

Results of SurveyUSA Election Poll #13819

Geography: City of San Diego, CA
 Data Collected: 04/28/2008 - 04/30/2008
 Release Date: 05/01/2008

Rematch: Sanders and Francis Well Positioned to Advance in San Diego Mayor Primary: In a primary election for San Diego Mayor today, 05/01/08, incumbent Mayor Jerry Sanders narrowly edges North County businessman Steve Francis 40% to 36%, within the survey's margin of sampling error, according to this latest SurveyUSA poll conducted exclusively for KGTV in San Diego. Three other candidates are in single digits; 17% of likely voters are undecided. Among men, Sanders and Francis tie. Among women, Sanders leads by 8. Among voters age 18 to 49, Sanders leads by 11; among voters age 50+, the two are effectively even. Among Republicans, Sanders leads by 16; among Democrats, Francis leads by 4. Among independents, they tie. San Diego mayor is a non-partisan office; Sanders and Francis are both Republicans.

Filtering: SurveyUSA interviewed 1,000 adults from the city of San Diego. Of the adults, 835 were registered to vote. Of the registered voters, 514 were determined by SurveyUSA to be likely to vote in the 06/03/08 Primary. Early voting in the primary begins 05/05/08. If no candidate receives a 50% plus 1 vote in the primary, the top two finishers will advance to a runoff election in November. With 16% of likely voters undecided, it is still possible that one candidate may reach 50%, though as things stand now, a runoff is likely.

1 If the primary for mayor were today, would you vote for ... (names rotated) Eric Bidwell? Steve Francis? James Hart? Floyd Morrow? Or, Jerry Sanders?

514 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepen
Margin of Sampling Error: +/-4.4%																
Bidwell	2%	3%	2%	0%	4%	2%	2%	3%	2%	1%	4%	3%	7%	1%	3%	2%
Francis	36%	38%	33%	34%	29%	40%	41%	30%	41%	34%	47%	47%	27%	34%	38%	34%
Hart	2%	3%	1%	1%	2%	3%	1%	2%	2%	1%	6%	1%	4%	1%	1%	6%
Morrow	4%	5%	2%	8%	3%	2%	4%	5%	3%	3%	5%	7%	4%	2%	5%	5%
Sanders	40%	39%	41%	33%	44%	37%	41%	41%	39%	42%	22%	29%	46%	50%	34%	34%
Undecided	17%	12%	21%	24%	18%	16%	10%	20%	14%	18%	15%	13%	12%	12%	19%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	16%	32%	29%	23%	48%	52%	70%	6%	13%	11%	35%	43%	17%

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514 Likely Voters	All	Ideology		
		Conser	Moder	Liberal
Margin of Sampling Error: +/-4.4%				
Bidwell	2%	2%	1%	4%
Francis	36%	41%	37%	30%
Hart	2%	1%	2%	2%
Morrow	4%	1%	3%	6%
Sanders	40%	42%	41%	39%
Undecided	17%	13%	16%	19%
Total	100%	100%	100%	100%
Composition of Likely Voters	100%	29%	38%	22%

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Sponsor:

KGTV-TV (San Diego)

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Statement of Methodology: The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA 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. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. 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 sampling 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.