



**PUBLIC OPINION
STRATEGIES**

Turning Questions Into Answers.

MEMORANDUM

TO: CONGRESSWOMAN HEATHER WILSON
HEATHER WILSON FOR CONGRESS CAMPAIGN

FROM: GLEN BOLGER

RE: KEY FINDINGS – NEW MEXICO CD-1 SURVEY

DATE: NOVEMBER 5, 2006

The Bottom Line

Congresswoman Heather Wilson not only has a two point lead heading into Election Day, but has the momentum and a superior turnout operation that will help her win on Tuesday.

Key Findings

1. Heather Wilson has the momentum and now leads Patricia Madrid by two points.

Congresswoman Heather Wilson leads Patricia Madrid 48%-46% with 5% undecided. Among those who have voted early, Wilson leads 50%-45%.

Madrid's poor performance in the debate has helped shift the momentum in the Congresswoman's favor. In our October 22nd-24th survey, Wilson was trailing Madrid 45%-48%.

Furthermore, Madrid's poor performance in the debate helped shift voters opinion of her. Madrid now has a net negative image, with just 43% favorable/51% unfavorable, while Wilson's image is 51% favorable/46% unfavorable. It is almost unheard of for a challenger to have unfavorables above 50% and makes it very difficult for Madrid to win.

Methodology

This survey was conducted October 31 - November 2, 2006 among 450 likely voters in New Mexico's 1st Congressional District. The survey has a margin of error of $\pm 4.62\%$ in 95 out of 100 cases.