



NEW MEXICO BUSINESS COALITION

Total For	Strongly Agree 1.	Some Agree 2.	Some Disagree 3.	Strongly Against 4.	DK/No Opinion 5.	Total Against
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5. Repeat offenders who are charged with violent crimes should be held without bail until trial. **94%** 78% 17% 2% 2% 2% **4%**

8. State and local law enforcement should cooperate with federal officials to enforce immigration laws against criminals. **64%** 51% 13% 9% 26% 1% **35%**

15. The state should increase criminal penalties for retail theft and vandalism of property. **88%** 61% 26% 6% 2% 4% **8%**

16. The state should increase penalties for dealers of fentanyl and other deadly drugs. **93%** 79% 14% 3% 2% 2% **5%**

17. The state should take steps to ensure that drugs, gangs, and human traffickers cannot enter New Mexico from our southern border. **90%** 75% 16% 2% 4% 3% **7%**



NM Registered Voters Poll

This survey was conducted from January 31 – February 6, 2025, through a series of online surveys delivered via SMS messages. 541 survey respondents were randomly selected from a demographically proportionate sample of 2025 New Mexico registered voters. Weighted demographics include party, age, geography, ethnicity, and gender. The survey has a ±4.213 % margin of error with a confidence level of 95%.

DEMOGRAPHICS

Q5. Repeat Offenders

	AGE							GENDER		PARTY AFFILIATION			ETHNICITY						GENERAL VOTE HISTORY					REPUBLICAN PARTY IMAGE			DEMOCRAT PARTY IMAGE			NET	
	18-24	25-34	35-44	45-54	55-64	65-74	75+	M	F	Rep	Ind	Dem	White	Hisp	Latino	Native	Black	Asian	0/4	1/4	2/4	3/4	4/4	Fav	Unfav	No Opinion	Fav	Unfav	No Opinion		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
TOTAL AGREE	90%	96%	91%	92%	95%	97%	96%	92%	96%	97%	90%	95%	93%	97%	100%	90%	72%	100%	85%	100%	99%	92%	95%	96%	93%	98%	93%	97%	63% ↓	94%	
TOTAL DISAGREE	10%	0%	9%	5%	5%	2%	1%	6%	2%	1%	10% ↑	4%	5%	1%	0%	10%	28%	0%	10%	0%	1%	6%	3%	2%	6%	0%	5%	3%	0%	4%	
1. Strong Agree	64%	75%	77%	74%	84%	85%	76%	75%	80%	92% ↑	75%	69% ↓	74%	81%	92%	90%	64%	48%	69%	87%	72%	80%	78%	92% ↑	66% ↓	80%	64% ↓	90% ↑	48%	78%	
2. Some Agree	26%	21%	14%	19%	11%	12%	20%	17%	16%	6% ↓	15%	25% ↑	19%	16%	8%	0%	8%	52%	16%	13%	27%	12%	17%	4% ↓	27% ↑	17%	29% ↑	6% ↓	15%	17%	
3. Some Disagree	10%	0%	3%	3%	3%	2%	0%	5% ↑	0% ↓	0%	8% ↑	1%	3%	0%	0%	5%	28% ↑	0%	6%	0%	1%	4%	2%	2%	3%	0%	3%	2%	0%	2%	
4. Strong Disagree	0%	0%	6% ↑	3%	1%	0%	1%	1%	2%	1%	2%	2%	3%	1%	0%	5%	0%	0%	4%	0%	0%	2%	2%	0%	3%	0%	2%	2%	0%	2%	
5. No Opinion	0%	4%	0%	2%	1%	1%	3%	1%	2%	2%	0%	2%	2%	2%	0%	0%	0%	0%	4%	0%	0%	2%	2%	2%	1%	2%	2%	0% ↓	37% ↑	2%	
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 4.21%; Confidence Level 95%; Total n = 541



DEMOGRAPHICS

Q8. Enforce Immigration

	AGE							GENDER		PARTY AFFILIATION			ETHNICITY							GENERAL VOTE HISTORY					REPUBLICAN PARTY IMAGE			DEMOCRAT PARTY IMAGE			NET
	18-24	25-34	35-44	45-54	55-64	65-74	75+	M	F	Rep	Ind	Dem	White	Hisp	Latino	Native	Black	Asian	0/4	1/4	2/4	3/4	4/4	Fav	Unfav	No Opinion	Fav	Unfav	No Opinion		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
TOTAL AGREE	66%	56%	59%	66%	75%	66%	60%	70%	59%	95%↑	71%	39%↓	59%	65%	77%	75%	41%	100%	59%	71%	65%	58%	66%	98%↑	37%↓	81%	36%↓	86%↑	82%	64%	
TOTAL DISAGREE	34%	44%	41%	32%	24%	32%	37%	29%	40%	5%↓	28%	59%↑	39%	34%	23%	24%	59%	0%	41%	29%	31%	41%	33%	2%↓	61%↑	15%	62%↑	14%↓	7%	35%	
1. Strong Agree	56%	46%	41%	50%	64%	57%	45%	57%	46%	87%↑	56%	23%↓	49%	52%	58%	75%	5%↓	14%	47%	51%	58%	47%	52%	89%↑	21%↓	64%	16%↓	78%↑	75%	51%	
2. Some Agree	10%	10%	18%	16%	12%	9%	15%	12%	13%	8%	15%	16%	11%	13%	18%	0%	36%	86%↑	12%	21%	6%	10%	13%	9%	16%	17%	20%↑	8%↓	7%	13%	
3. Some Disagree	17%	3%	6%	8%	7%	9%	17%	7%	10%	3%	8%	13%	12%	6%	2%	7%	0%	0%	3%	9%	0%	14%	11%	1%↓	16%↑	0%	16%↑	3%↓	0%	9%	
4. Strong Disagree	18%	41%	35%	24%	18%	23%	20%	22%	30%	2%↓	20%	47%↑	27%	28%	22%	17%	59%	0%	38%	20%	31%	27%	22%	2%↓	45%↑	15%	46%↑	11%↓	7%	26%	
5. No Opinion	0%	0%	0%	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	0%	1%	0%	0%	0%	0%	5%↑	1%	1%	0%	2%	4%	2%	0%	11%↑	1%	
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MoE 4.21%; Confidence Level 95%; Total n = 541



DEMOGRAPHICS

Q15. Retail Theft

	AGE							GENDER		PARTY AFFILIATION			ETHNICITY						GENERAL VOTE HISTORY					REPUBLICAN PARTY IMAGE			DEMOCRAT PARTY IMAGE			NET	
	18-24	25-34	35-44	45-54	55-64	65-74	75+	M	F	Rep	Ind	Dem	White	Hisp	Latino	Native	Black	Asian	0/4	1/4	2/4	3/4	4/4	Fav	Unfav	No Opinion	Fav	Unfav	No Opinion		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
TOTAL AGREE	67%	88%	85%	92%	90%	92%	89%	85%	91%	97% [▲]	81%	85%	87%	90%	100%	87%	33% [▼]	100%	64% [▼]	92%	95%	92%	90%	95%	82% [▼]	90%	83%	92%	67%	88%	
TOTAL DISAGREE	27%	8%	12%	6%	8%	4%	4%	13% [▲]	4% [▼]	1% [▼]	13%	11%	8%	6%	0%	13%	67% [▲]	0%	28% [▲]	4%	3%	6%	6%	2%	14% [▼]	0%	12%	6%	0%	8%	
1. Strong Agree	45%	43%	64%	62%	71%	72%	61%	59%	63%	84% [▲]	51%	50% [▼]	59%	66%	94% [▲]	43%	25%	71%	47%	60%	68%	63%	65%	80% [▲]	46% [▼]	74%	47% [▼]	73% [▲]	43%	61%	
2. Some Agree	22%	44%	21%	30%	19%	20%	28%	25%	27%	13% [▼]	30%	35% [▲]	28%	24%	6%	44%	8%	29%	17%	33%	27%	28%	26%	15% [▼]	36% [▲]	15%	36% [▲]	19% [▼]	24%	26%	
3. Some Disagree	27% [▲]	6%	8%	4%	5%	2%	1%	10% [▲]	2% [▼]	0%	7%	10%	5%	5%	0%	8%	67% [▲]	0%	23% [▲]	4%	0%	3%	4%	2%	9%	0%	9%	4%	0%	6%	
4. Strong Disagree	0%	2%	4%	2%	3%	2%	3%	3%	2%	1%	5%	2%	3%	1%	0%	5%	0%	0%	5%	0%	3%	3%	2%	0% [▼]	4% [▲]	0%	3%	2%	0%	2%	
5. No Opinion	6%	4%	2%	2%	2%	4%	7%	2%	5%	2%	6%	4%	5%	4%	0%	0%	0%	0%	8%	4%	2%	3%	4%	3%	4%	10%	5%	2%	33% [▲]	4%	
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Q16.

Increase Drug Penalties

DEMOGRAPHICS

	AGE							GENDER		PARTY AFFILIATION			ETHNICITY						GENERAL VOTE HISTORY					REPUBLICAN PARTY IMAGE			DEMOCRAT PARTY IMAGE			NET
	18-24	25-34	35-44	45-54	55-64	65-74	75+	M	F	Rep	Ind	Dem	White	Hisp	Latino	Native	Black	Asian	0/4	1/4	2/4	3/4	4/4	Fav	Unfav	No Opinion	Fav	Unfav	No Opinion	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL AGREE	100%	81%	93%	90%	95%	94%	99%	90%	95%	97%	90%	91%	91%	95%	100%	87%	61%	100%	83%	98%	84%	92%	96%	97%	89%	91%	92%	94%	62% ⁺	93%
TOTAL DISAGREE	0%	14%	7%	6%	4%	2%	0%	8%	3%	0%	8%	7%	1%	0%	13%	39%	0%	12%	0%	14%	4%	3%	1% [↓]	9% [↑]	0%	5%	5%	0%	5%	
1. Strong Agree	88%	67%	83%	68%	81%	85%	85%	75%	82%	93% [↑]	76%	71% ⁺	72%	86%	91%	87%	61%	71%	79%	83%	70%	74%	82%	93% [↑]	68% [↓]	81%	74%	84%	54%	79%
2. Some Agree	12%	14%	10%	22%	14%	9%	14%	15%	13%	4% [↓]	15%	20% ⁺	19%	10%	9%	0%	0%	29%	4%	15%	14%	18%	14%	5% [↓]	21% [↑]	10%	18%	10%	8%	14%
3. Some Disagree	0%	6%	3%	5%	3%	1%	0%	5%	1%	0%	6%	3%	0%	0%	13%	39% [↑]	0%	7%	0%	1%	4%	2%	1%	4%	0%	1%	4%	0%	3%	
4. Strong Disagree	0%	8%	4%	1%	1%	1%	0%	3%	2%	0%	2%	4%	4%	1%	0%	0%	0%	5%	0%	0%	12% ⁺	1%	1%	0% [↓]	4% [↑]	0%	4%	1%	0%	2%
5. No Opinion	0%	4%	0%	4%	0%	4%	1%	2%	2%	3%	2%	2%	2%	4%	0%	0%	0%	4%	2%	2%	4%	1%	2%	2%	9%	3%	0% ⁺	38% [↑]	2%	
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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DEMOGRAPHICS

Q17. Secure Southern Border

	AGE							GENDER		PARTY AFFILIATION			ETHNICITY						GENERAL VOTE HISTORY					REPUBLICAN PARTY IMAGE			DEMOCRAT PARTY IMAGE			NET
	18-24	25-34	35-44	45-54	55-64	65-74	75+	M	F	Rep	Ind	Dem	White	Hisp	Latino	Native	Black	Asian	0/4	1/4	2/4	3/4	4/4	Fav	Unfav	No Opinion	Fav	Unfav	No Opinion	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL AGREE	74%	94%	95%	82%	95%	92%	89%	88%	92%	98%	90%	85%*	88%	89%	95%	87%	100%	100%	88%	92%	86%	86%	93%	99%*	84%*	82%	82%*	97%*	96%	90%
TOTAL DISAGREE	26%	6%	3%	16%	4%	5%	0%	9%	5%	2%	8%	10%	8%	8%	0%	13%	0%	0%	10%	4%	14%	12%	3%*	0%*	12%*	0%	12%*	3%*	0%	7%
1. Strong Agree	74%	75%	75%	59%*	79%	82%	75%	72%	77%	95%*	80%	57%*	66%*	81%	77%	87%	61%	100%	69%	85%	75%	65%	77%	99%*	56%*	72%	55%*	89%*	88%	75%
2. Some Agree	0%	18%	20%	23%	16%	10%	15%	16%	15%	2%*	10%	27%*	22%*	8%	18%	0%	39%	0%	19%	7%	11%	21%	16%	0%*	28%*	10%	26%*	7%*	8%	16%
3. Some Disagree	8%	0%	3%	7%	1%	2%	0%	2%	3%	2%	3%	2%	2%	3%	0%	8%	0%	0%	1%	4%	2%	7%	1%	0%	4%*	0%	3%	2%	0%	2%
4. Strong Disagree	18%	6%	0%	10%	2%	3%	0%	8%*	2%*	0%	5%	8%	6%	5%	0%	5%	0%	0%	10%	0%	12%	5%	2%	0%	8%*	0%	9%*	1%*	0%	4%
5. No Opinion	0%	0%	2%	2%	1%	3%	11%*	2%	3%	0%*	3%	5%*	3%	2%	5%	0%	0%	0%	2%	4%	0%	2%	4%	0%*	4%	18%*	6%*	0%*	4%	3%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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