

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

Deb Haaland Leads Gregg Hull By 6 Points in New Mexico Governor Race, While Ben Ray Luján Appears to Have Easy Path to 2nd Term in Senate:

One month until votes are counted in New Mexico, SurveyUSA's latest polling conducted exclusively for KOB-TV in Albuquerque shows Democrat Deb Haaland leading Republican Gregg Hull 47% to 41% in the race for Governor , with 12% of likely voters undecided.

Haaland, a former Secretary of the Interior under Joe Biden and former US Representative for New Mexico's 1st congressional district, leads by 69 points among both liberals and Democrats; Hull, the mayor of Rio Rancho, leads by 69 points among conservatives and by 75 points among Republicans. Moderates and independents both break for Haaland, by 20 and 10-point margins, respectively. Haaland has a 21-point advantage among women, while Hull leads by 8 among men – a 29-point gender gap. Haaland leads by 13 points among voters under age 50, but has just a 1-point edge on Hull among those age 50+. White voters back Hull by a 3-point margin; Latinos back Haaland by 15; those of other descent back Haaland by 18. Regionally, Haaland leads by 17 points in Bernalillo County and by 16 in Doña Ana; Hull leads by 3 points in the rest of the state.

On the issues, Hull leads by 53 points among the 13% of likely voters who say crime is the issue which will most influence their vote this year, and by 35 points among the 15% most-focused on immigration and border security. Haaland leads by 50 points among the 12% who say national politics is most important, by 34 points among the one-third of voters who say inflation is most important, by 26 points among the 5% who say it's the job market, and by 6 points among the 6% listing abortion and reproductive rights is their top issue.

In the US Senate contest, incumbent Democrat Ben Ray Luján takes 54% of the vote today, 18 points atop Republican Larry Marker, who takes 36%. Marker, a businessman and former candidate for Land Commissioner and State Senate, leads by 69 points among 2024 Trump voters, by 67 points among Republicans, and by 63 points among conservatives. He also leads by 54 points among those who say crime is the issue most important to their vote and by 27 points among those who say immigration and border security is most important. Luján leads among all other groups and all areas of the state, ranging from a high of 92 points among 2024 Harris voters to a low of 3 points among men. This contest will likely tighten as the election nears, but at this moment in time, is non-competitive.

In other findings, SurveyUSA finds New Mexico adults oppose data center construction , with 55% saying new data centers should definitely (39%) or probably (16%) be banned from being built in their area, while 23% say they should be probably (15%) or definitely (8%) allowed to be built. 20% say they don't know enough to say. Support for data center construction is highest among very conservative respondents, 36% of whom say they should be allowed, though 49% of very conservative respondents say they should not be allowed.

What could make New Mexico adults most willing to support building new data centers in their area? 30% say verified limits on water use, energy use, and air emissions would make them more likely to support construction; 11% say enforceable funding commitments for local schools, roads, water systems, and public services; 10% say enforceable commitments for permanent local jobs and wages – and 25% say none of these things would make them willing to support new data center construction.

Fully crosstabbed results follow...

About the Research / Filtering: SurveyUSA interviewed 800 adults from New Mexico 09/25/26 through 09/30/26. Of the adults, 673 were identified as being registered to vote; of the registered voters, 567 were determined by SurveyUSA to be likely to vote in the November election. This research was conducted using blended sample, mixed mode. 45% of likely voters were interviewed on the display of their smartphone, tablet or other electronic device using non-probability sample of internet panel members provided by Cint USA. 55% were interviewed using probability-based telephone sample of adults from Aristotle of Washington, DC, with 30% interviewed on their landline telephones in the recorded voice of a professional announcer and 25% interviewed using SMS-to-Web, where a live operator hand-texted respondents on their mobile phones, secured their cooperation, and linked them to an online version of the survey. The combined pool of survey respondents was weighted to targets for gender, age, race, education, and home ownership.

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1 Are you registered to vote in the state of New Mexico?

800 Adults	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Yes	84%	87%	82%	76%	80%	84%	97%	78%	91%	88%	80%	83%	84%	84%	100%	100%
No	14%	12%	16%	22%	18%	15%	2%	20%	8%	11%	18%	15%	15%	14%	-	-
Not Sure	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	27%	23%	24%	26%	51%	49%	47%	38%	15%	26%	74%	16%	68%

1 Are you registered to vote in the state of New Mexico?

800 Adults	All	Top Issue						Party Affiliation			Ideology					Ideology Aggregated		
Credibility Interval: +/-3.1 pct points		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li	Conser	Modera	Liberal
Yes	84%	100%	100%	100%	100%	100%	100%	94%	92%	76%	92%	90%	82%	90%	92%	91%	82%	91%
No	14%	-	-	-	-	-	-	5%	7%	23%	8%	8%	16%	10%	8%	8%	16%	9%
Not Sure	2%	-	-	-	-	-	-	1%	1%	1%	0%	2%	2%	0%	0%	1%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	15%	5%	33%	13%	6%	12%	30%	39%	23%	17%	15%	31%	16%	11%	32%	31%	27%

1 Are you registered to vote in the state of New Mexico?

800 Adults	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
Credibility Interval: +/-3.1 pct points		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Yes	84%	92%	97%	71%	87%	96%	75%	87%	96%	89%	74%	89%	86%	78%	75%	97%	97%
No	14%	7%	3%	26%	12%	3%	22%	12%	4%	10%	24%	9%	13%	20%	23%	3%	2%
Not Sure	2%	1%	1%	3%	1%	1%	3%	1%	0%	2%	2%	2%	1%	2%	2%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	36%	39%	37%	32%	31%	42%	31%	27%	69%	31%	33%	29%	37%	58%	18%	23%

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800 Adults	All	Region		
Credibility Interval: +/-3.1 pct points		Bernalill	Dona A	Rest of
Yes	84%	90%	79%	81%
No	14%	9%	17%	17%
Not Sure	2%	1%	5%	2%
Total	100%	100%	100%	100%
Composition of Adults	100%	37%	7%	56%

2 Is your opinion of each of the following people favorable or unfavorable? Or, are you not familiar with them? First, Donald Trump.

673 Registered Voters	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-4.6 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Favorable	31%	38%	23%	22%	28%	33%	38%	25%	36%	38%	27%	16%	23%	34%	29%	33%
Unfavorable	57%	51%	63%	53%	61%	57%	58%	57%	57%	53%	59%	64%	60%	56%	50%	61%
Neutral	10%	9%	11%	19%	10%	8%	5%	14%	6%	7%	12%	17%	15%	8%	19%	5%
Not Familiar	2%	2%	2%	6%	2%	2%	0%	4%	1%	2%	3%	3%	1%	3%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	25%	22%	24%	30%	47%	53%	49%	36%	15%	26%	74%	16%	68%

2 Is your opinion of each of the following people favorable or unfavorable? Or, are you not familiar with them? First, Donald Trump.

673 Registered Voters	All	Top Issue						Party Affiliation			Ideology					Ideology Aggregated		
Credibility Interval: +/-4.6 pct points		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li	Conser	Modera	Liberal
Favorable	31%	61%	14%	18%	57%	36%	15%	72%	4%	24%	79%	52%	17%	6%	6%	66%	17%	6%
Unfavorable	57%	29%	76%	74%	29%	61%	82%	17%	87%	62%	15%	26%	67%	89%	91%	20%	67%	90%
Neutral	10%	6%	7%	8%	13%	3%	4%	10%	6%	12%	5%	21%	13%	3%	1%	13%	13%	2%
Not Familiar	2%	3%	4%	0%	2%	0%	0%	1%	3%	1%	1%	1%	2%	2%	2%	1%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	15%	5%	33%	13%	6%	12%	33%	42%	21%	18%	17%	30%	17%	12%	35%	30%	29%

2

Is your opinion of each of the following people favorable or unfavorable? Or, are you not familiar with them? First, Donald Trump.

673 Registered Voters	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
Credibility Interval: +/-4.6 pct points		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Favorable	31%	74%	0%	35%	33%	25%	29%	32%	32%	35%	19%	27%	32%	33%	24%	39%	37%
Unfavorable	57%	11%	98%	49%	53%	69%	56%	55%	60%	54%	64%	60%	58%	53%	57%	56%	58%
Neutral	10%	15%	0%	12%	12%	6%	10%	13%	7%	9%	12%	9%	9%	11%	15%	4%	6%
Not Familiar	2%	0%	2%	4%	2%	1%	5%	1%	1%	1%	5%	4%	1%	2%	4%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	44%	31%	34%	35%	38%	32%	31%	73%	27%	36%	29%	35%	52%	21%	27%

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Is your opinion of each of the following people favorable or unfavorable? Or, are you not familiar with them? First, Donald Trump.

673 Registered Voters	All	Region		
Credibility Interval: +/-4.6 pct points		Bernalill	Dona A	Rest of
Favorable	31%	27%	28%	34%
Unfavorable	57%	64%	63%	51%
Neutral	10%	8%	2%	12%
Not Familiar	2%	2%	6%	2%
Total	100%	100%	100%	100%
Composition of Registered Voters	100%	40%	6%	54%

3

Michelle Lujan Grisham.

673 Registered Voters	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-4.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Favorable	38%	31%	44%	35%	34%	32%	46%	35%	40%	36%	40%	39%	29%	41%	34%	43%
Unfavorable	42%	50%	33%	35%	35%	49%	46%	35%	47%	46%	38%	38%	39%	43%	38%	43%
Neutral	15%	13%	17%	20%	22%	13%	6%	21%	9%	12%	18%	17%	25%	11%	18%	12%
Not Familiar	6%	6%	6%	9%	8%	5%	2%	9%	3%	7%	5%	6%	7%	5%	9%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	25%	22%	24%	30%	47%	53%	49%	36%	15%	26%	74%	16%	68%

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Credibility Interval: +/-4.7 pct points		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li	Conser	Modera	Liberal
Favorable	38%	27%	41%	50%	19%	41%	61%	10%	64%	30%	11%	14%	38%	66%	67%	12%	38%	67%
Unfavorable	42%	67%	42%	26%	73%	46%	21%	80%	15%	40%	78%	73%	33%	16%	12%	76%	33%	14%
Neutral	15%	1%	14%	22%	7%	14%	16%	4%	17%	22%	7%	10%	22%	13%	17%	8%	22%	14%
Not Familiar	6%	5%	3%	3%	2%	0%	2%	5%	4%	8%	4%	3%	7%	5%	4%	4%	7%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	15%	5%	33%	13%	6%	12%	33%	42%	21%	18%	17%	30%	17%	12%	35%	30%	29%

3 Michelle Lujan Grisham.

673 Registered Voters	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
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Favorable	38%	9%	70%	28%	34%	49%	33%	39%	41%	39%	33%	37%	39%	36%	34%	35%	46%
Unfavorable	42%	79%	9%	48%	43%	35%	40%	41%	45%	44%	35%	40%	41%	45%	36%	51%	46%
Neutral	15%	7%	19%	15%	18%	12%	18%	15%	11%	13%	21%	16%	15%	13%	20%	13%	6%
Not Familiar	6%	6%	3%	9%	6%	4%	9%	5%	4%	4%	12%	7%	5%	5%	10%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	44%	31%	34%	35%	38%	32%	31%	73%	27%	36%	29%	35%	52%	21%	27%

3 Michelle Lujan Grisham.

673 Registered Voters	All	Region		
Credibility Interval: +/-4.7 pct points		Bernalill	Dona A	Rest of
Favorable	38%	41%	38%	35%
Unfavorable	42%	41%	30%	44%
Neutral	15%	15%	18%	14%
Not Familiar	6%	4%	14%	7%
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Credibility Interval: +/-4.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Favorable	29%	33%	24%	23%	25%	30%	35%	24%	33%	33%	26%	21%	22%	31%	25%	33%
Unfavorable	21%	22%	19%	17%	23%	19%	23%	20%	21%	18%	26%	15%	19%	21%	10%	24%
Neutral	24%	21%	26%	25%	16%	24%	27%	21%	26%	24%	20%	31%	21%	24%	32%	22%
Not Familiar	27%	24%	31%	35%	36%	26%	16%	35%	20%	24%	28%	34%	38%	23%	33%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	25%	22%	24%	30%	47%	53%	49%	36%	15%	26%	74%	16%	68%

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Favorable	29%	45%	21%	21%	57%	34%	18%	56%	12%	21%	62%	45%	22%	9%	13%	54%	22%	10%
Unfavorable	21%	7%	23%	24%	13%	35%	36%	7%	30%	26%	6%	11%	16%	38%	43%	8%	16%	40%
Neutral	24%	25%	18%	25%	21%	11%	23%	18%	27%	26%	12%	27%	35%	19%	16%	19%	35%	18%
Not Familiar	27%	23%	38%	29%	9%	20%	24%	19%	31%	27%	20%	18%	27%	34%	28%	19%	27%	32%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	15%	5%	33%	13%	6%	12%	33%	42%	21%	18%	17%	30%	17%	12%	35%	30%	29%

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Favorable	29%	57%	11%	30%	31%	25%	22%	29%	36%	34%	15%	28%	32%	27%	20%	44%	33%
Unfavorable	21%	6%	35%	14%	17%	30%	17%	22%	24%	20%	22%	25%	20%	16%	17%	25%	23%
Neutral	24%	19%	25%	24%	23%	24%	23%	25%	22%	25%	20%	17%	23%	30%	24%	15%	29%
Not Familiar	27%	19%	28%	32%	29%	21%	38%	24%	18%	21%	43%	31%	24%	27%	38%	17%	15%
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Neutral	19%	14%	24%	27%	15%	11%	22%	21%	17%	17%	16%	29%	22%	18%	24%	17%
Not Familiar	16%	16%	16%	26%	21%	13%	7%	23%	10%	15%	19%	11%	22%	14%	25%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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Neutral	19%	9%	22%	24%	16%	4%	21%	11%	20%	27%	11%	16%	23%	21%	19%	13%	23%	20%
Not Familiar	16%	15%	12%	12%	4%	22%	7%	16%	12%	21%	16%	19%	18%	10%	6%	18%	18%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	15%	5%	33%	13%	6%	12%	33%	42%	21%	18%	17%	30%	17%	12%	35%	30%	29%

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Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

5 Deb Haaland.

673 Registered Voters	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
Credibility Interval: +/-4.7 pct points		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Favorable	31%	8%	55%	24%	30%	37%	28%	33%	31%	31%	29%	35%	28%	28%	29%	32%	34%
Unfavorable	35%	63%	12%	33%	37%	34%	29%	35%	42%	38%	25%	34%	38%	32%	27%	51%	37%
Neutral	19%	11%	24%	15%	20%	21%	17%	20%	20%	18%	20%	14%	20%	22%	19%	14%	22%
Not Familiar	16%	17%	9%	27%	13%	8%	26%	12%	8%	12%	27%	16%	14%	19%	26%	3%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	44%	31%	34%	35%	38%	32%	31%	73%	27%	36%	29%	35%	52%	21%	27%

5 Deb Haaland.

673 Registered Voters	All	Region		
Credibility Interval: +/-4.7 pct points		Bernalill	Dona A	Rest of
Favorable	31%	39%	20%	26%
Unfavorable	35%	38%	17%	34%
Neutral	19%	16%	21%	21%
Not Familiar	16%	7%	43%	19%
Total	100%	100%	100%	100%
Composition of Registered Voters	100%	40%	6%	54%

6 Larry Marker.

673 Registered Voters	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-4.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Favorable	11%	13%	8%	9%	12%	12%	10%	10%	11%	9%	13%	10%	9%	11%	5%	13%
Unfavorable	11%	15%	7%	10%	13%	11%	12%	11%	11%	10%	14%	8%	9%	12%	16%	10%
Neutral	29%	26%	32%	30%	15%	31%	37%	23%	34%	28%	28%	35%	23%	31%	36%	28%
Not Familiar	49%	45%	53%	52%	60%	46%	41%	56%	43%	53%	44%	47%	59%	45%	43%	49%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	25%	22%	24%	30%	47%	53%	49%	36%	15%	26%	74%	16%	68%

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

6 Larry Marker.

673 Registered Voters	All	Top Issue						Party Affiliation			Ideology					Ideology Aggregated		
Credibility Interval: +/-4.7 pct points		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Moder	Liberal	Very Li	Conser	Moder	Liberal
Favorable	11%	19%	8%	9%	18%	8%	9%	18%	6%	8%	34%	10%	3%	4%	7%	23%	3%	6%
Unfavorable	11%	9%	15%	13%	9%	9%	5%	9%	14%	9%	10%	11%	10%	8%	19%	11%	10%	12%
Neutral	29%	25%	34%	31%	31%	23%	22%	27%	30%	28%	18%	35%	37%	27%	19%	26%	37%	24%
Not Familiar	49%	46%	43%	47%	43%	60%	64%	45%	50%	55%	37%	44%	49%	60%	55%	40%	49%	58%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	15%	5%	33%	13%	6%	12%	33%	42%	21%	18%	17%	30%	17%	12%	35%	30%	29%

6 Larry Marker.

673 Registered Voters	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
Credibility Interval: +/-4.7 pct points		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Favorable	11%	20%	4%	13%	9%	9%	10%	10%	12%	12%	8%	14%	8%	10%	8%	11%	15%
Unfavorable	11%	6%	15%	13%	8%	13%	12%	13%	7%	12%	8%	14%	11%	8%	12%	8%	13%
Neutral	29%	28%	29%	27%	35%	25%	26%	35%	27%	31%	25%	19%	28%	40%	26%	18%	43%
Not Familiar	49%	45%	53%	47%	47%	53%	52%	41%	54%	45%	59%	53%	53%	42%	54%	63%	29%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	44%	31%	34%	35%	38%	32%	31%	73%	27%	36%	29%	35%	52%	21%	27%

6 Larry Marker.

673 Registered Voters	All	Region		
Credibility Interval: +/-4.7 pct points		Bernalill	Dona A	Rest of
Favorable	11%	12%	3%	10%
Unfavorable	11%	11%	9%	12%
Neutral	29%	26%	17%	33%
Not Familiar	49%	52%	71%	45%
Total	100%	100%	100%	100%
Composition of Registered Voters	100%	40%	6%	54%

7

Ben Ray Luján.

673 Registered Voters	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-4.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Favorable	41%	38%	44%	39%	36%	33%	51%	38%	43%	37%	42%	49%	36%	43%	33%	47%
Unfavorable	30%	40%	19%	15%	27%	39%	37%	20%	38%	35%	27%	17%	22%	33%	22%	34%
Neutral	15%	11%	19%	20%	18%	13%	10%	19%	11%	15%	16%	11%	18%	14%	28%	11%
Not Familiar	15%	11%	18%	26%	19%	14%	2%	23%	8%	12%	15%	23%	24%	11%	17%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	25%	22%	24%	30%	47%	53%	49%	36%	15%	26%	74%	16%	68%

7

Ben Ray Luján.

673 Registered Voters	All	Top Issue						Party Affiliation			Ideology					Ideology Aggregated		
Credibility Interval: +/-4.7 pct points		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li	Conser	Modera	Liberal
Favorable	41%	29%	65%	53%	21%	35%	68%	12%	67%	36%	17%	20%	43%	69%	68%	18%	43%	68%
Unfavorable	30%	48%	10%	18%	66%	38%	18%	60%	9%	27%	65%	43%	23%	10%	10%	55%	23%	10%
Neutral	15%	7%	14%	21%	7%	17%	6%	15%	13%	16%	9%	20%	19%	7%	13%	14%	19%	9%
Not Familiar	15%	15%	12%	8%	5%	10%	8%	13%	11%	21%	9%	18%	15%	14%	10%	13%	15%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	15%	5%	33%	13%	6%	12%	33%	42%	21%	18%	17%	30%	17%	12%	35%	30%	29%

7

Ben Ray Luján.

673 Registered Voters	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
Credibility Interval: +/-4.7 pct points		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Favorable	41%	12%	73%	32%	36%	53%	34%	41%	47%	44%	31%	44%	41%	37%	35%	43%	51%
Unfavorable	30%	58%	6%	32%	29%	29%	23%	32%	36%	34%	17%	29%	29%	31%	21%	40%	38%
Neutral	15%	15%	12%	17%	20%	8%	23%	13%	8%	12%	22%	11%	15%	19%	19%	11%	9%
Not Familiar	15%	15%	10%	19%	16%	10%	20%	14%	10%	9%	30%	16%	15%	14%	25%	6%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	44%	31%	34%	35%	38%	32%	31%	73%	27%	36%	29%	35%	52%	21%	27%

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

7 Ben Ray Luján.

673 Registered Voters	All	Region		
Credibility Interval: +/-4.7 pct points		Bernalill	Dona A	Rest of
Favorable	41%	45%	31%	39%
Unfavorable	30%	29%	18%	32%
Neutral	15%	12%	19%	16%
Not Familiar	15%	14%	33%	14%
Total	100%	100%	100%	100%
Composition of Registered Voters	100%	40%	6%	54%

8 New Mexico will hold an election for Governor, United States Senate, US House of Representatives, and other offices in November. Not everyone has a chance to vote in an election. Which best describes you?

673 Registered Voters	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Unlikely To Have Time To Vote	4%	3%	5%	7%	4%	3%	3%	6%	3%	4%	5%	2%	6%	3%	0%	0%
Might Or Might Not Find Time To Vot	12%	10%	13%	26%	12%	9%	2%	19%	5%	9%	14%	16%	17%	10%	0%	0%
Will Probably Vote	16%	13%	19%	21%	18%	12%	14%	20%	13%	15%	17%	19%	20%	15%	100%	0%
Will Definitely Vote	68%	73%	63%	46%	66%	76%	81%	55%	79%	73%	63%	62%	57%	71%	0%	100%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	25%	22%	24%	30%	47%	53%	49%	36%	15%	26%	74%	16%	68%

8 New Mexico will hold an election for Governor, United States Senate, US House of Representatives, and other offices in November. Not everyone has a chance to vote in an election. Which best describes you?

673 Registered Voters	All	Top Issue						Party Affiliation			Ideology					Ideology Aggregated		
Credibility Interval: +/-4.4 pct points		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li	Conser	Modera	Liberal
Unlikely To Have Time To Vote	4%	-	-	-	-	-	-	1%	4%	5%	4%	3%	2%	3%	3%	3%	2%	3%
Might Or Might Not Find Time To Vot	12%	-	-	-	-	-	-	11%	10%	17%	10%	15%	15%	7%	6%	12%	15%	6%
Will Probably Vote	16%	12%	36%	20%	21%	22%	10%	16%	14%	19%	12%	20%	23%	10%	8%	16%	23%	9%
Will Definitely Vote	68%	88%	64%	80%	79%	78%	90%	72%	73%	59%	74%	61%	59%	81%	83%	68%	59%	82%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	15%	5%	33%	13%	6%	12%	33%	42%	21%	18%	17%	30%	17%	12%	35%	30%	29%

8

New Mexico will hold an election for Governor, United States Senate, US House of Representatives, and other offices in November. Not everyone has a chance to vote in an election. Which best describes you?

673 Registered Voters	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
Credibility Interval: +/-4.4 pct points		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Unlikely To Have Time To Vote	4%	2%	2%	9%	2%	1%	7%	4%	0%	3%	7%	5%	3%	4%	6%	0%	3%
Might Or Might Not Find Time To Vot	12%	14%	5%	15%	15%	6%	17%	13%	5%	8%	22%	13%	12%	11%	21%	1%	3%
Will Probably Vote	16%	16%	13%	19%	18%	13%	21%	16%	11%	14%	22%	11%	18%	21%	20%	5%	18%
Will Definitely Vote	68%	68%	79%	57%	65%	81%	55%	68%	83%	75%	49%	71%	66%	65%	53%	94%	76%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	39%	44%	31%	34%	35%	38%	32%	31%	73%	27%	36%	29%	35%	52%	21%	27%

8

New Mexico will hold an election for Governor, United States Senate, US House of Representatives, and other offices in November. Not everyone has a chance to vote in an election. Which best describes you?

673 Registered Voters	All	Region		
Credibility Interval: +/-4.4 pct points		Bernalill	Dona A	Rest of
Unlikely To Have Time To Vote	4%	3%	1%	5%
Might Or Might Not Find Time To Vot	12%	11%	21%	11%
Will Probably Vote	16%	11%	16%	21%
Will Definitely Vote	68%	75%	62%	63%
Total	100%	100%	100%	100%
Composition of Registered Voters	100%	40%	6%	54%

9

If the election for Governor were today, and you were filling out your ballot right now, who would you vote for? Republican Gregg Hull? Or Democrat Deb Haaland?

567 Likely Voters	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-5.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Gregg Hull (R)	41%	48%	33%	30%	37%	43%	48%	34%	46%	47%	36%	31%	36%	43%	37%	42%
Deb Haaland (D)	47%	40%	54%	47%	47%	42%	50%	47%	47%	44%	51%	49%	49%	46%	37%	49%
Undecided	12%	12%	12%	23%	16%	14%	3%	19%	7%	10%	13%	20%	15%	11%	26%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	52%	48%	20%	22%	25%	34%	42%	58%	51%	35%	14%	23%	76%	19%	81%

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

9 If the election for Governor were today, and you were filling out your ballot right now, who would you vote for? Republican Gregg Hull? Or Democrat Deb Haaland?

567 Likely Voters Credibility Interval: +/-5.1 pct points	All	Top Issue						Party Affiliation			Ideology					Ideology Aggregated		
		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Moder	Liberal	Very Li	Conser	Moder	Liberal
Gregg Hull (R)	41%	59%	26%	26%	75%	42%	22%	83%	11%	34%	87%	73%	31%	9%	10%	81%	31%	10%
Deb Haaland (D)	47%	24%	52%	60%	22%	48%	72%	8%	80%	44%	8%	17%	51%	76%	83%	12%	51%	79%
Undecided	12%	16%	23%	14%	4%	10%	6%	9%	8%	22%	5%	10%	19%	14%	6%	7%	19%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	15%	5%	33%	13%	6%	12%	35%	43%	19%	19%	16%	29%	18%	13%	35%	29%	31%

9 If the election for Governor were today, and you were filling out your ballot right now, who would you vote for? Republican Gregg Hull? Or Democrat Deb Haaland?

567 Likely Voters Credibility Interval: +/-5.1 pct points	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Gregg Hull (R)	41%	84%	7%	49%	42%	34%	35%	46%	42%	45%	27%	37%	42%	44%	31%	51%	48%
Deb Haaland (D)	47%	5%	85%	37%	47%	54%	47%	47%	46%	46%	49%	48%	46%	46%	49%	42%	48%
Undecided	12%	10%	8%	14%	12%	12%	18%	7%	11%	9%	24%	15%	12%	10%	21%	7%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	39%	49%	28%	33%	39%	34%	31%	34%	77%	23%	35%	30%	35%	45%	25%	30%

9 If the election for Governor were today, and you were filling out your ballot right now, who would you vote for? Republican Gregg Hull? Or Democrat Deb Haaland?

567 Likely Voters Credibility Interval: +/-5.1 pct points	All	Region		
		Bernalill	Dona A	Rest of
Gregg Hull (R)	41%	36%	27%	46%
Deb Haaland (D)	47%	53%	43%	43%
Undecided	12%	11%	30%	12%
Total	100%	100%	100%	100%
Composition of Likely Voters	100%	41%	6%	54%

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

10 If the election for US Senate were today, and you were filling out your ballot right now, who would you vote for? Republican Larry Marker? Or Democrat Ben Ray Luján?

567 Likely Voters	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-5.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Larry Marker (R)	36%	44%	27%	22%	34%	41%	41%	28%	41%	43%	30%	27%	32%	37%	32%	37%
Ben Ray Luján (D)	54%	47%	62%	63%	58%	45%	53%	60%	50%	48%	62%	57%	60%	53%	50%	55%
Undecided	10%	8%	12%	14%	8%	13%	6%	11%	9%	9%	9%	16%	8%	10%	18%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	52%	48%	20%	22%	25%	34%	42%	58%	51%	35%	14%	23%	76%	19%	81%

10 If the election for US Senate were today, and you were filling out your ballot right now, who would you vote for? Republican Larry Marker? Or Democrat Ben Ray Luján?

567 Likely Voters	All	Top Issue						Party Affiliation			Ideology					Ideology Aggregated		
Credibility Interval: +/-5.1 pct points		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li	Conser	Modera	Liberal
Larry Marker (R)	36%	55%	23%	19%	76%	41%	17%	78%	6%	30%	86%	69%	21%	7%	6%	78%	21%	7%
Ben Ray Luján (D)	54%	28%	67%	71%	22%	49%	79%	11%	91%	53%	9%	22%	65%	86%	88%	15%	65%	86%
Undecided	10%	17%	10%	10%	2%	10%	4%	11%	4%	17%	5%	8%	14%	8%	6%	7%	14%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	15%	5%	33%	13%	6%	12%	35%	43%	19%	19%	16%	29%	18%	13%	35%	29%	31%

10 If the election for US Senate were today, and you were filling out your ballot right now, who would you vote for? Republican Larry Marker? Or Democrat Ben Ray Luján?

567 Likely Voters	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
Credibility Interval: +/-5.1 pct points		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Larry Marker (R)	36%	79%	2%	42%	39%	28%	30%	41%	37%	39%	25%	32%	37%	38%	28%	44%	41%
Ben Ray Luján (D)	54%	10%	94%	46%	50%	64%	54%	52%	56%	53%	59%	58%	54%	50%	58%	49%	53%
Undecided	10%	10%	4%	12%	11%	8%	16%	7%	7%	8%	17%	10%	9%	12%	15%	7%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	39%	49%	28%	33%	39%	34%	31%	34%	77%	23%	35%	30%	35%	45%	25%	30%

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

10 If the election for US Senate were today, and you were filling out your ballot right now, who would you vote for? Republican Larry Marker? Or Democrat Ben Ray Luján?

567 Likely Voters	All	Region		
Credibility Interval: +/-5.1 pct points		Bernalill	Dona A	Rest of
Larry Marker (R)	36%	34%	25%	39%
Ben Ray Luján (D)	54%	59%	56%	50%
Undecided	10%	7%	20%	11%
Total	100%	100%	100%	100%
Composition of Likely Voters	100%	41%	6%	54%

11 Which one of these issues will have the most influence on your votes this year? Immigration and border security? The job market? Inflation? Crime? Abortion and reproductive rights? National politics? Classroom education? Or something else?

567 Likely Voters	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-5.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Immigration And Border Security	15%	15%	14%	12%	9%	18%	18%	10%	18%	17%	12%	14%	7%	17%	9%	16%
Job Market	5%	6%	5%	10%	5%	2%	5%	8%	4%	7%	5%	2%	8%	5%	10%	4%
Inflation	33%	29%	38%	37%	42%	35%	25%	39%	29%	25%	43%	39%	39%	32%	34%	33%
Crime	13%	18%	9%	13%	12%	13%	15%	12%	14%	15%	10%	15%	12%	14%	15%	13%
Abortion And Reproductive Rights	6%	4%	7%	3%	6%	6%	7%	5%	6%	7%	5%	2%	7%	5%	6%	5%
National Politics	12%	13%	11%	10%	10%	14%	13%	10%	14%	15%	11%	4%	11%	12%	6%	13%
Education	5%	4%	5%	5%	8%	2%	4%	7%	3%	6%	5%	1%	6%	4%	4%	5%
Other/not Sure	11%	10%	11%	10%	8%	11%	13%	9%	12%	9%	9%	23%	10%	11%	16%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	52%	48%	20%	22%	25%	34%	42%	58%	51%	35%	14%	23%	76%	19%	81%

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

11 Which one of these issues will have the most influence on your votes this year? Immigration and border security? The job market? Inflation? Crime? Abortion and reproductive rights? National politics? Classroom education? Or something else?

567 Likely Voters	All	Top Issue						Party Affiliation			Ideology					Ideology Aggregated		
Credibility Interval: +/-5.1 pct points		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li	Conser	Modera	Liberal
Immigration And Border Security	15%	100%	0%	0%	0%	0%	0%	27%	8%	8%	32%	16%	8%	11%	8%	24%	8%	10%
Job Market	5%	0%	100%	0%	0%	0%	0%	4%	7%	4%	1%	14%	3%	4%	7%	7%	3%	5%
Inflation	33%	0%	0%	100%	0%	0%	0%	23%	39%	39%	19%	28%	48%	37%	23%	23%	48%	31%
Crime	13%	0%	0%	0%	100%	0%	0%	19%	9%	16%	15%	26%	10%	13%	4%	20%	10%	9%
Abortion And Reproductive Rights	6%	0%	0%	0%	0%	100%	0%	6%	6%	4%	10%	2%	2%	4%	15%	6%	2%	8%
National Politics	12%	0%	0%	0%	0%	0%	100%	7%	15%	17%	9%	2%	11%	17%	25%	6%	11%	20%
Education	5%	0%	0%	0%	0%	0%	0%	7%	3%	4%	4%	6%	5%	3%	3%	5%	5%	3%
Other/not Sure	11%	0%	0%	0%	0%	0%	0%	8%	12%	9%	9%	7%	11%	11%	13%	8%	11%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	15%	5%	33%	13%	6%	12%	35%	43%	19%	19%	16%	29%	18%	13%	35%	29%	31%

11 Which one of these issues will have the most influence on your votes this year? Immigration and border security? The job market? Inflation? Crime? Abortion and reproductive rights? National politics? Classroom education? Or something else?

567 Likely Voters	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
Credibility Interval: +/-5.1 pct points		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Immigration And Border Security	15%	28%	6%	16%	13%	15%	17%	13%	14%	16%	10%	18%	12%	14%	13%	15%	17%
Job Market	5%	3%	6%	9%	2%	6%	5%	7%	4%	5%	7%	8%	5%	4%	7%	5%	4%
Inflation	33%	23%	43%	38%	36%	28%	36%	39%	25%	31%	41%	30%	39%	32%	43%	23%	27%
Crime	13%	20%	6%	17%	17%	8%	13%	15%	13%	14%	11%	14%	14%	13%	12%	17%	13%
Abortion And Reproductive Rights	6%	5%	6%	3%	7%	6%	5%	7%	4%	5%	6%	5%	4%	6%	3%	7%	7%
National Politics	12%	6%	19%	7%	11%	16%	7%	11%	19%	12%	11%	14%	13%	10%	10%	16%	11%
Education	5%	6%	3%	2%	4%	6%	5%	4%	5%	4%	7%	1%	7%	6%	5%	5%	4%
Other/not Sure	11%	8%	12%	7%	9%	15%	13%	4%	16%	12%	7%	11%	5%	15%	7%	11%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	39%	49%	28%	33%	39%	34%	31%	34%	77%	23%	35%	30%	35%	45%	25%	30%

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

11 Which one of these issues will have the most influence on your votes this year? Immigration and border security? The job market? Inflation? Crime? Abortion and reproductive rights? National politics? Classroom education? Or something else?

567 Likely Voters	All	Region		
Credibility Interval: +/-5.1 pct points		Bernalill	Dona A	Rest of
Immigration And Border Security	15%	13%	20%	16%
Job Market	5%	5%	7%	5%
Inflation	33%	36%	40%	31%
Crime	13%	15%	5%	13%
Abortion And Reproductive Rights	6%	4%	8%	6%
National Politics	12%	15%	9%	10%
Education	5%	4%	6%	5%
Other/not Sure	11%	9%	5%	13%
Total	100%	100%	100%	100%
Composition of Likely Voters	100%	41%	6%	54%

12 Do you think state and local officials should ban new data centers from being built in your area, or allow them to be built?

800 Adults	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Definitely Ban Them	39%	36%	43%	39%	33%	42%	43%	36%	43%	39%	36%	49%	41%	39%	34%	45%
Probably Ban Them	16%	17%	16%	20%	17%	15%	13%	18%	14%	16%	19%	12%	16%	16%	21%	16%
Probably Allow Them	15%	19%	12%	14%	20%	9%	18%	17%	14%	18%	15%	8%	14%	16%	12%	15%
Definitely Allow Them	8%	12%	5%	4%	8%	11%	12%	6%	11%	11%	6%	4%	8%	9%	4%	11%
Don't Know Enough To Say	20%	17%	24%	22%	23%	23%	14%	23%	18%	16%	23%	26%	20%	20%	28%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	27%	23%	24%	26%	51%	49%	47%	38%	15%	26%	74%	16%	68%

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

12 Do you think state and local officials should ban new data centers from being built in your area, or allow them to be built?

800 Adults Credibility Interval: +/-4.3 pct points	All	Top Issue						Party Affiliation			Ideology					Ideology Aggregated		
		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li	Conser	Modera	Liberal
Definitely Ban Them	39%	46%	50%	45%	23%	60%	42%	35%	48%	36%	38%	36%	32%	51%	67%	37%	32%	57%
Probably Ban Them	16%	8%	25%	22%	10%	15%	19%	15%	19%	17%	11%	16%	18%	23%	13%	13%	18%	19%
Probably Allow Them	15%	14%	8%	15%	22%	12%	18%	20%	12%	18%	17%	22%	20%	11%	4%	19%	20%	8%
Definitely Allow Them	8%	14%	6%	4%	27%	5%	8%	15%	4%	9%	19%	6%	9%	4%	6%	13%	9%	5%
Don't Know Enough To Say	20%	17%	11%	13%	18%	8%	14%	15%	18%	21%	16%	20%	21%	11%	11%	18%	21%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	15%	5%	33%	13%	6%	12%	30%	39%	23%	17%	15%	31%	16%	11%	32%	31%	27%

12 Do you think state and local officials should ban new data centers from being built in your area, or allow them to be built?

800 Adults Credibility Interval: +/-4.3 pct points	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Definitely Ban Them	39%	34%	53%	32%	44%	43%	42%	38%	37%	40%	39%	42%	33%	42%	35%	42%	50%
Probably Ban Them	16%	14%	21%	18%	13%	19%	15%	17%	17%	15%	19%	16%	20%	13%	18%	17%	11%
Probably Allow Them	15%	19%	9%	13%	18%	15%	13%	19%	15%	17%	11%	13%	19%	15%	16%	9%	19%
Definitely Allow Them	8%	14%	3%	9%	8%	9%	6%	9%	12%	9%	6%	12%	7%	5%	6%	16%	9%
Don't Know Enough To Say	20%	19%	14%	29%	18%	14%	25%	16%	19%	19%	25%	16%	21%	24%	25%	17%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	36%	39%	37%	32%	31%	42%	31%	27%	69%	31%	33%	29%	37%	58%	18%	23%

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

12 Do you think state and local officials should ban new data centers from being built in your area, or allow them to be built?

800 Adults	All	Region		
Credibility Interval: +/-4.3 pct points		Bernalill	Dona A	Rest of
Definitely Ban Them	39%	40%	38%	39%
Probably Ban Them	16%	15%	22%	16%
Probably Allow Them	15%	18%	13%	14%
Definitely Allow Them	8%	9%	2%	9%
Don't Know Enough To Say	20%	17%	25%	22%
Total	100%	100%	100%	100%
Composition of Adults	100%	37%	7%	56%

13 Which ONE of the following would make you most willing to support building new data centers in your area? Enforceable commitments for permanent local jobs and wages? Verified limits on water use, energy use, and air emissions? Enforceable funding commitments for local schools, roads, water systems, and public services? Do you already support building new data centers in your area? Or would none of these make you willing to support them?

800 Adults	All	Gender		Age				<50 / 50+		Race			Parent <18		Likely Voter	
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Hispani	Other	Yes	No	Probabl	Definite
Local Jobs And Wages	10%	12%	9%	8%	7%	11%	15%	8%	13%	11%	11%	5%	8%	11%	12%	8%
Limits On Water Use, Energy Use, A	30%	32%	28%	28%	25%	29%	38%	27%	34%	33%	25%	34%	28%	31%	39%	34%
Commitments For Local Schools, Ro	11%	13%	9%	15%	11%	11%	7%	13%	9%	9%	11%	15%	11%	11%	14%	9%
Already Support Building	7%	9%	4%	6%	12%	5%	5%	9%	5%	9%	6%	2%	7%	6%	4%	8%
None Of These	25%	19%	30%	22%	23%	27%	27%	22%	27%	27%	22%	24%	26%	24%	19%	30%
Don't Know Enough To Say	17%	15%	20%	21%	23%	18%	8%	22%	13%	10%	25%	20%	21%	16%	12%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	27%	23%	24%	26%	51%	49%	47%	38%	15%	26%	74%	16%	68%

13

Which ONE of the following would make you most willing to support building new data centers in your area? Enforceable commitments for permanent local jobs and wages? Verified limits on water use, energy use, and air emissions? Enforceable funding commitments for local schools, roads, water systems, and public services? Do you already support building new data centers in your area? Or would none of these make you willing to support them?

800 Adults	All	Top Issue						Party Affiliation			Ideology					Ideology Aggregated		
Credibility Interval: +/-4.3 pct points		Immigra	Job Mar	Inflation	Crime	Abortio	Nationa	Republi	Democr	Indepen	Very Co	Conser	Moder	Liberal	Very Li	Conser	Moder	Liberal
Local Jobs And Wages	10%	17%	27%	7%	11%	12%	3%	17%	7%	8%	23%	13%	9%	3%	6%	18%	9%	4%
Limits On Water Use, Energy Use, A	30%	31%	30%	37%	38%	25%	35%	29%	37%	30%	25%	37%	35%	38%	24%	31%	35%	33%
Commitments For Local Schools, Ro	11%	8%	4%	13%	19%	12%	8%	13%	7%	15%	9%	16%	12%	8%	5%	12%	12%	7%
Already Support Building	7%	8%	6%	8%	15%	1%	1%	10%	4%	7%	13%	6%	5%	8%	3%	10%	5%	6%
None Of These	25%	24%	29%	27%	8%	45%	42%	20%	29%	25%	22%	20%	21%	28%	48%	21%	21%	36%
Don't Know Enough To Say	17%	13%	4%	9%	10%	5%	11%	11%	16%	16%	9%	9%	17%	15%	14%	9%	17%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	15%	5%	33%	13%	6%	12%	30%	39%	23%	17%	15%	31%	16%	11%	32%	31%	27%

13

Which ONE of the following would make you most willing to support building new data centers in your area? Enforceable commitments for permanent local jobs and wages? Verified limits on water use, energy use, and air emissions? Enforceable funding commitments for local schools, roads, water systems, and public services? Do you already support building new data centers in your area? Or would none of these make you willing to support them?

800 Adults	All	2024 Vote		Education			Income			Home		Urbanicity			Type Of Interview		
Credibility Interval: +/-4.3 pct points		Trump	Harris	High Sc	Some C	4-Year	< \$40K	\$40K -	> \$80K	Own	Rent	Urban	Suburb	Rural	Web Pa	SMS-to	Landlin
Local Jobs And Wages	10%	17%	7%	15%	7%	8%	10%	14%	7%	10%	10%	12%	9%	10%	9%	6%	19%
Limits On Water Use, Energy Use, A	30%	29%	39%	21%	30%	41%	23%	30%	41%	33%	23%	28%	32%	30%	25%	36%	37%
Commitments For Local Schools, Ro	11%	13%	9%	13%	12%	7%	9%	16%	8%	12%	9%	7%	14%	12%	13%	10%	6%
Already Support Building	7%	10%	2%	6%	8%	7%	6%	7%	8%	7%	6%	9%	7%	5%	8%	8%	3%
None Of These	25%	18%	32%	17%	28%	30%	27%	21%	25%	24%	27%	27%	20%	26%	20%	31%	31%
Don't Know Enough To Say	17%	13%	10%	28%	15%	7%	25%	13%	10%	14%	25%	17%	18%	18%	25%	8%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	36%	39%	37%	32%	31%	42%	31%	27%	69%	31%	33%	29%	37%	58%	18%	23%

Results of SurveyUSA Election Poll #28031



Geography: New Mexico
Data Collected: 09/25/2026 - 09/30/2026
Release Date: 10/04/2026
Percentages

Sponsor:
KOB-TV (Albuquerque)

13

Which ONE of the following would make you most willing to support building new data centers in your area? Enforceable commitments for permanent local jobs and wages? Verified limits on water use, energy use, and air emissions? Enforceable funding commitments for local schools, roads, water systems, and public services? Do you already support building new data centers in your area? Or would none of these make you willing to support them?

800 Adults	All	Region		
Credibility Interval: +/-4.3 pct points		Bernalill	Dona A	Rest of
Local Jobs And Wages	10%	9%	9%	12%
Limits On Water Use, Energy Use, A	30%	32%	24%	29%
Commitments For Local Schools, Ro	11%	8%	11%	13%
Already Support Building	7%	8%	6%	6%
None Of These	25%	27%	23%	23%
Don't Know Enough To Say	17%	16%	27%	17%
Total	100%	100%	100%	100%
Composition of Adults	100%	37%	7%	56%

Statement of Methodology: SurveyUSA is an independent, non-partisan, apolitical research company that conducts opinion surveys for media, academic institutions, commercial clients, non-profits, governments, agencies, and elected officials. SurveyUSA opinion research is conducted using a methodology optimized for each particular project. In some cases, this means data is collected 100% by telephone; in some cases, 100% online; and in other cases, a blend of the two. For those projects that are conducted “mixed-mode” (or “multi-mode”): Respondents who have a home (landline) telephone are interviewed by phone, sometimes using live interviewers, other times using the recorded voice of a professional announcer. The youngest male is requested on approximately 30% of calls to home phones, the youngest adult is requested on approximately 70% of calls. This method of intra-household selection reduces the potential for age and gender imbalance in the unweighted sample. Re-attempts are made to busy signals, no-answers, and answering machines. Landline telephone sample is purchased from Aristotle of Washington DC. Respondents who do not use a home telephone are interviewed on an electronic device, which means, for some projects, that call-center employees hand-dial cell phones and interview respondents verbally on the respondent’s cell phone, and means, for other projects, that SurveyUSA displays the questions visually on the respondent’s phone, tablet, or other device. Sample for respondents who do not use a home telephone is purchased from Aristotle or from one of several other research companies that provide access to cell respondents. Where meaningful, SurveyUSA indicates the percentage of respondents who use a home phone and the percentage who do not, and crosstabs by this distinction. Responses are minimally weighted to U.S. Census or voter file targets for gender, age and race. Target (cell) weighting is used. On questionnaires that ask about political party identification, SurveyUSA may or may not weight to Party ID, depending on client preference. Where necessary, questions and answer choices are rotated to prevent order bias, recency, and latency effects. On some studies, certain populations are over-sampled, so that the number of unweighted respondents exceeds the number of weighted respondents. Each individual SurveyUSA release contains the date(s) on which interviews are conducted and a release date. If interviewing for a particular study is conducted in Spanish, or in any other foreign language, it will be noted on the specific release. If no notation appears, interviews are conducted in English. Where respondents are filtered, such as adults, filtered to registered voters, in turn filtered to likely voters, SurveyUSA describes the filtering on the specific release. On pre-election polls in geographies with early voting, SurveyUSA differentiates between respondents who have already voted and those who are likely to vote but have not yet done so. On research completed prior to 12/31/16, SurveyUSA assigned to each question within the instrument a theoretical margin of sampling error. Effective 01/01/17, SurveyUSA assigns to each question within the instrument a credibility interval, which better reflects the sampling uncertainties associated with gathering some percentage of respondent answers using non-probability sample. Though commonly cited in the presentation of research results, “sampling error” is only one of many types of error that may influence the outcome of an opinion research study. More practical concerns include the way in which questions are worded and ordered, the inability to contact some, the refusal of others to be interviewed, and the difficulty of translating each questionnaire into all possible languages and dialects. Non-sampling errors cannot be quantified. This statement conforms to the principles of disclosure as recommended by the National Council on Public Polls (NCPP). Questions about SurveyUSA research can be addressed to editor@surveyusa.com.