2017 City of Oakland Budget Priorities Survey

Summary Report of
January 2017 Telephone Survey

320-728

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APPENDIX A – TOPLINE SURVEY RESULTS

Between January 3-12, 2017, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone survey of 1,202 randomly selected residents in the City of Oakland to assess their views on issues related to the Oakland City budget. The survey questionnaire was translated and administered in Spanish and Cantonese, as well as in English.

Survey questions were developed in consultation with City staff and the City's Budget Advisory Commission, and several were repeated from similar surveys conducted in 2015, 2005, 2002 and 2000.

It is important to note in making comparisons to previous years that the sample for 2005, 2002 and 2000 surveys were drawn by a random digit dialing or RDD methodology from the entire population of Oakland residents. Due to the escalating costs associated with conducting RDD surveys – and the practical difficulties with interviewing a representative sample using this methodology given the large share of cell phone users in large cities like Oakland – the 2015 survey was conducted using a voter sample.

In order to uncover potential differences in attitudes and opinions among registered voters compared with those of residents not registered to vote, this year's study used two sample sources. Half of the respondents came from a list of all registered voters in Oakland, and the other half were selected using the aforementioned RDD methodology. FM3 designed demographic and geographic quotas based upon U.S. Census data and then randomly called phone numbers in the area to screen for adult Oakland residents to ensure that the total universe of respondents demographically reflected the City's adult population. Special cell phone RDD samples complemented traditional landline RDD samples to ensure that sufficient numbers of those exclusively or primarily using cell phones were adequately represented.

Of the 602 interviewed from the RDD sample, just 65 said they were *not* registered to vote. Unless otherwise noted, the combined voter and RDD sample results are presented throughout this report.

Nearly two-thirds (63%) of the interviews were conducted with respondents using a cell phone; 95 percent indicated that they own a cell phone. Four percent of the interviews were conducted in Spanish (3%) or Cantonese (1%). Overall, 9 percent of respondents reported being born outside the U.S., and their countries of origin are summarized in **Figure 1** on the next page.

The overall sample was weighted slightly to conform to demographic data on the City's adult population: by gender, age, City Council District and ethnicity. The margin of sampling error for the survey sample as a whole is +/-2.8 percent at the 95 percent confidence level. The margin of error for smaller subgroups within the sample is larger; for example, the margin of error for the RDD sample is +/-4.0 percent. The same is true of the voter-file sample. Looking only at the non-voter subsample, the margin of error is +/-12.2 percent.

Finally, it should be noted that due to rounding, not all combined percentages will sum to their assumed total. For example, 13.4 percent and 12.4 percent are shown as 13 and 12 percent in this report, and instead of their combined total summing to 25 percent, it sums to 26 percent (25.8 percent).

This report discusses and analyzes the survey's principal findings. Following a brief summary of findings, the report is divided into four parts:

- **Part 1** examines Oakland voters' views of life in the city and the overall performance of City government in delivering services.
- **Part 2** explores engagement with the City budget, including levels of current engagement and desire to learn more about the budget.
- **Part 3** focuses on specific priorities for City spending and preferences for revenue increases or budget cuts in specific programs.
- **Part 4** addresses respondents' preferences for how to interact with City government and their preferred modes of transportation.

The topline results of the survey are included at the end of the report in **Appendix A**, followed by toplines for the RDD sample only and the voter-only sample.

FIGURE 1:
Country of Origin, 2017 Oakland Survey Respondents

Country of Origin	Number of Respondents		Country of Origin	Number of Respondents
United States	1,070		France	1
China	15		Guatemala	1
Mexico	12		Honduras	1
Germany	4		Hungary	1
El Salvador	4		India	1
United Kingdom	4		Iran	1
Canada	3		Israel	1
Vietnam	3		Jamaica	1
Ethiopia	2		Laos	1
Argentina	2		Malta	1
Cuba	2		Nicaragua	1
Japan	2		Nigeria	1
Italy	2		Palestine	1
Korea	2		Panama	1
Switzerland	2		Philippines	1
Africa*	1		Poland	1
Asia*	1		Portugal	1
Australia	1		South Africa	1
Bermuda	1		Sweden	1
Cambodia	1		Trinidad	1
Central America*	1		Venezuela	1
Egypt	1		Yemen	1

Respondent-supplied answers.

The survey results suggest that voters in Oakland are, overall, quite happy with life in their city, although they hold more tepid views of how the City government delivers services. Few residents pay significant attention to the City budget, but many say that they are interested in learning more. Housing affordability has emerged as a clear top concern among residents, followed closely by public safety issues like crime and policing, then education, and economic development. Consistent with the 2015 poll, the 2017 poll shows that there are very few programs or services that most Oaklanders would not pay at least a little more to maintain or improve. The intensity of this sentiment has notably increased overall, though the relative rankings of specific programs and services has shifted somewhat.

Specifically:

Oakland residents hold very positive views of the city's quality of life (73% rate it "excellent" or "good") but continue to have mixed feelings about City service provision. While few feel the City is doing a poor job providing services, most see clear room for improvement (just 34% rate it "excellent" or "good").

However, very few pay particular attention to Oakland's City budget (16% follow the budget "extremely" or "very closely"), though many say they would like to learn more about the City's spending priorities (46% "extremely" or "very interested" in learning more).

While public safety remains a top spending priority of residents, concerns about housing affordability and homelessness have spiked. Residents would also like to see investment in economic development, chiefly job training.

Residents show a clear preference for continued or increased investment in nearly all City services and programs when faced with a choice between seeing cuts or paying more. Overall, this willingness has notably increased since 2015. The share of residents preferring to see cuts in services (averaged across all services polled) fell from 31% in 2015 to 19% in 2017.

Finally, a clear majority prefers to access programs and services using the City's website (57%), with pluralities favoring this platform in every demographic subgroup. In addition to the website, older residents also select offline channels (in person, phone, mail) and younger residents say they are also comfortable with digital platforms (email, mobile apps).

Overall, survey respondents generally feel quite positive toward life in Oakland, but offer lower marks for how well the City provides services to its residents.

1.1 Perceptions of Oakland as a Place to Live

As a place to live, Oakland receives high marks. More than seven in ten survey respondents rate it as "excellent" (27%) or "good" (46%), while only one in four (26%) rated it as "only fair" (20%) or "poor" (6%). As **Figure 2** illustrates, this builds on nearly two decades of steady improvement in the share of residents who rate life here as "excellent."

FIGURE 2:
Current and Historical Perceptions of Life in Oakland

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?
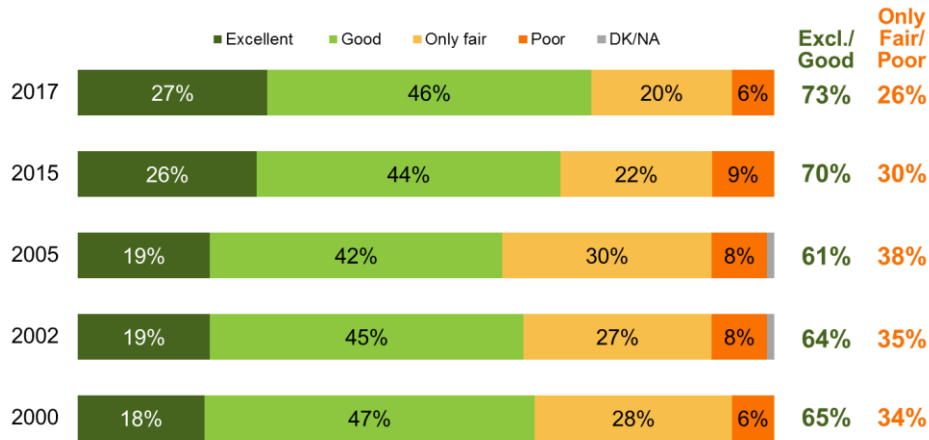
Results among Subgroups

Solid majorities of demographic subgroups within Oakland reported positive ratings. Residents from the voter-file sample gave slightly more positive ratings to their quality of life compared with those from the RDD sample. The relatively small group of non-voters (5% of the overall sample) also had less-positive views, with 14 percent rating quality of life as "excellent," 52 percent rating it "good," and 34 percent rating it as "only fair" or "poor."

FIGURE 3:
Quality of Life Ratings by Sample Source

Rating	%	
	Voter File	**RDD**
Total positive	**76**	**70**
Excellent	27	27
Good	50	43
Total negative	**23**	**29**
Only fair	19	21
Poor	4	8

Several demographic subgroups expressed more positive feelings about the quality of life in Oakland. These respondents were disproportionately affluent, white, and formally educated:

- Residents with household incomes of more than $100,000 annually (38% "excellent" compared to 27% overall);
- White residents (36%);
- Post-graduate educated residents (33%); and
- Residents of City Council District 1 (35%) and District 2 (31%).

In comparison, the subgroups who disproportionately rated life in Oakland as "poor" did so at a rate of a little more than one in ten. These tended to be African-American, reside in East Oakland, and younger:

- African-American (11% "poor" compared to 6% overall);
- Residents of City Council District 7 (11%), District 6 (9%), and District 5 (10%);
- Not registered to vote (10%); and
- Ages 18 to 29 (10%).

Perhaps most notably overall, while 84 percent of white residents had a positive view of quality of life in the City, just two-thirds (67%) of residents of color did, including 60 percent of African-Americans more specifically.

1.2 Perception of City Government Services

In contrast to the generally positive ratings given to life in Oakland overall, the City's provision of services receives mixed ratings from survey respondents. One-third (34%) rate *the overall job being done by Oakland city government in providing services for the people who live here* as "excellent" (3%) or "good" (31%), while 42 percent rate it as "only fair" and 20 percent rate it as "poor." As shown in **Figure 4**, these ratings are generally comparable to the ratings given by Oakland residents in 2000, 2002, 2005, and 2015.

FIGURE 4:
Current and Historical Perceptions of Provision of City Services

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?
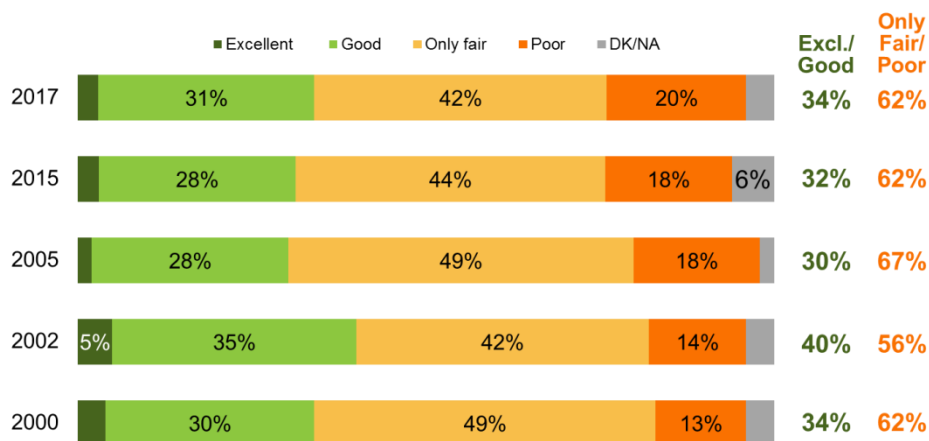
Results among Subgroups

In general, there were not large variations among different subgroups in how they viewed City government's provision of services. Pluralities of most major demographic groups gave the City an "only fair" rating, including both voter-file and RDD samples.

FIGURE 5:
Service Provision Ratings by Sample Source

Rating	%	
	Voter File	**RDD**
Total positive	**32**	**35**
Excellent	2	4
Good	31	31
Total negative	**64**	**61**
Only fair	44	41
Poor	20	20

While no more than six percent of any of the subgroups viewed the provision of City services as "excellent," a few subgroups did express disproportionately positive opinions when their "excellent" and "good" ratings were combined:

- Asian/Pacific Islanders who do not identify as Chinese (47%, compared with 34% overall) and residents born outside the United States (42%);
- White residents (42%);
- Residents of City Council District 4 (41%) and District 2 (40%); and
- Those with a post-graduate education (40%).

The subgroups disproportionately rating the City's provision of services as "poor" included longer-term residents, African Americans, and residents in West and East Oakland districts:

- Residents of City Council District 6 (35% "poor" compared to 20% overall) and Districts 3 (26%) and 7 (24%);
- African-Americans (31%);
- Women without a college degree (29%); and
- Those who have lived in Oakland between 21 and 40 years (27%).

Given the disparate responses to the questions about living in Oakland versus the City's provision of services, it can be informative to look at the intersection of those questions. More specifically, two in five (41%) survey respondents indicated that Oakland is an "excellent" or "good" place to live, but feel that City government does an "only fair" or "poor" job providing services. The subgroups disproportionately falling into this category tended to be affluent, newer arrivals, as well as those who are self-employed and use transit regularly:

- Those with household incomes greater than $100,000 (50% compared to 41% overall);
- Those who work outside the city (48%), and those who are self-employed or work at home (47%);
- People who moved here after 2011 (48%);
- Regular cyclists (47%) and bus riders (47%);
- Non-voters (72%); and
- Residents of City Council District 1 (46%).

Few Oaklanders say they pay much attention to the City budget currently, but many claim that they would like to learn more about it.

2.1 Following the City Budget

As might be expected, the majority of Oaklanders admit that they pay little or no attention to budget issues. As **Figure 6** illustrates, one in six (16%) say they follow these issues "extremely" or "very closely." More than twice as many (37 percent) claim to pay only "somewhat" close attention – an option potentially selected due to the social desirability of civic engagement. Meanwhile, nearly half (46 percent) say they follow the budget "not too" or "not at all closely."

FIGURE 6:
Attention to the City Budget

How closely do you follow issues related to the Oakland City budget?
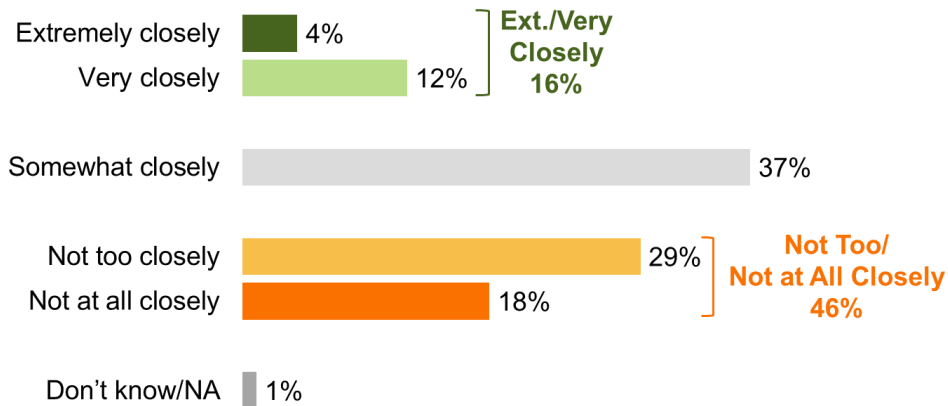
Results among Subgroups

Notably, the voter-file sample was somewhat *less* likely to say they follow budget issues closely than those from the RDD sample. Half (50%) of those from the voter file said they follow the budget "not too" or "not at all closely," compared with 42 percent among the RDD sample.

FIGURE 7:
Service Provision Ratings by Sample Source

Rating	%	
	Voter File	**RDD**
Total closely	**13**	**19**
Extremely	4	4
Very	9	15
Somewhat closely	**35**	**38**
Total not closely	**50**	**42**
Not too	32	25
Not at all	18	17

The highest share of a demographic subgroup that indicated they follow the City budget "extremely" or "very closely" was 22 percent (regular carpoolers and residents of City Council District 6) – still relatively low. However, those with the most intensely positive and negative views of City services were somewhat more likely to pay attention to the budget. In addition, one in five (19% or more) of each of the following groups express those higher levels of interest:

- Residents who have lived in Oakland 21 to 40 years, or who are between 50 and 64 years old;
- City Council District 3 residents;
- Men aged 50 and older; and
- Those in households earning $30,000 or less annually, and those earning between $60,000 and $75,000 annually.

Majorities of several demographic subgroups reported that they follow the budget "not too closely," or "not at all." These include:

- Non-voters (60%, compared with 46% overall);
- Residents with a high school education or less (58%);
- Those born outside the United States (58%);
- Chinese residents (56%), and Asian/Pacific Islanders more generally (53%); and
- Residents aged 75 or older (53%).

2.2 Interest in the City Budget

While, as discussed above, relatively few follow budget issues closely now, nearly half (46%) of Oakland residents claim they are "extremely" or "very interested" in learning more. Fewer than one in five (18%) say they are *not* interested in learning more, as shown in **Figure 8** below. Again, the 34 percent who say they are "somewhat interested" do not have especially strong opinions on the matter.

FIGURE 8:
Desire to Learn More About the City Budget

*How interested are you in learning more about Oakland's
City budget and how its funds are allocated?*
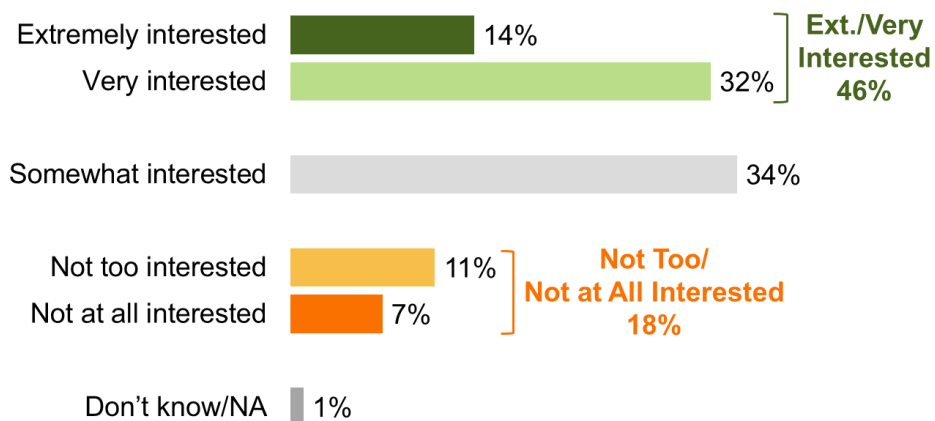
Results among Subgroups

The sample of registered voters expressed slightly higher interest in learning more about the budget than those in the RDD sample. More than two in five (43%) of non-voters say they are not at all or not too interested in the budget – which likely accounts for some of the difference between the RDD and voter-file samples.

FIGURE 9:
Interest in Learning about Budget by Sample Source

Rating	%	
	Voter File	**RDD**
Total interested	**49**	**44**
Extremely	12	16
Very	36	28
Somewhat interested	**34**	**35**
Total not interested	**16**	**20**
Not too	9	13
Not at all	7	7

There are several groups of Oaklanders with a majority or more reporting they are extremely or very interested in learning about budget issues. These include:

- Residents of City Council District 6 (57%, compared to 46% overall);
- Oaklanders earning $100,000 per year or more (54%);
- Those who regularly carpool or ride BART (both 54%), or who use ride-hailing apps (52%);
- Oaklanders in their 40s (52%) and
- Women registered to vote with no party preference (53%) and Republican men (53%).

By contrast, those who said they had little interest were disproportionately:

- Non-voters (43%, compared with 18% overall);
- Chinese residents (34%) and Asian/Pacific Islanders more generally (29%);
- Residents with high-school educations (29%); and
- Republicans (28%).

Taken together, one-third (34%) of Oakland residents say they are "extremely" or "very interested" in learning about budget issues, but that they currently do not follow them closely ("somewhat," "not too" or "not at all closely.") These Oaklanders may be an especially fruitful target for engagement in budget issues. Demographic subgroups especially likely to fall into this category include:

- Recent arrivals to the City (42%, compared with 34% overall);
- Speakers of Cantonese or Spanish (41%);
- Residents of City Council District 6 (40%);
- High-income households (40%); and
- Women under age 50 (40%).

The study took three approaches to determining Oaklanders' budget priorities: (1) by asking them to state, in their own words, their two most important issues; (2) by having them allocate a hypothetical $100 budget across five goals for the city; and (3) asking whether they would prefer to pay more or see cuts to a list of specific programs and services.

When asked to come up with their own priorities for the City budget, respondents were most likely to name housing costs and affordability. Public safety – including response to crime and police issues – ranked close behind. Safety also topped the list of potential goals for the city, and in the areas where respondents indicated they were most willing to pay more to maintain or improve services.

3.1 Volunteered Priorities for the City Budget

Respondents were asked an open-ended question about the two most important issues facing Oakland residents that they would like to see prioritized in the City government budget. As shown in **Figure 10**, their most frequent answers related to housing costs and affordability, which nearly two in five (39%) mentioned as either their first or second choice; then crime/violence/safety (13% first choice, 11% second), followed by education/public schools (13% first choice, 12% second) and police/law enforcement (10% first choice, 7% second choice). Homelessness and street and sidewalk maintenance were priorities for 13 percent each, and 8 percent ranked jobs/keeping business in their top two priorities. A wide variety of other priorities were mentioned (included in the "other" category), ranging from traffic flow and illegal dumping to fire safety and food access.

FIGURE 10:
Current Priorities for the City Budget
(Categories with 2% or More as First Choice)

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?
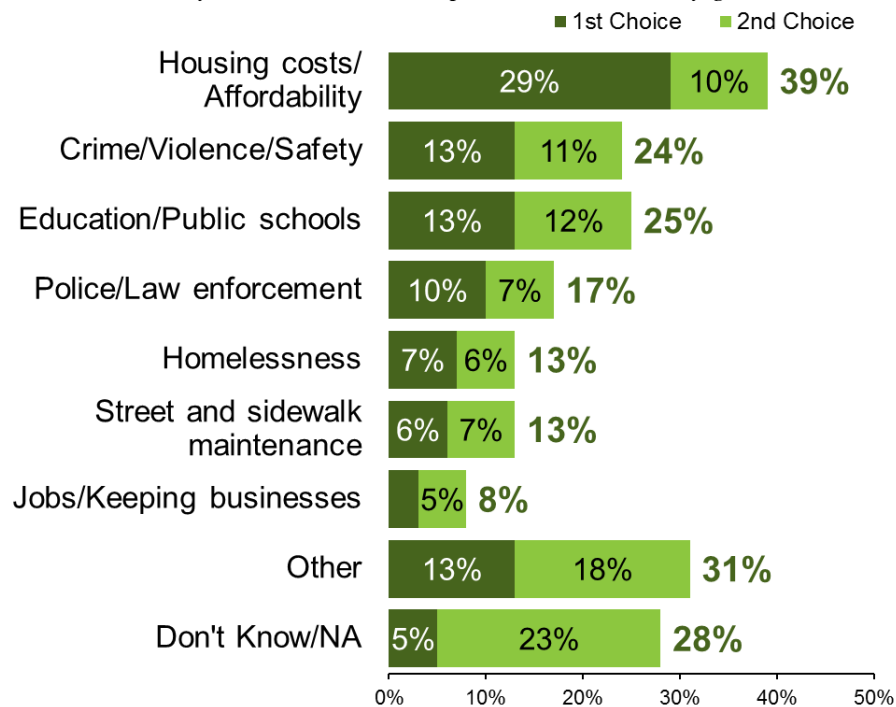
While housing costs is the clear leader, combining crime/violence/safety and police/law enforcement yields a clear second priority, with 23 percent naming it a top priority, and 18 percent ranking it second. While some

responses in the police/law enforcement category have to do with police staffing and patrols, others were more focused on the department's relationship with the community. (Notably, the first two days of poll fielding occurred during a time before the City had announced the hiring of Chief Anne Kirkpatrick, and a few mentioned this gap specifically.)

Combining homelessness with housing costs reinforces the primacy of housing issues for Oakland residents – with more than one-third (36%) saying that is their top budget issue.

These priorities have shifted significantly since 2015, and even more dramatically from earlier years (**Figure 11**). Housing costs/affordability is the number-one priority to fully 19 percent more of Oakland's residents than it was two years ago. In 2000, when respondents were asked about the most serious issue they would like to see City government do something about, their top answers were education/public schools (33%) and crime (19%), followed by the need for affordable housing (8%). In 2002, again asked about a single most serious issue, the list was topped by crime (26%), education (14%), housing affordability (12%), and drugs (11%). In 2005, residents were asked to name three most serious issues, and their list was again topped by education (35% first choice), crime (22%), housing costs/affordability (5%), and jobs (4%).

FIGURE 11:
Comparing Open-Ended Priorities over Time
(1ˢᵗ Choice; 3% and above shown)

Issues	2000	2002	2005	2015	2017
Housing costs/Affordability	8%	12%	5%	10%	⬆ 29%
Crime/Violence/Safety	19%	26%	22%	20%	⬇ 13%
Education/Public schools	33%	14%	35%	17%	⬇ 13%
Police/Law enforcement	NA	2%	2%	10%	10%
Homelessness	3%	4%	2%	2%	7%
Street and sidewalk maintenance	3%	4%	4%	8%	6%
Jobs/Keeping businesses	5%	3%	4%	7%	3%

Results among Subgroups

On this question, there were some marked differences by demographic subgroup:

- There was a sharp difference between homeowners and renters on housing, which 41 percent of renters said was their top issue, and just 20 percent of homeowners saying so.
- Homeowners were much more concerned with public safety and the police. In addition, 42 percent of Oakland's newest residents put housing first.
- Housing costs were a bigger concern in District 1 (35%), District 2 (36%) and District 3 (40%) than in the remaining areas of the city.
- Asian/Pacific Islanders were more likely than those of other ethnicities to name homelessness a top concern (14 percent, compared with 7 percent overall).
- Residents under age 50 were more likely to name education a top concern (16 percent compared with 9 percent for those over 50).

3.2 Allocation of Budget Among Five Goals

Before turning to specific programs and services, the study assessed the relative value of five goals for the City provided by the Budget Advisory Commission. Each respondent was given a hypothetical $100 City budget and the list of goals, then asked to divide the $100 across each category.

As shown in **Figure 12,** *a safe city* was the distinct top priority – the average Oaklander would spend $24.80 on this goal. *A sustainable, prosperous economy that creates quality jobs* would receive $22.60. In a third tier, *competent and effective delivery of City services* and *a just, equitable and diverse community* would receive about $19 each. Finally, *an attractive vibrant community* is the lowest priority, at $15.

FIGURE 12:
Allocating the City Budget Across Five Goals

Next, I am going to ask you to imagine you are in charge of Oakland's city budget. The City of Oakland has five major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. After I read you all of the goals, please tell me how many dollars out of 100 you would spend on each. (Average)

$24.80	$22.60	$19.40	$18.20	$15.00
A safe city	A sustainable, prosperous economy that creates quality jobs	Competent and effective delivery of City services	A just, equitable and diverse community	An attractive vibrant comm-unity

Results among Subgroups

Having *a safe city* is the top priority in every City Council District (see **Figure 13** on the next page). However, residents of Districts 6 and 7 each put nearly $27 toward that goal. In District 1, nearly equal shares were allocated to safety and the economy.

Homeowners and those earning more than $100,000 annually allocated $26.40 to *a safe city,* compared with $23 allocated by renters. Renters would spend an additional $2 on *a just, equitable and diverse community*; Asian/Pacific Islanders are also particularly interested in funding that goal.

FIGURE 13:
Allocating the City Budget Across Five Goals by Council District

■ Safe City   ■ Creates Quality Jobs   ■ City Services   ■ Equitable and Diverse Community   ■ Attractive Vibrant Community

	Safe City	Creates Quality Jobs	City Services	Equitable and Diverse Community	Attractive Vibrant Community
Overall	$24.80	$22.60	$19.40	$18.20	$15.00
District 1	$23.90	$23.70	$20.40	$17.60	$14.40
District 2	$24.30	$22.00	$20.30	$19.10	$14.30
District 3	$23.50	$22.20	$19.20	$19.70	$15.40
District 4	$23.90	$22.20	$19.80	$18.60	$15.60
District 5	$24.80	$21.30	$19.10	$19.30	$15.50
District 6	$26.90	$22.40	$19.10	$16.50	$15.00
District 7	$26.80	$24.30	$17.50	$16.40	$14.90

3.3 Preferences for Revenue Increases or Cuts for Specific Programs

Respondents near-universally indicate they prefer paying additional taxes or fees over budget cuts for a broad range of services the City provides, and they are more likely to say they would pay "significantly more" than they were in 2015 for an array of programs. The services they are most willing to pay for reflect the priorities listed in the previous sections: public safety, affordable housing, street repair, and job training.

As in prior years, Oaklanders are much more likely to express willingness to pay more in taxes or fees to maintain or improve programs and services than to see cuts of any size. (The one exception in 2017 was *keeping existing professional sports teams*, with 49% willing to cut it, and just 40% willing to pay more.) One way to make clear the distinctions in Oaklanders' relative priorities is to subtract the share willing to make cuts from the share willing to pay more. That is illustrated for both 2015 and 2017 survey results in **Figure 14** on the next page, ranked by the 2017 figure.

As demonstrated in the open-ended question and $100 allocation exercise, Oaklanders put a clear emphasis on housing and public safety. Nearly three-quarters (73%) say they would pay more to invest in *providing services to homeless populations.* While a direct comparison to 2015 is not available for that item, two-thirds (67%) say they would invest more in *housing programs and affordable housing development*, a net 14-point gain over 2015. This buttresses evidence throughout the survey that the cost of housing is top-of-mind for Oakland residents.

Repair of potholes in City streets and broken sidewalks was a fairly high priority in 2015, with a net majority wishing to pay more for it (57 percent); in 2017, more than seven in ten (72%) now do.

This question also sheds some light on the issues of crime and policing in the city. While *violence prevention and intervention services* is a priority investment to seven in ten (70%), an increase of 5 percent over 2015, *police protection in your neighborhood* has held steady, to net 60 percent from net 62 percent.

Framed as cuts versus paying more, programs for youth are also high-ranking in terms of willingness to invest – something not captured in other methods of examining the budget. *Child care and Head Start programs,* a consistent top concern in 2015, is also quite important to Oaklanders in 2017 (net 72 percent), as is *youth programs at City parks and recreation centers* (net 71 percent).

FIGURE 14:
Preference for Cuts vs. Paying More for Specific Programs

*I am going to mention some of the services the City provides its residents. Every two years, the City
faces hard choices about these services in order to balance its budget. 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.*

Program or Service	Pay More Minus Cuts		% Change
	2015	2017	
Providing services to homeless populations*	--	73%	--
Child care and Head Start programs	56%	72%	16%
Repair of potholes in City streets and broken sidewalks	57%	72%	15%
Youth programs at City parks and recreation centers	55%	71%	16%
Job training and employment programs	57%	70%	13%
Violence prevention and intervention services	65%	70%	5%
Fire prevention and response	61%	68%	7%
Emergency medical response	66%	68%	2%
Housing programs and affordable housing development	53%	67%	14%
Police protection in your neighborhood	62%	60%	-2%
Clean-up and removal of illegal dumping	38%	59%	21%
Maintenance of public parks, street medians, and other open space	36%	57%	21%
Ensuring current residents are not priced out of the Oakland housing market*	--	57%	--
Programs at senior centers	38%	57%	19%
Timely response to resident requests for services	40%	56%	16%
Library services and hours	31%	51%	20%
Providing services to Oakland's immigrant population*	--	50%	50%
Flood prevention and storm drain maintenance	25%	50%	25%
Artistic and cultural activities and events	6%	44%	38%
Street lighting in your neighborhood	31%	43%	12%
Addressing abandoned homes and businesses	14%	41%	27%
Improvements to bicycle, pedestrian, and public transit services/infrastructure	26%	41%	15%
Reducing and preparing for climate change*	--	36%	36%
Maintenance of public buildings	5%	34%	29%
Programs to retain, expand, and attract businesses to Oakland	20%	34%	14%
Neighborhood traffic congestion improvements	3%	29%	26%
Removal of graffiti	-9%	16%	25%
Keeping existing professional sports teams**	-26%	-9%	17%

* Not asked in 2015
** 2015 phrasing: "Keeping existing and attracting new professional sports teams

Artistic and cultural activities and events, once something that only a net 6 percent of Oaklanders were willing to pay more for, are now seen as an investment priority for net 44 percent. Notably, the types of services that have seen the greatest gains in willingness to invest are related to basic public works and maintenance, such as, *maintenance of public buildings, neighborhood traffic congestion improvements, removal of graffiti* and *clean-up and removal of illegal dumping.*

Additional insights are yielded by looking at the share who say they are willing to "pay significantly more" for a service or a program (see **Appendix A,** Question 7). From 2015 to 2017, the programs that have seen at least a doubling include:

- One-quarter (25%) are willing to pay significantly more for *maintenance of public parks, street medians and open space*, compared with 11% in 2015;
- Willingness to pay significantly more for *maintenance of public buildings* has doubled from 8 percent in 2015 to 16 percent in 2017; and
- It has also doubled for *addressing abandoned homes and businesses* (to 27% from 13%) and *neighborhood traffic congestion improvements* (20% from 11%).

Results among Subgroups

The results were very similar across subgroups in the study, with public safety and housing and homelessness at the top and funding for sports teams at the bottom. In addition:

- More than half of African Americans said they would pay "significantly more" to provide services to people who are homeless.
- A similarly large share of Chinese residents would invest more in Head Start and child care.
- Oakland residents who are not registered to vote were more than twice as likely than registered voters to say they would accept cuts to programs limiting displacement; they were much more likely, by contrast, to favor investment in police protection.
- Residents of City Council District 5 were much less likely to say cuts to traffic improvements are acceptable.
- Significant majorities in Districts 1 and 6 would invest much more in affordable housing development.
- Nearly two-thirds of those who have lived in Oakland fewer than 5 years said they are willing to see cuts to efforts to attract sports teams.

The budget survey also asked Oakland residents about how they interact with their City, and how they move about. While residents name several platforms they would like to be able to use to access programs, information and services, the City's website is preferred most broadly. And while more than seven in ten drive alone regularly, just 37 percent say that their car is their only mode of transportation.

4.1 Preferred Platforms for Interaction with City Government

Given a selection of modes of accessing City programs, information and services (and allowed to make multiple selections), nearly three in five (57%) say they would like to be able to use the City's website to do so. As shown in **Figure 15,** about one-quarter each also selected phone, in-person, email, and mobile apps for these purposes. Fewer chose texting or mail.

FIGURE 15:
Preferred Platforms for Accessing City Programs and Services

Which of the following methods would you most like to be able to use to access programs, information or services provided by the City, such as learning about the City budget, applying for a permit, paying a parking ticket, reporting a pothole, or signing up for a program? (Multiple Responses)

Platform	Percent
Online through a website	57%
On the phone	26%
In person	25%
By email	25%
With a mobile app	23%
Texting	16%
Through the US mail	14%
Don't know/NA	2%
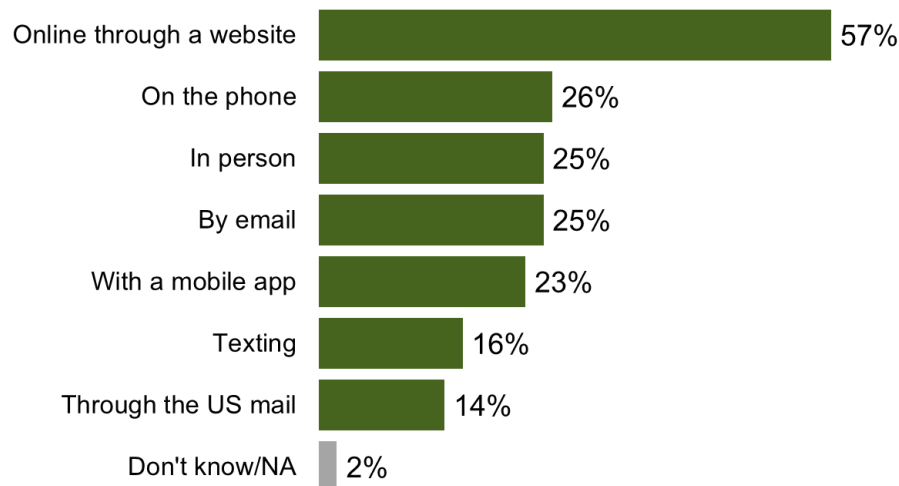
Results among Subgroups

Although the City website is the most commonly preferred platform across *all* subgroups of the population, there are a number of distinctions among groups worth noting:

- Using a website appealed to Oaklanders in nearly every major demographic group. Those who were disproportionately likely to prefer that method were high-income (74% compared with 57% overall), highly educated (71%) and newcomers to the City (72%).
- And while one-quarter overall liked phone, in-person, app and email methods, there are clear differences by demographic group. Older, African-American and low-income and long-term residents were more likely to choose in-person and phone interactions than others, with up to 39% in each group opting for these non-digital methods. Wealthy residents (32%), those in their 30s (37%), and newcomers to Oakland (32%) were also more likely than other groups to said they would connect with an app.
- Asian/Pacific Islanders stood out as a group that found email appealing – 33% compared with 25% overall.

The group of Oaklanders who do not currently follow the budget closely but would like to engage (defined on Page 11) has preferences largely similar to those of Oakland residents overall. They were only slightly more likely to say they would like to be able to use apps, texting, email, mail, or in-person methods.

4.2 Modes of Transportation

While the vast majority of Oaklanders regularly rely on a car to get around (72%), significant shares also said that they travel by BART, bus, walk, bike, carpool and use ride-hailing apps. However, there is significant overlap among these modes – just 37 percent say they *exclusively* drive alone. Those who do not rely on a private car are likely to report that they use a variety of these alternatives: for example, those who report regularly using the bus are nearly twice as likely as Oaklanders overall to also use BART or ride-hailing apps.

FIGURE 16:
Modes of Transportation

Which of the following modes of transportation do you use regularly? (Multiple Responses)

Mode	Percent
Driving alone	72%
Riding BART	32%
Walking	21%
Riding buses	19%
Services like Uber or Lyft	17%
Carpool	14%
Biking	13%
Don't know/NA	3%
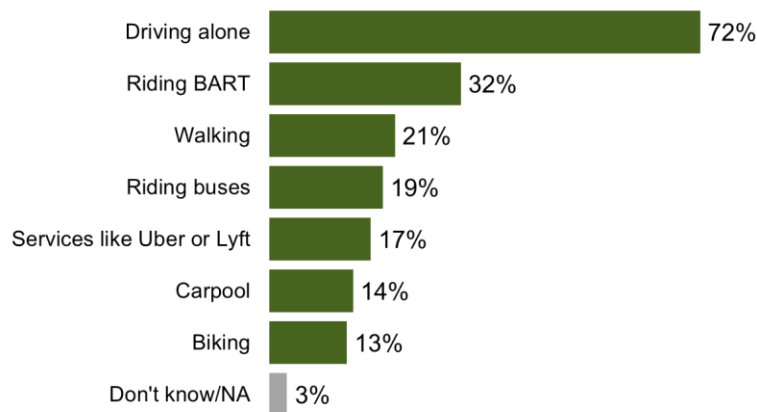
Results among Subgroups

While driving alone is popular in many demographic subgroups, some were disproportionately likely to say they use this method of transportation, including the most affluent (83%), those who work in Oakland (82%), homeowners (81%); and residents of City Council District 4 (78%), District 6 (77%) and District 7 (79%).

City Council District 1

- 81% rate quality of life as excellent or good
- 35% rate the City's service provision as excellent or good
- 14% say they follow the budget extremely or very closely
- 46% are extremely or very interested in learning more about the budget
- The three services District 1 residents are most willing to pay significantly more for are housing programs and affordable housing development (59%), repair of potholes in city streets and broken sidewalks (47%), and child care and Head Start programs (45%).
- The programs that more than three in ten are willing to see cut include keeping existing professional sports teams (57%), graffiti removal (41%), and maintenance of public buildings (32%).

City Council District 2

- 78% rate quality of life as excellent or good
- 40% rate the City's service provision as excellent or good
- 13% say they follow the budget extremely or very closely
- 34% are extremely or very interested in learning more about the budget
- The three services District 2 residents are most willing to pay significantly more for are housing programs and affordable housing development (49%), ensuring current residents are not priced out of the Oakland housing market (48%), and providing services to homeless populations (47%).
- The programs that more than three in ten are willing to see cut include keeping existing professional sports teams (52%) and removal of graffiti (37%).
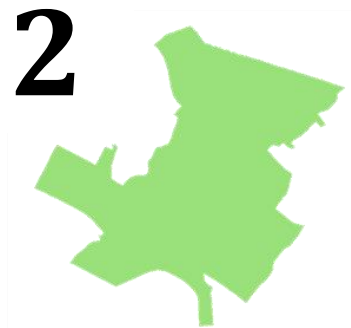
City Council District 3

- 73% rate quality of life as excellent or good
- 34% rate the City's service provision as excellent or good
- 20% say they follow the budget extremely or very closely
- 47% are extremely or very interested in learning more about the budget
- The three services District 3 residents are most willing to pay significantly more for are housing programs and affordable housing development (52%), providing services to homeless populations (49%), and ensuring current residents are not priced out of the Oakland housing market (45%).
- The programs that more than three in ten are willing to see cut include keeping existing professional sports teams (47%), graffiti removal (41%), neighborhood traffic congestion improvements (31%), and programs to retain, expand and attract businesses (31%).
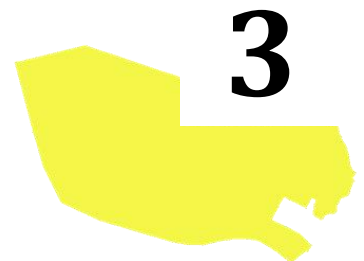
City Council District 4

4

- 82% rate quality of life as excellent or good
- 41% rate the City's service provision as excellent or good
- 14% say they follow the budget extremely or very closely
- 46% are extremely or very interested in learning more about the budget
- The four services District 4 residents are most willing to pay significantly more for are providing services to homeless populations (39%), housing programs and affordable housing development (37%), repair of potholes in city streets and broken sidewalks (36%) and clean-up and removal of illegal dumping (36%).
- The programs that more than three in ten are willing to see cut include keeping existing professional sports teams (43%) and graffiti removal (32%).

City Council District 5

5

- 63% rate quality of life as excellent or good
- 29% rate the City's service provision as excellent or good
- 12% say they follow the budget extremely or very closely
- 48% are extremely or very interested in learning more about the budget
- The four services District 5 residents are most willing to pay significantly more for are ensuring current residents are not priced out of the Oakland housing market (49%), violence prevention and intervention programs (48%), providing services to homeless populations (42%), and housing programs and affordable housing development (42%).
- The programs that more than three in ten are willing to see cut include keeping existing professional sports teams (49%), reducing or preparing for the impact of climate change (33%), street lighting in your neighborhood (32%) and graffiti removal (31%).

City Council District 6

6

- 65% rate quality of life as excellent or good
- 24% rate the City's service provision as excellent or good
- 22% say they follow the budget extremely or very closely
- 57% are extremely or very interested in learning more about the budget
- The three services District 6 residents are most willing to pay significantly more for are housing programs and affordable development (56%), providing services to homeless populations (49%), and repair of potholes in city streets and broken sidewalks (48%).
- The programs that more than three in ten are willing to see cut include keeping existing professional sports teams (50%), neighborhood traffic congestion improvements (33%), and graffiti removal (32%).

City Council District 7

- 67% rate quality of life as excellent or good
- 30% rate the City's service provision as excellent or good
- 14% say they follow the budget extremely or very closely
- 45% are extremely or very interested in learning more about the budget
- The four services District 7 residents are most willing to pay significantly more for are violence prevention and intervention programs (46%), repair of potholes in city streets and broken sidewalks (44%), and housing programs and affordable housing development (44%).
- The programs that more than three in ten are willing to see cut include keeping existing professional sports teams (43%), neighborhood traffic congestion improvements (32%), and graffiti removal (32%).

7

The survey findings suggest there continues to be a disconnect between how Oaklanders think about life in the City and their impressions of City government's effectiveness. The vast majority of Oaklanders see the City as a good place to live and fewer than one in ten hold negative impressions about living here. In contrast, a plurality feels the City is only doing an "only fair" job providing services. This suggests that residents see many other aspects of life in Oakland beyond the City's control as important to the City's high quality of life.

While these attitudes generally hold across demographic subgroups, there are significant differences between white residents and residents of color, and between residents of higher and lower socioeconomic status. Residents of color – specifically African-Americans – and lower-income residents give lower ratings to their quality of life and poorer ratings for City service provision.

Housing costs are now tied with public safety as residents' top concern and top budget priority. However, large majorities would rather pay more to protect other services – such as job training, street/sidewalk repair, youth programs, senior programs, park maintenance, library services, and others – rather than see them cut. Overall, residents are more open than they were in 2015 to paying more – often significantly more – to maintain a variety of City services. As demonstrated in Part 5, residents' degree of willingness to pay or see cuts differs by council district, though the services in the top and bottom of those rankings are largely similar.

That being said, very few pay particular attention to the City's budget, though many claim they would like to learn more about the City's priorities. Among this group – and most residents overall – the City's website is their preferred method of two-way communication.

APPENDIX A

Topline Survey Results

Fairbank,
Maslin,
Maullin,
Metz &
Associates
FM3

2017 CITY OF OAKLAND
BUDGET PRIORITIES SURVEY
320-728-WT
N=1202
MARGIN OF SAMPLING ERROR ±2.8% (95% CONFIDENCE INTERVAL)
A/B SPLIT

Hello, I'm _____ from _____, 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.

(FOR LISTED VOTER SAMPLE, READ THE FOLLOWING INTRO:)
May I speak to_____? (**YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

(FOR RDD SAMPLES, READ THE FOLLOWING INTRO:)
May I speak with the adult in your household who celebrated a birthday most recently? (**IF NOT AVAILABLE, ASK:**) May I speak to another adult member of your household who is 18 years old or older?"

(IF RESPONDENT WISHES TO COMPLETE THE INTERVIEW IN SPANISH OR CHINESE, PLEASE HAND OFF TO BILINGUAL INTERVIEWER)

A.   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 -- 63%
Yes, cell but cannot talk safely ------------------------------- **TERMINATE**
No, not on cell, but own one --- 32%
No, not on cell and do not own one ---5%
(DON'T READ) DK/NA/REFUSED----------------------- **TERMINATE**

(ASK ONLY IF RDD SAMPLE)
B.   In what year were you born?

1998-1992 (18-24)------------------------ 12%
1991-1987 (25-29)------------------------ 11%
1986-1982 (30-34)------------------------ 13%
1981-1977 (35-39)--------------------------8%
1976-1972 (40-44)--------------------------9%
1971-1967 (45-49)--------------------------9%
1966-1962 (50-54)--------------------------8%
1961-1957 (55-59)--------------------------8%
1956-1952 (60-64)--------------------------7%
1951-1942 (65-74)--------------------------9%
1941 or earlier (75+)----------------------6%

(ASK ONLY IF <u>RDD</u> SAMPLE)

C.   I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? **(TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST BELOW)**

94601	16%
94602	11%
94603	8%
94604	2%
94605	13%
94606	7%
94607	5%
94608	4%
94609	4%
94610	6%
94611	9%
94612	2%
94618	3%
94619	5%
94621	5%
All other responses	**TERMINATE**

(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?

	2000	2002	2005	2015	2017
EXCELLENT/GOOD	**65%**	**64%**	**61%**	**70%**	**73%**
Excellent	18%	19%	19%	26%	27%
Good	47%	45%	42%	44%	46%
FAIR/POOR	**34%**	**35%**	**38%**	**30%**	**26%**
Only fair	28%	27%	30%	22%	20%
Poor	6%	8%	8%	9%	6%
(DON'T KNOW/NA)	0%	1%	1%	0%	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)**

	FIRST CHOICE	SECOND CHOICE
Housing costs/Affordability	29%	10%
Crime/Violence/Safety	13%	11%
Education/Public schools	13%	12%
Police/Law enforcement	10%	7%
Homelessness	7%	6%
Street and sidewalk maintenance	6%	7%
Jobs/Keeping businesses	3%	5%
Government waste/inefficiency	2%	1%
Taxes too high	2%	1%
Infrastructure	2%	3%
Public transportation/Buses	1%	1%
Traffic congestion/Traffic flow	1%	0%
Youth activities	1%	1%
Cleaner city	1%	1%
Gentrification	1%	1%
Blight/Abandoned buildings	0%	0%
Code enforcement	0%	0%
Drug abuse	0%	1%
Dumping/Illegal dumping	0%	0%
Emergency medical response/Fire safety	0%	0%
Environment	0%	1%
Fire safety/Fire inspections	0%	0%
Garbage/recycling pick-up	0%	0%
Library services	0%	0%
Revitalizing downtown	0%	0%
Revitalizing neighborhoods	0%	0%
Street lighting	0%	0%
Water supplies	0%	0%
Food prices/access	0%	1%
Health care	0%	1%
Parks	0%	1%
Stadium/Coliseum	0%	0%
Social/public services	0%	1%
Other	2%	3%
(DK/NA)	5%	23%

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?

	2000	2002	2005	2015	2017
EXCELLENT/GOOD	**34%**	**40%**	**30%**	**32%**	**34%**
Excellent	4%	5%	2%	3%	3%
Good	30%	35%	28%	28%	31%
FAIR/POOR	**62%**	**56%**	**67%**	**62%**	**62%**
Only fair	49%	42%	49%	44%	42%
Poor	13%	14%	18%	18%	20%
(**DON'T KNOW/NA**)	4%	4%	2%	6%	4%

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

---

4.   First, how closely do you follow issues related to the Oakland City budget? **(READ LIST)**

EXT/VERY CLOSELY ---------------------------------- **16%**
Extremely closely --- 4%
Very closely -- 12%

Somewhat closely --- 37%

NOT TOO/NOT AT ALL CLOSELY ----------------- **46%**
Not too closely --- 29%
Not at all closely --- 18%

(**DON'T KNOW/NA**) -------------------------------------- 1%

5.   And how interested are you in learning more about Oakland's City budget and how its funds are allocated? **(READ LIST)**

EXT/VERY INTERESTED ------------------------------ **46%**
Extremely interested -- 14%
Very interested -- 32%

Somewhat interested -- 34%

NOT TOO/NOT AT ALL INTERESTED ------------ **18%**
Not too interested --- 11%
Not at all interested --- 7%

(**DON'T KNOW/NA**) -------------------------------------- 1%

6.   Next, I am going to ask you to imagine you are in charge of Oakland's City budget. The City of Oakland has <u>five</u> major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars <u>out of 100</u> you would spend on each goal, keeping in mind that <u>the total must add up to 100 dollars</u>. **(READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS $100)**

	$0-$10	$11-$20	$21-$30	$31+	MEAN $ AMOUNT
[ ] A safe city	12%	47%	23%	18%	*$24.8*
[ ] A sustainable, prosperous economy that creates quality jobs	15%	52%	21%	12%	*$22.6*
[ ] An attractive vibrant community	42%	51%	6%	2%	*$15.0*
[ ] A just, equitable and diverse community	28%	52%	13%	6%	*$18.2*
[ ] Competent and effective delivery of City services	24%	55%	15%	7%	*$19.4*
TOTAL					**$100**

7.   Now I am going to mention some of the services the City provides its residents. Every two years, the City faces hard choices about these services in order to balance its budget. 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)**

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[ ]a. **(T)** Library services and hours							
2017	*3%*	*15%*	*47%*	*22%*	*13%*	*18%*	*69%*
2015	*7%*	*26%*	*49%*	*15%*	*4%*	*33%*	*64%*
[ ]b. **(T)** Fire prevention and response							
2017	*2%*	*9%*	*54%*	*25%*	*10%*	*11%*	*79%*
2015	*3%*	*14%*	*57%*	*22%*	*5%*	*17%*	*78%*
[ ]c. **(T)** Artistic and cultural activities and events							
2017	*4%*	*19%*	*48%*	*19%*	*11%*	*23%*	*67%*
2015	*8%*	*37%*	*41%*	*10%*	*5%*	*45%*	*51%*
[ ]d. **(T)** Timely response to resident requests for services							
2017	*2%*	*13%*	*47%*	*25%*	*13%*	*16%*	*72%*
2015	*5%*	*20%*	*49%*	*16%*	*10%*	*25%*	*65%*

		LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[ ]e.	**(T)** Youth programs at City parks and recreation centers							
	2017	3%	8%	46%	35%	8%	*11%*	*82%*
	2015	*3%*	*18%*	*52%*	*24%*	*3%*	*21%*	*76%*
[ ]f.	Providing services to Oakland's immigrant population							
	2017	6%	13%	45%	24%	12%	*19%*	*69%*
[ ]g.	**(T)** Clean-up and removal of illegal dumping							
	2017	4%	13%	42%	33%	9%	*16%*	*75%*
	2015	6%	22%	51%	16%	5%	*29%*	*67%*
[ ]h.	**(T)** Job training and employment programs							
	2017	2%	9%	42%	38%	9%	*11%*	*81%*
	2015	5%	15%	48%	29%	3%	*20%*	*77%*
[ ]i.	**(T)** Maintenance of public parks, street medians, and other open space							
	2017	3%	14%	48%	25%	9%	*17%*	*74%*
	2015	*4%*	*27%*	*56%*	*11%*	*3%*	*30%*	*66%*
[ ]j.	Providing services to homeless populations							
	2017	2%	7%	38%	44%	7%	*10%*	*83%*

(SPLIT SAMPLE A ONLY)

		LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[ ]k.	**(T)** Child care and Head Start programs							
	2017	2%	7%	41%	40%	10%	*9%*	*81%*
	2015	*4%*	*16%*	*49%*	*27%*	*4%*	*20%*	*76%*
[ ]l.	**(T)** Removal of graffiti							
	2017	9%	26%	34%	17%	14%	*35%*	*51%*
	2015	*14%*	*38%*	*33%*	*10%*	*5%*	*52%*	*43%*
[ ]m.	**(T)** Maintenance of public buildings							
	2017	5%	21%	44%	16%	14%	*26%*	*60%*
	2015	*5%*	*39%*	*41%*	*8%*	*6%*	*44%*	*49%*

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
(SPLIT SAMPLE A CONTINUED)							
[ ]n. Ensuring current residents are not priced out of the Oakland housing market							
2017	4%	11%	33%	39%	13%	*15%*	*72%*
[ ]o. **(T)** Addressing abandoned homes and businesses							
2017	6%	17%	36%	27%	15%	*22%*	*63%*
2015	9%	29%	40%	13%	9%	*39%*	*53%*
[ ]p. **(T)** Programs to retain, expand, and attract businesses to Oakland							
2017	6%	22%	38%	23%	10%	*28%*	*62%*
2015	7%	30%	43%	14%	6%	*37%*	*57%*
[ ]q. **(T)** Neighborhood traffic congestion improvements							
2017	6%	22%	37%	20%	15%	*28%*	*57%*
2015	9%	36%	37%	11%	7%	*45%*	*48%*
[ ]r. **(T)** Police protection in your neighborhood							
2017	3%	12%	42%	32%	12%	*14%*	*74%*
2015	5%	12%	43%	36%	4%	*17%*	*79%*
[ ]s. **(T)** Flood prevention and storm drain maintenance							
2017	4%	15%	48%	21%	12%	*19%*	*69%*
2015	5%	29%	48%	12%	7%	*34%*	*59%*
(SPLIT SAMPLE B ONLY)							
[ ]t. **(T)** Emergency medical response							
2017	2%	7%	52%	26%	12%	*10%*	*78%*
2015	3%	11%	55%	26%	5%	*14%*	*80%*
[ ]u. **(T)** Street lighting in your neighborhood							
2017	4%	18%	47%	18%	13%	*22%*	*65%*
2015	5%	26%	51%	12%	7%	*31%*	*62%*
[ ]v. **(T)** Programs at senior centers							
2017	3%	12%	50%	22%	13%	*15%*	*72%*
2015	5%	24%	52%	14%	6%	*28%*	*66%*

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
(SPLIT SAMPLE B CONTINUED)							
[ ]w. **(T)** Housing programs and affordable housing development							
2017	3%	10%	31%	49%	8%	13%	80%
2015	6%	16%	48%	27%	3%	22%	75%
[ ]x. **(T*)** Keeping existing professional sports teams							
2017	23%	26%	27%	13%	11%	49%	40%
2015	30%	30%	27%	7%	6%	60%	34%
[ ]y. Reducing and preparing for climate change							
2017	7%	19%	35%	26%	13%	26%	62%
[ ]z. **(T)** Improvements to bicycle, pedestrian, and public transit services/infrastructure							
2017	5%	18%	41%	24%	11%	24%	65%
2015	7%	27%	47%	14%	4%	35%	61%
[ ]aa. **(T)** Violence prevention and intervention services							
2017	3%	8%	41%	40%	8%	11%	81%
2015	4%	11%	48%	32%	5%	15%	80%
[ ]bb. **(T)** Repair of potholes in City streets and broken sidewalks							
2017	2%	9%	40%	43%	5%	12%	84%
2015	4%	16%	55%	22%	3%	20%	77%

(RESUME ASKING ALL RESPONDENTS)

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

8. Which of the following methods would you <u>most like to be able to use</u> to access programs, information, or services provided by the City, such as learning about the City budget, applying for a permit, paying a parking ticket, reporting a pothole, or signing up for a program? **(READ LIST; ACCEPT MULTIPLE RESPONSES)**

In person	25%
Online through a website	57%
With a mobile app	23%
Texting	16%
On the phone	26%
By email	25%
Through the U-S mail	14%
Other **(SPECIFY)** _____	0%
(DON'T READ) DK/NA	2%

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

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

Less than two years	5%
Two to five years	14%
Six to ten years	16%
11 to 20 years	20%
21 to 40 years	25%
41 years or more	18%
(DON'T READ) Don't know/Refused	1%

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

Own	53%
Rent	45%
(DON'T READ) Don't know/Refused	3%

11. **(T)** Next, what is your marital status: are you married, living with a partner, single, widowed, or divorced?

Married	38%
Living with a partner	7%
Single	39%
Widowed	5%
Divorced	7%
(DK/NA)	3%

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

                                          Yes -- 26%
                                          No -- 73%
                                          (DK/NA) ------------------------------------1%

13.   **(T)** What is your current employment status? Are you …? **(READ LIST)**

                                          Employed full-time ----------------------- 48%
                                          Employed part-time ---------------------- 10%
                                          Self-employed or work from home ----- 10%
                                          A homemaker who does not
                                            work outside the home -------------------2%
                                          Retired -------------------------------------- 19%
                                          A student -------------------------------------3%
                                          Unemployed -------------------------------5%
                                          (DON'T READ) Refused -----------------3%

(IF "EMPLOYED FULL-TIME" OR "PART-TIME" IN Q13, ASK:)
14.   **(T)** Is your work located in the City of Oakland or not?

                                          In Oakland -------------------------------- 46%
                                          Not in Oakland --------------------------- 52%
                                          (DON'T READ) Don't know/Refused --2%

(RESUME ASKING ALL RESPONDENTS)
15.   Which of the following modes of transportation do you use regularly? (**READ LIST, ACCEPT MULTIPLE RESPONSES**)

                                          Driving alone ------------------------------ 72%
                                          Carpool -------------------------------------- 14%
                                          Biking --------------------------------------- 13%
                                          Walking ------------------------------------- 21%
                                          Riding buses ------------------------------- 19%
                                          Riding BART ------------------------------- 32%
                                          Services like Uber or Lyft ---------------- 17%
                                          (**DON'T READ**) DK/NA/REFUSED ----3%

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

                                          High school graduate or less------------- 15%
                                          Some college ------------------------------ 20%
                                          Business/vocational school-----------------4%
                                          College graduate (4)---------------------- 39%
                                          Post-graduate work/
                                          Professional school ----------------------- 20%
                                          (DON'T READ) DK/Refused ------------2%

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

> Latino/Hispanic --------------------------- 18%
> African American/Black----------------- 25%
> White/Caucasian------------------------- 35%
> Asian/Pacific Islander-------------------- 11%
> **(MIXED RACE)** --------------------------5%
> **(OTHER**)----------------------------------3%
> **(DON'T READ)** DK/NA/REFUSED ---3%

(ASK Q18 ONLY IF ASIAN/PACIFIC ISLANDER – CODE 4 – IN Q17)

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

> Chinese ------------------------------------ 49%
> Filipino ---8%
> Indian --5%
> Cambodian----------------------------------3%
> Laotian--2%
> Pacific Islander------------------------------4%
> Japanese ---------------------------------------3%
> Korean---9%
> Vietnamese-------------------------------- 10%
> **(MIXED RACE)** ---------------------------1%
> **(OTHER**)----------------------------------5%
> **(DON'T READ) DK/NA/REFUSED**---0%

(RESUME ASKING ALL RESPONDENTS)

19. **(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 2016?

> $30,000 and under------------------------ 13%
> $30,001 - $60,000------------------------ 17%
> $60,001 - $75,000------------------------ 13%
> $75,001 - $100,000 ---------------------- 12%
> $100,001 to $150,000-------------------- 10%
> $150,001 and over------------------------ 12%
> **(DON'T READ)** Refused ---------------- 23%

20. **(T)** Were you born in the United States or did you immigrate to the United States?

> Immigrated to U.S.--------------------------9%
> Born in U.S.------------------------------- 89%
> **(DON'T READ)** DK/NA------------------2%

(ASK Q21 ONLY IF CODE 1 IN Q20)
21.   **(T)** In which country were you born?   **(RECORD VERBATIM RESPONSE AND CODE AFTERWARDS)**

China	16%	Guatemala	1%
Mexico	14%	Honduras	1%
Central America	4%	Hungary	1%
El Salvador	4%	Iran	1%
United Kingdom/ Great Britain	4%	Israel	1%
Canada	3%	Italy	1%
Cuba	3%	Lao	1%
France	3%	Malta	1%
Germany	3%	Nicaragua	1%
Korea	3%	Nigeria	1%
Vietnam	3%	Palestine	1%
Argentina	2%	Panama	1%
Asian	2%	Philippines	1%
Ethiopia	2%	Poland	1%
India	2%	Portugal	1%
Japan	2%	South Africa	1%
Switzerland	2%	Sweden	1%
Africa	1%	Taiwan	1%
Australia	1%	Trinidad	1%
Bermuda	1%	Venezuela	1%
Cambodia	1%	Yemen	1%
Canton	1%	Jamaica	0%
Egypt	1%	DK/NA/Refused	3%

(ASK IN RDD SAMPLES ONLY)
22.   Are you a registered voter in the City of Oakland?

Yes -- 87%
No --- 11%
(DON'T READ) Refused ------------------------- 2%

(ASK IN RDD SAMPLES AND CODE 1 – YES – IN Q22 ONLY)
23.   Are you registered as a Democrat, as a Republican, as a member of another political party, or as having no party preference?

Democrat ----------------------------------- 65%
Republican ---------------------------------- 9%
Other -- 9%
No Party Preference ---------------------- 13%
(DON'T READ) Refused ------------------ 6%

(ASK IN RDD SAMPLE ONLY)

24.   Here is my final question. Could you tell me the cross streets of the closest intersection near where
        you live? **(WRITE IN STREET NAMES)**

_____ and _____

THANK AND TERMINATE

SEX (BY OBSERVATION):

Male-------------------------------------- 48%
Female------------------------------------ 52%

PARTY REGISTRATION (Voter File):

Democrat---------------------------------- 68%
Republican ----------------------------------5%
No Party Preference---------------------- 22%
Other--5%

COMBINED PARTY:

Democrat---------------------------------- 62%
Republican ----------------------------------6%
No Party Preference---------------------- 16%
Other--6%
Refused--------------------------------------2%
Not registered ------------------------------6%

LANGUAGE OF INTERVIEW:

English------------------------------------ 96%
Spanish --------------------------------------3%
Chinese --------------------------------------1%

SAMPLE SOURCE:

Voter File -------------------------------- 50%
Enhanced RDD -------------------------- 50%

SPLIT:

A--- 50%
B--- 50%

FROM VOTER FILE:

ELECTION FLAGS

G10	53%
P12	29%
G12	67%
P14	26%
G14	53%
P16	64%
Blank	14%

VOTER FILE AGE

18-29	19%
30-39	23%
40-49	17%
50-54	7%
55-59	6%
60-64	8%
65-74	10%
75+	8%
Blank	1%

COMBINED AGE

18-29	21%
30-39	22%
40-49	18%
50-54	8%
55-59	7%
60-64	7%
65-74	9%
75+	7%
Blank	0%

CITY COUNCIL DISTRICT

City Council District 1	16%
City Council District 2	14%
City Council District 3	15%
City Council District 4	15%
City Council District 5	12%
City Council District 6	13%
City Council District 7	12%
Blank	2%

2017 CITY OF OAKLAND
BUDGET PRIORITIES SURVEY
320-728-WT
N=602
RDD
MARGIN OF SAMPLING ERROR ±4.0% (95% CONFIDENCE INTERVAL)
A/B SPLIT

Hello, I'm _____ from _____, 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.

(FOR LISTED VOTER SAMPLE, READ THE FOLLOWING INTRO:)
May I speak to_____? (**YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.**)

(FOR RDD SAMPLES, READ THE FOLLOWING INTRO:)
May I speak with the adult in your household who celebrated a birthday most recently? (**IF NOT AVAILABLE, ASK:**) May I speak to another adult member of your household who is 18 years old or older?"

(IF RESPONDENT WISHES TO COMPLETE THE INTERVIEW IN SPANISH OR CHINESE, PLEASE HAND OFF TO BILINGUAL INTERVIEWER)

A.   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 -- 61%
        Yes, cell but cannot talk safely ------------------------------- **TERMINATE**
        No, not on cell, but own one --- 34%
        No, not on cell and do not own one --5%
        (DON'T READ) DK/NA/REFUSED----------------------- **TERMINATE**

(ASK ONLY IF RDD SAMPLE)
B.   In what year were you born?

                        1998-1992 (18-24)------------------------ 12%
                        1991-1987 (25-29)------------------------ 11%
                        1986-1982 (30-34)------------------------ 13%
                        1981-1977 (35-39)--------------------------8%
                        1976-1972 (40-44)--------------------------9%
                        1971-1967 (45-49)--------------------------9%
                        1966-1962 (50-54)--------------------------8%
                        1961-1957 (55-59)--------------------------8%
                        1956-1952 (60-64)--------------------------7%
                        1951-1942 (65-74)--------------------------9%
                        1941 or earlier (75+)----------------------6%

(ASK ONLY IF <u>RDD</u> SAMPLE)
C.   I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? **(TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST BELOW)**

ZIP	%
94601	16%
94602	11%
94603	8%
94604	2%
94605	13%
94606	7%
94607	5%
94608	4%
94609	4%
94610	6%
94611	9%
94612	2%
94618	3%
94619	5%
94621	5%
All other responses	**TERMINATE**

(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?

	2000	2002	2005	2015	2017
EXCELLENT/GOOD	**65%**	**64%**	**61%**	**70%**	**70%**
Excellent	18%	19%	19%	26%	27%
Good	47%	45%	42%	44%	43%
FAIR/POOR	**34%**	**35%**	**38%**	**30%**	**29%**
Only fair	28%	27%	30%	22%	21%
Poor	6%	8%	8%	9%	8%
(DON'T KNOW/NA)	0%	1%	1%	0%	0%

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

	FIRST CHOICE	SECOND CHOICE
Housing costs/Affordability	26%	10%
Crime/Violence/Safety	15%	11%
Education/Public schools	12%	11%
Police/Law enforcement	11%	7%
Homelessness	7%	7%
Street and sidewalk maintenance	7%	7%
Jobs/Keeping businesses	4%	4%
Youth activities	2%	1%
Infrastructure	2%	4%
Drug abuse	1%	1%
Government waste/inefficiency	1%	1%
Taxes too high	1%	1%
Traffic congestion/Traffic flow	1%	0%
Cleaner city	1%	2%
Stadium/Coliseum	1%	0%
Blight/Abandoned buildings	0%	0%
Code enforcement	0%	0%
Dumping/Illegal dumping	0%	1%
Emergency medical response/Fire safety	0%	0%
Environment	0%	0%
Fire safety/Fire inspections	0%	0%
Garbage/recycling pick-up	0%	0%
Library services	0%	0%
Public transportation/Buses	0%	1%
Revitalizing downtown	0%	0%
Revitalizing neighborhoods	0%	0%
Street lighting	0%	0%
Water supplies	0%	0%
Food prices/access	0%	0%
Health care	0%	2%
Parks	0%	0%
Gentrification	0%	0%
Social/public services	0%	1%
Other	2%	3%
(DK/NA)	4%	22%

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?

	2000	2002	2005	2015	2017
EXCELLENT/GOOD	**34%**	**40%**	**30%**	**32%**	**35%**
Excellent	4%	5%	2%	3%	4%
Good	30%	35%	28%	28%	31%
FAIR/POOR	**62%**	**56%**	**67%**	**62%**	**61%**
Only fair	49%	42%	49%	44%	41%
Poor	13%	14%	18%	18%	20%
(**DON'T KNOW/NA**)	4%	4%	2%	6%	4%

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

---

4.   First, how closely do you follow issues related to the Oakland City budget? **(READ LIST)**

EXT/VERY CLOSELY	**19%**
Extremely closely	4%
Very closely	15%
Somewhat closely	38%
NOT TOO/NOT AT ALL CLOSELY	**42%**
Not too closely	25%
Not at all closely	17%
(**DON'T KNOW/NA**)	1%

5.   And how interested are you in learning more about Oakland's City budget and how its funds are allocated? **(READ LIST)**

EXT/VERY INTERESTED	**44%**
Extremely interested	16%
Very interested	28%
Somewhat interested	35%
NOT TOO/NOT AT ALL INTERESTED	**20%**
Not too interested	13%
Not at all interested	7%
(**DON'T KNOW/NA**)	1%

6.   Next, I am going to ask you to imagine you are in charge of Oakland's City budget. The City of Oakland has <u>five</u> major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars <u>out of 100</u> you would spend on each goal, keeping in mind that <u>the total must add up to 100 dollars</u>. **(READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS $100)**

	$0-$10	$11-$20	$21-$30	$31+	MEAN $ AMOUNT
[ ] A safe city	11%	46%	23%	20%	*$25.6*
[ ] A sustainable, prosperous economy that creates quality jobs	15%	52%	21%	11%	*$22.2*
[ ] An attractive vibrant community	41%	51%	7%	1%	*$14.9*
[ ] A just, equitable and diverse community	28%	55%	12%	6%	*$18.1*
[ ] Competent and effective delivery of City services	24%	55%	15%	6%	*$19.2*
TOTAL					**$100**

7.   Now I am going to mention some of the services the City provides its residents. Every two years, the City faces hard choices about these services in order to balance its budget. 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)**

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	*TOTAL CUTS*	*TOTAL PAY MORE*
[ ]a. **(T)** Library services and hours							
2017	4%	11%	50%	24%	11%	*15%*	*74%*
2015	7%	26%	49%	15%	4%	*33%*	*64%*
[ ]b. **(T)** Fire prevention and response							
2017	3%	8%	52%	26%	11%	*10%*	*79%*
2015	3%	14%	57%	22%	5%	*17%*	*78%*
[ ]c. **(T)** Artistic and cultural activities and events							
2017	3%	16%	51%	20%	10%	*20%*	*70%*
2015	8%	37%	41%	10%	5%	*45%*	*51%*
[ ]d. **(T)** Timely response to resident requests for services							
2017	3%	12%	47%	25%	13%	*15%*	*71%*
2015	5%	20%	49%	16%	10%	*25%*	*65%*

		LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[ ]e.	**(T)** Youth programs at City parks and recreation centers							
	2017	3%	7%	47%	35%	8%	10%	82%
	2015	3%	18%	52%	24%	3%	21%	76%
[ ]f.	Providing services to Oakland's immigrant population							
	2017	6%	14%	45%	24%	11%	20%	69%
[ ]g.	**(T)** Clean-up and removal of illegal dumping							
	2017	4%	13%	41%	34%	8%	17%	75%
	2015	6%	22%	51%	16%	5%	29%	67%
[ ]h.	**(T)** Job training and employment programs							
	2017	2%	9%	43%	38%	9%	10%	81%
	2015	5%	15%	48%	29%	3%	20%	77%
[ ]i.	**(T)** Maintenance of public parks, street medians, and other open space							
	2017	3%	14%	51%	24%	8%	17%	75%
	2015	4%	27%	56%	11%	3%	30%	66%
[ ]j.	Providing services to homeless populations							
	2017	2%	7%	39%	44%	8%	9%	83%

(SPLIT SAMPLE A ONLY)

		LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[ ]k.	**(T)** Child care and Head Start programs							
	2017	3%	6%	44%	36%	10%	9%	80%
	2015	4%	16%	49%	27%	4%	20%	76%
[ ]l.	**(T)** Removal of graffiti							
	2017	10%	25%	34%	17%	14%	36%	51%
	2015	14%	38%	33%	10%	5%	52%	43%
[ ]m.	**(T)** Maintenance of public buildings							
	2017	5%	19%	44%	16%	15%	24%	60%
	2015	5%	39%	41%	8%	6%	44%	49%

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
(SPLIT SAMPLE A CONTINUED)							
[ ]n. Ensuring current residents are not priced out of the Oakland housing market							
2017	5%	12%	34%	37%	14%	16%	70%
[ ]o. **(T)** Addressing abandoned homes and businesses							
2017	6%	16%	35%	26%	16%	23%	61%
2015	9%	29%	40%	13%	9%	39%	53%
[ ]p. **(T)** Programs to retain, expand, and attract businesses to Oakland							
2017	7%	18%	40%	23%	12%	25%	63%
2015	7%	30%	43%	14%	6%	37%	57%
[ ]q. **(T)** Neighborhood traffic congestion improvements							
2017	6%	22%	36%	20%	17%	28%	56%
2015	9%	36%	37%	11%	7%	45%	48%
[ ]r. **(T)** Police protection in your neighborhood							
2017	2%	10%	43%	33%	12%	12%	76%
2015	5%	12%	43%	36%	4%	17%	79%
[ ]s. **(T)** Flood prevention and storm drain maintenance							
2017	5%	12%	49%	21%	13%	17%	70%
2015	5%	29%	48%	12%	7%	34%	59%
(SPLIT SAMPLE B ONLY)							
[ ]t. **(T)** Emergency medical response							
2017	2%	7%	52%	28%	11%	9%	80%
2015	3%	11%	55%	26%	5%	14%	80%
[ ]u. **(T)** Street lighting in your neighborhood							
2017	5%	16%	47%	19%	13%	21%	66%
2015	5%	26%	51%	12%	7%	31%	62%
[ ]v. **(T)** Programs at senior centers							
2017	2%	12%	49%	26%	11%	14%	75%
2015	5%	24%	52%	14%	6%	28%	66%

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	*TOTAL CUTS*	*TOTAL PAY MORE*
(SPLIT SAMPLE B CONTINUED)							
[ ]w. **(T)** Housing programs and affordable housing development							
2017	4%	9%	29%	50%	9%	*12%*	*79%*
2015	*6%*	*16%*	*48%*	*27%*	*3%*	*22%*	*75%*
[ ]x. **(T*)** Keeping existing professional sports teams							
2017	21%	24%	30%	15%	11%	*44%*	*45%*
2015	*30%*	*30%*	*27%*	*7%*	*6%*	*60%*	*34%*
[ ]y. Reducing and preparing for climate change							
2017	7%	19%	37%	24%	13%	*26%*	*61%*
[ ]z. **(T)** Improvements to bicycle, pedestrian, and public transit services/infrastructure							
2017	6%	18%	40%	23%	13%	*24%*	*64%*
2015	*7%*	*27%*	*47%*	*14%*	*4%*	*35%*	*61%*
[ ]aa. **(T)** Violence prevention and intervention services							
2017	3%	8%	38%	41%	10%	*11%*	*80%*
2015	*4%*	*11%*	*48%*	*32%*	*5%*	*15%*	*80%*
[ ]bb. **(T)** Repair of potholes in City streets and broken sidewalks							
2017	3%	10%	38%	43%	5%	*13%*	*81%*
2015	*4%*	*16%*	*55%*	*22%*	*3%*	*20%*	*77%*

(RESUME ASKING ALL RESPONDENTS)

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

8. Which of the following methods would you <u>most like to be able to use</u> to access programs, information, or services provided by the City, such as learning about the City budget, applying for a permit, paying a parking ticket, reporting a pothole, or signing up for a program? **(READ LIST; ACCEPT MULTIPLE RESPONSES)**

In person ---------------------------------- 27%
Online through a website ---------------- 56%
With a mobile app ------------------------ 21%
Texting -------------------------------------- 16%
On the phone ------------------------------- 28%
By email ------------------------------------- 26%
Through the U-S mail -------------------- 15%
Other **(SPECIFY)** _____ 0%
(DON'T READ) DK/NA ----------------- 1%

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

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

Less than two years ------------------------- 3%
Two to five years ----------------------------- 9%
Six to ten years ---------------------------- 16%
11 to 20 years ----------------------------- 21%
21 to 40 years ----------------------------- 31%
41 years or more -------------------------- 18%
(DON'T READ) Don't know/Refused -- 1%

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

Own --- 57%
Rent --- 40%
(DON'T READ) Don't know/Refused -- 3%

11. **(T)** Next, what is your marital status: are you married, living with a partner, single, widowed, or divorced?

Married ------------------------------------- 40%
Living with a partner ------------------------ 5%
Single --------------------------------------- 39%
Widowed ------------------------------------- 6%
Divorced ------------------------------------- 7%
(DK/NA) ----------------------------------- 3%

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

Yes --- 27%
No -- 72%
(DK/NA) ----------------------------------1%

13.   **(T)** What is your current employment status? Are you …? **(READ LIST)**

Employed full-time ----------------------- 49%
Employed part-time ---------------------- 10%
Self-employed or work from home ----- 10%
A homemaker who does not
  work outside the home -------------------1%
Retired -------------------------------------- 19%
A student -------------------------------------3%
Unemployed -------------------------------7%
(DON'T READ) Refused -----------------2%

(IF "EMPLOYED FULL-TIME" OR "PART-TIME" IN Q13, ASK:)
14.   **(T)** Is your work located in the City of Oakland or not?

In Oakland -------------------------------- 48%
Not in Oakland---------------------------- 49%
(DON'T READ) Don't know/Refused --2%

(RESUME ASKING ALL RESPONDENTS)
15.   Which of the following modes of transportation do you use regularly? (**READ LIST, ACCEPT MULTIPLE RESPONSES**)

Driving alone ------------------------------ 76%
Carpool ------------------------------------- 12%
Biking --------------------------------------- 12%
Walking------------------------------------- 19%
Riding buses ------------------------------- 19%
Riding BART------------------------------- 25%
Services like Uber or Lyft --------------- 14%
(DON'T READ) DK/NA/REFUSED ----2%

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

High school graduate or less------------- 16%
Some college ------------------------------ 22%
Business/vocational school-----------------4%
College graduate (4)---------------------- 37%
Post-graduate work/
Professional school ----------------------- 20%
(DON'T READ) DK/Refused ------------2%

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

Latino/Hispanic -------------------------- 24%
African American/Black------------------ 25%
White/Caucasian-------------------------- 28%
Asian/Pacific Islander-------------------- 14%
(MIXED RACE) ---------------------------4%
(OTHER)-----------------------------------2%
(DON'T READ) DK/NA/REFUSED ---2%

(ASK Q18 ONLY IF ASIAN/PACIFIC ISLANDER – CODE 4 – IN Q17)
18.   **(T)** More specifically, would you say that you are: **(READ LIST)**

Chinese ------------------------------------ 49%
Filipino ------------------------------------ 11%
Indian --------------------------------------5%
Cambodian---------------------------------3%
Laotian-------------------------------------1%
Pacific Islander----------------------------3%
Japanese -----------------------------------5%
Korean-------------------------------------- 10%
Vietnamese--------------------------------- 11%
(MIXED RACE) ---------------------------0%
(OTHER)-----------------------------------0%
(DON'T READ) DK/NA/REFUSED---0%

(RESUME ASKING ALL RESPONDENTS)
19.   **(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 2016?

$30,000 and under------------------------ 12%
$30,001 - $60,000------------------------ 18%
$60,001 - $75,000----------------------- 16%
$75,001 - $100,000 --------------------- 10%
$100,001 to $150,000-------------------- 11%
$150,001 and over-------------------------9%
(DON'T READ) Refused --------------- 24%

20.   **(T)** Were you born in the United States or did you immigrate to the United States?

Immigrated to U.S.------------------------9%
Born in U.S. ------------------------------ 88%
(DON'T READ) DK/NA -----------------2%

(ASK Q21 ONLY IF CODE 1 IN Q20)

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

China	23%	Africa	0%
Mexico	19%	Argentina	0%
United Kingdom/		Cambodia	0%
Great Britain	7%	Canton	0%
Central America	6%	Egypt	0%
Canada	4%	Ethiopia	0%
Germany	4%	France	0%
Vietnam	4%	Honduras	0%
Asian	3%	India	0%
Cuba	3%	Israel	0%
Japan	3%	Korea	0%
Australia	2%	Malta	0%
El Salvador	2%	Nigeria	0%
Guatemala	2%	Panama	0%
Hungary	2%	Philippines	0%
Iran	2%	Poland	0%
Lao	2%	Portugal	0%
Nicaragua	2%	South Africa	0%
Palestine	2%	Sweden	0%
Trinidad	2%	Switzerland	0%
Bermuda	1%	Venezuela	0%
Italy	1%	Yemen	0%
Jamaica	1%	DK/NA/Refused	2%
Taiwan	1%		

(ASK IN RDD SAMPLES ONLY)

22.   Are you a registered voter in the City of Oakland?

Yes --- 87%
No -- 11%
(DON'T READ) Refused -------------------------2%

(ASK IN RDD SAMPLES AND CODE 1 – YES – IN Q22 ONLY)

23.   Are you registered as a Democrat, as a Republican, as a member of another political party, or as having no party preference?

Democrat----------------------------------- 65%
Republican ----------------------------------9%
Other--9%
No Party Preference---------------------- 13%
(DON'T READ) Refused ------------------6%

(ASK IN RDD SAMPLE ONLY)
24. Here is my final question. Could you tell me the cross streets of the closest intersection near where you live? **(WRITE IN STREET NAMES)**

_____ and _____

THANK AND TERMINATE

SEX (BY OBSERVATION):	Male-- 48%
	Female--------------------------------------- 52%
LANGUAGE OF INTERVIEW:	English--------------------------------------- 95%
	Spanish ---------------------------------------3%
	Chinese ---------------------------------------1%
SAMPLE SOURCE:	Voter File -------------------------------------0%
	Enhanced RDD --------------------------100%
SPLIT:	A-- 49%
	B-- 51%

CITY COUNCIL DISTRICT
City Council District 1 ------------------- 14%
City Council District 2 ------------------- 14%
City Council District 3 ------------------- 14%
City Council District 4 ------------------- 14%
City Council District 5 ------------------- 14%
City Council District 6 ------------------- 14%
City Council District 7 ------------------- 14%
Blank --5%

**2017 CITY OF OAKLAND
BUDGET PRIORITIES SURVEY
320-728-WT
N=600
VOTER FILE
MARGIN OF SAMPLING ERROR ±4.0% (95% CONFIDENCE INTERVAL)
A/B SPLIT**

Hello, I'm _____ from _____, 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.

(FOR <u>LISTED</u> VOTER SAMPLE, READ THE FOLLOWING INTRO:)
May I speak to_____? (**YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.**)

(FOR <u>RDD</u> SAMPLES, READ THE FOLLOWING INTRO:)
May I speak with the adult in your household who celebrated a birthday most recently? (**IF NOT AVAILABLE, ASK:**) May I speak to another adult member of your household who is 18 years old or older?"

(IF RESPONDENT WISHES TO COMPLETE THE INTERVIEW IN SPANISH OR CHINESE, PLEASE HAND OFF TO BILINGUAL INTERVIEWER)

A. 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 --- 65%
> Yes, cell but cannot talk safely ------------------------------- **TERMINATE**
> No, not on cell, but own one --- 30%
> No, not on cell and do not own one ---6%
> **(DON'T READ)** DK/NA/REFUSED------------------------ **TERMINATE**

(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?

	2000	2002	2005	2015	2017
EXCELLENT/GOOD	**65%**	**64%**	**61%**	**70%**	**76%**
Excellent	18%	19%	19%	26%	27%
Good	47%	45%	42%	44%	50%
FAIR/POOR	**34%**	**35%**	**38%**	**30%**	**23%**
Only fair	28%	27%	30%	22%	19%
Poor	6%	8%	8%	9%	4%
(DON'T KNOW/NA)	0%	1%	1%	0%	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)**

	FIRST CHOICE	SECOND CHOICE
Housing costs/Affordability	32%	10%
Education/Public schools	14%	14%
Crime/Violence/Safety	11%	10%
Police/Law enforcement	8%	6%
Homelessness	7%	4%
Street and sidewalk maintenance	5%	7%
Government waste/inefficiency	2%	1%
Jobs/Keeping businesses	2%	5%
Taxes too high	2%	1%
Infrastructure	2%	2%
Fire safety/Fire inspections	1%	0%
Public transportation/Buses	1%	1%
Cleaner city	1%	1%
Gentrification	1%	1%
Blight/Abandoned buildings	0%	0%
Code enforcement	0%	0%
Drug abuse	0%	0%
Dumping/Illegal dumping	0%	0%
Emergency medical response/Fire safety	0%	0%
Environment	0%	1%
Garbage/recycling pick-up	0%	0%
Library services	0%	0%
Revitalizing downtown	0%	0%
Revitalizing neighborhoods	0%	0%
Street lighting	0%	0%
Traffic congestion/Traffic flow	0%	0%
Water supplies	0%	0%
Youth activities	0%	1%
Food prices/access	0%	1%
Health care	0%	1%
Parks	0%	1%
Stadium/Coliseum	0%	0%
Social/public services	0%	2%
Other	3%	4%
(DK/NA)	6%	24%

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?

	2000	2002	2005	2015	2017
EXCELLENT/GOOD	**34%**	**40%**	**30%**	**32%**	**32%**
Excellent	4%	5%	2%	3%	2%
Good	30%	35%	28%	28%	31%
FAIR/POOR	**62%**	**56%**	**67%**	**62%**	**64%**
Only fair	49%	42%	49%	44%	44%
Poor	13%	14%	18%	18%	20%
(**DON'T KNOW/NA**)	4%	4%	2%	6%	4%

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

---

4.   First, how closely do you follow issues related to the Oakland City budget? **(READ LIST)**

EXT/VERY CLOSELY	**13%**
Extremely closely	4%
Very closely	9%
Somewhat closely	35%
NOT TOO/NOT AT ALL CLOSELY	**50%**
Not too closely	32%
Not at all closely	18%
(**DON'T KNOW/NA**)	1%

5.   And how interested are you in learning more about Oakland's City budget and how its funds are allocated? **(READ LIST)**

EXT/VERY INTERESTED	**49%**
Extremely interested	12%
Very interested	36%
Somewhat interested	34%
NOT TOO/NOT AT ALL INTERESTED	**16%**
Not too interested	9%
Not at all interested	7%
(**DON'T KNOW/NA**)	1%

6.   Next, I am going to ask you to imagine you are in charge of Oakland's City budget. The City of Oakland has <u>five</u> major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars <u>out of 100</u> you would spend on each goal, keeping in mind that <u>the total must add up to 100 dollars</u>. **(READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS $100)**

	$0-$10	$11-$20	$21-$30	$31+	MEAN $ AMOUNT
[ ] A safe city	12%	48%	24%	16%	*$24.1*
[ ] A sustainable, prosperous economy that creates quality jobs	15%	51%	21%	13%	*$22.9*
[ ] An attractive vibrant community	42%	51%	5%	3%	*$15.1*
[ ] A just, equitable and diverse community	29%	49%	15%	7%	*$18.3*
[ ] Competent and effective delivery of City services	23%	55%	15%	7%	*$19.7*

TOTAL --**$100**

7.   Now I am going to mention some of the services the City provides its residents. Every two years, the City faces hard choices about these services in order to balance its budget. 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)**

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	*TOTAL CUTS*	*TOTAL PAY MORE*
[ ]a. **(T)** Library services and hours							
2017	3%	19%	43%	21%	14%	*22%*	*64%*
2015	7%	26%	49%	15%	4%	*33%*	*64%*
[ ]b. **(T)** Fire prevention and response							
2017	2%	10%	56%	23%	10%	*11%*	*79%*
2015	3%	14%	57%	22%	5%	*17%*	*78%*
[ ]c. **(T)** Artistic and cultural activities and events							
2017	4%	21%	45%	18%	11%	*25%*	*63%*
2015	8%	37%	41%	10%	5%	*45%*	*51%*
[ ]d. **(T)** Timely response to resident requests for services							
2017	2%	14%	47%	24%	13%	*16%*	*72%*
2015	5%	20%	49%	16%	10%	*25%*	*65%*

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[ ]e. (T) Youth programs at City parks and recreation centers							
2017	3%	8%	46%	36%	8%	11%	81%
2015	3%	18%	52%	24%	3%	21%	76%
[ ]f. Providing services to Oakland's immigrant population							
2017	5%	13%	45%	24%	14%	18%	68%
[ ]g. (T) Clean-up and removal of illegal dumping							
2017	3%	12%	43%	32%	10%	15%	75%
2015	6%	22%	51%	16%	5%	29%	67%
[ ]h. (T) Job training and employment programs							
2017	3%	8%	42%	38%	8%	11%	80%
2015	5%	15%	48%	29%	3%	20%	77%
[ ]i. (T) Maintenance of public parks, street medians, and other open space							
2017	2%	15%	46%	27%	10%	17%	73%
2015	4%	27%	56%	11%	3%	30%	66%
[ ]j. Providing services to homeless populations							
2017	3%	8%	37%	45%	7%	11%	83%
(SPLIT SAMPLE A ONLY)							
[ ]k. (T) Child care and Head Start programs							
2017	2%	8%	37%	44%	9%	9%	81%
2015	4%	16%	49%	27%	4%	20%	76%
[ ]l. (T) Removal of graffiti							
2017	8%	27%	33%	18%	14%	35%	51%
2015	14%	38%	33%	10%	5%	52%	43%
[ ]m. (T) Maintenance of public buildings							
2017	4%	24%	44%	16%	13%	28%	59%
2015	5%	39%	41%	8%	6%	44%	49%

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
(SPLIT SAMPLE A CONTINUED)							
[ ]n. Ensuring current residents are not priced out of the Oakland housing market							
2017	4%	10%	32%	43%	12%	*14%*	*74%*
[ ]o. **(T)** Addressing abandoned homes and businesses							
2017	5%	17%	37%	28%	14%	*22%*	*64%*
2015	9%	29%	40%	13%	9%	*39%*	*53%*
[ ]p. **(T)** Programs to retain, expand, and attract businesses to Oakland							
2017	6%	26%	36%	24%	9%	*31%*	*60%*
2015	7%	30%	43%	14%	6%	*37%*	*57%*
[ ]q. **(T)** Neighborhood traffic congestion improvements							
2017	5%	23%	38%	21%	12%	*29%*	*59%*
2015	9%	36%	37%	11%	7%	*45%*	*48%*
[ ]r. **(T)** Police protection in your neighborhood							
2017	3%	14%	40%	31%	12%	*17%*	*71%*
2015	5%	12%	43%	36%	4%	*17%*	*79%*
[ ]s. **(T)** Flood prevention and storm drain maintenance							
2017	4%	18%	47%	21%	11%	*22%*	*67%*
2015	5%	29%	48%	12%	7%	*34%*	*59%*
(SPLIT SAMPLE B ONLY)							
[ ]t. **(T)** Emergency medical response							
2017	3%	7%	52%	24%	14%	*10%*	*76%*
2015	3%	11%	55%	26%	5%	*14%*	*80%*
[ ]u. **(T)** Street lighting in your neighborhood							
2017	3%	20%	47%	16%	14%	*23%*	*63%*
2015	5%	26%	51%	12%	7%	*31%*	*62%*
[ ]v. **(T)** Programs at senior centers							
2017	4%	13%	50%	18%	15%	*17%*	*68%*
2015	5%	24%	52%	14%	6%	*28%*	*66%*

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE

(SPLIT SAMPLE B CONTINUED)

[ ]w. **(T)** Housing programs and affordable housing development

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
2017	3%	11%	32%	48%	6%	13%	81%
2015	6%	16%	48%	27%	3%	22%	75%

[ ]x. **(T*)** Keeping existing professional sports teams

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
2017	26%	29%	22%	12%	12%	55%	33%
2015	30%	30%	27%	7%	6%	60%	34%

[ ]y. Reducing and preparing for climate change

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
2017	7%	19%	33%	29%	12%	26%	63%

[ ]z. **(T)** Improvements to bicycle, pedestrian, and public transit services/infrastructure

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
2017	5%	18%	42%	26%	9%	24%	67%
2015	7%	27%	47%	14%	4%	35%	61%

[ ]aa. **(T)** Violence prevention and intervention services

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
2017	3%	8%	45%	38%	7%	11%	83%
2015	4%	11%	48%	32%	5%	15%	80%

[ ]bb. **(T)** Repair of potholes in City streets and broken sidewalks

	LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
2017	2%	8%	43%	43%	4%	10%	86%
2015	4%	16%	55%	22%	3%	20%	77%

(RESUME ASKING ALL RESPONDENTS)

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

8.   Which of the following methods would you <u>most like to be able to use</u> to access programs, information, or services provided by the City, such as learning about the City budget, applying for a permit, paying a parking ticket, reporting a pothole, or signing up for a program? **(READ LIST; ACCEPT MULTIPLE RESPONSES)**

<div style="text-align:right">

In person ---------------------------------- 23%
Online through a website ----------------- 58%
With a mobile app ------------------------ 24%
Texting -------------------------------------- 16%
On the phone ------------------------------- 24%
By email ------------------------------------- 24%
Through the U-S mail -------------------- 14%
Other **(SPECIFY)** _____ 1%
(DON'T READ) DK/NA ----------------2%

</div>

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

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

<div style="text-align:right">

Less than two years ------------------------7%
Two to five years ------------------------- 19%
Six to ten years --------------------------- 15%
11 to 20 years ----------------------------- 19%
21 to 40 years ----------------------------- 20%
41 years or more -------------------------- 18%
(DON'T READ) Don't know/Refused --2%

</div>

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

<div style="text-align:right">

Own --- 48%
Rent --- 49%
(DON'T READ) Don't know/Refused --3%

</div>

11.   **(T)** Next, what is your marital status: are you married, living with a partner, single, widowed, or divorced?

<div style="text-align:right">

Married ------------------------------------- 37%
Living with a partner ------------------------9%
Single --------------------------------------- 40%
Widowed -------------------------------------5%
Divorced -------------------------------------6%
(DK/NA) ----------------------------------3%

</div>

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

Yes --------------------------------------- 24%
No -- 74%
(DK/NA) -------------------------------------2%

13.   **(T)** What is your current employment status? Are you …? **(READ LIST)**

Employed full-time ----------------------- 48%
Employed part-time ---------------------- 10%
Self-employed or work from home ----- 11%
A homemaker who does not
  work outside the home -------------------2%
Retired-------------------------------------- 20%
A student -----------------------------------2%
Unemployed --------------------------------4%
(DON'T READ) Refused -----------------3%

(IF "EMPLOYED FULL-TIME" OR "PART-TIME" IN Q13, ASK:)
14.   **(T)** Is your work located in the City of Oakland or not?

In Oakland -------------------------------- 43%
Not in Oakland---------------------------- 55%
(DON'T READ) Don't know/Refused --2%

(RESUME ASKING ALL RESPONDENTS)
15.   Which of the following modes of transportation do you use regularly? (**READ LIST, ACCEPT MULTIPLE RESPONSES**)

Driving alone ------------------------------ 68%
Carpool ------------------------------------- 17%
Biking --------------------------------------- 15%
Walking------------------------------------- 23%
Riding buses ------------------------------- 20%
Riding BART------------------------------- 39%
Services like Uber or Lyft ---------------- 19%
(**DON'T READ**) DK/NA/REFUSED ----4%

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

High school graduate or less------------- 15%
Some college ------------------------------ 17%
Business/vocational school-----------------4%
College graduate (4)---------------------- 42%
Post-graduate work/
Professional school ----------------------- 20%
(DON'T READ) DK/Refused ------------3%

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

Latino/Hispanic --------------------------- 12%
African American/Black----------------- 25%
White/Caucasian------------------------- 42%
Asian/Pacific Islander----------------------8%
(MIXED RACE) ---------------------------5%
(OTHER)----------------------------------4%
(DON'T READ) DK/NA/REFUSED ---4%

(ASK Q18 ONLY IF ASIAN/PACIFIC ISLANDER – CODE 4 – IN Q17)
18.   **(T)** More specifically, would you say that you are: **(READ LIST)**

Chinese ------------------------------------- 50%
Filipino --------------------------------------2%
Indian ---------------------------------------6%
Cambodian-----------------------------------2%
Laotian--3%
Pacific Islander------------------------------5%
Japanese -------------------------------------0%
Korean--8%
Vietnamese-----------------------------------8%
(MIXED RACE) ---------------------------3%
(OTHER)--------------------------------- 13%
(DON'T READ) DK/NA/REFUSED---0%

(RESUME ASKING ALL RESPONDENTS)
19.   **(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 2016?

$30,000 and under------------------------ 13%
$30,001 - $60,000------------------------ 17%
$60,001 - $75,000------------------------ 11%
$75,001 - $100,000 ---------------------- 13%
$100,001 to $150,000----------------------9%
$150,001 and over------------------------ 15%
(DON'T READ) Refused---------------- 22%

20.   **(T)** Were you born in the United States or did you immigrate to the United States?

Immigrated to U.S.-------------------------9%
Born in U.S.------------------------------- 89%
(DON'T READ) DK/NA------------------1%

(ASK Q21 ONLY IF CODE 1 IN Q20)
21.   **(T)** In which country were you born?   **(RECORD VERBATIM RESPONSE AND CODE AFTERWARDS)**

China ---------------------- 10%	Venezuela ----------------- 2%
Mexico -------------------- 10%	Vietnam -------------------- 2%
Korea ------------------------ 7%	Yemen ---------------------- 2%
El Salvador ----------------- 6%	Africa ----------------------- 1%
France ---------------------- 5%	Canada --------------------- 1%
Argentina ------------------ 4%	Italy ------------------------- 1%
Switzerland ----------------- 4%	Japan ---------------------- 1%
Canton---------------------- 3%	Malta ---------------------- 1%
Central America ----------- 3%	South Africa -------------- 1%
Ethiopia -------------------- 3%	Sweden--------------------- 1%
Honduras ------------------- 3%	Asian ----------------------- 0%
India ------------------------ 3%	Australia ------------------- 0%
Portugal -------------------- 3%	Bermuda ------------------- 0%
Cambodia ------------------- 2%	Guatemala ----------------- 0%
Cuba ------------------------ 2%	Hungary -------------------- 0%
Egypt ----------------------- 2%	Iran ------------------------- 0%
Germany -------------------- 2%	Jamaica -------------------- 0%
Israel------------------------ 2%	Lao ------------------------- 0%
Nigeria ---------------------- 2%	Nicaragua------------------- 0%
Panama---------------------- 2%	Palestine ------------------- 0%
Philippines------------------ 2%	Taiwan --------------------- 0%
Poland ---------------------- 2%	Trinidad-------------------- 0%
United Kingdom/	DK/NA/Refused ---------- 3%
Great Britain --------------- 2%	

THANK AND TERMINATE

SEX (BY OBSERVATION):   Male------------------------------------- 48%
                              Female----------------------------------- 52%

PARTY REGISTRATION (Voter File):   Democrat---------------------------------- 68%
                                         Republican ----------------------------------5%
                                         No Party Preference---------------------- 22%
                                         Other---5%

LANGUAGE OF INTERVIEW: English------------------------------------ 96%
                               Spanish ---------------------------------------3%
                               Chinese ---------------------------------------0%

SAMPLE SOURCE: Voter File -------------------------------100%
                       Enhanced RDD ------------------------------0%

SPLIT: A--- 50%
               B--- 50%

FROM VOTER FILE:

ELECTION FLAGS

G10	53%
P12	29%
G12	67%
P14	26%
G14	53%
P16	64%
Blank	14%

VOTER FILE AGE

18-29	19%
30-39	23%
40-49	17%
50-54	7%
55-59	6%
60-64	8%
65-74	10%
75+	8%
Blank	1%

CITY COUNCIL DISTRICT

City Council District 1	19%
City Council District 2	14%
City Council District 3	17%
City Council District 4	16%
City Council District 5	10%
City Council District 6	13%
City Council District 7	11%