



Oakland Voter Survey

Conducted July 9th – July 11th, 2024



David Binder Research

Survey Methodology

Methodology

- 400 likely November 2024 voters in Oakland, CA
 - Oversample of 50 in District 3
- Interviews conducted by telephone (including cell phones and land lines), and online, with invitations sent by email or text, from voter file
- Conducted July 9 to July 11, 2024

Margin of error

- The margin of error is $\pm 4.9\%$ for the full sample, $\pm 9.5\%$ for D3, and larger for subgroups
- Small samples of 100 or fewer are noted by *



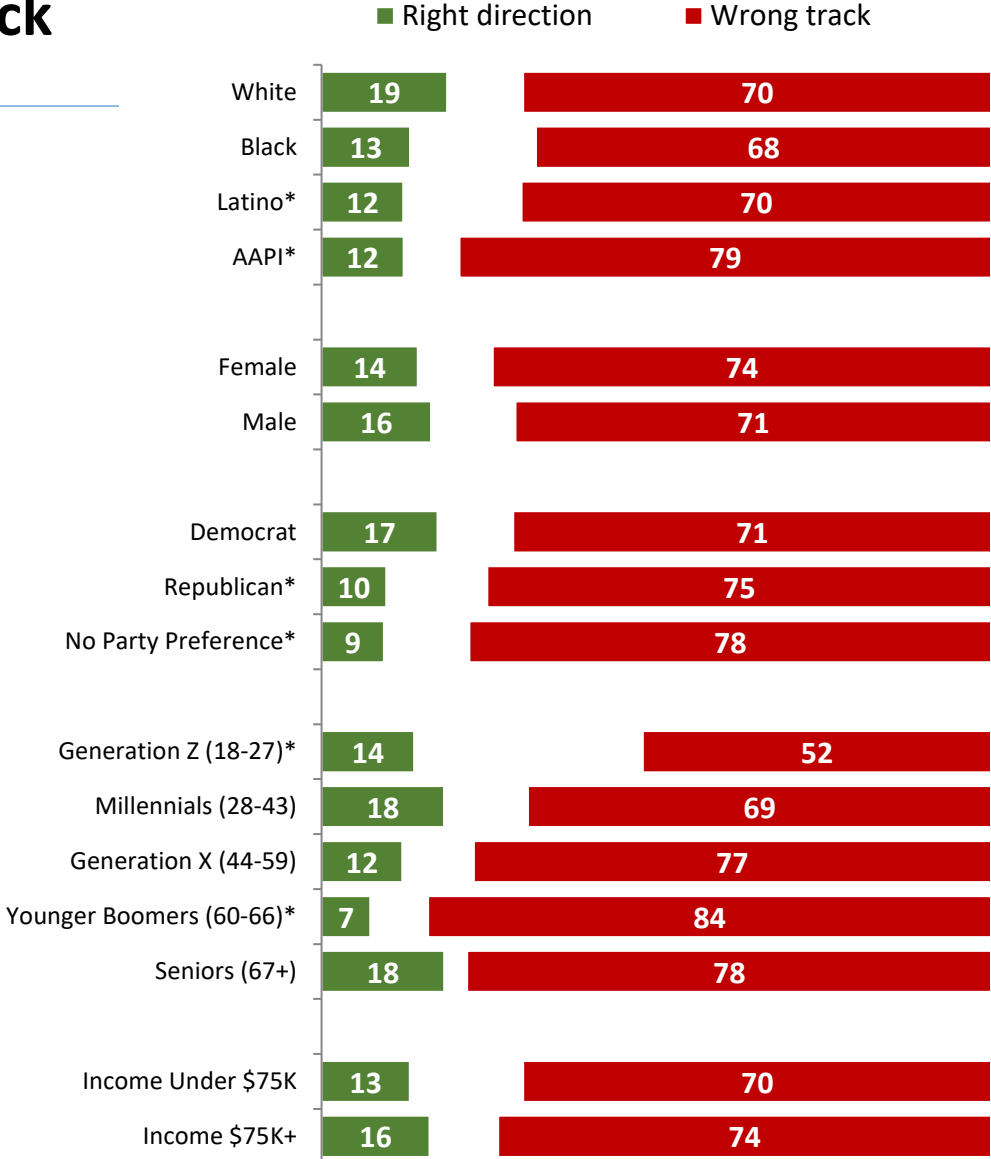
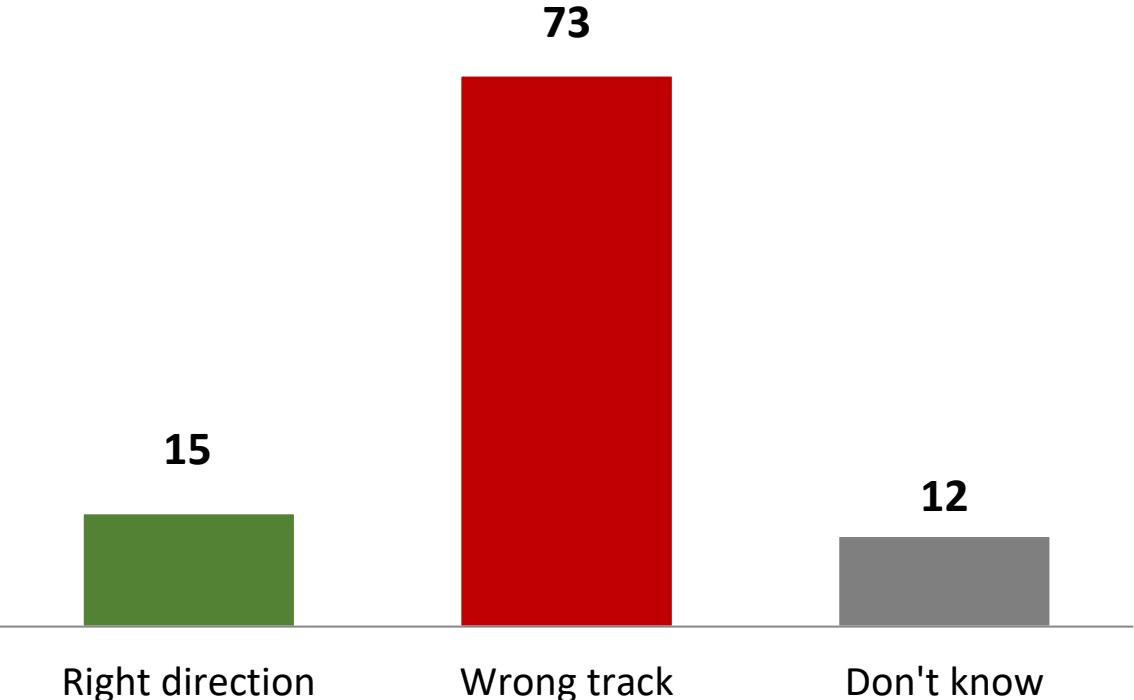
Political Environment



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Majority feel things in Oakland are on the wrong track

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

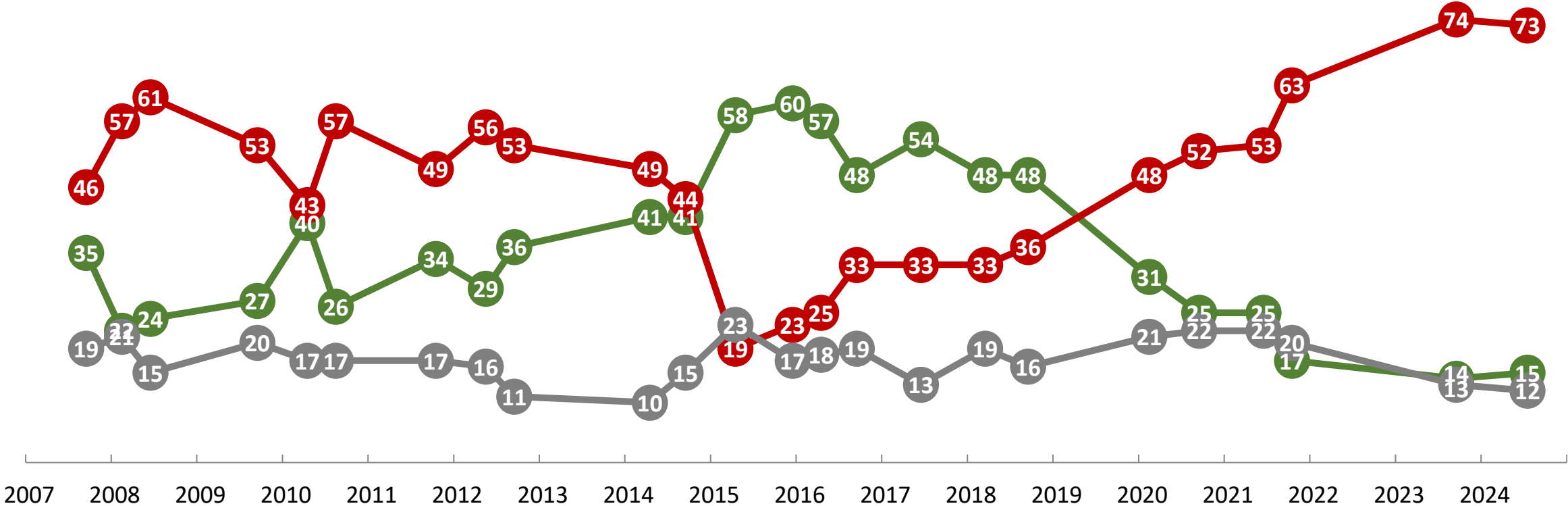


*small sample size

Negative opinion is at a high point, similar to poll from last September

Time Trend: Direction of Oakland

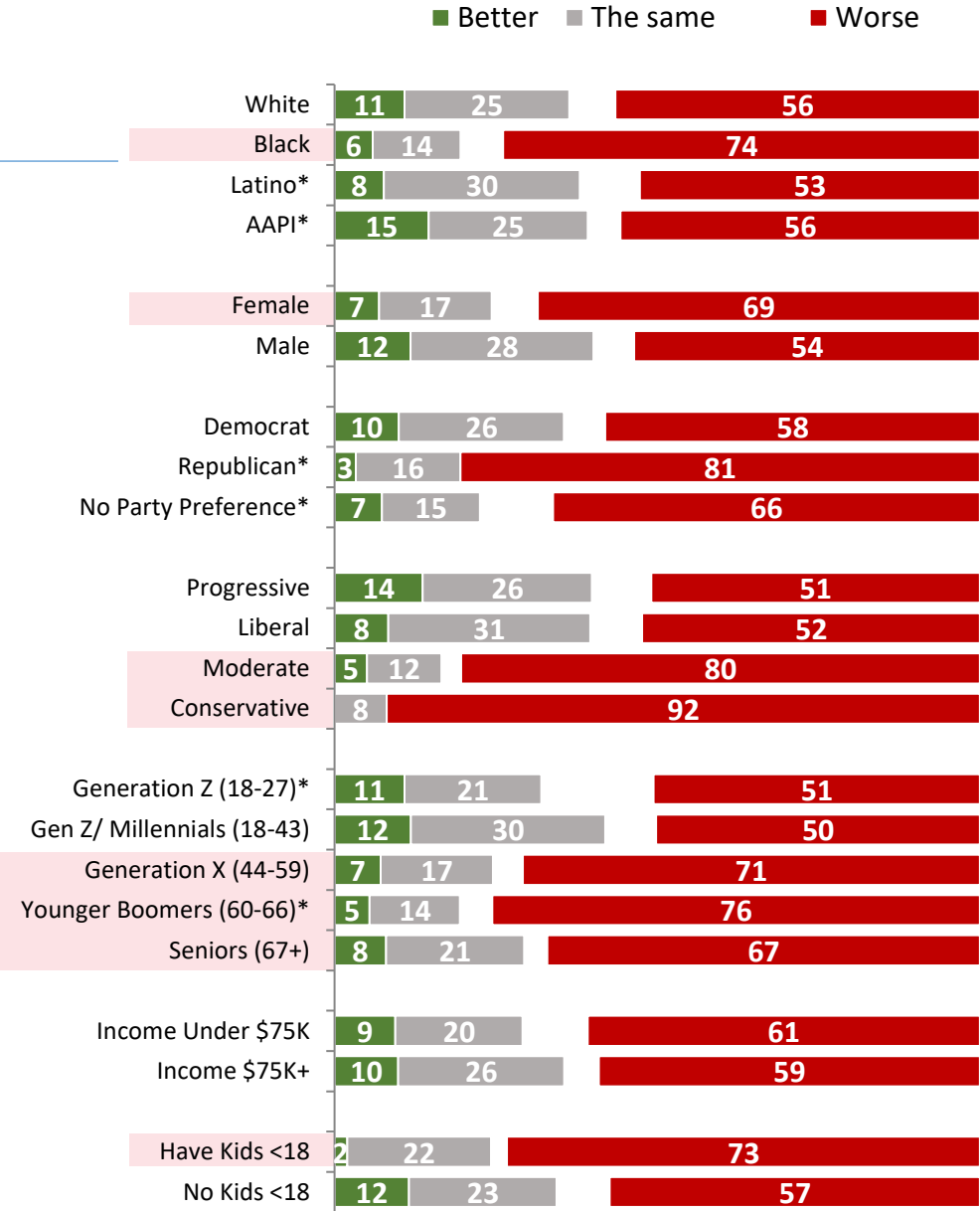
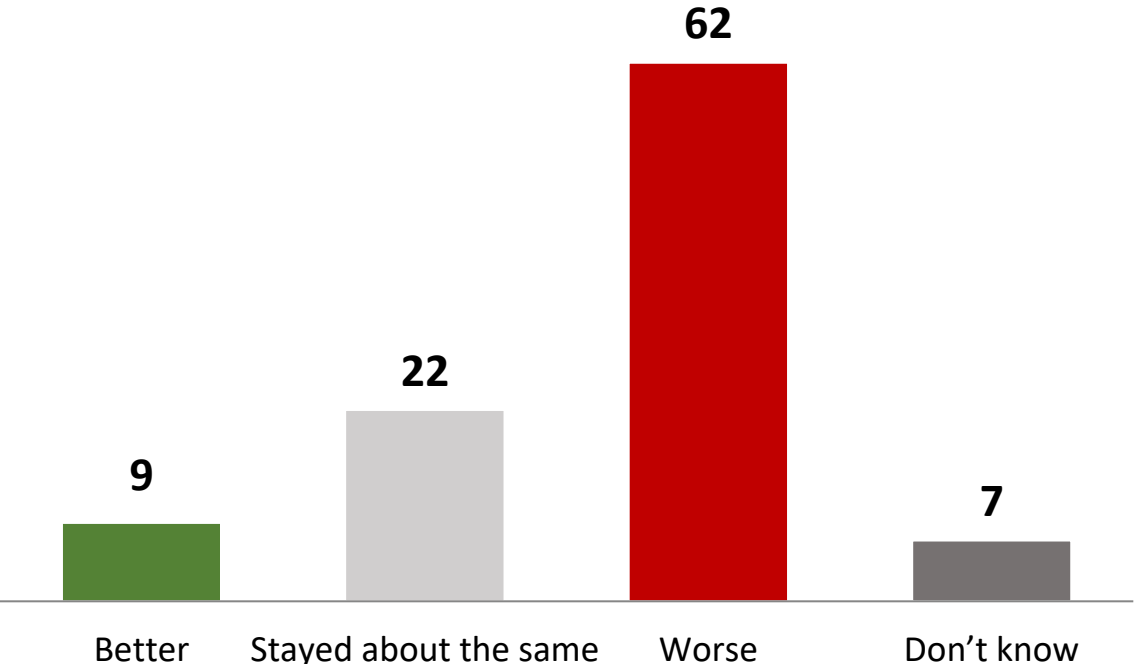
Right Direction Wrong Track Don't Know / Ref.



Source: Jobs and Housing Coalition / David Binder Research

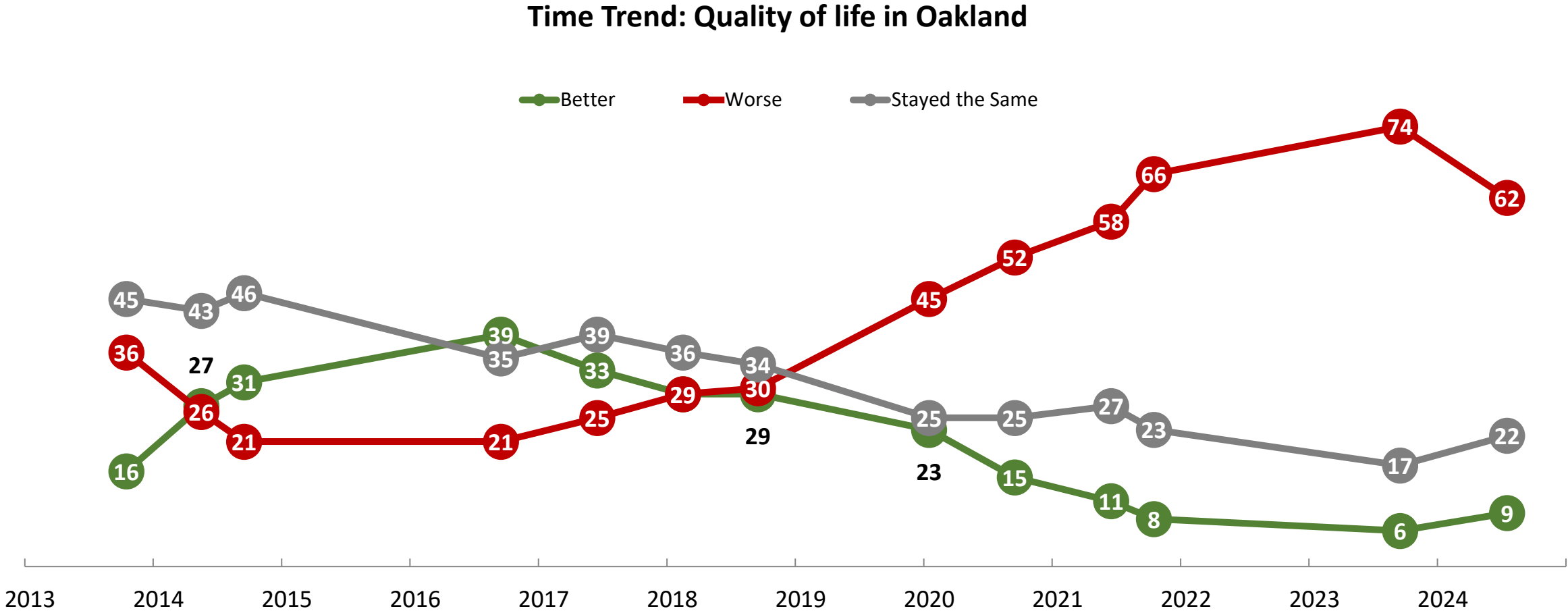
Most say the overall quality of life in Oakland has become worse

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?



*small sample size

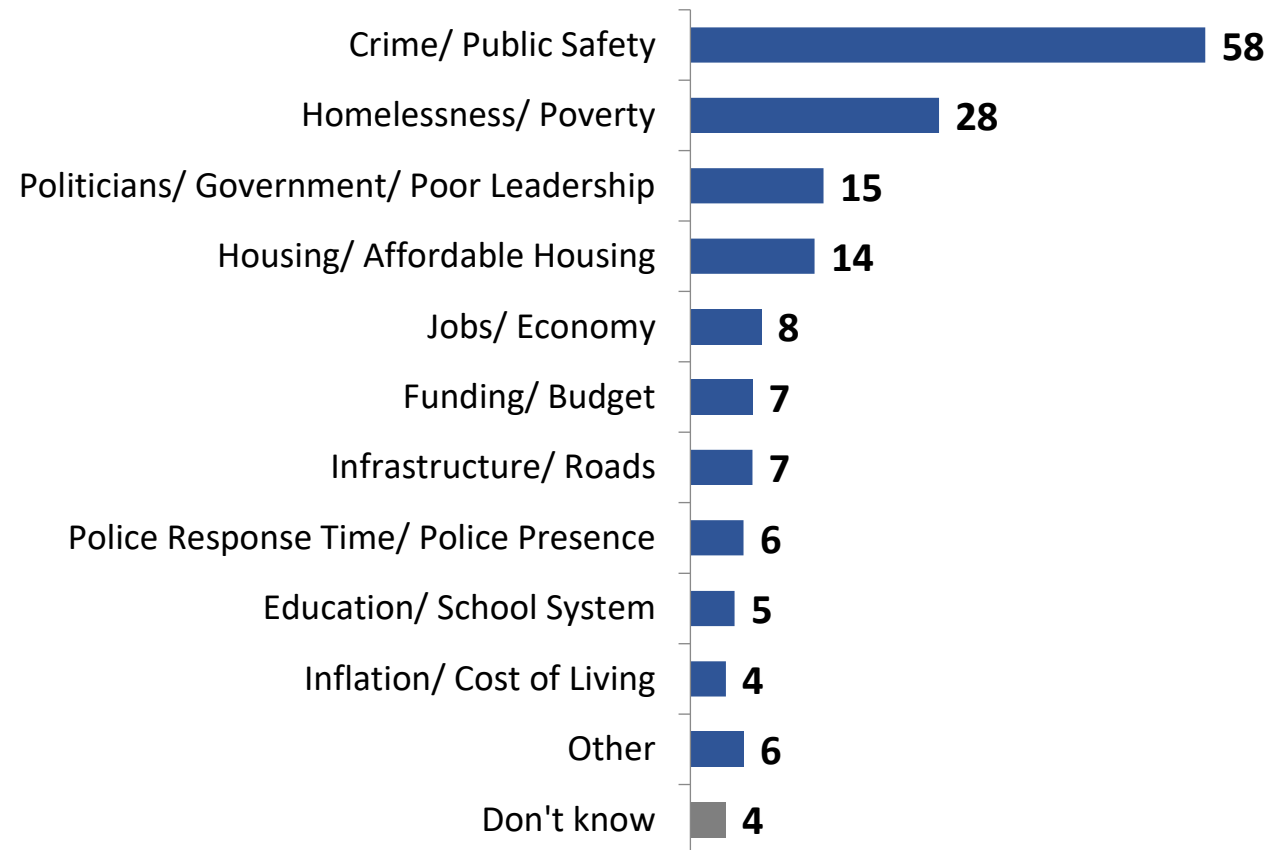
The number of those saying quality of life is worse is high, but has decreased since 2023



Source: Jobs and Housing Coalition / David Binder Research

Most name crime and public safety as a major issue facing Oakland

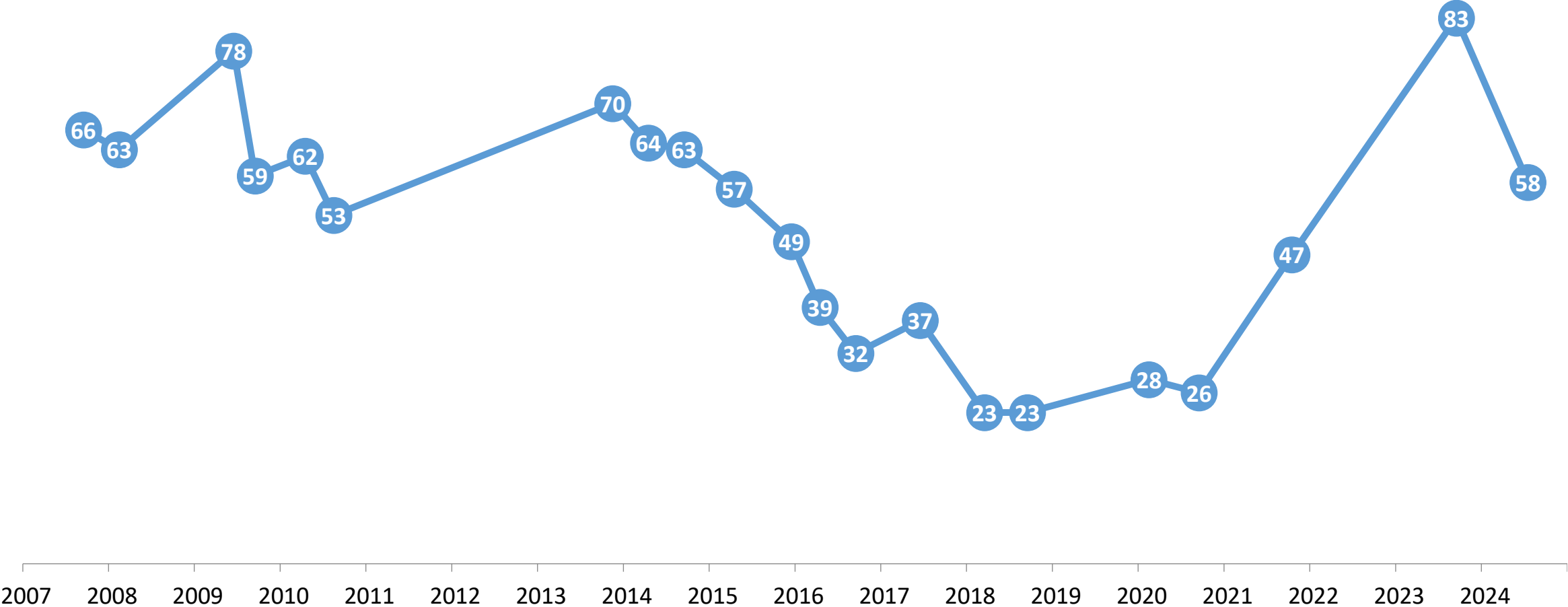
And what do you feel are the major issues facing Oakland today?



Concern about crime and public safety remains high but has declined from a peak last year

Time Trend: Crime / Education / Economy

—●— Crime & Public Safety*



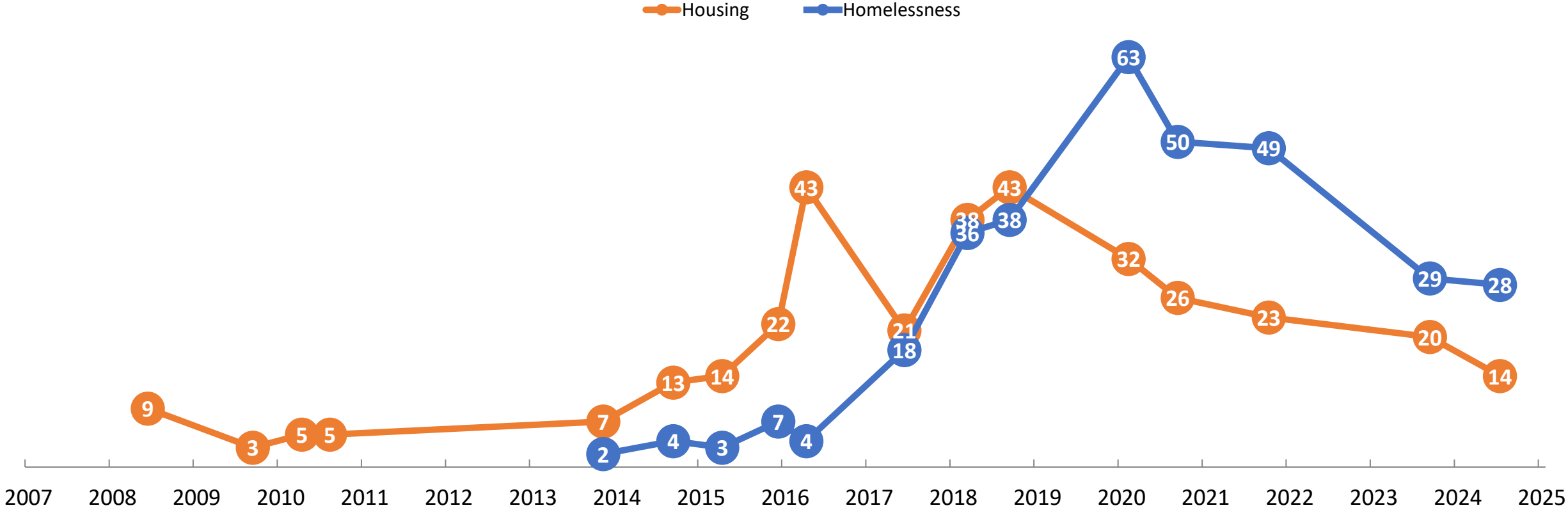
Source: Jobs and Housing Coalition / David Binder Research

*Beginning September 2018, "Police Brutality/Racial Profiling" is reported separately from "Crime & Public Safety" in topline results. The categories are combined here for historical comparison.



Concern about homelessness is stable compared to last year, while concern about housing continues to decline

Time Trend: Housing and Homelessness

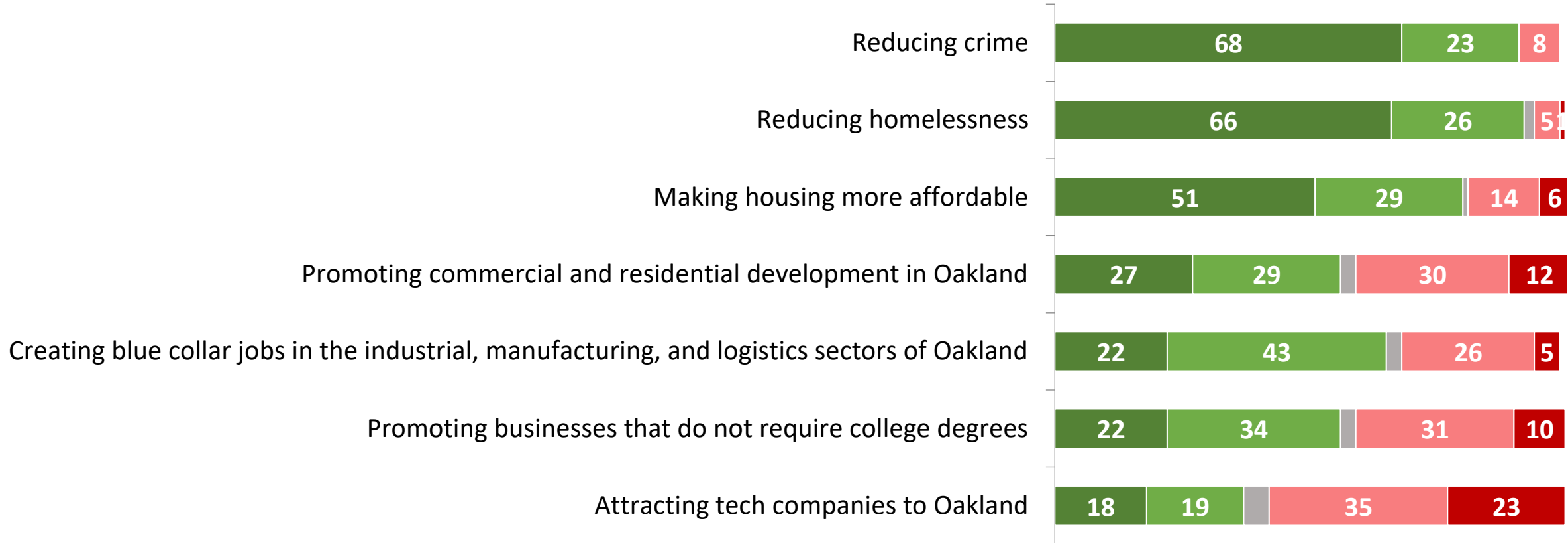


Source: Jobs and Housing Coalition / David Binder Research

Top-rated priorities for public officials in Oakland are reducing homelessness and crime

Priorities for Public Officials in Oakland

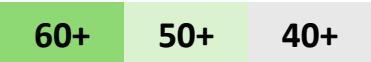
■ Absolutely Critical ■ Very Important ■ Don't Know ■ Somewhat Important ■ Not Important



Crime and homelessness are high priorities across groups, while younger voters, progressives and liberals are more concerned than others about housing

Priorities for Public Officials in Oakland

<i>% saying absolutely critical</i>	CRIME	HOMELESS-NESS	AFFORDABLE HOUSING	DEVELOPMENT	BLUE COLLAR JOBS	NON-DEGREE JOBS	TECH
Total	68	66	51	27	22	22	18
Female	67	68	51	24	17	20	14
Male	69	63	50	30	28	24	21
Democrat	67	67	55	29	23	22	18
Republican*	74	59	35	23	22	9	20
No Party Preference*	72	64	40	25	19	26	19
Progressive	53	65	60	19	18	20	12
Liberal	76	66	56	31	23	25	18
Moderate	81	67	30	36	23	18	25
Conservative*	72	69	39	21	41	27	29
Under 45	62	66	58	27	24	21	16
45+	74	67	45	27	21	22	19
White	64	67	51	25	18	13	13
Black	70	74	58	31	26	35	24
Latino*	74	59	41	39	33	15	27
AAPI*	66	51	54	18	17	35	13
Under \$75K	66	70	61	27	24	30	20
\$75K+	70	65	50	28	21	19	18





Candidates and Elections

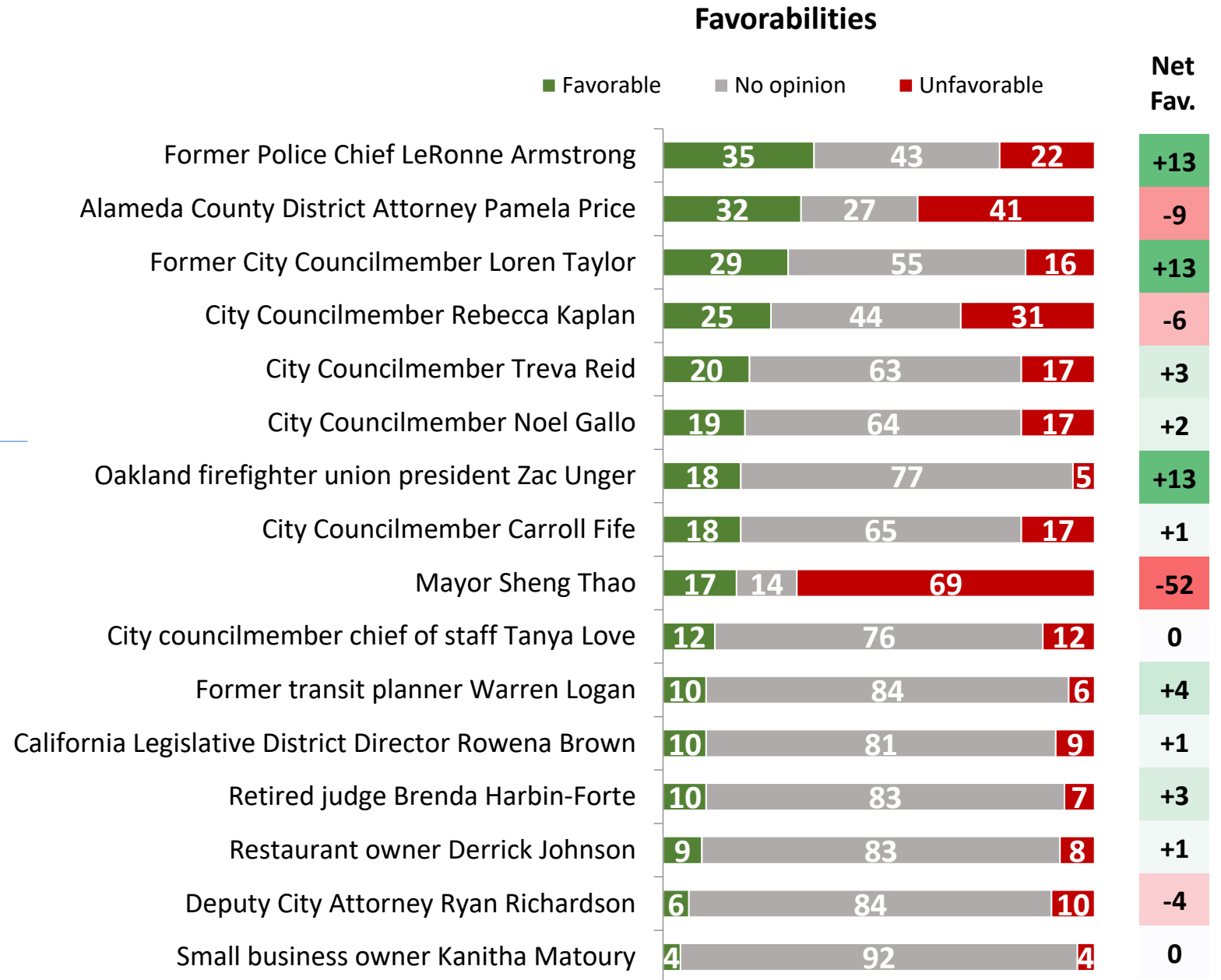


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Among public figures tested, LeRonne Armstrong has highest name ID and favorability

Opinion of Loren Taylor and Zac Unger is net positive

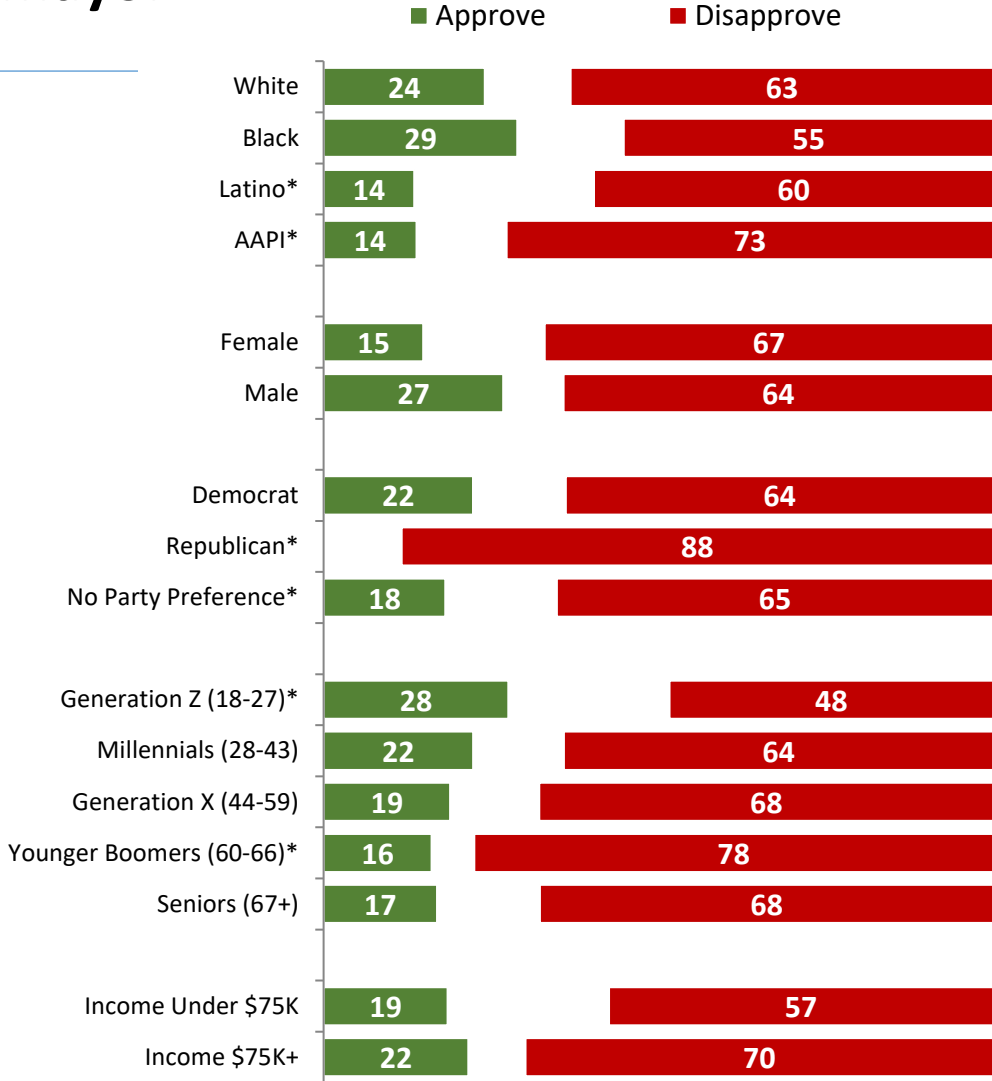
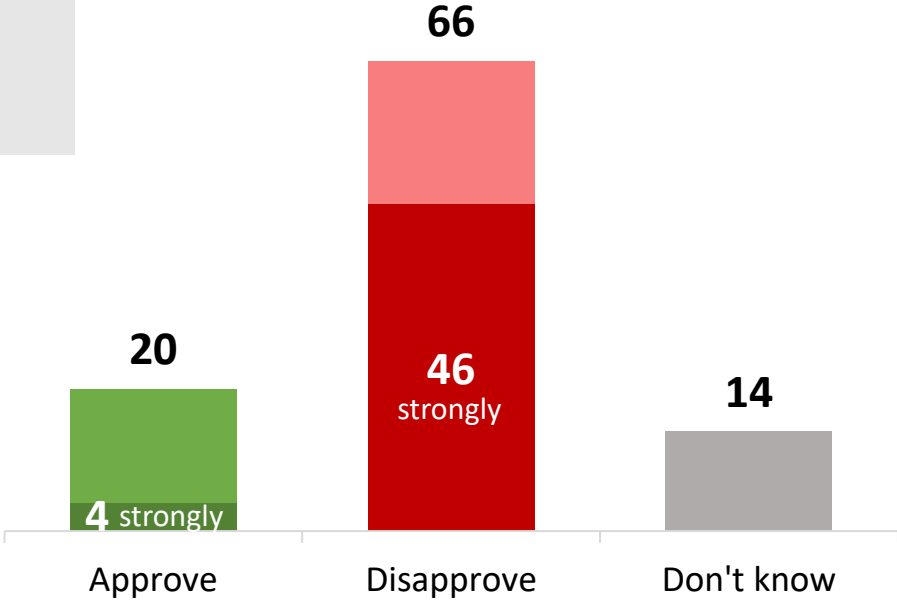
For most candidates, large majorities have no opinion



Two in three disapprove of the job Thao is doing as mayor

Sheng Thao Approval

In September 2023, 27% approved and 57% disapproved

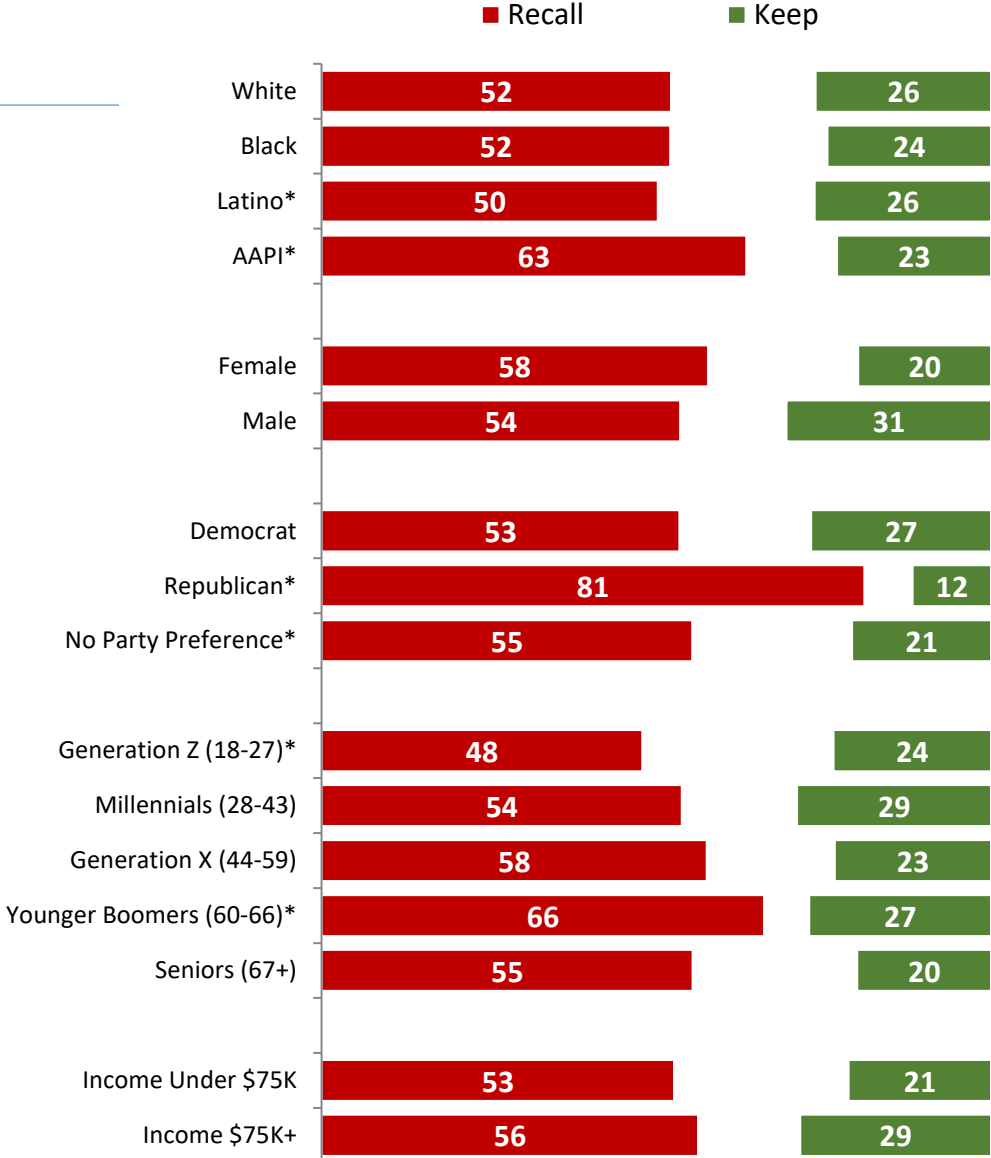
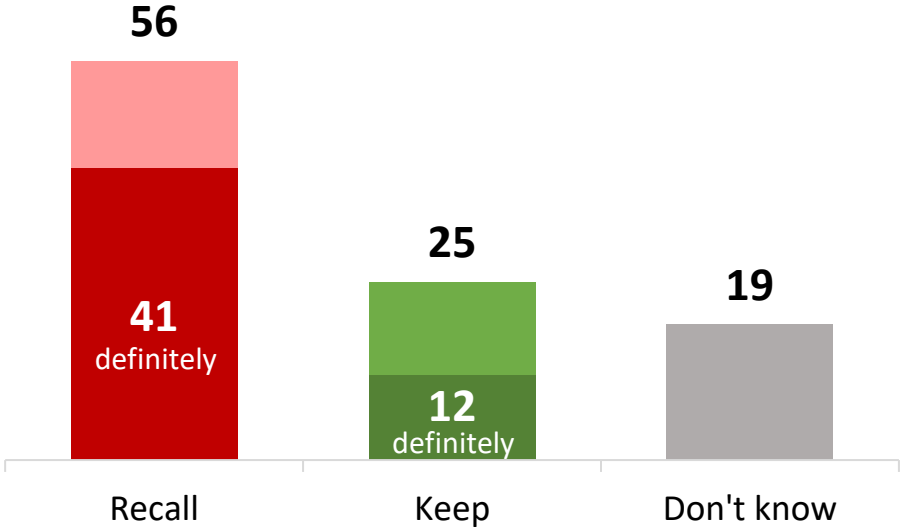


*small sample size 15



Most would recall Mayor Sheng Thao

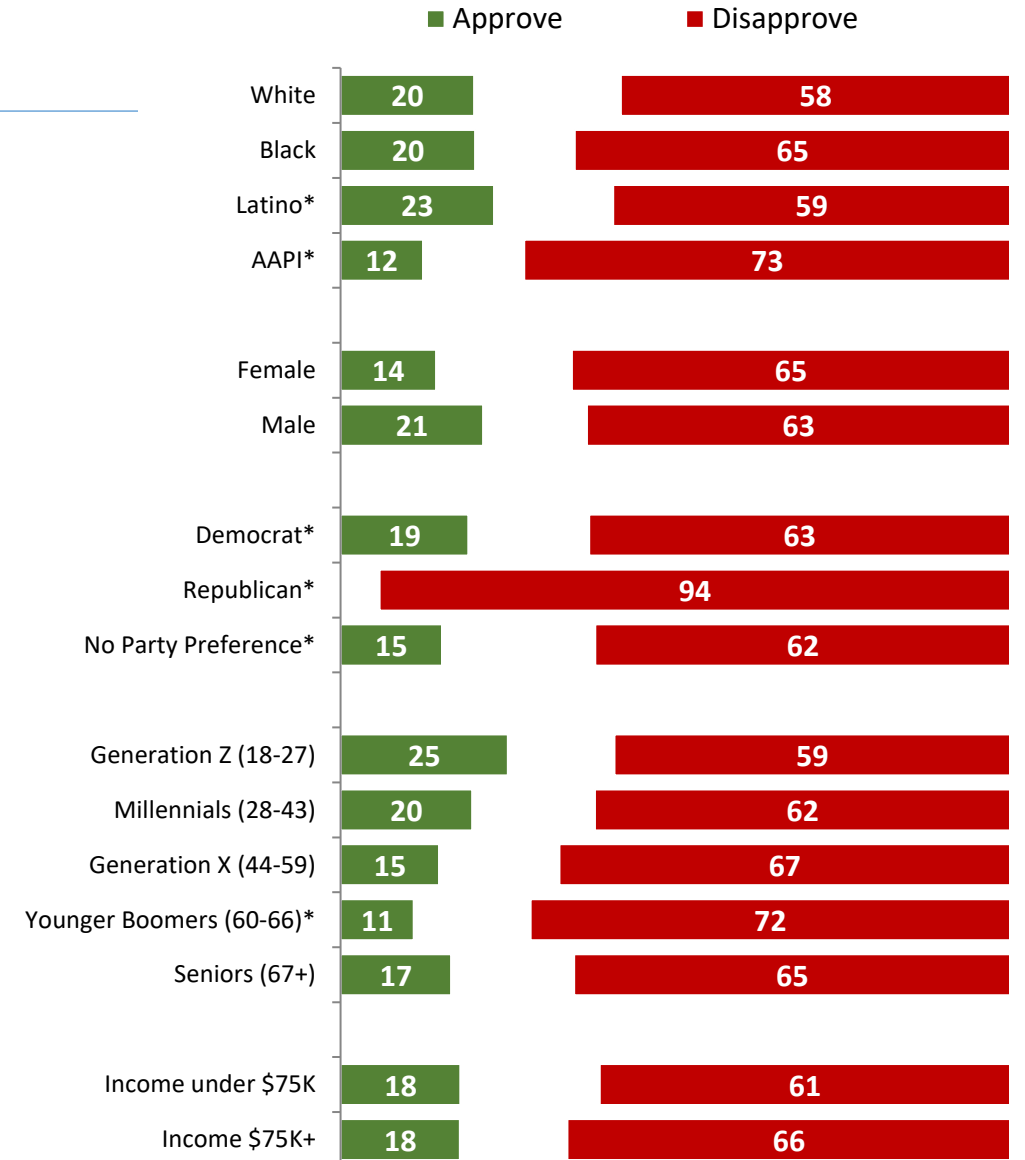
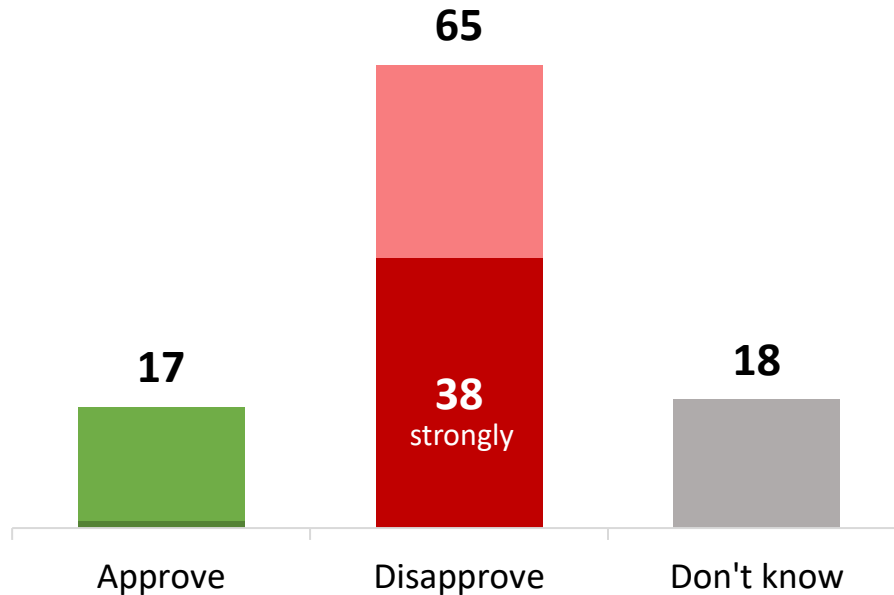
If there were an election to recall the Mayor of Oakland, would you vote to recall Mayor Sheng Thao or would you vote to keep Mayor Sheng Thao in office?



*small sample size

Two in three disapprove of Oakland City Council job performance

Oakland City Council Approval

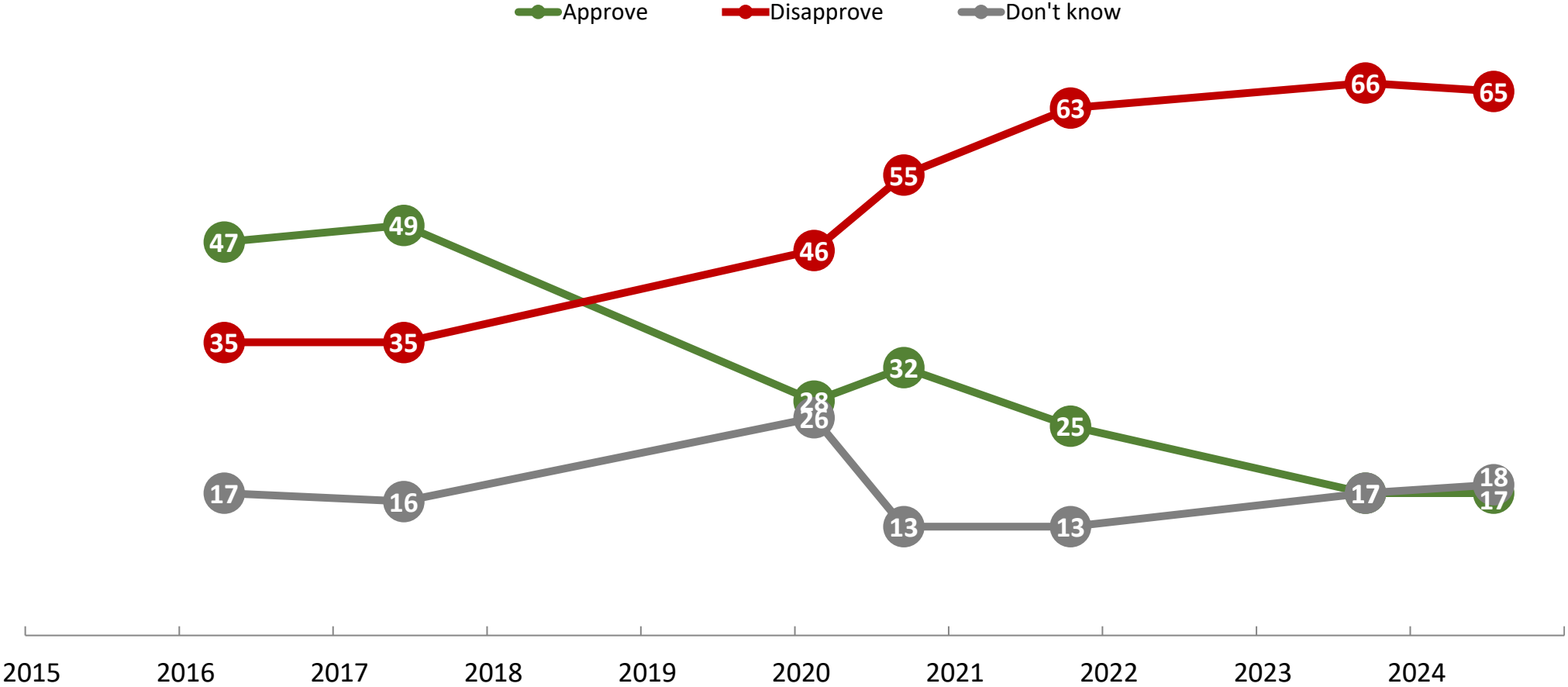


*small sample size



Majority has disapproved of Oakland City Council since 2020

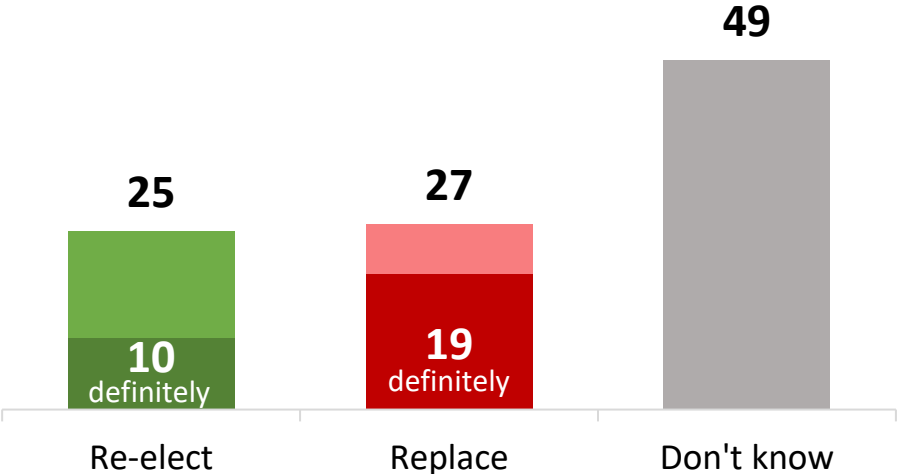
Time Trend: Oakland City Council Approval



Source: Jobs and Housing Coalition / David Binder Research

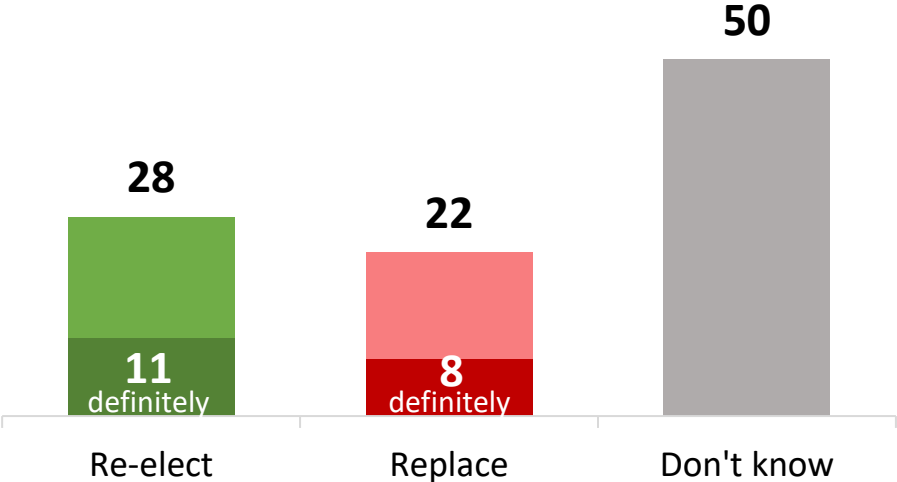
Half of D3 voters don't know if they would reelect or replace Carroll Fife, and others are closely divided

D3 Only: If the election were held today, would you vote to re-elect or replace District 3 City Council Member Carroll Fife?
(n=107)



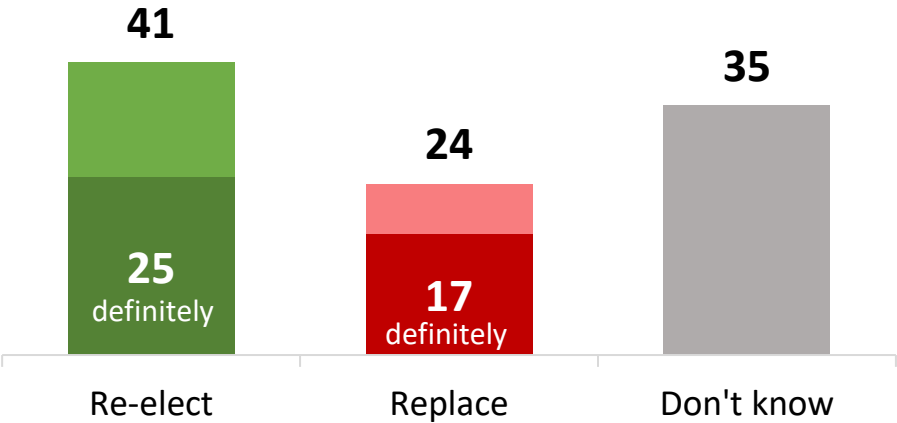
Half in D5 say they don't know if they would reelect or replace Noel Gallo

D5 Only: If the election were held today, would you vote to re-elect or replace District 5 City Council Member Noel Gallo?
(n=45)



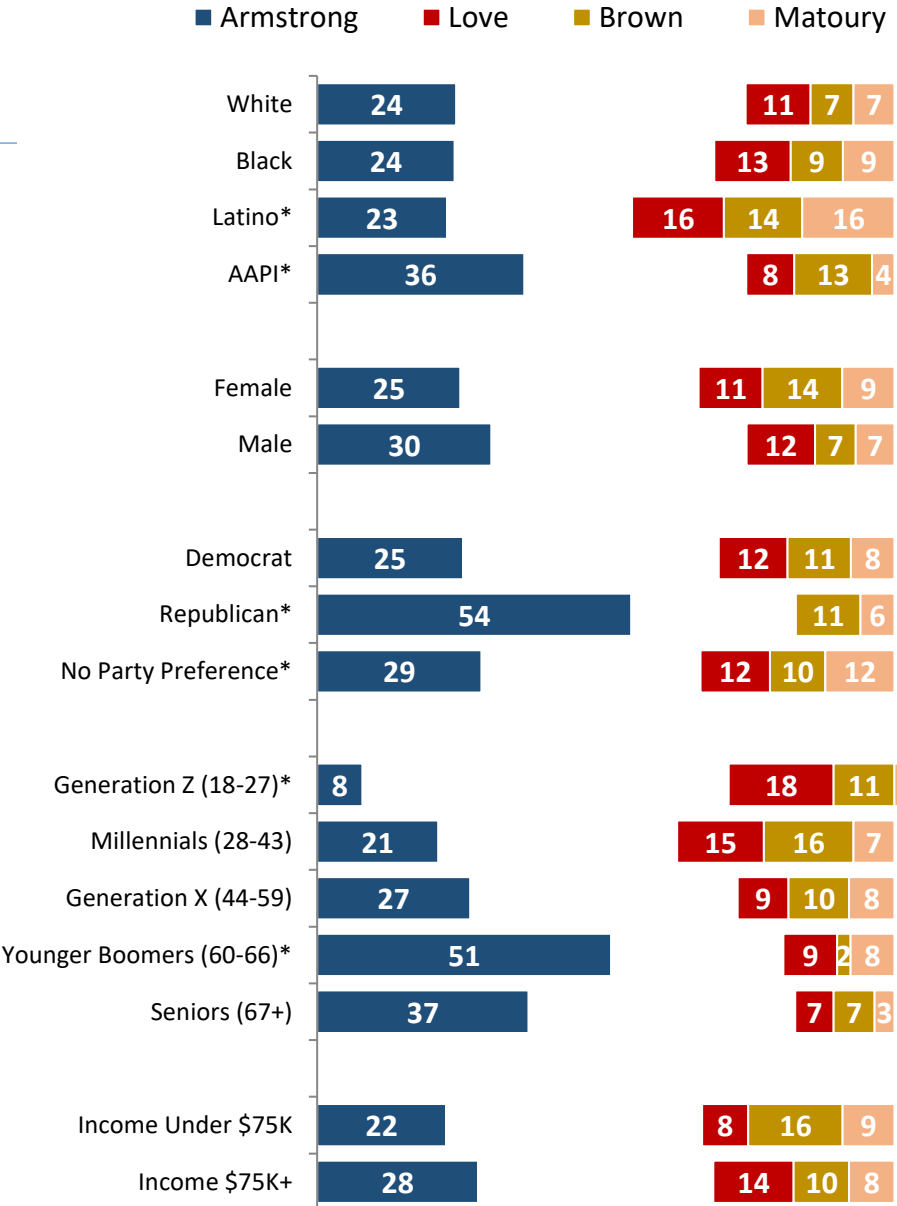
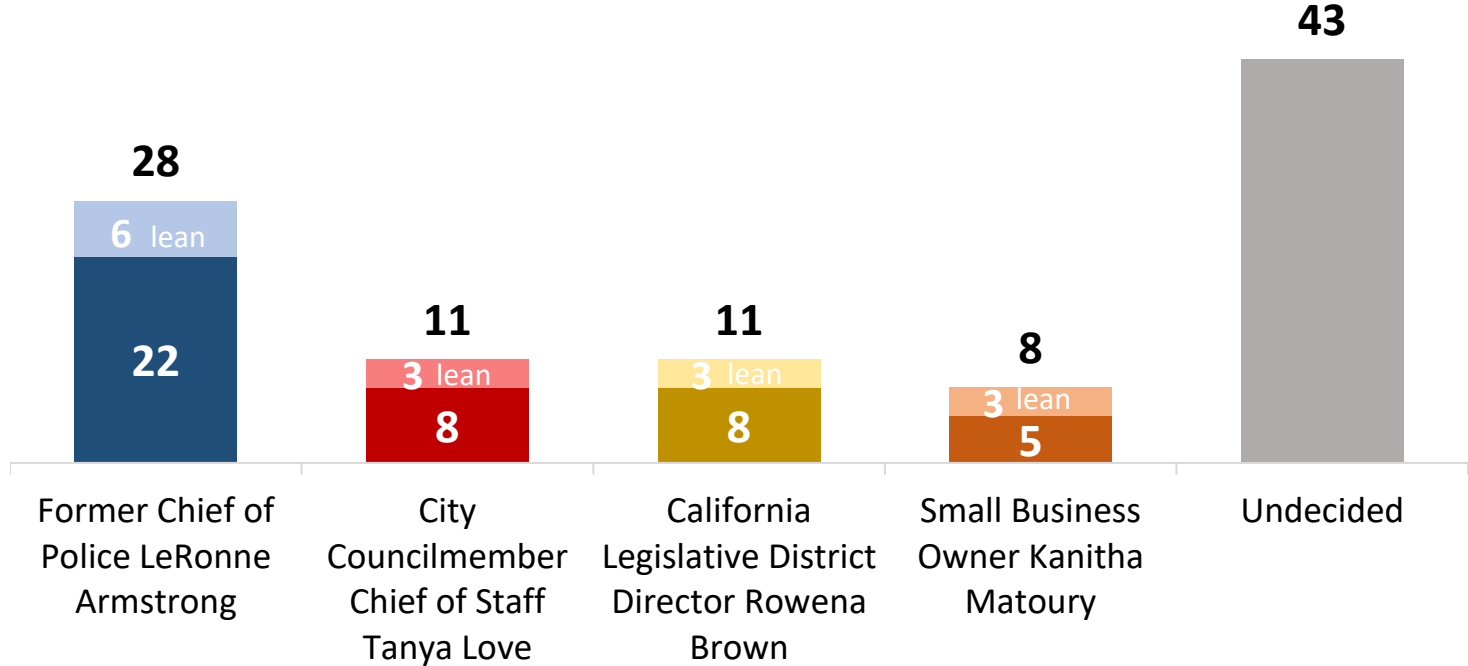
D7 voters are more likely to re-elect Treva Reid than replace her

D7 Only: If the election were held today, would you vote to re-elect or replace District 7 City Council Member Treva Reid?
(n=49)



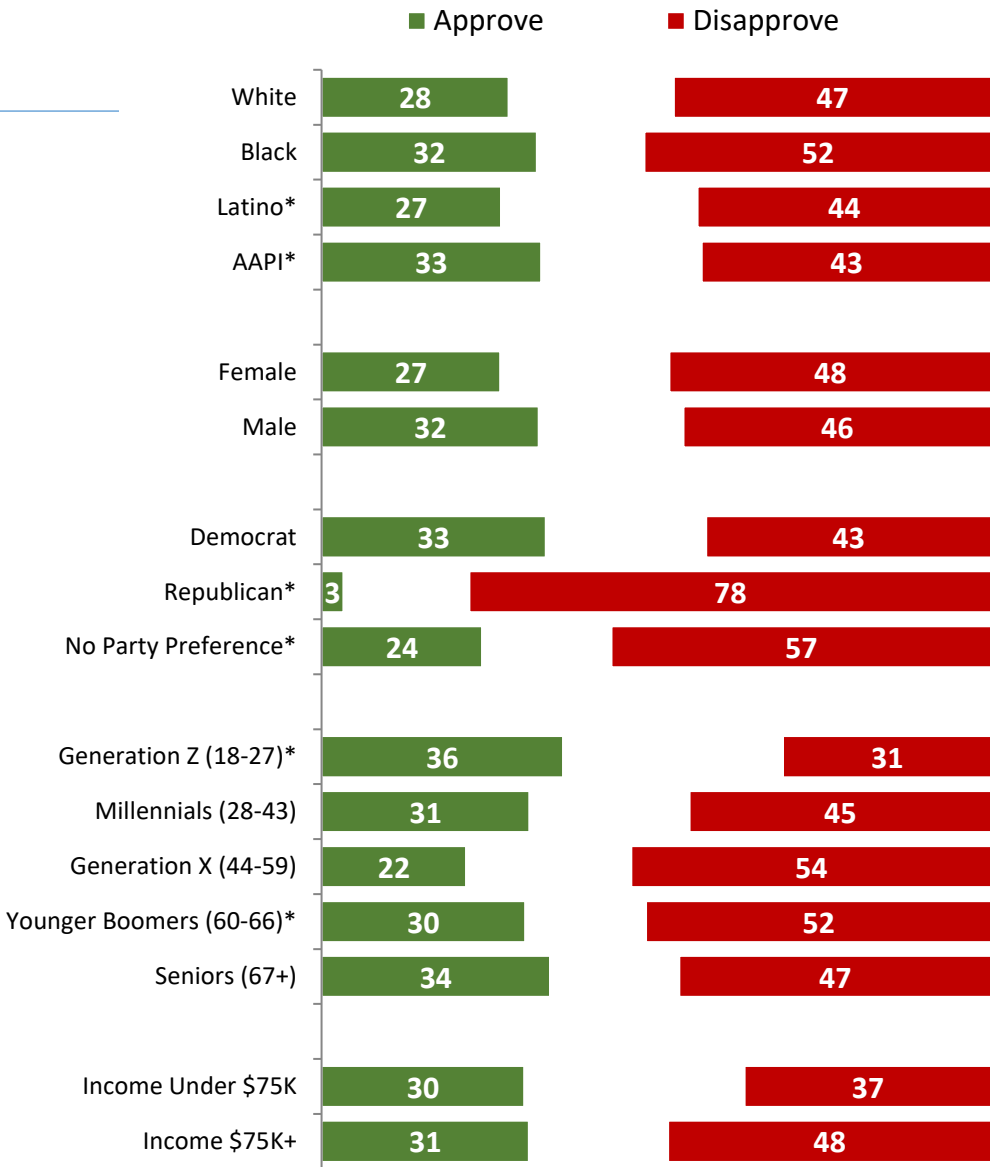
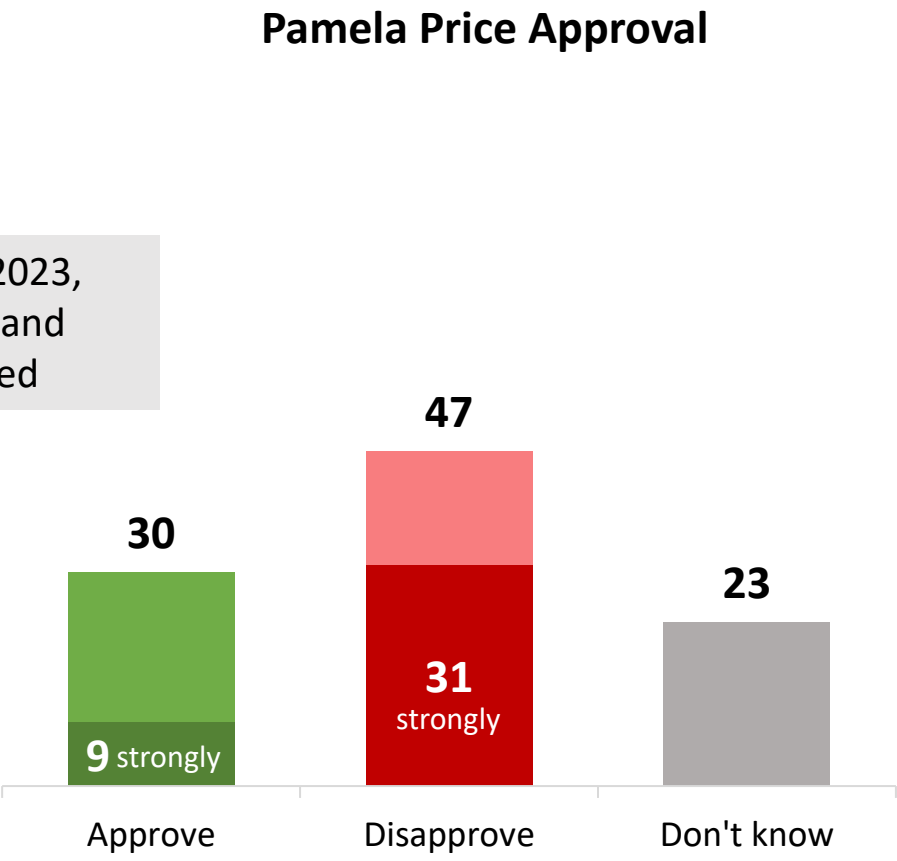
Armstrong has lead in City Council vote, with many voters undecided

At Large City Council Vote



Nearly half disapprove of the job Pamela Price is doing as district attorney

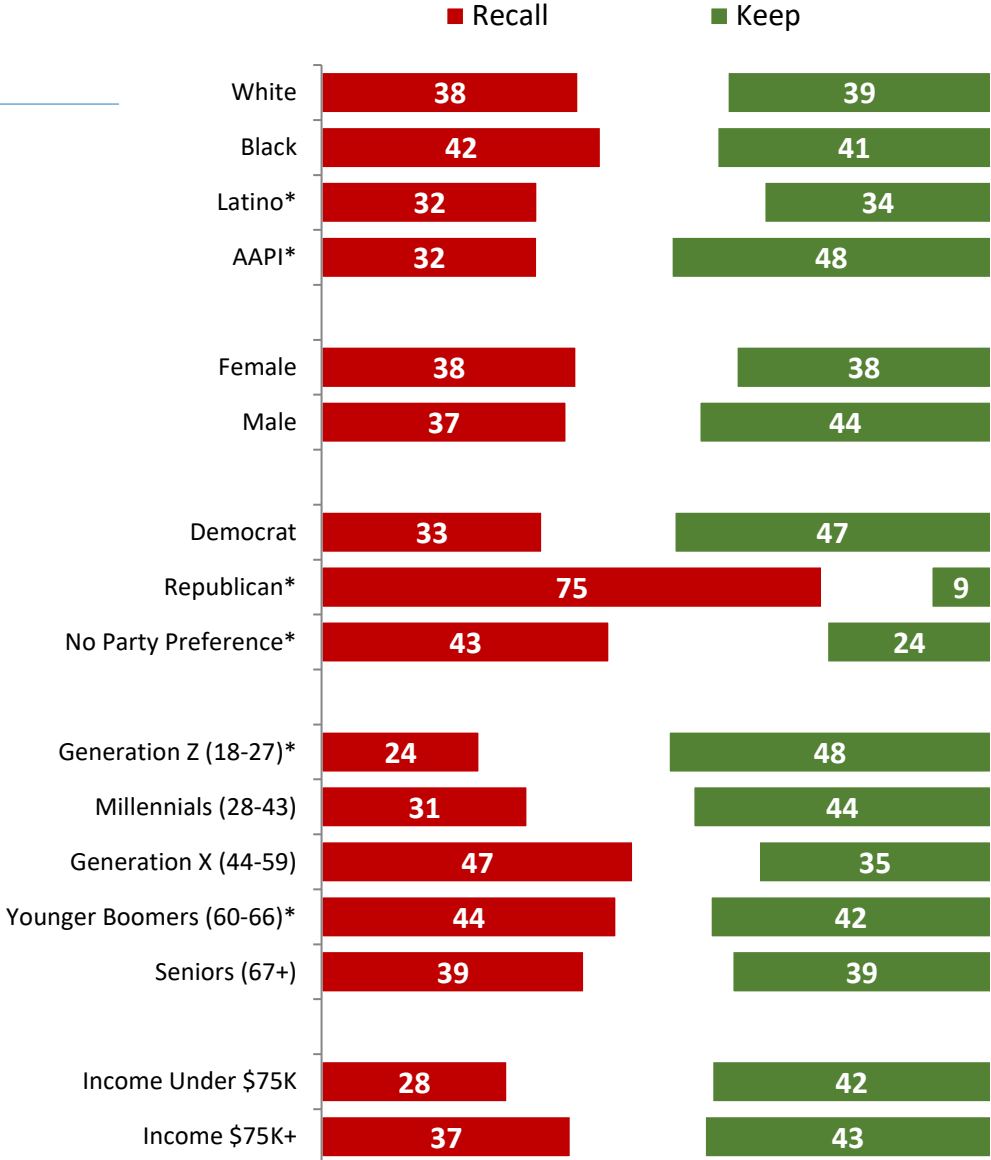
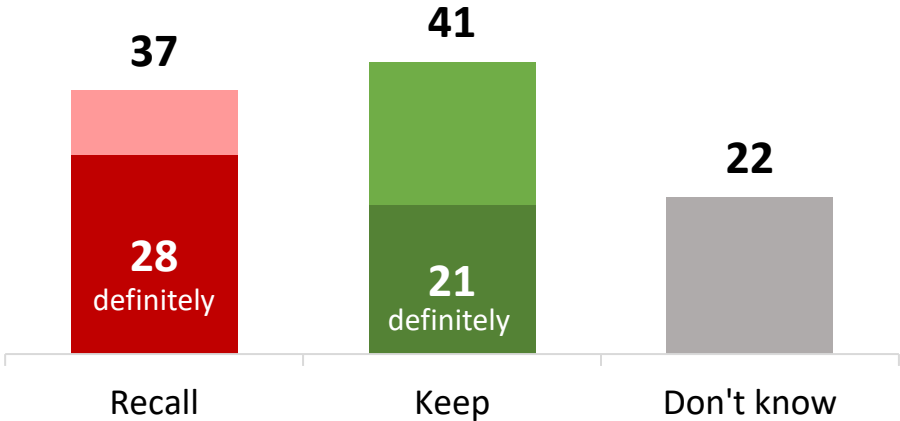
In September 2023, 27% approved and 51% disapproved



*small sample size

Slightly more voters would keep District Attorney Pamela Price than would recall her

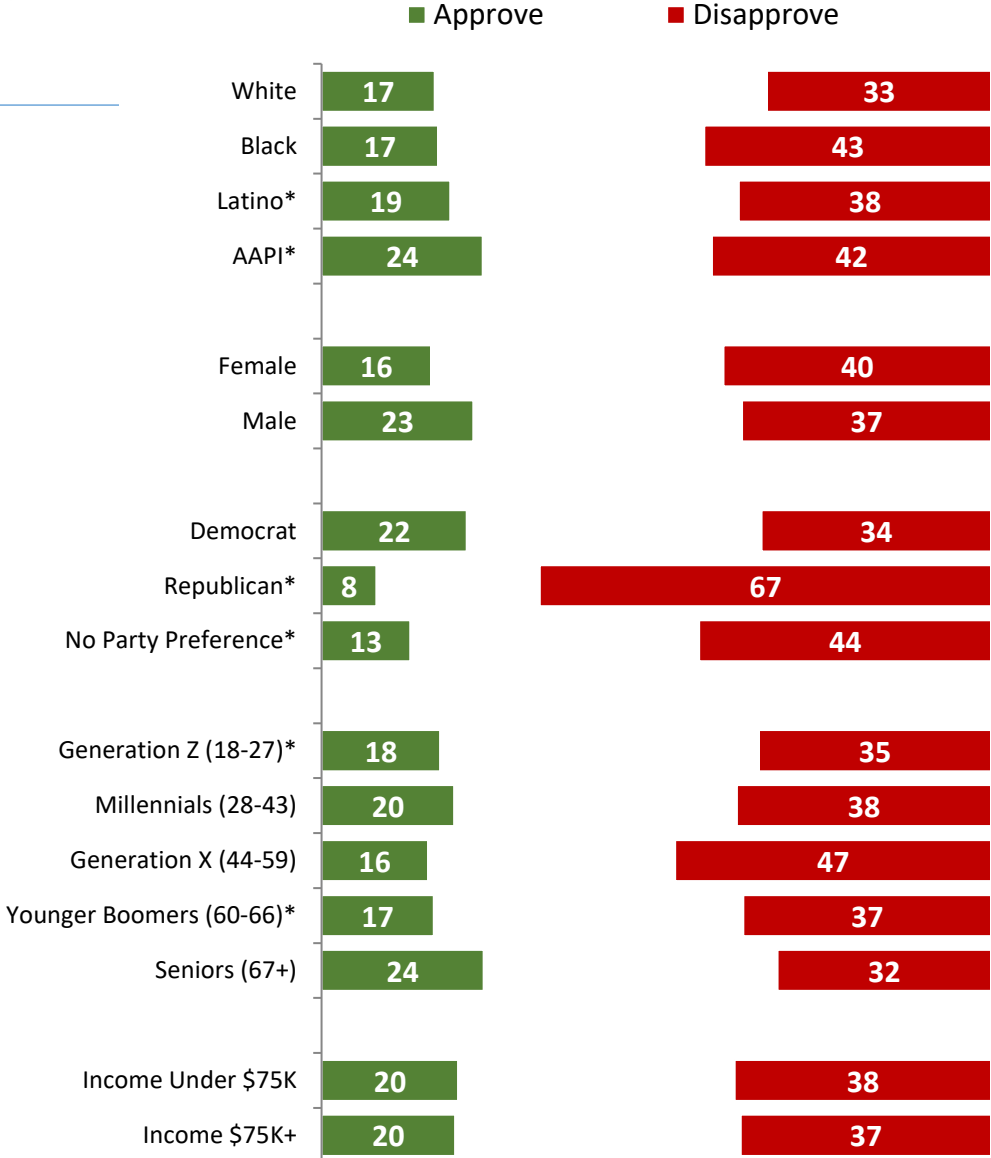
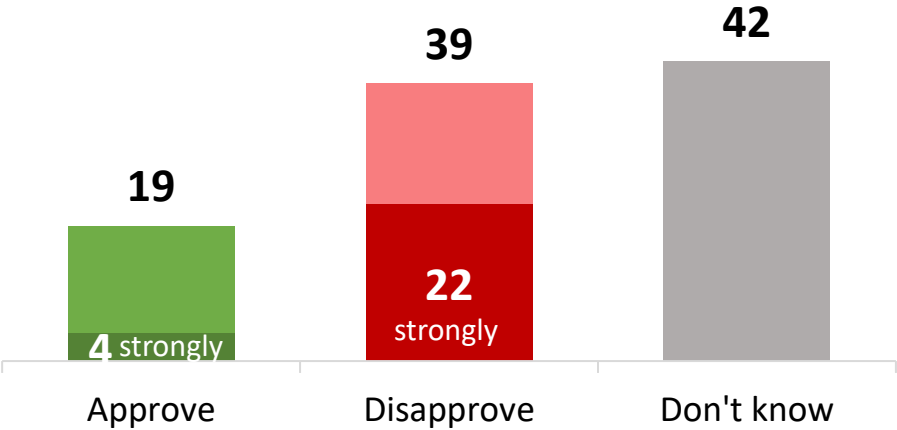
If there were an election to recall the Alameda County District Attorney, would you vote to recall District Attorney Pamela Price or would you keep District Attorney Pamela Price in office?



*small sample size

Views on the City Attorney's office are more negative than positive, but many have no opinion

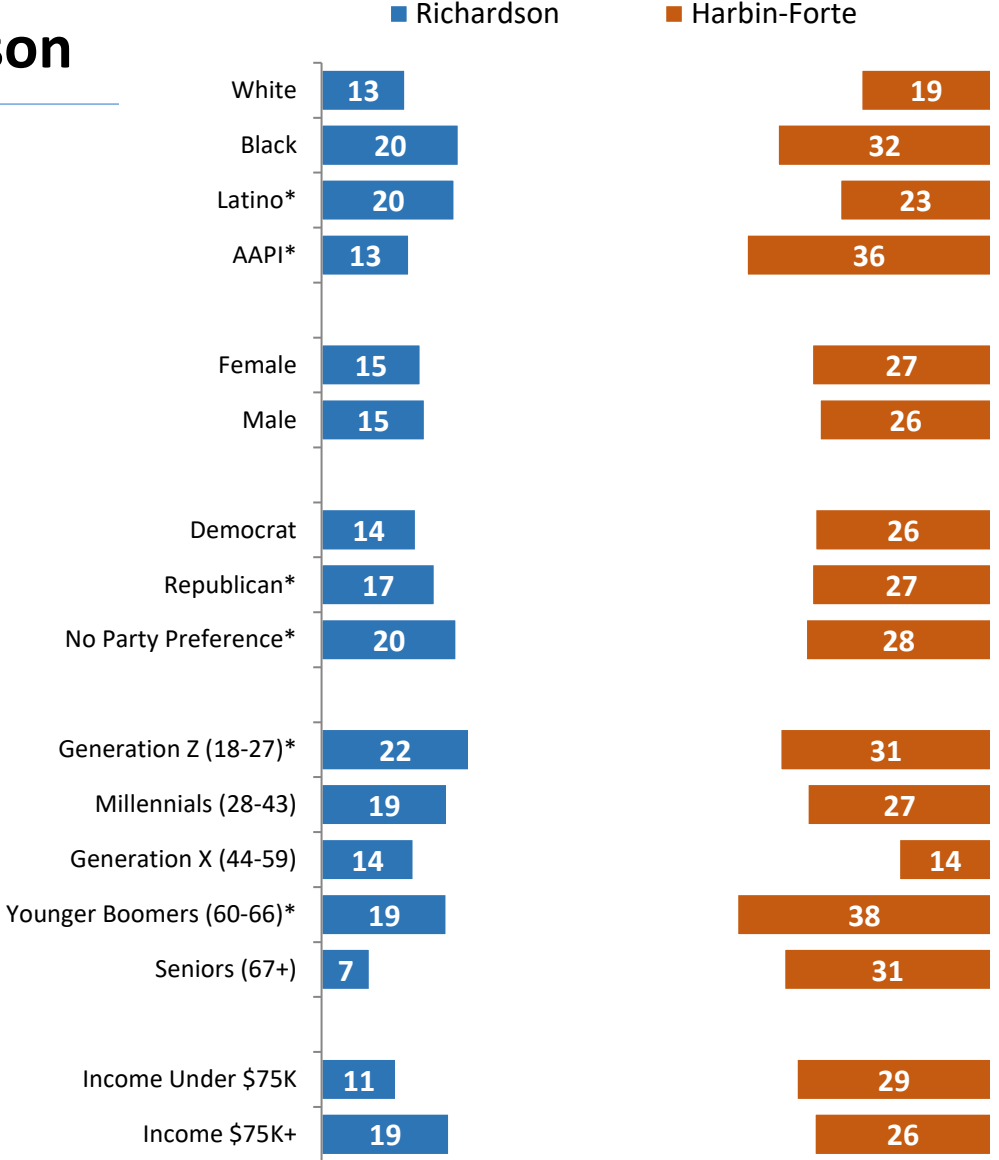
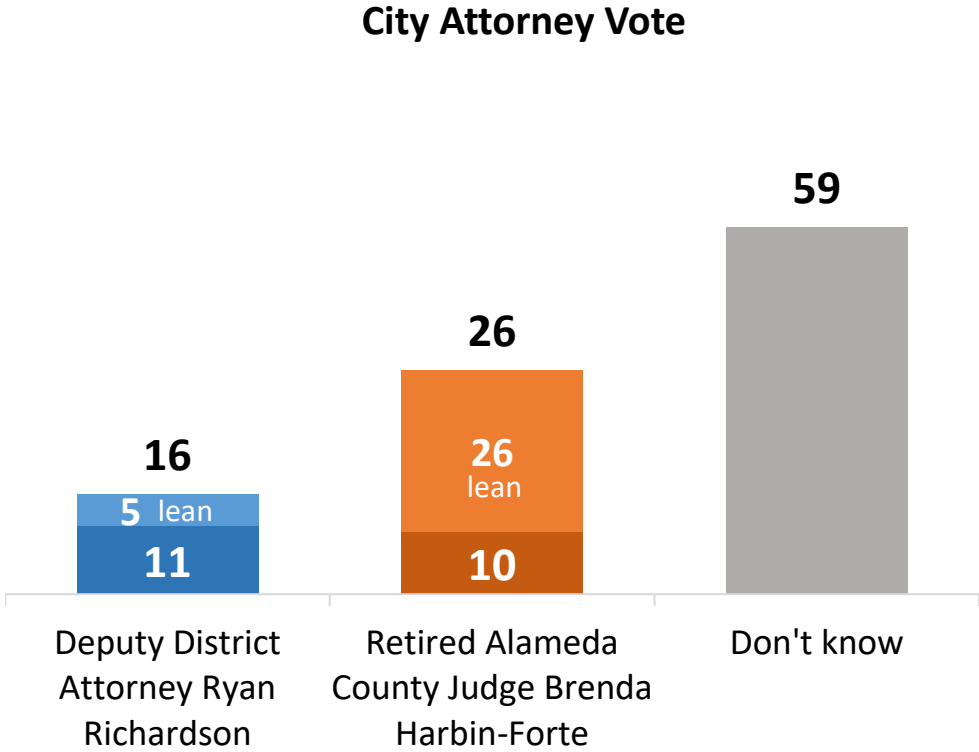
Oakland City Attorney's Office Approval



*small sample size



Voters are largely undecided in the city attorney vote and more likely to choose Habin-Forte than Richardson



*small sample size



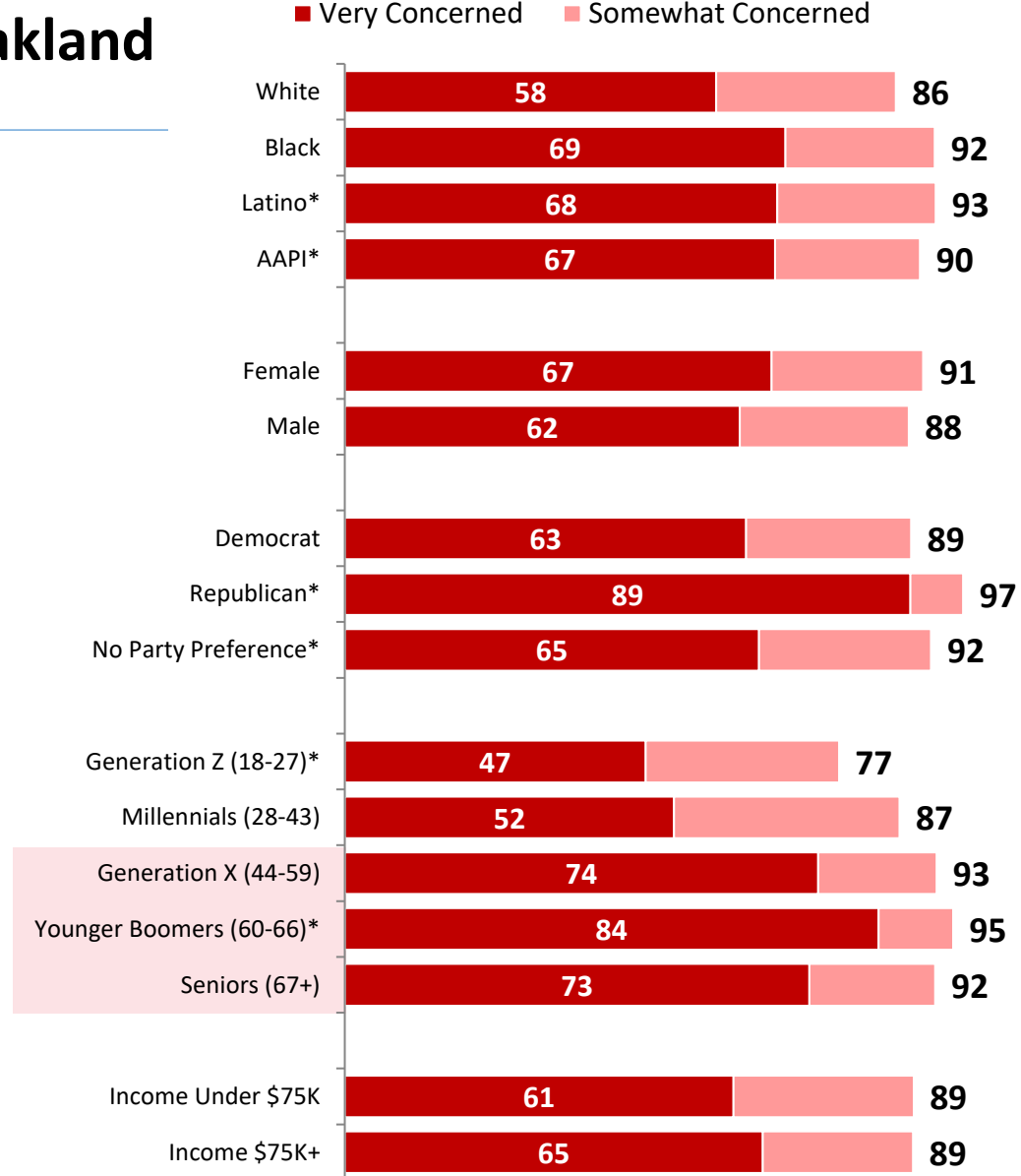
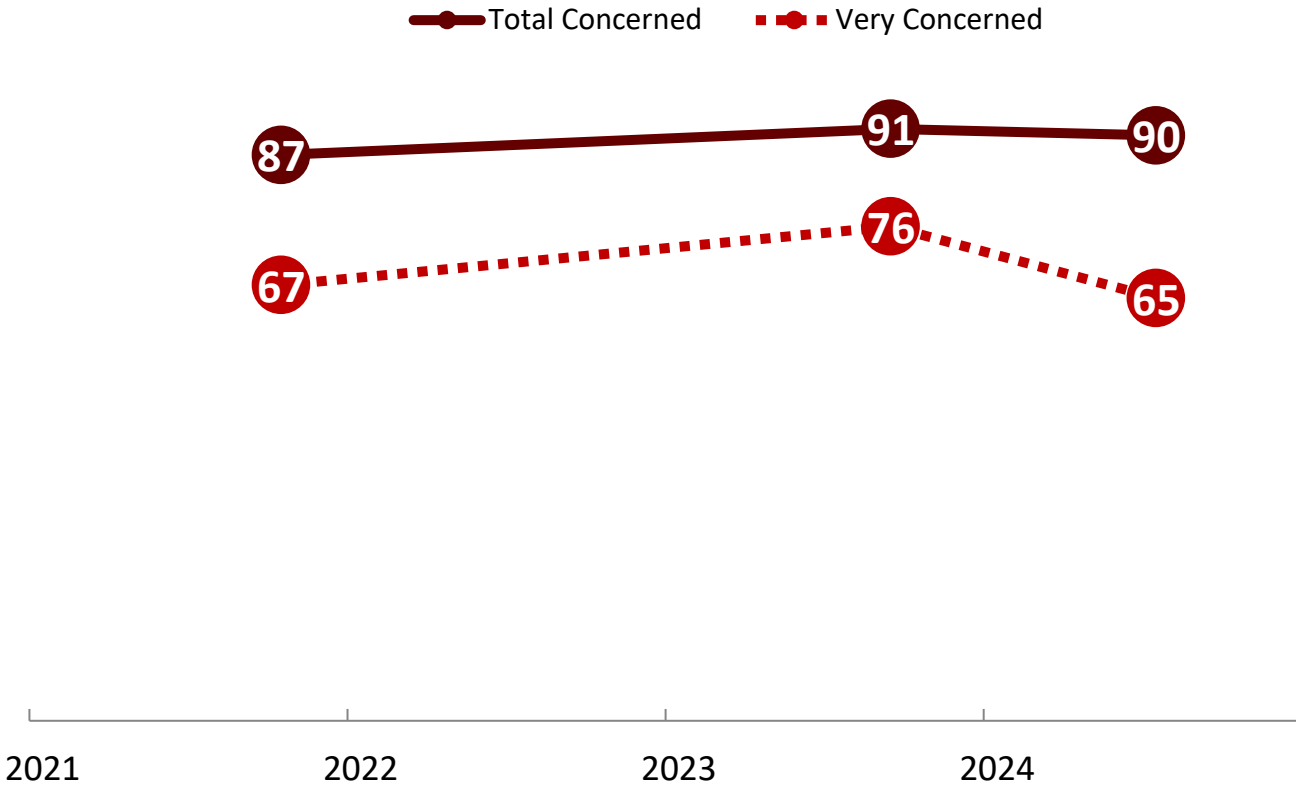
Crime and Public Safety



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Two in three are very concerned about crime in Oakland

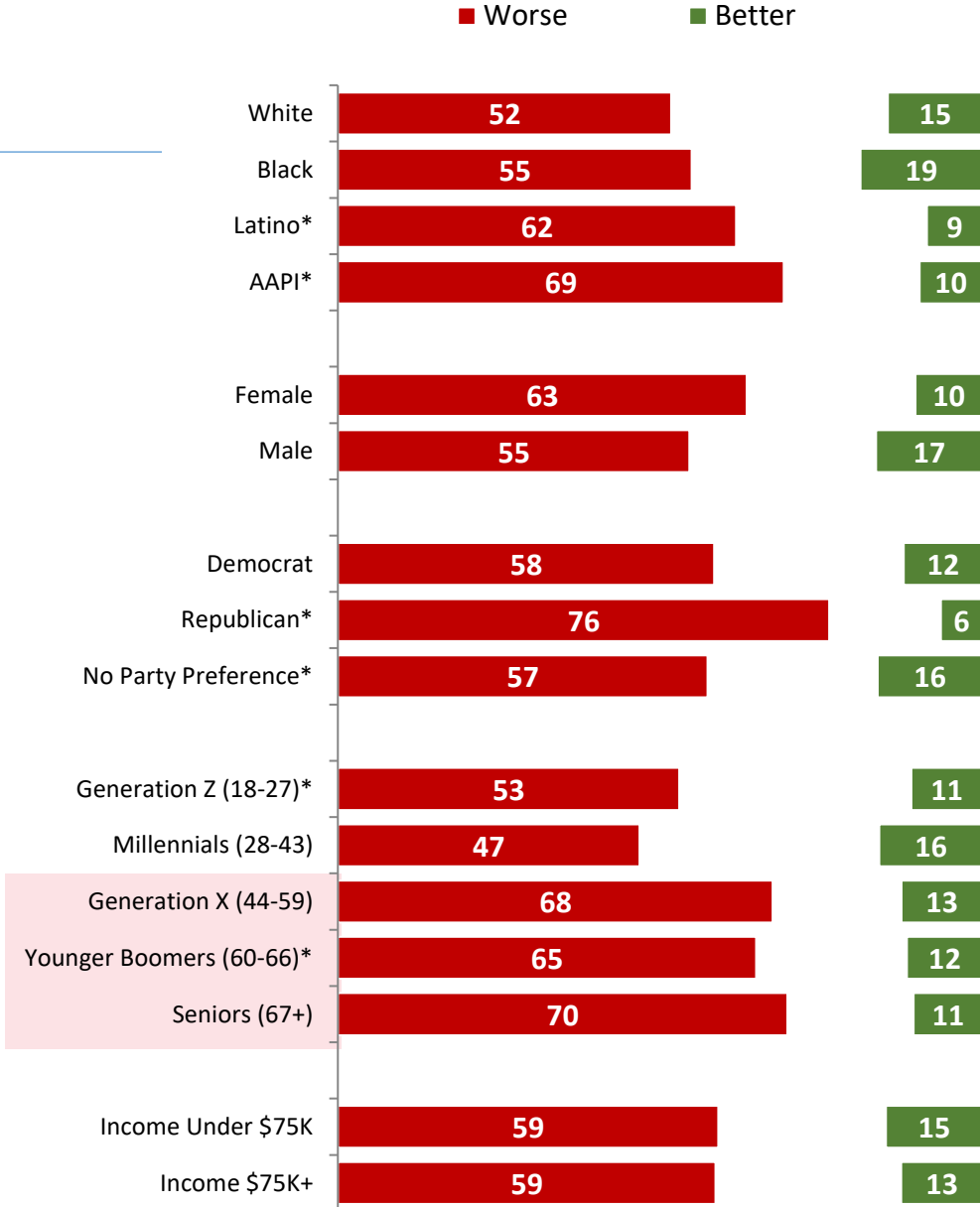
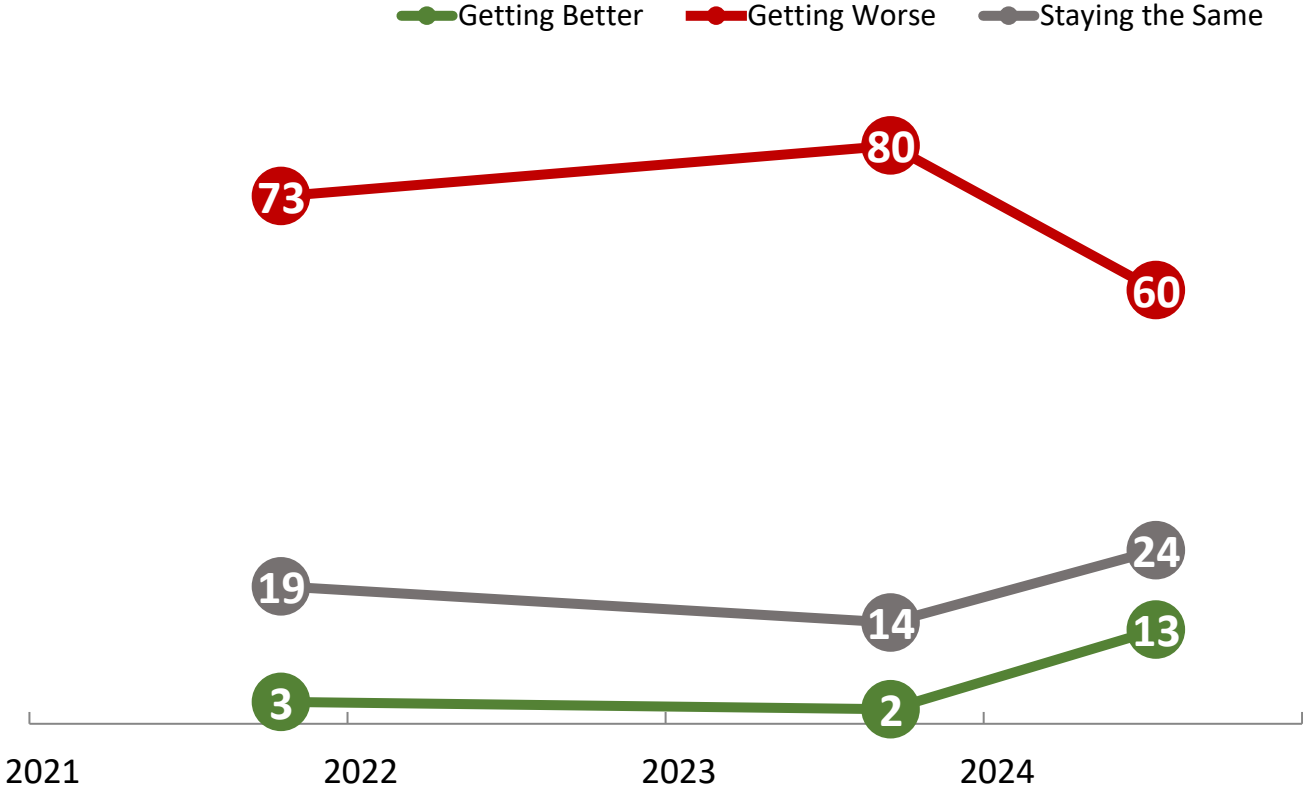
How much are you personally concerned about crime in Oakland?



*small sample size

Most think crime is getting worse in Oakland, but fewer say this compared to last year

Do you think that crime in Oakland is...

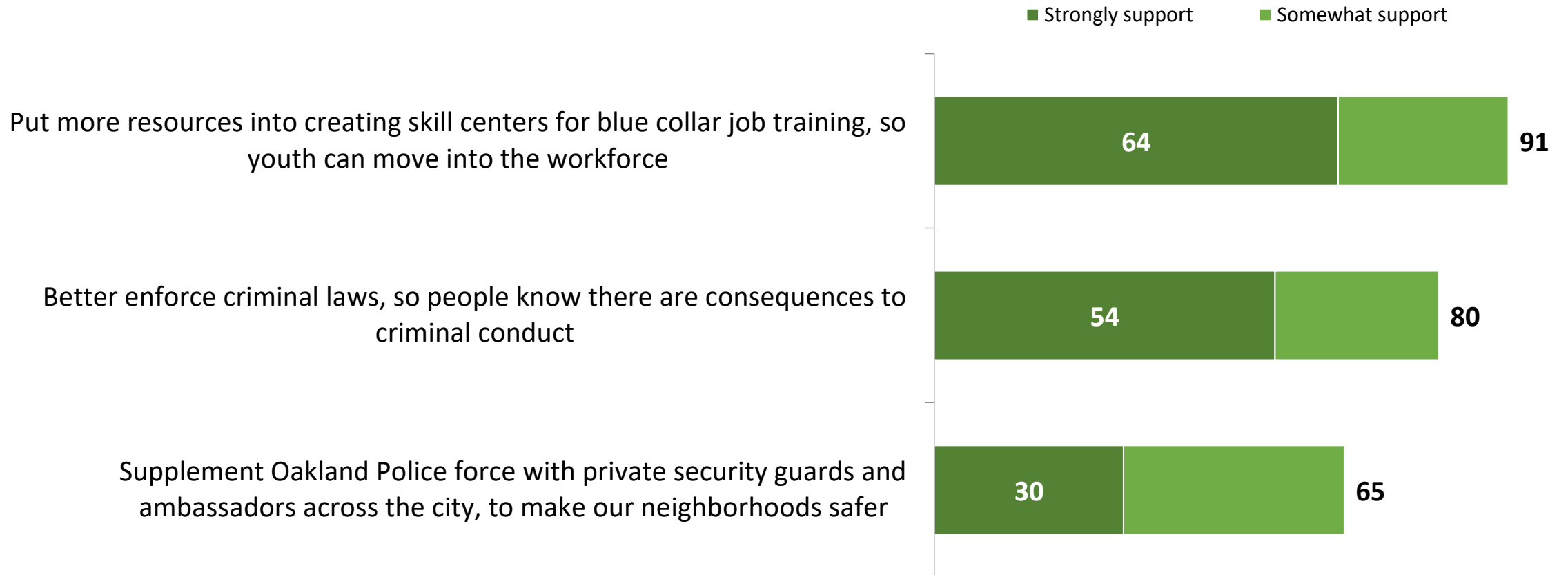


*small sample size



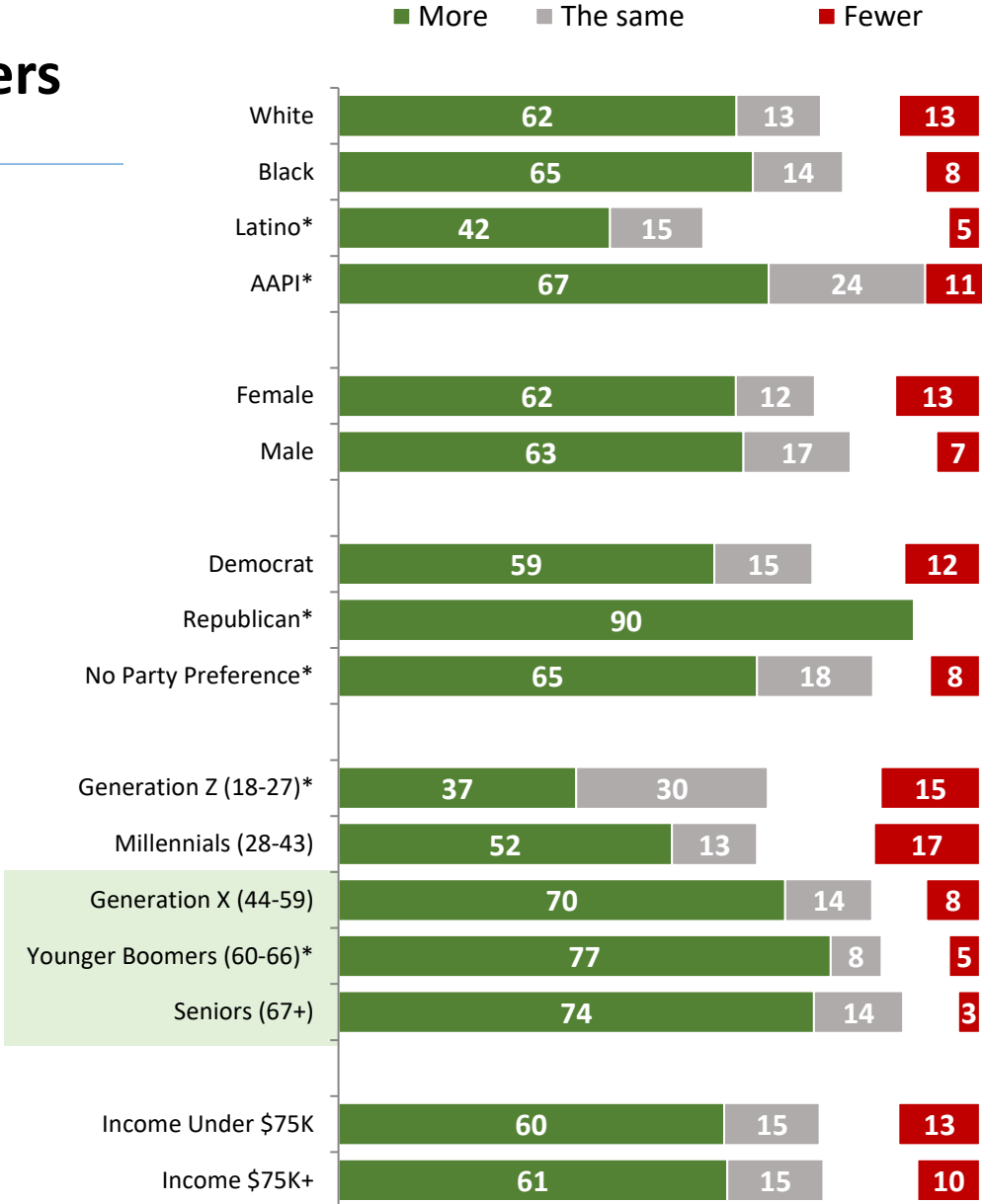
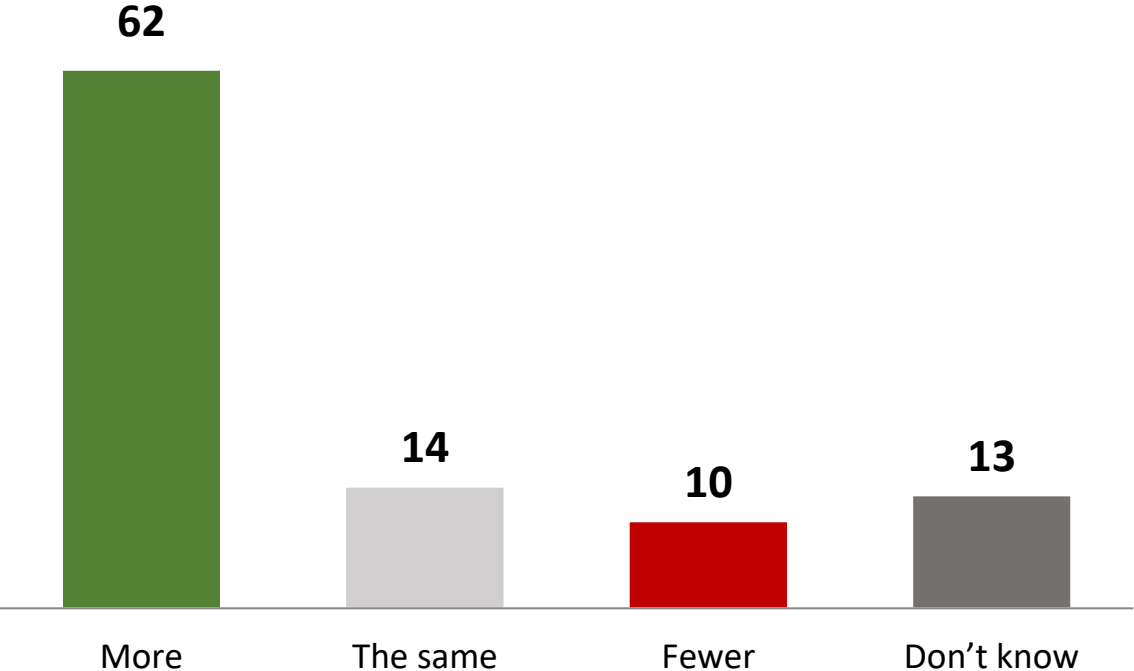
Strong majorities support proposals to address public safety, including job training

Proposals to Address Crime and Public Safety



Majority say Oakland should have more police officers

Do you think Oakland should have more police officers than it has now, fewer police officers than it has now, or the same number of police officers as it has now?

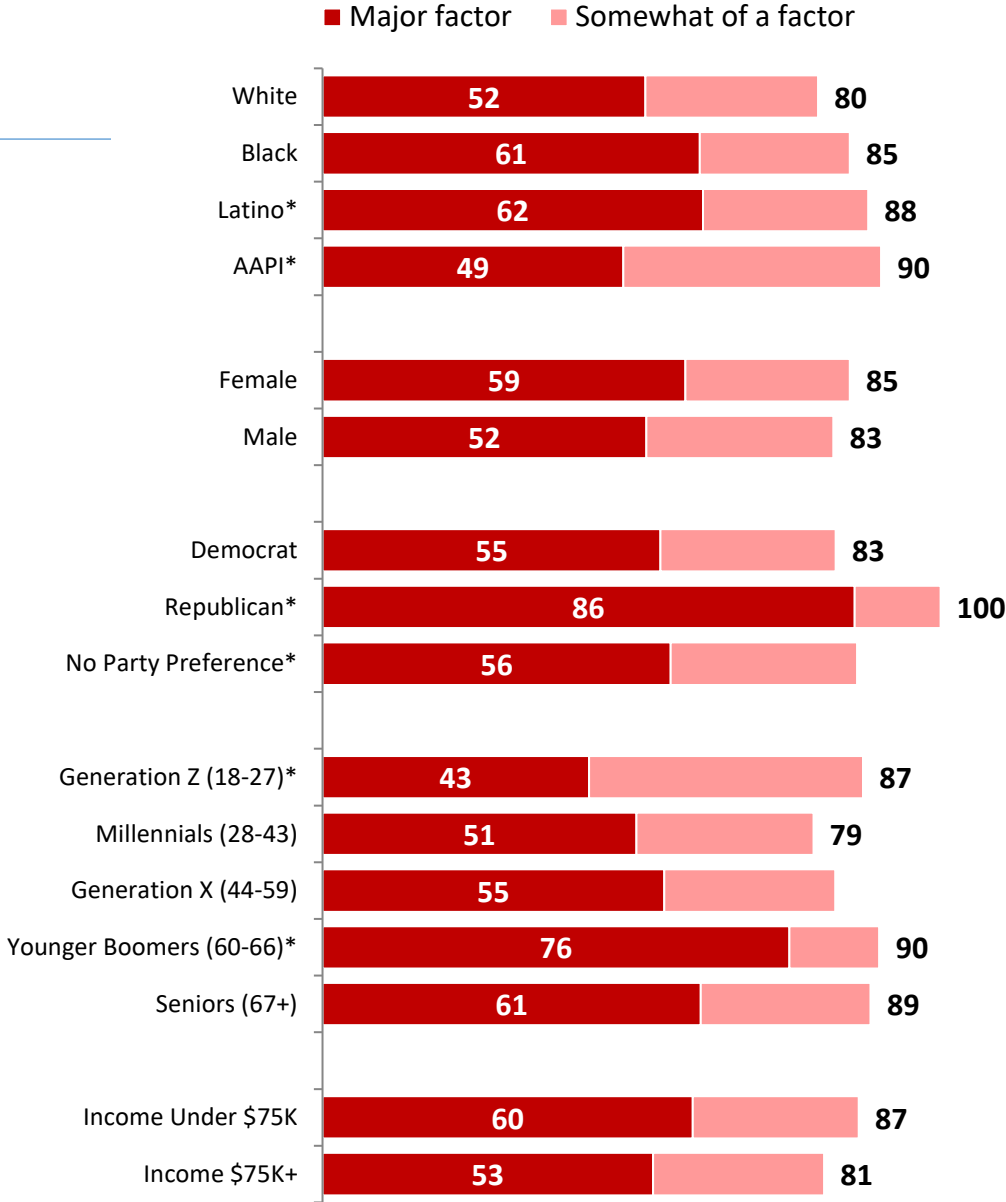
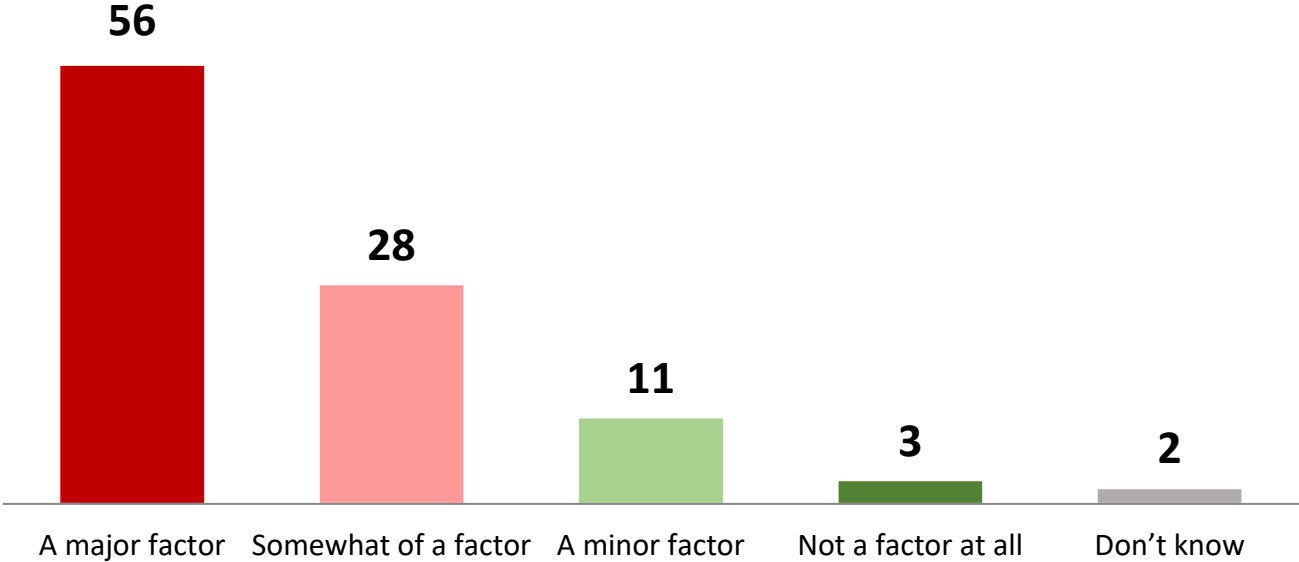


*small sample size



Most think crime is a major factor when businesses close in Oakland

In Oakland, when businesses like restaurants, stores, and hotels close down, how much of a factor do you think crime is in causing them to close?

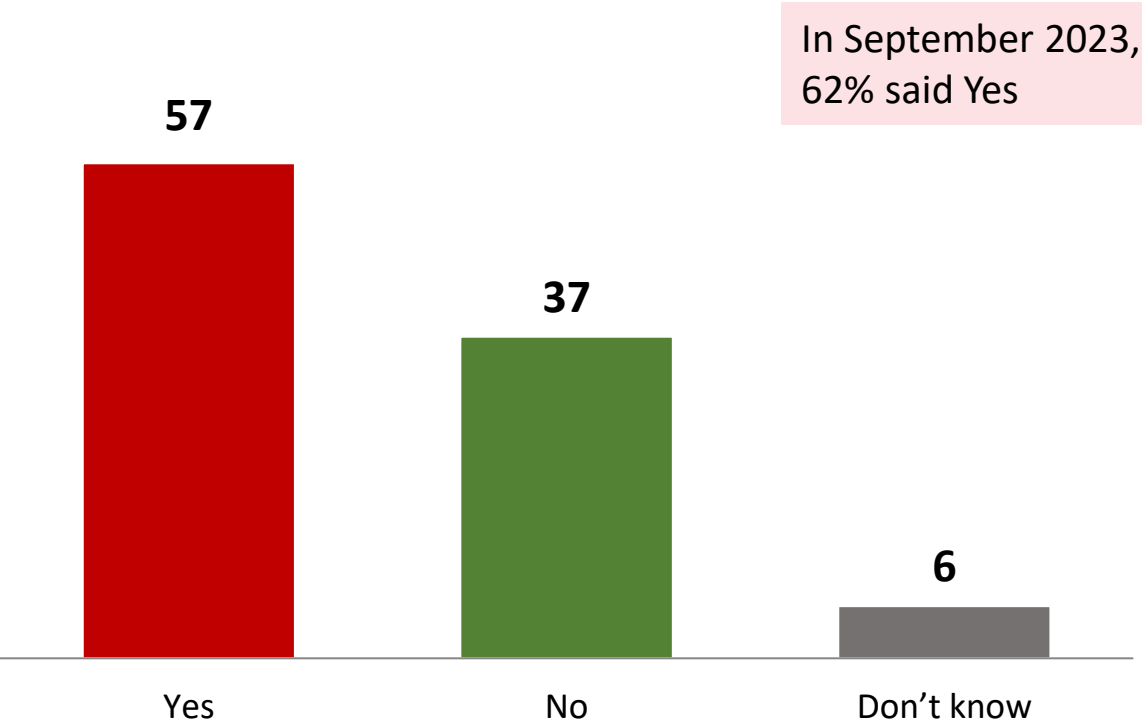


*small sample size

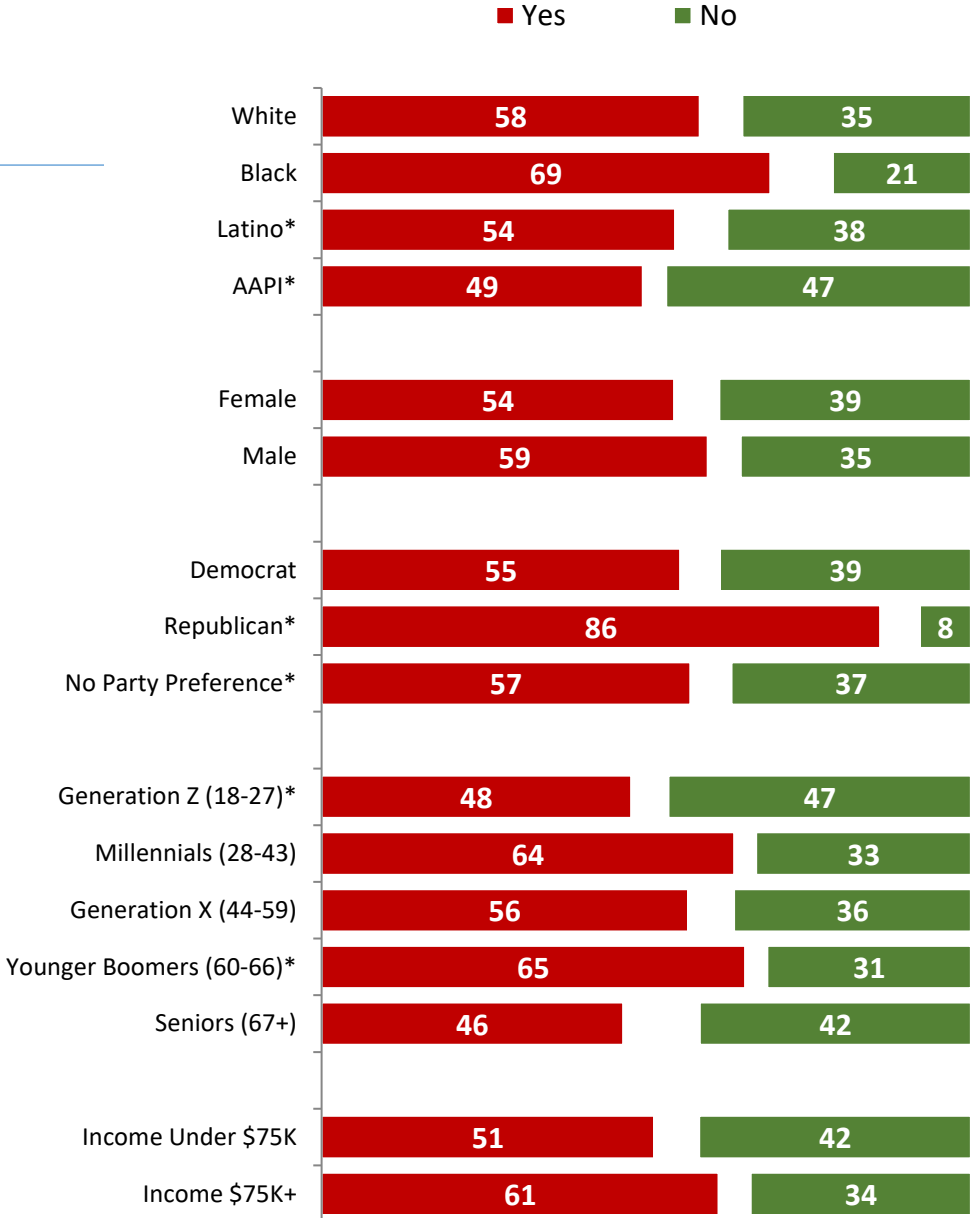


Most have been a victim of crime or say their family member has been a victim in the last few years

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



In September 2023, 62% said Yes

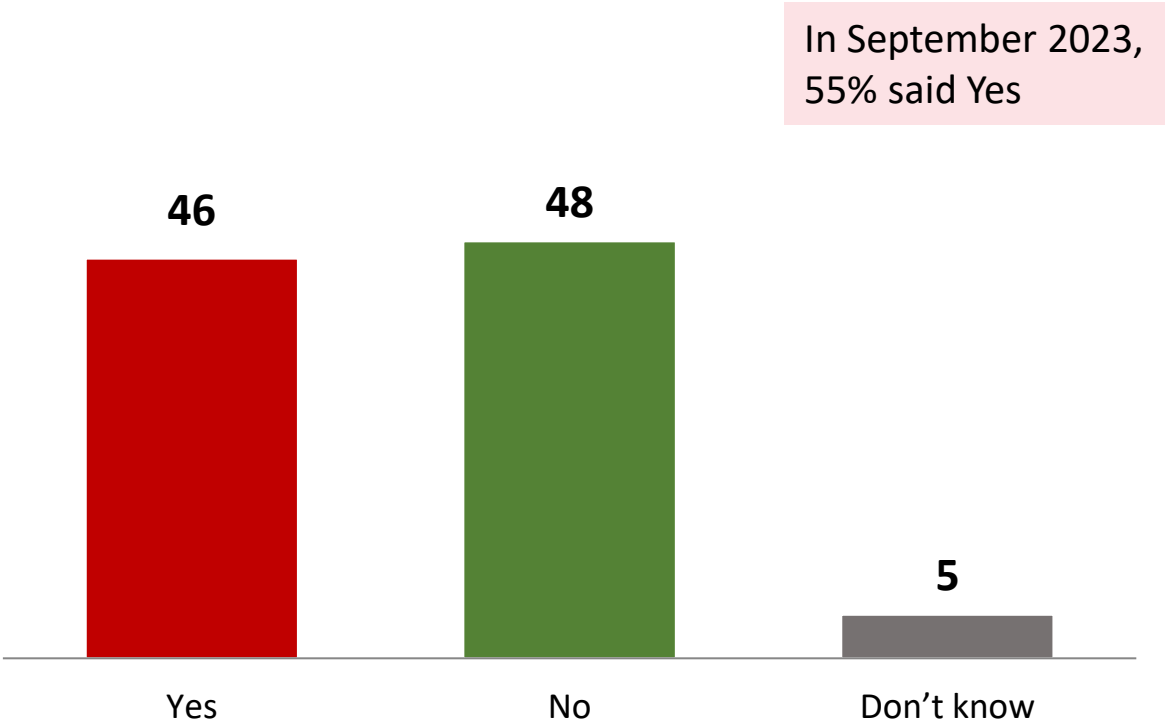


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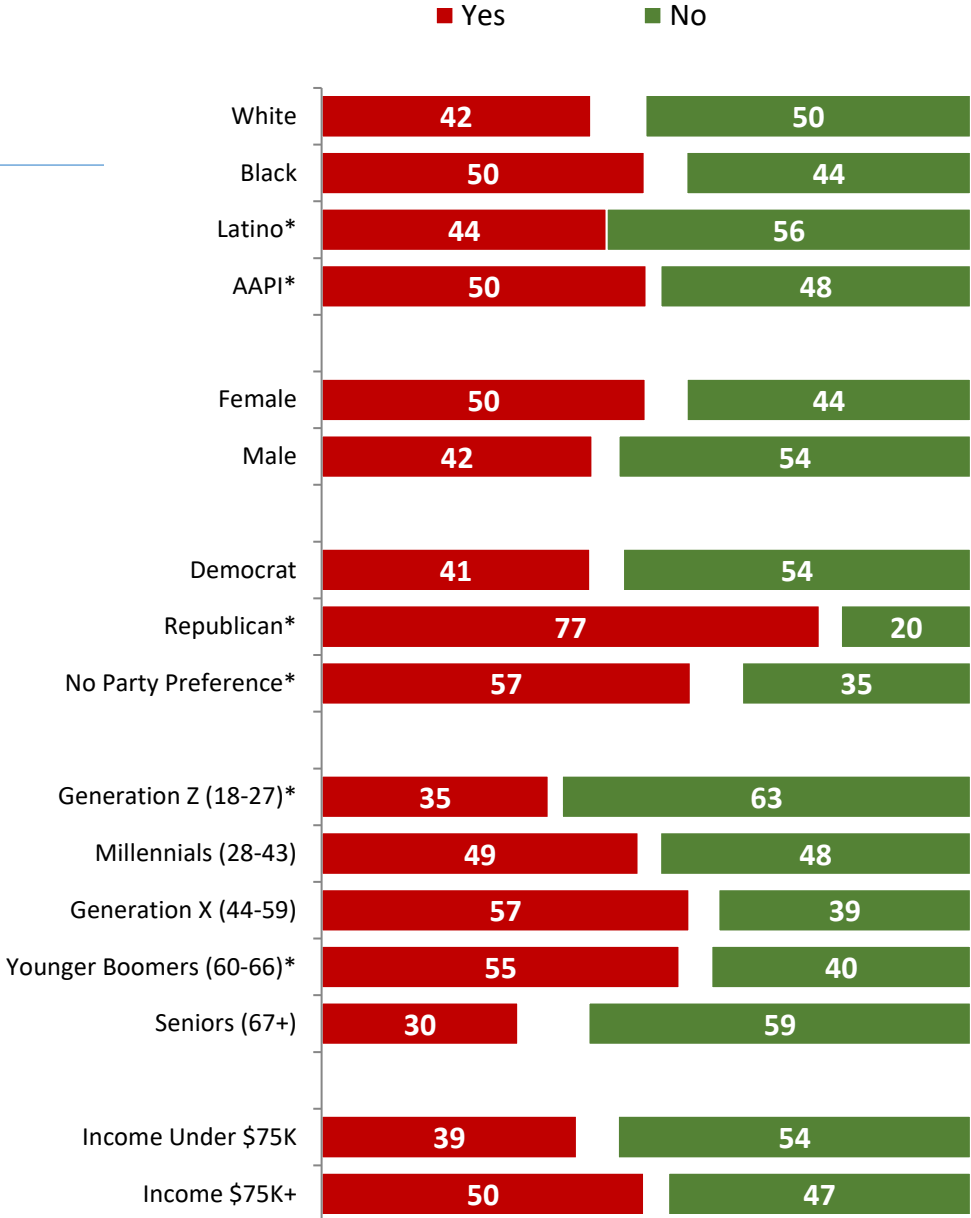


Nearly half say they have considered moving out of Oakland because of crime

Have you considered moving out of Oakland because of crime?



In September 2023, 55% said Yes

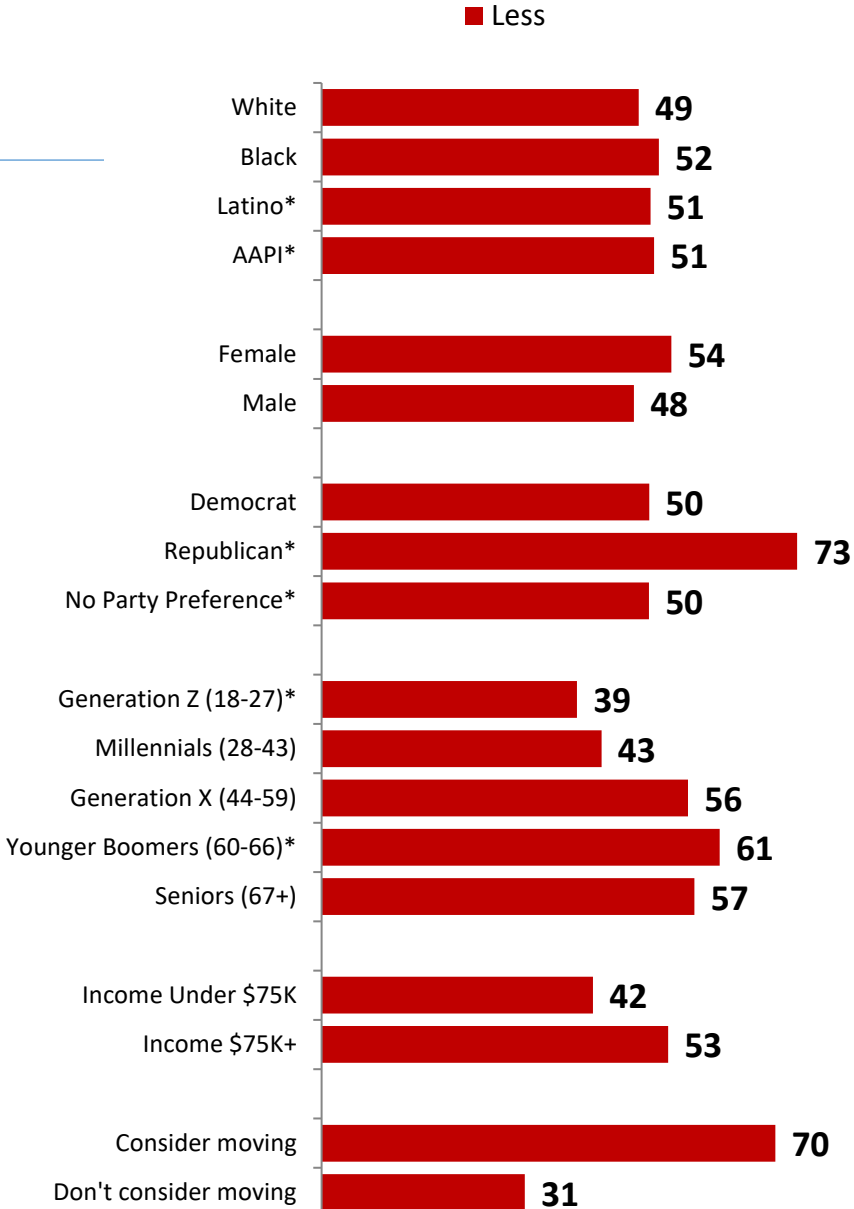
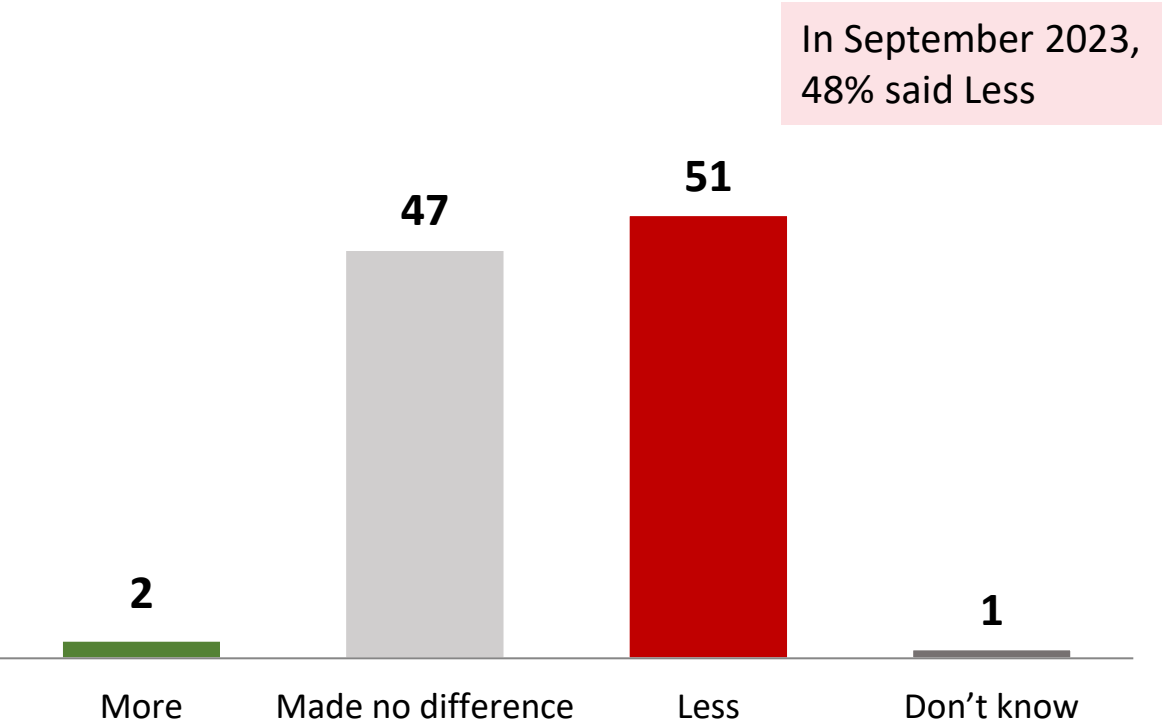


*small sample size



Half say they shop in Oakland less due to crime

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

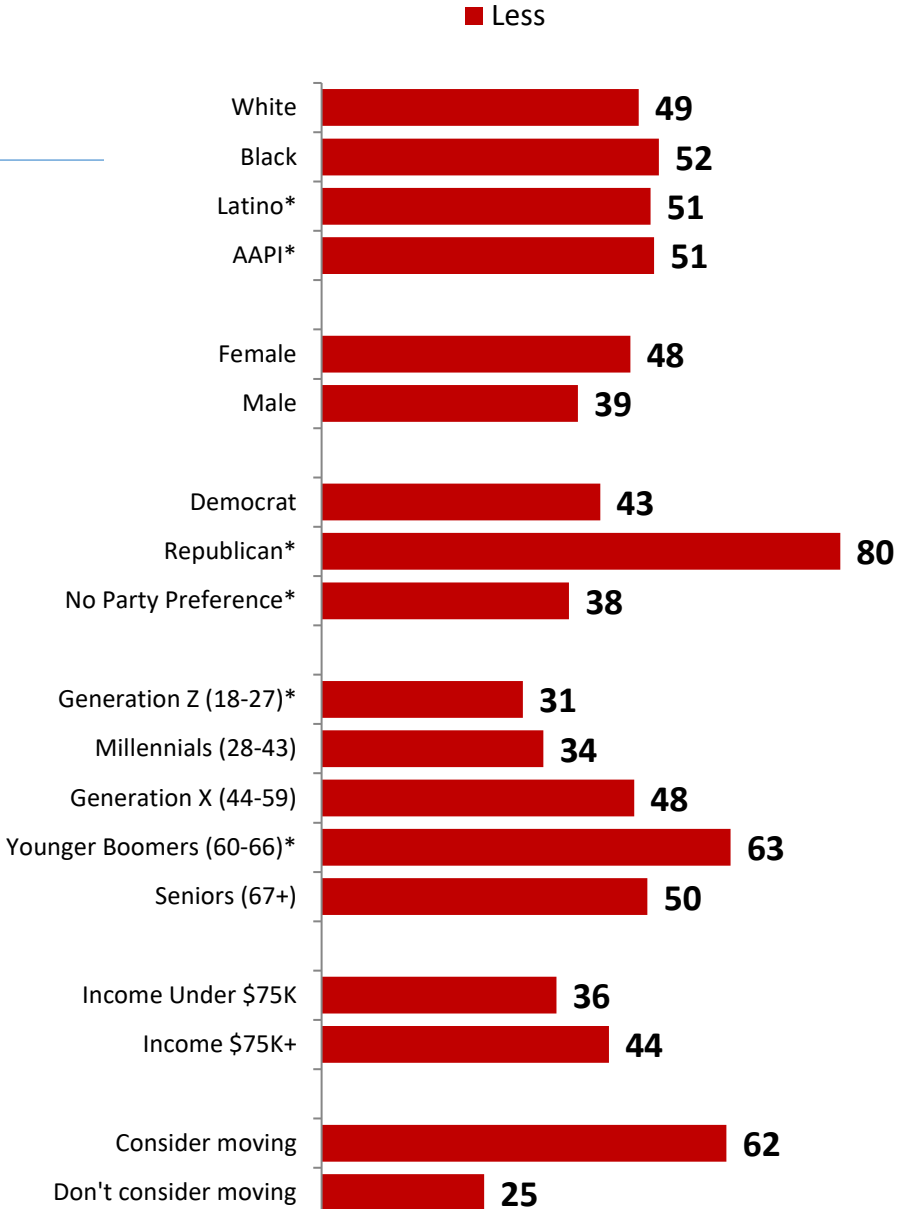
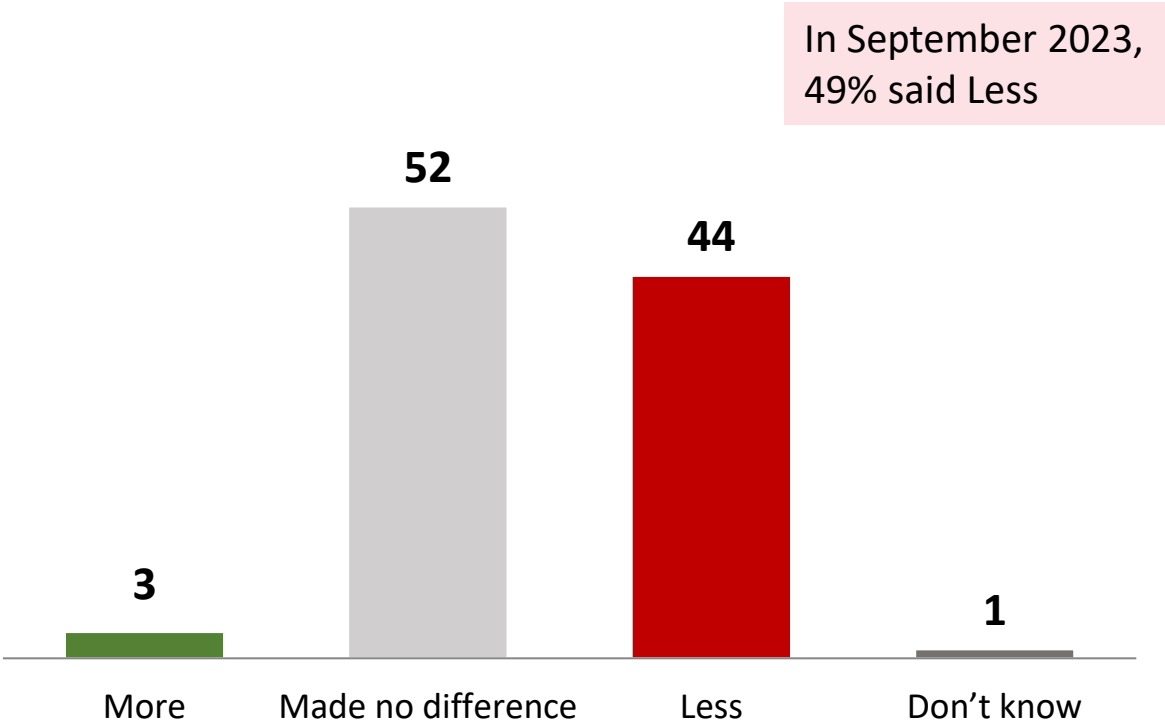


*small sample size



44% say they go to restaurants in Oakland less because of crime

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



*small sample size





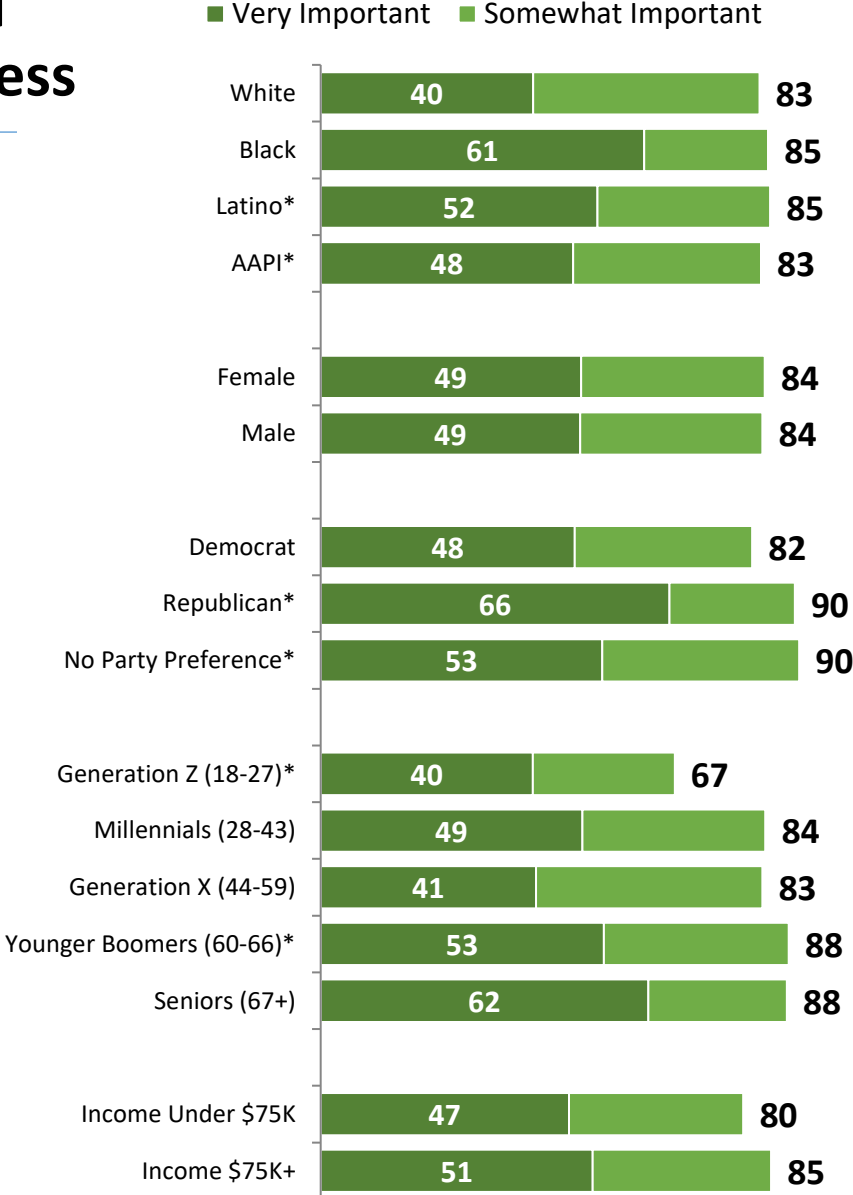
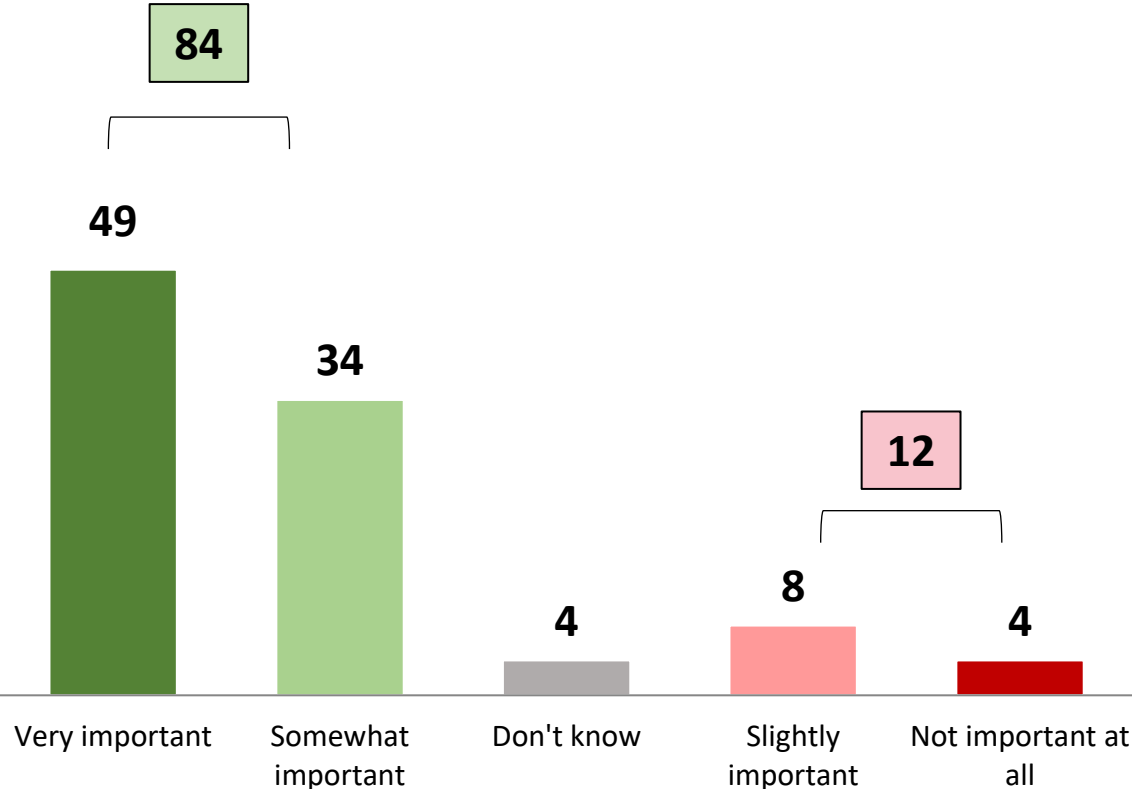
Blue Collar Jobs



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Overwhelming majority says it's important that Oakland encourage industrial, manufacturing, and logistics business

VOTE 1: How important, if at all, do you think it is that Oakland encourages industrial, manufacturing, and logistics businesses to remain in the city?



*small sample size



Two in three strongly agree that businesses that complying with environmental regulations should be encouraged to do business in Oakland

Statements about Blue Collar Jobs

■ Strongly agree ■ Somewhat agree

As long as industry and manufacturing businesses comply with environmental regulations, they should be encouraged to continue doing business in Oakland.



Industrial, manufacturing, and logistics companies should increase job training within their companies or support job training and placements by third parties.



Annual job fairs and recruitment performed by industrial, manufacturing, and logistics employers could help show the importance these jobs to Oakland and its residents



Top arguments for encouraging blue-collar jobs are helping formerly incarcerated people stay away from crime, and giving young people alternatives to college

Supporter Messages

Very convincing Somewhat convincing

More well-paying blue-collar jobs can help **formerly incarcerated people** stay away from crime and make the city safer.



Increasingly, young people are looking for **alternatives to college**, and industrial, manufacturing, and logistics businesses can offer strong career opportunities.



Oakland has strength in its **roots** as a strong blue collar industrial and manufacturing town, and the city can rebuild itself on that strength.



One of the reasons that Oakland **youth engage in crime** is that not enough blue-collar jobs are available.



Top arguments are similar across groups

Arguments are less convincing to moderate, middle-age, and college grad voters

Supporter Messages

	FORMERLY INCARCERATED	ALTERNATIVES TO COLLEGE	ROOTS	YOUTH CRIME
Total	37	36	23	18
Female	35	37	19	16
Male	39	34	28	19
Democrat	37	35	22	19
No Party Preference	41	39	26	16
Republican	18	31	16	3
Progressive	40	39	24	23
Liberal	39	33	24	14
Moderate	27	31	19	9
Generation Z (18-27)*	45	48	21	21
Millennials (28-43)	37	32	22	13
Generation X (44-59)	33	33	24	14
Younger Boomers (60-66)	28	32	21	21
Seniors (67+)	42	40	25	26
White	31	34	19	11
Black	48	38	28	22
Latino*	42	33	31	20
AAPI*	33	39	15	25
Under \$75K	47	40	17	25
\$75K+	34	33	26	15
Not College Graduate	43	43	21	27
College Graduate	34	31	25	12

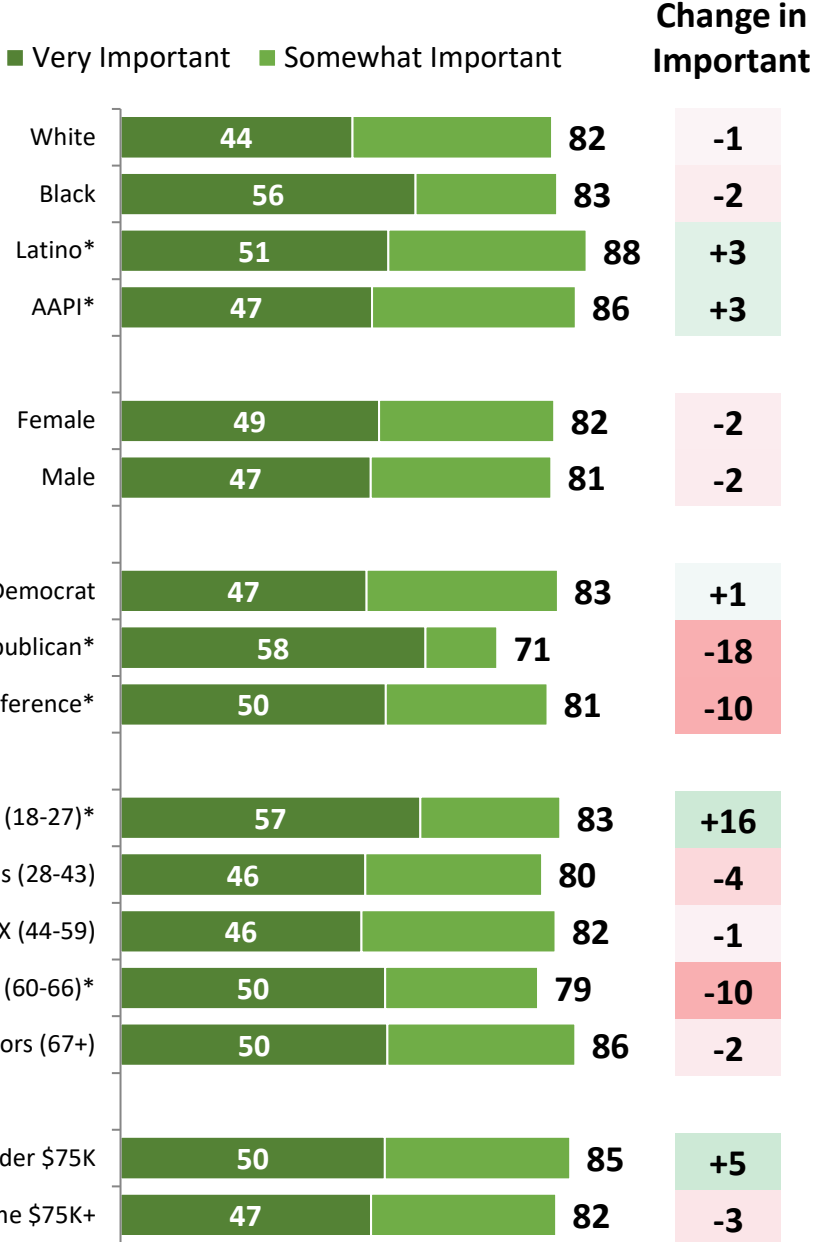
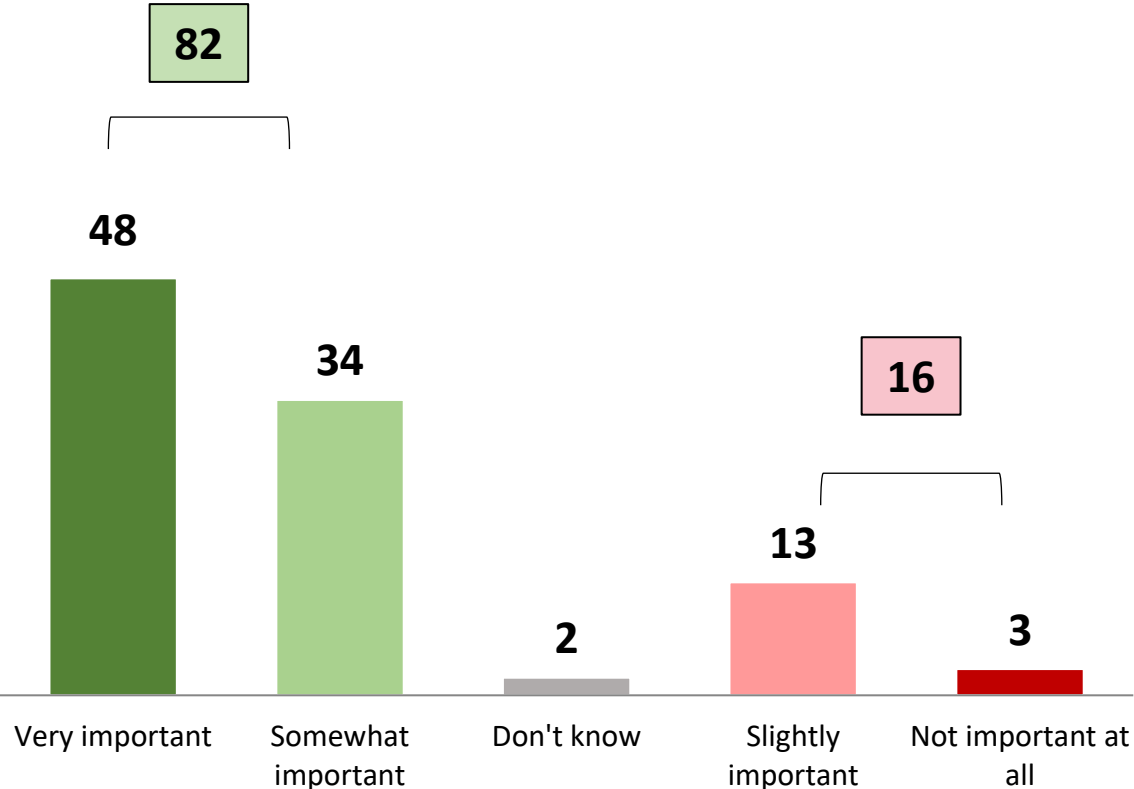


*small sample size



After arguments, support remains high, but there is some dropoff among independents and middle-age voters

VOTE 2: How important, if at all, do you think it is that Oakland encourages industrial, manufacturing, and logistics businesses to remain in the city?



*small sample size

