

# Results of SurveyUSA News Poll #21141

Geography: City of San Francisco  
 Data Collected: 03/05/2014 - 03/06/2014  
 Release Date: 03/06/2014  
 Percentages

**Cell-phone and home-phone respondents included in this research:** SurveyUSA interviewed 500 San Francisco CA adults 03/05/14 through 03/06/14 using blended sample, mixed-mode. Respondents reachable on a home telephone were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents unreachable on a home telephone were shown a questionnaire on their smartphone, laptop, tablet, or other electronic device.

**1** Do you support or oppose the Golden State Warriors building an arena in San Francisco?

| 500 Adults                        | All  | Gender |        | Age   |       |       |      | <50 / 50+ |      | Race  |       |         |       | Party Affiliation |        |         |
|-----------------------------------|------|--------|--------|-------|-------|-------|------|-----------|------|-------|-------|---------|-------|-------------------|--------|---------|
|                                   |      | Male   | Female | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | White | Black | Hispani | Other | Republi           | Democr | Indepen |
| Margin of Sampling Error: +/-4.2% |      |        |        |       |       |       |      |           |      |       |       |         |       |                   |        |         |
| Support                           | 68%  | 72%    | 64%    | 71%   | 69%   | 69%   | 56%  | 70%       | 63%  | 66%   | 82%   | 63%     | 69%   | 66%               | 67%    | 70%     |
| Oppose                            | 17%  | 18%    | 16%    | 5%    | 23%   | 22%   | 30%  | 13%       | 26%  | 21%   | 14%   | 18%     | 11%   | 23%               | 16%    | 17%     |
| Not Sure                          | 15%  | 11%    | 20%    | 24%   | 8%    | 9%    | 15%  | 17%       | 12%  | 13%   | 3%    | 19%     | 20%   | 11%               | 17%    | 13%     |
| Total                             | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%  | 100%  | 100%    | 100%  | 100%              | 100%   | 100%    |
| Composition of Adults             | 100% | 51%    | 49%    | 38%   | 28%   | 18%   | 16%  | 66%       | 34%  | 47%   | 7%    | 13%     | 33%   | 11%               | 57%    | 29%     |

**1** Do you support or oppose the Golden State Warriors building an arena in San Francisco?

| 500 Adults                        | All  | Ideology |        |         |
|-----------------------------------|------|----------|--------|---------|
|                                   |      | Conser   | Modera | Liberal |
| Margin of Sampling Error: +/-4.2% |      |          |        |         |
| Support                           | 68%  | 79%      | 76%    | 58%     |
| Oppose                            | 17%  | 19%      | 15%    | 18%     |
| Not Sure                          | 15%  | 2%       | 10%    | 24%     |
| Total                             | 100% | 100%     | 100%   | 100%    |
| Composition of Adults             | 100% | 14%      | 39%    | 41%     |

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**2** If a new arena IS built, where do you think it should be built? The main parking lot across from AT&T Park? At a site in the Mission Bay neighborhood? Along the Embarcadero on Piers 30-32? Or somewhere else?

| 500 Adults                        | All  | Gender |        | Age   |       |       |      | <50 / 50+ |      | Race  |       |         |       | Party Affiliation |        |         |
|-----------------------------------|------|--------|--------|-------|-------|-------|------|-----------|------|-------|-------|---------|-------|-------------------|--------|---------|
|                                   |      | Male   | Female | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | White | Black | Hispani | Other | Republi           | Democr | Indepen |
| Margin of Sampling Error: +/-4.5% |      |        |        |       |       |       |      |           |      |       |       |         |       |                   |        |         |
| Across From AT&T Park             | 28%  | 25%    | 30%    | 26%   | 32%   | 26%   | 24%  | 29%       | 25%  | 26%   | 22%   | 20%     | 34%   | 27%               | 32%    | 21%     |
| Mission Bay Neighborhood          | 16%  | 17%    | 16%    | 11%   | 17%   | 21%   | 22%  | 14%       | 21%  | 17%   | 12%   | 14%     | 16%   | 13%               | 14%    | 21%     |
| Piers 30-32                       | 34%  | 36%    | 32%    | 42%   | 32%   | 33%   | 20%  | 38%       | 27%  | 37%   | 46%   | 50%     | 21%   | 43%               | 30%    | 40%     |
| Other                             | 15%  | 17%    | 13%    | 14%   | 12%   | 16%   | 22%  | 13%       | 19%  | 15%   | 14%   | 14%     | 15%   | 16%               | 17%    | 11%     |
| Not Sure                          | 7%   | 5%     | 9%     | 7%    | 7%    | 4%    | 12%  | 7%        | 8%   | 4%    | 6%    | 2%      | 14%   | 2%                | 7%     | 7%      |
| Total                             | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%  | 100%  | 100%    | 100%  | 100%              | 100%   | 100%    |
| Composition of Adults             | 100% | 51%    | 49%    | 38%   | 28%   | 18%   | 16%  | 66%       | 34%  | 47%   | 7%    | 13%     | 33%   | 11%               | 57%    | 29%     |

**2** If a new arena IS built, where do you think it should be built? The main parking lot across from AT&T Park? At a site in the Mission Bay neighborhood? Along the Embarcadero on Piers 30-32? Or somewhere else?

| 500 Adults                        | All  | Ideology |        |         |
|-----------------------------------|------|----------|--------|---------|
|                                   |      | Conser   | Modera | Liberal |
| Margin of Sampling Error: +/-4.5% |      |          |        |         |
| Across From AT&T Park             | 28%  | 26%      | 33%    | 25%     |
| Mission Bay Neighborhood          | 16%  | 16%      | 12%    | 19%     |
| Piers 30-32                       | 34%  | 40%      | 39%    | 30%     |
| Other                             | 15%  | 17%      | 12%    | 16%     |
| Not Sure                          | 7%   | 2%       | 4%     | 10%     |
| Total                             | 100% | 100%     | 100%   | 100%    |
| Composition of Adults             | 100% | 14%      | 39%    | 41%     |

**3** Should the arena project be placed on the ballot, for voters to decide? Or not?

| 500 Adults                      | All  | Gender |        | Age   |       |       |      | <50 / 50+ |      | Race  |       |         |       | Party Affiliation |        |         |
|---------------------------------|------|--------|--------|-------|-------|-------|------|-----------|------|-------|-------|---------|-------|-------------------|--------|---------|
|                                 |      | Male   | Female | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | White | Black | Hispani | Other | Republi           | Democr | Indepen |
| Margin of Sampling Error: +/-4% |      |        |        |       |       |       |      |           |      |       |       |         |       |                   |        |         |
| Placed On The Ballot            | 72%  | 72%    | 72%    | 78%   | 70%   | 64%   | 70%  | 75%       | 67%  | 70%   | 64%   | 73%     | 77%   | 88%               | 70%    | 71%     |
| Not Placed On Ballot            | 21%  | 25%    | 18%    | 17%   | 24%   | 27%   | 22%  | 20%       | 25%  | 26%   | 27%   | 18%     | 15%   | 8%                | 24%    | 21%     |
| Not Sure                        | 7%   | 4%     | 10%    | 5%    | 6%    | 9%    | 8%   | 5%        | 9%   | 4%    | 9%    | 9%      | 8%    | 4%                | 5%     | 8%      |
| Total                           | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%  | 100%  | 100%    | 100%  | 100%              | 100%   | 100%    |
| Composition of Adults           | 100% | 51%    | 49%    | 38%   | 28%   | 18%   | 16%  | 66%       | 34%  | 47%   | 7%    | 13%     | 33%   | 11%               | 57%    | 29%     |

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Sponsor:

KPIX-TV (San Francisco)

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## 3 Should the arena project be placed on the ballot, for voters to decide? Or not?

| 500 Adults                      | All  | Ideology |        |         |
|---------------------------------|------|----------|--------|---------|
|                                 |      | Conser   | Modera | Liberal |
| Margin of Sampling Error: +/-4% |      |          |        |         |
| Placed On The Ballot            | 72%  | 76%      | 70%    | 74%     |
| Not Placed On Ballot            | 21%  | 24%      | 25%    | 19%     |
| Not Sure                        | 7%   | 1%       | 4%     | 7%      |
| Total                           | 100% | 100%     | 100%   | 100%    |
| Composition of Adults           | 100% | 14%      | 39%    | 41%     |

**Statement of Methodology:** About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.