

2013

Public Attitudes Concerning the America's Cup

University of San Francisco, Leo T. McCarthy Center for Public Service and the Common Good

Follow this and additional works at: http://repository.usfca.edu/mccarthy_fac

 Part of the [Social and Behavioral Sciences Commons](#)

Recommended Citation

University of San Francisco, Leo T. McCarthy Center for Public Service and the Common Good, "Public Attitudes Concerning the America's Cup" (2013). *McCarthy Center Faculty Publications*. Paper 9.
http://repository.usfca.edu/mccarthy_fac/9

This Survey is brought to you for free and open access by the Leo T. McCarthy Center for Public Service and the Common Good at USF Scholarship: a digital repository @ Gleeson Library | Geschke Center. It has been accepted for inclusion in McCarthy Center Faculty Publications by an authorized administrator of USF Scholarship: a digital repository @ Gleeson Library | Geschke Center. For more information, please contact repository@usfca.edu.



UNIVERSITY OF
SAN FRANCISCO

Leo T. McCarthy Center
for Public Service and
the Common Good

University of San Francisco/McCarthy Center Survey

“Public Attitudes Concerning the America’s Cup”

Survey Results

December 1, 2013

Contents

Media Release	1
Key Findings	3
Top Line Results	4
Top Line Survey Demographics	5
Support for the Cup’s Return Cross-Tabs	7
Methodology	8

PRESS RELEASE

FOR IMMEDIATE RELEASE

Media Contact:

Corey Cook

University of San Francisco

415.422.6163

cdcook2@usfca.edu

USF's McCarthy Center Releases America's Cup Survey

SAN FRANCISCO—(November 26, 2013)—

The Leo T. McCarthy Center surveyed 553 likely voters in San Francisco to gauge public attitudes concerning the 34th America's Cup, hosted in San Francisco in 2013, and measure public preferences about the City hosting the 35th America's Cup. The on-line survey posed similar questions to those asked prior to the event by USF researchers of likely voters in 2011 to measure the effectiveness of the Cup in drawing people to San Francisco's waterfront, one of the stated goals of the .

A substantial majority of respondents were positive about the event and welcome the event coming back to San Francisco. San Franciscans generally followed the summer races: about 95 percent of respondents were aware the Cup was recently held in San Francisco, and over 80 percent of those surveyed reported it, with about half following it "closely" or "somewhat". Approximately one-third of those surveyed reported attending race events along the waterfront, including races, events, concerts, and the like. Compared with the 2011 results, a substantially higher proportion of respondents reported being along the waterfront or out on the bay for recreation.

When asked about the prospects for hosting the 35th America's Cup in San Francisco, a significant majority voiced approval by 61.5 percent to 14.6 percent. Interestingly, the survey discerned little variation in rates of approval by age, ethnicity, gender, income, or political ideology. "Support for hosting the America's Cup remains quite high, cutting across typical demographic categories. This appears to have been seen by San Francisco voters as a positive event for the City", according to McCarthy Center Director Corey Cook.

ABOUT THE LEO T. MCCARTHY CENTER AT THE UNIVERSITY OF SAN FRANCISCO

The Leo T. McCarthy Center for Public Service and the Common Good is dedicated to inspiring and equipping students at USF to pursue lives and careers of ethical public service and service to others. The Center provides a non-partisan forum for education, service and research in public programs and policy-making. It supports undergraduate and graduate academic programs, including a Masters' Program in Public Affairs and an undergraduate Minor in Public Service through curricula that blends rigorous intellectual training with fieldwork experience prepares students to articulate and promote the common good of all society's members through careers or service in government, non-profits or the private sector. Additionally, the McCarthy Center provides community-based learning opportunities both domestically and abroad and facilitates government experiences for students.

The McCarthy Center values civic engagement and seeks to promote public interest research that encourages civil discourse and constructive interaction among the great diversity of residents and

officials in the Bay Area. The Center strives to accomplish its goals by being transparent, nonpartisan and rigorous in designing its work and products.

Established in 1855, USF is San Francisco's oldest university and is consistently ranked as one of the most ethnically diverse universities in the country. The University of San Francisco is committed to being a premier Jesuit Catholic, urban university with a global perspective that educates leaders who will fashion a more humane and just world. With nearly 9,600 students enrolled both on- and off-campus, the university offers undergraduate, graduate, and professional students the knowledge and skills needed to succeed as persons and professionals, and the values and sensitivity necessary to be men and women for others. For more information about the University of San Francisco, please visit www.usfca.edu.

Key Findings

The Vast Majority of Respondents Followed the 34th America's Cup

- About 95 percent of respondents were aware the Cup was recently held in San Francisco
- Over 80 percent of those surveyed reported following the race, with about half following it “closely” or “somewhat”
- Approximately one-third of those surveyed attended race events along the waterfront

Support for Hosting the America's Cup Remains High

- Respondents expressed support for hosting the 35th America's Cup in San Francisco by a substantial margin, 61.5 percent to 14.6 percent
- No significant differences in support for the Cup were reported among various demographic groupings.

Utilization of Public Facilities and the Waterfront

- A majority of those surveyed reported being along the waterfront in the past two months and the majority also reported having been out on the bay for recreation

RESEARCH NOTE: Though this survey does not fully replicate the McCarthy Center survey conducted in 2011, both the specific wording of questions and the methodology varied somewhat between the two surveys, the results indicate continued support for the Cup and that the Cup effectively achieved the goal of increasing public participation along the waterfront.

Topline results

1. Were you aware that the America's Cup sailing race was recently held in San Francisco?

Yes	94.9 percent
No	5.1 percent
Total	100.0 percent

2. Did you follow the race, or the results, in the news, online, or on TV?

Yes - I followed it closely	19.6 percent
Yes - I follow it somewhat	30.2 percent
Yes - but I only followed it a little	32.4 percent
YES	82.2 percent
No - I didn't follow it at all	17.7 percent
Total	100.0

3. Did you attend any of the race events along the waterfront?

Yes	32.4 percent
No	67.6 percent
Total	100.0 percent

4. Would you support or oppose the America's Cup race being held again in San Francisco in a few years?

Strongly support	34.1 percent
Somewhat support	27.4 percent
TOTAL SUPPORT	61.5 percent
Somewhat oppose	7.0 percent
Strongly oppose	7.6 percent
TOTAL OPPOSE	14.6 percent
I neither support nor oppose this	20.9 percent
I don't know	2.9 percent
Total	100.0 percent

5. Have you or your family been to a park, open space, business along the city's waterfront in the last two months?

Yes	77.3 percent
No	21.6 percent
I don't know	1.1 percent
Total	100.0 percent

6. Have you walked, ridden a bike, or taken public transit to the waterfront in the last 2 months?

Yes	74.5 percent
No	24.2 percent
I don't know	1.3 percent
Total	100.0 percent

7. Have you been out on the bay for recreation in the last year?

Yes	57.0 percent
No	42.1 percent
I don't know	0.9 percent
Total	100.0 percent

Topline Survey Demographics

What is your gender?

Male	41.2 percent
Female	58.8 percent
Total	100.0 percent

What is your race?

White/Caucasian	54.0 percent
Asian	29.9 percent
Hispanic	6.5 percent
African American	2.9 percent
Mixed race	1.5 percent
Native American	0.8 percent
Pacific Islander	0.4 percent
Other	0.7 percent
Prefer not to answer	3.3 percent
Total	100.0 percent

What is the highest level of education you have completed?

Less than High School	0.8 percent
High School / GED	4.7 percent
Some College	16.5 percent
2-year College Degree	6.7 percent
4-year College Degree	41.6 percent
Masters Degree	17.8 percent
Doctoral Degree	3.5 percent
Professional Degree (JD, MD)	6.9 percent
Prefer not to answer	1.4 percent
Total	100.0 percent

Do you have children under 18 living at home with you?

Yes	28.5 percent
No	71.5 percent
Total	100.0 percent

Thinking about political issues in San Francisco, do you generally consider yourself to be:

Progressive	14.7 percent
Liberal	32.4 percent
Moderate	35.5 percent
Conservative	10.7 percent
Prefer not to answer	6.7 percent
Total	100.0 percent

Do you identify as LGBTQ?

Yes	14.8 percent
No	75.5 percent
Prefer not to answer	9.7 percent
Total	100.0 percent

What year were you born? (age recode)

18-30 years old	15.9 percent
31-45 years old	21.1 percent
46-60 years old	24.8 percent
61+ years old	38.2 percent
Total	100.0 percent

When there are elections in San Francisco for local offices and measures, do you:

Always vote	70.5 percent
Sometimes vote	23.6 percent
Occasionally vote	5.9 percent
Total	100.0 percent

Cross-Tabs

		Would you support or oppose the America's Cup race being held again in San Francisco in a few years? Also state if you neither support nor oppose this.						
		Strongly Support	Somewhat Support	Total Support	Somewhat Oppose	Strongly Oppose	Total Oppose	Neither Support nor Oppose
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Male	37.1	27.3	64.4	8.0	6.0	14.0	20.4
	Female	32.0	27.5	59.5	6.3	8.7	15.1	21.3
Age	18-30	28.6	21.8	50.4	11.2	12.0	23.2	20.6
	31-45	37.6	29.2	66.8	4.1	5.2	9.3	21.7
	46-60	23.7	30.8	54.5	9.0	15.1	24.1	19.3
	60+	41.3	26.5	67.8	5.6	2.2	7.8	21.6
Race/Ethnicity	Latino/Hispanic	41.0	24.0	65.0	5.8	4.4	10.2	20.4
	White/Caucasian	35.7	25.0	60.7	7.3	10.1	17.4	19.0
	Black/African-American	54.0	4.0	58.1	9.9	4.0	14.0	19.8
	Asian/Pacific Islander	27.8	35.2	63.0	5.7	4.4	10.1	24.0
	Mixed/Other	45.8	16.9	62.7	9.3	0.0	9.3	28.0
Political Ideology	Progressive	38.8	22.1	60.9	5.1	15.9	21.0	17.3
	Liberal	35.4	28.9	64.3	8.7	6.1	14.8	18.1
	Moderate	31.4	30.9	62.3	6.7	7.3	14.0	22.1
	Conservative	46.6	22.6	69.3	10.2	4.4	14.6	15.1
Education	High School or Less	43.7	19.8	63.5	0.0	9.4	9.4	19.8
	Some College	40.9	21.9	62.8	7.5	4.2	11.6	21.8
	College Degree	34.0	29.5	63.5	5.2	7.6	12.9	21.3
	Postgraduate Degree	29.2	29.5	58.7	10.6	9.1	19.7	20.0
Housing Tenure	Own	36.8	32.1	68.9	6.3	4.7	11.0	16.0
	Rent	33.3	24.2	57.5	7.7	9.7	17.4	22.7
	Other	21.4	32.1	53.6	3.6	3.6	7.1	39.3
Annual Income	Below \$30,000	20.8	29.6	50.4	2.5	7.0	9.5	35.1
	\$30,000-\$59,999	36.6	24.0	60.5	4.6	6.7	11.3	23.6
	\$60,000-\$99,999	34.7	30.4	65.1	7.6	3.5	11.1	20.7
	\$100,000-\$129,999	39.5	30.3	69.8	7.4	3.9	11.3	18.9
	\$130,000 or more	35.4	25.3	60.7	11.7	12.5	24.2	14.5
Sexual Orientation	Straight	33.8	27.9	61.7	5.6	8.3	13.9	22.0
	LGBT	38.9	22.2	61.1	13.1	6.6	19.7	19.2
	Refused	29.8	31.1	60.8	8.5	3.6	12.1	14.7

Methodology

The University of San Francisco Leo T. McCarthy Center survey was fielded from November 18-25, 2013. The poll was fielded via an opt-in internet panel, a common method for online surveys. Respondents were screened on whether they were registered voters in San Francisco, and their vote frequency, similar to that of RDD telephone methodology. We received 553 valid responses, which were used for this survey.

The demographics of the survey sample, for the most part, matched San Francisco registered voter demographics pretty well. The sample had more homeowners than the San Francisco voter universe, accordingly post-stratification weighting on homeownership was utilized. No other weighting was seen as necessary as the other demographics closely matched the known universe of San Francisco likely voters. The staff of the Leo T. McCarthy Center wrote and oversaw the administration of the survey and performed all survey analyses.