



FOR IMMEDIATE RELEASE

October 26, 2010

### **INTERNAL POLL SHOWS BARELA LEADING HEINRICH BY 2 PERCENT**

ALBUQUERQUE – In the final week of the campaign, poll results from a survey conducted October 24-25 of a sample of 400 likely voters shows Jon Barela, candidate for New Mexico's 1<sup>st</sup> Congressional District, leading incumbent Democrat, Martin Heinrich, by 2 percentage points. The poll has Barela at 49 percent and Heinrich at 47 percent with just 3 percent of voters undecided.

"We've said from the beginning that this was going to be one of the most competitive races in the country, and with one week to go, these numbers prove exactly that," Barela remarked. "Martin Heinrich went to Washington, wasted our tax dollar, and supported a costly and unpopular agenda that prevented economic growth and killed jobs. That's not a winning record, and as someone with a background in small business, I'm prepared to offer a better way forward - where we focus on creating jobs, not growing government."

Barela's campaign has been aided by a large bipartisan base of volunteers and a committed bipartisan staff who have worked to establish a grassroots campaign in every corner of New Mexico's First District.

The poll also revealed that the more likely a person was to vote, the wider Barela's lead over Heinrich grew.

### ***METHODOLOGY***

Public Opinion Strategies conducted a telephone survey of 400 likely voters on October 24-25, 2010 in New Mexico's First Congressional District. The survey has a margin of error of +/-4.9 percent. [Click here to view NM CD-01 poll memo.](#)



**PUBLIC OPINION  
STRATEGIES**

*MEMORANDUM*

**TO: THE JON BARELA CAMPAIGN TEAM**

**FROM: NICOLE McCLESKEY**

**SUBJECT: NEW MEXICO CD-01 BRUSHFIRE SURVEY KEY FINDINGS**

**DATE: OCTOBER 26, 2010**

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**1. *Jon Barela has moved ahead of Martin Heinrich by a two point margin – 49%-47%, with just 3% undecided (1% refused).***

- ▶ Among high interest voters (8-10s), Jon goes up by a wider 52%-46% margin. Among very high interest voters (9-10s), the Barela lead is 53%-43%.

**2. *Momentum is on the GOP side.***

**Republicans have the “enthusiasm” advantage.** While 75% of Republicans rate their interest in the upcoming election as a “10” on the ten-point election interest scale, just 59% of Democrats rate their interest at the same “10” level.

**Susana Martinez leads Diane Denish in the gubernatorial race by a nine-point margin in the district – 53%-44%.**

**In a clear sign of voter discontent, 66% of voters in the district say the country is headed off on the wrong track.**

***The Bottom Line***

This very well could be New Mexico’s November surprise. With voter enthusiasm in his corner, Barela looks to have an advantage heading down the home stretch.

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