



**FOR IMMEDIATE RELEASE  
INTERVIEWS AND QUESTIONS:**

**July 19, 2011  
DAVID FLAHERTY 303-861-8585**

**NEW MEXICO 2012 US SENATE DEMOCRAT PRIMARY SURVEY RELEASE  
MARTIN HEINRICH LEADS DEM FIELD BY 33 POINTS  
HEINRICH 52%, BALDERAS 19%, VALDEZ 4%, UNDECIDED 25%  
HEINRICH-BALDERAS HEAD TO HEAD BALLOT TEST:  
HEINRICH 54%, BALDERAS 21%, UNDECIDED 25%**

**Louisville, CO** – Magellan Data and Mapping Strategies today released the results of an autodial survey of 636 likely 2012 New Mexico Democrat primary voters. This is our first look at the Democrat primary field in New Mexico. The ballot test shows Congressman Martin Heinrich with 52% support, State Auditor Hector Balderas with 19%, Andres Valdez with 4% and 25% of voters are undecided. Among Hispanic voters that contribute 43% of all respondents, Martin Heinrich leads Hector Balderas 45% to 27%, with 24% undecided.

The political ideology of the respondents was 17% conservative, 45% moderate and 30% liberal. Within those voter subgroups we find Hector Balderas doing better among conservative Democrats and Martin Heinrich doing well among liberal Democrats. The following table shows the ballot test by major voter subgroups.

**2012 US Senate Republican Primary Ballot Test by Voter Subgroup\***

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Hispanic Voters</u>	<u>Conserv Voters</u>	<u>Moderate Voters</u>	<u>Liberal Voters</u>
Heinrich Margin	+33	+32	+33	+18	+5	+25	+67
Heinrich	52%	53%	50%	45%	32%	49%	74%
Balderas	19%	21%	17%	27%	27%	24%	7%
Valdez	4%	5%	4%	4%	7%	5%	2%
Undecided	25%	21%	29%	24%	34%	22%	17%

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

In the head to head ballot test of Martin Heinrich and Hector Balderas we find little change from the three way ballot test, with Martin Heinrich again leading by 33 points, 54% to 21%. It is important to note that it is still very early in the election and the candidates are raising money, building support and beginning their campaigns. The following table shows the Heinrich-Balderas ballot test by voter subgroup.

### **Heinrich-Balderas Ballot Test\***

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Hispanic Voters</u>	<u>Conserv Voters</u>	<u>Moderate Voters</u>	<u>Liberal Voters</u>
Heinrich Margin	+33	+33	+32	+19	-2	+29	+64
Heinrich	54%	56%	52%	48%	33%	54%	73%
Balderas	21%	23%	20%	29%	35%	25%	9%
Undecided	25%	21%	28%	23%	32%	21%	18%

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

### **Candidate Image Ratings**

Looking at the candidate image ratings we find Martin Heinrich with a strong image rating with 53% of respondents having a favorable opinion, 19% having an unfavorable opinion and 21% having no opinion. Martin Heinrich is the most well-known of the three candidates with 93% name recognition. Hector Balderas has a 2 to 1 image ratio, with 29% having a favorable opinion of him, 15% having an unfavorable opinion, and 28% having no opinion.

<u>Candidate</u>	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>
Heinrich	53%	19%	21%	7%	93%
Balderas	29%	15%	28%	28%	72%
Valdez	7%	18%	32%	43%	57%

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

### **Survey Commissioned By**

Magellan Data and Mapping Strategies fielded this survey with their own resources and do not have a business relationship with any potential candidates or organizations interested in this election.

### **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. The survey response data was weighted upon past voting demographics from New Mexico primary election cycles. The 636 interviews were conducted on July 17th and 18th. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.88% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey press release, toplines, crosstabs and presentation can be downloaded at [MagellanStrategies.com](http://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](mailto:dflaherty@magellanstrategies.com).



**About Magellan Data and Mapping Strategies**

*Magellan Data and Mapping Strategies offer a wide array of political data products and services to Republican political candidates and organizations. Our services include live, automated and online survey research, modeling, microtargeting and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting data and technology consulting. Visit our website at [MagellanStrategies.com](http://MagellanStrategies.com) for more information about our firm.*





**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**

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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 17<sup>th</sup> and July 18<sup>th</sup>, 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.

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

Democrat ..... 100%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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

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

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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%

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