

# MURPHY TOPS PRIMARY FIELD, BUT FACES NOV REMATCH WITH ROBERTS

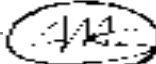
\* EXCLUSIVE SURVEYUSA RESEARCH RESULTS \*

YOU MUST CREDIT SURVEYUSA IF YOU AIR, CITE

OR REPRINT THESE RESULTS IN WHOLE OR PART

## INCUMBENT WELL SHORT OF 50%, BUT HAS 8 MOS BEFORE GENERAL ELEX TO BUILD SUPPORT

- \* IN A PRIMARY FOR MAYOR OF SAN DIEGO HELD TODAY, 4 DAYS TO THE 3/2 VOTE, INCUMBENT DICK MURPHY AND CHALLENGER RON ROBERTS ARE HEADED FOR A NOVEMBER RUNOFF, ACCORDING TO THIS EXCLUSIVE KGTV-TV POLL OF 606 CERTAIN VOTERS, CONDUCTED 2/24-2/26 BY SURVEYUSA.
- \* MURPHY GETS 38% TO 28% FOR ROBERTS. PETER Q. DAVIS GETS 19% & JIM BELL GETS 7%.
- \* COMPARED TO AN IDENTICAL POLL 2 WKS AGO: MURPHY DOWN 4 PTS, ROBERTS UP 4, DAVIS UP 5.
- \* 4 YEARS AGO, MURPHY EDGED ROBERTS IN NOVEMBER AFTER FINISHING 2ND TO HIM IN PRIMARY.
- \* MURPHY HAS BALANCED SUPPORT ACROSS ALL GROUPS. ROBERTS IS 2ND IN ALL GROUPS.
- \* DAVIS HAS IMPROVED THE MOST BUT ROBERTS HAS STAYED AHEAD FOR THE 2ND RUNOFF SPOT.

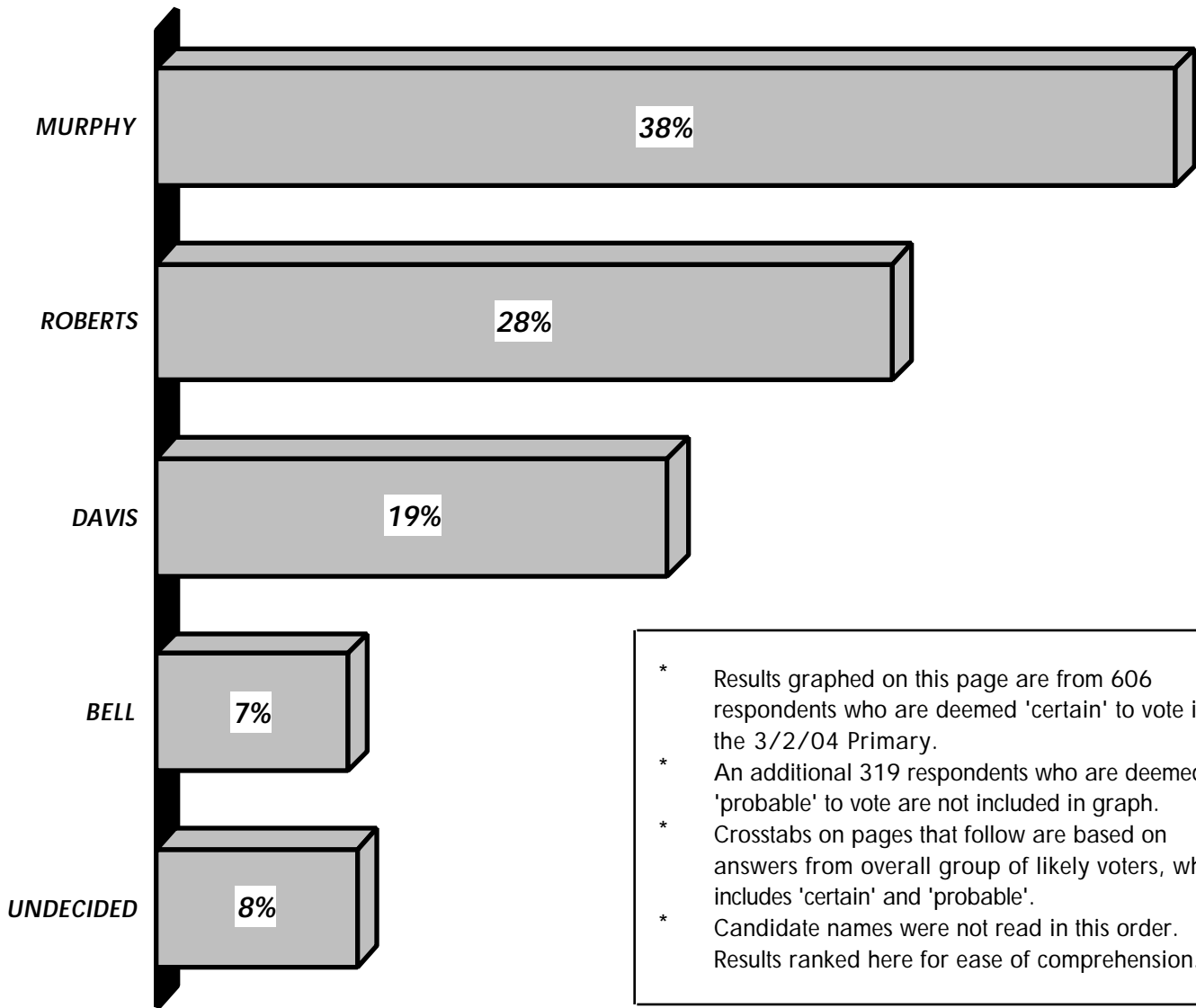
<b>RESEARCH CONDUCTED E.T.</b>	040224 18:30-23:59 040225 18:42-23:58 040226 12:00-23:59 ET	<b>APPROVED</b>
<b>RESPONDENTS DRAWN FROM</b>	THE CITY OF SAN DIEGO	
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING, INC.	

**RESEARCH CONDUCTED FOR KGTV-TV SAN DIEGO**

**VOTE FOR MAYOR / ALL CERTAIN VOTERS**

VOTERS IN SAN DIEGO WILL VOTE FOR MAYOR IN A PRIMARY ON TUESDAY.

IF THE SAN DIEGO MAYORAL PRIMARY WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? JIM BELL? PETER Q. DAVIS? DICK MURPHY? OR RON ROBERTS?

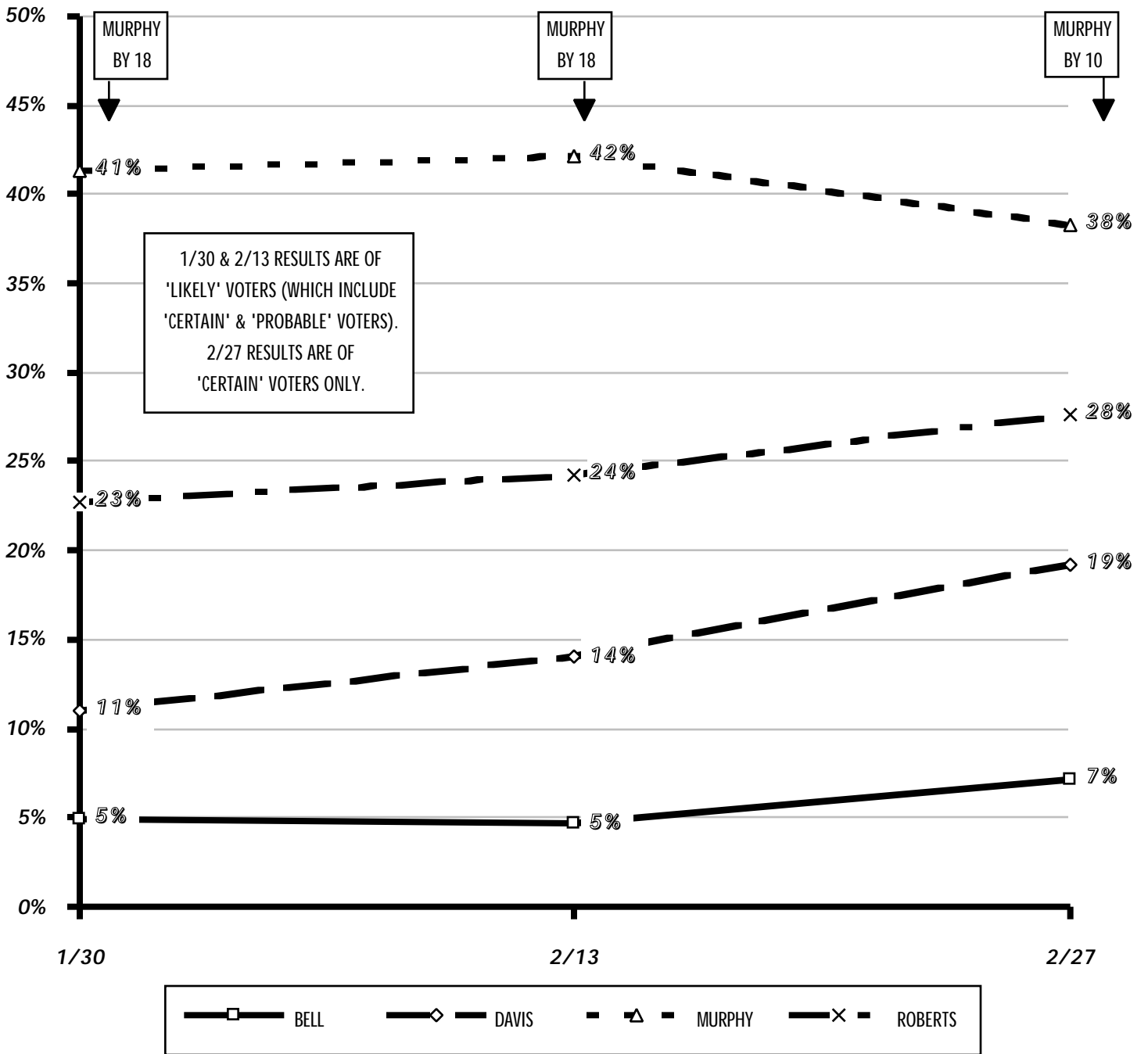


\* Results graphed on this page are from 606 respondents who are deemed 'certain' to vote in the 3/2/04 Primary.  
 \* An additional 319 respondents who are deemed 'probable' to vote are not included in graph.  
 \* Crosstabs on pages that follow are based on answers from overall group of likely voters, which includes 'certain' and 'probable'.  
 \* Candidate names were not read in this order. Results ranked here for ease of comprehension.

THIS IS A SURVEY OF	606	CERTAIN VOTERS FROM THE CITY OF SAN DIEGO
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 4.1%	A LARGER ± APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

VOTE FOR MAYOR / ALL CERTAIN VOTERS



VOTE FOR MAYOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	CERTAIN	PROBABLE	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 44	AGE 45 - 64	AGE 65+	WHITE	BLACK	HI SPANI C	OTHER		
	<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>														
BELL	7%	7%	7%	9%	5%	10%	6%	7%	6%	8%	6%	8%	5%		
DAVIS	19%	15%	18%	18%	17%	15%	17%	21%	17%	18%	20%	19%	14%		
MURPHY	38%	43%	40%	40%	40%	44%	40%	37%	40%	39%	43%	37%	45%		
ROBERTS	28%	24%	26%	28%	25%	20%	27%	28%	32%	26%	21%	30%	24%		
UNDECI DED	8%	12%	9%	5%	13%	11%	11%	8%	5%	9%	10%	6%	12%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	CERTAIN	PROBABLE	OVERALL	MALE	FEMALE	AGE 18 - 34	AGE 35 - 44	AGE 45 - 64	AGE 65+	WHITE	BLACK	HI SPANI C	OTHER		
	<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>														
BELL	100	100	100	131	70	133	85	92	84	105	79	112	67		
DAVIS	109	83	100	103	97	86	95	117	98	101	113	106	82		
MURPHY	96	108	100	99	101	109	99	93	100	99	107	93	113		
ROBERTS	105	90	100	106	95	78	102	107	120	100	80	114	91		
UNDECI DED	84	130	100	56	141	126	121	86	57	100	117	72	129		

VOTE FOR MAYOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 OTHER  
 CONSERVATIVE  
 MODERATE  
 LIBERAL

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

BELL	7%	3%	9%	11%	5%	5%	14%							
DAVIS	18%	20%	16%	16%	19%	20%	14%							
MURPHY	40%	39%	41%	40%	36%	43%	40%							
ROBERTS	26%	29%	26%	22%	32%	25%	22%							
UNDECIDED	9%	8%	8%	11%	9%	7%	10%							
	100%	100%	100%	100%	100%	100%	100%							

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

BELL	100	46	129	151	65	72	195							
DAVIS	100	114	92	93	105	112	78							
MURPHY	100	98	102	101	90	108	101							
ROBERTS	100	110	98	83	122	95	83							
UNDECIDED	100	92	93	121	96	78	114							

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 OTHER  
 CONSERVATIVE  
 MODERATE  
 LIBERAL





The following is a material part of this report and should be included when data is referenced:

How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. All respondents heard the questions asked identically. Page 1 of this report contains: the geography that was surveyed; the dates interviews were conducted; the news organization that paid for the research; and the name of the random sample provider. The universe of respondents and the margin of error are stated on Page 2 of this report, and if restated on one or more subsequent pages, it is because the universe and margin of error changed for those subsequent questions. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ. These statements conform to the principles of disclosure of the National Council on Public Polls.