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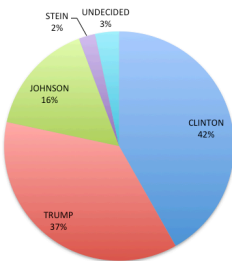
Contact:

Brandon Gregoire, Co-Founder
(855) ZIA-POLL (942-7655)
www.ZiaPoll.com
brandon@ziapoll.com



Hillary Clinton leads Donald Trump by 5 points in New Mexico based on a survey of 1,415 likely voters.

President of the United States



The state-wide survey, conducted by ZiaPoll, a New Mexico based non-partisan public opinion pollster, has Hillary Clinton polling at 41.8 percent, Donald Trump at 36.6 percent, and former New Mexico Governor and Libertarian nominee Gary Johnson at 16 percent going into October. Undecided voters made up 3 percent while the remaining 2 percent said they would vote for Green Party candidate Jill Stein.

When pushed for a decision to select a candidate, undecided voters leaned heavily in favor of Trump, 43.6 percent, and Johnson, 32.8 percent, with Clinton only getting 8 percent of the undecided vote. Although the undecided vote is not enough to swing the election as of right now, it does point to the fact that as the race tightens, Trump and Johnson are pulling much of the undecided votes from Clinton.

When looking at approval ratings, the Democrat and Republican nominee both have very high unfavorable ratings. Half of survey respondents said they had a very unfavorable view of Donald Trump while 44 percent said the same for Clinton. When looking at Republicans specifically, just over 25 percent of those who responded said they have a *very* or *somewhat* unfavorable view of Trump while 20 percent of Democrats have a *very* or *somewhat* unfavorable view of Clinton.

With less than 6 weeks to go before Election Day, New Mexico still looks somewhat purple. The poll shows about 12 percent of Republicans and Democrats reported they still may change their minds before election day.

“It is exciting to launch ZiaPoll’s first official New Mexico statewide scientific poll. Our mission is simple. Report *The Pulse of New Mexico*, using a scientific and unbiased method,” said Brandon Gregoire, co-founder of ZiaPoll. “The election for President of the United States is pretty tight in our state giving both major parties shot. And who knows, if Governor Johnson is able to get a seat at the next debate, the gap between Clinton and Trump will likely get even smaller!”

Additional take-aways from the poll results:

- One third of those surveyed said creating jobs and the economy was the most important issue to them.
- When asked about reinstating the death penalty in New Mexico, 62.3 percent of respondents are in support of the death penalty and 28.7 percent said they oppose it.
- Clinton leads Trump by 4 points among men and 13 points among women.
- Trump carried 56.1 percent of voters ages 18-24, while Johnson and Clinton were tied at 22 percent.
- Voters in the 25-34 age group favored Trump 38.2 percent, Johnson 30.8 percent and Clinton at 22.9 percent.

More Data Coming

In the coming weeks ZiaPoll will continue to publish a press release with more state-specific takeaways from the poll, including post-debate presidential numbers and all three New Mexico Congressional races. To subscribe to updates and all quarterly polls, please via www.ZiaPoll.com

About the Poll

ZiaPoll, a New Mexico based non-partisan public opinion pollster, asked questions of New Mexico likely voters as part of ZiaPolls inaugural New Mexico statewide quarterly poll.

The scientific study was conducted from September 24 - 25, 2016 with 1,415 likely New Mexico voters selected at random statewide from an IRV (Interactive Voice Response) survey. The sample was weighted by age, political party, and congressional district in order to reflect the New Mexico likely voter population for a general election. The data was weighted using a layered technique.

The sample reflects the traditional demographical profile of the New Mexico likely voters. The study has a Margin of Error (MoE) of ± 2.6 percent.

This poll conforms to the Standards of Disclosure of the National Council on Public Polls.

About ZiaPoll

ZiaPoll is a newly formed, New Mexico based non-partisan public opinion pollster. The company uses scientific and unbiased methods, in tandem with multiple technologies, to gather and provide analysis on *The Pulse of New Mexico*. ZiaPoll aims to gauge the public opinion of New Mexicans while representing the demographic and geographic breakdown of our state. The New Mexico statewide poll conducted on September 24 was the inaugural quarterly poll for the company. Each quarter, ZiaPoll will conduct a comprehensive statewide public opinion poll. The results will be made available on www.ZiaPoll.com.

