

# NEW POLL: Bay Area residents say that racial diversity is what makes the region a great place to live.

Bay Area residents have a vision of the neighborhoods they want to live in, where people of different races, cultures, and financial means are all welcome and feel they belong. A new five-county survey reveals that Bay Area residents agree that racial and economic diversity makes the Bay Area a great place to live, and that protecting that diversity in our neighborhoods should be a priority for action.

Residents shared significant concerns about the region as well. At a time of rising challenges around homelessness, the cost of housing, and a host of other issues, this should be no surprise.

In spite of these worries, there is a great deal to build on. This poll shows that across our region we hold a common vision for the future and a sense of urgency to make that vision a reality.



## PROTECTING DIVERSITY IN THE BAY AREA

Bay Area residents want to live in neighborhoods with people of different races and cultures and see that as part of what makes the Bay Area a great place.

**Intensity has increased on protecting racial and cultural diversity, and ensuring opportunity for people regardless of race.**

**65%** of residents agree that **protecting the racial and cultural diversity of our neighborhoods** and local communities should be a priority.

**76%** of residents agree that **having people of different races and income levels** is part of what makes the Bay Area a great place to live.

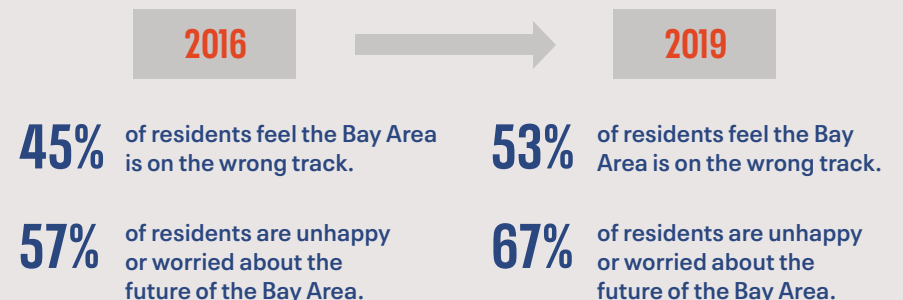
**77%** of residents agree that **there should be affordable places to live for all people**—whether white, Black, or brown—in their neighborhoods.

**74%** of residents agree that ensuring opportunity for people regardless of race should be a priority.



## THE DIRECTION WE'RE HEADING IN

People are worried about the direction of the Bay Area. Residents are concerned it is going the wrong way and getting worse.



2016 data references a survey of same scale, conducted by EMC Research of 800 Bay Area residents.



## IMPORTANCE OF AFFORDABLE HOUSING

Residents showed a desire for affordable housing for everyone, naming housing as a basic human need and stopping discriminatory practices as a very high priority.

**Affordable housing and housing protections rose to the top of the list of priority issues.**

Making housing more affordable **57%** **79% priority**  
*very high priority*

Strongly enforcing laws that prevent landlords, developers, banks, employers and others from discriminating against people on the basis of their race **43%** **75% priority**  
*very high priority*

**85%** of respondents agreed that housing is a basic human need.



## WHO CAN MAKE THE MOST DIFFERENCE?

Government and elected officials are seen as most able to have a positive impact on community issues across the board.

**Government and elected officials are perceived to have the greatest impact in:**

Preserving diversity in Bay Area communities **38%** **69% overall**  
*very high impact*

Making sure everyone has safe and affordable housing **35%** **68% overall**  
*very high impact*

Making sure individuals are able to build wealth and financial stability **30%** **64% overall**  
*very high impact*

We are working hard to build a future in which every person has an affordable place to call home, can be prosperous and leave a nest egg for the next generation, and where everyone can shape the decisions that affect their lives. This work is just getting started and it will require a broad group of partners who are willing to take action across the region.

**This is what we at the San Francisco Foundation are working to achieve. We hope you'll join us in building it. Read more at [sff.org/2019poll](https://sff.org/2019poll).**