

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 telephone 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:

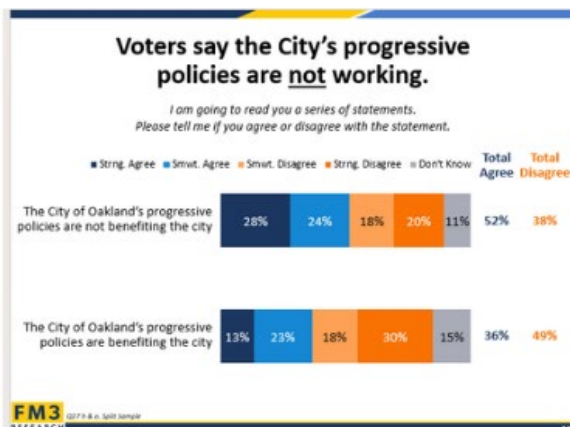
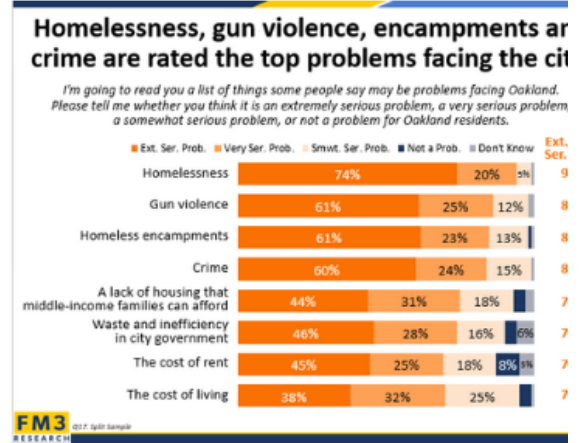
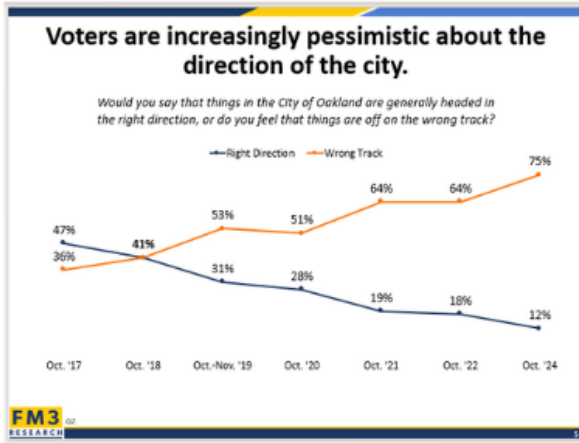
- Voters are more pessimistic than ever about the direction of the City and in their views of local government.
- A majority says that current progressive policies are not benefiting the city.
- The issues of homelessness, gun violence, and encampments are the top problems facing the city.
- Given voters' 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:

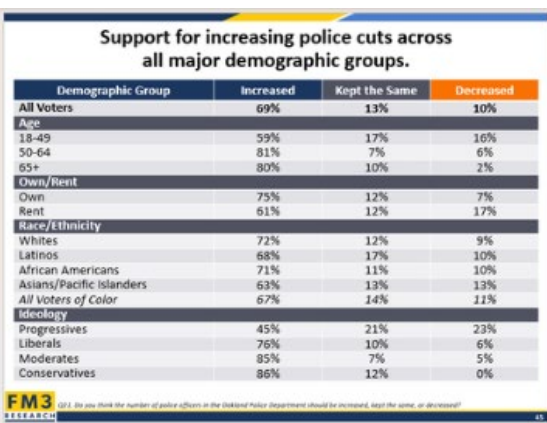
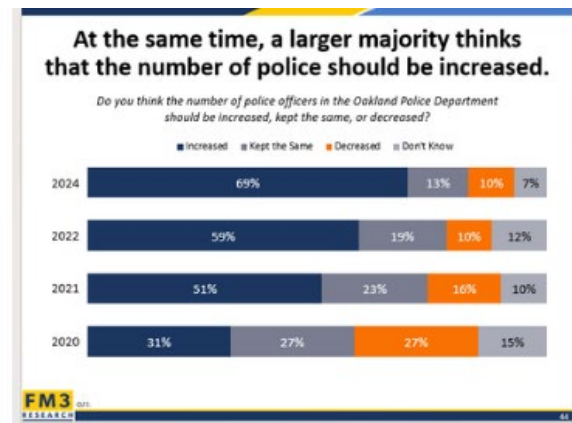
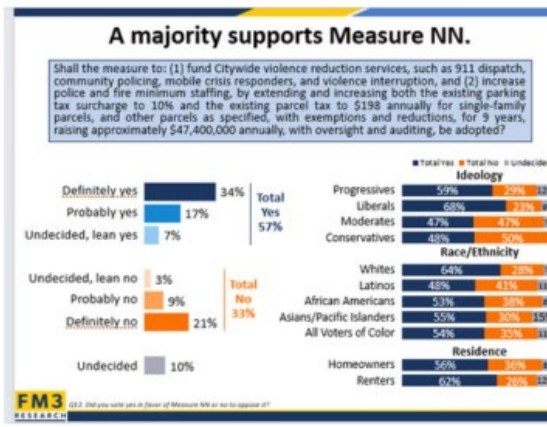
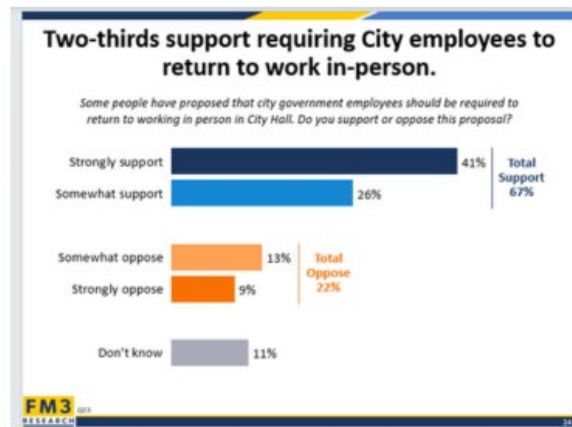
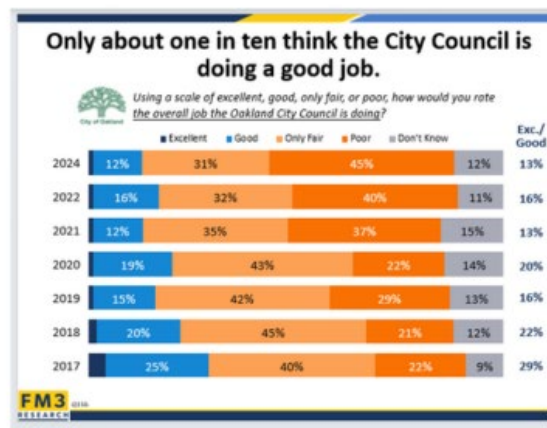
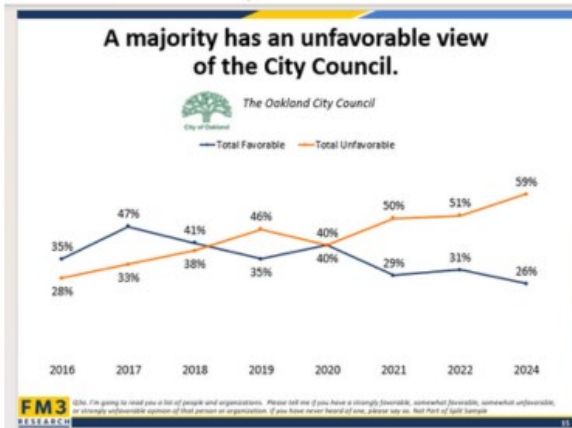


Majorities or pluralities across Council districts say progressive policies are not benefiting the city.

(Total Agree)

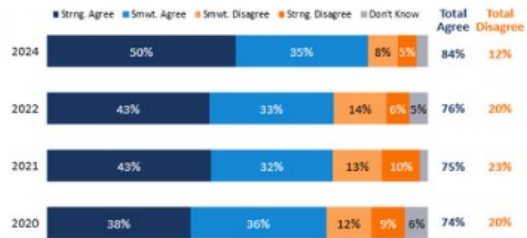
Demographic Group	Progressive Policies Benefiting the City	Progressive Policies Are Not Benefiting the City
All Voters	36%	52%
Ideology		
District 1 - Dan Kalb	38%	50%
District 2 - Nikki Fortunato Bas	44%	54%
District 3 - Carrol Fife	48%	60%
District 4 - Janani Ramachandran	31%	52%
District 5 - Noel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

FM3 RESEARCH 0277-8-0, 1000 sample



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

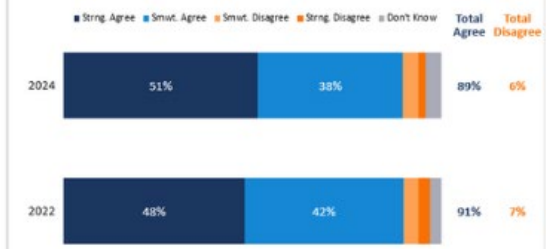
Having more large companies locate in Oakland is good for our economy because it creates jobs and tax revenue



FM3 0276 I am going to read you a series of statements. Please tell me if you agree or disagree with the statement. Not Part of Split Sample

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



FM3 0276 I am going to read you a series of statements. Please tell me if you agree or disagree with the statement. Not Part of Split Sample

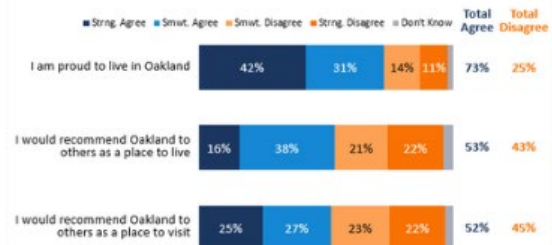
The number of voters who feel pride in Oakland and would recommend it as a place to live or visit has declined notably since 2017.

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%

FM3 0276 v.8.1 I am going to read you a series of statements. Please tell me if you agree or disagree with the statement. Split Sample

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.



FM3 0276 v.8.1 Split Sample