

Results of SurveyUSA Election Poll #21621

Geography: City of Oakland
Data Collected: 09/15/2014 - 09/17/2014
Release Date: 09/18/2014
Percentages

Emerging from the Mist in Oakland, 4 Candidates With Significant 'First Choice' Support, Rebecca Kaplan Tops Among Them: 15 candidates went into the election labyrinth in the city of Oakland, and 4 appear to be emerging, according to research conducted by SurveyUSA exclusively for KPIX-TV CBS5 in San Francisco. At this hour, subject to voters snapping to attention in the 4 weeks that remain until early voting begins, it's City Council Member Rebecca Kaplan with 24% of likely voters ranking her #1, followed by a 3 clustered candidates, who are effectively tied: incumbent Jean Quan at 12%, Council Member Libby Schaaf at 12%, and Professor Joe Tuman at 11%. 10 candidates are in single digits. 19% of likely voters are undecided. Of those who selected Quan as their first choice in 2010, just 25% choose her first again in 2014. A large bloc defect to Kaplan. By contrast, of those who ranked Kaplan first in 2010, half stick with her in 2014. Kaplan also takes the first-choice votes of 27% of those who voted for 2nd-place finisher Don Perata as #1 in 2010; 18% of Perata voters pick Schaaf first this year; 10% go with Tuman; just 4% rank Quan first. Kaplan's constituency is disproportionately middle-aged. She appeals uniquely to liberals and Democrats. She appeals equally to men and women, rich and poor. She is the overwhelming 1st choice of Oakland's Hispanic community, capturing 37% of the Latino vote. She also is first among the city's substantial black population. Mayor Quan gets 16% of the Asian-American first-choice vote, but significantly, 26% of Asians are undecided. Tuman's support is older, whiter, more loyal (65% from 2010 stick with him), Republican, conservative, well-educated and affluent. Schaaf appeals to white, affluent men. **Cell-phones and home-phones included in this research.** SurveyUSA interviewed 700 adults from the city of Oakland CA, 09/15/14 through 09/17/14. Of the adults, 602 were registered to vote. Of the registered voters, 565 were determined by SurveyUSA to be likely to vote in the 11/04/14 general election. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone were shown a questionnaire on their smartphone, tablet, laptop or other electronic device. Here's how Oakland goes about electing a mayor: Voters rank their first, second, and third choice candidates. If no candidate receives a majority of first place votes, the candidate with the fewest first place votes is eliminated, and his or her voters' second choice votes are applied. The process is repeated until a candidate receives a majority and is elected mayor. Given this approach, there are inherent limitations to what public opinion polling can measure, no matter how carefully the research is constructed. In this case, SurveyUSA asked voters only to identify their 1st choice candidate for the office. The candidates are listed in the order in which they appear on the ballot.

1 There are 15 candidates on the ballot for Oakland mayor. Listen while I read all 15 names to you. <p> ... <p>If you were filling out your ballot for Oakland Mayor right now, who would be your first choice?

| 565 Likely Voters | All | Gender | | Age | | | | <50 / 50+ | | Race | | | | 2010 1st Choice | | | | | | Party Affiliation | | | Ideology | | | Education | | | Income | | |
|---|------|--------|--------|-------|-------|-------|------|-----------|------|-------|-------|---------|---------|-----------------|--------|--------|-------|-------|---------|-------------------|--------|--------|----------|--------|---------|-----------|------|--------|---------|---------|---------|
| Credibility Interval: +/-4.2 pct points | | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | 18-49 | 50+ | White | Black | Hispani | Asian / | Quan | Perata | Kaplan | Tuman | Other | Did Not | Republi | Democr | Indepe | Conser | Modera | Liberal | High Sc | Some | 4-year | < \$40K | \$40K - | > \$80K |
| Charles Williams | 1% | 1% | 1% | 0% | 1% | 0% | 2% | 1% | 1% | 0% | 2% | 0% | 1% | 2% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 2% | 0% | 1% | 2% | 0% |
| Dan Siegel | 4% | 3% | 5% | 4% | 1% | 6% | 5% | 2% | 6% | 3% | 5% | 6% | 2% | 8% | 3% | 1% | 5% | 3% | 1% | 0% | 4% | 4% | 3% | 3% | 5% | 16% | 3% | 3% | 5% | 3% | 4% |
| Rebecca Kaplan | 24% | 22% | 25% | 24% | 25% | 26% | 18% | 24% | 23% | 22% | 24% | 37% | 14% | 20% | 27% | 53% | 4% | 4% | 11% | 20% | 27% | 13% | 7% | 17% | 33% | 16% | 29% | 22% | 24% | 27% | 23% |
| Jason Anderson | 1% | 1% | 1% | 1% | 2% | 0% | 2% | 2% | 1% | 0% | 1% | 0% | 4% | 1% | 1% | 2% | 1% | 5% | 0% | 0% | 2% | 0% | 2% | 1% | 2% | 1% | 0% | 2% | 1% | 3% | 0% |
| Courtney Ruby | 5% | 5% | 5% | 6% | 2% | 7% | 6% | 4% | 6% | 6% | 2% | 6% | 8% | 2% | 5% | 2% | 11% | 2% | 16% | 1% | 5% | 9% | 4% | 7% | 3% | 0% | 3% | 7% | 3% | 4% | 8% |
| Eric Wilson | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 3% | 1% | 0% | 2% | 1% | 0% | 0% | 0% | 4% | 0% | 1% | 5% | 2% | 1% | 1% | 0% | 3% | 1% | 2% | 2% | 0% |
| Saied Karamooz | 3% | 3% | 2% | 0% | 6% | 2% | 1% | 4% | 2% | 0% | 2% | 6% | 4% | 2% | 3% | 2% | 0% | 6% | 2% | 0% | 3% | 2% | 16% | 1% | 1% | 17% | 0% | 1% | 7% | 1% | 1% |
| Pat McCullough | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 0% | 0% | 2% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 0% |
| Nancy Sidebotham | 1% | 1% | 0% | 0% | 1% | 0% | 2% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 2% | 0% | 2% | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 1% |
| Peter Liu | 1% | 1% | 2% | 5% | 1% | 0% | 1% | 3% | 0% | 1% | 0% | 3% | 4% | 2% | 1% | 0% | 0% | 1% | 6% | 5% | 1% | 3% | 10% | 1% | 0% | 0% | 3% | 1% | 2% | 0% | 2% |
| Joe Tuman | 11% | 13% | 9% | 0% | 9% | 15% | 16% | 6% | 15% | 18% | 7% | 6% | 11% | 5% | 10% | 3% | 65% | 7% | 4% | 23% | 9% | 12% | 16% | 12% | 9% | 8% | 6% | 14% | 4% | 10% | 16% |
| Ken Houston | 1% | 1% | 0% | 1% | 0% | 1% | 2% | 0% | 1% | 0% | 1% | 1% | 2% | 2% | 0% | 1% | 1% | 0% | 1% | 3% | 1% | 0% | 3% | 1% | 0% | 3% | 0% | 1% | 2% | 0% | 1% |
| Bryan Parker | 4% | 4% | 4% | 5% | 3% | 4% | 4% | 4% | 4% | 1% | 10% | 0% | 1% | 4% | 6% | 1% | 1% | 5% | 0% | 6% | 4% | 4% | 5% | 3% | 5% | 3% | 1% | 6% | 3% | 6% | 2% |
| Libby Schaaf | 12% | 14% | 10% | 4% | 19% | 12% | 10% | 13% | 11% | 22% | 5% | 11% | 9% | 7% | 18% | 9% | 11% | 10% | 9% | 12% | 12% | 11% | 8% | 11% | 15% | 0% | 12% | 14% | 4% | 6% | 19% |
| Jean Quan | 12% | 13% | 10% | 23% | 8% | 8% | 12% | 14% | 10% | 7% | 13% | 10% | 16% | 25% | 4% | 12% | 0% | 6% | 17% | 4% | 12% | 13% | 13% | 13% | 9% | 14% | 13% | 10% | 16% | 14% | 8% |
| Undecided | 19% | 13% | 24% | 27% | 19% | 16% | 15% | 22% | 16% | 15% | 22% | 12% | 26% | 15% | 19% | 11% | 2% | 49% | 25% | 26% | 17% | 24% | 10% | 21% | 15% | 19% | 20% | 18% | 24% | 18% | 15% |
| 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% | 49% | 51% | 19% | 29% | 34% | 18% | 48% | 52% | 29% | 31% | 20% | 20% | 26% | 37% | 13% | 7% | 8% | 9% | 8% | 75% | 16% | 7% | 40% | 44% | 9% | 32% | 59% | 27% | 30% | 43% |

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.