



**PUBLIC OPINION  
STRATEGIES**

***MEMORANDUM***

**TO: THE SUSANA MARTINEZ CAMPAIGN TEAM**

**FROM: NICOLE McCLESKEY**

**SUBJECT: KEY FINDINGS FROM STATEWIDE TRACKING OCTOBER 20-21 & 23-24, 2010**

**DATE: OCTOBER 25, 2010**

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**METHODOLOGY**

Public Opinion Strategies conducted a statewide telephone survey of 800 likely voters on October 20-21 & 23-24, 2010. This data set also includes 100 cell phone interviews. The survey has a margin of error of  $\pm 3.48\%$ .

**Susana Martinez leads Diane Denish in the race for governor by a 50% to 42% margin.**

- ▶ Among highest-interest voters, Martinez leads by 17 points -- 56% to 39%.
- ▶ Martinez continues to lead among Independents – 55% to 31%.

**Susana Martinez maintains a positive image at 53% favorable and 38% unfavorable.**

**Diane Denish's image remains upside down at 45% favorable to 49% unfavorable.**

**In an election where turnout will play a key role, Republicans are much more motivated to vote.**

Fully 69% of Republicans rate their interest in the election as a "10" compared to only 55% of Democrats on a ten-point election interest scale.

**The Bottom Line**

Susana Martinez maintains her solid 50% level of support. Denish's ballot score has been remarkably stable in all publicly available polling to date, and in our own internal polling, never hitting a level of support above 43%. Given her poor image rating and the high disapproval of the current administration, it appears as though Denish has hit a ceiling in the low-40s.