



2015 CITY OF OAKLAND BUDGET PRIORITIES SURVEY
329-639-WT
N=84
MARGIN OF SAMPLING ERROR ±10.8% (95% CONFIDENCE INTERVAL)
CITY COUNCIL DISTRICT 7

Hello, I'm \_\_\_\_\_ from F-M-Three, a public opinion research firm. We're conducting a survey about issues that concern people in Oakland. I am not trying to sell you anything and I won't ask for a donation of any kind. May I please speak with \_\_\_\_\_? (MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED--OTHERWISE TERMINATE.) (IF VOTER WISHES TO COMPLETE THE INTERVIEW IN SPANISH OR CANTONESE, PLEASE HAND OFF TO BILINGUAL INTERVIEWER)

A. Does anyone in this household work for a radio station, a television station, a newspaper, an elected official, or as an active political campaign worker?

Yes/Don't know ----- TERMINATE
No ----- 100%

B. (T) Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others? (IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")

Yes, cell and can talk safely ----- (ASK QC) -- 49%
Yes, cell but cannot talk safely ----- TERMINATE
No, not on cell, but own one ----- (ASK QC) -- 40%
No, not on cell and do not own one ----- (SKIP QC) -- 11%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

(ASK QC ONLY IF CODES 1 OR 2 "OWN A CELL PHONE" IN QB)

C. (T) Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally, or do you mostly use your home landline phone to make and receive calls?

All cell phone----- 36%
Mostly cell phone ----- 26%
Cell and landline equally ----- 22%
Mostly landline----- 12%
(DON'T READ) DK/NA ----- 3%

**(RESUME ASKING ALL RESPONDENTS)**

1. (T) Generally speaking, how would you rate Oakland as a place to live: is it an excellent place to live, a good place, only fair, or a poor place to live?

**EXCELLENT/GOOD -----50%**

Excellent ----- 14%

Good ----- 36%

**FAIR/POOR -----50%**

Just fair ----- 33%

Poor ----- 18%

**(DON'T KNOW/NA) -----0%**

2. (T\*) Next, in the upcoming two-year budget, what are the two most important issues facing Oakland residents that you would like to see prioritized in the City government budget? **(DO NOT READ OPTIONS; OPEN-END. RECORD VERBATIM RESPONSE AND THEN CODE AFTER INTERVIEW IS COMPLETE)**

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>
Crime/violence-----	23%	10%
More police/funding/police issues -----	16%	10%
Street and sidewalk maintenance-----	14%	7%
Education/public schools -----	8%	17%
Housing costs/affordability-----	7%	6%
Jobs/keeping businesses -----	7%	13%
Public safety-----	6%	6%
Youth activities -----	5%	3%
Drug abuse-----	2%	0%
Public transportation/buses-----	2%	2%
Traffic congestion/traffic flow -----	2%	0%
Medical care/hospital services-----	2%	1%
Garbage/recycling pick-up -----	1%	0%
Blight/abandoned buildings -----	0%	0%
Cable TV service-----	0%	0%
Dumping/illegal dumping -----	0%	3%
Emergency medical response/fire safety -----	0%	0%
Environment-----	0%	0%
Graffiti -----	0%	0%
Government waste/inefficiency -----	0%	0%
Homelessness -----	0%	2%
Library services-----	0%	0%
Parking -----	0%	0%
Recreation programs-----	0%	0%
Revitalizing downtown-----	0%	1%
Revitalizing neighborhoods -----	0%	2%
Sewer maintenance -----	0%	0%
Street lighting -----	0%	0%
Taxes too high -----	0%	3%
Tree trimming-----	0%	0%
Water supplies -----	0%	0%
Racial profiling -----	0%	0%
Minimum wage -----	0%	0%
City services/social services -----	0%	2%
Less money for police -----	0%	0%
Retain sports team-----	0%	0%
Disaster center/earthquake preparedness -----	0%	0%
Other-----	0%	2%
Undecided/need more information-----	0%	0%
(DK/NA/Unsure) -----	6%	11%

3. (T) Next, how would you rate the overall job being done by Oakland city government in providing services to the people who live here: excellent, good, only fair or poor?

**EXCELLENT/GOOD -----29%**  
 Excellent -----2%  
 Good ----- 28%

**FAIR/POOR -----68%**  
 Just fair ----- 40%  
 Poor ----- 28%

**(DON'T KNOW/NA) -----3%**

**NOW I AM GOING TO ASK YOU SOME QUESTIONS THAT DEAL WITH OAKLAND'S CITY GOVERNMENT BUDGET.**

4. First, thinking about this upcoming year, 2015, do you think that the City of Oakland will start its budget process with a budget surplus, a balanced budget, or a budget shortfall? **(IF BUDGET SURPLUS/SHORTFALL: "Will it be a very large SURPLUS/SHORTFALL or just a small SURPLUS/SHORTFALL?")**

**TOTAL SURPLUS----- 9%**  
 Large surplus -----2%  
 Small surplus -----7%

Balanced budget----- 13%

**TOTAL SHORTFALL-----51%**  
 Small shortfall----- 25%  
 Large shortfall----- 26%

**(DON'T KNOW/NA) ----- 26%**

5. Next, I am going to ask you to imagine you are in charge of Oakland’s City budget. I am going to read you a list of goals that some people think make a city a good place to live. For each one I read, please tell me how important it is that the City budget prioritizes these goals. Please think of a scale from **1** to **5** where **1** means it is **NOT AT ALL IMPORTANT** and **5** means it is **EXTREMELY IMPORTANT**. A rating of **3** is **NEUTRAL**, neither "important" or "unimportant." First, on a scale from one to five, how important is.....(ROTATE) in making a city a good place to live? Next,.....(REPEAT SCALE AS NECESSARY.) (RANDOMIZE)

	<u>SCORE</u>	<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK/NA)</u>
[ ]a. The City has a variety of artistic and cultural activities and events-----	_____	3.8	6%	9%	22%	23%	41%	0%
[ ]b. There is good job availability in the local area -----	_____	4.5	2%	3%	7%	16%	71%	1%
[ ]c. The City is a travel destination -----	_____	3.6	9%	12%	20%	26%	32%	1%
[ ]d. City government is open and transparent ----	_____	4.3	2%	8%	7%	19%	61%	3%
[ ]e. The City promotes literacy and educational opportunities-----	_____	4.4	2%	5%	8%	21%	60%	3%
[ ]f. There are activities and safe spaces for youth and children-----	_____	4.4	4%	3%	9%	19%	65%	0%
[ ]g. There are activities and safe spaces for seniors-----	_____	4.2	4%	3%	19%	18%	55%	1%
[ ]h. The City serves the homeless -----	_____	4.0	8%	5%	19%	19%	48%	1%
[ ]i. There is speedy access to quality emergency medical services -----	_____	4.5	0%	3%	15%	16%	64%	3%
[ ]j. Crime and violence are low -----	_____	4.6	2%	3%	5%	10%	80%	0%
[ ]k. City infrastructure and roads are well maintained-----	_____	4.4	1%	4%	12%	22%	61%	0%
[ ]l. Parks, streets, and public spaces are clean and visually pleasing-----	_____	4.2	6%	1%	14%	25%	54%	0%
[ ]m. There are a wide variety of retail shops and businesses in each city neighborhood ---	_____	3.9	5%	6%	24%	26%	38%	0%
[ ]n. Residents have access to affordable housing-----	_____	4.3	4%	2%	17%	13%	64%	1%
[ ]o. City government is financially stable and doesn't pass debts to future residents-----	_____	4.3	4%	1%	21%	11%	62%	2%
[ ]p. The City is prepared for fires, earthquakes, and other disasters-----	_____	4.4	1%	2%	11%	25%	60%	0%
[ ]q. The City has good pedestrian, bicycle, and public transit accessibility-----	_____	4.1	5%	3%	20%	20%	51%	2%

6. Next, there is a possibility that the City of Oakland may face a significant budget shortfall in the coming year. With that in mind, in making decisions about the budget, should the City of Oakland place a higher priority on: **(RANDOMIZE)**

Cutting existing City services to reduce the need to raise additional revenue, including taxes or fees ----- 20%

**OR**

Raising additional revenue, including taxes or fees, to reduce the need to cut existing City services----- 50%

**(DON'T READ)**

**(BOTH)**----- 11%

**(NEITHER)** ----- 14%

**(DON'T KNOW/NA)**-----5%

7. Now I am going to mention some of the services the City provides its residents that may need to be changed in order to address a potential budget shortfall. After you hear each one, please tell me  whether you think cuts should be made to that service in order to balance the budget, or  whether you would be willing to pay additional taxes or fees to maintain or improve that service. **(RANDOMIZE CUTS/WILLING TO PAY PHRASES) (IF CUTS, ASK: "Would you be willing to make large cuts or just some cuts?") (IF PAY MORE, ASK: "Would you be willing to pay a little more to maintain this service, or pay significantly more to improve it?") (RANDOMIZE)**

	<u>LARGE CUTS</u>	<u>SOME CUTS</u>	<u>PAY LTLE TO MNTN</u>	<u>PAY SIG. IMPR</u>	<u>(DK/NA)</u>	<u>TOTAL CUTS</u>	<u>TOTAL PAY MORE</u>
<input type="checkbox"/> a. Removal of graffiti-----	13%	31%	39%	12%	5%	44%	51%
<input type="checkbox"/> b. Clean-up and removal of illegal dumping-----	2%	25%	56%	15%	2%	27%	71%
<input type="checkbox"/> c. Repair of potholes in city streets and broken sidewalks-----	2%	18%	55%	20%	4%	21%	75%
<input type="checkbox"/> d. Street lighting in your neighborhood-----	6%	28%	51%	9%	6%	33%	61%
<input type="checkbox"/> e. Youth programs at city parks and recreation centers-----	5%	22%	44%	25%	5%	26%	69%
<input type="checkbox"/> f. Programs at senior centers-----	5%	26%	52%	13%	4%	31%	65%
<input type="checkbox"/> g. Maintenance of public parks, street medians and other open space-----	2%	36%	39%	17%	6%	38%	56%
<input type="checkbox"/> h. Police protection in your neighborhood-----	2%	15%	47%	30%	5%	18%	77%
<input type="checkbox"/> i. Flood prevention and storm drain maintenance-----	5%	22%	54%	14%	5%	27%	68%
<input type="checkbox"/> j. Housing programs and affordable housing development-----	7%	23%	49%	17%	4%	30%	66%
<input type="checkbox"/> k. Fire prevention and response-----	5%	17%	48%	25%	5%	22%	73%
<input type="checkbox"/> l. Emergency medical response-----	4%	16%	47%	26%	7%	20%	73%

	<u>LARGE CUTS</u>	<u>SOME CUTS</u>	<u>PAY LTLE TO MNTN</u>	<u>PAY SIG. MRE TO IMPR</u>	<u>(DK/NA)</u>	<u>TOTAL CUTS</u>	<u>TOTAL PAY MORE</u>
[ ]m. Programs to retain, expand, and attract businesses to Oakland -----	11%	32%	32%	17%	8%	43%	49%
[ ]n. Job training and employment programs -----	12%	14%	43%	30%	2%	26%	72%
[ ]o. Child care and Head Start programs -----	4%	19%	51%	23%	2%	24%	74%
[ ]p. Library services and hours -----	4%	30%	47%	12%	7%	34%	59%
[ ]q. Artistic and cultural activities and events -----	13%	33%	33%	14%	6%	47%	47%
[ ]r. Neighborhood traffic congestion improvements -----	7%	40%	41%	11%	1%	47%	52%
[ ]s. Maintenance of public buildings -----	5%	31%	43%	11%	9%	36%	55%
[ ]t. Violence prevention and intervention services -----	4%	12%	47%	30%	8%	16%	76%
[ ]u. Timely response to resident requests for services -----	6%	26%	42%	22%	4%	32%	64%
[ ]v. Addressing abandoned homes and businesses -----	8%	28%	43%	11%	9%	37%	54%
[ ]w. Improvements to bicycle, pedestrian, and public transit services/infrastructure -----	12%	30%	48%	8%	2%	42%	56%
[ ]x. Keeping existing and attracting new professional sports teams -----	31%	33%	20%	8%	7%	64%	29%

**NOW I'D LIKE TO ASK YOU ABOUT HOW YOU INTERACT WITH THE CITY OF OAKLAND.**

8. First, if you were to interact with the City in the future, in which of the following ways would you most like to have contact with them: **(READ LIST, ACCEPT MULTIPLE RESPONSES)**

In person -----	34%
Online through a website -----	18%
By e-mail -----	20%
On the phone -----	27%
Through social media like Facebook or Twitter -----	5%
Through the U-S mail -----	24%
Other <b>(SPECIFY)</b> -----	0%
<b>(DON'T READ)</b> DK/NA -----	0%

9. Which of the following sources of information do you use most often to find out what Oakland City government is doing? **(READ AND ROTATE)** Which do you use next-most often?

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>
<input type="checkbox"/> Television news -----	34%	20%
<input type="checkbox"/> The newspaper online or in print -----	13%	19%
<input type="checkbox"/> Radio news -----	4%	13%
<input type="checkbox"/> The City's website, www.oaklandnet.com-----	11%	2%
<input type="checkbox"/> A neighborhood newsletter or website-----	9%	2%
<input type="checkbox"/> An e-mail newsgroup -----	6%	7%
<input type="checkbox"/> Word of mouth -----	9%	9%
<input type="checkbox"/> Social media, such as Facebook and Twitter-----	6%	10%
<input type="checkbox"/> A website or blog outside City government -----	4%	11%
<input type="checkbox"/> Newsletters from the Mayor or Councilmembers -----	4%	0%
<b>(OTHER- SPECIFY)</b> _____	0%	0%
<b>(DON'T KNOW/NA)</b> -----	0%	8%

**(IF NEWSPAPER – CODE 2 IN Q9a OR Q9b – ASK Q10)**

10. Which of the following newspapers do you use most often to get information about City government: **(READ AND ROTATE)**

The <i>Oakland Tribune</i> -----	76%
The <i>San Francisco Chronicle</i> -----	12%
The <i>East Bay Express</i> -----	7%
The <i>Oakland Post</i> -----	0%
<i>Sing Tao</i> -----	0%
Or another newspaper? <b>(SPECIFY)</b> _____	0%
<b>(DON'T READ)</b> Don't know/Refused -----	5%

**(RESUME ASKING ALL RESPONDENTS)**

**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

11. **(T)** About how long have you lived in Oakland? **(READ LIST)**

Less than two years-----	5%
Two to five years -----	7%
Six to ten years -----	12%
11 to 20 years-----	21%
21 to 40 years-----	28%
41 years or more -----	27%
<b>(DON'T READ)</b> Don't know/Refused ---	1%

12. (T) Do you own or rent the house or apartment where you live?

Own ----- 54%  
 Rent ----- 44%  
 (DON'T READ) Don't know/Refused --- 3%

13. Next, what is your marital status: are you married, living with a partner, single, widowed or divorced?

Married ----- 48%  
 Living with a partner ----- 4%  
 Single ----- 32%  
 Widowed ----- 6%  
 Divorced ----- 9%  
 (DK/NA) ----- 1%

14. (T) Are there any children under the age of 18 living in your household?

Yes ----- 33%  
 No ----- 67%  
 (DK/NA) ----- 1%

15. (T) What is your current employment status? Are you.. (READ LIST)

Employed full-time ----- (ASK Q16)--48%  
 Employed part-time----- (ASK Q16)--7%  
 Self-employed or work from home----- (ASK Q16)--6%  
 A homemaker who does not  
 work outside the home----- (SKIP TO Q17)--1%  
 Retired ----- (SKIP TO Q17)--26%  
 A student ----- (SKIP TO Q17)--4%  
 Unemployed ----- (SKIP TO Q17)--8%  
 (DON'T READ) Refused ----- (SKIP TO Q17)--0%

(IF "EMPLOYED FULL TIME" OR "PART TIME" IN Q15 – CODES 1-3 – ASK:)

16. (T) Is your work located in the City of Oakland or not?

In Oakland ----- 57%  
 Not in Oakland ----- 43%  
 (DON'T READ) Don't know/Refused --- 0%

**(RESUME ASKING ALL RESPONDENTS)**

17. (T) What was the last level of school you completed?

Grades 1-8 -----	2%
Grades 9-11 -----	3%
High school graduate (12) -----	31%
Some college -----	23%
Business/vocational school -----	5%
College graduate (4) -----	26%
Post-graduate work/	
Professional school -----	10%
<b>(DON'T READ) DK/Refused -----</b>	<b>0%</b>

18. (T) With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Anglo or White; Asian or Pacific Islander; or some other ethnic or racial background?

Latino/Hispanic -----	33%
African American/Black -----	41%
Anglo/White -----	8%
Asian/Pacific Islander -----	11%
<b>(MIXED RACE) -----</b>	<b>5%</b>
<b>(OTHER) -----</b>	<b>0%</b>
<b>(DON'T READ) DK/NA/REFUSED ----</b>	<b>2%</b>

**(ASK Q19 ONLY IF ASIAN/PACIFIC ISLANDER – CODE 4 – IN Q18)**

19. More specifically, would you say that you are: **(READ LIST)**

Chinese -----	55%
Filipino -----	33%
Indian -----	0%
Cambodian -----	13%
Laotian -----	0%
Pacific Islander -----	0%
Japanese -----	0%
Korean -----	0%
Vietnamese -----	0%
<b>(MIXED RACE) -----</b>	<b>0%</b>
<b>(OTHER) -----</b>	<b>0%</b>
<b>(DON'T READ) DK/NA/REFUSED ----</b>	<b>0%</b>

**(RESUME ASKING ALL RESPONDENTS)**

20. (T) I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2014?

\$30,000 and under -----	19%
\$30,001 - \$60,000-----	23%
\$60,001 - \$75,000-----	11%
\$75,001 - \$100,000 -----	4%
\$100,001 to \$150,000 -----	9%
\$150,001 and over -----	5%
<b>(DON'T READ)</b> Refused -----	29%

21. Were you born in the United States or did you immigrate to the United States?

Immigrated to US -----	24%
Born in US -----	75%
<b>(DON'T READ)</b> DK/NA/REFUSED ----	1%

**(ASK Q22 ONLY IF CODE 1 IN Q21)**

22. In which country were you born? **(RECORD VERBATIM RESPONSE AND CODE AFTERWARDS)**

<b>THANK AND TERMINATE</b>
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<b>SEX (BY OBSERVATION):</b>	Male-----	53%
	Female-----	47%

<b>PARTY REGISTRATION:</b>	Democrat-----	76%
	Republican -----	4%
	No Party Preference -----	18%
	Other -----	3%

<b>LANGUAGE OF INTERVIEW:</b>	English-----	84%
	Spanish -----	12%
	Cantonese -----	4%

**STATEWIDE ELECTION FLAGS**

P08-----	26%
G08-----	60%
M09-----	25%
P10-----	31%
G10-----	54%
P12-----	31%
G12-----	80%
P14-----	27%
G14-----	53%
Blank-----	10%

**AGE**

18-29-----	14%
30-39-----	13%
40-49-----	28%
50-64-----	25%
65-74-----	8%
75+-----	11%
Blank-----	1%

**CITY COUNCIL**

City Council District 1-----	0%
City Council District 2-----	0%
City Council District 3-----	0%
City Council District 4-----	0%
City Council District 5-----	0%
City Council District 6-----	0%
City Council District 7-----	100%

**PERMANENT ABSENTEE**

Yes-----	48%
No-----	52%

**HOUSEHOLD PARTY TYPE**

Dem 1-----	52%
Dem 2+-----	13%
Rep 1-----	4%
Rep 2+-----	0%
Ind 1+-----	16%
Mixed-----	16%