



# MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

May 4, 2006

TO: Bill Hauf  
FROM: Bob Moore  
RE: CA CD 50 Voter Survey Findings

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## Methodology

*This memo includes results of a telephone survey of voters in California's 50<sup>th</sup> Congressional District. A total of 450 interviews were conducted; 300 among voters district-wide, plus an oversample of 150 Republican voters (for a total of 300 Republican interviews). The survey was conducted April 29-30, 2006 by Moore Information, Inc. The sampling error is plus or minus 5% at the 95% confidence level.*

## Overview

Results of this survey reveal the following regarding ballot tests for the various upcoming elections for Congress in California's 50<sup>th</sup> Congressional District:

- In the race to fill the vacancy, Francine Busby leads Brian Bilbray 43-37% among all voters, with each of the minor party candidates getting 1%, 5% voting for none of the candidates and 13% undecided. Today Busby does better among voters who are interested in the election - among the 80%+ propensity voters she leads 47-39% (versus 43-37% among all voters), and among those who rate their interest in the election a "ten" on a ten-point scale, she leads 56-35%.
- In the GOP primary for the regular term, Republican Brian Bilbray is the frontrunner. Eric Roach is his nearest opponent today, trailing Bilbray. None of the other candidates gets over 5% in this 10-way test.
- In two informed general election match up tests, Roach does better than Bilbray against Busby. After hearing a series of debate points in which Busby takes on Bilbray on six issues, including corruption and "cleaning up Congress," Eric Roach trails Busby by just 5 points in a head to head match up (37-42% with 9% saying "none" and 11% undecided), while Bilbray doesn't fare as well, trailing Busby by 12 points (33-45%, 9% "none and 13% undecided).

### Looking at perceptions of Bilbray and Roach today we find:

- Bilbray's image is positive among GOP voters (50% favorable, 17% unfavorable), and he is popular among Republicans all along the philosophical spectrum. At the same time, Bilbray is generating mixed reactions from voters district-wide (33/34%) today and among the highest propensity voters, his image is negative.
- Voters are not as familiar with Roach today, but he also has a positive image among GOP voters in the district (38% favorable, 15% unfavorable). At this point, among GOP voter of all philosophies, Roach's image is not as positive as Bilbray's. District-wide, sentiment about Roach is divided, but among the highest propensity voters, his image is positive.