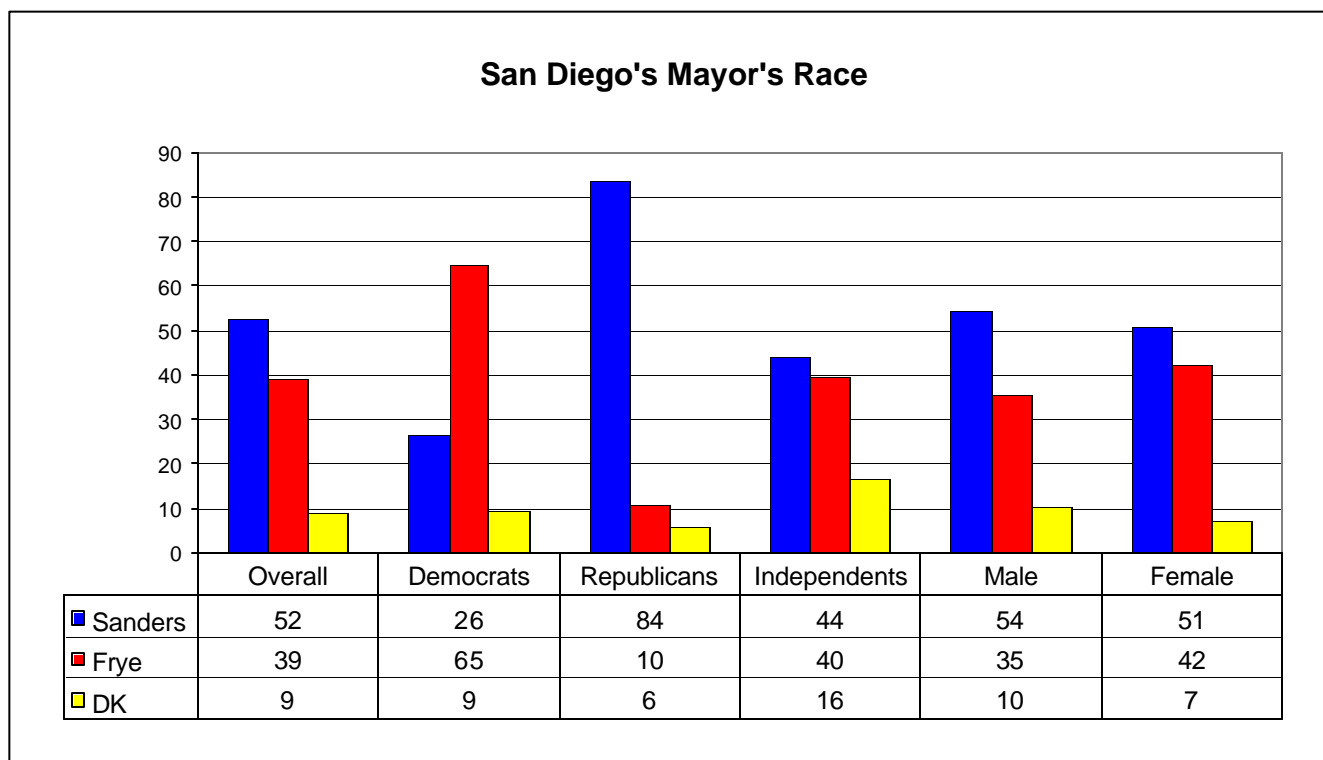


## Datamar Survey

**Date: October 26, 2005**
**Contact: Raul Furlong  
619-579-8244**

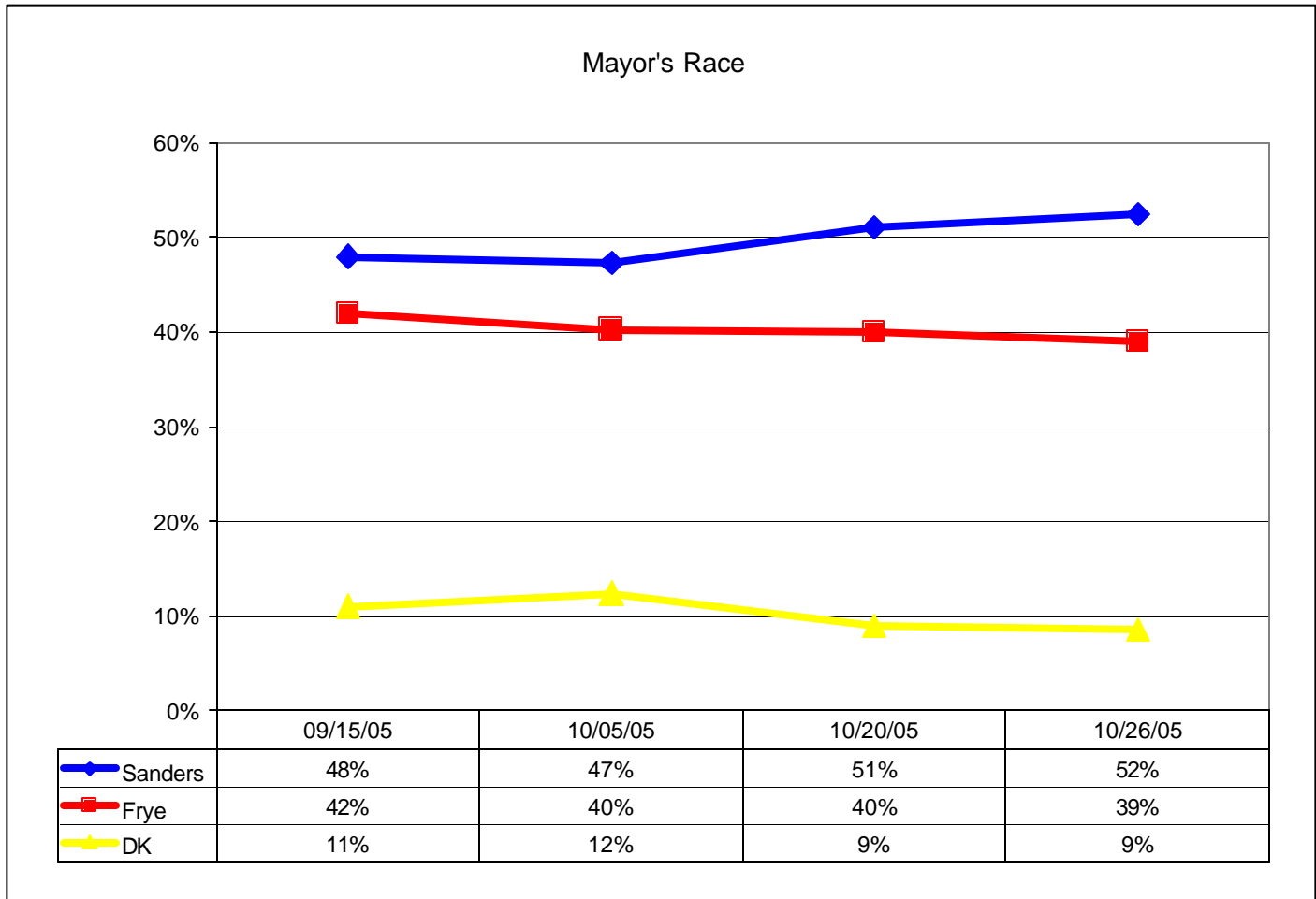
### Sanders Lead Widens Slightly San Diegans Optimistic That Things Will Get Better

San Diego – In a poll released today by Datamar Inc., Jerry Sanders extended slightly his lead over Donna Frye in the race for San Diego Mayor, 52% to 39% among high-propensity registered voters. A 13-point lead is the largest for Sanders to date. Although non-partisan, the race is sharply divided among political parties. Frye leads among Democrats, 65%, to 26% for Sanders. Sanders moved up 1 point with Democrats from our survey of October 21, 2005, from 25% to 26%. Frye stayed the same.

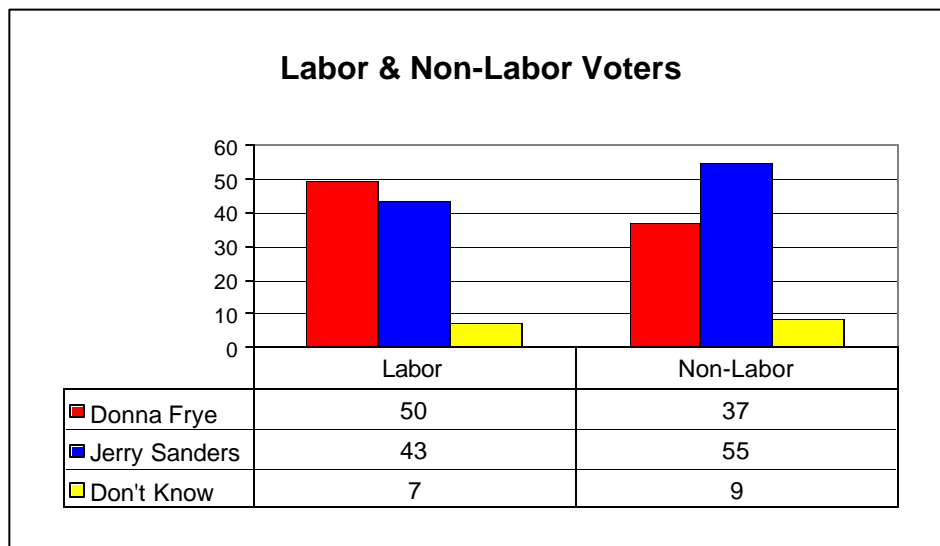


Sanders' lead among Republicans is 84%, to 10% for Frye. Sanders picked up 2 points with Republicans since our last survey. Frye lost 1 point. Sanders leads with males 54% and with females 51%, while Frye garners support from 35% of males and 42% of females.

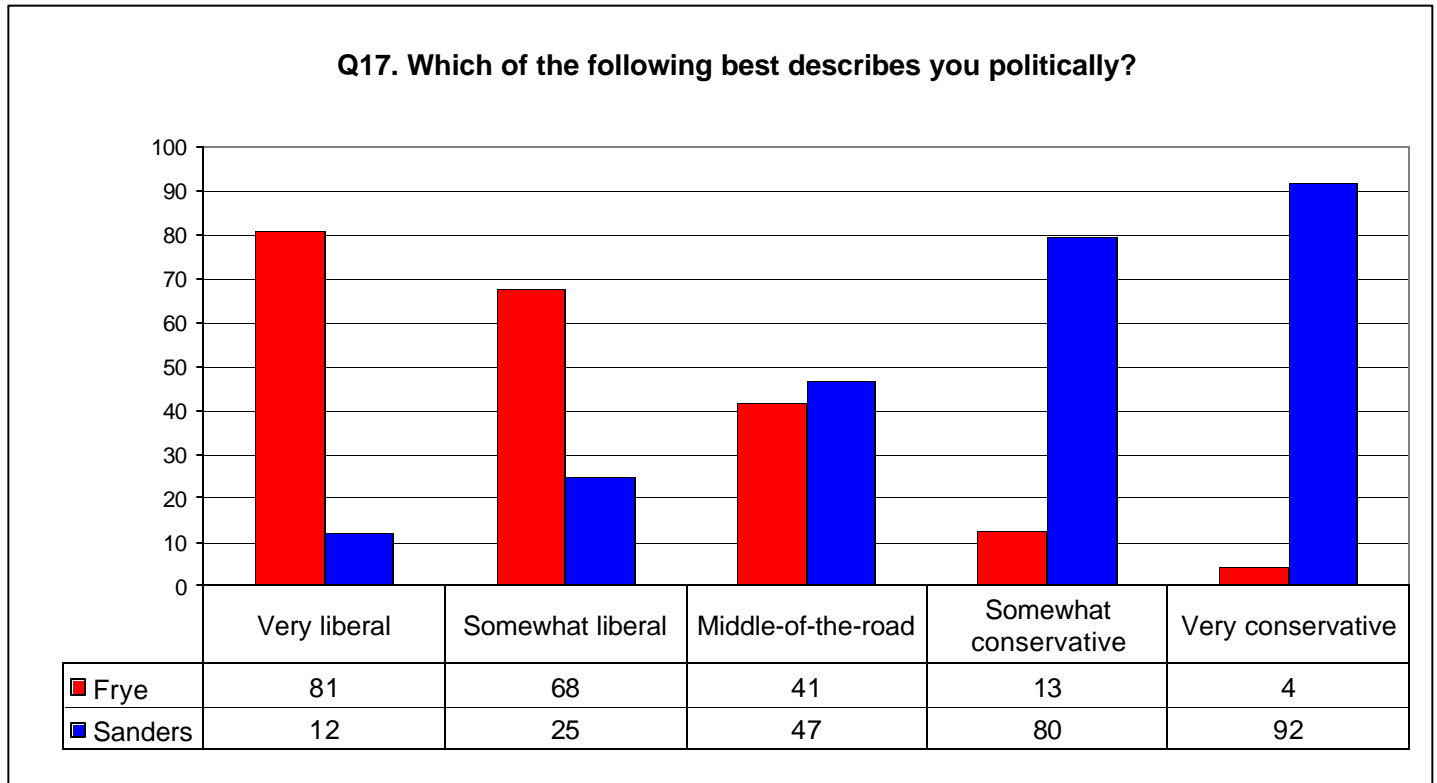
Sanders' lead increased from our last poll a week ago, from an 11-point lead to a 13-point lead.



Among labor union households Frye has expanded her lead, 50% to 43% for Sanders. Among non-labor union households Sanders leads 55% to 37% for Frye.

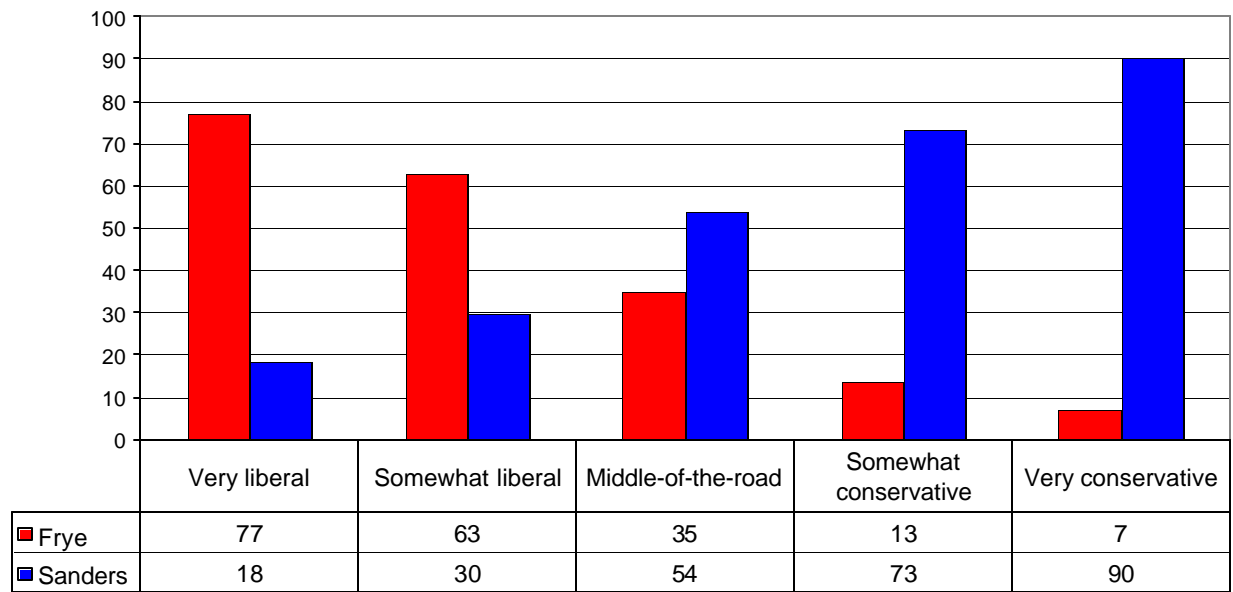


On political ideology, Frye leads among the very liberal, with 81% to Sanders' 12%. Sanders has a larger lead among the very conservative, 92% to Frye's 4%. Sanders leads 47% to 41% among those who state they are middle-of-the-road.



Political Ideology		5-Oct	20-Oct	26-Oct
Very Liberal	Donna Frye	82	81	81
	Jerry Sanders	14	15	12
Somewhat Liberal	Donna Frye	69	67	68
	Jerry Sanders	20	26	25
Middle of the Road	Donna Frye	41	35	41
	Jerry Sanders	45	50	47
Somewhat Conservative	Donna Frye	10	19	13
	Jerry Sanders	75	73	80
Very Conservative	Donna Frye	9	4	4
	Jerry Sanders	82	90	92

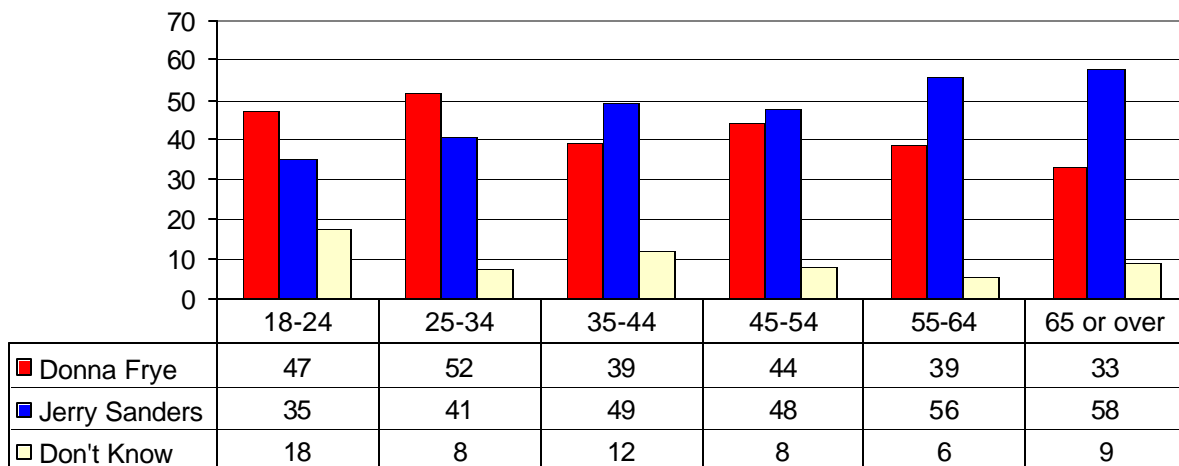
**Q18. Which of the following best describes you on social issues?**



On social issues, both Sanders and Frye have remained solid with their respective bases. Sanders receives support from 89% of social conservatives while Frye receives 79% from social liberals. The middle-of-the-road group is strongly Sanders, 50% to Frye’s 40%.

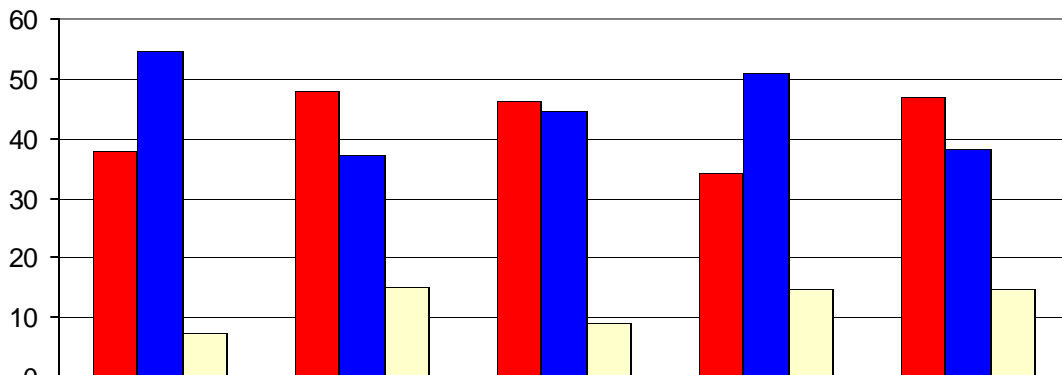
Frye leads with two age groups -- 18-24 year-olds (47%) and 25-34 year-olds (52%). With all other age groups Sanders is in the lead.

**Age Ranges**



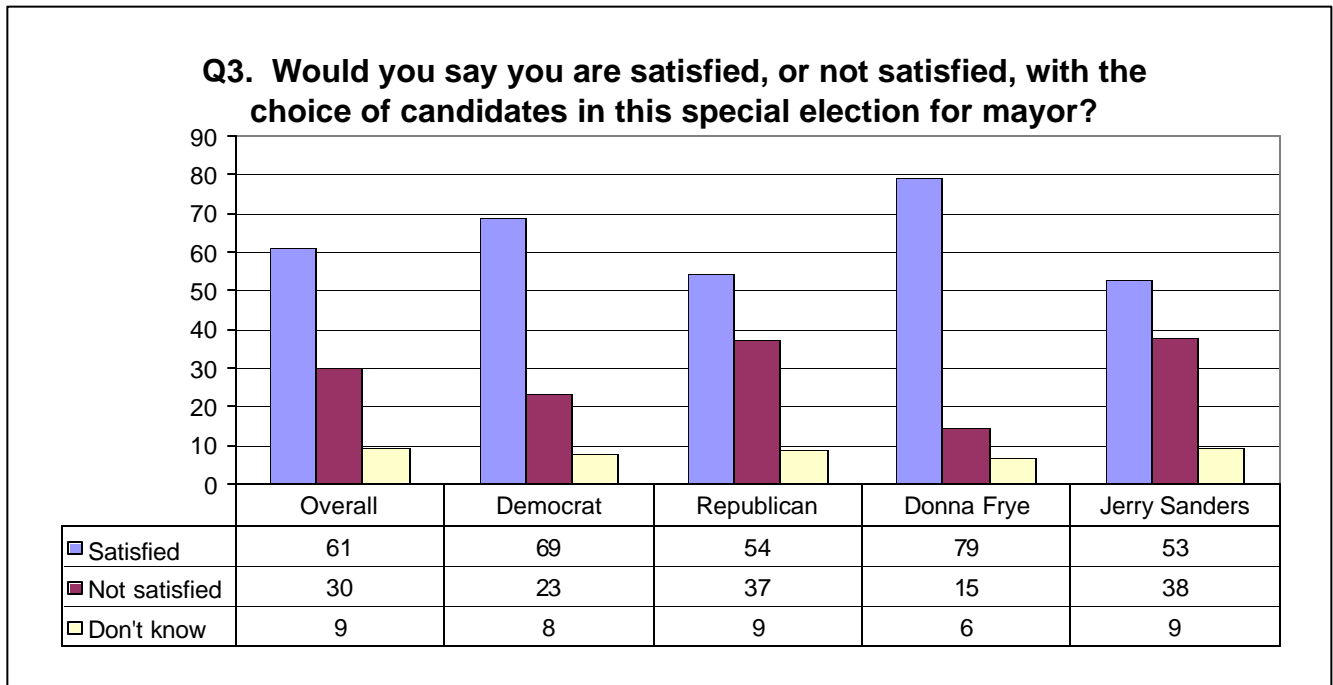
White voters strongly support Sanders 54% to 38% for Frye. Latinos are evenly divided between the two candidates with Frye getting 46% and Sanders 45%. African Americans support Frye 48% to 37% for Sanders. Sanders' 37% among African-Americans is extremely high for a Republican candidate. Sanders does better with Asians than any other group, 51% for Sanders and 34% for Frye.

## Racial And Ethnic Groups

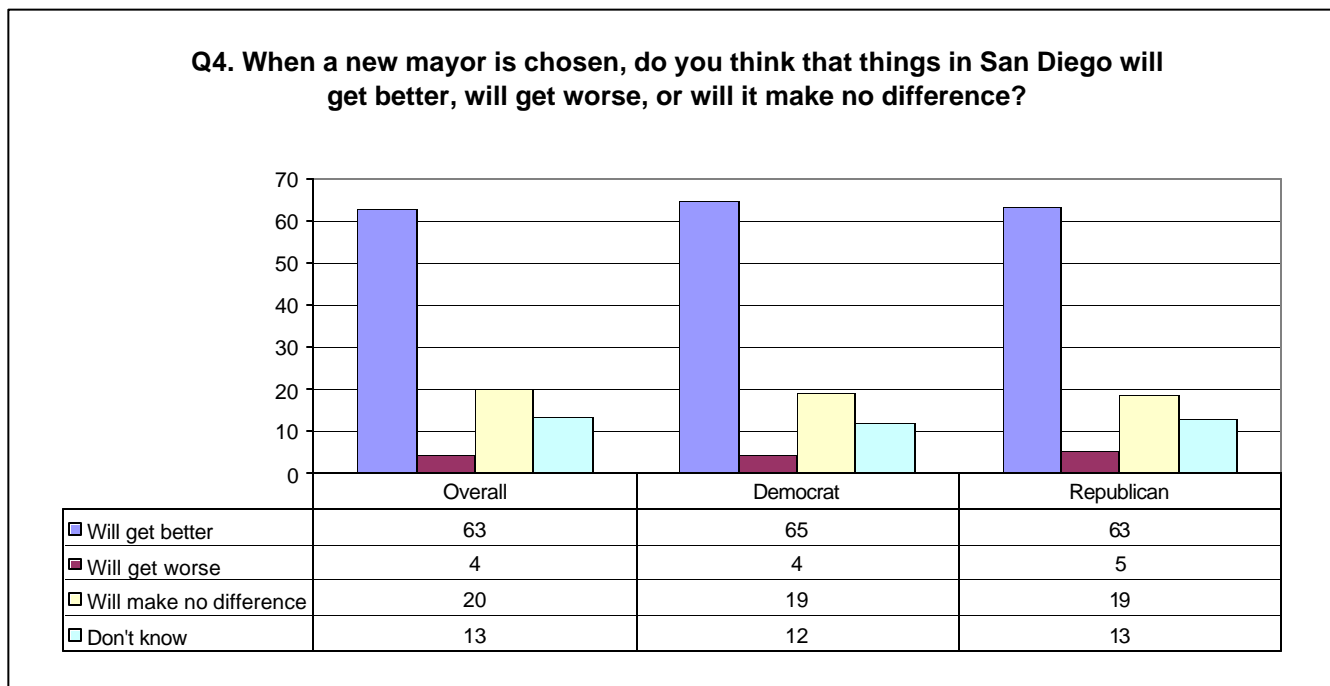


	White	Black/African-American	Hispanic/Latino	Asian/Pacific Islander	Other racial/ethnic
■ Donna Frye	38	48	46	34	47
■ Jerry Sanders	54	37	45	51	38
□ Don't Know	8	15	9	15	15

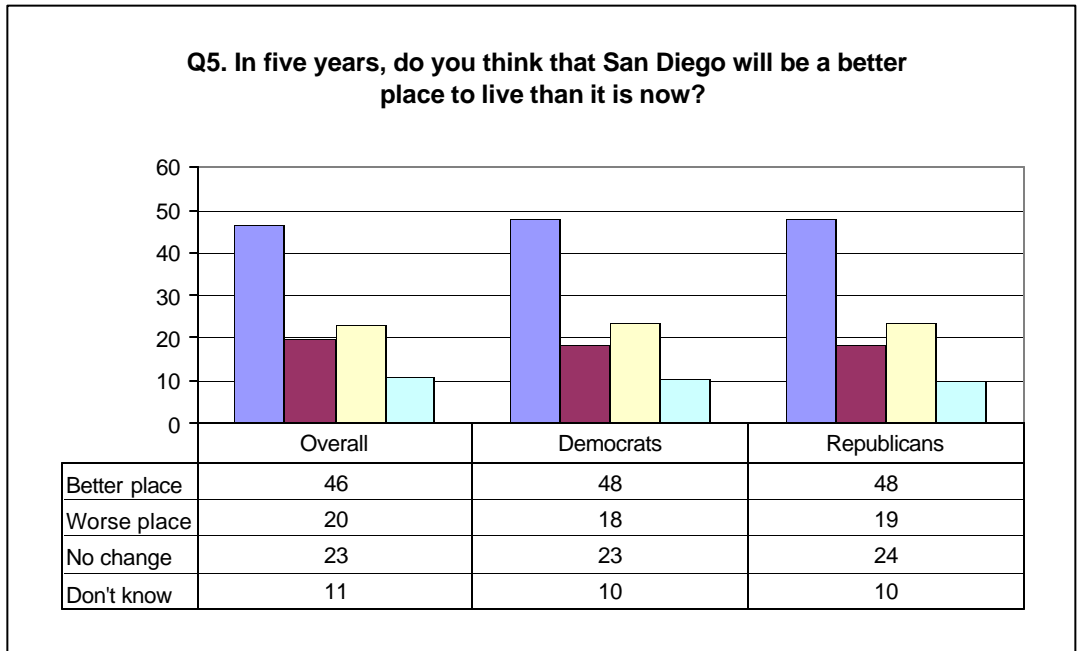
Overall, San Diegans seem satisfied, 61%, with the choice of candidates in this election for Mayor. Over 2/3s of Democrats are satisfied with the choice, while only 54% of Republicans are.



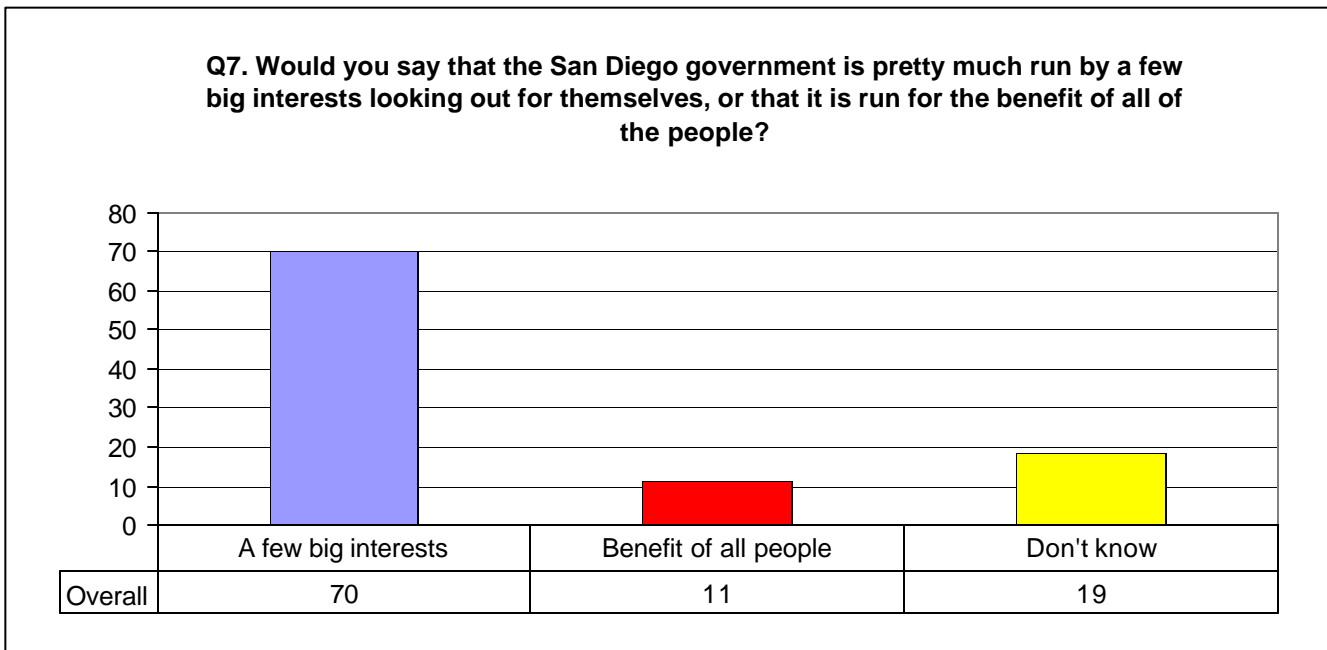
San Diegans are optimistic that a new Mayor will bring better days. 63% think that things will get better with a new Mayor.



San Diegans are somewhat optimistic that within the next five years San Diego will be a better place to live. 46% think it will be a better place, 20% a worse place, and 23% think there will be no change. This opinion is held by both major party members, with 48% in each party thinking San Diego will be a better place to live.

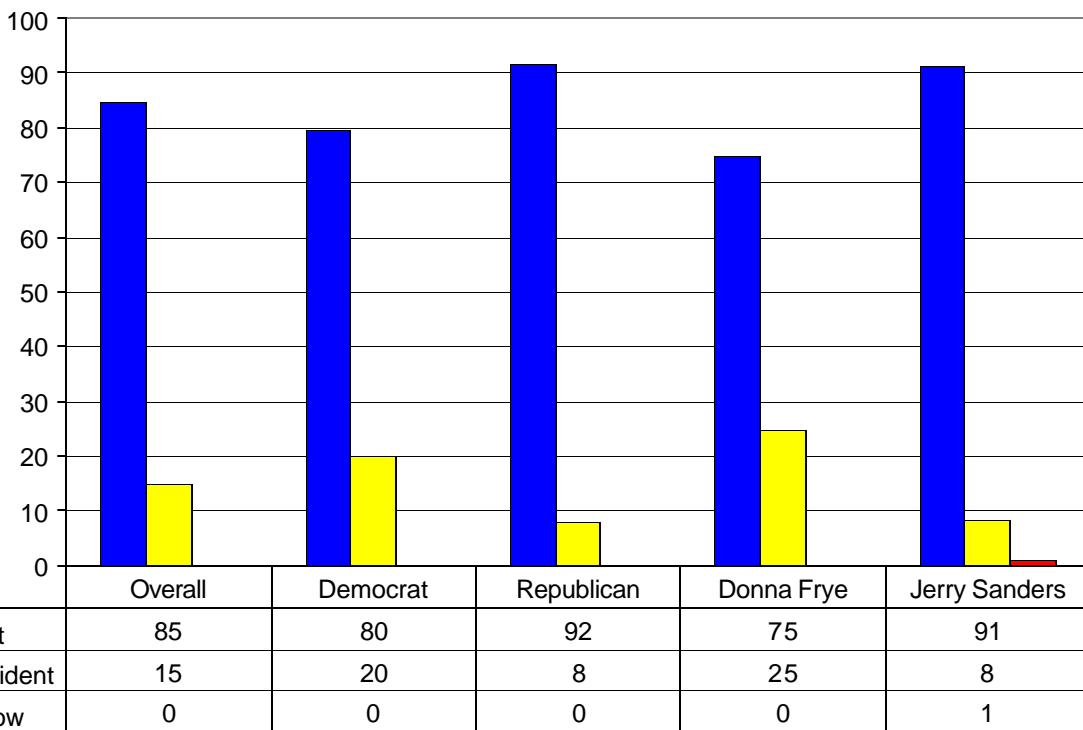


Respondents, 70%, strongly believe that San Diego City government is run by a few big interests, with only 11% believing it is run for the benefit of all people.



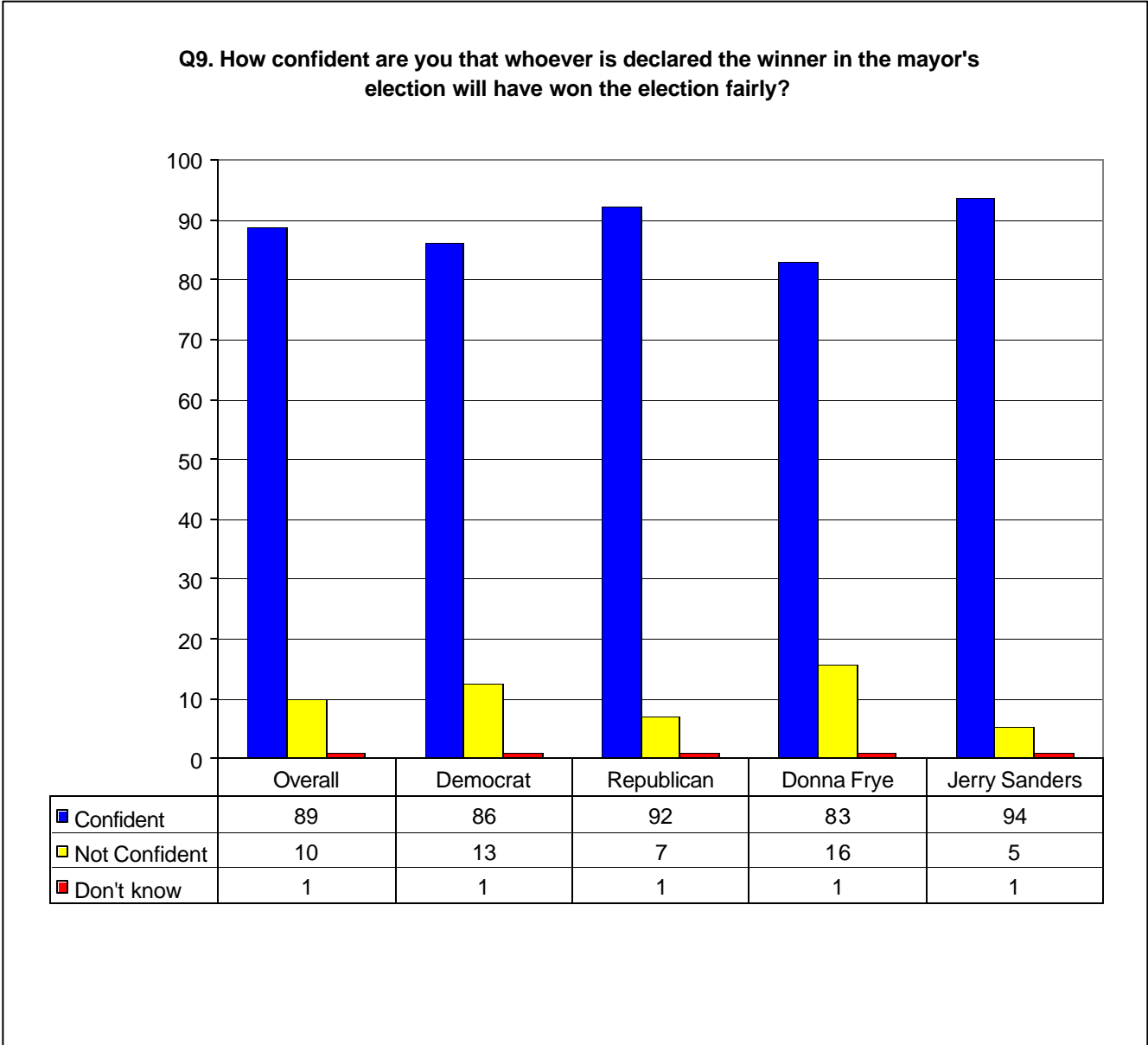
Most voters, 85%, are confident that the voting security system will ensure that all votes are counted properly. A sizable portion of Democrats, 20%, do not think that the security procedures will ensure that the votes will be counted properly. Only 75% of Frye’s voters think that the votes will be counted properly, while 25% do not. Sanders supporters are much more trusting of the system, 91% to 8%.

**Q8. How much confidence do you have in the security of the voting system in place in San Diego to insure that all votes are counted properly?**





When asked how confident they are that whoever is declared the winner in the mayor's election will have won the election fairly, a large majority, 89%, were confident that this would happen. Frye supporters, 16%, had the largest group that were not confident that the declared winner will have won fairly.



## **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 1,107 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 24,25, 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](http://www.datamar.com)

# DATAMAR, INC.

October 26, 2005

## Survey Toplines

Sample size 1,107

+/- 3 percent sampling error

October 24, 25, 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 39%

Jerry Sanders, businessman/retired police chief 52%

Don't know 9%

Q3. Would you say you are satisfied, or not satisfied, with the choice of candidates in this special election for mayor?

Satisfied 61%

Not satisfied 30%

Don't know 9%

Q4. When a new mayor is chosen, do you think that things in San Diego will get better, will get worse, or will it make no difference?

Will get better 63%

Will get worse 4%

Will make no difference 20%

Don't know 13%

Q5. In five years, do you think that San Diego will be a better place to live than it is now, a worse place to live than it is now, or will there be no change?

Better place 46%

Worse place 20%

No change 23%

Don't know 11%

Q6. Five years from now, do you see yourself living in San Diego or living somewhere else?

Yes, living in San Diego	76%
No, somewhere else	15%
Don't know	9%

Q7. Would you say that the San Diego government is pretty much run by a few big interests looking out for themselves, or that it is run for the benefit of all of the people?

A few big interests	70%
Benefit of all people	11%
Don't know	19%

Q8. How much confidence do you have in the security of the voting system in place in San Diego to insure that all votes are counted properly - very confident, somewhat confident, not too confident or not at all confident?

Very confident	45%
Somewhat confident	39%
Not too confident	12%
Not at all confident	3%
Don't know	1%

Q9. How confident are you that whoever is declared the winner in the mayor's election will have won the election fairly - very confident, somewhat confident, not too confident, or not at all confident?

Very confident	53%
Somewhat confident	36%
Not too confident	8%
Not at all confident	2%
Don't know	1%

Q10. Which of the following best describes you politically?

Very liberal	12%
Somewhat liberal	20%
Middle-of-the-road	28%
Somewhat conservative	25%
Very conservative	14%
Don't know	1%

Q11. On social issues, what would you say best describes you?

Very liberal	15%
Somewhat liberal	24%
Middle-of-the-road	22%
Somewhat conservative	24%
Very conservative	13%
Don't know	1%

Q12. On fiscal issues, what would you say best describes you?

Very liberal	5%
Somewhat liberal	14%
Middle-of-the-road	27%
Somewhat conservative	30%
Very conservative	22%
Don't know	2%

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

Q13. Are you?

Male	47%
Female	53%

Q14. What is your age, please?

18-24	2%
25-34	8%
35-44	15%
45-54	19%
55-64	22%
65 or over	35%

Q15. What is the highest level of education you have completed?

Some high school	2%
Graduated high school	8%
Technical/vocational	3%
Some college	25%
Graduated college	38%

Graduate/professional School 24%

Q16. In what political party are you registered to vote?

Democrat	44%
Republican	42%
Another party	6%
No party registration	8%

Q17. 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	22%
No	75%
Don't know	3%

Q18. What do you consider to be your race/ethnic group?

White	76%
Black/African-American	4%
Hispanic/Latino	12%
Asian/Pacific Islander	4%
Other racial/ethnic group	4%