



2019 Bay Area Council Poll Overall Mood

*All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100%*

Do you feel things in the Bay Area are going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Right direction	57	55	40	42	25	23
Wrong track	27	28	40	42	55	57
Don't know	16	17	20	17	20	20

What is the most important problem facing the Bay Area today? **(MULTIPLE RESPONSES ACCEPTED, TOTAL EXCEEDS 100%)**

	<u>2015ⁱ</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Housing/Housing Costs/Housing Availability	18	31	28	42	43
Traffic/Congestion	10	17	13	18	21
Poverty/Homelessness	3	5	8	14	20
Cost of Living	7	9	8	12	10
Development/Overpopulation	6	5	7	6	6
Transportation	3	2	3	4	5
Income Inequality	2	2	2	3	5
Government/Budget	3	1	4	5	5
Crime/Safety	10	7	3	6	4
Roads/Condition of roads*	-	-	-	2	4
Taxes – Too high/Too many/Misappropriated*	-	-	-	2	3
Immigration/illegal immigrants/sanctuary cities*	-	-	3	5	3
Gentrification	-	-	2	3	3
Jobs/Economy	6	4	2	2	2
Education	2	1	1	2	2
Infrastructure/Lack of Infrastructure*	-	-	-	2	2
Environment	2	1	1	1	2
President Trump/Trump Administration	-	-	5	0	1
Drought/Water Shortage	28	4	0	1	0
Other	3	9	4	6	8
Don't Know/Nothing	4	1	4	1	0

ⁱ Multiple responses accepted in 2015 and 2018

*Not coded in previous years

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

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Much better	9	9	4	7	8	6
Somewhat better	44	37	31	24	26	19
The same	35	40	48	50	42	50
Somewhat worse	7	9	13	10	12	13
Much worse	1	2	2	2	5	4
Don't know	3	3	3	7	7	8

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

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Much better	8	7	4	5	6	5
Somewhat better	42	32	23	19	19	16
The same	35	44	49	39	44	45
Somewhat worse	8	10	17	21	17	18
Much worse	1	2	4	6	6	6
Don't know	5	4	4	11	9	10

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

	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Much better	4	5	6	5
Somewhat better	21	20	19	18
The same	53	55	52	54
Somewhat worse	16	16	17	16
Much worse	5	3	5	6
Don't know	1	0	1	0

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

	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Much better	5	6	6	6
Somewhat better	24	23	20	21
The same	54	51	52	51
Somewhat worse	10	12	13	13
Much worse	3	4	5	5
Don't know	4	5	4	4

How would you complete the following sentence? "I live in the Bay Area because _____ AND _____" **(MULTIPLE RESPONSES ACCEPTED, TOTAL EXCEEDS 100%)**

Family	30
Work/my/my family's job	25
Weather/climate	20
I was born/raised here	18
Location/I like it here	11
Good job opportunities/good paying jobs	8
My home/been here a long time/invested in the community	8
Diversity	7
It is beautiful/scenery	6
Opportunities/lots of things to do/see	5
Culture/culturally diverse	5
School/educational opportunities	5
Friends	4
Liberal thinking/progressive politics	4
I have to stay	3
I own a house	3
Access to nature/outdoor activities	2
People/friendly people	2
Access/everything is easily accessible	2
Not ready to move yet/will be moving	2
Tech environment/good jobs in tech	2
Lifestyle/quality of life	2
I can't afford to move	2
Tolerant/accepting of all people/races/LGBT	2
Other	11
Nothing/Don't know	1

Do you agree or disagree with the following statement: Even with its challenges, the Bay Area is still the best place on earth to live.

Strongly agree	15	→ 57
Somewhat agree	42	
Somewhat disagree	21	→ 39
Strongly disagree	19	
Don't know	3	

Do you agree or disagree with the following statements?

SCALE:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	(Don't know)	Total Agree	Total Disagree
The Bay Area...							
(RANDOMIZE)							
Is a good place to live	25	49	17	9	0	74	25
Is a good place to raise a family	15	40	23	17	5	55	40
Is a center of innovation	46	43	6	3	3	89	8
Is important to the U.S. economy	56	34	4	2	4	90	6
Is important to the world economy	49	36	6	2	6	85	8
Has good job opportunities	33	48	11	4	3	82	16
Is affordable	1	2	13	83	1	3	96
Has good opportunities for education	31	43	14	9	3	74	23
Is a good place to do business	25	44	15	8	8	69	23
Provides unique cultural experiences for those who live here	44	43	8	4	2	87	12
Has a good transportation system	7	30	28	34	1	37	62
Has good housing options	1	8	23	67	1	9	90
Is a safe place to live	12	51	24	13	1	63	36

(END RANDOMIZE)

Do you agree or disagree with the following statement: I am likely to move out of the Bay Area in the next few years.

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	(Don't know)	Total Agree	Total Disagree
<u>2019</u>	24	25	16	24	11	49	40
<u>2018</u>	26	20	15	28	11	46	42
<u>2017</u>	19	21	16	30	14	40	46
<u>2016</u>	13	21	23	31	12	34	54

(IF AGREE LIKELY TO MOVE; n=488) You mentioned you may be likely to move out of the Bay Area in the next few years. Why do you say that? **(MULTIPLE RESPONSES ACCEPTED, TOTAL EXCEEDS 100%)**

	<u>2018</u>	<u>2019</u>
Cost of Living	45	51
Housing/Rent Costs	27	22
Too many taxes/Misappropriated	9	11
Traffic/Congestion	9	10
Crime/Safety	2	8
Too liberal	1	8
Development/Overpopulation	9	7
Change of career/new job/retiring	5	6
Want to live somewhere else/try new places*	-	6
Jobs/Economy	4	6
Government/Budget	5	5
Homelessness	2	4
School/college*	-	4
Diminishing quality of life	4	4
Poor environment to raise a family here*	-	4
Time to move/Becoming less desirable to live here	4	3
Housing Availability	2	3
To be closer to family	2	3
Immigration/illegal immigrants/sanctuary cities	3	3
Other Housing	2	2
Income inequality	3	0
Other	9	10
Don't Know/Nothing	2	-

*Not coded in previous years

Approximately what percentage of your household income do you spend on housing?

	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
15% or less	17	13	14	13
20%	10	10	10	8
25%	9	9	10	9
30%	13	10	10	8
35%	9	9	8	8
40%	-	8	8	8
45%	8	5	4	5
50%	9	8	9	10
55%	3	3	3	4
60% or more	9	11	9	11
Don't know/Prefer not to respond	13	15	15	15

Are you...?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Male	47	47	50	49	48	47
Female	53	53	50	49	48	48
ⁱⁱ Non-binary	-	-	-	-	1	1
Prefer not to respond	-	-	-	3	4	4

What is the last grade you completed in school?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Some grade school	0	1	1	-	0	0
Some high school	0	1	1	1	1	0
Graduated high school	6	8	6	5	6	5
Technical/Vocational	4	3	4	4	3	3
Some College/Less than 4 year degree	30	28	27	21	23	25
Graduated college/Bachelor's degree/BA	34	36	36	38	35	35
Graduate/Professional/Master's degree/PhD	25	23	24	29	30	30
Prefer not to respond	0	1	1	2	2	2

ⁱⁱ Previous versions of this survey did not include "Non-binary" as an option

Do you have children under the age of 18 living in your home?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Yes	21	27	23	29	26	27
No	78	71	76	69	71	70
Prefer not to respond	2	1	1	2	3	3

How would you describe the area where you live?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Urban	38	34	35	37	36	35
Suburban	57	59	59	55	54	59
Rural	4	4	5	6	6	3
Prefer not to respond	2	2	1	2	3	3

About how long have you lived in the Bay Area?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Less than 2 years	3	4	4	6	3	5
2-5 years	7	8	9	11	10	11
6-10 years	8	9	8	9	10	9
11-20 years	14	18	14	18	17	17
More than 20 years	66	60	64	54	58	58
Prefer not to respond	1	1	1	1	2	1

In what year were you born? (YEARS CODED INTO CATEGORIES)

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
18-29	21	21	21	18	16	16
30-39	19	20	20	17	16	18
40-49	20	20	20	16	14	17
50-64	25	25	24	27	26	23
65+/ Refused	14	14	15	22	28	26

Do you consider yourself to be Hispanic or Latino?

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Yes	23	23	13	14	13
No	76	76	85	80	81
Prefer not to respond	1	1	2	6	6

Do you consider yourself to be:

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
White or Caucasian	57	54	55	62	58	58
Black or African American	7	7	6	3	3	4
Chinese	13	12	14	6	5	6
Vietnamese	1	3	1	1	1	1
Filipino or Pacific Islander	3	3	3	3	4	4
South Indian, Asian Indian, Pakistani or Afghan	3	3	3	3	3	3
Another Asian group	4	3	4	2	3	2
Native American	1	1	1	2	1	2
Biracial or Multiracial	4	3	4	6	4	4
Other	5	8	6	6	7	6
Prefer not to respond	2	2	3	7	10	10

What was your total household income before taxes for 2018?

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Less than \$25,000	5	9	8	7	7	6
\$25,001-\$50,000	14	12	11	11	10	10
\$50,001-\$75,000	17	17	15	11	10	11
\$75,001-\$100,000	16	18	17	10	10	11
\$100,001-\$125,000	14	10	12	10	10	8
\$125,001-\$150,000	8	8	9	8	9	9
More than \$150,000	17	14	16	26	26	28
Prefer not to respond	10	12	11	17	19	18

In what county do you live? (Insert drop-down list, terminate if "Other")

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Alameda	21	21	21	22	22	22
Contra Costa	14	14	14	15	15	15
Marin	4	4	3	4	4	4
Napa	2	2	2	2	2	2
San Francisco	13	13	12	13	12	12
San Mateo	10	10	10	10	10	10
Santa Clara	24	23	25	21	22	22
Solano	6	6	6	6	6	6
Sonoma	7	7	7	7	7	7

Methodology

This study was completed among a random sample of registered voters who responded to an email invitation to complete the survey. Demographics including age, gender and ethnicity are representative of registered voters in the 9-County Bay Area. The survey was conducted March 6 – 18, 2019, and had 1,000 respondents. Previous polls were conducted in 2014, 2015, 2016 (residents of the Bay Area), 2017, and 2018 (registered voters).