



**PUBLIC OPINION  
STRATEGIES**

*Turning Questions Into Answers.*

**MEMORANDUM**

**TO:** CONGRESSWOMAN HEATHER WILSON  
HEATHER WILSON FOR CONGRESS CAMPAIGN

**FROM:** GLEN BOLGER

**RE:** KEY FINDINGS – NEW MEXICO CD-1 SURVEY

**DATE:** NOVEMBER 5, 2006

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**The Bottom Line**

*Congresswoman Heather Wilson not only has a two point lead heading into Election Day, but has the momentum and a superior turnout operation that will help her win on Tuesday.*

**Key Findings**

***1. Heather Wilson has the momentum and now leads Patricia Madrid by two points.***

Congresswoman Heather Wilson leads Patricia Madrid 48%-46% with 5% undecided. Among those who have voted early, Wilson leads 50%-45%.

Madrid's poor performance in the debate has helped shift the momentum in the Congresswoman's favor. In our October 22<sup>nd</sup>-24<sup>th</sup> survey, Wilson was trailing Madrid 45%-48%.

Furthermore, Madrid's poor performance in the debate helped shift voters opinion of her. Madrid now has a net negative image, with just 43% favorable/51% unfavorable, while Wilson's image is 51% favorable/46% unfavorable. It is almost unheard of for a challenger to have unfavorables above 50% and makes it very difficult for Madrid to win.

**Methodology**

*This survey was conducted October 31 - November 2, 2006 among 450 likely voters in New Mexico's 1<sup>st</sup> Congressional District. The survey has a margin of error of  $\pm 4.62\%$  in 95 out of 100 cases.*