



BENNETT, PETTS & BLUMENTHAL

MEMORANDUM

To: Geno Zamora for Attorney General

From: Bennett, Petts & Blumenthal

Date: March 14, 2006

The following is a summary of findings from a telephone survey conducted among 400 likely Democratic primary voters in New Mexico. Interviews were conducted February 26 through 28, 2006. The sampling error for this survey is plus or minus 4.9 percentage points.

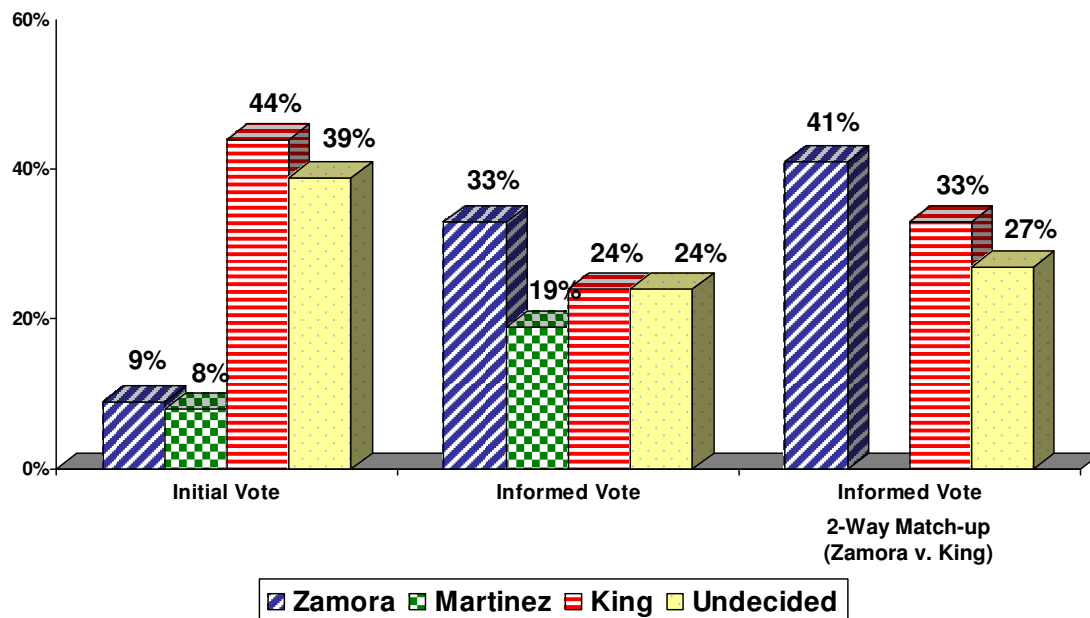
FINDINGS

Results from our recent statewide primary survey show that a well-funded Geno Zamora campaign will put him into position to win the Democratic nomination for New Mexico Attorney General. Specifically:

- **The race begins with no candidate above 50% and one in four voters undecided.** Gary King begins with a lead that is based on his name identification advantage resulting from 3 failed campaigns over the last 8 years and his father's residual name identification from his terms as governor. King is known by 66% of the voters compared to name identification under 25% for Zamora and Lem Martinez.
- **King's support is soft and moves away from him easily.** King's name identification advantage translates into initial support of 44% in the first trial heat match-up, but King's support is very soft with just 15% who say they are "absolutely certain" to support him. King's support drops 20-points after information is read about all three candidates, falling to just 24% of the vote in the informed match-up.

- **Zamora pulls ahead of both King and Martinez after comprehensive information on all three candidates is presented.** In this informed vote, Zamora takes a 9-point lead over King and a 14-point lead over Martinez. When matched solely against King, Zamora retains his lead 41% to 33%.

Vote for New Mexico Attorney General



- **Martinez has very limited ability to grow his support.** While Zamora is able to increase his support by 24-points and lead the primary field, Martinez is only able to make marginal gains.

In summary, Martinez's candidacy has no real impact on Zamora's ability to win this nomination. If Zamora has the resources to communicate effectively, he will be able to overtake King and win the Democratic primary for Attorney General.