



Political Campaign Software

Datamar Saturday Update Survey

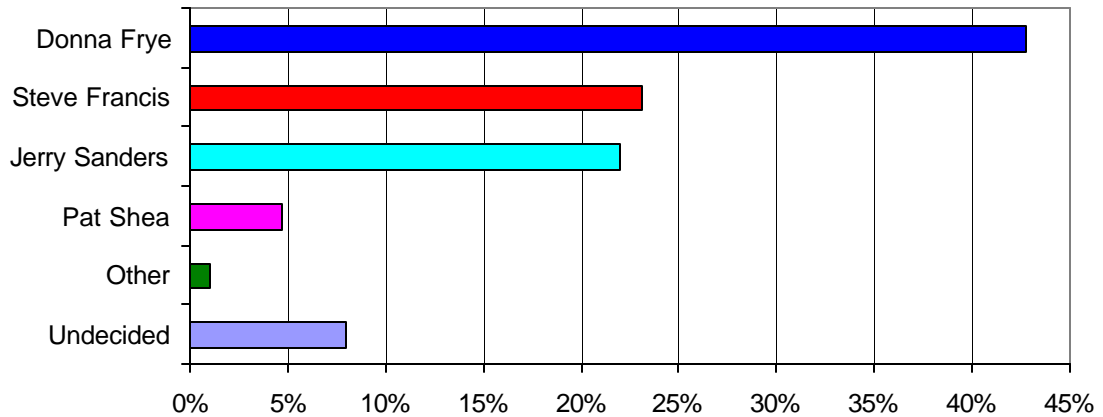
Date: July 23, 2005

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The Last Weekend: Francis, Sanders in Virtual Tie for Second Proposition "A" Closing in on 2/3^{rds}

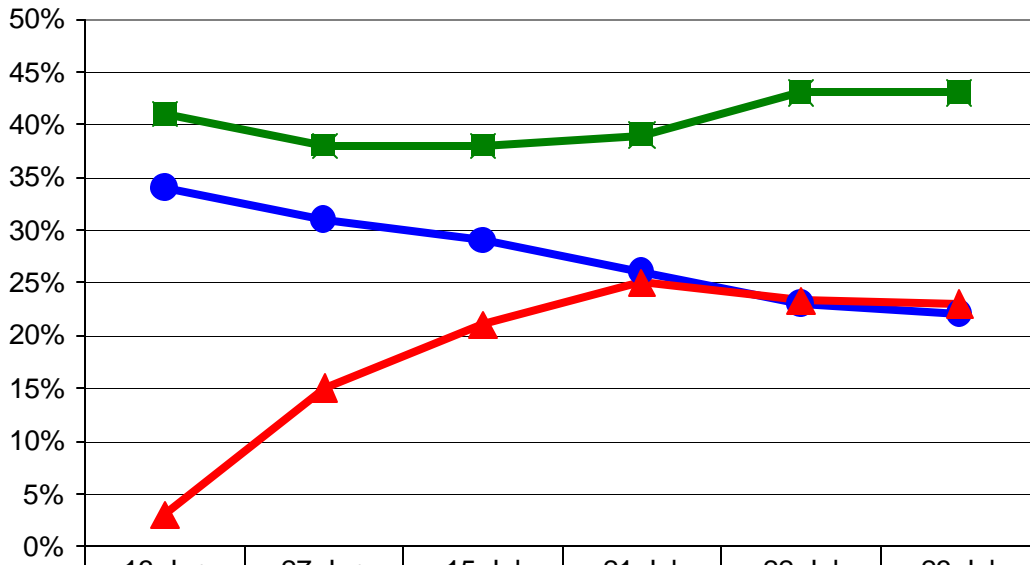
San Diego – Steve Francis, 23%, and Jerry Sanders, 22%, are in a virtual tie three days before election day. Donna Frye’s lead is unchanged at 43%. “Both Francis and Sanders need to ensure that their voters show up on Election Day,”

Mayor's Race



Donna Frye	43%
Steve Francis	23%
Jerry Sanders	22%
Pat Shea	3%
Other	1%
Undecided	8%

Mayor's Race

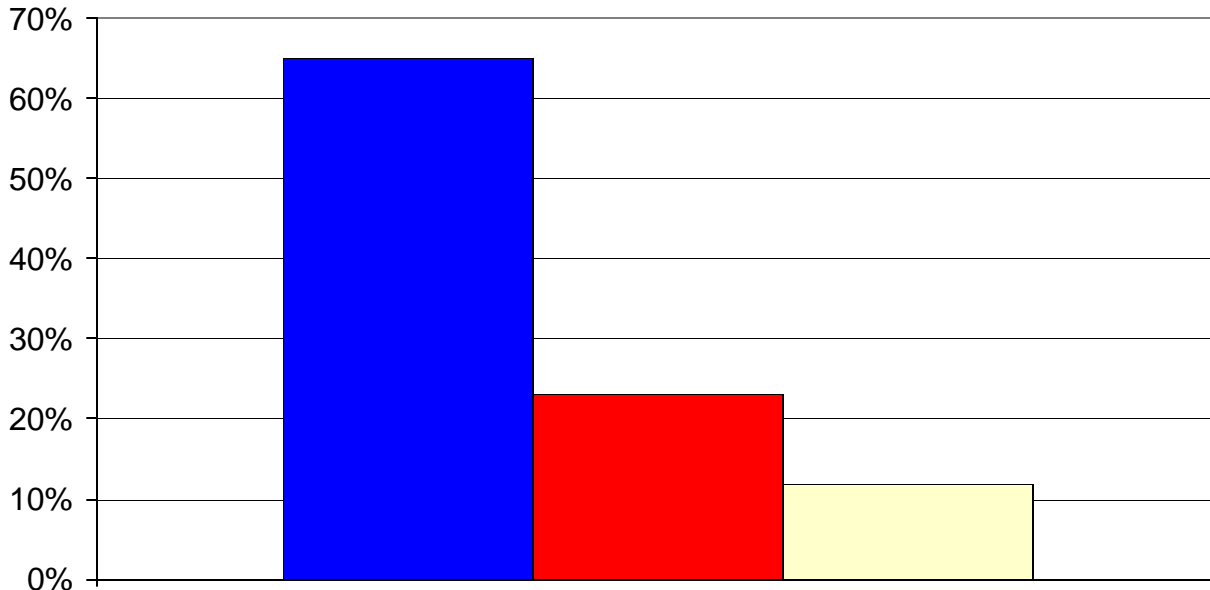


	13-Jun	27-Jun	15-Jul	21-Jul	22-Jul	23-Jul
■ Frye	41%	38%	38%	39%	43%	43%
● Sanders	34%	31%	29%	26%	23%	22%
▲ Francis	3%	15%	21%	25%	23%	23%

Proposition A

Proposition A is closing in on the 2/3rds needed for passage. Sixty-five percent favor transferring the war memorial on Mt. Soledad to the federal government, while only 23% oppose the transfer, with 12% undecided.

Proposition A



■ Yes	65%
■ No	23%
■ 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 1108 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 20 through July 22, 2005. Interviews took place using a computer-generated random sample of telephone numbers. 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 23, 2005

Survey Toplines

Sample size 1108

+/- 3 sampling error

July 20, 21, 22, 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	22%
Pat Shea, businessman/attorney	3%
Other	1%
Don't know	8%

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	65%
No	23%
Don't know	12%

Overall Survey Demographics

Party	Democrat	Republican	Independent	Other
	43%	43%	11%	3%

Ethnicity	White	African American	Latino	Asian	Other
	67%	5%	14%	6%	8%

Gender	Female	Male
	51%	49%