

FINAL RESULTS: Alameda, Berkely, Oakland, Hayward Voter Survey

Sample Size: 750 total, 150 in Alameda, Berkeley, Hayward and 300 in Oakland

Margin of Error: ± 4.0% overall, ± 8.0% each city of 150, ± 5.7% in Oakland

Interview Dates: September 19-21, 2020



David Binder Research

Select: Registered voters, with working telephone numbers or email addresses in the state voter file, expected to vote in November 2020.

Results may not add to 100 due to rounding.

SECTION 1. SCREENING AND WARM-UP

1. **IF CELL PHONE:** Are you in a safe place where you can take a survey over your cell phone?

YES	100
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2. In November, there will be an election in which voters will vote for President, Congress, and for state and local offices.

How likely are you to vote in that election?

Please use a scale of 0 to 10, where 10 means you will definitely vote and 0 means you will definitely not vote.

5	0
6	0
7	1
8	1
9	3
10	95
MEAN	9.91

3. For this year's election, do you plan to cast your ballot in person, by mail, or do you not yet have a plan?

In person	15
By mail	75
Do not yet have a plan	8
Don't know	2

4. Do you have concerns about voting in person, concerns about voting by mail, concerns about both of these, or concerns about neither of these?

In person	16
By mail	14
Both	24
Neither	46

5. Just in general, do you think things in [CITY] are moving in the right direction, or off on the wrong track?

Right direction	38
Wrong track	36
Don't know	27

SECTION 2. PRIORITIES

Many people are going through tough times these days. Next (I will read / are) some issues that people say have affected their lives negatively.

For each one, please (tell me / indicate) whether it has negatively affected you a great deal, somewhat, only a little, or not at all.

		A great deal	Some-what	Only a little	Not at all	Don't know	Prefer not to say	TOTAL GREAT DEAL/SOMEWHAT
6.	COVID-19	62	23	8	6	1	0	85
7.	Unemployment	27	20	12	39	2	0	48
8.	Businesses closing	35	33	19	11	1	1	68
9.	Cost of living	43	30	12	13	1	1	73
10.	Property crime	19	24	21	33	2	0	43
11.	Violent crime	20	18	20	39	3	0	38
12.	Schools closing	29	17	10	41	3	1	46
13.	Increasing homelessness	43	26	13	16	2	1	69
14.	Eviction	14	9	8	66	2	1	23
15.	Wildfires and smoke	64	24	7	3	1	0	89
16.	Police misconduct	28	22	16	31	2	0	50
17.	City government red tape	20	22	16	29	13	0	42

And now (I will read / you will see) the same list of issues again.

This time please (tell me / indicate) how much of a priority each should be for your city government to address in the next year – absolutely critical, very important, somewhat important, slightly important, or not important at all.

		Absolutely critical	Very important	Somewhat important	Slightly important	Not important at all	Don't know	TOTAL IMPORTANT
18.	COVID-19	63	22	8	4	3	1	84
19.	Unemployment	38	35	15	8	2	2	74
20.	Businesses closing	37	38	18	4	2	1	75
21.	Cost of living	36	32	20	8	3	1	68
22.	Property crime	25	29	29	11	5	2	54
23.	Violent crime	36	29	21	9	3	2	64
24.	Schools closing	31	32	21	8	5	4	63
25.	Increasing homelessness	57	30	9	2	1	1	87
26.	Eviction	36	27	23	7	6	2	62
27.	Wildfires and smoke	44	30	14	4	5	2	74
28.	Police misconduct	46	24	13	9	7	1	70
29.	City government red tape	20	23	28	12	8	9	43

SECTION 3. HOUSING/HOMELESSNESS

30. Do you think [CITY] is currently facing a housing crisis?

Yes	68
No	17
Don't know	14

31. As a way to address housing in [CITY], in general, which would be your top priority?

	1 st Priority	2 nd Priority	TOTAL
Preserving existing affordable housing	17	34	51
Building new market-rate housing	6	6	13
Building new affordable housing	32	23	55
Building both market-rate and affordable housing	32	15	47
None of these	7	6	13
Don't know	5	2	8
No Second Choice	--	13	13

32. Do you support or oppose rent control policies for [CITY] that put an annual limit on the amount a landlord can raise the rent in multifamily residences and apartment buildings?

Support strongly	55	→78%
Support somewhat	23	
Oppose somewhat	7	→17%
Oppose strongly	11	
Don't know	4	

Next, please (tell me / indicate) whether you agree or disagree with each of the following statements.

		AGREE		DISAGREE		Don't know	SUMMARY	
		Strongly	Some-what	Some-what	Strongly		Agree	Disagree
33.	I am concerned for myself and my family about the ability to make rent and mortgage payments	25	24	18	29	4	49	47
34.	We are already building enough housing for low- and middle-income residents.	9	8	20	51	12	17	71
35.	Market-rate construction is too expensive and pushes out existing residents.	39	26	16	9	10	65	25
36.	Requirements for affordable housing in new housing plans are not very important to me.	12	13	20	49	5	26	69
37.	New market-rate housing developments should be required to include as many affordable housing units for low and middle-income residents as possible.	54	24	9	9	4	78	18
38.	When new housing is constructed on publicly owned land, at least 33% of the units should be affordable to low and middle-income residents.	59	24	7	6	4	83	13
39.	Increasing regulations on new housing will discourage new units from being built, which will drive up cost of housing for everyone.	19	22	25	18	15	41	44
40.	Underused commercial properties, such as abandoned malls or parking lots, should be rezoned for housing, excluding industrial zones.	46	36	7	5	6	81	12
41.	I am worried about becoming a denser city, given the wildfires.	19	21	23	28	9	40	51

42. Next, as the COVID 19 crisis continues, do you support or oppose Alameda County extending the existing moratorium on evictions?

Support strongly	59	→81%
Support somewhat	21	
Oppose somewhat	8	→15%
Oppose strongly	7	
Don't know	4	

43. Some/others say that without protections from eviction, many people will lose their homes and many will end up on the street simply because they've lost their incomes during the pandemic.

Some/others say small landlords will go bankrupt or lose their homes with tenants who don't pay rent for months on end, and we need a better solution than an eviction moratorium.

Hearing this, do you support or oppose Alameda County extending the existing moratorium on evictions?

Support strongly	49	→78%
Support somewhat	29	
Oppose somewhat	8	→17%
Oppose strongly	8	
Don't know	6	

ASK SUMMARY

	YES	NO	UNDECIDED
Q42. ASK 1: Initial Ask	81	15	4
Q43. ASK 2: After Tradeoff	78	17	6

Next (I'm going to read / are) some proposals to address homelessness. Please (tell me / indicate) how much of a priority each should be for your city government– absolutely critical, very important, somewhat important, slightly important, or if the city should not do this.

		Absolutely critical	Very important	Somewhat important	Slightly important	Should not do this	Don't know	TOTAL IMPORTANT
44.	Enforce the law against tents and camping strictly, and push as many homeless people out of this city as possible.	15	7	8	6	58	6	22
45.	Open up more shelters for homeless people.	48	27	11	4	6	3	75
46.	Set up supervised tent campgrounds for the homeless people.	27	30	17	7	14	4	57
47.	Provide mobile bathrooms and showers throughout the city.	42	24	13	7	11	3	66
48.	Set up supervised trailer parks for homeless people living in cars and mobile homes.	34	31	16	5	10	4	65
49.	Never let homeless people camp in the parks.	27	14	13	11	30	6	41
50.	Allow homeless people to camp and park wherever they can, just like now.	12	6	11	8	57	6	18

SECTION 4. CITY OF ALAMEDA

51. Next you will (hear / see) a measure that may appear on a future City of Alameda ballot.

The measure reads...

Shall the measure amending the City Charter to repeal the prohibition against the building of multi-family housing in Alameda, and amending the City Charter and the General Plan to repeal the citywide density limitation of one housing unit per 2,000 square feet of land, be adopted by deleting Article 26 in its entirety and adding new provisions in the General Plan?

If the election were held today, would you vote YES or NO? (n=150)

Yes, definitely	22	
Yes, might change mind	11	→44%
Undecided, lean yes	11	
Totally undecided	17	
Undecided, lean no	9	
No, might change mind	3	→38%
No, definitely	26	
Would not vote	2	

Next you will (hear / read) statements from supporters and opponents of the measure.

First/Next are some statements made by supporters. Please (tell me / indicate) whether each statement is very convincing, somewhat convincing, slightly convincing, or not at all convincing at getting you to support the measure. If you think the statement is false, just (tell me / indicate that). (n=150)

		Very	Some-what	Slightly	Not At All	False	Don't know	TOTAL CONVIN-CING
52.	DISCRIMINATES. Article 26 needs to be repealed. By prohibiting the construction of affordable housing options, it discriminates against lower-income residents, the elderly, people of color, and long-term residents who want to stay in their community.	26	20	17	18	12	7	45
53.	OUTDATED. A lot has changed in the Bay Area since 1973, but Alameda is stuck with a housing law from that year which prevents anything but single-family homes from being constructed. That law was supposed to keep Alameda as a place for middle class people and young families, but these days, it is making Alameda unaffordable for exactly those people.	23	20	18	22	9	8	43

First/Next are some statements made by opponents. Please (tell me / indicate) whether each statement is very convincing, somewhat convincing, slightly convincing, or not at all convincing at getting you to oppose the measure. If you think the statement is false, just (tell me / indicate that). (n=150)

		Very	Some-what	Slightly	Not At All	False	Don't know	TOTAL CONVINCING
54.	DIFFERENT. Oakland and San Francisco keep building massive apartment complexes and rents are still skyrocketing there. Repealing Article 34 won't bring down housing prices in Alameda, but it will destroy the character of the city by increasing traffic and congestion.	39	19	11	16	10	6	58
55.	DEVELOPERS. Wealthy property developers would love to build high-rises with overpriced condos and apartments all across Alameda. Article 34 is what prevents that from happening and that's why big developers support repealing it through this measure.	29	18	15	16	13	9	47

56. Now that you've heard more, here is the measure again.

Shall the measure amending the City Charter to repeal the prohibition against the building of multi-family housing in Alameda, and amending the City Charter and the General Plan to repeal the citywide density limitation of one housing unit per 2,000 square feet of land, be adopted by deleting Article 26 in its entirety and adding new provisions in the General Plan?

If the election were held today, would you vote YES or NO? (n=150)

Yes, definitely	27	
Yes, might change mind	11	→45%
Undecided, lean yes	7	
Totally undecided	12	
Undecided, lean no	6	
No, might change mind	8	→42%
No, definitely	28	
Would not vote	1	

VOTE SUMMARY

	YES	NO	UNDECIDED
Q51. VOTE 1: Initial Vote	44	38	19
Q56. VOTE 2: After Arguments	45	42	13

SECTION 5. CITY OF BERKELEY

57. Next you will (hear / see) a/another measure that may appear on a future City of Berkeley ballot.

The measure reads...

Shall an ordinance increasing the Utility Users Tax on electricity and gas from 7.5% to 10%, with exemptions for low-income users, for general municipal services, including programs to equitably reduce local greenhouse gas emissions, and authorizing the City Council to increase the gas users tax by an additional 2.5%, with the total tax estimated to generate \$2.4 million annually, until repealed by the voters, be adopted?

If the election were held today, would you vote YES or NO? (n=150)

Yes, definitely	28	
Yes, might change mind	17	→57%
Undecided, lean yes	13	
Totally undecided	11	
Undecided, lean no	7	
No, might change mind	5	→29%
No, definitely	18	
Would not vote	3	
Prefer not to say	0	

58. Next you will (hear / see) a/another measure that may appear on a future City of Berkeley ballot.

The measure reads...

Shall an ordinance enacting a tax on users of Transportation Network Companies (such as Uber or Lyft) for prearranged trips originating in Berkeley, at a rate of 50 cents per trip for private trips and 25 cents per trip for pooled trips, regardless of the number of passengers on the trip, which is estimated to generate \$910,000 annually for general municipal services in the City of Berkeley until repealed by the voters, be adopted?

If the election were held today, would you vote YES or NO? (n=150)

Yes, definitely	37	
Yes, might change mind	17	→63%
Undecided, lean yes	8	
Totally undecided	7	
Undecided, lean no	4	
No, might change mind	3	→28%
No, definitely	21	
Would not vote	0	
Prefer not to say	2	

SECTION 6. CITY OF OAKLAND

59. Next you will (hear / see) a measure that may appear on a future City of Oakland ballot.

The measure reads...

Shall a measure amending the City of Oakland Charter to authorize the City Council, by adoption of an ordinance, to authorize persons aged 16 and above, who are otherwise eligible to vote under state and local law, to vote for the Office of School Board Director, be adopted?

If the election were held today, would you vote YES or NO? (n=300)

Yes, definitely	36	
Yes, might change mind	14	→63%
Undecided, lean yes	13	
Totally undecided	11	
Undecided, lean no	5	
No, might change mind	4	→24%
No, definitely	15	
Would not vote	0	
Prefer not to say	2	

SECTION 7. DEMOGRAPHICS

60. What is your age?

Under 35	29
35-44	19
45-54	15
55-64	15
65+	21
Prefer not to say	1

61. Which of the following ethnic groups describes you?

White or Caucasian	44
Black or African American	17
Latino, Hispanic, or Mexican American	15
Asian American	17
Native American	0
A combination of these (SPECIFY: _____)	2
Something else (SPECIFY: _____)	1
Prefer not to say	5

62. **IF SELF-IDENTIFIED ASIAN-AMERICAN: Are you...? (n=124)**

Chinese	37
Filipino	15
Vietnamese	10
Other Asian or Pacific Islander	35
Prefer not to say	3

63. For roughly how many years have you lived in [CITY]?

Less than 1 year	7
1-5 years	24
6-10 years	15
11-20 years	19
21-30 years	13
Over 30 years	21
Prefer not to say	2

64. Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?

Own	47
Rent	43
Family	8
No stable housing	1
Prefer not to say	2

65. Which category best describes your total household income before taxes for the year 2019?

Under \$25,000	6
\$25,000 to just under \$50,000	13
\$50,000 to just under \$75,000	12
\$75,000 to just under \$100,000	11
\$100,000 to just under \$150,000	18
\$150,000 to just under \$200,000	10
\$200,000 or more	14
Don't know	3
Prefer not to say	12

66. Are you or is anyone in your family employed in the technology sector?

Yes	25
No	71
Don't know	1
Prefer not to say	2

67. When it comes to politics, which of the following best describes you?

Progressive	35
Liberal	29
Moderate	22
Conservative	6
Something else (Specify: _____)	1
Don't know	4
Prefer not to say	4

68. And which of the following best describes your sexual orientation?

Completely straight	67	→77%
Mostly straight	10	
Bisexual	5	→14%
Mostly gay or lesbian	2	
Completely gay or lesbian	6	
Other (SPECIFY: _____)	1	
Don't know	1	
Prefer not to say	8	

69. **IF ONLINE:** What is your gender?

IF PHONE: RECORD GENDER

Female	53
Male	46
Other (Specify: _____)	0

70. RECORD PARTY:

DEMOCRAT	69
REPUBLICAN	6
NO PARTY PREFERENCE	21
MINOR PARTY	3
