



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%

