



Datamar Survey

Regarding

50th Congressional District

Republican Candidates

Date: January 9, 2006

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www.datamar.com

Republican Voters

Not Wild Yet About Any One Republican Candidate

For Every Republican Candidate in the

Candidates-crowded April 11th 50th Congressional Special "Mixed" Primary Election

The Combined "Neither favorable or unfavorable" (neutral)

and "Unfamiliar with the name" responses

Far Exceed

The Combined "Favorable" and "Unfavorable" responses

San Diego – In the poll released today by Datamar Inc. regarding Republican candidates in the mixed-parties 50th Congressional Special Election to be held April 11th, the combined "Unfamiliar with the name" and "Neither favorable or unfavorable" (neutral) responses exceed the combined "Favorable" and "Unfavorable" responses. This survey questioned *50th Congressional District high-propensity registered Republican voters—Republicans who voted in the 2000 and 2004 Presidential primary elections.*

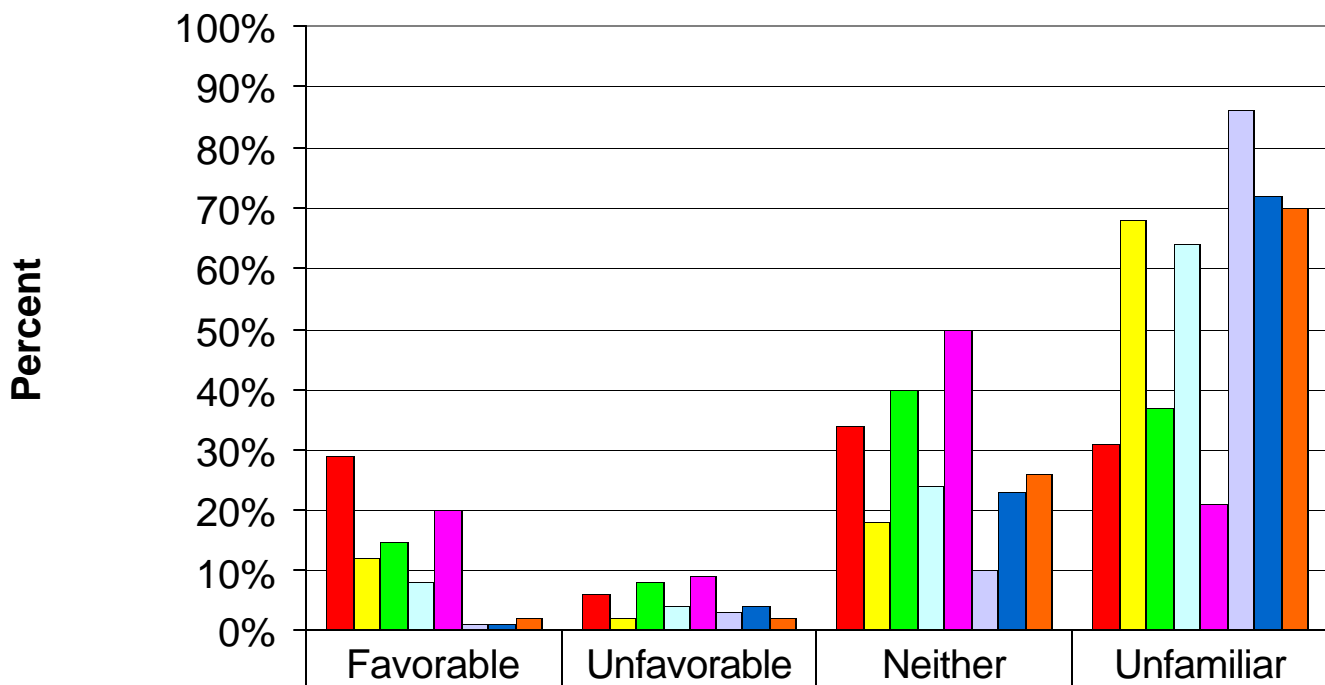
In the small "favorable" response category, Morrow was the clear leader at 29% favorable. Following were Bilbray (20%), Kaloogian (15%), and Uke (12%).

In the tiny "unfavorable" category, few respondents found any candidate "unfavorable". Even the "unfavorable" category leader, Bilbray, was called unfavorable by fewer than one in ten respondents.

Bilbray (50%) and Kaloogian (40%) led the pack in the large "neither favorable or unfavorable" (neutral) category.

In the biggest category ("unfamiliar with name"), high percentages of respondents said they were unfamiliar with the names of some candidates. Approximately three-fourths of the respondents were unfamiliar with the names Uke, Newsome, Earnest, and King. Bilbray had the best name identification, with only 21% of respondents not recognizing his name. 31% didn't recognize the name Morrow; 37% didn't recognize the name Kaloogian.

50th Congressional Special Primary



	Favorable	Unfavorable	Neither	Unfamiliar
■ Morrow	29%	6%	34%	31%
■ Uke	12%	2%	18%	68%
■ Kaloogian	15%	8%	40%	37%
■ Newsome	8%	4%	24%	64%
■ Bilbray	20%	9%	50%	21%
■ Earnest	1%	3%	10%	86%
■ King	1%	4%	23%	72%
■ Turner	2%	2%	26%	70%

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 successful campaigns including: Surveys, Voter Contact Information, Voter Demographic Information, Legislative Races and Proposition Results. Datamar, also provides voter contact and GOTV phone services.

Findings are based on a telephone survey of 714 respondents, high-propensity registered voters, in the 50th Congressional District. Registered voters polled are those who voted in the 2000 and 2004 primary elections. These voters were interviewed on January 4-6, 2006. Interviews took place using a proprietary algorithm to generate a random sample of voters. The sampling error for the total sample is +/- 3.66 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.

January 8, 2006

Survey Toplines

Sample size 714

+/- 3.66 percent sampling error

January 4, 5, 6, 2006

50th Congressional District high-propensity registered Republican voters – voters who voted in the 2002 and 2004 Presidential primary elections

Q1. Are you registered to vote in the County of San Diego?

Yes	100%
No	
Don't know	

Q2. Are you registered as Democrat, Republican, another party, or as an independent?

Democrat	
Republican	100%
Another party	
Independent	

In the upcoming primary election to replace ex-Congressman Randy “Duke” Cunningham, a number of persons have been mentioned as possible candidates. Please indicate your impression.

Q3. Is your impression of state senator Bill Morrow, favorable, unfavorable, neither, or are you unfamiliar with the name?

Favorable	29%
Unfavorable	6%
Neither	34%
Unfamiliar with name	31%

Q4. Is your impression of businessman Alan Uke, favorable, unfavorable, neither, or are you unfamiliar with the name?

Favorable	12%
Unfavorable	2%
Neither	18%
Unfamiliar with name	68%

Q5. Is your impression of former state assemblyman Howard Kaloogian, favorable, unfavorable, neither, or are you unfamiliar with the name?

Favorable	15%
Unfavorable	8%
Neither	40%
Unfamiliar	37%

Q6. Is your impression of California Highway Patrol Sgt. Jeff Newsome, favorable, unfavorable, neither, or are you unfamiliar with the name?

Favorable	8%
Unfavorable	4%
Neither	24%
Unfamiliar	64%

Q7. Is your impression of former congressman Brian Bilbray, favorable, unfavorable, neither, or are you unfamiliar with the name?

Favorable	20%
Unfavorable	9%
Neither	50%
Unfamiliar	21%

Q8. Is your impression of former Del Mar Mayor Richard Earnest, favorable, unfavorable, neither, or are you unfamiliar with the name?

Favorable	1%
Unfavorable	3%
Neither	10%
Unfamiliar	86%

Q9. Is your impression of businessman Ken King, favorable, unfavorable, neither, or are you unfamiliar with the name?

Favorable	1%
Unfavorable	4%
Neither	23%
Unfamiliar	72%

Q10. Is your impression of former NFL player Scott Turner, favorable, unfavorable, neither, or are you unfamiliar with the name?

Favorable	2%
Unfavorable	2%
Neither	26%
Unfamiliar	70%

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

Additional information and crosstabs available upon request

Q11. What is your age, please?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or over

Q12. What level of education have you *completed*?

- Some high school
- Graduated high school
- Some college
- Graduated four-year college
- Post-graduate/professional school

Q13. Are you or is anyone in your household a member of a labor union?

- Yes
- No
- Don't know

Q14. Are you or any person in your household a member of, or a veteran of, the U.S Armed Forces?

- Yes
- No

Q15. Which of the following do you consider to be your racial/ethnic group?

- White
- Black/African-American
- Hispanic/Latino
- Asian/Pacific-American
- Other

Q16.Are you?

Male

Female