

# 2025 City of Oakland Resident Budget Priorities Survey

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

*Appendix: Segmented Results*



# Contents

- By District [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#)
- [Youth \(under 18\)](#)
- [Older adults \(65+\)](#)
- [People living outside](#)

# District 1

Golden Gate

Idora Park

Rockridge

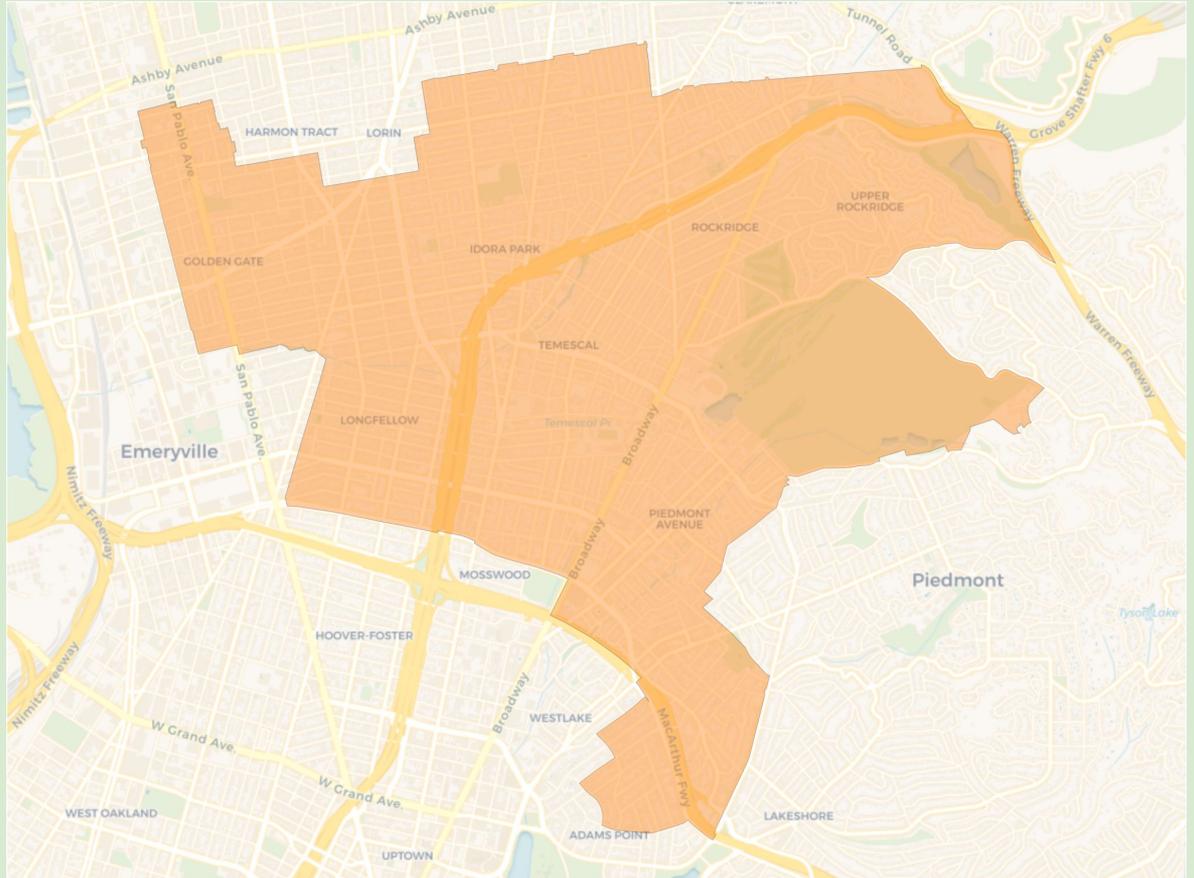
Upper Rockridge

Longfellow

Temescal

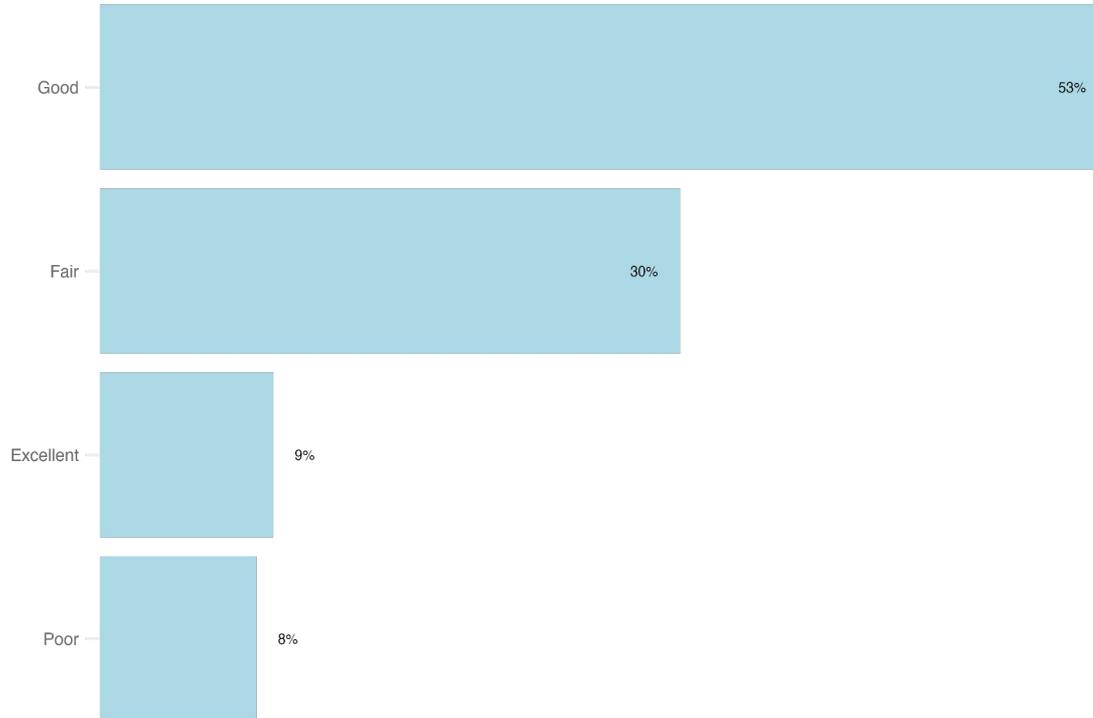
Piedmont Avenue

n = 1,363



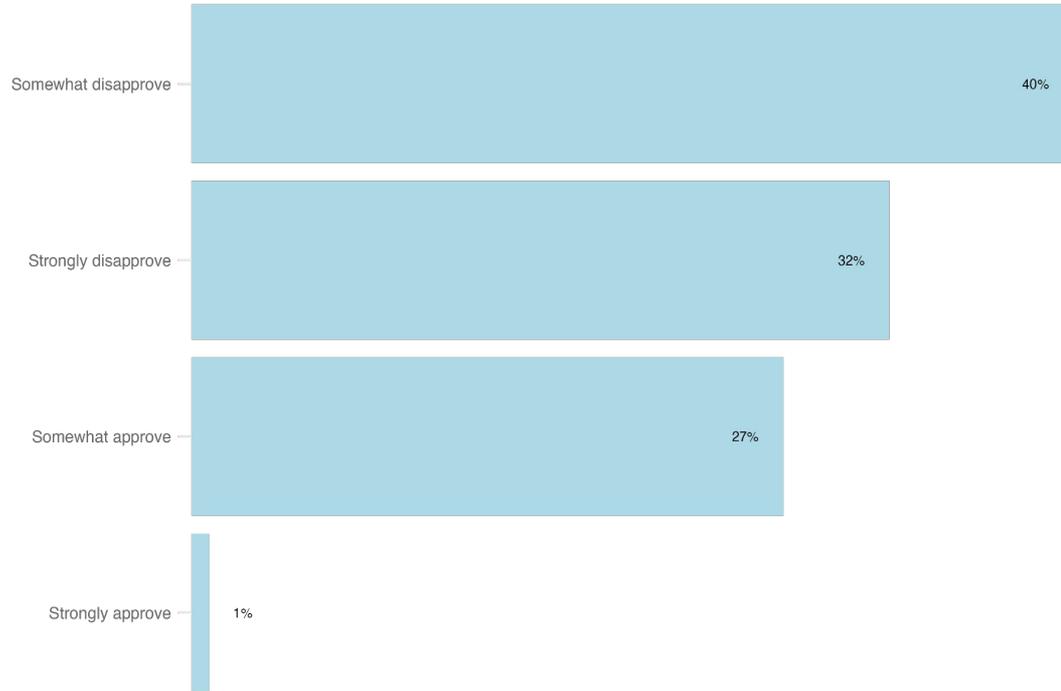
# Community satisfaction with life in Oakland

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

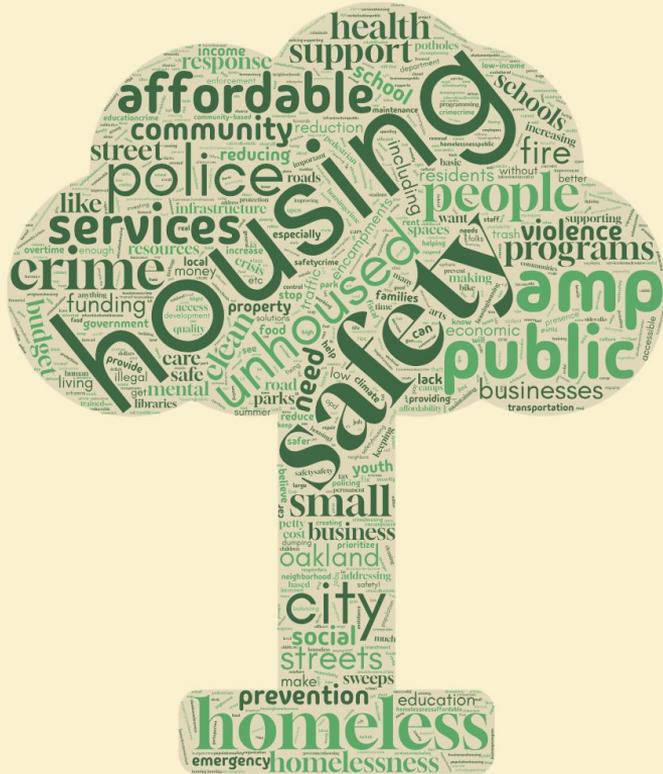


# City government approval ratings

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?*

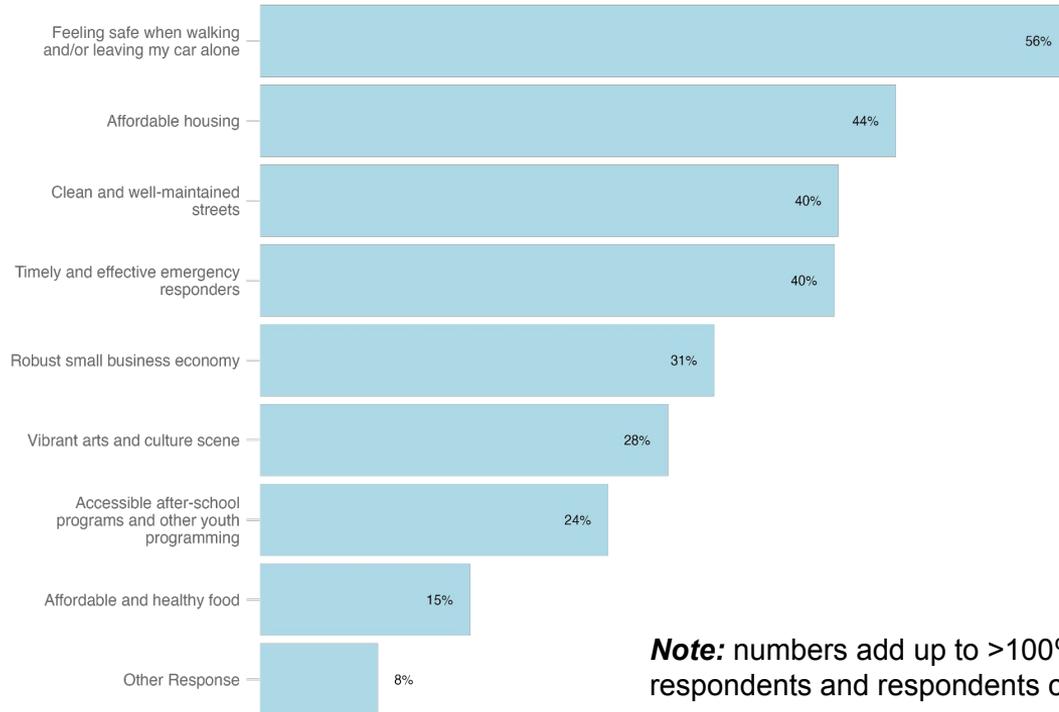


# Two most important budget priorities



# Important factors for a city to call home

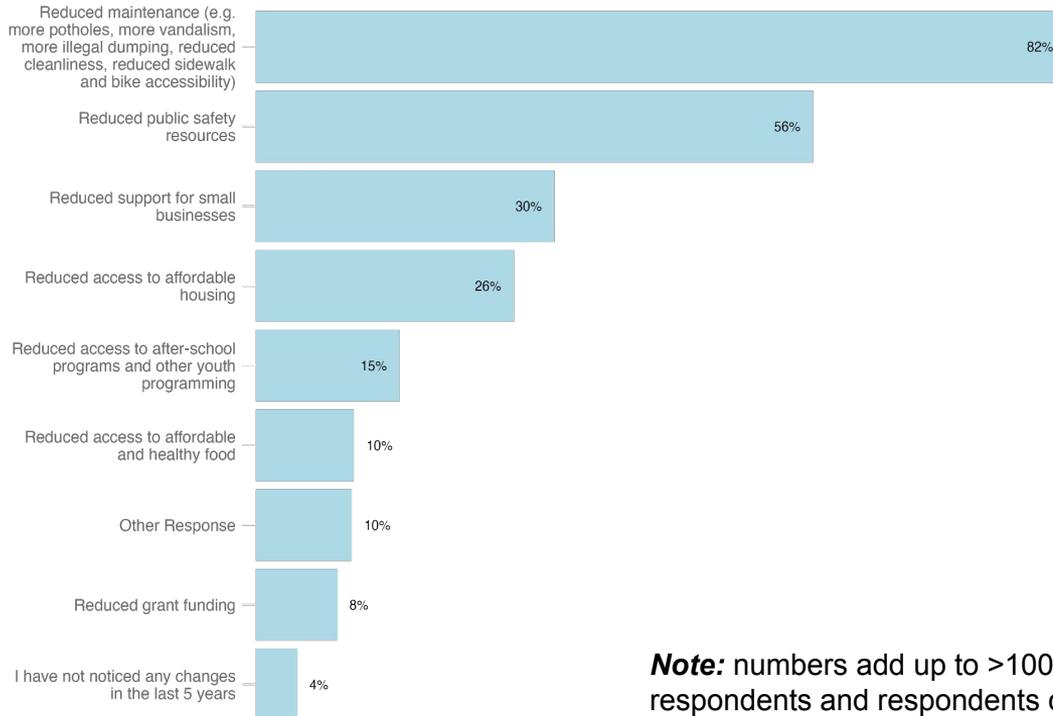
Q5: Which of the following are most important to you to make Oakland a place you are happy to call home? Choose up to 3



**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

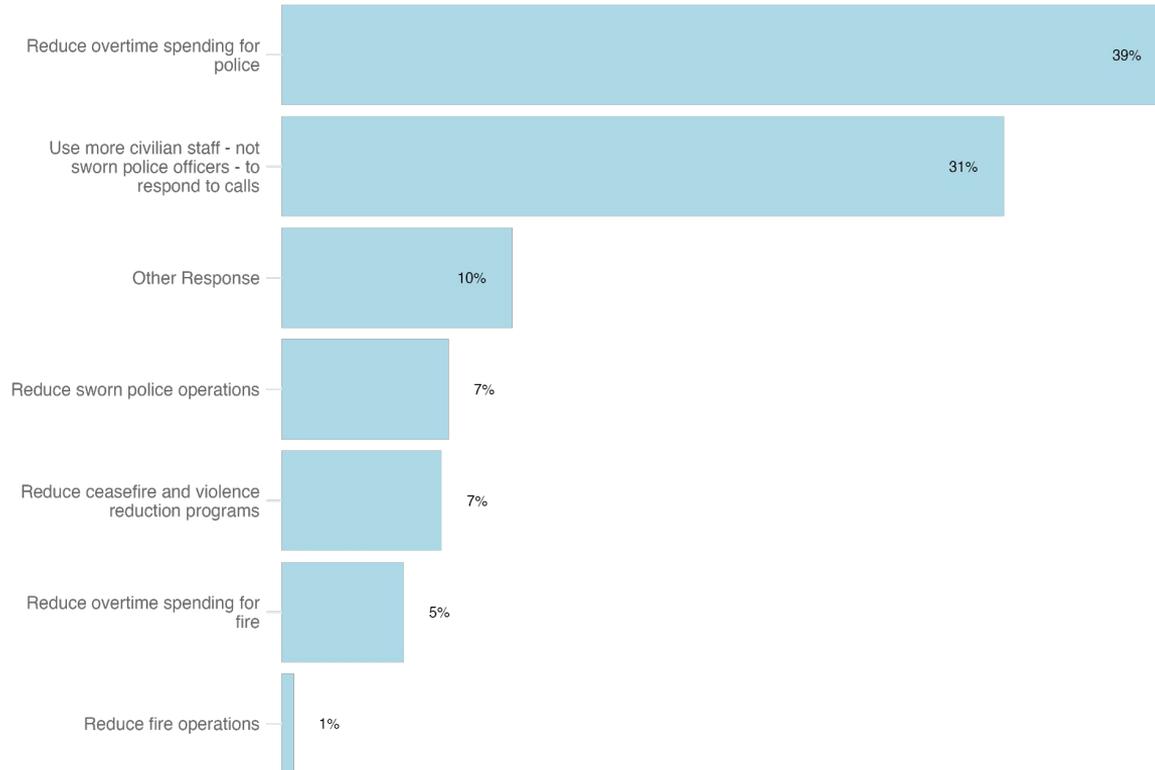
Q6: In the last 5 years, how has Oakland's budget most impacted your household and work?  
Choose up to 3



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

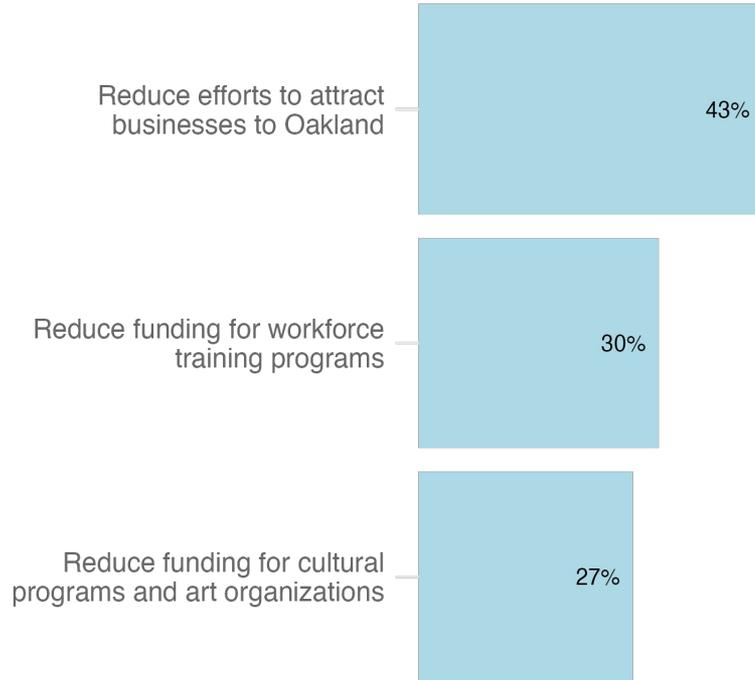
# Public Safety

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



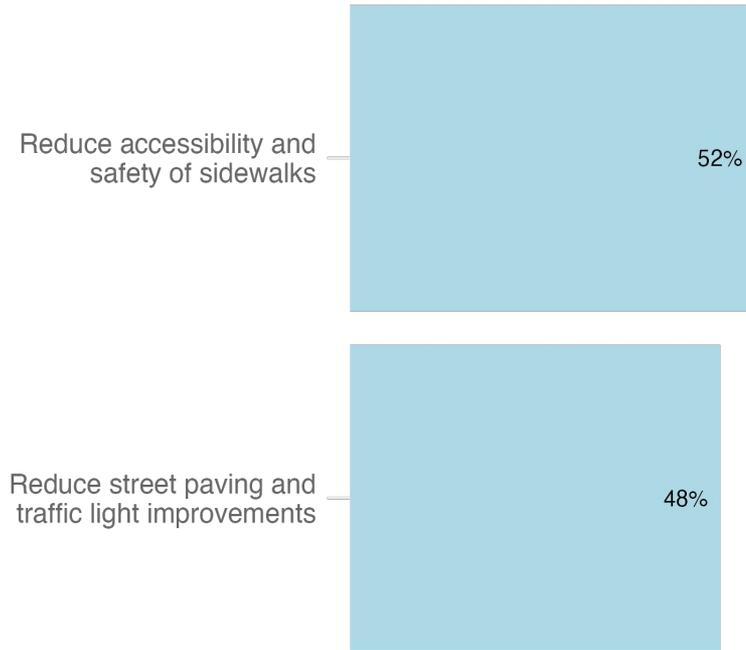
# Economic Growth

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



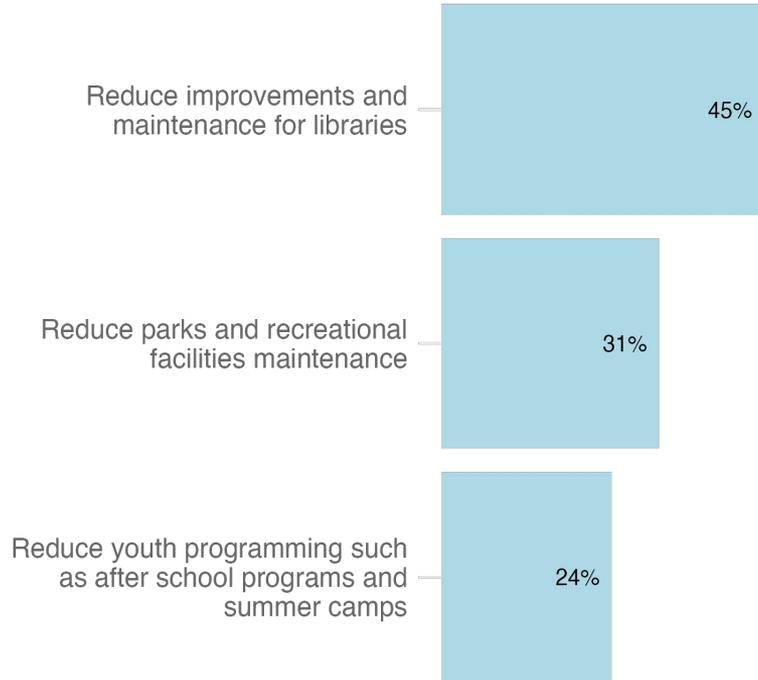
# Transportation

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



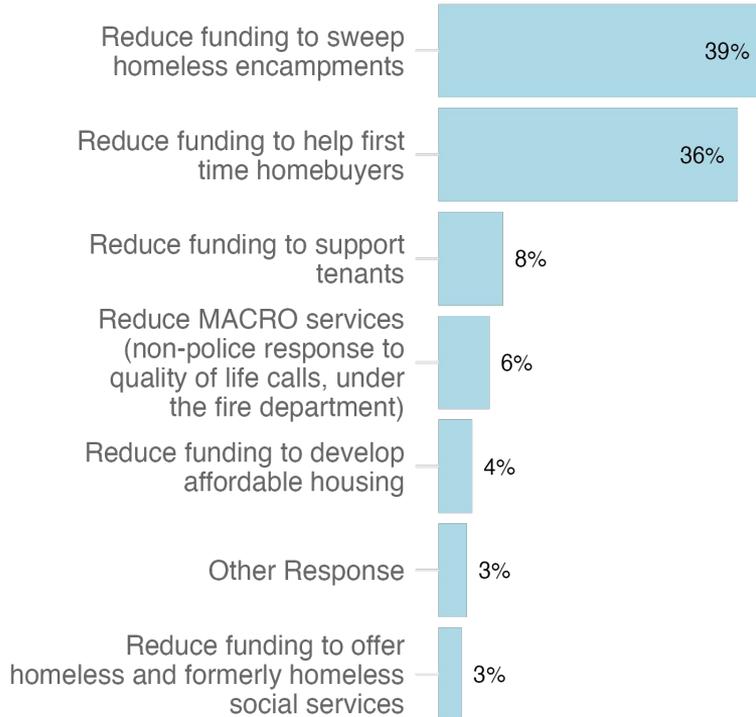
# Youth and Community Investments

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



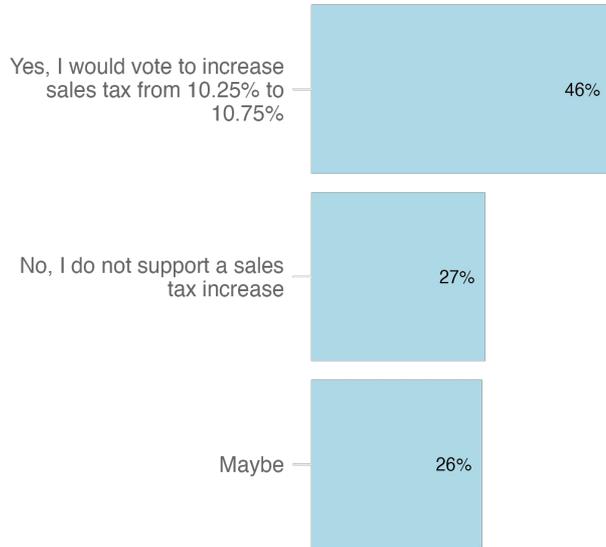
# Housing and Homeless Investments

*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

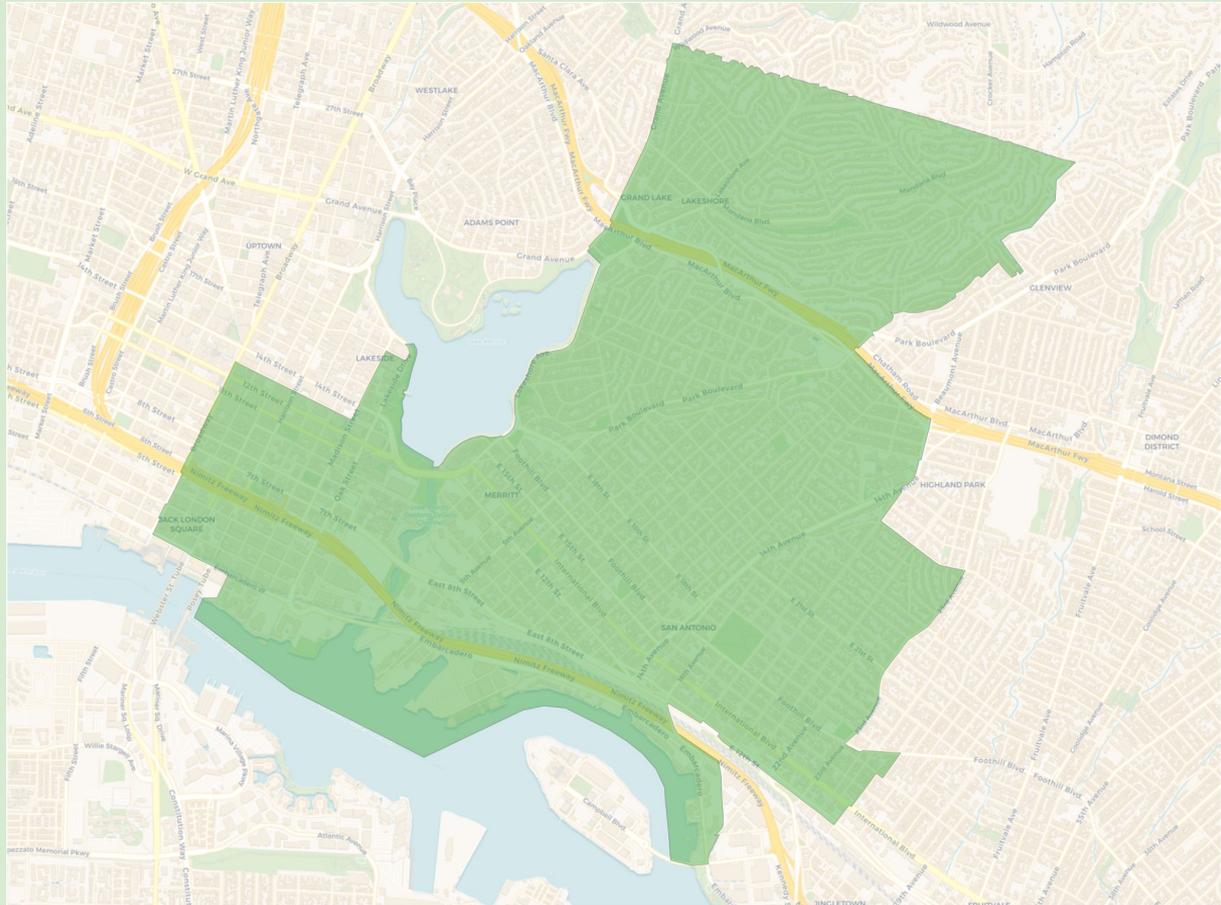
Lakeshore

Lake Merritt

Jack London Square

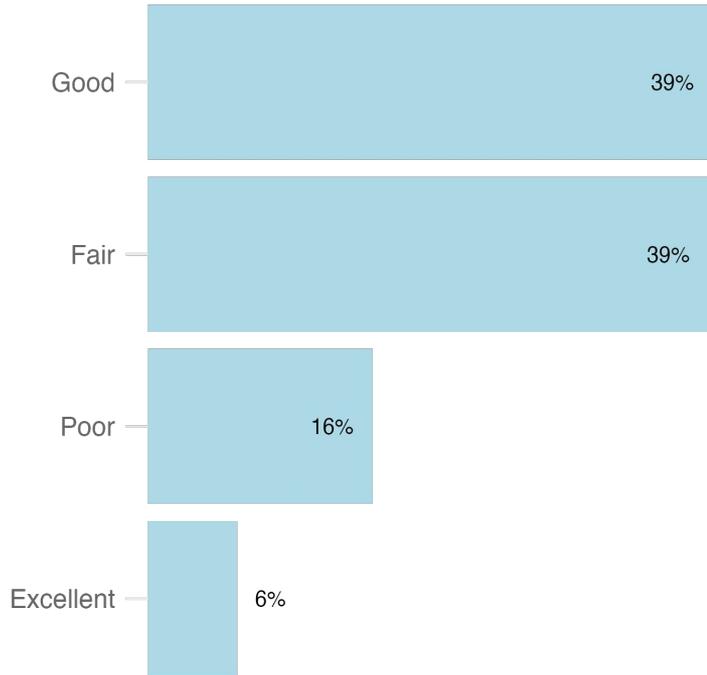
San Antonio

**n = 1,097**



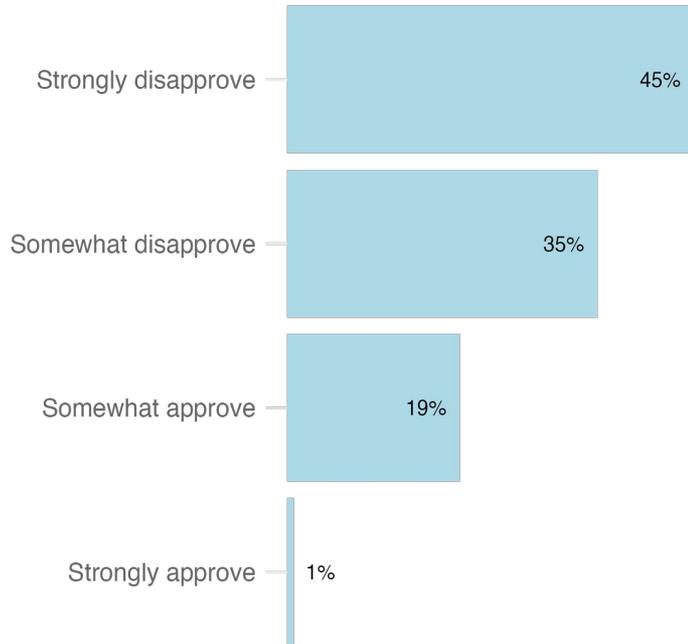
# Community satisfaction with life in Oakland

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



# City government approval ratings

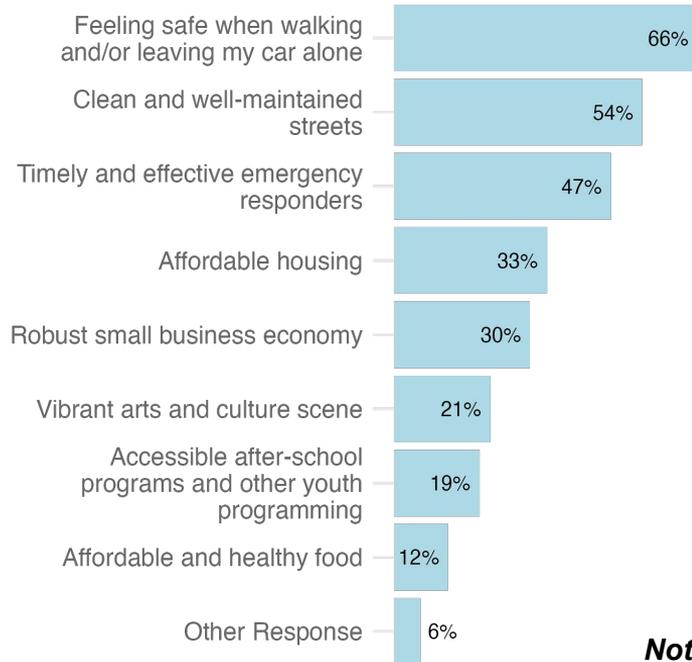
Q3: Do you *approve or disapprove of the overall job being done by Oakland City government in providing services to the people who live here?*





# Important factors for a city to call home

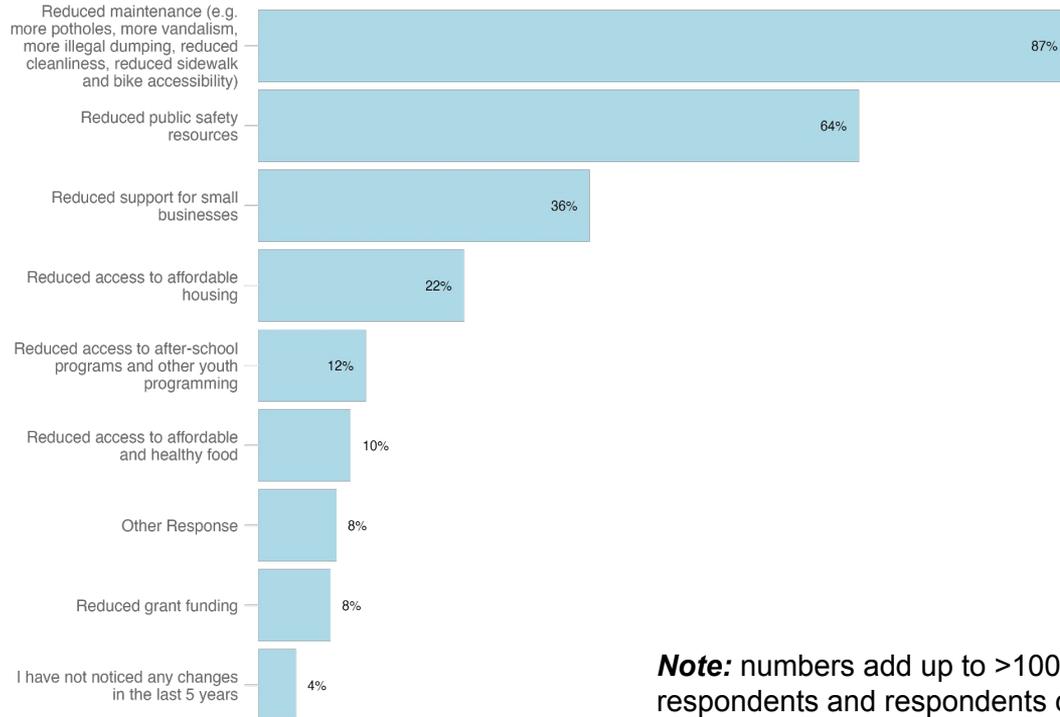
Q5: Which of the following are most important to you to make Oakland a place you are happy to call home? Choose up to 3



**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

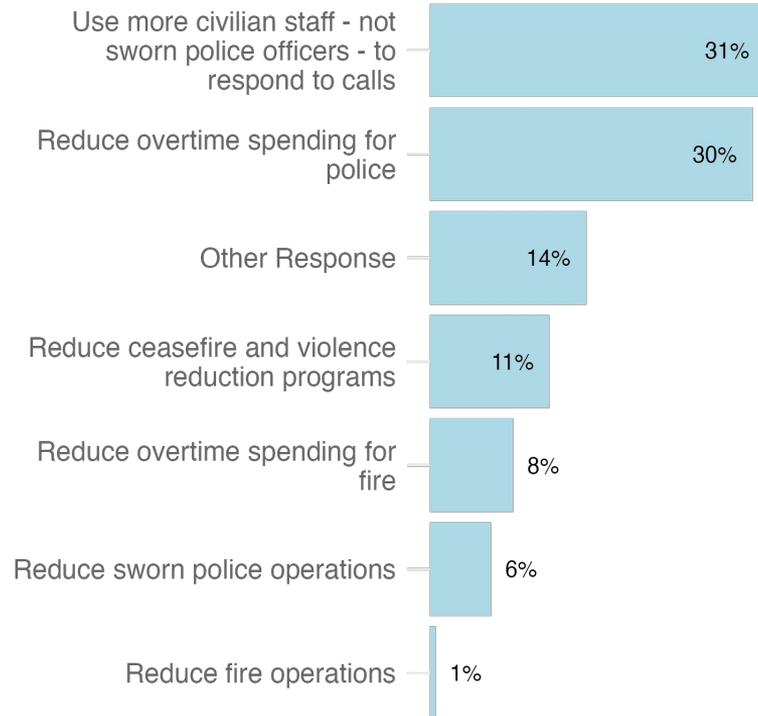
Q6: In the last 5 years, how has Oakland's budget most impacted your household and work?  
Choose up to 3



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

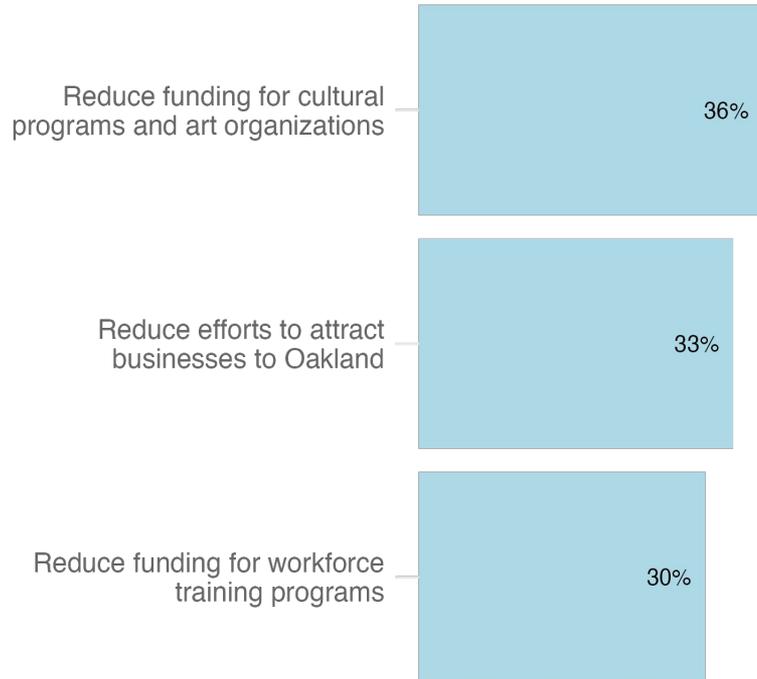
# Public Safety

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



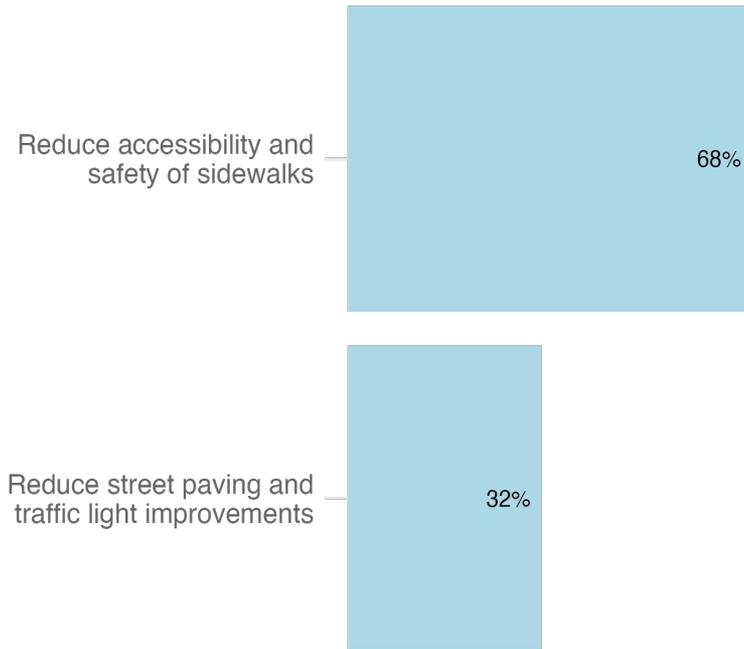
# Economic Growth

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



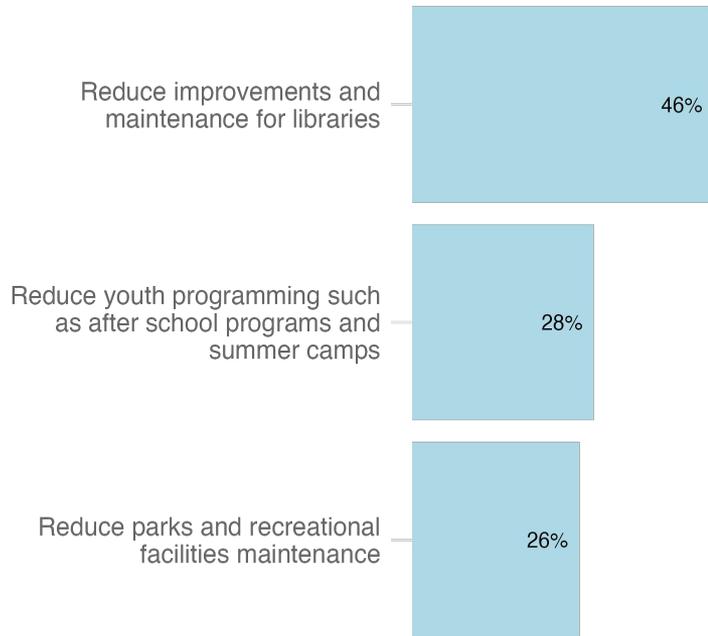
# Transportation

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



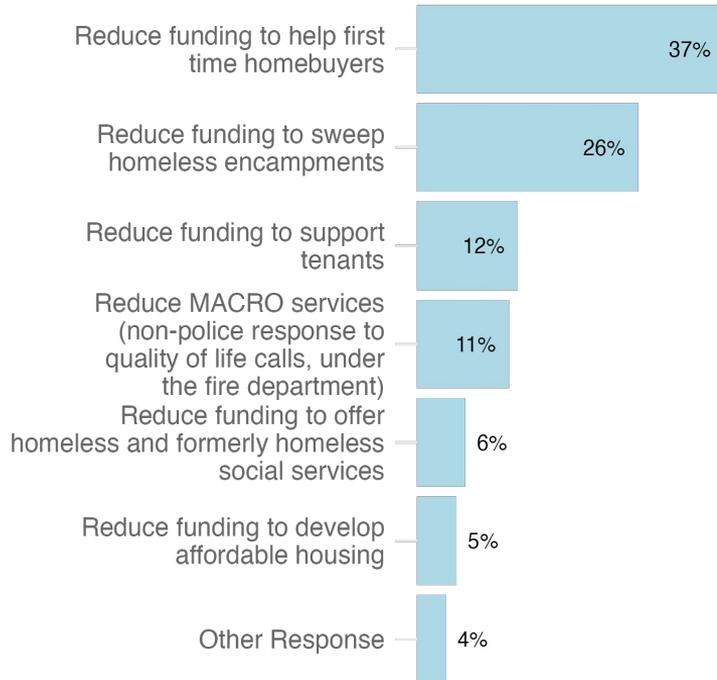
# Youth and Community Investments

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



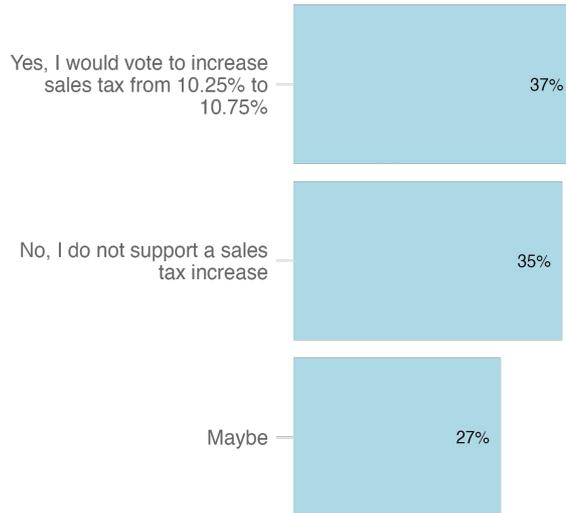
# Housing and Homeless Investments

*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 3

Mosswood

Hoover Foster

Westlake

Adams Point

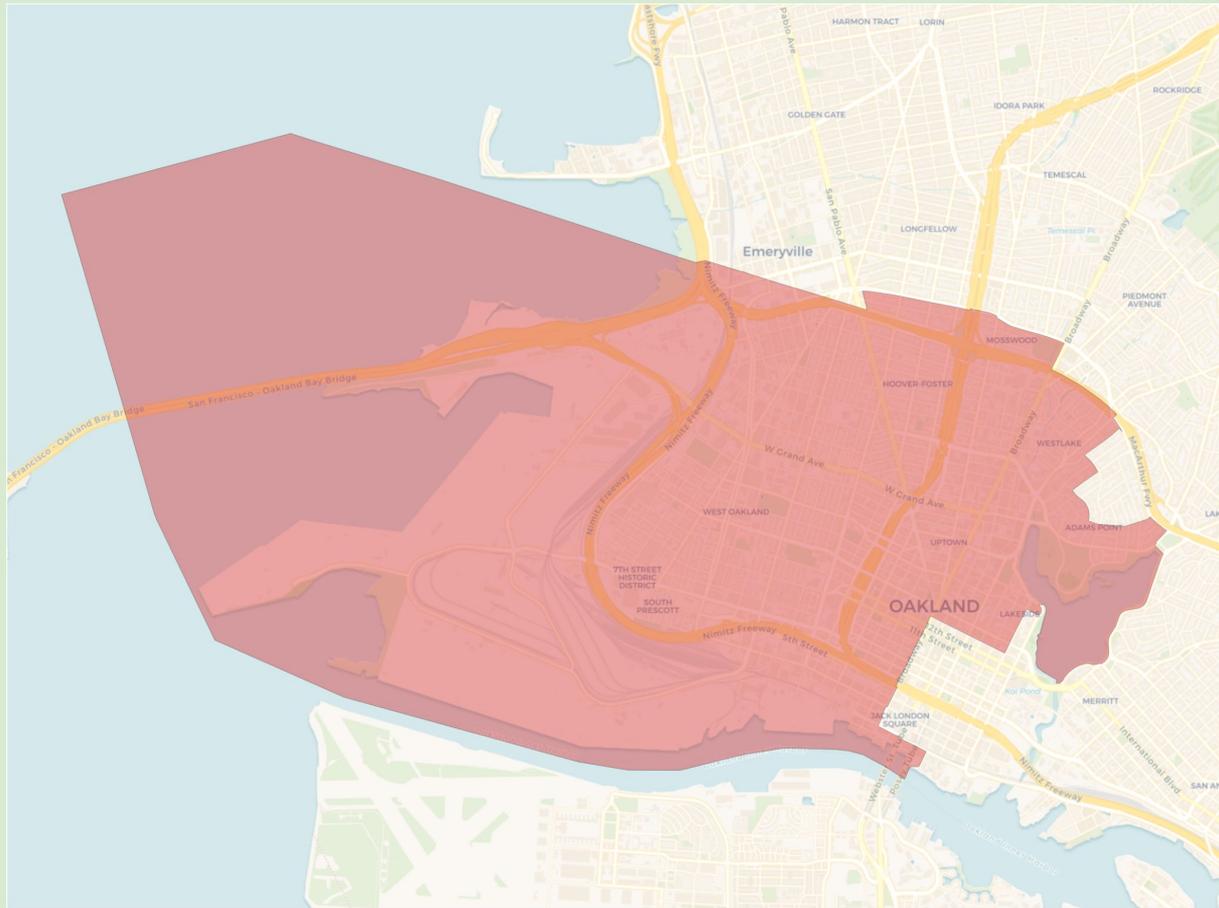
West Oakland

Uptown

7th Street Historic District

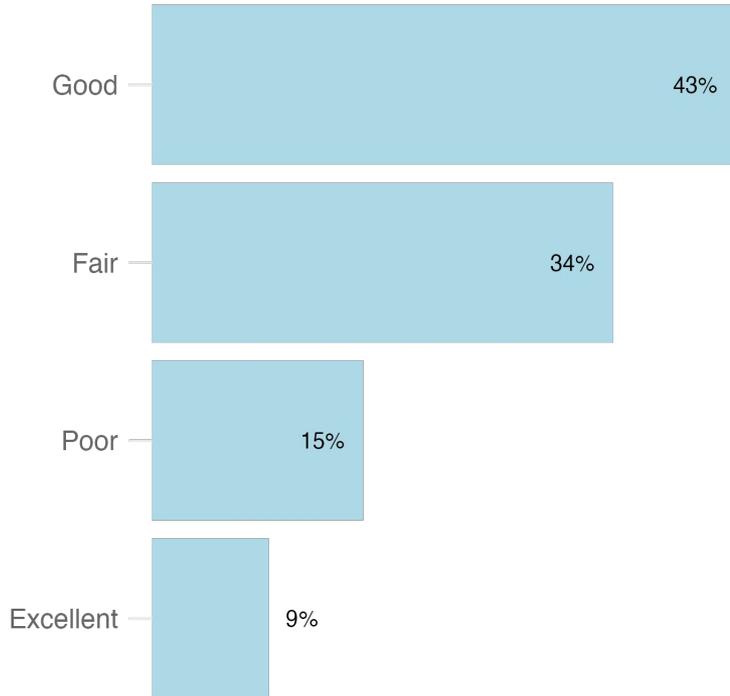
South Prescott

**n = 716**



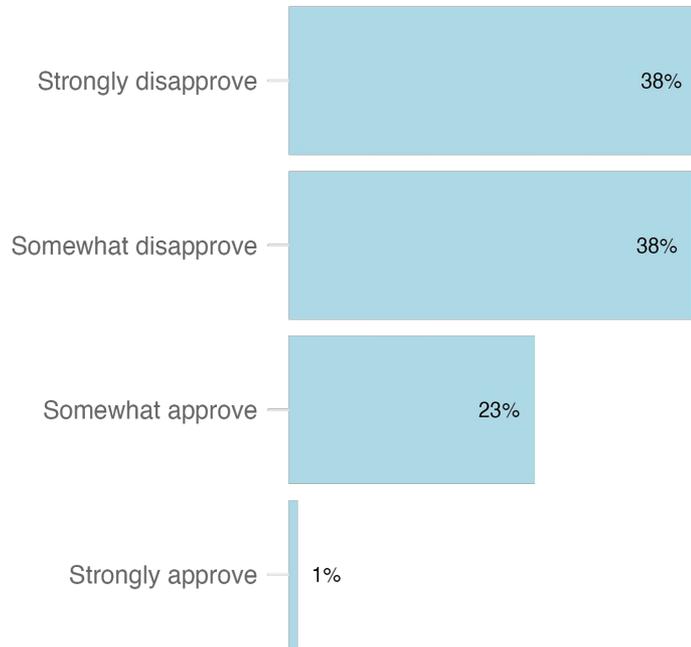
# Community satisfaction with life in Oakland

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



# City government approval ratings

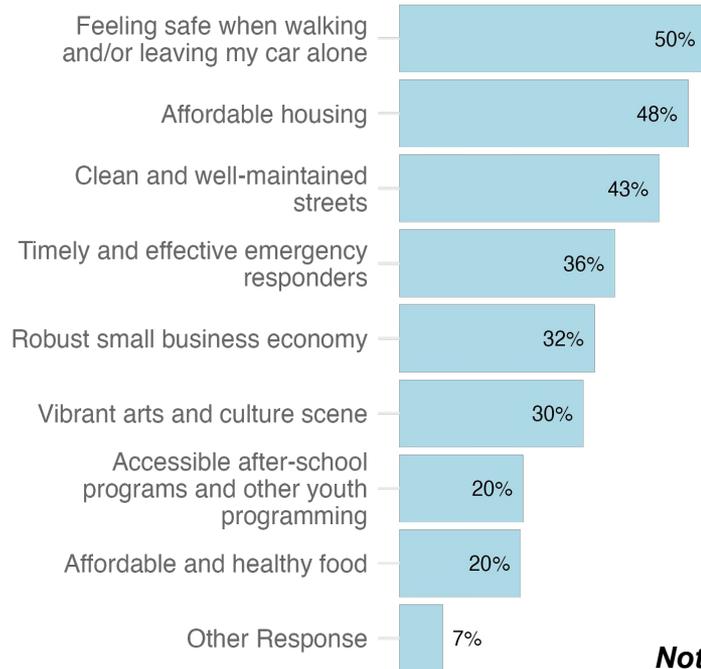
Q3: Do you *approve or disapprove of the overall job being done by Oakland City government in providing services to the people who live here?*





# Important factors for a city to call home

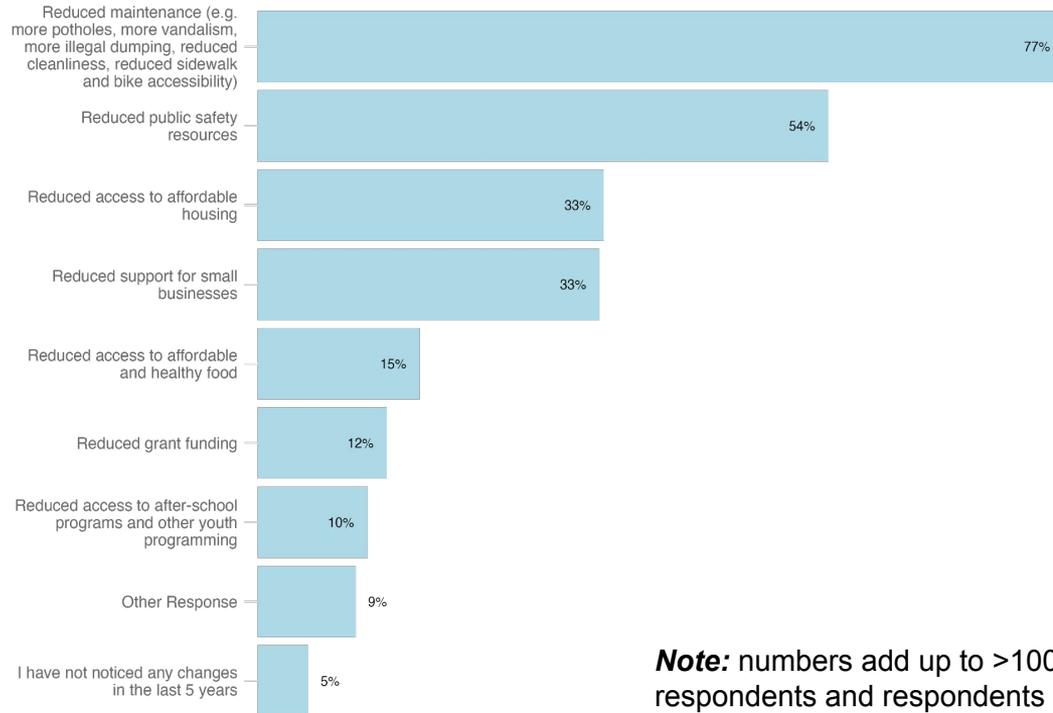
Q5: Which of the following are most important to you to make Oakland a place you are happy to call home? Choose up to 3



**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

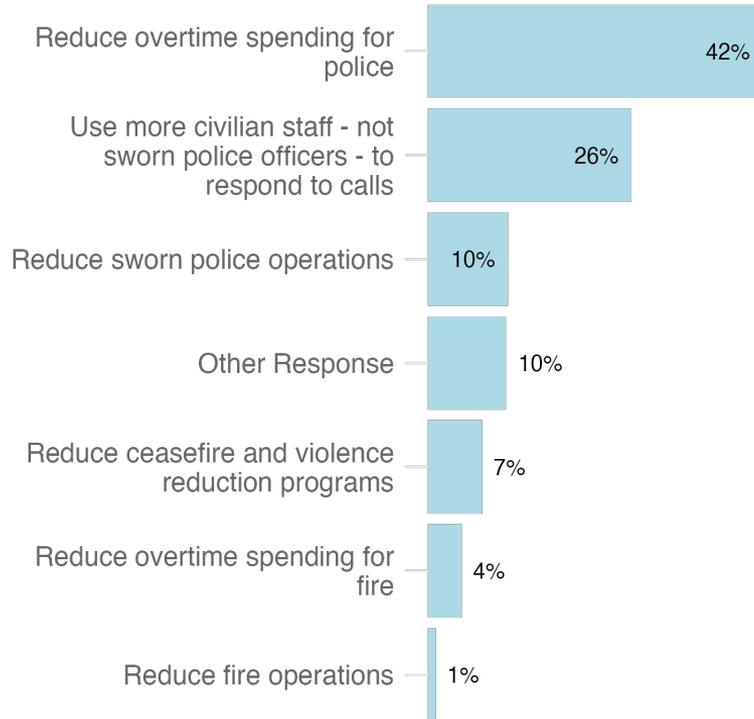
Q6: In the last 5 years, how has Oakland's budget most impacted your household and work?  
Choose up to 3



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

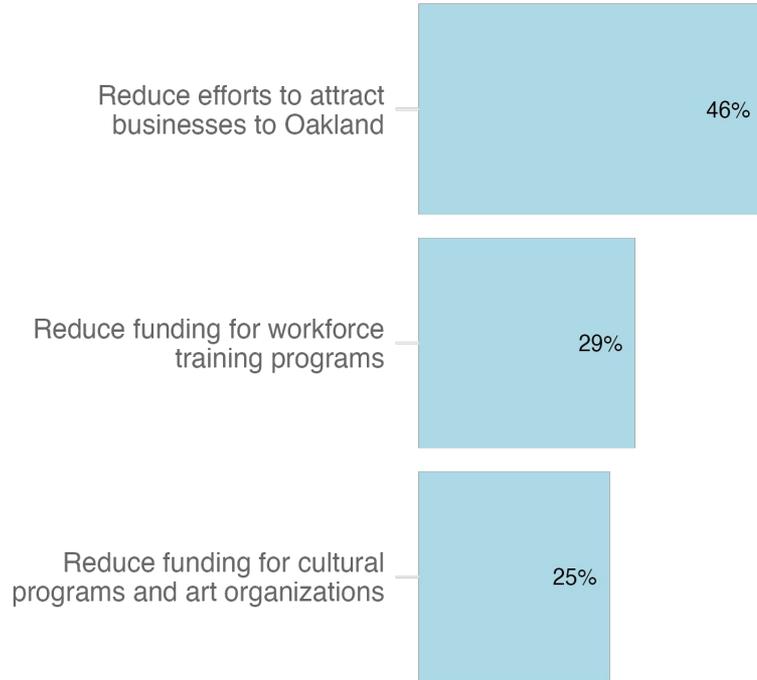
# Public Safety

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



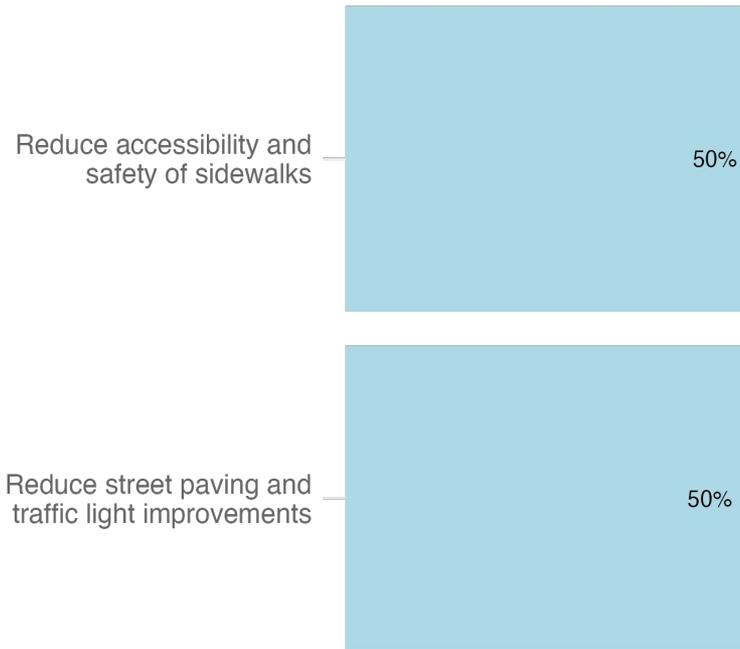
# Economic Growth

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



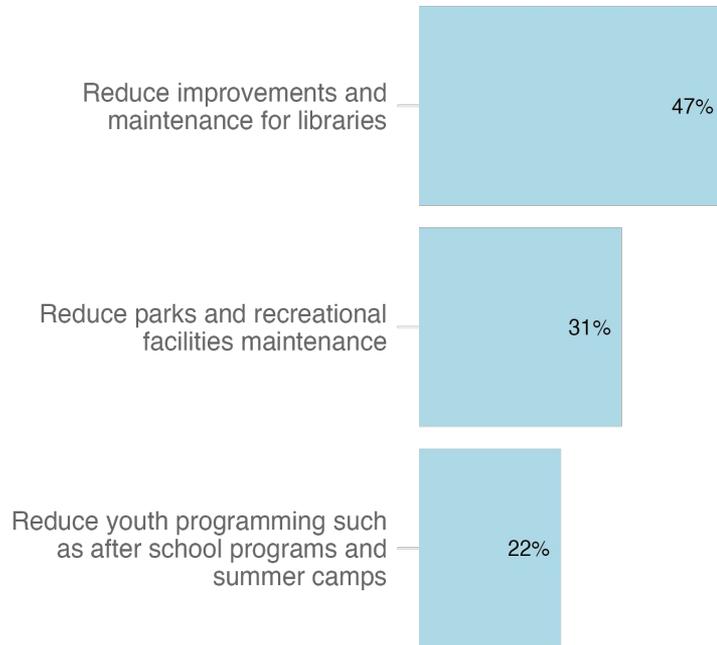
# Transportation

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



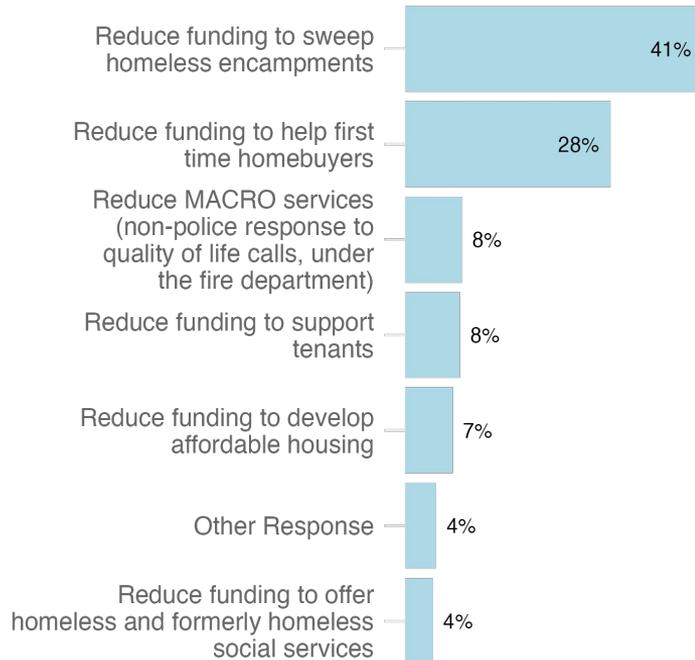
# Youth and Community Investments

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



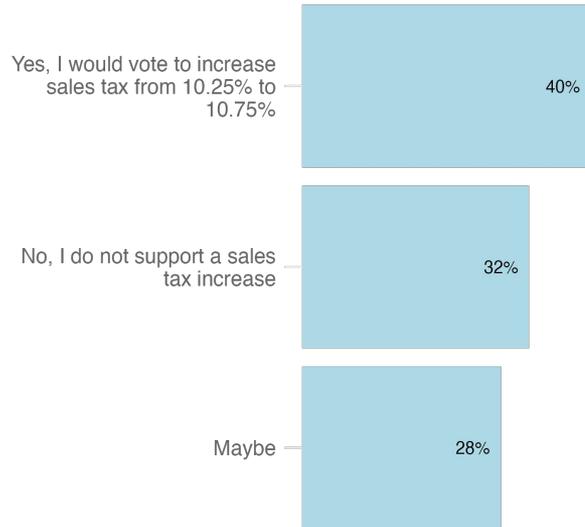
# Housing and Homeless Investments

*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 4

Laurel

Dimond

Allendale

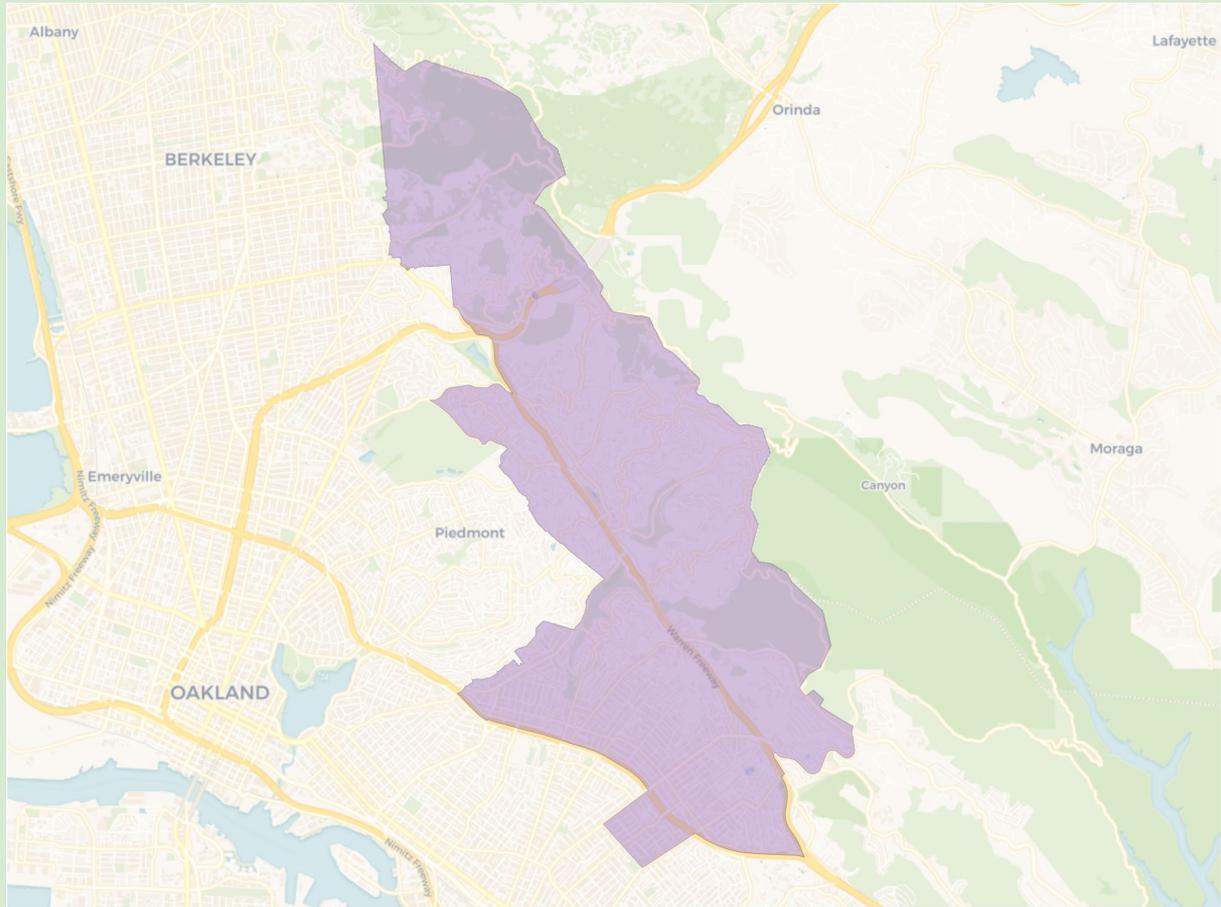
Glenview

Montclair

Redwood Heights

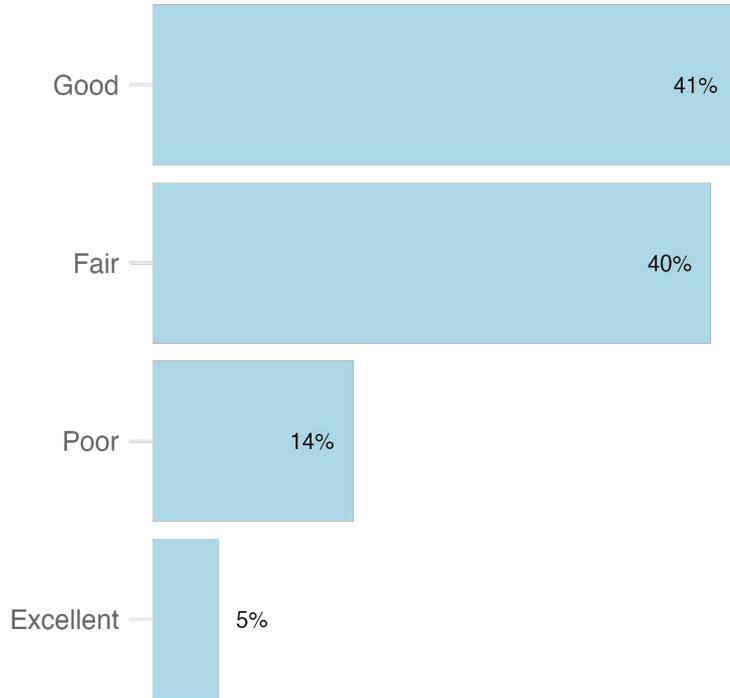
North Hills

**n = 2,009**



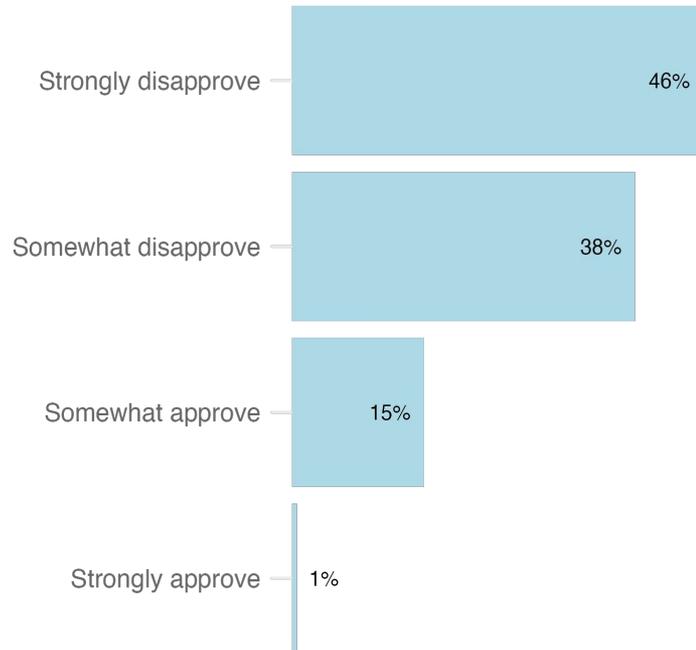
# Community satisfaction with life in Oakland

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

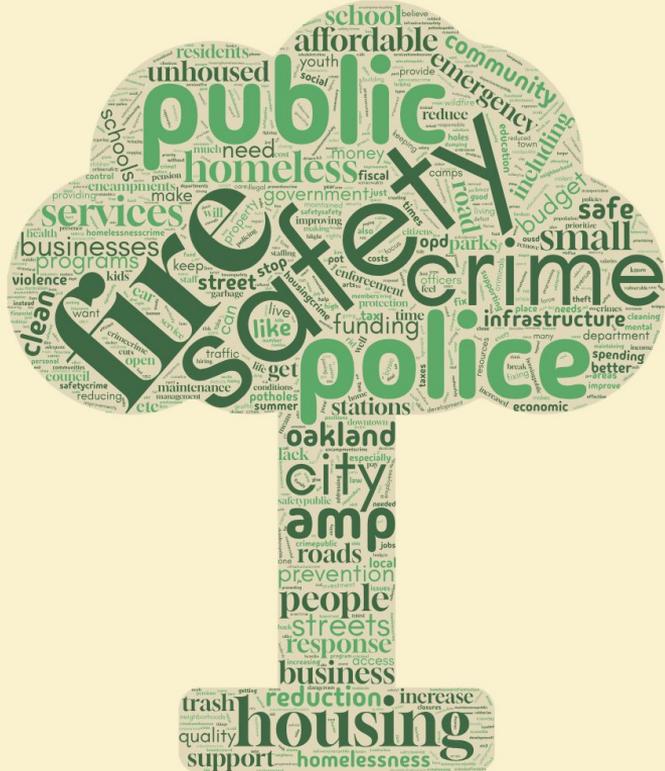


# City government approval ratings

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?*

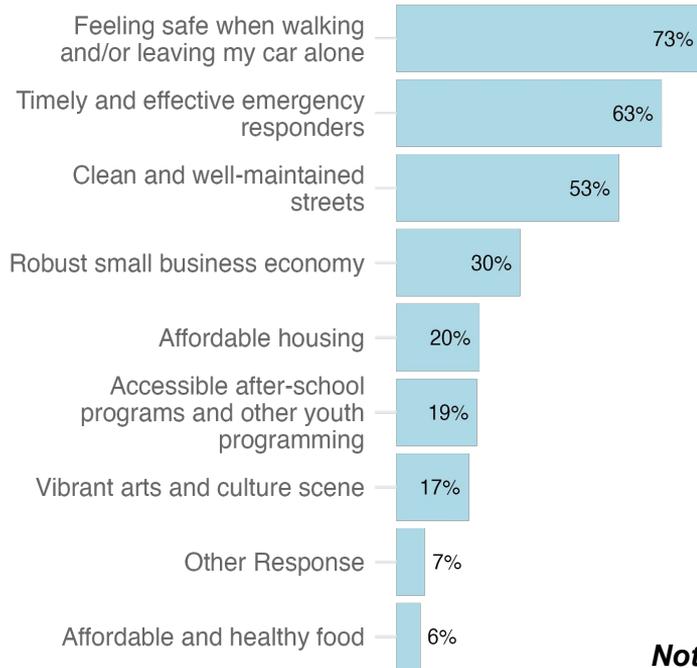


# Two most important budget priorities



# Important factors for a city to call home

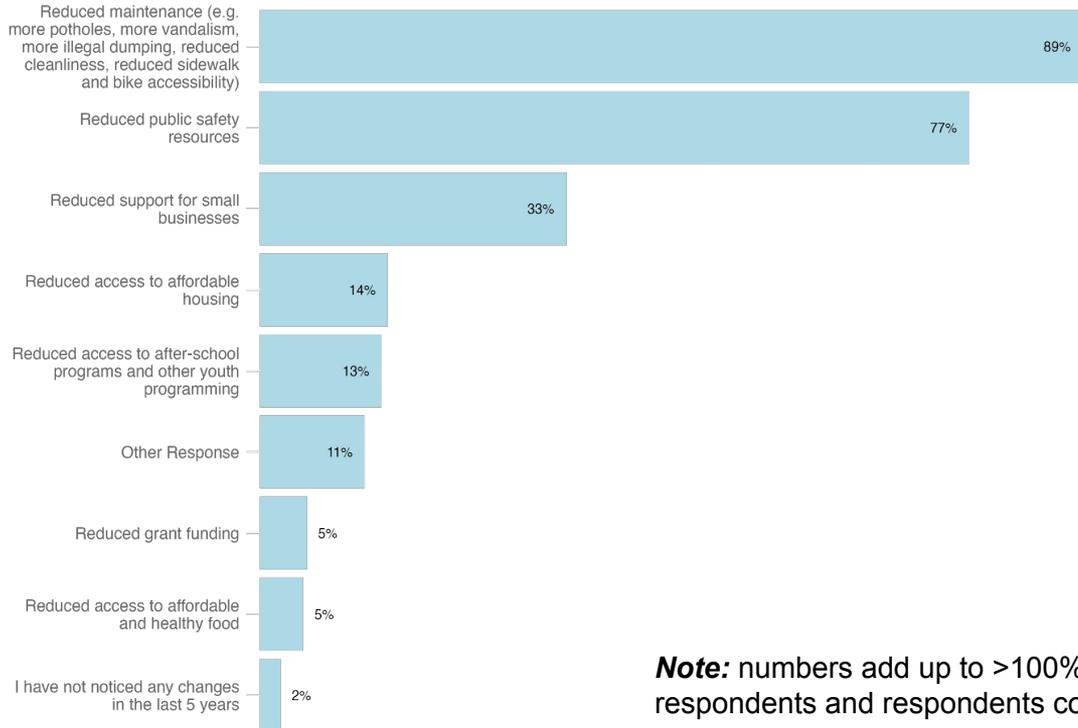
Q5: Which of the following are most important to you to make Oakland a place you are happy to call home? Choose up to 3



**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

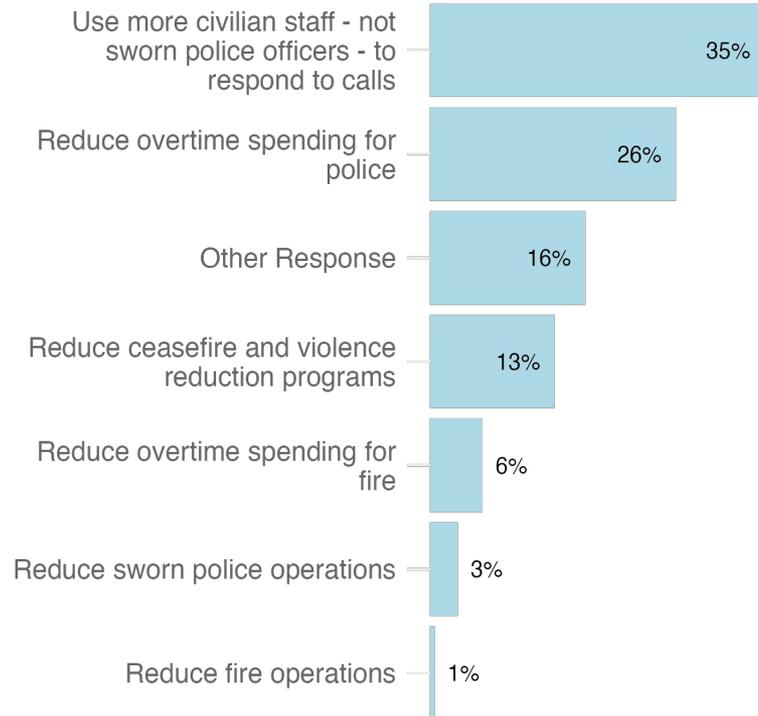
Q6: In the last 5 years, how has Oakland's budget most impacted your household and work?  
Choose up to 3



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

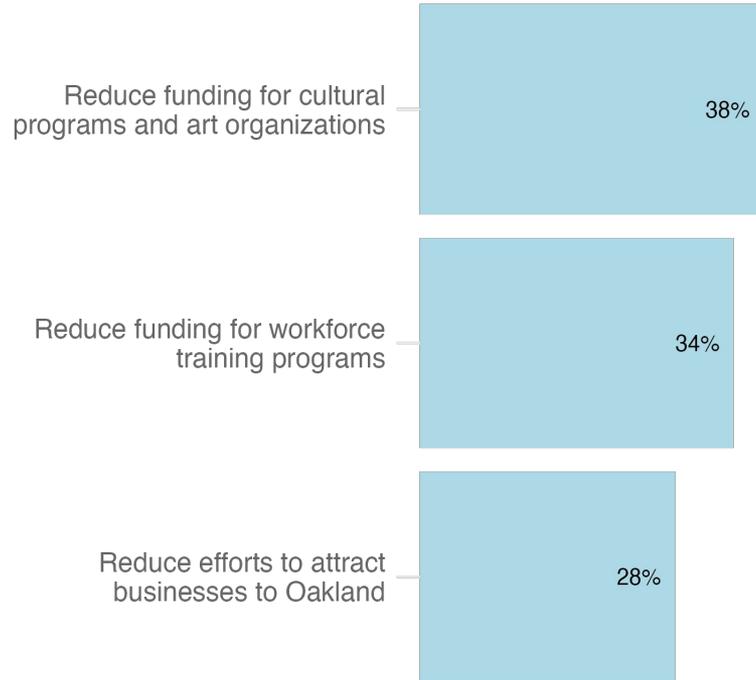
# Public Safety

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



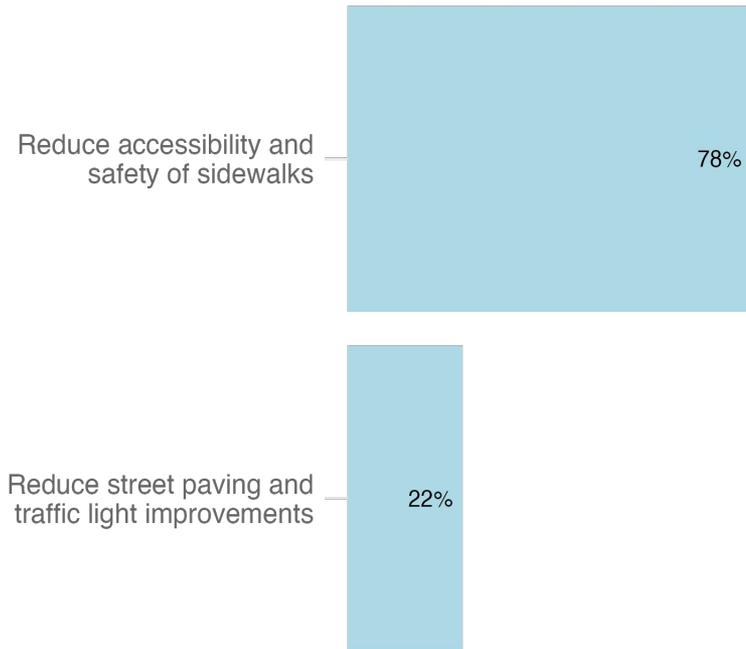
# Economic Growth

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



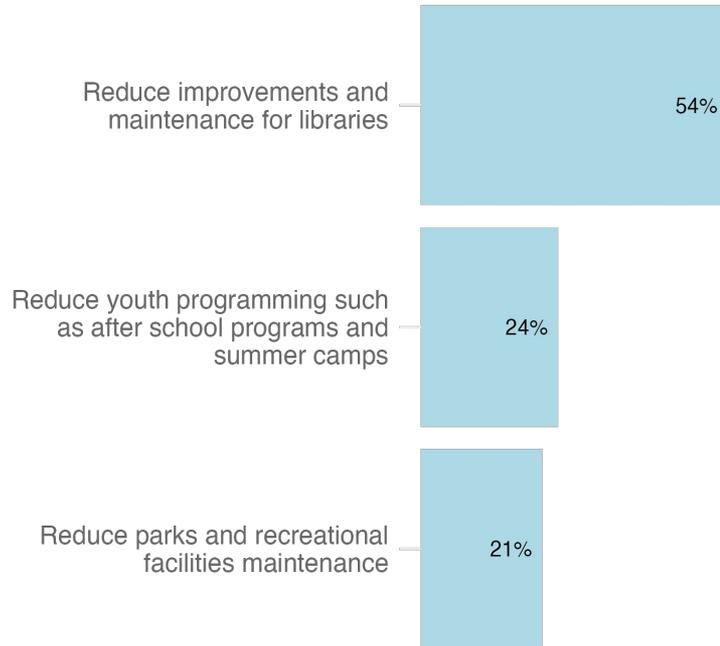
# Transportation

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



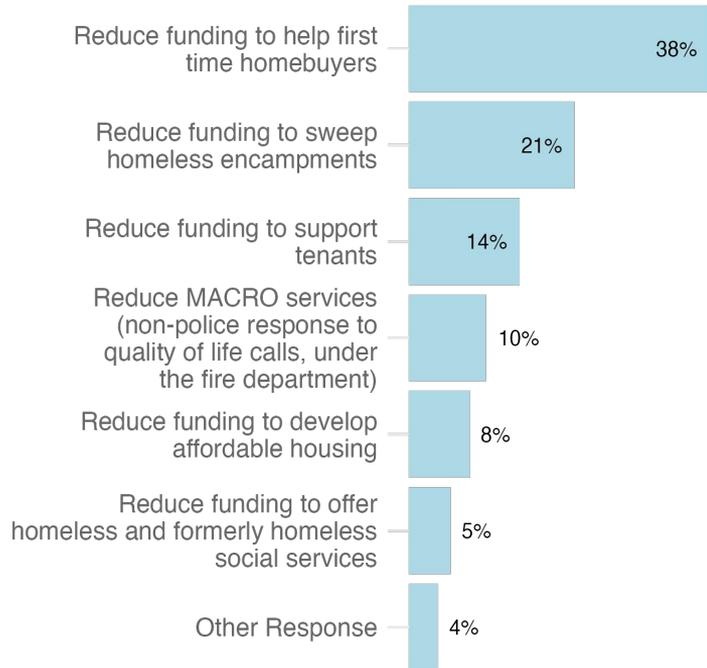
# Youth and Community Investments

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



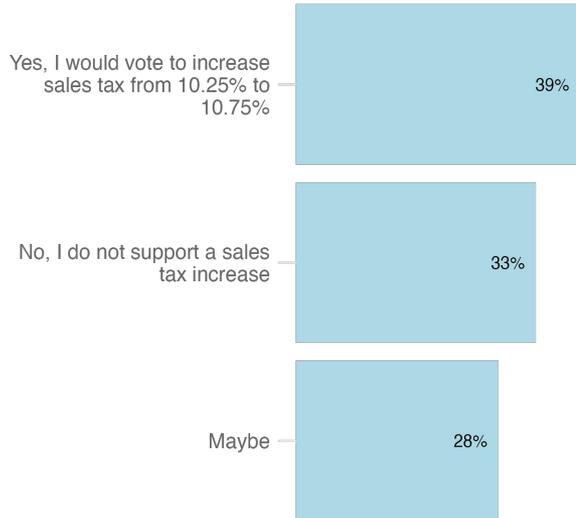
# Housing and Homeless Investments

*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?*



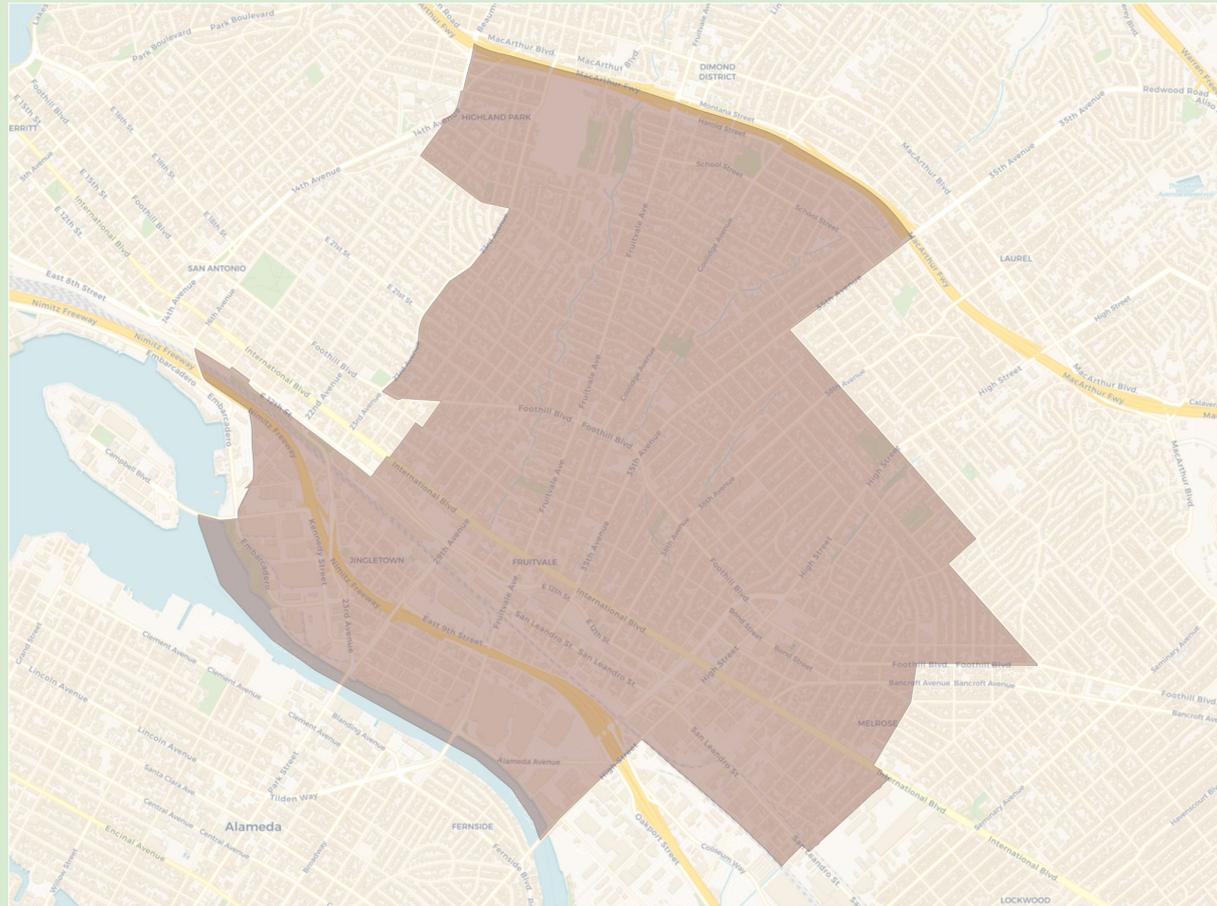
# District 5

Highland Park

Fruitvale

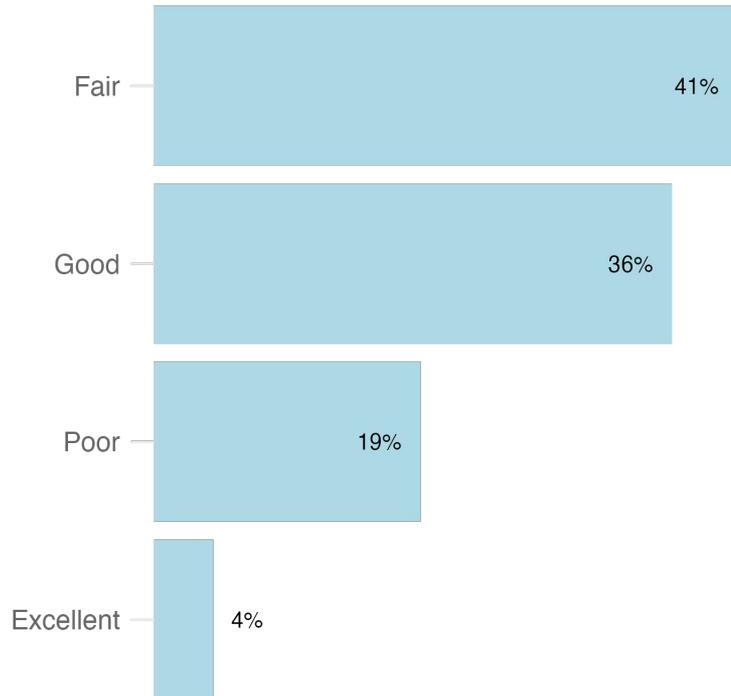
Jingletown

n = 456



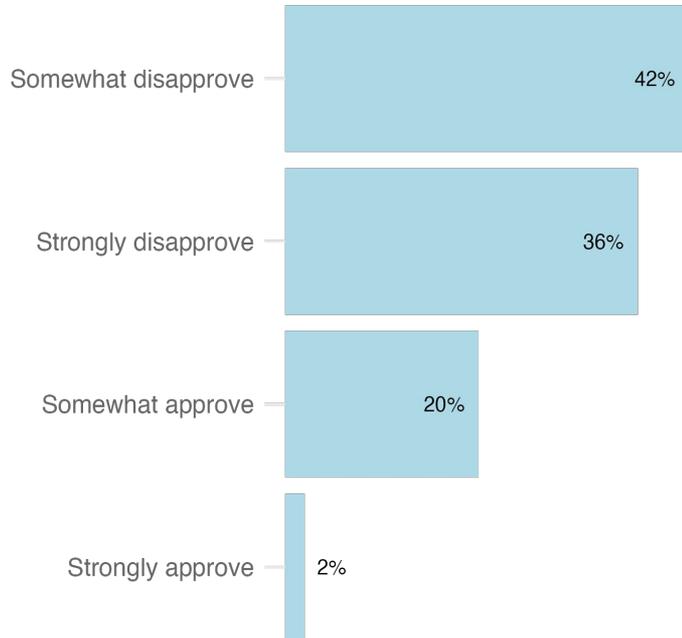
# Community satisfaction with life in Oakland

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?*

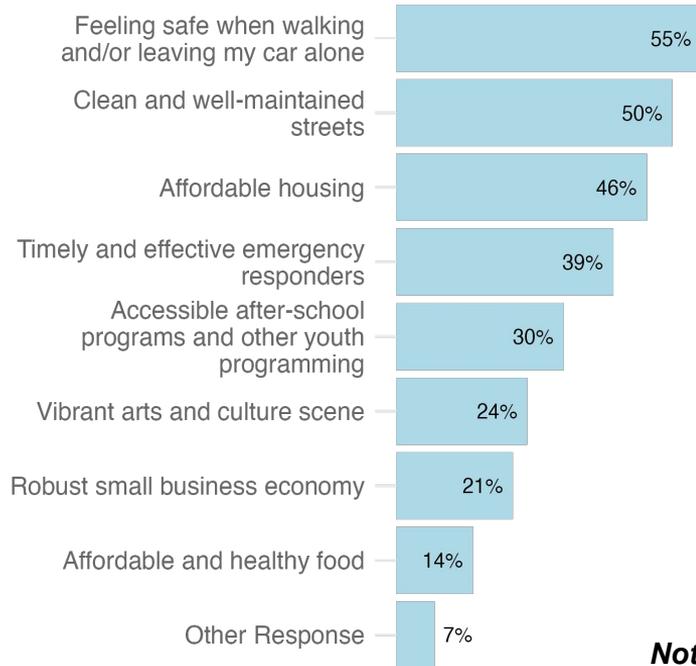


# Two most important budget priorities



# Important factors for a city to call home

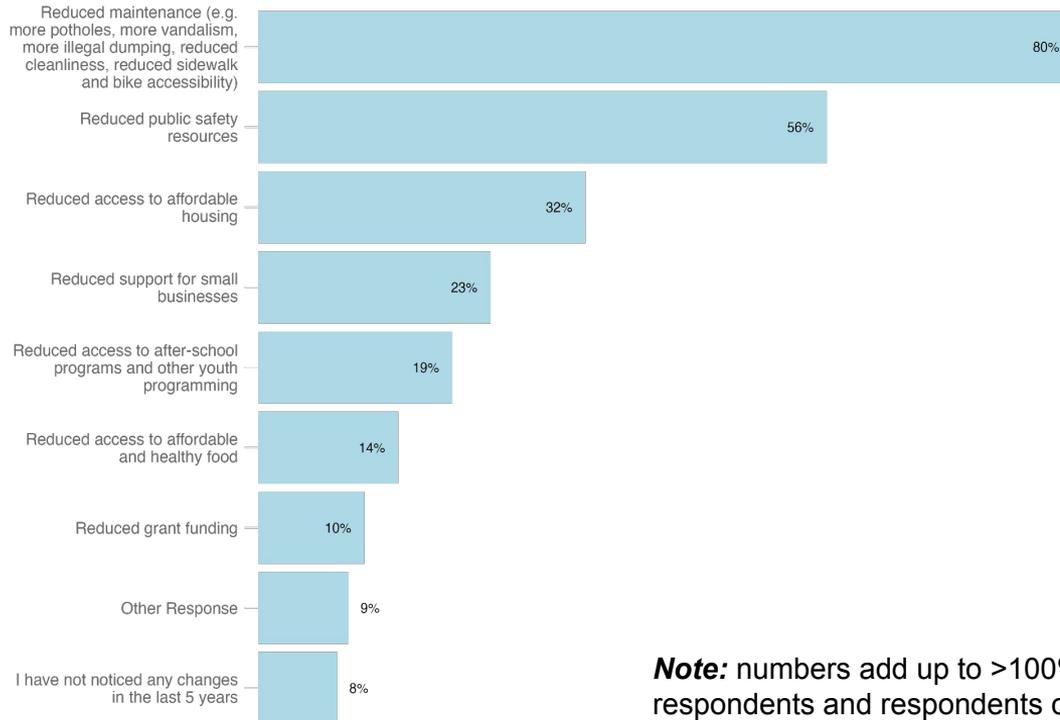
Q5: Which of the following are most important to you to make Oakland a place you are happy to call home? Choose up to 3



**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

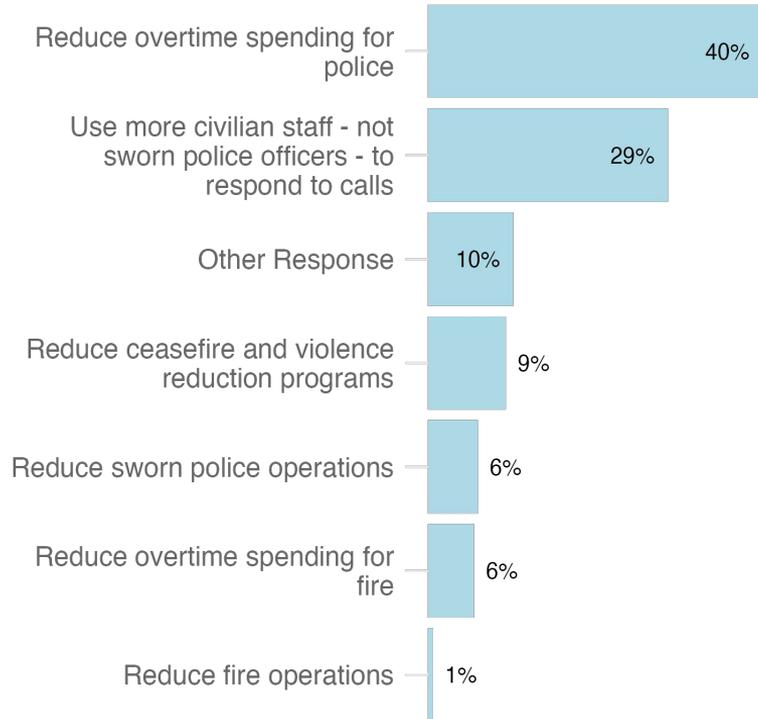
Q6: In the last 5 years, how has Oakland's budget most impacted your household and work?  
Choose up to 3



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

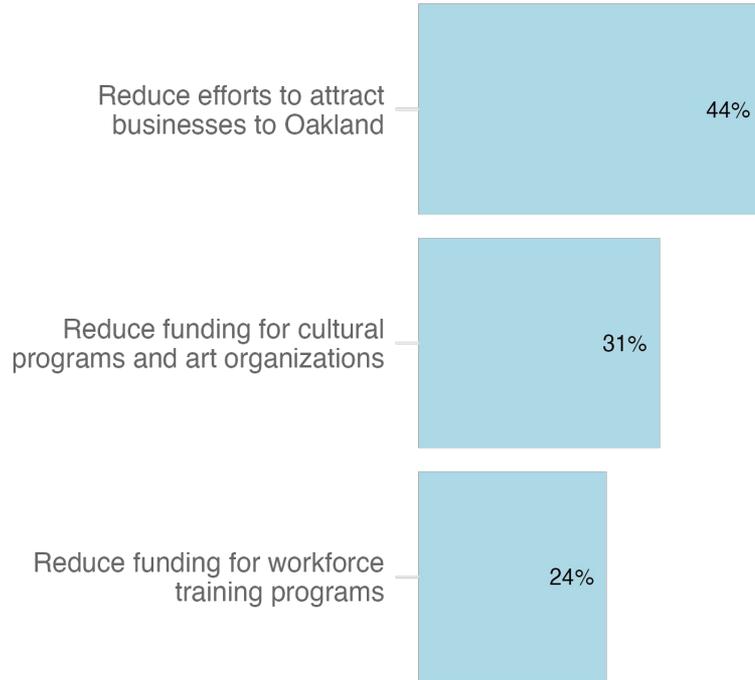
# Public Safety

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



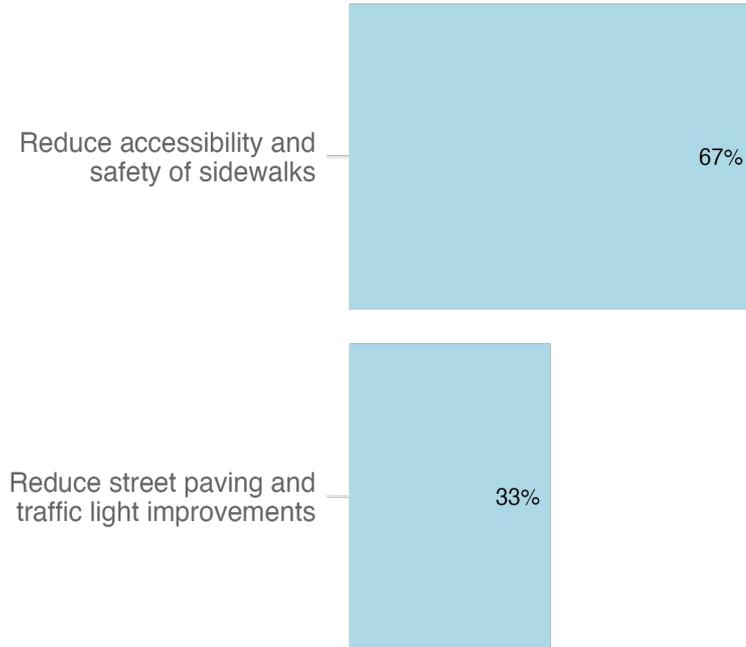
# Economic Growth

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



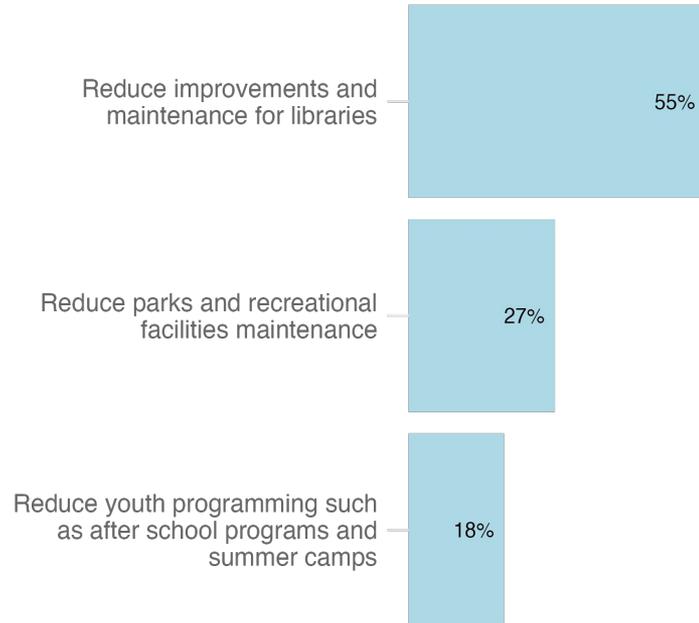
# Transportation

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



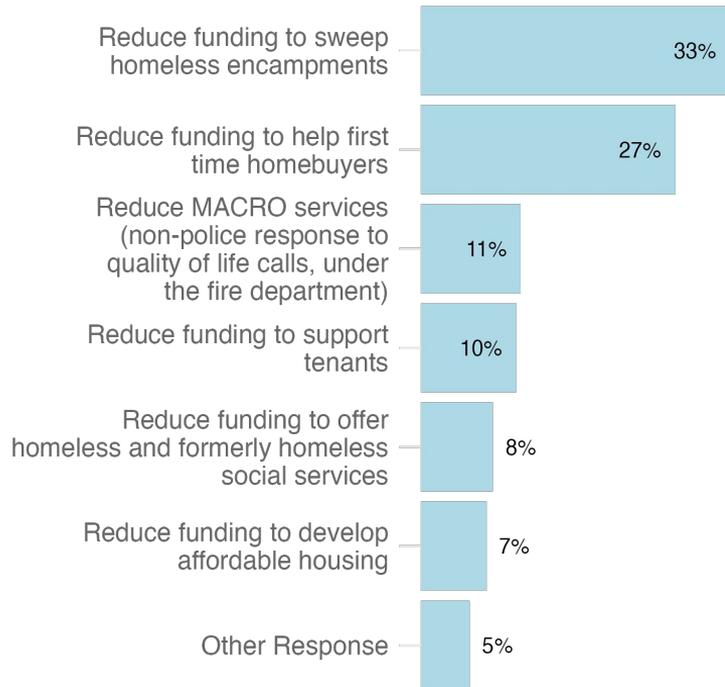
# Youth and Community Investments

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



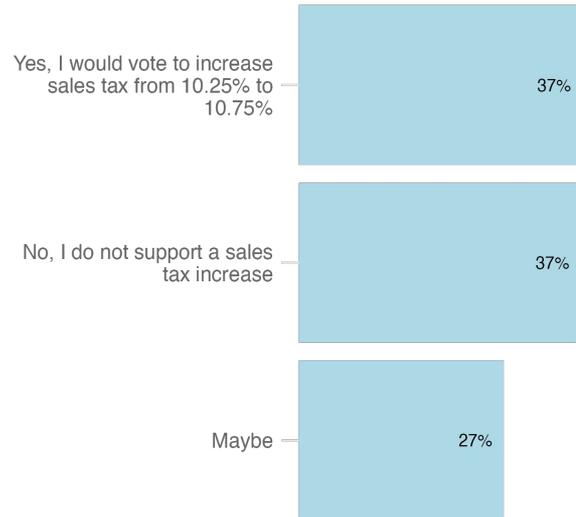
# Housing and Homeless Investments

*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?*



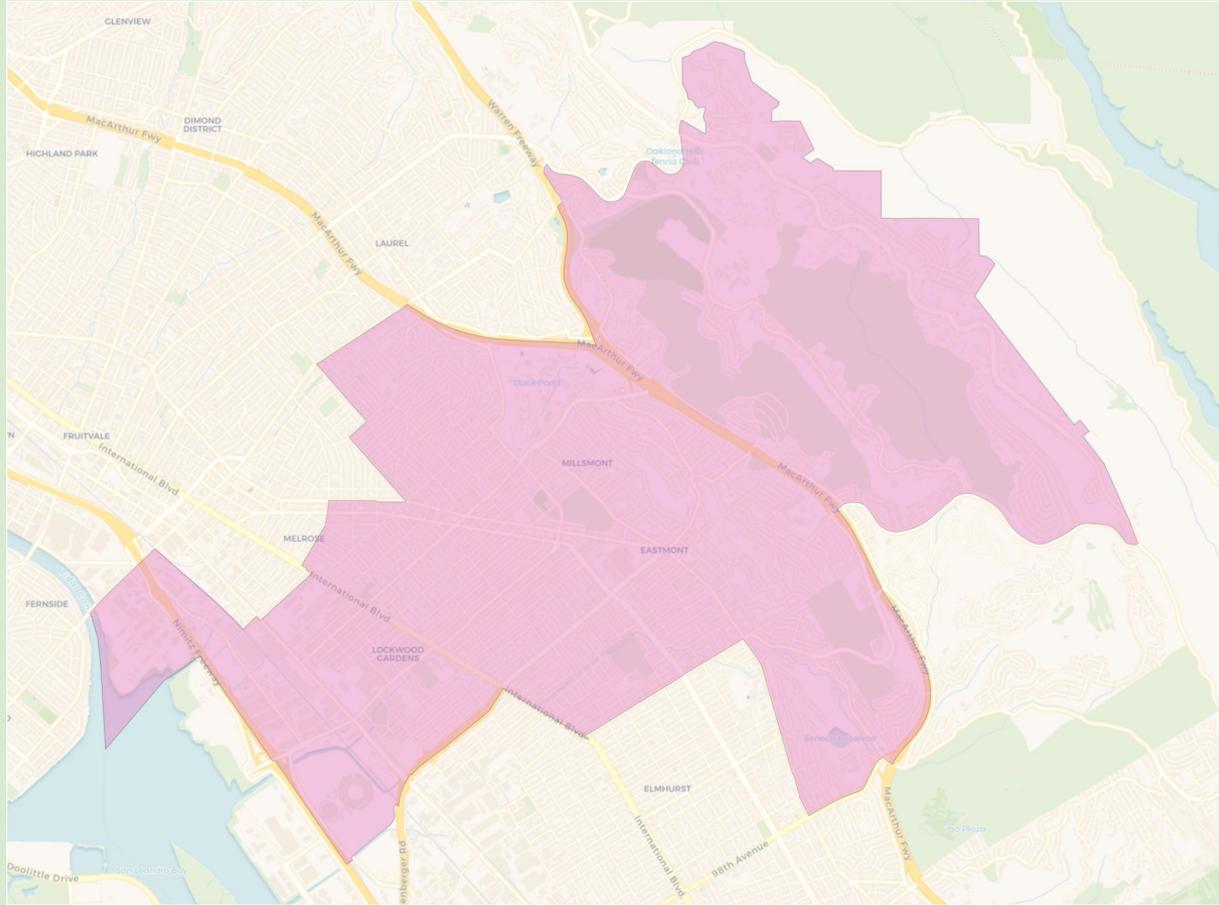
# District 6

Millsmont

Eastmont

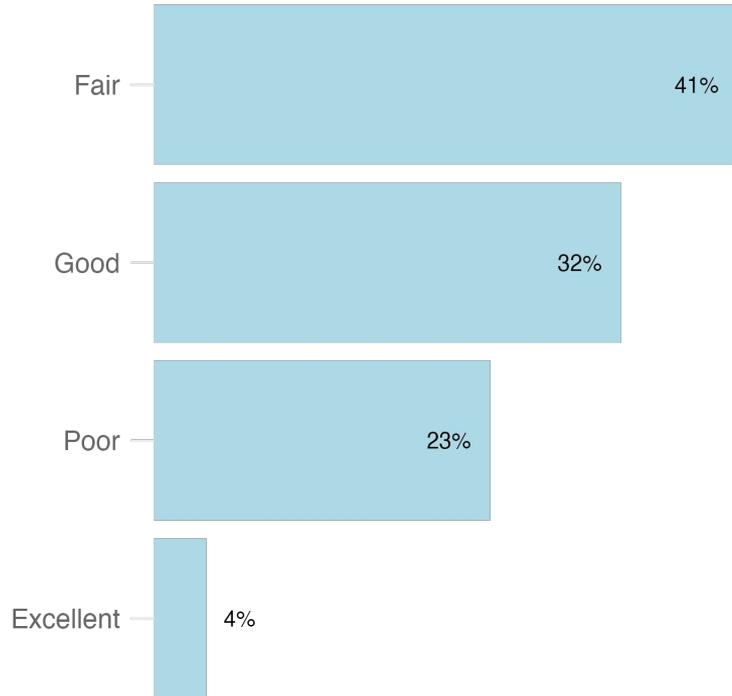
Lockwood Gardens

n = 717



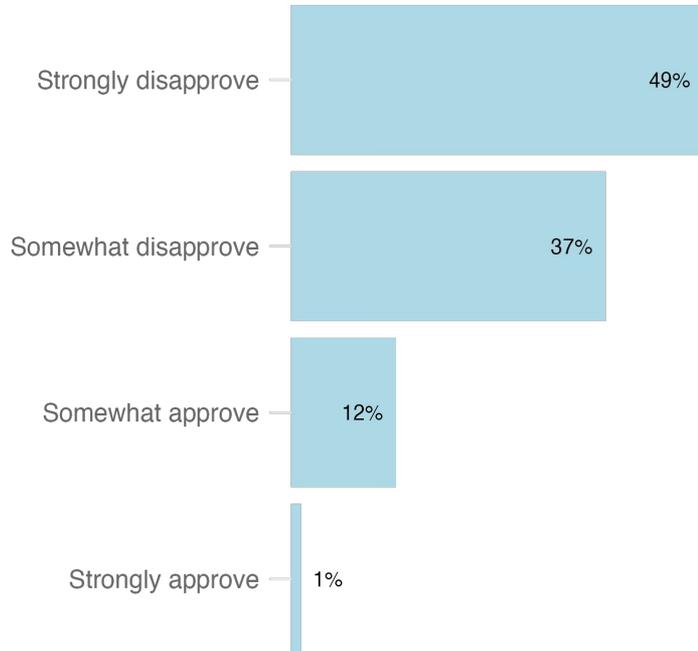
# Community satisfaction with life in Oakland

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



# City government approval ratings

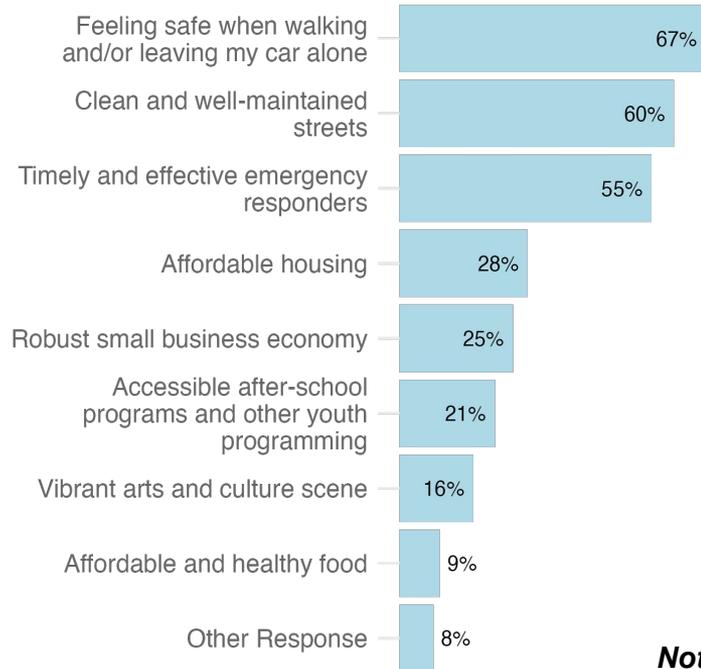
Q3: Do you *approve or disapprove of the overall job being done by Oakland City government in providing services to the people who live here?*





# Important factors for a city to call home

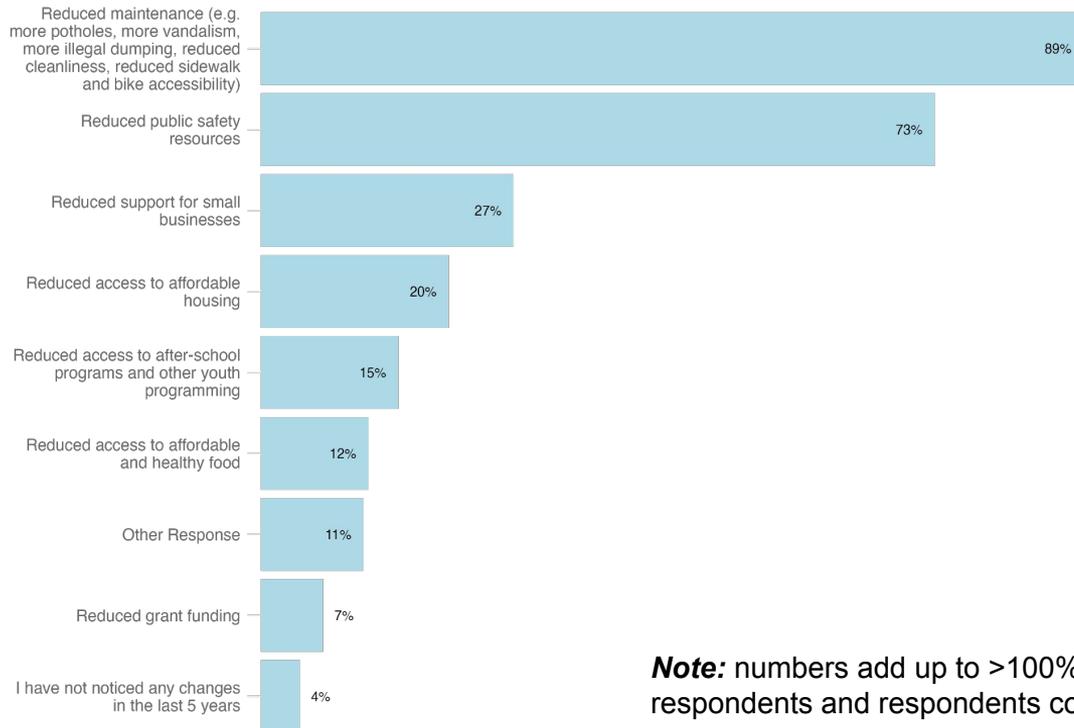
Q5: Which of the following are most important to you to make Oakland a place you are happy to call home? Choose up to 3



**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

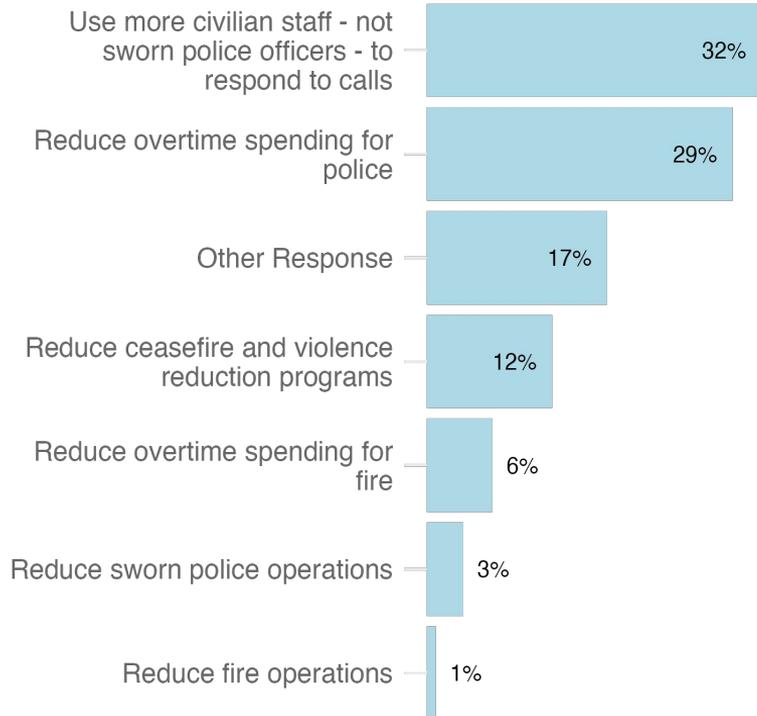
Q6: In the last 5 years, how has Oakland's budget most impacted your household and work?  
Choose up to 3



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

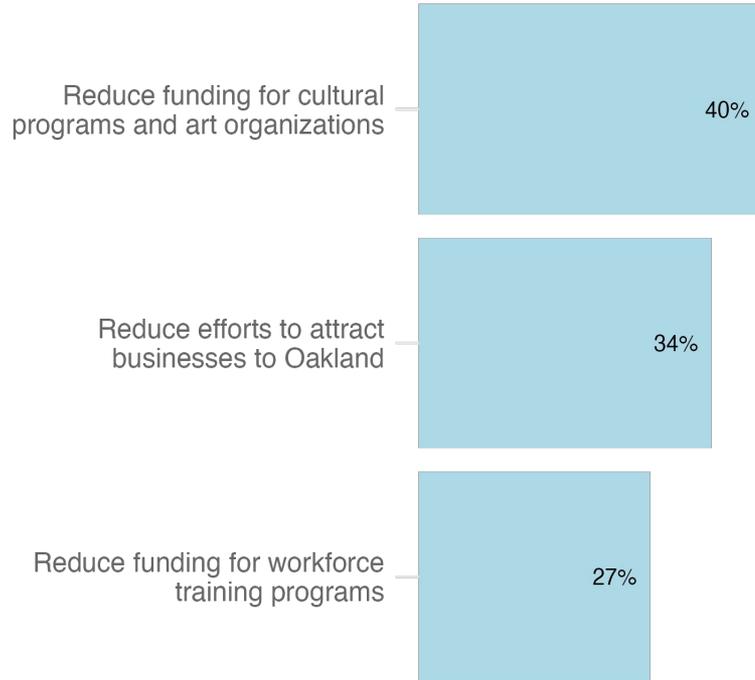
# Public Safety

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



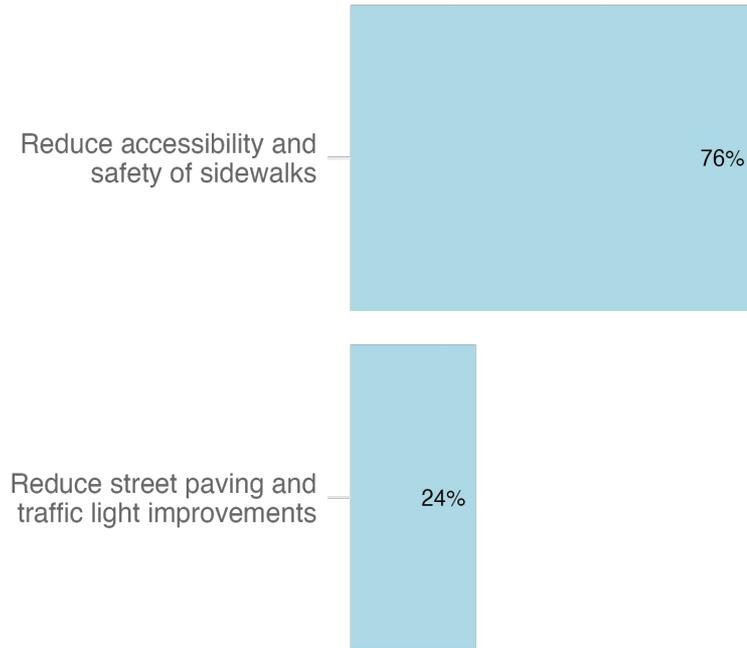
# Economic Growth

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



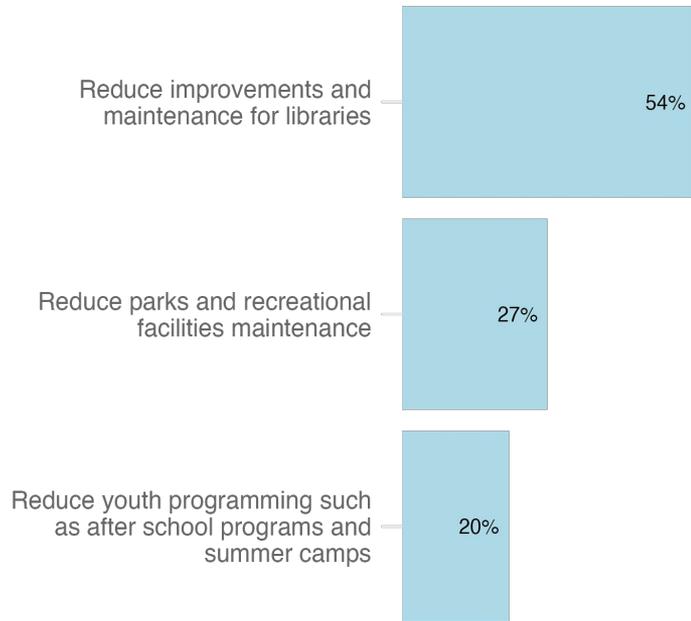
# Transportation

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



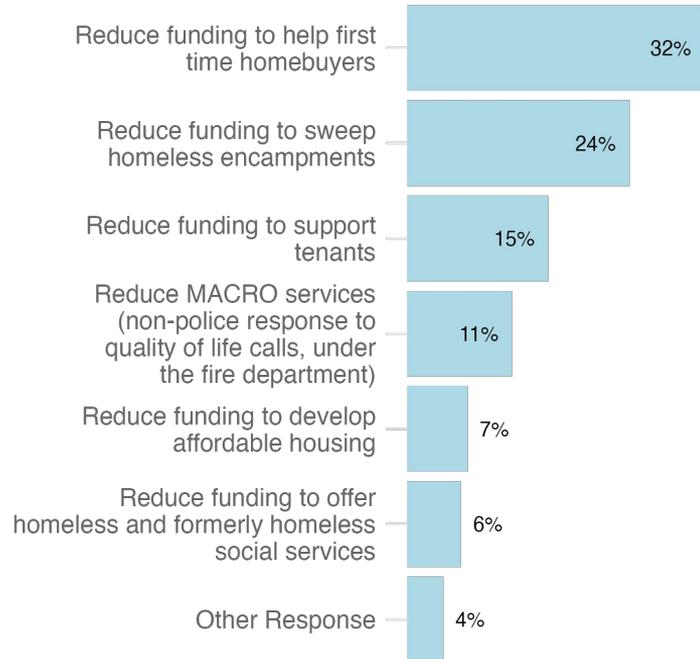
# Youth and Community Investments

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



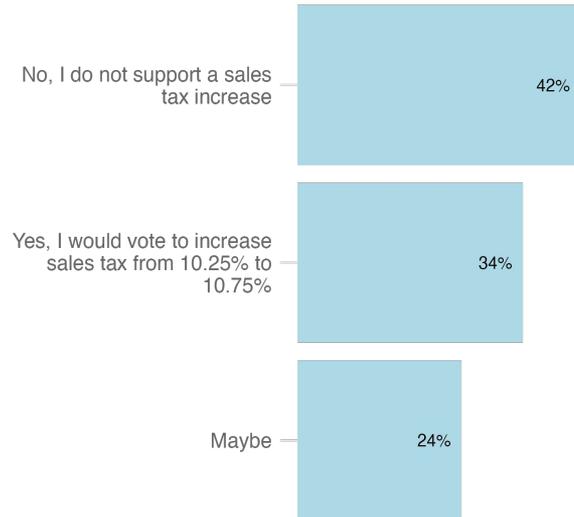
# Housing and Homeless Investments

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



# Sales Tax

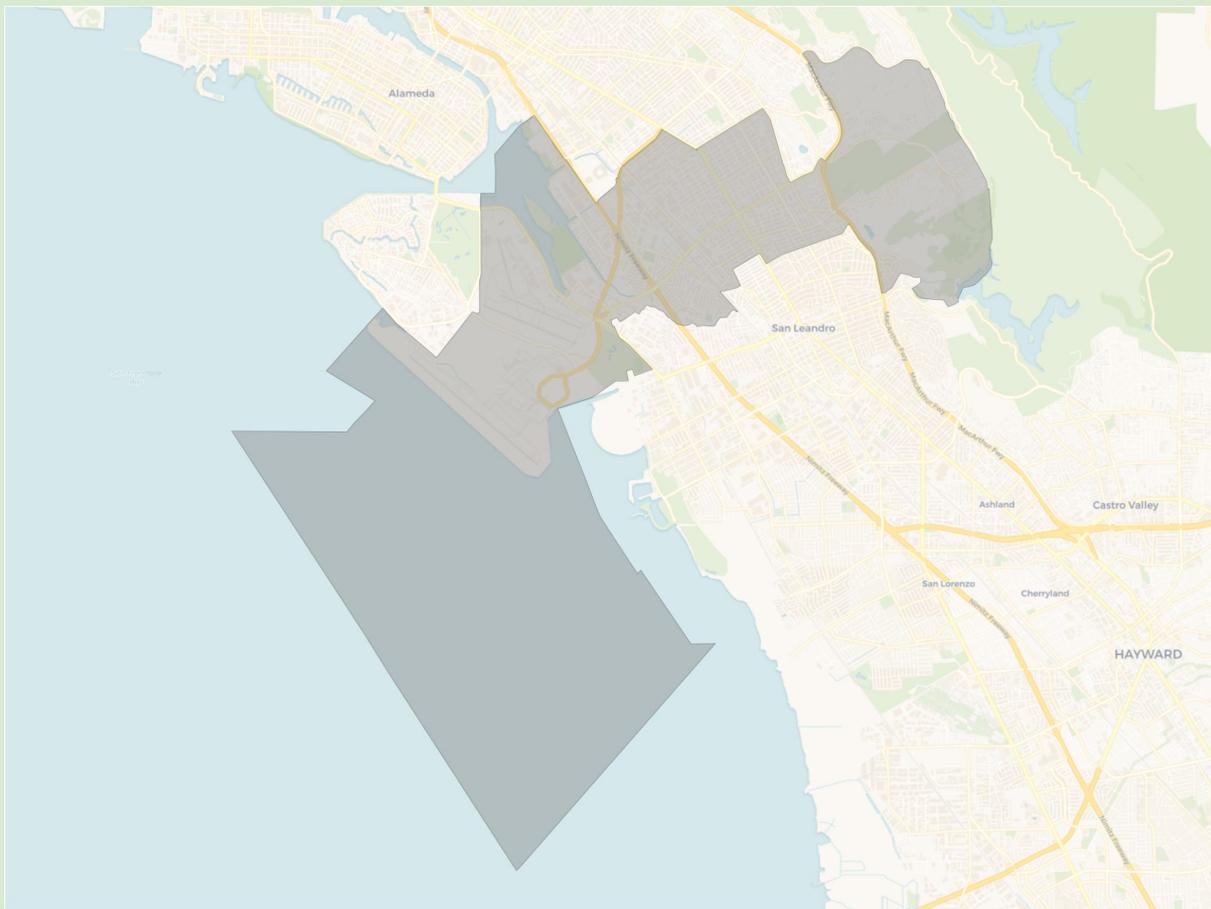
*Q12: On the April 15 special election, you will be asked to vote on an increase on sales tax in Oakland from 10.25% to 10.75%. That's an extra 50 cents on a \$100 purchase. This sales tax increase is expected to raise \$20-\$30M/year for the City of Oakland. Would you vote in support of this sales tax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



# District 7

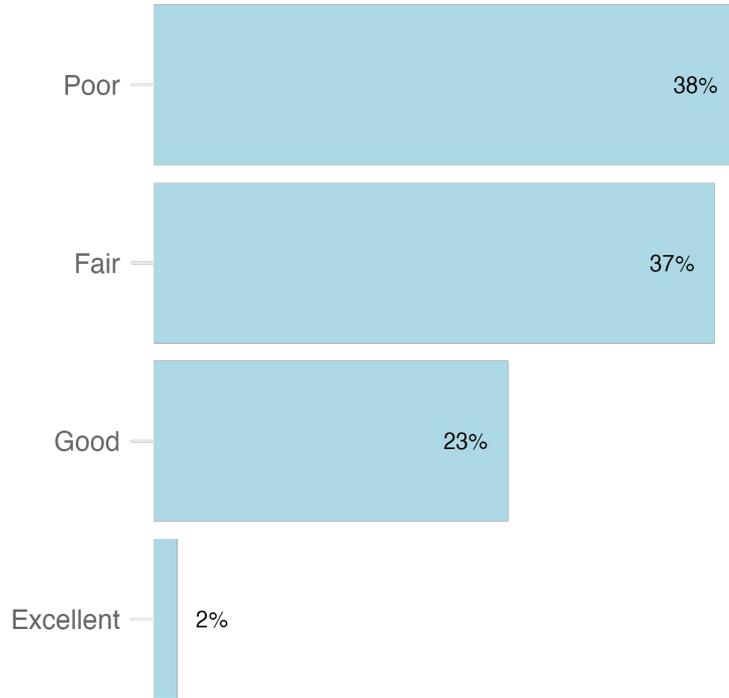
Deep East Oakland

**n = 258**



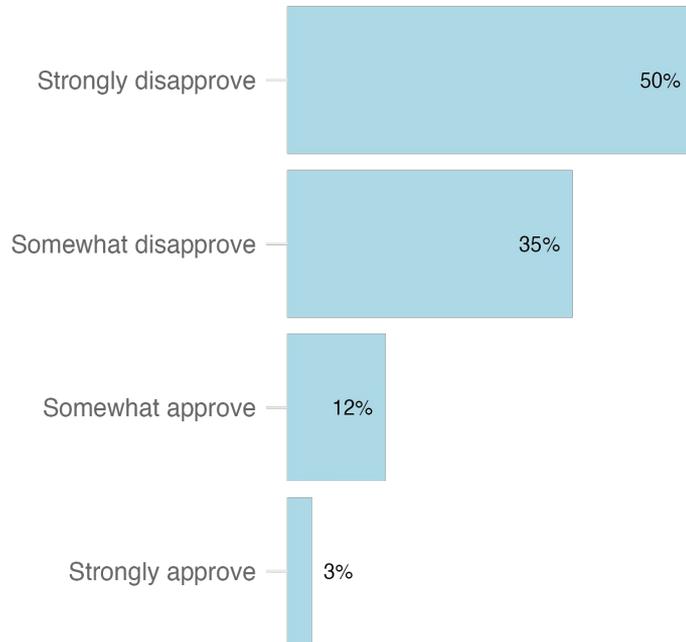
# Community satisfaction with life in Oakland

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



# City government approval ratings

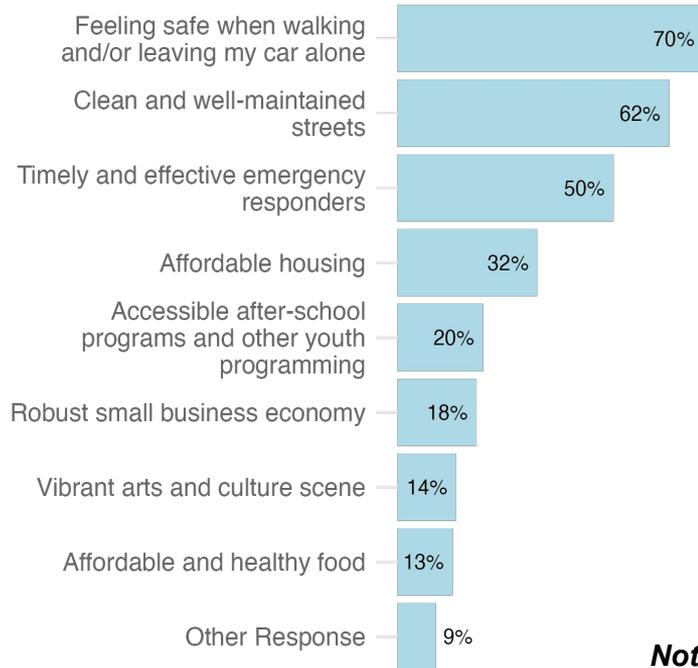
Q3: Do you *approve or disapprove of the overall job being done by Oakland City government in providing services to the people who live here?*





# Important factors for a city to call home

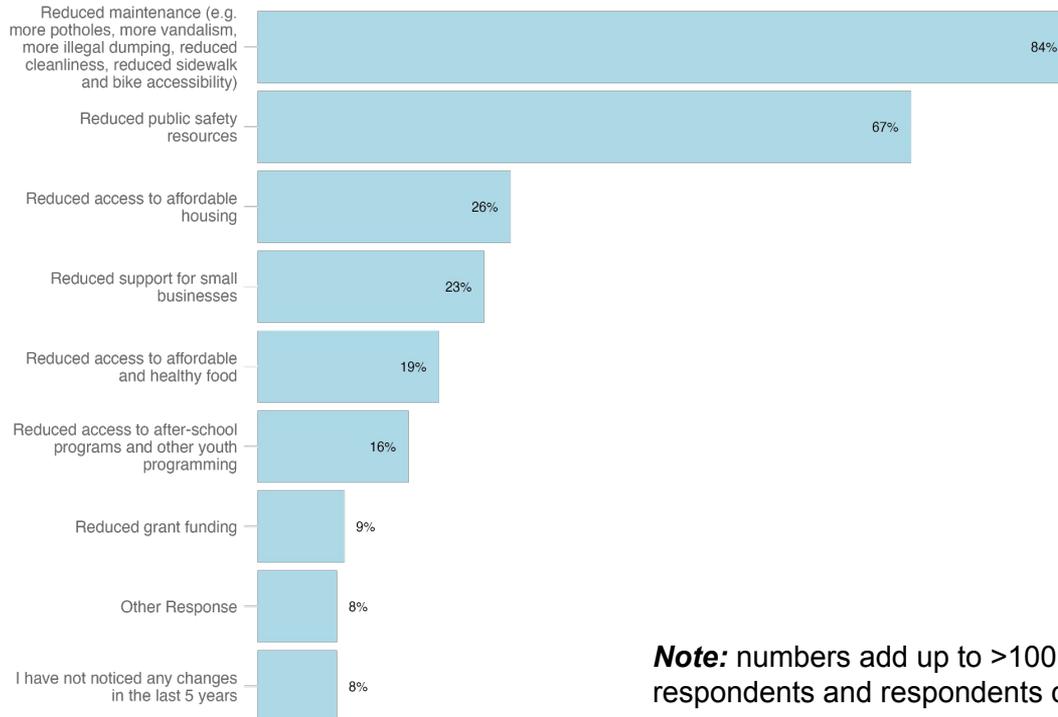
Q5: Which of the following are most important to you to make Oakland a place you are happy to call home? Choose up to 3



**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

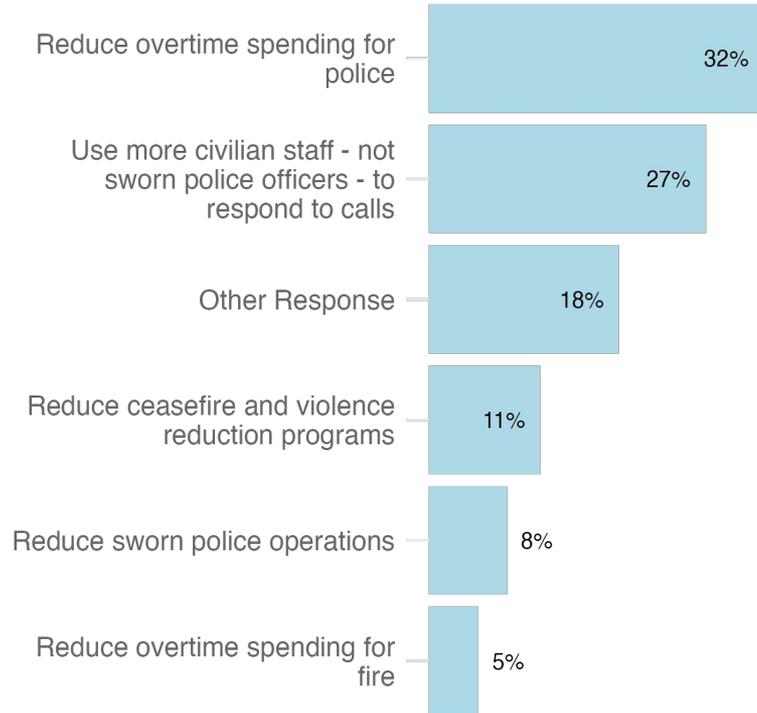
Q6: In the last 5 years, how has Oakland's budget most impacted your household and work?  
Choose up to 3



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

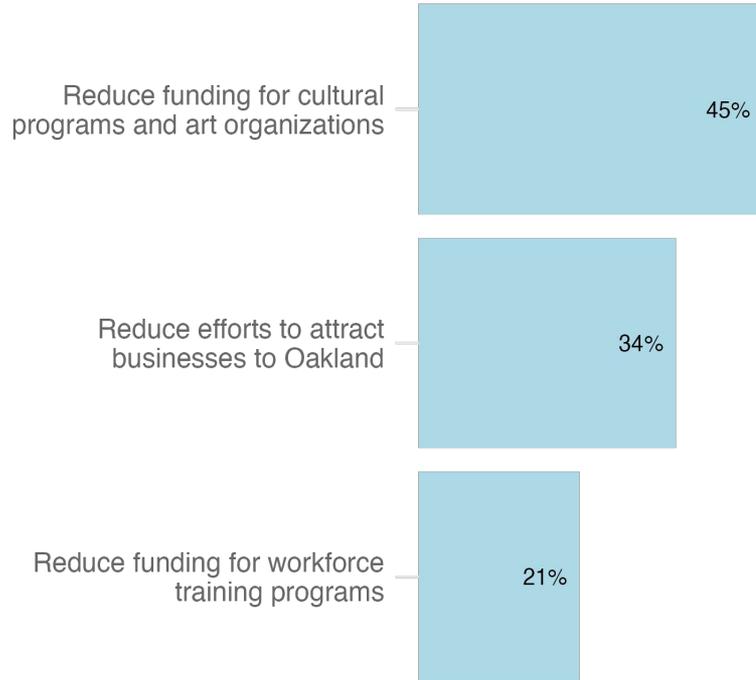
# Public Safety

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



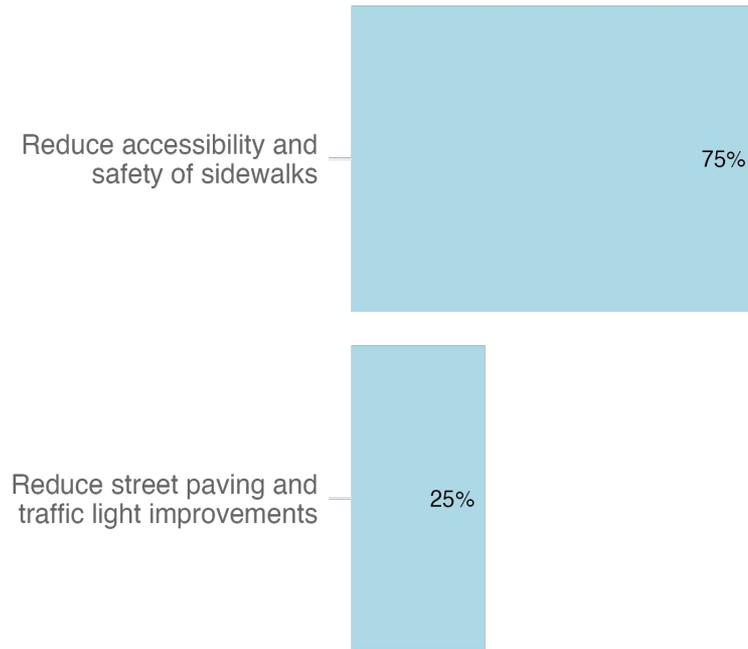
# Economic Growth

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



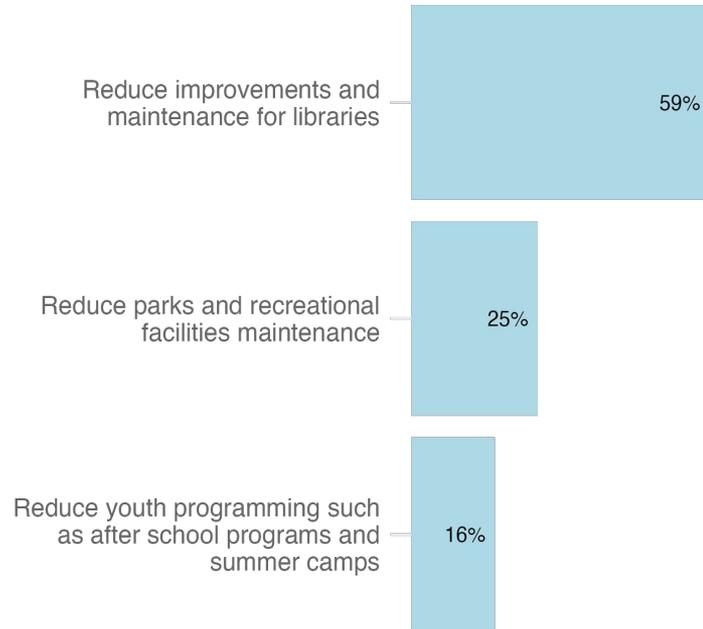
# Transportation

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



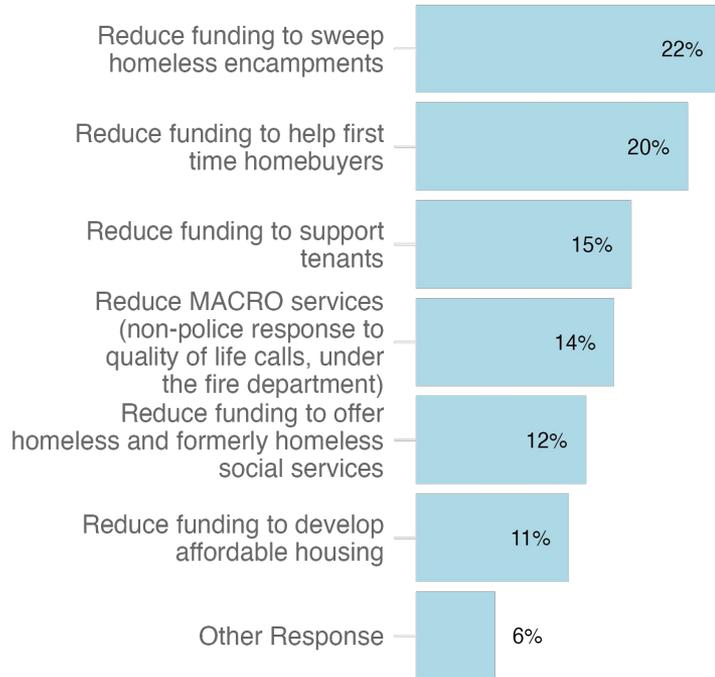
# Youth and Community Investments

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



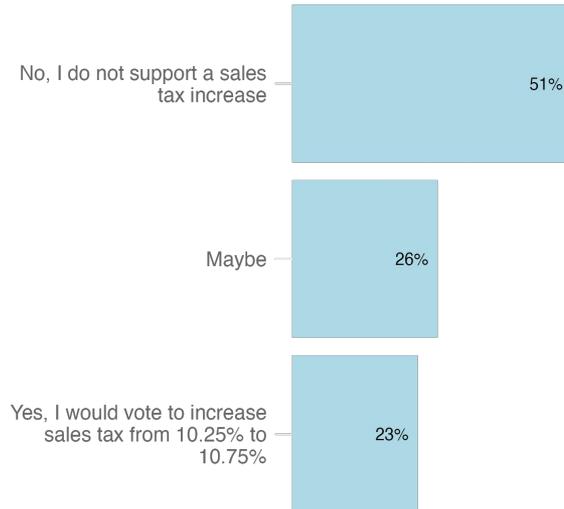
# Housing and Homeless Investments

*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?*



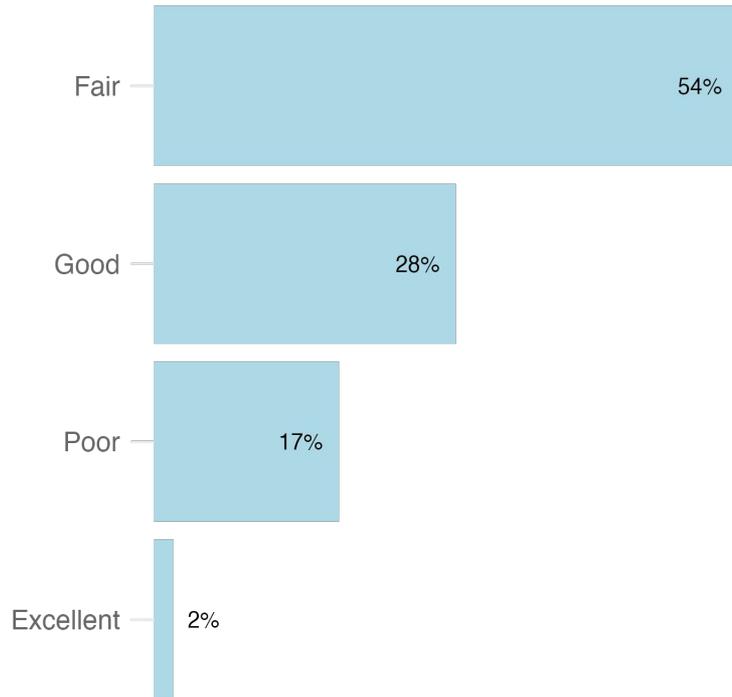
# Youth

Respondents 0-17 years

**n = 112**

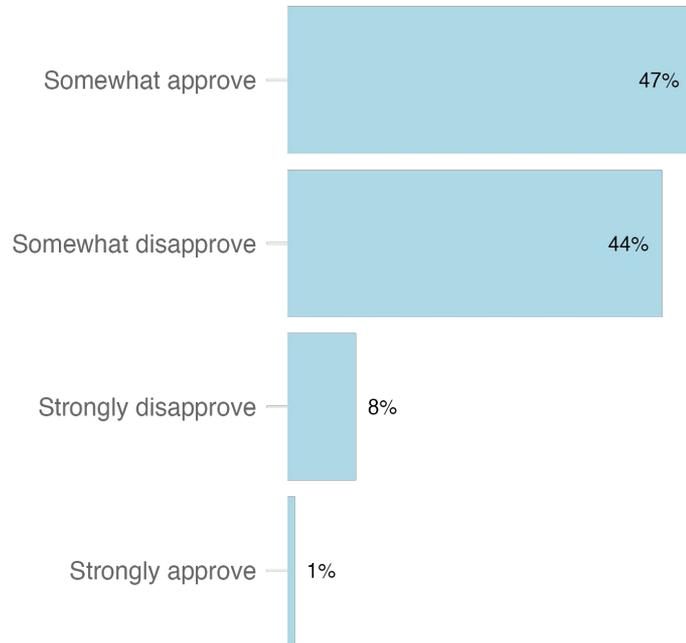
# Community satisfaction with life in Oakland

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



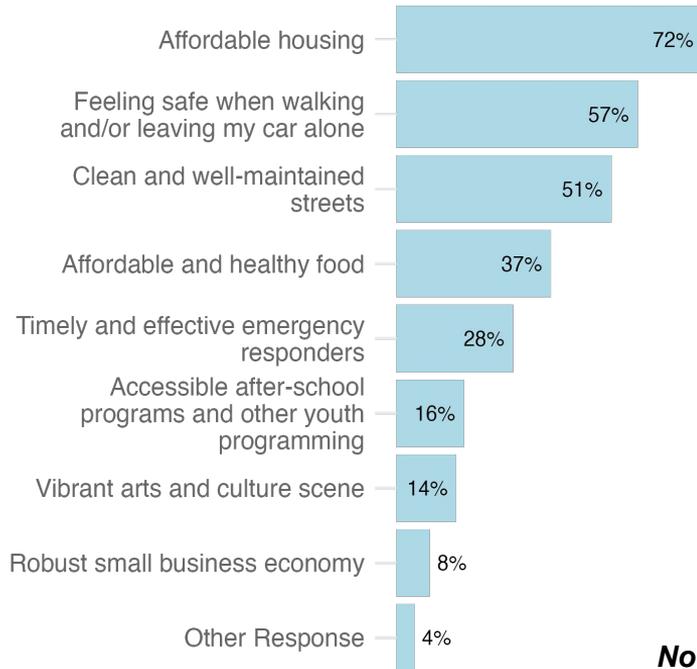
# City government approval ratings

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

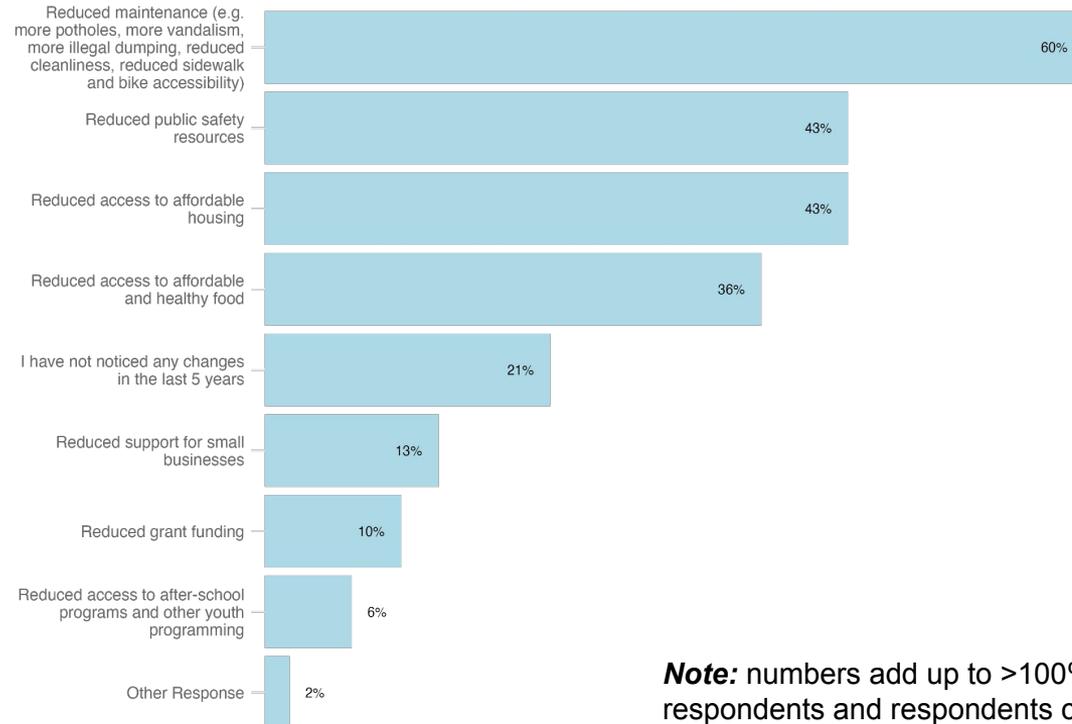
Q5: Which of the following are most important to you to make Oakland a place you are happy to call home? Choose up to 3



**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

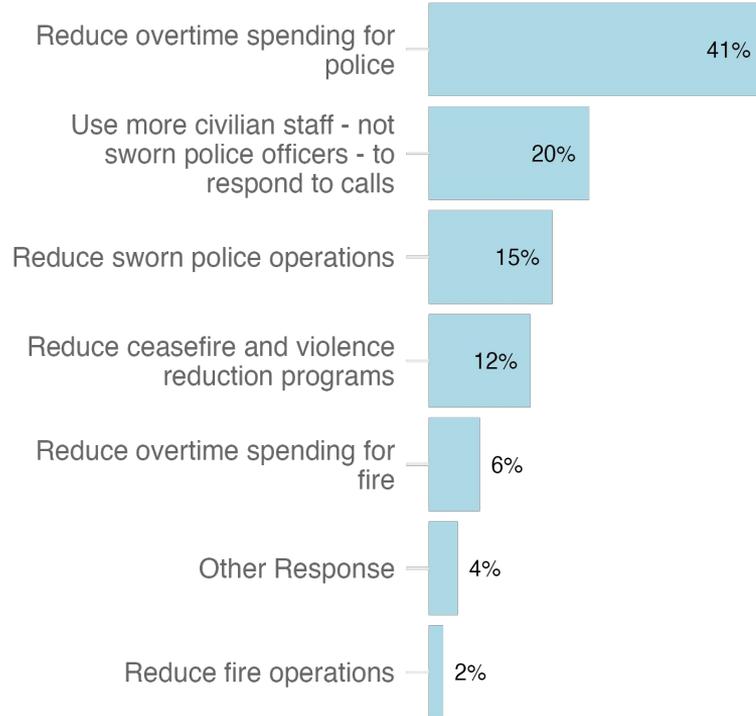
Q6: In the last 5 years, how has Oakland's budget most impacted your household and work?  
Choose up to 3



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

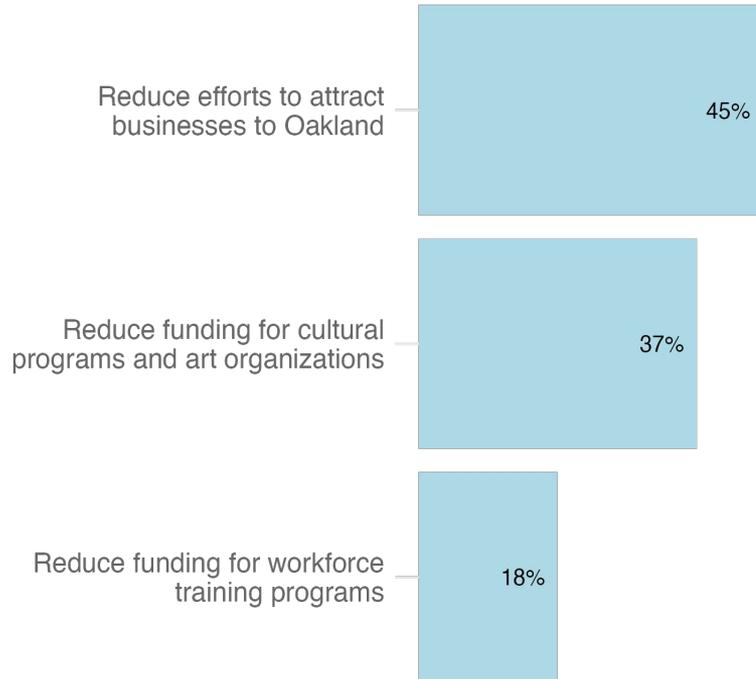
# Public Safety

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



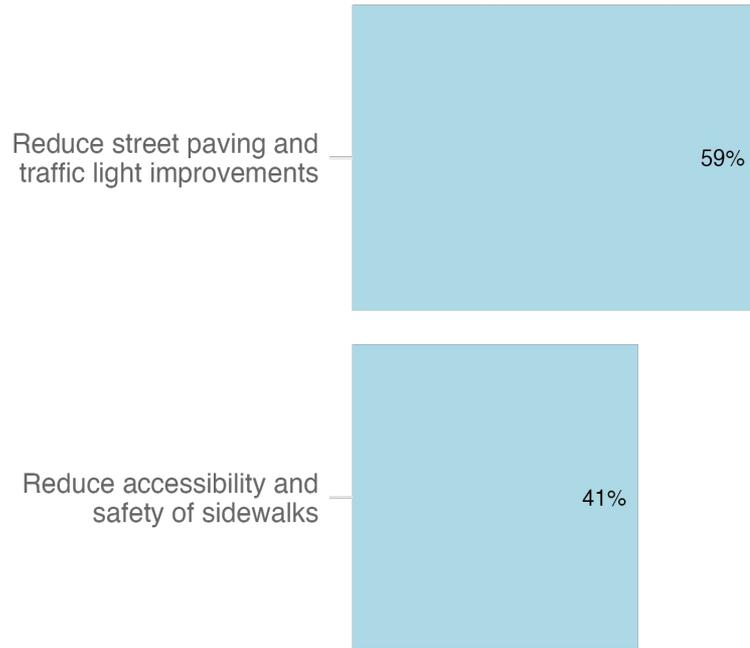
# Economic Growth

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



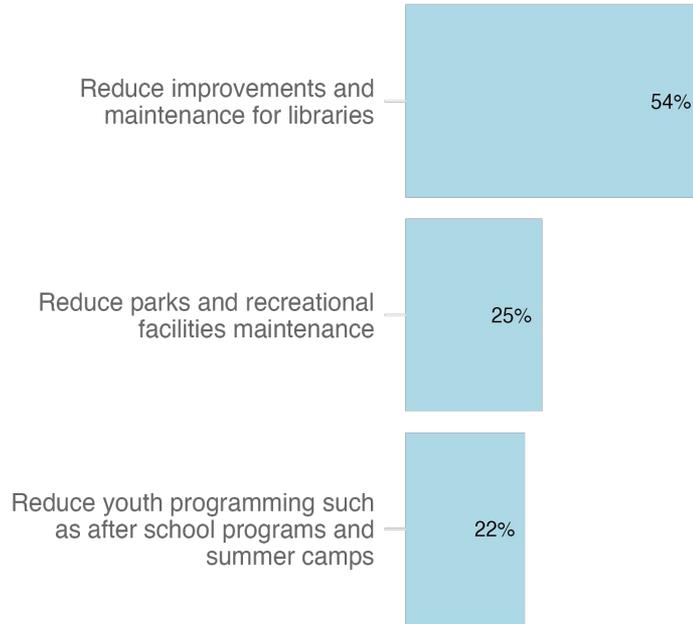
# Transportation

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



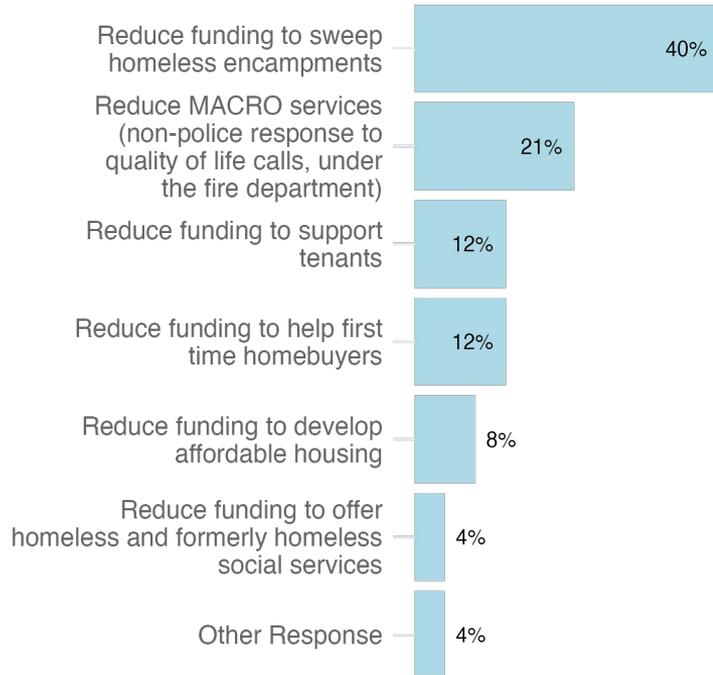
# Youth and Community Investments

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



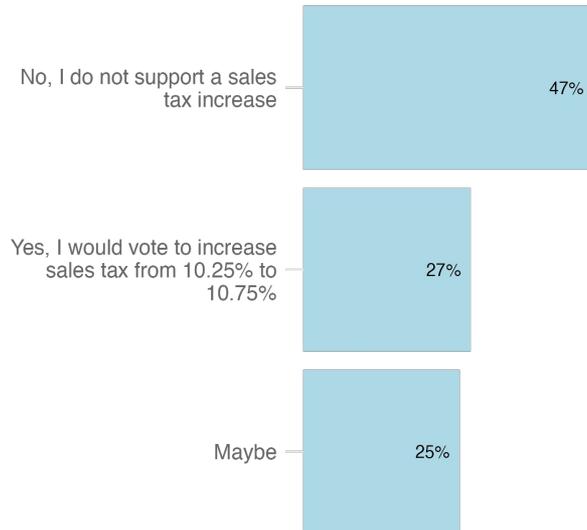
# Housing and Homeless Investments

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



# Sales Tax

*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?*



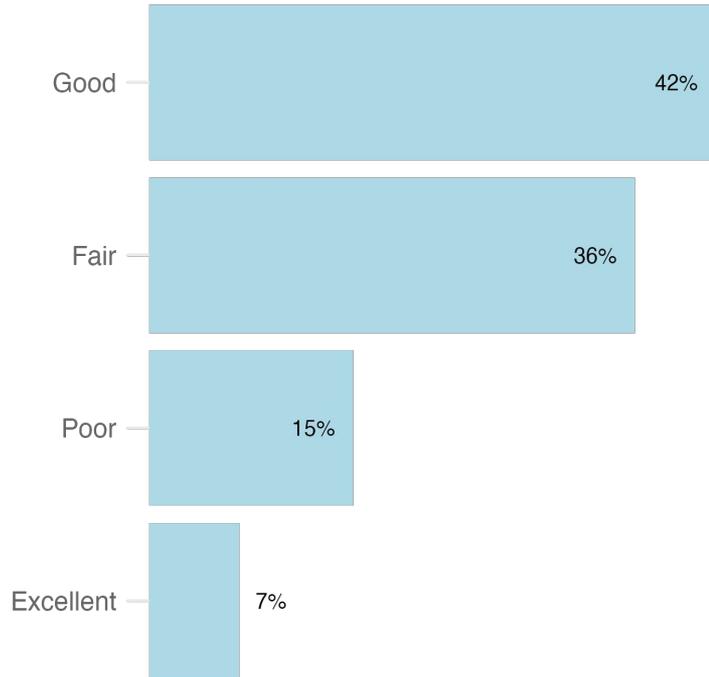
# Older Adults

Respondents 65 and older

**n = 1,352**

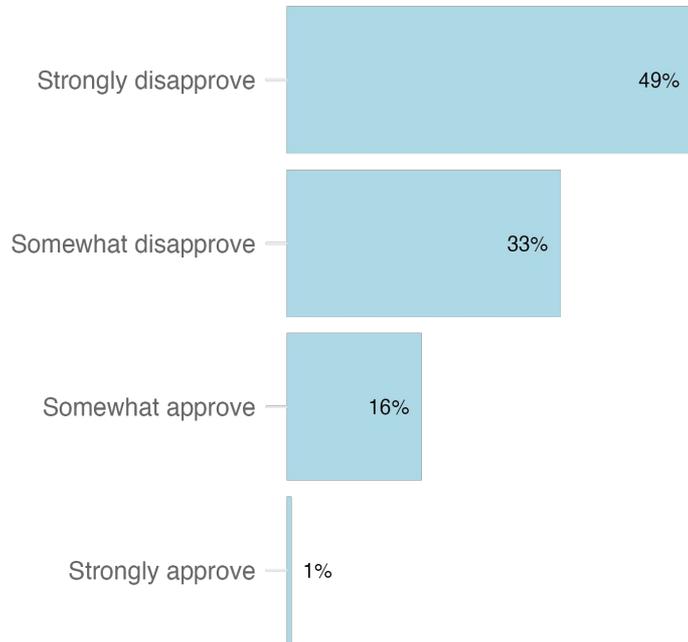
# Community satisfaction with life in Oakland

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



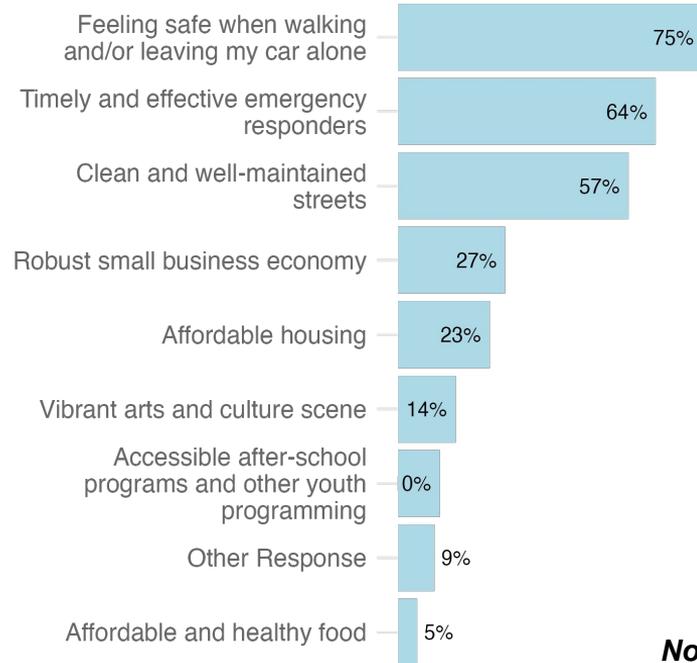
# City government approval ratings

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

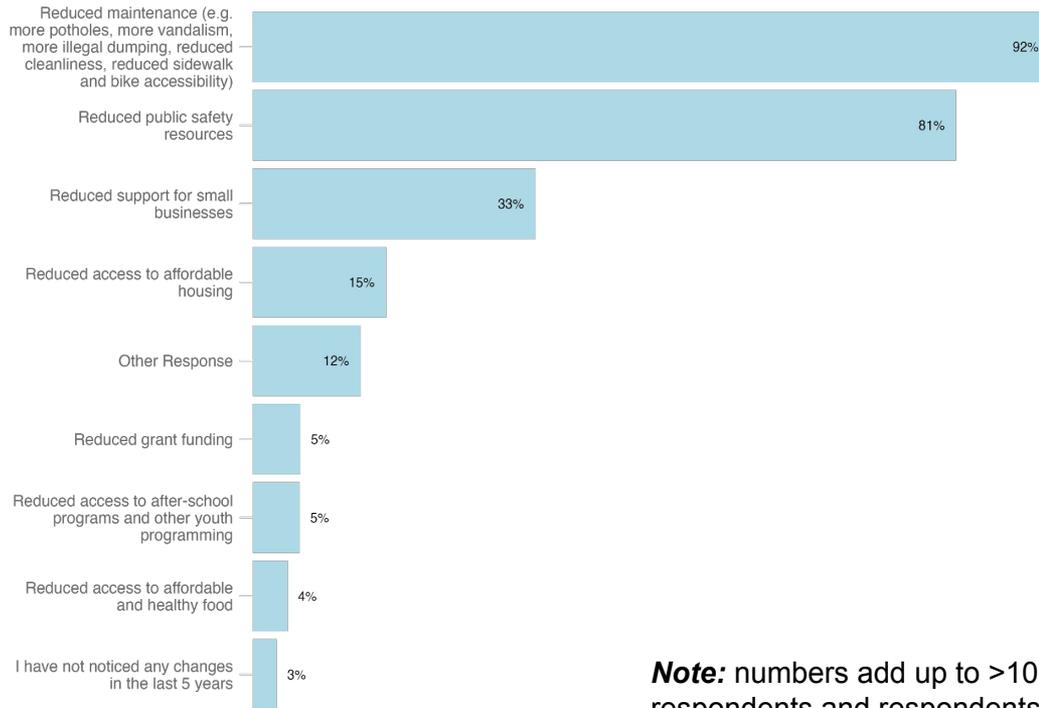
Q5: Which of the following are most important to you to make Oakland a place you are *happy to call home*? Choose up to 3



**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

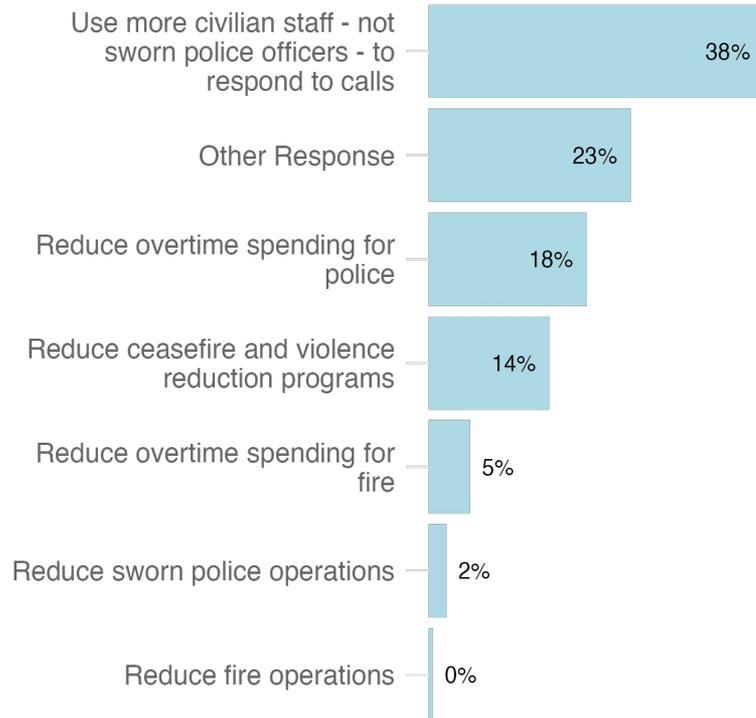
Q6: In the last 5 years, how has Oakland's budget most impacted your household and work?  
Choose up to 3



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

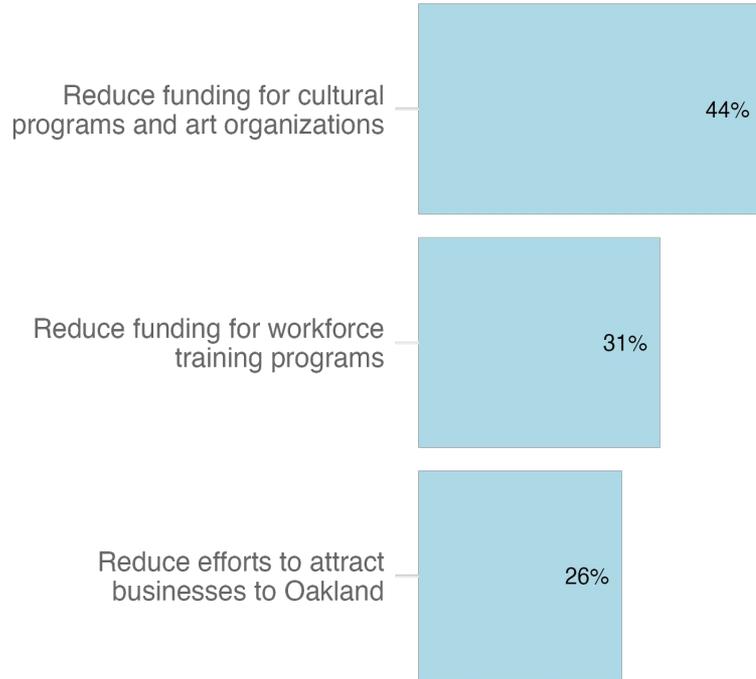
# Public Safety

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



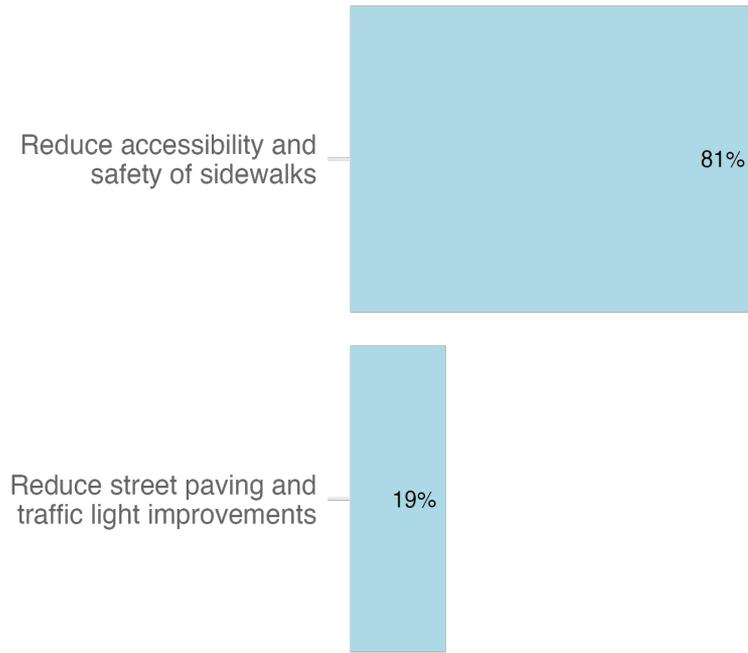
# Economic Growth

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



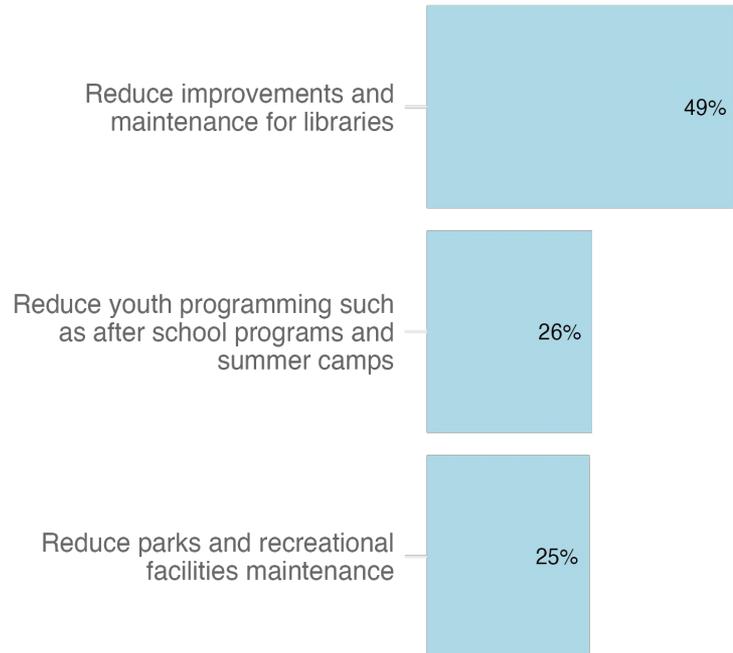
# Transportation

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



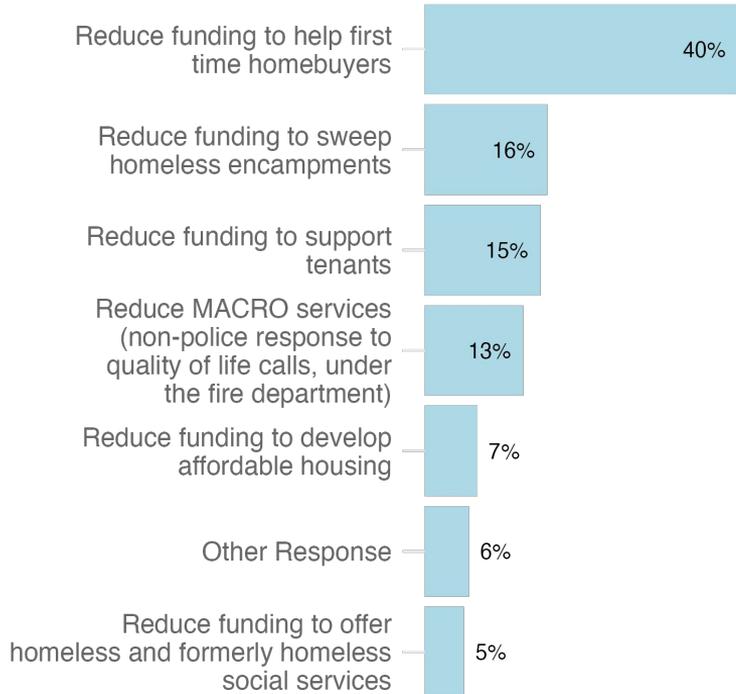
# Youth and Community Investments

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



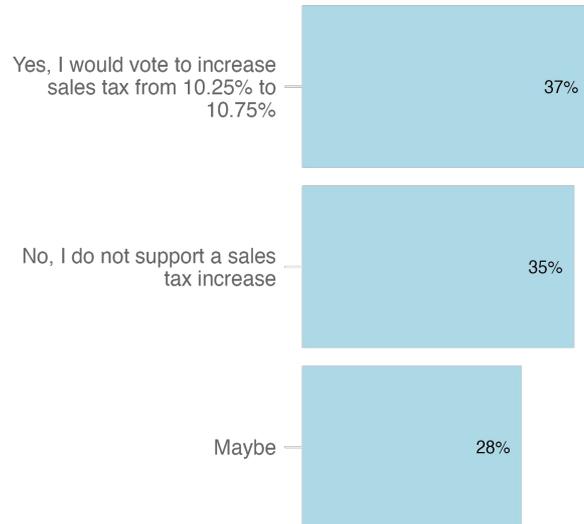
# Housing and Homeless Investments

*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?*



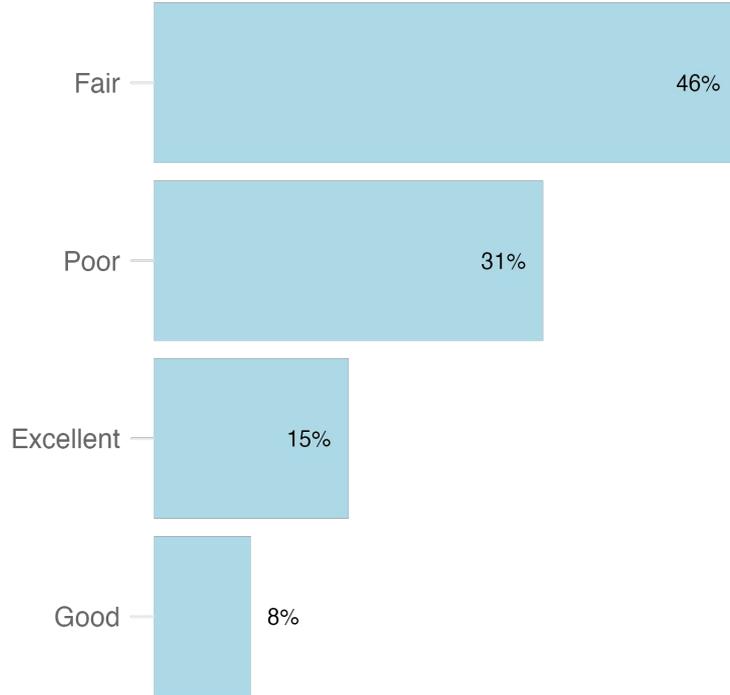
# People Living Outside

Collected in-person

**n = 13**

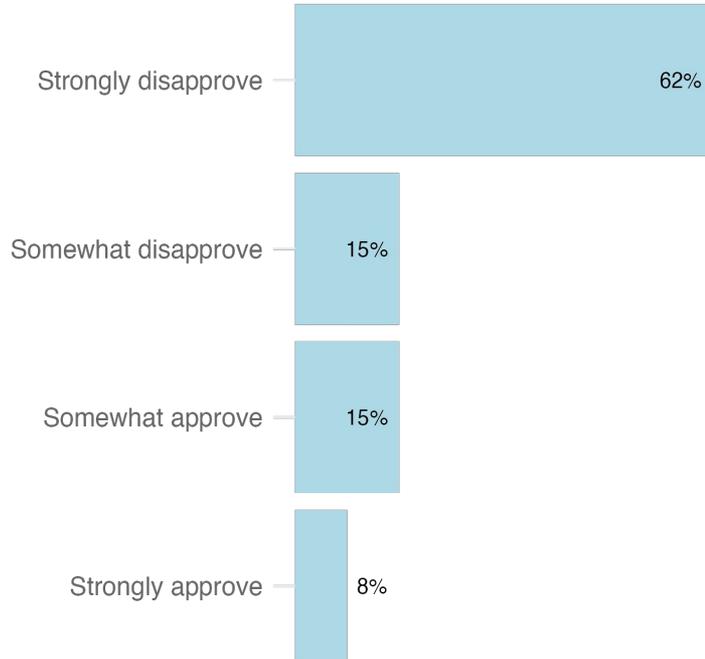
# Community satisfaction with life in Oakland

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



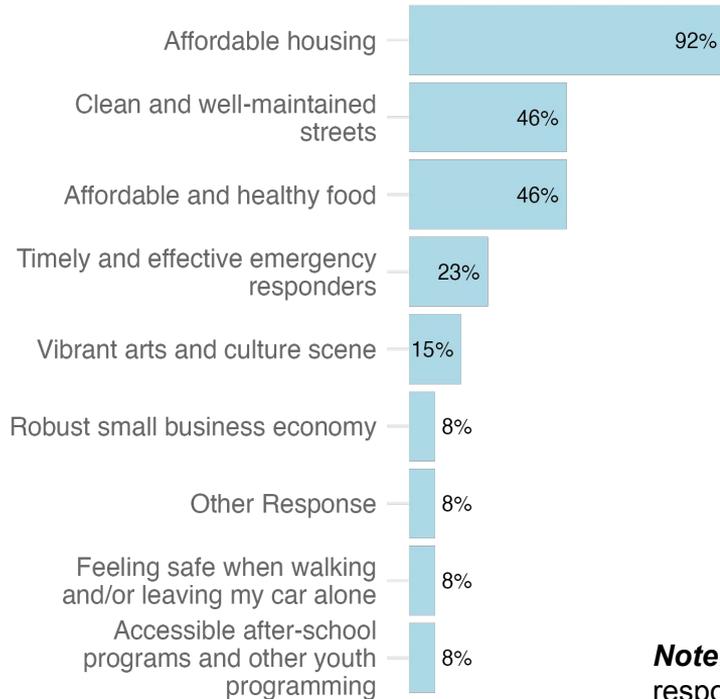
# City government approval ratings

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

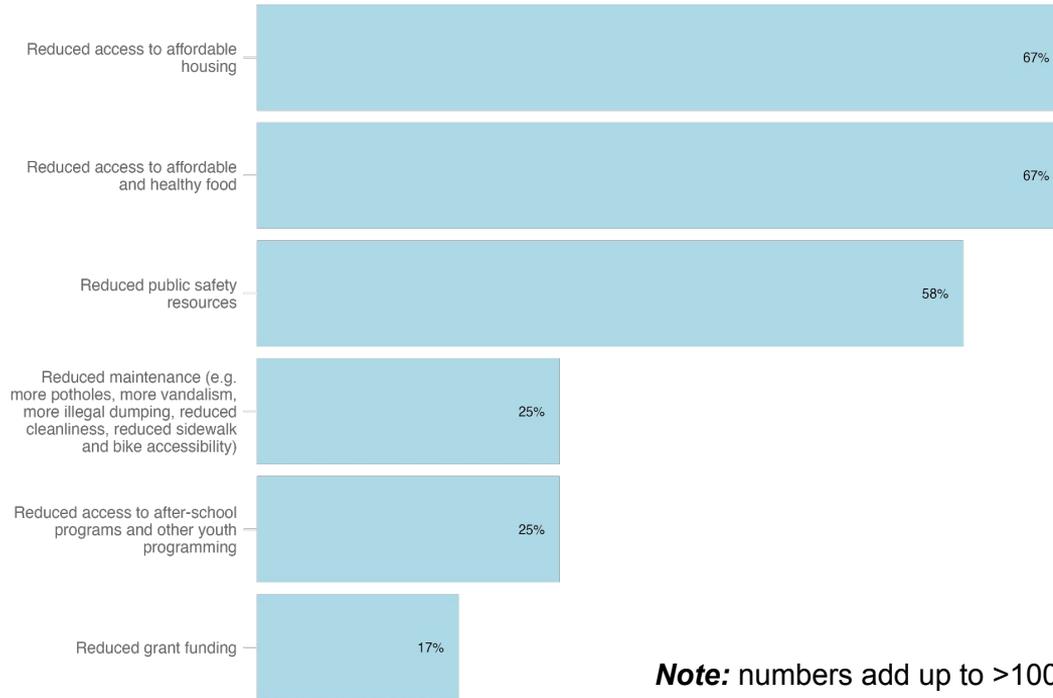
Q5: Which of the following are most important to you to make Oakland a place you are happy to call home? Choose up to 3



**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

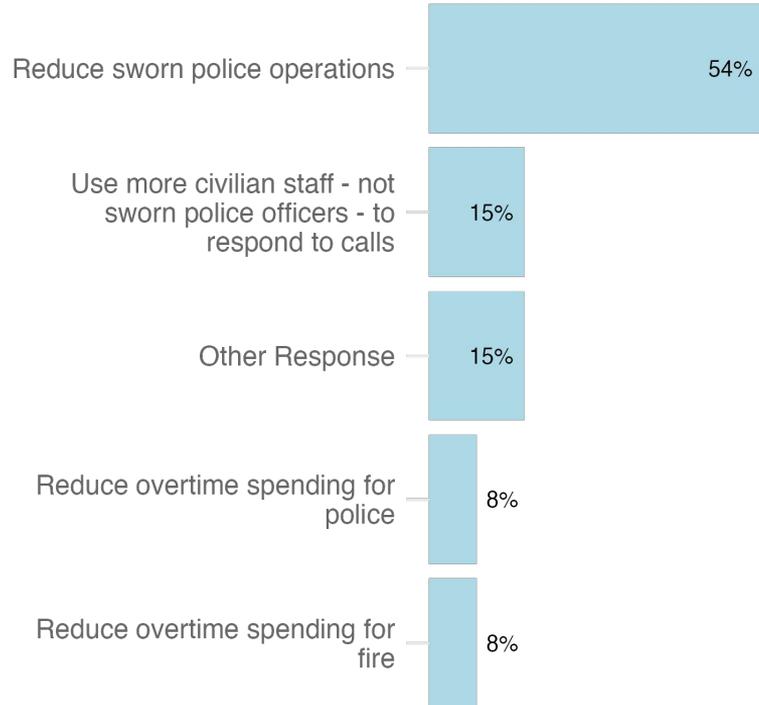
Q6: In the last 5 years, how has Oakland's budget most impacted your household and work?  
Choose up to 3



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

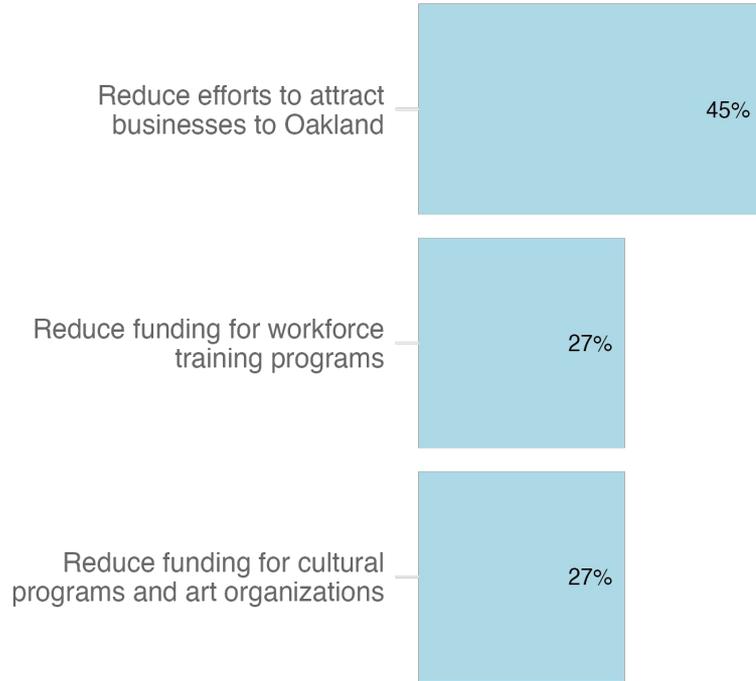
# Public Safety

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



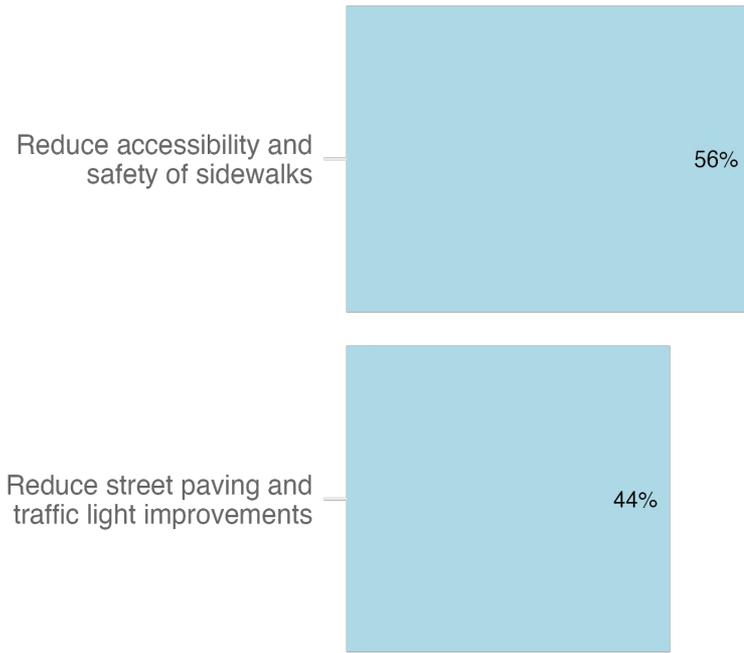
# Economic Growth

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



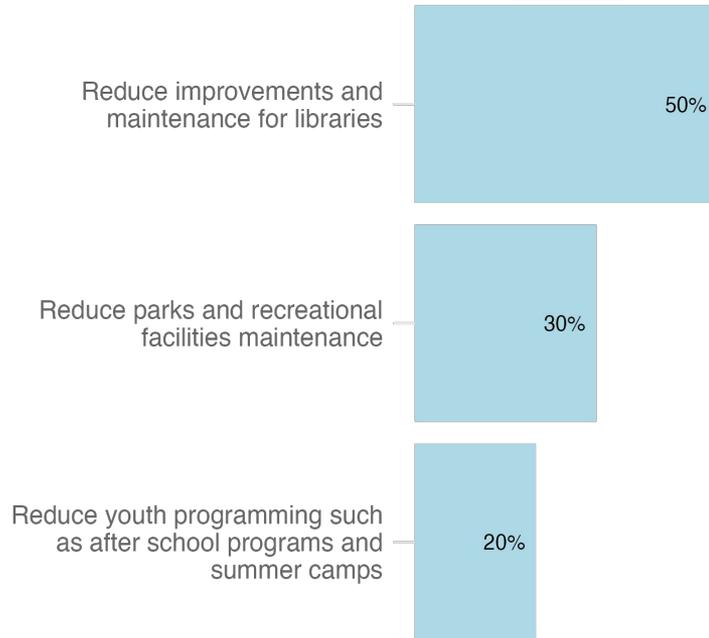
# Transportation

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



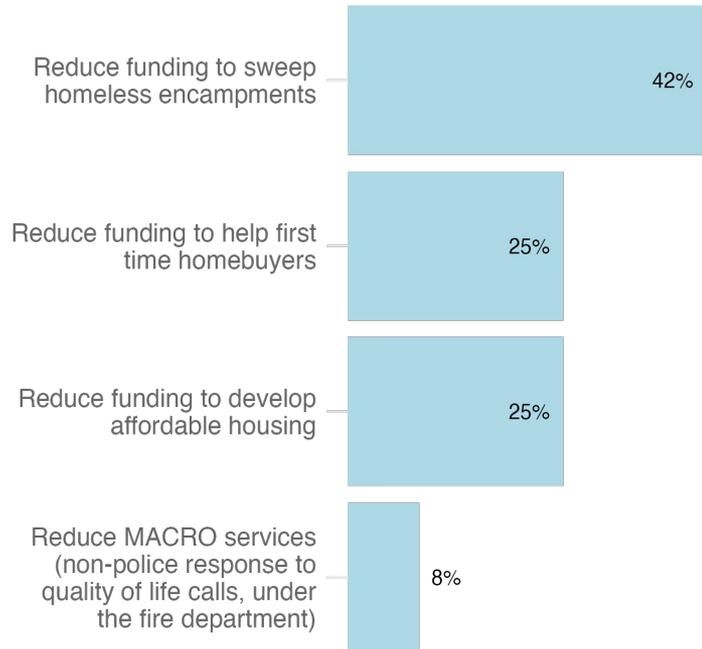
# Youth and Community Investments

*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

*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?*

