

Results of SurveyUSA News Poll #20319

Geography: City of Oakland
 Data Collected: 02/28/2013 - 03/03/2013
 Release Date: 03/04/2013
 Percentages

Cell-phone and home-phone respondents included in this research: SurveyUSA interviewed 500 Oakland CA adults 02/28/13 through 03/03/13 using blended sample, mixed-mode. Respondents reachable on a home telephone (81% of adults) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents unreachable on a home telephone (19% of adults) were shown a questionnaire on their smartphone, laptop, tablet, or other electronic device.

1 Do you approve or disapprove of the job Jean Quan is doing as Mayor of Oakland?

| 500 Adults | All | Gender | | Age | | | | <50 / 50+ | | Race | | | | Cell Phone / Lan | | Party Affiliation | | |
|---|------|--------|--------|-------|-------|-------|------|-----------|------|-------|-------|---------|---------|------------------|---------|-------------------|--------|---------|
| | | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | 18-49 | 50+ | White | Black | Hispani | Asian/O | Cell Ph | Landlin | Republi | Democr | Indepen |
| Credibility Interval: +/-4.4 pct points | | | | | | | | | | | | | | | | | | |
| Approve | 23% | 24% | 21% | 17% | 25% | 26% | 29% | 21% | 27% | 19% | 29% | 26% | 14% | 23% | 23% | 41% | 23% | 18% |
| Disapprove | 60% | 64% | 57% | 57% | 61% | 63% | 62% | 59% | 62% | 55% | 58% | 64% | 67% | 33% | 67% | 54% | 63% | 52% |
| Not Sure | 17% | 12% | 22% | 26% | 14% | 11% | 10% | 21% | 10% | 26% | 12% | 11% | 19% | 44% | 10% | 5% | 13% | 30% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 47% | 53% | 37% | 30% | 19% | 14% | 67% | 33% | 28% | 34% | 19% | 19% | 19% | 81% | 5% | 69% | 25% |

1 Do you approve or disapprove of the job Jean Quan is doing as Mayor of Oakland?

| 500 Adults | All | Ideology | | | Education | | | Income | | |
|---|------|----------|--------|---------|-----------|--------|--------|---------|---------|---------|
| | | Conser | Modera | Liberal | High Sc | Some C | 4-year | < \$40K | \$40K - | > \$80K |
| Credibility Interval: +/-4.4 pct points | | | | | | | | | | |
| Approve | 23% | 30% | 16% | 25% | 33% | 19% | 23% | 28% | 16% | 19% |
| Disapprove | 60% | 54% | 70% | 51% | 44% | 62% | 64% | 48% | 68% | 71% |
| Not Sure | 17% | 16% | 14% | 23% | 24% | 19% | 13% | 23% | 15% | 10% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 14% | 44% | 34% | 15% | 36% | 48% | 38% | 31% | 30% |

2 Is Oakland headed in the right direction? Or is it off on the wrong track?

| 500 Adults | All | Gender | | Age | | | | <50 / 50+ | | Race | | | | Cell Phone / Lan | | Party Affiliation | | |
|---|------|--------|--------|-------|-------|-------|------|-----------|------|-------|-------|---------|---------|------------------|---------|-------------------|--------|---------|
| | | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | 18-49 | 50+ | White | Black | Hispani | Asian/O | Cell Ph | Landlin | Republi | Democr | Indepen |
| Credibility Interval: +/-4.3 pct points | | | | | | | | | | | | | | | | | | |
| Right Direction | 22% | 27% | 18% | 17% | 32% | 20% | 20% | 24% | 20% | 22% | 21% | 33% | 15% | 28% | 21% | 25% | 21% | 27% |
| Wrong Track | 65% | 63% | 67% | 76% | 58% | 60% | 61% | 68% | 61% | 60% | 69% | 66% | 65% | 62% | 67% | 56% | 69% | 60% |
| Not Sure | 12% | 10% | 14% | 8% | 10% | 20% | 19% | 9% | 19% | 18% | 10% | 2% | 19% | 10% | 12% | 19% | 11% | 13% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 47% | 53% | 37% | 30% | 19% | 14% | 67% | 33% | 28% | 34% | 19% | 19% | 19% | 81% | 5% | 69% | 25% |

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2 Is Oakland headed in the right direction? Or is it off on the wrong track?

| 500 Adults Credibility Interval: +/-4.3 pct points | All | Ideology | | | Education | | | Income | | |
|---|------|----------|--------|---------|-----------|--------|--------|---------|---------|---------|
| | | Conser | Modera | Liberal | High Sc | Some C | 4-year | < \$40K | \$40K - | > \$80K |
| Right Direction | 22% | 16% | 20% | 33% | 19% | 21% | 27% | 25% | 21% | 22% |
| Wrong Track | 65% | 76% | 71% | 52% | 69% | 67% | 61% | 61% | 70% | 69% |
| Not Sure | 12% | 8% | 9% | 16% | 12% | 12% | 12% | 14% | 9% | 9% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 14% | 44% | 34% | 15% | 36% | 48% | 38% | 31% | 30% |

3 Is the quality of life in Oakland getting better? Getting worse? Or staying about the same?

| 500 Adults Credibility Interval: +/-4.5 pct points | All | Gender | | Age | | | | <50 / 50+ | | Race | | | | Cell Phone / Lan | | Party Affiliation | | |
|---|------|--------|--------|-------|-------|-------|------|-----------|------|-------|-------|---------|---------|------------------|---------|-------------------|--------|---------|
| | | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | 18-49 | 50+ | White | Black | Hispani | Asian/O | Cell Ph | Landlin | Republi | Democr | Indepen |
| Getting Better | 11% | 13% | 9% | 8% | 17% | 10% | 7% | 12% | 9% | 11% | 10% | 15% | 9% | 12% | 11% | 1% | 11% | 14% |
| Getting Worse | 53% | 50% | 55% | 56% | 47% | 54% | 54% | 52% | 54% | 45% | 54% | 51% | 64% | 51% | 53% | 51% | 57% | 41% |
| Staying The Same | 35% | 37% | 34% | 36% | 34% | 35% | 37% | 35% | 36% | 42% | 36% | 34% | 24% | 37% | 34% | 44% | 32% | 43% |
| Not Sure | 1% | 0% | 2% | 0% | 2% | 1% | 2% | 1% | 2% | 1% | 0% | 0% | 3% | 0% | 1% | 5% | 0% | 2% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 47% | 53% | 37% | 30% | 19% | 14% | 67% | 33% | 28% | 34% | 19% | 19% | 19% | 81% | 5% | 69% | 25% |

3 Is the quality of life in Oakland getting better? Getting worse? Or staying about the same?

| 500 Adults Credibility Interval: +/-4.5 pct points | All | Ideology | | | Education | | | Income | | |
|---|------|----------|--------|---------|-----------|--------|--------|---------|---------|---------|
| | | Conser | Modera | Liberal | High Sc | Some C | 4-year | < \$40K | \$40K - | > \$80K |
| Getting Better | 11% | 8% | 9% | 17% | 13% | 6% | 15% | 12% | 6% | 17% |
| Getting Worse | 53% | 59% | 57% | 44% | 65% | 52% | 49% | 45% | 68% | 45% |
| Staying The Same | 35% | 27% | 34% | 38% | 22% | 41% | 35% | 42% | 25% | 37% |
| Not Sure | 1% | 6% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 1% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 14% | 44% | 34% | 15% | 36% | 48% | 38% | 31% | 30% |

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Percentages

4 Which of the following is the biggest problem facing Oakland? Crime? Cost of owning a home? Education? Homelessness & panhandling? Jobs & the economy? Public Transportation? Traffic & Parking?

| 500 Adults | All | Gender | | Age | | | | <50 / 50+ | | Race | | | | Cell Phone / Lan | | Party Affiliation | | |
|---------------------------------------|------|--------|--------|-------|-------|-------|------|-----------|------|-------|-------|---------|---------|------------------|---------|-------------------|--------|---------|
| Credibility Interval: +/-4 pct points | | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | 18-49 | 50+ | White | Black | Hispani | Asian/O | Cell Ph | Landlin | Republi | Democr | Indepen |
| Crime | 71% | 67% | 75% | 77% | 67% | 70% | 68% | 73% | 69% | 77% | 69% | 72% | 67% | 85% | 69% | 89% | 75% | 60% |
| Cost Of Owning Home | 4% | 5% | 2% | 5% | 1% | 5% | 4% | 3% | 4% | 2% | 3% | 9% | 2% | 0% | 4% | 1% | 2% | 8% |
| Education | 6% | 5% | 7% | 2% | 11% | 4% | 6% | 6% | 5% | 5% | 8% | 5% | 3% | 2% | 7% | 0% | 5% | 8% |
| Homelessness | 4% | 5% | 3% | 6% | 3% | 3% | 1% | 5% | 2% | 3% | 4% | 0% | 9% | 2% | 4% | 1% | 4% | 3% |
| Jobs / Economy | 10% | 12% | 8% | 6% | 12% | 11% | 14% | 9% | 12% | 9% | 10% | 8% | 15% | 6% | 11% | 9% | 8% | 15% |
| Public Transportation | 0% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Traffic / Parking | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 1% | 2% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 2% |
| Other | 4% | 5% | 4% | 4% | 4% | 5% | 3% | 4% | 4% | 3% | 5% | 4% | 4% | 5% | 3% | 0% | 4% | 4% |
| Not Sure | 1% | 1% | 1% | 0% | 0% | 2% | 2% | 0% | 2% | 1% | 1% | 2% | 0% | 0% | 1% | 0% | 1% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 47% | 53% | 37% | 30% | 19% | 14% | 67% | 33% | 28% | 34% | 19% | 19% | 19% | 81% | 5% | 69% | 25% |

4 Which of the following is the biggest problem facing Oakland? Crime? Cost of owning a home? Education? Homelessness & panhandling? Jobs & the economy? Public Transportation? Traffic & Parking?

| 500 Adults | All | Ideology | | | Education | | | Income | | |
|---------------------------------------|------|----------|-------|---------|-----------|--------|--------|---------|---------|---------|
| Credibility Interval: +/-4 pct points | | Conser | Moder | Liberal | High Sc | Some C | 4-year | < \$40K | \$40K - | > \$80K |
| Crime | 71% | 75% | 70% | 73% | 71% | 68% | 79% | 72% | 74% | 78% |
| Cost Of Owning Home | 4% | 1% | 3% | 5% | 5% | 5% | 3% | 7% | 1% | 2% |
| Education | 6% | 10% | 4% | 7% | 1% | 7% | 7% | 2% | 5% | 9% |
| Homelessness | 4% | 1% | 7% | 2% | 3% | 3% | 1% | 2% | 2% | 1% |
| Jobs / Economy | 10% | 12% | 10% | 9% | 12% | 12% | 8% | 9% | 14% | 8% |
| Public Transportation | 0% | - | - | - | - | - | - | - | - | - |
| Traffic / Parking | 1% | 0% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 1% |
| Other | 4% | 0% | 5% | 4% | 6% | 4% | 2% | 5% | 3% | 1% |
| Not Sure | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 1% | 1% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 14% | 44% | 34% | 15% | 36% | 48% | 38% | 31% | 30% |

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Sponsor:

KPIX-TV (San Francisco)

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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.