



SAN FRANCISCO
CHAMBER OF COMMERCE

2011 CityBeat Poll Results

San Franciscans are optimistic about the future but remain concerned about jobs, the economy and the fiscal health of the city. As San Francisco continues to move towards lasting economic recovery, voters support economic development incentives to create jobs and boost tourism, are confused about rank choice voting and strongly support reforms to the city's pension system.

San Franciscans' sense of confidence in their city is on the rise

San Francisco is going

	2010	2011
In the right direction	29%	44%
In the wrong direction	51%	32%
Don't know	20%	24%

Overall ranking of the quality of life in San Francisco

	2010	2011
Better	9%	15%
Worse	47%	34%
Stayed the Same	42%	49%
Don't Know	2%	2%

Major issues facing San Francisco

	2010	2011
Homelessness and panhandling	28%	32%
Jobs and the economy	29%	26%
The city budget	26%	21%
Education	25%	21%
Muni and public transportation	26%	17%
Cleanliness of streets and parks	14%	13%
Crime, drugs and gangs	15%	12%
Home ownership and cost of home	14%	11%

Service Performance

	2010 Better/Worse	2011 Better/Worse
Traffic congestion on city streets	11/49	9/46
MUNI service	13/57	15/44
Crime	18/40	17/34
Parking	6/61	4/61
Public education	8/55	9/49
The local economy	6/84	12/63
Homelessness	11/50	13/46
Availability of housing for people like you	17/41	15/37
Efficiency of city government	10/47	11/36
Quality of life in your neighborhood	24/23	28/17

Economic Development Incentives	Support	Oppose
Six-year payroll tax exemption for businesses creating new jobs in the Mid-Market Street area	70%	19%
Two-year payroll tax exemption for businesses creating new jobs anywhere in the city	55%	34%
Investing city funds in tourism infrastructure such as an arena, expanding Moscone Convention Center, waterfront improvements for the America's Cup and promoting the city as a tourism destination	78%	16%
Voters believe tourism is important to the city's economy	Important 98%	Not Important 1%
Tax and Fee Increases	Support	Oppose
A \$3 fee on those who drive into downtown in order to reduce congestion and fund transportation improvements	19%	78%
Restoring the annual vehicle license fee on all cars and trucks registered in San Francisco to 2% of vehicle value	47%	43%
Government Reform	Support	Oppose
Voters strongly support changing the city pension plan for new city employees from a guaranteed benefit to a defined contribution system	67%	21%
Voters support the Recreation and Park department's efforts to offset budget cuts by increasing earned revenues	58%	23%
Rank Choice vs. Runoff Voting		
Voters prefer runoff elections over ranked choice voting when no candidate receives 50% of the vote		
Prefer runoff elections	52%	
Prefer Ranked Choice Voting	42%	
Don't know	6%	
Voters are unsure whether or not their vote is counted in an election that uses ranked choice voting in which the voter's first, second and third choice candidates are all eliminated		
Believe their vote is counted	29%	
Believe their vote is not counted	15%	
Are unsure	55%	

The CityBeat Poll was conducted among 500 San Francisco voters in February 2011 by David Binder Research for the San Francisco Chamber of Commerce.