

October 25, 2010

Voters Shift Away from Martinez

Race remains close in final week

To: Interested Parties

From: Greenberg Quinlan Rosner Research

In the race for Governor, Democrat Diane Denish remains locked in a tough battle with Republican Susana Martinez. Over the last few weeks, voters have shifted away from Martinez and in our most recent survey; Martinez leads 45 – 46 percent.

In addition, we see significant consolidation with self identifying Democrats who now support Denish 84 – 11 percent and Hispanic Democrats who now support Denish 83 – 11 percent.

The survey of 603 likely voters was conducted October 20th – 24th and contains a margin of error of +/- 4.0 percentage points at the 95 percent confidence level.

■ **Table 1:** “If the general election for Governor were held today and the candidates were: Democrat Diane Denish and Republican Susana Martinez--for whom would you vote?”
(Percent responding)

	August 15	September 15	October 4	October 24
Diane Denish	44	44	46	45
Susana Martinez	49	49	49	46
Difference	-5	-5	-3	-1

Greenberg Quinlan Rosner determines likely voters based on vote history from the voter file when available, self-reported vote history when vote history is not available and stated intention to vote in 2010. Likelihood of voting for each combination of these variables is estimated based on an analysis of data from the last like election in 2006 and only those voters with a high probability of voting are included in the sample.

This survey, a short tracking survey, contains only a initial vote question and no messaging at any point.