



2017 San Francisco City Survey

A biennial survey of
San Francisco residents



May 9, 2017

Office of the Controller
City Performance

About City Performance

The **City Services Auditor (CSA)** was created in the Office of the Controller through an amendment to the San Francisco City Charter that was approved by voters in November 2003.

Within CSA, City Performance ensures the City's financial integrity and promotes efficient, effective, and accountable government.

City Performance Goals:

- City departments make transparent, data-driven decisions in policy development and operational management.
- City departments align programming with resources for greater efficiency and impact.
- City departments have the tools they need to innovate, test, and learn.

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Visit us at <http://www.sfgov.org/citysurvey>.

Executive Summary

Every two years, the City of San Francisco surveys its residents to objectively assess their use of and satisfaction with various city services.

Conducted by Corey, Canapary & Galanis, the 2017 City Survey has a sample size of 2,166, which is associated with a margin of sampling error of $\pm 2.1\%$ at the 95% confidence interval. This report reviews the results and key findings of the research. Visit www.sfgov.org/citysurvey to access additional City Survey content including dashboards, infographics, and the full data set of survey responses.

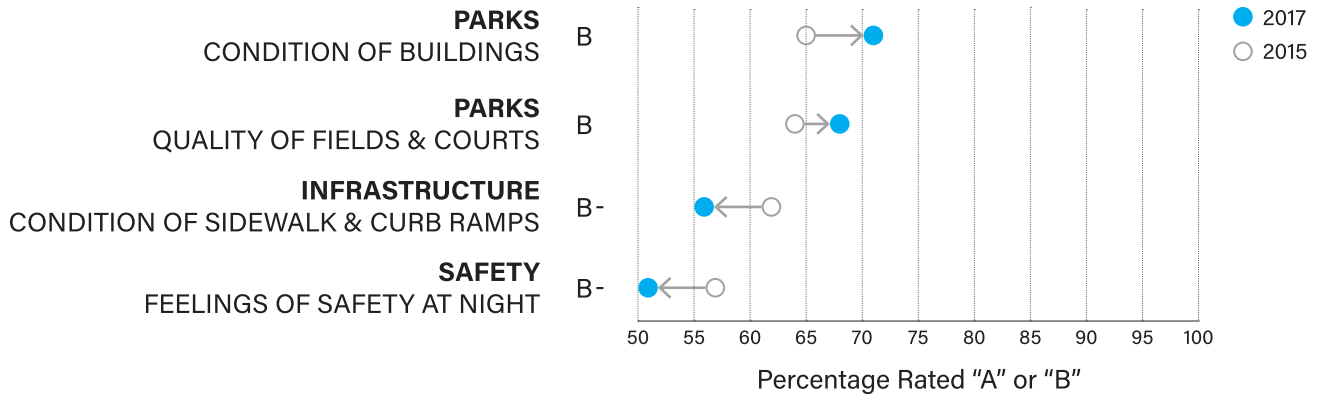
GOVERNMENT	B-
LIBRARIES	B+
SAFETY	B
PARKS	B
INFRASTRUCTURE	B
311 SERVICES	B
TRANSPORTATION	B-

Grades for City services remain largely unchanged from the previous survey in 2015; however, the grades for Safety and 311 both dropped from a "B+" to a "B".

Grades for city services remain largely unchanged from 2015.

The library system ("B+") received the highest ratings among city services with 89% of respondents rating the library system an "A" or "B", and 90% rating library staff assistance an "A" or "B." Conversely, Muni ("B-") received the lowest ratings in the 2017 survey, with only 34% of respondents rating crowding on Muni an "A" or "B" and 39% rating the cleanliness of Muni an "A" or "B".

PARK RATINGS ON THE RISE, WHILE FEELINGS OF SAFETY DECLINE

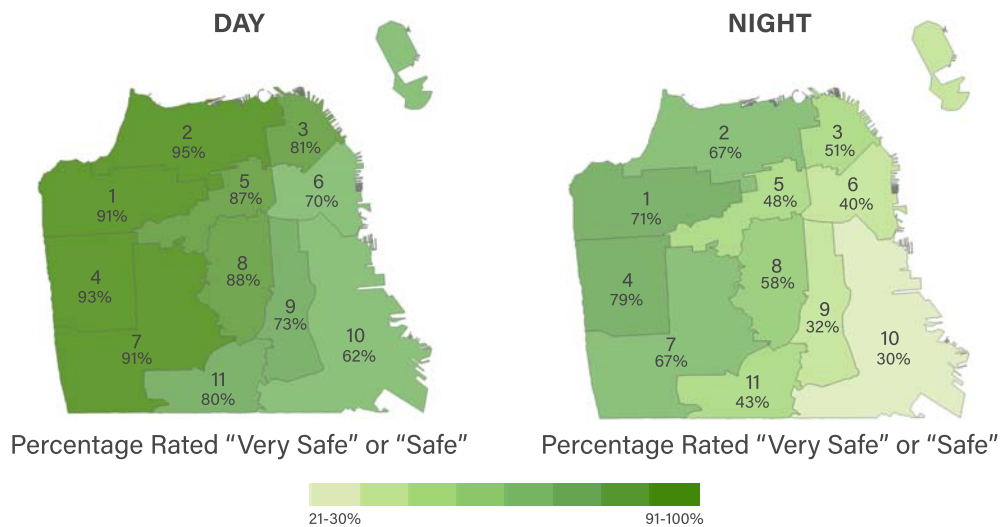


The City’s recreation and parks system saw the largest increase in year-over-year scores. The percentage of respondents rating the quality of athletic fields and courts an “A” or “B” increased four percentage points to 68%. In addition, the condition of recreation center and clubhouse buildings increased seven percentage points to 71%, though a slight wording change in the question may be partly responsible for the increase.

Meanwhile, residents’ ratings of the conditions of sidewalks in their neighborhood and their feelings of safety walking alone at night each dropped by six percentage points.

RESIDENTS IN THE SOUTHEAST FEEL THE LEAST SAFE

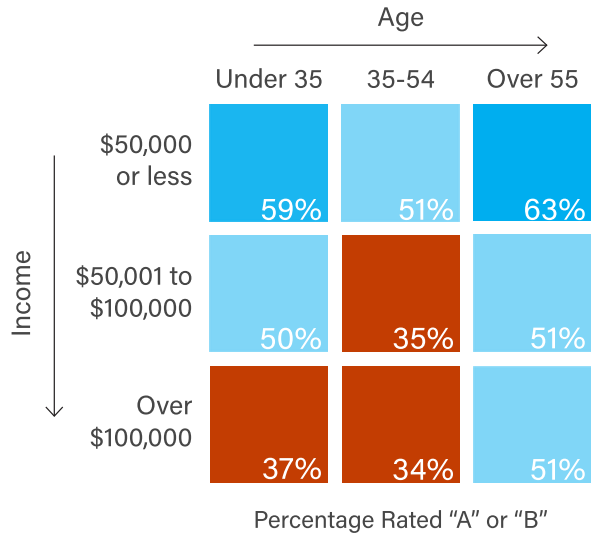
Residents in the Southeast (Districts 9, 10, and 11) and Central San Francisco (District 6) report feeling the least safe during the day and at night. Residents in District 4 (Sunset) are more than twice as likely (79%) to report feeling safe at night than residents in Districts 9 and 10.



While feelings of safety dropped citywide, residents in District 3 (North Beach/Chinatown) report the largest decrease. In 2017, 81% of District 3 residents report feeling very safe or safe while walking alone during the day, down from 92% in 2015; similarly, 51% report feeling very safe or safe while walking alone at night, down from 68% in 2015.

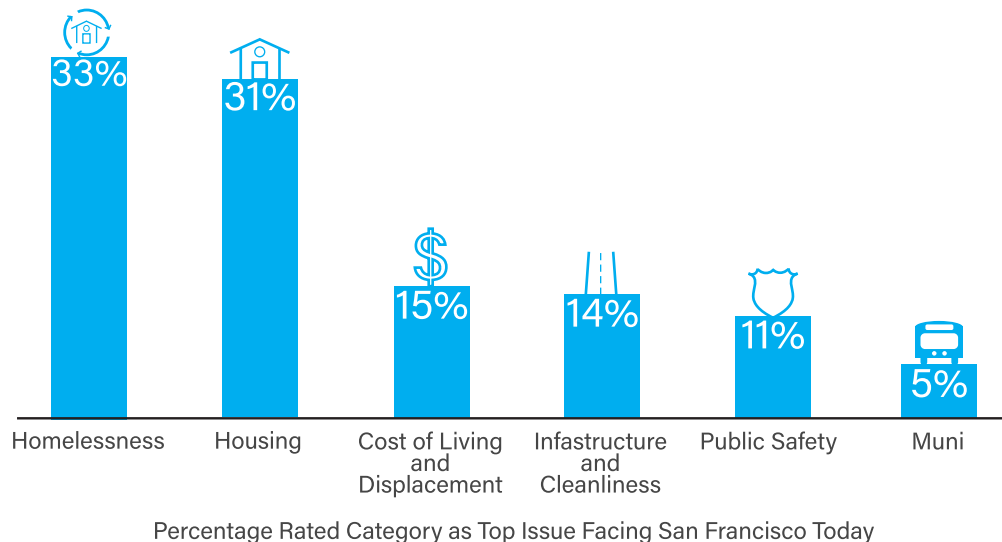
MUNI RATINGS VARY BY INCOME AND AGE

Older residents with lower incomes tend to rate Muni higher than younger, more affluent residents: 63% of respondents age 55 years and older with incomes under \$50,000 give Muni an “A” or “B” rating, whereas 34% of respondents age 35 to 54 with incomes over \$100,000 give Muni an “A” or “B” rating.



HOMELESSNESS AND HOUSING ARE TOP ISSUES

When asked to name the top issue facing the City, nearly two-thirds of respondents cited either homelessness (33%) or housing (31%). This issue ranking is consistent across every major demographic group and supervisorial district.



Respondents say the high number of homeless individuals and insufficient services are significant problems related to homelessness. Respondents who mentioned housing cited rising housing costs as a main concern.

Other issues commonly mentioned by respondents include the cost of living and displacement (15%), infrastructure and cleanliness (14%), concerns about public safety (11%), and Muni (5%).

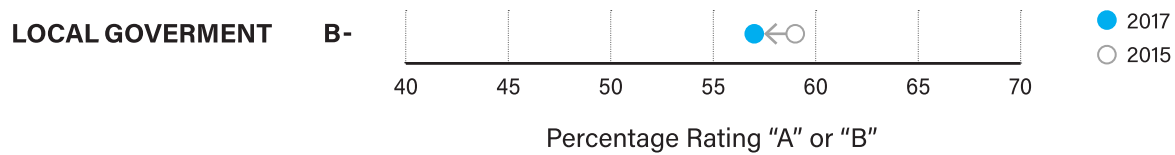
Table of Contents

Government.....	1
Safety.....	3
Transportation.....	5
Parks.....	8
Libraries.....	11
Infrastructure.....	14
311 Services.....	16
Appendices	
Appendix A: Methodology.....	17
Appendix B: Data Resources.....	20

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B- | Government

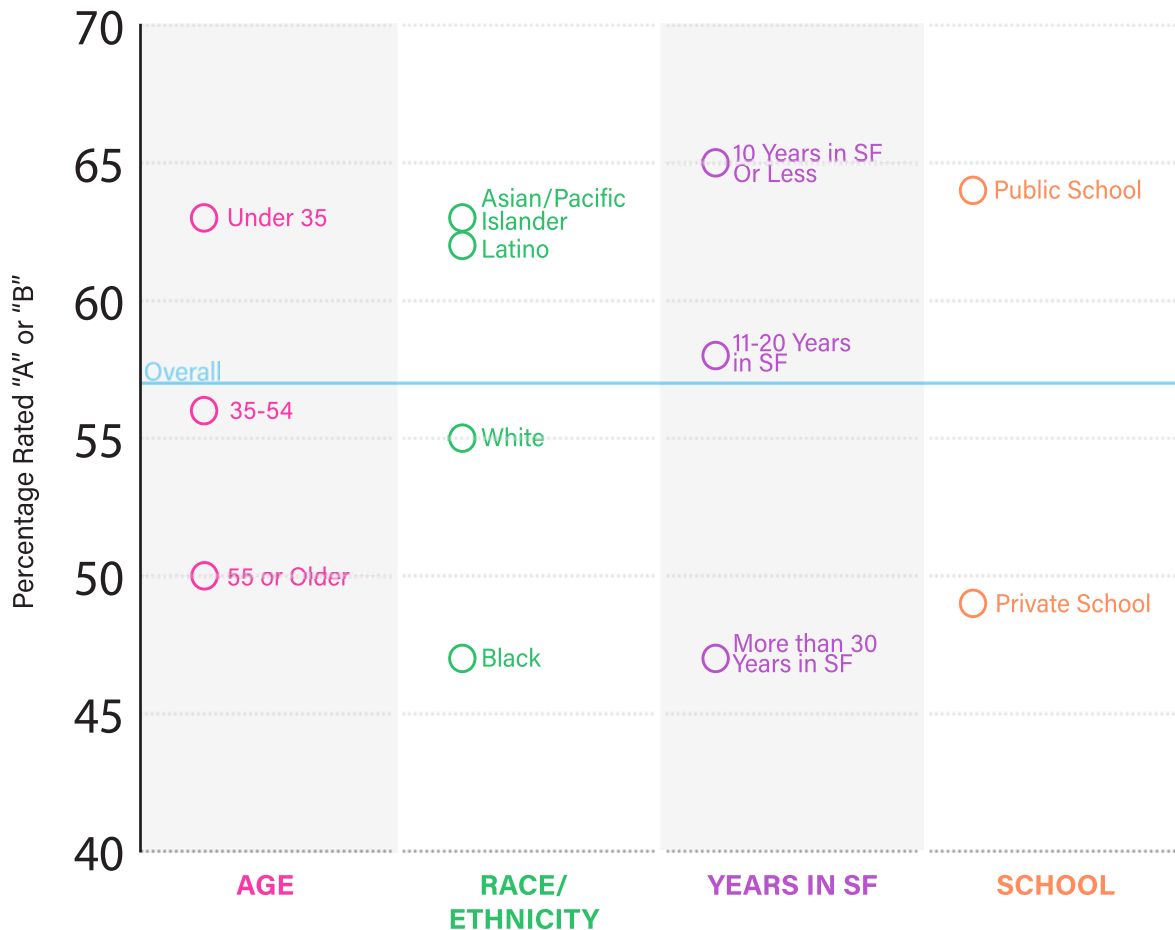
Residents rate local government’s ability to provide services a “B-” in 2017, the same grade as in 2015.



The percentage of respondents rating local government an “A” or “B” decreased slightly from 59% in 2015 to 57% in 2017. However, ratings of local government have increased significantly since City Survey began. In 2002, only 25% of residents rated local government an “A” or “B”. That figure has more than doubled to 57% in 2017.

NEWEST RESIDENTS OFFER GOVERNMENT HIGHEST RATINGS

Satisfaction with local government varies widely by demographic group. Latino (62%) and Asian/Pacific Islander (63%) respondents were more likely to rate local government an “A” or “B” than Black residents (47%).

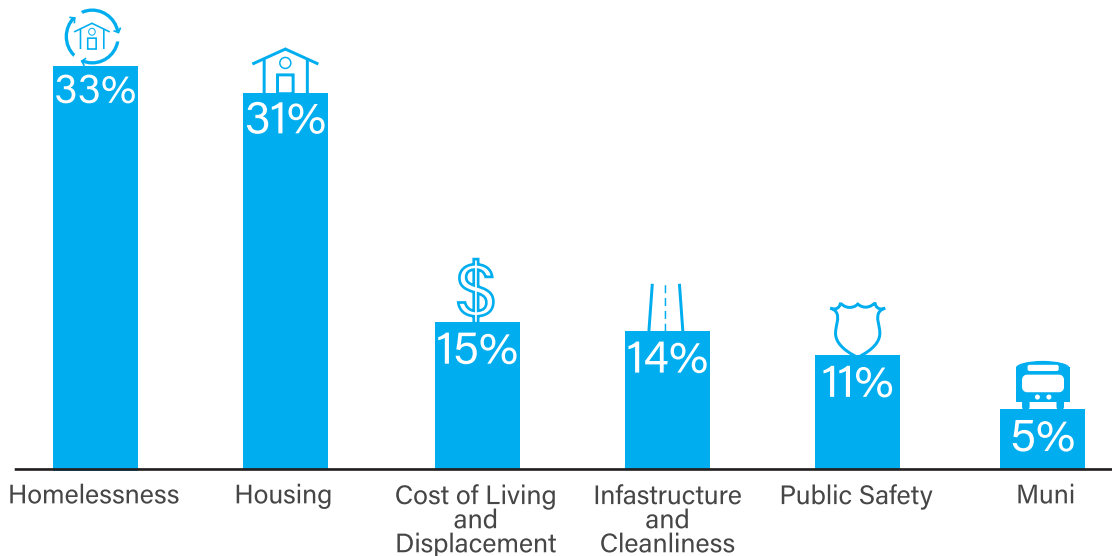


Additionally, 65% of respondents residing in San Francisco 10 years or less rate local government an “A” or “B”, while only 47% of respondents residing in the City more than 30 years rate local government an “A” or “B”. Residents under 35 are also more likely than those 55 and older to rate the local government an “A” or “B”.

Public or private school attendance affects ratings of satisfaction with local government. Sixty-four percent of parents with children in public school rate local government an “A” or “B,” but only 49% of parents with children in private school assign an “A” or “B” rating. Parents of children in private school may be dissatisfied with public education, which could be reflected in their relatively low rating of local government.

TWO TOP ISSUES ARE HOMELESSNESS AND HOUSING

When asked to name the top issue facing the City, nearly two-thirds of respondents cited either homelessness (33%) or housing (31%). This issue ranking is consistent across every major demographic group and supervisorial district.



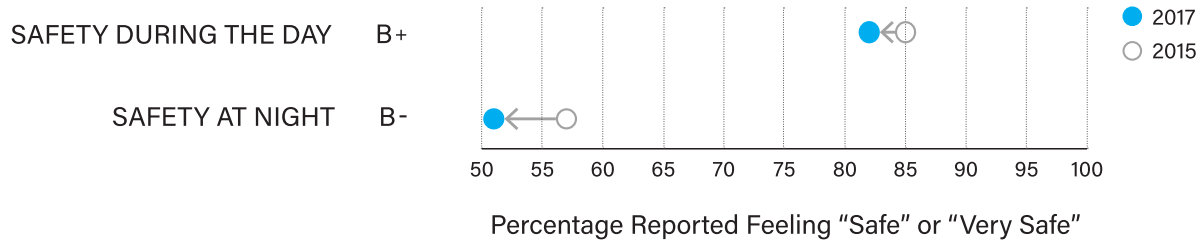
Percentage Rated Category as Top Issue Facing San Francisco Today

Respondents say the high number of homeless individuals and insufficient services are significant problems related to homelessness, while those who mentioned housing cited affordability and rising costs as main concerns.

Behind homelessness and housing, the third-most-mentioned issue for all but three districts was the cost of living and displacement. In Districts 6 (SOMA/Treasure Island) and 7 (Twin Peaks/Lake Merced), the third-most-mentioned issue was infrastructure and cleanliness, and in District 9 (Mission/Bernal Heights), it was public safety.

B | Safety

Most San Francisco residents (82%) report feeling safe or very safe when walking alone in their neighborhood during the day, but just over half (51%) report feeling safe or very safe when walking alone in their neighborhood at night.



Both feelings of safety during the day and at night have decreased slightly since 2015, when the percentage of respondents who felt safe or very safe was 85% and 57%, respectively.

Declines in feelings of safety resulted in the overall safety grade dropping from a “B+” in 2015 to a “B” in 2017, and the grade for feelings of safety during the day dropping from an “A-” to a “B+”. These are two of only four letter grade changes in the 2017 City Survey. Feelings of safety at night remained a “B-”.

FEELINGS OF SAFETY VARY BY INCOME AND RACE/ETHNICITY

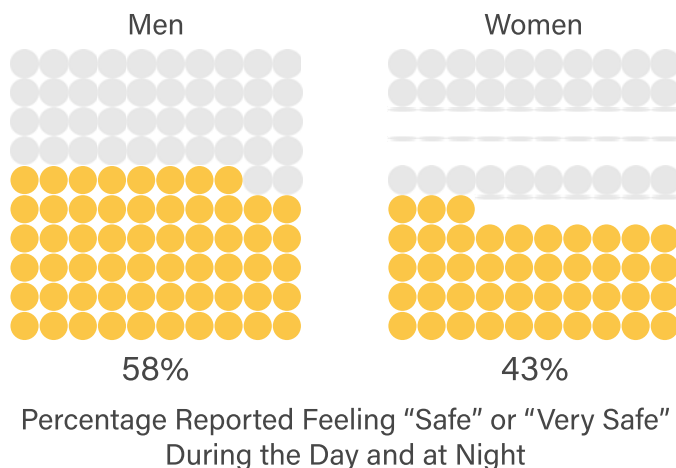
Residents of color are less likely to feel safe in their neighborhoods both during the day and at night compared to White residents. Consistent with the results in prior years, low income residents are also less likely to feel safe walking alone at all times.



Percentage Rated “Safe” or “Very Safe” During the Day and at Night

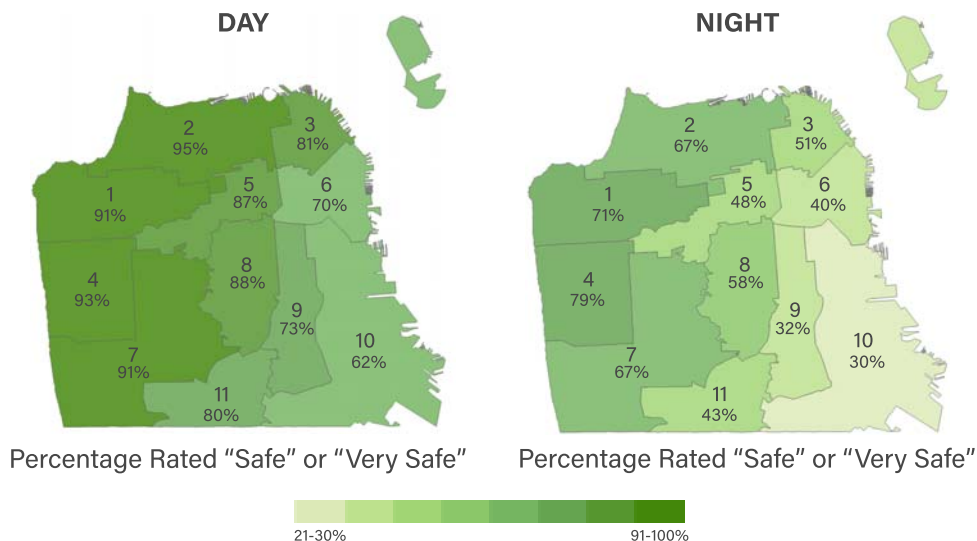
GENDER AFFECTS REPORTED FEELINGS OF SAFETY

Gender is another key factor in feelings of safety. In 2017, 58% of male respondents reported feeling safe or very safe both during the day and at night, whereas 43% of female respondents reported feeling safe or very safe both during the day and at night. This relationship is consistent with prior years.



RESIDENTS IN THE SOUTHEAST FEEL THE LEAST SAFE

Residents in the Southeast (Districts 9, 10, and 11) and Central San Francisco (District 6) report feeling the least safe during the day and at night.

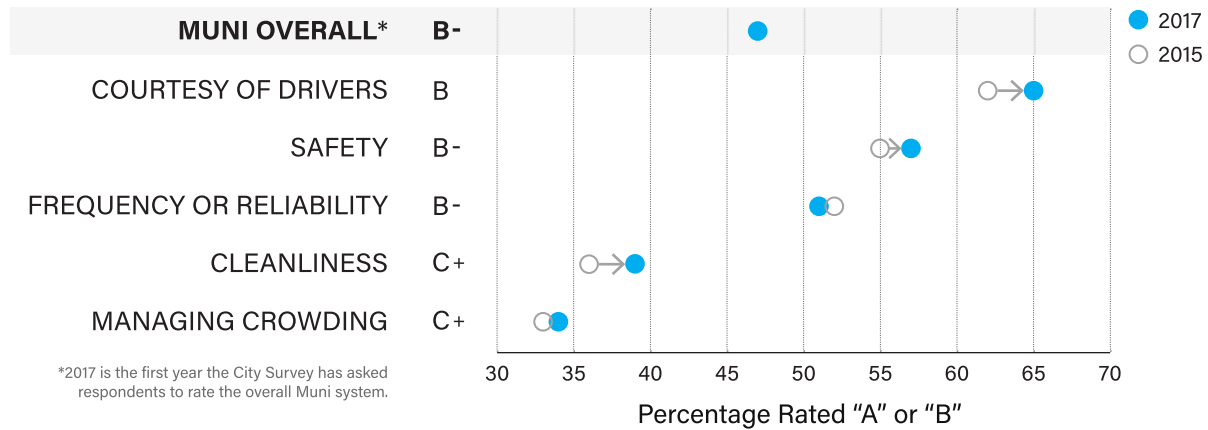


Residents in District 3 (North Beach/Chinatown) report the largest decrease in feelings of safety. In 2017, 81% of District 3 residents report feeling safe or very safe while walking alone during the day, down from 92% in 2015; similarly, 51% report feeling safe or very safe while walking alone at night in 2017, down from 68% in 2015.

Residents in District 9 (Mission/Bernal Heights) report the largest difference between feelings of safety during the day and at night. Seventy-three percent of District 9 respondents report feeling safe or very safe while walking alone during the day, but only 32% did so for feelings of safety at night.

B- | Transportation

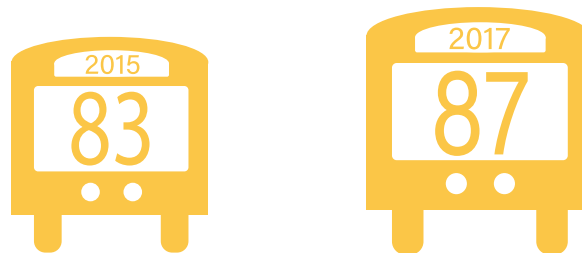
Overall, Muni received a grade of "B-" in 2017, which is consistent with prior years.



Four of the five Muni attributes received higher ratings in 2017 than in 2015, yet these increases were not substantial enough to change any letter grades.

Courtesy of drivers received the highest rating of the Muni attributes, with 65% of respondents giving an "A" or "B" rating.

THOSE WHO SAY THEY HAVE USED MUNI AT ALL IN THE PAST YEAR HAS INCREASED

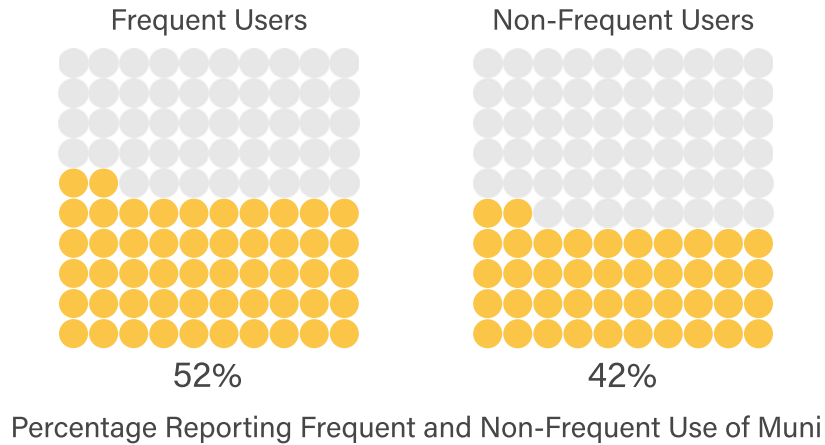


FROM 83% IN 2015 TO 87% IN 2017.

Of the 30 ratings in the 2017 City Survey, only three received a grade below a "B-". Two of these three ratings are related to Muni: cleanliness ("C+") and managing crowding ("C+"). Managing crowding received the lowest rating of the Muni attributes, and of the 30 ratings in the survey, with 34% of respondents assigning an "A" or "B" rating.

FREQUENT USERS GIVE MUNI HIGHER RATINGS

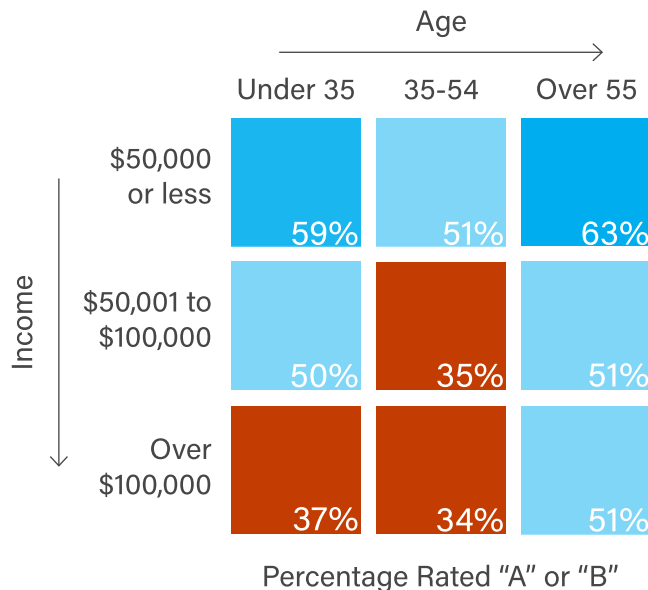
Those who use public transportation frequently (at least once a week) tend to rate Muni higher than those who do not use public transportation frequently — and higher than respondents overall.



Fifty-two percent of frequent public transportation users rated Muni an “A” or “B”, compared to 47% of respondents citywide and 42% of non-frequent public transportation users. This pattern of frequency and use corresponds with other results in the survey: frequent users of a service tend to rate the service higher than do non-frequent users.

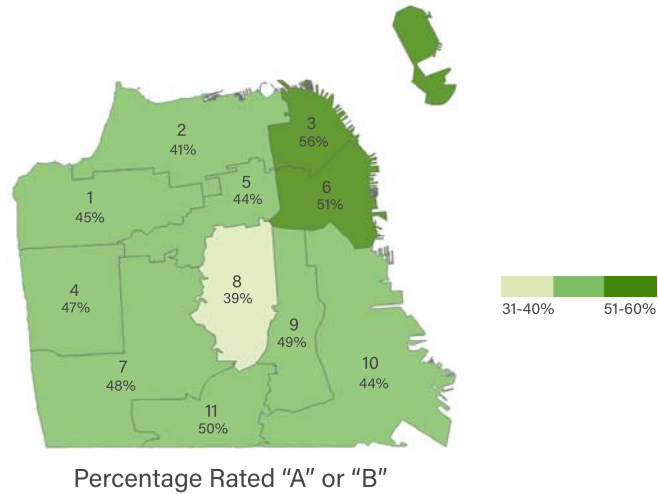
MUNI RATINGS VARY BY AGE AND INCOME

Older residents with lower incomes tend to rate Muni higher than younger, more affluent residents: 63% of respondents age 55 years and older with incomes under \$50,000 give Muni an “A” or “B” rating, whereas 34% of respondents age 35 to 54 with incomes over \$100,000 give Muni an “A” or “B” rating.



MUNI RATINGS HIGHEST IN DISTRICT 3, LOWEST IN DISTRICT 8

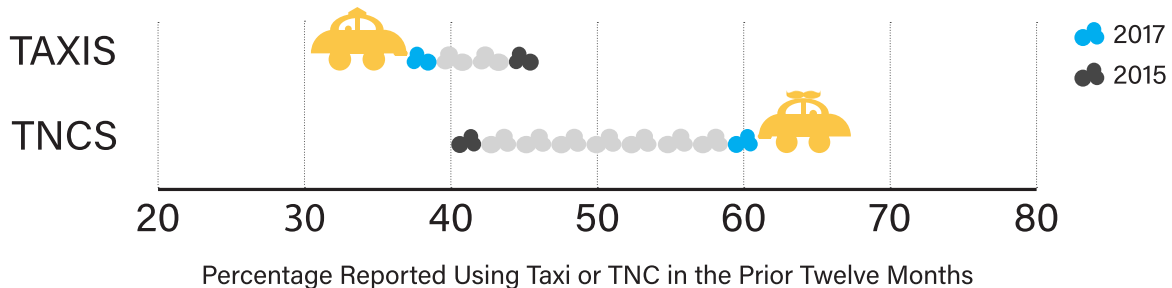
Residents in District 3 (North Beach/Chinatown) rate Muni the highest, with 56% of respondents giving an "A" or "B" rating, compared to 47% citywide.



Residents in District 8 (Castro/Noe Valley) give Muni the lowest rating, with 39% of respondents assigning an "A" or "B" rating. Residents in District 8 also give the lowest rating for frequency or reliability (40% rating "A" or "B" versus 51% citywide) and the second lowest for managing crowding (27% rating "A" or "B" versus 34% citywide).

USE OF TAXIS DECLINES, WHILE USE OF TNCS INCREASES

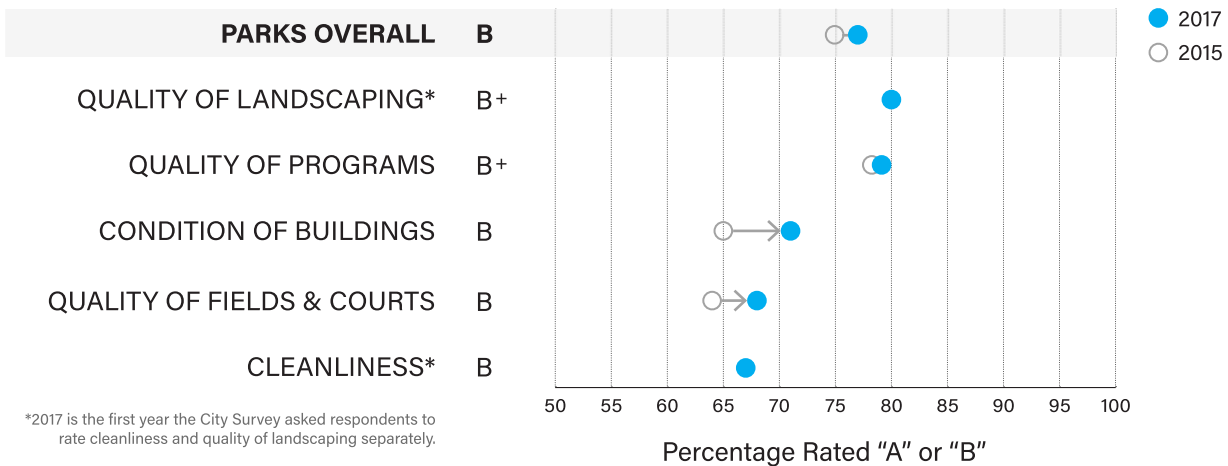
For the first time in City Survey history, respondents are more likely to report using Transportation Network Companies (TNCs), like Lyft and Uber, than taxis. In 2015, 41% of respondents reported using a TNC in the last year compared to 45% who reported using a taxi. That relationship flipped in 2017: 60% of respondents report using a TNC in the last year and 38% report using a taxi.



Residents of District 2 (Marina/Pacific Heights) and District 5 (Haight/Western Addition) are the most likely to have used TNCs in the past year: 74% and 71%, respectively, compared to 60% citywide.

B | Parks

Overall, the City’s recreation and park system (“Parks”) received a grade of “B” in 2017, which is consistent with prior years.



All park attributes received higher ratings in 2017 than in 2015, yet these increases were not substantial enough to change any letter grades.

The 2017 survey is the first time respondents were asked to rate the quality of landscaping and plantings separate from cleanliness. Combining these attributes into a single question may have previously concealed differences in ratings: in 2015, 75% of respondents rated the quality of landscaping, plantings, and cleanliness an “A” or “B”, while in 2017, 80% did so for the quality of landscaping and plantings and only 67% did so for cleanliness.

42%

of respondents
report visiting a City
park at least

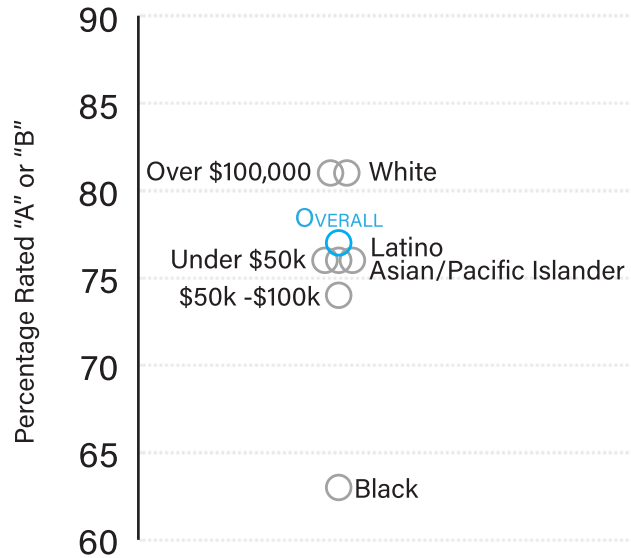
Once a Week

Residents continue to report high rates of park usage, with nearly 70% visiting a City park at least once per month and almost half (42%) visiting at least once per week.

Those who visit parks more frequently give higher ratings than those who visit parks less frequently. Seventy-eight percent of respondents who visit parks at least once per month give the Parks system an “A” or “B” rating, whereas 67% of respondents who visit less than once per month assign an “A” or “B” rating. This relationship remains consistent from 2015.

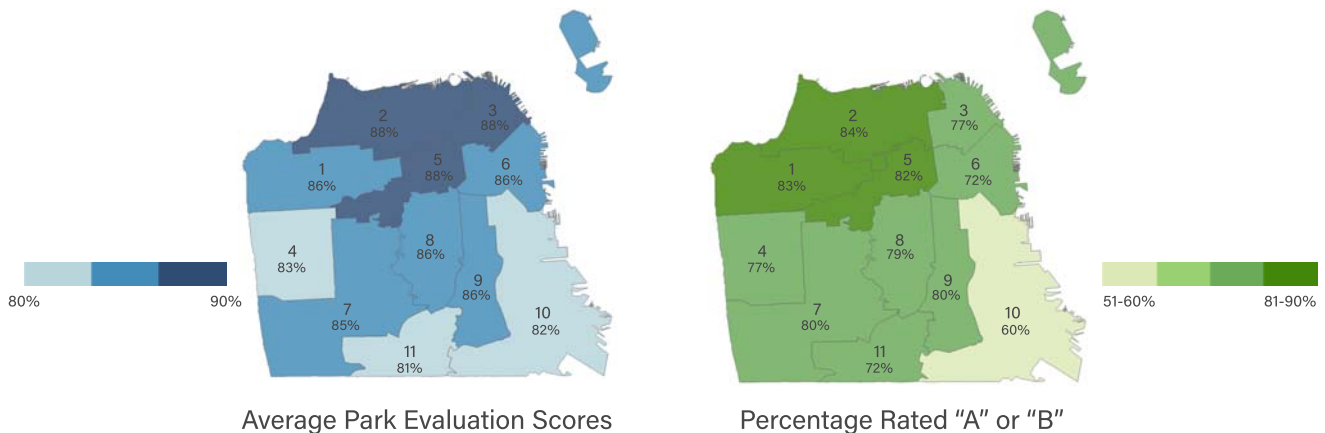
BLACK RESIDENTS REPORT LOWEST RATINGS FOR PARKS

Respondent satisfaction with the City's recreation and parks system varies by demographic group. Sixty-three percent of Black respondents rate the recreation and parks system an "A" or "B", compared to 81% of White respondents. Those with higher incomes tend to be more satisfied with the Parks system: 81% of respondents with incomes over \$100,000 assign an "A" or "B" rating.



NORTHWEST RESIDENTS GIVE PARKS HIGHEST RATINGS

Generally, residents in the northwest are most satisfied with the Parks system. Residents in District 1 (Richmond) and District 2 (Marina/Pacific Heights) rate the Parks system the highest, with 83% and 84% assigning a rating of "A" or "B", respectively. District 1 borders Golden Gate Park.



Residents in District 10 (Bayview/Hunters Point) give the lowest rating for Parks, with 60% of respondents assigning an "A" or "B" rating. This is a decrease from 69% in 2015.

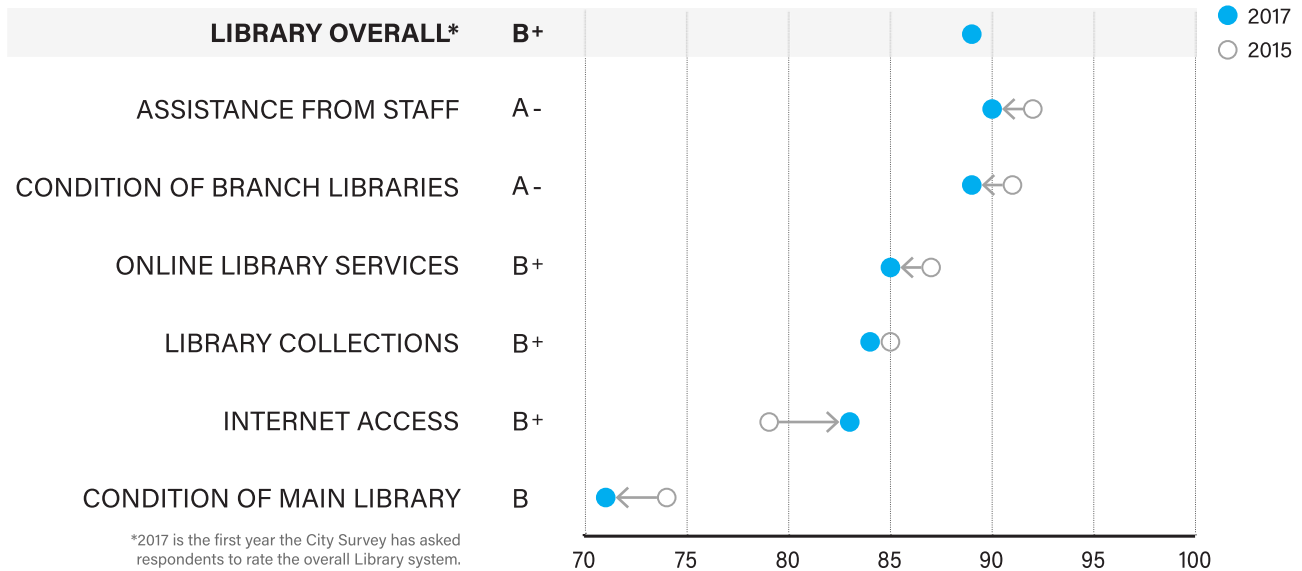
District ratings roughly correspond with Fiscal Year 2015-2016 Park Evaluation scores. District 10 and District 11 (Excelsior/Oceanview) have the lowest percentage of respondents who rated Parks an "A" or "B" and these districts received the lowest Park Evaluation scores. More information on park evaluation efforts can be found on the [Park Scores website](#).

CITIZENS VOTE TO DEVELOP EQUITY METRICS AND ZONES

In June 2016, voters approved a revision to the City Charter that directs the Recreation and Parks Department to define and measure data on the allocation of its services and resources in disadvantaged communities compared to the City as a whole. To meet this new mandate, the department conducted best practices research regarding the definition of disadvantaged communities, analyzed San Francisco demographic data, developed equity zones, and established 17 equity metrics. These metrics were adopted by the Recreation and Park Commission in October 2016 and are included in the department's five-year strategic plan to be tracked and reported. For more information on the department's equity metrics, view the official memo [here](#).

B+ | Libraries

Overall, the San Francisco Public Library system (“Library”) received a grade of “B+” in 2017, with 89% of respondents assigning an “A” or “B” rating.



All Library attributes aside from internet access received lower ratings in 2017 compared to 2015, yet none of these changes were substantial enough to shift any letter grades.

Of the 30 ratings in the 2017 City Survey, only two received a grade above a “B+”: Both of these ratings are related to the Library: assistance from Library staff (“A-”) and condition of neighborhood branch libraries (“A-”).

Two of the highest-rated attributes in the City Survey are related to the Library: Assistance from Staff and Condition of the Branches.

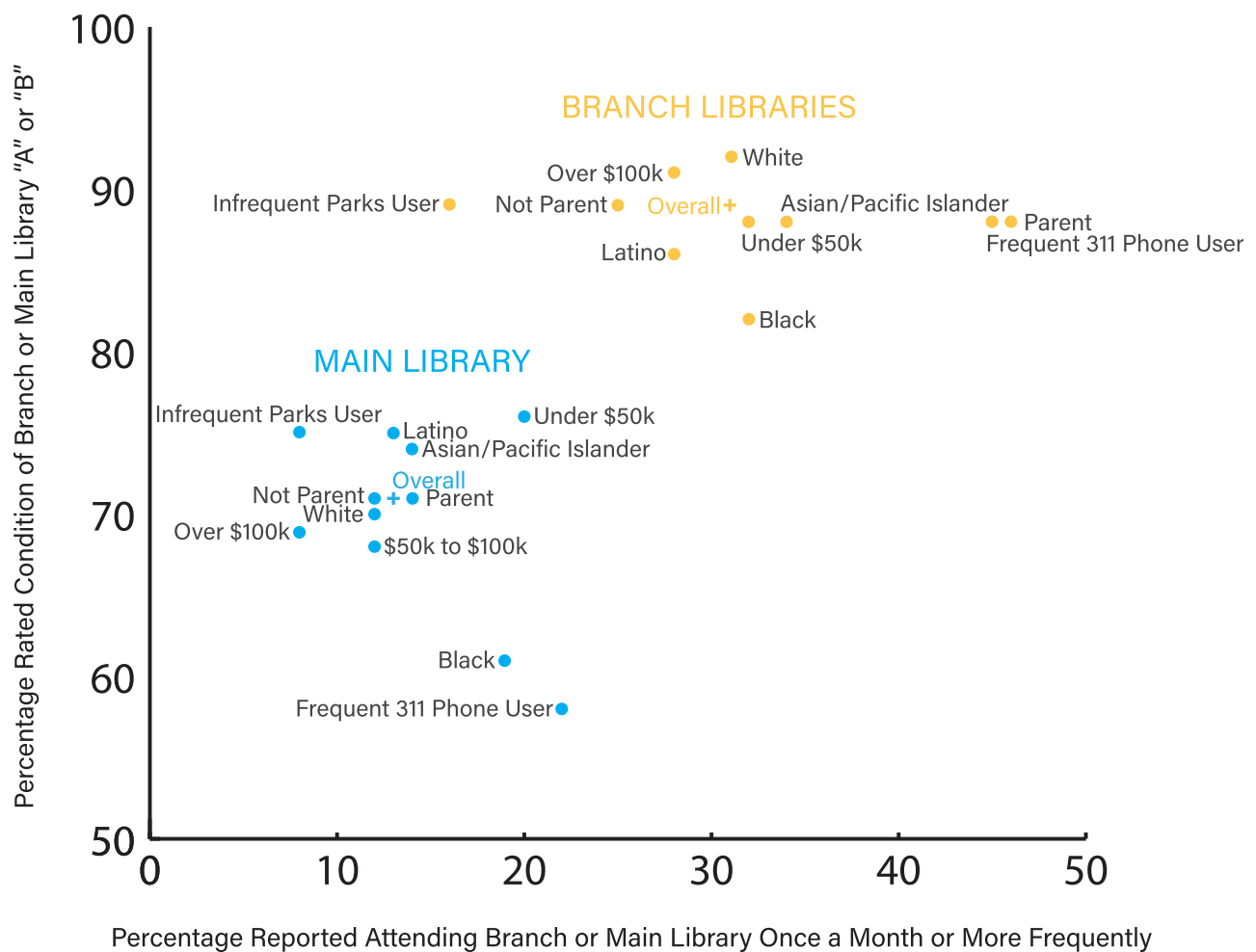
Eighty-three percent of respondents rated the Library system’s internet access an “A” or “B” in 2017 compared to 79% in 2015; however, the question wording changed slightly. In 2017, respondents were asked about internet access more generally, which could include internet access via public access computers or the Library’s wireless network, whereas in 2015, respondents were asked specifically about internet access at library computer stations.

Condition of the Main Library received the lowest rating among the Library attributes, with 71% of respondents rating it an “A” or “B”.

BRANCH LIBRARIES USED MORE FREQUENTLY THAN MAIN

Thirty-one percent of respondents report visiting branch libraries or bookmobiles more than once a month, while only 13% report visiting the Main Library as frequently. A similar relationship exists for facility condition ratings: 89% of respondents rate their branch library an “A” or “B,” while 71% rate the Main Library an “A” or “B”.

The graph below compares the percentage of respondents who report using the Main or branch libraries more than once a month to the percentage who rate the condition of the Main or branch libraries an “A” or “B”.



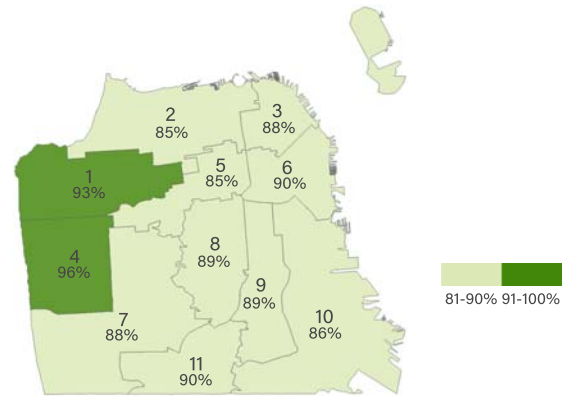
Use and ratings of libraries vary based on respondent attributes. For example, nearly half of parents (46%) use their branch library at least once a month, while 25% of non-parents use their branch library as frequently.

In addition, Black respondents give libraries lower marks than other demographic groups: 61% of Black respondents rate the Main Library an “A” or “B” compared to 71% of respondents citywide.

DISTRICTS TWO AND FIVE REPORT LOWEST LIBRARY RATINGS

Residents in District 2 (Marina/Pacific Heights) and District 5 (Haight/Western Addition) rate the overall Library system the lowest, with 85% of respondents in both districts assigning an “A” or “B” rating. However, residents in District 2 rate the condition of their neighborhood branch library the highest, with 96% of respondents assigning an “A” or “B” rating.

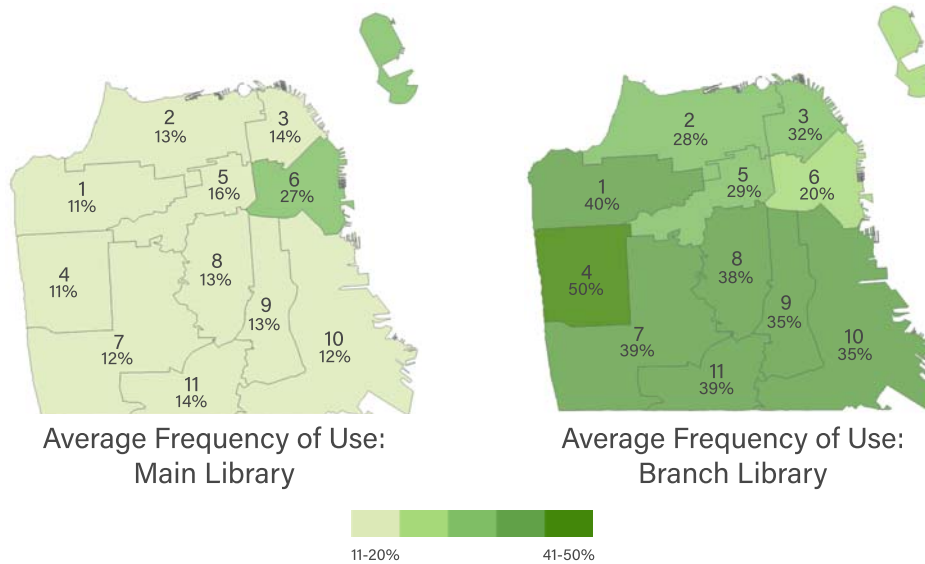
Residents in District 4 (Sunset) rate the overall Library system the highest, with 96% of respondents assigning an “A” or “B” rating. Notably, District 4 residents also report much higher satisfaction with the condition of the Main Library than do residents in any other district: 88% of District 4 residents rate the condition of the Main Library an “A” or “B”, compared to 75% or less in every other district.



Percentage Rated Overall “A” or “B”

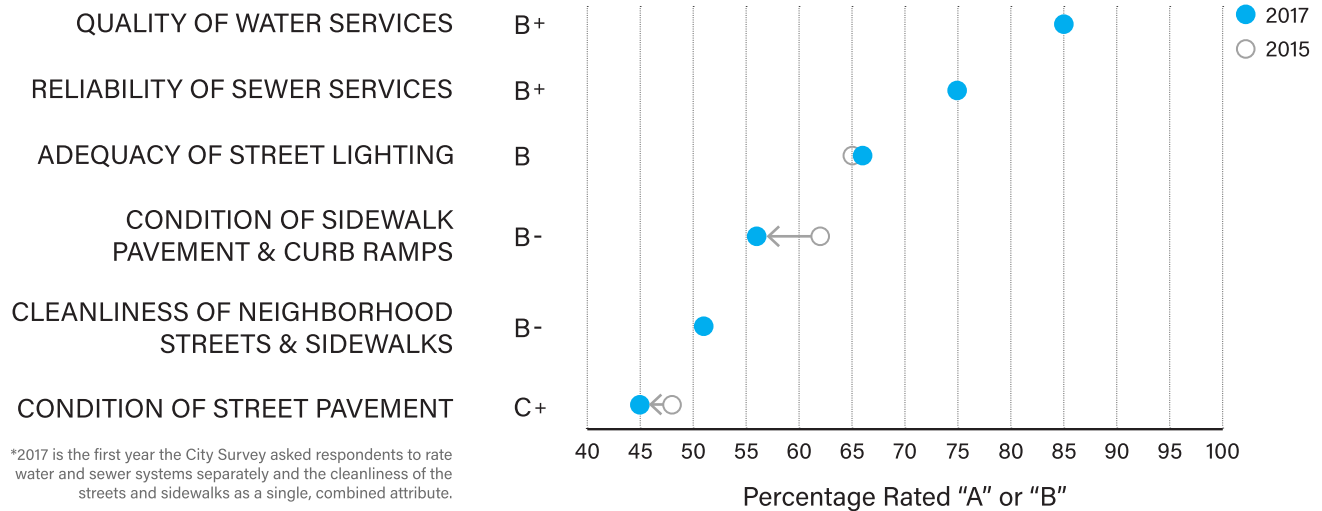
DISTRICT SIX REPORTS HIGHEST MAIN LIBRARY USE

District 6 (SOMA/Treasure Island) residents are much more likely to use the Main Library frequently and less likely to use branch libraries frequently. The Main Library is located in District 6.



In 2000, voters passed a bond measure to update and revitalize the physical structure of the City’s branch libraries, initiating a \$200 million campaign known as the Branch Library Improvement Program (BLIP). BLIP began in 2002 with the first renovation project at the Excelsior Branch, and ended with the opening of the last branch in 2014. To learn more, read the impact report [here](#).

B | Infrastructure

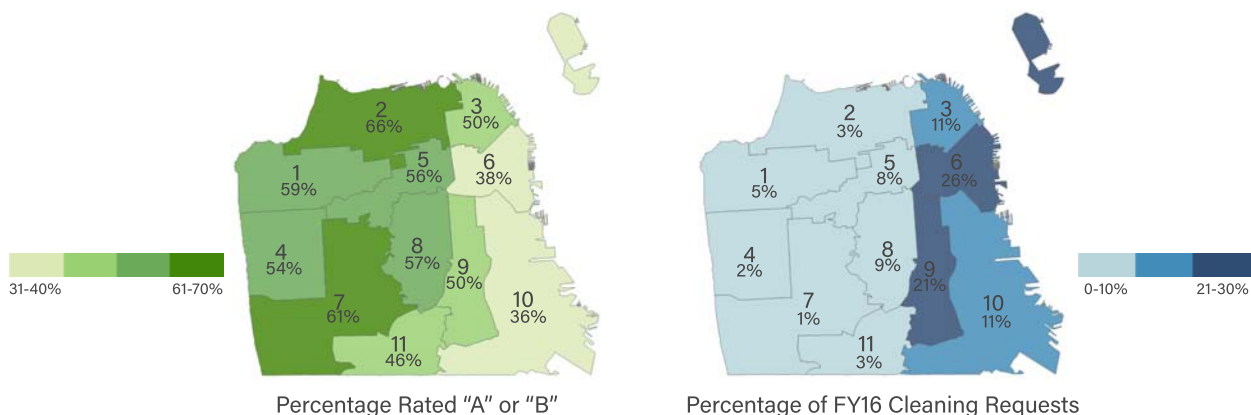


Of the 30 ratings in the 2017 City Survey, three are lower than a “B-”. The condition of street pavement (“C+”) is one of these. Ratings declined slightly from 2015 to 2017, despite increased paving activity and an improvement in the City’s Pavement Condition Index of 67 out of 100 in 2014 to 69 out of 100 in 2016.

While the quality of water services and the reliability of sewer services both received a grade of “B+”, 85% of respondents rated the quality of water services an “A” or “B”, while 75% of respondents did so for the reliability of sewer services. In 2015, respondents were asked to rate the quality of water and sewer services in one question — and the single rating (83% “A” or “B”) falls between the separate 2017 water and sewer ratings.

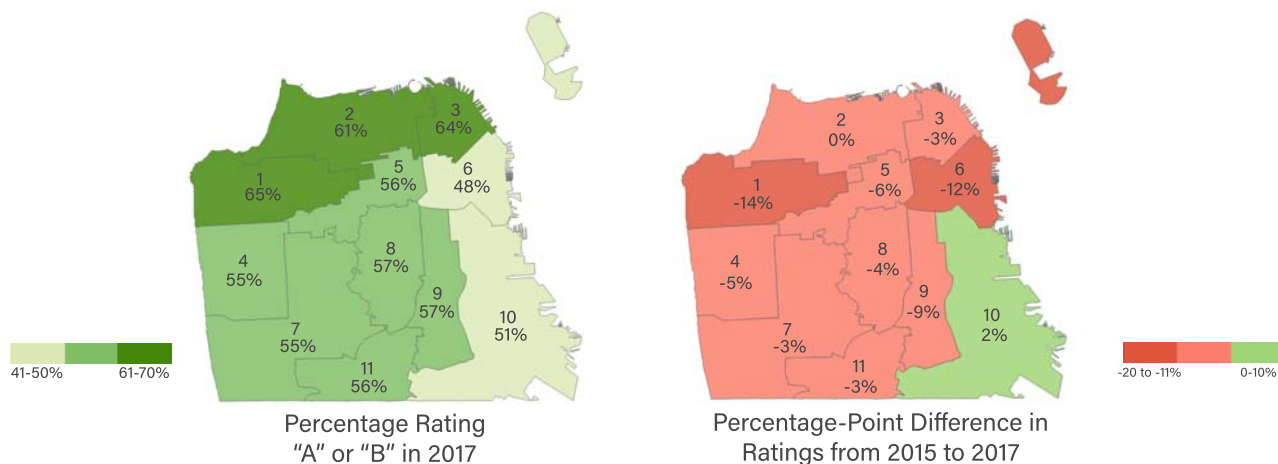
CLEANLINESS RATINGS CORRELATE WITH CLEANING REQUESTS

The maps below show the percentage of respondents rating street and sidewalk cleanliness an “A” or “B” by district, and the percentage of citywide public-source street and sidewalk cleaning requests by district as received by Public Works in Fiscal Year 2015-2016.



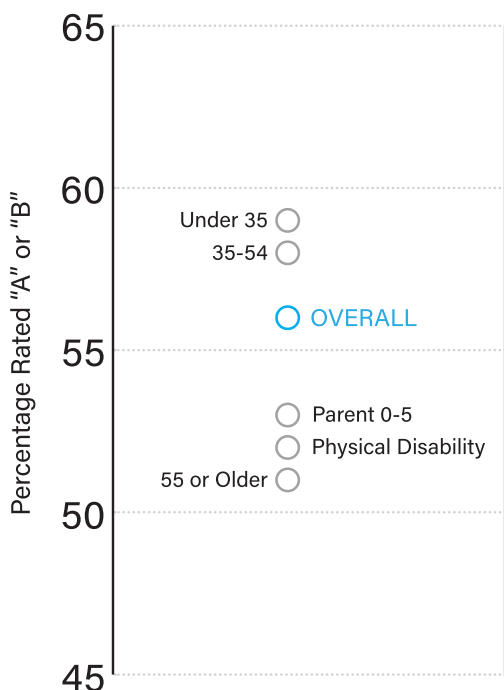
Residents in District 10 (Bayview/Hunters Point) and in District 6 (SOMA/Treasure Island) rate street and sidewalk cleanliness the lowest, with 36% and 38% of respondents giving an “A” or “B” rating, respectively. Notably, 35% of all citywide public-source street and sidewalk cleaning requests came from these two districts in FY16, with just over one quarter (26%) coming from District 6 alone.

MOST DISTRICT RATINGS OF SIDEWALK CONDITION DECREASE



Ratings of the condition of sidewalk pavement worsened in all districts except District 10 from 2015 to 2017.* District 1 (Richmond) saw the largest decrease in sidewalk pavement ratings; however, District 1 residents still offer the highest ratings of this attribute, with 65% of respondents assigning a rating of “A” or “B” compared to 56% citywide.

OLDER RESIDENTS GIVE SIDEWALK CONDITION LOWER GRADES



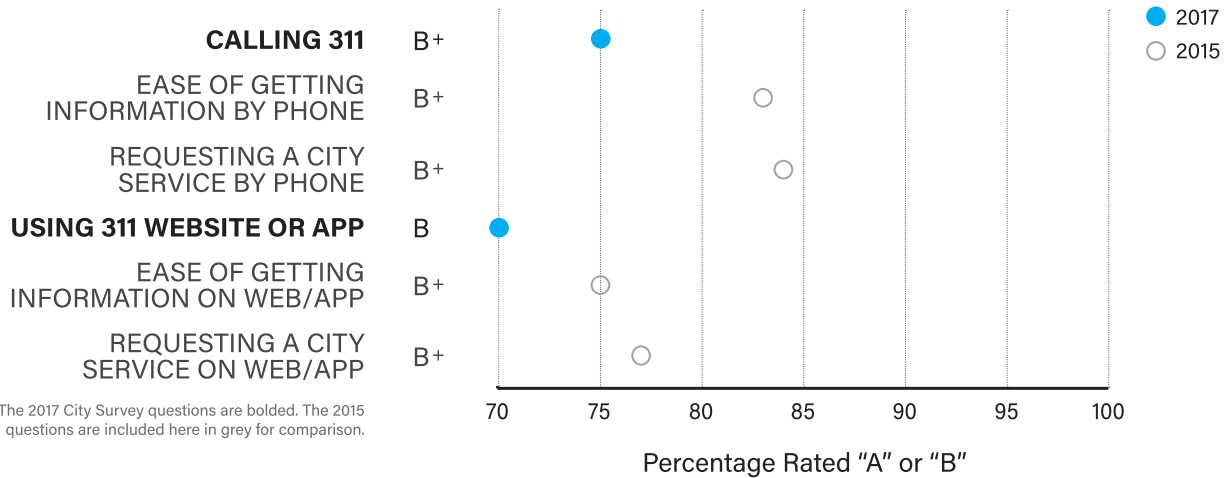
Fifty-one percent of respondents age 55 and older rate the condition of sidewalk pavement an “A” or “B” (compared to 56% citywide), whereas 59% of respondents under age 35 assign a rating of “A” or “B”. This could be related to accessibility, as some older respondents who have limited physical mobility may take particular note of sidewalk condition and curb ramps.

Respondents with children under the age of five — stroller age — and respondents with physical disabilities also rated the condition of sidewalk pavement slightly lower than did residents citywide, though these results are not statistically significant.

*In the two years preceding the most recent survey, two programs that focus on repair of high-priority and multi-block areas have resulted in more than 500,000 square feet of sidewalk repairs. Visit the [Public Works' Sidewalk Inspection and Repair Program](#) website to learn more.

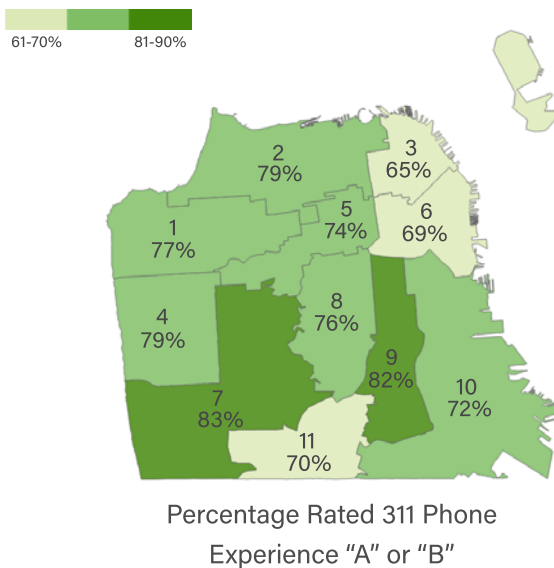
B | 311 Services

Overall, 311 received a grade of “B”, down from a “B+” in 2015. Respondents gave their experience calling 311 a higher grade (“B+”) than their experience using the 311 website or mobile app (“B”), and they were also more than twice as likely to use the 311 phone service (54%) in the past year than they were to use the 311 website or mobile app (26%).



The grade for 311’s website or mobile app dropped from a “B+” in 2015 to a “B” in 2017. However, City Survey questions about 311 have changed slightly since 2015, and these changes may be partly responsible for the ratings decrease.

WESTERN RESIDENTS MORE SATISFIED WITH 311 PHONE SERVICES



Residents in the western part of the city are much more satisfied with their experience calling 311 than those in the eastern parts of the City. 311 received relatively high ratings from respondents in Districts 1, 2, 4 and 7. Residents in District 7 (Twin Peaks/Lake Merced) give 311 the highest marks, with 83% of respondents rating 311’s phone service an “A” or “B”. By contrast, residents on the eastern edge of the City (Districts 3, 6, and 10) are less satisfied with 311’s phone service: only 65% of District 3 residents (North Beach/Chinatown) rated it an “A” or “B”.

Appendix A: Methodology

From December 2016 through February 2017, Corey, Canapary & Galanis (CC&G) conducted the 15th City Survey, a citywide random sample survey of San Francisco residents that aims to assess use of and satisfaction with various City services.

CC&G conducted surveys with 2,166 San Francisco residents. This sample size is associated with a margin of sampling error of ± 2.10 percent at the 95 percent confidence interval. Respondents were contacted by phone and could complete the survey by phone or online. Twenty respondents completed the survey online. Surveys were offered in English, Chinese (Cantonese and Mandarin), Spanish, and Tagalog.

Please note that some statistically significant changes in results may be due to a change in survey methodology. In previous years, the City Survey was administered by mail, but in 2015 and 2017, City Survey was delivered by phone with an online option. This methodology change resulted in a more representative sample of San Francisco residents who likely provided more representative responses.

The 2017 City Survey findings summarize resident satisfaction with city services using a letter grade system. The grade associated with each city service in this report was developed by averaging responses to create a mean score using a five-point grading scale ("A+" equals five points and "F" equals one point). The table below details how these mean scores translate into the letter grades presented in the survey results.

RATING SCALE

Letter Grade	Lower Mean	Upper Mean
A+	5.00	5.00
A	4.67	4.99
A-	4.33	4.66
B+	4.00	4.32
B	3.67	3.99
B-	3.33	3.66
C+	3.00	3.32
C	2.67	2.99
C-	2.33	2.66
D+	2.00	2.32
D	1.67	1.99
D-	1.33	1.66
F	1.00	1.32

HOW WELL DO THE RESPONDENTS REPRESENT SAN FRANCISCANS?

One of the key reasons for departing from previous City Survey methodologies in 2015 and 2017 was to reach a broader cross-section of San Francisco residents. This was largely successful, and thus the weighting applied to the 2017 survey results is considerably less complex than in some previous City Survey studies.

As in previous City Surveys, weighting decisions are made based on how closely the results match the distribution of San Francisco residents overall. After comparing demographic results from the 2017 survey with US Census data, CC&G weighted the data solely based on age. The table below shows a comparison of age group breakdowns between US Census data and unweighted 2017 survey data. Unless otherwise noted, the data described in this report reflect the application of these weights. Throughout the report, percentages listed for response categories to different questions may not total to 100 percent due to rounding.

UNWEIGHTED AGE DISTRIBUTION

Age Group	US Census	City Survey
18-24	9.4%	6.6%
25-34	25.8%	14.9%
35-44	18.7%	20.5%
45-54	15.7%	18.5%
55-59	7.1%	9.3%
60-64	6.9%	8.9%
65+	16.4%	21.2%

Weighting by age also helps align the survey sample with the racial and ethnic breakdown of San Francisco residents because older residents are more likely to respond to the survey and are more likely to be White. The table below shows the impact of weighting based on age alone.

IMPACT OF WEIGHTING BY AGE

Race/Ethnicity**	US Census	City Survey (Unweighted)	City Survey (Weighted)
White	53%	53%*	50%*
Asian/Pacific Islander	37%	30%*	32%*
Latino	15%	14%	16%
Black	7%	9%	9%

*In the 2017 survey, a category for "Arab, Middle Eastern, or South Asian" was added. For US Census data, Arab/Middle Eastern would be categorized as "White," while "South Asian" would be categorized as "Asian." This City Survey category was added to both the "White" and "Asian" categories above for the truest comparison.

**The comparisons above are US Census data where respondents could choose one or more races/ethnicities, either by themselves or in combination. This is comparable to the 2017 City Survey, where respondents were asked for their race/ethnicity and multiple responses were accepted.

INTERPRETING THE RESULTS: SAMPLE SIZES

Where noted, differences between groups described in this report are “statistically significant,” that is, differences between groups in the report sample indicate valid differences in the population. A statistically significant difference between groups is large enough, compared to the difference that sampling error alone might produce, that we can be confident it represents a difference in the population of San Franciscans.

The table below shows typical sample sizes in the City Survey and their resulting margin of error. All margins of error are at the 95 percent confidence level.

SAMPLE SIZES AND MARGINS OF ERROR

Samples	Margin of Error
All Respondents (2,166)	±2.10%
Alternated questions (1,093)	±2.96%
Large sub-group (250)	±6.20%
Medium sub-group (100)	±9.80%
Small sub-group (50)	±13.86%

Sampling errors are larger for subgroups of the total sample. Survey results for subgroups with a sample size of 50 or fewer respondents are not included in the report due to the high margin of sampling error associated with such a small number of interviews.

Some survey sections were alternated among telephone respondents, so that half of respondents received questions pertaining to one section, while the other half of respondents received questions pertaining to a different section. For these sections, the total sample size was 1,093, which represents a margin of sampling error of ±2.96 percent at the 95 percent confidence level.

TELEPHONE SURVEY RESPONSE RATES

The 2017 City Survey was conducted by random telephone sample of San Francisco residents aged 18 years and older. This random sampling was primarily cell phone with some random digit dial (RDD) to account for those with voice-over-IP (VoIP) telephones and more traditional land line telephones.

CC&G contacted 58,931 random telephone numbers which were likely to be San Francisco residents. Of those numbers, there were 21,052 with no eligible respondent able to participate. An additional 26,369 respondents were not reached after multiple attempts. Each number was contacted at least two to three times.

CC&G conducted 2,166 completed interviews with the remaining 11,510 respondents, for a response rate of about 19 percent.

Appendix B: Data Resources

SURVEY QUESTIONNAIRE

Please visit www.sfgov.org/citysurvey/about-city-survey to download the 2017 City Survey questionnaire.

FULL DATA SET

Please visit www.sfgov.org/citysurvey to download the complete 2017 City Survey data set.

CODE BOOK AND CROSSTABS

Please visit www.sfgov.org/citysurvey/about-city-survey to download the code book and crosstabs for the complete 2017 City Survey data set.

The code book contains information on each of the variables included in the data set.

Crosstabs show survey responses broken down by Supervisorial District and demographic characteristics.