



**NEW MEXICO
BUSINESS COALITION**

PO Box 95735
Albuquerque, NM 87199
(505) 836-4223

For Immediate Release
July 31, 2025

Contact: Carla J. Sonntag
President and CEO

NM Albuquerque Residents Express Strong Discontent with Mayor Tim Keller's Leadership, Signal Desire for Change, Survey Finds

Albuquerque, NM – July 30, 2025 – A recent survey conducted from July 8 to July 12, 2025, reveals significant dissatisfaction among Albuquerque voters with the direction of the city under Mayor Tim Keller's leadership. The poll included 529 likely 2025 Albuquerque election voters.

The survey results indicate that a substantial 64% of respondents disagree with the statement, *"I am happy with the direction the City of Albuquerque is heading in,"* with 50% strongly disagreeing and 14% somewhat disagreeing. Only 8% strongly agreed and 22% somewhat agreed with the statement. 5% of respondents were unsure. This overwhelming disapproval underscores an apparent shift among voters from what was seen in the last two mayoral elections.

When asked specifically about their opinion of Mayor Keller, only 33% of respondents viewed him favorably, while a striking 60% held an unfavorable opinion, and 7% had no opinion. These numbers highlight a significant lack of confidence in the two-term incumbent as he approaches the November 2025 General Election.

In hypothetical head-to-head matchups with each of the six challengers qualified for the November ballot for mayor, Keller trailed each of them. A substantial portion of voters are currently either supporting alternatives or remaining undecided. A noteworthy point of the poll is that little was known at this phase of the campaign about many of the challengers.

"The data clearly shows that Albuquerque residents are deeply dissatisfied with the current trajectory of our city under Mayor Keller's leadership," said Carla Sonntag, President and CEO of the New Mexico Business Coalition that commissioned the poll. "Voters are signaling a strong desire for fresh ideas and a new direction in the upcoming election."

The survey was conducted from July 8 to July 12, 2025, by Rival Strategy Group. There were 529 respondents randomly selected from a demographically proportionate sample of New Mexico registered voters likely to vote in the 2025 Albuquerque Election. The poll has a margin of error of ± 4.2 .

The survey with demographic details is posted on the NMBC website under "[2025 Voter Information](#)."

###

New Mexico Business Coalition (NMBC) is a statewide nonpartisan, pro-business organization. NMBC focuses on improving the business environment for companies and the quality of life for all New Mexicans. For more information, please visit our website at www.nmbizcoalition.org.