

# City of Oakland Voter Survey on Housing

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October 12, 2017

For public distribution



Opinion Research on  
Elections and Public Policy

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# City of Oakland – Voter Survey

## Survey Methodology

From Tuesday, August 29 to Thursday, August 31, 2017, Probolsky Research conducted a live-interviewer telephone and online survey of likely registered voters within the City of Oakland.

A total of 300 voters were surveyed (100 via telephone and 200 online). A survey of this size yields a margin of error of +/-5.8% with a confidence level of 95%. Interviews were conducted with respondents on both landline and mobile (74.3%) phones and were offered in English and Spanish (1.6%) languages. For the online survey phase, we urged participation via email. Security measures precluded individuals from completing the survey more than once and allowed only the designated voters to complete the survey. Online respondents could use their computer, tablet or smart phone to participate. We sent emails to all voters with a valid email address.

Our sample was developed from the voter files originally compiled by the Registrar of Voters for Alameda County and then enhanced with consumer data. Probolsky Research applies a stratified random sampling methodology to our sample design. In other words, we ensure that the demographic proportions of survey respondents match the demographic composition of the universe being researched.

*Probolsky Research specializes in opinion research on behalf of corporate, government, non-profit, and special interest clients.*



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# City of Oakland – Voter Survey

## Key Findings

- Most voters are in agreement that homelessness in Oakland is a crisis/serious problem (**94.3%**)
  - **50%** say they would focus on **affordable housing/housing in general** if they were in an elected position to address homelessness in Oakland
- Voters are clear on the need for more **affordable housing** in Oakland
- A plurality of voters feel there is not enough **new development** in Oakland (**46.7%** say there is “too little”)
- Most voters (**63.3%**) have not heard of the Oak Knoll development project in East Oakland
- There is **strong initial support** for the Oak Knoll development project (**54%**), with just 13% in opposition
- Large majorities of voters respond positively to the messages that the Oak Knoll project will:
  - create 5,000 new jobs (**80.3%**)
  - contribute \$20M to fund affordable housing (**78.3%**)
  - bring retail to East Oakland (**77.3%**)
  - includes an agreement with a local labor union (**70.3%**)
- After hearing all messages, voters agree more with the statement that the Oak Knoll developer should be praised for its effort in including local union members
- A majority of informed voters continue to support the project, and opposition remains low, after hearing more information about the project



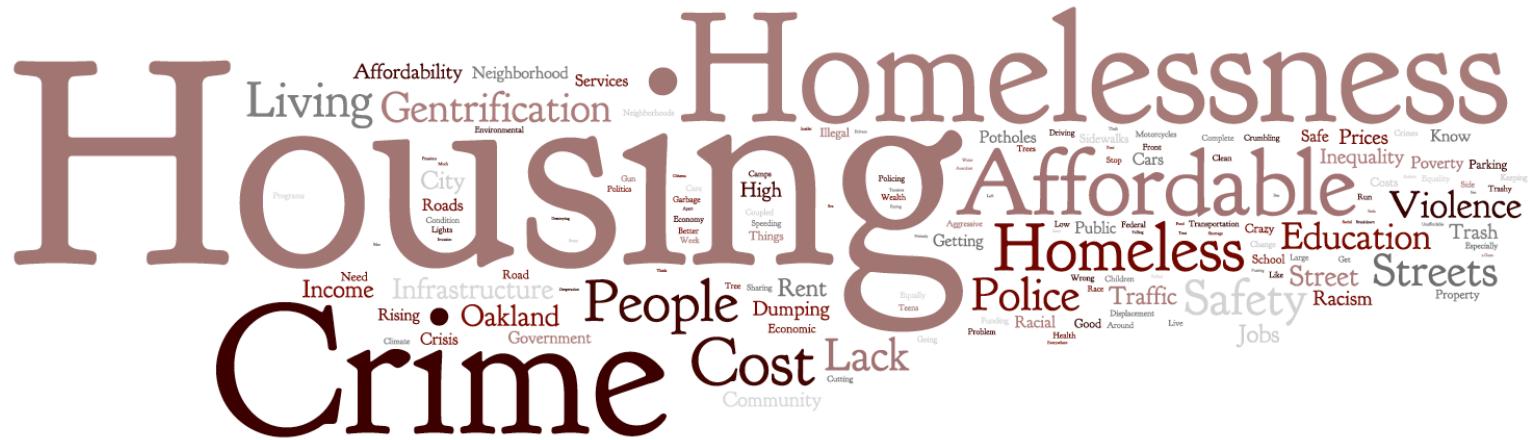
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# What is Top of Mind within Oakland?



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# Top Issues

## Open-Ended Question



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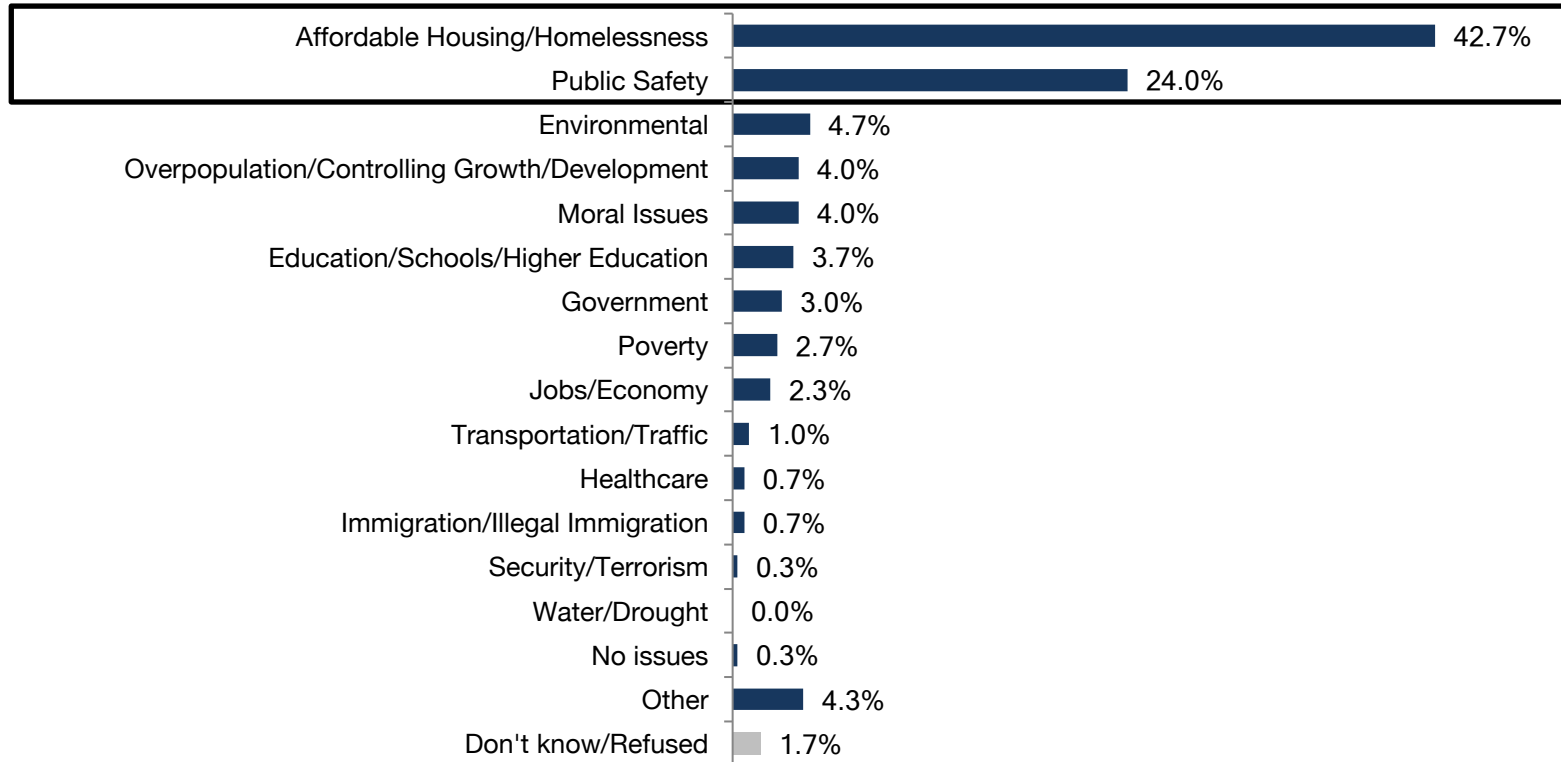
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# Affordable Housing and Public Safety

Are the most important issues among voters

Question: What is the most important issue facing your community today?



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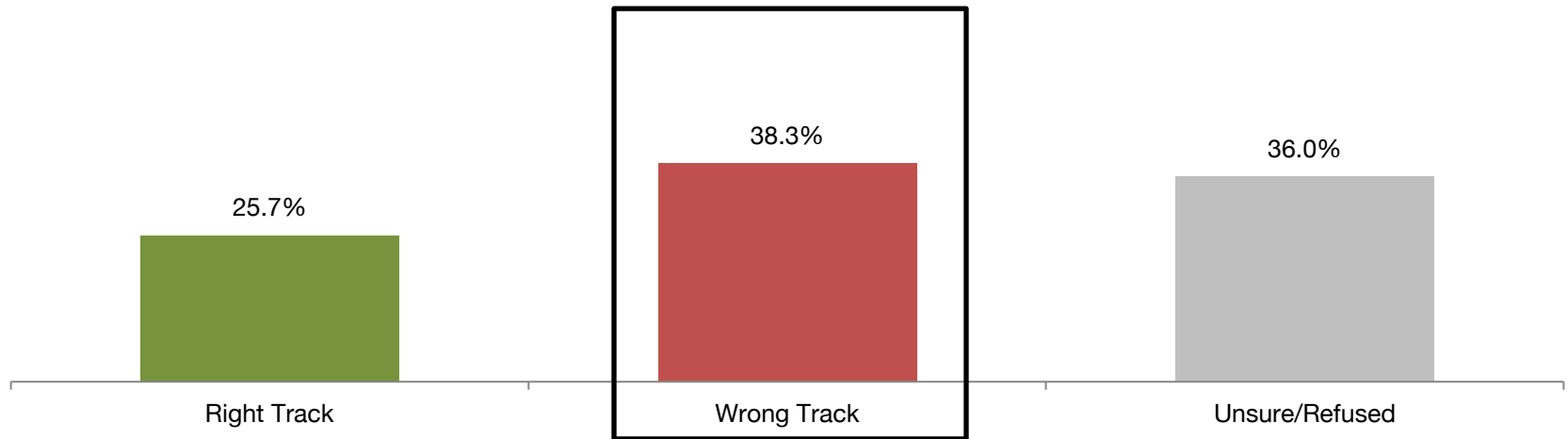
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# 38.3% Say Oakland is on the Wrong Track

Question: Do you think that the City of Oakland is on the right track or on the wrong track?



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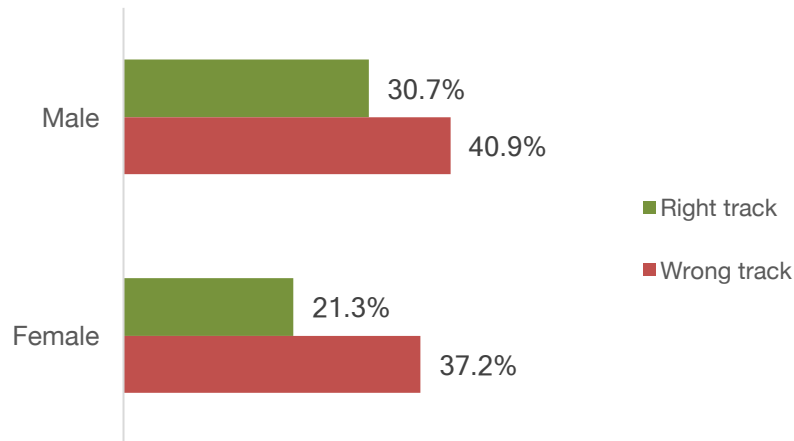


# Is Oakland on the Right/Wrong Track?

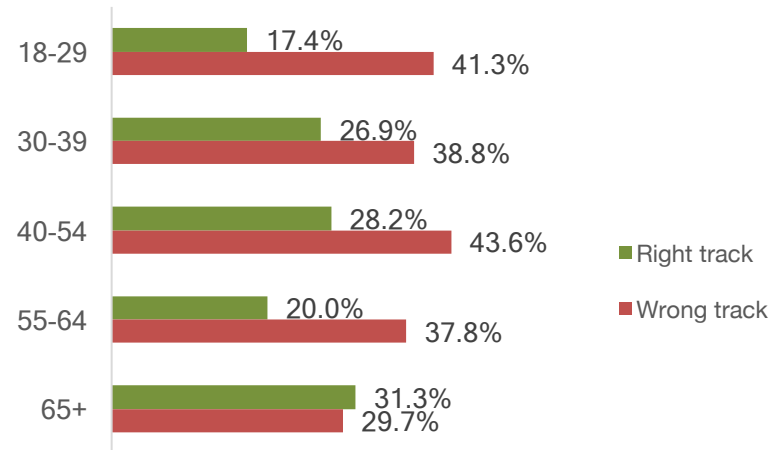
## Demographic breakdown by gender and age

Question: Do you think that the City of Oakland is on the right track or on the wrong track?

### Gender



### Age



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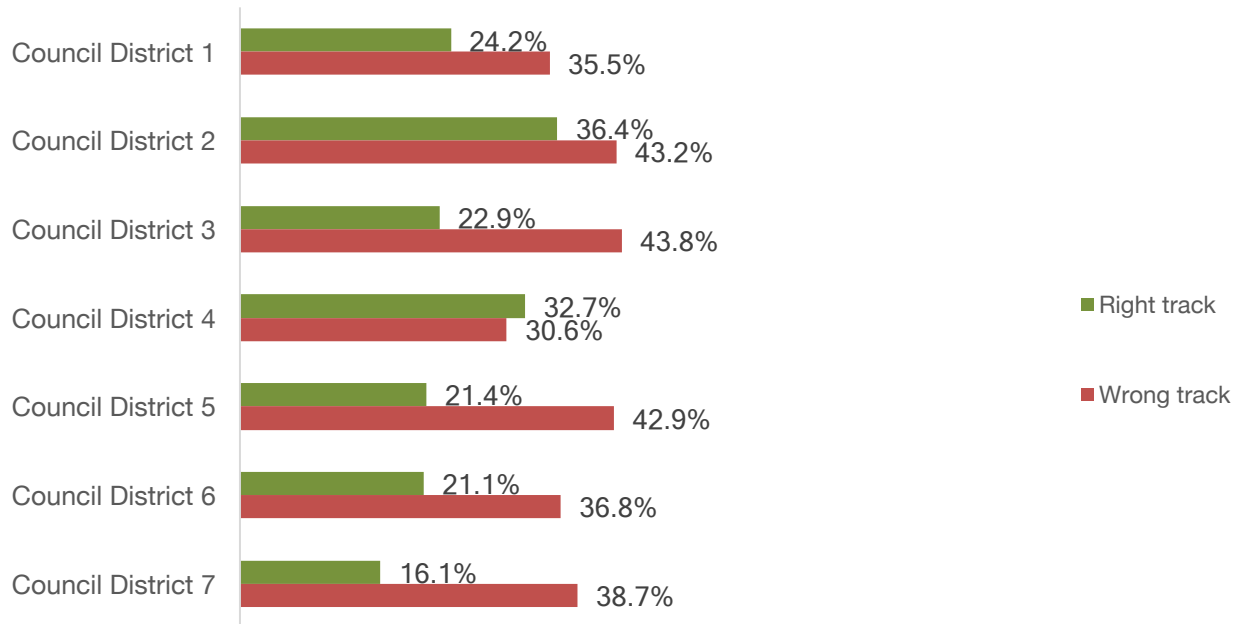


# Is Oakland on the Right/Wrong Track?

## Geographic breakdown by Council District

Question: Do you think that the City of Oakland is on the right track or on the wrong track?

### Geographic Region



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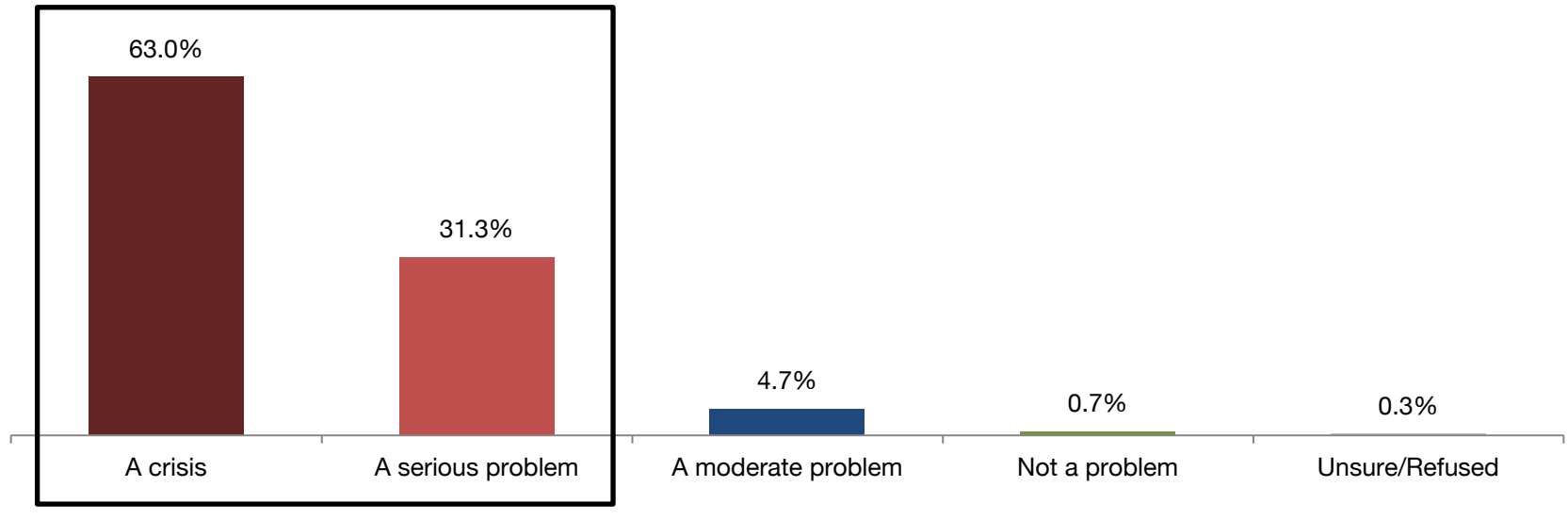
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# 94.3% Describe Homelessness in Oakland

## As a crisis/serious problem

Question: How would you describe homelessness in Oakland?



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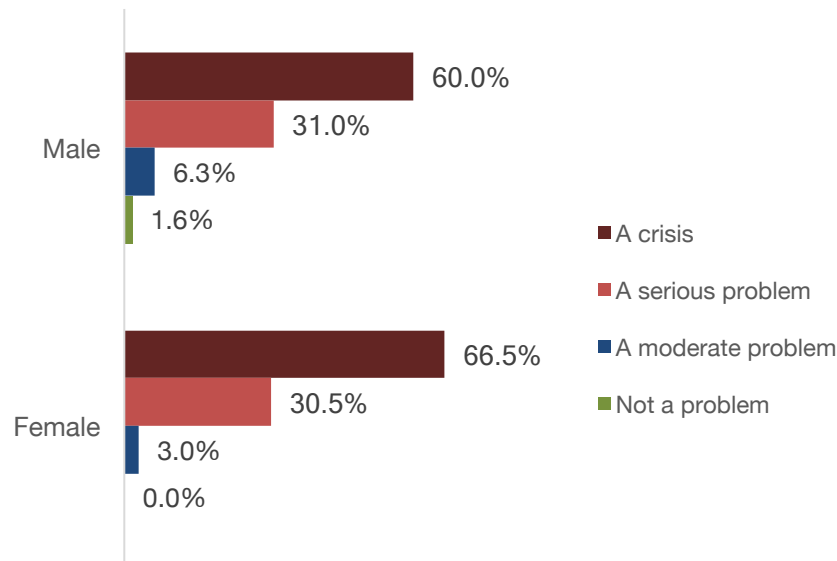


# Majorities Across Both Demographics

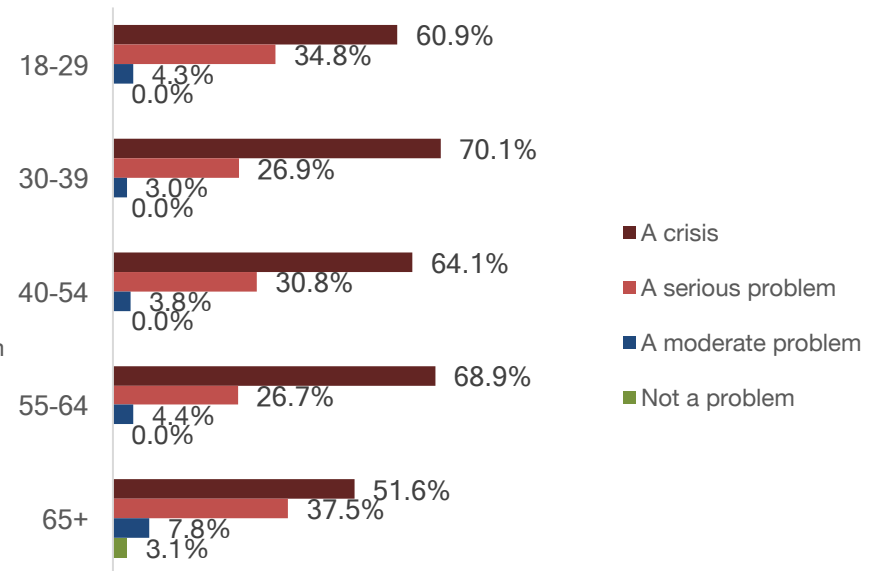
Would describe homelessness in Oakland as a crisis/serious problem

Question: How would you describe homelessness in Oakland?

## Gender



## Age



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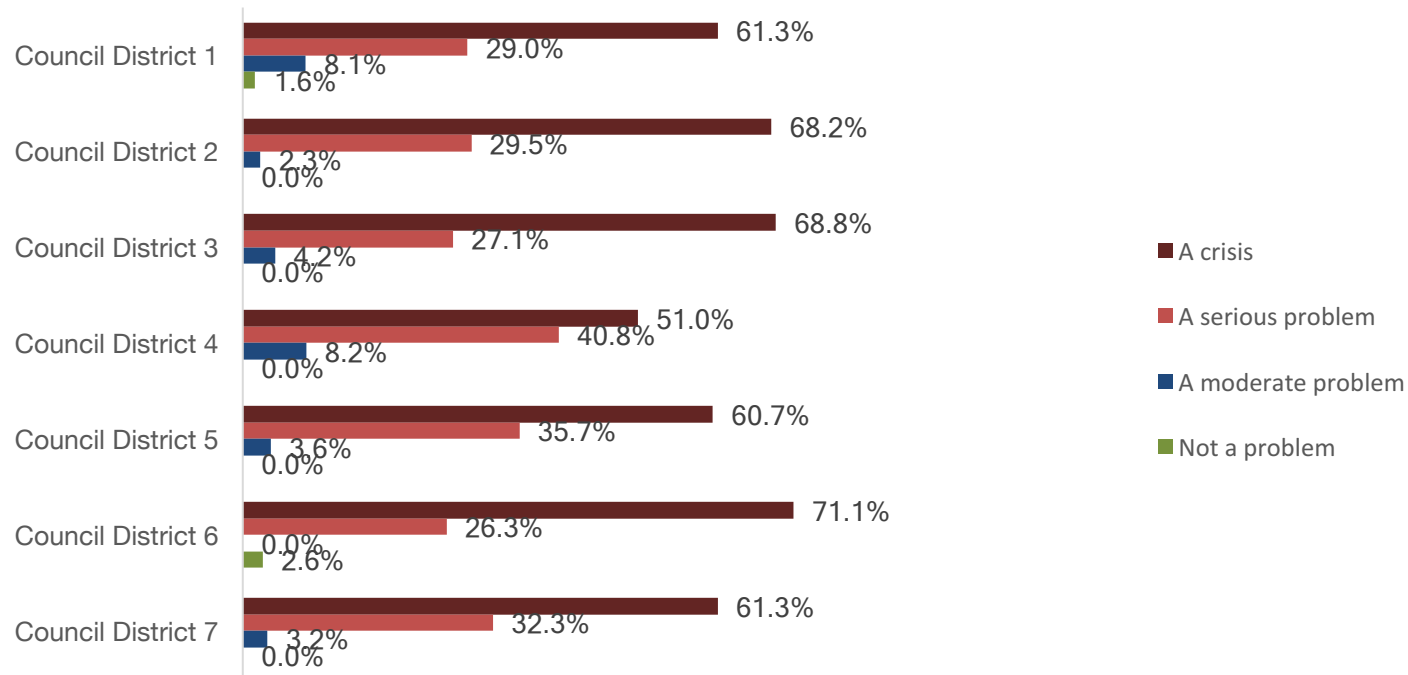
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# Majorities in All Council Districts Say Homelessness in Oakland is a crisis/serious problem

Question: How would you describe homelessness in Oakland?

## Geographic Region



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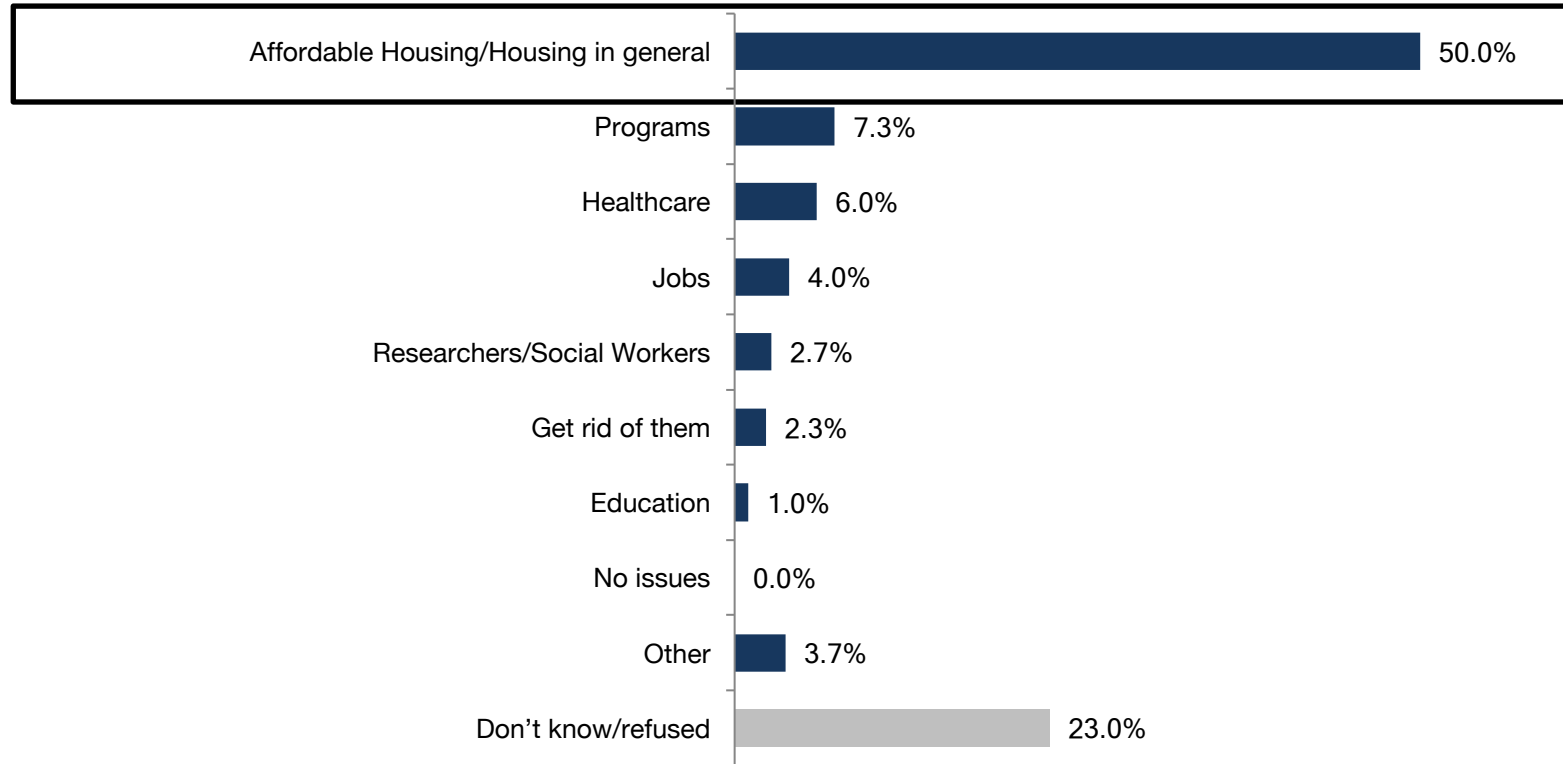
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# Affordable Housing/Housing in General is

What voters would focus on if they were an elected official addressing homelessness

Question: If you were an elected official in Oakland, what would you do to address homelessness?



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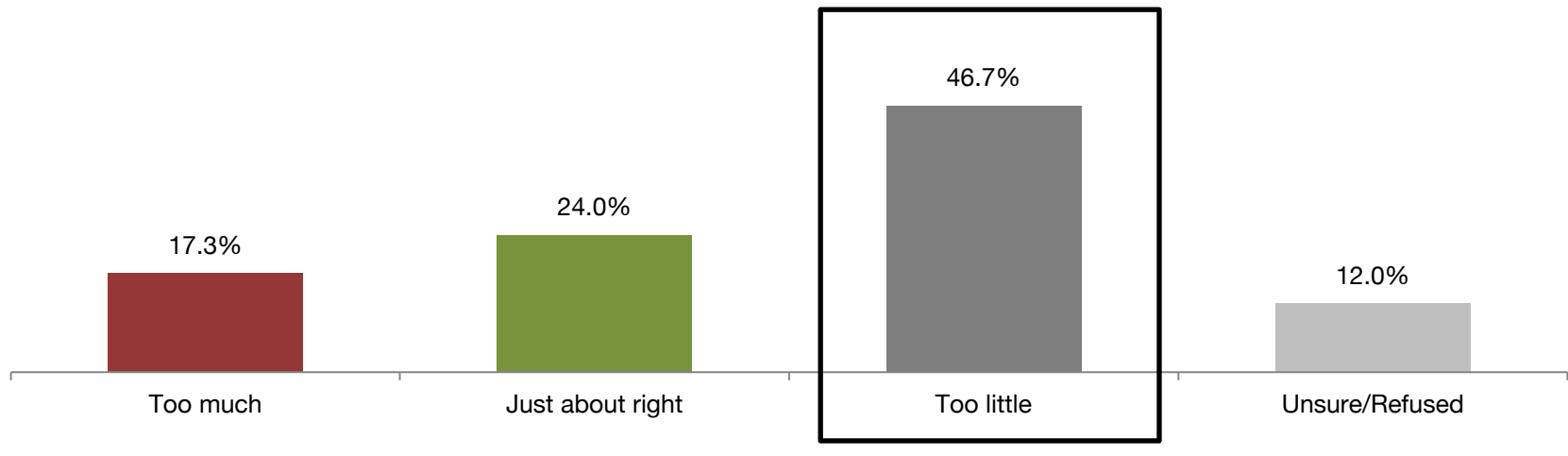
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# 46.7% of Voters Say There is Not Enough

## New development in Oakland

Question: Thinking about new development in Oakland, would you say that there is too much, too little, or is the amount of development in Oakland just about right?



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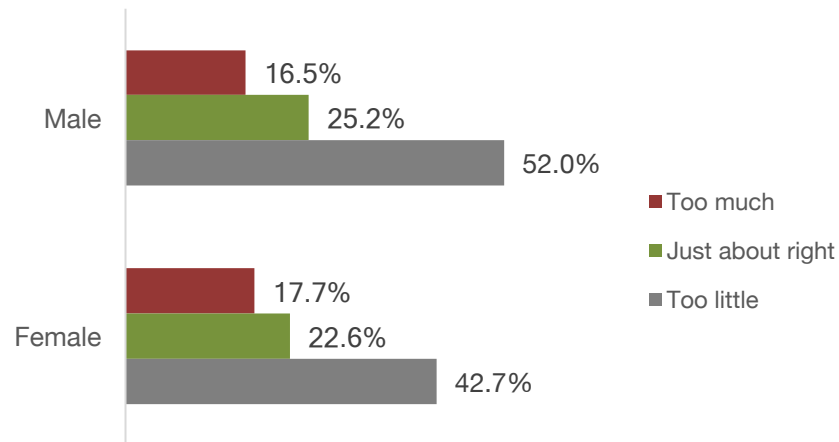


# Amount of New Development in Oakland

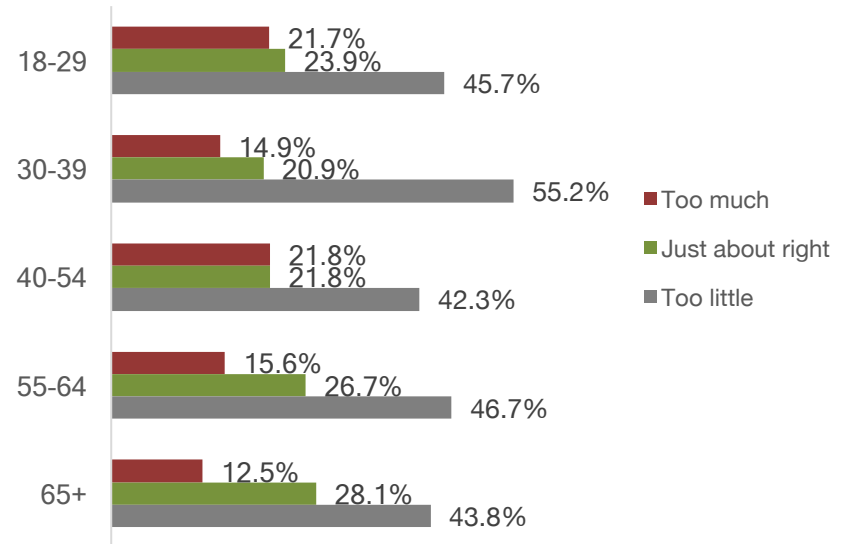
Broken down by gender and age

Question: Thinking about new development in Oakland, would you say that there is too much, too little, or is the amount of development in Oakland just about right?

## Gender



## Age



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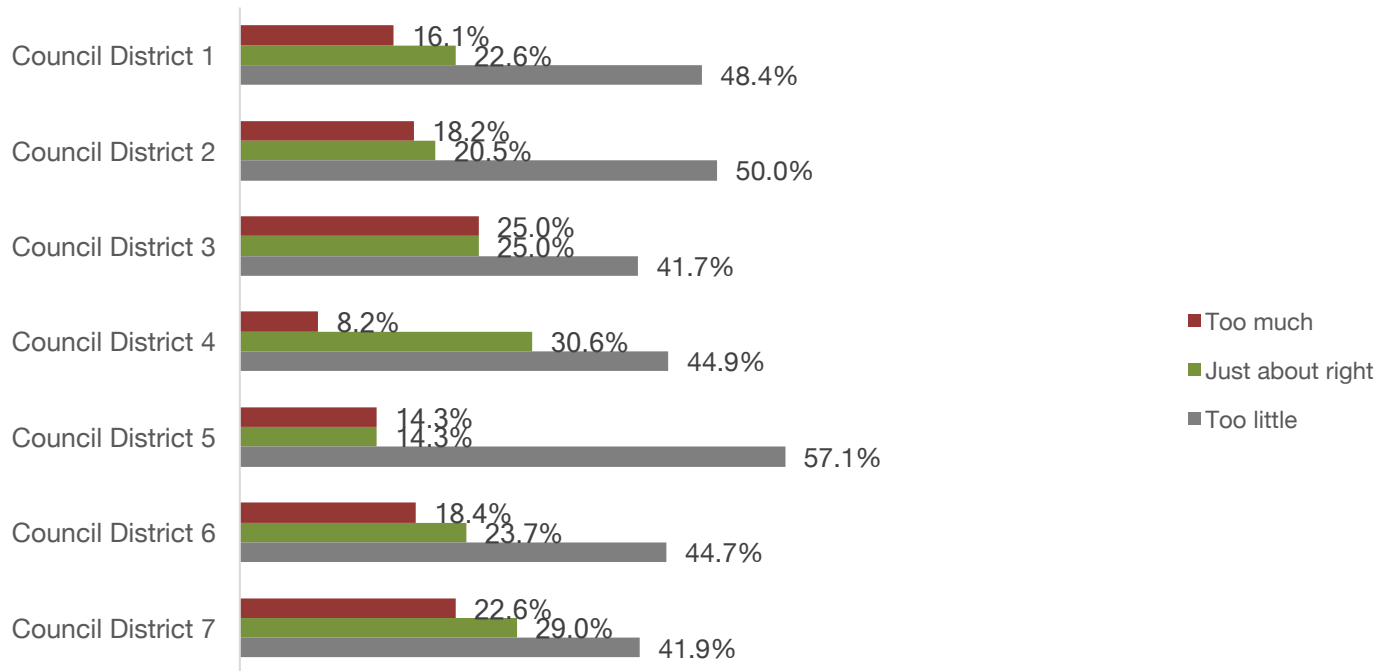


# Amount of New Development in Oakland

## Broken down by Council District

Question: Thinking about new development in Oakland, would you say that there is too much, too little, or is the amount of development in Oakland just about right?

### Geographic Region



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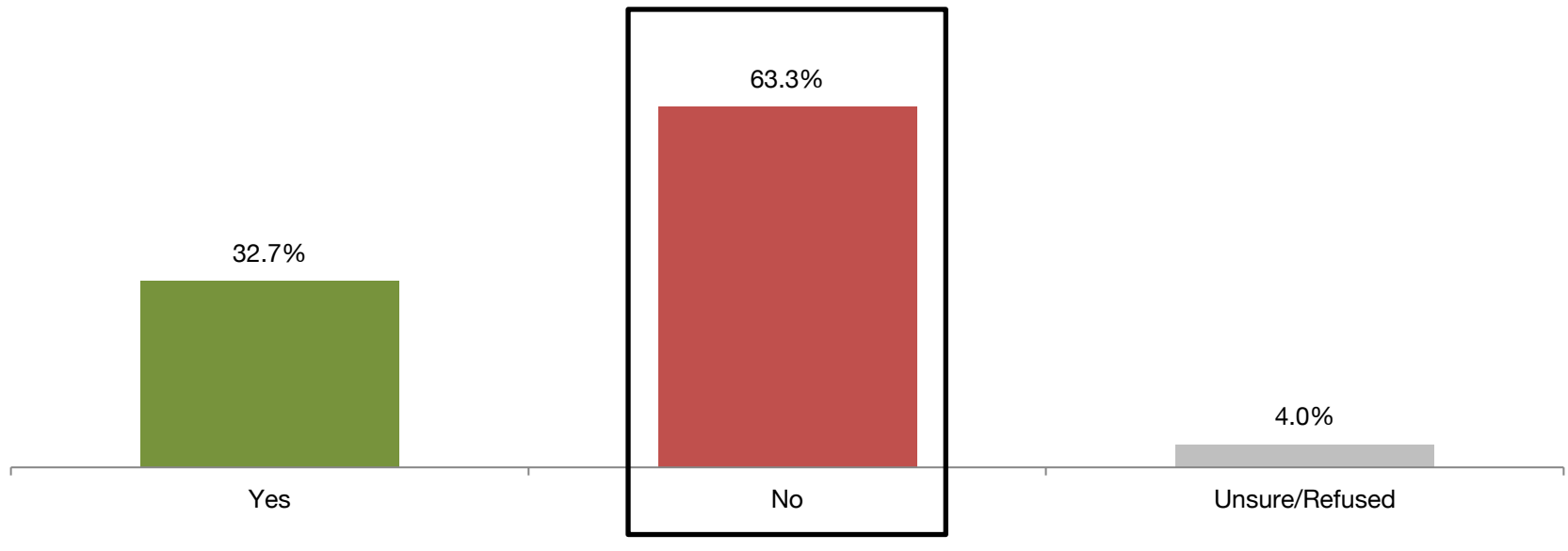
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# Majority of Voters Have Not Heard of the Oak Knoll development project in East Oakland

Question: Have you heard of the Oak Knoll development project in East Oakland?



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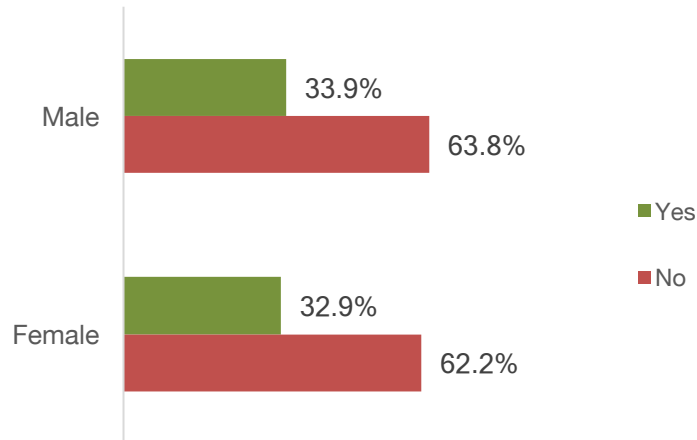
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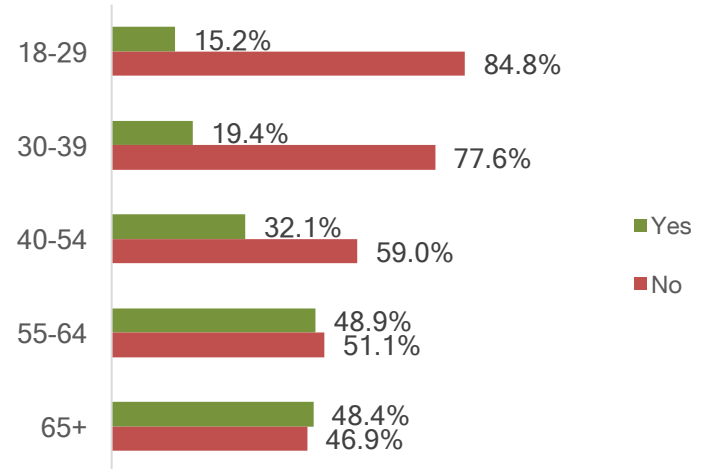
# Awareness of the Oak Knoll Project by Gender and age

Question: Have you heard of the Oak Knoll development project in East Oakland?

## Gender



## Age



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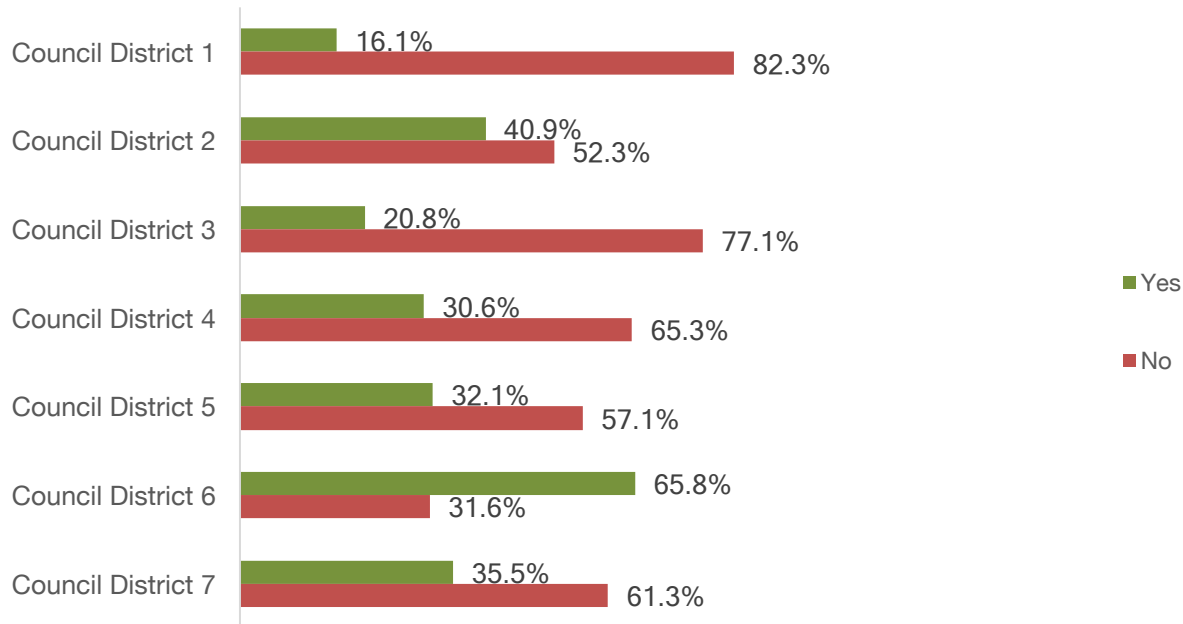


# Awareness of the Oak Knoll Project

## Broken down by Council District

Question: Have you heard of the Oak Knoll development project in East Oakland?

### Geographic Region



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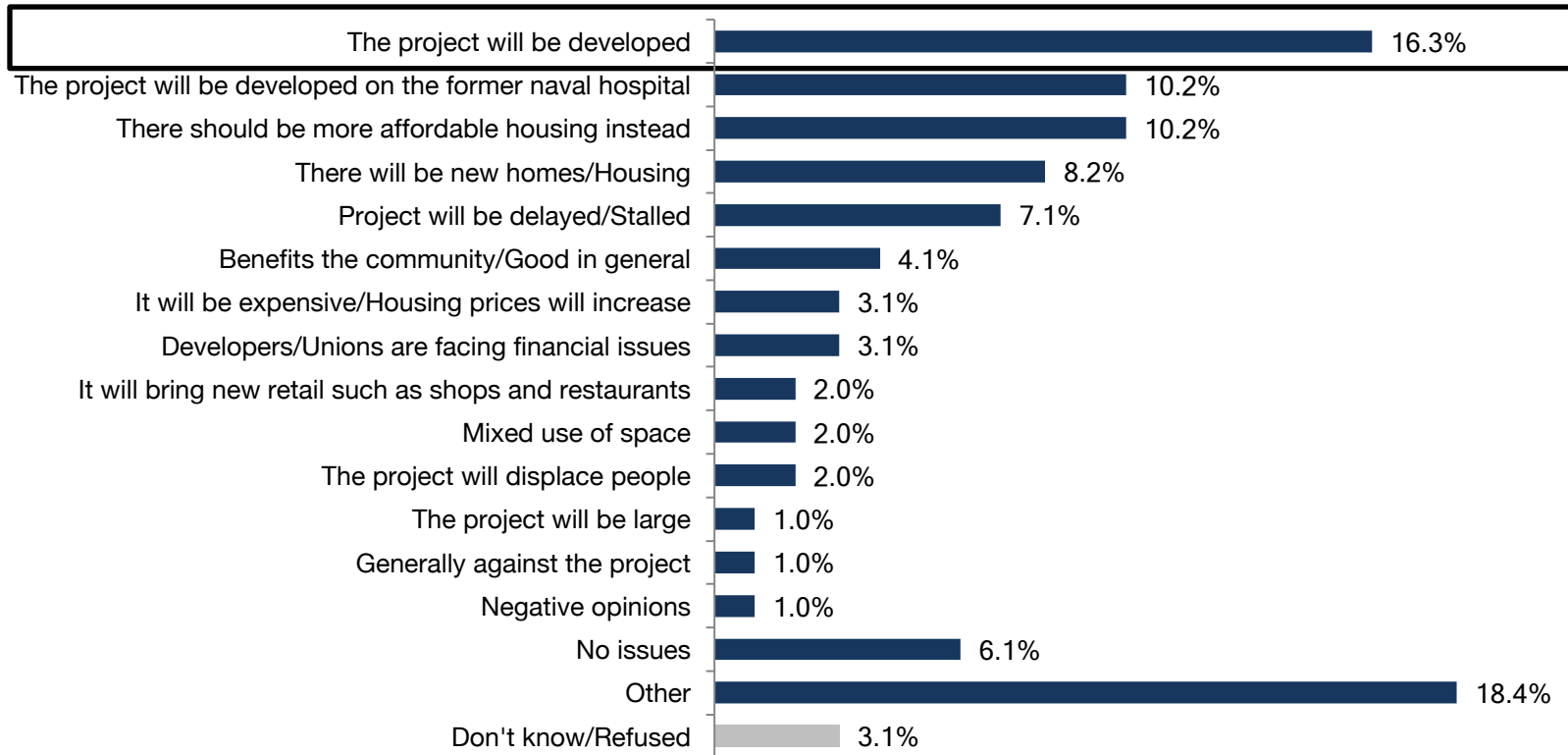
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# No Over Arching Message Has Reached Those Who have heard of the project

Question: What have you heard about the Oak Knoll development project?



*\*Asked of those who responded "YES" to previous question.*



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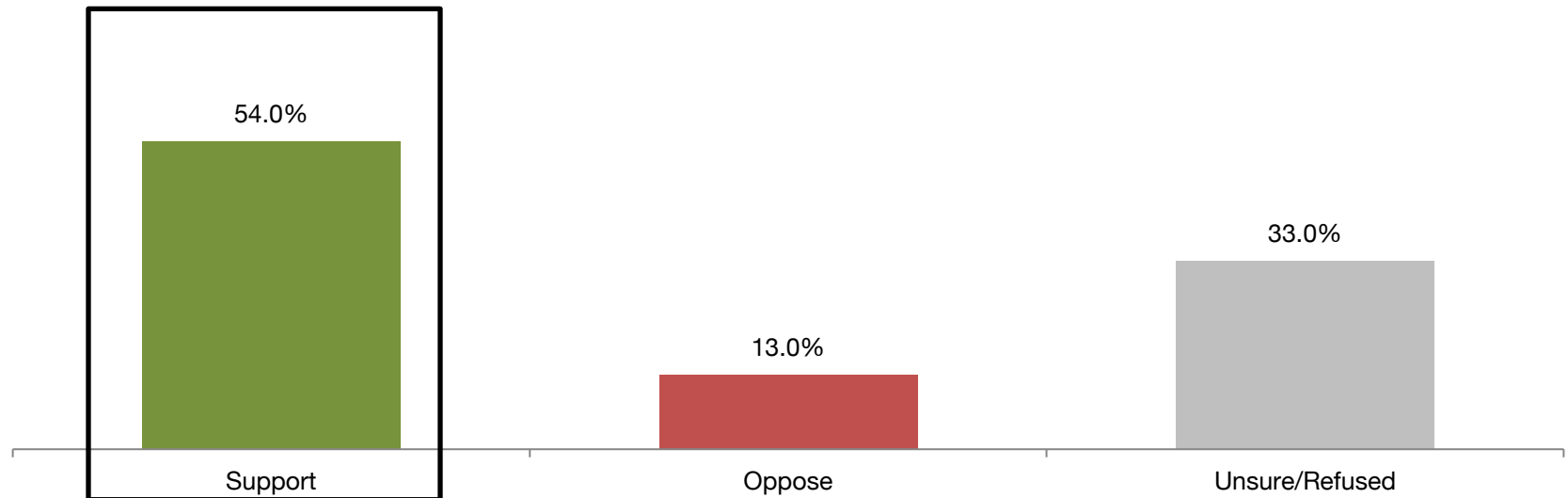
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# Majority of Voters Support the Oak Knoll

Development project, very low opposition

Question: Oak Knoll is a proposed development including 935 new homes and a retail center surrounded by parks, open space and trails, located on the site of the former Oak Knoll Naval Hospital in East Oakland. In general, do you support or oppose the Oak Knoll development project?



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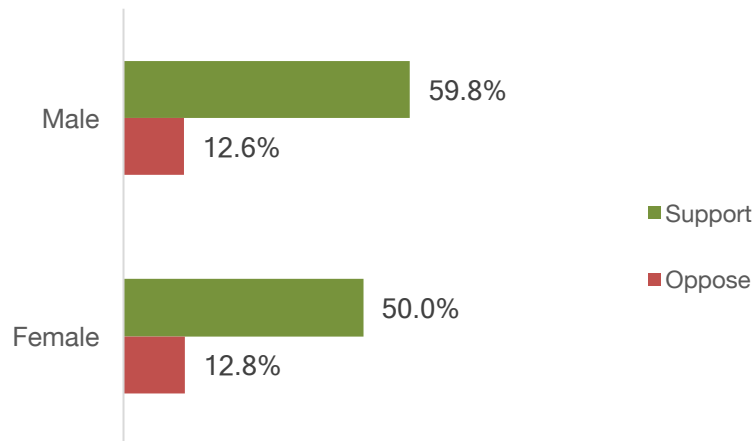


# Project Support Strong Across Demographics

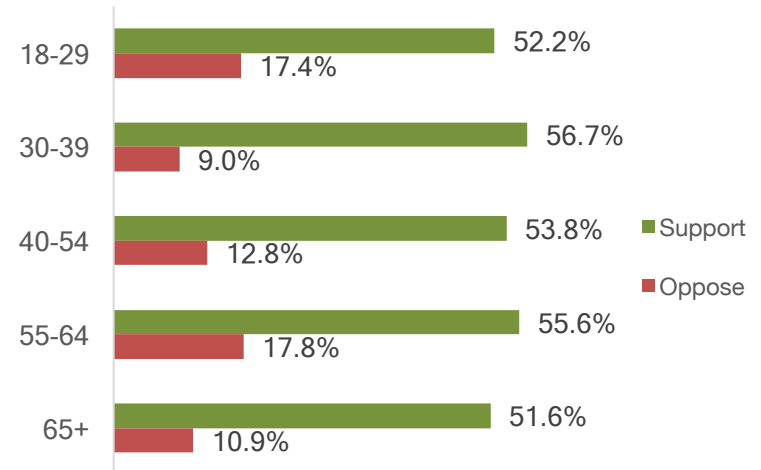
## Oak Knoll development project: By gender and age

Question: Oak Knoll is a proposed development including 935 new homes and a retail center surrounded by parks, open space and trails, located on the site of the former Oak Knoll Naval Hospital in East Oakland. In general, do you support or oppose the Oak Knoll development project?

### Gender



### Age



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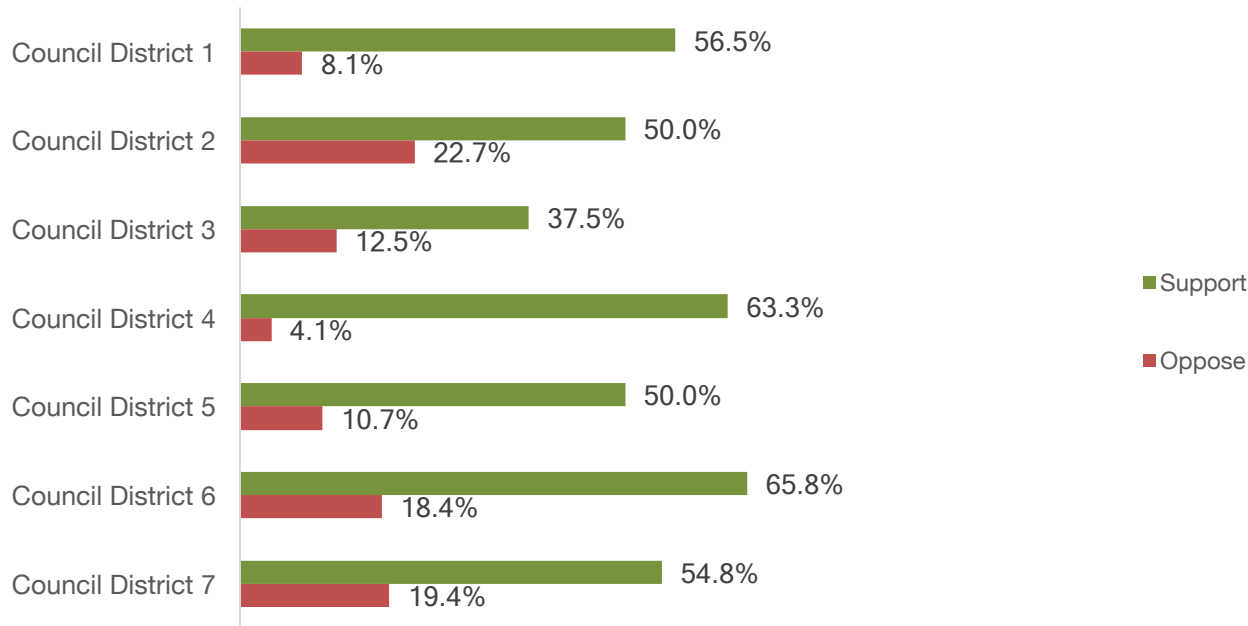
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# Support is High Among Voters from All Council Districts for the Oak Knoll development project

**Question:** Oak Knoll is a proposed development including 935 new homes and a retail center surrounded by parks, open space and trails, located on the site of the former Oak Knoll Naval Hospital in East Oakland. In general, do you support or oppose the Oak Knoll development project?

## Geographic Region



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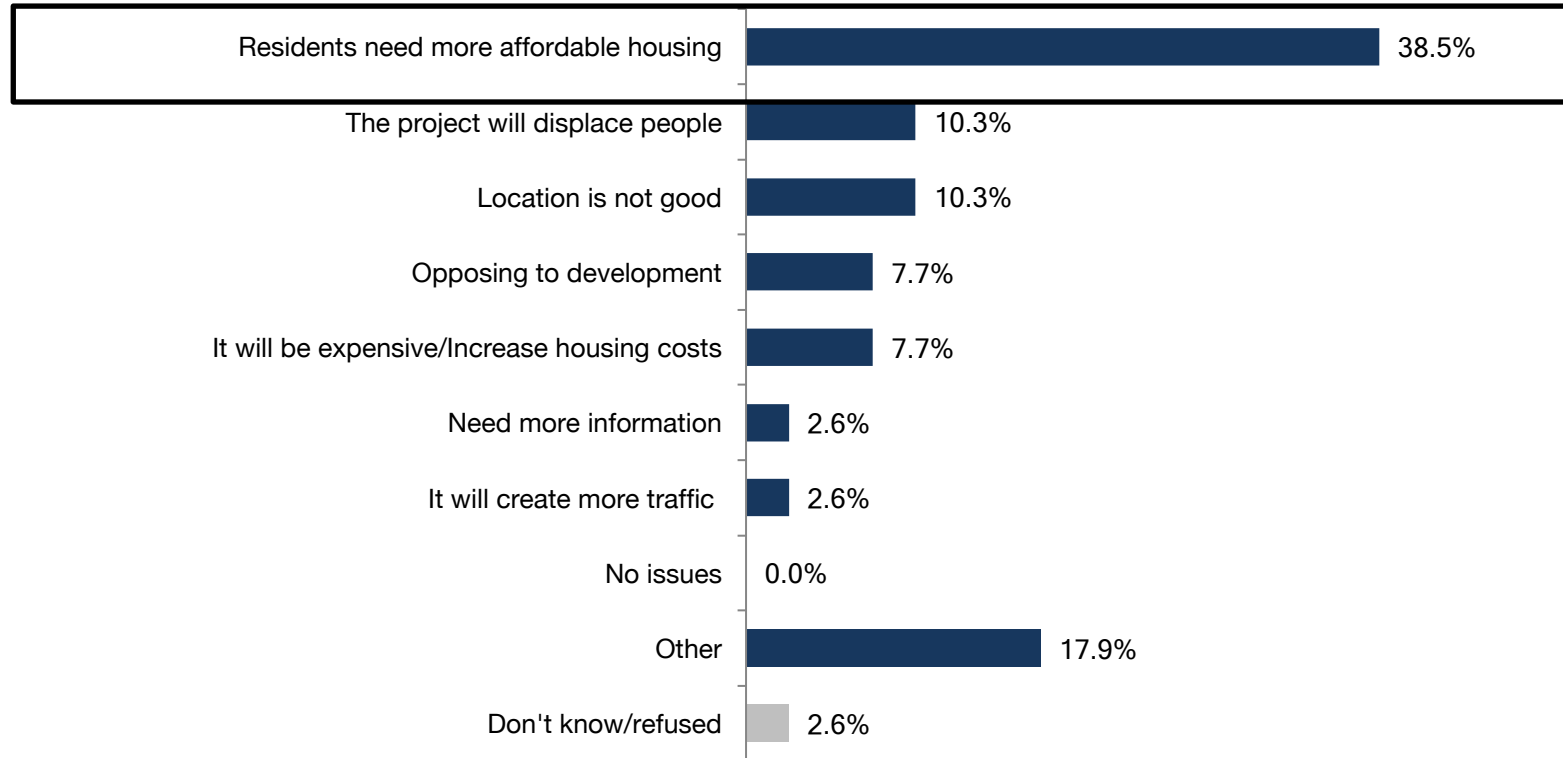
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# The Need for More Affordable Housing is the Top reason why some voters oppose the Oak Knoll development project

Question: Why do you oppose the proposed Oak Knoll development project?



*\*Asked of those who answered "OPPOSE" to previous question.*



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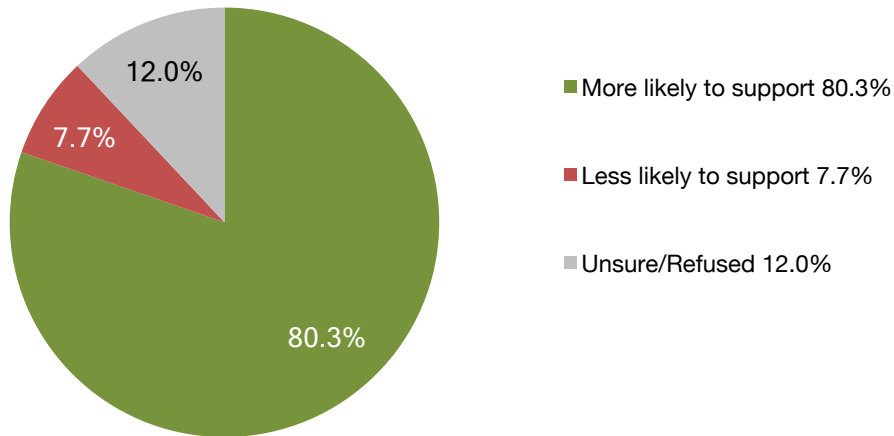
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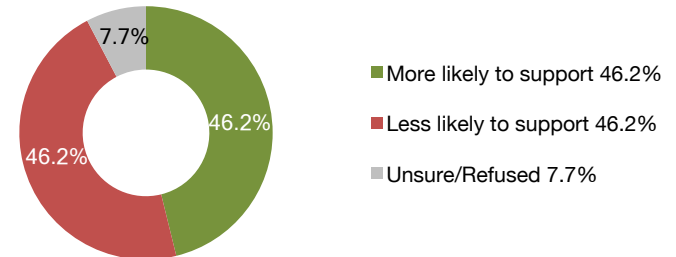


# 80.3% become More Likely to Support the Oak Knoll project knowing it will create 5,000 new jobs in Oakland

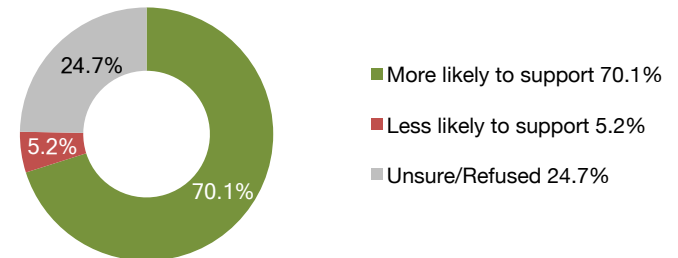
Question: The proposed Oak Knoll development project will create 5,000 new jobs in Oakland. Does knowing this make you more likely or less likely to support the Oak Knoll development project?



How does this affect those who initially opposed?



How does this affect those who were initially unsure?



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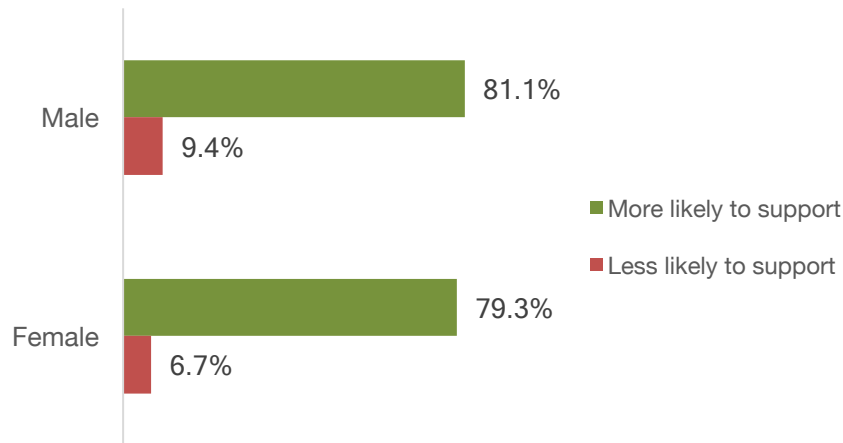


# Support for the Oak Knoll Project

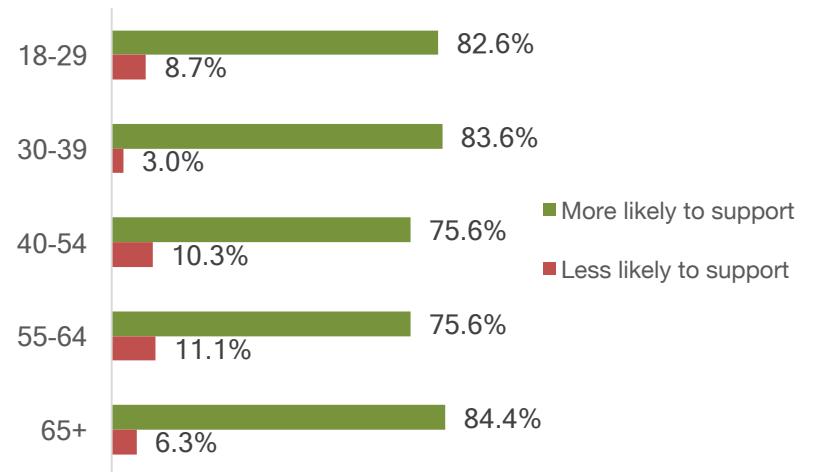
By gender and age

Question: The proposed Oak Knoll development project will create 5,000 new jobs in Oakland. Does knowing this make you more likely or less likely to support the Oak Knoll development project?

## Gender



## Age



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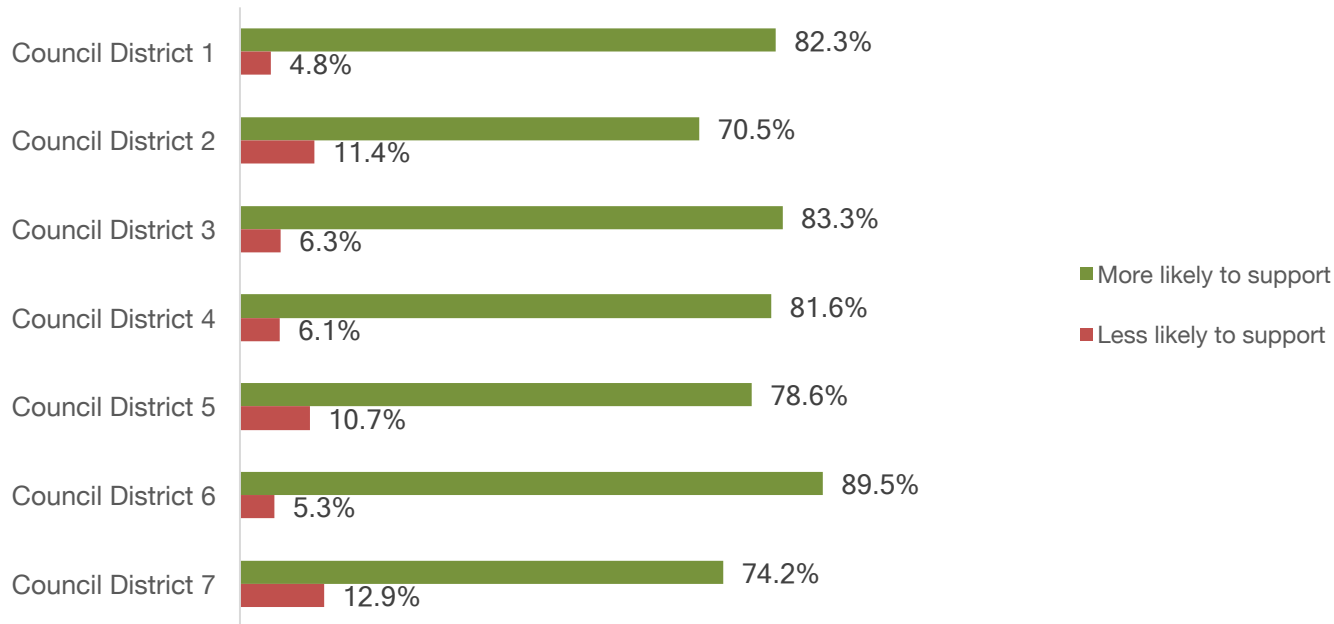


# Support for the Oak Knoll Project

## By Council District

Question: The proposed Oak Knoll development project will create 5,000 new jobs in Oakland. Does knowing this make you more likely or less likely to support the Oak Knoll development project?

### Geographic Region



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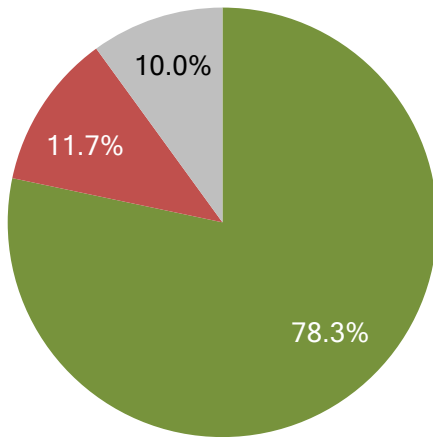
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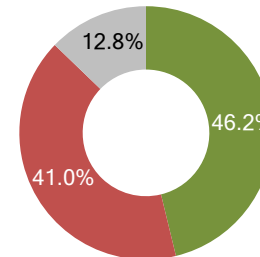
# 78.3% become More Likely to Support the Oak Knoll project knowing developer will contribute \$20M for affordable housing

Question: The developer of the proposed Oak Knoll development project will contribute \$20 million to the City of Oakland to use for affordable housing. Does knowing this make you more likely or less likely to support the Oak Knoll development project?



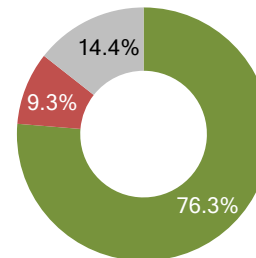
- More likely to support 78.3%
- Less likely to support 11.7%
- Unsure/Refused 10.0%

How does this affect those who initially opposed?



- More likely to support 46.2%
- Less likely to support 41.0%
- Unsure/Refused 12.8%

How does this affect those who were initially unsure?



- More likely to support 76.3%
- Less likely to support 9.3%
- Unsure/Refused 14.4%



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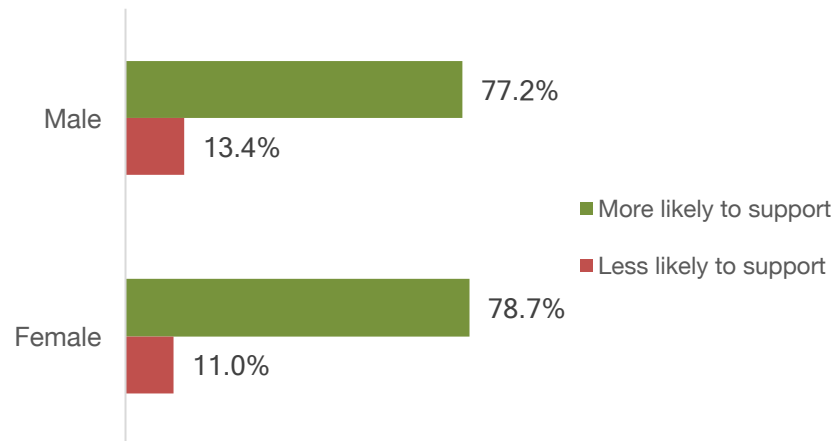


# Support for the Oak Knoll Project

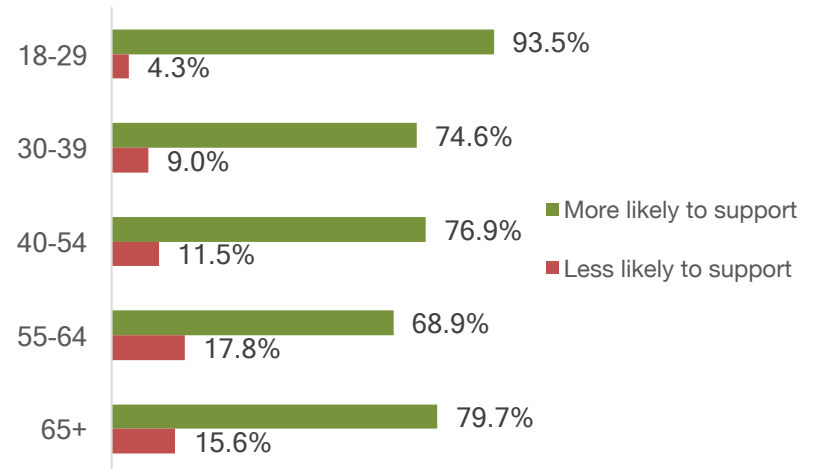
Remains high among both genders and all ages

Question: The developers of the proposed Oak Knoll development project will contribute \$20 million to the City of Oakland to use for affordable housing. Does knowing this make you more likely or less likely to support the Oak Knoll development project?

## Gender



## Age



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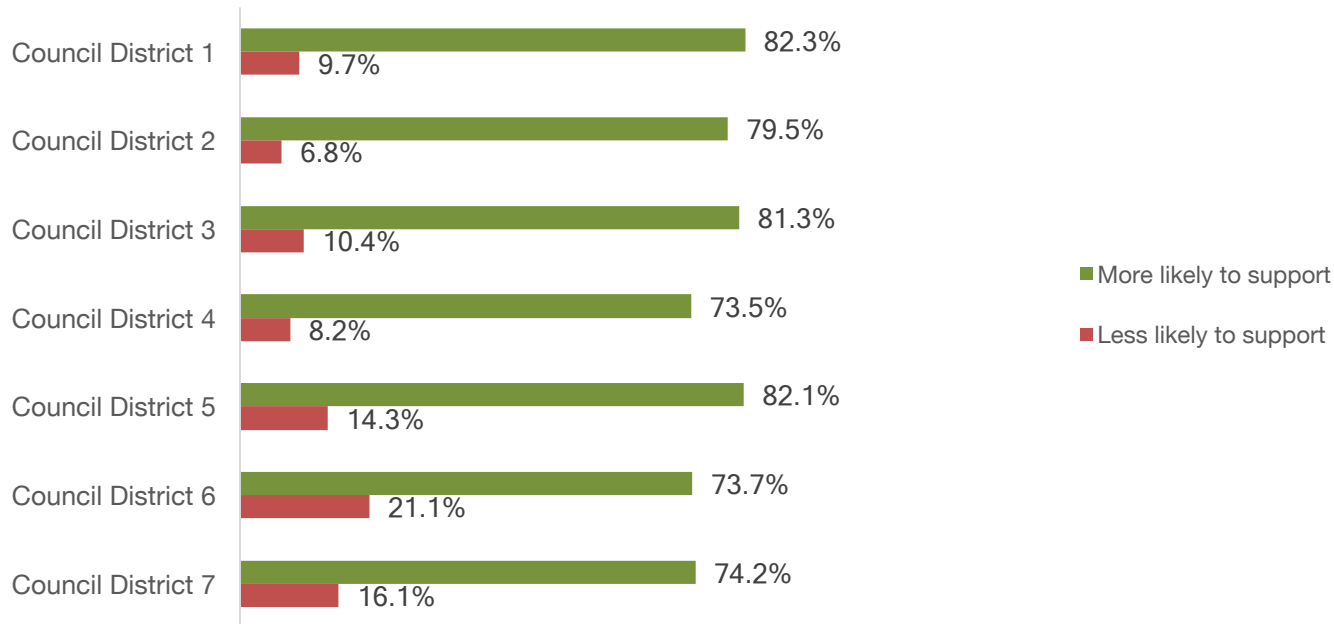


# Support for the Oak Knoll Project

## Remains high among all Council Districts

**Question:** The developers of the proposed Oak Knoll development project will contribute \$20 million to the City of Oakland to use for affordable housing. Does knowing this make you more likely or less likely to support the Oak Knoll development project?

### Geographic Region



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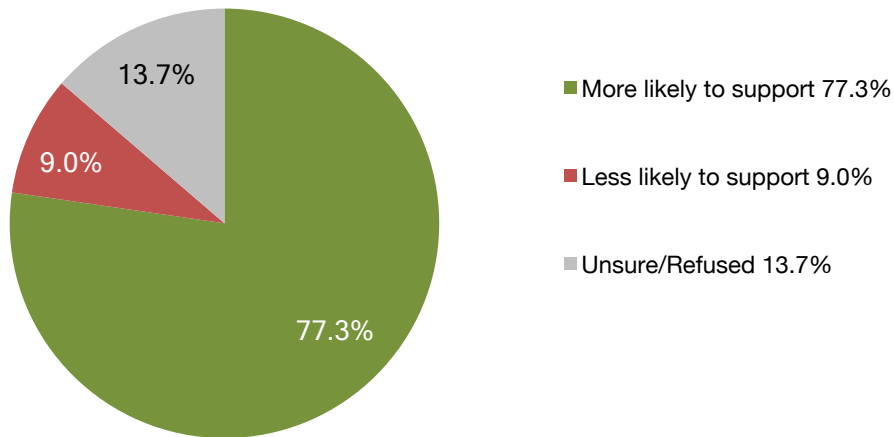
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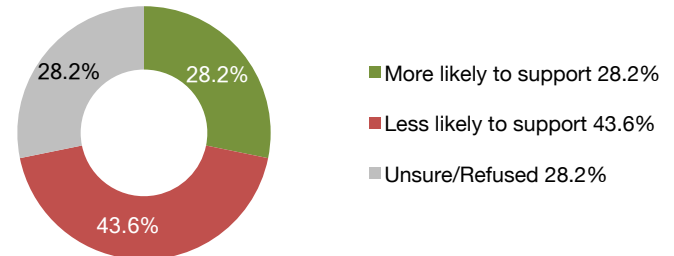


# 77.3% become More Likely to Support the Oak Knoll project knowing the development will bring retail shopping to East Oakland

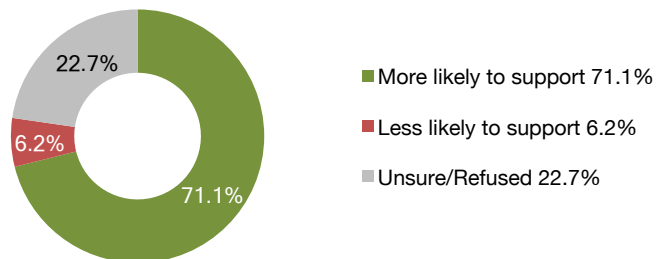
Question: The proposed Oak Knoll development project will bring retail shopping, including a grocery store, to East Oakland. Does knowing this make you more likely or less likely to support the Oak Knoll development project?



How does this affect those who initially opposed?



How does this affect those who were initially unsure?



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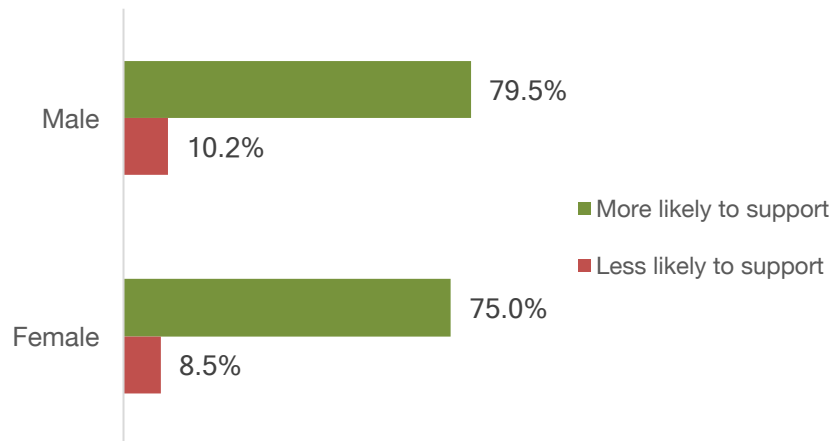


# Support for the Oak Knoll Project

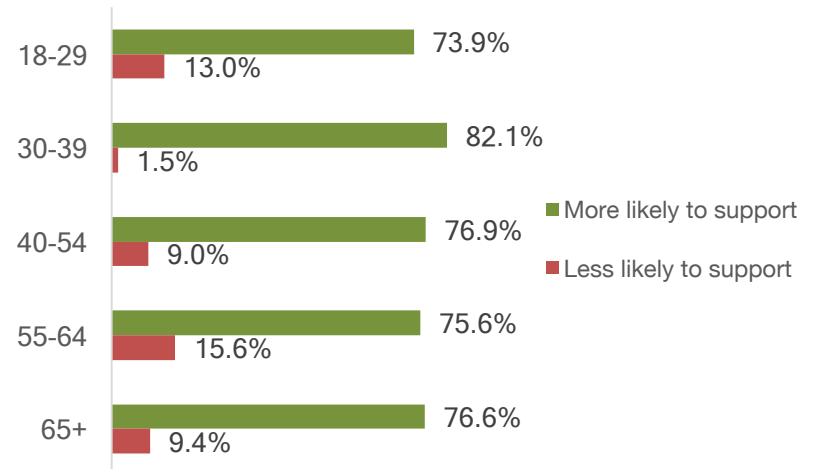
Remains high among both genders and all ages

Question: The proposed Oak Knoll development project will bring retail shopping, including a grocery store, to East Oakland. Does knowing this make you more likely or less likely to support the Oak Knoll development project?

## Gender



## Age



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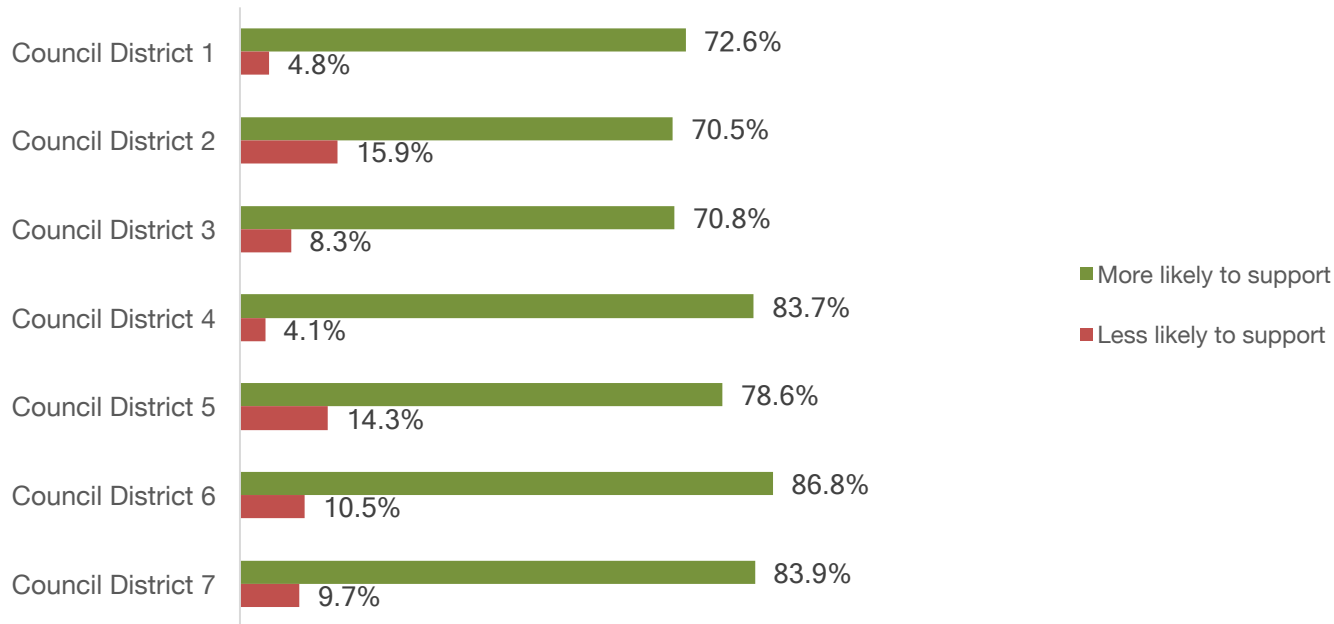


# Support for the Oak Knoll Project

## Remains high among all Council Districts

**Question:** The proposed Oak Knoll development project will bring retail shopping, including a grocery store, to East Oakland. Does knowing this make you more likely or less likely to support the Oak Knoll development project?

### Geographic Region



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San Francisco, CA 94111

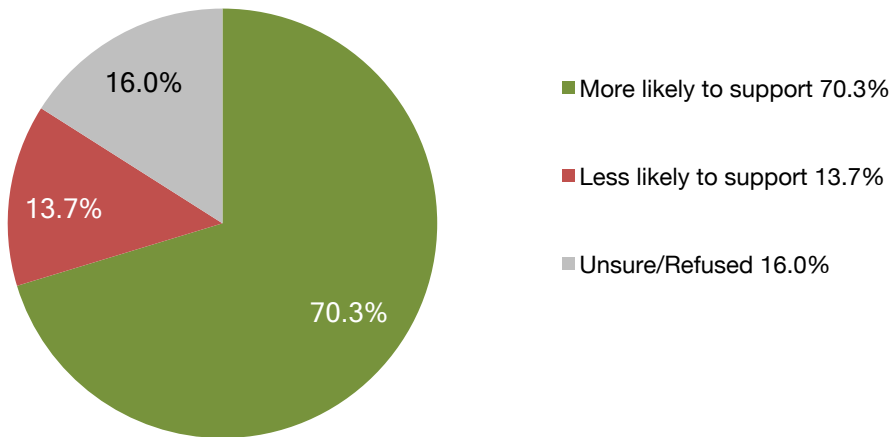
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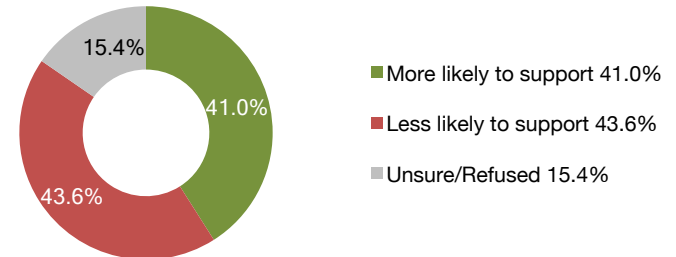


# 70.3% become More Likely to Support the Oak Knoll project knowing there is a signed agreement with LiUNA Local 304

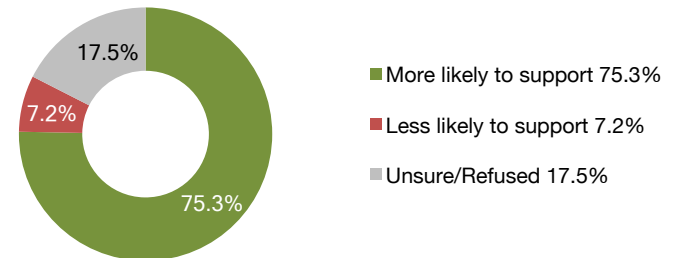
**Question:** The proposed Oak Knoll development project has signed an agreement with LiUNA Local 304 to use local Oakland-based labor union members. Does knowing this make you more likely or less likely to support the Oak Knoll development project?



**How does this affect those who initially opposed?**



**How does this affect those who were initially unsure?**



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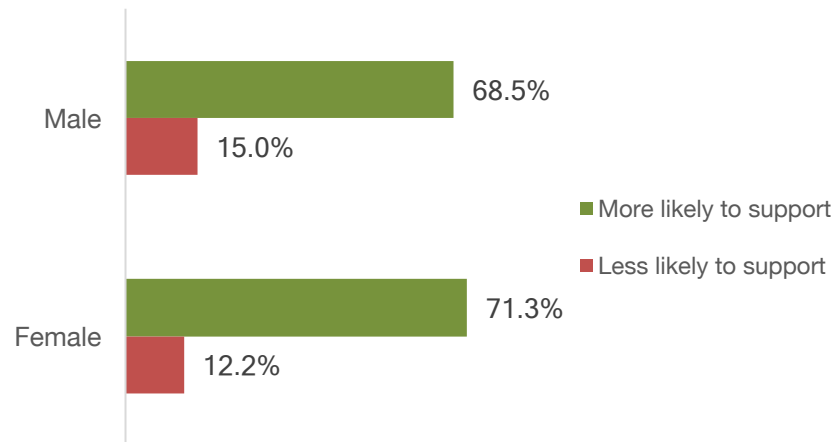


# Support for the Oak Knoll Project

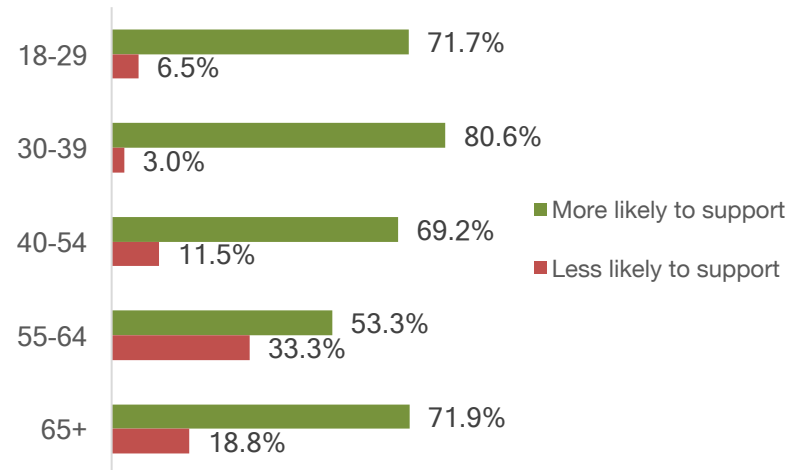
Remains high when broken down by gender and age

Question: The proposed Oak Knoll development project has signed an agreement with LIUNA Local 304 to use local Oakland-based labor union members. Does knowing this make you more likely or less likely to support the Oak Knoll development project?

## Gender



## Age



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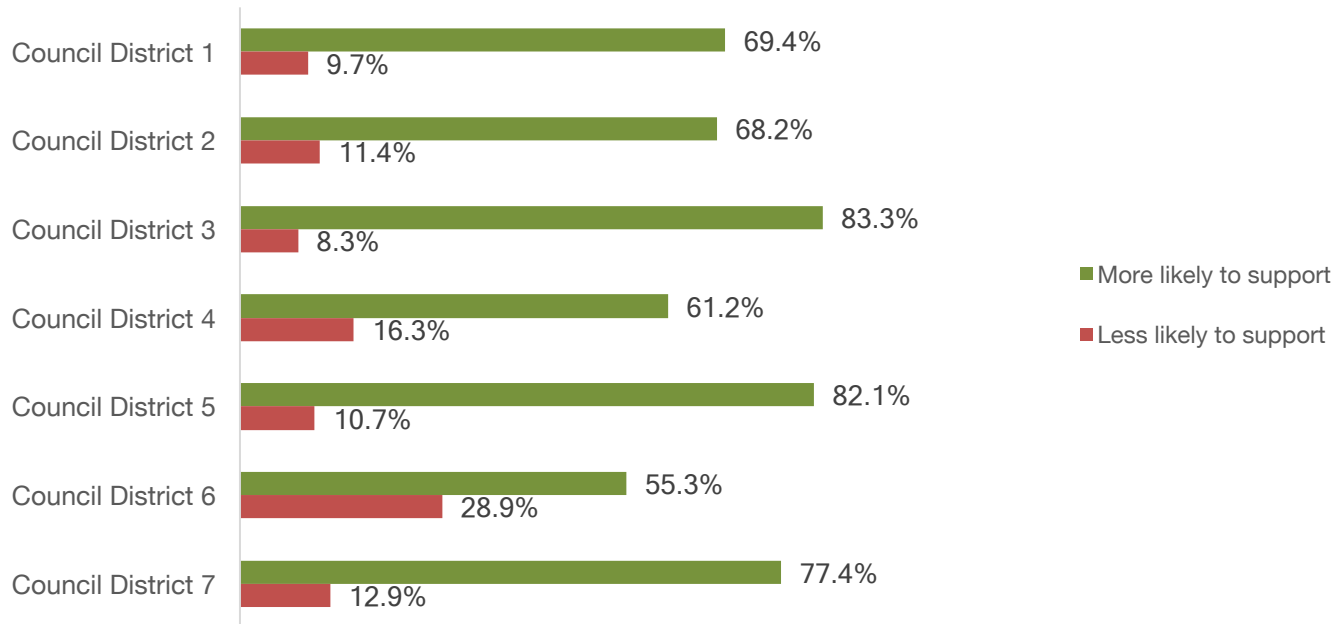


# Support for the Oak Knoll Project

## Remains high among Council Districts

**Question:** The proposed Oak Knoll development project has signed an agreement with LIUNA Local 304 to use local Oakland-based labor union members. Does knowing this make you more likely or less likely to support the Oak Knoll development project?

### Geographic Region



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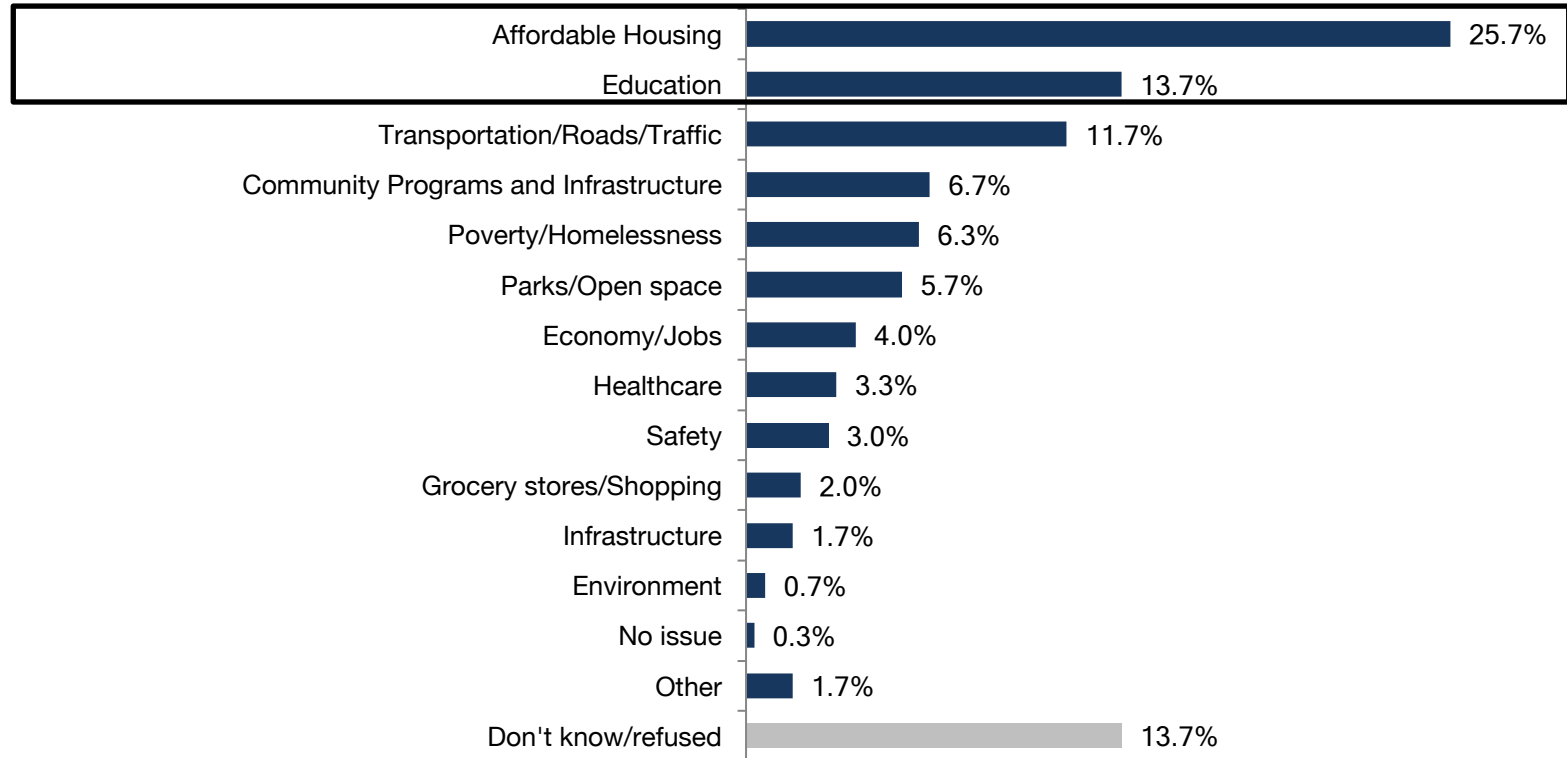
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# Affordable Housing and Education are Top

Community amenities voters believe the developer should contribute to the community

Question: If you could decide how the developer contributes to the community by spending money on community amenities and benefits, what specifically would those community amenities and benefits be?



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# Thank You.

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