







Table 2-1

T2. How likely are you to vote in the June 2012 Republican primary election to choose a nominee for the United States Senate?

	GEND			AGE					GEN-AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801 100.0	384 100.0	417 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	136 100.0	248 100.0	168 100.0	249 100.0	665 100.0	104 100.0	8 100.0	8 100.0	284 100.0	286 100.0	231 100.0
EXTREMELY LIKELY	714 89.2	355 92.3	360 86.3	43 76.9	66 83.0	153 90.7	168 91.4	284 90.8	122 89.5	233 93.8	140 83.4	220 88.3	597 89.7	90 86.5	6 76.3	6 80.9	253 89.1	247 86.5	214 92.7
VERY LIKELY	51 6.3	10 2.5	41 9.8	5 8.3	7 9.0	11 6.8	10 5.3	18 5.6	3 2.2	7 2.6	20 12.1	21 8.3	38 5.7	10 10.1		2 19.1	21 7.5	19 6.8	10 4.3
SOMEWHAT LIKELY	36 4.5	20 5.3	16 3.8	8 14.8	6 8.0	4 2.5	6 3.2	11 3.6	11 8.3	9 3.6	8 4.6	8 3.3	30 4.5	4 3.5	2 23.7		10 3.4	19 6.8	7 3.1

Table 2-2

T2. How likely are you to vote in the June 2012 Republican primary election to choose a nominee for the United States Senate?

	SANCHEZ IMG RATING							WILSON IMG RATING							SOWARDS IMG RATING					MARTINEZ IMG RATING	
	TOTAL	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	UN FAV
TOTAL	801	460	173	287	106	33	73	674	444	230	99	37	62	170	28	142	122	24	98	745	40
	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	714	420	162	258	93	31	61	609	411	199	85	33	52	158	28	130	108	22	86	672	31
	89.2	91.2	93.5	89.8	87.4	94.2	84.3	90.4	92.4	86.5	86.1	89.6	84.0	93.2	100.0	91.9	88.4	90.3	87.9	90.1	76.2
VERY LIKELY	51	26	8	18	7	1	6	39	23	16	8	2	6	3	3	8	1	7	47	4	
	6.3	5.7	4.6	6.4	6.2	2.5	7.9	5.7	5.1	6.9	8.1	6.0	9.5	2.0	2.4	6.4	3.4	7.2	6.3	8.8	
SOMEWHAT LIKELY	36	14	3	11	7	1	6	26	11	15	6	2	4	8	8	6	2	5	26	6	
	4.5	3.1	2.0	3.8	6.3	3.3	7.8	3.9	2.5	6.6	5.8	4.4	6.6	4.8	5.7	5.2	6.2	5.0	3.5	15.0	

Table 2-3

T2. How likely are you to vote in the June 2012 Republican primary election to choose a nominee for the United States Senate?

	BERRY IMG			PEARCE IMG			BALLOT TEST							
	RATING		UN	RATING		UN	SAN	DEF	PROB	WIL	DEF	PROB	SOW	DEF
TOTAL	FAV	FAV	FAV	FAV	FAV	CHEZ	SNCZ	SNCZ	SON	WLSN	WLSN	ARDS	SWRD	SWRD
TOTAL	801	472	67	615	137	136	72	64	474	296	178	18	5	14
	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	714	429	58	558	117	125	69	57	438	278	160	14	3	11
	89.2	90.8	87.4	90.8	85.6	92.2	95.0	89.0	92.4	94.1	89.6	77.1	68.6	80.1
VERY LIKELY	51	25	4	38	10	5	1	4	25	12	13	3	1	2
	6.3	5.3	6.0	6.1	7.3	3.9	1.9	6.2	5.3	4.1	7.4	16.5	31.4	11.2
SOMEWHAT LIKELY	36	19	4	19	10	5	2	3	11	5	5	1		1
	4.5	3.9	6.6	3.1	7.1	3.9	3.1	4.9	2.3	1.8	3.0	6.4		8.7

Table 3-1

T3. Thinking now about people active in New Mexico politics...Do you have a favorable or unfavorable opinion of John Sanchez?

	GEND			AGE					GEN-AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801 100.0	384 100.0	417 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	136 100.0	248 100.0	168 100.0	249 100.0	665 100.0	104 100.0	8 100.0	8 100.0	284 100.0	286 100.0	231 100.0
TOTAL FAVORABLE	460 57.5	235 61.2	225 54.1	36 64.9	45 56.3	100 59.3	100 54.5	179 57.2	91 66.9	144 58.0	90 53.5	135 54.4	377 56.7	70 67.0	2 20.4	5 57.9	172 60.5	151 52.7	138 59.7
TOTAL UNFAVORABLE	106 13.2	56 14.6	50 11.9		11 14.0	23 13.5	30 16.5	41 13.3	14 10.4	42 16.9	20 11.7	30 12.1	87 13.2	11 10.6	4 47.4	1 16.3	42 14.9	30 10.5	33 14.5
VERY FAVORABLE	173 21.7	85 22.0	89 21.3	9 16.1	17 21.2	38 22.6	38 20.6	71 22.9	28 20.8	56 22.6	36 21.2	53 21.4	140 21.1	30 28.7		1 15.9	64 22.4	52 18.3	57 24.9
SOMEWHAT FAVORABLE	287 35.8	151 39.2	136 32.7	27 48.8	28 35.1	62 36.7	62 33.8	107 34.4	63 46.1	88 35.4	54 32.4	82 33.0	236 35.6	40 38.2	2 20.4	3 42.0	108 38.0	98 34.4	80 34.9
SOMEWHAT UNFAVORABLE	73 9.1	36 9.5	36 8.7		7 9.1	17 9.9	18 9.8	31 9.8	9 6.7	27 11.0	15 8.9	21 8.6	61 9.1	7 6.9	2 23.7	1 16.3	27 9.5	26 9.0	20 8.6
VERY UNFAVORABLE	33 4.2	20 5.1	13 3.2		4 4.8	6 3.6	12 6.8	11 3.5	5 3.7	15 5.9	5 2.9	9 3.5	27 4.0	4 3.7	2 23.7		16 5.5	4 1.5	14 5.9
NAME ID	705 88.1	343 89.3	362 86.9	45 80.6	71 88.4	153 90.9	161 87.2	276 88.3	124 91.0	219 88.4	145 86.2	217 87.3	585 88.0	95 90.8	5 67.8	8 94.6	263 92.5	238 83.1	204 88.6
HARD NAME ID	566 70.7	291 75.8	275 66.0	36 64.9	56 70.3	122 72.8	131 71.0	220 70.5	106 77.3	186 74.9	110 65.3	165 66.5	464 69.8	81 77.6	5 67.8	6 74.2	214 75.4	181 63.1	171 74.2
NO OPINION	139 17.4	52 13.6	87 20.9	9 15.7	15 18.2	30 18.1	30 16.2	55 17.8	19 13.6	34 13.5	35 20.9	52 20.8	121 18.2	14 13.2		2 20.4	49 17.1	57 20.0	33 14.4
NEVER HEARD OF	96 11.9	41 10.7	55 13.1	11 19.4	9 11.6	15 9.1	24 12.8	37 11.7	12 9.0	29 11.6	23 13.8	31 12.7	80 12.0	10 9.2	3 32.2		21 7.5	48 16.9	26 11.4

Table 3-2

T3. Thinking now about people active in New Mexico politics...Do you have a favorable or unfavorable opinion of John Sanchez?

	SANCHEZ IMG RATING							WILSON IMG RATING							SOWARDS IMG RATING					MARTINEZ IMG RATING	
	TOTAL	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	UN FAV
TOTAL	801	460	173	287	106	33	73	674	444	230	99	37	62	170	28	142	122	24	98	745	40
	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 FAVORABLE	460	460	173	287				402	281	121	56	17	39	142	21	121	67	12	56	443	16
	57.5	100.0	100.0	100.0				59.7	63.3	52.6	56.7	46.1	63.1	83.4	74.6	85.1	54.9	47.9	56.7	59.5	41.0
TOTAL UNFAVORABLE	106				106	33	73	88	69	19	17	8	9	19	5	14	54	12	42	93	13
	13.2				100.0	100.0	100.0	13.0	15.6	8.1	17.6	21.4	15.3	11.3	19.0	9.8	44.4	48.7	43.3	12.5	32.1
VERY FAVORABLE	173	173	173					148	95	53	25	12	13	51	16	35	28	6	22	170	3
	21.7	37.7	100.0					22.0	21.4	23.1	25.3	31.7	21.4	30.1	56.7	24.9	22.6	24.0	22.2	22.8	7.5
SOMEWHAT FAVORABLE	287	287		287				254	186	68	31	5	26	90	5	85	40	6	34	274	13
	35.8	62.3		100.0				37.7	41.9	29.5	31.4	14.5	41.6	53.3	17.9	60.2	32.3	23.9	34.5	36.7	33.4
SOMEWHAT UNFAVORABLE	73				73		73	60	47	13	12	5	7	9	2	7	43	5	38	64	8
	9.1				68.6		100.0	8.9	10.5	5.8	12.2	13.3	11.5	5.4	7.5	5.0	35.0	19.3	38.9	8.6	20.4
VERY UNFAVORABLE	33				33	33		28	23	5	5	3	2	10	3	7	12	7	4	29	5
	4.2				31.4	100.0		4.1	5.1	2.3	5.4	8.1	3.8	5.8	11.4	4.7	9.4	29.4	4.4	3.8	11.7
NAME ID	705	460	173	287	106	33	73	602	410	191	89	31	59	166	28	138	122	24	98	662	36
	88.1	100.0	100.0	100.0	100.0	100.0	100.0	89.2	92.3	83.2	90.2	82.3	95.1	97.5	100.0	97.0	99.3	96.6	100.0	88.8	89.4
HARD NAME ID	566	460	173	287	106	33	73	490	351	140	74	25	48	161	26	134	122	24	98	536	29
	70.7	100.0	100.0	100.0	100.0	100.0	100.0	72.7	78.9	60.7	74.3	67.5	78.3	94.6	93.6	94.9	99.3	96.6	100.0	72.0	73.1
NO OPINION	139							111	60	52	16	6	10	5	2	3				125	7
	17.4							16.5	13.4	22.5	16.0	14.7	16.7	2.9	6.4	2.2				16.8	16.3
NEVER HEARD OF	96							73	34	39	10	7	3	4		4	1	1		83	4
	11.9							10.8	7.7	16.8	9.8	17.7	4.9	2.5		3.0	0.7	3.4		11.2	10.6

Table 3-3

T3. Thinking now about people active in New Mexico politics...Do you have a favorable or unfavorable opinion of John Sanchez?

	BERRY IMG RATING			PEARCE IMG RATING			BALLOT TEST							
	TOTAL	FAV	UN FAV	FAV	UN FAV	SAN CHEZ	DEF SNCZ	PROB SNCZ	WIL SON	DEF WLSN	PROB WLSN	SOW ARDS	DEF SWRD	PROB SWRD
TOTAL	801 100.0	472 100.0	67 100.0	615 100.0	137 100.0	136 100.0	72 100.0	64 100.0	474 100.0	296 100.0	178 100.0	18 100.0	5 100.0	14 100.0
TOTAL FAVORABLE	460 57.5	332 70.4	26 39.2	397 64.5	53 39.0	126 92.4	69 95.8	57 88.5	255 53.9	170 57.5	85 47.9	7 40.6	2 45.9	5 38.7
TOTAL UNFAVORABLE	106 13.2	58 12.3	33 50.0	65 10.6	35 25.3	4 2.6	2 2.1	2 3.1	80 16.9	54 18.4	26 14.5	7 35.5	3 54.1	4 28.9
VERY FAVORABLE	173 21.7	125 26.4	8 12.7	152 24.7	16 11.9	87 64.0	59 81.6	28 44.3	68 14.3	51 17.2	17 9.6	6 33.0	2 45.9	4 28.4
SOMEWHAT FAVORABLE	287 35.8	208 44.0	18 26.5	245 39.8	37 27.2	39 28.3	10 14.3	28 44.2	188 39.6	119 40.4	68 38.3	1 7.6		1 10.3
SOMEWHAT UNFAVORABLE	73 9.1	37 7.9	26 39.5	44 7.1	25 18.4	4 2.6	2 2.1	2 3.1	53 11.2	34 11.6	19 10.4	6 32.1	3 54.1	3 24.4
VERY UNFAVORABLE	33 4.2	21 4.4	7 10.6	21 3.4	9 6.9				27 5.8	20 6.8	7 4.1	1 3.3		1 4.5
NAME ID	705 88.1	447 94.7	64 95.7	554 90.1	115 84.1	134 98.6	71 98.9	63 98.3	425 89.7	272 91.8	153 86.1	17 94.1	5 100.0	12 92.0
HARD NAME ID	566 70.7	391 82.7	59 89.3	462 75.1	88 64.4	129 95.0	71 97.9	59 91.6	336 70.8	224 75.9	111 62.4	14 76.1	5 100.0	9 67.7
NO OPINION	139 17.4	57 12.0	4 6.4	92 15.0	27 19.8	5 3.6	1 1.0	4 6.7	89 18.8	47 16.0	42 23.6	3 18.0		3 24.3
NEVER HEARD OF	96 11.9	25 5.3	3 4.3	61 9.9	22 15.9	2 1.4	1 1.1	1 1.7	49 10.3	24 8.2	25 13.9	1 5.9		1 8.0

Table 4-1

T4. Do you have a favorable or unfavorable opinion of Heather Wilson?

	GEND			AGE					GEN-AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801 100.0	384 100.0	417 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	136 100.0	248 100.0	168 100.0	249 100.0	665 100.0	104 100.0	8 100.0	8 100.0	284 100.0	286 100.0	231 100.0
TOTAL FAVORABLE	674 84.2	330 85.8	344 82.7	53 94.7	65 80.6	127 75.2	154 83.6	276 88.4	115 84.4	215 86.6	129 76.9	215 86.6	563 84.7	85 81.9	8 100.0	6 70.5	255 89.6	224 78.2	196 84.9
TOTAL UNFAVORABLE	99 12.4	46 11.9	53 12.8	3 5.3	12 15.2	36 21.2	22 12.0	26 8.4	17 12.3	29 11.7	34 20.3	19 7.8	82 12.4	13 12.0		1 16.3	27 9.5	42 14.6	30 13.1
VERY FAVORABLE	444 55.5	213 55.5	231 55.5	28 49.2	40 50.0	77 45.8	104 56.3	196 62.8	66 48.6	147 59.2	78 46.7	153 61.5	366 55.1	61 58.6	5 67.8	3 36.3	197 69.3	118 41.1	130 56.2
SOMEWHAT FAVORABLE	230 28.7	117 30.4	113 27.2	26 45.5	25 30.6	49 29.4	50 27.3	80 25.6	49 35.8	68 27.4	51 30.2	62 25.1	197 29.6	24 23.2	3 32.2	3 34.2	58 20.3	106 37.1	66 28.7
SOMEWHAT UNFAVORABLE	62 7.7	28 7.3	34 8.1	2 3.2	10 11.9	20 11.8	15 7.9	16 5.1	10 7.2	18 7.4	21 12.7	12 5.0	54 8.2	7 6.2			16 5.7	31 10.8	15 6.3
VERY UNFAVORABLE	37 4.7	18 4.6	20 4.7	1 2.0	3 3.3	16 9.4	7 4.0	10 3.3	7 5.0	11 4.3	13 7.6	7 2.8	28 4.2	6 5.8		1 16.3	11 3.8	11 3.8	16 6.8
NAME ID	789 98.6	381 99.1	408 98.0	56 100.0	79 98.1	165 97.8	182 98.7	308 98.7	134 98.4	247 99.5	165 98.2	243 97.9	656 98.6	102 97.9	8 100.0	8 94.6	284 100.0	275 96.1	230 99.8
HARD NAME ID	774 96.6	376 97.7	398 95.5	56 100.0	77 95.8	162 96.4	176 95.6	303 96.8	132 96.6	244 98.3	163 97.1	235 94.4	645 97.1	98 93.9	8 100.0	7 86.8	282 99.1	266 92.9	226 98.0
NO OPINION	16 2.0	5 1.4	11 2.5		2 2.3	2 1.4	6 3.1	6 1.9	2 1.8	3 1.1	2 1.1	9 3.5	11 1.6	4 4.0		1 7.8	2 0.9	9 3.2	4 1.8
NEVER HEARD OF	12 1.4	3 0.9	8 2.0		2 1.9	4 2.2	2 1.3	4 1.3	2 1.6	1 0.5	3 1.8	5 2.1	9 1.4	2 2.1		5.4		11 3.9	0.2



Table 4-3

T4. Do you have a favorable or unfavorable opinion of Heather Wilson?

	BERRY IMG RATING		PEARCE IMG RATING		BALLOT TEST									
	TOTAL	FAV	UN FAV	FAV	UN FAV	SAN CHEZ	DEF SNCZ	PROB SNCZ	WIL SON	DEF WLSN	PROB WLSN	SOW ARDS	DEF SWRD	PROB SWRD
TOTAL	801	472	67	615	137	136	72	64	474	296	178	18	5	14
	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 FAVORABLE	674	427	49	530	108	95	46	49	468	294	175	10	3	7
	84.2	90.5	73.3	86.1	78.8	70.1	63.7	77.4	98.8	99.2	98.2	53.6	68.6	48.3
TOTAL UNFAVORABLE	99	42	18	63	27	38	24	14	5	2	3	6	1	4
	12.4	8.9	26.7	10.2	19.5	28.0	32.8	22.6	1.2	0.8	1.8	32.2	31.4	32.4
VERY FAVORABLE	444	312	38	353	74	35	18	17	384	282	102	2	1	1
	55.5	66.1	57.1	57.4	54.1	26.0	25.1	27.0	81.1	95.3	57.4	9.3	22.8	4.5
SOMEWHAT FAVORABLE	230	115	11	177	34	60	28	32	84	12	73	8	2	6
	28.7	24.3	16.2	28.7	24.7	44.1	38.6	50.3	17.8	3.9	40.8	44.3	45.9	43.8
SOMEWHAT UNFAVORABLE	62	28	10	46	15	25	17	8	2		2	5	1	4
	7.7	5.9	14.3	7.4	11.1	18.7	24.2	12.6	0.4		1.2	29.3	31.4	28.6
VERY UNFAVORABLE	37	14	8	17	12	13	6	6	3	2	1	1		1
	4.7	3.1	12.4	2.8	8.5	9.3	8.6	10.0	0.7	0.8	0.6	2.9		3.9
NAME ID	789	472	67	605	136	136	72	64	474	296	178	17	5	12
	98.6	100.0	100.0	98.4	99.3	100.0	100.0	100.0	100.0	100.0	100.0	91.7	100.0	88.8
HARD NAME ID	774	469	67	593	135	134	70	64	474	296	178	16	5	11
	96.6	99.4	100.0	96.4	98.3	98.2	96.5	100.0	100.0	100.0	100.0	85.8	100.0	80.8
NO OPINION	16	3		13	1	3	3					1		1
	2.0	0.6		2.0	1.0	1.8	3.5					5.9		8.0
NEVER HEARD OF	12			10	1							2		2
	1.4			1.6	0.7							8.3		11.2

Table 5-1

T5. Do you have a favorable or unfavorable opinion of Greg Sowards?

	GEND			AGE					GEN-AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801 100.0	384 100.0	417 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	136 100.0	248 100.0	168 100.0	249 100.0	665 100.0	104 100.0	8 100.0	8 100.0	284 100.0	286 100.0	231 100.0
TOTAL FAVORABLE	170 21.2	100 26.0	70 16.7	18 31.6	21 26.8	35 21.1	27 14.5	68 21.9	47 34.1	54 21.6	28 16.8	42 16.7	137 20.6	25 24.3	4 44.1	1 12.0	58 20.4	73 25.6	39 16.7
TOTAL UNFAVORABLE	122 15.3	75 19.6	47 11.3		9 11.5	30 17.5	28 15.2	56 17.8	17 12.5	58 23.5	22 12.9	25 10.2	95 14.3	22 21.2	2 23.7	1 15.5	42 14.8	37 12.8	44 19.0
VERY FAVORABLE	28 3.5	16 4.1	12 3.0	4 7.1	7 9.1	5 2.9	4 2.4	7 2.4	8 5.6	8 3.3	9 5.1	4 1.5	18 2.6	9 9.1		1 7.3	11 4.0	13 4.5	4 1.7
SOMEWHAT FAVORABLE	142 17.7	84 21.9	57 13.8	14 24.5	14 17.7	31 18.2	22 12.1	61 19.5	39 28.5	45 18.3	20 11.7	38 15.2	119 17.9	16 15.2	4 44.1	4 4.7	47 16.4	60 21.1	35 15.0
SOMEWHAT UNFAVORABLE	98 12.2	60 15.7	38 9.0		6 6.9	24 14.1	26 14.2	43 13.6	14 10.2	47 18.8	15 9.1	22 8.9	76 11.4	19 18.0	2 23.7	1 6.5	34 11.9	28 9.8	36 15.6
VERY UNFAVORABLE	24 3.1	15 3.8	10 2.3		4 4.6	6 3.5	2 1.0	13 4.2	3 2.3	12 4.7	6 3.8	3 1.3	20 2.9	3 3.2		1 9.0	8 2.9	8 2.9	8 3.4
NAME ID	474 59.2	255 66.4	218 52.4	30 53.8	44 55.4	95 56.6	103 56.0	201 64.3	87 63.6	169 68.0	83 49.3	136 54.5	395 59.5	59 56.4	5 67.8	4 49.8	160 56.2	191 66.8	123 53.4
HARD NAME ID	292 36.5	175 45.6	117 28.1	18 31.6	31 38.3	65 38.6	55 29.7	124 39.7	64 46.6	112 45.0	50 29.7	67 27.0	232 34.9	47 45.5	5 67.8	2 27.5	100 35.2	110 38.3	82 35.7
NO OPINION	182 22.7	80 20.9	102 24.4	12 22.1	14 17.0	30 17.9	48 26.3	77 24.7	23 17.1	57 22.9	33 19.6	69 27.6	163 24.6	11 10.9		2 22.3	60 21.0	81 28.4	41 17.6
NEVER HEARD OF	327 40.8	129 33.6	198 47.6	26 46.2	36 44.6	73 43.4	81 44.0	111 35.7	50 36.4	79 32.0	85 50.7	113 45.5	270 40.5	45 43.6	3 32.2	4 50.2	125 43.8	95 33.2	108 46.6

Table 5-2

T5. Do you have a favorable or unfavorable opinion of Greg Sowards?

	SANCHEZ IMG RATING							WILSON IMG RATING							SOWARDS IMG RATING							MARTINEZ IMG RATING	
	TOTAL	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	UN FAV		
TOTAL	801	460	173	287	106	33	73	674	444	230	99	37	62	170	28	142	122	24	98	745	40		
	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 FAVORABLE	170	142	51	90	19	10	9	151	106	45	19	5	14	170	28	142				165	4		
	21.2	30.7	29.5	31.5	18.1	29.8	12.7	22.3	23.8	19.5	18.9	13.6	22.1	100.0	100.0	100.0				22.2	11.0		
TOTAL UNFAVORABLE	122	67	28	40	54	12	43	96	75	21	26	13	12				122	24	98	112	11		
	15.3	14.6	15.9	13.8	51.3	34.7	58.9	14.3	16.9	9.3	26.2	36.0	20.2				100.0	100.0	100.0	15.0	27.1		
VERY FAVORABLE	28	21	16	5	5	3	2	26	19	7	2	1	1	28	28					26	2		
	3.5	4.5	9.2	1.8	5.0	9.7	2.9	3.8	4.2	2.9	2.0	3.8	0.9	16.5	100.0					3.5	4.6		
SOMEWHAT FAVORABLE	142	121	35	85	14	7	7	125	87	38	17	4	13	142		142				139	3		
	17.7	26.2	20.3	29.8	13.1	20.1	9.8	18.5	19.6	16.5	16.9	9.7	21.2	83.5		100.0				18.7	6.5		
SOMEWHAT UNFAVORABLE	98	56	22	34	42	4	38	80	63	17	18	7	11				98		98	89	9		
	12.2	12.1	12.6	11.8	40.1	13.1	52.4	11.9	14.1	7.5	17.9	18.2	17.8				80.0		100.0	11.9	23.0		
VERY UNFAVORABLE	24	12	6	6	12	7	5	16	12	4	8	7	2				24	24		23	2		
	3.1	2.5	3.4	2.0	11.2	21.6	6.5	2.4	2.8	1.7	8.3	17.9	2.5				20.0	100.0		3.1	4.1		
NAME ID	474	306	112	194	86	27	59	396	277	119	66	23	42	170	28	142	122	24	98	448	22		
	59.2	66.5	64.5	67.7	81.1	80.8	81.3	58.7	62.3	51.7	66.4	62.8	68.5	100.0	100.0	100.0	100.0	100.0	100.0	60.2	55.0		
HARD NAME ID	292	209	79	130	73	21	52	247	181	66	45	19	26	170	28	142	122	24	98	277	15		
	36.5	45.3	45.4	45.3	69.4	64.5	71.6	36.6	40.7	28.7	45.1	49.6	42.3	100.0	100.0	100.0	100.0	100.0	100.0	37.2	38.1		
NO OPINION	182	97	33	64	12	5	7	149	96	53	21	5	16							171	7		
	22.7	21.1	19.0	22.4	11.7	16.3	9.7	22.0	21.6	23.0	21.3	13.2	26.2							23.0	16.9		
NEVER HEARD OF	327	154	62	93	20	6	14	279	168	111	33	14	19							297	18		
	40.8	33.5	35.5	32.3	18.9	19.2	18.7	41.3	37.7	48.3	33.6	37.2	31.5							39.8	45.0		

Table 5-3

T5. Do you have a favorable or unfavorable opinion of Greg Sowards?

	BERRY IMG RATING		PEARCE IMG RATING		BALLOT TEST									
	TOTAL	FAV	UN FAV	FAV	UN FAV	SAN CHEZ	DEF SNCZ	PROB SNCZ	WIL SON	DEF WLSN	PROB WLSN	SOW ARDS	DEF SWRD	PROB SWRD
TOTAL	801	472	67	615	137	136	72	64	474	296	178	18	5	14
	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 FAVORABLE	170	141	7	151	14	38	26	12	93	64	29	12	3	9
	21.2	29.8	10.4	24.5	10.5	27.8	35.8	18.9	19.5	21.6	16.1	65.9	68.6	65.0
TOTAL UNFAVORABLE	122	71	47	80	41	21	10	11	83	59	24	3	1	2
	15.3	15.1	71.1	13.0	29.7	15.6	14.3	17.1	17.6	19.9	13.7	17.0	31.4	11.9
VERY FAVORABLE	28	21	3	26	2	8	5	3	12	8	4	6	3	3
	3.5	4.5	3.8	4.2	1.1	5.9	6.6	5.0	2.6	2.7	2.3	32.5	68.6	19.8
SOMEWHAT FAVORABLE	142	120	4	125	13	30	21	9	80	56	25	6		6
	17.7	25.3	6.6	20.3	9.4	22.0	29.2	13.8	17.0	18.8	13.8	33.4		45.2
SOMEWHAT UNFAVORABLE	98	59	36	66	31	17	8	9	69	47	22	3	1	2
	12.2	12.4	54.4	10.7	22.7	12.3	10.9	13.9	14.5	15.7	12.5	17.0	31.4	11.9
VERY UNFAVORABLE	24	12	11	14	10	5	2	2	15	12	2			
	3.1	2.6	16.7	2.3	7.0	3.3	3.5	3.2	3.1	4.2	1.2			
NAME ID	474	289	61	374	78	88	51	36	281	185	97	18	5	13
	59.2	61.3	91.4	60.9	56.6	64.5	71.2	57.0	59.4	62.4	54.3	97.1	100.0	96.1
HARD NAME ID	292	212	54	231	55	59	36	23	176	123	53	15	5	10
	36.5	44.9	81.5	37.5	40.2	43.5	50.1	36.0	37.1	41.5	29.8	82.9	100.0	76.9
NO OPINION	182	77	7	144	22	29	15	13	105	62	44	3		3
	22.7	16.4	9.9	23.3	16.4	21.0	21.1	21.0	22.3	20.9	24.5	14.2		19.2
NEVER HEARD OF	327	183	6	241	59	48	21	28	192	111	81	1		1
	40.8	38.7	8.6	39.1	43.4	35.5	28.8	43.0	40.6	37.6	45.7	2.9		3.9

Table 6-1

T6. Do you have a favorable or unfavorable opinion of Susana Martinez?

	GEND			AGE					GEN-AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801 100.0	384 100.0	417 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	136 100.0	248 100.0	168 100.0	249 100.0	665 100.0	104 100.0	8 100.0	8 100.0	284 100.0	286 100.0	231 100.0
TOTAL FAVORABLE	745 93.0	362 94.2	383 91.9	52 93.6	71 88.6	156 93.0	175 95.1	290 92.9	129 94.2	234 94.2	151 90.0	232 93.2	620 93.3	97 93.0	4 52.6	8 100.0	254 89.4	267 93.3	224 97.2
TOTAL UNFAVORABLE	40 5.0	17 4.5	23 5.4	2 3.2	9 11.4	8 4.9	7 3.7	14 4.4	8 5.8	9 3.8	11 6.8	11 4.5	31 4.6	6 5.5	4 47.4		24 8.5	12 4.2	4 1.7
VERY FAVORABLE	603 75.2	296 76.9	307 73.7	47 83.5	54 67.6	118 70.2	143 77.5	241 77.1	100 73.6	195 78.7	119 70.6	189 75.8	507 76.3	71 67.8	4 52.6	8 100.0	210 73.7	218 76.1	176 76.1
SOMEWHAT FAVORABLE	142 17.8	67 17.3	76 18.2	6 10.0	17 21.0	38 22.8	32 17.6	49 15.7	28 20.6	38 15.5	33 19.4	43 17.4	113 17.0	26 25.1			45 15.7	49 17.2	49 21.1
SOMEWHAT UNFAVORABLE	21 2.6	10 2.7	10 2.5		7 8.8	4 2.6	2 1.3	7 2.2	4 2.7	7 2.7	8 4.6	3 1.1	12 1.8	5 4.8	4 47.4		13 4.7	6 2.2	1 0.5
VERY UNFAVORABLE	19 2.4	7 1.8	12 2.9	2 3.2	2 2.7	4 2.3	4 2.4	7 2.2	4 3.0	3 1.1	4 2.2	9 3.4	18 2.8	1 0.7			11 3.8	6 2.0	3 1.2
NAME ID	795 99.2	382 99.3	413 99.2	56 100.0	80 100.0	166 98.9	184 100.0	308 98.6	136 100.0	245 98.8	166 98.9	247 99.4	659 99.1	104 100.0	8 100.0	8 100.0	281 98.9	283 98.9	231 100.0
HARD NAME ID	785 98.0	380 98.7	406 97.4	54 96.8	80 100.0	165 97.9	182 98.8	304 97.3	136 100.0	243 98.0	163 96.8	243 97.7	651 97.8	103 98.5	8 100.0	8 100.0	278 97.9	279 97.5	228 98.9
NO OPINION	10 1.2	2 0.5	8 1.8	2 3.2		2 0.9	2 1.2	4 1.3		2 0.8	3 2.0	4 1.7	8 1.2	2 1.5			3 1.0	4 1.5	3 1.1
NEVER HEARD OF	6 0.8	3 0.7	3 0.8			2 1.1		4 1.4		3 1.2	2 1.1	1 0.6	6 0.9				3 1.1	3 1.1	



Table 6-3

T6. Do you have a favorable or unfavorable opinion of Susana Martinez?

	BERRY IMG RATING		PEARCE IMG RATING		BALLOT TEST									
	TOTAL	FAV	UN FAV	FAV	UN FAV	SAN CHEZ	DEF SNCZ	PROB SNCZ	WIL SON	DEF WLSN	PROB WLSN	SOW ARDS	DEF SWRD	PROB SWRD
TOTAL	801	472	67	615	137	136	72	64	474	296	178	18	5	14
	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 FAVORABLE	745	450	59	599	111	131	71	60	445	284	161	17	5	12
	93.0	95.4	88.1	97.4	81.3	96.5	98.7	94.0	93.9	96.0	90.5	94.1	100.0	92.0
TOTAL UNFAVORABLE	40	19	8	8	25	5	1	4	21	8	13			
	5.0	4.1	11.9	1.3	17.9	3.5	1.3	6.0	4.4	2.7	7.1			
VERY FAVORABLE	603	383	44	500	77	113	64	49	371	246	125	11	4	7
	75.2	81.0	65.5	81.3	56.1	83.1	88.5	77.0	78.2	83.1	70.1	58.8	77.2	52.3
SOMEWHAT FAVORABLE	142	68	15	99	34	18	7	11	74	38	36	6	1	5
	17.8	14.3	22.6	16.1	25.2	13.4	10.2	17.0	15.7	12.8	20.4	35.3	22.8	39.7
SOMEWHAT UNFAVORABLE	21	11	6	6	10	3		3	14	5	9			
	2.6	2.4	9.4	1.0	7.3	2.2		4.7	3.0	1.8	5.1			
VERY UNFAVORABLE	19	8	2	2	15	2	1	1	6	3	4			
	2.4	1.7	2.5	0.3	10.6	1.3	1.3	1.3	1.3	0.9	2.0			
NAME ID	795	471	67	612	136	136	72	64	469	293	176	18	5	14
	99.2	99.8	100.0	99.5	99.2	100.0	100.0	100.0	99.0	99.2	98.8	100.0	100.0	100.0
HARD NAME ID	785	470	67	608	136	136	72	64	466	292	174	17	5	12
	98.0	99.4	100.0	98.8	99.2	100.0	100.0	100.0	98.3	98.7	97.6	94.1	100.0	92.0
NO OPINION	10	2		5					4	1	2	1		1
	1.2	0.4		0.8					0.7	0.5	1.2	5.9		8.0
NEVER HEARD OF	6	1		3	1				5	2	2			
	0.8	0.2		0.5	0.8				1.0	0.8	1.2			

Table 7-1

T7. Do you have a favorable or unfavorable opinion of Richard Berry?

	GEND			AGE					GEN-AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801 100.0	384 100.0	417 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	136 100.0	248 100.0	168 100.0	249 100.0	665 100.0	104 100.0	8 100.0	8 100.0	284 100.0	286 100.0	231 100.0
TOTAL FAVORABLE	472 58.9	240 62.5	232 55.7	38 66.9	48 59.9	94 55.6	104 56.3	189 60.6	95 69.6	145 58.5	84 50.1	148 59.5	401 60.3	59 56.3	2 20.4	3 39.3	239 84.1	112 39.3	121 52.3
TOTAL UNFAVORABLE	67 8.3	32 8.2	35 8.4	1 1.8	9 11.8	19 11.6	12 6.4	25 8.0	8 6.2	23 9.3	21 12.8	14 5.5	50 7.5	9 8.9	4 47.4	3 32.1	18 6.3	25 8.7	24 10.3
VERY FAVORABLE	256 31.9	134 34.8	122 29.2	11 20.0	24 30.1	52 30.9	66 35.7	103 32.8	48 35.2	86 34.6	39 23.4	82 33.1	221 33.3	27 25.9	2 20.4	1 15.9	160 56.4	38 13.3	57 24.7
SOMEWHAT FAVORABLE	217 27.0	106 27.6	110 26.5	26 46.9	24 29.8	42 24.7	38 20.7	87 27.8	47 34.4	59 23.9	45 26.7	65 26.3	180 27.0	32 30.3		2 23.5	79 27.7	74 26.0	64 27.5
SOMEWHAT UNFAVORABLE	47 5.9	25 6.6	22 5.3		5 6.1	10 6.1	10 5.6	22 7.0	5 3.7	20 8.1	10 6.0	12 4.8	36 5.4	7 6.7	2 23.7	2 24.3	8 2.7	18 6.3	21 9.3
VERY UNFAVORABLE	19 2.4	6 1.6	13 3.1	1 1.8	5 5.7	9 5.5	2 0.8	3 0.9	3 2.5	3 1.2	11 6.8	2 0.6	13 2.0	2 2.2	2 23.7	1 7.8	10 3.6	7 2.4	2 1.0
NAME ID	673 84.0	323 84.0	350 83.9	50 88.5	70 87.8	144 85.9	147 79.9	261 83.6	125 92.0	198 79.7	139 82.7	211 84.8	557 83.8	89 85.3	5 67.8	7 85.7	275 96.8	210 73.5	187 81.2
HARD NAME ID	539 67.3	272 70.7	267 64.1	39 68.7	57 71.7	113 67.2	116 62.7	214 68.6	103 75.8	168 67.8	106 62.9	162 65.0	450 67.7	68 65.2	5 67.8	6 71.4	257 90.5	137 48.0	144 62.5
NO OPINION	134 16.7	51 13.4	83 19.8	11 19.8	13 16.1	31 18.7	32 17.1	47 15.0	22 16.2	29 11.8	33 19.8	49 19.8	107 16.1	21 20.1		1 14.3	18 6.3	73 25.5	43 18.7
NEVER HEARD OF	128 16.0	61 16.0	67 16.1	6 11.5	10 12.2	24 14.1	37 20.1	51 16.4	11 8.0	50 20.3	29 17.3	38 15.2	108 16.2	15 14.7	3 32.2	1 14.3	9 3.2	76 26.5	43 18.8

Table 7-2

T7. Do you have a favorable or unfavorable opinion of Richard Berry?

	SANCHEZ IMG RATING							WILSON IMG RATING						SOWARDS IMG RATING						MARTINEZ IMG RATING	
	TOTAL	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	UN FAV
TOTAL	801	460	173	287	106	33	73	674	444	230	99	37	62	170	28	142	122	24	98	745	40
	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 FAVORABLE	472	332	125	208	58	21	37	427	312	115	42	14	28	141	21	120	71	12	59	450	19
	58.9	72.2	72.0	72.3	54.9	62.8	51.3	63.3	70.3	50.0	42.6	38.7	44.9	83.0	76.1	84.4	58.1	51.1	59.9	60.4	48.3
TOTAL UNFAVORABLE	67	26	8	18	33	7	26	49	38	11	18	8	10	7	3	4	47	11	36	59	8
	8.3	5.7	4.9	6.2	31.5	21.2	36.2	7.2	8.6	4.7	17.9	22.1	15.5	4.1	9.0	3.1	38.7	45.5	37.0	7.9	19.8
VERY FAVORABLE	256	183	86	97	33	15	18	237	196	42	17	6	11	74	20	54	37	8	28	250	5
	31.9	39.9	49.7	33.9	31.0	43.8	25.1	35.2	44.0	18.1	17.2	15.2	18.4	43.5	69.7	38.3	29.9	34.5	28.7	33.6	11.8
SOMEWHAT FAVORABLE	217	149	39	110	25	6	19	190	117	73	25	9	16	67	2	65	35	4	31	200	15
	27.0	32.3	22.3	38.4	24.0	19.0	26.3	28.2	26.2	31.8	25.3	23.5	26.4	39.5	6.4	46.1	28.3	16.6	31.2	26.8	36.5
SOMEWHAT UNFAVORABLE	47	21	8	13	23	2	21	37	28	10	10	4	6	3	2	1	39	6	33	42	5
	5.9	4.5	4.4	4.6	22.1	6.8	29.0	5.5	6.2	4.3	10.0	9.5	10.3	1.8	6.0	1.0	31.7	25.4	33.3	5.6	13.3
VERY UNFAVORABLE	19	5	1	5	10	5	5	11	11	1	8	5	3	4	1	3	9	5	4	17	3
	2.4	1.2	0.5	1.6	9.4	14.4	7.1	1.7	2.4	0.4	7.9	12.6	5.1	2.3	3.0	2.1	7.0	20.1	3.7	2.2	6.5
NAME ID	673	414	150	264	102	32	70	584	405	179	74	25	48	159	26	133	121	24	97	631	35
	84.0	90.0	86.6	92.1	96.2	96.7	95.9	86.6	91.1	78.0	74.5	68.0	78.4	93.6	93.4	93.6	98.9	100.0	98.7	84.7	86.6
HARD NAME ID	539	358	133	225	91	28	64	476	350	126	60	23	37	148	24	124	118	24	95	509	27
	67.3	77.9	76.8	78.5	86.4	84.0	87.5	70.6	78.8	54.6	60.5	60.8	60.3	87.1	85.1	87.5	96.8	96.6	96.9	68.3	68.1
NO OPINION	134	56	17	39	10	4	6	108	54	54	14	3	11	11	2	9	3	1	2	122	7
	16.7	12.2	9.7	13.7	9.8	12.7	8.4	16.0	12.2	23.4	14.0	7.2	18.1	6.5	8.3	6.2	2.1	3.4	1.8	16.4	18.6
NEVER HEARD OF	128	46	23	23	4	1	3	90	40	51	25	12	13	11	2	9	1		1	114	5
	16.0	10.0	13.4	7.9	3.8	3.3	4.1	13.4	8.9	22.0	25.5	32.0	21.6	6.4	6.6	6.4	1.1		1.3	15.3	13.4

Table 7-3

T7. Do you have a favorable or unfavorable opinion of Richard Berry?

	BERRY IMG RATING		PEARCE IMG RATING		BALLOT TEST									
	TOTAL	FAV	UN FAV	UN FAV	SAN CHEZ	DEF SNCZ	PROB SNCZ	WIL SON	DEF WLSN	PROB WLSN	SOW ARDS	DEF SWRD	PROB SWRD	
TOTAL	801	472	67	615	137	136	72	64	474	296	178	18	5	14
	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 FAVORABLE	472	472		393	73	84	45	39	308	211	96	9	2	7
	58.9	100.0		63.9	53.2	61.7	62.1	61.3	64.9	71.5	54.0	48.2	45.9	49.1
TOTAL UNFAVORABLE	67		67	36	28	10	5	4	44	28	16	1	1	
	8.3		100.0	5.9	20.3	7.2	7.6	6.8	9.2	9.4	8.9	5.9	22.8	
VERY FAVORABLE	256	256		225	29	47	27	19	185	134	51	3	1	2
	31.9	54.1		36.6	21.5	34.3	37.9	30.3	39.0	45.4	28.4	16.5	14.5	17.3
SOMEWHAT FAVORABLE	217	217		168	43	37	18	20	123	77	46	6	1	4
	27.0	45.9		27.4	31.7	27.4	24.3	30.9	25.9	26.1	25.6	31.7	31.4	31.8
SOMEWHAT UNFAVORABLE	47		47	26	20	7	4	3	32	22	10	1	1	
	5.9		71.0	4.3	14.7	5.4	5.5	5.4	6.8	7.3	5.8	5.9	22.8	
VERY UNFAVORABLE	19		19	10	8	2	2	1	12	6	5			
	2.4		29.0	1.6	5.6	1.8	2.1	1.4	2.5	2.1	3.1			
NAME ID	673	472	67	519	121	110	60	50	422	272	150	15	5	10
	84.0	100.0	100.0	84.4	88.3	80.6	83.2	77.6	89.0	92.1	84.0	81.1	100.0	74.5
HARD NAME ID	539	472	67	429	101	94	50	44	351	239	112	10	0.08.6	7
	67.3	100.0	100.0	69.8	73.5	69.0	69.7	68.1	74.1	80.9	62.9	54.2	68.6	49.1
NO OPINION	134			90	20	16	10	6	71	33	38	5	1	3
	16.7			14.6	14.8	11.7	13.5	9.6	14.9	11.2	21.1	27.0	31.4	25.4
NEVER HEARD OF	128			96	16	26	12	14	52	23	28	3		3
	16.0			15.6	11.7	19.4	16.8	22.4	11.0	7.9	16.0	18.9		25.5

Table 8-1

T8. Do you have a favorable or unfavorable opinion of Steve Pearce?

	GEND			AGE					GEN-AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801 100.0	384 100.0	417 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	136 100.0	248 100.0	168 100.0	249 100.0	665 100.0	104 100.0	8 100.0	8 100.0	284 100.0	286 100.0	231 100.0
TOTAL FAVORABLE	615 76.8	302 78.5	313 75.2	43 76.0	56 70.3	126 74.7	148 80.2	243 77.8	101 74.3	200 80.8	123 73.4	190 76.5	513 77.1	80 76.6	4 52.6	7 84.7	210 73.9	242 84.7	163 70.5
TOTAL UNFAVORABLE	137 17.1	64 16.6	73 17.6	7 12.2	19 23.5	31 18.5	27 14.6	53 17.1	28 20.5	36 14.4	29 17.1	45 17.9	115 17.3	16 15.8	2 23.7	1 15.3	55 19.3	37 13.1	45 19.3
VERY FAVORABLE	361 45.1	187 48.6	174 41.8	26 46.9	32 39.5	75 44.4	87 47.1	141 45.3	60 43.7	127 51.2	73 43.5	101 40.7	298 44.8	50 47.9	4 52.6	4 52.0	100 35.3	179 62.8	81 35.1
SOMEWHAT FAVORABLE	254 31.7	115 29.9	139 33.4	16 29.1	25 30.8	51 30.3	61 33.1	101 32.5	42 30.6	73 29.6	50 29.9	89 35.8	215 32.3	30 28.7		3 32.8	110 38.6	63 22.0	82 35.4
SOMEWHAT UNFAVORABLE	91 11.3	44 11.4	47 11.3	7 12.2	15 18.5	21 12.7	12 6.8	35 11.3	22 16.0	22 8.9	21 12.6	26 10.3	77 11.5	10 10.0	2 23.7	1 15.3	40 14.1	20 7.0	31 13.2
VERY UNFAVORABLE	46 5.8	20 5.2	26 6.3		4 5.0	10 5.7	14 7.8	18 5.9	6 4.6	14 5.5	7 4.5	19 7.6	39 5.8	6 5.8			15 5.2	17 6.1	14 6.1
NAME ID	794 99.1	382 99.3	412 98.9	56 100.0	80 100.0	165 98.3	182 98.9	310 99.3	136 100.0	245 98.9	165 98.3	247 99.4	659 99.2	103 98.5	8 100.0	8 100.0	282 99.3	284 99.2	228 98.7
HARD NAME ID	752 93.9	366 95.1	387 92.8	49 88.2	75 93.8	157 93.2	175 94.8	296 94.9	129 94.8	236 95.2	152 90.5	235 94.4	628 94.5	96 92.4	6 76.3	8 100.0	265 93.3	280 97.8	207 89.9
NO OPINION	42 5.2	16 4.2	25 6.1	7 11.8	5 6.2	9 5.1	8 4.1	14 4.4	7 5.2	9 3.7	13 7.8	12 4.9	31 4.7	6 6.1	2 23.7		17 6.0	4 1.4	20 8.9
NEVER HEARD OF	7 0.9	3 0.7	5 1.1			3 1.7	2 1.1	2 0.7		3 1.1	3 1.7	2 0.6	6 0.8	2 1.5			2 0.7	2 0.8	3 1.3

Table 8-2

T8. Do you have a favorable or unfavorable opinion of Steve Pearce?

	SANCHEZ IMG RATING							WILSON IMG RATING						SOWARDS IMG RATING						MARTINEZ IMG RATING	
	TOTAL	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	UN FAV
TOTAL	801	460	173	287	106	33	73	674	444	230	99	37	62	170	28	142	122	24	98	745	40
	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 FAVORABLE	615	397	152	245	65	21	44	530	353	177	63	17	46	151	26	125	80	14	66	599	8
	76.8	86.2	87.6	85.3	61.4	63.8	60.4	78.6	79.5	76.8	63.6	46.6	73.9	88.8	92.9	88.0	65.5	57.8	67.4	80.4	20.6
TOTAL UNFAVORABLE	137	53	16	37	35	9	25	108	74	34	27	12	15	14	2	13	41	10	31	111	25
	17.1	11.6	9.4	13.0	32.8	28.4	34.8	16.0	16.7	14.7	27.0	31.0	24.6	8.5	5.5	9.1	33.3	39.3	31.8	14.9	61.4
VERY FAVORABLE	361	247	97	150	37	11	26	310	216	93	36	13	23	101	21	80	46	9	38	352	5
	45.1	53.6	55.9	52.2	34.7	32.7	35.6	45.9	48.7	40.7	36.7	35.2	37.7	59.6	73.9	56.7	38.0	35.5	38.6	47.2	13.2
SOMEWHAT FAVORABLE	254	150	55	95	28	10	18	220	137	83	27	4	22	50	5	44	34	5	28	247	3
	31.7	32.6	31.6	33.2	26.7	31.1	24.7	32.6	30.8	36.1	26.9	11.4	36.2	29.2	19.0	31.2	27.5	22.3	28.8	33.2	7.4
SOMEWHAT UNFAVORABLE	91	39	10	29	22	2	21	76	54	22	15	3	11	12	2	11	26	4	22	81	9
	11.3	8.5	5.9	10.0	21.1	5.0	28.5	11.3	12.2	9.5	14.9	9.1	18.4	7.1	5.5	7.5	20.9	14.6	22.5	10.8	22.0
VERY UNFAVORABLE	46	15	6	8	12	8	5	32	20	12	12	8	4	2	2	15	6	9	31	16	
	5.8	3.2	3.5	2.9	11.7	23.4	6.3	4.8	4.5	5.2	12.1	21.9	6.2	1.4	1.6	12.4	24.8	9.3	4.1	39.4	
NAME ID	794	460	173	286	106	33	73	671	444	227	96	34	62	168	28	140	122	24	98	741	39
	99.1	99.9	100.0	99.8	100.0	100.0	100.0	99.5	99.8	98.8	97.1	92.2	100.0	99.2	100.0	99.1	100.0	100.0	100.0	99.4	98.3
HARD NAME ID	752	450	168	282	100	31	69	638	427	210	90	29	61	165	28	138	121	24	97	711	33
	93.9	97.8	96.9	98.3	94.3	92.2	95.2	94.6	96.2	91.5	90.6	77.6	98.4	97.3	98.4	97.1	98.8	97.2	99.2	95.4	82.0
NO OPINION	42	9	5	4	6	3	3	33	16	17	6	5	1	3	3	2	1	1	30	7	
	5.2	2.1	3.1	1.4	5.7	7.8	4.8	4.9	3.7	7.3	6.5	14.6	1.6	1.9	1.6	2.0	1.2	2.8	0.8	4.1	16.3
NEVER HEARD OF	7	1		1				3	1	3	3	3		1	1				4	1	
	0.9	0.1		0.2				0.5	0.2	1.2	2.9	7.8		0.8	0.9				0.6	1.7	



Table 9-1

T9. Thinking now about the 2012 Republican primary election for the United States Senate...If the Republican primary election for the United States Senate was being held today for whom would vote if the candidates were John Sanchez, Heather Wilson, Greg Sowards, or some other candidate?

	GEND			AGE					GEN-AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801 100.0	384 100.0	417 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	136 100.0	248 100.0	168 100.0	249 100.0	665 100.0	104 100.0	8 100.0	8 100.0	284 100.0	286 100.0	231 100.0
HEATHER WILSON	474 59.1	236 61.4	238 57.1	29 51.8	40 49.4	86 50.9	114 61.7	206 65.9	71 52.1	165 66.5	83 49.5	155 62.2	392 59.0	60 58.0	8 100.0	4 47.8	206 72.5	131 45.9	136 59.1
DEFINITELY WILSON	296 36.9	142 36.9	154 37.0	11 19.8	20 24.4	53 31.6	63 34.2	149 47.7	37 27.4	104 42.1	46 27.6	108 43.3	245 36.9	41 39.8	4 44.1	2 26.3	140 49.1	72 25.1	84 36.6
PROBABLY WILSON	178 22.2	94 24.5	84 20.1	18 32.0	20 25.1	32 19.3	51 27.5	57 18.2	34 24.7	61 24.5	37 21.9	47 18.8	147 22.2	19 18.2	4 55.9	2 21.5	67 23.4	59 20.8	52 22.6
JOHN SANCHEZ	136 17.0	76 19.8	60 14.4	7 12.9	19 24.1	25 14.9	28 15.3	56 18.0	26 19.3	50 20.0	25 15.1	35 14.0	110 16.5	22 21.3		2 23.5	40 13.9	58 20.2	39 16.8
DEFINITELY SANCHEZ	72 9.0	37 9.6	35 8.4	4 7.8	9 11.2	15 8.9	17 9.1	27 8.7	13 9.5	24 9.7	15 9.1	20 8.0	57 8.6	15 14.3			21 7.4	28 9.7	23 10.1
PROBABLY SANCHEZ	64 8.0	39 10.1	25 6.0	3 5.1	10 12.9	10 6.0	11 6.2	29 9.4	13 9.7	26 10.3	10 6.0	15 6.1	53 8.0	7 7.0		2 23.5	18 6.5	30 10.5	15 6.7
GREG SOWARDS	18 2.3	13 3.4	5 1.2		5 6.4	5 2.7	4 2.1	5 1.5	5 3.4	9 3.5	5 3.1		16 2.4	1 1.3			3 1.2	10 3.4	5 2.3
DEFINITELY SOWARDS	5 0.6	2 0.5	3 0.7			3 1.8		2 0.6		2 0.7	3 1.8		5 0.7				1 0.2	4 1.4	
PROBABLY SOWARDS	14 1.7	11 3.0	2 0.5		5 6.4	2 1.0	4 2.1	3 0.9	5 3.4	7 2.7	2 1.3		11 1.7	1 1.3			3 1.0	6 1.9	5 2.3
OTHER	86 10.7	36 9.3	50 12.1	11 19.0	8 10.2	29 17.4	14 7.7	24 7.5	19 13.6	17 6.9	30 17.6	21 8.3	74 11.1	9 8.2		1 9.0	22 7.7	39 13.5	25 11.0
UNDECIDED	87 10.8	24 6.1	63 15.2	9 16.3	8 9.9	24 14.0	24 13.1	22 7.1	16 11.7	8 3.1	25 14.7	39 15.5	73 11.0	12 11.2		2 19.7	13 4.7	49 17.0	25 10.8

Table 9-2

T9. Thinking now about the 2012 Republican primary election for the United States Senate...If the Republican primary election for the United States Senate was being held today for whom would vote if the candidates were John Sanchez, Heather Wilson, Greg Sowards, or some other candidate?

	SANCHEZ IMG RATING							WILSON IMG RATING							SOWARDS IMG RATING					MARTINEZ IMG RATING	
	TOTAL	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	UN FAV
TOTAL	801 100.0	460 100.0	173 100.0	287 100.0	106 100.0	33 100.0	73 100.0	674 100.0	444 100.0	230 100.0	99 100.0	37 100.0	62 100.0	170 100.0	28 100.0	142 100.0	122 100.0	24 100.0	98 100.0	745 100.0	40 100.0
HEATHER WILSON	474 59.1	255 55.5	68 39.1	188 65.4	80 75.7	27 82.1	53 72.8	468 69.4	384 86.4	84 36.6	5 5.5	3 9.1	2 3.4	93 54.5	12 43.3	80 56.7	83 68.1	15 59.7	69 70.2	445 59.7	21 51.6
DEFINITELY WILSON	296 36.9	170 37.0	51 29.3	119 41.6	54 51.3	20 60.1	34 47.3	294 43.5	282 63.4	12 5.1	2 2.3	2 6.1		64 37.6	8 29.0	56 39.3	59 48.2	12 50.7	47 47.5	284 38.1	8 20.0
PROBABLY WILSON	178 22.2	85 18.5	17 9.8	68 23.8	26 24.4	7 22.0	19 25.5	175 25.9	102 23.0	73 31.6	3 3.3	1 3.0	2 3.4	29 16.9	4 14.3	25 17.4	24 19.9	2 9.1	22 22.6	161 21.6	13 31.6
JOHN SANCHEZ	136 17.0	126 27.3	87 50.2	39 13.4	4 3.3		4 4.8	95 14.2	35 8.0	60 26.1	38 38.4	13 33.8	25 41.3	38 22.3	8 28.4	30 21.1	21 17.4	5 18.6	17 17.1	131 17.6	5 11.9
DEFINITELY SANCHEZ	72 9.0	69 15.0	59 33.9	10 3.6	2 1.4		2 2.1	46 6.8	18 4.1	28 12.1	24 23.8	6 16.6	17 28.2	26 15.2	5 16.9	21 14.9	10 8.4	2 10.2	8 8.0	71 9.5	1 2.4
PROBABLY SANCHEZ	64 8.0	57 12.3	28 16.3	28 9.9	2 1.9		2 2.7	49 7.3	17 3.9	32 14.0	14 14.6	6 17.2	8 13.0	12 7.1	3 11.5	9 6.2	11 8.9	2 8.5	9 9.1	60 8.1	4 9.5
GREG SOWARDS	18 2.3	7 1.6	6 3.5	1 0.5	7 6.1	1 1.8	6 8.1	10 1.5	2 0.4	8 3.5	6 5.9	1 1.4	5 8.7	12 7.1	6 21.2	6 4.3	3 2.5		3 3.2	17 2.3	
DEFINITELY SOWARDS	5 0.6	2 0.5	2 1.3		3 2.4		3 3.6	3 0.5	1 0.2	2 1.0	1 1.5		1 2.4	3 1.9	3 11.7		1 1.2		1 1.5	5 0.6	
PROBABLY SOWARDS	14 1.7	5 1.1	4 2.2	1 0.5	4 3.7	1 1.8	3 4.6	7 1.0	1 0.1	6 2.6	4 4.4	1 1.4	4 6.3	9 5.2	3 9.6	6 4.3	2 1.3		2 1.6	12 1.7	
OTHER	86 10.7	38 8.2	4 2.4	33 11.7	12 11.6	4 13.5	8 10.8	43 6.4	9 2.0	34 14.9	37 37.0	17 45.7	20 31.7	18 10.6	2 7.0	16 11.3	12 9.7	4 16.2	8 8.0	71 9.5	11 26.5
UNDECIDED	87 10.8	34 7.4	8 4.8	26 9.0	3 3.2	1 2.5	3 3.4	58 8.6	14 3.2	43 18.8	13 13.1	4 10.0	9 14.9	9 5.4		9 6.5	3 2.3	1 5.4	2 1.6	81 10.9	4 10.0



Table 10-1

T13. For statistical purposes, are you a man or a woman?

	GEND			AGE					GEN~AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801	384	417	56	80	168	184	312	136	248	168	249	665	104	8	8	284	286	231
	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
FEMALE	417		417	26	45	96	87	162			168	249	350	52	4	2	146	150	121
	52.0		100.0	46.7	56.7	57.3	47.0	51.9			100.0	100.0	52.7	49.8	47.4	25.6	51.2	52.6	52.3
MALE	384	384		30	35	72	98	150	136	248			315	52	4	6	139	136	110
	48.0	100.0		53.3	43.3	42.7	53.0	48.1	100.0	100.0			47.3	50.2	52.6	74.4	48.8	47.4	47.7

T13. For statistical purposes, are you a man or a woman?

	SANCHEZ IMG RATING							WILSON IMG RATING						SOWARDS IMG RATING						MARTINEZ IMG RATING	
	TOTAL	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	UN FAV
TOTAL	801	460	173	287	106	33	73	674	444	230	99	37	62	170	28	142	122	24	98	745	40
	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
FEMALE	417	225	89	136	50	13	36	344	231	113	53	20	34	70	12	57	47	10	38	383	23
	52.0	48.9	51.2	47.5	47.0	40.6	49.9	51.1	52.0	49.2	53.9	52.8	54.6	41.0	43.9	40.5	38.6	39.5	38.3	51.4	56.7
MALE	384	235	85	151	56	20	36	330	213	117	46	18	28	100	16	84	75	15	60	362	17
	48.0	51.1	48.8	52.5	53.0	59.4	50.1	48.9	48.0	50.8	46.1	47.2	45.4	59.0	56.1	59.5	61.4	60.5	61.7	48.6	43.3



Table 11-1

T14. Which of the following age groups applies to you?

	GEND			AGE					GEN~AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801 100.0	384 100.0	417 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	136 100.0	248 100.0	168 100.0	249 100.0	665 100.0	104 100.0	8 100.0	8 100.0	284 100.0	286 100.0	231 100.0
18-34	56 7.0	30 7.8	26 6.3	56 100.0					30 21.9		26 15.6		50 7.6	4 3.5			21 7.2	25 8.6	11 4.7
35-44	80 10.0	35 9.0	45 10.9		80 100.0				35 25.4		45 27.0		54 8.2	18 17.1	4 47.4	1 7.9	34 12.0	31 11.0	15 6.3
45-54	168 21.0	72 18.7	96 23.1			168 100.0			72 52.7		96 57.4		133 20.0	28 26.7		3 36.9	57 20.0	55 19.2	56 24.5
55-64	184 23.0	98 25.4	87 20.8				184 100.0			98 39.4		87 34.8	154 23.2	22 21.1	4 52.6	2 20.1	60 21.1	68 23.7	56 24.4
65 PLUS	312 39.0	150 39.1	162 38.9					312 100.0		150 60.6		162 65.2	273 41.0	33 31.6		3 35.1	113 39.7	107 37.5	92 40.0

Table 11-2

T14. Which of the following age groups applies to you?

	SANCHEZ IMG RATING							WILSON IMG RATING						SOWARDS IMG RATING					MARTINEZ IMG RATING		
	TOTAL	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	UN FAV
TOTAL	801	460	173	287	106	33	73	674	444	230	99	37	62	170	28	142	122	24	98	745	40
	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
18-34	56	36	9	27				53	28	26	3	1	2	18	4	14				52	2
	7.0	7.9	5.2	9.5				7.9	6.2	11.1	3.0	3.1	2.9	10.4	14.3	9.7				7.0	4.5
35-44	80	45	17	28	11	4	7	65	40	25	12	3	10	21	7	14	9	4	6	71	9
	10.0	9.8	9.8	9.8	10.6	11.6	10.1	9.6	9.0	10.7	12.3	7.2	15.4	12.7	26.0	10.0	7.5	15.2	5.6	9.5	22.9
45-54	168	100	38	62	23	6	17	127	77	49	36	16	20	35	5	31	30	6	24	156	8
	21.0	21.7	21.9	21.5	21.5	18.1	23.0	18.8	17.3	21.5	35.9	42.4	32.0	20.9	17.4	21.6	24.1	23.9	24.1	21.0	20.8
55-64	184	100	38	62	30	12	18	154	104	50	22	7	15	27	4	22	28	2	26	175	7
	23.0	21.8	21.9	21.7	28.8	37.6	24.8	22.8	23.3	21.9	22.2	19.9	23.7	15.7	15.8	15.7	22.9	7.5	26.8	23.5	17.2
65 PLUS	312	179	71	107	41	11	31	276	196	80	26	10	16	68	7	61	56	13	43	290	14
	39.0	38.8	41.2	37.4	39.2	32.7	42.2	41.0	44.1	34.8	26.6	27.5	26.0	40.3	26.6	43.0	45.4	53.4	43.4	38.9	34.6

Table 11-3

T14. Which of the following age groups applies to you?

	BERRY IMG RATING			PEARCE IMG RATING		BALLOT TEST								
	TOTAL	FAV	UN FAV	FAV	UN FAV	SAN CHEZ	DEF SNCZ	PROB SNCZ	WIL SON	DEF WLSN	PROB WLSN	SOW ARDS	DEF SWRD	PROB SWRD
TOTAL	801	472	67	615	137	136	72	64	474	296	178	18	5	14
	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
18-34	56	38	1	43	7	7	4	3	29	11	18			
	7.0	7.9	1.5	6.9	5.0	5.3	6.1	4.4	6.1	3.8	10.1			
35-44	80	48	9	56	19	19	9	10	40	20	20	5		5
	10.0	10.2	14.2	9.2	13.7	14.2	12.4	16.1	8.4	6.6	11.3	28.1		38.0
45-54	168	94	19	126	31	25	15	10	86	53	32	5	3	2
	21.0	19.8	29.2	20.4	22.7	18.4	20.7	15.8	18.1	18.0	18.2	25.1	62.8	11.9
55-64	184	104	12	148	27	28	17	11	114	63	51	4		4
	23.0	22.0	17.7	24.0	19.6	20.7	23.2	17.9	24.0	21.3	28.4	21.4		29.0
65 PLUS	312	189	25	243	53	56	27	29	206	149	57	5	2	3
	39.0	40.1	37.4	39.5	39.0	41.4	37.6	45.7	43.4	50.4	32.0	25.3	37.2	21.1

Table 12-1

T15. For statistical purposes only, what is your race? Press 1 if you are white, Press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you are an American Indian, press 5 if you are another ethnic group.

	GEND			AGE					GEN-AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801 100.0	384 100.0	417 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	136 100.0	248 100.0	168 100.0	249 100.0	665 100.0	104 100.0	8 100.0	8 100.0	284 100.0	286 100.0	231 100.0
WHITE	665 83.0	315 81.8	350 84.1	50 89.7	54 67.9	133 79.2	154 83.8	273 87.2	108 78.9	207 83.4	130 77.5	220 88.5	665 100.0				237 83.2	242 84.8	186 80.6
HISPANIC LATINO	104 13.0	52 13.6	52 12.4	4 6.5	18 22.2	28 16.5	22 11.9	33 10.5	22 16.5	30 12.0	27 16.0	25 10.1		104 100.0			33 11.6	34 11.9	37 16.1
ANOTHER ETHNIC GROUP	16 2.0	7 1.9	9 2.1	2 3.8	3 4.3	4 2.5	2 1.1	4 1.3	3 2.5	4 1.6	6 3.8	2 0.9					6 2.2	5 1.7	5 2.1
BLACK AFRICAN AMERICAN	8 1.0	4 1.1	4 0.9		4 4.7		4 2.3			4 1.7	4 2.3				8 100.0		5 1.9	3 0.9	
AMERICAN INDIAN	8 1.0	6 1.6	2 0.5		1 0.8	3 1.8	2 0.9	3 0.9	3 2.1	3 1.2	1 0.4	1 0.5				8 100.0	3 1.1	2 0.8	3 1.2

Table 12-2  
 T15. For statistical purposes only, what is your race? Press 1 if you are white, Press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you are an American Indian, press 5 if you are another ethnic group.

	SANCHEZ IMG RATING							WILSON IMG RATING							SOWARDS IMG RATING					MARTINEZ IMG RATING	
	TOTAL	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	UN FAV
TOTAL	801	460	173	287	106	33	73	674	444	230	99	37	62	170	28	142	122	24	98	745	40
	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	665	377	140	236	87	27	61	563	366	197	82	28	54	137	18	119	95	20	76	620	31
	83.0	81.8	80.9	82.4	82.7	80.7	83.5	83.4	82.4	85.5	83.2	75.2	88.0	80.6	62.5	84.2	77.8	79.9	77.3	83.2	76.2
HISPANIC LATINO	104	70	30	40	11	4	7	85	61	24	13	6	7	25	9	16	22	3	19	97	6
	13.0	15.1	17.2	13.9	10.5	11.7	9.9	12.6	13.7	10.5	12.6	16.1	10.5	14.9	33.9	11.2	18.0	13.8	19.1	13.0	14.3
ANOTHER ETHNIC GROUP	16	8	2	6	2	1	2	13	9	4	3	2	1	3		3	2	1	1	16	
	2.0	1.6	1.1	2.0	2.1	1.8	2.2	1.9	2.0	1.7	2.9	5.2	1.5	1.8	1.6	1.8	1.6	3.4	1.2	2.2	
BLACK AFRICAN AMERICAN	8	2		2	4	2	2	8	5	3				4		4	2		2	4	4
	1.0	0.4		0.6	3.6	5.7	2.6	1.2	1.2	1.1				2.1		2.5	1.6		1.9	0.6	9.5
AMERICAN INDIAN	8	5	1	3	1		1	6	3	3	1	1		1	1		1	1	1	8	
	1.0	1.0	0.7	1.2	1.2		1.8	0.8	0.7	1.2	1.3	3.5		0.6	2.1	0.3	1.0	2.9	0.5	1.1	

Table 12-3  
 T15. For statistical purposes only, what is your race? Press 1 if you are white, Press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you are an American Indian, press 5 if you are another ethnic group.

	BERRY IMG RATING			PEARCE IMG RATING		BALLOT TEST								
	TOTAL	FAV	UN FAV	FAV	UN FAV	CHEZ	DEF SNCZ	PROB SNCZ	WIL SON	DEF WLSN	PROB WLSN	SOW ARDS	DEF SWRD	PROB SWRD
TOTAL	801 100.0	472 100.0	67 100.0	615 100.0	137 100.0	136 100.0	72 100.0	64 100.0	474 100.0	296 100.0	178 100.0	18 100.0	5 100.0	14 100.0
WHITE	665 83.0	401 84.9	50 74.4	513 83.3	115 84.1	110 80.8	57 79.0	53 82.8	392 82.8	245 82.8	147 82.7	16 86.2	5 100.0	11 81.3
HISPANIC LATINO	104 13.0	59 12.4	9 14.0	80 13.0	16 12.0	22 16.3	15 20.7	7 11.3	60 12.8	41 14.0	19 10.7	1 7.6		1 10.3
ANOTHER ETHNIC GROUP	16 2.0	8 1.7	1 2.1	12 1.9	2 1.6	2 1.5	0.4 0.4	2 2.9	9 2.0	4 1.2	6 3.1	1 6.2		1 8.4
BLACK AFRICAN AMERICAN	8 1.0	2 0.3	4 5.7	4 0.7	2 1.4				8 1.7	4 1.2	4 2.5			
AMERICAN INDIAN	8 1.0	3 0.7	3 3.9	7 1.1	1 0.9	2 1.4		2 2.9	4 0.8	2 0.7	2 1.0			

Table 13-1

REGION

	GEND			AGE					GEN-AGE				RACE				CONGRESSIONAL DIST.		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	WHI TE	HISP LATO	BLK AA	AMER IND	CD01	CD02	CD03
TOTAL	801	384	417	56	80	168	184	312	136	248	168	249	665	104	8	8	284	286	231
	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	284	139	146	21	34	57	60	113	54	85	57	88	237	33	5	3	284		
	35.5	36.1	34.9	36.7	42.5	33.8	32.6	36.1	39.6	34.2	34.2	35.5	35.6	31.7	67.8	37.5	100.0		
CD02	286	136	150	25	31	55	68	107	46	90	65	85	242	34	3	2		286	
	35.7	35.3	36.1	43.8	39.3	32.7	36.8	34.3	33.7	36.1	38.7	34.3	36.5	32.6	32.2	28.5		100.0	
CD03	231	110	121	11	15	56	56	92	36	74	46	75	186	37		3			231
	28.8	28.6	29.0	19.5	18.2	33.6	30.6	29.6	26.6	29.7	27.2	30.2	28.0	35.7		34.0			100.0

Table 13-2

REGION	SANCHEZ IMG RATING							WILSON IMG RATING						SOWARDS IMG RATING					MARTINEZ IMG RATING		
	TOTAL	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	VERY FAV	SMWT FAV	UN FAV	VERY UNFV	SMWT UNFV	FAV	UN FAV
TOTAL	801	460	173	287	106	33	73	674	444	230	99	37	62	170	28	142	122	24	98	745	40
	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	284	172	64	108	42	16	27	255	197	58	27	11	16	58	11	47	42	8	34	254	24
	35.5	37.4	36.8	37.7	40.1	46.7	37.0	37.8	44.4	25.1	27.3	29.2	26.2	34.2	40.2	33.0	34.3	33.4	34.5	34.1	60.3
CD02	286	151	52	98	30	4	26	224	118	106	42	11	31	73	13	60	37	8	28	267	12
	35.7	32.7	30.1	34.3	28.3	12.5	35.6	33.2	26.5	46.2	42.2	29.0	50.2	43.1	45.7	42.5	29.9	34.3	28.7	35.8	29.9
CD03	231	138	57	80	33	14	20	196	130	66	30	16	15	39	4	35	44	8	36	224	4
	28.8	29.9	33.1	28.0	31.6	40.8	27.4	29.0	29.2	28.8	30.5	41.8	23.7	22.7	14.1	24.4	35.8	32.3	36.7	30.1	9.7

Table 13-3

REGION

	BERRY IMG RATING			PEARCE IMG RATING		BALLOT TEST								
	TOTAL	FAV	UN FAV	FAV	UN FAV	CHEZ	DEF SNCZ	PROB SNCZ	WIL SON	DEF WLSN	PROB WLSN	SOW ARDS	DEF SWRD	PROB SWRD
TOTAL	801	472	67	615	137	136	72	64	474	296	178	18	5	14
	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	284	239	18	210	55	40	21	18	206	140	67	3	1	3
	35.5	50.7	27.0	34.2	40.1	29.1	29.2	28.9	43.5	47.2	37.4	18.5	14.5	19.9
CD02	286	112	25	242	37	58	28	30	131	72	59	10	4	6
	35.7	23.8	37.4	39.4	27.3	42.5	38.5	47.1	27.7	24.3	33.4	52.5	85.5	40.9
CD03	231	121	24	163	45	39	23	15	136	84	52	5		5
	28.8	25.5	35.6	26.4	32.5	28.4	32.3	24.1	28.8	28.5	29.3	29.0		39.2