

Table 2-1

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

	GEND			AGE					GEN-AGE				SANCHEZ IMG RATING		WILSON IMG RATING		SOWARDS IMG RATING		ENGLISH IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
EXTREMELY LIKELY	721 90.2	344 89.8	377 90.7	47 84.9	71 89.1	153 91.4	173 94.3	276 88.5	120 89.8	224 89.8	152 89.5	225 91.5	267 93.7	137 86.8	489 91.3	146 86.9	107 93.2	111 89.4	51 91.2	101 88.2
VERY LIKELY	46 5.8	21 5.4	25 6.1	5 9.7	2 2.6	10 5.8	6 3.0	24 7.6	5 4.1	15 6.1	12 6.9	14 5.6	12 4.4	7 4.3	26 4.9	13 7.6	5 4.1	9 7.2	5 8.8	8 6.7
SOMEWHAT LIKELY	32 4.0	18 4.8	13 3.2	3 5.4	7 8.3	5 2.8	5 2.7	12 4.0	8 6.1	10 4.1	6 3.6	7 2.9	6 2.0	14 8.9	20 3.8	9 5.5	3 2.7	4 3.4		6 5.1

Table 2-2

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

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONS ERVE	MODE RATE	LIB ERAL	WHT	HISP LTNO	BLCK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
EXTREMELY LIKELY	721 90.2	156 91.9	399 89.8	36 92.0	17 89.2	185 90.6	437 90.7	347 92.8	374 88.0	575 92.9	126 83.1	9 67.1	599 90.3	93 90.0	8 100.0	6 76.7	14 90.3
VERY LIKELY	46 5.8	9 5.6	27 6.0	1 2.1	2 10.8	11 5.4	26 5.5	16 4.3	30 7.1	25 4.1	14 9.4	4 27.5	36 5.5	8 7.4		1 6.9	2 9.7
SOMEWHAT LIKELY	32 4.0	4 2.5	18 4.1	2 5.9		8 4.0	18 3.8	11 2.9	21 4.9	19 3.0	11 7.6	1 5.3	28 4.2	3 2.6		1 16.3	

Table 3-1

T3. Thinking now about people active in New Mexico politics...Do you have a favorable or unfavorable opinion of John Sanchez?

	GEND			AGE					GEN-AGE				SANCHEZ IMG RATING		WILSON IMG RATING		SOWARDS IMG RATING		ENGLISH IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
FAVORABLE	285 35.6	133 34.8	151 36.4	21 37.9	19 23.3	82 48.7	64 34.7	99 31.9	49 36.6	84 33.8	72 42.7	79 32.0	285 100.0		194 36.1	79 46.9	70 60.7	62 49.6	28 49.8	58 50.6
UNFAVORABLE	157 19.7	100 26.0	58 13.8	13 23.3	15 18.2	23 13.7	38 20.5	69 22.1	38 28.3	62 24.8	13 7.5	45 18.2		157 100.0	113 21.1	41 24.3	19 16.9	55 44.1	17 30.4	45 39.7
NO OPINION	261 32.7	110 28.8	151 36.3	12 21.6	30 38.1	41 24.7	62 33.7	116 37.1	28 21.1	82 32.9	56 32.8	95 38.8			174 32.6	33 19.6	21 18.7	8 6.3	8 14.3	9 8.0
NAME ID	703 88.0	344 89.6	360 86.6	46 82.7	64 79.6	146 87.1	163 88.9	284 91.1	115 86.0	228 91.5	141 83.0	219 89.0	285 100.0	157 100.0	481 89.8	153 90.8	110 96.3	125 100.0	53 94.6	113 98.3
HARD NAME ID	442 55.3	233 60.8	209 50.2	34 61.2	33 41.5	105 62.4	101 55.2	168 54.0	87 64.9	146 58.6	85 50.2	124 50.2	285 100.0	157 100.0	306 57.2	120 71.3	89 77.6	117 93.7	45 80.2	103 90.3
NEVER HEARD OF	96 12.0	40 10.4	56 13.4	10 17.3	16 20.4	22 12.9	20 11.1	28 8.9	19 14.0	21 8.5	29 17.0	27 11.0			55 10.2	15 9.2	4 3.7		3 5.4	2 1.7

Table 3-2

T3. Thinking now about people active in New Mexico politics...Do you have a favorable or unfavorable opinion of John Sanchez?

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLCK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
FAVORABLE	285 35.6	132 78.2	115 25.9	13 33.7	2 11.7	143 70.0	116 24.2	138 37.1	146 34.3	233 37.7	45 29.5	4 26.1	237 35.7	38 36.9	1 15.6	2 22.2	6 40.6
UNFAVORABLE	157 19.7	2 1.1	114 25.8	11 28.9	10 52.2	11 5.3	127 26.3	67 17.8	91 21.3	115 18.6	36 24.1	4 28.8	125 18.8	24 23.1	4 45.5	2 29.5	2 15.0
NO OPINION	261 32.7	29 17.3	154 34.7	10 24.0	5 26.2	39 19.3	172 35.6	122 32.8	139 32.7	193 31.2	56 36.8	4 30.0	219 33.0	34 32.3	2 19.0	2 22.5	6 34.5
NAME ID	703 88.0	163 96.5	383 86.3	34 86.7	17 90.1	193 94.6	415 86.1	327 87.7	376 88.3	542 87.5	137 90.4	12 84.9	581 87.6	96 92.2	6 80.1	6 74.2	14 90.1
HARD NAME ID	442 55.3	134 79.2	229 51.6	25 62.7	12 63.9	154 75.3	243 50.4	205 54.9	237 55.7	349 56.3	81 53.6	8 54.9	362 54.5	62 59.9	5 61.1	4 51.7	9 55.6
NEVER HEARD OF	96 12.0	6 3.5	61 13.7	5 13.3	2 9.9	11 5.4	67 13.9	46 12.3	50 11.7	77 12.5	14 9.6	2 15.1	82 12.4	8 7.8	2 19.9	2 25.8	2 9.9

Table 4-2

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

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLACK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
FAVORABLE	535 67.0	62 36.4	411 92.6	15 37.0	4 19.8	65 31.9	431 89.4	236 63.2	299 70.3	409 66.0	113 74.6	9 61.8	457 69.0	57 54.5	7 81.9	4 55.7	11 65.7
UNFAVORABLE	168 21.1	86 50.7	11 2.4	19 48.2	13 70.3	114 55.9	21 4.4	88 23.4	81 19.0	137 22.1	24 15.6	5 38.2	132 19.9	30 29.1		2 24.0	4 25.9
NO OPINION	83 10.4	21 12.2	22 5.0	6 14.8	2 9.9	20 10.0	30 6.3	42 11.2	42 9.8	63 10.2	13 8.8		66 10.0	13 12.8	1 18.1	2 20.3	1 6.1
NAME ID	787 98.5	168 99.2	444 100.0	40 100.0	19 100.0	200 97.8	482 100.0	366 97.8	421 99.1	609 98.3	150 99.1	14 100.0	655 98.8	100 96.4	8 100.0	8 100.0	16 97.7
HARD NAME ID	704 88.1	147 87.0	422 95.0	34 85.2	17 90.1	179 87.8	452 93.7	324 86.7	380 89.3	546 88.1	136 90.3	14 100.0	589 88.9	87 83.6	7 81.9	6 79.7	15 91.6
NEVER HEARD OF	12 1.5	1 0.8				4 2.2		8 2.2	4 0.9	11 1.7	1 0.9		8 1.2	4 3.6			2.3

Table 5-1

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

	GEND			AGE					GEN~AGE				SANCHEZ IMG RATING		WILSON IMG RATING		SOWARDS IMG RATING		ENGLISH IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
FAVORABLE	115 14.3	66 17.3	48 11.6	10 18.2	6 8.0	23 13.6	30 16.6	45 14.4	23 17.3	43 17.3	16 9.5	32 13.0	70 24.4	19 12.3	66 12.3	37 22.1	115 100.0		28 49.5	21 18.3
UNFAVORABLE	125 15.6	76 19.9	48 11.6	5 9.6	10 12.7	35 21.1	20 10.6	54 17.4	29 21.8	47 18.9	22 12.8	27 10.8	62 21.7	55 35.0	83 15.5	38 22.8		125 100.0	15 26.5	83 72.4
NO OPINION	253 31.7	116 30.2	137 33.1	17 30.7	25 31.6	41 24.2	61 33.0	110 35.2	38 28.7	78 31.1	45 26.4	93 37.7	75 26.5	38 24.0	180 33.7	41 24.5			12 20.9	7 5.9
NAME ID	493 61.6	259 67.4	234 56.3	33 58.5	42 52.4	99 58.9	111 60.2	208 66.9	91 67.8	168 67.2	83 48.7	151 61.6	207 72.6	112 71.3	329 61.5	117 69.5	115 100.0	125 100.0	54 96.8	111 96.7
HARD NAME ID	239 29.9	143 37.2	97 23.2	16 27.8	17 20.8	58 34.7	50 27.2	99 31.7	52 39.1	90 36.2	38 22.3	59 23.8	131 46.2	74 47.3	149 27.8	76 45.0	115 100.0	125 100.0	42 76.0	104 90.7
NEVER HEARD OF	306 38.4	125 32.6	182 43.7	23 41.5	38 47.6	69 41.1	73 39.8	103 33.1	43 32.2	82 32.8	87 51.3	95 38.4	78 27.4	45 28.7	206 38.5	51 30.5			2 3.2	4 3.3

Table 5-2

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

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLCK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
FAVORABLE	115 14.3	24 14.2	33 7.3	35 87.7	6 30.9	43 21.2	52 10.8	70 18.8	44 10.4	92 14.9	19 12.8	1 8.3	99 14.9	12 11.7		1 15.3	2 13.0
UNFAVORABLE	125 15.6	36 21.3	72 16.1		6 30.8	37 18.1	72 14.9	49 13.2	75 17.7	98 15.8	24 15.6	1 6.2	102 15.4	18 17.2	1 9.9	1 17.3	2 14.3
NO OPINION	253 31.7	46 27.3	149 33.7	5 12.3	4 23.3	53 25.8	161 33.4	114 30.6	139 32.7	199 32.1	43 28.5	7 53.1	216 32.5	31 30.0	1 10.9	2 19.1	4 26.7
NAME ID	493 61.6	106 62.8	254 57.2	40 100.0	16 85.1	133 65.2	284 59.0	234 62.6	259 60.8	388 62.7	86 56.9	9 67.7	417 62.8	61 58.9	2 26.5	4 51.7	9 54.0
HARD NAME ID	239 29.9	60 35.5	104 23.5	35 87.7	12 61.8	80 39.3	123 25.6	120 32.0	120 28.1	190 30.6	43 28.5	2 14.6	201 30.3	30 28.9	1 15.6	3 32.5	4 27.3
NEVER HEARD OF	306 38.4	63 37.2	190 42.8		3 14.9	71 34.8	198 41.0	140 37.4	167 39.2	231 37.3	65 43.1	4 32.3	247 37.2	43 41.1	6 73.5	4 48.3	7 46.0

Table 6-1

T6. Do you have a favorable or unfavorable opinion of Bill English?

	GEND			AGE					GEN~AGE				SANCHEZ IMG RATING		WILSON IMG RATING		SOWARDS IMG RATING		ENGLISH IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
FAVORABLE	56 7.0	36 9.4	20 4.7	11 19.2	2 2.9	13 7.7	9 4.8	21 6.6	19 14.0	17 6.9	7 4.3	12 5.0	28 9.7	17 10.8	37 6.8	16 9.5	28 24.0	15 11.8	56 100.0	
UNFAVORABLE	114 14.3	72 18.8	42 10.2	5 9.4	8 10.1	35 20.7	21 11.5	45 14.5	29 22.0	43 17.1	19 11.0	24 9.6	58 20.3	45 28.9	76 14.2	37 22.3	21 18.3	83 66.5		114 100.0
NO OPINION	258 32.3	115 29.9	143 34.5	15 27.3	24 29.7	42 25.3	63 34.5	113 36.2	29 21.4	86 34.5	53 31.1	90 36.7	82 28.9	43 27.5	173 32.2	56 33.4	35 30.3	16 12.6		
NAME ID	428 53.5	223 58.1	205 49.3	31 55.8	34 42.8	90 53.7	94 50.9	179 57.4	77 57.3	146 58.6	79 46.4	126 51.4	168 58.9	106 67.2	285 53.3	110 65.2	83 72.6	113 90.9	56 100.0	114 100.0
HARD NAME ID	170 21.3	108 28.2	62 14.9	16 28.5	10 13.1	48 28.4	30 16.4	66 21.1	48 36.0	60 24.1	26 15.2	36 14.6	86 30.1	62 39.7	112 21.0	54 31.8	48 42.3	98 78.3	56 100.0	114 100.0
NEVER HEARD OF	371 46.5	161 41.9	211 50.7	25 44.2	46 57.2	78 46.3	90 49.1	133 42.6	57 42.7	103 41.4	91 53.6	120 48.6	117 41.1	52 32.8	250 46.7	58 34.8	31 27.4	11 9.1		

Table 6-2

T6. Do you have a favorable or unfavorable opinion of Bill English?

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLCK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
FAVORABLE	56 7.0	9 5.3	30 6.7	5 12.5	9 47.6	17 8.5	35 7.3	32 8.6	24 5.5	40 6.4	12 7.6	4 30.6	45 6.8	10 9.2			1 4.5
UNFAVORABLE	114 14.3	33 19.3	64 14.4	5 13.9	5 24.6	34 16.4	70 14.6	49 13.1	65 15.4	89 14.3	24 15.7	1 6.2	91 13.8	18 17.3	1 15.6	2 26.1	2 12.0
NO OPINION	258 32.3	44 26.2	145 32.7	16 39.9	1 3.6	57 28.0	157 32.5	123 33.0	135 31.6	206 33.3	45 29.6	5 36.2	213 32.1	36 34.5	3 37.4	2 19.1	5 28.9
NAME ID	428 53.5	86 50.8	239 53.9	26 66.3	14 75.8	108 52.9	262 54.4	204 54.7	224 52.6	334 54.0	80 52.9	10 73.0	349 52.7	63 61.0	4 53.0	4 45.2	7 45.5
HARD NAME ID	170 21.3	42 24.6	94 21.1	10 26.3	14 72.2	51 24.9	105 21.9	81 21.7	89 20.9	128 20.7	35 23.3	5 36.8	137 20.6	27 26.4	1 15.6	2 26.1	3 16.6
NEVER HEARD OF	371 46.5	83 49.2	205 46.1	13 33.7	5 24.2	96 47.1	220 45.6	169 45.3	202 47.4	285 46.0	71 47.1	4 27.0	314 47.3	41 39.0	4 47.0	4 54.8	9 54.5

Table 7-1

T7. If the Republican primary 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 Bill English?

	GEND			AGE					GEN-AGE				SANCHEZ		WILSON IMG		SOWARDS		ENGLISH IMG	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
HEATHER WILSON	444 55.5	215 56.0	229 55.1	36 64.0	38 47.1	81 48.1	107 58.5	182 58.5	65 48.7	149 59.9	89 52.4	140 57.0	115 40.3	114 72.7	411 76.7	11 6.4	33 28.4	72 57.5	30 53.4	64 56.0
JOHN SANCHEZ	169 21.2	78 20.3	91 22.0	10 18.6	19 24.0	57 33.8	34 18.5	49 15.7	35 26.2	43 17.1	51 30.1	40 16.4	132 46.5	2 1.1	62 11.5	86 51.0	24 21.0	36 28.9	9 16.2	33 28.5
GREG SOWARDS	40 5.0	22 5.8	17 4.2	2 3.6	2 2.9	8 4.5	9 4.7	19 6.1	7 5.5	15 6.0	5 2.7	13 5.1	13 4.7	11 7.3	15 2.7	19 11.4	35 30.4		5 8.9	5 4.8
BILL ENGLISH	19 2.3	12 3.2	6 1.5	4 6.9		4 2.5	4 2.4	6 2.0	7 4.9	6 2.3	1 0.9	5 2.0	2 0.8	10 6.2	4 0.7	13 7.8	6 5.1	6 4.6	9 16.1	5 4.0
UNDECIDED	128 16.0	56 14.7	71 17.2	4 6.8	21 26.0	19 11.1	29 15.9	55 17.7	20 14.7	37 14.7	23 13.8	48 19.5	22 7.7	20 12.6	45 8.3	39 23.4	17 15.2	11 8.9	3 5.5	8 6.7

Table 7-2

T7. If the Republican primary 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 Bill English?

	REP PRIM BALLOT TEST				REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE					
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLACK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
HEATHER WILSON	444 55.5		444 100.0			7 3.3	430 89.3	192 51.5	251 59.1	329 53.2	104 68.6	7 52.2	373 56.2	51 48.8	7 91.9	5 62.6	8 50.9
JOHN SANCHEZ	169 21.2	169 100.0				158 77.4	6 1.3	87 23.2	82 19.4	148 23.9	13 8.9	2 17.8	135 20.3	29 27.5	1 8.1	1 13.4	4 26.5
GREG SOWARDS	40 5.0			40 100.0		15 7.2	19 3.9	22 5.9	18 4.1	35 5.6	4 2.4		37 5.5	2 1.8			1 6.3
BILL ENGLISH	19 2.3				19 100.0	4 2.0	12 2.5	7 1.8	12 2.8	14 2.2	5 3.3		13 2.0	5 4.8			1 4.5
UNDECIDED	128 16.0					21 10.2	14 3.0	66 17.6	62 14.5	94 15.1	25 16.8	4 30.0	106 16.0	18 17.1		2 24.0	2 11.8

Table 8-1

T8. If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were John Sanchez or Heather Wilson?

	GEND			AGE					GEN-AGE				SANCHEZ IMG RATING		WILSON IMG RATING		SOWARDS IMG RATING		ENGLISH IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
HEATHER WILSON	482 60.3	240 62.6	242 58.2	38 67.8	42 52.6	89 53.1	116 62.9	197 63.3	76 56.3	165 66.0	93 55.1	148 60.3	116 40.9	127 80.5	431 80.4	21 12.5	52 45.3	72 57.5	35 63.3	70 61.3
JOHN SANCHEZ	204 25.6	99 25.9	105 25.3	14 25.0	26 32.6	59 35.3	42 22.9	63 20.2	45 33.6	54 21.8	54 31.9	51 20.7	143 50.2	11 6.9	65 12.2	114 67.9	43 37.8	37 29.7	17 31.2	34 29.3
UNDECIDED	113 14.1	44 11.5	69 16.6	4 7.2	12 14.9	20 11.7	26 14.2	51 16.5	13 10.1	31 12.3	22 13.0	47 19.1	25 8.9	20 12.5	40 7.4	33 19.6	19 16.9	16 12.8	3 5.5	11 9.4

Table 8-2

T8. If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were John Sanchez or Heather Wilson?

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY				RACE			
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLACK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
HEATHER WILSON	482 60.3	6 3.7	430 96.9	19 47.9	12 63.3		482 100.0	212 56.8	269 63.3	359 57.9	109 72.2	9 66.3	402 60.6	58 56.0	7 91.9	5 62.6	9 57.8
JOHN SANCHEZ	204 25.6	158 93.4	7 1.5	15 36.9	4 21.4	204 100.0		111 29.7	93 22.0	175 28.3	20 13.3	5 33.7	168 25.4	30 28.5	1 8.1	2 22.2	4 25.7
UNDECIDED	113 14.1	5 2.9	7 1.6	6 15.2	3 15.2			50 13.5	63 14.7	85 13.8	22 14.5		93 14.0	16 15.6		1 15.2	3 16.6

Table 9-1

T9. Do you consider yourself to be a member of the tea party movement?

	GEND			AGE					GEN~AGE				SANCHEZ IMG RATING		WILSON IMG RATING		SOWARDS IMG RATING		ENGLISH IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
NO	425 53.2	187 48.6	239 57.5	20 36.6	31 38.7	89 52.9	94 51.3	191 61.3	56 41.7	131 52.4	84 49.7	155 62.8	146 51.3	91 57.6	299 55.9	81 48.0	44 38.7	75 60.4	24 42.3	65 57.2
YES	374 46.8	197 51.4	177 42.5	35 63.4	49 61.3	79 47.1	89 48.7	121 38.7	78 58.3	119 47.6	85 50.3	91 37.2	138 48.7	67 42.4	236 44.1	88 52.0	70 61.3	49 39.6	32 57.7	49 42.8

Table 9-2

T9. Do you consider yourself to be a member of the tea party movement?

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLACK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
NO	425 53.2	82 48.7	251 56.7	18 44.5	12 63.9	93 45.7	269 55.9	425 100.0		280 45.2	125 82.5	9 68.0	363 54.7	53 51.1		2 26.2	7 46.7
YES	374 46.8	87 51.3	192 43.3	22 55.5	7 36.1	111 54.3	212 44.1	374 100.0		339 54.8	26 17.5	4 32.0	300 45.3	51 48.9	8 100.0	6 73.8	9 53.3

Table 10-1

T10. Do you consider yourself to be conservative, moderate or liberal in your political beliefs?

	GEND			AGE					GEN~AGE				SANCHEZ IMG RATING		WILSON IMG RATING		SOWARDS IMG RATING		ENGLISH IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
CONSERVATIVE	619 77.5	304 79.2	315 75.9	49 88.1	55 68.8	136 81.2	142 77.5	236 75.9	107 79.4	197 79.1	134 79.0	182 73.8	233 82.0	115 73.3	409 76.4	137 81.3	92 80.3	98 78.3	40 71.7	89 77.3
MODERATE	151 18.9	63 16.5	88 21.1	7 11.9	16 19.7	27 15.8	36 19.6	66 21.2	19 14.1	45 17.9	30 17.7	58 23.4	45 15.7	36 23.2	113 21.1	24 14.0	19 16.9	24 19.0	12 20.7	24 20.7
LIBERAL	14 1.7	8 2.1	6 1.4		7 8.9	1 0.9	2 1.1	3 1.0	5 3.8	3 1.2	4 2.1	2 1.0	4 1.3	4 2.5	9 1.6	5 3.2	1 1.0	1 0.7	4 7.6	1 0.8
UNDECIDED	15 1.8	8 2.2	6 1.5		2 2.6	4 2.1	3 1.8	6 1.9	4 2.8	5 1.9	2 1.1	4 1.8	3 1.1	2 1.0	5 0.9	3 1.5	2 1.8	2 2.0		1 1.2

Table 10-2

T10. Do you consider yourself to be conservative, moderate or liberal in your political beliefs?

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVATIVE	MODERATE	LIBERAL	WHITE	HISPANIC	BLACK AA	NAT AMER	OTHER
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
CONSERVATIVE	619 77.5	148 87.4	329 74.2	35 87.7	14 73.5	175 85.8	359 74.5	339 90.8	280 65.9	619 100.0			519 78.3	71 68.7	8 100.0	8 94.9	13 80.5
MODERATE	151 18.9	13 8.0	104 23.4	4 9.1	5 26.5	20 9.9	109 22.6	26 7.1	125 29.3		151 100.0		129 19.4	20 19.4			2 13.3
LIBERAL	14 1.7	2 1.5	7 1.6			5 2.3	9 1.9	4 1.2	9 2.2			14 100.0	7 1.1	7 6.5			
UNDECIDED	15 1.8	5 3.2	3 0.8	1 3.3		4 2.0	5 1.0	4 1.0	11 2.6				8 1.2	6 5.4			1 6.1

Table 11-1

T11. For statistical purposes, are you a man or a woman?

	GEND			AGE					GEN~AGE				SANCHEZ IMG RATING		WILSON IMG RATING		SOWARDS IMG RATING		ENGLISH IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
FEMALE	415 52.0		415 100.0	18 32.3	43 54.4	108 64.3	94 51.1	152 48.8			169 100.0	246 100.0	151 53.1	58 36.6	269 50.2	82 48.5	48 42.1	48 38.8	20 35.1	42 36.9
MALE	384 48.0	384 100.0		38 67.7	36 45.6	60 35.7	90 48.9	159 51.2	134 100.0	249 100.0			133 46.9	100 63.4	267 49.8	87 51.5	66 57.9	76 61.2	36 64.9	72 63.1

T11. For statistical purposes, are you a man or a woman?

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLACK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
FEMALE	415 52.0	91 54.1	229 51.6	17 43.6	6 33.6	105 51.4	242 50.2	177 47.3	239 56.1	315 50.9	88 58.0	6 43.0	347 52.3	55 53.4	5 57.0	2 25.5	7 41.3
MALE	384 48.0	78 45.9	215 48.4	22 56.4	12 66.4	99 48.6	240 49.8	197 52.7	187 43.9	304 49.1	63 42.0	8 57.0	316 47.7	48 46.6	3 43.0	6 74.5	9 58.7

Table 12-1

T12. Which of the following age groups applies to you?

	GEND			AGE					GEN~AGE				SANCHEZ IMG RATING		WILSON IMG RATING		SOWARDS IMG RATING		ENGLISH IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
18-34	56 7.0	38 9.9	18 4.4	56 100.0					38 28.2		18 10.7		21 7.4	13 8.3	35 6.6	11 6.3	10 8.9	5 4.3	11 19.3	5 4.6
35-44	80 10.0	36 9.5	43 10.5		80 100.0				36 27.2		43 25.6		19 6.6	15 9.2	49 9.2	19 11.1	6 5.6	10 8.2	2 4.2	8 7.1
45-54	168 21.0	60 15.6	108 26.0			168 100.0			60 44.6		108 63.7		82 28.7	23 14.7	100 18.7	46 27.2	23 19.9	35 28.4	13 23.2	35 30.4
55-64	184 23.0	90 23.4	94 22.6				184 100.0			90 36.0		94 38.2	64 22.4	38 23.9	132 24.6	34 20.1	30 26.6	20 15.7	9 16.0	21 18.5
65 PLUS	312 39.0	159 41.6	152 36.6					312 100.0	159 64.0		152 61.8	99 34.9	69 43.9	219 40.9	59 35.3	45 39.1	54 43.4	21 37.2	45 39.4	

Table 12-2

T12. Which of the following age groups applies to you?

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLACK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
18-34	56 7.0	10 6.1	36 8.1	2 5.1	4 20.6	14 6.9	38 7.9	35 9.5	20 4.8	49 8.0	7 4.4		37 5.5	16 15.1	3 43.1		
35-44	80 10.0	19 11.3	38 8.5	2 5.9		26 12.7	42 8.7	49 13.1	31 7.3	55 8.9	16 10.4	7 51.4	61 9.3	16 15.0	1 14.1		2 11.4
45-54	168 21.0	57 33.5	81 18.2	8 19.2	4 22.6	59 29.0	89 18.5	79 21.2	89 20.9	136 22.0	27 17.5	1 10.7	129 19.4	30 29.3	3 37.1	2 21.0	4 25.4
55-64	184 23.0	34 20.1	107 24.2	9 21.9	4 23.0	42 20.6	116 24.0	89 23.9	94 22.2	142 23.0	36 23.8	2 14.9	159 24.0	14 13.6	5.7	5 61.1	5 30.0
65 PLUS	312 39.0	49 28.9	182 41.1	19 47.9	6 33.8	63 30.8	197 40.9	121 32.3	191 44.9	236 38.2	66 43.8	3 23.1	277 41.8	28 26.9		1 17.9	5 33.2

Table 13-1
 T13. 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 Native American, press 5 if you are another ethnic group.

	GEND			AGE					GEN-AGE				SANCHEZ IMG RATING		WILSON IMG RATING		SOWARDS IMG RATING		ENGLISH IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	799 100.0	384 100.0	415 100.0	56 100.0	80 100.0	168 100.0	184 100.0	312 100.0	134 100.0	249 100.0	169 100.0	246 100.0	285 100.0	157 100.0	535 100.0	168 100.0	115 100.0	125 100.0	56 100.0	114 100.0
WHITE	663 83.0	316 82.5	347 83.5	37 65.7	61 76.8	129 76.7	159 86.8	277 88.9	99 74.0	217 87.0	127 75.2	219 89.2	237 83.2	125 79.4	457 85.4	132 78.4	99 86.1	102 82.1	45 81.6	91 79.7
HISPANIC LATINO	104 13.0	48 12.6	55 13.3	16 28.1	16 19.5	30 18.2	14 7.7	28 9.0	28 20.6	21 8.4	34 20.2	21 8.6	38 13.4	24 15.2	57 10.6	30 18.0	12 10.6	18 14.3	10 17.1	18 15.7
ANOTHER ETHNIC GROUP	16 2.0	9 2.4	7 1.6		2 2.3	4 2.4	5 2.6	5 1.7	2 1.6	7 2.9	4 2.2	3 1.2	6 2.3	2 1.5	11 2.0	4 2.5	2 1.8	2 1.8	1 1.3	2 1.7
NATIVE AMERICAN	8 1.0	6 1.6	2 0.5			2 1.0	5 2.7	1 0.5	2 1.3	4 1.7			2 0.8	2 0.6	2 1.5	4 0.8	2 1.1	1 1.1	1 1.1	2 1.8
BLACK AFRICAN AMERICAN	8 1.0	3 0.9	5 1.1	3 6.2	1 1.4	3 1.8	0.2		3 2.6		4 2.4	0.2	1 0.4	4 2.3	7 1.2		0.4	1 0.6		1 1.1

Table 13-2
 T13. 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 Native American, press 5 if you are another ethnic group.

	REP PRIM BALLOT TEST					REP PRIM BALLOT TEST		TEA PARTY MEMBER		IDEOLOGY			RACE				
	TOTAL	SAN CHEZ	WIL SON	SOW ARDS	ENG LISH	SAN CHEZ	WIL SON	YES	NO	CONSERVE	MODERATE	LIBERAL	WHITE	HISP LTNO	BLK AA	NAT AMER	OTHR
TOTAL	799 100.0	169 100.0	444 100.0	40 100.0	19 100.0	204 100.0	482 100.0	374 100.0	425 100.0	619 100.0	151 100.0	14 100.0	663 100.0	104 100.0	8 100.0	8 100.0	16 100.0
WHITE	663 83.0	135 79.6	373 84.0	37 92.8	13 69.3	168 82.3	402 83.4	300 80.4	363 85.3	519 83.9	129 85.2	7 51.3	663 100.0				
HISPANIC LATINO	104 13.0	29 16.9	51 11.4	2 4.7	5 26.8	30 14.5	58 12.1	51 13.6	53 12.5	71 11.5	20 13.4	7 48.7	104 100.0				
ANOTHER ETHNIC GROUP	16 2.0	4 2.5	8 1.8	1 2.5	1 3.8	4 2.0	9 1.9	9 2.3	7 1.8	13 2.1	2 1.4						16 100.0
NATIVE AMERICAN	8 1.0	1 0.6	5 1.1			2 0.9	5 1.0	6 1.6	2 0.5	8 1.2							8 100.0
BLACK AFRICAN AMERICAN	8 1.0	1 0.4	7 1.7			1 0.3	7 1.5	8 2.1		8 1.3					8 100.0		