

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 economic and 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, continue to feel safer, support the pace of housing and commercial development and see tech as an asset to our business ecosystem. *Additionally, a majority of voters across all major demographic groups agree that increased density will help with the housing crisis.*

The 500-person telephone survey was conducted October 7-14 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' 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.
- Homelessness and the cost of housing continue to be the top issues facing the City.
- 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.
- 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.
- 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.

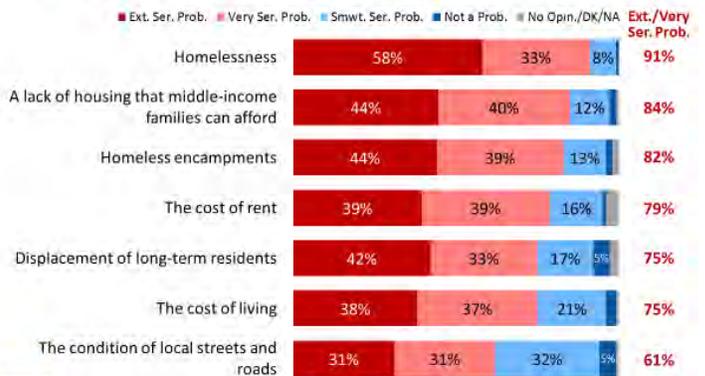
General Voter Attitudes

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

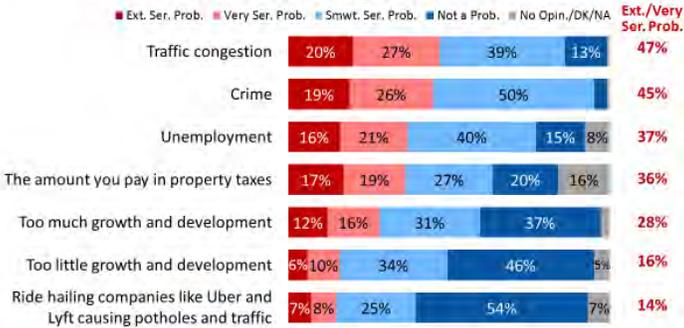
Would you say that things in the City of Oakland are generally headed in the right direction, or do you feel that things are off on the wrong track?



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



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

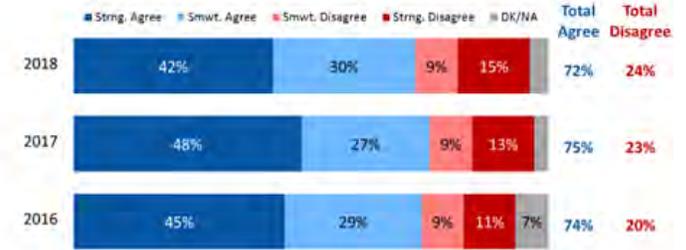


47% of Oakland voters ride Uber/Lyft at least a few times a month

FM3 RESEARCH Q12: I'm going to read you a list of things some people say may be problems facing Oakland. For each, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem for Oakland residents. (Self-administered)

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."



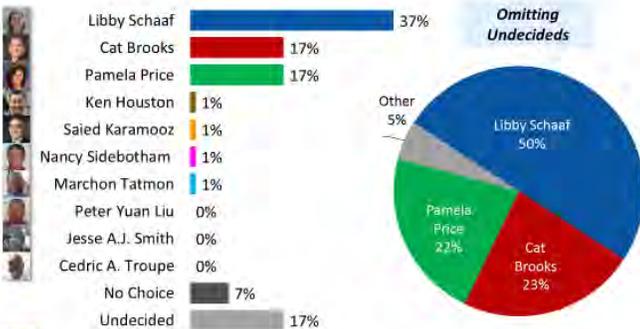
A majority of voters of all ethnicities, ideologies, and income levels agree that tech companies are good for the economy.

FM3 RESEARCH Q13: I'd like to ask you whether you agree or disagree with the statement: "Having more technology companies locate in Oakland is good for our economy because it creates jobs and tax revenue." Please tell me if you agree/strongly agree, disagree, or don't know.

Mayor Libby Schaaf Re-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...



FM3 RESEARCH Q14: If the election for Mayor were held today, who would be your first choice for Mayor if the candidates were...

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%

FM3 RESEARCH Q15: If the election for Mayor were held today, who would be your first choice for Mayor if the candidates were...

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?



FM3 RESEARCH Q16: 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.

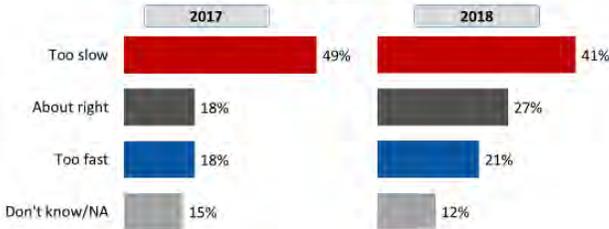
Demographic Groups	Total Approve	Total Disapprove
City Council District		
1 - Kalb	76%	18%
2 - Guillen	84%	9%
3 - Gibson McElhane	85%	9%
4 - Campbell Washington	80%	14%
5 - Gallo	98%	0%
6 - Brooks	81%	18%
7 - Reid	65%	26%
Ideology		
Progressive	91%	6%
Liberal	92%	4%
Moderate	67%	26%
Conservative	44%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

FM3 RESEARCH Q17: Do you approve or disapprove of how Mayor Schaaf handled the situation?

Voter Attitudes on Growth and Development

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

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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:



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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.

FM3 RESEARCH

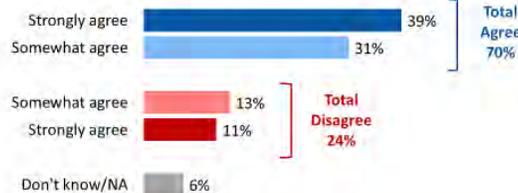
Support for increased housing density cuts across demographic groups.

Demographic Groups	Total Agree	Total Disagree
City Council District		
1 - Kalb	66%	25%
2 - Gullen	80%	18%
3 - Gibson McElhane	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%

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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.

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