

PERFECT STORM: SAN DIEGO MAYOR IS 3-WAY TIE; WRITE-IN FRYE VIABLE



5 DAYS TO ELECTION ... MURPHY 31%, ROBERTS 30%, WRITE-IN CANDIDATE FRYE 29% ... 10% WILD-CARD

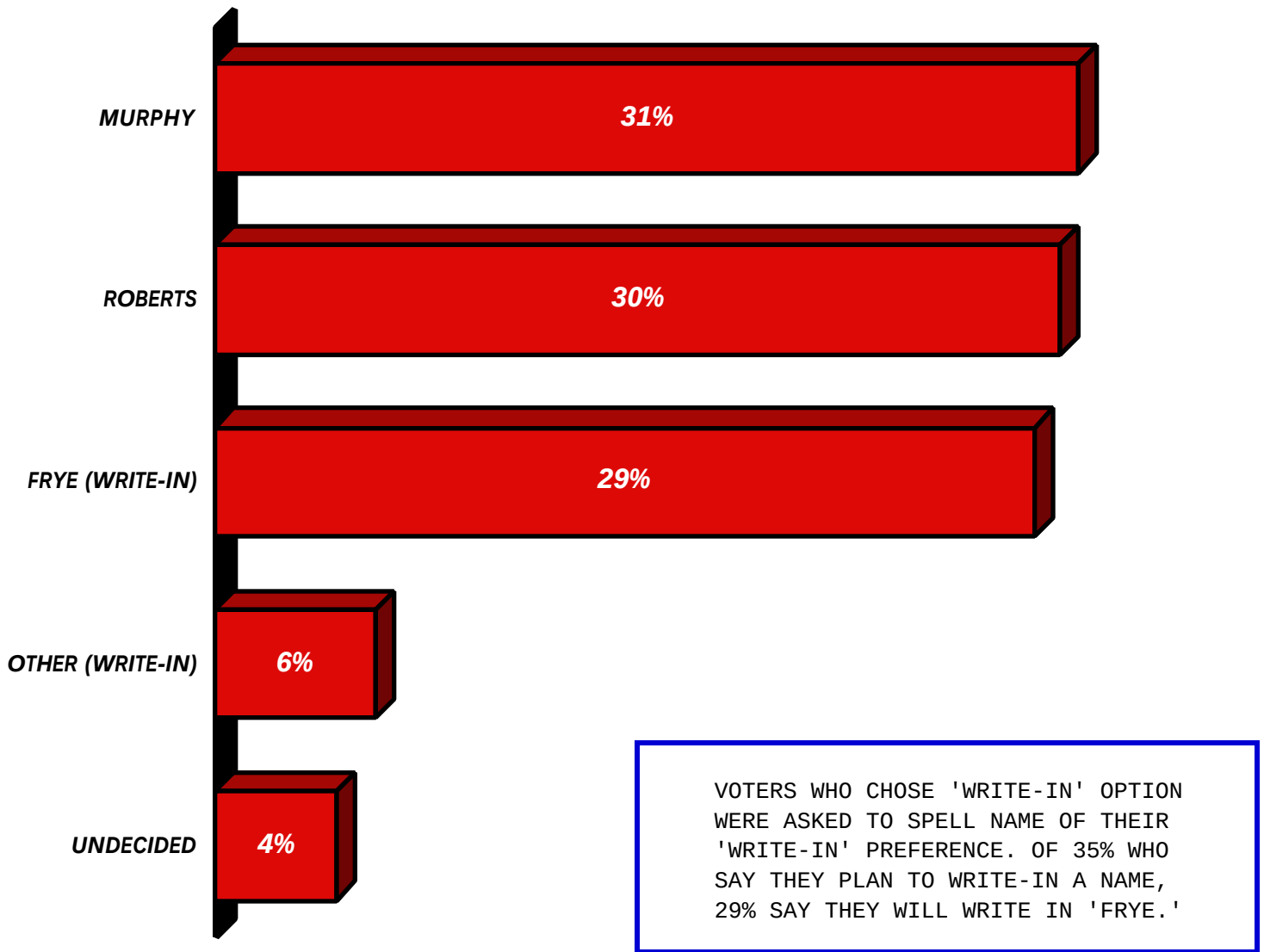
- ➡ 5 DAYS TO THE ELECTION & THE SAN DIEGO MAYOR'S RACE IS A FREE-FOR-ALL, ACCORDING TO A SURVEYUSA POLL OF 522 LIKELY VOTERS CONDUCTED 10/25 - 10/27. INCUMBENT DICK MURPHY, CHALLENGER RON ROBERTS & WRITE-IN CANDIDATE DONNA FRYE TIE IN VOLATILE PHOTO-FINISH.
- ➡ MURPHY GETS 31% TODAY, ROBERTS 30%, FRYE 29%. THOUGH 4 TRACKING POLLS HAVE BEEN CONDUCTED, ONLY TODAY'S QUESTIONNAIRE ALLOWED LIKELY VOTERS TO EXPRESSLY NAME A WRITE-IN CANDIDATE. 35% SAY THEY WILL WRITE-IN A NAME, 29% WRITE-IN FRYE.
- ➡ MURPHY'S SUPPORT HAS STEADILY DECLINED FROM 48% ON 8/27 TO 31% TODAY. ROBERTS'S SUPPORT HAS DECLINED FROM 46% ON 9/30 TO 30% TODAY. FRYE HAS COME FROM NOWHERE TO 29% TODAY, BUT WRITING-IN A CANDIDATE'S NAME REQUIRES EXTRA EFFORT & UNIQUE MOTIVATION. IMPOSSIBLE TO HANDICAP. SURVEYUSA CAN ONLY GUESS WHAT MIGHT HAPPEN ON ELECTION DAY.

RESEARCH CONDUCTED E.T.	041025 18:33-23:46 041026 18:36-23:49 041027 18:31-23:50 ET
RESPONDENTS DRAWN FROM	THE CITY OF SAN DIEGO
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KGTV-TV SAN DIEGO

VOTE FOR MAYOR / ALL LIKELY VOTERS

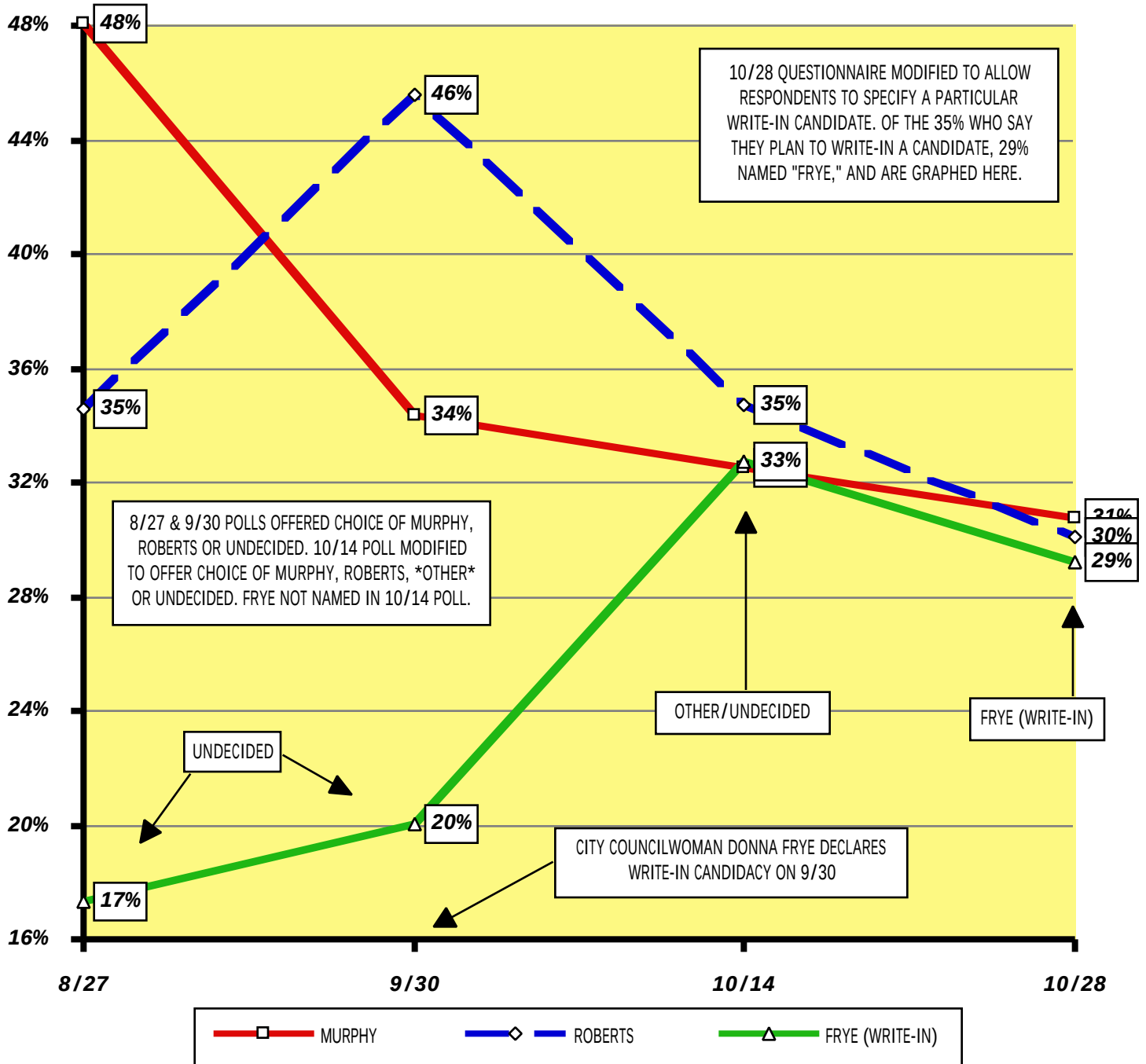
ON NOVEMBER 2ND, VOTERS IN SAN DIEGO WILL ELECT A MAYOR. IF THE ELECTION FOR MAYOR OF SAN DIEGO WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? DICK MURPHY? RON ROBERTS? OR...WOULD YOU WRITE IN THE NAME OF SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	522	LIKELY VOTERS FROM THE CITY OF SAN DIEGO
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 4.4 %	A LARGER ± APPLIES TO SUBPOPULATIONS

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

VOTE FOR MAYOR / ALL LIKELY VOTERS



VOTE FOR MAYOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

[illegible][illegible]

OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN / OTHER
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VOTE FOR MAYOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

[illegible][illegible]

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RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE $\pm 10\%$. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

[illegible]

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[illegible]

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.