

**Parents for School Options Poll
New Mexico Voters on Political Opinions
and School Choice**

- FINAL TOPLINE -

September 8-14, 2026
Conducted by Quantum Survey Group
on behalf of Parents for School Options

Key Findings

A September 2026 survey of registered New Mexico voters, conducted by Quantum Survey Group on behalf of Parents for School Options, paints a state preoccupied with everyday pressures like crime and the cost of living. Ask about schools specifically, though, and a different picture emerges: voters across the political spectrum show real appetite for expanding school choice, even amid sharp disagreement elsewhere.

Crime and the cost of living top voters' list of statewide concerns. Asked to name the most important problem facing New Mexico today, voters point first to crime (36%), followed by the cost of household goods (19%) and access to quality jobs (13%).

But zoom in on schools, and curriculum quality is what worries voters most. Asked what's most important specifically in New Mexico education, voters rank improving curriculum highest at 31%, ahead of increased funding for public schools (24%), teacher pay (14%), and school safety (11%).

Voters see more work to be done in public schools. Six in ten New Mexico voters (61%) say they're dissatisfied with the state's public school system, including 29% who are very dissatisfied. Only 27% say they're satisfied, and just 4% are very satisfied. That view holds steady across geography, with urban voters at 62% dissatisfied, suburban voters at 62%, and rural voters at 55%.

Given a direct choice, voters chose school options. The starkest finding in the survey came from a head-to-head test. Voters chose between a candidate who believes all parents should have the right to choose any school option regardless of geographic boundaries, and one who believes students should attend the public school district they're assigned to. They picked school choice by a landslide, 68% to 16%. The margin held up across party (Republicans 74-13, swing voters 69-16, Democrats 61-18), race, gender, and region. Urban, suburban, and rural voters all landed within a few points of each other.

Voters want funding to follow the child, regardless of party. Asked whether they'd be more or less likely to support a candidate who backs funding that follows the child to the school of their choice, regardless of geographic boundaries, 60% said more likely and just 15% said less likely. That support crosses party lines. Republicans back it 64-14. Democrats back it 56-22. Self-identified swing voters back it 62-12.

Charter schools draw broad support. 56% of voters said they'd be more likely to support a candidate who backs charter schools, compared with 21% less likely. Support holds across gender and most racial groups, including 58% of white voters and 51% of Hispanic voters. African American respondents were more closely split (49% more likely, 35% less likely, including 35% "much less likely").

Survey Methods

Survey conducted September 8-14 via an online panel of registered New Mexico voters. A sample of 657 respondents was selected through rigorous eligibility, residency and screening protocols combined with dynamic demographic and geographic quotas. Respondents were matched to voter and consumer databases to verify identity.

Final results were accurately weighted to the New Mexico electorate by age, gender, education, geography, income and voter propensity. Margin of error is +/-3.8% at 95% confidence level.

For questions about how this survey was conducted, please contact Chelsea Lawlor-Ellsworth, Director of Communications at Parents for School Options at chelsea@parentsforschooloptions.org.

About Quantum Survey Group

Quantum Survey Group is an independent, nonpartisan survey research firm based in the Midwest, specializing in public opinion polling on political, education, and policy issues for advocacy organizations, campaigns, and researchers nationwide.

Founded in 2024, the firm is committed to methodological transparency and rigorous sampling standards, employing telephone, online, and text-to-web survey methodologies to ensure representative, statistically reliable results.

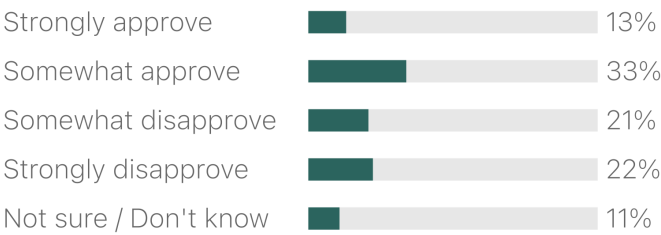
To learn more, contact us at team@quantumsurveygroup.org.

Results

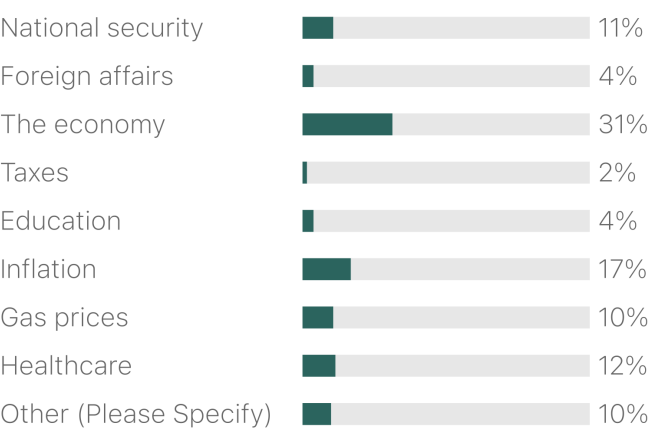
Favorable or Unfavorable Opinion: Do you have a favorable or unfavorable opinion of the following?

	Total - Favorable	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	Not sure / Don't know	Total - Unfavorable
President Donald Trump	36%	19%	17%	6%	51%	7%	57%
Governor Michelle Lujan Grisham	45%	21%	23%	14%	29%	11%	44%
New Mexico State Legislature	44%	8%	36%	19%	22%	15%	41%

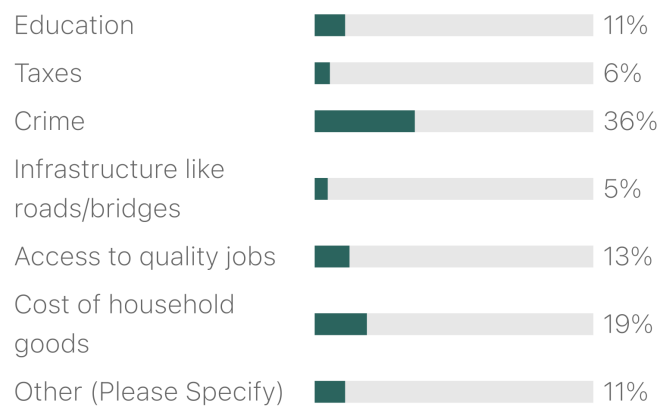
Congressional Leaders Job Approval: Do you approve or disapprove of the job that New Mexico congressional leaders are doing for New Mexico?



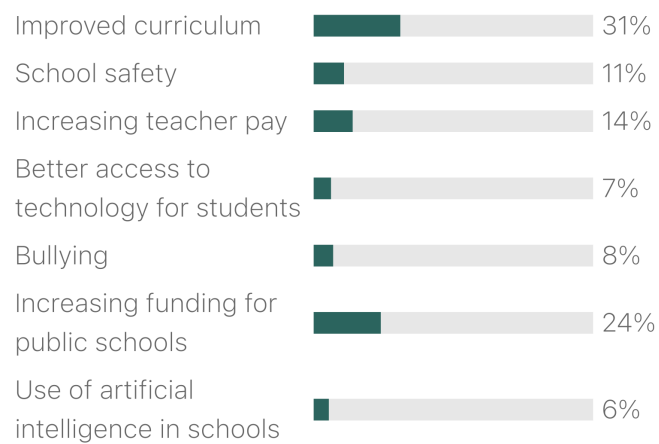
Most Important US Issue: In your opinion, what is the most important issue facing the United States today?



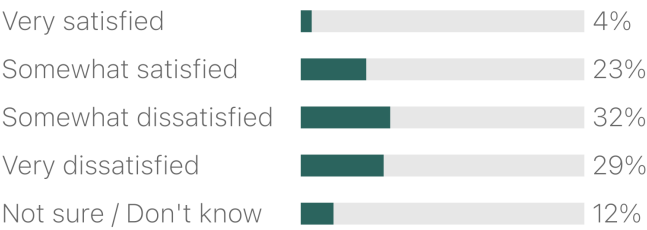
Most Important New Mexico Issue: In your opinion, what is the most important issue facing New Mexico today?



Top New Mexico Education Priority: What is the most important issue facing the New Mexico education system that the state legislature and Governor should focus on?



Public Education System Satisfaction: Are you satisfied or dissatisfied with the public education system in New Mexico today?



Urban Density	Dense Urban	Urban	Suburban	Exurban	Rural	All
Total - Satisfied	36%	27%	30%	23%	28%	27%
Very satisfied	0%	3%	1%	3%	7%	4%
Somewhat satisfied	36%	24%	28%	20%	21%	23%
Somewhat dissatisfied	10%	37%	33%	36%	24%	32%
Very dissatisfied	2%	25%	29%	33%	32%	29%
Not sure / Don't know	53%	11%	9%	9%	16%	12%
Total - Dissatisfied	11%	62%	62%	68%	55%	61%
Unweighted N	8	164	159	170	156	657

Candidate Statement Support Likelihood: For each of the following, please indicate if the statement would make you more or less likely to support a candidate for state office.

	Total - More	Much more likely to support that candidate	Somewhat more likely to support that candidate	Somewhat less likely to support that candidate	Much less likely to support that candidate	Not sure / Don't know	Total - Less
If the candidate believed that state and local funds should follow a student to the public school that is educating that student regardless of geographic boundaries	60%	30%	30%	10%	5%	24%	15%
If the candidate supported public charter schools	55%	22%	34%	12%	9%	24%	21%
If the candidate believed that parents should have a critical voice in their student's education	76%	48%	28%	9%	4%	11%	13%
If the candidate supported parents using state and local school funding to send their child to a private school	37%	19%	19%	16%	29%	18%	45%
If the candidate supported parents using state and local school funding to send their child to a private, religious school	31%	16%	15%	18%	32%	19%	50%

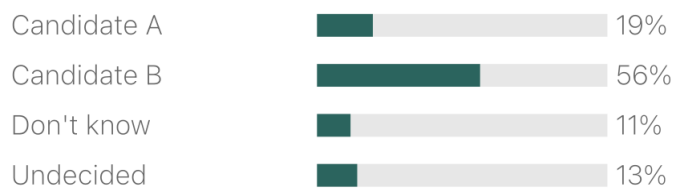
Candidate Statement Support Likelihood - If the candidate believed that state and local funds should follow a student to the public school that is educating that student regardless of geographic boundaries.

	<i>GOP</i>	<i>SWING</i>	<i>DEM</i>	<i>All</i>
Much more likely to support that candidate	41%	27%	23%	30%
Somewhat more likely to support that candidate	23%	35%	33%	30%
Somewhat less likely to support that candidate	8%	8%	16%	10%
Much less likely to support that candidate	6%	4%	6%	5%
Not sure / Don't know	22%	27%	22%	24%

Candidate Statement Support Likelihood - If the candidate supported public charter schools.

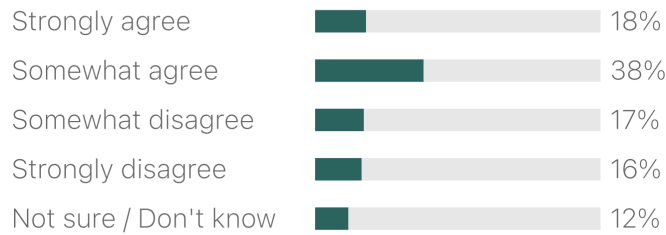
<i>Race</i>	<i>White</i>	<i>Hispanic</i>	<i>Black</i>	<i>Other</i>	<i>All</i>
Much more likely to support that candidate	24%	19%	8%	18%	22%
Somewhat more likely to support that candidate	34%	32%	41%	41%	34%
Somewhat less likely to support that candidate	12%	14%	0%	12%	12%
Much less likely to support that candidate	9%	7%	35%	6%	9%
Not sure / Don't know	21%	28%	16%	24%	24%

School Funding Follows Student: Candidate A believes that all state and local funds generated by a student must stay in the student's home district even if a different school district educates that student. Candidate B believes that the state and local funds generated by a student should follow that student to the school that is educating that student, even if it is a different school district from where they live. Which candidate would you be more likely to support?



	<i>GOP</i>	<i>Swing</i>	<i>DEM</i>	<i>All</i>
Candidate A	17%	18%	24%	19%
Candidate B	66%	54%	49%	56%
Don't know	6%	13%	13%	11%
Undecided	11%	14%	15%	13%

Virtual Education Option Support: Do you agree or disagree that full- time public virtual education is a critical option that may benefit some students?



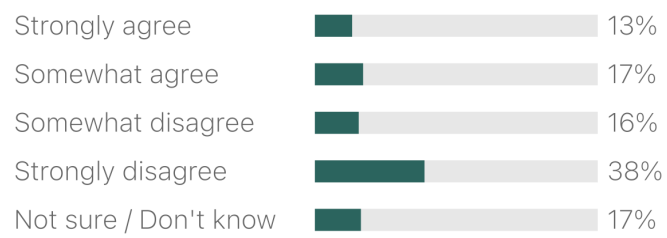
Better Public School Options Available: Do you agree or disagree that your community has other public school options where a student could get a better education (whether it be another public traditional school that your student does not attend or a public charter school)?

Gender	Male	Female	All
Total - Agree	55%	46%	50%
Strongly agree	18%	14%	16%
Somewhat agree	37%	33%	35%
Somewhat disagree	14%	17%	15%
Strongly disagree	8%	13%	11%
Not sure / Don't know	24%	23%	23%
Total - Disagree	21%	31%	26%
Unweighted N	282	375	657

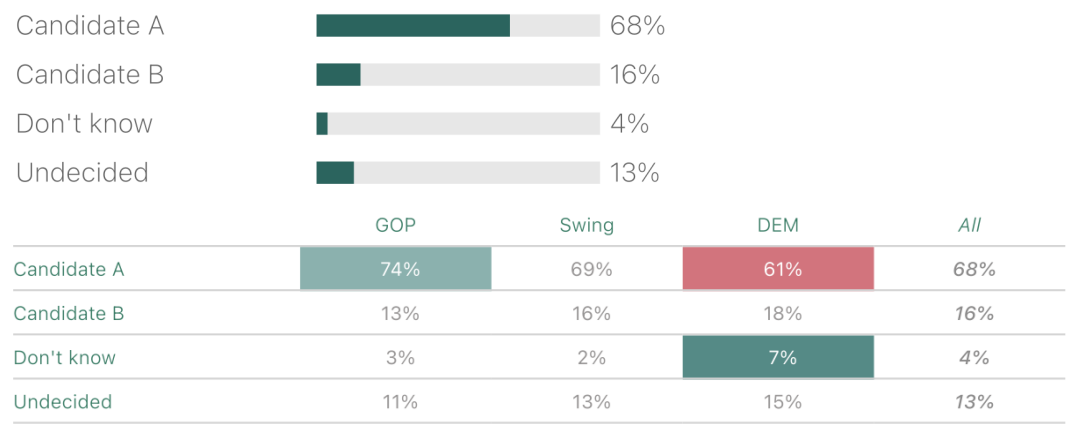
Race	White	Hispanic	Black	Other	All
Total - Agree	54%	46%	53%	48%	50%
Strongly agree	16%	15%	31%	14%	16%
Somewhat agree	38%	31%	21%	34%	35%
Somewhat disagree	16%	16%	0%	13%	15%
Strongly disagree	10%	12%	9%	13%	11%
Not sure / Don't know	21%	26%	38%	27%	23%
Total - Disagree	25%	28%	9%	26%	26%
Unweighted N	376	145	14	122	657

Household Income	\$0-\$50k	\$50k-\$100k	\$100k-\$150k	\$150k+	All
Total - Agree	52%	47%	67%	54%	50%
Strongly agree	15%	15%	23%	20%	16%
Somewhat agree	37%	32%	43%	34%	35%
Somewhat disagree	10%	21%	10%	19%	15%
Strongly disagree	12%	11%	11%	0%	11%
Not sure / Don't know	26%	21%	12%	27%	23%
Total - Disagree	22%	32%	21%	19%	26%
Unweighted N	277	313	28	39	657

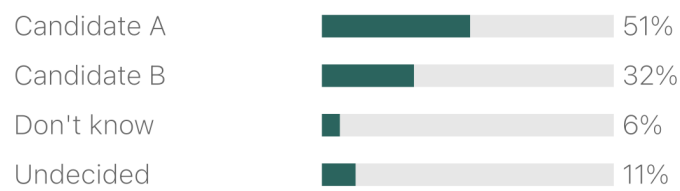
Federal Education Tax Credit Opinion: In 2027, the federal government is going to provide a federal Education Freedom Tax Credit for taxpayers who support a charity that gives scholarships to families. The scholarships can be used for public school tutoring services, private schools and other approved expenses for both public and private students. However, Governor Grisham opted out of this program, making this unavailable to New Mexico families. The next governor could opt New Mexico into the program. Do you agree or disagree with the Governor's decision to opt out of this education scholarship program?



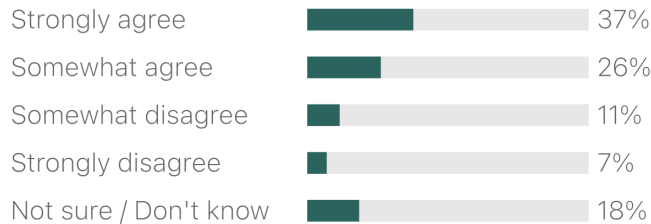
School Choice Versus District Assignment: Candidate A believes that all parents should have the right to choose any school option they feel is best for their child regardless of geographic boundaries. Candidate B believes that all children should attend the public school district where they live, even if the school is not working for a particular kid. Which candidate would you be more likely to support?



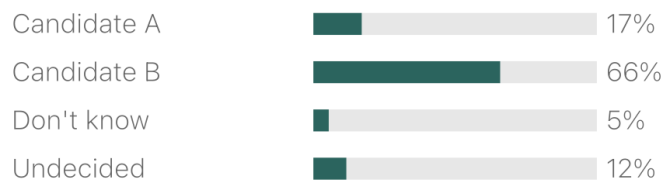
State Testing Purpose and Consequences: Candidate A believes that state testing of K-12 New Mexico students should only be used for informational purposes to help a school improve and not for punitive purposes like sanctioning a teacher or closing a school. Candidate B believes that state testing should be used to determine if a school is succeeding and should be used as the basis for closing schools. Which candidate would you be more likely to support?



Funding Follows Student Agreement: Candidate A believes that all state and local funds generated by a student must stay in the student's home district even if a different school district educates that student. Candidate B believes that the state and local funds generated by a student should follow that student to the school that is educating that student, even if it is a different school district from where they live. Which candidate would you be more likely to support?



Charter School Testing Standards: Candidate A believes that public charter schools should be held to higher standards than traditional public schools in regards to state testing. Candidate B believes that all schools should be held to the same standards on state testing regardless of what kind of public school they are. Which candidate would you be more likely to support?



Public School Choice Awareness: Before today, were you aware that in New Mexico a parent has the right to send their child to a different public school of their choice if there is a seat open and that the local school district agrees to accept the student?



Charter School Quality Comparison: In your community, do you think that public charter schools in general provide a better education, a worse education, or about the same level of education as regular public schools?

