

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Rio Rancho. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 399 residents of the City of Rio Rancho collected from May 13, 2021 to July 1, 2021. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2021 survey was 15%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Rio Rancho.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Rio Rancho’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Rio Rancho residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Rio Rancho’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Rio Rancho’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2021 ratings compare to other communities’ ratings from the past five years.



Trends over time

Trend data for Rio Rancho represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than seven percentage points between the 2019 and 2021 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

All households within the City of Rio Rancho were eligible to participate in the survey. A list of all households within the zip codes serving Rio Rancho was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Rio Rancho households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Rio Rancho boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the six districts. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 2,700 randomly selected households received mailings beginning on May 13, 2021 and the survey remained open for 7 weeks. For 1,200 households, the first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 1,500 households, the first mailing was a postcard inviting the household to participate, followed one week later by a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in English and Spanish instructing participants on how to complete the survey in their preferred language.

About 2% of the 2,700 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,633 households that received the invitations to participate, 399 completed the survey, providing an overall response rate of 15%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of Rio Rancho survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (399 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Rio Rancho. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on June 17, 2021. The survey remained open for two weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2017 American Community Survey estimates for adults in the City of Rio Rancho. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	8%	27%	28%
	35-54	25%	37%	36%
	55+	67%	36%	36%
Area	District 1	10%	15%	15%
	District 2	11%	16%	16%
	District 3	15%	18%	18%
	District 4	24%	18%	18%
	District 5	18%	17%	17%
	District 6	22%	16%	16%
Hispanic origin	No, not Spanish, Hispanic, or Latino	74%	63%	63%
	Spanish, Hispanic, or Latino	26%	37%	37%
Housing tenure	Own	88%	78%	78%
	Rent	12%	22%	22%
Housing type	Attached	9%	10%	10%
	Detached	91%	90%	90%
Race & Hispanic origin	Not white alone	39%	46%	46%
	White alone, not Hispanic or Latino	61%	54%	54%
Sex	Female	57%	53%	52%
	Male	43%	47%	48%
Sex/age	Female 18-34	5%	15%	14%
	Female 35-54	16%	19%	19%
	Female 55+	35%	19%	19%
	Male 18-34	3%	13%	14%
	Male 35-54	9%	18%	18%
	Male 55+	31%	17%	17%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Rio Rancho funded this research. Please contact Annemarie Garcia of the City of Rio Rancho at angarcia@rrnm.gov if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2017 American Community Survey

Highlights

Residents continue to experience a high quality of life in Rio Rancho.

Over 8 in 10 residents positively rated their overall quality of life in Rio Rancho and about 9 in 10 gave excellent or good marks to the city as a place to live. A similarly high proportion of respondents would recommend living in Rio Rancho to someone who asked and reported they were likely to remain in the City for the next five years. Further, the overall image of Rio Rancho increased substantially since the previous survey administration, rising from 69% in 2019 to 77% in 2021. All of these ratings for quality of life were similar to the national benchmarks and most remained stable over time.

Mobility continues to be an area of opportunity in Rio Rancho, but has shown improvement.

In general, Rio Rancho residents tended to give lower scores within the facet of Mobility than they did to other facets of community livability. About 6 in 10 residents gave positive scores to the ease of travel by car in the city, traffic enforcement, and traffic signal timing, while about half were pleased with street cleaning, street lighting, traffic flow, and snow removal. Four in 10 residents scored the overall quality of the transportation system in Rio Rancho as excellent or good; all Mobility ratings were similar to or lower than those given in other communities across the nation. The use of public transportation remained lower than average, with less than 1 in 10 reporting using these services in the past 12 months, as did the proportion of those who reported biking instead of driving (43%).

It is important to observe, however, that multiple aspects of mobility improved notably between the 2019 and 2021 administrations of The NCS. Residents showed more favorable opinions toward traffic signal timing (59% excellent or good), street cleaning (53%), street lighting (52%), traffic flow on major streets (51%), and sidewalk maintenance (45%) in 2021 than in 2019, and all of these aspects were similar to the national benchmarks. Ease of walking (54%), snow removal (47%), and street repair (32%) also showed significant improvement since the previous survey iteration, though these received lower marks on average compared to communities nationally.

Some ratings for education, arts, and culture and community engagement have declined over time, likely as a result of the COVID-19 pandemic.

Like many other communities during the pandemic, a number of ratings related to education, arts and culture and community engagement in Rio Rancho declined in 2021. Ratings declined for overall opportunities for education, culture, and the arts (43% excellent or good in 2021); opportunities to volunteer (46%); residents' connection and engagement with their community (45%); opportunities to participate in community matters (40%); to attend special events and festivals (35%); to participate in social events and activities (32%); and to attend cultural/arts/music activities (32%). Residents were also less likely in 2021 than in 2019 to have volunteered their time (23%).

Economy is a top priority for the residents of Rio Rancho.

When asked about aspects of the community Rio Rancho should focus on in the next two years, virtually all respondents (97%) rated the overall economic health of the city as essential or very important. Several aspects of the economy have improved since 2019, while other facets remain opportunities for improvement. Despite the impacts of the COVID-19 pandemic, the overall economic health of Rio Rancho increased 14% from 2019 to 2021, to 63% excellent or good; this rating was similar to the national benchmark. The overall quality of business and service establishments (65%) also received significantly more positive ratings in 2021, rising 13%. Additionally, residents continued to give higher-than-average ratings to the cost of living (62%) in Rio Rancho compared to the national benchmark. A factor that may influence the cost of living is the availability of affordable quality housing in Rio Rancho (49%), which was also higher than the national comparison.

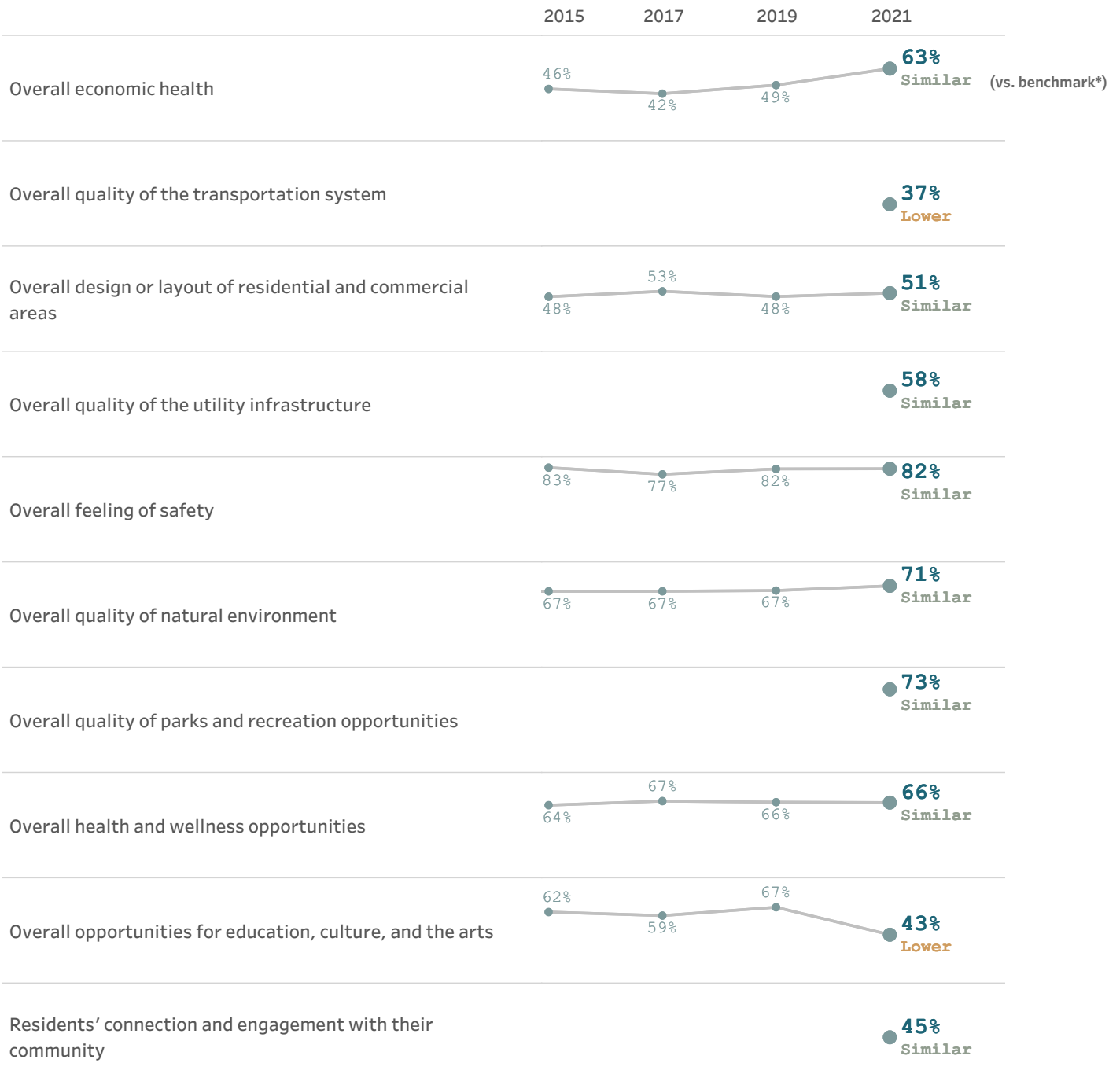
Areas of economic health that presented opportunities for improvement tended to be related to consumer preferences. Shopping opportunities (41% excellent or good), the variety of business and service establishments in Rio Rancho (46%), and the vibrancy of the downtown/commercial area (27%) received marks lower than the national comparisons, though where trends over time were available, all ratings were similar to the previous administration.

Facets of livability

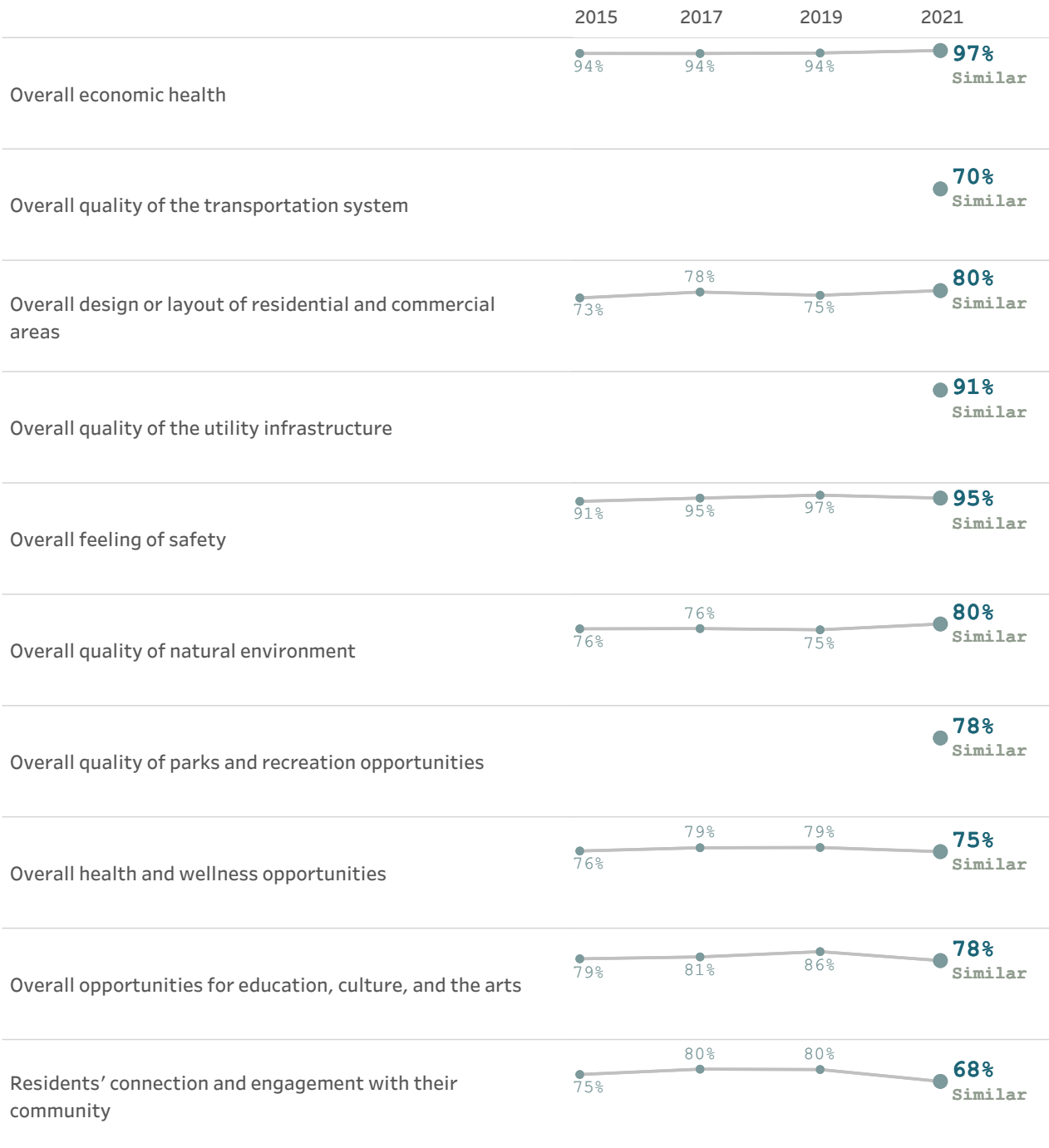
Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Rio Rancho as a whole.
(% excellent or good)



Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years.
 (% essential or very important)



Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Due to the changes in question wording, comparisons to past years are not made.

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

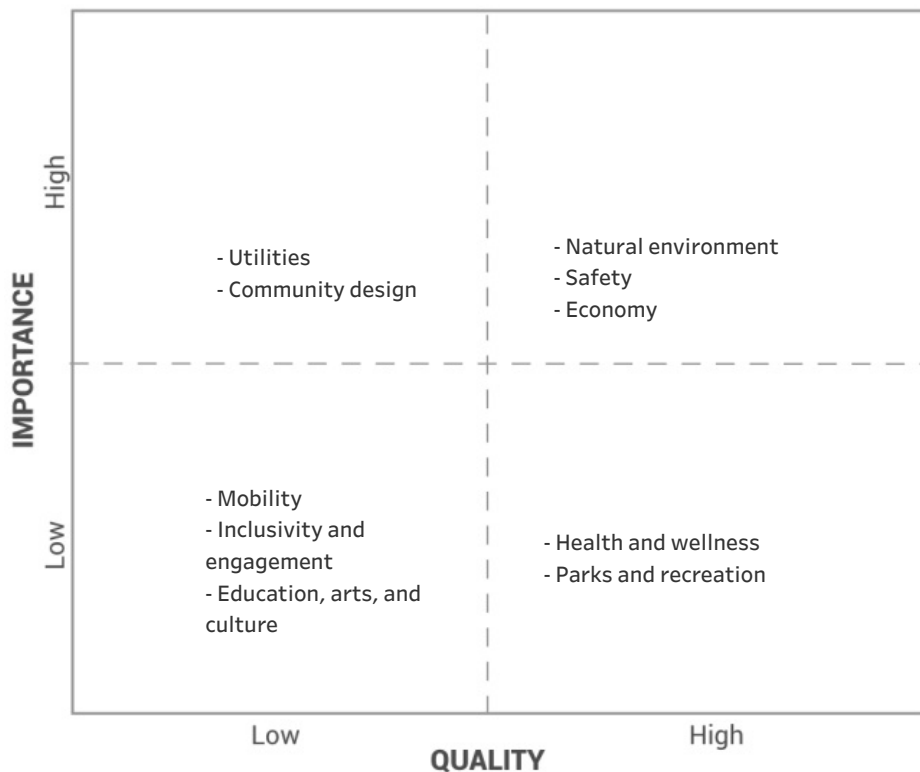
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 61% or more of respondents were considered of "higher quality" and those with ratings lower than 61% were considered to be of "lower quality." Services were classified as "more important" if they were rated as essential or very important by 79% or more of respondents. Services were rated as "less important" if they received a rating of less than 79%. This classification uses the median ratings for quality and importance to divide the services in half.

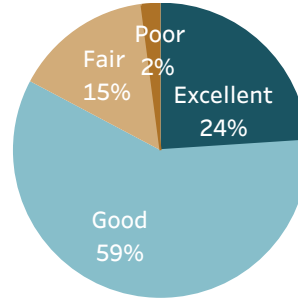
The quadrants in the figure below show which community facets were given higher or lower importance ratings (up-down) and which had higher or lower quality ratings (right-left). Services categorized as higher in importance and lower in quality may warrant further investigation to see if changes to their delivery are necessary.



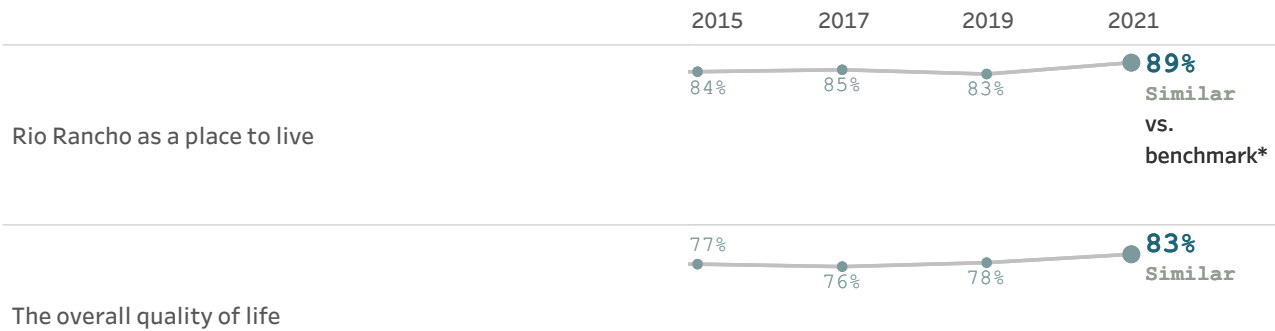
Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

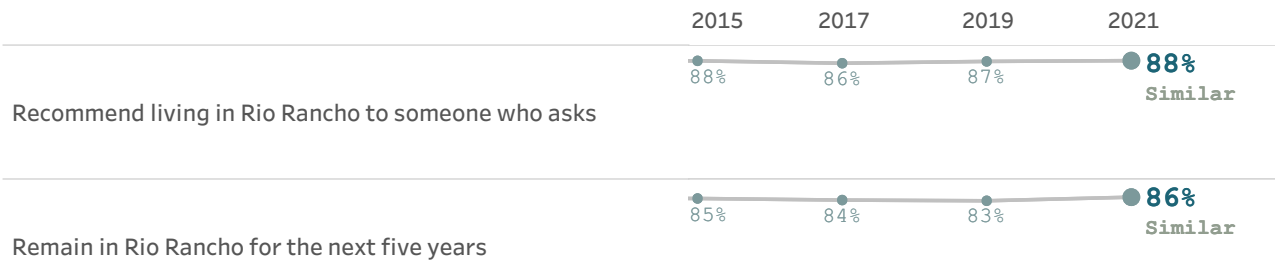
The overall quality of life in Rio Rancho, 2021



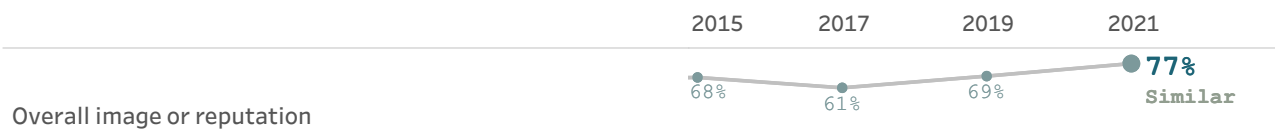
Please rate each of the following aspects of quality of life in Rio Rancho. (% excellent or good)



Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)



Please rate each of the following in the Rio Rancho community. (% excellent or good)

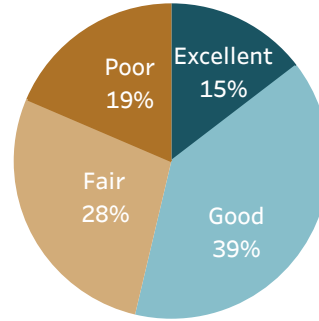


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

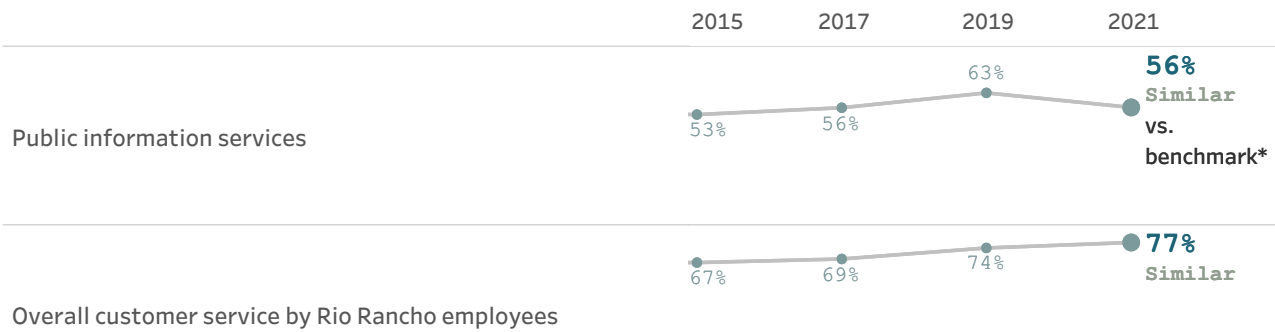
Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

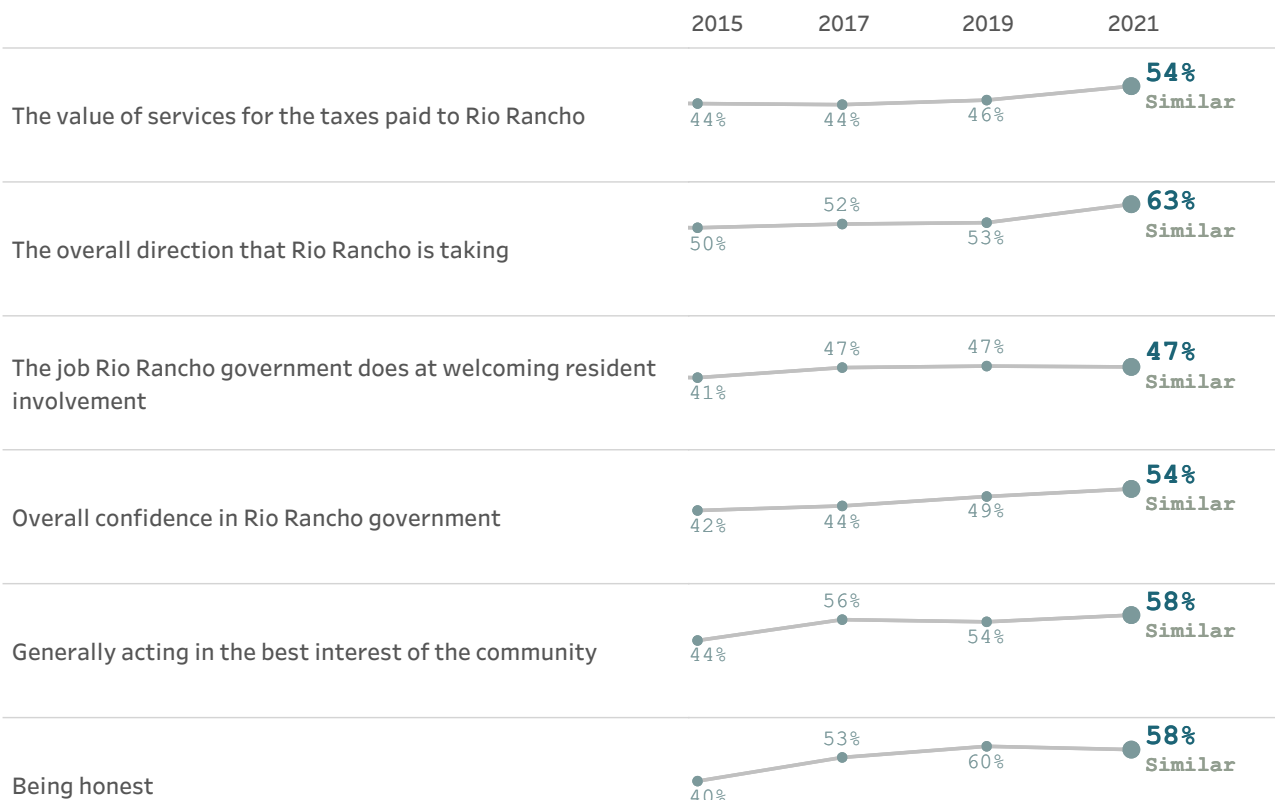
Overall confidence in Rio Rancho government, 2021



Please rate the quality of each of the following services in Rio Rancho. (% excellent or good)



Please rate the following categories of Rio Rancho government performance. (% excellent or good)



Being open and transparent to the public **52%**
Similar

Informing residents about issues facing the community **46%**
Similar

Treating all residents fairly **61%**
Similar

Year	Percentage
2015	44%
2017	56%
2019	58%
2021	61%

Treating residents with respect **67%**
Similar

Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)

The City of Rio Rancho **69%**
Similar

Year	Percentage
2015	67%
2017	63%
2019	65%
2021	69%

The Federal Government **39%**
Similar

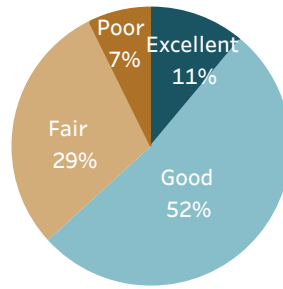
Year	Percentage
2015	43%
2017	31%
2019	41%
2021	39%

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

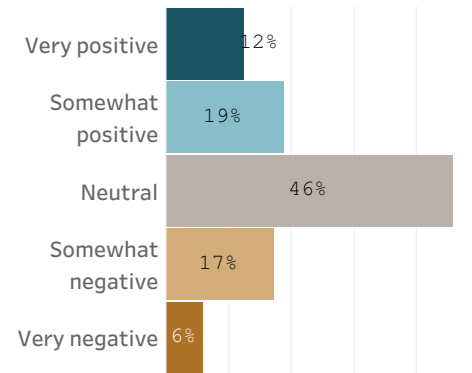
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

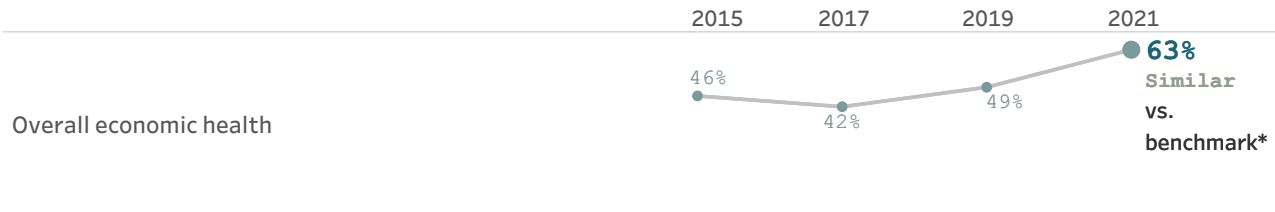
Overall economic health of Rio Rancho, 2021



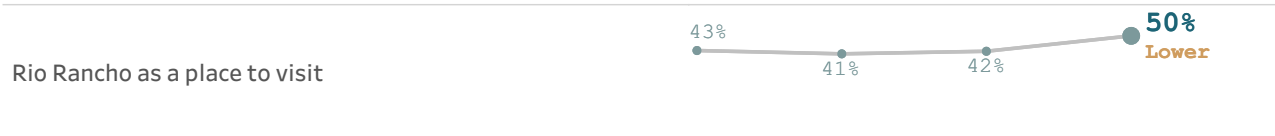
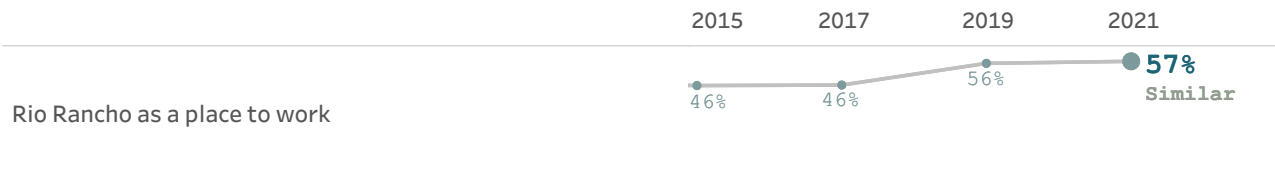
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



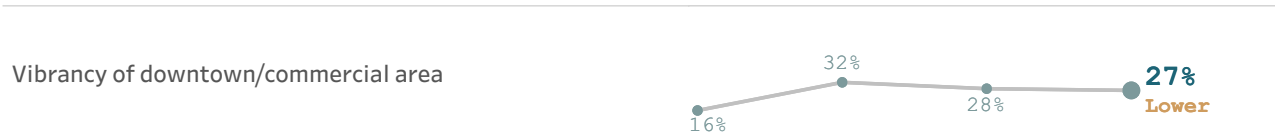
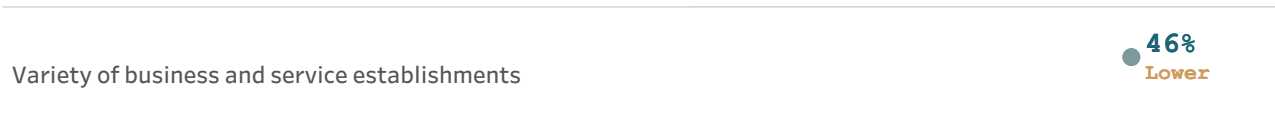
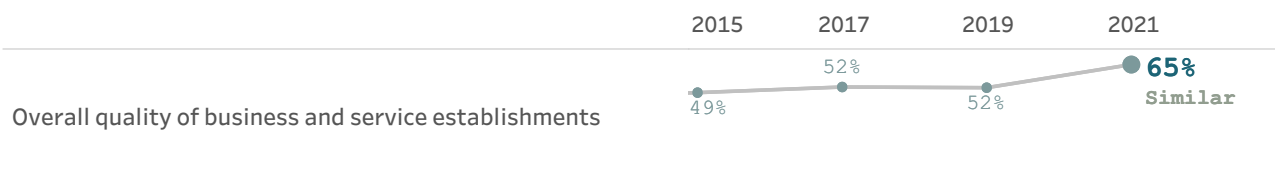
Please rate each of the following characteristics as they relate to Rio Rancho as a whole. (% excellent or good)



Please rate each of the following aspects of quality of life in Rio Rancho. (% excellent or good)



Please rate each of the following in the Rio Rancho community. (% excellent or good)



Employment opportunities



Shopping opportunities

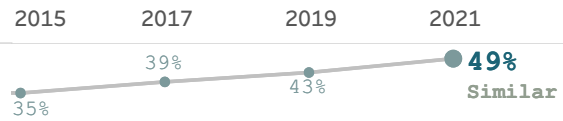


Cost of living



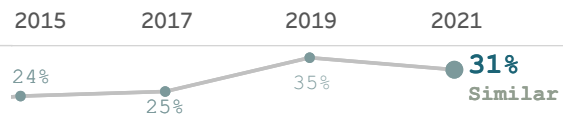
Please rate the quality of each of the following services in Rio Rancho.
(% excellent or good)

Economic development



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

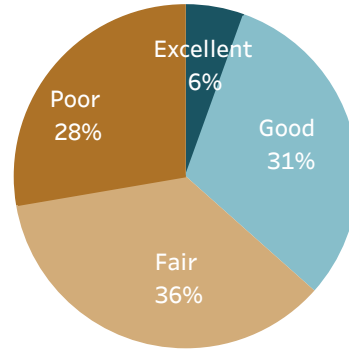


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Mobility

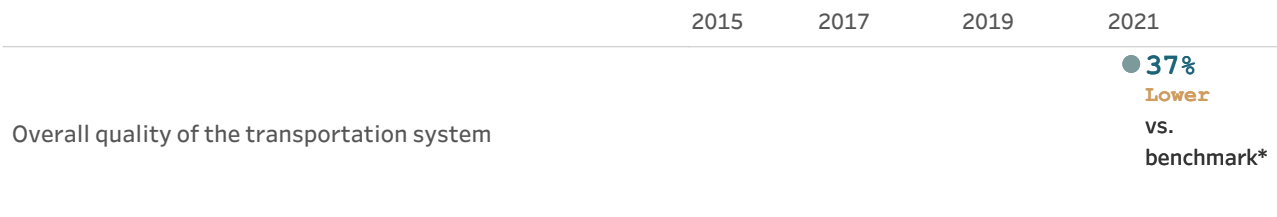
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Rio Rancho, 2021



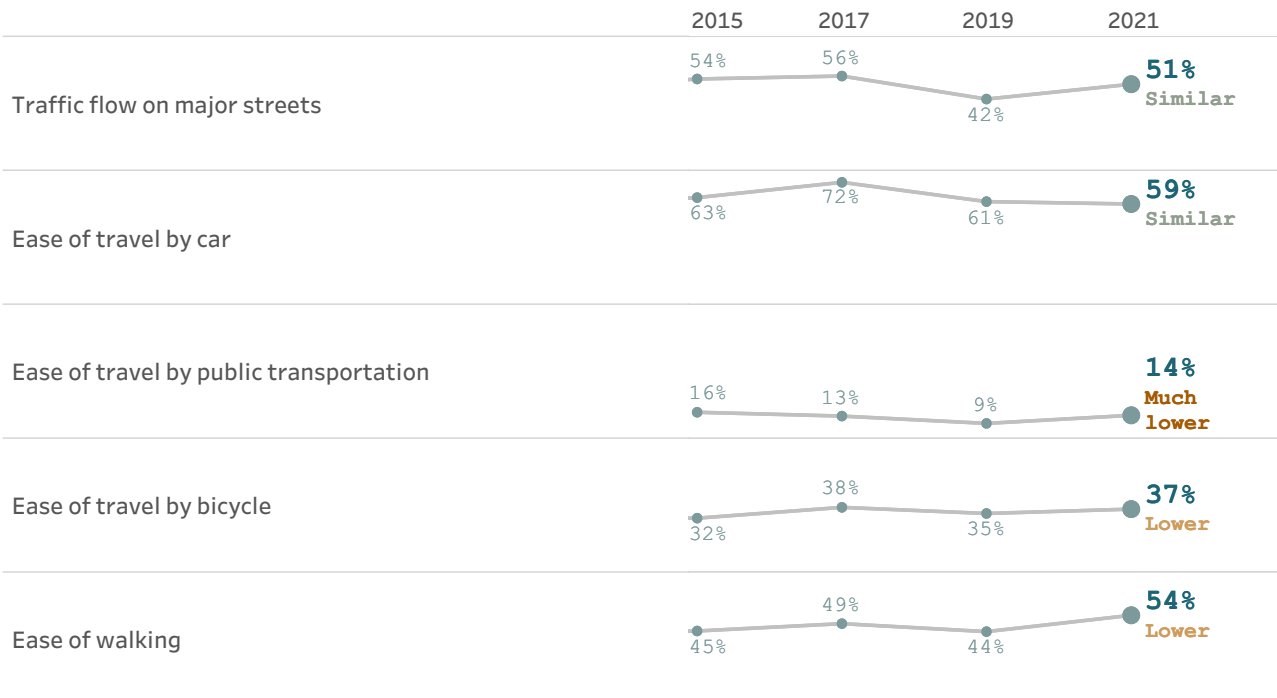
Please rate each of the following characteristics as they relate to Rio Rancho as a whole.

(% excellent or good)



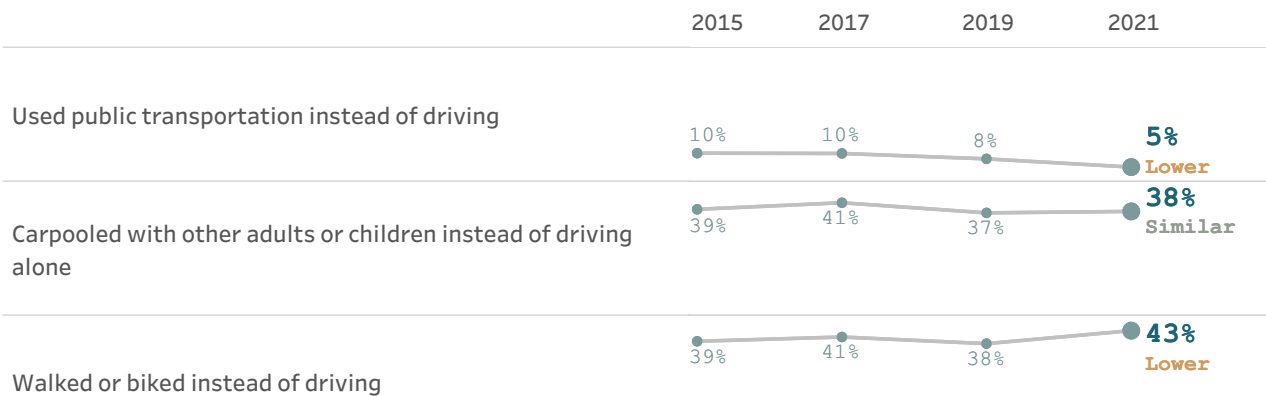
Please also rate each of the following in the Rio Rancho community.

(% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



Please rate the quality of each of the following services in Rio Rancho.

(% excellent or good)



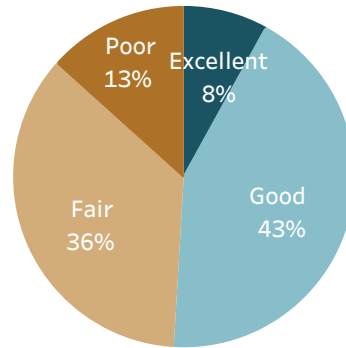
Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit." Due to the changes in question wording, comparisons to past years are not made.

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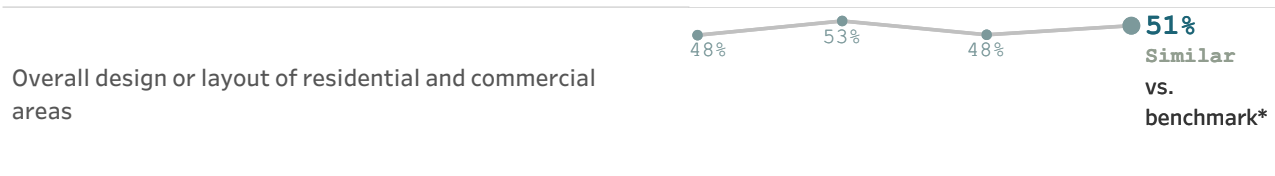
Overall design or layout of Rio Rancho's residential and commercial areas, 2021

Community design

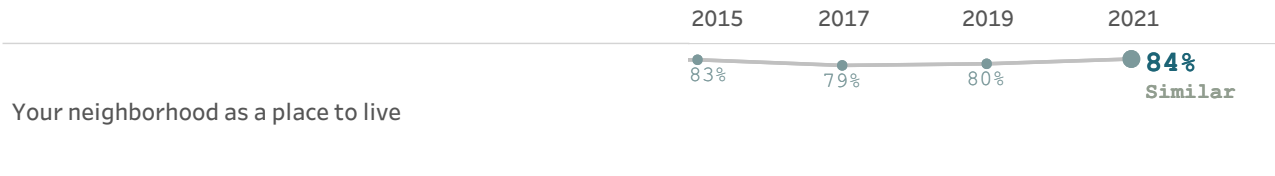
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following characteristics as they relate to Rio Rancho as a whole.
(% excellent or good)

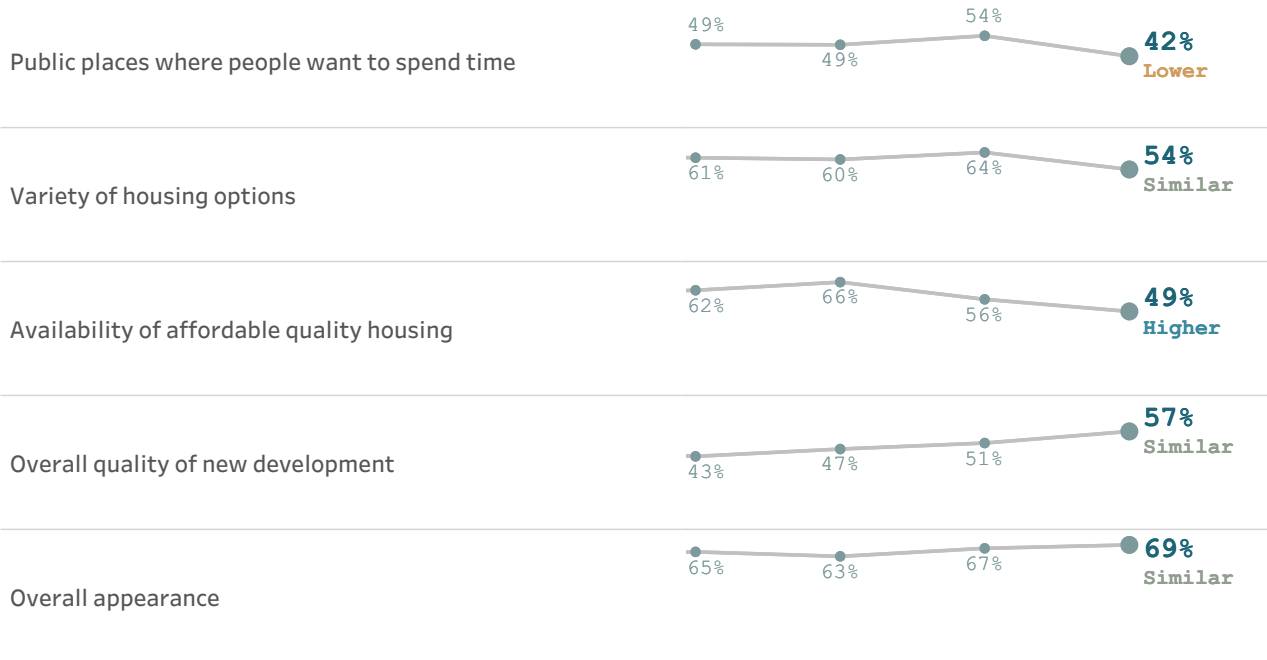


Please rate each of the following aspects of quality of life in Rio Rancho.
(% excellent or good)

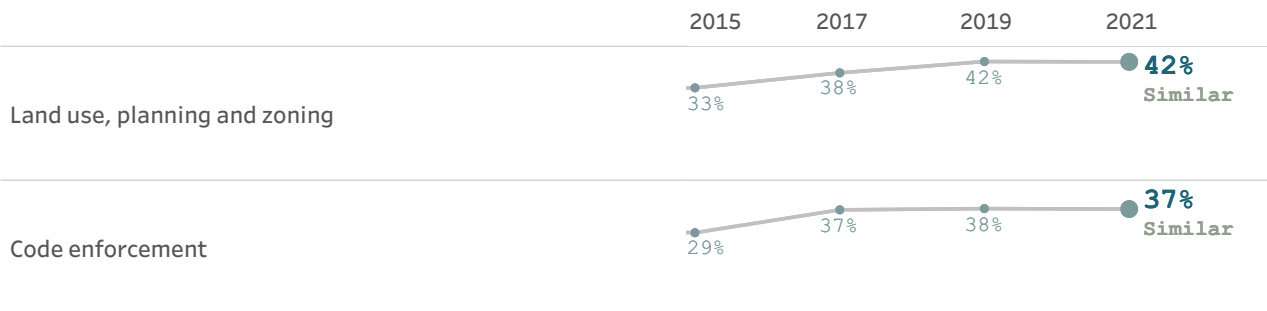


Please also rate each of the following in the Rio Rancho community.
(% excellent or good)



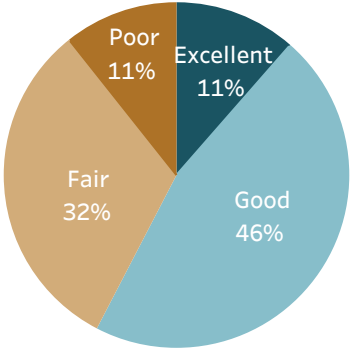


**Please rate the quality of each of the following services in Rio Rancho.
(% excellent or good)**



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

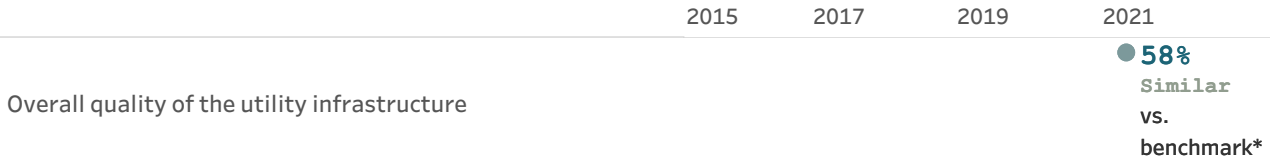
Overall quality of the utility infrastructure in Rio Rancho, 2021



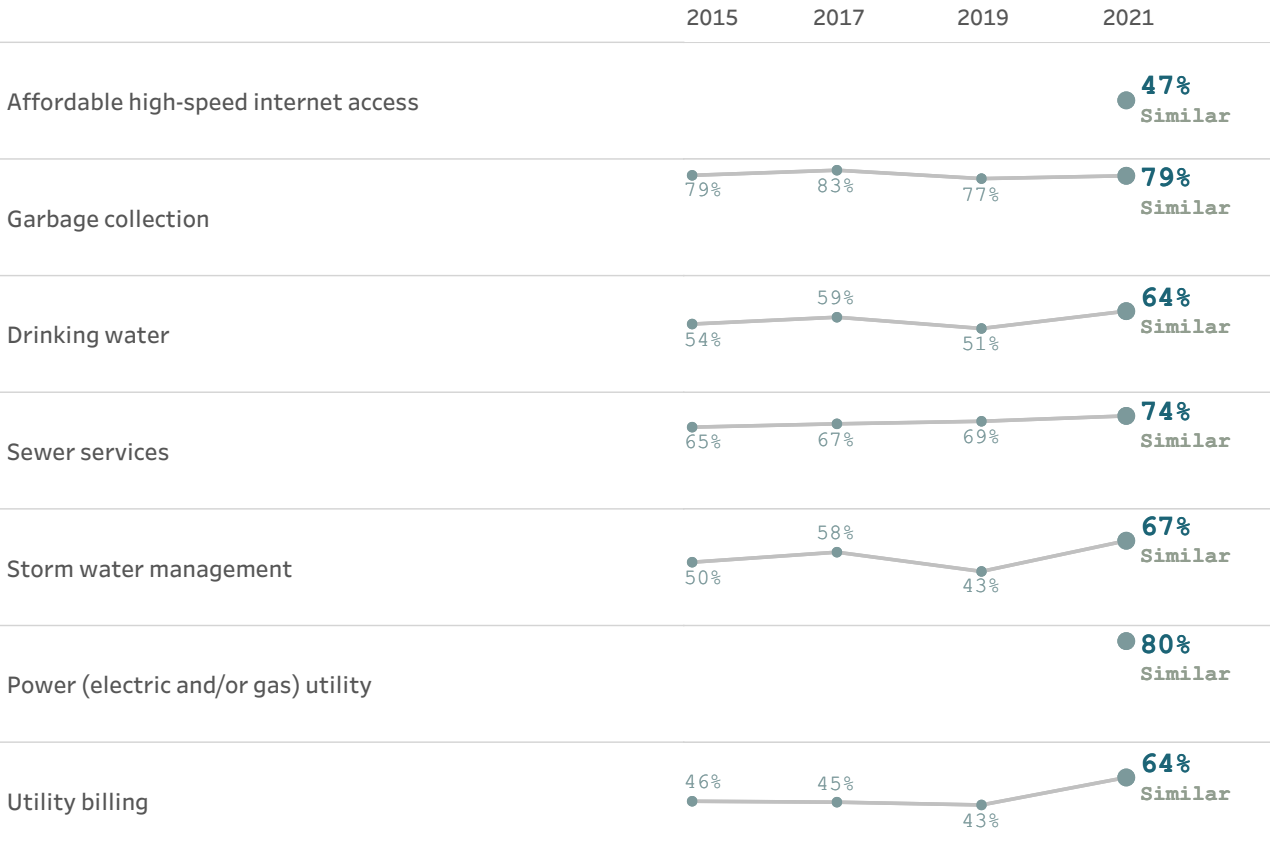
Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate each of the following characteristics as they relate to Rio Rancho as a whole. (% excellent or good)



Please rate the quality of each of the following services in Rio Rancho. (% excellent or good)

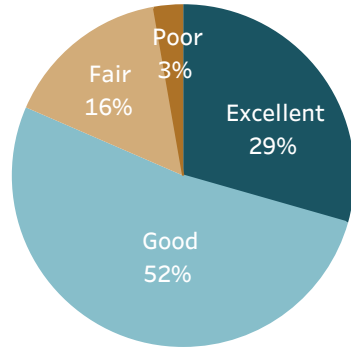


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

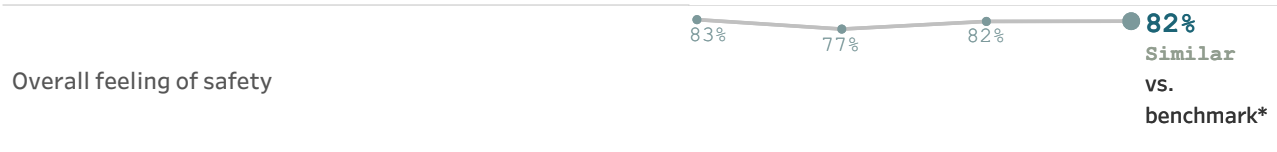
Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

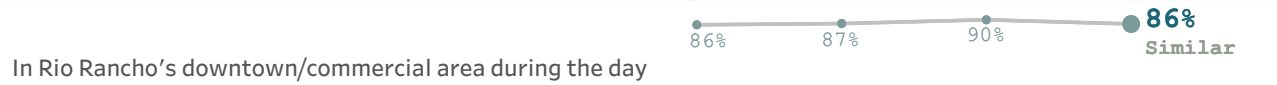
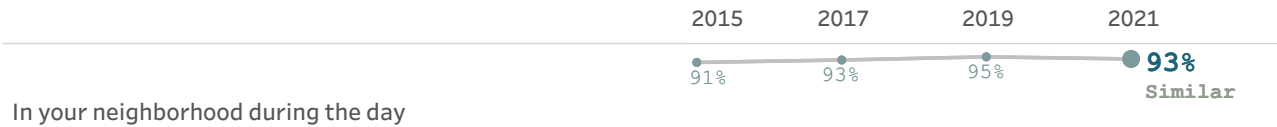
Overall feeling of safety in Rio Rancho, 2021



Please rate each of the following characteristics as they relate to Rio Rancho as a whole. (% excellent or good)



Please rate how safe or unsafe you feel: (% very or somewhat safe)



Please rate the quality of each of the following services in Rio Rancho.
 (% excellent or good)

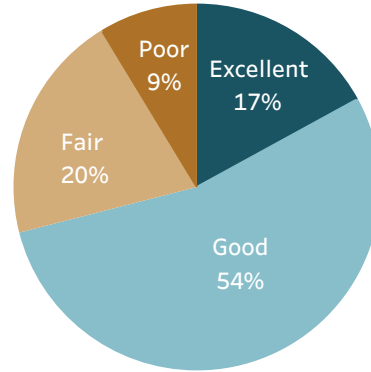


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

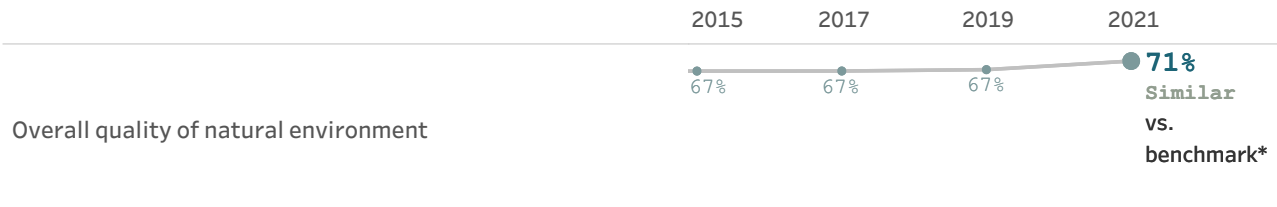
Overall quality of natural environment in Rio Rancho, 2021

Natural environment

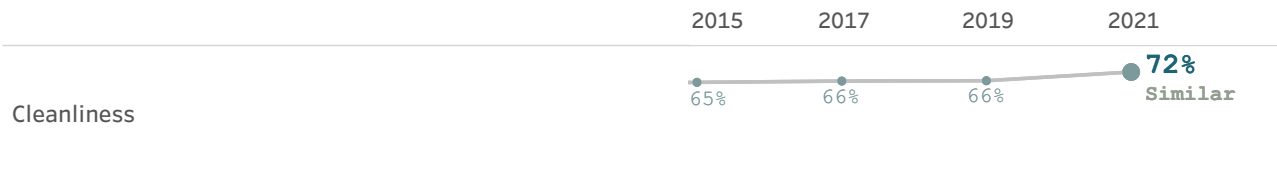
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



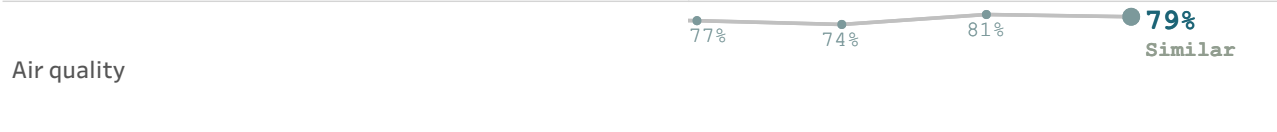
Please rate each of the following characteristics as they relate to Rio Rancho as a whole. (% excellent or good)



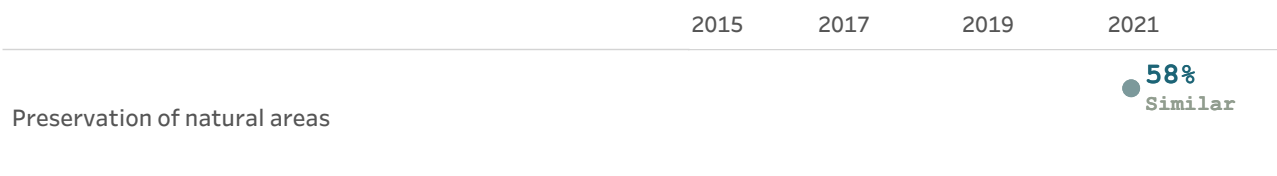
Please also rate each of the following in the Rio Rancho community. (% excellent or good)



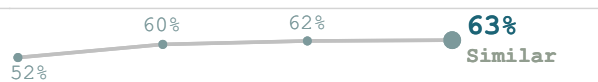
Water resources

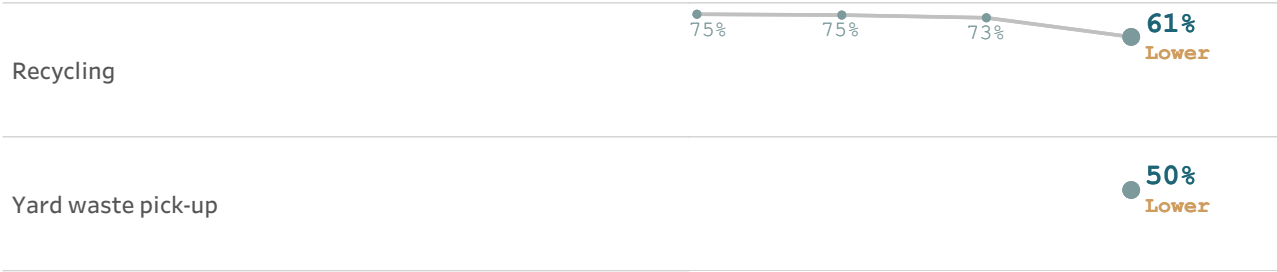


Please rate the quality of each of the following services in Rio Rancho. (% excellent or good)



Rio Rancho open space





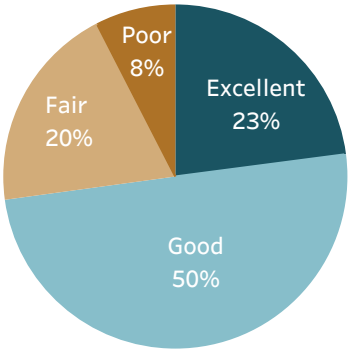
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2021

Parks and recreation

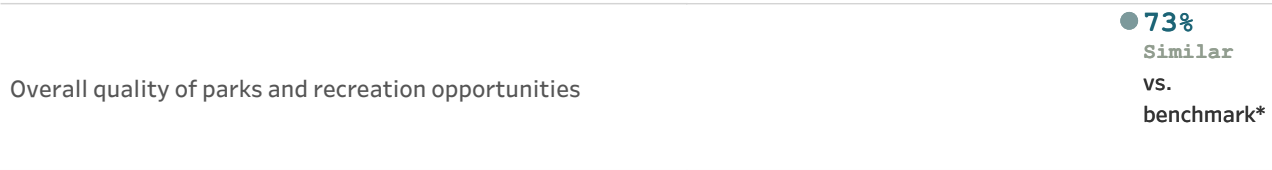
“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association



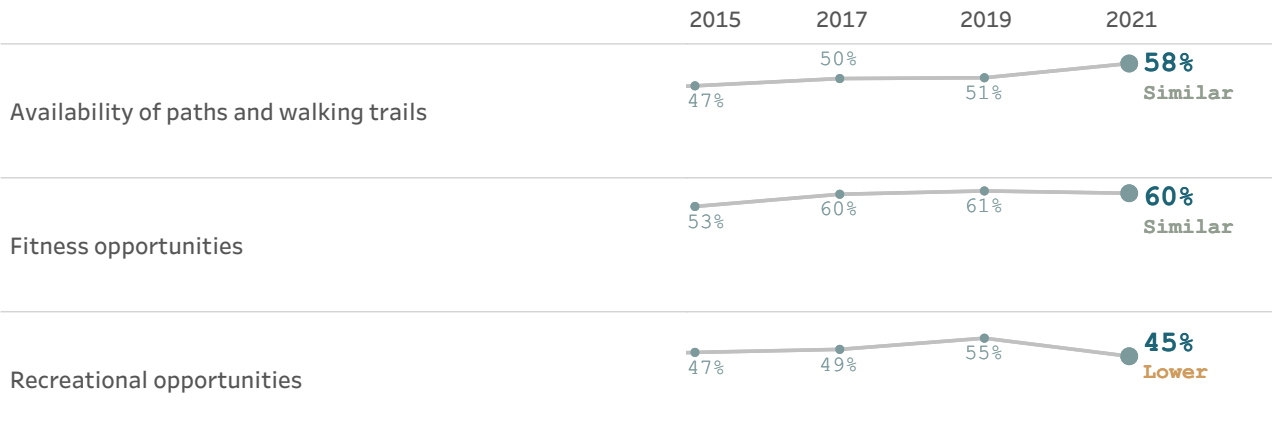
Please rate each of the following characteristics as they relate to Rio Rancho as a whole.

(% excellent or good)



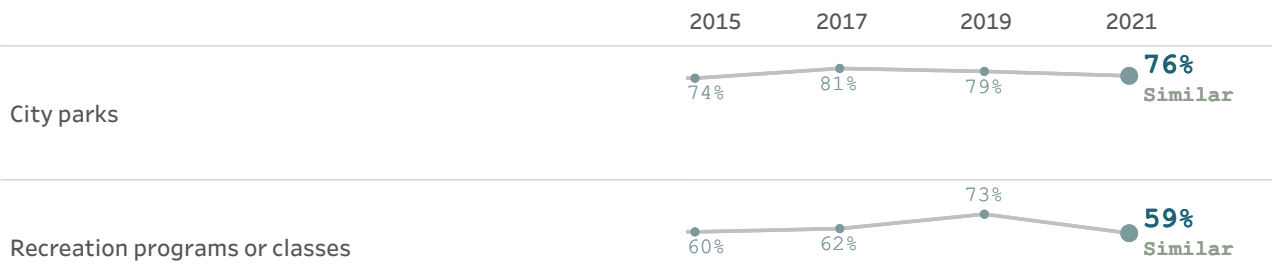
Please also rate each of the following in the Rio Rancho community.

(% excellent or good)



Please rate the quality of each of the following services in Rio Rancho.

(% excellent or good)



Recreation centers or facilities

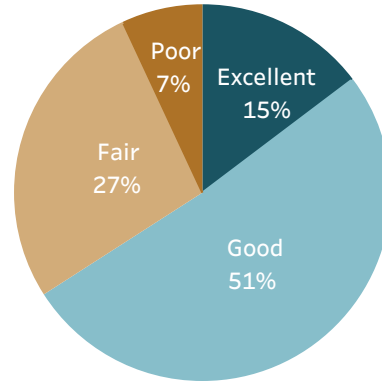


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

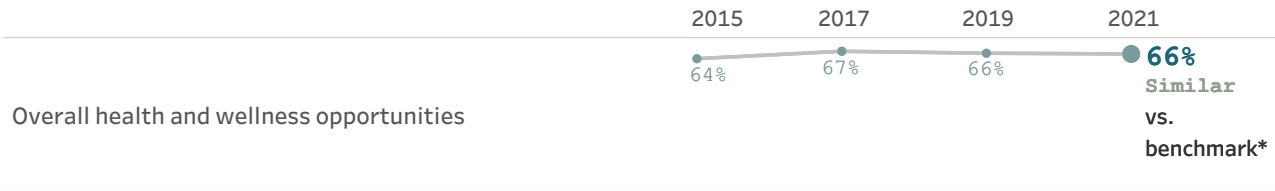
Overall health and wellness opportunities in Rio Rancho, 2021

Health and wellness

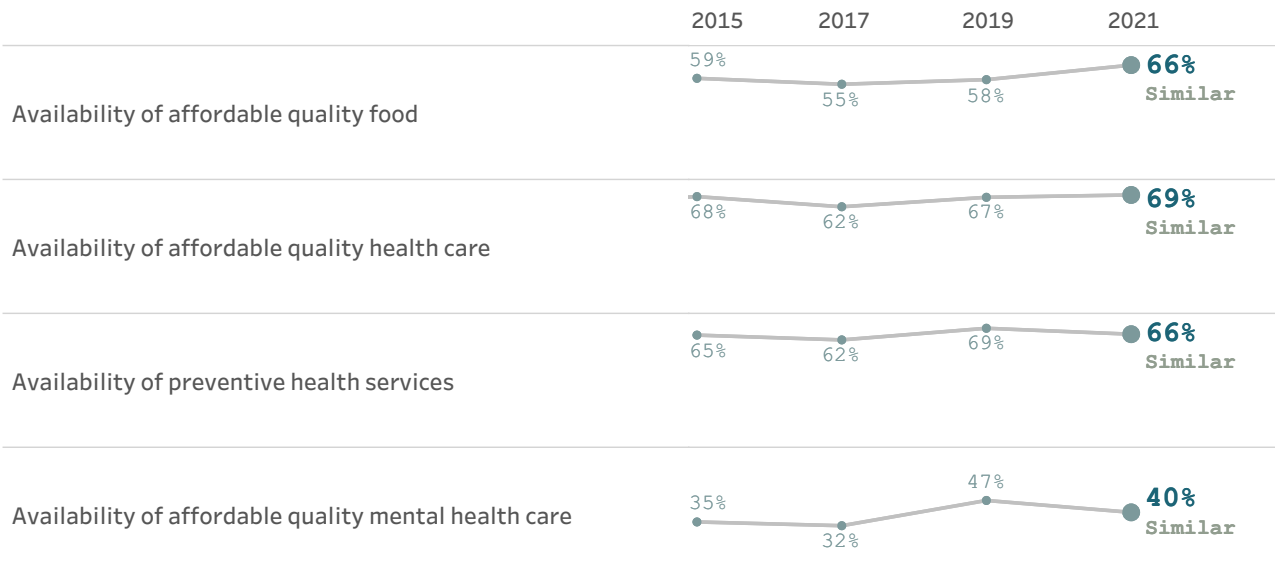
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



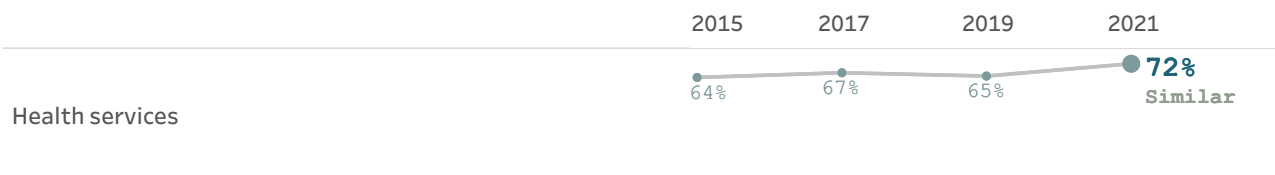
Please rate each of the following characteristics as they relate to Rio Rancho as a whole.
(% excellent or good)



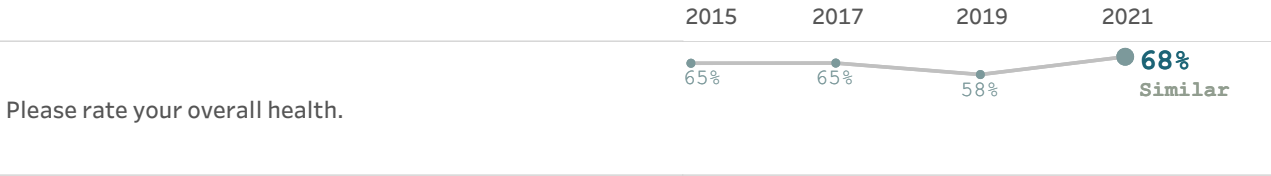
Please also rate each of the following in the Rio Rancho community.
(% excellent or good)



Please rate the quality of each of the following services in Rio Rancho.
(% excellent or good)



Please rate your overall health.
(% excellent or very good)

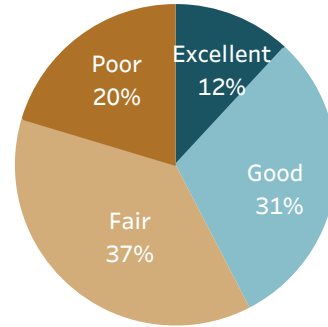


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

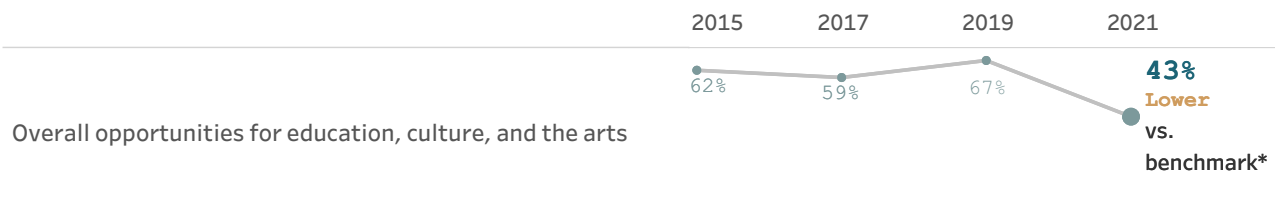
Overall opportunities for education, culture and the arts, 2021

Education, arts, and culture

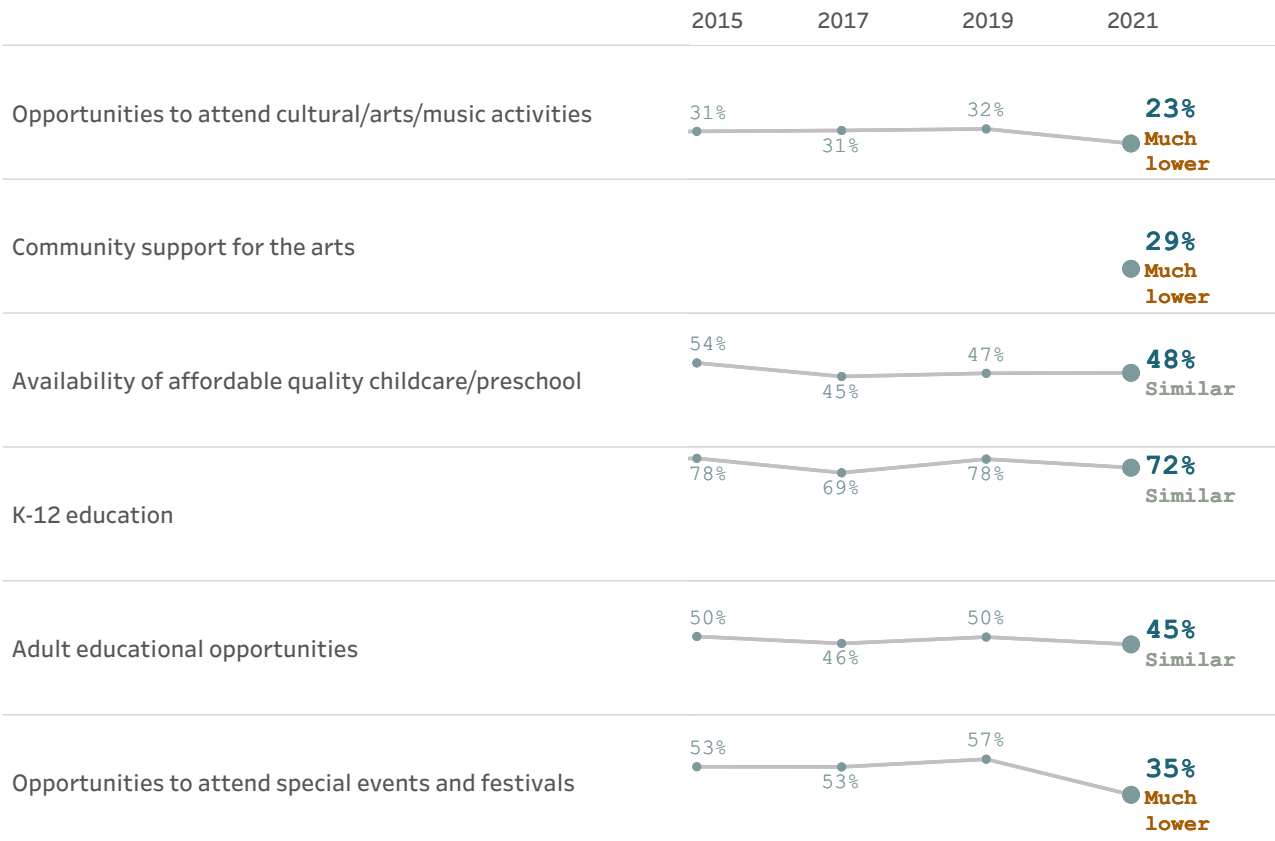
Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.



Please rate each of the following characteristics as they relate to Rio Rancho as a whole. (% excellent or good)

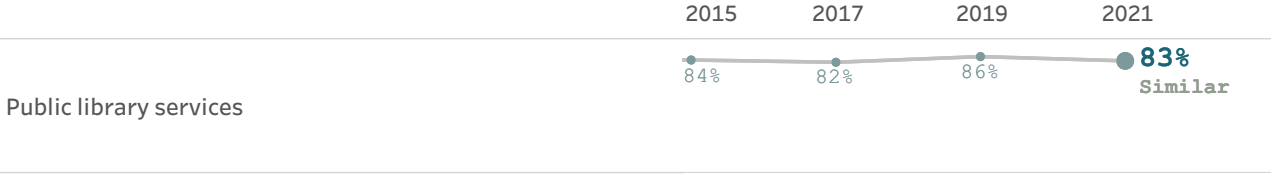


Please also rate each of the following in the Rio Rancho community. (% excellent or good)



Please rate the quality of each of the following services in Rio Rancho.

(% excellent or good)

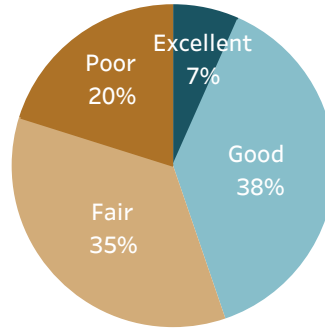


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

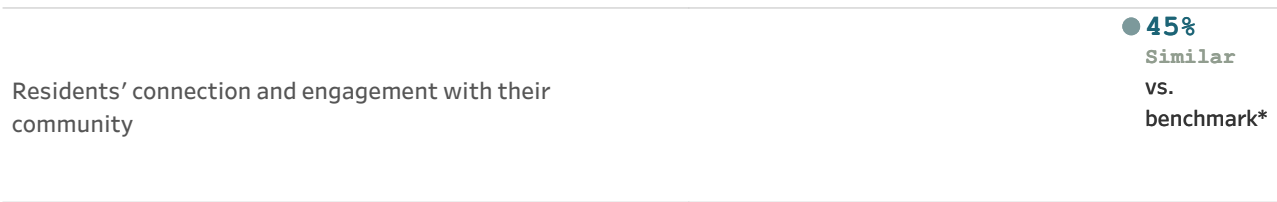
Residents' connection and engagement with their community, 2021

Inclusivity and engagement

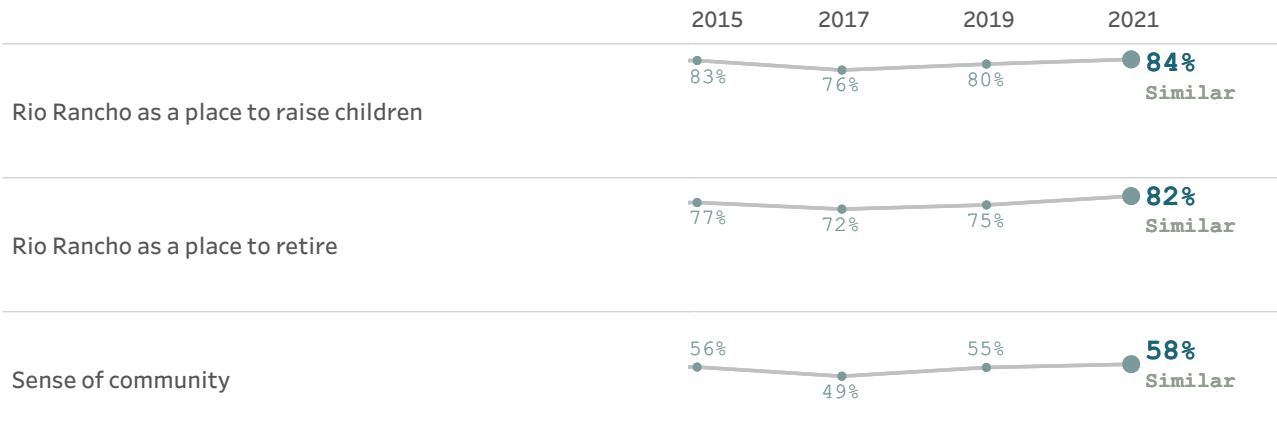
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



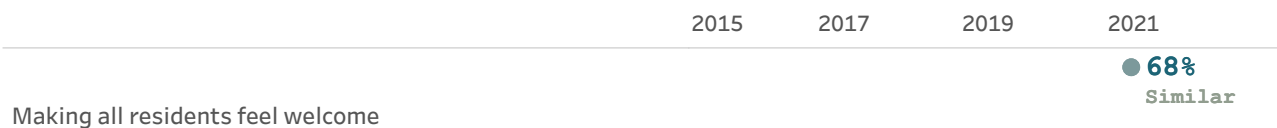
Please rate each of the following characteristics as they relate to Rio Rancho as a whole. (% excellent or good)

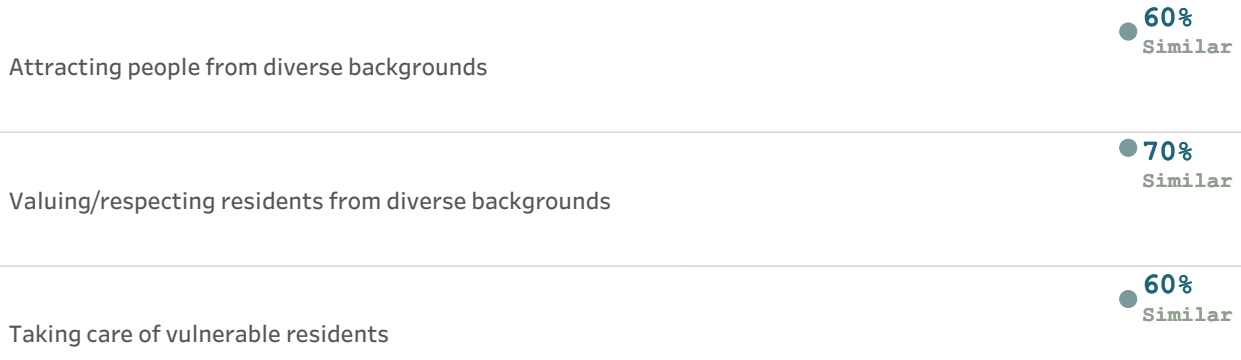


Please rate each of the following aspects of quality of life in Rio Rancho. (% excellent or good)



Please rate the job you feel the Rio Rancho community does at each of the following. (% excellent or good)





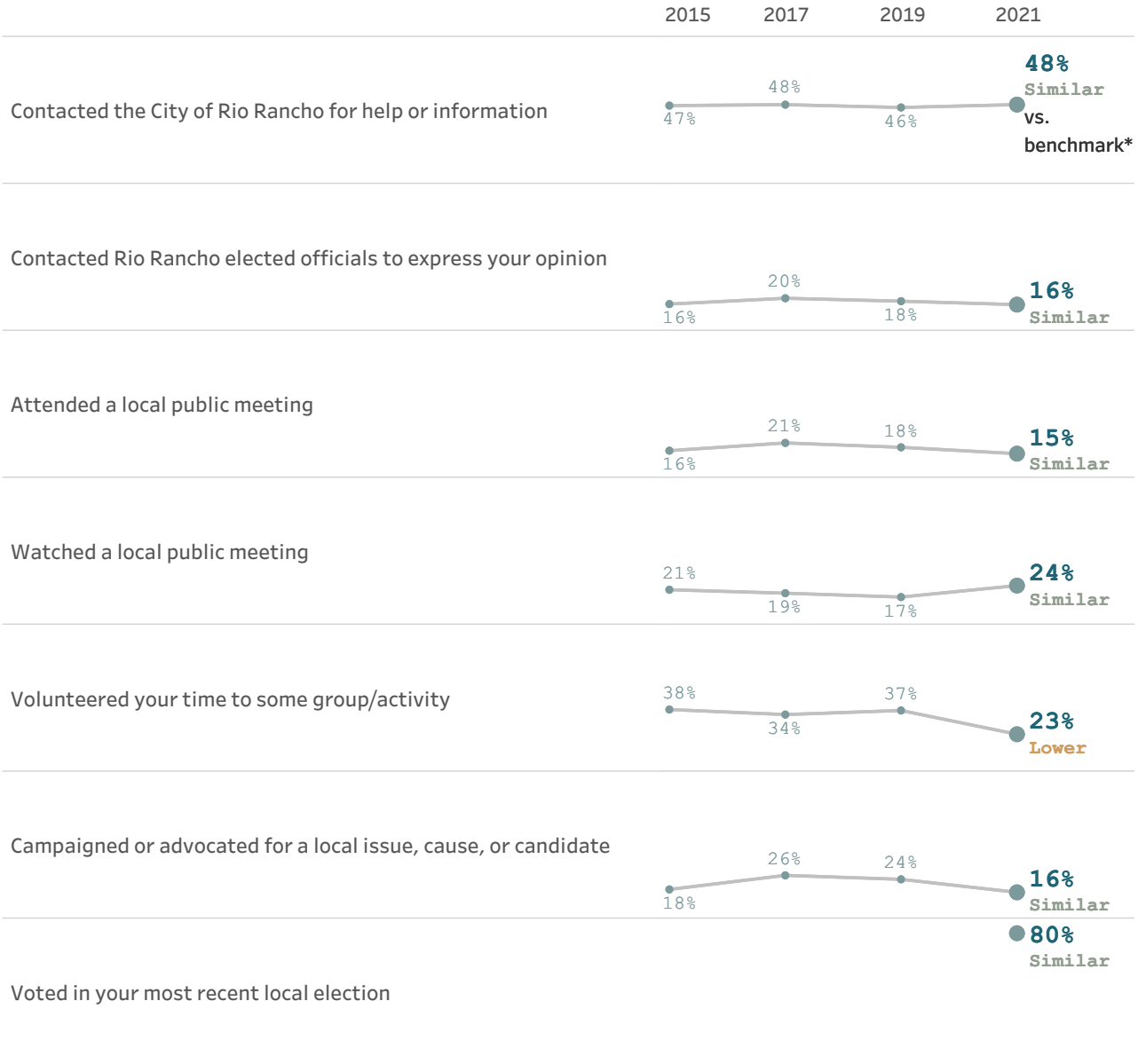
Please also rate each of the following in the Rio Rancho community.
(% excellent or good)



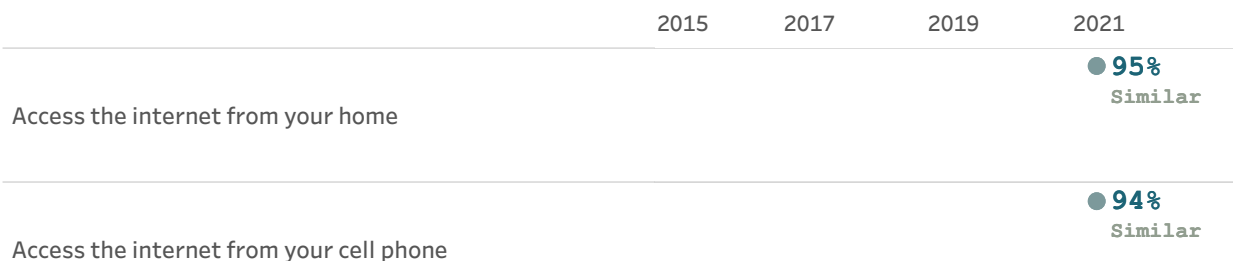
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



In general, how many times do you:
(% a few times a week or more)



Visit social media sites	● 80% Similar
Use or check email	● 97% Similar
Share your opinions online	● 33% Similar
Shop online	● 55% Similar

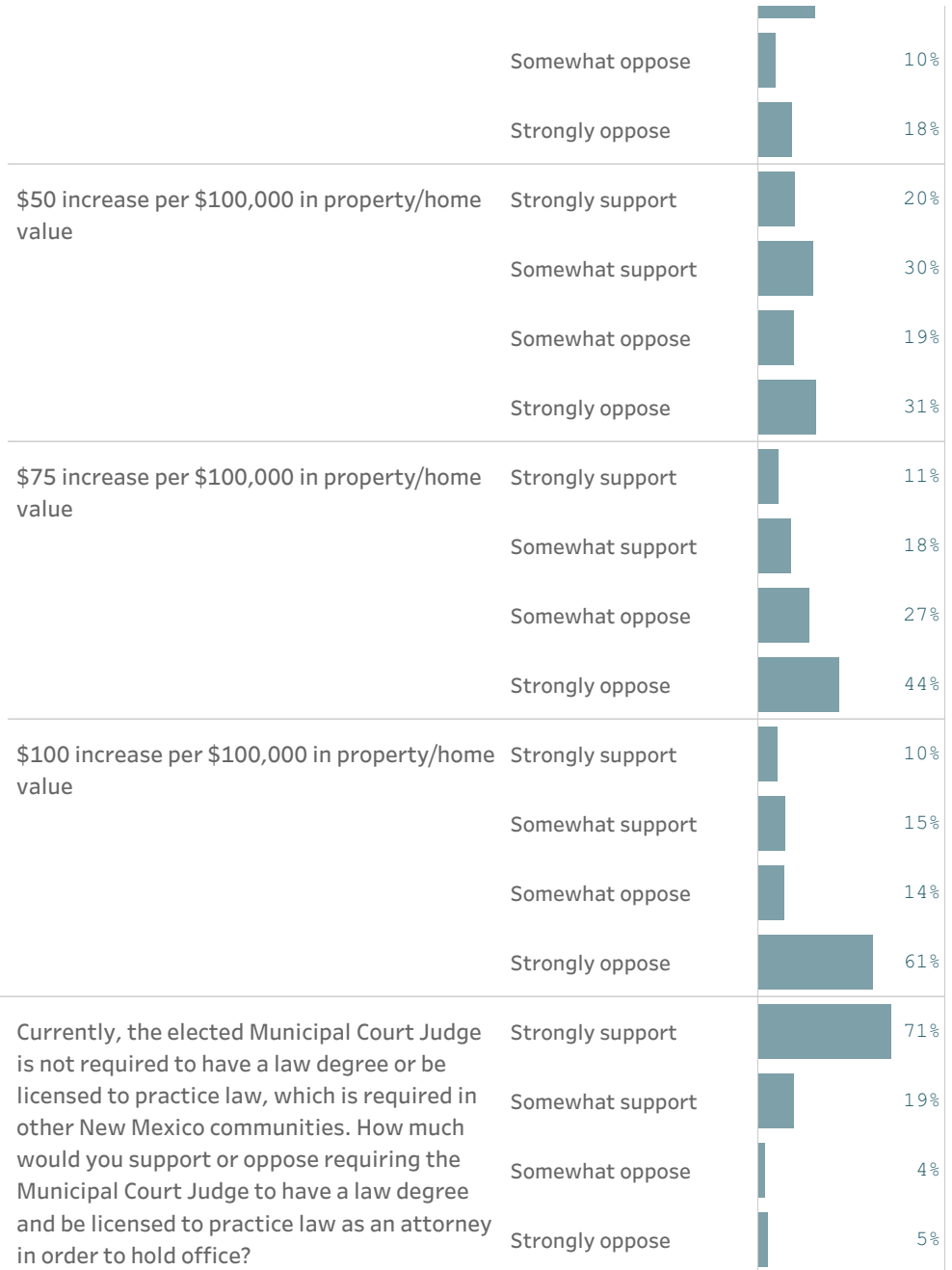
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

<p>How likely or unlikely would you be to vote IN FAVOR of each of the following if there was NO property tax increase?</p>	<p>The continuance of the General Obligation (G.O.) Bond to fund roadway improvements</p>	Very likely		66%
		Somewhat likely		22%
		Somewhat unlikely		4%
		Very unlikely		4%
		I can't/don't vote		3%
	<p>The continuance of the G.O. Bond to fund improvements to public safety facilities, vehicles, and equipment</p>	Very likely		50%
		Somewhat likely		33%
		Somewhat unlikely		7%
		Very unlikely		7%
		I can't/don't vote		3%
	<p>Establishing a G.O. Quality of Life Bond to fund improvements and equipping of parks, recreation facilities, and libraries</p>	Very likely		50%
		Somewhat likely		31%
		Somewhat unlikely		7%
		Very unlikely		9%
		I can't/don't vote		3%
	<p>The City is considering creating a new Permanent Fund, where the City would use existing, one-time money (principal) that would generate new and additional money (interest/earnings) each year. The additional money would help fund general government services. How likely or unlikely would you be to vote IN FAVOR of creating a new Permanent Fund?</p>	Very likely		34%
		Somewhat likely		38%
		Somewhat unlikely		12%
		Very unlikely		13%
		I cannot/do not vote		2%
<p>How much you would support or oppose each of the following property tax increases that</p>	<p>\$25 increase per \$100,000 in property/home value</p>	Strongly support		42%
		Somewhat support		30%

would allow for increased roadway improvements and/or improvements to public safety facilities, vehicles, and equipment?



National benchmark tables

This table contains the comparisons of Rio Rancho’s results to those from other communities. The first column shows the comparison of Rio Rancho’s rating to the benchmark. Rio Rancho’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Rio Rancho residents is statistically similar to or different than the benchmark. The second column is Rio Rancho’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Rio Rancho’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Rio Rancho’s result -- that is what percent of surveyed communities had a lower rating than Rio Rancho.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Rio Rancho.	Rio Rancho as a place to live	Similar	89%	201	364	45
	Your neighborhood as a place to live	Similar	84%	164	305	46
	Rio Rancho as a place to raise children	Similar	84%	182	364	50
	Rio Rancho as a place to work	Similar	57%	202	349	42
	Rio Rancho as a place to visit	Lower	50%	242	293	17
	Rio Rancho as a place to retire	Similar	82%	75	351	78
	The overall quality of life	Similar	83%	227	401	43
	Sense of community	Similar	58%	198	304	35
Please rate each of the following characteristics as they relate to Rio Rancho as a whole.	Overall economic health	Similar	63%	168	278	39
	Overall quality of the transportation system	Lower	37%	68	80	16
	Overall design or layout of residential and commercial areas	Similar	51%	215	273	21
	Overall quality of the utility infrastructure	Similar	58%	64	80	21
	Overall feeling of safety	Similar	82%	191	347	45
	Overall quality of natural environment	Similar	71%	225	283	20
	Overall quality of parks and recreation opportunities	Similar	73%	65	81	20
	Overall health and wellness opportunities	Similar	66%	185	274	32
	Overall opportunities for education, culture, and the arts	Lower	43%	247	274	10
	Residents’ connection and engagement with their community	Similar	45%	70	81	14
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Rio Rancho to someone who asks	Similar	88%	145	289	50
	Remain in Rio Rancho for the next five years	Similar	86%	112	283	60
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	93%	202	332	39
	In Rio Rancho’s downtown/commercial area during the day	Similar	86%	197	311	36

Please rate how safe or unsafe you feel:	From property crime	Similar	71%	67	91	27
	From violent crime	Similar	81%	62	91	31
	From fire, flood, or other natural disaster	Similar	88%	29	80	65
Please rate the job you feel the Rio Rancho community does at each of the following.	Making all residents feel welcome	Similar	68%	51	83	39
	Attracting people from diverse backgrounds	Similar	60%	46	82	45
	Valuing/respecting residents from diverse backgrounds	Similar	70%	40	81	51
	Taking care of vulnerable residents	Similar	60%	46	81	44
Please rate each of the following in the Rio Rancho community.	Overall quality of business and service establishments	Similar	65%	158	280	43
	Variety of business and service establishments	Lower	46%	69	80	15
	Vibrancy of downtown/commercial area	Lower	27%	233	260	10
	Employment opportunities	Similar	36%	195	306	36
	Shopping opportunities	Lower	41%	219	294	25
	Cost of living	Higher	62%	18	275	93
	Overall image or reputation	Similar	77%	174	341	49
Please also rate each of the following in the Rio Rancho community.	Traffic flow on major streets	Similar	51%	145	319	54
	Ease of travel by car	Similar	59%	214	306	30
	Ease of travel by public transportation	Much lower	14%	234	253	7
	Ease of travel by bicycle	Lower	37%	238	307	22
	Ease of walking	Lower	54%	241	307	21
	Well-planned residential growth	Similar	42%	59	82	29
	Well-planned commercial growth	Similar	35%	66	82	20
	Well-designed neighborhoods	Similar	55%	51	82	39
	Preservation of the historical or cultural character of the communi..	Similar	46%	68	77	12
	Public places where people want to spend time	Lower	42%	250	268	7
	Variety of housing options	Similar	54%	113	284	60
	Availability of affordable quality housing	Higher	49%	74	302	75
	Overall quality of new development	Similar	57%	111	293	62
	Overall appearance	Similar	69%	229	335	31
	Cleanliness	Similar	72%	196	307	36
	Water resources	Much lower	21%	74	76	3
Air quality	Similar	79%	166	262	37	

Please also rate each of the following in the Rio Rancho community.	Availability of paths and walking trails	Similar	58%	206	304	32
	Fitness opportunities	Similar	60%	207	263	21
	Recreational opportunities	Lower	45%	268	293	8
	Availability of affordable quality food	Similar	66%	171	260	34
	Availability of affordable quality health care	Similar	69%	91	274	67
	Availability of preventive health services	Similar	66%	125	255	51
	Availability of affordable quality mental health care	Similar	40%	137	251	45
	Opportunities to attend cultural/arts/music activities	Much lower	23%	287	292	2
	Community support for the arts	Much lower	29%	76	80	6
	Availability of affordable quality childcare/preschool	Similar	48%	139	270	48
	K-12 education	Similar	72%	143	270	47
	Adult educational opportunities	Similar	45%	208	258	19
	Sense of civic/community pride	Similar	52%	65	80	20
	Neighborliness of residents	Similar	60%	171	269	36
	Opportunities to participate in social events and activities	Lower	32%	270	275	2
	Opportunities to attend special events and festivals	Much lower	35%	280	281	0
	Opportunities to volunteer	Lower	46%	264	273	3
Opportunities to participate in community matters	Lower	40%	274	278	1	
Openness and acceptance of the community toward people of diverse...	Similar	57%	196	299	34	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Rio Rancho for help or information	Similar	48%	126	329	61
	Contacted Rio Rancho elected officials to express your opinion	Similar	16%	166	268	38
	Attended a local public meeting	Similar	15%	223	270	17
	Watched a local public meeting	Similar	24%	113	245	54
	Volunteered your time to some group/activity	Lower	23%	241	275	12
	Campaigned or advocated for a local issue, cause, or candidate	Similar	16%	199	257	22
	Voted in your most recent local election	Similar	80%	44	83	48
	Used public transportation instead of driving	Lower	5%	205	233	12
	Carpooled with other adults or children instead of driving alone	Similar	38%	175	262	33
	Walked or biked instead of driving	Lower	43%	222	267	17
Please rate the quality of each of the following services in Rio Rancho.	Public information services	Similar	56%	257	284	9
	Economic development	Similar	49%	182	284	36

Please rate the quality of each of the following services in Rio Rancho.

Traffic enforcement	Similar	64%	166	345	52
Traffic signal timing	Similar	59%	97	272	64
Street repair	Lower	32%	260	333	22
Street cleaning	Similar	53%	223	295	24
Street lighting	Similar	52%	244	325	25
Snow removal	Lower	47%	215	257	16
Sidewalk maintenance	Similar	45%	225	297	24
Bus or transit services	Much lower	19%	227	246	8
Land use, planning and zoning	Similar	42%	209	295	29
Code enforcement	Similar	37%	277	348	20
Affordable high-speed internet access	Similar	47%	59	78	25
Garbage collection	Similar	79%	250	324	23
Drinking water	Similar	64%	224	292	23
Sewer services	Similar	74%	217	295	26
Storm water management	Similar	67%	158	320	50
Power (electric and/or gas) utility	Similar	80%	113	210	46
Utility billing	Similar	64%	173	249	30
Police/Sheriff services	Similar	84%	175	391	55
Crime prevention	Similar	71%	187	345	46
Animal control	Similar	74%	120	309	61
Ambulance or emergency medical services	Similar	88%	190	312	39
Fire services	Similar	94%	193	339	43
Fire prevention and education	Similar	76%	190	283	33
Emergency preparedness	Similar	66%	169	284	40
Preservation of natural areas	Similar	58%	170	266	36
Rio Rancho open space	Similar	63%	139	254	45
Recycling	Lower	61%	293	329	11
Yard waste pick-up	Lower	50%	257	271	5
City parks	Similar	76%	218	305	28
Recreation programs or classes	Similar	59%	240	302	20
Recreation centers or facilities	Similar	60%	220	276	20
































Please rate the quality of each of the following services in Rio Rancho.	Health services	Similar	72%	113	242	53
	Public library services	Similar	83%	200	306	34
	Overall customer service by Rio Rancho employees	Similar	77%	196	359	45
Please rate the following categories of Rio Rancho government performance.	The value of services for the taxes paid to Rio Rancho	Similar	54%	184	365	49
	The overall direction that Rio Rancho is taking	Similar	63%	116	315	63
	The job Rio Rancho government does at welcoming resident involv..	Similar	47%	215	317	32
	Overall confidence in Rio Rancho government	Similar	54%	142	277	49
	Generally acting in the best interest of the community	Similar	58%	124	281	56
	Being honest	Similar	58%	124	272	54
	Being open and transparent to the public	Similar	52%	43	83	49
	Informing residents about issues facing the community	Similar	46%	66	88	26
	Treating all residents fairly	Similar	61%	121	278	56
	Treating residents with respect	Similar	67%	48	81	41
Overall, how would you rate the quality of the services provided by each ..	The City of Rio Rancho	Similar	69%	242	369	34
	The Federal Government	Similar	39%	140	261	46
Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years.	Overall economic health	Higher	97%	2	255	99
	Overall quality of the transportation system	Similar	70%	46	80	43
	Overall design or layout of residential and commercial areas	Similar	80%	88	255	65
	Overall quality of the utility infrastructure	Similar	91%	15	80	82
	Overall feeling of safety	Similar	95%	39	255	85
	Overall quality of natural environment	Similar	80%	200	255	21
	Overall quality of parks and recreation opportunities	Similar	78%	64	80	21
	Overall health and wellness opportunities	Similar	75%	83	255	67
	Overall opportunities for education, culture, and the arts	Similar	78%	100	255	61
	Residents' connection and engagement with their community	Lower	68%	226	256	11
In general, how many times do you:	Access the internet from your home	Similar	95%	38	80	53
	Access the internet from your cell phone	Similar	94%	29	80	65
	Visit social media sites	Similar	80%	32	79	60
	Use or check email	Similar	97%	38	80	53
	Share your opinions online	Similar	33%	35	80	57
	Shop online	Similar	55%	45	80	45
































Please rate your overall health.	Similar	68%	76	262	71
What impact, if any, do you think the economy will have on your fa..	Similar	31%	117	265	56
































Complete set of frequencies
































This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Please rate each of the following aspects of quality of life in Rio Rancho.	Question	Rating	Frequency	
			Bar	Percentage
Rio Rancho as a place to live	Rio Rancho as a place to live	Excellent		33%
		Good		56%
		Fair		10%
		Poor		1%
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent		40%
		Good		43%
		Fair		14%
		Poor		3%
Rio Rancho as a place to raise children	Rio Rancho as a place to raise children	Excellent		38%
		Good		46%
		Fair		13%
		Poor		3%
Rio Rancho as a place to work	Rio Rancho as a place to work	Excellent		24%
		Good		33%
		Fair		31%
		Poor		12%
Rio Rancho as a place to visit	Rio Rancho as a place to visit	Excellent		12%
		Good		37%
		Fair		31%
		Poor		20%
Rio Rancho as a place to retire	Rio Rancho as a place to retire	Excellent		30%
		Good		51%
		Fair		12%
		Poor		6%
The overall quality of life	The overall quality of life	Excellent		24%
		Good		59%
		Fair		15%
		Poor		2%
































Please rate each of the following aspects of quality of life in Rio Rancho.	Sense of community	Excellent		18%
		Good		39%
		Fair		31%
		Poor		11%
Please rate each of the following characteristics as they relate to Rio Rancho as a whole.	Overall economic health	Excellent		11%
		Good		52%
		Fair		29%
		Poor		7%
	Overall quality of the transportation system	Excellent		6%
		Good		31%
		Fair		36%
		Poor		28%
	Overall design or layout of residential and commercial areas	Excellent		8%
		Good		43%
		Fair		36%
		Poor		13%
Overall quality of the utility infrastructure	Excellent		11%	
	Good		46%	
	Fair		32%	
	Poor		11%	
Overall feeling of safety	Excellent		29%	
	Good		52%	
	Fair		16%	
	Poor		3%	
Overall quality of natural environment	Excellent		17%	
	Good		54%	
	Fair		20%	
	Poor		9%	
Overall quality of parks and recreation opportunities	Excellent		23%	
	Good		50%	
	Fair		20%	

Please rate each of the following characteristics as they relate to Rio Rancho as a whole.	Overall quality of parks and recreation opportunities	Poor		8%	
	Overall health and wellness opportunities	Excellent		15%	
		Good		51%	
		Fair		27%	
		Poor		7%	
	Overall opportunities for education, culture, and the arts	Excellent		12%	
		Good		31%	
		Fair		37%	
		Poor		20%	
	Residents' connection and engagement with their community	Excellent		7%	
		Good		38%	
		Fair		35%	
		Poor		20%	
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Rio Rancho to someone who asks	Very likely		45%
			Somewhat likely		42%
			Somewhat unlikely		8%
Very unlikely				5%	
Remain in Rio Rancho for the next five years		Very likely		62%	
		Somewhat likely		25%	
		Somewhat unlikely		9%	
		Very unlikely		5%	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		68%	
		Somewhat safe		25%	
		Neither safe nor unsafe		2%	
		Somewhat unsafe		5%	
	In Rio Rancho's downtown/commercial area during the day	Very safe		58%	
		Somewhat safe		28%	
		Neither safe nor unsafe		9%	
		Somewhat unsafe		3%	
		Very unsafe		2%	
	From property crime	Very safe		23%	

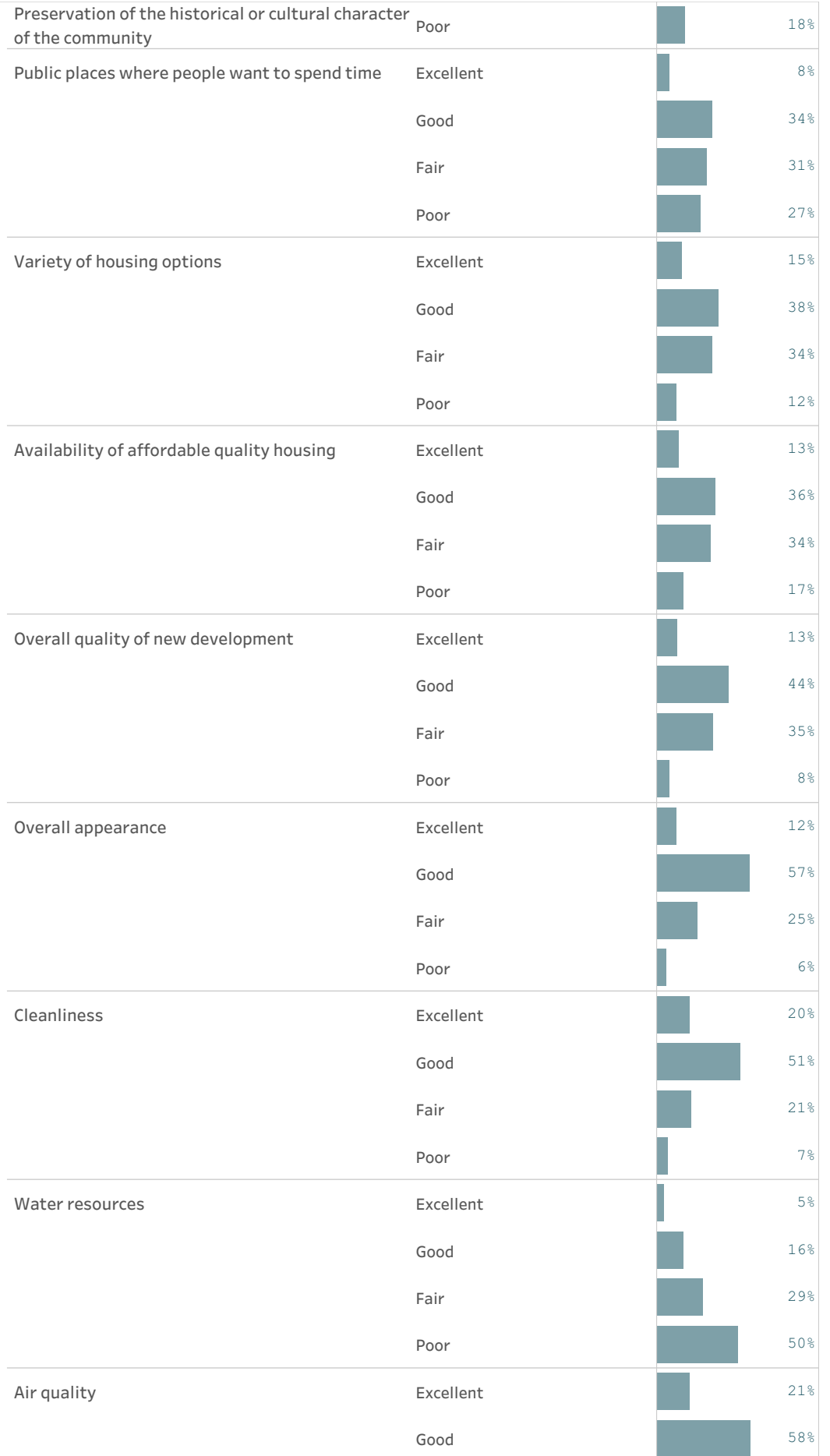
Please rate how safe or unsafe you feel:	From property crime	Somewhat safe		48%	
		Neither safe nor unsafe		11%	
		Somewhat unsafe		14%	
		Very unsafe		4%	
	From violent crime	Very safe		40%	
		Somewhat safe		41%	
		Neither safe nor unsafe		10%	
		Somewhat unsafe		7%	
		Very unsafe		2%	
	From fire, flood, or other natural disaster	Very safe		55%	
		Somewhat safe		33%	
		Neither safe nor unsafe		9%	
		Somewhat unsafe		3%	
Very unsafe			1%		
Please rate the job you feel the Rio Rancho community does at each of the following.	Making all residents feel welcome	Excellent		19%	
		Good		48%	
		Fair		24%	
		Poor		9%	
	Attracting people from diverse backgrounds	Excellent		17%	
		Good		42%	
		Fair		27%	
		Poor		14%	
	Valuing/respecting residents from diverse backgrounds	Excellent		19%	
		Good		50%	
		Fair		21%	
		Poor		10%	
	Taking care of vulnerable residents	Excellent		17%	
		Good		42%	
		Fair		27%	
		Poor		14%	
	Please rate each of the following in the Rio Rancho community:	Overall quality of business and service establishments	Excellent		14%

Please rate each of the following in the Rio Rancho community.	Overall quality of business and service establishments	Good		51%
		Fair		30%
		Poor		5%
Variety of business and service establishments	Excellent		12%	
	Good		34%	
	Fair		36%	
	Poor		18%	
Vibrancy of downtown/commercial area	Excellent		6%	
	Good		21%	
	Fair		33%	
	Poor		40%	
Employment opportunities	Excellent		7%	
	Good		29%	
	Fair		41%	
	Poor		23%	
Shopping opportunities	Excellent		9%	
	Good		32%	
	Fair		37%	
	Poor		22%	
Cost of living	Excellent		18%	
	Good		44%	
	Fair		30%	
	Poor		8%	
Overall image or reputation	Excellent		21%	
	Good		56%	
	Fair		19%	
	Poor		4%	
Please also rate each of the following in the Rio Rancho community.	Traffic flow on major streets	Excellent		9%
		Good		42%
		Fair		33%
		Poor		16%

Please also rate each of the following in the Rio Rancho community.

Ease of travel by car	Excellent		13%
	Good		46%
	Fair		30%
	Poor		11%
Ease of travel by public transportation	Excellent		4%
	Good		10%
	Fair		24%
	Poor		63%
Ease of travel by bicycle	Excellent		7%
	Good		30%
	Fair		35%
	Poor		28%
Ease of walking	Excellent		10%
	Good		44%
	Fair		29%
	Poor		18%
Well-planned residential growth	Excellent		11%
	Good		31%
	Fair		36%
	Poor		22%
Well-planned commercial growth	Excellent		8%
	Good		26%
	Fair		34%
	Poor		31%
Well-designed neighborhoods	Excellent		12%
	Good		43%
	Fair		34%
	Poor		12%
Preservation of the historical or cultural character of the community	Excellent		11%
	Good		35%
	Fair		37%
































Please also rate each of the following in the Rio Rancho community.


































Please also rate each of the following in the Rio Rancho community.

Air quality	Fair		18%
	Poor		3%
Availability of paths and walking trails	Excellent		19%
	Good		39%
	Fair		29%
	Poor		13%
Fitness opportunities	Excellent		16%
	Good		44%
	Fair		28%
	Poor		12%
Recreational opportunities	Excellent		10%
	Good		36%
	Fair		37%
	Poor		17%
Availability of affordable quality food	Excellent		15%
	Good		51%
	Fair		26%
	Poor		8%
Availability of affordable quality health care	Excellent		23%
	Good		46%
	Fair		27%
	Poor		4%
Availability of preventive health services	Excellent		16%
	Good		49%
	Fair		28%
	Poor		7%
Availability of affordable quality mental health care	Excellent		15%
	Good		25%
	Fair		37%
	Poor		23%
Opportunities to attend cultural/arts/music activities	Excellent		5%

Please also rate each of the following in the Rio Rancho community.				
Opportunities to attend cultural/arts/music activities	Good			18%
	Fair			28%
	Poor			49%
Community support for the arts	Excellent			7%
	Good			22%
	Fair			30%
	Poor			41%
Availability of affordable quality childcare/preschool	Excellent			18%
	Good			29%
	Fair			35%
	Poor			18%
K-12 education	Excellent			29%
	Good			44%
	Fair			19%
	Poor			9%
Adult educational opportunities	Excellent			8%
	Good			37%
	Fair			34%
	Poor			21%
Sense of civic/community pride	Excellent			9%
	Good			43%
	Fair			31%
	Poor			17%
Neighborliness of residents	Excellent			14%
	Good			45%
	Fair			32%
	Poor			9%
Opportunities to participate in social events and activities	Excellent			7%
	Good			25%
	Fair			41%
	Poor			28%

Please also rate each of the following in the Rio Rancho community.	Opportunities to attend special events and festivals	Excellent		7%
		Good		28%
		Fair		32%
		Poor		34%
	Opportunities to volunteer	Excellent		12%
		Good		34%
		Fair		39%
		Poor		15%
	Opportunities to participate in community matters	Excellent		10%
		Good		29%
		Fair		40%
		Poor		20%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		17%
		Good		40%
		Fair		29%
		Poor		14%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Rio Rancho for help or information	No		52%
		Yes		48%
	Contacted Rio Rancho elected officials to express your opinion	No		84%
		Yes		16%
	Attended a local public meeting	No		86%
		Yes		14%
	Watched a local public meeting	No		76%
		Yes		24%
	Volunteered your time to some group/activity	No		78%
		Yes		22%
	Campaigned or advocated for a local issue, cause, or candidate	No		84%
		Yes		16%
	Voted in your most recent local election	No		20%
		Yes		80%
	Used public transportation instead of driving	No		95%

Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving	Yes		5%
	Carpooled with other adults or children instead of driving alone	No		62%
		Yes		38%
	Walked or biked instead of driving	No		57%
Yes			43%	
Please rate the quality of each of the following services in Rio Rancho.	Public information services	Excellent		9%
		Good		47%
		Fair		28%
		Poor		16%
	Economic development	Excellent		9%
		Good		40%
		Fair		38%
		Poor		13%
	Traffic enforcement	Excellent		20%
		Good		43%
		Fair		24%
		Poor		12%
	Traffic signal timing	Excellent		13%
		Good		46%
		Fair		24%
		Poor		16%
Street repair	Excellent		7%	
	Good		25%	
	Fair		33%	
	Poor		35%	
Street cleaning	Excellent		13%	
	Good		40%	
	Fair		29%	
	Poor		18%	
Street lighting	Excellent		8%	
	Good		44%	
































Please rate the quality of each of the following services in Rio Rancho.
































Street lighting	Fair		33%
	Poor		15%
Snow removal	Excellent		12%
	Good		35%
	Fair		33%
	Poor		20%
Sidewalk maintenance	Excellent		8%
	Good		37%
	Fair		34%
	Poor		21%
Bus or transit services	Excellent		9%
	Good		10%
	Fair		23%
	Poor		58%
Land use, planning and zoning	Excellent		7%
	Good		35%
	Fair		33%
	Poor		25%
Code enforcement	Excellent		7%
	Good		30%
	Fair		32%
	Poor		31%
Affordable high-speed internet access	Excellent		11%
	Good		35%
	Fair		25%
	Poor		28%
Garbage collection	Excellent		29%
	Good		50%
	Fair		15%
	Poor		6%
Drinking water	Excellent		16%

Please rate the quality of each of the following services in Rio Rancho.
































Drinking water	Good		48%
	Fair		22%
	Poor		14%
Sewer services	Excellent		19%
	Good		55%
	Fair		20%
	Poor		6%
Storm water management	Excellent		17%
	Good		50%
	Fair		28%
	Poor		5%
Power (electric and/or gas) utility	Excellent		23%
	Good		57%
	Fair		19%
	Poor		1%
Utility billing	Excellent		19%
	Good		45%
	Fair		27%
	Poor		8%
Police/Sheriff services	Excellent		37%
	Good		47%
	Fair		12%
	Poor		4%
Crime prevention	Excellent		20%
	Good		51%
	Fair		23%
	Poor		6%
Animal control	Excellent		20%
	Good		54%
	Fair		19%
	Poor		7%



























Please rate the quality of each of the following services in Rio Rancho.

Ambulance or emergency medical services	Excellent		38%
	Good		50%
	Fair		10%
	Poor		2%
Fire services	Excellent		40%
	Good		54%
	Fair		5%
	Poor		0%
Fire prevention and education	Excellent		29%
	Good		47%
	Fair		18%
	Poor		6%
Emergency preparedness	Excellent		20%
	Good		45%
	Fair		21%
	Poor		13%
Preservation of natural areas	Excellent		15%
	Good		44%
	Fair		27%
	Poor		14%
Rio Rancho open space	Excellent		15%
	Good		48%
	Fair		28%
	Poor		9%
Recycling	Excellent		14%
	Good		48%
	Fair		23%
	Poor		15%
Yard waste pick-up	Excellent		12%
	Good		38%
	Fair		26%

Please rate the quality of each of the following services in Rio Rancho.	Yard waste pick-up	Poor		25%
	City parks	Excellent		24%
		Good		52%
		Fair		19%
		Poor		5%
		Recreation programs or classes	Excellent	
	Good			42%
	Fair			26%
	Poor			15%
	Recreation centers or facilities	Excellent		16%
		Good		44%
		Fair		25%
		Poor		15%
	Health services	Excellent		18%
		Good		54%
		Fair		23%
		Poor		5%
	Public library services	Excellent		34%
		Good		50%
		Fair		14%
Poor			3%	
Overall customer service by Rio Rancho employees	Excellent		25%	
	Good		52%	
	Fair		19%	
	Poor		5%	
Please rate the following categories of Rio Rancho government performance.	The value of services for the taxes paid to Rio Rancho	Excellent		13%
		Good		41%
		Fair		28%
		Poor		18%
	The overall direction that Rio Rancho is taking	Excellent		15%
	Good		48%	

Please rate the following categories of Rio Rancho government performance.

The overall direction that Rio Rancho is taking	Fair		29%
	Poor		8%
The job Rio Rancho government does at welcoming resident involvement	Excellent		12%
	Good		35%
	Fair		32%
	Poor		21%
Overall confidence in Rio Rancho government	Excellent		15%
	Good		39%
	Fair		28%
	Poor		19%
Generally acting in the best interest of the community	Excellent		18%
	Good		40%
	Fair		30%
	Poor		12%
Being honest	Excellent		21%
	Good		37%
	Fair		28%
	Poor		14%
Being open and transparent to the public	Excellent		19%
	Good		32%
	Fair		29%
	Poor		19%
Informing residents about issues facing the community	Excellent		16%
	Good		30%
	Fair		27%
	Poor		27%
Treating all residents fairly	Excellent		20%
	Good		41%
	Fair		25%
	Poor		14%
Treating residents with respect	Excellent		21%

Please rate the following categories of Rio Rancho government performance.	Treating residents with respect	Good		46%
		Fair		21%
		Poor		12%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Rio Rancho	Excellent		17%
		Good		52%
		Fair		27%
		Poor		4%
	The Federal Government	Excellent		7%
		Good		32%
		Fair		38%
		Poor		23%
Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years.	Overall economic health	Essential		64%
		Very important		32%
		Somewhat important		3%
		Not at all important		0%
	Overall quality of the transportation system	Essential		29%
		Very important		42%
		Somewhat important		28%
		Not at all important		2%
	Overall design or layout of residential and commercial areas	Essential		33%
		Very important		46%
		Somewhat important		18%
		Not at all important		2%
	Overall quality of the utility infrastructure	Essential		55%
		Very important		37%
		Somewhat important		8%
		Not at all important		1%
Overall feeling of safety	Essential		64%	
	Very important		30%	
	Somewhat important		5%	
	Not at all important		0%	

Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years.

Overall quality of natural environment	Essential		30%
	Very important		51%
	Somewhat important		17%
	Not at all important		2%
Overall quality of parks and recreation opportunities	Essential		27%
	Very important		51%
	Somewhat important		20%
	Not at all important		2%
Overall health and wellness opportunities	Essential		37%
	Very important		39%
	Somewhat important		22%
	Not at all important		3%
Overall opportunities for education, culture, and the arts	Essential		38%
	Very important		40%
	Somewhat important		20%
	Not at all important		2%
Residents' connection and engagement with their community	Essential		19%
	Very important		49%
	Somewhat important		30%
	Not at all important		1%
The continuance of the General Obligation (G.O.) Bond to fund roadway improvements	Very likely		66%
	Somewhat likely		22%
	Somewhat unlikely		4%
	Very unlikely		4%
	I can't/don't vote		3%
The continuance of the G.O. Bond to fund improvements to public safety facilities, vehicles, and equipment	Very likely		50%
	Somewhat likely		33%
	Somewhat unlikely		7%
	Very unlikely		7%
	I can't/don't vote		3%
Establishing a G.O. Quality of Life Bond to fund improvements and equipping of public recreation	Very likely		50%

How likely or unlikely would you be to vote IN FAVOR of each of the following if there was NO property tax increase?

How likely or unlikely would you be to vote IN FAVOR of each of the following if there was NO property tax increase?	Establishing a G.O. Quality of Life Bond to fund improvements and equipping of parks, recreation facilities, and libraries	Somewhat likely		31%
		Somewhat unlikely		7%
		Very unlikely		9%
		I can't/don't vote		3%
	The City is considering creating a new Permanent Fund, where the City would use existing, one-time money (principal) that would generate new and additional money (interest/earnings) each year. The additional money would help fund general government services. How likely or unlikely would you be to vote IN FAVOR of creating a new Permanent Fund?	Very likely		34%
		Somewhat likely		38%
		Somewhat unlikely		12%
		Very unlikely		13%
		I cannot/do not vote		2%
How much you would support or oppose each of the following property tax increases that would allow for increased roadway improvements and/or improvements to public safety facilities, vehicles, and equipment?	\$25 increase per \$100,000 in property/home value	Strongly support		42%
		Somewhat support		30%
		Somewhat oppose		10%
		Strongly oppose		18%
	\$50 increase per \$100,000 in property/home value	Strongly support		20%
		Somewhat support		30%
		Somewhat oppose		19%
		Strongly oppose		31%
	\$75 increase per \$100,000 in property/home value	Strongly support		11%
		Somewhat support		18%
		Somewhat oppose		27%
		Strongly oppose		44%
\$100 increase per \$100,000 in property/home value	Strongly support		10%	
	Somewhat support		15%	
	Somewhat oppose		14%	
	Strongly oppose		61%	
	Currently, the elected Municipal Court Judge is not required to have a law degree or be licensed to practice law, which is required in other New Mexico communities. How much would you support or oppose requiring the Municipal Court Judge to have a law degree and be licensed to practice law as an attorney in order to hold office?	Strongly support		71%
		Somewhat support		19%
		Somewhat oppose		4%
		Strongly oppose		5%
In general, how many times do you:	Access the internet from your home	Several times a day		84%
		Once a day		6%

In general, how many times do you:	Access the internet from your home	A few times a week	5%
		Every few weeks	1%
		Less often or never	4%
	Access the internet from your cell phone	Several times a day	85%
		Once a day	6%
		A few times a week	4%
		Every few weeks	1%
		Less often or never	4%
	Visit social media sites	Several times a day	59%
		Once a day	13%
		A few times a week	8%
		Every few weeks	3%
		Less often or never	17%
	Use or check email	Several times a day	79%
		Once a day	16%
		A few times a week	3%
		Every few weeks	1%
		Less often or never	2%
	Share your opinions online	Several times a day	18%
		Once a day	5%
		A few times a week	10%
		Every few weeks	22%
		Less often or never	45%
	Shop online	Several times a day	16%
		Once a day	8%
		A few times a week	30%
		Every few weeks	33%
		Less often or never	12%
	Please rate your overall health.	Excellent	32%
		Very good	36%
		Good	24%

Please rate your overall health.	Fair		7%
	Poor		1%
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very positive		12%
	Somewhat positive		19%
	Neutral		46%
	Somewhat negative		17%
	Very negative		6%
How many years have you lived in Rio Rancho?	Less than 2 years		13%
	2-5 years		21%
	6-10 years		18%
	11-20 years		21%
	More than 20 years		27%
Which best describes the building you live in?	One family house detached from any other houses		88%
	Building with two or more homes (duplex, townhome, apa..		10%
	Mobile home		0%
	Other		1%
Do you rent or own your home?	Rent		22%
	Own		78%
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		10%
	\$500 to \$999		28%
	\$1,000 to \$1,499		29%
	\$1,500 to \$1,999		14%
	\$2,000 to \$2,499		10%
	\$2,500 to \$2,999		4%
	\$3,000 to \$3,499		2%
	\$3,500 or more		2%
Do any children 17 or under live in your household?	No		66%
	Yes		34%
Are you or any other members of your household aged 65 or older?	No		72%
	Yes		28%
How much do you anticipate your household's total income before taxes will be for the current	Less than \$25,000		9%

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	\$25,000 to \$49,999		20%
	\$50,000 to \$74,999		17%
	\$75,000 to \$99,999		20%
	\$100,000 to \$149,999		21%
	\$150,000 or more		12%
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		63%
	Yes, I consider myself to be Spanish, Hispanic, or Latino		37%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		3%
	Asian, Asian Indian, or Pacific Islander		2%
	Black or African American		1%
	White		86%
	Other		12%
In which category is your age?	18-24 years		1%
	25-34 years		26%
	35-44 years		13%
	45-54 years		24%
	55-64 years		12%
	65-74 years		15%
	75 years or older		9%
What is your gender?	Female		52%
	Male		47%
	Identify in another way		1%

Full trends

This table contains the trends over time for the City of Rio Rancho. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2019 and 2021 surveys is greater than seven percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2008	2015	2017	2019	2021
Please rate each of the following aspects of quality of life in Rio Rancho.	Rio Rancho as a place to live	82%	84%	85%	83%	89%
	Your neighborhood as a place to live	79%	83%	79%	80%	84%
	Rio Rancho as a place to raise children	81%	83%	76%	80%	84%
	Rio Rancho as a place to work	49%	46%	46%	56%	57%
	Rio Rancho as a place to visit		43%	41%	42%	50%
	Rio Rancho as a place to retire	74%	77%	72%	75%	82%
	The overall quality of life	77%	77%	76%	78%	83%
	Sense of community	56%	56%	49%	55%	58%
Please rate each of the following characteristics as they relate to Rio Rancho as a whole.	Overall economic health		46%	42%	49%	63%
	Overall quality of the transportation system					37%
	Overall design or layout of residential and commercial areas		48%	53%	48%	51%
	Overall quality of the utility infrastructure					58%
	Overall feeling of safety		83%	77%	82%	82%
	Overall quality of natural environment	65%	67%	67%	67%	71%
	Overall quality of parks and recreation opportunities					73%
	Overall health and wellness opportunities		64%	67%	66%	66%
	Overall opportunities for education, culture, and the arts		62%	59%	67%	43%
	Residents' connection and engagement with their community					45%

Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Rio Rancho to someone who asks	86%	88%	86%	87%	88%
	Remain in Rio Rancho for the next five years	86%	85%	84%	83%	86%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	93%	91%	93%	95%	93%
	In Rio Rancho's downtown/commercial area during the day	92%	86%	87%	90%	86%
	From property crime	65%				71%
	From violent crime	79%				81%
	From fire, flood, or other natural disaster					88%
Please rate the job you feel the Rio Rancho community does at each of the following.	Making all residents feel welcome					68%
	Attracting people from diverse backgrounds					60%
	Valuing/respecting residents from diverse backgrounds					70%
	Taking care of vulnerable residents					60%
Please rate each of the following in the Rio Rancho community.	Overall quality of business and service establishments	41%	49%	52%	52%	65%
	Variety of business and service establishments					46%
	Vibrancy of downtown/commercial area		16%	32%	28%	27%
	Employment opportunities	21%	24%	23%	34%	36%
	Shopping opportunities	27%	43%	41%	38%	41%
	Cost of living		49%	55%	61%	62%
	Overall image or reputation	63%	68%	61%	69%	77%
Please also rate each of the following in the Rio Rancho community.	Traffic flow on major streets	34%	54%	56%	42%	51%
	Ease of travel by car	45%	63%	72%	61%	59%
	Ease of travel by public transportation		16%	13%	9%	14%
	Ease of travel by bicycle	33%	32%	38%	35%	37%
	Ease of walking	39%	45%	49%	44%	54%
	Well-planned residential growth					42%

Please also rate each of the following in the Rio Rancho community.

Well-planned commercial growth	35%
Well-designed neighborhoods	55%
Preservation of the historical or cultural character of the community	46%
Public places where people want to spend time	49% 49% 54% 42%
Variety of housing options	65% 61% 60% 64% 54%
Availability of affordable quality housing	55% 62% 66% 56% 49%
Overall quality of new development	57% 43% 47% 51% 57%
Overall appearance	57% 65% 63% 67% 69%
Cleanliness	61% 65% 66% 66% 72%
Water resources	21%
Air quality	81% 77% 74% 81% 79%
Availability of paths and walking trails	35% 47% 50% 51% 58%
Fitness opportunities	53% 60% 61% 60%
Recreational opportunities	39% 47% 49% 55% 45%
Availability of affordable quality food	59% 55% 58% 66%
Availability of affordable quality health care	52% 68% 62% 67% 69%
Availability of preventive health services	65% 62% 69% 66%
Availability of affordable quality mental health care	35% 32% 47% 40%
Opportunities to attend cultural/arts/music activities	24% 31% 31% 32% 23%
Community support for the arts	29%
Availability of affordable quality childcare/preschool	54% 45% 47% 48%
K-12 education	70% 78% 69% 78% 72%
Adult educational opportunities	50% 46% 50% 45%
Sense of civic/community pride	52%

Please also rate each of the following in the Rio Rancho community.	Neighborliness of residents	55%	54%	58%	60%	
	Opportunities to participate in social events and activities	33%	36%	38%	46%	32%
	Opportunities to attend special events and festivals	53%	53%	57%	35%	
	Opportunities to volunteer	55%	50%	53%	59%	46%
	Opportunities to participate in community matters	50%	44%	49%	54%	40%
	Openness and acceptance of the community toward people of diverse backgrounds	59%	64%	67%	57%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Rio Rancho for help or information	64%	47%	48%	46%	48%
	Contacted Rio Rancho elected officials to express your opinion	16%	20%	18%	16%	
	Attended a local public meeting	30%	16%	21%	18%	15%
	Watched a local public meeting	38%	21%	19%	17%	24%
	Volunteered your time to some group/activity	33%	38%	34%	37%	23%
	Campaigned or advocated for a local issue, cause, or candidate	18%	26%	24%	16%	
	Voted in your most recent local election	67%				80%
	Used public transportation instead of driving	10%	10%	8%	5%	
	Carpooled with other adults or children instead of driving alone	39%	41%	37%	38%	
	Walked or biked instead of driving	39%	41%	38%	43%	
Please rate the quality of each of the following services in Rio Rancho.	Public information services	56%	53%	56%	63%	56%
	Economic development	37%	35%	39%	43%	49%
	Traffic enforcement	69%	65%	62%	66%	64%
	Traffic signal timing	45%	35%	46%	36%	59%
	Street repair	36%	26%	24%	24%	32%
	Street cleaning	42%	34%	35%	31%	53%
	Street lighting	41%	35%	48%	39%	52%
	Snow removal		35%	31%	47%	

Please rate the quality of each of the following services in Rio Rancho.

Sidewalk maintenance	42%	36%	28%	45%
Bus or transit services	20%	31%	21%	19%
Land use, planning and zoning	29%	33%	38%	42%
Code enforcement	35%	29%	37%	37%
Affordable high-speed internet access				47%
Garbage collection	80%	79%	83%	77%
Drinking water	57%	54%	59%	51%
Sewer services	76%	65%	67%	69%
Storm water management	50%	58%	43%	67%
Power (electric and/or gas) utility	76%			80%
Utility billing	46%	45%	43%	64%
Police/Sheriff services	84%	87%	82%	86%
Crime prevention	68%	69%	59%	67%
Animal control	61%	57%	58%	60%
Ambulance or emergency medical services	89%	92%	86%	90%
Fire services	92%	92%	88%	93%
Fire prevention and education	73%	75%	67%	72%
Emergency preparedness	40%			66%
Preservation of natural areas	38%			58%
Rio Rancho open space	52%	60%	62%	63%
Recycling	71%	75%	75%	73%
Yard waste pick-up				50%
City parks	74%	74%	81%	79%
Recreation programs or classes	67%	60%	62%	73%

Please rate the quality of each of the following services in Rio Rancho.	Recreation centers or facilities	60%	57%	59%	65%	60%
	Health services	64%	67%	65%	72%	
	Public library services	83%	84%	82%	86%	83%
	Overall customer service by Rio Rancho employees	68%	67%	69%	74%	77%
Please rate the following categories of Rio Rancho government performance.	The value of services for the taxes paid to Rio Rancho	48%	44%	44%	46%	54%
	The overall direction that Rio Rancho is taking	53%	50%	52%	53%	63%
	The job Rio Rancho government does at welcoming resident involvement	44%	41%	47%	47%	47%
	Overall confidence in Rio Rancho government	42%	44%	49%	54%	
	Generally acting in the best interest of the community	44%	56%	54%	58%	
	Being honest	40%	53%	60%	58%	
	Being open and transparent to the public					52%
	Informing residents about issues facing the community					46%
	Treating all residents fairly	44%	56%	58%	61%	
	Treating residents with respect					67%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Rio Rancho	65%	67%	63%	65%	69%
	The Federal Government	41%	43%	31%	41%	39%
Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years.	Overall economic health	94%	94%	94%	97%	
	Overall quality of the transportation system					70%
	Overall design or layout of residential and commercial areas	73%	78%	75%	80%	
	Overall quality of the utility infrastructure					91%
	Overall feeling of safety	91%	95%	97%	95%	
	Overall quality of natural environment	76%	76%	75%	80%	
	Overall quality of parks and recreation opportunities					78%
	Overall health and wellness opportunities	76%	79%	79%	75%	

Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	79%	81%	86%	78%	
	Residents' connection and engagement with their community	75%	80%	80%	68%	
In general, how many times do you:	Access the internet from your home				95%	
	Access the internet from your cell phone				94%	
	Visit social media sites				80%	
	Use or check email				97%	
	Share your opinions online				33%	
	Shop online				55%	
	Please rate your overall health.	65%	65%	58%	68%	
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	11%	24%	25%	35%	31%

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCS™), the City of Rio Rancho conducted a survey of 2,700 residents. Survey invitations were mailed to randomly selected households and data were collected from May 13, 2021 to July 1, 2021. The results from this main survey effort represent the most robust estimate of your residents' opinions.





























After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Rio Rancho. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on June 17, 2021. The survey remained open for 2 weeks and there were 96 responses.






























The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. Due to limited response, the results were not statistically weighted.

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

Open participation survey results































This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

	In which District of Rio Rancho do you live?	District 1 (purple)		7%
		District 2 (green)		5%
		District 3 (orange)		35%
		District 4 (light blue)		32%
		District 5 (dark blue)		7%
		District 6 (pink)		12%
		None of these/I don't live in Rio Rancho		1%
Please rate each of the following aspects of quality of life in Rio Rancho.	Rio Rancho as a place to live	Excellent		27%
		Good		57%
		Fair		15%
		Poor		1%
Your neighborhood as a place to live	Excellent		47%	
	Good		41%	
	Fair		10%	
	Poor		2%	
Rio Rancho as a place to raise children	Excellent		34%	
	Good		51%	
	Fair		12%	
	Poor		3%	
Rio Rancho as a place to work	Excellent		15%	
	Good		38%	
	Fair		38%	
	Poor		9%	
Rio Rancho as a place to visit	Excellent		11%	
	Good		31%	
	Fair		35%	
	Poor		24%	
Rio Rancho as a place to retire	Excellent		22%	

































Please rate each of the following aspects of quality of life in Rio Rancho.	Rio Rancho as a place to retire	Good		43%
		Fair		24%
		Poor		11%
	The overall quality of life in Rio Rancho	Excellent		18%
		Good		62%
		Fair		20%
		Poor		1%
	Sense of community	Excellent		16%
		Good		39%
		Fair		30%
		Poor		14%
	Please rate each of the following characteristics as they relate to Rio Rancho as a whole.	Overall economic health of Rio Rancho	Excellent	
Good				38%
Fair				43%
Poor				11%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Rio Rancho		Excellent		2%
		Good		25%
		Fair		42%
		Poor		31%
Overall design or layout of Rio Rancho's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)		Excellent		5%
		Good		32%
		Fair		43%
		Poor		19%
Overall quality of the utility infrastructure in Rio Rancho (water, sewer, storm water, electric, gas)	Excellent		7%	
	Good		28%	
	Fair		45%	
	Poor		20%	
Overall feeling of safety in Rio Rancho	Excellent		22%	
	Good		60%	
	Fair		16%	
	Poor		2%	
Overall quality of natural environment in Rio Rancho	Excellent		20%	

Please rate each of the following characteristics as they relate to Rio Rancho as a whole.	Overall quality of natural environment in Rio Rancho	Good		42%
		Fair		31%
		Poor		8%
	Overall quality of parks and recreation opportunities	Excellent		16%
		Good		43%
		Fair		30%
		Poor		11%
	Overall health and wellness opportunities in Rio Rancho	Excellent		15%
		Good		43%
		Fair		35%
		Poor		7%
	Overall opportunities for education, culture, and the arts	Excellent		12%
		Good		28%
		Fair		40%
		Poor		20%
Residents' connection and engagement with their community	Excellent		11%	
	Good		29%	
	Fair		45%	
	Poor		15%	
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Rio Rancho to someone who asks	Very likely		39%
		Somewhat likely		42%
		Somewhat unlikely		12%
		Very unlikely		8%
	Remain in Rio Rancho for the next five years	Very likely		57%
		Somewhat likely		21%
		Somewhat unlikely		12%
		Very unlikely		10%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		61%
		Somewhat safe		27%
		Neither safe nor unsafe		9%
		Somewhat unsafe		1%
		Very unsafe		1%






























Please rate how safe or unsafe you feel:	In Rio Rancho's downtown/commercial area during the day	Very safe		40%
		Somewhat safe		40%
		Neither safe nor unsafe		15%
		Somewhat unsafe		4%
		Very unsafe		1%
	From property crime	Very safe		24%
		Somewhat safe		43%
		Neither safe nor unsafe		9%
		Somewhat unsafe		24%
	From violent crime	Very safe		41%
		Somewhat safe		36%
		Neither safe nor unsafe		11%
		Somewhat unsafe		10%
		Very unsafe		2%
	From fire, flood, or other natural disaster	Very safe		54%
		Somewhat safe		33%
		Neither safe nor unsafe		9%
		Somewhat unsafe		3%
		Very unsafe		1%
	Please rate the job you feel the Rio Rancho community does at each of the following.	Making all residents feel welcome	Excellent	
Good				43%
Fair				33%
Poor				7%
Attracting people from diverse backgrounds		Excellent		17%
		Good		38%
		Fair		29%
		Poor		16%
Valuing/respecting residents from diverse backgrounds		Excellent		22%
		Good		39%
		Fair		28%
		Poor		11%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)		Excellent		15%
		Good		33%

Please rate the job you feel the Rio Rancho community does at each of the following.	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Fair		33%
		Poor		19%
Please rate each of the following in the Rio Rancho community.	Overall quality of business and service establishments in Rio Rancho	Excellent		5%
		Good		41%
		Fair		37%
		Poor		17%
Variety of business and service establishments in Rio Rancho	Excellent		4%	
	Good		25%	
	Fair		42%	
	Poor		28%	
Vibrancy of downtown/commercial area	Excellent		2%	
	Good		11%	
	Fair		44%	
	Poor		43%	
Employment opportunities	Excellent		5%	
	Good		27%	
	Fair		39%	
	Poor		29%	
Shopping opportunities	Excellent		3%	
	Good		22%	
	Fair		43%	
	Poor		32%	
Cost of living in Rio Rancho	Excellent		10%	
	Good		41%	
	Fair		39%	
	Poor		10%	
Overall image or reputation of Rio Rancho	Excellent		18%	
	Good		48%	
	Fair		26%	
	Poor		8%	
Please also rate each of the following in the Rio Rancho community.	Traffic flow on major streets	Excellent		5%
		Good		41%

































Please also rate each of the following in the Rio Rancho community.

































Traffic flow on major streets	Fair		34%
	Poor		20%
Ease of travel by car in Rio Rancho	Excellent		12%
	Good		46%
	Fair		36%
	Poor		6%
Ease of travel by public transportation in Rio Rancho	Excellent		4%
	Good		2%
	Fair		12%
	Poor		82%
Ease of travel by bicycle in Rio Rancho	Excellent		6%
	Good		20%
	Fair		37%
	Poor		37%
Ease of walking in Rio Rancho	Excellent		6%
	Good		39%
	Fair		30%
	Poor		25%
Well-planned residential growth	Excellent		7%
	Good		26%
	Fair		30%
	Poor		37%
Well-planned commercial growth	Excellent		7%
	Good		13%
	Fair		31%
	Poor		49%
Well-designed neighborhoods	Excellent		3%
	Good		41%
	Fair		41%
	Poor		15%
Preservation of the historical or cultural character of the community	Excellent		13%
	Good		42%

































Please also rate each of the following in the Rio Rancho community.

































Preservation of the historical or cultural character of the community	Fair		21%
	Poor		25%
Public places where people want to spend time	Excellent		7%
	Good		23%
	Fair		41%
	Poor		29%
Variety of housing options	Excellent		13%
	Good		30%
	Fair		37%
	Poor		19%
Availability of affordable quality housing	Excellent		10%
	Good		29%
	Fair		36%
	Poor		26%
Overall quality of new development in Rio Rancho	Excellent		11%
	Good		34%
	Fair		38%
	Poor		18%
Overall appearance of Rio Rancho	Excellent		6%
	Good		48%
	Fair		34%
	Poor		12%
Cleanliness of Rio Rancho	Excellent		14%
	Good		41%
	Fair		28%
	Poor		17%
Water resources (beaches, lakes, ponds, riverways, etc.)	Excellent		1%
	Good		9%
	Fair		21%
	Poor		69%
Air quality	Excellent		19%
	Good		51%

Please also rate each of the following in the Rio Rancho community.

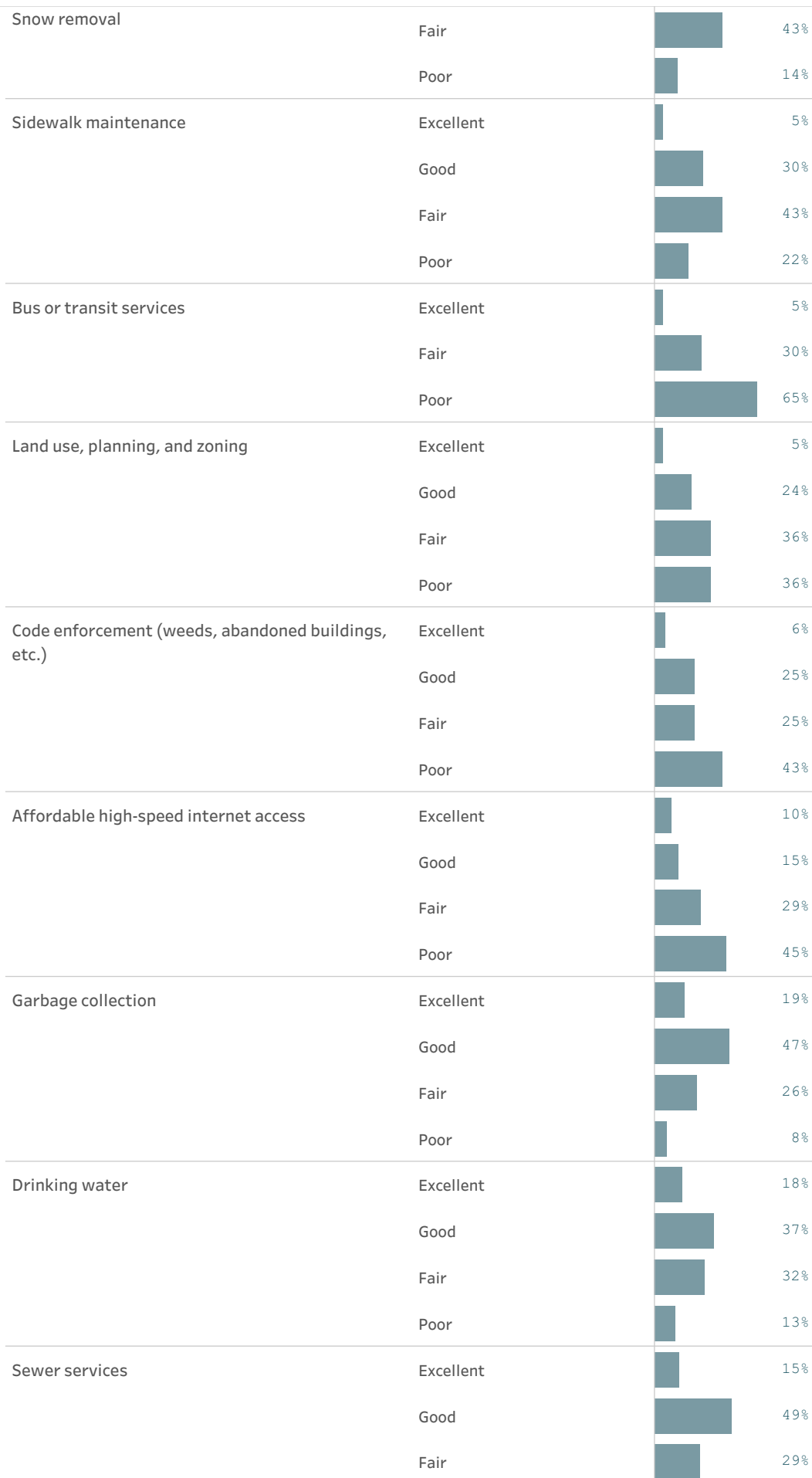
Air quality	Fair		27%
	Poor		3%
Availability of paths and walking trails	Excellent		11%
	Good		34%
	Fair		37%
	Poor		18%
Fitness opportunities (including exercise classes and paths or trails, etc.)	Excellent		14%
	Good		33%
	Fair		42%
	Poor		10%
Recreational opportunities	Excellent		11%
	Good		24%
	Fair		42%
	Poor		23%
Availability of affordable quality food	Excellent		7%
	Good		37%
	Fair		39%
	Poor		16%
Availability of affordable quality health care	Excellent		13%
	Good		48%
	Fair		30%
	Poor		9%
Availability of preventive health services	Excellent		10%
	Good		50%
	Fair		29%
	Poor		12%
Availability of affordable quality mental health care	Excellent		8%
	Good		10%
	Fair		49%
	Poor		33%
Opportunities to attend cultural/arts/music activities	Excellent		5%
	Good		13%

Please also rate each of the following in the Rio Rancho community.				
Opportunities to attend cultural/arts/music activities	Fair		38%	
	Poor		45%	
Community support for the arts	Excellent		10%	
	Good		12%	
	Fair		37%	
	Poor		41%	
Availability of affordable quality childcare/preschool	Excellent		11%	
	Good		20%	
	Fair		43%	
	Poor		26%	
K-12 education	Excellent		32%	
	Good		49%	
	Fair		12%	
	Poor		7%	
Adult educational opportunities	Excellent		8%	
	Good		18%	
	Fair		51%	
	Poor		22%	
Sense of civic/community pride	Excellent		10%	
	Good		39%	
	Fair		36%	
	Poor		15%	
Neighborliness of residents in Rio Rancho	Excellent		15%	
	Good		39%	
	Fair		42%	
	Poor		4%	
Opportunities to participate in social events and activities	Excellent		7%	
	Good		31%	
	Fair		42%	
	Poor		20%	
Opportunities to attend special events and festivals	Excellent		10%	
	Good		24%	

Please also rate each of the following in the Rio Rancho community.	Opportunities to attend special events and festivals	Fair		38%
		Poor		28%
	Opportunities to volunteer	Excellent		12%
		Good		52%
		Fair		29%
		Poor		6%
	Opportunities to participate in community matters	Excellent		10%
		Good		48%
		Fair		29%
		Poor		13%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		13%
		Good		47%
		Fair		29%
		Poor		11%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Rio Rancho (in-person, phone, email, or web) for help or information	No		28%
		Yes		72%
	Contacted Rio Rancho elected officials (in-person, phone, email, or web) to express your opinion	No		61%
		Yes		39%
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood w..	No		60%
		Yes		40%
	Watched (online or on television) a local public meeting	No		56%
		Yes		44%
	Volunteered your time to some group/activity in Rio Rancho	No		54%
		Yes		46%
	Campaigned or advocated for a local issue, cause, or candidate	No		71%
		Yes		29%
	Voted in your most recent local election	No		7%
		Yes		93%
	Used bus, rail, subway, or other public transportation instead of driving	No		91%
		Yes		9%
	Carpooled with other adults or children instead of driving alone	No		66%
		Yes		34%

Please indicate whether or not you have done each of the following in the last 12 months.	Walked or biked instead of driving	No		67%
		Yes		33%
Please rate the quality of each of the following services in Rio Rancho.	Public information services	Excellent		11%
		Good		48%
		Fair		29%
		Poor		13%
	Economic development	Excellent		4%
		Good		32%
		Fair		45%
		Poor		20%
	Traffic enforcement	Excellent		16%
		Good		38%
		Fair		24%
Poor			21%	
Traffic signal timing	Excellent		9%	
	Good		36%	
	Fair		35%	
	Poor		20%	
Street repair	Excellent		5%	
	Good		17%	
	Fair		28%	
	Poor		49%	
Street cleaning	Excellent		8%	
	Good		30%	
	Fair		29%	
	Poor		33%	
Street lighting	Excellent		9%	
	Good		51%	
	Fair		25%	
	Poor		15%	
Snow removal	Excellent		10%	
	Good		33%	

































Please rate the quality of each of the following services in Rio Rancho.



































Please rate the quality of each of the following services in Rio Rancho.

































Sewer services	Poor		7%
	Excellent		16%
Storm water management (storm drainage, dams, levees, etc.)	Good		42%
	Fair		32%
	Poor		10%
	Excellent		16%
Power (electric and/or gas) utility	Good		57%
	Fair		25%
	Poor		3%
	Excellent		15%
Utility billing	Good		46%
	Fair		27%
	Poor		11%
	Excellent		15%
Police/Sheriff services	Good		49%
	Fair		14%
	Poor		4%
	Excellent		33%
Crime prevention	Good		58%
	Fair		20%
	Poor		5%
	Excellent		17%
Animal control	Good		38%
	Fair		28%
	Poor		20%
	Excellent		15%
Ambulance or emergency medical services	Good		52%
	Fair		12%
	Poor		2%
	Excellent		35%
Fire services	Good		47%
	Fair		11%
	Excellent		39%

Please rate the quality of each of the following services in Rio Rancho.

Fire services	Poor		3%
Fire prevention and education	Excellent		32%
	Good		35%
	Fair		21%
	Poor		12%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		23%
	Good		39%
	Fair		23%
	Poor		16%
Preservation of natural areas (open space, farmlands, and greenbelts)	Excellent		12%
	Good		32%
	Fair		34%
	Poor		22%
Rio Rancho open space	Excellent		10%
	Good		35%
	Fair		30%
	Poor		24%
Recycling	Excellent		9%
	Good		22%
	Fair		32%
	Poor		37%
Yard waste pick-up	Excellent		8%
	Good		28%
	Fair		28%
	Poor		35%
City parks	Excellent		16%
	Good		47%
	Fair		32%
	Poor		6%
Recreation programs or classes	Excellent		8%
	Good		43%
	Fair		35%

Please rate the quality of each of the following services in Rio Rancho.	Recreation programs or classes	Poor		13%
	Recreation centers or facilities	Excellent		13%
		Good		40%
		Fair		37%
		Poor		9%
Health services	Excellent		13%	
	Good		49%	
	Fair		33%	
	Poor		5%	
Public library services	Excellent		36%	
	Good		45%	
	Fair		17%	
	Poor		2%	
Overall customer service by Rio Rancho employees (police, receptionists, planners, etc.)	Excellent		29%	
	Good		51%	
	Fair		15%	
	Poor		5%	
Please rate the following categories of Rio Rancho government performance.	The value of services for the taxes paid to Rio Rancho	Excellent		3%
		Good		36%
		Fair		43%
		Poor		18%
	The overall direction that Rio Rancho is taking	Excellent		9%
		Good		34%
		Fair		38%
		Poor		18%
	The job Rio Rancho government does at welcoming resident involvement	Excellent		16%
		Good		33%
Fair			24%	
Poor			27%	
Overall confidence in Rio Rancho government	Excellent		11%	
	Good		30%	
	Fair		40%	

Please rate the following categories of Rio Rancho government performance.	Category	Rating	Percentage		
			Bar	Value	
Overall confidence in Rio Rancho government	Overall confidence in Rio Rancho government	Poor		19%	
		Generally acting in the best interest of the community	Excellent		13%
			Good		32%
			Fair		40%
Poor		16%			
Being honest	Being honest	Excellent		16%	
		Good		36%	
		Fair		31%	
		Poor		16%	
Being open and transparent to the public	Being open and transparent to the public	Excellent		12%	
		Good		33%	
		Fair		32%	
		Poor		23%	
Informing residents about issues facing the community	Informing residents about issues facing the community	Excellent		11%	
		Good		28%	
		Fair		34%	
		Poor		27%	
Treating all residents fairly	Treating all residents fairly	Excellent		17%	
		Good		31%	
		Fair		37%	
		Poor		15%	
Treating residents with respect	Treating residents with respect	Excellent		19%	
		Good		36%	
		Fair		37%	
		Poor		9%	
Overall, how would you rate the quality of the services provided by each of the following?	The City of Rio Rancho	Excellent		12%	
		Good		42%	
		Fair		37%	
		Poor		9%	
	The Federal Government	Excellent		3%	
		Good		31%	
		Fair		44%	

quality of the services provided by each of the following?	The Federal Government	Poor		22%
Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years.	Overall economic health of Rio Rancho	Essential		49%
		Very important		44%
		Somewhat important		7%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Rio Rancho	Essential		23%
		Very important		53%
		Somewhat important		21%
		Not at all important		3%
	Overall design or layout of Rio Rancho's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		35%
		Very important		42%
		Somewhat important		22%
		Not at all important		1%
	Overall quality of the utility infrastructure in Rio Rancho (water, sewer, storm water, electric, gas)	Essential		63%
Very important			32%	
Somewhat important			6%	
Overall feeling of safety in Rio Rancho	Essential		60%	
	Very important		32%	
	Somewhat important		6%	
	Not at all important		1%	
Overall quality of natural environment in Rio Rancho	Essential		31%	
	Very important		45%	
	Somewhat important		22%	
	Not at all important		2%	
Overall quality of parks and recreation opportunities	Essential		18%	
	Very important		56%	
	Somewhat important		26%	
	Not at all important		1%	
Overall health and wellness opportunities in Rio Rancho	Essential		31%	
	Very important		49%	
	Somewhat important		16%	
	Not at all important		3%	
Overall opportunities for education, culture, and the arts	Essential		21%	

Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	Very important		49%
		Somewhat important		23%
		Not at all important		8%
	Residents' connection and engagement with their community	Essential		17%
		Very important		43%
		Somewhat important		37%
		Not at all important		2%
How likely or unlikely would you be to vote IN FAVOR of each of the following if there was NO property tax increase?	The continuance of the General Obligation (G.O.) Bond to fund roadway improvements	Very likely		67%
		Somewhat likely		24%
		Somewhat unlikely		2%
		Very unlikely		6%
	The continuance of the G.O. Bond to fund improvements to public safety facilities, vehicles, and equipment	Very likely		53%
		Somewhat likely		32%
		Somewhat unlikely		6%
		Very unlikely		9%
	Establishing a G.O. Quality of Life Bond to fund improvements and equipping of parks, recreation facilities, and libraries	Very likely		48%
		Somewhat likely		34%
		Somewhat unlikely		9%
		Very unlikely		10%
	The City is considering creating a new Permanent Fund, where the City would use existing, one-time money (principal) that would generate new and additional money (interest/earnings) each year. The additional money would help fund general government services. How likely or unlikely would you be to vote IN FAVOR of creating a new Permanent Fund?	Very likely		38%
Somewhat likely			38%	
Somewhat unlikely			13%	
Very unlikely			10%	
I cannot/do not vote			1%	
How much you would support or oppose each of the following property tax increases that would allow for increased roadway improvements and/or improvements to public safety facilities, vehicles, and equipment?	\$25 increase per \$100,000 in property/home value	Strongly support		42%
		Somewhat support		22%
		Somewhat oppose		19%
		Strongly oppose		18%
	\$50 increase per \$100,000 in property/home value	Strongly support		16%
		Somewhat support		24%
		Somewhat oppose		14%
		Strongly oppose		45%

How much you would support or oppose each of the following property tax increases that would allow for increased roadway improvements and/or improvements to public safety facilities, vehicles, and equipment?	\$75 increase per \$100,000 in property/home value	Strongly support	9%
		Somewhat support	15%
		Somewhat oppose	24%
		Strongly oppose	52%
	\$100 increase per \$100,000 in property/home value	Strongly support	8%
		Somewhat support	9%
		Somewhat oppose	19%
		Strongly oppose	65%
Currently, the elected Municipal Court Judge is not required to have a law degree or be licensed to practice law, which is required in other New Mexico communities. How much would you support or oppose requiring the Municipal Court Judge to have a law degree and be licensed to practice law as an attorney in order to hold office?	Strongly support	74%	
	Somewhat support	12%	
	Somewhat oppose	7%	
	Strongly oppose	6%	
In general, how many times do you:	Access the internet from your home using a computer, laptop, or tablet computer	Several times a day	89%
		Once a day	5%
		A few times a week	4%
		Less often or never	1%
	Access the internet from your cell phone	Several times a day	86%
		Once a day	3%
		A few times a week	5%
		Every few weeks	3%
		Less often or never	2%
	Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	Several times a day	62%
		Once a day	13%
		A few times a week	13%
		Every few weeks	4%
		Less often or never	8%
	Use or check email	Several times a day	83%
		Once a day	13%
A few times a week		4%	
Share your opinions online	Several times a day	25%	
	Once a day	4%	
	A few times a week	24%	

In general, how many times do you:	Share your opinions online	Every few weeks		15%
		Less often or never		32%
Shop online		Several times a day		24%
		Once a day		7%
		A few times a week		36%
		Every few weeks		29%
		Less often or never		4%
Please rate your overall health.		Excellent		22%
		Very good		50%
		Good		23%
		Fair		2%
		Poor		2%
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:		Very positive		4%
		Somewhat positive		22%
		Neutral		48%
		Somewhat negative		20%
		Very negative		5%
How many years have you lived in Rio Rancho?		Less than 2 years		11%
		2-5 years		28%
		6-10 years		15%
		11-20 years		22%
		More than 20 years		24%
Which best describes the building you live in?		One family house detached from any other houses		99%
		Building with two or more homes (duplex, townhome, apa..		1%
Do you rent or own your home?		Rent		4%
		Own		96%
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?		Less than \$500		9%
		\$500 to \$999		23%
		\$1,000 to \$1,499		28%
		\$1,500 to \$1,999		19%
		\$2,000 to \$2,499		9%
		\$2,500 to \$2,999		6%

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	\$3,000 to \$3,499		6%
	\$3,500 or more		1%
Do any children 17 or under live in your household?	No		70%
	Yes		30%
Are you or any other members of your household aged 65 or older?	No		57%
	Yes		43%
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		2%
	\$25,000 to \$49,999		13%
	\$50,000 to \$74,999		22%
	\$75,000 to \$99,999		16%
	\$100,000 to \$149,999		28%
	\$150,000 or more		20%
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino		88%
	Yes, I consider myself to be Spanish, Hispanic, or Latino		12%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		4%
	Black or African American		2%
	White		90%
	Other		8%
In which category is your age?	25-34 years		3%
	35-44 years		21%
	45-54 years		11%
	55-64 years		29%
	65-74 years		30%
	75 years or older		5%
What is your gender?	Female		62%
	Male		38%
How did you hear about this survey? (Select all that apply.)	The City's website		9%
	The City's social media (Facebook, Twitter, Instagram,...		17%
	Received an email from the City		3%
	Received a postcard or letter from the City		1%
	Nextdoor		41%
	In my Facebook feed		12%

