
THE TARRANCE GROUP

MEMORANDUM

TO: The National Republican Congressional Committee
FROM: B.J. Martino
DATE: July 13th, 2020
RE: Summary Findings From A Survey of Voters in New Mexico's 2nd Congressional District

The Tarrance Group is pleased to present The National Republican Congressional Committee with summary findings from a survey of voter attitudes in New Mexico's Second Congressional District. The survey of N=400 voters was conducted over July 7-9, 2020. The margin of error is +/- 4.9%

Executive Summary

The race for the 2nd District is highly competitive. In this survey, the candidates are exactly tied, with incumbent Congresswoman Xochitl Torres-Small at 46%, and challenger Yvette Herrell at 46%. The rest are undecided.

Congressional Ballot Test

<u>Herrell</u>	<u>Torres-Small</u>	<u>Undecided</u>
46%	46%	8%

While the candidates have similar favorable ratings as the campaigns head into the last four months of the race, Torres-Small comes with considerably more baggage.

- Currently, 43% of voters have a favorable image of Yvette Herrell, and only 28% are unfavorable.
- At the same time, Xochitl Torres-Small as 44% favorable, but with a 39% unfavorable rating.

An incumbent under 50%, tied with the challenger, and nearly at a 1:1 favorable to unfavorable image is vulnerable.

Meanwhile, Yvette Herrell emerged from the Republican primary with an image stronger than how she ended the 2018 campaign. She is well positioned for a vigorous give and take against the Congresswoman this Fall.

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