



Political Campaign Software

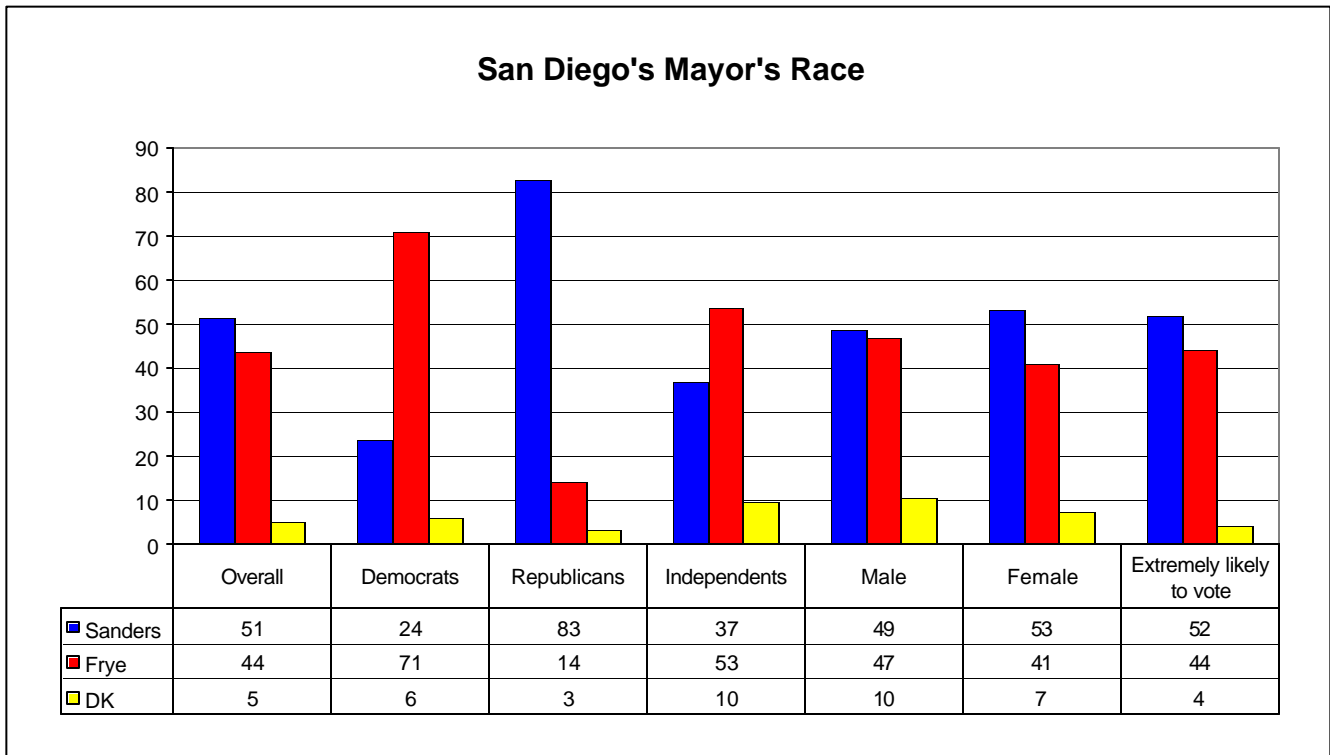
## Datamar Survey

Date: November 3, 2005

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619-579-8244

### Race For Mayor Tightens Numbers Now Mirror July Primary

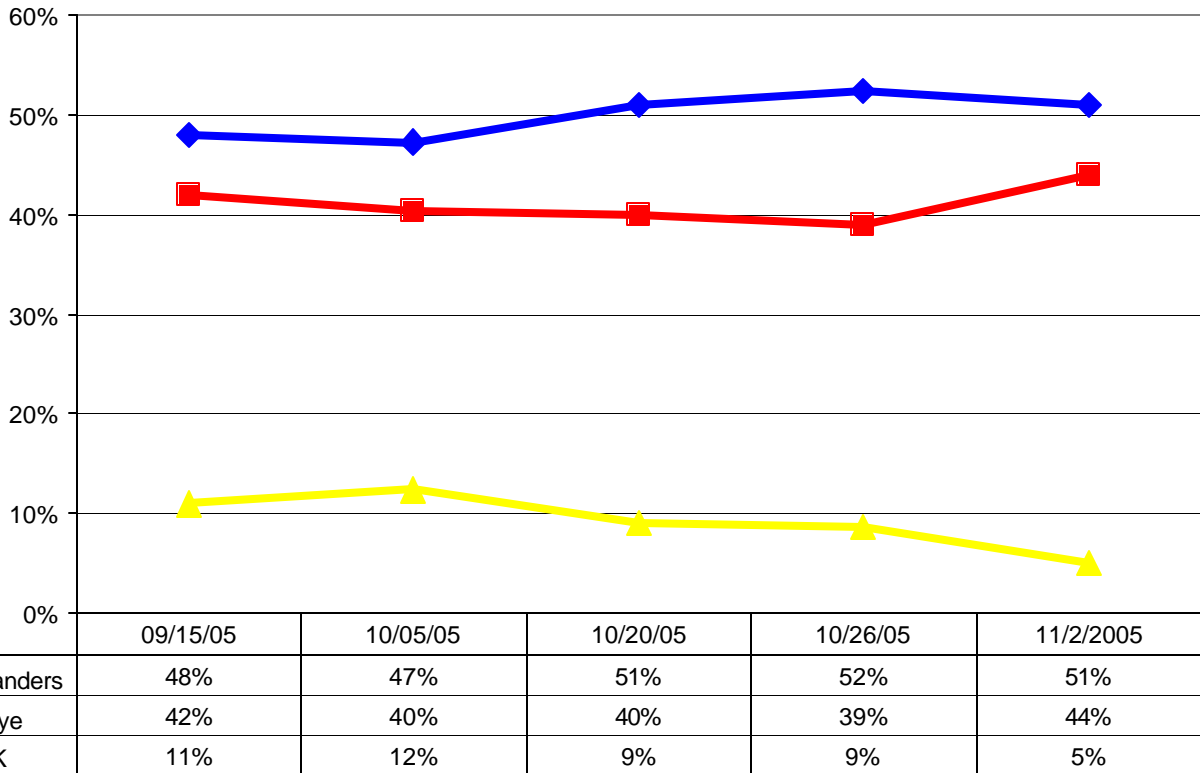
San Diego – In a poll released today by Datamar Inc., Donna Frye at 44% is closing in on Jerry Sanders’ 51% lead in the race for San Diego mayor. Among *City of San Diego high-propensity registered voters*, Sanders’ lead has decreased from his last week’s 13-point advantage. This non-partisan race remains sharply divided among political parties. Frye leads among Democrats, 71%, to 24% for Sanders. Frye moved up 6 points with Democrats from our survey of October 26, 2005. Of those that stated they were extremely likely to vote, Sanders leads 52% to Frye’s 44%.



Sanders’ lead among Republicans is 83%, to 14% for Frye. Frye picked up 4 points with Republicans since our last survey. Sanders lost 1 point. Sanders leads with males 49% and with females 53%, while Frye garners support from 47% of males and 41% of females.

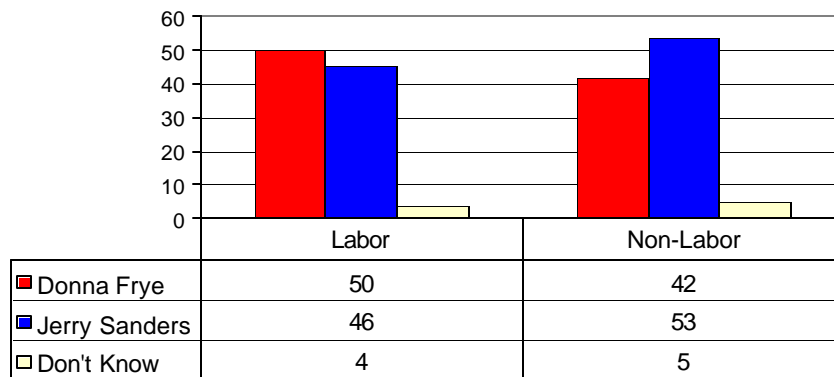
Sanders' lead decreased from our last poll a week ago, from a 13-point lead to a 7-point lead.

### Mayor's Race

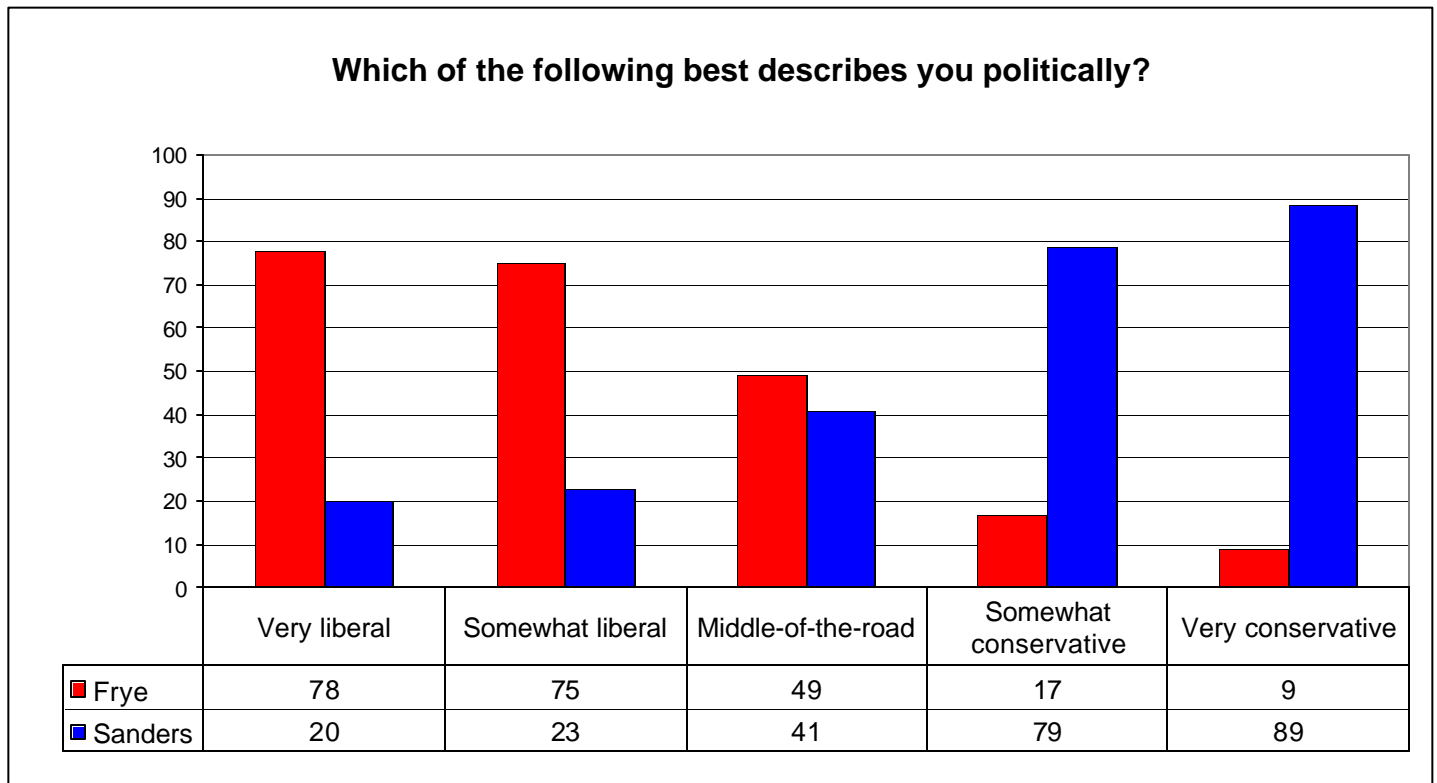


Among labor union households, Sanders with 46% has narrowed the gap, with Frye at 50%. Among non-labor union households Sanders leads 53% to 42% for Frye.

### Labor & Non-Labor Voters

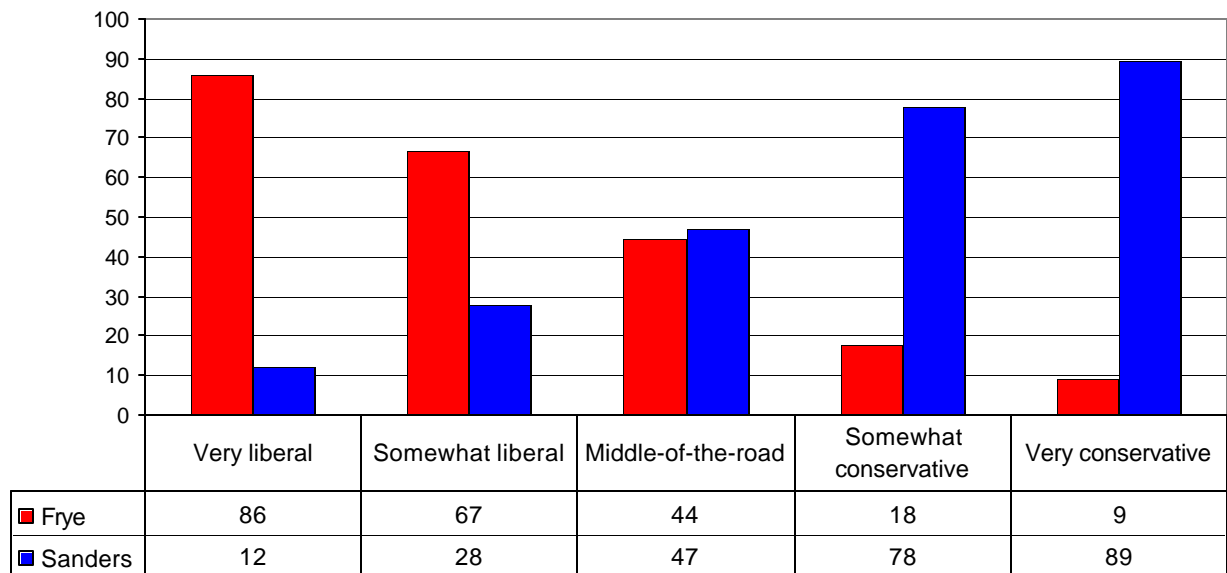


On political ideology, Frye still leads among the very liberal, with 78% to Sanders' 20%. Sanders continues his larger lead among the very conservative, 89% to Frye's 9%.



Political Ideology		5-Oct	20-Oct	26-Oct	2-Nov
Very Liberal	Donna Frye	82	81	81	78
	Jerry Sanders	14	15	12	20
Somewhat Liberal	Donna Frye	69	67	68	75
	Jerry Sanders	20	26	25	23
Middle of the Road	Donna Frye	41	35	41	49
	Jerry Sanders	45	50	47	41
Somewhat Conservative	Donna Frye	10	19	13	17
	Jerry Sanders	75	73	80	79
Very Conservative	Donna Frye	9	4	4	9
	Jerry Sanders	82	90	92	89

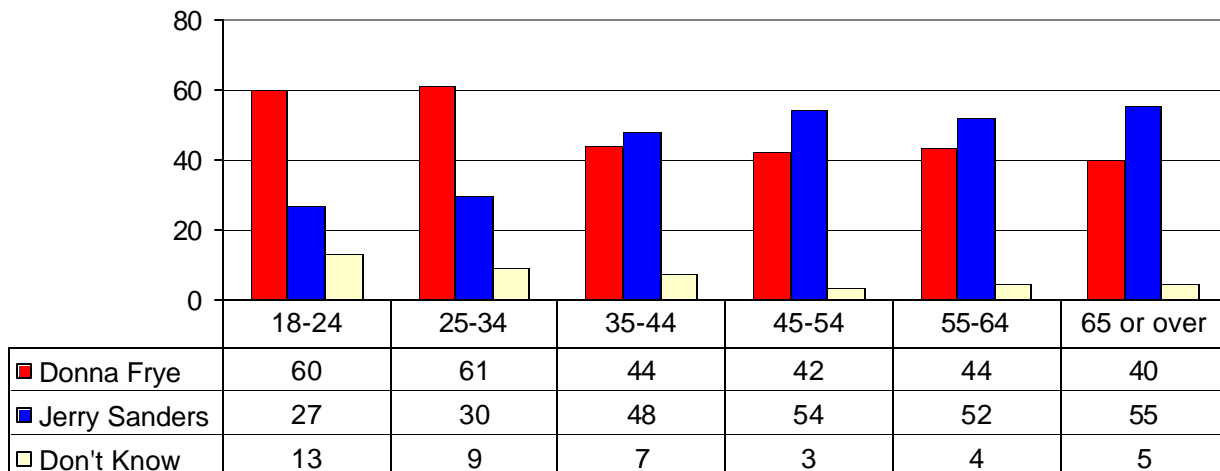
### Which of the following best describes you on social issues?



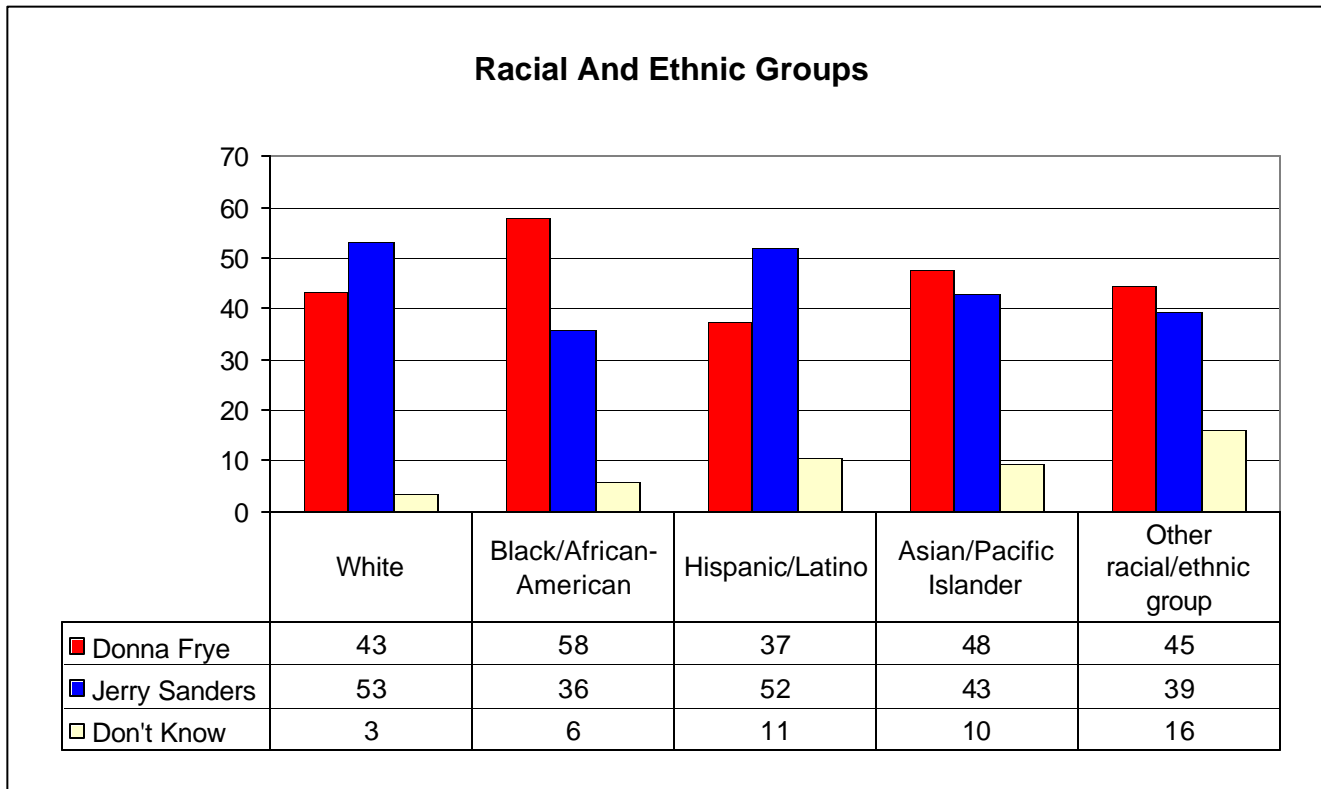
On social issues, both Sanders and Frye have remained solid with their respective bases. Sanders receives support from 89% of social conservatives while Frye receives 86% from social liberals. The middle-of-the-road group leans towards Sanders 44% to 47%. However, this is a striking difference from our last survey, which had Sanders leading in this group 54% to 35%.

Frye leads with two age groups -- 18-24 year-olds (60%) and 25-34 year-olds (61%). With all other age groups Sanders is in the lead.

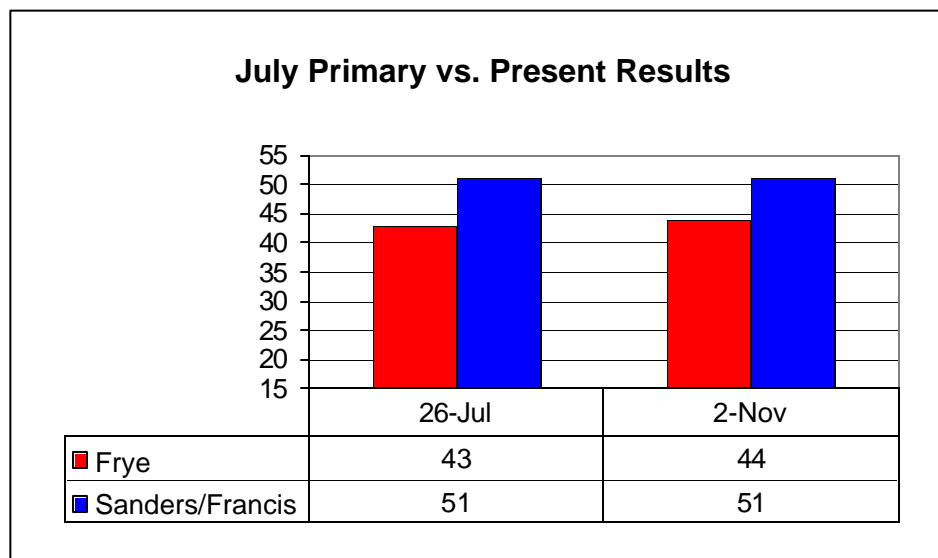
### Age Ranges



White voters support Sanders 53% to 43% for Frye. Latinos are supporting Sanders 52% to Frye's 37%. African-Americans support Frye 58% to 36% for Sanders. Sanders' 36% among African-Americans is extremely high for a Republican candidate.



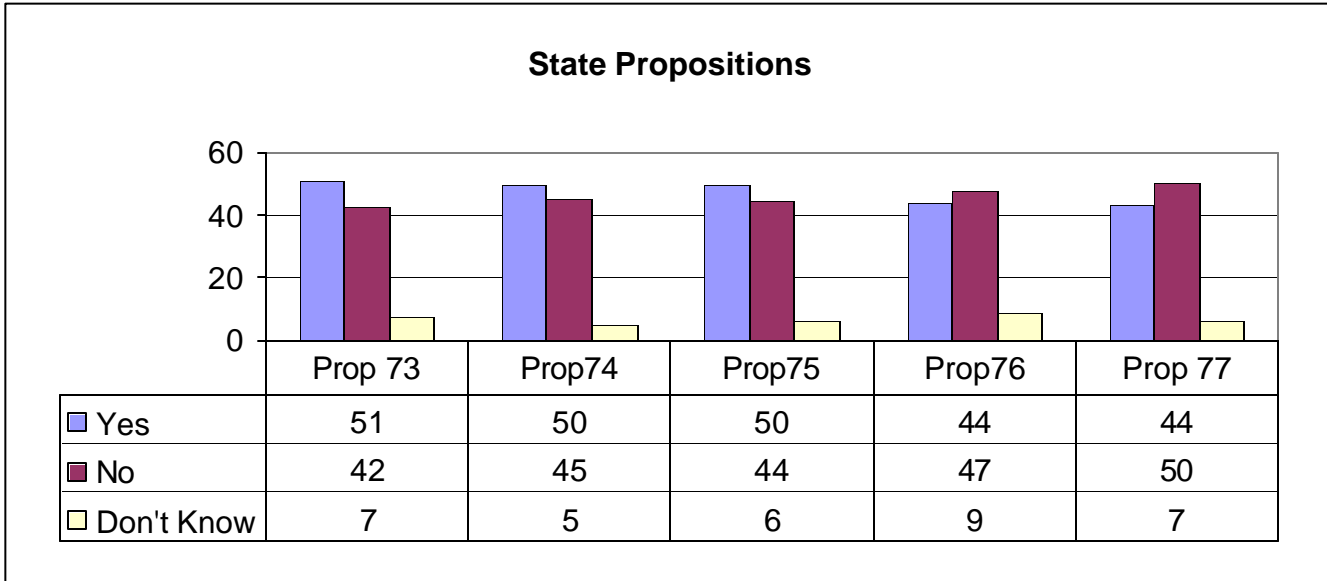
In the July 26, 2005 primary, Frye received 43% of the vote and Sanders combined with Steve Francis bore 51%. Remarkably, three months later with over a million dollars in campaigns expenditures, what has changed? Almost Nothing. Frye has 44% instead of 43%. Sanders now has 51%, exactly the same as the July primary Sanders/Francis total.



**Among City of San Diego high-propensity registered voters**, Proposition 73 (the “Waiting Period and Parental Notification Before Termination of Minor’s Pregnancy” initiative) leads 51% to 42% with 7% undecided.

Proposition 74, the “Public School Teachers Waiting Period for Permanent Status Dismissal” initiative, is leading 50% to 45% with 5% undecided.

Proposition 75, the “Public Employee Union Dues Restrictions on Political Contributions. Employee Consent Requirement” initiative is leading 50% to 44% with 6% undecided.



Proposition 76, the “State Spending and School Funding Limits” initiative, is behind 44% to 47% with 9% undecided.

Proposition 77, the “Redistricting Initiative”, is behind 50% to 44% with 7% undecided.

## **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 1,029 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 November 1<sup>st</sup> and 2<sup>nd</sup>, 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.

November 3, 2005

## Survey Toplines

Sample size 1,029

+/- 3 percent sampling error

November 1,2, 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 44%

Jerry Sanders, businessman/retired police chief 51%

Don't know 5%

Q3. Proposition 73 is the "Waiting Period and Parental Notification Before Termination of Minor's Pregnancy" initiative. It requires, with certain exceptions, a physician to notify the parent or legal guardian of a pregnant minor at least 48 hours before performing an abortion involving that minor. If the election were held today, would you vote yes or no on Proposition 73?

Yes 51%

No 42%

Don't know 7%

Q4. Proposition 74 is the "Public School Teachers Waiting Period for Permanent Status Dismissal" initiative. It increases length of time required before a teacher may become a permanent employee from two complete consecutive school years to five complete consecutive school years. If the election were held today, would you vote yes or no on Proposition 74?

Yes 50%

No 45%

Don't know 5%



Q5. Proposition 75 is the “Public Employee Union Dues, Restrictions on Political Contributions, Employee Consent Requirement” initiative. It prohibits the use by public employee labor organizations of public employee dues or fees for political contributions except with the prior consent of individual public employees each year on a specified written form. If the election were held today, would you vote yes or no on Proposition 75?

Yes	50%
No	44%
Don't know	6%

Q6. Proposition 76 is the “State Spending and School Funding Limits” initiative. It limits state spending to prior year's levels plus the average revenue growth of the previous years. It also changes the minimum school funding requirements under proposition 98, and eliminates repayment requirement when minimum funding is suspended. If the election were held today would you vote yes or no on Proposition 76?

Yes	44%
No	47%
Don't know	9%

Q7. Proposition 77 is the “Redistricting Initiative” It amends the process for redistricting California's Senate, Assembly, Congressional and Board of Equalization districts. It requires a panel of three retired judges, selected by legislative leaders, to adopt a new redistricting plan if measure passes, and after each national census. If the election were held today, would you vote yes or no on Proposition 77?

Yes	44%
No	50%
Don't know	7%

Q8. What is the likelihood of your voting in the November 8, 2005 special election -- are you extremely likely, very likely, somewhat likely, or not very likely at all to vote?

Extremely Likely	95%
Very Likely	4%
Somewhat Likely	0.6%
Not Very Likely	0.6%

Q9. Which of the following best describes you politically?

Very liberal	12%
Somewhat liberal	20%
Middle-of-the-road	26%
Somewhat conservative	26%
Very conservative	14%

Don't know 2%

Q10. On social issues, what would you say best describes you?

Very liberal	15%
Somewhat liberal	20%
Middle-of-the-road	26%
Somewhat conservative	23%
Very conservative	14%
Don't know	2%

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

Very liberal	6%
Somewhat liberal	16%
Middle-of-the-road	25%
Somewhat conservative	31%
Very conservative	21%
Don't know	2%

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

Q12. Are you?

Male	48%
Female	52%

Q13. What is your age, please?

18-24	1%
25-34	7%
35-44	14%
45-54	18%
55-64	23%
65 or over	36%

Q14. What is the highest level of education you have completed?

Some high school	2%
Graduated high school	8%
Technical/vocational	3%
Some college	22%
Graduated college	38%
Graduate/professional School	27%

Q15. In what political party are you registered to vote?

Democrat	44%
Republican	40%
Another party	6%
No party registration	10%

Q16. 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	24%
No	73%
Don't know	3%

Q17. What do you consider to be your race/ethnic group?

White	73%
Black/African-American	5%
Hispanic/Latino	12%
Asian/Pacific Islander	4%
Other racial/ethnic group	6%