



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**June 23, 2010
DAVID FLAHERTY 303-861-8585**

**SUSANA MARTINEZ AND DIANE DENISH IN DEAD HEAT, 44% TO 43%
CONGRESSIONAL GENERIC BALLOT TEST: 45% DEMOCRAT, 38% REPUBLICAN
51% DISAPPROVE OF OBAMA ADMINISTRATION HANDLING OF OIL SPILL**

Louisville, CO – The contest for New Mexico Governor is currently a statistical dead heat with 44% of likely voters supporting Dona Ana District Attorney Susana Martinez, 43% supporting Lt. Governor Diane Denish, and 13% are undecided. The ballot test numbers are based on a Magellan Strategies survey of 542 likely New Mexico voters fielded Monday, June 21st. Looking at ballot test results by voter subgroup, we find Republican Susana Martinez doing very well among men (+17) and Democrat Diane Denish with a 12 point lead among women.

It is apparent that the Martinez Campaign has been successful appealing to 20% of Democrat voters. For the Martinez Campaign to be in a position to win, it is critical that she maintain and grow her current Democrat support of 20%. Democrats traditionally contribute 53% to the overall vote in general elections, so numerically Susana Martinez will need support from as many Democrat voters as possible.

New Mexico Governor Ballot Test

Candidate	All Voters	Men	Wom	Wht Voters	Hisp Voters	Dem Voters	Rep Voters	Ind Voters	CD1	CD2	CD3
Martinez Margin	+1	+17	-12	+9	-10	-47	+74	+5	-6	+8	+4
Martinez	44%	53%	36%	49%	38%	20%	82%	41%	41%	47%	45%
Denish	43%	36%	48%	40%	48%	67%	8%	36%	47%	39%	41%
Undecided	13%	11%	16%	11%	14%	13%	10%	23%	12%	14%	14%

Candidate Image Ratings

Both candidates are well known among all voters, with each having name recognition of 98%. Susana Martinez has an image ratio of 1.3 to 1, with 45% of voters having a favorable opinion of her and 34% having an unfavorable opinion. Diane Denish has an image ratio of 1 to 1, with 40% of voters having a favorable opinion of her and 41% having an unfavorable opinion. Diane Denish’s image rating is “upside down” among men, 34% favorable/51% unfavorable, and slightly “upside down” among white voters, 40% favorable/ 44% unfavorable. Women have a more positive opinion of Diane Denish, with 45% favorable and 32% unfavorable. Susana Martinez has a stronger image among men than women, with 52% having a favorable opinion of her compared to 39% of women. Women, in past New Mexico

general elections, have contributed 55% of the overall vote.

New Mexico Governor Candidate Image Ratings

Candidate	All Voters	Men	Wom	Wht Voters	Hisp Voters	Dem Voters	Rep Voters	Ind Voters	CD1	CD2	CD3
Martinez Margin	+11	+20	+4	+16	+8	-17	+63	-15	+6	+15	+14
Martinez Favorable	45%	52%	39%	47%	43%	30%	72%	31%	44%	48%	43%
Martinez Unfavorable	34%	32%	35%	31%	35%	47%	9%	46%	38%	33%	29%
Denish Margin	-1	-17	+13	-4	+2	+40	-60	-7	+2	-3	-1
Denish Favorable	40%	34%	45%	40%	39%	59%	13%	36%	44%	37%	39%
Denish Unfavorable	41%	51%	32%	44%	37%	19%	73%	43%	42%	40%	40%

Congressional Generic Ballot Test

"If the election for US Congress was being held today, and all you know about the two candidates was that one was a Democrat, and the other was a Republican, for whom would you vote? The Democrat candidate or the Republican candidate?"

Among all voters, 45% of respondents would vote for the Democrat candidate and 38% for the Republican candidate, a seven point margin. As the table below indicates, the Democrat Party brand is very strong among women and Hispanic voters. The Republican Party brand is strongest among men and independent voters. Responses by Congressional District are interesting considering the 3rd Congressional District is the most Democratic by voter registration (55%), compared to CD2 (47%) and CD1 (48%).

Candidate	All Voters	Men	Wom	Wht Voters	Hisp Voters	Dem Voters	Rep Voters	Ind Voters	CD1	CD2	CD3
Democrat Margin	+7	-9	+20	+1	+19	+57	-62	-11	+13	+6	+1
Democrat	45%	39%	51%	43%	52%	71%	13%	29%	50%	42%	43%
Republican	38%	48%	31%	42%	33%	14%	75%	40%	37%	36%	42%
Undecided	17%	13%	18%	15%	15%	15%	12%	31%	13%	22%	15%

Barack Obama Job Approval

Among all voters, 45% approve and 48% disapprove of the job Barack Obama is doing as President. Looking at responses by gender, women approve of the job Barack Obama is doing more than men, 49% to 41% respectively. Among white voters, 40% approve and 53% disapprove, and a majority of Hispanic voters, 53%, approve of the job Barack Obama is doing.



Obama Administration's Handling of Oil Spill

"Do you approve or disapprove of the Obama Administration's handling of the oil spill in the Gulf of Mexico?"

Among all voters, 38% approve of the Obama Administration's handling of the oil spill and 51% disapprove. Among men, 58% disapprove and 35% approve, and among women, 41% approve and 46% disapprove. Among voters 65 and older, 43% approve and 43% disapprove. Among Hispanic voters, 42% approve and 45% disapprove of the administration's handling of the oil spill.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample for this survey was randomly drawn from a New Mexico voter file. The response data was weighted to reflect past general election voting demographics from the 2008, 2006, 2004 and 2002 election cycles. The 542 interviews were conducted on Monday night, June 21st from 5:30 to 8 pm. This survey has a margin of error of 4.2% at the 95 percent confidence interval.

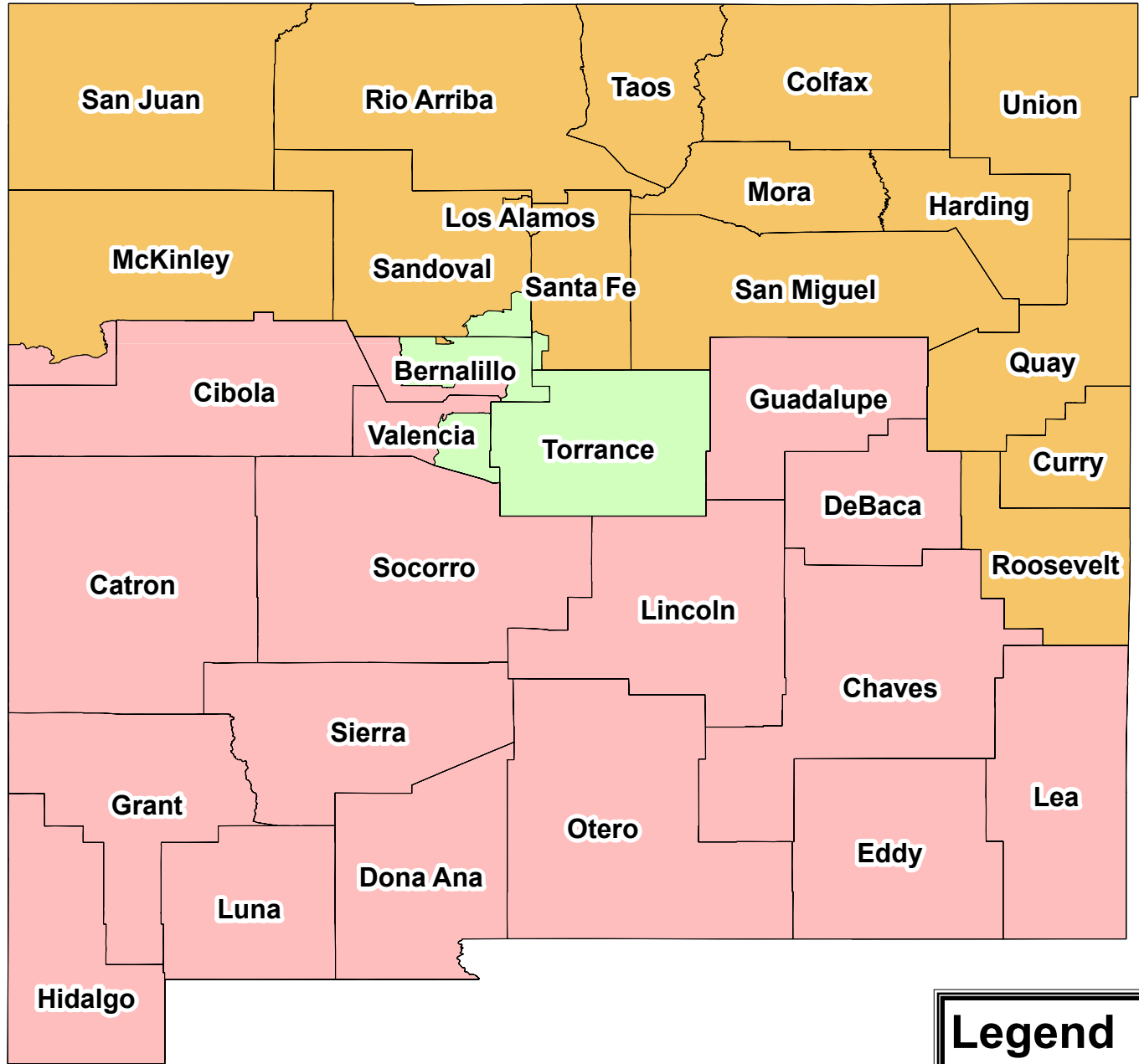
The survey topline and crosstab results are included in this document along with a map of the polling regions. This release, survey crosstabs and presentation can be downloaded from our website under the "Survey Archives" tab at www.MagellanStrategies.com. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585 or dflaherty@magellanstrategies.com.

About Magellan Data and Mapping Strategies

Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in measuring public opinion. The Magellan Strategies team has extensive experience building voter registration databases, data analysis, demographic analysis, GIS mapping technology, quantitative live and automated survey research, predictive modeling, and redistricting technology. Visit our website at MagellanStrategies.com for more information about our firm.



New Mexico Polling Regions



Legend

County

DISTRICT

- CD 1
- CD 2
- CD 3



June 23, 2010
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: NEW MEXICO GOVERNOR SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 542N autodial survey of likely general election voters in the state of New Mexico. The interviews were conducted June 21st, 2010. This survey has a margin of error of +/- 4.21% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008, 2006, 2004 and 2002 election cycles.

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

Republican.....	35%
Democrat	53%
Independent.....	12%

T2. How likely are you to vote in the November election for Governor and Congress?

Extremely Likely.....	87%
Very Likely	9%
Somewhat Likely	4%

T3. If the election for US Congress was being held today, and all you knew about the two candidates was that one was a Democrat, and the other was a Republican, for whom would you vote? The Democrat candidate or the Republican candidate?

Democrat candidate.....	45%
Republican candidate.....	38%
Undecided.....	17%

Thinking now about people active in government.....

T4. Do you have a favorable or unfavorable opinion of Diane Denish?

Favorable 40%
Unfavorable 41%
No Opinion 17%

Name ID 98%
Hard Name ID 81%
Never Heard Of..... 2%

T5. Do you have a favorable or unfavorable opinion of Susana Martinez?

Favorable 45%
Unfavorable 34%
No Opinion 19%

Name ID 98%
Hard Name ID 79%
Never Heard Of..... 2%

T6. Do you approve or disapprove of the job Barack Obama is doing as President?

Approve 45%
Disapprove 48%
No Opinion 7%

T7. If the election for Governor was being held today, for whom would you vote if the candidates were Diane Denish, Democrat, or Susana Martinez, Republican?

Susana Martinez 44%
Diane Denish 43%
Undecided..... 13%

T8. Do you approve or disapprove of the Obama Administration's handling of the oil spill in the Gulf of Mexico?

Approve 38%
Disapprove 51%
No Opinion 11%



T9. For statistical purposes, are you a man or a woman?

Female..... 55%
Male..... 45%

T10. Which of the following age groups applies to you?

18-34..... 14%
35-44..... 14%
45-54..... 22%
55-64..... 23%
65+..... 27%

T11. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, Native American, black or African American, or another ethnic group?

White 60%
Hispanic/Latino 30%
Native American 5%
Black/African American..... 1%
Another ethnic group 4%



Table 1-1

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

	GEND		AGE							PARTY				GENERIC BALLOT TEST									
	TOTAL	MEN	WOM	18-34		35-44		45-54		55-64		65 PLUS		TOT REP	DEM MEN	DEM WOM	TOT IND	IND MEN	IND WOM	DEM CAND	DEM CAND	REP CAND	REP CAND
				100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0										
TOTAL	542	244	298	76	76	119	125	146	190	101	89	287	116	171	65	27	38	245	208	89	100.0	100.0	
REPUBLICAN	190	101	89	27	22	48	40	53	190	101	89							24	142	24	9.6	68.2	
DEMOCRAT	287	116	171	26	45	64	73	80				287	116	171				203	40	45	82.6	19.2	
INDEPENDENT	65	27	38	23	9	7	12	14							65	27	38	19	26	20	7.8	12.6	
	12.0	11.1	12.7	30.3	11.6	6.1	9.7	9.4							100.0	100.0	100.0	7.8	12.6	22.4			

Table 1-2

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

	DENISH IMAGE RATING				MARTINEZ IMAGE RATING				OBAMA JOB APPROVAL		GOV BALLOT TEST				COUNTY			CD			RACE		
	FAV OR	UN FAVE	NO OPIN	NVR HRD	FAV OR	UN FAVE	NO OPIN	NVR HRD	APPR OVE	DIS APRV	DEN ISH	MART INEZ	UNDE CIDE	BERN LILO	DONA ANA	CD01	CD02	CD03	WHITE	HISP			
TOTAL	542	217	220	93	242	182	108	10	245	260	230	238	74	196	47	208	148	186	325	163			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
REPUBLICAN	190	24	138	28	137	17	32	4	19	165	15	155	19	61	18	69	54	67	139	35			
	35.0	10.9	62.5	30.6	56.5	9.2	30.1	36.2	7.6	63.6	6.4	65.3	26.4	31.0	38.6	33.1	36.2	36.2	42.7	21.2			
DEMOCRAT	287	170	55	55	85	135	62	4	202	60	192	56	39	109	22	113	76	99	151	109			
	53.0	78.4	24.8	59.0	63.6	35.1	57.7	43.7	82.4	23.0	83.3	23.5	53.5	55.5	47.0	54.2	51.3	53.0	46.5	66.8			
INDEPENDENT	65	23	28	10	20	30	13	2	24	35	24	27	15	26	7	26	19	20	35	19			
	12.0	10.7	12.6	10.4	8.3	16.3	12.2	20.1	10.0	13.4	10.2	11.2	20.1	13.5	14.4	12.7	12.5	10.8	10.8	12.0			

Table 2-1

T2. How likely are you to vote in the November election for Governor and Congress?

	GEND		AGE							PARTY								GENERIC BALLOT TEST				
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP		DEM		REP		DEM		IND		DEM		REP	
									TOT	PER	TOT	PER	TOT	PER	TOT	PER	TOT	PER	TOT	PER	TOT	PER
TOTAL	542 100.0	244 100.0	298 100.0	76 100.0	76 100.0	119 100.0	125 100.0	146 100.0	101 100.0	89 100.0	116 100.0	171 100.0	65 100.0	27 100.0	38 100.0	245 100.0	208 100.0	89 100.0				
EXTREMELY LIKELY	472 87.1	215 88.0	257 86.4	67 87.7	64 85.0	106 89.1	110 88.5	124 85.1	96 95.1	87 97.8	96 82.5	138 80.7	55 85.3	23 85.5	32 85.1	204 83.3	199 95.6	69 77.7				
VERY LIKELY	48 8.9	24 10.0	24 8.0	4 5.3	10 12.9	9 7.9	10 8.1	15 10.2	2 2.2	1 1.6	18 15.7	20 11.5	7 10.5	4 14.5	3 7.6	32 13.2	7 3.3	9 10.3				
SOMEWHAT LIKELY	22 4.0	5 2.0	17 5.6	5 7.0	2 2.1	4 3.0	4 3.4	7 4.7	3 2.7	1 0.6	2 1.9	13 7.8	3 4.3	3 7.3	9 3.5	9 3.5	2 1.1	11 12.0				

Table 2-2

T2. How likely are you to vote in the November election for Governor and Congress?

	DENISH IMAGE RATING				MARTINEZ IMAGE RATING				OBAMA JOB APPROVAL		GOV BALLOT TEST				COUNTY			CD			RACE			
	FAV	UN	NO	NVR	FAV	UN	NO	NVR	APPR	DIS	DEN	MART	UNDE	BERN	DONA	LILO	ANA	ANA	ANA	CD01	CD02	CD03	WHITE	HISP
	OR	FAVE	OPIN	HRD	OR	FAVE	OPIN	HRD	OVE	APRV	ISH	INEZ	CIDE											
TOTAL	542	217	220	93	242	182	108	10	245	260	230	238	74	196	47	208	148	186	186	208	148	186	325	163
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EXTREMELY LIKELY	472	191	208	68	224	160	82	6	207	245	199	226	47	175	44	185	131	156	185	131	156	299	136	
	87.1	87.8	94.3	73.8	92.7	88.1	75.8	56.6	84.6	94.2	86.5	95.0	63.6	89.4	93.8	88.9	88.7	83.9	88.9	88.7	83.9	91.9	83.8	
VERY LIKELY	48	20	10	15	17	15	16		28	13	23	11	14	13	2	15	13	20	15	13	20	20	18	
	8.9	9.1	4.3	15.7	7.0	8.3	14.5	4.8	11.3	4.9	10.1	4.7	18.5	6.8	4.2	7.1	8.9	10.9	7.1	8.9	10.9	6.0	11.3	
SOMEWHAT LIKELY	22	7	3	10	1	6	11	4	10	2	8	1	13	7	1	8	4	10	8	4	10	7	8	
	4.0	3.1	1.4	10.5	0.3	3.6	9.8	38.7	4.1	0.9	3.4	0.3	17.9	3.8	2.0	4.0	2.5	5.2	4.0	2.5	5.2	2.1	5.0	

Table 3-1

T3. If the election for US Congress was being held today, and all you knew about the two candidates was that one was a Democrat, and the other was a Republican, for whom would you vote?

	AGE										GEND				PARTY				GENERIC BALLOT TEST			
	18-34		35-44		45-54		55-64		65 PLUS		TOT REP	REP MEN	REP WOM	TOT DEM	DEM MEN	DEM WOM	TOT IND	IND MEN	IND WOM	DEM CAND	REP CAND	UNDE CIDE
TOTAL	542	244	298	76	76	119	125	146	190	101	89	287	116	171	65	27	38	245	208	89	100.0	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEMOCRAT	245	95	151	27	27	56	66	69	24	12	12	203	76	126	19	6	13	245	208	89	45.3	38.8
	45.3	38.8	50.6	36.0	35.3	47.3	52.7	47.3	12.5	11.8	13.2	70.6	65.7	73.9	29.3	23.6	33.3	100.0	100.0	100.0	100.0	100.0
REPUBLICAN	208	117	91	31	40	48	38	51	142	80	61	40	23	17	26	13	13	208	208	89	38.4	47.8
	38.4	47.8	30.6	40.5	52.6	40.2	30.4	35.1	74.8	80.0	68.8	13.9	19.5	10.1	40.2	49.6	33.4	100.0	100.0	100.0	100.0	100.0
UNDECIDED	89	33	56	18	9	15	21	26	24	8	16	45	17	27	20	7	13	89	89	89	16.4	13.4
	16.4	13.4	18.8	23.4	12.0	12.5	17.0	17.6	12.8	8.2	17.9	15.5	14.9	16.0	30.6	26.7	33.3	100.0	100.0	100.0	100.0	100.0

Table 3-2

T3. If the election for US Congress was being held today, and all you knew about the two candidates was that one was a Democrat, and the other was a Republican, for whom would you vote?

	DENISH IMAGE RATING				MARTINEZ IMAGE RATING				OBAMA JOB APPROVAL				GOV BALLOT TEST				COUNTRY				CD				RACE							
	FAV	UN	NO	NVR	FAV	UN	NO	NVR	APPR	DIS	DEN	MART	UNDE	INEZ	CIDE	BERN	DONA	LILLO	ANA	ANA	ANA	CD01	CD02	CD03	CD04	WHT	HISP	WHT	HISP			
TOTAL	542	217	220	93	12	242	182	10	245	260	230	238	74	196	47	100.0	100.0	100.0	100.0	100.0	208	148	186	186	100.0	100.0	100.0	100.0	325	163	100.0	100.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
DEMOCRAT	245	169	35	33	9	62	132	46	197	28	195	28	23	100	20	100	20	42.0	42.0	42.0	104	62	79	79	140	84	140	84	42.9	51.5	42.6	42.6
45.3	77.7	16.0	35.1	76.0	25.4	72.6	43.1	80.2	10.7	84.5	11.8	30.7	50.9	42.0	50.9	50.0	42.0	42.0	42.0	50.0	42.0	42.6	42.6	42.9	51.5	42.6	42.6	42.9	51.5	42.6	42.6	
REPUBLICAN	208	21	165	21	1	157	28	22	11	194	11	187	10	70	21	100.0	100.0	100.0	100.0	100.0	77	53	78	78	136	54	136	54	41.8	33.1	42.2	42.2
38.4	9.8	74.9	22.5	6.8	64.8	15.2	20.0	4.3	74.4	4.6	78.7	13.6	35.8	44.7	35.8	36.8	35.8	35.8	35.8	36.8	35.8	42.2	42.2	41.8	33.1	42.2	42.2	41.8	33.1	42.2	42.2	
UNDECIDED	89	27	20	39	2	24	22	40	3	38	25	23	41	26	6	100.0	100.0	100.0	100.0	100.0	27	33	28	28	50	25	50	25	15.2	15.3	15.2	15.2
16.4	12.5	9.1	42.4	17.2	9.8	12.1	36.8	15.4	14.9	10.9	9.5	55.6	13.3	13.2	13.2	13.2	13.2	13.2	13.2	13.2	22.3	15.2	15.2	15.2	15.4	15.2	15.2	15.2	15.3	15.2	15.2	

Table 4-1

T4. Thinking now about people active in government... Do you have a favorable or unfavorable opinion of Diane Denish?

	AGE										PARTY				GENERIC BALLOT TEST					
	GEND		18-34		35-44		45-54		55-64		65 PLUS		REP		DEM		IND		WOM	
	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN
TOTAL	542 100.0	244 100.0	298 100.0	76 100.0	76 100.0	119 100.0	125 100.0	146 100.0	190 100.0	101 100.0	89 100.0	287 100.0	116 100.0	171 100.0	65 100.0	27 100.0	38 100.0	245 100.0	208 100.0	89 100.0
FAVORABLE	217 40.1	83 34.2	134 44.9	15 20.1	32 41.7	51 42.7	61 48.7	59 40.1	24 12.5	9 8.7	15 16.8	170 59.3	67 57.6	103 60.5	23 35.7	8 28.7	15 40.7	169 68.8	21 10.3	27 30.7
UNFAVORABLE	220 40.6	125 51.1	96 32.1	39 51.6	37 49.3	47 39.7	43 34.4	53 36.5	138 72.6	81 80.5	57 63.6	55 19.0	27 23.0	28 16.4	28 42.8	17 62.0	11 29.0	35 14.3	165 79.3	20 22.7
NO OPINION	93 17.1	34 13.8	59 19.8	20 25.8	5 7.0	21 17.6	15 12.1	32 21.7	28 14.9	11 10.8	17 19.6	55 19.0	22 18.8	33 19.2	10 14.9	1 4.0	9 22.7	33 13.2	21 10.0	39 44.3
NAME ID	530 97.8	242 99.1	289 96.8	74 97.5	74 98.0	119 100.0	119 95.2	144 98.3	190 100.0	101 100.0	89 100.0	280 97.4	115 99.3	164 96.1	61 93.4	26 94.7	35 92.5	236 96.3	207 99.6	87 97.7
HARD NAME ID	437 80.7	208 85.2	230 77.0	54 71.7	69 91.0	98 82.4	104 83.1	112 76.6	161 85.1	90 89.2	72 80.4	225 78.3	94 80.6	131 76.9	51 78.5	25 90.7	26 69.8	204 83.1	186 89.6	47 53.4
NEVER HEARD OF	12 2.2	2 0.9	10 3.2	2 2.5	2 2.0	2 1.7	6 4.8	2 1.7	8 2.6	1 0.7	7 3.9	4 6.6	3 7.5	9 3.7	1 0.4	2 2.3	3 7.5	9 3.7	1 0.4	2 2.3

Table 5-1

T5. Do you have a favorable or unfavorable opinion of Susana Martinez?

	GEND		AGE					PARTY				GENERIC BALLOT TEST							
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP		DEM		TOT		IND		WOM		
									REP	MEN	REP	WOM	TOT	IND	IND	MEN	IND	WOM	REP
TOTAL	542 100.0	244 100.0	298 100.0	76 100.0	76 100.0	119 100.0	125 100.0	146 100.0	190 100.0	101 100.0	89 100.0	116 100.0	171 100.0	65 100.0	27 100.0	38 100.0	245 100.0	208 100.0	89 100.0
FAVORABLE	242 44.7	127 51.9	115 38.7	26 34.0	37 49.2	65 54.2	54 43.2	60 41.3	137 72.1	72 71.9	65 72.4	45 38.9	40 23.3	20 31.1	9 34.0	11 28.9	62 25.1	157 75.4	24 26.8
UNFAVORABLE	182 33.6	78 32.0	104 34.9	29 37.8	24 32.0	33 27.9	44 35.6	51 35.1	17 8.8	8 7.8	9 10.0	54 46.2	82 47.9	30 45.6	16 60.6	13 34.8	132 53.8	28 13.3	22 24.9
NO OPINION	108 19.9	37 15.3	70 23.6	18 23.2	13 17.0	20 16.9	24 19.1	33 22.7	32 17.1	19 18.5	14 15.5	17 15.0	45 26.2	13 20.2	1 5.3	12 30.9	46 18.9	22 10.4	40 44.8
NAME ID	532 98.1	242 99.2	290 97.2	72 95.0	75 98.3	118 99.0	122 97.9	145 99.1	186 98.1	99 98.1	87 98.0	116 100.0	167 97.4	63 96.8	27 100.0	36 94.6	240 97.8	206 99.1	86 96.5
HARD NAME ID	424 78.2	205 83.9	219 73.6	55 71.8	62 81.3	98 82.1	98 78.8	112 76.4	154 81.0	80 79.7	73 82.4	99 85.0	122 71.2	50 76.6	26 94.7	24 63.7	194 78.9	185 88.8	46 51.7
NEVER HEARD OF	10 1.9	2 0.8	8 2.8	4 5.0	1 1.7	1 1.0	3 2.1	1 0.9	4 1.9	2 1.9	2 2.0	4 2.6	4 2.6	2 3.2	2 5.4	2 2.2	5 2.2	2 0.9	3 3.5

Table 5-2

T5. Do you have a favorable or unfavorable opinion of Susana Martinez?

	DENISH IMAGE RATING				MARTINEZ IMAGE RATING				OBAMA JOB APPROVAL				GOV BALLOT TEST				COUNTY				CD				RACE							
	FAV		UN		FAV		UN		APPR		DIS		DEN		MART		UNDE		BERN		DONA		CD01		CD02		CD03		WHT		HISP	
	OR	FAVE	OR	FAVE	OR	FAVE	OR	FAVE	HRD	NVR	HRD	NVR	HRD	NVR	HRD	NVR	HRD	NVR	HRD	NVR	HRD	NVR	HRD	NVR	HRD	NVR	HRD	NVR	HRD	NVR		
TOTAL	542	217	220	93	12	242	182	108	10	245	260	230	238	74	196	47	208	148	186	325	163	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
FAVORABLE	242	54	165	22	1	242				56	181	34	194	15	84	23	92	71	79	152	70	44.7	24.7	75.1	23.3	12.0	100.0					
UNFAVORABLE	182	128	36	17	1	182				131	39	146	19	16	78	16	80	48	54	102	57	33.6	59.0	16.3	17.9	9.3	100.0					
NO OPINION	108	30	19	54	5			108		53	37	43	25	40	32	7	35	28	45	66	34	19.9	13.9	8.6	58.2	39.1	100.0					
NAME ID	532	212	220	92	7	242	182	108		240	257	223	238	71	195	46	207	147	178	321	161	98.1	97.7	100.0	99.5	60.4	100.0	100.0	100.0	100.0	100.0	
HARD NAME ID	424	182	201	38	3	242	182			187	220	180	213	31	163	39	172	119	133	254	127	78.2	83.8	91.4	41.2	21.3	100.0	100.0	100.0	100.0	100.0	
NEVER HEARD OF	10	5			5				10	5	3	7	3	3	1	1	1	1	8	5	1	1.9	2.3	0.5	39.6		100.0					

Table 6-1

T6. Do you approve or disapprove of the job Barack Obama is doing as President?

	GEND		AGE						PARTY						GENERIC BALLOT TEST					
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP		DEM		TOT		IND		DEM		REP	
									TOTAL	PERCENT	TOTAL	PERCENT	TOTAL	PERCENT	TOTAL	PERCENT	TOTAL	PERCENT	TOTAL	PERCENT
TOTAL	542 100.0	244 100.0	298 100.0	76 100.0	76 100.0	119 100.0	125 100.0	146 100.0	190 100.0	101 100.0	89 100.0	287 100.0	116 100.0	171 100.0	65 100.0	27 100.0	38 100.0	245 100.0	208 100.0	89 100.0
APPROVE	245 45.2	100 41.2	145 48.5	34 44.4	28 36.7	57 47.6	60 48.4	66 45.4	19 9.8	14 13.6	5 5.5	202 70.3	78 66.8	124 72.7	24 37.6	9 33.8	15 40.3	197 80.1	11 5.1	38 42.6
DISAPPROVE	260 48.0	134 55.0	126 42.2	36 47.4	46 60.3	61 51.5	53 42.4	64 43.7	165 87.1	85 84.9	80 89.7	60 20.8	31 26.5	29 17.0	35 53.7	18 66.2	17 44.8	28 11.3	194 93.1	39 43.7
NO OPINION	37 6.8	9 3.8	28 9.3	6 8.2	2 3.0	1 0.9	11 9.2	16 10.9	6 3.0	1 1.5	4 4.8	26 8.9	8 6.8	18 10.3	6 8.7	6 14.9	6 14.9	21 8.6	4 1.8	12 13.7

Table 7-1

T7. If the election for Governor was being held today, for whom would you vote if the candidates were Diane Denish, Democrat, or Susana Martinez, Republican?

	AGE						PARTY				GENERIC BALLOT TEST														
	GEND		18-34		35-44		45-54		55-64		65 PLUS		REP		DEM		TOT								
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT	REP	REP	TOT	DEM	DEM	DEM	TOT	IND	IND	IND	DEM	DEM	REP	REP	UNDE	UNDE
TOTAL	542 100.0	244 100.0	298 100.0	76 100.0	76 100.0	119 100.0	125 100.0	146 100.0	190 100.0	101 100.0	89 100.0	287 100.0	116 100.0	171 100.0	65 100.0	27 100.0	38 100.0	65 100.0	27 100.0	100.0	245 100.0	208 100.0	89 100.0		
SUSANA MARTINEZ	238 43.9	130 53.4	108 36.1	33 43.2	43 56.3	53 44.5	47 37.8	62 42.5	155 81.9	84 84.0	71 79.5	56 19.5	31 26.5	25 14.7	27 40.9	15 54.7	12 31.1	27 40.9	25 54.7	100.0	116 11.4	171 90.1	65 208	27 187	38 25.4
DIANE DENISH	230 42.5	88 36.2	142 47.7	30 39.5	28 37.4	50 41.8	64 51.4	58 39.7	15 7.8	7 7.1	8 8.6	192 66.8	71 61.3	121 70.5	24 36.3	10 36.0	14 36.5	24 36.3	24 36.0	100.0	121 79.3	71 5.1	11 28.3	25 5.1	
UNDECIDED	74 13.6	26 10.5	48 16.2	13 17.3	5 6.4	16 13.7	13 10.8	26 17.8	19 10.3	9 8.9	11 11.9	39 13.7	14 12.1	25 14.8	15 22.8	3 9.3	12 32.4	15 22.8	15 22.8	100.0	25 9.2	11 4.8	41 10	46.3 4.8	

Table 7-2

T7. If the election for Governor was being held today, for whom would you vote if the candidates were Diane Denish, Democrat, or Susana Martinez, Republican?

	DENISH IMAGE RATING				MARTINEZ IMAGE RATING				OBAMA JOB APPROVAL				GOV BALLOT TEST				COUNTRY				CD				RACE					
	FAV	UN	NO	NVR	FAV	UN	NO	NVR	APPR	DIS	DEN	MART	UNDE	BERN	DONA	LO	ANA	CD01	CD02	CD03	WHT	HISP	WHT	HISP	WHT	HISP	WHT	HISP		
TOTAL	542	217	220	93	182	189	30	12	242	194	189	30	12	242	182	189	30	245	260	230	238	74	196	47	208	148	186	186	325	163
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SUSANA MARTINEZ	238	18	189	30	194	189	30	1	79.9	10.6	23.3	25	22	212	238	80	25	85	69	84	158	61	40.7	52.8	41.1	46.5	45.0	48.6	37.6	
	43.9	8.1	85.8	32.9	6.8	79.9	6.8	6.8	9.0	81.5	100.0	100.0	100.0	100.0	100.0	40.7	52.8	41.1	46.5	45.0	48.6	37.6	40.7	52.8	41.1	46.5	45.0	48.6	37.6	
DIANE DENISH	230	187	16	23	34	146	43	7	186	27	230	230	230	230	230	95	17	97	57	76	130	77	48.2	36.4	46.7	38.7	40.8	40.0	47.6	
	42.5	85.9	7.3	24.9	14.0	80.4	39.6	73.2	75.9	10.3	100.0	100.0	100.0	100.0	100.0	48.2	36.4	46.7	38.7	40.8	40.0	47.6	48.2	36.4	46.7	38.7	40.8	40.0	47.6	
UNDECIDED	74	13	15	39	7	15	16	3	37	21	74	22	5	25	22	22	5	25	22	26	37	24	100.0	11.0	12.2	14.7	14.2	11.4	14.8	
	13.6	5.9	6.8	42.2	56.3	6.1	8.9	26.8	15.1	8.1	100.0	100.0	100.0	100.0	100.0	11.0	10.8	12.2	14.7	14.2	11.4	14.8	100.0	11.0	12.2	14.7	14.2	11.4	14.8	

Table 8-1
T8. Do you approve or disapprove of the Obama Administration's handling of the oil spill in the Gulf of Mexico?

	AGE										PARTY						GENERIC BALLOT TEST																				
	GEND		18-34		35-44		45-54		55-64		65 PLUS		REP MEN		REP WOM		TOT DEM		DEM MEN		DEM WOM		TOT IND		IND MEN		IND WOM		DEM CAND		REP CAND		UNDE CIDE				
	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM				
TOTAL	542	244	298	76	76	119	125	146	190	101	89	287	116	171	65	27	38	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
APPROVE	206	84	122	21	21	47	53	63	22	14	8	160	63	97	24	7	17	38.0	34.5	40.8	28.0	28.2	39.5	42.5	43.1	11.5	13.9	8.9	55.8	54.5	56.7	36.3	25.4	44.2	67.9	6.0	30.2
DISAPPROVE	278	140	138	49	45	59	62	63	158	83	75	87	37	50	33	20	13	51.3	57.5	46.3	64.3	59.0	49.6	50.1	43.1	83.2	82.4	84.0	30.4	32.0	29.3	51.1	74.6	34.3	20.2	87.5	52.6
NO OPINION	58	19	38	6	10	13	9	20	10	4	6	40	16	24	8	8	8	10.7	8.0	12.9	7.7	12.8	10.9	7.4	13.7	5.3	3.7	7.1	13.8	13.5	14.0	12.5	21.5	11.9	6.4	17.2	

Table 9-1

T9. For statistical purposes, are you a man or a woman?

	GEND		AGE						PARTY						GENERIC BALLOT TEST																	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP		DEM		TOT		REP		DEM		TOT		IND		WOM		IND		DEM		REP		UNDE	
									100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	542	244	298	76	76	119	125	146	190	101	101	89	287	116	116	171	171	65	65	27	27	38	38	245	245	208	208	89	89	100.0	100.0	
MALE	244	244		38	33	60	49	64	101	101			116	116				27	27					95	95	117	117	33	33	100.0	100.0	
FEMALE	298		298	38	43	59	76	83	89			89	171			171	171	38	38			38	38	151	151	91	91	56	56	100.0	100.0	
	55.0		100.0	49.7	56.8	49.5	60.6	56.5	47.0			100.0	59.6			100.0	100.0	58.2	58.2			100.0	100.0	61.5	61.5	43.9	43.9	63.1	63.1			

Table 10-2

T-10. Which of the following age groups applies to you?

	DENISH IMAGE RATING				MARTINEZ IMAGE RATING				OBAMA JOB APPROVAL				GOV BALLOT TEST				COUNTY				CD				RACE				
	FAV	UN	NO	NVR	FAV	UN	NO	NVR	DIS	APPR	APPR	OVE	DIS	APPR	APPR	OVE	DEN	MART	UNDE	INEZ	BERN	LILO	DONA	ANA	CD01	CD02	CD03	WHT	HISP
TOTAL	542	217	220	93	242	182	108	10	260	245	245	260	230	238	238	74	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-34	76	15	39	20	26	29	18	4	34	34	34	36	30	33	33	13	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	14.0	7.0	17.8	21.1	10.7	15.8	16.3	37.3	13.7	13.7	13.7	13.8	13.0	13.8	13.8	17.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
35-44	76	32	37	5	37	24	13	1	28	46	46	46	28	43	43	5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	14.0	14.6	17.0	5.7	15.4	13.4	12.0	12.8	11.4	17.6	17.6	17.6	12.3	17.9	17.9	6.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
45-54	119	51	47	21	65	33	20	1	57	61	61	61	50	53	53	16	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	22.0	23.4	21.5	22.7	26.7	18.3	18.8	11.5	23.1	23.6	23.6	23.6	21.6	22.3	22.3	22.2	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
55-64	125	61	43	15	54	44	24	3	60	53	53	53	64	47	47	13	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	23.0	28.0	19.5	16.3	22.3	24.4	22.1	25.4	24.6	20.3	20.3	20.3	27.8	19.8	19.8	18.2	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
65 PLUS	146	59	53	32	60	51	33	1	66	64	64	64	58	62	62	26	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	27.0	27.0	24.3	34.3	25.0	28.2	30.9	13.0	27.1	24.6	24.6	24.6	25.2	26.1	26.1	35.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 11-1

T11. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, Native American, black or African American, or another ethnic group?

	AGE										PARTY										GENERIC BALLOT TEST									
	GEND		18-34		35-44		45-54		55-64		65 PLUS		REP MEN		REP WOM		TOT DEM		TOT DEM		IND MEN		IND WOM		DEM CAND		REP CAND		UNDE CIDE	
	TOTAL	MEN	WOM																											
TOTAL	542	244	298	76	76	119	125	146	190	101	89	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	208	89	100.0	100.0
WHITE	325	133	192	28	37	63	92	105	139	67	72	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	245	89	100.0	100.0	
HISPANIC LATINO	163	80	83	36	26	45	28	28	35	22	13	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	208	89	100.0	100.0	
NATIVE AMERICAN	27	13	14	5	11	6	1	4	7	5	2	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	245	89	100.0	100.0	
BLACK AFRICAN AMERICAN	5	2	3	3	3	1	1	1	2	1	1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	245	89	100.0	100.0	
ANOTHER ETHNIC GROUP	22	15	6	4	2	4	2	9	7	6	2	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	245	89	100.0	100.0	

Table 11-2

T11. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, Native American, black or African American, or another ethnic group?

	DENISH IMAGE RATING				MARTINEZ IMAGE RATING				OBAMA JOB APPROVAL				GOV BALLOT TEST				COUNTY				CD				RACE			
	FAV OR	UN FAVE	NO OPIN	NVR HRD	FAV OR	UN FAVE	NO OPIN	NVR HRD	APPR OVE	DIS APRV	DEN ISH	MART INEZ	UNDE CIDE	BERN LILO	DONA ANA	CD01	CD02	CD03	WHITE	HISP	CD01	CD02	CD03	WHITE	HISP			
TOTAL	542	217	220	93	12	242	182	108	10	245	260	230	238	74	196	47	208	148	186	186	148	186	186	325	163			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
WHITE	325	130	142	49	4	152	102	66	5	129	171	130	158	37	123	27	131	95	99	99	95	99	325	325				
	60.0	59.9	64.3	53.4	33.5	62.9	56.1	61.6	44.3	52.5	65.8	56.4	66.4	50.5	62.8	57.6	63.1	64.0	53.4	53.4	64.0	53.4	100.0	100.0				
HISPANIC LATINO	163	63	59	36	5	70	57	34	1	86	67	77	61	24	58	19	60	39	63	63	39	63	163	163				
	30.0	28.8	27.0	38.8	38.6	28.9	31.6	31.6	10.8	35.1	25.9	33.6	25.7	32.5	29.8	40.3	29.1	26.5	33.8	33.8	26.5	33.8	100.0	100.0				
NATIVE AMERICAN	27	13	10	2	2	10	13	2	2	15	11	12	10	5	4	1	4	10	13	13	4	10	13	13				
	5.0	6.0	4.5	2.3	17.3	4.0	7.4	1.8	20.1	6.0	4.2	5.4	4.2	6.3	1.9	1.4	1.8	7.0	7.0	7.0	1.8	7.0	7.0	7.0				
BLACK AFRICAN AMERICAN	5	2	2	0.2	1	3	1	1	1	2	3	2	3	0.6	2	0.7	2	1	2	2	1	1	2	2				
	1.0	1.0	1.1	0.2	5.4	1.1	0.5	1.1	6.3	0.8	1.3	1.0	1.1	0.6	1.0	0.7	1.0	0.9	1.1	1.1	1.0	0.9	1.1	1.1				
ANOTHER ETHNIC GROUP	22	9	7	5	1	8	8	4	2	13	7	8	6	7	8	11	2	9	9	11	2	9	9	9				
	4.0	4.3	3.1	5.3	5.2	3.1	4.5	3.8	18.5	5.5	2.7	3.5	2.5	10.1	4.3	5.1	1.6	4.7	4.7	5.1	1.6	4.7	4.7	4.7				

New Mexico Governor Auto Survey, June 21st, 2010, 542N, 4.21% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Ste 300, Louisville, CO 80027, 303-861-8585
 Table 12-1
 CD

	GEND		AGE				PARTY				GENERIC BALLOT TEST								
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	REP		DEM		IND		DEM		REP		
									TOT	PER	TOT	PER	TOT	PER	TOT	PER	TOT	PER	TOT
TOTAL	542 100.0	244 100.0	298 100.0	76 100.0	76 100.0	119 100.0	125 100.0	146 100.0	190 100.0	101 100.0	89 100.0	287 100.0	116 100.0	171 100.0	65 100.0	27 100.0	38 100.0	245 100.0	208 100.0
CD01	208 38.4	94 38.5	114 38.3	34 44.3	34 44.7	39 32.9	53 42.4	48 33.1	69 36.3	36 35.3	33 37.4	113 39.3	47 40.0	66 38.8	26 40.7	12 44.0	15 38.3	104 42.4	77 36.8
CD02	148 27.3	70 28.8	78 26.1	17 22.4	11 14.5	35 29.2	31 24.9	54 37.0	54 28.2	32 31.6	22 24.4	76 26.4	29 25.0	47 27.4	19 28.5	9 34.1	9 24.5	62 25.3	53 25.5
CD03	186 34.3	80 32.7	106 35.6	25 33.3	31 40.8	45 37.9	41 32.7	44 29.9	67 35.5	33 33.0	34 38.2	99 34.3	41 35.0	58 33.9	20 30.8	6 21.9	14 37.1	79 32.3	78 37.7

Table 12-2

CD

	DENISH IMAGE RATING				MARTINEZ IMAGE RATING				OBAMA JOB APPROVAL				GOV BALLOT TEST				COUNTY			CD			RACE							
	FAV		UN		FAV		UN		APPR		DIS		DEN		MART		BERN		DONA		CD01		CD02		CD03		WHITE		HISP	
	OR	FAVE	OR	FAVE	OR	FAVE	OR	FAVE	OVE	HRD	HRD	APRV	ISH	INEZ	CIDE	LIL	LIL	ANA	ANA	ANA	CD01	CD02	CD03	CD03	CD03	CD03	CD03	CD03	CD03	CD03
TOTAL	542	217	220	93	12	242	182	108	10	245	260	230	238	74	196	47	208	148	186	208	148	186	186	186	186	325	163	100.0	100.0	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
CD01	208	90	87	29	2	92	80	35	1	109	90	97	85	25	191		208			208						131	60			
	38.4	41.6	39.5	31.4	12.7	38.0	43.8	32.8	8.8	44.5	34.6	42.2	35.9	34.5	97.4		100.0			100.0						40.4	37.2			
CD02	148	55	59	30	5	71	48	28	1	58	78	57	69	22	47		148				148					95	39			
	27.3	25.4	26.6	31.9	39.4	29.2	26.6	25.6	12.7	23.6	29.8	24.9	28.9	29.6	100.0		100.0				100.0					29.1	24.1			
CD03	186	72	75	34	6	79	54	45	8	78	93	76	84	26	5		186									99	63			
	34.3	32.9	33.9	36.8	47.8	32.8	29.5	41.6	78.5	31.9	35.6	32.9	35.1	35.9	2.6		100.0									30.5	38.7			