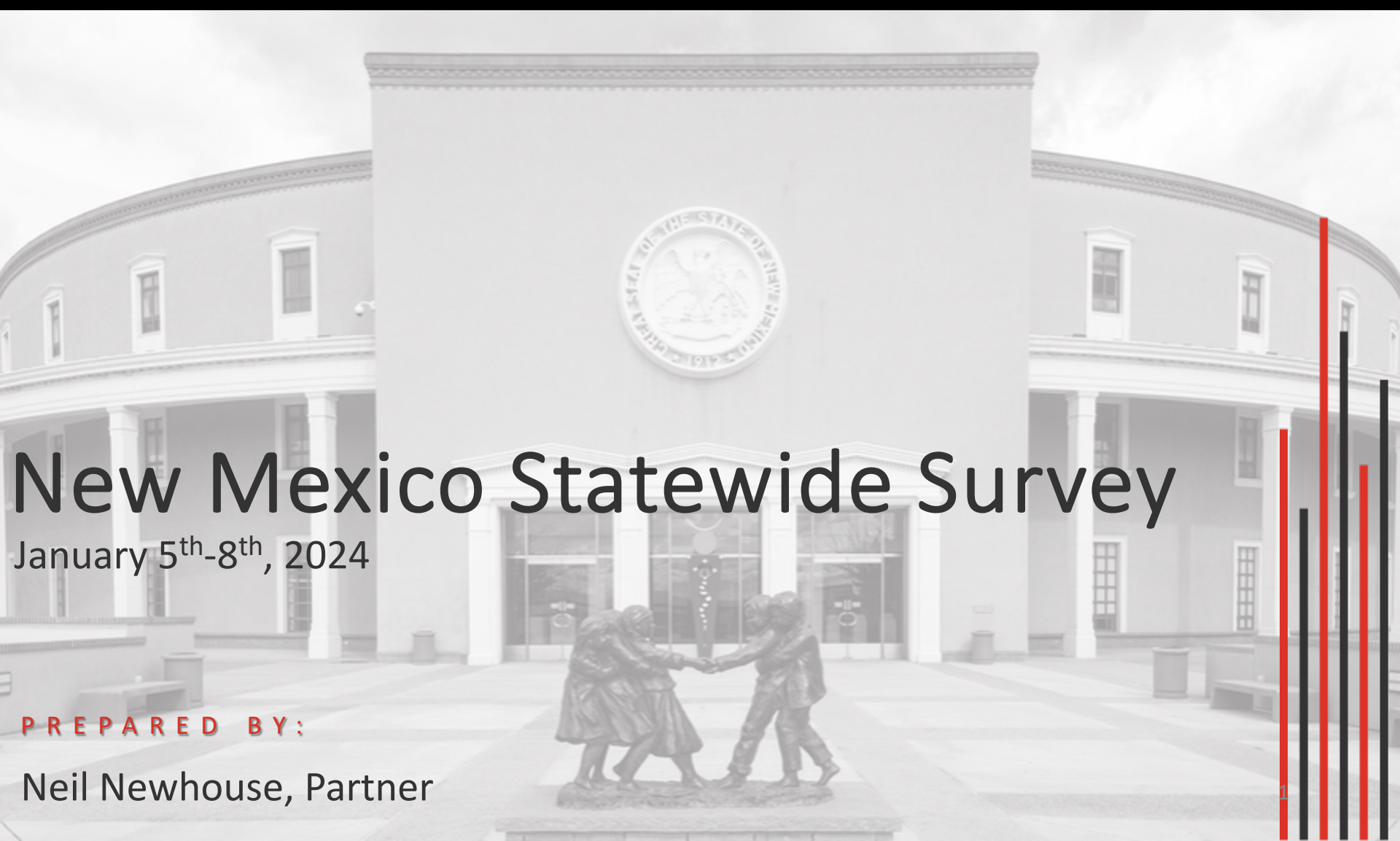




# PUBLIC OPINION STRATEGIES

turning questions into answers

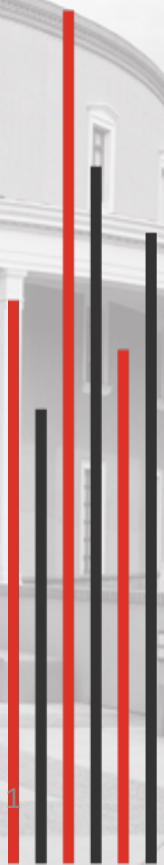


# New Mexico Statewide Survey

January 5<sup>th</sup>-8<sup>th</sup>, 2024

PREPARED BY:

Neil Newhouse, Partner



## METHODOLOGY

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**On behalf of Power The Future, Public Opinion Strategies completed a survey of 500 registered/likely voters in New Mexico.**

**One-hundred and twenty-five respondents were contacted via landline and 375 via cell phone.**

**The survey was conducted January 5<sup>th</sup>-8<sup>th</sup>, 2024 and has a margin of error of ±4.38%.**

**Neil Newhouse was the primary researcher on this project.**

**Tommy Dow was the project director and Jackson Ellis and Zach Cooper provided analytical support.**



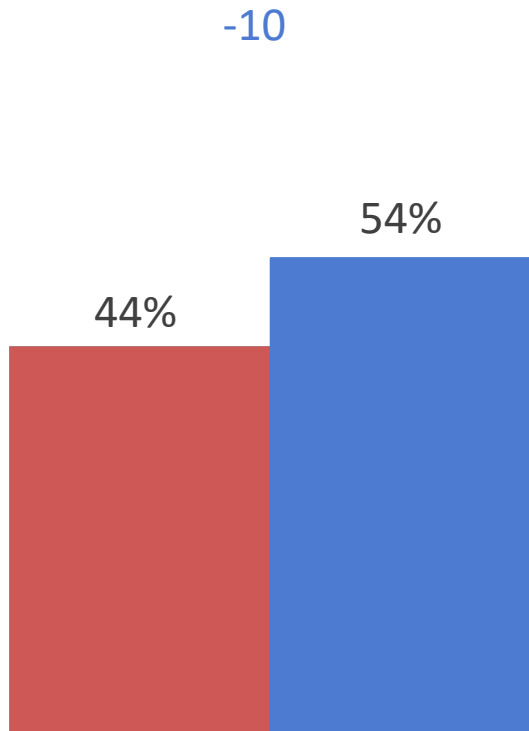
**POWER THE FUTURE**



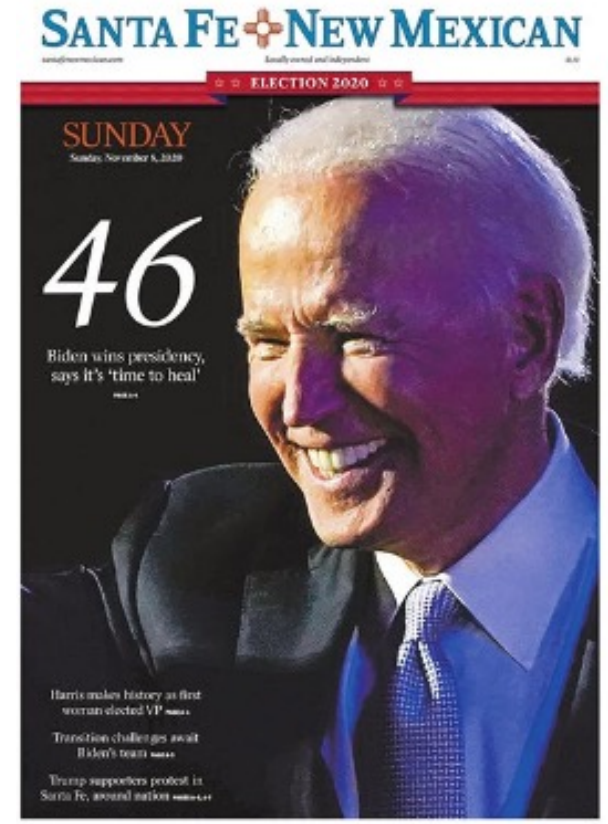
# Key Poll Data

# Remember President Biden's big victory in the state in 2020?

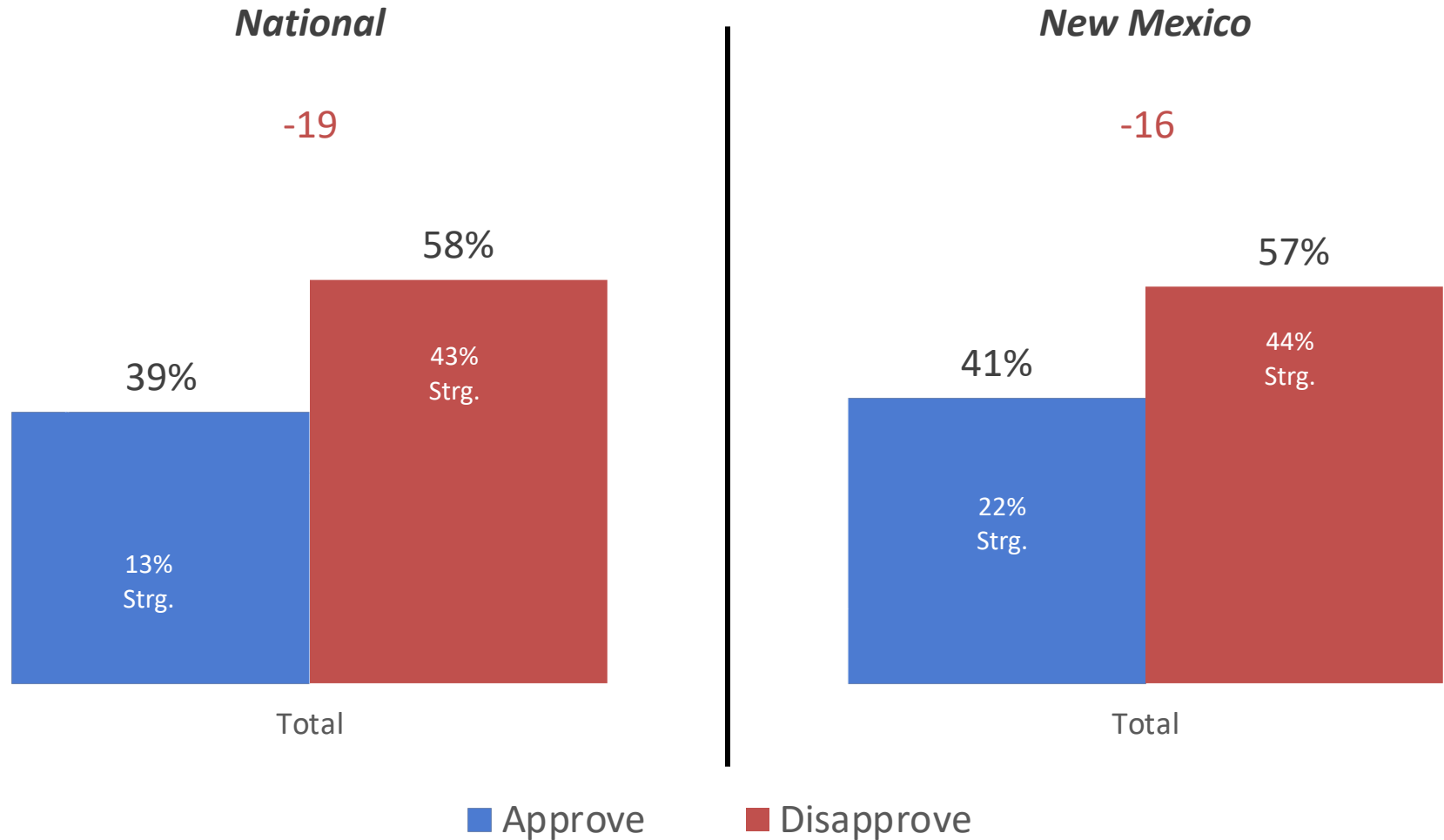
## New Mexico 2020 Results



■ Donald Trump ■ Joe Biden



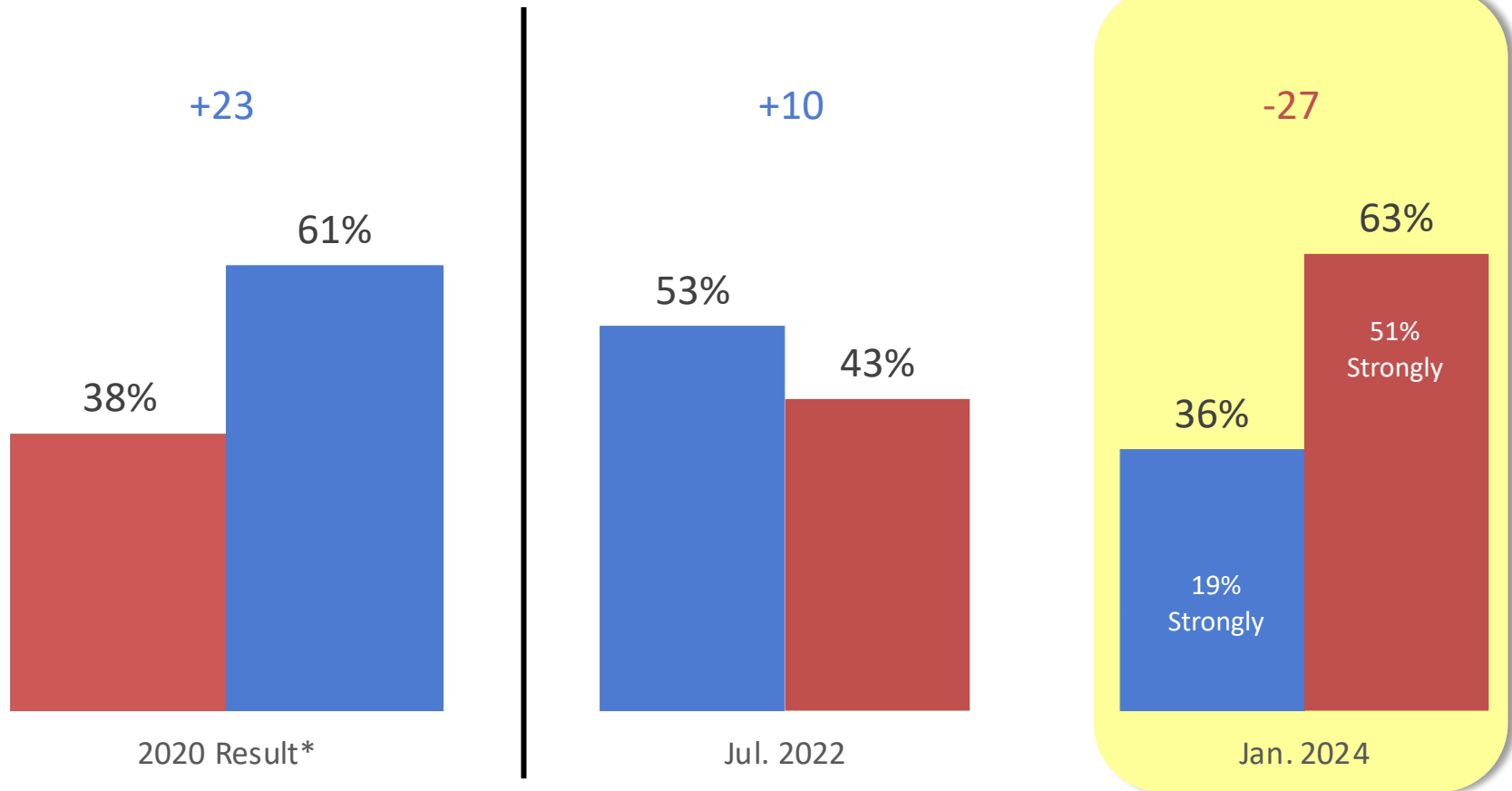
2024 is not 2020. In the most Hispanic state in the country, Biden's approval has sunk close to overall national numbers.



\*Source: USA Today/Suffolk 12/23/2023 N=1000 RV

And, his Hispanic support has plummeted.

*Among New Mexico Hispanic Voters*



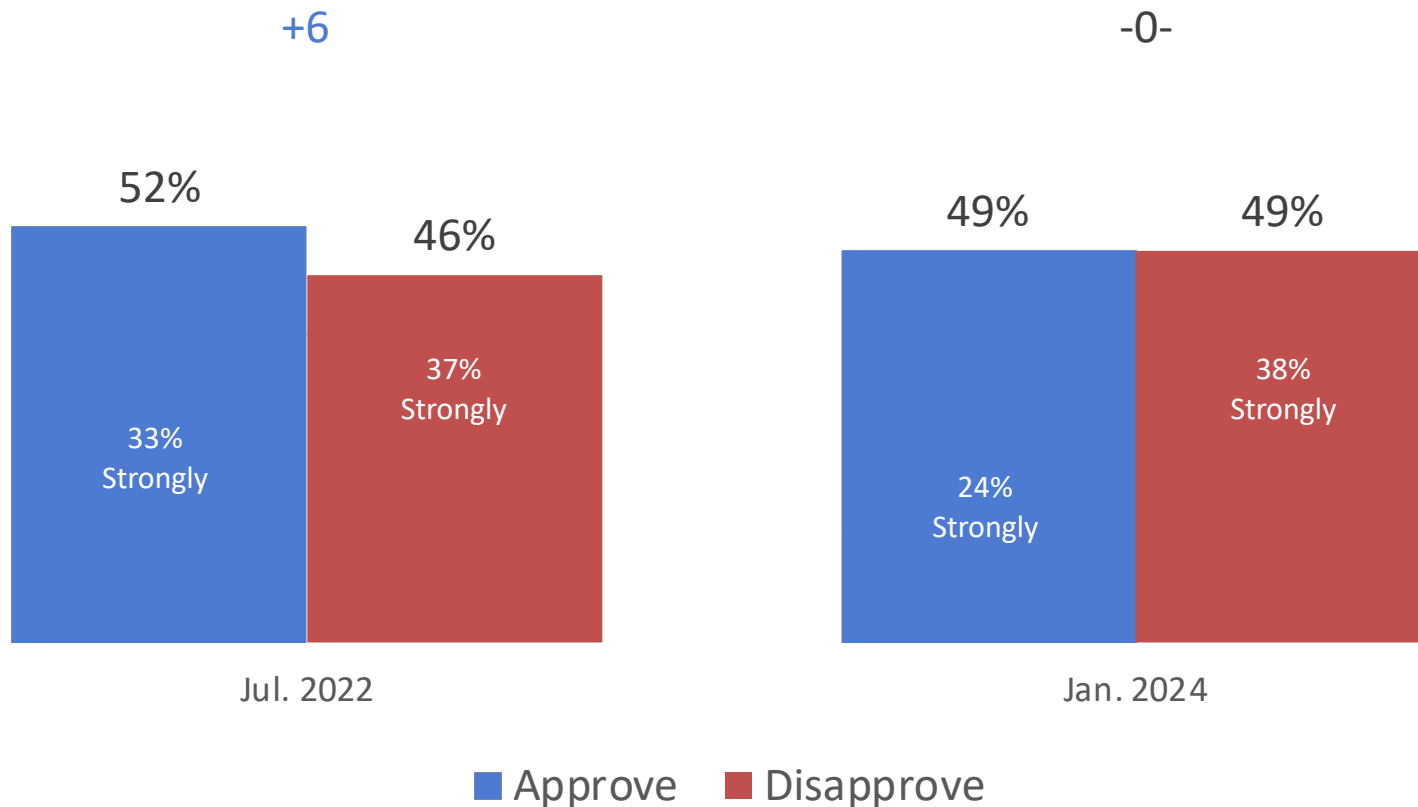
■ Donald Trump ■ Joe Biden

■ Approve ■ Disapprove

\*Source: New York Times 2020 Exit Poll

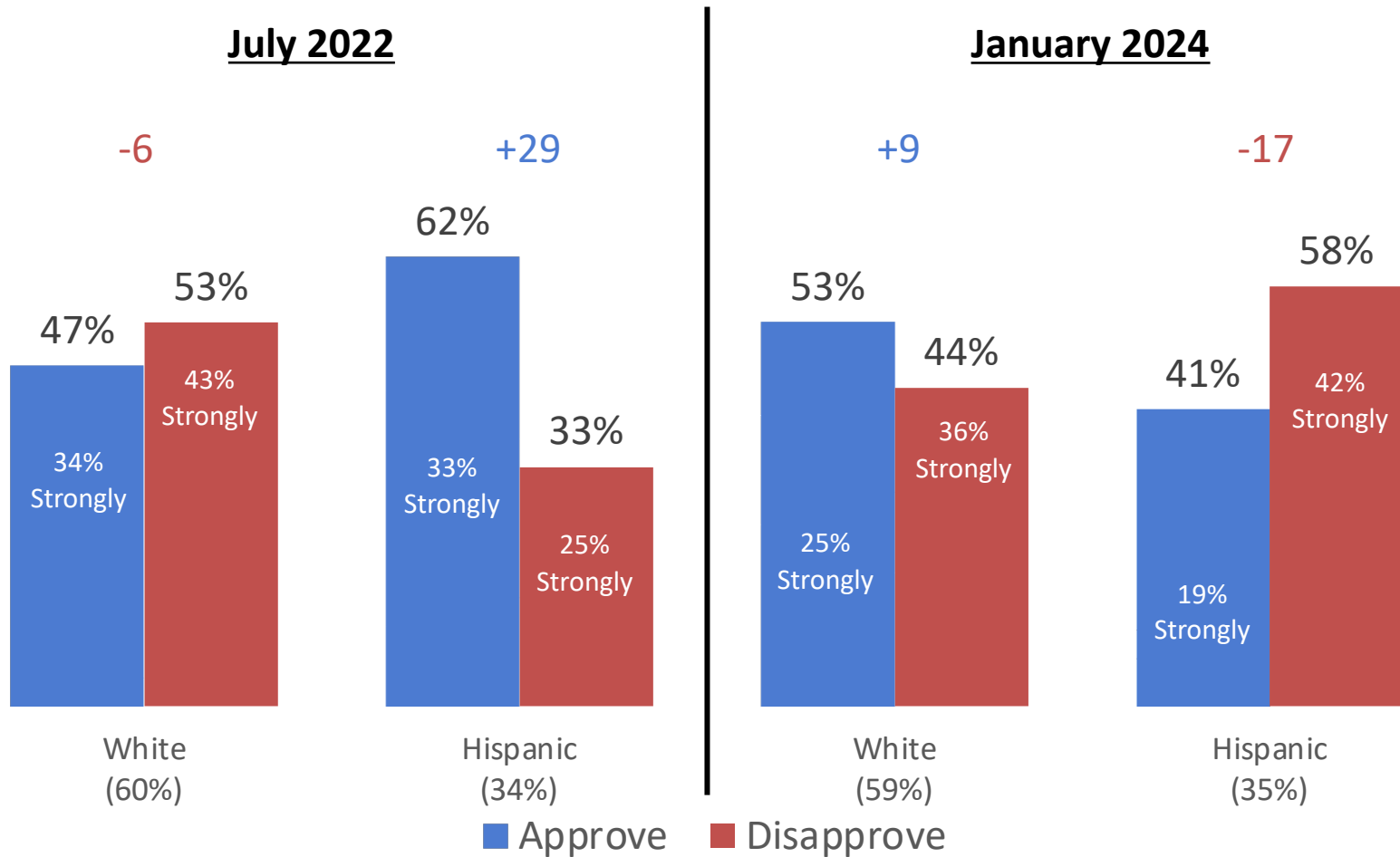
Governor Lujan Grisham's approval rating has also slipped a notch over the past year.

### Governor Lujan Grisham Approval



Her support from Hispanic voters has taken a real hit.

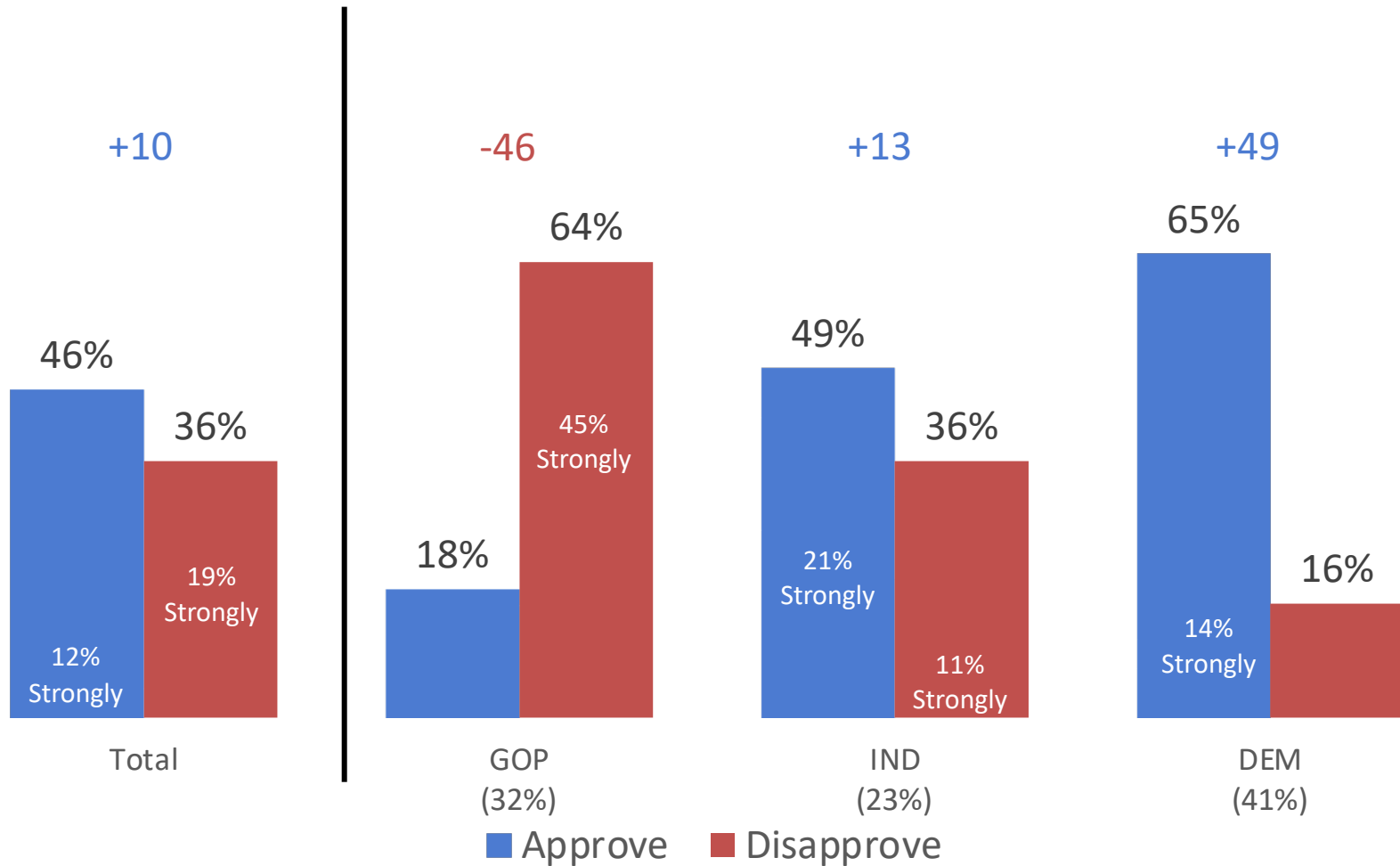
### Governor Lujan Grisham Approval



And, do you approve or disapprove of the job Michelle Lujan Grisham is doing as Governor?



# Despite the Governor's mixed job approval scores, New Mexico voters approve of the job the state legislature is doing.



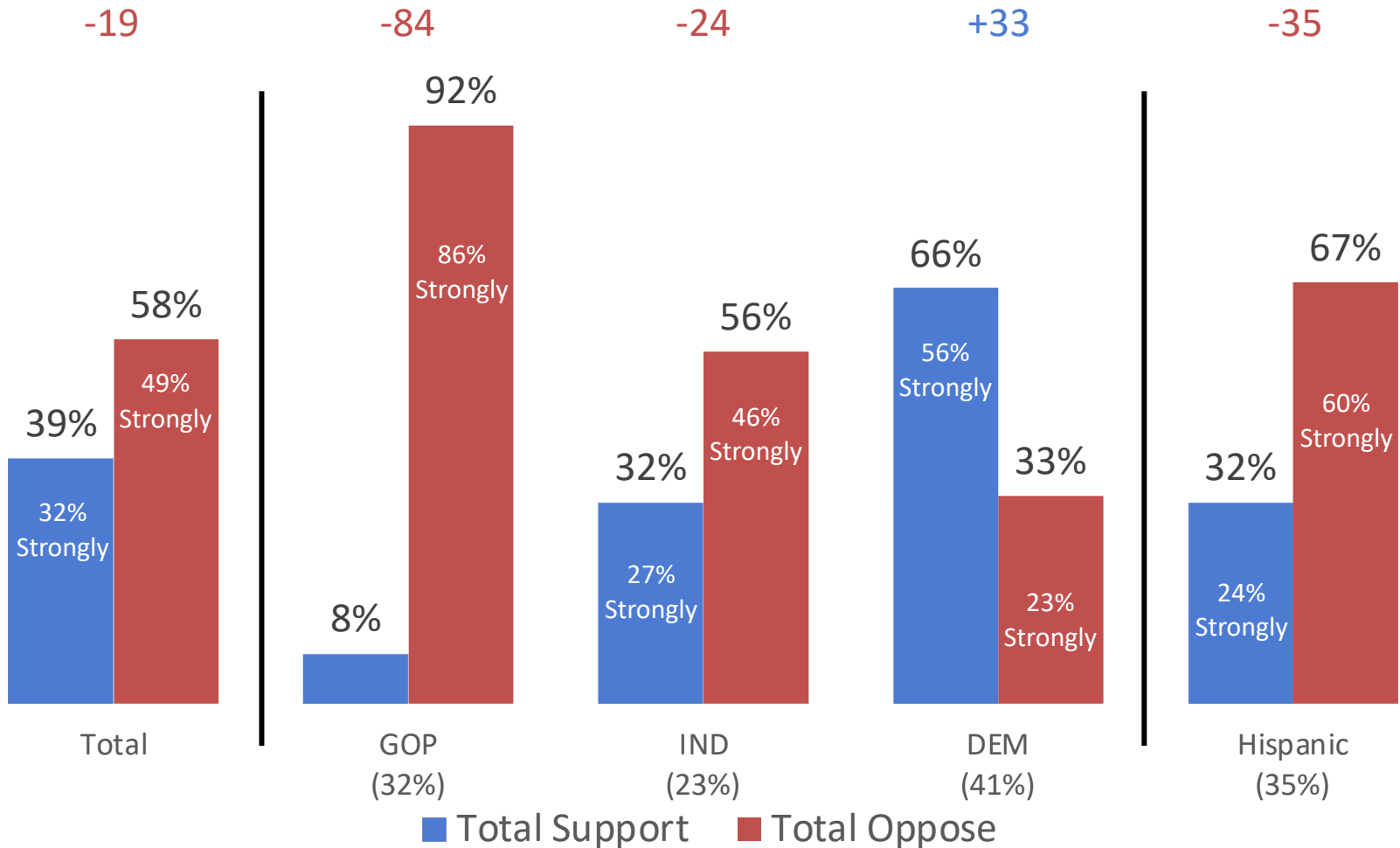


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# New Mexico's Issues: Guns

# New Mexico voters oppose the actions taken by Governor Lujan Grisham prohibiting the carrying of open and concealed weapons in public areas.



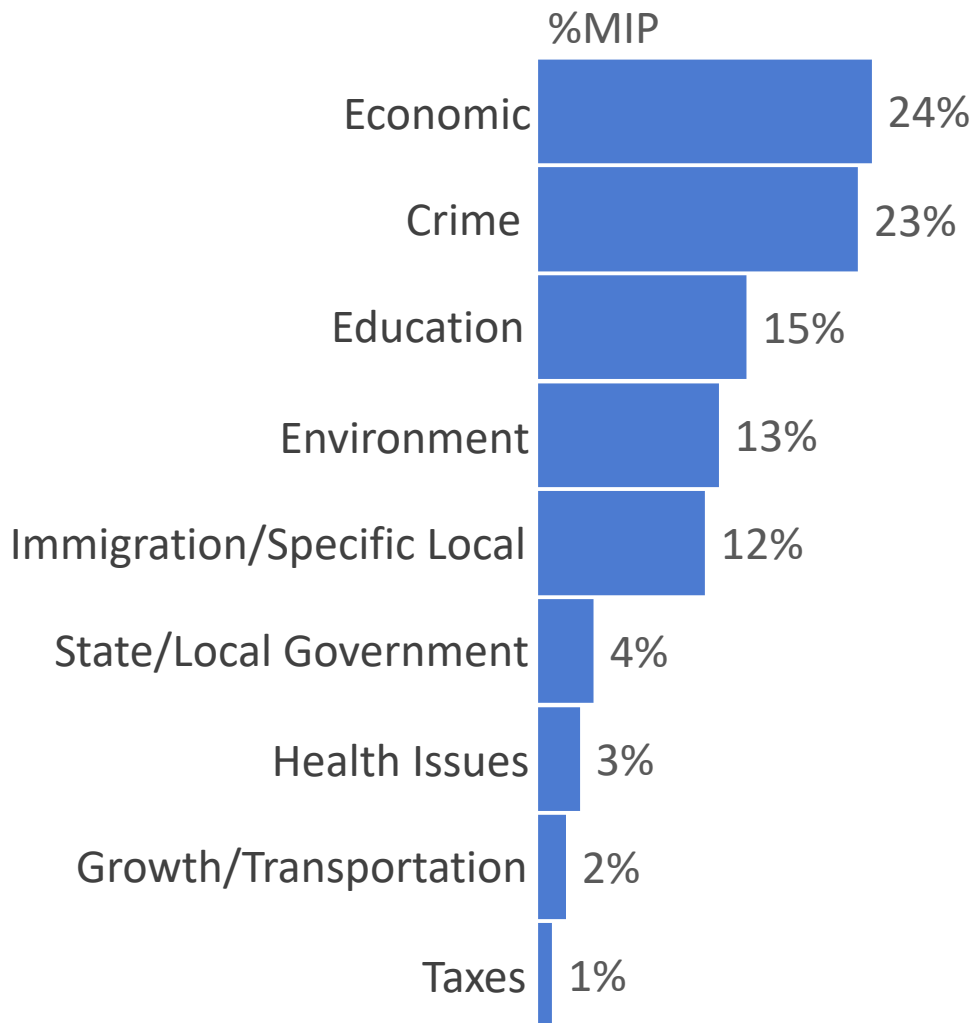


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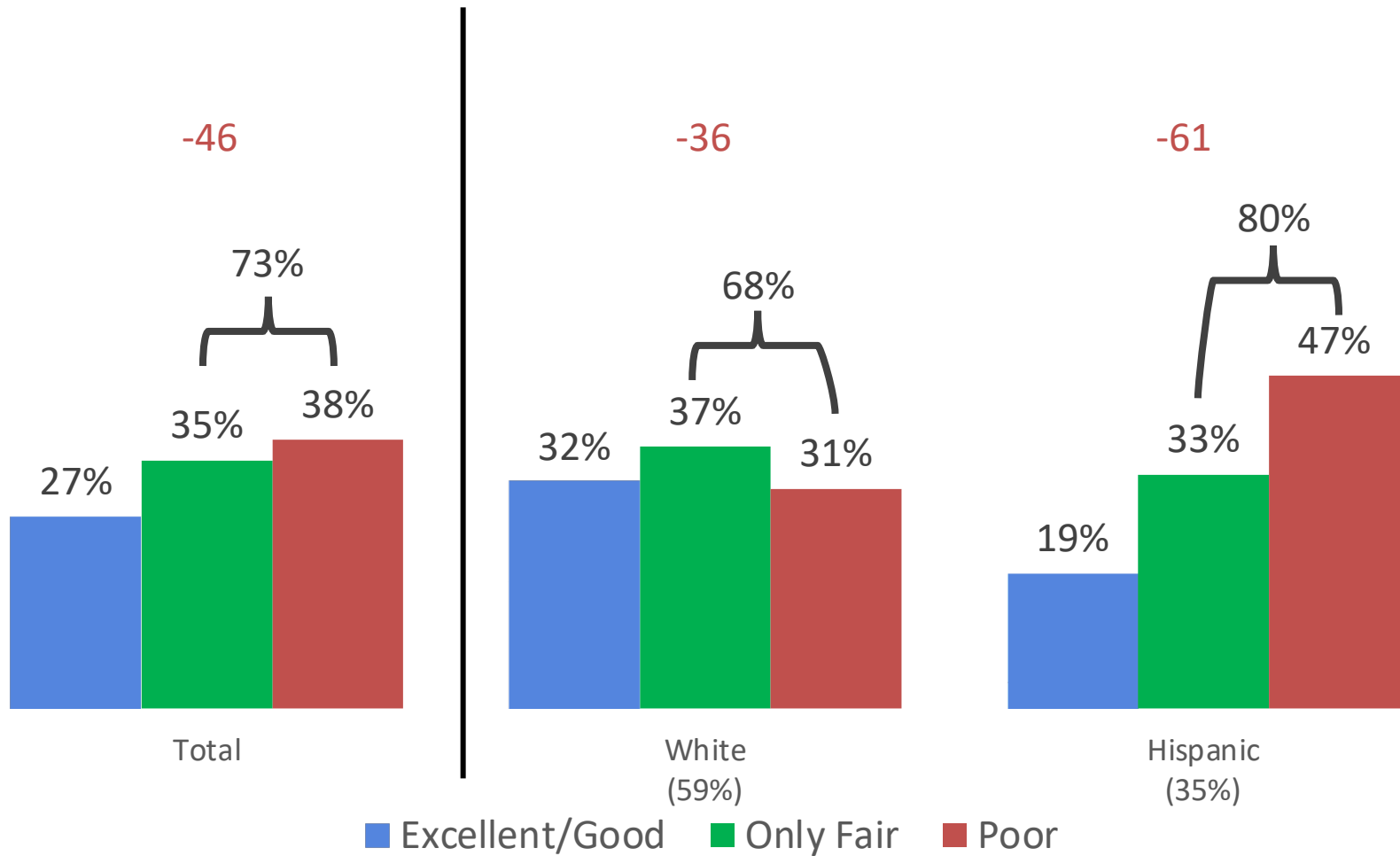
# New Mexico's Issues: The Economy

# Economic issues, crime, education and immigration top the list of concerns of New Mexico voters.

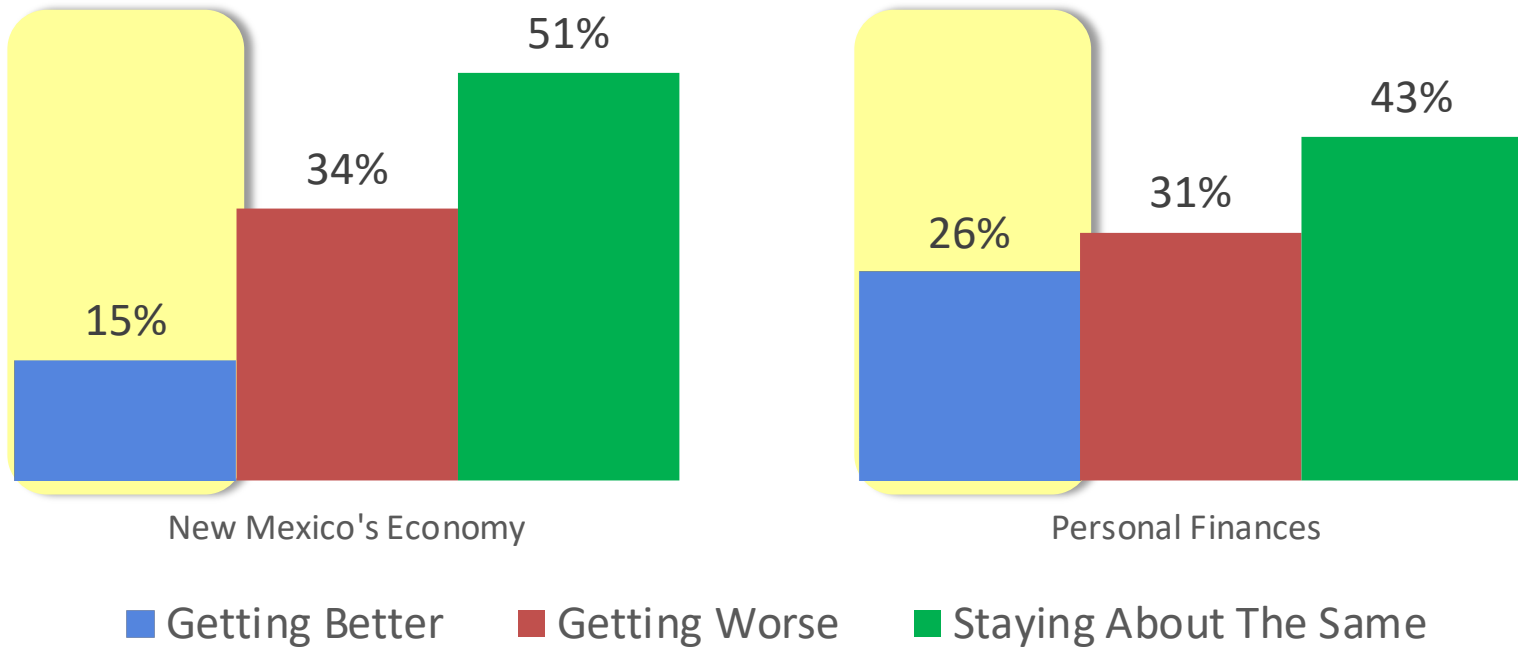


Top Specific Issues	
Crime	12%
Illegal Immigration	10%
Inflation/Cost of Living	10%
Quality of Education	8%
Economy/Recession	5%

# Nearly three-fourths of New Mexico's voters rate the state's economy as "only fair" to "poor."



And, only 15% believe the state's economy is getting better, while 26% say their personal economy has gotten better.





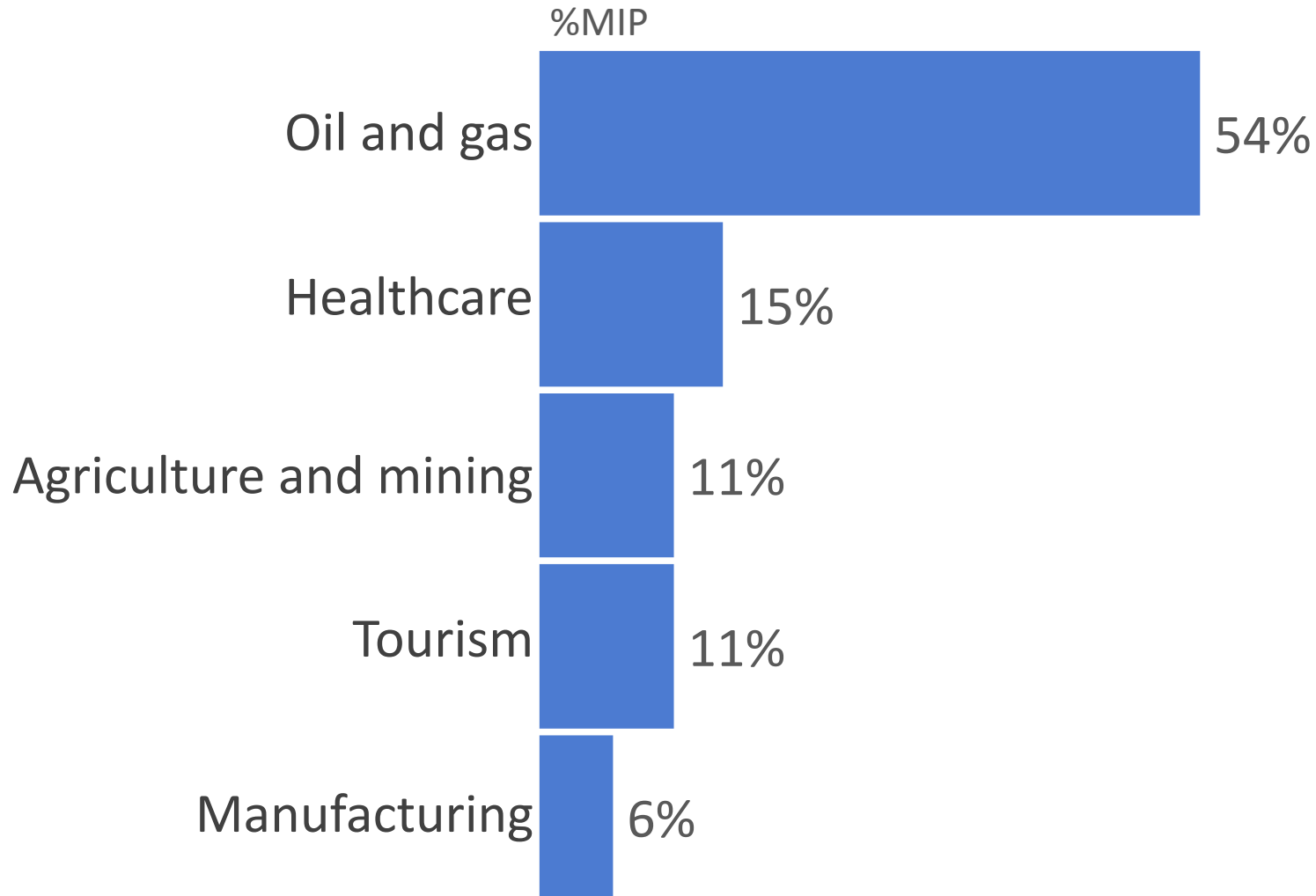
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# New Mexico's Issues: Energy (Oil & Gas)

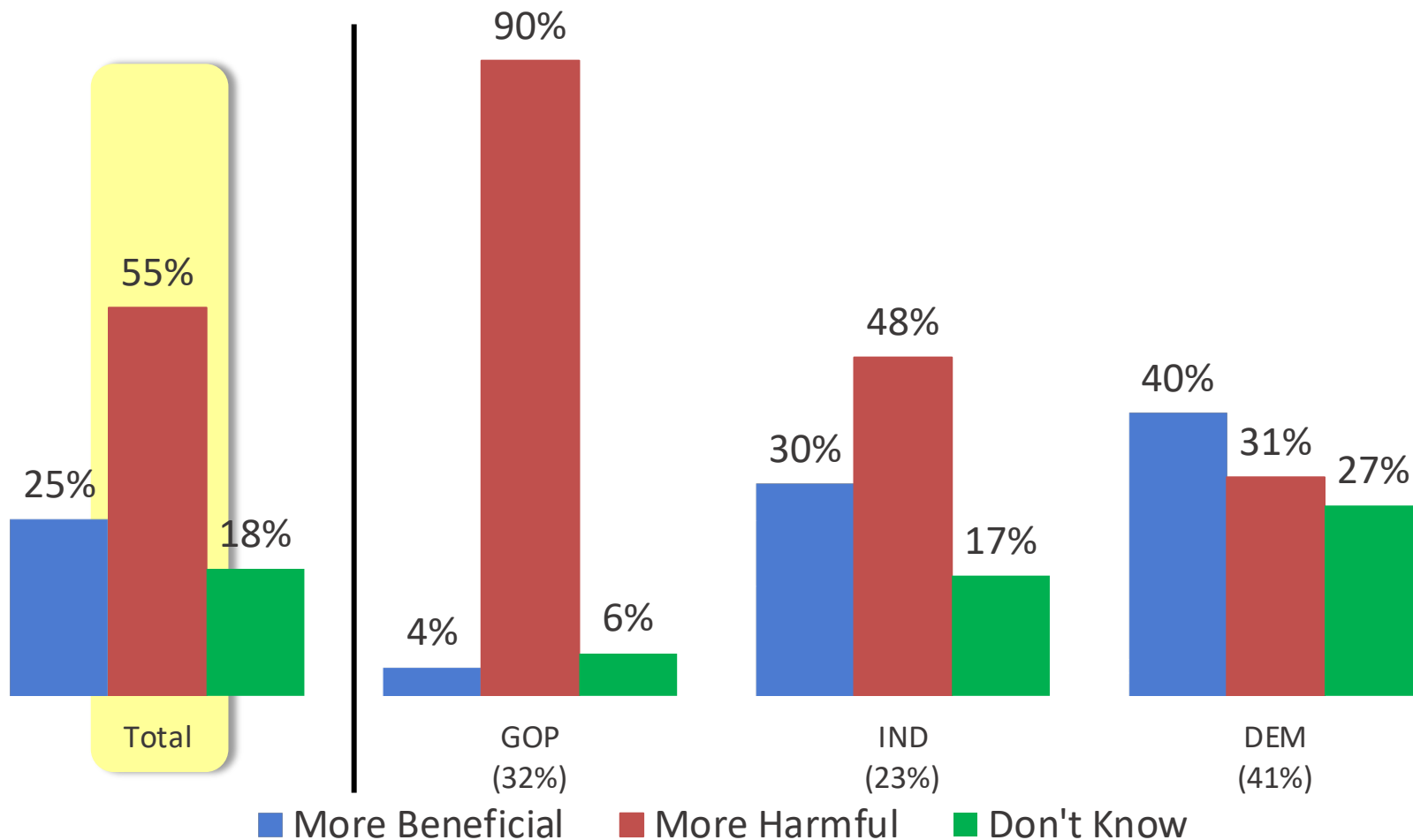


There is no question which industry is most important to the state's economy – oil and gas.



*And, which one of the following industries do you feel is most important to the state's economy?*

Yet, a majority of New Mexicans believe that the Governor's policies have been more harmful to the state's oil and gas industry.

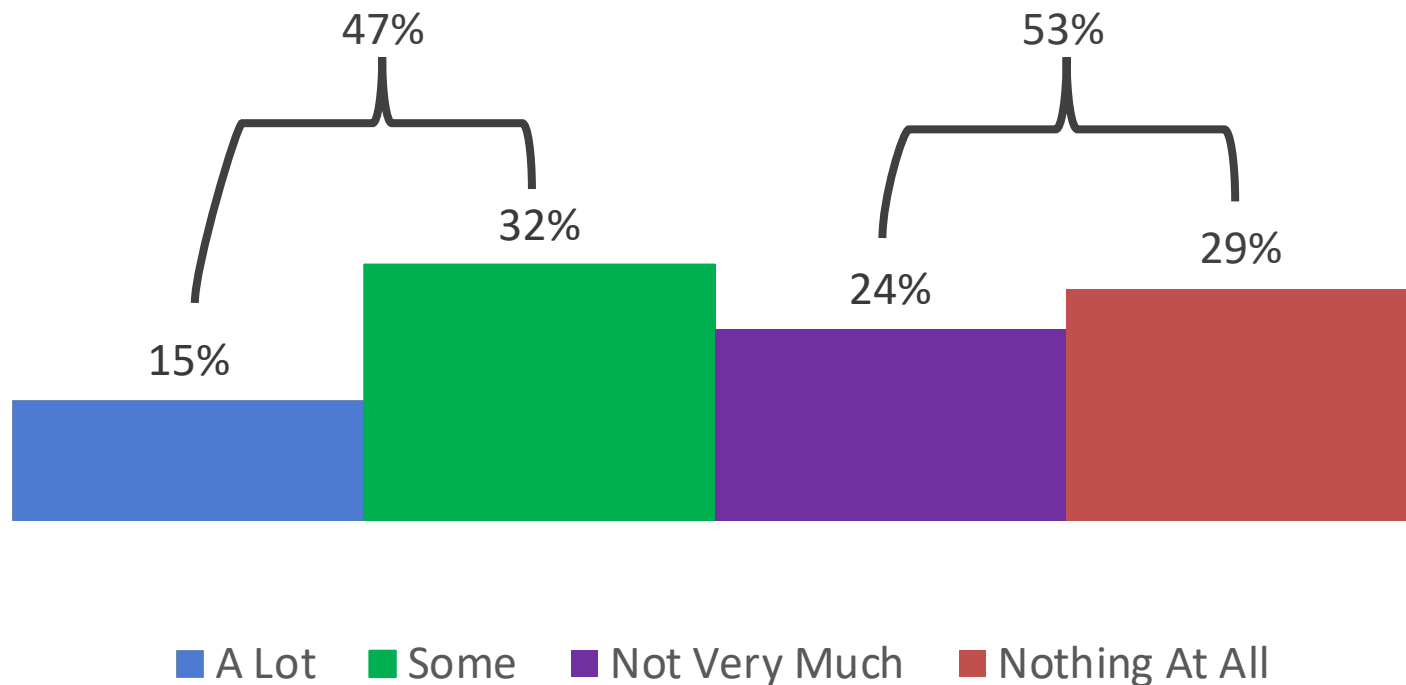


## When voters are reminded of Governor Lujan Grisham's Clean Car Rules Proposal...

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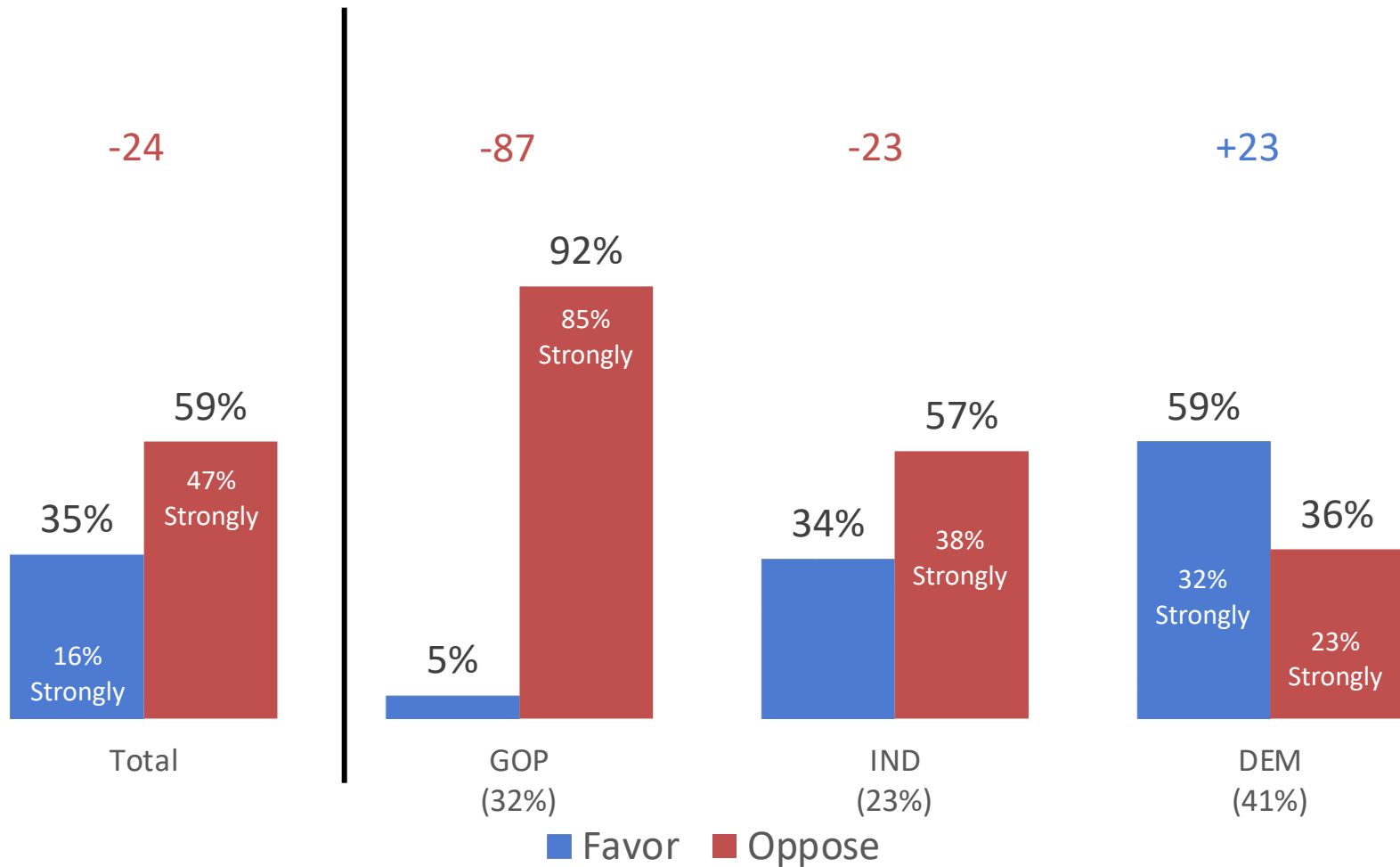
*As, you may know, Governor Lujan Grisham has put forth regulations requiring at least 43% of all new cars and trucks sold in New Mexico in 2027 to be electric or hydrogen-powered, with that requirement rising to 82% by 2032. First of all, how much have you seen, read or heard about this proposal?*

# Only about half of New Mexico voters say they've heard a lot or some about it...

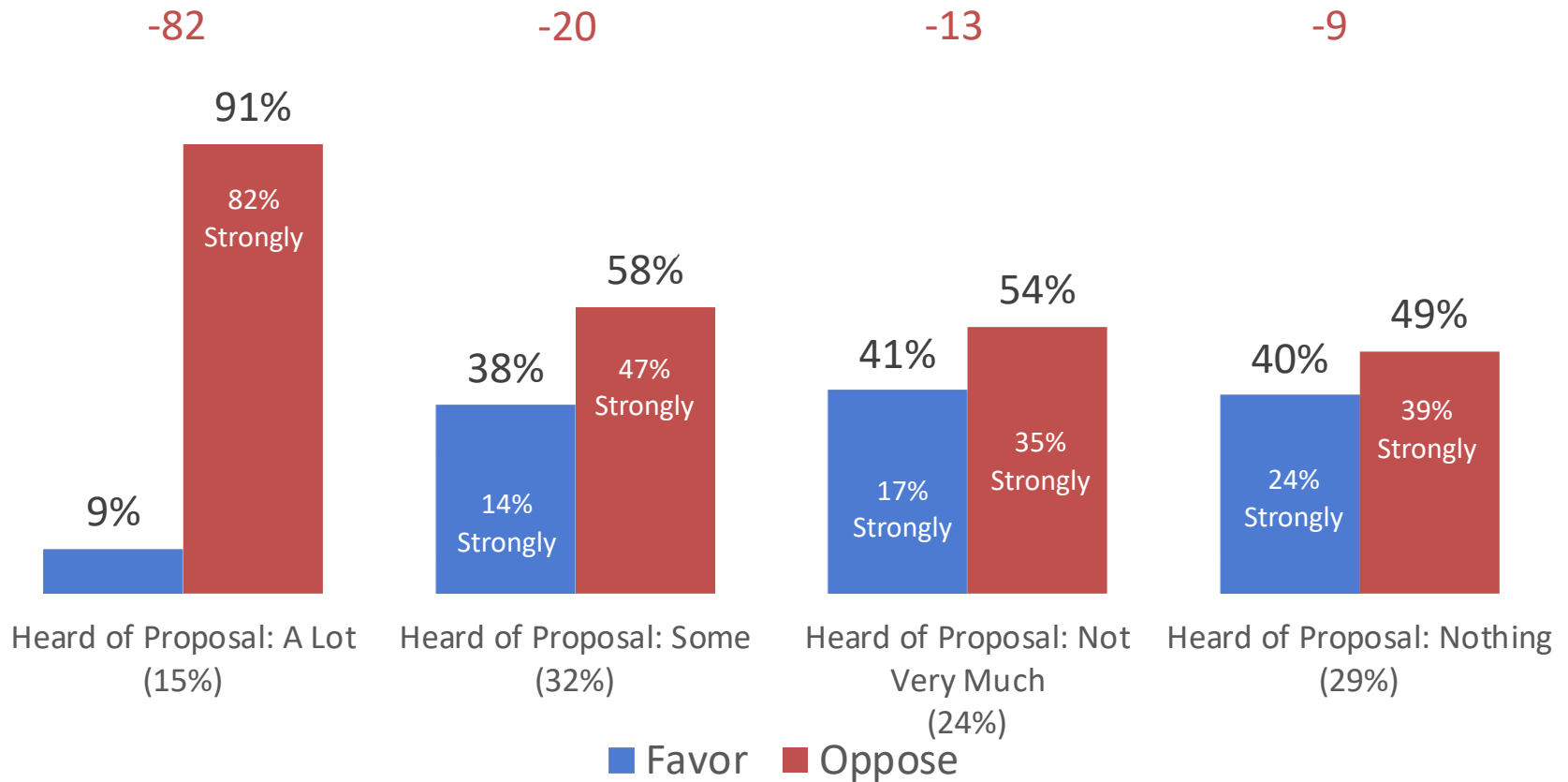


As you may know, Governor Lujan Grisham has put forth regulations requiring at least 43% of all new cars and trucks sold in New Mexico in 2027 to be electric or hydrogen-powered, with that requirement rising to 82% by 2032. First of all, how much have you seen, read or heard about this proposal?

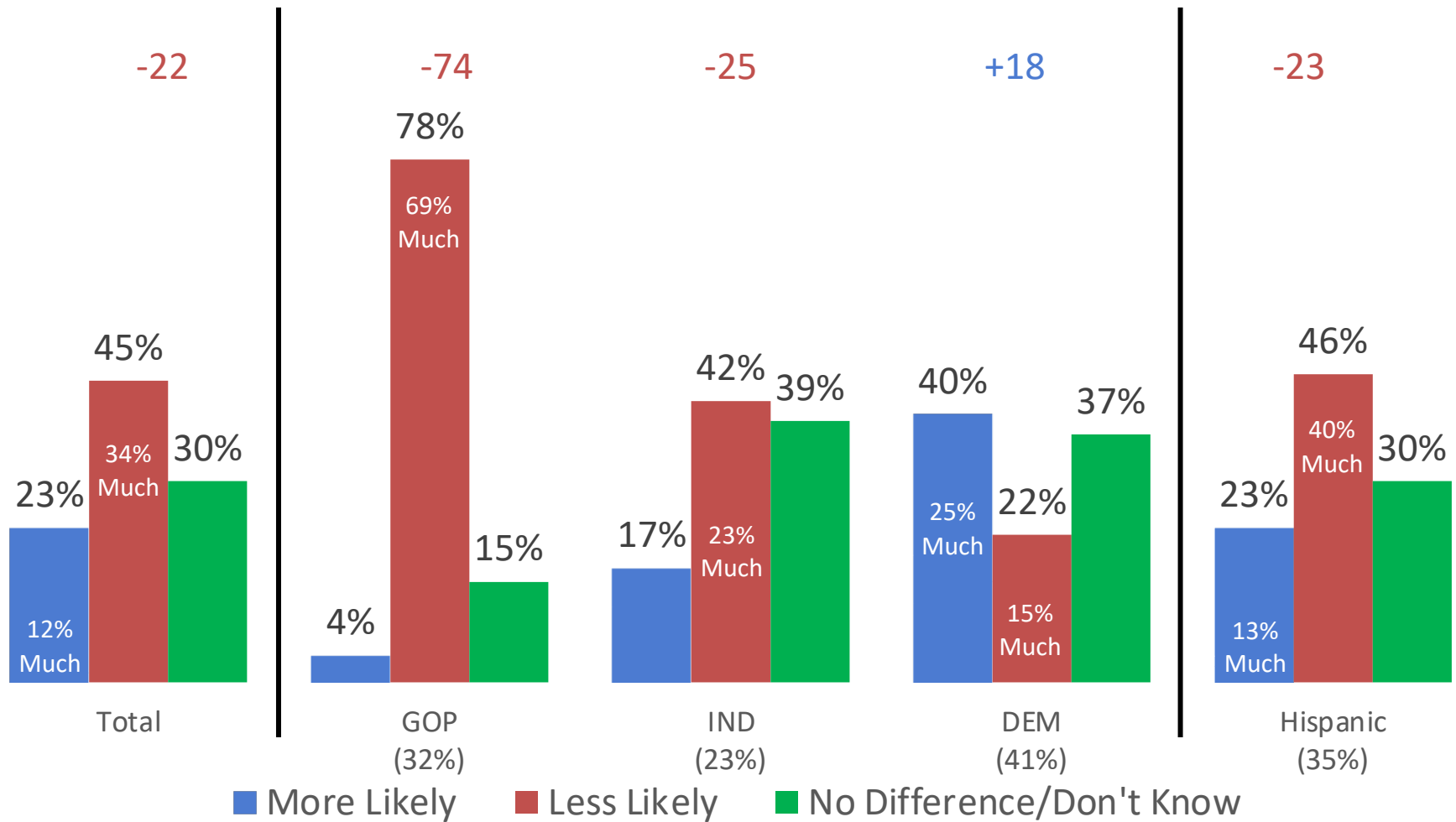
But, overall, a clear majority oppose it.



Those voters who have heard the most about the proposal are most strongly in opposition to it.

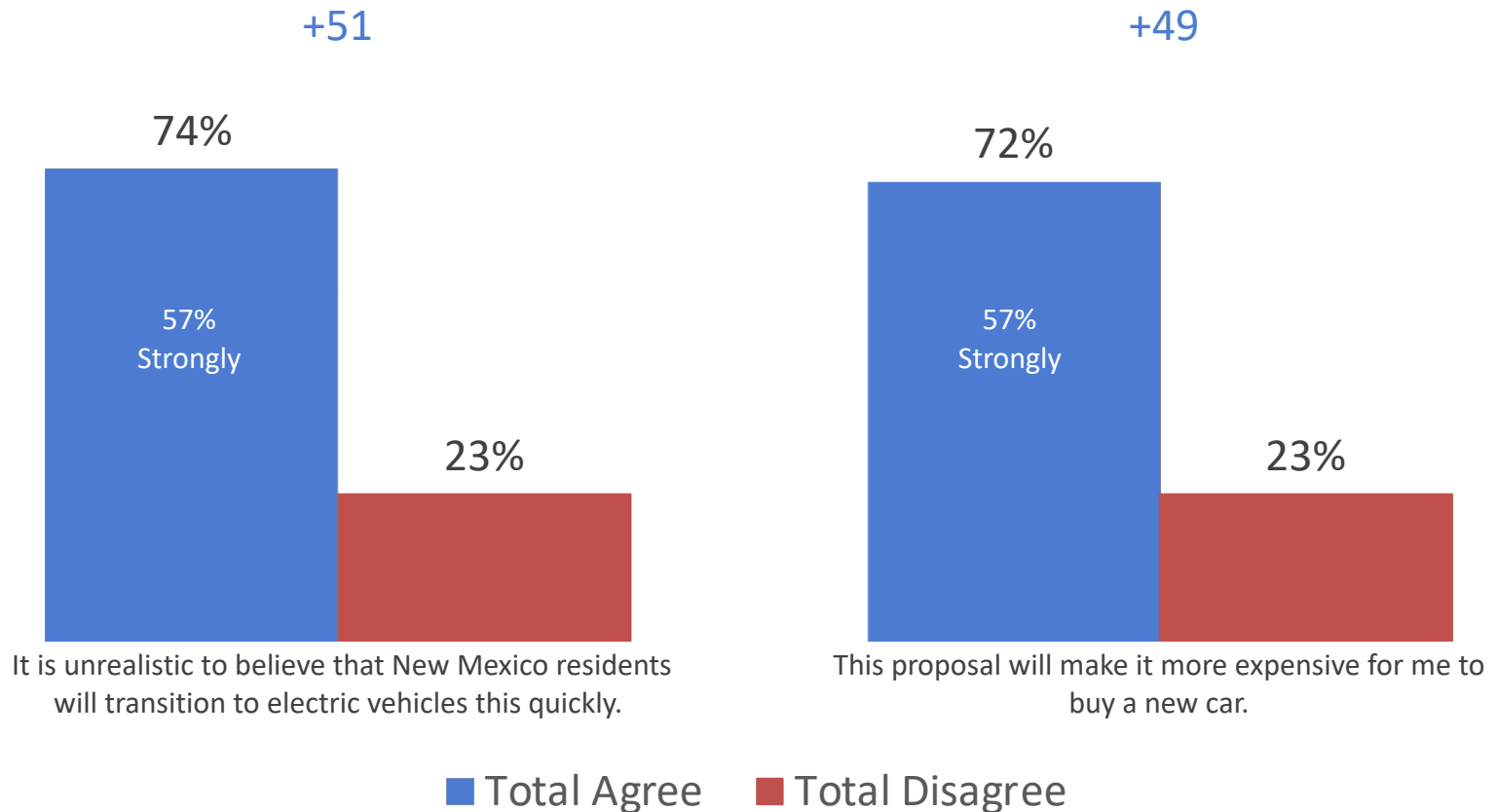


# By a wide margin, voters say they would be less likely to vote for a state legislator who supported this proposal.



And, if your state legislator voted to support this proposal, would that make you more likely or less likely to vote for that person in the next election, or wouldn't it make any difference to you?

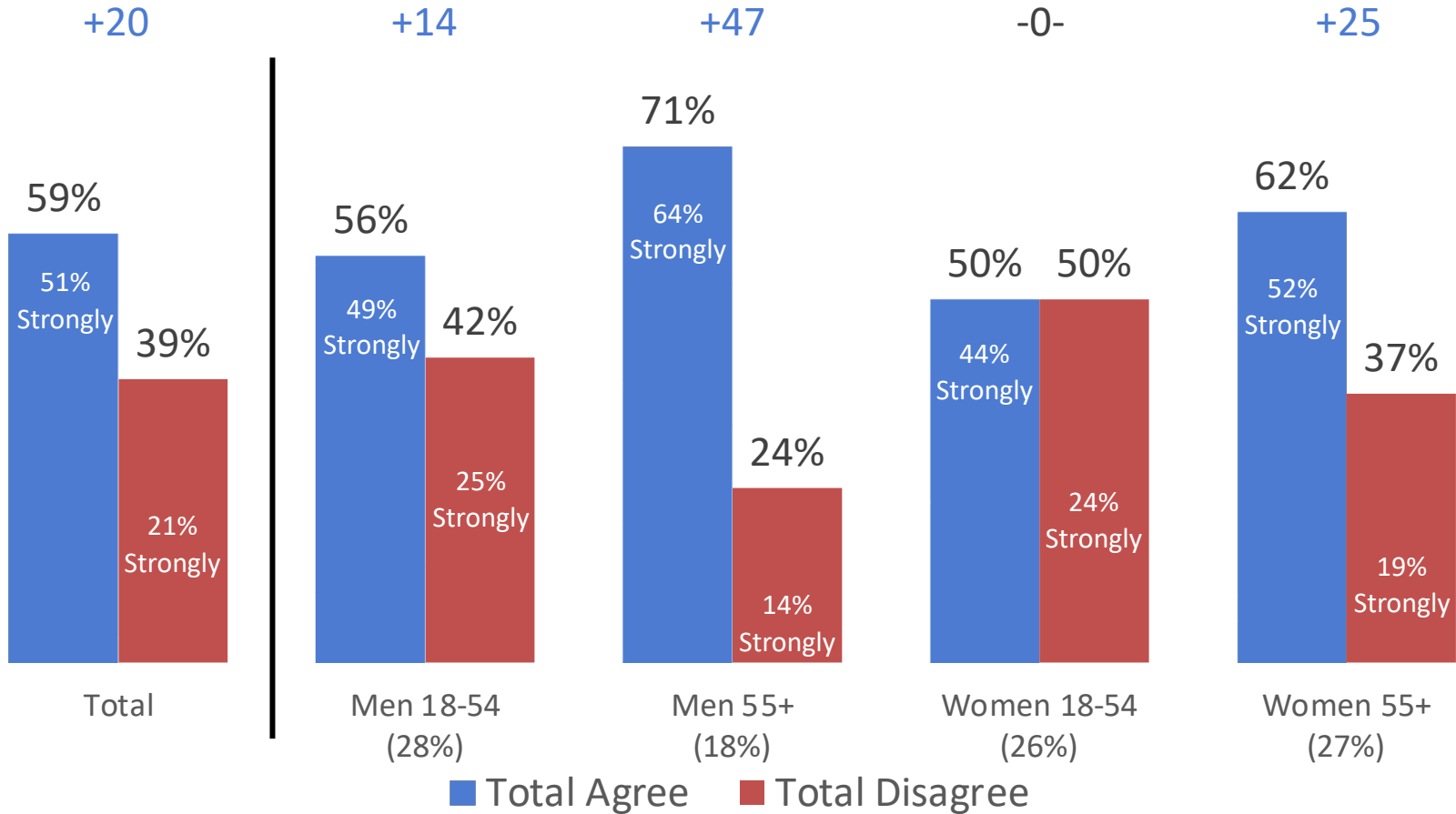
New Mexico voters overwhelmingly believe that it is unrealistic to believe that New Mexicans will transition to electric vehicles this quickly and that this proposal will make it more expensive for them to buy a new car.



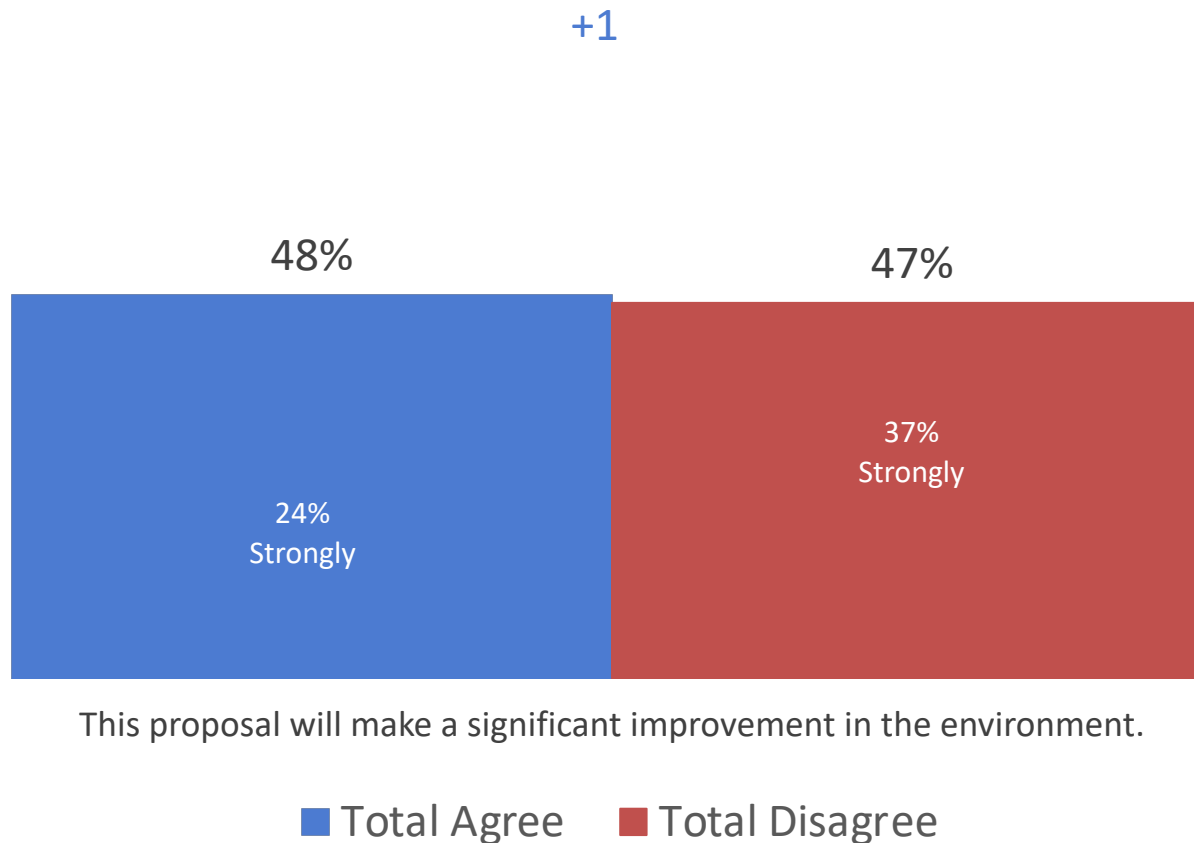


Further, nearly 60% say they don't want to buy an electric car...

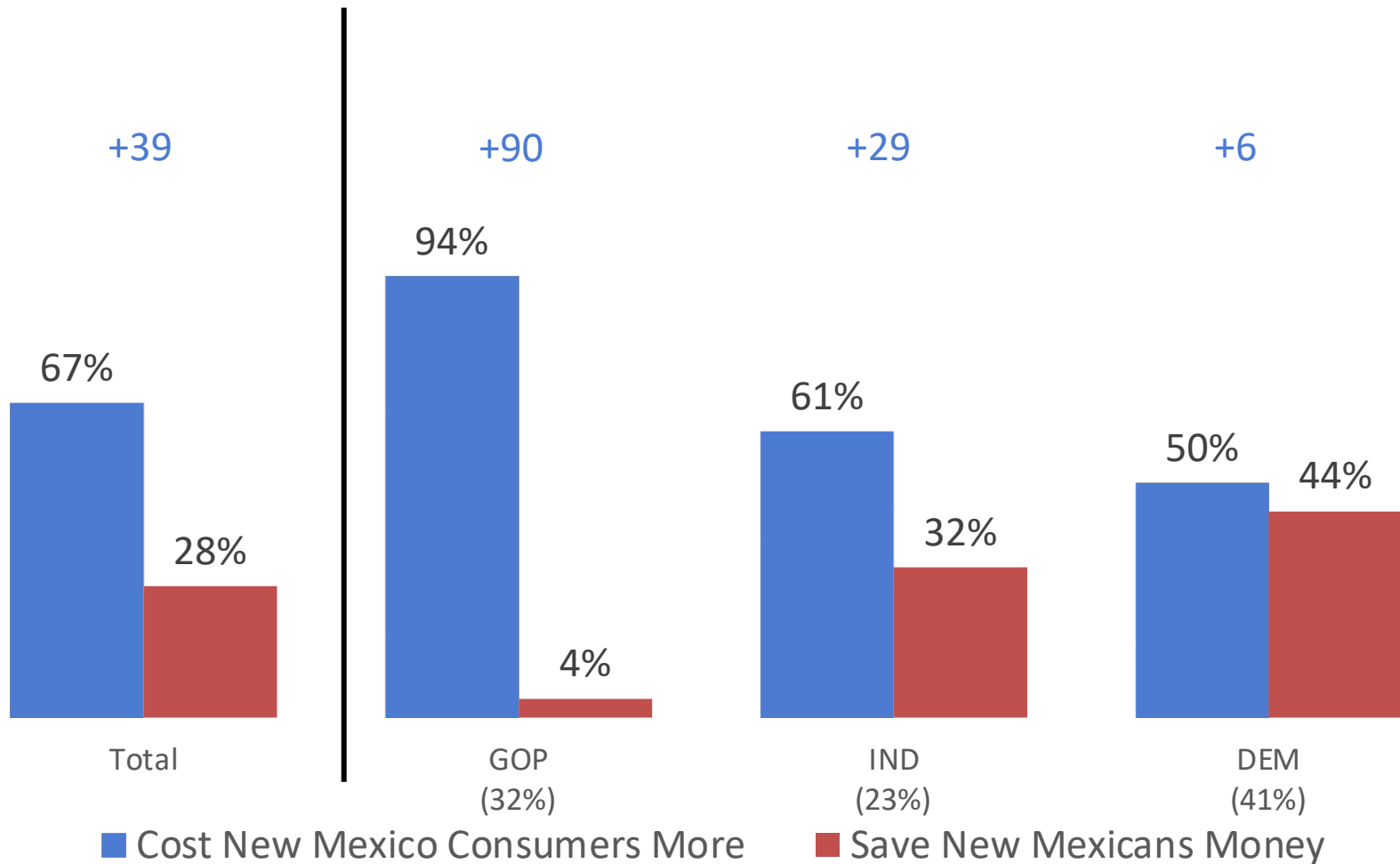
*I don't want to buy an electric car.*



And, voters are not convinced that this proposal will make a significant improvement in the environment.



Bottom line: New Mexico voters believe this will cost them more in the long run.



When asked about Governor Lujan Grisham's efforts to phase out the state's oil and gas industry...

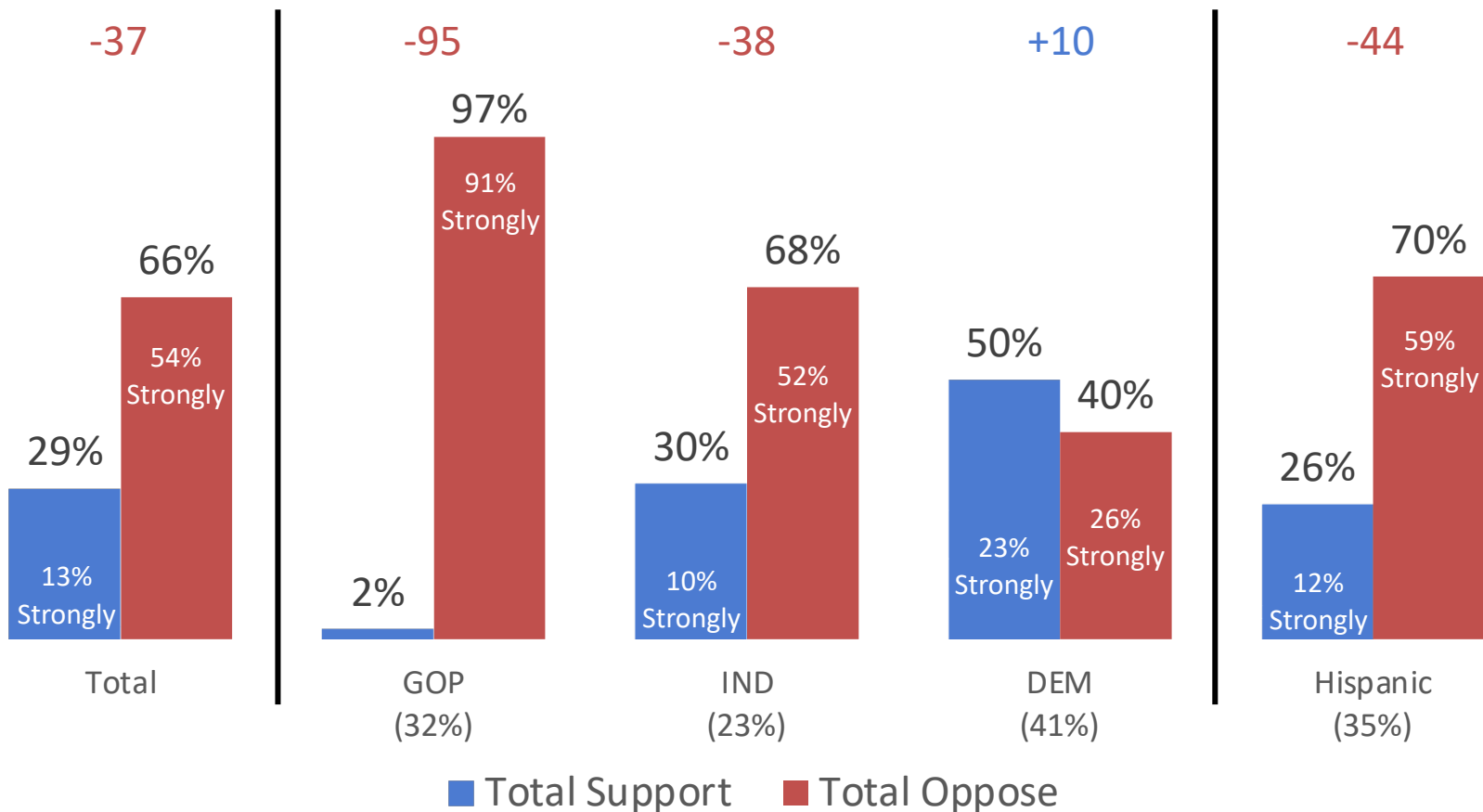
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*Now, as you may know, New Mexico is the nation's number two oil-producing state, and about half of the New Mexico's general fund revenue comes from oil and gas, helping deliver a record-setting \$13 billion state budget and \$3.5 billion surplus. Given this, do you support or oppose actions taken by Governor Lujan Grisham to phase out the industry and the potential loss in state revenue?*

# New Mexico voters oppose it by more than two-to-one.

*Now, as you may know, New Mexico is the nation's number two oil-producing state, and about half of the New Mexico's general fund revenue comes from oil and gas, helping deliver a record-setting \$13 billion state budget and \$3.5 billion surplus.*





# PUBLIC OPINION STRATEGIES

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