

# Results of SurveyUSA Election Poll #21851



Sponsor:

KPIX-TV (San Francisco)

Geography: City of Oakland

Data Collected: 10/17/2014 - 10/21/2014

Release Date: 10/22/2014

Percentages

**In Oakland CA, With Voting Underway, 5 Candidates out of 15 On Ballot Have a Chance To Be Elected Next Mayor:** 5 candidates running for Mayor of Oakland CA are in double-digits and have a chance to be elected on 11/04/14, according to SurveyUSA research conducted for KPIX-TV in San Francisco. The rules are complicated, and the winner will not be selected on the first ballot, nor necessarily be every voter's first choice. SurveyUSA's best read on the field is: \* Rebecca Kaplan at 19%.

\* Libby Schaaf at 17%.

\* Incumbent Jean Quan at 15%.

\* Joe Tuman at 15%.

\* Bryan Parker at 10%.

Any one of these 5 may emerge as the winner. Cell-phone respondents and home-phone respondents included in this research. SurveyUSA interviewed 620 city of Oakland adults 10/17/14 through 10/21/14. Of the adults, 557 were registered to vote. Of the registered voters, 515 were determined by SurveyUSA to be likely to return a ballot on or before the 11/04/14 deadline. 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 or other electronic device.

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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?

515 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race				Already Voted?	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Yes	No
Margin of Sampling Error: +/-4.4%															
Charles Williams	1%	1%	1%	1%	2%	0%	1%	1%	0%	2%	1%	0%	1%	2%	1%
Dan Siegel	3%	3%	3%	1%	2%	4%	6%	1%	5%	6%	3%	2%	1%	5%	3%
Rebecca Kaplan	19%	16%	23%	29%	13%	22%	14%	20%	19%	17%	19%	29%	13%	10%	21%
Jason Anderson	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	2%	0%	1%
Courtney Ruby	3%	3%	3%	2%	1%	6%	4%	1%	5%	4%	2%	3%	4%	1%	4%
Eric Wilson	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%
Saied Karamooz	1%	2%	0%	0%	2%	1%	1%	1%	1%	0%	3%	0%	0%	4%	1%
Pat McCullough	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%	2%	1%	0%	1%	1%
Nancy Sidebotham	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%	1%
Peter Liu	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%
Joe Tuman	15%	20%	11%	12%	11%	18%	19%	12%	19%	17%	6%	19%	22%	20%	14%
Ken Houston	1%	0%	2%	0%	0%	3%	0%	0%	2%	0%	1%	0%	3%	0%	1%
Bryan Parker	10%	7%	13%	9%	14%	9%	8%	12%	8%	7%	18%	5%	8%	16%	9%
Libby Schaaf	17%	19%	16%	7%	29%	15%	15%	19%	15%	30%	12%	8%	13%	18%	17%
Jean Quan	15%	19%	11%	25%	13%	10%	16%	19%	12%	6%	14%	29%	18%	19%	15%
Undecided	11%	7%	15%	11%	14%	9%	13%	12%	10%	10%	15%	4%	16%	4%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	48%	52%	21%	27%	33%	18%	49%	51%	32%	29%	21%	19%	14%	86%

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515 Likely & Actual Voters	All	2010 1st Choice				Party Affiliation			Ideology			Education			Income		
		Quan	Perata	Kaplan	Tuman	Republi	Democr	Indepen	Conser	Modera	Liberal	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K
Margin of Sampling Error: +/-4.4%																	
Charles Williams	1%	2%	1%	0%	0%	0%	1%	2%	6%	1%	0%	1%	2%	0%	1%	2%	0%
Dan Siegel	3%	3%	3%	5%	0%	1%	3%	4%	2%	2%	4%	2%	4%	3%	3%	6%	2%
Rebecca Kaplan	19%	14%	17%	53%	4%	1%	22%	17%	10%	20%	21%	35%	20%	18%	25%	16%	20%
Jason Anderson	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	2%	0%
Courtney Ruby	3%	4%	4%	1%	2%	9%	3%	2%	8%	3%	3%	7%	2%	3%	4%	3%	3%
Eric Wilson	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%
Saied Karamooz	1%	0%	2%	1%	0%	3%	1%	0%	3%	0%	1%	1%	2%	1%	3%	0%	0%
Pat McCullough	1%	1%	0%	1%	0%	2%	1%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%
Nancy Sidebotham	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%
Peter Liu	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%
Joe Tuman	15%	6%	17%	5%	54%	24%	11%	32%	14%	16%	16%	1%	13%	20%	11%	10%	21%
Ken Houston	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	1%	2%	2%	0%	2%	3%	0%
Bryan Parker	10%	10%	12%	10%	1%	2%	11%	9%	16%	8%	10%	15%	9%	9%	12%	12%	8%
Libby Schaaf	17%	16%	19%	17%	30%	14%	18%	13%	17%	20%	17%	4%	12%	22%	6%	14%	25%
Jean Quan	15%	30%	11%	3%	7%	28%	14%	13%	14%	18%	14%	23%	16%	11%	18%	15%	12%
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Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	27%	33%	12%	10%	7%	74%	17%	8%	39%	44%	10%	32%	58%	27%	26%	47%

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**2** Oakland voters will also be asked to vote for a 2nd choice candidate. Who is your 2nd choice for mayor?

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		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Yes	No
Margin of Sampling Error: +/-4.4%															
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Pat McCullough	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	2%	1%	3%	1%	1%
Nancy Sidebotham	2%	1%	2%	1%	2%	1%	2%	2%	1%	0%	3%	0%	3%	0%	2%
Peter Liu	2%	3%	1%	3%	4%	1%	1%	3%	1%	1%	1%	6%	3%	2%	2%
Joe Tuman	9%	8%	11%	6%	6%	12%	14%	6%	13%	18%	7%	4%	6%	16%	9%
Ken Houston	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	4%	1%	0%	3%	2%
Bryan Parker	10%	9%	10%	11%	7%	11%	9%	9%	10%	13%	9%	8%	9%	6%	10%
Libby Schaaf	15%	17%	14%	4%	17%	20%	17%	11%	19%	16%	10%	17%	20%	28%	13%
Jean Quan	10%	11%	9%	10%	12%	10%	6%	11%	9%	6%	11%	12%	13%	11%	10%
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Nancy Sidebotham	2%	3%	2%	0%	0%	0%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%
Peter Liu	2%	1%	5%	0%	0%	2%	3%	0%	2%	5%	1%	0%	3%	1%	4%	1%	1%
Joe Tuman	9%	8%	9%	11%	20%	20%	9%	7%	15%	9%	9%	10%	6%	11%	9%	7%	11%
Ken Houston	2%	2%	3%	0%	0%	3%	2%	0%	4%	1%	2%	0%	3%	1%	2%	5%	0%
Bryan Parker	10%	8%	12%	6%	16%	16%	9%	11%	13%	14%	6%	17%	8%	9%	9%	11%	10%
Libby Schaaf	15%	10%	18%	12%	27%	8%	11%	34%	13%	19%	12%	6%	15%	17%	12%	9%	20%
Jean Quan	10%	21%	4%	16%	2%	0%	11%	7%	14%	8%	11%	17%	12%	8%	14%	8%	9%
Undecided	18%	19%	13%	18%	3%	17%	20%	8%	11%	19%	15%	10%	18%	19%	20%	22%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	27%	33%	12%	10%	7%	74%	17%	8%	39%	44%	10%	32%	58%	27%	26%	47%

**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.