Results of SurveyUSA Election Poll #21863

Geography: City of San Jose
Data Collected: 10/20/2014 - 10/23/2014
Release Date: 10/24/2014
Percentages

SURVEY USA

10 Days till Votes Are Counted in San Jose CA, Dave Cortese May Have Ever-So-Slight Advantage Over Sam Liccardo for Mayor: In an election for the open seat of Mayor of San Jose CA today, 10/24/14, County Supervisor Dave Cortese appears to have a slight advantage over Councilman Sam Liccardo, according to SurveyUSA research conducted for KPIX-TV in San Francisco. Cortese is at 44%, Liccardo is at 38%, but 19% are undecided, with voting underway. In a low-turnout municipal election, every vote is critical. Women and Asian-Americans are a core part of Cortese's constituency. White voters favor Liccardo. Hispanic Americans split. Asian-Americans back Cortese by more than 2:1. Men split. Women back Cortese by 14 points. Republicans, conservatives and independents favor Liccardo. Democrats, moderates and liberals favor Cortese. Cortese leads among lower-income and lesser-educated voters. Liccardo has a narrow advantage among the most educated and the most affluent. Among respondents who tell SurveyUSA they have already returned a ballot, the contest is effectively tied, 44% for Cortese, 43% for Liccardo. Among respondents who have not yet returned a ballot but who promise to do so before the deadline, Cortese has a 7-point advantage.. **Cell-phone respondents and home-phone respondents included in this research.** SurveyUSA interviewed 750 city of San Jose CA adults 10/20/14 through 10/23/14. Of the adults, 594 were registered to vote. Of the registered, 540 were determined by SurveyUSA to have already returned a ballot, or to be likely to do so before Election Day. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (85% of likely voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (15% of likely voters) were shown a questionnaire on their smartphone, tablet or other electronic device. Outgoing Mayor Chuck Reed is term-limited.

1 | If the election for San Jose Mayor were today, and you were filling out your ballot right now, who would you vote for? (candidate names rotated) Dave Cortese? Or Sam Liccardo?

540 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race				Already Voted?		Party Affiliation		
Margin of Sampling Error: +/-4.3%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Yes	No	Republi	Democr	Indepen
Dave Cortese	44%	42%	45%	38%	47%	50%	34%	43%	44%	38%	**	41%	51%	44%	43%	40%	51%	32%
Sam Liccardo	38%	44%	31%	36%	36%	35%	47%	36%	39%	47%	**	43%	24%	43%	36%	51%	31%	42%
Undecided	19%	14%	24%	25%	17%	15%	19%	21%	16%	15%	**	16%	25%	12%	20%	10%	18%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	52%	48%	26%	28%	30%	17%	54%	46%	37%	3%	28%	33%	19%	81%	21%	54%	24%

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540 Likely & Actual Voters	All	Ideology			Education			Income			Cell Phone / Lan	
Margin of Sampling Error: +/-4.3%		Conser	Modera	Liberal	High Sc	Some C	4-year	< $40K	$40K -	> $80K	Cell Ph	Landlin
Dave Cortese	44%	34%	45%	49%	48%	48%	40%	48%	45%	42%	47%	43%
Sam Liccardo	38%	56%	34%	36%	29%	33%	43%	36%	29%	44%	26%	40%
Undecided	19%	11%	21%	14%	23%	19%	16%	16%	26%	14%	27%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	18%	49%	27%	8%	34%	57%	16%	28%	56%	15%	85%

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

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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.