



Political Campaign Software

Datamar Survey

Date: July 14, 2005

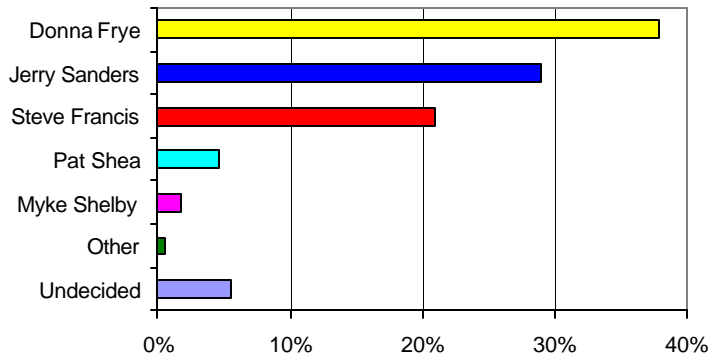
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Frye and Sanders Still In The Lead Francis Moving Up Fast

Voters Want Pension Rollbacks

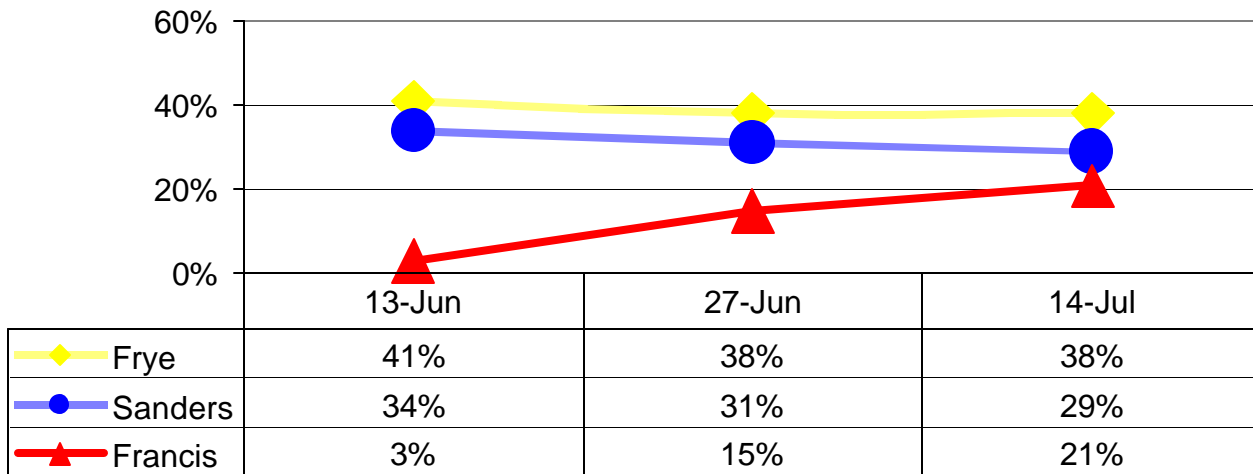
San Diego – Donna Frye with 38% and Jerry Sanders with 29% are leading in the race to be San Diego’s next mayor. Steve Francis has moved into a strong third place with 21% support. “Francis seems to have the momentum at this point in the race, but Fry and Sanders have consistently been on top” Pat Shea 5%, Myke Shelby 2% and Richard Rider 0.4% round out the field.

Mayor's Race Summary



Donna Frye	38%
Jerry Sanders	29%
Steve Francis	21%
Pat Shea	5%
Myke Shelby	2%
Other	0.6%
Undecided	6%

Frye, Sanders, Francis



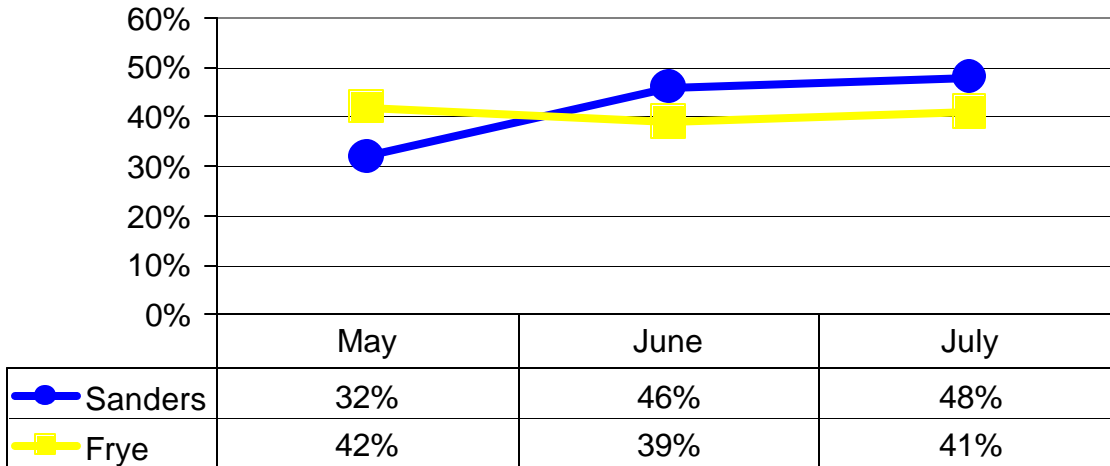
Among Democrats, Frye has a commanding lead with 62%. Sanders follows with 20%. Francis trails with 7.5%. Among Republicans Sanders has a slight lead with 38%, Francis at 34%, and Frye at 16%.

Q1. Voters in the City of San Diego will vote for mayor in a primary election on July 26th. If this special primary election for mayor were held today, whom would you vote for?

	Democrat	Republican	Independent	Other
Donna Frye	62.3%	15.8%	37.9%	37.5%
Jerry Sanders	20.2%	37.6%	24.1%	31.3%
Steve Francis	7.5%	33.6%	24.1%	6.3%
Pat Shea	5.8%	3.8%	3.4%	6.3%
Myke Shelby		3.8%		
Richard Rider	.6%			3.1%
Other	.4%			
DK	3.1%	5.3%	10.3%	15.6%

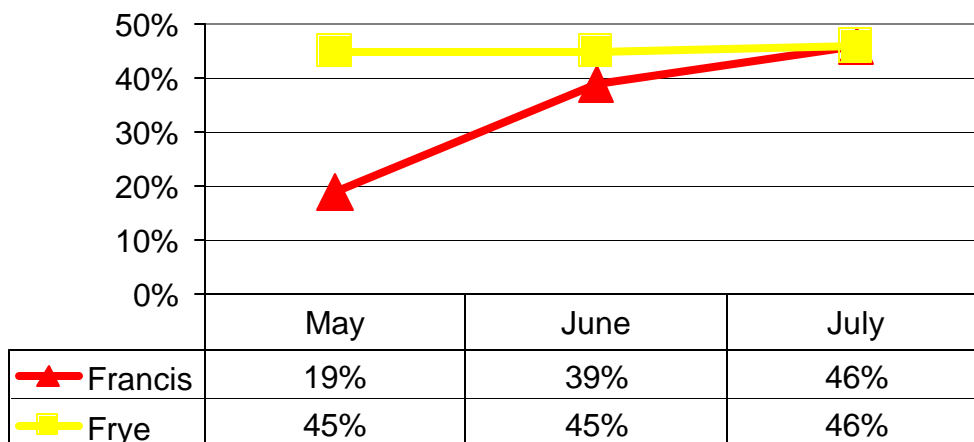
In a head-to-head competition between Jerry Sanders and Donna Frye, Sanders leads 48% to Frye's 41%. Sanders has moved up substantially from our May match-up, which had Frye leading 42% to Sanders 32%.

Head-to-Head Sanders vs. Frye



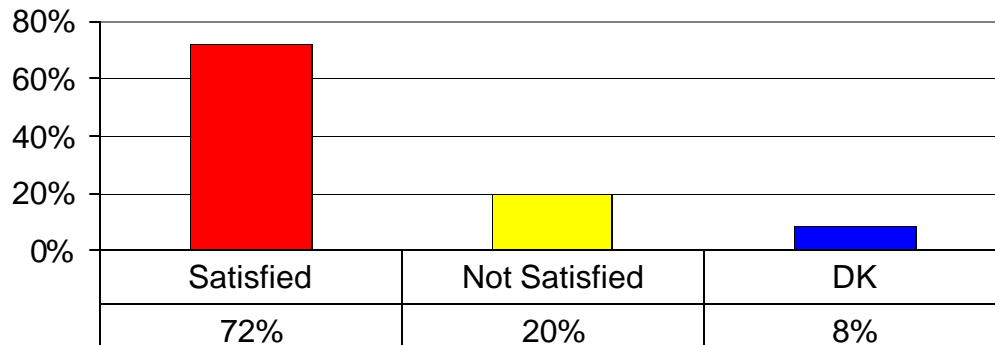
Francis has also improved dramatically in a head-to-head match with Frye. In May, Francis trailed badly, 45% to 19%, a 26-point spread. Currently, it is a dead-heat with 46% for both.

Head-to-Head Francis vs. Frye



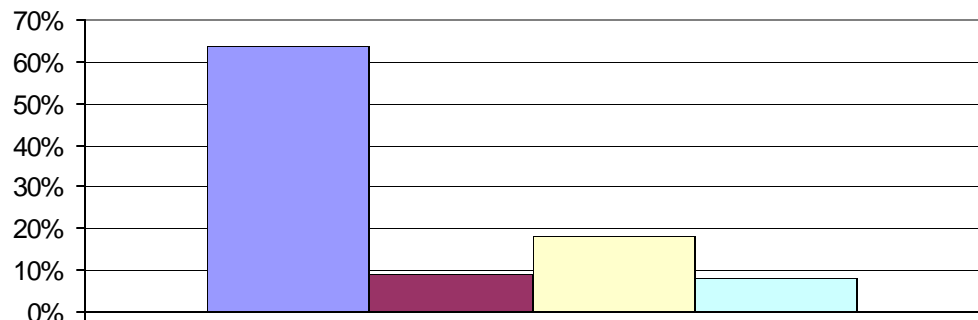
Seventy-two percent of voters are satisfied with the choices of candidates for mayor while only 20% are not.

Q2. Would you say you are satisfied, or not satisfied, with the choice of candidates in this special election for mayor?



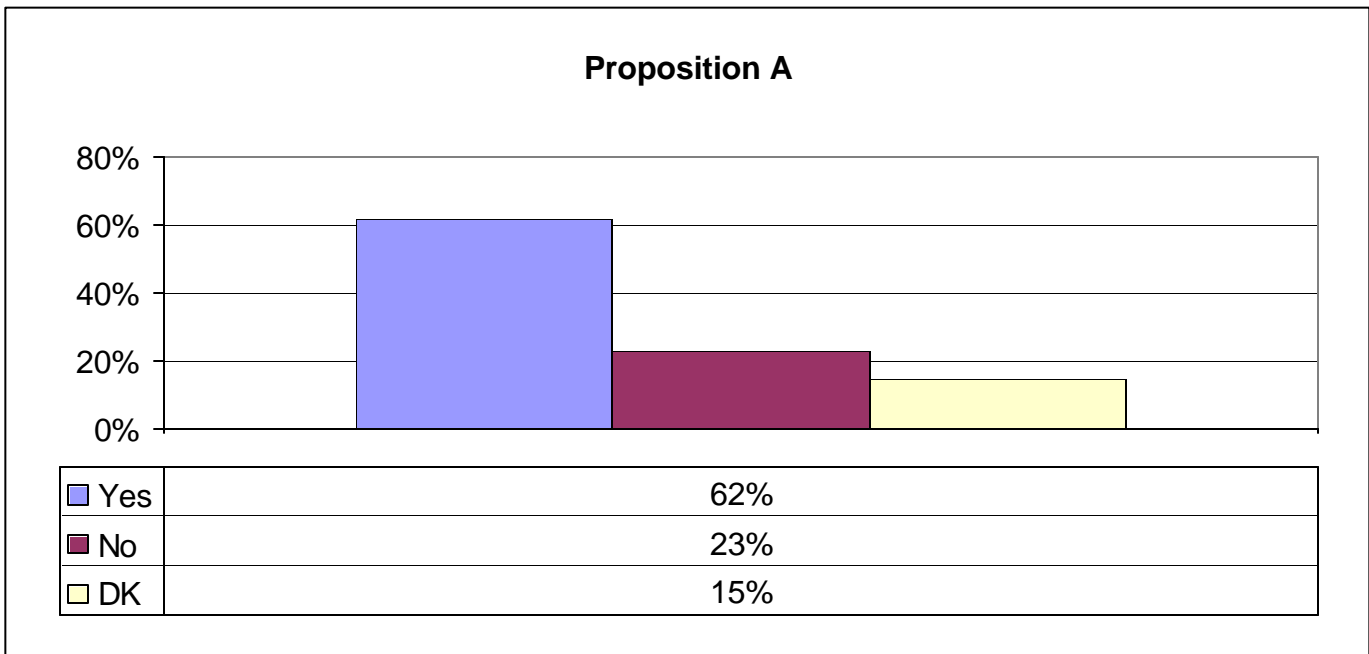
San Diegans are optimistic that things will get better under a new mayor. Sixty-four percent feel that things will get better under a new mayor, while only 9% think things will get worse, and 18% think that the new mayor will make no difference.

Q5. 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?



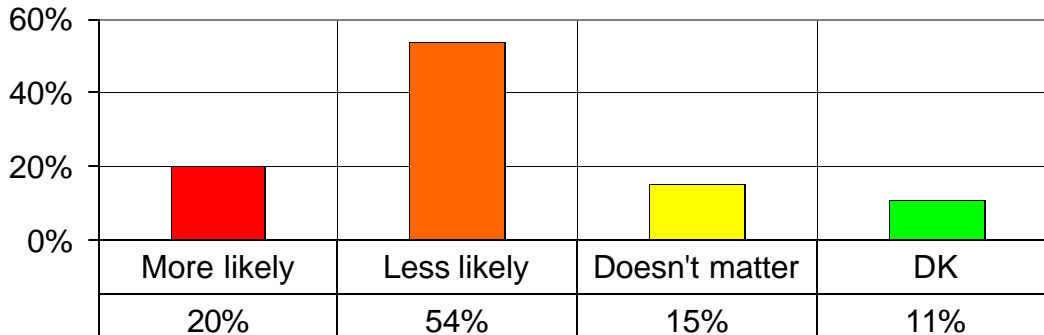
Will get better	64%
Will get worse	9%
Will make no difference	18%
DK	8%

A vast majority of voters, 62%, favor transferring the War Memorial on Mt. Soledad to the federal government, while only 23% oppose it, with 15% undecided. Depending on the upcoming court decision on whether this item will need 50%+1 or 66%+1 to pass, this will be either a rout or a very tight race.



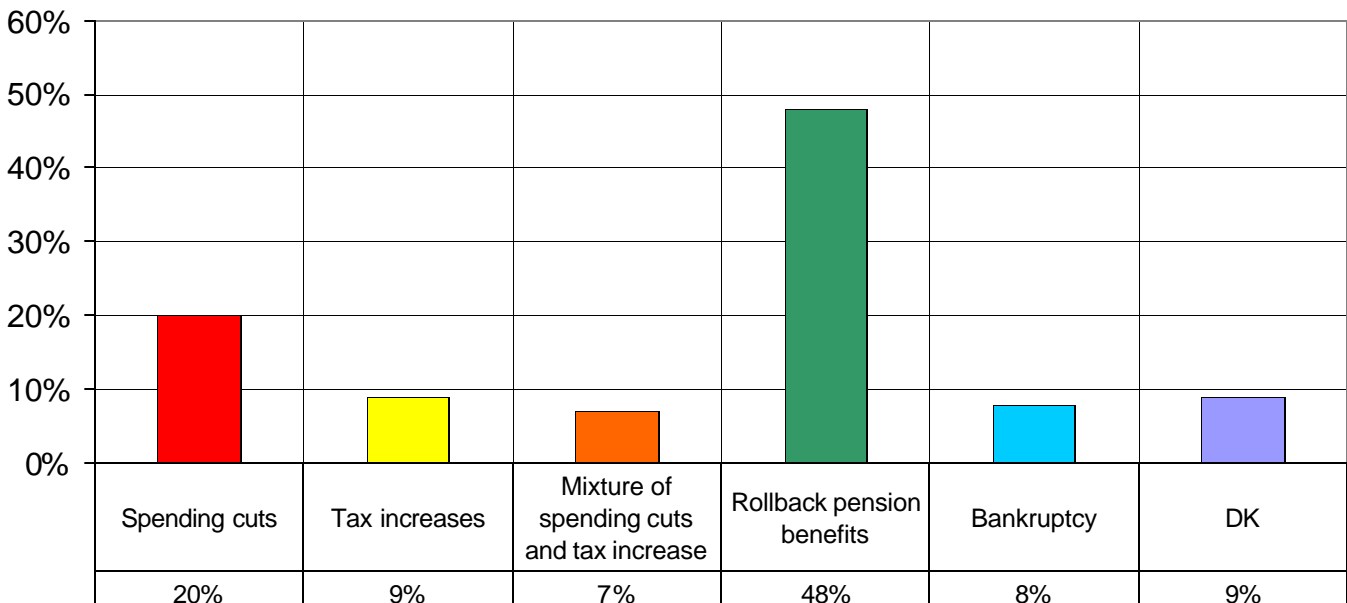
Fifty-four percent of the voters would be less likely to vote for a mayoral candidate if they favored removing the cross from atop the War Memorial, only 20% would be more likely to vote for that candidate, and for 15% it doesn't matter.

Q7. If a candidate for mayor favored removing the cross from atop the War Memorial on Mt. Soledad, would you be more likely, or less likely, to support that person for mayor?



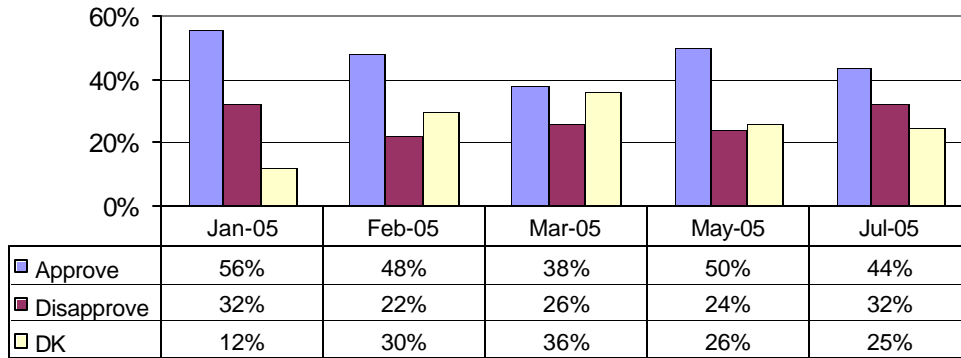
A large percentage of voters, 48%, want to deal with the pension deficit through pension rollbacks while 20% think the city should handle the problem through spending cuts. Barely 9% think the city should raise taxes, 8% think the city should declare bankruptcy and 7% want the city to use a mix of spending cuts and tax increases to solve the problem.

Q8. Currently the City of San Diego faces at least a \$1.4 billion pension deficit. How would you prefer to deal with this deficit?



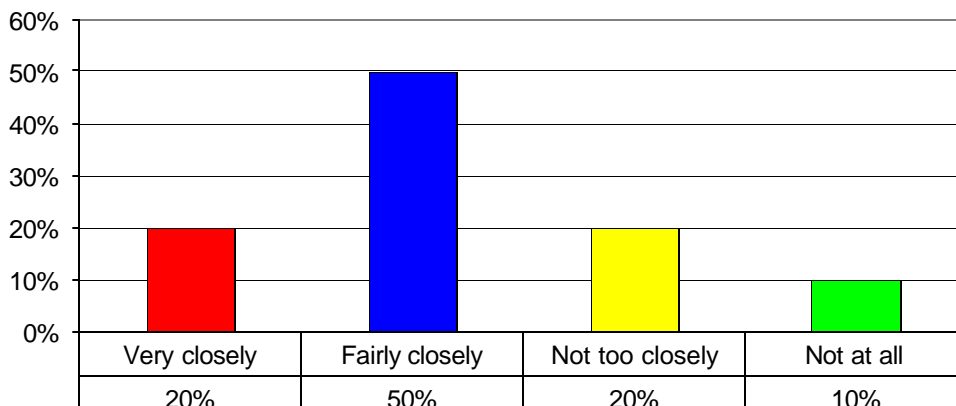
Forty-four percent of the voters approve of the job City Attorney Mike Aguirre is doing while 32% disapprove. Aguirre has consistently had higher approval ratings than the rest of the city elected officials.

City Attorney Mike Aguirre's Approval Rating Over Time



Only 20% of the voters stated that they were watching the mayor’s race closely, while 50% were watching the race fairly closely, with 20% not too closely, and 10% or not paying any attention.

Q10. How closely are you following news about the candidates for the July 26th mayoral election?



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 1,167 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 July 11 through July 13, 2005. Interviews took place using a computer-generated random sample of telephone numbers. Interviews were conducted in English or Spanish. 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

DATAMAR, INC.

July 14, 2005

Survey Toplines

Sample size 1,167

+/- 3 sampling error

July 11, 12, 13, 2005

High-propensity registered San Diego voters

Q1. Voters in the City of San Diego will vote for mayor in a primary election on July 26th. If this special primary election for mayor were held today, whom would you vote for?

Donna Frye, councilmember/business owner	38%
Jerry Sanders, businessman/retired police chief	29%
Steve Francis, businessman	21%
Pat Shea, businessman/attorney	5%
Myke Shelby, motorcycle dealership owner	2%
Richard Rider, small businessman	0.4%
Other	0.2%
Don't know	5.5%

Q2. Would you say you are satisfied, or not satisfied, with the choice of candidates in this special election for mayor?

Satisfied	72%
Not satisfied	20%
Don't know	8%

Q3. If the later runoff election were between Donna Frye and Jerry Sanders, whom would you vote for?

Jerry Sanders	48%
Donna Frye	41%
Don't know	11%

Q4. If the later runoff election were between Donna Frye and Steve Francis, whom would you vote for?

Donna Frye	46.7%
Steve Francis	46.3%
Don't know	7%

Q5. 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	64%
Will get worse	9%
Will make no difference	18%
Don't know	8%

Q6. In the July 26th special election, Proposition A also will be on the ballot. It states, “Shall the City of San Diego donate to the federal government all of the City’s rights, title, and interest in the Mt. Soledad Veterans Memorial property for the federal government’s use of the property as a national memorial honoring veterans of the United States Armed Forces?” Today, would you vote yes or no?

Yes	62%
No	23%
Don’t know	15%

Q7. If a candidate for mayor favored removing the cross from atop the War Memorial on Mt. Soledad, would you be more likely, or less likely, to support that person for mayor?

More likely	20%
Less likely	54%
Doesn’t matter	15%
Don’t know	11%

Q8. Currently the City of San Diego faces at least a \$1.4 billion pension deficit. How would you prefer to deal with this deficit—mostly through spending cuts, mostly through tax increases, through a mix of spending cuts and tax increases, through a roll-back of recent pension increases, or do you think that it is OK for the City to file for bankruptcy?

Rollback recent pension increases	48%
Mostly through spending cuts	20%
Mostly through tax increases	9%
OK to file for bankruptcy	8%
Mixture of spending cuts and tax increases	7%
Don’t know	9%

Q9. Overall, do you approve or disapprove of the way that the San Diego City Attorney Mike Aguirre is handling his job?

Approve	44%
Disapprove	32%
Don't know	25%

Q10. How closely are you following news about the candidates for the July 26th mayoral election—very closely, fairly closely, not too closely, or not at all?

Very closely	20%
Fairly closely	50%
Not too closely	20%
Not at all	10%