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Oakland Chamber of Commerce Announces Results of 2015 Oakland Voter Survey

61% of respondents say Oakland is headed in the right direction

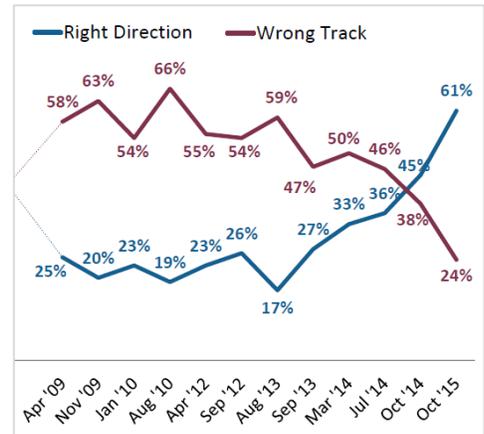
Oakland, CA – November 6, 2015 – The Oakland Metropolitan Chamber of Commerce today announced the results of its survey of Oakland voters, conducted together with market opinion and research firm EMC Research.

The results were announced by Barbara Leslie, CEO, at the Chamber’s “Pulse of Oakland” breakfast at the Waterfront Hotel in Jack London Square this morning. The event was attended by over 100 business leaders, government officials, and members of the Oakland community eager to learn the results of the first comprehensive poll of public opinion since the election of the Oakland Mayor Libby Schaaf in November 2014, and tech giant Uber’s decision to locate its global headquarters in the Uptown neighborhood of Oakland, after purchasing the former Sears building for \$125 million in September this year.

The 600-person telephone survey was conducted October 20–25 by EMC Research, which asked Oakland voters questions about the quality of life in Oakland, their economic outlook, public safety, economic development initiatives taking place in the city, and the performance of Oakland’s elected officials. The results were weighted to reflect true proportions for citywide results and the poll’s margin of error is 4.8 percent. Key findings from the survey include the following:

- Oakland voters are optimistic about the city’s overall direction and its economy, and this optimism has increased over the past year.
- Feelings of safety in Oakland have improved.
- Education, jobs, and crime dominate voter concerns.
- Most voters say Oakland is a good place to start or grow a business.
- Oakland business owners give positive ratings to the city’s business climate.

The poll found that Mayor Libby Schaaf enjoys a 68% favorable rating, and a majority of respondents said they would re-elect her. Ratings of the City Council have increased since 2014, but there is room to improve in the areas of handling public safety and the budget.



The 2015 Oakland Voter Survey marks another successful effort by the Chamber this year to provide decision makers with actionable data, the first of which was the Oakland Chamber District Indicators Report, released in March 2015. “The release of the 2015 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 the City Council working together with business leaders and residents to promote economic growth and development. The Chamber can be credited with promoting these objectives through its programming, including through the support of this important survey of public opinion.”

The survey’s findings were presented by Alex Evans of EMC Research. Mayor Libby Schaaf gave opening remarks. The event was sponsored by Colliers International, EBMUD, and Waste Management.

For more information, please contact Barbara Leslie. The review the poll results, go to www.oaklandchamber.com.

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