

# LA MAYOR PRIMARY: VILLARAIGOSA PULLS AWAY; 3-WAY FIGHT FOR 2ND



## WILL HAHN, PARKS OR HERTZBERG GET THEIR VOTERS TO POLLS? ANY 1 OF 3 COULD ADVANCE

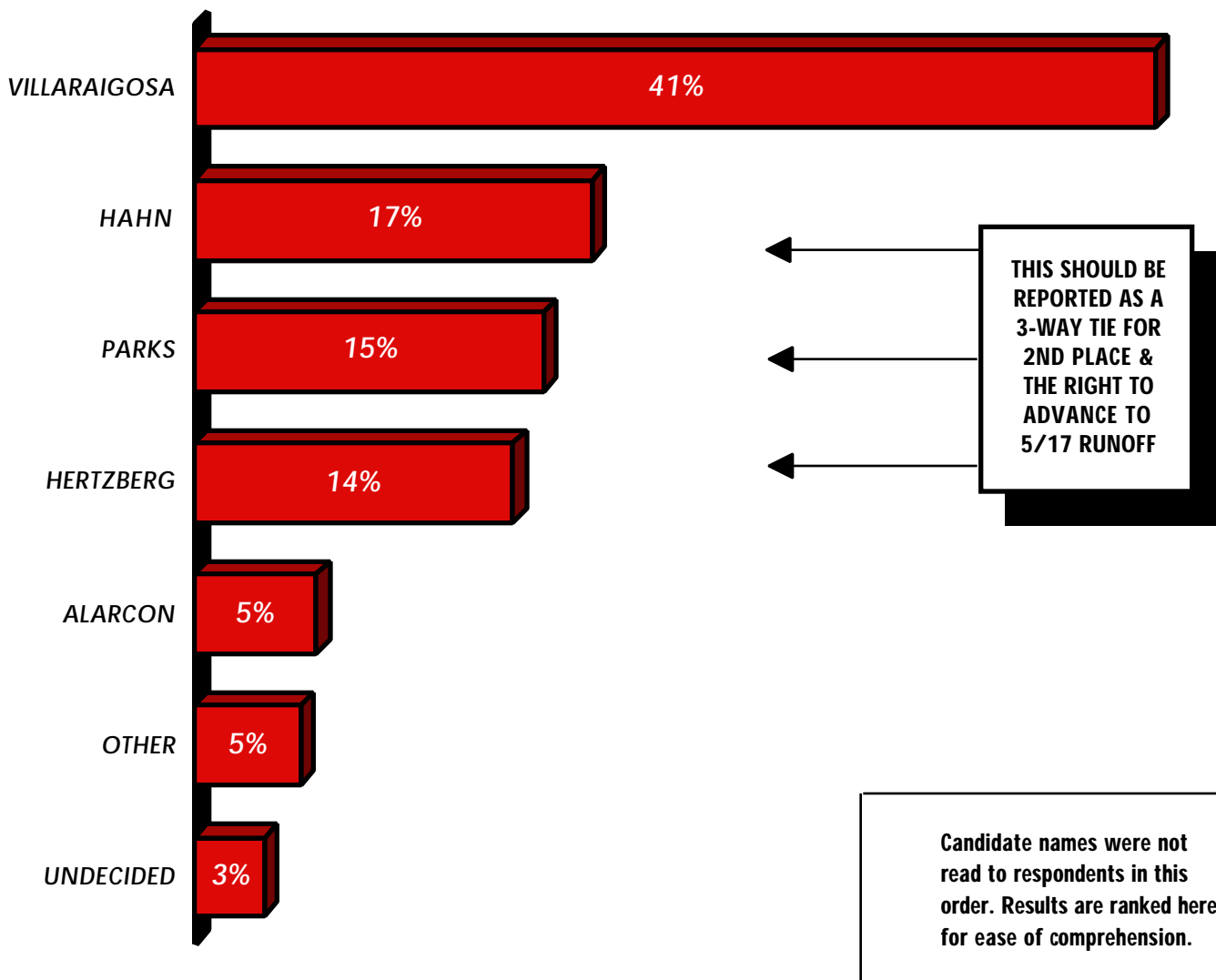
- ☛ IN A PRIMARY FOR MAYOR OF LOS ANGELES TODAY, ELECTION EVE, ANTONIO VILLARAIGOSA WINS, BUT JAMES HAHN, BERNARD PARKS & BOB HERTZBERG TIE FOR 2ND & THE RIGHT TO ADVANCE TO RUNOFF, ACCORDING TO EXCLUSIVE KABC-TV POLL OF 432 CITY VOTERS CONDUCTED 3/4 TO 3/6.
- ☛ HAHN, PARKS & HERTZBERG BACKED BY DISTINCT CONSTITUENCIES. THE ONE WHOSE SUPPORTERS TURNOUT DISPROPORTIONATELY WILL FACE VILLARAIGOSA ON 5/17. INCUMBENT HAHN BACKED BY OLDEST VOTERS & BY CONSERVATIVES. PARKS BACKED BY BLACKS, MODERATES & THOSE WITH NO COLLEGE. HERTZBERG BACKED BY MALES, REPUBLICANS, INDYS & THE MOST EDUCATED.
- ☛ CULTURALLY DIVERSE FIELD IS DIFFICULT TO HANDICAP. COMPELLING CASE CAN BE MADE FOR ANY 1 OF 3 BUNCHED CANDIDATES TO SURPRISE OR DISAPPOINT TOMORROW. VILLARAIGOSA SOLID.

RESEARCH CONDUCTED E.T.	050304 18: 31- 23: 55 050305 15: 03- 23: 54 050306 17: 01- 23: 54 ET
RESPONDENTS DRAWN FROM	CITY OF LOS ANGELES
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KABC-TV LOS ANGELES

**Q1: VOTE FOR MAYOR / ALL LIKELY VOTERS**

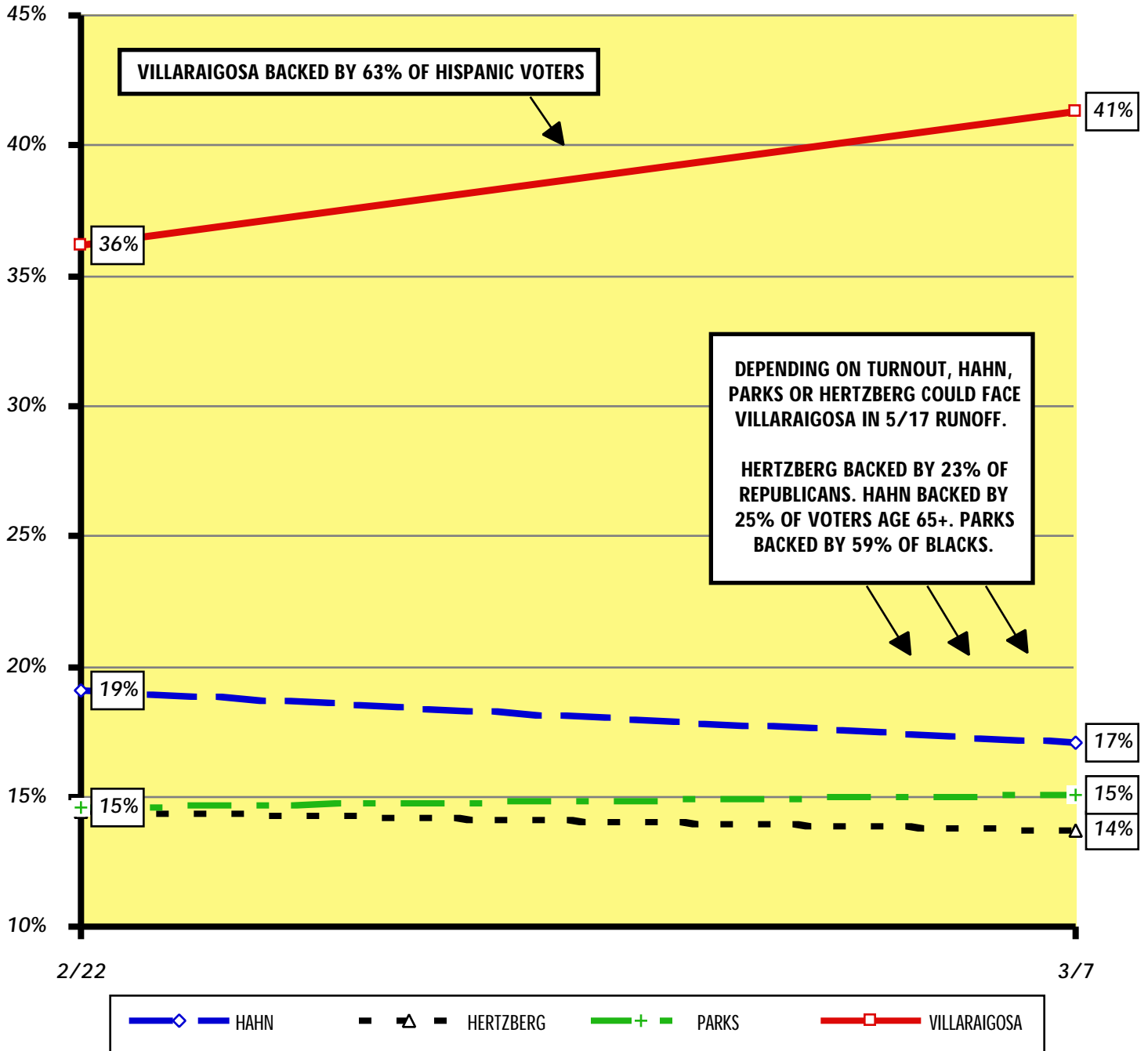
VOTERS IN LOS ANGELES WILL VOTE FOR MAYOR IN A PRIMARY ON MARCH 8TH. IF THE LOS ANGELES MAYORAL PRIMARY WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? RICHARD ALARCON? JAMES HAHN? BOB HERTZBERG? BERNARD PARKS? ANTONIO VILLARAIGOSA? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	<b>432</b>	LIKELY VOTERS FROM CITY OF LOS ANGELES
OVERALL RESULTS CONSIDERED SIGNIFICANT	<b>±4.8%</b>	A LARGER ± APPLIES TO SUBPOPULATIONS

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

Q1: VOTE FOR MAYOR / ALL LIKELY VOTERS



Q1: VOTE FOR MAYOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
ALARCON	5%	6%	5%	6%	5%	8%	2%	4%	1%	8%	3%				
HAHN	17%	15%	20%	14%	14%	19%	25%	19%	15%	16%	13%				
HERTZBERG	14%	16%	11%	9%	14%	19%	12%	27%	5%	2%	6%				
PARKS	15%	13%	18%	11%	16%	17%	18%	7%	59%	7%	28%				
VILLARAIGOSA	41%	43%	40%	51%	46%	31%	33%	34%	13%	63%	27%				
OTHER	5%	5%	4%	5%	3%	3%	7%	5%	3%	2%	15%				
UNDECIDED	3%	3%	3%	4%	3%	2%	3%	3%	4%	2%	8%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
ALARCON	100	113	87	107	89	145	41	80	18	160	61				
HAHN	100	86	114	81	82	113	144	113	90	93	74				
HERTZBERG	100	120	80	67	102	139	90	198	35	12	45				
PARKS	100	84	117	73	104	113	119	50	393	46	185				
VILLARAIGOSA	100	103	97	123	111	76	79	83	32	152	65				
OTHER	100	110	90	118	70	75	162	106	58	54	331				
UNDECIDED	100	86	114	136	92	73	97	95	125	60	264				

Q1: VOTE FOR MAYOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	CONSERVATIVE	MODERATE	LIBERAL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE				
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
ALARCON	5%	9%	5%	5%	9%	5%	5%	3%	4%	7%	8%				
HAHN	17%	24%	15%	20%	21%	19%	14%	20%	17%	14%	17%				
HERTZBERG	14%	23%	11%	18%	16%	18%	10%	19%	18%	9%	6%				
PARKS	15%	11%	17%	11%	17%	19%	10%	12%	12%	18%	21%				
VILLARAIGOSA	41%	19%	48%	33%	26%	32%	55%	38%	43%	44%	41%				
OTHER	5%	11%	3%	8%	10%	4%	3%	6%	3%	5%	3%				
UNDECIDED	3%	3%	2%	5%	1%	3%	3%	2%	4%	3%	3%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	CONSERVATIVE	MODERATE	LIBERAL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE				
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
ALARCON	100	172	86	96	180	90	88	58	73	128	161				
HAHN	100	141	87	116	121	114	81	116	98	80	102				
HERTZBERG	100	169	77	132	118	132	71	140	131	67	42				
PARKS	100	76	112	72	111	125	67	79	77	119	139				
VILLARAIGOSA	100	46	116	79	62	78	134	92	103	106	100				
OTHER	100	232	56	179	219	92	65	141	68	116	62				
UNDECIDED	100	85	82	171	41	90	108	56	129	116	110				





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.