

Results of SurveyUSA Election Poll #16998

Geography: Oakland CA RBS  
Data Collected: 08/21/2010 - 08/23/2010  
Release Date: 08/24/2010  
Percentaages

**Perata Is Early Favorite in Oakland CA Mayoral Election:** In an election for mayor of Oakland CA today, 08/24/10, former State Senator Don Perata leads a crowded field, according to an exclusive KPIX-TV poll conducted by SurveyUSA. Voters have the opportunity to indicate their 1st, 2nd and 3rd choices for Mayor. Perata gets 41% of 1st-choice votes, City Council Member Jean Quan gets 26%, City Council Member Rebecca Kaplan gets 14%. 10 others on the ballot combine for 12%. If no candidate receives a majority of the vote, the candidate with the fewest number of votes is eliminated, and that candidate's votes are re-allocated based on the second choice. This continues until a candidate has a majority of votes. When asked for a 2nd choice: Those whose 1st choice is Kaplan break 4:3 for Perata. Those whose 1st choice is Quan break 3:2 for Kaplan. It is impossible in a telephone survey to mirror exactly how voters will behave when given the opportunity to mark their ballots 3 times, but the cascading series of questions that SurveyUSA asked, and the crosstabs that accompany them, offer a window into just where support for runners-up would go.

**Filtering:** 800 registered voters from the city of Oakland were interviewed by SurveyUSA 08/21/10 through 08/23/10, using Registration Based Sample (RBS) from Aristotle in Washington DC. Of the registered voters, 591 were determined by SurveyUSA to be likely to vote in the 11/02/10 general election for Oakland Mayor.

1	In the Oakland Mayor election, voters will rank their top three choices. If the election for Oakland Mayor were today, who would be your first choice? Rebecca Kaplan? Don Perata? Jean Quan? Greg Harland? Terence Candell? Marcie Hodge? Joe Tuman? Don Macleay? Larry Lionel Young Jr.? Sharika Gregory? Arnold Fields? Tim Brown? Or Niki Okuk?																														
	591 Likely Voters	All	Gender		Age				<50 / 50+		Race				1st Choice				2nd Choice				3rd Choice				Party Affiliation			Ideology	
Credibility Interval: +/-4.1 pct points	Male		Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Kaplan	Perata	Quan	Other	Kaplan	Perata	Quan	Other	Kaplan	Perata	Quan	Other	Republi	Democr	Indepe	Conser	Modera	Liberal
Kaplan	14%	10%	18%	15%	14%	14%	14%	14%	14%	15%	13%	11%	15%	100%	0%	0%	0%	0%	27%	29%	12%	0%	32%	19%	16%	12%	15%	14%	8%	12%	19%
Perata	41%	49%	35%	48%	39%	42%	41%	41%	42%	39%	47%	47%	38%	0%	100%	0%	0%	51%	0%	58%	51%	48%	0%	65%	45%	41%	43%	34%	30%	43%	42%
Quan	26%	22%	29%	23%	29%	25%	23%	27%	25%	29%	18%	20%	29%	0%	0%	100%	0%	40%	48%	0%	23%	39%	49%	0%	25%	23%	25%	27%	32%	24%	27%
Other	12%	12%	12%	5%	12%	12%	13%	10%	13%	10%	14%	13%	11%	0%	0%	0%	100%	9%	22%	12%	11%	13%	18%	14%	11%	13%	11%	16%	17%	15%	8%
Undecided	7%	7%	7%	9%	7%	6%	9%	7%	7%	6%	8%	8%	7%	0%	0%	0%	0%	1%	3%	1%	3%	0%	1%	2%	4%	10%	6%	11%	12%	6%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	55%	8%	28%	40%	23%	37%	63%	56%	29%	6%	8%	14%	41%	26%	12%	29%	17%	20%	17%	18%	11%	14%	28%	10%	77%	12%	9%	38%	47%

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591 Likely Voters	All	Tea Party Movement				College Grad		Income		
Credibility Interval: +/-4.1 pct points		Favora	Unfavor	Neutral	No Opi	Yes	No	< \$40K	\$40K -	> \$80K
Kaplan	14%	11%	16%	11%	11%	15%	14%	19%	18%	11%
Perata	41%	33%	42%	46%	41%	39%	47%	46%	37%	42%
Quan	26%	31%	26%	20%	18%	28%	20%	15%	26%	30%
Other	12%	14%	11%	16%	13%	11%	13%	12%	11%	11%
Undecided	7%	10%	6%	7%	17%	7%	7%	7%	8%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	8%	74%	8%	10%	71%	29%	21%	31%	48%

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2 Who would be your second choice? Please vote for a different candidate than you did for your first choice.

591 Likely Voters	All	Gender		Age				<50 / 50+		Race				1st Choice				2nd Choice				3rd Choice				Party Affiliation			Ideology		
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Kaplan	Perata	Quan	Other	Kaplan	Perata	Quan	Other	Kaplan	Perata	Quan	Other	Republi	Democr	Indepe	Conser	Modera	Liberal
Kaplan	29%	30%	28%	35%	31%	29%	23%	32%	27%	32%	21%	37%	25%	0%	35%	45%	21%	100%	0%	0%	0%	0%	48%	57%	32%	23%	30%	29%	14%	26%	34%
Perata	17%	15%	19%	14%	18%	17%	16%	17%	17%	17%	16%	14%	20%	32%	0%	32%	32%	0%	100%	0%	0%	37%	0%	22%	14%	9%	18%	17%	18%	19%	16%
Quan	20%	22%	19%	21%	21%	19%	22%	21%	20%	21%	20%	14%	22%	41%	28%	0%	21%	0%	0%	100%	0%	34%	31%	0%	24%	29%	20%	16%	16%	20%	21%
Other	17%	17%	16%	11%	15%	18%	18%	14%	18%	12%	24%	25%	16%	13%	20%	15%	16%	0%	0%	0%	100%	21%	17%	16%	23%	19%	17%	13%	32%	17%	14%
Undecided	18%	16%	19%	19%	15%	17%	21%	16%	19%	18%	19%	10%	18%	13%	16%	8%	10%	0%	0%	0%	0%	8%	5%	5%	8%	20%	16%	26%	20%	18%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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Kaplan	29%	16%	30%	23%	26%	29%	25%	23%	28%	30%
Perata	17%	10%	18%	15%	16%	16%	20%	15%	18%	17%
Quan	20%	16%	22%	17%	17%	22%	15%	21%	18%	23%
Other	17%	36%	15%	17%	12%	15%	20%	23%	15%	14%
Undecided	18%	21%	15%	28%	29%	17%	19%	18%	21%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	8%	74%	8%	10%	71%	29%	21%	31%	48%

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Perata	11%	10%	11%	17%	9%	10%	11%	11%	10%	11%	11%	3%	10%	24%	0%	20%	16%	18%	0%	16%	11%	0%	100%	0%	0%	9%	11%	9%	8%	12%	10%
Quan	14%	17%	12%	1%	14%	16%	15%	11%	16%	15%	13%	11%	13%	19%	22%	0%	17%	28%	18%	0%	14%	0%	0%	100%	0%	4%	16%	10%	6%	14%	17%
Other	28%	29%	27%	23%	28%	28%	29%	27%	28%	25%	29%	47%	30%	31%	30%	27%	26%	31%	23%	33%	38%	0%	0%	0%	100%	35%	26%	31%	42%	26%	27%
Undecided	30%	26%	33%	37%	27%	28%	34%	29%	30%	30%	31%	19%	32%	27%	27%	26%	21%	23%	21%	21%	15%	0%	0%	0%	0%	38%	28%	36%	27%	29%	28%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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Credibility Interval: +/-4.1 pct points		Favora	Unfavor	Neutral	No Opi	Yes	No	< \$40K	\$40K -	> \$80K
Kaplan	18%	9%	20%	13%	13%	18%	19%	16%	18%	20%
Perata	11%	9%	11%	9%	11%	12%	7%	10%	11%	10%
Quan	14%	8%	15%	11%	17%	13%	17%	15%	15%	14%
Other	28%	44%	26%	34%	20%	27%	27%	29%	27%	26%
Undecided	30%	31%	29%	33%	40%	31%	29%	30%	30%	29%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	8%	74%	8%	10%	71%	29%	21%	31%	48%

**Statement of Methodology:** About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.