



THE NCSTM
The National Citizen SurveyTM

Santa Fe, NM

Comparisons by Demographic Subgroups

2017



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by age, sex, race/ethnicity, housing tenure (rent or own) and length of residency.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (1,423 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Broadly, where differences in opinion by resident demographics were observed, respondents who were female, white and not Hispanic, or who owned their homes tended to give higher ratings to aspects of Community Characteristics than other residents, whereas those who had lived in Santa Fe for more than 20 years were less likely to do so. Opinions by age tended to vary: residents 55 or older tended to give more positive marks to the overall quality of life in Santa Fe, the City as a place to live and their neighborhood as a place to live, as well as to the overall ease of travel, traffic flow on major streets, ease of travel by public transportation and ease of walking in the City than younger residents. By contrast, younger respondents age 18-34 tended to give higher ratings to Santa Fe as a place to retire, the overall appearance of the City, the feeling of safety in the downtown/commercial area during the day, ease of public parking and ease of travel by bicycle than their older counterparts. Residents who were Hispanic and/or another race tended to rate the overall economic health of Santa Fe and the City as a place to work more positively than other residents.
- Respondents who were 18-34, were white and not Hispanic, or who had lived in Santa Fe for 5 years or less were more likely to give positive ratings to most general aspects of Governance and Mobility than their counterparts. Within Natural Environment, residents 55 or older tended to give more favorable marks to garbage collection and recycling services, while residents under the age of 35 tended to give higher ratings to preservation of natural areas and Santa Fe open space. Where differences were noted, homeowners were more likely to give excellent or good ratings to aspects of Safety, Natural Environment and Built Environment than renters, whereas renters were more likely to positively rate aspects of Mobility.
- Rates of Participation tended to vary by demographic groups. Residents who were 55 or older or who were white and not Hispanic were more likely to recommend living in Santa Fe to someone who asked, but were less likely to have walked or biked instead of driving, to have carpooled or to have used public transportation instead of driving in the 12 months prior to the survey than their counterparts. Respondents who were female or white and not Hispanic were more likely to have recycled at home than their counterparts, while those who were male or Hispanic and/or another race were more likely to have made efforts to make their homes more energy-efficient. Residents 18-34 were more likely to report that they had not observed a code violation, but less likely to have participated in religious or spiritual activities or to have attended a City-sponsored event, than residents who were 35 or older. Respondents were more likely to have participated in aspects of Community Engagement if they were age 55 or older, white and not Hispanic, or owned their homes; those who had lived in Santa Fe for 5 years or less were least likely to do so.
- Support for different types of tax increases to fund improvements to City facilities and services tended to vary across demographic groups.

The National Citizen Survey™

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
The overall quality of life in Santa Fe	69%	63%	79%	74%	68%	77%	65%	68%	73%	76%	71%	68%	71%
Overall image or reputation of Santa Fe	74%	73%	78%	78%	72%	81%	69%	73%	76%	78%	79%	72%	75%
Santa Fe as a place to live	69%	74%	85%	81%	74%	83%	73%	72%	82%	79%	77%	78%	78%
Your neighborhood as a place to live	78%	72%	84%	80%	77%	82%	74%	75%	80%	82%	80%	75%	78%
Santa Fe as a place to raise children	42%	35%	36%	34%	40%	28%	45%	36%	37%	41%	30%	39%	37%
Santa Fe as a place to retire	74%	63%	65%	65%	67%	74%	59%	68%	65%	72%	72%	59%	66%
Overall appearance of Santa Fe	76%	69%	66%	74%	63%	73%	64%	73%	66%	75%	73%	63%	69%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Overall feeling of safety in Santa Fe	71%	61%	67%	69%	62%	70%	62%	68%	64%	71%	69%	60%	66%
In your neighborhood during the day	90%	88%	89%	91%	87%	90%	88%	88%	90%	92%	90%	87%	89%
In Santa Fe's downtown/commercial area during the day	89%	80%	82%	87%	77%	87%	78%	85%	81%	88%	85%	77%	83%
In your neighborhood during the night	74%	69%	74%	73%	72%	72%	72%	66%	76%	70%	75%	72%	72%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Overall ease of getting to the places you usually have to visit	65%	70%	77%	75%	69%	76%	68%	69%	74%	66%	78%	72%	72%
Traffic flow on major streets	39%	41%	48%	45%	42%	49%	39%	43%	45%	51%	49%	36%	44%
Ease of public parking	38%	24%	21%	24%	27%	28%	24%	24%	26%	36%	26%	19%	25%
Ease of travel by car in Santa Fe	62%	56%	56%	61%	54%	64%	51%	59%	56%	62%	62%	51%	57%
Ease of travel by public transportation in Santa Fe	20%	21%	33%	26%	24%	23%	28%	20%	28%	21%	29%	26%	25%
Ease of travel by bicycle in Santa Fe	38%	31%	27%	27%	35%	35%	27%	34%	29%	34%	39%	24%	31%
Ease of walking in Santa Fe	45%	48%	57%	55%	47%	56%	45%	48%	53%	52%	58%	45%	51%

The National Citizen Survey™

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Availability of paths and walking trails	60%	57%	67%	62%	62%	68%	55%	59%	64%	64%	68%	57%	62%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Quality of overall natural environment in Santa Fe	80%	78%	85%	84%	79%	87%	76%	80%	82%	82%	86%	78%	82%
Air quality	86%	89%	90%	88%	90%	93%	84%	87%	90%	87%	94%	86%	89%
Cleanliness of Santa Fe	73%	60%	58%	67%	55%	65%	58%	69%	57%	68%	67%	54%	62%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Overall "built environment" of Santa Fe (including overall design, buildings, parks and transportation systems)	53%	49%	60%	55%	53%	58%	50%	53%	55%	57%	60%	49%	54%
Public places where people want to spend time	66%	64%	67%	69%	62%	69%	62%	69%	64%	72%	72%	57%	66%
Variety of housing options	21%	18%	26%	20%	24%	21%	24%	19%	24%	24%	28%	17%	22%
Availability of affordable quality housing	11%	9%	14%	11%	11%	10%	12%	9%	13%	13%	12%	10%	11%
Overall quality of new development in Santa Fe	54%	30%	32%	38%	34%	35%	38%	38%	35%	43%	42%	28%	36%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Overall economic health of Santa Fe	39%	17%	23%	20%	28%	21%	27%	27%	22%	27%	28%	20%	24%
Santa Fe as a place to work	43%	30%	38%	36%	36%	33%	39%	36%	36%	41%	36%	33%	36%
Santa Fe as a place to visit	83%	90%	94%	92%	88%	94%	86%	87%	92%	92%	90%	90%	90%
Employment opportunities	29%	11%	13%	15%	16%	14%	18%	15%	16%	15%	20%	14%	16%
Shopping opportunities	49%	45%	57%	52%	50%	60%	43%	54%	50%	61%	52%	45%	51%
Cost of living in Santa Fe	12%	8%	17%	14%	11%	16%	9%	10%	14%	16%	18%	7%	13%

The National Citizen Survey™

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Overall quality of business and service establishments in Santa Fe	50%	40%	53%	50%	45%	59%	36%	51%	46%	55%	55%	39%	48%
Vibrant downtown/commercial area	57%	50%	56%	59%	48%	62%	46%	59%	51%	65%	57%	45%	54%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Health and wellness opportunities in Santa Fe	63%	57%	55%	57%	58%	61%	54%	60%	56%	66%	59%	51%	57%
Fitness opportunities (including exercise classes and paths or trails, etc.)	65%	70%	73%	70%	70%	81%	59%	70%	71%	75%	79%	62%	70%
Recreational opportunities	71%	66%	74%	72%	69%	85%	56%	70%	71%	82%	77%	60%	71%
Availability of affordable quality food	59%	48%	62%	56%	57%	66%	47%	54%	58%	62%	62%	50%	57%
Availability of affordable quality health care	40%	26%	35%	33%	33%	34%	33%	36%	31%	38%	36%	28%	33%
Availability of preventive health services	48%	36%	42%	42%	40%	44%	39%	40%	41%	48%	45%	33%	41%
Availability of affordable quality mental health care	31%	24%	16%	20%	25%	26%	20%	23%	22%	20%	36%	15%	22%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Overall opportunities for education and enrichment	46%	36%	51%	47%	41%	51%	38%	45%	44%	54%	46%	38%	45%
Availability of affordable quality child care/preschool	10%	19%	16%	14%	20%	10%	21%	19%	16%	10%	25%	14%	17%
K-12 education	14%	15%	17%	17%	15%	9%	21%	16%	15%	13%	14%	18%	16%
Adult educational opportunities	44%	49%	62%	55%	52%	61%	47%	47%	57%	56%	56%	51%	54%
Opportunities to attend cultural/arts/music activities	72%	79%	84%	82%	77%	86%	72%	79%	80%	81%	84%	76%	80%
Opportunities to participate in religious or spiritual events and activities	79%	81%	85%	86%	79%	90%	76%	83%	83%	85%	89%	77%	83%

The National Citizen Survey™

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Opportunities to participate in social events and activities	59%	61%	69%	66%	61%	75%	53%	61%	66%	69%	66%	59%	64%
Opportunities to volunteer	81%	79%	86%	84%	81%	89%	76%	81%	84%	82%	90%	78%	82%
Opportunities to participate in community matters	70%	63%	71%	73%	62%	75%	60%	64%	70%	72%	71%	63%	68%
Openness and acceptance of the community toward people of diverse backgrounds	73%	55%	71%	70%	62%	74%	58%	67%	66%	73%	67%	61%	66%
Neighborliness of residents in Santa Fe	54%	40%	60%	56%	46%	60%	43%	52%	51%	59%	55%	44%	51%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
The City of Santa Fe	57%	48%	56%	54%	53%	57%	51%	54%	53%	58%	56%	48%	53%
The value of services for the taxes paid to Santa Fe	45%	27%	36%	37%	33%	41%	30%	39%	33%	44%	36%	29%	35%
The overall direction that Santa Fe is taking	56%	41%	39%	45%	41%	49%	40%	44%	43%	55%	47%	34%	43%
The job Santa Fe government does at welcoming citizen involvement	51%	40%	42%	46%	39%	46%	41%	41%	44%	47%	48%	37%	43%
Overall confidence in Santa Fe government	54%	30%	34%	39%	35%	40%	35%	40%	35%	45%	41%	29%	37%
Generally acting in the best interest of the community	53%	38%	38%	41%	41%	46%	37%	39%	42%	51%	42%	34%	41%
Being honest	57%	32%	32%	38%	36%	41%	35%	39%	36%	45%	40%	30%	37%
Treating all residents fairly	47%	28%	36%	36%	35%	40%	32%	35%	36%	45%	39%	28%	36%
Overall customer service by Santa Fe employees (police, receptionists, planners, etc.)	57%	40%	55%	49%	52%	54%	47%	48%	52%	53%	56%	45%	50%
The Federal Government	49%	38%	43%	45%	40%	44%	42%	41%	44%	47%	43%	40%	43%
Santa Fe County Government	55%	39%	45%	48%	42%	46%	45%	45%	45%	53%	45%	41%	45%
State of New Mexico Government	32%	26%	24%	30%	23%	22%	32%	25%	27%	28%	26%	27%	27%

The National Citizen Survey™

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Police/Sheriff services	55%	53%	67%	59%	61%	59%	61%	50%	65%	60%	62%	58%	60%
Fire services	81%	88%	92%	88%	89%	90%	87%	84%	91%	90%	92%	86%	89%
Ambulance or emergency medical services	74%	74%	88%	81%	80%	85%	77%	74%	84%	81%	83%	79%	81%
Crime prevention	44%	30%	43%	39%	37%	37%	40%	37%	39%	42%	40%	35%	38%
Fire prevention and education	76%	56%	65%	63%	64%	67%	61%	67%	62%	80%	63%	58%	64%
Animal control	63%	53%	51%	54%	54%	57%	52%	58%	52%	66%	52%	50%	54%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	51%	29%	37%	38%	34%	41%	32%	37%	35%	44%	36%	32%	36%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Traffic enforcement	39%	36%	37%	39%	35%	37%	37%	40%	36%	46%	36%	33%	37%
Street repair	30%	15%	15%	20%	16%	18%	19%	25%	15%	24%	23%	12%	18%
Street cleaning	46%	27%	30%	33%	32%	35%	29%	37%	29%	45%	32%	25%	32%
Street lighting	47%	34%	42%	40%	40%	45%	35%	44%	39%	40%	47%	36%	40%
Snow removal	48%	21%	34%	31%	35%	38%	29%	38%	30%	47%	33%	25%	33%
Sidewalk maintenance	39%	18%	22%	24%	23%	24%	24%	31%	20%	33%	25%	18%	24%
Traffic signal timing	41%	35%	37%	40%	33%	38%	36%	39%	36%	46%	39%	30%	37%
Bus or transit services	40%	37%	53%	41%	47%	43%	45%	43%	45%	43%	45%	44%	44%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Garbage collection	79%	76%	86%	80%	82%	86%	75%	78%	82%	84%	84%	77%	81%
Recycling	55%	66%	73%	67%	67%	70%	64%	60%	71%	63%	72%	66%	67%
Yard waste pick-up	45%	28%	41%	38%	37%	47%	31%	33%	40%	45%	41%	32%	37%
Drinking water	68%	59%	65%	59%	69%	66%	61%	55%	69%	63%	62%	65%	64%
Preservation of natural areas such as open space, farmlands and greenbelts	71%	53%	56%	54%	61%	65%	49%	62%	55%	69%	61%	47%	57%
Santa Fe open space	79%	56%	58%	59%	64%	67%	56%	65%	60%	72%	65%	53%	62%

The National Citizen Survey™

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Storm drainage	47%	29%	45%	41%	39%	45%	36%	41%	40%	49%	44%	32%	40%
Sewer services	74%	71%	75%	71%	76%	79%	68%	70%	75%	76%	78%	69%	73%
Power (electric and/or gas) utility	61%	59%	69%	65%	63%	71%	58%	56%	69%	63%	65%	64%	64%
Utility billing	48%	46%	58%	52%	50%	57%	47%	48%	53%	54%	52%	49%	51%
Land use, planning and zoning	34%	27%	33%	33%	29%	31%	32%	26%	34%	34%	34%	28%	31%
Code enforcement (weeds, abandoned buildings, etc.)	22%	15%	17%	19%	16%	16%	19%	18%	17%	23%	19%	14%	17%
Cable television	50%	36%	37%	37%	38%	42%	36%	38%	38%	43%	41%	34%	38%
Internet service	40%	36%	38%	38%	37%	36%	40%	33%	40%	39%	38%	36%	37%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Economic development	38%	19%	20%	25%	22%	20%	28%	23%	24%	27%	24%	21%	24%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
City parks	73%	59%	66%	67%	62%	72%	58%	67%	63%	73%	69%	57%	65%
Recreation programs or classes	64%	59%	69%	69%	59%	74%	57%	63%	66%	76%	71%	56%	65%
Recreation centers or facilities	71%	61%	70%	69%	64%	76%	58%	65%	68%	72%	73%	60%	67%
Health services	49%	32%	39%	38%	39%	36%	41%	39%	38%	42%	38%	36%	38%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Public library services	82%	74%	79%	79%	76%	84%	71%	76%	79%	80%	79%	75%	78%
City-sponsored special events	77%	55%	69%	72%	59%	76%	55%	70%	63%	76%	70%	57%	66%

The National Citizen Survey™

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Public information services	65%	48%	48%	51%	50%	53%	48%	54%	49%	63%	53%	43%	51%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Sense of community	57%	38%	53%	52%	45%	54%	43%	52%	46%	54%	53%	42%	49%
Recommend living in Santa Fe to someone who asks	68%	65%	79%	74%	71%	79%	65%	68%	74%	73%	74%	70%	72%
Remain in Santa Fe for the next five years	74%	81%	88%	84%	81%	85%	81%	73%	88%	77%	82%	87%	83%
Contacted the City of Santa Fe (in-person, phone, email or web) for help or information	48%	61%	61%	57%	60%	62%	55%	56%	60%	65%	58%	55%	59%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Was NOT the victim of a crime	86%	73%	89%	86%	78%	87%	78%	84%	82%	87%	83%	80%	83%
Did NOT report a crime	70%	65%	74%	75%	65%	76%	64%	69%	71%	73%	75%	65%	70%
Stocked supplies in preparation for an emergency	23%	29%	29%	28%	27%	26%	29%	27%	28%	28%	28%	28%	28%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Walked or biked instead of driving	73%	70%	57%	66%	65%	71%	59%	76%	59%	75%	68%	57%	65%
Carpooled with other adults or children instead of driving alone	69%	58%	40%	54%	51%	56%	49%	60%	48%	56%	58%	47%	53%
Used bus, rail, subway or other public transportation instead of driving	38%	36%	26%	29%	35%	27%	37%	41%	26%	38%	34%	27%	32%

The National Citizen Survey™

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Recycle at home	94%	89%	93%	95%	89%	95%	89%	92%	92%	92%	94%	91%	92%
Made efforts to make your home more energy efficient	78%	82%	83%	79%	85%	78%	86%	76%	85%	79%	81%	84%	81%
Made efforts to conserve water	92%	92%	97%	94%	95%	95%	94%	92%	96%	95%	92%	96%	95%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
NOT under housing cost stress	62%	64%	59%	60%	63%	64%	59%	54%	66%	60%	65%	61%	61%
Did NOT observe a code violation	50%	30%	34%	36%	37%	40%	33%	42%	32%	46%	33%	31%	36%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Purchase goods or services from a business located in Santa Fe	98%	97%	98%	98%	98%	99%	96%	98%	98%	98%	100%	96%	98%
Economy will have positive impact on income	24%	20%	18%	16%	25%	18%	23%	19%	21%	24%	20%	18%	20%
Work in Santa Fe	86%	82%	51%	69%	69%	68%	70%	80%	63%	78%	65%	66%	69%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Used Santa Fe recreation centers or their services	76%	73%	60%	67%	68%	66%	70%	68%	68%	63%	71%	68%	68%
Visited a neighborhood park or City park	94%	90%	82%	86%	89%	88%	87%	89%	86%	91%	90%	83%	87%
Eat at least 5 portions of fruits and vegetables a day	85%	85%	87%	90%	80%	88%	83%	86%	86%	85%	88%	84%	86%
Participate in moderate or vigorous physical activity	92%	85%	89%	90%	86%	89%	88%	89%	88%	87%	91%	87%	88%
Reported being in "very good" or "excellent" health	84%	63%	64%	71%	65%	71%	65%	68%	68%	75%	70%	62%	68%

The National Citizen Survey™

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Used Santa Fe public libraries or their services	67%	73%	70%	75%	65%	74%	67%	73%	68%	72%	77%	64%	70%
Participated in religious or spiritual activities in Santa Fe	36%	58%	63%	58%	53%	45%	67%	49%	59%	44%	47%	69%	56%
Attended a City-sponsored event	69%	77%	74%	74%	73%	73%	74%	68%	77%	74%	71%	76%	74%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Campaigned or advocated for an issue, cause or candidate	51%	52%	59%	56%	53%	62%	46%	55%	55%	50%	58%	55%	55%
Contacted Santa Fe elected officials (in-person, phone, email or web) to express your opinion	27%	42%	44%	40%	40%	40%	40%	36%	42%	33%	39%	45%	40%
Volunteered your time to some group/activity in Santa Fe	62%	69%	65%	68%	63%	69%	62%	64%	66%	63%	67%	66%	65%
Participated in a club	38%	37%	41%	37%	41%	42%	36%	33%	42%	38%	37%	41%	39%
Talked to or visited with your immediate neighbors	83%	88%	93%	89%	89%	93%	85%	83%	93%	90%	88%	89%	89%
Done a favor for a neighbor	62%	81%	86%	78%	81%	79%	80%	69%	85%	68%	84%	84%	79%
Attended a local public meeting	37%	44%	39%	39%	43%	43%	38%	37%	43%	40%	40%	42%	40%
Watched (online or on television) a local public meeting	26%	41%	36%	38%	33%	29%	42%	35%	36%	24%	35%	43%	35%
Read or watch local news (via television, paper, computer, etc.)	79%	87%	93%	87%	89%	85%	92%	81%	92%	81%	87%	93%	88%
Vote in local elections	87%	88%	93%	91%	89%	92%	88%	86%	92%	90%	86%	93%	90%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Overall feeling of safety in Santa Fe	74%	86%	94%	90%	84%	85%	89%	79%	92%	81%	88%	90%	87%
Overall ease of getting to the places you usually have to visit	77%	67%	77%	76%	71%	71%	76%	74%	72%	76%	73%	72%	73%

The National Citizen Survey™

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Quality of overall natural environment in Santa Fe	83%	80%	87%	87%	80%	88%	80%	84%	83%	84%	86%	82%	84%
Overall "built environment" of Santa Fe (including overall design, buildings, parks and transportation systems)	75%	77%	82%	81%	77%	79%	79%	78%	80%	79%	81%	79%	79%
Health and wellness opportunities in Santa Fe	77%	82%	89%	87%	81%	82%	86%	84%	84%	80%	88%	85%	84%
Overall opportunities for education and enrichment	82%	91%	91%	91%	86%	86%	91%	88%	89%	84%	91%	91%	89%
Overall economic health of Santa Fe	94%	93%	97%	94%	95%	96%	93%	95%	95%	96%	96%	93%	95%
Sense of community	74%	81%	85%	86%	76%	83%	80%	81%	82%	81%	81%	82%	81%

Table 29: Importance of Strategic Planning Areas

Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in the City of Santa Fe:	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Cooperation between governments	81%	84%	91%	89%	84%	85%	88%	85%	87%	85%	87%	87%	86%
Economic development	94%	93%	91%	93%	92%	92%	93%	92%	92%	91%	92%	94%	92%
Education	95%	94%	95%	98%	92%	94%	97%	94%	96%	92%	97%	96%	95%
Healthy community	94%	89%	91%	94%	88%	89%	93%	93%	90%	91%	92%	91%	91%
Safe community	83%	93%	97%	94%	92%	90%	96%	87%	96%	88%	93%	96%	93%
Community and social supports	81%	79%	83%	87%	74%	82%	81%	81%	81%	82%	80%	81%	81%

Table 30: Support for Gross Receipts Tax Increases

To what extent you would support or oppose a Gross Receipts Tax increase to fund improvements to the facilities and/or services below?	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Libraries	78%	68%	75%	77%	68%	75%	70%	79%	69%	75%	72%	72%	73%
Public safety/fire and rescue services	71%	77%	82%	81%	73%	76%	79%	76%	78%	75%	74%	81%	78%
Streets/roadways	82%	80%	82%	80%	83%	78%	85%	82%	81%	80%	78%	85%	81%
Youth ball fields	69%	57%	59%	60%	61%	55%	67%	63%	59%	56%	56%	67%	61%
Administrative buildings and facilities	41%	40%	48%	45%	42%	42%	46%	45%	42%	43%	35%	49%	43%
Storm drainage	82%	61%	71%	71%	69%	69%	70%	74%	68%	72%	67%	71%	70%
Outdoor trails	79%	65%	68%	72%	67%	72%	67%	76%	65%	77%	68%	65%	69%

The National Citizen Survey™

To what extent you would support or oppose a Gross Receipts Tax increase to fund improvements to the facilities and/or services below?	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Public transit	87%	68%	71%	78%	68%	75%	71%	85%	66%	81%	68%	72%	73%

Table 31: Support for Property Tax Increases

To what extent you would support or oppose a Property Tax increase to fund improvements to the facilities and/or services below?	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Libraries	79%	58%	65%	69%	62%	75%	56%	78%	58%	78%	67%	57%	66%
Public safety/fire and rescue services	75%	70%	75%	77%	70%	77%	69%	76%	72%	78%	68%	74%	73%
Streets/roadways	78%	72%	73%	73%	74%	77%	70%	80%	71%	75%	73%	73%	74%
Youth ball fields	67%	45%	49%	50%	53%	54%	49%	60%	46%	54%	50%	50%	51%
Administrative buildings and facilities	39%	33%	44%	40%	38%	45%	34%	44%	37%	40%	40%	38%	39%
Storm drainage	80%	52%	67%	66%	62%	73%	56%	74%	59%	76%	65%	57%	64%
Outdoor trails	73%	53%	61%	64%	56%	71%	50%	69%	56%	75%	60%	51%	60%
Public transit	81%	57%	62%	68%	60%	73%	55%	78%	56%	77%	64%	56%	64%

Table 32: Support for Gasoline Tax Increase

To what extent you would support or oppose a Gasoline Tax increase to fund improvements to the facilities and/or services below?	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Streets/roadways	79%	72%	78%	77%	75%	81%	70%	78%	75%	84%	75%	71%	76%

Table 33: Sources of City Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
City Web site (www.santafenm.gov)	78%	89%	85%	86%	83%	85%	84%	86%	84%	87%	85%	83%	85%
Local media outlets (newspapers, radio, local television stations)	89%	92%	93%	94%	90%	94%	90%	91%	92%	87%	95%	93%	92%
The local government cable Channel SFGTV 28	28%	43%	36%	38%	35%	31%	43%	37%	37%	33%	35%	41%	37%
City newsletter in the water bill	38%	58%	56%	53%	53%	51%	55%	43%	59%	46%	49%	60%	53%
City Council meetings and other public meetings	70%	75%	70%	73%	71%	67%	77%	73%	71%	66%	75%	73%	72%

The National Citizen Survey™

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Age			Sex		Race/ethnicity		Housing tenure		Length of residency			Overall
	18-34	35-54	55+	Female	male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	5 years or less	6 to 20 years	More than 20 years	
Talking with City officials	57%	70%	64%	65%	65%	60%	70%	63%	66%	61%	65%	67%	65%
City communications via social media (i.e. Facebook, Twitter or YouTube)	81%	70%	51%	66%	62%	59%	70%	71%	60%	68%	61%	63%	64%
Word-of-mouth	91%	87%	80%	86%	84%	85%	85%	86%	84%	87%	81%	87%	85%