



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

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

**NEW MEXICO 2012 US SENATE REPUBLICAN PRIMARY SURVEY RELEASE
HEATHER WILSON MAINTAINS 35 POINT LEAD OVER GOP FIELD
WILSON 56%, SANCHEZ 21%, SOWARDS 5%, ENGLISH 2%, UNDECIDED 16%
WILSON-SANCHEZ HEAD TO HEAD BALLOT TEST:
WILSON 60%, SANCHEZ 26%, UNDECIDED 14%**

Louisville, CO – Magellan Data and Mapping Strategies today released the results of an autodial survey of 799 likely 2012 New Mexico Republican primary voters. The current ballot test shows Heather Wilson leading by 35 points with 56% support followed by Lt. Governor John Sanchez with 21%, Greg Sowards with 5%, and Bill English with 2% with 15% undecided. Heather Wilson has dropped 3% since our poll in late April when she had 59% of support, but she still maintains a significant lead over the rest of the field. Among the 47% of respondents that are self-described Tea Party voters Heather Wilson leads by 29 points, and among conservative voters she leads by 29 points. Among moderate voters, she leads by a whopping 60 points. Among all respondents 78% identified themselves as conservative in their political views and 19% percent as moderate.

It should be noted that it is still very early in this race, and the candidates are raising money, building support and not spending significant dollars on getting their message out. It should also be noted that our last survey in April, John Sanchez had not formally entered the race. Since announcing his candidacy he has improved by four points from 17% to 21% support. Greg Sowards has increased three points from 2% to 5%, and this is the first time we included Bill English in the ballot test survey. The following table shows the ballot test by major voting 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>Voters 65+</u>	<u>Tea Party</u>	<u>Conserv Voters</u>	<u>Moderate Voters</u>
Wilson Margin	+35	+36	+33	+43	+29	+29	+60
Wilson	56%	56%	55%	59%	52%	53%	69%
Sanchez	21%	20%	22%	16%	23%	24%	9%
Sowards	5%	6%	4%	6%	6%	6%	2%
English	2%	3%	2%	2%	2%	2%	3%
Undecided	16%	15%	17%	17%	17%	15%	17%

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

In the head to head ballot test of Heather Wilson and John Sanchez we find Heather Wilson leading by 34 points, 60% to 26%. Among moderate voters Heather Wilson has a huge lead, 72% to 13%. It is clear she is currently doing very well among all major voting subgroups as the table below indicates.

2012 US Senate Wilson-Sanchez Ballot Test by Voter Subgroup*

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 65+</u>	<u>Tea Party</u>	<u>Conserv Voters</u>	<u>Moderate Voters</u>
Wilson Margin	+34	+37	+33	+43	+27	+30	+59
Wilson	60%	63%	58%	63%	57%	58%	72%
Sanchez	26%	26%	25%	20%	30%	28%	13%
Undecided	14%	11%	17%	17%	13%	14%	15%

Candidate Image Ratings

Looking at the candidate image ratings we find Heather Wilson with a strong image rating with 67% of respondents having a favorable opinion of her and 21% having an unfavorable opinion. John Sanchez has a positive image rating with 36% having a favorable opinion of him, 20% having an unfavorable opinion, and 33% who have heard of him, but do not have an opinion of him. The following table shows the image ratings for all candidates.

<u>Candidate</u>	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>
Wilson	67%	21%	10%	2%	98%
Sanchez	36%	20%	33%	11%	89%
Sowards	14%	16%	32%	38%	62%
English	7%	14%	32%	47%	53%

**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 799 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 3.46% 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



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 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 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 REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 799N autodial survey of likely Republican 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 +/- 3.46% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from past New Mexico Republican Primary elections.

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..... 90%
Very Likely 6%
Somewhat Likely 4%

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

Favorable..... 36%
Unfavorable 20%
No Opinion 33%

Name ID..... 89%
Hard Name ID 56%
Never Heard Of..... 11%

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

Favorable 67%
Unfavorable 21%
No Opinion 10%

Name ID 98%
Hard Name ID 88%
Never Heard Of 2%

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

Favorable 14%
Unfavorable 16%
No Opinion 32%

Name ID 62%
Hard Name ID 30%
Never Heard Of 38%

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

Favorable 7%
Unfavorable 14%
No Opinion 32%

Name ID 53%
Hard Name ID 21%
Never Heard Of 47%

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?

Heather Wilson 56%
John Sanchez 21%
Greg Sowards 5%
Bill English 2%
Undecided 16%



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?

Heather Wilson 60%
John Sanchez 26%
Undecided..... 14%

T9. Do you consider yourself to be a member of the Tea Party movement?

No 53%
Yes..... 47%

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

Conservative..... 78%
Moderate..... 19%
Liberal 1%
Unsure/No Opinion..... 2%

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

Female..... 52%
Male..... 48%

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

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

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

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

