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Democrats hold small lead in NM Senate race

Raleigh, N.C. – The story in the New Mexico Senate race has been the same every time PPP's polled it- it's close, but Democrats have a small early advantage.

Our newest poll finds Martin Heinrich leading Heather Wilson 48-43 and Hector Balderas with a 44-43 advantage. Both match ups have seen only a small change from when PPP polled the state in December. At that time Heinrich led Wilson 47-40 and Balderas and Wilson were knotted at 43%.

It appears likely Heinrich will be the Democratic nominee. He has a 51-27 advantage over Balderas in the primary, up from 47-30 on our last poll. The candidates are running even with Hispanics at 40%, but Heinrich is leading on the basis of a 64-12 advantage with white voters. Heinrich leads across the ideological spectrum but is particularly strong with somewhat liberal voters (41 points) and very liberal ones (37 points) while holding a more modest 14 point advantage with moderates.

Wilson is staying competitive with Heinrich and Balderas in this increasingly Democratic state by peeling off 16-17% of the Democratic vote while losing just 4-5% of the Republican vote. What's keeping her from the lead right now is a lack of appeal to independent voters. Her favorability with them is 36/45, worse than her overall spread of 40/45, and she basically ties both Democrats with them. She's up 37-34 on Balderas, but down 40-37 to Heinrich. For a Republican to win New Mexico pretty much requires not just winning independents, but winning them by a healthy margin. Our final poll of the 2010 Governor's race in New Mexico found Susana Martinez with a 60-34 lead over Diane Denish with them.

“Democrats have just a small lead in the New Mexico Senate race right now,” said Dean Debnam, President of Public Policy Polling. “But Heather Wilson has pretty much maxed out her Republican support, while either Martin Heinrich or Hector Balderas will have plenty of room to grow with Democrats. In the end it will be very difficult for the GOP to win this race.”

PPP surveyed 526 New Mexico voters voters from April 19th to 22nd, as well as 270 Democratic primary voters. The margin of error for the overall survey is +/-4.3% and for the Democratic survey it's +/-6.0%. This poll was not paid for or authorized by any campaign or political organization.



New Mexico Survey Results

- Q1** Do you have a favorable or unfavorable opinion of Hector Balderas?
- Favorable*..... 22%
 - Unfavorable* 24%
 - Not sure* 54%
- Q2** Do you have a favorable or unfavorable opinion of Martin Heinrich?
- Favorable*..... 34%
 - Unfavorable* 31%
 - Not sure* 34%
- Q3** Do you have a favorable or unfavorable opinion of Greg Sowards?
- Favorable*..... 7%
 - Unfavorable* 20%
 - Not sure* 73%
- Q4** Do you have a favorable or unfavorable opinion of Heather Wilson?
- Favorable*..... 40%
 - Unfavorable* 45%
 - Not sure* 14%
- Q5** If the candidates for US Senate this fall were Democrat Hector Balderas and Republican Greg Sowards, who would you vote for?
- Hector Balderas* 42%
 - Greg Sowards*..... 30%
 - Undecided*..... 28%
- Q6** If the candidates for US Senate this fall were Democrat Martin Heinrich and Republican Greg Sowards, who would you vote for?
- Martin Heinrich*..... 48%
 - Greg Sowards*..... 34%
 - Undecided*..... 18%
- Q7** If the candidates for US Senate this fall were Democrat Hector Balderas and Republican Heather Wilson, who would you vote for?
- Hector Balderas* 44%
 - Heather Wilson* 43%
 - Undecided*..... 12%
- Q8** If the candidates for US Senate this fall were Democrat Martin Heinrich and Republican Heather Wilson, who would you vote for?
- Martin Heinrich*..... 48%
 - Heather Wilson* 43%
 - Undecided*..... 9%
- Q9** The Democratic candidates for US Senate are Hector Balderas and Martin Heinrich. If the election was today, who would you vote for? (Asked of 270 Democratic primary voters)
- Hector Balderas* 27%
 - Martin Heinrich*..... 51%
 - Undecided*..... 22%
- Q10** Who did you vote for President in 2008?
- John McCain*..... 38%
 - Barack Obama*..... 53%
 - Someone else/Don't remember* 9%
- Q11** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?
- Very liberal*..... 15%
 - Somewhat liberal* 15%
 - Moderate*..... 33%
 - Somewhat conservative*..... 22%
 - Very conservative* 15%
- Q12** If you are a woman, press 1. If a man, press 2.
- Woman* 54%
 - Man*..... 46%





Q13 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 50%
Republican 32%
Independent/Other 18%

Q14 If you are Hispanic, press 1. If white, press 2. If other, press 3.

Hispanic 38%
White 53%
Other 9%

Q15 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.

18 to 29 15%
30 to 45 25%
46 to 65 40%
Older than 65 20%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Balderas Favorability				
Favorable	22%	14%	29%	17%
Unfavorable	24%	30%	18%	39%
Not sure	54%	56%	54%	44%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Heinrich Favorability				
Favorable	34%	10%	55%	12%
Unfavorable	31%	52%	15%	43%
Not sure	34%	38%	30%	45%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Sowards Favorability				
Favorable	7%	12%	4%	5%
Unfavorable	20%	15%	23%	24%
Not sure	73%	73%	73%	71%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Wilson Favorability				
Favorable	40%	68%	20%	41%
Unfavorable	45%	18%	65%	46%
Not sure	14%	13%	15%	13%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Balderas/Sowards				
Hector Balderas	42%	10%	67%	32%
Greg Sowards	30%	64%	7%	21%
Undecided	28%	26%	26%	47%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Heinrich/Sowards				
Martin Heinrich	48%	12%	76%	28%
Greg Sowards	34%	72%	8%	30%
Undecided	18%	16%	16%	42%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Balderas/Wilson				
Hector Balderas	44%	8%	72%	35%
Heather Wilson	43%	85%	14%	43%
Undecided	12%	7%	15%	22%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Heinrich/Wilson				
Martin Heinrich	48%	10%	77%	33%
Heather Wilson	43%	83%	15%	44%
Undecided	9%	7%	8%	22%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
2012 Dem Sen Primary				
Hector Balderas	27%	15%	26%	50%
Martin Heinrich	51%	60%	53%	24%
Undecided	22%	25%	21%	27%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Balderas Favorability						
Favorable	22%	28%	17%	32%	13%	11%
Unfavorable	24%	23%	20%	20%	32%	25%
Not sure	54%	49%	63%	48%	55%	64%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Heinrich Favorability						
Favorable	34%	62%	57%	41%	10%	3%
Unfavorable	31%	13%	10%	25%	49%	59%
Not sure	34%	24%	33%	34%	41%	38%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Sowards Favorability						
Favorable	7%	7%	4%	4%	10%	12%
Unfavorable	20%	20%	17%	29%	12%	15%
Not sure	73%	73%	79%	67%	78%	73%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Wilson Favorability						
Favorable	40%	13%	13%	33%	69%	70%
Unfavorable	45%	75%	76%	51%	16%	18%
Not sure	14%	12%	11%	16%	16%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Balderas/Sowards						
Hector Balderas	42%	81%	73%	47%	9%	12%
Greg Sowards	30%	6%	6%	21%	52%	64%
Undecided	28%	12%	22%	32%	40%	24%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Heinrich/Sowards						
Martin Heinrich	48%	85%	87%	54%	13%	6%
Greg Sowards	34%	6%	3%	24%	61%	75%
Undecided	18%	9%	10%	21%	25%	19%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Balderas/Wilson						
Hector Balderas	44%	85%	78%	52%	9%	4%
Heather Wilson	43%	10%	10%	29%	84%	82%
Undecided	12%	5%	12%	19%	6%	14%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Heinrich/Wilson						
Martin Heinrich	48%	86%	86%	56%	10%	7%
Heather Wilson	43%	9%	7%	29%	84%	84%
Undecided	9%	5%	6%	14%	6%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 Dem Sen Primary						
Hector Balderas	27%	24%	18%	31%	30%	44%
Martin Heinrich	51%	61%	59%	45%	49%	-
Undecided	22%	15%	23%	23%	22%	56%

	Base	Gender	
		Woman	Man
Balderas Favorability			
Favorable	22%	24%	19%
Unfavorable	24%	23%	25%
Not sure	54%	52%	56%

	Base	Gender	
		Woman	Man
Heinrich Favorability			
Favorable	34%	35%	33%
Unfavorable	31%	28%	35%
Not sure	34%	37%	32%





Crosstabs

	Base	Gender	
		Woman	Man
Sowards Favorability			
Favorable	7%	5%	10%
Unfavorable	20%	18%	22%
Not sure	73%	77%	68%

	Base	Gender	
		Woman	Man
Wilson Favorability			
Favorable	40%	38%	43%
Unfavorable	45%	47%	43%
Not sure	14%	14%	14%

	Base	Gender	
		Woman	Man
Balderas/Sowards			
Hector Balderas	42%	45%	39%
Greg Sowards	30%	24%	36%
Undecided	28%	31%	25%

	Base	Gender	
		Woman	Man
Heinrich/Sowards			
Martin Heinrich	48%	53%	42%
Greg Sowards	34%	29%	40%
Undecided	18%	19%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Balderas/Wilson			
Hector Balderas	44%	50%	38%
Heather Wilson	43%	39%	49%
Undecided	12%	12%	13%

	Base	Gender	
		Woman	Man
Heinrich/Wilson			
Martin Heinrich	48%	51%	43%
Heather Wilson	43%	39%	49%
Undecided	9%	10%	8%

	Base	Gender	
		Woman	Man
2012 Dem Sen Primary			
Hector Balderas	27%	27%	25%
Martin Heinrich	51%	48%	57%
Undecided	22%	25%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Balderas Favorability				
Favorable	22%	29%	14%	15%
Unfavorable	24%	21%	31%	20%
Not sure	54%	50%	55%	65%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Heinrich Favorability				
Favorable	34%	55%	7%	24%
Unfavorable	31%	16%	56%	32%
Not sure	34%	29%	37%	44%

	Base	Party		
		Democrat	Republican	Independent/Other
Sowards Favorability				
Favorable	7%	6%	11%	3%
Unfavorable	20%	23%	16%	19%
Not sure	73%	71%	73%	78%

	Base	Party		
		Democrat	Republican	Independent/Other
Wilson Favorability				
Favorable	40%	22%	73%	36%
Unfavorable	45%	65%	15%	45%
Not sure	14%	14%	12%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Balderas/Sowards				
Hector Balderas	42%	69%	10%	24%
Greg Sowards	30%	11%	62%	24%
Undecided	28%	20%	28%	52%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Heinrich/Sowards				
Martin Heinrich	48%	78%	7%	35%
Greg Sowards	34%	10%	75%	28%
Undecided	18%	12%	19%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
Balderas/Wilson				
Hector Balderas	44%	73%	4%	34%
Heather Wilson	43%	17%	88%	37%
Undecided	12%	10%	8%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
Heinrich/Wilson				
Martin Heinrich	48%	77%	5%	40%
Heather Wilson	43%	16%	90%	37%
Undecided	9%	7%	5%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
2012 Dem Sen Primary				
Hector Balderas	27%	27%	29%	12%
Martin Heinrich	51%	50%	43%	80%
Undecided	22%	23%	29%	8%





Crosstabs

	Base	Race		
		Hispanic	White	Other
Balderas Favorability				
Favorable	22%	34%	15%	6%
Unfavorable	24%	21%	25%	34%
Not sure	54%	45%	60%	60%

	Base	Race		
		Hispanic	White	Other
Heinrich Favorability				
Favorable	34%	39%	31%	31%
Unfavorable	31%	29%	33%	32%
Not sure	34%	31%	36%	37%

	Base	Race		
		Hispanic	White	Other
Sowards Favorability				
Favorable	7%	8%	7%	3%
Unfavorable	20%	19%	19%	31%
Not sure	73%	73%	75%	66%

	Base	Race		
		Hispanic	White	Other
Wilson Favorability				
Favorable	40%	34%	42%	56%
Unfavorable	45%	47%	46%	34%
Not sure	14%	18%	12%	9%





Crosstabs

	Base	Race		
		Hispanic	White	Other
Balderas/Sowards				
Hector Balderas	42%	55%	35%	33%
Greg Sowards	30%	17%	40%	23%
Undecided	28%	28%	25%	45%

	Base	Race		
		Hispanic	White	Other
Heinrich/Sowards				
Martin Heinrich	48%	56%	41%	51%
Greg Sowards	34%	21%	44%	28%
Undecided	18%	23%	15%	21%

	Base	Race		
		Hispanic	White	Other
Balderas/Wilson				
Hector Balderas	44%	55%	38%	34%
Heather Wilson	43%	30%	52%	49%
Undecided	12%	14%	10%	17%

	Base	Race		
		Hispanic	White	Other
Heinrich/Wilson				
Martin Heinrich	48%	55%	42%	46%
Heather Wilson	43%	32%	50%	49%
Undecided	9%	12%	7%	5%





Crosstabs

	Base	Race		
		Hispanic	White	Other
2012 Dem Sen Primary				
Hector Balderas	27%	40%	12%	32%
Martin Heinrich	51%	40%	64%	44%
Undecided	22%	20%	24%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Balderas Favorability					
Favorable	22%	15%	18%	26%	25%
Unfavorable	24%	35%	23%	24%	18%
Not sure	54%	50%	60%	50%	58%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Heinrich Favorability					
Favorable	34%	24%	28%	39%	39%
Unfavorable	31%	38%	32%	29%	30%
Not sure	34%	38%	40%	31%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Sowards Favorability					
Favorable	7%	15%	2%	6%	10%
Unfavorable	20%	24%	21%	21%	15%
Not sure	73%	62%	77%	73%	76%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Wilson Favorability					
Favorable	40%	41%	44%	36%	44%
Unfavorable	45%	38%	44%	50%	44%
Not sure	14%	21%	12%	14%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Balderas/Sowards					
Hector Balderas	42%	41%	39%	44%	46%
Greg Sowards	30%	26%	25%	33%	31%
Undecided	28%	32%	37%	23%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Heinrich/Sowards					
Martin Heinrich	48%	44%	42%	51%	51%
Greg Sowards	34%	32%	32%	34%	38%
Undecided	18%	24%	26%	15%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Balderas/Wilson					
Hector Balderas	44%	38%	44%	47%	44%
Heather Wilson	43%	44%	40%	43%	48%
Undecided	12%	18%	16%	10%	8%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Heinrich/Wilson					
Martin Heinrich	48%	47%	42%	51%	49%
Heather Wilson	43%	41%	44%	42%	47%
Undecided	9%	12%	14%	7%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 Dem Sen Primary					
Hector Balderas	27%	36%	22%	26%	27%
Martin Heinrich	51%	36%	61%	51%	52%
Undecided	22%	29%	17%	23%	21%

