

2025 City of Oakland Resident Budget Priorities Survey

Fielded and presented by the Budget Advisory Commission
February 26, 2025

Appendix: Segmented Results



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- [Youth \(under 18\)](#)
- [Older adults \(65+\)](#)
- [People living outside](#)

District 1

Golden Gate

Idora Park

Rockridge

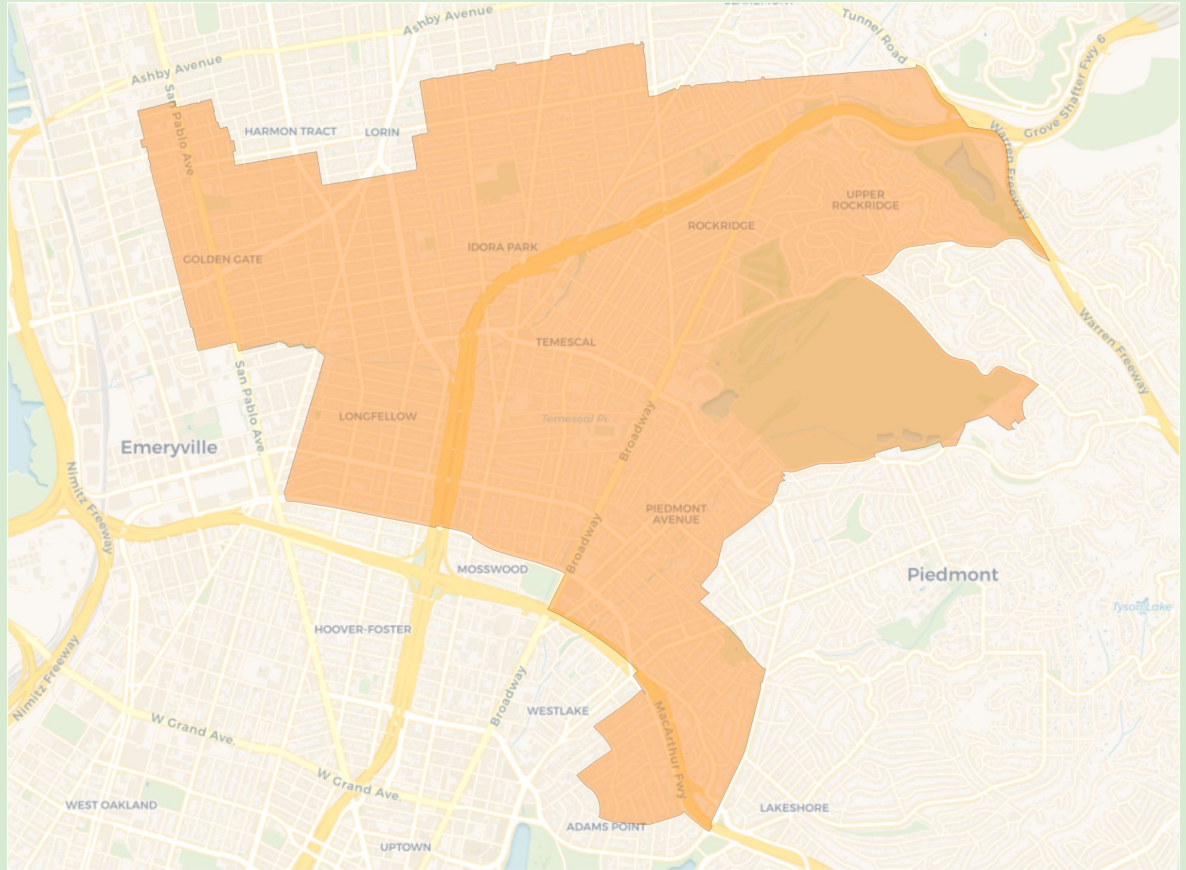
Upper Rockridge

Longfellow

Temescal

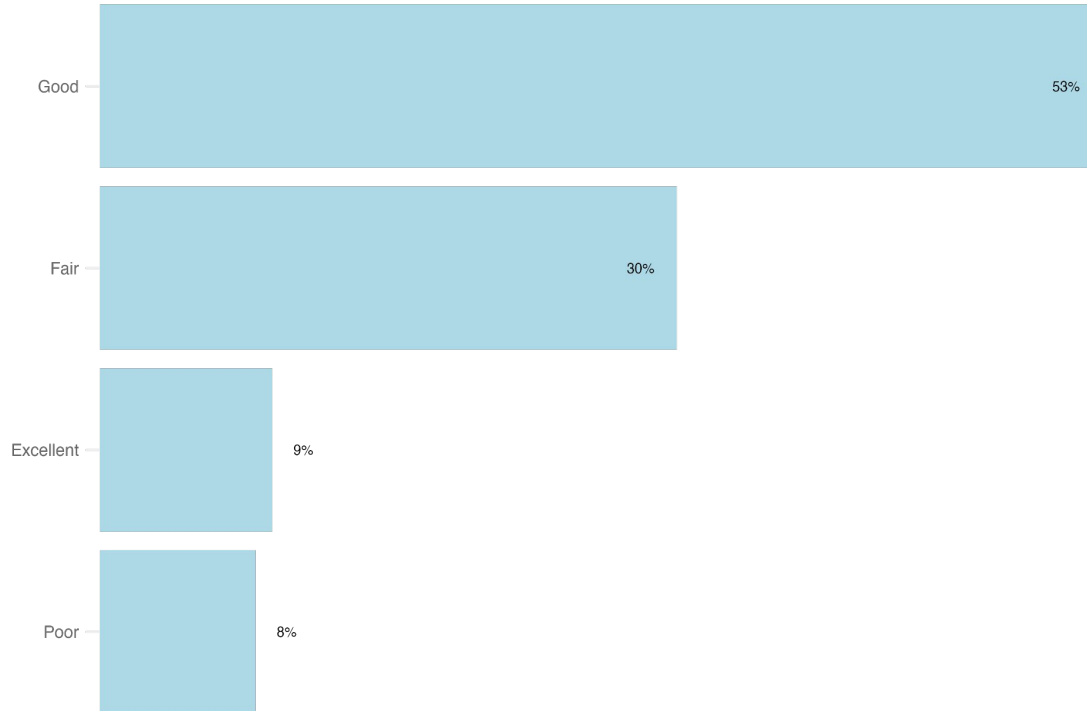
Piedmont Avenue

n = 1,363



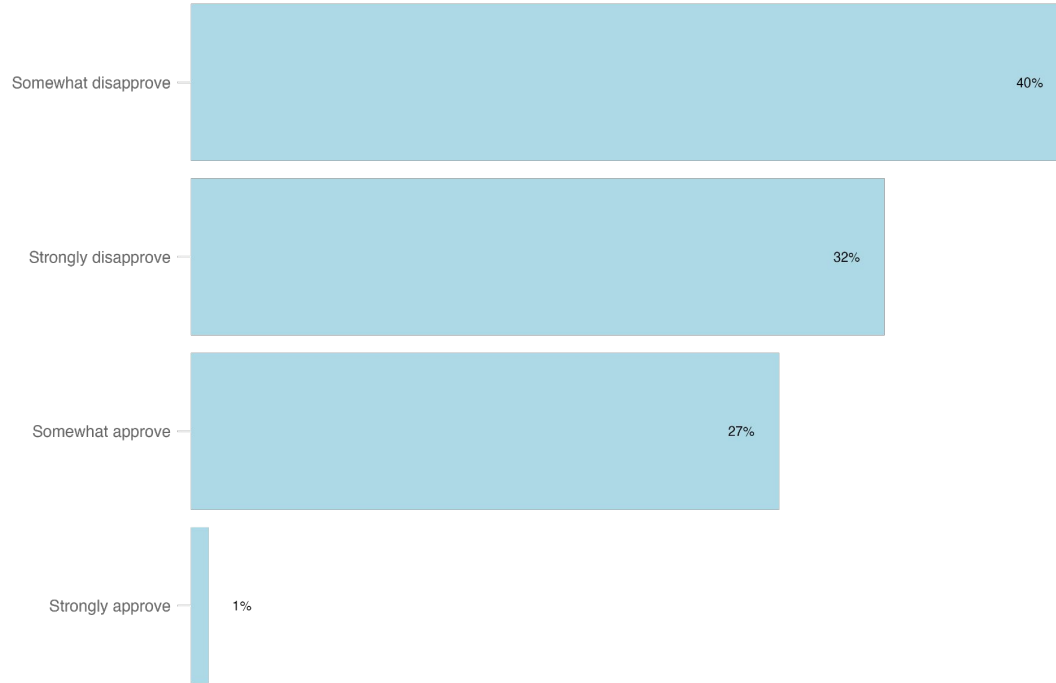
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you *rate Oakland as a place to live?*



City government approval ratings

Q3: Do you **approve or disapprove of the overall job being done by Oakland City government** in providing services to the people who live here?

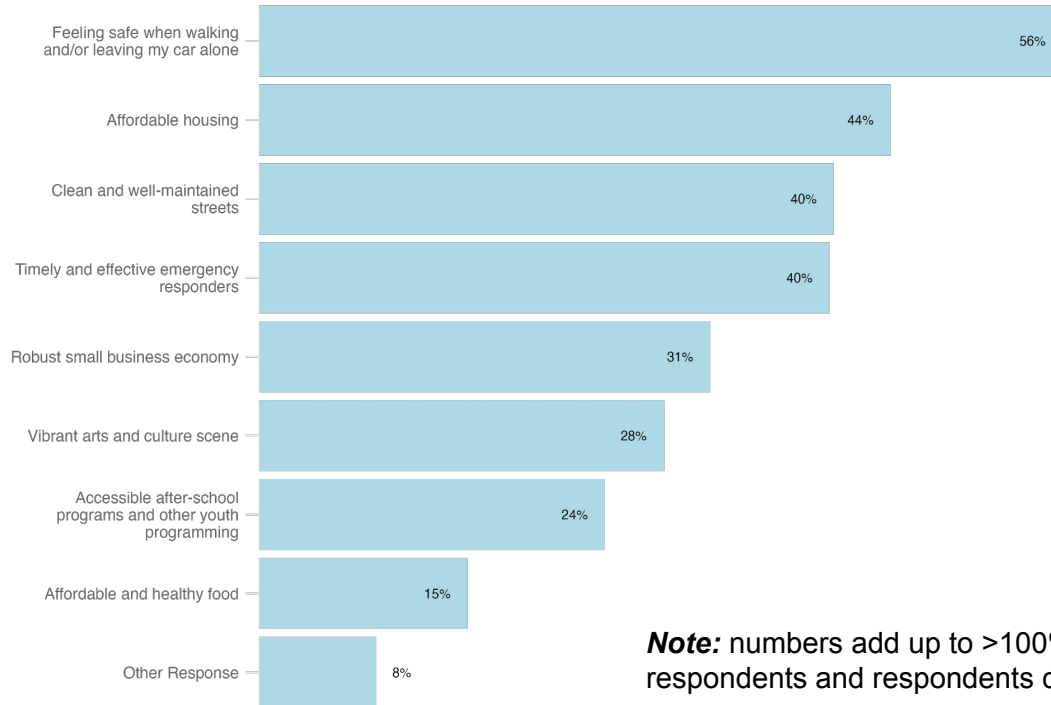


Two most important budget priorities



Important factors for a city to call home

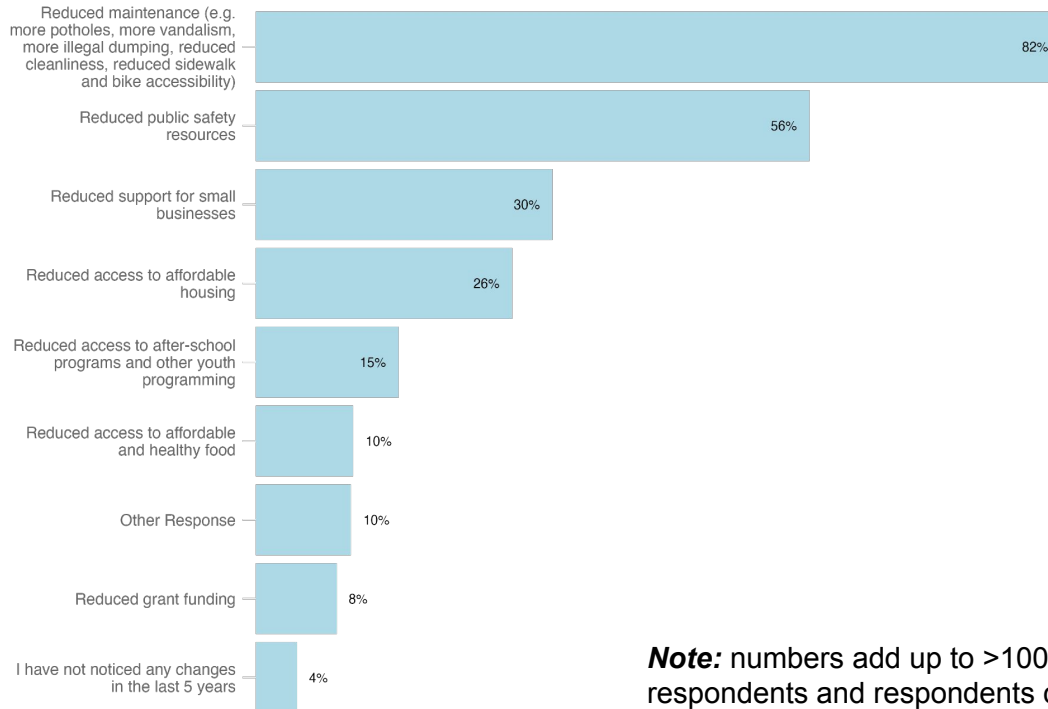
Q5: Which of the following are most important to you to make Oakland *a place you are happy to call home*? Choose up to 3



Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

City budget impact on household and work

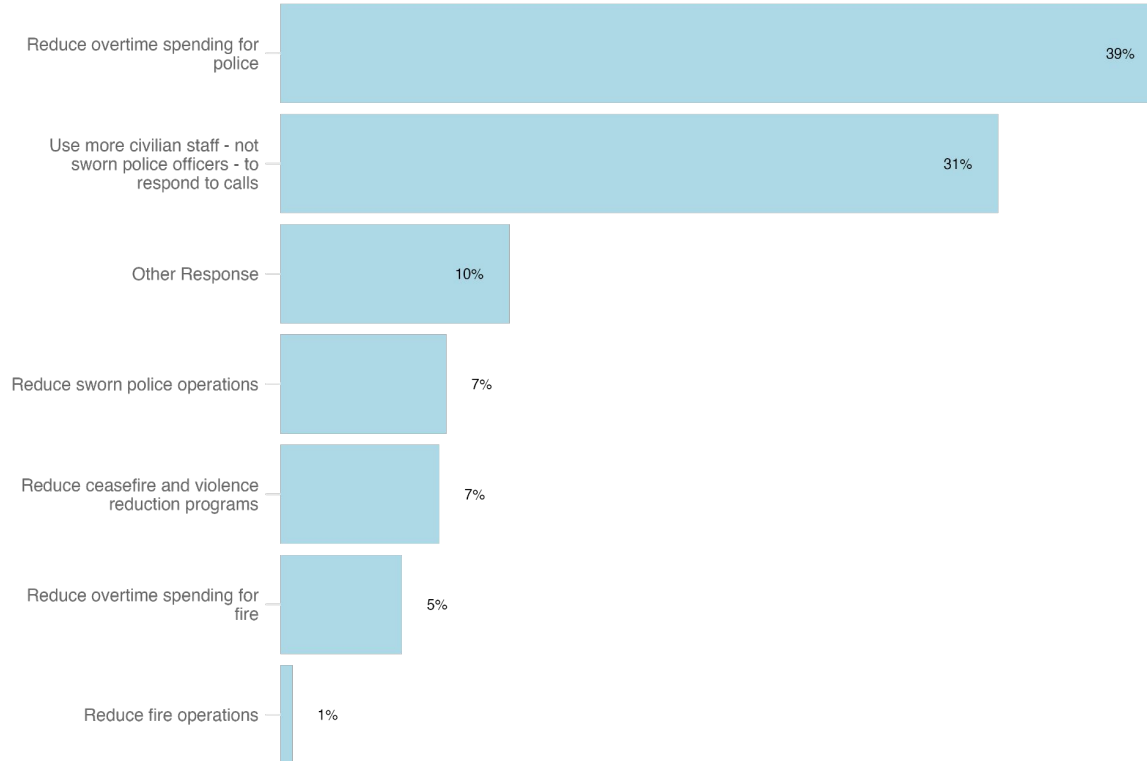
Q6: In the last 5 years, how has *Oakland's* budget most impacted your household and work?
Choose up to 3



Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

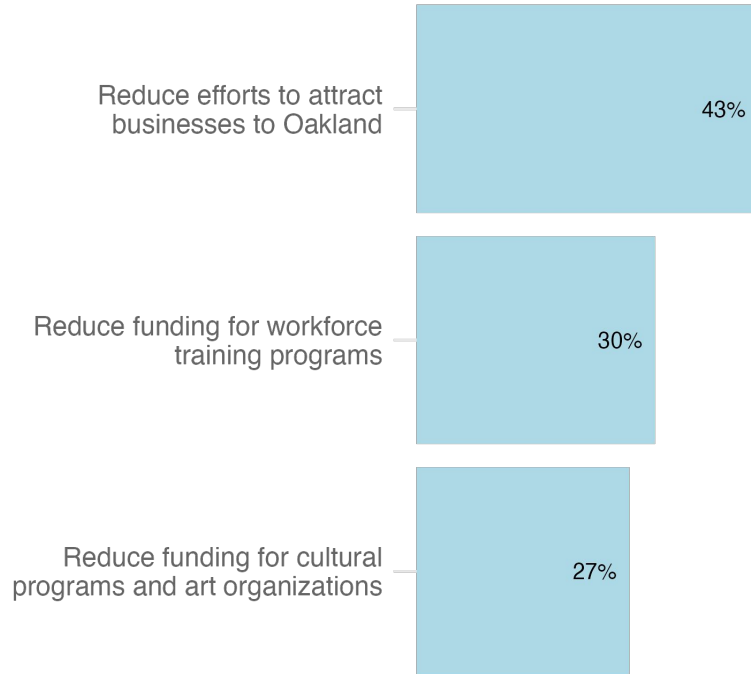
Public Safety

Q7: For **public safety**, which of the following would you support reducing funding?



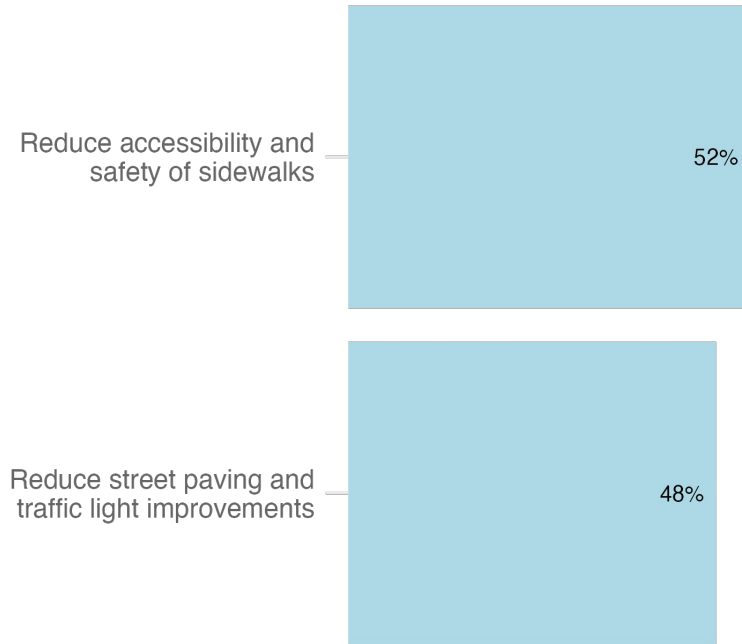
Economic Growth

Q8: For **economic growth**...which of the following would you support reducing funding?



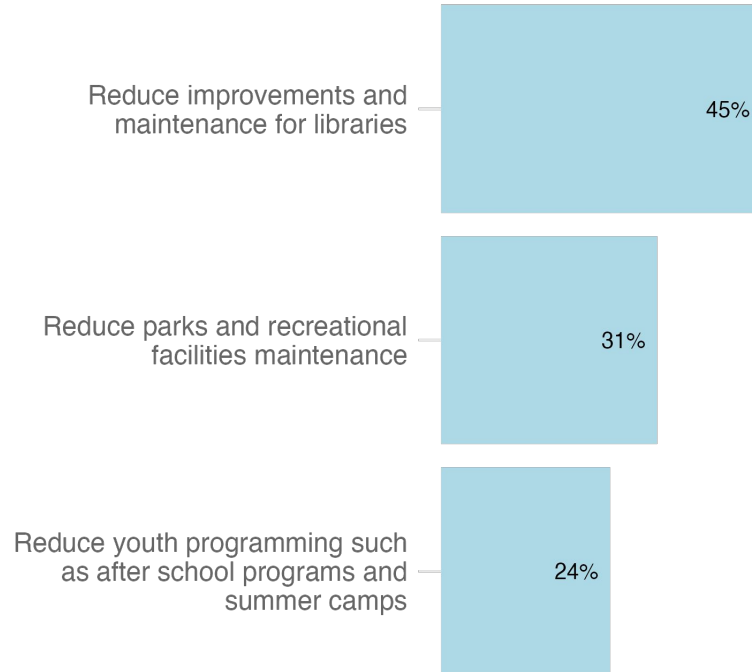
Transportation

Q9: For *transportation*...which of the following would you support reducing funding?



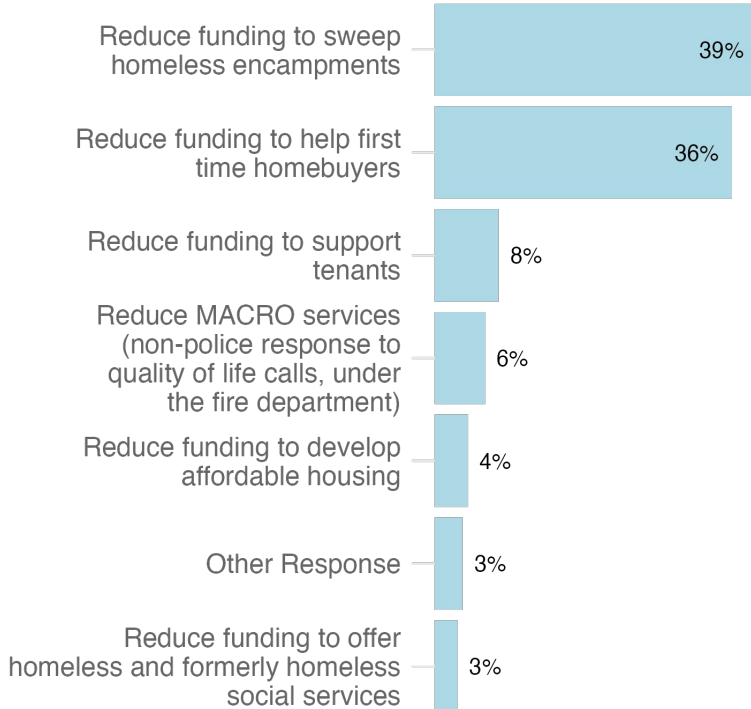
Youth and Community Investments

*Q10: For **youth and community investments**... which of the following would you support reducing funding?*



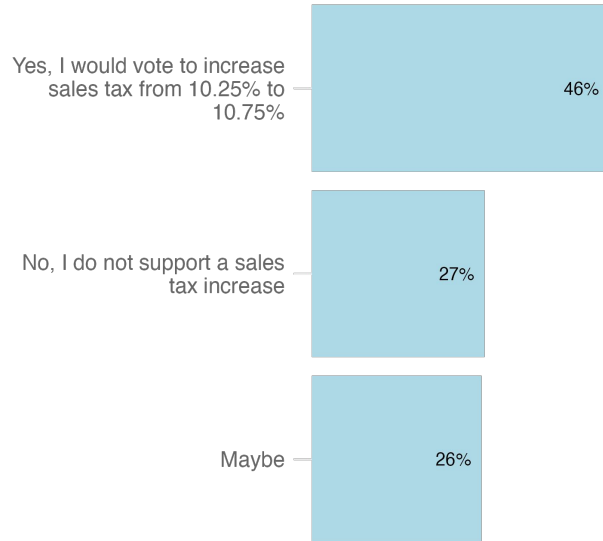
Housing and Homeless Investments

*Q11: For **housing and homelessness investments**...which of the following would you support reducing funding?*



Sales Tax

Q12: On the April 15 special election, you will be asked to vote on an increase on sales tax in Oakland from 10.25% to 10.75%. That's an extra 50 cents on a \$100 purchase. This sales tax increase is expected to raise \$20-\$30M/year for the City of Oakland. Would you vote in support of this sales tax increase?



District 2

Grand Lake

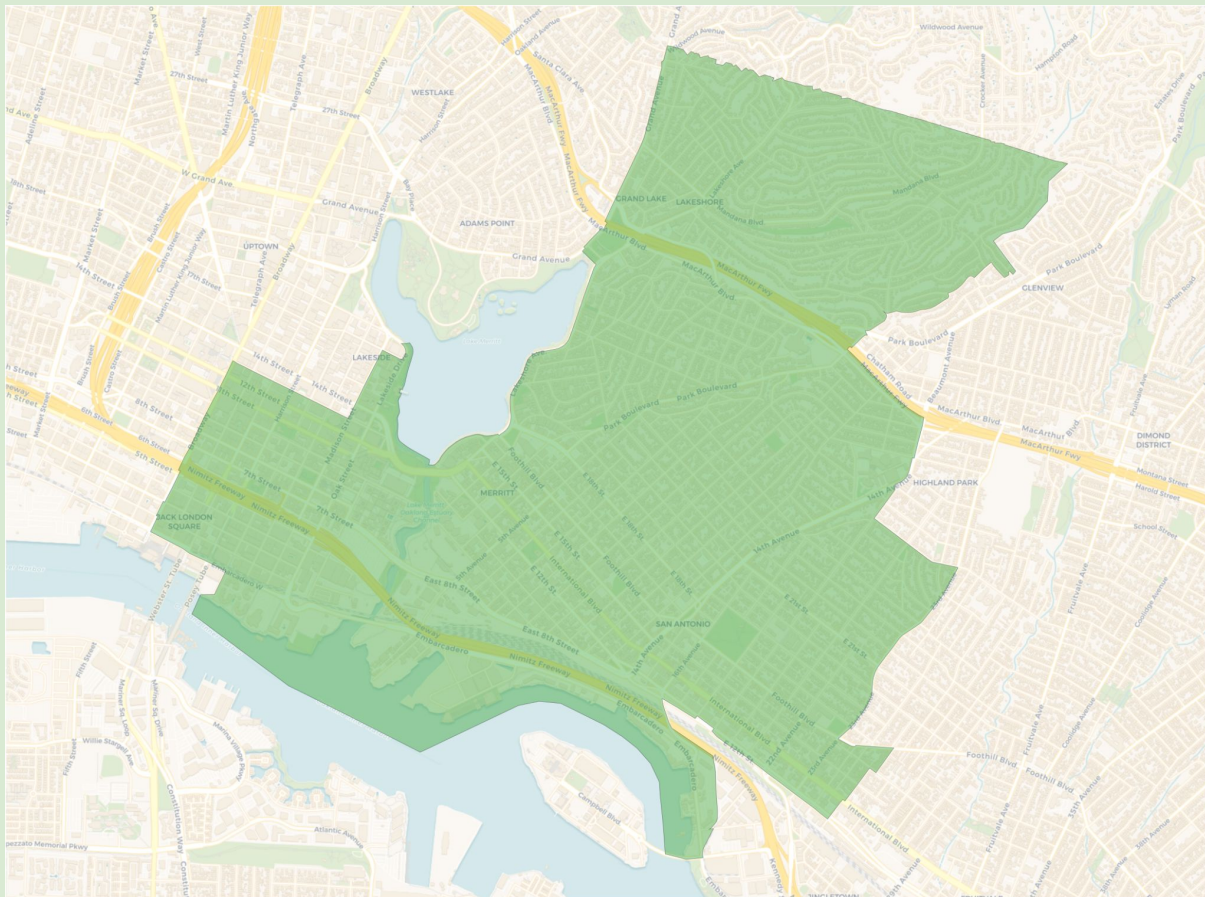
Lakeshore

Lake Merritt

Jack London Square

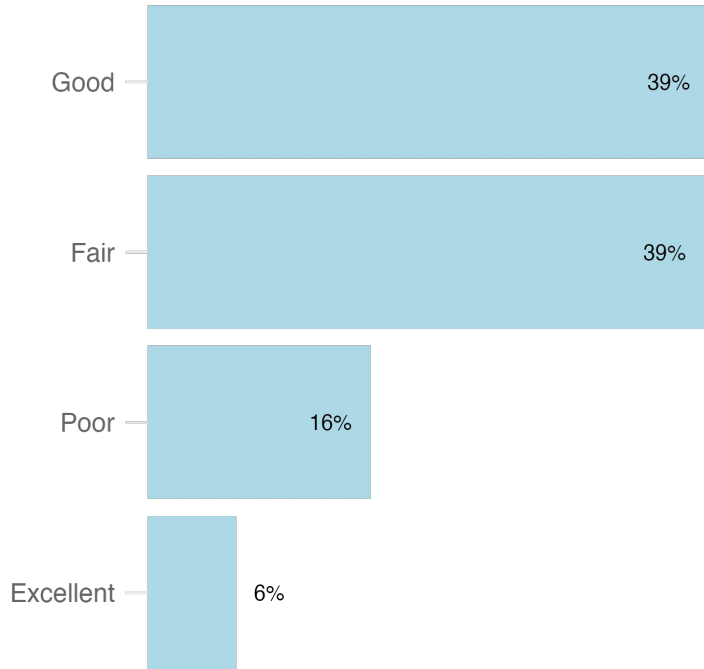
San Antonio

n = 1,097



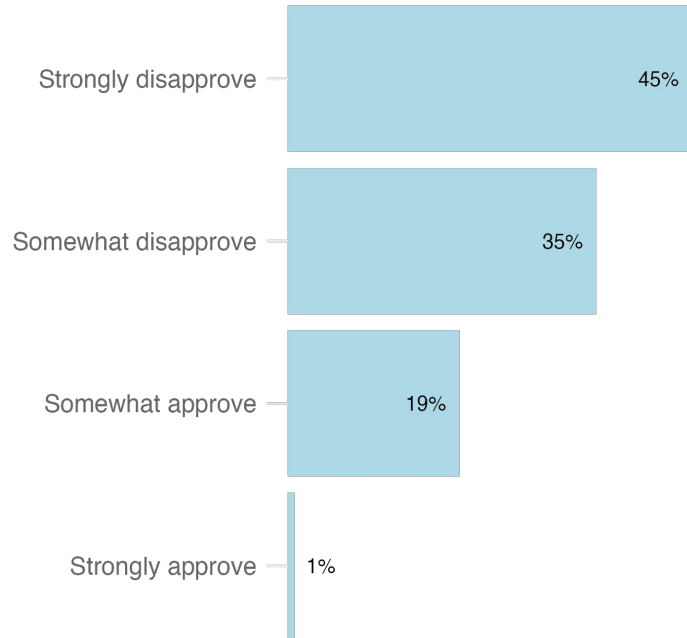
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you *rate Oakland as a place to live?*

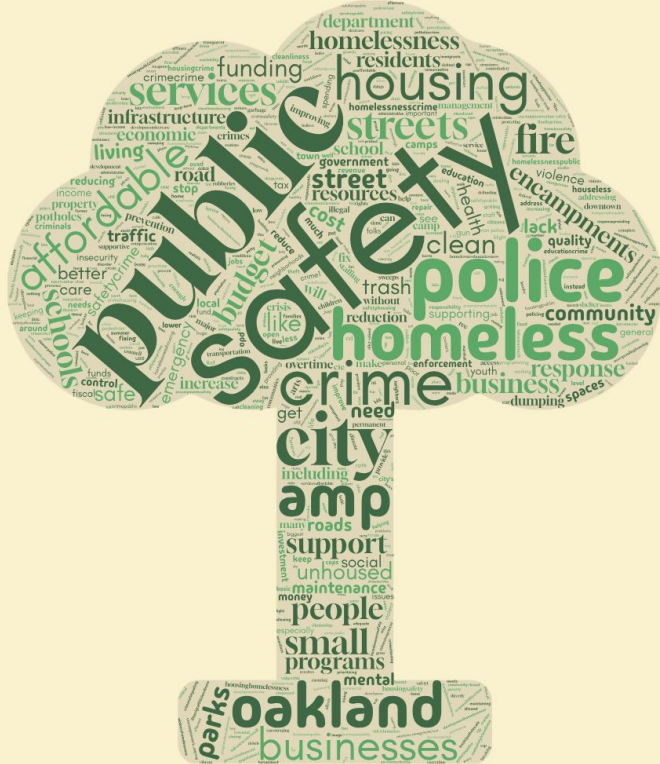


City government approval ratings

Q3: Do you **approve or disapprove of the overall job being done by Oakland City government** in providing services to the people who live here?

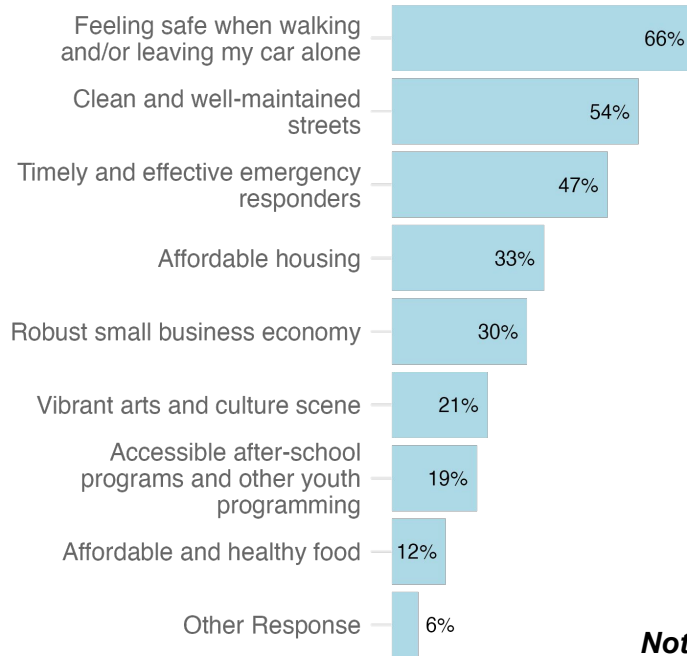


Two most important budget priorities



Important factors for a city to call home

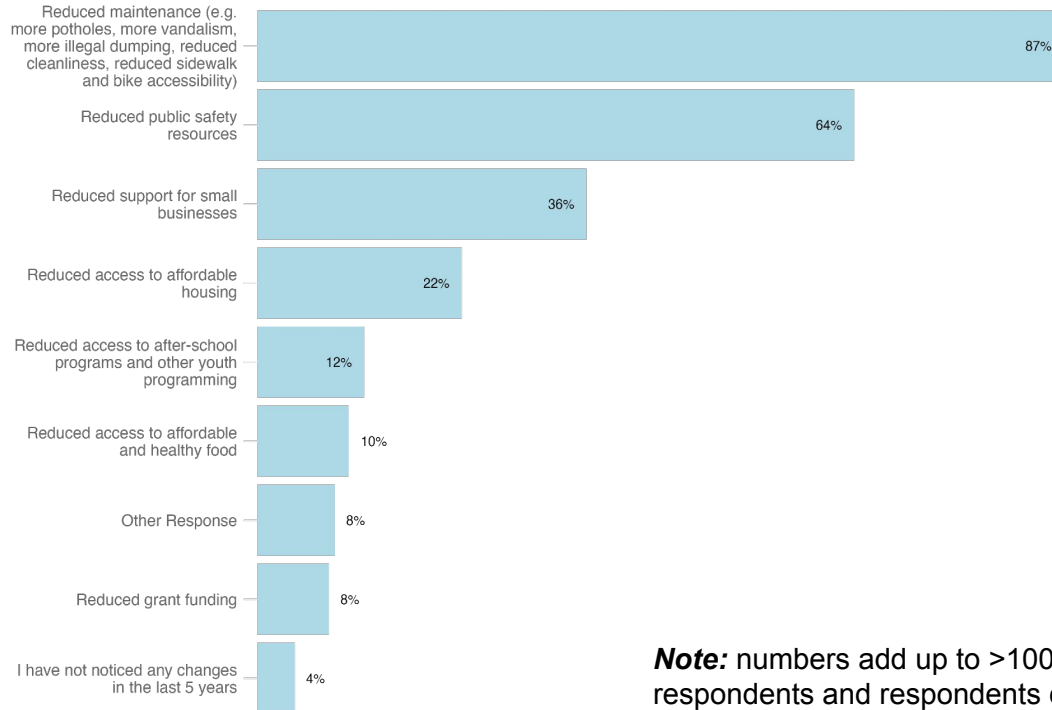
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City budget impact on household and work

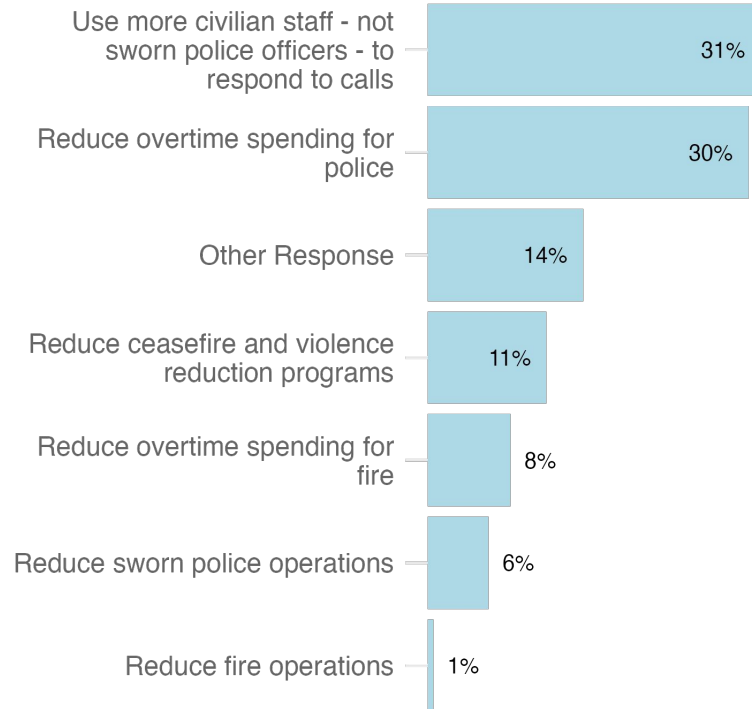
Q6: In the last 5 years, how has *Oakland's* budget most impacted your household and work?
Choose up to 3



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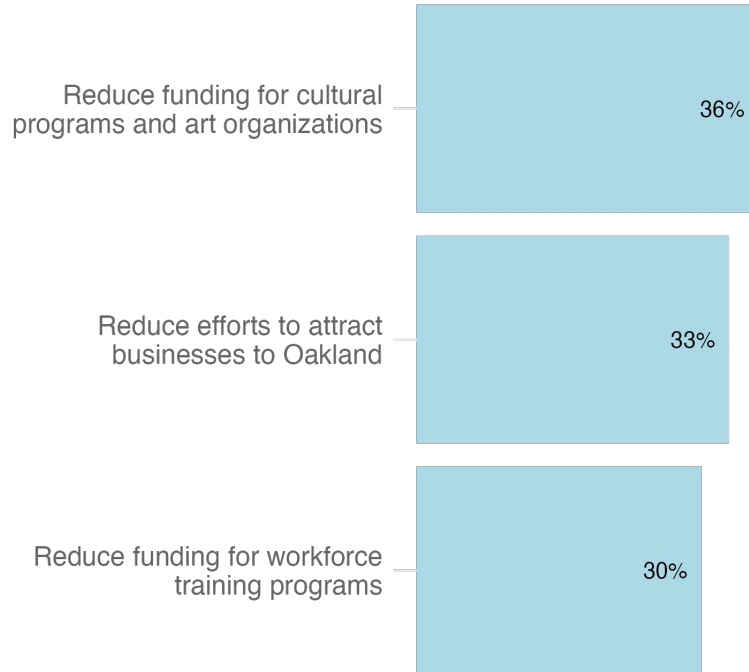
Public Safety

Q7: For **public safety**, which of the following would you support reducing funding?



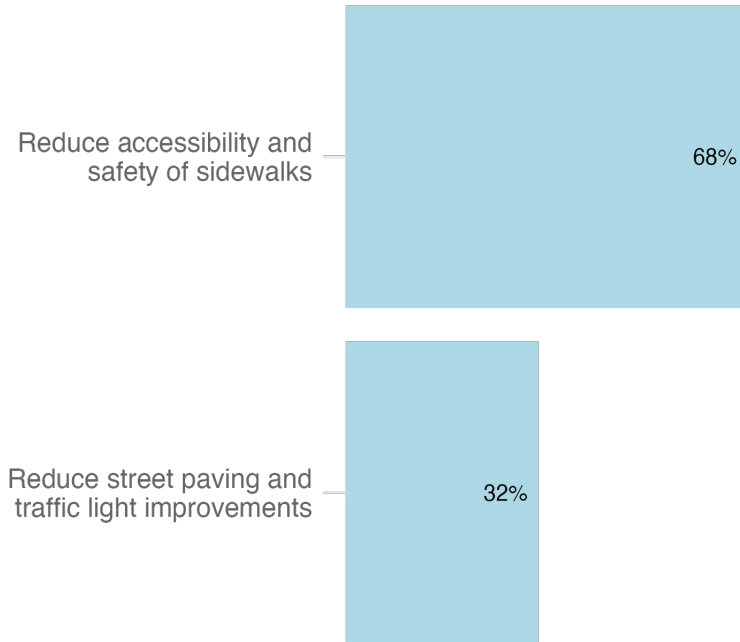
Economic Growth

Q8: For **economic growth**...which of the following would you support reducing funding?



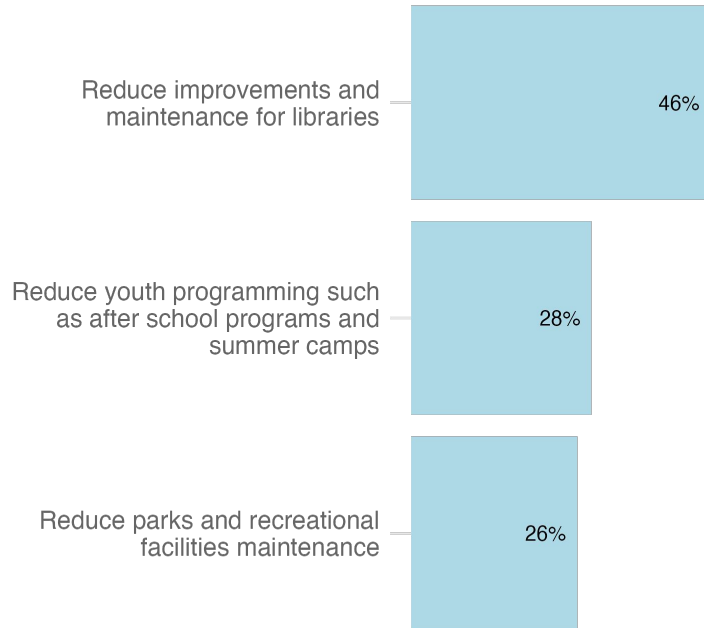
Transportation

Q9: For *transportation*...which of the following would you support reducing funding?



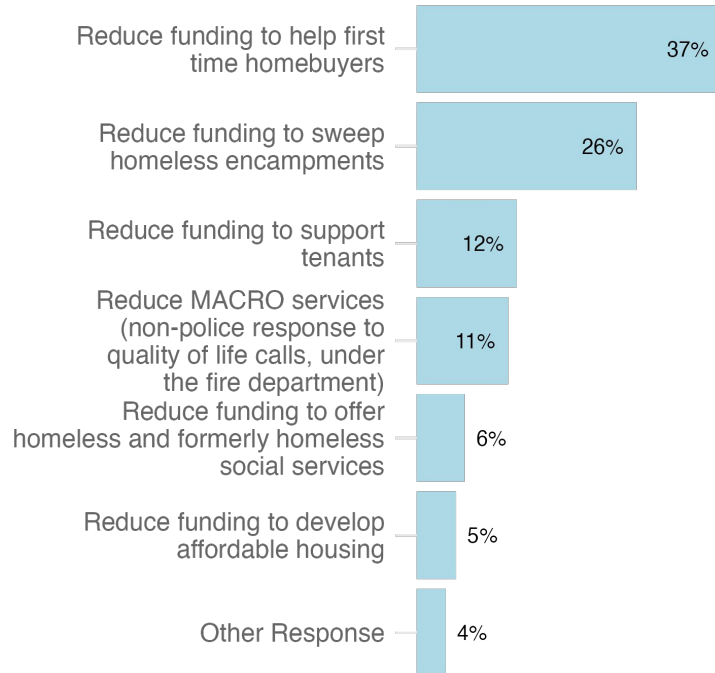
Youth and Community Investments

*Q10: For **youth and community investments**... which of the following would you support reducing funding?*



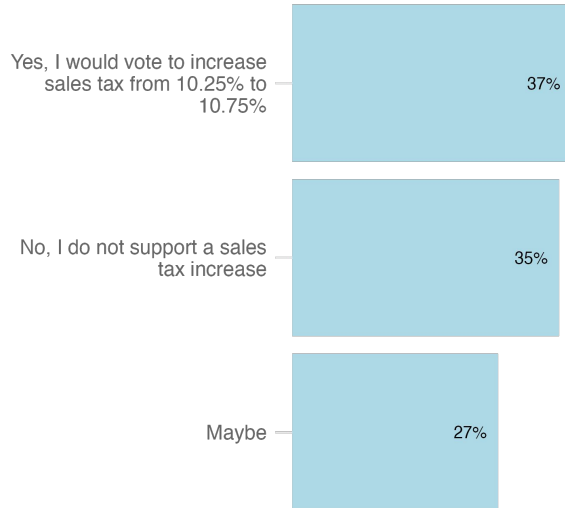
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Sales Tax

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District 3

Mosswood

Hoover Foster

Westlake

Adams Point

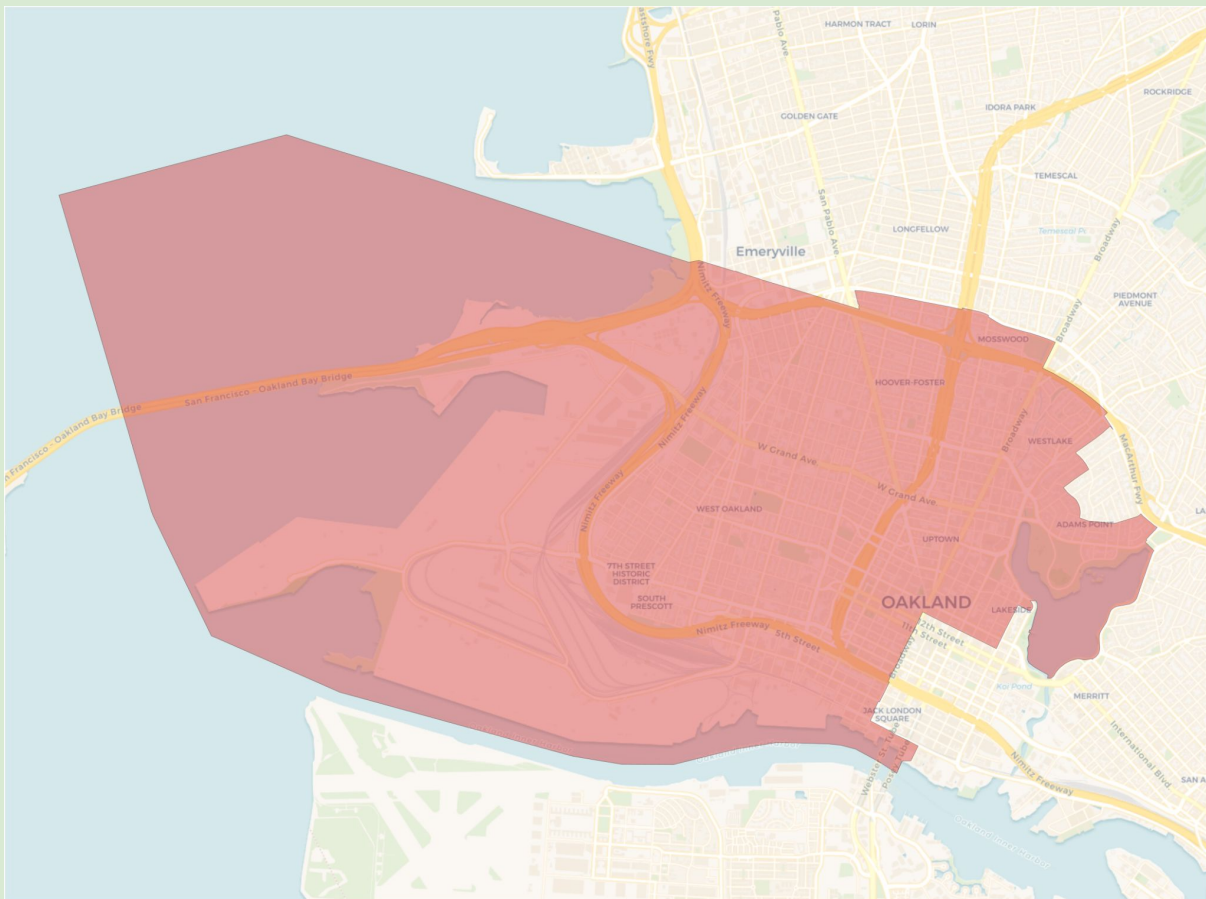
West Oakland

Uptown

7th Street Historic District

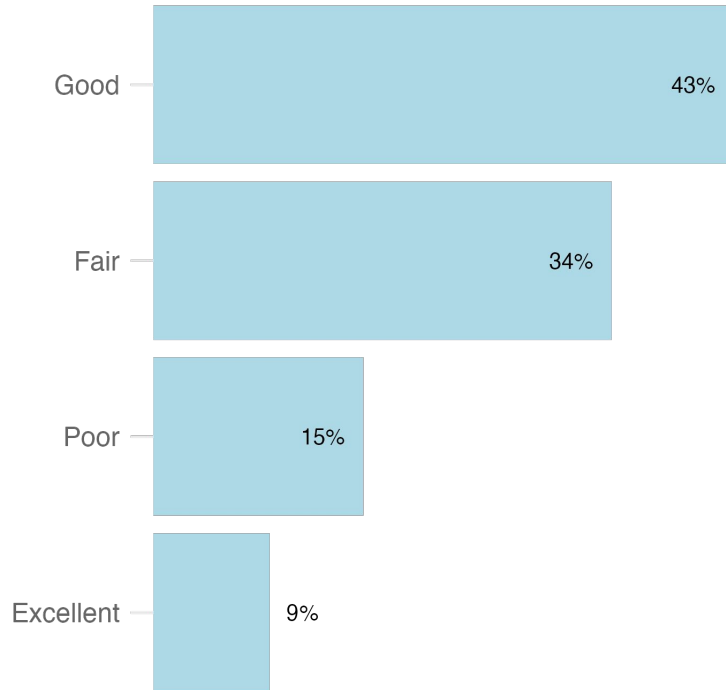
South Prescott

n = 716



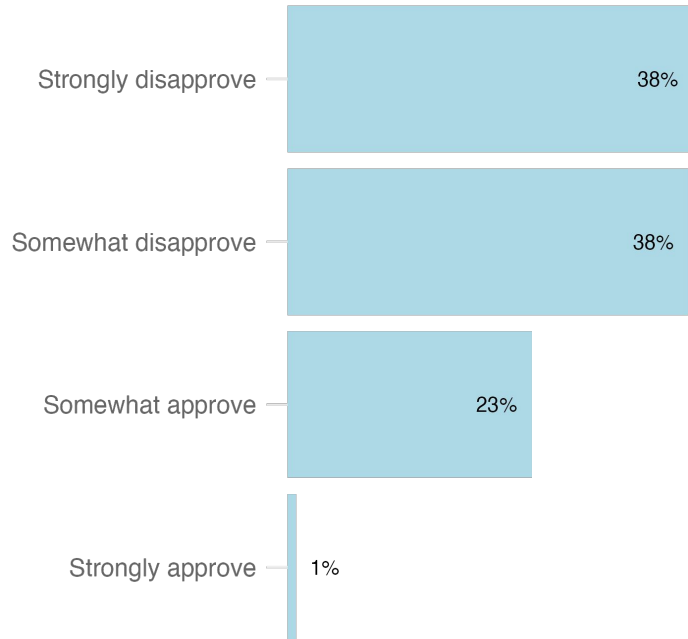
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you *rate Oakland as a place to live?*



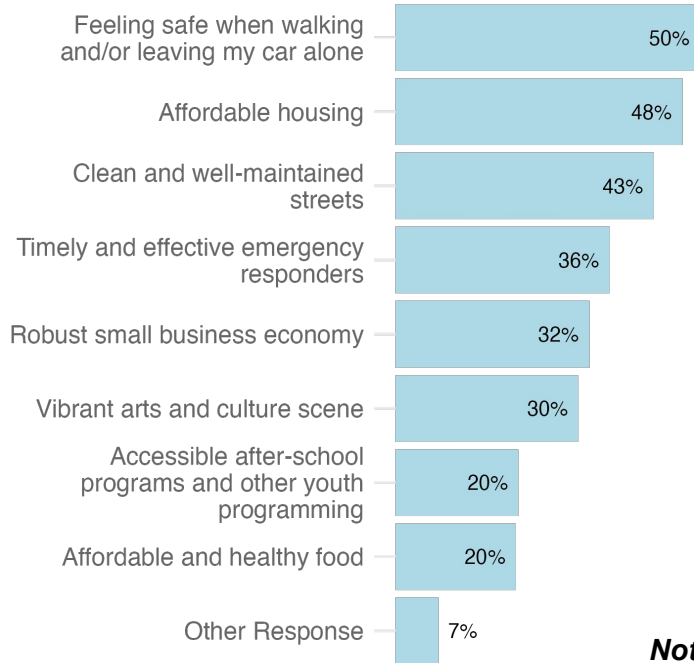
City government approval ratings

Q3: Do you **approve or disapprove of the overall job being done by Oakland City government** in providing services to the people who live here?



Important factors for a city to call home

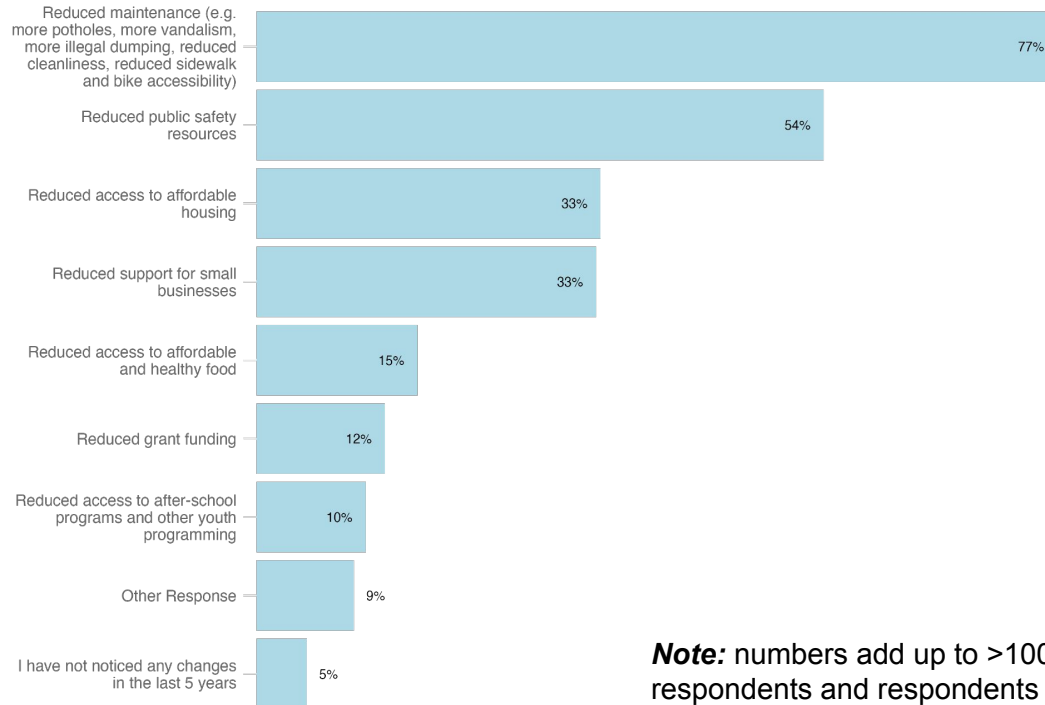
Q5: Which of the following are most important to you to make Oakland a place you are happy to call home? Choose up to 3



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City budget impact on household and work

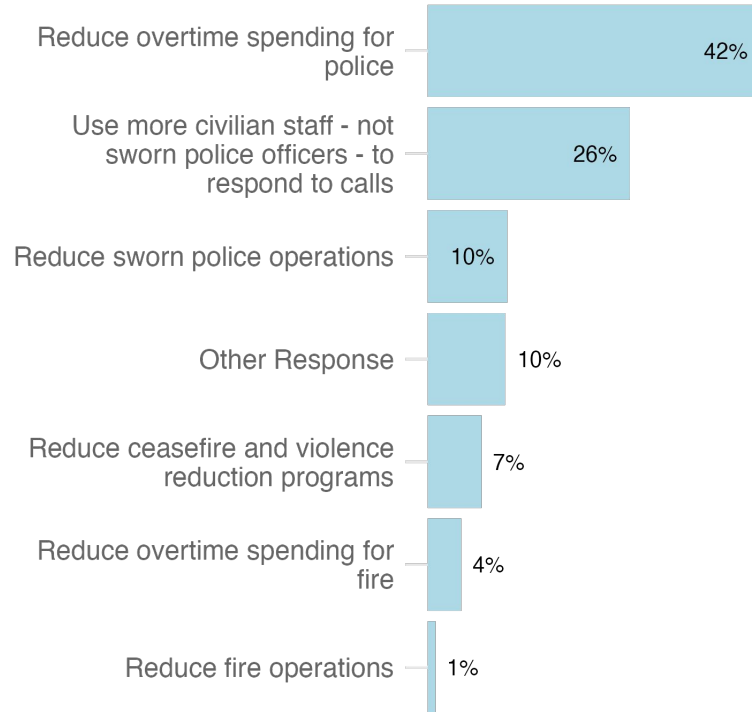
Q6: In the last 5 years, how has *Oakland's* budget most impacted your household and work?
Choose up to 3



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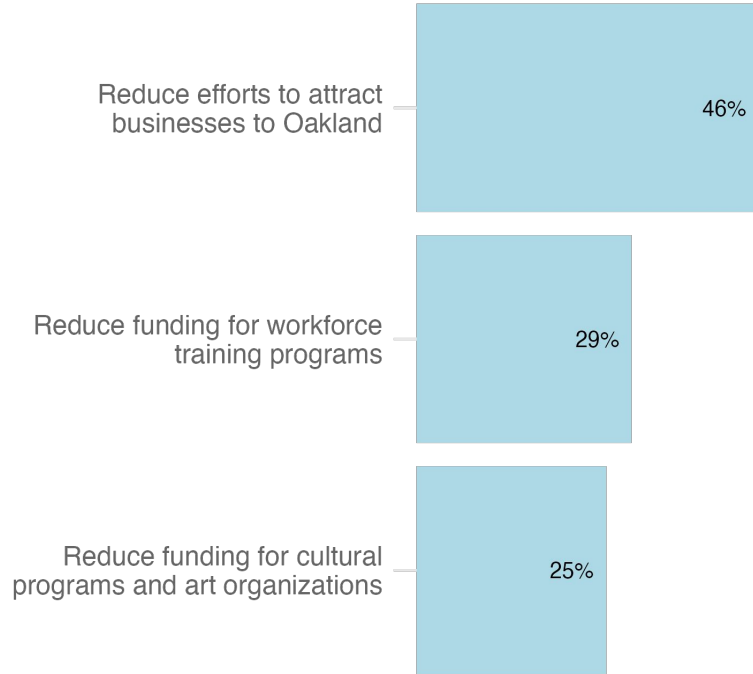
Public Safety

Q7: For **public safety**, which of the following would you support reducing funding?



Economic Growth

Q8: For **economic growth**...which of the following would you support reducing funding?



Transportation

Q9: For *transportation*...which of the following would you support reducing funding?

Reduce accessibility and
safety of sidewalks

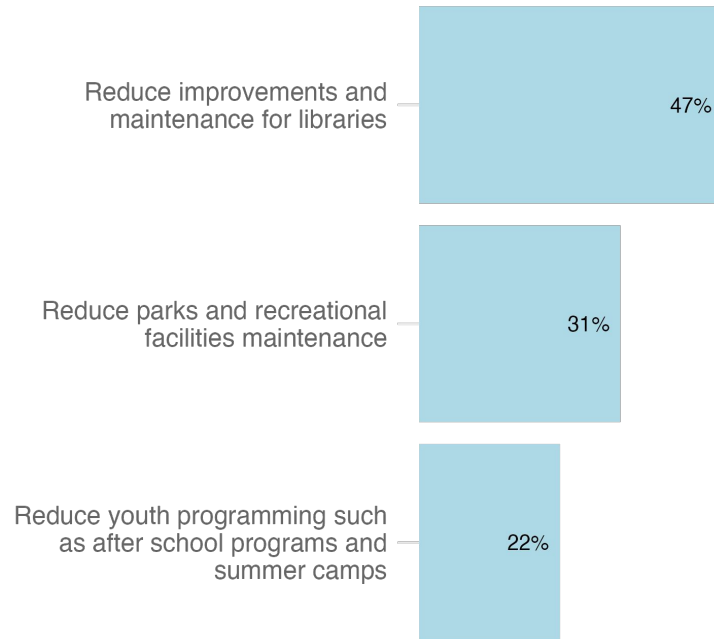
50%

Reduce street paving and
traffic light improvements

50%

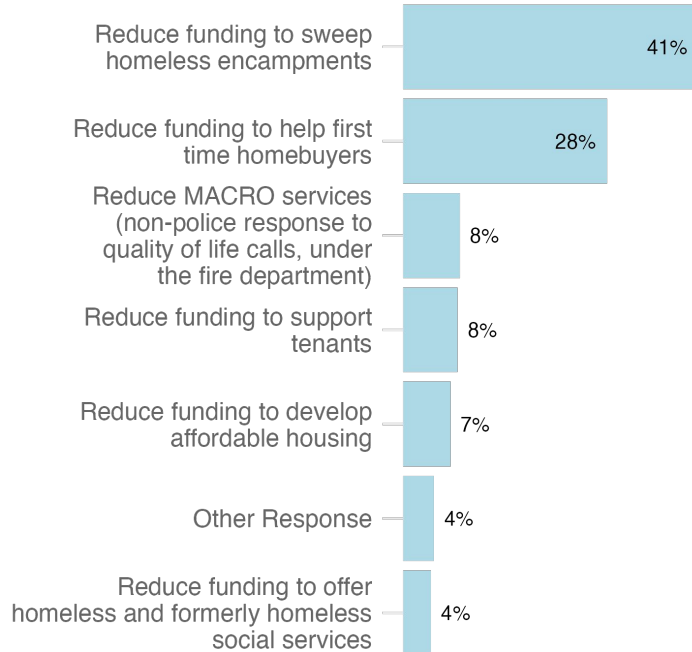
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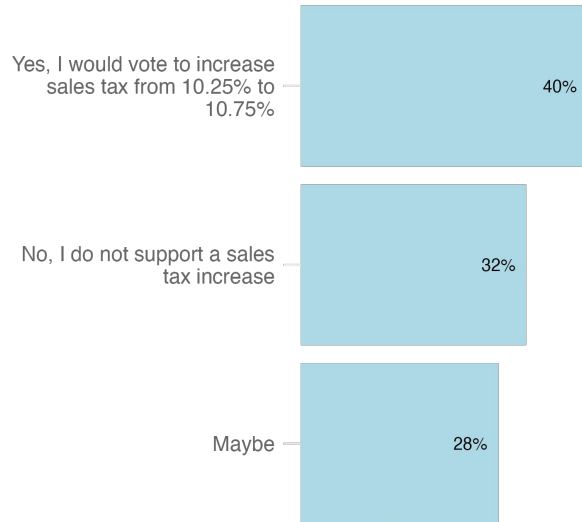
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District 4

Laurel

Dimond

Allendale

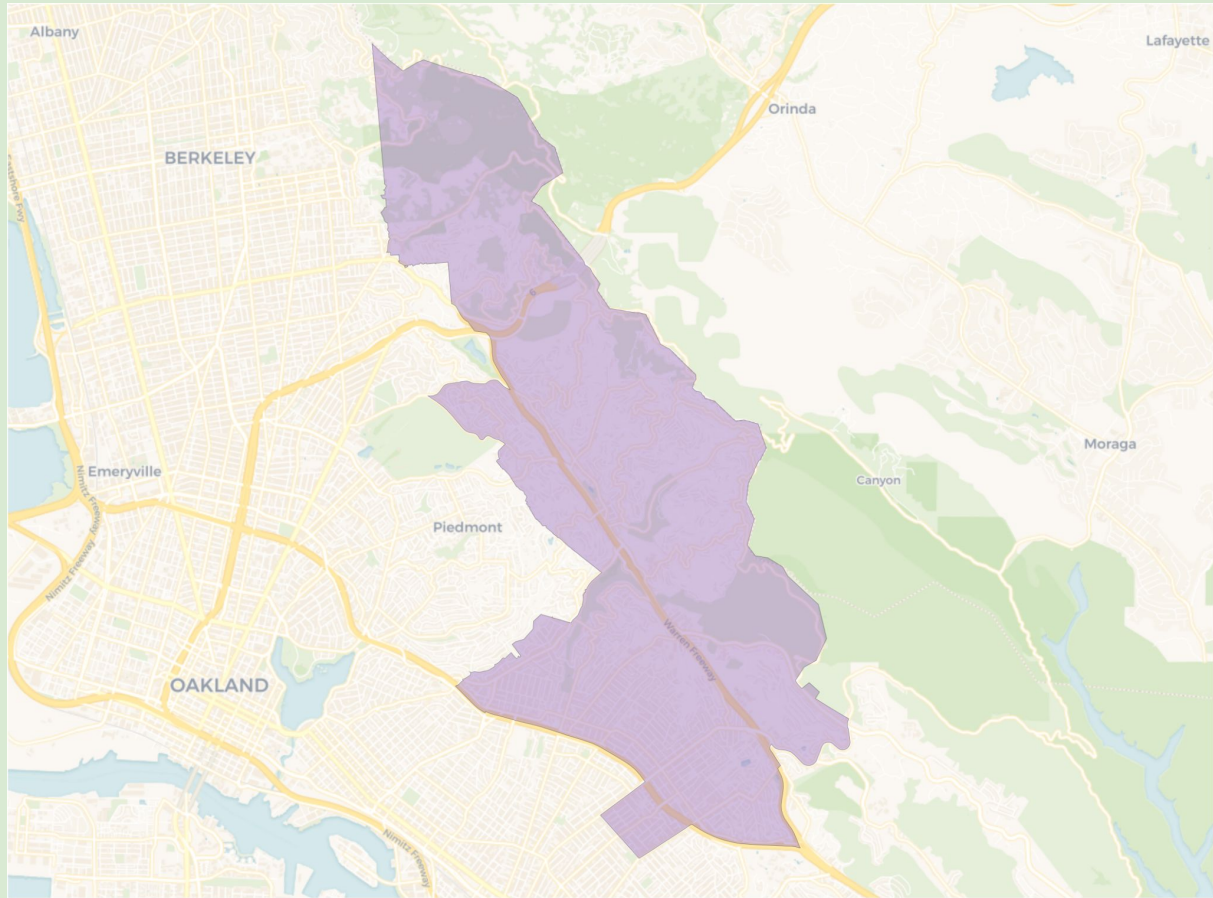
Glenview

Montclair

Redwood Heights

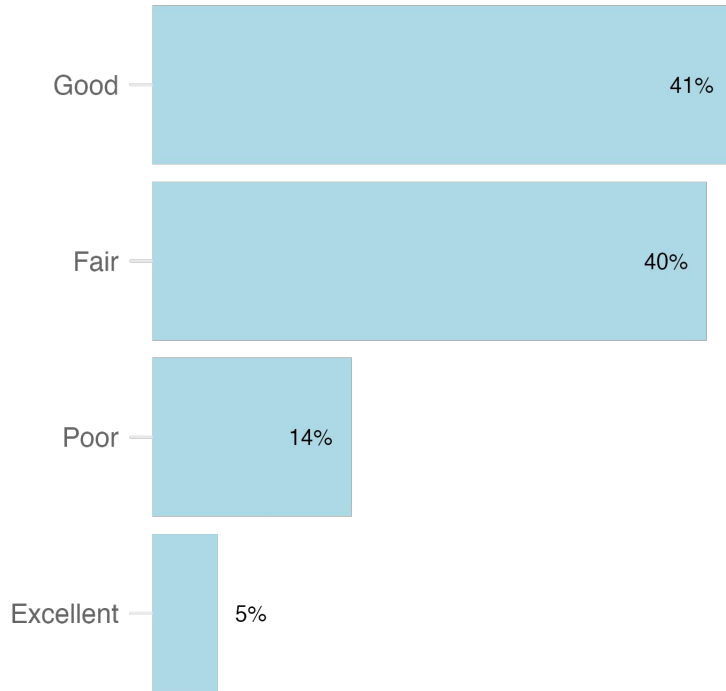
North Hills

n = 2,009



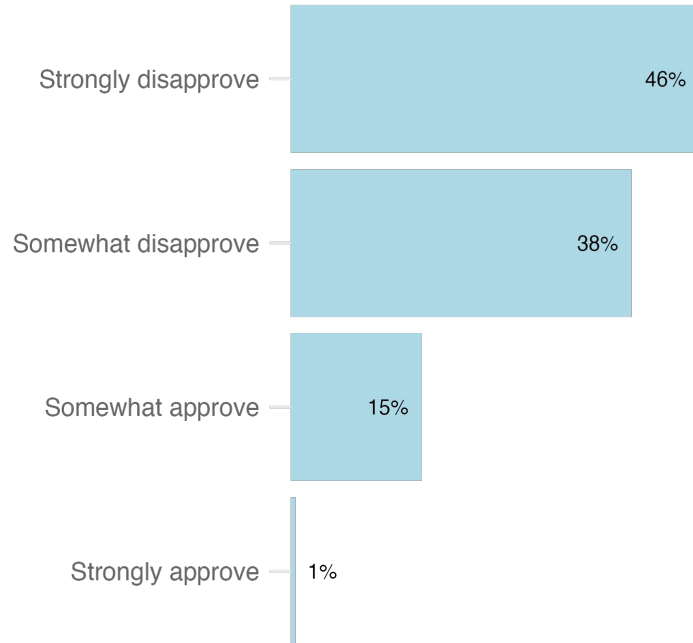
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you *rate Oakland as a place to live?*



City government approval ratings

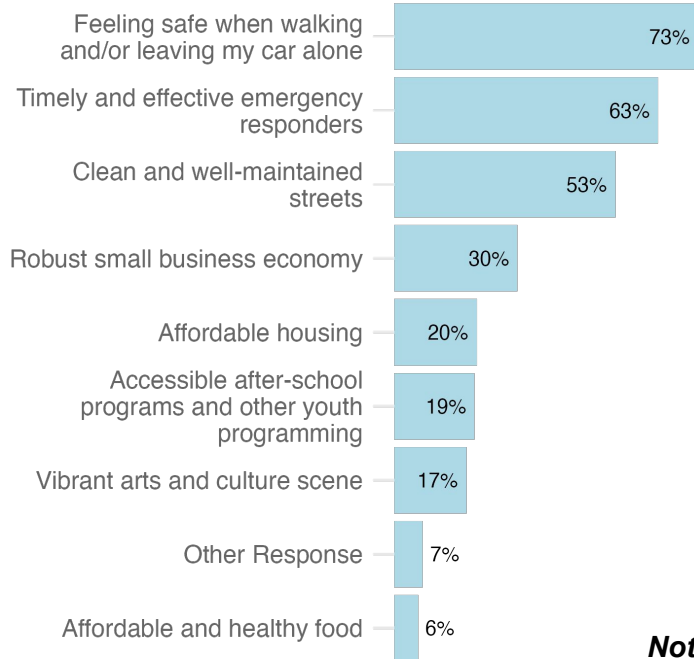
Q3: Do you **approve or disapprove of the overall job being done by Oakland City government** in providing services to the people who live here?



[illegible]

Important factors for a city to call home

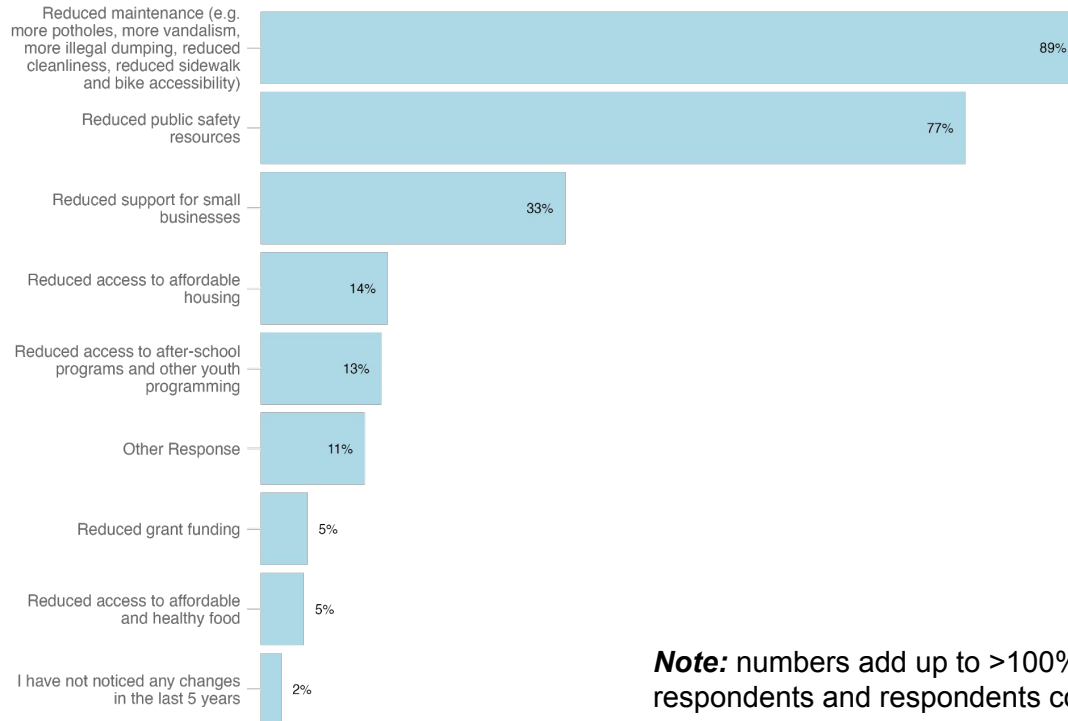
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City budget impact on household and work

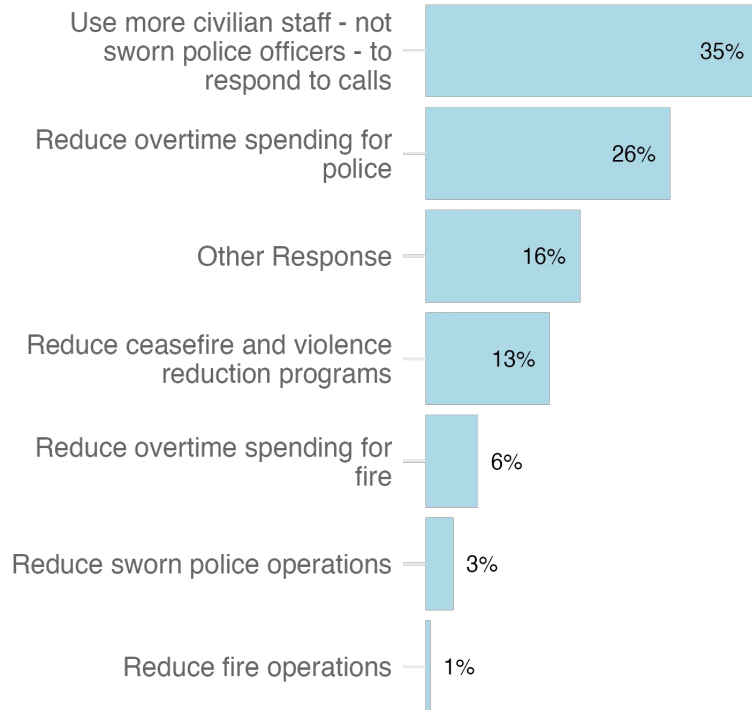
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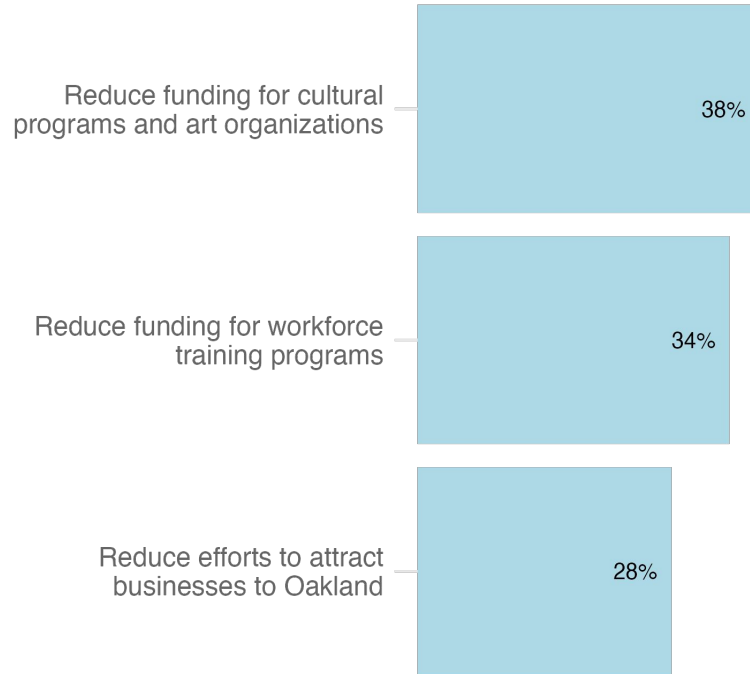
Public Safety

Q7: For **public safety**, which of the following would you support reducing funding?



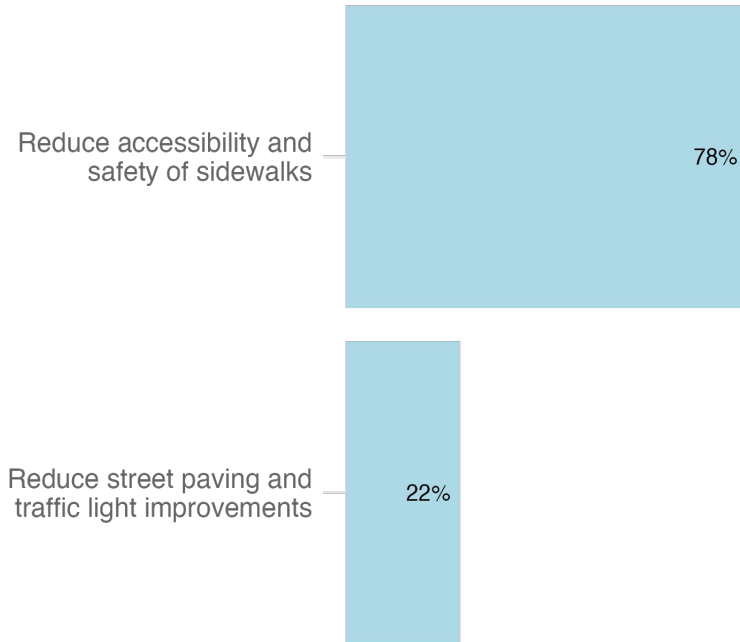
Economic Growth

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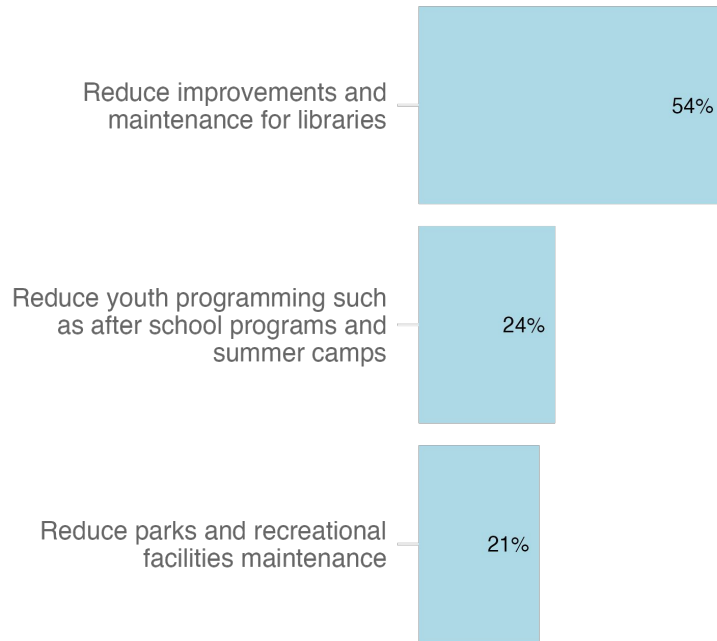
Transportation

Q9: For *transportation*...which of the following would you support reducing funding?



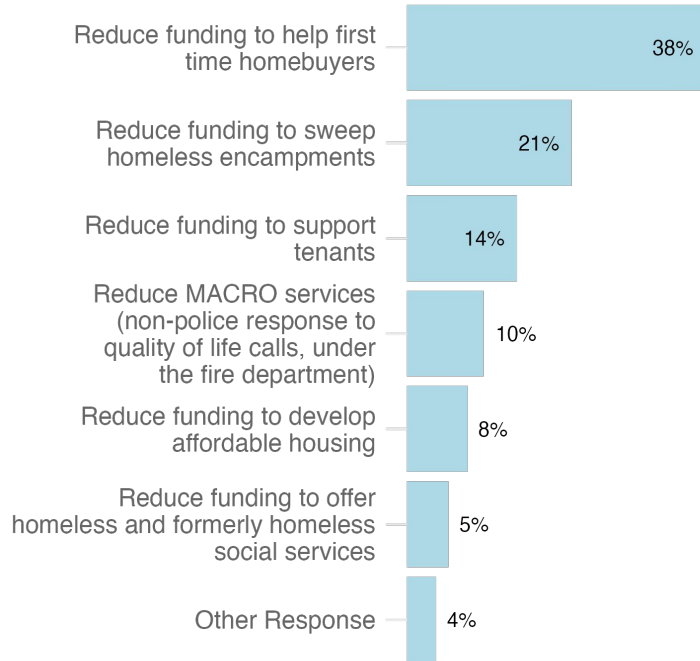
Youth and Community Investments

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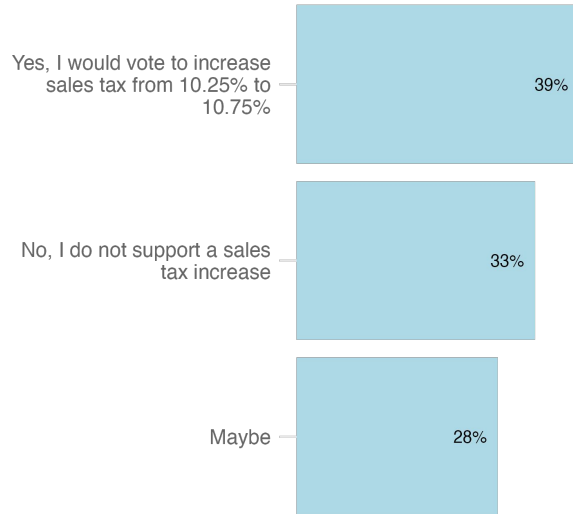
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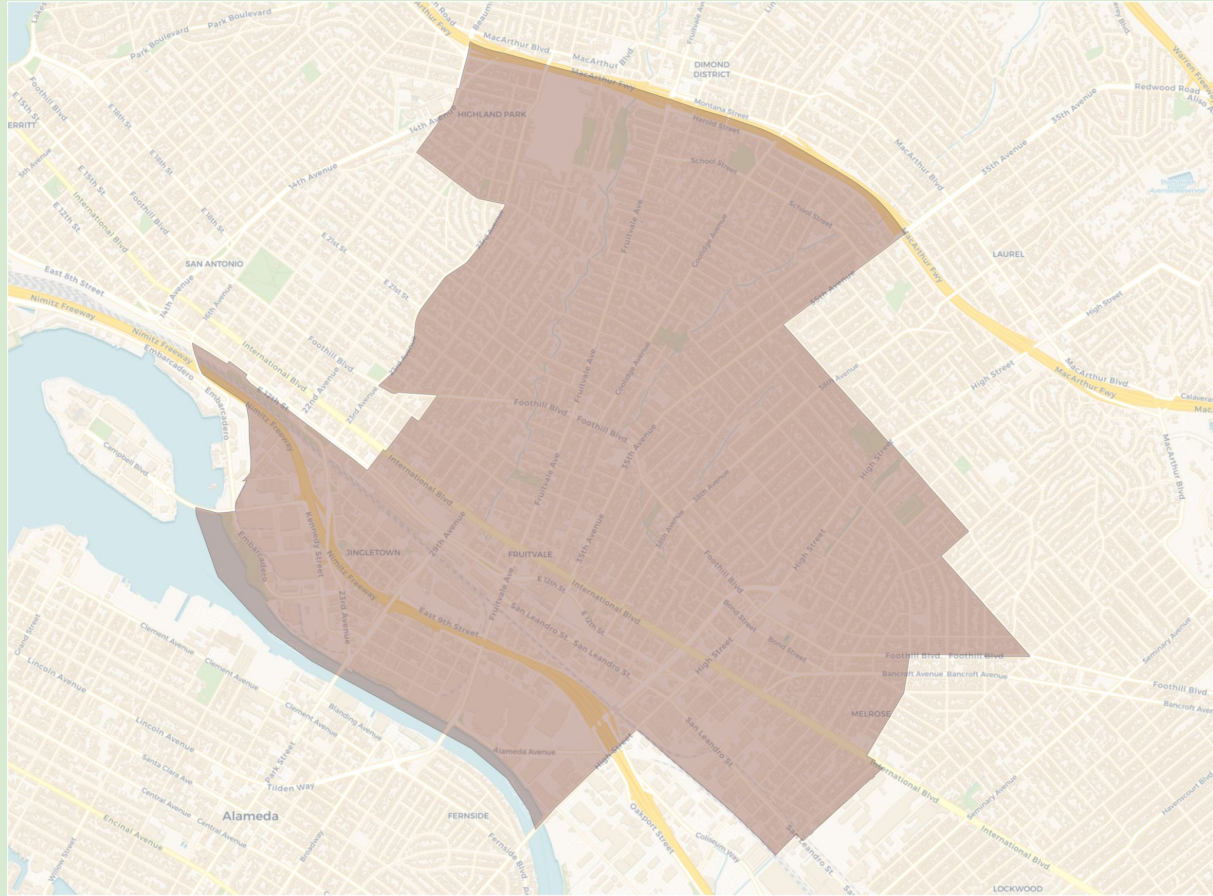
District 5

Highland Park

Fruitvale

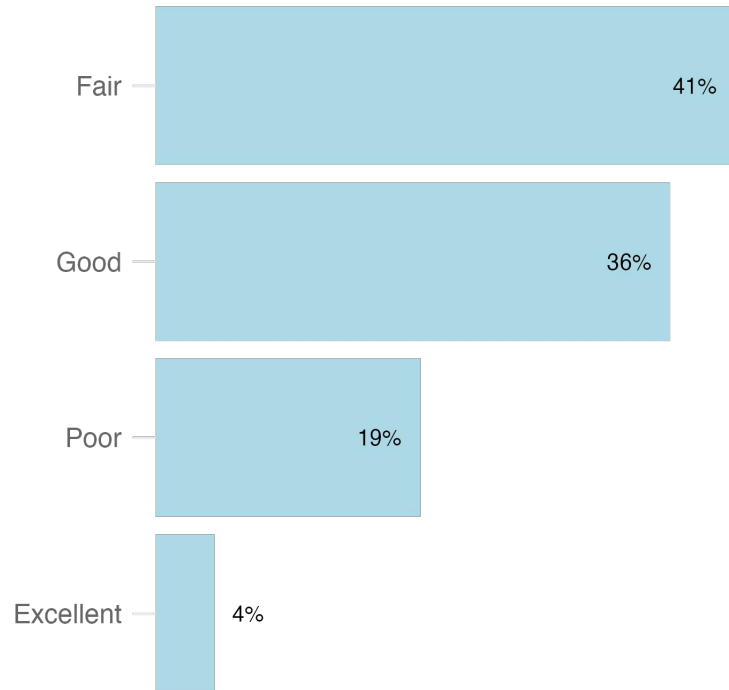
Jingletown

n = 456



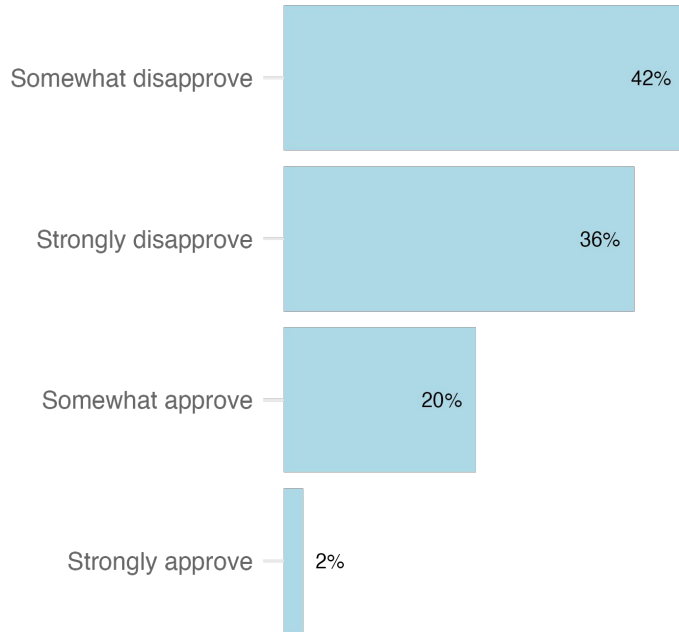
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you *rate Oakland as a place to live?*



City government approval ratings

Q3: Do you **approve or disapprove of the overall job being done by Oakland City government** in providing services to the people who live here?

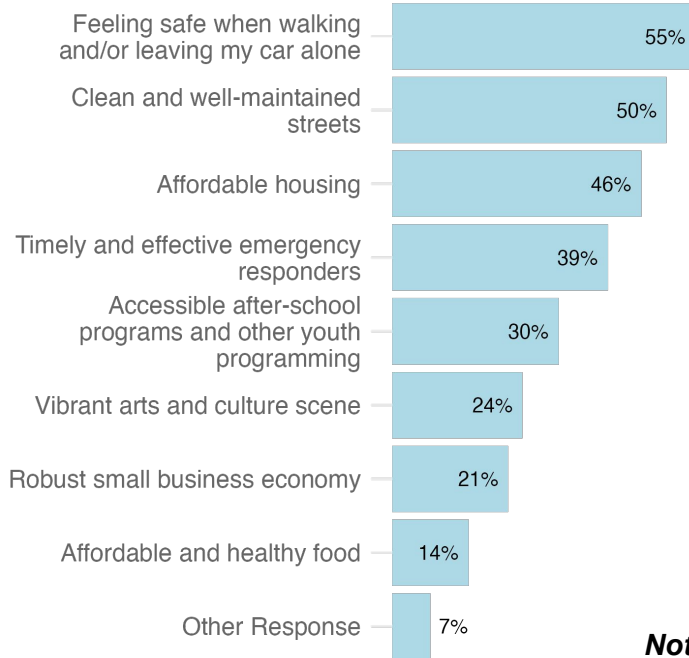


Two most important budget priorities



Important factors for a city to call home

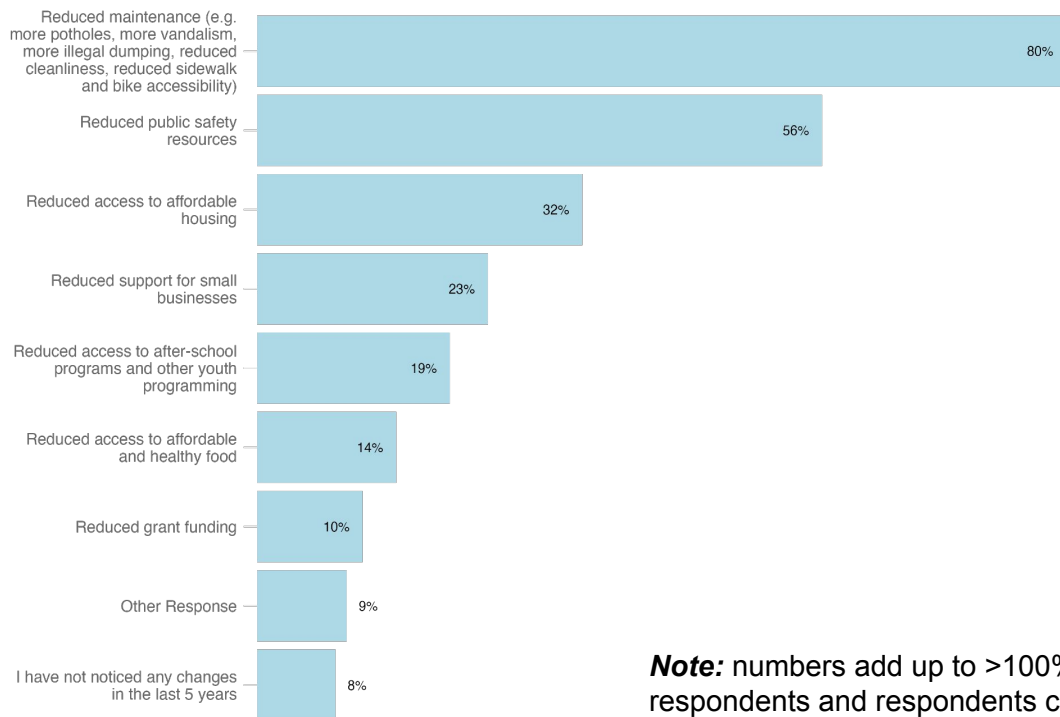
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City budget impact on household and work

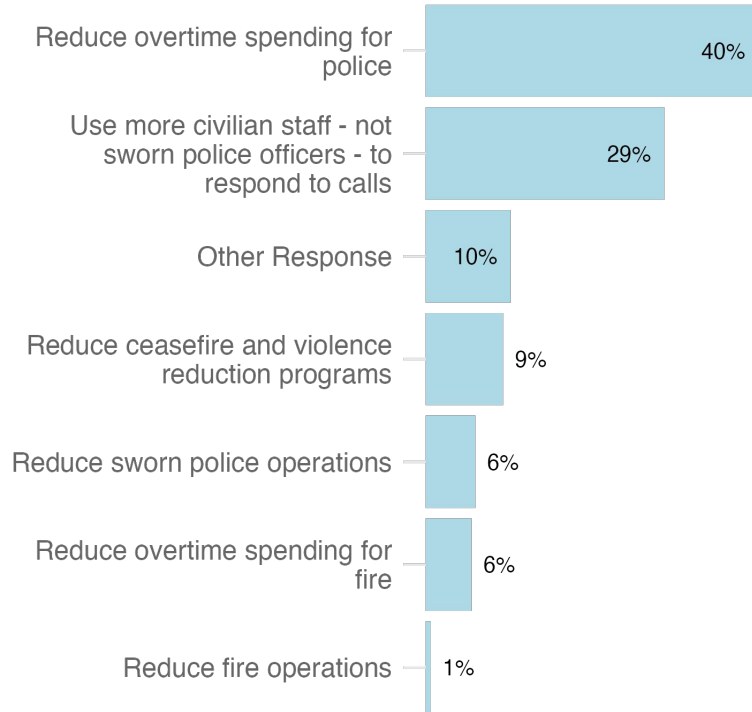
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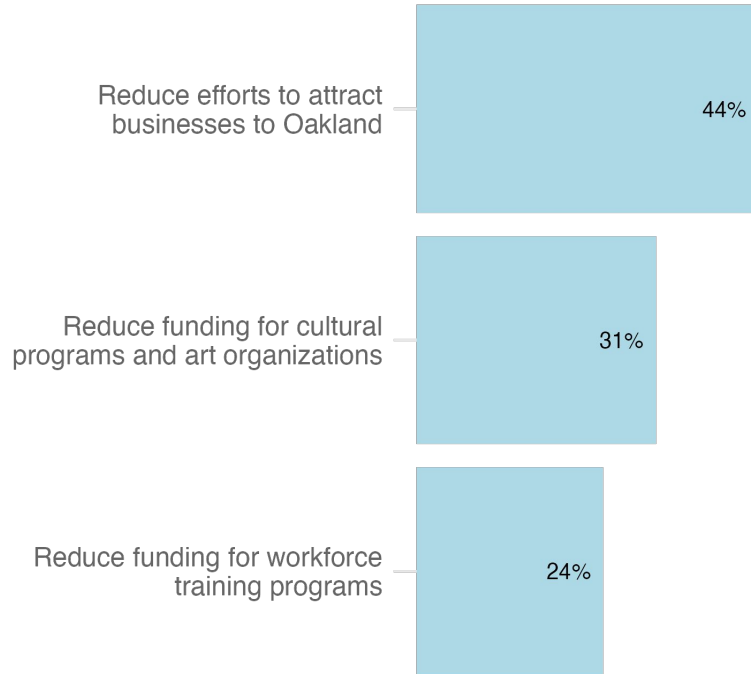
Public Safety

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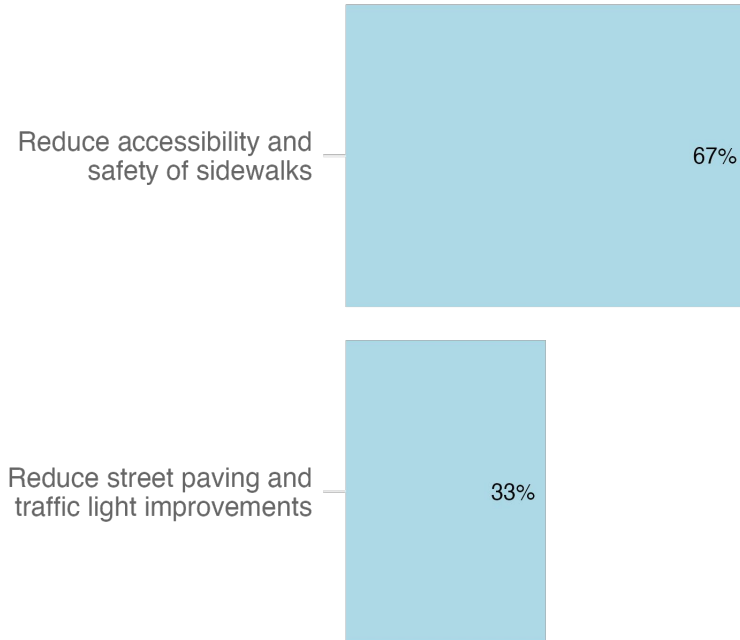
Economic Growth

Q8: For **economic growth**...which of the following would you support reducing funding?



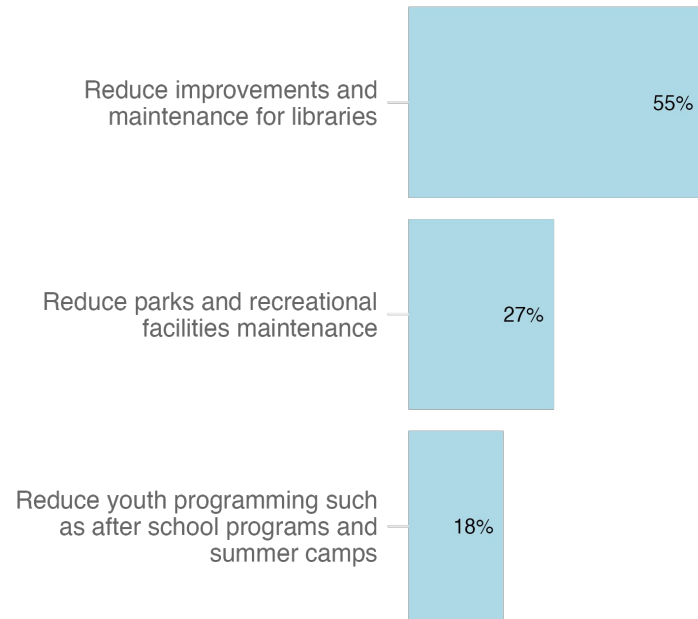
Transportation

Q9: For *transportation*...which of the following would you support reducing funding?



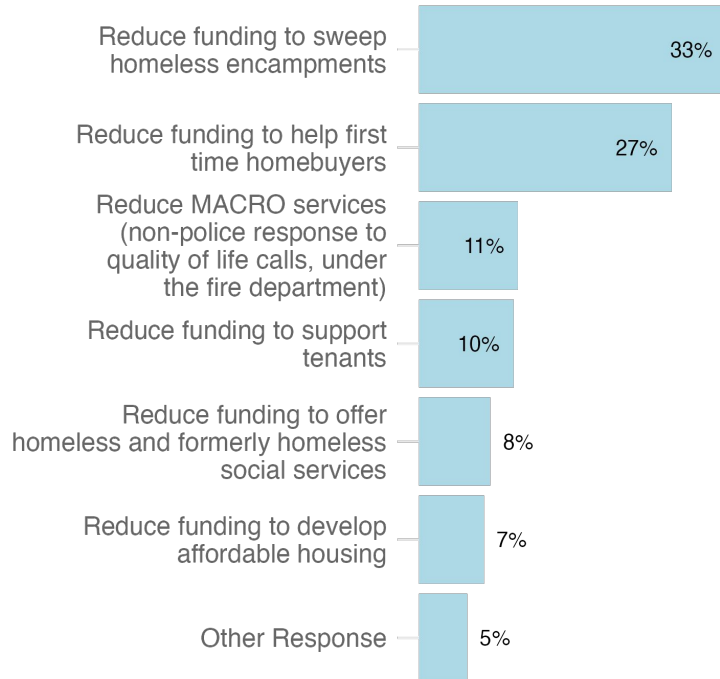
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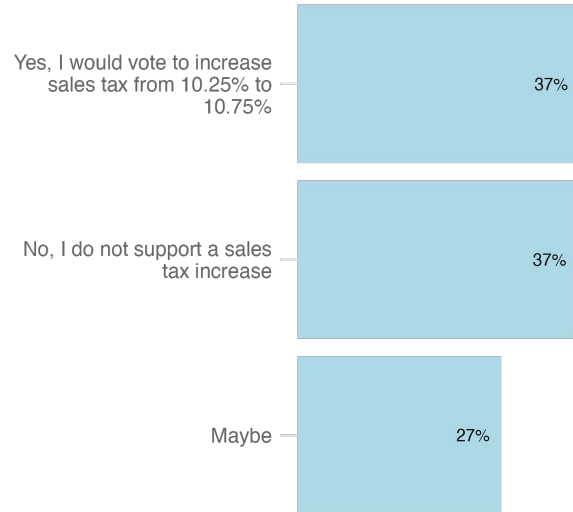
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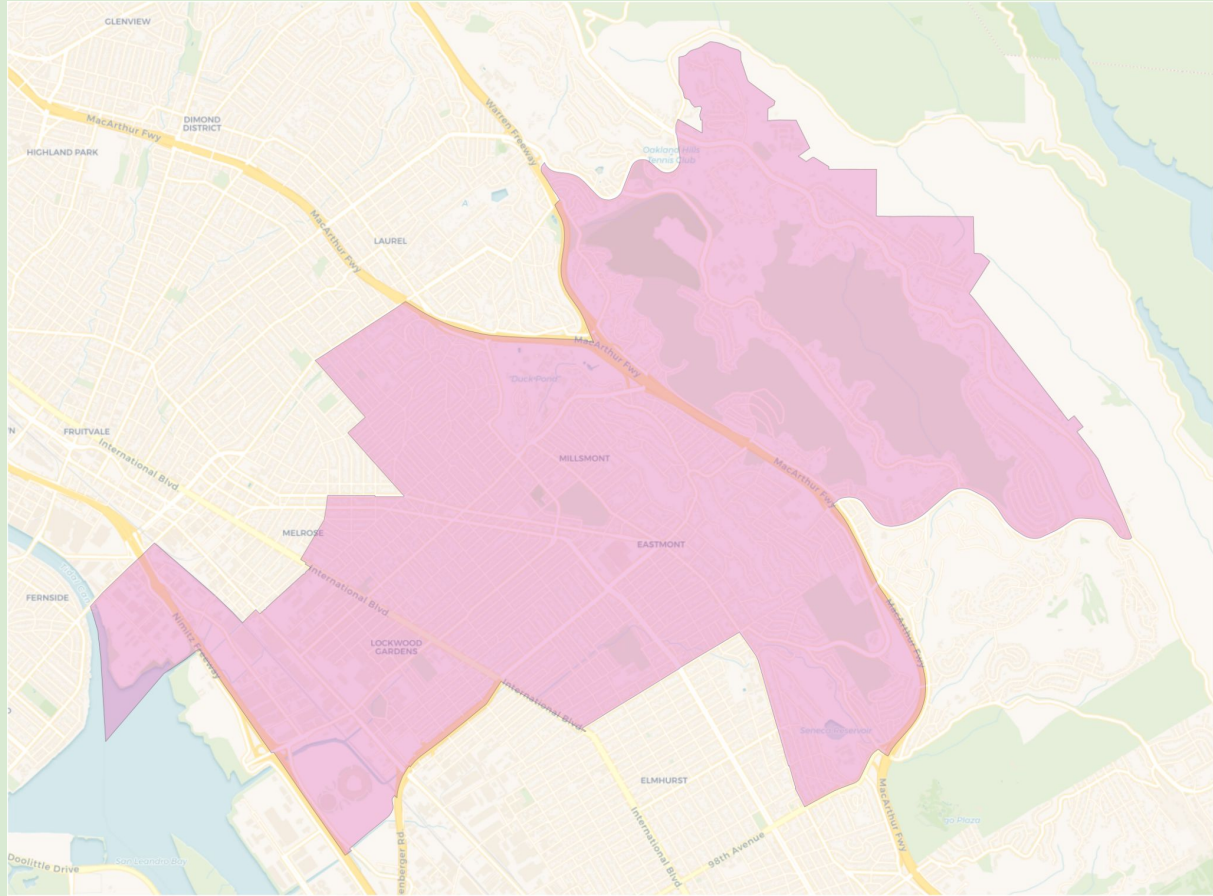
District 6

Millsmont

Eastmont

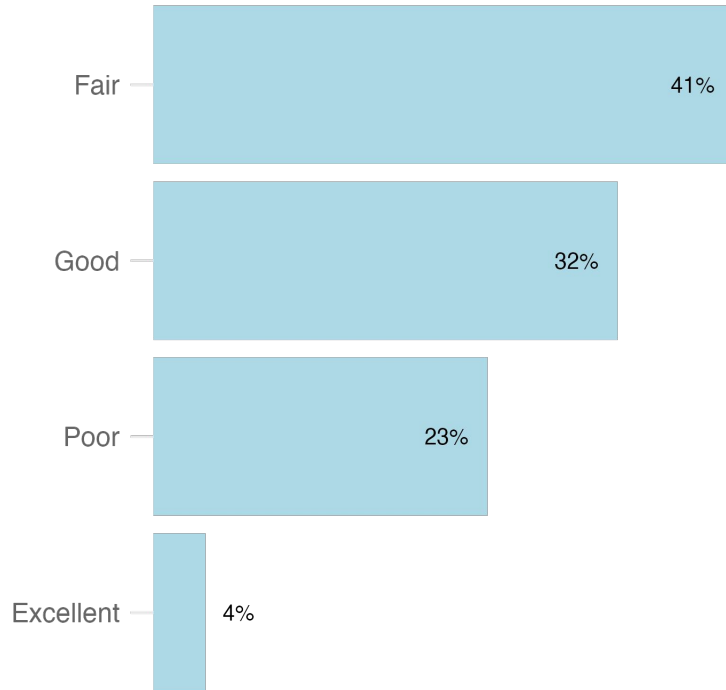
Lockwood Gardens

n = 717



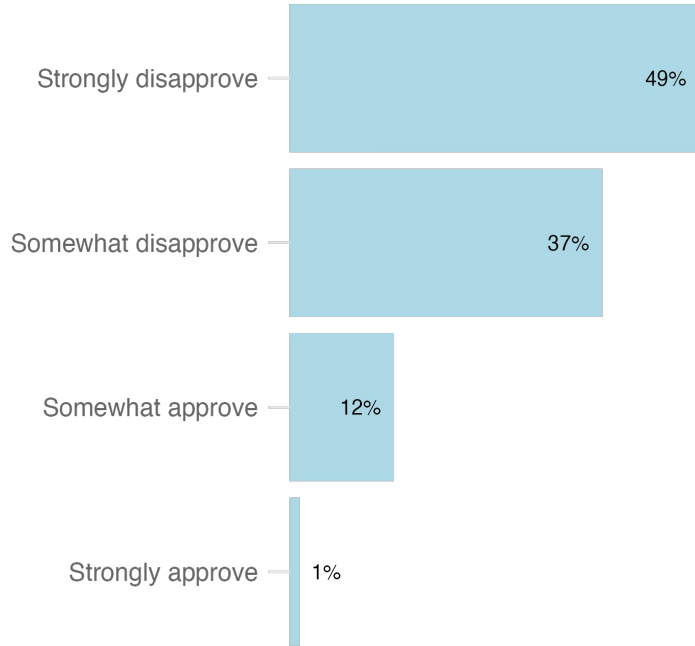
Community satisfaction with life in Oakland

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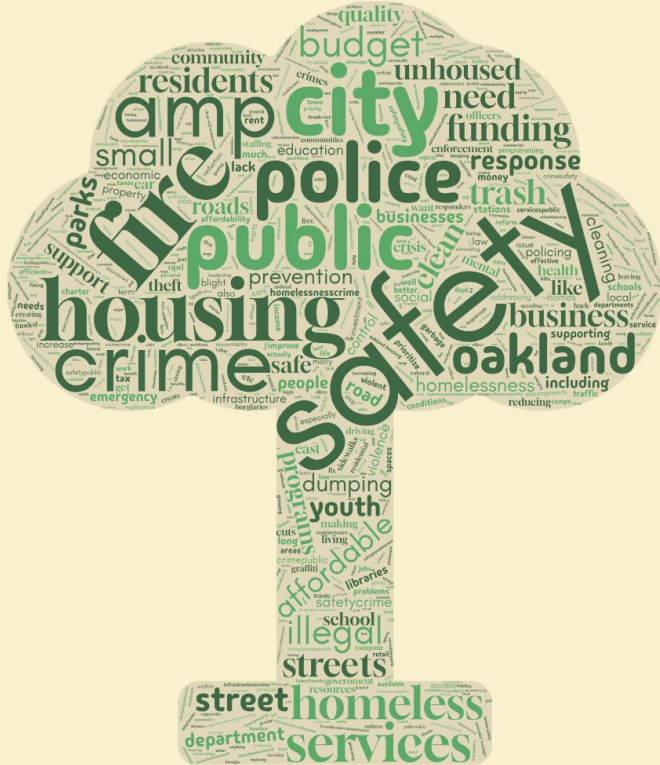


City government approval ratings

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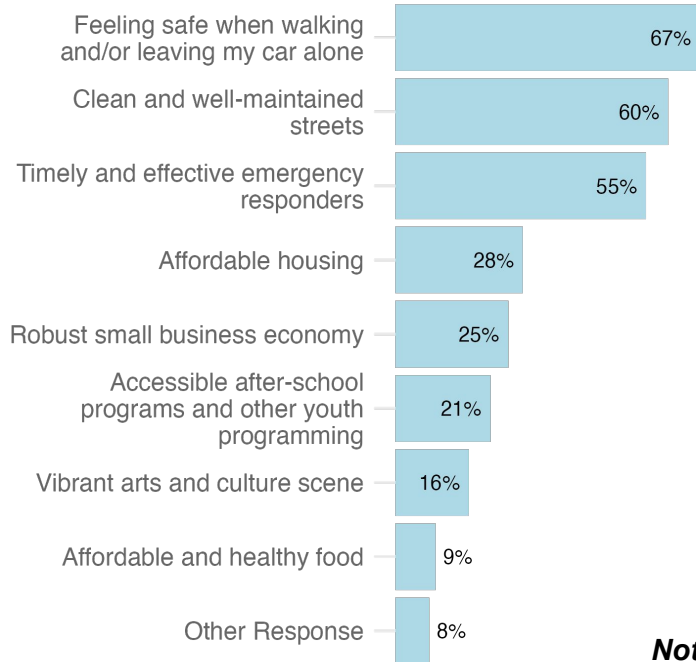


Two most important budget priorities



Important factors for a city to call home

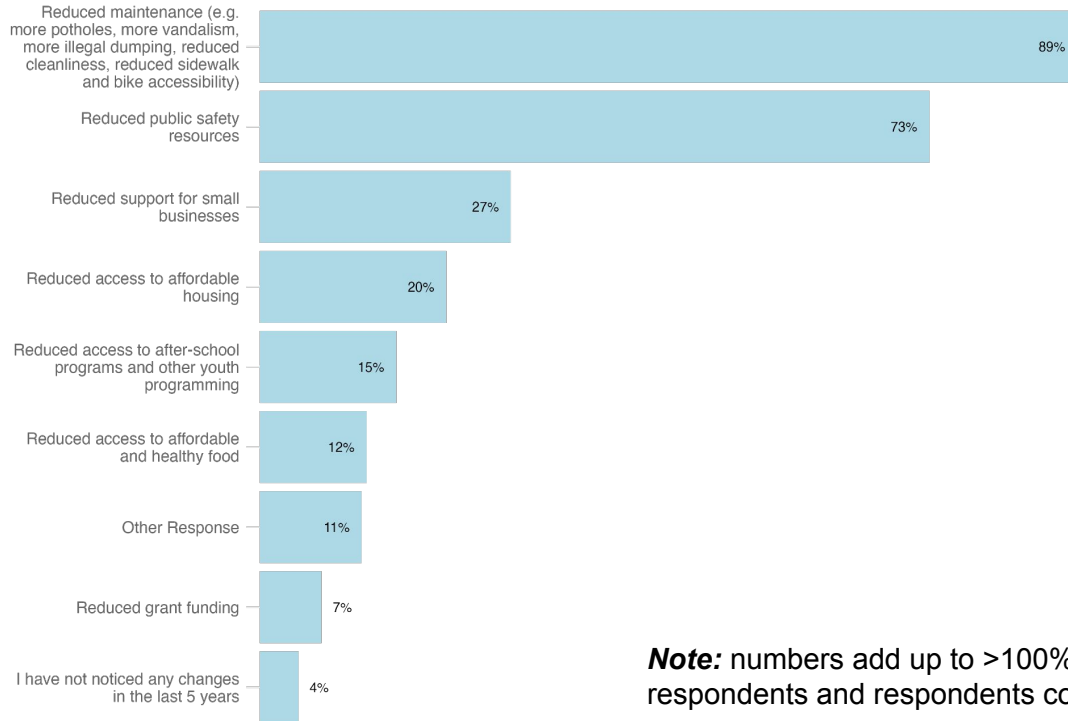
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City budget impact on household and work

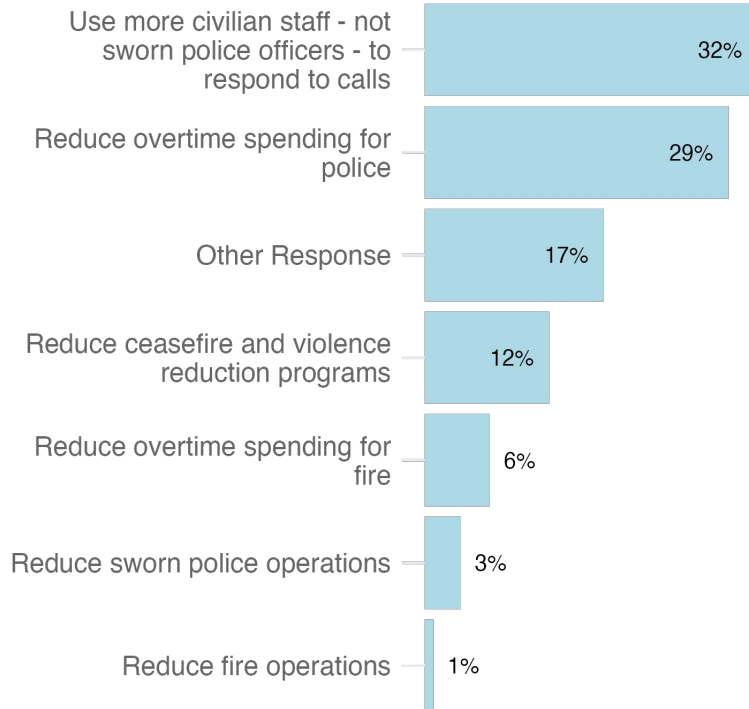
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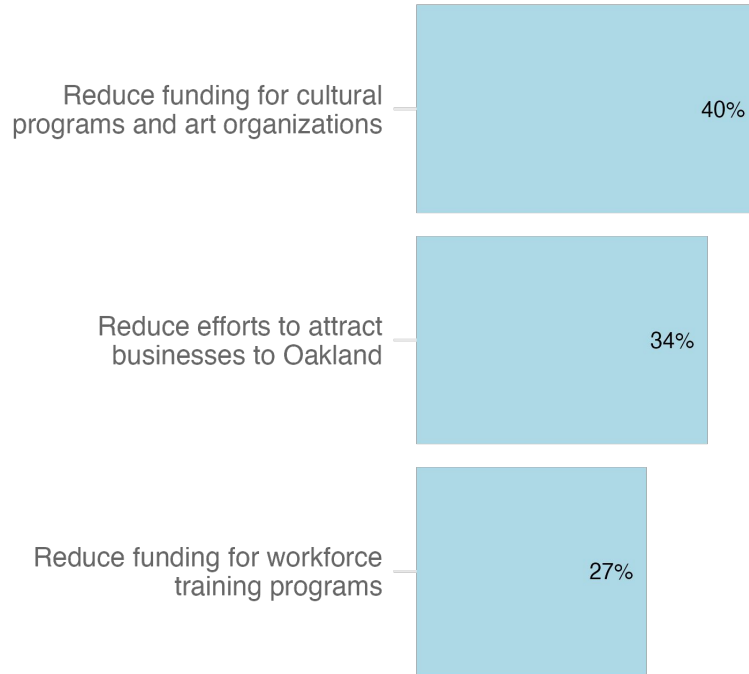
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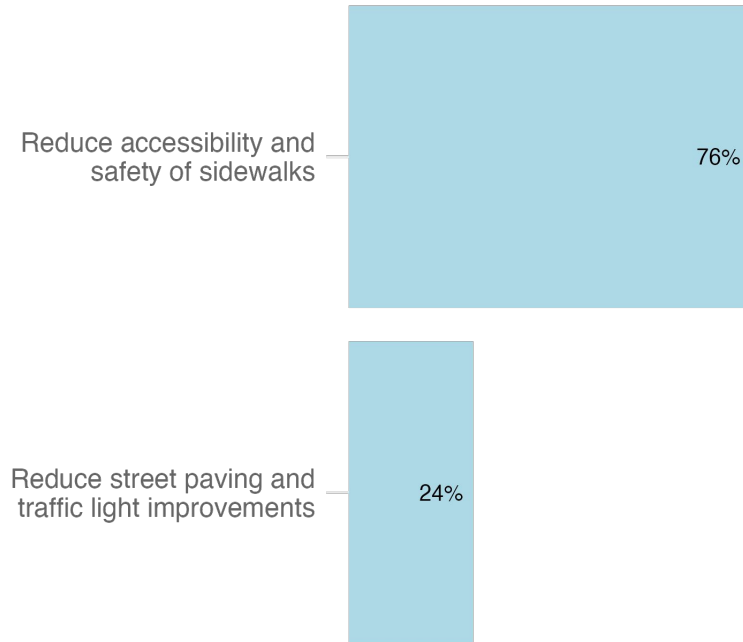
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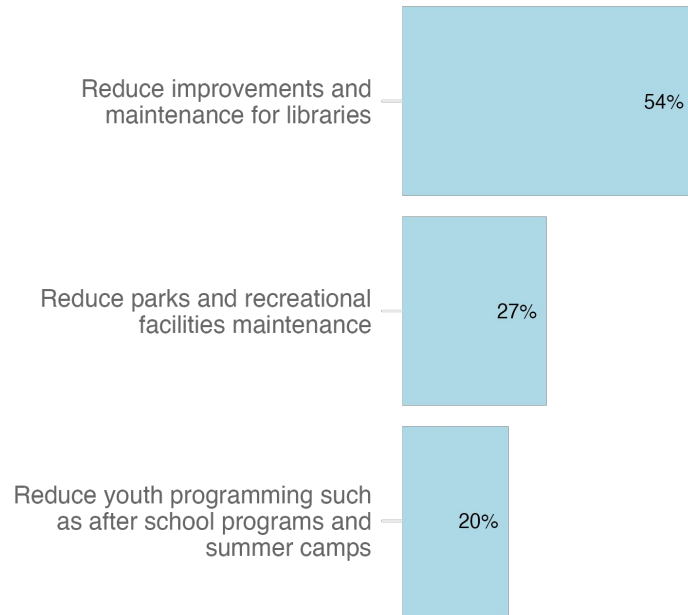
Transportation

Q9: For *transportation*...which of the following would you support reducing funding?



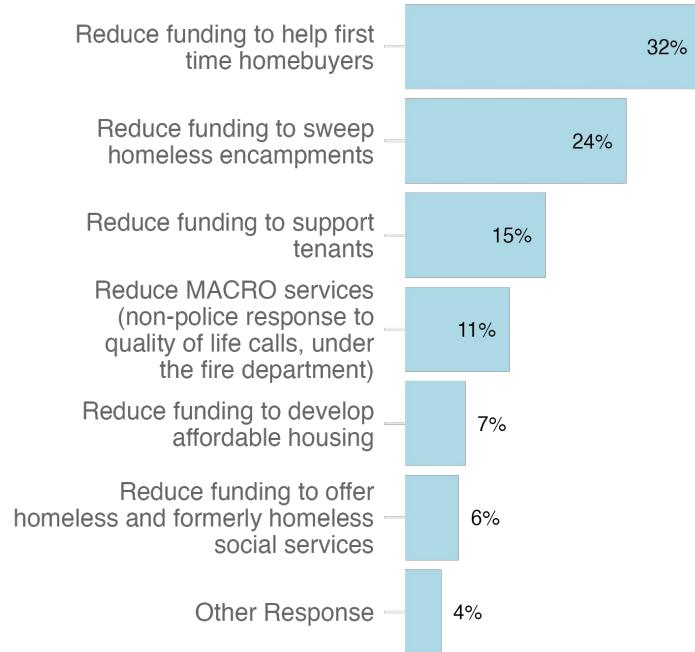
Youth and Community Investments

*Q10: For **youth and community investments**... which of the following would you support reducing funding?*



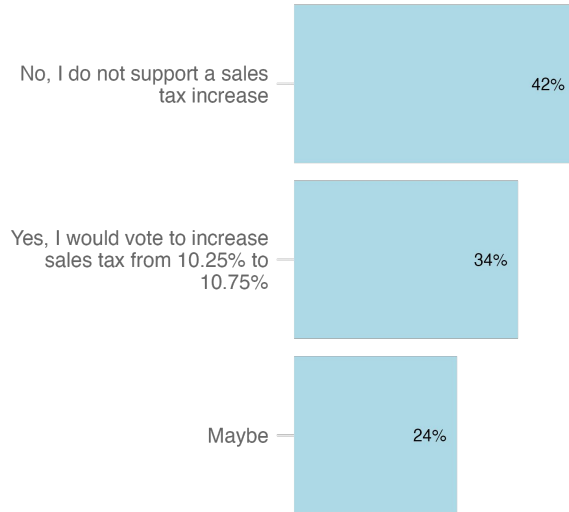
Housing and Homeless Investments

*Q11: For **housing and homelessness investments**...which of the following would you support reducing funding?*



Sales Tax

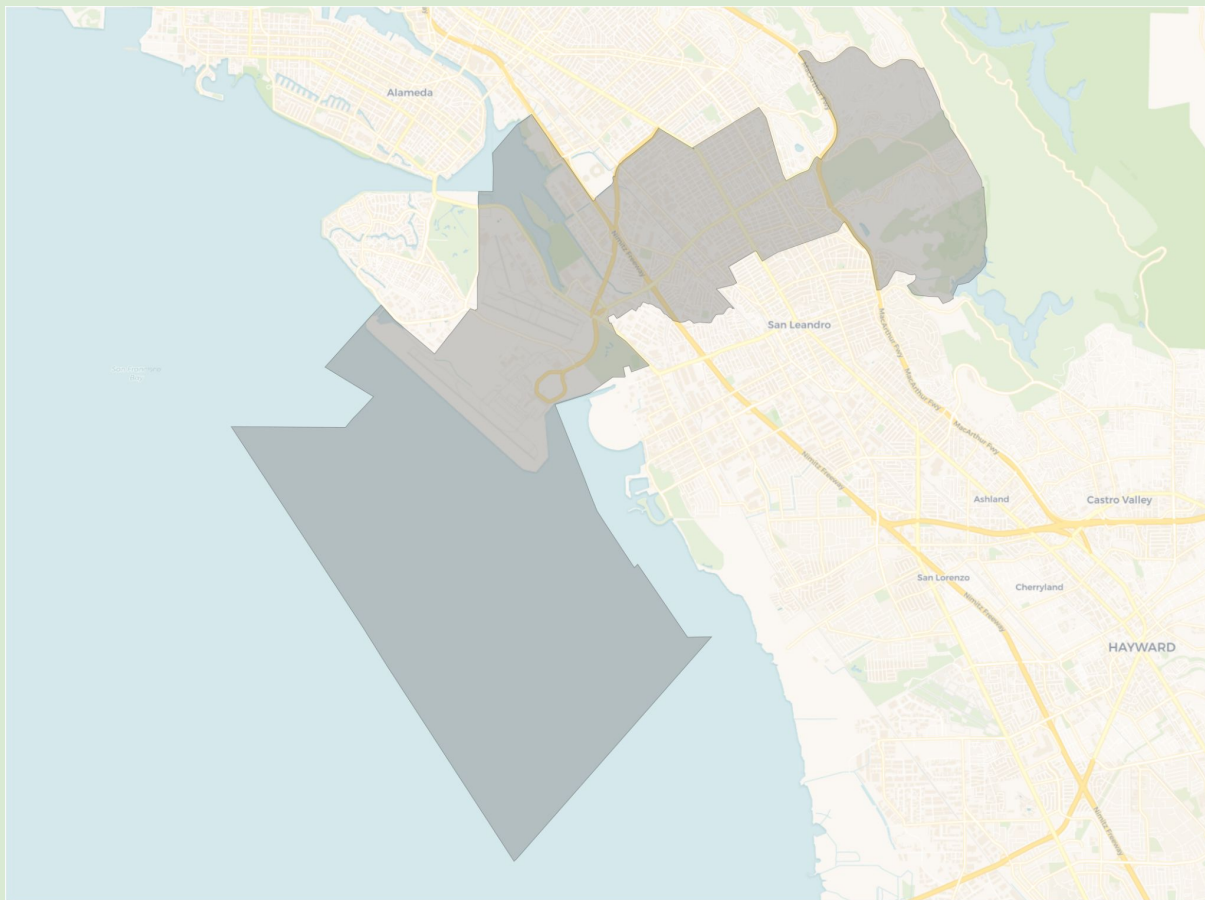
Q12: On the April 15 special election, you will be asked to vote on an increase on sales tax in Oakland from 10.25% to 10.75%. That's an extra 50 cents on a \$100 purchase. This sales tax increase is expected to raise \$20-\$30M/year for the City of Oakland. Would you vote in support of this sales tax increase?



District 7

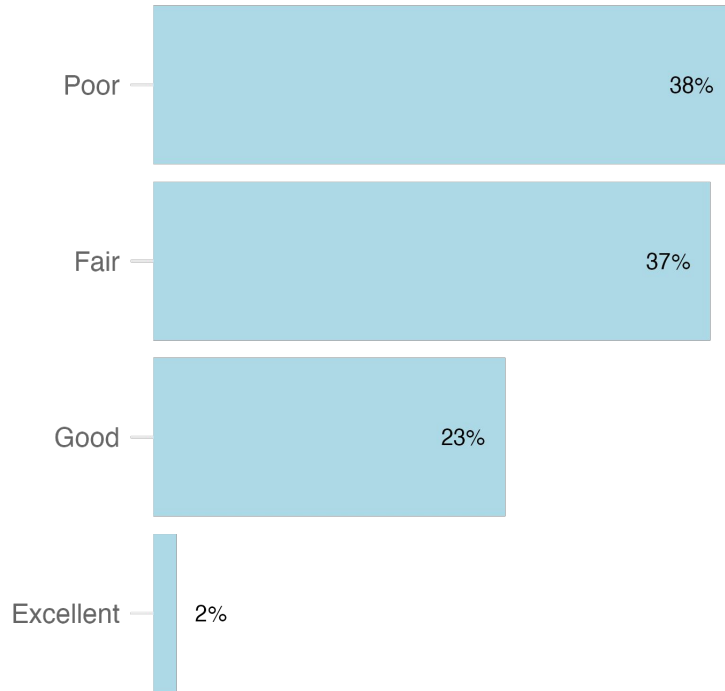
Deep East Oakland

n = 258



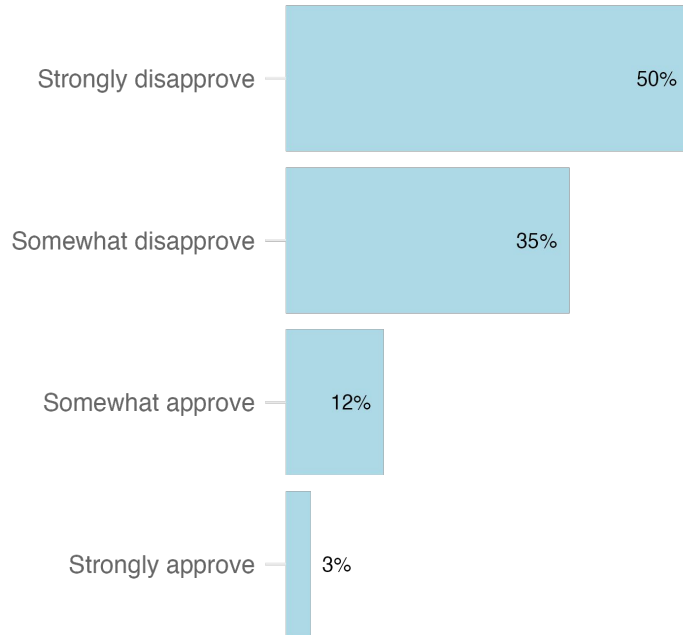
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you *rate Oakland as a place to live?*



City government approval ratings

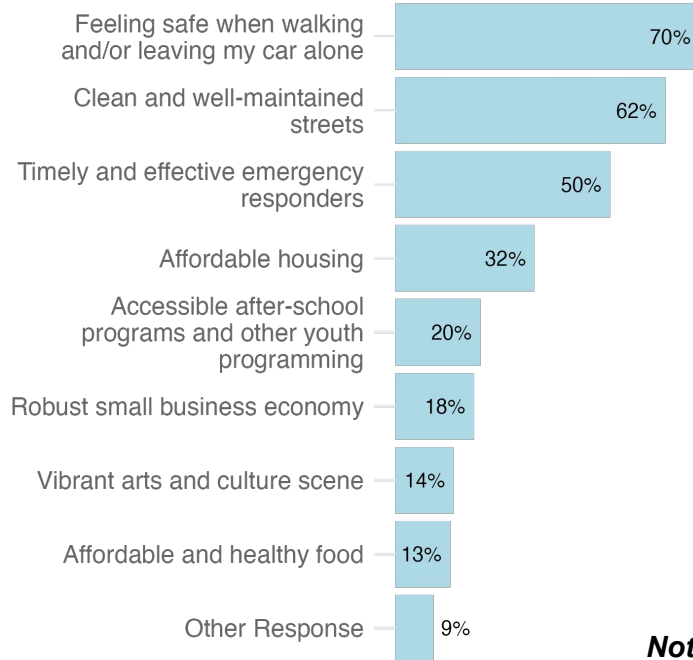
Q3: Do you **approve or disapprove** of the overall job being done by Oakland City **government** in providing services to the people who live here?



[illegible]

Important factors for a city to call home

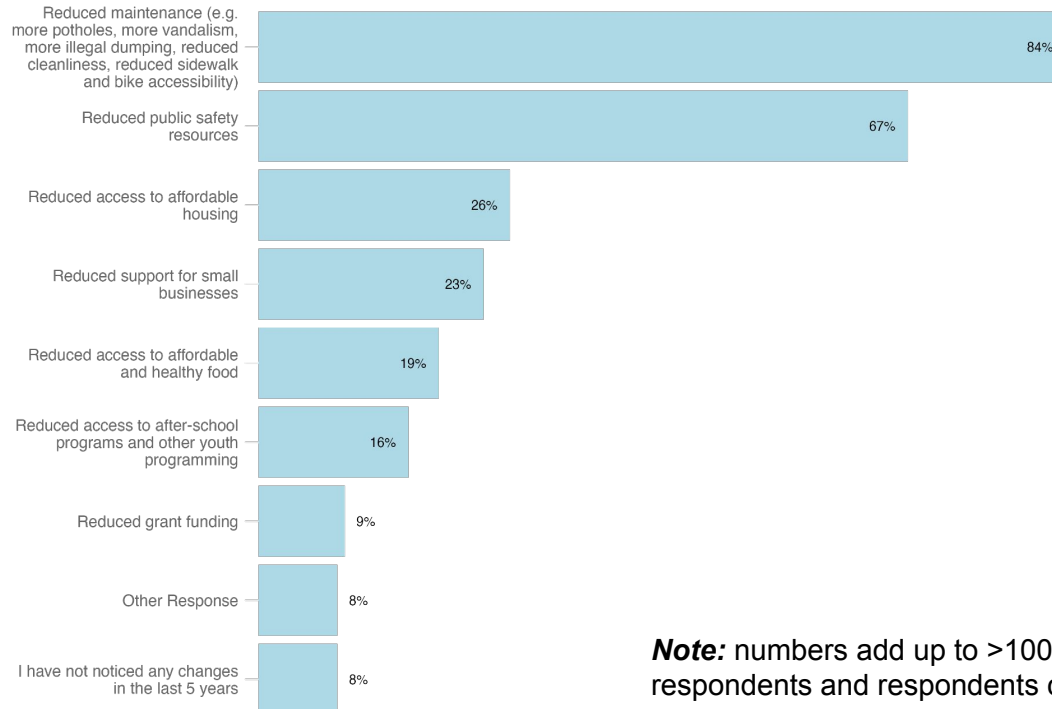
Q5: Which of the following are most important to you to make Oakland *a place you are happy to call home*? Choose up to 3



Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

City budget impact on household and work

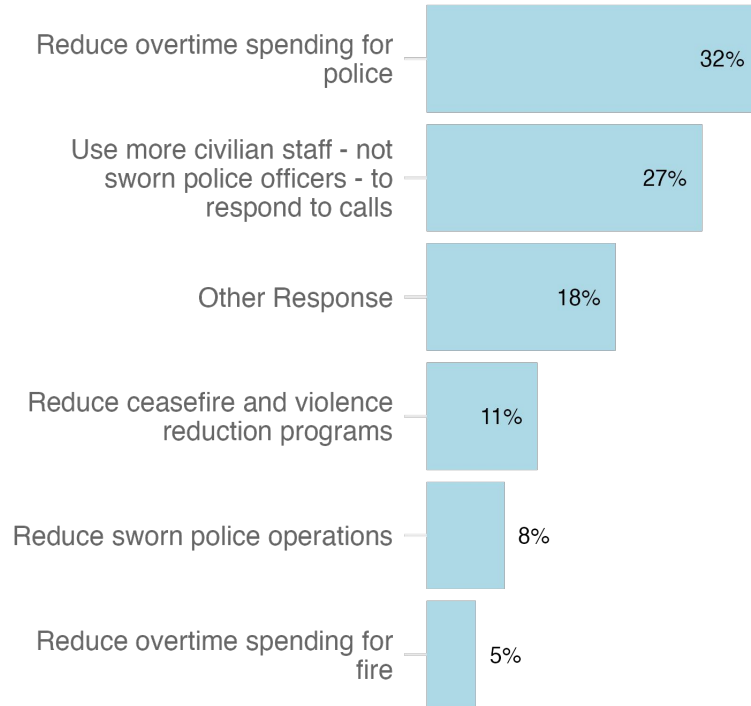
Q6: In the last 5 years, how has *Oakland's* budget most impacted your household and work?
Choose up to 3



Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

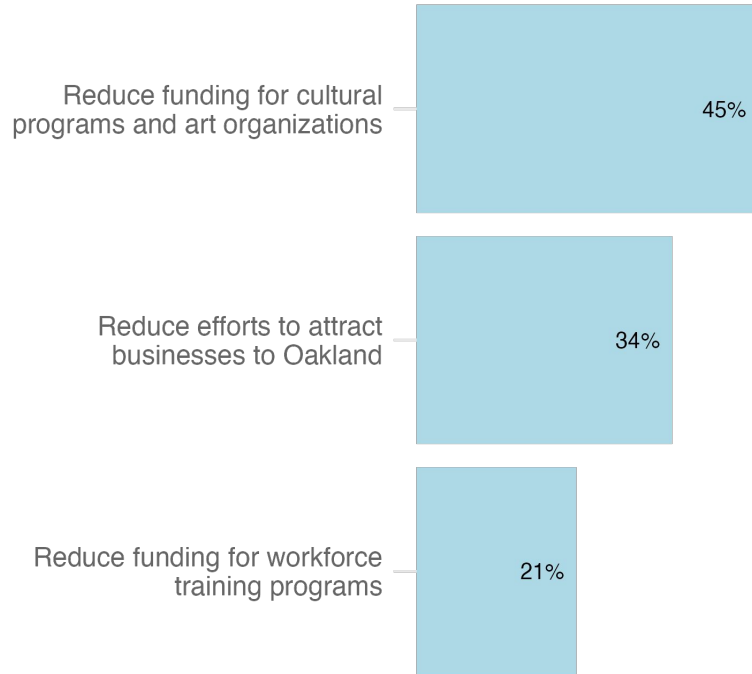
Public Safety

Q7: For **public safety**, which of the following would you support reducing funding?



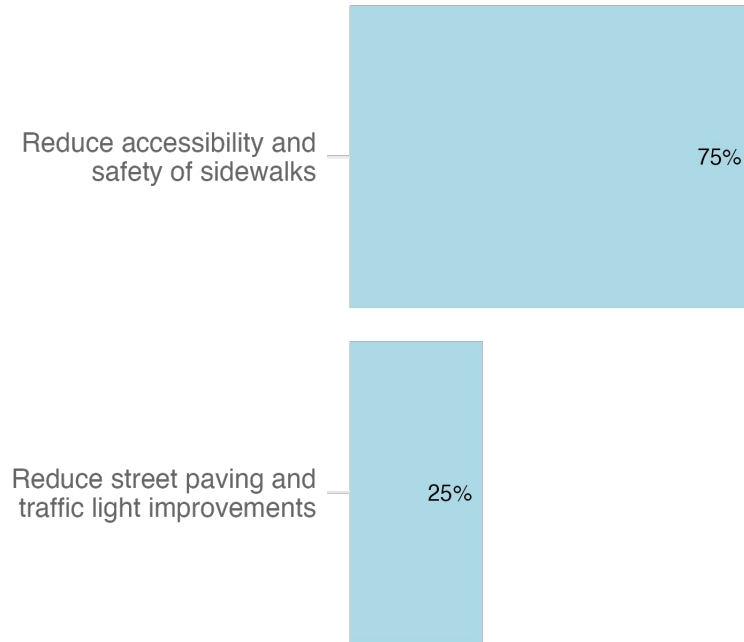
Economic Growth

Q8: For **economic growth**...which of the following would you support reducing funding?



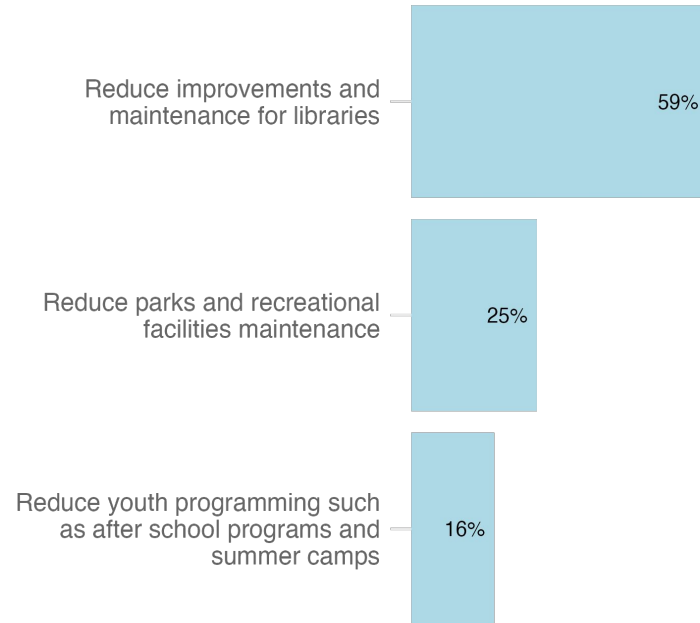
Transportation

Q9: For *transportation*...which of the following would you support reducing funding?



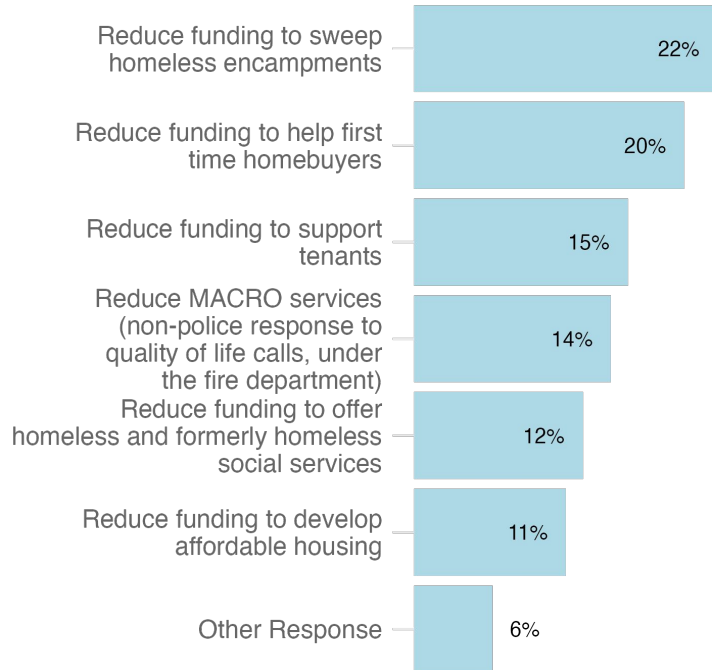
Youth and Community Investments

*Q10: For **youth and community investments**... which of the following would you support reducing funding?*



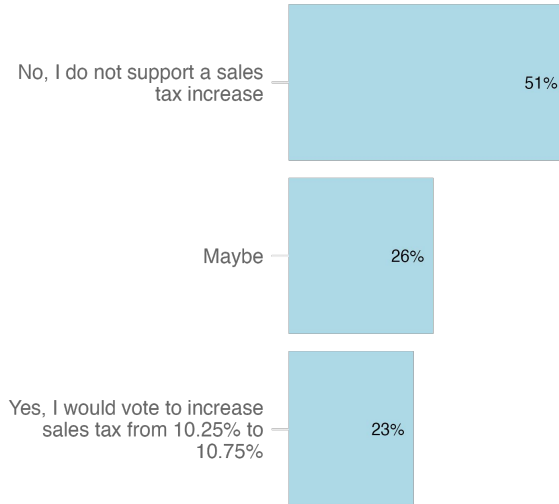
Housing and Homeless Investments

*Q11: For **housing and homelessness investments**...which of the following would you support reducing funding?*



Sales Tax

Q12: On the April 15 special election, you will be asked to vote on an increase on sales tax in Oakland from 10.25% to 10.75%. That's an extra 50 cents on a \$100 purchase. This sales tax increase is expected to raise \$20-\$30M/year for the City of Oakland. Would you vote in support of this sales tax increase?



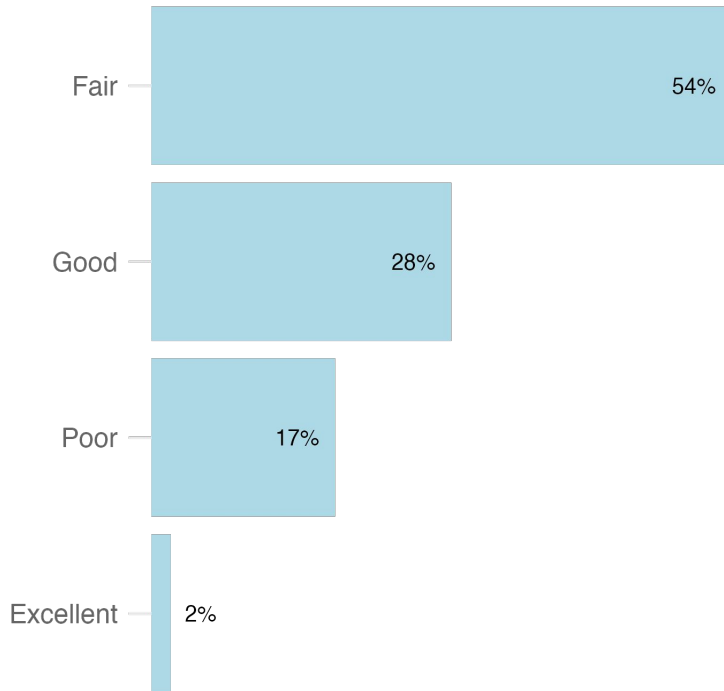
Youth

Respondents 0-17 years

n = 112

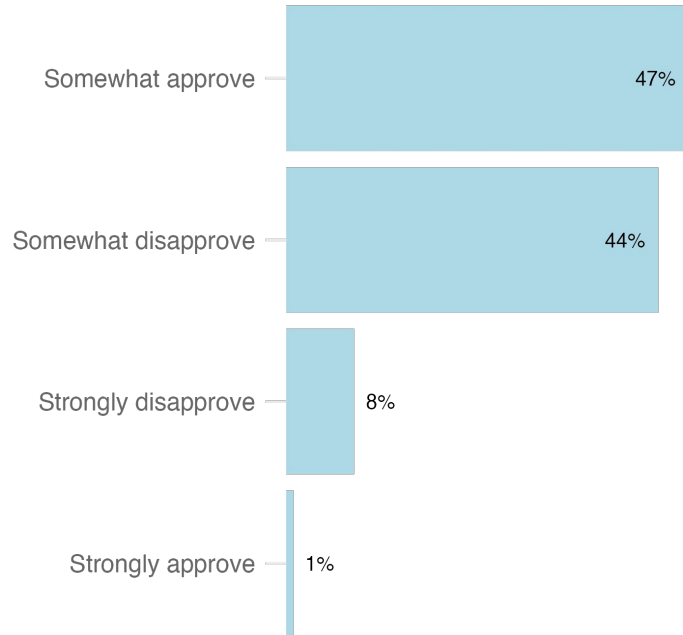
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you *rate Oakland as a place to live?*



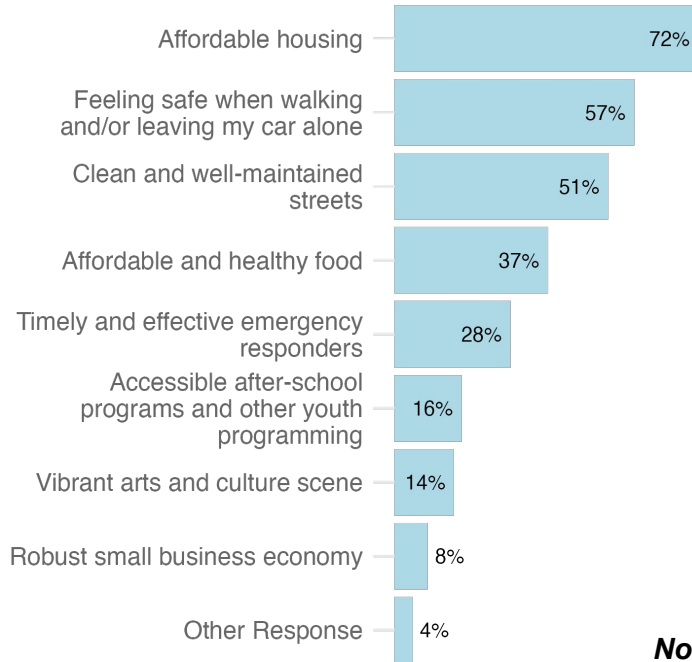
City government approval ratings

Q3: Do you **approve or disapprove** of the overall job being done by **Oakland City government** in providing services to the people who live here?



Important factors for a city to call home

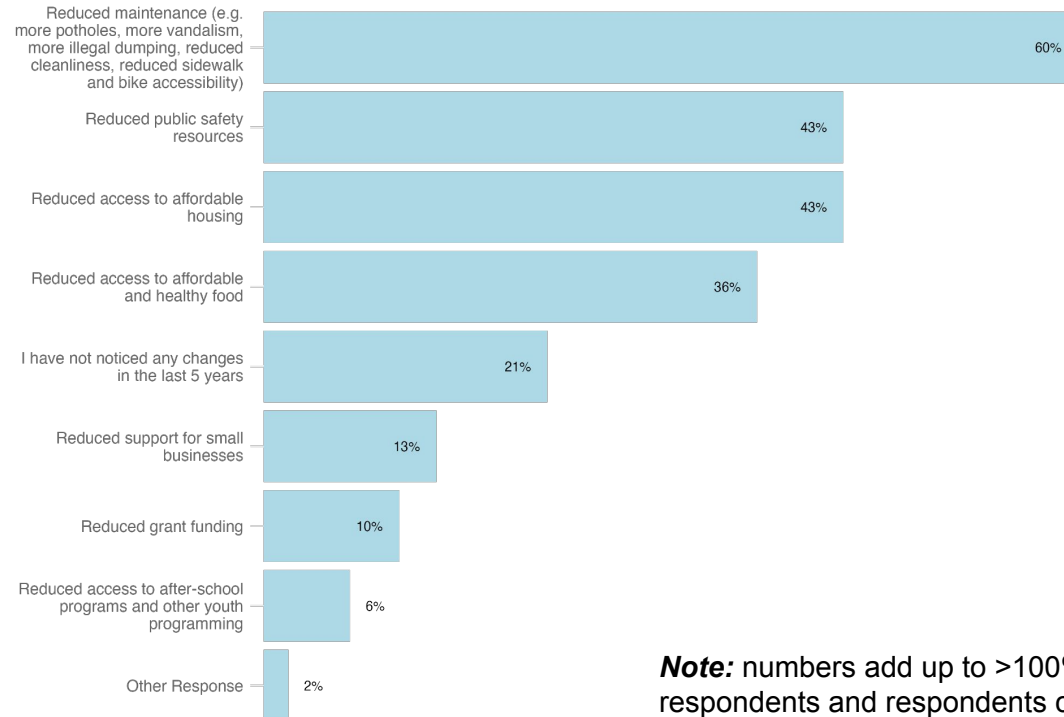
Q5: Which of the following are most important to you to make Oakland *a place you are happy to call home*? Choose up to 3



Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

City budget impact on household and work

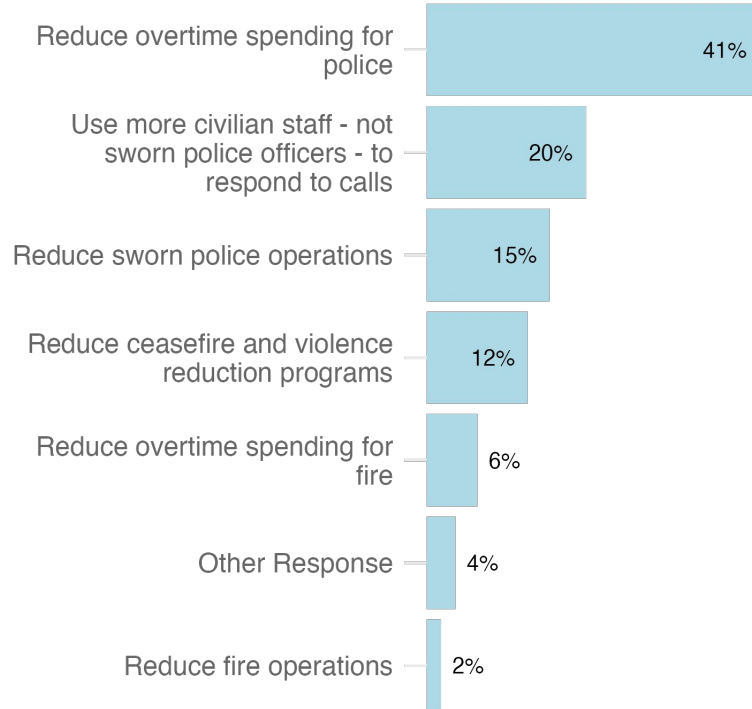
Q6: In the last 5 years, how has *Oakland's* budget most impacted your household and work?
Choose up to 3



Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

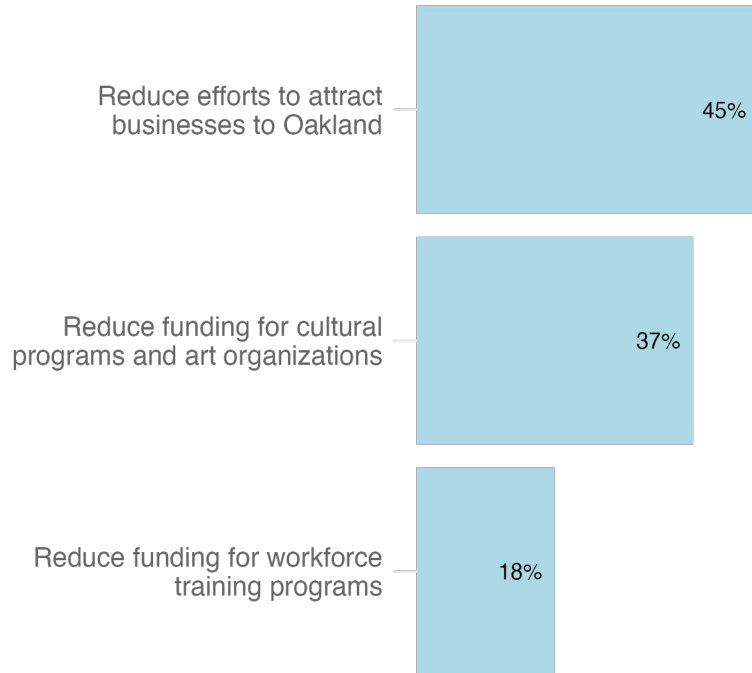
Public Safety

Q7: For **public safety**, which of the following would you support reducing funding?



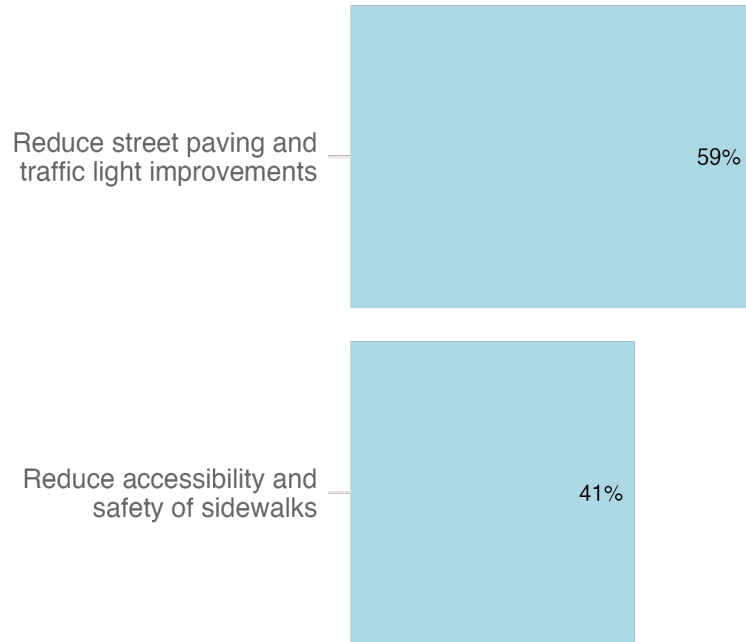
Economic Growth

Q8: For **economic growth**...which of the following would you support reducing funding?



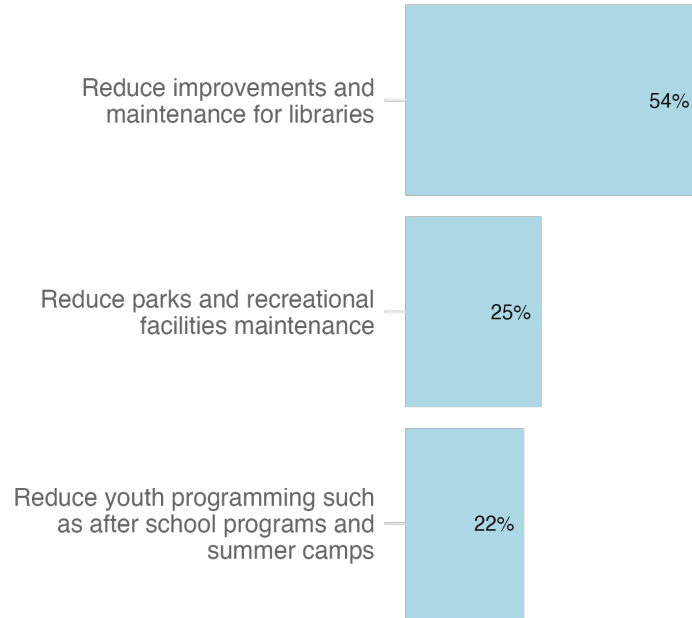
Transportation

Q9: For *transportation*...which of the following would you support reducing funding?



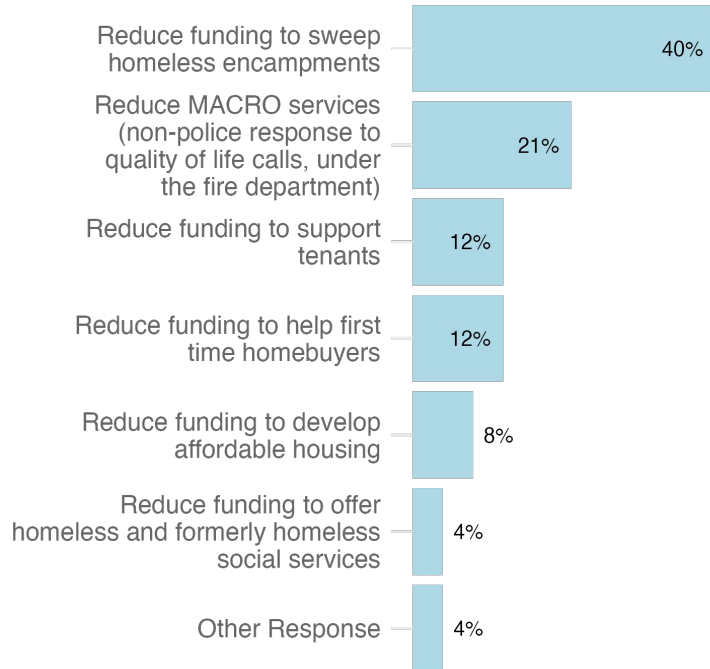
Youth and Community Investments

*Q10: For **youth and community investments**... which of the following would you support reducing funding?*



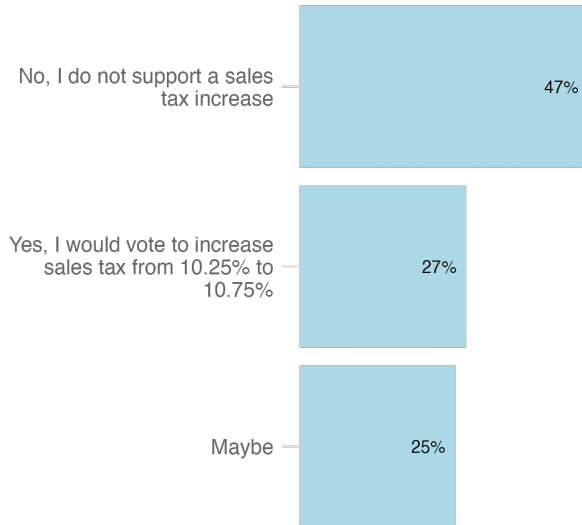
Housing and Homeless Investments

Q11: For housing and homelessness investments...which of the following would you support reducing funding?



Sales Tax

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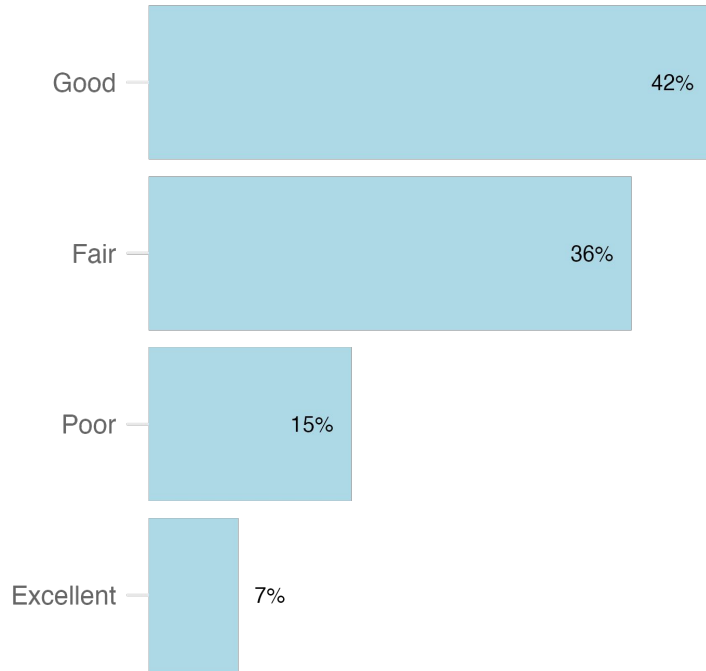
Older Adults

Respondents 65 and older

n = 1,352

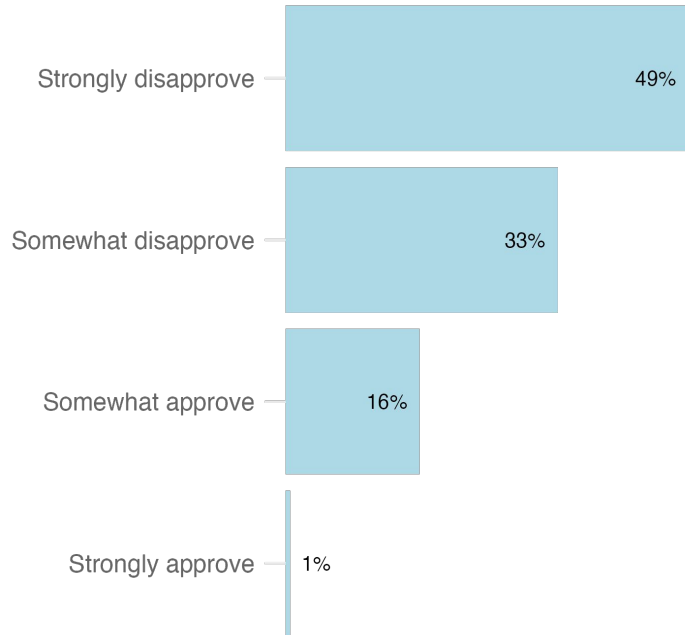
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you *rate Oakland as a place to live?*



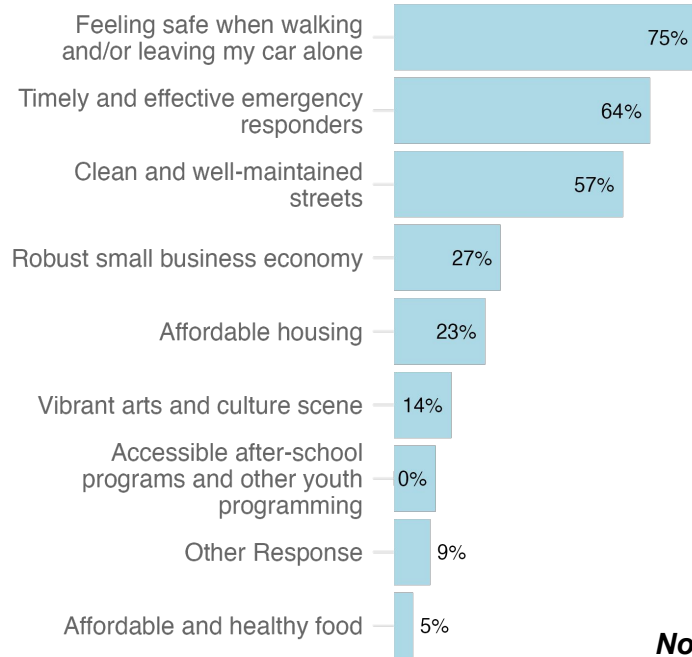
City government approval ratings

Q3: Do you **approve or disapprove** of the overall job being done by **Oakland City government** in providing services to the people who live here?



Important factors for a city to call home

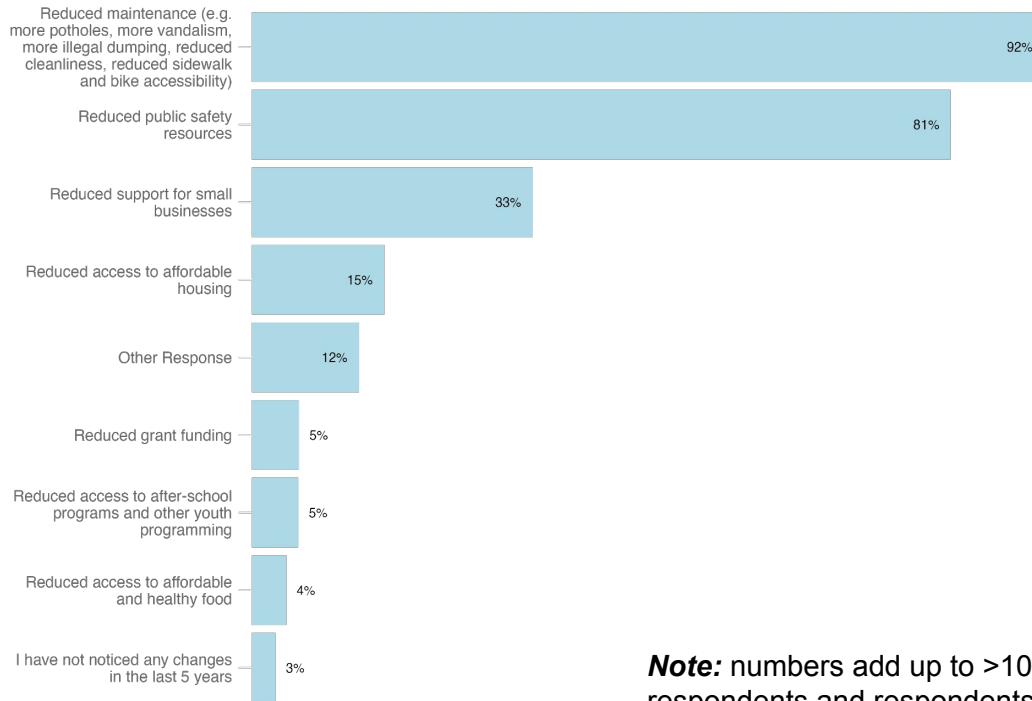
Q5: Which of the following are most important to you to make Oakland *a place you are happy to call home*? Choose up to 3



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City budget impact on household and work

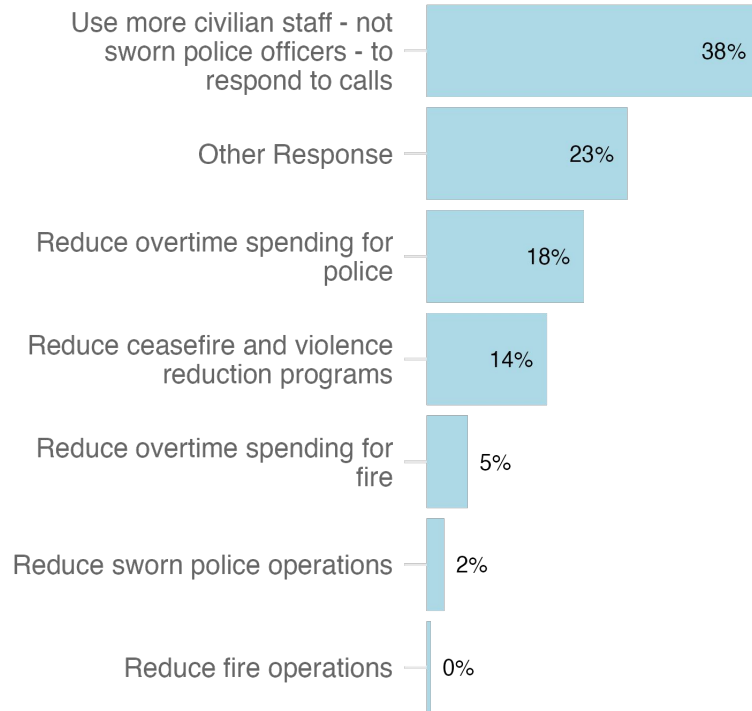
Q6: In the last 5 years, how has *Oakland's* budget most impacted your household and work?
Choose up to 3



Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

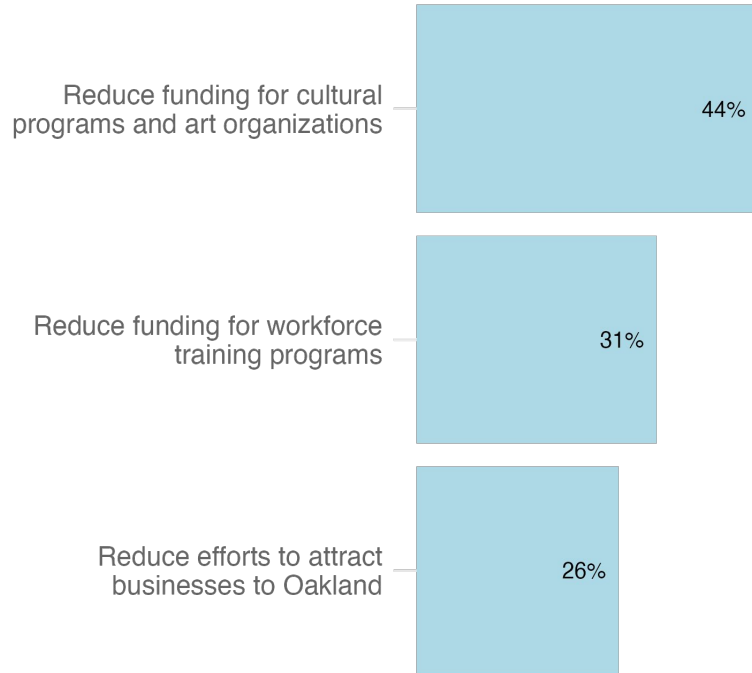
Public Safety

Q7: For **public safety**, which of the following would you support reducing funding?



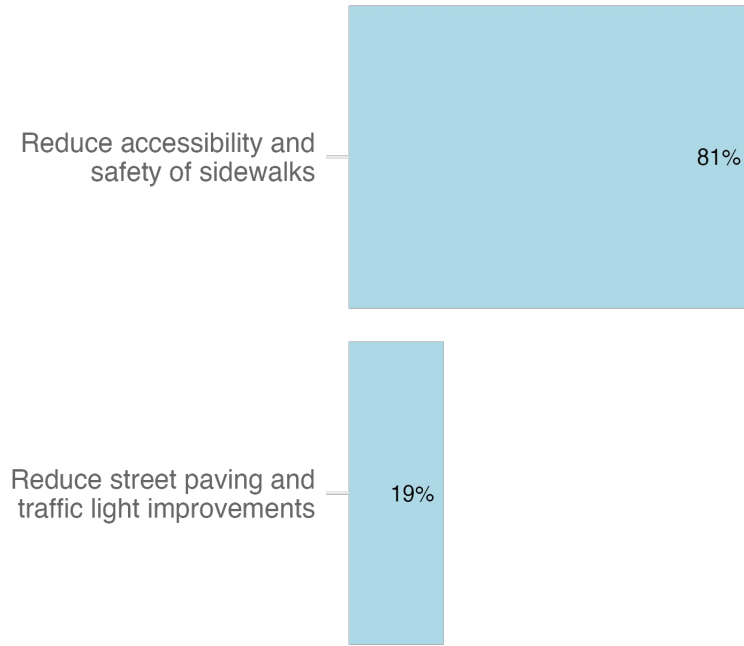
Economic Growth

Q8: For **economic growth**...which of the following would you support reducing funding?



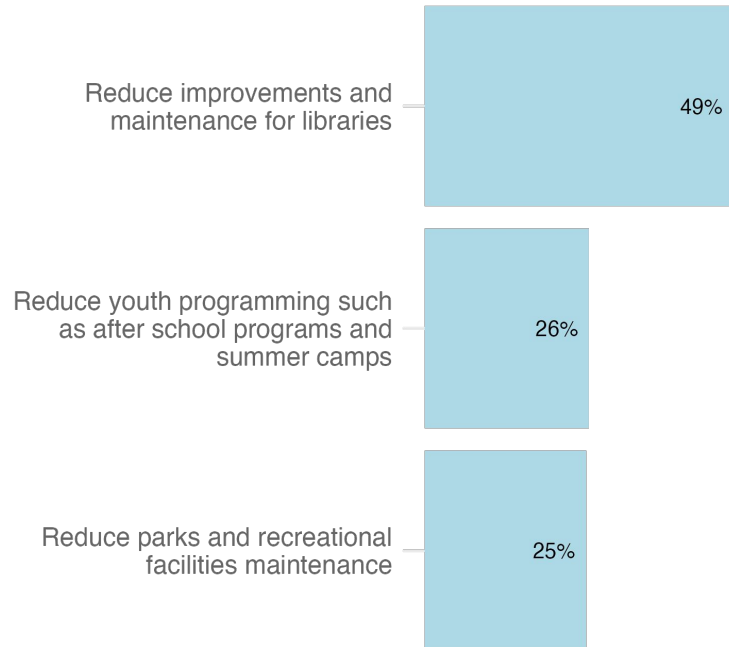
Transportation

Q9: For *transportation*...which of the following would you support reducing funding?



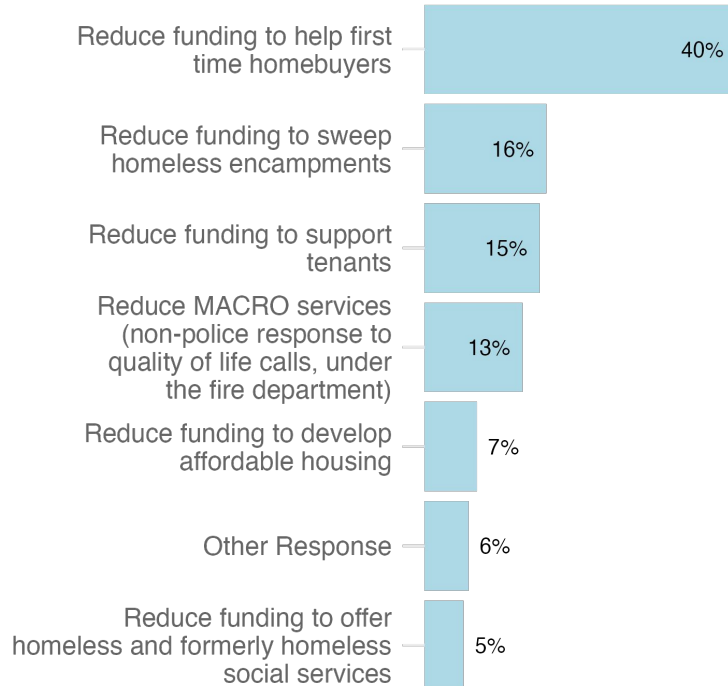
Youth and Community Investments

*Q10: For **youth and community investments**... which of the following would you support reducing funding?*



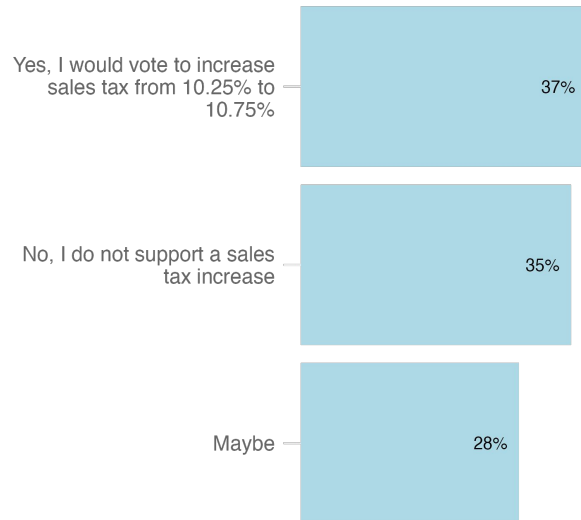
Housing and Homeless Investments

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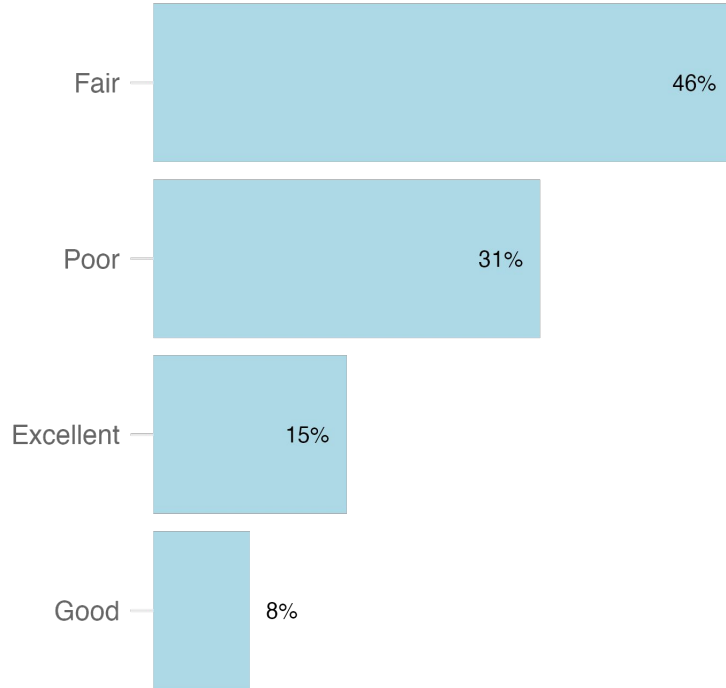
People Living Outside

Collected in-person

n = 13

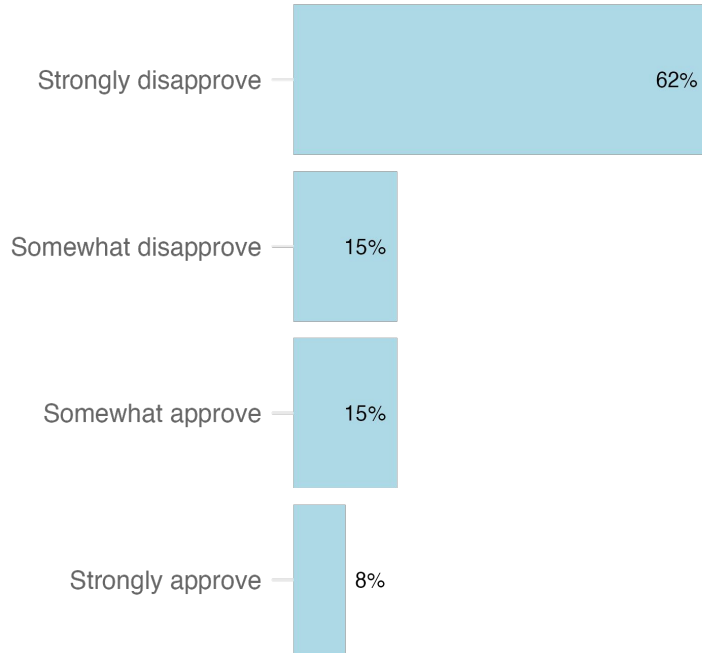
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you *rate Oakland as a place to live?*



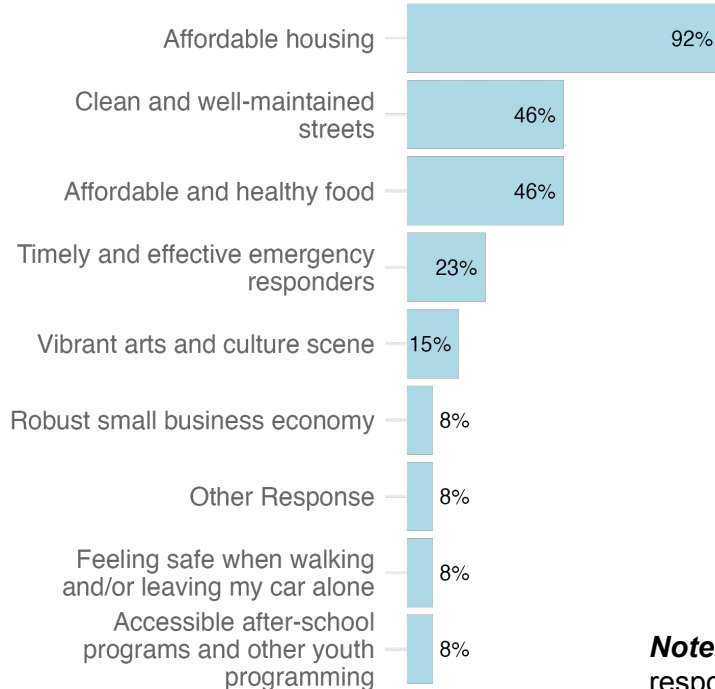
City government approval ratings

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Important factors for a city to call home

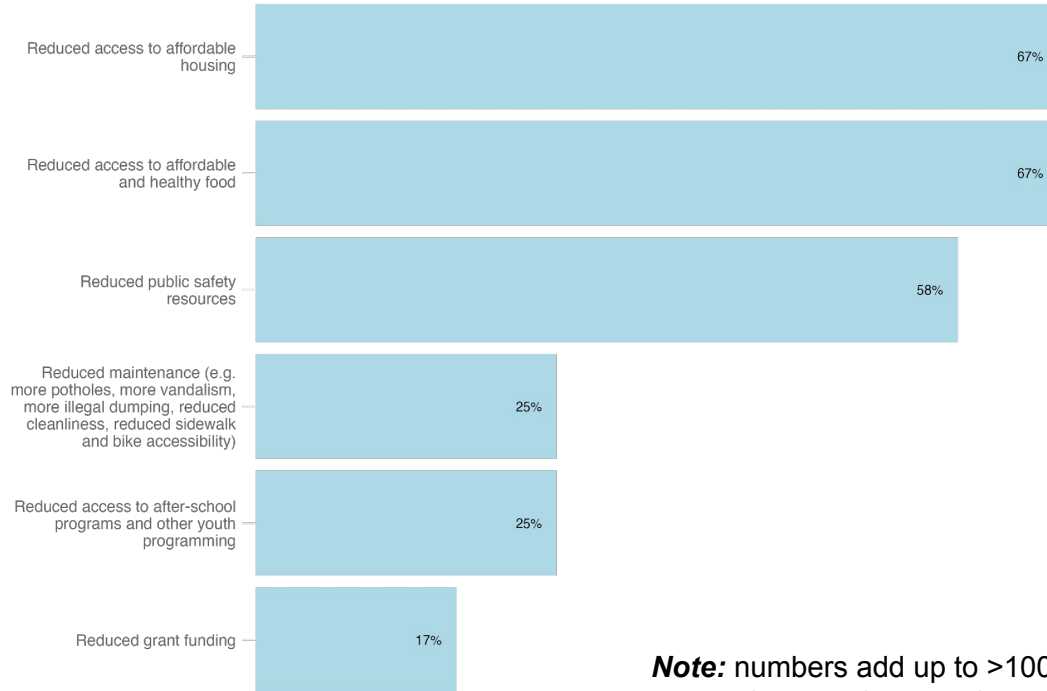
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City budget impact on household and work

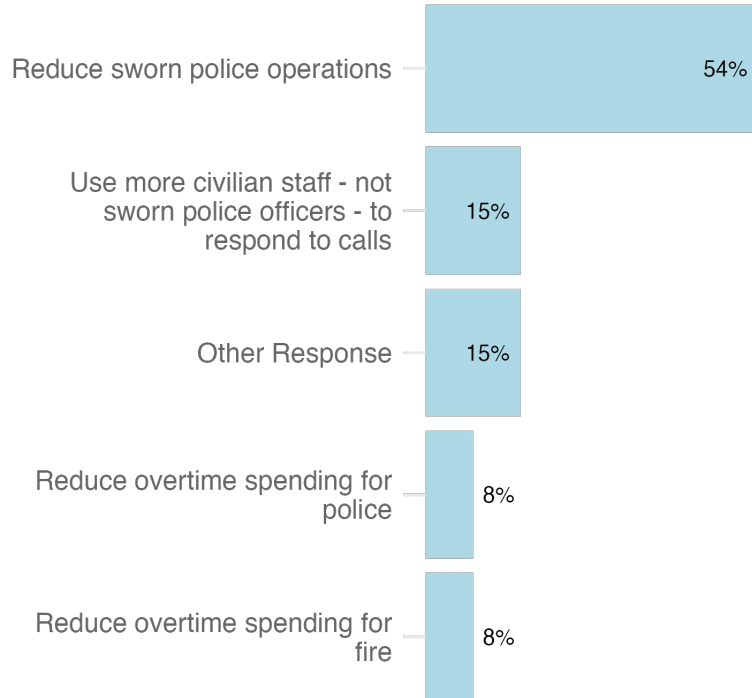
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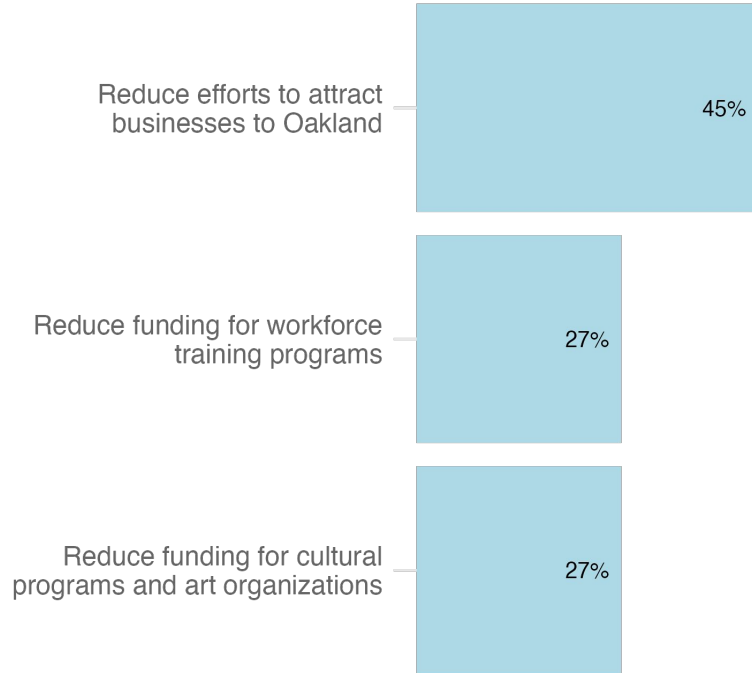
Public Safety

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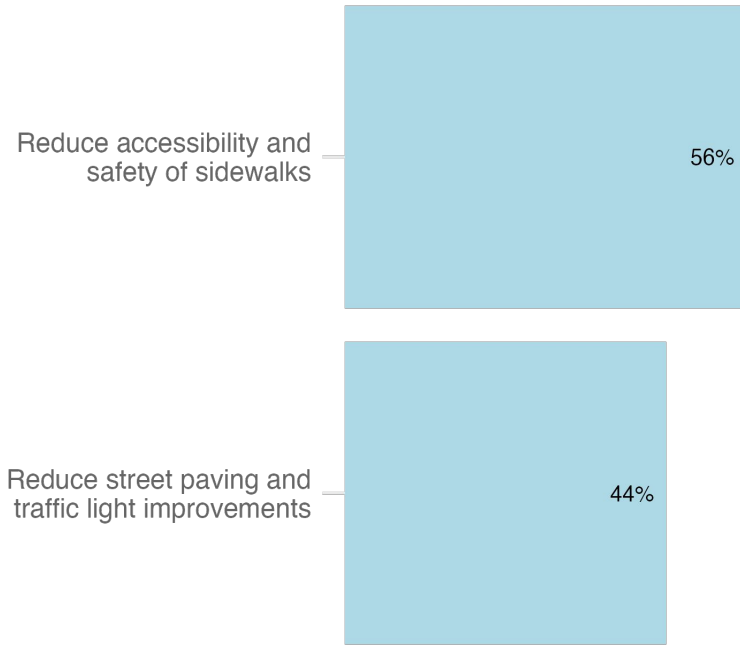
Economic Growth

Q8: For **economic growth**...which of the following would you support reducing funding?



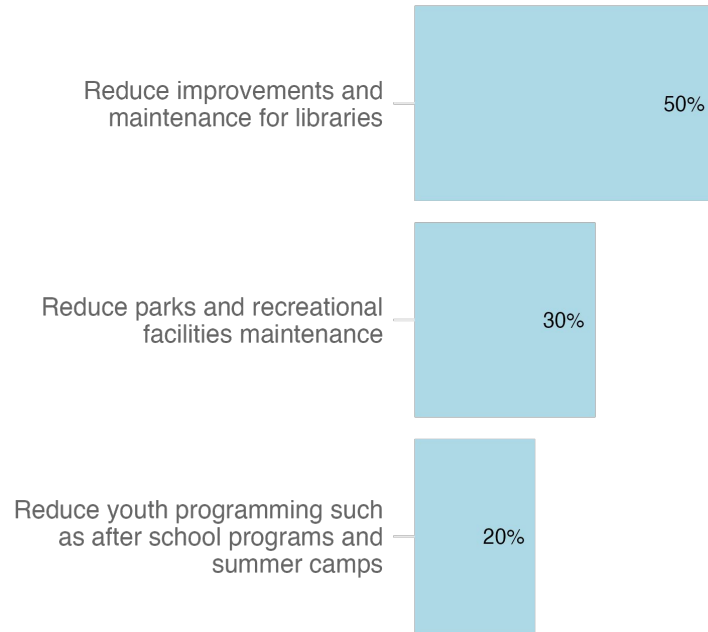
Transportation

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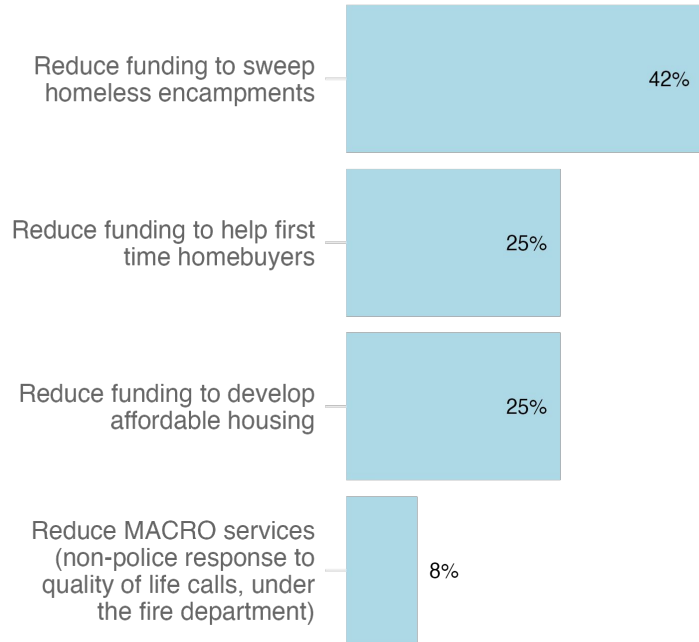
Youth and Community Investments

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