

New Mexico US Senate Republican Primary Auto Survey April 26th - 27th, 2011



David Flaherty
CEO



Magellan Data and Mapping Strategies are pleased to present the results of a 801N autodial survey of likely Republican primary voters in the State of New Mexico. The interviewing was conducted on April 26th and April 27th, 2011. This survey has a margin of error of +/- 3.46 percent at the 95% confidence interval.

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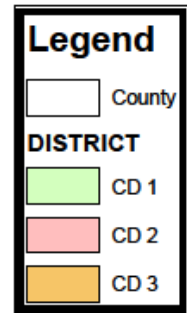
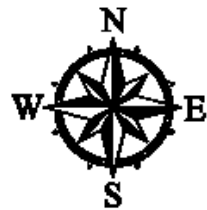
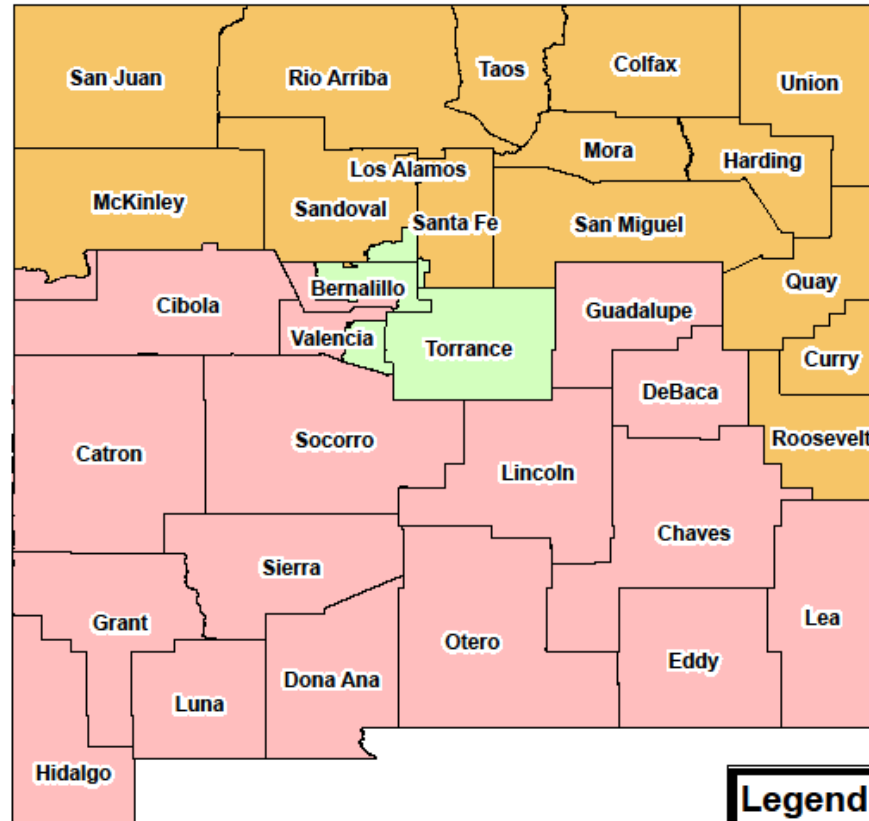
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Polling Regions

New Mexico Polling Regions

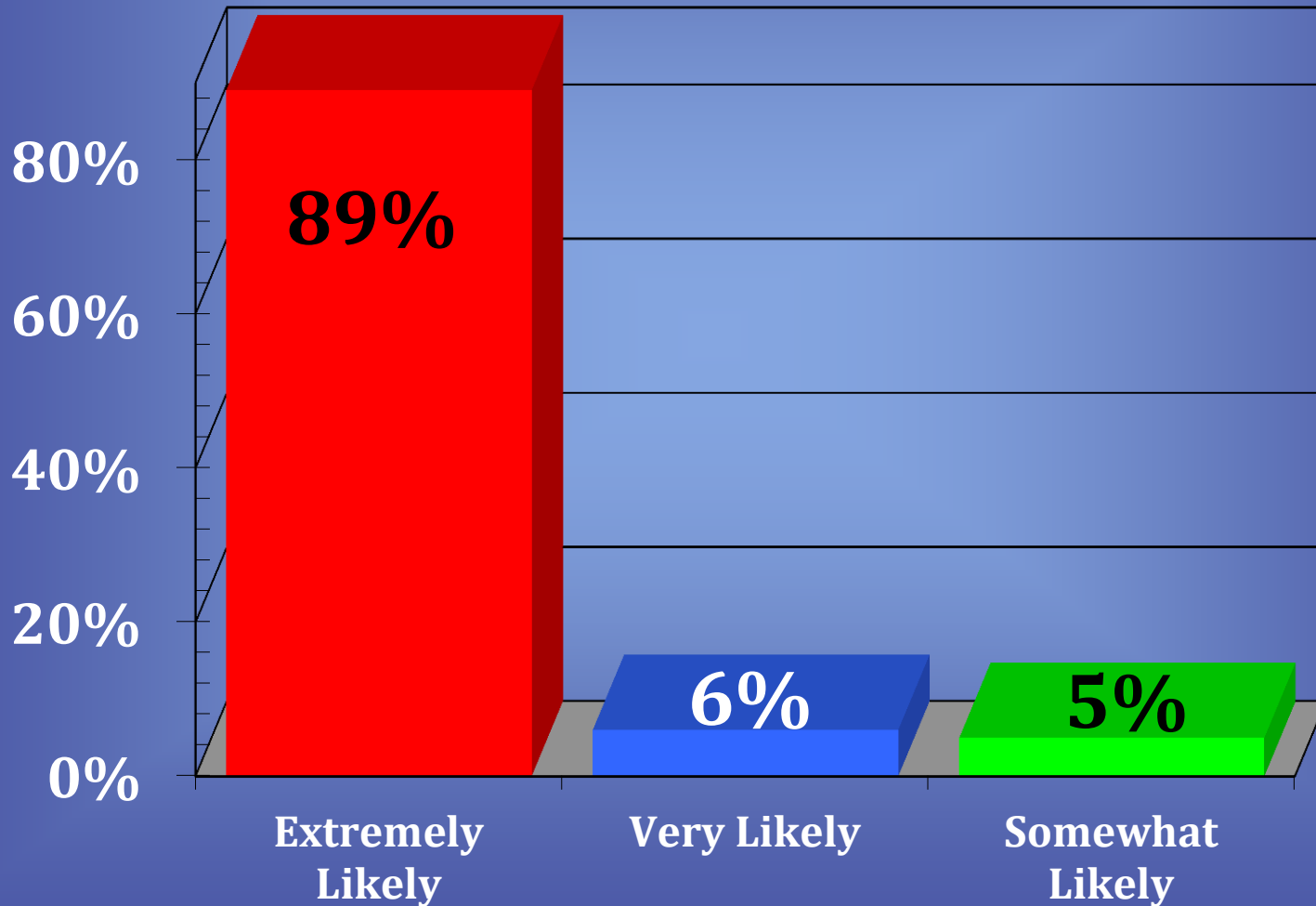


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Voter Frequency

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



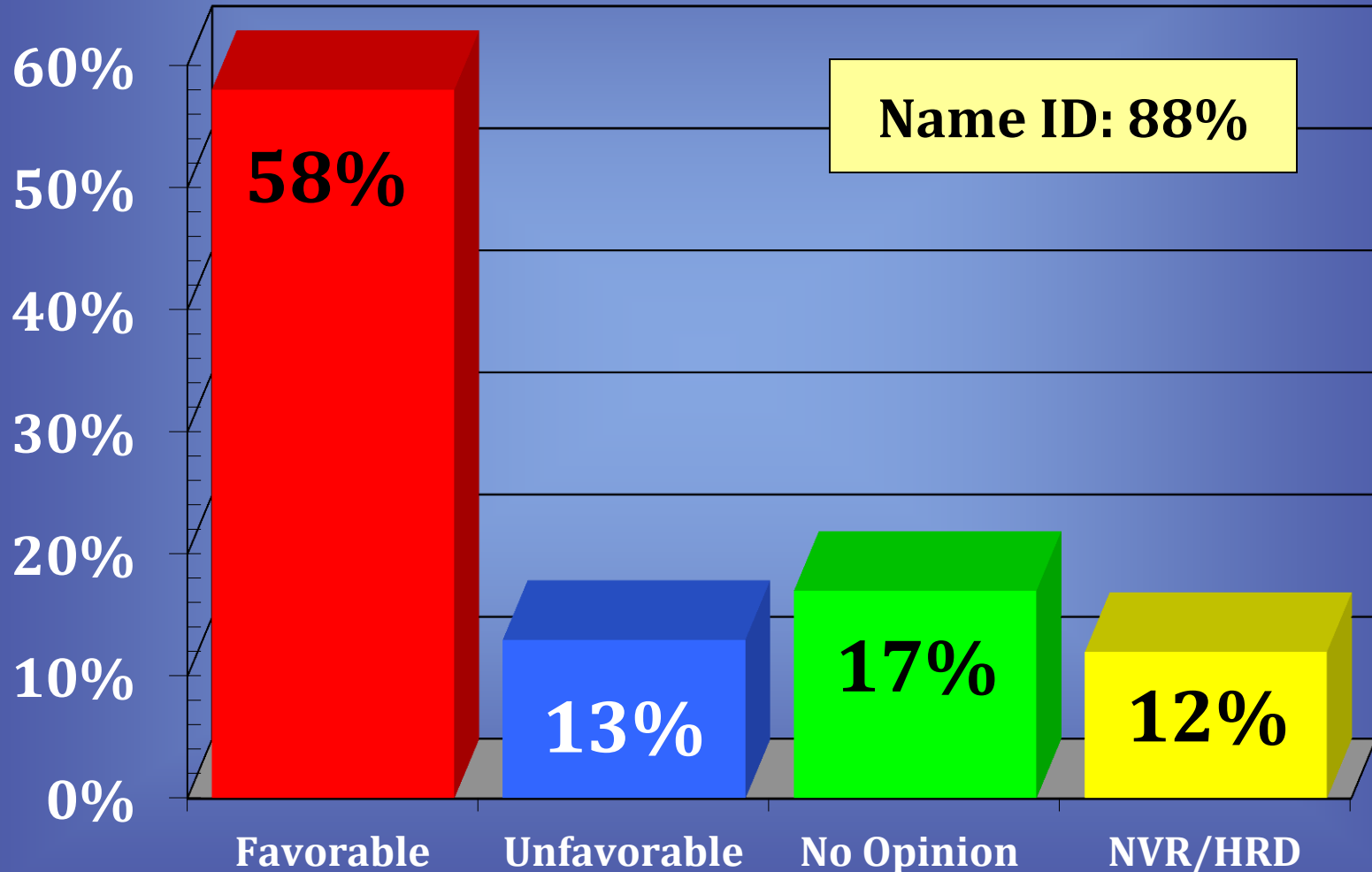
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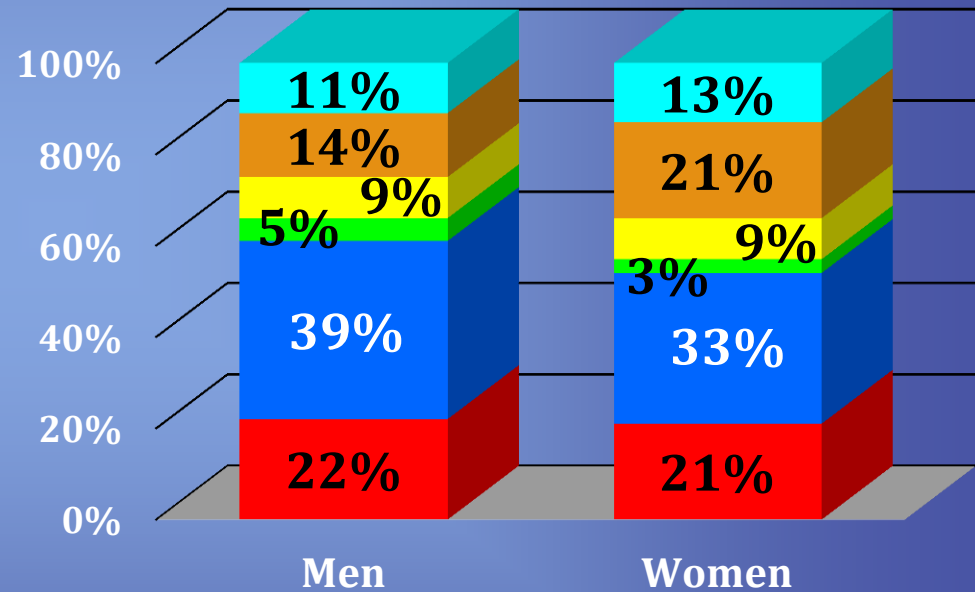
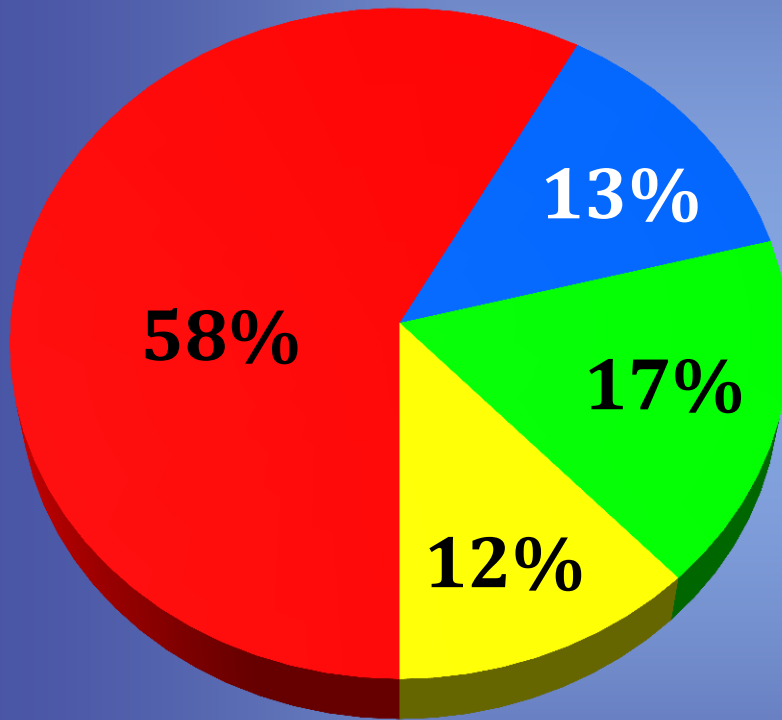
Sanchez Image Rating

John Sanchez Image Rating

Do you have a favorable or unfavorable opinion of John Sanchez?

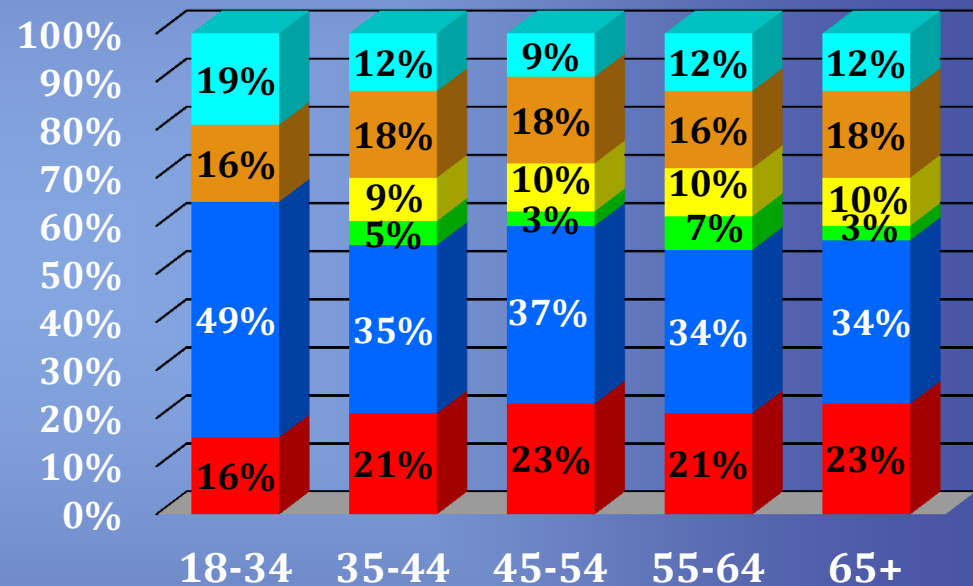
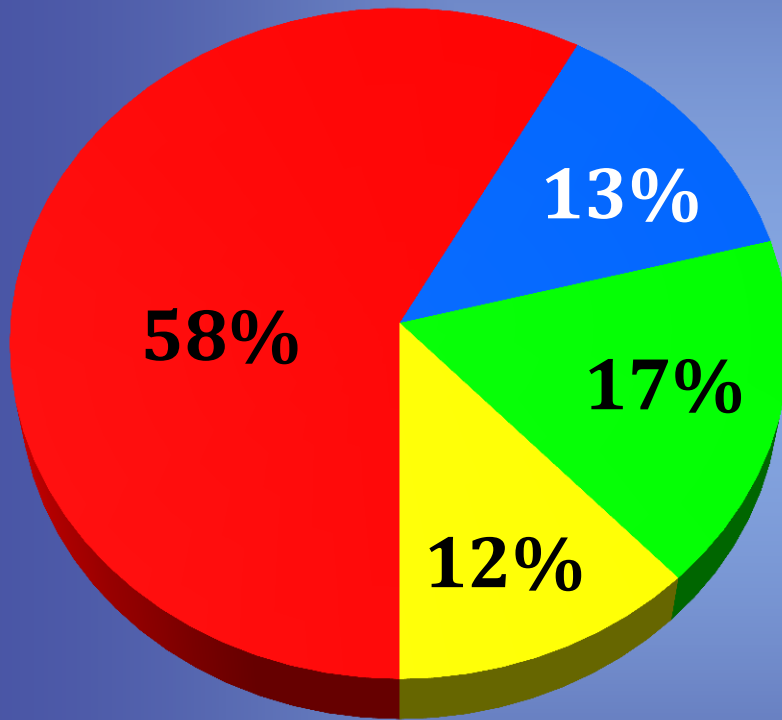


Do you have a favorable or unfavorable opinion of John Sanchez? (By Gender)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

Do you have a favorable or unfavorable opinion of John Sanchez? (By Age)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

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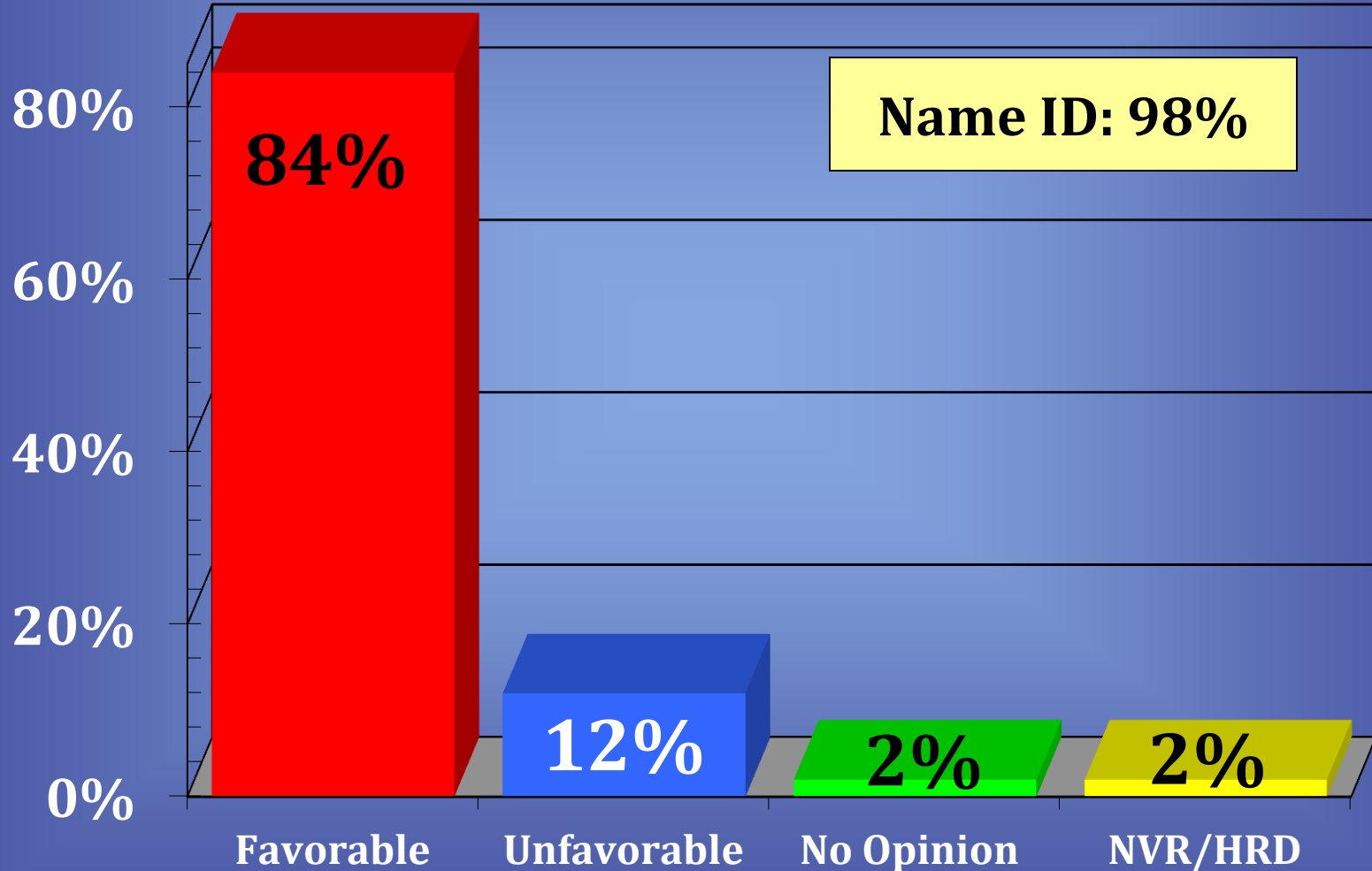
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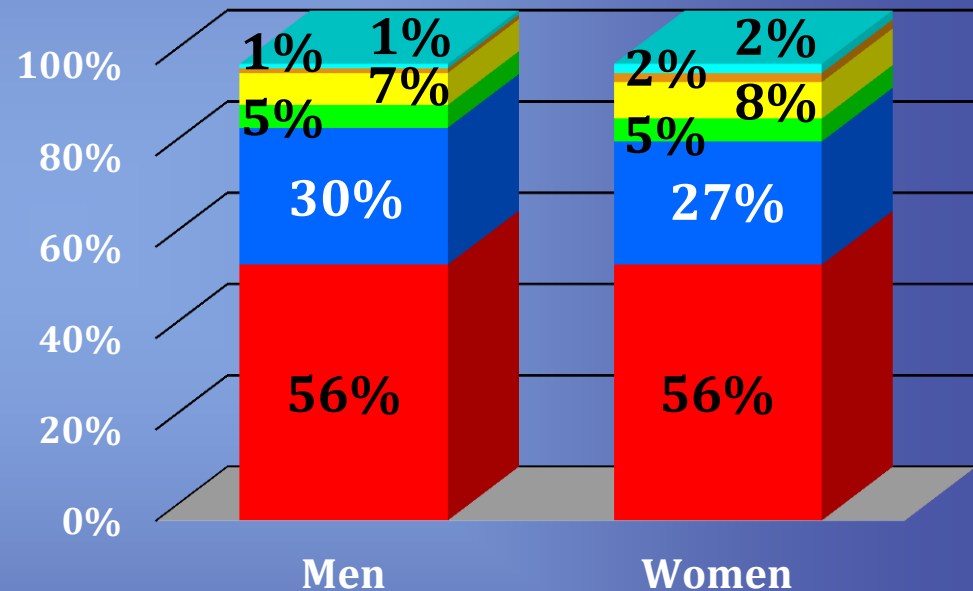
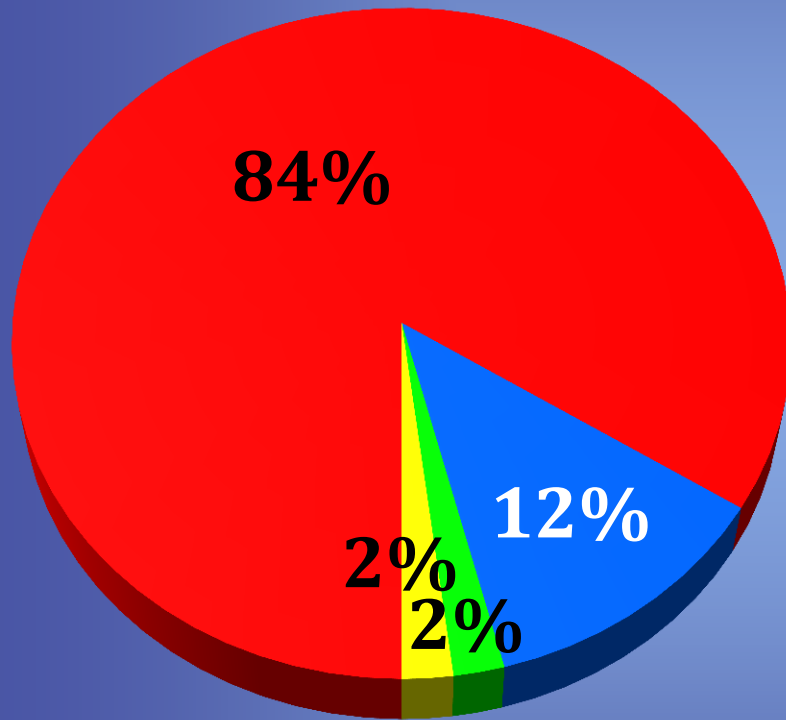
Wilson Image Rating

Heather Wilson Image Rating

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

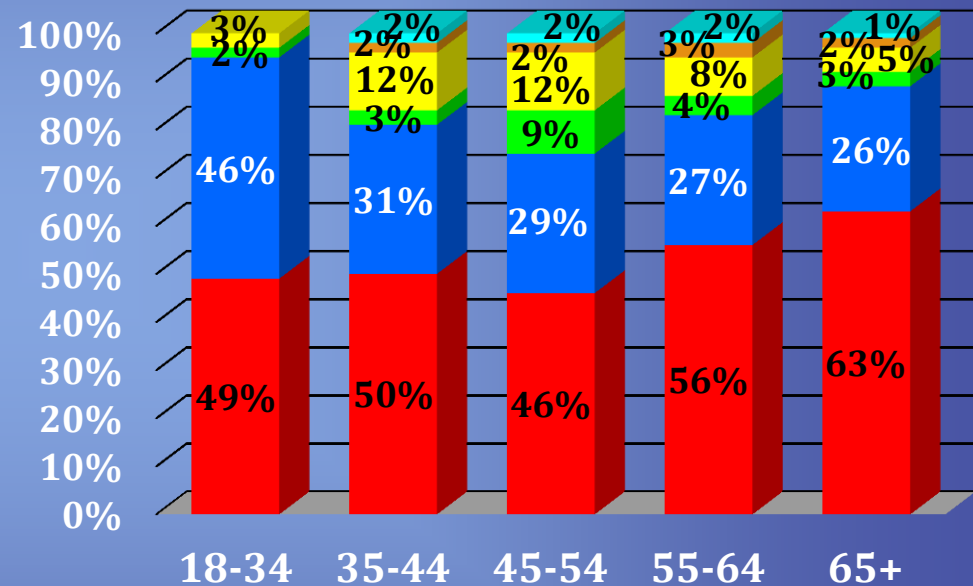
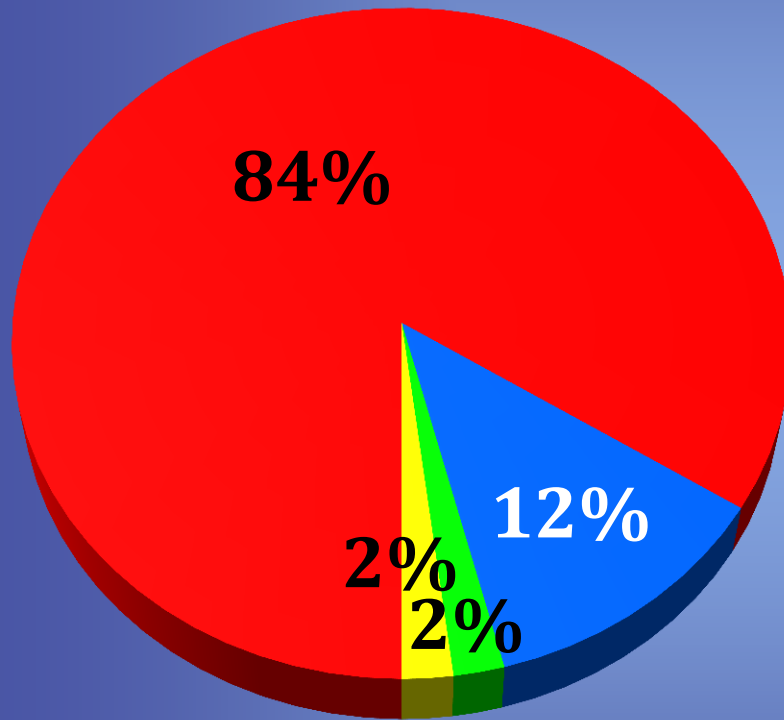


Do you have a favorable or unfavorable opinion of Heather Wilson? (By Gender)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

Do you have a favorable or unfavorable opinion of Heather Wilson? (By Age)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

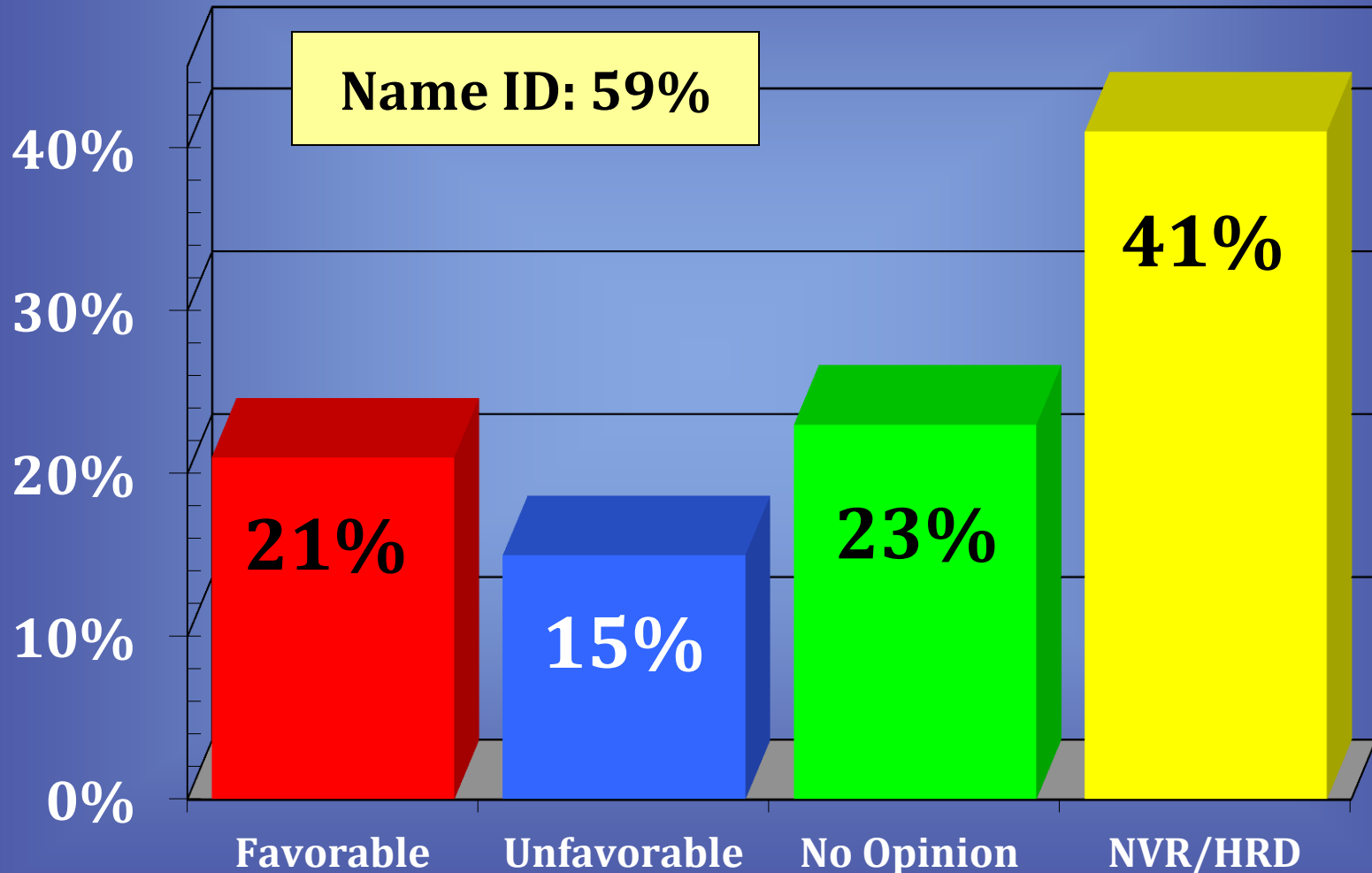
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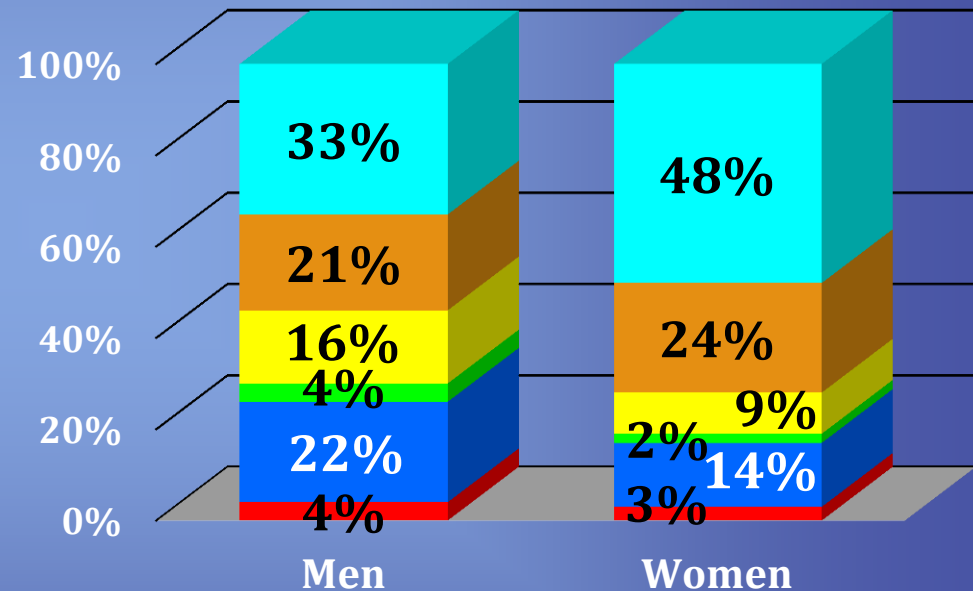
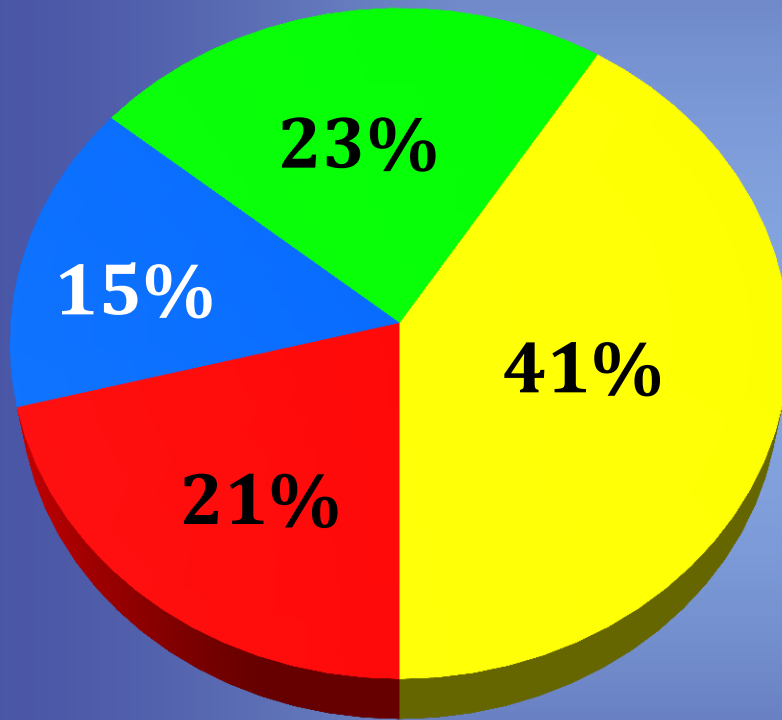
Sowards Image Rating

Greg Sowards Image Rating

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

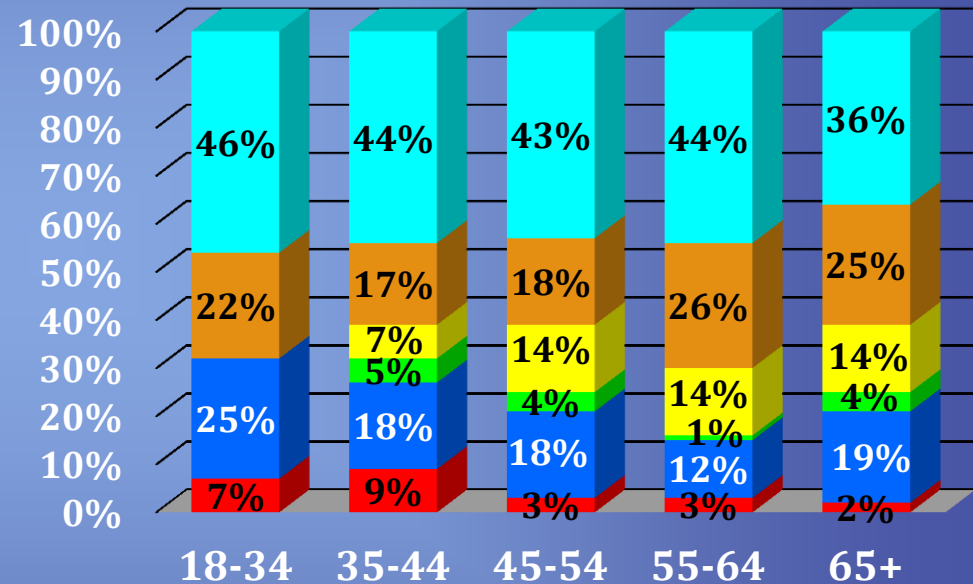
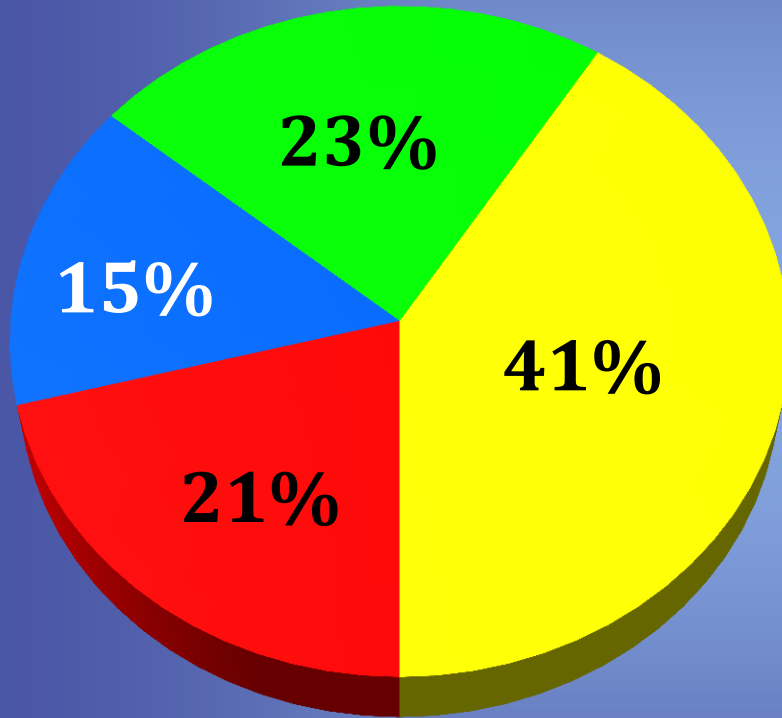


Do you have a favorable or unfavorable opinion of Greg Sowards? (By Gender)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

Do you have a favorable or unfavorable opinion of Greg Sowards? (By Age)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

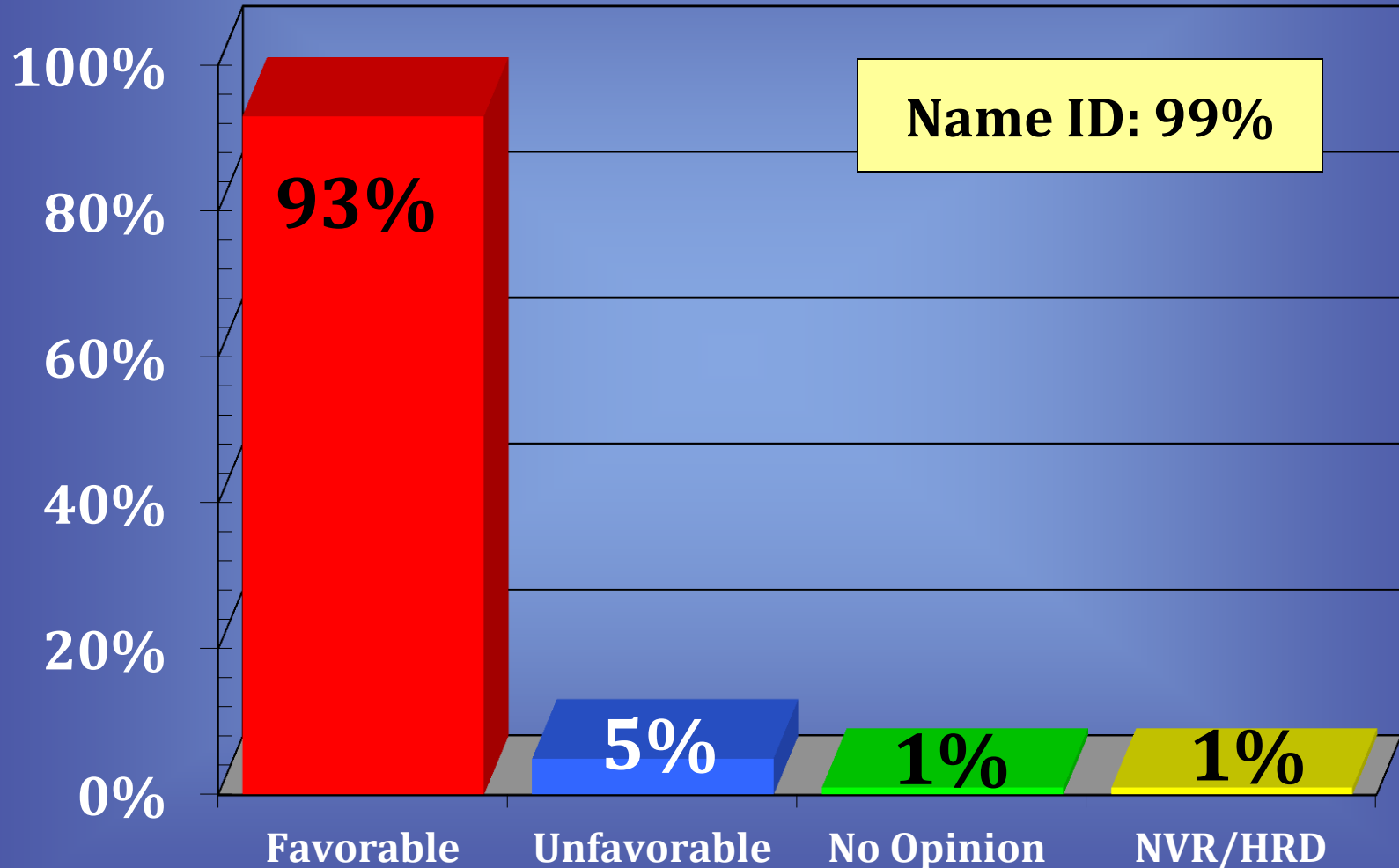
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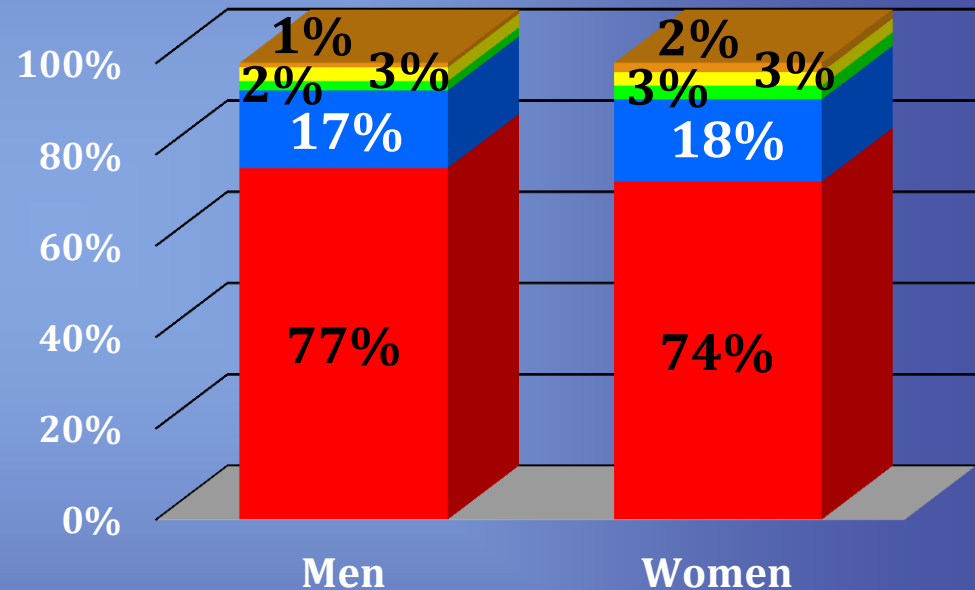
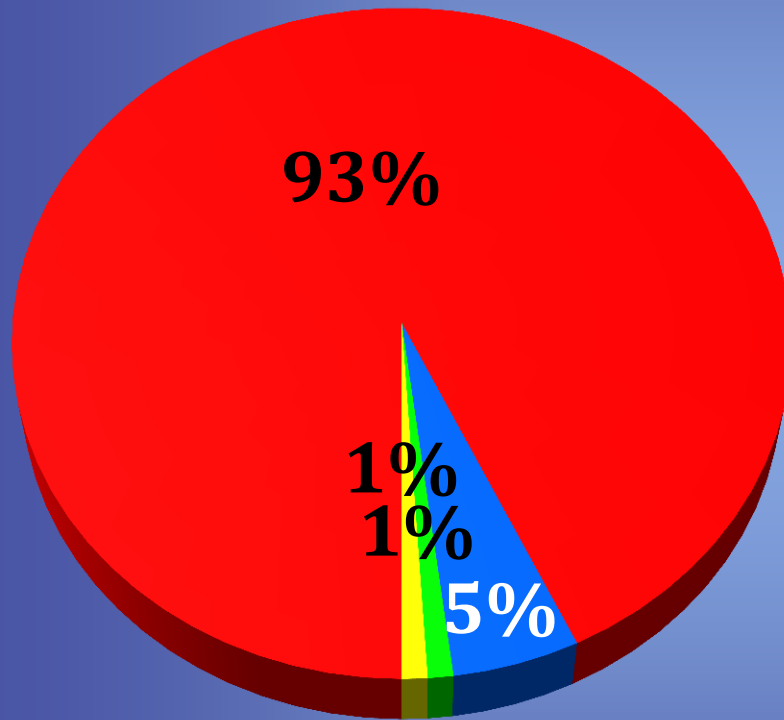
Martinez Image Rating

Susana Martinez Image Rating

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

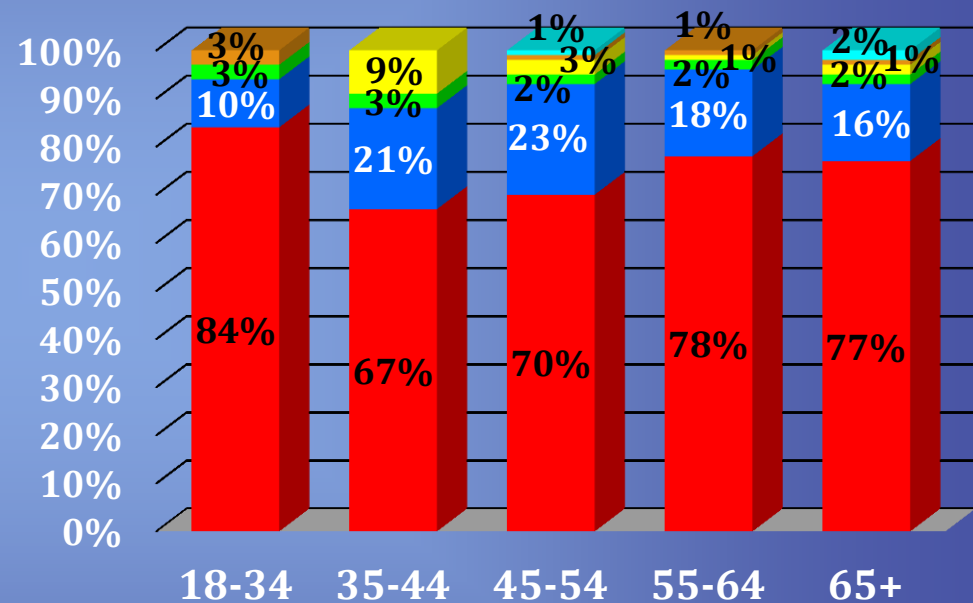
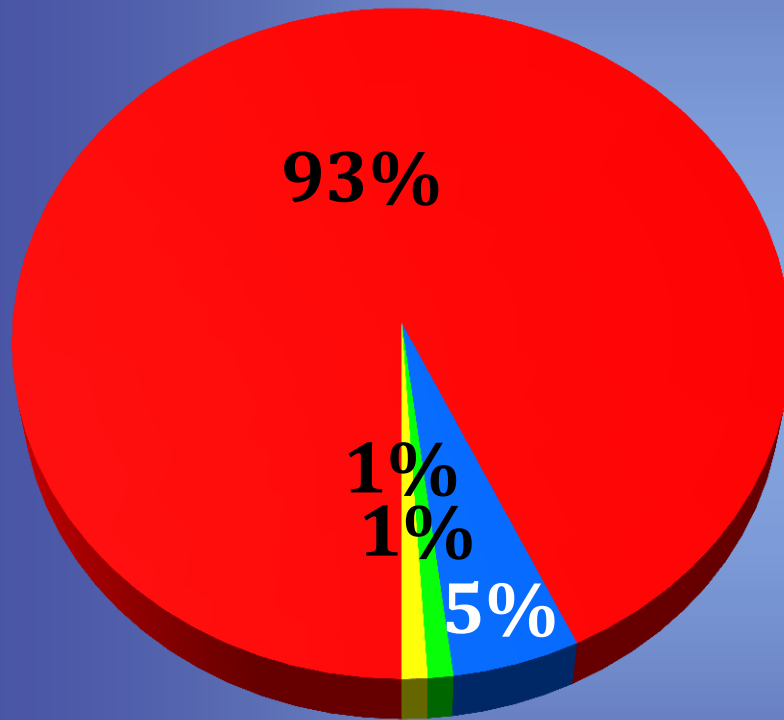


Do you have a favorable or unfavorable opinion of Susana Martinez? (By Gender)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

Do you have a favorable or unfavorable opinion of Susana Martinez? (By Age)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

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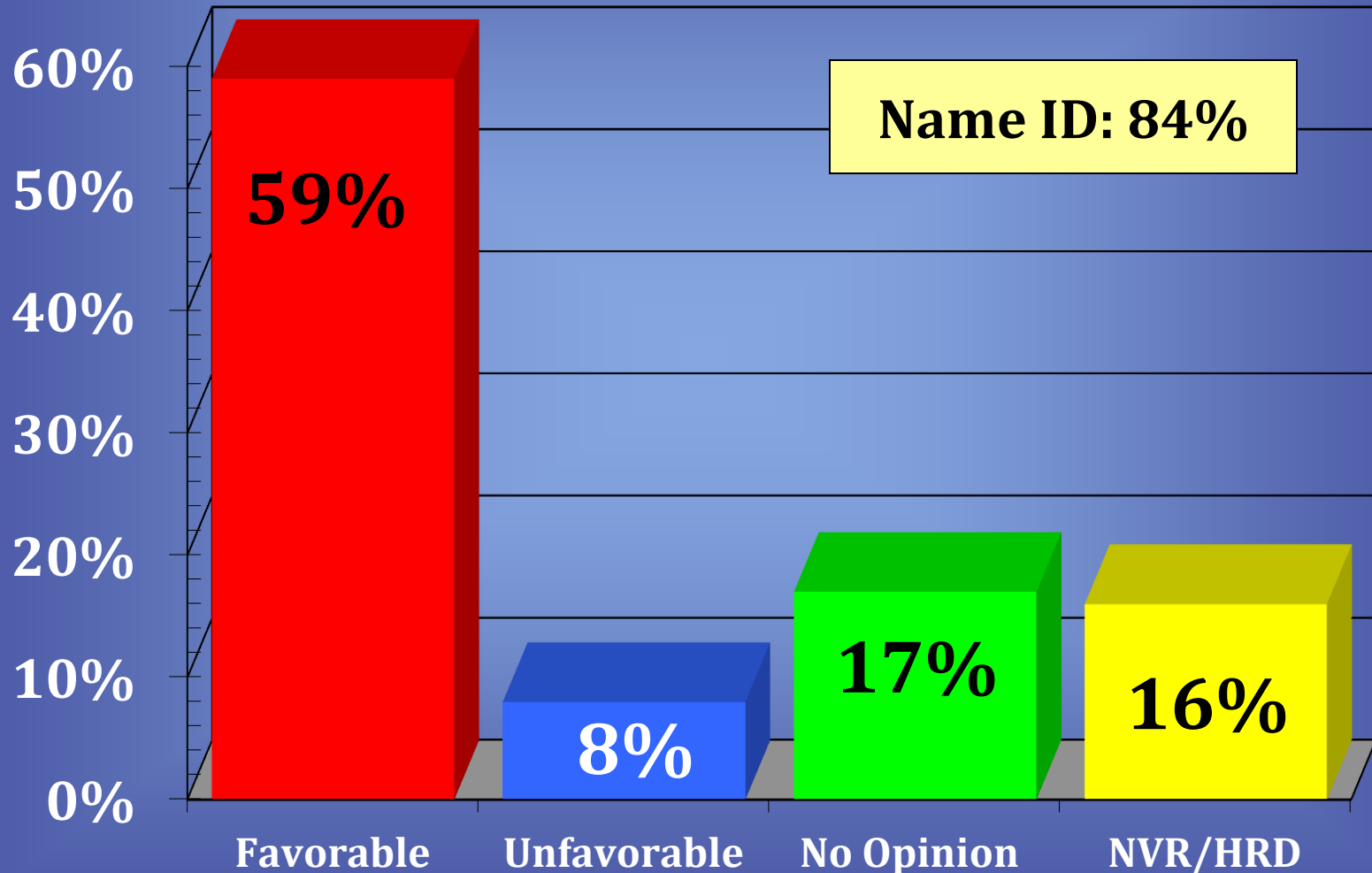
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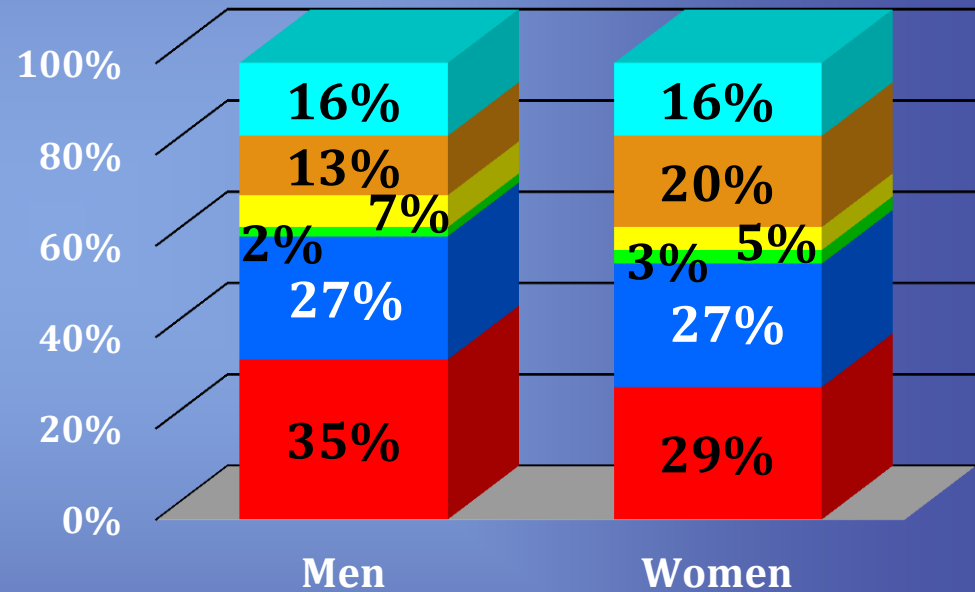
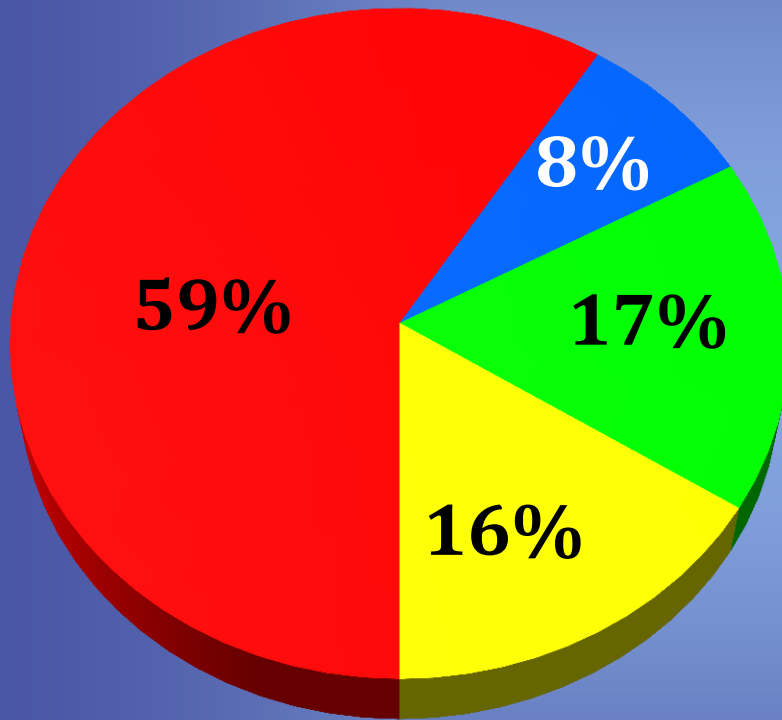
Berry Image Rating

Richard Berry Image Rating

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

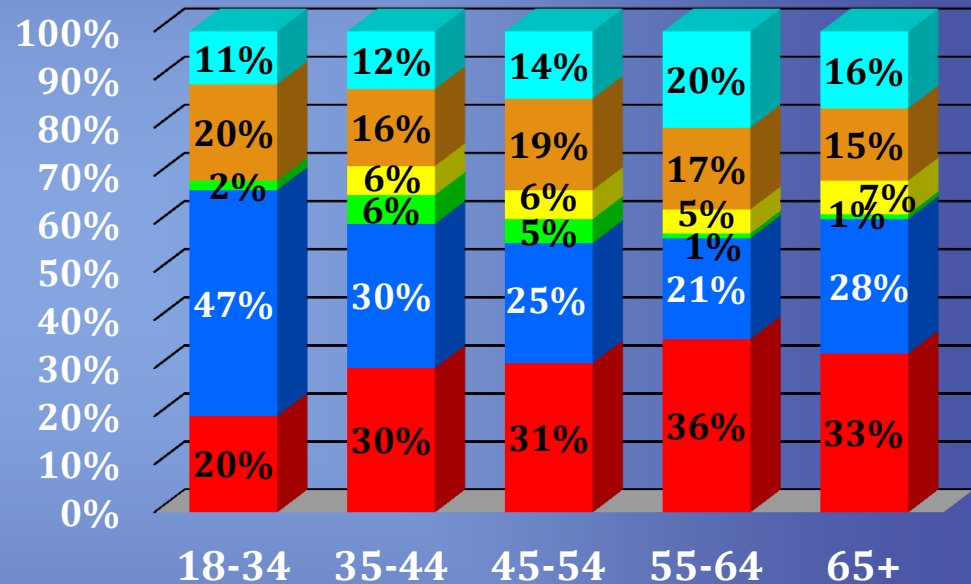
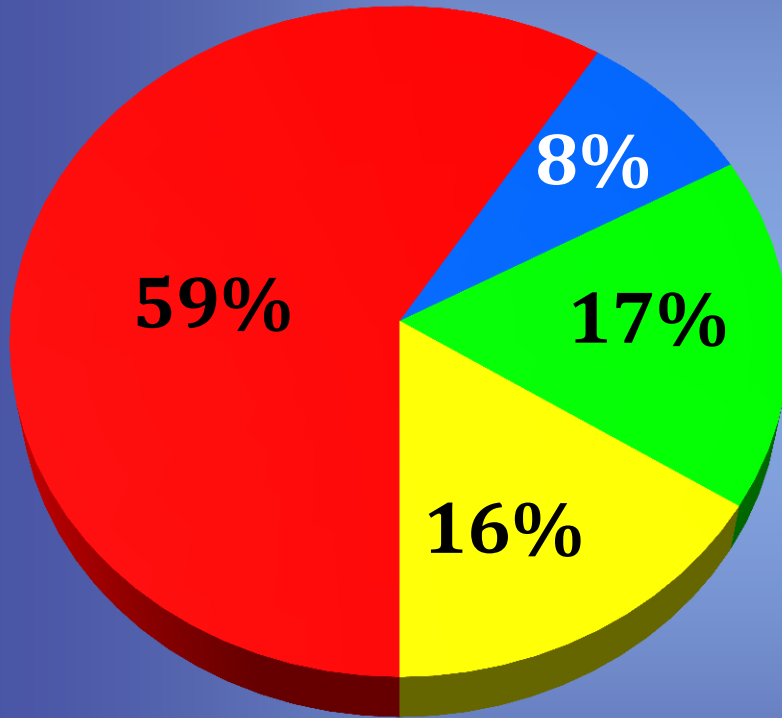


Do you have a favorable or unfavorable opinion of Richard Berry? (By Gender)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

Do you have a favorable or unfavorable opinion of Richard Berry? (By Age)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

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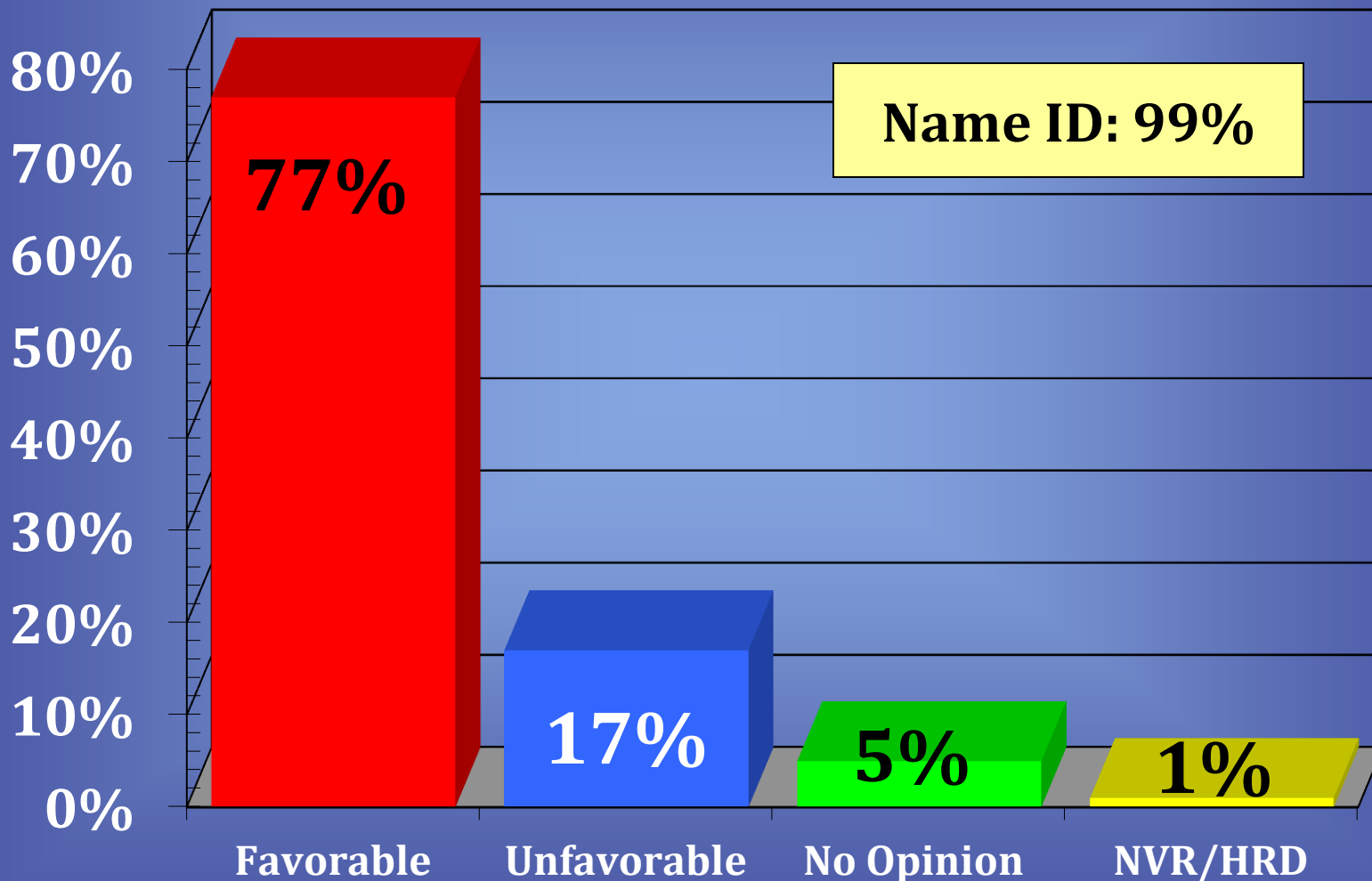
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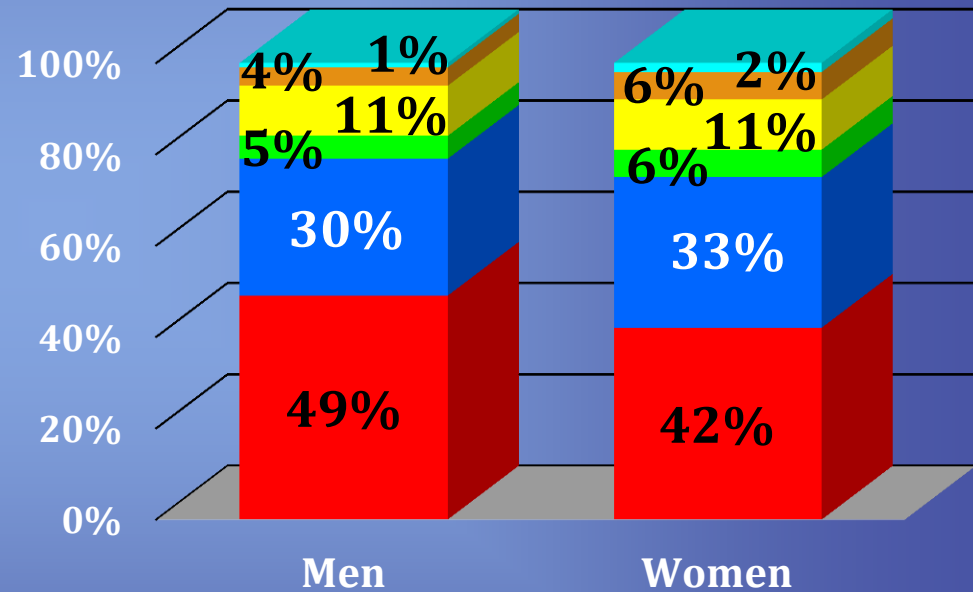
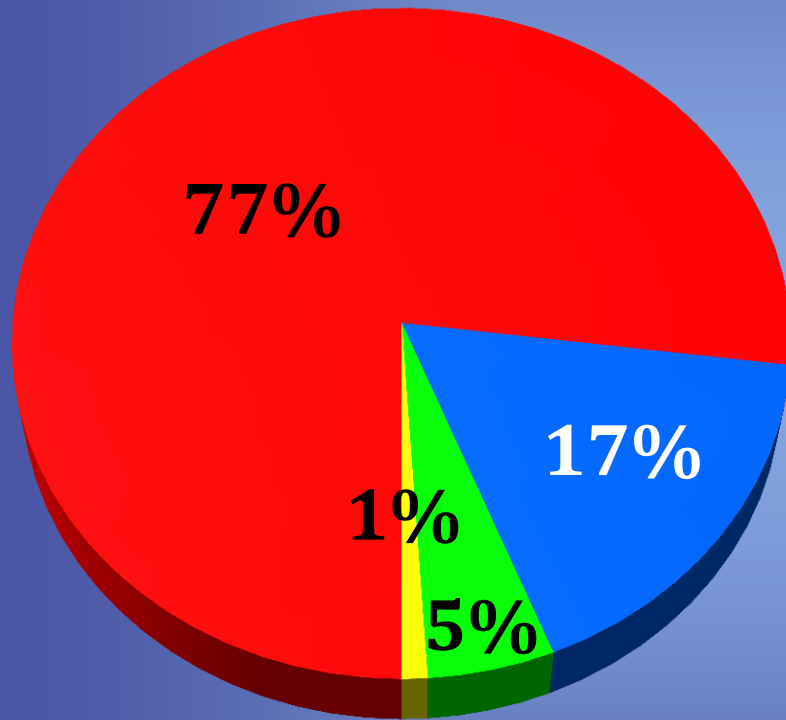
Pearce Image Rating

Steve Pearce Image Rating

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

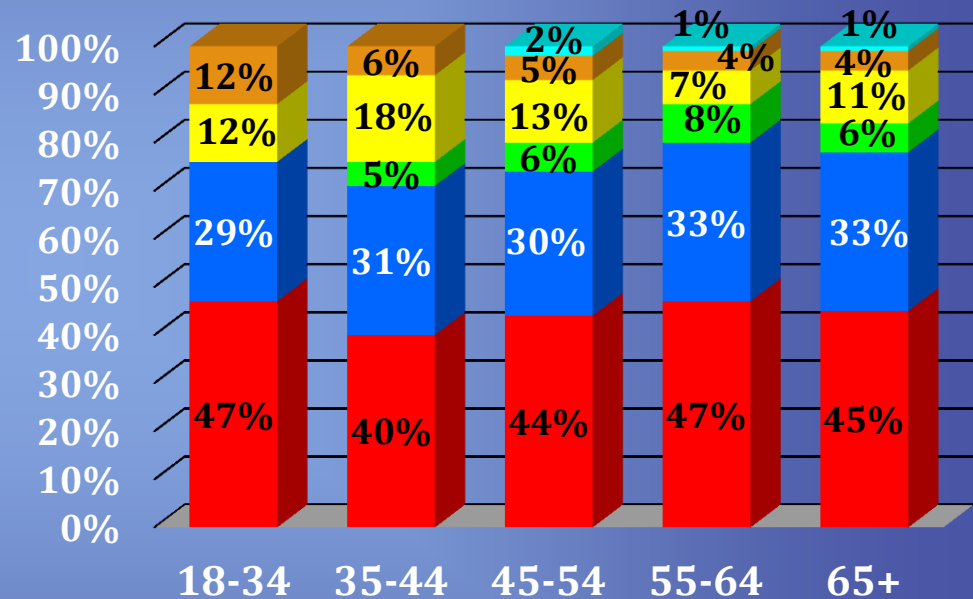
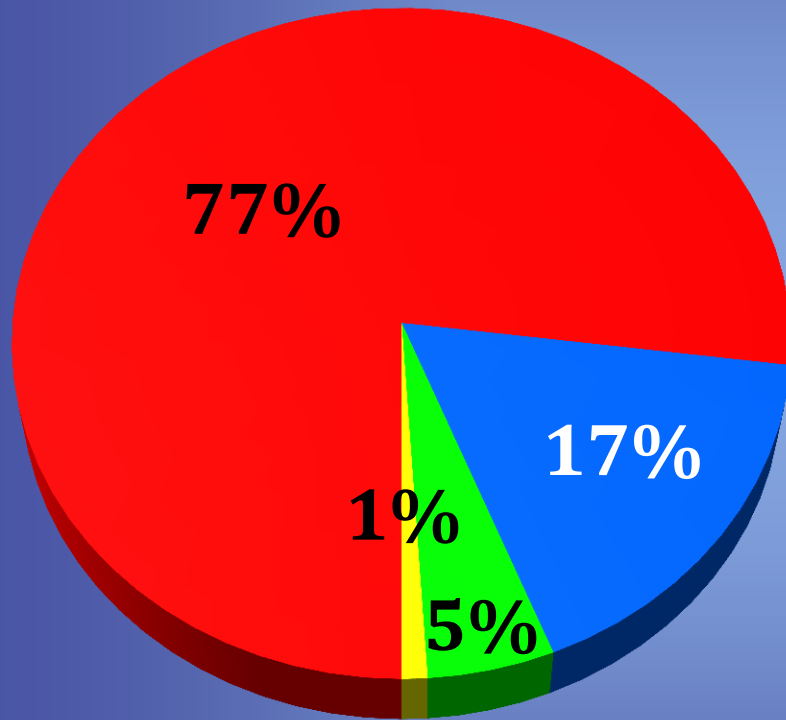


Do you have a favorable or unfavorable opinion of Steve Pearce? (By Gender)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

Do you have a favorable or unfavorable opinion of Steve Pearce? (By Age)



- Favorable
- Unfavorable
- NVR/HRD
- No Opinion
- No Opinion
- NVR/HRD
- Somewhat Unfavorable
- Very Unfavorable
- Somewhat Favorable
- Very Favorable

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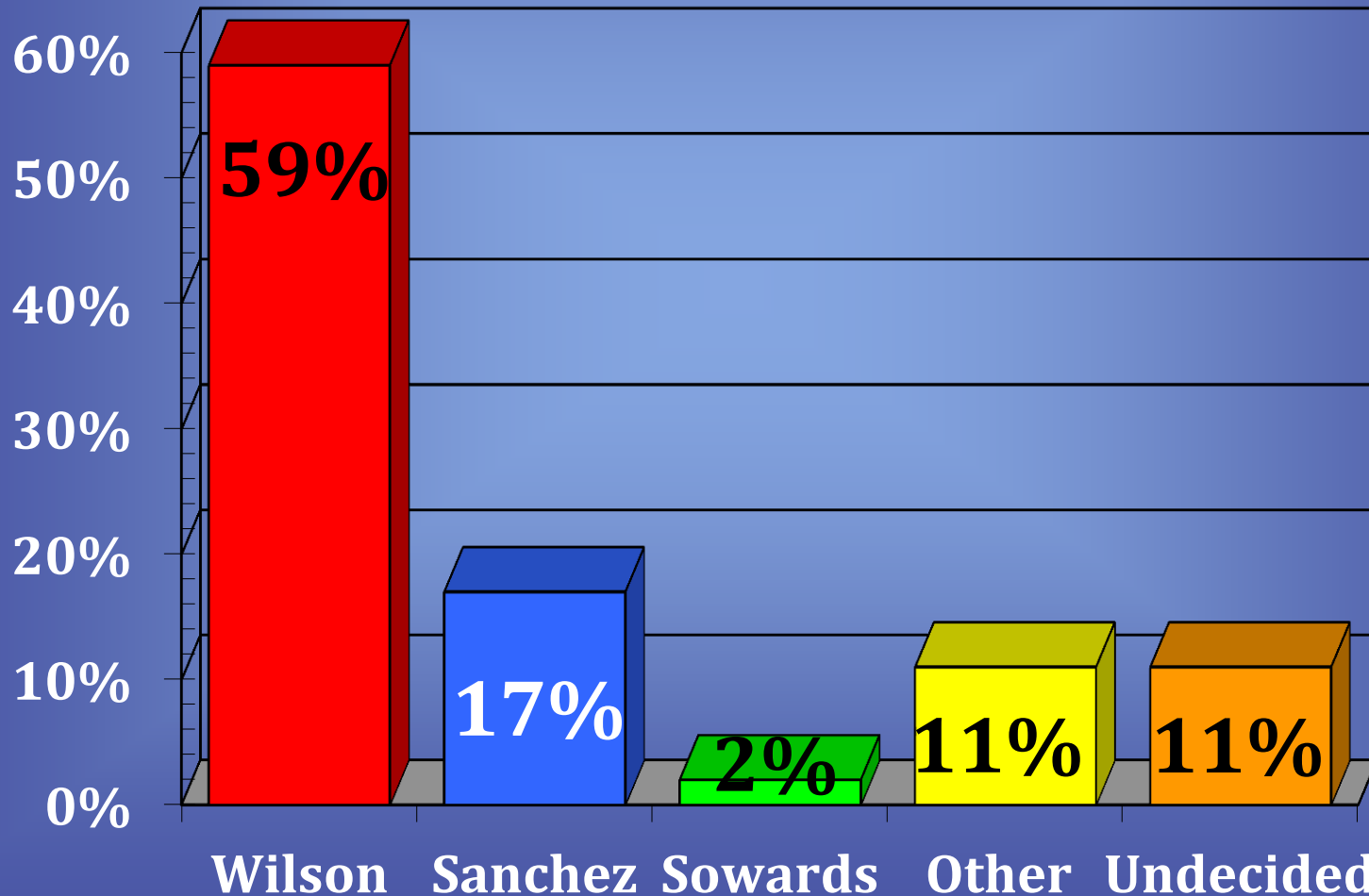
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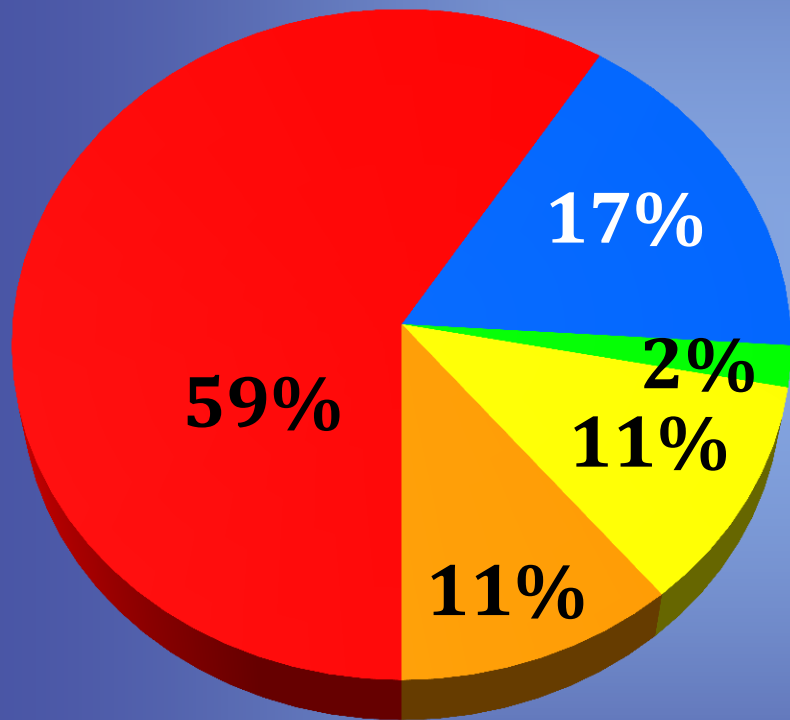


US Senate Republican Primary Ballot Test

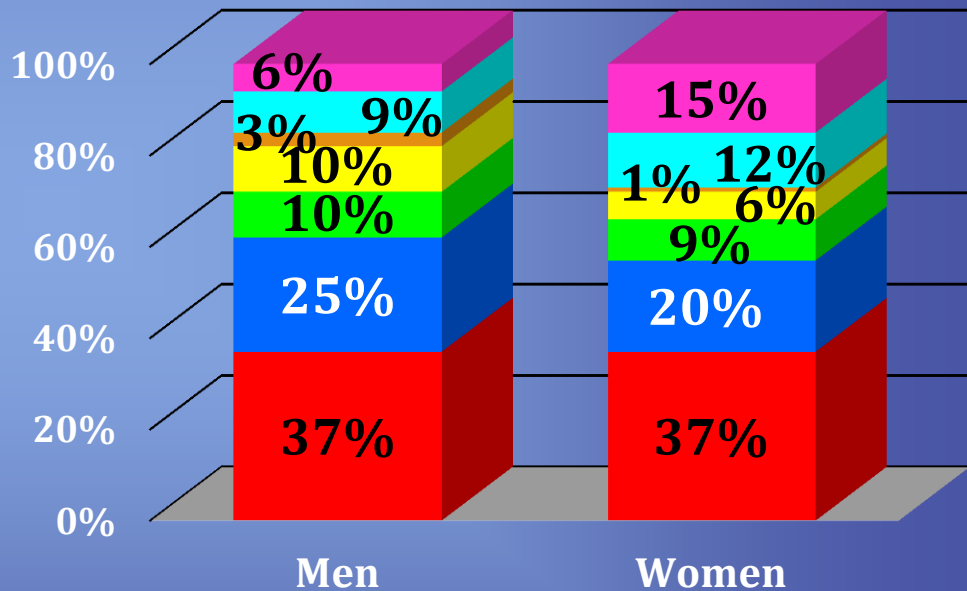
Thinking now about the 2012 Republican primary election for the United States Senate...If the Republican primary election for the United States Senate was being held today for whom would you vote if the candidates were John Sanchez, Heather Wilson, Greg Sowards, or some other candidate?



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 you vote if the candidates were John Sanchez, Heather Wilson, Greg Sowards, or some other candidate? (By Gender)

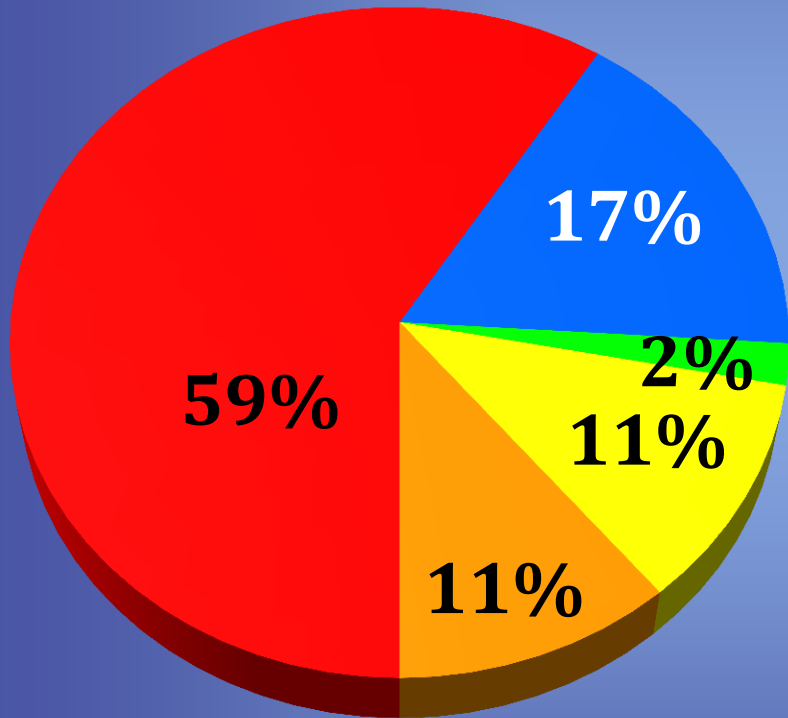


■ Wilson ■ Sanchez ■ Sowards
■ Other ■ Undecided

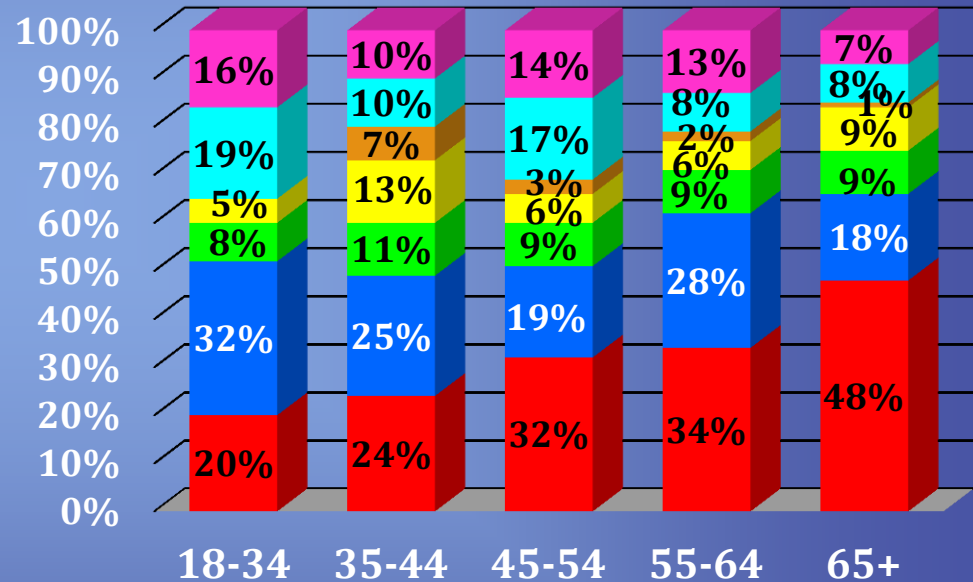


■ Definitely Wilson ■ Probably Wilson
■ Definitely Sanchez ■ Probably Sanchez
■ Sowards ■ Other
■ Undecided

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 you vote if the candidates were John Sanchez, Heather Wilson, Greg Sowards, or some other candidate? (By Age)



■ Wilson ■ Sanchez ■ Sowards
■ Other ■ Undecided



■ Definitely Wilson ■ Probably Wilson
■ Definitely Sanchez ■ Probably Sanchez
■ Sowards ■ Other
■ Undecided

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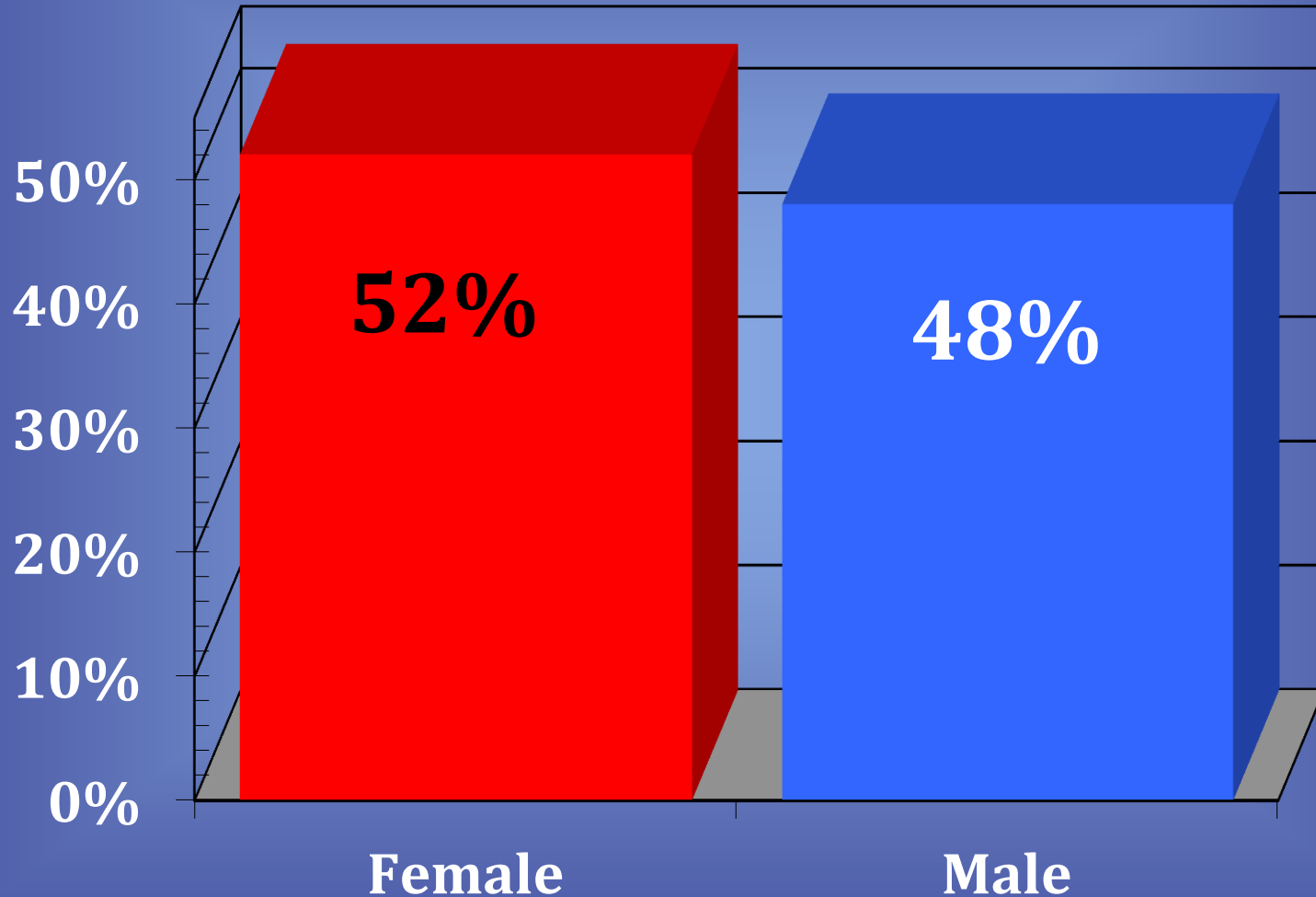
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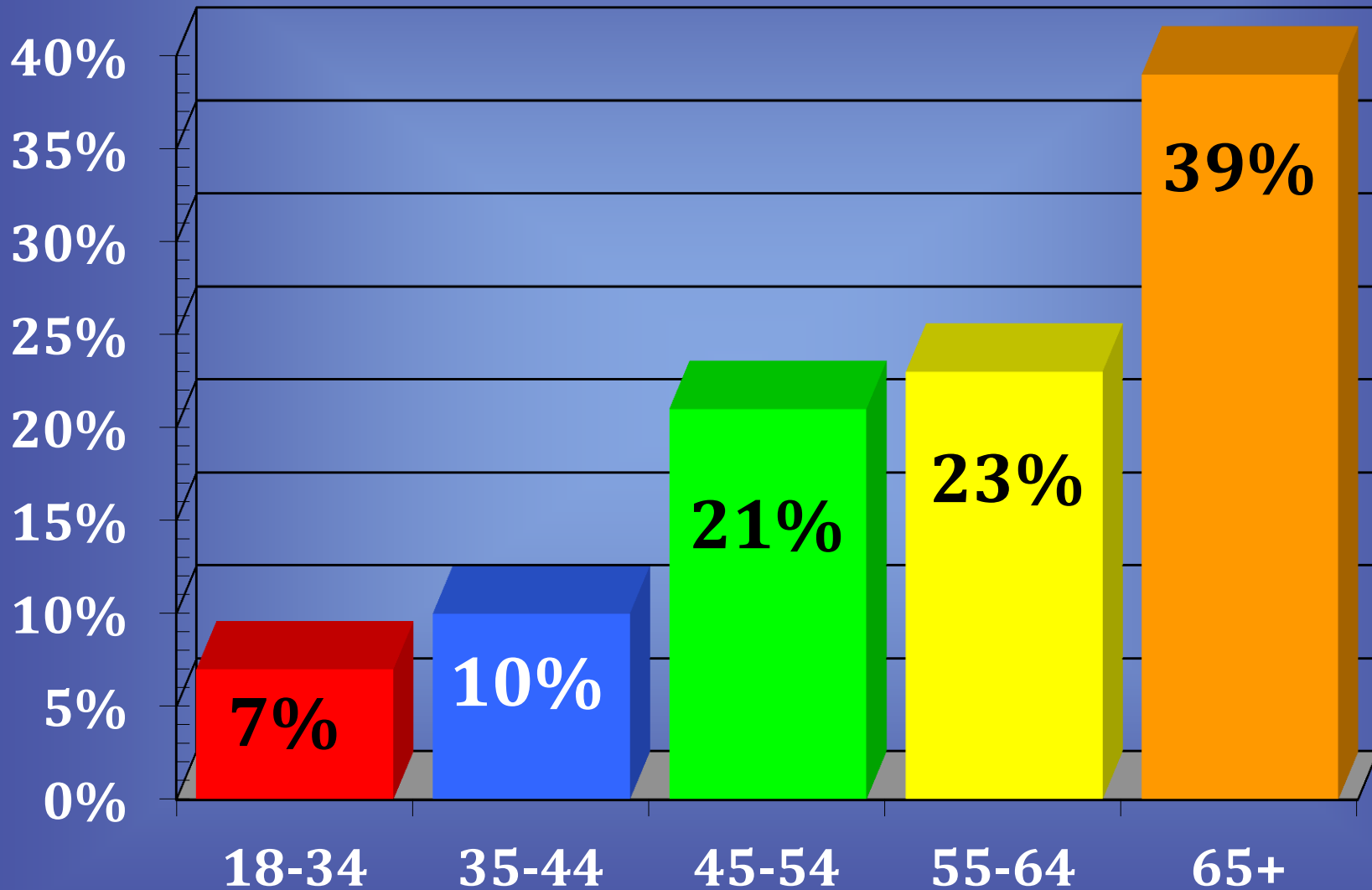


Survey Demographics

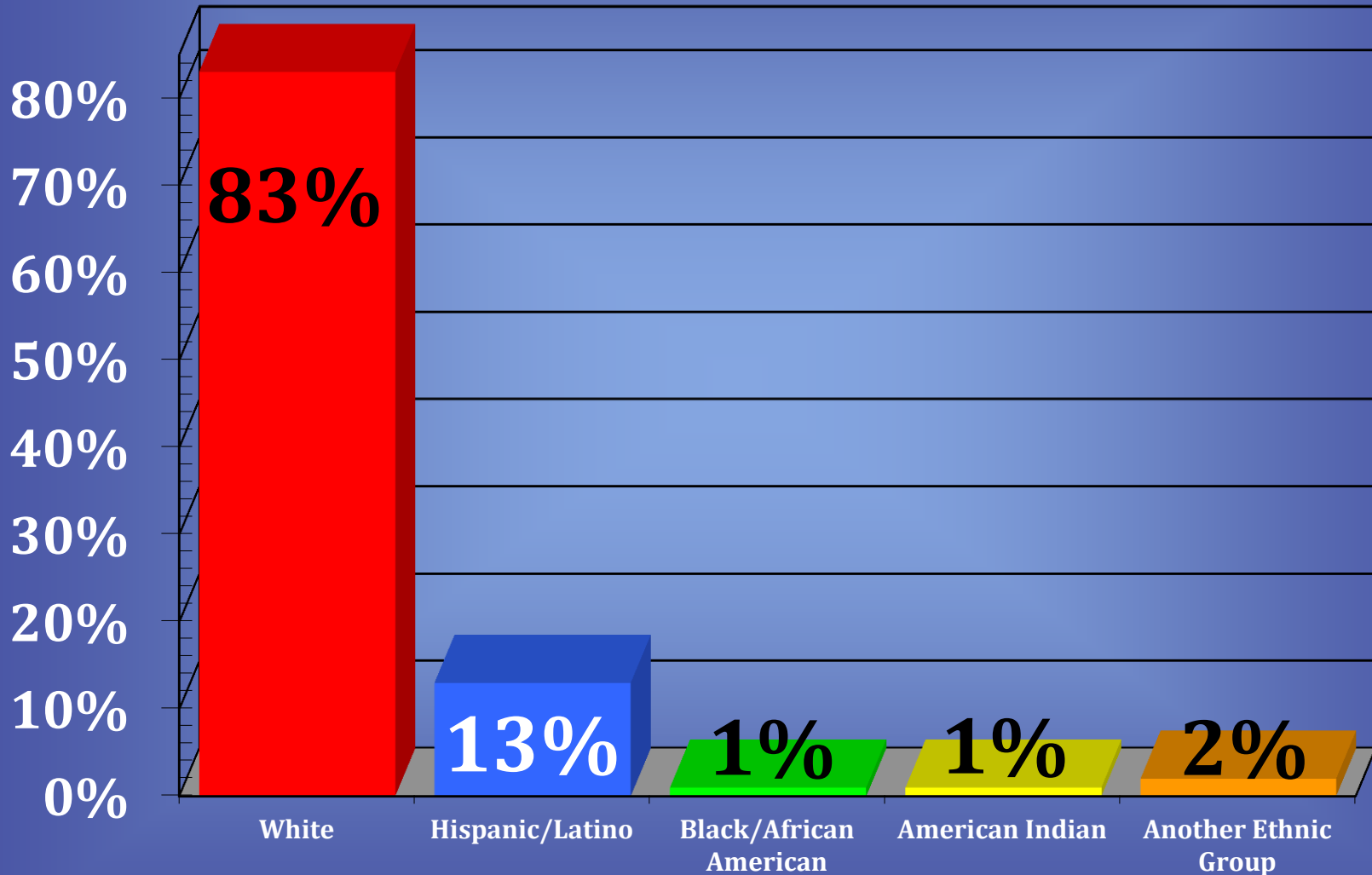
Gender Demographics



Age Group Demographics



Race Demographics



Region Demographics

