

October 28, 2018

New Mexico Governor Polling Memo

To: Interested Parties**From:** Greenberg Quinlan Rosner

Just 10 days out from Election Day, Congresswoman Michelle Lujan Grisham is well positioned to be New Mexico's next Governor. A recent general election survey¹ in the New Mexico Gubernatorial contest shows that Congresswoman Michelle Lujan Grisham leads Congressman Steve Pearce by 9 points, 53 percent to 44 percent.

■ **Figure 1: New Mexico 2018 Gubernatorial Vote**

	Total
Michelle Lujan Grisham	53
Steve Pearce	44
Undecided	4

Despite a barrage of negative attacks against Lujan Grisham, she maintains a positive standing among voters. Her favorability stands at 45 percent favorable to 37 percent unfavorable. At the same time, Pearce has failed to win voters over; his negatives outweigh his positives by 3 points, 42 percent unfavorable versus 39 percent favorable.

■ **Figure 2: Gubernatorial Candidate Favorability**

	Michelle Lujan Grisham			Steve Pearce		
	Favorable	Unfavorable	Net	Favorable	Unfavorable	Net
October	45	37	+9	39	42	-3

¹This memo is based on a telephone survey, conducted by live interviewers on both landline and cell phones, among 600 likely general election voters conducted between October 22 and October 26, 2018. The results are subject to a margin of error of +/- 4.0 percentage points at a 95 percent confidence level.