



New Mexico Kids Can Action Fund

February 2026

Methodology

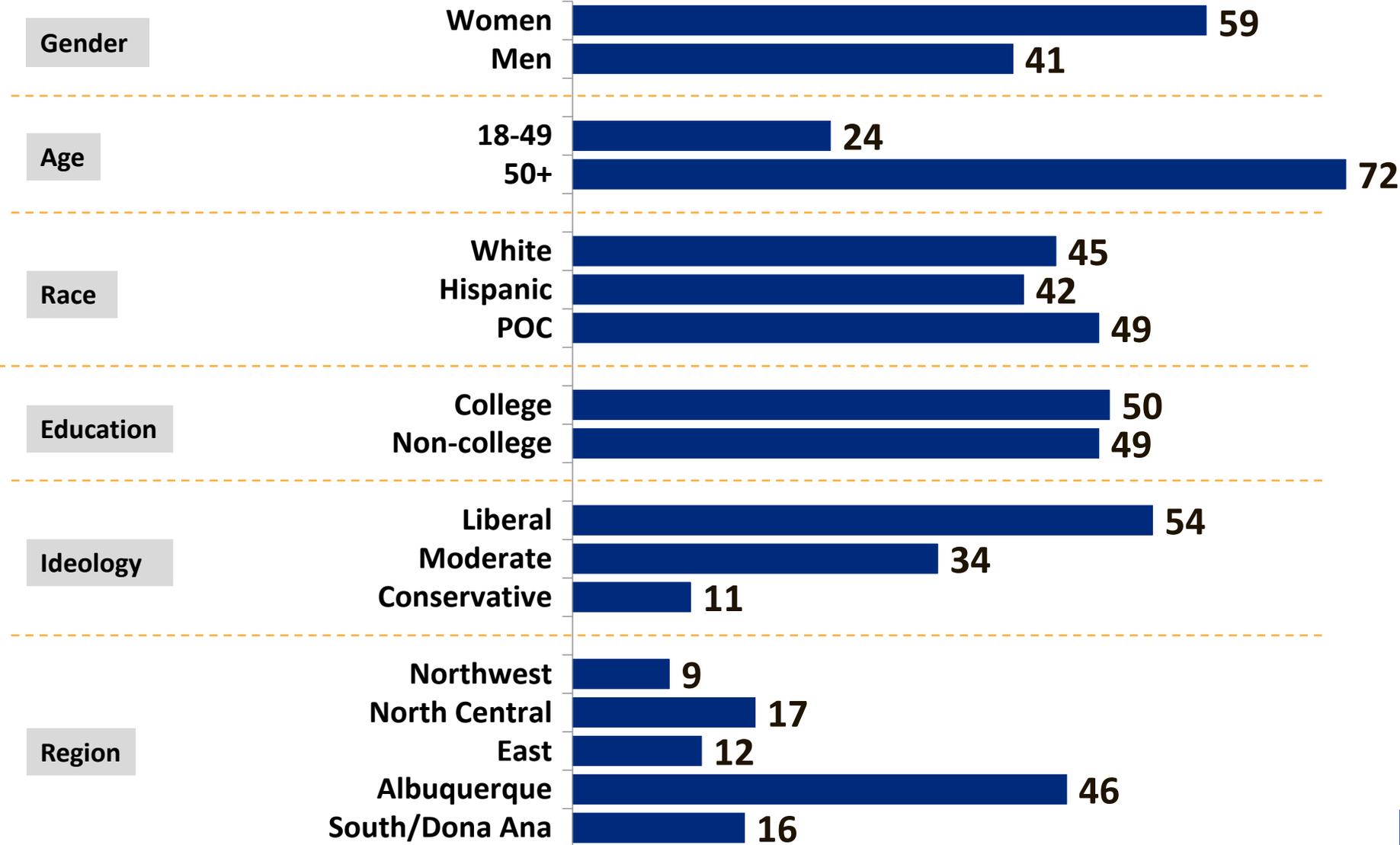
GQR conducted a 20-minute mixed mode survey among 500 likely 2026 general election voters, plus an oversample of 300 likely 2026 Democratic primary voters (total of 510), in New Mexico from February 19 – 23, 2026. Live phone interviews made up 50 percent of respondents, text-to-web made up the other 50 percent. Respondents were found through voter file sample.

The general election voter and Democratic primary voter samples are subject to a margin of error of +/- 4.4 percentage points overall at the 95 percent confidence interval; the margin of error is higher among subgroups and online respondents.

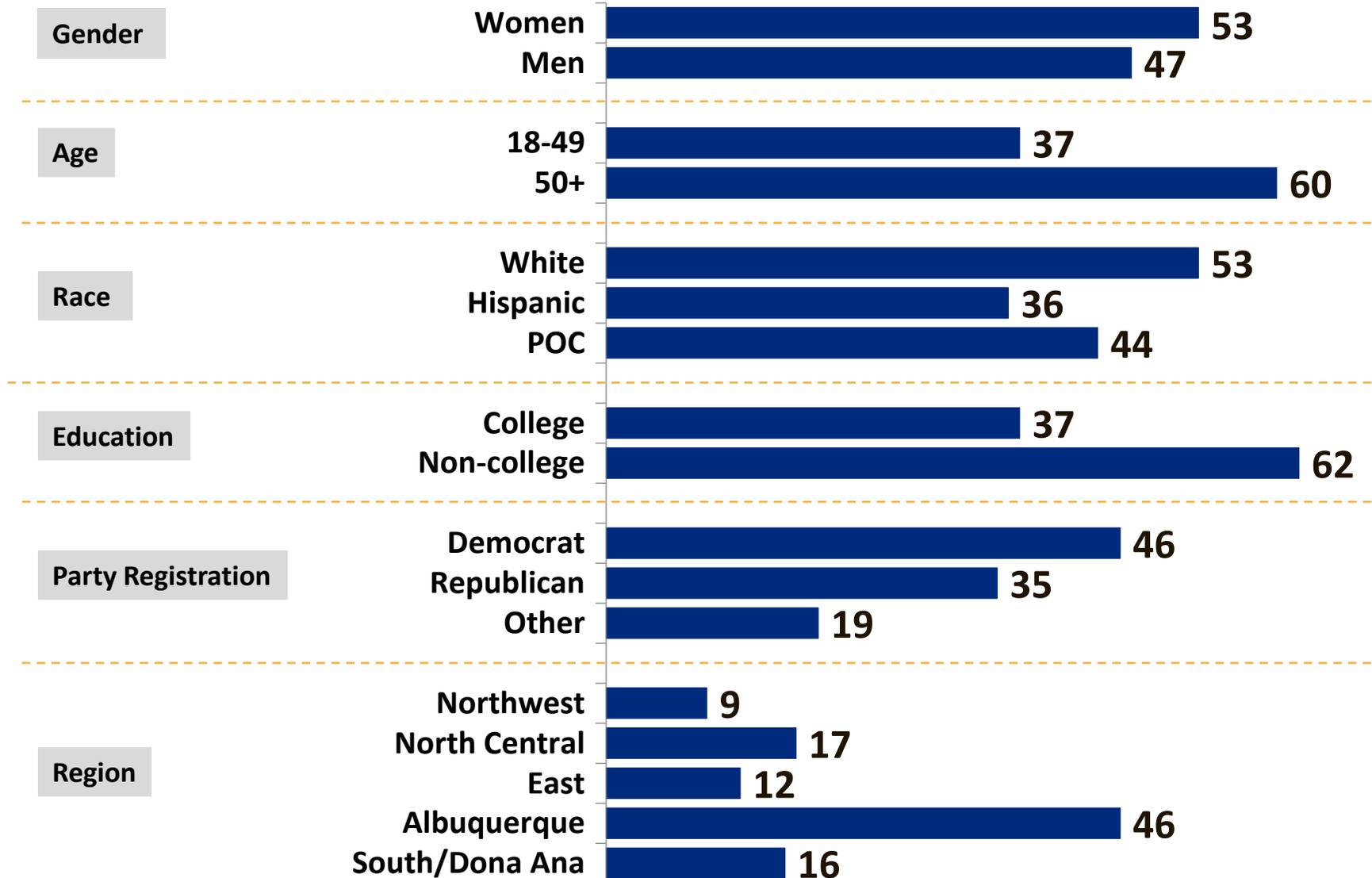
The data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated likely 2026 general election voters and 2026 Democratic primary voters in New Mexico.

In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

Demographics - Democratic primary voters



Demographic - all likely voters



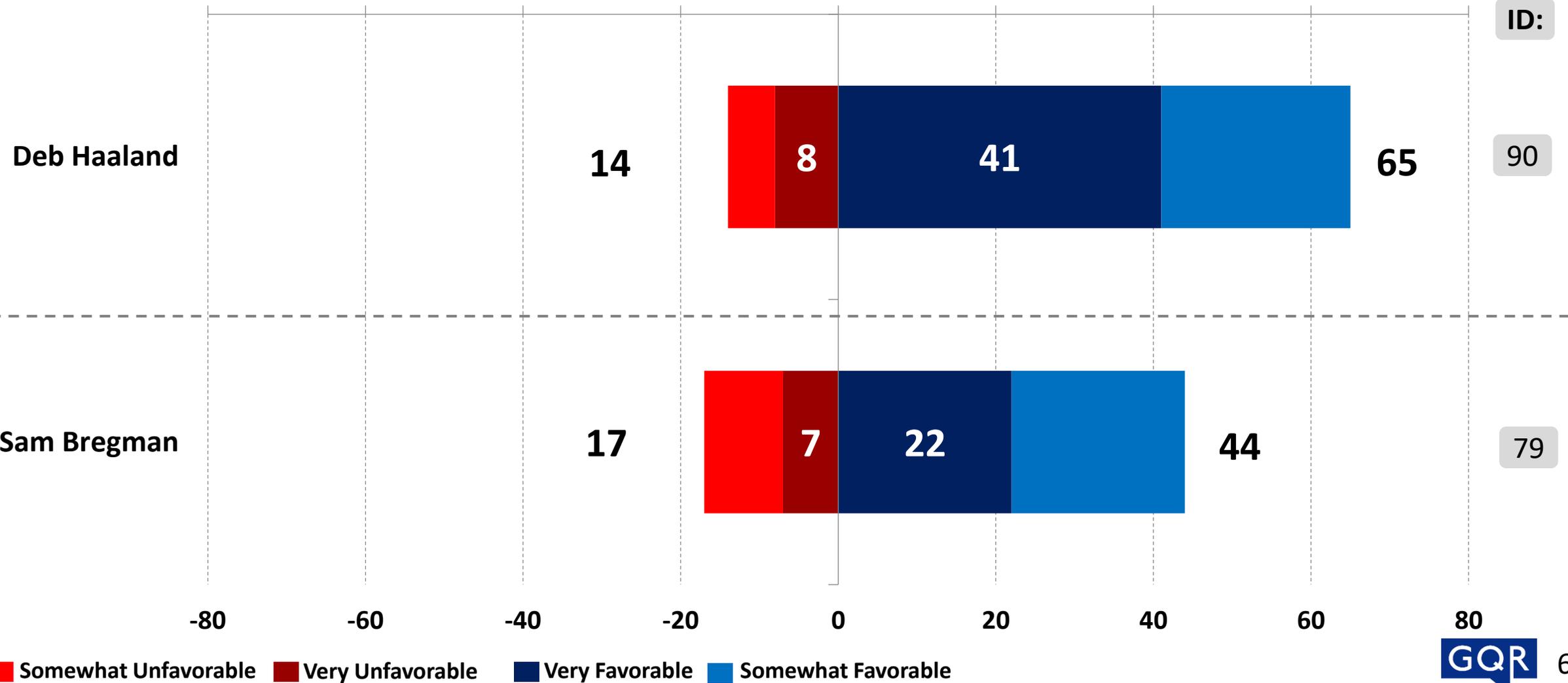


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Governor's Race - Primary

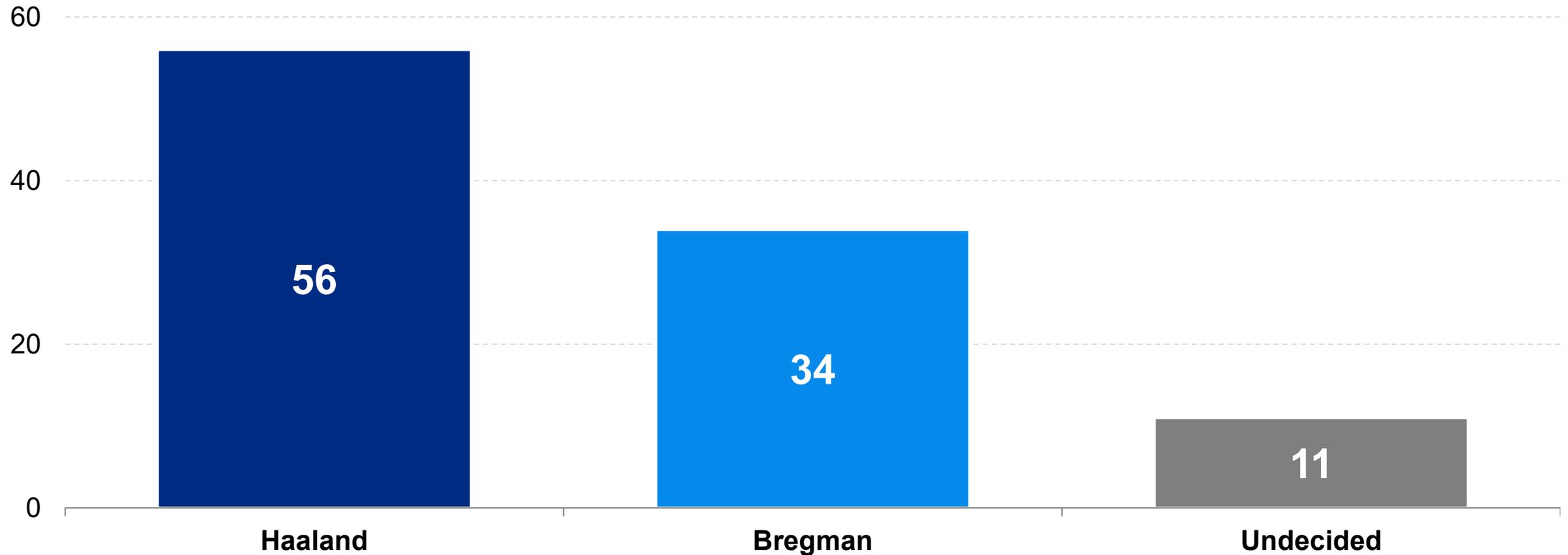
Primary election name identification and favorability

Now I am going to read you a list of public figures and organizations. After I read each one, please tell me if you have a favorable or unfavorable impression. If you have not heard of that person, or are unfamiliar with them, please tell me so.



Democratic primary vote

Thinking about the Democratic Primary election for Governor of New Mexico in June 2026, if the Democratic Primary election for Governor were held today, for whom would you vote -- Deb Haaland or Sam Bregman?



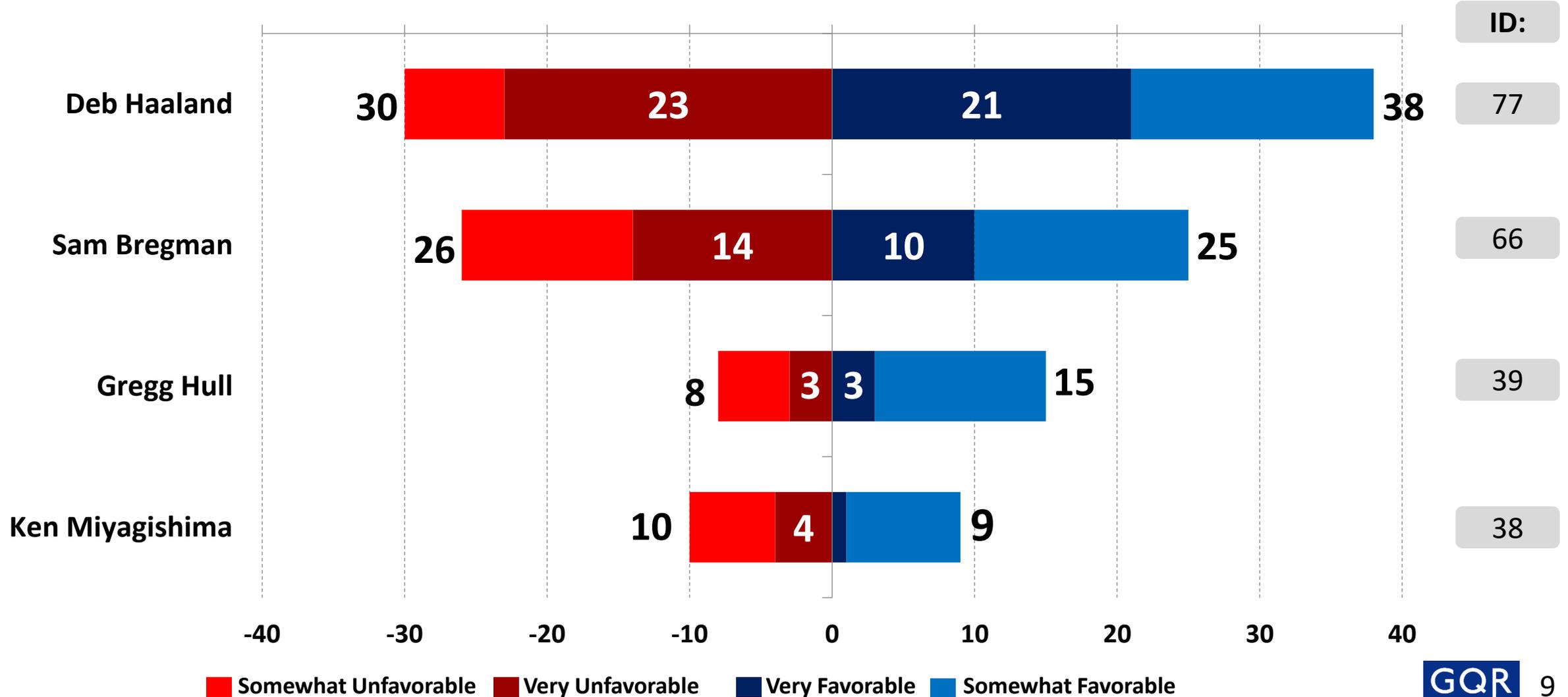


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Governor's Race – General

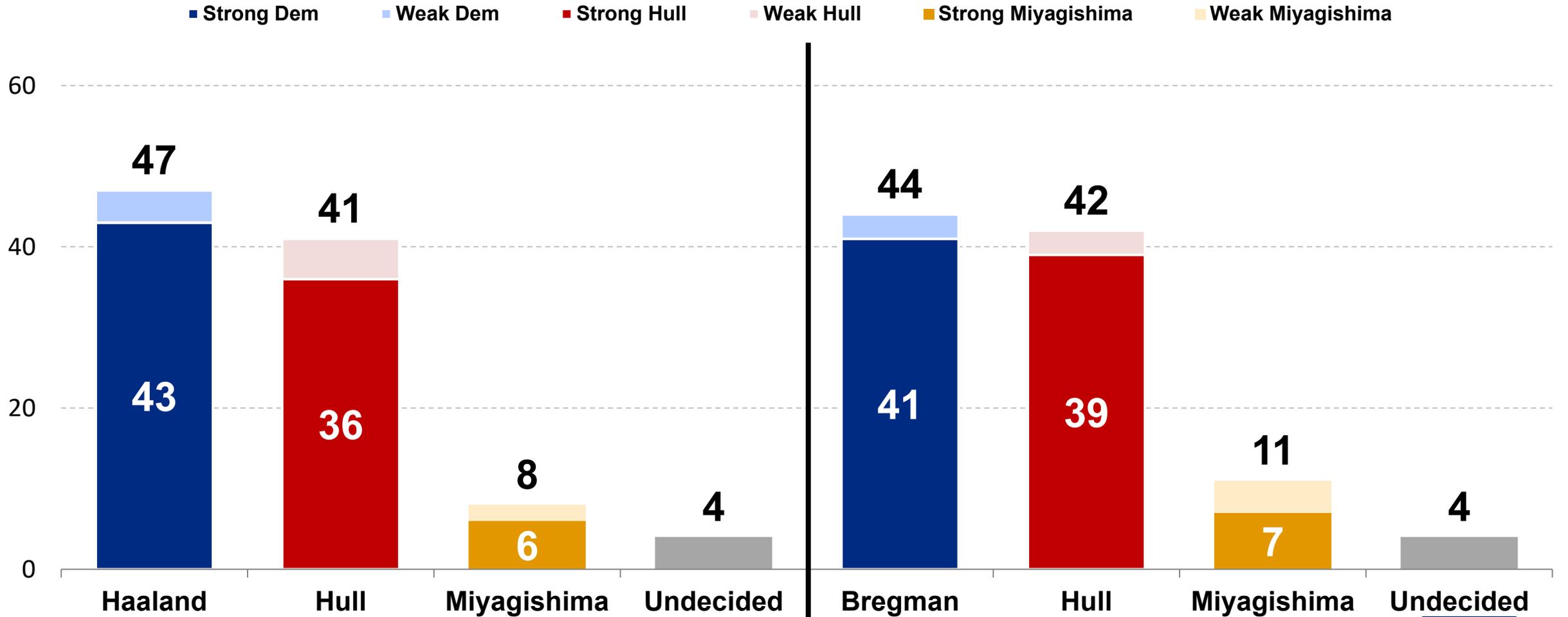
General election name identification and favorability

Now I am going to read you a list of public figures and organizations. After I read each one, please tell me if you have a favorable or unfavorable impression. If you have not heard of that person, or are unfamiliar with them, please tell me so.



General election horserace

I know it's a long way off, but thinking about the election for Governor of New Mexico in November 2026, if the election for Governor were held today, for whom would you vote -- Democrat Sam Bregman, Republican Gregg Hull, or Independent Ken Miyagishima?



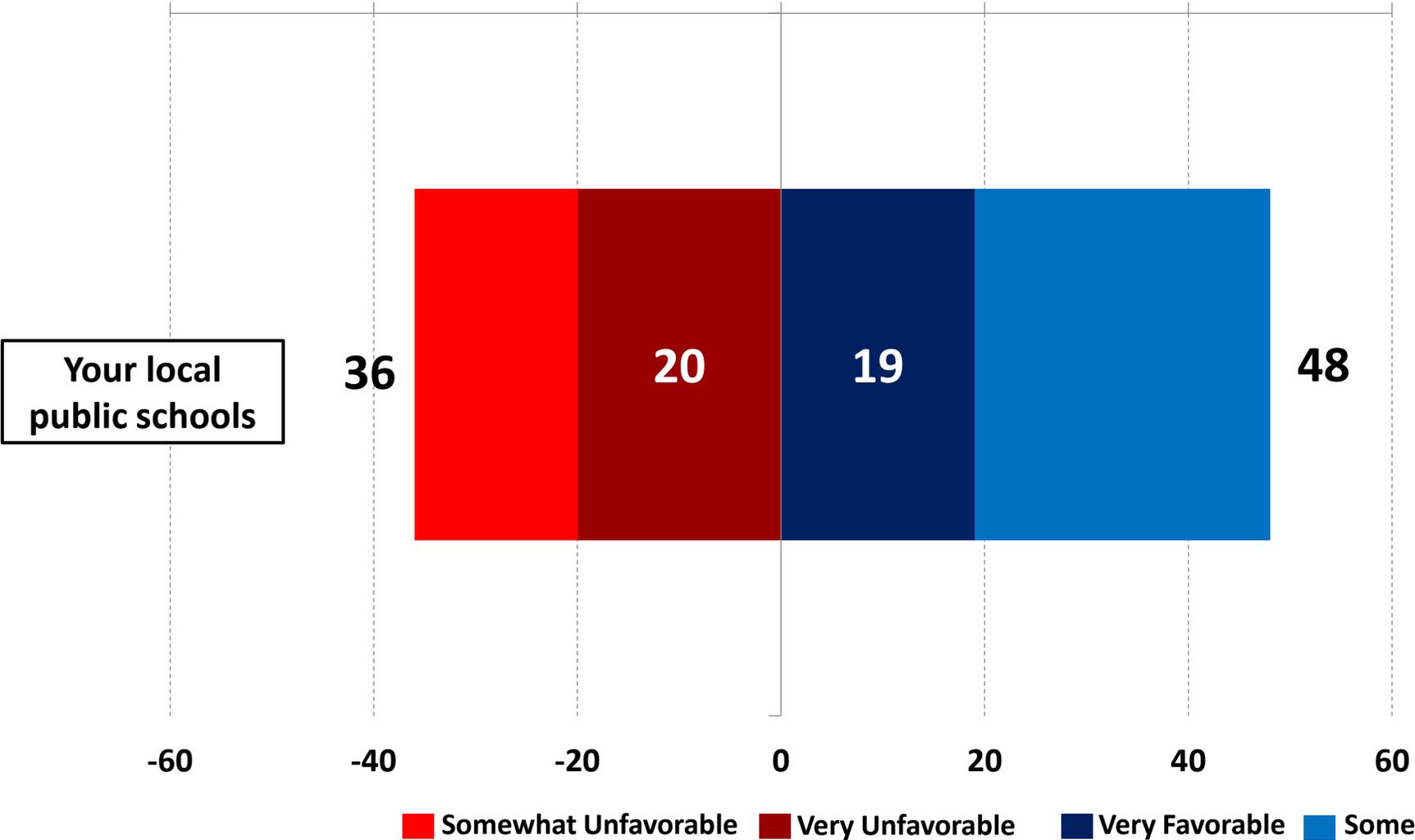


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Views of New Mexico Education

Favorable views of local public schools, parents and Democrats favorable

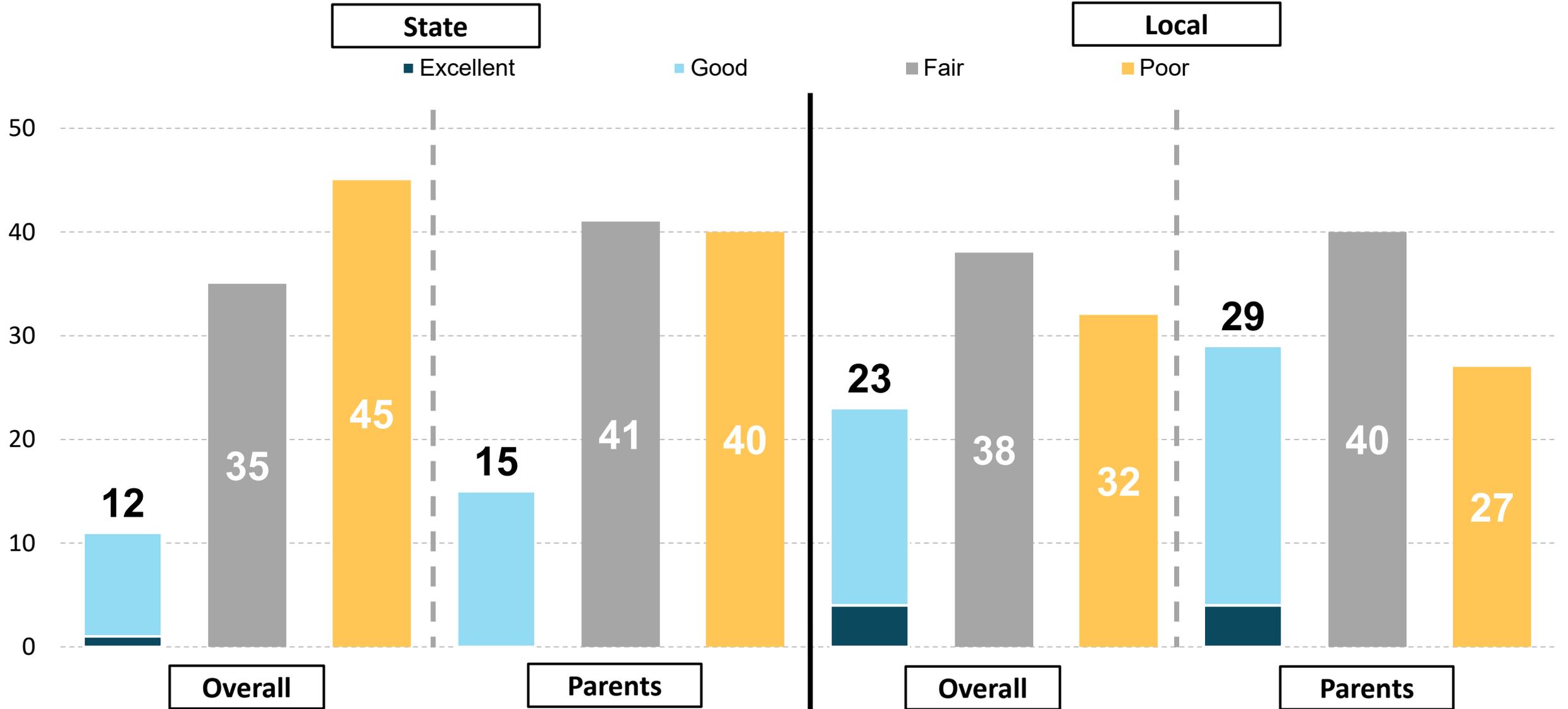
Now I am going to read you a list of public figures and organizations. After I read each one, please tell me if you have a favorable or unfavorable impression. If you have not heard of that person, or are unfamiliar with them, please tell me so.



Parents	Dem Primary Voters	Anglo	Hispanic
53 – 38	59 – 20	44 – 39	52 – 33

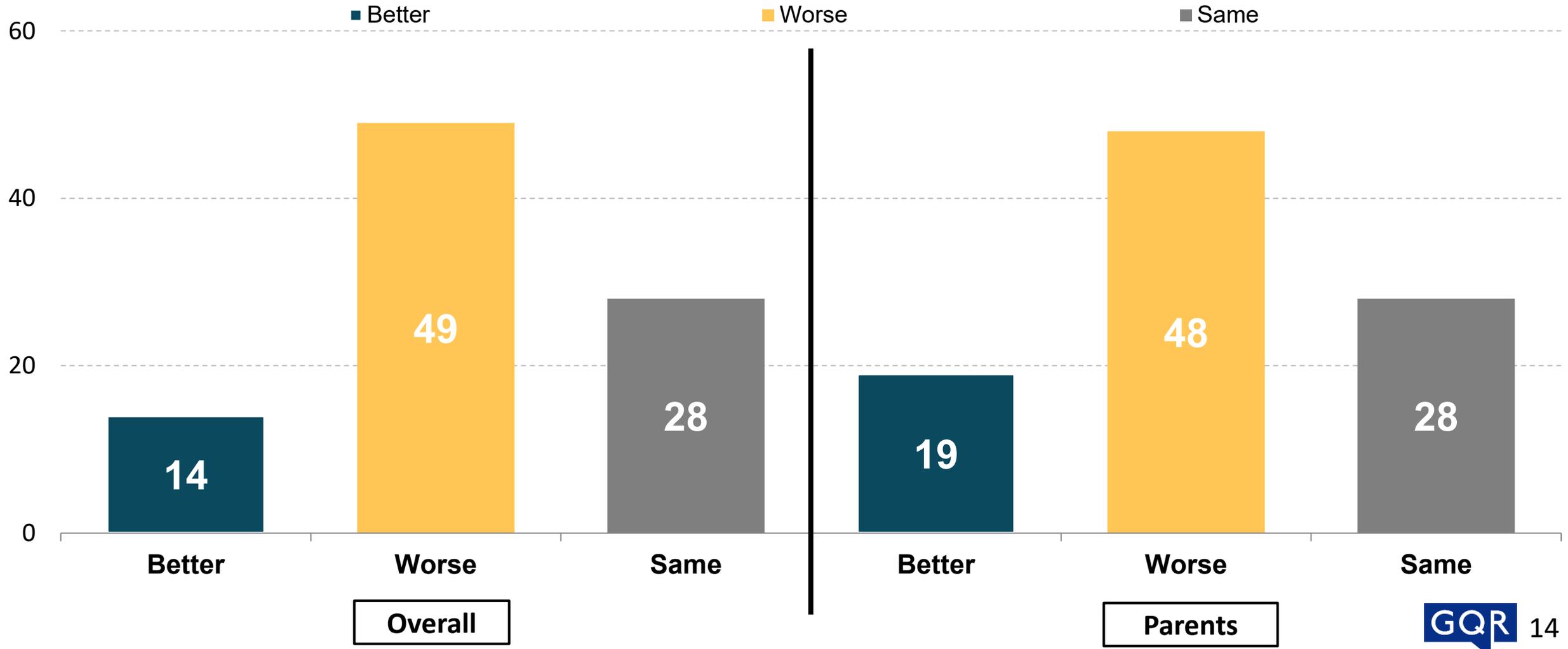
Poor views of K-12 education, parents more positive about their local schools

How would you rate the quality of K-12 education (throughout the state/in your local community)?



Nearly half say public schools are getting worse

Changing subjects, are public schools getting better, worse, or staying the same in New Mexico?



Curriculum and reading are top priorities for the state

(SPLIT) What is the number one thing the state should address in education? Please be specific. (Open end)

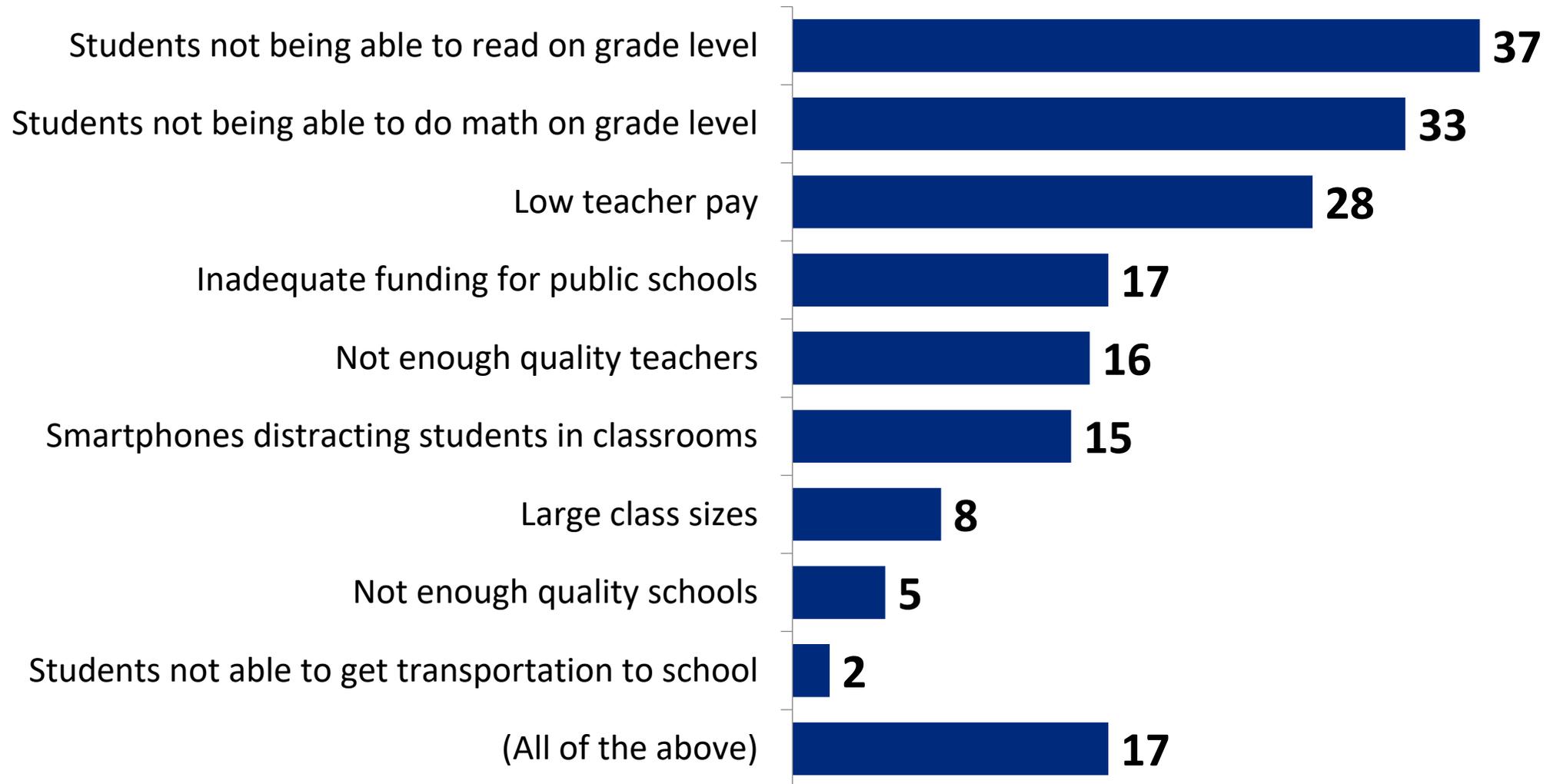


Parents show more concern about funding and access

%	Total	Parents	Dem Primary Voters	Anglo	Hispanic
General Curriculum	23	15	13	24	20
Literacy/Reading	15	17	19	14	18
Political Neutrality	11	9	2	13	8
Teacher Quality	9	11	8	11	7
Equity and Access	8	18	6	7	9
School Funding	8	22	5	5	8
Math Proficiency	7	4	10	7	6
Teacher Salaries	7	10	12	5	10
Graduation/Dropout	5	3	5	5	7
Discipline/Behavior	5	3	6	5	5
Attendance	4	3	4	4	5
Critical Thinking	4	4	4	5	1
Parental Engagement	3	8	2	4	3
Vocational education	3	3	2	2	5
Learning over Test Scores	3	4	3	2	3
General	3	2	4	2	3

Top two biggest concerns are reading and math

(SPLIT) I am going to read you a list of issues people say are important for public education. Please tell me which TWO of these are your biggest concerns when thinking about K-12 public education in New Mexico.



Math and reading are top concerns for most voters

	Total	Parents	Dem Primary Voters	Anglo	Hispanic
Reading below grade level	37	33	38	41	32
Math below grade level	33	35	25	35	27
Low teacher pay	28	28	31	28	32
Inadequate funding	17	23	20	14	17
Too few quality teachers	16	18	15	15	18
Smartphones distracting	15	12	11	11	14
Large class sizes	8	7	9	9	9
Too few quality schools	5	9	2	5	5
No transportation	2	-	3	2	3
(All)	17	14	20	16	20



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Improving Schools

Tutoring and extra help would improve schools a lot

■ Improve a lot

■ Improve some

(COACHES) Increasing the number of reading coaches to help kids read at grade level.



(NOTIFY) Requiring schools to notify parents if their child is struggling to read and place these students on reading improvement plans.



(EARLY) Requiring a short math check in early grades to make sure students are on track and identify those who need extra help.



(ACCESS) Guaranteeing access to advanced math courses for students with strong math performance.



(THIRD) Ensuring all students can read proficiently by the end of third grade, or repeat third grade if they cannot.



(PHONICS) Implementing phonics-based instruction, which uses relationships between letters and sounds to teach reading and writing.



Large majorities support goal setting and public transparency

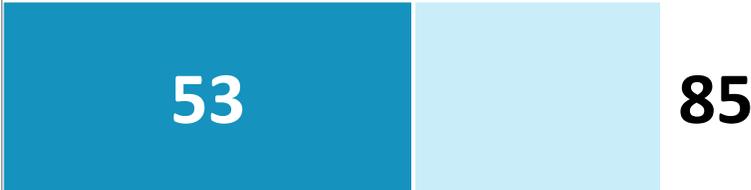
Now I am going to read you another short list of proposals for K-12 public schools. For each, please tell me whether you support or oppose them.

■ Strong Support ■ Somewhat Support

(OUTCOMES) Set clear goals and expectations for schools and educators to improve academic outcomes.



(REPORTING) Increase public reporting of academic outcomes and accountability metrics, such as school quality ratings and student achievement scores.

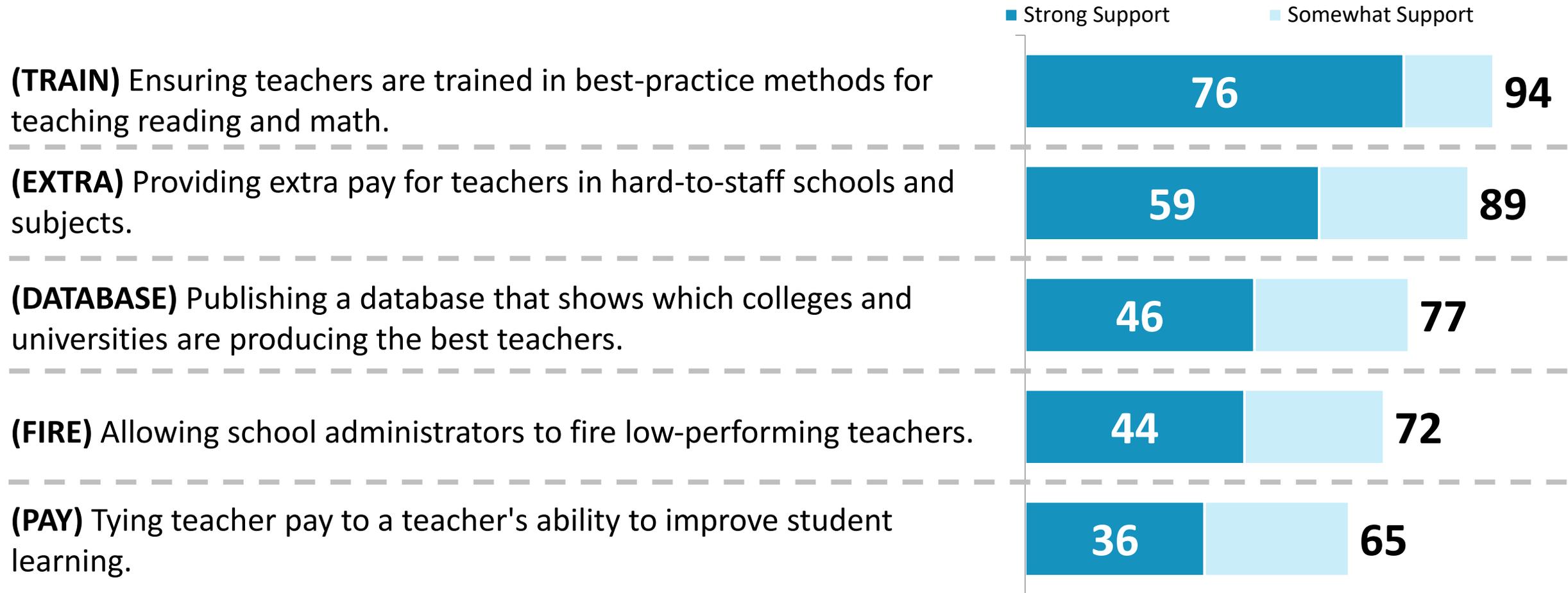


(GRADE) Publishing an A through F grade for every school in the state.



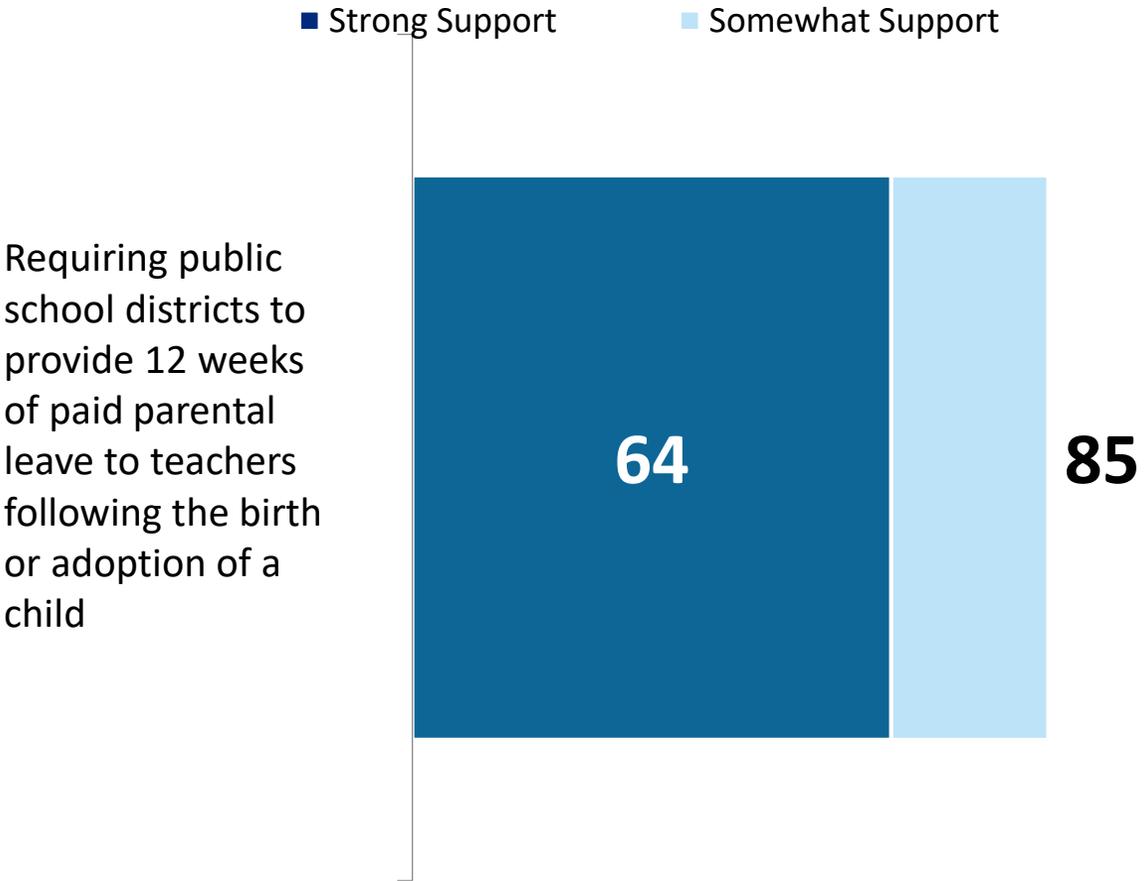
Positive incentives for teachers get highest support

Now I am going to read you another short list of proposals for K-12 public schools. For each, please tell me whether you support or oppose them.

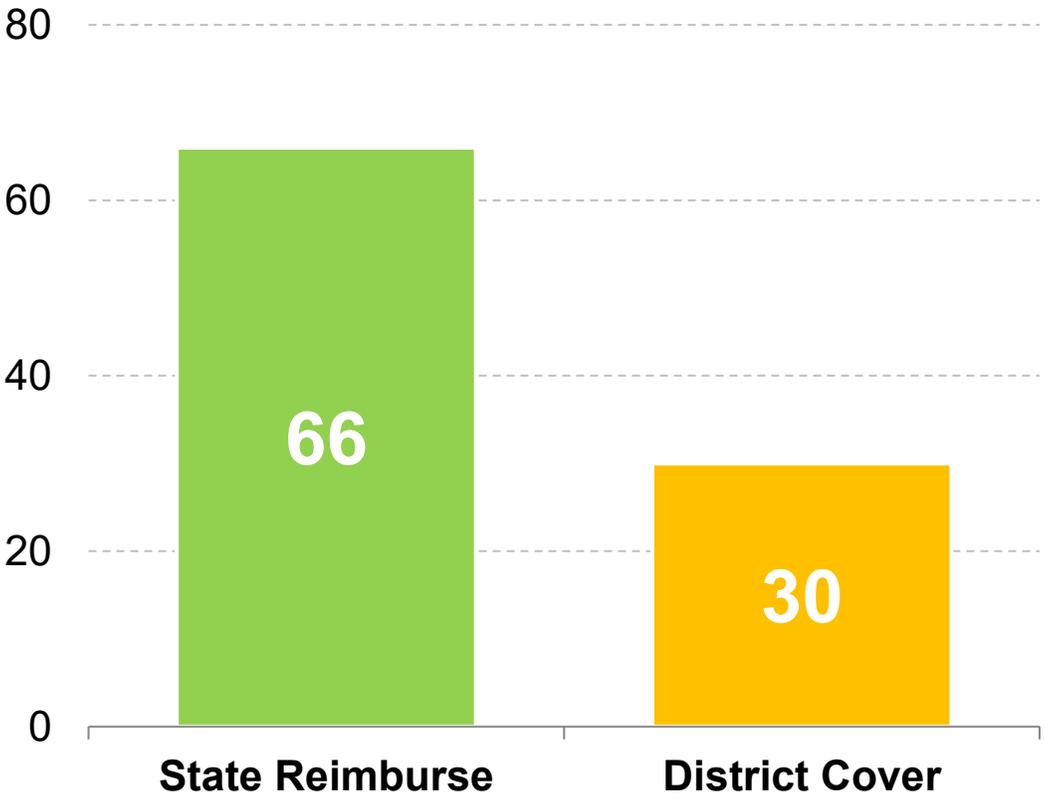


Voters overwhelmingly support teacher leave; think state should pay

Now I am going to read you another short list of proposals for K-12 public schools. For each, please tell me whether you support or oppose them.



If New Mexico required 12 weeks of paid parental leave for teachers, do you think the state should reimburse school districts for the cost of hiring substitute teachers during that leave, or should districts cover those costs within their existing budgets?



Parents and Democratic primary voters particularly support paid leave

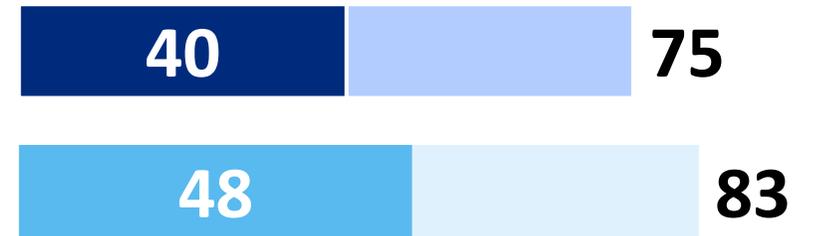
<i>Total support (%)</i>	Total	Parents	Dem Primary Voters	Anglo	Hispanic
Parental leave	85	91	91	85	87
State should pay	66	78	79	71	60

Teacher leave is most impactful for Governor vote

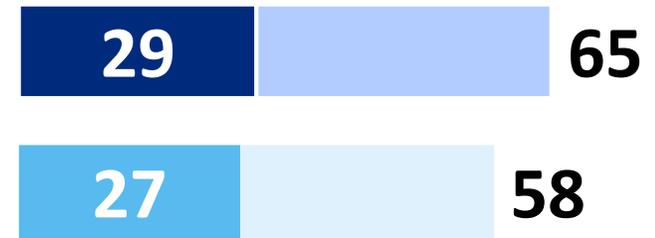
Thinking about this year's election for Governor, if a candidate supported each of the following policies, would it make you more or less likely to support that candidate?

■ (ALL) Much more likely ■ (ALL) Somewhat more likely ■ (PRIMARY VOTERS) Much more likely ■ (PRIMARY VOTERS) Somewhat more likely

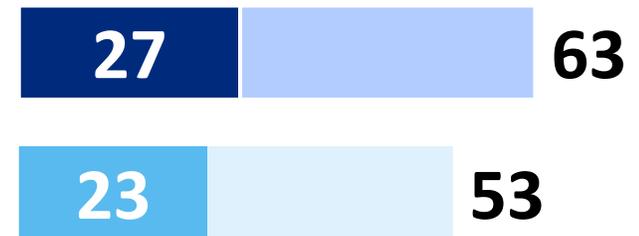
(LEAVE) Requiring public school districts to provide 12 weeks of paid parental leave to teachers following the birth or adoption of a child.



(CHOICE) Opting into the federal tax credit scholarship program that can help families pay for private and public school expenses.



(CHARTER) Funding charter school students at the same level as all other public school students.



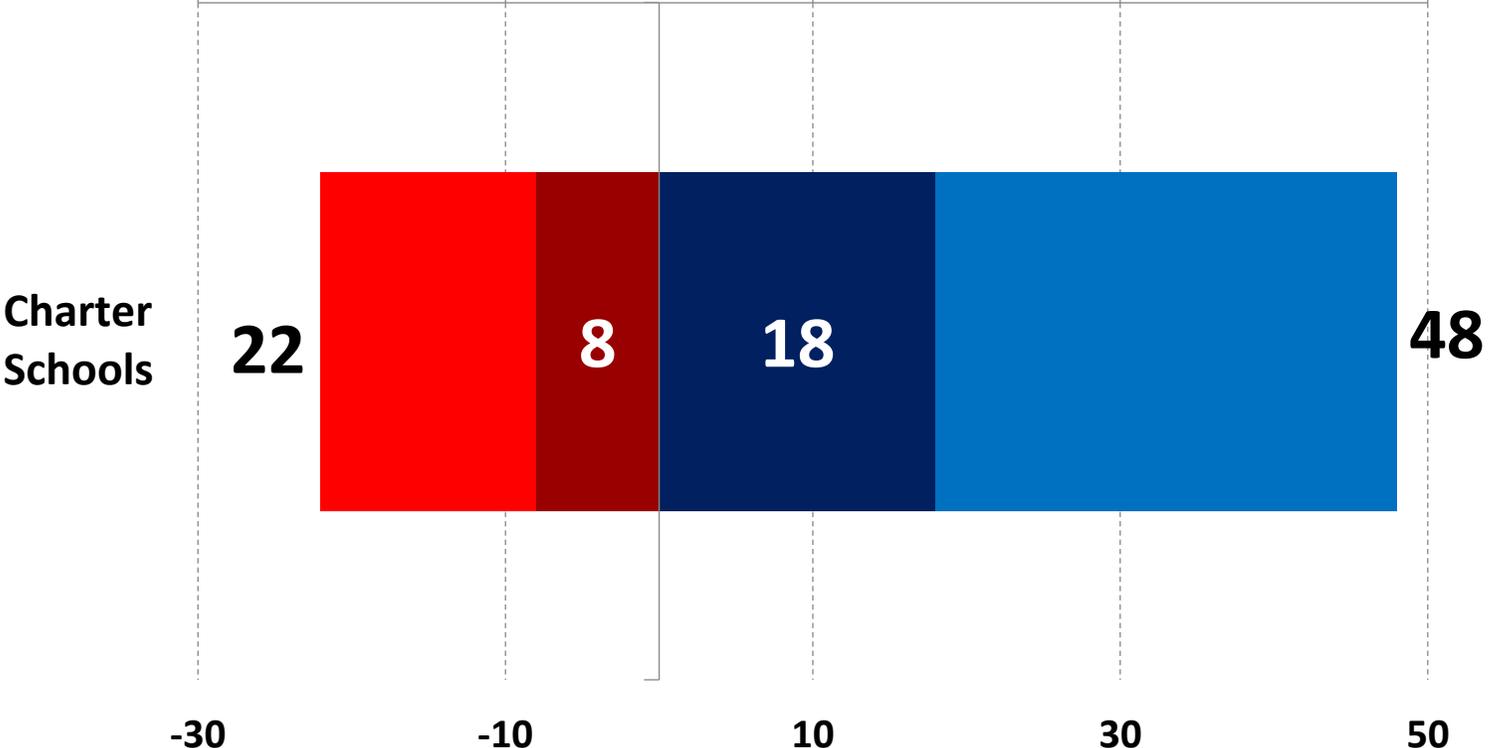


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Charter Schools and School Choice

Charter schools are well-liked, particularly among parents and Hispanics

Now I am going to read you a list of public figures and organizations. After I read each one, please tell me if you have a favorable or unfavorable impression. If you have not heard of that person, or are unfamiliar with them, please tell me so.



Parents	Dem Primary Voters	Anglo	Hispanic
55 – 22	42 – 28	44 – 21	58 – 20

■ Somewhat Unfavorable
 ■ Very Unfavorable
 ■ Very Favorable
 ■ Somewhat Favorable

Strong support for funding charter schools and giving building access

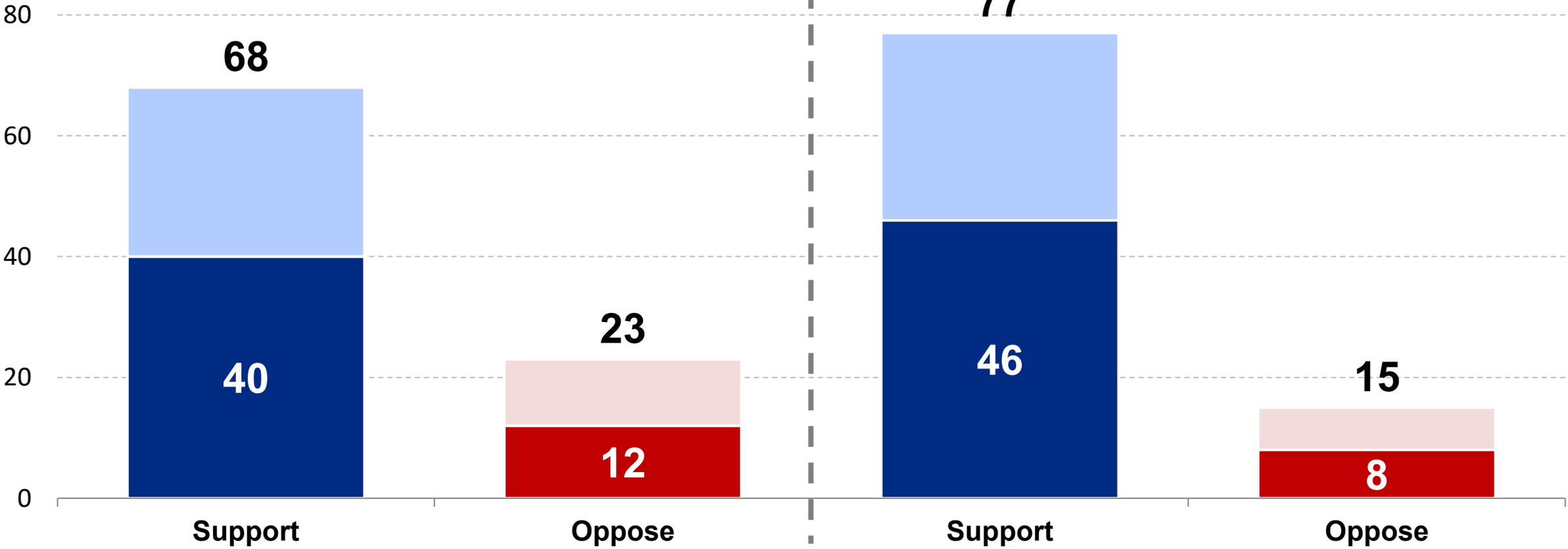
Now I am going to read you another short list of proposals for K-12 public schools. For each, please tell me whether you support or oppose them.

Funding charter school students at the same level as all other public school students

Giving charter schools access to unused buildings

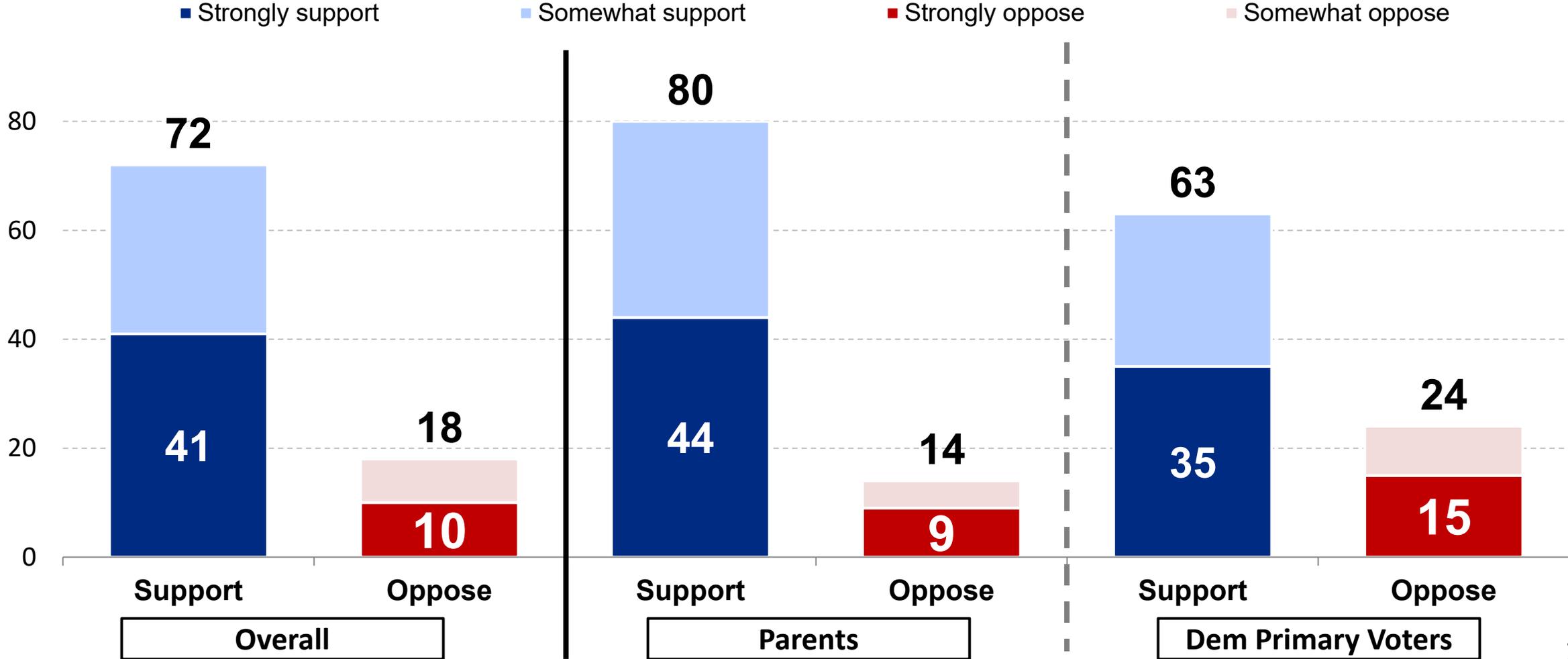
■ Strongly support ■ Somewhat support

■ Strongly oppose ■ Somewhat oppose



Opting into federal tax credit program is popular

There is a new federal program starting in 2027 that would allow families with students in public or private schools to use money raised through federal tax credits to help pay for K-12 education costs, including academic tutoring, test prep, special needs services and private school tuition. The next governor has the option to opt into the program. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose New Mexico joining this program?



The logo consists of the letters 'GQRR' in a bold, blue, sans-serif font. The letters are contained within a white speech bubble shape that has a tail pointing towards the bottom-left corner.

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Thank you

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