

2020 Pulse of Oakland Voter Poll Key Results

*Findings from a Citywide Voter Survey Conducted
October 18-21, 2020 by FM3 Research*

For the past 20+ years the Oakland Metropolitan Chamber of Commerce has annually engaged a data research firm to poll Oakland residents' views on a host of quality of life, economic, business and public safety issues as well as the efficacy of our elected officials. We use this information to educate our city leadership on what voters feel and want from their government.

The 2020 poll was presented by Dave Metz, FM3 Research, at the annual Pulse of Oakland event on October 28.

Survey Methodology

- ✓ 624 interviews with Oakland voters likely to cast ballots in November 2020
- ✓ Interviews conducted October 18 - 21, 2020
- ✓ Interviews conducted online, on landlines and cell phones
- ✓ Margin of sampling error of $\pm 4.0\%$ at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding



Key Findings

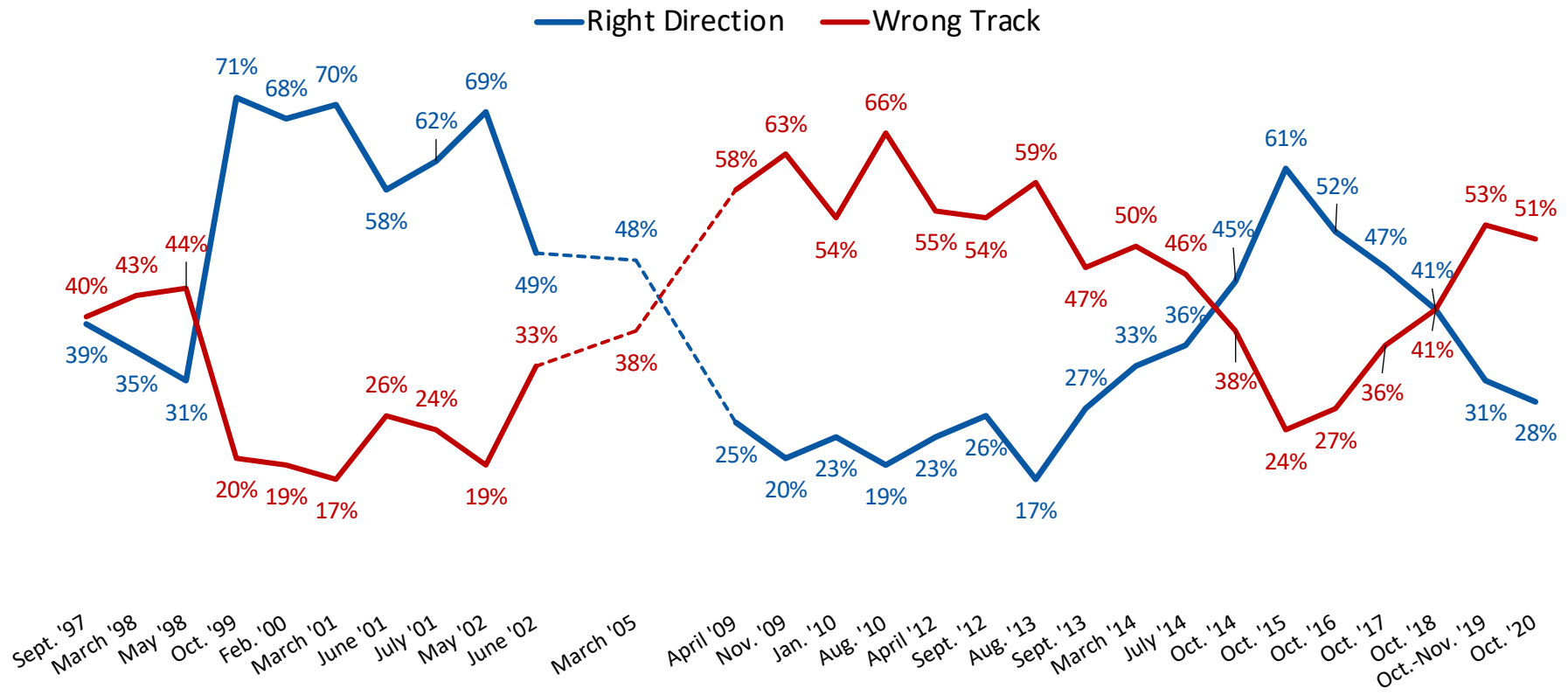
1. While local voters continue to view Oakland as vibrant and diverse, they're increasingly worried about the City's economy and unsure that it will improve by next year.
2. Voters think the worst of the pandemic is yet to come, but broadly approve of local government's response to it.
3. Despite the impact of the coronavirus, homelessness and housing issues remain voters' top concerns.
4. Overall perceptions of City government's performance remain mixed.
5. Voters overwhelmingly agree the economy has worsened in the last year, but are divided on whether it will improve or worsen in the year to come.
6. Continuing a trend that began last year, voters increasingly express concern about safety – both citywide and in their neighborhood.
7. Voters continue to view building a stadium for the A's as important.



Views on Life in Oakland

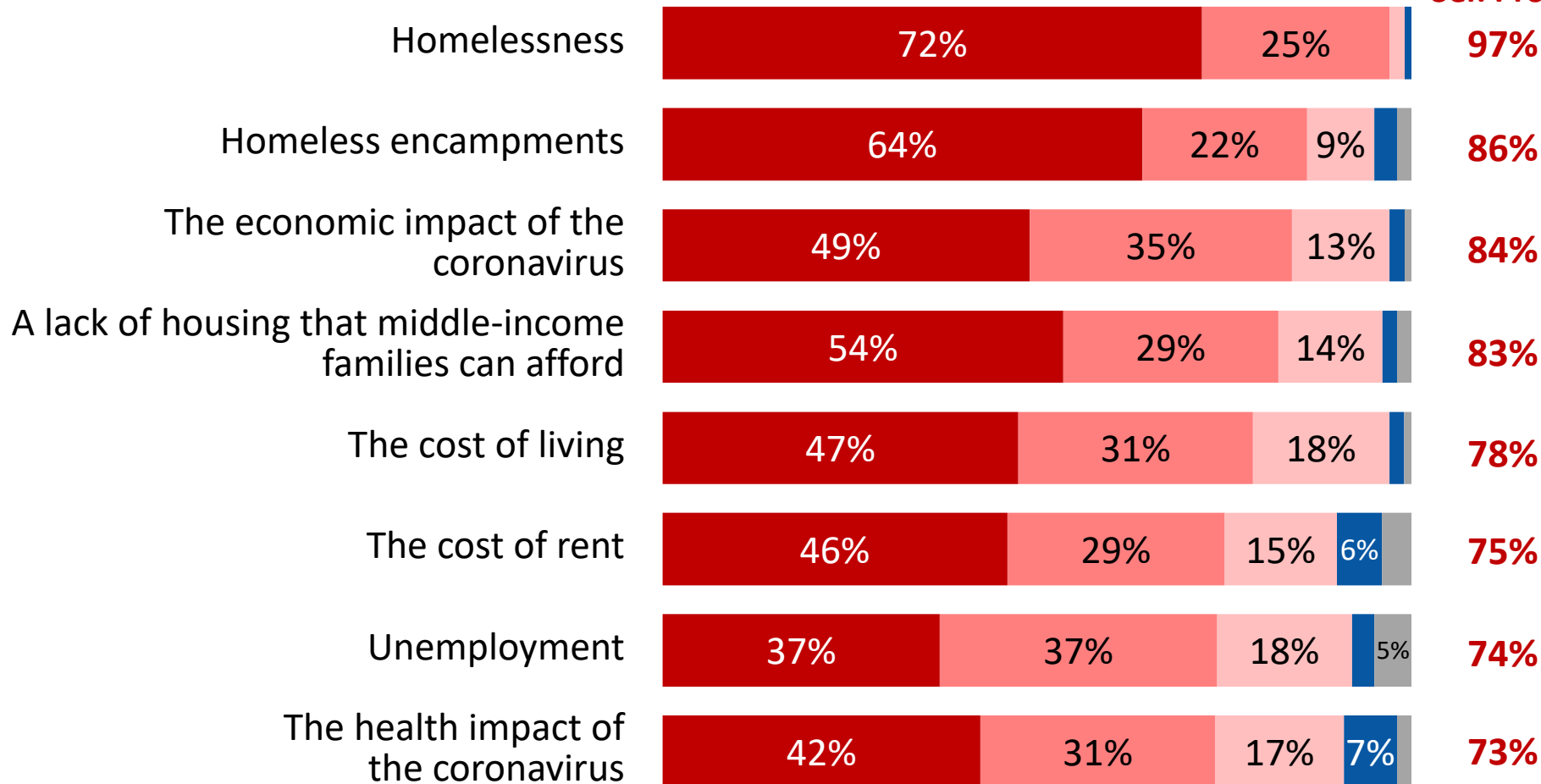
A majority of voters continues to be pessimistic about the city's direction.

Would you say that things in the City of Oakland are generally headed in the right direction, or do you feel that things are off on the wrong track?



Homelessness, impacts of COVID-19 and housing affordability are top issues in Oakland.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not a Prob. ■ Don't Know **Ext./Very Ser. Prob.**



For obvious reasons, unemployment has skyrocketed as a concern in the last year and traffic has decreased the most.

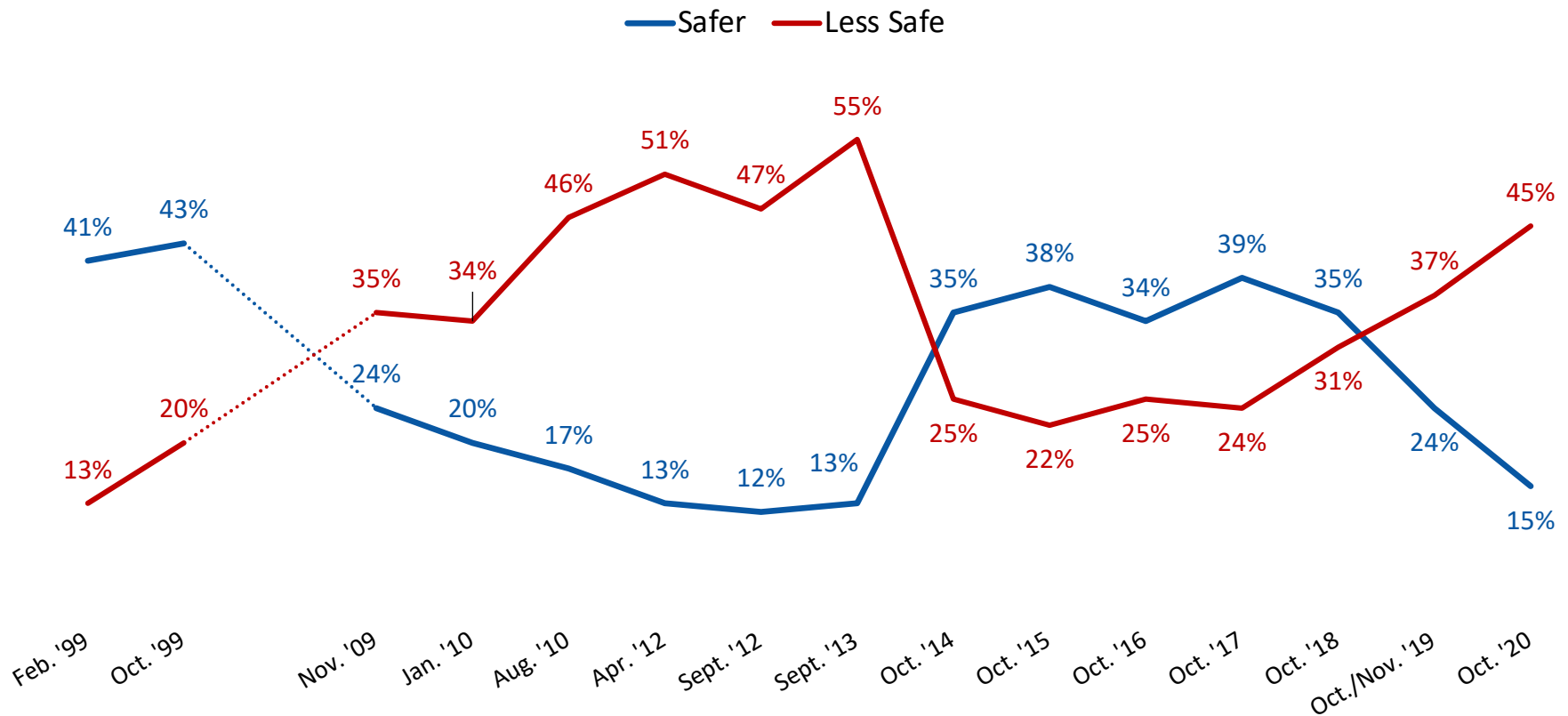
(Extremely/Very Serious Problem)

Problem	2017	2018	2019	2020	Difference 2019-2020
Unemployment	41%	37%	45%	74%	+29%
Crime	45%	45%	54%	58%	+4%
A lack of housing that middle-income families can afford	77%	84%	80%	83%	+3%
Displacement of long-term residents	67%	75%	71%	73%	+2%
Homelessness	92%	91%	96%	97%	+1%
Too much growth and development	18%	28%	29%	30%	+1%
The amount you pay in property taxes	33%	36%	49%	48%	-1%
The cost of living	65%	75%	80%	78%	-2%
Too little growth and development	--	16%	32%	30%	-2%
Homeless encampments	--	82%	90%	86%	-4%
The cost of rent	76%	79%	82%	75%	-7%
The condition of local streets and roads	57%	61%	71%	63%	-8%
Traffic congestion	39%	47%	56%	39%	-17%

The Oakland Police Department and Public Safety

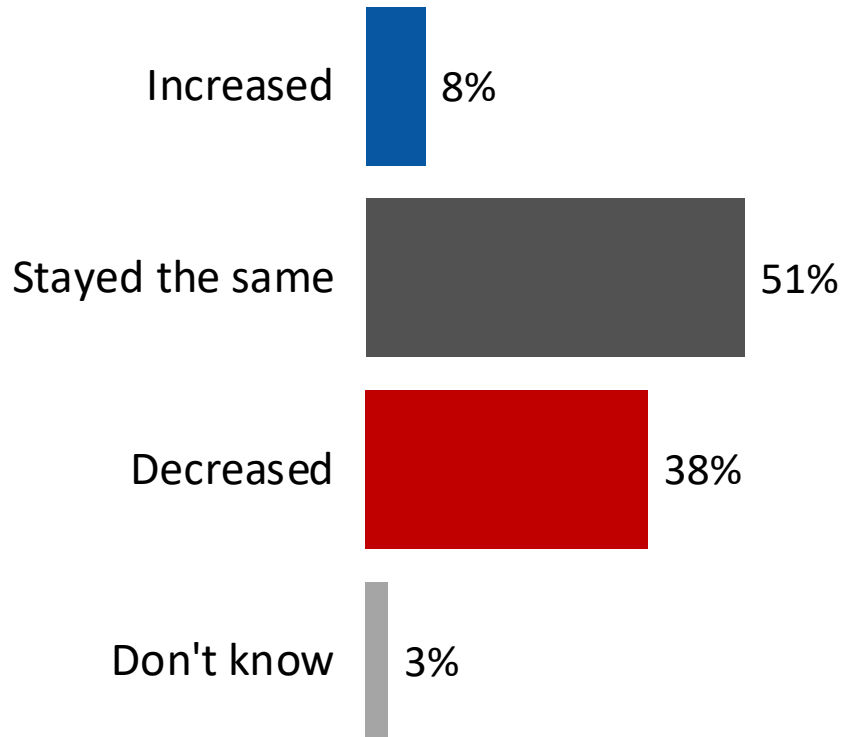
Voters increasingly say they feel less safe in Oakland.

Would you say you feel safer today in Oakland than you did a year or two ago, or would you say you feel less safe?

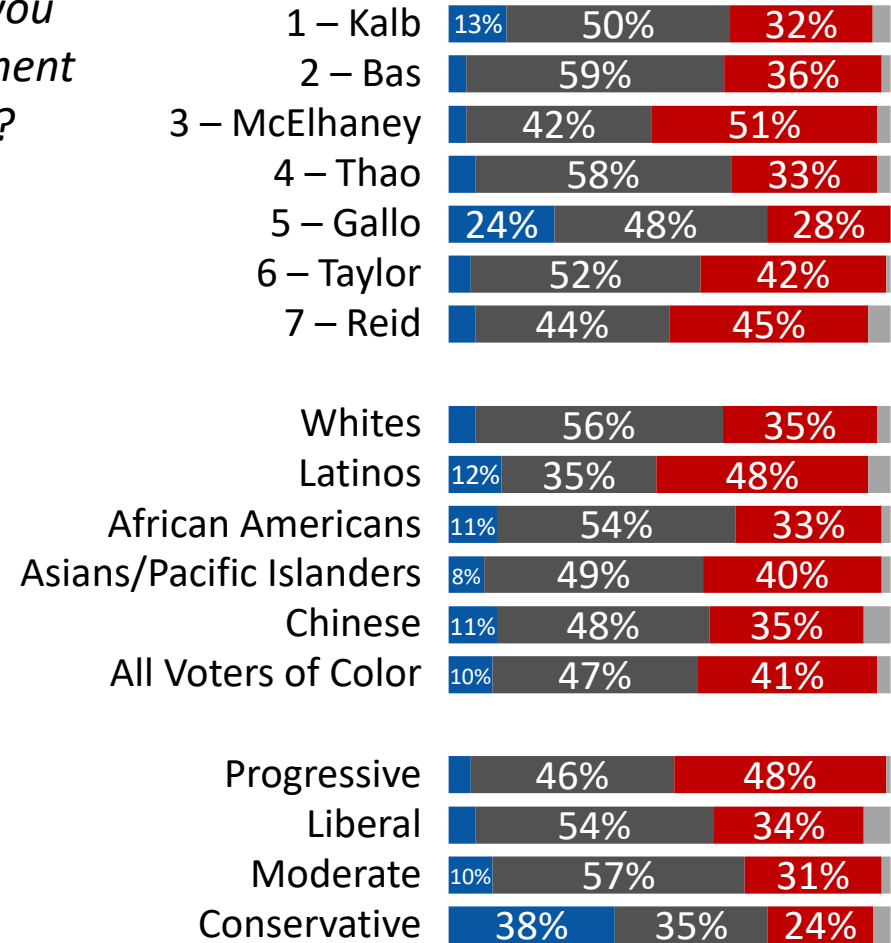


A majority says their trust in OPD has stayed the same, while more than one-third say it has decreased.

I'd like to ask you about the Oakland Police Department. Over the last few months, would you say that your trust in the Oakland Police Department has increased, stayed the same, or decreased?

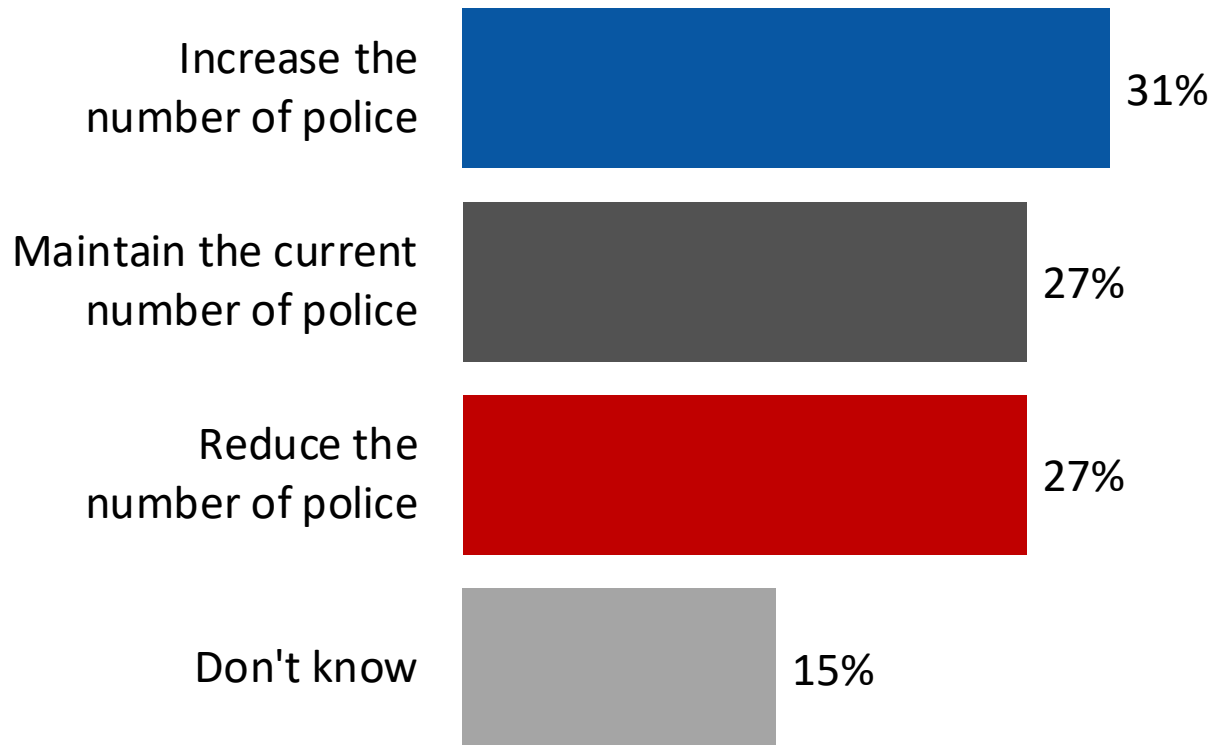


■ Increased ■ Stayed the Same ■ Decreased ■ Don't Know



A majority support maintaining or increasing the number of police.

Do you think the City of Oakland should:

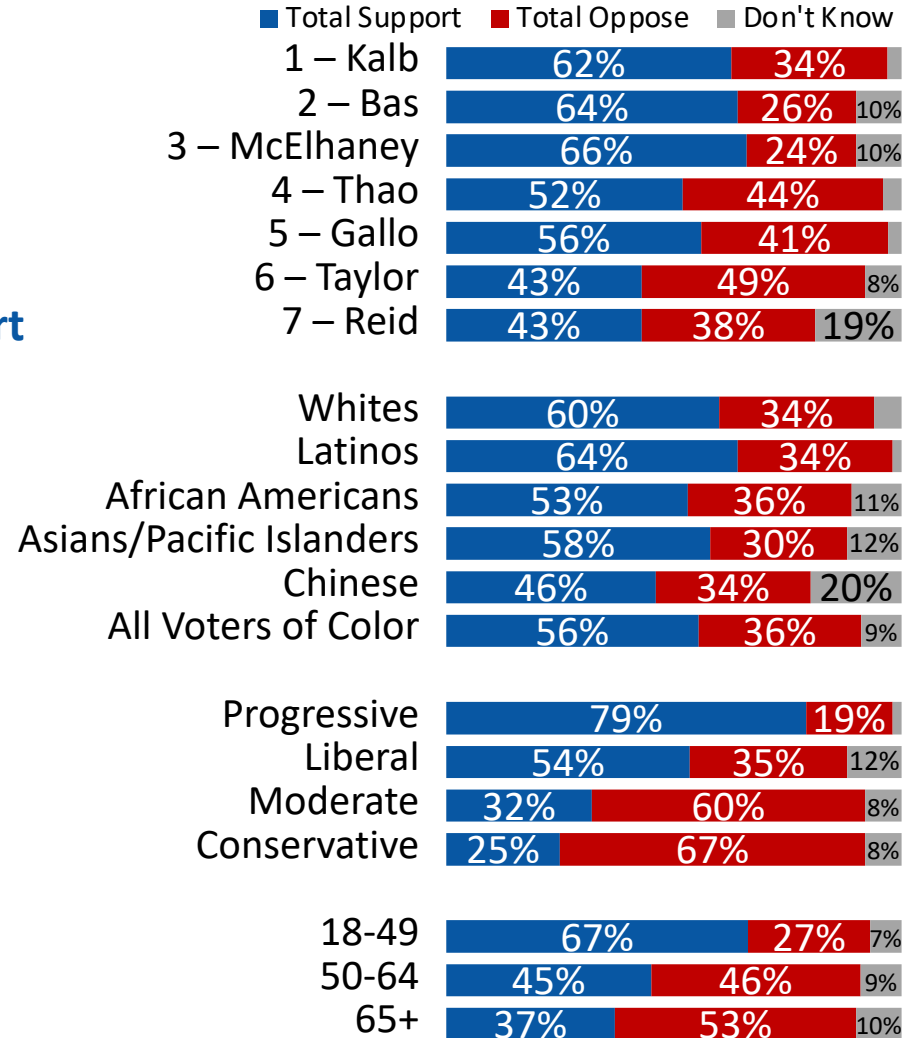
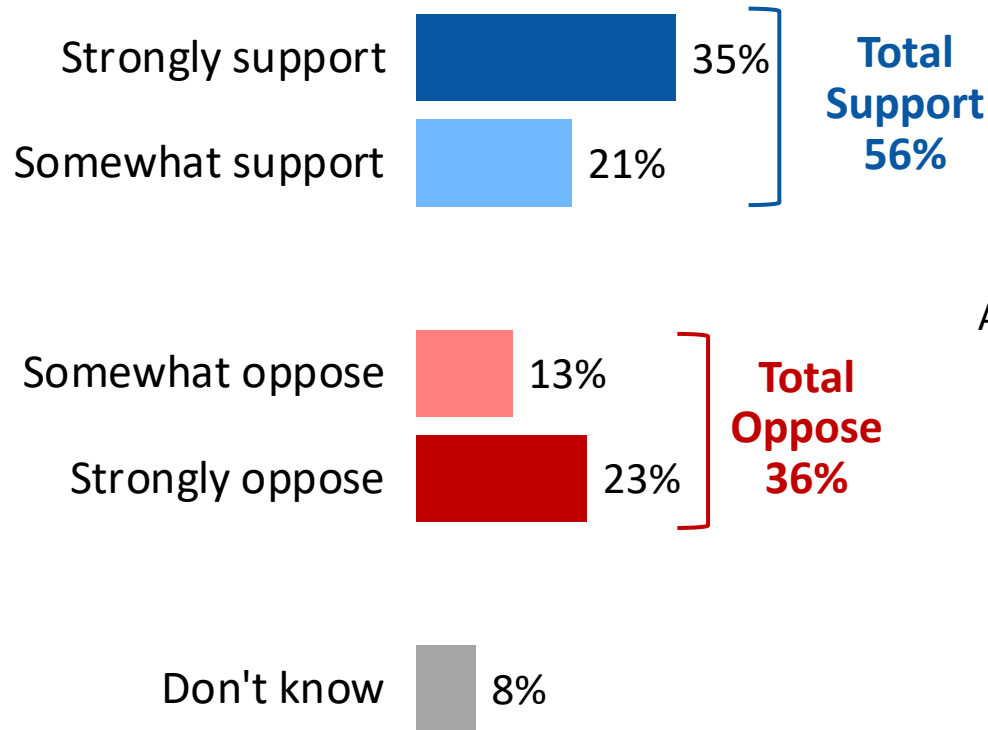


Overall majorities across Oakland agree the number of police force should be maintained or increased.

Demographic Group	Increase	Maintain	Reduce	Don't Know
All Voters	31%	27%	27%	15%
City Council District				
1 – Dan Kalb	37%	16%	31%	16%
2 – Nikki Fortunato Bas	18%	34%	34%	15%
3 – Lynette Gibson McElhaney	18%	26%	40%	16%
4 – Sheng Thao	34%	30%	23%	14%
5 – Noel Gallo	33%	39%	21%	6%
6 – Loren Taylor	27%	31%	17%	26%
7 – Larry Reid	55%	20%	15%	10%
Race/Ethnicity				
Whites	27%	28%	32%	13%
Latinos	26%	19%	38%	17%
African Americans	38%	32%	19%	12%
All Asians/Pacific Islanders	31%	22%	25%	22%
Chinese	34%	18%	24%	23%
All Voters of Color	32%	27%	25%	16%
Age				
18-49	24%	25%	35%	16%
50-64	41%	25%	17%	17%
65+	41%	34%	14%	11%

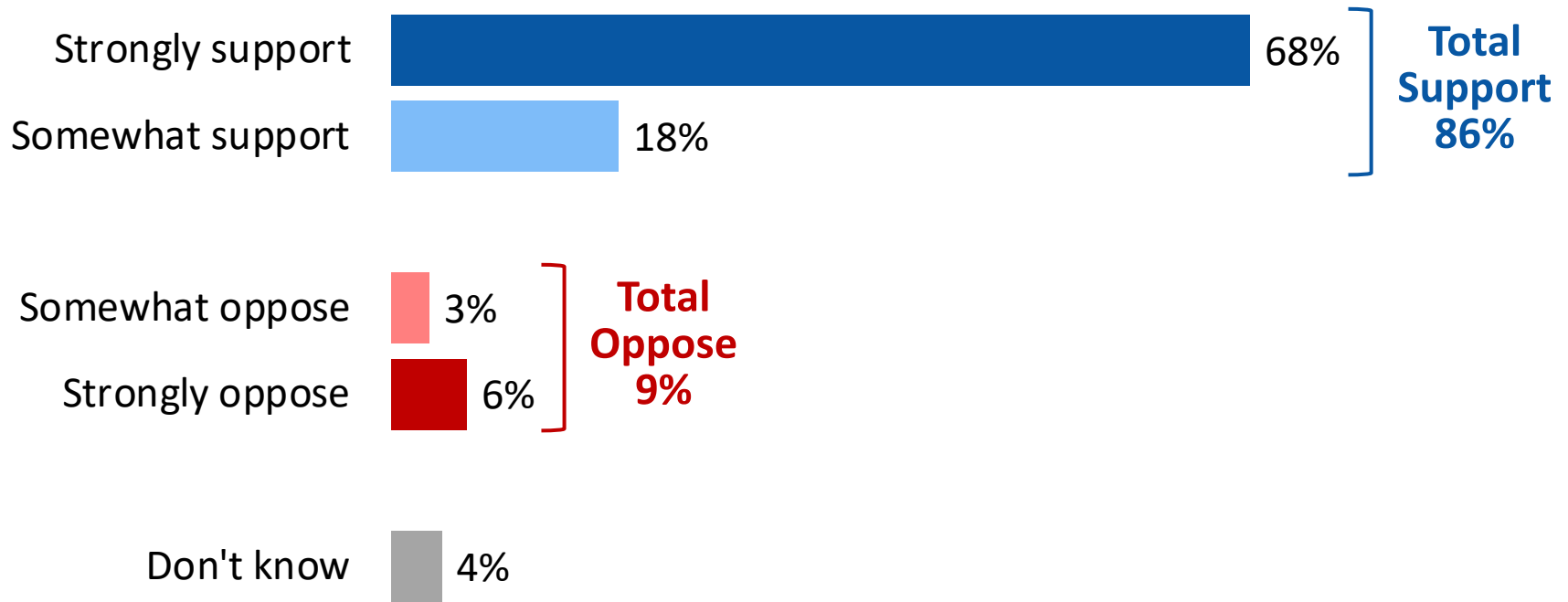
A majority of voters supports defunding the police.

Would you support defunding the police in Oakland?



More than four in five support the concept of shifting tasks from OPD to other City departments and CBOs.

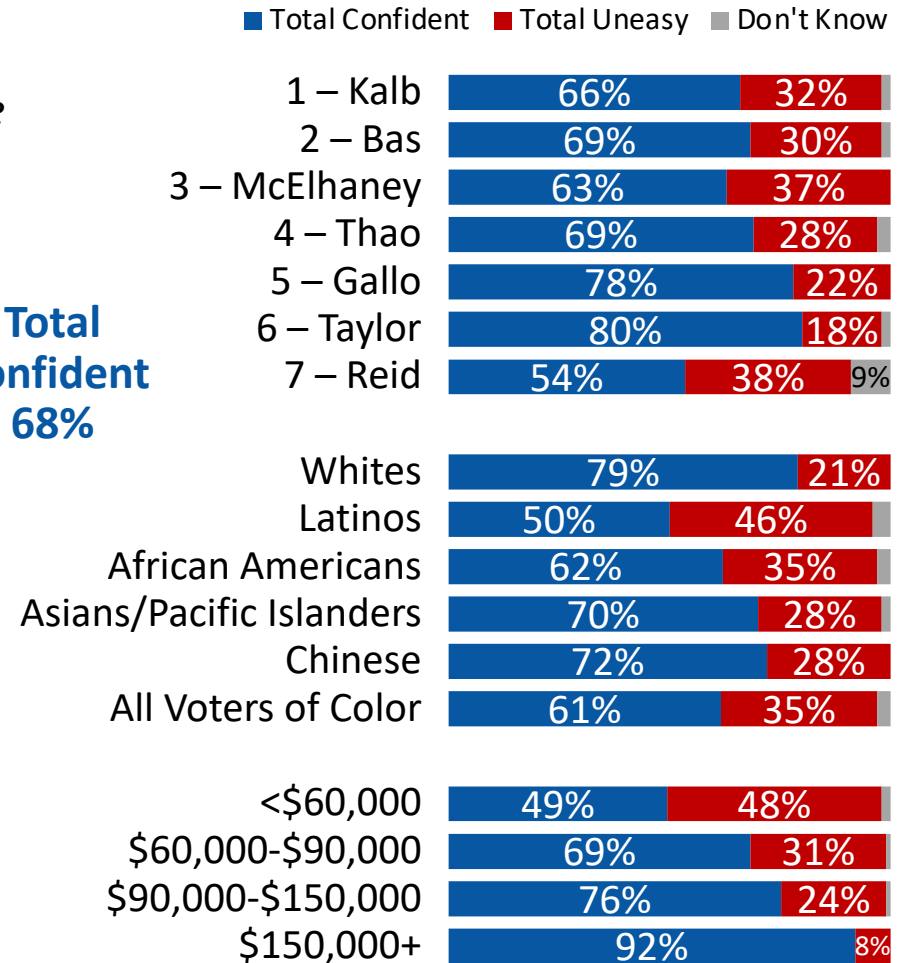
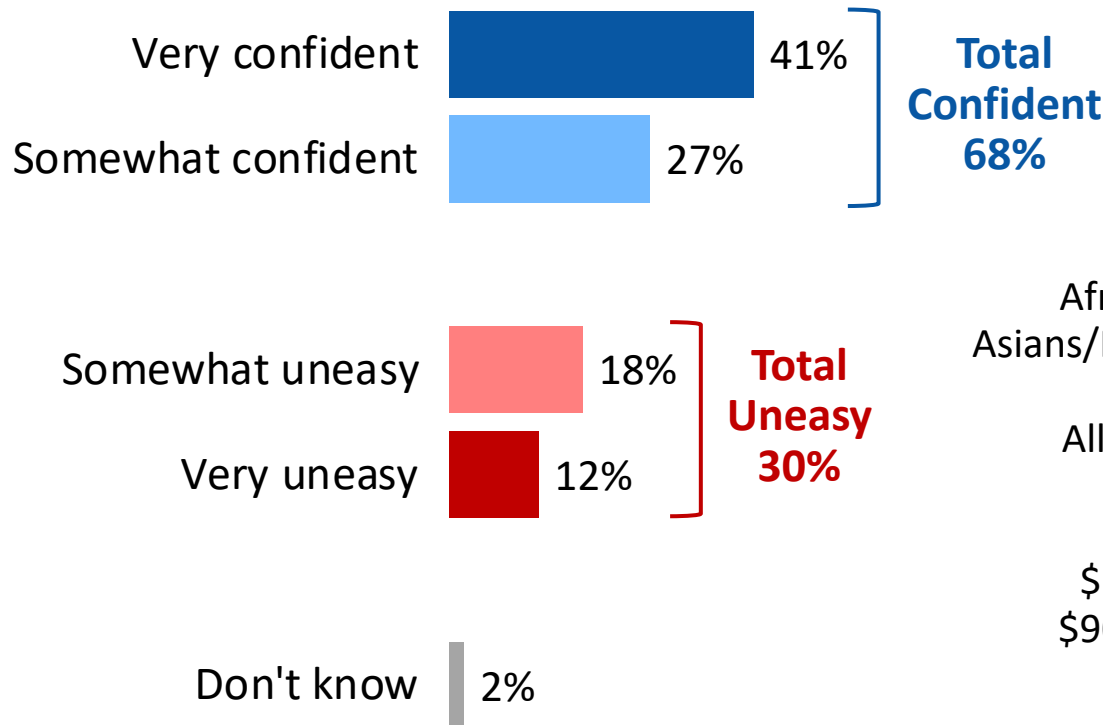
Would you support shifting responsibility for some of the tasks currently assigned to the Oakland Police Department – like homelessness response, mental health response, domestic disturbances, special events security, traffic enforcement, or abandoned auto removal – to other City departments, private companies, or community-based organizations?



The Economy and Development

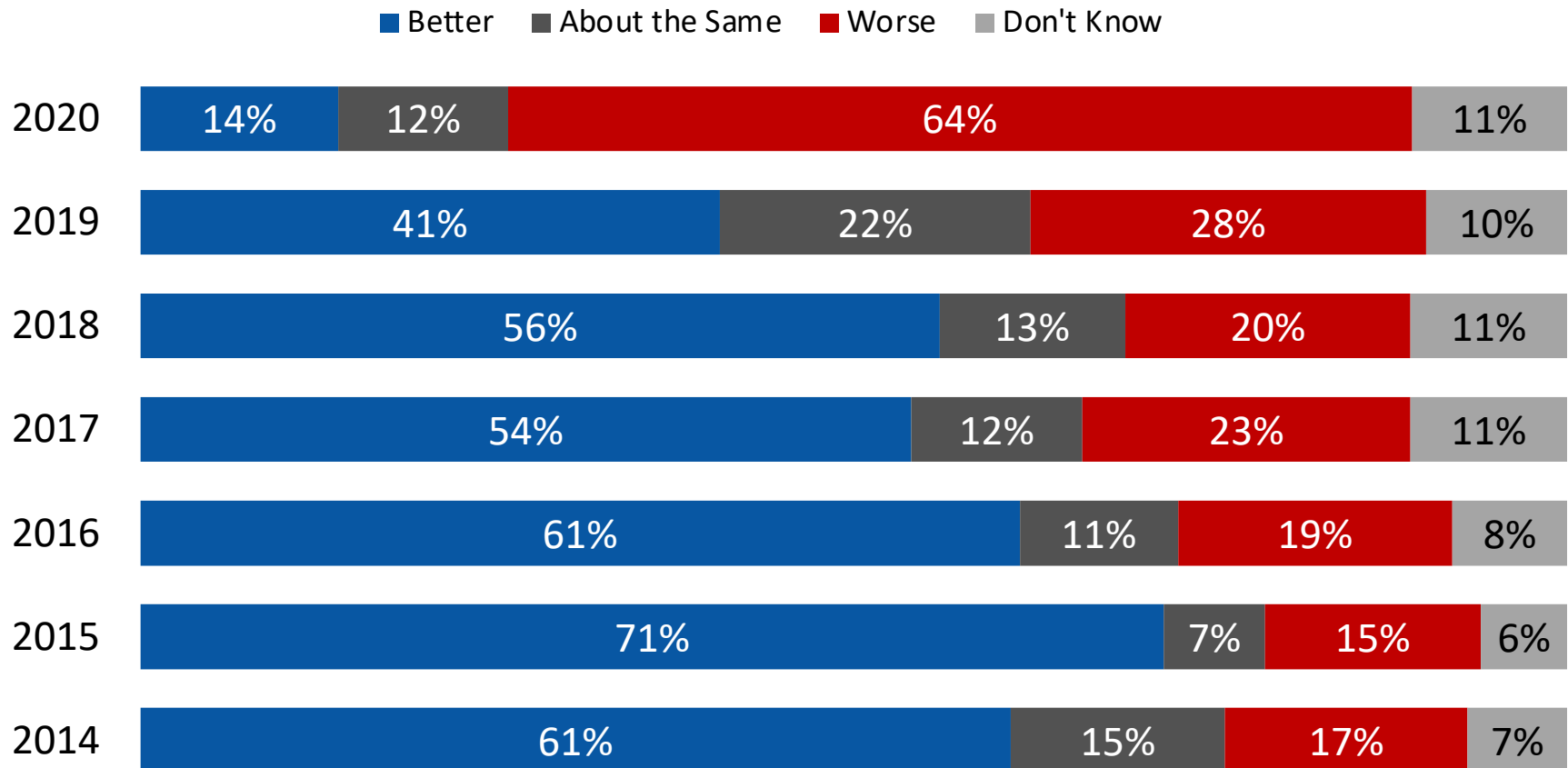
Nearly one-third say they are uneasy about their financial circumstances.

Thinking about your personal financial situation over the next few months, do you feel confident or uneasy you will be able to meet your living expenses?



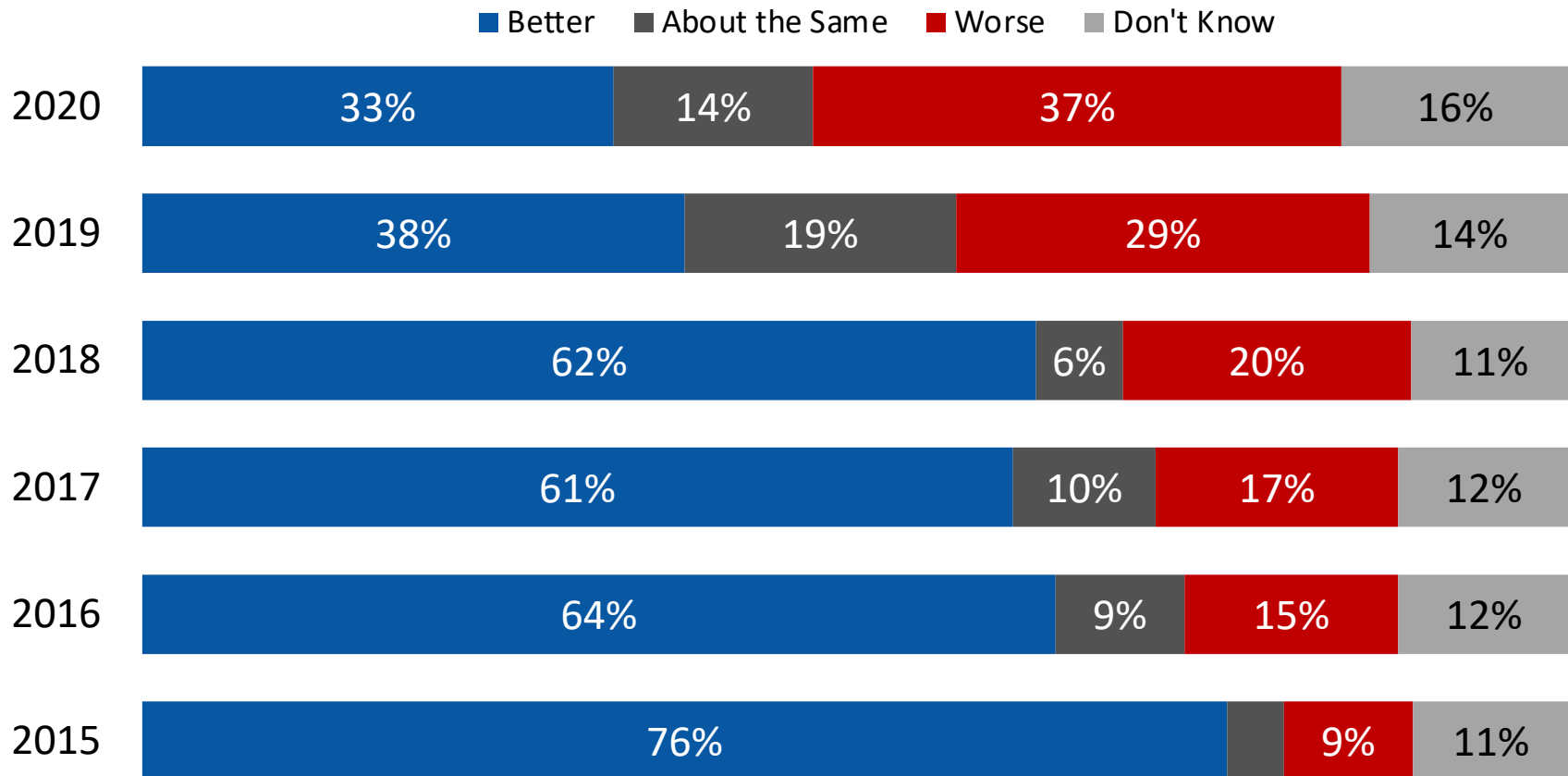
A clear majority agrees the economy has gotten worse compared to the past few years...

Thinking about Oakland's economy, would you say Oakland's economy is better than a year or two ago, or would you say it is worse?



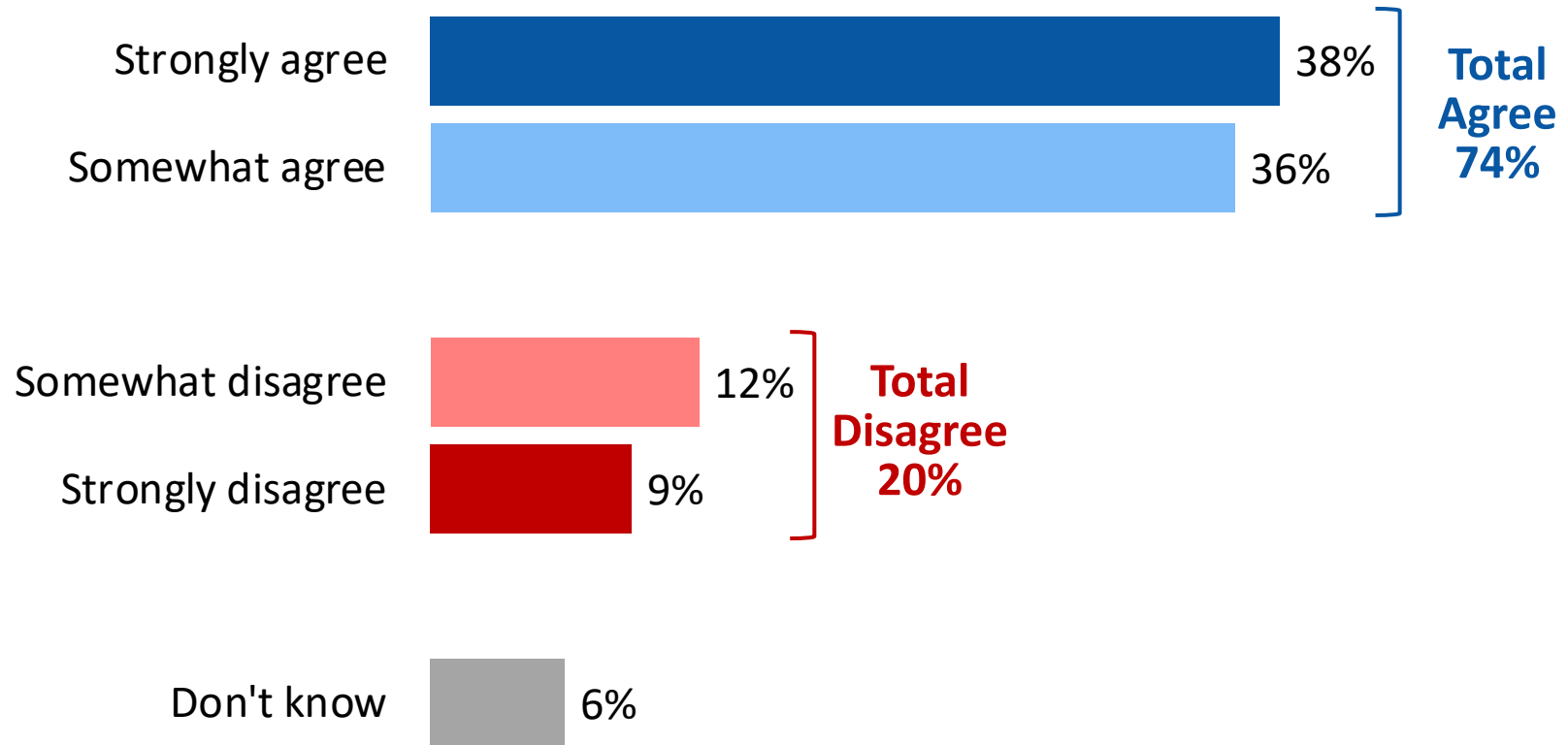
...but voters are divided on whether it will be better or worse a year from now.

Do you think Oakland's economy will be better or worse one year from now?



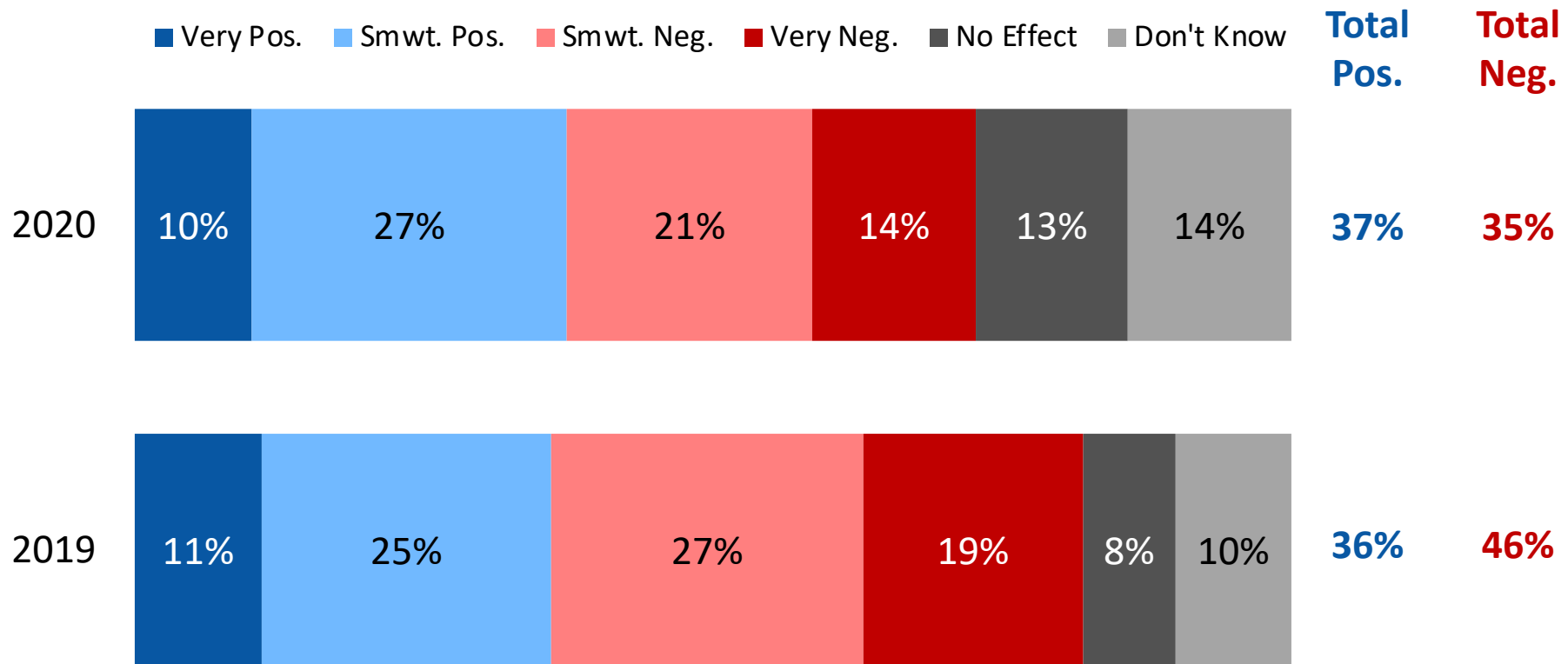
Three in four voters agree that having large companies locate in Oakland is good for the economy.

"Having more large companies locate in Oakland is good for our economy because it creates jobs and tax revenue."



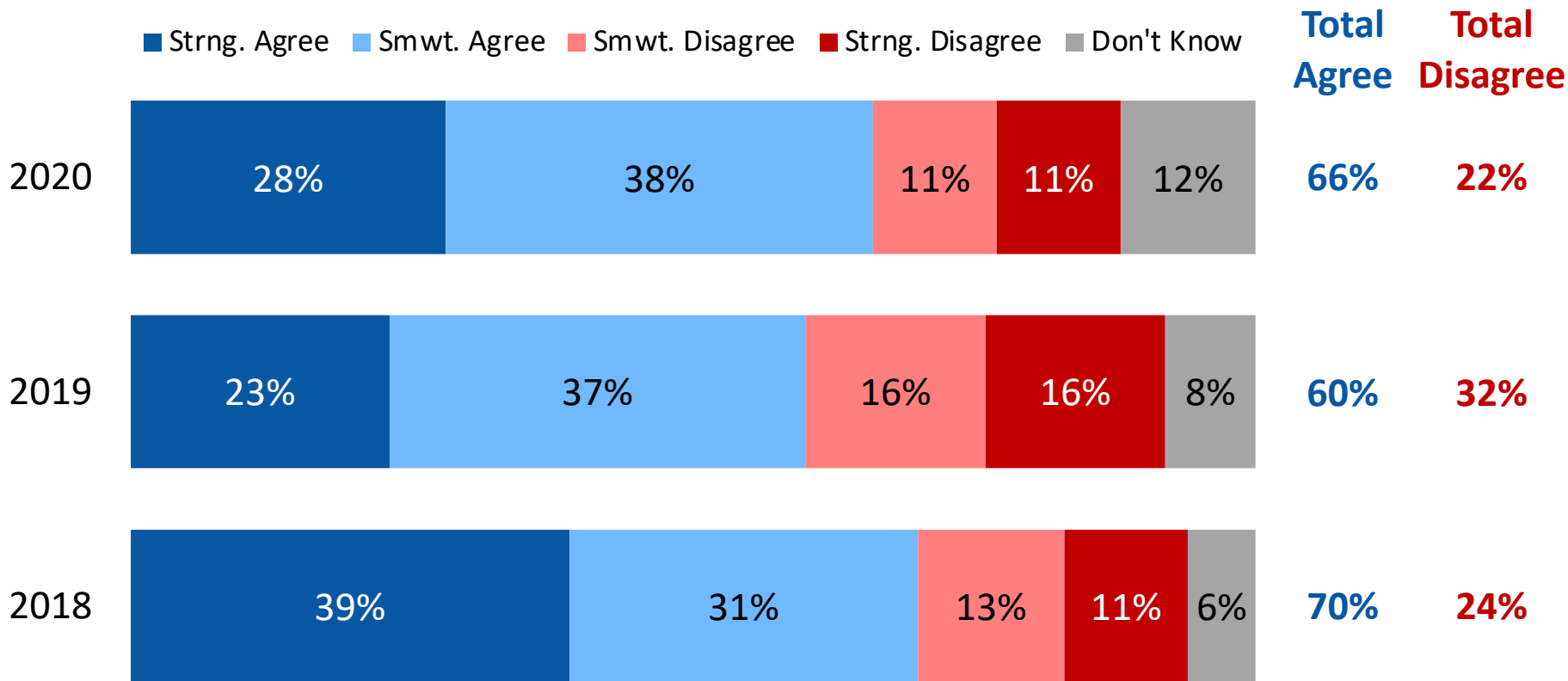
Voters are divided on whether newcomers have had a positive or negative effect on the city.

Oakland's population has been growing over the last few years. Overall, do you think Oakland's new residents have had more of a positive effect, a negative effect, or no effect on life in the city?



However, two-thirds agree that new residents help the local economy.

Newer residents are helping the local economy grow and contributing to improved City services by paying taxes



Voters continue to agree that housing density will help address the housing crisis.

"Increasing housing density in Oakland will help address the City's housing crisis."

