



Oakland Voter Survey
Conducted September 14th – September 18th 2023



Survey Methodology

Sample	<ul style="list-style-type: none">• 400 likely November 2024 voters
Dates	<ul style="list-style-type: none">• Conducted September 14th to September 18th, 2023
Methodology	<ul style="list-style-type: none">• Phone: Landline and cell• Online: text-to-web• Survey conducted in English
Margin of error	<ul style="list-style-type: none">• $\pm 4.9\%$ for entire sample; higher for subgroups• Note: Due to rounding, responses may not add to 100%• * next to subgroups indicate low sample size (<30)

Summary Findings

Atmosphere and Issues	<ul style="list-style-type: none">➤ Nearly three-quarters of voters (74%) feel things in Oakland are going in the wrong direction; including 72% of Democrats.➤ 74% of voters think the quality of life in Oakland has gotten worse in recent years.➤ Voters feel that crime is the number one issue facing Oakland, with 83% volunteering crime as a major issue facing Oakland.➤ 74% of voters say reducing crime is absolutely critical.
Oakland Leadership	<ul style="list-style-type: none">➤ Mayor Thao is viewed unfavorably by voters (-25 net unfavorability), and over half of voters (56%) disapprove of the job Thao is doing as mayor.➤ More than half (56%) of voters would currently vote to replace Mayor Thao.➤ District Attorney Price is viewed unfavorably by voters (-20 net unfavorability), and half of voters (51%) disapprove of the job Price is doing as DA. A majority of voters (51%) would vote to replace DA Price.
Attitudes on Crime	<ul style="list-style-type: none">➤ 91% are personally concerned about crime in Oakland.➤ 80% of voters think that crime is getting worse in Oakland.➤ 63% of voters do not feel safe from violent crime, and 80% of voters feel unsafe from property crime.
Impacts and Solutions	<ul style="list-style-type: none">➤ A majority of Oakland voters (55%) have considered leaving the city due to crime.➤ Voters overwhelmingly support putting more resources into youth mentoring, putting more resources into the police force, enforcing criminal laws, and hiring more police.

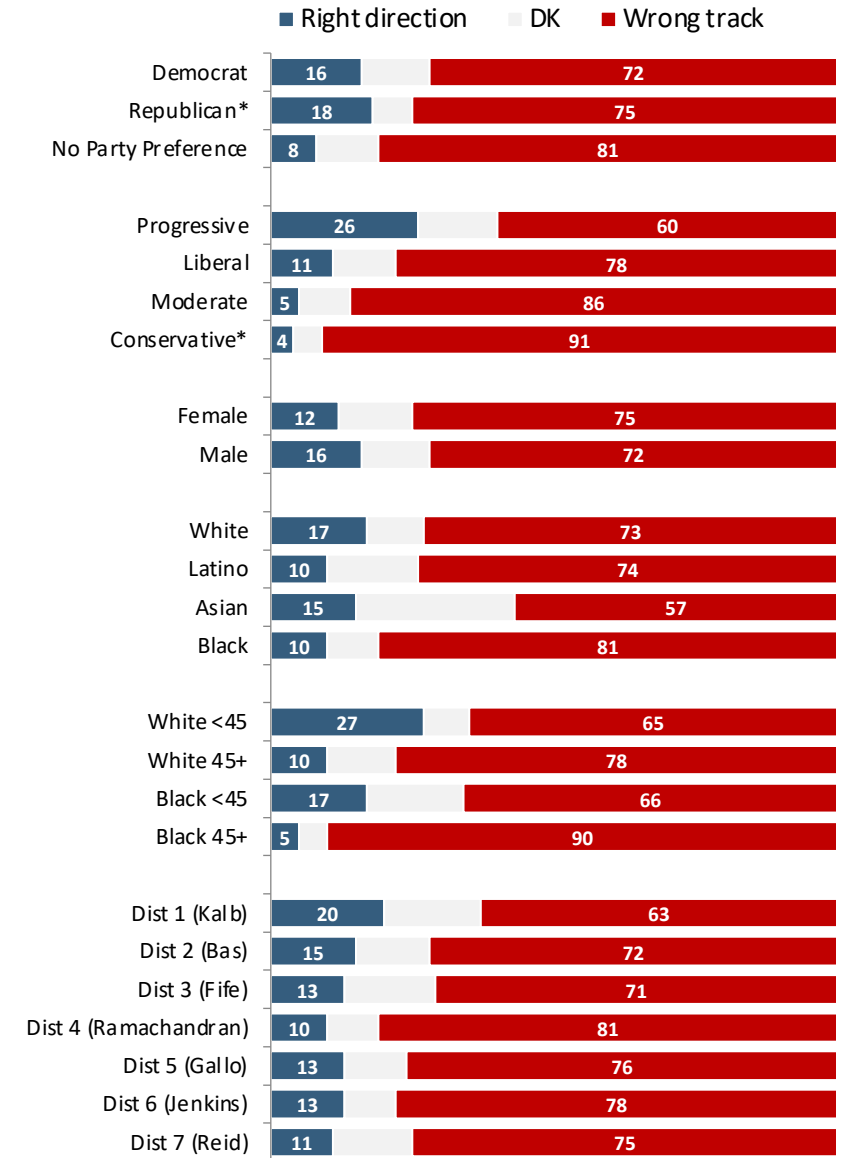
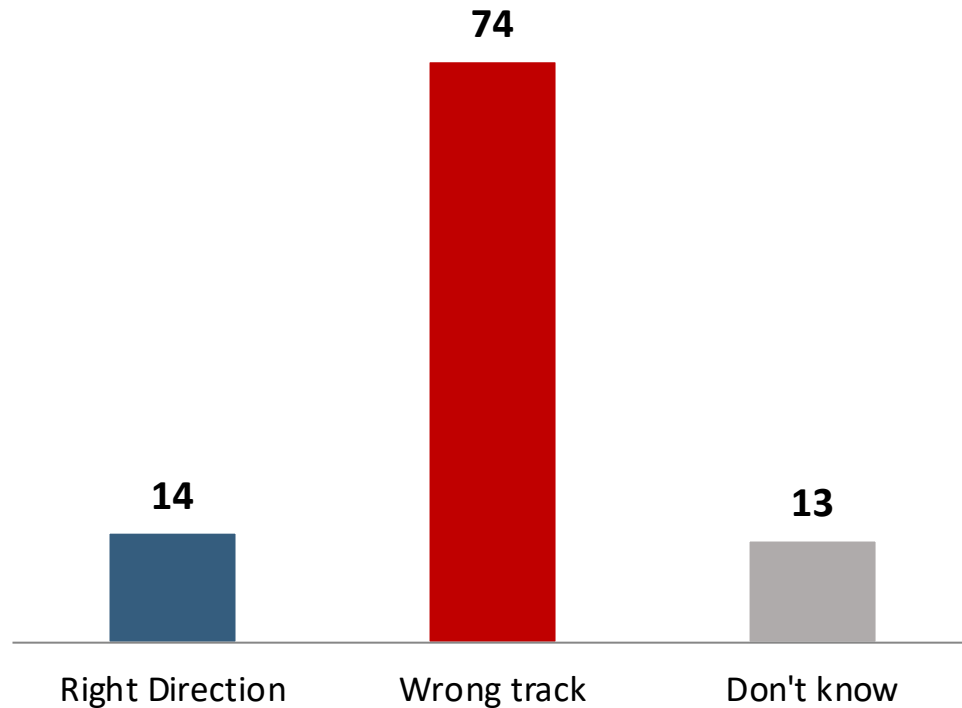


Atmosphere & Issues



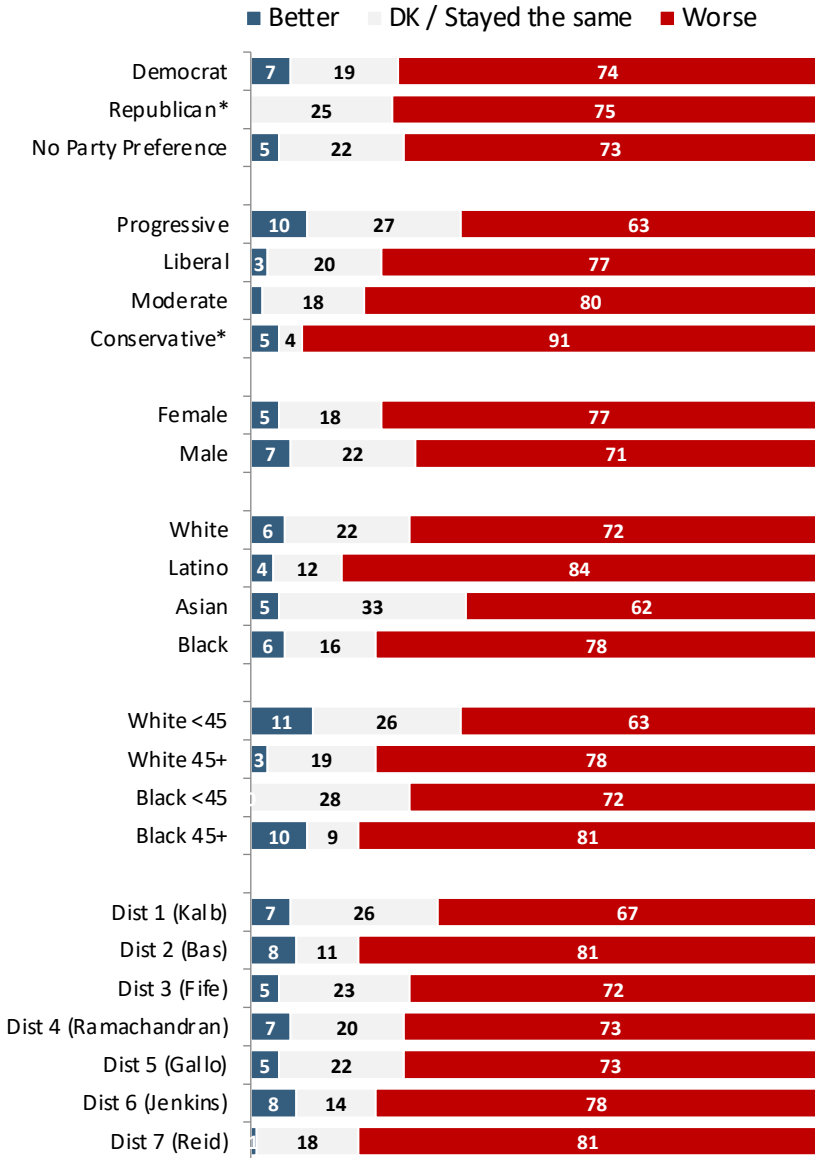
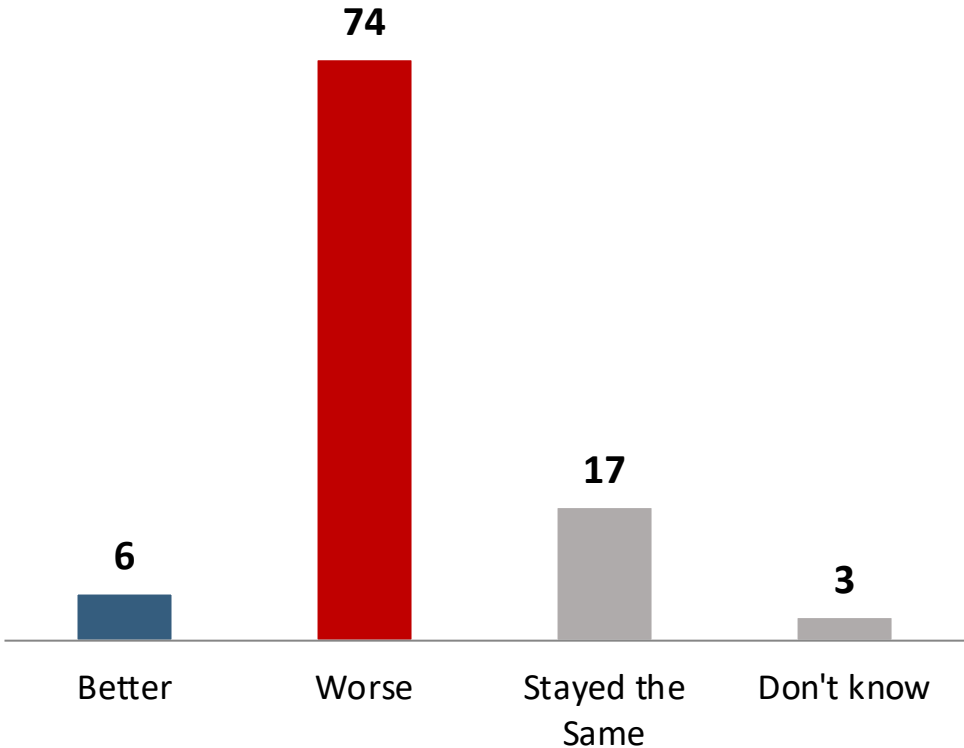
Almost three-in-four voters (74%) feel things in Oakland are going in the wrong direction; including 72% of Democrats

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



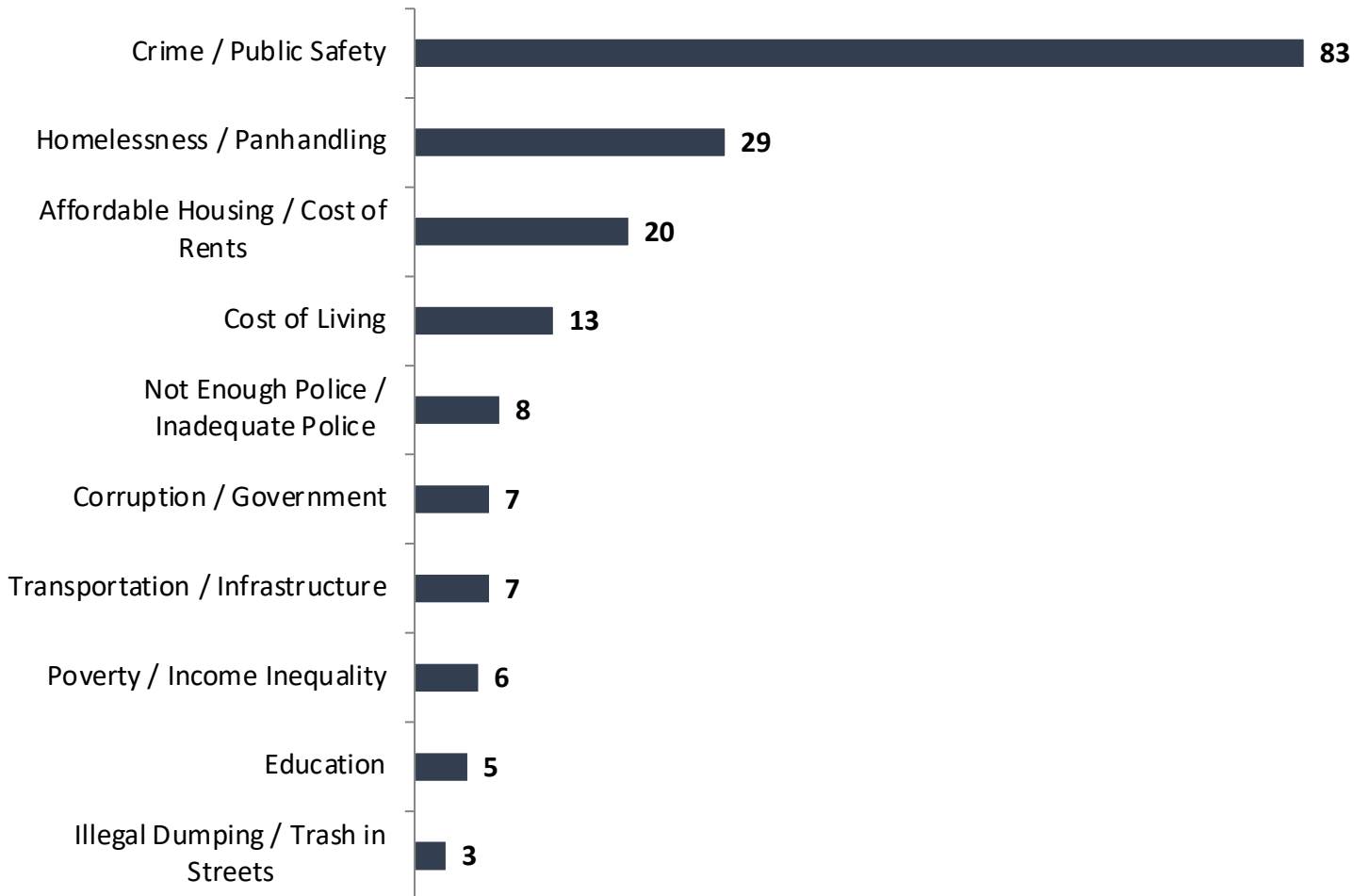
74% of voters think that the overall quality of life in Oakland has become worse in the past few years; Latinos, Black voters are among most likely to say things have gotten worse

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?



When asked to volunteer the major issues facing Oakland, voters by a large margin say crime is the biggest issue

What do you feel are the major issues facing Oakland today?



Where do I start? The completely inexperienced and inept mayor and City Council. Crime and homelessness is out of control. People are leaving because they can't take it anymore. Businesses are leaving because they are tired of getting broken into. I personally am afraid to even go out anymore. My beloved car was stolen. Many neighborhoods look like war zones.

-- White NPP Female, 50

Crime, homeless, lack of policing, filth/garbage/graffiti, useless city leaders.

-- Moderate Black Female, 50

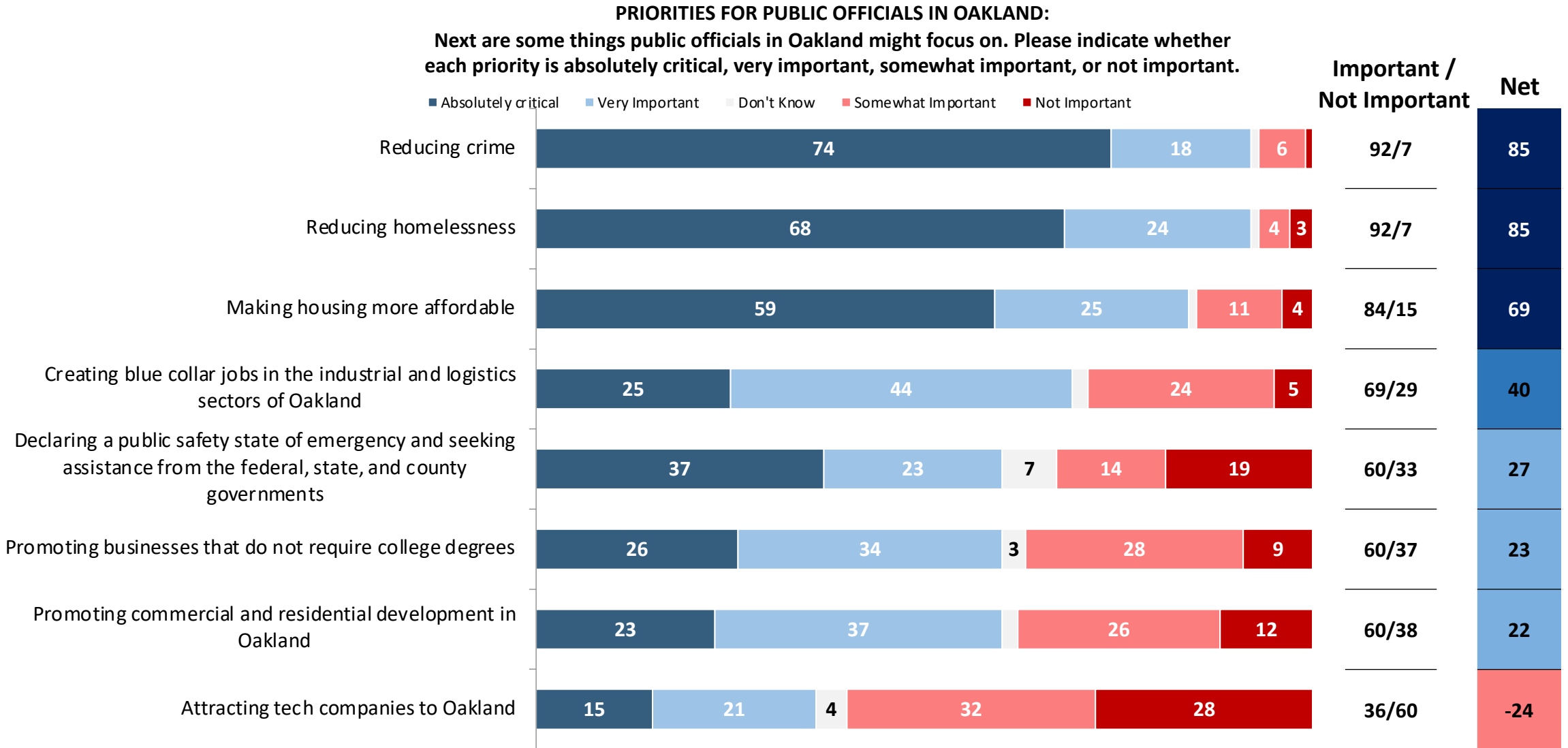
The city council and district attorney are not serving our community, they are enabling crime and not enforcing the law. There are homeless encampments everywhere and the police do not do anything about it. The crime is practically at an anarchy level .

-- White Conservative Female, 49

Rampant crime, poor DA performance, homelessness.

-- Liberal Latino Male, 69

Voters say reducing crime is the most critical priority for public officials in Oakland, followed by reducing homelessness and making housing more affordable

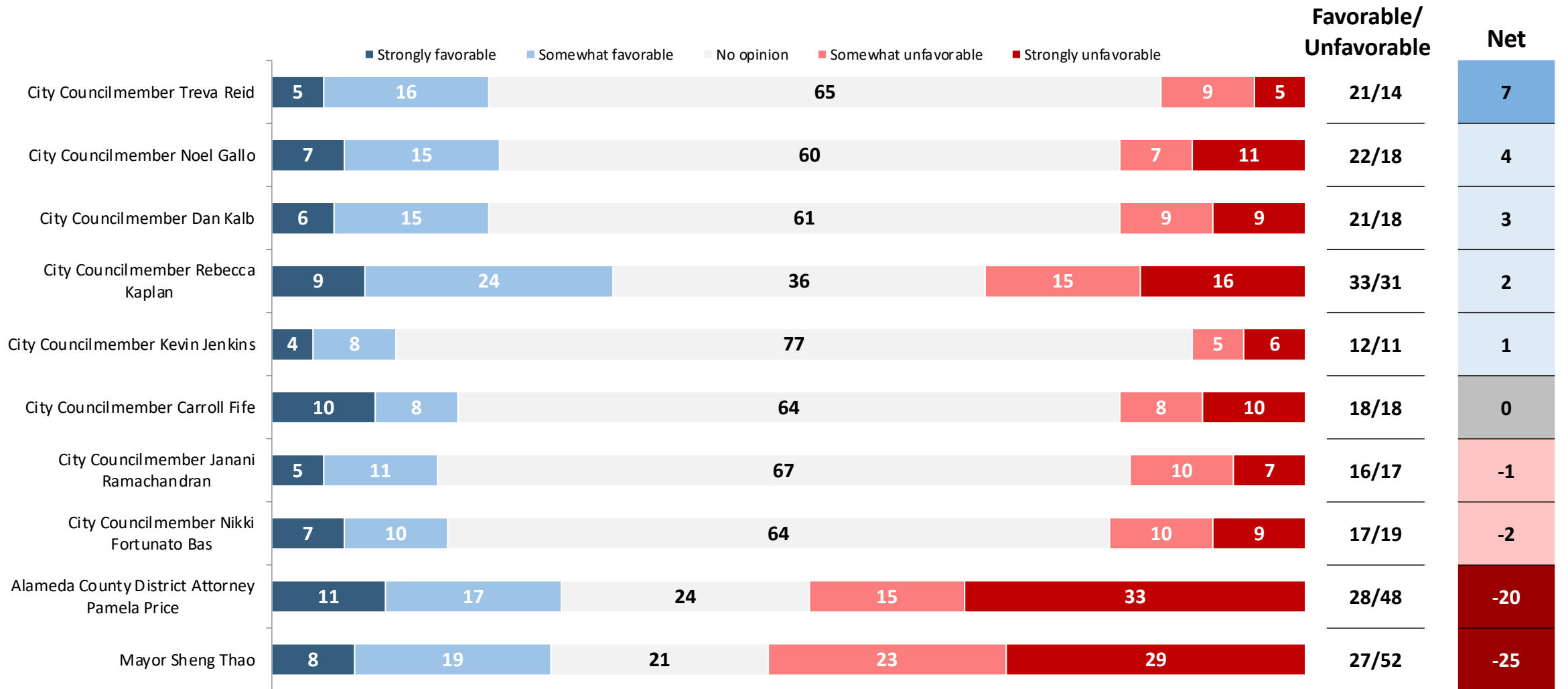




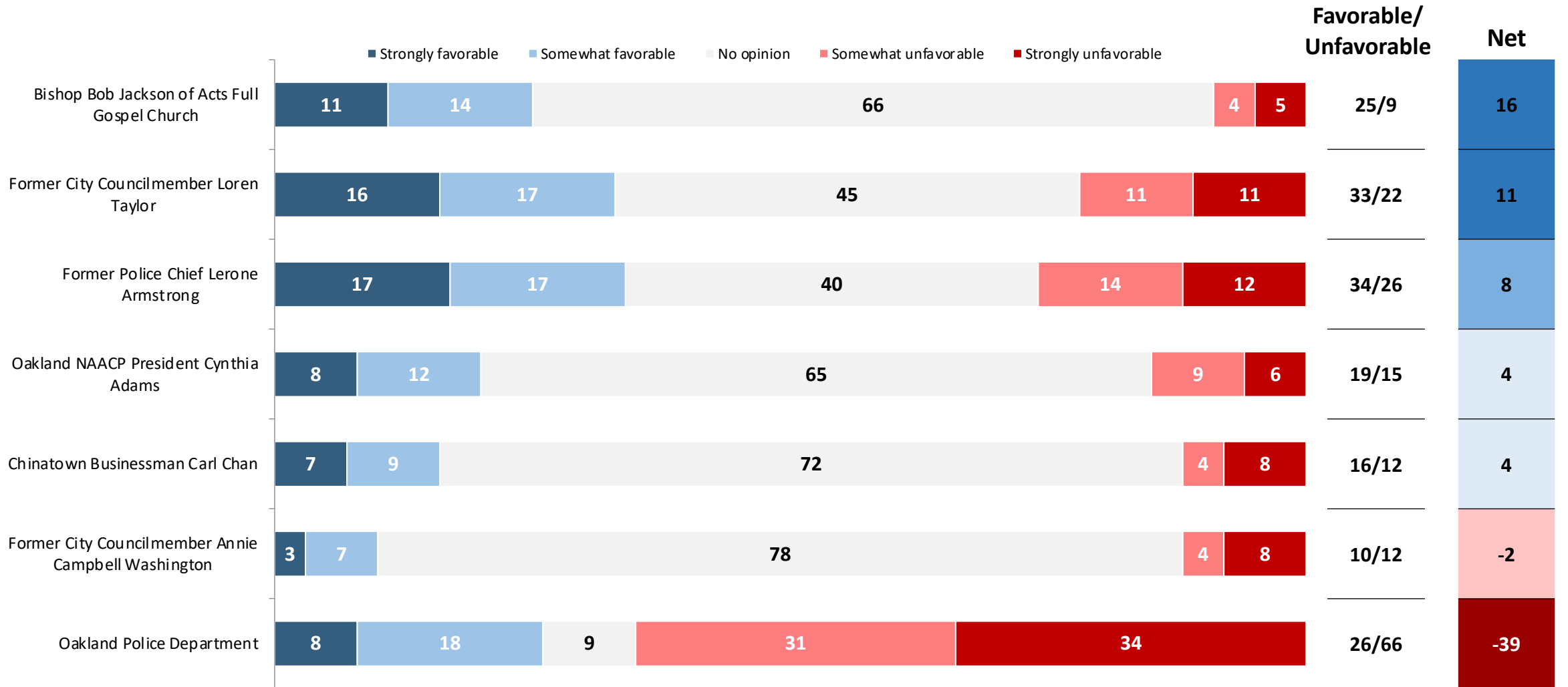
Oakland Leadership



Elected officials: Mayor Thao (-25 net unfavorable) and District Attorney Price (-20) viewed unfavorably by voters

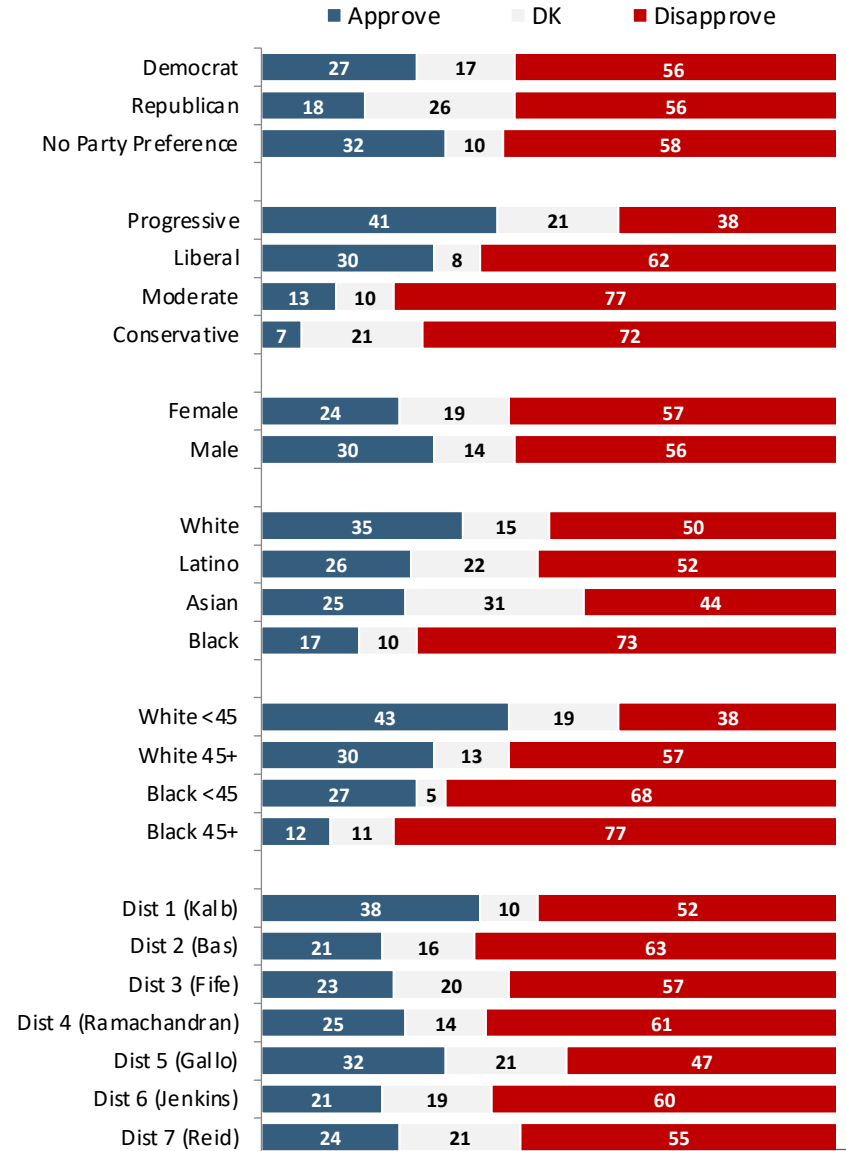
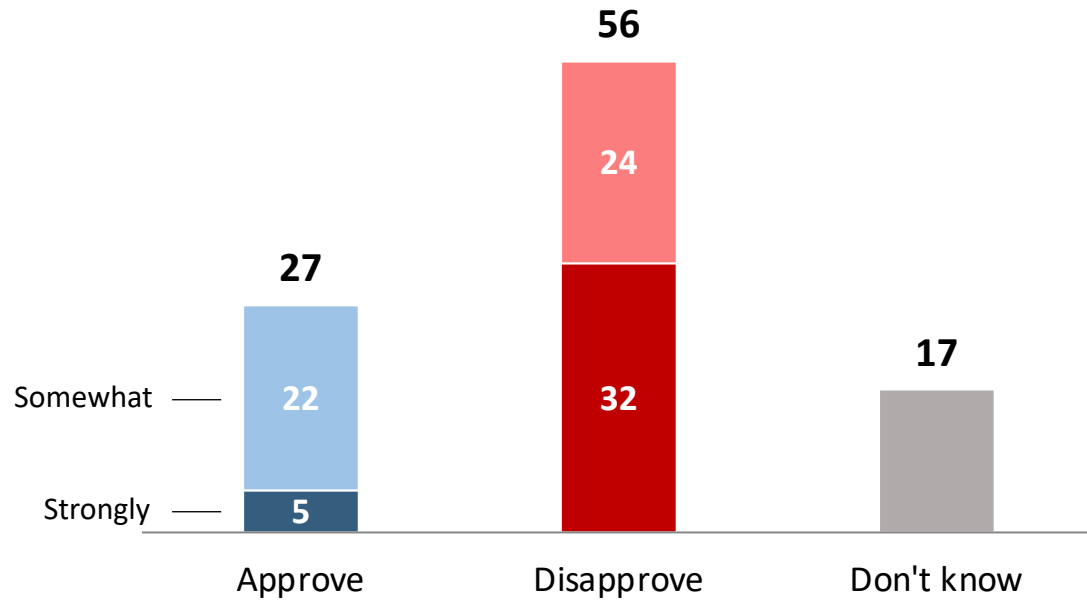


Community leaders: Bishop Jackson (+16 net favorability), former Councilmember Taylor (+11), and former Police Chief Armstrong (+8) viewed most favorably by voters; Oakland PD seen unfavorably (-39)



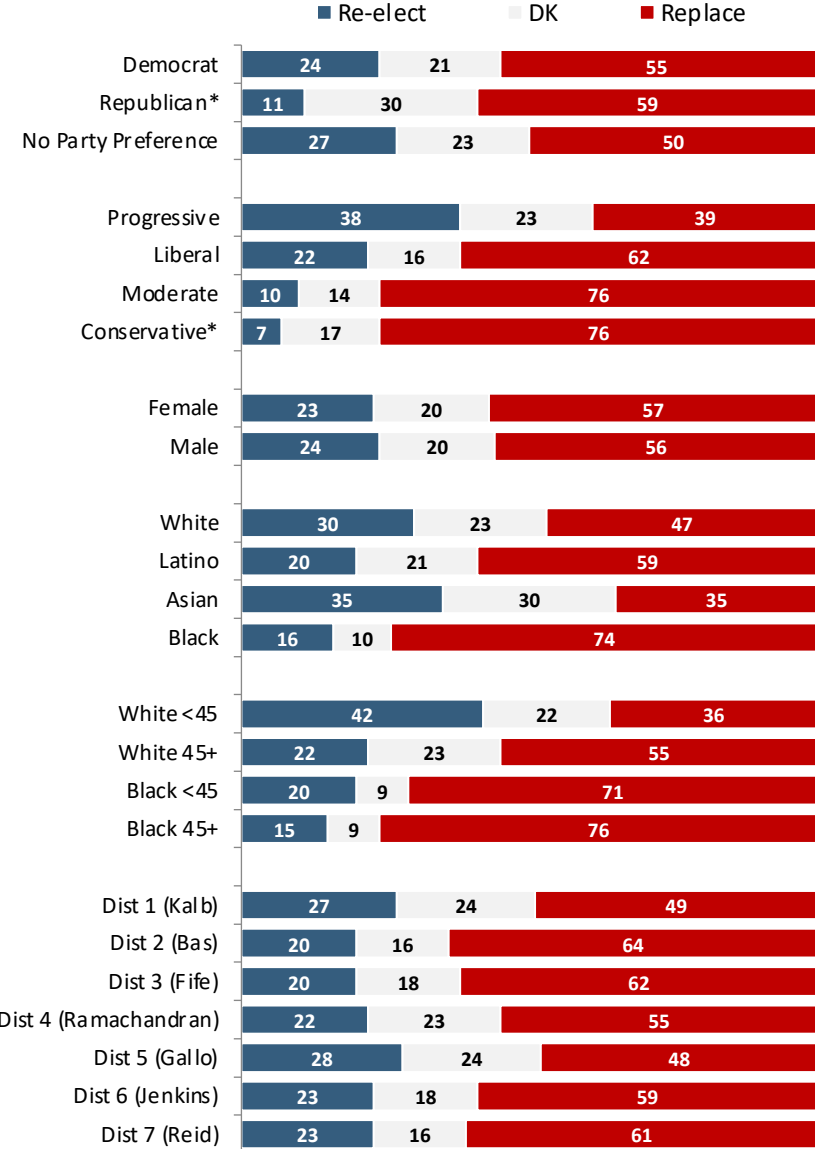
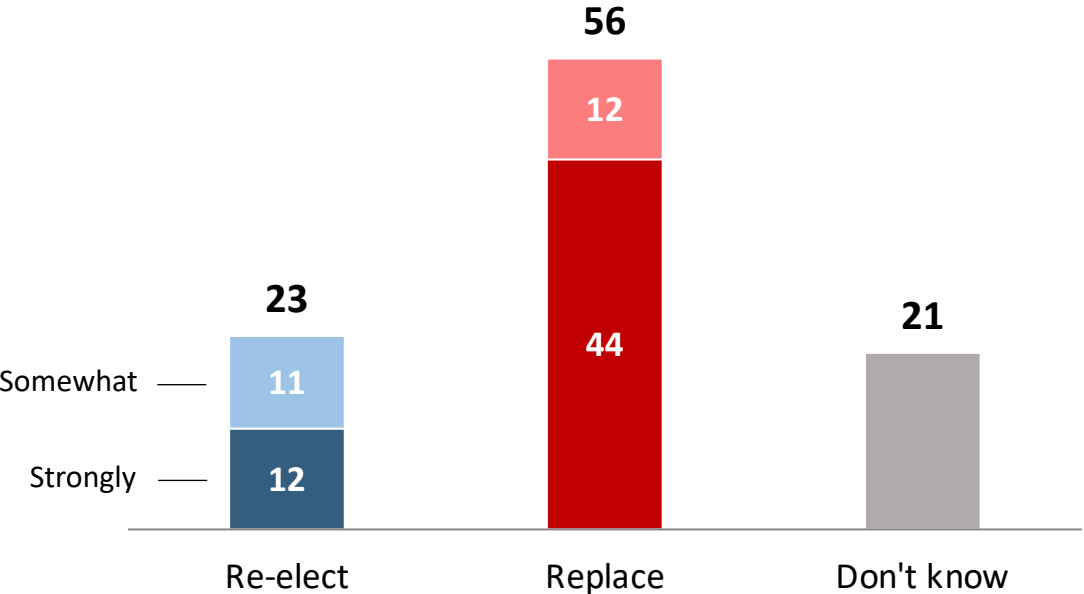
Over half of voters (56%) disapprove of the job Mayor Thao is doing; 73% of Black voters disapprove

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



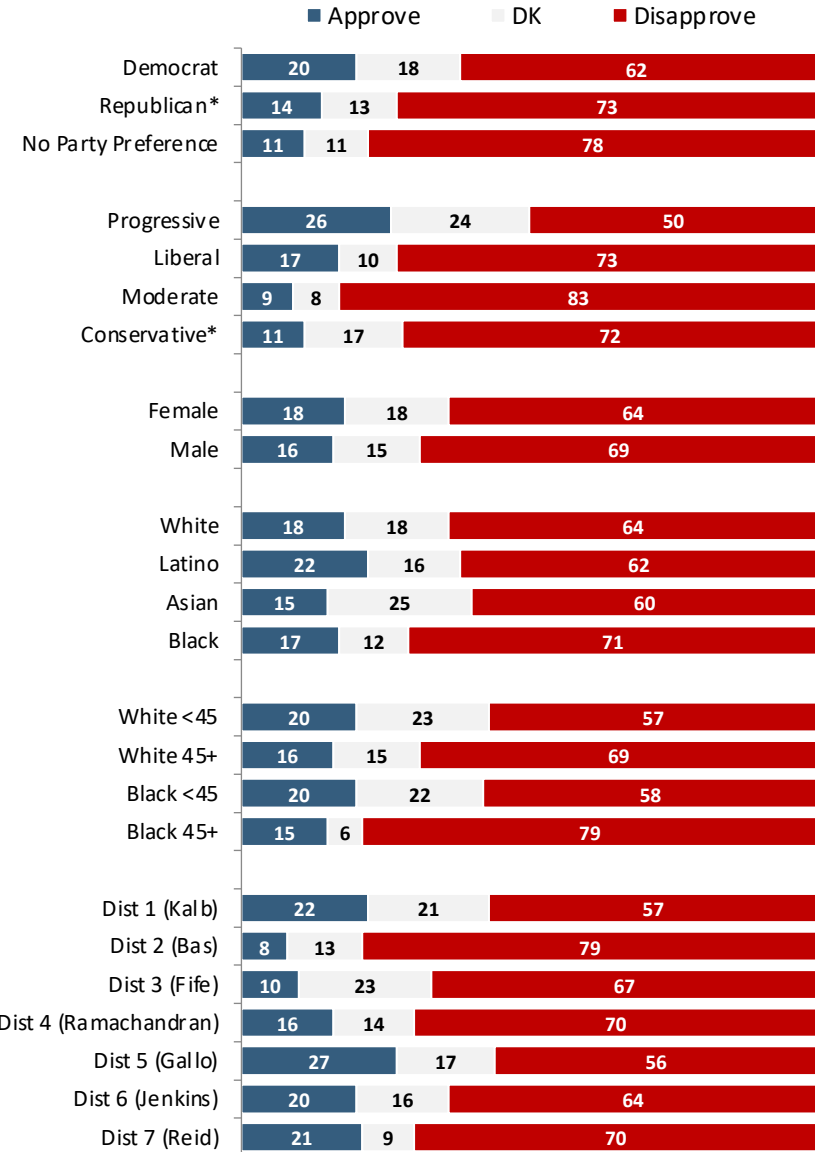
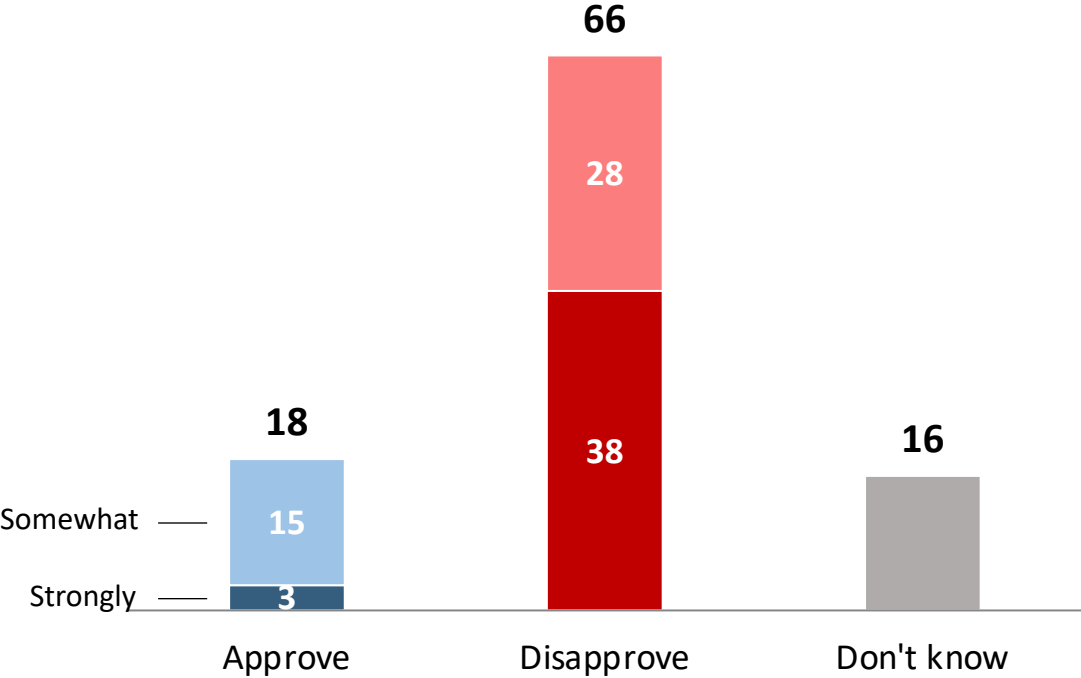
56% of voters would currently vote to replace Mayor Thao

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?



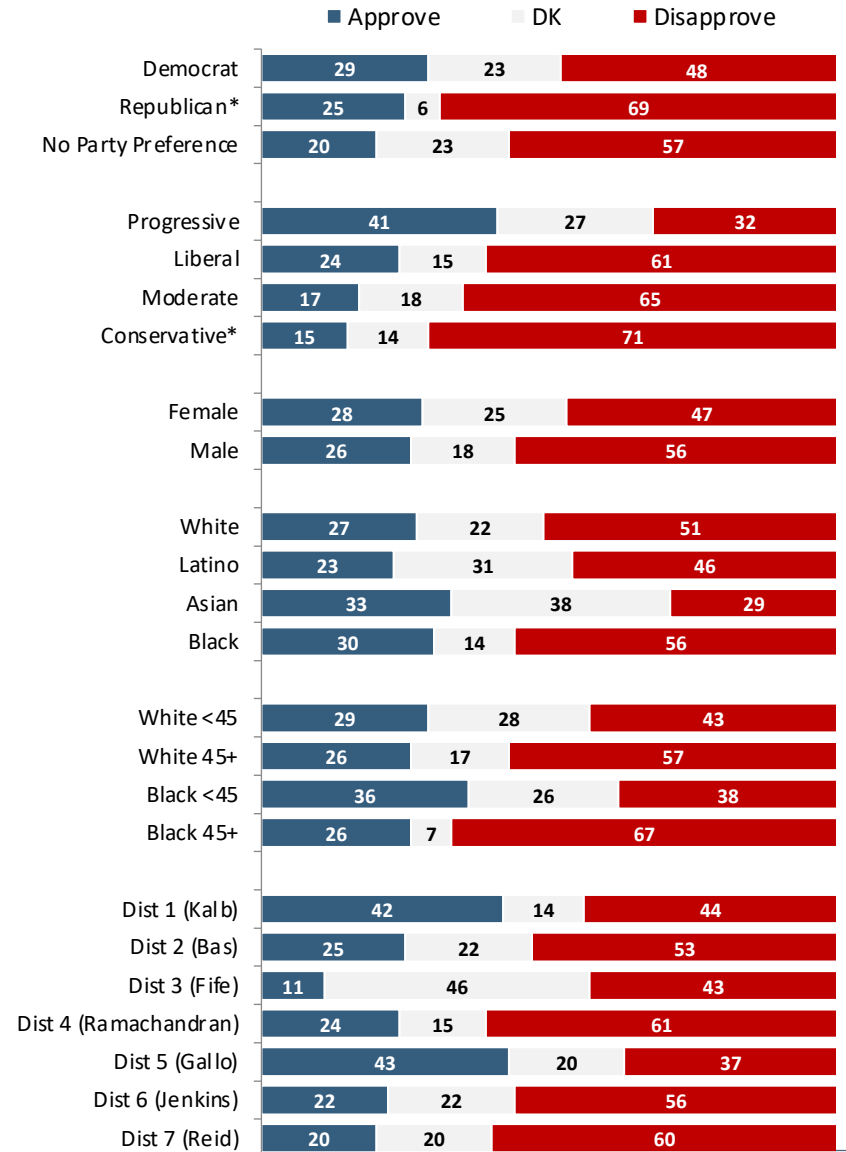
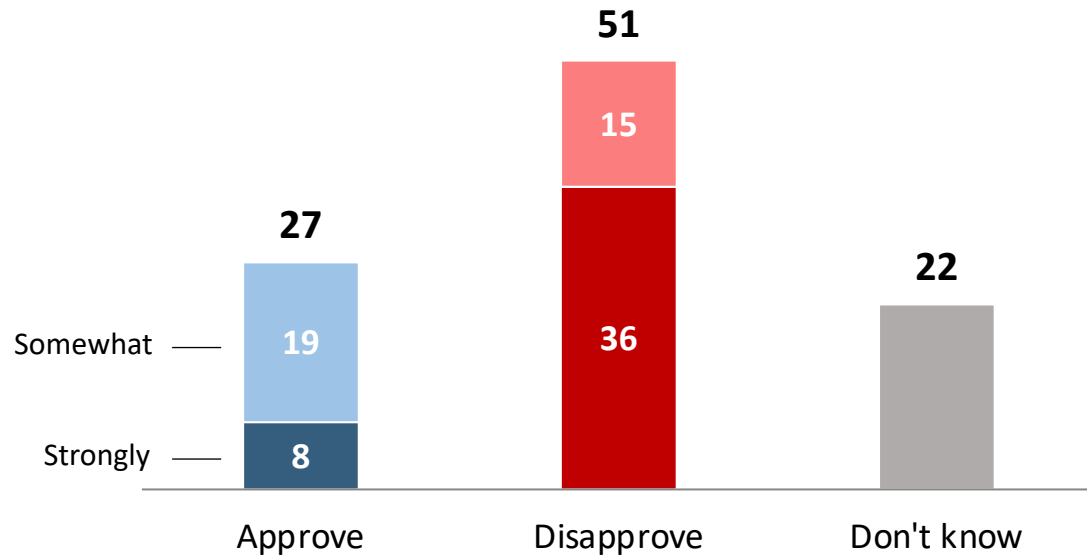
Two-thirds of voters (66%) disapprove of the Oakland City Council

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



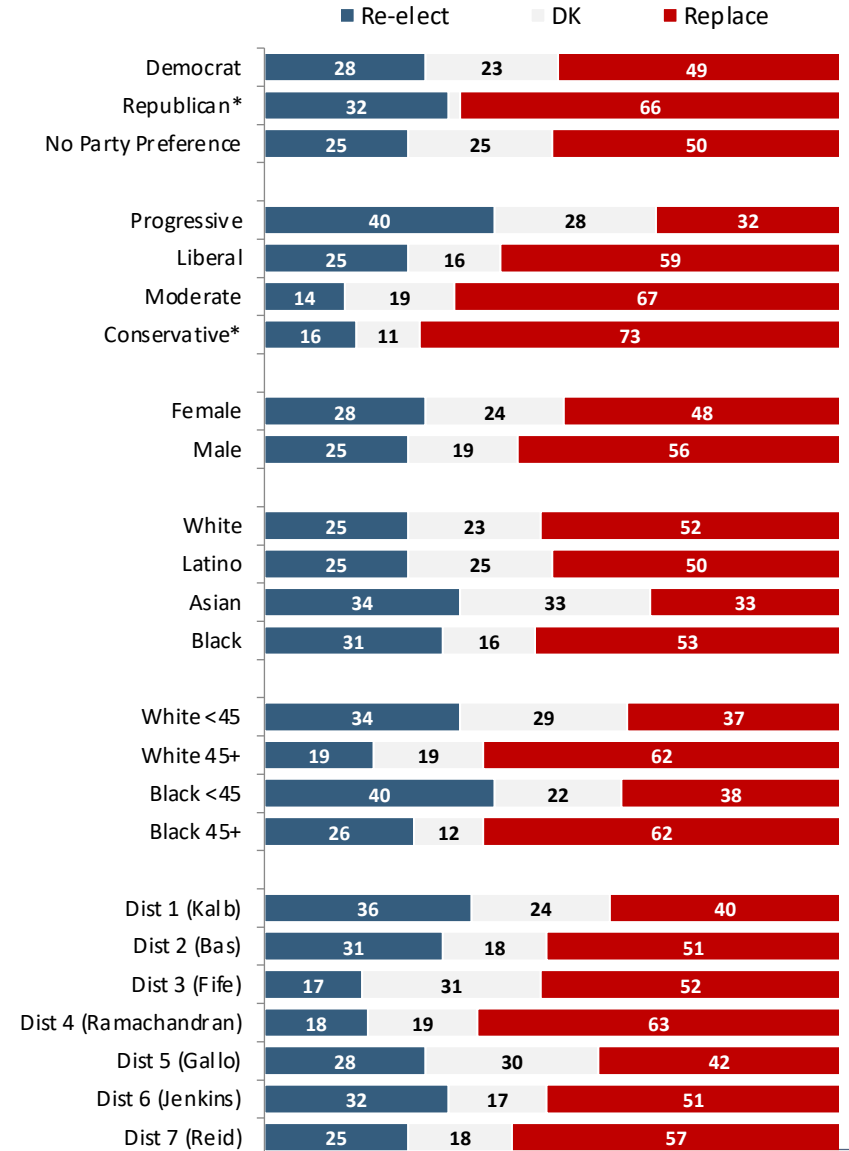
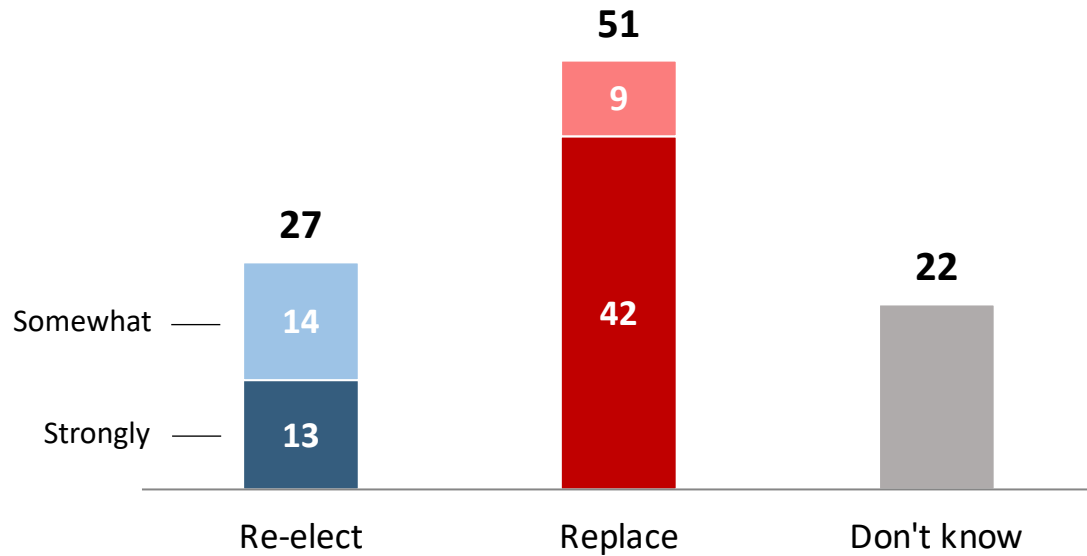
Half of voters (51%) disapprove of DA Price

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



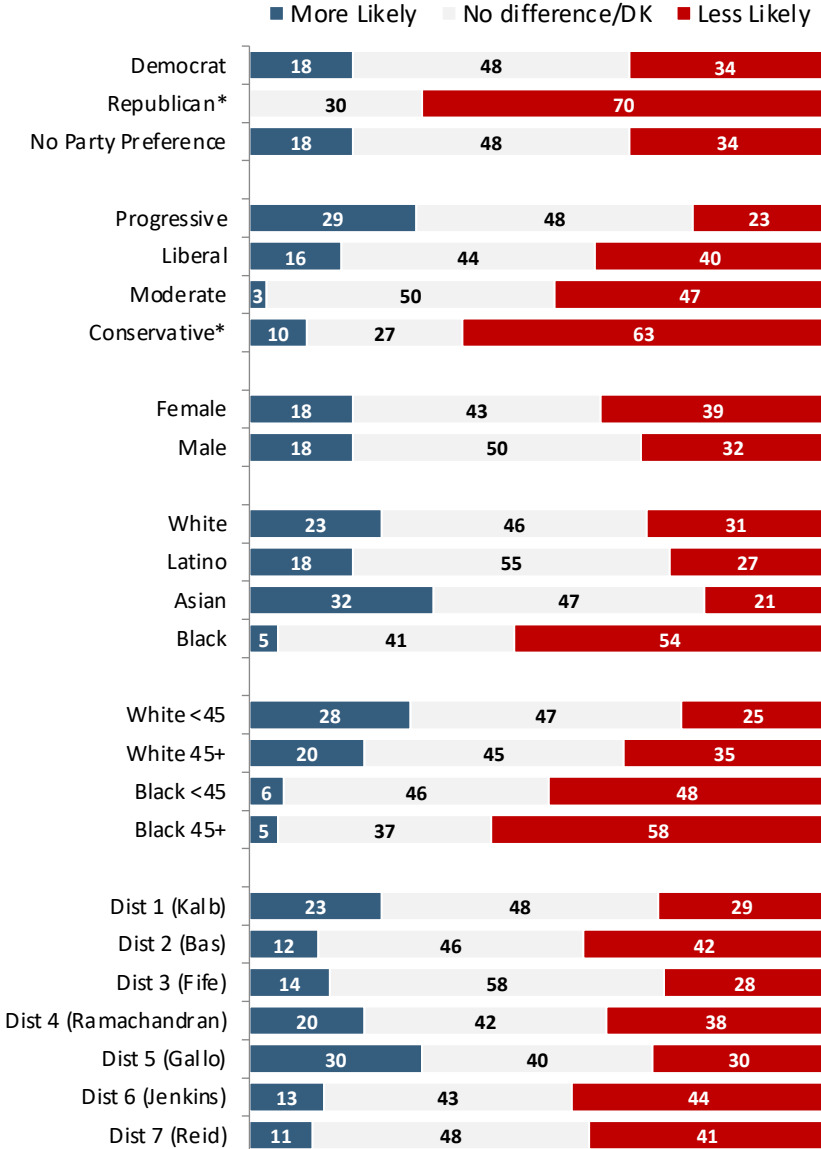
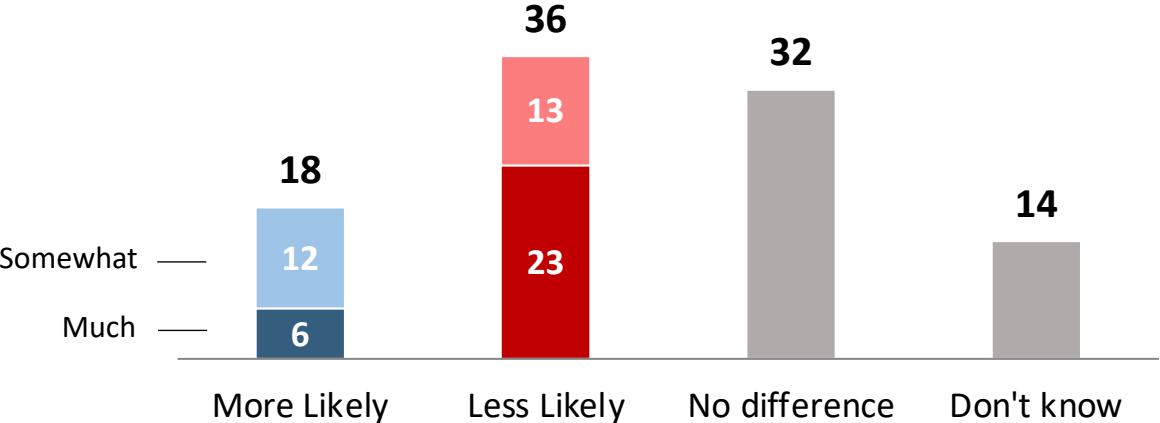
Majority of voters (51%) would vote to replace DA Price

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?



Mayor Thao's endorsement would cause only 18% of voters more likely to vote for a prospective City Council candidate, compared to 36% saying it would make them less likely

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?



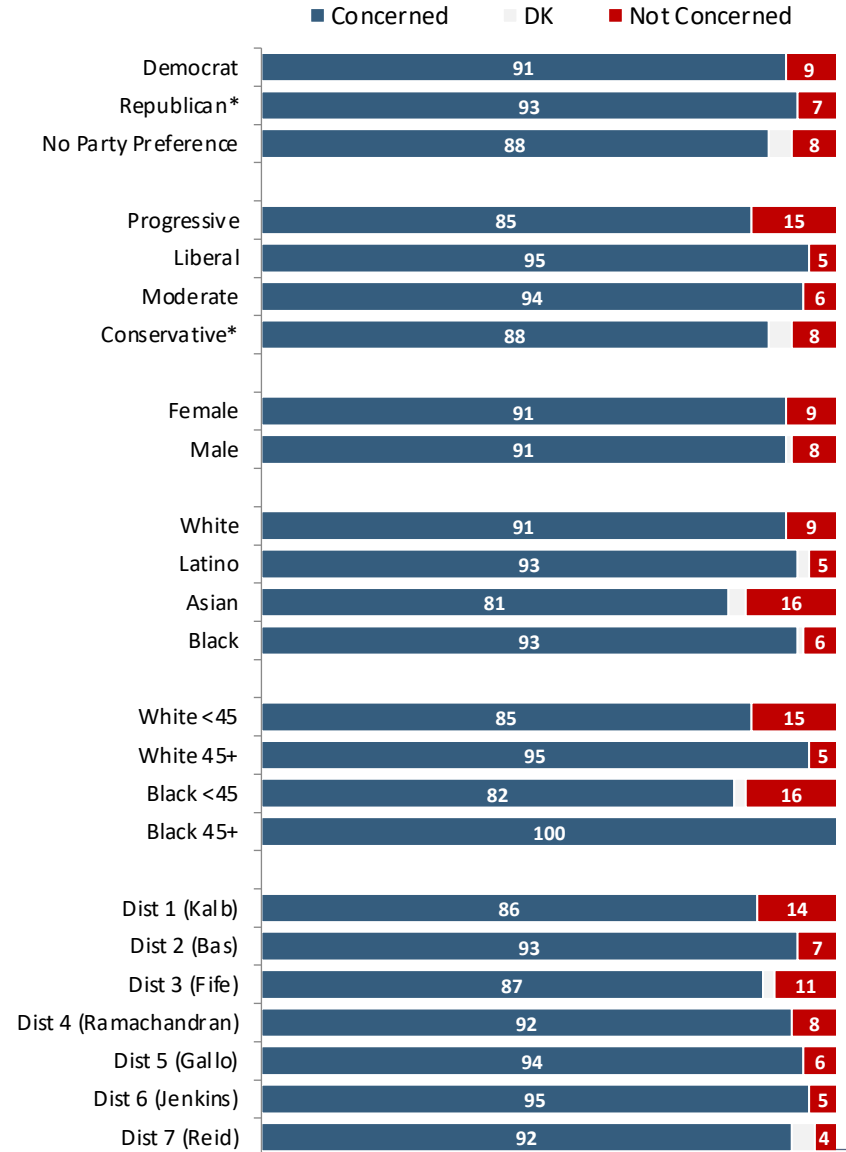
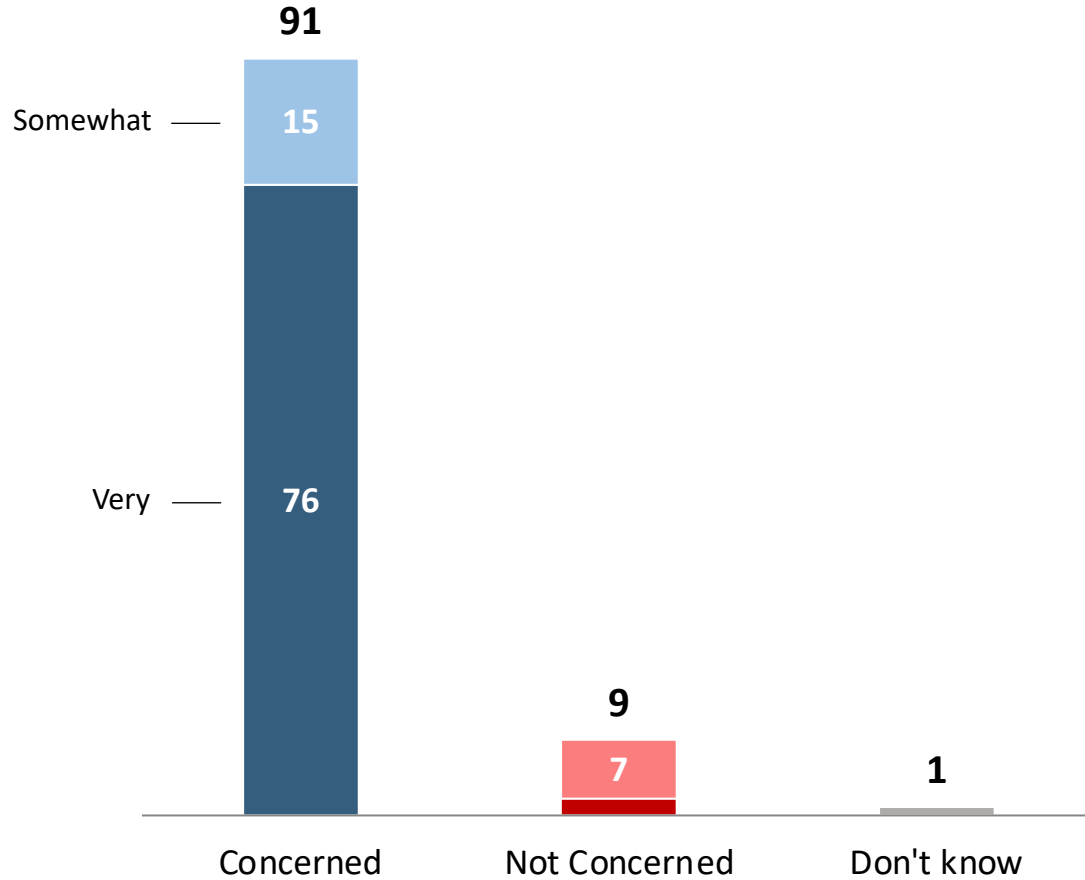


Attitudes on Crime

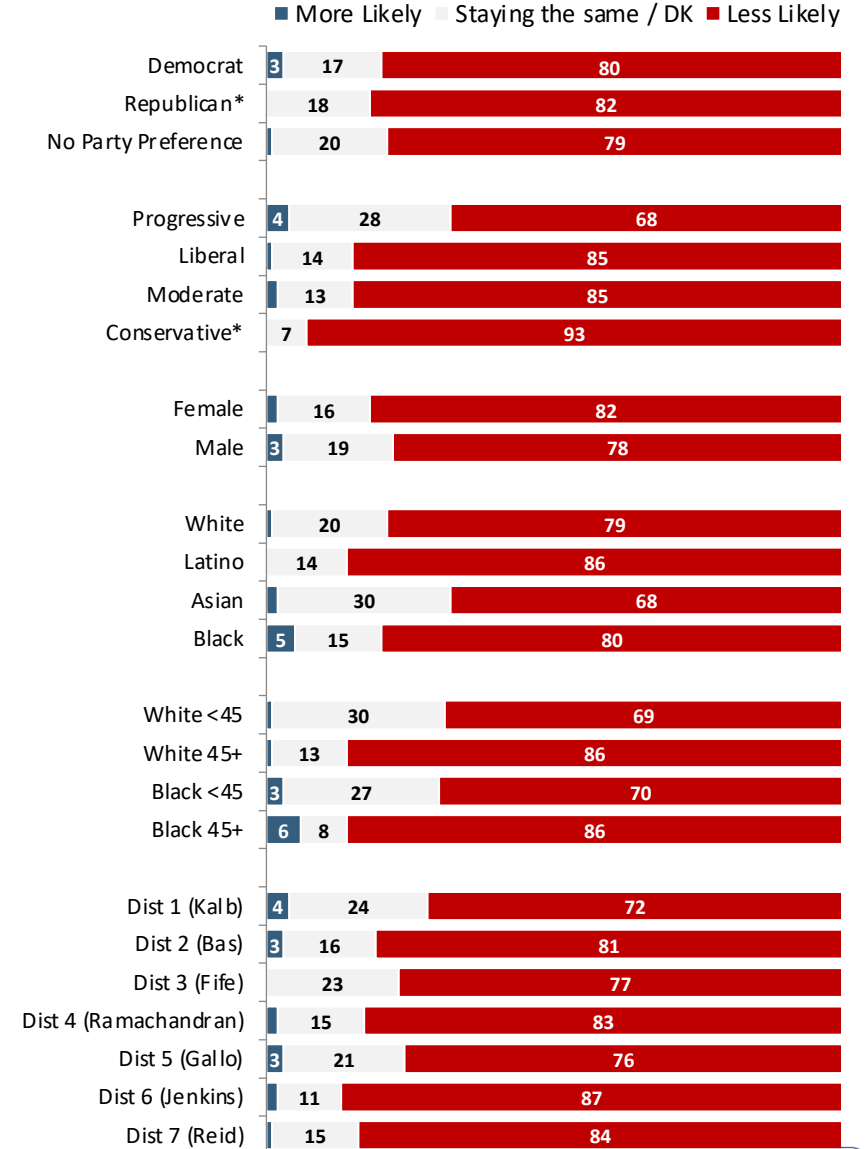
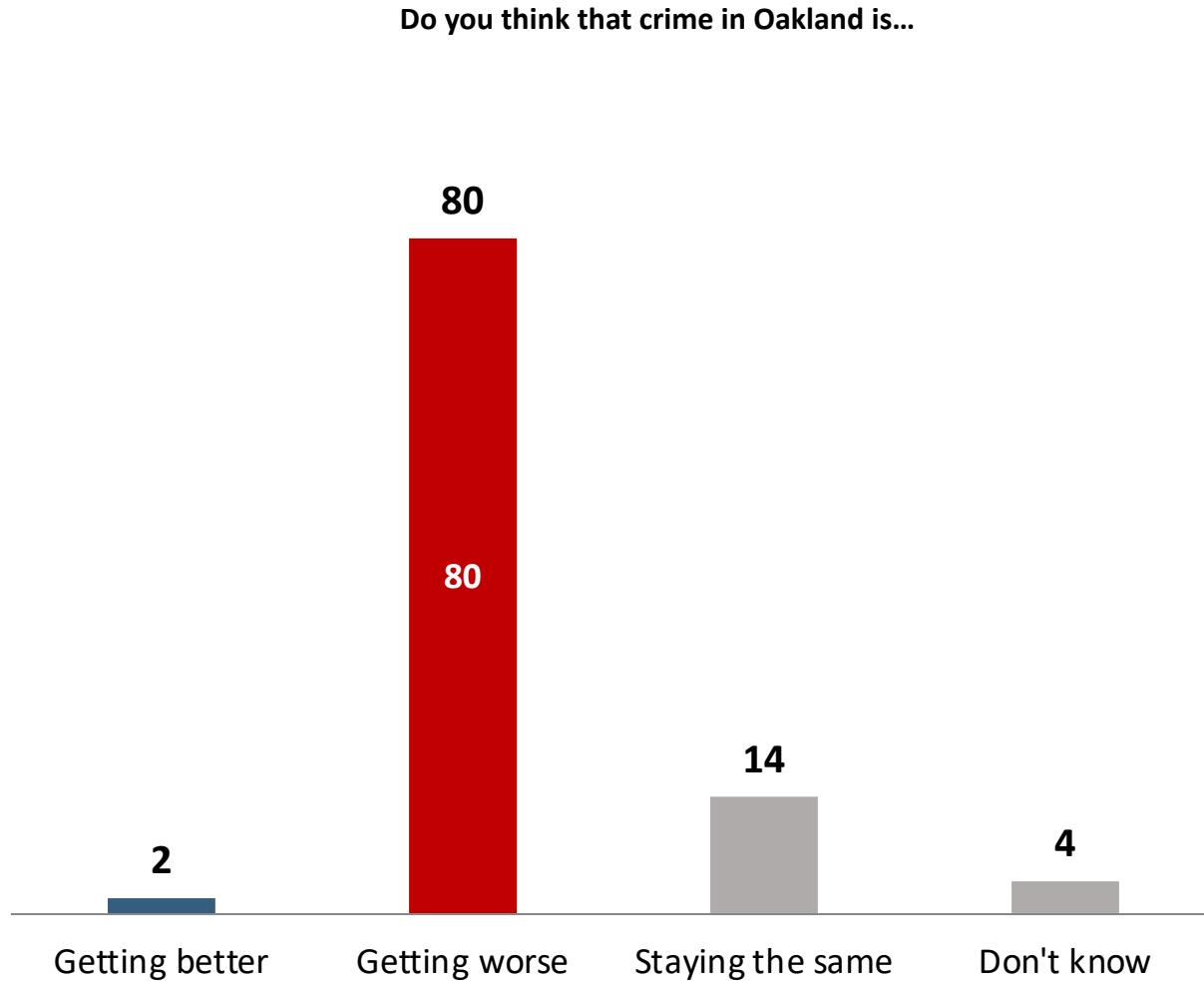


Nine-in-ten voters (91%) are personally concerned about crime in Oakland, with 76% of voters very concerned

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

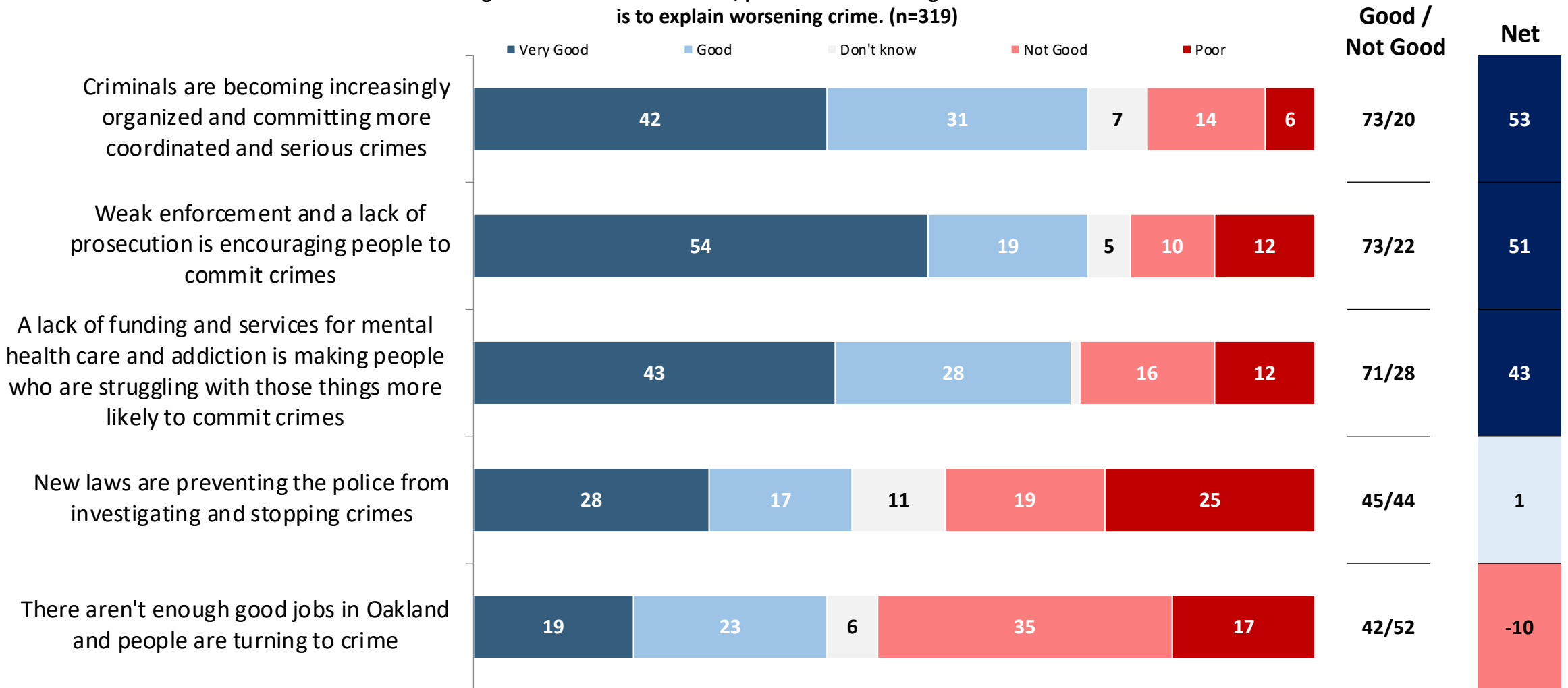


80% of voters think that crime in Oakland is getting worse



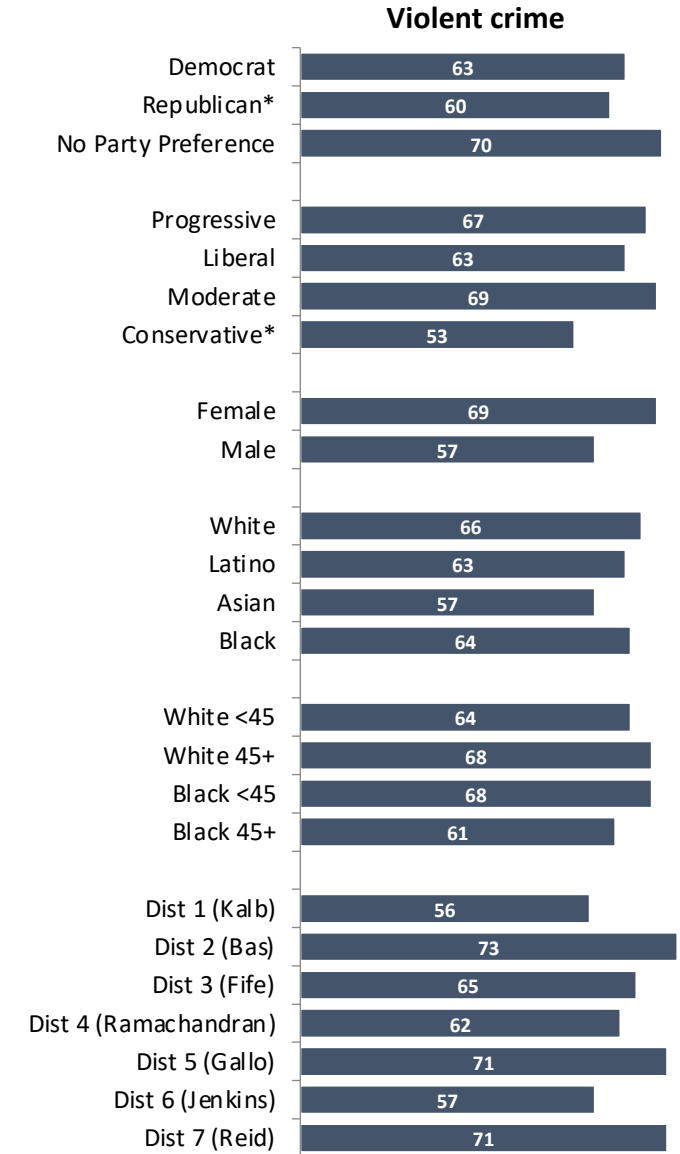
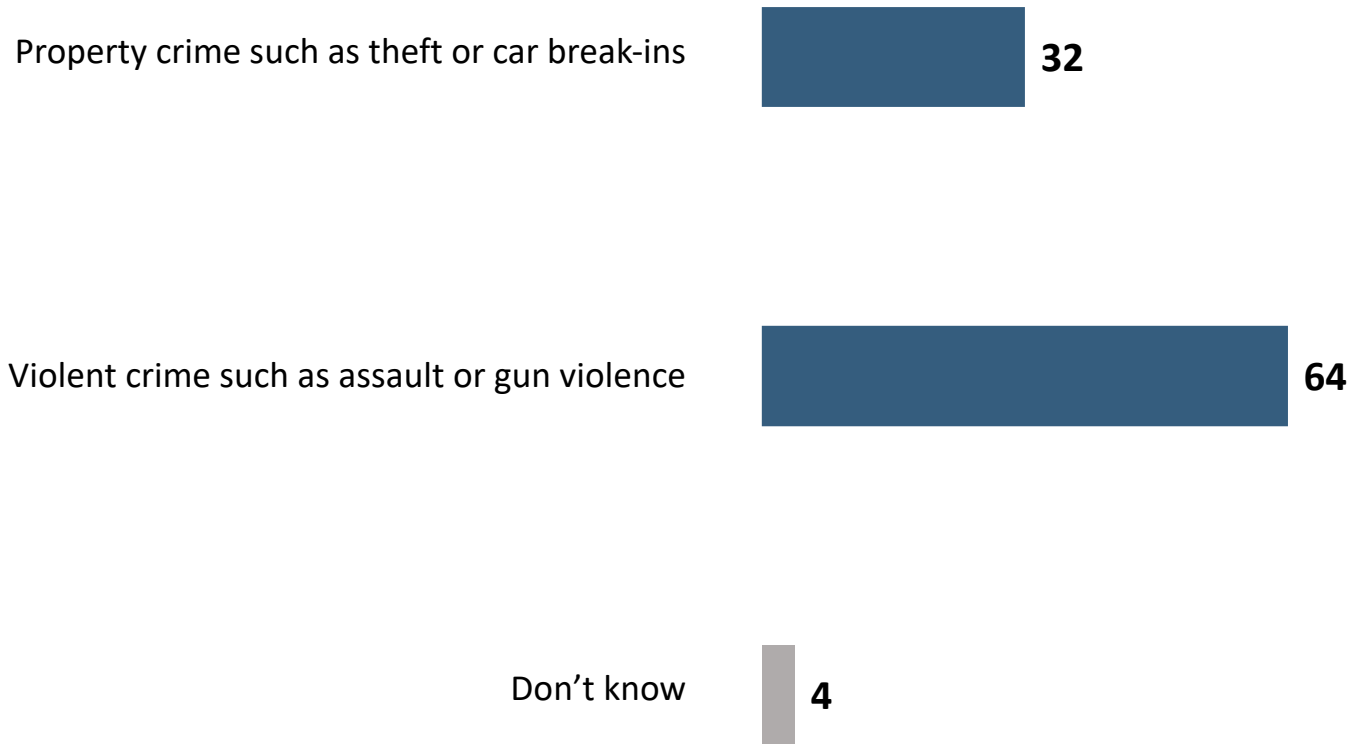
Voters who believe crime is getting worse say that more criminal organization, weak enforcement, and a lack of funding for mental health and addiction are the top reasons to explain why crime is getting worse

IF GETTING WORSE: Here are some reasons that people are causing crime to get worse. For each of these, please indicate how good of a reason this is to explain worsening crime. (n=319)



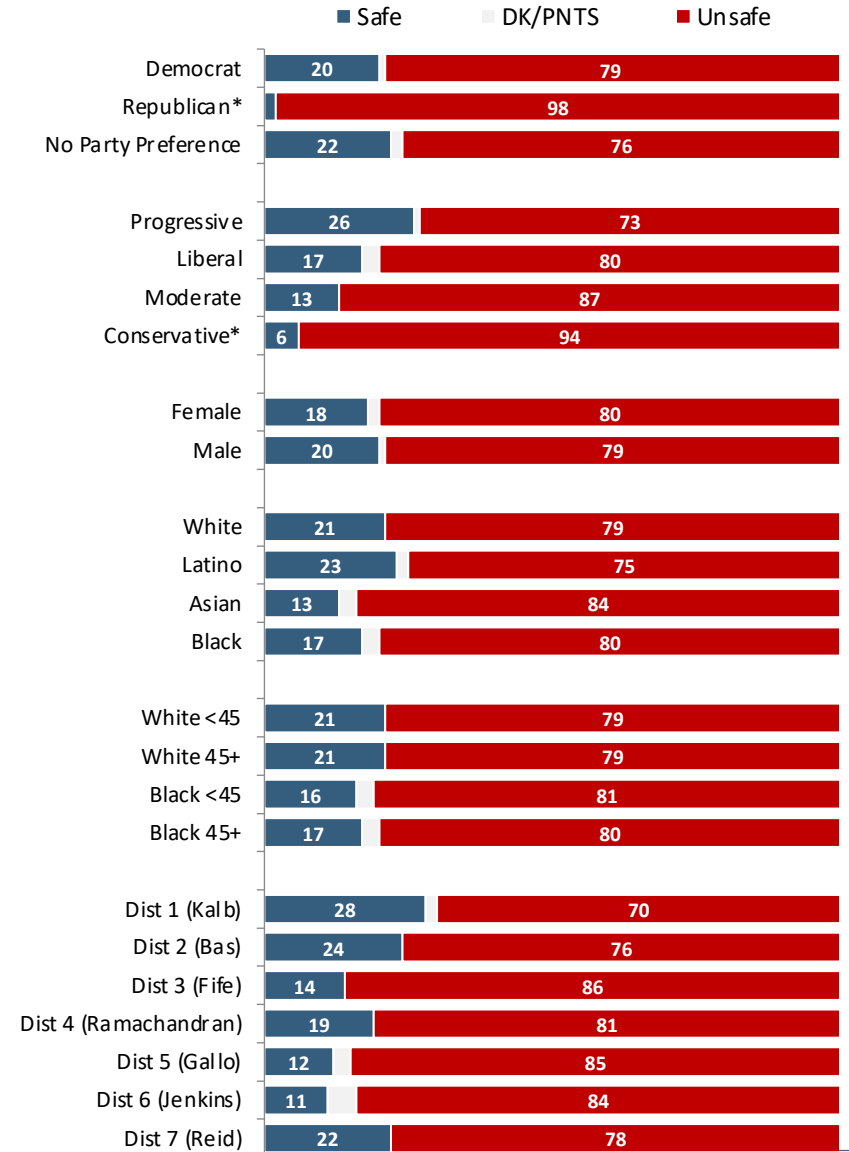
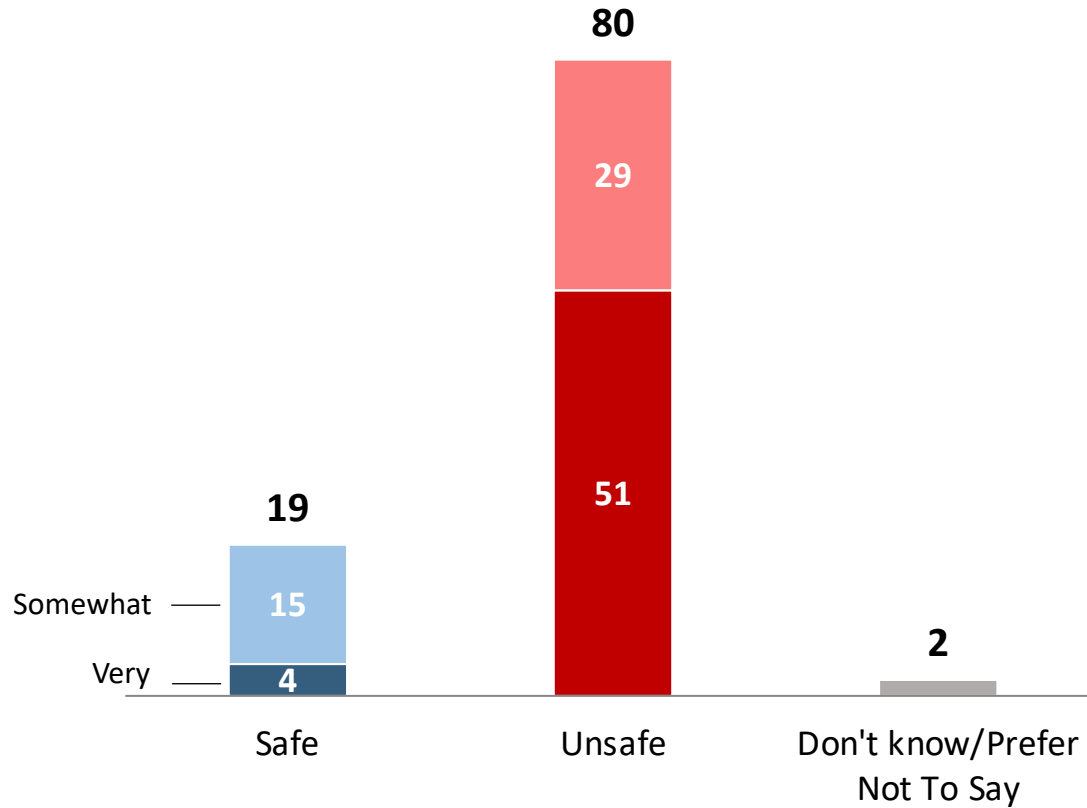
Twice as many voters (64% versus 32%) are concerned with violent crime than property crime

Which of the following are you personally most concerned about?



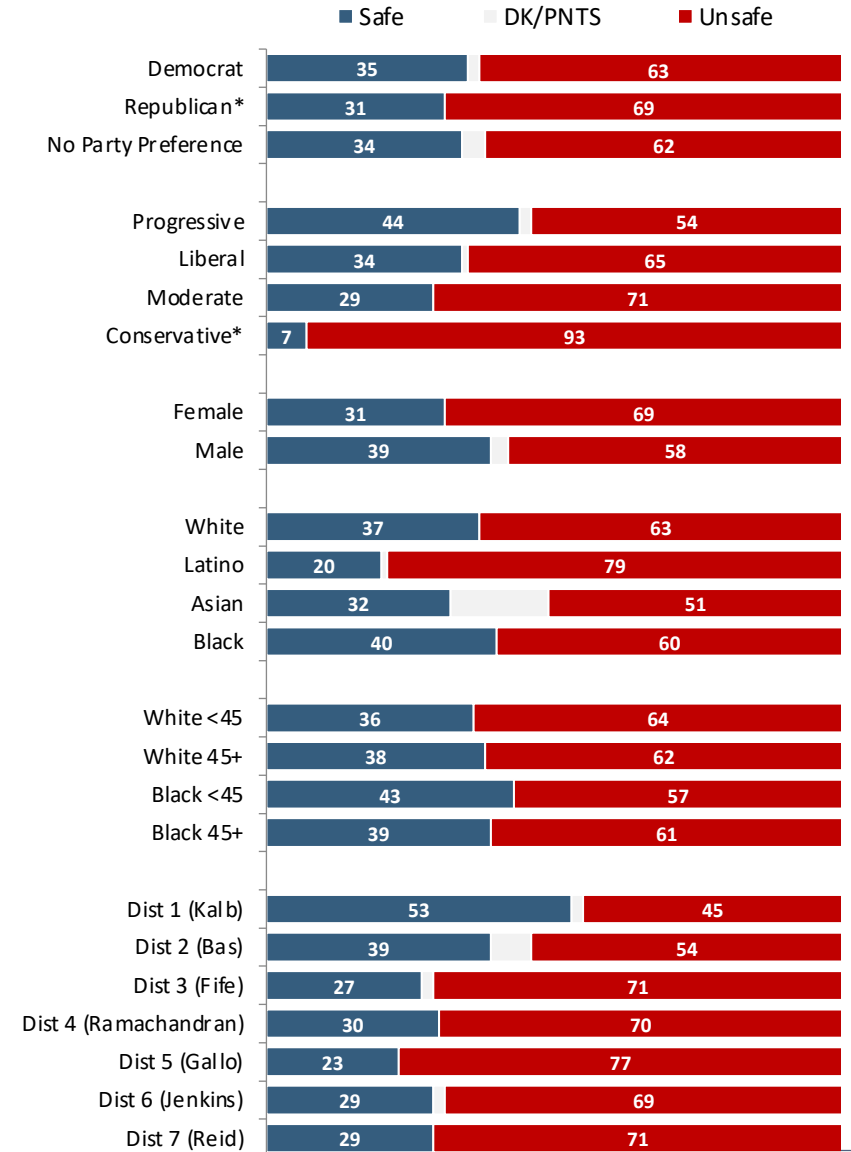
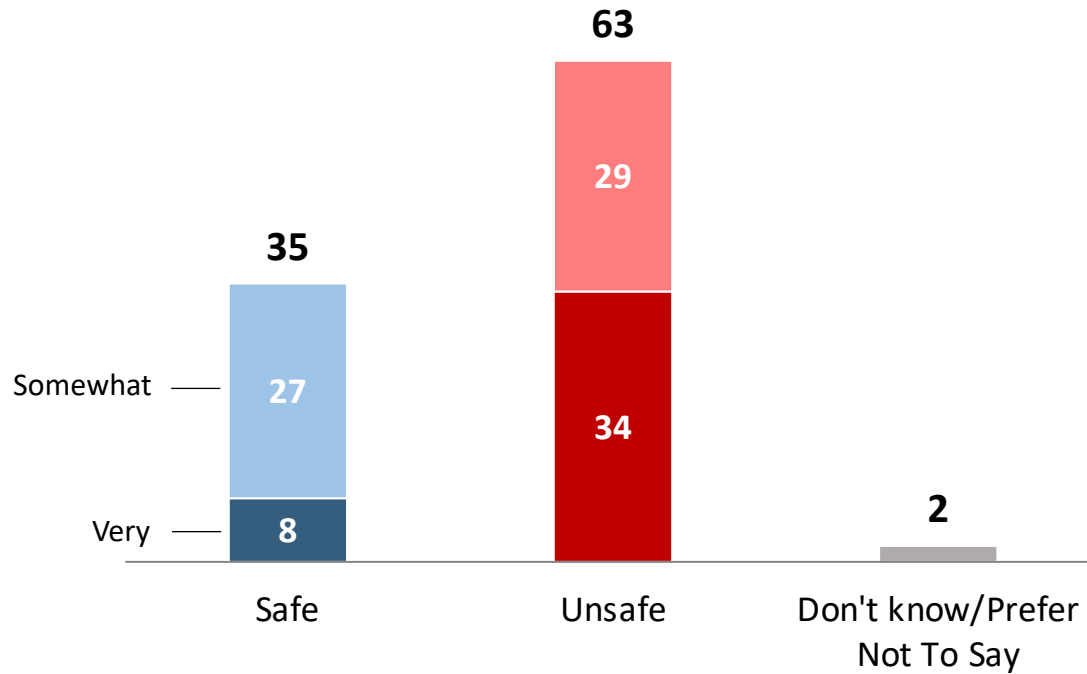
80% feel unsafe from property crime; half of voters feel very unsafe

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



Almost two thirds of voters (63%) do not feel safe from violent crime

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



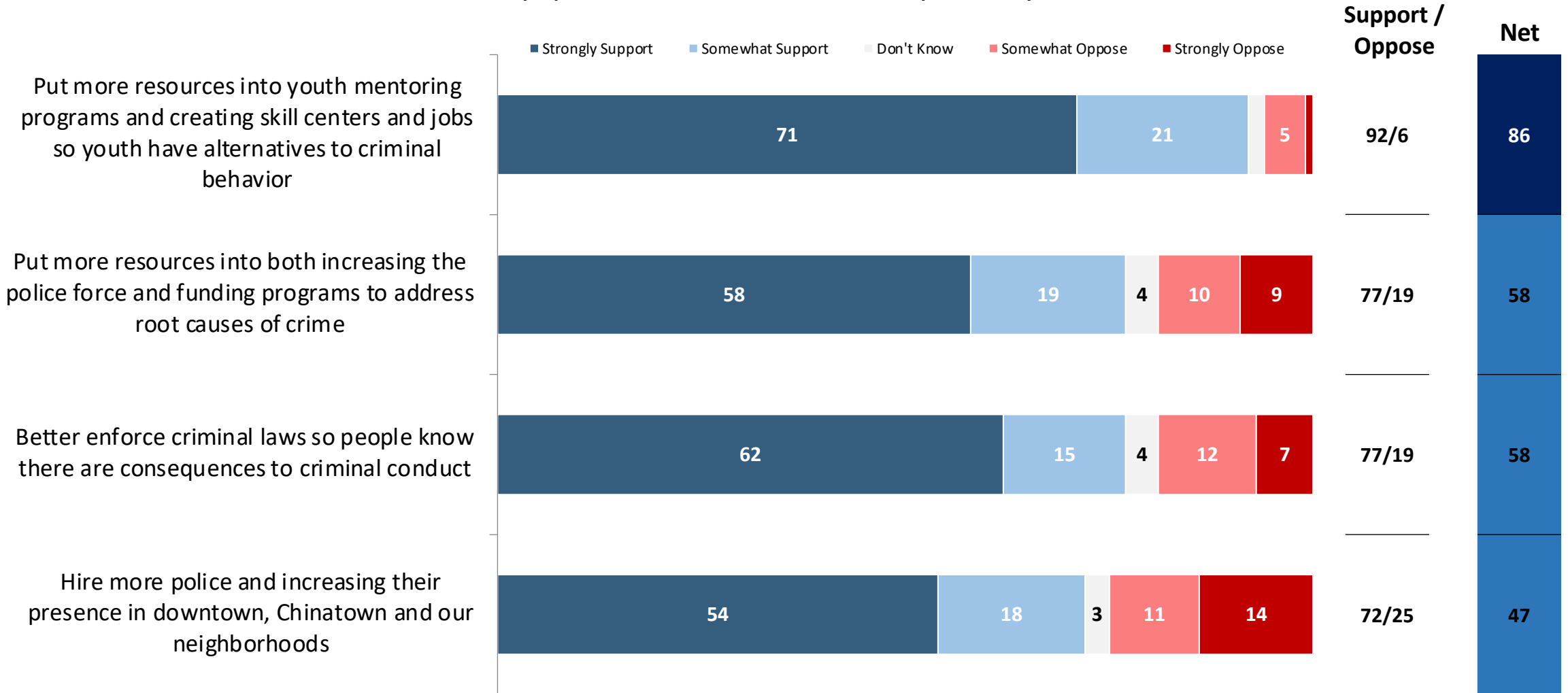


Impacts and Solutions



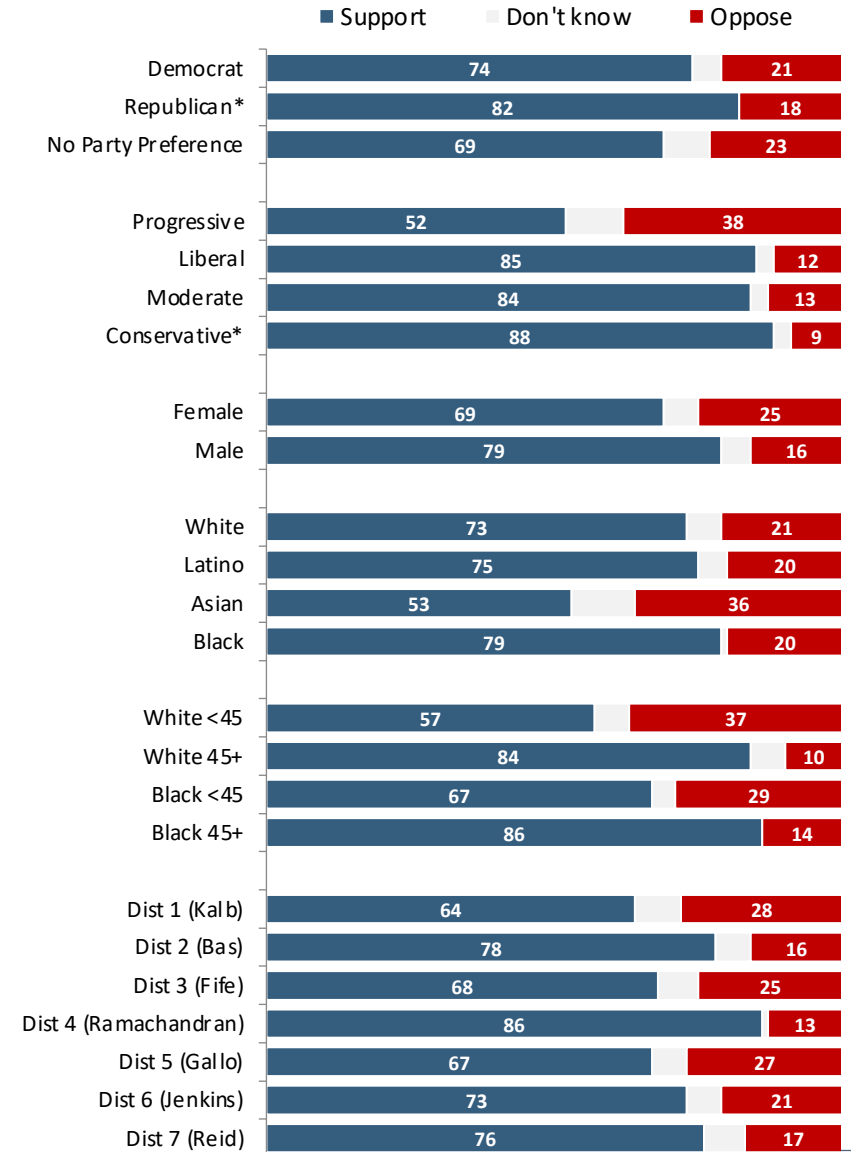
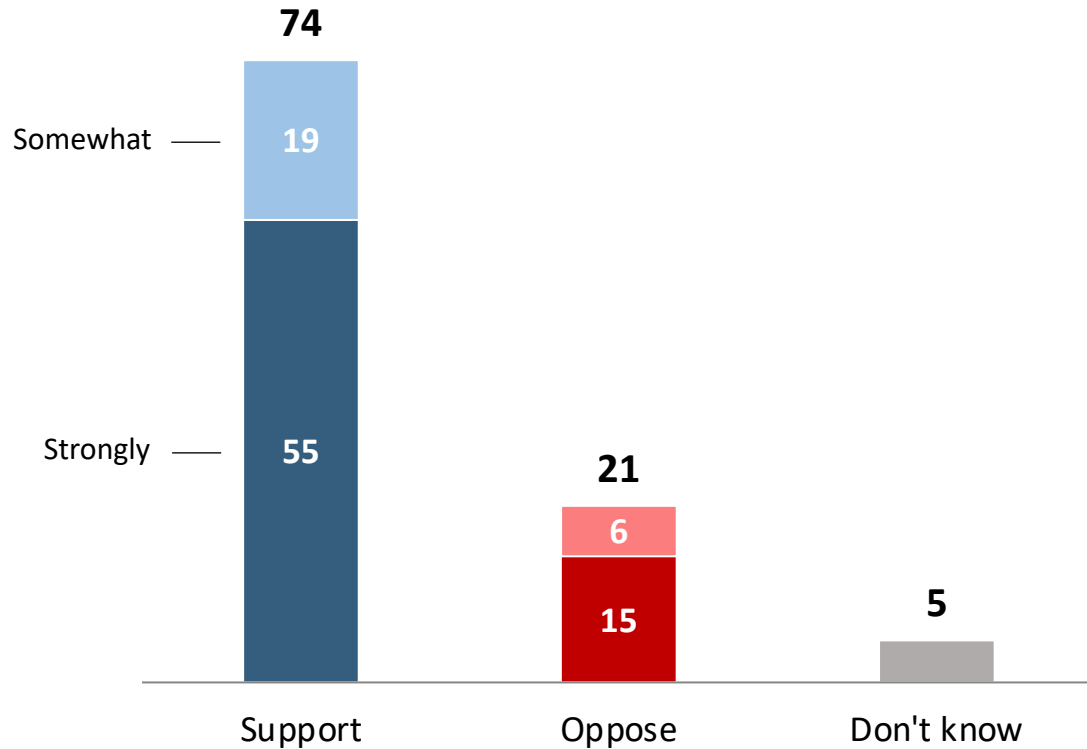
To address crime and public safety, voters overwhelmingly support putting more resources into youth mentoring, putting more resources into the police force, enforcing criminal laws, and hiring more police

Next, please indicate whether you support or oppose the following proposals for Oakland to address crime and public safety.



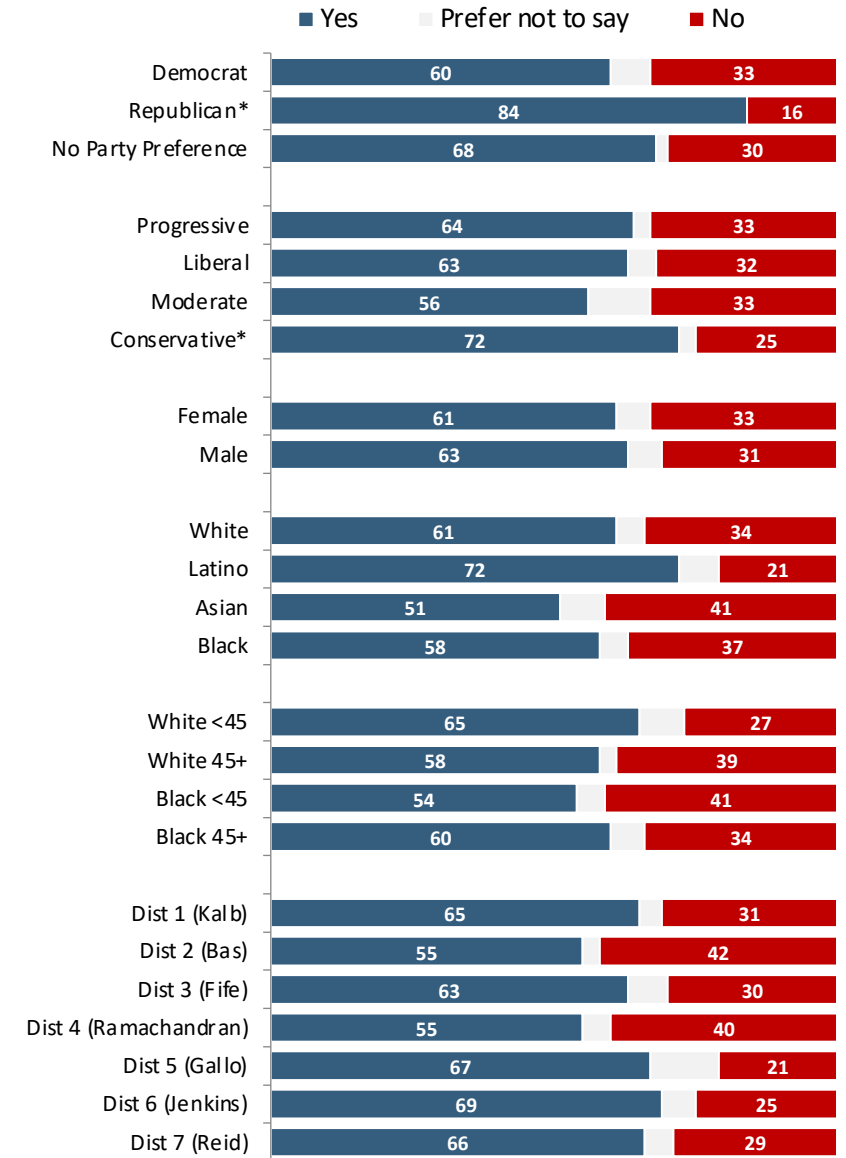
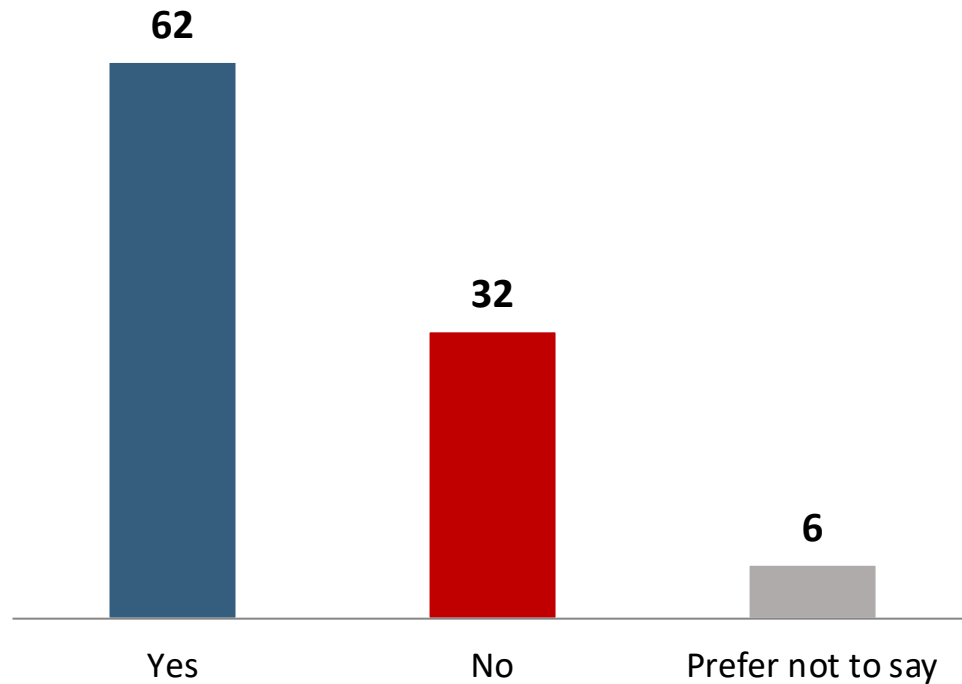
Almost three-in-four voters (74%) support increasing the number of officers in Oakland; with 55% strongly in support

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?

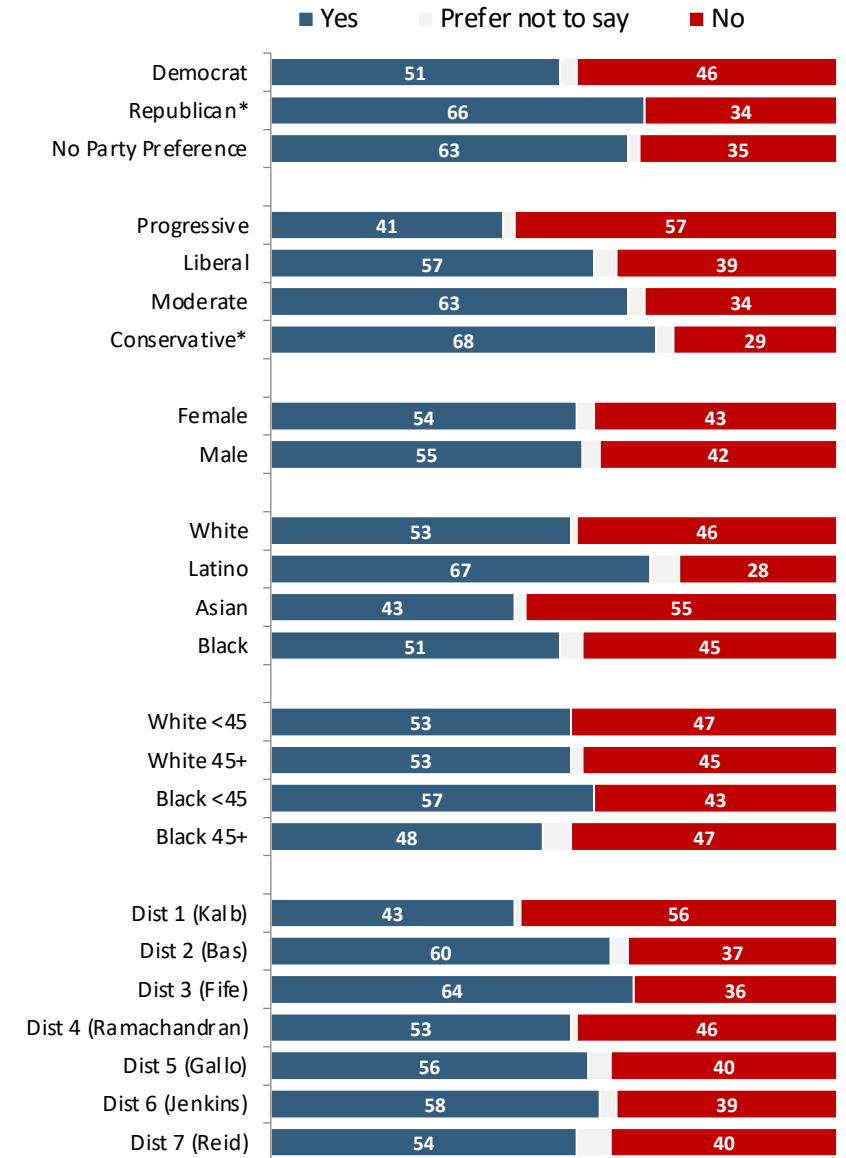
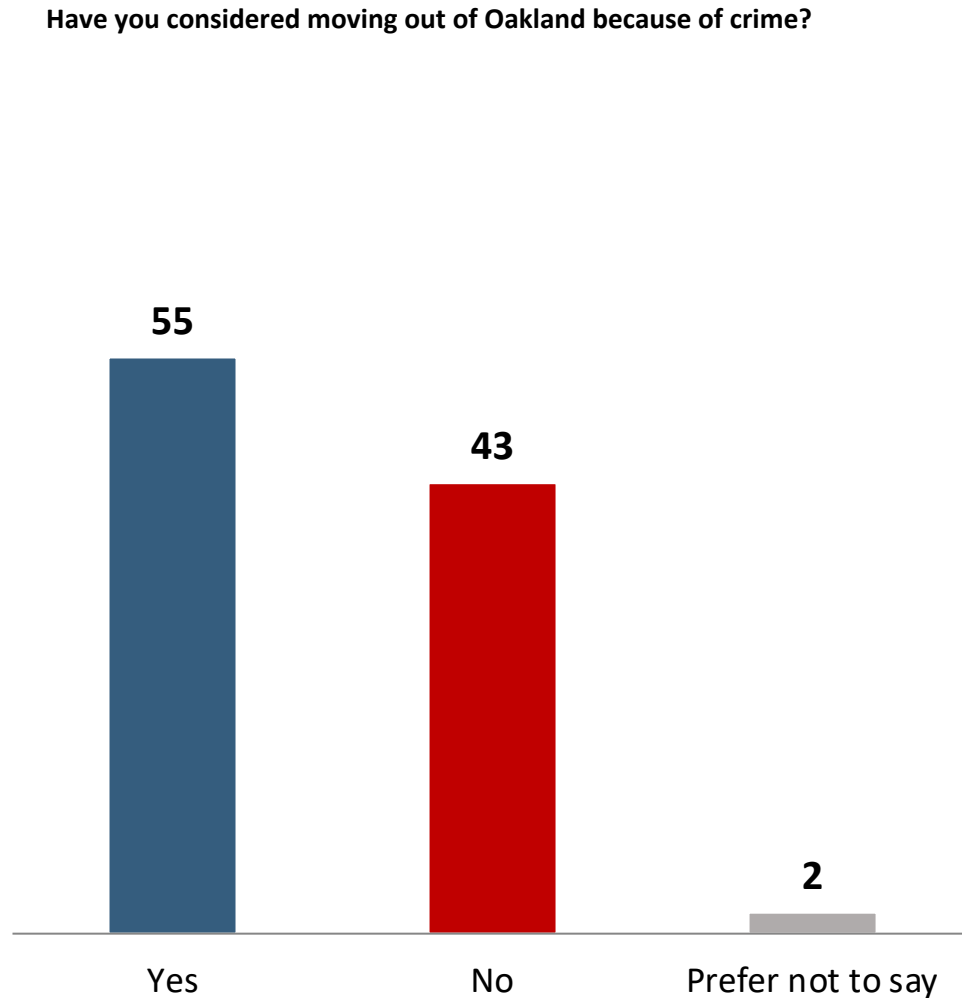


Sixty-two percent of voters have personally experienced crime in the last few years

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

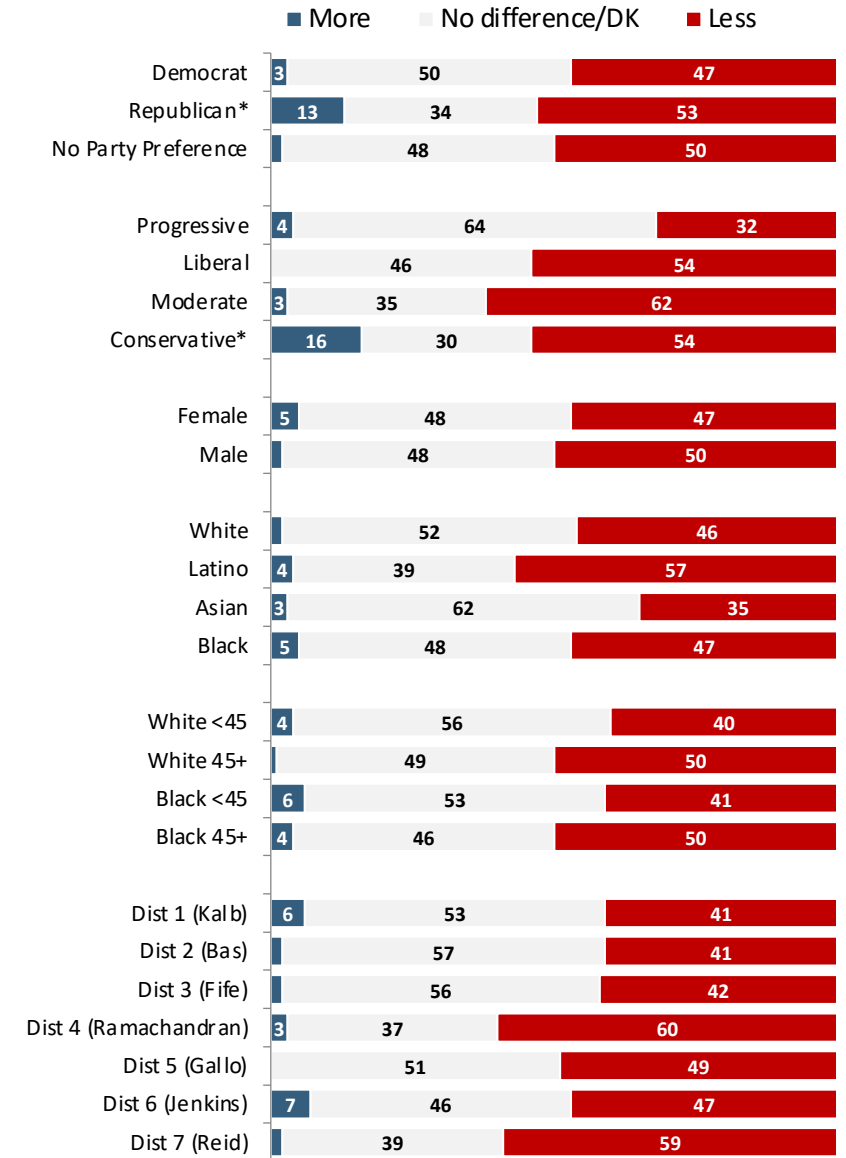
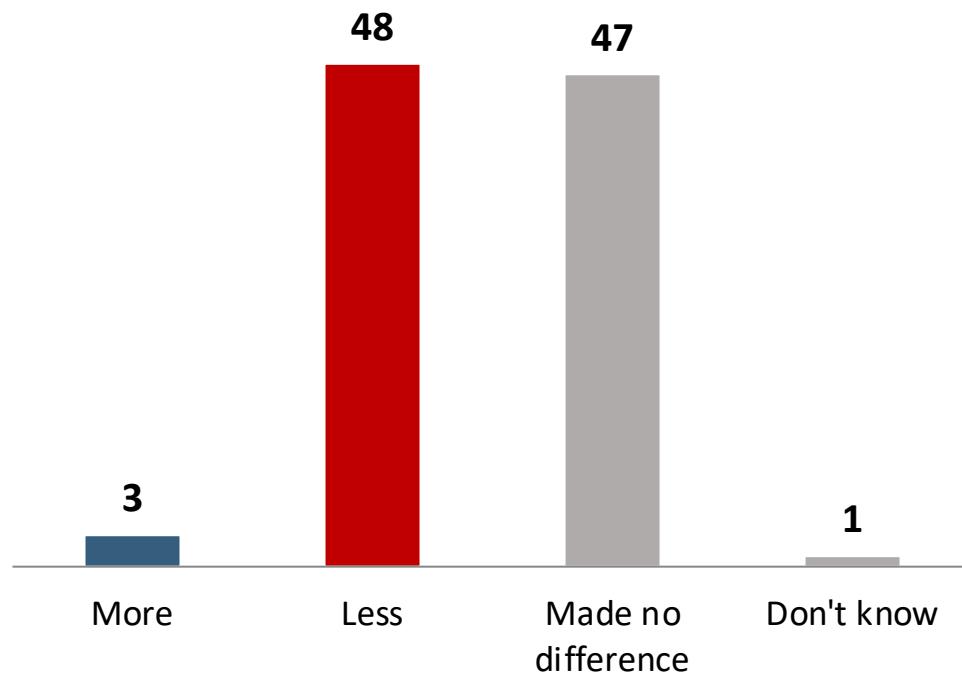


A majority of Oakland voters (55%) have considered moving out of Oakland due to crime; Latinos and Black voters under age 45 among most likely to have considered leaving



Nearly half of voters (48%) say that crime has caused them to shop in Oakland less often

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



Nearly half of voters (49%) say that crime has caused them to go out to restaurants in Oakland less often

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

