



September 27, 2010

MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: ALAMEDA, CA SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a survey of 383n likely general election voters in the City of Alameda, California. The interviews were conducted September 20th through September 21st, 2010. This survey has a margin of error of +/- 4.98% at the 95 percent confidence interval.

TA. Are you registered to vote at this address?

Yes.....100%

TC. How likely are you to vote in the November election for US Senate, Governor and Alameda City Council?

Extremely Likely..... 66%
Very Likely 28%
Somewhat Likely 6%

Thinking now about issues facing the City of Alameda.....

T1. In your own words, tell me what issue or problem that you think is the top priority that the Alameda City Council should be addressing the most?

*Verbatim responses are in a separate document.

T2. And among the following list of issues, which do you think should be the top priority that the Alameda City Council should be addressing the most?

Bringing new jobs to Alameda.....	34%
City spending.....	22%
Wasting tax payer dollars.....	9%
Poor city management.....	8%
Government transparency	7%
Other	7%
Corruption in City Hall.....	5%
The city email retention policy	0%
Don't know/Refused.....	8%

T3. And what do you think is the second most important issue that the Alameda City Council should be addressing the most? (RESPONSE FROM T2 REMOVED)

City spending.....	21%
Bringing new jobs to Alameda.....	16%
Poor city management.....	15%
Wasting tax payer dollars.....	13%
Government transparency	12%
Other	9%
Corruption in City Hall.....	8%
The city email retention policy	1%
Don't know/Refused.....	5%

T4. And what do you think is the third most important issue that the Alameda City Council should be addressing the most? (RESPONSE FROM T2 AND T3 REMOVED)

Government transparency	15%
Bringing new jobs to Alameda.....	15%
Wasting tax payer dollars.....	14%
Poor city management.....	14%
City spending.....	13%
Other	11%
Corruption in City Hall.....	7%
The city email retention policy	2%
Don't know/Refused.....	9%



COMBINED TOP 3 ISSUE PREFERENCE RESPONSES AMONG ALL VOTERS

Bringing new jobs to Alameda.....	22%
City spending.....	19%
Wasting tax payer dollars.....	12%
Poor city management.....	12%
Government transparency	11%
Other	9%
Corruption in City Hall.....	7%
The city email retention policy	1%
Don't know/Refused.....	7%

Thinking now about the upcoming November election.....

T5. If the election for Mayor of Alameda was being held today, for whom would you vote if the candidates were Tony Daysog, Doug Dehaan, Marie Gilmore, Kenneth Kahn, or Frank Matarrese?

Marie Gilmore	18%
Doug Dehaan	17%
Frank Matarrese	10%
Tony Daysog.....	8%
Kenneth Kahn	2%
Undecided/don't know.....	42%
Refused	3%

D1. AGE

18-34.....	9%
35-44.....	16%
45-54.....	23%
55-64.....	23%
65+	26%
Refused	3%



D2. Are you registered to vote as a Republican, a Democrat, an independent voter, or are you registered with another party?

Democrat	60%
Republican.....	20%
Independent/Other	17%
Don't know/Refused.....	3%

D3. Again for statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or another ethnic group?

White	59%
Hispanic.....	11%
Asian	11%
Another ethnic group	11%
Black.....	7%
Don't know/Refused.....	1%

D4. Gender

Female.....	56%
Male.....	44%

