



July 19, 2011
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: NEW MEXICO 2012 US SENATE DEMOCRAT PRIMARY SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 636N autodial survey of likely Democrat Primary election voters in the state of New Mexico. The interviews were conducted July 17th and July 18th, 2011. This survey has a margin of error of +/- 3.88% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from past New Mexico Democrat Primary elections.

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

Democrat 100%

T2. How likely are you to vote in the June 2012 Democrat Primary Election to choose a nominee for the United States Senate?

Extremely Likely 74%
Very Likely 19%
Somewhat Likely 7%

T3. Do you have a favorable or unfavorable opinion of Hector Balderas?

Favorable 29%
Unfavorable 15%
No Opinion 28%

Name ID 72%
Hard Name ID 44%
Never Heard Of 28%

T4. Do you have a favorable or unfavorable opinion of Martin Heinrich?

Favorable 53%
Unfavorable 19%
No Opinion 21%

Name ID 93%
Hard Name ID 72%
Never Heard Of..... 7%

T5. Do you have a favorable or unfavorable opinion of Andres Valdez?

Favorable 7%
Unfavorable 18%
No Opinion 32%

Name ID 57%
Hard Name ID 25%
Never Heard Of..... 43%

T6. If the Democrat Primary for the United States Senate was being held today, for whom would you vote if the candidates were Hector Balderas, Martin Heinrich, or Andres Valdez?

Martin Heinrich..... 52%
Hector Balderas 19%
Andres Valdez 4%
Undecided..... 25%

T7. If the Democrat Primary for the United States Senate was being held today, for whom would you vote if the candidates were Hector Balderas or Martin Heinrich?

Martin Heinrich..... 54%
Hector Balderas 21%
Undecided..... 25%

T8. Do you consider yourself to be conservative, moderate or liberal in your political beliefs?

Conservative..... 17%
Moderate 45%
Liberal 30%
Unsure/No Opinion..... 8%



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

Female..... 57%
Male..... 43%

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

18-34..... 7%
35-44..... 9%
45-54..... 18%
55-64..... 27%
65+..... 39%

T11. 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 Native American, press 5 if you are another ethnic group.

White 48%
Hispanic or Latino..... 43%
Native American 5%
Another ethnic group 3%
Black or African American 1%

