



OAKLAND
CHAMBER *of* COMMERCE

Voter Attitudes in the City of Oakland

*Key Findings from a Citywide Voter Survey Conducted
October 7-14, 2018*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

- 502 telephone interviews with voters likely to cast ballots in November 2018 in Oakland
- Interviews conducted October 7-14, 2018
- Interviews on landlines and cell phones
- Margin of sampling error of +/- 4.4% at the 95% confidence interval
- Some percentages may not sum to 100% due to rounding



Business Survey Methodology

- ✓ Presentation includes select questions from a survey conducted among Oakland Chamber members by the Oakland Chamber of Commerce
- ✓ Many questions paralleled those in the voter survey
- ✓ 86 Chamber members responded to the survey



Key Findings

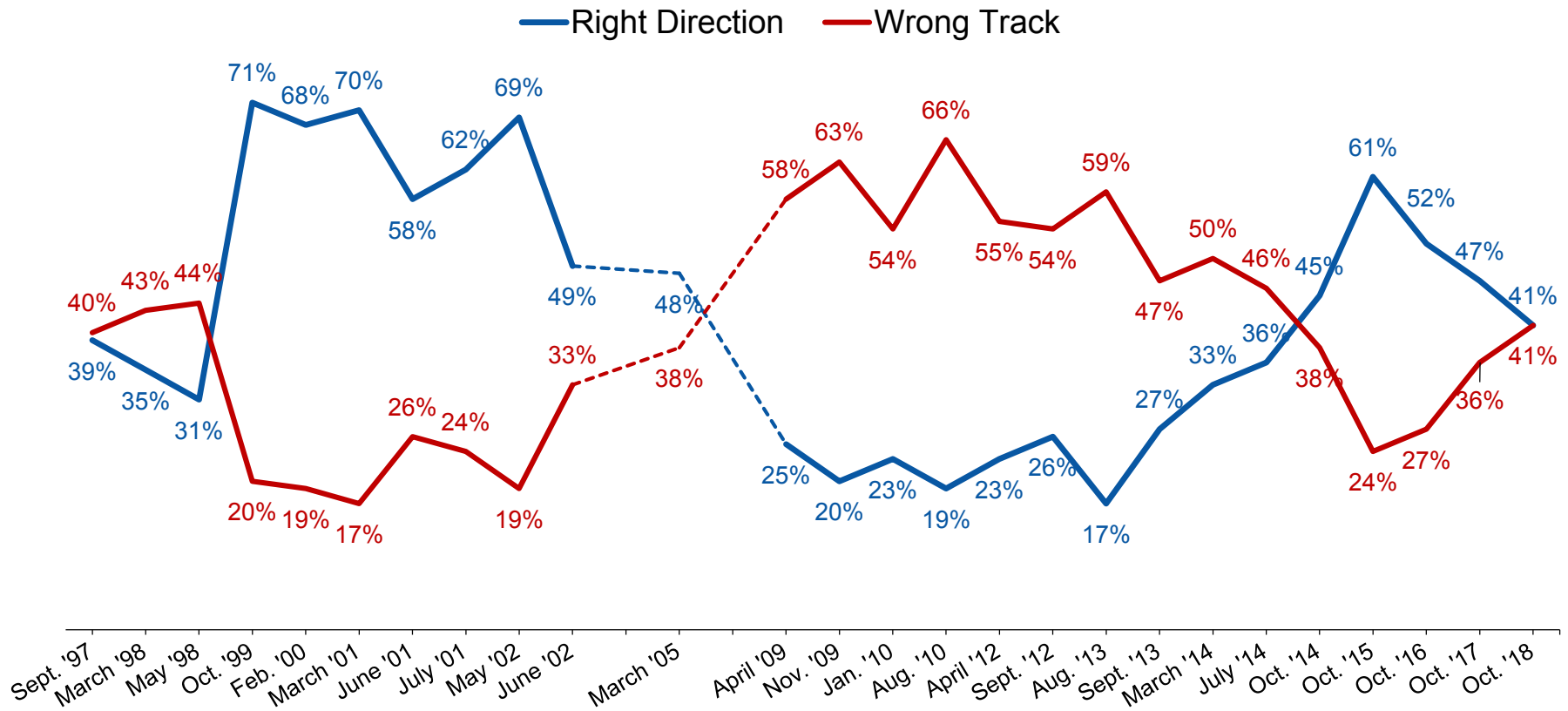
1. Voters' optimism about the direction of the City is declining, but they are positive about the City's economy and use "hopeful" and "optimistic" to describe their feelings toward Oakland.
2. Homelessness and the cost of housing continue to be seen as the top issues facing the City.
3. Voters are broadly supportive of policies that speed up housing development, and believe that increased housing density will help address the housing crisis. Furthermore, the rate of growth and development are not seen as serious problems.
4. A majority views Mayor Schaaf positively and she is likely to win re-election. Voters offer strong approval for Mayor Schaaf's warning to immigrant communities about potential ICE raids.
5. Voters are highly familiar with the proposal for a new A's stadium, and the concept of a new privately-funded stadium receives strong support.



Views on Life in Oakland

Voters are now evenly divided in their perceptions of the City's 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?



Voters continue to view Oakland as diverse, a good community and progressive place.

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

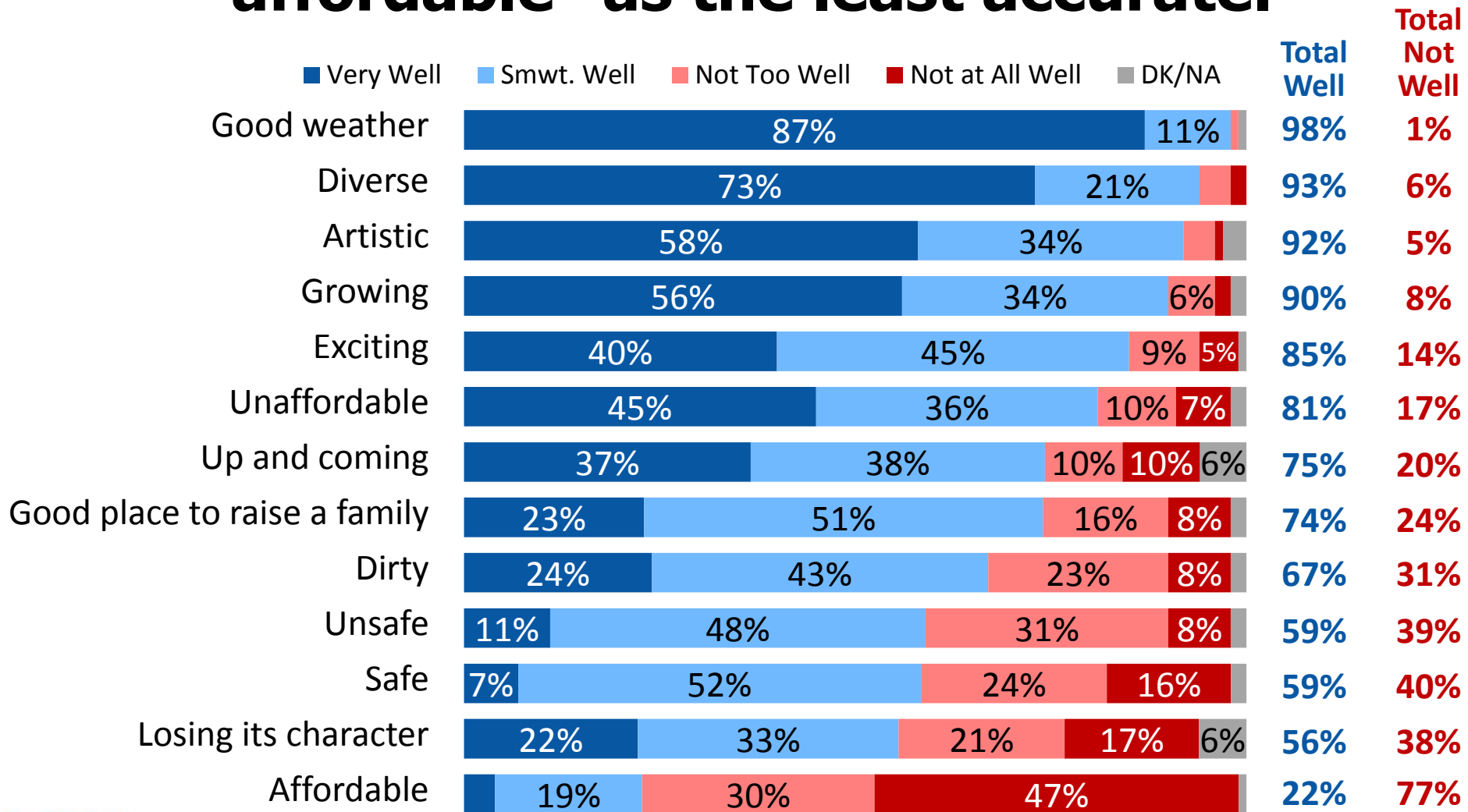
October 2018	%
Diverse/diversity	31%
Good community/beautiful/good weather	25%
Progressive/progressing/potential	16%
Safety issues/crime	13%
Good area/people	10%
Growing population/development/gentrification	8%
Public service funding (parks, transportation, schools, etc)	7%
Homelessness	7%
Political/politicians	6%
Expensive	6%
General positive	3%
More housing/housing too expensive	3%
High taxes/expensive	2%
Needs improvement/could be better	2%
Generally disapprove	1%

The words voters used most often to describe Oakland are...



Size of words reflects frequency with which respondents used them; variations in color are just for ease of reading.

"Good weather," "diverse," "artistic," and "growing" are seen as the best descriptors; "affordable" as the least accurate.



Q9. 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.

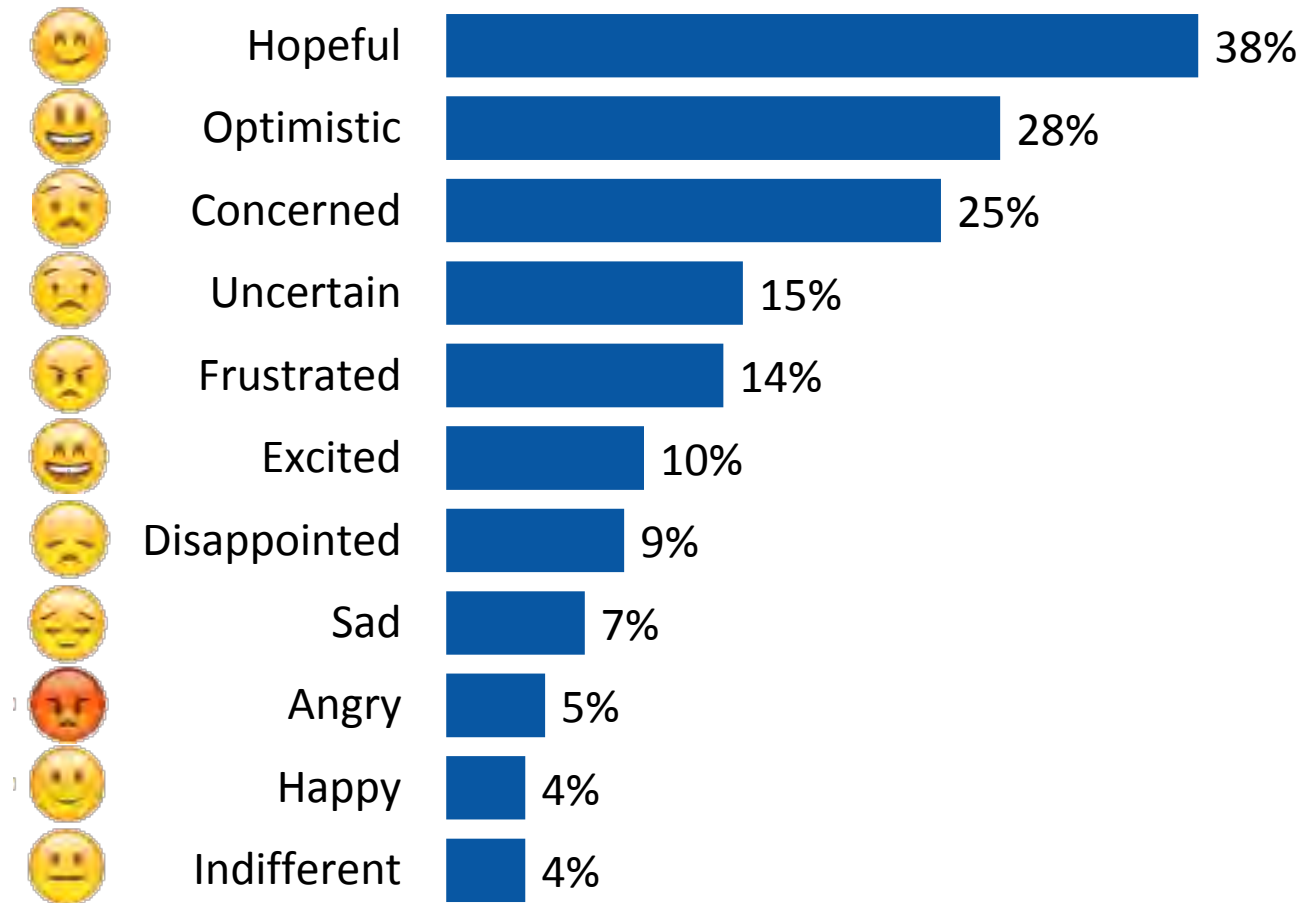
Basic perceptions of the city haven't changed since 2017.

(Total Saying Each Phrase Describes Oakland Well)

Phrases	October 2017	October 2018	Difference
Good weather	98%	98%	0%
Diverse	95%	93%	-2%
Artistic	90%	92%	+2%
Growing	86%	90%	+4%
Exciting	82%	85%	+3%
Unaffordable	83%	81%	-2%
Up and coming	74%	75%	+1%
Good place to raise a family	74%	74%	0%
Dirty	71%	67%	-4%
Unsafe	62%	59%	-3%
Safe	54%	59%	+5%
Losing its character	54%	56%	+2%
Affordable	24%	22%	-2%

Voters feel hopeful, optimistic, and concerned about the future of Oakland.

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.



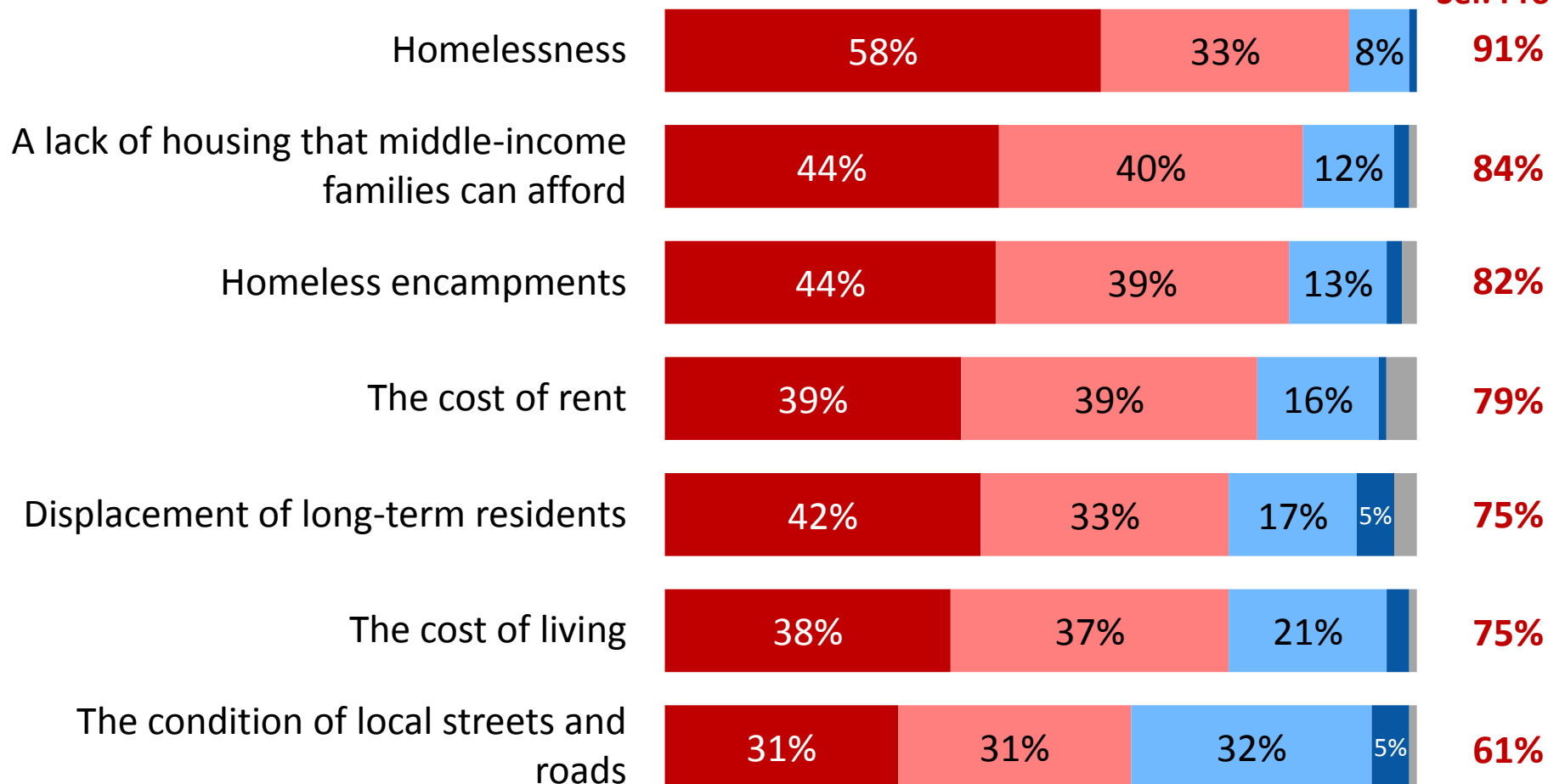
Voters' emotions about the City are consistent with recent years.



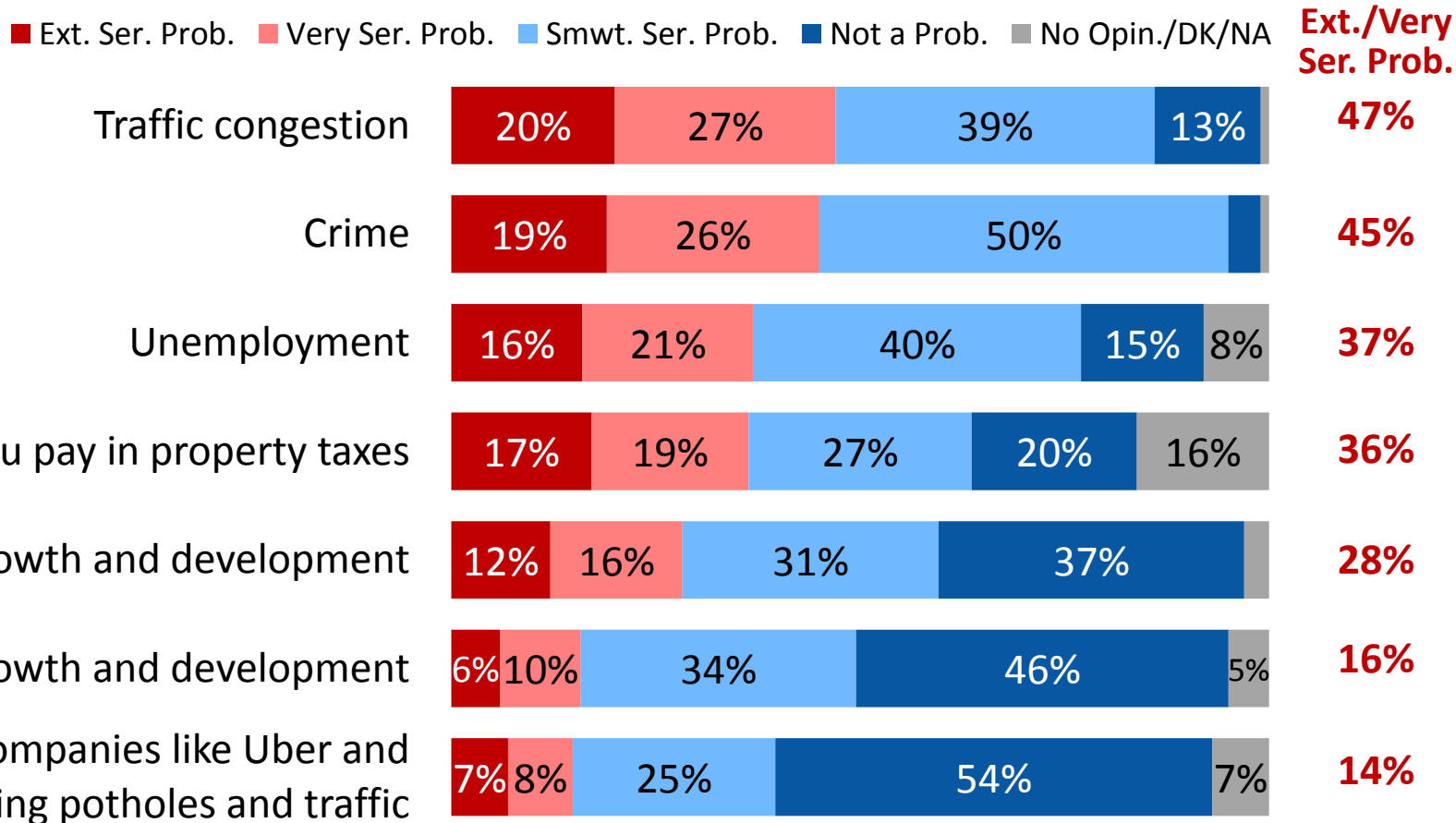
Feelings/Emotions	2016	2017	2018
Hopeful	38%	43%	38%
Optimistic	26%	33%	28%
Concerned	20%	25%	25%
Uncertain	10%	15%	15%
Frustrated	9%	14%	14%
Excited	10%	10%	10%
Disappointed	4%	9%	9%
Sad	6%	4%	7%
Angry	6%	2%	5%
Happy	10%	6%	4%
Indifferent	4%	1%	4%

Homelessness, the lack of housing, and encampments are seen as the biggest problems facing Oakland.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not a Prob. ■ No Opin./DK/NA **Ext./Very Ser. Prob.**



The rate of growth and development and the impact of ride-hailing companies are seen as the least serious problems.



47% of Oakland voters ride Uber/Lyft at least a few times a month

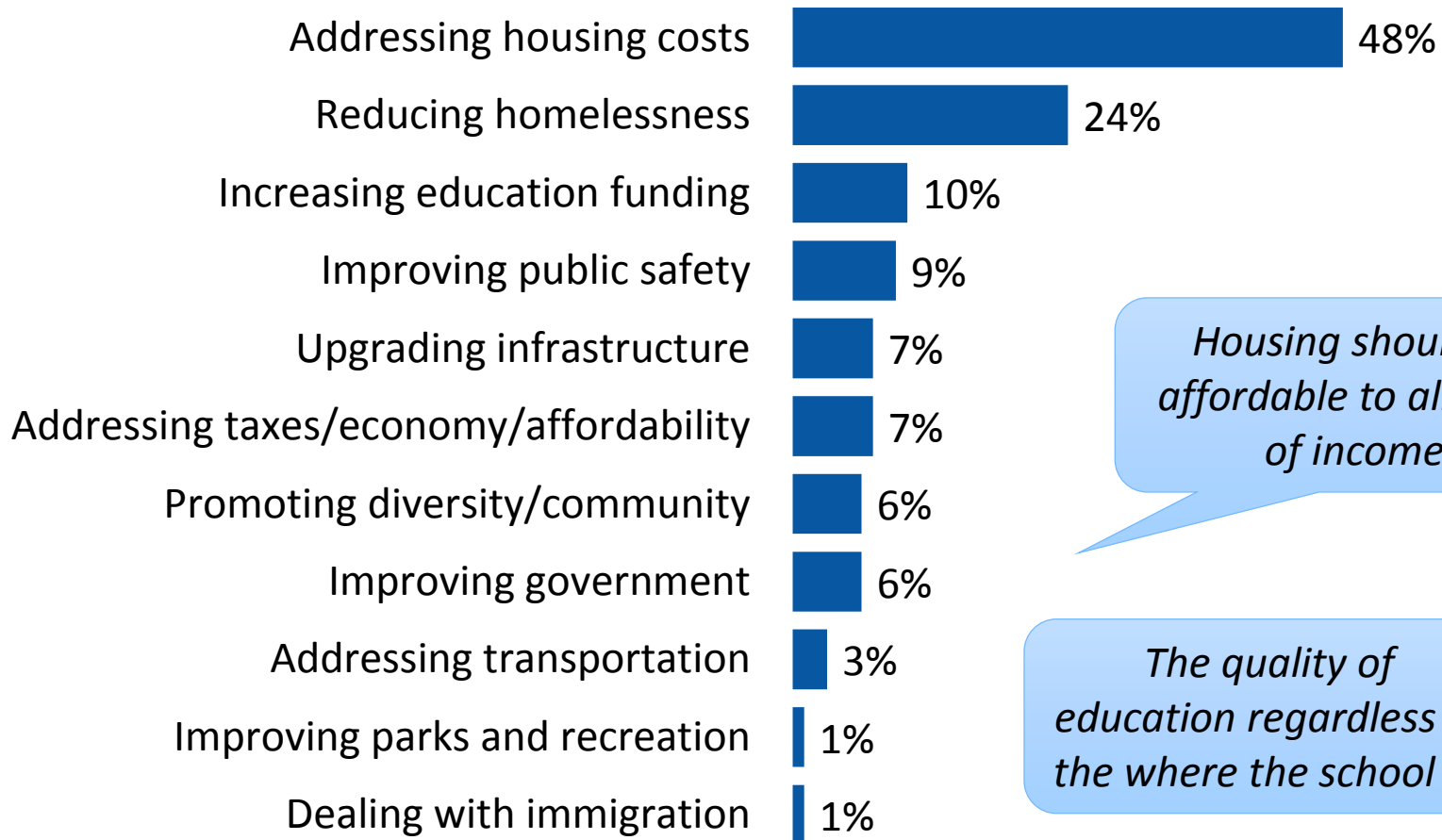
Homelessness and cost of housing have remained the top issues in the City since 2017.

(Extremely/Very Serious Problem)

Problems	October 2017	October 2018	Difference
Homelessness	92%	91%	-1%
A lack of housing that middle-income families can afford	77%	84%	+7%
The cost of rent	76%	79%	+3%
Displacement of long-term residents	67%	75%	+8%
The cost of living	65%	75%	+10%
The condition of local streets and roads	57%	61%	+4%
Traffic congestion	39%	47%	+8%
Crime	45%	45%	0%
Unemployment	41%	37%	-4%
The amount you pay in property taxes	33%	36%	+3%
Too much growth and development	18%	28%	+10%

Voters see addressing the cost of housing and reducing homelessness as the most important steps to improving the quality of life.

In a few words of your own, what is the single most important thing that you think should be done to improve the quality of life for people who live in Oakland?



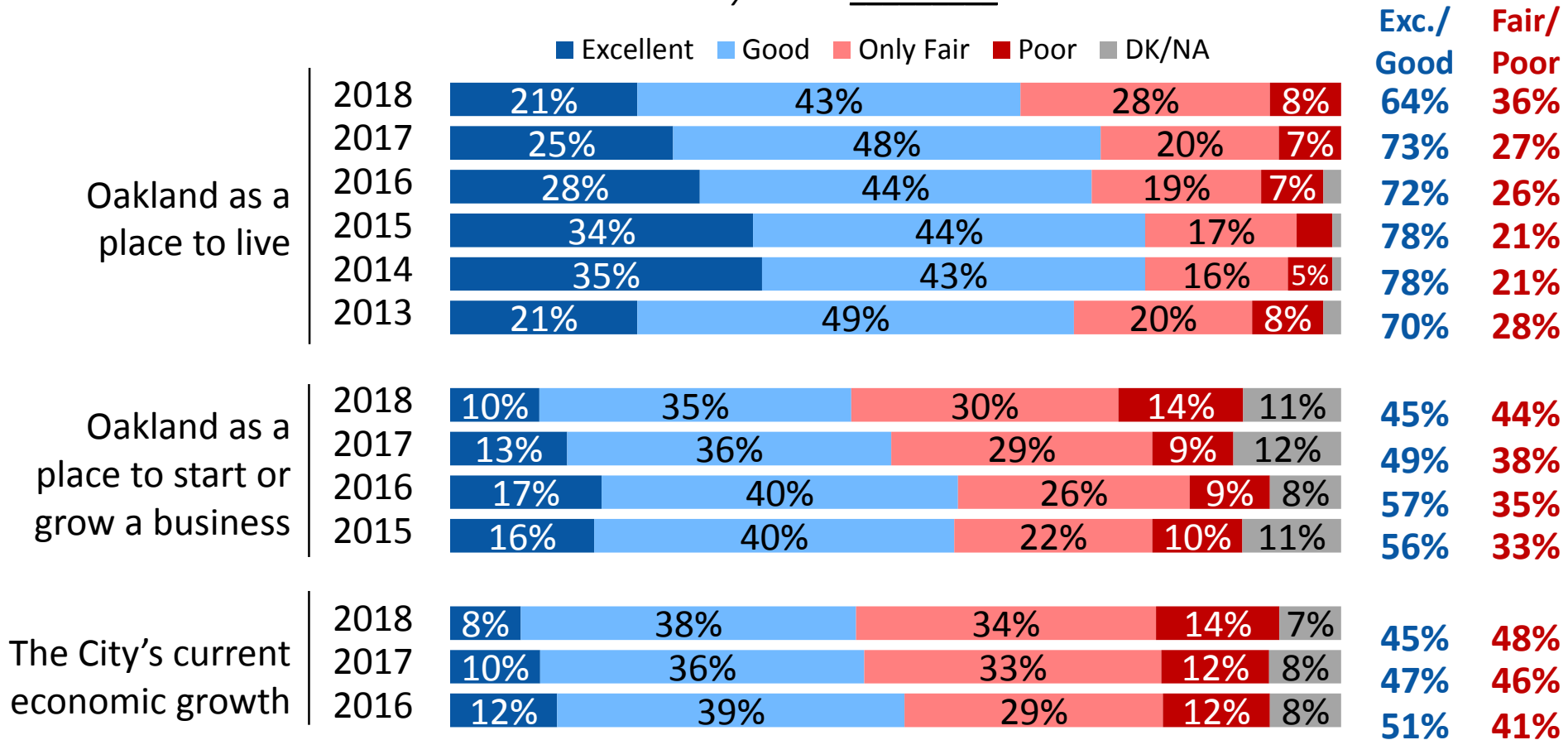
Housing should be affordable to all levels of income.

The quality of education regardless of the where the school is.

Voters continue to rate Oakland highly as a place to live, but are divided in their views of it as a place to do business.

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

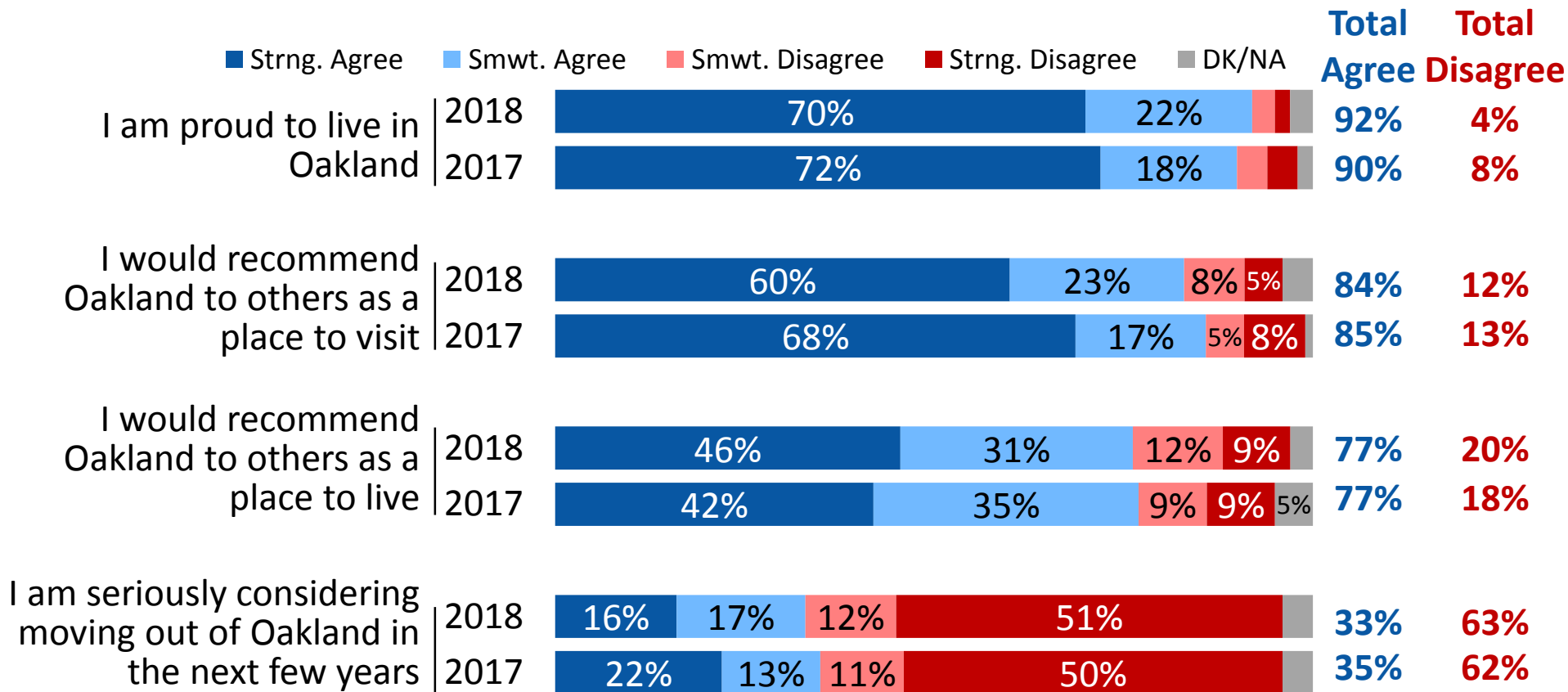
■ Excellent ■ Good ■ Only Fair ■ Poor ■ DK/NA



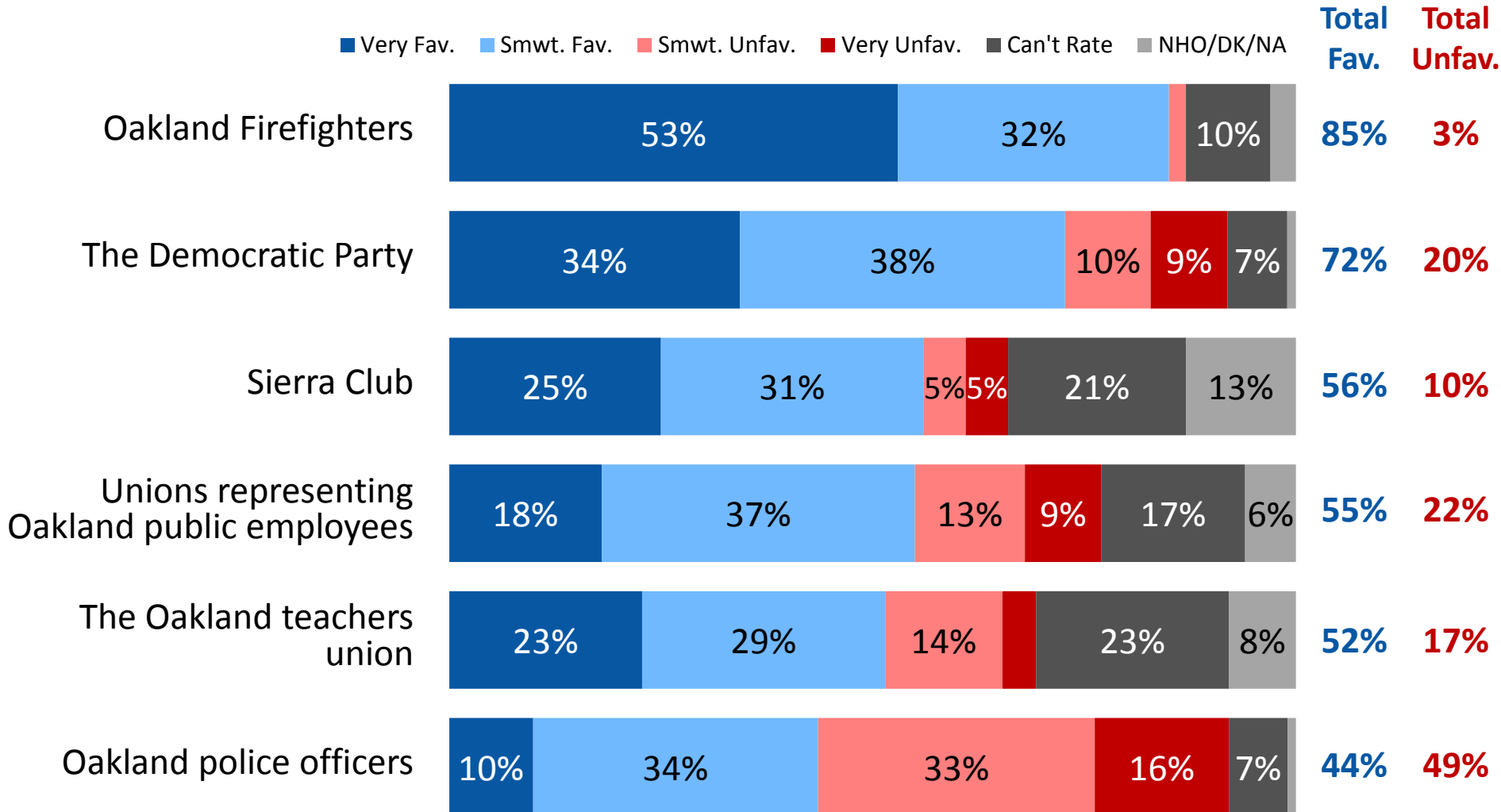
Two-thirds of Chamber members rate Oakland as an “excellent” or “good” place to do business and 82% rate the City’s economic growth positively.

Nine in ten say they are proud to live in Oakland, and more than three-quarters recommend it as a place to live and visit.

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.



Voters view firefighters and the Democratic Party very favorably.



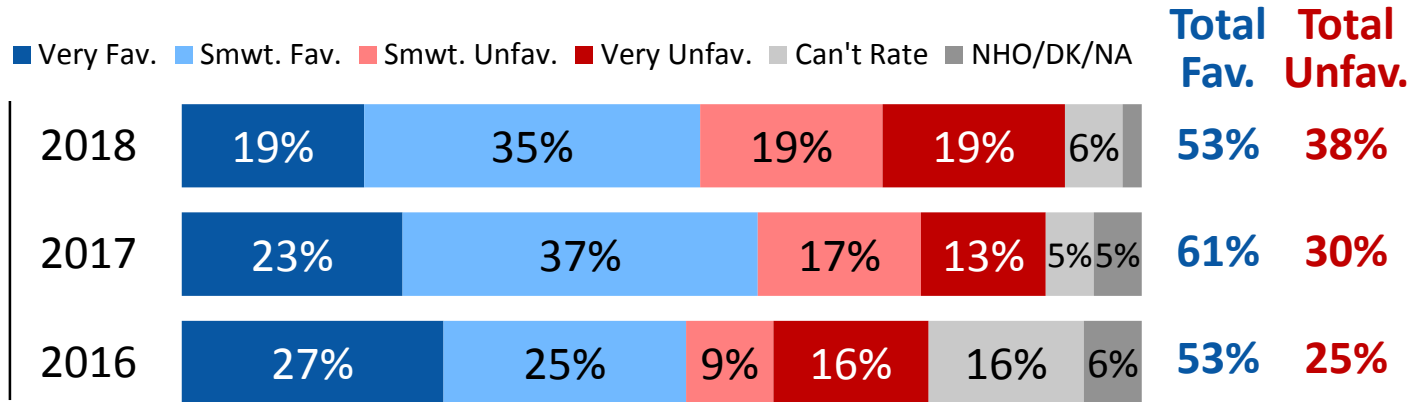
Attitudes Toward City Government

A majority views the Mayor favorably.

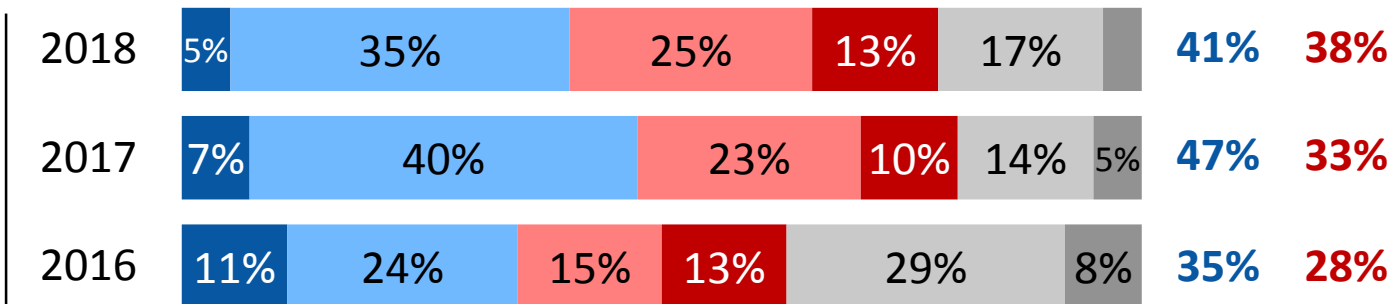
I'm going to read you a list of people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of that person or organization. If you have never heard of one, please say so.



Mayor
Libby Schaaf





The Oakland
City Council



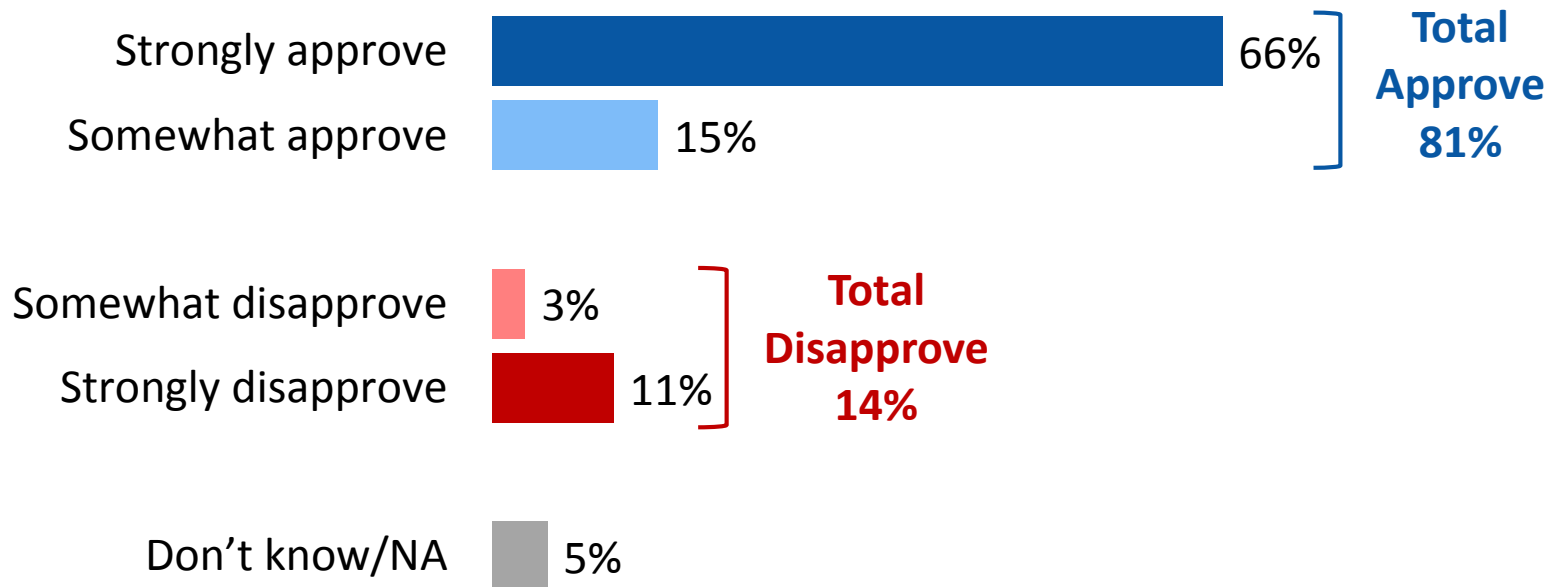
Majorities of Chamber members continue to view the Mayor and City Council favorably.

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.

	2017		2018	
	Total Favorable	Total Unfavorable	Total Favorable	Total Unfavorable
Mayor 	77%	20%	71%	25%
City Council 	57%	32%	54%	42%

Two-thirds strongly approve of the Mayor's warning to immigrant communities regarding possible ICE raids.

In February, Mayor Schaaf issued a warning for immigrant communities in Oakland to let them know about impending raids by the Immigration and Customs Enforcement agency, often known as ICE. She was heavily criticized by President Trump and his Administration for issuing this warning. In response to their criticisms, Mayor Schaaf insisted that she had done what was necessary to protect her city. Do you approve or disapprove of how Mayor Schaaf handled this situation?



Approval of the Mayor's action cuts across lines of geography, ideology, and ethnicity.

Demographic Groups	Total Approve	Total Disapprove
City Council District		
1 - Kalb	76%	18%
2 - Guillen	84%	9%
3 - Gibson McElhaney	85%	9%
4 - Campbell Washington	80%	14%
5 - Gallo	98%	0%
6 - Brooks	81%	18%
7 - Reid	65%	26%
Ideology		
Progressive	91%	6%
Liberal	92%	4%
Moderate	67%	26%
Conservative	44%	49%
Ethnicity		
Latinos	85%	12%
African-Americans	77%	15%
Whites	82%	16%
Asians/Pacific Islanders	96%	0%
All Voters of Color	82%	12%

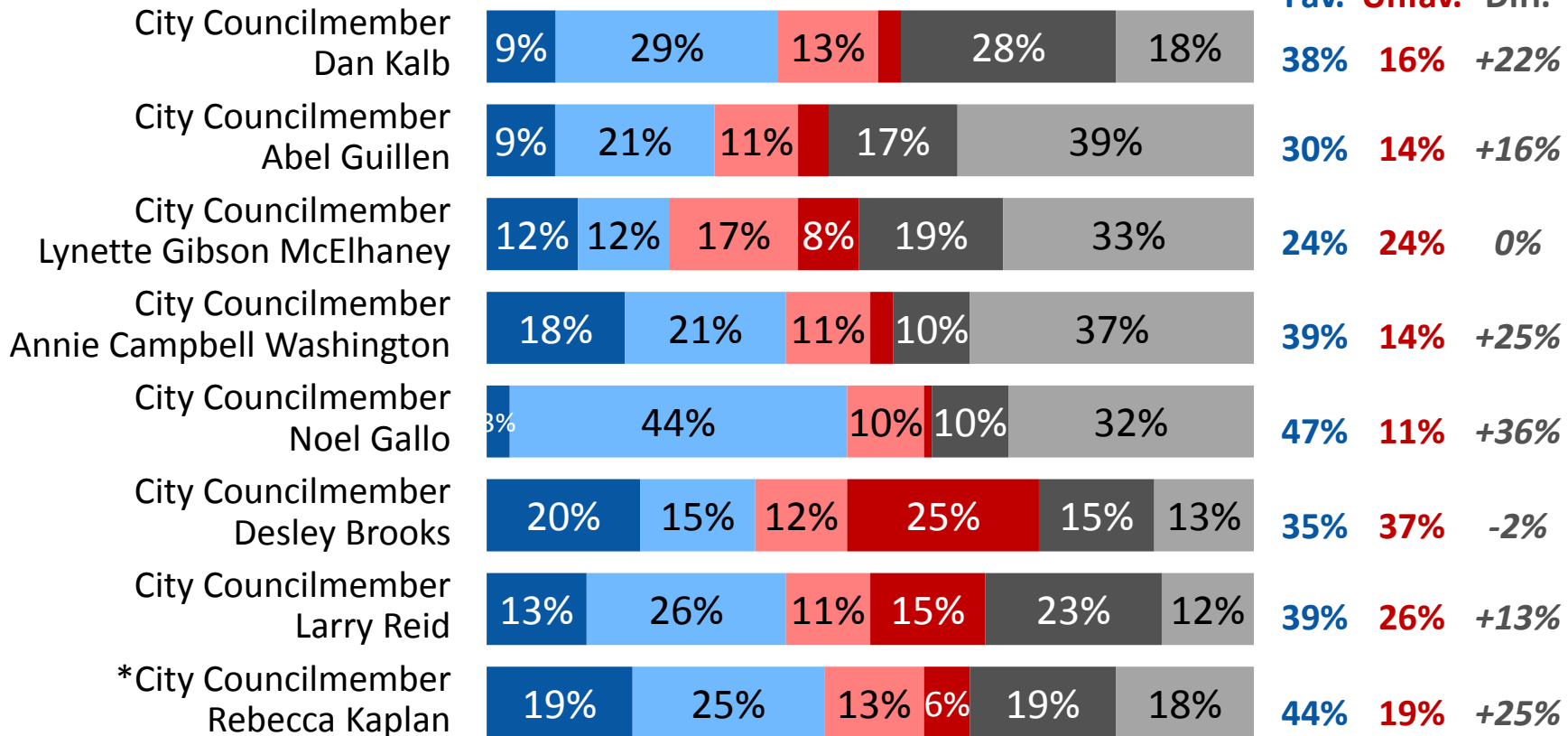
Most councilmembers benefit from a positive favorability margin.

(Asked Only in the District Served)



■ Very Fav. ■ Smwt. Fav. ■ Smwt. Unfav. ■ Very Unfav. ■ Can't Rate ■ NHO/DK/NA

Total Fav. **Total Unfav.** **Diff.**

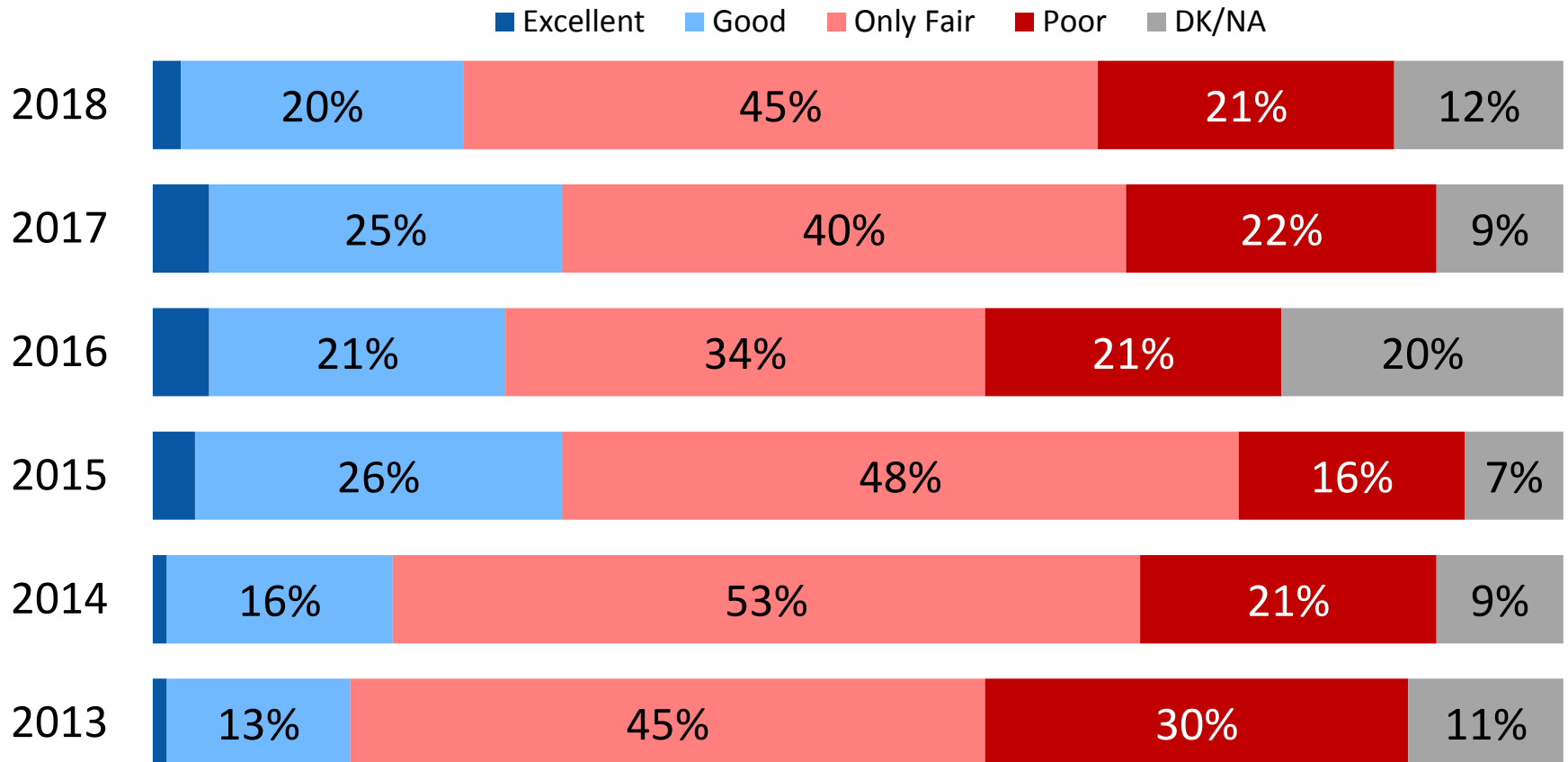


The margin of favorability has decreased most dramatically for Brooks.

Demographic Groups	2017	2018
City Council District	Favorable – Unfavorable Margin	
1 - Kalb	+41%	+22%
2 - Guillen	+22%	+16%
3 - Gibson McElhaney	+6%	0%
4 - Campbell Washington	+32%	+25%
5 - Gallo	+25%	+36%
6 - Brooks	+24%	-2%
7 - Reid	+30%	+13%
Kaplan	+38%	+25%

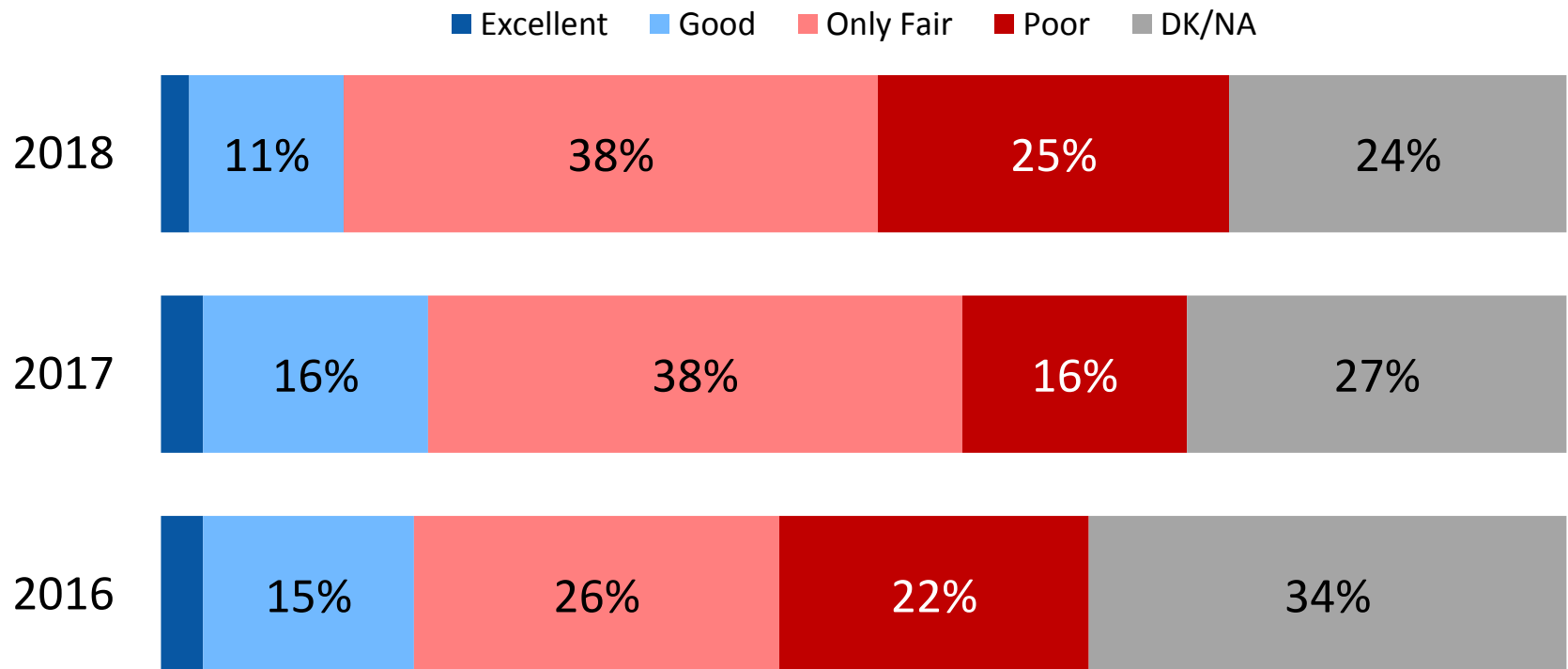
Views of the Council's performance have become more mixed.

*Using a scale of excellent, good, only fair, or poor, how would you rate
The overall job the Oakland City Council is doing?*



Voters have increasingly negative views of the Council's ability to work together.

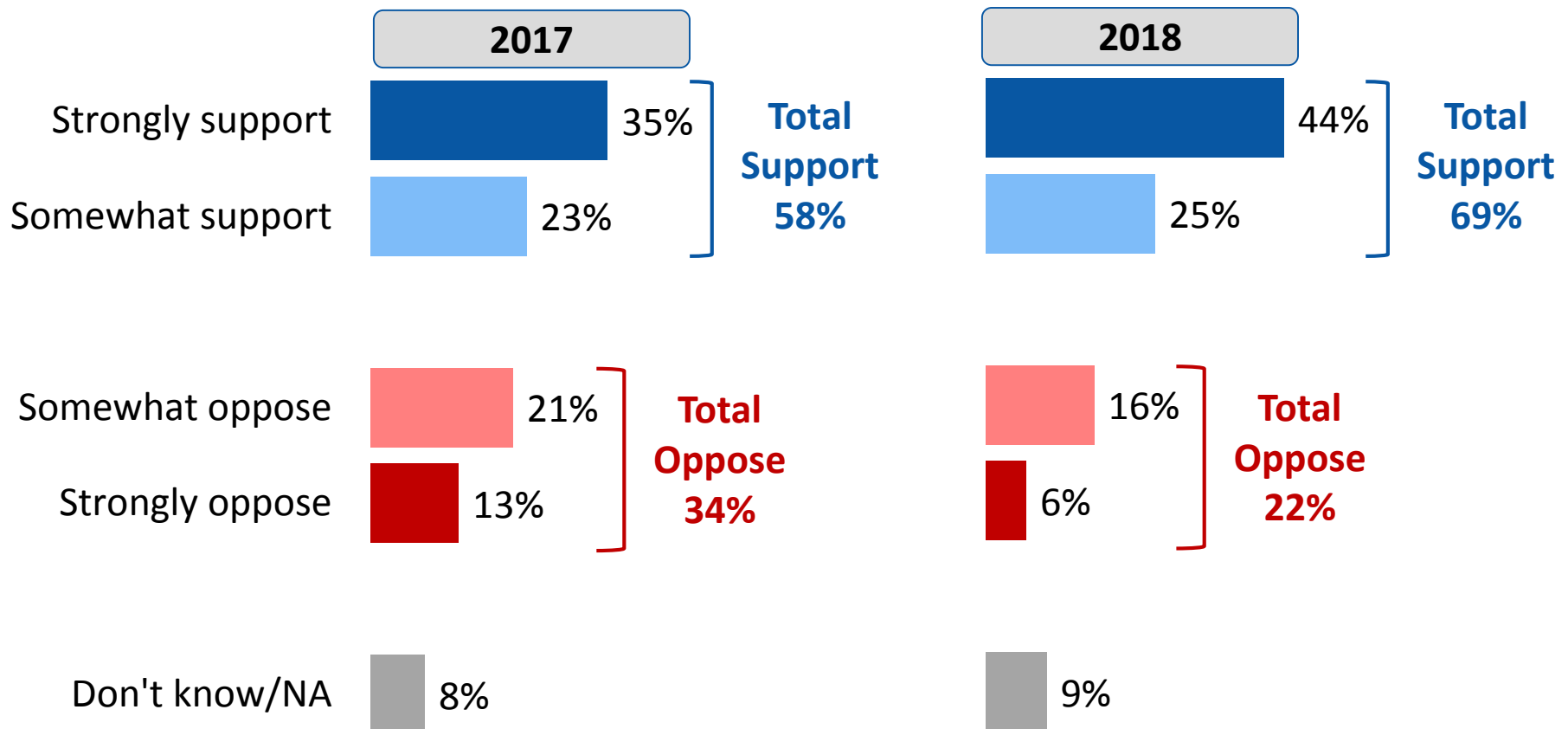
Using a scale of excellent, good, only fair, or poor, how would you rate City councilmembers' ability to work productively with one another?



Moderates, independents, African-Americans, voters ages 50-64 and those living in District 6 are among the most likely to rate the Council's ability to work together "poor."

More than two-thirds of voters now support term limits for councilmembers.

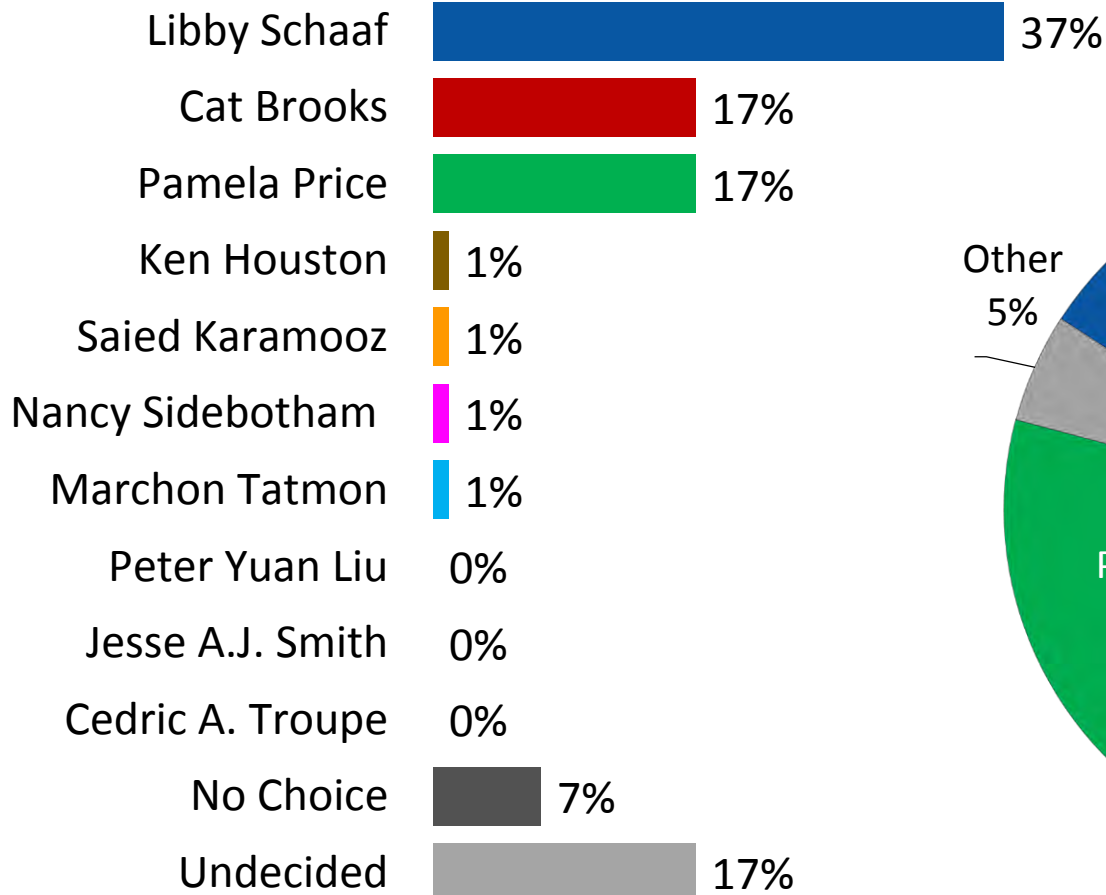
There are currently no limits on the number of four-year terms Oakland City Councilmembers can serve on the council. Some people have proposed a limit of two four-year terms for Councilmembers. Does this sound like something you would support or oppose?



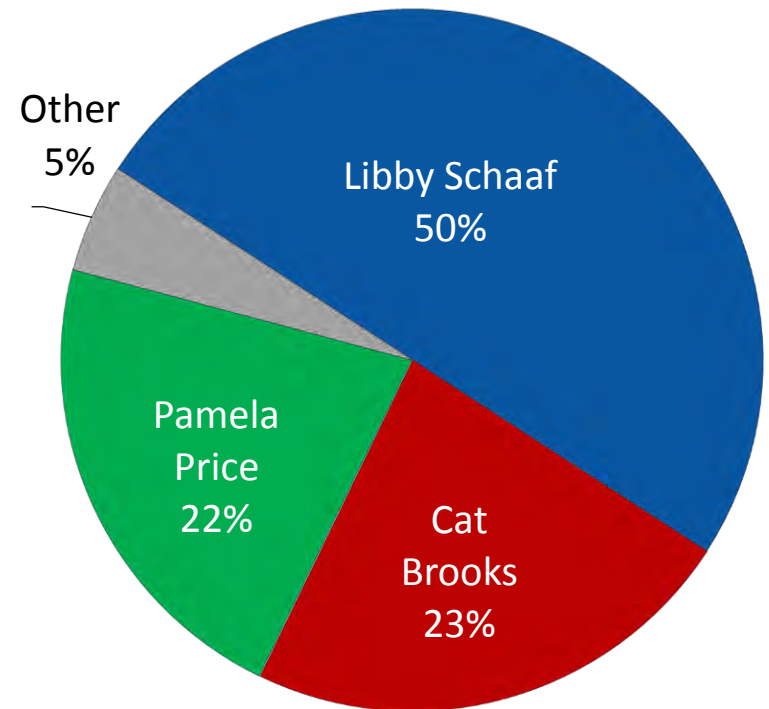
The Oakland Mayoral Election

Libby Schaaf is leading the race for Mayor.

If the election for Mayor were held today, who would be your first choice for Mayor if the candidates were...



**Omitting
Undecideds**



The race is closer among progressives than among liberals.

(First Choice)

Candidate	All Voters	Progressive	Liberal	Moderate	Cons.
Libby Schaaf	38%	31%	47%	38%	33%
Cat Brooks	17%	26%	13%	10%	6%
Pamela Price	16%	19%	14%	17%	14%
Other	4%	4%	3%	9%	6%
No choice	7%	6%	8%	10%	7%
Undecided/DK/NA	17%	15%	14%	18%	33%

Mayor Schaaf leads among all ethnic groups, but African-American voters are divided between her and Pamela Price.

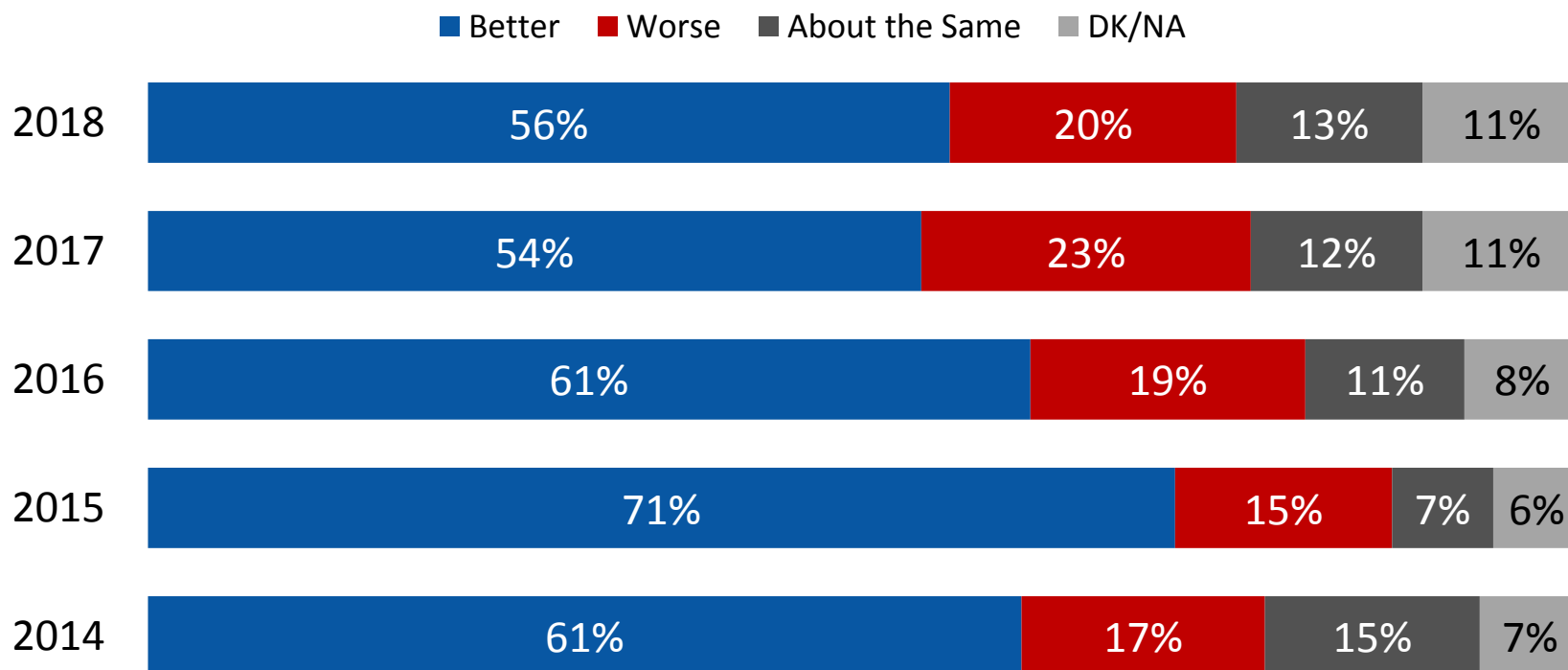
(First Choice)

Candidate	All Voters	Latinos	African-Americans	Whites	Asians/ Pacific Islanders	All Voters of Color
Libby Schaaf	38%	43%	29%	45%	37%	32%
Cat Brooks	17%	23%	15%	16%	17%	18%
Pamela Price	16%	11%	25%	10%	21%	21%
Other	4%	3%	6%	3%	0%	5%
No choice	7%	1%	9%	6%	9%	7%
Undecided/DK/NA	17%	18%	16%	18%	16%	17%

Exploring Views on Major Local Issues

A majority says the economy has improved in the last few years.

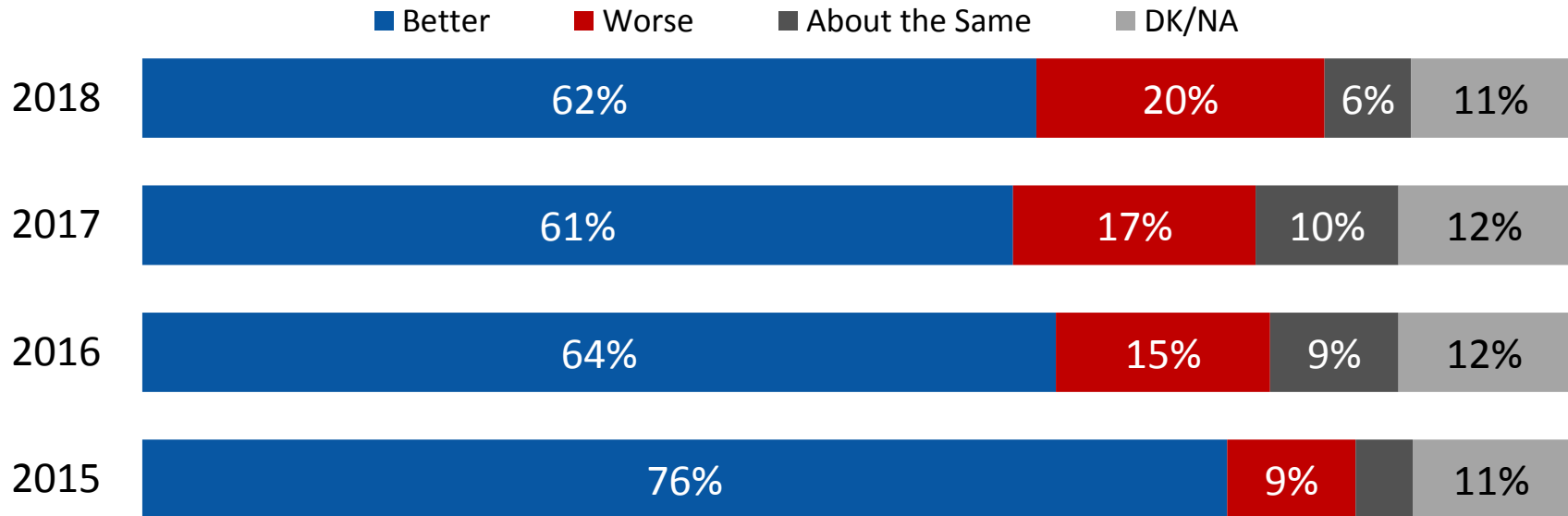
Thinking about Oakland's economy, would you say Oakland's economy is better than a year or two ago, or would you say it is worse?



New residents, high-income voters, and Democratic men are most optimistic about the City's economy.

Three in five say the economy will improve in the next year.

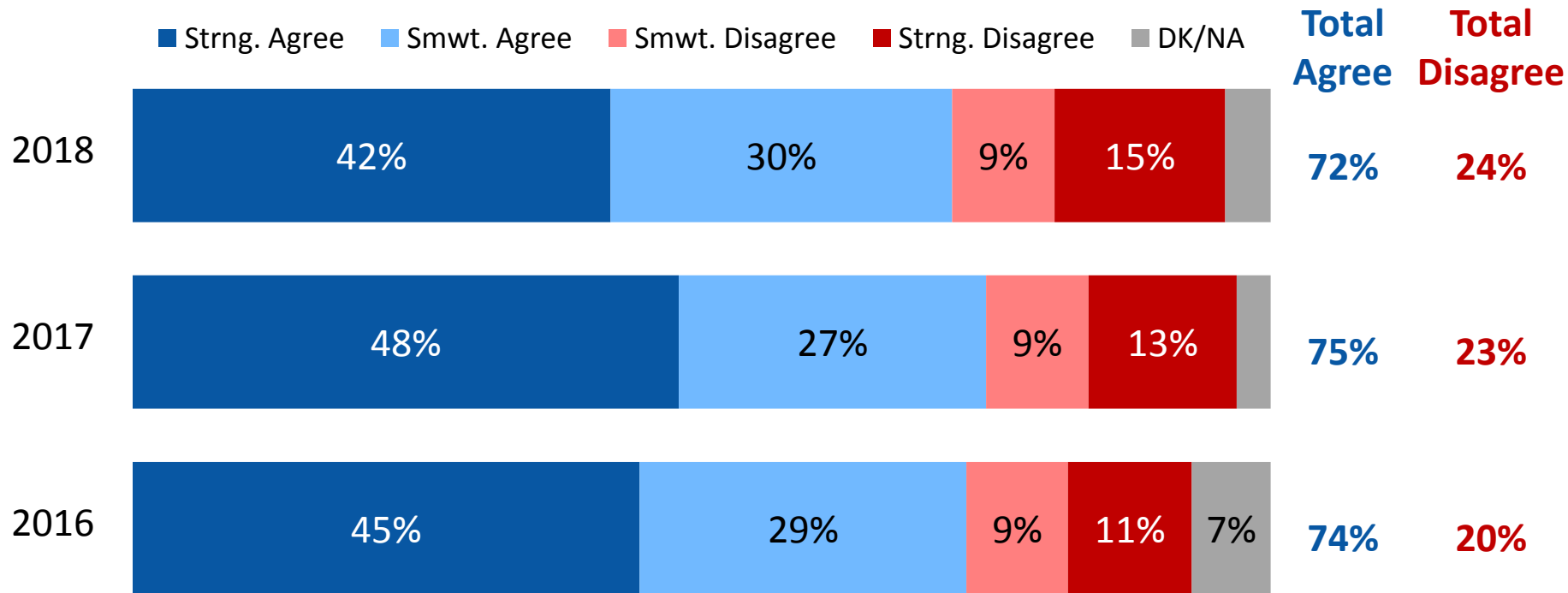
Do you think Oakland's economy will be better or worse one year from now?



*56% of Chamber businesses say the economy will improve.
33% say it will stay the same.*

Three-quarters continue to agree that having more technology companies is positive for the economy.

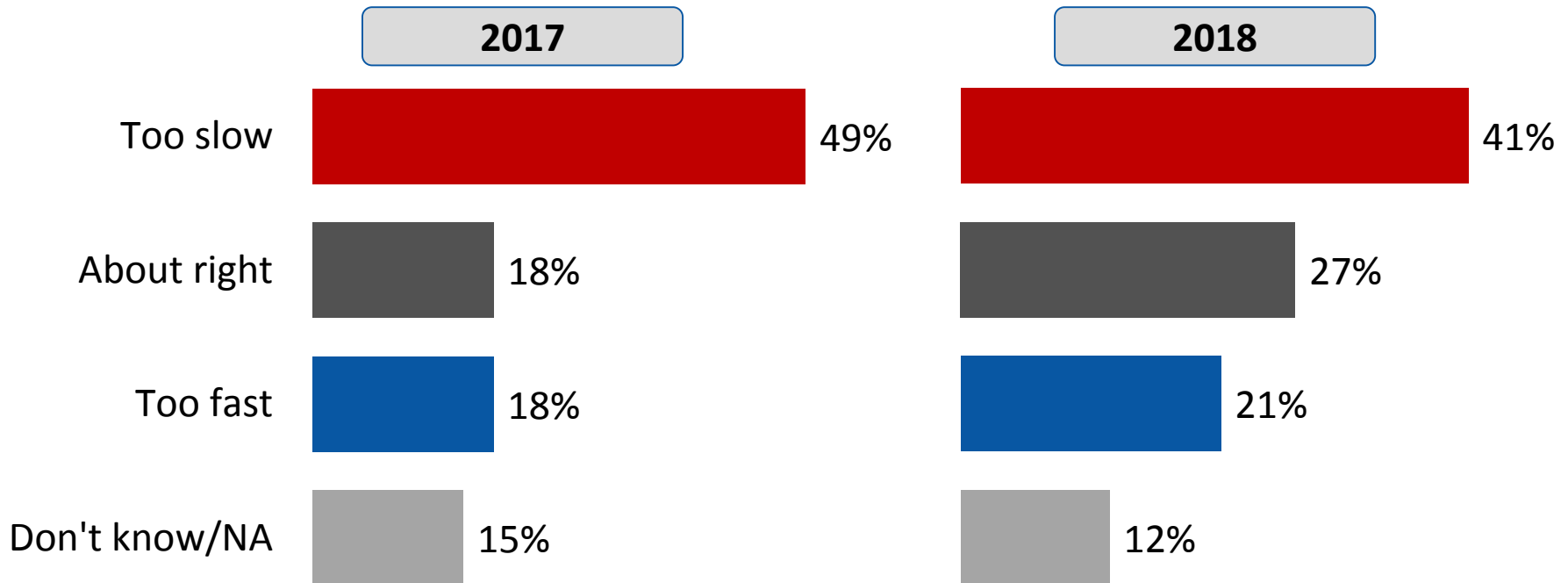
"Having more technology companies locate in Oakland is good for our economy because it creates jobs and tax revenue."



A majority of voters of all ethnicities, ideologies, and income levels agree that tech companies are good for the economy.

A plurality think the rate of development of housing is too slow.

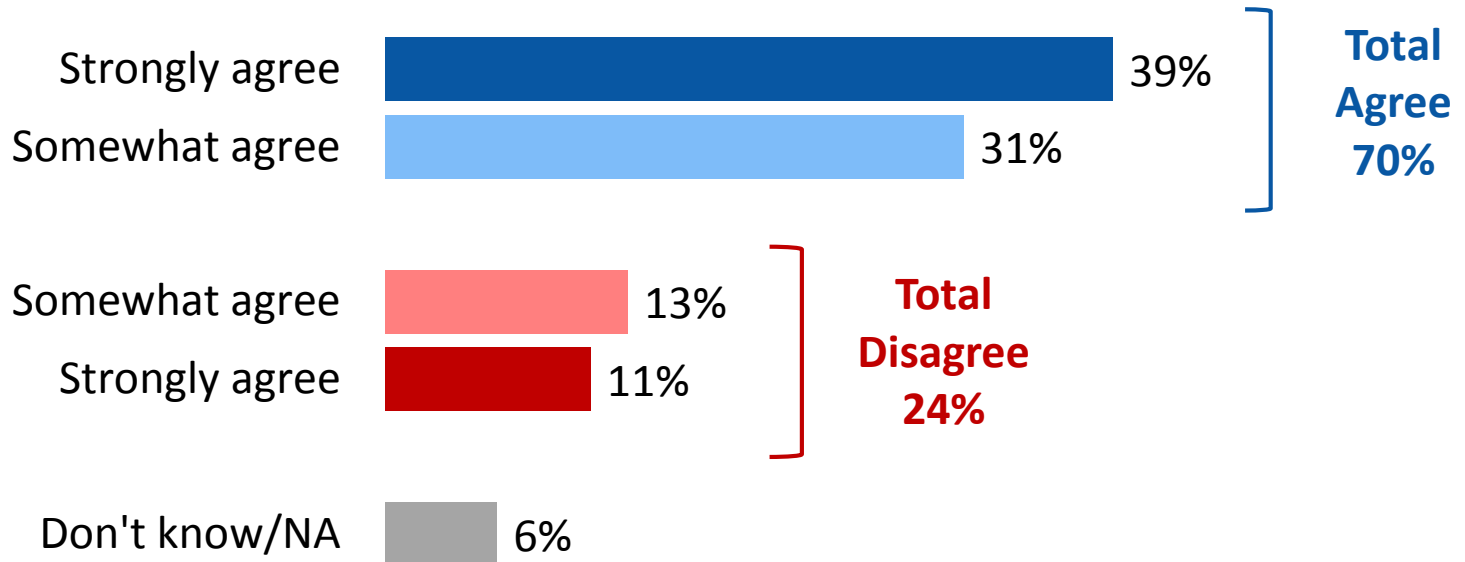
Do you think the rate of housing development in Oakland is....?



Those most likely to say housing development is too slow include independents under age 50, renters, voters under 40, progressives, and Democratic men

Seven in ten say that new residents are helping the economy grow.

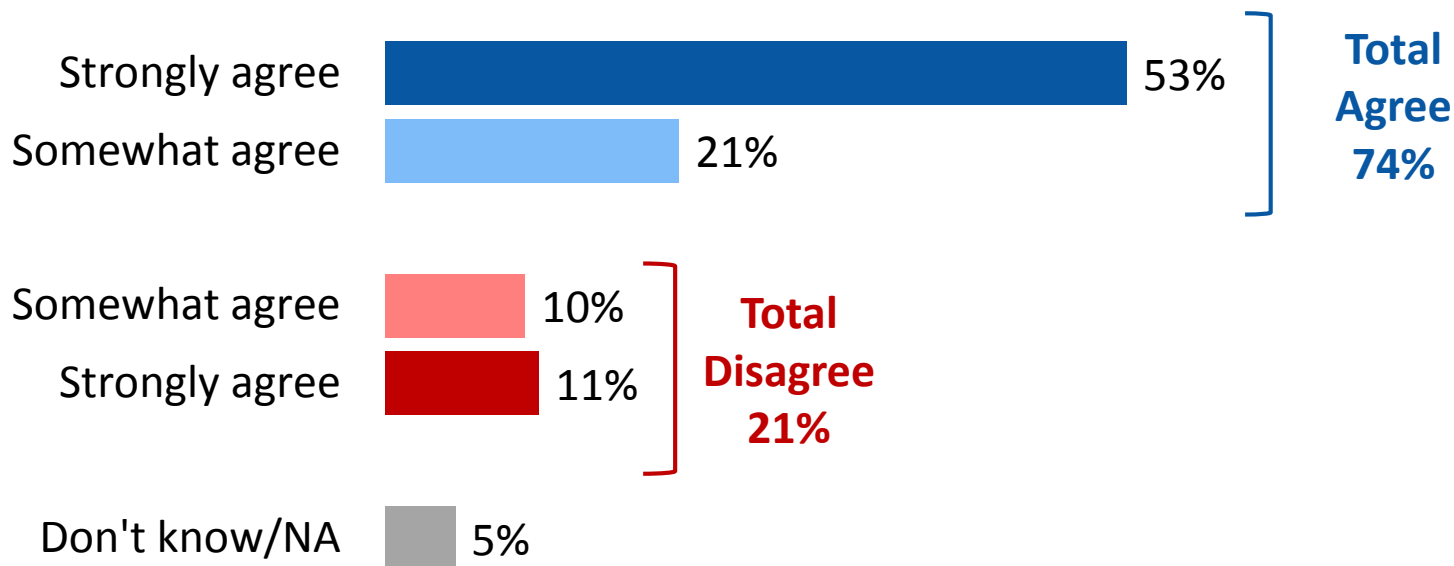
Newer residents are helping the local economy grow and contributing to improved city services by paying taxes



A majority of long-term residents agrees that new residents benefit the local economy.

Three-quarters of voters agree that long-term residents are being pushed out.

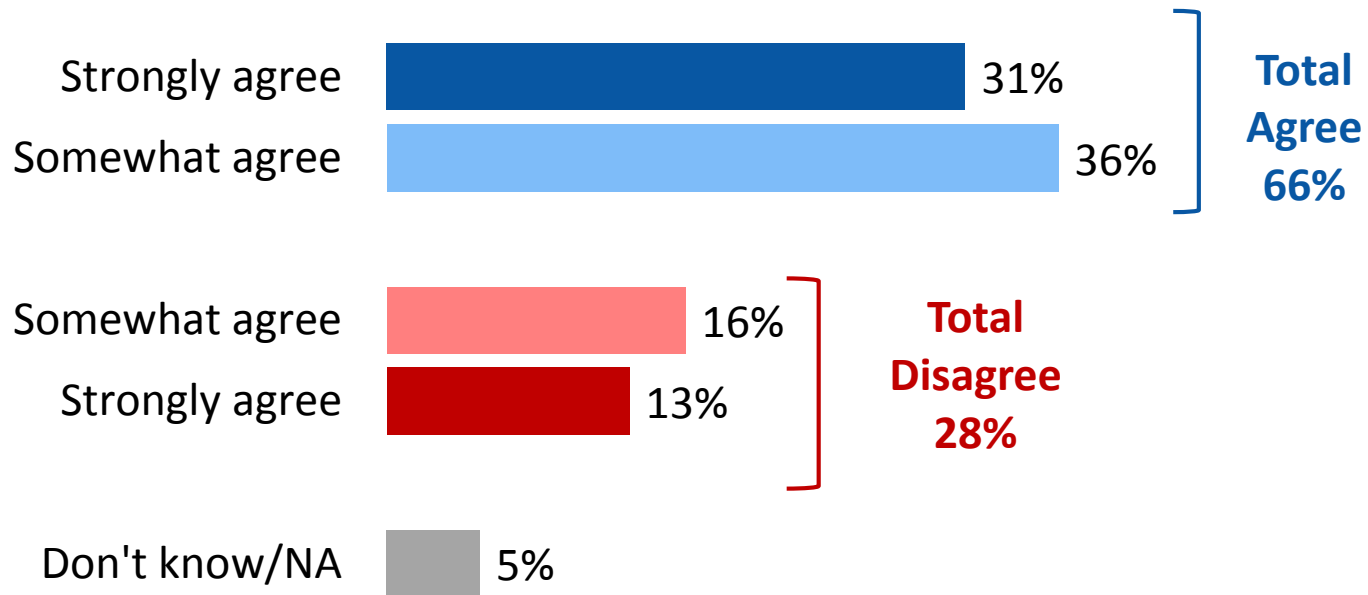
"Long-term residents are being pushed out of my community."



This perception cuts across demographic groups and is greatest among middle-income voters, Asian/Pacific Islanders, voters under 40, and District 7 residents.

Two-thirds say increasing housing density will help address the housing crisis.

Increasing housing density in Oakland will help address the City's housing crisis



Majorities of voters across all major demographic groups agree that increased density will help with the housing crisis.

Support for increased housing density cuts across demographic groups.

Demographic Groups	Total Agree	Total Disagree
City Council District		
1 - Kalb	66%	25%
2 - Guillen	80%	18%
3 - Gibson McElhaney	57%	34%
4 - Campbell Washington	65%	31%
5 - Gallo	63%	37%
6 - Brooks	62%	34%
7 - Reid	71%	21%
Ideology		
Progressive	69%	25%
Liberal	61%	37%
Moderate	73%	24%
Conservative	58%	36%
Ethnicity		
Latinos	70%	30%
African-Americans	61%	34%
Whites	70%	24%
Asians/Pacific Islanders	66%	34%
All Voters of Color	64%	33%

A majority of voters believe that speeding up development is the best step to address housing needs.

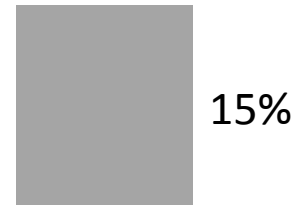
I am going to read you two statements. Please tell me which one comes closest to your personal opinion:

The best solution to our housing crisis is to speed up the development approval process and build new housing, especially for low- and middle-income households

OR

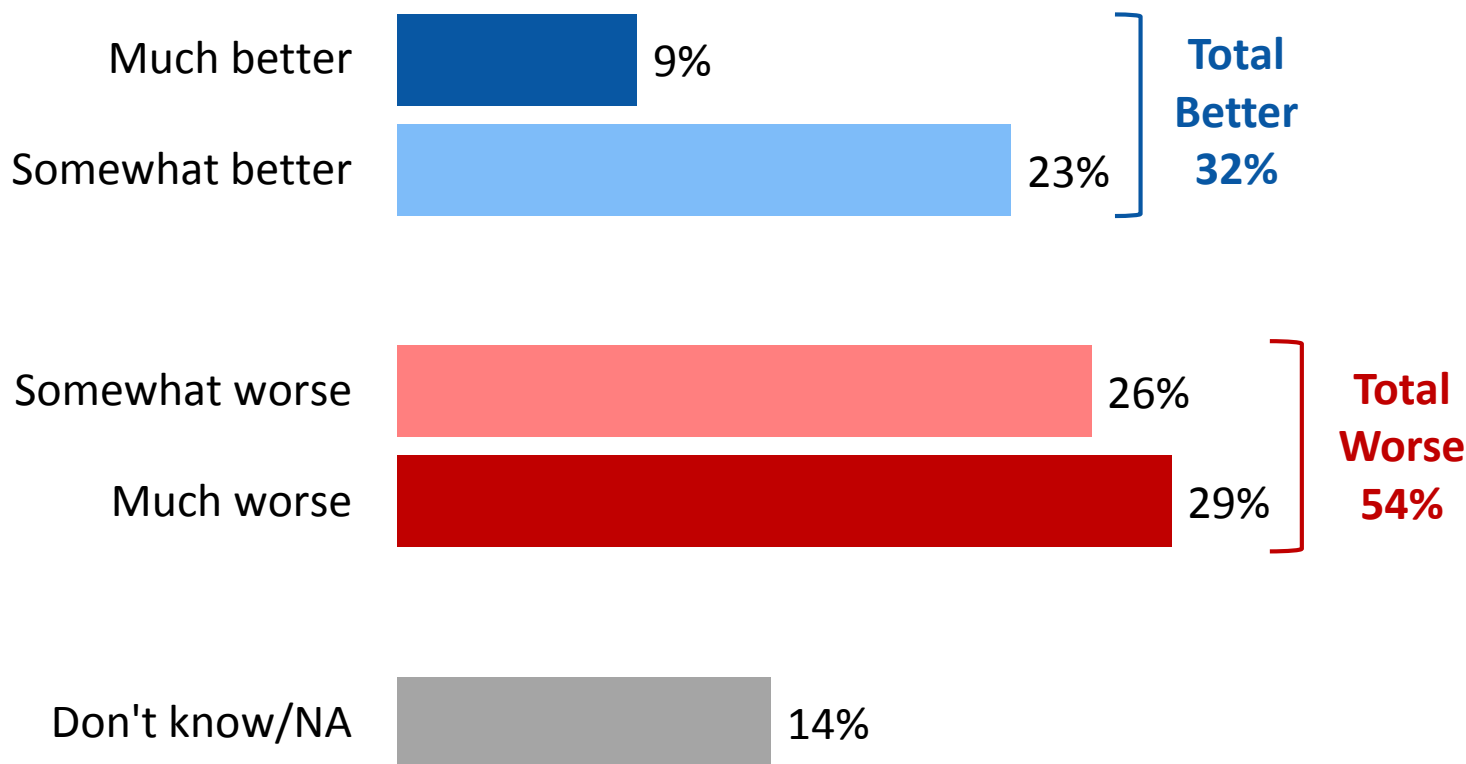
The best solution to our housing crisis is to protect neighborhood character by maintaining strict limits on new development, while enforcing rent control and tougher tenant protections

Both/Neither/Don't know/NA



A majority says that the condition of streets and roads in Oakland has gotten worse in the past few months.

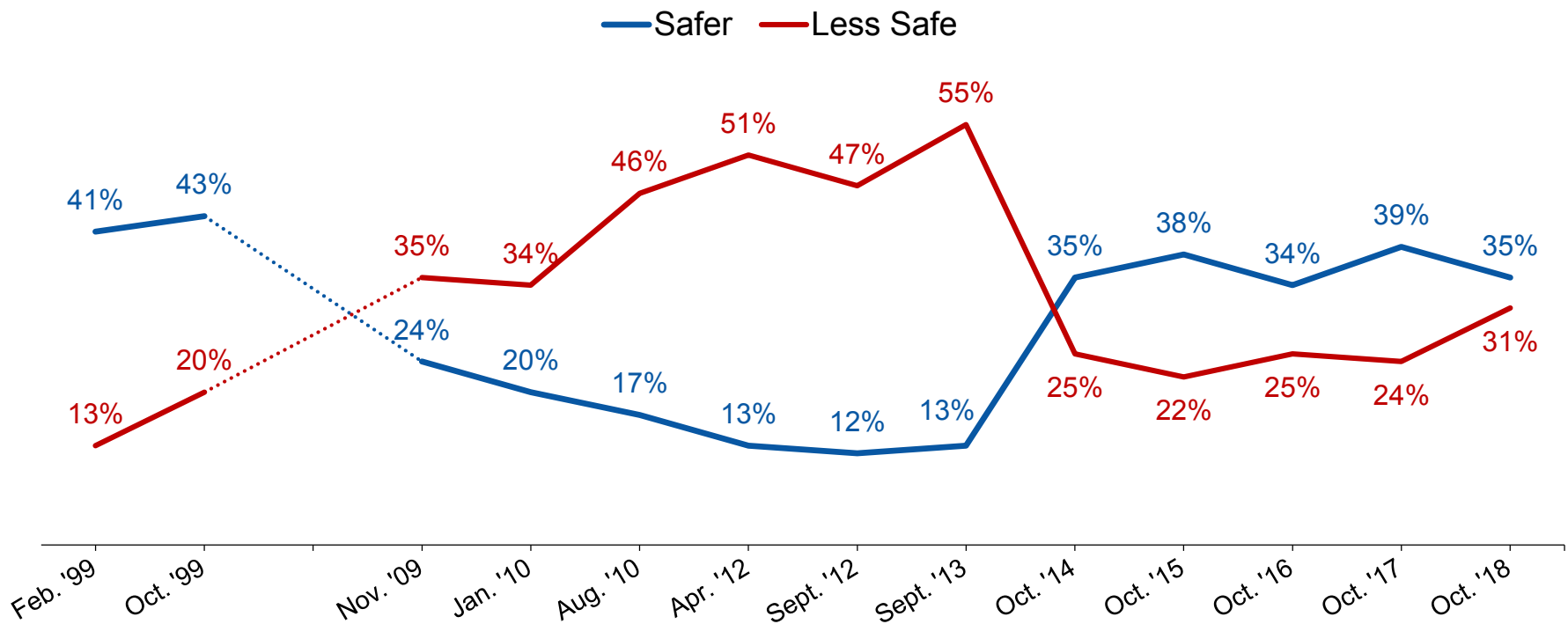
In the past few months, have the conditions of streets and roads in Oakland gotten better or worse?



Views on Public Safety

Voters are divided on whether Oakland feels safer than in the past.

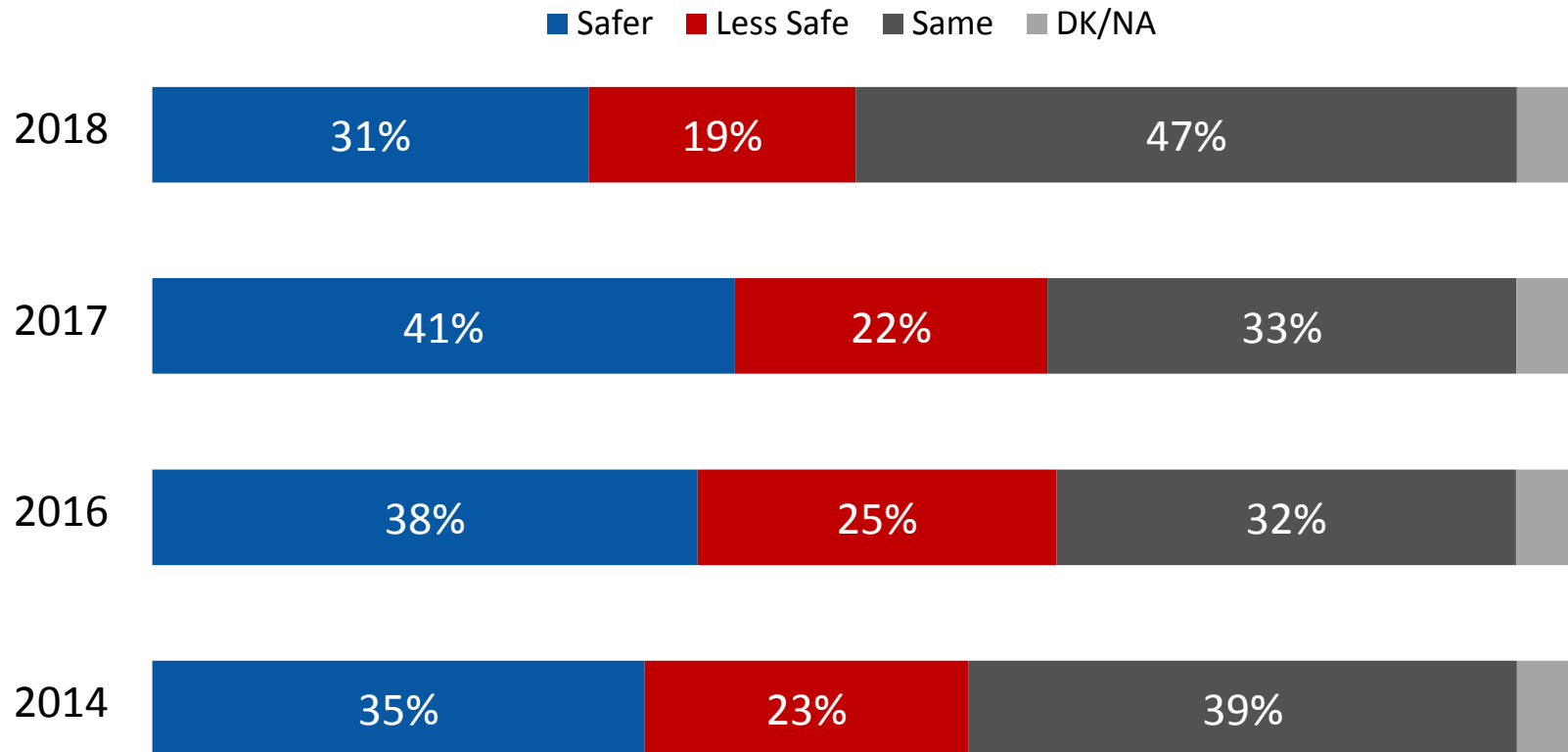
Would you say you feel safer today in Oakland than you did a year or two ago, or would you say you feel less safe?



70% of Chamber businesses say they feel safer in Oakland than they did a year ago.

A plurality says that their neighborhood's safety has not changed.

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?

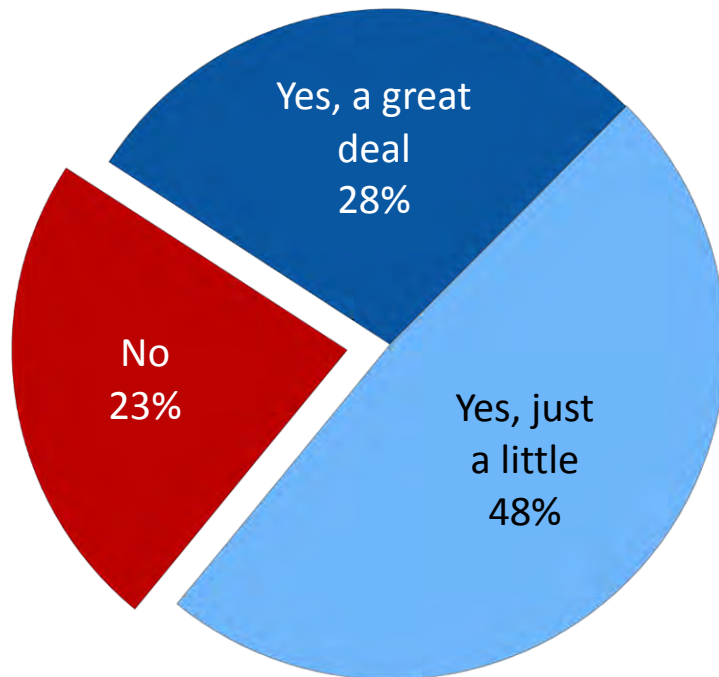


Views of a Potential Oakland A's Stadium

Three-quarters are familiar with the discussion of a proposed 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?

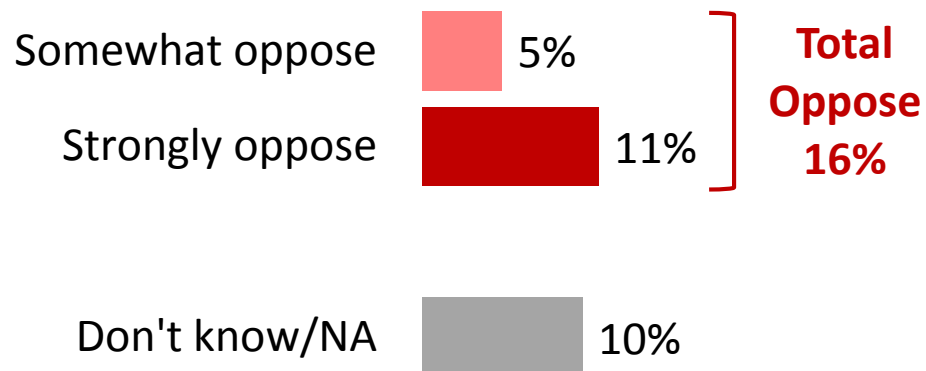
Total Aware 76%



Demographic Group	Heard a Great Deal	% of Sample
All Voters	28%	100%
Independent Men	45%	15%
City Council District 5 - Gallo	45%	10%
Men Ages 50+	39%	24%
Men	38%	48%
Men Ages 18-49	37%	24%
Ages 65-74	37%	13%
Latinos	37%	11%
Democratic Men	36%	32%
Moderate	36%	23%
Ages 65+	35%	23%
Independents	34%	24%
Independents Ages 18-49	33%	16%

Three-quarters of voters offer support for a potential measure approving a new stadium.

Suppose there were a measure on the ballot to allow the Oakland A's to build a new, 100% privately-financed baseball stadium. This stadium would have to be funded by the A's and their private investors and any public infrastructure investments related to a stadium would not be funded by new taxes, but would be paid for from tax revenues generated by the development.



Those most likely to support the measure are ages 50-64, liberal, independents over age 50, household incomes over \$120,000, and residents of Districts 6 and 7.

Majorities of voters across Oakland support the idea.

Demographic Groups	Total Support	Total Oppose
City Council District		
1 - Kalb	71%	18%
2 - Guillen	74%	14%
3 - Gibson McElhaney	79%	16%
4 - Campbell Washington	69%	19%
5 - Gallo	62%	30%
6 - Brooks	80%	5%
7 - Reid	80%	9%
Ideology		
Progressive	69%	21%
Liberal	81%	11%
Moderate	74%	15%
Conservative	68%	20%
Ethnicity		
Latinos	78%	18%
African-Americans	73%	16%
Whites	75%	14%
Asians/Pacific Islanders	62%	22%
All Voters of Color	73%	17%

For more information, contact:



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