



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 up big in New Mexico

Raleigh, N.C. – Barack Obama has opened up a large lead in New Mexico, according to the newest survey from Public Policy Polling.

Obama is at 53% in the state, compared to 42% for John McCain. Key to Obama's performance is that he is only running behind 49-47 to McCain among white voters. In a state with a significant Hispanic population that level of competitiveness with whites will seal a win. He leads 59-35 with Hispanics.

The state's US Senate race is looking even less competitive. Tom Udall leads Steve Pearce 57-37.

"New Mexico is probably the state Bush took in 2004 that Barack Obama will have the easiest time winning this time around," said Dean Debnam, President of Public Policy Polling. "Part of this large lead may be a product of last week's economic crisis but even if things return to normal this is a place where the Democrats are going to have a significant advantage."

Sarah Palin is not very popular with New Mexico voters. While 38% said her selection made them more likely to vote for John McCain, 46% said it made them less likely to do so. Among independents 47% said her place on the ticket made them less likely to vote Republican. Overall Barack Obama has a 16 point advantage with that demographic. Joe Biden is a slight net favorite for the Democrats, with 35% saying his choice makes them more likely to vote for Obama compared to 32% who say it makes them less likely to do so.

PPP surveyed 1,037 likely voters from September 17th to 19th. The survey's margin of error is +/-3.0%. 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. PPP will have a new Colorado poll tomorrow.

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.....42% *Undecided*..... 5%
Obama.....53%

Q2 Are you firmly committed to your choice for President, or could you change your mind between now and the election? If you are firmly committed, press 1. If you could change your mind, press 2.

Firmly Committed.....93%
Could Change Mind..... 7%

Q3 The candidates for US Senate are Republican Steve Pearce and Democrat Tom Udall. If the election was today, who would you vote for? If for Steve Pearce, press 1. If Tom Udall, press 2. If you're undecided, press 3.

Pearce 37%
Udall 57%
Undecided..... 6%

Q4 Did Barack Obama's selection of Joe Biden as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely..... 35% *No Difference* 33%
Less Likely 32%

Q5 Did John McCain's selection of Sarah Palin as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely38% *No Difference*.....16%
Less Likely.....46%

Q6 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

Urban.....23%
Suburban 7%
Rural.....64%
Small Town..... 6%

Q7 If you are a woman, press 1, if a man, press 2.

Woman54%
Man.....46%

Q8 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat.....52%
Republican.....32%
Other.....15%

Q9 If you are Hispanic, press 1. If you are white, press 2. If you are African-American, press 3. If other, press 4.

Hispanic.....39%
White52%
African American 2%
Other.....6%

Q10 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..... 16%
30 to 45.....28%
46 to 65.....37%
Older than 65..... 19%





	Base	Gender	
		Woman	Man
McCain/Obama			
McCain	42%	38%	46%
Obama	53%	58%	47%
Undecided	5%	4%	7%

	Base	Gender	
		Woman	Man
Change Mind			
Firmly Committed	93%	94%	93%
Could Change Mind	7%	6%	7%

	Base	Gender	
		Woman	Man
Senate			
Pearce	37%	32%	43%
Udall	57%	62%	51%
Undecided	6%	6%	7%

	Base	Gender	
		Woman	Man
Biden Pick			
More Likely	35%	38%	32%
Less Likely	32%	26%	39%
No Difference	33%	36%	30%





	Base	Gender	
		Woman	Man
Palin Pick			
More Likely	38%	33%	44%
Less Likely	46%	49%	42%
No Difference	16%	18%	15%

	Base	Party		
		Democrat	Republican	Other
McCain/Obama				
McCain	42%	16%	85%	35%
Obama	53%	79%	12%	51%
Undecided	5%	4%	3%	14%

	Base	Party		
		Democrat	Republican	Other
Change Mind				
Firmly Committed	93%	93%	96%	88%
Could Change Mind	7%	7%	4%	12%

	Base	Party		
		Democrat	Republican	Other
Senate				
Pearce	37%	15%	77%	29%
Udall	57%	81%	17%	59%
Undecided	6%	5%	6%	12%





	Base	Party		
		Democrat	Republican	Other
Biden Pick				
More Likely	35%	50%	15%	28%
Less Likely	32%	20%	50%	31%
No Difference	33%	30%	34%	40%

	Base	Party		
		Democrat	Republican	Other
Palin Pick				
More Likely	38%	19%	69%	37%
Less Likely	46%	64%	15%	47%
No Difference	16%	17%	15%	16%

	Base	Race			
		Hispanic	White	African American	Other
McCain/Obama					
McCain	42%	35%	49%	7%	32%
Obama	53%	59%	47%	84%	57%
Undecided	5%	5%	4%	10%	12%

	Base	Race			
		Hispanic	White	African American	Other
Change Mind					
Firmly Committed	93%	93%	94%	83%	91%
Could Change Mind	7%	7%	6%	17%	9%





	Base	Race			
		Hispanic	White	African American	Other
Senate					
Pearce	37%	33%	43%	7%	21%
Udall	57%	61%	51%	80%	70%
Undecided	6%	7%	5%	13%	8%

	Base	Race			
		Hispanic	White	African American	Other
Biden Pick					
More Likely	35%	39%	32%	58%	34%
Less Likely	32%	33%	32%	16%	29%
No Difference	33%	28%	37%	26%	37%

	Base	Race			
		Hispanic	White	African American	Other
Palin Pick					
More Likely	38%	35%	43%	16%	26%
Less Likely	46%	47%	42%	64%	56%
No Difference	16%	18%	15%	20%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCain/Obama					
McCain	42%	30%	44%	42%	47%
Obama	53%	61%	52%	53%	48%
Undecided	5%	9%	4%	5%	5%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Change Mind					
Firmly Committed	93%	92%	93%	94%	94%
Could Change Mind	7%	8%	7%	6%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Pearce	37%	27%	39%	38%	41%
Udall	57%	61%	54%	57%	55%
Undecided	6%	13%	7%	4%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Pick					
More Likely	35%	35%	31%	37%	39%
Less Likely	32%	41%	28%	30%	33%
No Difference	33%	24%	41%	34%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Pick					
More Likely	38%	33%	42%	35%	42%
Less Likely	46%	51%	43%	47%	43%
No Difference	16%	16%	15%	18%	15%

