



Lake Snell Perry Mermin Meadow Gotoff Ulibarri

**MEMORANDUM**

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To: Interested Parties

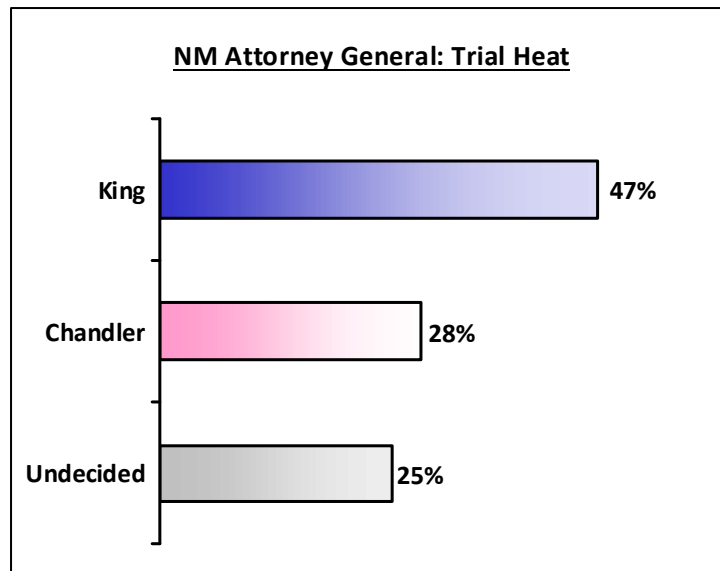
From: Celinda Lake and Daniel Gotoff, *Lake Research Partners*

Subject: Attorney General Gary King Poised to Win Re-election

Date: August 27, 2010

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Findings from a recent survey of likely voters in New Mexico show Attorney General Gary King strongly positioned for re-election.<sup>1</sup> King starts out with near majority support against Republican Matthew Chandler, leading him among every major demographic group and in every part of the state. In addition, King boasts a robust advantage over Chandler in strong support, a key metric in a non-Presidential election year with lower rates of voter turnout. Beyond King's own strengths, Chandler faces the added hurdle of being unknown and undefined to the vast majority of voters in the state.



<sup>1</sup> Lake Research Partners designed and administered this survey, which was conducted by telephone using professional interviewers. The survey reached 600 adults, 18 years or older, in New Mexico, who are registered and likely to vote in the 2010 General Election. The survey was conducted between August 2-4, 2010. The margin of error for this survey is +/-4.0%.

- ✓ Attorney General Gary King starts out with a solid lead over Matthew Chandler, 47% to 28%, with 25% of voters undecided. King's strong support (33%) is greater than Chandler's overall level of support in the race.
- ✓ King's support is not only intense, it is broad-based. King posts an overwhelming 30-point lead among independent voters, the critical subgroup that will determine the outcome of this election. King wins independent voters, 47% to 17%.
- ✓ Where King translates his advantage in name identification into votes, Chandler faces an uphill battle in just getting recognized. Roughly two-thirds of voters (65%) are familiar with Gary King. Just 17% of voters statewide can say the same for Chandler. This means that before Chandler can make his case against King, he will first have to spend precious resources defining himself.