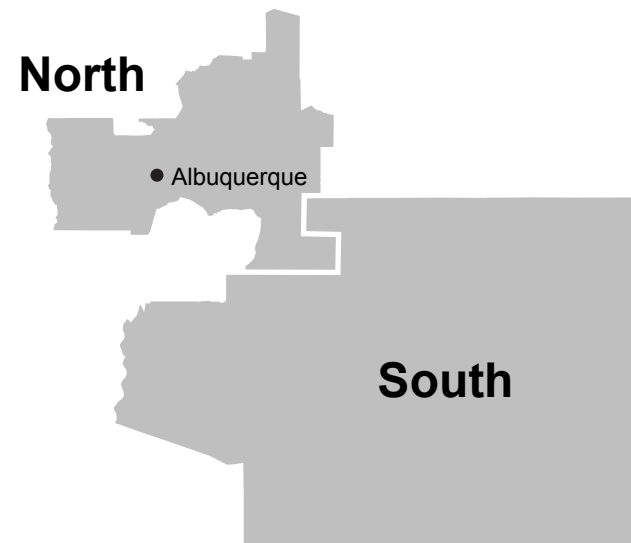


## New Mexico 1st



## New Mexico 1st

October 8-10, 2006		Likely Voters	Certain Voters	Party Identification			Geography		Hierarchical Vote					Bush Job Approval	
1,000 Target Respondents				Republican	Democrat	Independent	North	South	Strong Wilson	Weak/Lean Wilson	Undecided/ Other	Weak/Lean Madrid	Strong Madrid	Approve	Disapprove
Weighted Interviews	986	769	378	376	231	473	513	369	66	38	64	449	369	530	
Weighted Proportion	100%	78%	38%	38%	23%	48%	52%	37%	7%	4%	6%	46%	37%	54%	
<b>1. Voter Motivation Index</b>															
Mean	7.69	9.00	7.91	7.53	7.57	7.50	7.86	8.29	7.31	4.85	4.38	7.95	7.90	7.79	
<b>2. Preference</b>															
Republican Wilson	41%	44%	81%	9%	26%	39%	42%	100%	46%	0%	0%	0%	90%	8%	
Other-Consider Wilson	2%	3%	3%	3%	0%	0%	4%	0%	34%	0%	0%	0%	0%	4%	
Undecided-Lean Wilson	1%	1%	1%	0%	4%	2%	1%	0%	20%	0%	0%	0%	3%	0%	
Democrat Madrid	48%	50%	10%	79%	60%	52%	44%	0%	0%	0%	37%	100%	4%	81%	
Other-Consider Madrid	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	
Undecided-Lean Madrid	4%	0%	4%	6%	1%	1%	6%	0%	0%	0%	61%	0%	1%	3%	
Other	2%	1%	0%	1%	8%	3%	2%	0%	0%	64%	0%	0%	2%	3%	
Undecided	1%	1%	1%	1%	1%	3%	0%	0%	0%	36%	0%	0%	0%	2%	
Total Wilson	44%	48%	85%	12%	30%	41%	47%	100%	100%	0%	0%	0%	93%	12%	
Total Madrid	52%	50%	14%	85%	61%	53%	51%	0%	0%	0%	100%	100%	5%	84%	
<b>3. Certainty</b>															
Certain	87%	92%	85%	88%	87%	90%	84%	100%	0%	100%	0%	100%	91%	87%	
May Vote for Opponent	13%	8%	15%	12%	13%	10%	16%	0%	100%	0%	100%	0%	9%	13%	
<b>Hierarchical Vote</b>															
Strong Wilson	37%	42%	75%	8%	24%	36%	38%	100%	0%	0%	0%	0%	87%	5%	
Weak/Lean Wilson	7%	6%	10%	4%	6%	4%	9%	0%	100%	0%	0%	0%	6%	7%	
Undecided/Other	4%	2%	2%	3%	9%	6%	2%	0%	0%	100%	0%	0%	2%	4%	
Weak/Lean Madrid	6%	2%	5%	8%	7%	5%	7%	0%	0%	0%	100%	0%	3%	6%	
Strong Madrid	46%	48%	9%	77%	54%	48%	43%	0%	0%	0%	0%	100%	2%	78%	

## New Mexico 1st

October 8-10, 2006  
1,000 Target Respondents

Likely Voters  
Weighted Interviews 986  
Weighted Proportion 100%

Certain Voters

### Party Identification

Republican	Democrat	Independent
378	376	231
38%	38%	23%

### Geography

North	South
473	513
48%	52%

### Hierarchical Vote

<u>Strong Wilson</u>	<u>Weak/Lean Wilson</u>	<u>Undecided/Other</u>	<u>Weak/Lean Madrid</u>	<u>Strong Madrid</u>
369	66	38	64	449
37%	7%	4%	6%	46%

### Bush Job Approval

<u>Approve</u>	<u>Disapprove</u>
369	530
37%	54%

## 4. Bush Job Approval

	Likely Voters	Certain Voters	Republican	Democrat	Independent	North	South	Strong Wilson	Weak/Lean Wilson	Undecided/Other	Weak/Lean Madrid	Strong Madrid	Approve	Disapprove
Approve	37%	39%	71%	9%	28%	37%	38%	87%	34%	20%	15%	2%	100%	0%
Disapprove	54%	55%	19%	80%	67%	55%	52%	7%	57%	61%	51%	92%	0%	100%
Not Sure	9%	6%	10%	10%	4%	8%	10%	6%	9%	19%	35%	7%	0%	0%

## 5. Gender

	Likely Voters	Certain Voters	Republican	Democrat	Independent	North	South	Strong Wilson	Weak/Lean Wilson	Undecided/Other	Weak/Lean Madrid	Strong Madrid	Approve	Disapprove
Female	50%	48%	55%	55%	35%	42%	58%	52%	70%	31%	66%	46%	52%	50%
Male	50%	52%	45%	45%	65%	58%	42%	48%	30%	69%	34%	54%	48%	50%

## 6. Age (from voter file match)

Age Group	Likely Voters	Certain Voters	Republican	Democrat	Independent	North	South	Strong Wilson	Weak/Lean Wilson	Undecided/Other	Weak/Lean Madrid	Strong Madrid	Approve	Disapprove
18-44	34%	32%	33%	41%	25%	30%	37%	38%	28%	4%	46%	32%	31%	32%
45-64	38%	41%	33%	35%	49%	44%	32%	40%	20%	36%	25%	40%	43%	38%
65-74	16%	15%	20%	14%	14%	14%	19%	11%	23%	52%	16%	17%	14%	18%
75+	12%	12%	14%	10%	13%	12%	12%	11%	29%	9%	12%	11%	12%	12%

## 7/8a. Race

Race	Likely Voters	Certain Voters	Republican	Democrat	Independent	North	South	Strong Wilson	Weak/Lean Wilson	Undecided/Other	Weak/Lean Madrid	Strong Madrid	Approve	Disapprove
Hispanic/Latino	36%	31%	28%	46%	30%	30%	40%	29%	39%	28%	57%	39%	27%	37%
White	59%	65%	71%	49%	55%	64%	54%	70%	59%	61%	26%	54%	69%	56%
Black	2%	1%	0%	3%	2%	2%	1%	0%	1%	7%	1%	2%	1%	1%
Asian/Other	4%	3%	1%	2%	13%	3%	5%	2%	2%	5%	15%	5%	2%	5%

## 9. Party Identification

Party	Likely Voters	Certain Voters	Republican	Democrat	Independent	North	South	Strong Wilson	Weak/Lean Wilson	Undecided/Other	Weak/Lean Madrid	Strong Madrid	Approve	Disapprove
Republican	38%	40%	100%	0%	0%	32%	44%	77%	56%	19%	29%	7%	73%	13%
Democrat	38%	36%	0%	100%	0%	40%	37%	9%	23%	25%	46%	65%	10%	57%
Independent/Other	23%	23%	0%	0%	100%	28%	19%	15%	21%	56%	25%	28%	18%	29%

## New Mexico 1st

		Gender		Age						Gender/Age			
October 8-10, 2006	Likely Voters	Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
1,000 Target Respondents													
Weighted Interviews	986	498	488	333	371	162	119	579	406	352	320	178	299
Weighted Proportion	100%	51%	49%	34%	38%	16%	12%	59%	41%	36%	32%	18%	30%
<b>1. Voter Motivation Index</b>													
Mean	7.69	7.42	7.96	7.62	8.05	6.98	7.68	8.17	7.00	6.98	7.68	6.95	7.91
<b>2. Preference</b>													
Republican Wilson	41%	43%	38%	43%	41%	30%	45%	48%	31%	33%	43%	45%	40%
Other-Consider Wilson	2%	2%	2%	3%	0%	4%	4%	2%	3%	3%	4%	0%	0%
Undecided-Lean Wilson	1%	2%	0%	1%	2%	1%	0%	2%	1%	1%	3%	1%	0%
Democrat Madrid	48%	43%	53%	44%	52%	50%	44%	44%	54%	50%	43%	43%	54%
Other-Consider Madrid	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Undecided-Lean Madrid	4%	7%	1%	7%	1%	4%	4%	1%	8%	9%	7%	5%	1%
Other	2%	2%	3%	0%	2%	10%	1%	2%	2%	2%	0%	6%	2%
Undecided	1%	0%	3%	0%	2%	2%	2%	2%	1%	1%	0%	0%	2%
Total Wilson	44%	48%	40%	48%	44%	34%	50%	51%	34%	37%	49%	46%	41%
Total Madrid	52%	50%	54%	52%	53%	53%	48%	45%	62%	60%	51%	48%	56%
<b>3. Certainty</b>													
Certain	87%	82%	92%	86%	92%	84%	77%	90%	82%	82%	83%	80%	94%
May Vote for Opponent	13%	18%	8%	14%	8%	16%	23%	10%	18%	18%	17%	20%	6%
<b>Hierarchical Vote</b>													
Strong Wilson	37%	39%	36%	42%	40%	25%	33%	44%	28%	30%	42%	33%	39%
Weak/Lean Wilson	7%	9%	4%	6%	3%	9%	16%	7%	7%	7%	7%	13%	2%
Undecided/Other	4%	2%	5%	0%	4%	12%	3%	4%	4%	3%	0%	6%	4%
Weak/Lean Madrid	6%	8%	4%	9%	4%	6%	7%	3%	12%	10%	9%	7%	4%
Strong Madrid	46%	41%	50%	43%	48%	47%	41%	42%	50%	49%	41%	41%	52%

## New Mexico 1st

October 8-10, 2006  
1,000 Target Respondents

Likely Voters

Weighted Interviews 986  
Weighted Proportion 100%

### 4. Bush Job Approval

		Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
Approve	37%	39%	36%	34%	43%	33%	36%	44%	28%	28%	40%	37%	35%
Disapprove	54%	53%	54%	50%	54%	60%	54%	52%	57%	56%	52%	55%	53%
Not Sure	9%	8%	9%	16%	3%	8%	10%	4%	15%	16%	9%	8%	12%

### 5. Gender

		Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
Female	50%	100%	0%	57%	44%	56%	44%	46%	57%	60%	100%	100%	0%
Male	50%	0%	100%	43%	56%	44%	56%	54%	43%	40%	0%	0%	100%

### 6. Age (from voter file match)

		Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
18-44	34%	38%	29%	100%	0%	0%	0%	22%	51%	53%	60%	0%	47%
45-64	38%	33%	43%	0%	100%	0%	0%	44%	29%	29%	40%	20%	53%
65-74	16%	18%	15%	0%	0%	100%	0%	21%	10%	10%	0%	51%	0%
75+	12%	11%	14%	0%	0%	0%	100%	13%	10%	8%	0%	30%	0%

### 7/8a. Race

		Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
Hispanic/Latino	36%	43%	28%	56%	27%	22%	23%	0%	86%	100%	51%	28%	36%
White	59%	53%	64%	38%	68%	76%	64%	100%	0%	0%	45%	69%	59%
Black	2%	1%	2%	1%	2%	0%	3%	0%	4%	0%	0%	2%	2%
Asian/Other	4%	3%	5%	5%	3%	2%	9%	0%	10%	0%	4%	1%	3%

### 9. Party Identification

		Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
Republican	38%	42%	35%	37%	34%	48%	44%	46%	27%	30%	39%	47%	30%
Democrat	38%	42%	35%	46%	36%	33%	31%	32%	47%	50%	44%	38%	38%
Independent/Other	23%	16%	31%	17%	30%	20%	24%	22%	25%	20%	17%	15%	31%