



PUBLIC OPINION STRATEGIES

MEMORANDUM

TO: CHAIRMAN MONTY NEWMAN
FROM: NICOLE McCLESKEY, PUBLIC OPINION STRATEGIES
DATE: DECEMBER 19, 2011
RE: GOVERNOR MARTINEZ JOB APPROVAL RATING

Susana Martinez boasts strong, cross-party approval numbers for her performance as Governor.

Nearing the end of her first year in office, Governor Martinez has a 65% approval/29% disapproval rating for her job handling.

The Governor's approval rating has actually improved over the course of the year, from 59% approval in March to 64% approval in August to 65% in the current survey.

- Among Republicans, Martinez holds a 90% approve/7% disapprove rating; among Independents, 62% approve and 29% disapprove, and; among Democrats, Martinez is at 49% approve/44% disapprove. Among soft Democrats, her approval rating is 74% approve/17% disapprove.
- Sixty-two percent (62%) of Hispanics and 68% of white voters approve of the job performance of the Governor.

Methodology

Public Opinion Strategies conducted a telephone survey of 500 registered voters in the State of New Mexico on December 12-13, 2011. The survey has a margin of error of $\pm 4.38\%$. Survey respondents were 34% Republican, 51% Democrat and 15% Independent, which reflects the composition of the electorate in the 2008 general election and mirrors the current voter registration gap between Republicans and Democrats in the state (17%).

Public Opinion Strategies is a national public opinion research company. POS currently polls for 20 U.S. Senators, 6 governors, and more than 70 members of the U.S. House of Representatives. POS is also the Republican polling partner for the

NBC/Wall Street Journal and two-time recipient of Pollster of the Year award by the American Association of Political Consultants. In New Mexico, POS has conducted more than 90,000 interviews with residents of the state.

###