



Political Campaign Software

Datamar Survey

Date: July 21, 2005

Contact: Raul Furlong
619-579-8244

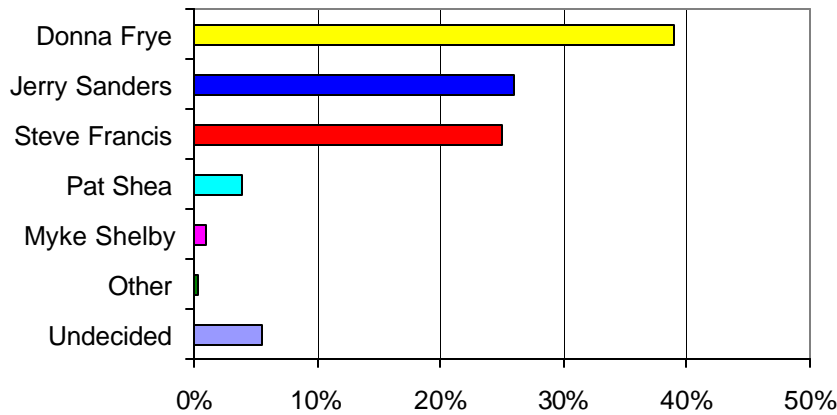
Francis and Sanders in Shootout for Second

Frye Support Remains Strong

Prop "A" Approaches 2/3

San Diego – Jerry Sanders, 26%, and Steve Francis, 25%, are battling it out for second place with Donna Frye in first with 39%. "It looks like Steve Francis and Jerry Sanders are fighting for the opportunity to meet Donna Frye in the runoff in November," This race is coming down to who can get their voters to the polls on Tuesday.

Mayor's Race



Donna Frye	39%
Jerry Sanders	26%
Steve Francis	25%
Pat Shea	4%
Myke Shelby	1%
Other	0.4%
Undecided	6%

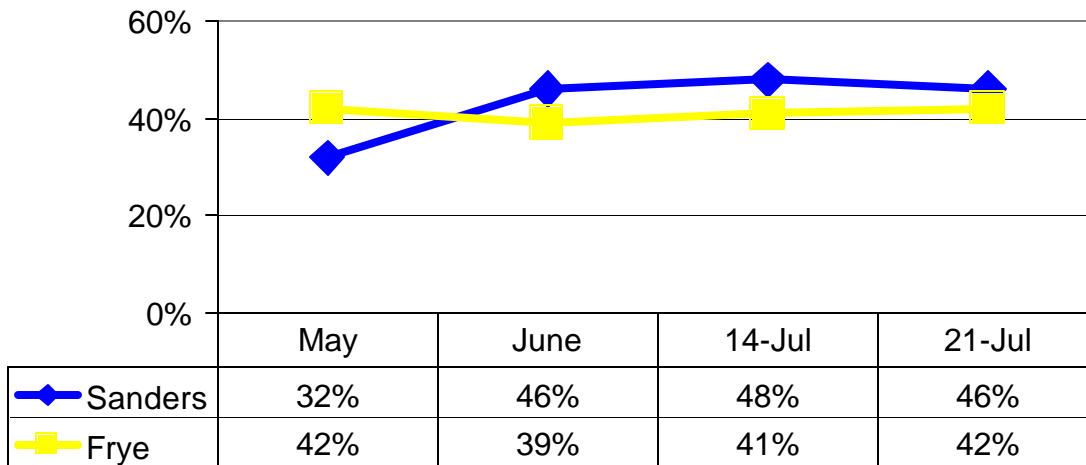
Q1. Mayor's race Ethnicity Crosstabulation

	Ethnicity			
	White	African American	Latino	Asian
Frye	42.6%	27.5%	60.9%	50.0%
Sanders	21.8%	37.5%	26.1%	24.5%
Francis	28.7%	12.5%	4.3%	3.0%

Sanders leads the group in the African American community with 37.5% to Frye's 27.5% followed by Francis at 12.5%. Frye has a commanding lead in the Latino and Asian. 60.9% support with Latinos and 50% with Asians. Sanders is second in both these communities with 26.1% with Latinos and 24.5% with Asians.

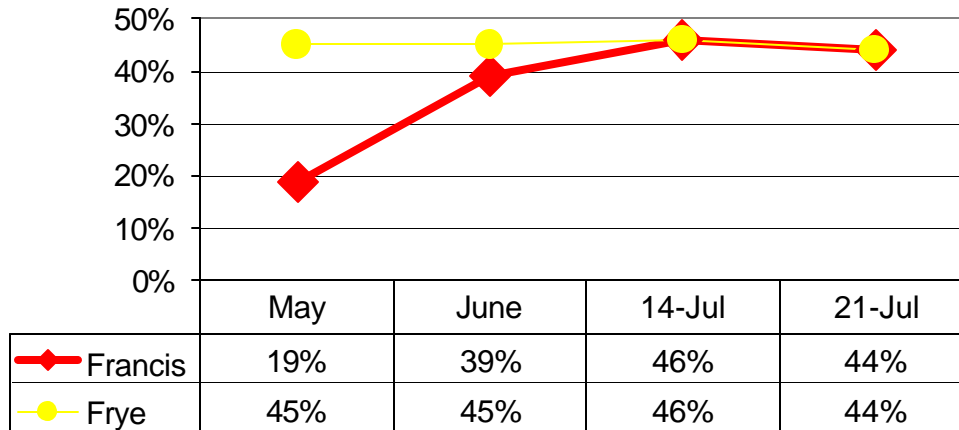
In a head-to-head competition between Sanders and Frye, Sanders has a lead 46% to 42%. Sanders has held a lead over Frye in our last three head-to-head surveys.

Head-to-Head, Sanders vs. Frye



Francis, 44%, and Frye, 44%, are locked in to a virtual tie in a head-to-head race.

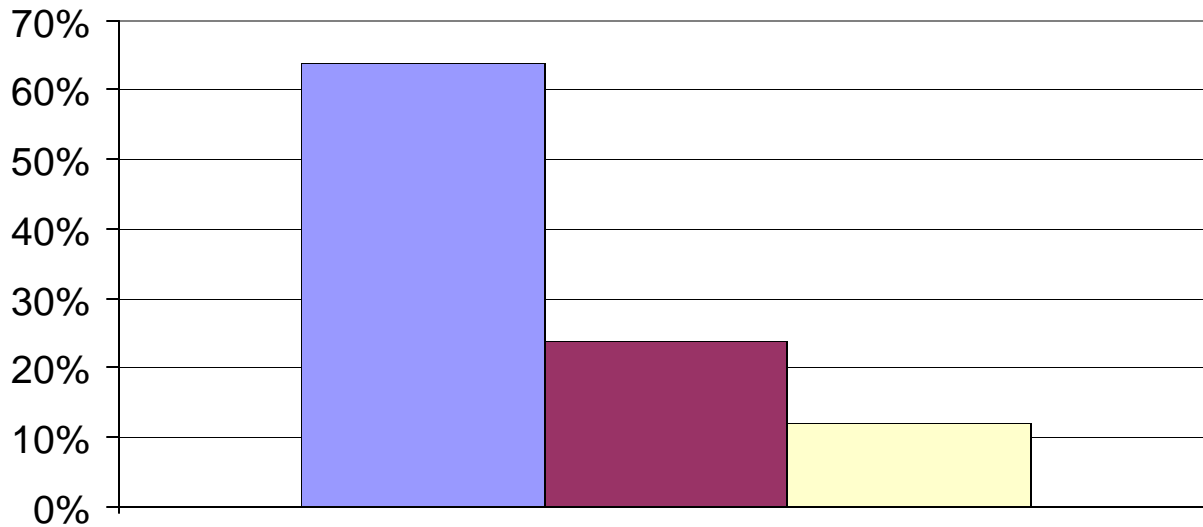
Head-to-Head, Francis vs. Frye






Proposition A

A strong majority of voters, 64%, favor transferring the war memorial on Mt. Soledad to the federal government, while only 24% oppose the transfer. 12% are undecided. Depending on the upcoming court decision on whether this question will need 50%+1 or 66%+1 to pass, this will be either a rout or a very tight race.

Proposition A



 Yes	64%
 No	24%
 DK	12%

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.

Findings are based on a telephone survey of 1,130 San Diego high-propensity registered voters. Registered voters polled were those who voted in the 2004 primary and general elections. These voters were interviewed on July 18 through July 20, 2005. Interviews took place using a computer-generated random sample of telephone numbers. 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 21, 2005

Survey Toplines

Sample size 1,130

+/- 3 sampling error

July 18, 19, 20, 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	39%
Jerry Sanders, businessman/retired police chief	26%
Steve Francis, businessman	25%
Pat Shea, businessman/attorney	4%
Myke Shelby, motorcycle dealership owner	1%
Other	0.4%
Don't know	6%

Q2. If the later runoff election were between Donna Frye and Jerry Sanders, whom would you vote for?

Jerry Sanders	47%
Donna Frye	42%
Don't know	12%

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

Donna Frye	44%
Steve Francis	44%
Don't know	12%

Q4. 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	64%
No	24%
Don't know	12%

Overall Survey Demographics

Party	Democrat	Republican	Independent	Other
	43%	43%	12%	3%

Ethnicity	White	African American	Latino	Asian	Other
	66%	6%	13%	6%	9%

Gender	Female	Male
	51%	49%