Results of SurveyUSA News Poll #21143

Geography: City of Oakland
Data Collected: 03/06/2014
Release Date: 03/06/2014
Percentages

Sponsor:
KPIX-TV (San Francisco)

Cell-phone and home-phone respondents included in this research: SurveyUSA interviewed 500 Oakland CA adults 03/06/14 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 unreachable on a home telephone 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				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/O	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	4-year	< $40K	$40K -	> $80K
Approve	24%	23%	26%	31%	14%	28%	25%	23%	26%	19%	24%	32%	26%	17%	30%	14%	23%	29%	23%	13%	31%	23%	27%	24%	23%
Disapprove	66%	68%	64%	57%	76%	66%	65%	66%	66%	73%	63%	66%	61%	80%	65%	66%	53%	68%	71%	84%	54%	71%	59%	69%	71%
Not Sure	10%	9%	10%	12%	9%	6%	10%	11%	8%	8%	13%	3%	13%	4%	5%	20%	24%	3%	6%	3%	15%	6%	14%	7%	5%
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%
Composition of Adults	100%	47%	53%	37%	30%	19%	14%	67%	33%	28%	34%	19%	19%	8%	65%	25%	10%	40%	42%	13%	37%	50%	30%	32%	38%

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

500 Adults	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	4-year	< $40K	$40K -	> $80K
Right Direction	25%	27%	22%	32%	16%	22%	29%	25%	25%	36%	20%	21%	21%	9%	29%	22%	15%	30%	24%	10%	27%	27%	32%	17%	27%
Wrong Track	64%	63%	65%	59%	72%	68%	57%	65%	63%	50%	69%	78%	64%	81%	62%	66%	57%	64%	65%	74%	67%	60%	58%	74%	62%
Not Sure	11%	9%	12%	9%	12%	10%	15%	10%	12%	14%	11%	1%	15%	10%	10%	12%	28%	6%	11%	16%	6%	12%	10%	10%	11%
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%
Composition of Adults	100%	47%	53%	37%	30%	19%	14%	67%	33%	28%	34%	19%	19%	8%	65%	25%	10%	40%	42%	13%	37%	50%	30%	32%	38%

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

500 Adults	All	Gender		Age				<50 / 50+		Race				Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.5 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	4-year	< $40K	$40K -	> $80K
Getting Better	15%	13%	16%	17%	9%	15%	19%	13%	17%	28%	6%	0%	24%	9%	16%	14%	6%	14%	19%	7%	13%	18%	15%	12%	18%
Getting Worse	49%	46%	52%	59%	37%	50%	44%	49%	48%	36%	54%	74%	34%	71%	50%	42%	53%	47%	47%	70%	55%	40%	55%	53%	40%
Staying The Same	36%	41%	32%	24%	53%	35%	36%	37%	35%	35%	40%	25%	42%	19%	34%	44%	41%	39%	33%	24%	32%	41%	30%	35%	42%
Not Sure	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
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%
Composition of Adults	100%	47%	53%	37%	30%	19%	14%	67%	33%	28%	34%	19%	19%	8%	65%	25%	10%	40%	42%	13%	37%	50%	30%	32%	38%

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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				Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	4-year	< $40K	$40K -	> $80K
Crime	71%	70%	71%	83%	62%	68%	61%	73%	65%	76%	63%	80%	69%	87%	75%	53%	54%	75%	70%	81%	74%	66%	65%	69%	76%
Cost Of Owning Home	4%	4%	4%	5%	4%	2%	4%	5%	3%	4%	9%	0%	0%	1%	4%	5%	9%	2%	5%	4%	2%	6%	7%	7%	1%
Education	8%	10%	6%	3%	14%	4%	12%	8%	8%	10%	6%	1%	15%	1%	8%	10%	1%	9%	10%	1%	6%	11%	3%	9%	9%
Homelessness	1%	0%	2%	0%	1%	2%	5%	0%	3%	2%	2%	1%	0%	0%	1%	2%	5%	1%	1%	0%	2%	1%	3%	2%	0%
Jobs / Economy	10%	11%	9%	3%	12%	16%	13%	7%	15%	4%	10%	17%	11%	9%	7%	18%	15%	7%	11%	10%	5%	13%	7%	11%	12%
Public Transportation	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Traffic / Parking	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	2%	0%	0%	1%	0%	0%
Other	5%	3%	6%	6%	4%	5%	3%	5%	4%	2%	10%	1%	4%	2%	4%	9%	15%	5%	3%	0%	9%	3%	11%	2%	2%
Not Sure	1%	0%	2%	0%	2%	1%	1%	1%	1%	2%	1%	0%	1%	0%	0%	2%	0%	1%	0%	2%	2%	0%	3%	0%	0%
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%
Composition of Adults	100%	47%	53%	37%	30%	19%	14%	67%	33%	28%	34%	19%	19%	8%	65%	25%	10%	40%	42%	13%	37%	50%	30%	32%	38%

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.