

**M E M O R A N D U M**

**TO:** HEATHER WILSON FOR SENATE CAMPAIGN

**FROM:** GLEN BOLGER

**RE:** KEY FINDINGS – STATEWIDE SURVEY OF LIKELY  
REPUBLICAN PRIMARY VOTERS

**DATE:** FEBRUARY 24, 2012

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**Key Findings**

1. ***Heather Wilson's image is very strong – her favorables are significantly higher than they were in 2008.***  
Heather Wilson has 98% name ID, with 78% favorable and 11% unfav – a strong seven to one favorable/unfavorable ratio. Her image is a net 26 points better now than during the 2008 campaign.
2. ***Greg Sowards will have to spend a lot of money to increase his name ID.***  
Sowards has 30% name ID, with 8% favorable and 3% unfavorable.
3. ***Heather Wilson has a commanding lead on the ballot.***  
Heather leads 81%-10% over Sowards. By intensity, 50% definitely vote for Heather, while just 3% are committed to Sowards.

Heather has impressive leads among all political, demographic, and geographic subgroups. She leads 81%-9% among the 46% of voters who are both strong Republicans and very conservative. Wilson leads 76%-11% among strong Tea Party supporters. She even leads 66%-21% in Sowards' geographic base of the Southwest.

Heather even leads 78%-16% among the 30% of voters who have heard of both candidates, a crosstab that usually helps the lesser-known candidate.

**The Bottom Line**

Heather Wilson has a strong, united base backing her candidacy to become the Republican nominee for Senate.

**Methodology**

*Public Opinion Strategies completed a survey of 500 likely Republican primary voters. The survey was conducted February 13-15, 2012 and has a margin of error of  $\pm 4.38\%$  in 95 out of 100 cases.*