



PUBLIC OPINION  

---

**STRATEGIES**  
*Turning Questions Into Answers*

**MEMORANDUM**

TO: MARTINEZ CAMPAIGN TEAM  
FROM: NICOLE McCLESKEY  
SUBJECT: TREND IN NEW MEXICO GUBERNATORIAL RACE  
DATE: SEPTEMBER 16, 2010

---

The trend in the race is certainly working in our favor. We have had two polls conducted since the *Albuquerque Journal* survey that show movement in Martinez's favor:

Survey Conducted	Date	Interviews	Result
Research & Polling for <i>Albuquerque Journal</i>	8/23-8/27	942 Likely Voters	45% Martinez 39% Denish
POS	8/31-9/1	500 Likely Voters	50% Martinez 42% Denish
POS	9/11-9/13	600 Likely Voters	50% Martinez 40% Denish

If we include leaners in our most recent survey, the Martinez lead increases to 52%-41%.

In no public survey conducted since the June primary has Diane Denish been able to break 43% support. Most recent data suggests that Denish is losing ground, as Martinez makes critical gains among key sub-groups including Independent women and Hispanic voters.

With Tier 1 messages still yet to be delivered, Martinez is well-positioned for the final stretch of the campaign.

**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*

*In 2009, POS partners were named "Pollsters of the Year" by the American Association of Political Consultants for polling conducted on behalf of Scott Brown for Senate in Massachusetts and Bob McDonnell for Governor in Virginia.*