

To: City of Albuquerque

From: Pinion Research

Date: April 16, 2024

## Albuquerque Yearly Survey Results

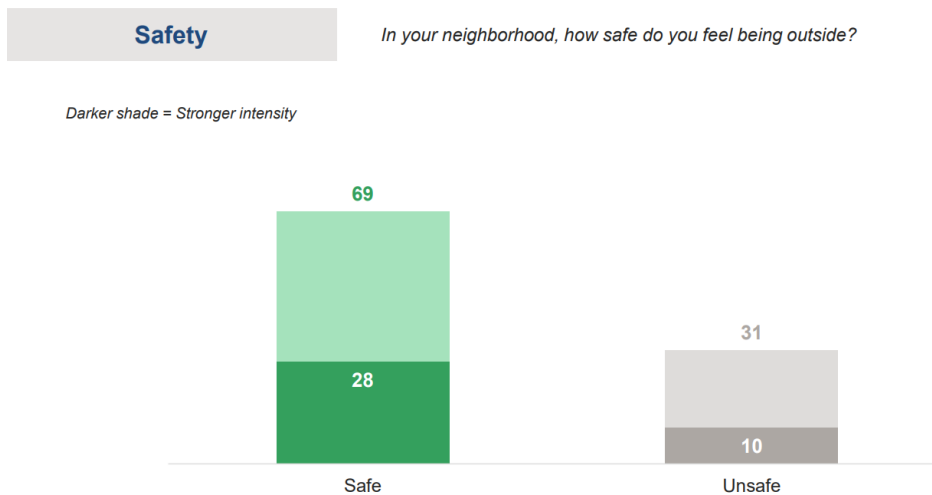
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Summary: Most Albuquerque residents feel safe, believe in the work the City of Albuquerque is doing in key areas, and support public safety efforts. At the same time, residents are concerned about the direction of Albuquerque, cost of living, reckless driving and panhandling.

These findings are from a poll of 400 adults residing within Albuquerque city limits, conducted via landline, cellphone, and text-to-web, from February 26-28, 2024. The margin of error is +/- 4.9 percentage points at the 95% confidence interval.

### Status of City

- **Burqueños report feeling safe.** Overall, 69% of Burqueños report feeling safe outside in their neighborhoods. There is a notable ethnic divide on feelings of safety, as Anglos feel significantly safer (71% safe) than Hispanics (62% safe) outside in their neighborhoods. There is also a significant divide in intensity: 36% of Anglos feel very safe while only 20% of Hispanics feel very safe.



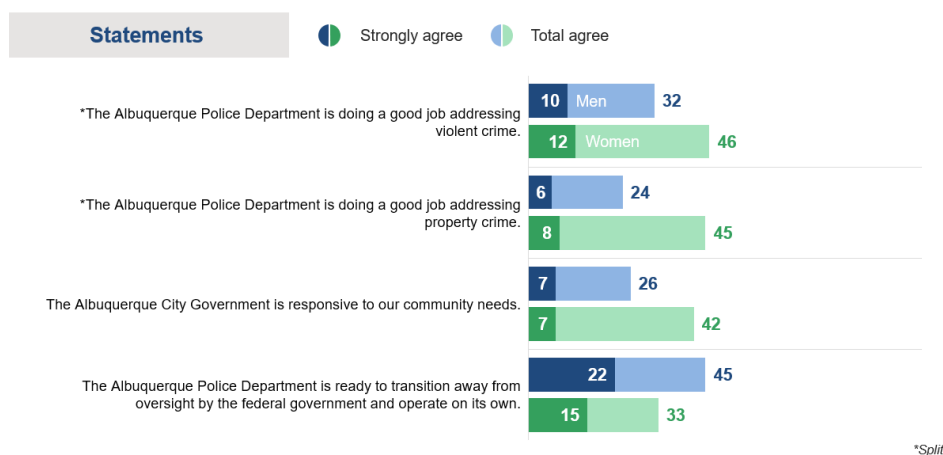
- **A majority of Burqueños are concerned about the direction of Albuquerque.** When asked how they feel about the direction Albuquerque is going in 2024, 31% of surveyed say they are hopeful about the direction of Albuquerque, while 63% report feeling concerned.
  - This feeling of concern for the direction of Albuquerque crosses demographics. Hispanics and Anglos have similar overall concern about the direction of

Albuquerque (65% Hispanic concerned vs 63% Anglo concerned). However, Hispanics show more intensity in their concern for the direction of Albuquerque (45% Hispanic very concerned vs 35% Anglo very concerned).

- This mirrors sentiment about the direction of the nation with one polling average showing only 23.3% believe the country is headed in the right direction while 66.9% think the country is headed in the wrong direction.
- **Half of Burqueños feel their personal financial situation has largely stayed the same over the last six months.** Another 37% report that their personal financial situation has gotten worse over the last six months, while just 12% feel their financial situation has gotten better. During a period where the country is still experiencing inflation, these findings suggest Burqueños feel that their earnings are not keeping up with costs.

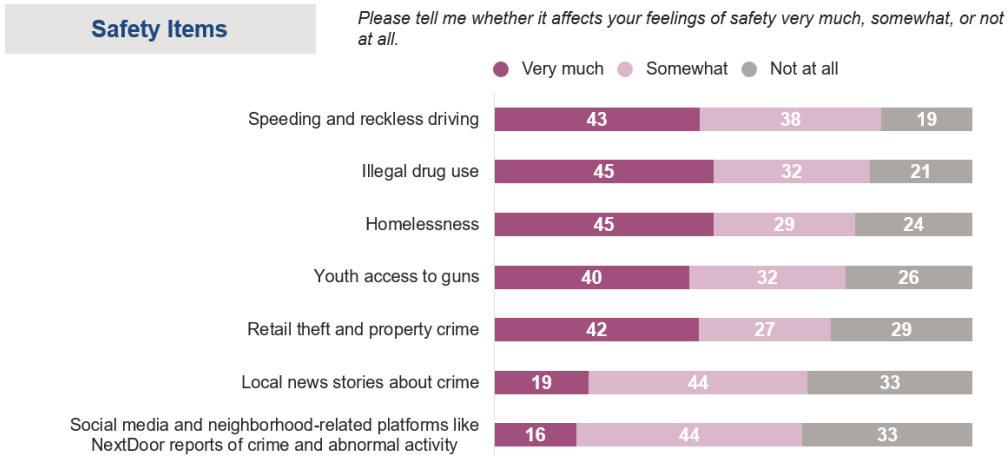
### Crime and Policing

- **Burqueños are critical of the job the Albuquerque Police Department is doing.** Majorities of Burqueños disagree that the APD is doing a good job addressing violent crime (39% agree, 56% disagree) and property crime (35% agree, 60% disagree). A slight majority disagrees that “the Albuquerque Police Department is ready to transition away from oversight by the federal government and operate on its own” (39% agree, 51% disagree). In addition to disagreeing with the positive APD statements, most Burqueños disagree that “The Albuquerque City Government is responsive to our community needs” (35% agree, 61% disagree).
- **Feelings on APD vary by gender.** While men are less likely to agree that the APD is doing a good job addressing violent crime (32% men agree vs 46% women agree) and property crime (24% men agree vs 45% women agree), women are less likely to agree that the APD is ready to operate on its own (45% men agree vs 33% women agree).



- **Speeding and reckless driving is the top issue that affects feelings of safety across demographics.** Overall, 81% of Burqueños say that speeding and reckless driving affects their feelings of safety at least somewhat, while 43% say it affects their

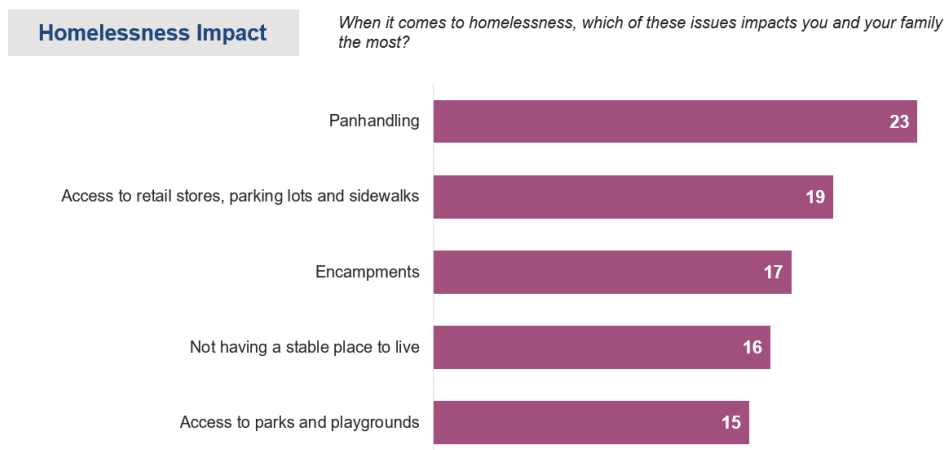
feelings of safety “very much”. Illegal drug use is the second most significant contributor to safety overall, but edges out speeding and reckless driving in intensity (45% very much, 77% very much/somewhat). Reports of crime and abnormal activity on social media platforms such as NextDoor contribute the least to feelings of safety overall and in intensity (16% very much, 60% very much/somewhat).



- Burqueños feel that all safety proposals presented would be effective in making their neighborhoods safer.** More street lighting is seen as being the most effective in terms of intensity (50% very effective, 79% total effective), while being tied with neighbors working together to report crime or suspicious activities as the most effective overall (41% very effective, 79% total effective). Neighbors working together is seen as most effective overall by Hispanics (84% total effective), while Anglos view street lighting as most effective (80% total effective).

## Homelessness

- When it comes to the issue of homelessness, a plurality (23%) of Burqueños feel panhandling impacts them and their family the most.** Another 19% feel most affected by their access to retail stores, parking lots, and sidewalks.



## Other Priorities

- Outside of public safety and homelessness, top priorities revolve around costs, infrastructure, and the economy.** Cost of living, taxes, and fees top the list of priorities that Burqueños feel are most important for the Albuquerque Mayor and City Council to focus on (35% top priority), followed by infrastructure (33%) and growing the local economy (31%). While cost of living ranks highly across demographics, Hispanics rank it significantly higher than Anglos (43% vs 25%). Women (30%) and younger Burqueños (32%) rank programs for youth as a higher priority than men (20%) and older Burqueños (15%).

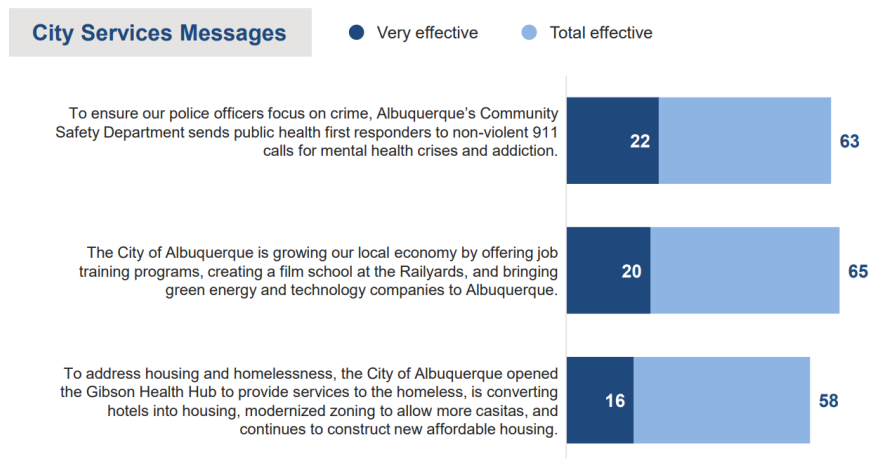
**Priorities**

*The majority of the city budget is dedicated to public safety and addressing homelessness and housing. Aside from these two priorities, what do you feel are the most important priorities for the Albuquerque Mayor and City council to focus on?*

	Hispanic	Anglo	Men	Women	18-49	50+
Cost of living, taxes, and fees	43	25	40	32	37	32
Infrastructure, like road repair and building community centers	31	32	37	30	34	31
Growing the local economy and good jobs	31	28	35	27	27	36
Programs for youth like after school programs, camps, and sports	29	18	20	30	32	15
Services for seniors like hot meals, activities, and transportation	14	18	12	17	8	22
Clean energy and sustainability	7	14	5	14	13	7
Cultural amenities like the arts, libraries, and special events	9	8	7	9	9	8
Parks and open space	3	12	5	9	9	6
Promoting equity, inclusion, and civil rights	4	11	3	9	8	7

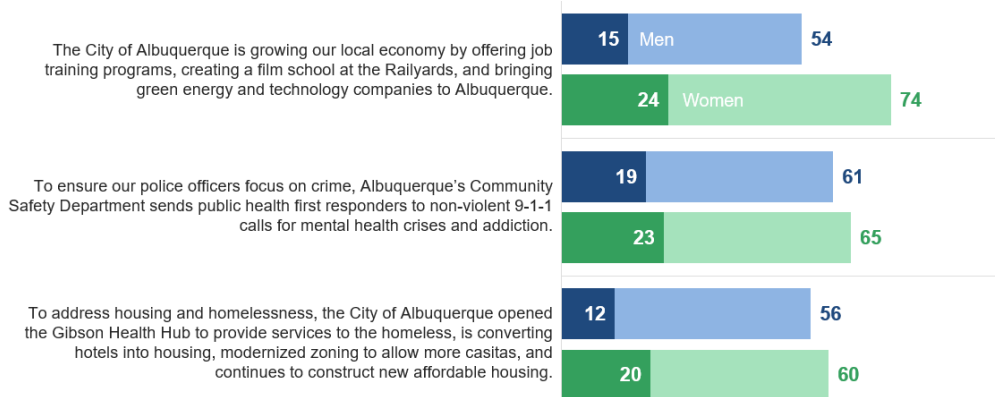
## City Programs

- Overall, Burqueños find the City of Albuquerque’s efforts to address the issues of homelessness, the economy, and crime to be more effective than ineffective.** Men are less convinced about the effectiveness of programs than women, especially regarding growing the local economy (54% men total effective, 74% women total effective).



## City Services Messages

Very effective Total effective



## Bottom Line

- **Burqueños are troubled by the path Albuquerque is on, but they believe in the work the city is doing.** The City of Albuquerque can course correct by highlighting the work that is happening and show real results that people see and feel, particularly around the issues of crime, homelessness, reckless driving, and the local economy.

## Recommendations

- **Streetlights.** Highlighting and/or expanding Albuquerque's system of streetlights could help affect feelings of safety in the city.
- **Neighborhood Safety.** Enhance efforts to support community safety programs and emphasize that we all have a role in reducing crime and looking out for one another.
- **Police Oversight.** Increase visibility of reform progress and internal oversight mechanisms.
- **Reckless Driving.** Addressing reckless driving could contribute to a greater feeling of safety in Albuquerque. This could mean more reckless driving enforcement and initiatives.
- **Good Jobs.** Continue efforts to attract new, good-paying jobs to Albuquerque and support local business growth and development. Highlight these efforts publicly whenever possible.
- **Homelessness.** Promote and build on current efforts to create affordable housing and offer the resources needed to put people on a path toward success and reduce panhandling. Additionally, provide resources to restore access to stores, parking lots, and sidewalks.
- **Illegal Drug Use.** Highlight efforts to crackdown on illegal drug trade and illegal drug use. This may also include emphasizing harm reduction efforts and increasing access to drug abuse treatment programs and resources.

Q.3 Do you reside within Albuquerque city limits?

	<b>Total</b>
Yes.....	100
No .....	-
(Don't know/refused).....	-

Q.4 How do you feel about the direction Albuquerque is going in 2024?

	<b>Total</b>
Very hopeful.....	5
Somewhat hopeful .....	26
Somewhat concerned .....	24
Very concerned.....	39
(Don't know/refused).....	6
<b>Total Hopeful .....</b>	<b>31</b>
<b>Total Concerned .....</b>	<b>63</b>
<b>Hopeful - Concerned .....</b>	<b>-32</b>

Q.5 Over the last six months, would you say your personal financial situation has gotten better, gotten worse, or stayed about the same?

	<b>Total</b>
Gotten better.....	12
Gotten worse .....	37
Stayed the same.....	50
(Don't know/refused).....	0
<b>Gotten better - Gotten worse .....</b>	<b>-25</b>

Q.6 The majority of the city budget is dedicated to public safety and addressing homelessness and housing. Aside from these two priorities, what do you feel are the most important priorities for the Albuquerque Mayor and City council to focus on? You can select up to two.

	<b>Total</b>
Cost of living, taxes, and fees.....	35
Infrastructure, like road repair and building community centers .....	33
Growing the local economy and good jobs.....	31
Programs for youth like after school programs, camps, and sports .....	24
Services for seniors like hot meals, activities, and transportation.....	14
Clean energy and sustainability.....	10
Cultural amenities like the arts, libraries, and special events.....	8
Parks and open space .....	8
Promoting equity, inclusion, and civil rights.....	7
(Other) .....	13
(Don't know/refused).....	1

**City of Albuquerque – Albuquerque, NM: February 26 – 28, 2024**

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Now let me read you some statements about Albuquerque city services. After each statement, please tell me if you think this is an effective way to address the issue in Albuquerque.

	<b>Very Eff</b>	<b>Smwt Eff</b>	<b>Smwt Ineff</b>	<b>Very Ineff</b>	<b>DK/ Ref</b>	<b>Total Eff</b>	<b>Total Ineff</b>	<b>Eff - Ineff</b>
7 To address housing and homelessness, the City of Albuquerque opened the Gibson Health Hub to provide services to the homeless, is converting hotels into housing, modernized zoning to allow more casitas, and continues to construct new affordable housing.....	16	42	13	25	4	<b>58</b>	<b>38</b>	<b>20</b>
8 The City of Albuquerque is growing our local economy by offering job training programs, creating a film school at the Railyards, and bringing green energy and technology companies to Albuquerque.....	20	45	16	15	4	<b>65</b>	<b>31</b>	<b>33</b>
9 To ensure our police officers focus on crime, Albuquerque's Community Safety Department sends public health first responders to non-violent 911 calls for mental health crises and addiction.....	22	41	15	16	6	<b>63</b>	<b>31</b>	<b>32</b>



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Now I am going to read you some statements. After each, please indicate whether you agree or disagree with the statement.

	<b>Strng Agree</b>	<b>Smwt Agree</b>	<b>Smwt Dis</b>	<b>Strng Dis</b>	<b>DK/ Ref</b>	<b>Total Agree</b>	<b>Total Dis</b>	<b>Agree - Dis</b>
10 (SPLIT A) <sup>1</sup> The Albuquerque Police Department is doing a good job addressing violent crime.....	11	29	26	30	5	<b>39</b>	<b>56</b>	<b>-16</b>
11 (SPLIT B) The Albuquerque Police Department is doing a good job addressing property crime.....	7	28	23	37	5	<b>35</b>	<b>60</b>	<b>-25</b>
12 The Albuquerque City Government is responsive to our community needs.....	7	28	30	32	4	<b>35</b>	<b>61</b>	<b>-27</b>
13 The Albuquerque Police Department is ready to transition away from oversight by the federal government and operate on its own....	18	21	21	30	10	<b>39</b>	<b>51</b>	<b>-12</b>

Q.14 In your neighborhood, how safe do you feel being outside?

	<b>Total</b>
Very safe.....	28
Somewhat safe.....	41
Somewhat unsafe.....	21
Very unsafe.....	10
(Don't know/refused).....	1
<b>Total Safe.....</b>	<b>69</b>
<b>Total Unsafe.....</b>	<b>31</b>
<b>Safe - Unsafe.....</b>	<b>38</b>

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<sup>1</sup> Respondents were distributed evenly between SPLIT A and SPLIT B.

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Now I'm going to read you some items that may or may not contribute to your personal feelings of safety in your own neighborhood. For each, please tell me whether it affects your feelings of safety very much, somewhat, or not at all.

	<b>Very Much</b>	<b>Smwt</b>	<b>At All</b>	<b>DK/ Ref</b>	<b>Very/ Smwt</b>
15 Local news stories about crime .....	19	44	33	4	<b>63</b>
16 Social media and neighborhood-related platforms like NextDoor reports of crime and abnormal activity .....	16	44	33	7	<b>60</b>
17 Retail theft and property crime .....	42	27	29	2	<b>69</b>
18 Speeding and reckless driving.....	43	38	19	1	<b>81</b>
19 Illegal drug use .....	45	32	21	2	<b>77</b>
20 Youth access to guns .....	40	32	26	2	<b>72</b>
21 Homelessness .....	45	29	24	2	<b>74</b>

Now I am going to read you some proposals to make neighborhoods safer. After each, please indicate whether you feel that proposal would be effective or ineffective in making your neighborhood safer.

	<b>Very Eff</b>	<b>Smwt Eff</b>	<b>Smwt Ineff</b>	<b>Very Ineff</b>	<b>DK/ Ref</b>	<b>Total Eff</b>	<b>Total Ineff</b>	<b>Eff - Ineff</b>
22 More street lighting .....	50	30	14	4	2	<b>79</b>	<b>18</b>	<b>61</b>
23 Neighbors working together to report crime or suspicious activities ....	41	38	11	8	2	<b>79</b>	<b>19</b>	<b>59</b>
24 When possible, using non-police, public health responses to calls for help.....	33	36	12	14	5	<b>69</b>	<b>26</b>	<b>43</b>
25 More public safety technology like gunshot detection and speed cameras.....	28	31	18	19	3	<b>60</b>	<b>37</b>	<b>22</b>

Q.26 When it comes to homelessness, which of these issues impacts you and your family the most?

	<b>Total</b>
Panhandling.....	23
Access to retail stores, parking lots and sidewalks.....	19
Encampments.....	17
Not having a stable place to live .....	16
Access to parks and playgrounds.....	15
(Don't know/refused).....	11

Finally, I would like to ask you a few questions for statistical purposes.

Q.27 What racial or ethnic group best describes you?

	<b>Total</b>
Hispanic, Latino, Mexican American or Chicano .....	47
White, Caucasian, or Anglo .....	40
Native American, American Indian, Alaskan Native, Pueblo, or Navajo .....	4
Asian or Pacific Islander .....	3
Black or African American .....	2
(Other) .....	0
(Refused).....	4

Q.29 In what year were you born?

	<b>Total</b>
18 to 24.....	11
25 to 29.....	9
30 to 34.....	10
35 to 39.....	10
40 to 44.....	7
45 to 49.....	7
50 to 54.....	8
55 to 59.....	8
60 to 64.....	8
Over 64 .....	20
(No answer).....	2

Q.30 What is the last year of schooling that you have completed?

	<b>Total</b>
First through 11th grade .....	4
High school graduate .....	21
Vocational or technical school .....	8
Some college, but no degree.....	18
Associate degree .....	8
4-year college graduate or bachelor's degree .....	25
Graduate school or advanced degree .....	14
(Don't know/refused).....	2

Q.33 What is your gender?

	<b>Total</b>
Women .....	51
Men.....	48
Other.....	2