

INTERVIEWS: Tom Jensen 919-744-6312

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Heinrich leads Wilson by five in NM

Raleigh, N.C. – In PPP’s first look at New Mexico’s U.S. Senate race after the primaries, frontrunners and now nominees Martin Heinrich and Heather Wilson are running in place. Heinrich led with 48% over Wilson’s 43% three months ago, and they each have the same share of the vote now.

Despite the overall stability in the topline, there has been movement across the aisle on both sides. Heinrich has eaten into Wilson’s Republican base, and Wilson into Heinrich’s Democratic stable. Where Wilson had the GOP locked up 90-5 in the hypothetical matchup in late April, she now only has a 76-16 lead with her own party’s voters. But that is still a better grip on her partisans than Heinrich has of his. Wilson pulls 23% of Democrats, up from 16% in the last poll, bringing Heinrich’s share down from 77% to 69%. Meanwhile, Heinrich has just slightly upped his lead with independents, from 40-37 to 45-40.

Heinrich has closed the name identification gap quite a bit in the last few months, but the primaries bruised both candidates’ images, particularly Wilson’s. Now both candidates are in negative territory. Heinrich was seen narrowly positively in April (34% favorable, 31% unfavorable), but that is now 39-40, an increase of 14 points in recognition but a shift of three points in the wrong direction. That is better than Wilson’s two points of higher name ID and six points of negative movement. Where she had a net -5 favorability spread before (40-45), that is now -11 (38-49).

“Our polling on this race has been very consistent,” said Dean Debnam, President of Public Policy Polling. “It’s close but Martin Heinrich has a persistent edge.”

Looking ahead to 2014, Susana Martinez seems to be in pretty good shape if she seeks re-election as governor. Her net +22 approval margin (56% approve, 34% disapprove) makes her the tenth most popular chief executive on which PPP has polled. Her only announced opponent starts with a very early 12-point deficit: Attorney General Gary King lags 39-51. Recent Senate primary loser and State Auditor Hector Balderas is down by one point more (37-50). Part of Martinez’s popularity is because she gets 31-33% of Democrats, who are a majority of the electorate, thanks to her 39-41% of Hispanic voters.

PPP surveyed 724 New Mexico voters from July 13th to 16th. The margin of error for the survey is +/-3.6%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



New Mexico Survey Results

<p>Q1 Do you have a favorable or unfavorable opinion of Martin Heinrich?</p> <p><i>Favorable</i>..... 39%</p> <p><i>Unfavorable</i> 40%</p> <p><i>Not sure</i> 21%</p>	<p>Q7 If the candidates for Governor in 2014 were Democrat Hector Balderas and Republican Susana Martinez, who would you vote for?</p> <p><i>Hector Balderas</i>..... 37%</p> <p><i>Susana Martinez</i>..... 50%</p> <p><i>Not sure</i>..... 13%</p>
<p>Q2 Do you have a favorable or unfavorable opinion of Heather Wilson?</p> <p><i>Favorable</i>..... 38%</p> <p><i>Unfavorable</i> 49%</p> <p><i>Not sure</i> 13%</p>	<p>Q8 If the candidates for Governor in 2014 were Democrat Gary King and Republican Susana Martinez, who would you vote for?</p> <p><i>Gary King</i>..... 39%</p> <p><i>Susana Martinez</i>..... 51%</p> <p><i>Not sure</i> 10%</p>
<p>Q3 The candidates for US Senate this fall are Democrat Martin Heinrich and Republican Heather Wilson. If the election was today, who would you vote for?</p> <p><i>Martin Heinrich</i>..... 48%</p> <p><i>Heather Wilson</i> 43%</p> <p><i>Undecided</i>..... 9%</p>	<p>Q9 Who did you vote for President in 2008?</p> <p><i>John McCain</i>..... 43%</p> <p><i>Barack Obama</i>..... 51%</p> <p><i>Someone else/Don't remember</i> 7%</p>
<p>Q4 Do you approve or disapprove of Governor Susana Martinez's job performance?</p> <p><i>Approve</i> 56%</p> <p><i>Disapprove</i>..... 34%</p> <p><i>Not sure</i> 10%</p>	<p>Q10 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?</p> <p><i>Very liberal</i>..... 16%</p> <p><i>Somewhat liberal</i> 21%</p> <p><i>Moderate</i>..... 26%</p> <p><i>Somewhat conservative</i>..... 21%</p> <p><i>Very conservative</i> 16%</p>
<p>Q5 Do you have a favorable or unfavorable opinion of Hector Balderas?</p> <p><i>Favorable</i>..... 34%</p> <p><i>Unfavorable</i> 20%</p> <p><i>Not sure</i> 46%</p>	<p>Q11 If you are a woman, press 1. If a man, press 2.</p> <p><i>Woman</i> 53%</p> <p><i>Man</i>..... 47%</p>
<p>Q6 Do you have a favorable or unfavorable opinion of Gary King?</p> <p><i>Favorable</i>..... 30%</p> <p><i>Unfavorable</i> 34%</p> <p><i>Not sure</i>..... 37%</p>	<p>Q12 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.</p> <p><i>Democrat</i> 52%</p> <p><i>Republican</i>..... 33%</p> <p><i>Independent/Other</i>..... 16%</p>



Q13 If you are Hispanic, press 1. If white, press 2.
If other, press 3.

<i>Hispanic</i>	40%
<i>White</i>	50%
<i>Other</i>	10%

Q14 If you are 18 to 29 years old, press 1. If 30 to
45, press 2. If 46 to 65, press 3. If you are
older than 65, press 4.

<i>18 to 29</i>	17%
<i>30 to 45</i>	27%
<i>46 to 65</i>	37%
<i>Older than 65</i>	19%



Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Heinrich Favorability				
Favorable	39%	11%	66%	19%
Unfavorable	40%	66%	15%	62%
Not sure	21%	23%	19%	19%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Wilson Favorability				
Favorable	38%	66%	13%	46%
Unfavorable	49%	20%	76%	34%
Not sure	13%	14%	11%	20%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Heinrich/Wilson				
Martin Heinrich	48%	18%	75%	32%
Heather Wilson	43%	73%	17%	51%
Undecided	9%	9%	8%	16%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Martinez Approval				
Approve	56%	80%	33%	69%
Disapprove	34%	12%	55%	18%
Not sure	10%	8%	12%	13%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Balderas Favorability				
Favorable	34%	17%	50%	27%
Unfavorable	20%	34%	6%	27%
Not sure	46%	49%	43%	47%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
King Favorability				
Favorable	30%	16%	42%	22%
Unfavorable	34%	51%	18%	43%
Not sure	37%	33%	40%	34%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Balderas/Martinez				
Hector Balderas	37%	7%	66%	18%
Susana Martinez	50%	89%	17%	51%
Not sure	13%	4%	18%	31%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
King/Martinez				
Gary King	39%	9%	67%	22%
Susana Martinez	51%	87%	20%	59%
Not sure	10%	4%	13%	19%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Heinrich Favorability						
Favorable	39%	63%	65%	37%	25%	5%
Unfavorable	40%	19%	21%	39%	47%	75%
Not sure	21%	18%	13%	24%	28%	20%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Wilson Favorability						
Favorable	38%	20%	18%	35%	59%	55%
Unfavorable	49%	72%	71%	50%	31%	23%
Not sure	13%	8%	10%	15%	11%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Heinrich/Wilson						
Martin Heinrich	48%	83%	70%	51%	27%	7%
Heather Wilson	43%	13%	23%	36%	63%	85%
Undecided	9%	5%	7%	14%	10%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Martinez Approval						
Approve	56%	23%	39%	52%	79%	85%
Disapprove	34%	72%	51%	29%	15%	8%
Not sure	10%	5%	10%	19%	6%	7%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Balderas Favorability						
Favorable	34%	37%	53%	40%	24%	10%
Unfavorable	20%	12%	9%	16%	23%	42%
Not sure	46%	51%	38%	43%	53%	47%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
King Favorability						
Favorable	30%	40%	44%	29%	25%	7%
Unfavorable	34%	18%	23%	32%	39%	58%
Not sure	37%	42%	33%	38%	36%	35%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Balderas/Martinez						
Hector Balderas	37%	56%	60%	40%	22%	4%
Susana Martinez	50%	31%	23%	38%	73%	94%
Not sure	13%	12%	17%	22%	6%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
King/Martinez						
Gary King	39%	64%	69%	37%	20%	5%
Susana Martinez	51%	31%	20%	46%	71%	94%
Not sure	10%	4%	11%	17%	9%	1%





Crosstabs

	Base	Gender	
		Woman	Man
Heinrich Favorability			
Favorable	39%	40%	39%
Unfavorable	40%	36%	44%
Not sure	21%	25%	17%

	Base	Gender	
		Woman	Man
Wilson Favorability			
Favorable	38%	37%	39%
Unfavorable	49%	46%	53%
Not sure	13%	17%	8%

	Base	Gender	
		Woman	Man
Heinrich/Wilson			
Martin Heinrich	48%	50%	45%
Heather Wilson	43%	39%	47%
Undecided	9%	10%	8%

	Base	Gender	
		Woman	Man
Martinez Approval			
Approve	56%	50%	62%
Disapprove	34%	37%	31%
Not sure	10%	13%	7%





Crosstabs

	Base	Gender	
		Woman	Man
Balderas Favorability			
Favorable	34%	37%	31%
Unfavorable	20%	13%	28%
Not sure	46%	50%	41%

	Base	Gender	
		Woman	Man
King Favorability			
Favorable	30%	28%	32%
Unfavorable	34%	30%	38%
Not sure	37%	42%	30%

	Base	Gender	
		Woman	Man
Balderas/Martinez			
Hector Balderas	37%	42%	32%
Susana Martinez	50%	45%	57%
Not sure	13%	14%	11%

	Base	Gender	
		Woman	Man
King/Martinez			
Gary King	39%	42%	36%
Susana Martinez	51%	47%	56%
Not sure	10%	11%	8%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Heinrich Favorability				
Favorable	39%	54%	16%	41%
Unfavorable	40%	28%	60%	34%
Not sure	21%	18%	24%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Wilson Favorability				
Favorable	38%	25%	61%	31%
Unfavorable	49%	65%	26%	47%
Not sure	13%	11%	13%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Heinrich/Wilson				
Martin Heinrich	48%	69%	16%	45%
Heather Wilson	43%	23%	76%	40%
Undecided	9%	8%	9%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Martinez Approval				
Approve	56%	44%	79%	47%
Disapprove	34%	45%	15%	36%
Not sure	10%	11%	6%	17%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Balderas Favorability				
Favorable	34%	45%	20%	28%
Unfavorable	20%	15%	30%	14%
Not sure	46%	40%	49%	59%

	Base	Party		
		Democrat	Republican	Independent/Other
King Favorability				
Favorable	30%	38%	19%	27%
Unfavorable	34%	25%	47%	34%
Not sure	37%	37%	34%	39%

	Base	Party		
		Democrat	Republican	Independent/Other
Balderas/Martinez				
Hector Balderas	37%	56%	10%	30%
Susana Martinez	50%	31%	83%	45%
Not sure	13%	13%	6%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
King/Martinez				
Gary King	39%	55%	13%	39%
Susana Martinez	51%	33%	83%	47%
Not sure	10%	12%	4%	13%





Crosstabs

	Base	Race		
		Hispanic	White	Other
Heinrich Favorability				
Favorable	39%	44%	34%	47%
Unfavorable	40%	38%	42%	35%
Not sure	21%	18%	23%	19%

	Base	Race		
		Hispanic	White	Other
Wilson Favorability				
Favorable	38%	37%	42%	21%
Unfavorable	49%	49%	46%	64%
Not sure	13%	14%	12%	14%

	Base	Race		
		Hispanic	White	Other
Heinrich/Wilson				
Martin Heinrich	48%	56%	40%	57%
Heather Wilson	43%	33%	53%	30%
Undecided	9%	11%	7%	13%

	Base	Race		
		Hispanic	White	Other
Martinez Approval				
Approve	56%	51%	63%	40%
Disapprove	34%	37%	30%	45%
Not sure	10%	12%	7%	15%





Crosstabs

	Base	Race		
		Hispanic	White	Other
Balderas Favorability				
Favorable	34%	45%	24%	42%
Unfavorable	20%	19%	22%	15%
Not sure	46%	36%	54%	43%

	Base	Race		
		Hispanic	White	Other
King Favorability				
Favorable	30%	36%	27%	20%
Unfavorable	34%	32%	36%	28%
Not sure	37%	32%	37%	52%

	Base	Race		
		Hispanic	White	Other
Balderas/Martinez				
Hector Balderas	37%	47%	27%	51%
Susana Martinez	50%	39%	62%	34%
Not sure	13%	15%	11%	15%

	Base	Race		
		Hispanic	White	Other
King/Martinez				
Gary King	39%	50%	29%	46%
Susana Martinez	51%	41%	61%	41%
Not sure	10%	9%	10%	13%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Heinrich Favorability					
Favorable	39%	45%	41%	37%	37%
Unfavorable	40%	42%	34%	42%	41%
Not sure	21%	13%	25%	20%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Wilson Favorability					
Favorable	38%	32%	35%	38%	46%
Unfavorable	49%	52%	49%	50%	45%
Not sure	13%	16%	15%	12%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Heinrich/Wilson					
Martin Heinrich	48%	58%	46%	45%	46%
Heather Wilson	43%	35%	38%	46%	49%
Undecided	9%	6%	15%	8%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Martinez Approval					
Approve	56%	48%	54%	54%	67%
Disapprove	34%	35%	39%	36%	23%
Not sure	10%	16%	6%	10%	10%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Balderas Favorability					
Favorable	34%	47%	33%	33%	28%
Unfavorable	20%	23%	24%	16%	16%
Not sure	46%	30%	42%	51%	56%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
King Favorability					
Favorable	30%	27%	28%	30%	34%
Unfavorable	34%	37%	31%	34%	34%
Not sure	37%	37%	41%	36%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Balderas/Martinez					
Hector Balderas	37%	46%	37%	38%	27%
Susana Martinez	50%	36%	47%	54%	60%
Not sure	13%	18%	15%	9%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
King/Martinez					
Gary King	39%	54%	40%	38%	28%
Susana Martinez	51%	38%	48%	54%	61%
Not sure	10%	8%	12%	8%	11%

