Santa Fe Association of REALTORS®

Likely November Municipal Election Voters

August 2025

Santa Fe Municipal Election Survey Methodology

400 (400 weighted)
Likely November 2025
Municipal Election Voters
in Santa Fe, NM

Wireless (202)
Non-wireless (17)
Online (182)

Interviews Conducted
August 18th – 24th,
2025

The phone sample was drawn from a third-party vendor file. The overall margin of error is +/- 4.9%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

November 2025 Municipal Election: Poll Demographics

Gender

Women 57%

Men 43%

Age

18-29: 4%

30-39: 9%

40-49: 14%

50-64: 24%

65+: 46%

Party Reg

Democrat: 79%

Unaffiliated: 12%

Republican: 9%

Owner/Renter

Homeowner: 78%

Renter: 17%

Lives w/Friends/Family: 5%

Education

Non-College Graduates: 30%
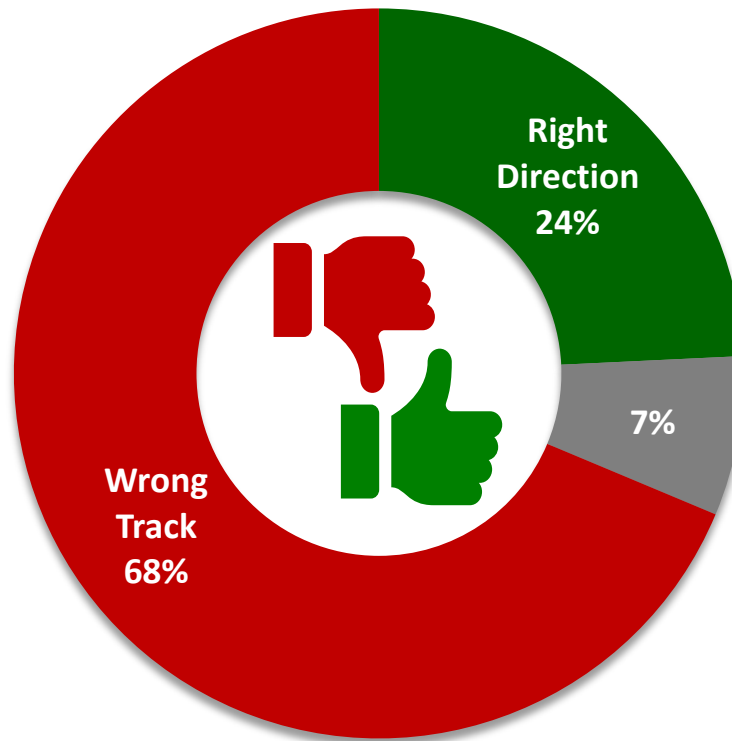
4 Yr. College Degree: 30%

Post-Graduate Degree: 39%

Race

White: 59%

Hispanic: 32%

African American: 1%

Other: 5%

City Council

District 1: 34%

District 2: 30%

District 3: 11%

District 4: 25%

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Two-Thirds of Likely Municipal Election Voters Feel Santa Fe is Off on the Wrong Track

Direction of of Santa Fe

Right Direction 24%

7%

Wrong Track 68%

Q.5 Generally speaking, do you think that things in Santa Fe are going in the right direction, or do you feel things have gotten off on the wrong track?

Wrong Track Sentiment Up Sharply From Past Election Years

Direction of of Santa Fe: 2013, 2017, 2021, 2025

+15
51%
36%

+1
45%
44%

+7
49%
42%

-24
24%
68%

2013   2017   2021   2025

■ Wrong Track   ■ Right Direction
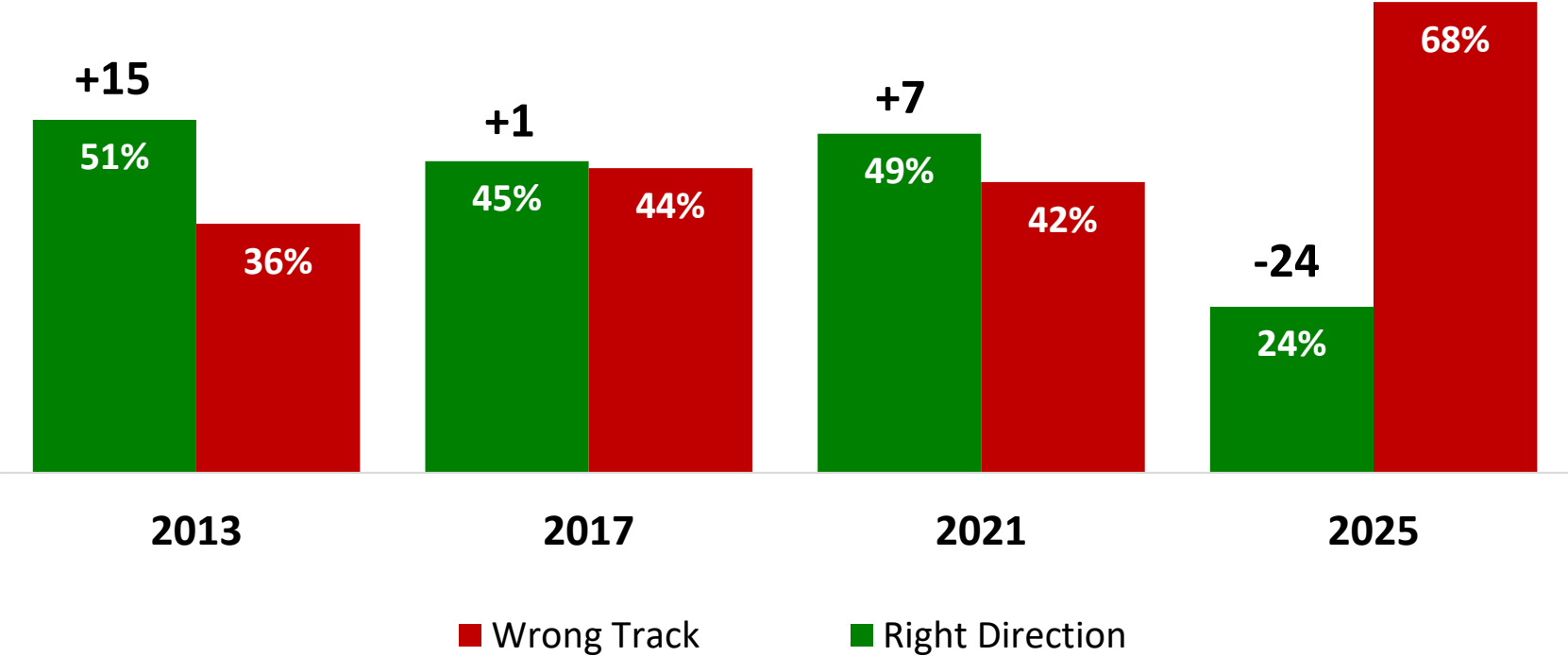
Q.5 Generally speaking, do you think that things in Santa Fe are going in the right direction, or do you feel things have gotten off on the wrong track?

Most Feel That the Quality of Life in Santa Fe is Excellent or Good

Quality of Life in Santa Fe

Excellent/Good: 69% | **Just fair/Poor: 30%**

Excellent	Good	Just fair	Poor
19%	50%	21%	9%
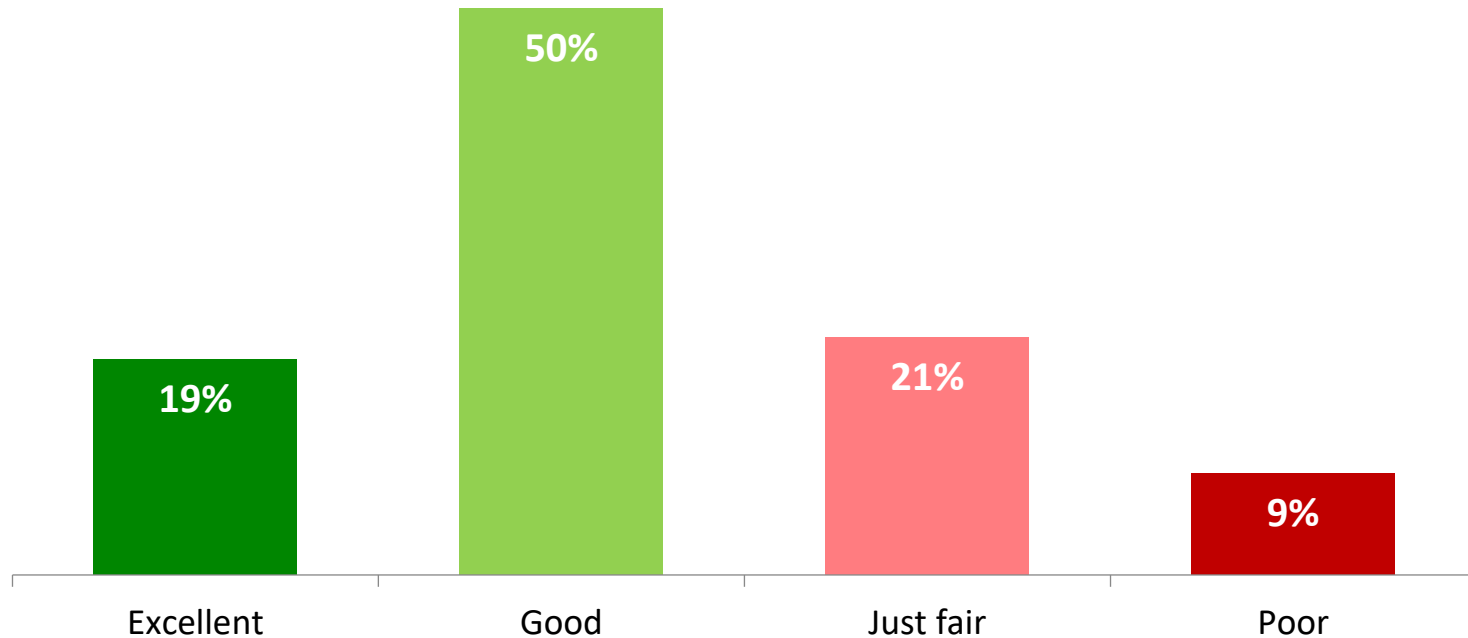
Q.6 Overall how would you describe the quality of life in Santa Fe?

"Excellent" Quality of Life Rating Down Compared to 2021

Quality of Life: 2013, 2017, 2021, 2025

2017
- 75%
- 53% Good
- 22% Excellent
- 23%
- 17% Just fair
- 6% Poor

2017
- 70%
- 46% Good
- 24% Excellent
- 30%
- 23% Just fair
- 7% Poor

2021
- 71%
- 45% Good
- 26% Excellent
- 29%
- 23% Just fair
- 6% Poor

2025
- 69%
- 50% Good
- 19% Excellent
- 30%
- 21% Just fair
- 9% Poor

Excellent | **Good** | **Just fair** | **Poor**
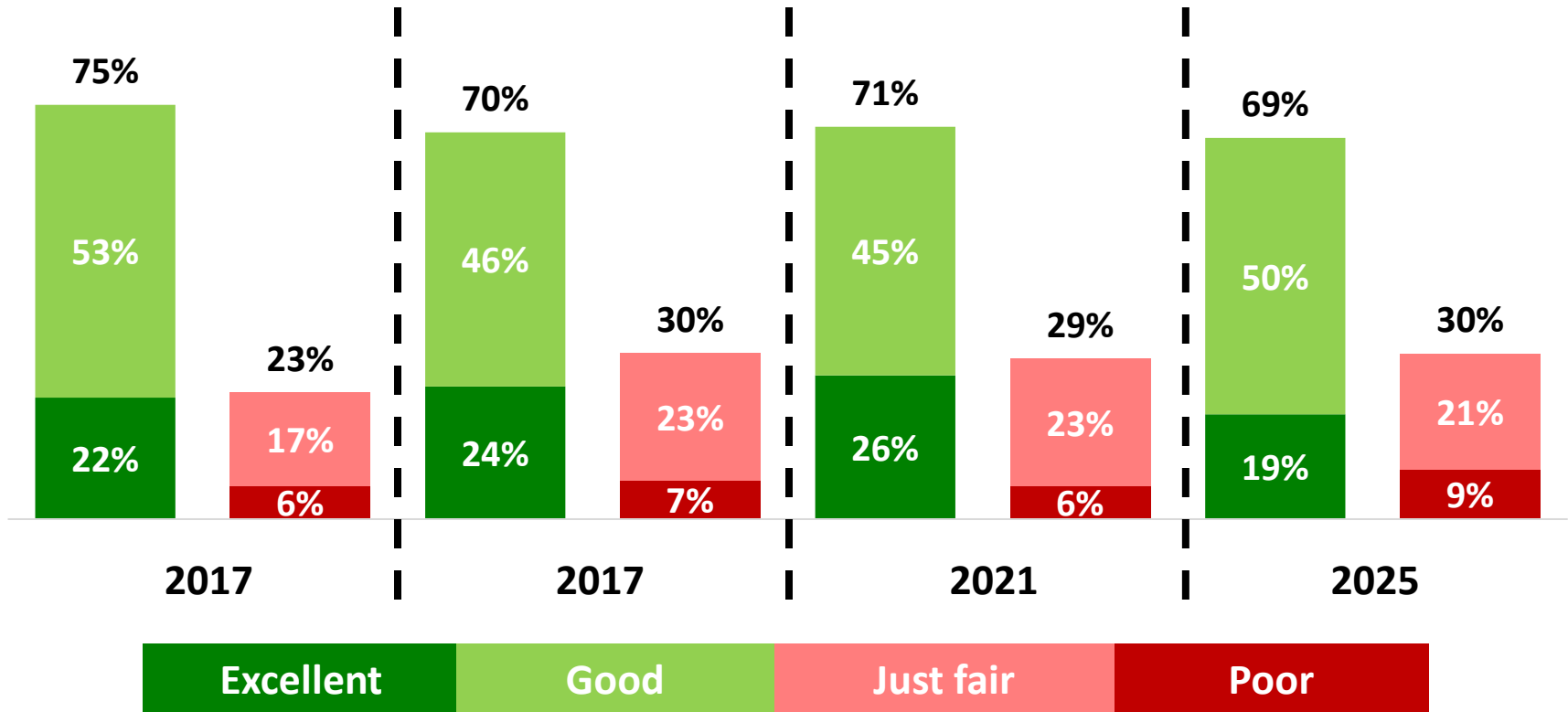
Q.6 Overall how would you describe the quality of life in Santa Fe?

Q.7 Still thinking about quality of life issues, in the past three years, do you think the quality of life in Santa Fe has gotten better, gotten worse or stayed about the same?

Over Half Feel That the Quality of Life in Santa Fe Has Gotten Worse Over the Past Three Years

Quality of Life In Past Three Years

- About the same 38%
- Gotten better 6%
- Gotten worse 54%

Q.7 Still thinking about quality of life issues, in the past three years, do you think the quality of life in Santa Fe has…
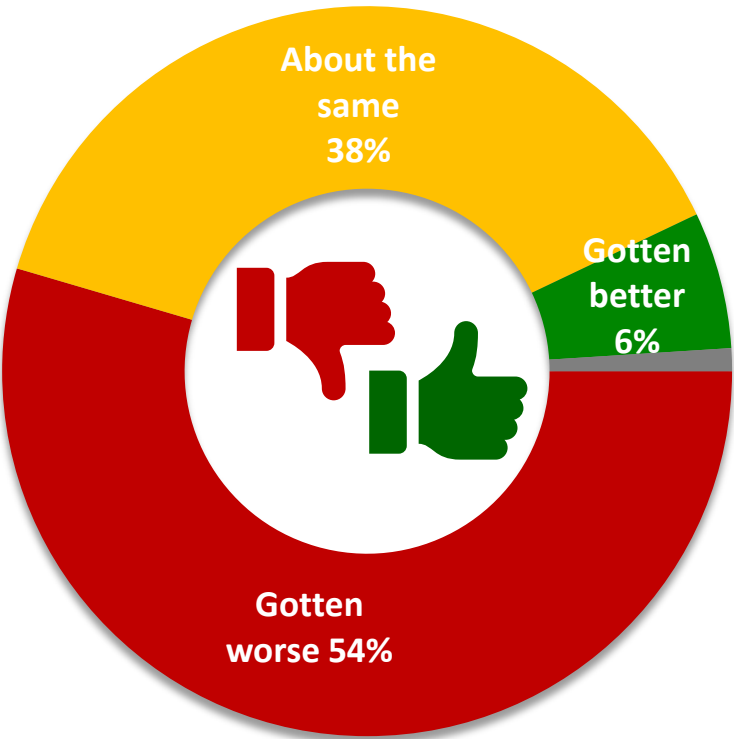
Feeling that Quality of Life is Getting Worse Up Sharply From 2017

Quality of Life In Past Three Years: 2025, 2021, 2017
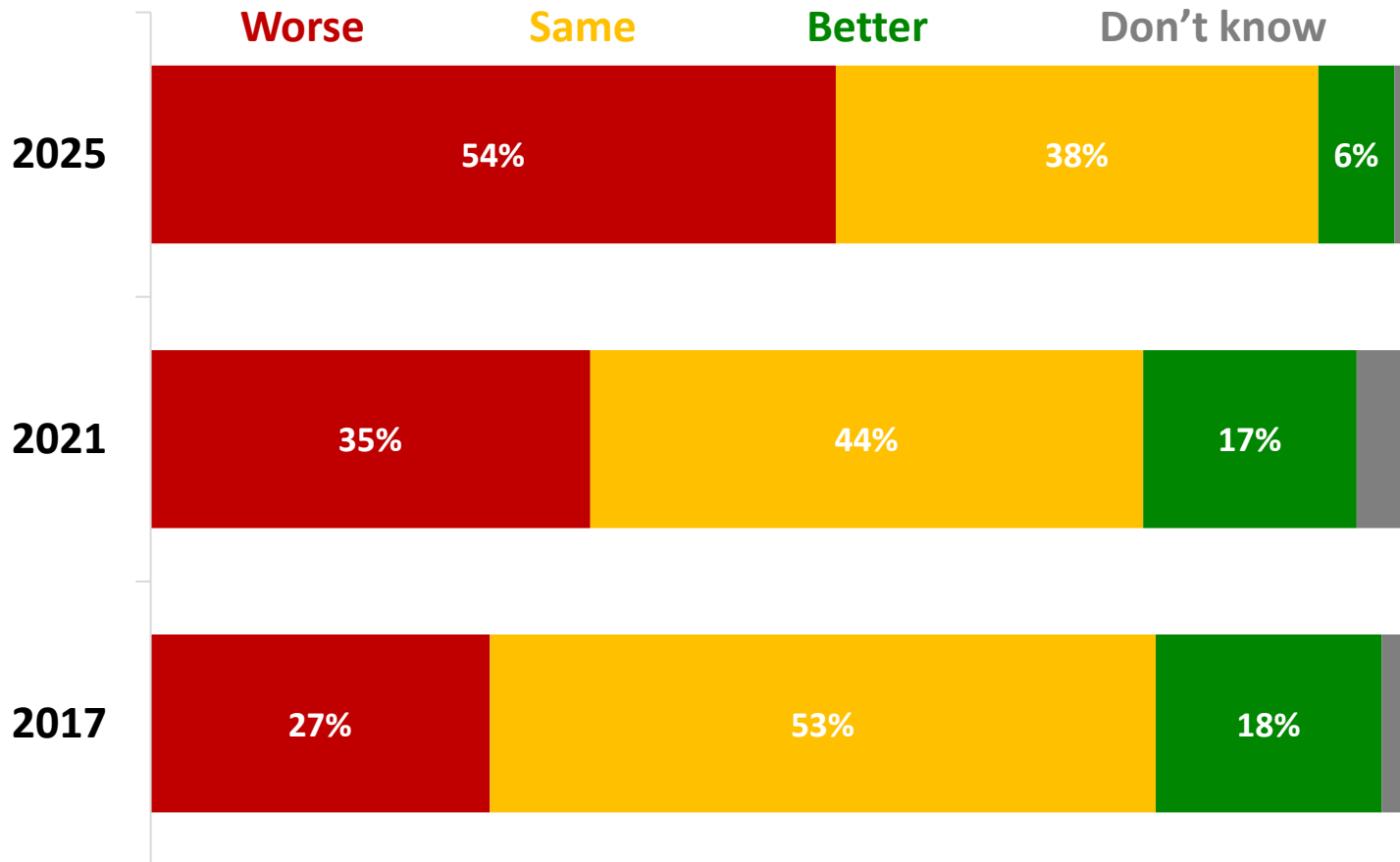
	Worse	Same	Better	Don't know
2025	54%	38%	6%	
2021	35%	44%	17%	
2017	27%	53%	18%	

Q.7 Still thinking about quality of life issues, in the past three years, do you think the quality of life in Santa Fe has...

Homelessness, Housing and Crime Top Voter Concerns

Biggest Issues in Santa Fe
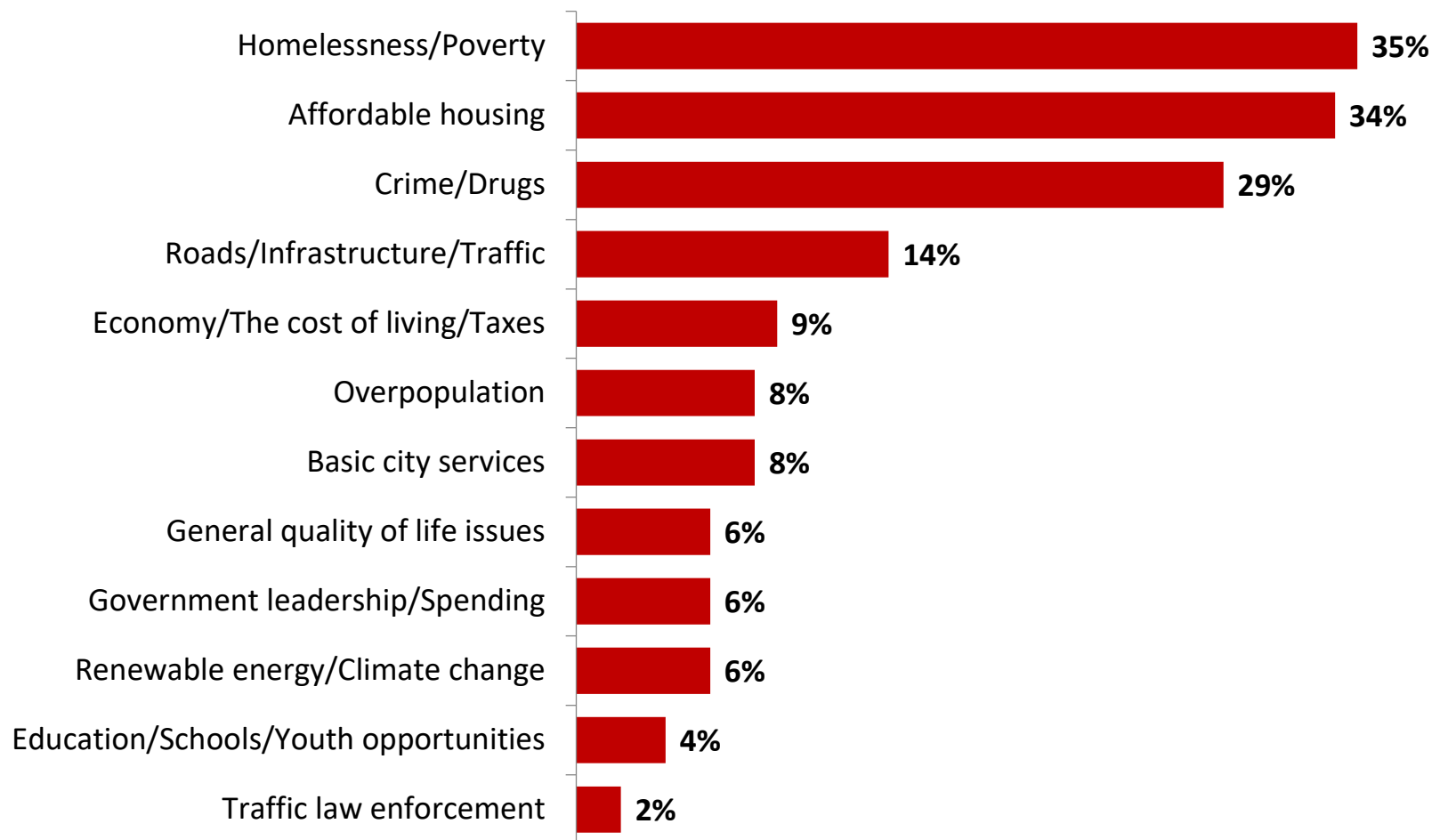
Issue	Percentage
Homelessness/Poverty	35%
Affordable housing	34%
Crime/Drugs	29%
Roads/Infrastructure/Traffic	14%
Economy/The cost of living/Taxes	9%
Overpopulation	8%
Basic city services	8%
General quality of life issues	6%
Government leadership/Spending	6%
Renewable energy/Climate change	6%
Education/Schools/Youth opportunities	4%
Traffic law enforcement	2%

Q.8 What would you say is the biggest issue in Santa Fe that you would like local elected officials to focus on?

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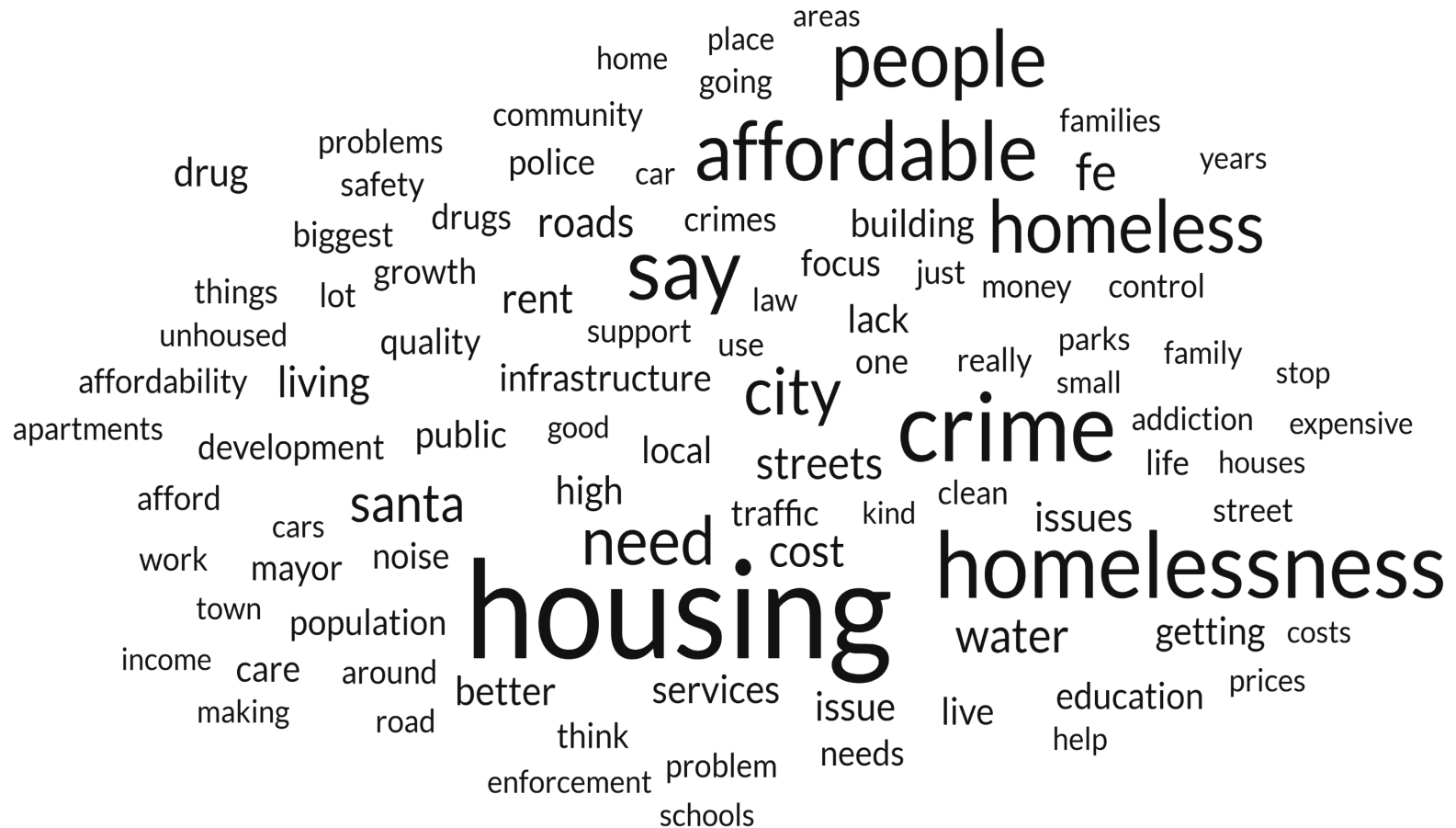A STATARA COMPANY

Citywide Verbatims: Biggest Issues in Santa Fe

Biggest Issues in Santa Fe: Homeless, Affordable Housing, Crime and Drugs

"They could focus on the homeless. There are so many homeless. They need to do something for them."

"I would like local officials to focus on the overall cost of living. The rent prices and costs to buy a home are not feasible for the average person and Santa Fe has become a city where the average paycheck is not enough to sustain a family and sometimes not even a single person with out significant budgeting and cutbacks on average day to day spending such as with food or insurance."

"I would say residential and housing affordability. "

"The city needs to crackdown on homelessness, panhandling, breaking and entering. The mayor does nothing. Santa Fe survives on tourism, wash and repair the sidewalks and streets. The shop owners are frustrated at this city doing nothing about people using our city as a toilet?"

"Crime!!!! Young kids committing them. They need to pay for what they do. Stop the slap on the hand and put them in jail with the criminals who do the same crimes the punks do!!!"

Q.8 What would you say is the biggest issue in Santa Fe that you would like local elected officials to focus on?

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Santa Fe Mayoral Race Environment

Thinking about the election in November, I am going to read to you some descriptions of candidates for Santa Fe Mayor. For each, please tell me if you would be more or less likely to vote for this kind of candidate or if it makes no difference to you either way.

Candidate Types Tested

A. A candidate who will cut red tape and make it easier to do business in Santa Fe

B. A candidate who supports small business and job creation

C. A candidate who will keep city taxes and fees under control

D. A candidate who will raise taxes to improve city services

E. A candidate who will manage growth by using limited resources...

F. A candidate who will focus on basic services, like roads, parks, and water lines

G. A candidate who will work to make Santa Fe safe from crime

H. A candidate who will work to build more housing that is affordable

I. A candidate who will work to address climate change

Basic Services, Efficient Growth, Crime, And Housing Resonate Most With Voters

Candidate Attributes

Much more likely   **Somewhat more likely**

F. A candidate who will focus on basic services, like roads, parks, and water lines
| 56% | 32% | **88%** |

G. A candidate who will work to make Santa Fe safe from crime
| 55% | 27% | **82%** |

E. A candidate who will manage growth by using limited resources like water, energy and land, as efficiently as possible
| 55% | 26% | **81%** |

H. A candidate who will work to build more housing that is affordable
| 54% | 24% | **78%** |

Q.13 (PHONE) Still thinking about the election in November, I am going to read to you some descriptions of candidates for Santa Fe Mayor. For each, please tell me if you would be more or less likely to vote for this kind of candidate or if it makes no difference to you either way. (RANDOMIZE LIST AND READ)

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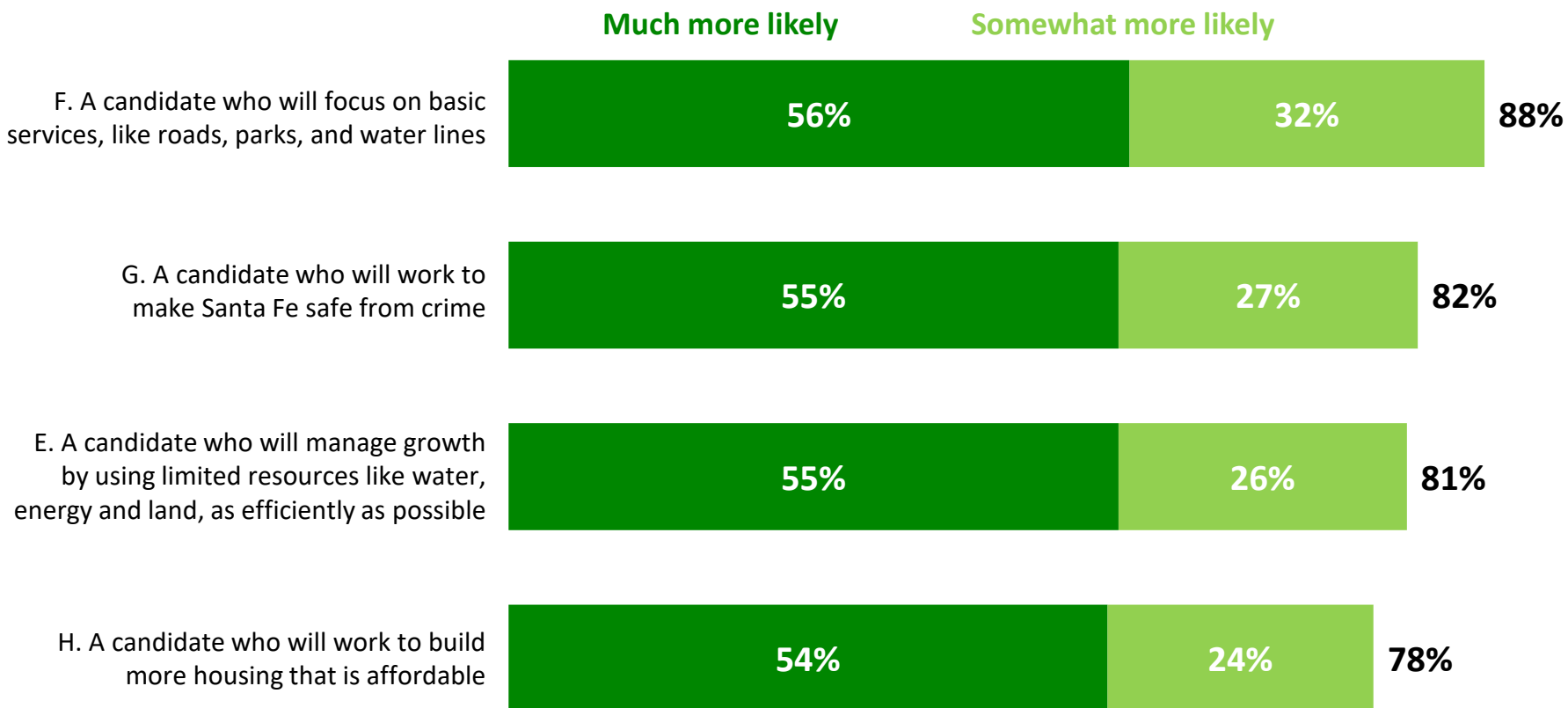
Second Tier Issues Include Climate Change, Jobs, Taxes and Cutting Red Tape

Candidate Attributes

Much more likely   **Somewhat more likely**

I. A candidate who will work to address climate change
47% | 23% | **70%**

B. A candidate who supports small business and job creation
44% | 36% | **80%**

C. A candidate who will keep city taxes and fees under control
35% | 26% | **61%**

A. A candidate who will cut red tape and make it easier to do business in Santa Fe
31% | 29% | **59%**

D. A candidate who will raise taxes to improve city services
12% | 24% | **36%**

Q.13 (PHONE) Still thinking about the election in November, I am going to read to you some descriptions of candidates for Santa Fe Mayor. For each, please tell me if you would be more or less likely to vote for this kind of candidate or if it makes no difference to you either way. (RANDOMIZE LIST AND READ)

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Basic Services, Efficient Growth, Crime, And Housing Resonate Most With Voters

Candidate Attributes

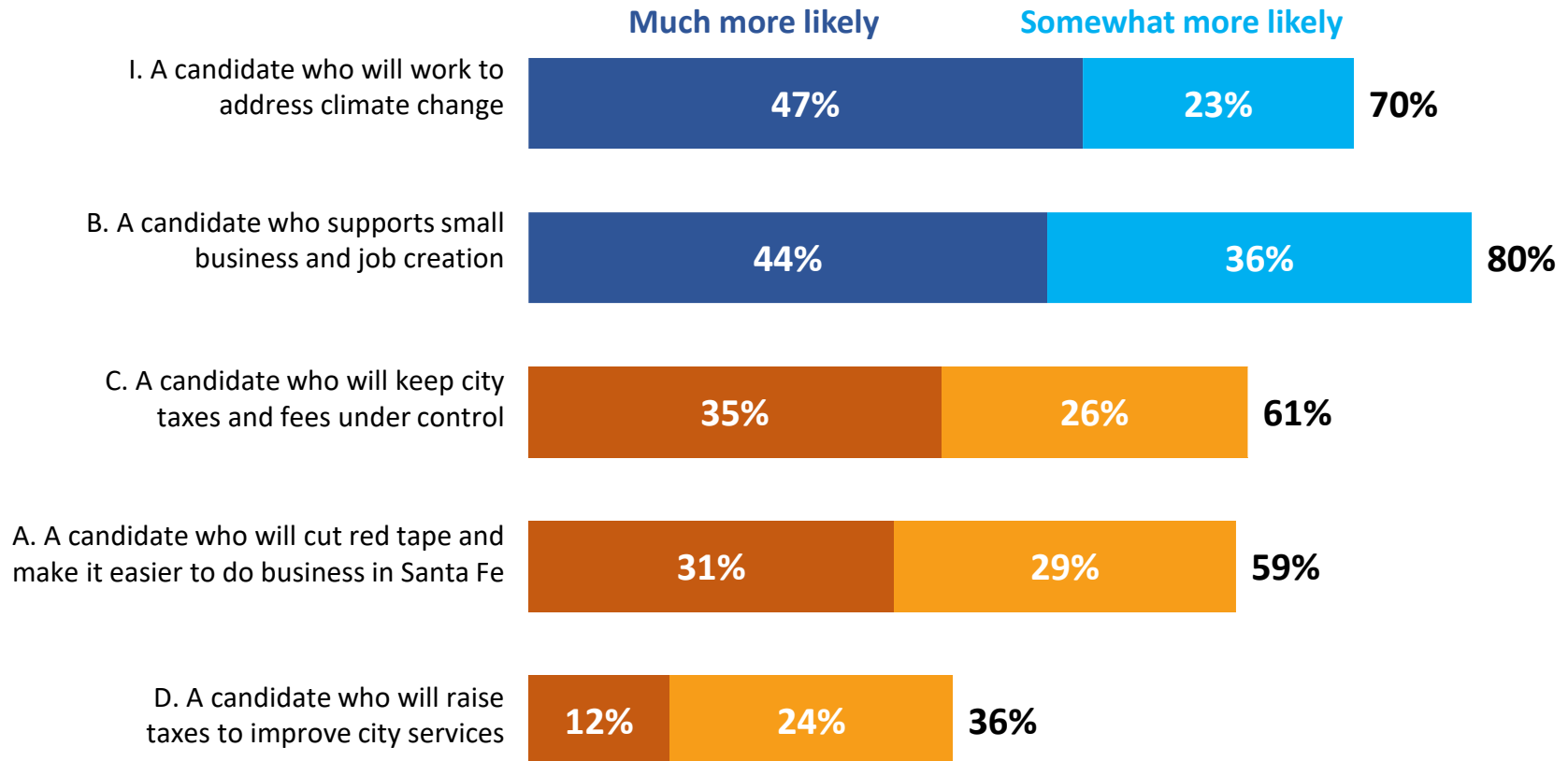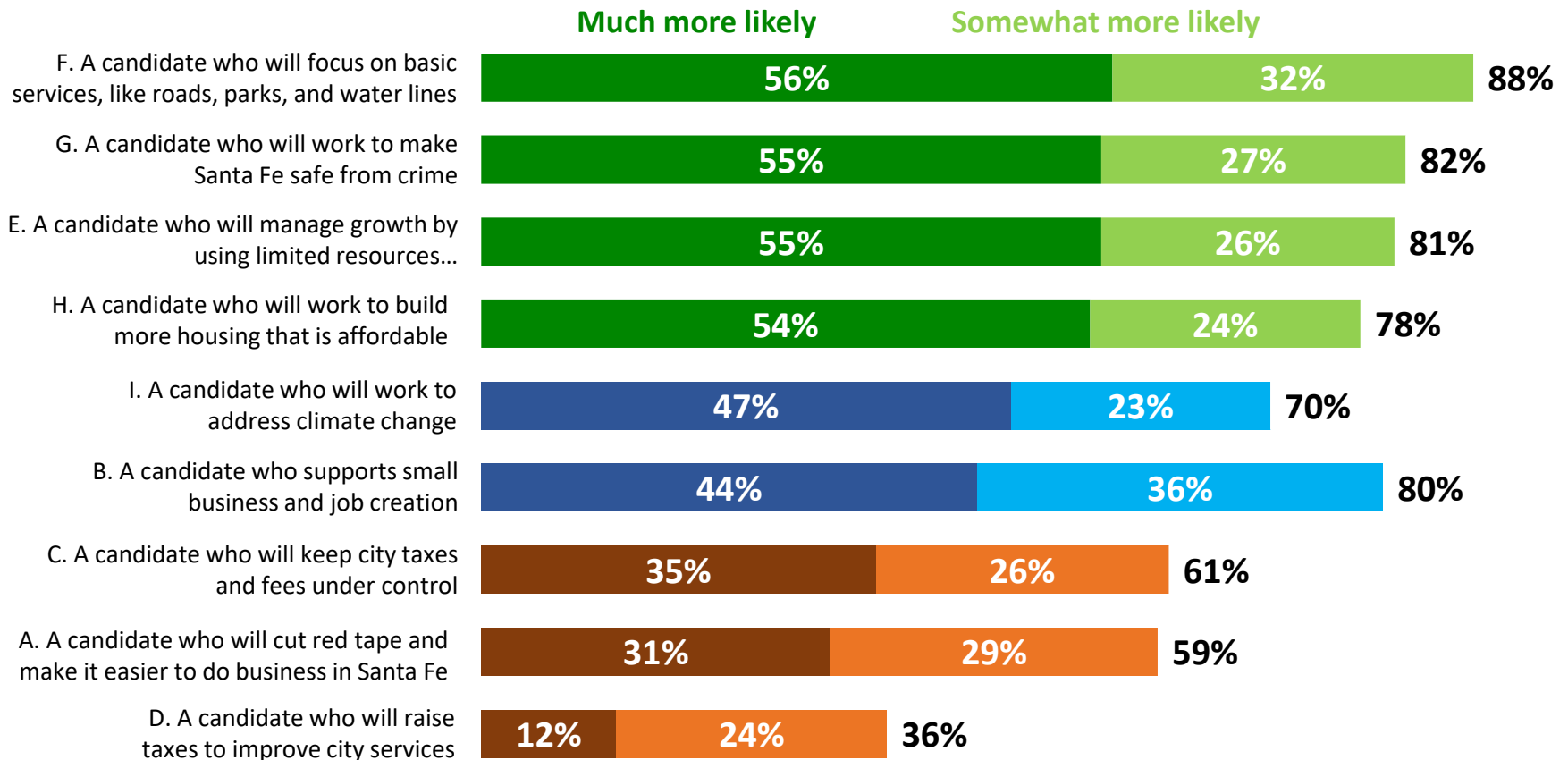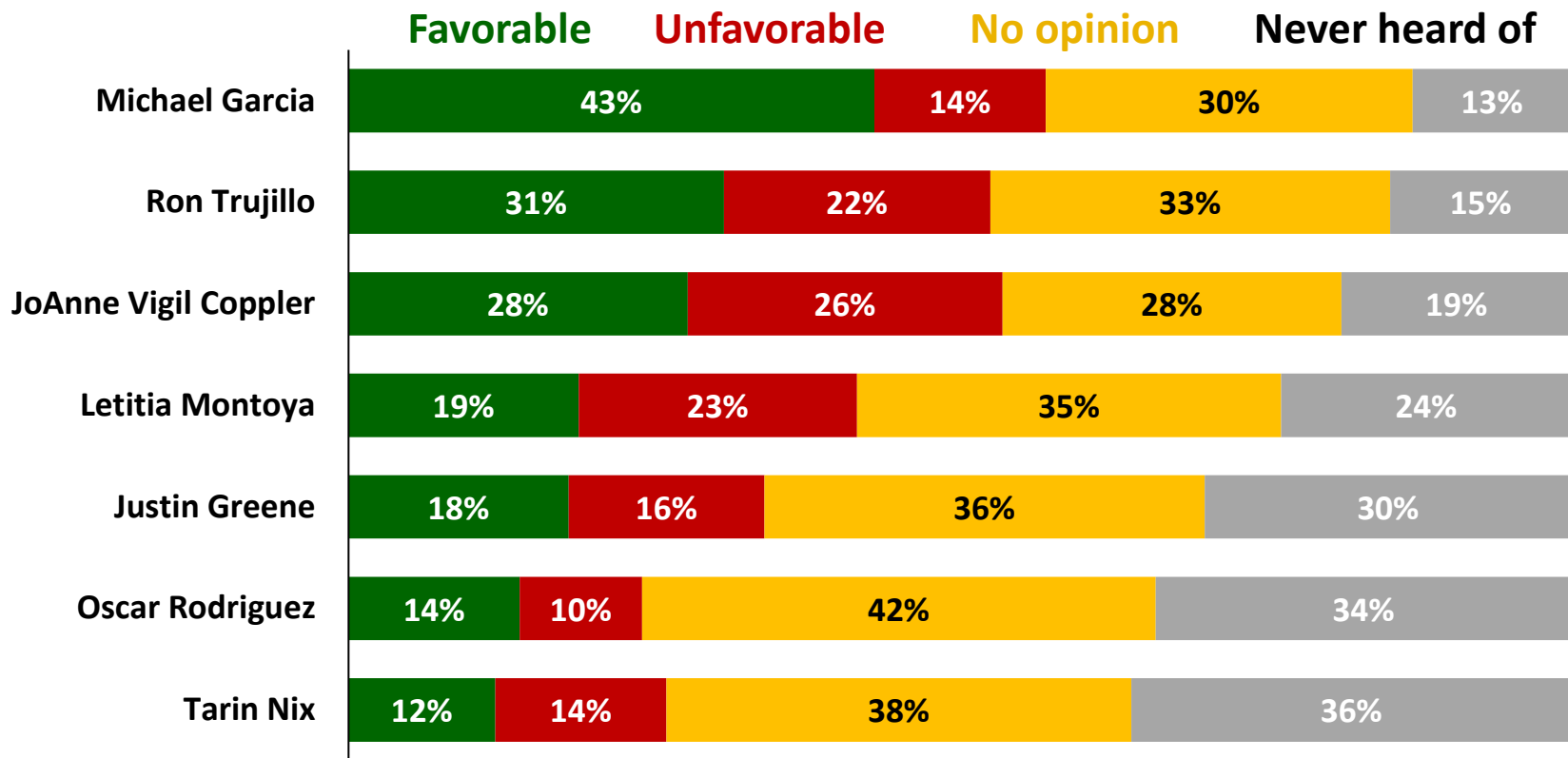|	Much more likely	Somewhat more likely	Total
F. A candidate who will focus on basic services, like roads, parks, and water lines	56%	32%	88%
G. A candidate who will work to make Santa Fe safe from crime	55%	27%	82%
E. A candidate who will manage growth by using limited resources…	55%	26%	81%
H. A candidate who will work to build more housing that is affordable	54%	24%	78%
I. A candidate who will work to address climate change	47%	23%	70%
B. A candidate who supports small business and job creation	44%	36%	80%
C. A candidate who will keep city taxes and fees under control	35%	26%	61%
A. A candidate who will cut red tape and make it easier to do business in Santa Fe	31%	29%	59%
D. A candidate who will raise taxes to improve city services	12%	24%	36%

Q.13 (PHONE) Still thinking about the election in November, I am going to read to you some descriptions of candidates for Santa Fe Mayor. For each, please tell me if you would be more or less likely to vote for this kind of candidate or if it makes no difference to you either way. (RANDOMIZE LIST AND READ)

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Now I'm going to read you the names of some public figures, and I'd like you to rate your feelings toward each one as very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable. If you have no opinion or have never heard of that person, please say so.

Michael Garcia Receives Highest Positive Name Recognition

Favorability of Mayoral Candidates

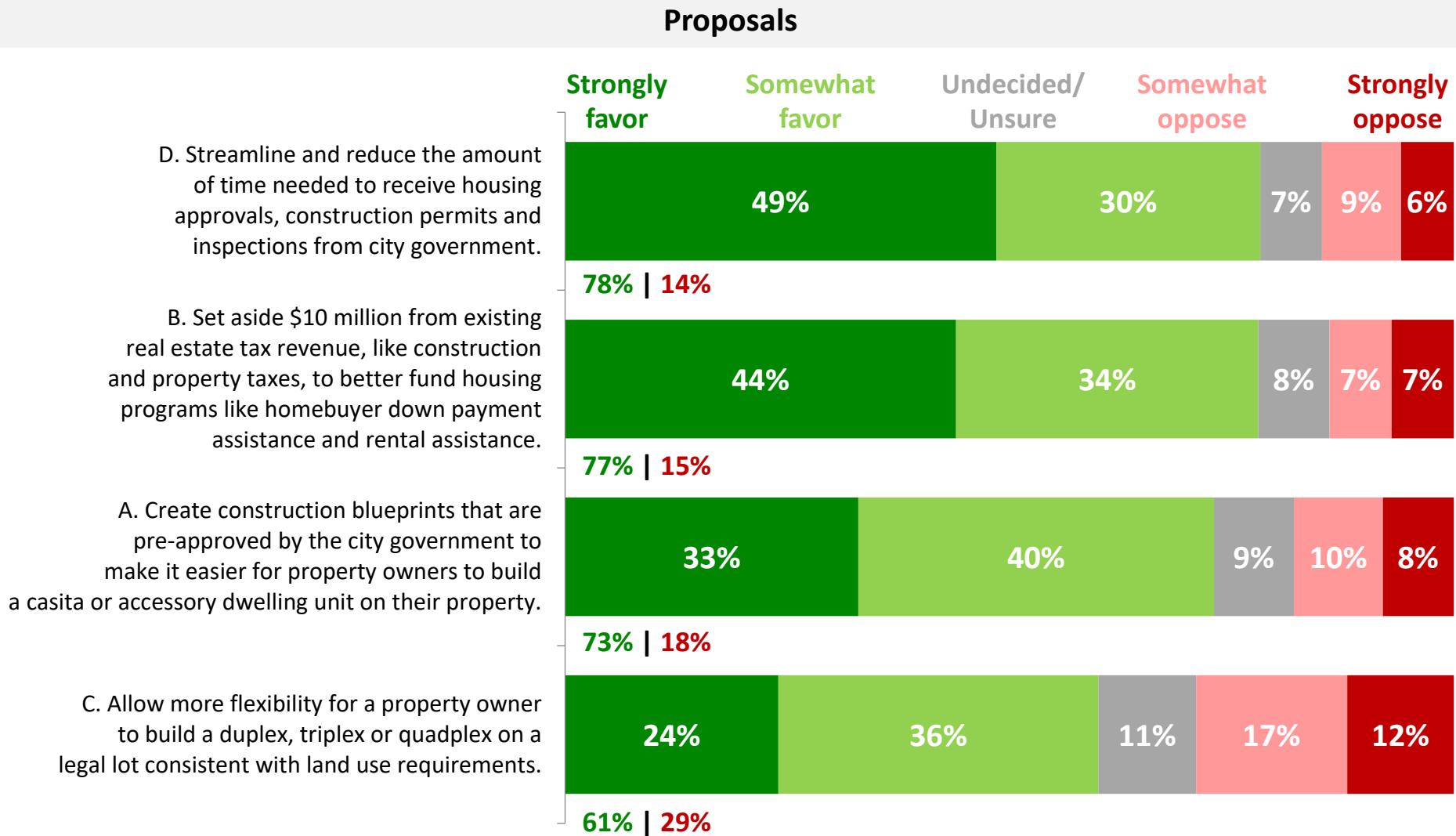|	Favorable	Unfavorable	No opinion	Never heard of
Michael Garcia	43%	14%	30%	13%
Ron Trujillo	31%	22%	33%	15%
JoAnne Vigil Coppler	28%	26%	28%	19%
Letitia Montoya	19%	23%	35%	24%
Justin Greene	18%	16%	36%	30%
Oscar Rodriguez	14%	10%	42%	34%
Tarin Nix	12%	14%	38%	36%

Q.12 (PHONE) Okay. Now I'm going to read you the names of some public figures, and I'd like you to rate your feelings toward each one as very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable. If you have no opinion or have never heard of that person, please say so. (RANDOMIZE AND READ)

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Proposals to Address
Housing Costs and Availability

Streamlining Housing Approvals And Setting Aside Money for Housing Programs Are Most Popular

Proposals

	Strongly favor	Somewhat favor	Undecided/ Unsure	Somewhat oppose	Strongly oppose
D. Streamline and reduce the amount of time needed to receive housing approvals, construction permits and inspections from city government.	49%	30%	7%	9%	6%

78% | 14%

	Strongly favor	Somewhat favor	Undecided/ Unsure	Somewhat oppose	Strongly oppose
B. Set aside $10 million from existing real estate tax revenue, like construction and property taxes, to better fund housing programs like homebuyer down payment assistance and rental assistance.	44%	34%	8%	7%	7%

77% | 15%

	Strongly favor	Somewhat favor	Undecided/ Unsure	Somewhat oppose	Strongly oppose
A. Create construction blueprints that are pre-approved by the city government to make it easier for property owners to build a casita or accessory dwelling unit on their property.	33%	40%	9%	10%	8%

73% | 18%

	Strongly favor	Somewhat favor	Undecided/ Unsure	Somewhat oppose	Strongly oppose
C. Allow more flexibility for a property owner to build a duplex, triplex or quadplex on a legal lot consistent with land use requirements.	24%	36%	11%	17%	12%

61% | 29%

Q.14 (PHONE) Next, I am going to read to you some proposals to address housing costs and availability in Santa Fe. Please tell me whether you favor or oppose each one. (RANDOMIZE AND READ)

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Executive Summary

Executive Summary

Voters say Santa Fe is off on the wrong track. Two-thirds of voters (68 percent) feel that the city is off on the wrong track. Just 26 percent think that things are going in the right direction.

- **Big jump in wrong track feelings.** The "wrong track" number is up 26-points from our last survey conducted before the 2021 mayoral election. In that poll, 42 percent had negative feelings about the city's direction.

Quality of life good but getting worse. Just over two-thirds (69 percent) say the quality of life in Santa Fe is either "excellent" (19 percent) or "good" (50 percent). However, when asked how things have changed over the past three years, a majority (54 percent) feel that the quality of life in the city has gotten worse

Homelessness, housing costs and crime top concerns. When asked to say in their own words what issue local elected officials should focus on, homelessness (35 percent), housing costs (34 percent) and crime and drugs (29 percent) were the top concerns.

Executive Summary

Basic services, efficient growth, crime and housing resonate most with voters. When given a list of candidate attributes, majorities of voters are much more likely to support a candidate who will focus on basic services (56 percent much more likely), manage growth by using limited resources as efficiently as possible (55 percent), work to make Santa Fe safe from crime (55 percent) and a candidate who will build more housing that is affordable (54 percent).

Michael Garcia receives highest positive name recognition with four-in-ten being favorable of him. Forty-three percent say they are either very favorable (14 percent) or somewhat favorable (29 percent) towards Michael Garcia. The next most recognizable candidates are Ron Trujillo (31 percent favorable) and JoAnne Vigil Coppler (28 percent favorable). Less than half of voters have a well-formed opinion of Justin Green, Letitia Montoya, Tarin Nix, or Oscar Rodriguez.

Streamlining and reducing the amount of time needed to receive housing approvals and setting aside $10 million to fund better housing programs are most popular among the four proposals tested. Eight-in-ten voters favor making it easier to get housing approvals, permits, and inspections (78 percent) as well as setting aside money to fund housing programs (77 percent). Three-quarters favor making it easier for property owners to build an ADU on their property (73 percent).

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August 2025

American Strategies designed and administered this multi-modal survey conducted by professional interviewers and via an online platform. The survey reached 400 adults (400 weighted), age 18 or older, who indicated they were registered to vote in Santa Fe, NM and said they were almost certain to vote, will probably or had a 50-50 chance of voting in the November 2025 election. Additionally, respondents indicated they always vote, vote most of the time, or vote some of the time in elections for local offices. The survey was conducted August 18-24, 2025.

Fifty percent of respondents were reached on wireless phones and four percent on VOIP/landlines. Forty-six percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of likely November 2025 voters in Santa Fe, NM and the data were weighted to ensure an accurate reflection of the voting population. The sample was drawn from a third-party vendor file. The overall margin of error is +/- 4.9%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.