



**OAKLAND**  
CHAMBER *of* COMMERCE

# **Voter Attitudes in the City of Oakland**

*Key Findings from a Citywide Voter Survey  
Conducted October 24-29, 2017*

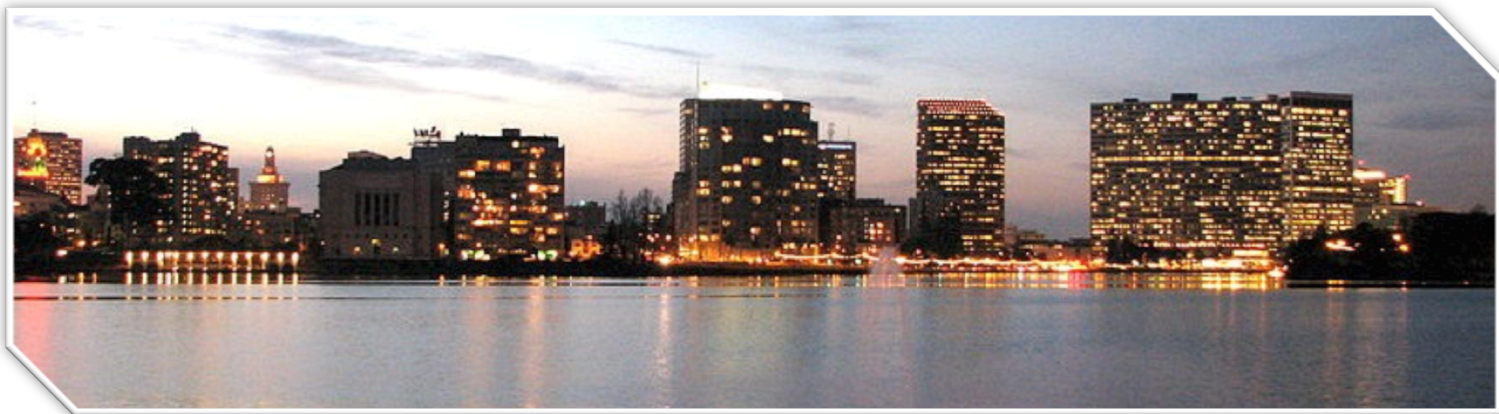
*Fairbank, Maslin, Maullin, Metz & Associates – FM3*

*PUBLIC OPINION RESEARCH & STRATEGY*

220-4856

# Voter Survey Methodology

- ✓ 503 telephone interviews with voters likely to cast ballots in November 2018 in Oakland
- ✓ Interviews conducted October 24-29, 2017
- ✓ Interviews on landlines and cell phones
- ✓ Margin of sampling error of +/- 4.4% at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding
- ✓ Includes select tracks from prior voter surveys



# Business Survey Methodology

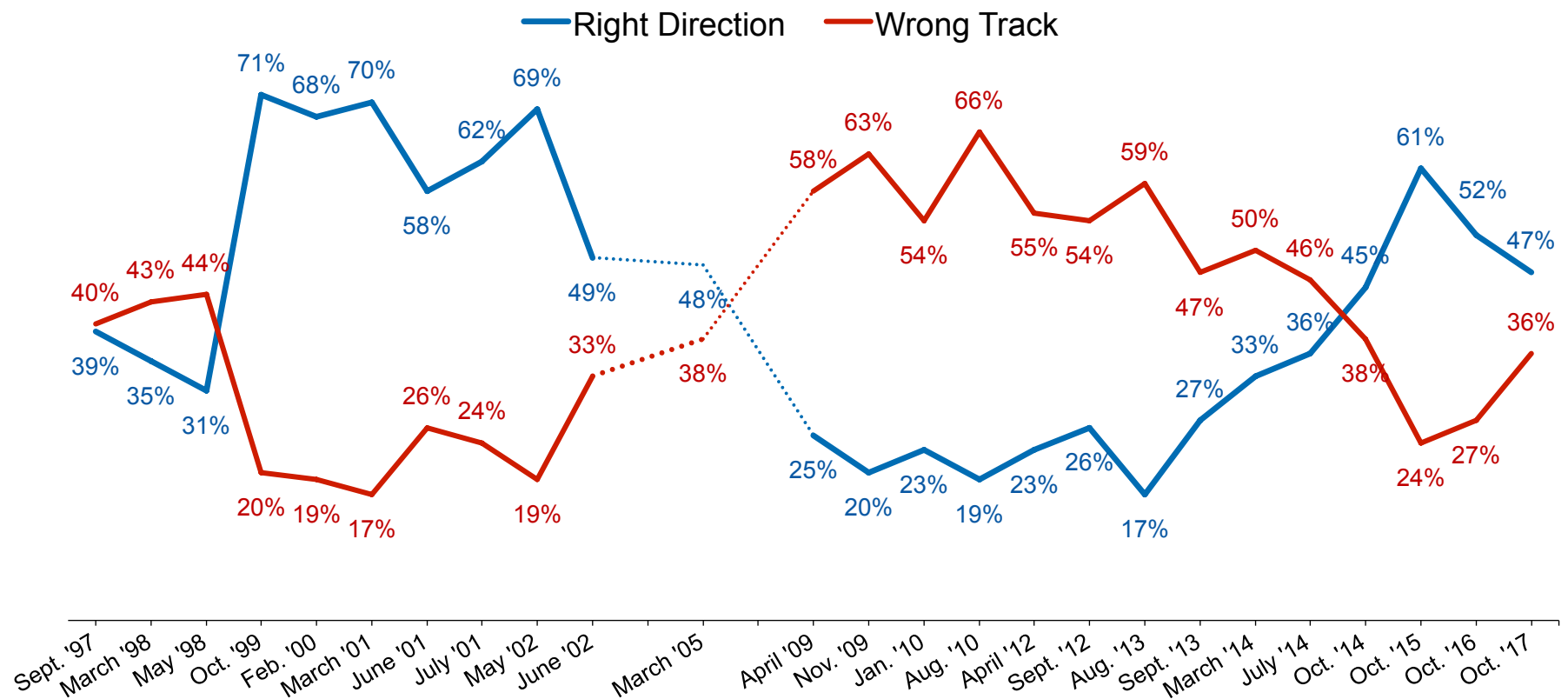
- ✓ Presentation includes select questions from a survey conducted among Oakland businesses by the Oakland Chamber of Commerce
- ✓ Many questions paralleled those in the voter survey
- ✓ 355 businesses responded to the survey
  - 265 were at-large businesses
  - 90 were Chamber of Commerce members



# **Views on Life in Oakland**

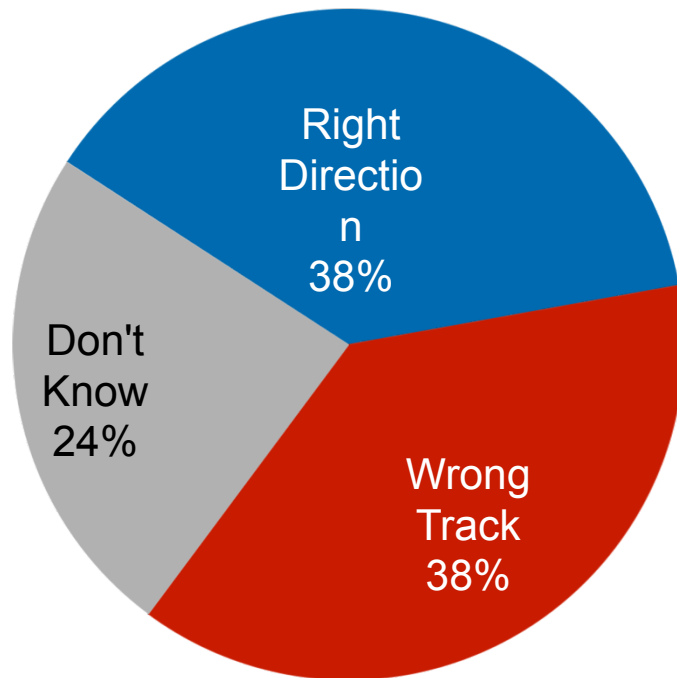
# A plurality – but now less than half - of voters thinks Oakland is headed in the right direction.

*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?*

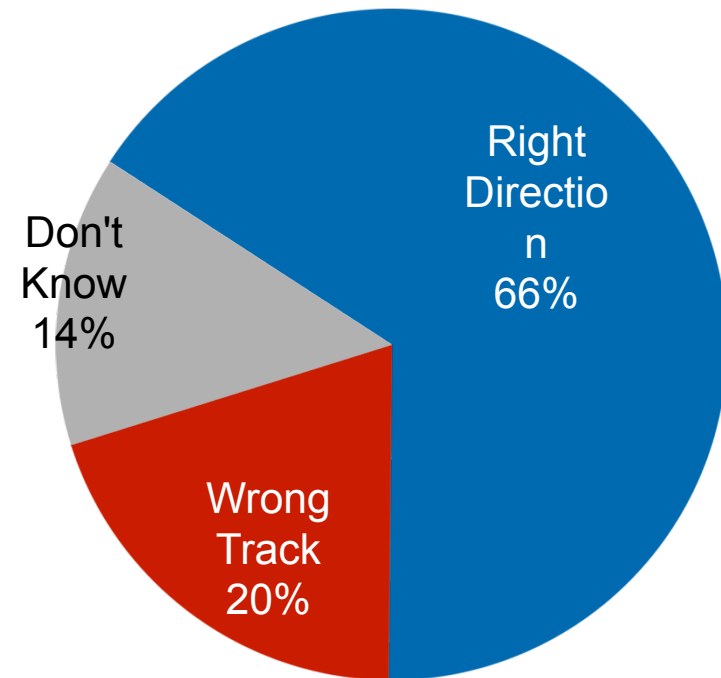


# Chamber members are particularly optimistic about the direction of the City.

Businesses Citywide



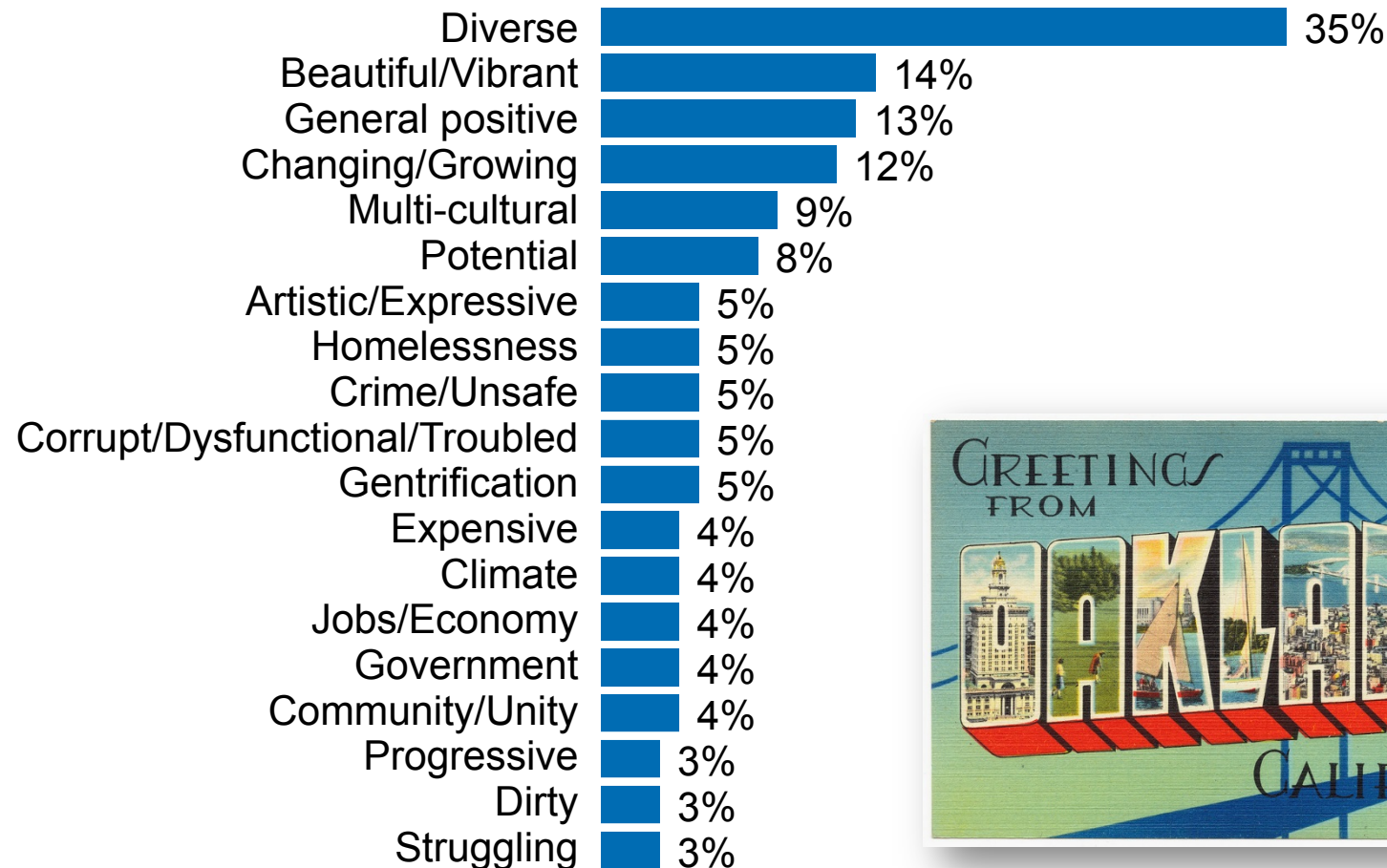
Chamber of Commerce Members



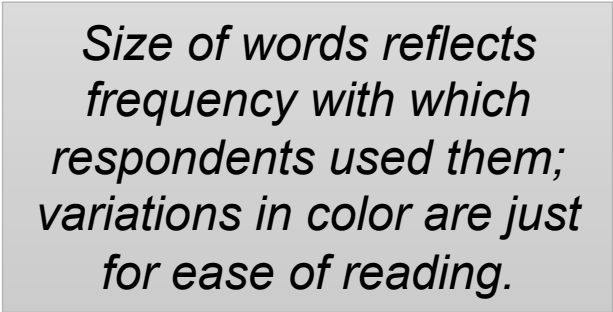


# Over one-third describe Oakland as “diverse.”

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



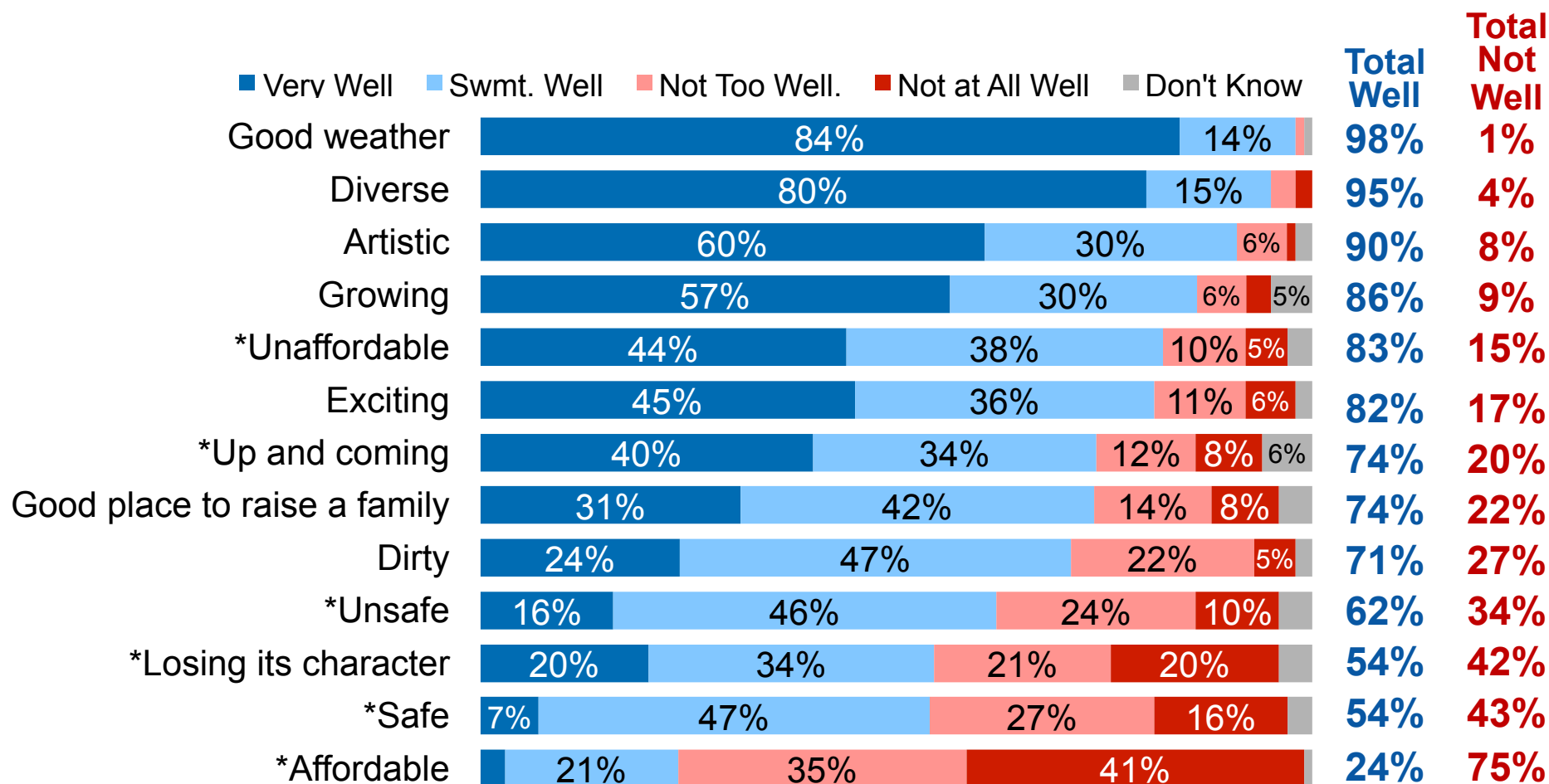
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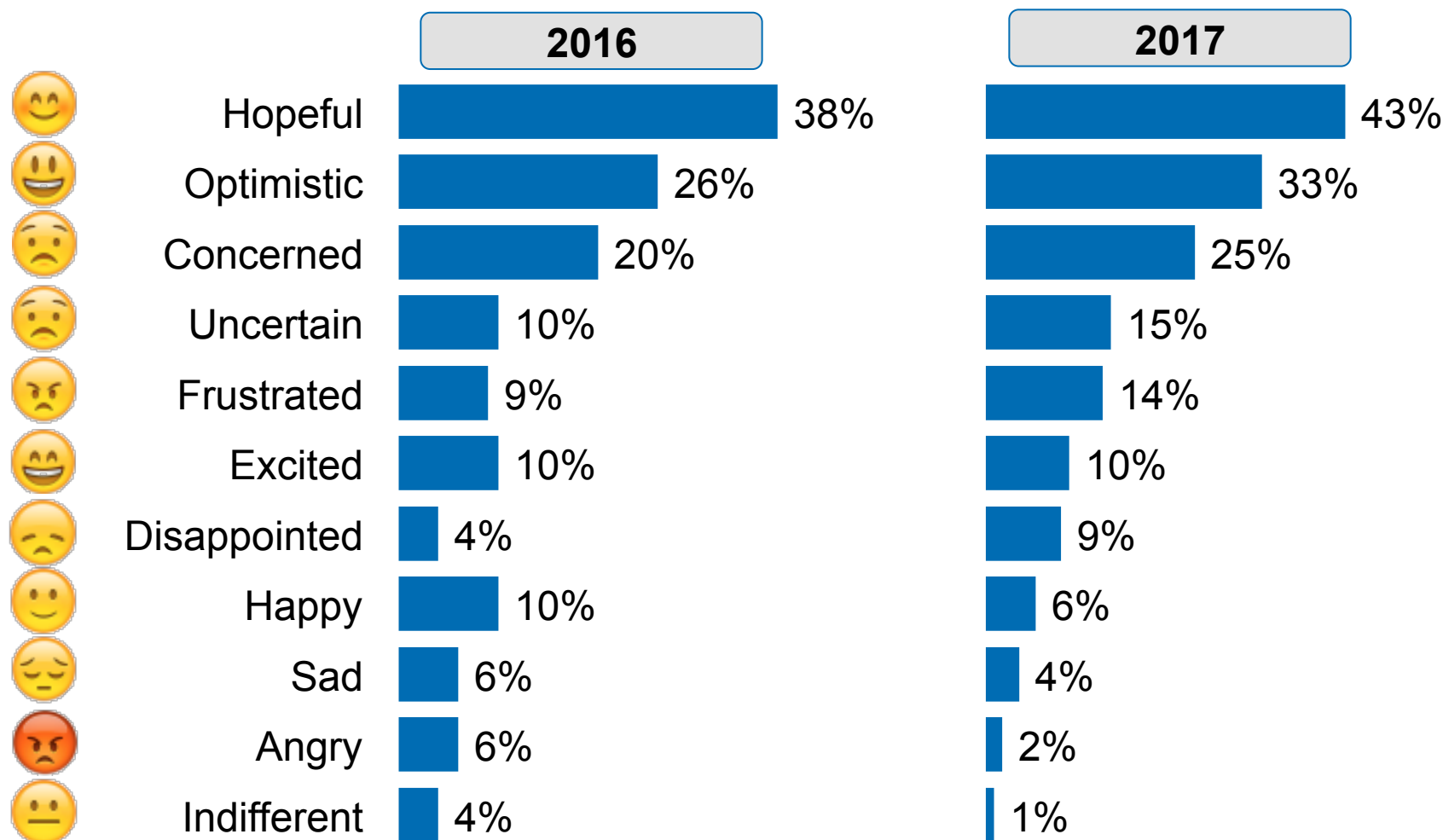
# “Good weather,” “diverse,” and “artistic” are the terms voters think describe Oakland best.

*I am going to read you some words and phrases that might describe Oakland. Please tell me whether you think each of the phrases below describes Oakland very well, somewhat well, not too well, or not at all well. If you don't know, you can tell me that, too.*



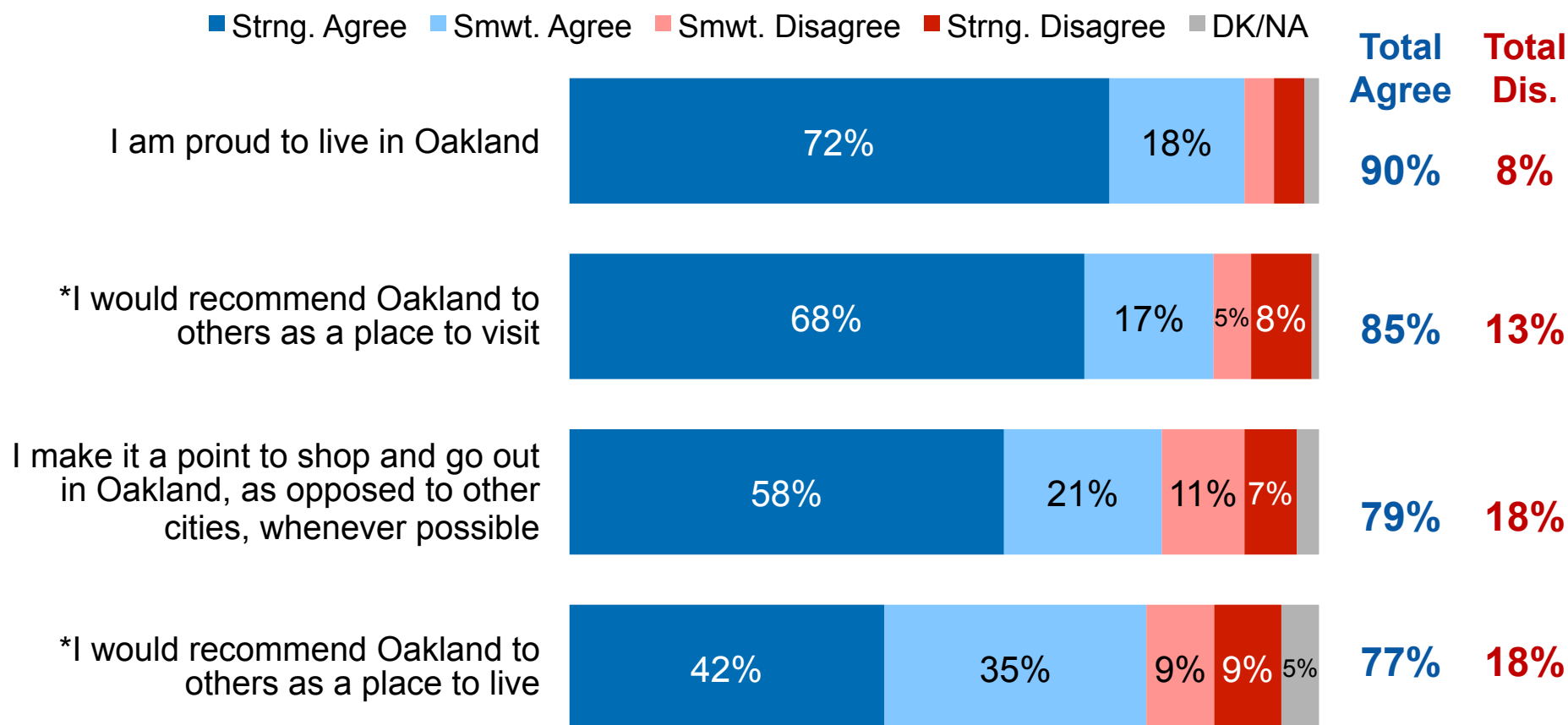
# Over the past year, voters are increasingly “hopeful” and “optimistic,” but also more “concerned,” “uncertain,” “frustrated” and “disappointed.”

Please listen to the following list of feelings and emotions, and tell me which one or two best describe how you feel when you think about the future of Oakland.



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

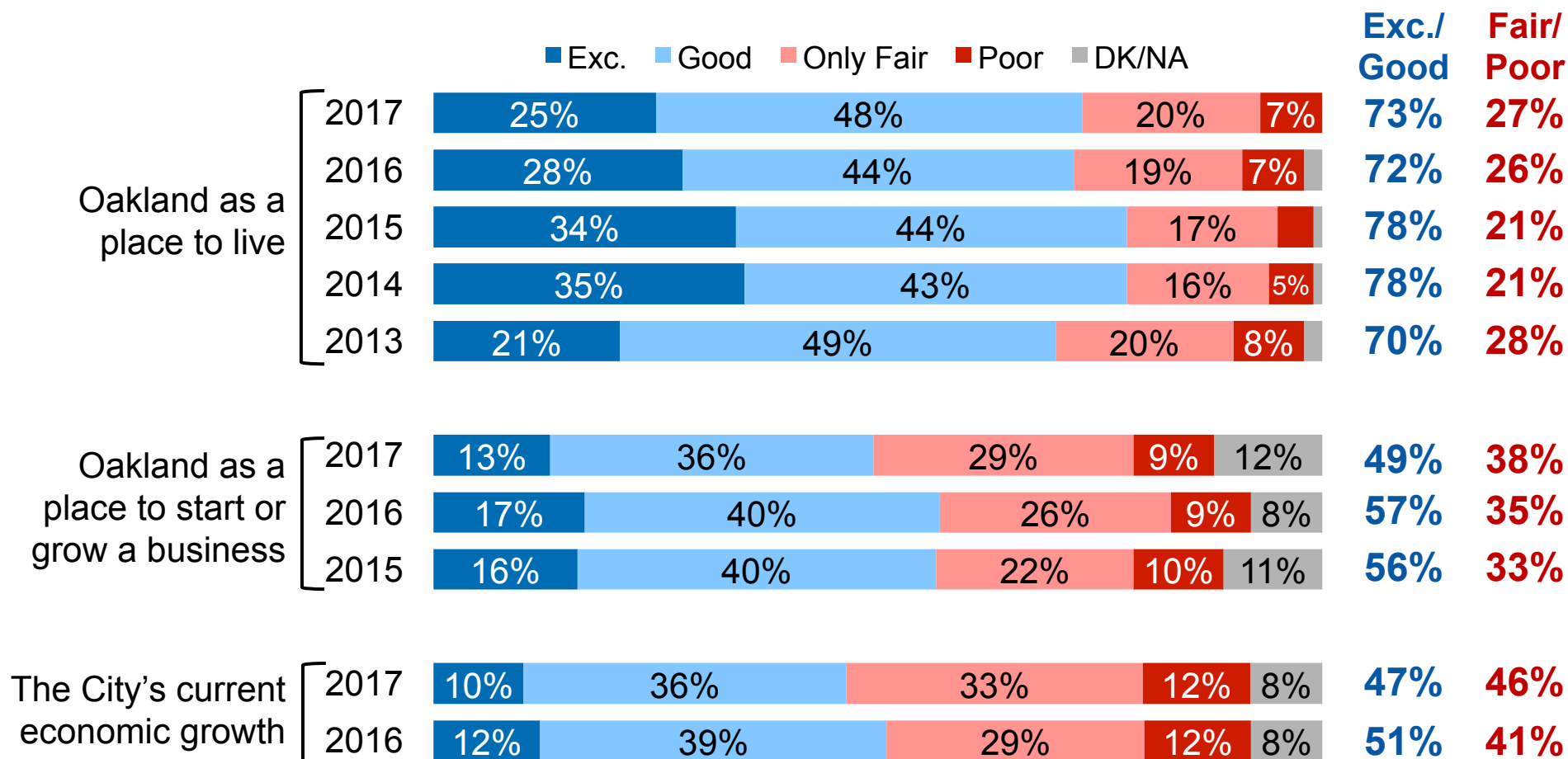
*I'd like to get your opinion on a few more issues in Oakland. I am going to read you a series of statements. Please tell me if you agree or disagree with the statement.*



# **Overall Perceptions of the City**

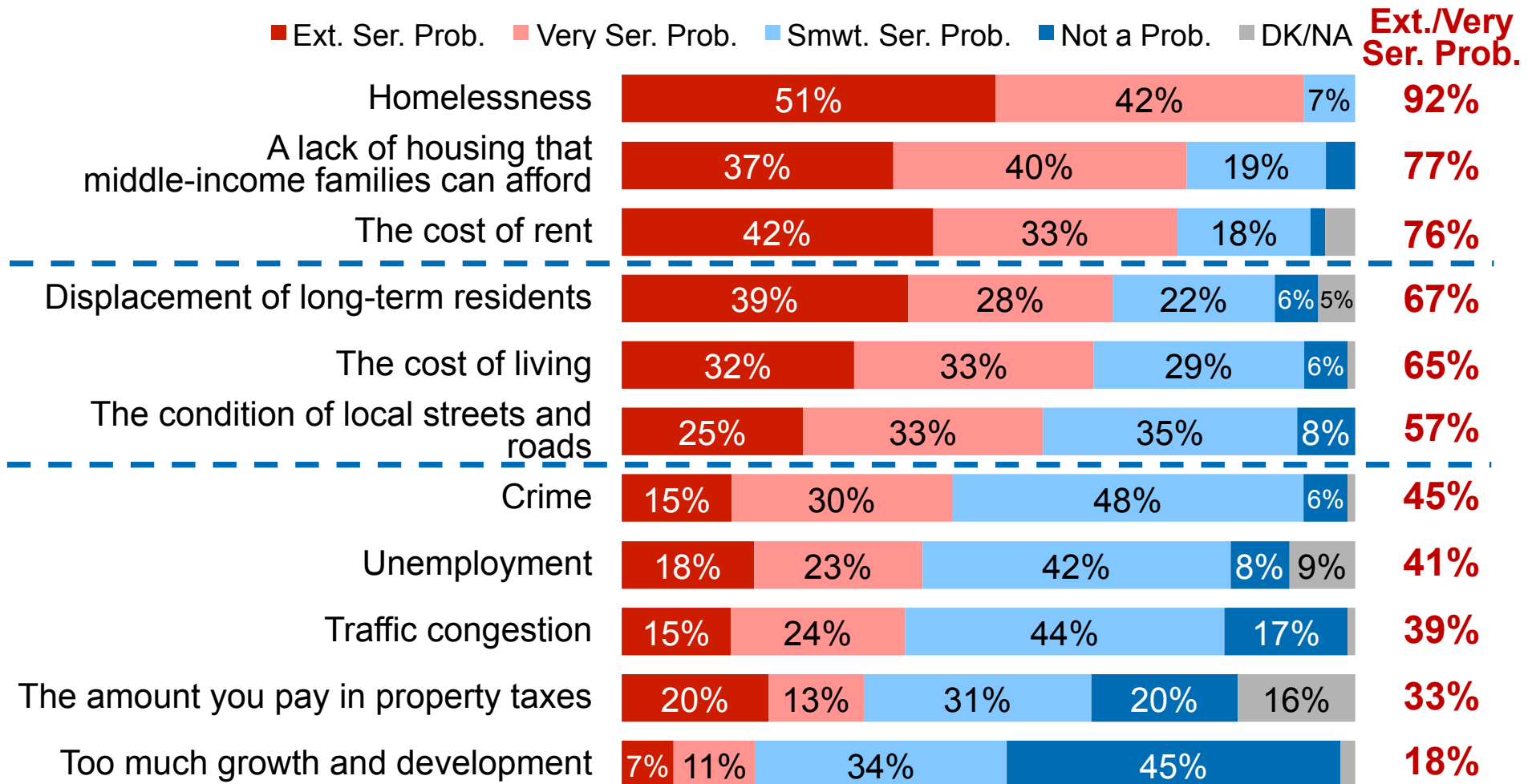
# Voters' perception of Oakland as a place to live is consistently positive, but their perception of it as a place to start a business is more mixed.

Using a scale of excellent, good, only fair, or poor, how would you rate \_\_\_\_\_?





# Homelessness is perceived as the most serious problem facing the city, by far.



# Voters are ambivalent about Oakland's affordability relative to other cities; but two-thirds would not consider moving.

Those most likely to agree with this statement are homeowners, ideologically moderate, Latino, and high-income.

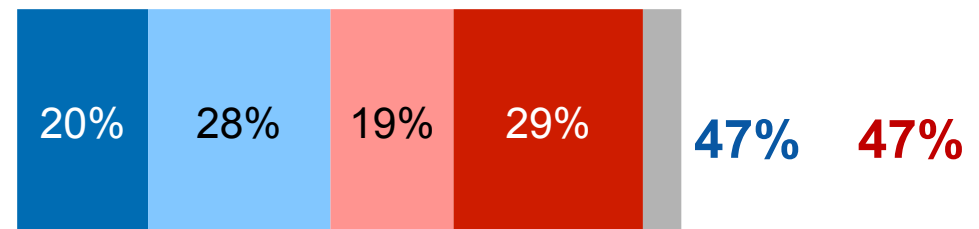
Oakland is more affordable than other Bay Area cities

■ Strng. Agree

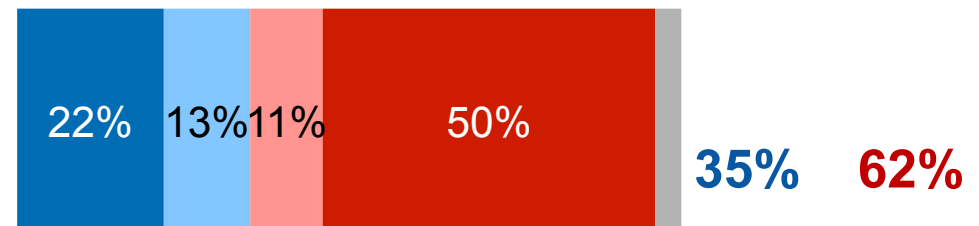
■ Smwt. Agree

■ Smwt. Disagree

**Total Agree** **Total Disag.**



I am seriously considering moving out of Oakland in the next few years



Voters most likely to agree with this statement are renters, women, in their 30's, and those who perceive that Oakland is becoming less safe or that the economy is getting worse.

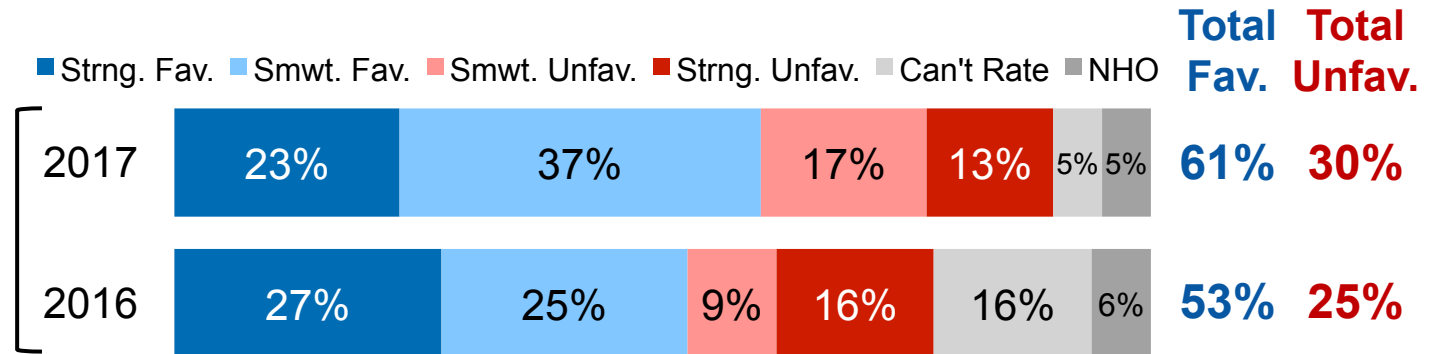
# **Attitudes Towards Oakland City Government**

# Voters view the Mayor favorably by a two-to-one margin.

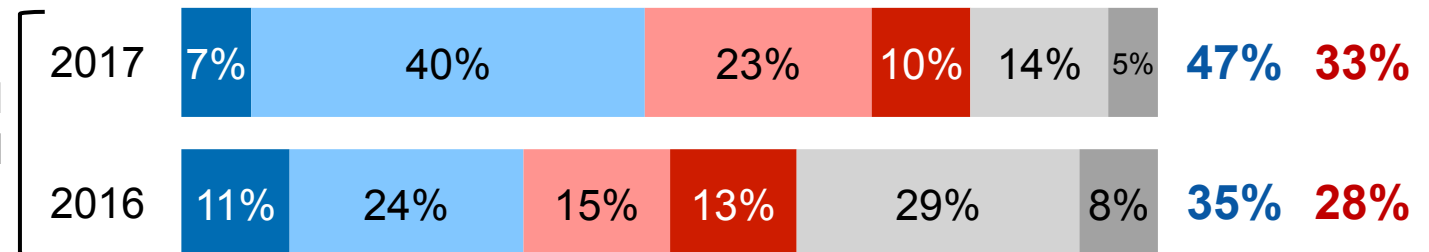
*I'm going to read you a list of people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of that person or organization. If you have never heard of one, please say so.*



Mayor  
Libby Schaaf





The Oakland  
City Council



# Majorities of business owners and Chamber members also view the Mayor favorably.

*I'm going to read you a list of people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of that person or organization. If you have never heard of one, please say so.*

	Businesses Citywide		Chamber of Commerce Members	
	Total Favorable	Total Unfavorable	Total Favorable	Total Unfavorable
Mayor 	57%	34%	77%	20%
City Council 	32%	54%	57%	32%



# A majority of voters is willing to support City Council term limits.

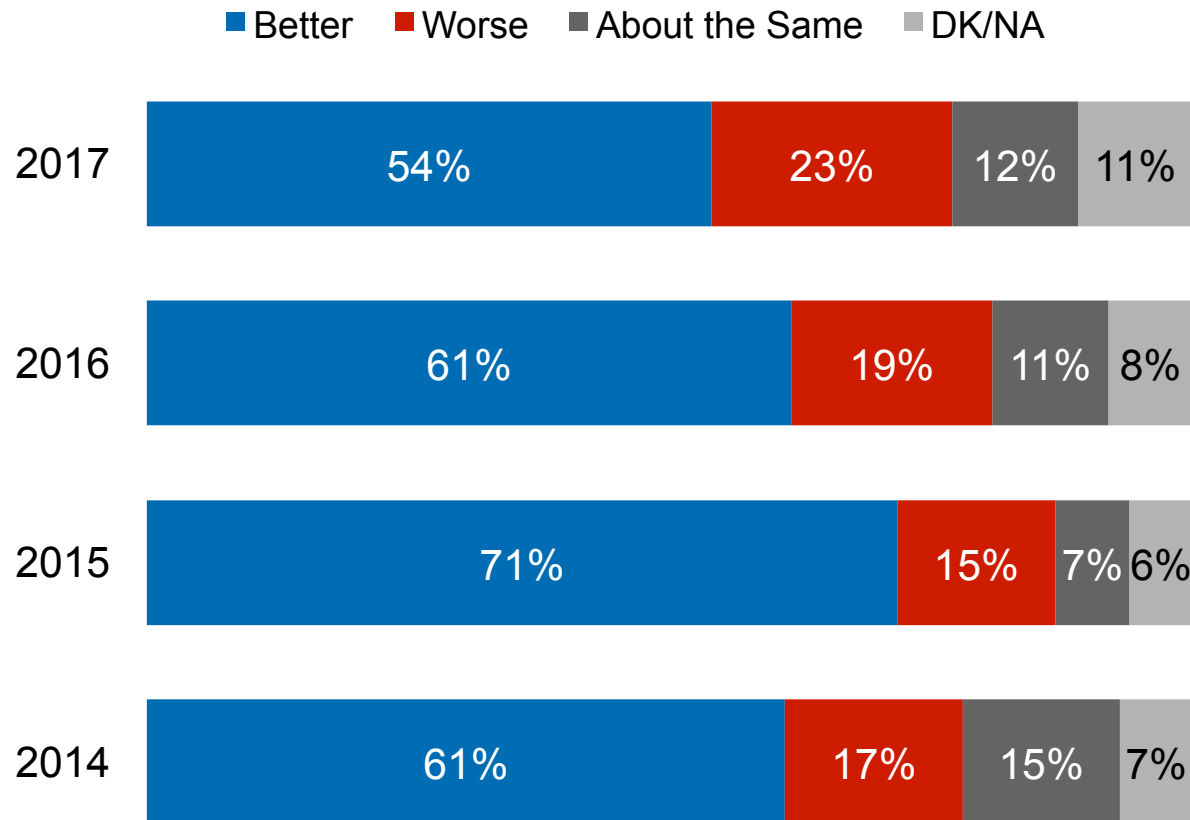
*There are currently no limits on the number of four-year terms Oakland City Councilmembers can serve on the council. Some people have proposed a limit of two four-year terms for Councilmembers. Does this sound like something you would support or oppose?*



# **Oakland's Economy**

# A majority feel that the economy in Oakland has improved in the last year.

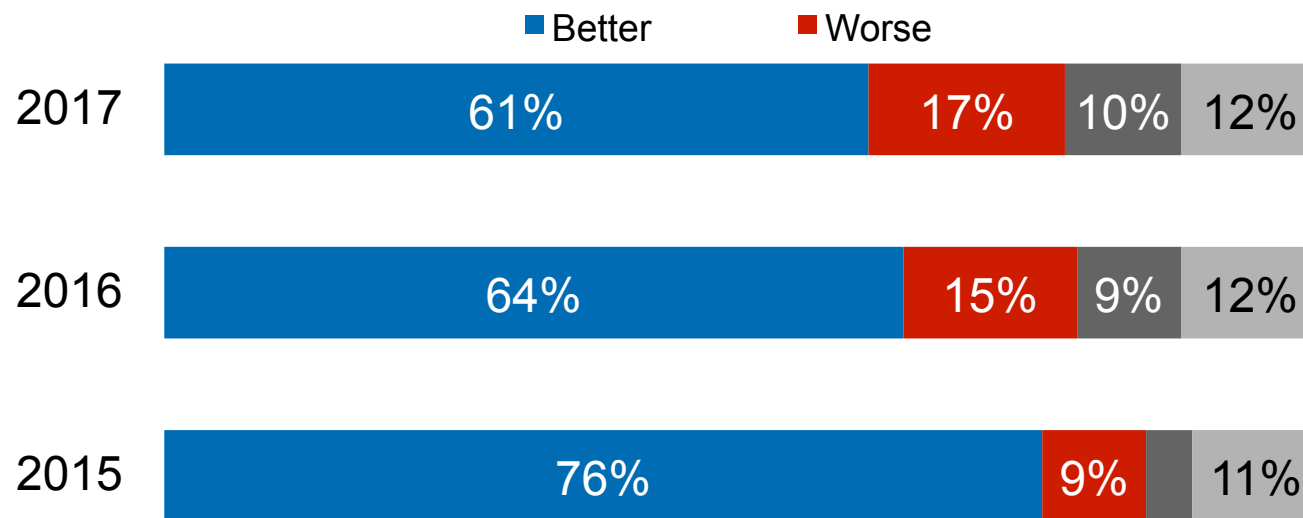
*Thinking about Oakland's economy, would you say Oakland's economy is better than a year or two ago, or would you say it is worse?*



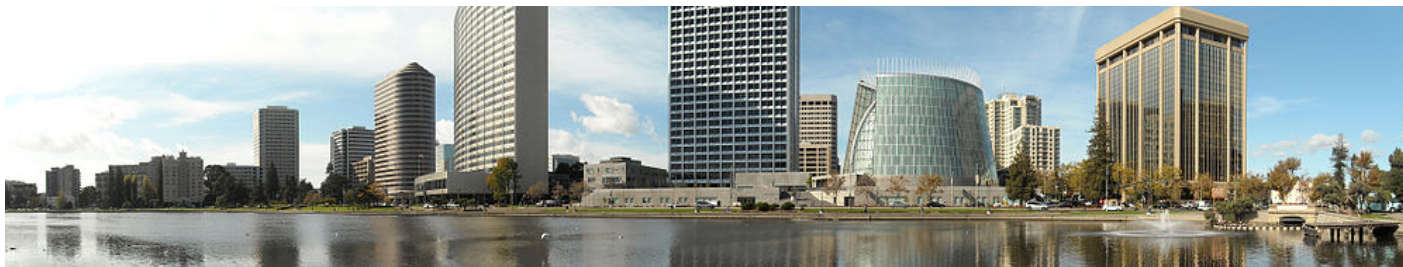
***44% of businesses citywide and 68% of Chamber members feel the economy has improved over the past year.***

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

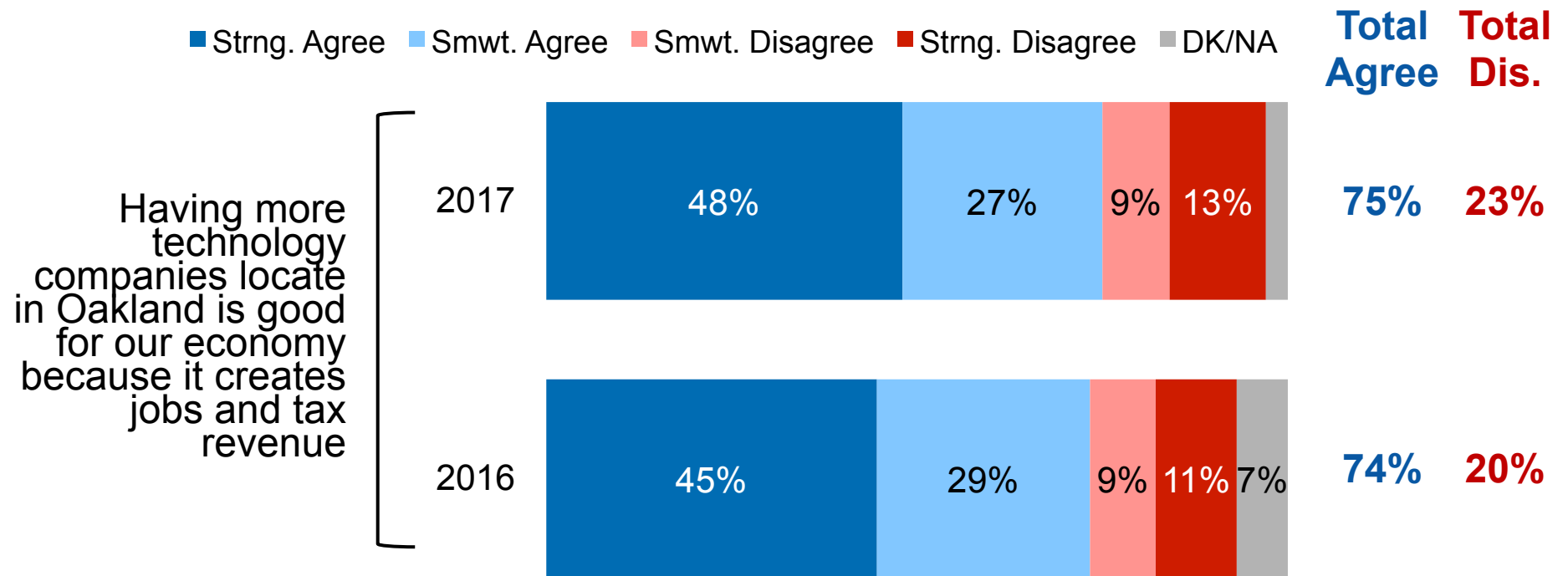
*And do you think Oakland's economy will be better or worse one year from now?*



**40% of businesses citywide and 53% of Chamber members feel the economy will be better a year from now.**



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



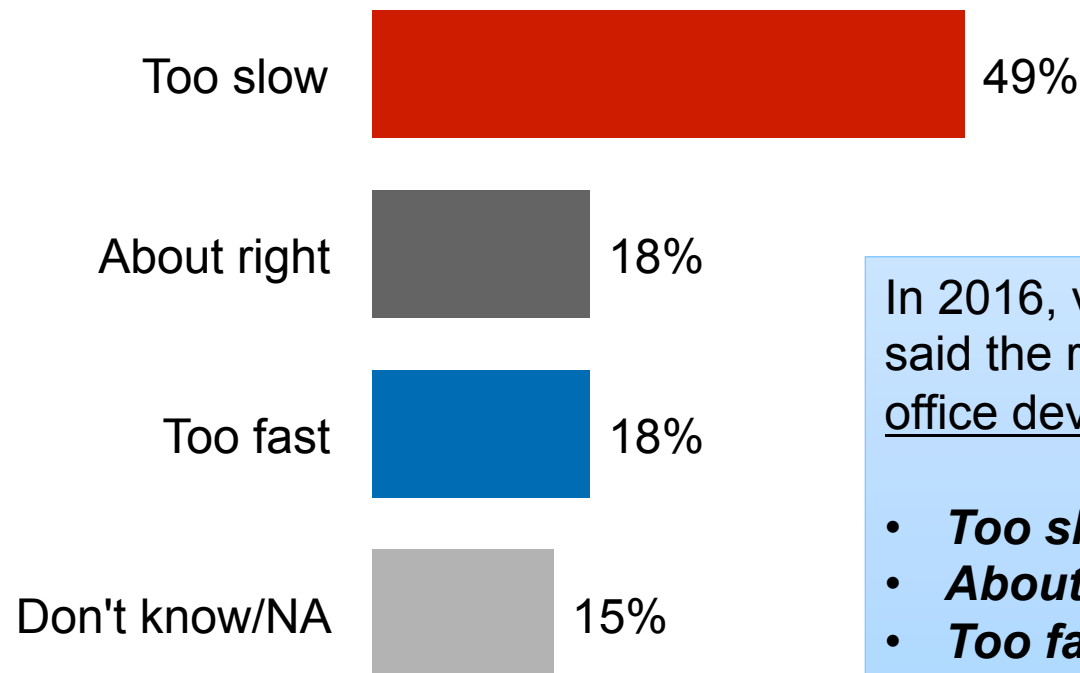
**73% of businesses citywide and 77% of Chamber members feel that having more technology companies locate in Oakland will be good for our economy.**



# **Development and Housing**

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

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

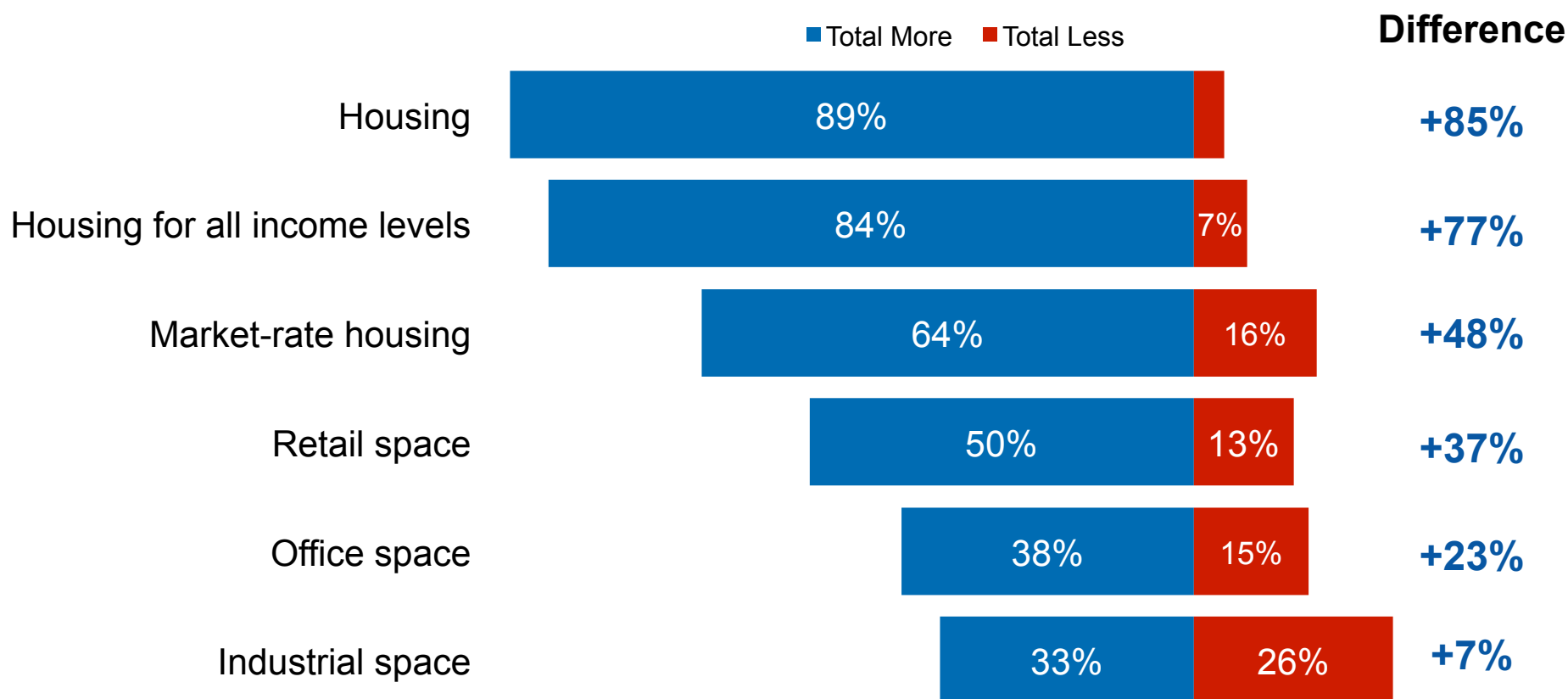


In 2016, voters that that said the rate of housing and office development was:

- ***Too slow*** – 36%
- ***About right*** – 27%
- ***Too fast*** – 26%

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

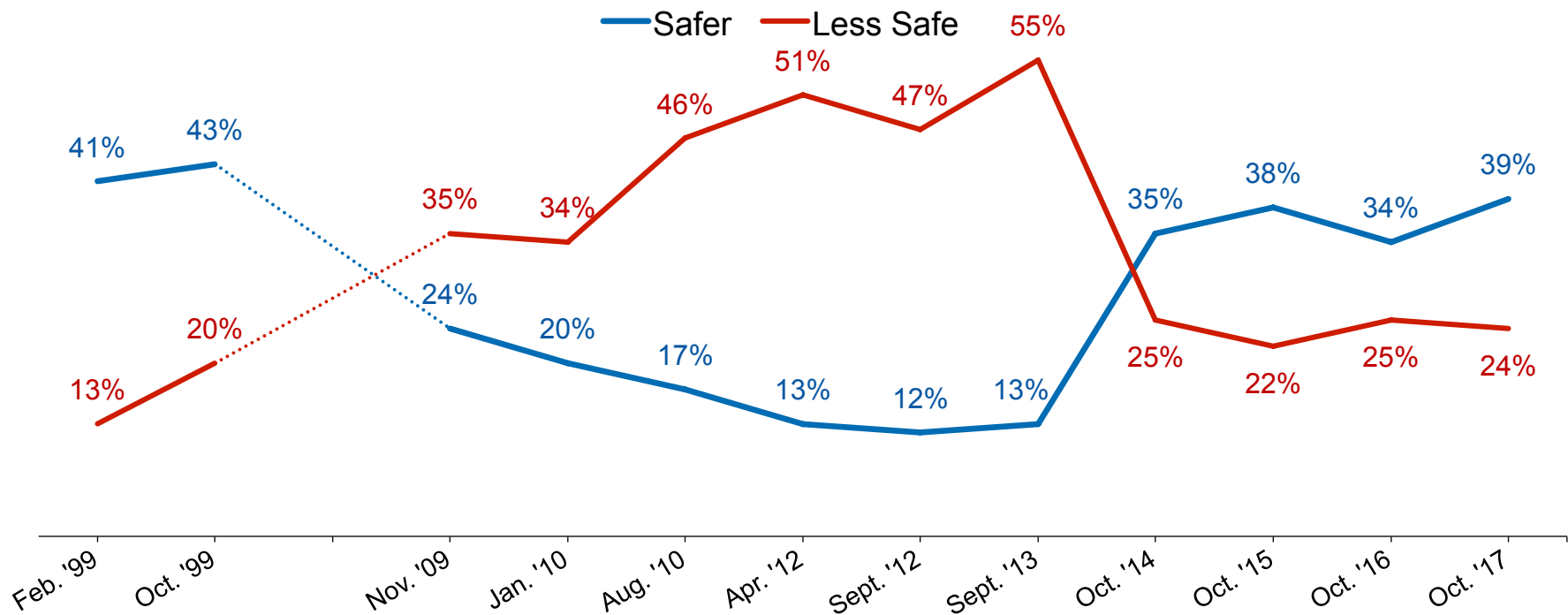
*I am going to read you a list of different types of real estate development that may take place in Oakland. Please tell me whether you think Oakland needs more, has the right amount, or needs less of that type of development.*



# **Public Safety**

# 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?*

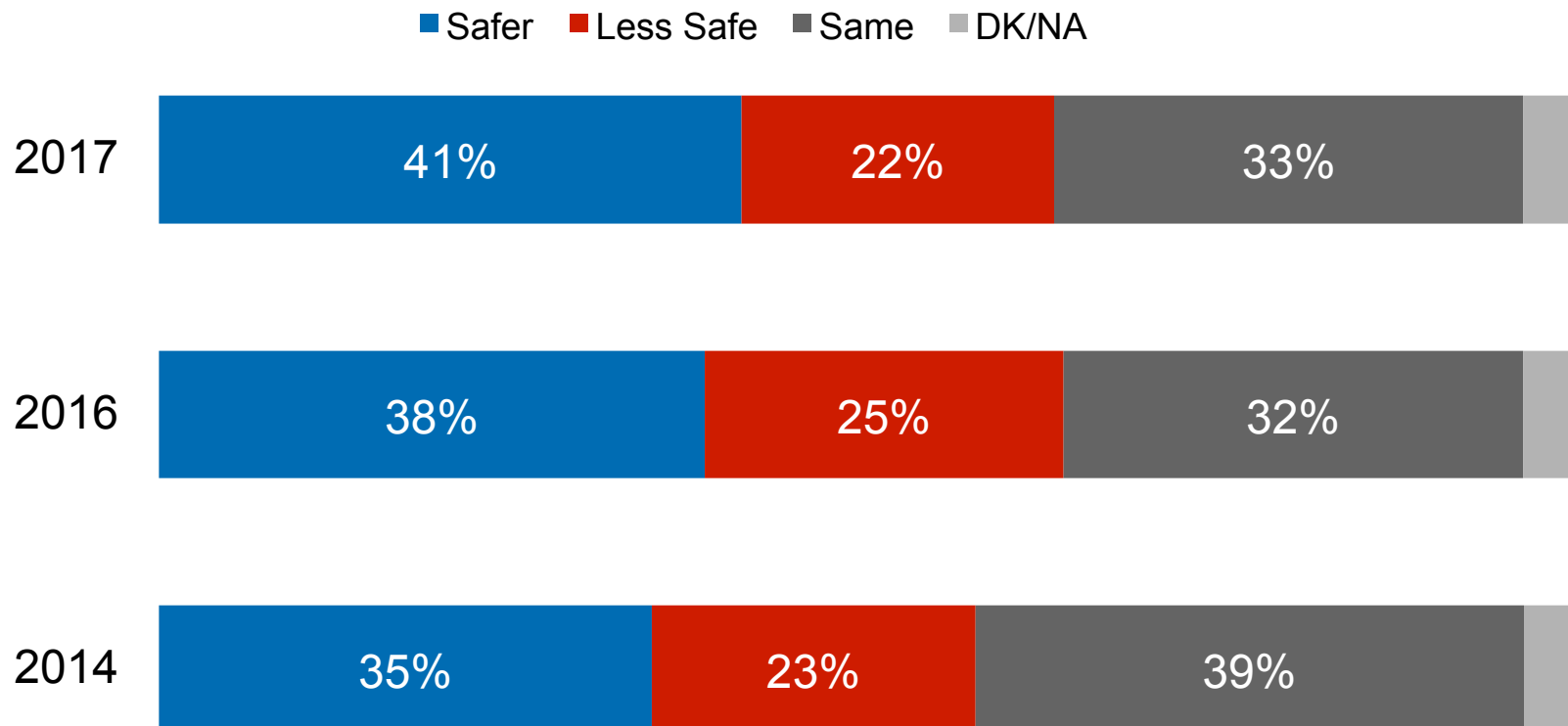


**52% of businesses citywide and 69% of Chamber members feel safer today in Oakland than a year or two ago.**



# Perceptions of neighborhood safety have been slowly but steadily improving.

*Would you say you feel safer today in your neighborhood than you did a year or two ago, or would you say you feel less safe?*

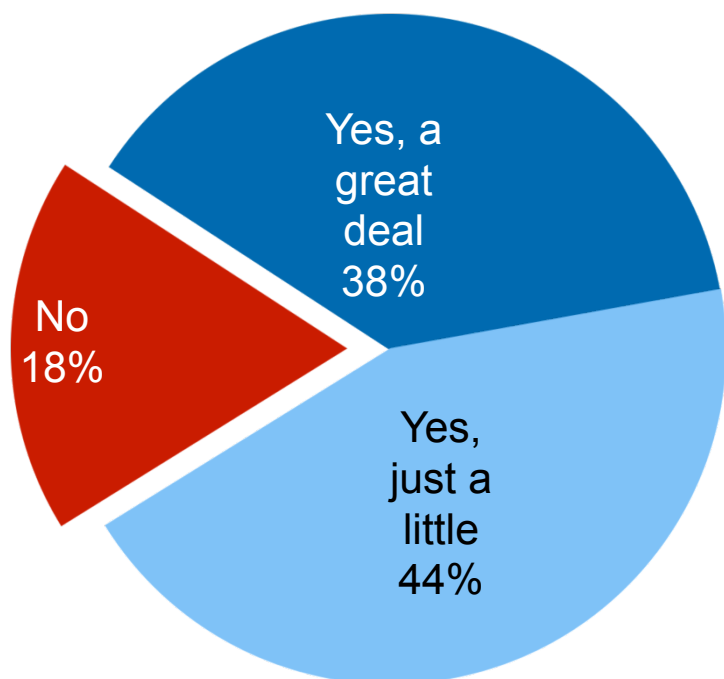


# **Voter Attitudes Toward a Proposed Oakland A's Stadium**

# More than four in five voters have heard about the proposed Oakland A's stadium.

*Have you heard, seen, or read anything recently about the Oakland A's proposal to build a new stadium close to downtown?*

**Total Yes 82%**



Demographic Group	Heard Great Deal	% of Sample
All Voters	38%	100%
Ages 65-74	52%	13%
City Council District 2	51%	15%
Ages 40-49	50%	18%
HH Income \$120,000+	46%	29%
African-Americans	46%	28%
Lived in Oakland 21+ Years	45%	45%
Democratic Men	45%	32%
Ages 65+	45%	24%
Men Ages 50+	45%	23%
City Council District 1	45%	21%
Voters of Color	43%	50%

# Given information about the site, more than three in five offer support.

*The Oakland A's have proposed building this new 100% privately-financed stadium at the Peralta site near Interstate 880; this proposed site is only four blocks away from Lake Merritt BART, and walking distance to downtown and other public transit.*

