

For the past 25+ years, the Metro Chamber 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 their constituents feel and want from their government. We present the poll at our annual Pulse of Oakland gathering. As Chamber members, and those interested in local economic and development issues, we have provided some of the most salient details for you below. Through our conversations with the media, elected officials, and business leaders, we will be underscoring that in this election cycle, Oakland voters are crystal clear in their desire for change - with an emphasis on a more common-sense approach to city governance.

The 720-person dual mode survey was conducted October 12-20, 2024, by FM3 Research with results weighted to reflect the demographic profile of likely November voters and the poll's margin of error is +/- 3.7 percent. Key findings from the survey include the following:

- Voters are more pessimistic than ever about the direction of the City and in their views of local government.
- A majority says that current progressive policies are not benefiting the city.
- The issues of homelessness, gun violence, and encampments are the top problems facing the city.
- Given voters' negativity, they are supportive of political change in the city; a majority favors the Mayoral recall and the Council races with incumbent candidates are very close.
- Voters think the City has a responsibility to help local businesses and say that having more large businesses and technology companies locate in Oakland will strengthen the economy.
- Voters are opposed to allowing homeless encampments in public spaces and support prohibiting unmanaged encampments.
- While lower than previous years, 75% of voters remain proud to be Oaklanders.

See below for additional results:

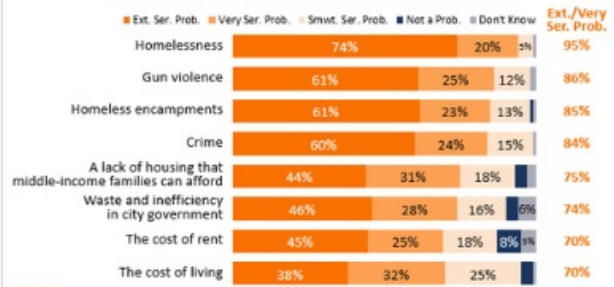
## Voters are increasingly pessimistic about the direction of the city.

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?



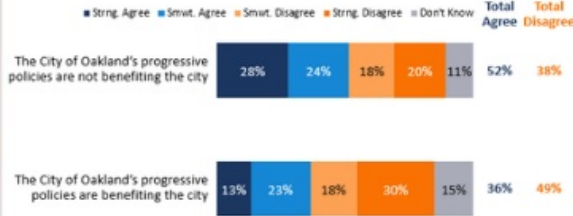
## Homelessness, gun violence, encampments and crime are rated the top problems facing the city.

I'm going to read you a list of things some people say may be problems facing Oakland. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem for Oakland residents.



## Voters say the City's progressive policies are not working.

I am going to read you a series of statements. Please tell me if you agree or disagree with the statement.



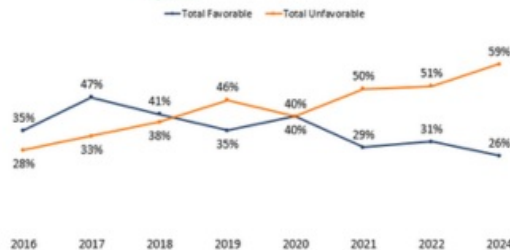
## Majorities or pluralities across Council districts say progressive policies are not benefiting the city.

(Total Agree)

Demographic Group	Progressive Policies Benefiting the City	Progressive Policies Are Not Benefiting the City
All Voters	36%	52%
<b>Ideology</b>		
District 1 - Dan Kalb	38%	50%
District 2 - Nikki Fortunato Bas	44%	54%
District 3 - Carroll Fife	48%	60%
District 4 - Janani Ramachandran	31%	52%
District 5 - Noel Gallo	38%	47%
District 6 - Kevin Jenkins	30%	49%
District 7 - Treva Reid	25%	50%

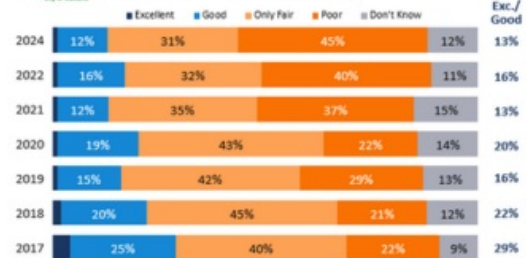
## A majority has an unfavorable view of the City Council.

The Oakland City Council



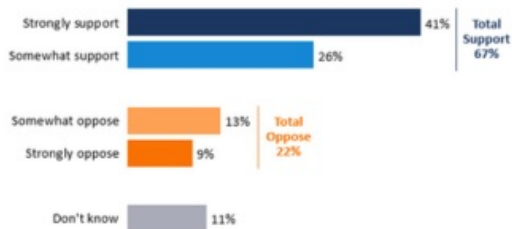
## Only about one in ten think the City Council is doing a good job.

Using a scale of excellent, good, only fair, or poor, how would you rate the overall job the Oakland City Council is doing?



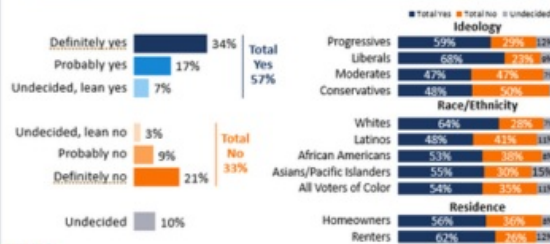
## Two-thirds support requiring City employees to return to work in-person.

Some people have proposed that city government employees should be required to return to working in person in City Hall. Do you support or oppose this proposal?



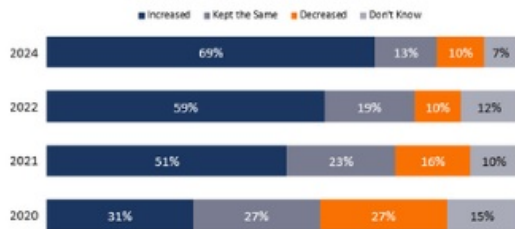
## A majority supports Measure NN.

Shall the measure to: (1) fund Citywide violence reduction services, such as 911 dispatch, community policing, mobile crisis responders, and violence interruption, and (2) increase police and fire minimum staffing, by extending and increasing both the existing parking tax surcharge to 10% and the existing parcel tax to \$198 annually for single-family parcels, and other parcels as specified, with exemptions and reductions, for 3 years, raising approximately \$47,400,000 annually, with oversight and auditing, be adopted?



## At the same time, a larger majority thinks that the number of police should be increased.

Do you think the number of police officers in the Oakland Police Department should be increased, kept the same, or decreased?



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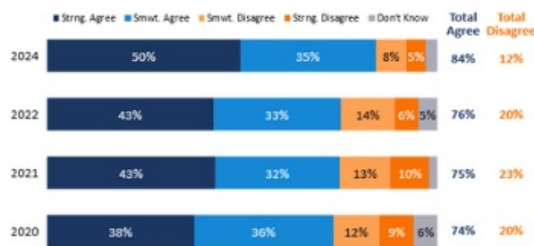
## Support for increasing police cuts across all major demographic groups.

Demographic Group	Increased	Kept the Same	Decreased
All Voters	69%	13%	10%
Age			
18-49	59%	17%	16%
50-64	81%	7%	6%
65+	80%	10%	2%
Own/Rent			
Own	75%	12%	7%
Rent	61%	12%	17%
Race/Ethnicity			
Whites	72%	12%	9%
Latinos	68%	17%	10%
African Americans	71%	11%	10%
Asians/Pacific Islanders	63%	13%	13%
All Voters of Color	67%	14%	11%
Ideology			
Progressives	45%	21%	23%
Liberals	76%	10%	6%
Moderates	85%	7%	5%
Conservatives	86%	12%	0%

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## More than four in five agree that having more large companies locate in Oakland is good for the economy.

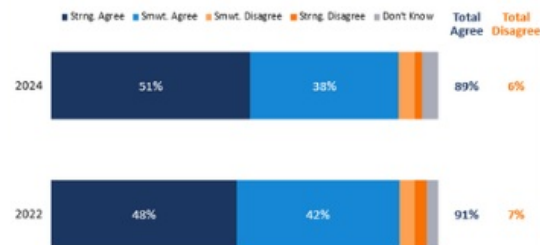
Having more large companies locate in Oakland is good for our economy because it creates jobs and tax revenue



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## A wide majority agrees Oakland City government has a responsibility to help local businesses succeed.

Oakland city government has a responsibility to help local business succeed



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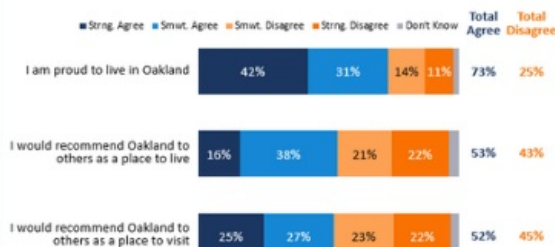
## The number of voters who feel pride in Oakland and would recommend it as a place to live or visit has declined notably since 2017.

Statement	Total Agree							Difference (2022-2024)
	2017	2018	2019	2020	2021	2022	2024	
I would recommend Oakland to others as a place to live	77%	77%	65%	64%	59%	56%	53%	-3%
I am proud to live in Oakland	90%	92%	82%	79%	73%	77%	73%	-4%
I would recommend Oakland to others as a place to visit	85%	84%	77%	70%	69%	60%	52%	-8%

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## Three-quarters say they are proud to live in Oakland, although only half recommend it to others.

I am going to read you a series of statements. Please tell me if you agree or disagree with the statement.



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