

M E M O R A N D U M

TO: INTERESTED PARTIES

FROM: GLEN BOLGER

RE: KEY FINDINGS – STATEWIDE SURVEY

DATE: NOVEMBER 2, 2012

Methodology

Public Opinion Strategies completed a statewide survey of 500 likely voters in New Mexico. The survey was conducted October 30-31, 2012 and included 100 cell phone interviews. The survey has a margin of error of $\pm 4.38\%$ in 95 out of 100 cases. The sample was 48% Democratic and 35% Republican for party, and was 37% Hispanic and 51% white for ethnicity.

Key Findings

1. ***The campaign remains margin of error close.***

Heather Wilson and Martin Heinrich are tied at 46%-46% margin, with 3% for Independent American Party candidate Jon Barrie. The remaining five percent are undecided.

2. ***Barack Obama has a lead over Mitt Romney.***

Obama has a 49%-41% advantage in the Presidential race, with 6% for Gary Johnson. In 2008, when Obama won nationally by seven points, he won New Mexico by 15 points. Nationally, the presidential race is currently tied – so the country has moved seven points away from Obama since 2008. New Mexico mirrors that trend, having moved seven points away from Obama since 2008.