



Political Campaign Software

## Datamar Survey

Date: June 13, 2005

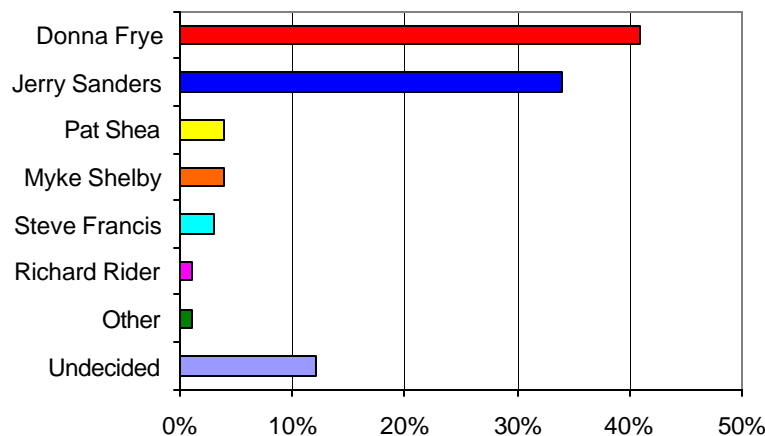
Contact: Raul Furlong  
619-579-8244

# Frye and Sanders Share a Commanding Lead in Crowded Field

## City Council has Little Support

San Diego – Councilmembers Donna Frye, 41%, and Jerry Sanders, 34%, have a strong lead over the rest of the candidates in the race to be San Diego’s next Mayor. Pat Shea and Myke Shelby are tied with 4%, Steve Francis is following closely with 3%, Richard Rider has 1% and all other candidates with less than a percentage point. Sanders has made a huge jump in the polls since the early days of the campaign when our April poll showed him at less than 1%.

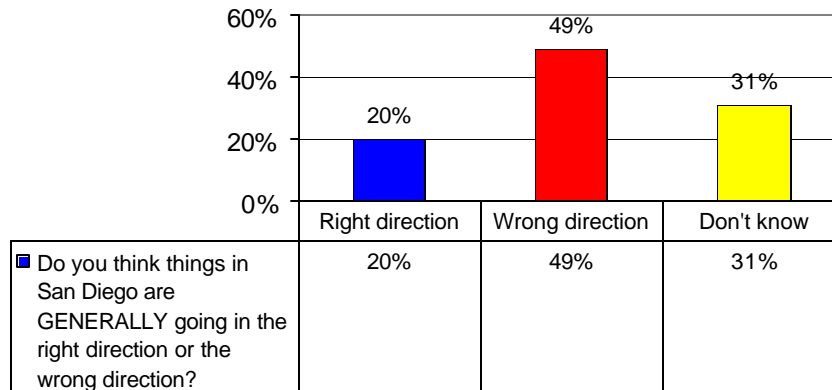
Mayor's Race



|               |     |
|---------------|-----|
| Donna Frye    | 41% |
| Jerry Sanders | 34% |
| Pat Shea      | 4%  |
| Myke Shelby   | 4%  |
| Steve Francis | 3%  |
| Richard Rider | 1%  |
| Other         | 1%  |
| Undecided     | 12% |

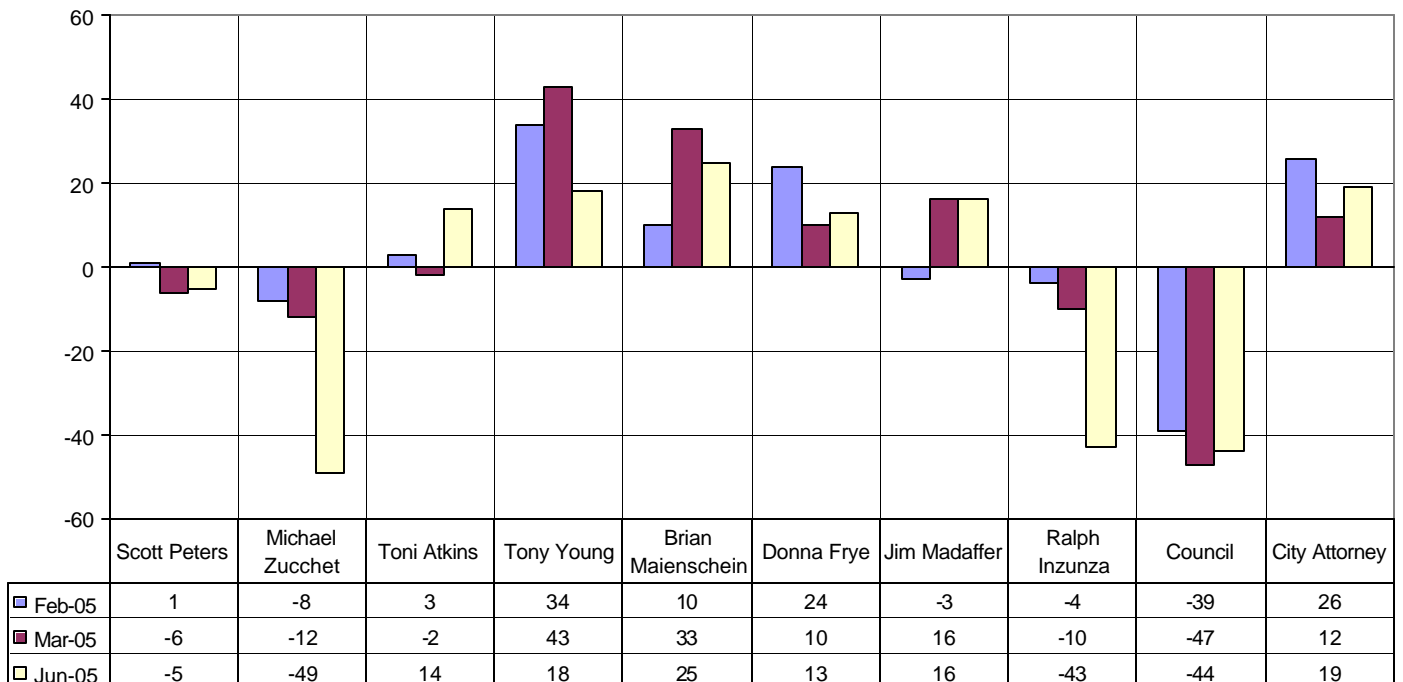
San Diego voters have a negative view of the direction the City of San Diego is heading with 49% of the voters thinking the City is heading in the wrong direction and only 20% think the city is heading in the right direction. Fifty eight percent of the voters do not approve of the job the City Council is doing with 14% approving.

### City Direction



Individual Councilmembers fare better in their districts with only 3 councilmembers achieving a negative rating (negative rating equals approval rating minus disapproval rating) Those three councilmembers are Scott Peters, District 1, with -5 rating, Michael Zucchet, District 2, with a -49, Ralph Inzunza, District 8, with a -43. The two Councilmembers with the highest negative ratings are currently on trial on charges of corruption.

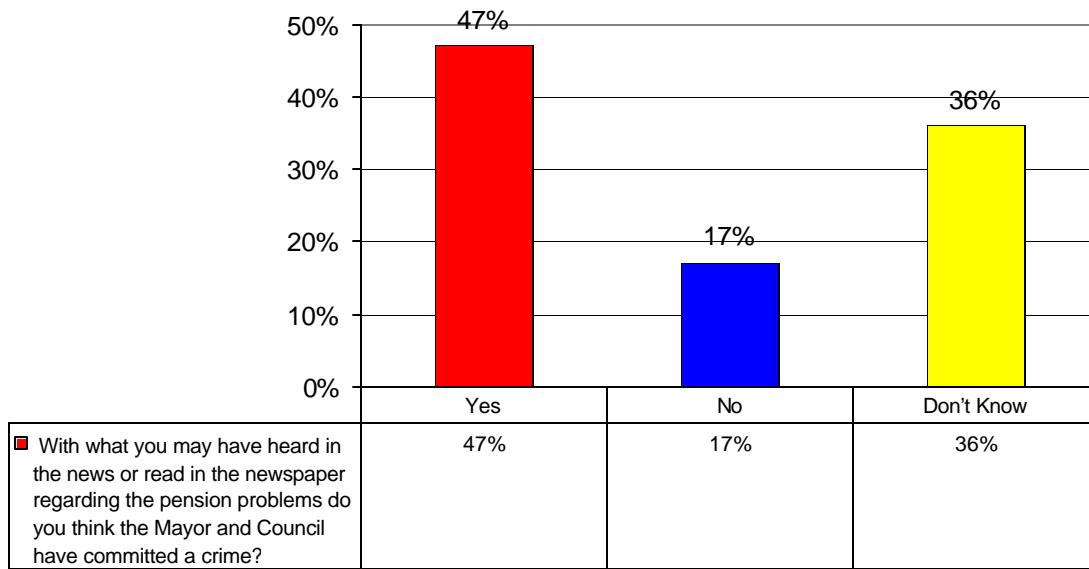
### Approval Rating



The Councilmember with the highest rating is Brain Maienschein, District 5, with a 25 rating followed by Tony Young, District 4 18, Jim Madaffer, District 7, 16, Toni Atkins, District 3, 14, and Donna Frye, District 6, 13. Forty Eight Percent of voters approve of the job City Attorney Mike Aguirre is doing while only 29% disapprove which is an approval rating of 19.

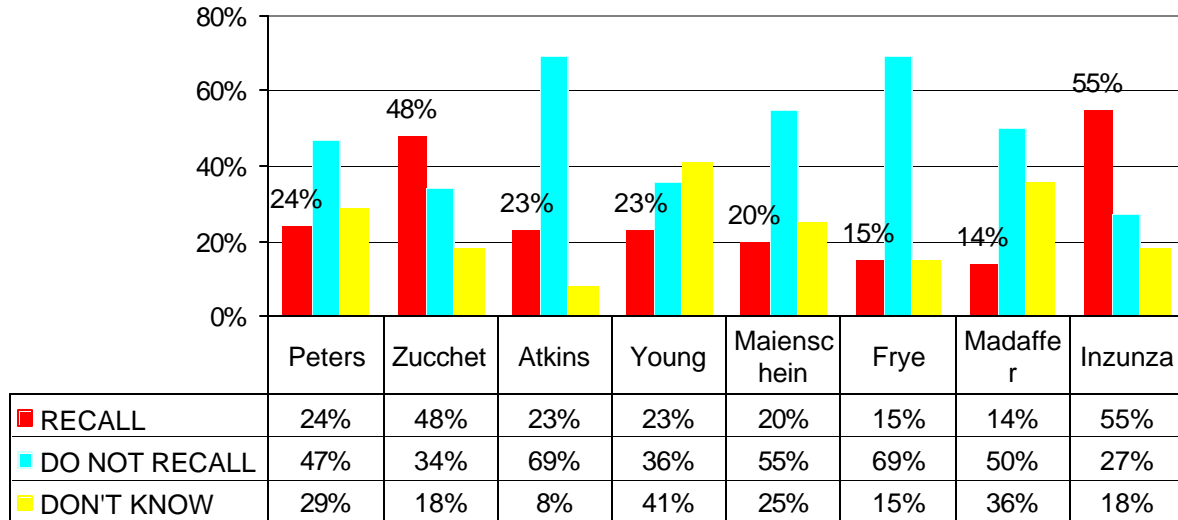
Forty Seven percent of San Diego voters think the Mayor and Council have committed a crime in regards to the pension scandal at City Hall while only 17% think they have not committed a crime. This perception that the council and mayor have committed a crime has led to some fairly strong numbers for voters wanting their councilmember to be recalled.

**Have the Mayor and Council committed a crime?**



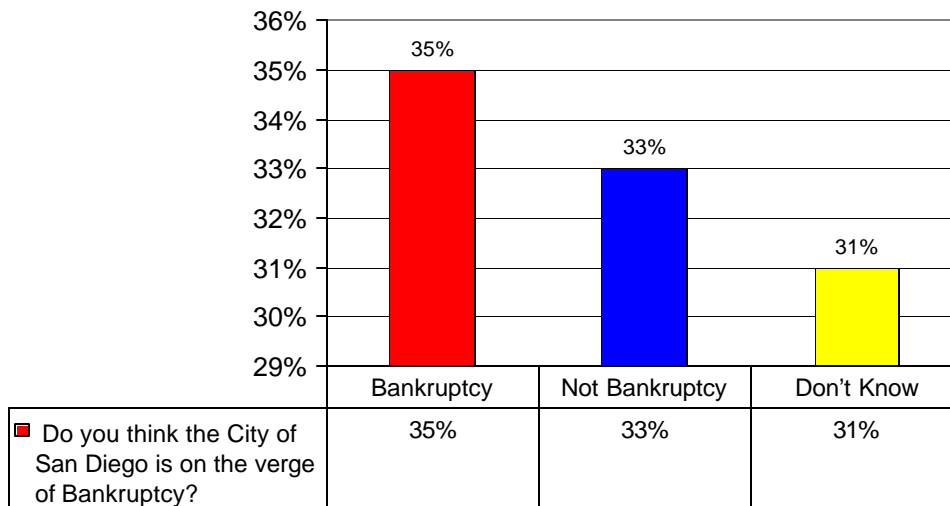
When asked do you think your councilmember should be recalled Inzunza and Zucchett had the highest percentage for recall with Inzunza at 55% and Zucchet at 48%. Scott Peters was third in the percentage wanting him recalled at 24% with Toni Atkins and Tony Young tied at 23%, Brian Maienschein following at 20%, Donna Frye at 15% and Jim Madaffer with the lowest percentage 14%.

### City Council Recall



The voters are almost equally split among those who feel the city is heading towards bankruptcy, with 35% believing the city is on the verge of bankruptcy and 33% believing it is not with 31% undecided.

### Bankruptcy



## **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 1042 San Diego registered voters interviewed on June 6, through June 8, 2005. Interviews took place using a computer-generated random sample of telephone numbers. Interviews were conducted in English or Spanish. The sampling error for the total sample is +/- 3.2 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.**  
June Survey Toplines

Sample size 1042 3.2 +/-  
June 6, 7, 8 2005  
Registered San Diego Voters

Q1. Do you think things in San Diego are GENERALLY going in the right direction or the wrong direction?

Right direction      20%  
Wrong direction      49%  
Don't know            31%

Q2. Overall, do you approve or disapprove of the way that the San Diego City Council is handling its job?

Approve                14%  
Disapprove            58%  
Don't know            28%

Q3. Overall, do you approve or disapprove of the way that the San Diego City Attorney Mike Aguirre is handling his job?

Approve                48%  
Disapprove            29%  
Don't know            23%

Q4. The Councilmember serving your community is \_\_\_\_\_ Overall do you approve or disapprove of the way \_\_\_\_\_ is handling his or her job?

|            | Peters | Zucchet | Atkins | Young | Maienschein | Frye | Madaffer | Inzunza |
|------------|--------|---------|--------|-------|-------------|------|----------|---------|
| APPROVE    | 32%    | 14%     | 43%    | 36%   | 45%         | 44%  | 33%      | 20%     |
| DISAPPROVE | 37%    | 63%     | 29%    | 18%   | 20%         | 31%  | 17%      | 63%     |
| DON'T KNOW | 32%    | 24%     | 29%    | 45%   | 35%         | 25%  | 50%      | 17%     |

Q5. With what you may have heard in the news or read in the newspaper regarding the pension problems do you think the Mayor and Council have committed a crime?

Yes 47%  
 No 17%  
 Don't Know 36%

Q6. There has been some discussion of recalling members of the San Diego City Council do you think that your councilmember \_\_\_\_\_ should be recalled.

|               | Peters | Zucchet | Atkins | Young | Maienschein | Frye | Madaffer | Inzunza |
|---------------|--------|---------|--------|-------|-------------|------|----------|---------|
| RECALL        | 24%    | 48%     | 23%    | 23%   | 20%         | 15%  | 14%      | 55%     |
| DO NOT RECALL | 47%    | 34%     | 69%    | 36%   | 55%         | 69%  | 50%      | 27%     |
| DON'T KNOW    | 29%    | 18%     | 8%     | 41%   | 25%         | 15%  | 36%      | 18%     |

Q7. Do you think the City of San Diego is on the verge of Bankruptcy?

Bankruptcy 35%  
 Not Bankruptcy 33%  
 Don't Know 31%

Q8. I am going to read you the names of some the candidates for Mayor of San Diego, which ONE would you, vote for?

Councilwoman Donna Frye 41%  
 Former Police Chief Jerry Sanders 34%  
 Attorney Pat Shea 4%  
 Chairman of AMN Healthcare Steve Francis 3%  
 San Diego Harley Davidson owner New York Myke Shelby 4%  
 Richard Ryder 1%  
 Other 1%  
 Undecided 12%