



Political Campaign Software

Datamar Friday Update Survey

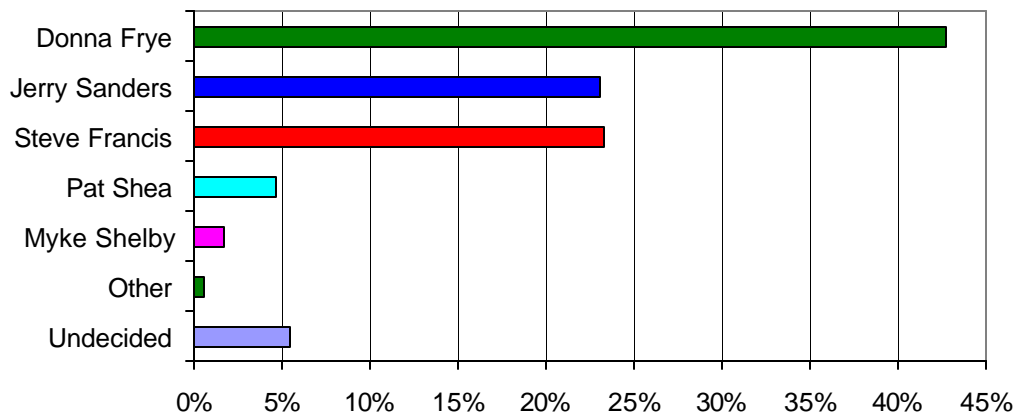
Date: July 22, 2005

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619-579-8244

Sanders, Francis Still in Tie for Second Frye Moving Up Slightly No Movement on Prop A

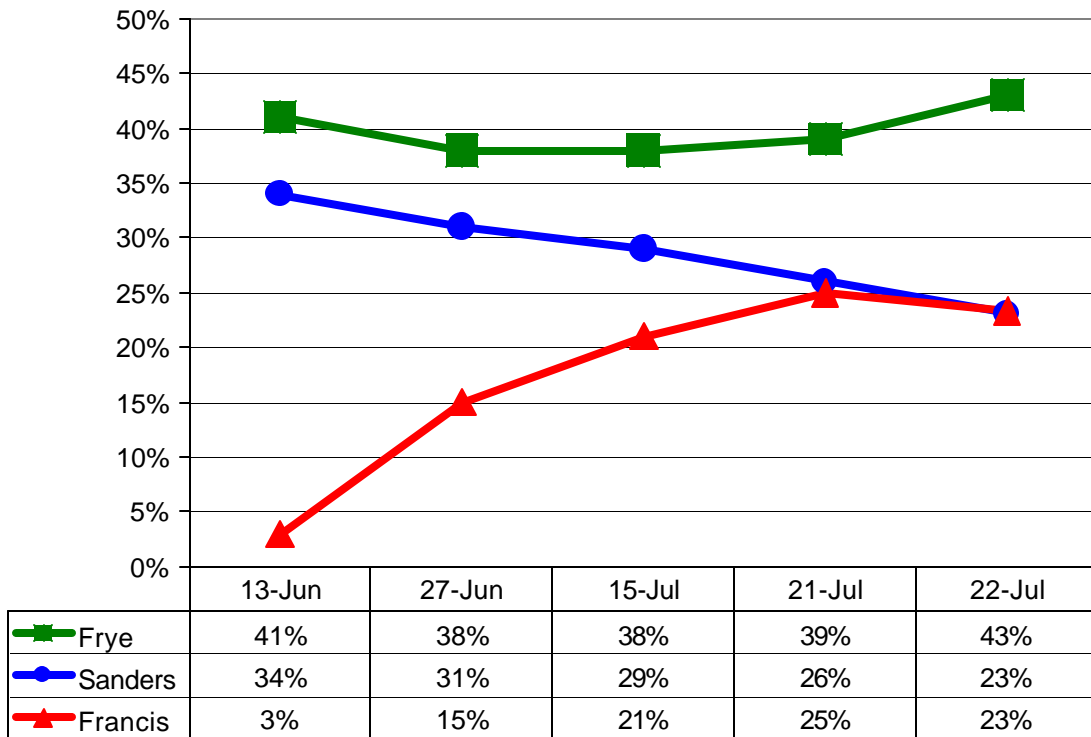
San Diego – Steve Francis, 23%, and Jerry Sanders, 23%, are in a tie with only a few days left in this campaign. Donna Frye remains in first with 43%.

Mayor's Race



Donna Frye	43%
Jerry Sanders	23%
Steve Francis	23%
Pat Shea	3%
Myke Shelby	0.4%
Other	0.6%
Undecided	7%

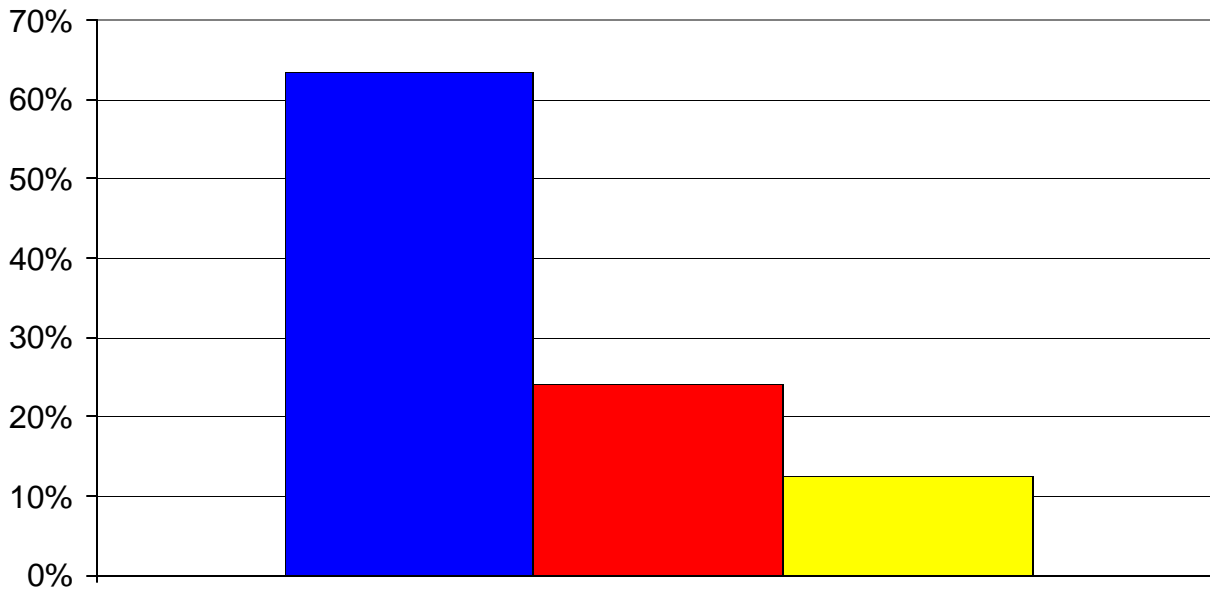
Mayor's Race



Proposition A

Proposition A is now in an extremely close contest after yesterday’s judicial ruling mandating a 2/3s vote for passage. Sixty-three percent favor transferring the war memorial on Mt. Soledad to the federal government, while only 24% oppose the measure, with 13% undecided.

Proposition A



■ Yes	63%
■ No	24%
■ DK	13%

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 971 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 19 through July 21, 2005. Interviews took place using a computer-generated random sample of telephone numbers. 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.

July 22, 2005

Survey Toplines

Sample size 971

+/- 3.1 sampling error

July 19, 20, 21, 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	43%
Steve Francis, businessman	23%
Jerry Sanders, businessman/retired police chief	23%
Pat Shea, businessman/attorney	3%
Myke Shelby, motorcycle dealership owner	0.4%
Other	0.6%
Don't know	7%

Q2. 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	63%
No	24%
Don't know	13%

Overall Survey Demographics

Party	Democrat	Republican	Independent	Other
	43%	42%	12%	3%

Ethnicity	White	African American	Latino	Asian	Other
	66%	6%	14%	6%	8%

Gender	Female	Male
	51%	49%