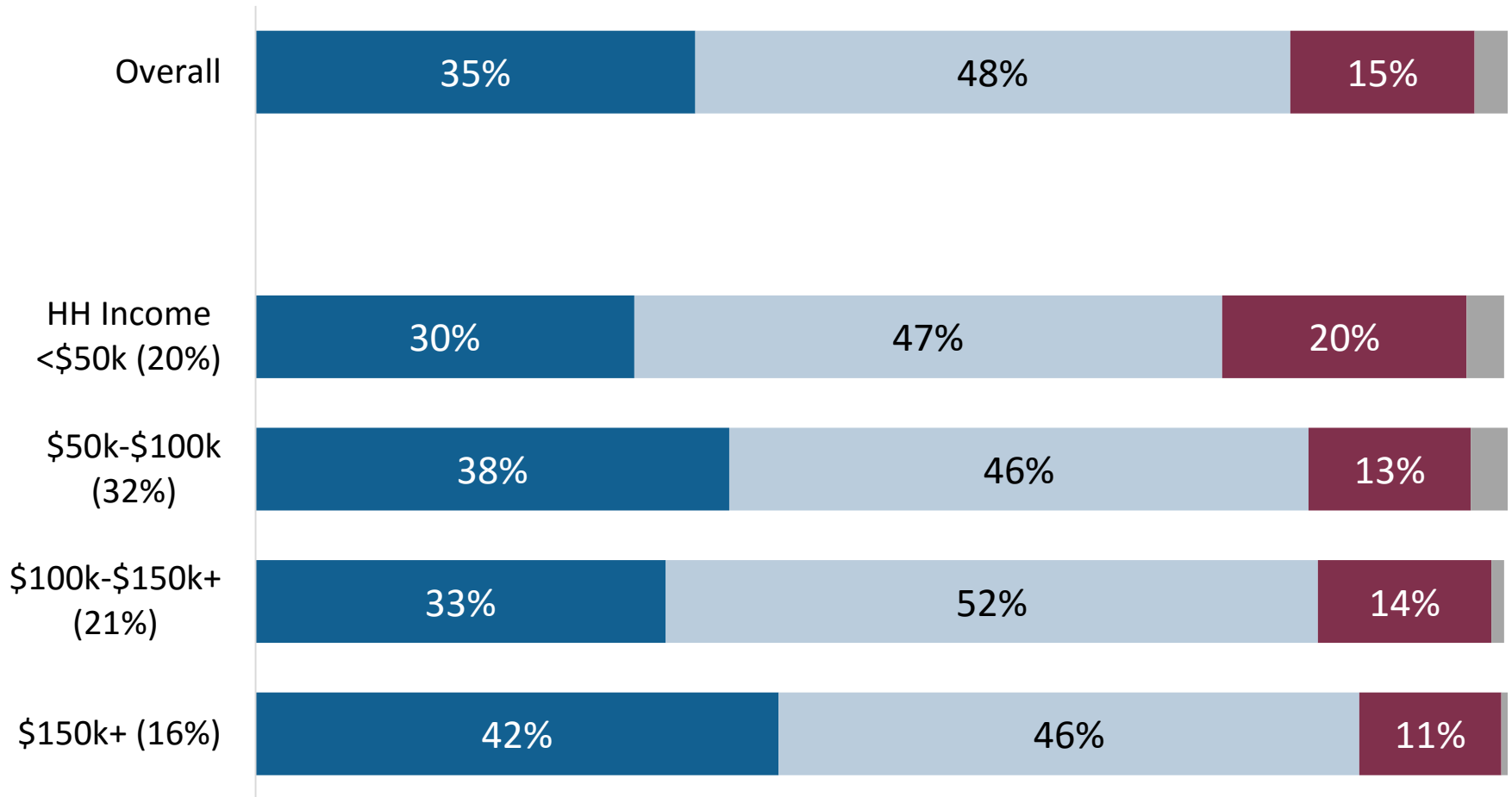


*How do you think the Bay Area economy is doing today compared to 6 months ago?*

# Bay Area Economy Ratings by Income

*Those in the lowest income brackets are more likely to think the economy is doing worse than 6 months ago.*

■ Better ■ About the same ■ Worse ■ Don't know



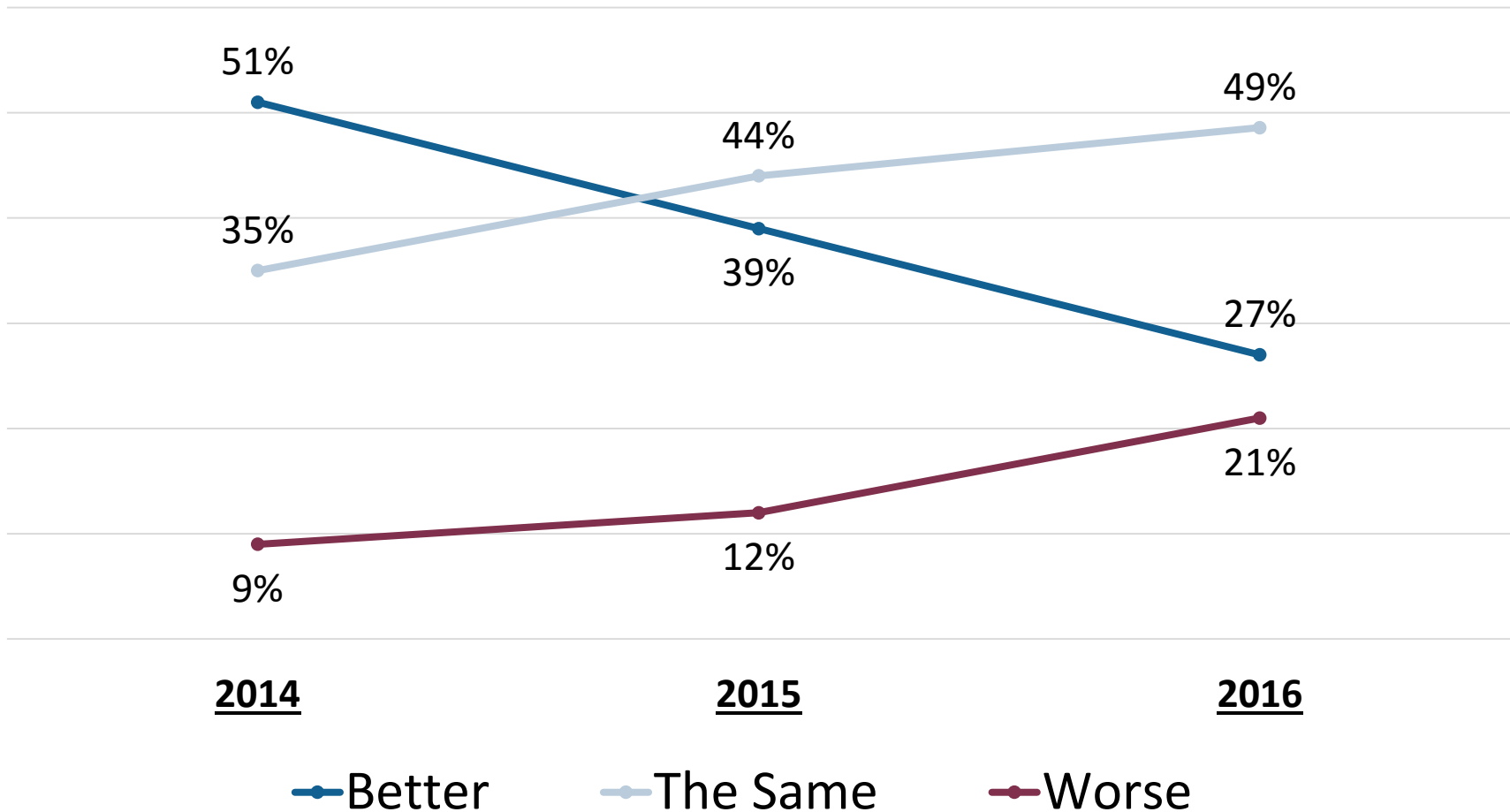
*How do you think the Bay Area economy is doing today compared to 6 months ago?*



# Bay Area Economy Ratings: Compared to Future

One fifth (21%) now think the economy will get worse in the next 6 months.

## Bay Area Economy: Today compared to 6 months from now



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



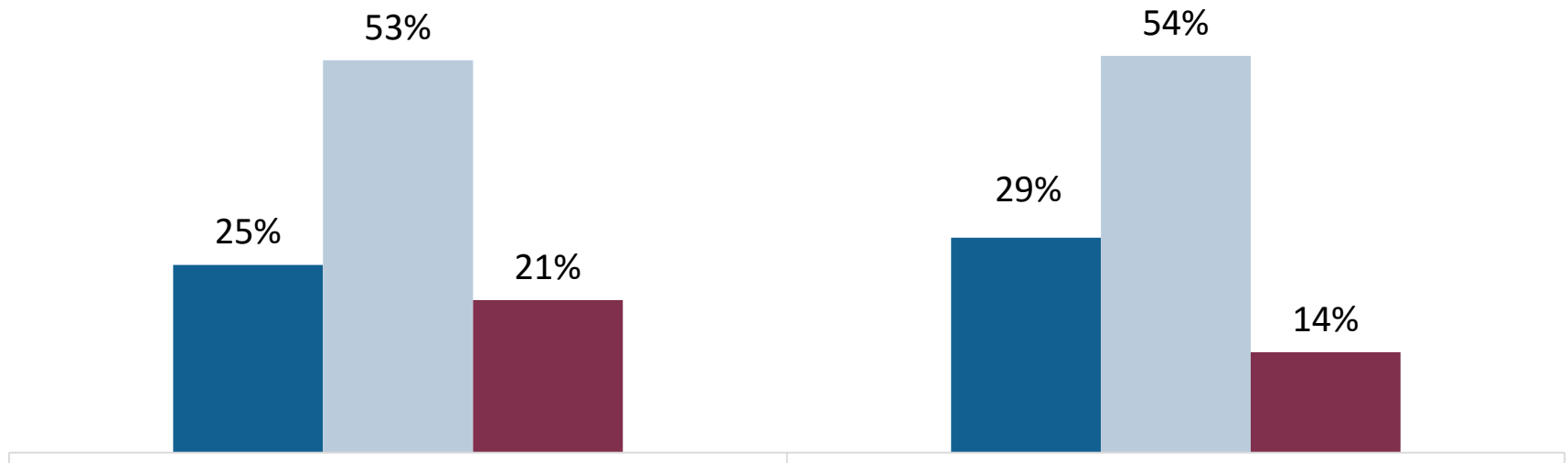
# Household Economy Ratings

*Although 21% of residents say their households are worse off financially than they were 6 months ago, most do not expect their financial situation to get worse in the next 6 months.*

How would you say **you and your household** are doing financially today compared to 6 months ago?

How would you say **you and your household** will be doing financially 6 months from now?

■ Better    ■ The Same    ■ Worse

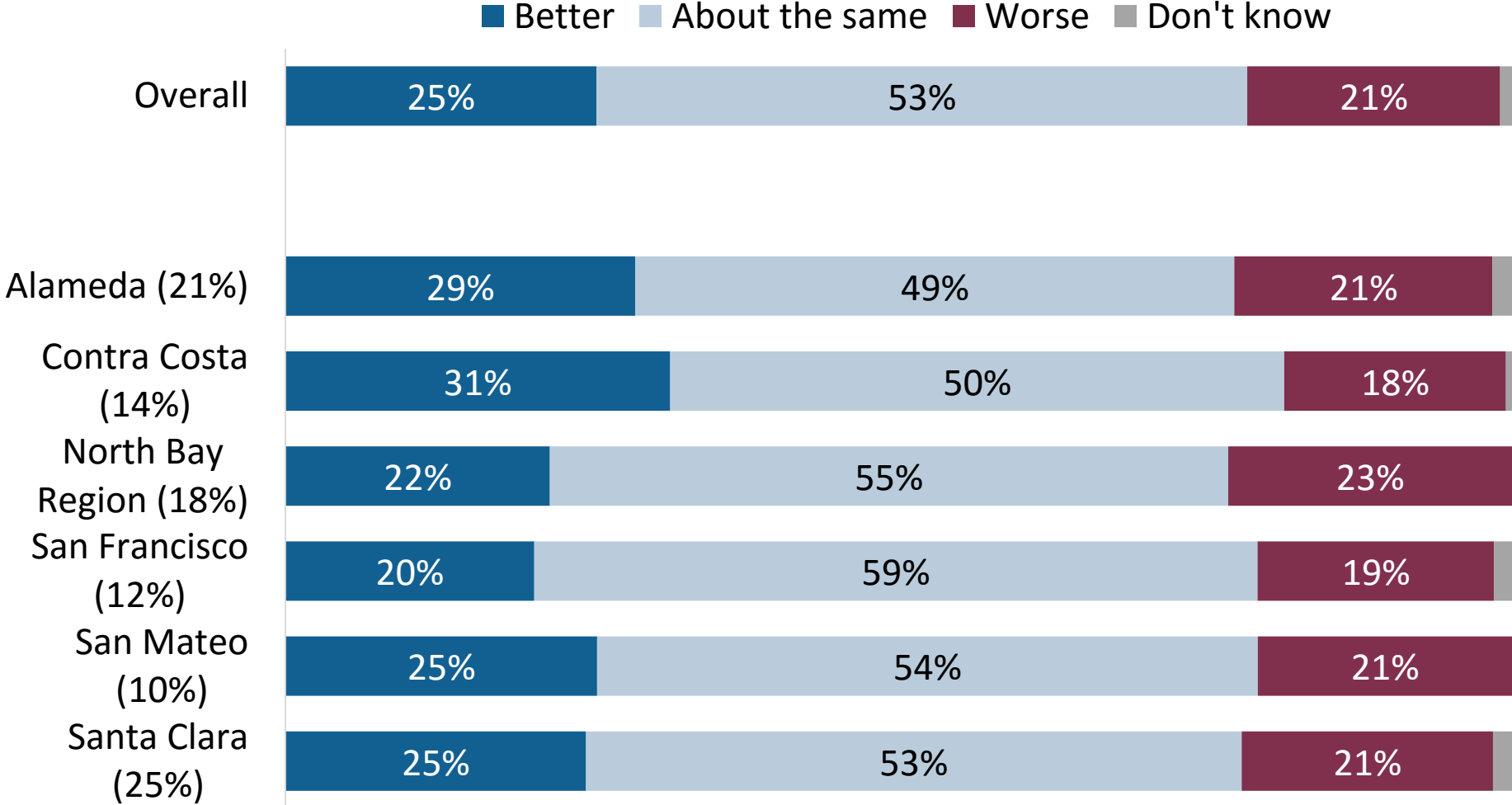


*How would you say you and your household are doing financially today compared to 6 months ago?*

*How would you say you and your household will be doing financially 6 months from now?*

# Household Economy Ratings Compared to Six Months Ago by County

*Those in Contra Costa County perceive their household have improved the most financially.*



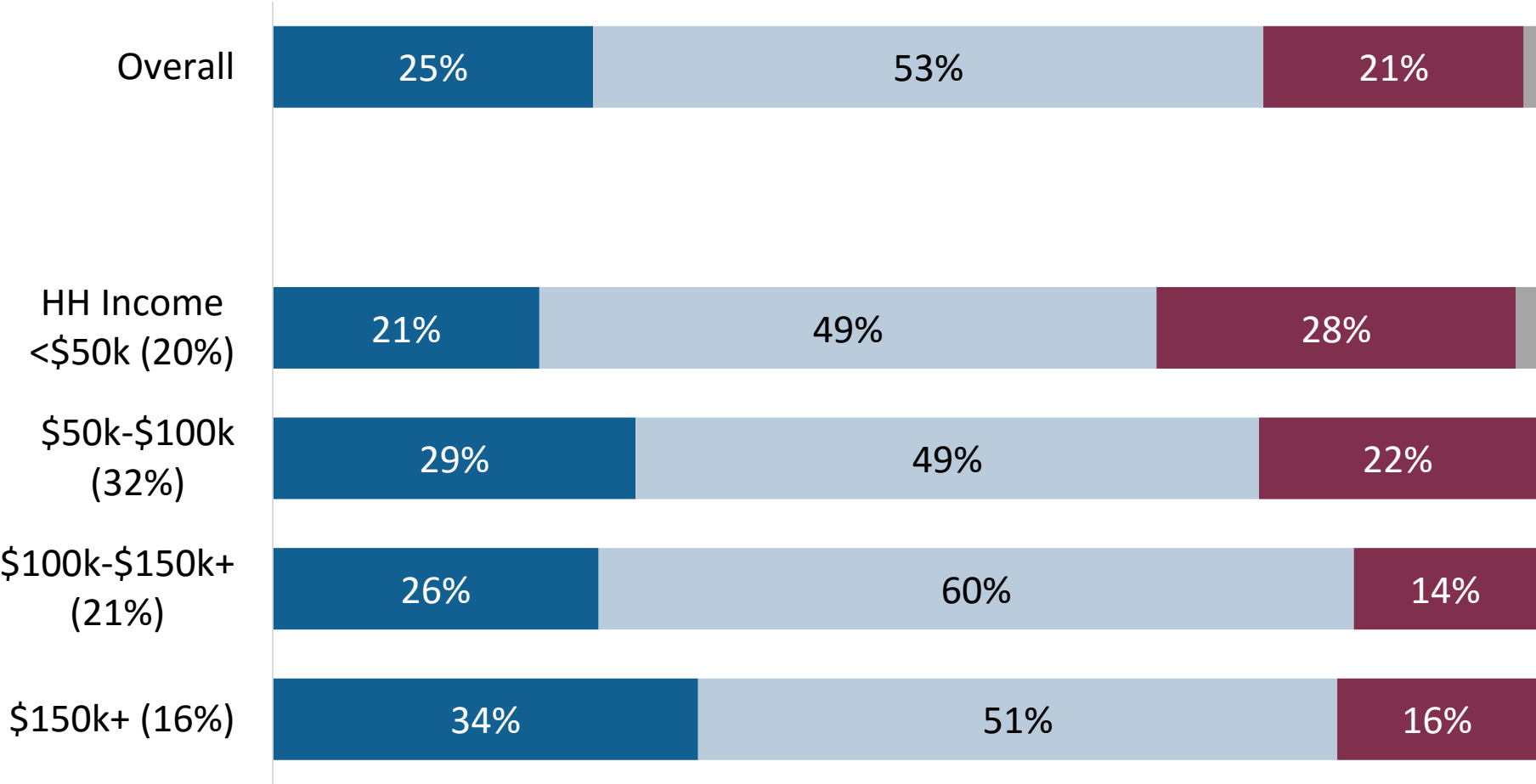
*How would you say you and your household are doing financially today compared to 6 months ago?*



# Household Economy Ratings Compared to Six Months Ago by Income

*Positive ratings of household economy are correlated with rising income.*

■ Better ■ About the same ■ Worse ■ Don't know



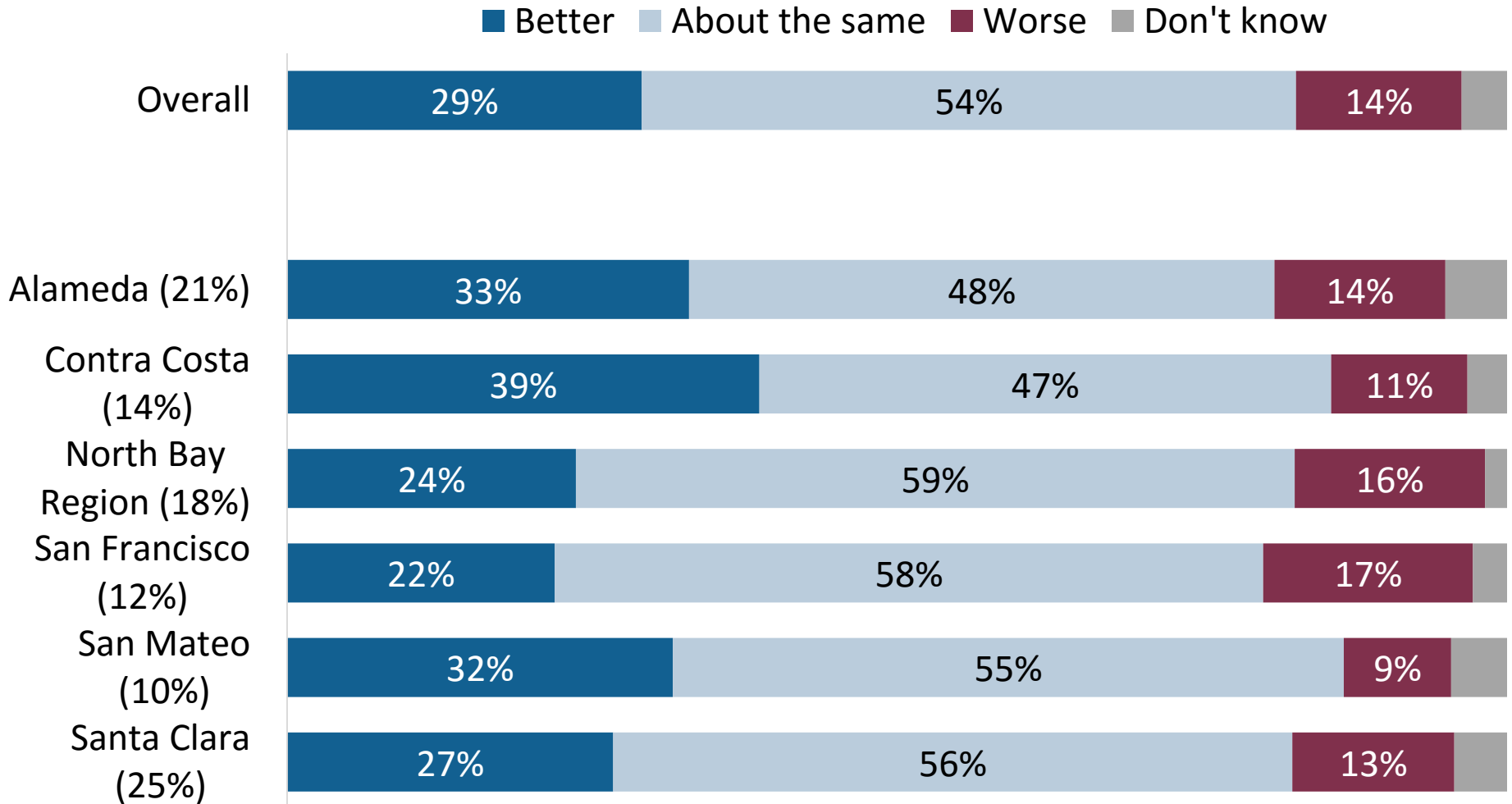
*How would you say you and your household are doing financially today compared to 6 months ago?*





# Household Economy Ratings Compared to Six Months in the Future by County

*Those in Contra Costa County also perceive their households will improve the most financially.*



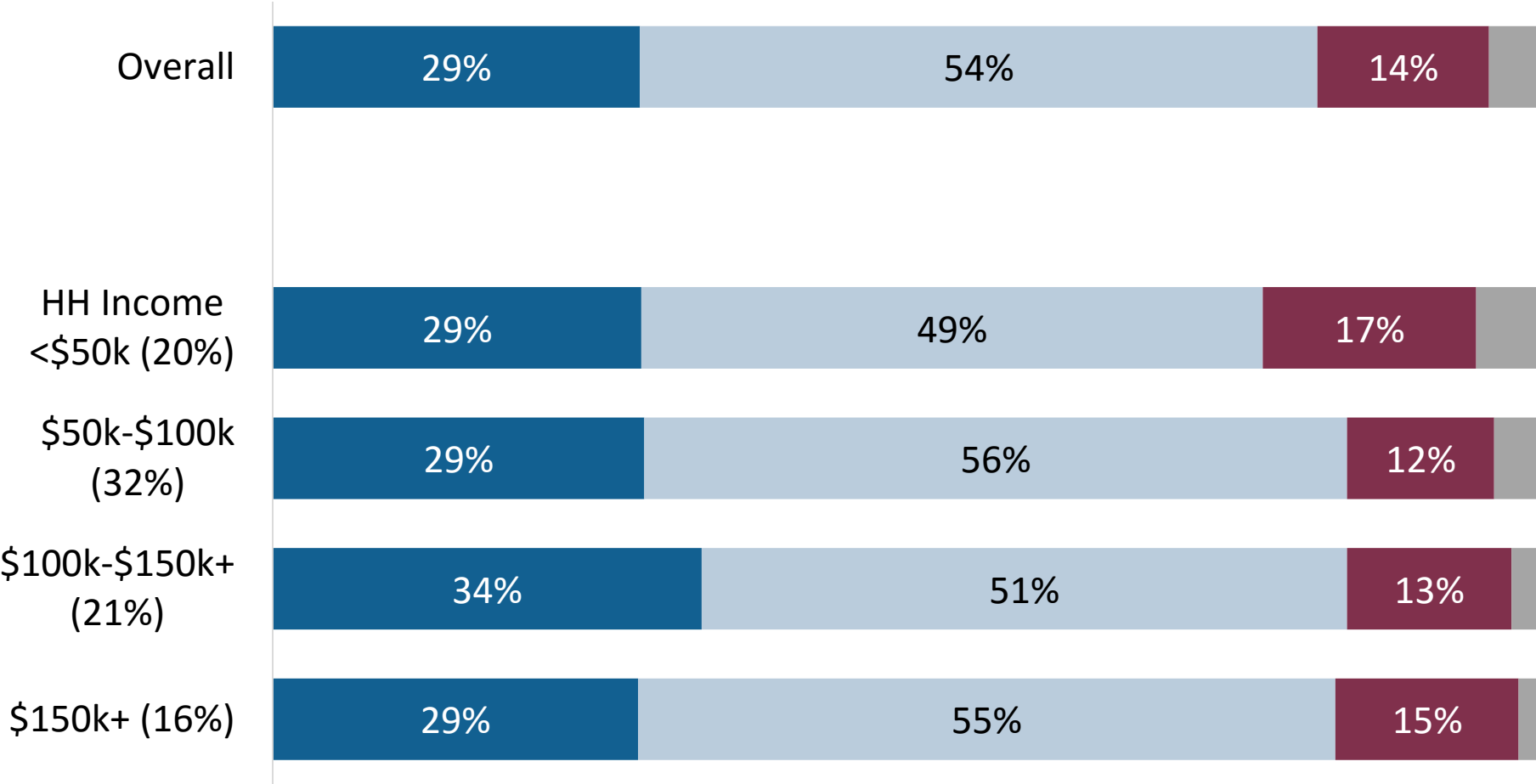
*How would you say you and your household will be doing financially 6 months from now?*



# Household Economy Ratings Compared to Six Months in the Future by Income

*Those in the lowest income bracket are most likely to think their household economy will get worse in the future.*

■ Better ■ About the same ■ Worse ■ Don't know



*How would you say you and your household will be doing financially 6 months from now?*



# Household Economy vs. Bay Area

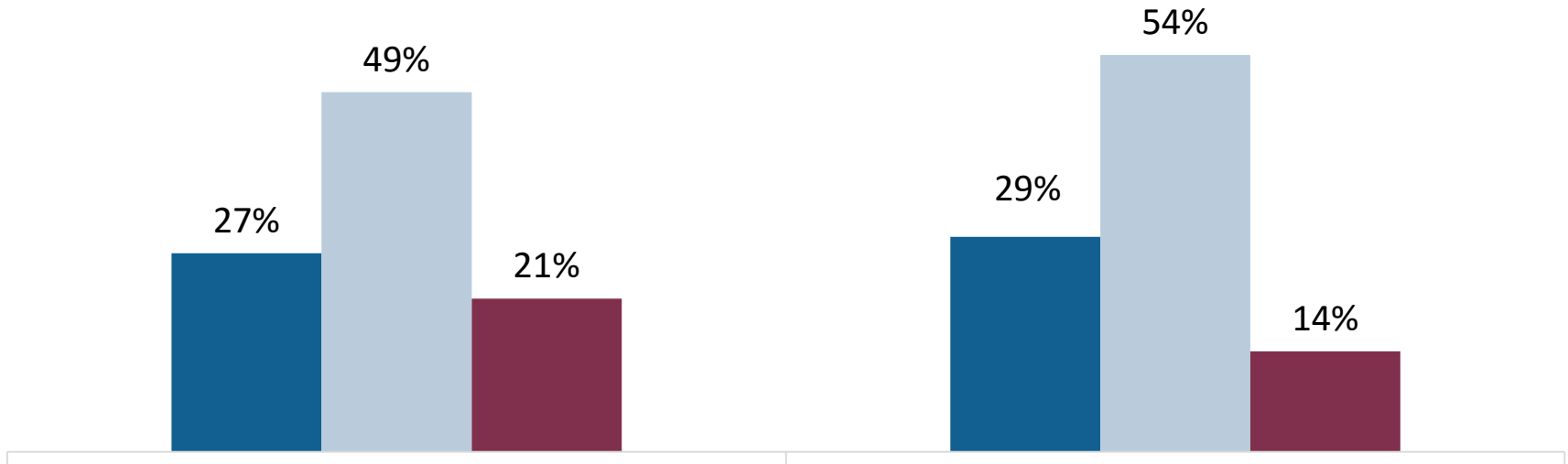
*Residents are more optimistic about the economic outlook of their households than the outlook of the region.*

## The Bay Area Overall

## Individual Household

**Expectation for 6 months from now**

■ Better    ■ The Same    ■ Worse

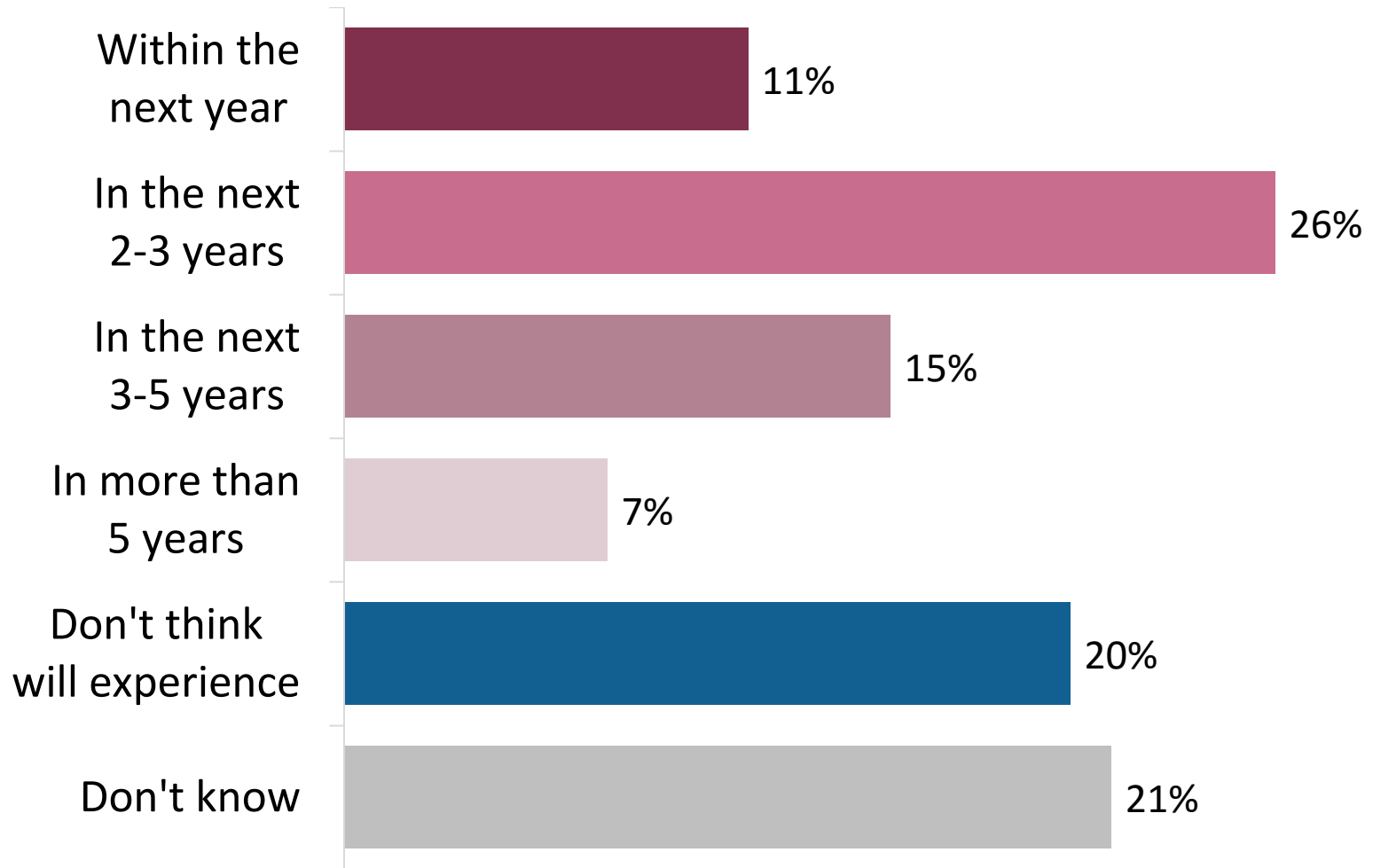


*How do you think the Bay Area economy will be doing **6 months from now**?*

*How would you say you and your household will be doing financially 6 months from now?*

# Expectation of Economic Downturn

*Over one third anticipate a downturn within the next 1-3 years.*



*When do you think the Bay Area will experience a significant economic downturn?*

# Expectation of Economic Downturn by Income

*Those who make the most are most likely to think the Bay Area will experience a downturn within the next year.*

■ Within the next year  
 ■ In the next 2-3 years  
 ■ In the next 3-5 years  
 ■ In more than 5 years  
 ■ Don't think will experience  
 ■ Don't know

Overall

11% 26% 15% 7% 20% 21%

HH Income <\$50k (20%)

11% 20% 12% 5% 24% 28%

\$50k-\$100k (32%)

11% 26% 15% 8% 21% 19%

\$100k-\$150k+ (21%)

9% 29% 18% 10% 20% 14%

\$150k+ (16%)

14% 28% 17% 8% 18% 14%

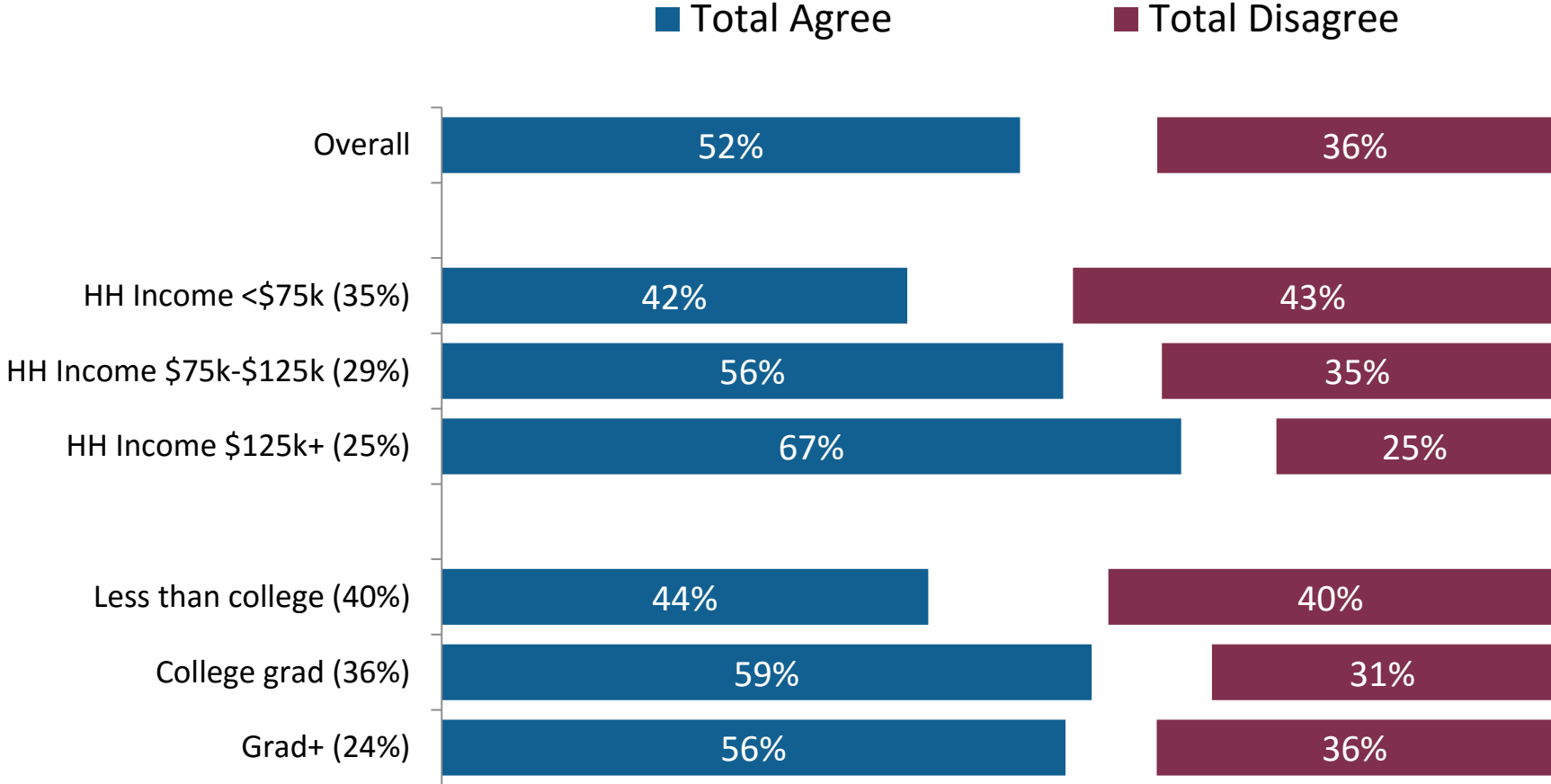


*When do you think the Bay Area will experience a significant economic downturn?*

# Satisfaction with Job Options by Income and Education

*Satisfaction with job options is somewhat predicted by income as well as education, though there may be a ceiling for those with advanced degrees.*

***I am satisfied with the job opportunities available to me.***



# Contacts

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