



FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Obama headed for a big win in New Mexico

Raleigh, N.C. – Barack Obama has opened up a 17 point lead in Public Policy Polling’s final pre-election survey of New Mexico. He is up 58-41 on John McCain, a six point increase in his margin since a mid-September PPP poll showed him up by 11 points in the state.

Obama is polling extremely well with two key groups of New Mexico voters: independents and Hispanics. Among independents he has a remarkable 66-28 lead, and with Hispanics it’s 62-37.

One key thing for Obama’s chances in the state is that he has built up a 64-36 lead with those who have already voted.

“New Mexico may be the state that sees the biggest turnaround in how it votes in 2008 compared to what it did in 2004,” said Dean Debnam, President of Public Policy Polling. “It’s hard to believe George W. Bush took this state just four years ago given the huge margin it appears Barack Obama will win it by.”

In the contest for the state’s vacant US Senate seat, Democrat Tom Udall continues to hold a dominant lead as he has in most public opinion polling over the last year. His margin is now 58-39 over Steve Pearce.

PPP surveyed 1,537 likely voters from October 28th to 30th. The survey’s margin of error is +/-2.5%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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New Mexico Poll

Q1 The candidates for President are Republican John McCain and Democrat Barack Obama. If the election was today, who would you vote for? If John McCain, press 1. If Barack Obama, press 2. If you're undecided, press 3.

McCain.....41% *Undecided*..... 2%

Obama.....58%

Q2 The candidates for US Senate are Republican Steve Pearce and Democrat Tom Udall. If the election was today, who would you vote for? If Steve Pearce, press 1. If Tom Udall, press 2. If you're undecided, press 3.

Pearce 39%

Udall 58%

Undecided..... 3%

Q3 Have you already voted either at an early voting site or with an absentee ballot? If yes, press 1. If no, press 2.

Yes 56%

No 44%

Q4 If you are a woman, press 1, if a man, press 2.

Woman 54%

Man..... 46%

Q5 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat..... 52%

Republican..... 35%

Other..... 13%

Q6 if you are Hispanic, press 1. If you are white, press 2. If you are African-American, press 3. If other, press 4.

Hispanic..... 38%

White 55%

African American 2%

Other..... 5%

Q7 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29..... 17%

30 to 45..... 27%

46 to 65..... 37%

Older than 65..... 19%





	Base	Already Voted	
		Yes	No
McCain/Obama			
McCain	41%	36%	47%
Obama	57%	64%	50%
Undecided	2%	0%	3%

	Base	Already Voted	
		Yes	No
Senate			
Pearce	39%	34%	44%
Udall	59%	64%	51%
Undecided	3%	1%	5%

	Base	Gender	
		Woman	Man
McCain/Obama			
McCain	41%	39%	44%
Obama	58%	60%	55%
Undecided	2%	1%	2%

	Base	Gender	
		Woman	Man
Senate			
Pearce	39%	36%	42%
Udall	58%	61%	55%
Undecided	3%	3%	3%





	Base	Party		
		Democrat	Republican	Other
McCain/Obama				
McCain	41%	16%	83%	28%
Obama	58%	83%	17%	66%
Undecided	2%	1%	1%	6%

	Base	Party		
		Democrat	Republican	Other
Senate				
Pearce	39%	14%	79%	28%
Udall	58%	84%	19%	64%
Undecided	3%	2%	2%	8%

	Base	Race			
		Hispanic	White	African American	Other
McCain/Obama					
McCain	41%	37%	46%	9%	35%
Obama	58%	62%	53%	87%	61%
Undecided	2%	2%	1%	4%	3%

	Base	Race			
		Hispanic	White	African American	Other
Senate					
Pearce	39%	34%	44%	11%	30%
Udall	58%	61%	55%	85%	62%
Undecided	3%	4%	2%	4%	8%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCain/Obama					
McCain	41%	41%	43%	37%	46%
Obama	58%	58%	57%	61%	52%
Undecided	2%	1%	1%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Pearce	39%	41%	38%	37%	42%
Udall	58%	53%	59%	62%	56%
Undecided	3%	6%	3%	2%	2%

