



**SAN FRANCISCO
CHAMBER OF COMMERCE**



San Francisco Voter Research
SF CityBeat 2026
January 2026

- ▶ Survey of likely voters in San Francisco
- ▶ Conducted January 7 - 11, 2026
- ▶ 500 interviews; overall margin of error ± 4.4 percentage points
- ▶ Mixed-mode methodology conducted online through email and text invitation and by live telephone interviews on landlines and mobile phones
- ▶ Offered in English and Chinese
- ▶ Where applicable, results compared with prior annual CityBeat polls
- ▶ Note: The online programming of the 2026 CityBeat survey was updated and did not offer a visual “Unable to respond” for most questions

Please note that due to rounding, some percentages may not add up to exactly 100%.

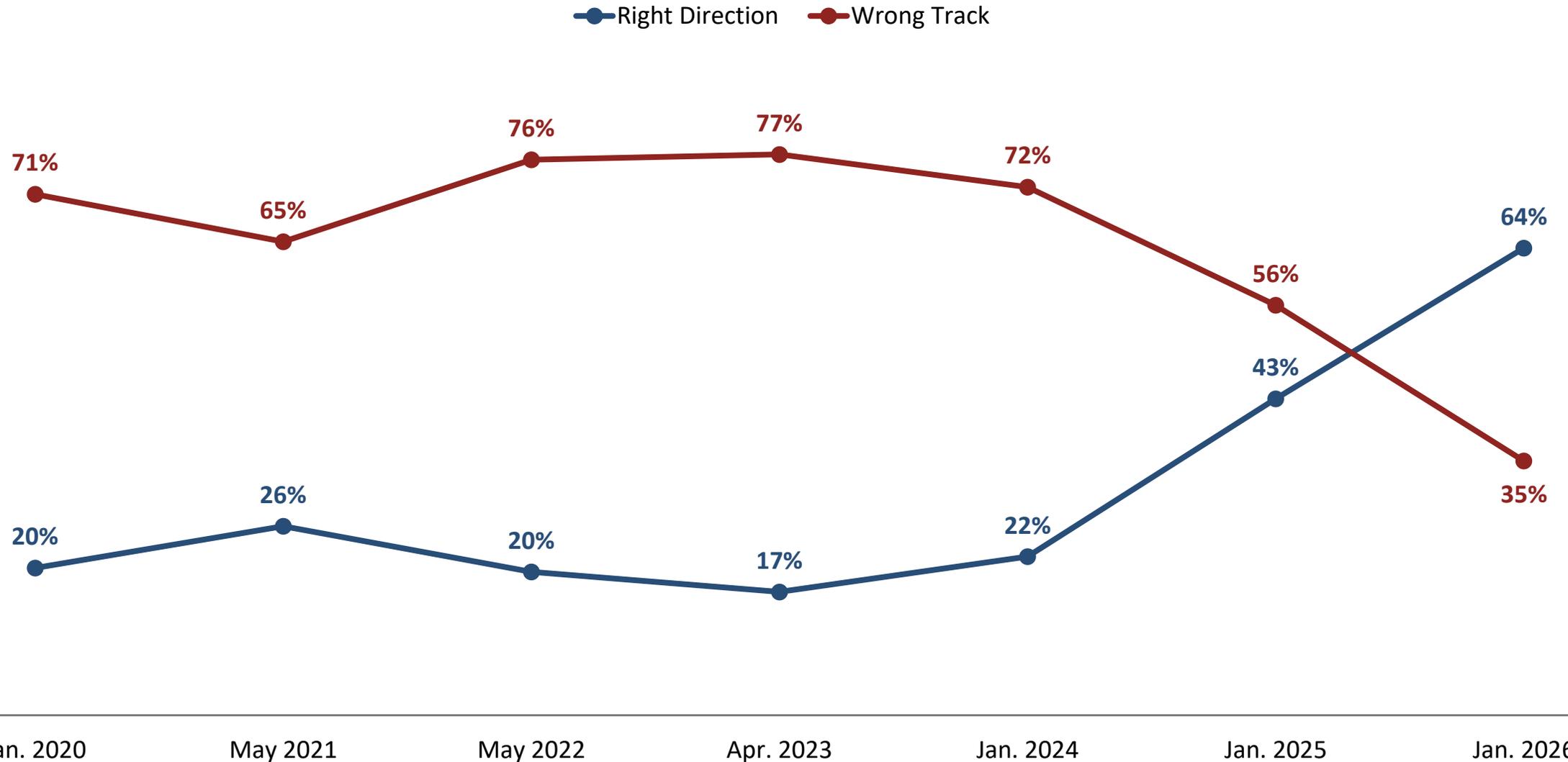
Key Findings

- ▶ Overall optimism and perceptions of **quality of life** have **improved** significantly compared with last year.
- ▶ Concerns about **affordability** overall and **housing** specifically remain at high levels.
- ▶ While many continue to perceive **downtown** as “empty,” more are visiting, **feel safe** and believe there is positive **progress**.
- ▶ **Economic confidence** is up, but there is also significant support for improving the environment for **attracting and retaining business** including tourism.
- ▶ There is frustration with **transit** and most say they are **willing to raise taxes** to have a well-functioning system.



Issue Environment

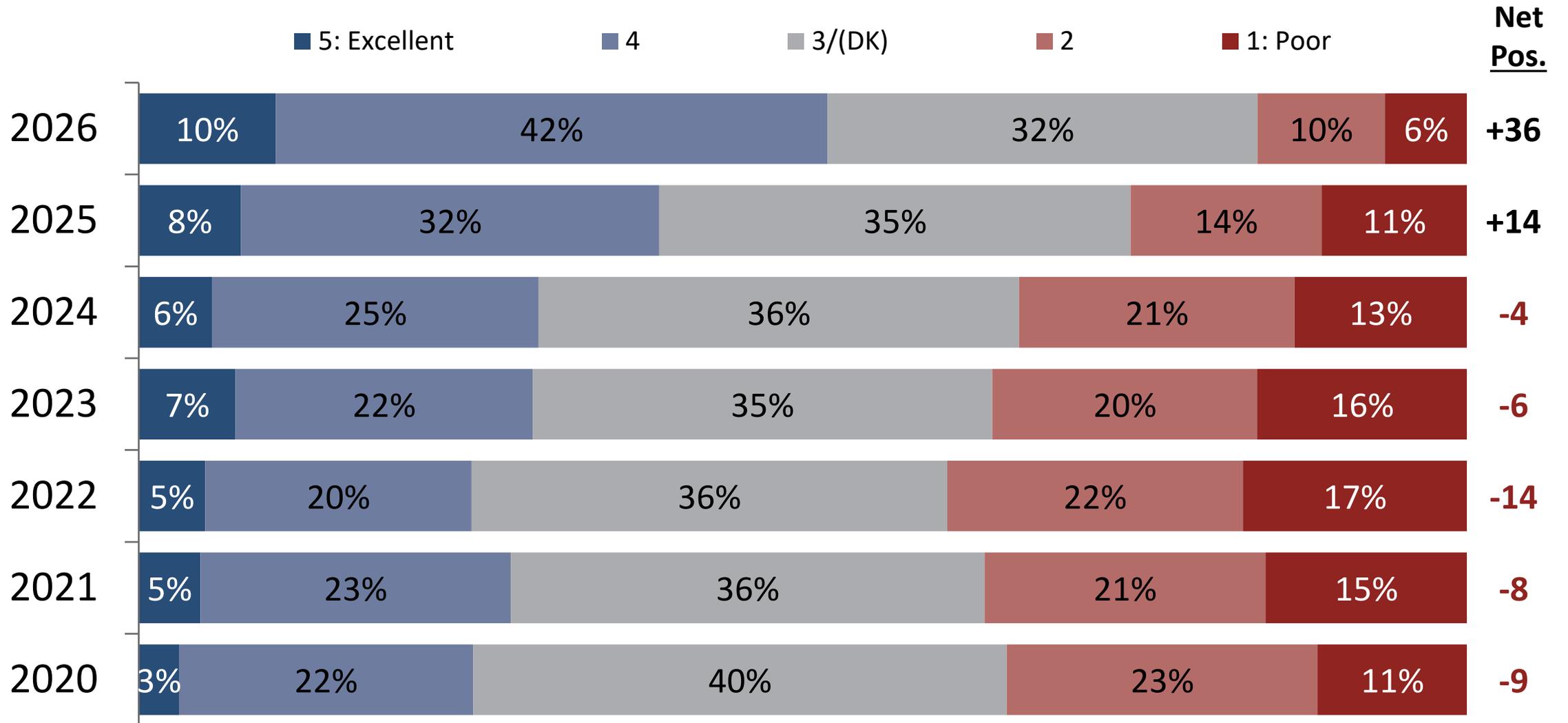
Right Direction/Wrong Track



Please tell me whether you feel that things in San Francisco are going in the right direction, or do you feel that things in San Francisco are off on the wrong track?

Overall Quality of Life

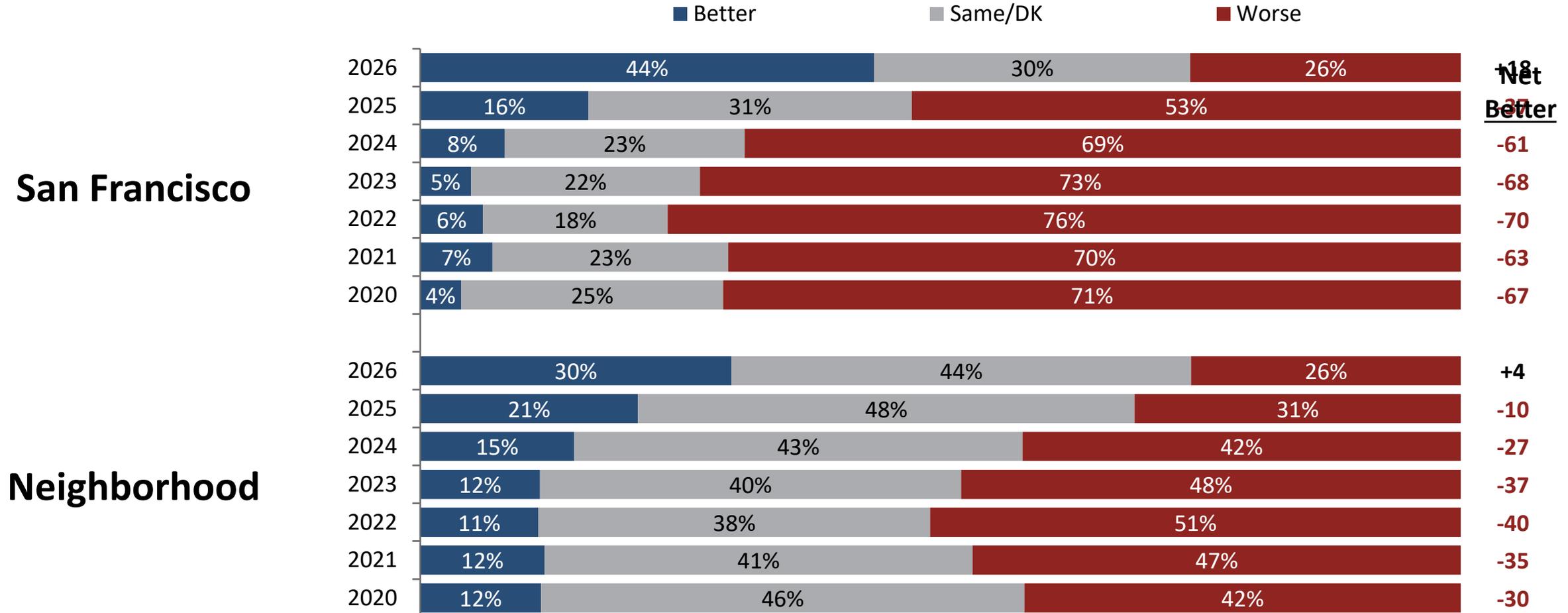
Overall, how would you rate the quality of life in San Francisco?



Please use a scale of one to five, using one if you feel the quality of life in San Francisco is poor and five if you feel the quality of life here is excellent.

Quality of Life: SF & Neighborhood

Would you say that the overall quality of life in ___ has become better in the past few years, become worse, or stayed about the same?



Top of Mind Issues

And what do you feel are the major issues facing San Francisco today?

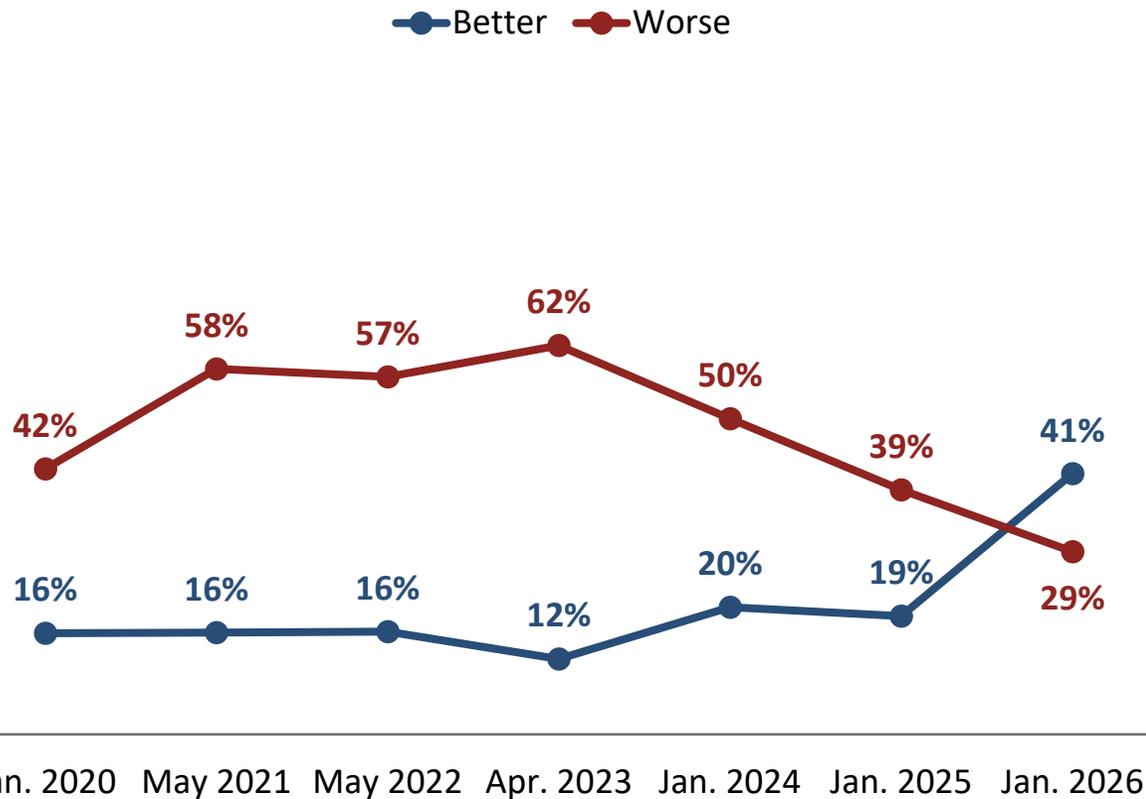
Open-ended question, multiple responses accepted, coded responses shown below

	2020	2021	2022	2023	2024	2025	2026
Homelessness	71%	65%	61%	62%	52%	48%	38%
Affordable Housing	35%	19%	18%	18%	21%	24%	37%
Crime/Drugs	26%	46%	55%	60%	52%	46%	28%
Cost of living	12%	9%	7%	9%	11%	17%	24%
Politicians/Government	6%	5%	11%	10%	10%	10%	13%
Jobs/Economy	2%	4%	3%	12%	8%	15%	13%

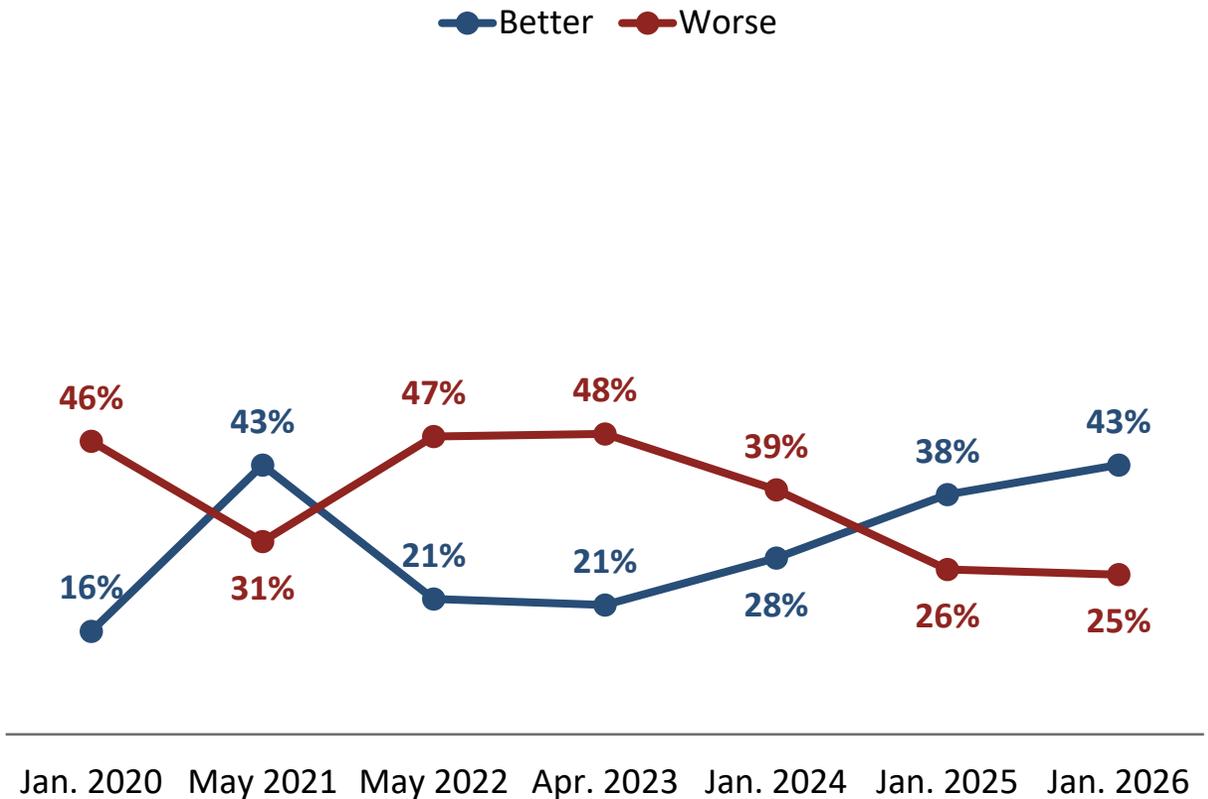
Note: Showing top 6 responses only

Perception of Economic Conditions

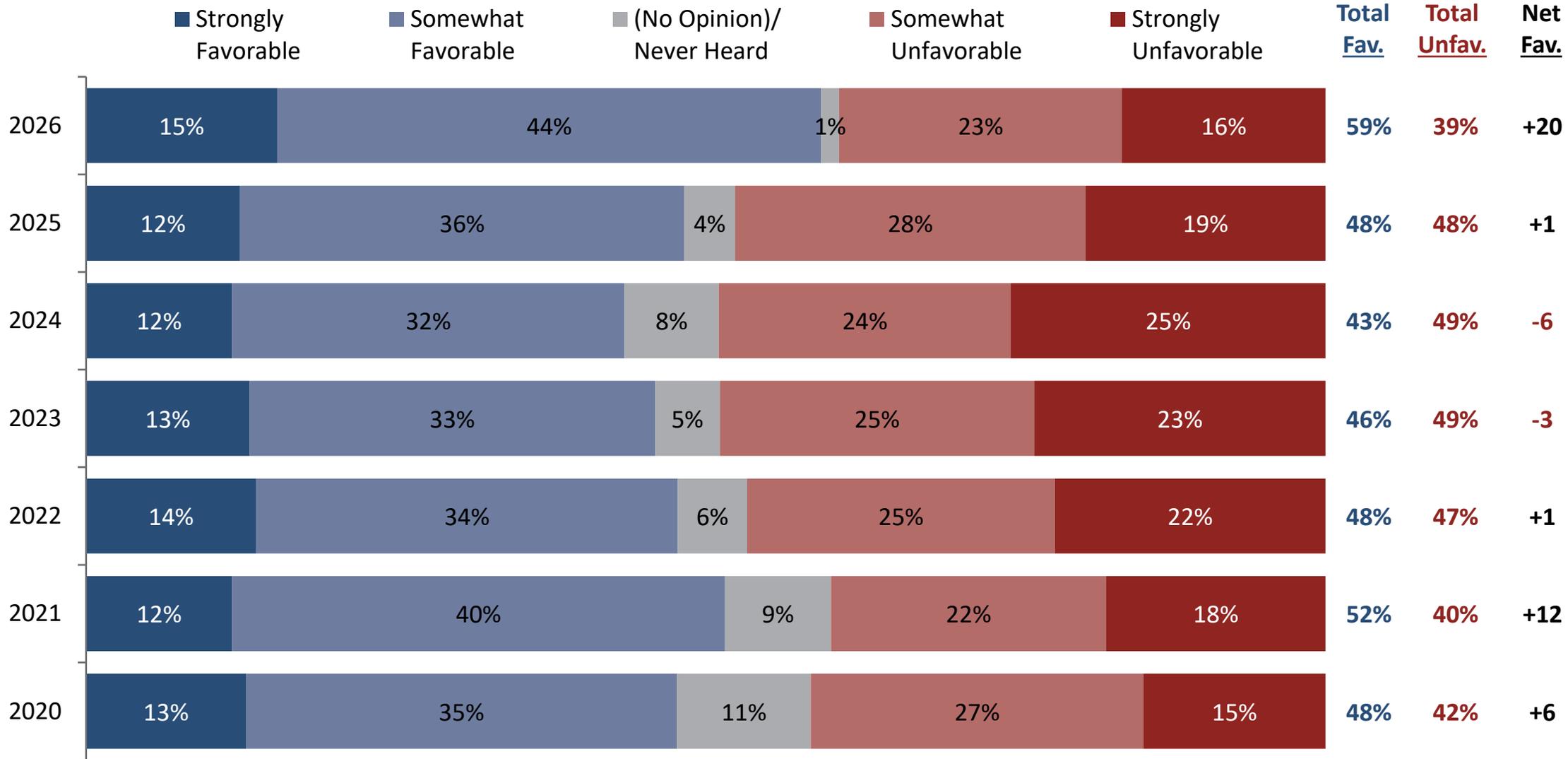
Would you rate the current economic conditions in San Francisco as substantially better, moderately better, the same, moderately worse, or substantially worse than a year ago?



And thinking about the future, how do you expect economic conditions in San Francisco to be a year from now?

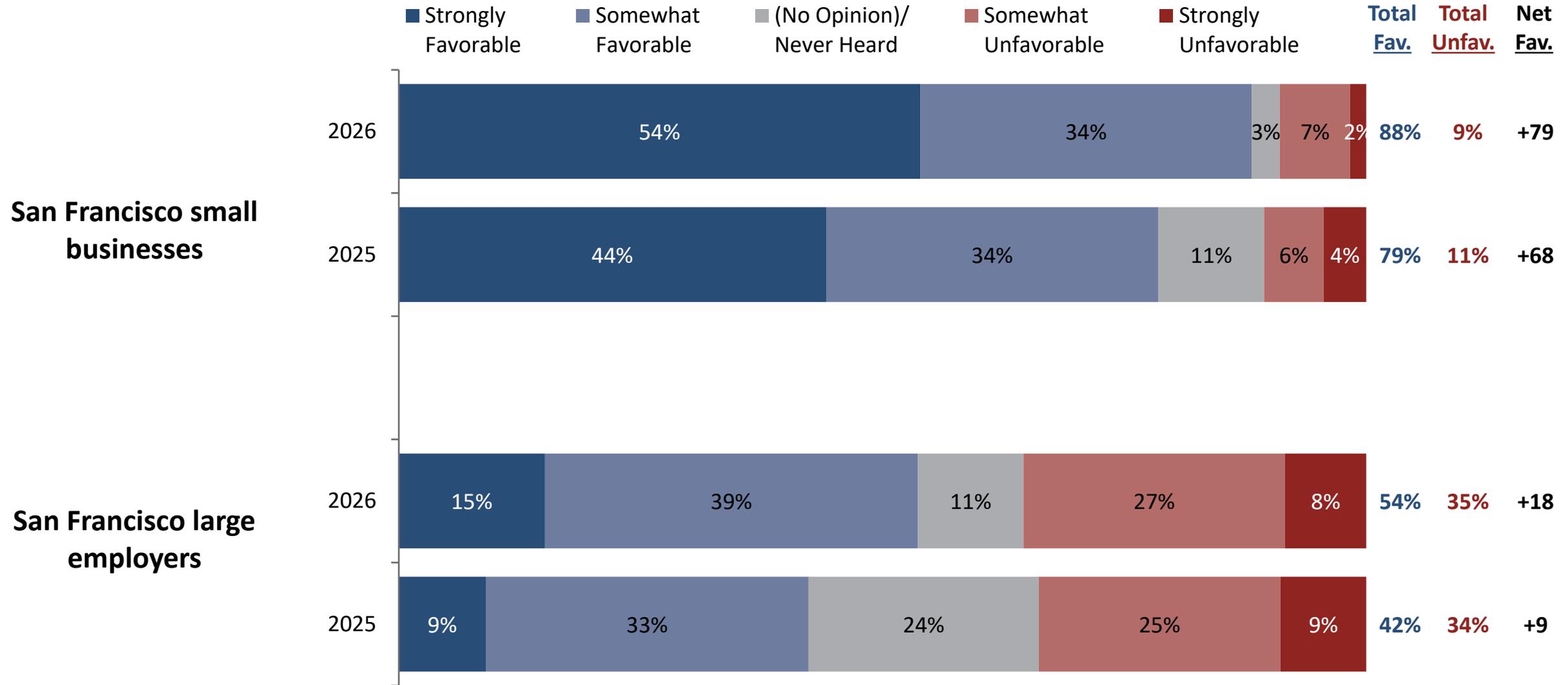


Trend - SFPD Ratings



Now I am going to read you the names of some groups and public figures. For each I read, please tell me if you have a favorable or unfavorable opinion of the person or group. If you have not heard of the name, just say so and we will move on.

Business Ratings



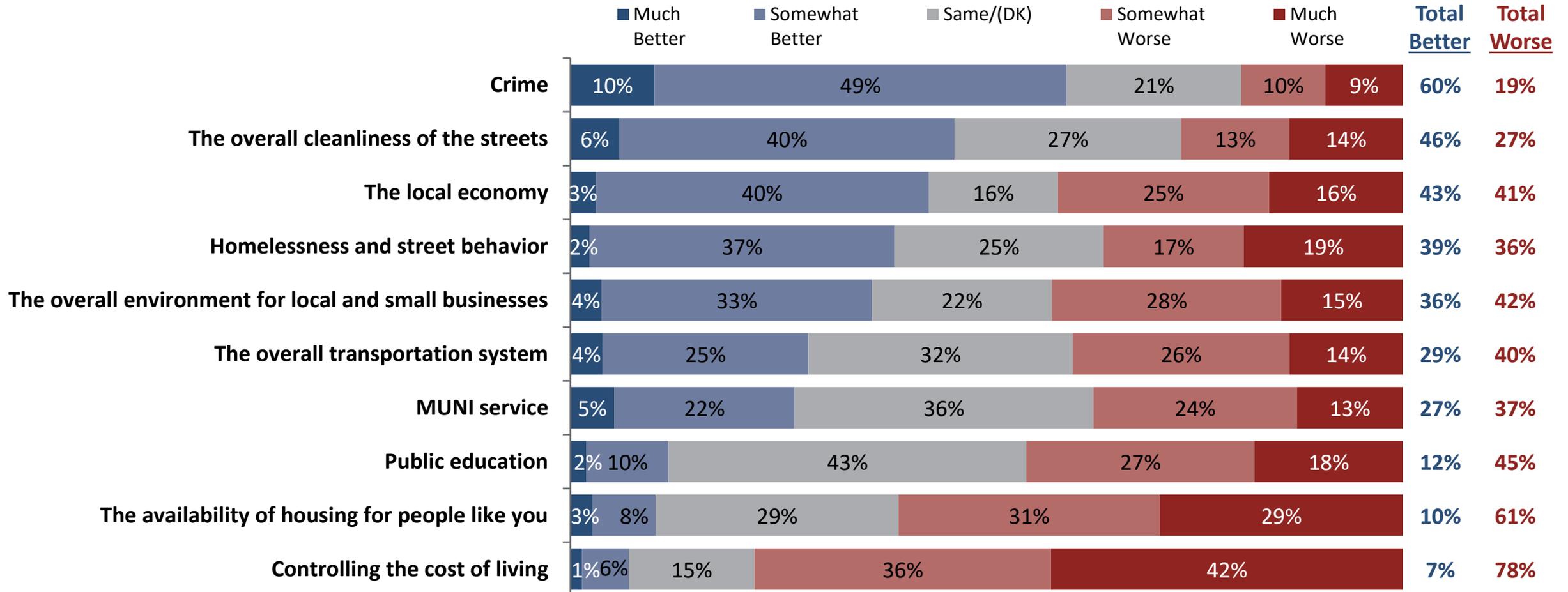
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City Services

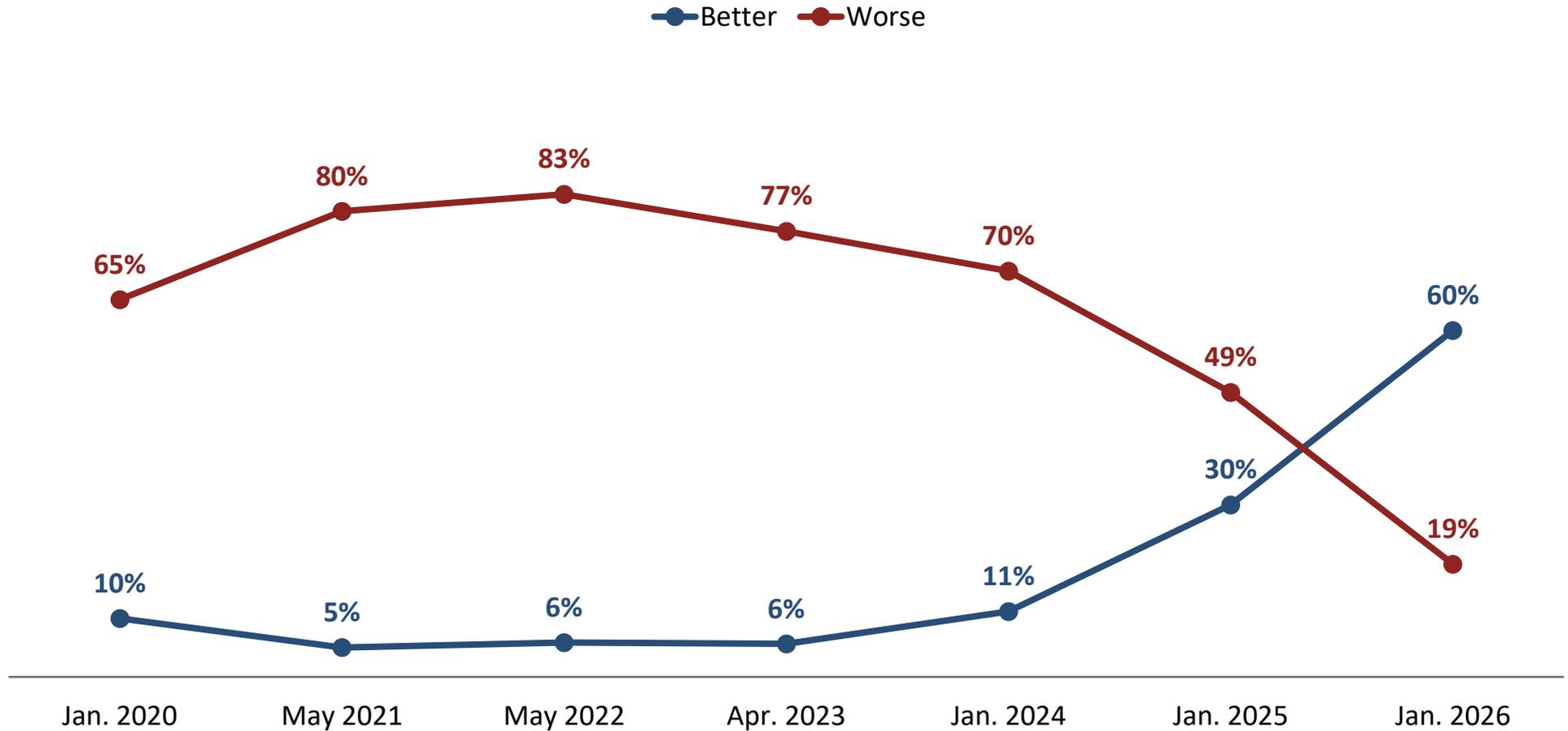
City and Service Ratings 2026

Over the past few years, would you say that each of the following has gotten better in San Francisco, gotten worse, or stayed about the same?



Over the past few years would you say each of the following has gotten better in San Francisco, gotten worse, or stayed about the same?

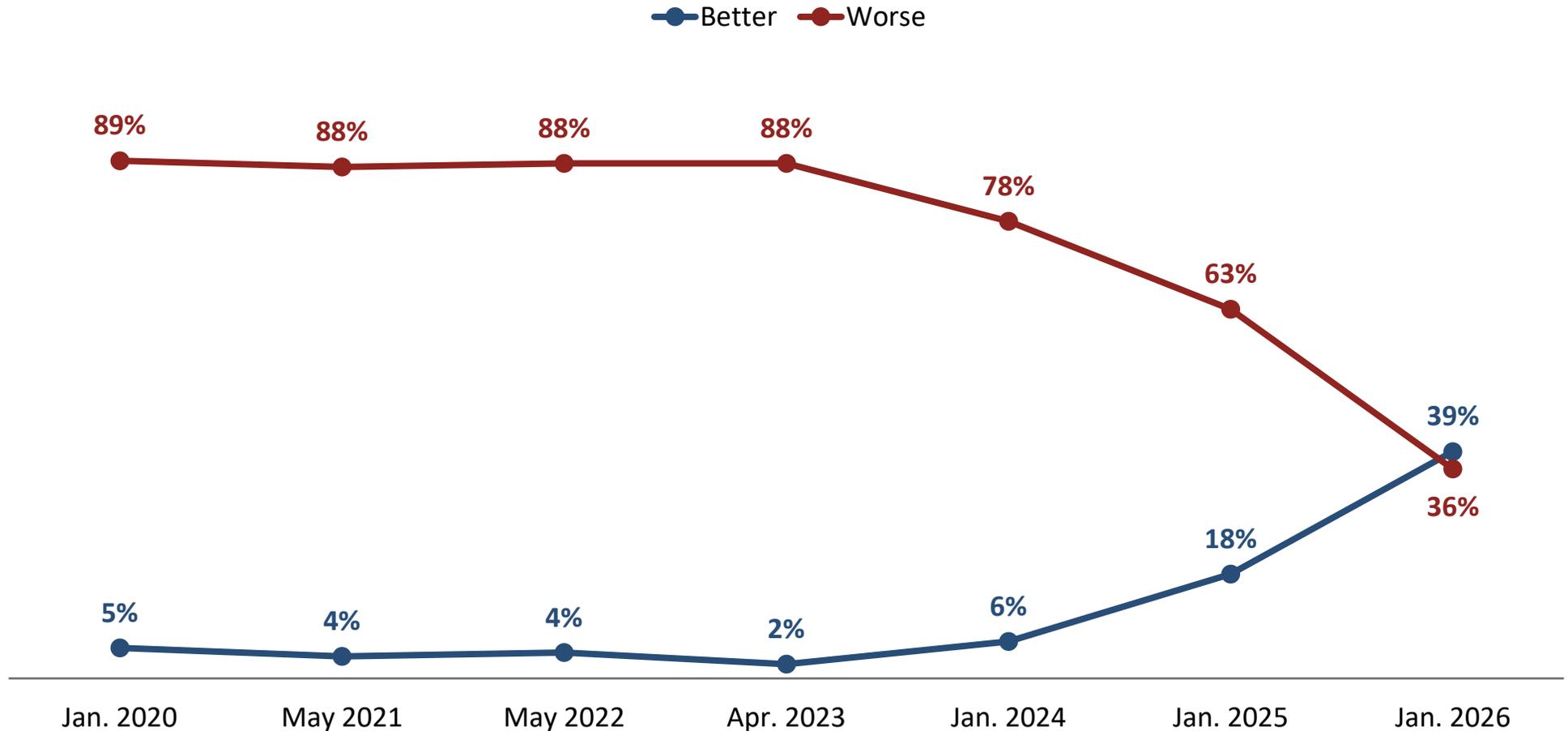
Crime



Homelessness and Street Behavior

Over the past few years would you say each of the following has gotten better in San Francisco, gotten worse, or stayed about the same?

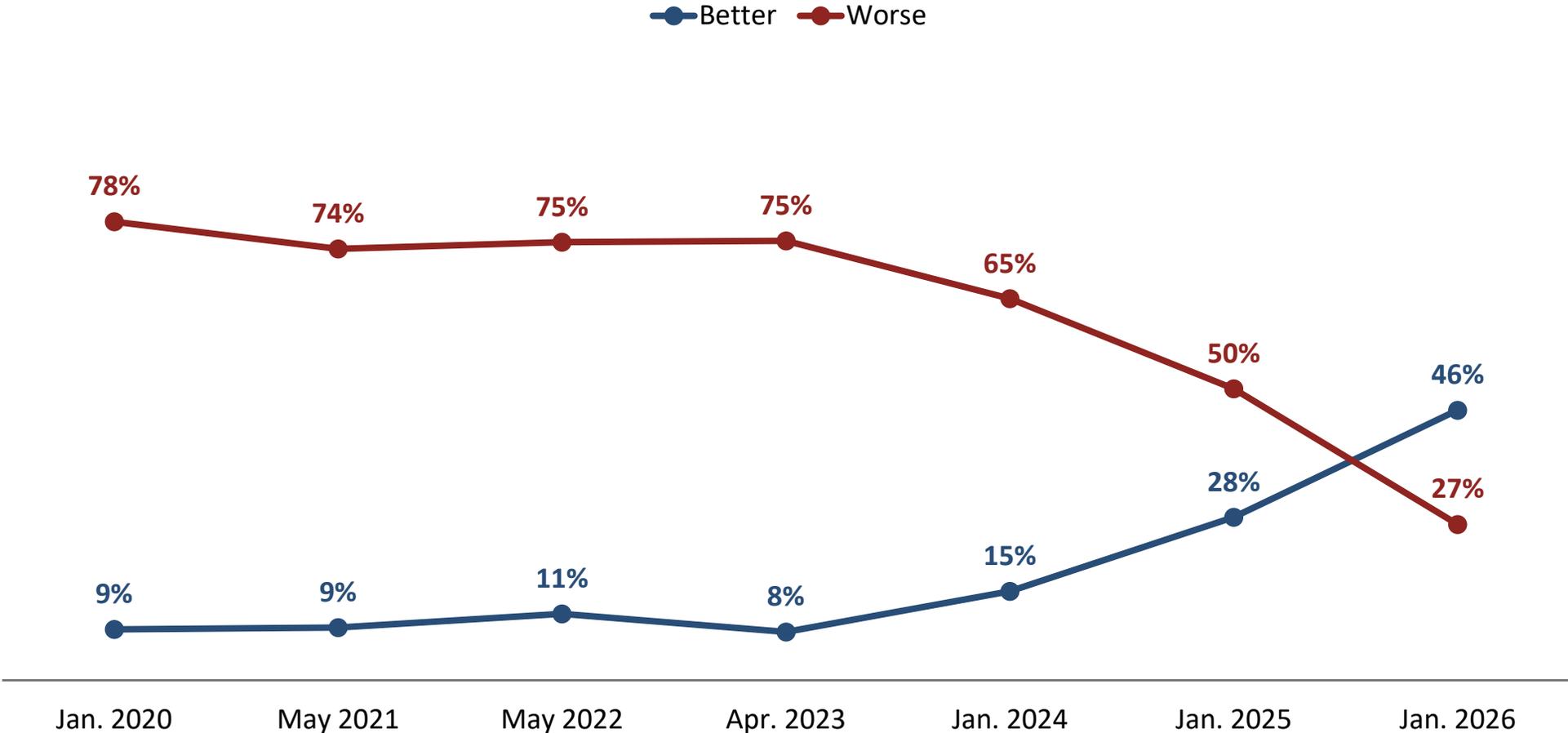
Homelessness and street behavior



Street Cleanliness

Over the past few years would you say each of the following has gotten better in San Francisco, gotten worse, or stayed about the same?

Street cleanliness

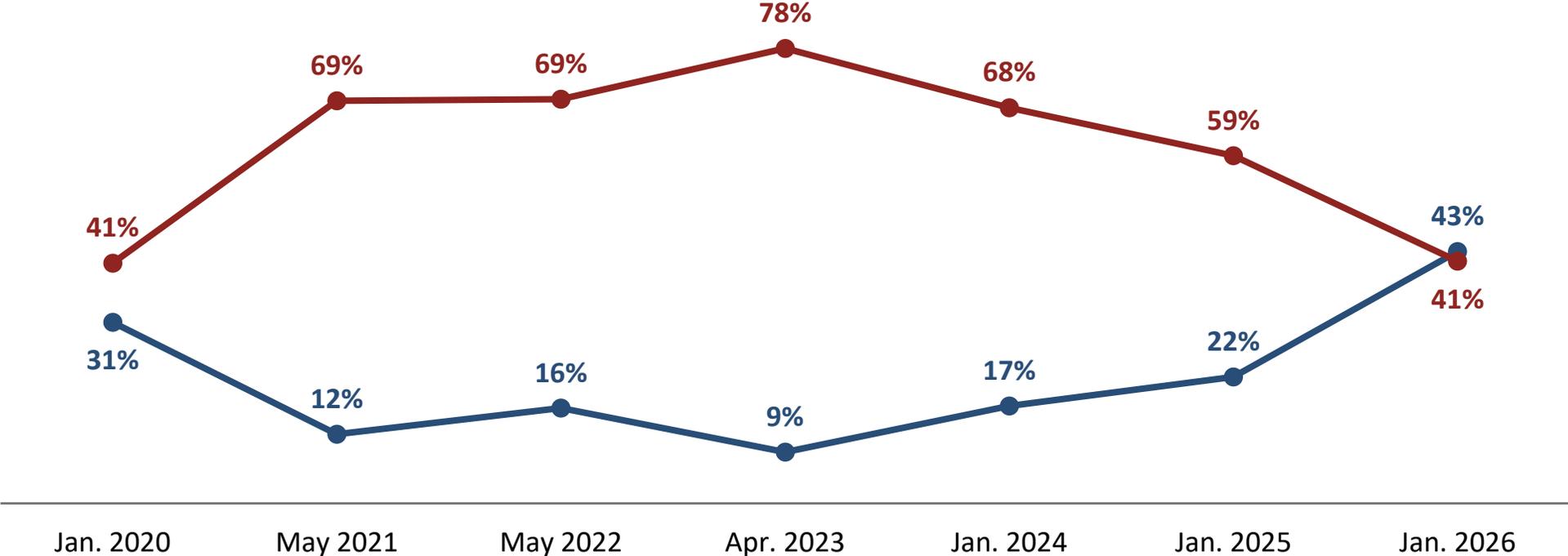


The Local Economy

Over the past few years would you say each of the following has gotten better in San Francisco, gotten worse, or stayed about the same?

● Better ● Worse

The local economy

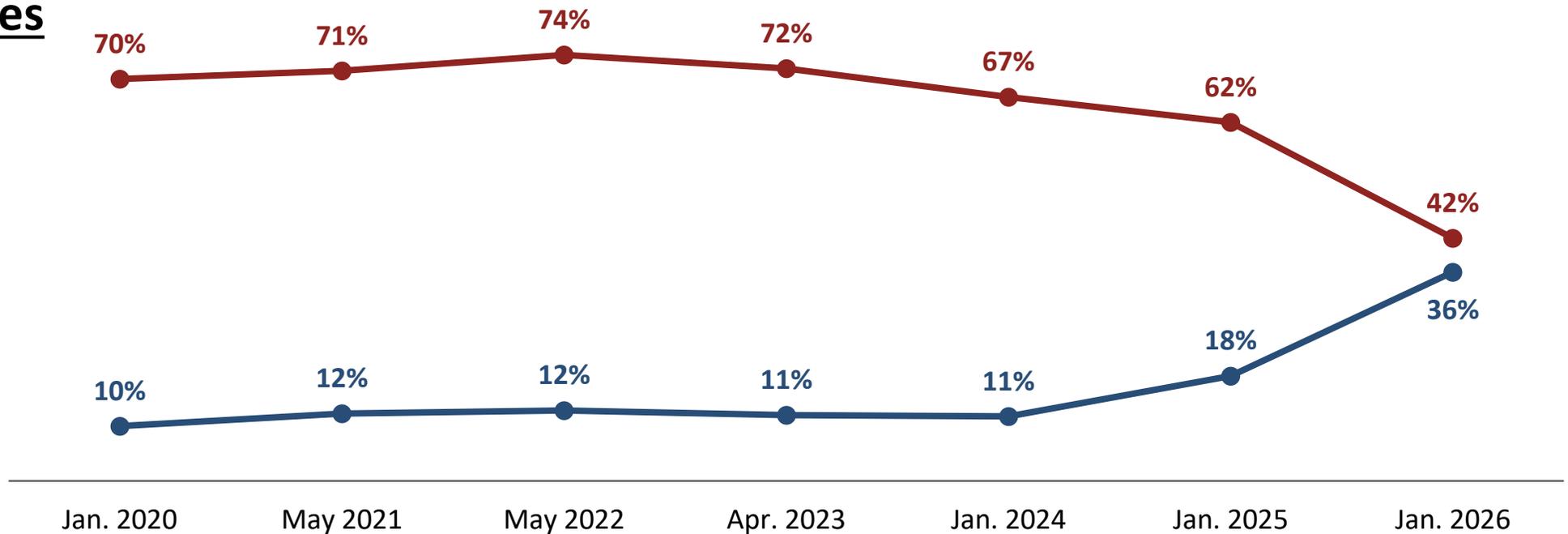
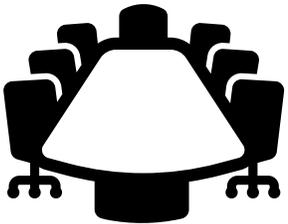


Environment for Businesses

Over the past few years, would you say that each of the following has gotten better in San Francisco, gotten worse, or stayed about the same?

● Better ● Worse

Environment for local and small businesses

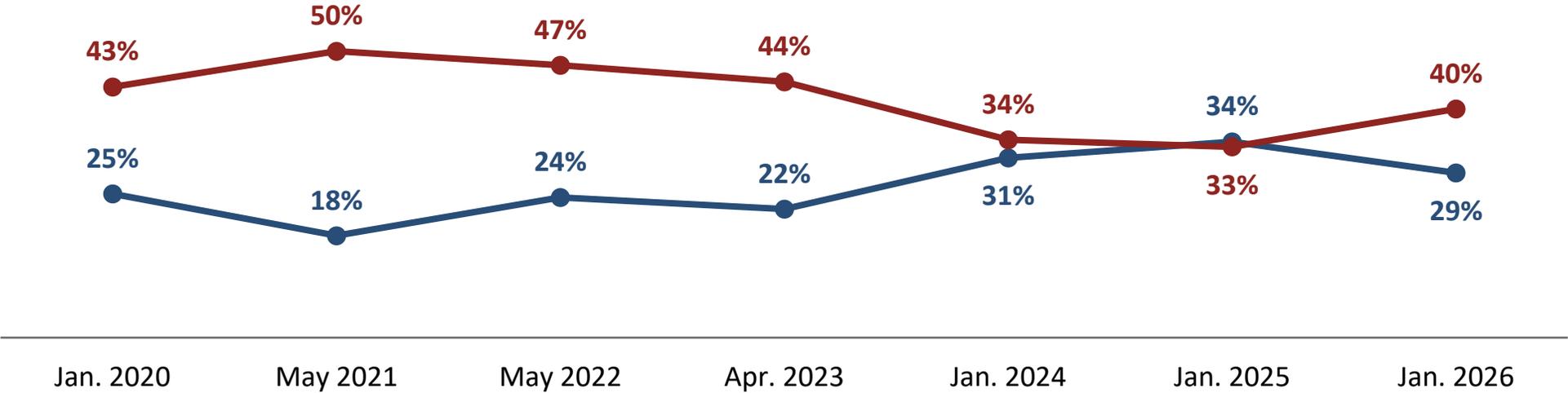
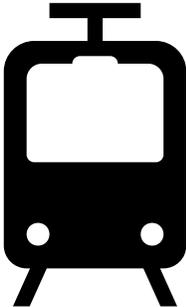


The Transportation System

Over the past few years would you say each of the following has gotten better in San Francisco, gotten worse, or stayed about the same?

● Better ● Worse

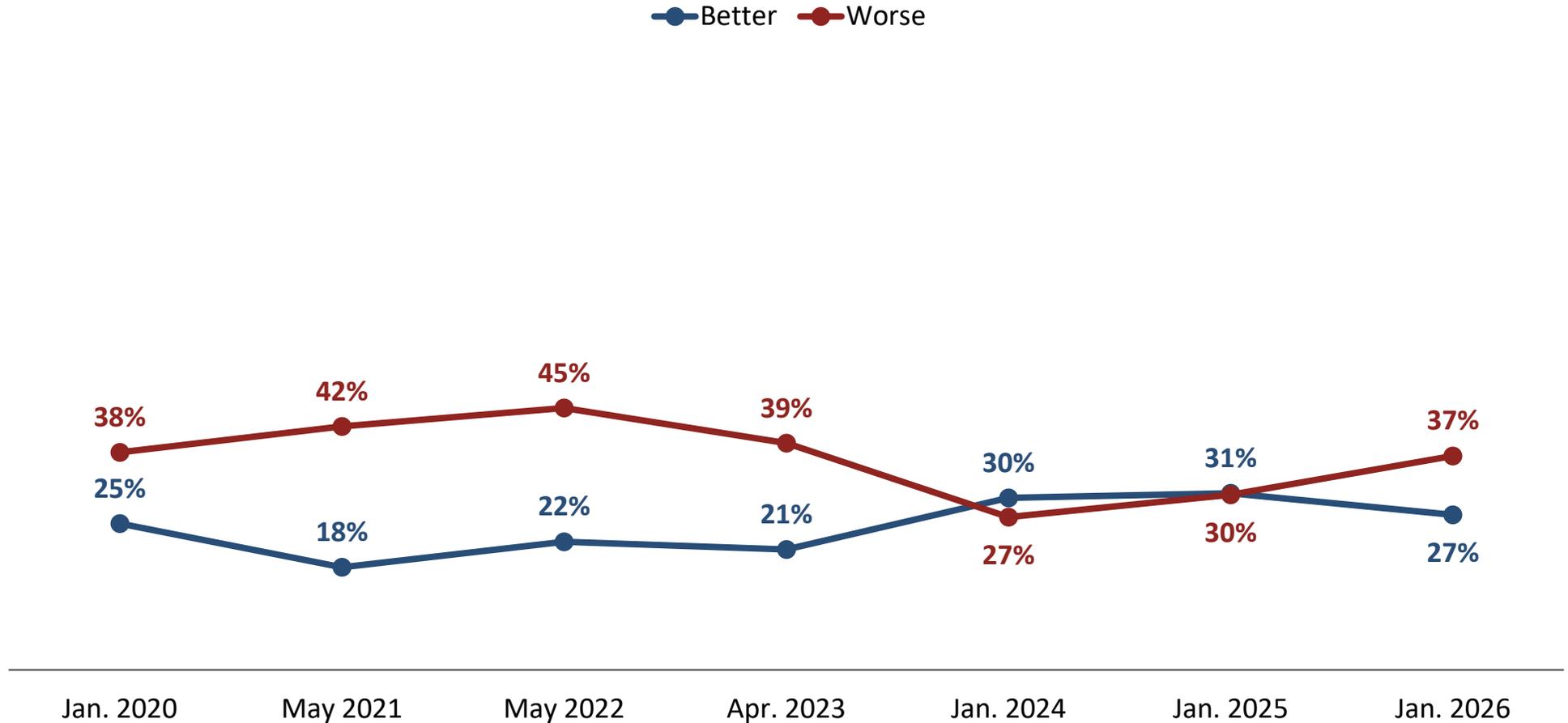
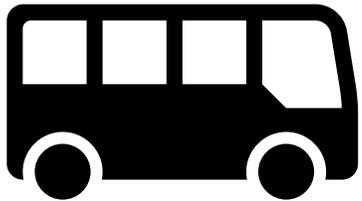
The Overall Transportation System



Muni Service

Over the past few years would you say each of the following has gotten better in San Francisco, gotten worse, or stayed about the same?

Muni Service

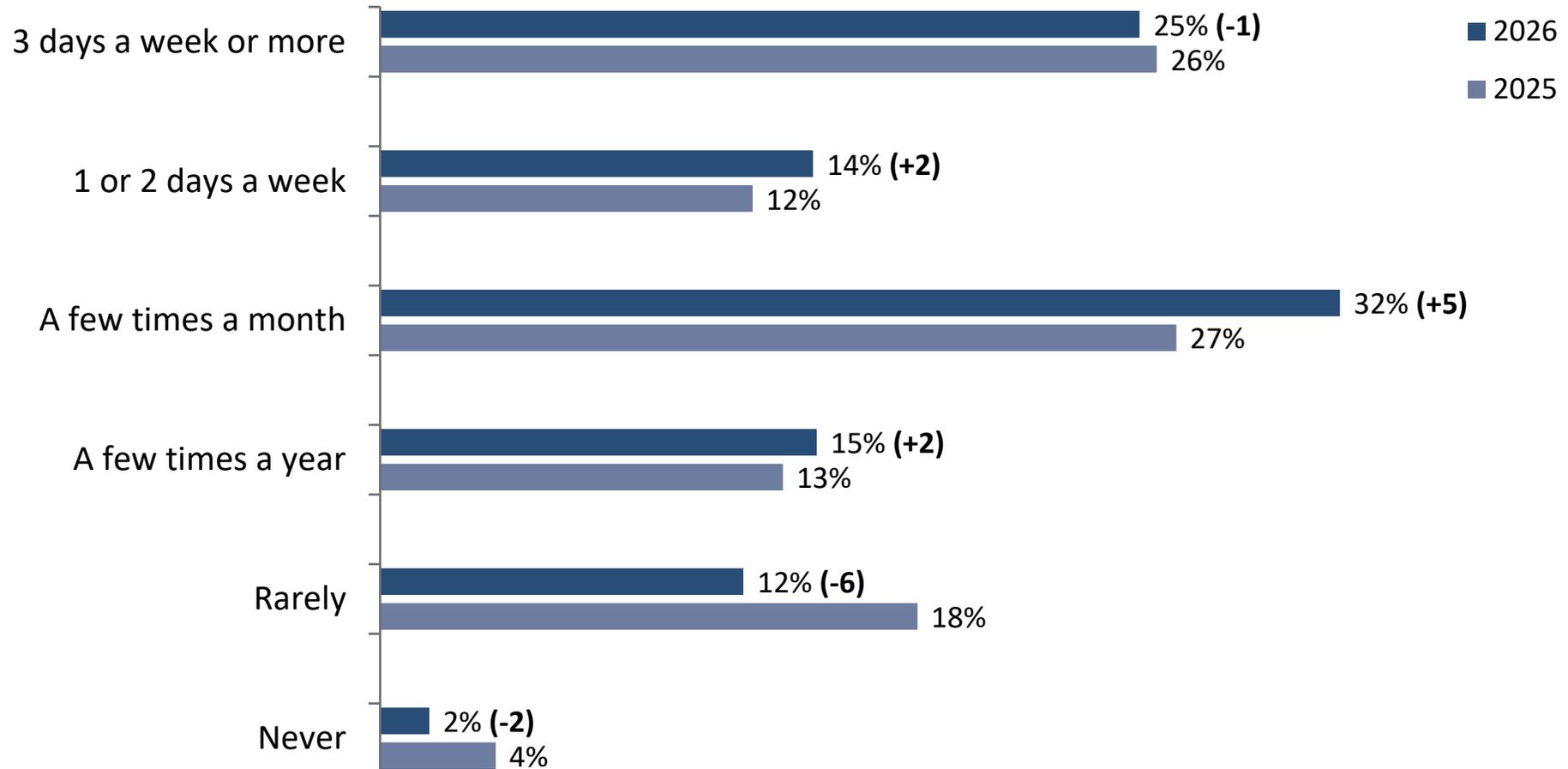




Downtown Perceptions

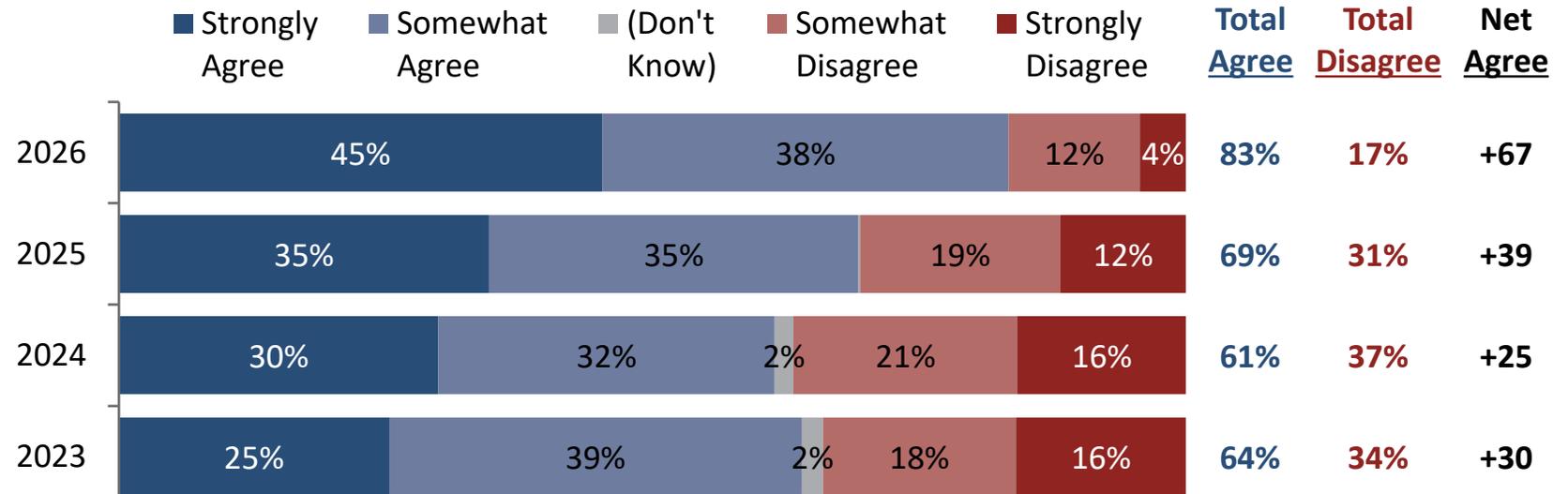
Downtown Visit Frequency

Thinking about greater downtown San Francisco, including Civic Center, Union Square, the Financial District, Mid-Market, and Yerba Buena, about how often do you typically go downtown for any reason?

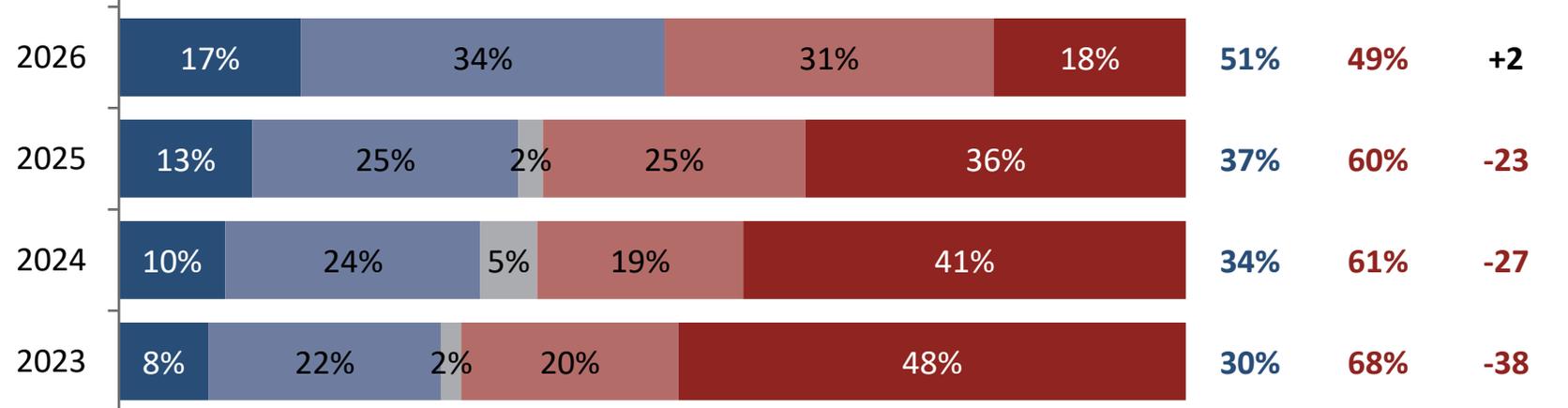


Downtown Perceptions

I feel safe visiting downtown San Francisco during the day

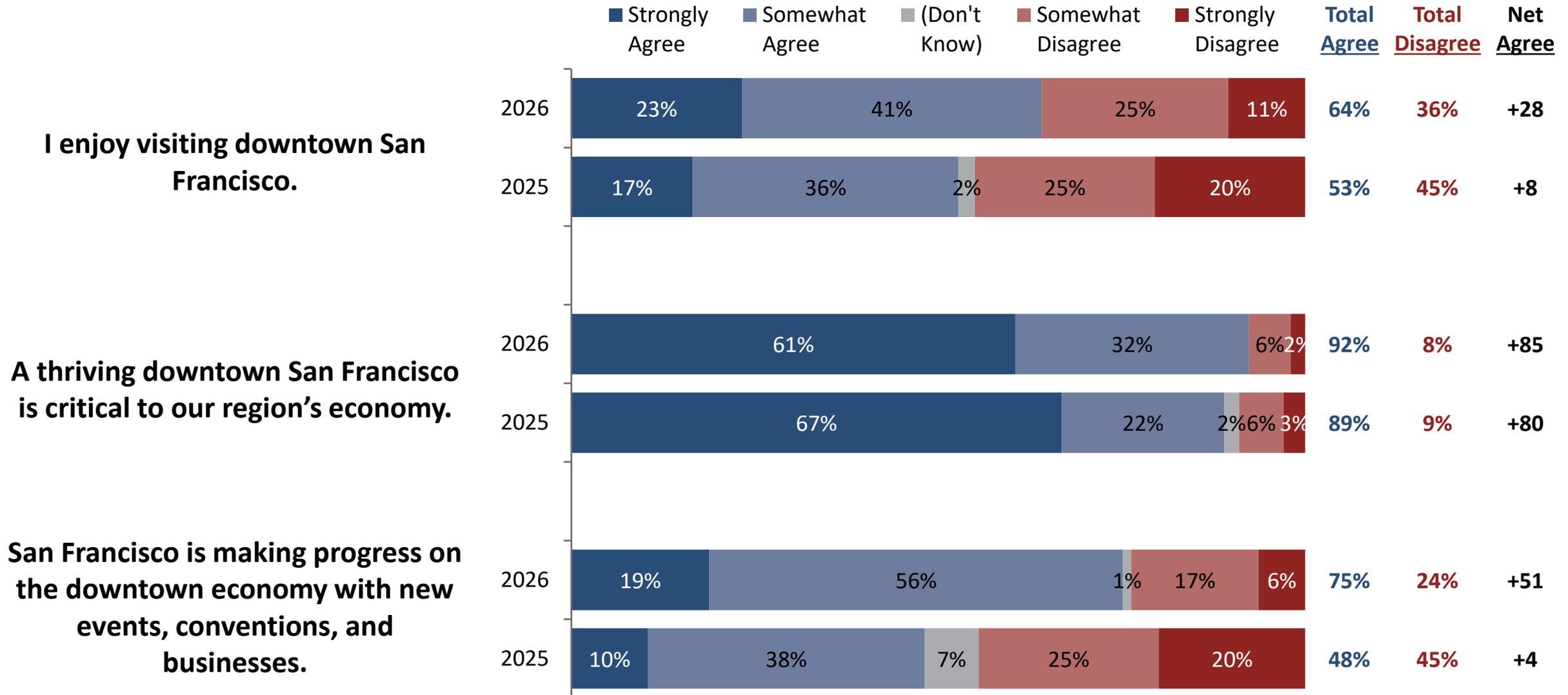


I feel safe visiting downtown San Francisco during at night



Now I'd like to read you some statements about downtown San Francisco. After each, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Downtown Attitude Statements



Now I'd like to read you some statements about downtown San Francisco. After each, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Downtown Visit Perceptions

When you think about downtown San Francisco right now, what comes to mind?	2023	2024	2025	2026
Empty	22%	26%	27%	28% (+1)
Recovering	-	3%	4%	17% (+13)
Fun activities	-	4%	3%	7% (+4)
No reason to visit	-	4%	2%	6% (+4)
Depressing	3%	2%	8%	6% (-2)
Crime/Drugs	23%	15%	16%	6% (-10)
Homelessness	13%	11%	9%	5% (-4)
Dirty	9%	9%	8%	5% (-3)
Traffic/Overdevelopment	3%	4%	2%	5% (+3)
Poor economy	-	5%	8%	5% (-3)
Needs help	-	4%	2%	3% (+1)

“Mostly the homelessness, though I appreciate the Mayor’s efforts at cleanup.”

“Crime and homelessness. But also cool art and music events which I hope there will be more of.”

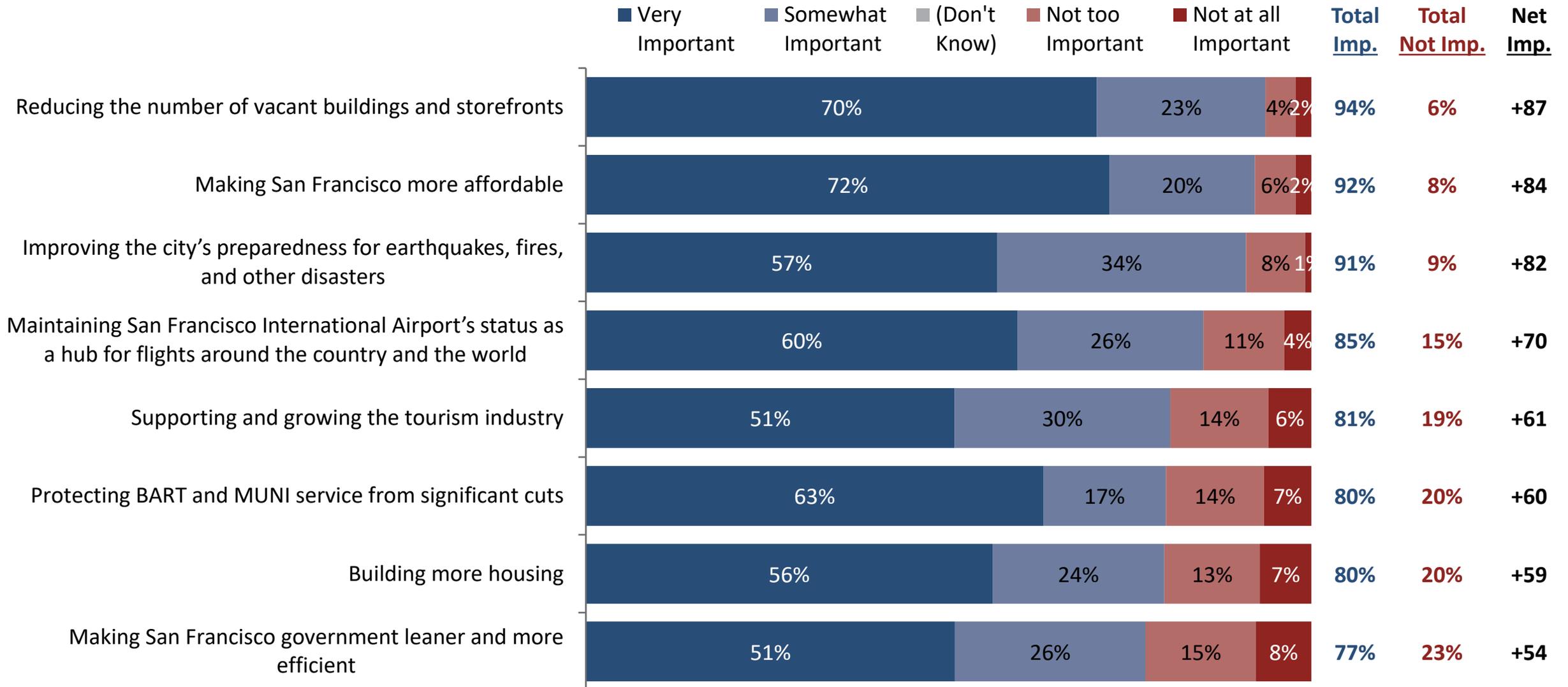
“Improving but still needs a lot of work and decreased vacancies.”

“It’s getting better. Life is returning.”



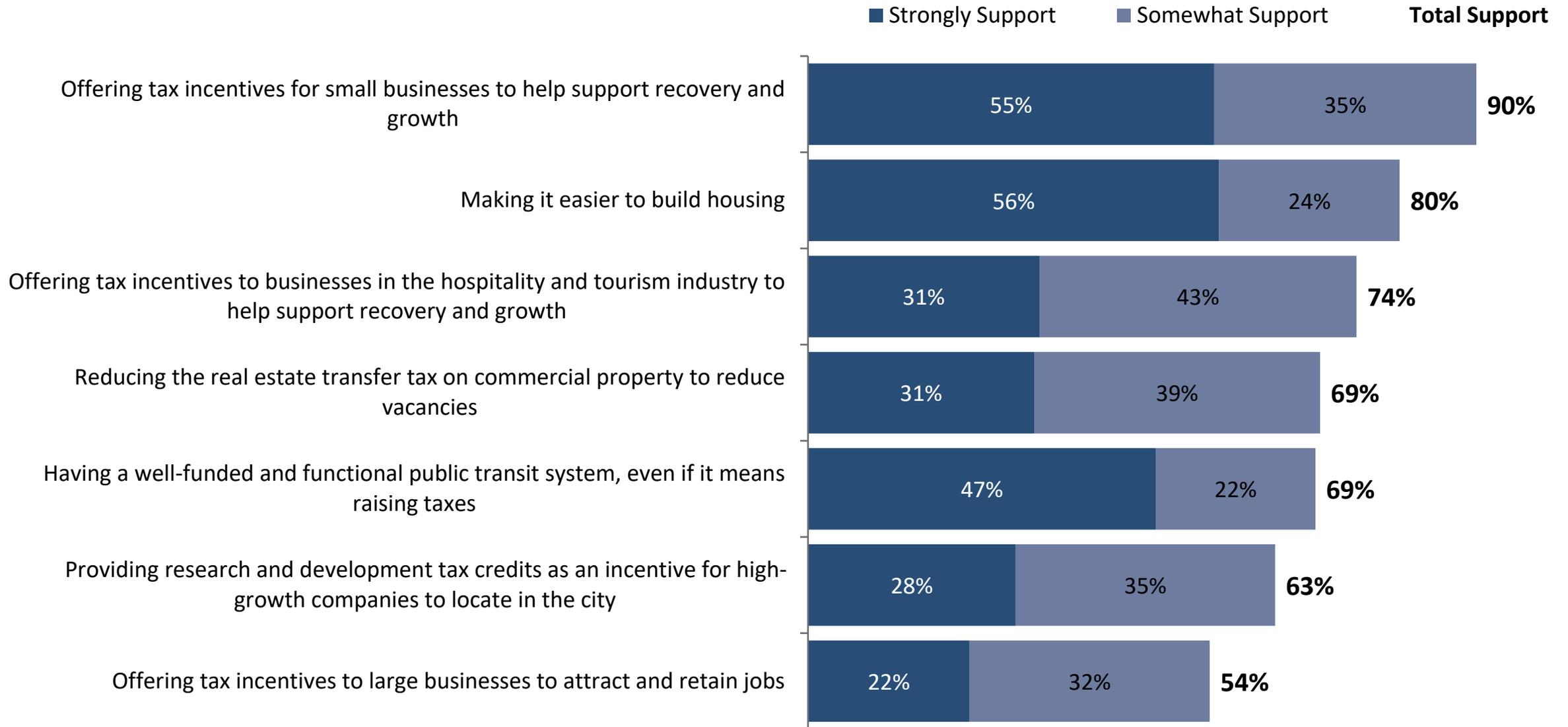
Policy Issues

Issue Importance



I'm going to read you a list of issues facing San Francisco. After each one, please tell me if that issue is very important, somewhat important, not too important, or not at all important to you.

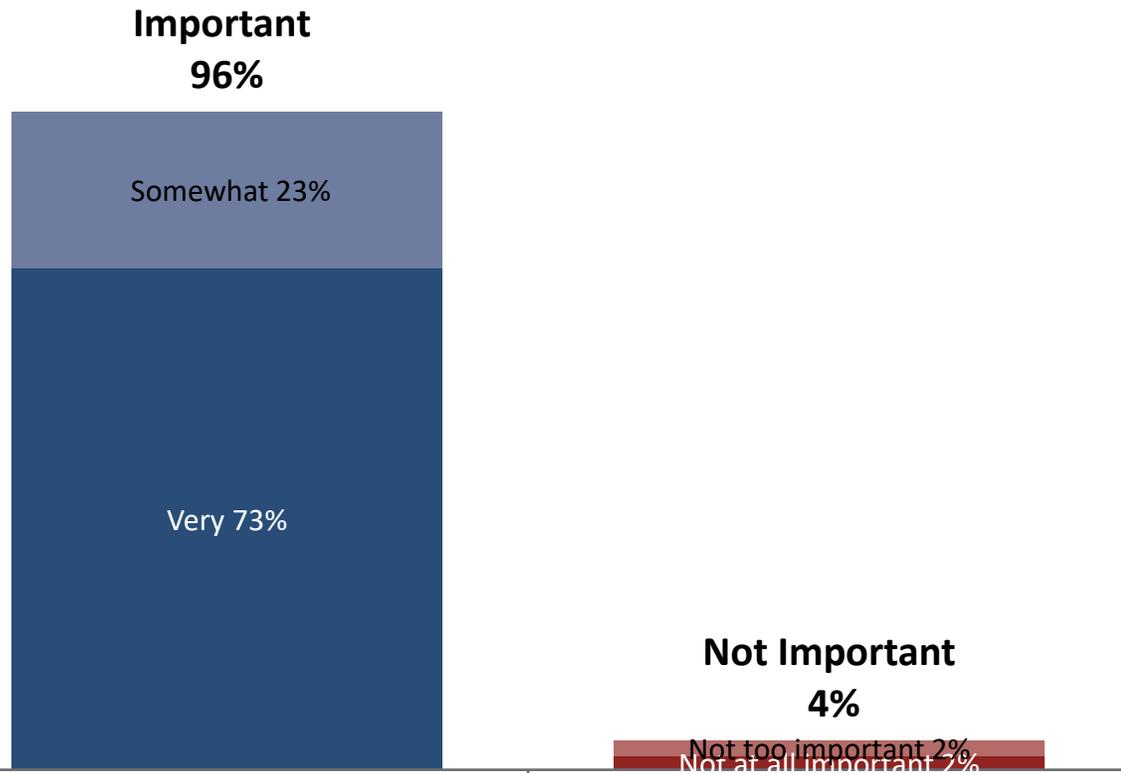
Proposal Support



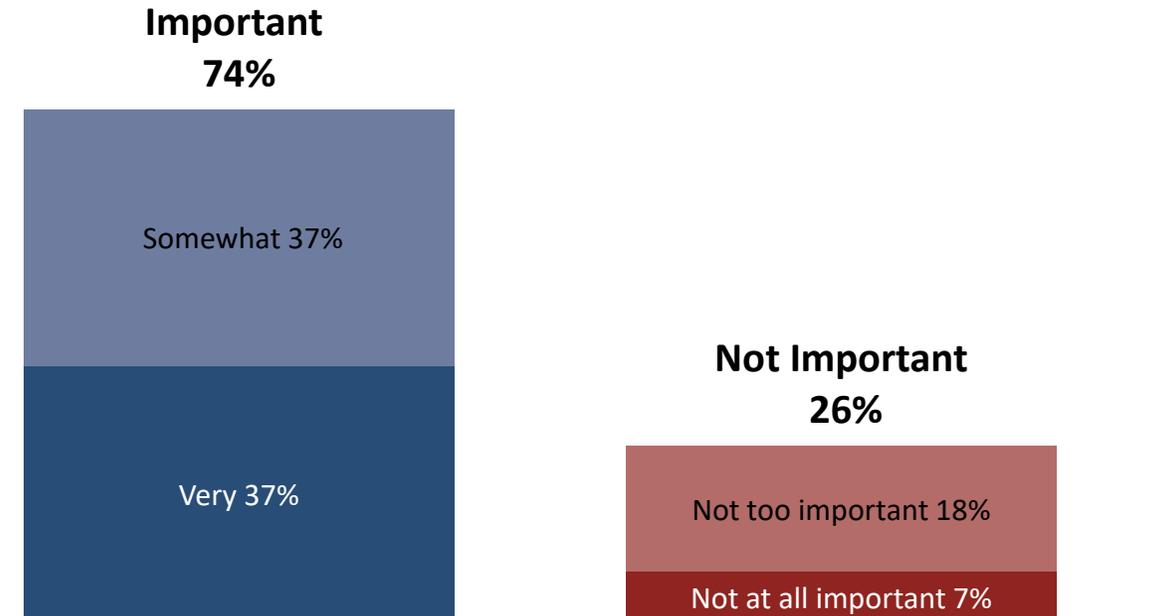
I'm going to read you some proposals that have been discussed in San Francisco. For each one, please tell me if you strongly support, somewhat support, somewhat oppose, or strongly oppose that proposal.

Business Attitudes

Attracting and retaining small businesses

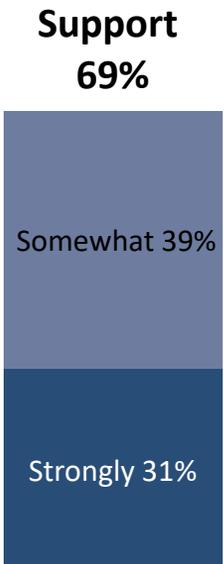


Attracting and retaining large businesses

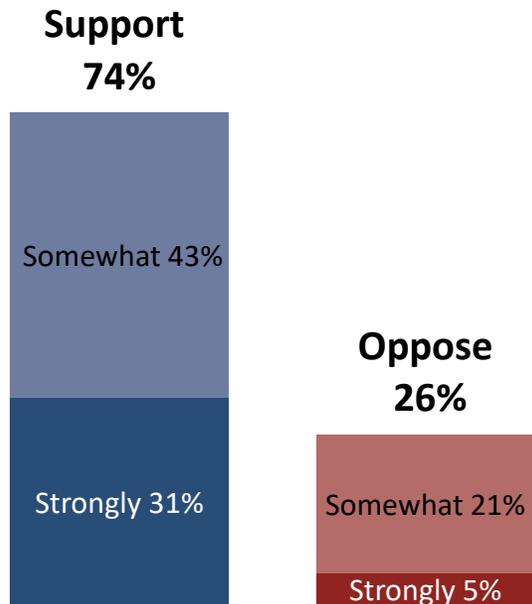


Business Retention Attitudes

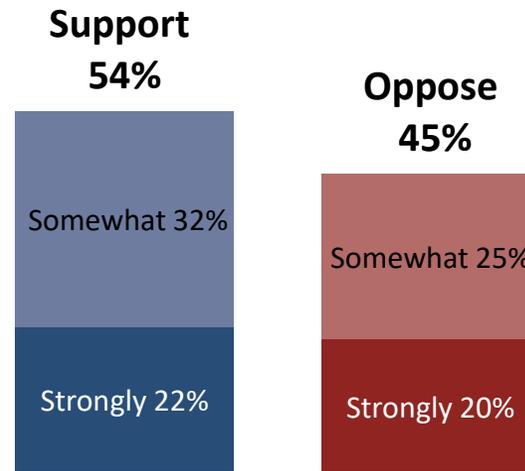
Reducing the real estate transfer tax on commercial property to reduce vacancies



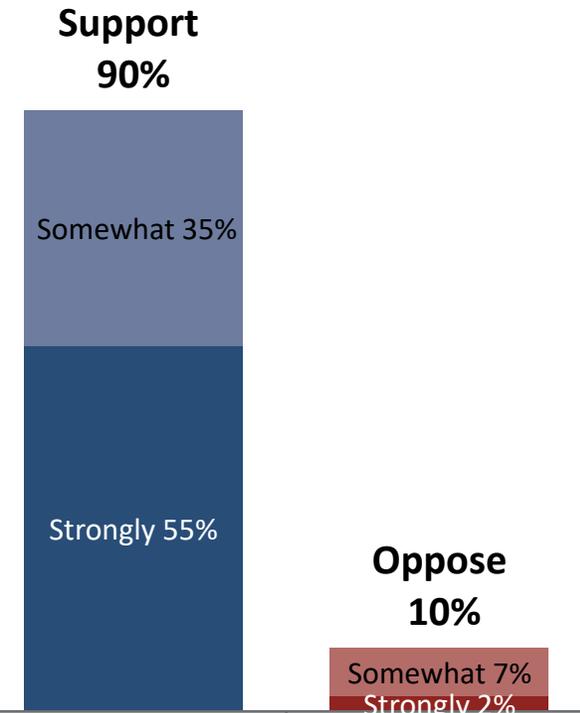
Offering tax incentives to businesses in the hospitality and tourism industry to help support recovery and growth



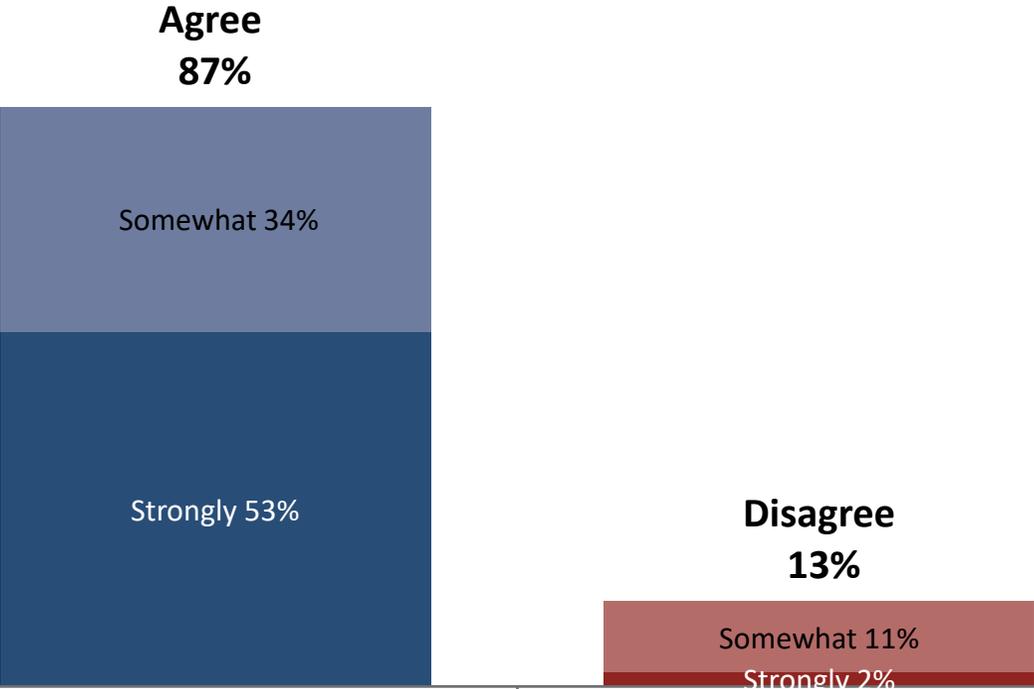
Offering tax incentives to large businesses to attract and retain jobs



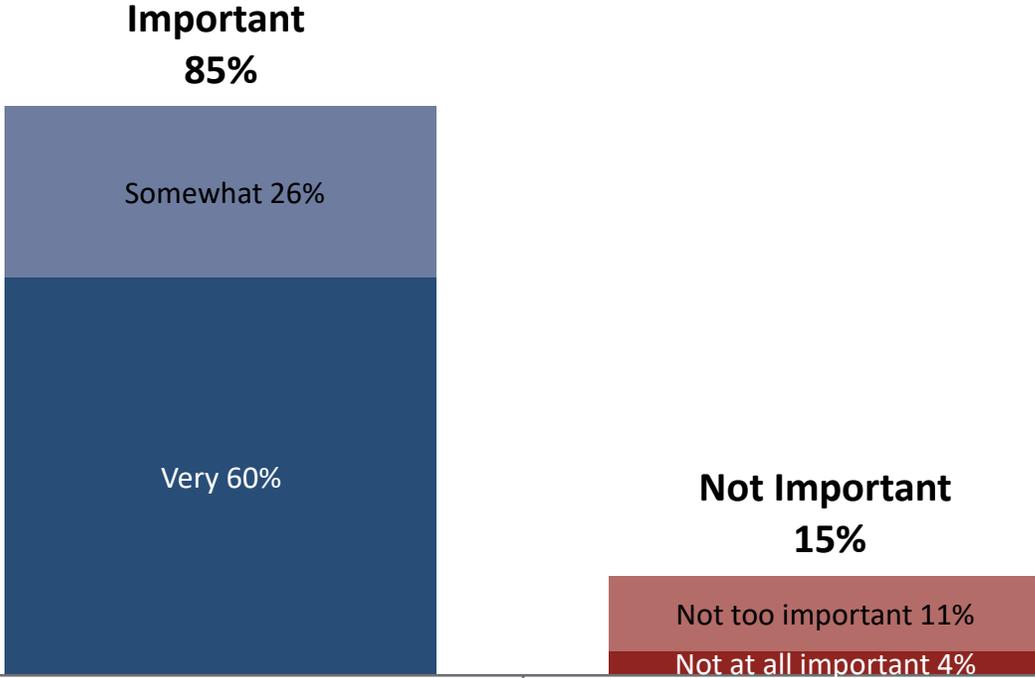
Offering tax incentives for small businesses to help support recovery and growth



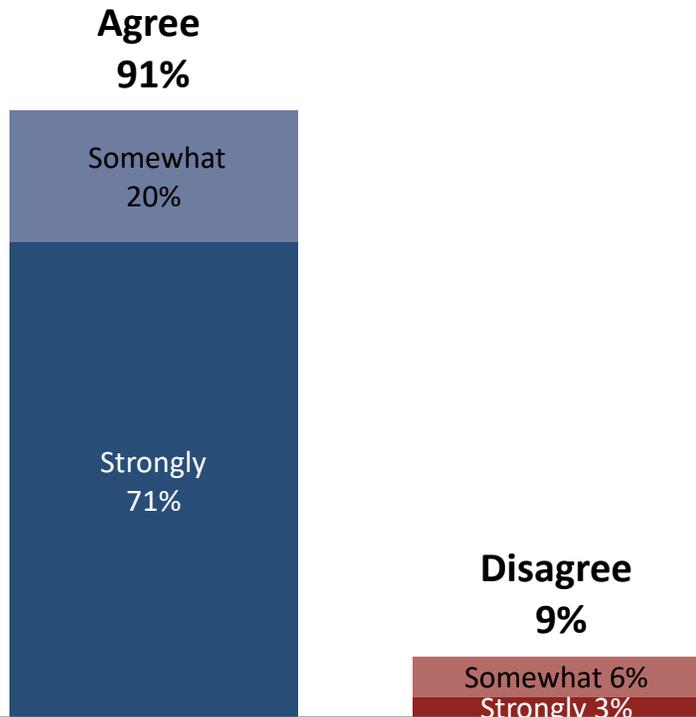
A vibrant tourism industry is essential for the future of San Francisco.



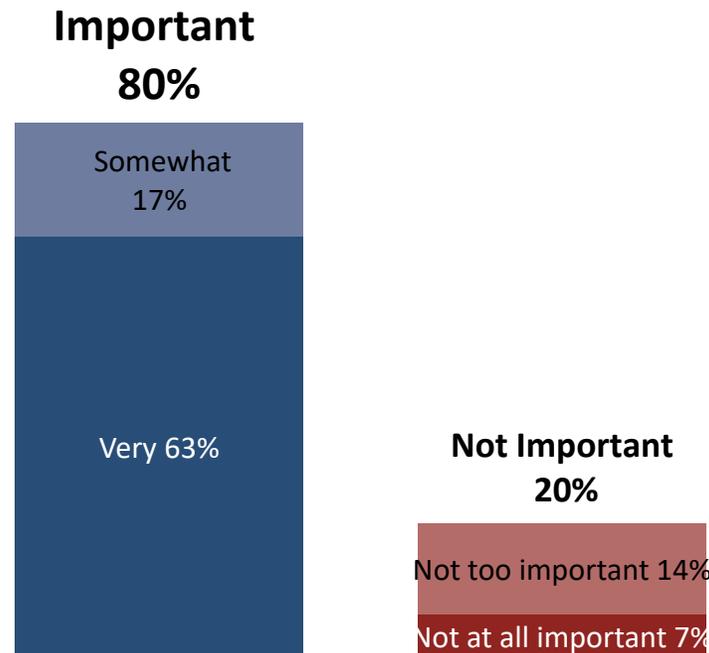
Maintaining SFO's status as a hub for flights around the country and the world



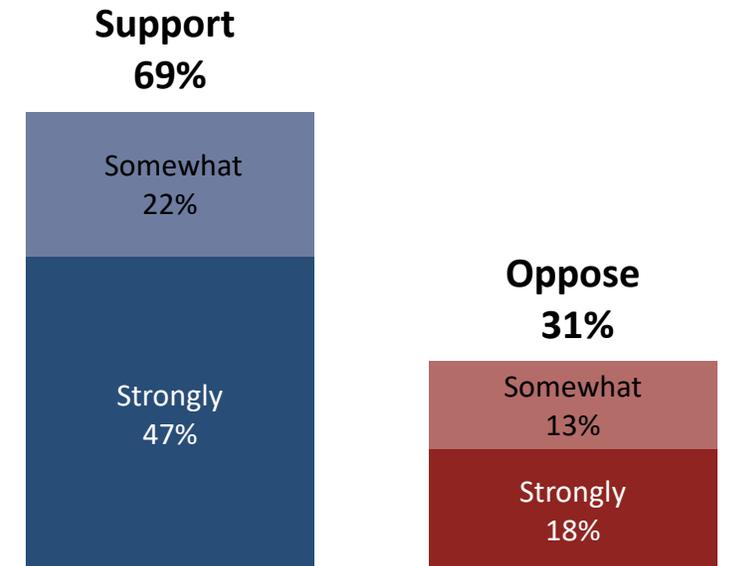
Quality MUNI and BART service is essential for the future of San Francisco.



Protecting BART and MUNI service from significant cuts



Having a well-funded and functional public transit system, even if it means raising taxes





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