



Political Campaign Software

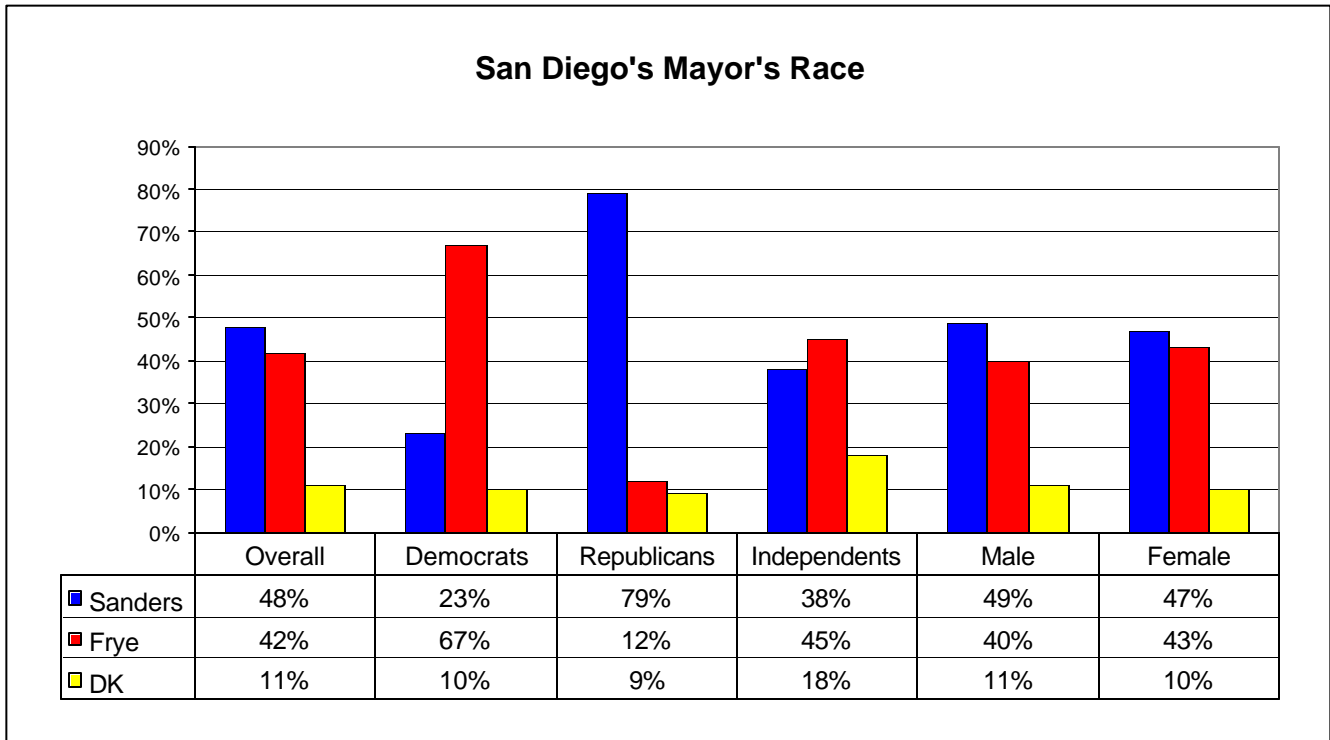
### Datamar Survey

Date: Thursday, September 15, 2005

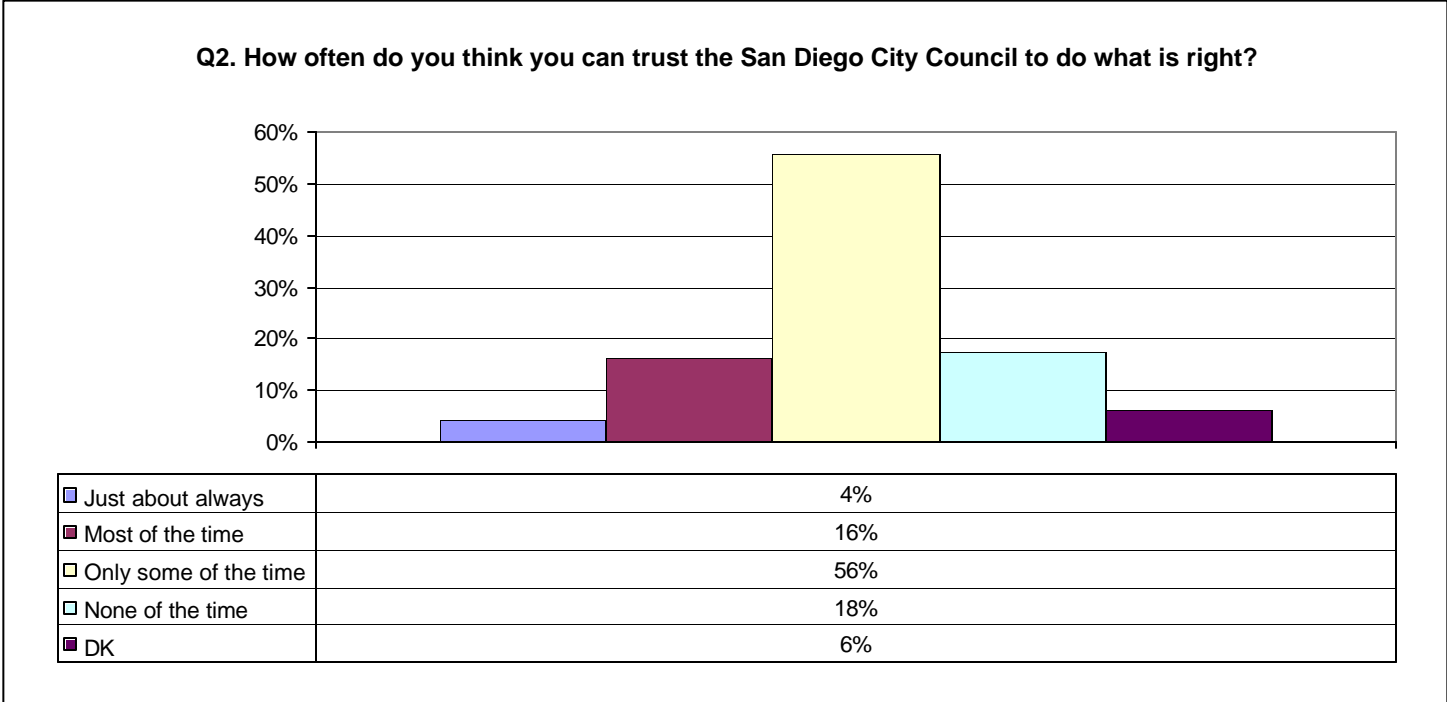
Contact: Raul Furlong  
619-579-8244

## Sanders Leading Frye by 6 Points City Council Receives Failing Grades

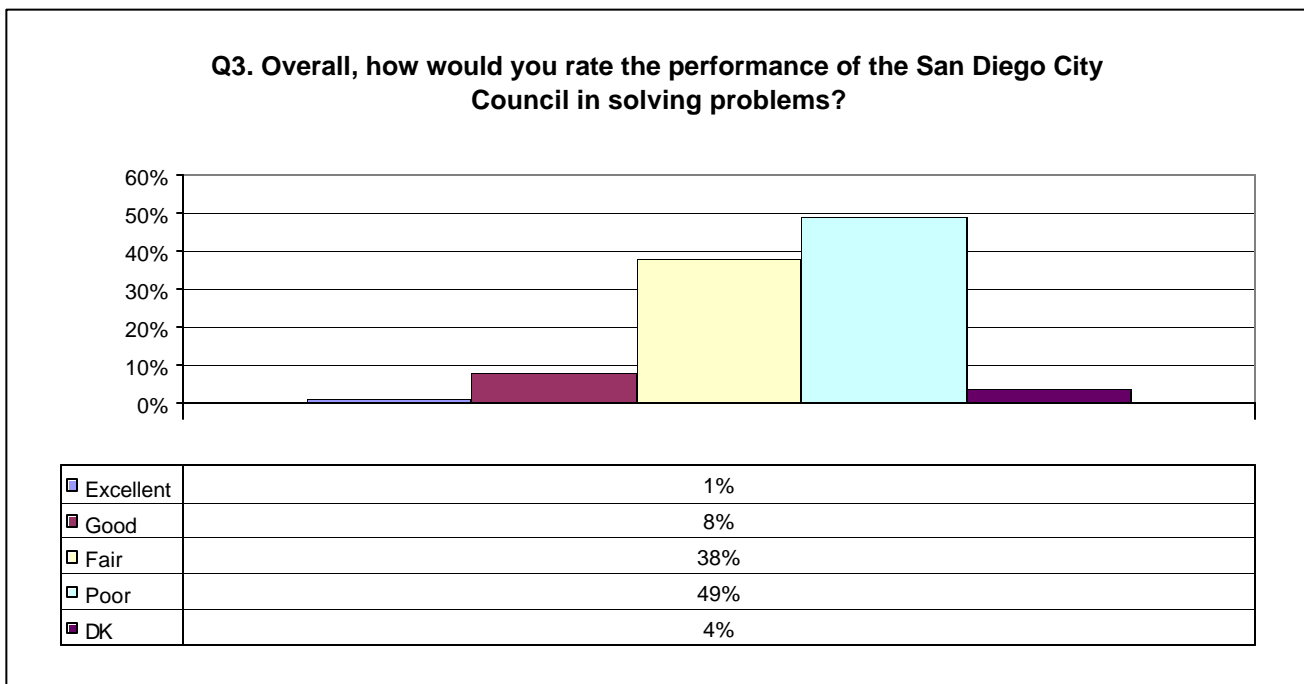
San Diego – In a poll released today by Datamar Inc., Jerry Sanders is leading Donna Frye in the race for San Diego mayor 48% to 42%. Although non-partisan, the race is sharply divided among political parties, with Frye leading among Democrats 67% to 23% for Sanders. Sanders’ lead among Republicans is 79% to 12% for Frye, with Independents favoring Frye 45% to Sanders’ 38%. Sanders leads with males 49% and with females 47%, while Frye garners support from 40% of males and 43% of females.



Overall, the San Diego City Council does not have the trust of the respondents. Only 4% stated that they always trust the City Council to do what is right. 16% trust the council most of the time, 56% trust the council only some of the time and 18% never trust the council.



Only 1% of respondents rate the San Diego City Council’s problem-solving performance as excellent, while 49% rated it as poor. 8% percent rate the council as good and 38% as fair.

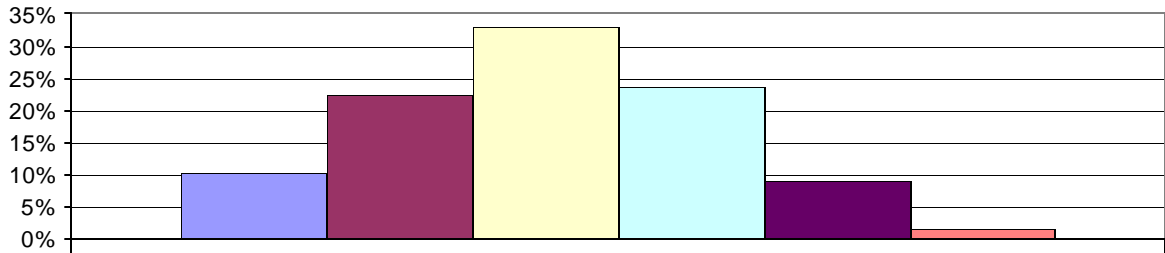


We asked respondents what effect endorsements by various organizations and individuals would have on their vote for mayor.

	Much More Inclined	Somewhat More Inclined	Somewhat Less Inclined	Much Less Inclined	DK
Q5. The San Diego Chamber of Commerce	7%	25%	22%	15%	32%
Q6. The San Diego Labor Council	10%	22%	20%	28%	20%
Q7. The Sierra Club	21%	24%	19%	21%	14%
Q8. City Attorney Mike Aguirre	22%	28%	17%	18%	15%
Q9. The San Diego Firefighters Association	15%	38%	21%	12%	14%
Q10. The San Diego Police Officers Association	16%	37%	22%	12%	14%
Q11. The San Diego Municipal Employees Association	7%	20%	26%	29%	18%
Q12. The San Diego Republican Party	18%	20%	14%	38%	10%
Q13. The San Diego Democrat Party	22%	22%	16%	29%	10%

The respondents in the poll were evenly divided ideologically, with 33% identifying themselves as liberal, 33% as middle-of-the-road and 33% as conservative.

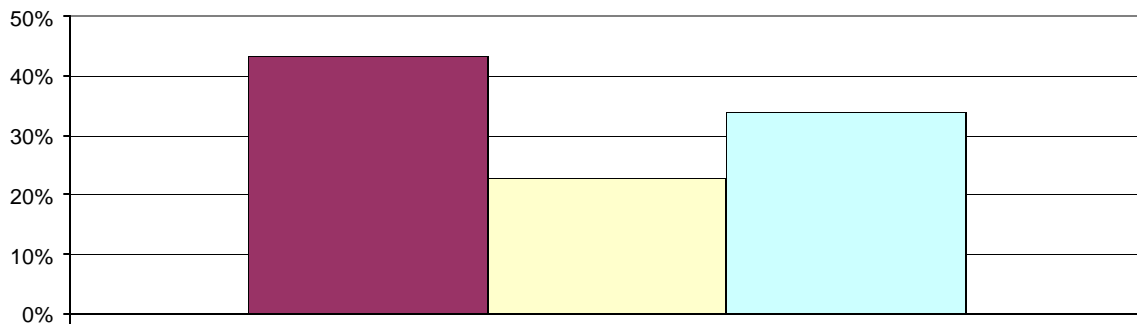
**Q14. Which of the following best describes you politically?**



Very liberal	10%
Somewhat liberal	23%
Middle-of-the-road	33%
Somewhat conservative	24%
Very conservative	9%
DK	1%

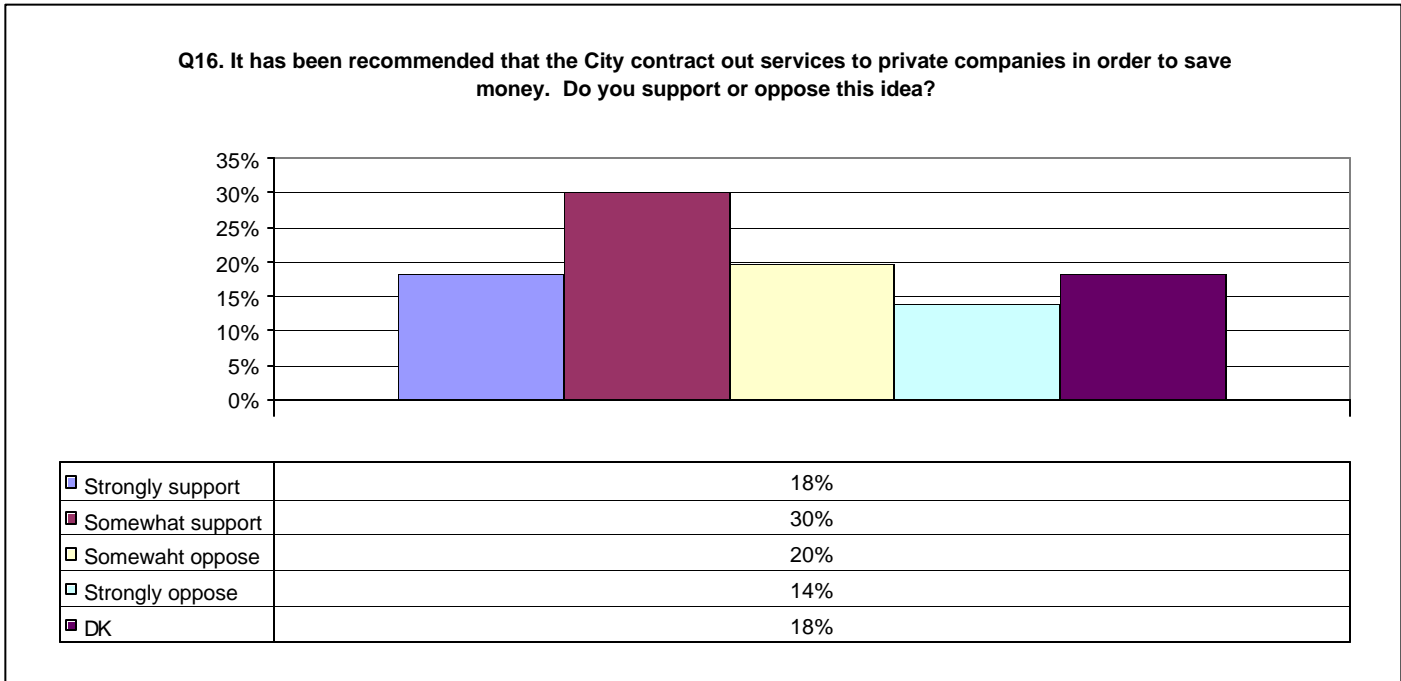
City Attorney Mike Aguirre has a job-approval rating of 43%. 23% disapprove and 34% Don't Know.

**Q15. Overall, do you approve or disapprove of the way San Diego City Attorney Mike Aguirre is handling his job?**

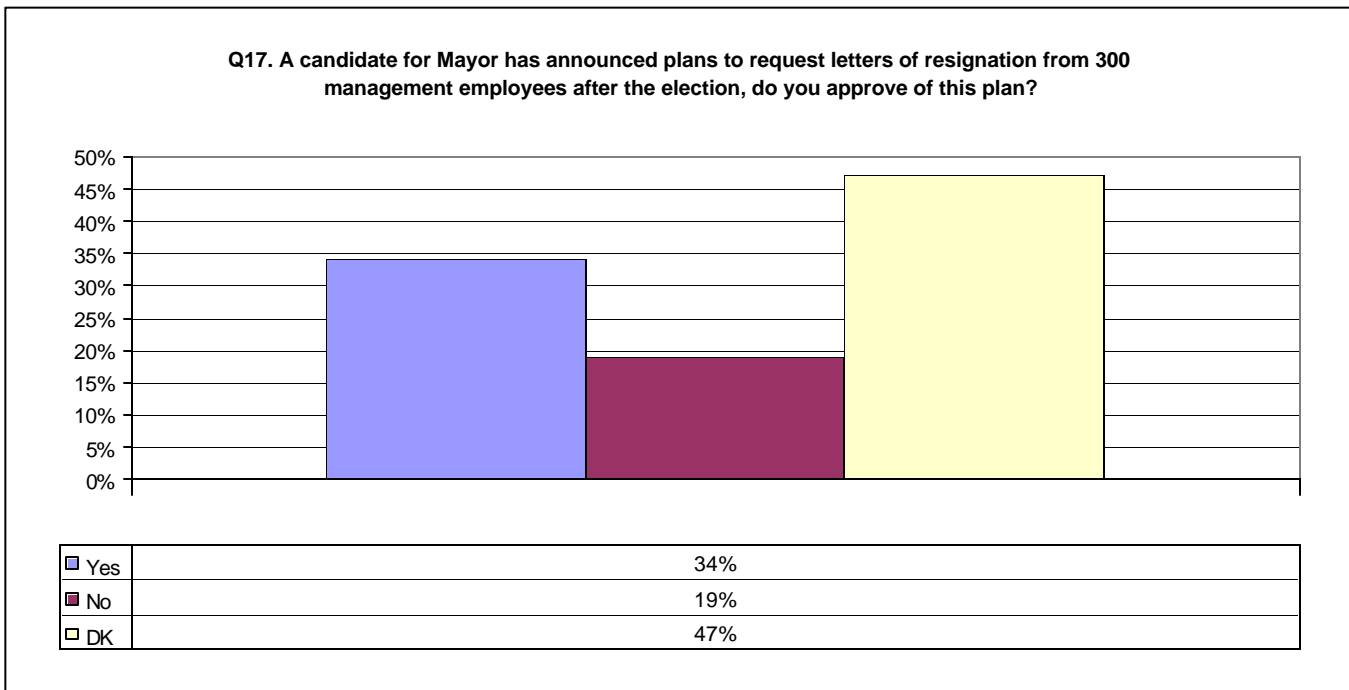


Approve	43%
Disapprove	23%
DK	34%

48% of respondents support the City contracting out services in order to save money while 34% oppose the idea.

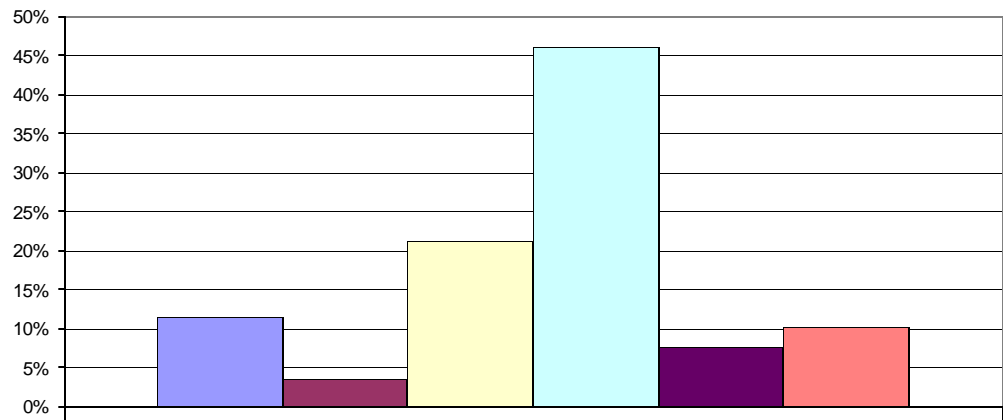


Recently Jerry Sanders stated that he would ask for the resignation of all city administrators, not including public safety. 34% agreed with this and 19% disagreed. Almost half answered “Don’t Know.”



46% of respondents strongly support rolling back pension benefits as a way for the city to get out of its financial problems. 21% think a mixture of spending cuts and tax increases is the best solution, 12% think just through spending cuts, 8% think the city needs to declare bankruptcy, and 3% want tax hikes.

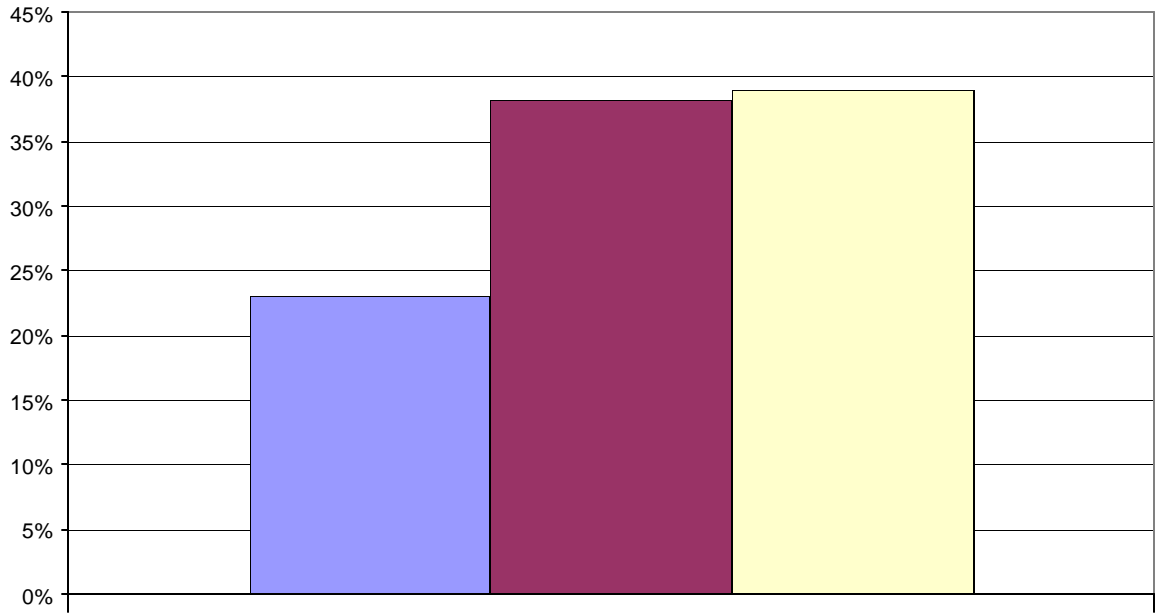
**Q18. The City of San Diego faces at least a \$1.4 billion employee pension shortage. How would you prefer the City deal with this shortage?**



Mostly through spending cuts	12%
Mostly through tax increases	3%
Mixture of spending cuts and tax increases	21%
Rollback recent pension increases	46%
Ok to file for bankruptcy	8%
DK	10%

38% of respondents felt the city should replace all of the San Diego City Retirement Board while 23% want only the four vacant seats filled.

**Q19. The San Diego City Council is proposing to replace four members of the San Diego Employees Retirement Board. Which of the following options do you prefer?**



■ Replacing four members	23%
■ Replacing all members	38%
■ DK	39%

## **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 1,092 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 September 12 through September 13, 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](http://www.datamar.com)



**DATAMAR, INC.**

September 15, 2005

Survey Toplines

Sample size 1092

+/- 3 sampling error

September 12, 13, 2005

High-propensity registered San Diego voters

Q1. Are you a registered voter in the City of San Diego?

Yes	100%
No	
Don't Know	

Q2. How often do you think you can trust the San Diego City Council to do what is right?

Just about always	4%
Most of the time	16%
Only some of the time	56%
None of the time	18%
Don't know	6%

Q3. Overall, how would you rate the performance of the San Diego City Council in solving problems?

Excellent	1%
Good	8%
Fair	38%
Poor	49%
Don't know	4%

Q4. Voters in the City of San Diego will vote for mayor on November 8th. If this election for mayor were held today, for whom would you vote?

Donna Frye, councilmember/business owner	42%
Jerry Sanders, businessman/retired police chief	48%
Don't know	11%

Now, I am going to mention some organizations and people who might offer their endorsement to a candidate. After I mention each one, tell me how that endorsement would affect your inclination to vote for the endorsed candidate.

	Much More Inclined	Somewhat More Inclined	Somewhat Less Inclined	Much Less Inclined	DK
Q5. The San Diego Chamber of Commerce	7%	25%	22%	15%	32%
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Q14. Which of the following best describes you politically?

Very liberal	10%
Somewhat liberal	23%
Middle-of-the-road	33%
Somewhat conservative	24%
Very conservative	9%
Don't know	1%

Q15. Overall, do you approve or disapprove of the way San Diego City Attorney Mike Aguirre is handling his job?

Approve	43%
Disapprove	23%
Don't know	34%

Q16. It has been recommended that the City contract out services to private companies in order to save money. Do you support or oppose this idea?

Strongly support	18%
Somewhat support	30%
Somewhat oppose	20%
Strongly oppose	14%
Don't know	18%

Q17. A candidate for Mayor has announced a plan to request letters of resignation from 300 management employees after the election. Some of the resignations will be accepted, some not accepted. Do you approve of this plan?

Yes	34%
No	19%
Don't Know	47%

Q18. The City of San Diego faces at least a \$1.4 billion employees pension shortage. How would you prefer that the City deal with this shortage?

Mostly through spending cuts	12%
Mostly through tax increases	3%
Mixture of spending cuts and tax increases	21%
Rollback recent pension increases	46%
Ok to file for bankruptcy	8%
Don't know	10%

Q19. One member of the San Diego City Council is proposing replacing four members of the San Diego City Employees Retirement Board. Which of the following options do you prefer?

Replacing four members	23%
Replacing all members	38%
Don't know	39%

Now, just a few final questions for statistical purposes only –

Q20. Are you?

Male	41%
Female	59%

Q21. What is your age, please?

18-24	2%
25-34	6%
35-44	12%
45-54	17%
55-64	25%
65 or over	38%

Q22. What is the highest level of education you have completed?

Some high school	2%
Graduated high school	10%
Technical/vocational	4%
Some college	25%
Graduated college	37%
Graduate/professional school	22%

Q23. In what political party are you registered to vote?

Democrat	45%
Republican	40%
Another party	5%
No party registration	9%

Q24. Are you or is anyone in your household a member of a labor union, such as trade unions, service employee unions, public employee unions, and teachers unions?

Yes	18%
No	79%
DK	3%

Q25. What do you consider to be your race/ethnic group?

White	82%
Black/African-American	4%
Hispanic/Latino	5%
Asian Pacific Islander	3%
Other racial/ethnic group	5%