

# CityBeat Poll 2012 Results



SAN FRANCISCO  
CHAMBER OF COMMERCE



San Franciscans are optimistic about the future but remain concerned about homelessness and panhandling, the economy and public education. As the city’s economy continues to recover, voters support payroll tax reforms to incentivize job growth and oppose increases to taxes and fees. A growing number of voters would prefer runoff elections to Ranked Choice Voting.

## Here’s what San Francisco voters have to say:

### San Francisco is going...

	2012	2011	2010
In the right direction	58%	44%	29%
In the wrong direction	25%	32%	51%
Don’t know	17%	24%	20%

### Quality of life in San Francisco is getting...

	2012	2011	2010
Better	17%	15%	9%
Worse	28%	34%	47%
Stayed the same	53%	49%	42%
Don’t know	2%	2%	2%

### The major issues facing San Francisco are...

	2012	2011
Homelessness and panhandling	27%	32%
Jobs and the economy	24%	26%
Education	20%	21%
Muni and public transportation	13%	17%
Crime, drugs and gangs	12%	12%
The city budget	10%	21%

### City services and quality of life are getting...

	2012 Better   Worse	2011 Better   Worse
The local economy	26   45	12   63
Homelessness	9   54	13   46
Traffic congestion on city streets	6   52	9   46
Public education	14   38	9   49
MUNI service	20   34	15   44
Availability of housing for people like you	11   42	15   37
Parking	4   65	4   61
Crime	20   33	17   34
Efficiency of city government	12   32	11   36
Quality of life in your neighborhood	33   15	28   17

**Elected officials and public servants are viewed...**

	<b>2012</b> Favorable   Unfavorable	<b>2011</b> Favorable   Unfavorable
Mayor Edwin M. Lee	68   16	56   3
San Francisco Board of Supervisors	45   33	45   35
The MUNI system	49   40	39   47
The San Francisco Police Department	72   18	73   16
The San Francisco Unified School District	45   33	43   36

**Tax Reforms**

	<b>Support</b>	<b>Oppose</b>
Payroll tax exemption for businesses creating new jobs anywhere in the city	61%	31%
Payroll tax decrease from 1.5% to 1%, making up the difference with other revenue	57%	29%
Elimination of the payroll tax, replacing lost revenue with higher license fees and taxes on businesses	25%	58%

**Tax and Fee Increases**

	<b>Support</b>	<b>Oppose</b>
A \$3 fee on those who drive in/out of downtown during commute hours	23%	75%
An increase in the parking tax from 25% to 30%	29%	60%
A one-half percent increase in the city sales tax	40%	58%
A 7% residential utility tax	15%	81%
A new tax on commercial rents	36%	53%
Restoring the Vehicle License Fee (VLF) to 2% of vehicle value	41%	53%
Increasing the business license fee to \$100 to \$7,500 annually, depending on the size of the business	34%	55%

**Ranked Choice vs. Runoff Voting**

	<b>2012</b>	<b>2011</b>
Voters prefer runoff elections over ranked choice voting when no candidate receives 50% of the vote		
Prefer runoff elections	58%	52%
Prefer Ranked Choice Voting	31%	42%
Don't know	10%	6%
Refuse	1%	0%

*The CityBeat Poll was conducted among 500 San Francisco voters in February 2012 by David Binder Research for the San Francisco Chamber of Commerce.*