



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**April 28, 2011
DAVID FLAHERTY 303-861-8585**

**NEW MEXICO 2012 US SENATE REPUBLICAN PRIMARY SURVEY
HEATHER WILSON STARTS OUT IN A STRONG POSITION FOR GOP NOMINATION
WILSON 59%, SANCHEZ 17%, SOWARDS 2%, OTHER CANDIDATE 11%,
UNDECIDED 11%**

Louisville, CO – Magellan Data and Mapping Strategies today released the results of an autodial survey of 801 likely 2012 New Mexico US Senate Republican primary voters. The survey finds former Congresswoman Heather Wilson starting off in a very strong position with a solid image rating of 84% of all respondents having a favorable opinion of her, 55% having a very favorable opinion of her, and only 12% having an unfavorable opinion. She is well known among all respondents with name recognition of 99%.

Potential candidate Lt. Governor John Sanchez also has a good image rating, but is lacking the intensity of Heather Wilson's image rating numbers. Among all respondents, 58% have a favorable opinion of John Sanchez, 22% have a very favorable opinion, and 13% have an unfavorable opinion. He also has good name recognition of 88%.

Among all respondents, former Congressional candidate Greg Sowards has a favorable rating of 21%, and an unfavorable rating of 15%. Twenty three (23%) of primary voters have heard of him but do not have an opinion, and 41% have never heard of him. Clearly Greg Sowards has some work to do improving his name recognition.

2012 US Senate Republican Primary Ballot Test

Although it is very early, Heather Wilson currently leads John Sanchez by a commanding 42 points, 59% to 17%, Greg Sowards has 2% support, 11% support for "some other candidate", and 11% are undecided. Heather Wilson's support also demonstrates a strong intensity, with 37% responding as "definitely voting for her", compared to 9% definitely voting for John Sanchez.

Among the vital subgroup of seniors, which historically contribute roughly 39% to the total Republican primary vote, Heather Wilson leads John Sanchez by a whopping 48 points, 66% to 18%. Regionally across the state it is no surprise that Heather Wilson leads by 58% in her old Congressional District of CD1, 72% to 14%. She also shows broad support in the 2nd and 3rd Congressional Districts, with leads

of 26% and 42% respectively.

One problem for a potential Sanchez candidacy is that although he is well known by primary voters, it is not translating into ballot support. Among the 460 respondents that have a favorable opinion of John Sanchez, 55% would vote for Heather Wilson and 27% would vote for John Sanchez.

The following table shows the full ballot test by major voting subgroups.

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Seniors 65+</u>	<u>CD1</u>	<u>CD2</u>	<u>CD3</u>
Wilson Lead	+42	+41	+43	+48	+59	+26	+42
Wilson	59%	61%	57%	66%	73%	46%	59%
Sanchez	17%	20%	14%	18%	14%	20%	17%
Sowards	2%	3%	1%	2%	1%	3%	2%
Other Cand.	11%	9%	12%	7%	8%	14%	11%
Undecided	11%	7%	16%	7%	4%	17%	11%

**Survey results are rounded to a whole number from actual crosstab results.*

Other Potential Candidate Image Ratings

Among all respondents, 59% have a favorable opinion of Albuquerque Mayor Richard Berry, 32% have a very favorable opinion of him, and 8% have an unfavorable opinion of him. He is well liked by Republican primary voters statewide, and as expected well liked in the First Congressional District with a favorability rating of 84%.

Congressman Steve Pearce has a favorable rating of 77%, a very favorable rating of 45%, and an unfavorable rating of 17%. Congressman Pearce has strong name recognition of 99%.

Republican Primary Voters are in Love with Governor Susana Martinez

After four months in office, Governor Susana Martinez has a sky high favorable image rating among her Republican base. She is by far the most popular Republican in the state among Republican primary voters, with 93% having a favorable opinion of her, with a remarkable 75% having a **very favorable** opinion. The intensity of her favorable rating exceeds Heather Wilson's by 20 points and John Sanchez by 53 points. An endorsement from Governor Martinez in the US Senate Republican primary would clearly carry some weight for any candidate.

Survey Commissioned By

Magellan Data and Mapping Strategies fielded this survey with their own resources. Magellan does not have a business relationship with any candidate or group interested in the 2012 New Mexico US Senate Republican primary.



Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a New Mexico voter file among households containing at least one registered Republican voter. The survey response data was weighted to reflect past Republican primary voting demographics from prior primary election cycles. The 801 interviews were conducted on April 26th and April 27th from 6:00 to 8:00pm. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.46% at the 95 percent confidence interval.

The survey topline results are included in this document along with a map of the polling regions. The survey release, toplines, crosstabs and presentation can be downloaded at www.MagellanStrategies.com under the "Survey Archives" tab on the front page of our website. 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 Data and Mapping Strategies offers a wide array of data driven products and services to political and business clients including live and automated survey research, modeling and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, GIS mapping, and redistricting consulting. Visit our website at MagellanStrategies.com for more information about our firm.





April 28, 2011
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: NEW MEXICO REPUBLICAN US SENATE PRIMARY SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 801N autodial survey of likely Republican primary voters in the State of New Mexico. The interviews were conducted April 26th and April 27th, 2011. This survey has a margin of error of +/- 3.46% at the 95 percent confidence interval. The survey results were weighted based upon past Republican primary election voter turnout demographics.

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

Republican.....100%

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

Extremely Likely..... 89%
Very Likely 6%
Somewhat Likely 5%

Thinking now about people active in New Mexico politics.....

T3. Do you have a favorable or unfavorable opinion of John Sanchez?

Total Favorable 58%
Total Unfavorable 13%
No Opinion 17%
Never Heard Of..... 12%

Very Favorable 22%
Somewhat Favorable 36%

Somewhat Unfavorable 9%
Very Unfavorable 4%

Name ID 88%
Hard Name ID 71%

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

Total Favorable 84%
Total Unfavorable 12%
No Opinion 2%
Never Heard Of..... 2%

Very Favorable 55%
Somewhat Favorable 29%

Somewhat Unfavorable 8%
Very Unfavorable 4%

Name ID 98%
Hard Name ID 96%



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

Total Favorable	21%
Total Unfavorable	15%
No Opinion	23%
Never Heard Of.....	41%
Very Favorable	3%
Somewhat Favorable	18%
Somewhat Unfavorable	12%
Very Unfavorable	3%
Name ID	59%
Hard Name ID	36%

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

Total Favorable	93%
Total Unfavorable	5%
No Opinion	1%
Never Heard Of.....	1%
Very Favorable	75%
Somewhat Favorable	18%
Somewhat Unfavorable	3%
Very Unfavorable	2%
Name ID	99%
Hard Name ID	98%



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

Total Favorable	59%
Total Unfavorable	8%
No Opinion	17%
Never Heard Of.....	16%
Very Favorable	32%
Somewhat Favorable	27%
Somewhat Unfavorable	6%
Very Unfavorable	2%
Name ID	84%
Hard Name ID	67%

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

Total Favorable	77%
Total Unfavorable	17%
No Opinion	5%
Never Heard Of.....	1%
Very Favorable	45%
Somewhat Favorable	32%
Somewhat Unfavorable	11%
Very Unfavorable	6%
Name ID	99%
Hard Name ID	94%



Thinking now about the 2012 Republican primary election for the United States Senate.....

T9. 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?

Heather Wilson	59%
John Sanchez	17%
Greg Sowards	2%
Other Candidate	11%
Undecided.....	11%

Definitely Heather Wilson	37%
Probably Heather Wilson	22%

Definitely John Sanchez	9%
Probably John Sanchez	8%

Definitely Greg Sowards.....	0%
Probably Greg Sowards	2%

T10. For statistical purposes, are you a man or a woman?

Female.....	52%
Male	48%

T11. Which of the following age groups applies to you?

18-34.....	7%
35-44.....	10%
45-54.....	21%
55-64.....	23%
65+	39%



T12. 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.

White	83%
Hispanic or Latino.....	13%
Another ethnic group	2%
Black or African American	1%
American Indian	1%

