Results of SurveyUSA News Poll #18935

Geography: San Francisco-Oakland-San Jose DMA
Data Collected: 01/30/2012
Release Date: 01/30/2012
Percentages

Sponsor:
KPIX-TV (San Francisco)

Cell-phone and home-phone respondents included in this research : SurveyUSA interviewed 500 San Francisco area adults 01/30/12. This research was conducted multi-mode, using blended sample. Respondents who use a home telephone (80% of adults) were interviewed on their home phone in the recorded voice of a professional announcer. Respondents unreachable on a home telephone (20% of adults) were shown a questionnaire on their smartphone, laptop, tablet or other electronic device.

1

Which statement about the Occupy movment best describes you.
I supported the movement when it first started and I still support it.
I supported the movment when it first started BUT NOW I oppose it.
I opposed the movement when it first started BUT NOW I support it.
Or I opposed the movment when it first started and I still oppose it.

500 Adults	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Party Affiliation		
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Cell Ph	Landlin	Republi	Democr	Indepen
Supported / Still Do	32%	34%	30%	43%	34%	23%	21%	39%	23%	30%	27%	46%	27%	40%	30%	21%	36%	33%
Supported / Now Oppose	26%	25%	27%	19%	23%	36%	30%	21%	33%	29%	31%	17%	26%	17%	28%	22%	31%	21%
Opposed / Now Support	3%	3%	4%	5%	1%	2%	7%	3%	4%	3%	6%	3%	3%	2%	4%	2%	4%	4%
Opposed / Still Do	31%	32%	30%	22%	34%	33%	38%	28%	35%	35%	30%	20%	31%	20%	34%	48%	25%	33%
Not Sure	8%	5%	10%	11%	8%	6%	4%	9%	5%	3%	7%	15%	13%	20%	4%	6%	5%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	29%	30%	25%	17%	59%	41%	53%	7%	17%	22%	20%	80%	19%	53%	23%

1

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Or I opposed the movment when it first started and I still oppose it.

500 Adults	All	Ideology		
Margin of Sampling Error: +/-4.5%		Conser	Modera	Liberal
Supported / Still Do	32%	22%	28%	50%
Supported / Now Oppose	26%	19%	29%	27%
Opposed / Now Support	3%	4%	4%	2%
Opposed / Still Do	31%	49%	34%	18%
Not Sure	8%	6%	5%	3%
Total	100%	100%	100%	100%
Composition of Adults	100%	17%	46%	28%

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2 Do you support? Or oppose the movement's goal of taking over vacant buildings to use as the movement's headquarters?

500 Adults	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Party Affiliation		
Margin of Sampling Error: +/-4.1%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Cell Ph	Landlin	Republi	Democr	Indepen
Support	21%	21%	21%	32%	20%	16%	11%	26%	14%	20%	17%	22%	25%	31%	18%	21%	19%	24%
Oppose	71%	73%	69%	59%	71%	78%	82%	65%	80%	74%	75%	65%	67%	56%	75%	75%	73%	71%
Not Sure	8%	6%	10%	9%	9%	6%	7%	9%	6%	6%	7%	13%	8%	13%	7%	4%	8%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	29%	30%	25%	17%	59%	41%	53%	7%	17%	22%	20%	80%	19%	53%	23%

2 Do you support? Or oppose the movement's goal of taking over vacant buildings to use as the movement's headquarters?

500 Adults	All	Ideology		
Margin of Sampling Error: +/-4.1%		Conser	Modera	Liberal
Support	21%	20%	16%	28%
Oppose	71%	76%	78%	61%
Not Sure	8%	4%	6%	11%
Total	100%	100%	100%	100%
Composition of Adults	100%	17%	46%	28%

3 Has the police response to the protesters been .. Too harsh? Not harsh enough? Or just about right?

500 Adults	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Party Affiliation		
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Cell Ph	Landlin	Republi	Democr	Indepen
Too Harsh	28%	26%	29%	41%	27%	18%	19%	34%	18%	28%	21%	38%	22%	36%	25%	22%	28%	32%
Not Harsh Enough	33%	38%	28%	27%	33%	38%	38%	30%	38%	36%	40%	24%	31%	21%	36%	44%	30%	35%
Just About Right	35%	33%	38%	30%	36%	43%	32%	33%	38%	33%	37%	31%	43%	39%	34%	32%	40%	28%
Not Sure	4%	3%	5%	3%	3%	2%	10%	3%	5%	3%	1%	7%	4%	4%	4%	2%	2%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	29%	30%	25%	17%	59%	41%	53%	7%	17%	22%	20%	80%	19%	53%	23%

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Too Harsh	28%	21%	22%	43%
Not Harsh Enough	33%	44%	36%	25%
Just About Right	35%	33%	38%	30%
Not Sure	4%	1%	4%	1%
Total	100%	100%	100%	100%
Composition of Adults	100%	17%	46%	28%

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.