

# Results of SurveyUSA Election Poll #18032



Sponsor:

KPIX-TV (San Francisco)

Geography: City of San Francisco

Data Collected: 03/10/2011 - 03/15/2011

Release Date: 03/16/2011

Percentages

**8 Months from SFO Mayoral Election, Front-Runner is Not Running, So Field Remains Wide Open:** In a ranked-choice election for San Francisco mayor today, 03/16/2011, 5 months before the filing deadline and 8 months before before votes are counted, 5 declared candidates are clustered in the race to fill the open seat vacated by Mayor Gavin Newsom, who was elected Lieutenant Governor of California. Research conducted exclusively for CBS-5, KPIX-TV. Interim Mayor Ed Lee, who so far says he is not running, gets the largest number of 1st-choice votes, 17%. Lee's support is disproportionately older, moderate, and Asian. Behind Lee, 5 declared candidates receive 8 to 12 percent of 1st-choice votes. There is no meaningful statistical difference among the following 1st-place votes; each of these candidates is effectively even: \* Michaela Alioto-Pier, former Board of Supervisors member, 12%.

\* Leeland Yee, State Senator, 11%.

\* David Chiu, Board of Supervisors President, 10%.

\* Dennis Herrera, City Attorney, 9%.

\* Bevan Dufty, former Supervisor, 8%

\* 1/3 of likely voters choose some other another candidate or are undecided. \* Alioto-Pier's support and Herrera's support is disproportionately Hispanic.

\* Alioto-Pier does better with lower-income voters. Herrera does better with upper-income voters.

\* Leland Yee's support and Chiu's support is disproportionately Asian.

\* Leland Yee does better with Conservatives and women. Chiu does better with men and college grads.

\* Dufty's support is disproportionately white and middle-aged. Should Ed Lee not run, where do his votes go? \* 24% of those who vote for Lee as 1st choice, vote for Chiu as 2nd choice.

\* 19% of those who vote for Ed Lee as 1st choice, vote for Alioto-Pier as 2nd choice.

\* 15% of those who vote for Ed Lee as 1st choice, vote for Herrera as 2nd choice.

**'Cell-Phone-Only' Respondents Included in this Survey:** Using both RDD landline and cellphone sample from Survey Sampling, SurveyUSA interviewed 800 registered voters from the city of San Francisco 03/10/11 through 03/15/11. Cellphones, as always, were hand-dialed. Of the registered voters, 544 were determined by SurveyUSA to be likely to vote in the 11/08/11 election for San Francisco Mayor. Voters were asked for 1st, 2nd and 3rd choices. 25% of the 800 interviews completed for this survey were hand-dialed calls to cell phones, with questions asked by live operators, who remained on the line throughout the call. Once filtering was applied to weed out those cell respondents not likely to vote, 17% of the likely voters included here were CPO (Cell Phone Only) respondents. 6% were CPA (Cell Phone Also) respondents (those who have both home phone and a cell phone but who were reached and interviewed on a cell phone). 77% of likely voters were interviewed on their home phone using recorded-voice. Candidate names were not read to respondents in the order they are shown here. Candidates were sorted and ranked on this report from highest to lowest 1st-place votes for ease of comprehension.

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**1** In the San Francisco Mayor election, voters will rank their top three choices. If the election for San Francisco Mayor were today, who would be your first choice? Michaela Alioto-Pier? David Chiu? Bevan Dufty? Dennis Herrera? Ed Lee? Phil Ting? Leland Yee? Or another candidate?

544 Likely Voters	All	Gender		Age				<50 / 50+		Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /
Credibility Interval: +/-4.3 pct points													
Ed Lee	17%	15%	19%	12%	15%	19%	22%	14%	20%	15%	20%	9%	22%
Alioto-Pier	12%	14%	11%	8%	13%	15%	14%	10%	15%	13%	32%	16%	6%
Leland Yee	11%	8%	13%	6%	9%	14%	16%	8%	15%	8%	9%	10%	16%
Chiu	10%	11%	8%	7%	10%	9%	13%	9%	11%	10%	2%	8%	12%
Herrera	9%	10%	7%	8%	8%	10%	10%	8%	10%	10%	0%	19%	6%
Dufty	8%	12%	4%	3%	11%	11%	6%	7%	9%	11%	6%	9%	3%
Ting	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	0%	1%	1%
Another Candidate	9%	10%	8%	7%	13%	9%	6%	10%	8%	7%	8%	17%	10%
Undecided	23%	19%	28%	47%	20%	12%	12%	32%	12%	25%	22%	12%	25%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	51%	49%	25%	30%	26%	19%	55%	45%	56%	5%	9%	30%

**1** In the San Francisco Mayor election, voters will rank their top three choices. If the election for San Francisco Mayor were today, who would be your first choice? Michaela Alioto-Pier? David Chiu? Bevan Dufty? Dennis Herrera? Ed Lee? Phil Ting? Leland Yee? Or another candidate?

544 Likely Voters	All	1st Choice							2nd Choice						
		Ed Lee	Alioto-P	Leland	Chiu	Herrera	Dufty	Ting	Ed Lee	Alioto-P	Leland	Chiu	Herrera	Dufty	Ting
Credibility Interval: +/-4.3 pct points															
Ed Lee	17%	100%	0%	0%	0%	0%	0%	**	0%	26%	29%	34%	26%	22%	**
Alioto-Pier	12%	0%	100%	0%	0%	0%	0%	**	13%	0%	11%	16%	24%	29%	**
Leland Yee	11%	0%	0%	100%	0%	0%	0%	**	24%	21%	0%	11%	11%	8%	**
Chiu	10%	0%	0%	0%	100%	0%	0%	**	29%	12%	18%	0%	13%	15%	**
Herrera	9%	0%	0%	0%	0%	100%	0%	**	10%	11%	11%	17%	0%	21%	**
Dufty	8%	0%	0%	0%	0%	0%	100%	**	4%	12%	20%	9%	17%	0%	**
Ting	1%	0%	0%	0%	0%	0%	0%	**	1%	1%	0%	7%	1%	1%	**
Another Candidate	9%	0%	0%	0%	0%	0%	0%	**	15%	10%	7%	2%	6%	4%	**
Undecided	23%	0%	0%	0%	0%	0%	0%	**	5%	6%	4%	5%	1%	0%	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	17%	12%	11%	10%	9%	8%	1%	12%	12%	5%	12%	10%	6%	3%

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544 Likely Voters	All	3rd Choice							Party Affiliation			Ideology			2007 Vote		College Grad	
		Ed Lee	Alioto-P	Leland	Chiu	Herrera	Dufty	Ting	Republi	Democr	Indepen	Conser	Modera	Liberal	Newso	Other C	Yes	No
Credibility Interval: +/-4.3 pct points																		
Ed Lee	17%	0%	32%	34%	12%	17%	31%	38%	16%	18%	13%	12%	23%	13%	19%	15%	20%	11%
Alioto-Pier	12%	24%	0%	21%	10%	29%	11%	5%	15%	12%	11%	18%	14%	9%	13%	8%	11%	14%
Leland Yee	11%	21%	12%	0%	25%	17%	14%	11%	17%	11%	7%	18%	11%	10%	12%	7%	10%	14%
Chiu	10%	11%	13%	24%	0%	14%	24%	21%	9%	11%	8%	9%	10%	12%	9%	13%	11%	6%
Herrera	9%	24%	13%	7%	12%	0%	15%	19%	7%	8%	15%	9%	8%	10%	8%	9%	8%	8%
Dufty	8%	14%	11%	3%	19%	8%	0%	0%	3%	9%	8%	5%	8%	9%	10%	4%	8%	8%
Ting	1%	0%	0%	2%	1%	2%	1%	0%	0%	2%	0%	0%	3%	0%	1%	2%	2%	0%
Another Candidate	9%	6%	8%	3%	10%	11%	5%	6%	14%	7%	11%	14%	9%	8%	7%	19%	10%	8%
Undecided	23%	0%	11%	6%	11%	2%	0%	0%	19%	22%	27%	14%	16%	29%	20%	22%	20%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	8%	5%	8%	9%	7%	6%	11%	66%	21%	11%	42%	40%	72%	20%	72%	28%

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544 Likely Voters	All	Income			Type Of Interview		
		< \$40K	\$40K -	> \$80K	CPO	CPA	Landlin
Credibility Interval: +/-4.3 pct points							
Ed Lee	17%	13%	15%	21%	6%	4%	20%
Alioto-Pier	12%	17%	10%	11%	5%	4%	15%
Leland Yee	11%	12%	15%	9%	3%	5%	13%
Chiu	10%	9%	13%	8%	4%	9%	11%
Herrera	9%	4%	8%	11%	6%	7%	10%
Dufty	8%	3%	7%	11%	3%	5%	9%
Ting	1%	0%	0%	3%	0%	3%	2%
Another Candidate	9%	16%	7%	7%	6%	6%	10%
Undecided	23%	26%	26%	19%	66%	59%	11%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	30%	48%	17%	6%	77%

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

540 Likely Voters Credibility Interval: +/-4.3 pct points	All	Gender		Age				<50 / 50+		Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /
Ed Lee	12%	13%	11%	6%	12%	15%	16%	9%	16%	11%	5%	11%	16%
Alioto-Pier	12%	11%	14%	4%	12%	15%	21%	8%	18%	13%	19%	14%	9%
Leland Yee	5%	5%	6%	1%	6%	8%	7%	3%	8%	4%	7%	4%	8%
Chiu	12%	14%	9%	12%	9%	12%	16%	10%	13%	10%	15%	13%	14%
Herrera	10%	10%	10%	9%	11%	9%	11%	10%	10%	12%	18%	19%	2%
Dufty	6%	10%	3%	2%	8%	10%	5%	5%	8%	9%	4%	5%	3%
Ting	3%	4%	2%	5%	2%	3%	1%	4%	2%	3%	1%	4%	4%
Another Candidate	12%	12%	12%	10%	14%	11%	12%	13%	11%	10%	12%	12%	17%
Undecided	27%	22%	32%	51%	25%	17%	11%	37%	14%	28%	20%	17%	28%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	26%	30%	26%	19%	56%	44%	56%	5%	10%	30%

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

540 Likely Voters Credibility Interval: +/-4.3 pct points	All	1st Choice							2nd Choice						
		Ed Lee	Alioto-P	Leland	Chiu	Herrera	Dufty	Ting	Ed Lee	Alioto-P	Leland	Chiu	Herrera	Dufty	Ting
Ed Lee	12%	0%	14%	27%	35%	13%	7%	**	100%	0%	0%	0%	0%	0%	**
Alioto-Pier	12%	19%	0%	24%	15%	15%	19%	**	0%	100%	0%	0%	0%	0%	**
Leland Yee	5%	9%	5%	0%	10%	7%	14%	**	0%	0%	100%	0%	0%	0%	**
Chiu	12%	24%	16%	12%	0%	22%	13%	**	0%	0%	0%	100%	0%	0%	**
Herrera	10%	15%	20%	10%	13%	0%	21%	**	0%	0%	0%	0%	100%	0%	**
Dufty	6%	9%	16%	5%	10%	15%	0%	**	0%	0%	0%	0%	0%	100%	**
Ting	3%	5%	8%	7%	1%	2%	2%	**	0%	0%	0%	0%	0%	0%	**
Another Candidate	12%	8%	16%	4%	8%	15%	12%	**	0%	0%	0%	0%	0%	0%	**
Undecided	27%	11%	5%	11%	8%	11%	12%	**	0%	0%	0%	0%	0%	0%	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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Alioto-Pier	12%	24%	0%	22%	22%	27%	27%	7%	15%	12%	14%	11%	11%	15%	14%	7%	11%	16%
Leland Yee	5%	6%	12%	0%	9%	1%	5%	13%	7%	6%	3%	4%	7%	4%	6%	4%	4%	10%
Chiu	12%	23%	25%	12%	0%	18%	22%	29%	10%	14%	6%	17%	13%	9%	13%	10%	12%	10%
Herrera	10%	19%	12%	12%	19%	0%	26%	13%	3%	10%	13%	5%	11%	10%	10%	14%	10%	11%
Dufty	6%	16%	13%	13%	11%	14%	0%	6%	1%	7%	8%	3%	8%	6%	7%	7%	7%	4%
Ting	3%	4%	9%	8%	4%	10%	3%	0%	10%	3%	1%	4%	3%	3%	4%	1%	4%	2%
Another Candidate	12%	4%	7%	11%	7%	8%	5%	4%	16%	11%	11%	22%	10%	11%	10%	20%	11%	10%
Undecided	27%	4%	1%	0%	7%	0%	0%	0%	22%	26%	35%	17%	23%	30%	25%	26%	27%	29%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	8%	5%	8%	9%	7%	6%	11%	66%	21%	11%	42%	41%	72%	20%	72%	28%

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

540 Likely Voters Credibility Interval: +/-4.3 pct points	All	Income			Type Of Interview		
		< \$40K	\$40K -	> \$80K	CPO	CPA	Landlin
Ed Lee	12%	16%	14%	10%	4%	6%	14%
Alioto-Pier	12%	16%	10%	13%	2%	5%	15%
Leland Yee	5%	6%	5%	6%	1%	7%	6%
Chiu	12%	10%	8%	15%	5%	3%	14%
Herrera	10%	6%	12%	10%	8%	2%	11%
Dufty	6%	6%	5%	7%	2%	4%	8%
Ting	3%	3%	1%	5%	2%	1%	4%
Another Candidate	12%	8%	17%	10%	5%	2%	14%
Undecided	27%	29%	29%	25%	73%	70%	13%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	21%	30%	48%	17%	6%	77%

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**3** Who would be your third choice? Please vote for a different candidate than you did for your first two choices.

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		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /
Ed Lee	9%	11%	7%	0%	8%	15%	15%	4%	15%	10%	10%	6%	8%
Alioto-Pier	8%	8%	9%	7%	7%	10%	9%	7%	10%	9%	9%	11%	5%
Leland Yee	5%	5%	6%	5%	6%	5%	6%	5%	5%	5%	13%	3%	5%
Chiu	8%	9%	8%	5%	9%	9%	11%	7%	10%	7%	13%	7%	11%
Herrera	9%	10%	8%	9%	6%	12%	8%	7%	11%	11%	7%	18%	3%
Dufty	7%	7%	7%	4%	9%	7%	7%	7%	7%	6%	2%	12%	8%
Ting	6%	7%	5%	2%	6%	7%	10%	4%	8%	5%	3%	2%	11%
Another Candidate	17%	19%	16%	17%	18%	16%	19%	17%	17%	14%	18%	18%	22%
Undecided	30%	25%	35%	51%	32%	19%	15%	41%	17%	33%	25%	23%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	26%	30%	26%	19%	55%	45%	56%	5%	10%	29%

**3** Who would be your third choice? Please vote for a different candidate than you did for your first two choices.

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		Ed Lee	Alioto-P	Leland	Chiu	Herrera	Dufty	Ting	Ed Lee	Alioto-P	Leland	Chiu	Herrera	Dufty	Ting
Ed Lee	9%	0%	19%	18%	10%	24%	15%	**	0%	17%	10%	17%	17%	22%	**
Alioto-Pier	8%	15%	0%	9%	10%	12%	11%	**	15%	0%	18%	17%	10%	16%	**
Leland Yee	5%	10%	9%	0%	13%	4%	2%	**	9%	9%	0%	5%	6%	10%	**
Chiu	8%	6%	7%	20%	0%	12%	20%	**	14%	15%	15%	0%	16%	15%	**
Herrera	9%	9%	22%	14%	12%	0%	9%	**	16%	19%	2%	13%	0%	18%	**
Dufty	7%	13%	7%	9%	17%	12%	0%	**	7%	16%	7%	13%	18%	0%	**
Ting	6%	14%	3%	6%	13%	13%	0%	**	14%	4%	15%	15%	8%	5%	**
Another Candidate	17%	22%	23%	14%	12%	14%	20%	**	15%	14%	16%	17%	18%	12%	**
Undecided	30%	11%	10%	9%	12%	10%	23%	**	10%	6%	15%	3%	7%	2%	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	17%	12%	11%	10%	9%	8%	1%	12%	12%	5%	12%	10%	7%	3%

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		Ed Lee	Alioto-P	Leland	Chiu	Herrera	Dufty	Ting	Republi	Democr	Indepen	Conser	Modera	Liberal	Newso	Other C	Yes	No
Ed Lee	9%	100%	0%	0%	0%	0%	0%	0%	9%	9%	7%	14%	9%	9%	10%	9%	8%	10%
Alioto-Pier	8%	0%	100%	0%	0%	0%	0%	0%	5%	10%	6%	13%	8%	7%	9%	5%	8%	7%
Leland Yee	5%	0%	0%	100%	0%	0%	0%	0%	9%	5%	4%	7%	6%	4%	6%	4%	5%	5%
Chiu	8%	0%	0%	0%	100%	0%	0%	0%	5%	9%	7%	1%	12%	8%	11%	2%	9%	7%
Herrera	9%	0%	0%	0%	0%	100%	0%	0%	14%	8%	8%	10%	8%	10%	9%	11%	8%	10%
Dufty	7%	0%	0%	0%	0%	0%	100%	0%	6%	7%	10%	8%	8%	6%	6%	11%	9%	4%
Ting	6%	0%	0%	0%	0%	0%	0%	100%	4%	7%	5%	4%	6%	7%	5%	10%	6%	8%
Another Candidate	17%	0%	0%	0%	0%	0%	0%	0%	24%	17%	15%	29%	17%	14%	16%	21%	17%	17%
Undecided	30%	0%	0%	0%	0%	0%	0%	0%	23%	29%	37%	16%	25%	35%	29%	27%	30%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	8%	5%	8%	9%	7%	6%	11%	65%	21%	11%	42%	41%	72%	20%	72%	28%

### 3 Who would be your third choice? Please vote for a different candidate than you did for your first two choices.

536 Likely Voters Credibility Interval: +/-4.3 pct points	All	Income			Type Of Interview		
		< \$40K	\$40K -	> \$80K	CPO	CPA	Landlin
Ed Lee	9%	9%	9%	8%	2%	2%	11%
Alioto-Pier	8%	5%	5%	11%	1%	7%	10%
Leland Yee	5%	3%	7%	5%	1%	6%	6%
Chiu	8%	13%	10%	7%	2%	5%	10%
Herrera	9%	11%	6%	9%	3%	0%	11%
Dufty	7%	8%	5%	8%	4%	1%	8%
Ting	6%	7%	7%	6%	2%	0%	8%
Another Candidate	17%	10%	19%	19%	11%	2%	20%
Undecided	30%	34%	30%	28%	74%	78%	16%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	22%	30%	48%	18%	6%	77%

\*\* Too few respondents of this type were interviewed for this data to be meaningful.

# Results of SurveyUSA Election Poll #18032



Sponsor:

KPIX-TV (San Francisco)

Geography: City of San Francisco

Data Collected: 03/10/2011 - 03/15/2011

Release Date: 03/16/2011

Percentages

**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.