

# UC Berkeley | People's Park Project

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# Background & Methodology

# Background & Methodology

The following are the preliminary researching findings of a multi-wave, longitudinal study performed by Qualtrics to analyze the overall sentiment surrounding the People’s Park Project among UC Berkeley students.

This study was designed to collect 1,250 responses from a representative random sample of 5000 students with the expectation of a 25% response rate in order to maintain a 99% confidence level. It was fielded between the dates of September 1<sup>st</sup> and September 15<sup>th</sup>, 2021, collecting a total of 1,658 total responses, far surpassing our intended response count and thus achieved a 33% response rate and maintaining a 99% confidence level with 3% margin of error.



## Sample Frame

- This survey was performed using random sampling for an amount of students that represents the UC Berkeley student body (n=41,910).



## Key Research Questions

- 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?



## Survey Design

Housing 7 Questions

People’s Park & Project Awareness 5 Questions

Unaided Familiarity & Support 4 Questions

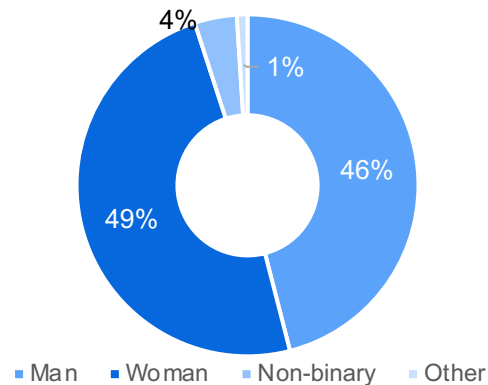
Aided Support & Concerns 3 Questions

Demographics 3 Questions

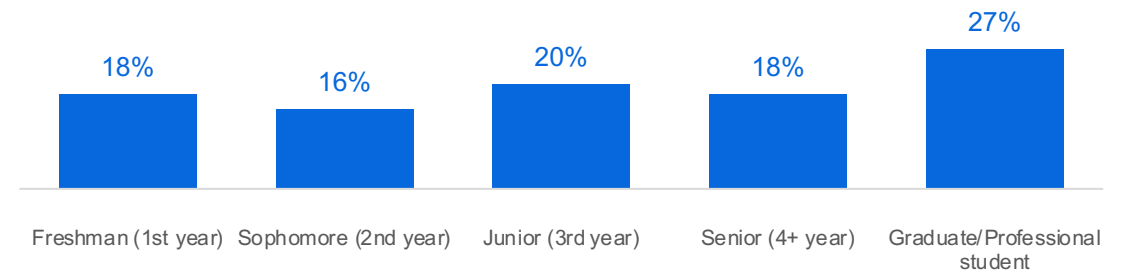
# Sample Statistics

Students were randomly selected to participate in this research in order to accurately represent the overall sentiment of the UC Berkeley student body.

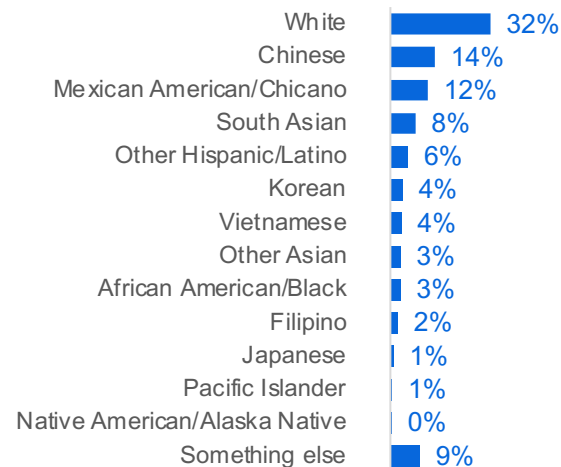
## Gender



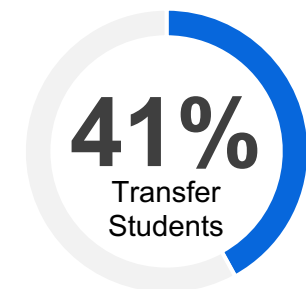
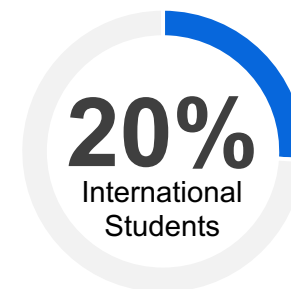
## Year



## Ethnicity



## Student



# 2

# Key Findings

# Key Findings



## STUDENT HOUSING

Most students are aware of the student housing crisis, with nearly a third of respondents ranking student housing as the top priority for the university. 85% of students share that it's important for UC Berkeley to provide more student housing.



## PEOPLE'S PARK

People's Park has a high level of awareness and usage, but nearly all only use the park to walk through. The People's Park Project is the most widely known project on campus. Of those who know about the project, 61% consider themselves somewhat/very familiar.



## PRE-EXPOSURE RESPONSES

Prior to exposing respondents to the basic project information, 56% stated that they support the People's Park project. Across those who support and oppose the project, the largest concern is the removal of living space for unhoused residents of Berkeley.



## POST-EXPOSURE RESPONSES

Post-exposure to basic information about the People's Park project, support increases 8%, reaching 64%. The level of concern also decreases, with the #1 concern of removing living space for unhoused residents dropping 5%. The project elements garnering the strongest level of support are the addition of green/ open space and more undergraduate student housing.

# 3

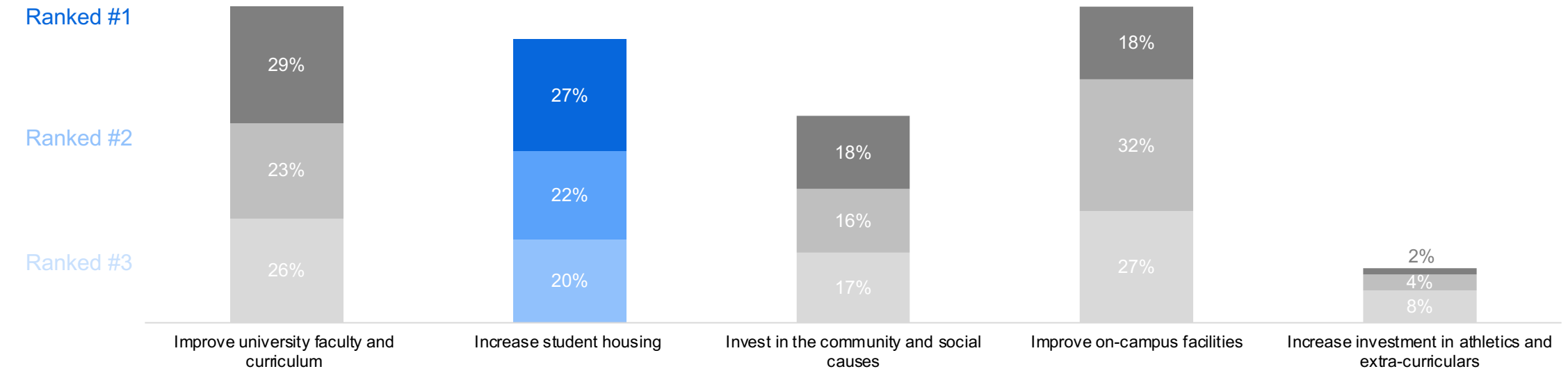
# Student Housing



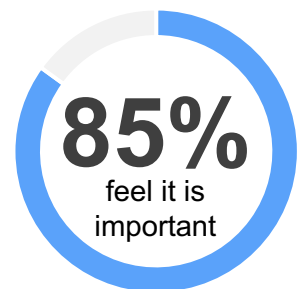
# Importance of Student Housing

When it comes to ranking priorities, improving University faculty and curriculum was most frequently ranked #1 by respondents, followed by increasing student housing. Of note, 85% feel that providing more student housing is somewhat/ very important to them.

Rank of Priorities



Student Housing Importance



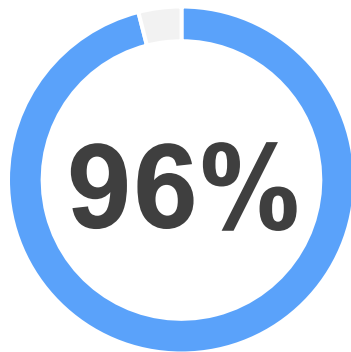
# 4

# People's Park

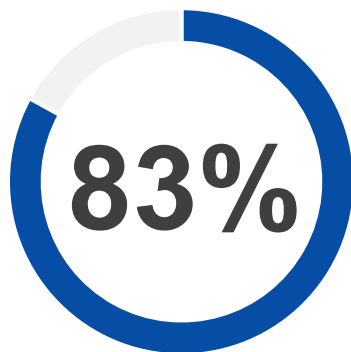
# People's Park Awareness and Usage

Almost all respondents are aware of People's Park, with 83% stating that they have visited or at least seen the park before. When asked what they were doing when they visited the park, almost all said that they were walking past or through it.

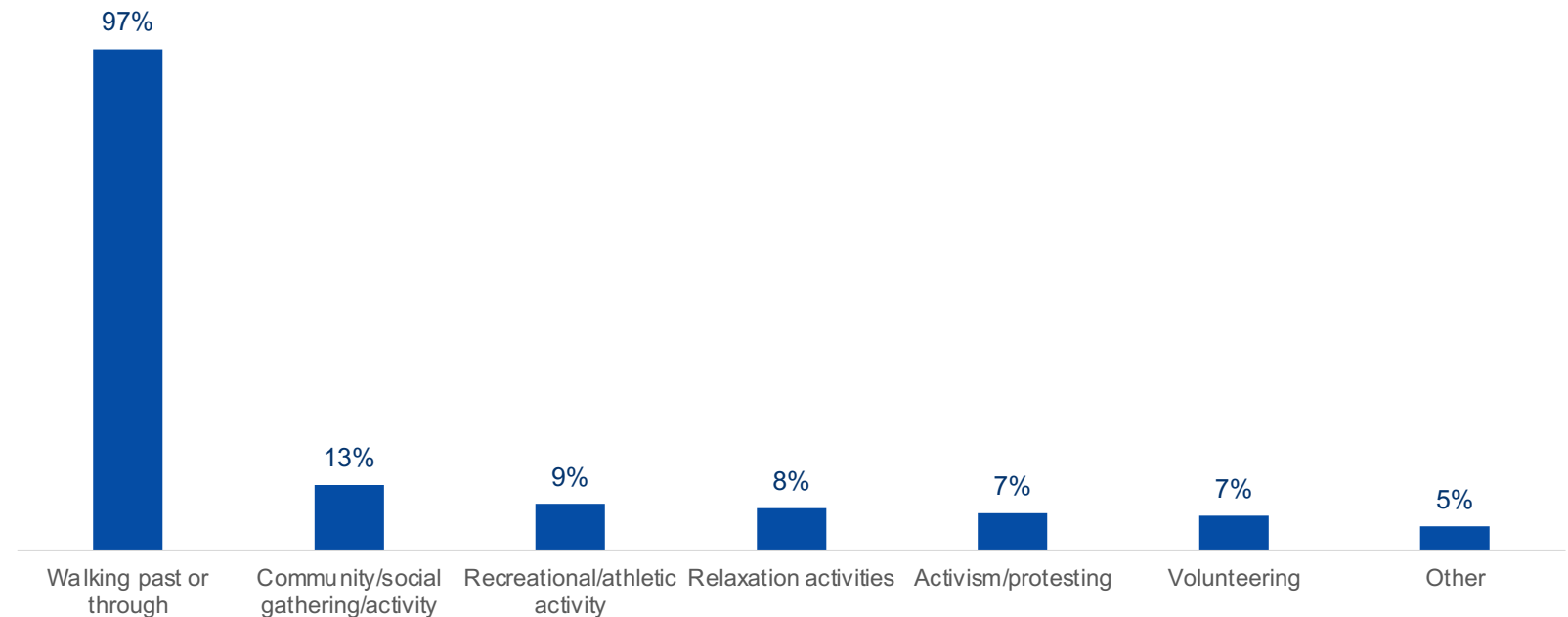
Aware of People's Park



Visited People's Park



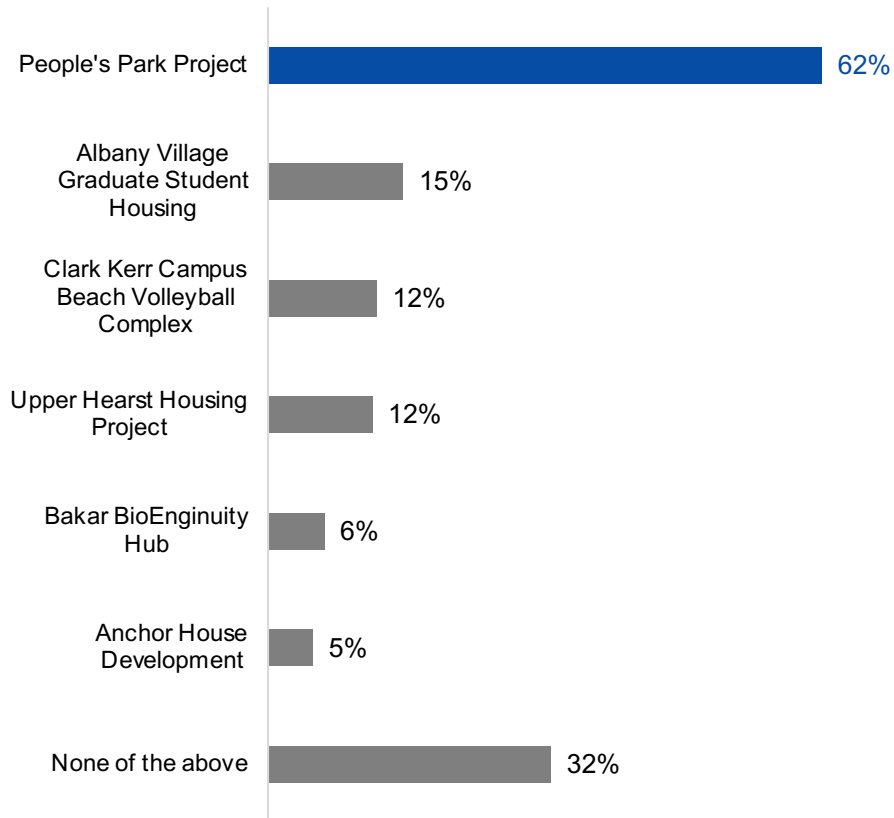
People's Park Usage



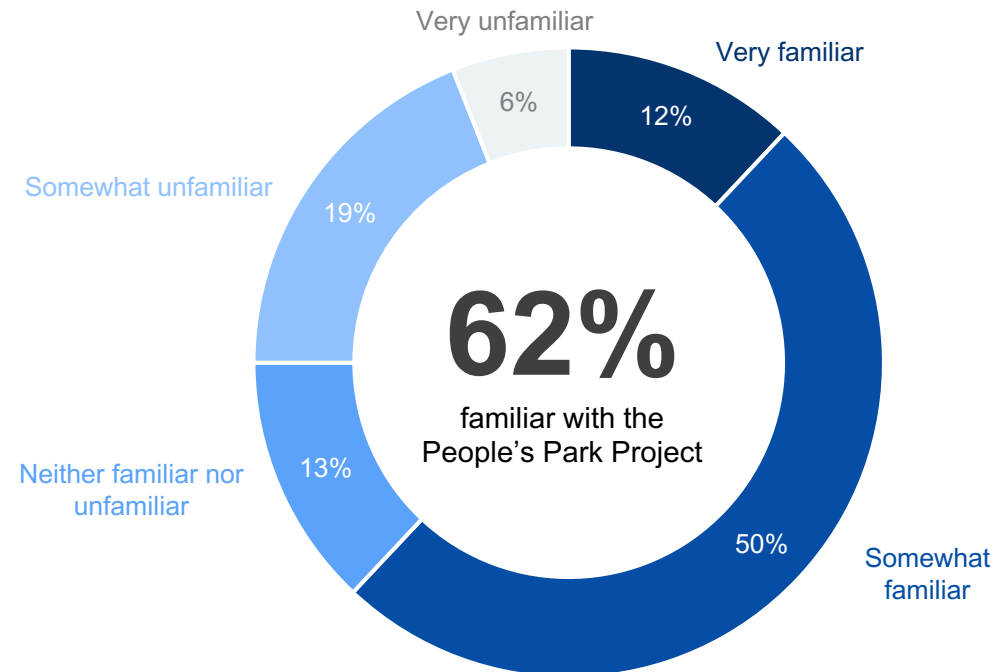
# Project Awareness and Familiarity

More than half (62%) of respondents are aware of the People's Park project, making it the most widely known about campus project at Berkeley. When it comes to familiarity, 62% say they are somewhat/very familiar.

Project Awareness



Project Familiarity

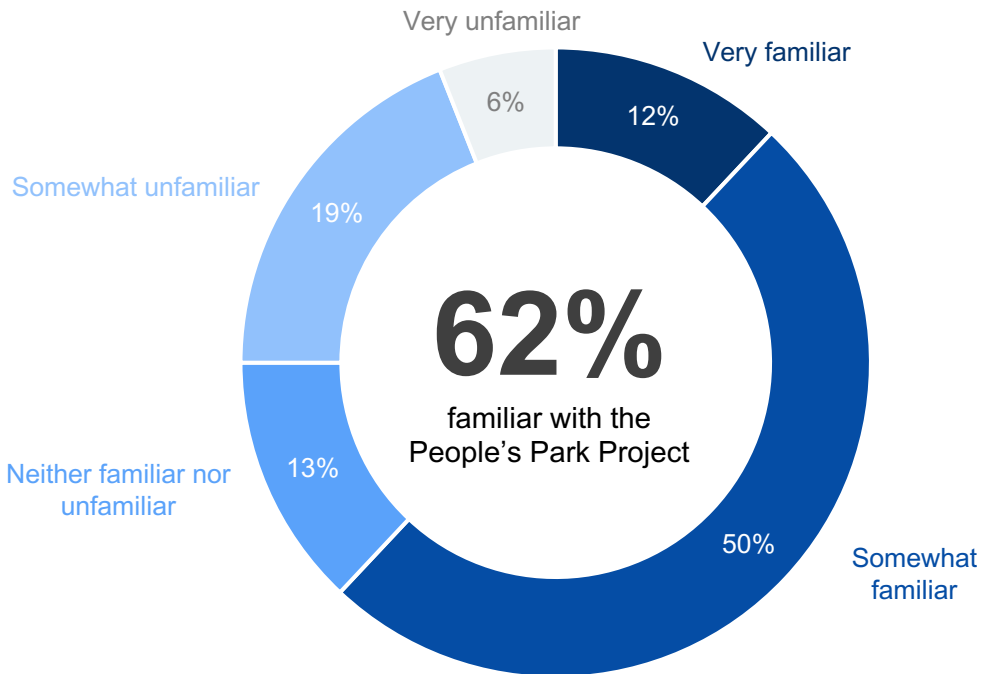


# Project Familiarity & Support

Pre-Exposure

Of those who believed they were familiar with the project before being exposed to basic project details, 56% stated that they were in support of the project. Of those who were not familiar before being exposed to basic project details, 52% were in support of the project.

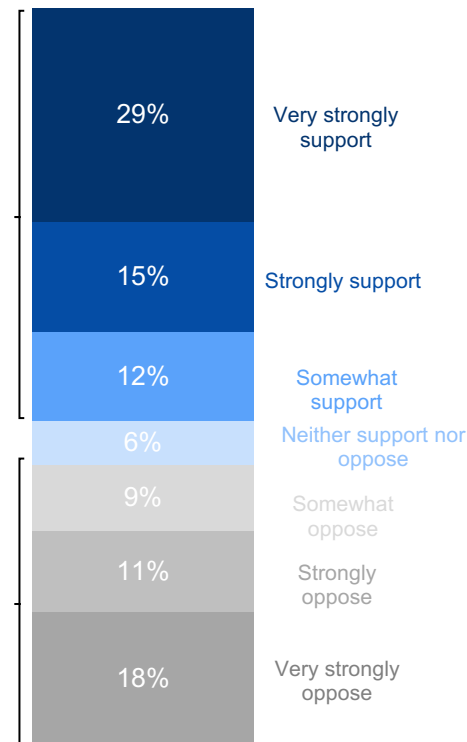
Project Familiarity



Support Level of those T2B Familiar

**56%**  
Support the project

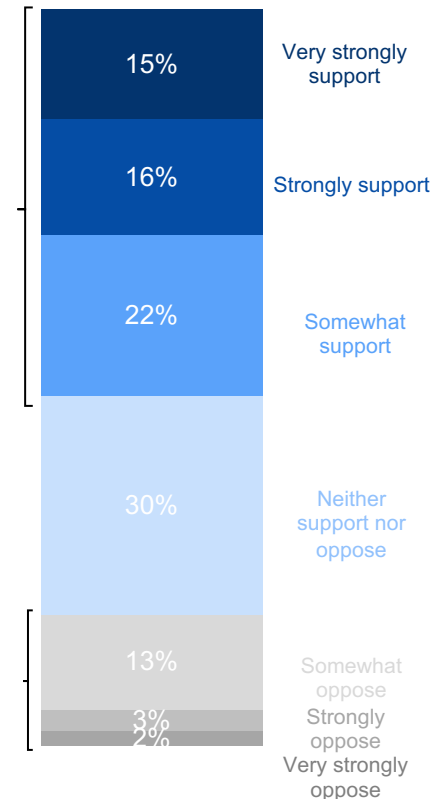
**38%**  
Oppose the project



Support Level of those B2B Unfamiliar

**52%**  
Support the project

**18%**  
Oppose the project



Pre-Exposure

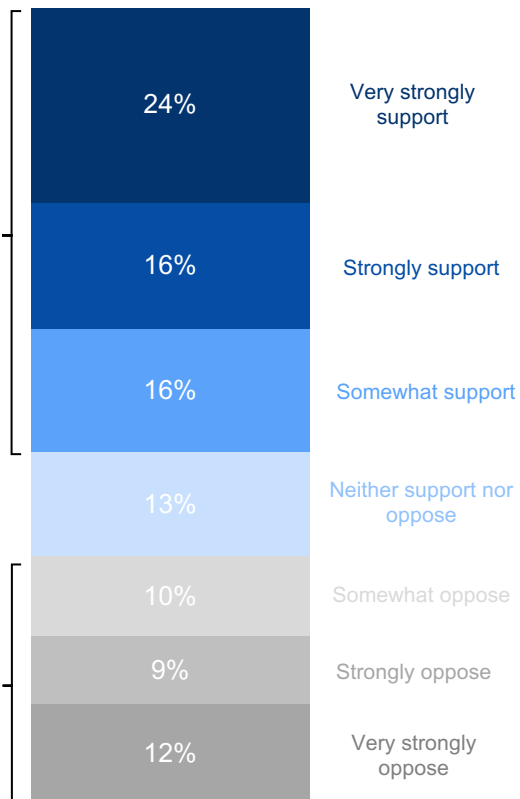
# Initial Support of Those Already Aware

56% of the respondents who believed they were already aware of the People's Park project elements, support it. Among those supporters, the strongest concern is about removing space for unhoused people. The 31% who oppose overall have a much higher level of concern, with 9-in-10 stating their concern related to the removal of space for unhoused people.

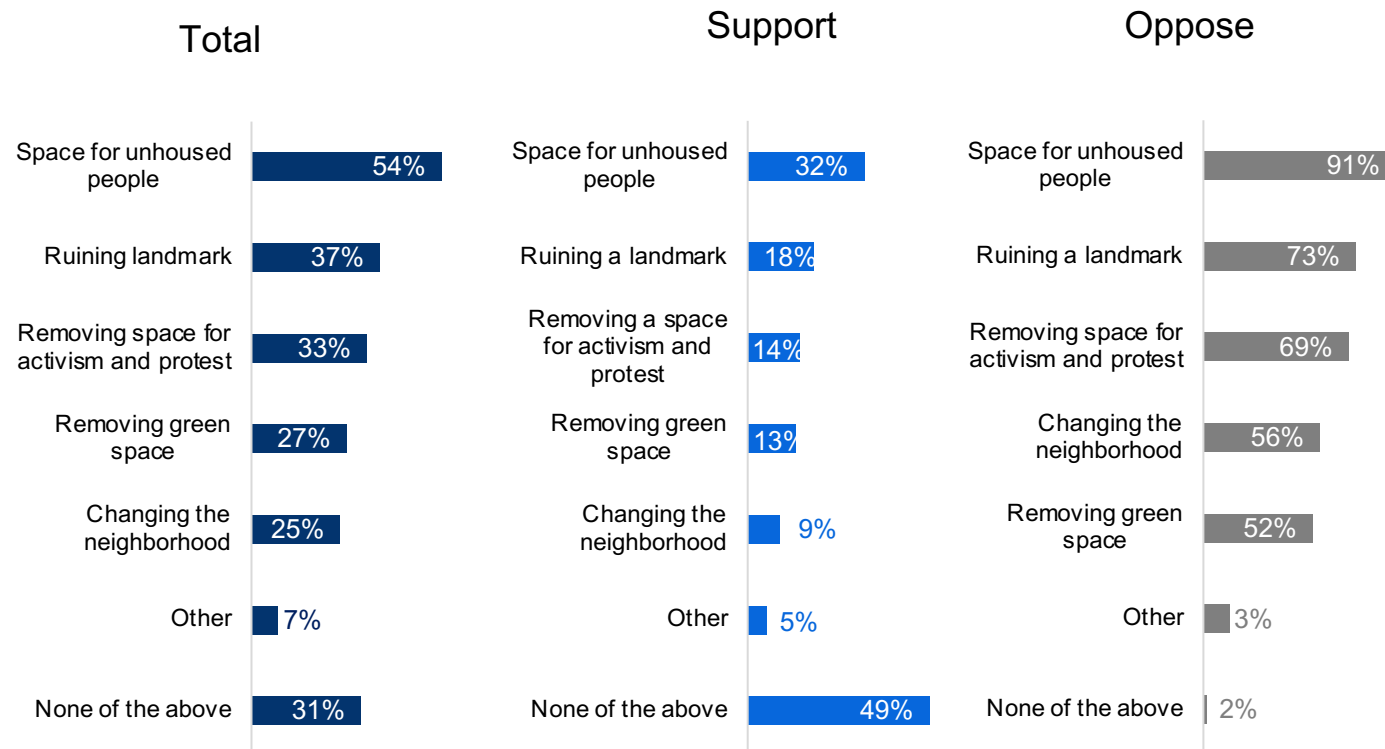
Support Level

**56%**  
Support the project

**31%**  
Oppose the project



Concerns



# Respondent Project Information

The following information is what respondents were provided with during the survey to set the same level of understanding for each respondent before asking their level of support for the project. This information appeared word for word in the survey.

*To address the on-going student housing crisis and continue supporting our unhoused community, the University is planning to re-develop People's Park to include the following:*

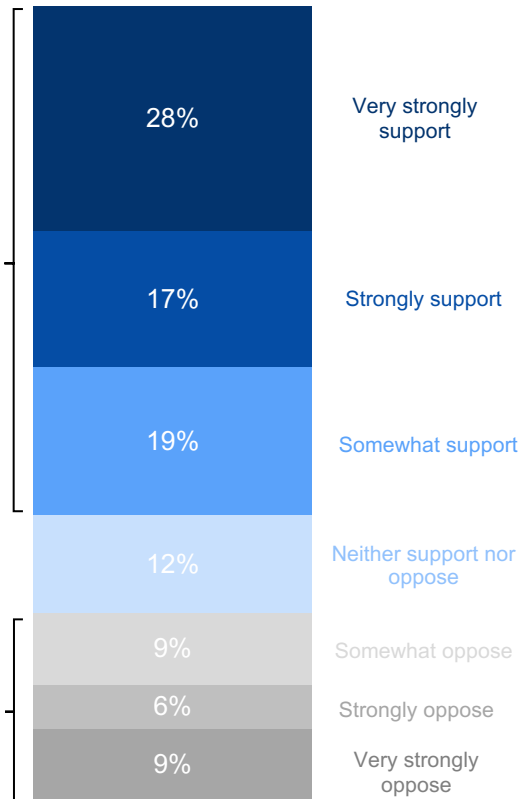
- *Undergraduate student housing*
- *Supportive housing for un-housed people and lower-income residents*
- *Continuation of onsite social services support*
- *Green/open space*
- *Commemoration of the legacy of People's Park*

# Support Post Exposure

Post-Exposure

After being provided with a basic, neutral description of the project's elements, 64% of all respondents support the People's Park project. The strongest concern is that Berkeley would be removing space for unhoused people which is the largest concern across all levels of support.

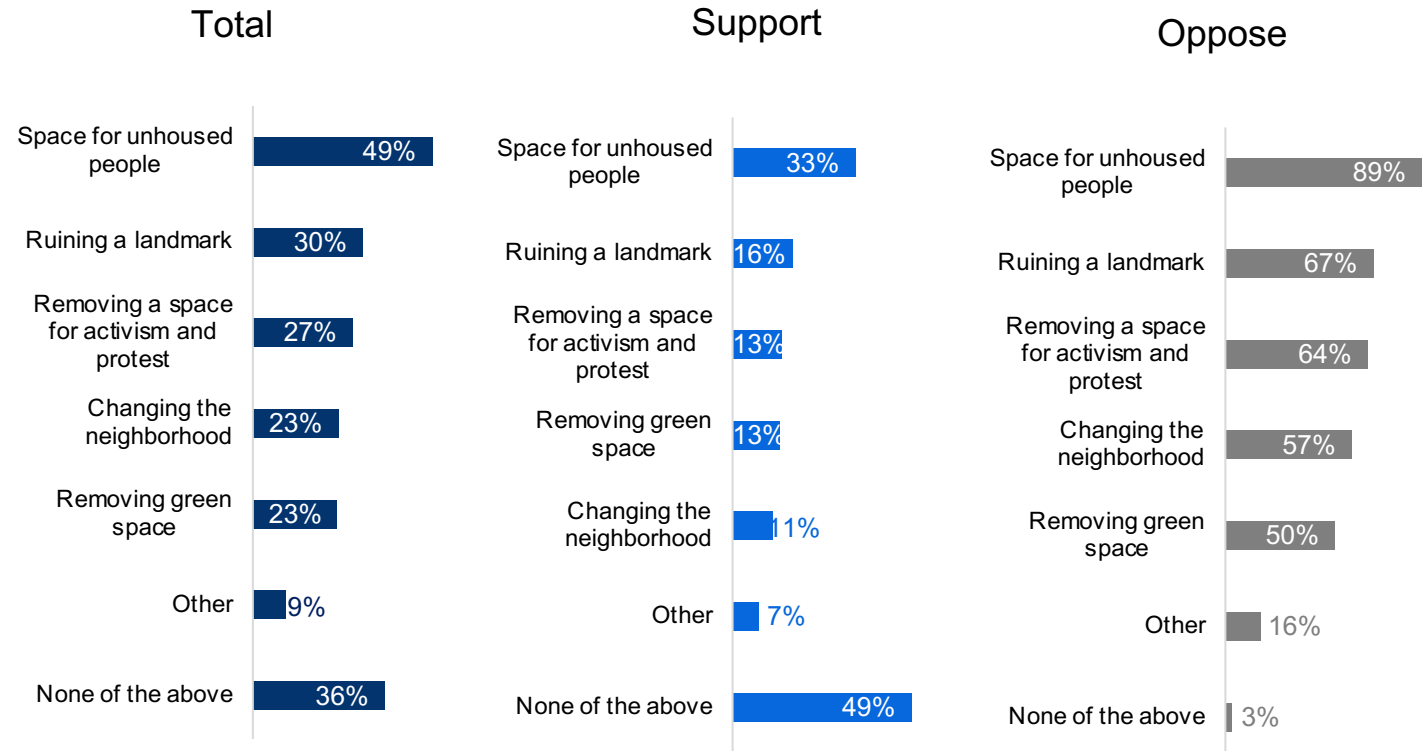
## Support Level



**64%**  
Support the project

**24%**  
Oppose the project

## Concerns

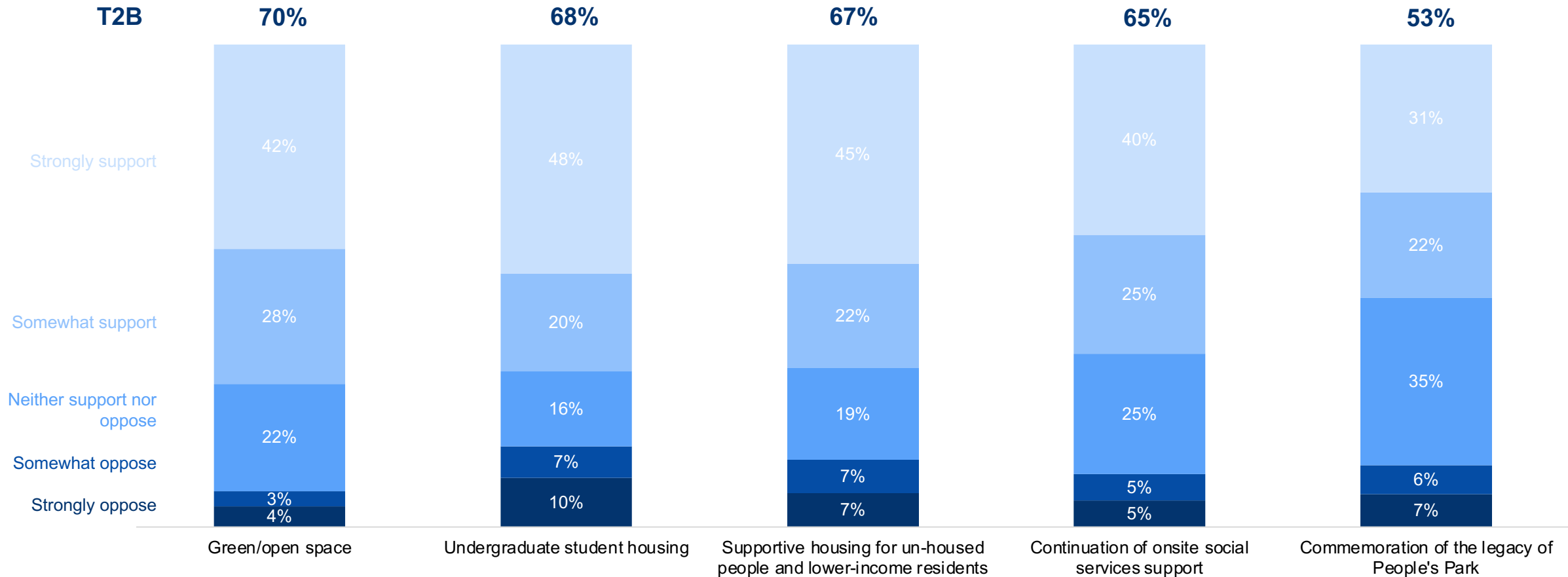




# Project Element Specific Support

Post-Exposure

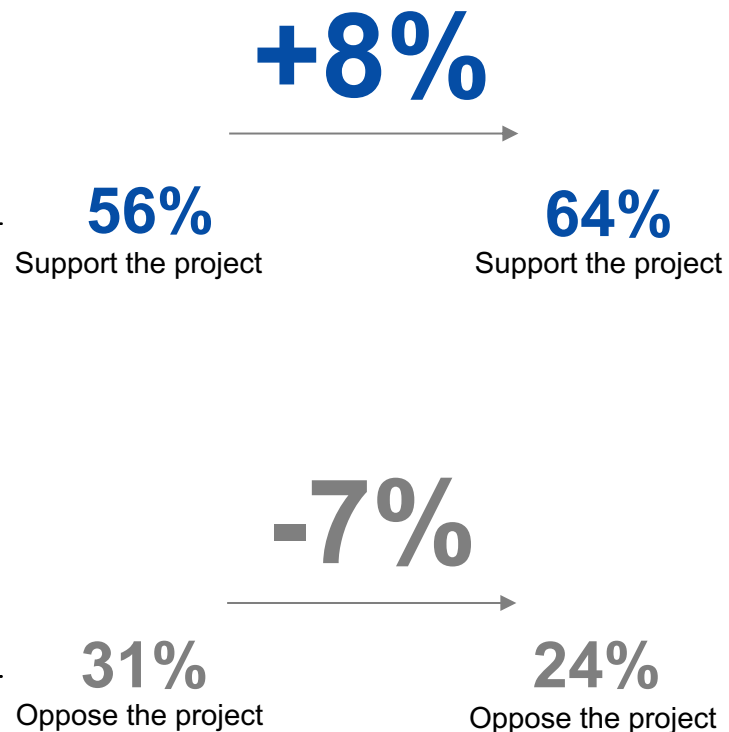
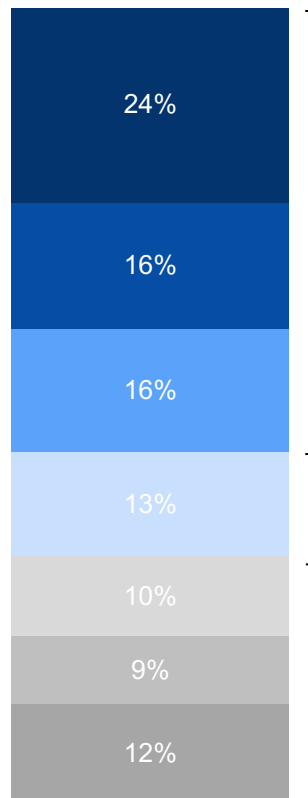
Post exposure to the information shown on slide 16, respondents are asked their general support level for the project, followed by their support level for each element of the project. 70% indicated that they support the green/open space aspect of the project, garnering the strongest level of support out of all project elements mentioned.



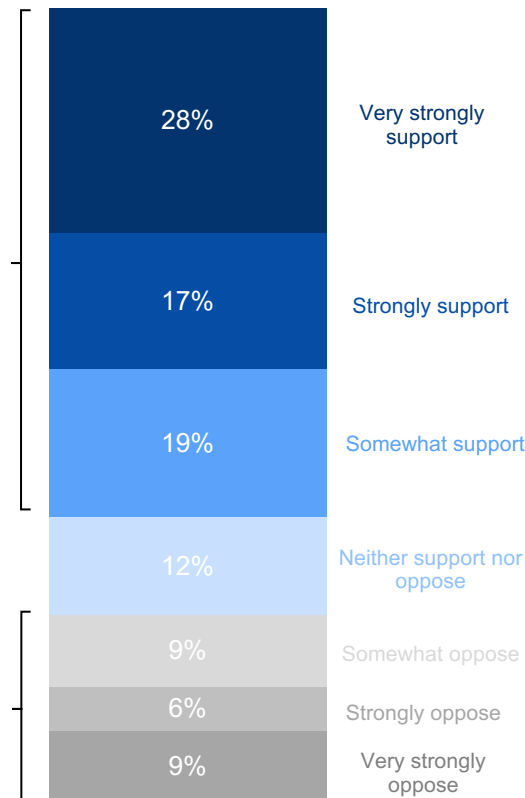
# Support Shift

After the project information was given to respondents, support rose by 8% and opposition decreased by 7%. This pattern is also seen through a drop in level of concern surrounding the project.

## Pre-Project Info



## Post Project Info



## % Drop in Concern Level



Pre-Exposure

# Familiarity

While many know that increasing student housing is a priority, an equal amount were not aware that retaining open space and commemorating the parks history are project goals as well. Only 4% of respondents were able to correctly identify all 4 of the project's goals.

91%

selected one or more of the project goals

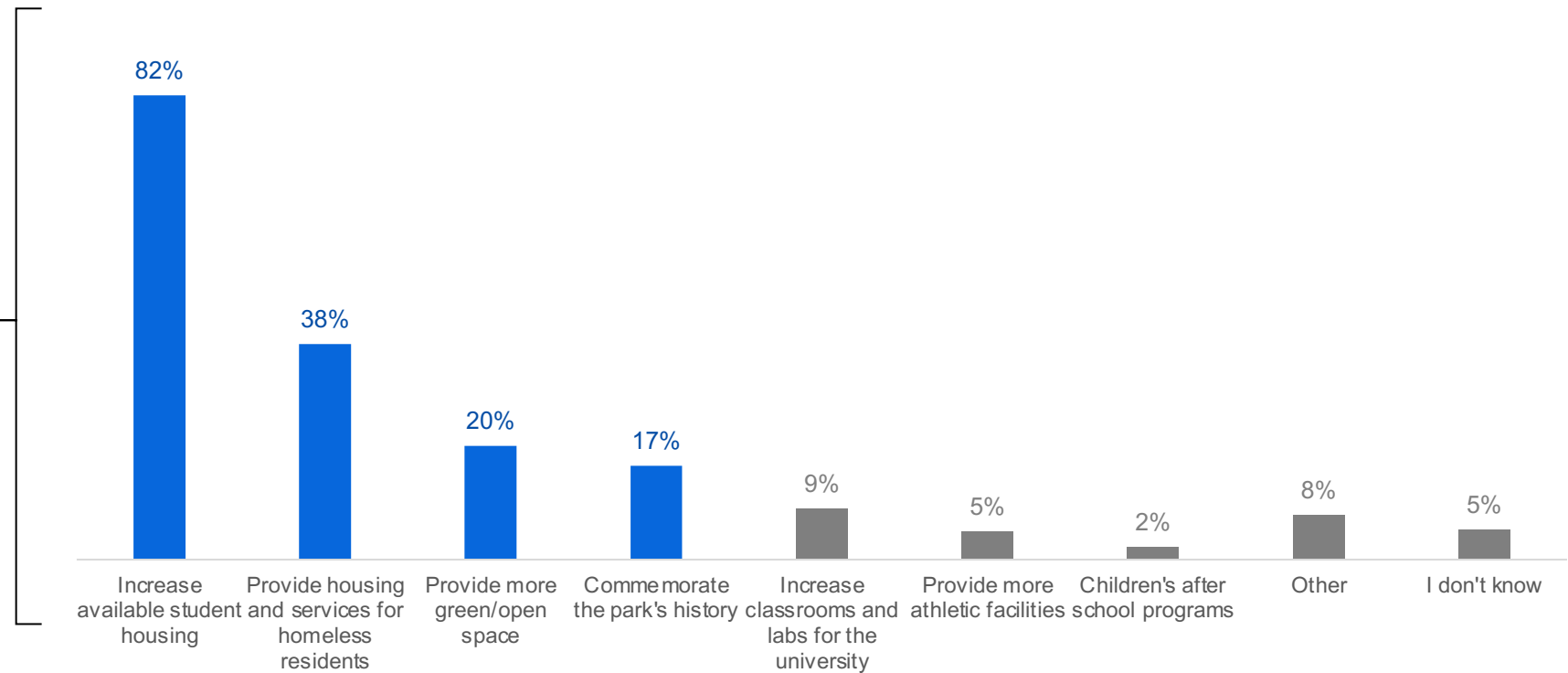
5%

selected all of the project goals

4%

selected only the project goals

Perceived Project Goals



# Resources

Looking at the total population, those who support the project, and those who oppose the project, the resource used most frequently for updates and news about UC Berkeley is campus emails.

