



PUBLIC OPINION

STRATEGIES

Turning Questions into Answers

TO: INTERESTED PARTIES
FROM: NICOLE McCLESKEY
RE: NEW MEXICO CD-01 SURVEY KEY FINDINGS
DATE: JULY 24, 2008

Summary

Democrats may find they have to salivate over this seat a while longer. A well-known and very popular County Sheriff, Darren White is poised to keep this seat in GOP hands. Democrat Martin Heinrich, despite his heavy spending and television advertising in the primary, just cannot match White's popular appeal and connection with voters. Without a dime spent on advertising to date, White is well-positioned for the Fall campaign and victory in November.

Key Findings

1. *With the winds of the political environment blowing in his face, White still tops Heinrich by six points on the ballot test.*

White holds a 47%-41% lead on the initial ballot test against Heinrich. White's lead is particularly impressive given that he has not launched a single television ad in this campaign.

- ▶ White has significant cross-over appeal. With Republicans largely united behind him, White pulls across over one-third of the district's soft Democrats (34%) against the liberal Heinrich.
- ▶ Among "high interest" voters (those rating themselves an 8-10 on a 10-point election interest scale), White maintains a 48%-42% advantage.

2. *Without spending a dime on paid media, Darren White continues to outpace Martin Heinrich in name ID and favorables.*

Martin Heinrich still can't catch White in name ID and popularity despite his near-million dollar primary run. Whereas White boasts 78% name recognition district-wide and 48% favorables, Heinrich only claims 65% name recognition and an anemic 29% favorable rating.

- Moreover, Heinrich is still largely a regional candidate with higher name ID in the area of town he once represented on the City Council. White has much more consistent and impressive name ID and favorables across the entire district.

- Of note, White also claims higher favorables among soft Democrats (46%) than Heinrich (35%) even after Heinrich’s primary win.

3. ***Martin Heinrich’s record on the City Council and the extreme positions he has taken in the campaign make him better suited to run in the elite neighborhoods of San Francisco than this middle-of-the-road district in New Mexico.***

Unlike successful Democrat candidates in open seats elsewhere in the country who ran with little or moderate records, Heinrich comes with a long and undeniable record of opposing the needs of New Mexico families on issues they care about most. The contrast between the common-sense that Darren White represents and the extreme ideology of Martin Heinrich will become abundantly clear in this campaign. Heinrich’s extreme views and votes on everything from taxes and spending to fringe environmental protectionism to hypocritical business persecution to national security policy, position him well outside mainstream thought in New Mexico.

Heinrich found a niche in the elite corners of his Nob Hill neighborhood while on the City Council ... but his views just don’t represent the sentiments of the vast majority of First District voters.

Methodology

Public Opinion Strategies conducted a telephone survey in the First Congressional District of New Mexico on July 22-23, 2008. The survey was conducted among 500 likely voters, and has a margin of error of +4.38% 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.