



**EMBOLD**  
research

# PUBLIC POWER NM

STATEWIDE SURVEY OF  
NEW MEXICO RESULTS

January 9th, 2024

# METHODOLOGY

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Embold Research surveyed registered voters in New Mexico on behalf of Public Power NM



Survey n= 1,057 registered voters in New Mexico



Respondents were recruited via dynamic online sampling and text messages to obtain a sample reflective of the population.



Post-stratification performed on age, gender, race/ethnicity, region, education, and 2020 presidential vote



The modeled margin of error is 3.2%

# SAMPLE OVERVIEW



52% Women  
47% Men  
1% Other



47% White  
34% Hispanic  
11% American Indian  
3% Black  
1% AAPI  
5% Other



24% 18-34  
23% 35-49  
23% 50-64  
30% 65+



45% Democrats + Leaners  
40% Republicans + Leaners  
14% Pure Independents



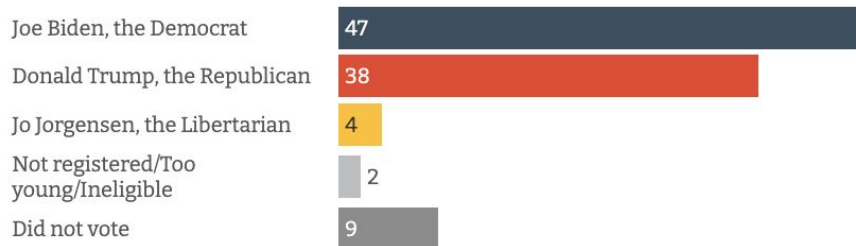
64% No college degree  
36% 4-year degree or higher



44% Central NM  
19% Northwest NM  
14% Southwest NM  
14% Southeast NM  
8% Northeast NM

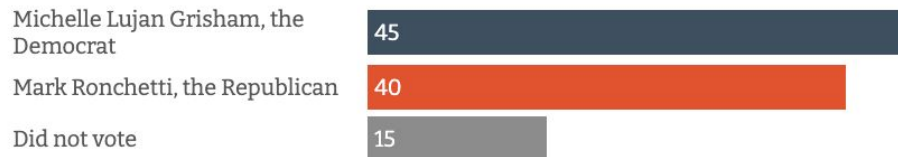
# The sample's 2020 and 2022 votes closely mirror the actual results of those elections

## 2020 Presidential Vote Recall



Q: How did you vote in the 2020 election for President, or for some reason were you unable to vote?

## 2022 Gubernatorial Vote Recall

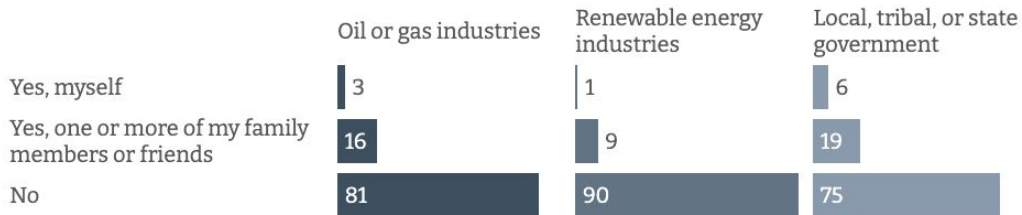


Q: In the November election for Governor last year, did you vote for:



**1 in 10 respondents know someone who works in renewables; more know people who work in oil or gas or government**

## Renewable / Fossil fuel / Government Employment



Q: Do you or any of your family members or friends work in the following industries?



# KEY FINDINGS

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There is widespread support for renewable energy among New Mexico voters

01

Over 70% of New Mexico voters support the use of both solar and wind energy sources

02

Three in four voters agree that the state should maximize its renewable energy production

03

Nearly half of voters who do not already have rooftop solar would join a community solar program if it was available to them while ~30% are 'not sure'

04

A majority of voters support the creation of a state solar fund to help local governments plan and build public solar projects

# **SUPPORT FOR RENEWABLE ENERGY**

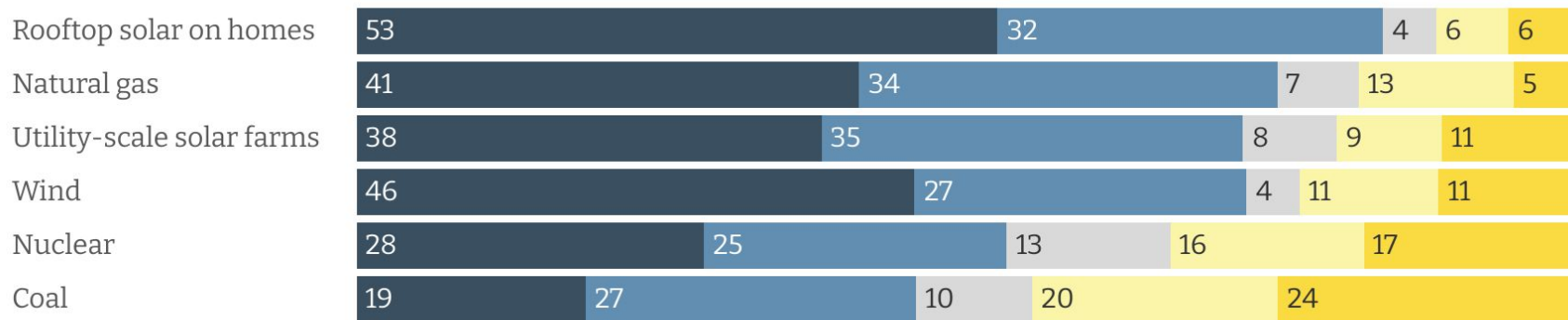


# Support for renewable energy sources far outweighs opposition among New Mexico voters

## Support for Electricity Sources

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● Strongly support ● Somewhat support ● Not sure ● Somewhat oppose ● Strongly oppose



Q: Do you support or oppose the following types of electricity generation in New Mexico?

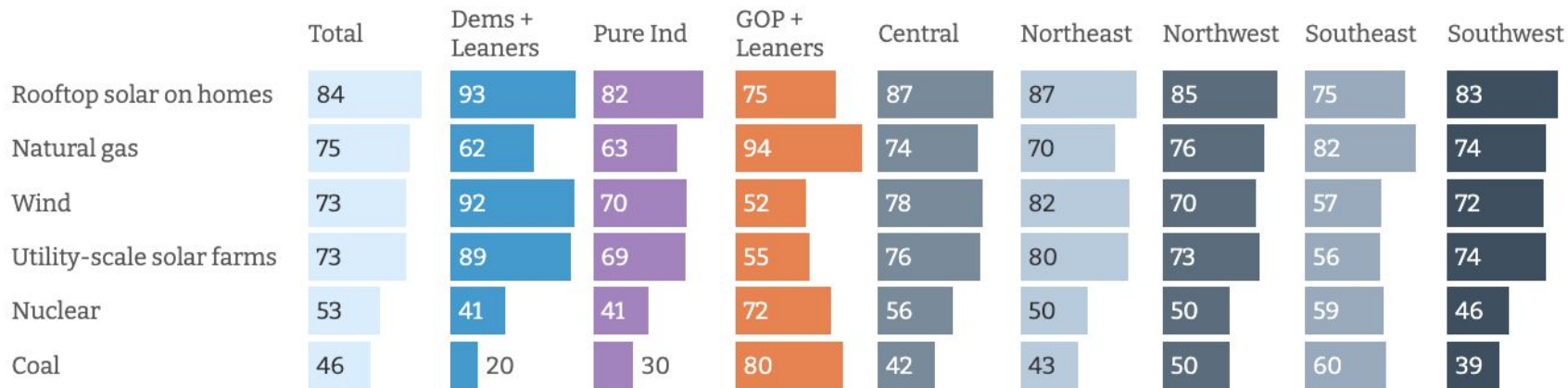




# A majority of New Mexico voters support renewable energy sources, regardless of partisanship

## Support for Electricity Sources

Numbers below represent total support.



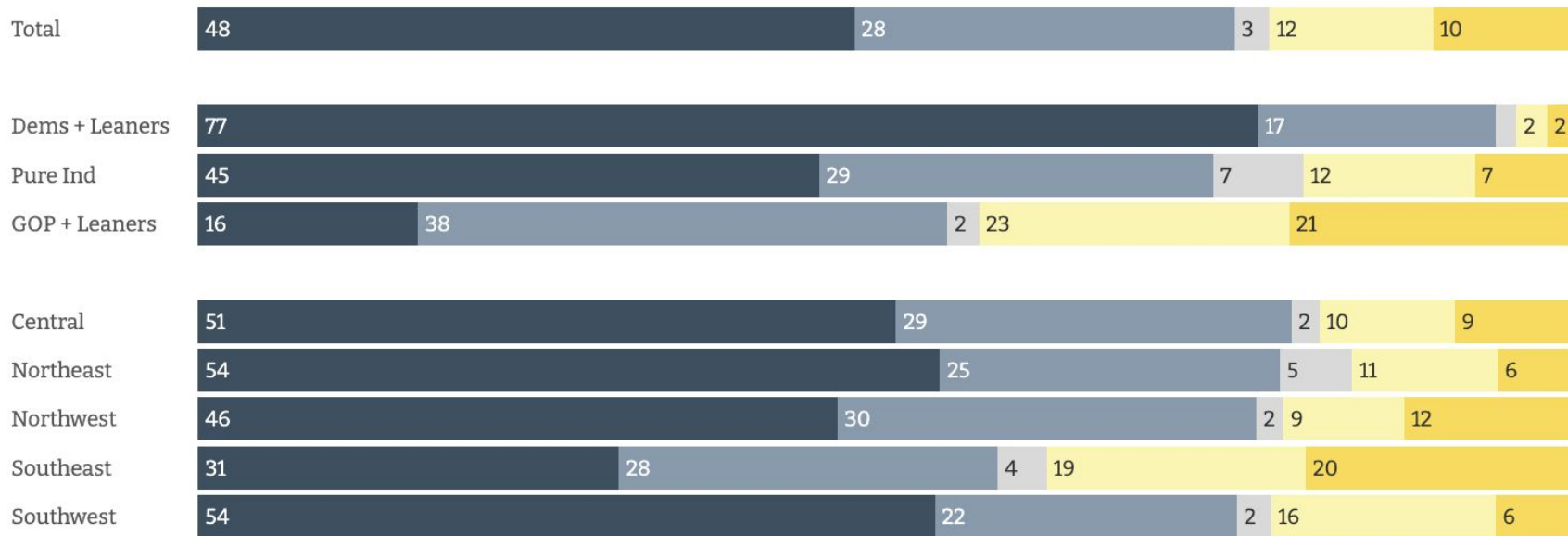
Q: Do you support or oppose the following types of electricity generation in New Mexico?



# Democrats are much more supportive of renewables, but majorities of both parties want to maximize production

## Support for Maximizing Renewable Production

● Strongly agree ● Somewhat agree ● Not sure ● Somewhat disagree ● Strongly disagree

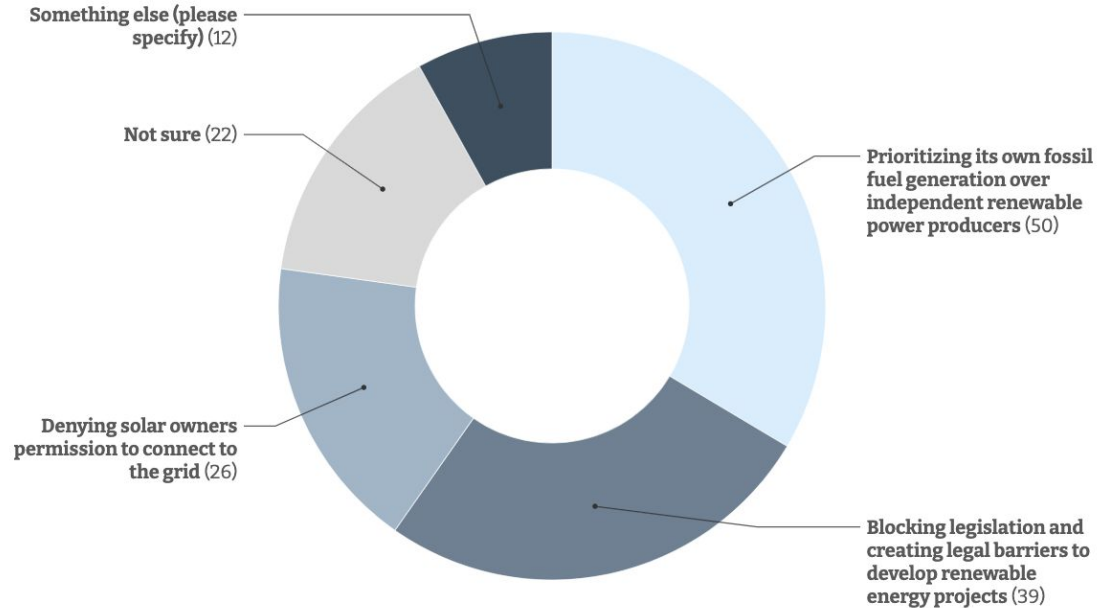


Q: Do you agree or disagree with the following statement: "We should produce electricity from wind and solar as much as possible"?

**Among those who believe their providers have delayed the transition to renewables (31%), the top reasons are prioritizing fossil fuels and legal or legislative blocks.**

## Electricity Providers' Means of Delaying the Transition to Renewables

*Asked only of those who believe their provider has delayed the transition to renewable sources.*



Q: How has your electricity provider delayed the transition from fossil fuels to renewable energy sources? Select all that apply.

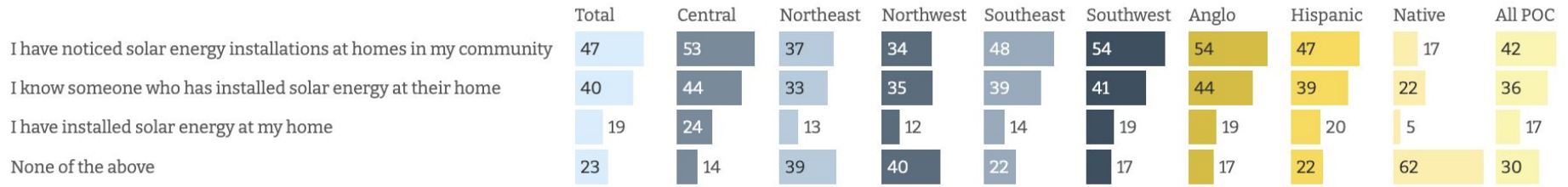


# **ROOFTOP & COMMUNITY SOLAR**



# Those in the northern part of the state, as well as Native Americans, are less likely to have experience with solar in their communities.

## Personal Experience with Solar

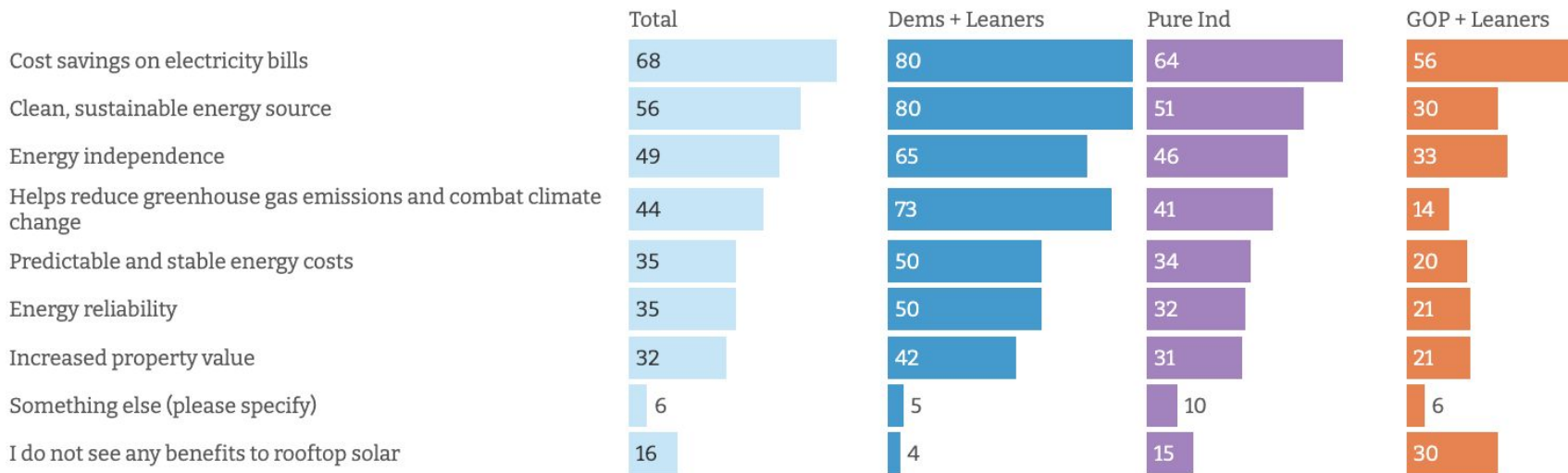


Q: Which of the following statements apply to you? Select all that apply.



# Democrats see cost savings and sustainability as top benefits of rooftop solar, while Republicans are more focused on cost

## Benefits of Rooftop Solar



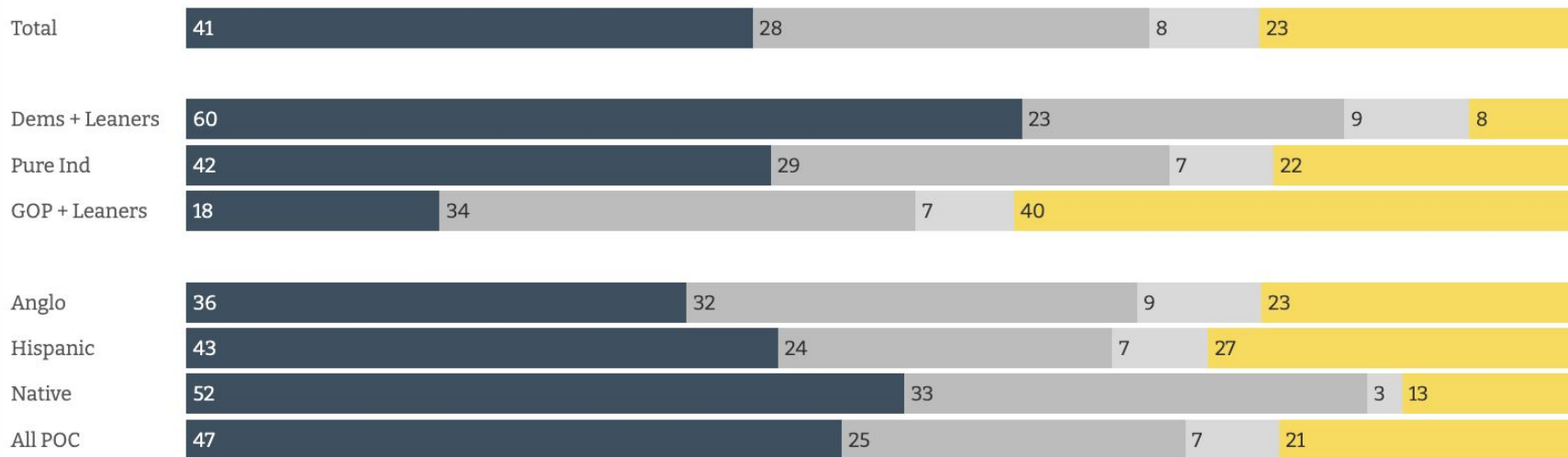
Q: What do you think are the main benefits of rooftop solar? Select all that apply.



# Democrats are far more interested in community solar than independents or Republicans.

## Interest in Joining a Community Solar Program

● Yes ● Unsure ● I already have solar on my roof ● No

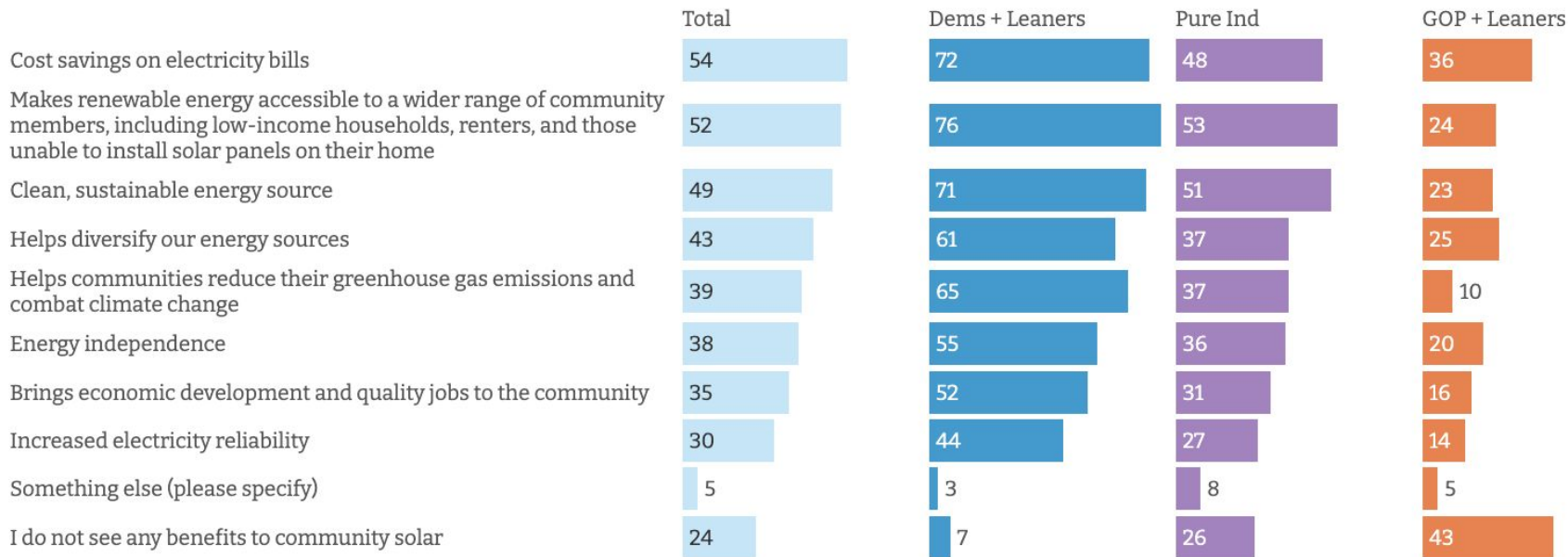


Q: Community solar is a program designed to reduce energy costs and improve sustainability in New Mexico. Community solar projects are solar installations in the community that allow residents to benefit from solar energy without installing solar panels on their own roof or property. Whether you own a home or not residents can subscribe to community solar programs to receive credits on their electricity bill for the clean energy produced. Based on this information, would you join a community solar program if it was available to you?



# Democrats see a variety of benefits of community solar, while Republicans focus most on cost savings.

## Benefits of Community Solar



Q: What do you think are the main benefits of community solar? Select all that apply.



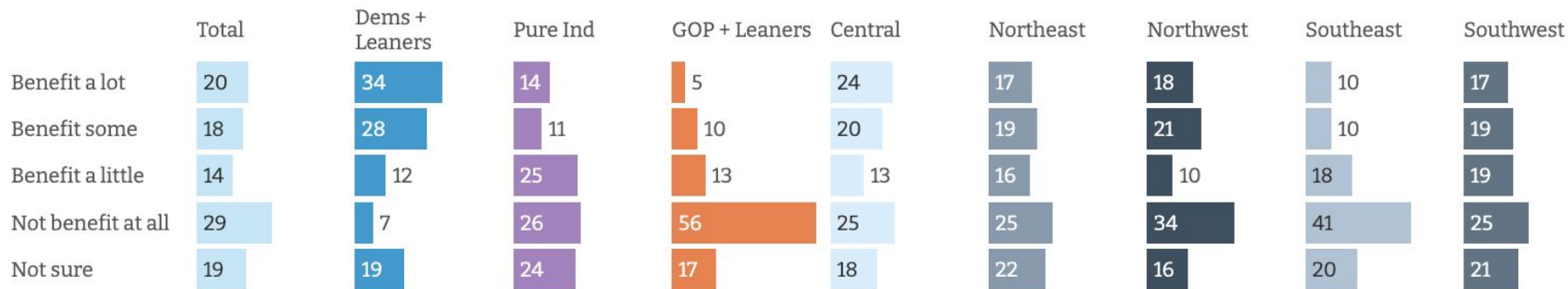


# SOLAR FUND



# Voters are split on whether they think their community will benefit from federal funding for solar and battery storage – with Democrats more likely to anticipate benefits

## Perceived Community Benefits from IRA / BIL



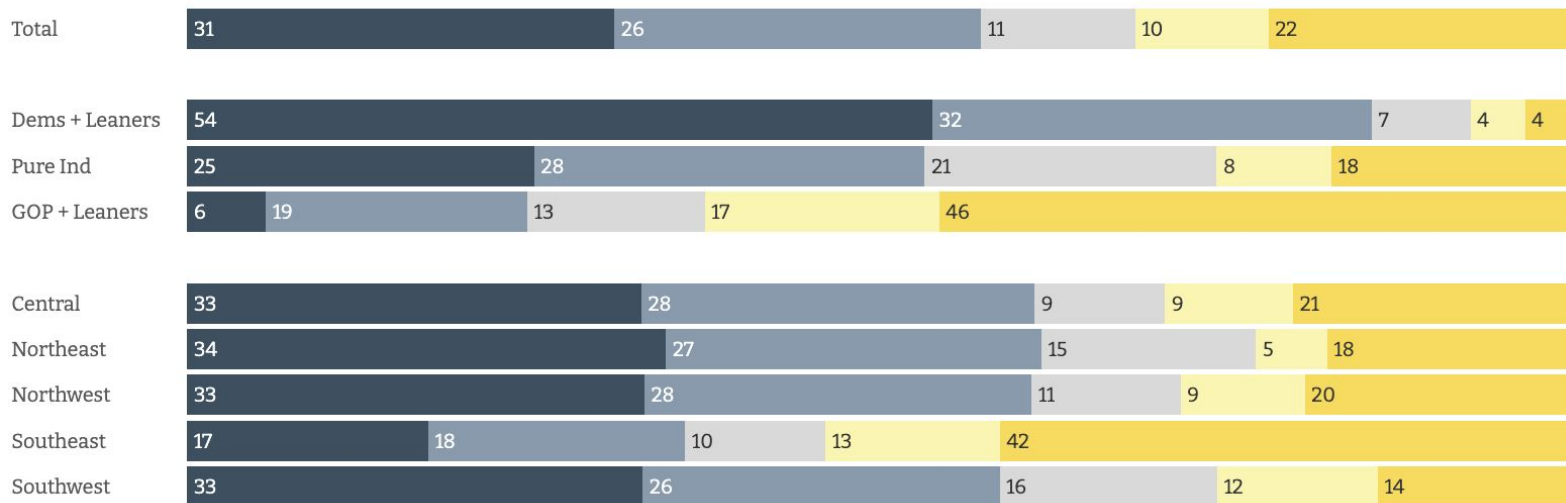
Q: The recently passed Inflation Reduction Act and the Bipartisan Infrastructure Law contain substantial federal funding for solar and battery storage. How much do you believe your community will benefit from this funding?



# A majority of New Mexico voters support the creation of a state solar fund – Democrats are much more supportive of creating a solar fund than Republicans

## Support for a State Solar Fund

● Strongly support ● Somewhat support ● Not sure ● Somewhat oppose ● Strongly oppose



Q: There is a proposal to use some of the state's excess oil and gas revenue to create a state solar fund that would help fund the planning and building of solar and battery storage facilities to power public buildings and infrastructure owned by counties, municipalities, tribes, school districts, and other community institutions. This funding could be used to hire grant writers and other professionals in order to build local governments' capacity to apply for federal funding designated for solar energy as well as to hire technical experts and to pay for the construction costs of the projects. Based on this information, do you support or oppose the creation of a state solar fund?



# CONCLUSIONS

There is widespread support for renewable energy sources, such as solar and wind, among New Mexico voters.

A plurality of voters would join a community solar program if one was available to them. Voters see community solar as offering a way to reduce their electricity bill and make renewable energy more accessible to their community.

Most voters would like to see the state maximize its renewable energy production. Accordingly, nearly 60% of voters support a proposal to create a solar fund with the state's excess oil and gas revenue in order to help local governments plan and build public solar projects.

# APPENDIX: DESCRIPTION OF REGIONS

- **Central New Mexico (44% of sample):**
  - Counties: Bernalillo, Sandoval, and Valencia
  - Senate Districts (#): 9-23, 26, 29, 30, and 40
  - House Districts (#): 7, 8, 10-31, 44, 57, 60, 65, and 68
- **Northeast New Mexico (8% of sample):**
  - Counties: Colfax, Guadalupe, Harding, Mora, Quay, Rio Arriba, San Miguel, Taos, Torraine, Union
  - Senate Districts (#): 5, 6, and 8
  - House Districts (#): 40-42, 67, and 70
- **Northwest New Mexico (19% of sample):**
  - Counties: Cibola, Los Alamos, McKinley, San Juan, Santa Fe
  - Senate Districts (#): 1-4, 24, 25, and 39
  - House Districts (#): 1-6, 9, 43, 45-48, 50, and 69
- **Southeast New Mexico (14% of sample):**
  - Counties: Chaves, Curry, De Baca, Eddy, Lea, Lincoln, Otero, Roosevelt
  - Senate Districts (#): 27, 32-34, 41, and 42
  - House Districts (#): 51, 54-56, 58, 59, 61-64, and 66
- **Southwest New Mexico (14% of sample):**
  - Counties: Catron, Doña Ana, Grant, Hidalgo, Luna, Sierra, Socorro
  - Senate Districts (#): 28, 31, and 35-38
  - House Districts (#): 32-39, 49, 52, and 53

# ABOUT US

## Embold Research

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Lead with data. Get things done.

Embold Research is a team of data scientists and communications professionals with deep experience helping leaders translate data into actionable insights.



# GET IN TOUCH

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