City of Albany, CA

Presentation of Survey Results

Evans/McDonough Company, Inc.

May 2005

EMC 05-3282

Methodology

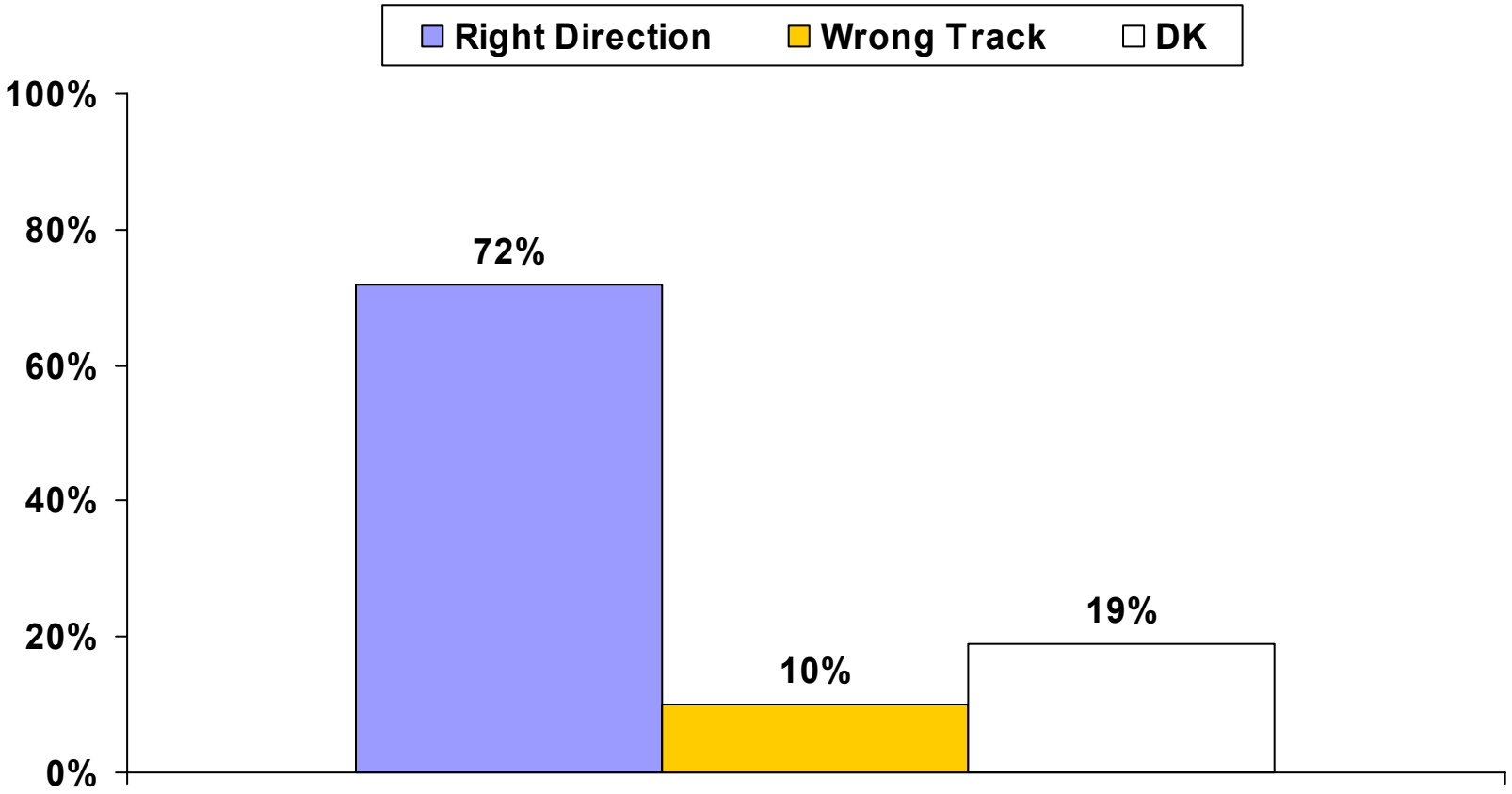
- Telephone survey
- Random selection of registered voters.
- n = 400, Margin of error ± 4.9 percentage points
- Results weighted to reflect geographic & demographic distribution of registered voters.
- Interviews conducted May 9 - 11, 2005
- Trained, Professional Interviewers

As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.

Conclusions

- While voters are generally happy about living in Albany, their top concern is the potential decline of the level of schools and/or education in Albany.
- A lot of awareness exists about something happening with Golden Gate Fields.
  - People who have heard something are more likely to oppose the proposal.
- Even when given just positive information about the proposed development, support is still low.
  - Negative information increases opposition.
- The most favored positive argument promotes the project's environmental aspects, including the Bay Trail, beach and creek restoration, and maintenance of open space.
- The idea that the project will create a headache of snarled traffic elicits the most concern of the negative arguments.
- Opponents to the proposal are older, white, highly-educated, Democrat women who shop locally at Solano Avenue and El Cerrito Plaza.
- Supporters are third party males under fifty years of age who shop in areas with national retailers, such as Bay Street.

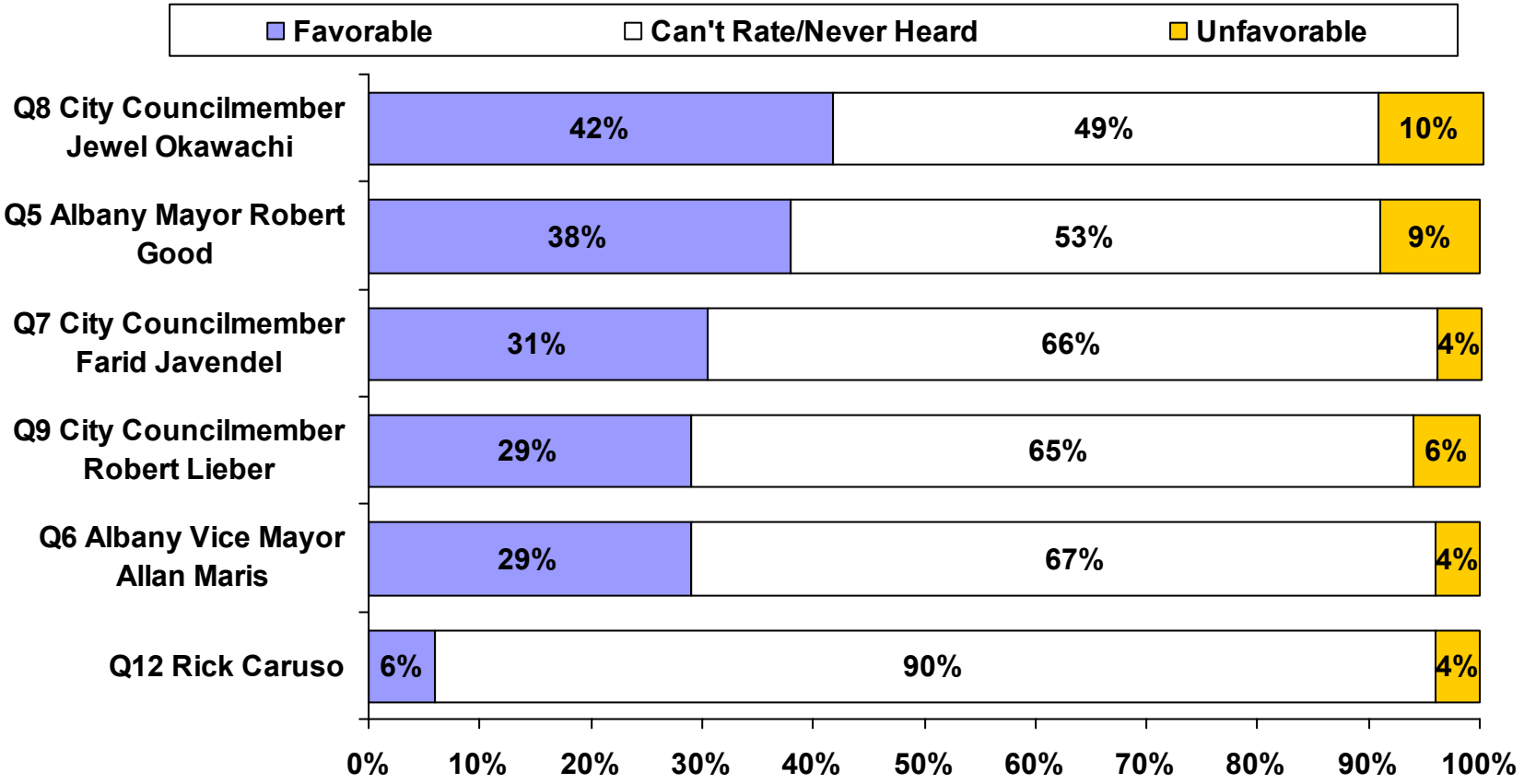
Direction of Albany



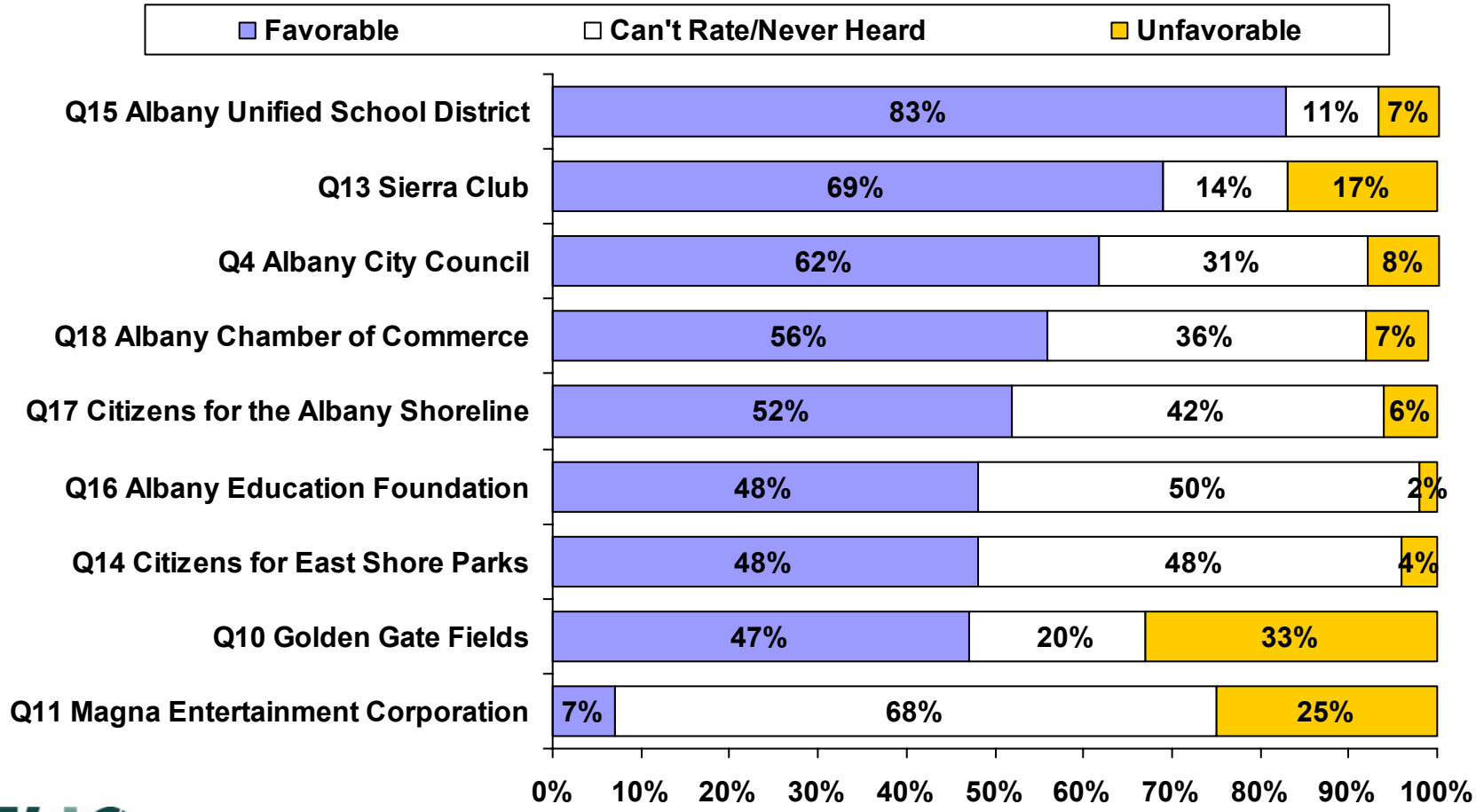
Most Important Problem In Albany

Schools/education	24%
Traffic	10%
Affordable housing	8%
Developing the waterfront	7%
Too much commercial building	5%
Roads/transportation/infrastructure	4%
Crime/drugs	4%
Overcrowding	3%
Economy/need for generating more revenue	3%
Gambling	3%
Other	7%
None	8%
Don't know	17%

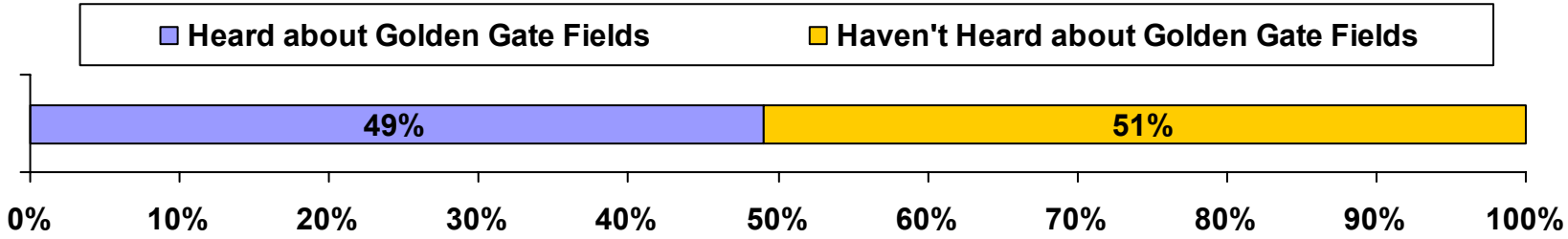
Favorable Ratings: Individuals



Favorable Ratings: Organizations



Heard About Golden Gate Fields

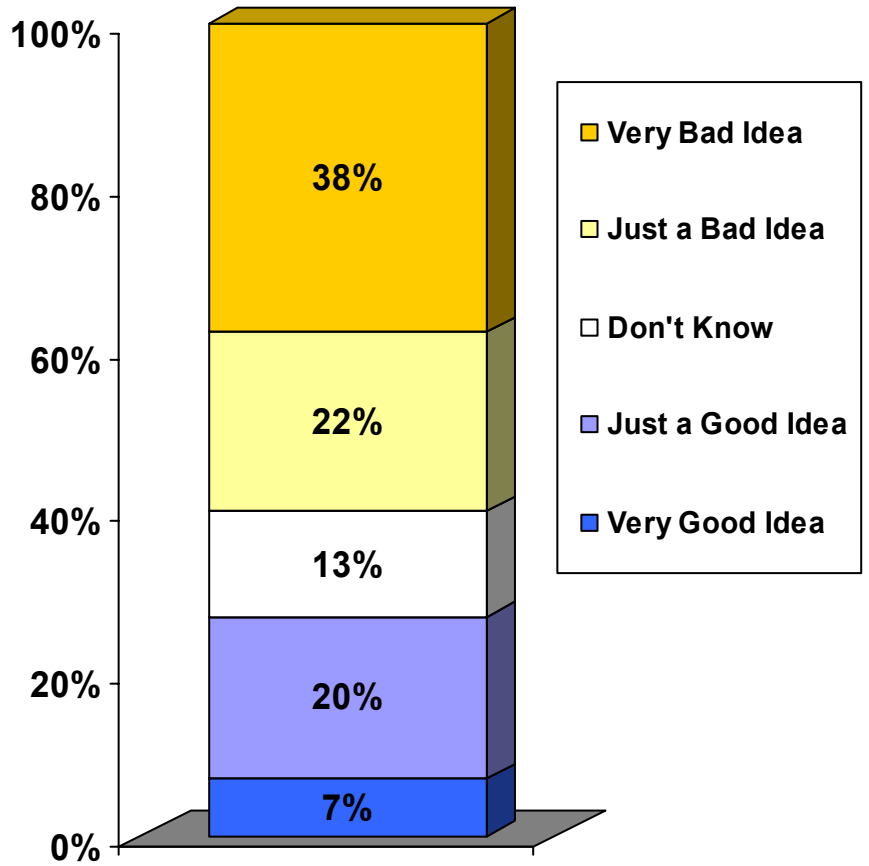


Of the 49% who have: What have you heard?	
Development on waterfront/area	33%
Allowing gambling/slot machines/ card room	22%
Developing/adding mall/shopping/chain stores	18%
Building a hotel/convention center	9%
Arguments/Controversy	6%
Magna wants to develop there	6%
Developing for business/commercial development	5%

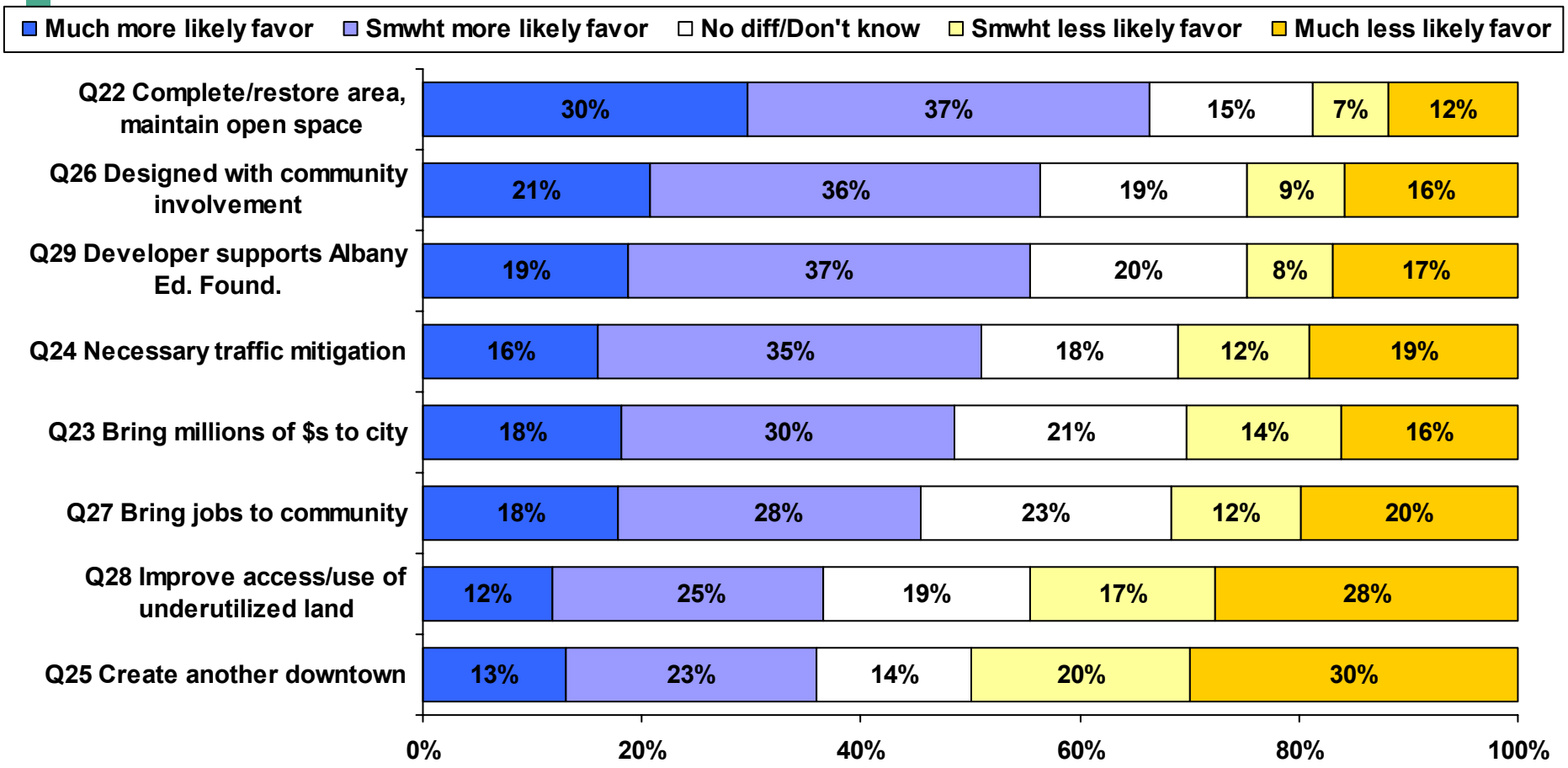
What have you heard? ***(continued)***	
Developing a park/Bay Trail	3%
Want to develop a race track/race track Mentions	3%
There are opponents	2%
Adding housing/condos	2%
Closing the track	2%
Developing a parking facility	2%
Other	13%
Don't know	8%

Golden Gate Fields Development – Initial Opinion

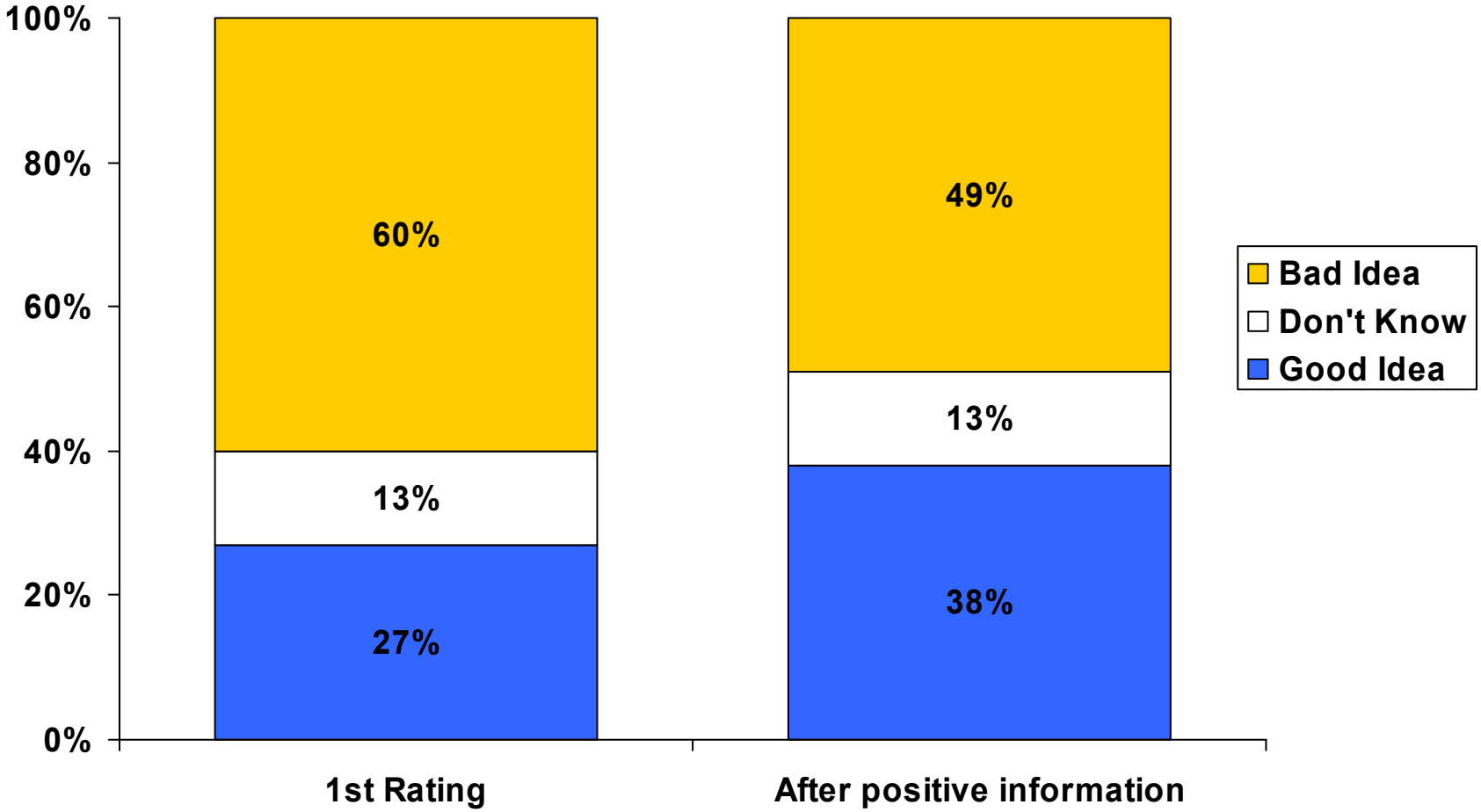
Magna Entertainment Corporation, owner of Golden Gate Fields, has hired Rick Caruso, President & CEO of Caruso Affiliated, to design plans for developing the 45-acre parking lot at Golden Gate Fields. This development is proposed to be 600,000 to 800,000 square feet of upscale retail, dining, entertainment, and housing. Generally speaking do you think this is a good idea or a bad idea? (IF GOOD/BAD Idea Ask) Would you say that is a very Good/Bad Idea or just a Good/Bad Idea?



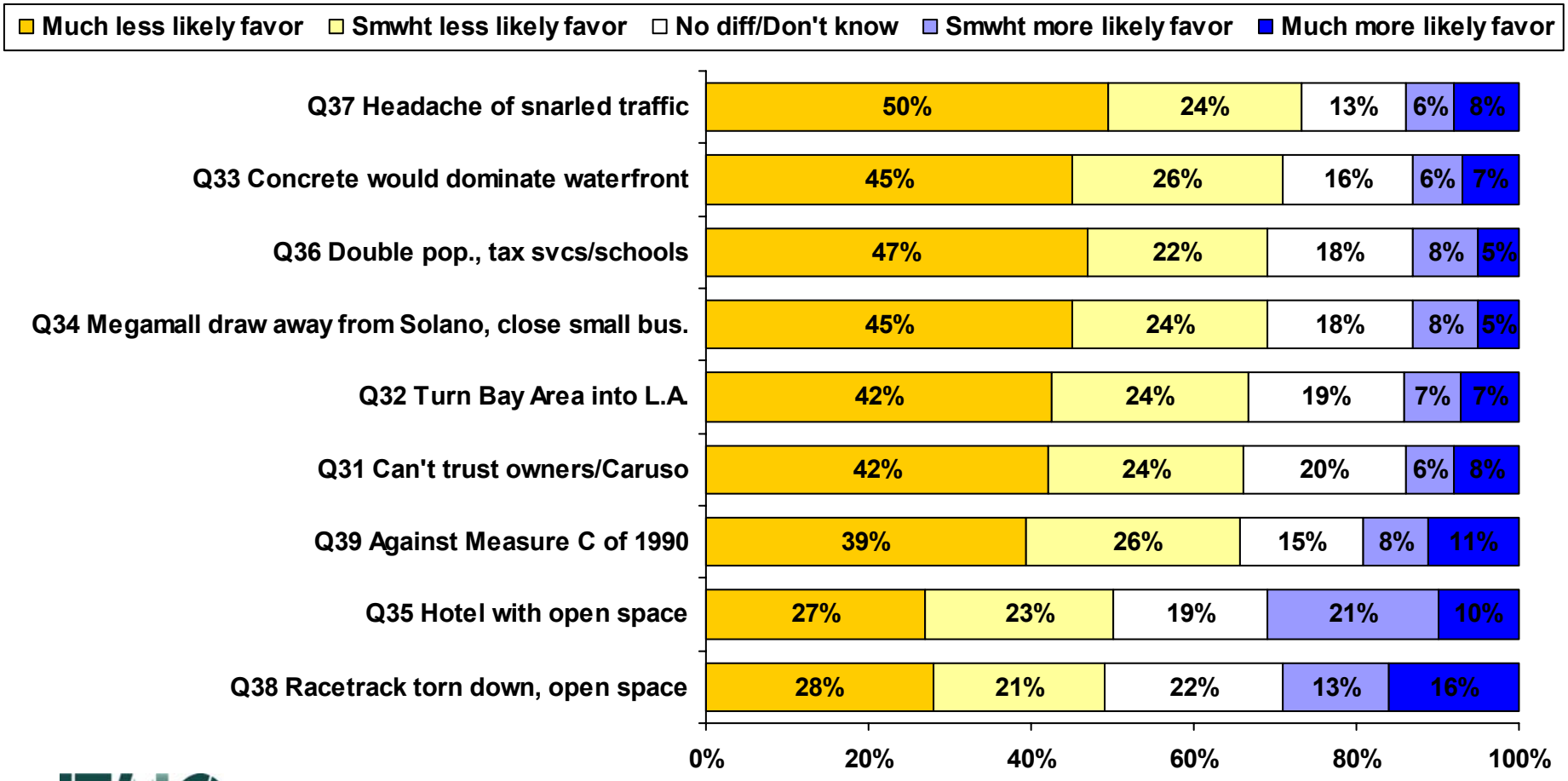
Positive Attributes & Arguments



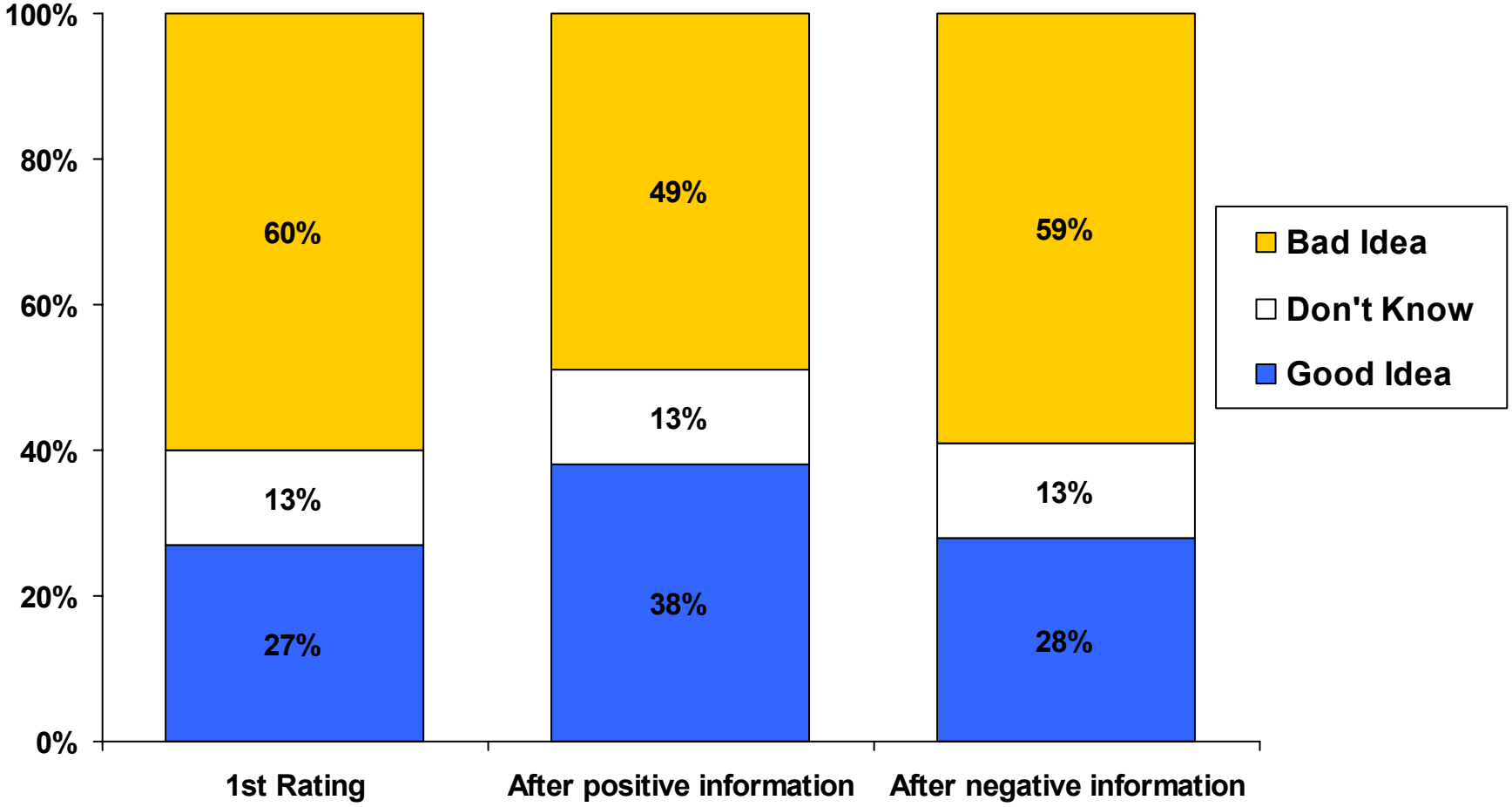
Golden Gate Fields Development – After Positive Attributes & Arguments



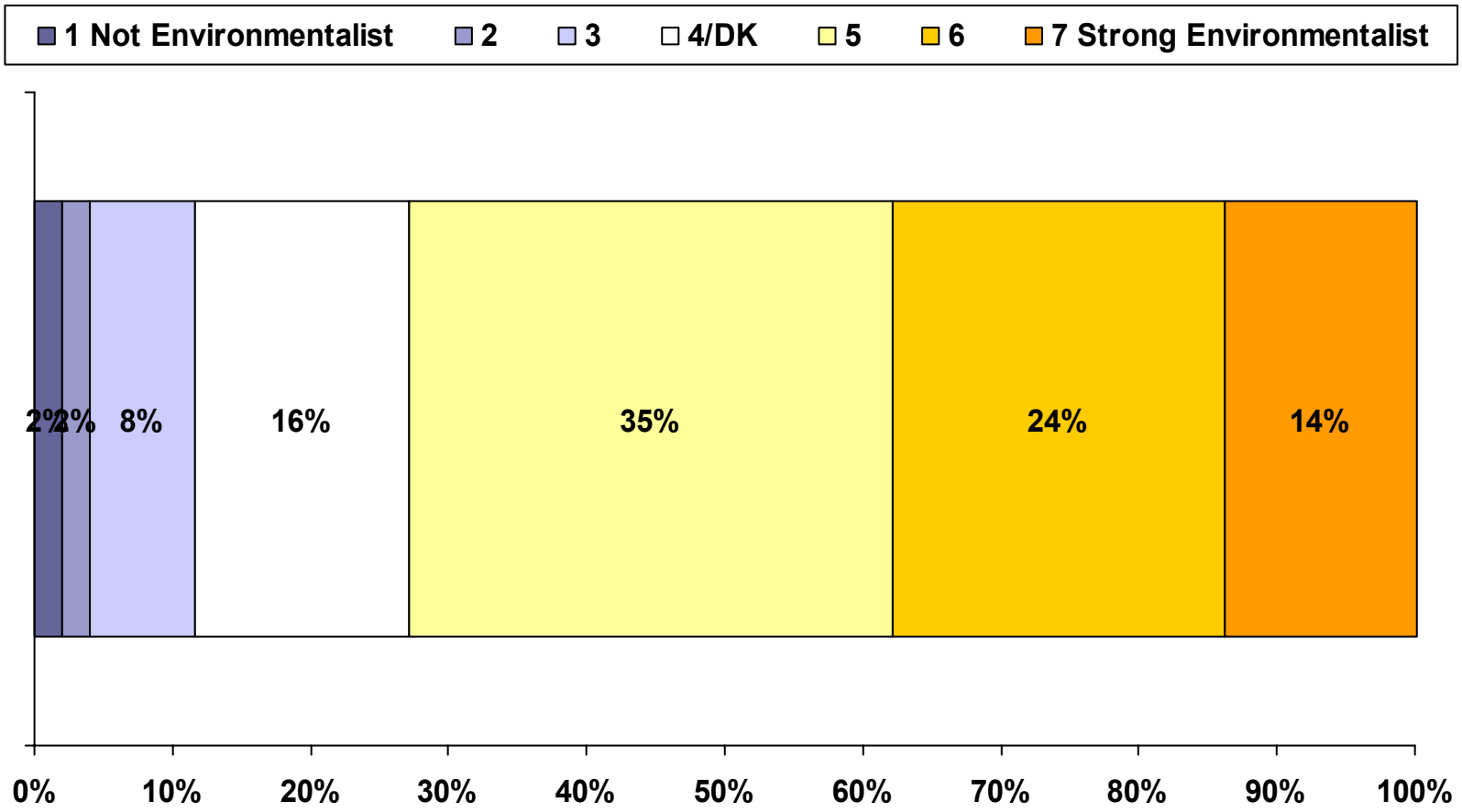
Negative Attributes & Arguments



Golden Gate Fields Development – After All Positive & Negative Information



Environmental Scale



Mean

5.12

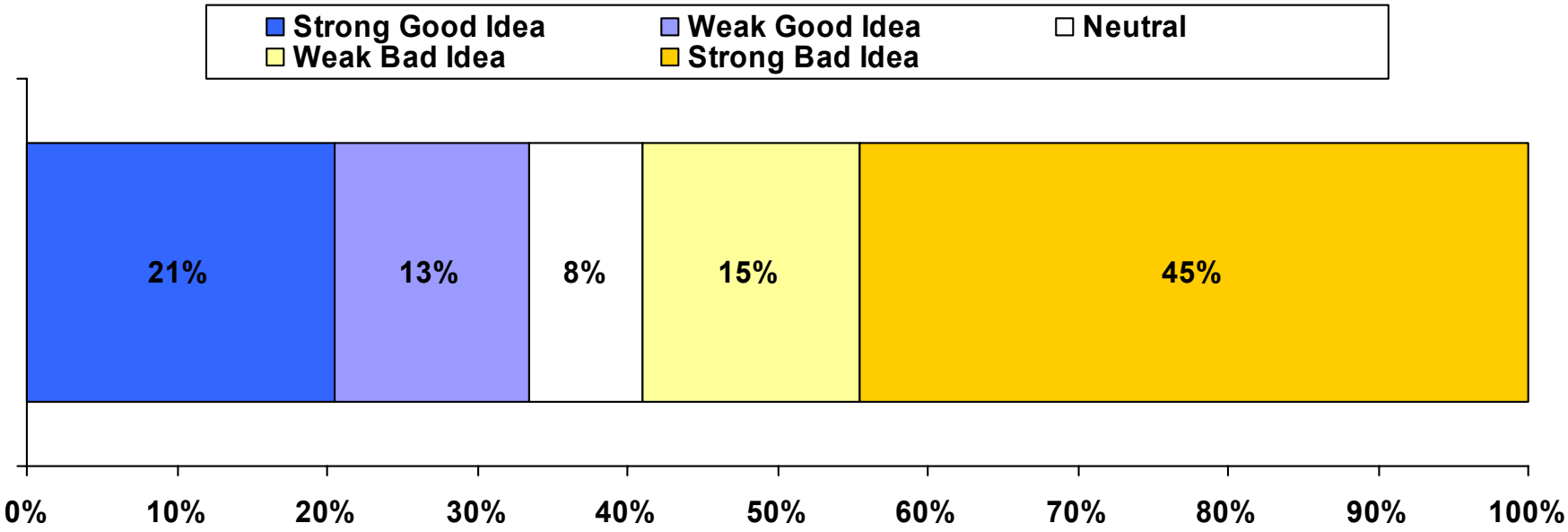
Visiting Golden Gate Fields

	3-4 days/wk	1-2 days/wk	A few days/month	A few days/year	Once a year	Never/ DK
Q42 How often do you visit Golden Gate Fields?	4%	3%	8%	11%	18%	57%

Visiting Malls/Shopping Areas in East Bay

Q43 What malls or shopping areas in the East Bay do you most commonly visit? (Two Responses)	
El Cerrito Plaza in El Cerrito	37%
Bay Street in Emeryville/Emeryville	24%
Solano Avenue in Albany	23%
Hilltop Mall in Richmond	18%
Solano Avenue in Berkeley	11%
Broadway Plaza in Walnut Creek/Walnut Creek	4%
Hilltop Plaza at I-80 & Richmond Parkway	4%
Sun Valley Mall in Concord	3%
4th Street shopping area	3%
Downtown Berkeley	2%
Pinole Vista Crossing in Pinole	2%
Stoneridge Mall in Pleasanton	2%
Other	4%
None/don't go to malls	2%
Don't Know	9%

Support Segmentation



Using the three questions where respondents were asked if they thought the proposal was a good idea or a bad idea, respondents were split into five categories representing their level of support.

Support Segmentation Demographic Profiles

	Overall	Strong Good Idea	Weak Good Idea	Neutral	Weak Bad Idea	Strong Bad Idea
All	100%	21%	13%	8%	15%	45%
Male	46%	**53%**	**63%**	47%	44%	**39%**
Female	54%	**47%**	**37%**	53%	56%	**61%**
Not Environmentalist	27%	**32%**	**50%**	30%	23%	**18%**
Weak Environmentalist	35%	**44%**	37%	**29%**	33%	32%
Strong Environmentalist	38%	**25%**	**14%**	41%	**44%**	**49%**
How often visit GGF						
Once a year	43%	45%	**48%**	**34%**	**35%**	45%
Never/DK	57%	55%	**52%**	**66%**	**65%**	55%
Race						
White	76%	**70%**	**65%**	**70%**	77%	**82%**
Other/Refused	24%	**30%**	**35%**	**30%**	23%	**18%**

Support Segmentation Demographic Profiles

	Overall	Strong Good Idea	Weak Good Idea	Neutral	Weak Bad Idea	Strong Bad Idea
All	100%	21%	13%	8%	15%	45%
Shopping in East Bay						
Bay Street	24%	**35%**	25%	21%	20%	20%
El Cerrito Plaza	37%	**26%**	39%	40%	**32%**	**43%**
Solano Ave.	34%	**18%**	34%	33%	**27%**	**43%**
Other/DK	16%	16%	13%	**30%**	**23%**	15%
Employed	61%	**67%**	58%	**50%**	57%	63%
Retired	18%	17%	**12%**	**25%**	**23%**	18%
Other/DK	21%	**16%**	**30%**	25%	20%	19%
No college/DK/Ref	12%	14%	13%	16%	14%	11%
Some College	14%	**23%**	15%	**4%**	**8%**	12%
Graduated College	37%	39%	37%	**27%**	**47%**	34%
Graduate/Prof.	37%	**24%**	35%	**53%**	**31%**	**43%**

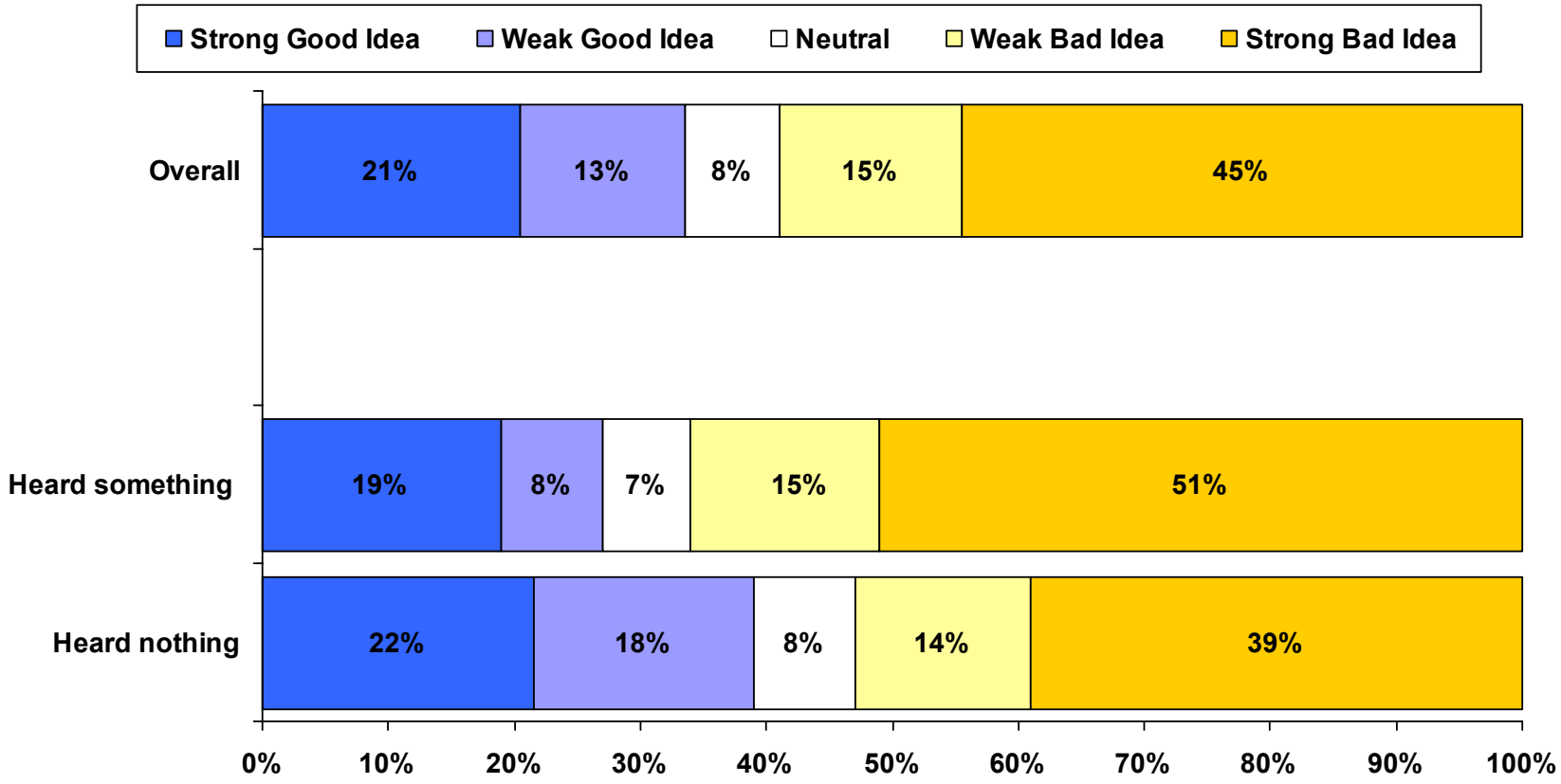
Support Segmentation Demographic Profiles

	Overall	Strong Good Idea	Weak Good Idea	Neutral	Weak Bad Idea	Strong Bad Idea
All	100%	21%	13%	8%	15%	45%
Age						
18-49	53%	56%	**65%**	56%	**48%**	50%
50-65+/Refused	47%	44%	**35%**	44%	52%	50%
Party						
Dem	67%	**51%**	**62%**	67%	**74%**	**74%**
Rep	10%	**18%**	11%	13%	**5%**	7%
Other	23%	**31%**	26%	20%	21%	19%
Sex/Generation						
M <50	28%	31%	**48%**	**20%**	27%	**22%**
F <50	25%	24%	**17%**	**33%**	22%	27%
M 50+	19%	22%	15%	**27%**	17%	17%
F 50+	29%	**23%**	**19%**	**20%**	**34%**	**34%**

Support Segmentation Demographic Profiles

	Overall	Strong Good Idea	Weak Good Idea	Neutral	Weak Bad Idea	Strong Bad Idea
All	100%	21%	13%	8%	15%	45%
Generation/Party						
<50 Dem	33%	**27%**	**40%**	33%	34%	34%
50+ Dem	34%	**24%**	**23%**	33%	**41%**	**41%**
<50 Rep	3%	7%	4%	0%	0%	2%
50+ Rep	7%	10%	8%	**13%**	5%	4%
<50 Else	17%	**22%**	**23%**	20%	14%	13%
50+ Else	6%	10%	4%	**0%**	7%	6%

Support Segmentation Demographic Profiles

	Overall	Strong Good Idea	Weak Good Idea	Neutral	Weak Bad Idea	Strong Bad Idea
All	100%	21%	13%	8%	15%	45%
Sex/Party						
M Dem	28%	**22%**	**40%**	27%	**34%**	25%
F Dem	40%	**29%**	**25%**	40%	41%	**49%**
M Rep	6%	**11%**	4%	10%	2%	5%
F Rep	5%	7%	8%	3%	3%	3%
M Else	13%	**21%**	**19%**	10%	9%	10%
F Else	9%	10%	6%	10%	12%	9%

Support Segmentation
Heard About Golden Gate Fields