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Chamber Poll Shows Oakland Voters Like Tech and New Development

Oakland, CA – October 21, 2016 – The Oakland Metropolitan Chamber of Commerce announced the results of its survey of Oakland voters, conducted together with market opinion and research firm FM3 today.

The results were announced by Barbara Leslie, CEO, at the Chamber’s “Pulse of Oakland” breakfast at the Waterfront Hotel in Jack London Square. The event was attended by over 100 business leaders, government officials, and members of the Oakland community who were able to hear about the Chamber’s comprehensive poll of public opinion that includes voters’ perceptions on Oakland’s growth, arrival of new business and tech jobs, and how voters feel about the rate of Oakland’s development as well as the conduct and effectiveness of Oakland’s elected officials.

The 600-person telephone survey was conducted October 9-13th by FM3 Research with results weighted to reflect the demographic profile of likely November voters and the poll’s margin of error is +/- 4.0 percent. Key findings from the survey include the following:

- 74% of voters believe that locating tech companies in Oakland, along with more jobs and tax revenue, is good for Oakland.
- 63 % of voters believe the rate of new development is either too slow or about right.
- City Council incumbents appear safe in their bids for reelection, but all councilmembers could do more to increase name ID in their districts.
- Oakland voters continue to be optimistic about the city’s overall direction and its economy.
- Feelings of safety in Oakland, although improved, continue to be voters’ most pressing concern.
- A majority of voters say Oakland is a good place to start or grow a business.



The poll found that Mayor Libby Schaaf enjoys a 53% favorable rating, lower than her first year in office, but remains strong. Favorability ratings for the City Council have decreased this year and voters believe there is significant room for growth in their ability to work together.

The 2016 Oakland Voter Survey marks another successful effort by the Chamber to provide decision-makers with actionable data to inform their policy discussions. Other Chamber studies include an annual analysis of Oakland’s economy at the Council district level, an annual tech sector study and an analysis of Oakland’s growing industries and occupations so that we can prepare Oakland’s future workforce for Oakland jobs. “The release of the 2016 Oakland Voter Survey provides policymakers, business leaders, and Oakland residents with another set of data points to track economic growth and quality of life in Oakland,” said Leslie. “The survey confirms that Oakland is headed in the right direction, thanks to the effective leadership of Mayor Schaaf and members of the City Council working with business leaders and residents to promote economic growth and development. The Chamber is pleased to promote these objectives through its programming, including through the support of this important survey of public opinion and encourages our leaders to use this information when making policy decisions that impact the business community and those creating jobs in Oakland.”

The survey’s findings were presented by Dave Metz, FM3 Associates. Vice Mayor Anne Campbell Washington gave opening remarks. The event was sponsored by Colliers International, OakPAC and BART.

For more information, please contact Barbara Leslie. For more info on the results contact Chamber CEO Barbara Leslie.

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