



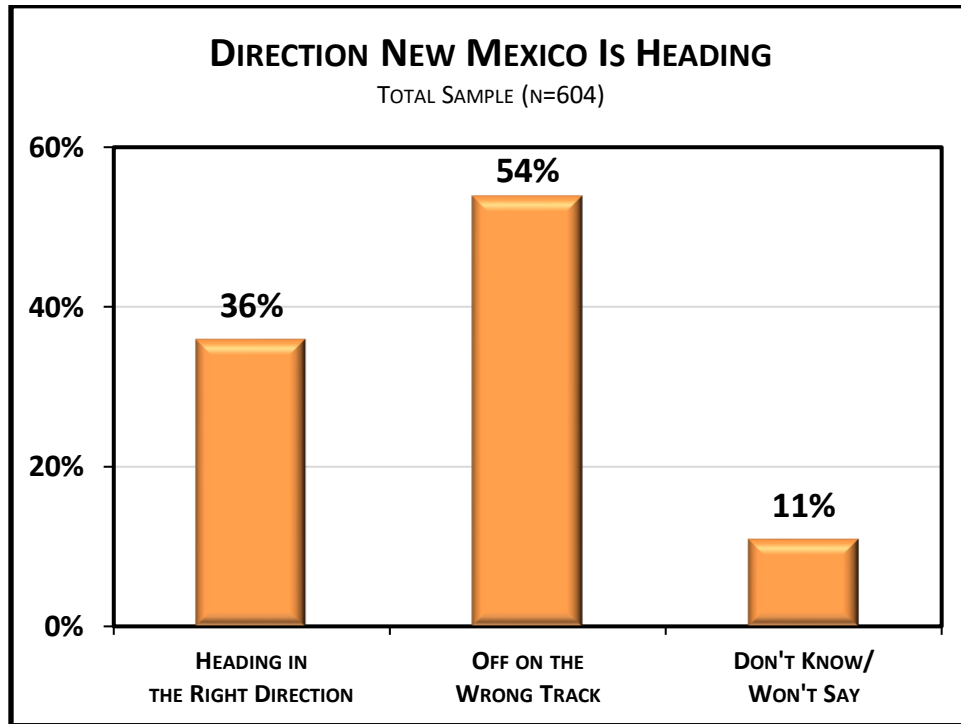
**NEW MEXICO
CHAMBER OF
COMMERCE
VOTER PULSE SURVEY
EXECUTIVE SUMMARY
JANUARY 2024**

RESEARCH
& POLLING
INC



EXECUTIVE SUMMARY

This research study was commissioned by the New Mexico Chamber of Commerce in order to assess, among registered voters in New Mexico, satisfaction with various issues facing the state, budget surplus and economic growth priorities, and support for various education proposals.



Registered voters in New Mexico appear frustrated with the way things in the state are headed, as the majority (54%) feel things are *off on the wrong track*, while just 36% say they feel things are *headed in the right direction*.

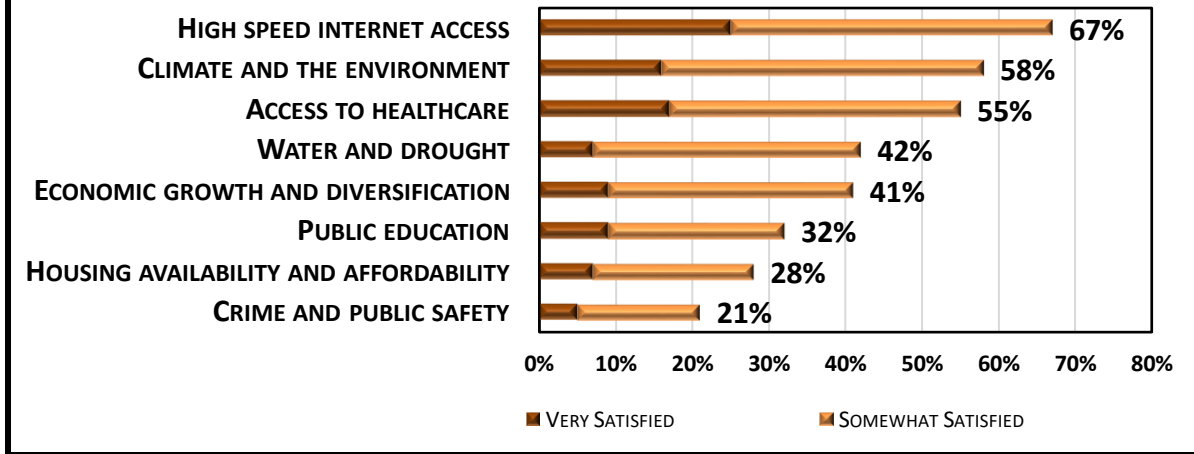
Sentiment toward the direction of the state falls along party lines as Democrats (53%) and liberals (62%) are much more likely to feel the state is *headed in the right direction* compared to Republicans (16%) and conservatives (12%). Conversely, Republicans are much more likely to feel *things are off on the wrong track* (80%) compared to Democrats (34%).

Self-reported political moderates are more likely to be evenly divided as 40% feel the state is *headed in the right direction* and 46% say *things are off on the wrong track*.

Voters in Eastern New Mexico (68%) are most likely to feel *things are off on the wrong track*.

OVERALL SATISFACTION WITH THE WAY THINGS ARE GOING WITH VARIOUS ISSUES IN NEW MEXICO

RANKED BY THE PERCENTAGE VERY & SOMEWHAT SATISFIED



Voters are most likely to be satisfied with high-speed internet access and climate and the environment. However, voters appear frustrated with the way things are going with many other issues in New Mexico. For example, just 21% are satisfied with crime and public safety in New Mexico, while 77% express dissatisfaction with an even higher percentage expressing dissatisfaction in the Albuquerque Metro area. Much of voters’ frustration is likely due in part to the high crime rate that has plagued the state for several years.

Rounding off the highest concerns of voters are housing availability and affordability, public education, economic growth and diversification, and water and drought – as few registered voters express satisfaction with the way things are going with these issues.

Although a slight majority of voters express satisfaction with access to healthcare, a sizable percentage express dissatisfaction.

| TOP STATE PRIORITIES FOR ALLOCATING THE BUDGET SURPLUS | |
|---|------------|
| TOTAL SAMPLE (N=604) | |
| REDUCING CRIME AND INCREASING PUBLIC SAFETY | 54% |
| IMPROVING EDUCATION AND PUBLIC SCHOOLS | 46% |
| MAKING HOUSING MORE AFFORDABLE | 34% |
| CREATING JOBS AND GROWING THE ECONOMY | 29% |
| STRENGTHENING WATER INFRASTRUCTURE AND COMBATING DROUGHT | 14% |
| ADDRESSING CLIMATE CHANGE AND PROTECTING THE ENVIRONMENT | 8% |
| OTHER | 7% |

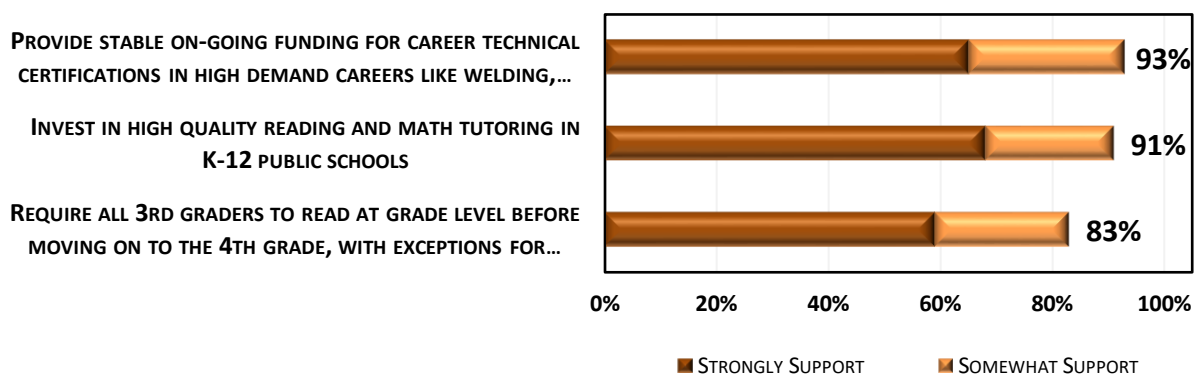
Given voters’ dissatisfaction with many issues facing the state, it is not surprising that when given the choice of where to prioritize New Mexico’s budget surplus, voters echo similar concerns and give precedence to funding these issues with the budget surplus when forced to choose their top two priorities.

When voters were asked which two priorities they believe should be the highest when allocating budget surplus funds, the majority (54%) of voters statewide prioritize reducing crime and increasing public safety, 46% prioritize improving education and public schools, 34% prioritize making housing more affordable, and 29% prioritize creating jobs and growing the economy.

Voters are less likely to prioritize environmental issues as just 14% prioritize water infrastructure and combating drought and 8% give priority to addressing climate change and protecting the environment.

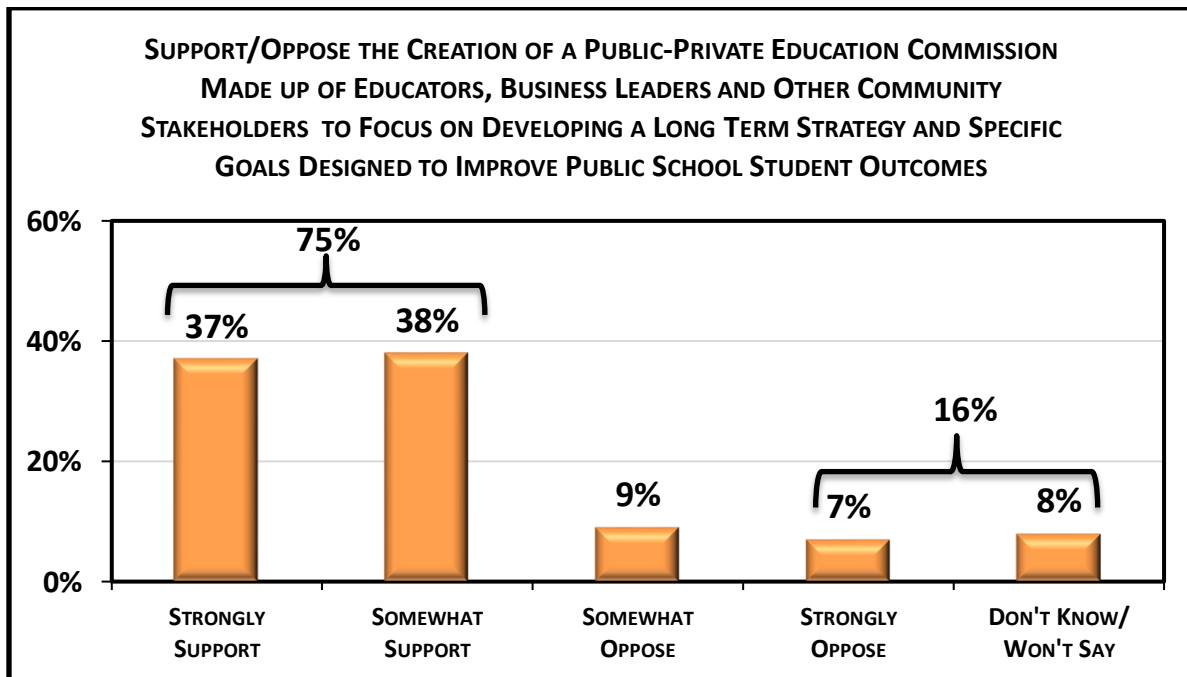
OVERALL SUPPORT FOR THREE EDUCATION PROPOSALS

RANKED BY THE PERCENTAGE STRONGLY & SOMEWHAT SUPPORT



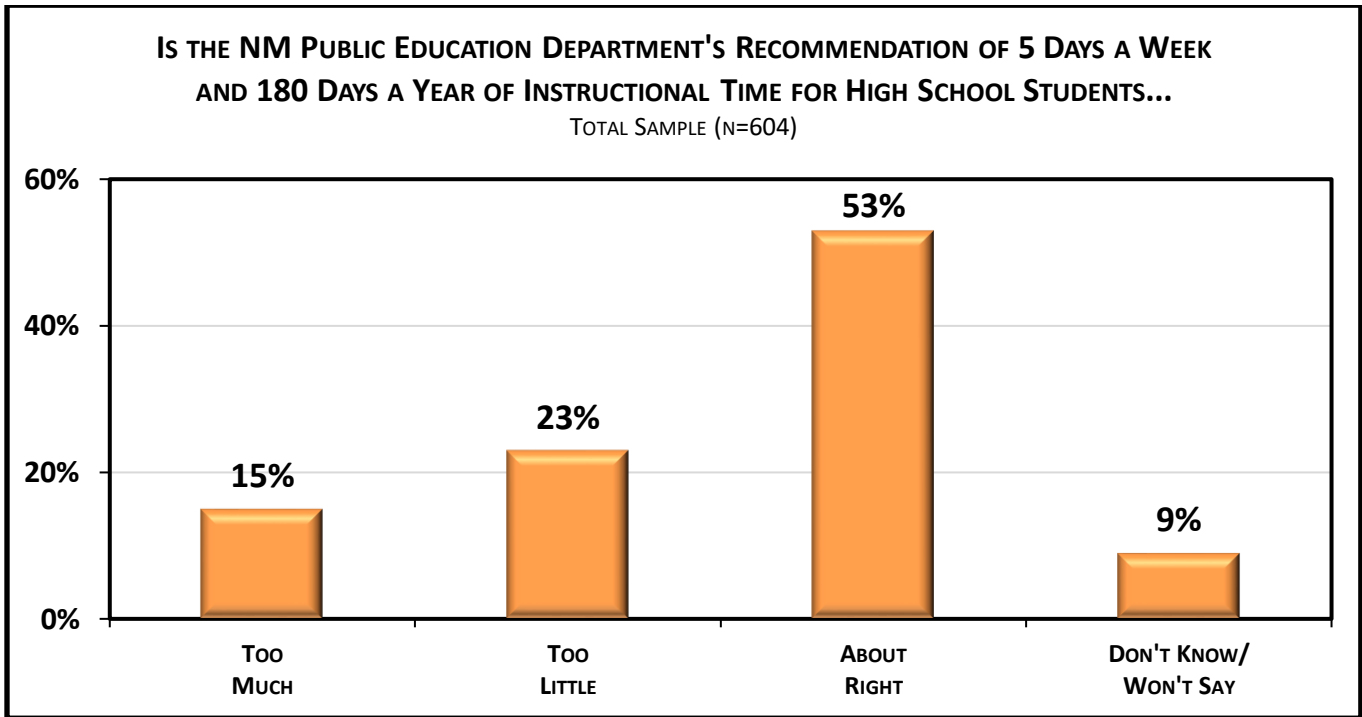
SUPPORT LEVELS FOR THREE EDUCATION PROPOSALS

As previously noted, a sizable percentage of registered voters express concern about, and prioritize, improving education in the state. Therefore, it is not surprising that between approximately eight-in-ten and nine-in-ten voters statewide are supportive of each of the three education proposals tested above. In fact, the majority *strongly support* each one.



PUBLIC-PRIVATE EDUCATION COMMISSION

Support for a public-private education commission is high (75%), but somewhat lower than each of the proposals tested. Just 16% are opposed to the creation of a public-private education commission made up of educators, business leaders and other community stakeholders that would focus on developing a long-term strategy and specific goals designed to improve public school student outcomes in New Mexico.



INSTRUCTIONAL TIME

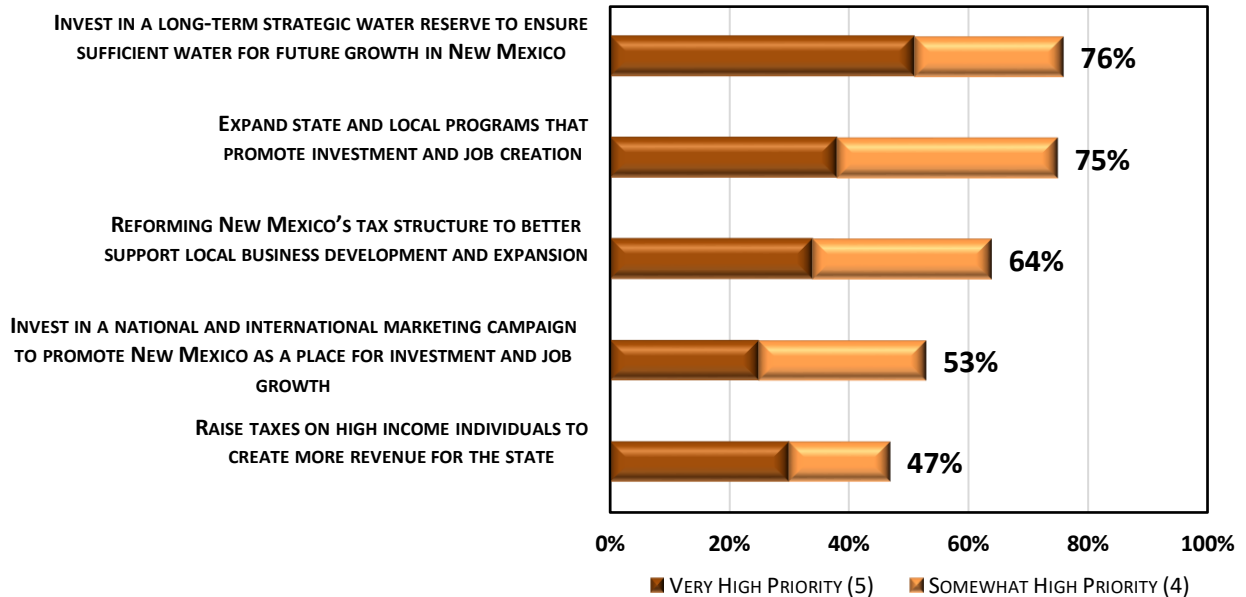
Registered voters statewide were asked if they feel the New Mexico Public Education Department's recommendation to require instructional time of five days a week and 180 days each year for all public high school students is *too much*, *too little*, or *about right*.

The majority of voters (53%) feel the recommended amount of instructional time is *about right*, while 23% feel it is *too little* and 15% feel it is *too much*. Nine percent did not offer an opinion.

Those ages 35 to 49 (24%) and those in Eastern New Mexico (27%) are more likely than others to feel the recommended amount of instructional time is *too much*, while those in the Albuquerque Metro (28%) are more likely to feel it is *too little*.

LEVEL OF PRIORITY FOR VARIOUS WAYS TO BEST DIVERSIFY AND GROW NEW MEXICO'S ECONOMY

RANKED BY PERCENTAGE VERY & SOMEWHAT HIGH PRIORITY



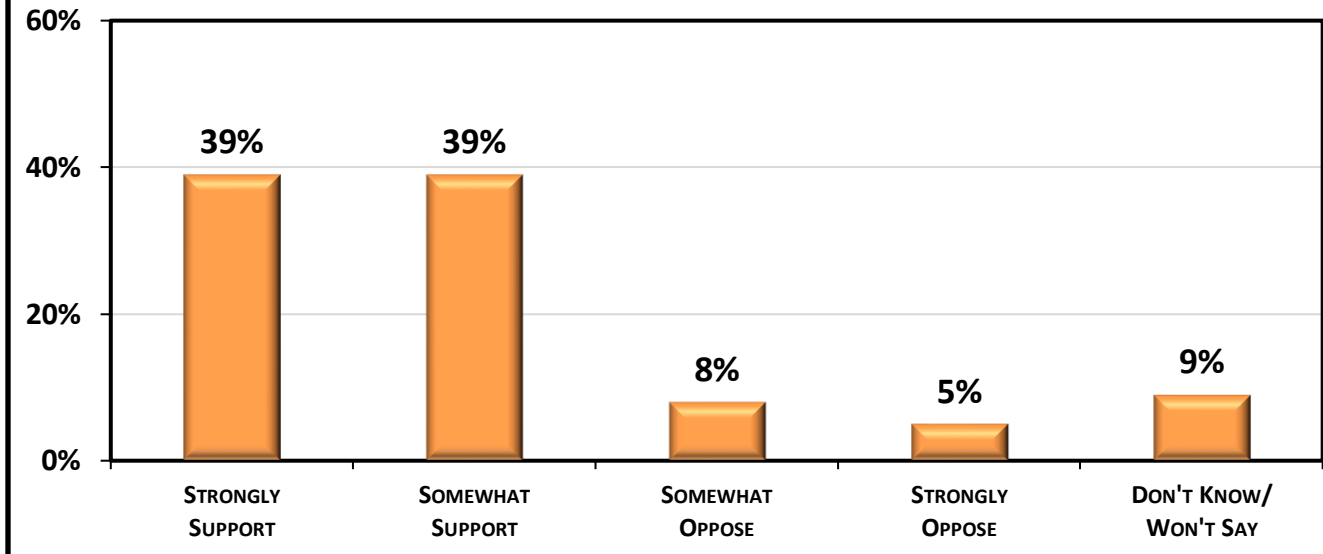
Water and drought are clearly priorities for voters throughout the state – especially when tied to economic growth. Therefore, it is not surprising that three-quarters place a high priority on investing in a long-term strategic water reserve to ensure sufficient water for future growth in New Mexico. Three-quarters of voters also place a high priority on expanding state and local programs to promote investment and job creation in the state.

When it comes to marketing the state in a way similar to what has been done with the New Mexico True campaign, about half (53%) of voters prioritize this as a way to diversify and grow the state's economy.

Voters are somewhat mixed when it comes to taxes. Nearly two-thirds (64%) support reforming the state's tax structure, while less than half (47%) support raising taxes on high income residents to create more revenue for the state.

SUPPORT/OPPOSE REQUIRING STATE GOVERNMENT TO REGULARLY REPORT THE AVERAGE TIME IT TAKES FOR PROCESSING AND ISSUING PERMITS AND LICENSES

TOTAL SAMPLE (N=604)



Voters statewide were informed state government issues permits and licenses for many activities such as construction trades, the financial industry, and the cannabis industry. Voters were then asked if they support or oppose requiring state government to regularly report the average time it takes for processing and issuing these permits and licenses.

The vast majority (78%) of voters statewide support this proposal, with two-fifths (39%) who are *strongly supportive*. Just 13% express opposition, while one-in-ten (9%) did not offer an opinion. Given the high levels of support, there is little significant variation among demographic subgroups.

MAJOR FINDINGS

Democrats (53%) are more likely to feel the state is *headed in the right direction* than independents (32%) or Republicans (16%); however, a sizeable percentage of each party feels that the state *is off on the wrong track*.

Among eight issues tested, registered voters are **less likely to be satisfied** with the way things are going with:

- Crime and public safety (21%)
- Housing availability and affordability (28%)
- Public education (32%)
- Economic growth and diversification (41%)
- Water and drought (42%)

The legislature should consider addressing the above issues in which the public is not satisfied with the way things are going.

Among eight issues tested, registered voters are **more likely to want New Mexico's top two priorities for allocating the budget surplus** to be:

- Reducing crime and increasing public safety (54%)
- Improving education and public schools (46%)
- Making housing more affordable (34%)
- Creating jobs and growing the economy (29%)

The legislature should consider these issues when allocating the budget surplus.

The vast majority of registered voters are supportive of three public school education programs that would:

- Provide funding for career technical certifications in high demand careers (93%)
- Invest in reading and math tutoring for K-12 (91%)
- Require most third graders to read at grade level before moving on to the 4th grade (83%)

Nearly two-thirds (64%) of registered voters support restructuring New Mexico's tax structure, while fewer voters (47%) support raising taxes on high income individuals to create more revenue for the state.

METHODOLOGY

This research study was commissioned by the New Mexico Chamber of Commerce in order to assess, among registered voters in New Mexico, satisfaction with various issues facing the state, budget surplus and economic growth priorities, and support for various education proposals.

THE INTERVIEW

A random sample of registered voters in New Mexico was interviewed by telephone and via an online panel survey. A total of 254 surveys were conducted via telephone (landline and cellphone). In addition, a total of 350 surveys were conducted via the online panel for a total sample of 604. Telephone numbers were generated from the Research & Polling, Inc. database. All interviews were conducted between January 8th and January 17th, 2024.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument. A total of 604 registered voters in New Mexico completed interviews.

MARGIN OF ERROR

A sample size of 604 at a 95% confidence level provides a maximum margin of error of approximately 4.0%. In theory, in 95 out of 100 cases, the results based on a sample of 604 will differ by no more than 4.0 percentage points in either direction from what would have been obtained by interviewing all registered voters in New Mexico.

SAMPLE BIAS

In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research & Polling, Inc. often sets quotas and/or weights various segments of the population that are historically undercounted. This has the effect of minimizing, but not necessarily eliminating, sampling bias.