

# *National Association of REALTORS®*

## *Santa Fe, New Mexico August 2017*

American Strategies designed and administered this telephone survey conducted by professional interviewers. The survey reached 400 adults, age 18 or older who indicated they were registered to vote and are almost certain to vote or will probably vote in the New Mexico election for Governor, Congress, and other offices in November 2018.

The survey was conducted from August 7-10, 2017. The sample was randomly selected from TargetSmart's enhanced voter file and based on vote history. Fifty percent of respondents were reached on wireless phones, five percent on VOIP phones, and forty-five percent on landlines. Quotas were assigned to reflect the demographic distribution of registered New Mexico voters in Santa Fe who voted in the 2014 general election or have a Midterm Turnout Score of 70 or above. The data were weighted by party registration to ensure an accurate reflection of the population. 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.)

## Executive Summary:

**Santa Fe a great place to live, but tension underneath.** Seventy percent categorize the quality of life in Santa Fe as excellent (24 percent) or good (46 percent), but voters are split on the city's direction: 45 percent say it is headed in the right direction while 44 percent see things as off on the wrong track – an increase of eight points in the “wrong track” number from our 2013 poll.

One-quarter (27 percent) think the quality of life has gotten worse in the past three years. This number is higher among voters without a college degree, especially non-whites and women.

**Jobs and schools top volunteered concerns, but roads, infrastructure and city services are emerging issues.** When asked what the biggest issue is for the Mayor and City Council to focus on, about one-in-five mention jobs or the economy, and 16 percent education and schools (similar to the 2013 survey). But roads, potholes, and infrastructure is now a double-digit issue (12 percent), as are basic city services, litter, and maintenance (10 percent).

**Economy and environment top priorities.** Attracting new businesses and creating jobs is tied with protecting the local environment and natural resources as top priorities for city government. Reducing crime and providing more affordable housing are close behind.

**Voters more open to development than in 2013.** While 3-in-10 voters think residential development is happening too fast, this number has dropped 7-points from 2013 – which may be related to increased concerns about affordable housing. There has also been a 9-point jump among those who say business and commercial growth is happening too slowly.

## Executive Summary:

**City council receives lukewarm job performance ratings.** Almost six-in-ten say the council is doing an only fair (41 percent) or poor job (18 percent). The range of voters' dissatisfaction with the council's job performance is seen on the individual area job performance scores: two-thirds or higher give the council an only fair or poor rating on every area tested.

Voters are somewhat more positive about Javier Gonzales, with half saying he is doing an excellent (13 percent) or good (38 percent) job as mayor.

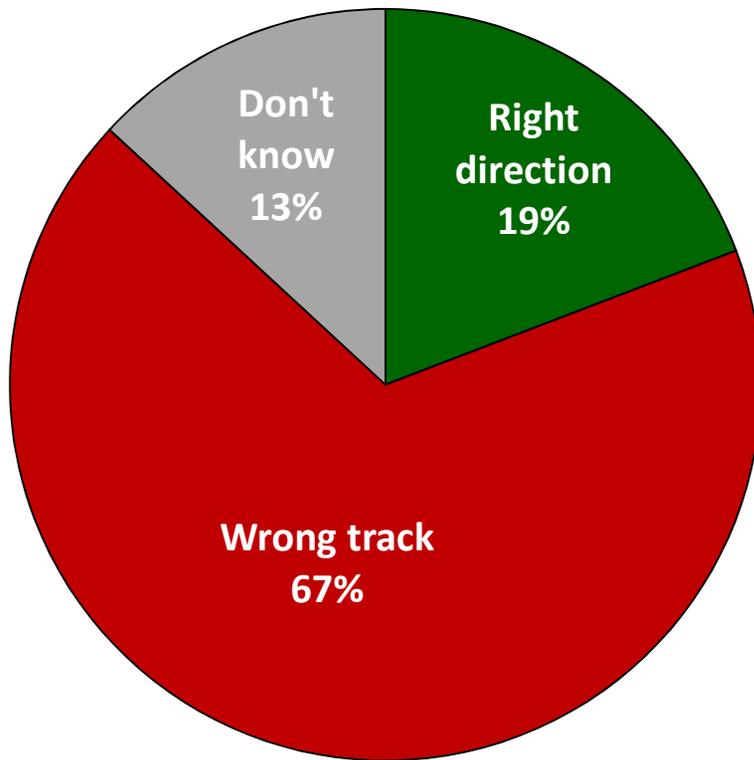
**Voters looking for a candidate who supports job creation, government transparency, public safety, and city performance.** Voters are much more likely to support a candidate who supports small business and job creation (62 percent much more likely to vote for), who wants more transparency in the way city government operates (60 percent), who will work to make Santa Fe safe from crime (55 percent) and will make government more efficient and customer friendly (53 percent).

**Protecting environment and natural resources trumps need for fewer regulations.** As in 2013, by two-to-one voters want to do more to protect the environment and natural resources by creating stricter land use guidelines over implementation of existing rules and regulations.

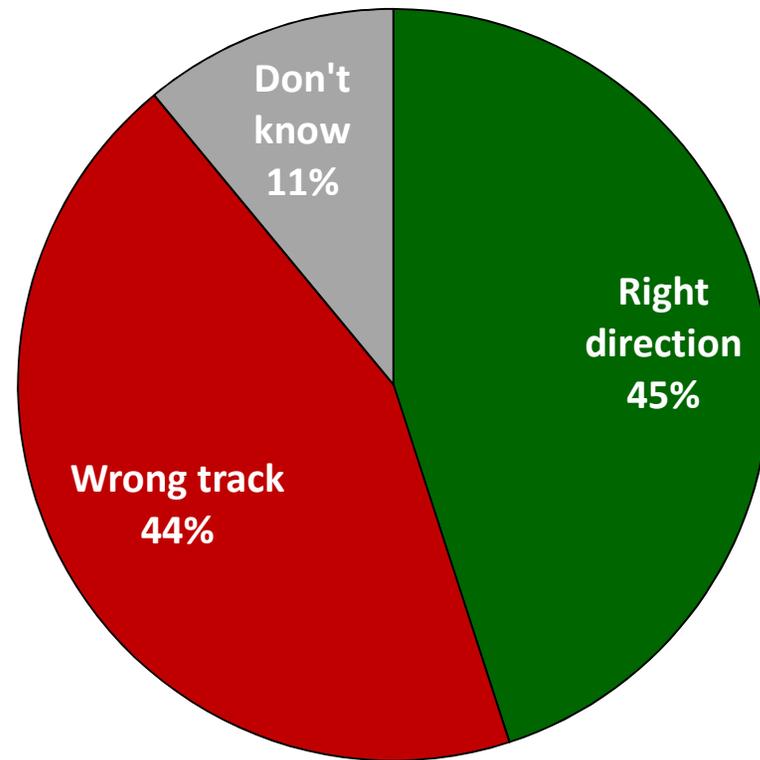
**Voters support efforts on St Michael's redevelopment.** Nearly two-thirds favor new zoning rules to encourage new housing and redevelopment along St. Michael's corridor, with a quarter strongly in favor.

# Santa Fe Voters Split on the Direction of the City; Broad Consensus that the State is Off on The Wrong Track

Direction of New Mexico



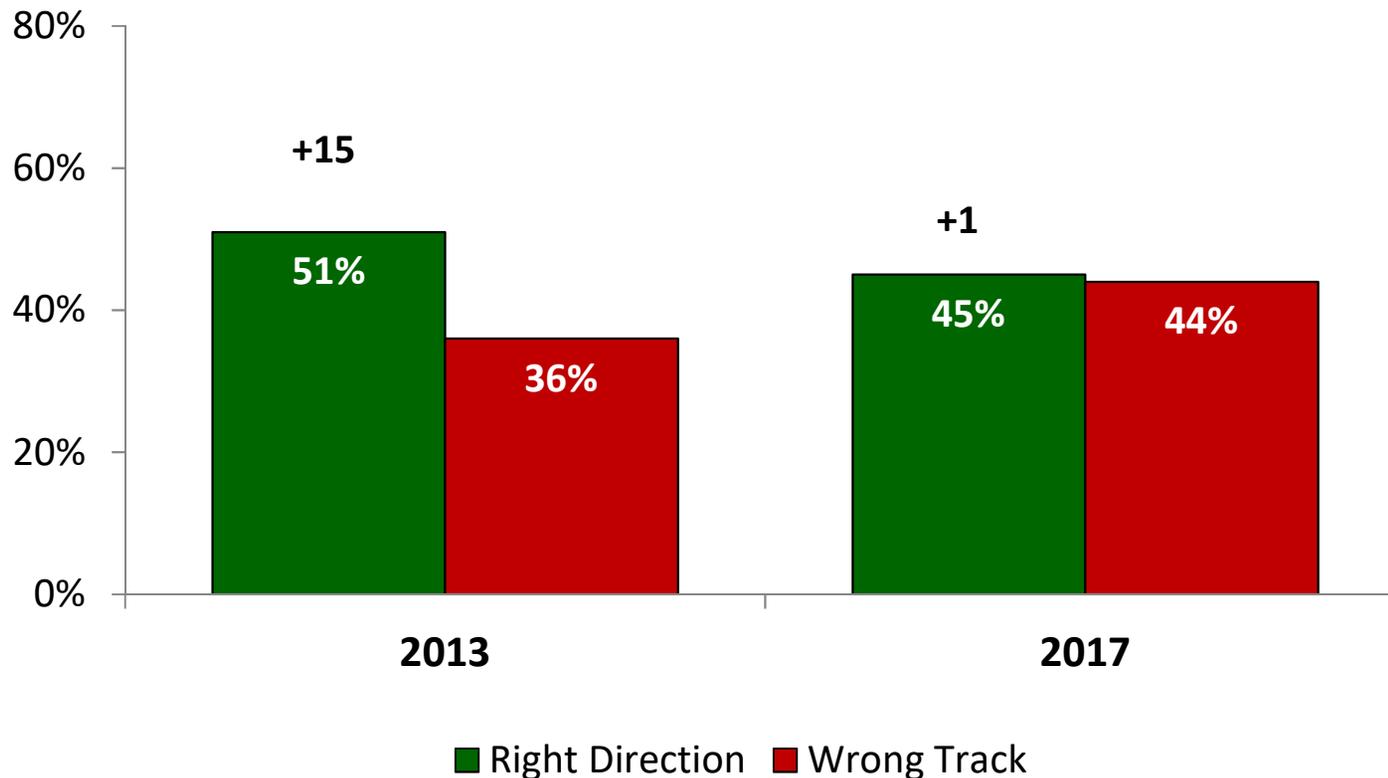
Direction of Santa Fe



Q.6 Generally speaking, do you think that things in New Mexico are going in the right direction, or do you feel things have gotten off on the wrong track? Q.7 And do you think that things in the city of Santa Fe are going in the right direction, or do you feel things have gotten off on the wrong track?

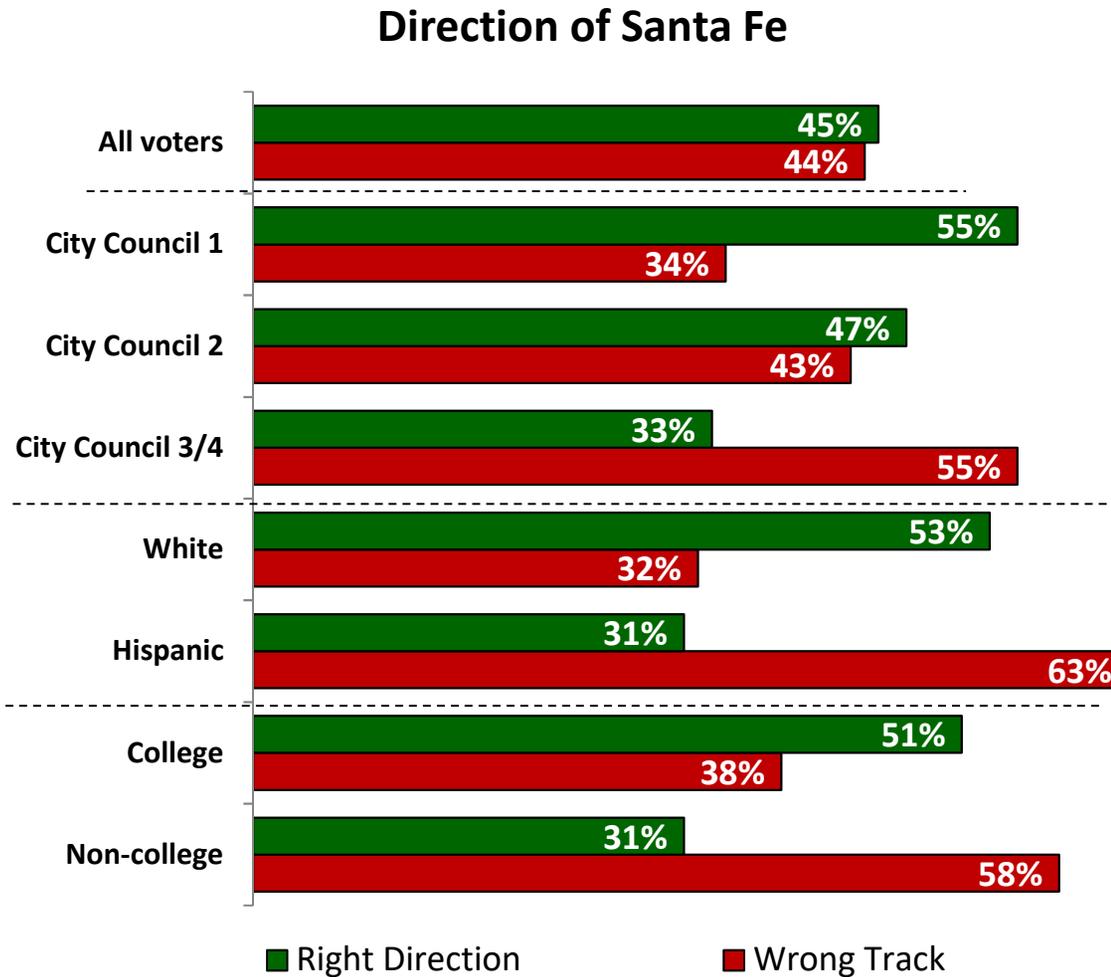
# Voters Less Positive about Direction Santa Fe is Headed Compared to 2013

Direction of Santa Fe



Q.7 And do you think that things in the city of Santa Fe are going in the right direction, or do you feel things have gotten off on the wrong track?

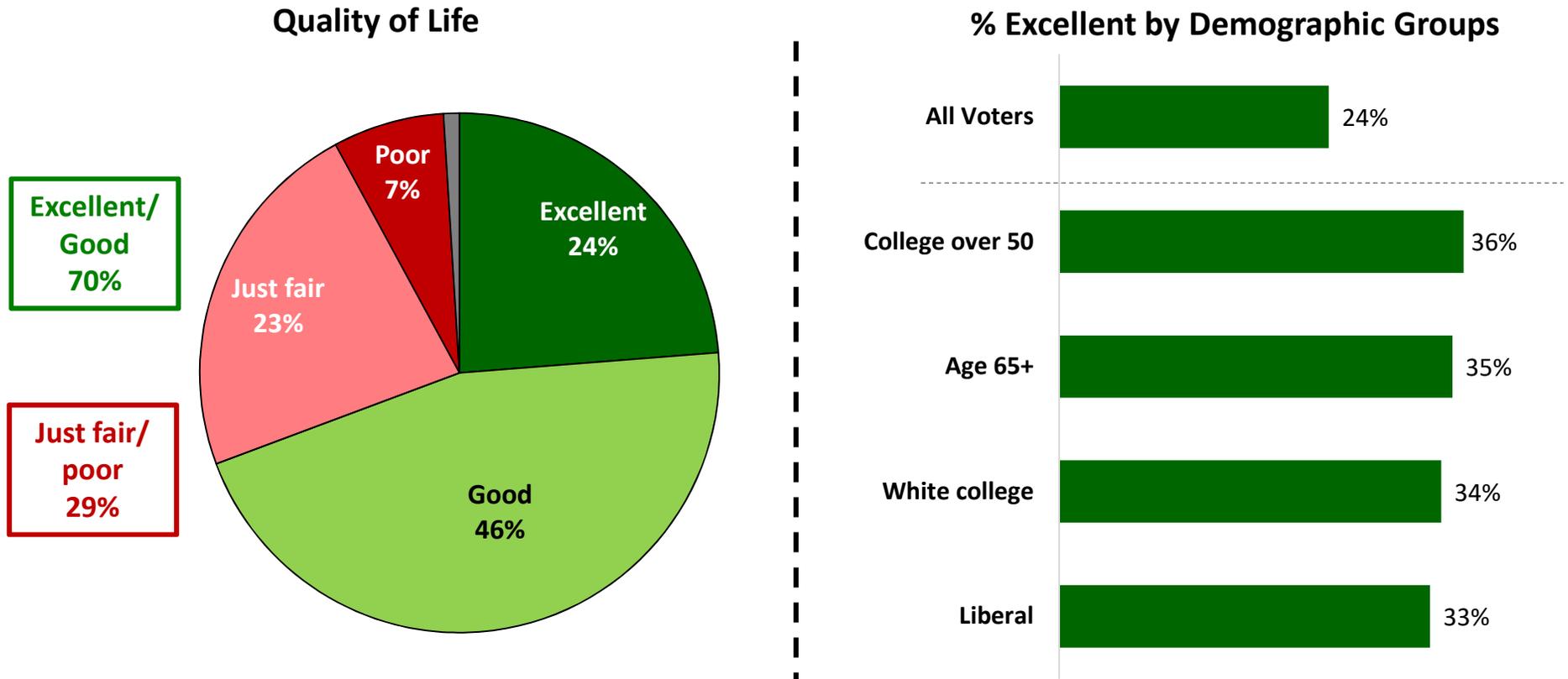
# CCD 1, White, and College-Educated Voters More Positive about the City's Direction



Q.7 And do you think that things in the city of Santa Fe are going in the right direction, or do you feel things have gotten off on the wrong track?

# 7-in-10 Rate Their Quality of Life as Excellent or Good

*Older, college educated most likely to say quality of life is excellent*

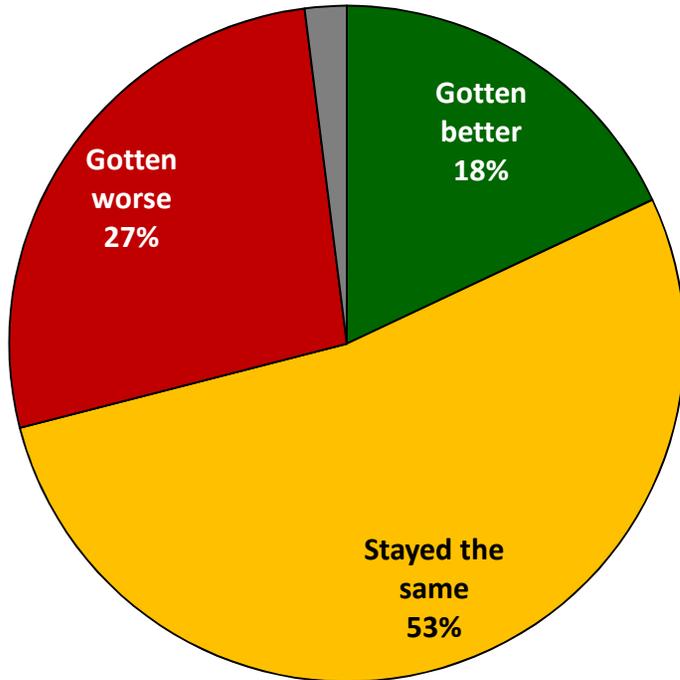


Q.8 How would you describe the quality of life in your local community – excellent, good, just fair, or poor?

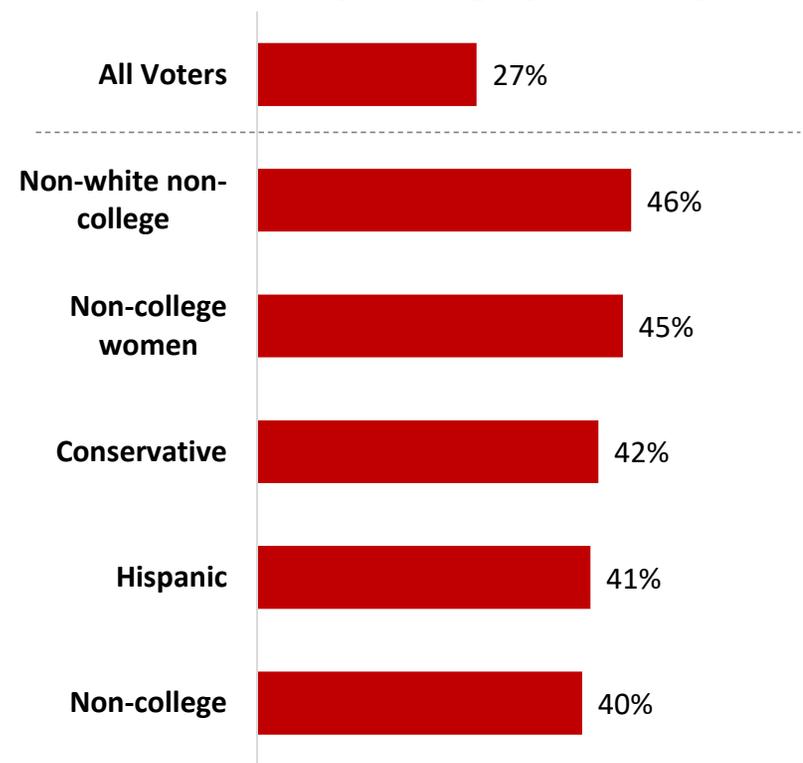
# A Majority Feel that the Quality of Life Has Stayed The Same Over the Last Three Years

*A quarter think quality of life has gotten worse: nearly half among non-white, non-college voters*

**Quality Of Life In The Past Three Years**



**% Gotten Worse by Demographic Groups**

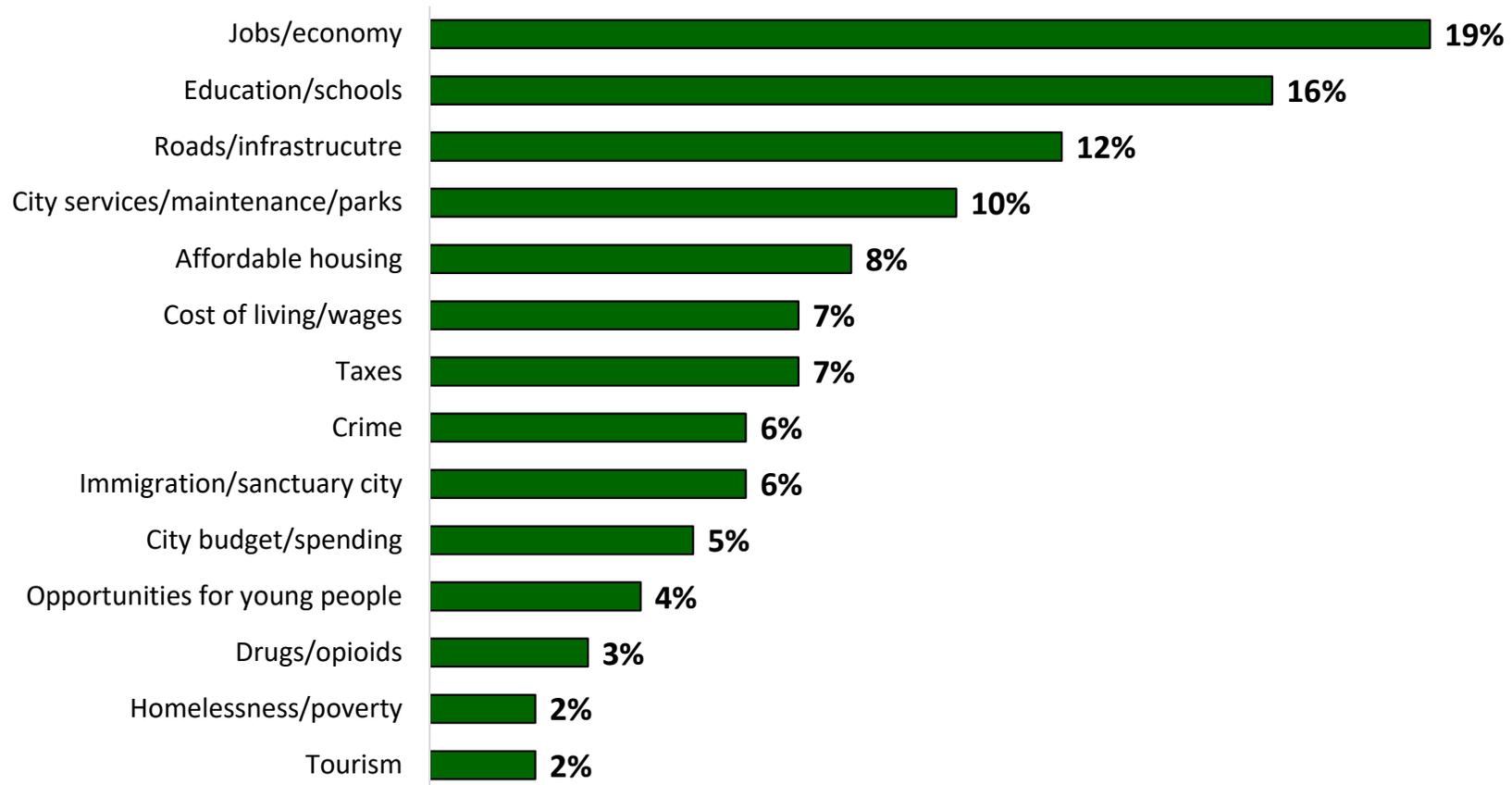


Q.9 In the past three years, do you think the quality of life in Santa Fe has gotten better, gotten worse, or stayed the same?

# When Asked to Name Their Top Concern, Jobs and Education Mentioned Most Often

*Infrastructure and city services also frequently cited*

**Biggest Issue in Santa Fe**



Q.10 And what would you say is the biggest issue in Santa Fe that you would like the Mayor and the City Council to focus on? (volunteered response)

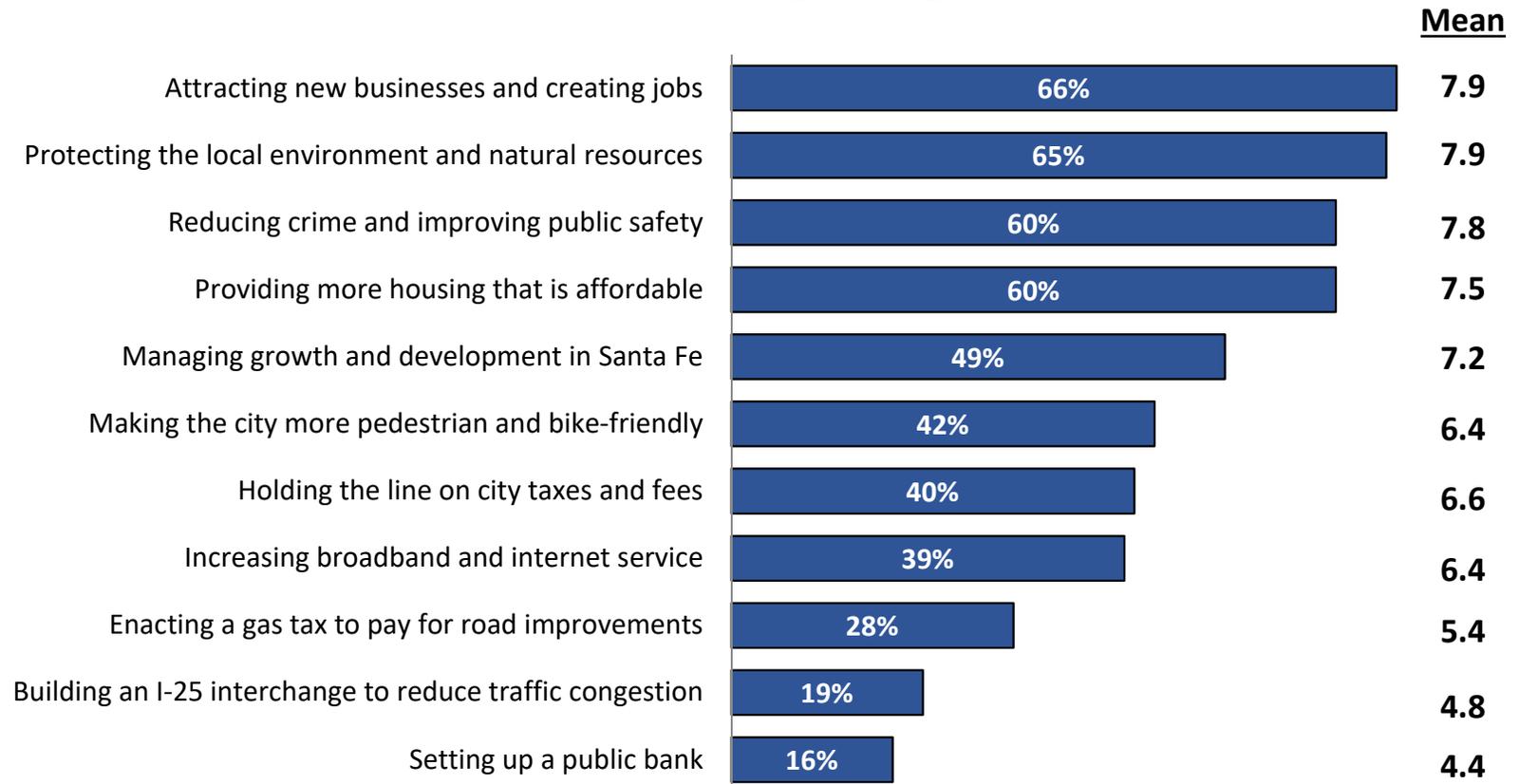


# Attracting Jobs and Businesses, Protecting the Environment

## Voters' Top Priorities for City Government

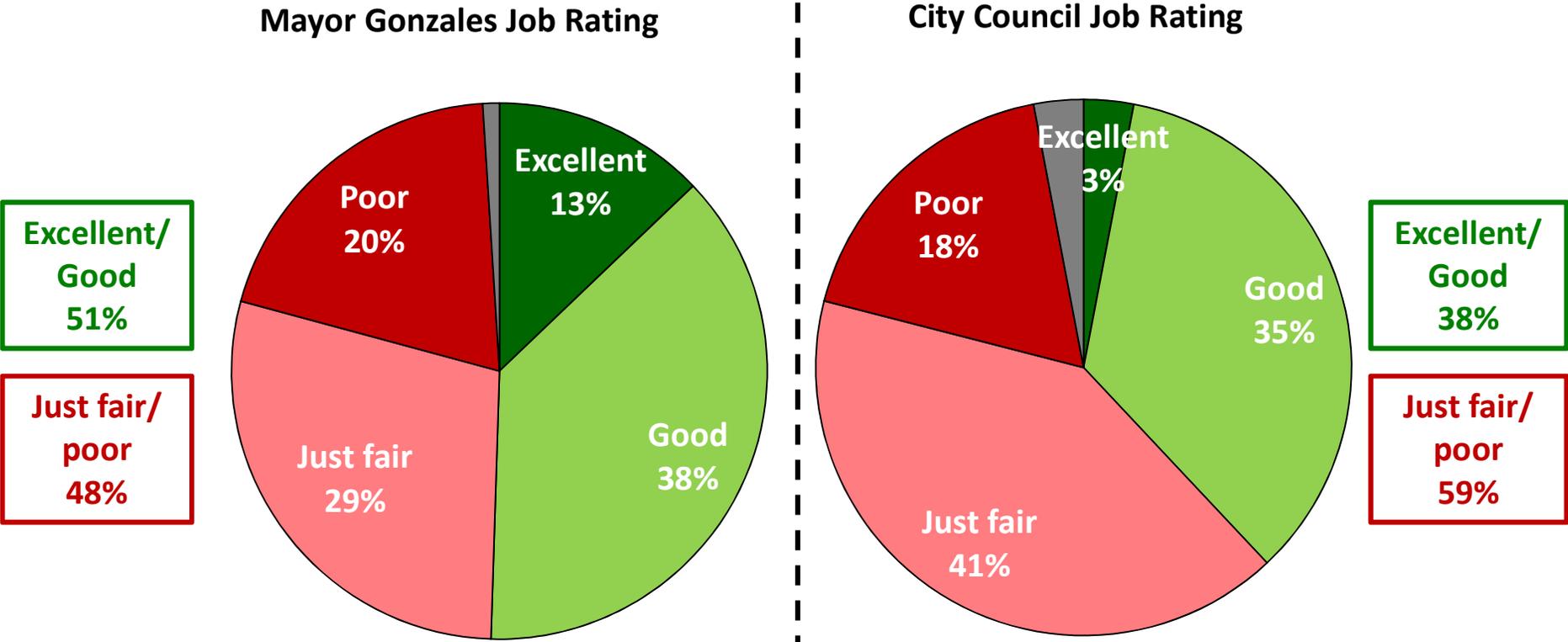
*Reducing crime and providing more affordable housing also high on the list*

### Issue Priorities for Santa Fe: Percentage Rating A Score Of 8-10



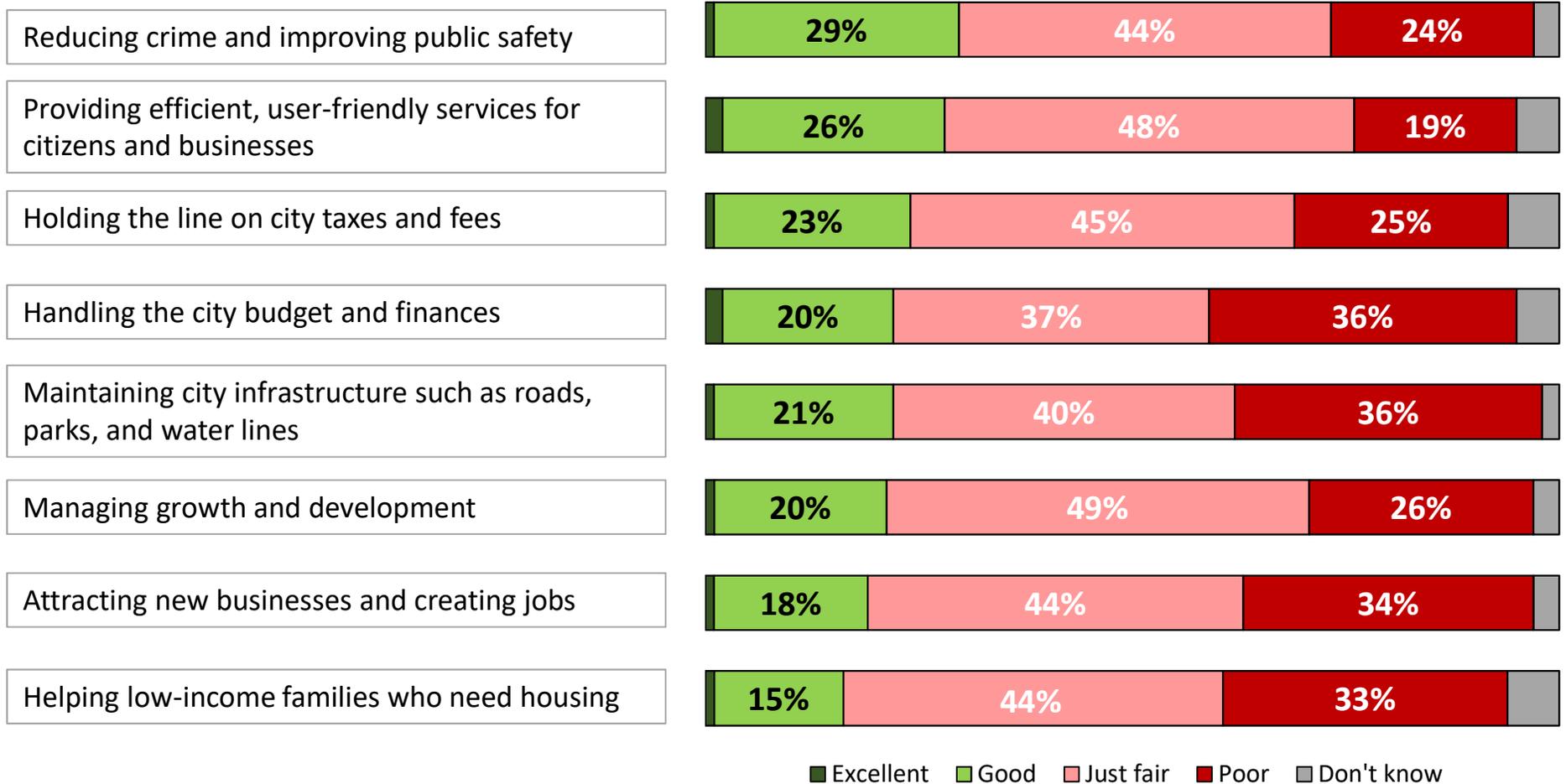
Q.11 Now I am going to read some issues that people say should be a priority for our city government and elected officials in Santa Fe. Please rate each of the following using a scale of one to ten, where one means that issue is not a priority for you at this time, and ten means that issue is a top priority for you at this time. Of course, you can use any number between one and ten, the higher the number the higher the priority you place on that issue.

# Half of Voters Rate the Mayor's Job Positively, While Fewer than 2-in-5 Give Positive Marks to the City Council



Q.12 Overall, how would you rate the job being done by Javier Gonzales as mayor – excellent, good, just fair, or poor?  
Q.13 And how would you rate the job being done by the Santa Fe city council – excellent, good, just fair, or poor?

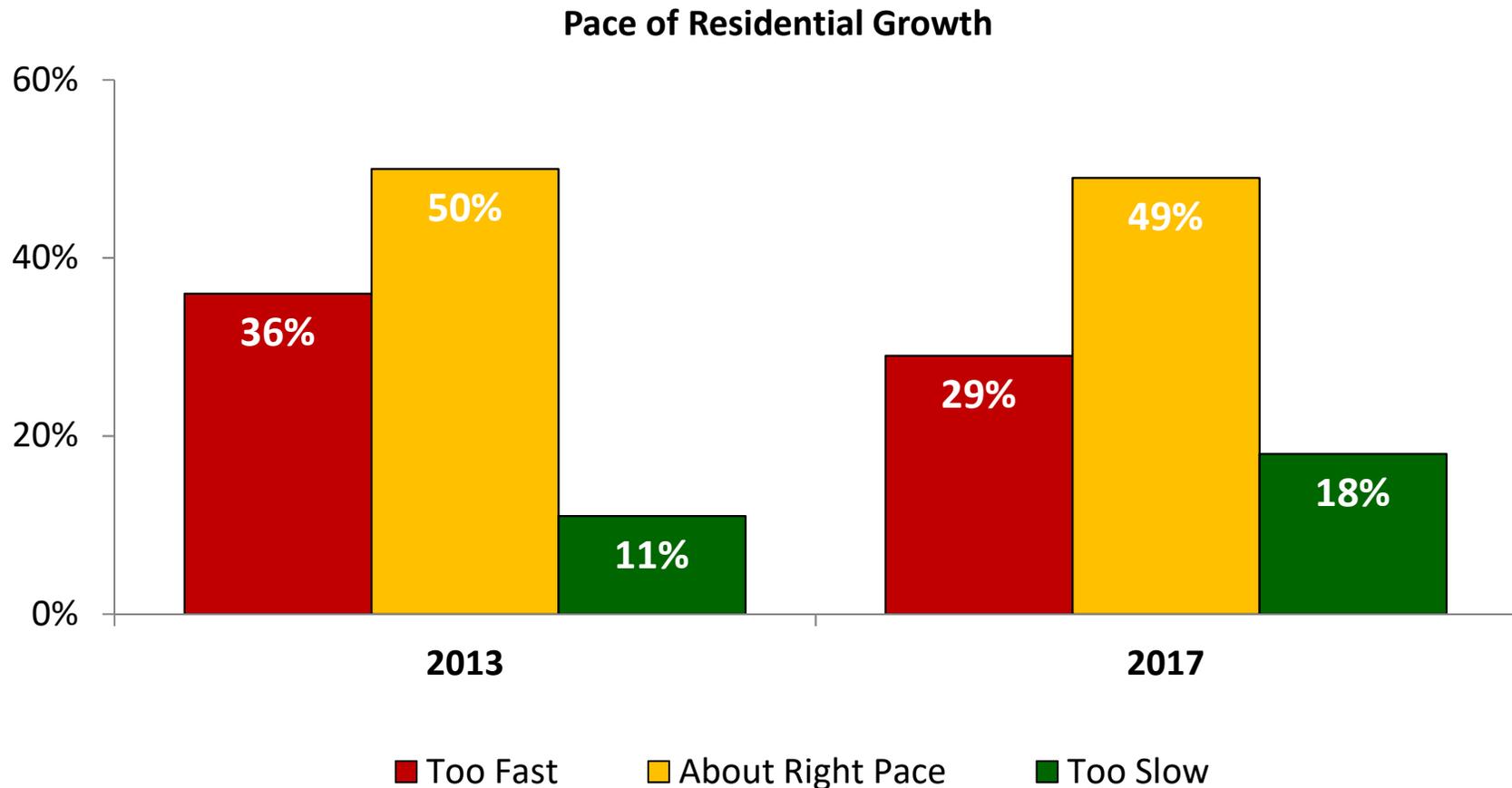
# Voters Give City Council Just Fair or Poor Ratings on Issues Across the Board



Q.15 And how would you rate the job being done by the city council in each of the following areas – excellent, good, just fair, or poor?

# Half Feel Residential Growth Happening at the Right Pace, But Small Increase in Those Who Feel it is Too Slow

*7-point decrease among those saying residential growth is happening too fast*

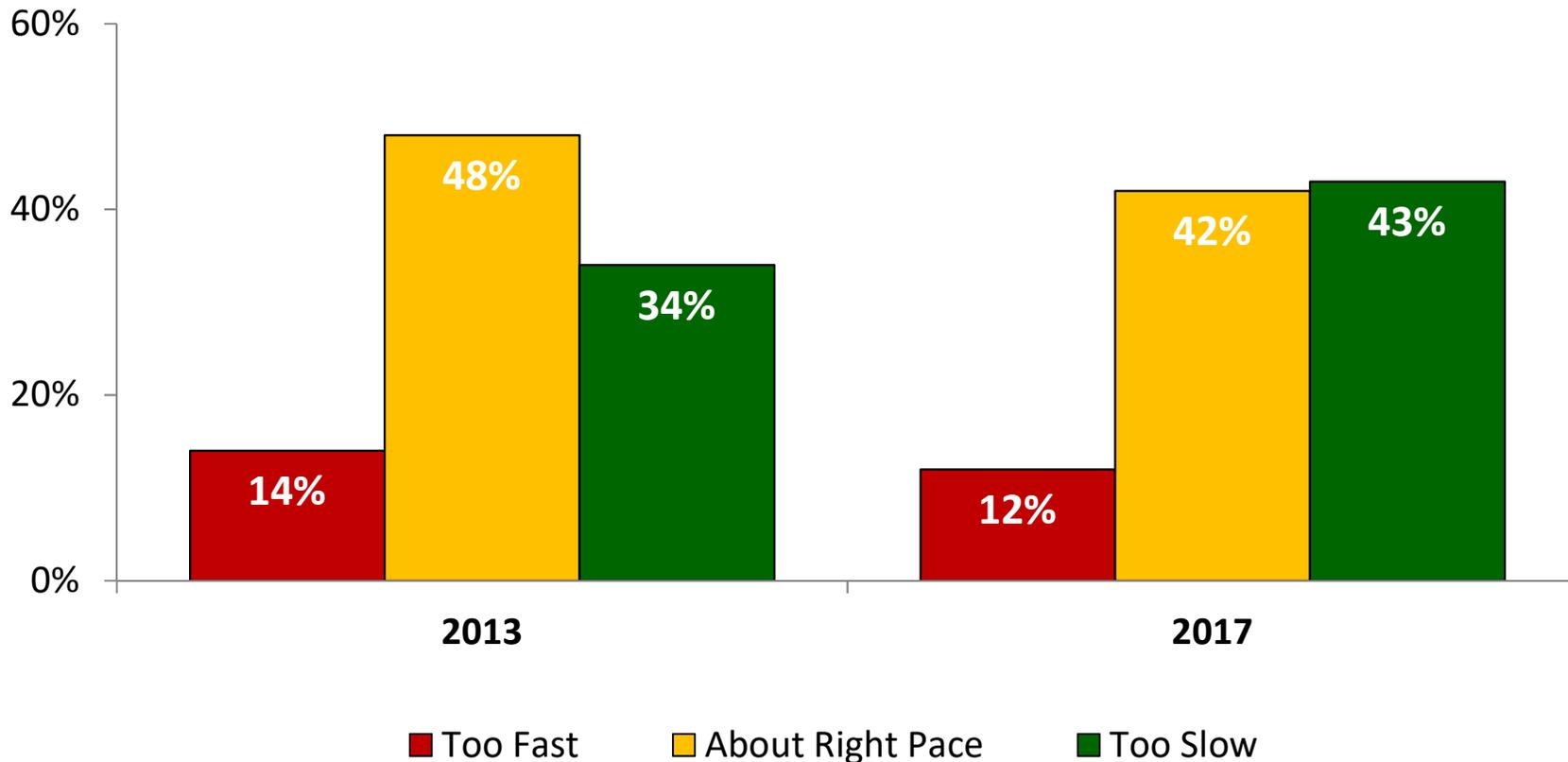


Q.16 Would you say that the pace of RESIDENTIAL growth and development is happening too fast, too slow, or is it happening at about the right pace?

# Compared to 2013, Voters More Inclined to Say Business and Commercial Growth in Santa Fe is Too Slow

*9-point increase in those saying business growth is too slow*

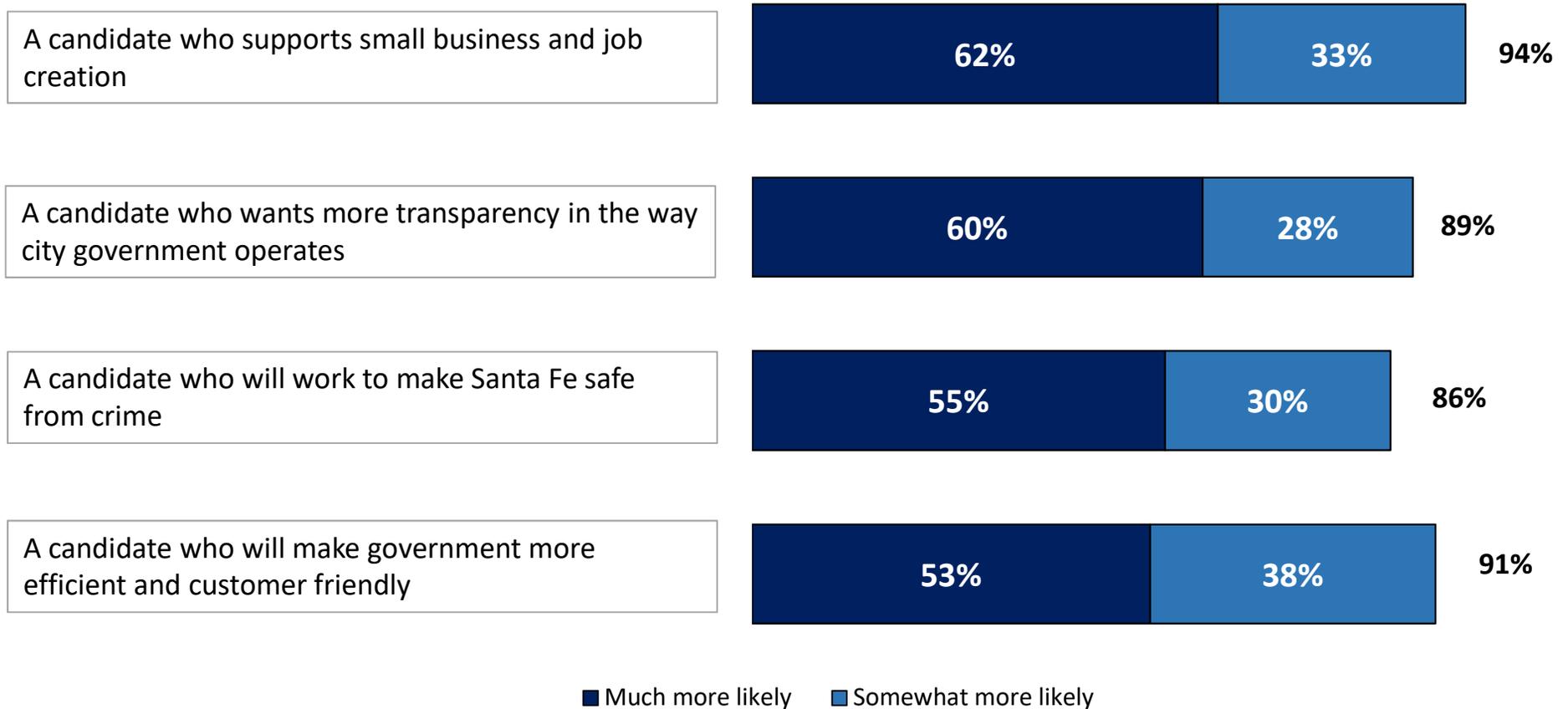
### Pace of Business & Commercial Growth



Q.17 Would you say that the pace of BUSINESS AND COMMERCIAL growth and development is happening too fast, too slow, or is it happening at about the right pace?

# Voters More Likely to Support a Candidate Who Supports Small Business and Job Creation, Will Work to Reduce Crime, and Will Make Government More Transparent and Efficient

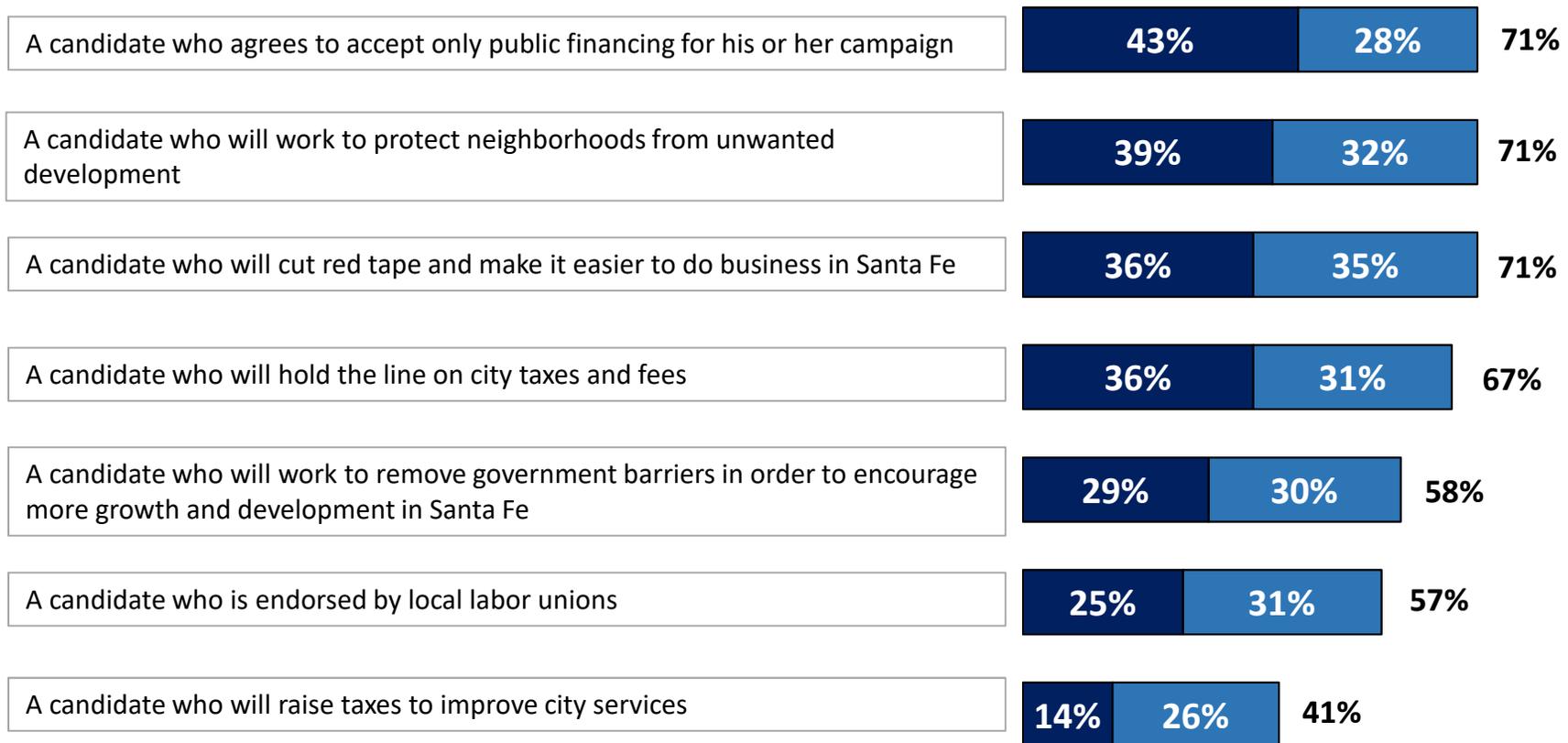
## Likelihood Of Voting For A Type Of Candidate



Q.18 Now thinking ahead to next year and the election for mayor and city council. I am going to read to you some descriptions of a candidate for mayor or city council of Santa Fe. For each, please tell me if you would be (ROTATE) more or less likely to vote for this kind of candidate.

# Second Tier Reasons: Candidates Will Rely on Public Funding, Protect Neighborhoods, and Cut Red Tape for Businesses

## Likelihood Of Voting For A Type Of Candidate



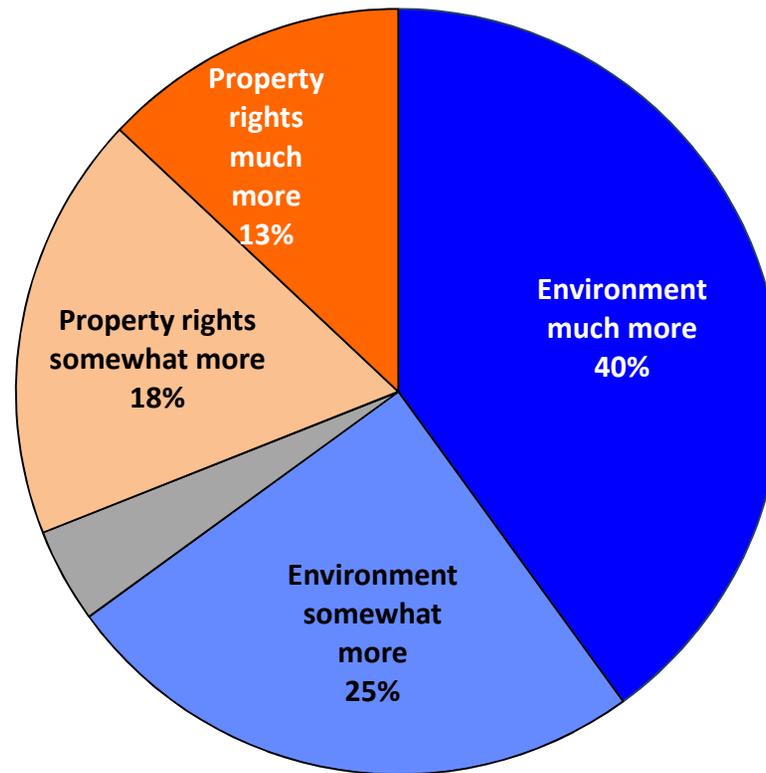
■ Much more likely   ■ Somewhat more likely

Q.18 Now thinking ahead to next year and the election for mayor and city council. I am going to read to you some descriptions of a candidate for mayor or city council of Santa Fe. For each, please tell me if you would be (ROTATE) more or less likely to vote for this kind of candidate.

# Nearly Two-Thirds Would Like to Do More to Protect the Environment With Stricter Land Use Guidelines

**Total, Protect Property Rights:**  
**31%**

SOME/OTHER people say Santa Fe County has made the protection of land and water a top priority and already has some of the toughest land use laws in the state. We don't need any more rules and regulations that restrict private property rights.



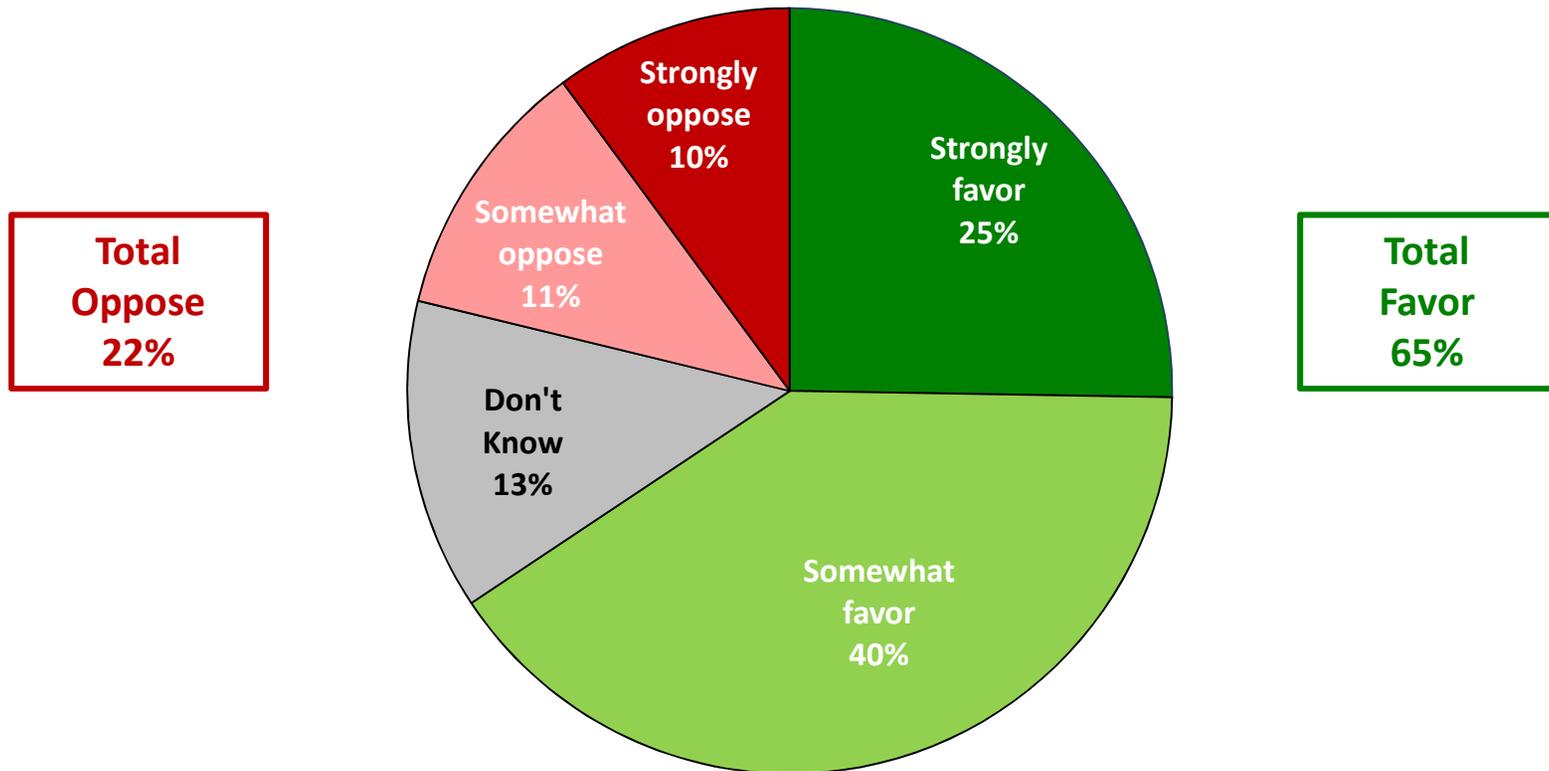
**Total, Protect Environment:**  
**65%**

SOME/OTHER people say land and water are the most precious resources in Santa Fe County. We need to do more to protect the environment from developers and limit the impact on our natural resources by creating stricter land use guidelines.

Q.19 Switching gears a bit and thinking more broadly about growth and development issues in all of Santa Fe County, not just the City, I am going to read you a pair of statements, and I want you to tell me which statement comes closer to your own view, even if neither is exactly right.

# Nearly 2-in-3 Favor the New Zoning Rules Encouraging Redevelopment Along the St. Michael's Corridor

Support For New Zoning Rules Along The St. Michael's Corridor



Q.20 In the last year, the City of Santa Fe has changed zoning rules to encourage redevelopment along the St. Michael's corridor by reducing fees and speeding up approval for certain types of development, like housing. Generally speaking, do you favor or oppose the new zoning rules to encourage redevelopment along the St. Michael's corridor?

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