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TO: Interested Parties

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TOM UDALL HOLDS STRONG LEADS IN BOTH GENERAL ELECTION AND DEM PRIMARY FOR US SENATE

Our surveys¹ of both likely general election and Democratic primary voters show U.S. Representative Tom Udall holds a considerable lead in both races. He begins the race with more than half of voters viewing him as favorable while only 14 percent view him unfavorably. He is clearly a much stronger general election candidate than Albuquerque Mayor Martin Chávez.

In head-to-head ballot tests with both major announced Republican candidates, Udall reaches or exceeds 50 percent total support, while neither Republican reaches 40 percent. By contrast, Chávez is in a statistical dead heat with Wilson and actually trails Steve Pearce, as shown below.

Tom Udall	52%	Tom Udall	50%
Heather Wilson	36%	Steve Pearce	33%
Undecided	12%	Undecided	17%

Martin Chávez	47%	Martin Chávez	40%
Heather Wilson	43%	Steve Pearce	44%
Undecided	10%	Undecided	16%

Udall and Chávez have comparable name identification among voters, but while Udall enjoys strong favorable ratings, Chávez begins the campaign with only about three-in-ten voters giving him a favorable rating while an identical **three-in-ten give him an unfavorable rating** – more than twice Udall's unfavorable rating.

¹ Fairbank, Maslin, Maullin & Associates conducted concurrent surveys of 500 likely general election voters and 439 likely Democratic primary voters between October 23 and 27, 2007. The margin of error for the general election survey is +/-4.3% and for the Democratic primary survey is +/-4.6%

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Udall is the stronger Democratic general election candidate among moderates. Our survey asked respondents whether they considered themselves to be conservative, moderate or liberal. Udall’s stronger showing in the general election ballot tests is almost wholly attributable to the fact that Udall is much stronger than Chávez in the general election among the 31 percent of the electorate that calls itself moderate, as shown below.

Vote Among Self-Described Moderates (31% of sample)

Tom Udall	70%	Tom Udall	65%
Heather Wilson	20%	Steve Pearce	24%
Undecided	10%	Undecided	11%

Martin Chávez	58%	Martin Chávez	41%
Heather Wilson	22%	Steve Pearce	45%
Undecided	10%	Undecided	17%

Furthermore, Udall is the clear preference among likely Democratic primary voters for the nomination. In a three-way contest with Chávez and Developer Don Wiviott, Udall also reaches 50 percent support and holds a 20-point lead over Chávez. Udall holds strong leads among Hispanic and self-described moderate and conservative Democratic primary voters, as well as those who live in Bernalillo County, as shown below.

	Total Dem. Primary	Hispanic Dem. Primary	Bernalillo County Dem Primary	Moderates	Conservatives
Tom Udall	50%	46%	54%	54%	48%
Martin Chávez	30%	38%	32%	33%	24%
Don Wiviott	2%	1%	3%	1%	4%
Undecided	17%	15%	11%	12%	24%

As we saw with general election voters, there is a significant disparity in the favorable and unfavorable ratings of these two candidates receive from Democratic primary voters.

More than six-in-ten Democratic primary voters rate Udall as favorable, while fewer than half give Chávez a favorable rating. Twice as many Democratic primary voters give Chávez an unfavorable rating as Udall.

The results are clear in demonstrating that Tom Udall is the stronger candidate for U.S. Senate. His considerable popularity among voters across the political spectrum gives him strong leads in the general election, regardless of Republican opponent. In the Democratic primary, Udall would need to be considerably outspent for Chávez to overcome Udall’s popularity and his own negatives.

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