

UC Berkeley | People's Park Project

Preliminary Research Findings

May, 2022

BACKGROUND & METHODOLOGY

Methodology	An online, blind survey was distributed by Qualtrics and completed by 1,225 UC Berkeley students between 5/3/22 and 5/18/22. This survey was performed with random sampling that represents the UC Berkeley student body (n=41,910) at 99% confidence level and 3% margin of error.
Research Objective	To understand the level of awareness of and the sentiment towards the People's Park project
Survey Flow	To address the key research questions listed below, we started high level asking some general student housing questions before diving deep into People's Park awareness, and awareness of the project as a whole. Adding another layer, we also asked for overall levels of support regarding the People's Park Project.
Key Research Questions	<ul style="list-style-type: none">• How aware are students of the People's Park project and its various components?• How strongly do students feel about the components of the project?• How aware are students of the current housing crisis and what do they know and believe (attitudes) regarding new housing for students and supportive housing for the unhoused on the People's Park site?

OVERARCHING TAKEAWAYS

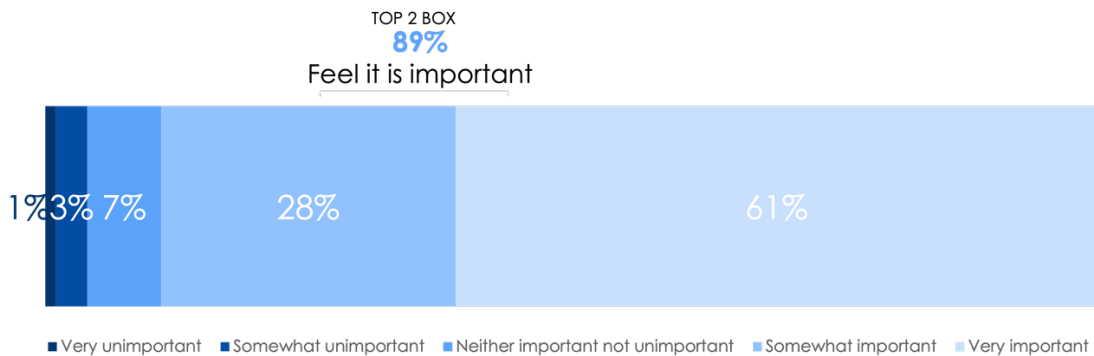
- Perception and sentiment around student housing remains consistent compared to last year: UC Berkeley students continue to think it is important to provide on-campus housing and rank this as one of the top priorities they think the school should focus on. The People's Park Project is gaining in both awareness and familiarity in 2022.
- The results show that current UC Berkeley students now support the People's Park project by a 57% to 27% margin even before being provided with basic information about the project's four elements and the new daytime drop-in center the campus is building for unhoused people. Once informed about those elements, the survey found that project support among Berkeley students grew to 62% to 23% margin, with **73% specifically supporting the construction of student housing on the site**, and 70% supporting construction of supportive housing on the site
 - While the construction elements of the project enjoy strong support, 15% of students continue to **oppose the construction of student housing at the site**, even after being informed about all of the project's elements. This number has decreased from Fall 2021 when 17% of students voiced opposition to the construction plans.
 - A majority of students understand increasing student housing to be a goal of the People's Park project while the remaining three goals were not as well associated.
 - Consistent with last year, students are most concerned with what will happen to the unhoused people currently occupying People's Park.

Key Findings

THE STUDENT HOUSING CRISIS

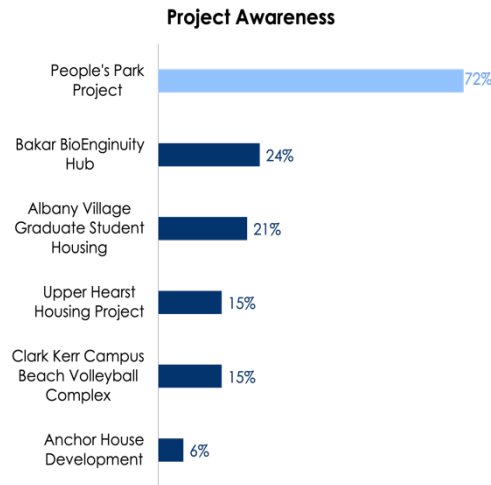
89% of students shared that it is important for UC Berkeley to focus on providing more student housing.

Providing More Student Housing



Increasing university housing continues to remain a top priority among students with 52% ranking it as their 1st or 2nd priority for the university. Housing is viewed of similar importance as improving university faculty and curriculum.

PEOPLE'S PARK



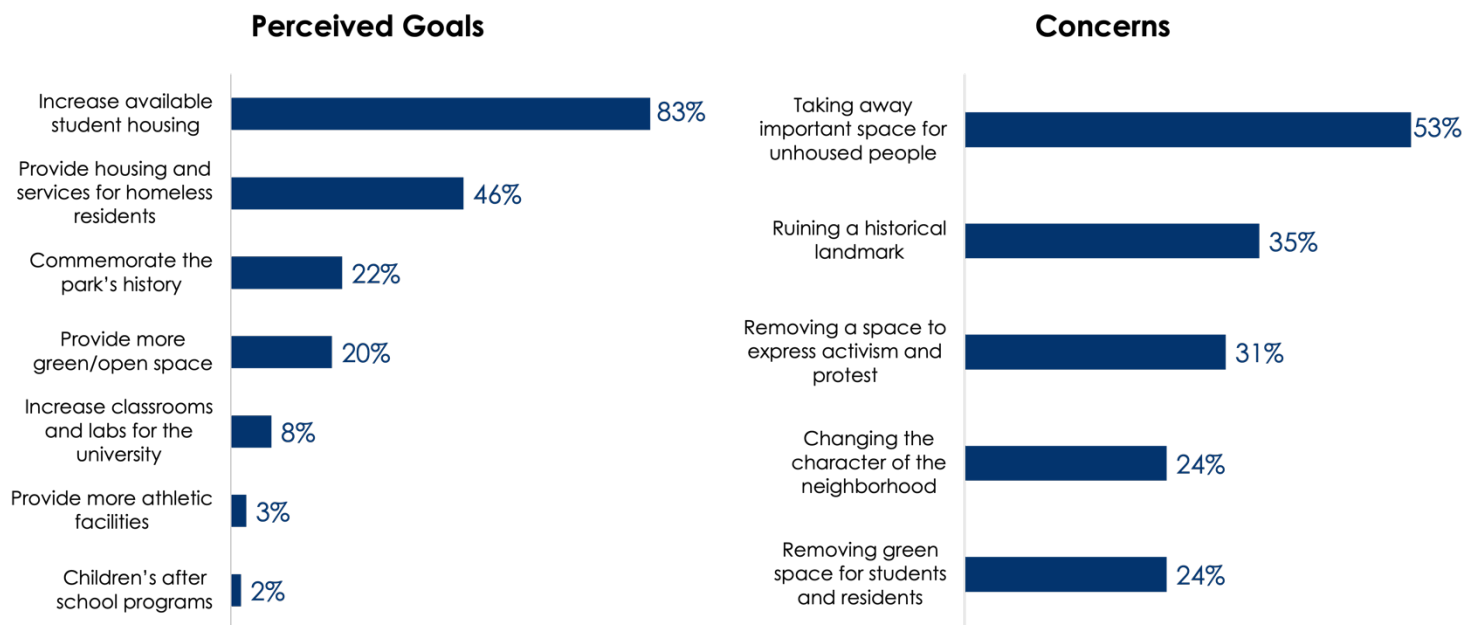
86% of students have visited/seen/walked past People's Park. The People's Park project continues to be the most widely known project on campus with 72% of students saying they are aware of it. Additionally, awareness is up 10% from 2021. Familiarity with the project is also up by 7%, resulting in 69% of students being familiar with the project. 57% of students supported the project in its entirety, while 27% were opposed.

OVERALL PROJECT SUPPORT

Prior to showing unbiased, basic information about the project:

Students perceive the main goal of the project to be increasing available student housing (83%). 92% of those aware of the project can recognize at least one of the project goals, however, only 6% of students aware of the

project were able to correctly identify all 4 of the project’s goals. Students are very aware that this project is designed to increase housing, though they are less aware of the goals such as preserving green/open space, providing housing and services for unhoused people and commemorating the park’s history. The strongest concern remains around removing space for unhoused people (53%).

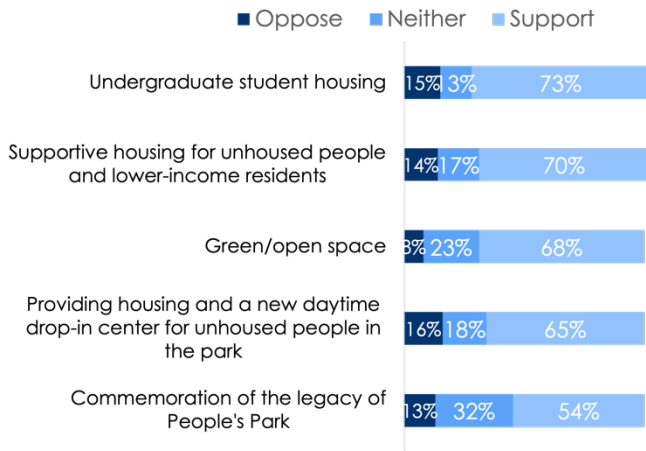


After showing unbiased, basic information about the project:

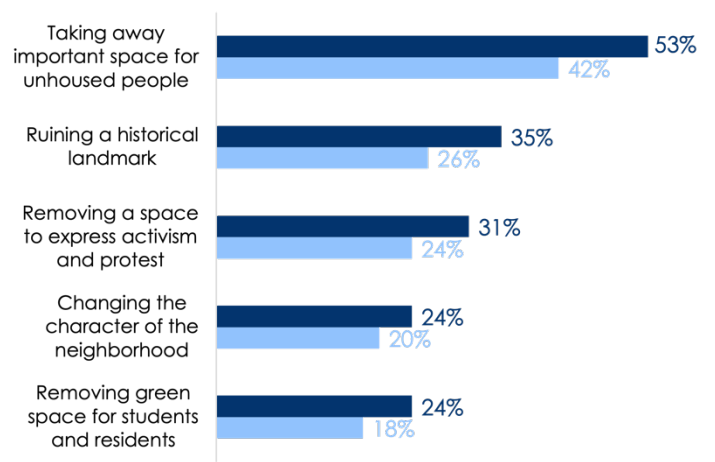
After being provided with basic information about the project’s four elements and the new daytime drop-in center, overall support for the project increased by 5%, reaching 62%. This remains similar to last year (62% 2022 vs. 64% 2021). Those who opposed dropped 4% after being provided with basic information about the project’s four elements and new daytime drop-in center (27% to 23%). Concerns across the board drop at an even higher rate after leaning more information about the project.

When it comes to supporting certain elements of the People’s Park project, 73% of students support the construction of the undergraduate student housing (up 5% from 2021), followed by 70% supporting construction of the supportive housing (up 3% from 2021). **Strong** support for undergraduate student housing increased 8 percentage points from 2021, indicating there is increasing support for undergraduate housing.

Support/Oppose of Individual Project Aspects



Concerns Unaided vs. Aided



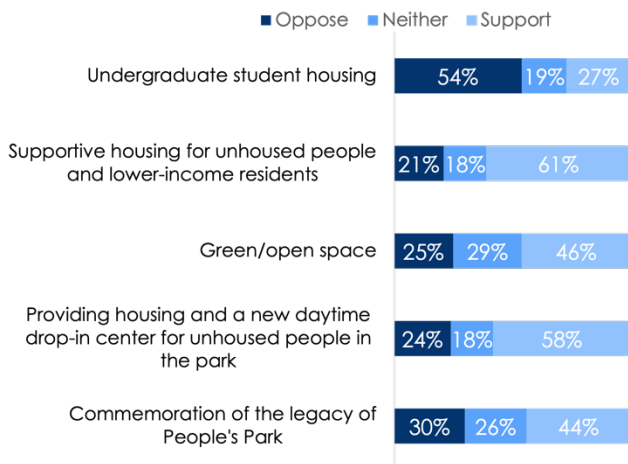
Day-time drop in center and providing unhouse people with housing:

60% of students were at least somewhat aware of the completion of the agreements to provide unhoused people with housing and a day-time drop in center at a church near the park prior to taking this survey. Providing students with information on the agreement, increased the support level from 57% (unaided) to 62%.

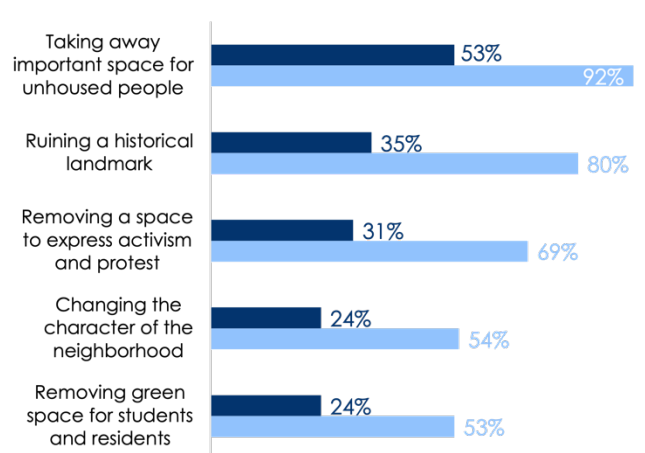
Overall Opposition of People's Park:

13% of the student sample opposes the project overall, this means they indicated opposition at all 3 support/opposition questions in the 2022 survey. Providing information to this group does not change their perspective on the project, they will continue to oppose the People's Park project as a whole. 70% of those in this group still find increasing student housing to be important for UC Berkeley, however, they just don't see the People's Park project as something they support to accomplish that. 82% of those in this group were aware of the agreement completion to provide unhoused people with housing and a day-time drop in center prior to taking this survey. As expected, they have larger concerns around the project, shown below.

Among Those Who Oppose The People's Park Project here is how they view each project element..



Concerns Total Sample vs. Those Who Oppose



Demographics

Looking at the demographics of our sample...

Gender		Ethnicity	
Man	45%	White	30%
Woman	49%	Chinese	17%
Non-binary	4%	South Asian	11%
Other	2%	Mexican American/Chicano	9%
Year in School		Other Hispanic/ Latino	6%
Freshman (1st year)	20%	Other Asian	5%
Sophomore (2nd year)	15%	African American/Black	4%
Junior (3rd year)	19%	Korean	2%
Senior (4+ year)	15%	Filipino	2%
Graduate/ Professional Student	30%	Vietnamese	2%
		Other	10%