

Results of SurveyUSA News Poll #20325

Geography: City of San Francisco

Data Collected: 02/28/2013 - 03/03/2013

Release Date: 03/04/2013

Percentages

Cell-phone and home-phone respondents included in this research: SurveyUSA interviewed 500 San Francisco CA adults 02/28/13 through 03/03/13 using blended sample, mixed-mode. Respondents reachable on a home telephone (67% of adults) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents unreachable on a home telephone (33% of adults) were shown a questionnaire on their smartphone, laptop, tablet, or other electronic device.

1 Do you approve or disapprove of the job Ed Lee is doing as Mayor?

500 Adults	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Party Affiliation			Ideology			Education			Income		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Cell Ph	Landlin	Republi	Democr	Indepe	Conser	Moder	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K
Credibility Interval: +/-4.4 pct points																											
Approve	61%	63%	58%	63%	60%	60%	58%	62%	59%	60%	48%	50%	68%	69%	57%	70%	60%	59%	63%	58%	63%	63%	65%	59%	61%	59%	64%
Disapprove	24%	26%	21%	20%	23%	26%	30%	21%	28%	25%	30%	39%	14%	13%	29%	24%	25%	21%	28%	25%	22%	15%	23%	25%	20%	25%	24%
Not Sure	16%	11%	21%	17%	17%	14%	12%	17%	13%	15%	21%	11%	18%	19%	14%	7%	15%	20%	9%	16%	15%	22%	12%	16%	19%	15%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	51%	49%	38%	28%	18%	16%	66%	34%	47%	7%	13%	33%	33%	67%	11%	59%	26%	12%	46%	36%	8%	26%	65%	27%	27%	46%

2 Is San Francisco headed in the right direction? Or is it off on the wrong track?

500 Adults	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Party Affiliation			Ideology			Education			Income		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Cell Ph	Landlin	Republi	Democr	Indepe	Conser	Moder	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K
Credibility Interval: +/-4.4 pct points																											
Right Direction	59%	59%	59%	65%	59%	59%	46%	62%	53%	58%	48%	50%	66%	72%	53%	49%	60%	61%	55%	58%	63%	50%	60%	60%	53%	55%	66%
Wrong Track	28%	31%	26%	25%	29%	29%	36%	27%	32%	28%	41%	37%	23%	19%	33%	40%	26%	28%	44%	31%	22%	34%	26%	29%	30%	33%	24%
Not Sure	13%	10%	16%	10%	12%	12%	18%	11%	15%	14%	11%	13%	11%	9%	14%	11%	13%	11%	1%	11%	16%	16%	14%	11%	17%	12%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	51%	49%	38%	28%	18%	16%	66%	34%	47%	7%	13%	33%	33%	67%	11%	59%	26%	12%	46%	36%	8%	26%	65%	27%	27%	46%

3 Is the quality of life in San Francisco getting better? Getting worse? Or staying about the same?

500 Adults	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Party Affiliation			Ideology			Education			Income		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Cell Ph	Landlin	Republi	Democr	Indepe	Conser	Moder	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K
Credibility Interval: +/-4.5 pct points																											
Getting Better	25%	28%	21%	29%	27%	23%	12%	28%	18%	24%	25%	21%	27%	32%	21%	20%	26%	25%	37%	24%	24%	27%	21%	25%	23%	27%	25%
Getting Worse	31%	31%	31%	25%	29%	38%	39%	27%	39%	31%	43%	33%	26%	22%	35%	38%	31%	26%	38%	32%	27%	32%	26%	33%	28%	29%	32%
Staying The Same	44%	40%	47%	46%	42%	38%	49%	44%	43%	44%	32%	45%	45%	45%	43%	42%	41%	49%	25%	44%	47%	40%	51%	42%	48%	45%	42%
Not Sure	1%	1%	1%	1%	2%	0%	0%	1%	0%	1%	0%	1%	2%	1%	1%	0%	1%	0%	0%	0%	2%	1%	2%	0%	1%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	51%	49%	38%	28%	18%	16%	66%	34%	47%	7%	13%	33%	33%	67%	11%	59%	26%	12%	46%	36%	8%	26%	65%	27%	27%	46%

