



Pulse of Oakland Voter Poll Presentation of Results November 6, 2015



Methodology

- ▶ Telephone survey of 600 likely November 2016 in voters in the City of Oakland.
- ▶ Survey conducted October 20-25 2015.
- ▶ Interviews were conducted by trained, professional interviewers; landlines and mobile phones included.
- ▶ Overall margin of error of ± 4.8 percentage points.
- ▶ Survey of 600 likely voters, including oversample of 100 interviews each in Districts 1, 3, 5, and 7; and 200 interviews in the remainder of the city.
- ▶ Results weighted to reflect true proportions for citywide results.

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

Key Findings

- ▶ Optimism is on the rise in Oakland.
 - More than 2/3 say the city is heading in the right direction, up sharply from 2014.
 - A large majority say the city's economy is improving, also an increase from recent years.
 - More voters report feeling safe in the city than last year.
 - While crime remains the top concern of voters, concern about crime has decreased significantly.

- ▶ Confidence in City Hall is also on the rise.
 - Voter ratings of City Council's job performance have improved compared to last year.
 - Less than a year into her term, Mayor Schaaf has very strong ratings. More than 2/3 give her a favorable rating and a majority say they would re-elect her.

Key Findings

- ▶ Diversity is Oakland's strength.
 - Oakland's electorate is among the most diverse in the state.
 - Voters value the city's diversity as the city's most important characteristic.

- ▶ Voters' most important concerns are public safety, job creation, and the quality of public schools.
 - When it comes to public safety, voters want both more police and more crime prevention programs.

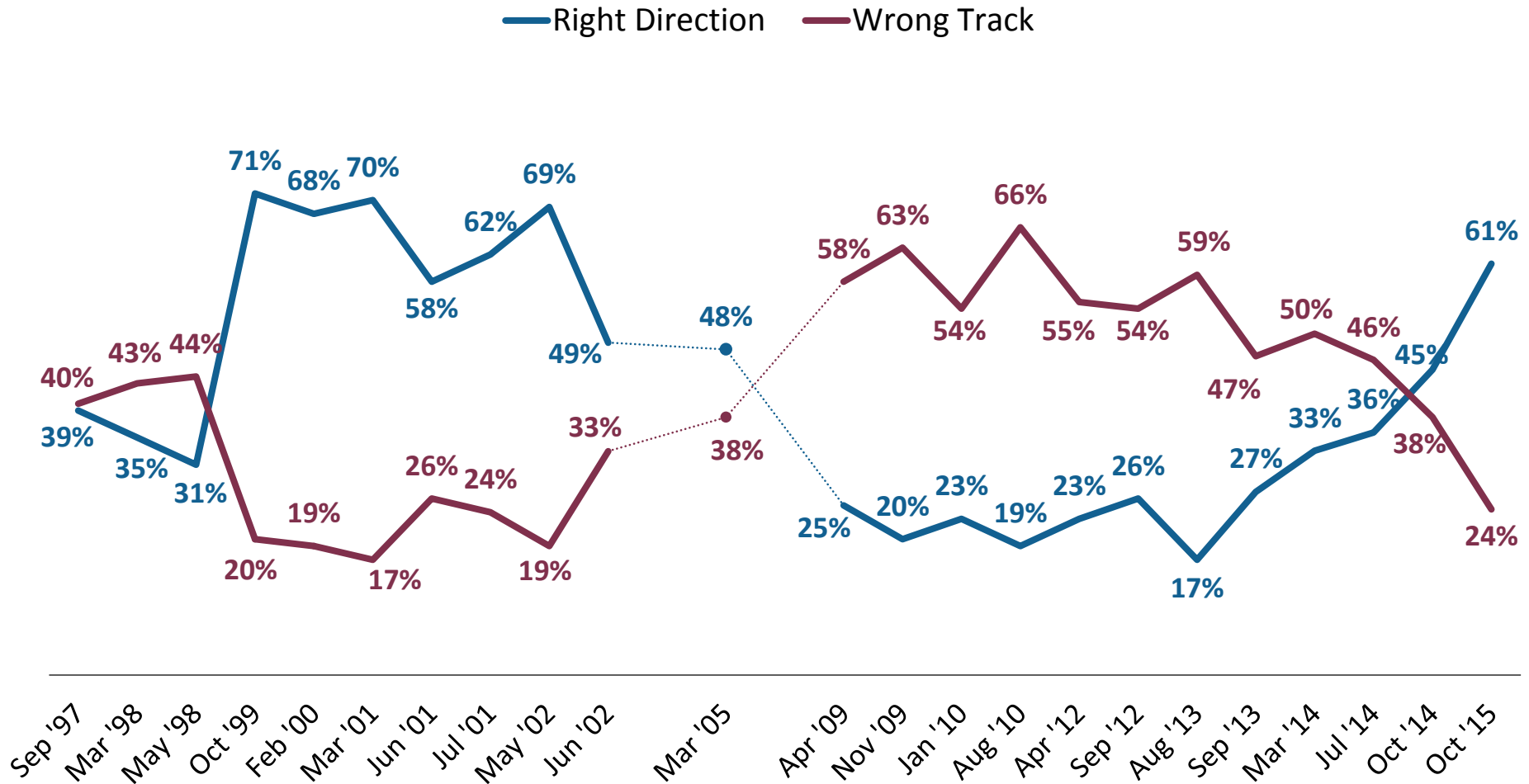
- ▶ Other key issues tested:
 - Voters support new development of housing, offices and retail near transit.
 - Keeping pro sports in Oakland is seen as a lower priority than schools and safety.
 - Voters strongly support an additional increase to the minimum wage.



Oakland Mood and Direction

Direction of Oakland

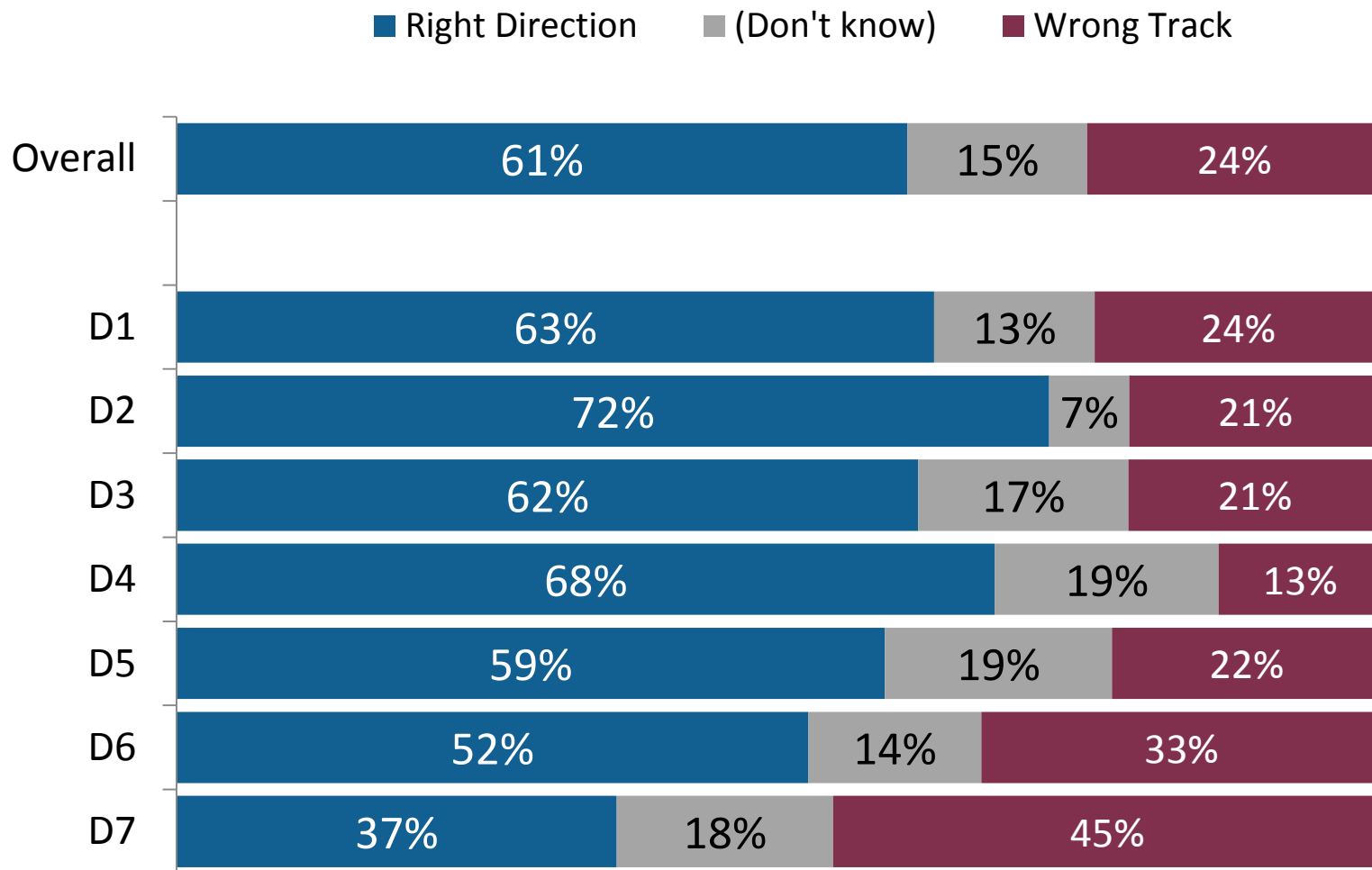
The overall mood of Oakland voters has improved dramatically in the past year.



Q5. Do you think things in the City of Oakland are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Direction of Oakland by District

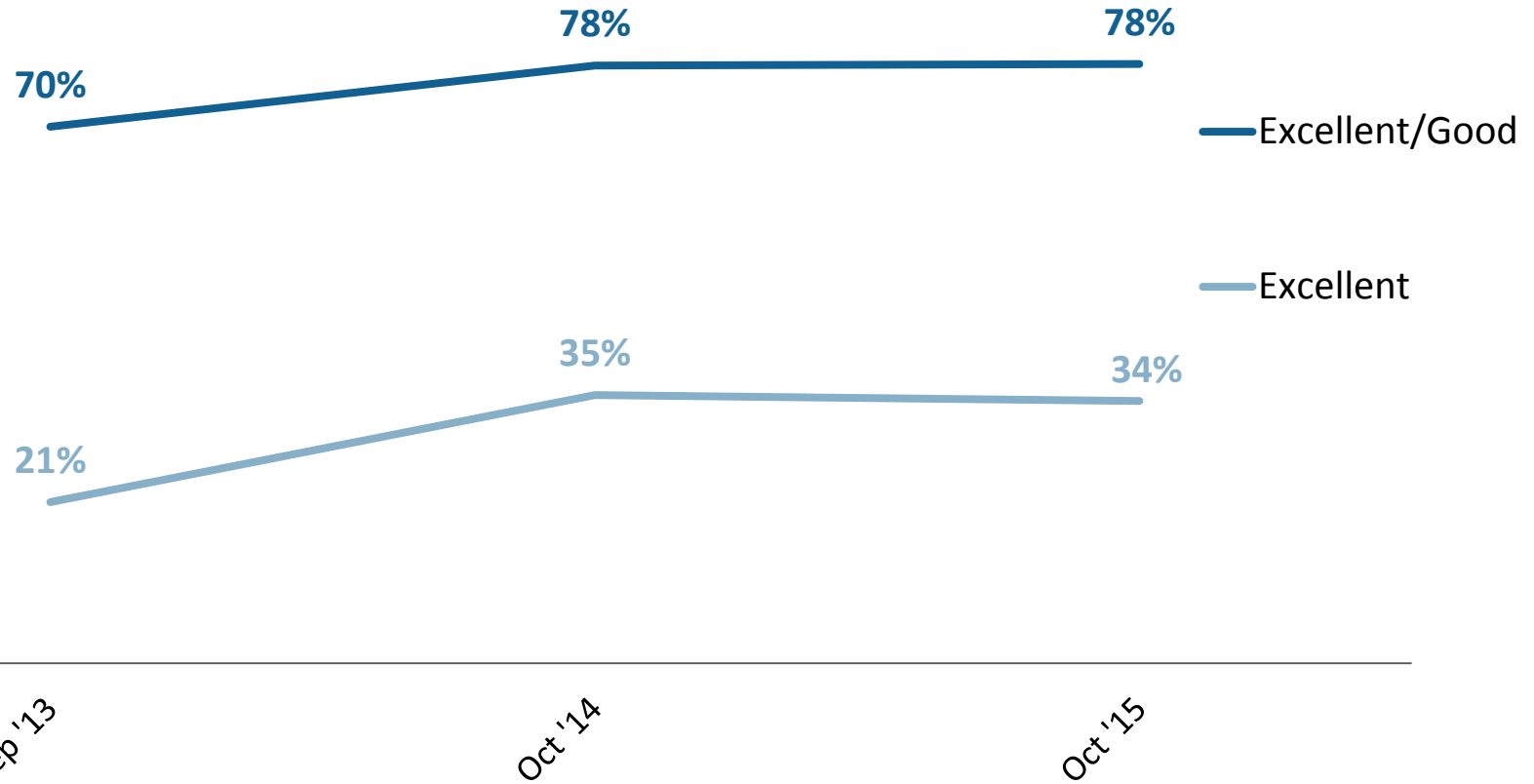
Voters in D2 and D4 are the most positive; voters in D7 are pessimistic about the city.



Q5. Do you think things in the City of Oakland are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Rating Quality of Life

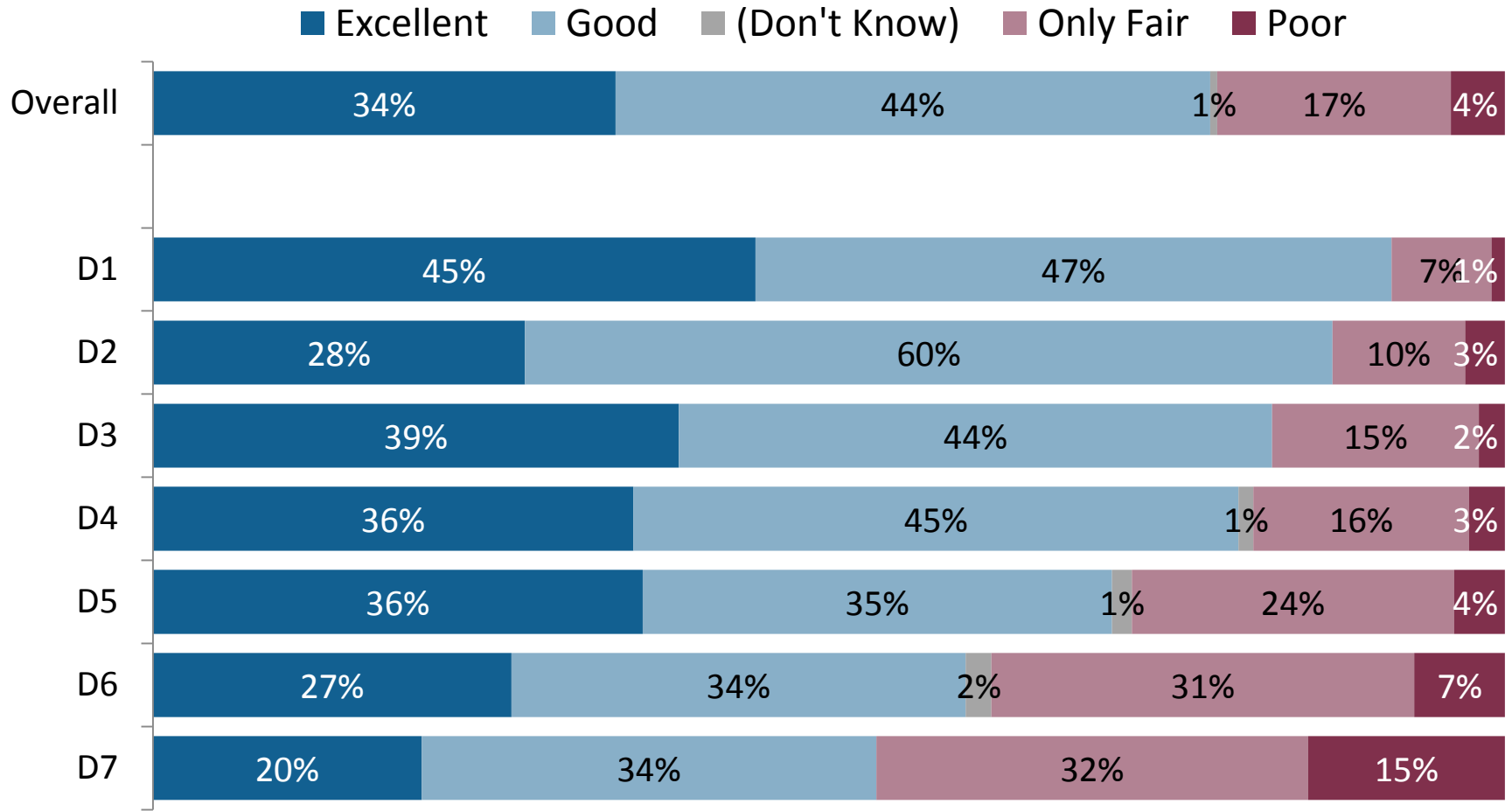
More than 3 in 4 voters continue to give Oakland a positive rating for quality of life.



Q7. How would you rate Oakland as a place to live? Would you say it is an excellent, good, only fair, or poor place to live?

Rating Quality of Life by District

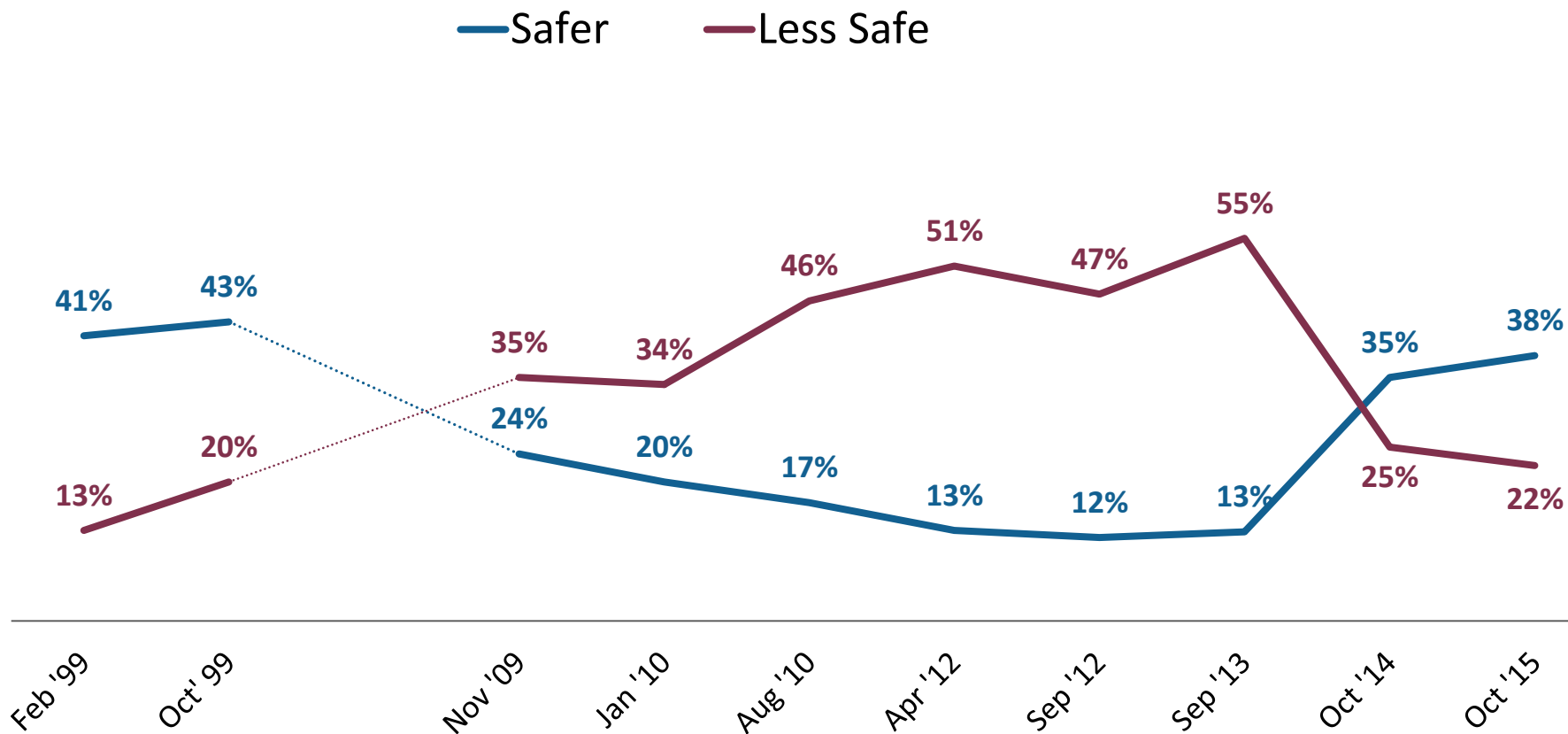
Voters in Districts 1 and 2 give the most positive ratings. In District 7, voters are divided about the city's quality of life.



Q7. How would you rate Oakland as a place to live? Would you say it is an excellent, good, only fair, or poor place to live?

Feelings of Safety in Oakland

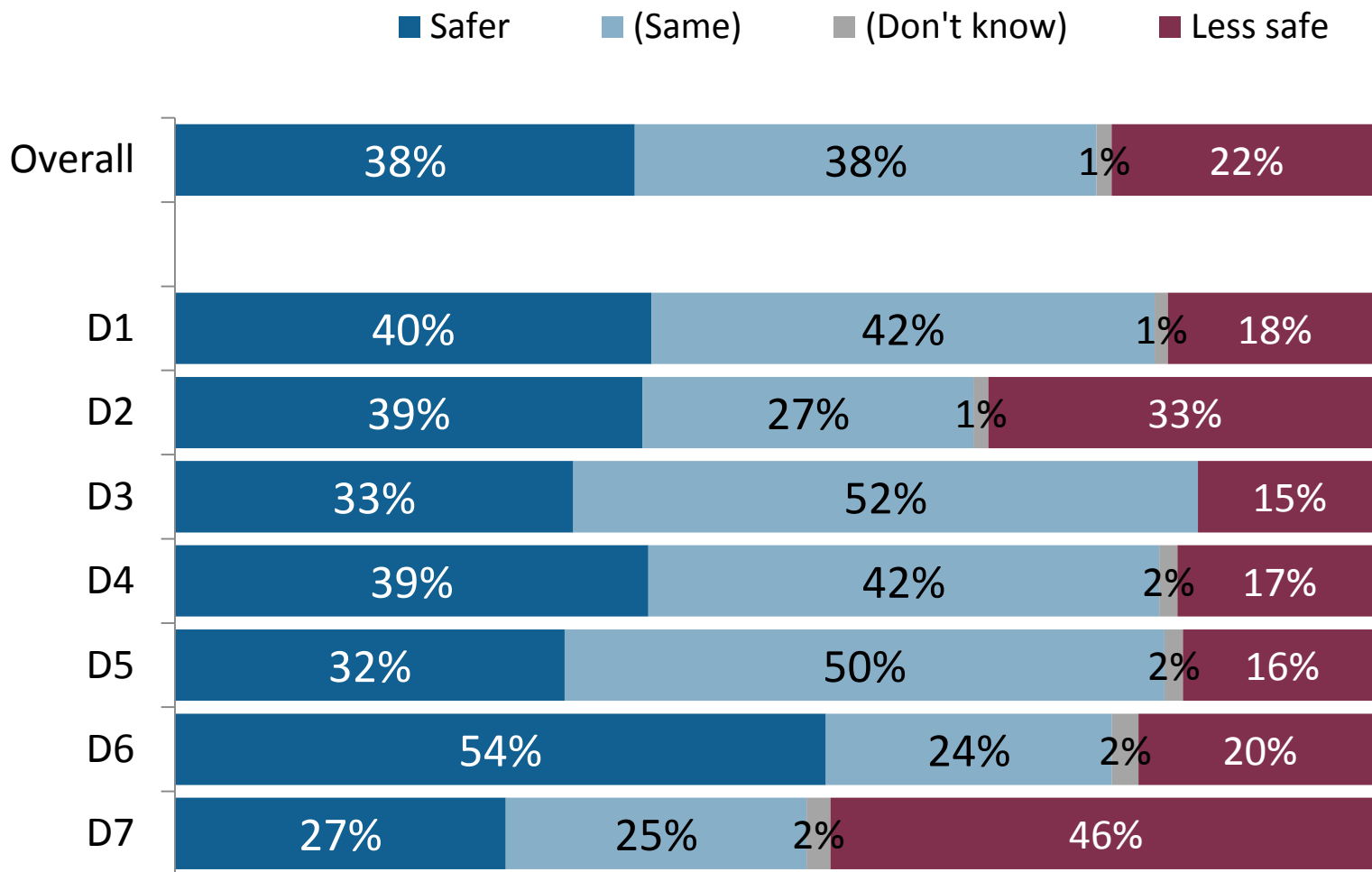
Perceptions of safety in Oakland continue to improve.



Q6. Would you say you feel safer today in Oakland than you did a year or two ago, or would you say you feel less safe?

Feelings of Safety in Oakland by District

Voters in District 6 are much more likely to report feeling more safe.



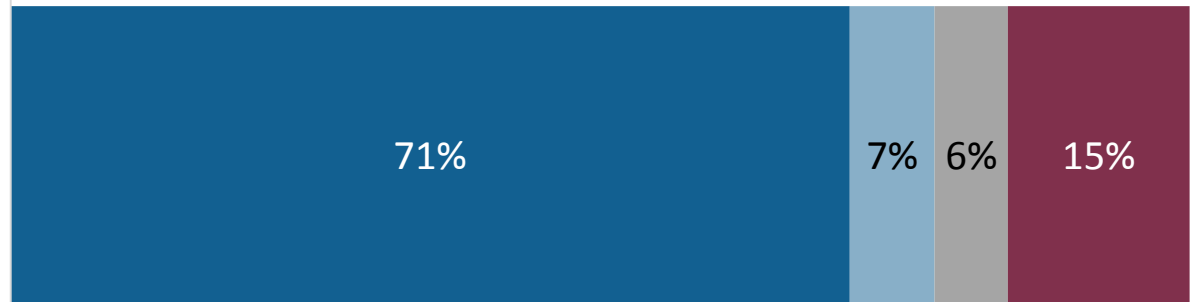
Q6. Would you say you feel safer today in Oakland than you did a year or two ago, or would you say you feel less safe?

Economic Optimism

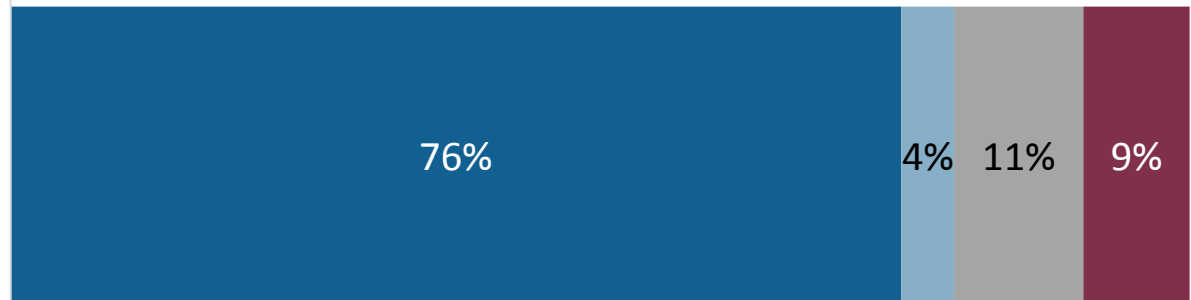
Oakland voters are optimistic about the city's economy.

■ Better ■ (Same) ■ (Don't know) ■ Worse

Oakland's economy
compared to a year or two
ago

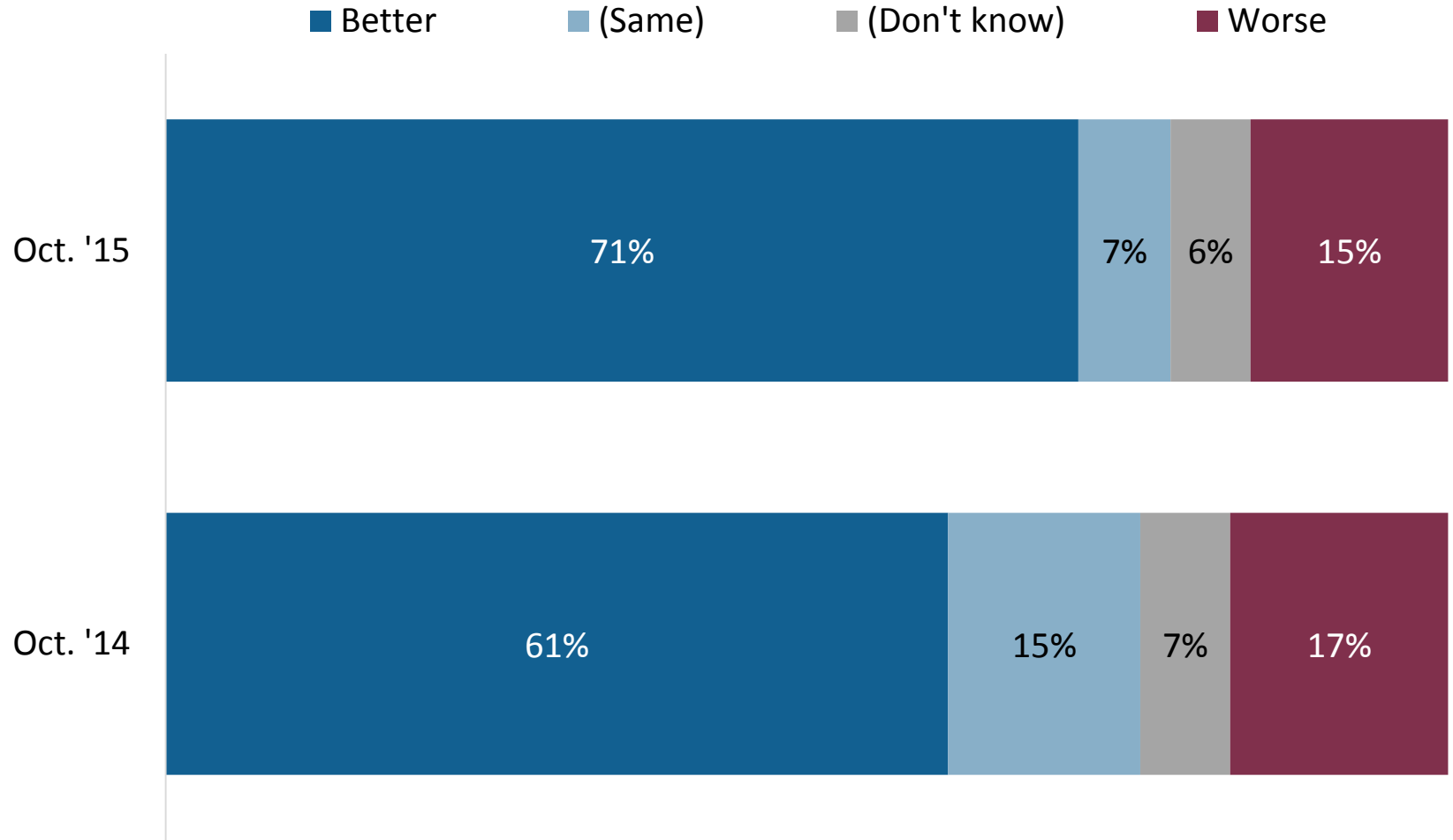


How Oakland's economy will
be a year or two from now



Economic Optimism

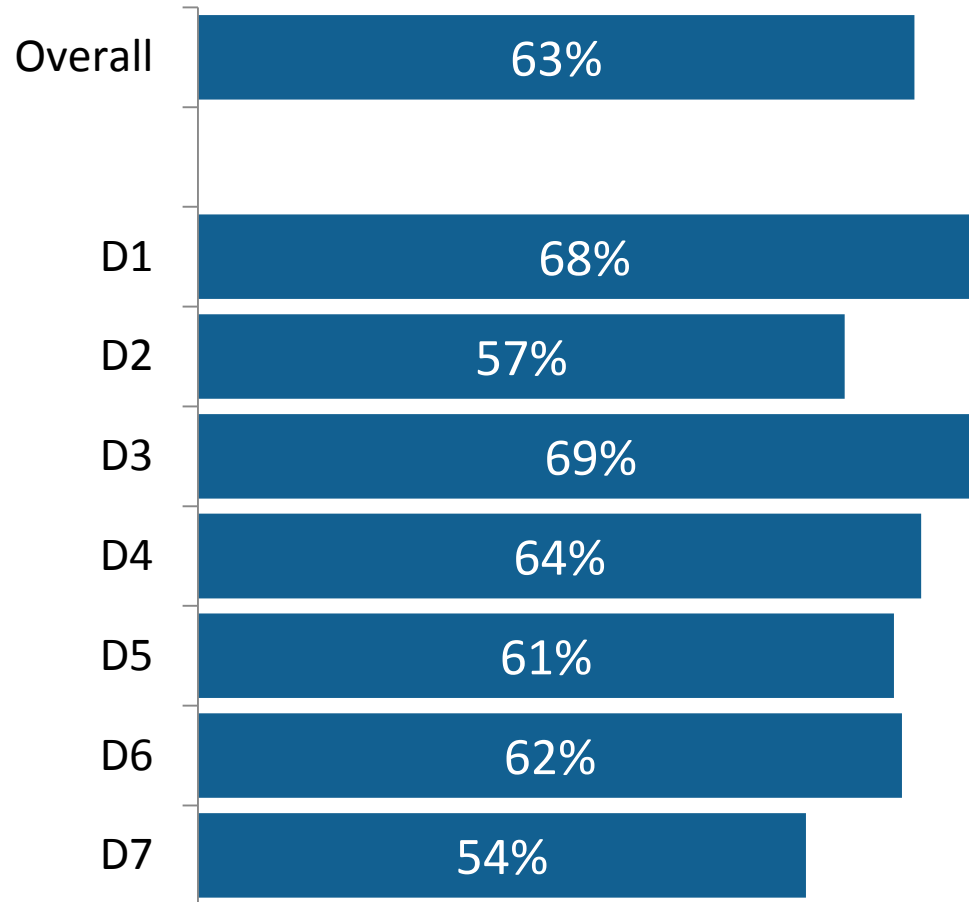
Economic optimism has increased since last year.



Q9. Thinking about Oakland's economy today, would you say Oakland's economy is better than a year or two ago, or would you say it is worse?

Economic Confidence by District

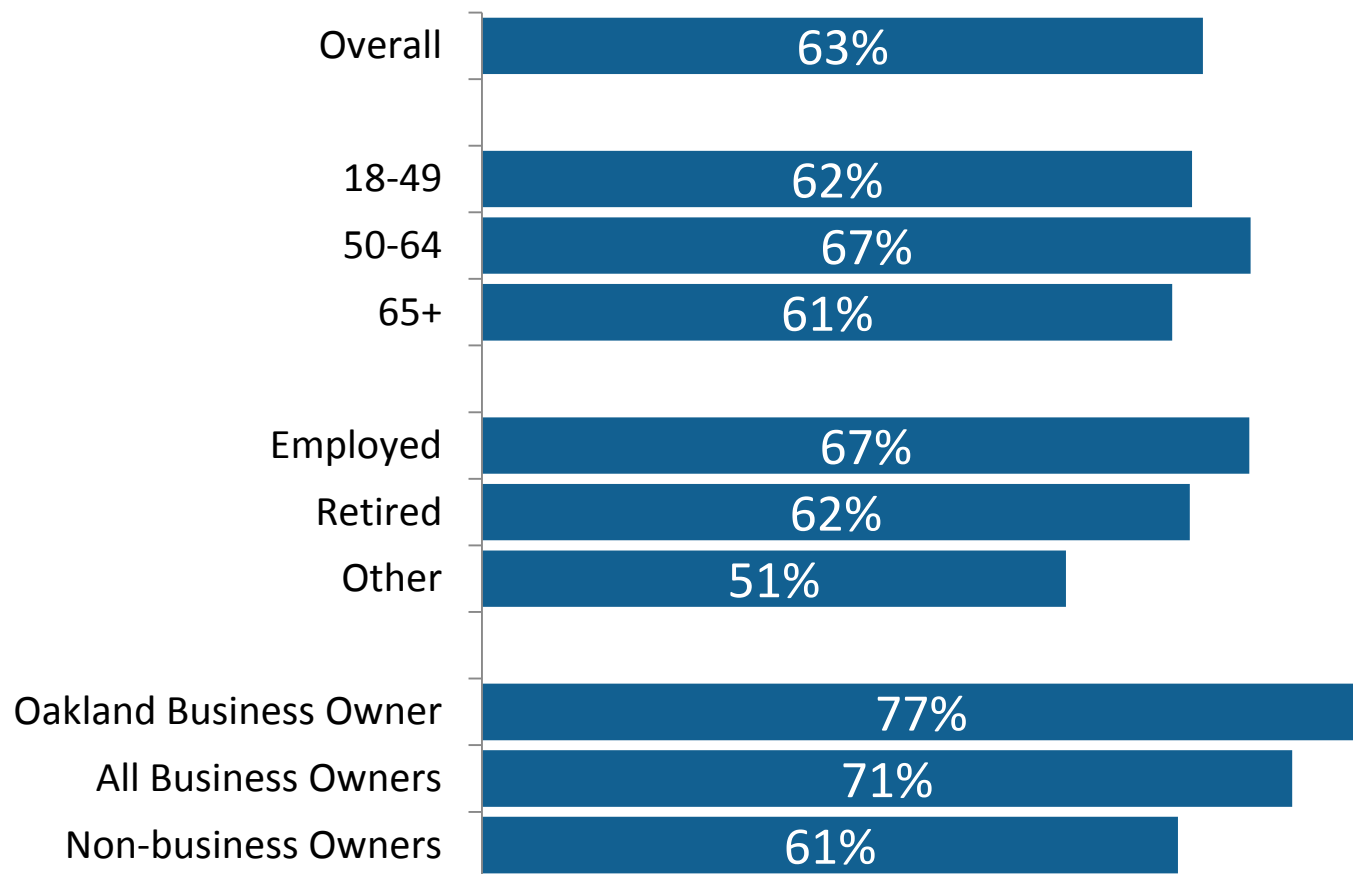
More than 63% of voters are confident in Oakland's economy; voters in D1 and D3 are the most confident.



Confidence Index: Voters who feel that the city's economy has improved and will continue to improve.

Economic Confidence by Age and Employment

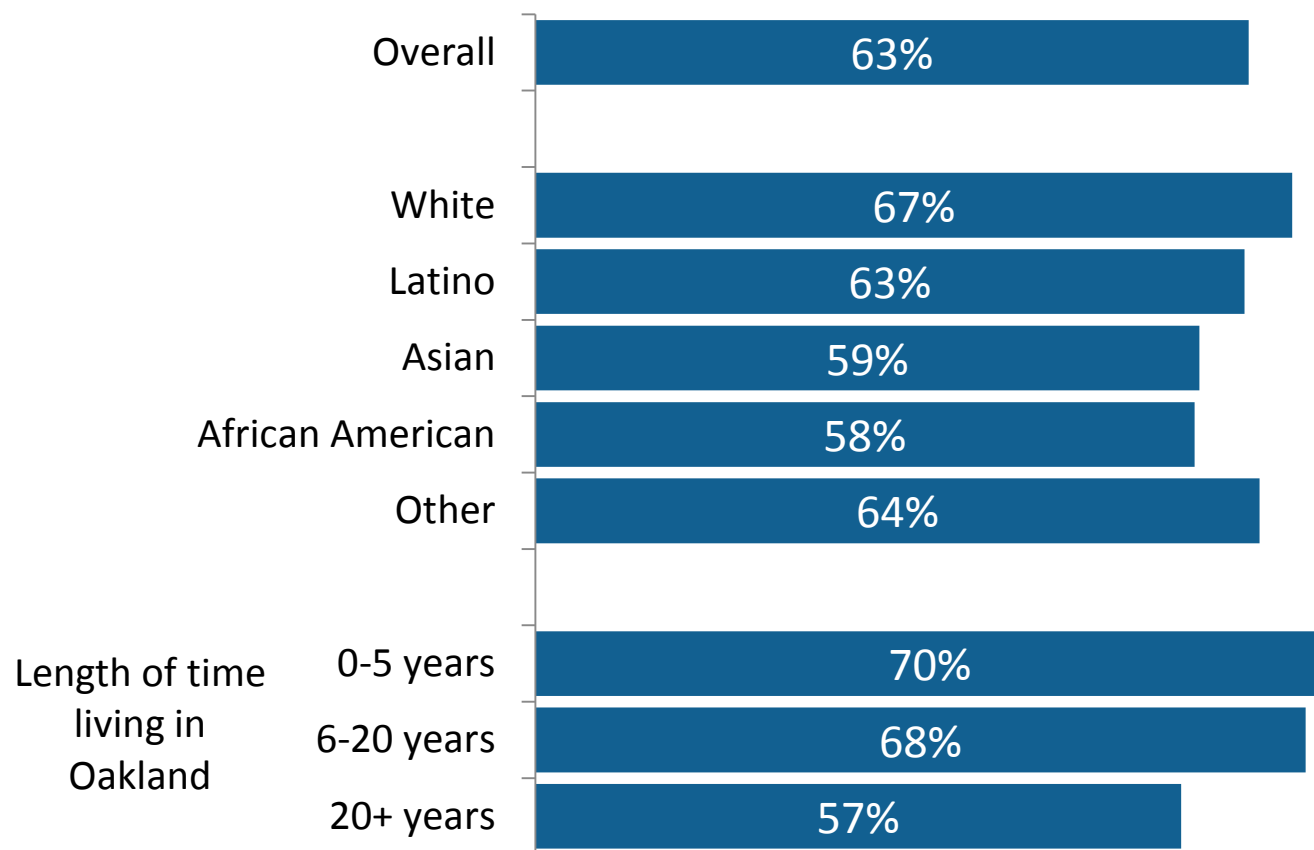
Confidence crosses age groups. Employed voters and business owners are more confident than others.



Confidence Index: Voters who feel that the city's economy has improved and will continue to improve.

Economic Confidence by Length of Residence and Ethnicity

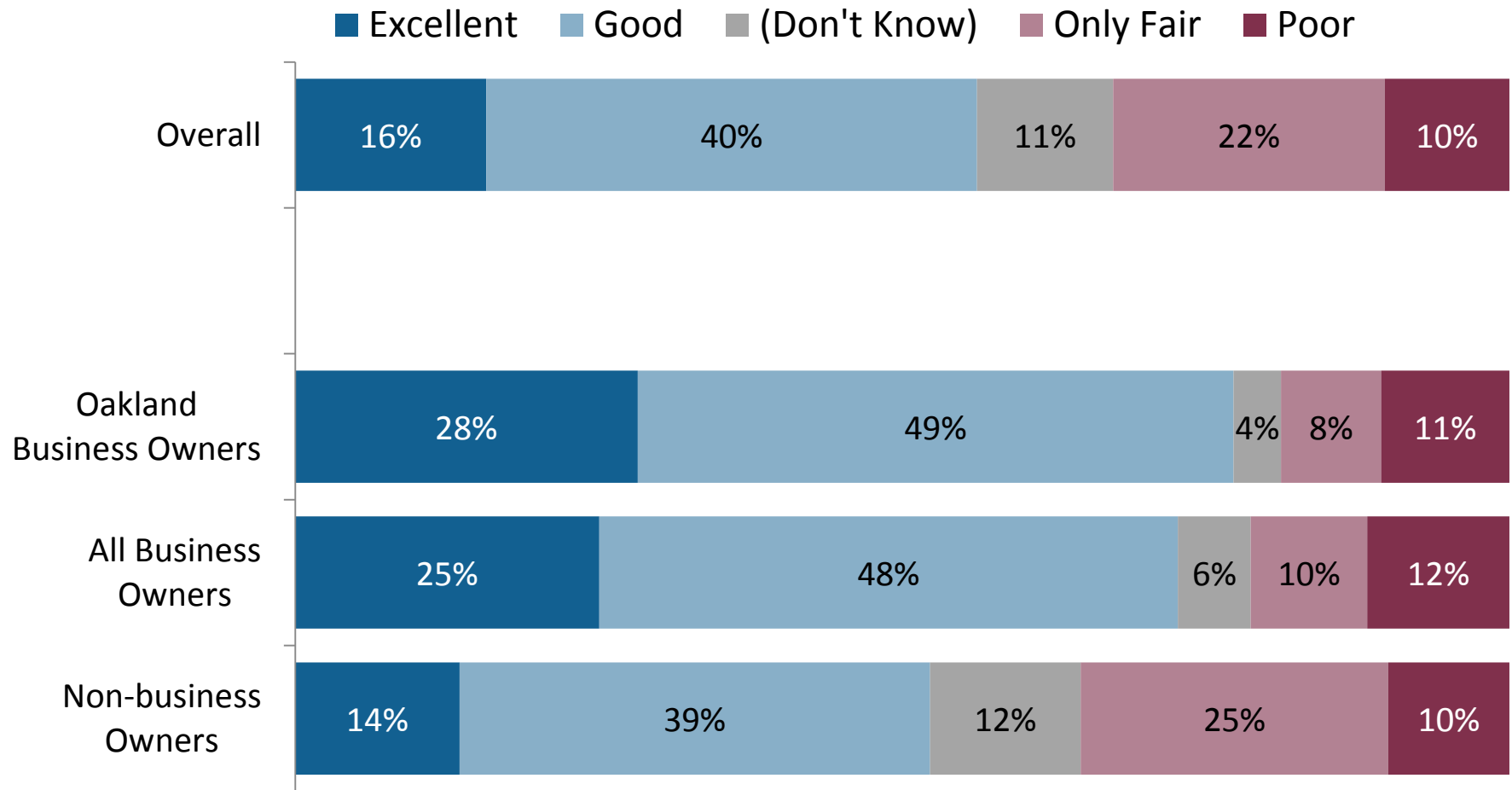
Economic confidence crosses all subgroups, with African-American and Asian voters somewhat less confident than others. Newer residents are also more confident about the city's economy.



Confidence Index: Voters who feel that the city's economy has improved and will continue to improve.

Oakland's Business Climate

Oakland business owners give more positive ratings to the city's business climate.



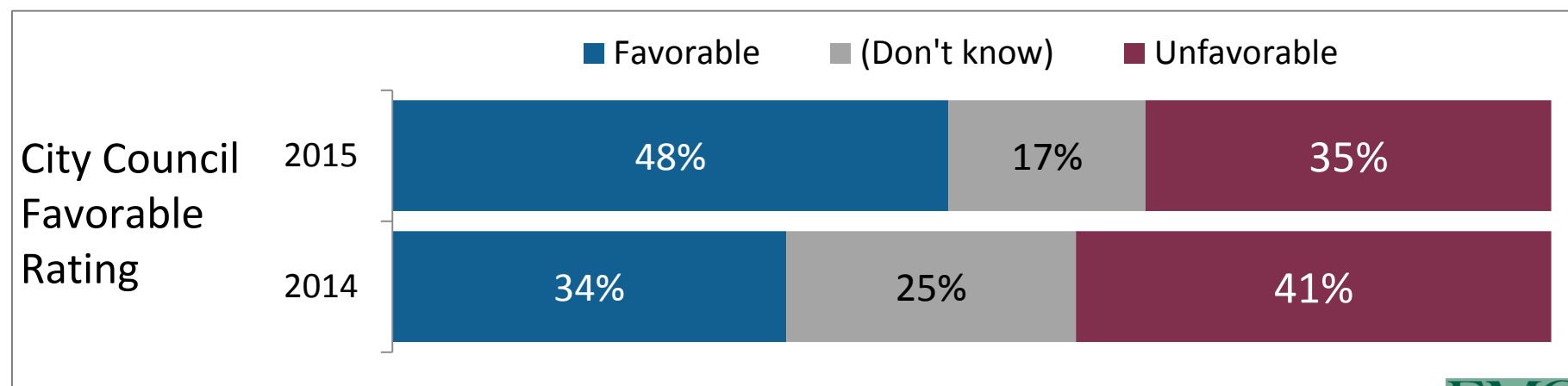
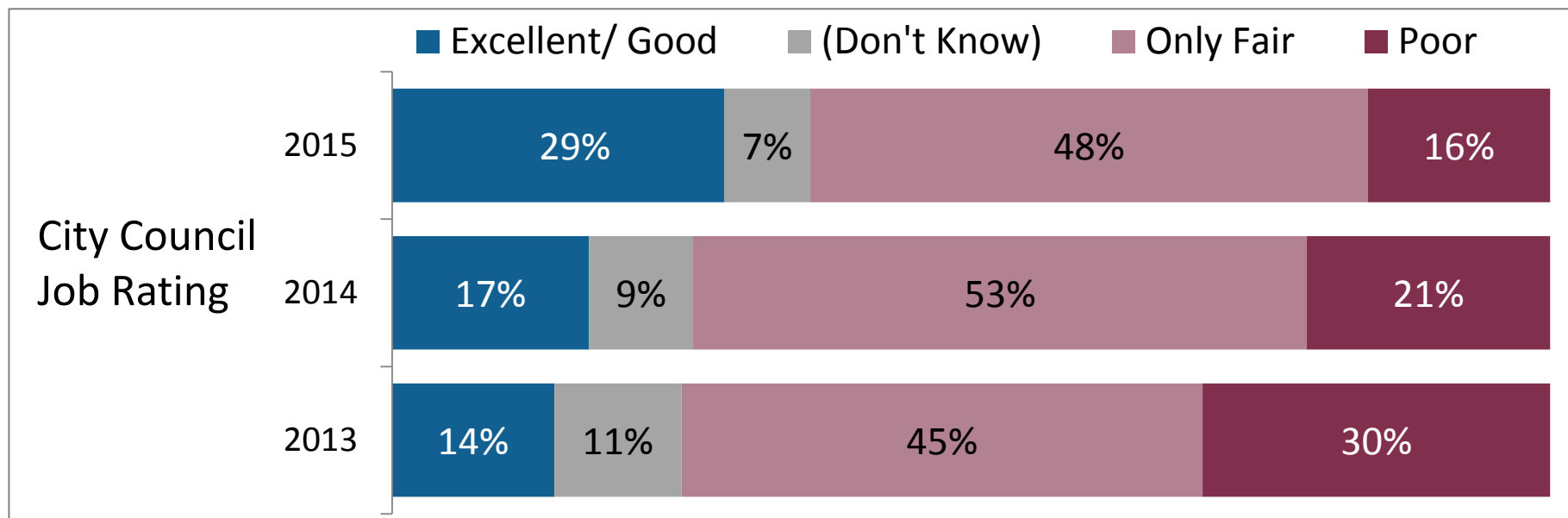
Q8. How would you rate Oakland as a place to start or grow a business?



Confidence in City Hall

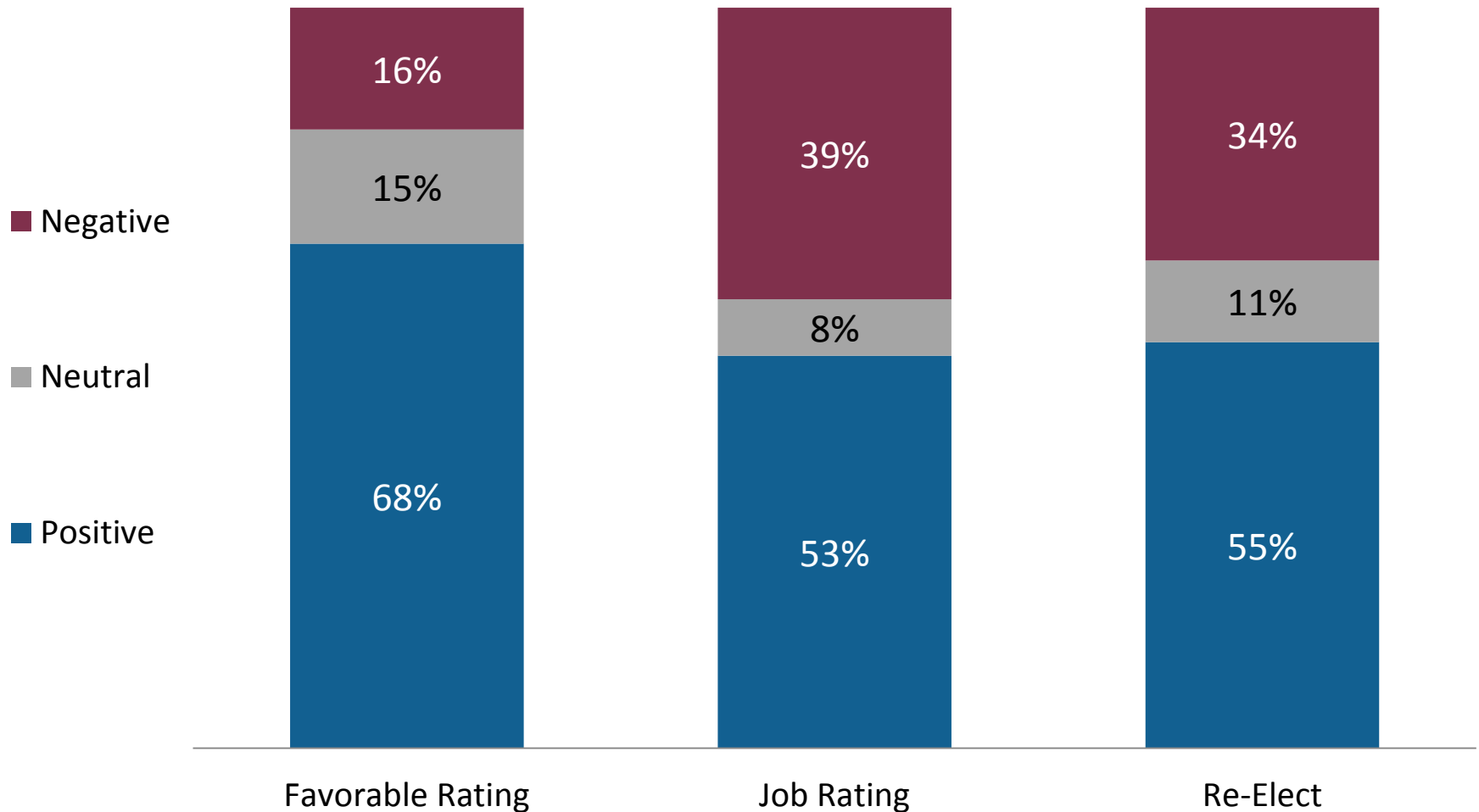
Voter Ratings of City Council

Ratings of City Council have improved since 2014.



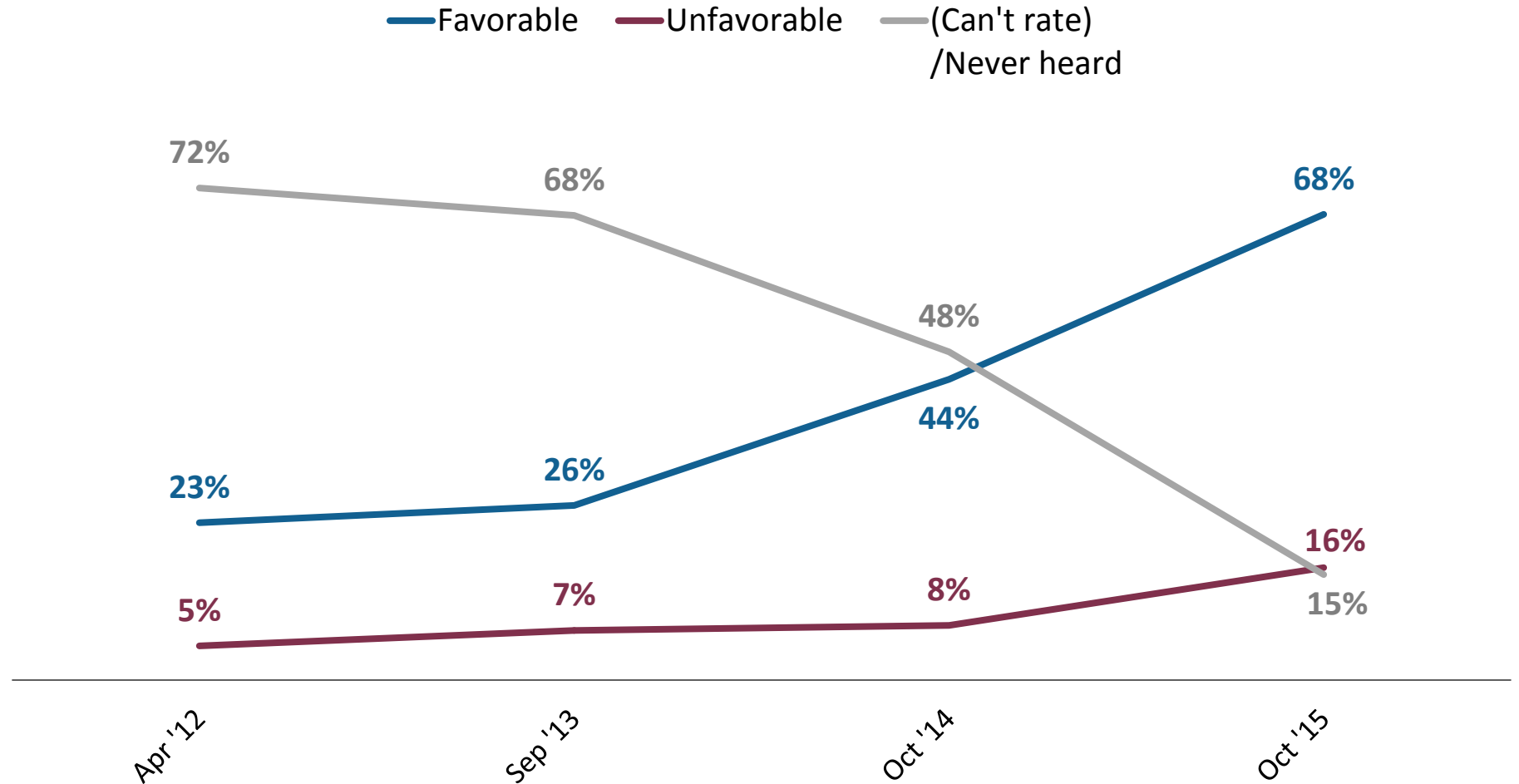
Mayor Schaaf: Measures of Incumbent Health

Schaaf is in a very solid position nearly a year after her election, with 68% favorable rating, 53% excellent/ good job rating and 55% saying they are likely to re-elect her.



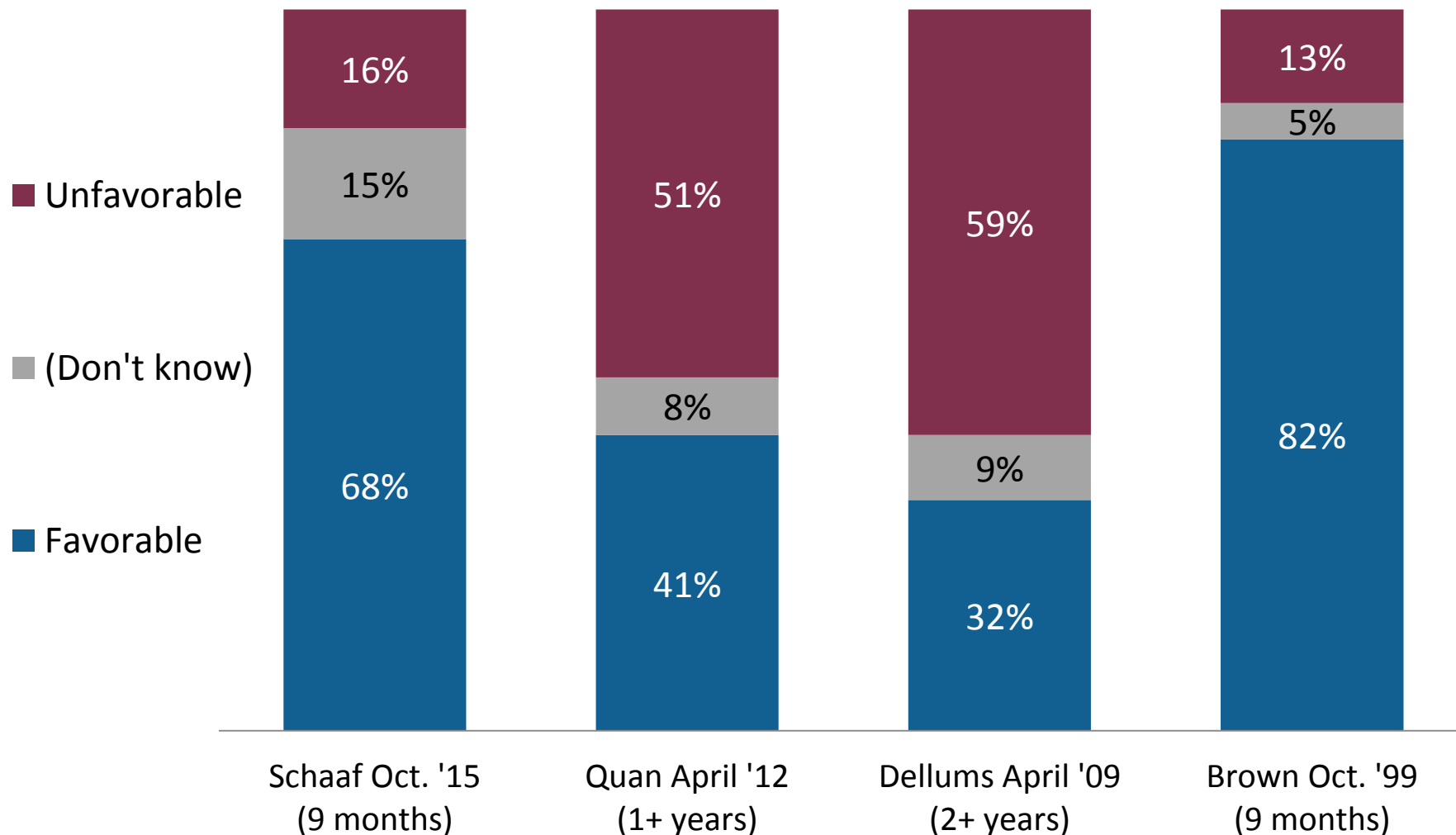
Mayor Schaaf Favorable Track

Schaaf's name ID and favorable rating has improved significantly since last year.



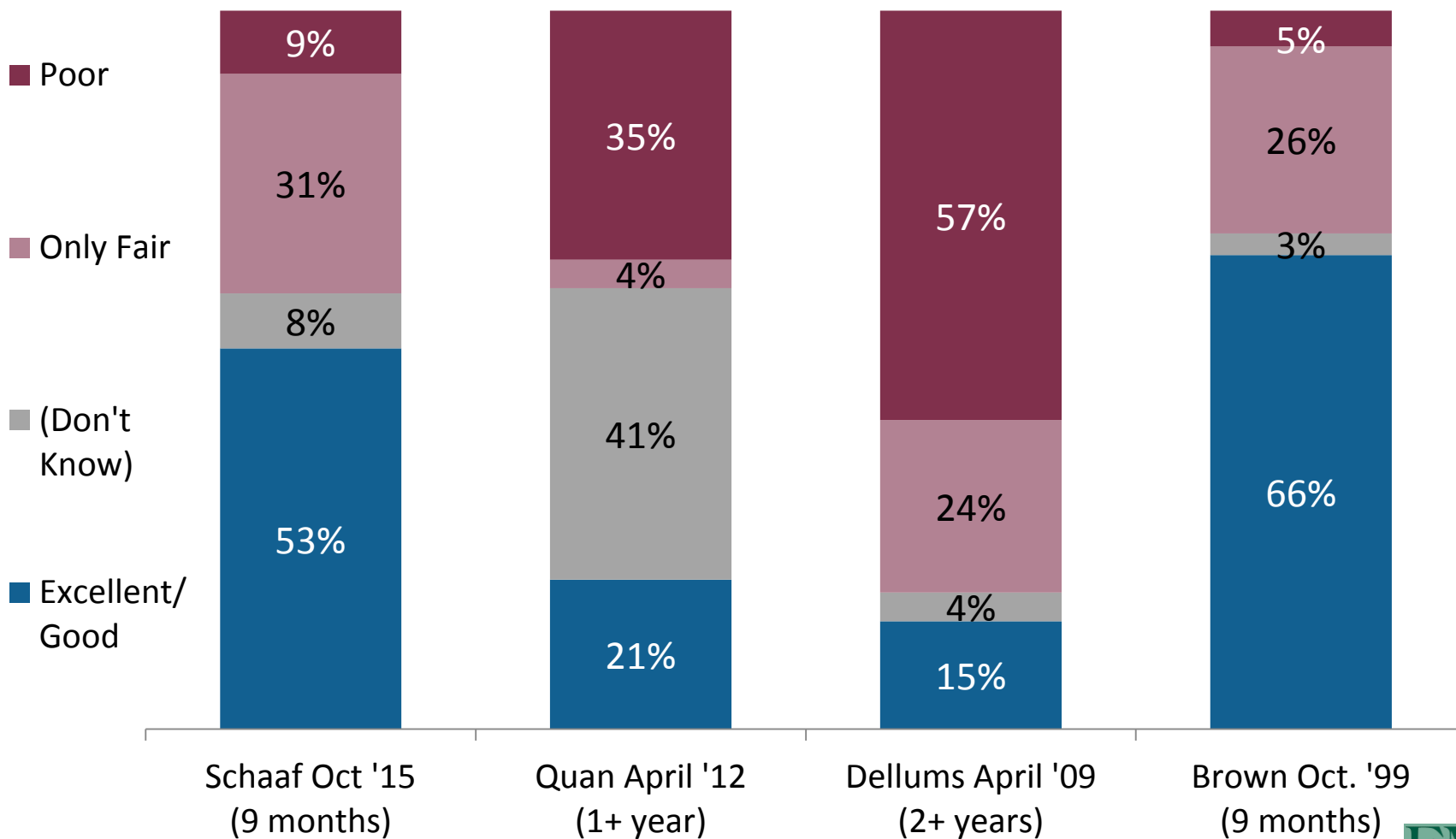
Favorable Ratings of Oakland Mayors

Schaaf's rating is not quite as strong as Jerry Brown early in his term. Quan was unpopular just over a year into her term, Dellums rating was weak after 2 years.



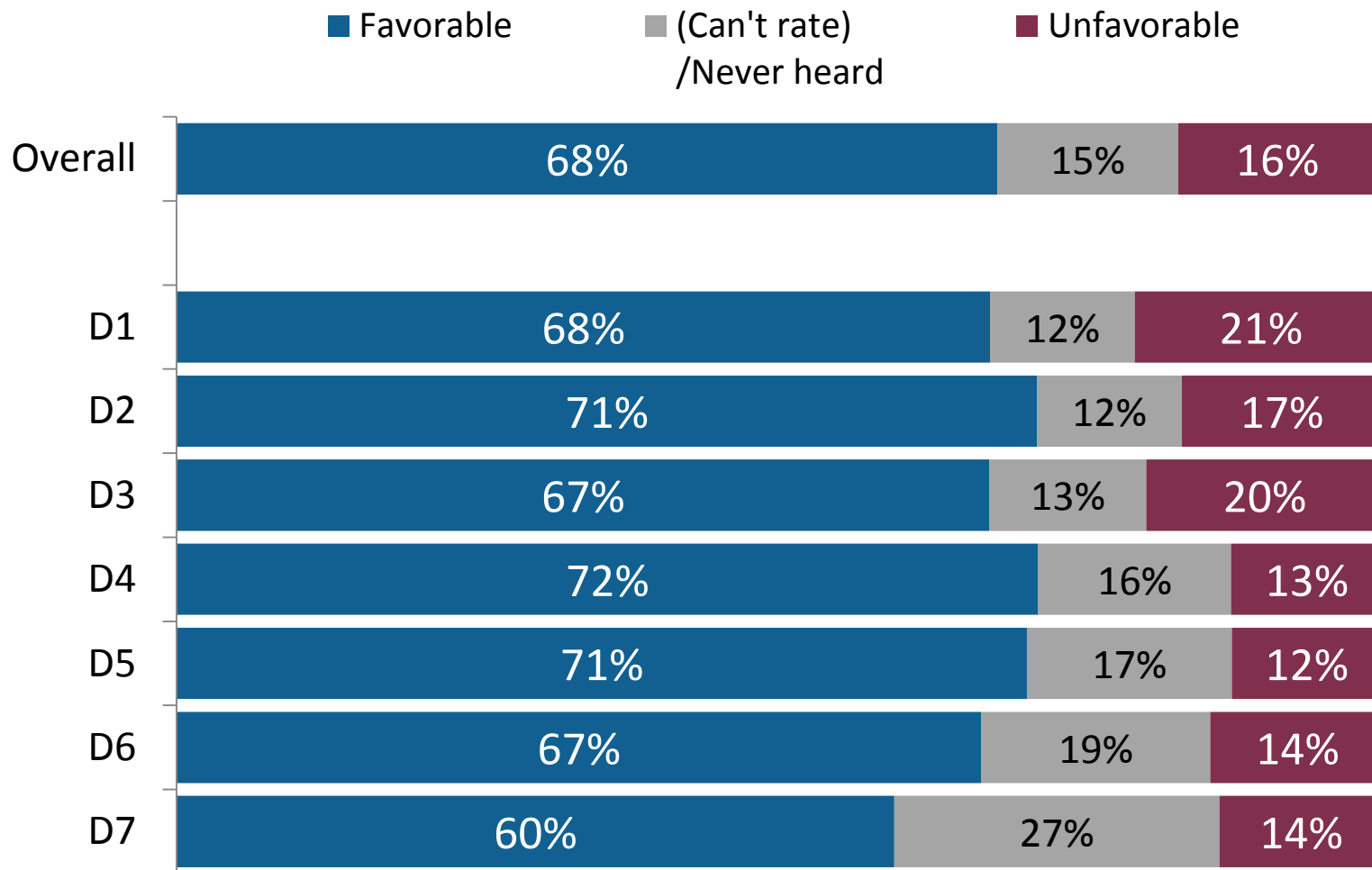
Job Ratings of Oakland Mayors

Schaaf's strongly positive job rating compares to Jerry Brown's rating after 9 months in office. Quan received a negative rating just over a year into her term, and Dellums had a majority "poor" rating after 2 years in office.



Schaaf Favorable by District

Schaaf is well liked across the city.

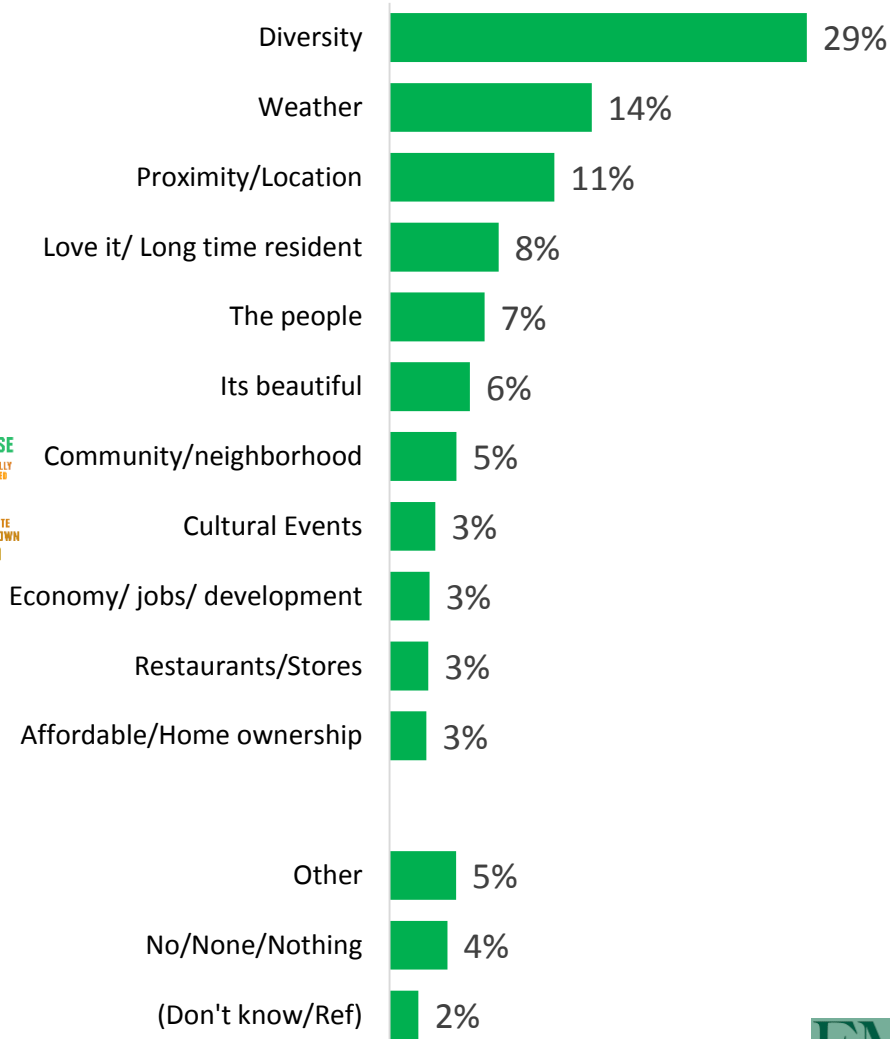




Oakland's Diversity

Best Thing About Living in Oakland

Oaklanders value the city's diversity above all other characteristics.



EMC
RESEARCH

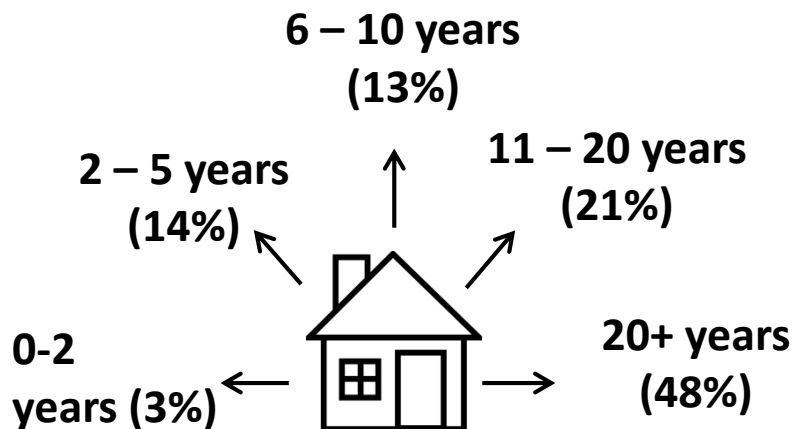
Q3. What would you say is the BEST thing about living in Oakland?

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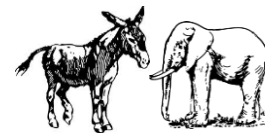
Profile of Oakland Voters



40% White
28% African-American
10% Latino
7% Asian
9% Biracial /multiracial
6% Other



Length of time living in Oakland



69% Democrats
5% Republican
26% Other



60% Employed overall
28% Employed in Oakland
22% Retired
9% Unemployed
9% Other



19% Own a business anywhere
17% Own a business in Oakland



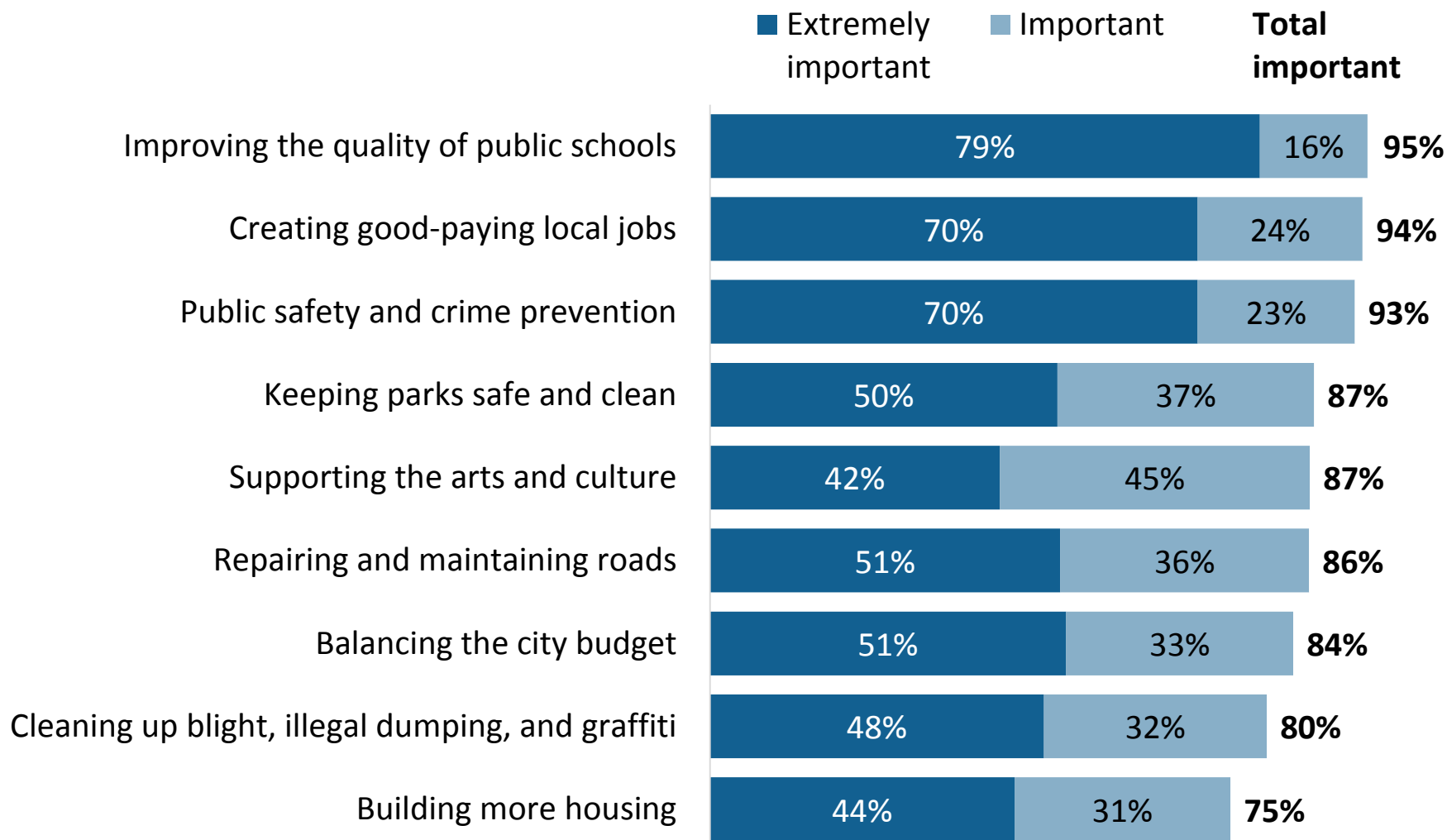
52% are 18 - 49
26% are 50 - 64
22% are 65+



Ongoing Voter Priorities

Issue Priorities

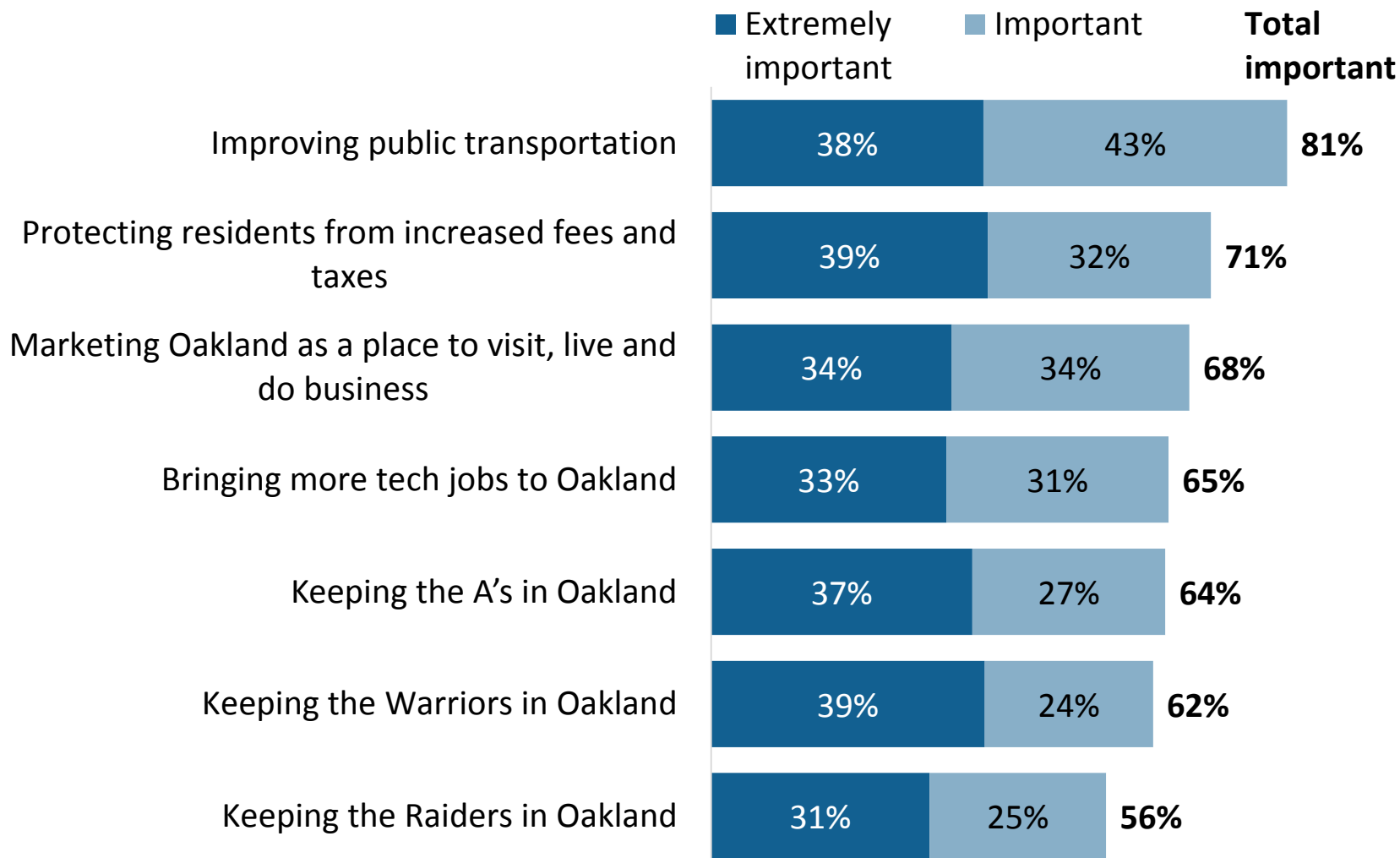
Education, jobs and crime dominate voter concerns.



Q11-27. Now, using a scale from 1 to 7 where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in Oakland right now?

Issue Priorities, continued

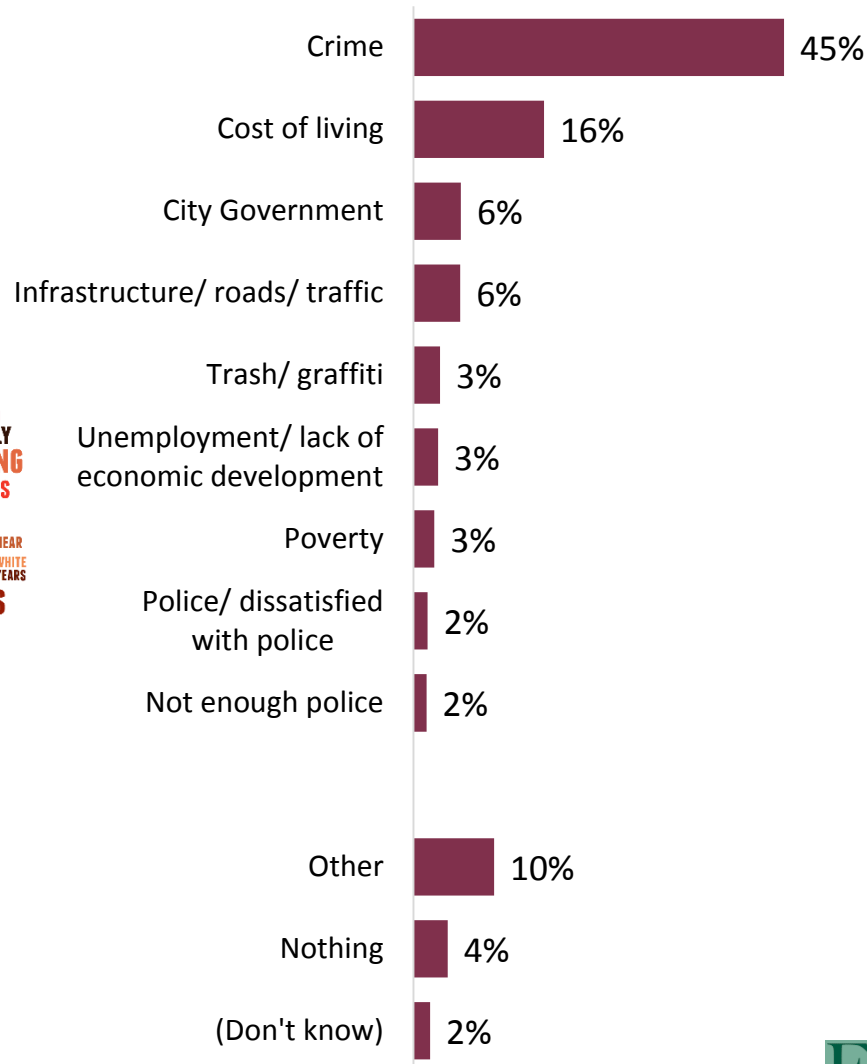
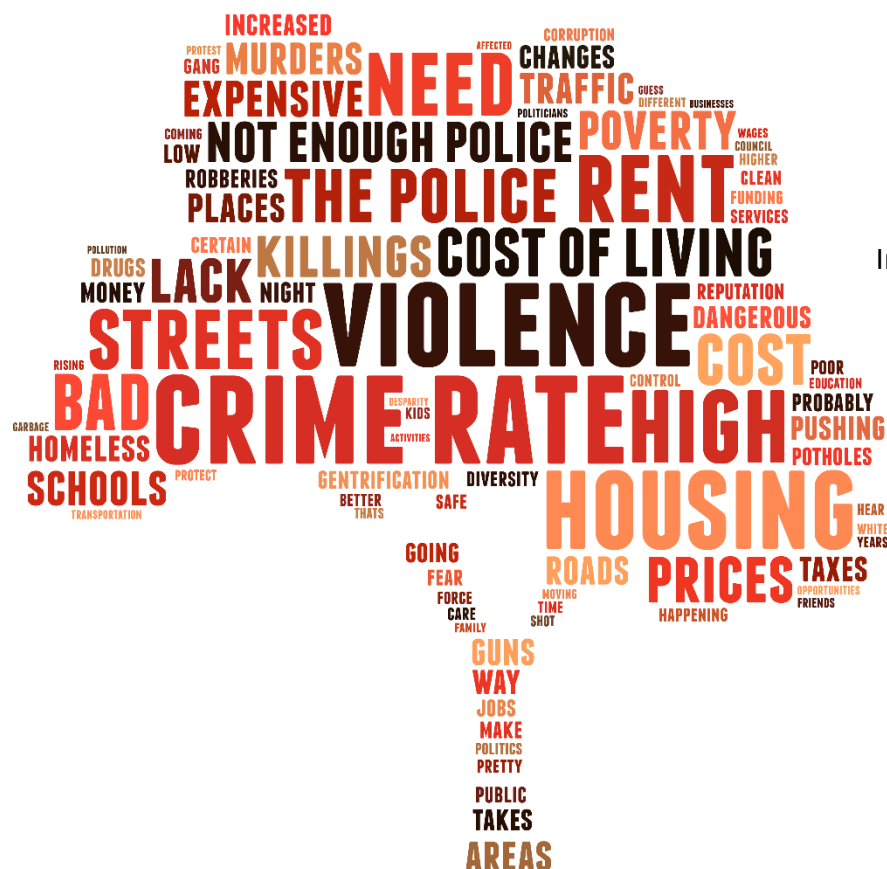
Keeping pro sports teams are relatively less important concerns.



Q11-27. Now, using a scale from 1 to 7 where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in Oakland right now?

Worst Thing About Living in Oakland

Nearly half of voters say crime is the worst part of living in Oakland.

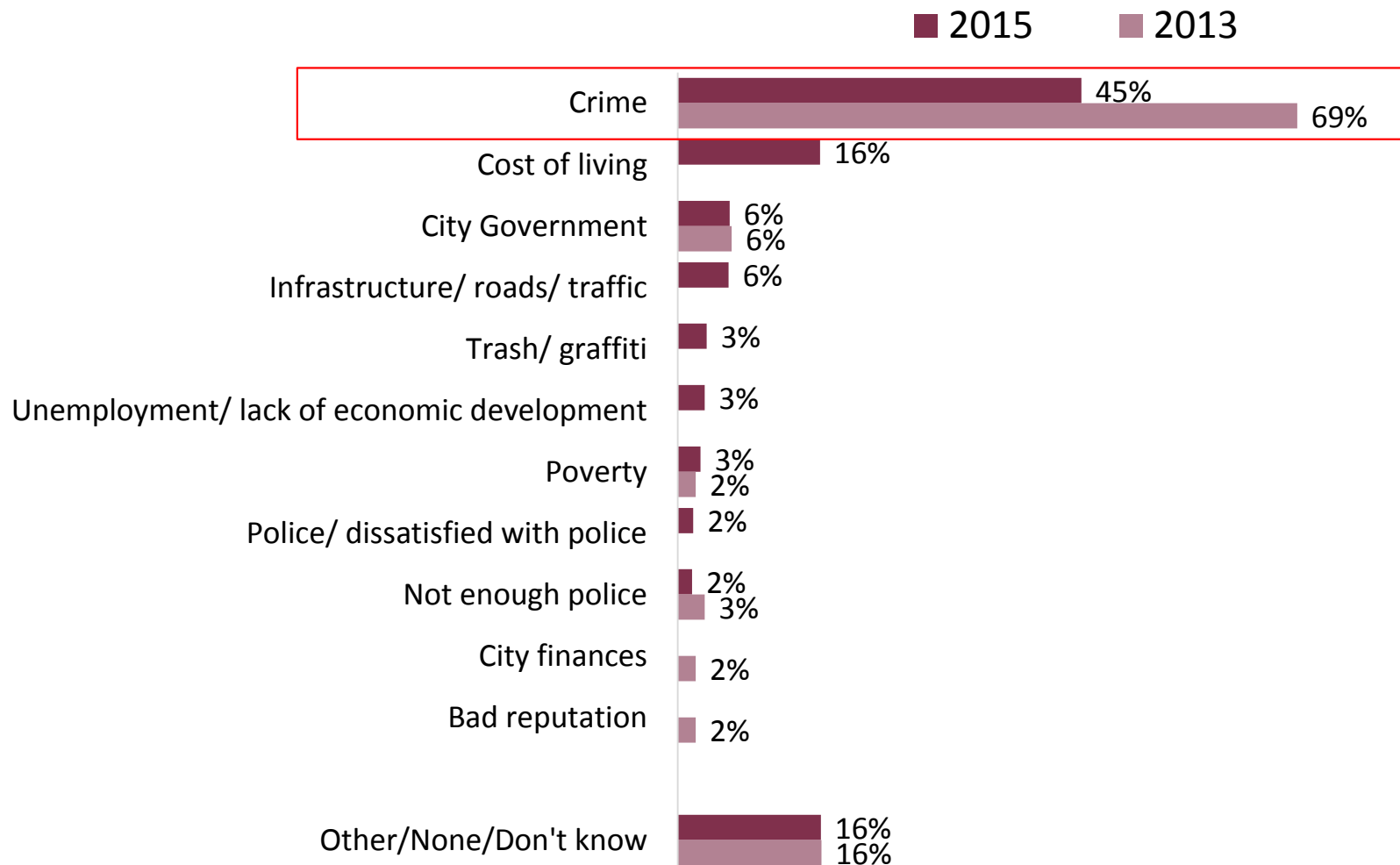


Q4. And what would you say is the **WORST** thing about living in Oakland?

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Worst Thing About Living in Oakland

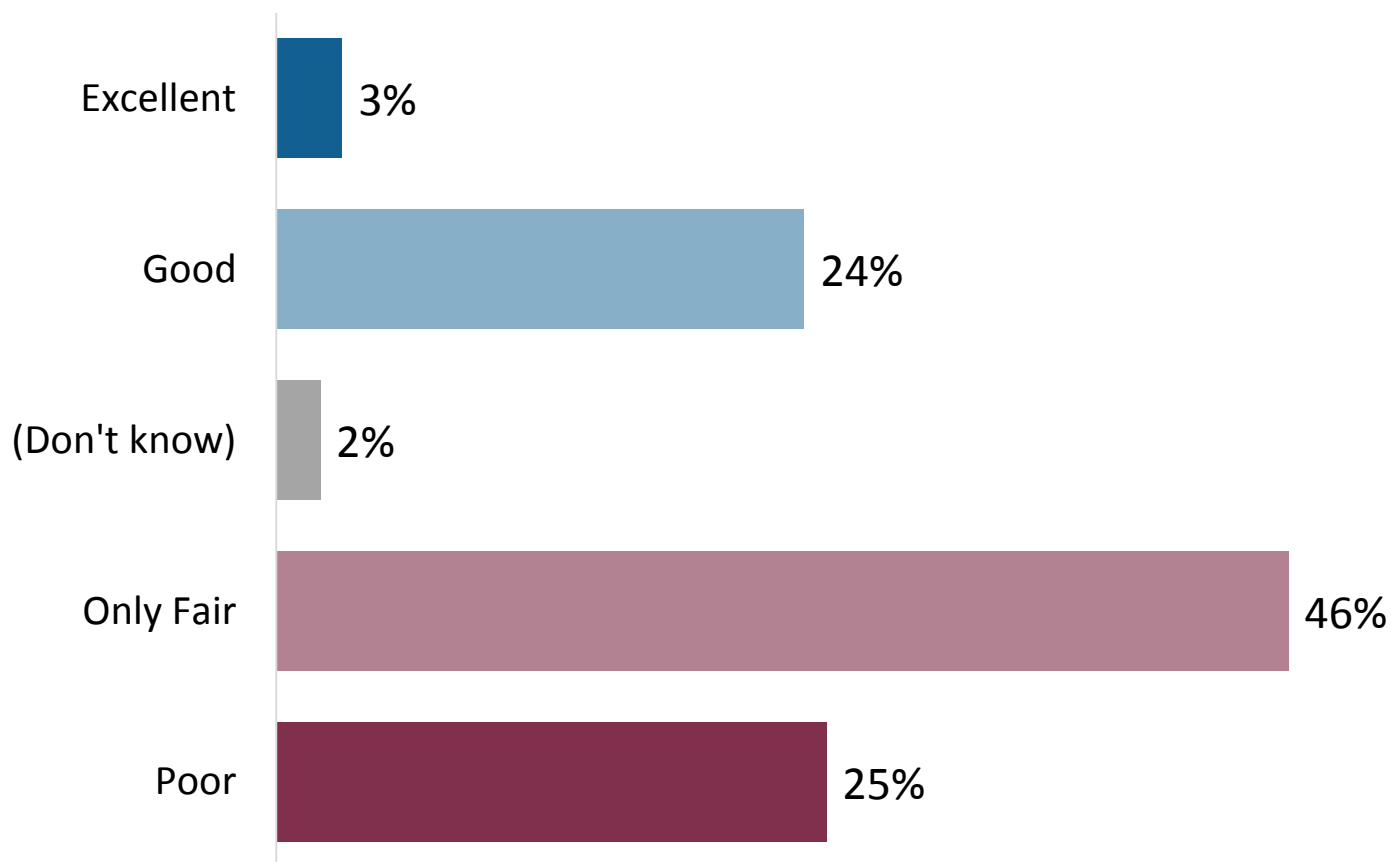
The number of voters who say crime is the worse thing about living in Oakland has dropped sharply since 2013.



City Job Rating for Public Safety

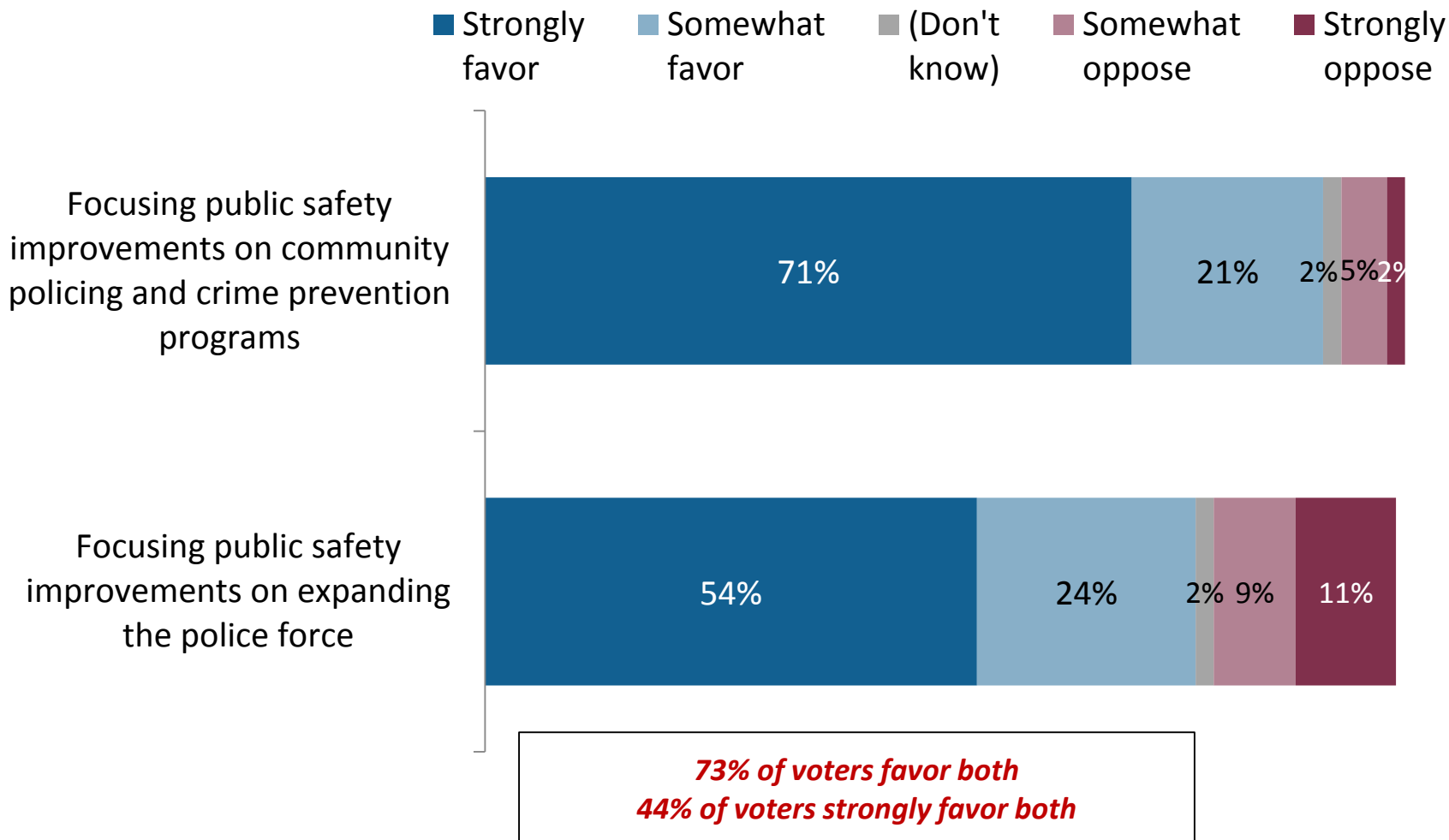
Only 27% give the City a positive job rating for protecting public safety.

*How would you rate the job that the City of Oakland is doing
in the area of **Protecting Public Safety**?*



Support for Public Safety Policies

Oakland voters overwhelmingly support expanding the police force and preventative programs.

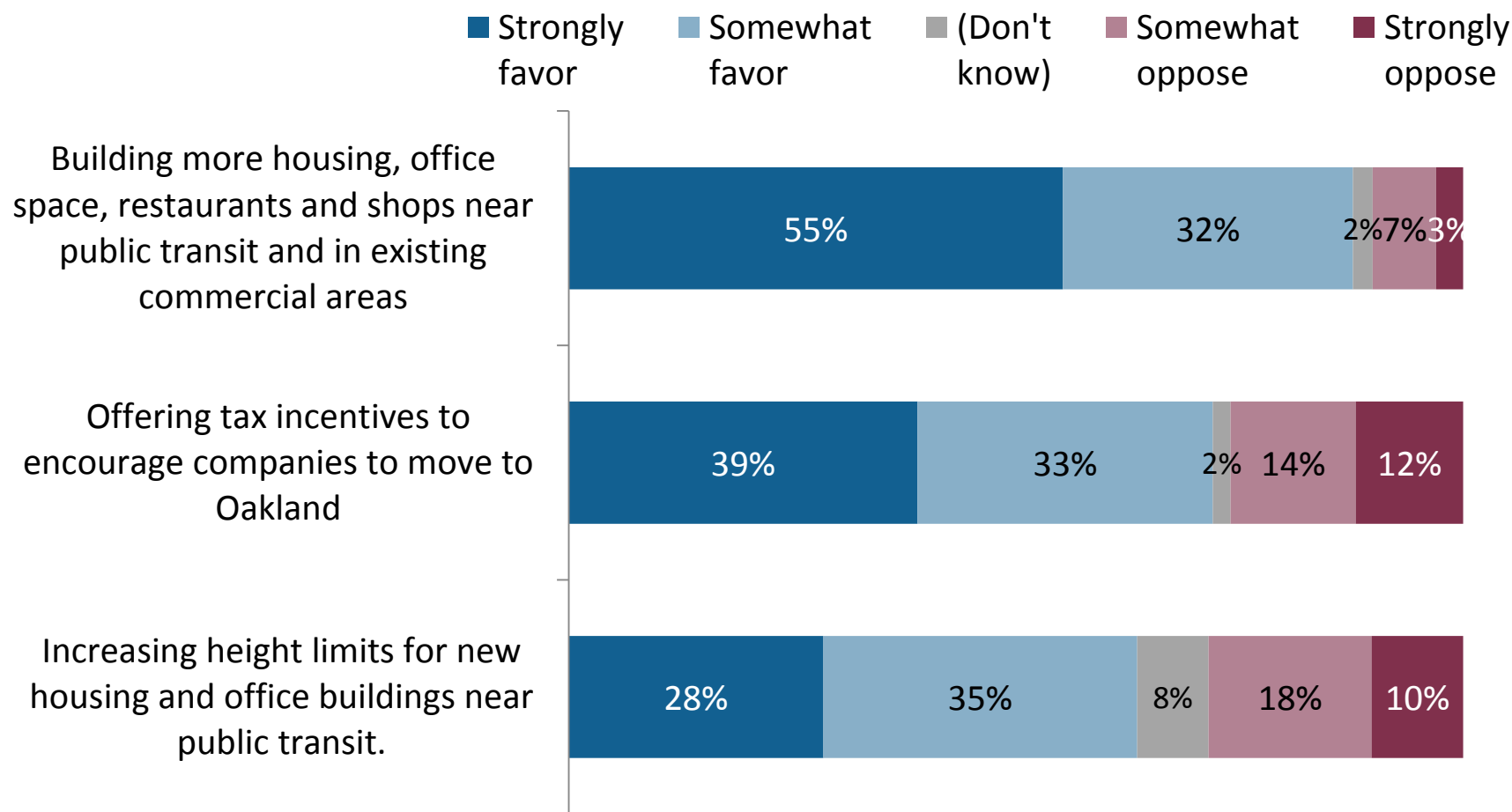




Economic Attitudes

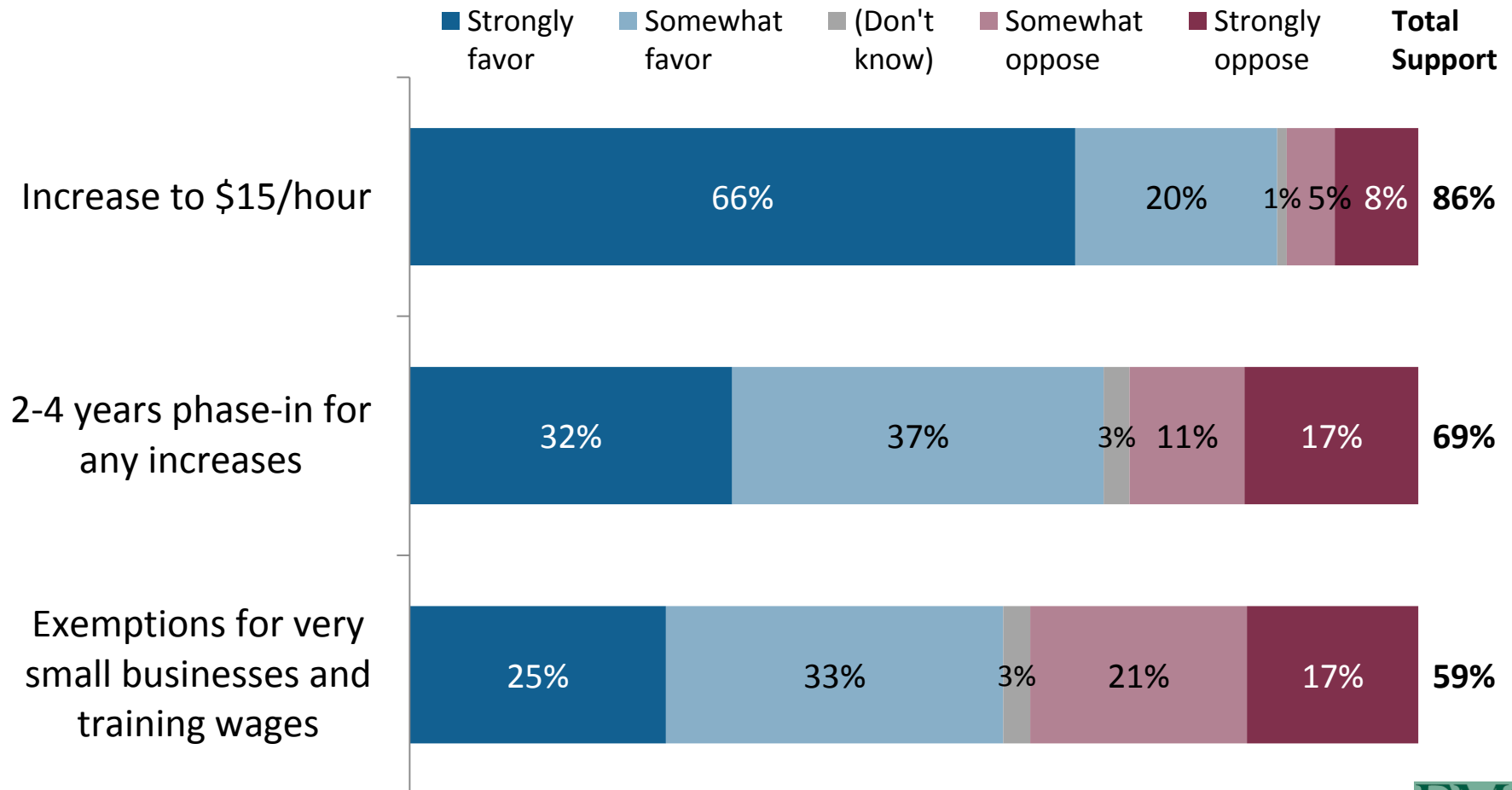
Support for Economic Development Policies

Voters support more infill development near transit, tax incentives to encourage companies to move to Oakland, and increasing height limits for new building near transit.



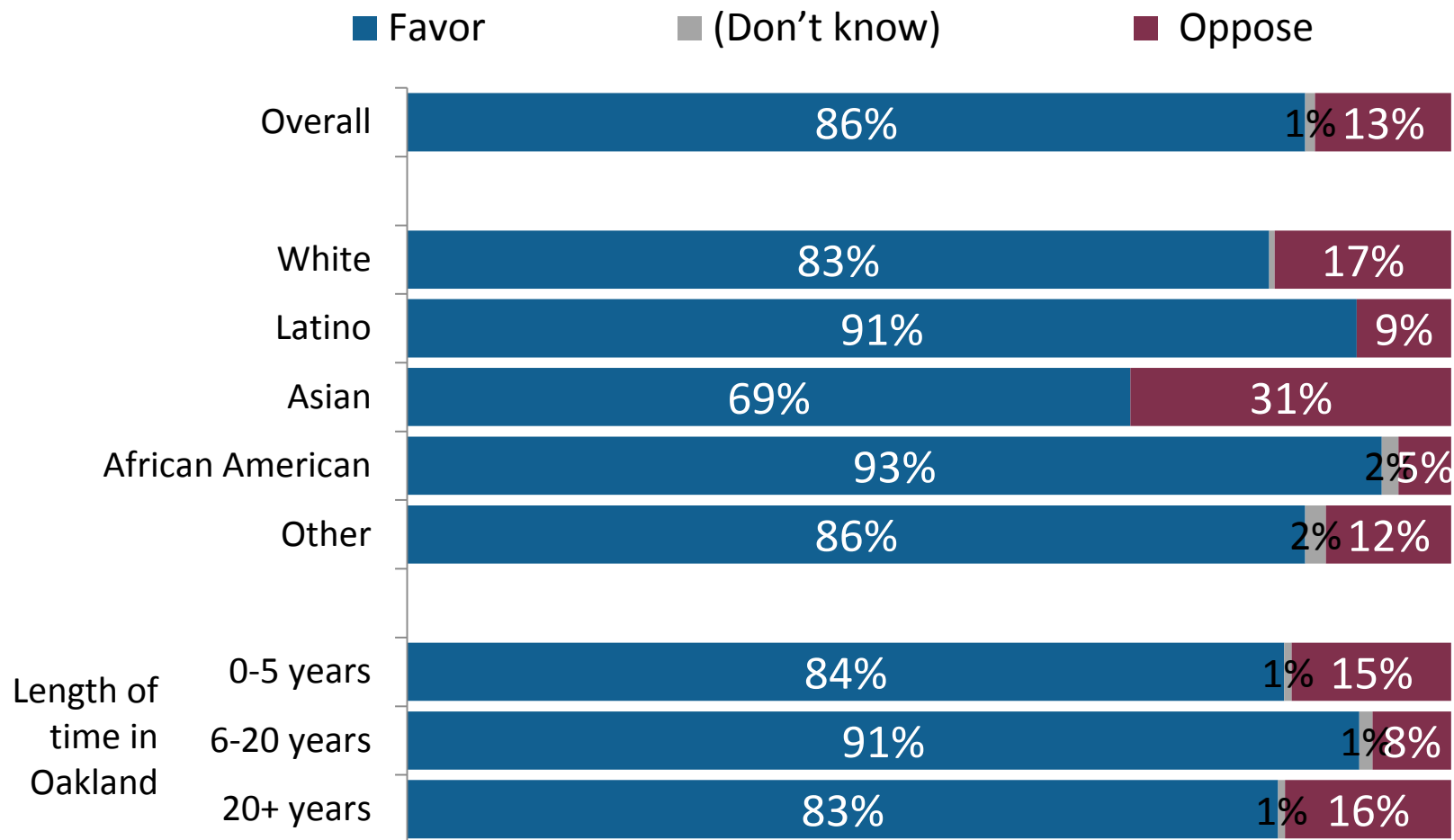
Support for Minimum Wage Policies

An overwhelming majority of Oakland voters support increasing the minimum wage to \$15 per hour. Majorities also support phasing in any increases over time, and adding exemptions for very small businesses and youth training wages.



Support for \$15 by Ethnicity and Length of Residence

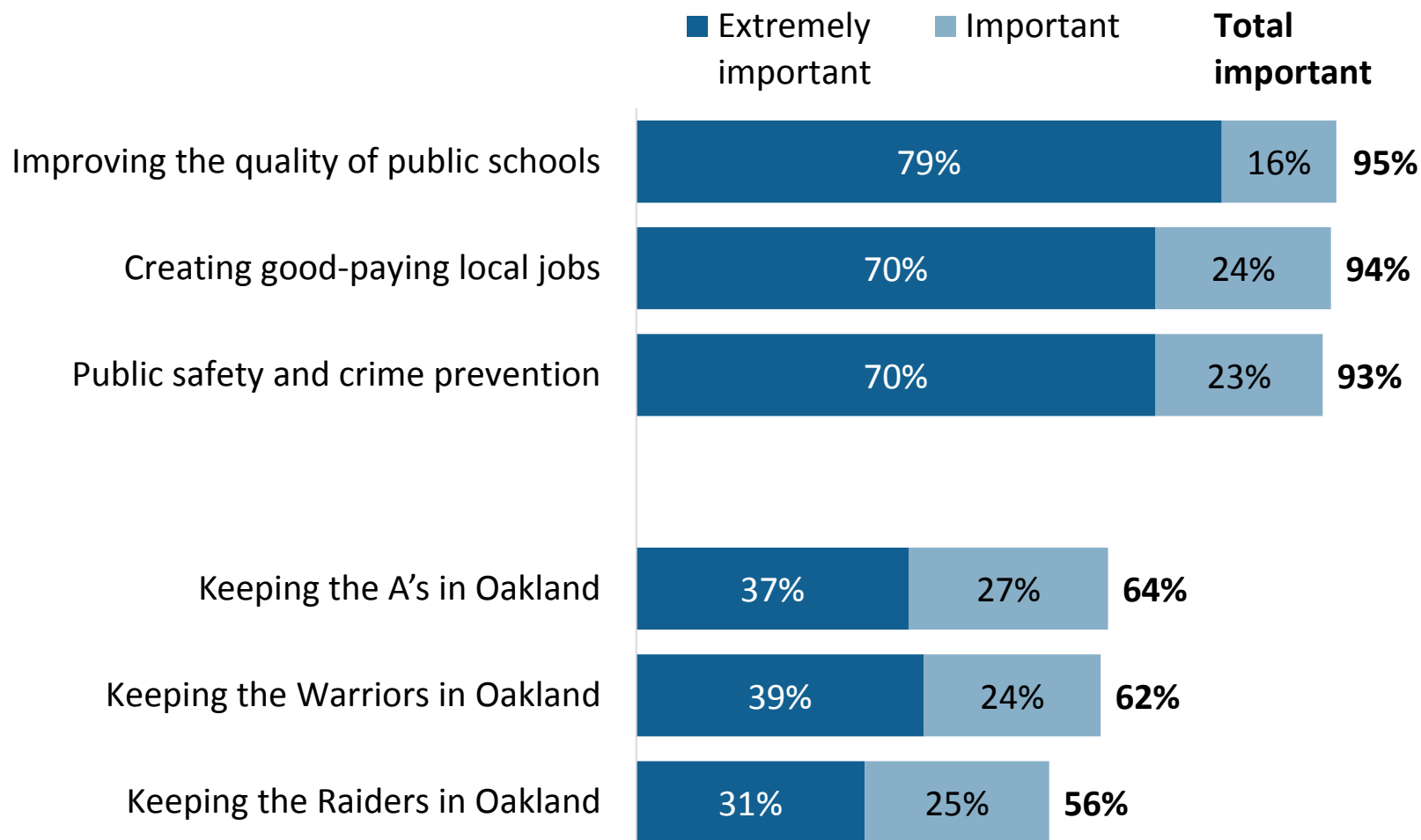
Support for a minimum wage increase is strong across subgroups.



Q59. Increasing the minimum wage in the City of Oakland to fifteen dollars per hour.

Importance of Keeping Teams in Oakland

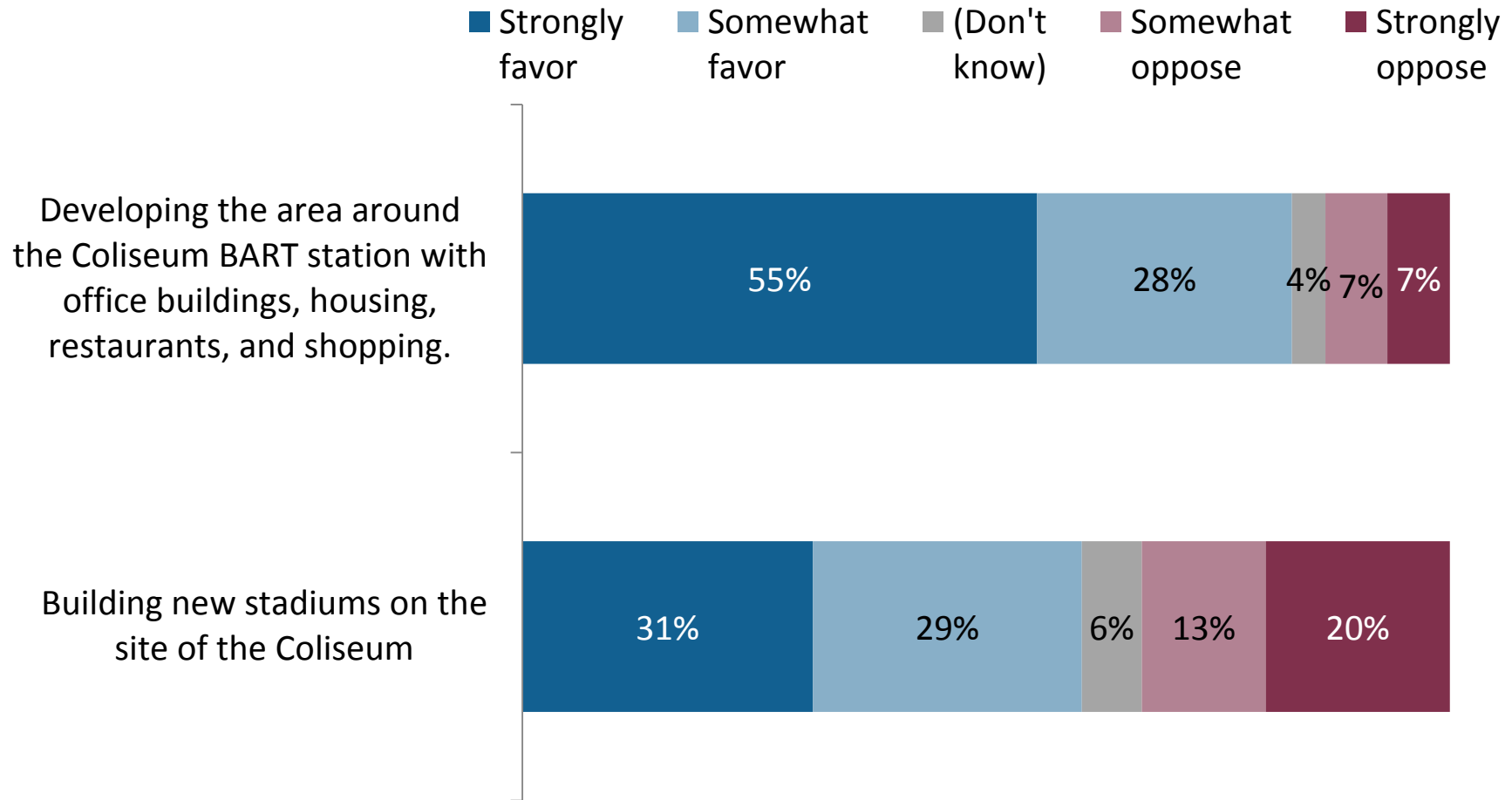
Keeping pro sports in Oakland is a relatively low priority for Oakland voters, but a majority of voters say keeping the A's, Warriors and Raiders is at least somewhat important.



Q11-27. Now, using a scale from 1 to 7 where 1 is not at all important and 7 is extremely important, how important do you feel each of the following should be in Oakland right now?

Support for Stadiums and Development

Over 80% of Oakland residents favor developing the area around Coliseum BART; support for new stadium development on the site is not as strong.



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