

March 11, 2015

To: Interested Parties

From: Ben Tulchin, Corey O'Neil and Kiel Brunner; Tulchin Research

Re: **New San Francisco Citywide Poll Finds Strong Support for Creating Dignity Fund for Seniors, Adults and Veterans with Disabilities**

Tulchin Research recently conducted a citywide survey among likely voters to assess public opinion toward creating a San Francisco Dignity Fund aimed at providing additional resources for services for seniors, adults and veterans with disabilities. With the cost of living rising rapidly citywide and services for seniors and people with disabilities under budget pressure from federal and state government cuts, the city has lacked a dedicated local funding source for these services even while demand for them is on the rise. Tulchin Research explored an option to set up a dedicated source of funding to increase the amount of resources devoted to services for these groups.

The poll found **overwhelming support for the proposed Dignity Fund to provide additional resources for seniors, adults and veterans with disabilities living in the community.** Impressively, strong majorities of voters throughout the City support the proposed initiative and the popular programs and services it provides. We provide below a summary of key findings from the survey.

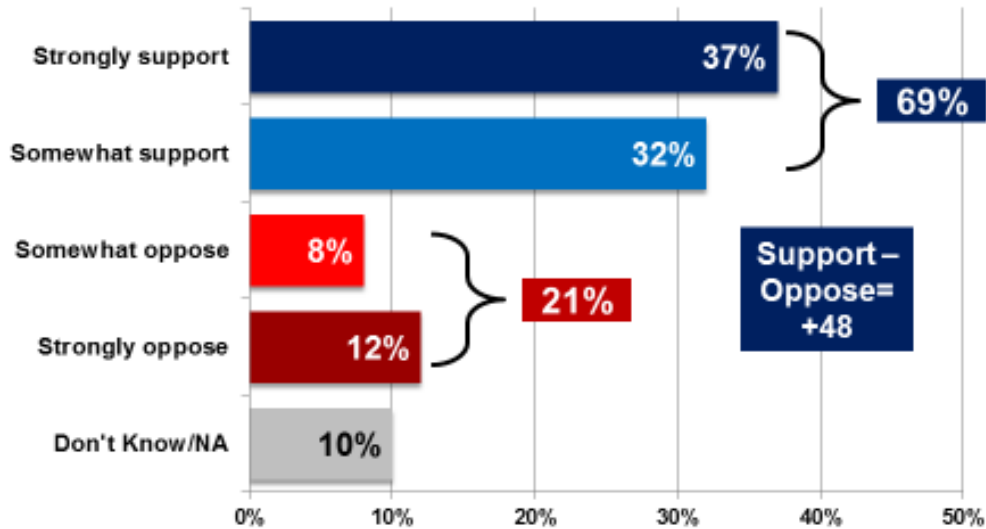
Key Findings of Survey Results

The survey tested a specific proposal that would set aside 2% of property tax revenues in the General Fund and dedicate them to providing services to seniors, adults and veterans with disabilities, similar to the Children's Fund. The survey makes it clear that voters citywide offer overwhelming backing for creating a Dignity Fund. Specifically, upon hearing a brief description of the proposal that simulated potential language that could appear on the ballot and with little context for the issue, **nearly 7 out of 10 likely voters (69 percent) support a proposed 2% Dignity Fund set-aside.** In fact, **a plurality of voters (37 percent) strongly supports the proposal** compared to just one out of five who oppose it (21 percent, 12 percent strongly), with the remaining 10 percent undecided.

The table below details these findings.

Overwhelming Support for Citywide Dignity Fund

Now I would like to read you a summary of a proposed citywide measure that may appear on the ballot soon.
Shall the City create a fund to provide essential services for seniors and adults with disabilities, including veterans without raising taxes by setting aside 2 percent of property tax revenues and requiring annual financial and performance audits for the fund?



As is evident in the language of the question, the proposal makes it clear that the Dignity Fund would provide services for seniors, adults and veterans with disabilities without increasing taxes. This proposal finds broad and deep support from an array of voters across the City.

- Voters across the ideological spectrum strongly support creating the Dignity Fund, including progressives (75%), liberals (73%), moderates (62%), and even conservatives (70%);
- There is strong support on both the East side of the City (71%) as well as the West side (66%);
- Support transcends ethnic lines as 85 percent of African Americans, 74 percent of Asian Americans, 75 percent of Latinos, and 67 percent of Caucasians support the proposal;
- Nearly two-thirds of men (65%) and nearly three-quarters of women (73%) support the fund; and
- The fund is strongly favored both by voters under the age of 50 (73%) and those over age 50 (66%).

The table below illustrates the broad support for creating the Dignity Fund by key demographic groups.

**Support for Proposed Dignity Fund
by Demographic Group**

	<u>Support</u>	<u>Oppose</u>	<u>Support - Oppose</u>
<u>Total</u>	69%	21%	+48
<u>Ideology</u>			
Progressive	75%	12%	+63
Liberal	73%	16%	+57
Moderate	62%	30%	+32
Conservative	70%	26%	+44
<u>Region</u>			
Eastside (AD 17)	71%	20%	+52
Westside (AD 19)	66%	22%	+44
<u>Race</u>			
Black	85%	9%	+76
Asian	74%	17%	+57
Latino	75%	7%	+68
White	67%	23%	+44
<u>Gender</u>			
Male	65%	25%	+40
Female	73%	16%	+57
<u>Age</u>			
18-49	73%	16%	+57
50+	66%	24%	+42

Survey Methodology: From February 17-24, 2015, Tulchin Research conducted a citywide telephone survey among 600 likely voters in San Francisco using live, professional interviewers calling both landlines and cell phones. Interviews were conducted in English and Chinese. The margin of error for this survey is +/- 3.99 percentage points.