



Political Campaign Software

Datamar Monday Update Survey

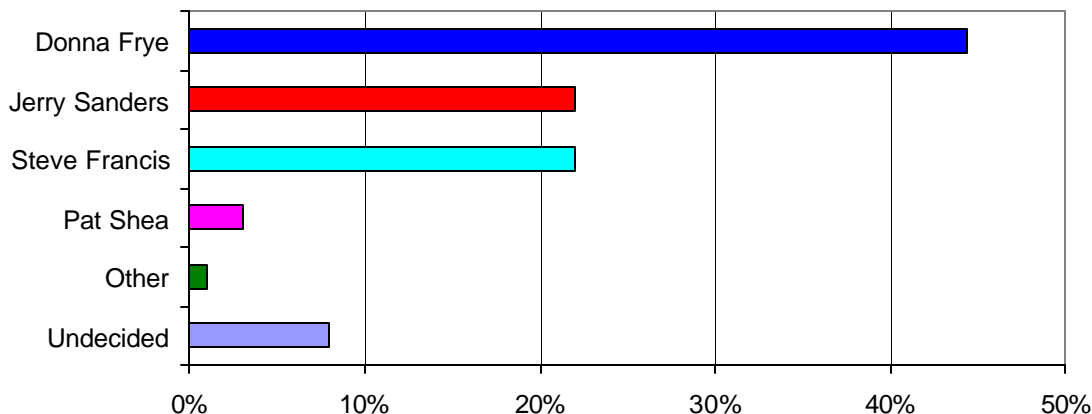
Date: Monday, July 25, 2005

Contact: Raul Furlong
619-579-8244

Crunch Time! Francis and Sanders Tied For Second Proposition "A" Rises to 70% Support

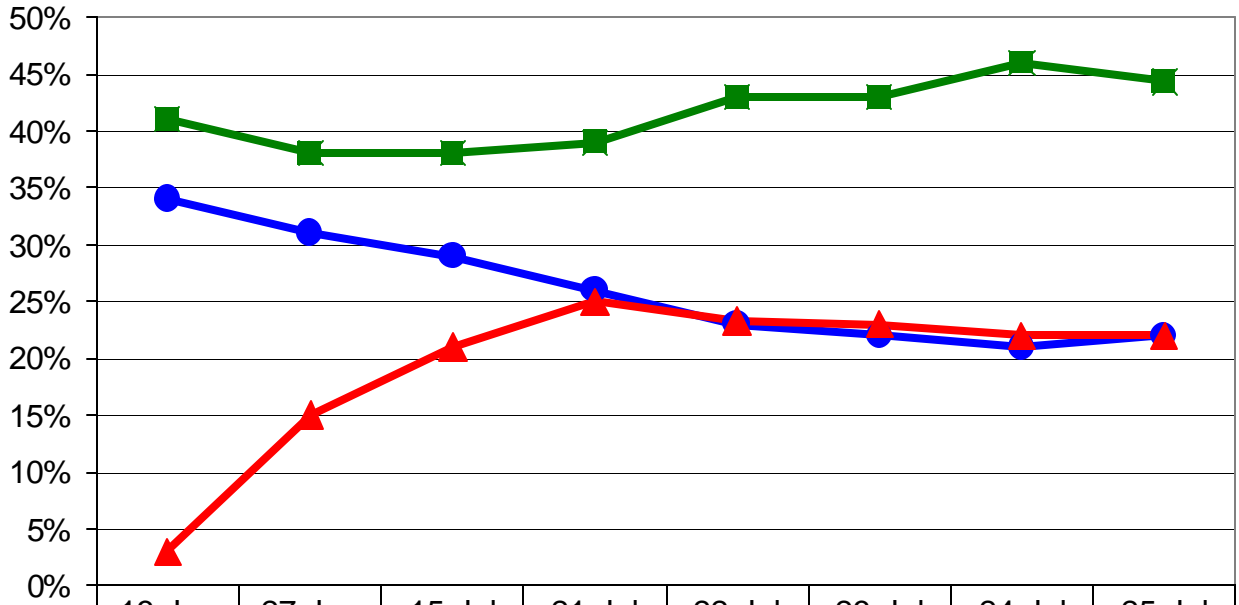
San Diego –With less than 24 hours to go, Jerry Sanders and Steve Francis are tied at 22%. Donna Frye still leads at 44

Mayor's Race



Donna Frye	44%
Jerry Sanders	22%
Steve Francis	22%
Pat Shea	3%
Other	1%
Undecided	8%

Mayor's Race

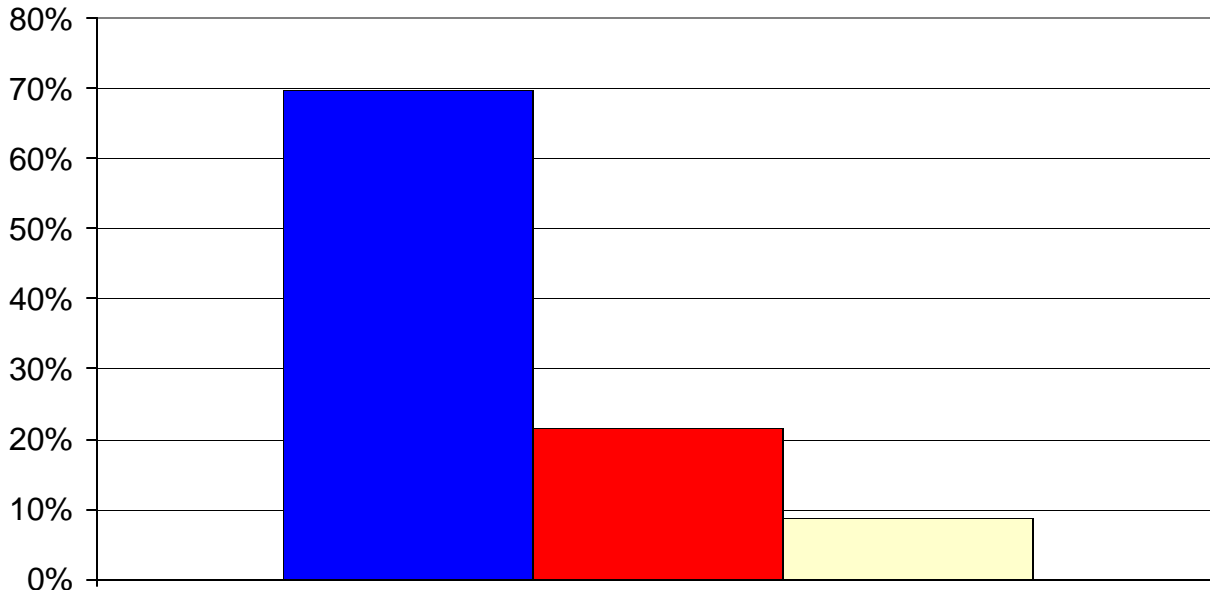


Frye	41%	38%	38%	39%	43%	43%	46%	44%
Sanders	34%	31%	29%	26%	23%	22%	21%	22%
Francis	3%	15%	21%	25%	23%	23%	22%	22%

Proposition A

Seventy percent favor transferring the war memorial on Mt. Soledad to the federal government, while only 22% oppose the transfer, with 9% undecided.

Proposition A



■ Yes	70%
■ No	22%
■ DK	9%

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 1,043 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 22 through July 24, 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 25, 2005

Survey Toplines

Sample size 10434

+/- 3 sampling error

July 22, 23, 24, 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	44%
Jerry Sanders, businessman/retired police chief	22%
Steve Francis, businessman	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	70%
No	22%
Don't know	9%

Overall Survey Demographics

Party	Democrat	Republican	Independent	Other
	42%	42%	14%	2%

Ethnicity	White	African American	Latino	Asian	Other
	71%	5%	10%	6%	8%

Gender	Female	Male
	51%	49%