

# Bay Area Attitudes on Racial Equity and Regional Recovery

Research conducted and report prepared by



# Contents

- 3** [Key Findings](#)
- 4** [Issue Environment](#)
- 8** [COVID Impacts](#)
- 13** [COVID Recovery](#)
- 28** [Messaging and Messengers](#)
- 34** [Methodology](#)
- 35** [Respondent Demographics](#)

# Key Findings

- In the midst of declining COVID case rates and vaccine rollout, half of residents are optimistic about the direction of the Bay Area.
- There is widespread agreement about the **value of racial and economic diversity and inclusion**, but a majority feel the Bay Area is currently falling short when it comes to people being treated equally.
- Residents are aware of the negative impacts the pandemic has had on many groups, particularly small businesses and those experiencing poverty and homelessness. Views are more neutral when it comes to residents' own personal pandemic experiences.
- **Economic recovery, vaccination, and homelessness** are top of mind priorities as the Bay Area looks to recover from COVID-19.
- While prioritizing economic recovery of vulnerable communities is not as top of mind for residents, they **overwhelmingly find the proposal and its priorities important** when presented with them.
- Messaging that centers on pursuing an equitable recovery for the benefit of future generations is compelling.

- Scientists and public health officials are viewed as particularly trustworthy messengers about economic recovery from the pandemic in the Bay Area.

*Due to rounding, some percentages may not equal 100%*

## ISSUE AREA KEY:

Color coding is used throughout this report to help readers see how the results fit into three issue areas. The color scheme introduced here will continue throughout the report.

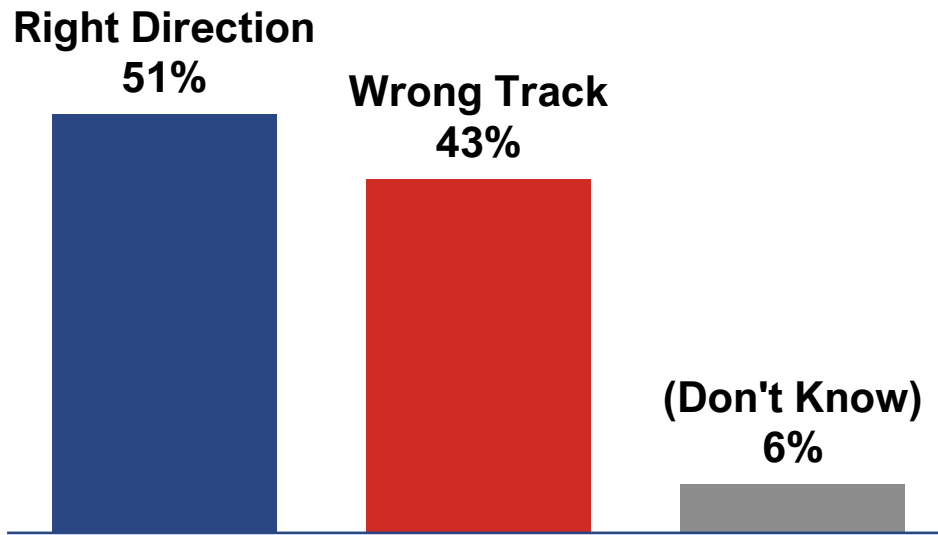
 **Small business and workforce development**

 **Supporting under-invested communities**

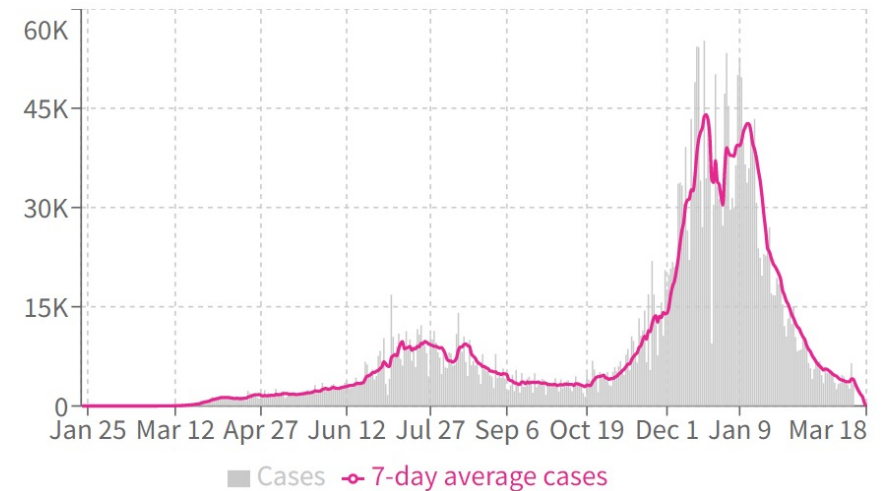
 **Affordable housing and tenant protections**

# ISSUE ENVIRONMENT: Direction of the Bay Area

In the midst of declining COVID case rates and vaccine rollout, half of residents are optimistic about the direction of the area.



Q3. Do you feel things in the Bay Area are going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



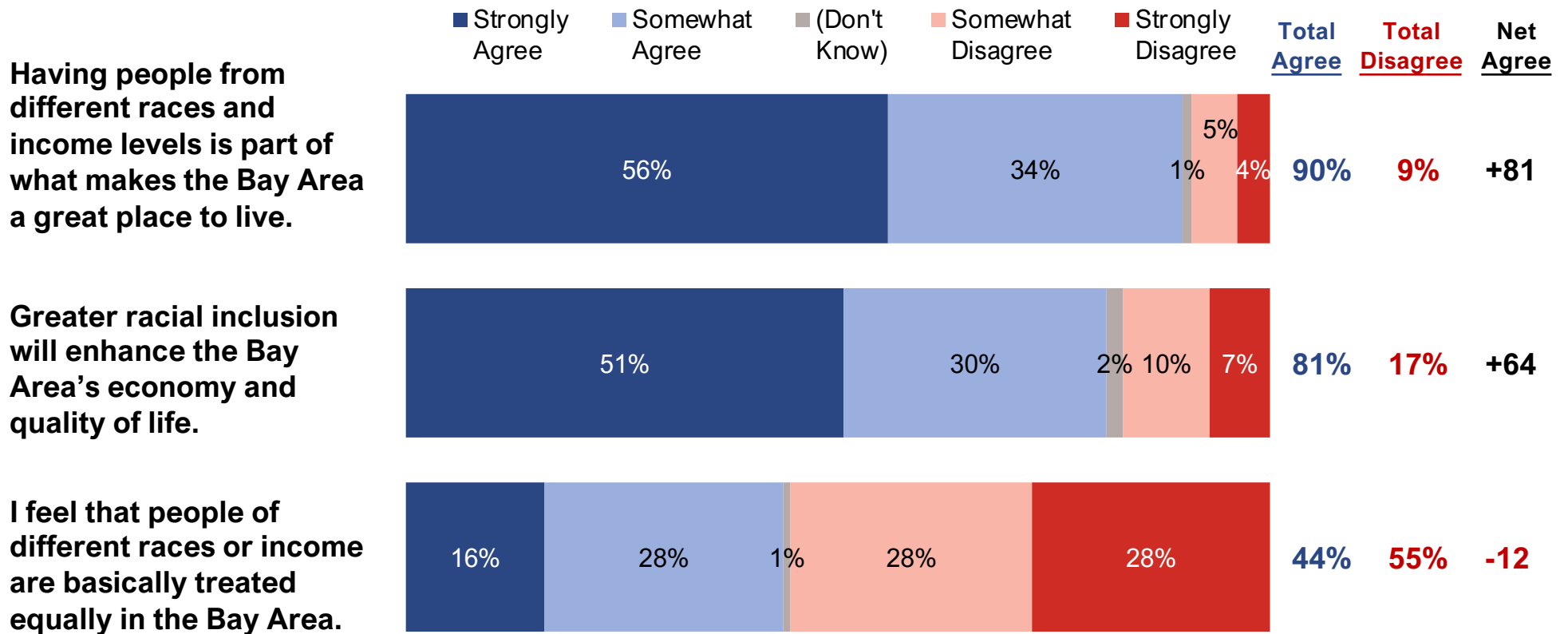
Source: USAFacts <https://usafacts.org/visualizations/coronavirus-covid-19-spread-map/state/california>

# ISSUE ENVIRONMENT:

## Racial and Economic Equity in the Bay Area

Q7-9. Please indicate whether you agree or disagree with each of the following statements.

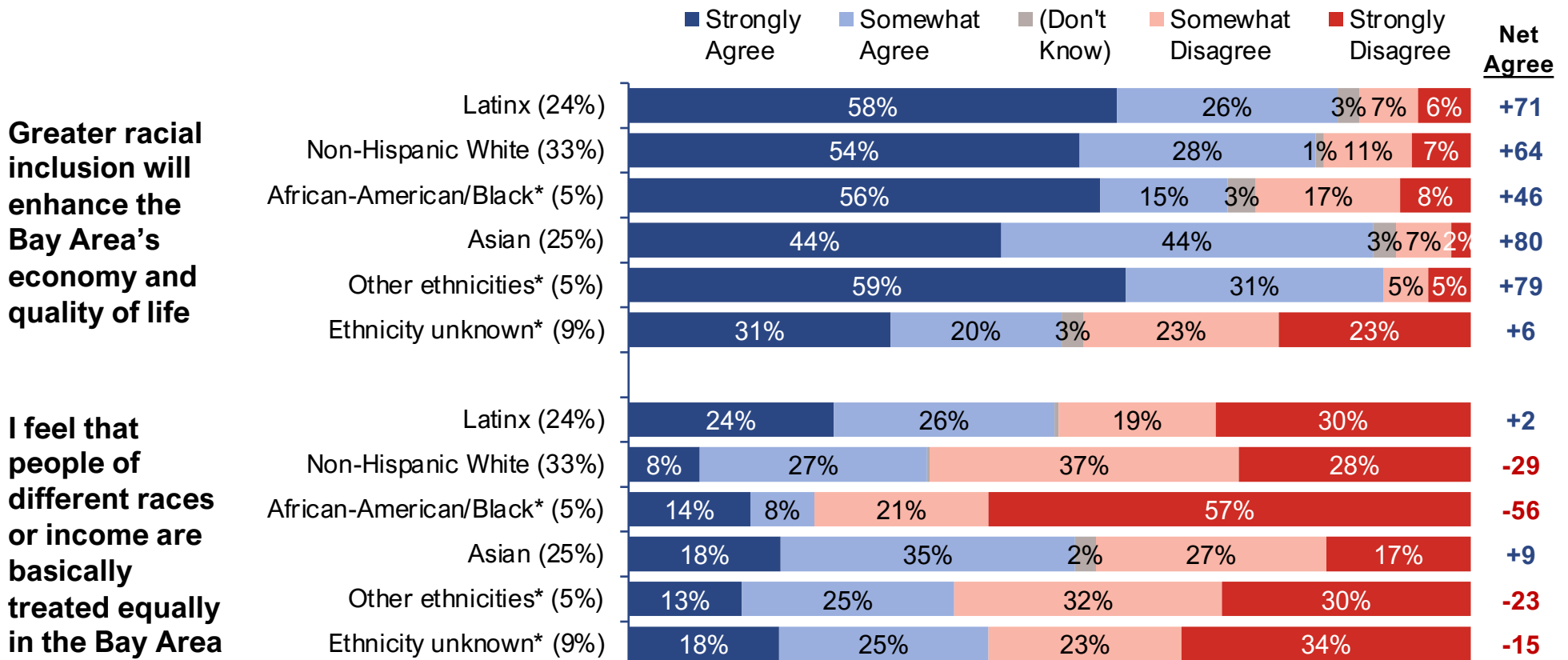
There is significant agreement around the value of racial and economic diversity and inclusion, but a majority feel the Bay Area is currently falling short when it comes to equal treatment of people of different races or incomes.



# ISSUE ENVIRONMENT: Racial Equity by Ethnicity

Q7-9. Please indicate whether you agree or disagree with each of the following statements.

Across racial and ethnic groups, large majorities agree on the value of greater racial inclusion, though there is significant variation when it comes to how the Bay Area is doing on equal treatment.



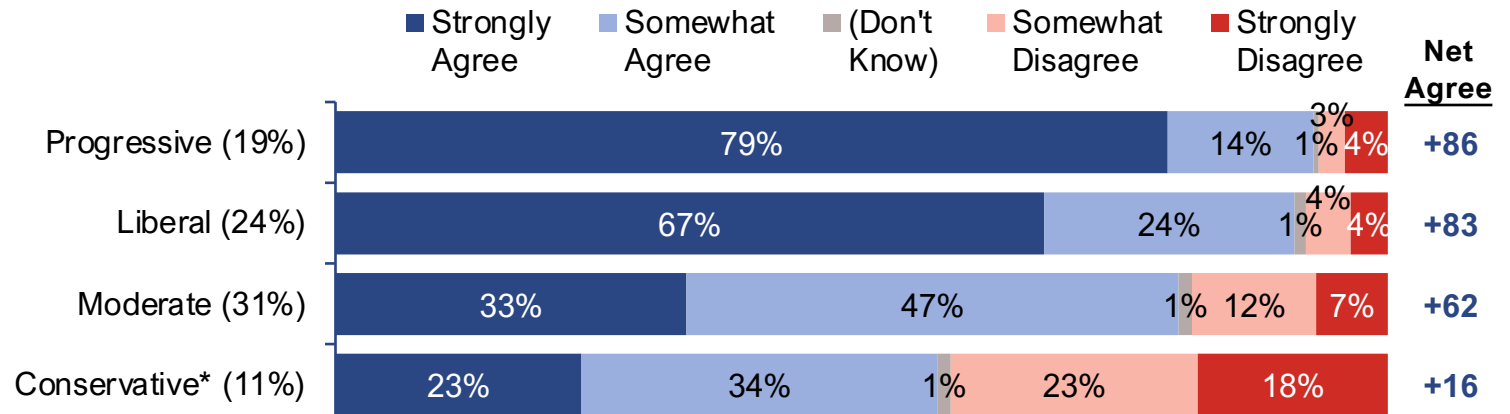
\*Denotes small sample sizes ranging from n=35-73 (margin of error= ±12-17)

# ISSUE ENVIRONMENT: Racial Equity by Ideology

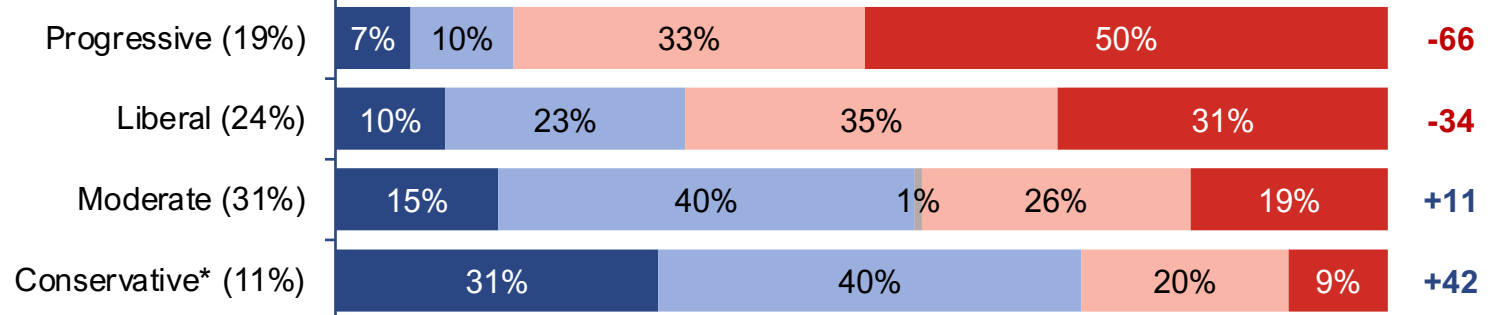
Q7-9. Please indicate whether you agree or disagree with each of the following statements.

Progressives and liberals place greater value on racial inclusion, and see the most area for improvement.

**Greater racial inclusion will enhance the Bay Area's economy and quality of life**



**I feel that people of different races or income are basically treated equally in the Bay Area**

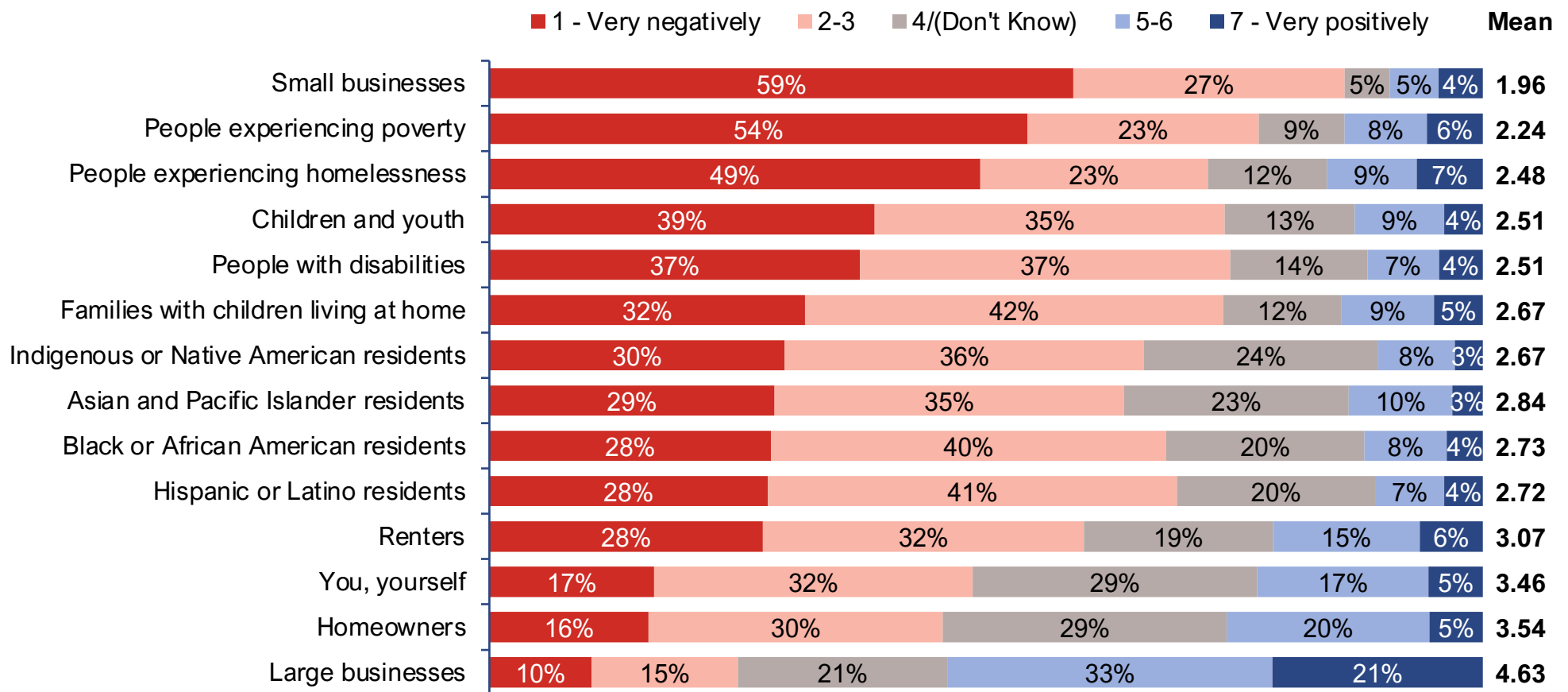


\*Conservatives have a small sample size of n=92 (margin of error= ±10)

# COVID IMPACTS: COVID-19 Pandemic Impacts

Q10-23. Please tell me how you think the COVID-19 pandemic has generally impacted each of the following. Use a scale from 1 to 7, where 1 means very negatively and 7 means very positively.

Residents see the pandemic as having had a negative impact on many groups, particularly **small businesses** and those **experiencing poverty** and **homelessness**. Views are more neutral when it comes to their own personal experiences.

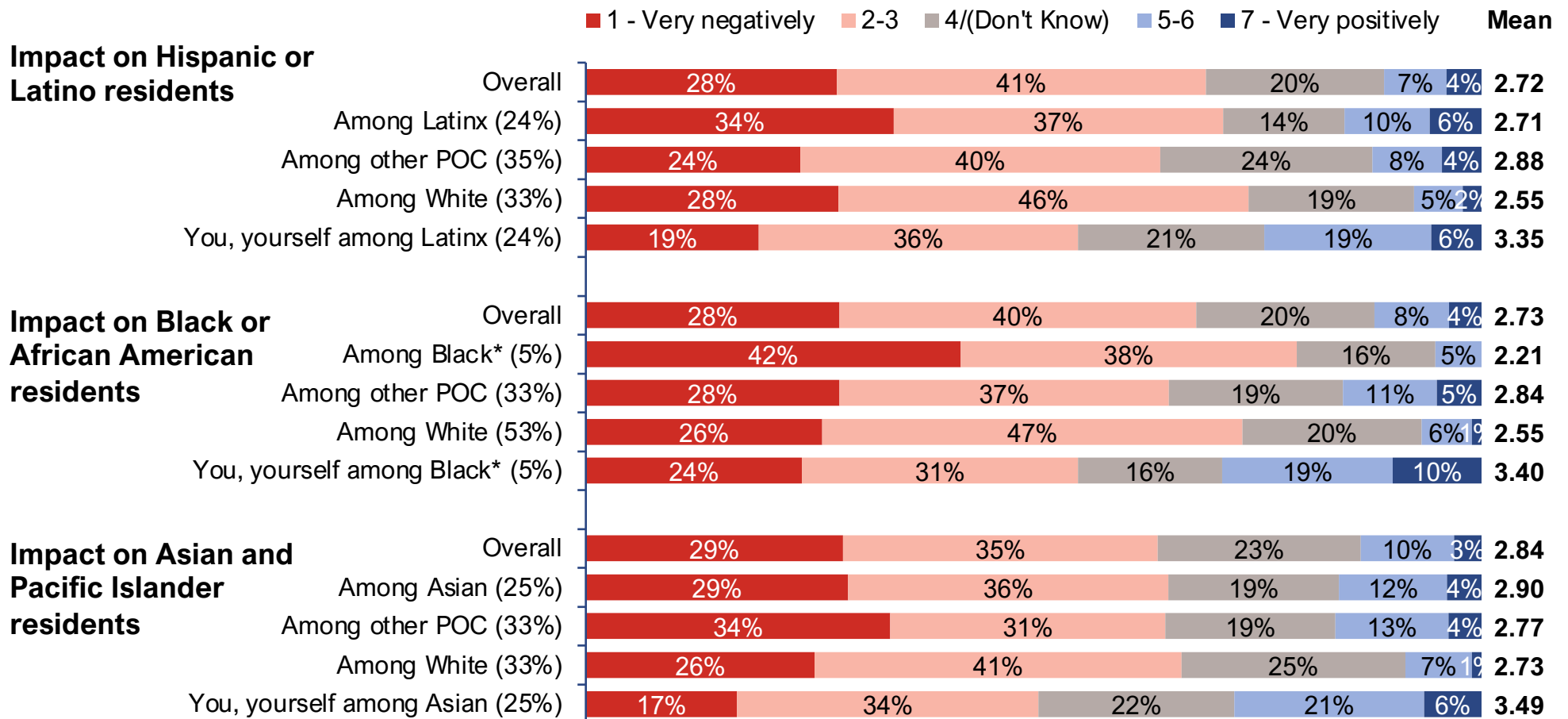




# COVID IMPACTS: Impacts by Ethnicity

Q10-12. Please tell me how you think the COVID-19 pandemic has generally impacted each of the following. Use a scale from 1 to 7, where 1 means very negatively and 7 means very positively.

While Latinx, Black and Asian respondents show awareness of the negative impact of the pandemic on their communities, on average they report less of a negative impact on themselves.

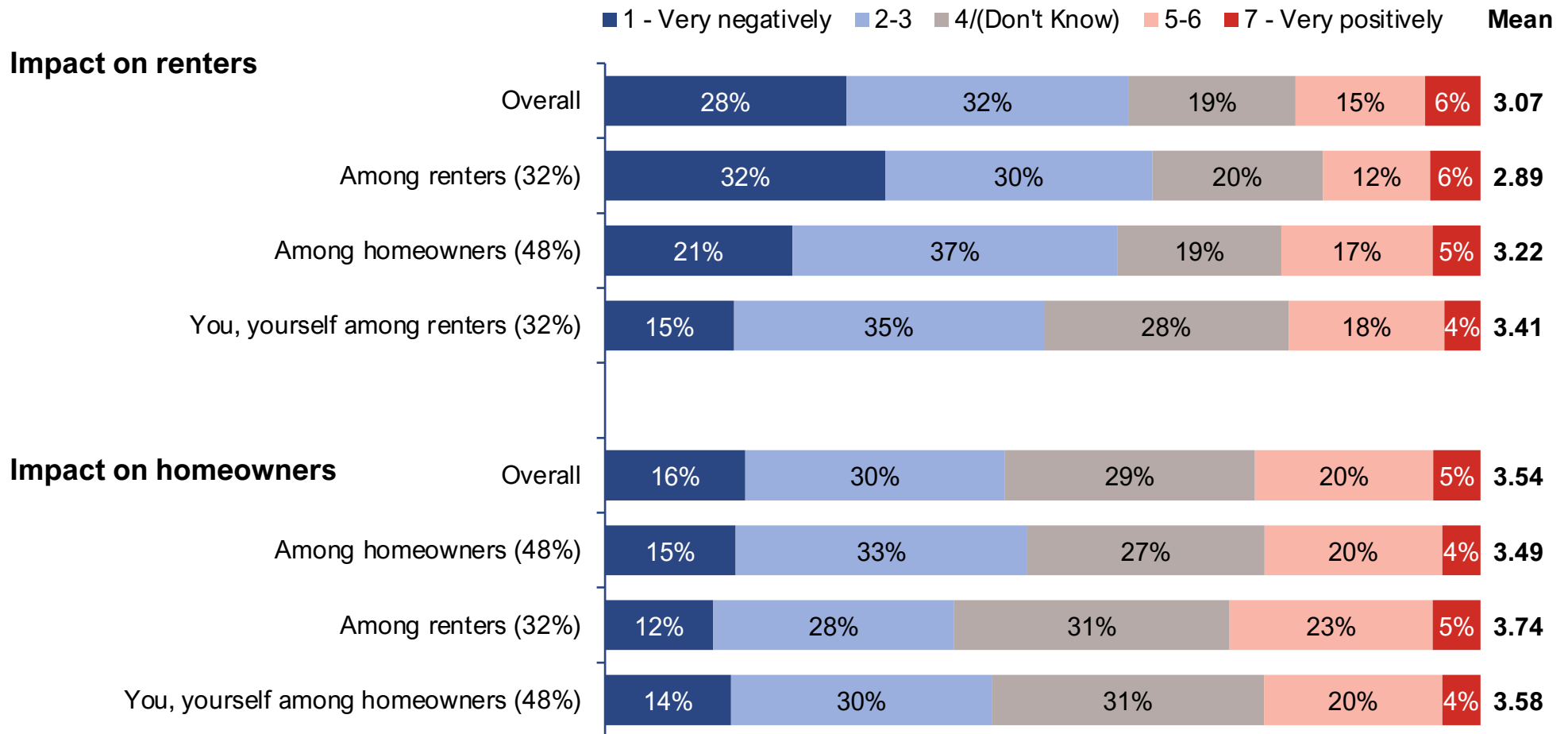


\*African Americans have a small sample size of n=35 (margin of error= ±17)

# COVID IMPACTS: Impact by Homeownership

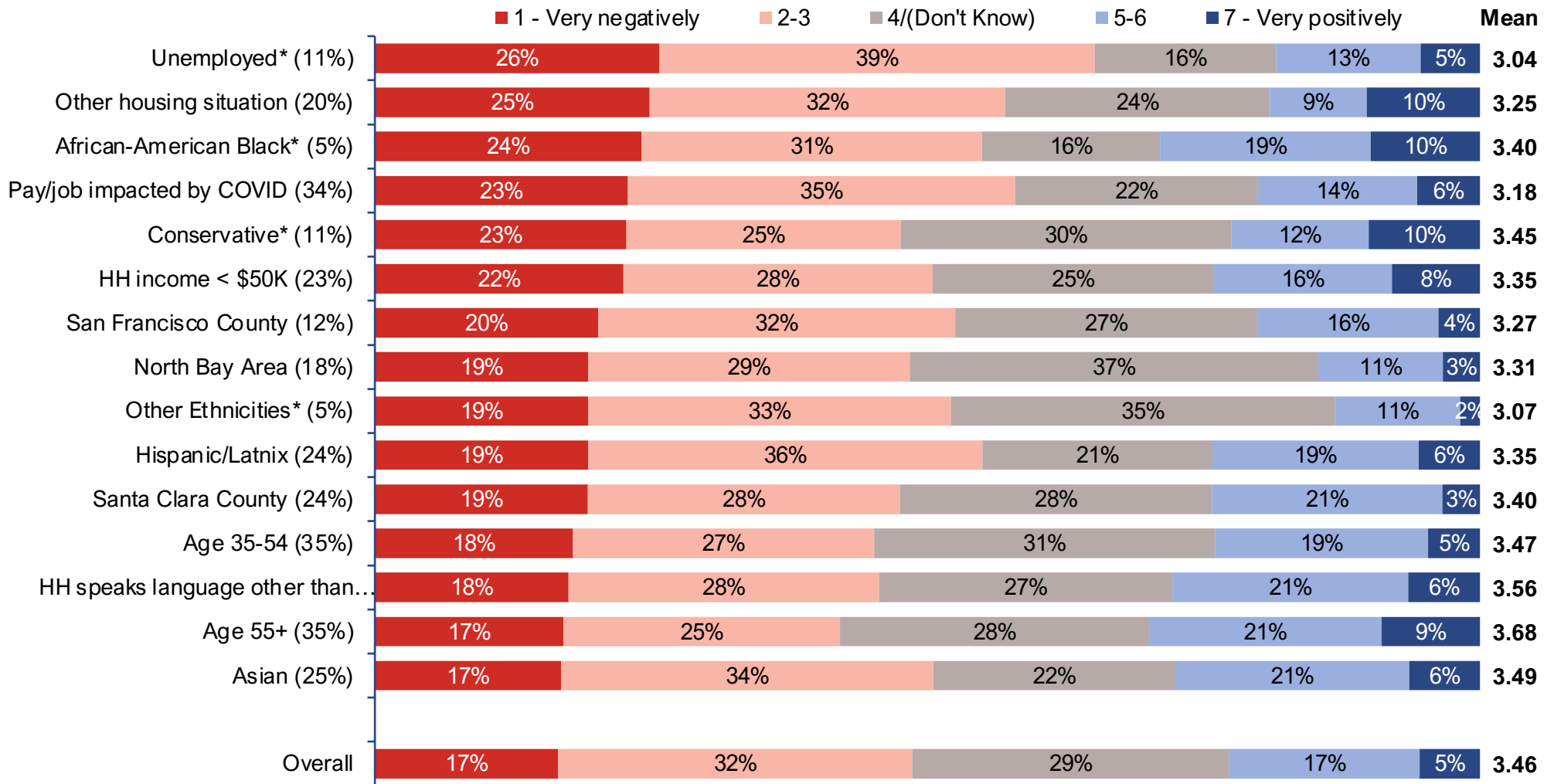
Q22-23. Please tell me how you think the COVID-19 pandemic has generally impacted each of the following. Use a scale from 1 to 7, where 1 means very negatively and 7 means very positively.

Renters see the pandemic as having more negatively impacted fellow renters than homeowners do, but they report less of a negative impact on themselves.



# COVID IMPACTS: Impact on Yourself

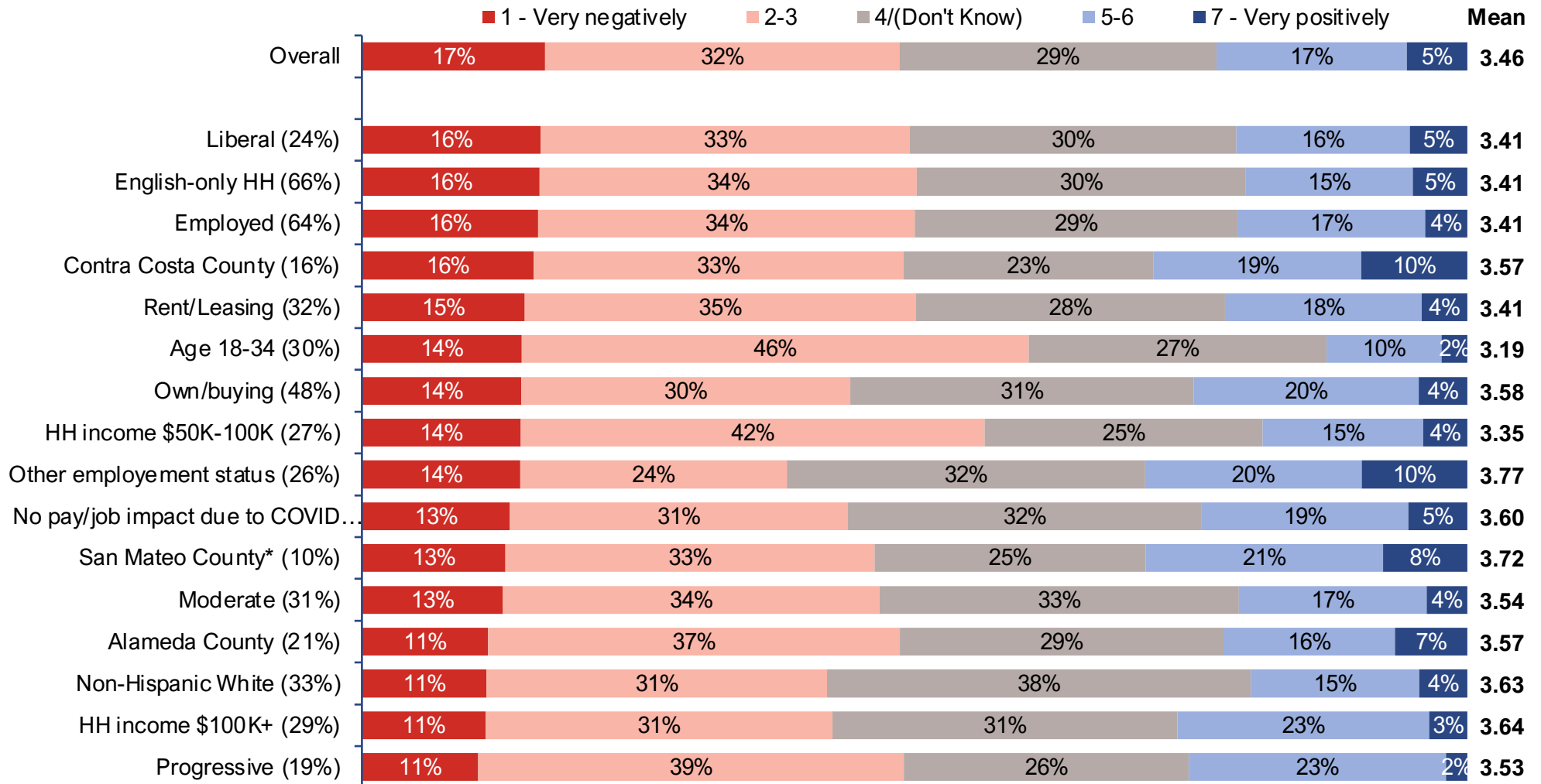
Please tell me how you think the COVID-19 pandemic has generally impacted each of the following: You, yourself



\*Denotes small sample sizes ranging from n=35-92 (margin of error= ±10-17)

# COVID IMPACTS: Impact on Yourself (cont.)

Please tell me how you think the COVID-19 pandemic has generally impacted each of the following: You, yourself



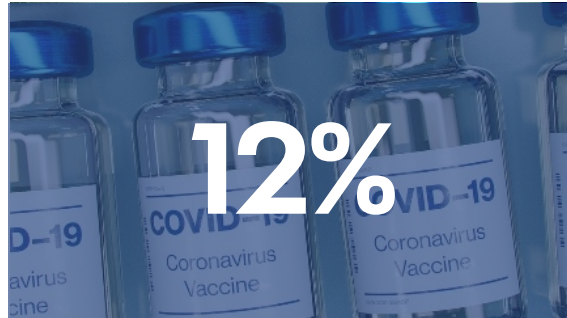
\*San Mateo County has a small sample size of n=76 (margin of error= ±11)

# COVID RECOVERY: Bay Area COVID-19 Recovery Priority

Q4. Over the next year as the Bay Area recovers from the COVID-19 pandemic, what do you believe should be the region's highest priority?



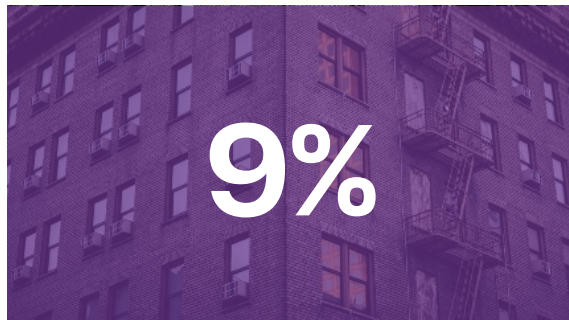
**Economic Recovery / Jobs**



**COVID-19 Vaccination /  
Prevention**



**Homelessness**



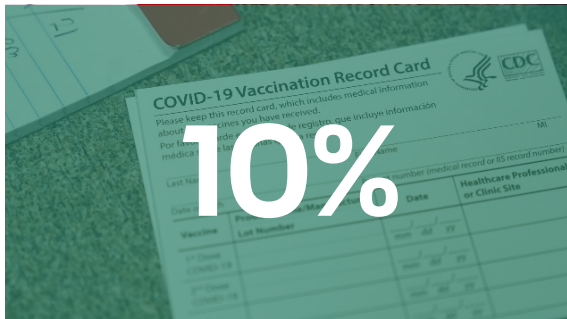
**Affordable Housing**



**Education**

# COVID RECOVERY: Equitable COVID-19 Recovery Meaning

Q5. And what does an “equitable recovery” from COVID-19 mean to you?



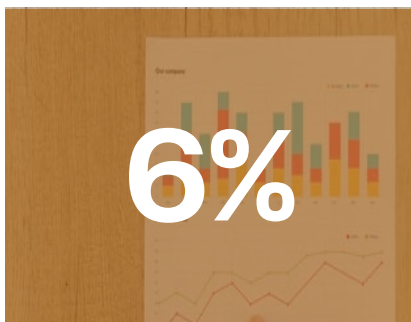
**Equal Access to Vaccine /  
Everyone Vaccinated**



**Going Back to Normal**



**Equal Opportunity /  
Fairness**



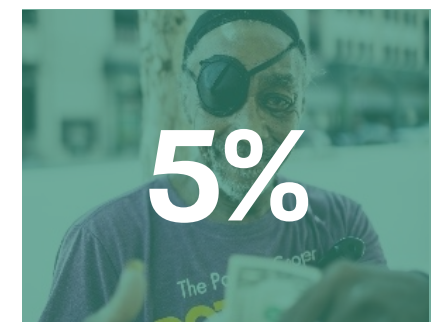
**Businesses Recovery /  
Opening Businesses**



**Recovery for Everyone**



**Access to Jobs /  
Back to Work**



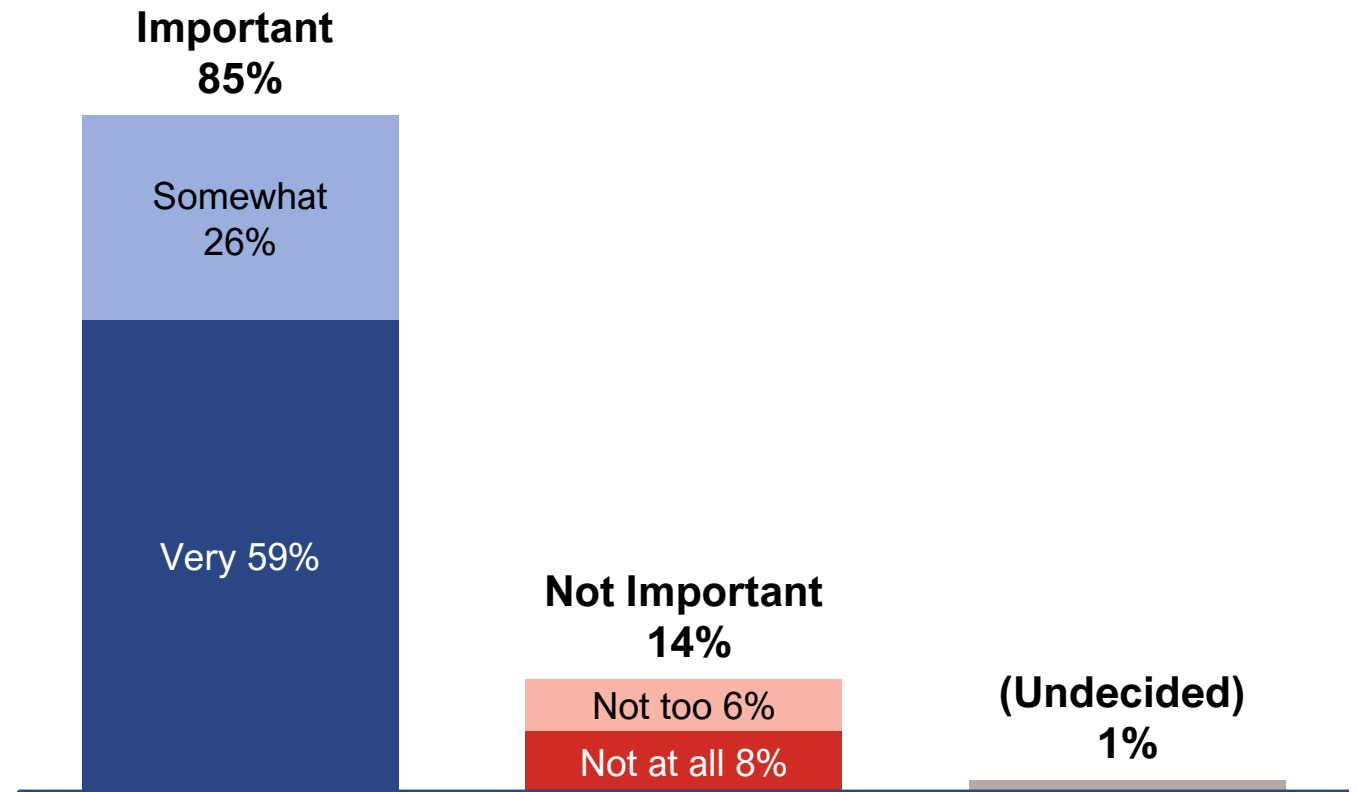
**Aid to Those Most  
Impacted / Vulnerable**

# COVID RECOVERY: Equitable Recovery Importance

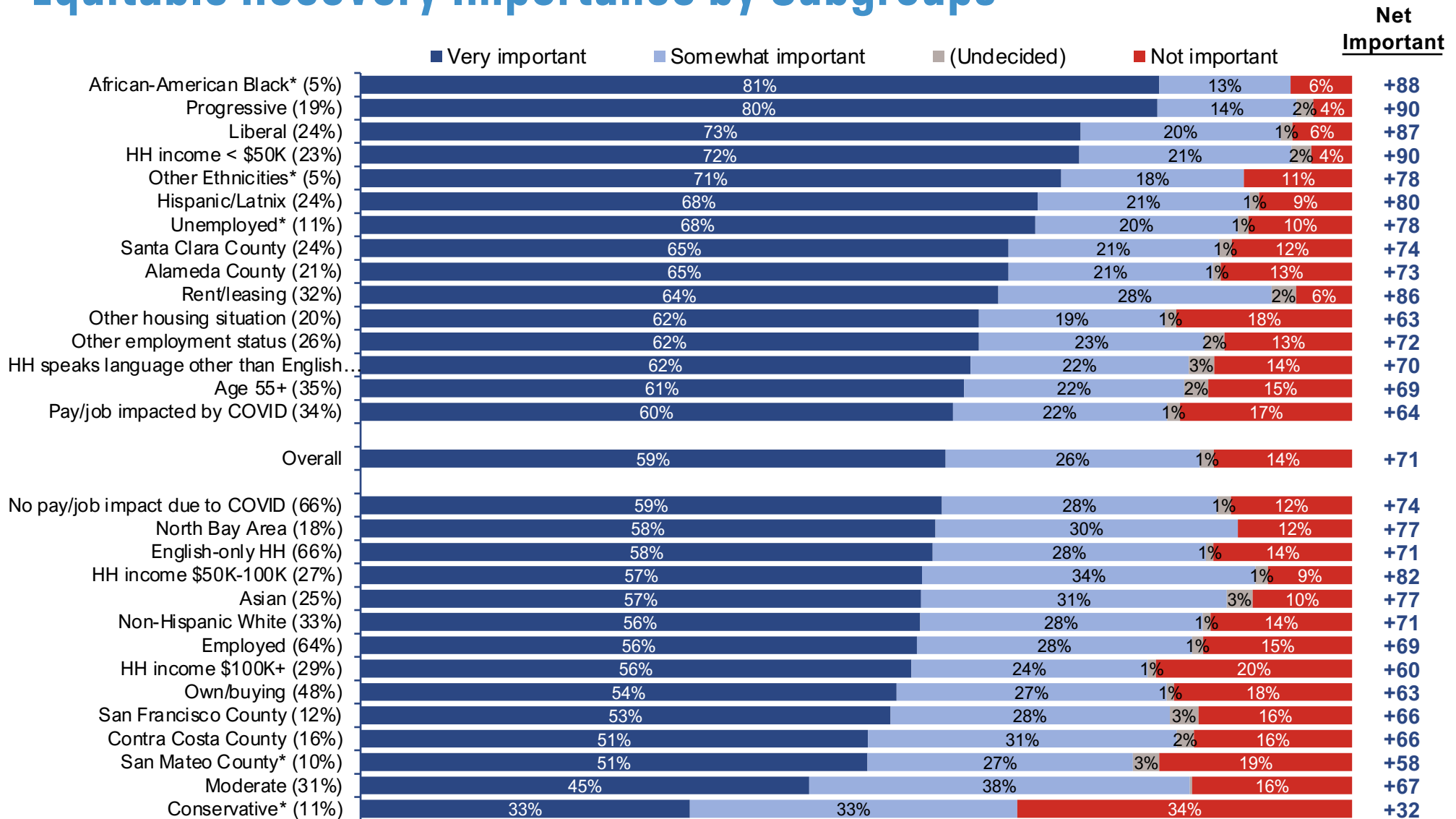
While prioritizing economic recovery of vulnerable communities does not come to mind when asked what an equitable recovery means to them, residents overwhelmingly find the proposal important when it is presented to them.

Q6. Looking ahead to recovering from the COVID-19 pandemic, some people in the Bay Area have proposed a regional recovery effort focused on addressing the economic impacts of COVID-19. This proposal would prioritize economic recovery for vulnerable communities, including Black people, Hispanic or Latino people, Indigenous or Native American people, other People of Color, people with disabilities, and people experiencing poverty.

Based on what you've heard, please tell me whether you think this recovery plan is very important, somewhat important, not too important, or not at all important for the Bay Area



# COVID RECOVERY: Equitable Recovery Importance by Subgroups



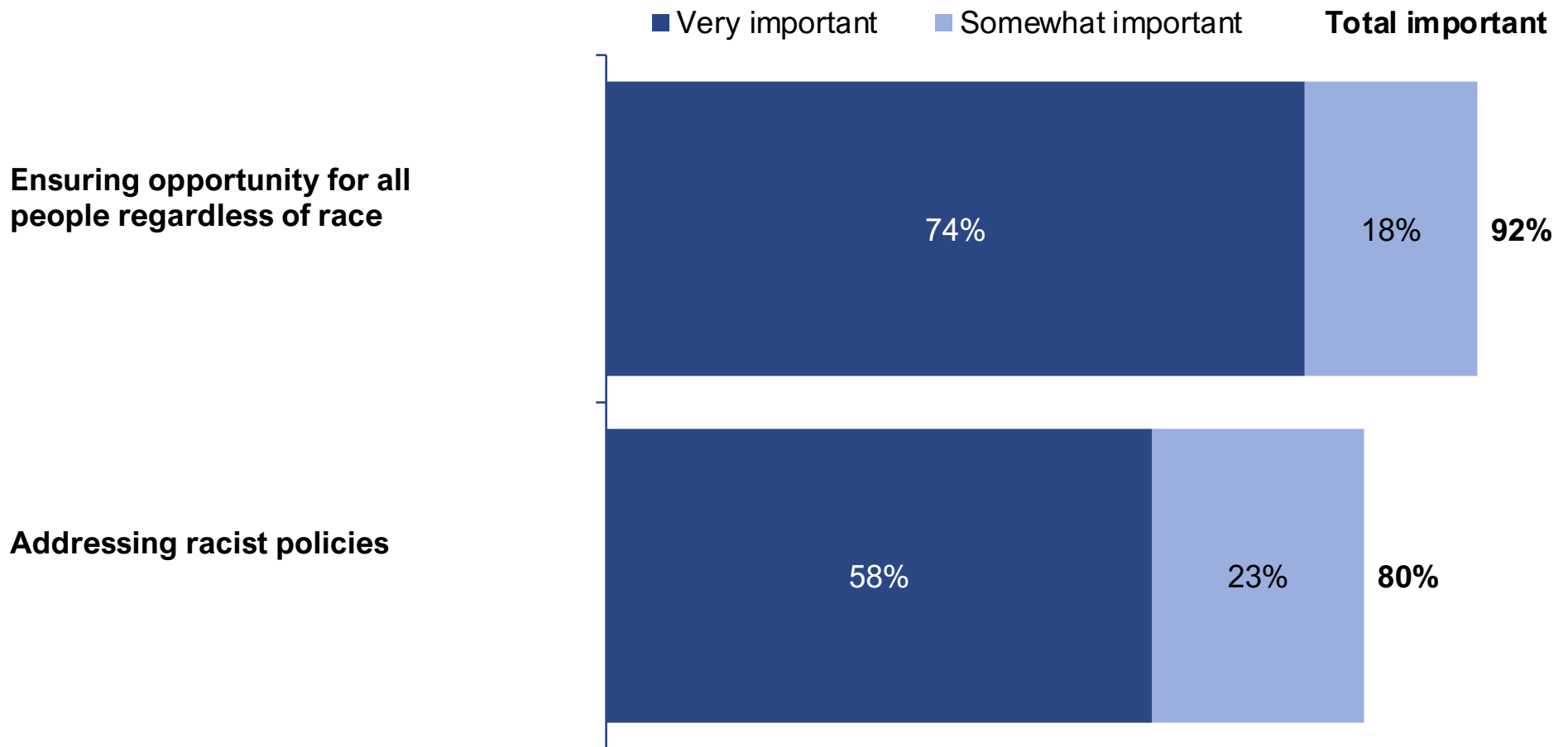
\*Denotes small sample sizes ranging from n=35-92 (margin of error= ±10-17)



# COVID RECOVERY: Recovery Priorities: Racial Equity

Q24-37. Now I'm going to read you some items which could be a part of a regional COVID recovery plan. Please tell me whether you think each item is very important, somewhat important, not too important, or not at all important.

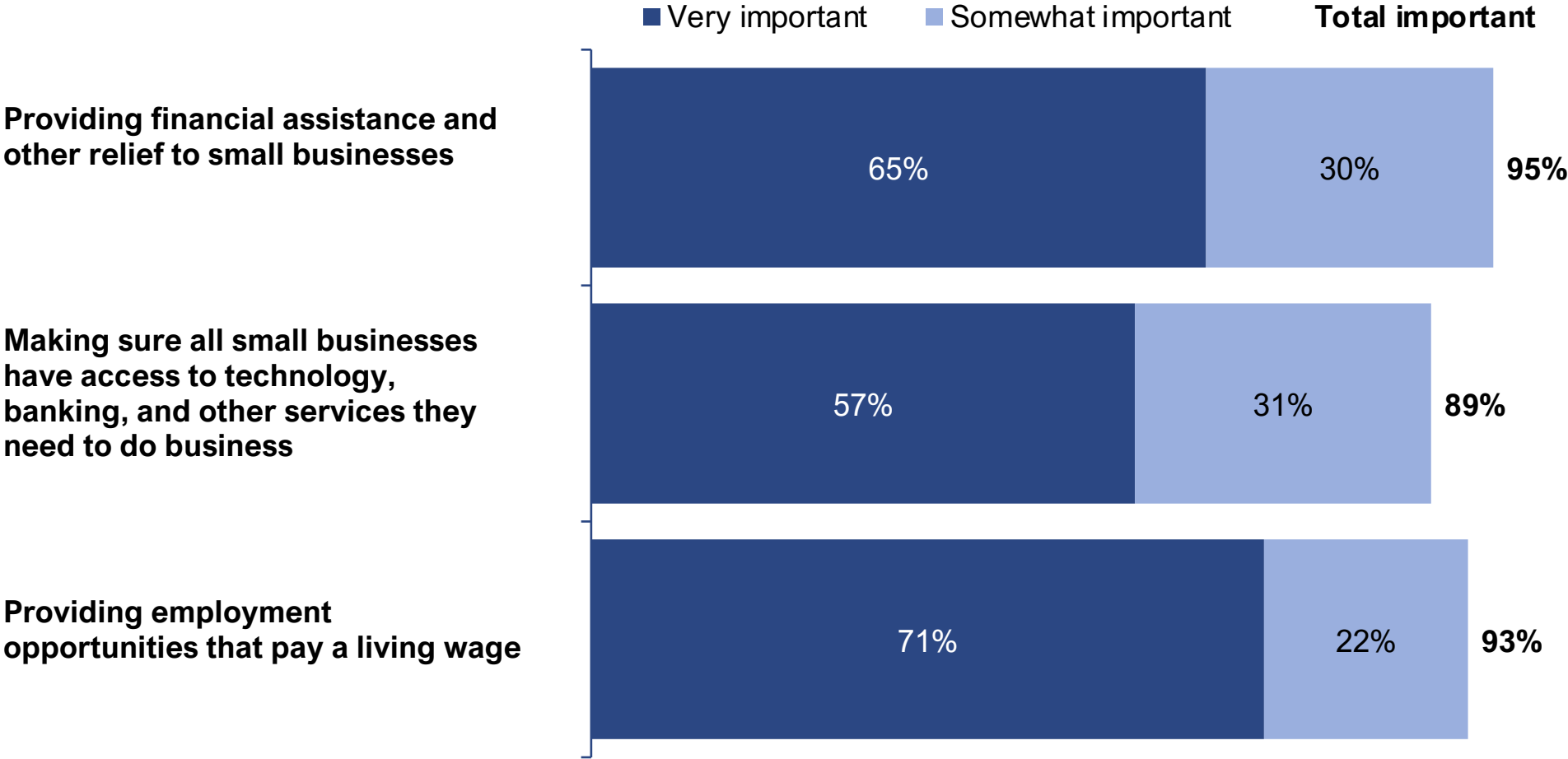
**Ensuring opportunity regardless of race is almost universally important. Addressing racist policies is seen as somewhat less important but still resonates with a significant majority.**



# COVID RECOVERY:

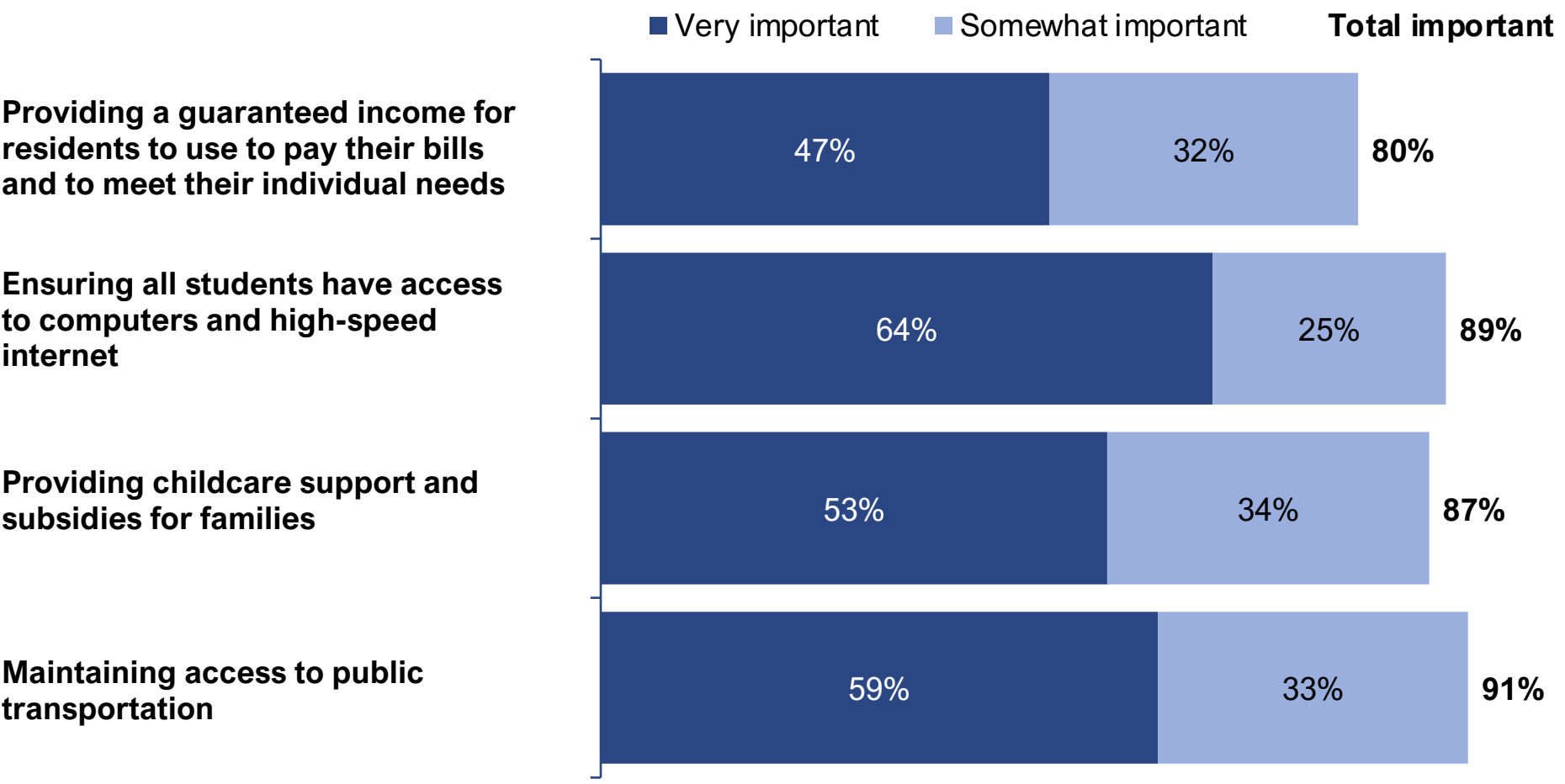
## Recovery Priorities: Small Business and Workforce Development

Nearly all find priorities focused on small businesses and the workforce to be important, with intensity particularly high for living-wage employment opportunities.



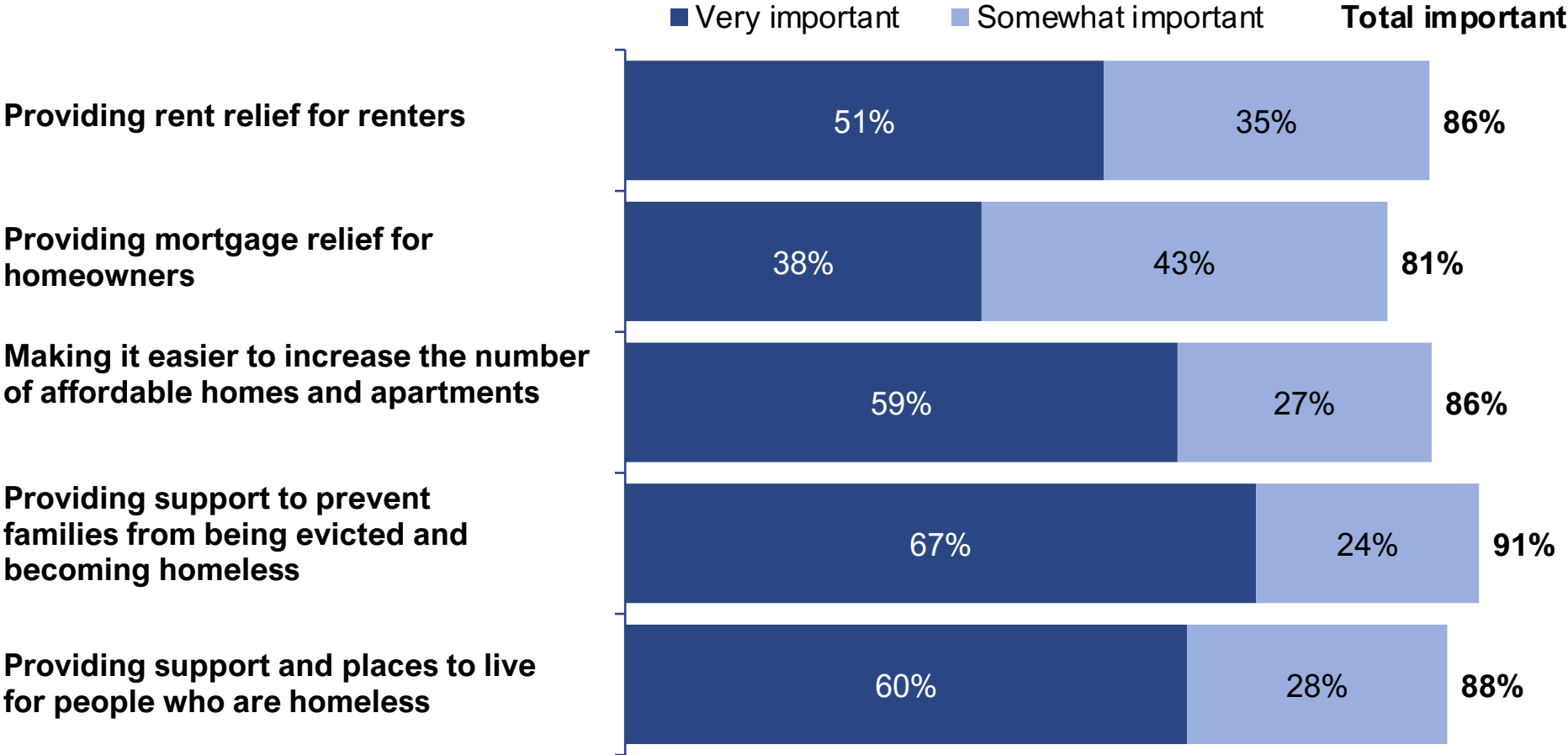
# COVID RECOVERY: Recovery Priorities: Supporting Under-Invested Communities

Items that support under-invested communities are important priorities to residents, particularly technology access for students and maintaining access to public transportation.



# COVID RECOVERY: Recovery Priorities: Affordable Housing and Tenant Protections

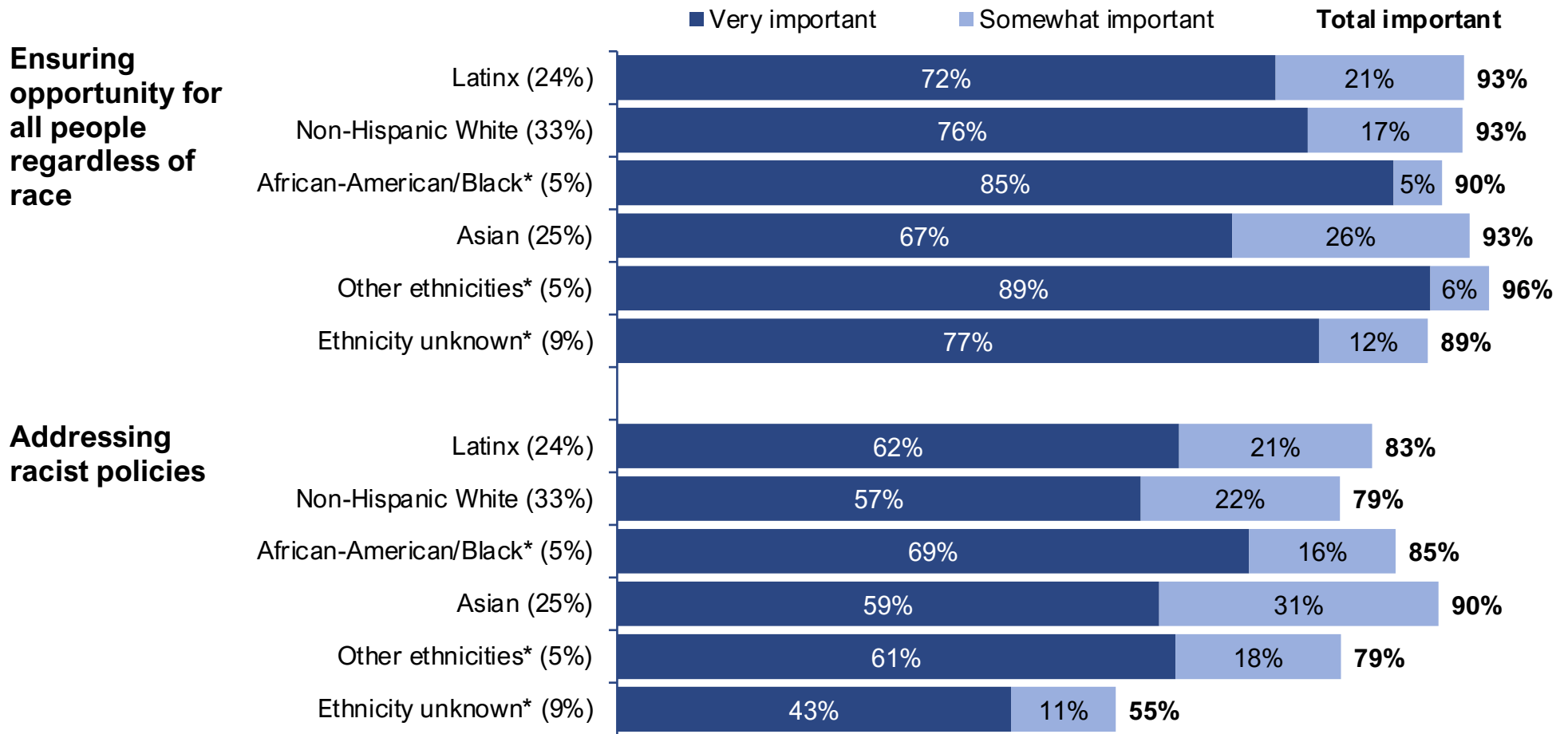
Prioritizing housing and tenant protections is important to most residents. Providing rent relief for renters is more important than mortgage relief for homeowners.



# COVID RECOVERY: Racial Equity Priorities by Ethnicity

Q25-26. Now I'm going to read you some items which could be a part of a regional COVID recovery plan. Please tell me whether you think each item is very important, somewhat important, not too important, or not at all important.

Across groups, nine in ten say ensuring opportunity regardless of race is important.

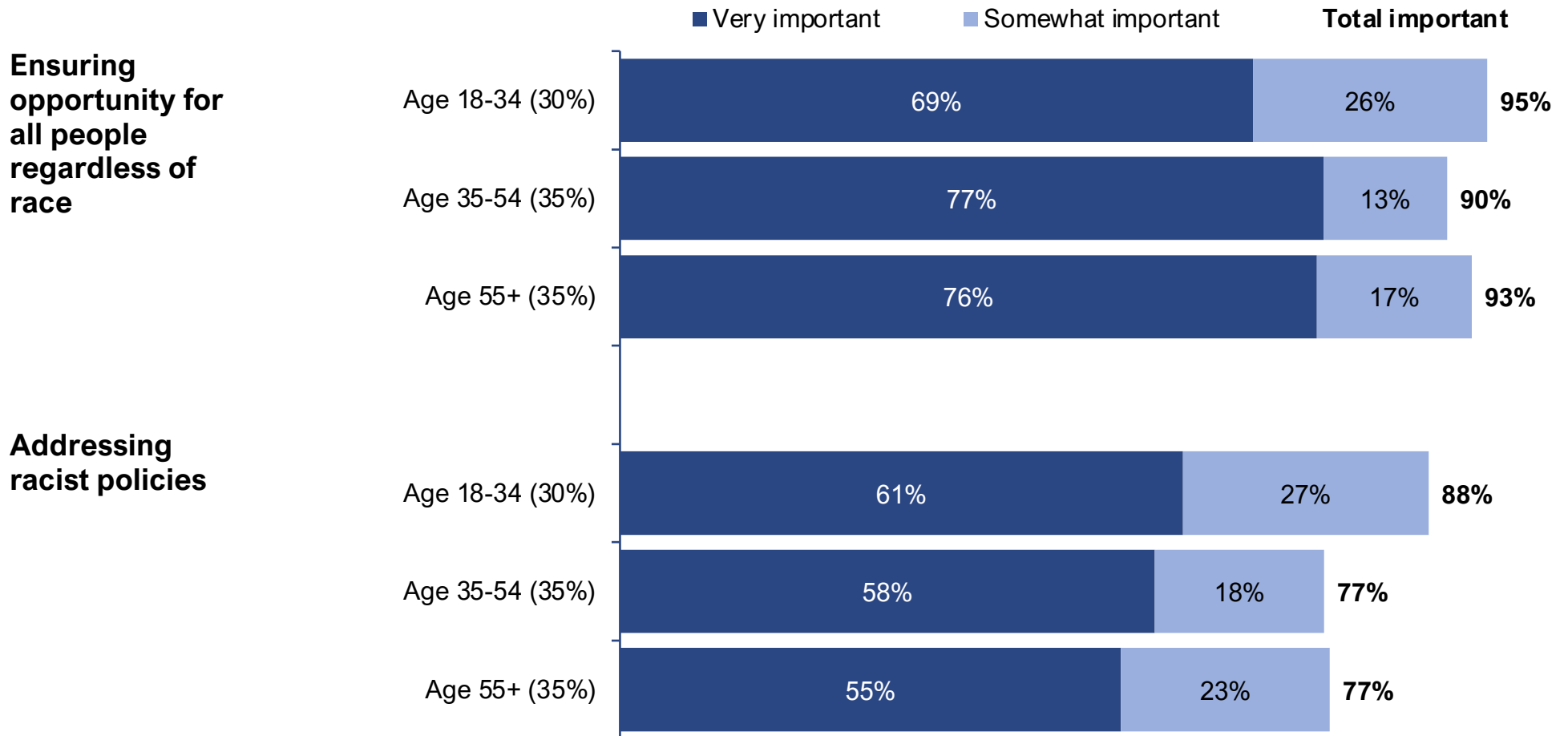


\*Denotes small sample sizes ranging from n=35-73 (margin of error= ±12-17)

# COVID RECOVERY: Racial Equity Priorities by Generation

Q25-26. Now I'm going to read you some items which could be a part of a regional COVID recovery plan. Please tell me whether you think each item is very important, somewhat important, not too important, or not at all important.

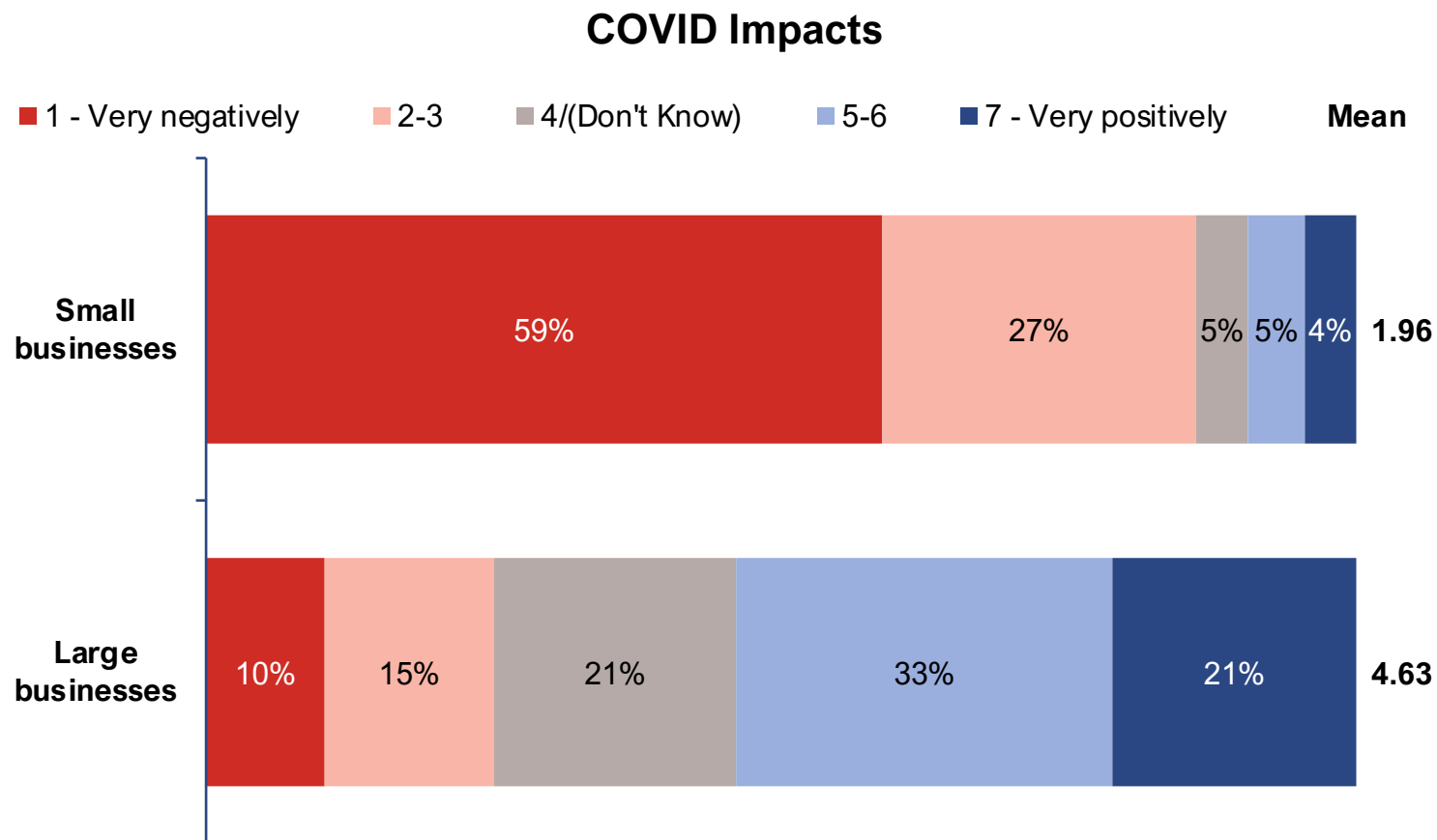
Addressing racist policies is especially important to younger residents.



# COVID RECOVERY: Small and Large Businesses

Q19-20. Please tell me how you think the COVID-19 pandemic has generally impacted each of the following

Residents see the pandemic as having had a significant negative impact on small businesses—especially in comparison to large businesses—and find priorities aimed at assisting small businesses important.

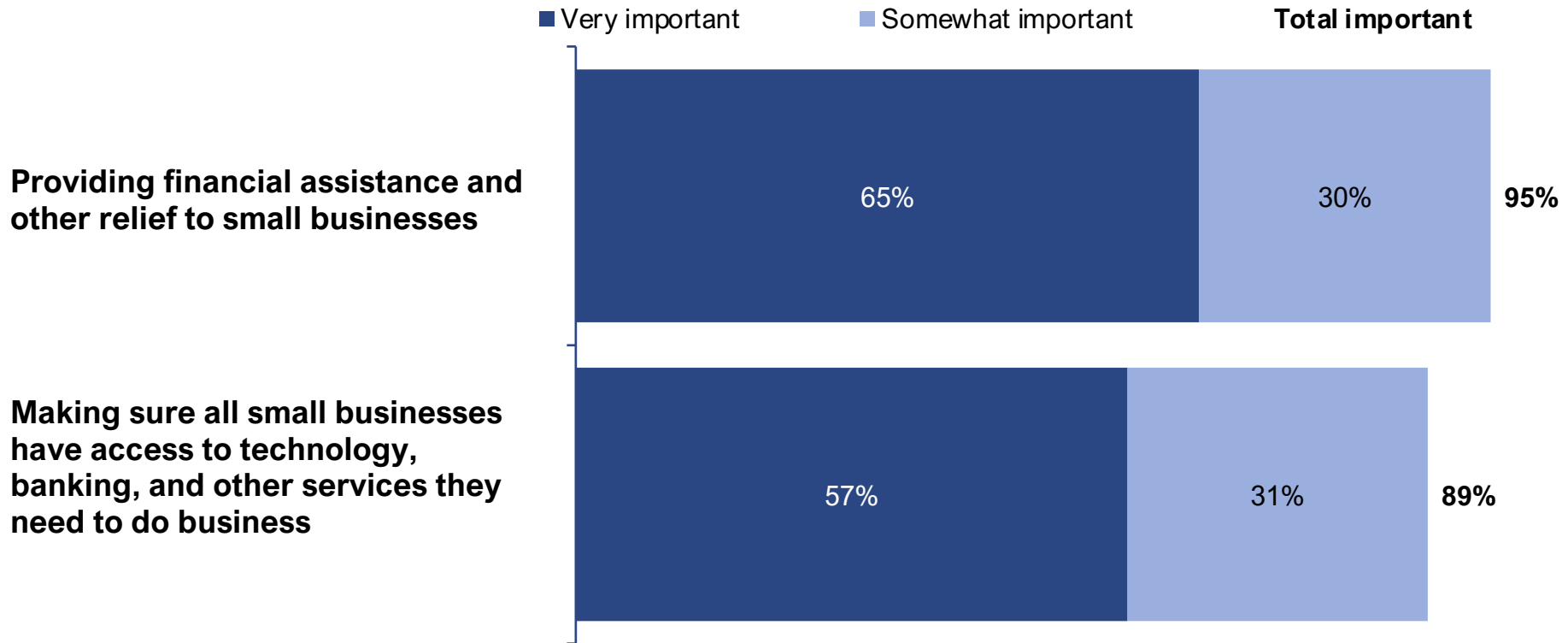


# COVID RECOVERY: Small and Large Businesses (cont.)

Q27-28. Now I'm going to read you some items which could be a part of a regional COVID recovery plan. Please tell me whether you think each item is very important, somewhat important, not too important, or not at all important.

Residents see the pandemic as having had a significant negative impact on small businesses—especially in comparison to large businesses—and find priorities aimed at assisting small businesses important.

## COVID Impacts



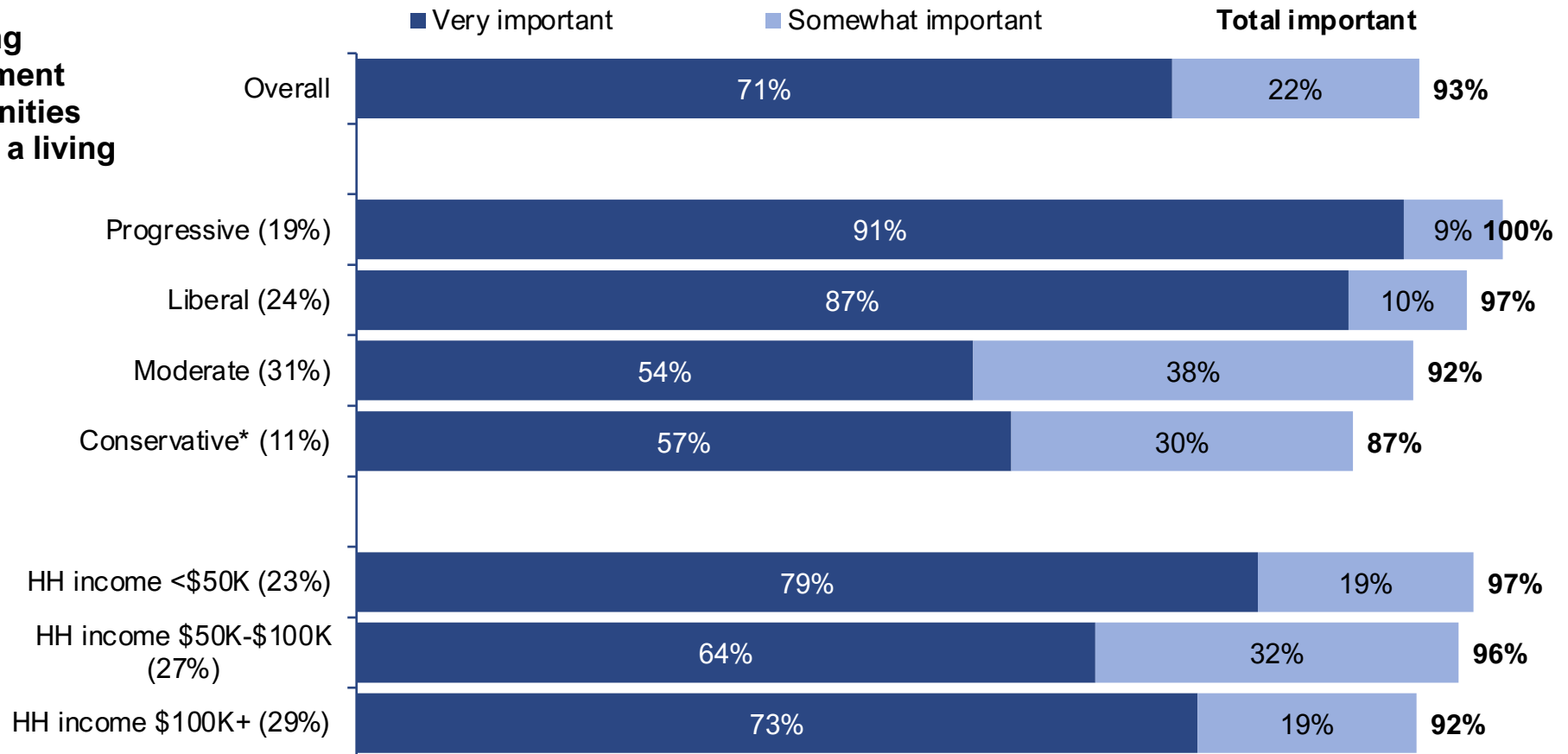


# COVID RECOVERY: Living Wage Priority by Ideology and Income

While Progressives and liberals place greater importance on providing living wage jobs, this priority is valued highly across income levels.

Q29. Now I'm going to read you some items which could be a part of a regional COVID recovery plan. Please tell me whether you think each item is very important, somewhat important, not too important, or not at all important.

**Providing employment opportunities that pay a living wage**

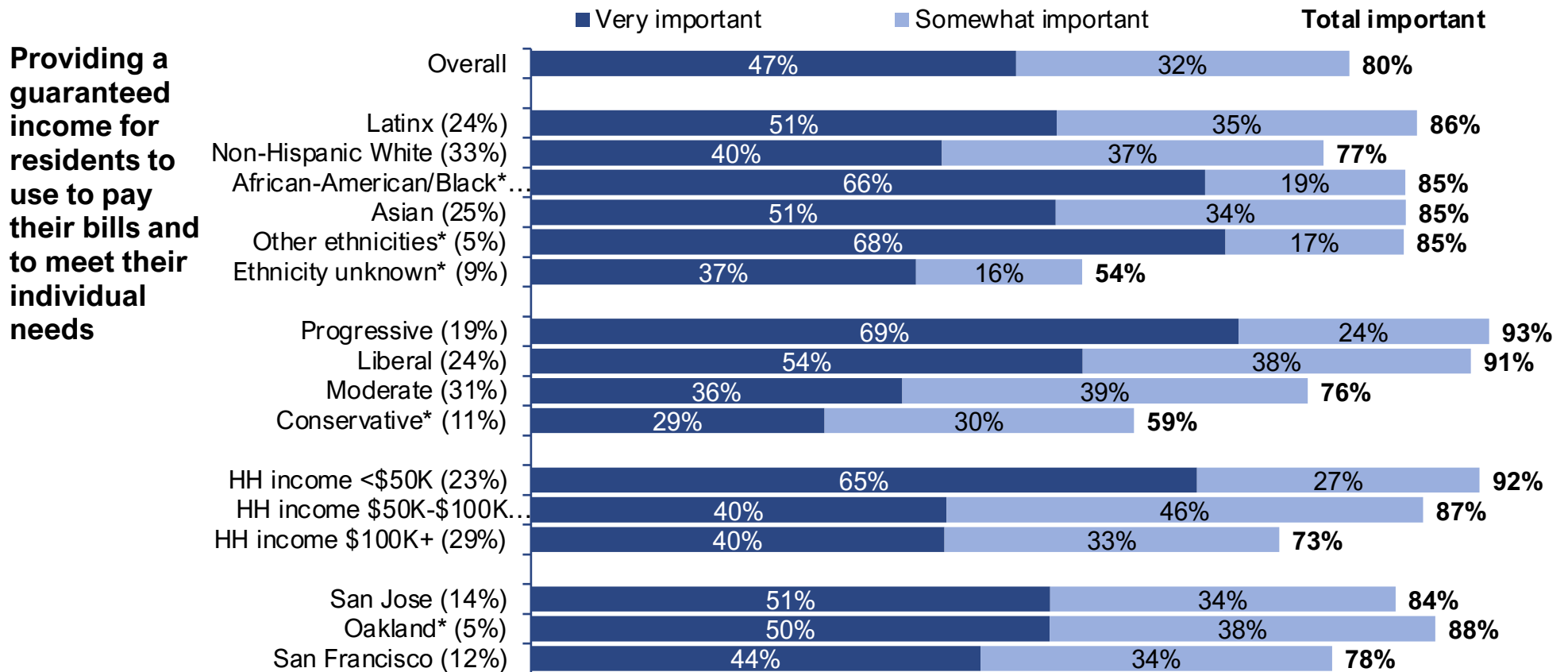


\*Conservatives have a small sample size of n=92 (margin of error= ±10)

# COVID RECOVERY: Guaranteed Income Priority by Subgroups

Views on the importance of providing a guaranteed income vary by ethnicity and ideology. Those with household incomes under \$50,000 place a greater importance on this proposal than those with higher incomes.

Q30. Now I'm going to read you some items which could be a part of a regional COVID recovery plan. Please tell me whether you think each item is very important, somewhat important, not too important, or not at all important.



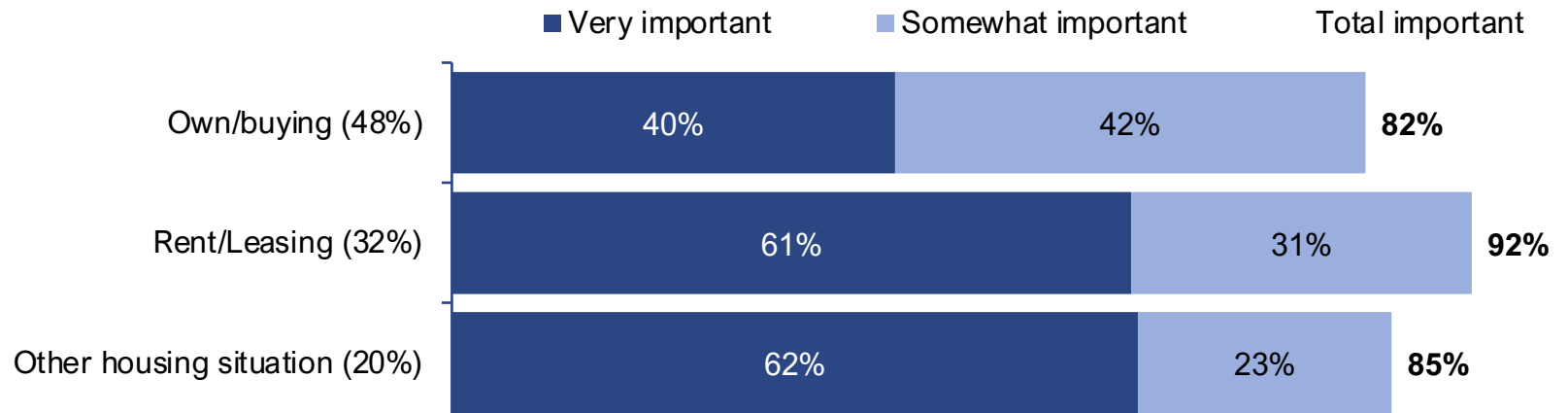
\*Denotes small sample sizes ranging from n=35-92 (margin of error= ±10-17)

# COVID RECOVERY: Housing Relief Priorities by Homeownership

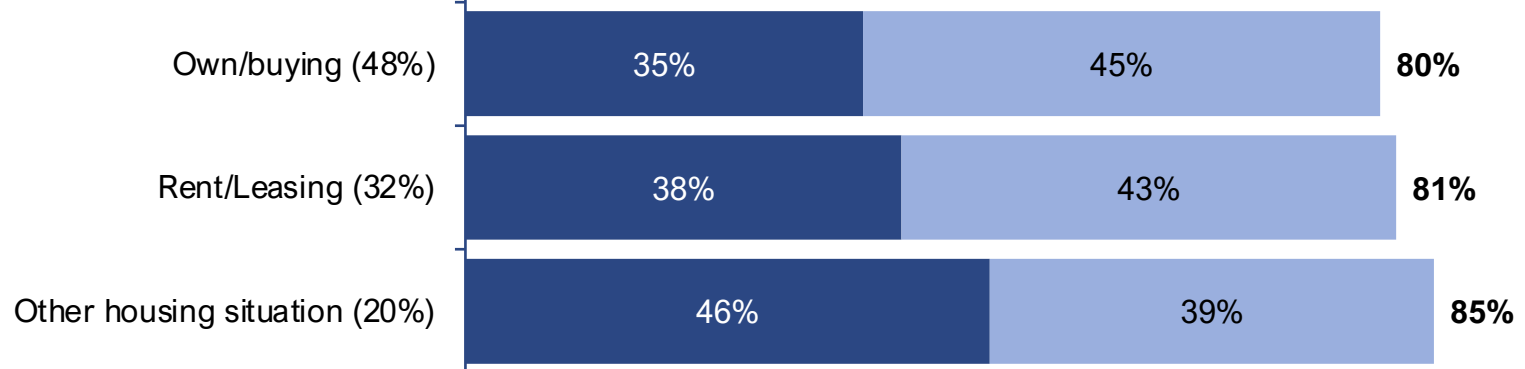
Renters and non-owners place greater importance on rent relief. Support for mortgage relief is lower, and more similar across housing statuses.

Q33-34. Now I'm going to read you some items which could be a part of a regional COVID recovery plan. Please tell me whether you think each item is very important, somewhat important, not too important, or not at all important.

## Providing rent relief for renters



## Providing mortgage relief for homeowners



# MESSAGING AND MESSENGERS: Equitable Recovery Messaging

*With a safe, stable place to call home and better access to resources, our children have a better chance of succeeding in school, getting a job, and building their own strong families here in the Bay Area. We owe it to our children and the next generation to pursue an equitable recovery so they have access to housing, jobs that pay a fair wage, and equal treatment in our communities.*

**71% total convincing**

**35% very convincing**

Q38-42. Next I'd like to read you statements from people who support the recovery proposal. After you hear each statement, please tell me how convincing that statement is to you, using a scale from 1 to 7 where 1 means not at all convincing and 7 means very convincing.

*The Bay Area thrives because of the diversity of our communities here. The pandemic continues to have an especially hard impact on people of color and those working lower-paid jobs. We need to act so that all of us — white and Black, Hispanic or Latino, Asian and Pacific Islander, Indigenous or Native American, and newcomer — can stay in this special place we all call home.*

**65% total convincing**

**31% very convincing**

# MESSAGING AND MESSENGERS: Equitable Recovery Messaging

Q38-42. Next I'd like to read you statements from people who support the recovery proposal. After you hear each statement, please tell me how convincing that statement is to you, using a scale from 1 to 7 where 1 means not at all convincing and 7 means very convincing.

*The COVID-19 pandemic has only **worsened longstanding inequality in the Bay Area**, making the current crisis all the more painful for people experiencing poverty, people with disabilities, and people of color. By pursuing this recovery plan, we can begin to address some of this inequality and lift up these communities.*

**62% total convincing**  
**29% very convincing**

*What happens to the people in one part of the Bay Area deeply affects the people in neighboring communities, and that is why we must work together. This pandemic has been a challenging time for all of us, and **we have an opportunity now to build a brighter future together**, where everyone can thrive in the Bay Area.*

**64% total convincing**  
**28% very convincing**

*As we recover from COVID-19, **we can't afford to just go back to the way things were**. The old "normal" didn't work for a lot of people, and our recovery should be focused on making things better for those who have faced injustice and discrimination, not just accepting the status-quo from before the pandemic.*

**61% total convincing**  
**28% very convincing**

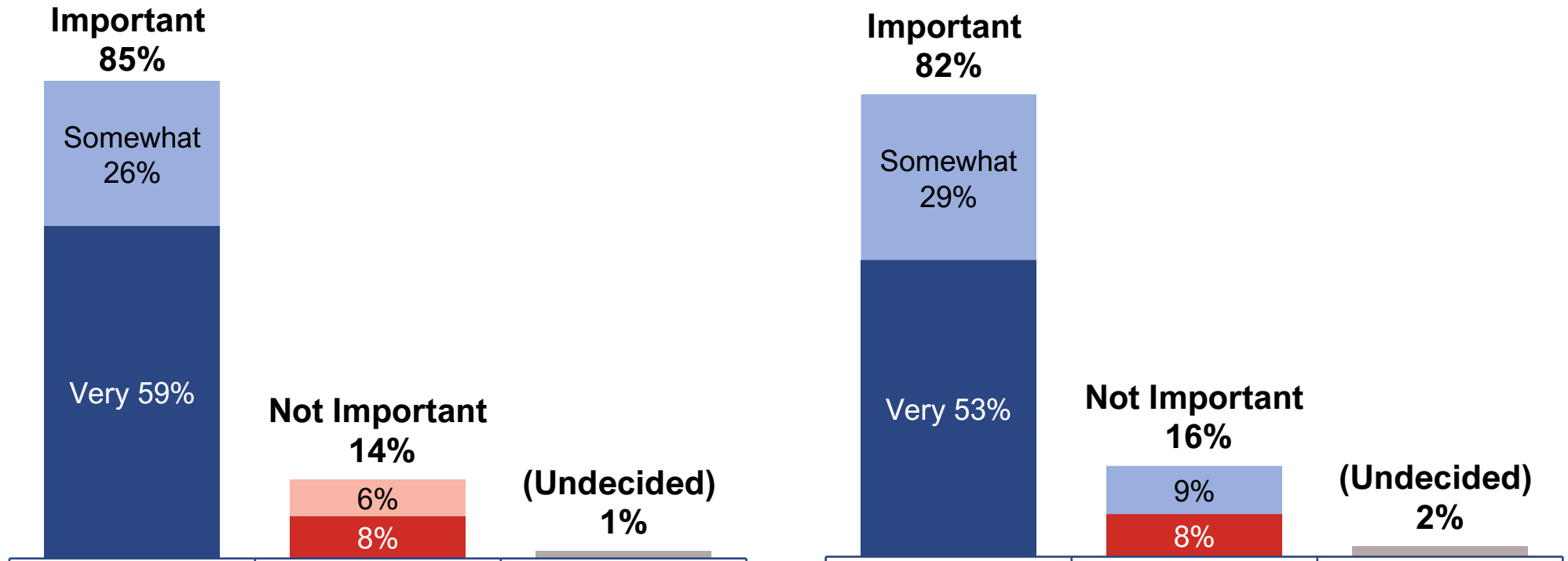
# MESSAGING AND MESSENGERS: Equitable Recovery Importance after Support

Q43. Given what you've heard, I'd like to ask you about the proposal again...

After presentation of more information about the proposal, support remains high.

**Initial**

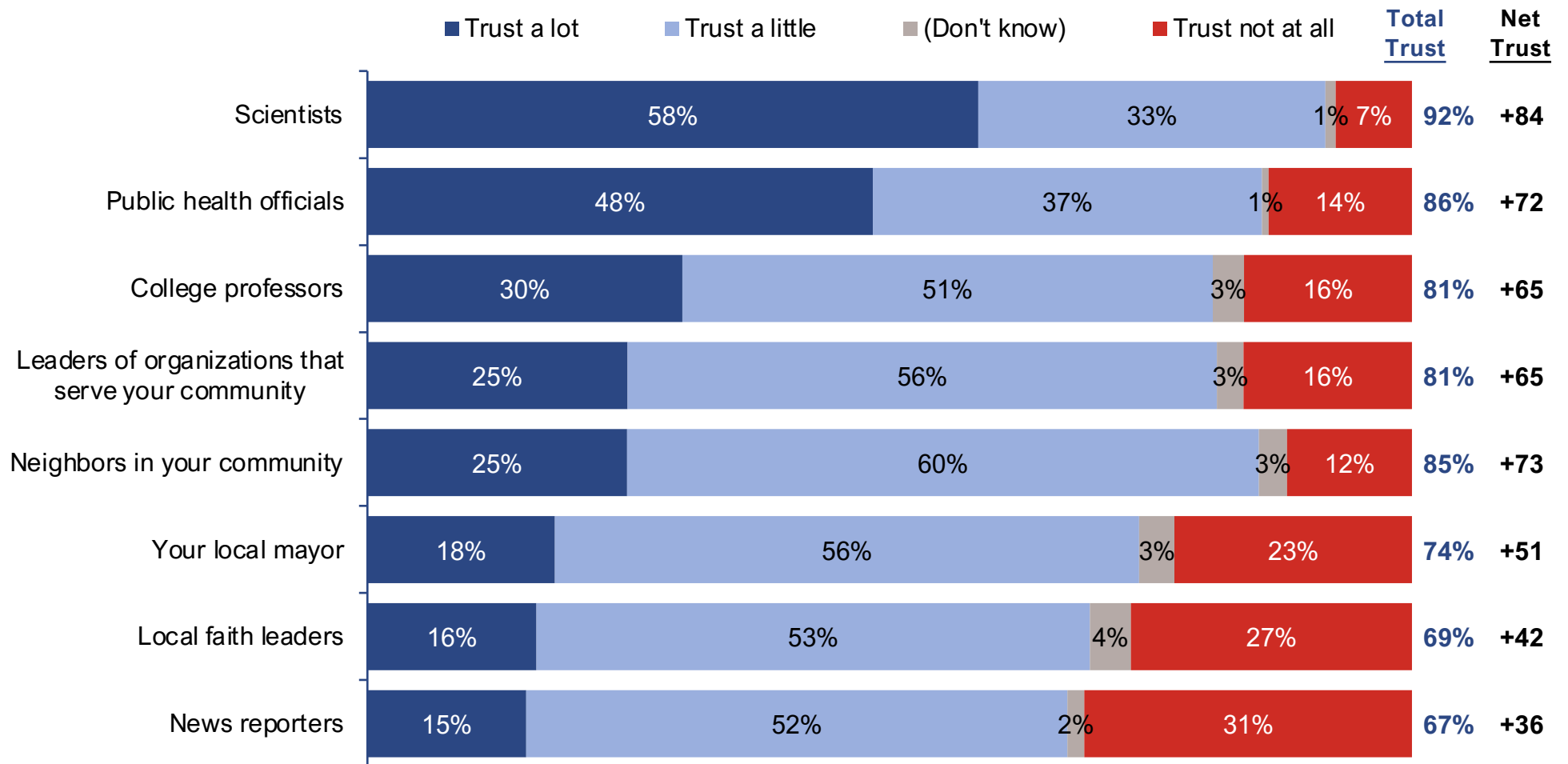
**After Support**



# MESSAGING AND MESSENGERS: Economic Recovery Messengers

Q44-51. For each of the following, please tell me whether you trust that person or organization a lot, a little, or not at all when it comes to Bay Area economic recovery from COVID-19.

While all messengers tested are trusted by over two in three residents when it comes to the region's economic recovery, scientists and public health officials are viewed as the most trustworthy.

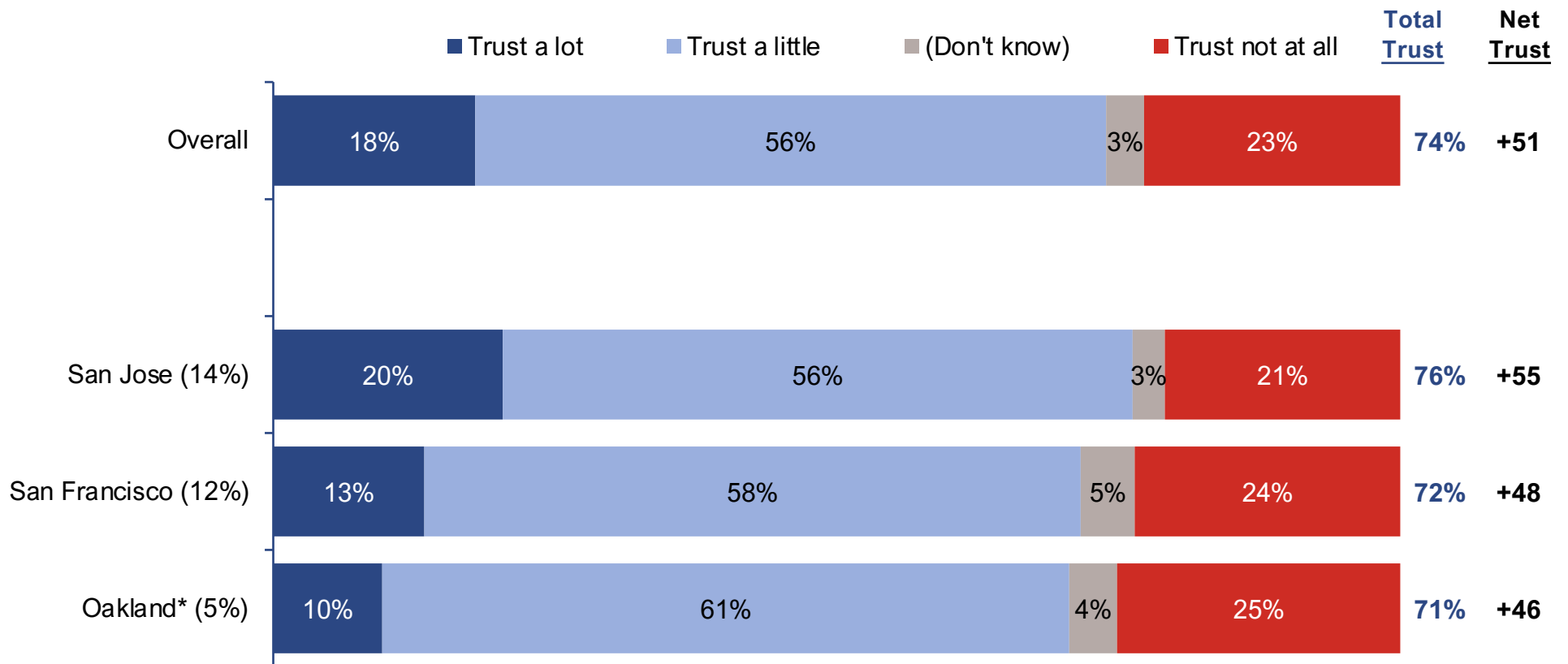


# MESSAGING AND MESSENGERS: Economic Recovery Messengers

Q45. For each of the following, please tell me whether you trust that person or organization a lot, a little, or not at all when it comes to Bay Area economic recovery from COVID-19.

Over seven in ten residents of San Jose, San Francisco, and Oakland trust their mayor when it comes to Bay Area economic recovery from COVID-19.

## Your Local Mayor



\*Oakland has a small sample size of n=40 (margin of error= ±15)

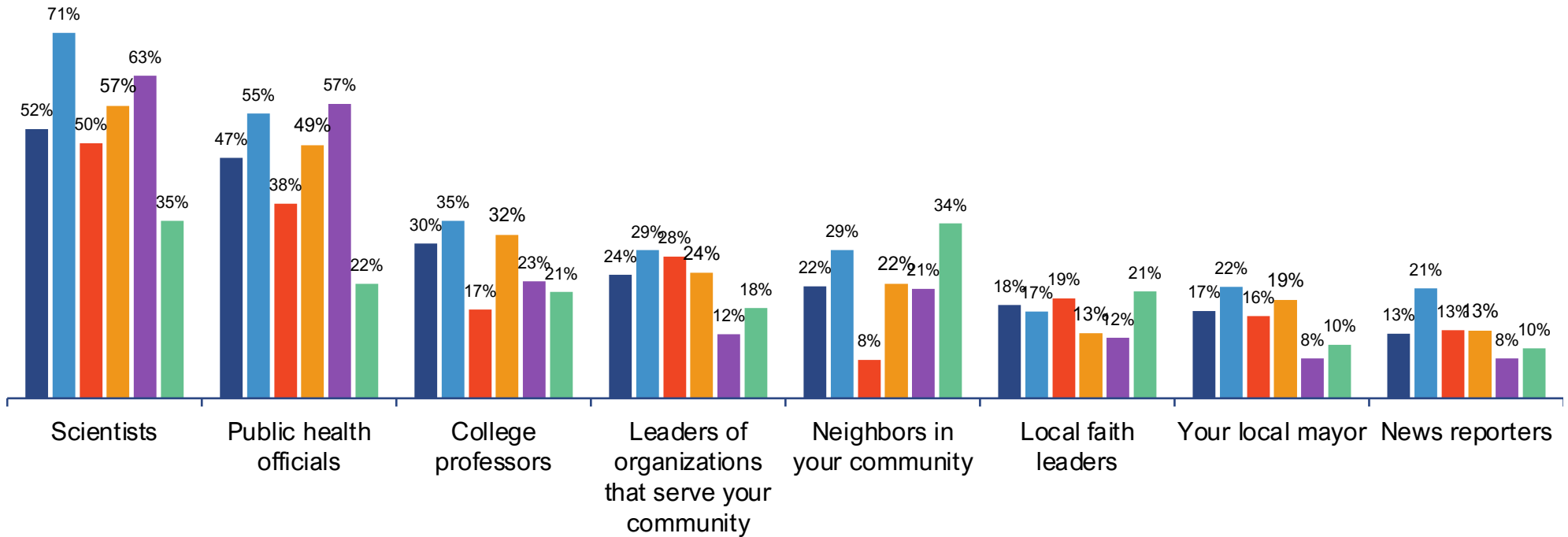


# MESSAGING AND MESSENGERS: Economic Recovery Messengers by Ethnicity

Scientists are the most trusted in each group, though the trust is highest among non-Hispanic whites.

% Trust a lot

■ Latinx ■ Non-Hispanic White ■ Black\* ■ Asian ■ Other Ethnicities\* ■ Ethnicity unknown\*



\*Denotes small sample sizes ranging from n=35-73 (margin of error= ±12-17)

# Methodology

- Survey of adult residents in the 9-County Bay Area
- Mixed-mode survey conducted online through email and text invitation and by live telephone interviews on landlines and mobile phones
- Survey conducted March 9 – 14, 2021
- 800 interviews; margin of error +3.5 percentage points
- The survey was offered in in English, Spanish, Chinese and Vietnamese

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

# Respondent Demographics

## Percent of interviews in each group

