

To: NRDC Action Fund & CVNM

From: GBAO

Date: September 7, 2021

New Mexico Survey and Qualitative Results

The results of a recent survey and accompanying qualitative research conducted in New Mexico show significant support for issues that would help protect New Mexico from climate change, especially regulations to cut air and water pollution, including by methane and other pollutants. There is clear support for shifting New Mexico toward renewable energy and away from oil and gas, and powerful messages can be used to talk about it. Though, there is also the potential for oil and gas to come back with strong arguments, particularly on jobs and the economy.

The following are key findings from a survey of 600 New Mexico registered voters GBAO conducted from July 8-13, 2021, using live dialers on both cell phones and landlines on behalf of the NRDC Action Fund. The survey carries a 4.0 percentage-point margin of error at the 95% confidence level. They also reflect focus groups and IDIs of 5 to 6 New Mexico self-identified independents conducted in June and July 2021 on behalf of LCV. This qualitative component included one group of Hispanic voters from the Northern counties of Rio Arriba, Mora, Colfax, and San Miguel, one group from exurban Albuquerque in Sandoval and Valencia counties, and one group from select Southern counties.

Key Findings

- **In qualitative, participants said New Mexico's natural beauty was a key reason they enjoy living in the state but lamented the lack of good job opportunities.**

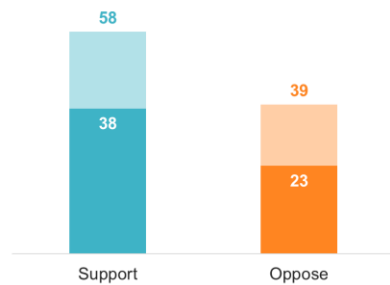
"I love New Mexico. I love the climate, the mountains, the people..." – Exurban Albuquerque

"I don't think there are a lot of opportunities for big businesses and jobs in some of the areas." – Northern New Mexico Hispanic

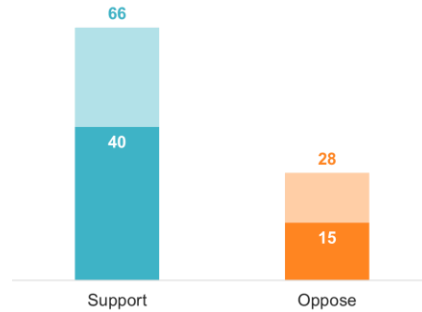
- **Most agree with steps that would ensure that cleaner cars with higher pollution standards and fuel economy standards are sold in New Mexico.** Over half (58%) support raising pollution standards while two-in-three (66%) support raising fuel economy standards.



Do you support or oppose a proposal to set vehicle pollution standards that would require manufacturers sell cleaner cars in New Mexico?



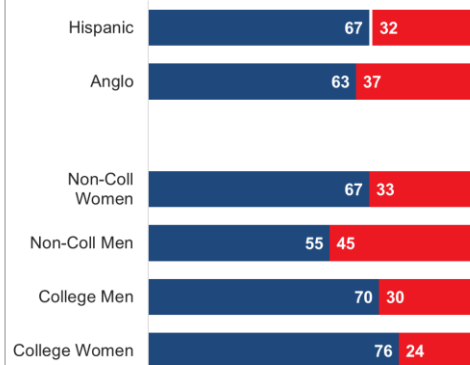
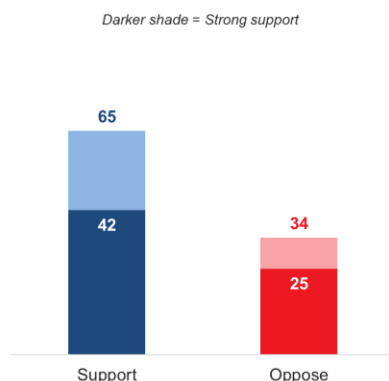
Do you support or oppose a proposal to raise fuel economy standards to require cars to get more miles per gallon?



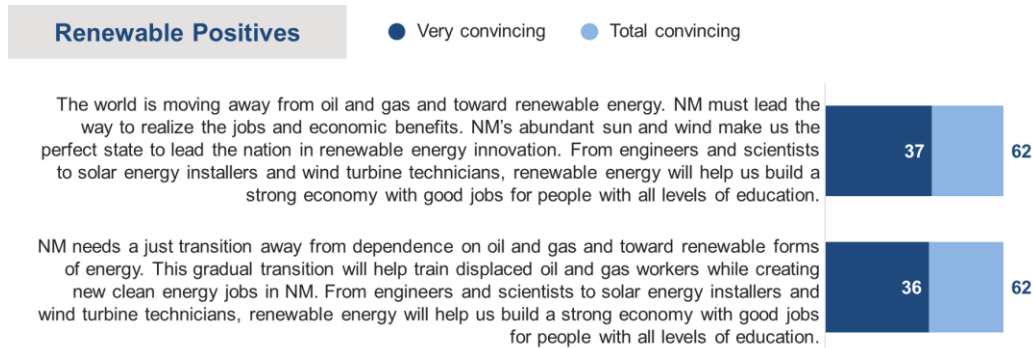
- Strong regulations to cut air and water pollution are also favored by nearly seven-in-ten voters (68%).** A proposal that talks about “strong regulations to cut air and water pollution, including methane and other pollutants that would protect our lands and wildlife from the effects of oil and gas production” has very strong support among self-identified liberals/progressives (93%) and moderates (77%) as well as the support of half of conservative/libertarian women (50%).
- Shifting New Mexico toward 100% clean electricity by 2035, instead of relying on coal and methane gas, also has encouraging support (59%).** Hispanic voters across gender (66% of women support, 56% of men support) as well as two-in-three Anglo women (65%) support the transition to cleaner energy. Anglo men are a bit more skeptical but only a bare majority oppose it (51% oppose).
- Support for shifting New Mexico toward renewable forms of energy like wind and solar and away from oil and gas proves powerful.** Two-in-three voters (65%) – including a majority of voters across race, gender, and education – support a transition for New Mexico. In fact, 42% strongly support the transition. Correspondingly, in the qualitative, a female participant from Southern New Mexico stated, “I’m becoming less and less of a fan of oil and gas production. When you look at what it’s done to the wildlife and the public land, I’m more for clean energy.”

Transition to Renewables

Do you support or oppose a proposal to shift New Mexico toward renewable forms of energy like wind and solar and away from oil and gas?



- **Top messages on transitioning to renewable energy center the economy and jobs for New Mexicans.** A majority of voters found those messages a convincing reason to support a transition to renewable energy. In the qualitative, a Hispanic male participant from Northern New Mexico said, “I think that renewable energy has to be the future of energy in the world and New Mexico is a prime location to start the revolution. The amount of possibility for future careers and for the sake of our environment have to be factors that we look at.”



Recommendations

- ✓ We need to communicate that we are in the midst of a transition from oil and gas to clean energy sources like wind and solar. New Mexico has the opportunity to be a leader, be ahead of the curve, and benefit from it in the form of good jobs and a strong economy.
- ✓ We need to make the case that wind and solar and energy-efficient technology offer job opportunities for New Mexicans of all types — whether you have a PhD or are someone who does not plan to go to college.
- ✓ But we need a transition that helps those who have spent their careers in the oil fields and ensures that New Mexico’s budget doesn’t suffer as a result.