2018 San Francisco Child and Family Survey

Summary of Findings
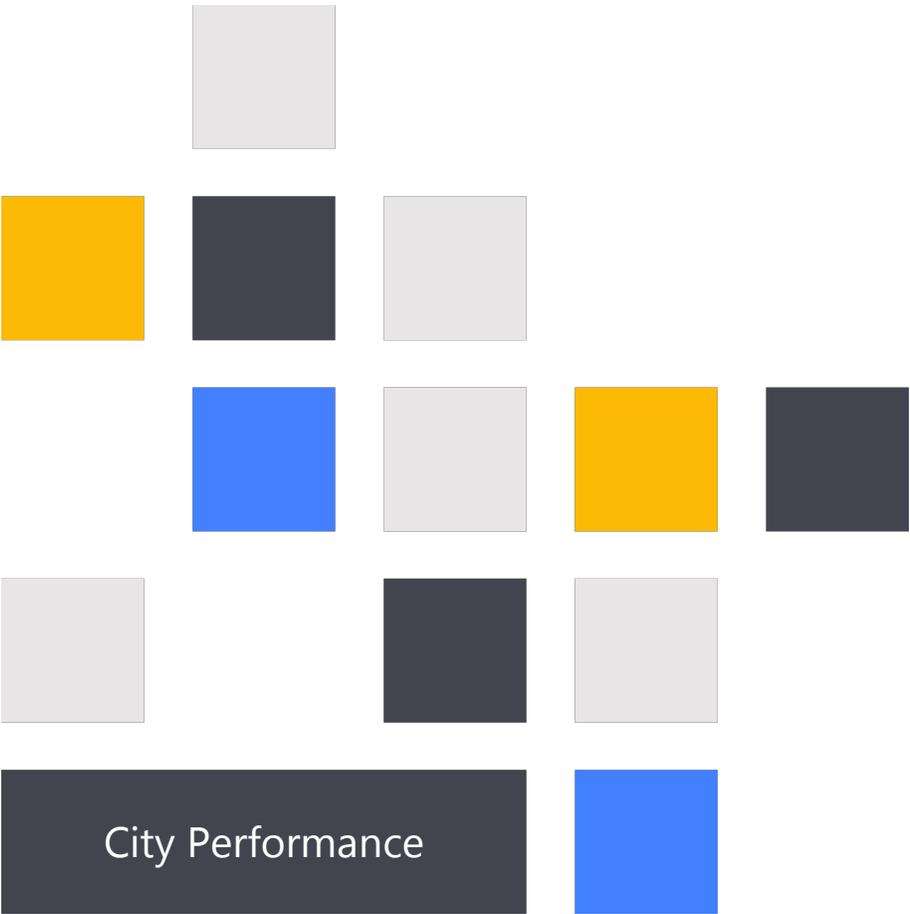
City Performance

About City Performance

The City Services Auditor (CSA) was created in the Office of the Controller through an amendment to the San Francisco City Charter that was approved by voters in November 2003. Within CSA, City Performance ensures the City's financial integrity and promotes efficient, effective, and accountable government.

City Performance Goals:

- City departments make transparent, data-driven decisions in policy development and operational management.
- City departments align programming with resources for greater efficiency and impact.
- City departments have the tools they need to innovate, test, and learn.

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Executive Summary

The Controller's Office, in partnership with the Department of Children, Youth and Their Families (DCYF), the Office of Early Care and Education (OECE), First 5 San Francisco, the San Francisco Unified School District (SFUSD), and the Our Children Our Families (OCOF) Council developed the Child and Family Survey focused on San Francisco households with children as a complement to the existing San Francisco City Survey. The inaugural survey interviewed 1,280 San Francisco residents with one or more children age 18 or younger. The survey provides information about families in the following categories, with a snapshot of results included here.

FAMILY COMPOSITION

NUMBER OF CHILDREN IN HOUSEHOLD

- 1 Child
- 2 Children
- 3+ Children
- No Response

3%
12%
43%
42%
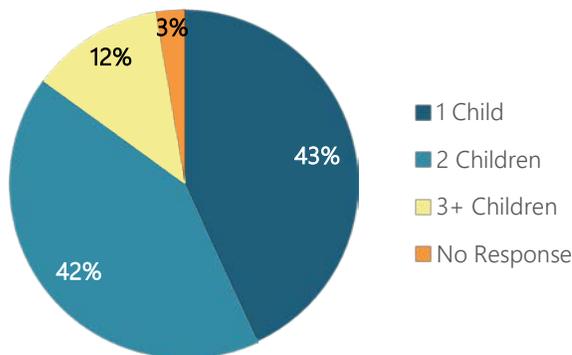
**49% of respondents had a child age zero to five.**

Three-quarters of respondents had a school-aged child.

ECONOMICS

**25% of Black respondents earned below FPL.**

68% of respondents were employed full time.

HOUSEHOLD INCOME AS PERCENT FEDERAL POVERTY LEVEL (FPL)

Up to 100% FPL
100% - 300% FPL
300% - 500% FPL
500%+ FPL

0%   10%   20%   30%   40%   50%
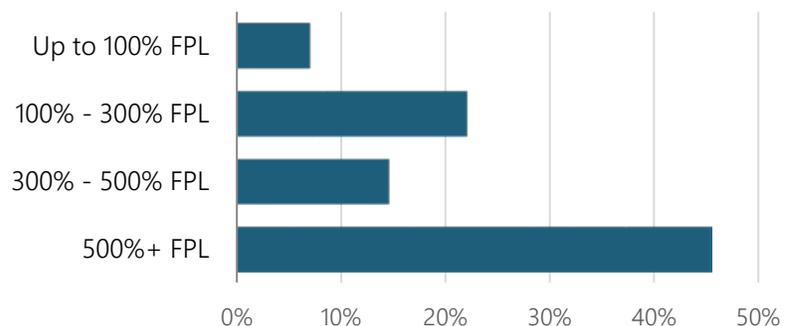
HEALTH AND WELLBEING

INSURANCE TYPE BY ETHNICITY

■ Private Insurance ■ Public Health Coverage
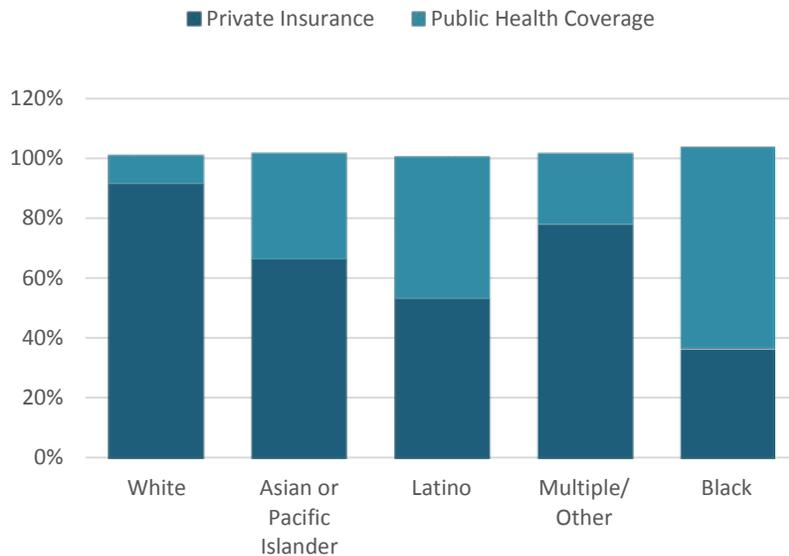
99% of families had some form of health coverage.

Nearly all respondents agreed that their children get regular checkups.

HOUSING

Approximately half of respondents owned their homes; the other half were renters.

"MY HOUSING SITUATION IS STABLE"

■ Strongly Agree ■ Somewhat Agree
■ Somewhat Disagree ■ Strongly Disagree

Up to 500% FPL

500%+ FPL

Respondents in Districts 3 and 6 lived in more crowded households compared to respondents in other districts.

CHILDCARE, SCHOOL, AND EXTRA-CURRICULARS

SCHOOL SATISFACTION BY SCHOOL TYPE

Legend:
- Depends on school/Mixed feelings
- Not at all satisfied
- Not very satisfied
- Somewhat satisfied
- Very satisfied
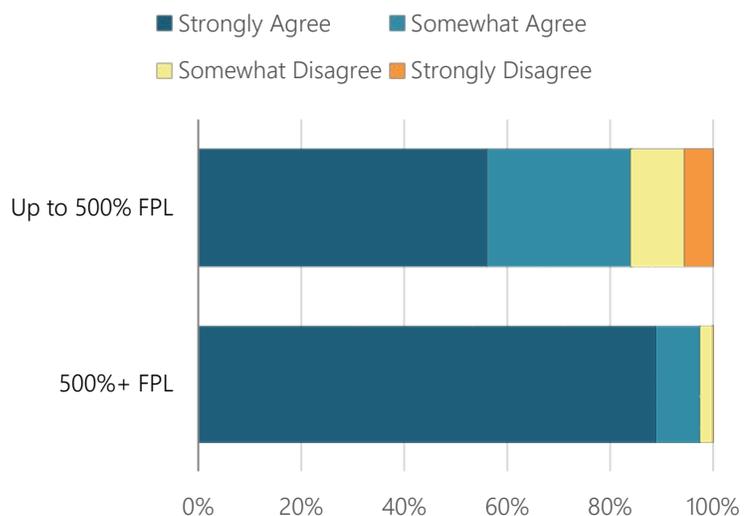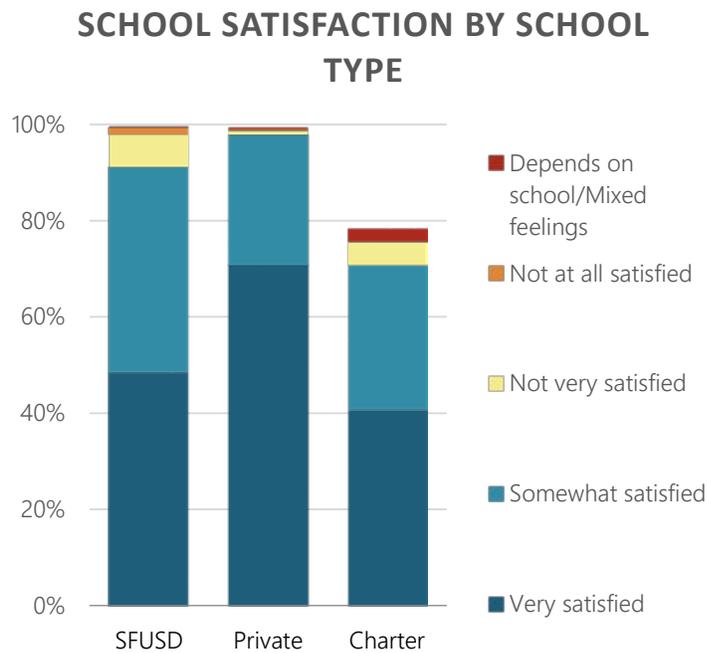
The top three barriers to securing childcare were cost, available space, and waitlists.

Respondents were largely satisfied with the quality of after school and summer programs.

NEIGHBORHOOD AND COMMUNITY CONNECTIONS

Four in five respondents felt connected to their community.

Citywide, 80% of respondents felt their neighborhood was safe for their families.

COMMUNITY RESOURCES VISITED MORE THAN ONCE PER WEEK
BY INCOME

Legend:
- Public Libraries
- Parks or Playgrounds
- Zoos or Museums
- Neighborhood or Rec. Centers

Up to 500% FPL / 500%+ FPL

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Introduction

The Controller's Office, in partnership with the Department of Children, Youth and Their Families (DCYF), the Office of Early Care and Education (OECE), First 5 San Francisco, the San Francisco Unified School District, and the Our Children Our Families (OCOF) Council developed the Child and Family Survey focused on San Francisco households with children as a complement to the existing San Francisco City Survey.[1] This new survey provides data to support the priorities and operations of departments as they plan programming for constituents. The Controller's Office contracted with EMC Research, Inc., to design and deliver the first iteration of this survey in 2018. Departments intend to conduct the San Francisco Child and Family Survey periodically to assess trends over time.

Survey methodology

The inaugural survey had a sample size of 1,280 San Francisco residents with one or more children age 18 and under, which represents a margin of sampling error of ±3.5% at the 95% confidence interval. This margin of error applies to Citywide responses; subgroup estimates have varying margins of error.[2]

The survey included two phases. The first phase was a representative survey of a random sample of San Francisco residential households with children using telephone and online outreach. While responses were largely proportional to US census demographics for San Francisco households with children, there were shortfalls in some harder-to-reach demographic groups. These were corrected during the second phase of data collection using in-person intercept interviews. The surveyor intentionally oversampled populations of particular interest to stakeholder departments to allow deeper analysis. Oversampled groups included:
- Renters and/or families living in public housing
- Low income families (those earning under 300% Federal Poverty Level)
- Respondents age 35 or younger
- Respondents age 65 or older
- Respondents who identify as Black/African American, Asian American, Pacific Islander, and/or Latino/Hispanic

Due to oversampling, the demographics of the 1,280 respondents were not proportional to City demographics. The surveyor weighted interviews such that the weighted population used for analysis does reflect demographic trends for San Francisco families based on US Census data.

Interpreting Survey Results

Respondents of the survey were residents of San Francisco who were a parent or guardian of one or more children 18 years old or younger. As such, some demographic information such as ethnicity, gender identity, geographic location, employment status, and level of education apply only to the respondent and are not necessarily reflective of characteristics of other adults or children in the family.

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[1] See https://sfgov.org/citysurvey/

[2] See a document titled "Crosstabs" at https://sfgov.org/citysurvey/ for margins of error associated with each subgroup.

In other cases, the respondent provided information about their family's experience of certain services. In these instances, results may be characterized as reflective of a "family" or "household" response, with those two descriptions used interchangeably.

Other important considerations when interpreting findings in this report are:
- Geographic analyses are presented here by Board of Supervisor (BOS) district, hereafter referred to as "districts" or, when specifying districts, as BOS 1, etc. Because the sample size for each district may be small, margins of error for district-level responses are generally much larger than the ±3.5% used for citywide response, e.g., between 6% and 13% by district.
- Ethnicity categories are reported in order of largest proportion of respondents to smallest.
- Category totals may not sum to 100%, as some questions allowed multiple responses and response categories of "Other" or "Refused/Did not respond" were excluded from the graphics.

See Appendix A for a detailed discussion of the methodology and how to read and analyze the data.

# Respondent Demographics & Family Composition

Most survey respondents were female and college educated

Additionally, when asked to describe their sexuality, 91% identified as heterosexual, 3% as bisexual, and 1% as gay, lesbian, or same-gender-loving.

RESPONDENT GENDER

■ Male ■ Female ■ Other

27%
1%
72%

RESPONDENT AGE

■ 16-34 ■ 35 to 44 ■ 45 to 54 ■ 55 or older/Refused

5%
19%
26%
50%

RESPONDENT ETHNICITY

■ White ■ Asian or Pacific Islander
■ Latino ■ Multiple/ Other
■ Black

RESPONDENT EDUCATION

■ Less than High School
■ High School/ GED
■ Vocational/Some College/Associate's
■ Bachelor's Degree
■ Graduate/ Professional Degree
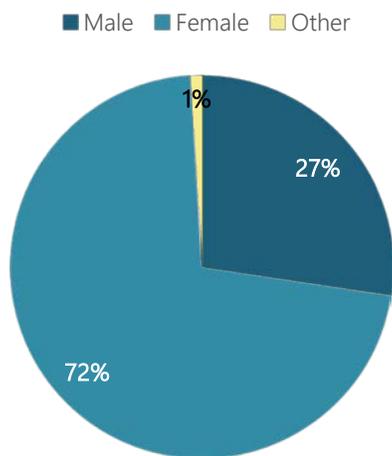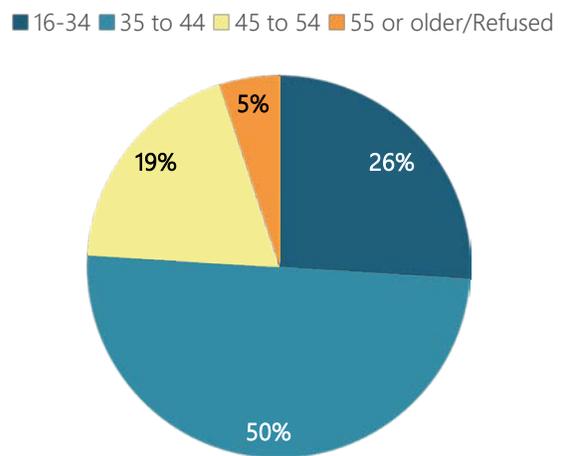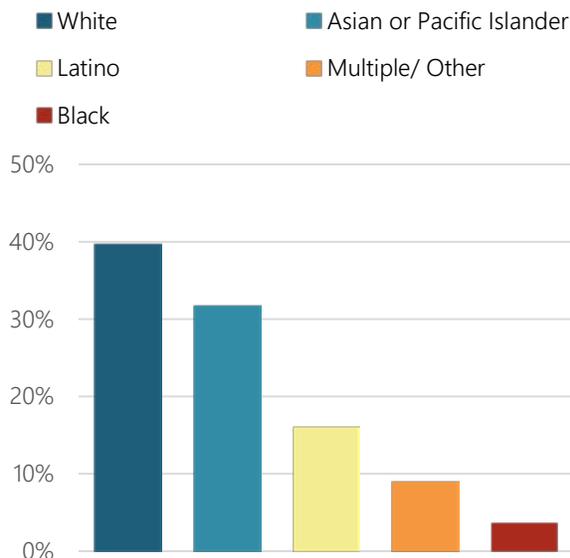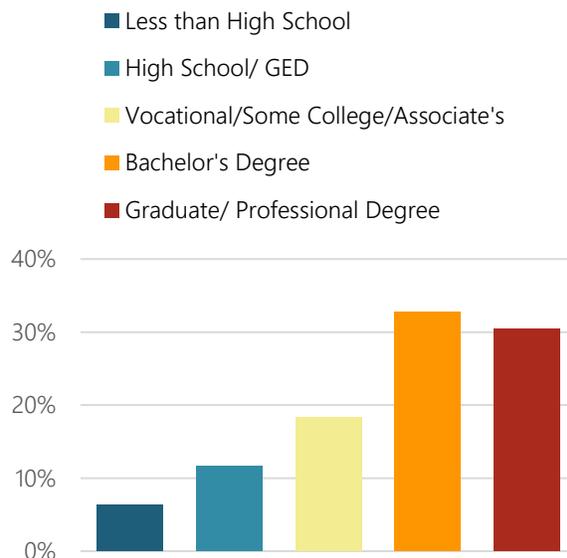
Between 6% and 12% of respondents lived in each of the 11 supervisorial districts. The ethnicities of respondents generally reflected census figures related to San Francisco's geography.

ETHNICITY OF RESPONDENT BY DISTRICT

■ White ■ Asian or Pacific Islander □ Latino ■ Multiple/ Other ■ Black
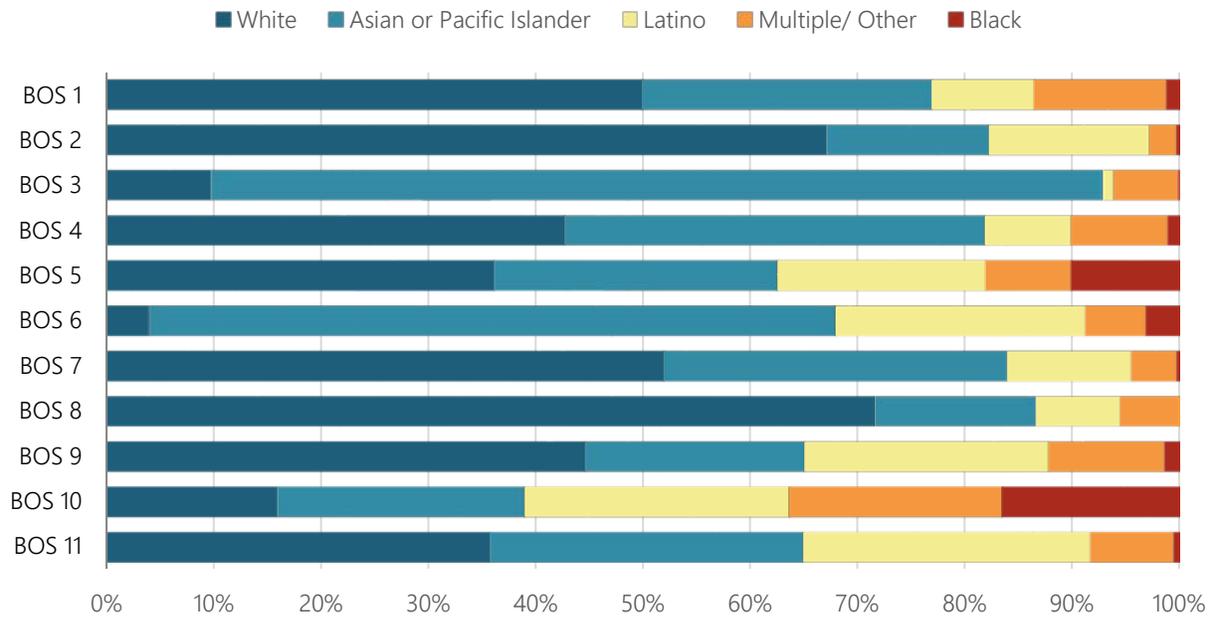
## Most families had two children or fewer

Half of all respondents (49%) had a child aged zero to five years old. While 78% of parents surveyed had a school-aged child, just 22% had teenagers aged 14 to 18.

NUMBER OF CHILDREN

■ 1 Child ■ 2 Children □ 3+ Children ■ No Response
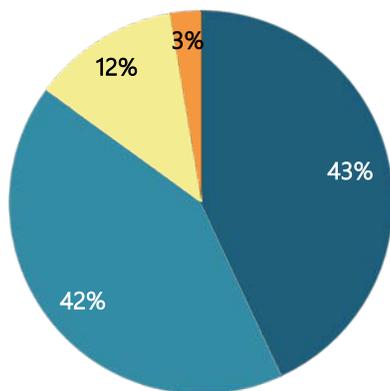
PERCENT OF ALL FAMILIES WITH CHILDREN IN AGE RANGE
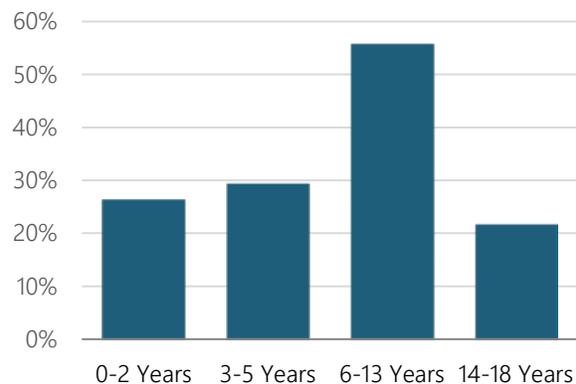
The survey found that most surveyed households in San Francisco comprised either three or four individuals living together, 32% and 38% respectively. Just 8% of respondents identified as living in one to two-person households,[3] and 19% of families were in households of five or more people.

While most families surveyed spoke English at home, Chinese and Spanish were also common

LANGUAGES SPOKEN AT HOME

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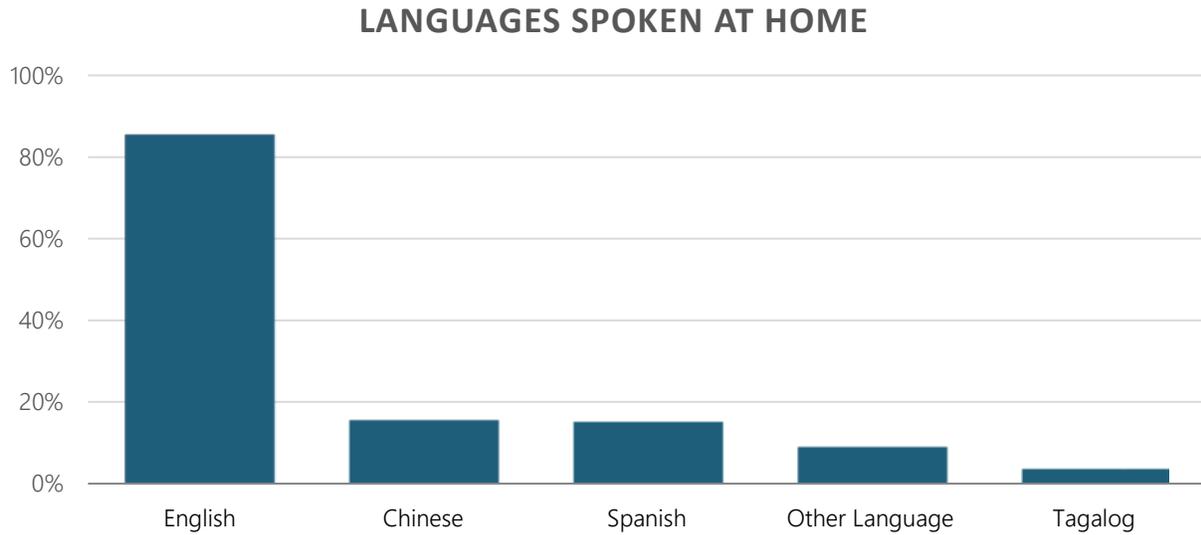
[3] One-person households may include those in which the respondent is the parent or guardian of a child but lives alone some or all of the time.

Economics

Nearly half of surveyed families had an income below 500% Federal Poverty Level

The financial status of families varied widely, but less than half of those surveyed (45%) had an income of 500% or more of the Federal Poverty Level (FPL).[4] As noted, most surveyed families were in three or four-person households. Thus, approximately half of surveyed families had a household income of under $100,000 per year.[5] Seven percent of surveyed families had an income less than or equal to the FPL, which is $25,100 for a family of four.

HOUSEHOLD INCOME AS PERCENT FPL

| What is FPL for a Family of 4? |
| --- |
| 100% = $25,100 |
| 200% = $50,200 |
| 300% = $62,750 |
| 400% = $75,300 |
| 500% = $125,500 |

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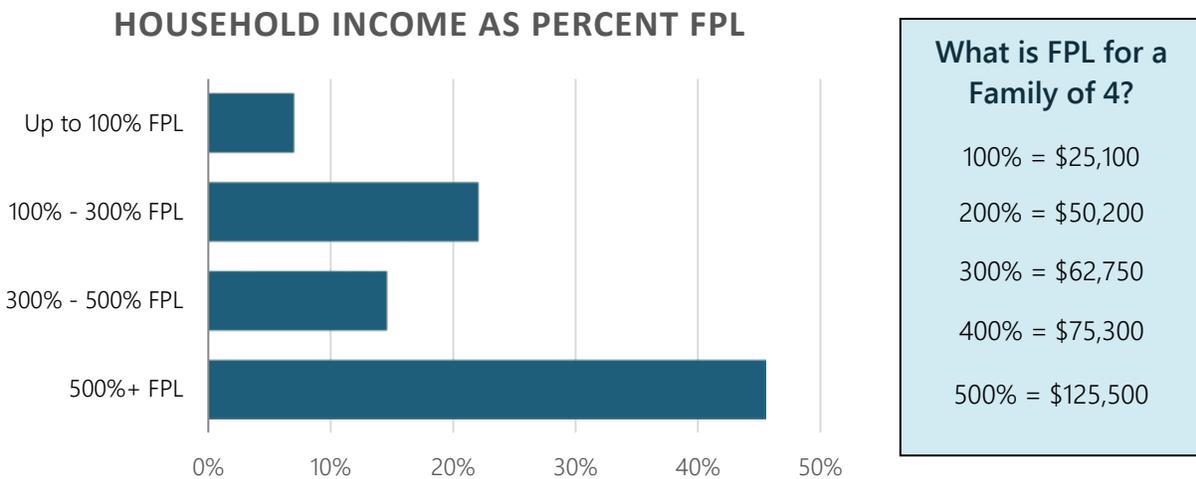
[4] It is important to remember that while income relative to the Federal Poverty Level is widely used as a qualifying metric for assistance programs, as a national measure it is not an accurate reflection of sufficiency in expensive regions such as San Francisco.

[5] Family income in San Francisco is slightly higher than California overall: according to census data, the State Median Income for a family of four is $88,343. MEDIAN INCOME IN THE PAST 12 MONTHS (IN 2017 INFLATION-ADJUSTED DOLLARS) 2013-2017 American Community Survey 5-Year Estimates – California

The smallest and largest surveyed families had lower incomes, with 78% of one to two-person households and 58% of households with five or more people earning below 500% FPL, while 37% and 38% of households of three or four, respectively, earned below 500% FPL.

HOUSEHOLD INCOME BY SIZE AND CITYWIDE

■ Up to 500% FPL   ■ 500%+ FPL   ━━ Citywide 500%+ FPL
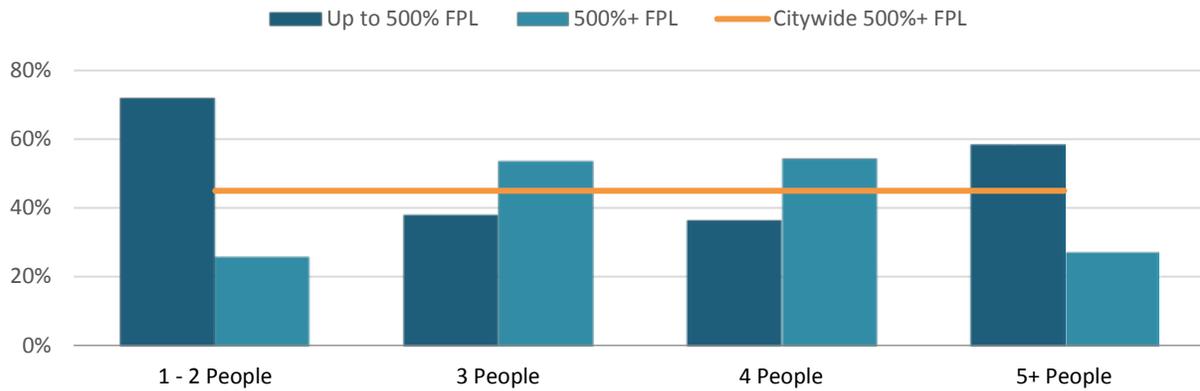
There were significant household income disparities across ethnicities

Though 45% of all surveyed families earned 500% FPL or higher, White respondents reported higher family income than respondents of other ethnicities.

One quarter of Black respondents (25%) reported a family income at or below the Federal Poverty Level, as did 13% of Latino and 11% Asian or Pacific Islanders. Zero percent of White respondents were in this group.[6]

HOUSEHOLD EARNINGS BY ETHNICITY

■ Up to 100% FPL   ■ 100% - 500% FPL   ■ 500%+ FPL
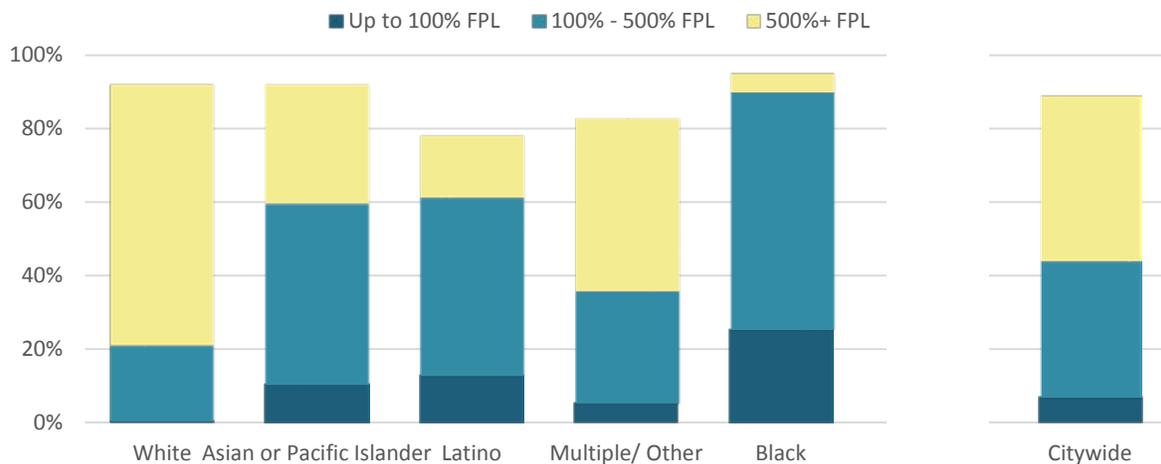

[6] Respondents that declined to provide household income information are not included in this analysis, including a large portion (22%) of Latino respondents. This may mean income levels for this group are significantly different than reported here.

Approximately eight in ten surveyed families in districts 3 and 6 lived below 500% FPL[7]

PERCENT OF SURVEYED FAMILIES IN DISTRICT WITH INCOME BELOW 500% FPL

BOS 2
21%

BOS 3
83%

BOS 1
27%

BOS 5
55%

BOS 6
89%

BOS 4
37%

BOS 8
27%

BOS 9
38%

BOS 10
64%

BOS 7
18%

BOS 11
21%

100%

0%
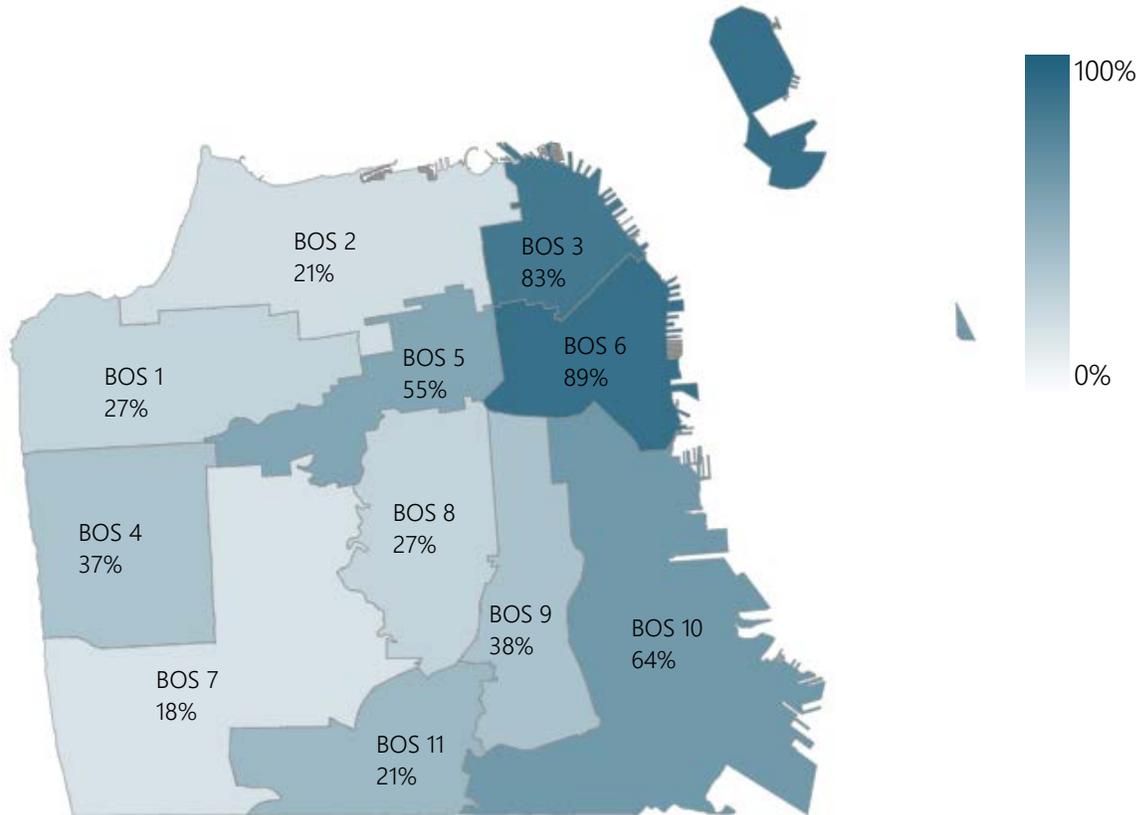
[7] Margins of error range from 6.1% to 13.0% for district-level data. However, the income differences seen in districts 3, 6, and 10 are large enough to be statistically significant.

A majority of respondents had full-time employment

Of those employed part-time, 5% were looking for more work. Though full-time employment was high among those surveyed, nearly half of the fully employed group (47%) had a household income below 500% FPL.[8]

EMPLOYMENT STATUS

■ Employed full time ■ Employed part time ■ Homemaker ■ Other ■ Unemployed
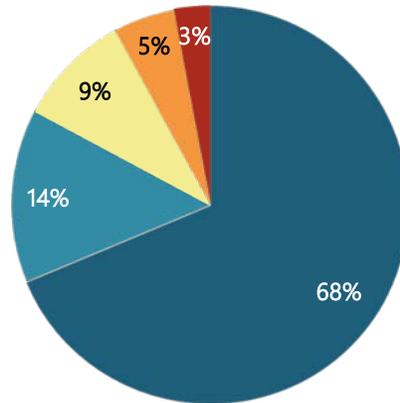
Latino (71%) and White (72%) respondents both had higher rates of full-time employment than the citywide average, while Asian or Pacific Islander (61%) and Black (53%) respondents had lower rates.

EMPLOYMENT STATUS BY ETHNICITY
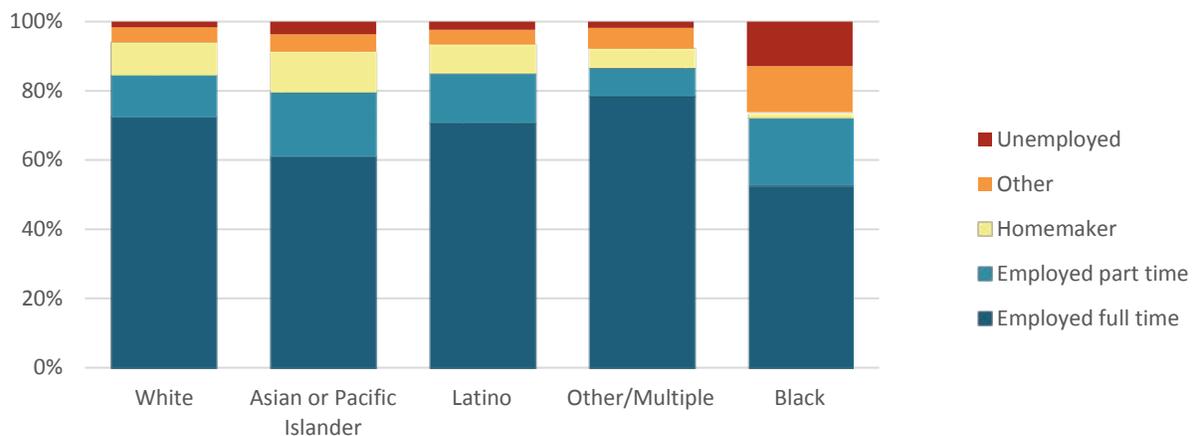
Although 68% of all respondents were employed full-time, the number was significantly lower in certain regions of the city. Only 39% of respondents in district 3, and 43% in district 6, identified as being employed full time.

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[8] Respondents reported their own employment status but did not report the employment status of other adults in the household, meaning respondent employment may or may not relate to total household income.

Health and Wellbeing

Nearly every family surveyed had some form of healthcare coverage

Just 1% of respondents reported being uninsured. Families may have had multiple types of insurance or healthcare coverage across household members, such as a mix of public and private insurance types, but 74% of families had at least one member with private health insurance. A smaller proportion were covered by public sources such as MediCal (14%), Healthy San Francisco (6%), or Medicare (5%).

HEALTHCARE COVERAGE TYPES
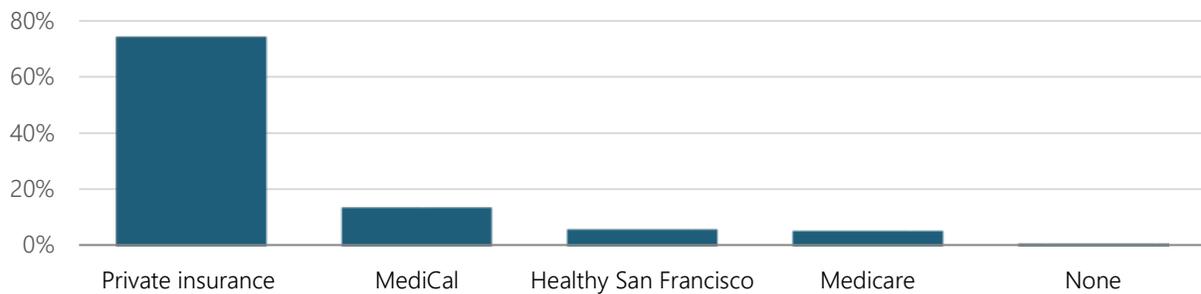
Black and Latino respondents were more likely to have public healthcare coverage

The proportion of respondents with private insurance was not consistent across ethnic groups: nearly all White respondents (91%) reported having private insurance (including coverage purchased through Covered California), while just 37% of Black respondents reported the same.

INSURANCE TYPE BY ETHNICITY
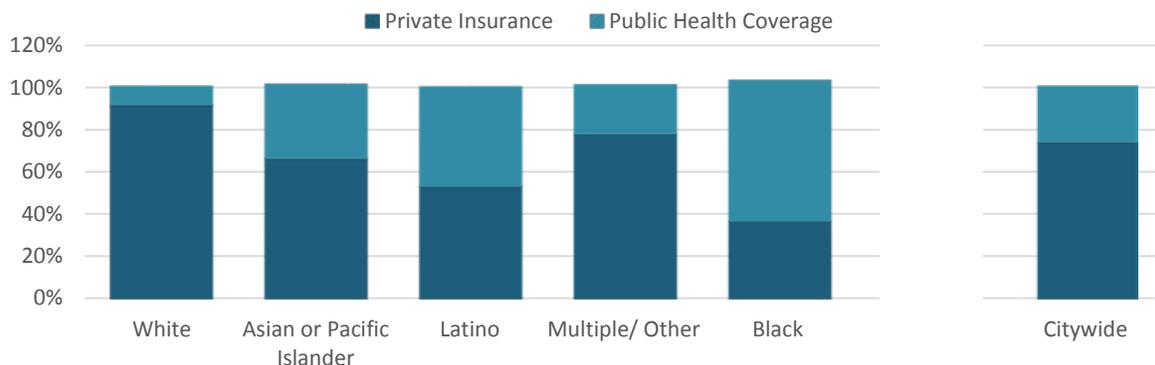
Additionally, while the proportion of privately insured families ranged between 60% and 92% in most supervisorial districts, just 43% to 44% of surveyed families in districts 6 and 3, respectively, reported having any form of private insurance.

Families reported high levels of access to health and wellness services

96% Respondents who agreed that their children get regular medical and dental checkups

94% Respondents who felt their family has access to enough of the kinds of foods they want to eat

86% Respondents who agreed there is a market with fresh produce within walking distance of their home

Respondents' perceptions about access to food varied by income; among the 25% of families whose income is less than 250% FPL ($62,750 for a family of 4), 85% agreed they had access to the food they want to eat, 9% lower than the citywide result.

Almost one in ten respondents (9%) stated that someone in their household has a long-term disability

Of those families, 46% had public insurance, and 56% had incomes less than 500% FPL.

Housing

Approximately nine in ten survey respondents agreed that their family is in a stable housing situation

Citywide, 91% of respondents agreed that their family's housing situation is stable, but higher income families were more likely to strongly agree.[9] While 11% of families had moved two or more times in the last five years, moving does not appear to be related to income level, as just 54% of these families earned below 500% FPL.

"MY HOUSING SITUATION IS STABLE"

■ Strongly Agree ■ Somewhat Agree ▢ Somewhat Disagree ■ Strongly Disagree
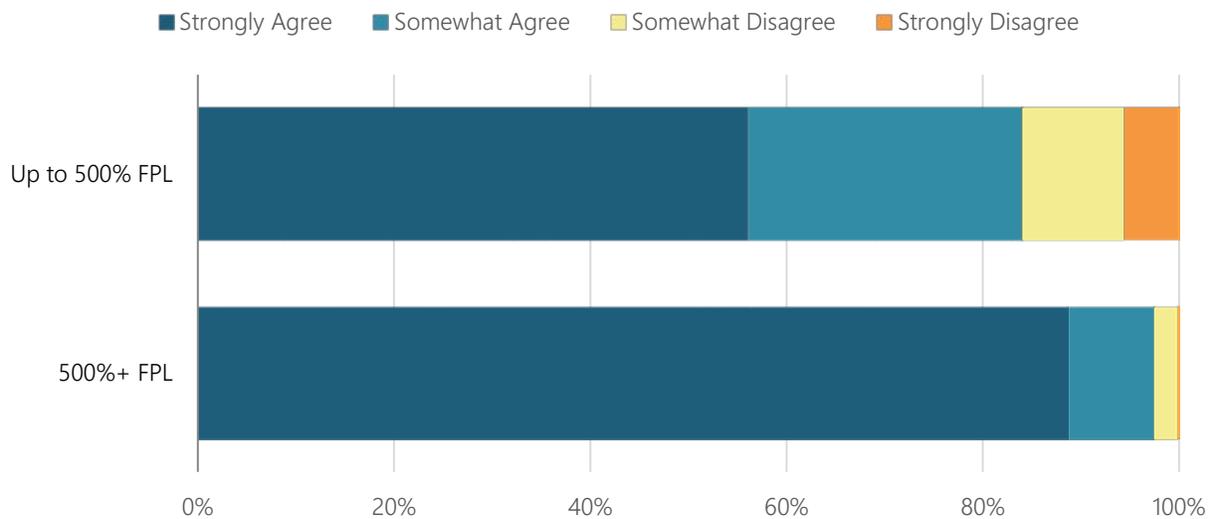
Households of three or more people reported high rates of stability. However, respondents in smaller households were less likely to agree: 73% of respondents in households with one or two people, which are likely single-parent homes, agreed that their housing is stable.

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[9] In all perception questions in this survey (including level of agreement with a statement or level of satisfaction with a service), respondents were asked about their perception on a four-point range (e.g., strongly agree, agree, disagree, or strongly disagree). In general, responses to perception questions throughout this report are combined into simplified categories, such as agree vs. disagree or satisfied vs. unsatisfied. When relevant to the analysis at various points in the report, charts or narrative may depict the full range of options to a given question.

Districts 3 and 6 had the highest rates of crowded households

Respondents shared information about family composition and number of rooms in their home, which was used to calculate the level of crowding within households.[10] Half of respondents (51%) lived in homes with one person per room or less ("less crowded"). As might be expected, surveyed families with higher incomes were more likely to live in "less crowded" homes. Respondents with lower household incomes had a more even distribution across crowding levels, with just 30% living in less crowded homes.

> ### Defining "Crowding"
>
> Less than 1 person per room = "Less Crowded"
>
> 1 – 1.5 people per room = "Moderately Crowded"
>
> More than 1.5 people per room = "More Crowded"

HOUSING CROWDEDNESS BY INCOME LEVEL

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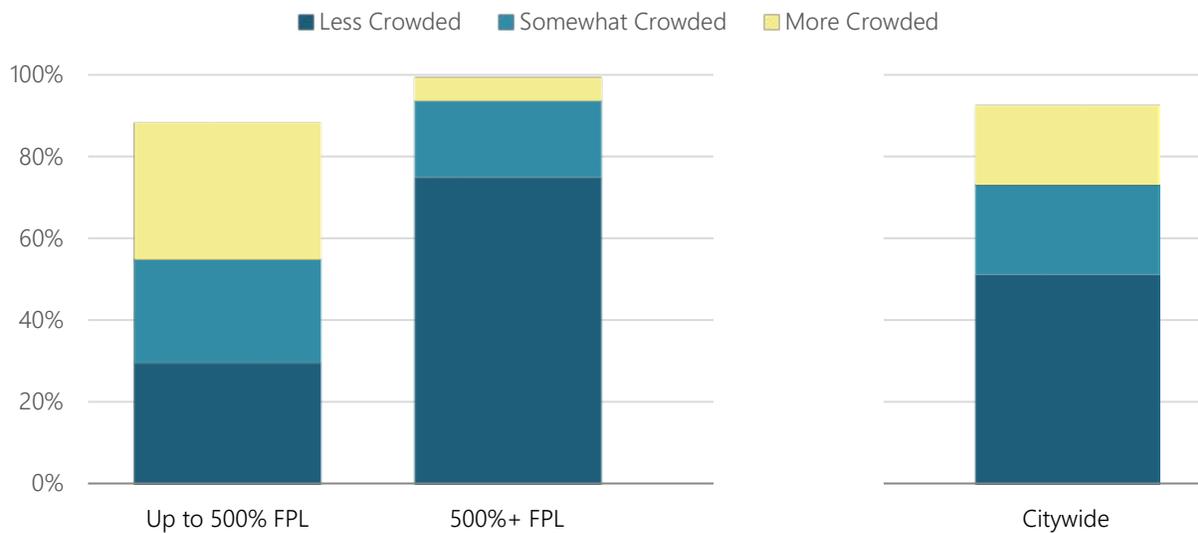
[10] Crowding within homes was measured by the average number of people per room in a home, excluding bathrooms and kitchen.

Districts with a higher percentage of lower-income families also had the highest rates of crowded households, including district 3 (43% of surveyed families in more crowded households) and district 6 (52% in more crowded households).

PERCENT OF MORE CROWDED HOUSEHOLDS BY DISTRICT
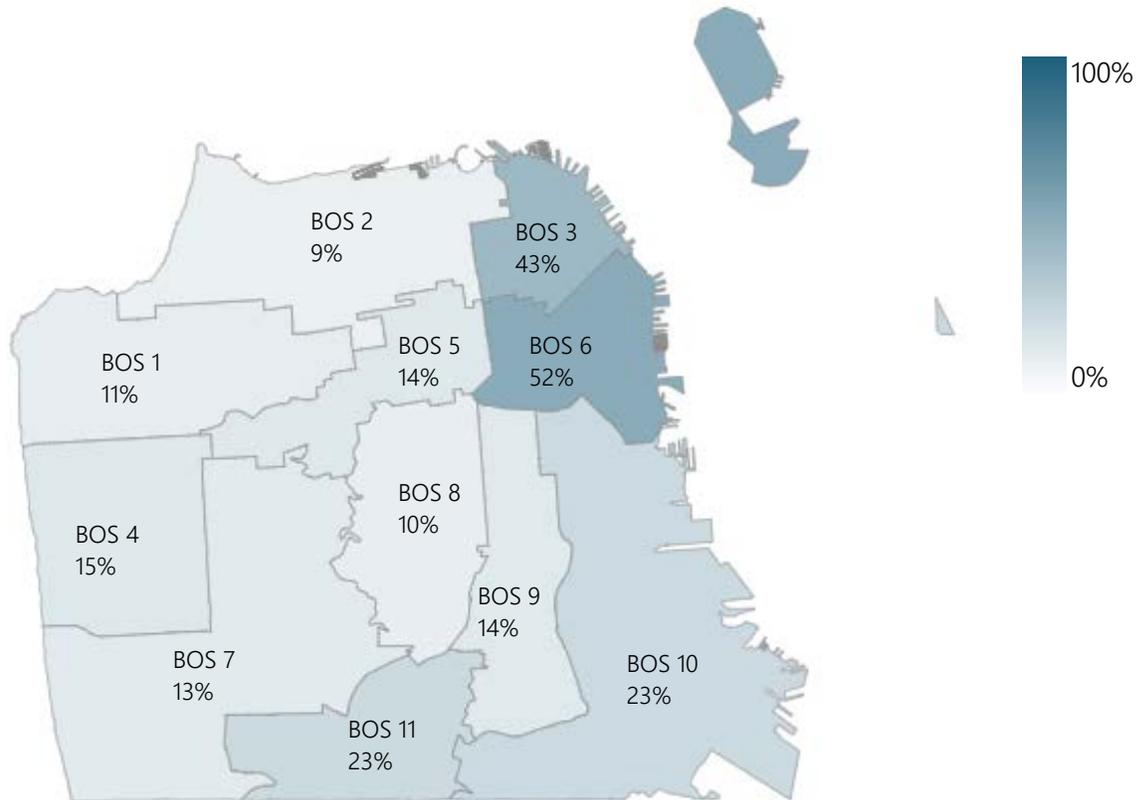
Respondents in crowded homes were less likely to feel stable in their housing

Respondents in moderately crowded homes (1 - 1.5 people per room) reported similar levels of stability to those in less crowded homes (less than 1 person per room).

"MY HOUSING SITUATION IS STABLE"
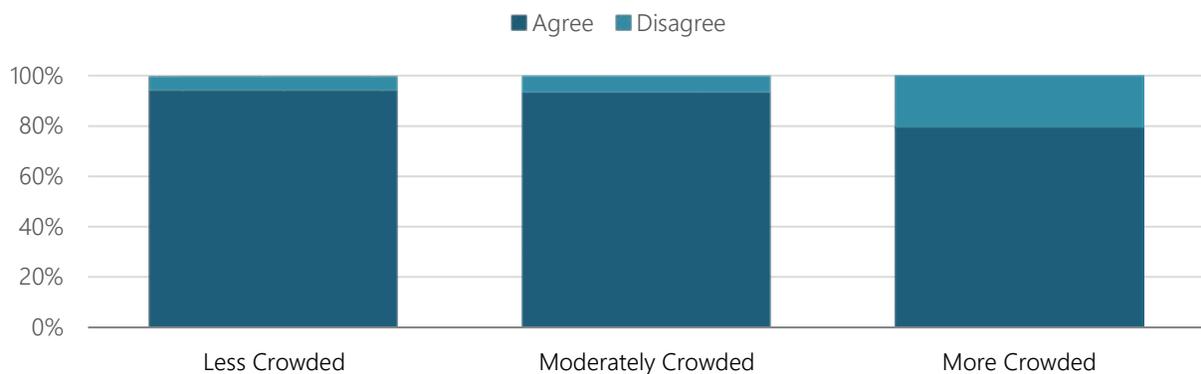
Respondents who own their homes were less likely to be crowded

Half (50%) of all respondents owned their homes, and homeowners reported significantly lower levels of crowding compared to renters. As would be expected, those who own were more likely to agree that their family is in a stable housing situation (99%) than those who rent (84%). These trends make sense when considering that home ownership and more space within a home are both correlated with higher income levels.

### HOUSEHOLD CROWDING BY HOMEOWNERSHIP STATUS

Less Crowded ▪ Moderately Crowded ▪ More Crowded
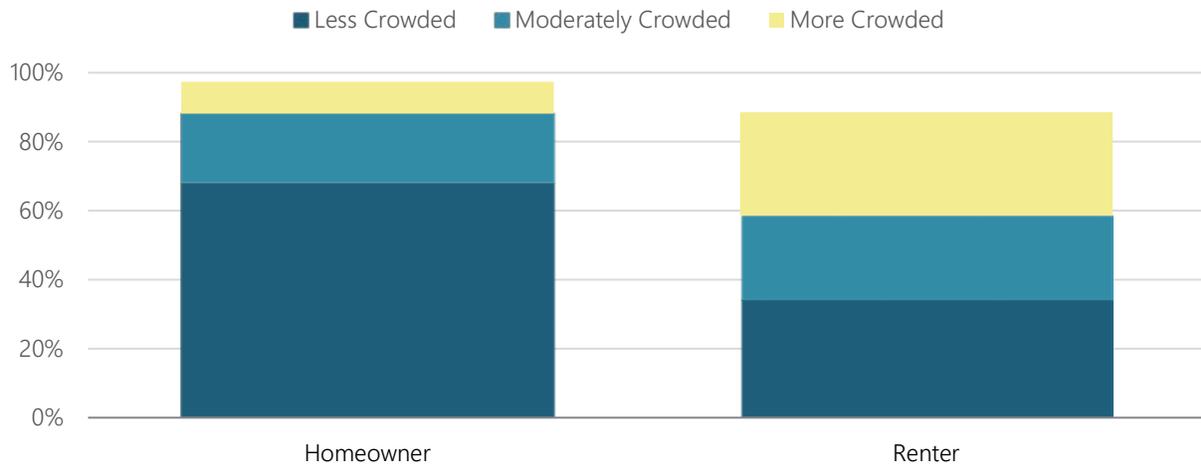
Black respondents were much less likely to own their home than respondents of other ethnicities

Very few Black respondents reported owning their own home, at 8%, presenting a stark difference from respondents of all other ethnicities.

HOMEOWNERSHIP RATES BY ETHNICITY

▪ Homeowner ▪ Renter
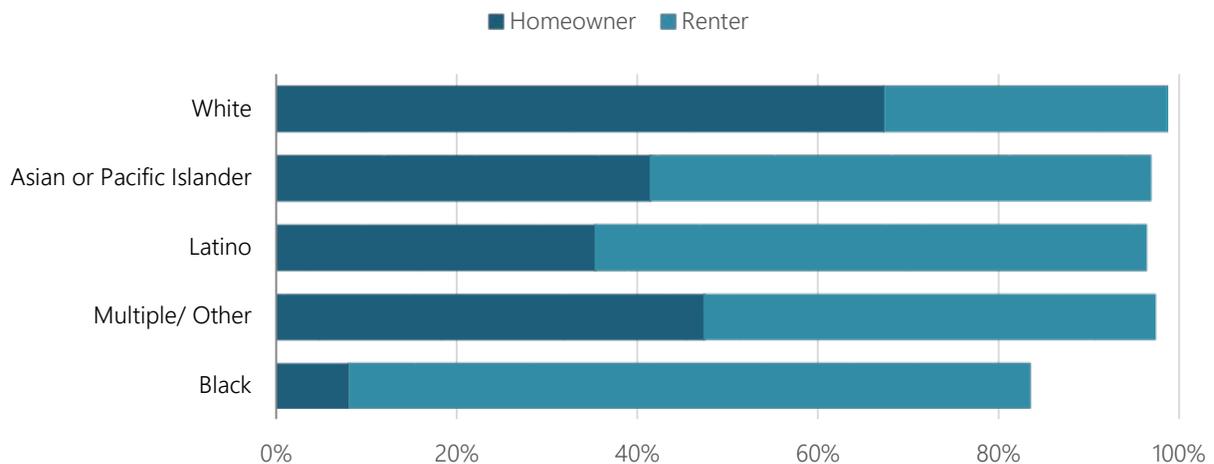
Childcare, School, and Extra-Curricular Programs

Twice as many families used licensed childcare as informal options

For the nearly half of families surveyed with at least one child age zero to five, a majority (64%) had a child enrolled in a licensed childcare or preschool program, while approximately one in three (29%) used more informal childcare systems, such as a family friend, neighbor, nanny, or family member other than a parent or guardian on at least a weekly basis.[11] While trends across age groups were similar, respondents with younger children were slightly more likely to use informal childcare than respondents with children ages three to five. The citywide rate is also consistent across income levels, though lower income respondents were slightly less likely to use informal childcare than those with higher incomes.

CHILDCARE TYPE BY CHILD AGE AND FAMILY INCOME

■ Licensed   ■ Informal
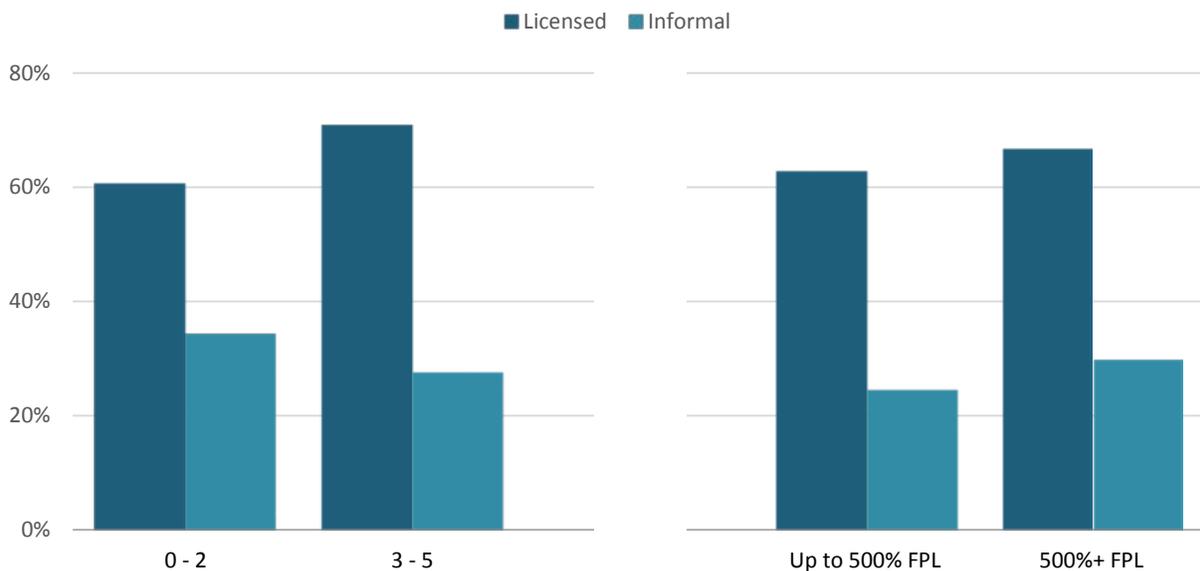
Of those respondents with a child enrolled in childcare or preschool, 96% said they were satisfied with the program. This survey found that neither the rates of childcare utilization nor satisfaction with childcare options varied significantly between demographic groups.

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[11] The survey did not link individual children by age to types of care.

Cost, available space, and waitlists were the biggest challenges when securing childcare

Most respondents with children age zero to five (73%) agreed that childcare and preschool programs were accessible to them. However, they also shared what they thought were the biggest challenges that families face in securing childcare. Citywide, 42% of respondents thought cost was the most pressing challenge, while 22% and 14% said availability of childcare and waitlists[12] for programs, respectively, were the biggest hurdles. The most commonly cited challenges varied by ethnicity: 36% of Black respondents identified waitlists as a challenge, more than two and a half times the citywide rate (14%). Other important challenges citywide were program schedule and hours, location and convenience, and quality.

MOST COMMON CHALLENGES RELATED TO CHILDCARE

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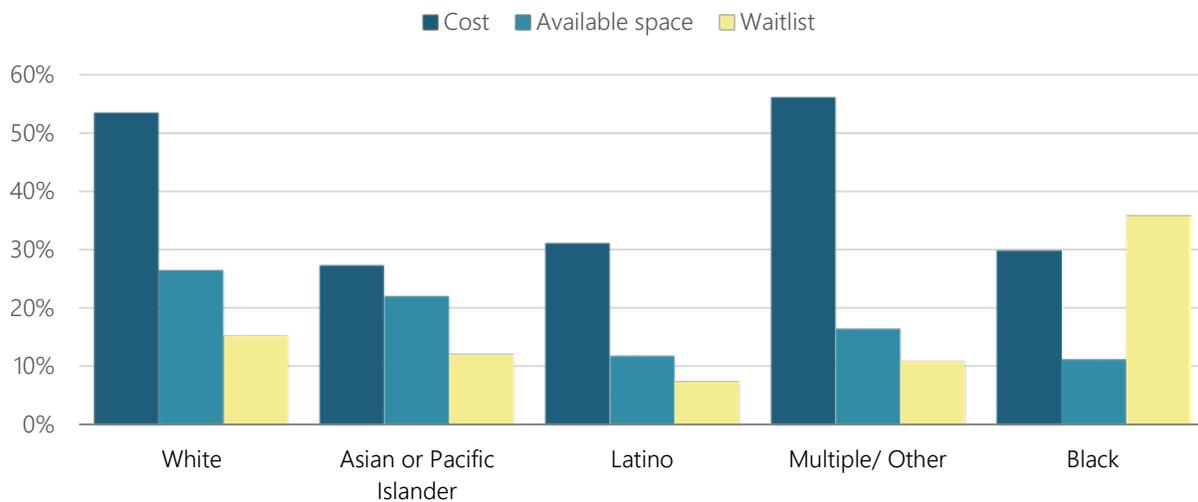
[12] There are a variety of waitlists maintained by different organizations for both City and non-City programs, none of which were specifically mentioned by respondents.

Respondents were satisfied with both their public and private schools

Charter school satisfaction was less favorable than both public (SFUSD) and private schools, with 71% of respondents reporting being satisfied with the quality. Respondents were more likely to be very satisfied with their private school (71%) than they were with their public school (49%). There were minimal differences in school satisfaction across ethnicity, child age, and income. An exception is that respondents with household incomes of less than 500% FPL were significantly more likely to be satisfied with the quality of their charter school than those who earn more. Additionally, 4% of respondents had one or more children who attend school outside of San Francisco.

SCHOOL ENROLLMENT[14]

SCHOOL SATISFACTION BY SCHOOL TYPE
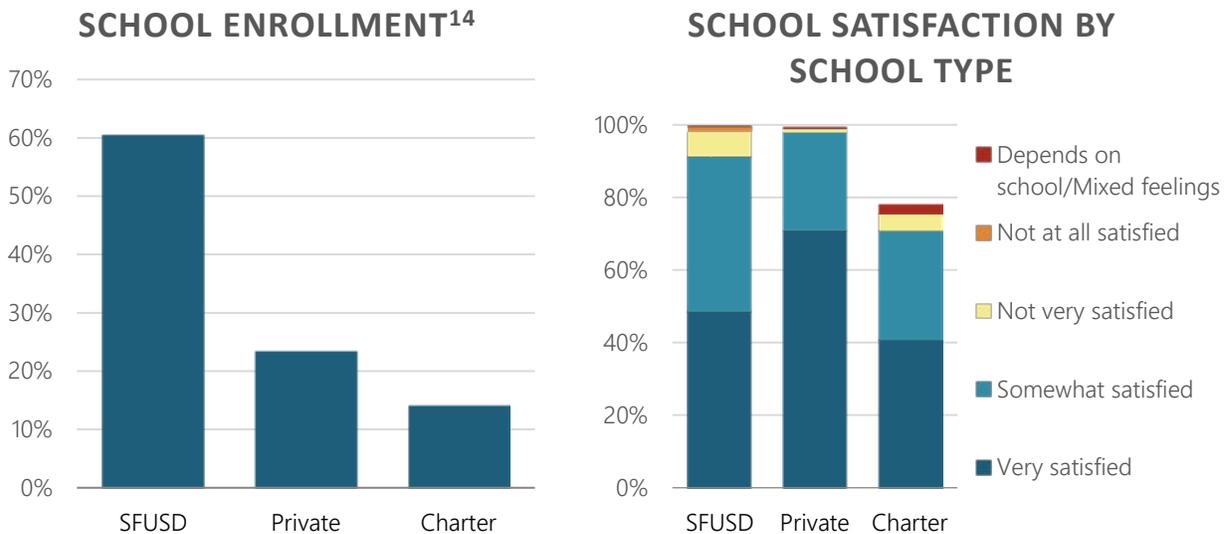
More than one-third of White respondents had at least one child in private school

More than 50% of respondents of all ethnicities except White had one or more children enrolled in public school.

SCHOOL TYPE ENROLLMENT BY RESPONDENT ETHNICITY

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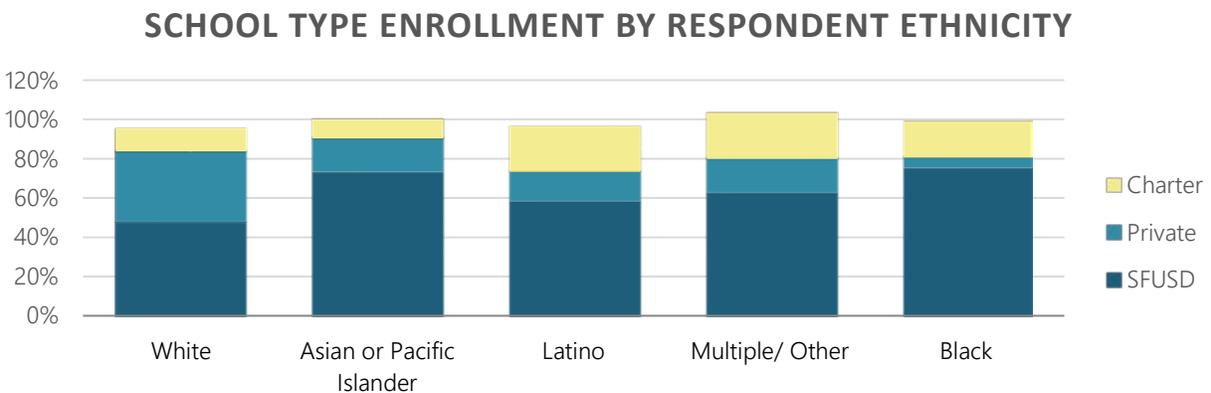
[13] This chart shows the percent of respondents who have at least one child enrolled in each school type.

School enrollment varied by supervisorial district

In particular, more than half (54%) of respondents in district 2 had a child enrolled in private school, as compared to 3% in district 3.

SCHOOL ENROLLMENT BY DISTRICT

■ SFUSD ■ Private or Parochial ◻ Charter
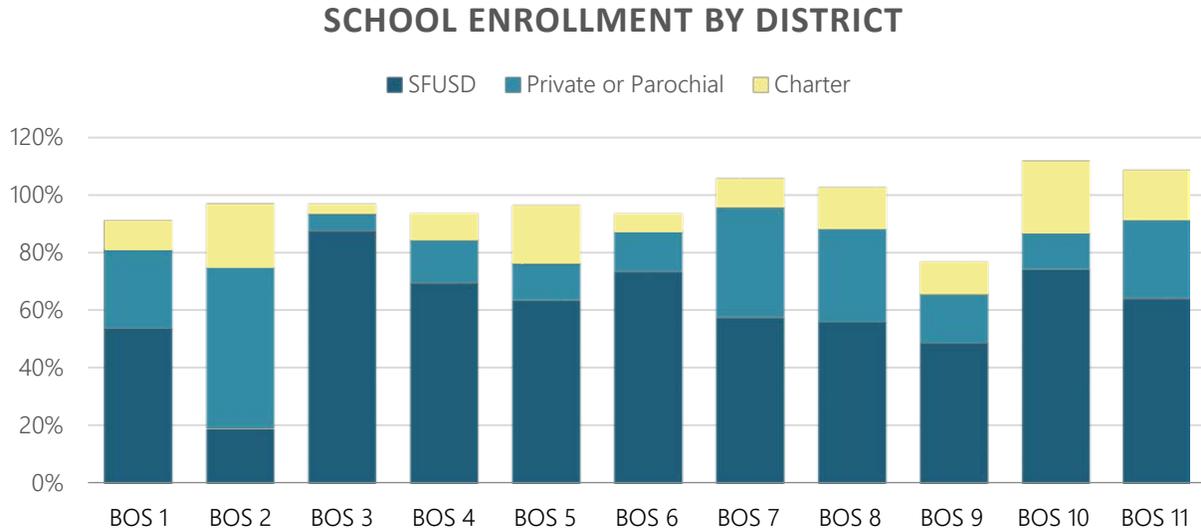
One-third of respondents had a child in after-school programs

Districts 3 and 6 had a significantly higher percentage of respondents with a child enrolled in after-school programs than other districts; summer program enrollment showed less geographic variation.

AFTER-SCHOOL PROGRAM ENROLLMENT

SUMMER PROGRAM ENROLLMENT
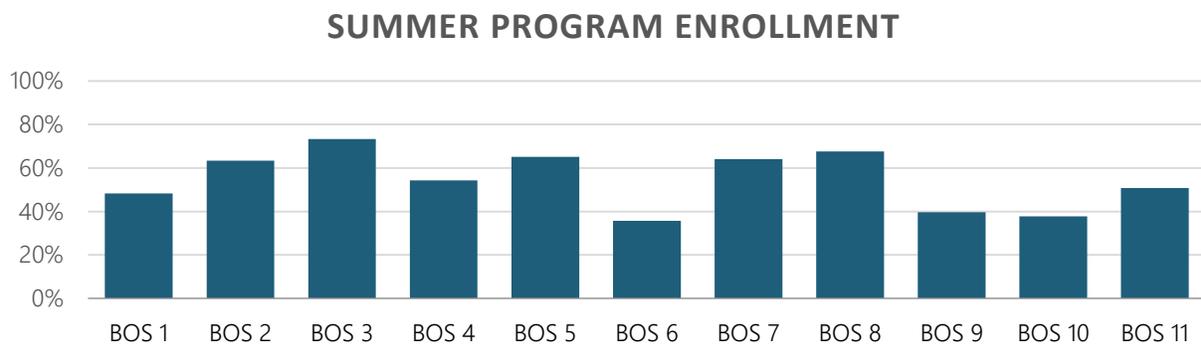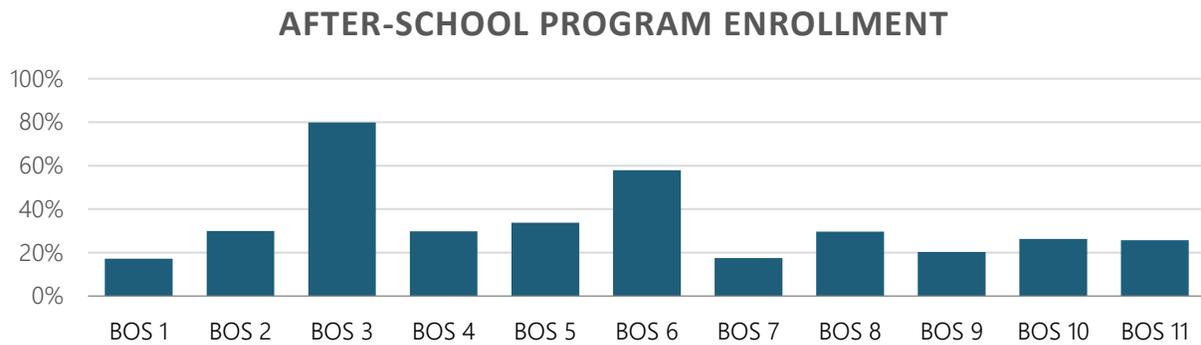
Respondents with higher household incomes used summer programs more than those with lower incomes

While respondents with household incomes above and below 500% FPL used after school programs at about the same rate, 33% and 31% respectively, respondents with higher incomes were more likely to have enrolled their child in summer programs, such as day care or camps.

AFTER-SCHOOL AND SUMMER PROGRAM ENROLLMENT

■ Up to 500% FPL ■ 500%+ FPL
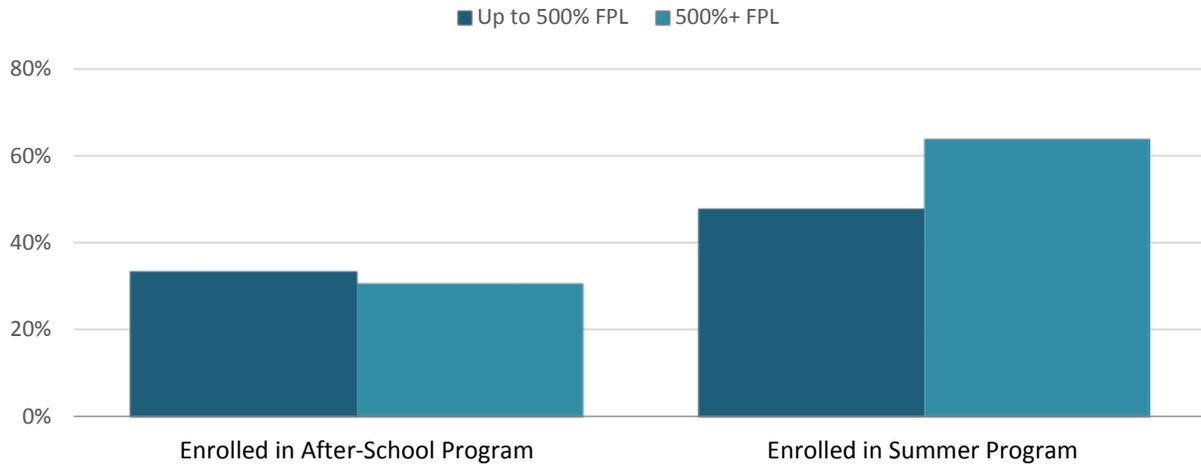
Cost is the most common barrier to after-school and summer program enrollment

Respondents with household incomes of more than 500% FPL were equally likely to cite cost (33%) and available space (32%) as barriers to enrollment. Alternatively, while a similar proportion of respondents with lower household incomes experienced cost as a barrier (29%), just 12% indicated space availability as a barrier.

BARRIERS TO SECURING AFTER-SCHOOL AND SUMMER PROGRAMMING

■ Up to 500% FPL ■ 500%+ FPL
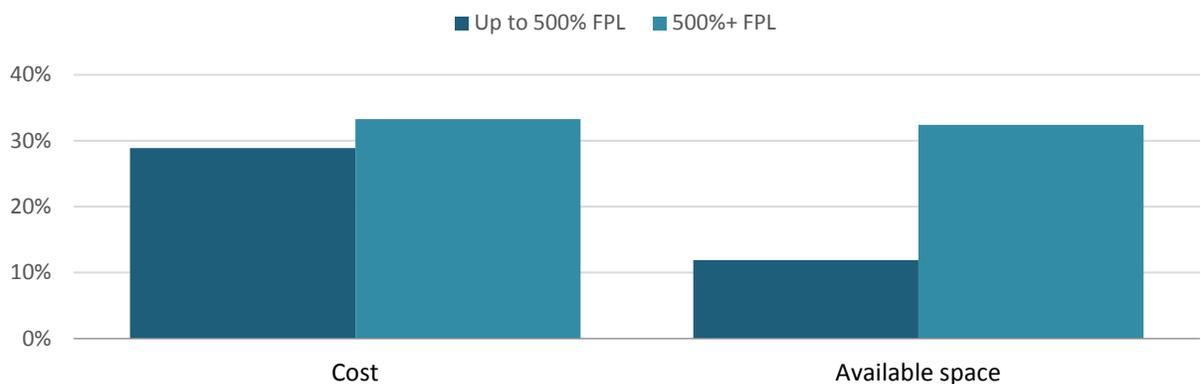
Respondents were satisfied with their after-school and summer programs

Nearly all respondents with a child enrolled in an after-school program (93%), and those with a child in a summer program (95%), reported being satisfied with its overall quality. This did not vary significantly across income brackets or supervisorial districts. However, Black respondents (77%) were less satisfied with their after-school programs than respondents of other ethnicities.

Most respondents read to their children under five nearly every day

While 93% of respondents either agreed or strongly agreed that they read to their children every day, the strength of that agreement varied significantly across ethnicities and income levels. Fewer than 60% of Latino and Black respondents with children under age five, and 70% of respondents with household incomes less than 500% FPL, strongly agreed that someone in their household read to their child(ren) every day.

"SOMEONE READS TO MY CHILD NEARLY EVERY DAY"
BY ETHNICITY

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree
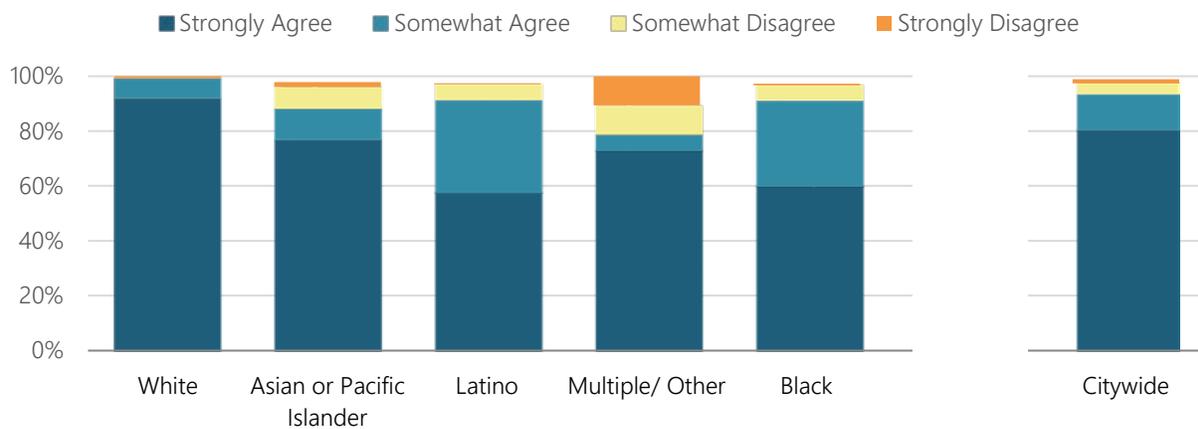
"SOMEONE READS TO MY CHILD NEARLY EVERY DAY"
BY INCOME

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree
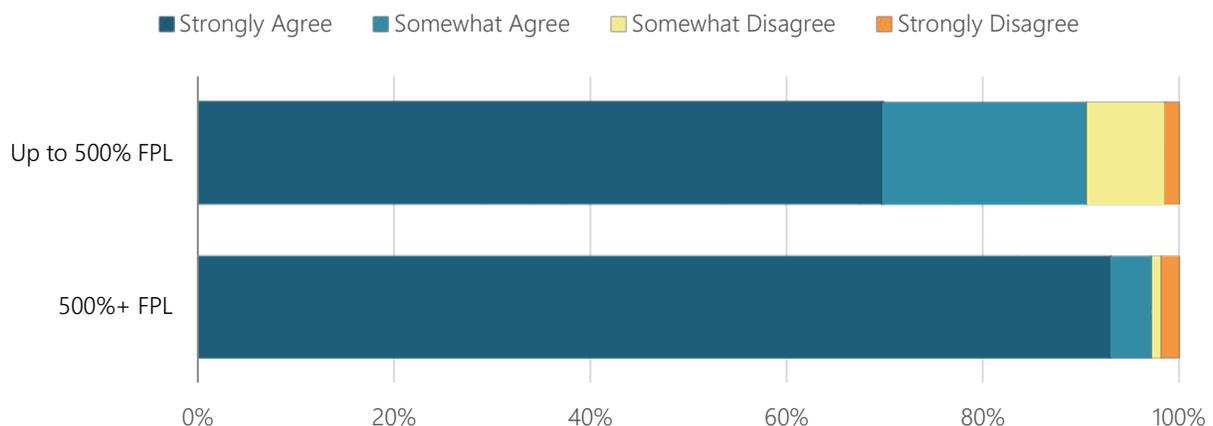
Neighborhood Resources and Community Connections

Four in five respondents felt connected to their community

A similar number said that they had nearby friends or family they could count on for assistance. This percentage was consistent across demographic groups. However, respondents in smaller households were slightly less connected to their community or friends and family.

"I FEEL CONNECTED TO MY LOCAL COMMUNITY"

"I HAVE FRIENDS OR FAMILY NEARBY"
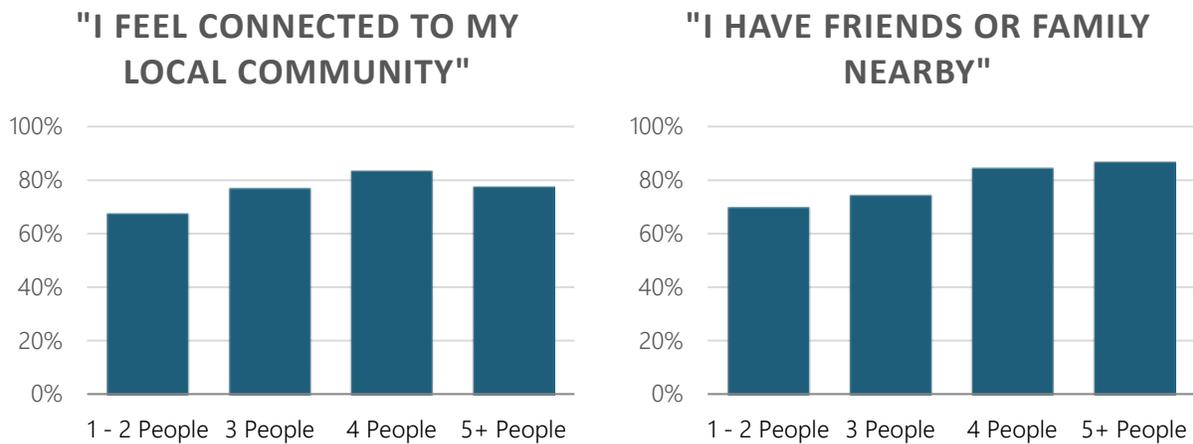
Nearly all respondents felt that there is a natural outdoor space within walking distance of their home

However, White respondents were more likely to strongly agree with this statement than respondents of any other ethnicity. Other differences in the strength of agreement were found by income (respondents with higher household income were more likely to strongly agree), and geography (respondents in district 10 were the least likely to strongly agree of any district).

"THERE IS AN OUTDOOR SPACE NEAR MY HOME"
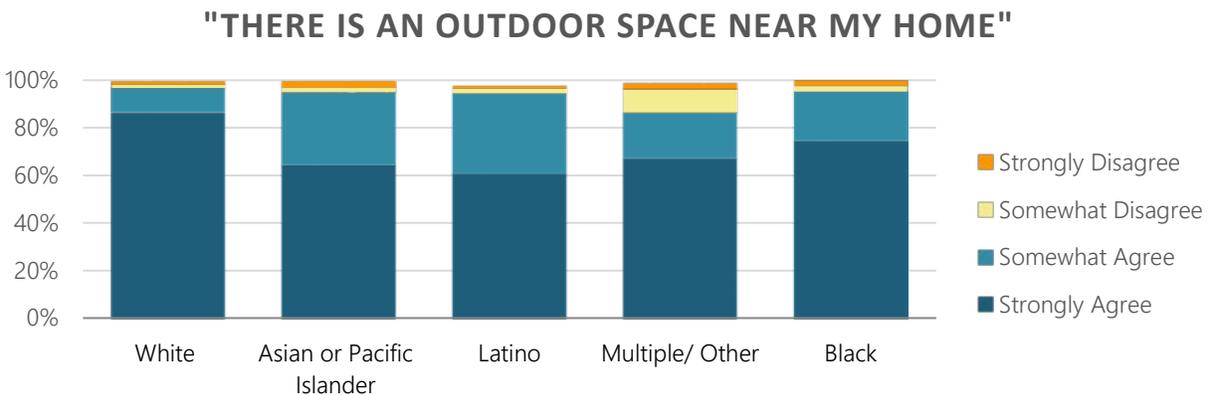
Respondents were four times more likely to make weekly visits to parks than to any other community resource

FREQUENCY OF VISITS TO COMMUNITY RESOURCES
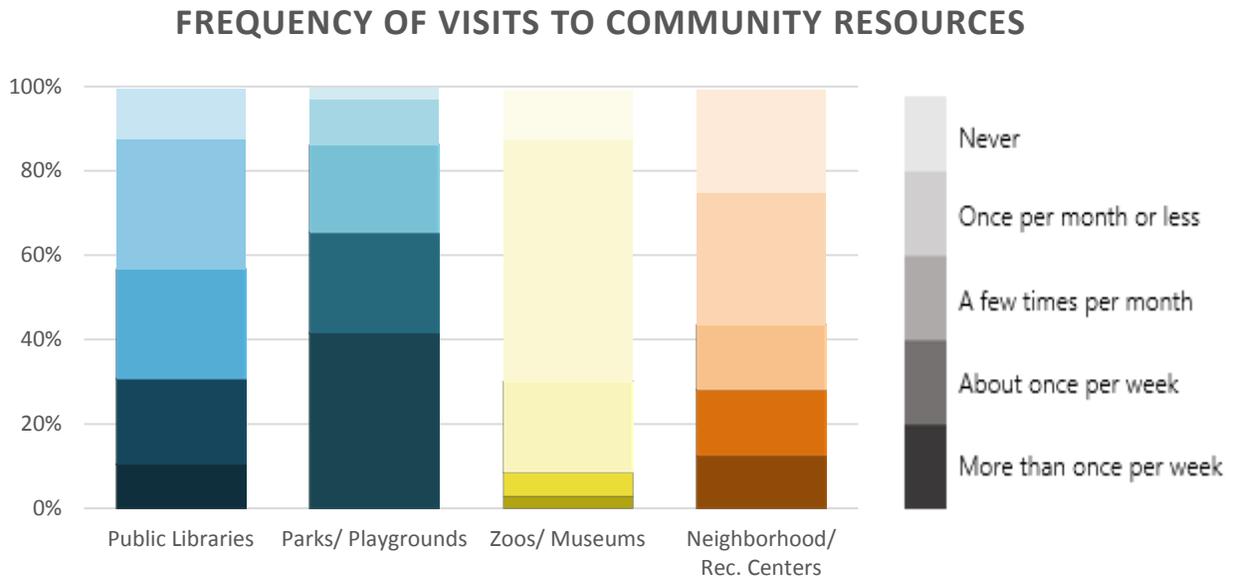
Respondents with household incomes above 500% FPL were more likely to visit parks or playgrounds more than once per week (51%) than those who earned below that level (36%).

COMMUNITY RESOURCES VISITED MORE THAN ONCE PER WEEK
BY INCOME
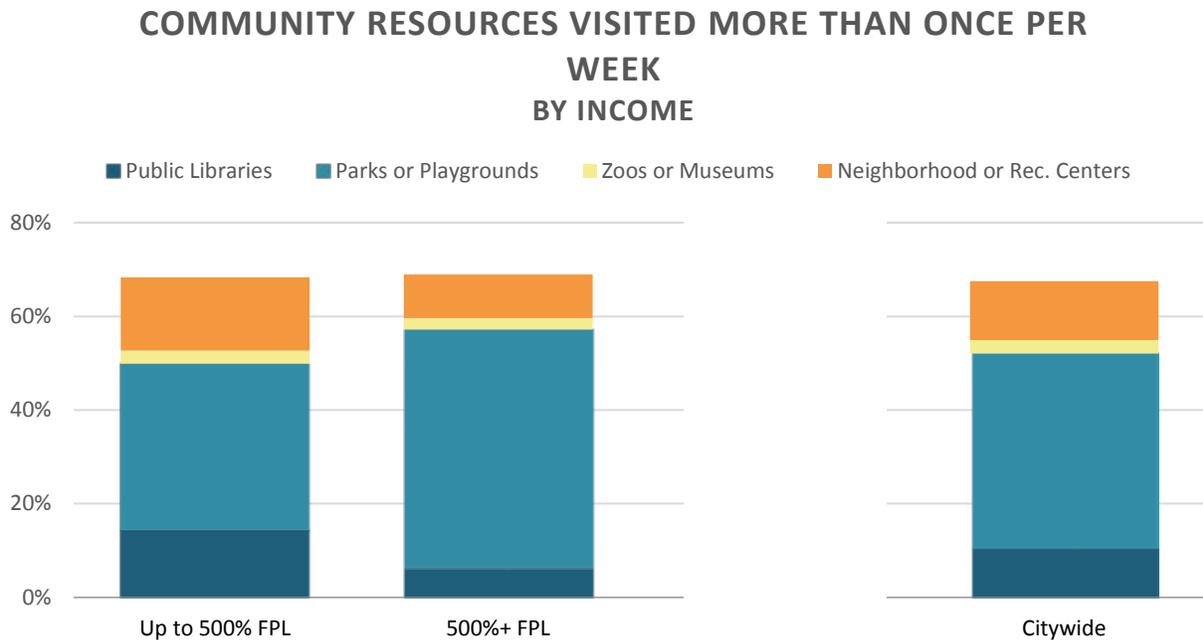
White respondents were the most likely of any ethnicity to report visiting parks more than once per week (54%), while Black respondents were most likely to visit neighborhood recreation centers and libraries more than once per week (28%).

COMMUNITY RESOURCES VISITED MORE THAN ONCE PER WEEK
BY ETHNICITY

■ Public Libraries ■ Parks or Playgrounds ■ Zoos or Museums ■ Neighborhood or Rec. Centers
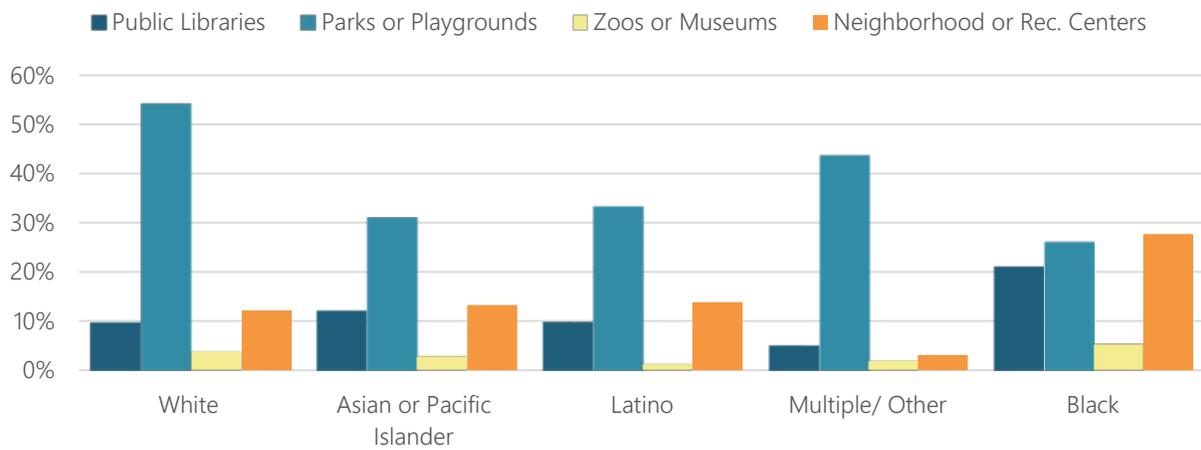
Black respondents were less likely to agree that their neighborhood is a safe place for their family to live

"MY NEIGHBORHOOD IS A SAFE PLACE FOR MY FAMILY"
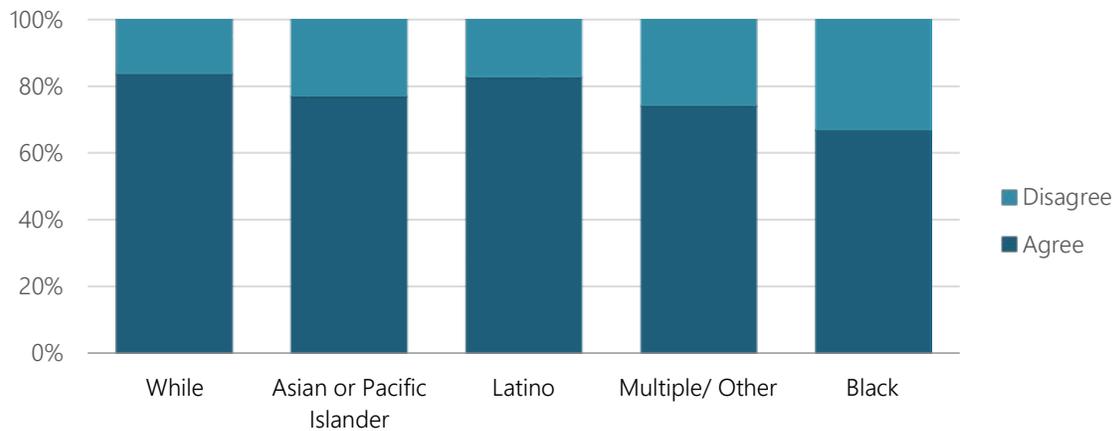
Respondents in districts 1, 4, and 7 were most likely to feel their neighborhood is a safe place for their family

PERCENT OF RESPONDENTS WHO AGREE THEIR NEIGHBORHOOD IS SAFE
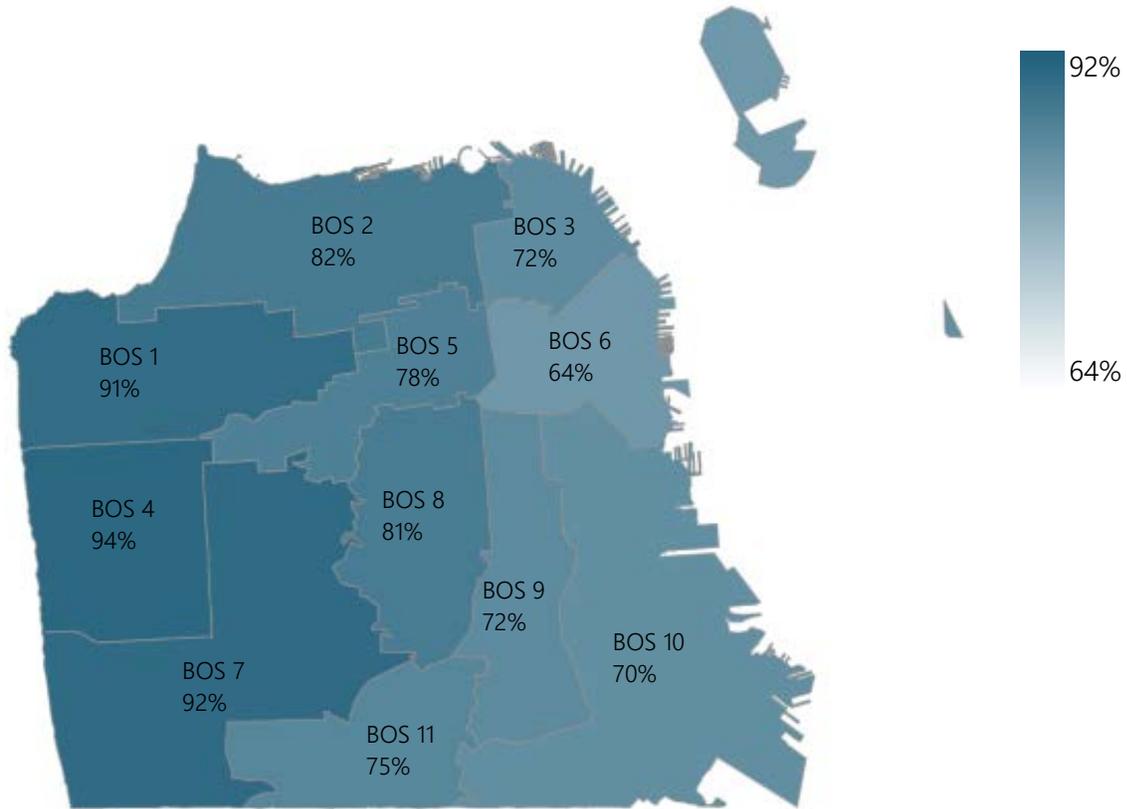
More than 90% of respondents in districts 1 (91%), 4 (94%), and 7 (92%) agreed that their neighborhood is a safe place to live, in comparison to fewer than 75% of respondents in districts 3 (72%), 6 (64%), 9 (72%), and 10 (70%).

Appendix A: Excerpted Methodology

This appendix contains an extended excerpt of the survey methodology. A full version of the methodology is available at the City Survey website: www.sfgov.org/citysurvey.

The 2018 San Francisco Child and Family Survey was conducted in the fall of 2018, led by contractor EMC Research and subcontractor InterEthnica. The purpose of the survey was to gather information about the availability and usage of City services for children and families. The survey collected detailed information about children and families in San Francisco not otherwise captured through the biannual City Survey, other administrative surveys, or existing data collection tools used by City departments. The Department of Children, Youth and Their Families (DCYF), Human Services Agency (HSA), Office of Early Care and Education (OECE), First 5 San Francisco, and the San Francisco Unified School District (SFUSD) requested the survey and participated in survey design and analysis of results.

Survey Development

The Controller's Office convened stakeholder departments to provide input on topics and questions that they wanted to include as part of this survey. EMC Research helped these stakeholders refine question wording and identify top question priorities given survey length requirements by facilitating a series of in-person and phone meetings, using online collaboration tools, and soliciting feedback on questionnaire drafts. Every effort was made to include the topics of highest importance to each stakeholder group while controlling survey length and associated respondent burden.

Between September and November 2018, EMC Research and subcontractor InterEthnica conducted the San Francisco Child and Family Survey with representatives from San Francisco households with children ages 18 and under. A total of 1,280 interviews were completed, using a combination of telephone interviewing, online interviewing, and intercept[14] interviewing. The average interview length was about 15 minutes, and the survey was offered in English, Spanish, Chinese, and Tagalog. The overall margin of error for this survey is $\pm$ 3.5 percentage points at the 95 percent confidence interval.[15]

To allow stakeholders to look at survey results among populations of interest, EMC oversampled certain demographics to ensure adequate sample sizes for subgroup analysis. In the first phase of data collection, EMC used telephone and online interviewing to achieve a roughly representative sample of San Francisco households with children. Intercept interviews were used in the second phase of data collection to oversample populations of interest, correct for some slight under-response among certain demographic groups during phone and web data collection, and meet target sample sizes.

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[14] Intercept interviewing is conducted in-person by interviewers at locations where populations eligible for the survey are likely to be found.

[15] Additional information about the margin of error can be found in the "Interpreting the Results" section.

Phase 1 Data Collection: Representative Sample Survey

The first phase of the project was a representative survey of a random sample of San Francisco residential households with children. EMC Research conducted 879 interviews using a combination of telephone and online interviewing. While these responses were largely proportional to demographics for San Francisco households with children based on US Census data, there were shortfalls in some harder-to-reach demographic groups that were corrected during the second phase of data collection.

For phone and online data collection, EMC Research purchased a listed sample[16] of a random selection of San Francisco households likely to have one or more children present. The approved draft survey instrument was first prepared for administration by phone and online. Before finalizing the survey instrument, EMC conducted extensive internal pre-tests, as well as a limited number of telephone and online test interviews in late August 2018. Upon final approval of the changes, InterEthnica translated the survey instrument into Spanish, Chinese, and Tagalog. EMC then tested the non-English versions to ensure that consistency across languages was maintained.

Telephone interviewing was conducted September 10 - October 1, 2018, by a telephone survey vendor with direct oversight by EMC Research. Online interviewing occurred September 14 – October 1, 2018. EMC Research programmed and distributed the web survey using in-house professional survey software. For the online component, individualized email invitations were sent to selected email addresses, controlling access to ensure that each selected respondent could complete the survey only one time. At least one reminder was sent to each non-responsive email address, with variation in the times and days sent and enough time between contact attempts for an individual to respond.

To ensure the representativeness of the survey sample, EMC Research closely monitored telephone and online data collection throughout the survey fielding period. Following the completion of phone and web data collection, EMC merged the phone and online data files. The results from the first phase of data collection informed specific demographic response targets for the intercept survey.

Phase 2 Data Collection: Intercept Survey

The second phase of the research was primarily used to oversample populations of particular interest to the stakeholder group in order to allow for subgroup analysis, where a proportional sample of the population would not yield adequate interviews for analysis. To a limited degree, intercept interviewing was also used to correct for minor demographic imbalances in the phone and web survey distribution based on response rates to that portion of the survey.

EMC Research managed subcontractor InterEthnica to execute the intercept component of the research, which consisted of 401 intercept interviews, conducted in person using live, multi-lingual interviewers. To encourage participation in the survey, each respondent received a $10 gift card as an incentive for participation. Like the phone and online components, InterEthnica offered the intercept survey in English, Spanish, Chinese, and Tagalog, and deployed multilingual interviewers at intercept locations where non-English speakers were likely to be found. Intercept interviewing occurred October 24 – November 6, 2018.

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[16] "Listed sample" refers to a list with contact information that researchers use to reach potential survey respondents.

Selecting Intercept Targets

Prior to intercept implementation, the City stakeholder group, EMC Research, and InterEthnica identified specific demographic targets for the intercept surveys based on the number of completed phone and online interviews and final sample size goals. Target sample sizes for each demographic group were chosen to ensure that the final weighted sample would be representative of San Francisco residents with children and that sample sizes among populations of interest to stakeholders were large enough to allow for subgroup analysis. Based on these goals and the results of Phase 1 data collection, InterEthnica concentrated its intercept outreach efforts in Board of Supervisor Districts 3, 5, 6, and 10 with specific focus on surveying parents and guardians that fit the following criteria:

- Renters and those living in public housing
- Low Income (those under 300% of Federal Poverty Level)
- Age 35 or younger
- Age 65+
- Identify as African American
- Identify as Asian American (Chinese, Filipino)
- Identify as Pacific Islander Families
- Identify as Latino/Hispanic

Once intercept demographic targets were identified, InterEthnica developed a recommended list of sites where the target populations were likely to live, work, or recreate, as well as organizations and community leaders that serve members that fit the target demographics. InterEthnica shared the rationale behind these recommendations with EMC Research and City stakeholders, who then had an opportunity to provide additional input before the list of organizations and locations was finalized.

Response Rates

As part of phone data collection, EMC Research contacted 37,883 landline and cell phone numbers that were likely to be San Francisco residents with children age 18 and under. Despite multiple attempts, 32,762 could not be reached for various reasons, including disconnected numbers, busy signals, and reaching answering machines. Of the remaining 5,121 that were reached, 2,345 refused to participate, 1,568 had communication difficulties with the initial interviewer, 317 were terminated because they were ineligible, 491 started the survey or were scheduled for callbacks but did not complete the survey, and 400 completed the survey, for a reasonable and typical telephone survey response rate of about eight percent (8%).

To conduct the web portion of the interviews, EMC Research sent survey invitations to 14,360 email addresses associated with likely San Francisco residents with children. Multiple reminder emails were sent over the course of data collection to help boost response rates. A total of 867 clicked on the survey link. Of those, 204 did not finish the survey, 184 were terminated because they were ineligible, and 479 completed the survey for an overall web survey response rate of about three percent (3%), which is typical for a survey administered in this way.

Both phone survey and web survey response rates were in line with expectations for this research. Due to the nature of the intercept surveys, response rates cannot be calculated for the intercept portion of data collection.

Research Limitations

Using a listed sample of likely parents and guardians of children in San Francisco made it possible to efficiently reach over 800 completed responses by phone and email. However, it is possible that this listed sample may miss some families who do not fit the child model algorithms applied to the sample. Supplementing phone and online interviewing with intercepts ensured that the survey did not rely solely on the listed sample to reach San Francisco parents and guardians.

Survey demographics are based on self-reported information. As is typical in survey research, some individuals preferred not to provide information such as income, ethnicity, zip code, number of children, and household size. The rate of respondents who declined to share this information was typical and expected. These non-responses limited the analysis which could be done among some respondents and decreased the known sample sizes for certain demographics due to insufficient information for proper categorization. Respondents who preferred not to respond to certain demographics used for weighting, such as income, were weighted down in the final dataset against those who did provide full information. All refusals are included in the final provided survey data. Furthermore, self-reported respondent information may be somewhat subject to error. For example, some of the zip codes provided included "typos" where digits were reversed or referred to outdated zip codes that no longer exist; invalid zip codes were treated as missing.

To avoid overwhelming potential respondents with a repetitive survey, satisfaction and behavioral questions were asked on a household level, not per child. For example, respondents were asked to rate their overall satisfaction with public schools, even if their children attend multiple public schools.

Representativeness and Weighting Approach

Because the survey was designed to oversample certain target populations to allow for subgroup analysis, the final **unweighted** survey data is not representative of San Francisco households with children. EMC Research utilized "raking"[17] weighting techniques to ensure that demographics are proportional in the overall data used for analysis. Oversampled populations were weighted down so that their survey responses would not be overrepresented when looking at overall survey results. Demographic categories used in weighting included: income, ethnicity, age, homeownership status, child age distribution, and Board of Supervisor District. Most weights had a value below 1 because the total sample size of 1,280 interviews was weighted down to 800 to proportionally represent San Francisco families. Some populations had very low weight values to account for significant oversampling. For example, while 100 interviews were conducted among Pacific Islanders so that the sample size would be large enough for subgroup analysis, those 100 interviews were weighted down to only three interviews so that the overall percentage of Pacific Islanders was proportional in the weighted overall dataset. Following all weighting, standard weight trimming practices were used to ensure that no weights were too extreme. Extreme weight values occurred infrequently, and were applied primarily in cases where individual respondents belonged to multiple demographic groups that were each slightly underrepresented and needed to be weighted up, causing a disproportionately high weight for that individual. Specifically, the maximum weight was trimmed to be at most five times the average weight.

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[17] Also called "iterative proportional fitting," raking uses a set of variables (e.g., gender) where population distribution is known and iteratively adjusts the weights for each respondent until the dataset distribution aligns with that variable.

To ensure that the **weighted** survey data was representative of San Francisco households with children, EMC Research relied on estimates provided by the Census Bureau as well as supplemental data sources when available and needed due to census data limitations. A table summarizing the sources EMC consulted for key demographics can be found in the full methodology.

Interpreting the Results

Because of the significant oversampling in the survey design, only **weighted** survey data should be used in analysis and reporting to avoid overrepresenting oversampled populations. The weight variable in the dataset is named *weightvariable* and should be applied before analyzing the data.

The overall margin of error for this survey is ± 3.5 percentage points at the 95 percent confidence interval. This means that if the survey was repeated with this same sample design, 95% of the time an overall result would be 3.5 percentage points above or below the percentage reported in the survey results. For example, 74.2% of respondents in this survey said that someone in their family had private health insurance. If we repeated the survey, 95% of the time we would expect between 70.7% and 77.7% of respondents to say that someone in their family had private health insurance.

In general, the **unweighted** number of interviews in a demographic subgroup should be used for margin of error purposes when looking at responses within that subgroup. This is in contrast to the ± 3.5 percent margin of error for overall results, which is based on the weighted number of 800 interviews. For example, a total of 267 unweighted interviews were completed among Hispanics/Latinos, which is associated with a margin of error of about ± 6.0 percentage points at the 95 percent confidence interval. The cross-tabular results provided by EMC include both unweighted sample sizes and associated margins of error for subgroups. In one exception, because of known significant oversampling within the total Asian/Pacific Islander category, the margin of error reported on that category throughout the crosstabs is more conservative and is based on the **weighted** number of interviews among Asians/Pacific Islanders, as was done for the overall survey results.

Differences in results **between** demographic subgroups can be considered statistically significant if the difference is greater than the **combined** margin of error of both subgroups. For example, for there to be a statistically significant difference between results among Chinese and Filipino respondents, the difference between the two populations would need to be greater than 17.4 percentage points (the 7.6 percentage point margin of error among Chinese respondents plus the 9.8 percentage point margin of error among Filipino respondents).

This survey included questions that only were asked among certain respondents, such as those with children ages zero to five or those with children ages four to eighteen. For those questions, the margin of error should be calculated based on the number of respondents who were asked that question. For example, since 622 interviews were conducted among those with children ages zero to five, the margin of error for questions only asked among that group is ± 3.9 percentage points. Margins of error for questions only asked of certain respondents are included in the cross-tabular results provided by EMC.

Any use of the raw data by the City and County of San Francisco or stakeholder organizations must follow the weighting guidelines provided to be reliable and meaningful; EMC reserves the right to correct any release of analysis based on unweighted data.