



MEMORANDUM

TO: THE NATE GENTRY CAMPAIGN TEAM

FROM: NICOLE McCLESKEY

SUBJECT: NEW MEXICO HOUSE DISTRICT 30 SURVEY RESULTS

DATE: AUGUST 18, 2010

The Political Environment

1. *Voters in this district are incredibly unhappy with the direction of the state and are ready for change.* Overall 69% of voters believe the state is headed off on the wrong track, while just 22% believe the state is headed in the right direction.
2. *Susana Martinez has a strong lead in this bellweather district, leading Diane Denish by a 17 point margin.*

In a district that leans Republican but has shown its “swing” characteristics supporting Obama with 55% of the vote in 2008, Martinez’s 55%-38% lead is impressive and bodes well for down-ballot candidates.

Martinez also has a significantly stronger image rating with 57% favorable and 26% unfavorable. Denish is already showing the wear of the campaign with a 44% favorable/47% unfavorable rating.

The State House Race

3. *Nate Gentry already matches incumbent Karen Giannini in name identification.*

With a concerted walk effort, Gentry has 33% name ID among district voters while Giannini posts only 35%. Gentry also has a modestly better image (16% fav/1% unfav) than the Democrat (12% fav/6% unfav). Gentry has already achieved a level playing field in name ID, a critical variable in state house races.

4. **Gentry posts a good lead over Giannini on the ballot test.** Gentry leads Giannini by a 44%-35% margin, with 20% of voters undecided. An early lead for a challenger in this political environment is very encouraging for the Gentry campaign.

Methodology

Public Opinion Strategies conducted a telephone survey in New Mexico House District 30 on August 16-17, 2010. The survey was conducted among 250 likely voters and has a margin of error of $\pm 6.2\%$.

About Public Opinion Strategies

Public Opinion Strategies is the leading Republican polling firm in the U.S., listing 17 U.S. Senators, six Governors, and more than 40 Members of Congress as clients. POS is the Republican partner of the polling teams for the NBC/Wall Street Journal and NPR. POS has polled for former Senator Pete Domenici, former Congresswoman Heather Wilson, and Albuquerque Mayor Richard Berry.