



Political Campaign Software

Datamar Sunday Update Survey

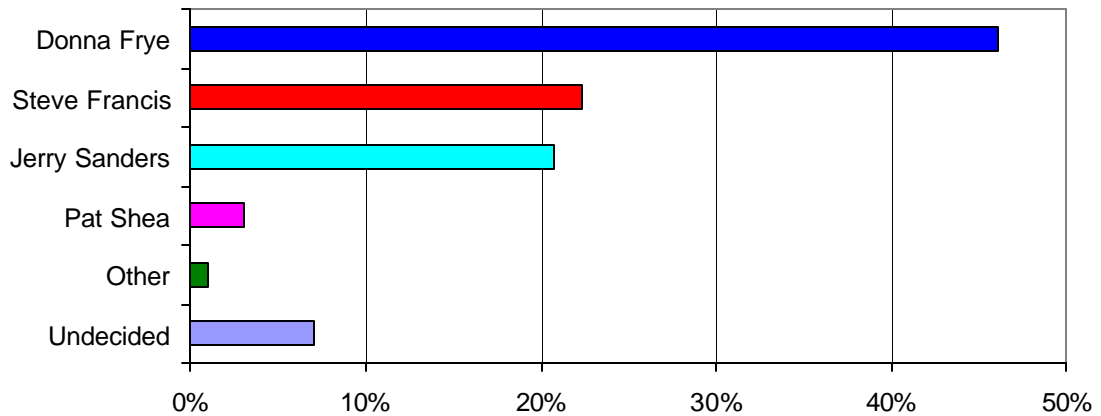
Date: Sunday, July 24, 2005

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With 48 Hours To Go, Frye Improves Francis and Sanders Still Fighting For Second

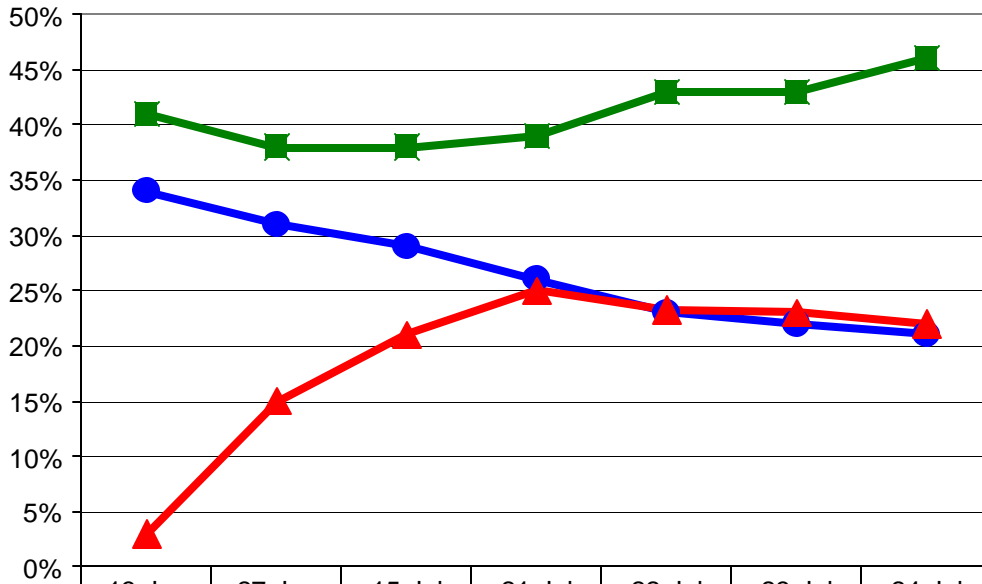
San Diego – Donna Frye, 46%, has moved a bit closer to the 50% she needs to win the San Diego mayor’s race in the primary. Steve Francis, 22%, and Jerry Sanders, 21%, are in a virtual tie two days before election day. “Donna Frye is closer to winning this race in the primary election, with turnout being the key to where the candidates finish on Tuesday,”

Mayor's Race



Donna Frye	46%
Steve Francis	22%
Jerry Sanders	21%
Pat Shea	3%
Other	1%
Undecided	7%

Mayor's Race

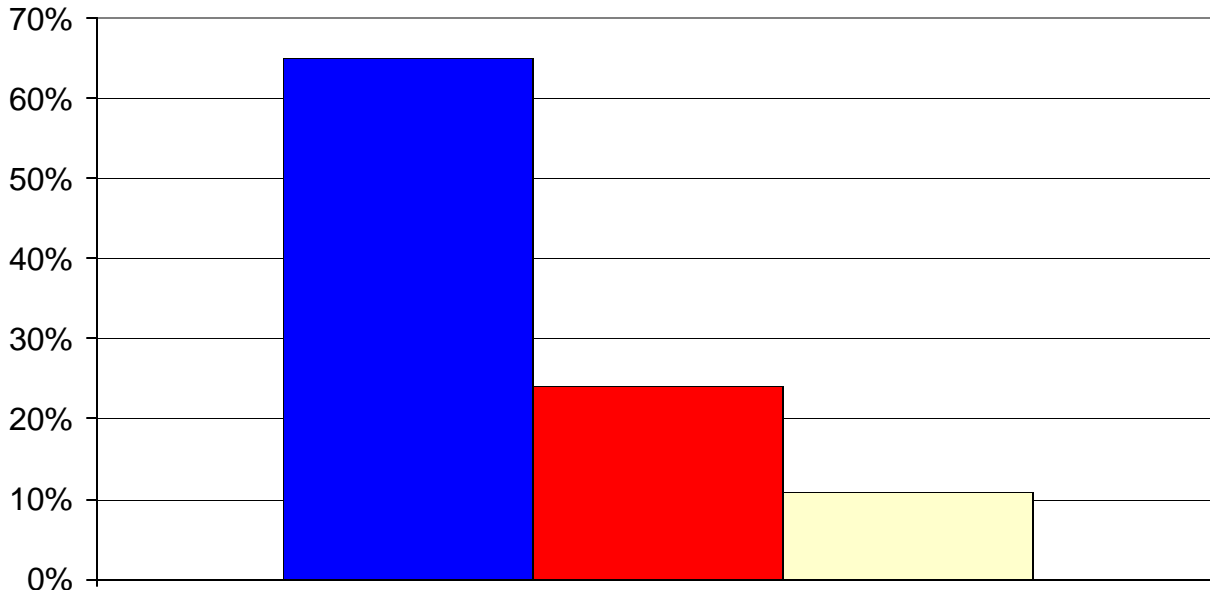


	13-Jun	27-Jun	15-Jul	21-Jul	22-Jul	23-Jul	24-Jul
■ Frye	41%	38%	38%	39%	43%	43%	46%
● Sanders	34%	31%	29%	26%	23%	22%	21%
▲ Francis	3%	15%	21%	25%	23%	23%	22%

Proposition A

Proposition A continues to be close to the 2/3rds needed for passage. Sixty-five percent favor transferring the war memorial on Mt. Soledad to the federal government, while only 24% oppose the transfer, with 11% undecided.

Proposition A



■ Yes	65%
■ No	24%
■ DK	11%

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 1024 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 21 through July 23, 2005. Interviews took place using a computer-generated random sample of voters. 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 24, 2005
Survey Toplines

Sample size 1024

+/- 3 sampling error

July 21, 22, 23, 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	46%
Steve Francis, businessman	22%
Jerry Sanders, businessman/retired police chief	21%
Pat Shea, businessman/attorney	3%
Other	1%
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	65%
No	24%
Don't know	11%

Overall Survey Demographics

Party	Democrat	Republican	Independent	Other
	42%	43%	11%	4%

Ethnicity	White	African American	Latino	Asian	Other
	70%	5%	11%	6%	8%

Gender	Female	Male
	51%	49%