

September 22, 2010

# Denish, Martinez Remain Locked in Tight Race for Governor

**To:** Interested Parties

**From:** Greenberg Quinlan Rosner Research

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In the race for Governor, Democrat Diane Denish and Republican Susana Martinez remain locked in a tight 44 – 49 percent race, this includes a 21 percentage point lead for Denish in the northern part of the state. Denish has begun to make up significant ground with Hispanics and now leads Martinez by 17 percentage points with Hispanics, up from a 9 percentage point lead in August. While Denish is not quite where she needs be with Hispanics, this movement has put Denish on the right trajectory with this group.

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

	<b>Denish</b>	<b>Martinez</b>
<b>Total</b>	<b>44</b>	<b>49</b>

These findings are from a survey of 850 likely general election voters in New Mexico, including an oversample of 250 likely Hispanic voters who were then weighted down to reflect their share of the electorate. The survey was conducted by Greenberg Quinlan Rosner Research with professional dialers on September 12-14, 2010 and carries a margin of error of +/- 3.4 percent at the 95 percent confidence interval.

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.