Summary Presentation of Results From a Survey of Likely Voters in the Oakland Unified School District

600 Interviews
April 2012

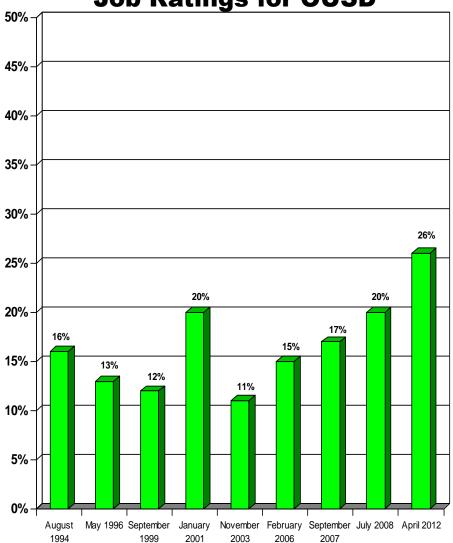




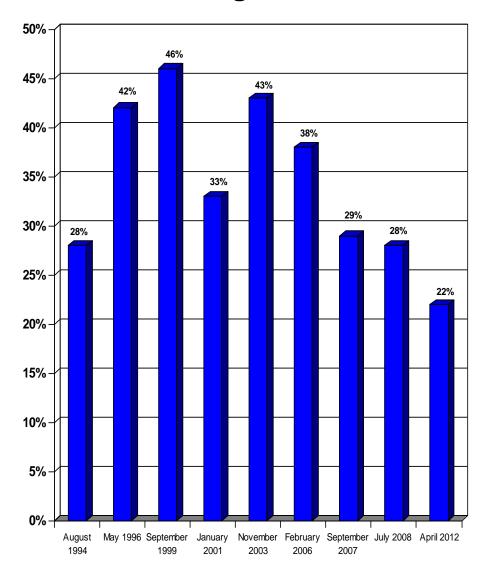
Gene Bregman & Associates

Public Opinion & Marketing Research

Comparison of Excellent/Good Job Ratings for OUSD

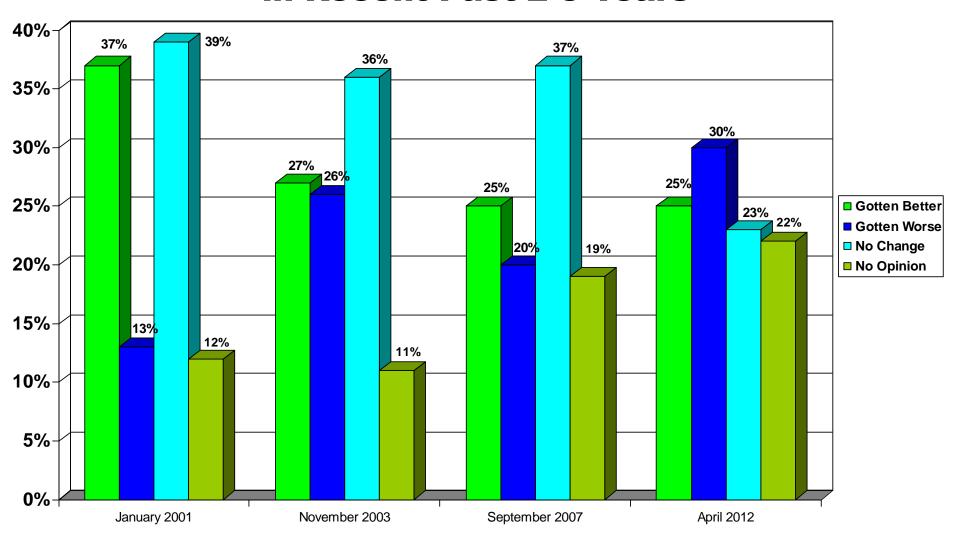


Comparison of Poor Job Ratings for OUSD





Comparison of Quality of Education in OUSD in Recent Past 2-3 Years





Net Favorability Scores: People/Organizations in Oakland



Charter schools in the Oakland Unified School District

Oakland Education Association, the union representing Oakland's teachers

Superintendent of Schools Tony Smith C

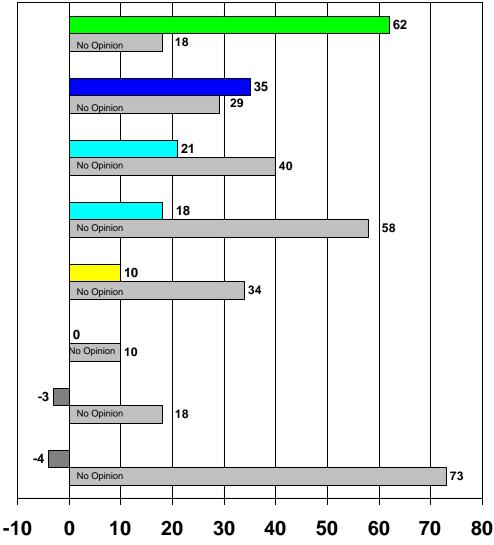
Oakland Unified School District Board of Education

Oakland Mayor Jean Quan A

Occupy Oakland G

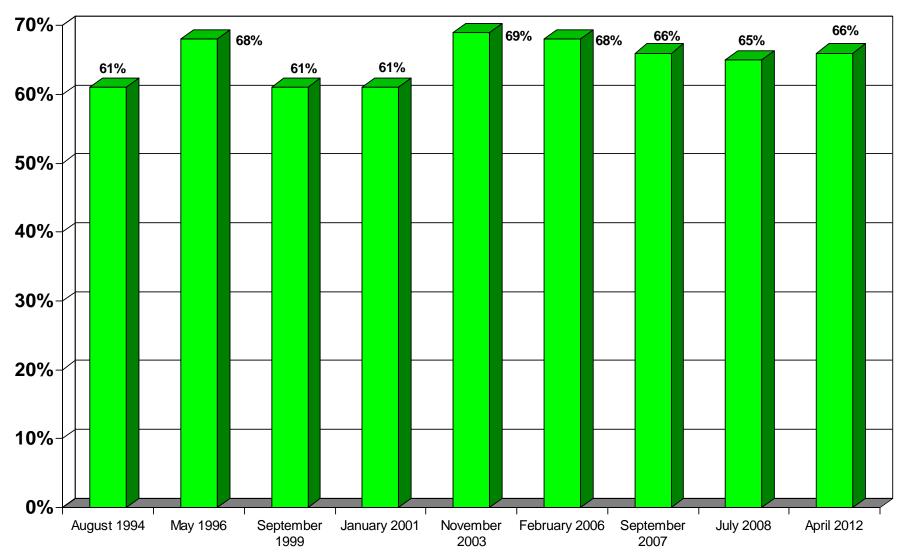
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An organization called "BAMN" (bam) – which stands for "By Any Means Necessary"



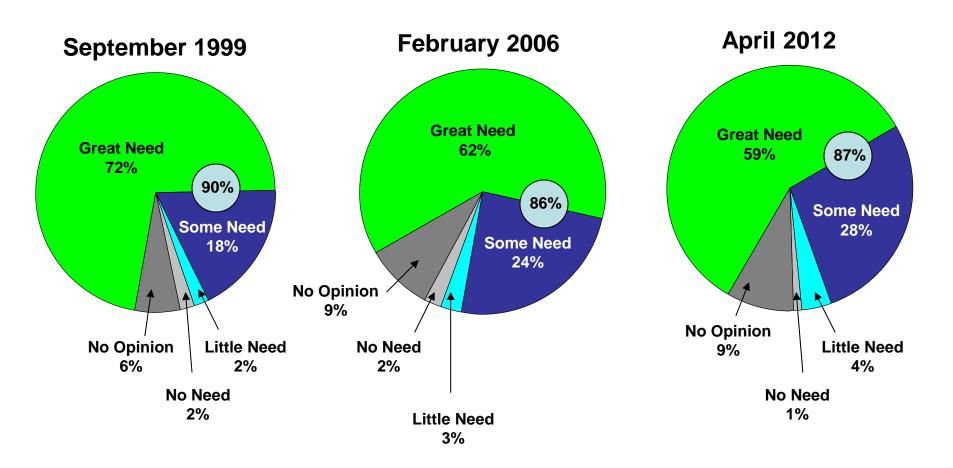


Comparison of Great Need for More Money in OUSD



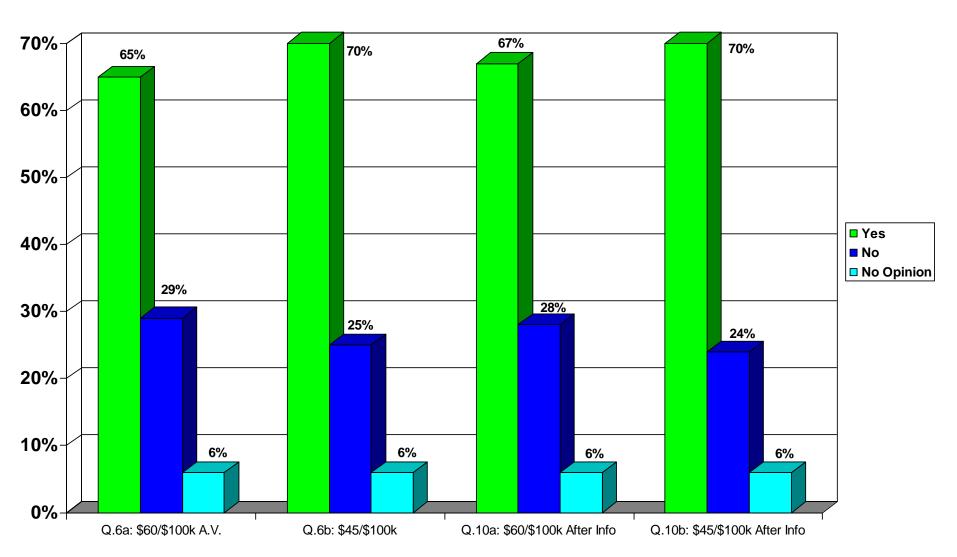


Need to Repair/Rehabilitate Oakland Public Schools



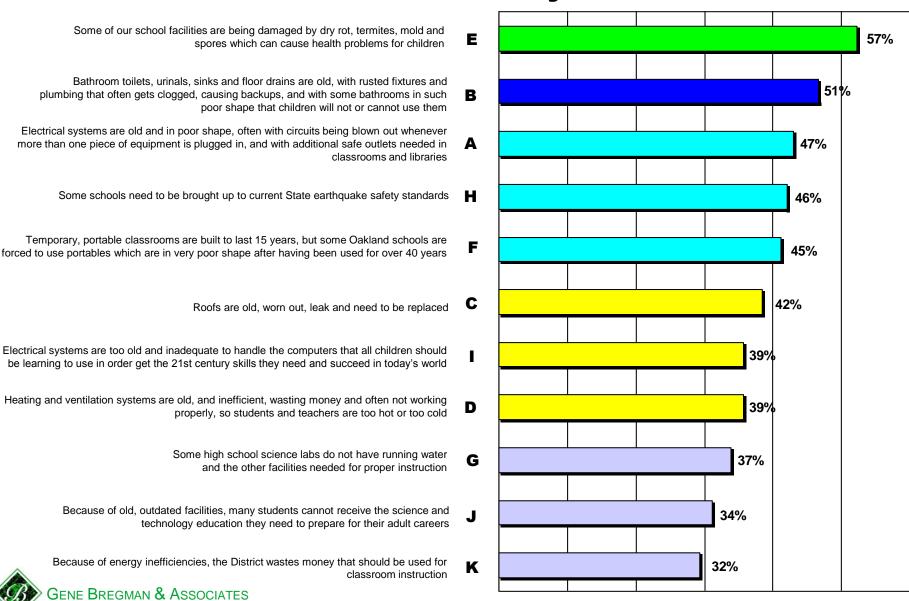


Four Votes on \$475 Million Bond Measure for OUSD

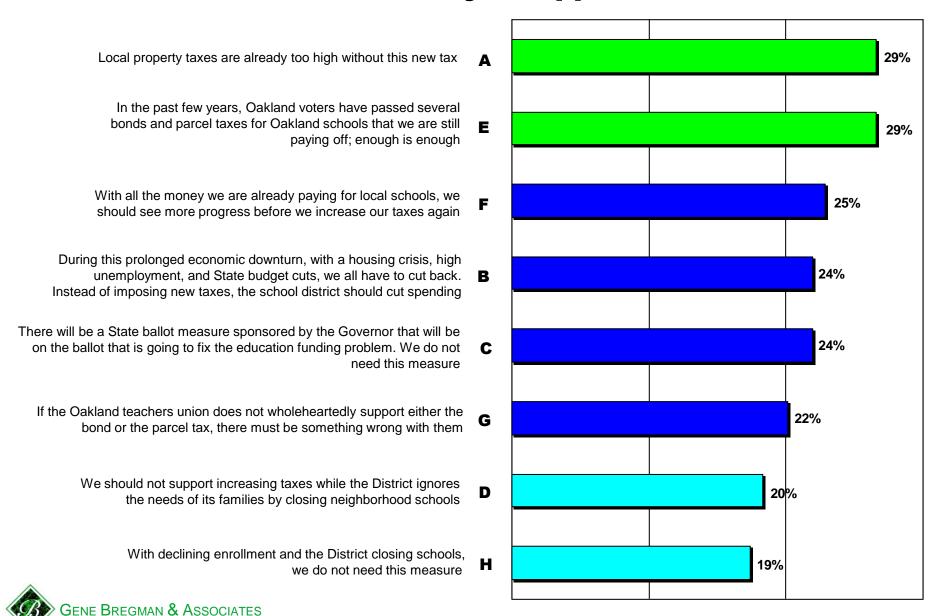




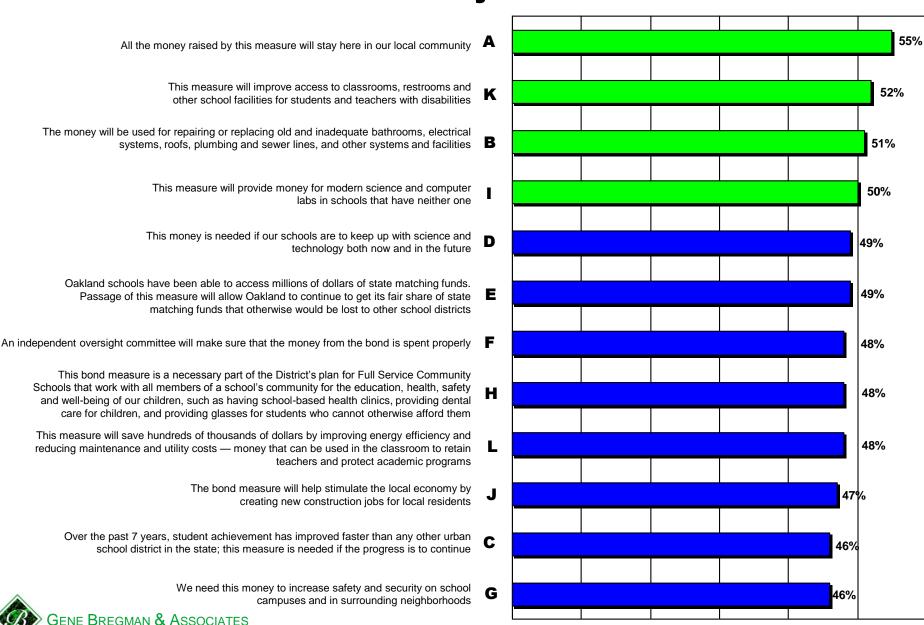
Extremely Serious Ratings for Problems to be Addressed by Bond



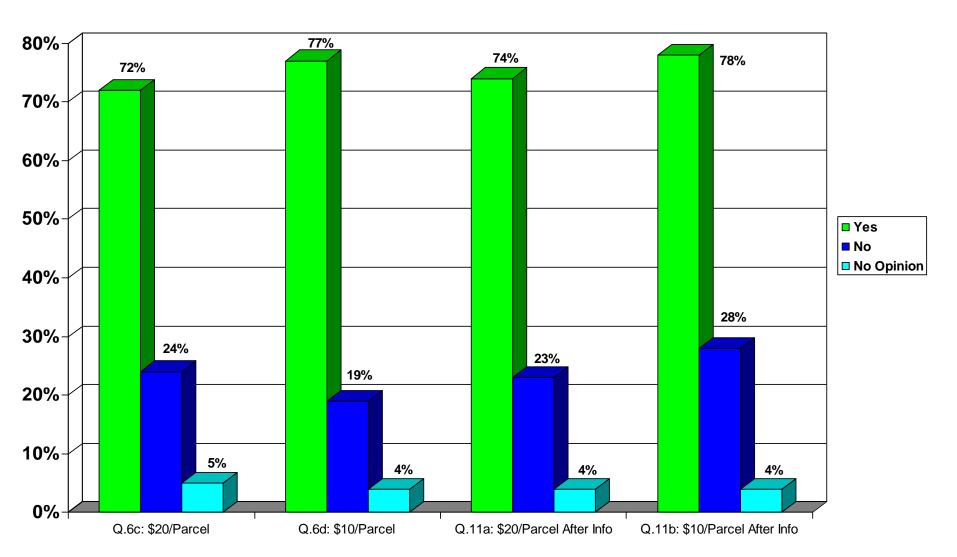
Reasons Much More Likely to Oppose Bond Measure



Reasons Much More Likely to Favor Bond Measure



Four Votes on Parcel Tax Measure for OUSD





Comparison of Initial "Yes" Votes with Previous Surveys

