



Political Campaign Software

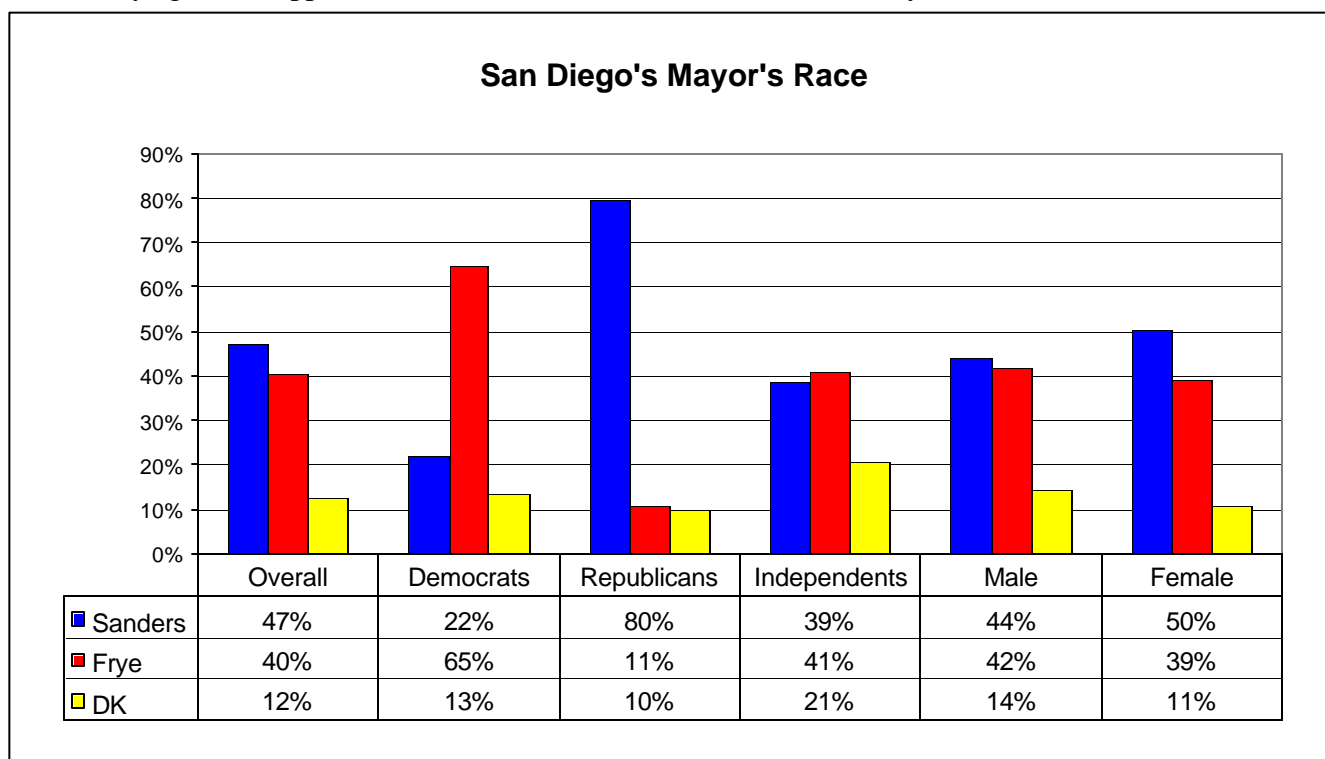
### Datamar Survey

Date: October 5, 2005

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619-579-8244

## Sanders Maintains Lead Over Frye Aguirre Riding High With Voters

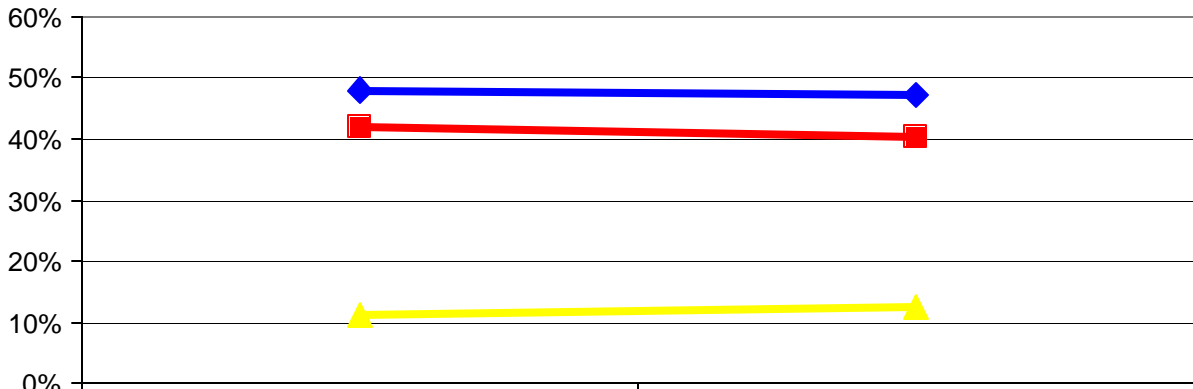
San Diego – In a poll released today by Datamar Inc., Jerry Sanders maintains his lead over Donna Frye in the race for San Diego mayor, 47% to 40%. Although non-partisan, the race is sharply divided among political parties, with Frye leading among Democrats 65% to 22% for Sanders. Sanders’ lead among Republicans is 80% to 11% for Frye, with Independents favoring Frye 41% to Sanders’ 39%. Sanders leads with males 50% and with females 42%, while Frye garners support from 39% of males and 42% of females. ‘Frye and Sanders seem to have



solidified their base,” stated Richard Babcock of Datamar Inc. “I think we will see the two campaigns working on the undecided voters over the next month. Independent voters are living up to their name with the percentage of undecided at a high 21% a month before the election.”

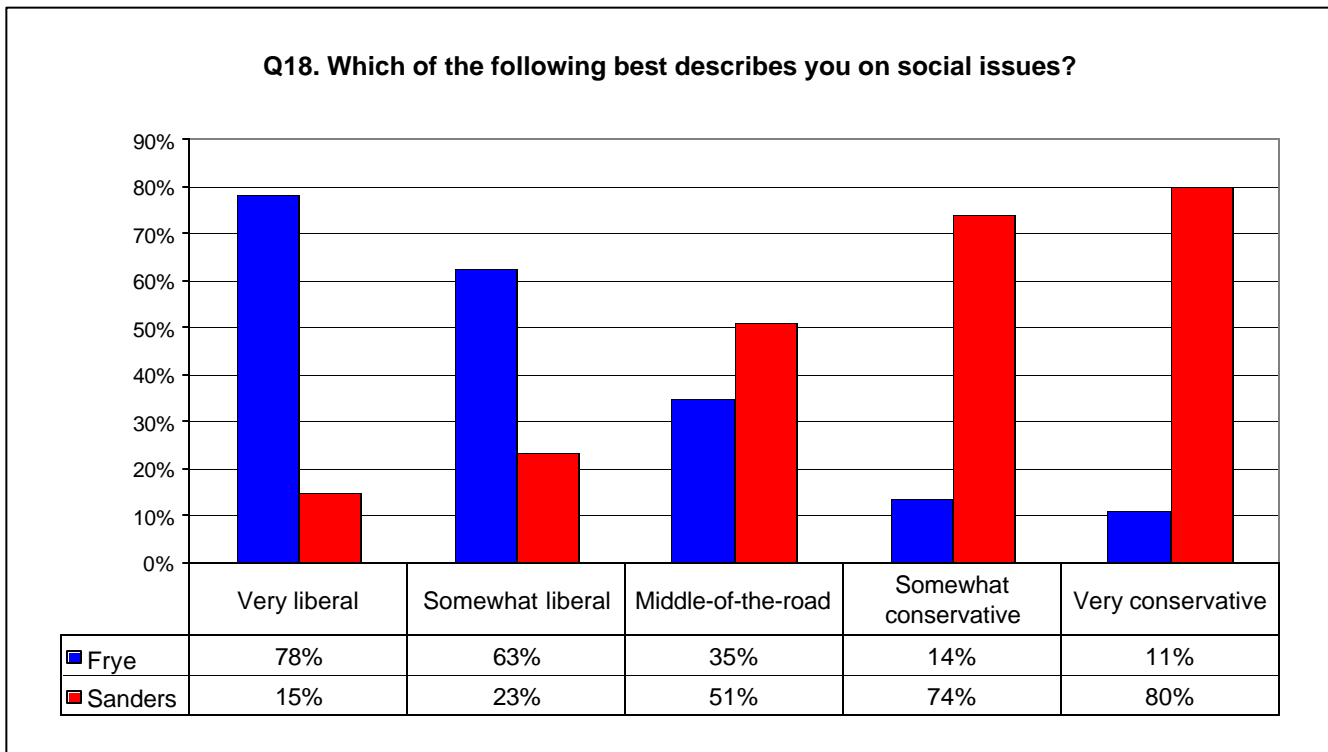
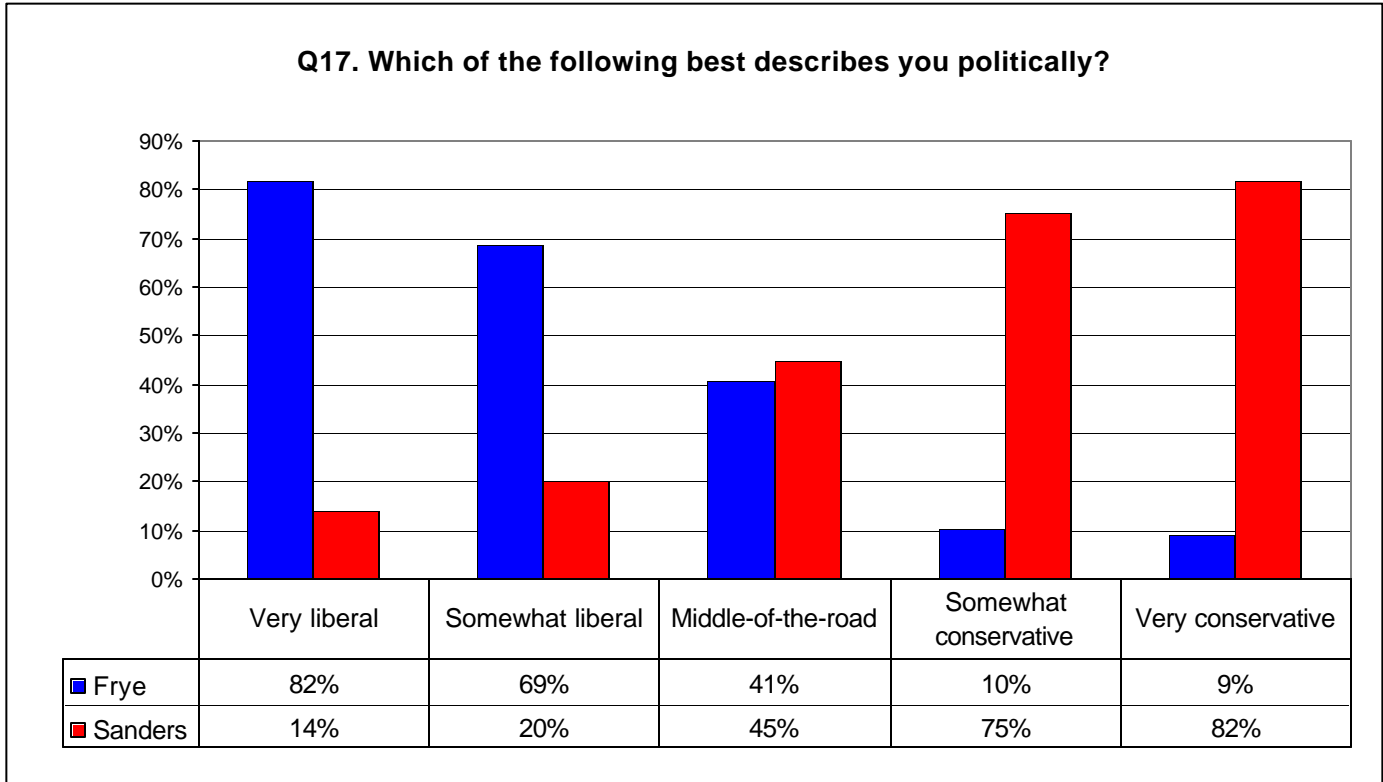
Sanders lead has stayed constant from our last poll. In our last poll Sanders had a 6-point lead. In this poll he has a 7-point lead.

Mayor's Race

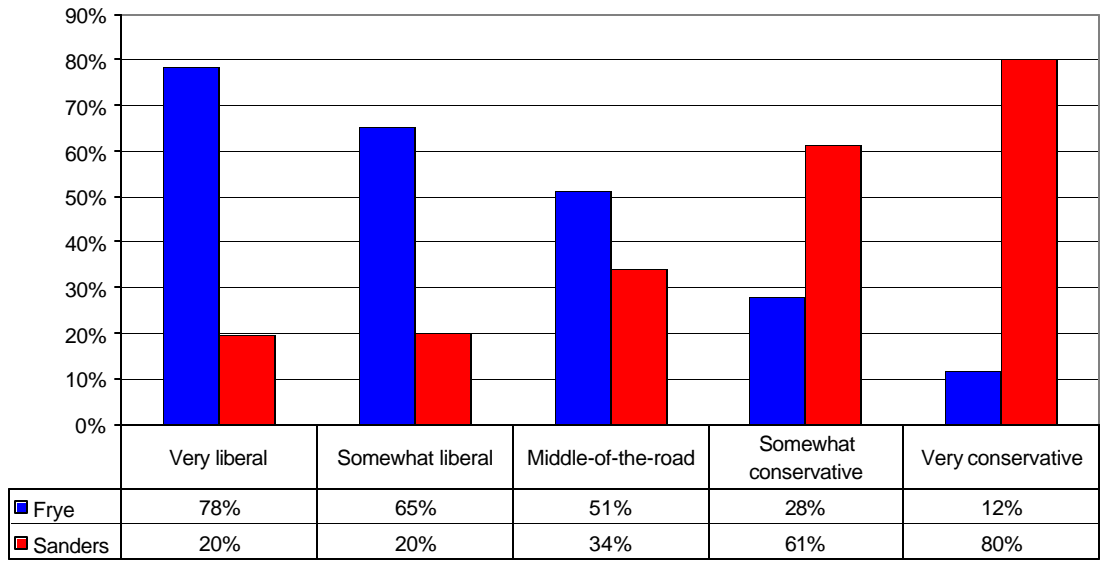


	September, 15 2005	October 5, 2005
◆ Sanders	48%	47%
■ Frye	42%	40%
▲ DK	11%	12%

On political ideology, Frye leads among the very liberal, with 82% and Sanders at 14%. Sanders has a similar lead among the very conservative, 82% to Frye's 9%. Sanders has a similar lead among those that state they are middle-of-the-road, 45% to 41%. On social issues those that are very liberal and very conservative break out similarly to the political ideology, but the middle-of-the-road group is strongly Sanders, at 51% to Frye's 35%. This reverses among those that say they are middle-of-the-road fiscally, with Frye receiving support from 51% and Sanders 34%.

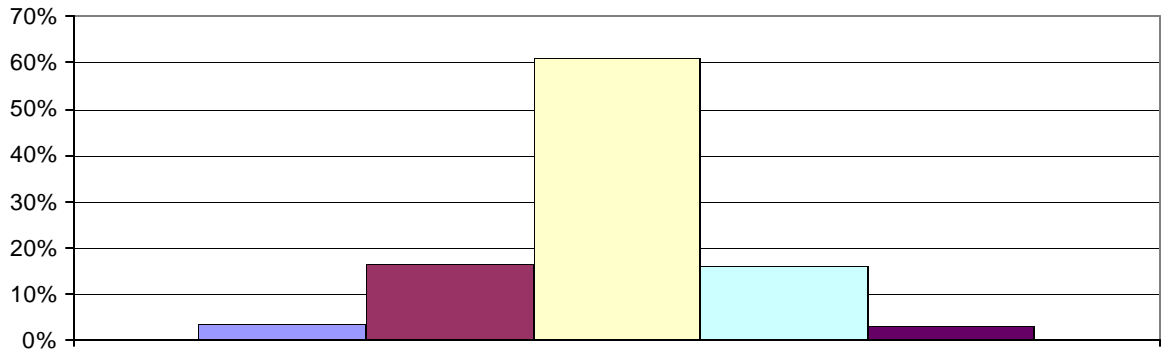


**Q19. Which of the following best describes you on fiscal issues?**



Overall, the San Diego City Council does not have the trust of the respondents. Only 3.5% stated that they always trust the City Council to do what is right, 16% trust the council most of the time, 61% trust the council only some of the time, and 16% never trust the council. “The people of San Diego have lost faith in the political leadership of the City” Babcock said.

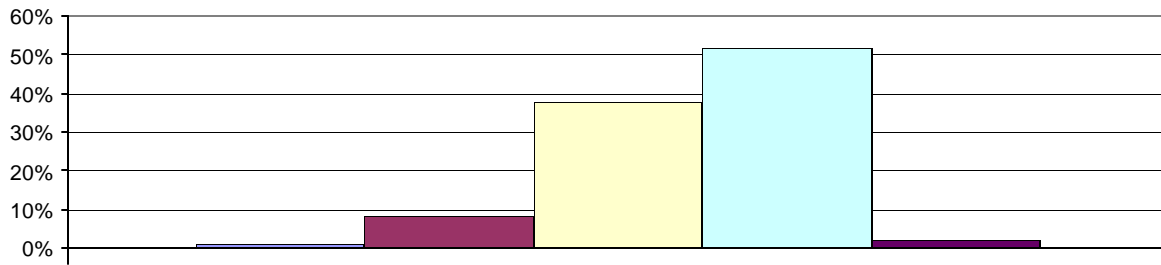
**Q3. How often do you think you can trust the San Diego City Council to do what is right?**



Just about always	4%
Most of the time	16%
Only some of the time	61%
None of the time	16%
DK	3%

Less than 1% of respondents rate the San Diego City Council’s problem-solving performance as excellent, while 52% rated it as poor. 8% percent rate the council as good, 38% as fair.

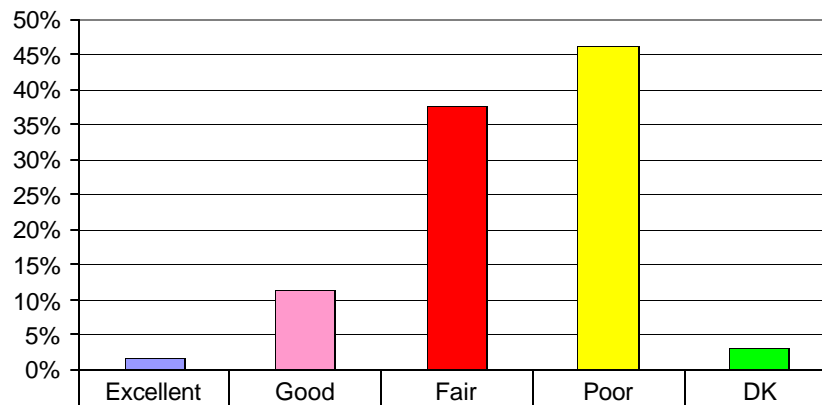
**Q4. Overall, how would you rate the performance of the San Diego City Council in solving problems?**



Excellent	1%
Good	8%
Fair	38%
Poor	52%
DK	2%

When we asked voters if they thought the City Council was working for the best interest of people like themselves, the Council received a horrible rating. A mere 2% stated that the Council was excellent in working for the best interest of the people; 11% a good job, 38% a fair job, 46% a poor job.

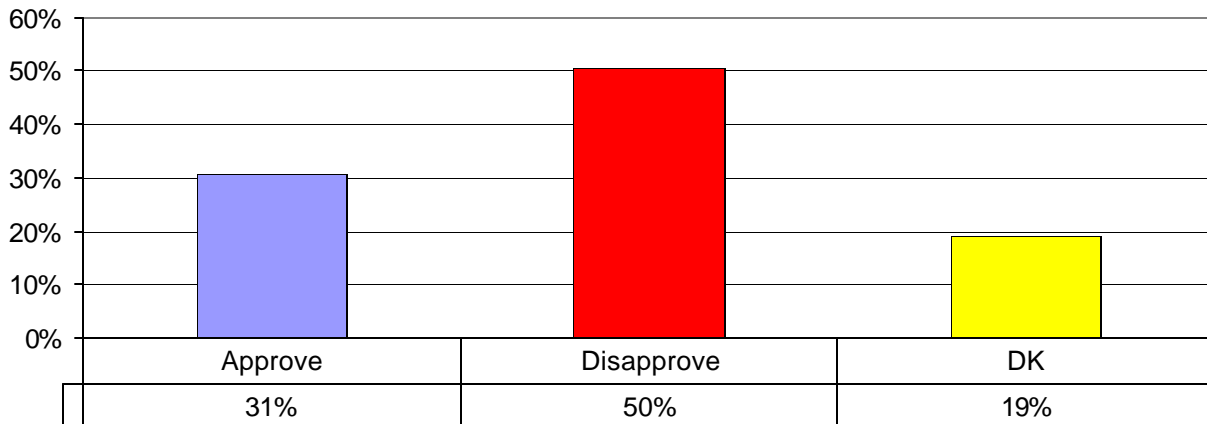
**Q5. How would you rate the San Diego City Council when it comes to working for the best interests of people like you?**



San Diego City Council	2%	11%	38%	46%	3%
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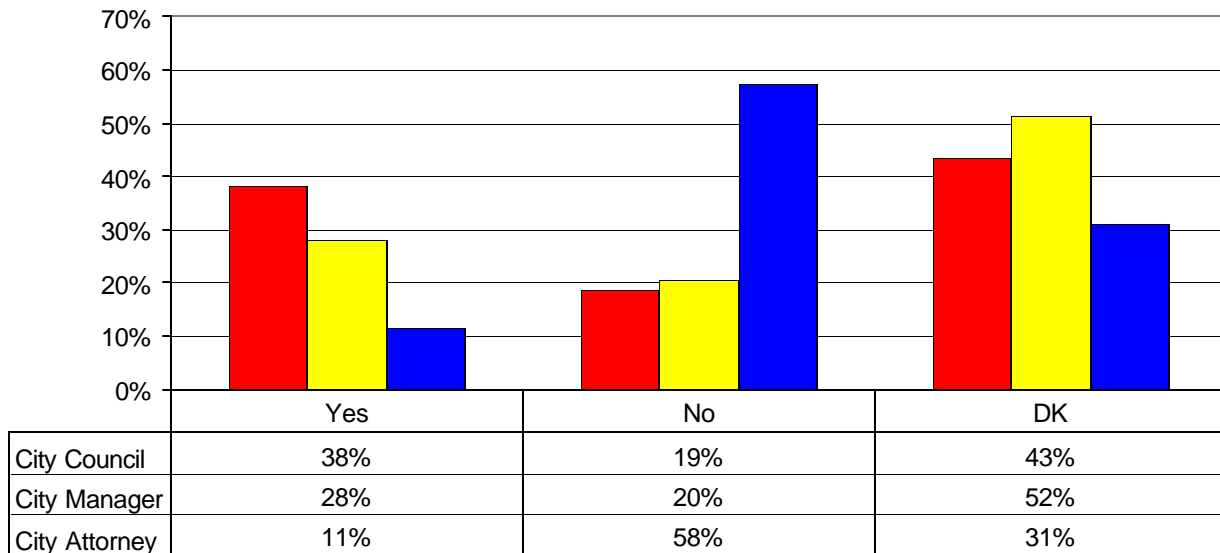
The Council has recently discussed selling city-owned lands to help alleviate the pension deficit. This idea met with little enthusiasm. Only 31% were in favor of this idea, while 50% opposed it.

**Q6. Currently there are some members of the San Diego City Council recommending selling city lands to help alleviate the pension deficit. Do you approve or disapprove of selling city lands for this purpose?**



With all the discussion of federal investigations of the pension problems and water and sewer rates, we asked the voters what they thought about criminal activity at city hall. Over one-third of participants, 38%, think the San Diego City Council has committed a crime, while only 19% think they have not. The largest group, 43%, is undecided.

**Q7. With what you have seen or heard in the news, do you think that the San Diego City Council, City Manager or City Attorney have committed a crime?**

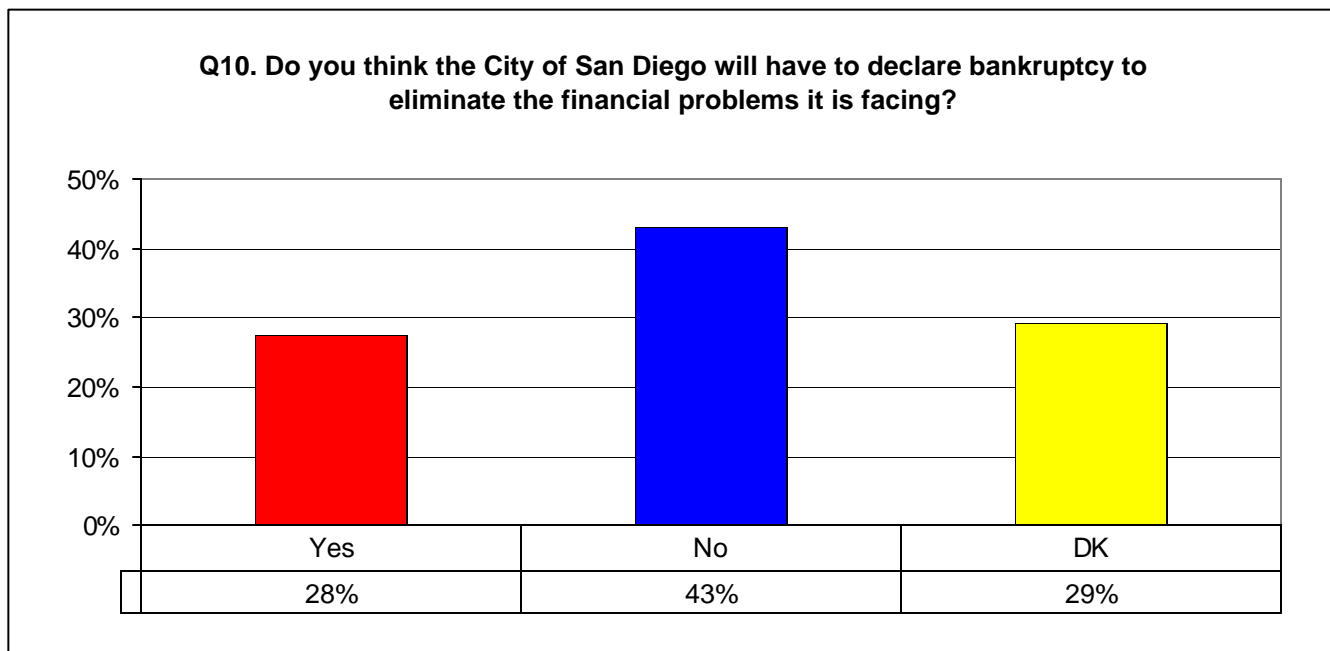


The City Manager fared somewhat better. 28% think he has committed a crime, while 20% think he has not. 52%

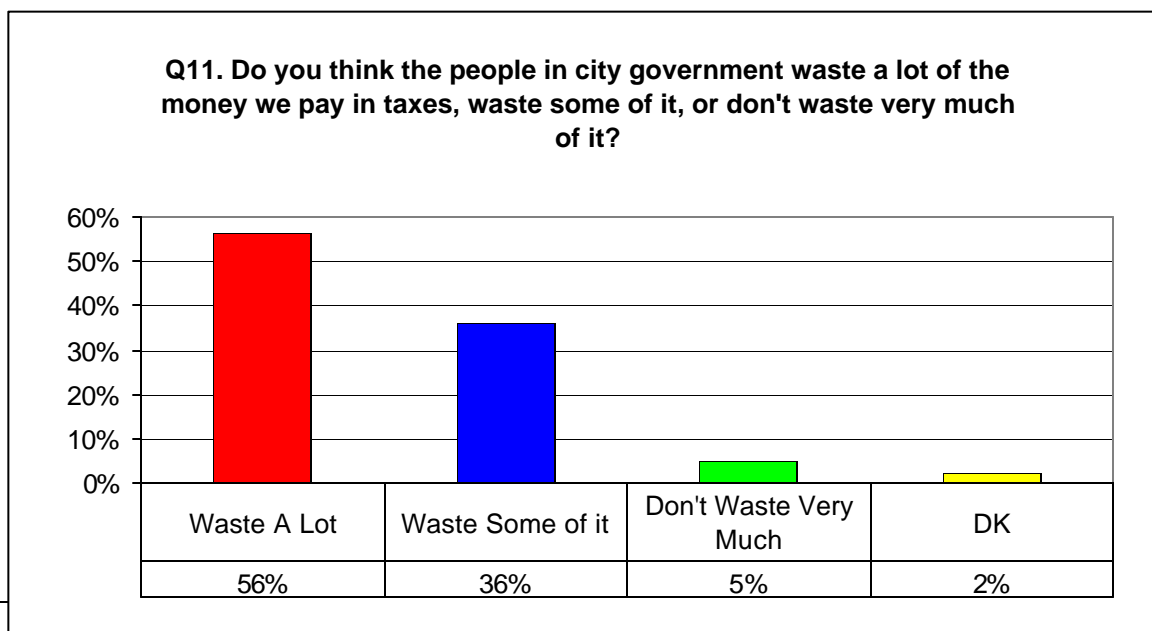
are undecided. In contrast, only 11% think the City Attorney has committed a crime while, 58% think he has not. 31% are undecided.

“It will be extremely difficult for City Council members to assume a leadership role in solving fiscal problems when the people of San Diego have so little confidence in them, and when over one-third think they are criminals,” noted Babcock.

Currently 28% of the voters think the City will have to declare bankruptcy to get out of its fiscal mess, while 43% think the City won’t have to declare bankruptcy.

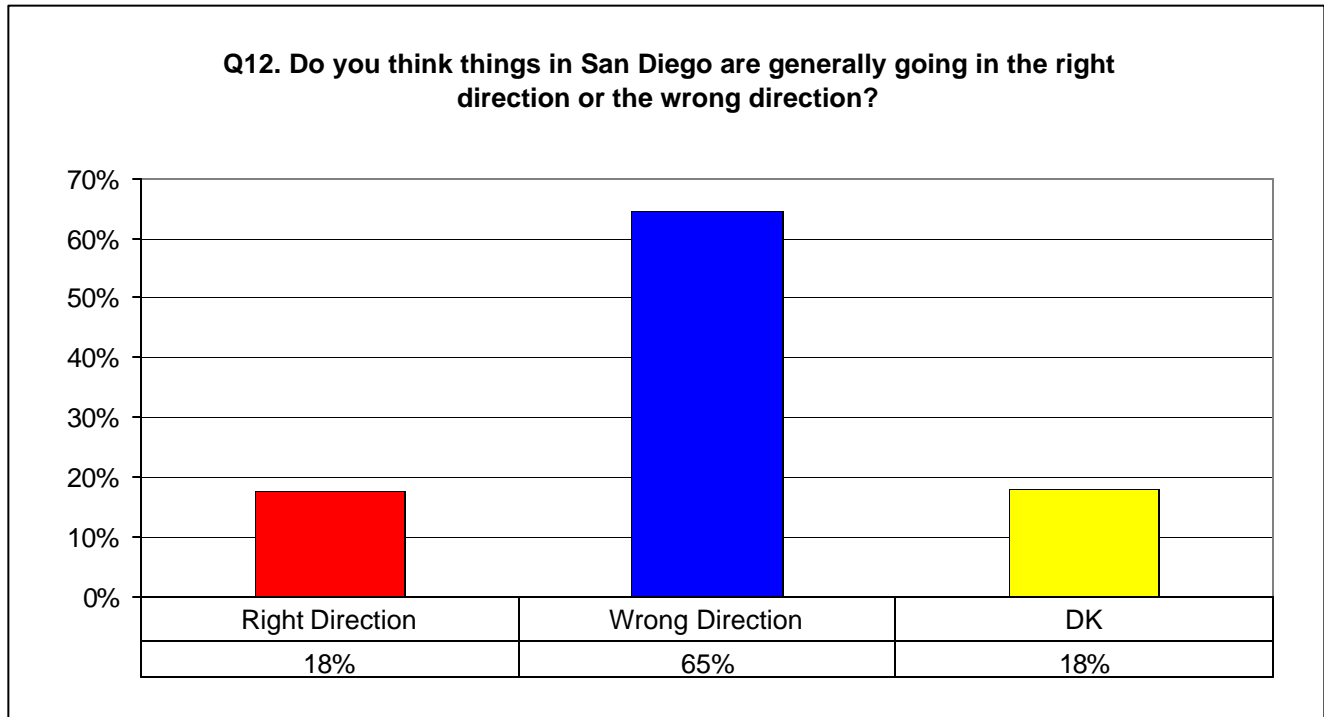


A large majority, 56%, think City government “wastes a lot of the money we pay in taxes.” 36% think city government wastes some of it. A mere 5% think that the city doesn’t waste very much money. “It will be extremely hard for the City Council to raise taxes to get out of the financial mess it is in when over half of the voters think they waste a lot of money. I don’t see the voters willing to give this Council any more money,” said Babcock.

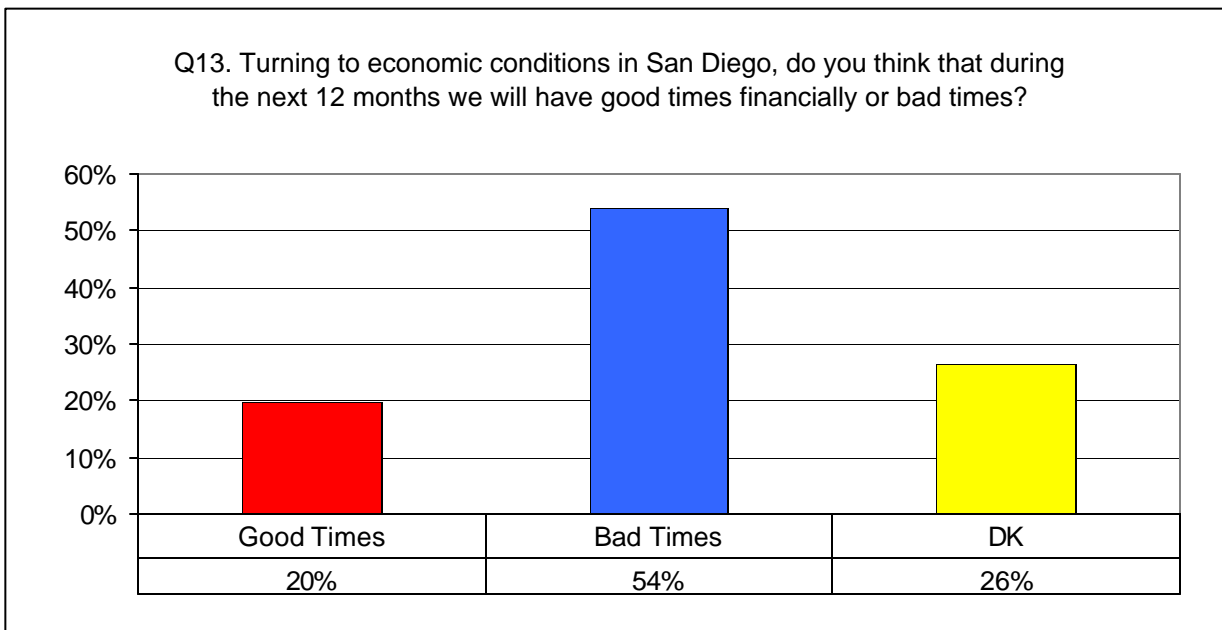




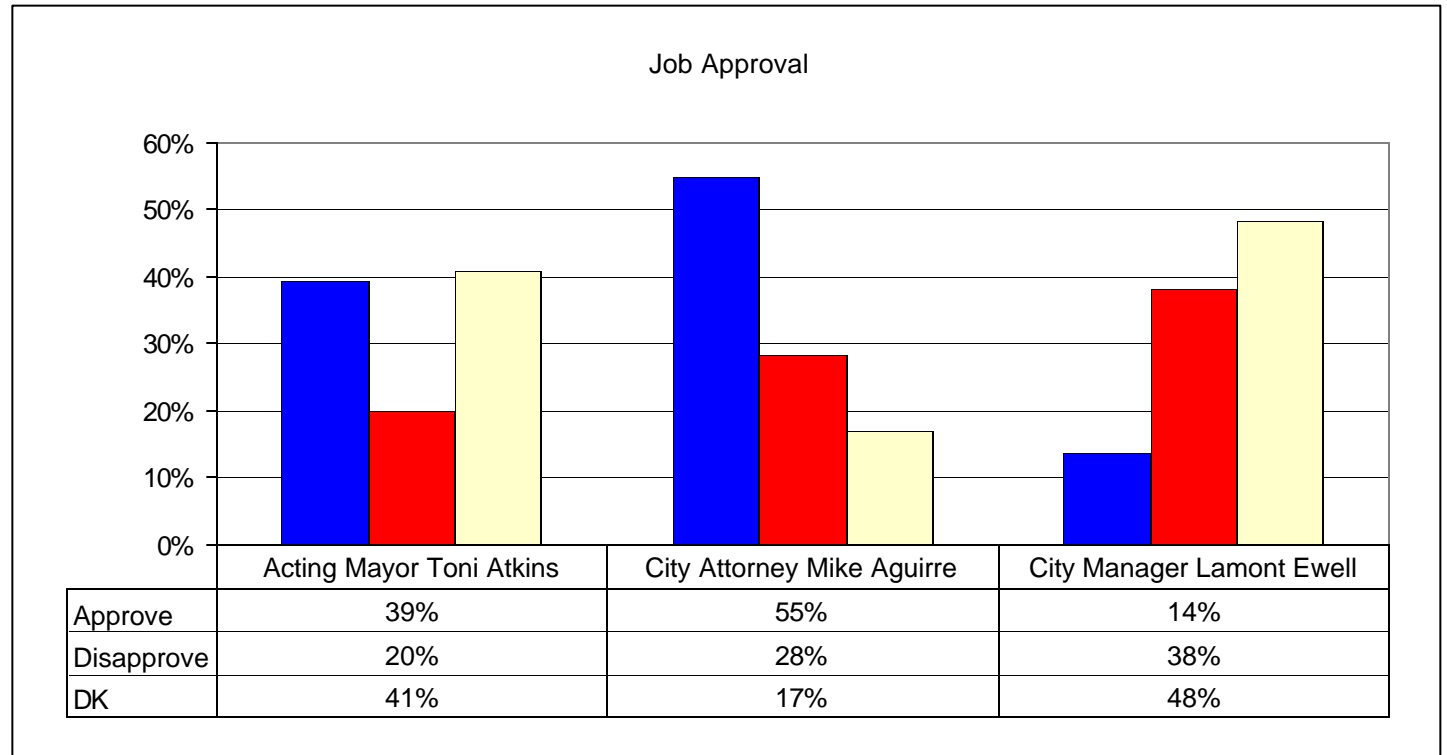
Similarly, the voters are very pessimistic when it comes to the direction the City is headed. Only 18% think the City is heading in the right direction, while 65% think the City is heading in the wrong direction.



The voters are also pessimistic about economic conditions facing San Diego over the next 12 months. Only 20% think we will have good times financially, while 54% think we are in for bad times.

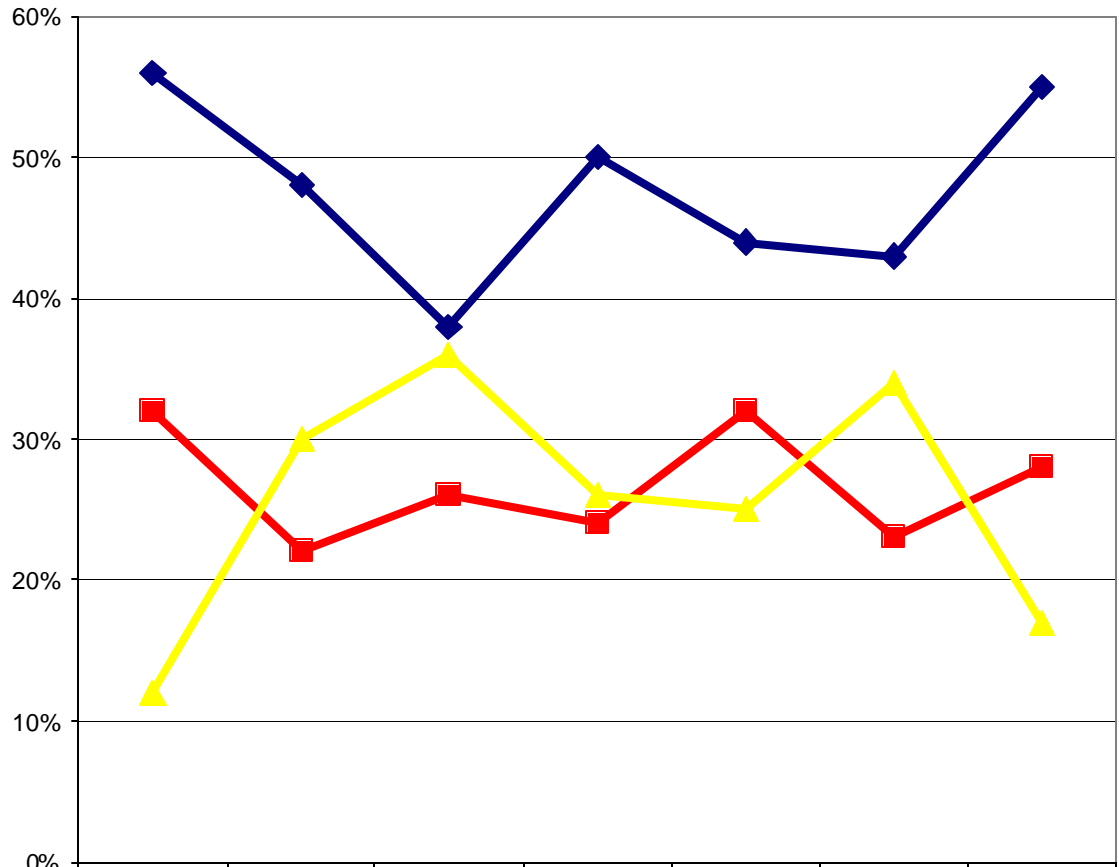


Currently 39% of the voters approve of the job Acting Mayor Toni Atkins is doing, while only 20% disapprove, and 41% are undecided. City Attorney Mike Aguirre has very high approval rating with 55% approving of his job, only 28% disapproving, and 17% undecided. Aguirre’s aggressive style seems to be playing well with the voters. In contrast, City Manager Lamont Ewell has not inspired voters. His approval rating is only 14%. 38% disapprove, with 48% undecided.



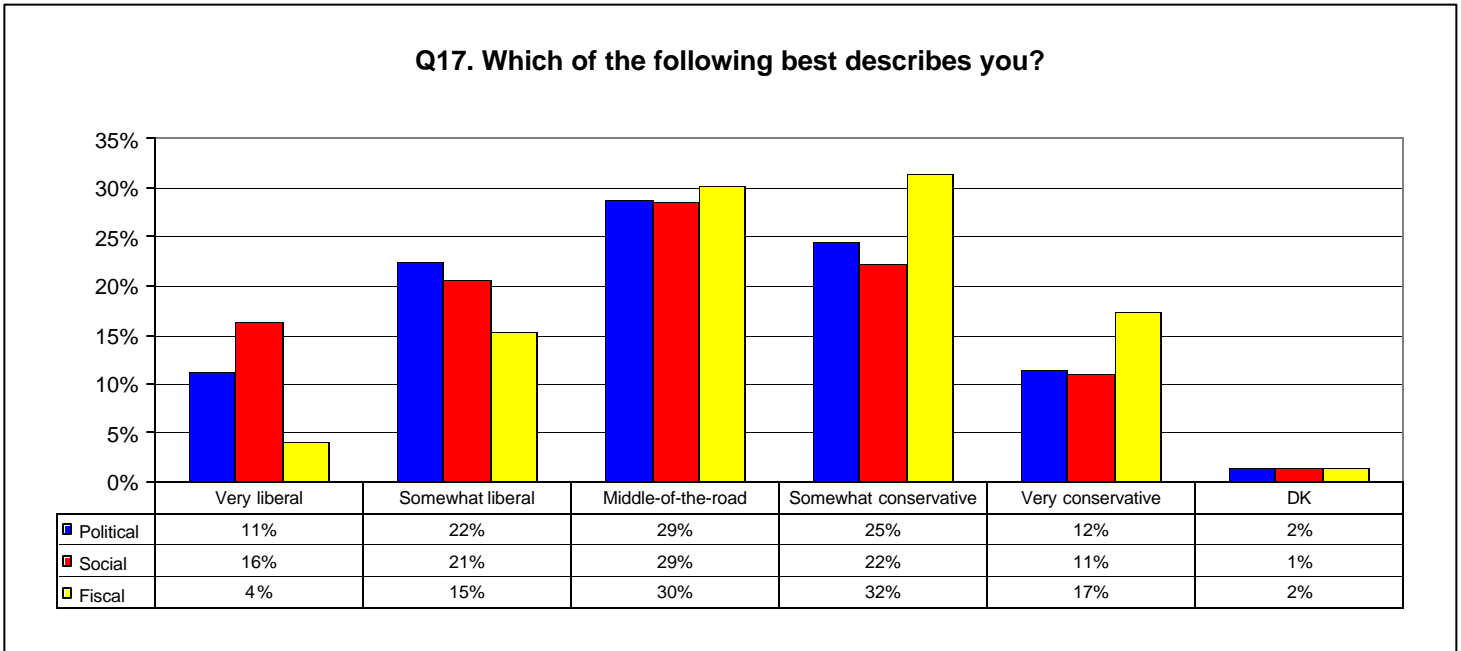
City Attorney Aguirre’s approval rating is the highest since January 2005, one month after taking office. At that time 56% approved of the way he handled his job, 32% disapproved and 12% were undecided.

### City Attorney Mike Aguirre



	Jan-05	Feb-05	Mar-05	May-05	Jul-05	Sep-05	Oct-05
◆ Approve	56%	48%	38%	50%	44%	43%	55%
■ Disapprove	32%	22%	26%	24%	32%	23%	28%
▲ DK	12%	30%	36%	26%	25%	34%	17%

The respondents in the poll were evenly divided ideologically, with 34% identifying themselves as liberal, 29% as middle-of-the-road and 36% as conservative.



On social issues the participants tended to be a bit more liberal than conservative, with 37% identifying themselves very liberal or somewhat liberal. 33% identified themselves as very conservative or somewhat conservative. As with political ideology, 29% identified themselves as middle-of-the-road.

Fiscally, the sample group tended to be more conservative, with 39% saying that they were very conservative or somewhat conservative. Only 20% identified themselves as very liberal or somewhat liberal. 30% identified themselves as middle-of-the-road.

## **About the Survey**

The Survey is a project of Datamar, Inc. Datamar, Inc. offers online tools for political candidates and committees that help organize the basic information for a successful campaign including: Surveys, Voter Contact Information, Voter Demographic Information, Legislative Races and Proposition Results. Datamar, also provides voter contact and GOTV phone services.

Findings are based on a telephone survey of 1,232 San Diego high-propensity registered voters. Registered voters polled are those who voted in the 2004 primary and general elections. These voters were interviewed on October 3 through October 4, 2005. Interviews took place using a proprietary algorithm to generate a random sample of voters. The sampling error for the total sample is +/- 3 percent at the 95 percent confidence level. The sampling error for subgroups is larger.

Surveys are available from our website at: [www.datamar.com](http://www.datamar.com)

# DATAMAR, INC.

October 5, 2005

Survey Toplines

Sample size 1,232

+/- 3 sampling error

October 3, 4, 2005

High-propensity registered San Diego voters

Q1. Are you a registered voter in the City of San Diego?

Yes 100%

No

Don't Know

Q2. Voters in the City of San Diego will vote for mayor on November 8th. If this election for mayor were held today, for whom would you vote?

Donna Frye, councilmember/business owner 40%

Jerry Sanders, businessman/retired police chief 47%

Don't know 12%

Q3. How often do you think you can trust the San Diego City Council to do what is right?

Just about always 4%

Most of the time 16%

Only some of the time 61%

None of the time 16%

Don't know 3%

Q4. Overall, how would you rate the performance of the San Diego City Council in solving problems?

Excellent 0.9%

Good 8%

Fair 38%

Poor 52%

Don't know 2%

Q5. How would you rate the San Diego City Council when it comes to working for the best interests of people like you excellent, good, fair, or poor?

Excellent 2%

Good 11%

Fair 38%

Poor	46%
Don't know	3%

Q6. Currently there are some members of the San Diego City Council recommending selling city lands to help alleviate the pension deficit. Do you approve or disapprove of selling city lands for this purpose?

Approve	31%
Disapprove	50%
Don't know	19%

The federal government has been investigating the city of San Diego for possible criminal violations regarding the city's pension problems and water and sewer charges.

Q7. With what you have seen or heard in the news, do you think that current members of the San Diego City council have committed a crime?

Yes	38%
No	19%
Don't Know	43%

Q8. With what you have seen or heard in the news, do you think that the current San Diego City Manager has committed a crime?

Yes	28%
No	20%
Don't Know	52%

Q9. With what you have seen or heard in the news, do you think that the current San Diego City Attorney has committed a crime?

Yes	11%
No	58%
Don't Know	31%

Q10. Do you think the City of San Diego will have to declare bankruptcy to eliminate the financial problems it is facing?

Yes	28%
No	43%
Don't Know	29%

Q11. Do you think the people in city government waste a lot of the money we pay in taxes, waste some of it, or don't waste very much of it?

Waste a lot	56%
Waste some	36%
Don't waste very much	5%
Don't know	2%

Q12. Do you think things in San Diego are generally going in the right direction or the wrong direction?

Right direction	18%
Wrong direction	65%
Don't know	18%

Q13. Turning to economic conditions in San Diego, do you think that during the next 12 months we will have good times financially or bad times?

Good times	20%
Bad times	54%
Don't know	26%

Q14. Currently Councilmember Toni Atkins is the Acting Mayor of San Diego. Overall, do you approve or disapprove of the way Councilmember Toni Atkins is handling her job as acting Mayor?

Approve	39%
Disapprove	20%
Don't know	41%

Q15. Overall, do you approve or disapprove of the way San Diego City Attorney Mike Aguirre is handling his job?

Approve	55%
Disapprove	28%
Don't know	17%

Q16. Overall, do you approve or disapprove of the way San Diego City Manager Lamont Ewell is handling his job?

Approve	14%
Disapprove	38%
Don't know	48%

Q17. Which of the following best describes you politically?

Very liberal	11%
Somewhat liberal	22%
Middle-of-the-road	29%
Somewhat conservative	25%
Very conservative	12%



Don't know

2%

Q18. On social issues, what would you say best describes you?

Very liberal	16%
Somewhat liberal	21%
Middle-of-the-road	29%
Somewhat conservative	22%
Very conservative	11%
Don't know	1%

Q19. On fiscal issues, what would you say best describes you?

Very liberal	4%
Somewhat liberal	15%
Middle-of-the-road	30%
Somewhat conservative	32%
Very conservative	17%
Don't know	2%

Now, just a few final questions for statistical purposes only --

Q20. Are you?

Male	47%
Female	53%

Q21. What is your age, please?

18-24	5%
25-34	11%
35-44	12%
45-54	20%
55-64	21%
65 or over	32%

Q22. What is the highest level of education you have completed?

Some high school	2%
Graduated high school	9%
Technical/vocational	5%
Some college	22%
Graduated college	38%
Graduate/professional School	25%

Q23. In what political party are you registered to vote?

Democrat	44%
Republican	41%
Another party	5%
No party registration	16%

Q24. Are you or is anyone in your household a member of a labor union, such as trade unions, service employee unions, public employee unions, and teachers unions?

Yes	21%
No	75%
DK	4%

Q25. What do you consider to be your race/ethnic group?

White	77%
Black/African-American	5%
Hispanic/Latino	11%
Asian	3%
Other racial/ethnic group	5%