



**NEW MEXICO  
BUSINESS COALITION**

Survey conducted by Rival Strategy Group, July 8 through July 12, 2025, for the New Mexico Business Coalition (NMBC). 529 likely 2025 Election voters participated in the survey. Margin of Error is +/-4.2%.

**Q1: Do you agree or disagree with the following statement?**

*"I am happy with the direction the City of Albuquerque is heading in."*

Strongly agree: 8%

somewhat agree: 22%

somewhat disagree: 14%

strongly disagree: 50%

Not sure: 5%

**Q2: What is your opinion of Mayling Armijo?**

Favorable: 8%

Unfavorable: 10%

No opinion: 81%

**Q3: What is your opinion of Daniel Chavez?**

Favorable: 6%

Unfavorable: 13%

No opinion: 81%

**Q4: What is your opinion of Tim Keller?**

Favorable: 33%

Unfavorable: 60%

No opinion: 7%

**Q5: What is your opinion of Louie Sanchez?**

Favorable: 16%

Unfavorable: 24%

No opinion: 60%

**Q6: What is your opinion of Alex Uballez?**

Favorable: 19%

Unfavorable: 12%

No opinion: 69%

**Q7: What is your opinion of Eddie Varela?**

Favorable: 9%

Unfavorable: 16%

No opinion: 74%

**Q8: What is your opinion of Darren White?**

Favorable: 35%

Unfavorable: 39%

No opinion: 26%

**Q9: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Daniel Chavez and Tim Keller, for whom would you vote?**

Daniel Chavez: 37%

Tim Keller: 32%

Undecided: 31%

**Q10: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Tim Keller and Louie Sanchez, for whom would you vote?**

Tim Keller: 33%

Louie Sanchez: 40%

Undecided: 27%

**Q11: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Tim Keller and Darren White, for whom would you vote?**

Tim Keller: 38%

Darren White: 43%

Undecided: 19%

**Q12: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Mayling Armijo and Tim Keller, for whom would you vote?**

Mayling Armijo: 37%

Tim Keller: 27%

Undecided: 35%

**Q13: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Tim Keller and Eddie Varela, for whom would you vote?**

Tim Keller: 33%

Eddie Varela: 34%

Undecided: 33%

**Q14: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Tim Keller and Alex Uballez, for whom would you vote?**

Tim Keller: 25%

Alex Uballez: 39%

Undecided: 36%

NMBC VOTER POLL

Q1: Do you agree or disagree with the following statement?

*"I am happy with the direction the City of Albuquerque is heading in."*

Column %	1	2
Strongly agree	8%	10%
Somewhat agree	23%	19%
Somewhat disagree	15%	13%
Strongly disagree	49%	55%
Not sure	5%	4%

Table 1. Q1 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
Strongly agree	0%	15%	4%
Somewhat agree	3%	34%	18%
Somewhat disagree	9%	18%	15%
Strongly disagree	87%	26%	58%
Not sure	2%	7%	4%

Table 2. Q1 by PARTY

Column %	Conservative	Moderate	Liberal
Strongly agree	2%	9%	14%
Somewhat agree	5%	18%	41%
Somewhat disagree	8%	17%	18%
Strongly disagree	84%	50%	19%
Not sure	2%	6%	7%

Table 3. Q1 by IDEOLOGY

Column %	Female	Male
Strongly agree	8%	10%
Somewhat agree	23%	21%
Somewhat disagree	16%	13%
Strongly disagree	49%	52%
Not sure	6%	4%

Table 4. Q1 by GENDER

Column %	White	Other	Hispanic
Strongly agree	10%	8%	6%
Somewhat agree	22%	29%	19%
Somewhat disagree	14%	12%	14%
Strongly disagree	48%	47%	55%
Not sure	5%	4%	5%

Table 5. Q1 by RACE

Q2: What is your opinion of Mayling Armijo?

Column %	1	2
<b>Favorable</b>	9%	5%
<b>Unfavorable</b>	10%	10%
<b>No opinion</b>	81%	85%

Table 6. Q2 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
<b>Favorable</b>	4%	10%	10%
<b>Unfavorable</b>	13%	8%	11%
<b>No opinion</b>	82%	82%	80%

Table 7. Q2 by PARTY

Column %	Conservative	Moderate	Liberal
<b>Favorable</b>	5%	9%	11%
<b>Unfavorable</b>	13%	8%	9%
<b>No opinion</b>	82%	83%	80%

Table 8. Q2 by IDEOLOGY

Column %	Female	Male
<b>Favorable</b>	8%	9%
<b>Unfavorable</b>	7%	14%
<b>No opinion</b>	85%	78%

Table 9. Q2 by GENDER

Column %	White	Other	Hispanic
<b>Favorable</b>	8%	5%	10%
<b>Unfavorable</b>	10%	10%	11%
<b>No opinion</b>	82%	85%	79%

Table 10. Q2 by RACE

Q3: What is your opinion of Daniel Chavez?

Column %	1	2
<b>Favorable</b>	6%	6%
<b>Unfavorable</b>	13%	13%
<b>No opinion</b>	81%	81%

Table 11. Q3 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
<b>Favorable</b>	6%	5%	7%
<b>Unfavorable</b>	11%	14%	14%
<b>No opinion</b>	82%	81%	79%

Table 12. Q3 by PARTY

Column %	Conservative	Moderate	Liberal
<b>Favorable</b>	8%	5%	4%
<b>Unfavorable</b>	11%	11%	16%
<b>No opinion</b>	80%	84%	80%

Table 13. Q3 by IDEOLOGY

Column %	Female	Male
<b>Favorable</b>	5%	7%
<b>Unfavorable</b>	10%	16%
<b>No opinion</b>	85%	76%

Table 14. Q3 by GENDER

Column %	White	Other	Hispanic
<b>Favorable</b>	6%	4%	6%
<b>Unfavorable</b>	11%	18%	14%
<b>No opinion</b>	83%	78%	79%

Table 15. Q3 by RACE

Q4: What is your opinion of Tim Keller?

Column %	1	2
Favorable	33%	33%
Unfavorable	60%	61%
No opinion	7%	6%

Table 16. Q4 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
Favorable	4%	53%	23%
Unfavorable	92%	38%	68%
No opinion	3%	9%	8%

Table 17. Q4 by PARTY

Column %	Conservative	Moderate	Liberal
Favorable	8%	27%	61%
Unfavorable	90%	62%	30%
No opinion	2%	11%	9%

Table 18. Q4 by IDEOLOGY

Column %	Female	Male
Favorable	34%	31%
Unfavorable	57%	64%
No opinion	9%	5%

Table 19. Q4 by GENDER

Column %	White	Other	Hispanic
Favorable	35%	37%	28%
Unfavorable	58%	53%	64%
No opinion	6%	10%	8%

Table 20. Q4 by RACE



Q5: What is your opinion of Louie Sanchez?

Column %	1	2
<b>Favorable</b>	15%	16%
<b>Unfavorable</b>	23%	28%
<b>No opinion</b>	61%	56%

Table 21. Q5 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
<b>Favorable</b>	28%	9%	14%
<b>Unfavorable</b>	15%	30%	23%
<b>No opinion</b>	57%	61%	63%

Table 22. Q5 by PARTY

Column %	Conservative	Moderate	Liberal
<b>Favorable</b>	27%	15%	5%
<b>Unfavorable</b>	15%	24%	33%
<b>No opinion</b>	58%	62%	61%

Table 23. Q5 by IDEOLOGY

Column %	Female	Male
<b>Favorable</b>	14%	18%
<b>Unfavorable</b>	21%	28%
<b>No opinion</b>	65%	54%

Table 24. Q5 by GENDER

Column %	White	Other	Hispanic
<b>Favorable</b>	14%	9%	21%
<b>Unfavorable</b>	22%	24%	28%
<b>No opinion</b>	64%	66%	52%

Table 25. Q5 by RACE

Q6: What is your opinion of Alex Uballez?

Column %	1	2
<b>Favorable</b>	18%	19%
<b>Unfavorable</b>	12%	12%
<b>No opinion</b>	69%	69%

Table 26. Q6 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
<b>Favorable</b>	4%	27%	18%
<b>Unfavorable</b>	17%	8%	15%
<b>No opinion</b>	78%	64%	67%

Table 27. Q6 by PARTY

Column %	Conservative	Moderate	Liberal
<b>Favorable</b>	6%	19%	30%
<b>Unfavorable</b>	17%	11%	9%
<b>No opinion</b>	77%	70%	61%

Table 28. Q6 by IDEOLOGY

Column %	Female	Male
<b>Favorable</b>	20%	17%
<b>Unfavorable</b>	9%	16%
<b>No opinion</b>	70%	68%

Table 29. Q6 by GENDER

Column %	White	Other	Hispanic
<b>Favorable</b>	17%	11%	24%
<b>Unfavorable</b>	11%	16%	13%
<b>No opinion</b>	72%	74%	62%

Table 30. Q6 by RACE

Q7: What is your opinion of Eddie Varela?

Column %	1	2
<b>Favorable</b>	8%	13%
<b>Unfavorable</b>	16%	19%
<b>No opinion</b>	76%	68%

Table 31. Q7 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
<b>Favorable</b>	19%	5%	7%
<b>Unfavorable</b>	12%	19%	18%
<b>No opinion</b>	70%	76%	75%

Table 32. Q7 by PARTY

Column %	Conservative	Moderate	Liberal
<b>Favorable</b>	17%	8%	3%
<b>Unfavorable</b>	11%	16%	22%
<b>No opinion</b>	72%	76%	75%

Table 33. Q7 by IDEOLOGY

Column %	Female	Male
<b>Favorable</b>	8%	11%
<b>Unfavorable</b>	14%	19%
<b>No opinion</b>	78%	70%

Table 34. Q7 by GENDER

Column %	White	Other	Hispanic
<b>Favorable</b>	9%	4%	12%
<b>Unfavorable</b>	15%	20%	19%
<b>No opinion</b>	77%	76%	69%

Table 35. Q7 by RACE

Q8: What is your opinion of Darren White?

Column %	1	2
<b>Favorable</b>	34%	39%
<b>Unfavorable</b>	39%	39%
<b>No opinion</b>	27%	22%

Table 36. Q8 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
<b>Favorable</b>	69%	14%	37%
<b>Unfavorable</b>	13%	56%	35%
<b>No opinion</b>	17%	30%	28%

Table 37. Q8 by PARTY

Column %	Conservative	Moderate	Liberal
<b>Favorable</b>	65%	33%	8%
<b>Unfavorable</b>	15%	40%	62%
<b>No opinion</b>	20%	27%	30%

Table 38. Q8 by IDEOLOGY

Column %	Female	Male
<b>Favorable</b>	32%	39%
<b>Unfavorable</b>	39%	39%
<b>No opinion</b>	29%	22%

Table 39. Q8 by GENDER

Column %	White	Other	Hispanic
<b>Favorable</b>	37%	27%	34%
<b>Unfavorable</b>	38%	34%	42%
<b>No opinion</b>	25%	39%	23%

Table 40. Q8 by RACE

Q9: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Daniel Chavez and Tim Keller, for whom would you vote?

Column %	1	2
<b>Daniel Chavez</b>	36%	40%
<b>Tim Keller</b>	33%	29%
<b>Undecided</b>	31%	31%

Table 46. Q09 by CONGRESSIONAL DISTRICT.

Column %	Republican	Democrat	Non-Partisan
<b>Daniel Chavez</b>	63%	20%	40%
<b>Tim Keller</b>	4%	52%	23%
<b>Undecided</b>	33%	28%	37%

Table 47. Q09 by PARTY

Column %	Conservative	Moderate	Liberal
<b>Daniel Chavez</b>	61%	35%	15%
<b>Tim Keller</b>	7%	27%	60%
<b>Undecided</b>	32%	38%	25%

Table 48. Q09 by IDEOLOGY

Column %	Female	Male
<b>Daniel Chavez</b>	33%	41%
<b>Tim Keller</b>	32%	32%
<b>Undecided</b>	35%	27%

Table 49. Q09 by GENDER

Column %	White	Other	Hispanic
<b>Daniel Chavez</b>	35%	25%	42%
<b>Tim Keller</b>	34%	39%	29%
<b>Undecided</b>	31%	36%	30%

Table 50. Q10 by RACE

Q10: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Tim Keller and Louie Sanchez, for whom would you vote?

Column %	1	2
Tim Keller	33%	34%
Louie Sanchez	39%	43%
Undecided	28%	22%

Table 51. Q10 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
Tim Keller	4%	53%	24%
Louie Sanchez	69%	22%	44%
Undecided	27%	25%	32%

Table 52. Q10 by PARTY

Column %	Conservative	Moderate	Liberal
Tim Keller	7%	29%	61%
Louie Sanchez	66%	41%	15%
Undecided	27%	31%	24%

Table 53. Q10 by IDEOLOGY

Column %	Female	Male
Tim Keller	34%	32%
Louie Sanchez	37%	45%
Undecided	30%	23%

Table 54. Q10 by GENDER

Column %	White	Other	Hispanic
Tim Keller	36%	36%	29%
Louie Sanchez	39%	31%	45%
Undecided	26%	33%	26%

Table 55. Q10 by RACE

Q11: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Tim Keller and Darren White, for whom would you vote?

Column %	1	2
Tim Keller	39%	33%
Darren White	42%	47%
Undecided	19%	20%

Table 56. Q11 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
Tim Keller	5%	60%	29%
Darren White	82%	18%	49%
Undecided	13%	22%	22%

Table 57. Q11 by PARTY

Column %	Conservative	Moderate	Liberal
Tim Keller	8%	33%	70%
Darren White	79%	43%	10%
Undecided	14%	24%	20%

Table 58. Q11 by IDEOLOGY

Column %	Female	Male
Tim Keller	39%	36%
Darren White	39%	48%
Undecided	21%	16%

Table 59. Q11 by GENDER

Column %	White	Other	Hispanic
Tim Keller	40%	36%	34%
Darren White	42%	37%	46%
Undecided	18%	27%	20%

Table 60. Q11 by RACE

Q12: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Mayling Armijo and Tim Keller, for whom would you vote?

Column %	1	2
Mayling Armijo	35%	45%
Tim Keller	28%	27%
Undecided	37%	28%

Table 61. Q12 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
Mayling Armijo	54%	27%	39%
Tim Keller	3%	44%	22%
Undecided	43%	29%	40%

Table 62. Q12 by PARTY

Column %	Conservative	Moderate	Liberal
Mayling Armijo	54%	38%	21%
Tim Keller	5%	24%	51%
Undecided	41%	37%	28%

Table 63. Q12 by IDEOLOGY

Column %	Female	Male
Mayling Armijo	35%	40%
Tim Keller	28%	27%
Undecided	37%	33%

Table 64. Q12 by GENDER

Column %	White	Other	Hispanic
Mayling Armijo	34%	20%	47%
Tim Keller	30%	32%	23%
Undecided	36%	48%	30%

Table 65. Q12 by RACE



Q13: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Tim Keller and Eddie Varela, for whom would you vote?

Column %	1	2
Tim Keller	33%	32%
Eddie Varela	33%	36%
Undecided	33%	32%

Table 66. Q13 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
Tim Keller	4%	53%	26%
Eddie Varela	60%	17%	40%
Undecided	36%	31%	34%

Table 67. Q13 by PARTY

Column %	Conservative	Moderate	Liberal
Tim Keller	6%	28%	62%
Eddie Varela	58%	33%	11%
Undecided	35%	38%	27%

Table 68. Q13 by IDEOLOGY

Column %	Female	Male
Tim Keller	34%	32%
Eddie Varela	31%	37%
Undecided	35%	31%

Table 69. Q13 by GENDER

Column %	White	Other	Hispanic
Tim Keller	36%	36%	28%
Eddie Varela	31%	24%	41%
Undecided	33%	40%	30%

Table 70. Q13 by RACE

Q14: If the candidates in the November 2025 General Election for Mayor of Albuquerque were *just* Tim Keller and Alex Uballez, for whom would you vote?

Column %	1	2
Tim Keller	24%	25%
Alex Uballez	39%	41%
Undecided	37%	34%

Table 71. Q14 by CONGRESSIONAL DISTRICT

Column %	Republican	Democrat	Non-Partisan
Tim Keller	4%	39%	19%
Alex Uballez	51%	30%	45%
Undecided	45%	31%	36%

Table 72. Q14 by PARTY

Column %	Conservative	Moderate	Liberal
Tim Keller	6%	23%	44%
Alex Uballez	51%	41%	27%
Undecided	43%	36%	29%

Table 73. Q14 by IDEOLOGY

Column %	Female	Male
Tim Keller	26%	23%
Alex Uballez	39%	40%
Undecided	35%	37%

Table 74. Q14 by GENDER

Column %	White	Other	Hispanic
Tim Keller	26%	28%	21%
Alex Uballez	38%	24%	46%
Undecided	35%	48%	33%

Table 75. Q14 by RACE

## DEMOGRAPHICS OF VOTERS SURVEYED

	%
<b>1</b>	79%
<b>2</b>	21%

Table 76. CONGRESSIONAL DISTRICT

	%
<b>Republican</b>	31%
<b>Democrat</b>	52%
<b>Non-Partisan</b>	17%

Table 77. PARTY

	%
<b>Conservative</b>	34%
<b>Moderate</b>	30%
<b>Liberal</b>	36%

Table 78. IDEOLOGY

	%
<b>Female</b>	54%
<b>Male</b>	46%

Table 79. GENDER

	%
<b>18-49</b>	29%
<b>50-64</b>	32%
<b>65+</b>	39%

Table 80. AGE

	%
<b>White</b>	53%
<b>Hispanic</b>	32%
<b>Other</b>	15%

Table 81. RACE