



2014 GENERAL ELECTION COMPARISON

	<u>OFFICIAL ELECTION RETURNS</u>		<u>FINAL JOURNAL POLL RESULTS</u>
GOVERNOR			
Susana Martinez (R)	57.22%	} 14.4%	53%
Gary King (D)	42.78%		38%
Undecided	-		9%
U.S. SENATE			
Tom Udall (D)	55.56%	} 11.1%	50%
Allen Weh (R)	44.44%		43%
Undecided	-		8%
COMMISSIONER OF PUBLIC LANDS			
Aubrey Dunn (R)	50.07%	} .1%	40%
Ray Powell (D)	49.93%		39%
Undecided	-		21%
<i>* Pending recount</i>			
SECRETARY OF STATE			
Dianna Duran (R)	51.64%	} 3.3%	42%
Maggie Toulouse Oliver (D)	48.36%		42%
Undecided	-		16%
ATTORNEY GENERAL			
Hector Balderas (D)	58.27%	} 16.5%	51%
Susan Riedel (R)	41.73%		35%
Undecided	-		13%

FIELD DATES: OCTOBER 21-23, 2014

JOURNAL POLLS

Since 1986, Research & Polling, Inc. has conducted all of the public opinion and election polls for the *Albuquerque Journal*. In 83 of the 87 statewide or congressional district General Election races that Research & Polling polled for the *Journal*, the candidate who was ahead in the final *Journal* poll also won the election.

NATIONAL POLITICAL MOOD

The political mood of the nation impacts the outcome of New Mexico's elections at every level, including races for congress, governor, judges, and even state legislative races. Voter turnout is also a contributing factor that influences the outcome of elections, with Democrats tending to benefit from higher turnout elections in which more young voters participate. In 2014, New Mexico's Republican candidates benefitted from low approval ratings for President Obama in conjunction with the lower voter turnout that typifies mid-term election cycles. In fact, in the 2014 election, Republican candidates won an unprecedented four statewide races (Governor, Secretary of State, Court of Appeals and Commissioner of Public Lands {pending recount}).

Republican gains in 2014 demonstrate how voter preferences for Democratic or Republican candidates in New Mexico swing back and forth depending on the changing national political climate.

US SENATE

Tom Udall won the US Senate election against Allen Weh by 11 percentage points. This was an impressive victory considering that the Democrats lost nine US Senate races nationwide, including Tom Udall's cousin, Senator Mark Udall from neighboring Colorado. However, in 2008, when Tom Udall was running for Senate during the Obama landslide election cycle, Udall won the election by more than 20 percentage points. The narrower margin of victory in 2014 versus 2008 demonstrates the impact of political climate on the outcome of elections.

Allen Weh was successful in cutting his deficit in half during the Senate campaign; however, the strength of Udall was apparent in his impressive election performance in New Mexico's largest cities and in his former northern New Mexico congressional district.

US HOUSE OF REPRESENTATIVES

All three of New Mexico's incumbents in the US House, Michelle Lujan Grisham, Steve Pearce, and Ben Ray Lujan, were reelected by large margins. Of the three races, the most combative was in the 2nd Congressional District, between Steve Pearce and Roxanne "Rocky" Lara. Despite Lara's best efforts, she lost *every* county to Pearce in this sprawling conservative district.

The *Journal* did not conduct polls in the congressional races due to the lack of competitiveness in these election contests.

GOVERNOR

Susana Martinez defeated Gary King by a large margin due to her massive support in conservative areas and her ability to pick up significant Democratic Hispanic and Native American crossover voters. Gary King, as a candidate, was unable to inspire the Democratic Party base. The Martinez campaign's lopsided financial advantage enabled it to define Gary King in an unfavorable light, preventing him from ever building any momentum.

Voter turnout was low throughout New Mexico, with only 40% of New Mexico's registered voters participating compared to 52% in the 2010 gubernatorial election cycle. Despite the Governor's impressive victory over Gary King, Susana Martinez received 28,000 fewer votes in 2014 compared to 2010 due to voter apathy.

Governor Martinez won the election by 14.4%. In the final Journal Poll, Governor Martinez had a 15 percentage point lead.

SECRETARY OF STATE

In 2010, Dianna Duran was elected as the first Republican Secretary of State in 80 years. In 2014, she was reelected in a hard fought contest against Democrat Maggie Toulouse Oliver, the Bernalillo County Clerk. This race was hotly contested and competitive until the end. However, Duran's hard-hitting and effective TV ads in the closing two weeks probably made the difference and turned the race in her direction. As a Hispanic Republican, Diana Duran also received significant crossover voters, particularly among Hispanic Democrats.

In the final Journal Poll, which was in the field about 2 weeks before election day, November 4th, the race was tied between the two candidates. Duran ultimately won the race by 3.3%.

ATTORNEY GENERAL

Democrat Hector Balderas, the current State Auditor, defeated Susan Riedel by a large margin in the race for Attorney General. Hector Balderas' above average name recognition in conjunction with his well-run campaign were too much for his opponent to overcome.

Balderas won the election by 16.5% compared to the final Journal Poll which had him ahead by 16%.

COMMISSIONER OF PUBLIC LANDS

Longtime Land Commissioner Ray Powell was defeated by Republican Aubrey Dunn (pending a recount), in the biggest surprise of the 2014 campaign season. Dunn becomes the third Republican Land Commissioner in the state's history. The Dunn campaign ran a highly effective TV ad criticizing Ray Powell's handling of the Dixon's Apple Orchard property, which strongly contributed to Dunn's victory. Ray Powell's defense of this hard hitting ad was too little and too late, costing him the election. The Republican leaning political mood of the state and nation also contributed to Dunn's victory.

Unofficially, Dunn maintains a lead of 0.1%. In the final Journal Poll, Dunn was ahead by 1%.

STATE HOUSE RACES

The Republicans netted four new House seats in the 2014 election and will take control over the State House for the first time in 60 years.

One of the contributing factors leading to a Republican majority in the House was the outcome of the state legislative redistricting process of 2011/2012. The current legislative district boundary plan was selected by the courts after an impasse between the Republican governor and the Democratic controlled Legislature. Overall, the new district boundaries made it easier for Republicans to gain control of the House than before redistricting.

Additionally, the party in power in the White House during mid-term elections tends to lose state house seats in New Mexico. And, Democrats tend to lose more House seats than Republicans when their party is in the White House due to turnout patterns.

This pattern continued in 2014 and contributed to the Republican State House majority. Barack Obama had low approval ratings during his two mid-term election cycles in 2010 and 2014. These mid-term elections proved to be very costly to Democrats in the State House. In 2010, the Republicans netted eight additional seats in the State House, while in 2014 the Republicans netted four additional seats.