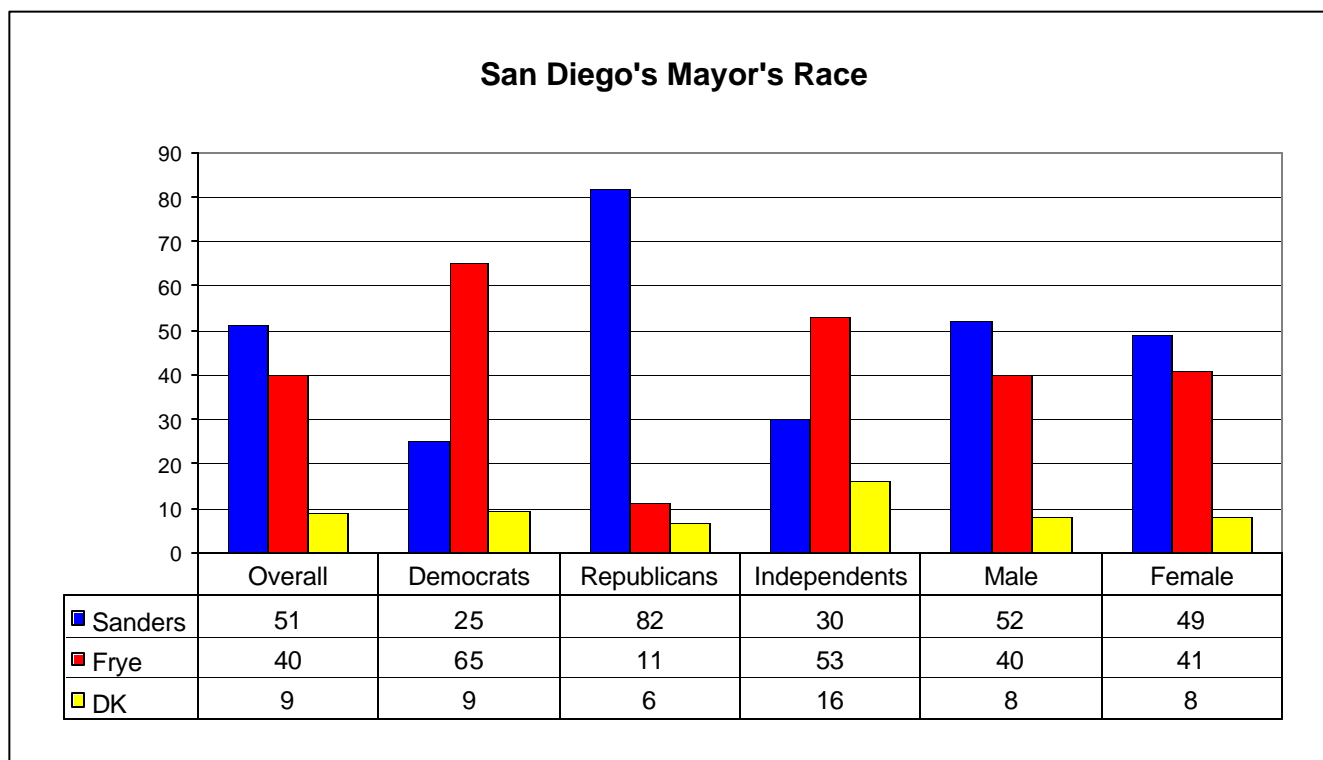


Datamar Survey

Date: October 21, 2005
**Contact: Raul Furlong
619-579-8244**

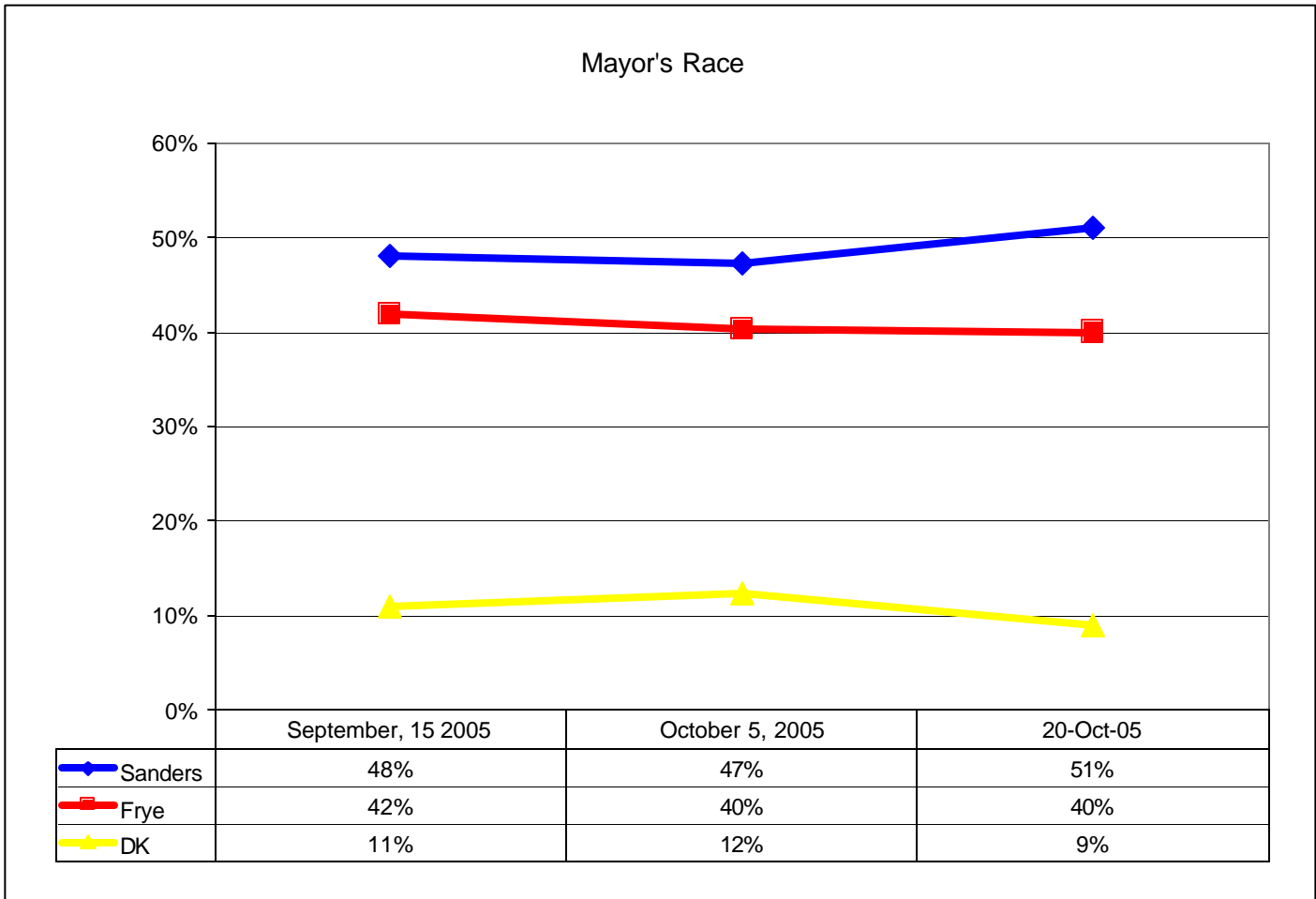
Sanders Expands Lead Over Frye City Council Approval Rating Near Bottom

San Diego – In a poll released today by Datamar Inc., Jerry Sanders has expanded his lead over Donna Frye in the race for San Diego mayor, 51% to 40% among high propensity registered voters. An 11-point lead is the largest for Sanders to date. Although non-partisan, the race is sharply divided among political parties, with Frye leading among Democrats 65% to 25% for Sanders. Sanders moved up 3 points with Democrats from our survey of October 5, 2005, from 22% to 25%. Frye stayed the same.

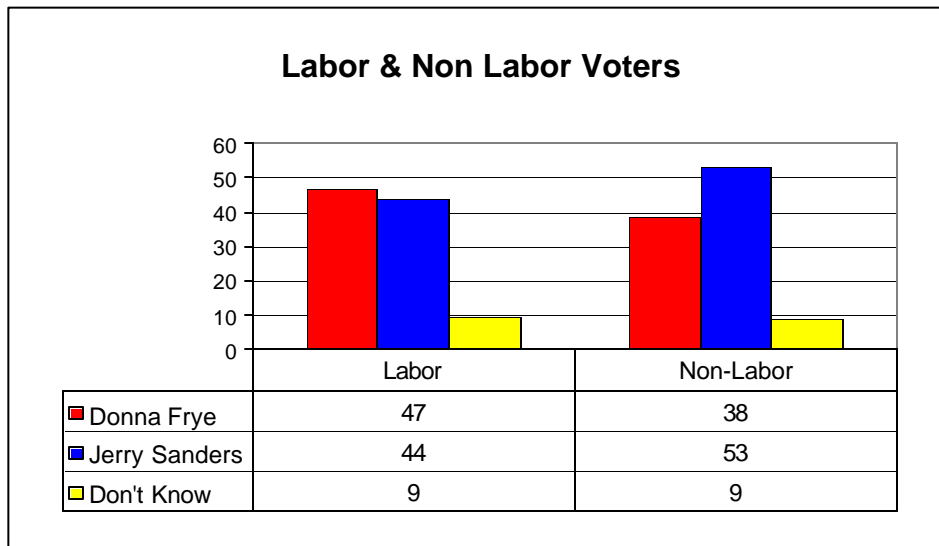


Sanders' lead among Republicans is 82% to 11% for Frye. Sanders picked up 2 points with Republicans since our last survey. Frye stayed the same. Sanders leads with males 52% and with females 49%, while Frye garners support from 40% of males and 41% of females. This is a large jump among females, 5 points, for Sanders from the last survey. "Sanders has the momentum right now. Frye's base of voters is solid, but the undecided appear to be breaking Sanders' way," observed Raul Furlong, President & CEO of Datamar Inc.

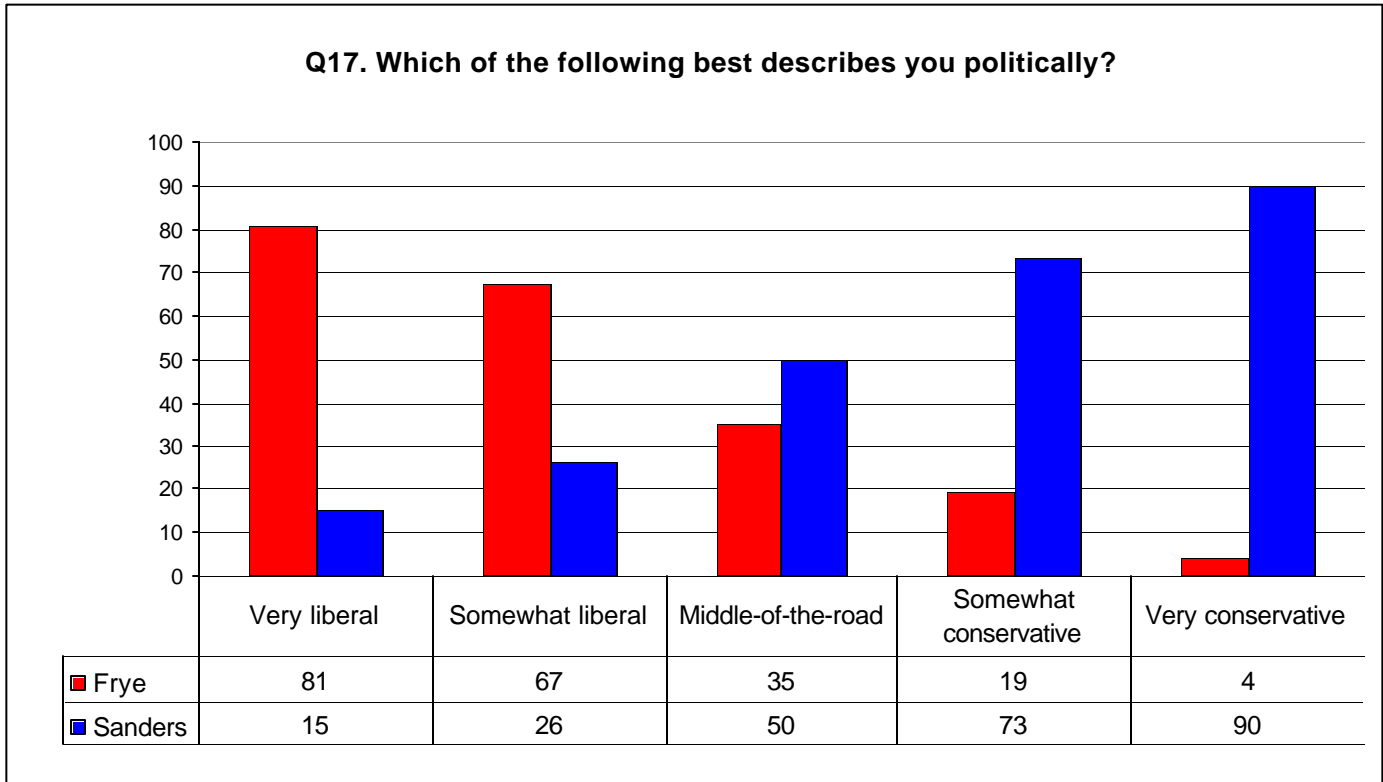
Sanders' lead has increased from our last poll, from a 7-point lead to an 11-point lead.



Among labor union households Frye has a narrow lead, 47% to 44%. Among non-labor union households Sanders has a larger lead, 53% to 38%.

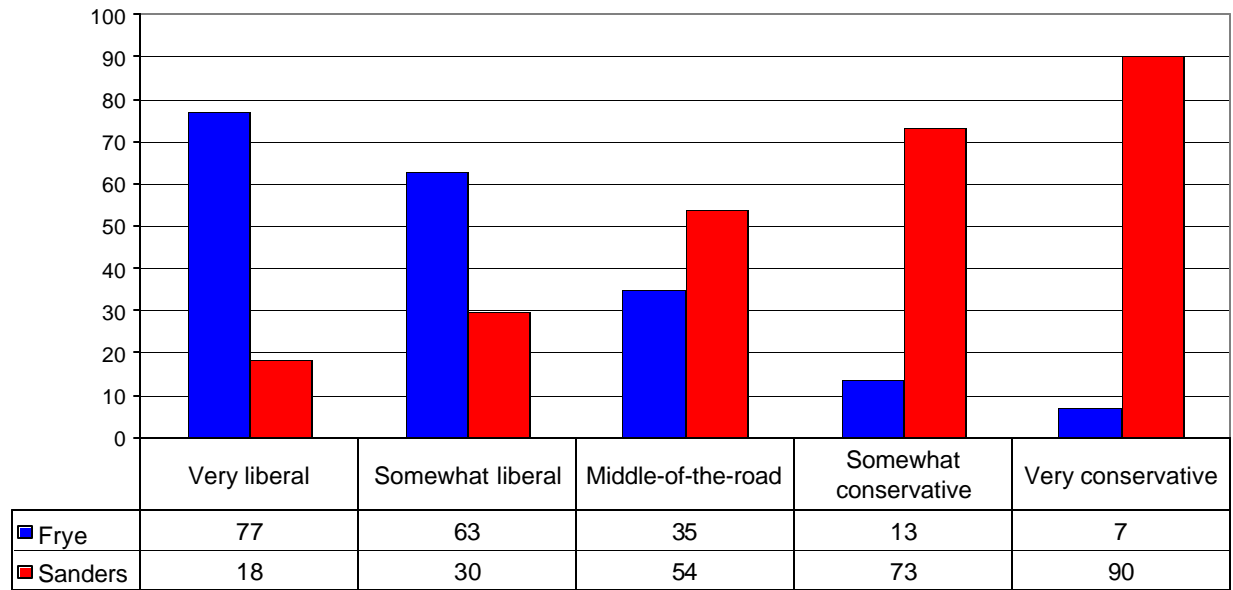


On political ideology, Frye leads among the very liberal, with 81% to Sanders' 15%. Sanders has a larger lead among the very conservative, 90% to Frye's 4%. Sanders has expanded his lead among those that state they are middle-of-the-road, 50% to 35%. On social issues the very conservative have come out even stronger for Sanders. In the last survey he received support from 80% of the very conservative, but now he has moved to 90%. The middle-of-the-road group also is strongly Sanders, at 55% to Frye's 35%.



Political Ideology		5-Oct	20-Oct
Very Liberal	Donna Frye	82	81
	Jerry Sanders	14	15
Somewhat Liberal	Donna Frye	69	67
	Jerry Sanders	20	26
Middle of the Road	Donna Frye	41	35
	Jerry Sanders	45	50
Somewhat Conservative	Donna Frye	10	19
	Jerry Sanders	75	73
Very Conservative	Donna Frye	9	4
	Jerry Sanders	82	90

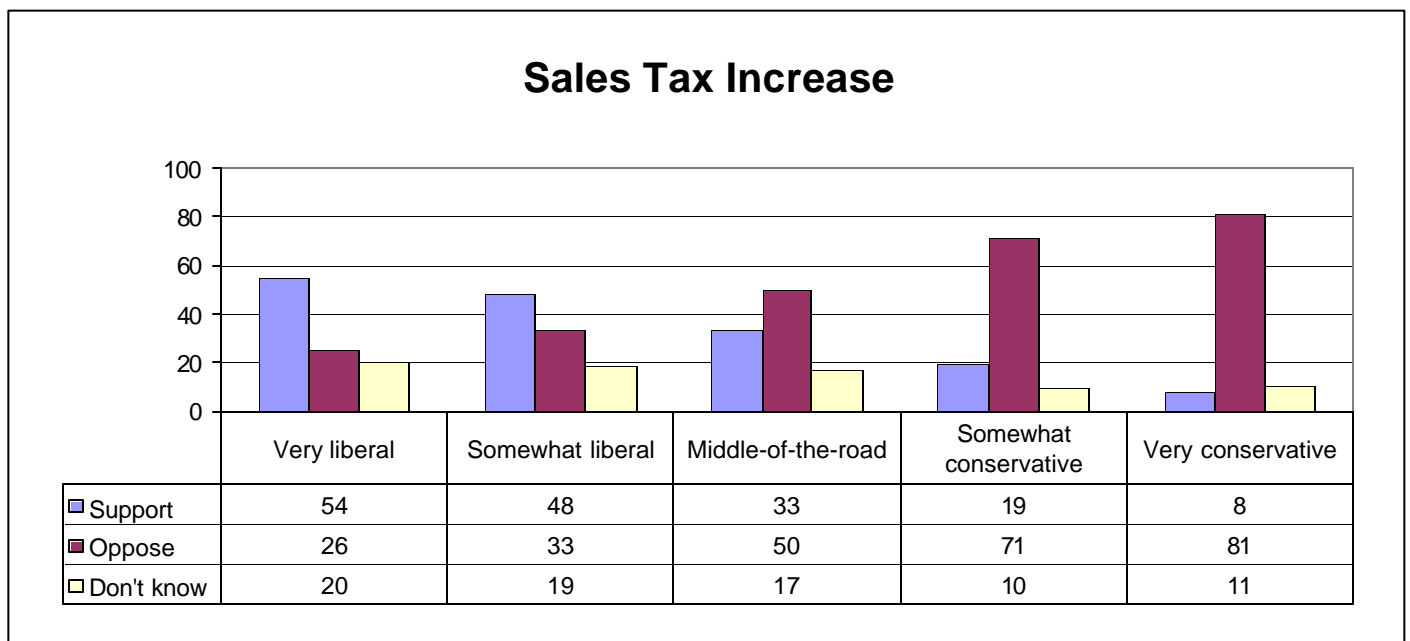
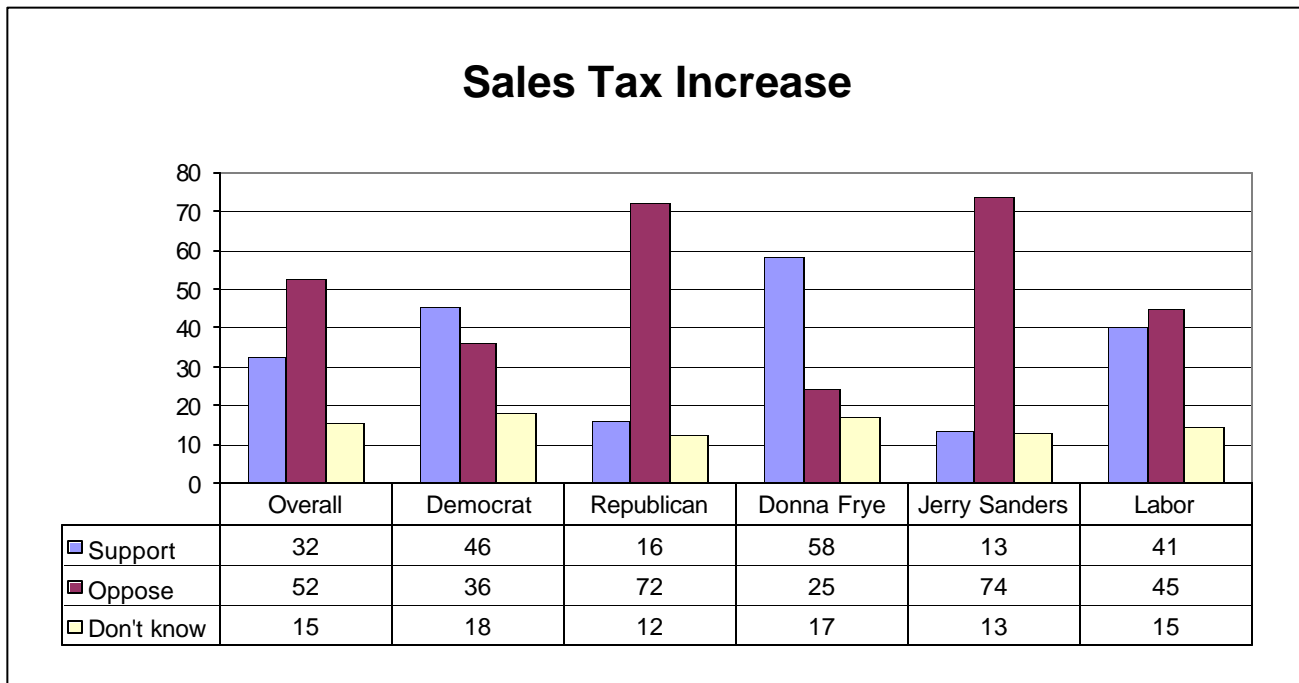
Q18. Which of the following best describes you on social issues?



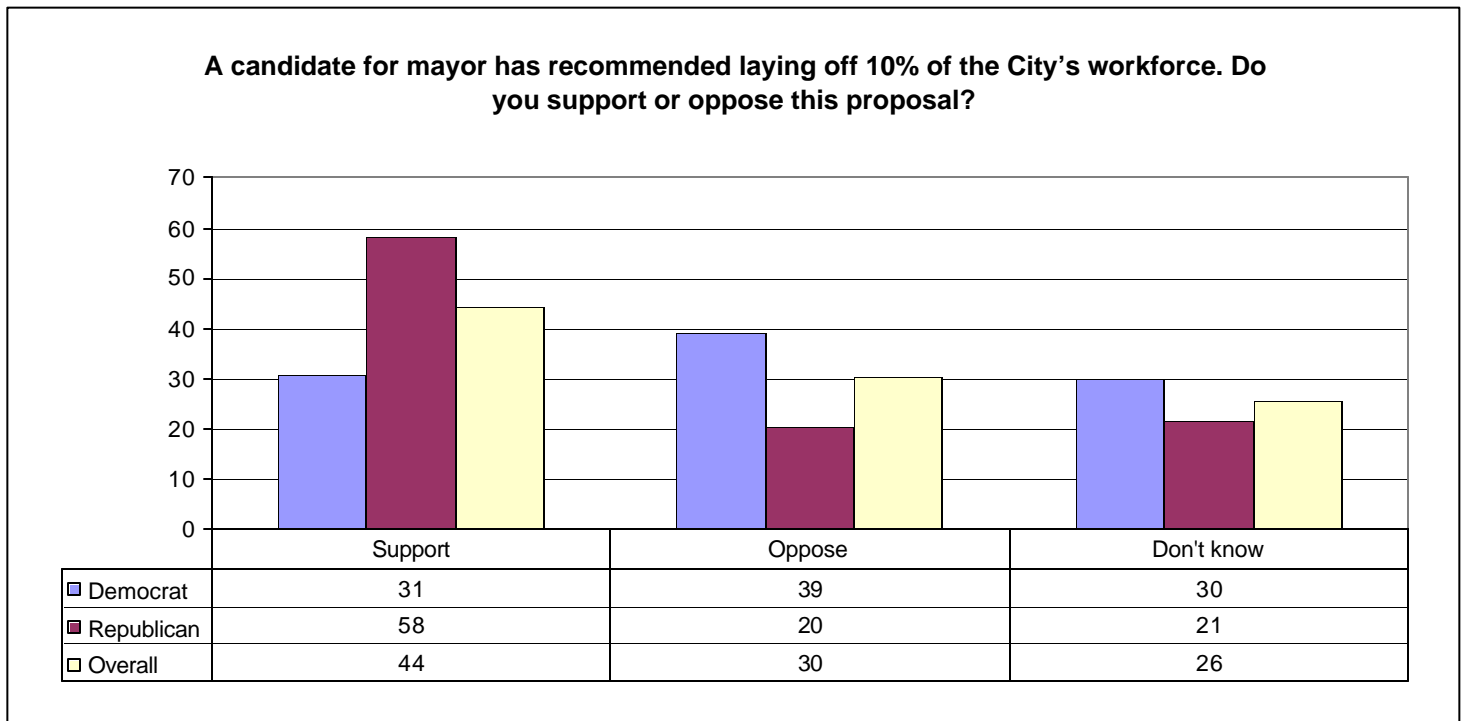
Frye recently announced her proposal to raise the sales tax by a half-cent. When asked about this proposal less than 1/3 (32%) favored it, with 52% opposing. Among Democrats, 46% support the tax increase. 36% oppose. Republicans are strongly opposed to the tax increase 72% to 16% in favor. Frye supporters are in favor of her proposal, 58% to 25% opposed. Sanders supporters oppose the tax increase, 74% to 13%. Labor union households oppose the sales tax increase 45% to 41% in favor.

Those who consider themselves politically very liberal support the sales tax increase 54%, to 26% who oppose. The very conservative oppose the tax 81% to only 8% in favor. Those who consider themselves middle-of-the-road oppose the tax 50% to 33% in favor.

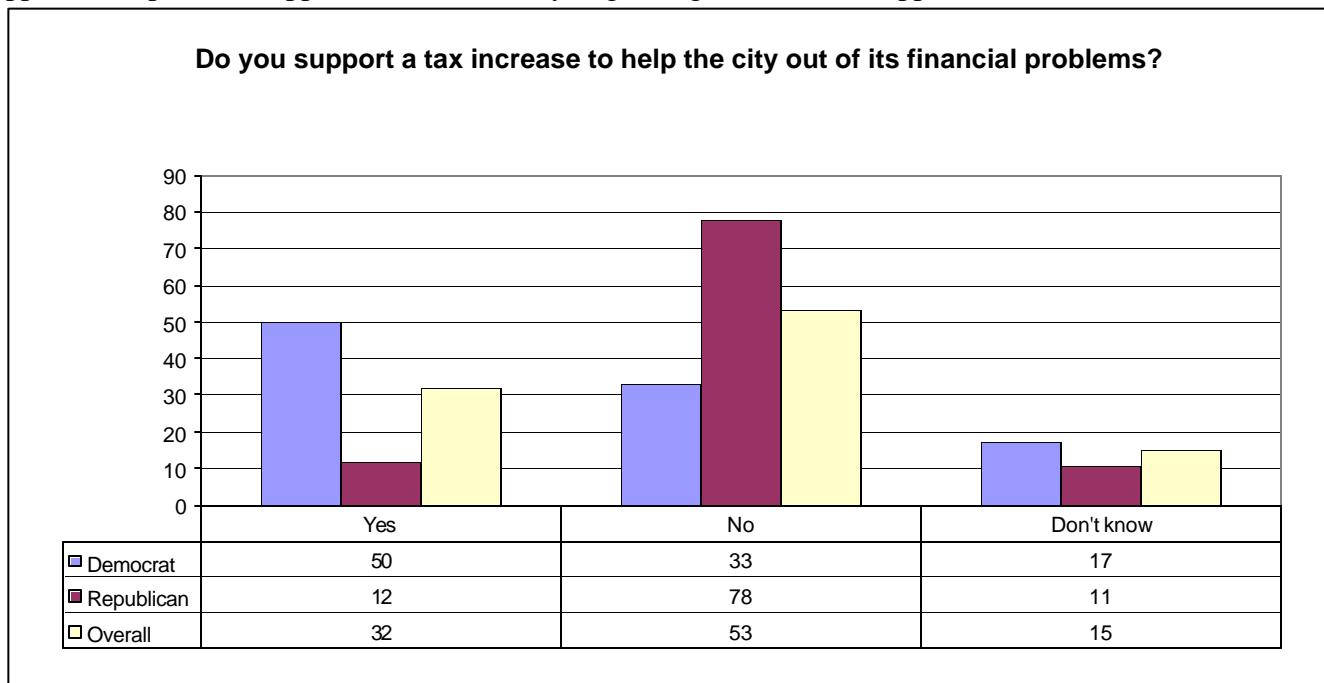
“Frye does well with those who support her proposed increase in the sales tax, but that is less than a third of the voters,” Furlong noted.



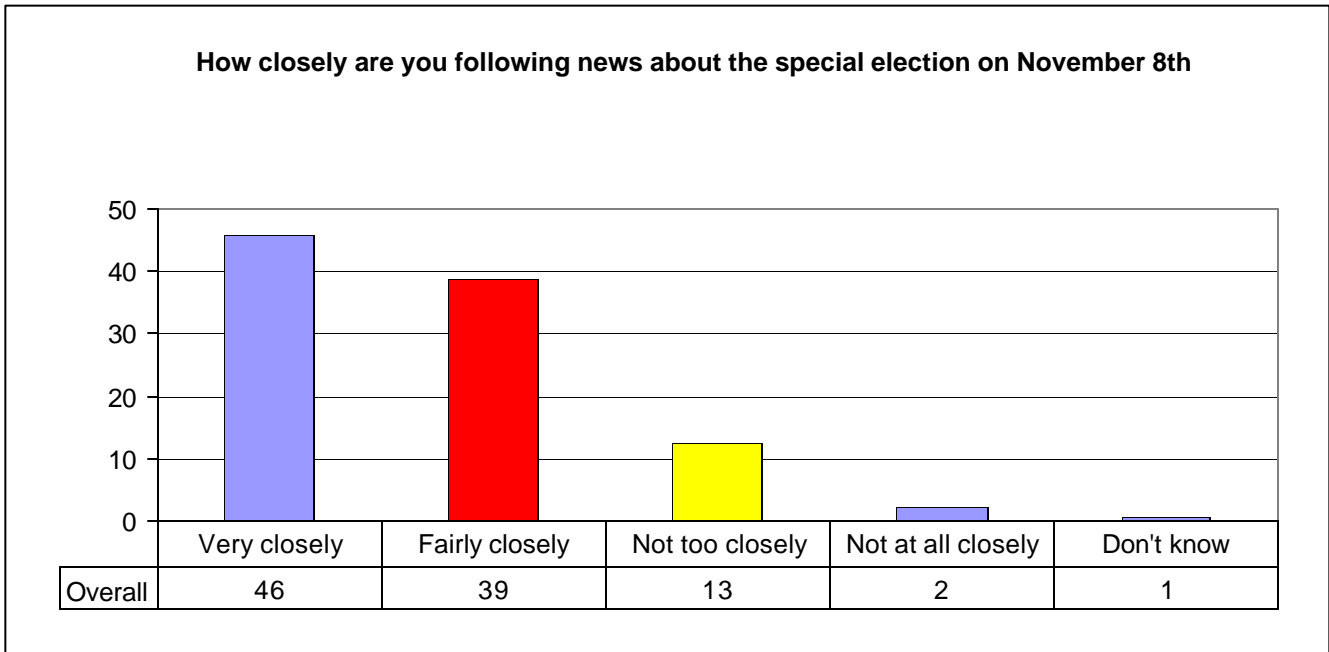
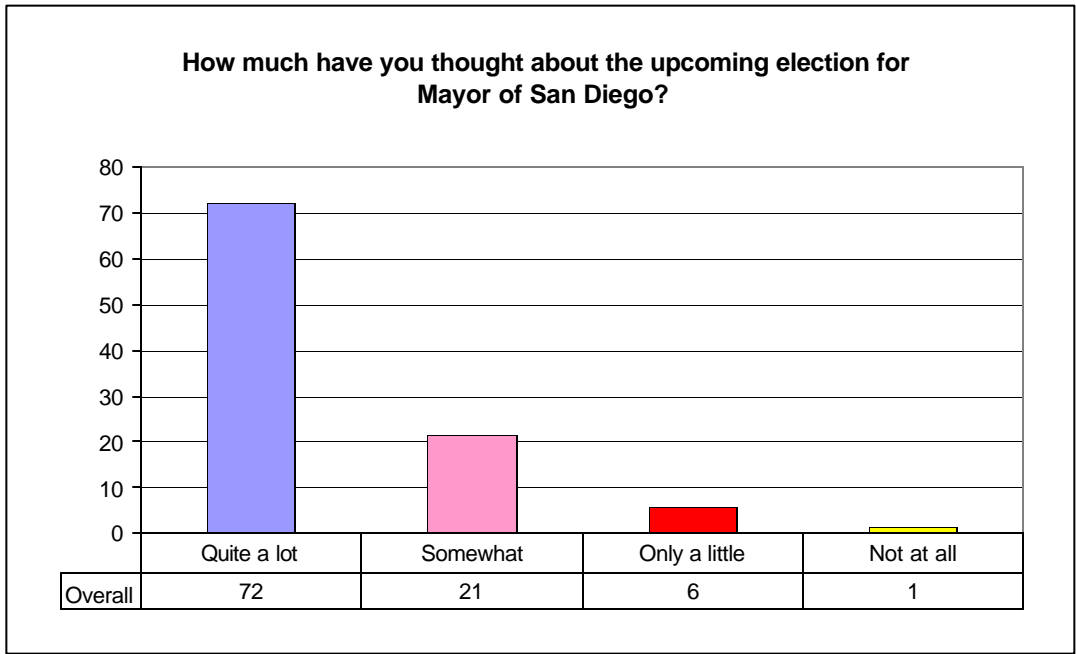
Sanders has proposed laying off up to 10% of general fund supported employees. This proposal is met with mixed reaction with 44% overall in favor, 30% opposed. The proposal is opposed by Democrats 39% to 31% in favor. With Republicans, the proposal is solidly supported 58% to 20% opposed.



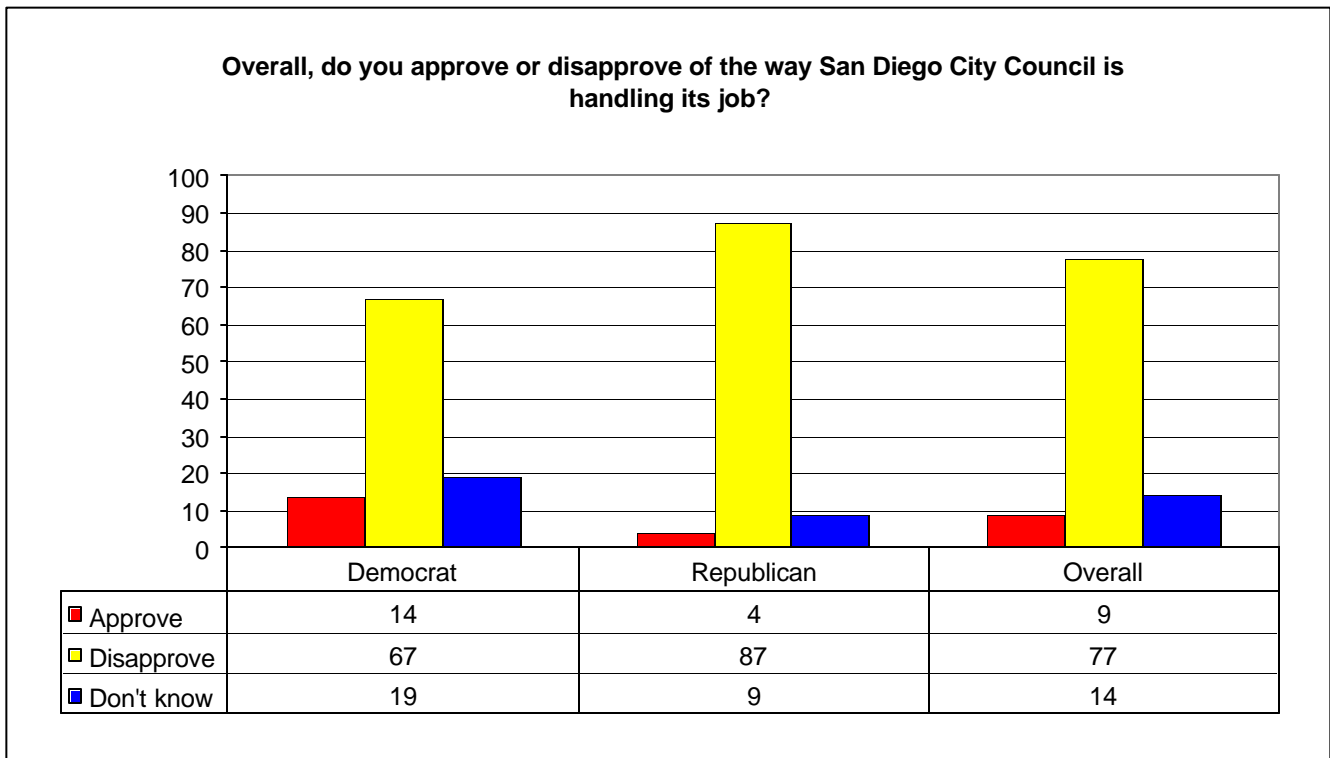
We then asked if people would support a tax increase to help the city out of its financial problems. Only 32% said they would support a tax increase, while 53% would oppose. Democrats support a tax increase 50% to 33% opposed. Republicans oppose a tax increase by large margins, with 78% opposed to 12% in favor.



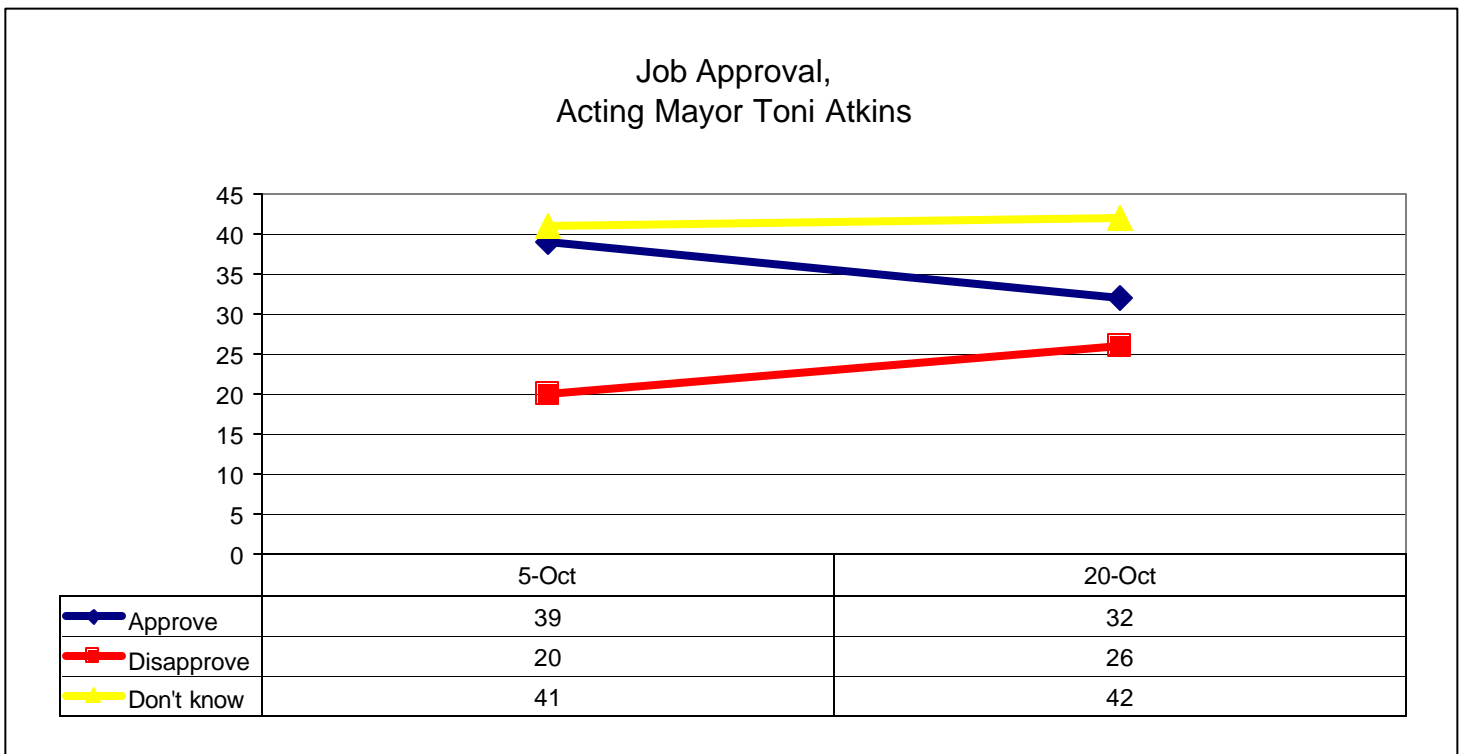
We then asked a series of questions to determine the extent of voters' interest in this upcoming election. We found that among the high propensity voters we polled, there is a great deal of attention being paid to the election.



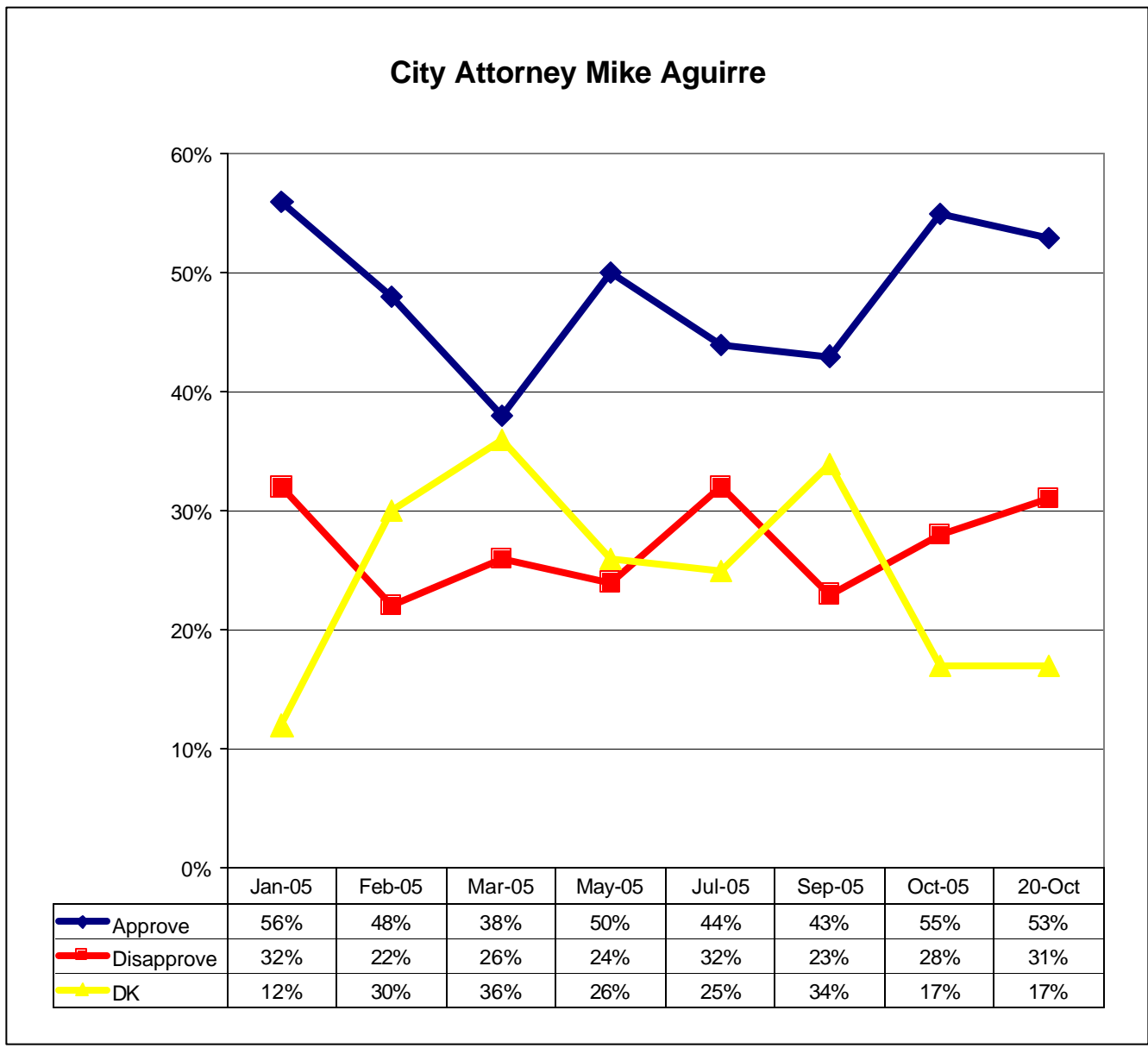
The San Diego City Council is not looked upon favorably by the electorate. Only 9% approve of the job the council is doing, while 77% disapprove. Democrats have a slightly better view of the Council with 14% approving, 67% disapproving, 87% of Republicans disapprove of the job the City Council is doing while only 4% approve



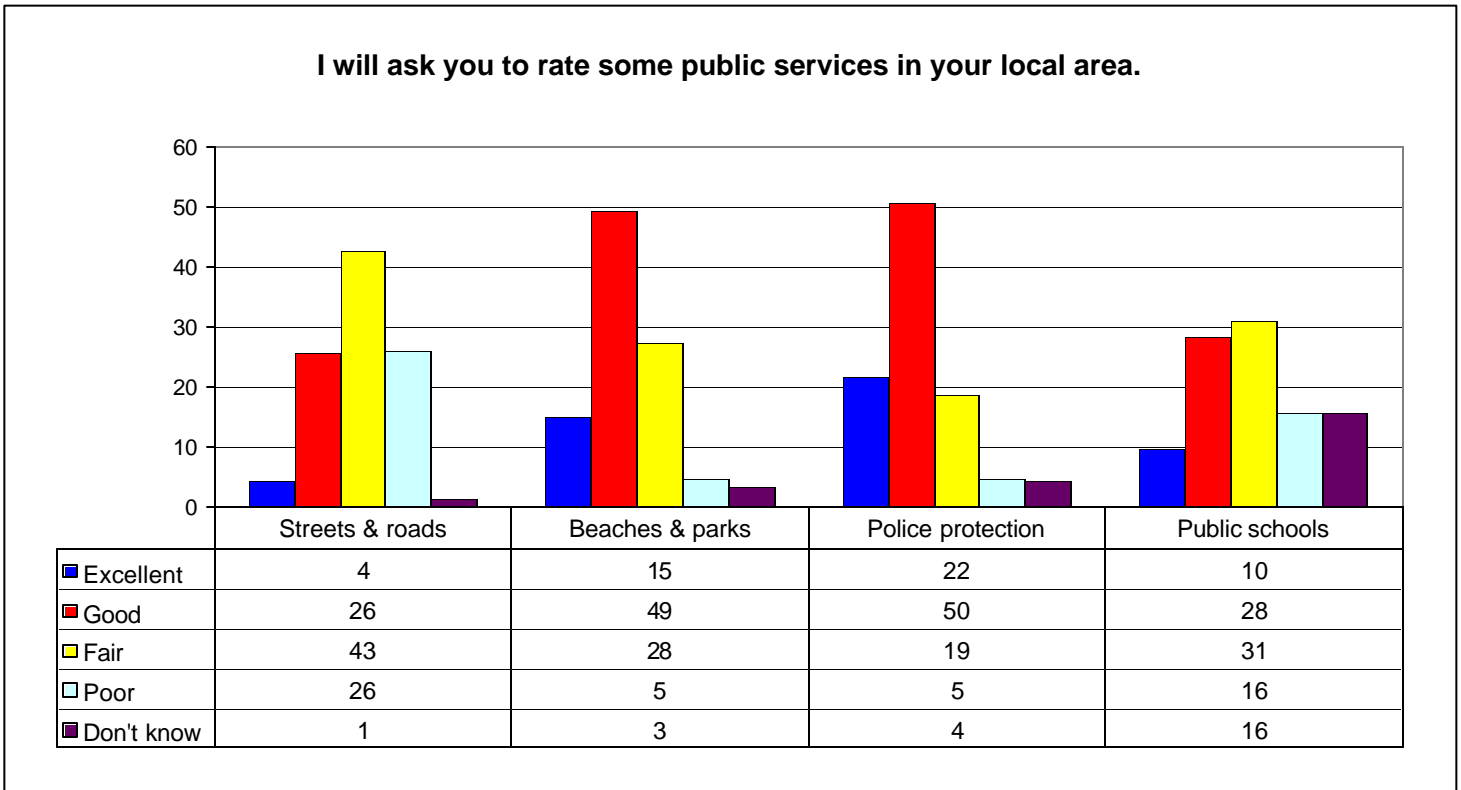
Currently 32% of the voters approve of the job Acting Mayor Toni Atkins is doing, while 26% disapprove, and 42% are undecided. This is a substantial decrease in her job approval from our last survey.



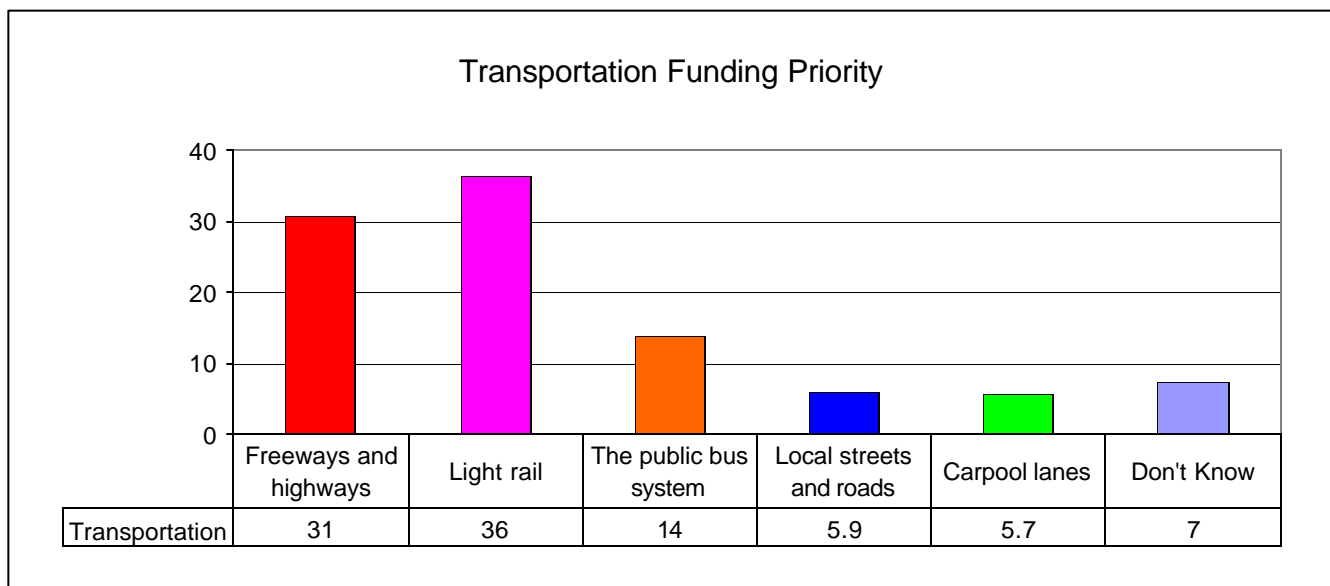
City Attorney Mike Aguirre's approval rating remains high with 53% approving, 31% disapproving.



Respondents were asked to rate local public services in their area. Police protection was rated the highest with 72% stating that it was either excellent or good. Beaches and Parks were rated second with 64% stating that these services were either excellent or good. Public schools were rated excellent or good by 38%. Streets and roads received the lowest rating with only 30% rating them excellent or good.



Respondents were asked what type of surface transportation should have priority funding in the next twenty years. Light rail was the priority for 36%. Freeways and highways followed with 31%. Public buses came in third at 14%, followed by local streets and roads at 5.9%, followed closely by carpool lanes at 5.7%.



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 1,013 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 17, 18, 19, 2005. Interviews took place using a proprietary algorithm to generate a random sample of voters. The sampling error for the total sample is +/- 3.1 percent at the 95 percent confidence level. The sampling error for subgroups is larger.

Surveys are available from our website at: www.datamar.com

DATAMAR, INC.

October 20, 2005

Survey Toplines

Sample size 1,013

+/- 3.1 sampling error

October 17, 18,19, 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 51%

Don't know 9%

Q3. A candidate for mayor has proposed increasing the sales tax in San Diego City by a half-cent. Do you support or oppose this proposal?

Support 32%

Oppose 52%

Don't know 15%

Q4. A candidate for mayor has recommended laying off 10% of the City's workforce, not including police and fire. Do you support or oppose this proposal?

Support 44%

Oppose 30%

Don't know 26%

Q5. Do you support a tax increase to help the city out of its financial problems?

Yes 32%

No 53%

Don't know 15%

Q6. How much have you thought about the upcoming election for Mayor of San Diego -- quite a lot, somewhat, only a little, or not at all?

Quite a lot	72%
Somewhat	21%
Only a little	6%
Not at all	1%

Q7. Do you know where people who live in your neighborhood go to vote?

Yes	89%
No	11%

Q8. How closely are you following news about the special election on November 8th —very closely, fairly closely, not too closely, or not at all closely?

Very closely	46%
Fairly closely	39%
Not too closely	13%
Not at all closely	2%
Don't know	1%

Q9. Overall, do you approve or disapprove of the way San Diego City Council is handling its job?

Approve	9%
Disapprove	77%
Don't know	14%

Q10. 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	32%
Disapprove	26%
Don't know	42%

Q11. Overall, do you approve or disapprove of the way San Diego City Attorney Mike Aguirre is handling his job?

Approve	53%
Disapprove	31%
Don't know	17%

I will ask you to rate some public services in your local area. For each, please tell me if you think the services are excellent, good, fair, or poor.

Q12. How about local streets and roads?

Excellent	4%
Good	26%
Fair	43%
Poor	26%
Don't know	1%

Q13. How about local parks, beaches, and other public recreational facilities?

Excellent	15%
Good	49%
Fair	28%
Poor	5%
Don't know	3%

Q14. How about local police protection?

Excellent	22%
Good	50%
Fair	19%
Poor	5%
Don't know	4%

Q15. How about local public schools?

Excellent	10%
Good	28%
Fair	31%
Poor	16%
Don't know	16%

Q16. As the San Diego area gets ready for the next 20 years, what type of surface transportation do you think should have top priority for public funding?

Freeways and highways	31%
Light rail	36%
The public bus system	14%
Local streets and roads	5.9%
Carpool lanes	5.7%
Don't know	7%

Q17. Which of the following best describes you politically?

Very liberal	12%
Somewhat liberal	24%
Middle-of-the-road	25%
Somewhat conservative	23%
Very conservative	14%
Don't know	1%

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

Very liberal	17%
Somewhat liberal	24%
Middle-of-the-road	26%
Somewhat conservative	18%
Very conservative	14%
Don't know	1%

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

Very liberal	5%
Somewhat liberal	14%
Middle-of-the-road	30%
Somewhat conservative	30%
Very conservative	20%
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	2%
25-34	8%
35-44	16%
45-54	21%
55-64	20%
65 or over	32%

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

Some high school	2%
Graduated high school	7%
Technical/vocational	4%
Some college	21%
Graduated college	41%
Graduate/professional School	25%

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

Democrat	44%
Republican	41%
Another party	6%
No party registration	9%

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	76%
Don't know	3%

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

White	74%
Black/African-American	5%
Hispanic/Latino	11%
Asian/Pacific Islander	4%
Other racial/ethnic group	6%