

May 3, 2010

To : Sandy Jones
From : Tom Hujar
FDR Services
Re : Summary of tracking survey.

FDR Services is a full service political consulting firm that has a long history of service to clients in New Mexico. Clients include Bruce King, Martin Chavez, Diane Denish, Ray Powell, Phil Maloof, Peter Wirth, Jerry Sandel and the New Mexico Democratic Party. The company has been serving clients since 1982 and has worked in thirty-two states and eight foreign countries.

The Sandy Jones for Land Commissioner campaign retained FDR to conduct a survey of most likely voters in the 2010 Democratic primary. The survey was conducted via telephone April 30 – May 2, 2010 to a sample of 400 New Mexico voters derived from registered voter files. The margin of error for the total sample is plus or minus 5 percent, at a confidence level of 95 percent (19 times out of 20). The margin of error for sub samples (Albuquerque residents, voters aged 60+ is less, and depends on the exact size as well as the percentage differences involved.

KEY FINDINGS:

1. Voter interest in the 2010 Primary is at an all time low. Less than 46% of the electorate had an interest in voting and only a majority of 50+ aged voters intended to participate in the 2010 primary.
2. Voters believe that New Mexico is headed in the wrong direction (54% wrong vs 42% right). This is especially true of older voters and residents of northern New Mexico.
3. Jobs and economic development (41%) is the issue of greatest concern to voters in the upcoming election. Education (27%) is the second most cited concern with government corruption (8%) and environment (4%) following.
4. Over 50% of the voters are unable to give a job performance rating of the candidates running for Land Commissioner. Ray Powell has the most recognition (47%) followed by Sandy Jones (32%) and Harry Montoya (29%).

5. In the race for Land Commissioner, the election is a virtual tie with a large undecided vote.

Ray Powell	23.5%
Sandy Jones	22.4%
Harry Montoya	9.1%
Undecided	45%

6. Ray Powell does best in Bernallilo County (38%) and has a significant lead with younger voters (32%) and individuals who identify environment as their greatest concern. He is weak in the North (14%) and carries (18%) in the South.
7. Sandy Jones has a strong base in Southern New Mexico (36%), does well in the North (28%) but runs weak in Bernallilo county (10%).
8. Harry Montoya has a strong base of support in Northern New Mexico (22%) and with Hispanic voters (19%).

ANALYSIS – The race is up for grabs. With a low turnout of approximately 120,000 voters and the race in a virtual dead heat, any candidate who obtains 50,000 votes will win the race. The election comes down to who will be able to communicate to the most voters with the most compelling message. At this point in time, jobs and economic development are more important to the voters than environmental issues.