

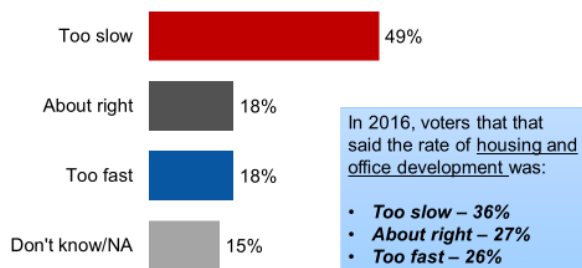
For the past 20+ years the Chamber has annually engaged a data research firm to poll Oakland residents' views on a host of quality of life, economic, business and public safety issues as well as the efficacy of our elected officials. We use this information to educate our city leadership on what their constituents feel and want from their government. We present the poll at our annual Pulse of Oakland gathering. As Chamber members, and those interested in local development issues, we have provided some of the most salient details for you below. Through our conversations with the media, elected officials and business leaders, we will be underscoring that Oaklanders are proud of their city, feel safer, overwhelmingly want the pace of housing and commercial development to increase, see tech as an asset to our business ecosystem and by a 2-1 margin support the development of a ballpark downtown.

The 500-person telephone survey was conducted October 24-29th by FM3 Research with results weighted to reflect the demographic profile of likely November voters and the poll's margin of error is +/- 4.4 percent. Key findings from the survey include the following:

- Voters have a positive attitude about the **direction of the city**, but the proportion who feel that way continues to decline. Voters recognize the City as going through a unique period of growth and change, which has both positive and negative impacts.
- Local voters overwhelmingly **express pride** in being Oakland residents, praise its diversity and arts, and are willing to recommend the city as a place to live and to visit. Most feel that the rate of housing development is too slow – particularly when prompted to think about the need for housing at different income levels.
- Fewer than half express concern about **crime**, and a growing number of voters say the city is becoming safer.
- Nearly all voters have heard about the proposal to build a **new stadium for the A's** downtown, and three in five Oakland voters express support.
- Voters have mixed feelings about **City government**; they view the Mayor highly favorably and have positive feelings about the Council as a body – but many know little about their Councilmember, and many express concern about the Council's ability to work together.

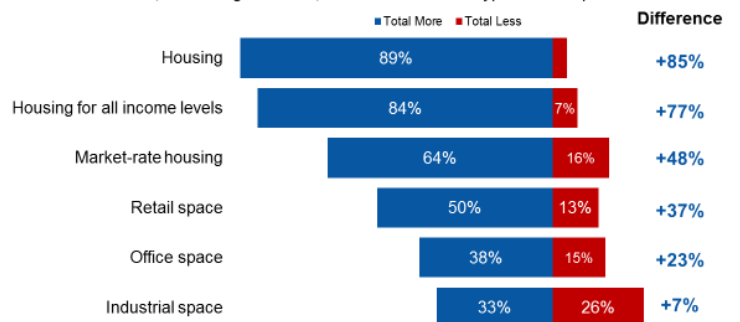
Voters view the rate of housing development as “too slow.”

Do you think the rate of housing development in Oakland is....?



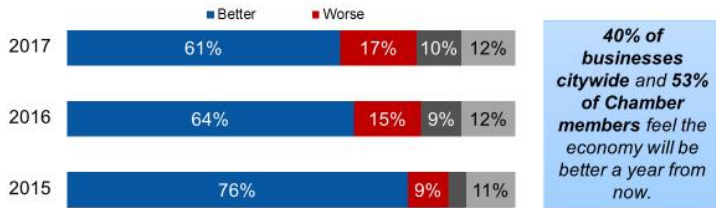
When asked about different types of development, voters saw a need for more housing of all types, retail space and office space.

I am going to read you a list of different types of real estate development that may take place in Oakland. Please tell me whether you think Oakland needs more, has the right amount, or needs less of that type of development.



Three in five believe that the economy will be better one year from now.

And do you think Oakland's economy will be better or worse one year from now?

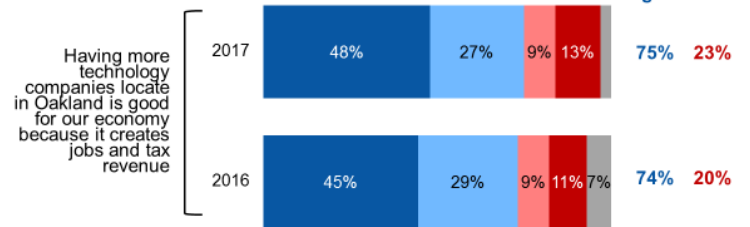


Fairbank, Martin, Madden, Metz & Associates - FMI
PUBLIC OPINION RESEARCH & STRATEGY Q18

30

Voters consistently feel that the growing number of technology companies in Oakland is positive.

■ Strng. Agree ■ Smwt. Agree ■ Smwt. Disagree ■ Strng. Disagree ■ DK/NA Total Agree Total Dis.



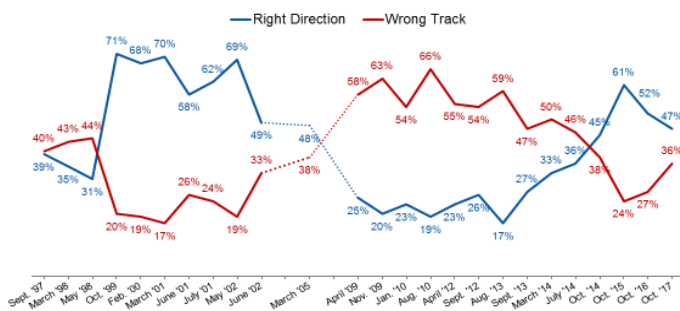
73% of businesses citywide and 77% of Chamber members feel that having more technology companies locate in Oakland will be good for our economy.

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PUBLIC OPINION RESEARCH & STRATEGY Q25. If I were to get your opinion on a few more issues in Oakland I am going to read you a series of statements. Please tell me if you agree or disagree with the statement. *Split Sample

31

A plurality – but now less than half - of voters thinks Oakland is headed in the right direction.

Would you say that things in the City of Oakland are generally headed in the right direction, or do you feel that things are off on the wrong track?

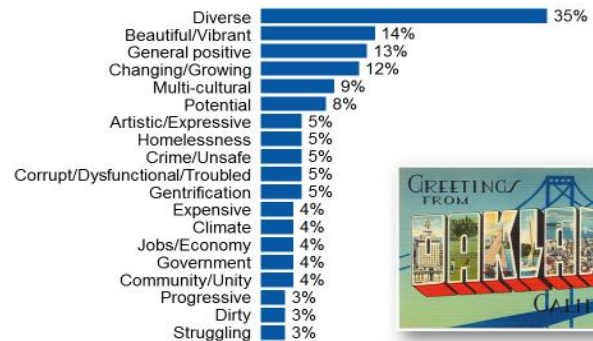


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PUBLIC OPINION RESEARCH & STRATEGY Q1

4

Over one-third describe Oakland as "diverse."

Please tell me two or three words or phrases that you think best describe Oakland.

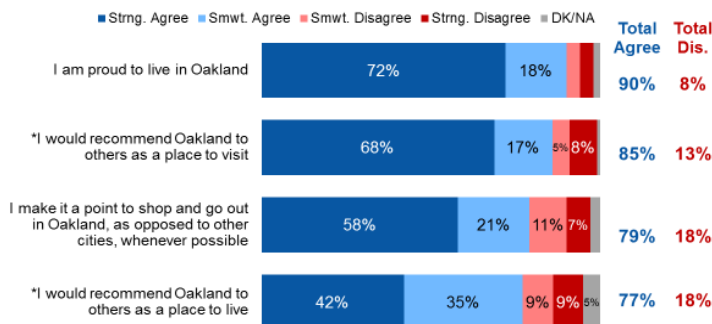


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PUBLIC OPINION RESEARCH & STRATEGY Q10. Open-Ended. 3% and Above Shown

6

Nine in ten take pride in living in Oakland and majorities would recommend it as a place to visit and/or live.

I'd like to get your opinion on a few more issues in Oakland. I am going to read you a series of statements. Please tell me if you agree or disagree with the statement.

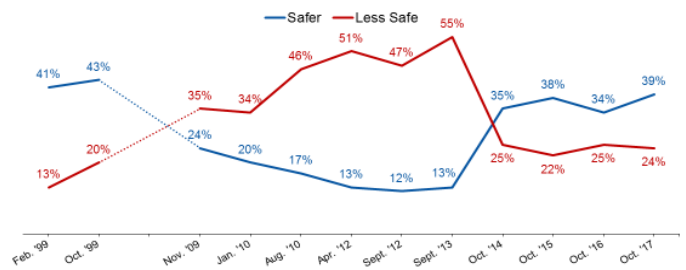


Fairbank, Martin, Madden, Metz & Associates - FMI
PUBLIC OPINION RESEARCH & STRATEGY Q26. *Split Sample

10

Voters increasingly feel safe in Oakland.

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?



52% of businesses citywide and 69% of Chamber members feel safer today in Oakland than a year or two ago.

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PUBLIC OPINION RESEARCH & STRATEGY Q15

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For more information contact Chamber President & CEO Barbara Leslie at bleslie@oaklandchamber.com

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