

New Mexico Democratic Primary Voter Poll Methodology: Text-to-online poll of 400 June 2026 Democratic Primary voters in New Mexico. Fielded July 15–21, 2026. The worst-case margin of error at the 95% confidence level is $\pm 4.9\%$.

Voters Decided Early and a Candidates Position on the Issues Beat Personality

Nearly half of Democratic Primary voters had locked in their choice well before the final stretch of the campaign, and when asked what mattered most in making their decision on who to vote for, *policy positions* and *doing the right thing* outweighed personal familiarity with the candidate.

- 47% of voters made their final decision about which candidate they would vote for more than a month before the election, 21% decided in the final few weeks, and only 26% decided in the final few days.
- The top two factors in deciding who to vote for were *a candidate's positions on the issues* (23%) and *trusting the candidate to do the right thing in office* (23%), ahead of the candidates *experience and record in office* (19%) or *knowing the candidate personally or by reputation* (14%).
- By more than a two-to-one margin, voters said they would rather back *a candidate they agree with on the issues, but don't know well* (69%) than *a candidate they know and trust but disagree with on some issues* (30%).

Taken together, these findings suggest that late deciders are a minority (one-of-four) of the primary electorate, and that campaigns have more to gain from clearly communicating a substantive, issue-based case than from investing solely in name identification or personal introduction. With most voters making up their minds a month or more out, early and sustained messaging carry real weight in the Democratic Primary election.

Mail and Text Dominated Campaign Contact

Voters were asked whether they recalled receiving various types of campaign contact in the weeks before the June Democratic Primary. Voters were most likely to recall being reached by *mail about a candidate* (78%), followed by a *text message about a candidate* (56%), rather than by more resource-intensive tactics like *someone knocking at their door about a candidate* (31%) or a *phone call about a candidate* (36%), or *seeing a candidate in person at an event* (37%) or an *online or digital video ad about a candidate* (40%).

Share of voters who recall this type of contact	% Yes
Received mail about a candidate	78%
Received a text message about a candidate	56%
Saw an online or digital video ad about a candidate	40%
Saw a candidate in person at an event	37%
Received a phone call about a candidate	36%
Had someone knock on their door about a candidate	31%

Endorsements From Labor Unions, the New Mexico Democratic Party and Democratic Leaders Carried the Most Sway

Voters were asked whether an endorsement from each group or leader below made them more likely or less likely to vote for a candidate, or made no difference in their vote. Endorsements still move voters, but not all endorsers are equal. Labor unions (63% more likely), the New Mexico Democratic Party (62%) and Democratic leaders in the state legislature (62%) were the most likely to make a difference.

Share of voters more likely to support a candidate by this endorsement	% More Likely
Endorsement from labor unions	63%
Endorsement from the New Mexico Democratic Party	62%
Endorsement from Democratic leaders in the state legislature	62%
Endorsement from family and friends	59%
Endorsement from Deb Haaland	57%
Endorsement from progressive organizations	53%
Endorsement from local elected officials in your community	50%

Deb Haaland (57%) and progressive organizations (53%) remain credible messengers, but trail the top tier, and local elected officials (50%) carry the least weight of the endorsers tested.

When Voters Seek Advice, They Trust People They Know, News, and Friends

Asked who they trust most for guidance on their Democratic primary vote, voters pointed first to people in their community, news stories, and family and friends.

- 24% trust *people they know in their community* most, followed by *news stories and local media* (16%) and *family and friends* (16%).
- The *New Mexico Democratic Party and its leaders* (13%) and *labor or teachers unions* (10%) trail behind personal and community sources.
- *Local elected officials* (3%) and *campaign ads, mail, and texts* (3%) are the least-trusted sources for this kind of advice.

Search Engines Are a Routine Research Tool, While AI Chatbots Are Not Yet

Nearly half of voters went online to research candidates before the Democratic Primary, almost entirely through traditional search rather than AI tools.

- 42% of voters used a search engine like Google to look up candidate information.
- Just 4% say they used an AI tool like ChatGPT or Claude for the same purpose.
- The majority (56%) did not look up candidate information online at all.

Online research is now a mainstream part of the primary voter's information diet, but it remains search-engine driven rather than AI-driven at this point. AI tools are not yet a significant factor in how these voters research candidates, though that most likely will shift in the next election.