



From: Tom Jensen, Director of Public Policy Polling

To: Interested Parties

Subject: Heinrich pulling away in New Mexico Senate race

Date: September 10th, 2012

A new Public Policy Polling survey in New Mexico finds Martin Heinrich with his largest lead of the year in the state. Additionally Barack Obama leads by double digits and is in good position to again win its 5 electoral votes.

Key findings from the survey include:

-Heinrich leads Heather Wilson 50-41. His lead was only 5 points on each of PPP's previous 2 polls of the race this year.

-Wilson has extremely high negatives, with only 38% of voters viewing her favorably to 50% who have a negative opinion of her. Meanwhile Heinrich is proving to be a pretty popular candidate with 45% of voters rating him positively to 35% with a negative opinion.

-Ads drawing attention to Wilson's environmental record appear to be contributing to her drop in the polls. By a 50/35 margin New Mexico voters say they trust Heinrich more than Wilson to 'protect our children's drinking water.' This has been a focus of the environmental coalition's work in New Mexico.

-New Mexico is also looking good for President Obama. He leads Romney 53-42 in the state, a six point increase from when we polled the state in July and found him ahead by only 5 points.

PPP interviewed 1,122 likely New Mexico voters from September 7th-9th on behalf of the coalition of environmental groups. The margin of error is +/-2.9%





New Mexico Survey Results

Q1 The candidates for President are Democrat Barack Obama and Republican Mitt Romney. If the election was today, who would you vote for?

Barack Obama..... 53%
Mitt Romney..... 42%
Undecided..... 5%

Q2 Do you have a favorable or unfavorable opinion of Martin Heinrich?

Favorable..... 45%
Unfavorable 35%
Not sure 20%

Q3 Do you have a favorable or unfavorable opinion of Heather Wilson?

Favorable..... 38%
Unfavorable 50%
Not sure 12%

Q4 The candidates for Senate are Democrat Martin Heinrich and Republican Heather Wilson. If the election was today, who would you vote for?

Martin Heinrich..... 50%
Heather Wilson 41%
Undecided..... 9%

Q5 Who do you trust most to protect our children's drinking water: Martin Heinrich or Heather Wilson?

Martin Heinrich..... 50%
Heather Wilson 35%
Not sure 16%

Q6 Who did you vote for President in 2008?

John McCain..... 39%
Barack Obama..... 56%
Someone else/Don't remember 5%

Q7 If you are a woman, press 1. If a man, press 2.

Woman 56%
Man..... 44%

Q8 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..... 51%
Republican..... 33%
Independent/Other..... 16%

Q9 If you are Hispanic, press 1. If white, press 2. If other, press 3.

Hispanic..... 34%
White 56%
Other..... 11%

Q10 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..... 12%
30 to 45..... 26%
46 to 65..... 41%
Older than 65..... 21%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama/Romney				
Barack Obama	53%	10%	84%	33%
Mitt Romney	42%	85%	12%	50%
Undecided	5%	5%	4%	17%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Heinrich Favorability				
Favorable	45%	13%	69%	21%
Unfavorable	35%	66%	13%	49%
Not sure	20%	22%	18%	30%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Wilson Favorability				
Favorable	38%	74%	13%	32%
Unfavorable	50%	16%	76%	31%
Not sure	12%	10%	11%	37%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Heinrich/Wilson				
Martin Heinrich	50%	12%	78%	23%
Heather Wilson	41%	80%	13%	53%
Undecided	9%	8%	9%	24%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Who Do You Trust Most to Protect Drinking H2O?				
Martin Heinrich	50%	13%	77%	25%
Heather Wilson	35%	68%	11%	43%
Not sure	16%	19%	12%	32%

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	53%	57%	48%
Mitt Romney	42%	39%	47%
Undecided	5%	4%	5%

	Base	Gender	
		Woman	Man
Heinrich Favorability			
Favorable	45%	46%	43%
Unfavorable	35%	32%	40%
Not sure	20%	23%	17%

	Base	Gender	
		Woman	Man
Wilson Favorability			
Favorable	38%	34%	43%
Unfavorable	50%	52%	48%
Not sure	12%	14%	9%





Crosstabs

	Base	Gender	
		Woman	Man
Heinrich/Wilson			
Martin Heinrich	50%	53%	45%
Heather Wilson	41%	37%	46%
Undecided	9%	10%	9%

	Base	Gender	
		Woman	Man
Who Do You Trust Most to Protect Drinking H2O?			
Martin Heinrich	50%	52%	47%
Heather Wilson	35%	31%	40%
Not sure	16%	17%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	53%	84%	11%	43%
Mitt Romney	42%	13%	85%	48%
Undecided	5%	3%	4%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Heinrich Favorability				
Favorable	45%	68%	14%	32%
Unfavorable	35%	16%	65%	37%
Not sure	20%	16%	21%	31%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Wilson Favorability				
Favorable	38%	14%	71%	42%
Unfavorable	50%	74%	19%	41%
Not sure	12%	12%	10%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Heinrich/Wilson				
Martin Heinrich	50%	78%	11%	37%
Heather Wilson	41%	13%	80%	48%
Undecided	9%	8%	8%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Who Do You Trust Most to Protect Drinking H2O?				
Martin Heinrich	50%	78%	14%	34%
Heather Wilson	35%	12%	68%	39%
Not sure	16%	10%	18%	27%

	Base	Race		
		Hispanic	White	Other
Obama/Romney				
Barack Obama	53%	63%	46%	59%
Mitt Romney	42%	32%	50%	35%
Undecided	5%	5%	4%	6%





Crosstabs

	Base	Race		
		Hispanic	White	Other
Heinrich Favorability				
Favorable	45%	47%	43%	44%
Unfavorable	35%	30%	39%	33%
Not sure	20%	23%	18%	22%

	Base	Race		
		Hispanic	White	Other
Wilson Favorability				
Favorable	38%	30%	42%	40%
Unfavorable	50%	55%	49%	46%
Not sure	12%	15%	10%	14%

	Base	Race		
		Hispanic	White	Other
Heinrich/Wilson				
Martin Heinrich	50%	56%	46%	50%
Heather Wilson	41%	32%	46%	41%
Undecided	9%	13%	8%	8%

	Base	Race		
		Hispanic	White	Other
Who Do You Trust Most to Protect Drinking H2O?				
Martin Heinrich	50%	59%	45%	45%
Heather Wilson	35%	30%	38%	33%
Not sure	16%	11%	17%	21%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	53%	60%	49%	52%	56%
Mitt Romney	42%	31%	46%	44%	42%
Undecided	5%	10%	5%	4%	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Heinrich Favorability					
Favorable	45%	39%	36%	49%	50%
Unfavorable	35%	36%	40%	33%	33%
Not sure	20%	25%	25%	17%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Wilson Favorability					
Favorable	38%	30%	36%	39%	42%
Unfavorable	50%	45%	53%	51%	51%
Not sure	12%	25%	12%	10%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Heinrich/Wilson					
Martin Heinrich	50%	45%	44%	52%	54%
Heather Wilson	41%	39%	44%	40%	41%
Undecided	9%	16%	12%	8%	5%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Who Do You Trust Most to Protect Drinking H2O?					
Martin Heinrich	50%	50%	44%	51%	54%
Heather Wilson	35%	34%	34%	36%	34%
Not sure	16%	16%	22%	13%	13%

