

NEW MEXICO'S 2ND DISTRICT

District Facts & Media Market:

- New Mexico's 2nd district encompasses the full southern half of the state, running from I-40 south to the US-Mexico border.
- Geographically, the district is the sixth largest in the country, the second largest not to comprise an entire state, and there are large distances to travel between major cities of Roswell, Las Cruces and a portion of Albuquerque.
- A significant portion of the district is rural with federal lands also taking up a sizeable percentage of the district. Latinos in this district have often been in the country for many generations.
- Nearly half of NM-02's voting age population is Hispanic/ Latino (46.8%), making this the most Hispanic/ Latino competitive district held by an Anglo Republican in the country.
- This district falls primarily in the ALBUQUERQUE-SANTA FE media market, and earned media television coverage can be hard to obtain as it's the 6th largest district in the nation – radio reaches large amount of voters however. The district also touches the EL PASO media market.

Democratic Candidate:

- Merrie Lee Soules filed with the FEC to run for Congress in February 2016. Soules is the sister of State Sen. Bill Soules, D-Las Cruces.
- Merrie Lee Soules has had a 30 year career with General Motors' Packard Electric Division – where she routinely led global initiatives valued at hundreds of millions of dollars. Her executive experience leading financial, technical and strategic business areas taught her “what goes into complex proposals and how they are structured.” She said, “Voters need that same level of knowledge and experience representing them in government. My relationship with the people of southern New Mexico will be based upon the same mutual trust, respect, and advocacy that I lived by in my professional career.”

Race Ratings:

- Race not ranked

Narrative & Notable Hits (2014 cycle):

- Steve Pearce is a divisive, out of touch politician who's gone Washington and is no longer in step with the district
- Pearce wrote that a wife should “submit” to her husband.
- Pearce was against a pathway to citizenship to be included in immigration reform. Overall, he has an anti-immigrant record.
- Supported privatizing Social Security.
- Pearce is part of the reckless Washington dysfunction that shut down our government for political reasons. While Pearce repeatedly voted to keep the government closed, he

told the thousands of White Sands employees and others who were furloughed and faced uncertainty about their paychecks, to just take out a loan to get through the shutdown.

- An independent non-partisan organization named Steve Pearce one of the most corrupt members of Congress multiple times for his shady practices and ties to special interests. According to the organization's report, Pearce failed to properly disclose millions of dollars in transactions and may have even violated a law against bribery.
- Even though Pearce is worth at least seven million dollars and has voted to increase his own six-figure salary four times, he has voted twelve times to deny a minimum wage increase. Meanwhile, thousands of New Mexicans make just seven dollars and fifty cents an hour.

Trump Impact:

- Pearce has said that he would support Trump.
- This border district has a high population of Hispanic voters that could be motivated to turn out by Trump. Pearce's record of anti-immigration stances can serve as a motivating factor for turnout among Hispanic/Latino voters.

Fundraising:

- **Steve Pearce:** Q1 2016: **\$173,266** COH: **\$1,097,307**
- **Merrie Lee Soules:** Q1 2016: **\$34,098**; COH: **\$6,169**