



**TO** Port of Oakland

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FM3 Research

**RE:** Local Public Support for Proposals to Rename Oakland International Airport

**DATE** April 8, 2024

FM3 Research recently completed two surveys – of voters in Oakland and of voters in the broader East Bay area served by Oakland International Airport – to assess their views of proposals to rename the airport with the goal of increasing the number of flights it offers and destinations it serves.<sup>1</sup> The surveys show that **local voters see it as very important to expand the flight services that Oakland airport offers, and are comfortable with a name change as part of efforts to achieve that goal.** Furthermore, Oakland voters specifically do not view the airport’s name as a high-priority issue.

Key specific findings of the surveys include the following:

- **Local voters view it as highly important to increase the number of flights and destinations served through Oakland Airport.** As detailed in Figure 1, nearly two-thirds of voters across the East Bay and more than seven in ten in Oakland believe it is important to increase the number of flights at the airport and the number of destinations (domestic and international) that it serves.

**Figure 1: Importance of Increasing Flights and Destinations Served by OAK**  
*In your opinion, how important is it to increase the number of domestic and international flights and destinations at Oakland International Airport?*

Priority	East Bay	Oakland
Extremely important	33%	39%
Very Important	31%	31%
<b>TOTAL EXT./VERY</b>	<b>64%</b>	<b>71%</b>
Somewhat Important	24%	22%
Not Important/DK	12%	8%

- **Most voters say they are comfortable with the notion of Oakland Airport changing its name.** By double-digit majorities, both East Bay and Oakland voters say they are comfortable with changing the name of Oakland airport as part of broader efforts to re-brand it in service of the goal of increasing flights and destinations (as shown on the following page in Figure 2). Only about one-third of voters say they are uncomfortable with a name change.

**Figure 2: Comfort with Oakland International Airport Changing Its Name**

*Oakland International Airport is considering re-branding itself, which could include a name change as part of an effort to attract more flights to more domestic and international destinations. The airport code “OAK” will not change. How comfortable would you be with Oakland International Airport changing its name as part of an effort to attract more flights and destinations:*

Priority	East Bay	Oakland
Very comfortable	27%	29%
Somewhat comfortable	24%	26%
<b>TOTAL COMFORTABLE</b>	<b>51%</b>	<b>55%</b>
Not too comfortable	13%	16%
Not at all comfortable	18%	19%
<b>TOTAL UNCOMFORTABLE</b>	<b>31%</b>	<b>34%</b>
Don't Know	19%	11%

- **After hearing a further explanation, comfort with the re-branding increases significantly.** After voters hear an additional explanation about the reason for the name change, as shown in Figure 3, about two-thirds of voters in both Oakland and the East Bay indicate that are comfortable about the idea of the name change.

**Figure 3: Comfort with Name Change After Explanation**

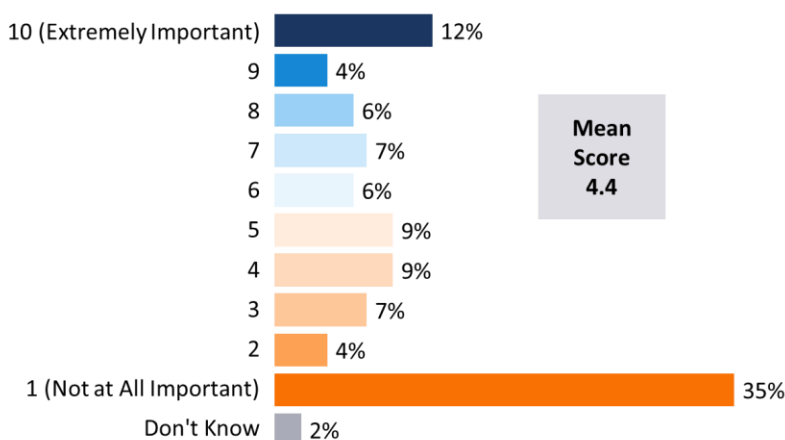
*Here is a bit more information. Oakland International Airport is limited in its ability to have airlines offer more flights to international and domestic destinations in the Midwest, the South, and the East Coast, despite demand from outbound Bay Area-based customers. This is due to a lack of demand from inbound passengers from other parts of the country. Many international and domestic passengers that don't live in the Bay Area are unfamiliar with Oakland International Airport and its location. Oakland International Airport has already lost flights and destinations because of this issue. A new name would allow Oakland International Airport to attract more passengers and add more domestic and international flights and destinations to the airport.*

Priority	East Bay	Oakland
Very comfortable	41%	44
Somewhat comfortable	27%	23
<b>TOTAL COMFORTABLE</b>	<b>68%</b>	<b>66%</b>
Not too comfortable	12%	13
Not at all comfortable	13%	14
<b>TOTAL UNCOMFORTABLE</b>	<b>25%</b>	<b>27%</b>
Don't Know	7%	7%

- Overall, the potential renaming of the airport is NOT seen as a high-priority issue for Oakland voters. Respondents in the Oakland survey were asked to indicate, on a ten-point scale, how important the issue of the airport’s name was to them, as detailed in Figure 4. Nearly three times as many voters rated the issue a “one” on the ten-point scale (35%) as rated it a “ten” (12%). A 55 percent majority rated it a “four” or lower, indicating that they found it relatively unimportant.

**Figure 4: Perceived Importance of the Airport’s Name Among Oakland Voters**

*On a scale from 1 to 10, where a 1 is not at all important and a 10 is extremely important, how important is the issue of the airport’s name to you?*



In summary, the survey data shows that voters in both Oakland and the East Bay region see it as a high priority to increase the number of flights at Oakland Airport and the number of destinations it serves. In service of that goal, most are open to renaming the airport – and become more comfortable as they learn more about the reasons for the change. In addition, Oakland voters specifically do not view the issue of the name as particularly important to them.

<sup>i</sup> **Methodology:** From May 31 – June 6, 2023, FM3 completed 616 online interviews with registered voters in Alameda and Contra Costa Counties, and from August 3-8 an additional 798 online interviews with voters in the City of Oakland. The margin of sampling error for the East Bay survey is +/- 4.0%, and for the Oakland survey is +/- 3.7% - both at the 95% confidence level. Some percentages listed do not sum to 100% because of rounding.