



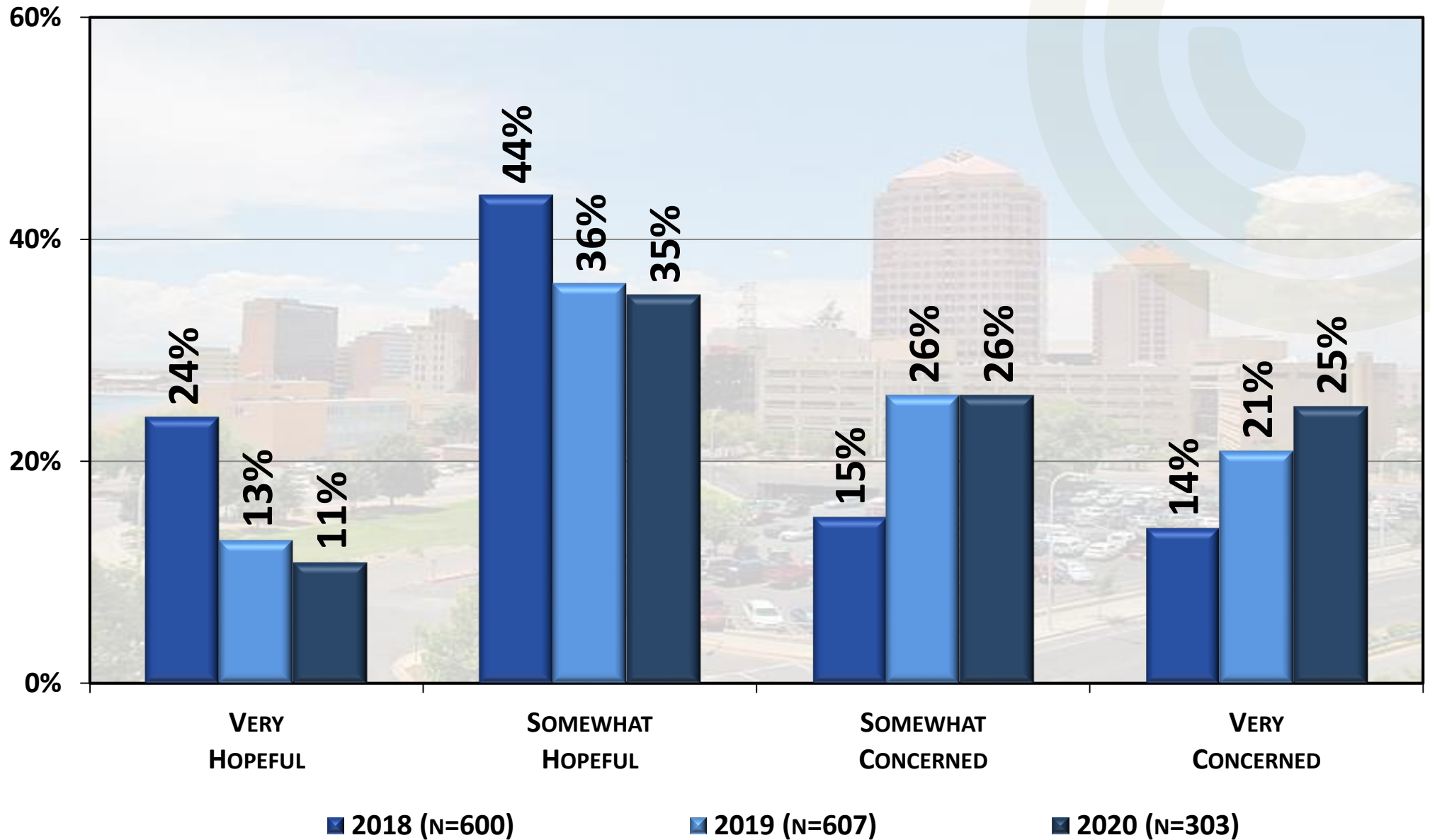
CITY OF
ALBUQUERQUE

CITIZEN PERCEPTION
SURVEY

METHODOLOGY

RESEARCH OBJECTIVES:	ASSESS RESIDENTS' SATISFACTION WITH VARIOUS CITY SERVICES, RESPONSE TO THE CORONAVIRUS, AND ISSUES RELATING TO CRIME, SAFETY, THE ECONOMY, AND COMMUNITY VALUES
TOTAL SAMPLE SIZE:	N=303 ADULT RESIDENTS
DATA COLLECTION METHOD:	CELL PHONES (72%) LAND LINES (28%)
FIELD DATES:	AUGUST 12-18, 2020
MARGIN OF ERROR:	5.6%

FEELINGS ABOUT DIRECTION THE CITY IS HEADING



REASONS FOR FEELINGS ABOUT THE DIRECTION ALBUQUERQUE IS HEADING

AMONG THOSE WHO ARE HOPEFUL OR CONCERNED ABOUT THE DIRECTION ALBUQUERQUE IS HEADING

TOTAL RESPONSES (N=295)

TOP RESPONSES

HOPEFUL	
COVID-19 RELATED RESPONSES (TOTAL)	13%
GOOD RESPONSE TO COVID/CORONAVIRUS	10%
THINGS STARTING TO GET BACK TO NORMAL	1%
GOVERNOR DOING A GOOD JOB HANDLING COVID-19	1%
BUSINESSES REOPENING	1%
PARENTS TAKING RESPONSIBILITY WITH CHILDREN IN SCHOOL	*
GOVERNMENT WORKING ON ISSUES/ GOOD LEADERSHIP	9%
IMPROVED ECONOMY	4%
LESS CRIME/CRIME RATE DROPPING	4%
POSITIVE POLICE REFORM	3%
MORE POLICE OFFICERS	2%

CONCERNED	
COVID-19 RELATED RESPONSES (TOTAL)	28%
CORONAVIRUS OUTBREAK (IN GENERAL)	11%
FEWER JOBS/UNEMPLOYMENT	4%
BUSINESSES SHUT DOWN	3%
LAYOFFS HIGH/UNEMPLOYMENT	2%
ECONOMY DECLINING	2%
SCHOOLS NOT OPENING/NO IN-PERSON SCHOOLING	2%
POOR RESPONSE TO COVID-19/ CORONAVIRUS	1%
CONCERNED ABOUT KIDS GOING TO SCHOOL	1%
OTHER COVID RELATED RESPONSES	2%
MORE CRIME/CRIME RATE INCREASING	22%
POOR GOVERNMENT LEADERSHIP	8%
MORE HOMELESS	5%
POLICE NOT ALLOWED TO DO THEIR JOB/ LACK OF SUPPORT FOR POLICE	2%
PROTESTS OUT OF CONTROL/NOT HANDLED WELL	2%

THINGS THAT MAKE ALBUQUERQUE UNIQUE AND SPECIAL

TOTAL SAMPLE (N=303)
TOP 11 UNAIDED RESPONSES

GEOGRAPHY/OUTDOORS

CLIMATE/WEATHER **26%**

SENIORS MENTIONED MORE OFTEN

SANDIA MOUNTAINS **15%**

BALLOON FIESTA **12%**

OUTDOOR RECREATION **9%**

**PROXIMITY TO MOUNTAINS/
WILDERNESS/RIVERS** **8%**

THE BOSQUE/RIVER **5%**

OPEN SPACE/TRAILS **4%**

CULTURE/PEOPLE

CULTURE **21%**

DIVERSE POPULATION **19%**

FRIENDLY PEOPLE **17%**

FOOD/CUISINE **10%**

MOST IMPORTANT VALUES TO ALBUQUERQUE RESIDENTS

TOTAL SAMPLE (N=303)
TOP 12 UNAIDED RESPONSES

FAMILY **22%**

HISPANICS & 35-49 YEARS OLD MORE LIKELY TO MENTION

SAFETY **15%**

PRIDE IN COMMUNITY **12%**

CULTURE/PRESERVING CULTURE **10%**

DIVERSITY **7%**

CARING/COMPASSIONATE **7%**

FAITH/RELIGION **6%**

HARDWORKING **4%**

RESPECTFULNESS **4%**

VALUE EDUCATION **4%**

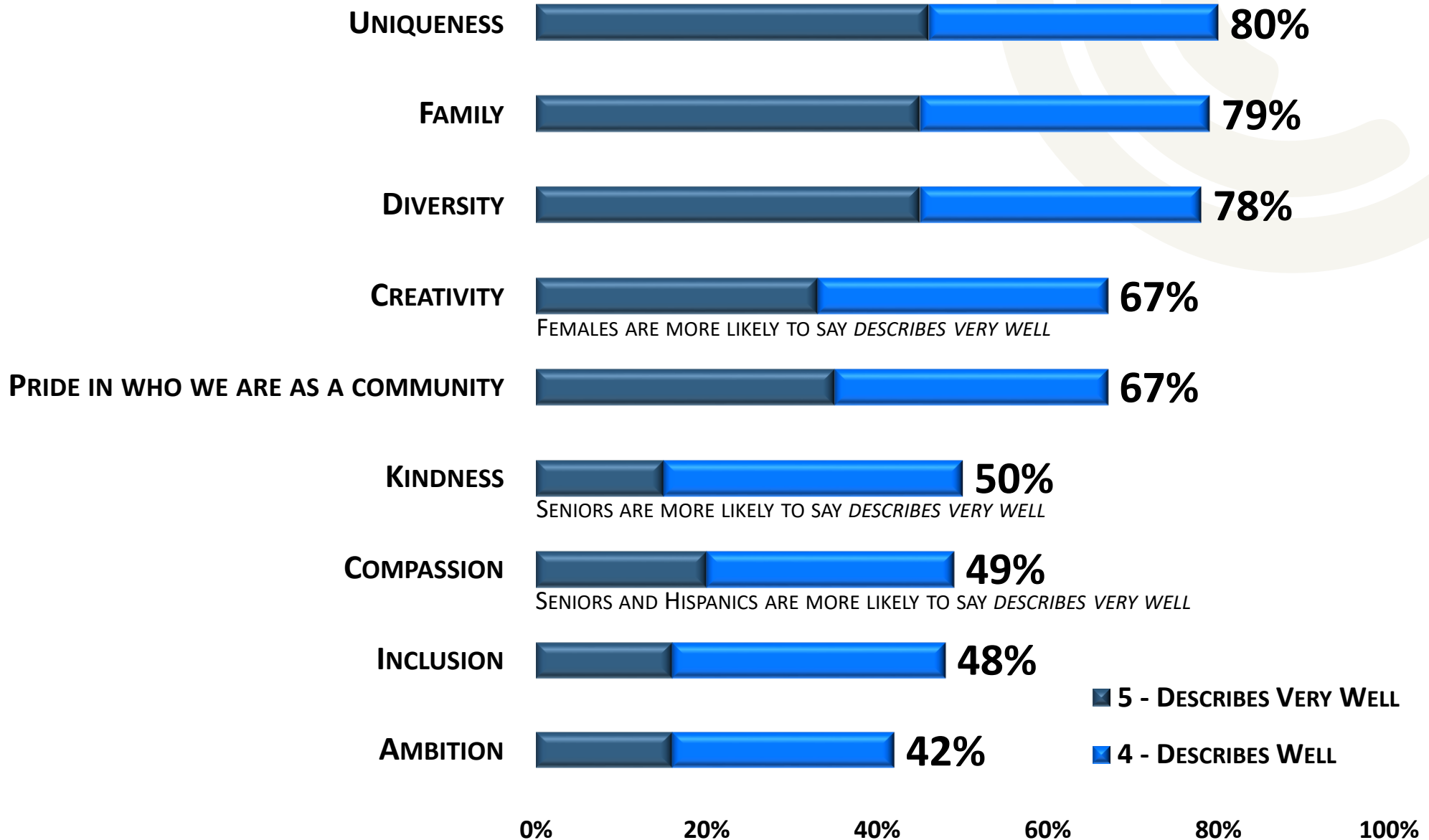
**EMPLOYMENT/STABILITY OF JOBS/
PEOPLE WANT TO WORK** **3%**

**PROTECTING THE ENVIRONMENT, AIR,
AND WATER** **3%**

VALUES THAT DESCRIBE ALBUQUERQUE

TOTAL SAMPLE (N=303)

5-POINT SCALE WHERE 5 IS *DESCRIBES VERY WELL* AND 1 IS *DOES NOT DESCRIBE AT ALL*



FEMALES ARE MORE LIKELY TO SAY *DESCRIBES VERY WELL*

SENIORS ARE MORE LIKELY TO SAY *DESCRIBES VERY WELL*

SENIORS AND HISPANICS ARE MORE LIKELY TO SAY *DESCRIBES VERY WELL*



OVERALL RATING OF HOW THE ALBUQUERQUE CITY GOVERNMENT IS HANDLING VARIOUS ISSUES

TOTAL SAMPLE (N=303)

5-POINT SCALE WHERE 5 IS *EXCELLENT* AND 1 IS *VERY POOR*

	EXCELLENT/GOOD 4 & 5	3	POOR/VERY POOR 1 & 2
SUPPORTING RENEWABLE AND CLEAN ENERGY PROGRAMS • SENIORS ARE MORE LIKELY TO RATE <i>EXCELLENT/GOOD</i>	46%	36%	11%
ADDRESSING ISSUES OF CIVIL RIGHTS	43%	37%	18%
ENCOURAGING ECONOMIC DEVELOPMENT	43%	28%	25%
ADDRESSING ISSUES OF EQUITY AND INCLUSION AMONG ALL POPULATION GROUPS	38%	37%	21%
KEEPING THE COMMUNITY SAFE • SENIORS ARE MORE LIKELY TO RATE <i>EXCELLENT/GOOD</i>	37%	30%	32%
SUPPORTING LOCAL BUSINESSES	36%	32%	28%
REFORMING PUBLIC SAFETY AND PUBLIC SERVICE PROGRAMS TO BETTER SERVE THE COMMUNITY	34%	33%	30%
AVAILABILITY OF YOUTH BEFORE SCHOOL, AFTER SCHOOL AND SUMMER SCHOOL PROGRAMS*	33%	26%	21%

*20% STATED THEY DON'T KNOW ABOUT THE AVAILABILITY OF YOUTH BEFORE SCHOOL, AFTER SCHOOL AND SUMMER SCHOOL PROGRAMS



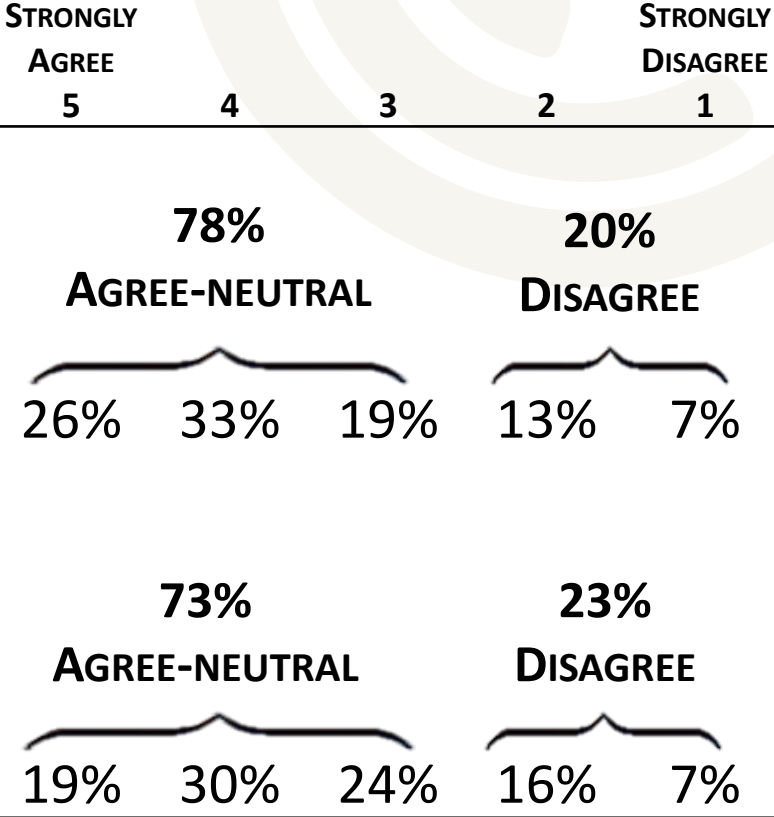
AGREE/DISAGREE WITH VARIOUS STATEMENTS RELATING TO THE JOB PERFORMANCE OF THE ALBUQUERQUE POLICE DEPARTMENT

TOTAL SAMPLE (N=303)

THE ALBUQUERQUE POLICE DEPARTMENT HAS DONE A GOOD JOB OF HANDLING RECENT PROTESTS IN THE CITY

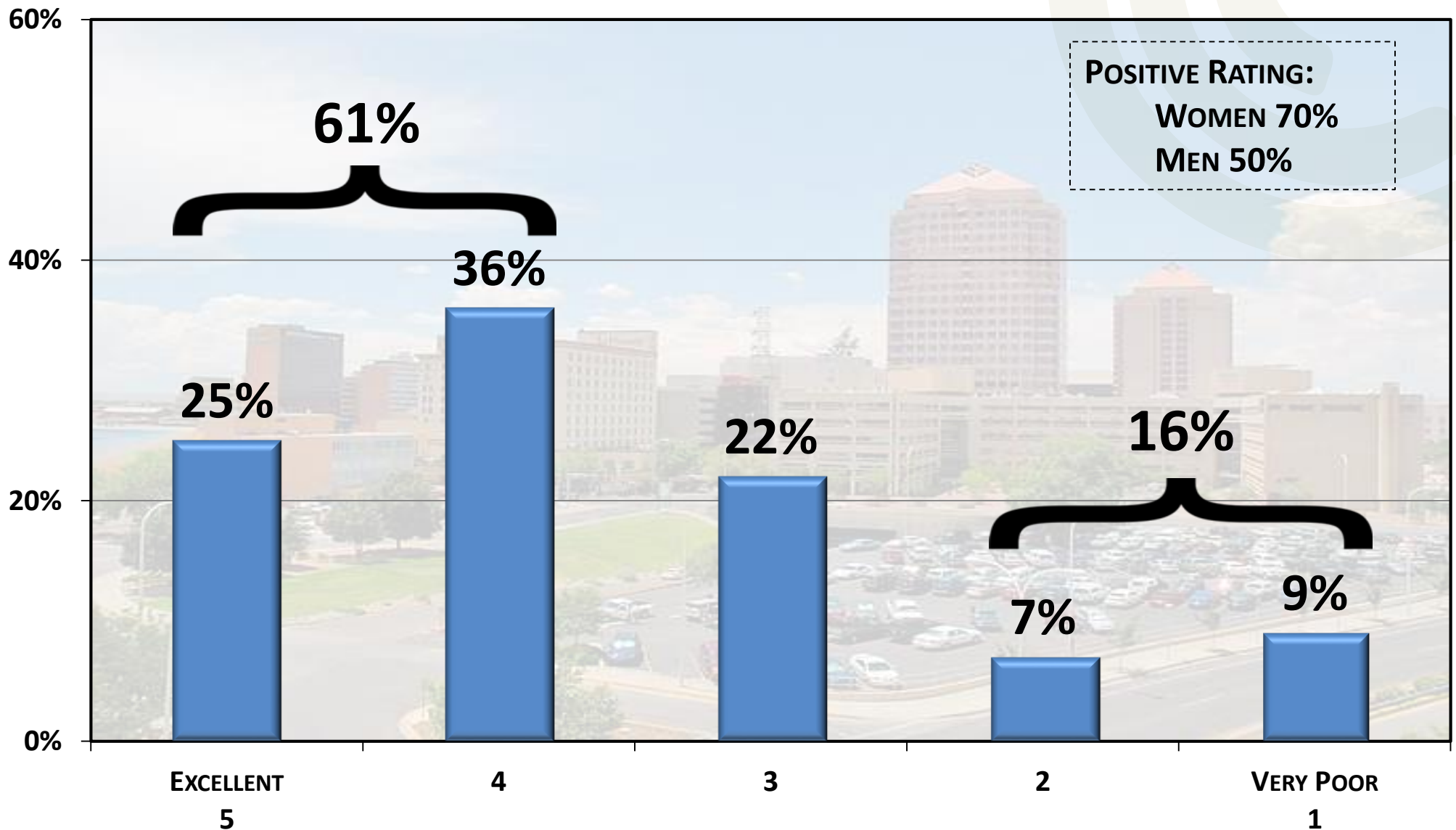
THE ALBUQUERQUE POLICE DEPARTMENT REFLECTS THE VALUES OF THE CITY'S RESIDENTS

- SENIORS ARE MORE LIKELY TO *STRONGLY AGREE*



OVERALL RATING OF HOW THE CITY GOVERNMENT HAS DEALT WITH THE CORONAVIRUS/COVID-19 PANDEMIC

TOTAL SAMPLE (N=303)



REASONS FOR OVERALL RATING OF HOW THE CITY GOVERNMENT IS HANDLING THE COVID-19 PANDEMIC

AMONG THOSE WHO HAVE AN OPINION
 TOTAL RESPONSES (N=300)
 TOP 10 UNAIDED RESPONSES

DOING AN EXCELLENT/GOOD JOB

FOLLOWING PUBLIC HEALTH ORDER	17%
ENFORCING PUBLIC HEALTH ORDER	15%
DOING WHAT'S NEEDED TO STOP SPREAD	11%
CASES ARE DECREASING/STAYING LOW	8%
WE ARE DOING BETTER THAN OTHER STATES/NOT AS MANY CASES	7%
HOLDS NEWS CONFERENCE FREQUENTLY	6%

DOING A POOR/VERY POOR JOB

TOO MANY THINGS CLOSED	9%
NOT HELPING BUSINESS OWNERS	7%
MASK ENFORCEMENT: NEED TO ENFORCE MORE/ENFORCED LATE/SOME PEOPLE DON'T WANT WEAR MASKS/NO PENALTIES FOR NOT WEARING A MASK	5%
NOT ENFORCING PUBLIC HEALTH ORDER	5%

AGREE/DISAGREE WITH VARIOUS STATEMENTS RELATING TO THE JOB PERFORMANCE OF THE ALBUQUERQUE CITY GOVERNMENT'S HANDLING OF THE CORONAVIRUS/COVID-19 PANDEMIC

TOTAL SAMPLE (N=303)

5-POINT SCALE WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE

	AGREE 4 & 5	3	DISAGREE 1 & 2
HAS DONE A GOOD JOB OF COMMUNICATING WITH THE PUBLIC DURING THE OUTBREAK	65%	19%	14%
HAS DONE A BETTER JOB THAN OTHER CITIES IN THE NATION RESPONDING TO THE CORONAVIRUS	61%	18%	11%
HAS DONE A GOOD JOB OF HELPING TO KEEP RESIDENTS SAFE DURING THE OUTBREAK	60%	25%	13%
HAS TAKEN THE APPROPRIATE STEPS TO BALANCE PUBLIC HEALTH AND KEEPING THE ECONOMY GOING	53%	22%	24%
HAS DONE A GOOD JOB PROVIDING ASSISTANCE TO THOSE WHO HAVE BEEN LAID OFF OR FURLOUGHED	37%	25%	23%
HAS DONE A GOOD JOB HELPING BUSINESS OWNERS DURING THE OUTBREAK	36%	29%	28%

- GENERALLY, WOMEN AND HISPANICS ARE MORE LIKELY TO GIVE CITY GOVERNMENT POSITIVE RATINGS.



COMFORT LEVEL PARTICIPATING IN VARIOUS ACTIVITIES DURING THE CORONAVIRUS PANDEMIC

TOTAL SAMPLE (N=303)

5-POINT SCALE WHERE 5 IS *VERY COMFORTABLE* AND 1 IS *VERY UNCOMFORTABLE*

	COMFORTABLE 5 & 4	3	UNCOMFORTABLE 1 & 2
DINING OUTSIDE AT RESTAURANTS	57%	17%	24%
SHOPPING OR BEING IN OTHER NON-DINING PUBLIC PLACES	53%	28%	18%
DINING INSIDE AT RESTAURANTS	34%	18%	47%
SENDING K-12 STUDENTS BACK TO SCHOOL IN SEPTEMBER <i>AMONG THOSE WITH CHILDREN IN THE HOUSEHOLD</i>	24% 33%	14% 12%	59% 54%
SENDING CHILDREN TO DAYCARE CENTERS <i>AMONG THOSE WITH CHILDREN IN THE HOUSEHOLD</i>	24% 33%	14% 15%	57% 51%

GENERALLY, RESIDENTS WHO ARE *VERY CONCERNED* ABOUT THE DIRECTION ALBUQUERQUE IS HEADING ARE MORE LIKELY TO SAY THEY ARE *VERY COMFORTABLE* PARTICIPATING IN THE ABOVE-MENTIONED ACTIVITIES.

OVERALL TRUSTWORTHINESS OF VARIOUS INFORMATION SOURCES PERTAINING TO THE CORONAVIRUS

TOTAL SAMPLE (N=303)

5-POINT SCALE WHERE 5 IS *VERY TRUSTWORTHY* AND 1 IS *NOT TRUSTWORTHY AT ALL*

	TRUSTWORTHY 5 & 4	3	NOT TRUSTWORTHY 1 & 2
LOCAL TELEVISION STATIONS	55%	22%	19%
LOCAL ELECTED OFFICIALS	42%	31%	25%
CABLE NEWS	30%	30%	32%
SOCIAL MEDIA	16%	20%	55%

MAJOR FINDINGS

- **ALTHOUGH SLIGHTLY LESS THAN HALF OF RESIDENTS ARE HOPEFUL ABOUT THE FUTURE DIRECTION OF THE CITY, THERE HAS *NOT* BEEN A SIGNIFICANT DECLINE IN OPTIMISM SINCE THE PANDEMIC BEGAN, COMPARED TO LAST YEAR.**
- **ATTRIBUTES PERTAINING TO OUR GEOGRAPHIC LOCATION/OUTDOORS AND OUR PEOPLE/CULTURE ARE CITED MOST OFTEN AS WHAT MAKES **ALBUQUERQUE** UNIQUE AND SPECIAL.**
- **CITY RESIDENTS FEEL OUR UNIQUENESS, FAMILY LIFE, AND DIVERSITY DESCRIBE **ALBUQUERQUE** WELL, COMPARED TO OUR AMBITION.**
- **CITY GOVERNMENT GETS RELATIVELY HIGH SCORES FOR *SUPPORTING RENEWABLE AND CLEAN ENERGY PROGRAMS AND ADDRESSING CIVIL RIGHTS*.**
- **CITY GOVERNMENT GETS GOOD SCORES FOR DEALING WITH THE PANDEMIC, ESPECIALLY IN AREAS OF *COMMUNICATING WITH THE PUBLIC AND KEEPING RESIDENTS SAFE*.**
- **DESPITE THE NATIONAL AND LOCAL PROTESTS REGARDING EXCESSIVE FORCE BY POLICE, ONLY **23%** OF LOCAL RESIDENTS FEEL **APD** DOES NOT REFLECT THE VALUES OF CITY RESIDENTS.**
- **MANY RESIDENTS STILL FEEL UNCOMFORTABLE RESUMING CERTAIN ACTIVITIES SUCH AS SENDING CHILDREN BACK TO SCHOOL (**59%**) OR DINING INSIDE RESTAURANTS (**47%**).**
- **THE MAJORITY OF RESIDENTS *TRUST* LOCAL TELEVISION NEWS BUT *DISTRUST* SOCIAL MEDIA FOR INFORMATION PERTAINING TO THE **CORONAVIRUS**, HOWEVER, SOCIAL MEDIA IS STILL A GREAT MEDIUM TO COMMUNICATE WITH THE PUBLIC WHEN USED EFFECTIVELY.**