

FINAL RESULTS: Oakland Voter Survey

Sample Size: 400

Margin of Error: ± 4.9%

Interview Dates: September 14th – 18th, 2023

Methodology: Hybrid: phone, text-to-web

Language: English

Respondents: Likely November 2024 voters



Results may not add to 100 due to rounding.

ATMOSPHERE

1. Are you employed as a news reporter, an elected official, staff to an elected official, or as a high-level employee of local government?

No 100

2. Do you feel things in Oakland are generally going in the right direction or are things off on the wrong track?

Right direction 14
Wrong track 74
Don't know 13

3. Would you say that the overall quality of life in Oakland has become better in the past few years, become worse, or stayed about the same?

Better 6
Worse 74
Stayed about the same 17
Don't know 3



4. And what do you feel are the major issues facing Oakland today?

Crime/public safety	83
Homelessness / Panhandling	29
Affordable Housing / Cost of Rents	20
Cost of Living	13
Not Enough Police / Inadequate Police	8
Corruption Government	7
Transportation / Infrastructure	7
Poverty / Income Inequality	6
Education	5
Illegal Dumping / Trash in Streets	3
Other	1
Don't know	2

FAVORABILITY

Following are the names of some public figures. For each one, please indicate if you have a favorable or unfavorable impression. If you haven't heard of the person, just [say so and we'll move on / indicate that].

		FAVORABLE		UNFAVORABLE		NO OPINION		SUMMARY	
		Strongly	Some-what	Some-what	Strongly	Heard of, but no opinion	Have not heard of	Favor-able	Unfavor-able
5.	Mayor Sheng Thao	8	19	23	29	11	10	27	52
6.	City Councilmember Rebecca Kaplan	9	24	15	16	20	17	32	30
7.	City Councilmember Dan Kalb	6	15	9	9	23	37	21	18
8.	City Councilmember Nikki Fortunato Bas	7	10	10	9	21	43	17	19
9.	City Councilmember Carroll Fife	10	8	8	10	20	44	18	18
10.	City Councilmember Janani Ramachandran	5	11	10	7	16	51	16	17
11.	City Councilmember Noel Gallo	7	15	7	11	17	43	22	18
12.	City Councilmember Kevin Jenkins	4	8	5	6	23	54	12	11
13.	City Councilmember Treva Reid	5	16	9	5	24	40	21	14
14.	Alameda County District Attorney Pamela Price	11	17	15	33	14	10	28	48
15.	Oakland Police Department	8	18	31	34	5	3	26	66
16.	Former City Councilmember Loren Taylor	16	17	11	11	18	27	33	22
17.	Chinatown Businessman Carl Chan	7	9	4	8	11	61	16	12
18.	Bishop Bob Jackson of Acts Full Gospel Church	11	14	4	5	14	52	25	9
19.	Oakland NAACP President Cynthia Adams	8	12	9	6	16	49	19	15
20.	Former Police Chief Lerone Armstrong	17	17	14	12	17	22	34	26
21.	Former City Councilmember Annie Campbell Washington	3	7	4	8	19	59	10	12

22. Overall, do you approve or disapprove of the job Sheng Thao is doing as Mayor?

Approve strongly	5	→27%
Approve somewhat	22	
Disapprove somewhat	24	→57%
Disapprove strongly	32	
Don't know	17	

23. Overall, do you approve or disapprove of the way the Oakland City Council is handling its job?

Approve strongly	3	→17%
Approve somewhat	15	
Disapprove somewhat	28	→66%
Disapprove strongly	38	
Don't know	17	

24. Overall, do you approve or disapprove of the job Pamela Price is doing as District Attorney?

Approve strongly	8	→27%
Approve somewhat	19	
Disapprove somewhat	15	→51%
Disapprove strongly	36	
Don't know	22	

ELECTIONS

25. If there was an election for Mayor today, would you vote to re-elect Mayor Sheng Thao or would you vote for someone else to replace Thao?

Re-elect, strongly	12	→23%
Re-elect, somewhat	11	
Replace, somewhat	12	→56%
Replace, strongly	44	
Don't know	20	

26. If there was an election for Alameda County District Attorney today, would you vote to re-elect DA Pamela Price or would you vote for someone else to replace Price?

Re-elect, strongly	13	→27%
Re-elect, somewhat	14	
Replace, somewhat	9	→51%
Replace, strongly	42	
Don't know	22	

27. In 2024, five City Council seats will be up for election. If Mayor Sheng Thao were to endorse a candidate for City Council in the 2024 elections, would her endorsement make you more likely, less likely, or have no effect on your decision to support the candidate?

Much more likely	6	→18%
Somewhat more likely	12	
No difference	32	
Somewhat less likely	13	→36%
Much less likely	23	
Don't know	14	

(Now I'm going to read / Next are) some things public officials in Oakland might focus on. Please (tell me, indicate) whether each priority is absolutely critical, very important, somewhat important, or not important.

		Absolutely Critical	Very Important	Somewhat Important	Not Important	Don't Know	Total: Critical/Very Important
28.	Reducing crime	74	18	6	1	1	92
29.	Creating blue collar jobs in the industrial and logistics sectors of Oakland	25	44	24	5	3	69
30.	Making housing more affordable	59	25	11	4	1	84
31.	Reducing homelessness	68	24	4	3	1	92
32.	Promoting businesses that do not require college degrees	26	34	28	9	3	60
33.	Attracting tech companies to Oakland	15	21	32	28	3	37
34.	Promoting commercial and residential development in Oakland	23	37	26	12	2	60
35.	Declaring a public safety state of emergency and seeking assistance from the federal, state, and county governments	37	23	14	19	7	60

ATTITUDES ON CRIME

36. Next, how much are you personally concerned about crime in Oakland?

Very concerned	76
Somewhat concerned	15
Slightly concerned	7
Not concerned at all	2
Don't know	1

37. Do you think that crime in Oakland is...

Getting better	2
Getting worse	80
Staying the same	14
Don't know	4

IF GETTING WORSE: Here are some reasons that people say are causing crime to get worse. For each of these, please (tell me, indicate) how good of a reason this is to explain worsening crime: A very good reason, a good reason, not a good reason, or a poor reason. (n=319)

		Very good	Good	Not good	Poor	Don't know
38.	Weak enforcement and a lack of prosecution is encouraging people to commit crimes	54	19	10	12	4
39.	Criminals are becoming increasingly organized and committing more coordinated and serious crimes	42	31	14	6	7
40.	A lack of funding and services for mental health care and addiction is making people who are struggling with those things more likely to commit crimes	43	28	16	12	2
41.	New laws are preventing the police from investigating and stopping crimes	28	17	19	25	12
42.	There aren't enough good jobs in Oakland and people are turning to crime	19	23	35	17	7

43. Which of the following are you personally most concerned about?

Property crime such as theft or car break-ins	32
Violent crime such as assault or gun violence	64
Don't know	4

44. How safe do you personally feel from property crime, like car break-ins and theft? Very safe, somewhat safe, somewhat unsafe, or very unsafe?

Very safe	4	→19%
Somewhat safe	15	
Somewhat unsafe	29	→80%
Very unsafe	51	
Don't know	1	
Prefer not to say	1	

45. How safe do you personally feel from violent crime, like assault or gun violence? Very safe, somewhat safe, somewhat unsafe, or very unsafe?

Very safe	8	→34%
Somewhat safe	27	
Somewhat unsafe	29	→64%
Very unsafe	34	
Don't know	1	
Prefer not to say	1	

SOLUTIONS

Next please (tell me / indicate) whether you support or oppose the following proposals for Oakland to address crime and public safety.

		SUPPORT		OPPOSE		Don't Know	SUMMARY	
		Strongly	Some-what	Some-what	Strongly		Support	Oppose
46.	Hire more police and increasing their presence in downtown, Chinatown and our neighborhoods	54	18	11	14	3	72	25
47.	Put more resources into youth mentoring programs and creating skill centers and jobs so youth have alternatives to criminal behavior	71	21	5	1	2	92	6
48.	Put more resources into both increasing the police force and funding programs to address root causes of crime	58	19	10	9	4	77	19
49.	Better enforce criminal laws so people know there are consequences to criminal conduct	62	15	12	7	3	78	19

50. As you may know, Oakland has fewer police officers per capita than the national average. Would you support or oppose a proposal to bring the number of sworn officers in the Oakland Police Department from 723 to 1000?

Support strongly	55	→74%
Support somewhat	19	
Oppose somewhat	6	→21%
Oppose strongly	15	
Don't know	5	

INDIVIDUAL IMPACTS

51. Have you or a member of your family personally been a victim of crime in the last few years?

Yes	62
No	32
Prefer not to say	6

52. Have you considered moving out of Oakland because of crime?

Yes	55
No	43
Prefer not to say	2

53. Has crime caused you to shop in Oakland more, less, or made no difference?

More	3
Less	48
Made no difference	47
Don't know	1

54. Has crime caused you to go out to restaurants in Oakland more, less, or made no difference?

More	3
Less	49
Made no difference	47
Don't know	0

DEMOGRAPHICS

Thank you for your patience. Now some last few questions for statistical purposes.

55. What is your age?

Under 35	25
35-44	22
45-54	16
55-64	14
65+	23
Prefer not to say	0

56. Which of the following ethnic groups describes you?

Latino, Hispanic, or Mexican American	14
White or Caucasian	42
Black or African American	25
Asian American or Pacific Islander	9
Native American	1
Middle Eastern or North African	2
A combination of these (SPECIFY: _____)	3
Something else (SPECIFY: _____)	1
Prefer not to say	4

57. **IF AAPI:** Are you...? (n=36)

Chinese	47
Filipino	7
Vietnamese	9
Japanese	4
Korean	16
South Asian	2
Southeast Asian	4
Pacific Islander	5
Other (Specify: _____)	7
Prefer not to say	0

58. Which of the following best describes your educational background?

High school degree or less	8
Some college or associate's degree	21
Technical school or vocational degree	3
Bachelor's degree	33
Post graduate degree	33
Prefer not to say	2

59. When it comes to politics, which of the following best describes you?

Progressive	35
Liberal	30
Moderate	21
Conservative	7
Other (Specify: _____)	1
Don't know	5

60. Do you have children under the age of 18 living at home?

Yes	22
No	76
Prefer not to say	2

61. Which of the following best describes your total household income before taxes for the year 2022?

Under \$25,000	8
\$25,000 to just under \$50,000	8
\$50,000 to just under \$75,000	19
\$75,000 to just under \$100,000	15
\$100,000 to just under \$150,000	16
\$150,000 to just under \$250,000	13
\$250,000 or more	13
Don't know	3
Prefer not to say	5

62. What is your gender?

Female	54
Male	46
Other	0

63. RECORD PARTY:

DEMOCRAT	73
REPUBLICAN	4
NO PARTY PREFERENCE	15
MINOR PARTY	7