

FINAL RESULTS: Oakland Voter Survey

Base Sample Size: N=400

District 3 Oversample: N=50

Margin of Error: ±4.9% for base



David Binder Research

Interview Dates: July 9th to July 11th, 2024

Methodology: Telephone, including cell phones and land lines, and online, with respondents invited by email or text, from voter file.

Respondents: Likely November 2024 voters

Results may not add to 100 due to rounding.

SCREENING

1. Are you in a safe place where you can take a survey over your cell phone?

YES	100
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2. 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
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3. In November, there will be an election for President, Senator, Congress, and for state and local offices.

How likely are you to vote in that election? Please use a scale of 0 to 10, where 10 means you will definitely vote and 0 means you will definitely not vote.

5	11
6	1
7	1
8	2
9	6
10	79

ATMOSPHERE

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

Right direction	15
Wrong track	73
Don't know	12

5. 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	9
Worse	62
Stayed about the same	22
Don't know	7

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

Crime/ Public Safety	48
Homelessness/ Poverty	15
Housing/ Affordable Housing	9
Politicians/ Government/ Poor Leadership	9
Jobs/ Economy	3
Police Response Time/ Police Presence	2
Funding/ Budget	2
Inflation/ Cost of Living	2
Education/ School System	2
Other	6
Don't know	4

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].

FOLLOW-UP: Is that strongly or somewhat?

		FAVORABLE		UNFAVORABLE		NO OPINION		SUMMARY	
		Strongly	Some-what	Some-what	Strongly	Have Heard of	Have not heard of	Favor-able	Unfavor-able
7.	Mayor Sheng Thao	4	13	27	42	8	7	17	68
8.	City Councilmember Rebecca Kaplan	6	19	14	17	18	26	25	31
9.	Oakland firefighter union president Zac Unger	8	10	3	2	12	65	18	6
10.	Former transit planner Warren Logan	4	6	3	3	13	71	10	6
11.	City Councilmember Carroll Fife	9	9	8	9	25	39	19	17
12.	Restaurant owner Derrick Johnson	3	6	4	4	14	69	10	8
13.	City Councilmember Noel Gallo	6	13	11	6	17	47	19	17
14.	City Councilmember Treva Reid	4	16	9	8	22	40	20	18
15.	Alameda County District Attorney Pamela Price	12	20	11	30	19	8	32	41
16.	California Legislative District Director Rowena Brown	4	6	4	5	17	64	10	9
17.	City councilmember chief of staff Tanya Love	5	7	6	6	18	59	12	11
18.	Small business owner Kanitha Matoury	2	2	2	2	9	83	4	4
19.	Retired judge Brenda Harbin-Forte	3	7	3	4	12	71	10	7
20.	Deputy City Attorney Ryan Richardson	3	3	6	4	16	67	6	10
21.	Former Police Chief LeRonne Armstrong	16	19	12	10	21	22	35	22
22.	Former City Councilmember Loren Taylor	12	17	7	9	18	38	29	16

23. Overall, do you approve or disapprove of the job Sheng Thao is doing as Mayor?
FOLLOW-UP: Is that strongly or somewhat?

Approve strongly	4	→20%
Approve somewhat	16	
Disapprove somewhat	20	→66%
Disapprove strongly	46	
Don't know	14	

24. Overall, do you approve or disapprove of the way the Oakland City Council is handling its job?
FOLLOW-UP: Is that strongly or somewhat?

Approve strongly	1	→17%
Approve somewhat	16	
Disapprove somewhat	27	→65%
Disapprove strongly	38	
Don't know	18	

25. Overall, do you approve or disapprove of the job Pamela Price is doing as District Attorney?
FOLLOW-UP: Is that strongly or somewhat?

Approve strongly	9	→30%
Approve somewhat	21	
Disapprove somewhat	16	→47%
Disapprove strongly	31	
Don't know	23	

26. Overall, do you approve or disapprove of the way the Oakland City Attorney's office is handling its job?
FOLLOW-UP: Is that strongly or somewhat?

Approve strongly	4	→19%
Approve somewhat	15	
Disapprove somewhat	17	→39%
Disapprove strongly	22	
Don't know	42	

ELECTIONS

27. 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?

IF RECALL OR KEEP: Is that definitely or probably?

Recall, definitely	41	→56%
Recall, probably	15	
Keep, probably	13	→25%
Keep, definitely	12	
Don't know	19	

28. 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?

IF RECALL OR KEEP: Is that definitely or probably?

Recall, definitely	28	→37%
Recall, probably	9	
Keep, probably	20	→41%
Keep, definitely	21	
Don't know	22	

VOTERS IN D3 ONLY, FROM FILE (total n=107):

29. If the election were held today, would you vote to re-elect or replace District 3 City Council Member Carroll Fife?

IF RE-ELECT OR REPLACE: Is that definitely or probably?

Re-elect, definitely	10	→25%
Re-elect, probably	15	
Replace, probably	7	→27%
Replace, definitely	19	
Don't know	49	

VOTERS IN D5 ONLY, FROM FILE. (n=45)

30. If the election were held today, would you vote to re-elect or replace District 5 City Council Member Noel Gallo?

IF RE-ELECT OR REPLACE: Is that definitely or probably?

Re-elect, definitely	11	→28%
Re-elect, probably	17	
Replace, probably	15	→22%
Replace, definitely	8	
Don't know	50	

VOTERS IN D7 ONLY, FROM FILE. (n=49)

31. If the election were held today, would you vote to re-elect or replace District 7 City Council Member Treva Reid?

IF RE-ELECT OR REPLACE: Is that definitely or probably?

Re-elect, definitely	25	→41%
Re-elect, probably	16	
Replace, probably	7	→24%
Replace, definitely	17	
Don't know	35	

32. If the election for the at-large City Council seat was held today, for whom would you vote, if these were the candidates?

Former Chief of Police LeRonne Armstrong
City Councilmember Chief of Staff Tanya Love
California Legislative District Director Rowena Brown
Small Business Owner Kanitha Matoury

IF UNDECIDED: If you had to choose, which candidate do you lean toward?

LeRonne Armstrong, Solid	22	→28%
LeRonne Armstrong, Lean	6	
Tanya Love, Solid	8	→11%
Tanya Love, Lean	3	
Rowena Brown, Solid	8	→11%
Rowena Brown, Lean	2	
Kanitha Matoury, Solid	5	→8%
Kanitha Matoury, Lean	3	
Completely Undecided	43	

33. If the election for City Attorney was held today, for whom would you vote, if these were the candidates?

Deputy District Attorney Ryan Richardson
 Retired Alameda County Judge Brenda Harbin-Forte

IF UNDECIDED: If you had to choose, which candidate do you lean toward?

Ryan Richardson, Solid	11	→15%
Ryan Richardson, Lean	5	
Brenda Harbin-Forte, Solid	16	→26%
Brenda Harbin-Forte, Lean	10	
Completely Undecided	59	

(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 Important
34.	Reducing crime	68	23	8	<1	0	92
35.	Creating blue collar jobs in the industrial, manufacturing, and logistics sectors of Oakland	22	43	26	5	3	66
36.	Making housing more affordable	51	29	14	6	1	80
37.	Reducing homelessness	66	26	5	1	2	93
38.	Promoting businesses that do not require college degrees	22	34	31	10	3	56
39.	Attracting tech companies to Oakland	18	19	35	23	5	37
40.	Promoting commercial and residential development in Oakland	27	29	30	12	3	56

CRIME AND PUBLIC SAFETY

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

Very concerned	65
Somewhat concerned	25
Slightly concerned	8
Not concerned at all	2
Don't know	<1

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

Getting better	13
Getting worse	60
Staying the same	24
Don't know	4

43. 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?

A major factor	56
Somewhat of a factor	28
A minor factor	11
Not a factor at all	3
Don't know	2

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

IF SUPPORT/OPPOSE: Is that SUPPORT/OPPOSE strongly, or just somewhat?

		SUPPORT		OPPOSE		Don't know	SUMMARY	
		Strongly	Some-what	Some-what	Strongly		Support	Oppose
44.	Supplement Oakland Police force with private security guards and ambassadors across the city, to make our neighborhoods safer	30	35	14	15	6	64	30
45.	Put more resources into creating skill centers for blue collar job training, so youth can move into the workforce	64	27	5	1	3	91	5
46.	Better enforce criminal laws, so people know there are consequences to criminal conduct	54	26	10	7	3	80	17

47. Do you think Oakland should have **[ROTATE]** [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?

More police officers	62
Fewer police officers	10
The same number of police officers	14
Don't know	13

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

Yes	57
No	37
Prefer not to say	6

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

Yes	46
No	48
Prefer not to say	5

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

More	2
Less	51
Made no difference	47
Don't know	1

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

More	3
Less	44
Made no difference	52
Don't know	1

BLUE COLLAR JOBS

52. On another topic, how important, if at all, do you think it is that Oakland encourages industrial, manufacturing, and logistics businesses to remain in the city?

Very important	49
Somewhat important	34
Slightly important	8
Not important at all	4
Don't know	4

Next please (tell me / indicate) whether you agree or disagree with the following statements.

IF AGREE/DISAGREE: Is that AGREE/DISAGREE strongly, or just somewhat?

RANDOMIZE.		AGREE		DISAGREE		Don't know	SUMMARY	
		Strongly	Some-what	Some-what	Strongly		Agree	Disagree
53.	Annual job fairs and recruitment performed by industrial, manufacturing, and logistics employers could help show the importance these jobs to Oakland and its residents	35	48	5	2	9	84	7
54.	Industrial, manufacturing, and logistics companies should increase job training within their companies or support job training and placements by third parties.	45	34	5	2	13	79	7
55.	As long as industry and manufacturing businesses comply with environmental regulations, they should be encouraged to continue doing business in Oakland.	64	28	4	1	3	92	5

Next are some reasons people have said it is important for Oakland to encourage industrial, manufacturing, and logistics businesses to remain in the city.

For each one, please (tell me / indicate) if this is a very convincing, somewhat convincing, slightly convincing, or not convincing at all reason for Oakland to encourage these businesses to remain. If you think the statement is false just (tell me / indicate) that.

RANDOMIZE		Very Convincing	Somewhat Convincing	Slightly Convincing	Not Convincing at all	Is false	Don't know	Total Convincing
56.	Oakland has strength in its roots as a strong blue collar industrial and manufacturing town, and the city can rebuild itself on that strength.	23	30	21	15	5	6	53
57.	One of the reasons that Oakland youth engage in crime is that not enough blue-collar jobs are available.	18	25	23	18	11	5	43
58.	More well-paying blue-collar jobs can help formerly incarcerated people stay away from crime and make the city safer.	37	34	14	7	4	4	71
59.	Increasingly, young people are looking for alternatives to college, and industrial, manufacturing, and logistics businesses can offer strong career opportunities.	36	35	20	6	1	3	70

60. Now that you've heard more, how important, if at all, do you think it is that Oakland encourages industrial, manufacturing, and logistics businesses to remain in the city?

Very important	48
Somewhat important	34
Slightly important	13
Not important at all	3
Don't know	2

DEMOGRAPHICS

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

61. What is your age?

IF PREFER NOT TO SAY: I just want to remind you that this question is important for this research project and your answers are 100% confidential. What is your age?

Under 35	22
35-44	22
45-54	16
55-64	15
65+	25
Prefer not to say	0

62. Which of the following ethnic groups describes you?

Latino, Hispanic, or Mexican American	13
White or Caucasian	43
Black or African American	29
Asian American or Pacific Islander	10
Native American	1
Middle Eastern or North African	<1
A combination of these (SPECIFY: _____)	1
Something else (SPECIFY: _____)	0
Prefer not to say	4

63. **IF SELF-IDENTIFIED ASIAN-AMERICAN:** Are you...? (n=43)

Chinese	38
Filipino	6
Vietnamese	15
Japanese	3
Korean	3
South Asian	21
Southeast Asian	0
Pacific Islander	0
Other (Specify: _____)	14
Prefer not to say	0

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

High school degree or less	7
Some college or associate's degree	25
Technical school or vocational degree	3
Bachelor's degree	37
Post graduate degree	23
Prefer not to say	4

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

Progressive	36
Liberal	31
Moderate	23
Conservative	5
Other (Specify: _____)	<1
Don't know	4

66. With which of the following do you most identify?

Straight	73
Lesbian or Gay	7
Bisexual	10
Transgender	2 →20%
Other (SPECIFY: _____)	1
Don't Know	<1
Prefer Not To Say	7

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

Yes	22
No	75
Prefer not to say	3

68. Which of the following best describes your total household income before taxes for the year 2023?
IF PREFER NOT TO SAY: I understand it's personal, but this question is important for this research project and your answers are 100% confidential.

Under \$25,000	10
\$25,000 to just under \$50,000	10
\$50,000 to just under \$75,000	11
\$75,000 to just under \$100,000	14
\$100,000 to just under \$150,000	16
\$150,000 to just under \$250,000	13
\$250,000 or more	14
Don't know	2
Prefer not to say	11

69. What is your gender?

Female	54
Male	45
Other	1

70. RECORD PARTY:

DEMOCRAT	74
REPUBLICAN	4
NO PARTY PREFERENCE	17
MINOR PARTY	4