



Understanding Attitudes Toward New Mexico Medicaid Forward

Key findings from our public opinion survey of New Mexico likely voters

March 2025

Overview

Objective

- Assess **key perceptions, priorities, and expectations** toward Medicaid Forward in New Mexico.

Methodology

- A **survey of n=800 New Mexico likely voters** balanced to state and voter demographics by gender, age, race, political ideology, and health insurance coverage
- Conducted online February 25-March 9, 2025, MoE +/- 3%



Key Findings

- 1 The overwhelming majority of New Mexico likely voters are **SATISFIED** with their current health insurance coverage.
- 2 The overwhelming majority across parties **SUPPORT building on and improving New Mexico's current health care system** instead of starting over by creating Medicaid Forward.
- 3 Most voters prefer **KEEPING** their current coverage over purchasing Medicaid Forward coverage.
- 4 Most voters are **UNWILLING** to pay any more for health care or pay any more in taxes to fund the creation of Medicaid Forward.
- 5 The vast majority of voters are **CONCERNED** about the potential impacts of creating Medicaid Forward – especially access to quality care.



Public Opinion

Health Care Perceptions, Priorities & Policies



Health ranks as the second most important issue for New Mexico voters, following crime and public safety

Which of the following issues do you believe are MOST important for the New Mexico state government to address? (COMBINED CHOICE – TOP THREE)

	VOTERS	DEM	SWING	GOP
Crime and public safety	50%	53%	52%	45%
Health care	43%	48%	41%	40%
The economy and jobs	42%	43%	45%	40%
Education	37%	41%	40%	33%
Housing	32%	34%	35%	24%
The environment	24%	28%	21%	22%
Infrastructure	21%	19%	13%	27%
Taxes	20%	15%	17%	29%
Social justice	19%	16%	23%	19%
Energy	13%	7%	14%	18%

COLUMN KEY:

VOTERS: n=800 New Mexico likely voters

DEM: n=328 New Mexico Democratic likely voters

SWING: n=192 New Mexico Swing voters

GOP: n=280 New Mexico Republican likely voters



The overwhelming majority of New Mexico likely voters are **SATISFIED** with their current health insurance plan

How satisfied or dissatisfied are you with your current health insurance *plan*, the coverage you have today?

	VOTERS	DEM	SWING	GOP
SATISFIED (NET)	82%	82%	73%	88%
NEITHER	11%	10%	17%	8%
DISSATISFIED (NET)	7%	8%	9%	5%



Awareness of Medicaid Forward is LOW among New Mexico likely voters

Please be honest. How familiar or unfamiliar are you with the following health care proposals and how they would work? (FAMILIAR)

	VOTERS	DEM	SWING	GOP
FAMILIAR (NET)	49%	44%	44%	60%
NEITHER	16%	17%	17%	14%
UNFAMILIAR (NET)	35%	39%	39%	26%



The overwhelming majority across parties SUPPORT building on and improving New Mexico's current health care system

Now, we're going to present you with a series of health care policy proposals. For each, please indicate your level of support or opposition to them.
(SUPPORT)

	VOTERS	DEM	SWING	GOP
Fix what we have today. We should build on and improve our current health insurance system – not start over.	76%	74%	72%	80%



Most voters – especially swing voters – prefer **KEEPING** their current coverage over purchasing Medicaid Forward

Assuming that what you currently pay would be the exact same, would you rather keep your current health insurance coverage or get coverage through the Medicaid Forward insurance system?

	VOTERS	DEM	SWING	GOP
Keep my current coverage	68%	67%	72%	66%
Purchase Medicaid Forward coverage	32%	33%	28%	34%



Most do NOT support increasing taxes on New Mexicans or costs for those with private health insurance coverage

Now, we're going to present you with a series of potential proposals to *fund* the creation of Medicaid Forward in New Mexico. For each, please indicate your level of support or opposition to them. (SUPPORT)

	VOTERS
Increasing taxes on New Mexicans	40%
Increasing costs for New Mexicans with private health insurance coverage	40%



Most New Mexico voters are NOT willing to pay more for health care nor pay more in taxes to fund the creation of Medicaid Forward

Would you personally be willing to pay more than you currently do for **health care**, including premiums, co-pays, and out-of-pocket expenses, to fund the creation of Medicaid Forward in New Mexico?

	VOTERS
No, I would not be willing to pay more than I currently do for health care	56%
Yes, I would be willing to pay more than I currently do for health care	44%

Would you personally be willing to pay more in **taxes** than you currently do to fund the creation of Medicaid Forward in New Mexico?

	VOTERS
No, I would not be willing to pay more in taxes than I currently do	53%
Yes, I would be willing to pay more in taxes than I currently do	47%



The vast majority are CONCERNED about the potential impacts of expanding Medicaid Forward – especially access to quality care

How concerned would you be if Medicaid Forward had the following potential impacts in New Mexico? (CONCERNED)

	VOTERS	DEM	SWING	GOP
There could be reduced access to quality care as some providers are forced to limit services or close.	82%	79%	78%	87%
Payments to doctors and hospitals would decrease while hospital costs would increase by nearly \$1.5 billion.	79%	78%	71%	85%
The program would further exacerbate the state physician shortage, which is among the worst in the country already.	78%	82%	77%	75%
Fewer health insurance coverage options would be available as private insurers would offer fewer plans or leave the state entirely.	75%	75%	73%	77%
The program would cost \$88 million in annual, recurring costs to administer the program.	70%	63%	71%	77%
Taxes on New Mexico businesses would be raised to pay for the program.	67%	56%	68%	81%
The number of individuals covered by both employer sponsored insurance and BeWell, the state’s health insurance marketplace, would decrease by an estimated 43,000-225,000, or between 5-26%.	65%	60%	63%	73%





Thank You

Questions?

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