



To: Interested Parties
 Fr: Pete Brodnitz
 Date: June 30, 2011
 Re: Recent New Mexico U.S. Senate Primary Election Public Polling

An independent public poll released Tuesday shows New Mexico State Auditor Hector Balderas and Congressman Martin Heinrich holding similar leads over potential 2012 Republican opponents, despite Heinrich's almost 30% name ID advantage. Further, Heinrich appears to be weakening against current GOP frontrunner and former Congresswoman Heather Wilson.

Another independent public poll released Wednesday shows Congressman Heinrich leading State Auditor Hector Balderas in the Democratic primary for U.S. Senate. Heinrich holds a 23% advantage over Balderas on the primary ballot. However, almost a third of the electorate (29%) remains undecided and Heinrich holds a similar 25% advantage over Balderas in name ID. This suggests Heinrich's support is built largely on name ID, and that Heinrich's lead on the ballots can be expected to tighten as more voters become familiar with Hector Balderas. This is often the case in races where one candidate holds a large lead in name ID. In July 2007, Hillary Clinton led Barack Obama in Democratic Primary polls by 17 points, largely on the strength of better name ID. As voters became better-acquainted with Obama, the polls tightened considerably. [AP/IPSOS, 7/11/2007]

Public Policy Polling Poll Shows Both Balderas and Heinrich Leading All GOP Candidates

A [late June New Mexico General Election U.S. Senate poll by Public Policy Polling](#) shows Balderas leading former Congresswoman Heather Wilson by 6% (45% to 39%) with 16% undecided, and leading Lieutenant Governor John Sanchez by 4% (39% to 35%) with 25% undecided. Similarly, Congressman Heinrich leads Wilson by 5% (47% to 42%) with 11% undecided, and leading Sanchez by 6% (45% to 39%) with 16% undecided.

Public Policy Polling Poll					
6/23-6/26/2011					
	vs. GOPer...			vs. GOPer...	
	Wilson	Sanchez		Wilson	Sanchez
Balderas Lead	+6	+4		Heinrich Lead	+5
Hector Balderas	45	39		Martin Heinrich	47
Republican	39	35		Republican	42
Undecided	16	25		Undecided	11

Heinrich's Lead Against GOP Frontrunner Congresswoman Heather Wilson Cut In Half Since February

Congressman Heinrich's lead over Wilson has been cut in half since the last Public Policy Polling survey in February 2011, dropping from 11% to 5%.

	Public Policy Polling Poll	Public Policy Polling Poll
	2/4-2/6/2011 545 RV	6/23-6/26/2011 732 RV
Difference	+11	+5
Democrat Martin Heinrich	50	47
Republican Heather Wilson	39	42
Undecided	11	11



Public Policy Polling Poll Shows Heinrich In Lead; Almost A Third Of The Electorate Undecided

The [New Mexico Democratic Primary Election U.S. Senate poll by Public Policy Polling](#) shows Congressman Heinrich leading Auditor Balderas 47% to 24%. However, 29% – almost a third of the electorate – are undecided.

	Public Policy Polling Poll
	6/23-6/26/2011 400 Democratic RV
Difference	-23
Hector Balderas	24
Martin Heinrich	47
Undecided	29

Heinrich Holds Similar Advantage Over Balderas In Name ID

According to the Public Policy Polling primary election poll, Heinrich has a 25% name ID advantage over Balderas: 73% of voters can identify Heinrich while 48% can identify Balderas, suggesting Balderas has more room to increase his vote as voters become more familiar with him.

Name ID	
Difference	-25
Hector Balderas	48
Martin Heinrich	73

BSG has helped elect a new U.S. Senator in each of the last three cycles and BSG's clients include Governor Tim Kaine (VA), Senator Jeff Merkley (OR), Senator Chris Coons (DE), and Congressman Tim Walz (MN-1). Pete Brodnitz was named "Pollster of the Year" by the American Association of Political Consultants in 2007 for his work for Governor Tim Kaine (D-VA), Senator Jim Webb, and the Democratic Senatorial Campaign Committee.

