



**PUBLIC OPINION
STRATEGIES**

Turning Questions into Answers

TO: THE DARREN WHITE CAMPAIGN TEAM
FROM: NICOLE McCLESKEY
RE: NEW MEXICO CD-01 SURVEY KEY FINDINGS
DATE: OCTOBER 16, 2007

Summary

Darren White is not only the strongest candidate in the Republican primary, but he is a formidable presence facing Democrats in the general election as well. White's significant name ID and the positive impression he has made on voters give him the substantial early advantage in this campaign.

Key Findings

1. Darren White has an impressive level of name ID at this very early stage of the campaign, with a significant level of favorables.

Already at 74% name ID in the district, Darren White has an impressive 51% favorable and 15% unfavorable image rating.

- ▶ White's image does not carry a partisan taint. His image is solid among Republicans at 69% fav/4% unfav, and 46% fav/9% unfav among Independents. Even among soft Democrats, White's image is a very strong 48% fav/8% unfav.
- ▶ Unlike some candidates weighing a run for this seat, Darren's impressive level of name ID extends across the entire congressional district and is not limited to a specific region or legislative district.

2. White blows away any competition in the Republican primary.

Six out of ten primary voters (61%) are already committing themselves to White in a primary election. The remaining potential candidates in the GOP field sit in the low single digits:

	<u>Primary Ballot</u>
Darren White	61%
Joe Cararro	6%
Mark Boitano	4%
Janice Arnold-Jones	3%
Diane Snyder	1%

White's share of the primary vote actually increases among voters most likely to vote in a primary election:

- ▶ Among base Republican voters, two-thirds (67%) cast their primary ballot for White.
- ▶ Nearly seven out of ten (69%) of ideologically very conservative voters also vote for White.

3. *Against a formidable opponent in Democrat Patricia Madrid, White wins the general election by double-digits.*

Matched against Madrid, White handily wins the general election race – 51%-39%.

- ▶ White's 49%-35% advantage over Madrid among Independent voters is impressive, as is his 48%-40% lead among soft Democrats.

4. *White's performance is also impressive against lesser-known Democrats in the field.*

Against a Democrat challenge from Martin Heinrich, White also posts an impressive 18-point lead – 51%-33%.

- ▶ While maintaining a substantial 47%-29% lead among Independent voters, White's advantage grows to 45%-36% among soft Democrats against a Democrat like Heinrich.

5. *Other Republicans simply are not in the same league as White.*

Testing another potential Republican contender against Patricia Madrid, Janice Arnold-Jones trails Madrid by ten points on the ballot test – 37%-47%.

- ▶ Importantly, another Republican loses the upper hand with both Independent (34%-42%) and soft Democrats (18%-58%) necessary to hold this district.

Methodology

Public Opinion Strategies conducted a telephone survey in the First Congressional District of New Mexico on October 8-9, 2007. The survey was conducted among 400 likely voters, and has a margin of error of +4.9% in 95 out of 100 cases.

Public Opinion Strategies is a national Republican polling firm, whose client list currently includes 18 U.S. Senators, 8 Governors, and over 50 Members of Congress.