



# CITY OF RIO RANCHO, NM 2008

Report of Geographic Subgroup Comparisons

**C O N T E N T S**

Survey Background..... 1  
 About The National Citizen Survey™ ..... 1

Understanding the Results ..... 2  
 “Don’t Know” Responses ..... 2  
 Understanding the Tables..... 2

Comparisons ..... 3

## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Rio Rancho staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Rio Rancho staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### “DON’T KNOW” RESPONSES

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 Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (351 completed surveys). For each Zip code, the margin of error rises to approximately + or - 7% since sample sizes were approximately 173 for 81724 and 177 for 87144.

## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")		
Please rate each of the following aspects of quality of life in Rio Rancho:	Zip code	
	87144	81724
Rio Rancho as a place to live	85%	79%
Your neighborhood as a place to live	77%	80%
Rio Rancho as a place to raise children	83%	78%
Rio Rancho as a place to work	51%	48%
Rio Rancho as a place to retire	76%	72%
The overall quality of life in Rio Rancho	75%	78%

Question 2: Community Characteristics (Percent "excellent" or "good")		
Please rate each of the following characteristics as they relate to Rio Rancho as a whole:	Zip code	
	87144	81724
Sense of community	57%	54%
Overall appearance of Rio Rancho	59%	55%
Cleanliness of Rio Rancho	67%	55%
Overall quality of new development in Rio Rancho	56%	59%
Variety of housing options	71%	59%
Overall quality of business and service establishments in Rio Rancho	39%	43%
Shopping opportunities	25%	29%
Opportunities to attend cultural activities	24%	25%
Recreational opportunities	41%	36%
Employment opportunities	22%	20%
Educational opportunities	37%	42%
Opportunities to participate in social events and activities	35%	32%
Opportunities to volunteer	54%	55%
Opportunities to participate in community matters	52%	48%
Ease of car travel in Rio Rancho	49%	40%
Ease of bicycle travel in Rio Rancho	30%	35%

**Question 2: Community Characteristics (Percent "excellent" or "good")**

Please rate each of the following characteristics as they relate to Rio Rancho as a whole:	Zip code	
	87144	81724
Ease of walking in Rio Rancho	42%	36%
Availability of paths and walking trails	40%	31%
Traffic flow on major streets	39%	29%
Availability of affordable quality housing	63%	46%
Availability of affordable quality health care	56%	48%
Air quality	85%	78%
Quality of overall natural environment in Rio Rancho	69%	61%
Overall image or reputation of Rio Rancho	65%	60%

**Question 3: Growth (Percent "too fast")**

Please rate the speed of growth in the following categories in Rio Rancho over the past 2 years:	Zip code	
	87144	81724
Population growth	52%	64%
Retail growth (stores, restaurants, etc.)	3%	9%
Jobs growth	2%	0%

**Question 4: Code Enforcement (Percent at least a "minor" problem)**

	Zip code	
	87144	81724
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Rio Rancho?	87%	89%

**Question 5: Community Safety (Percent "very" or "somewhat" safe)**

Please rate how safe or unsafe you feel from the following in Rio Rancho:	Zip code	
	87144	81724
Violent crime (e.g., rape, assault, robbery)	87%	71%
Property crimes (e.g., burglary, theft)	70%	61%
Environmental hazards, including toxic waste	79%	75%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)		
Please rate how safe or unsafe you feel:	Zip code	
	87144	81724
In your neighborhood during the day	94%	91%
In your neighborhood after dark	80%	74%
In Rio Rancho's commercial areas during the day	96%	89%
In Rio Rancho's commercial areas after dark	75%	54%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")		
	Zip code	
	87144	81724
During the past twelve months, were you or anyone in your household the victim of any crime?	10%	10%
If yes, was this crime (these crimes) reported to the police?	86%	76%

Question 9: Resident Behaviors (Percent at least once in past 12 months)		
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Rio Rancho?	Zip code	
	87144	81724
Used Rio Rancho public libraries or their services	73%	72%
Used Rio Rancho recreation centers	46%	50%
Participated in a recreation program or activity	37%	41%
Visited a neighborhood park or City park	84%	79%
Attended a meeting of local elected officials or other local public meeting	31%	28%
Watched a meeting of local elected officials or other local public meeting on cable television or on City Web site	40%	36%
Visited the City of Rio Rancho Web site (at <a href="http://www.ci.rio-rancho.nm.us">www.ci.rio-rancho.nm.us</a> )	77%	62%
Recycled used paper, cans or bottles from your home	81%	77%
Volunteered your time to some group or activity in Rio Rancho	27%	39%
Participated in a club or civic group in Rio Rancho	16%	22%
Provided help to a friend or neighbor	94%	95%
Attended an event at the Santa Ana Star Center	66%	62%

Question 10: Neighborliness (Percent at least once per month)		
	Zip code	
	87144	81724
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	82%	82%

Question 11: Service Quality (Percent "excellent" or "good")		
Please rate the quality of each of the following services in Rio Rancho:	Zip code	
	87144	81724
Police services	82%	86%
Fire services	92%	92%
Ambulance or emergency medical services	91%	88%
Crime prevention	69%	67%
Fire prevention and education	76%	70%
Municipal courts	67%	51%
Traffic enforcement	73%	65%
Street repair	44%	28%
Street cleaning	46%	38%
Street lighting	50%	33%
Sidewalk maintenance	41%	42%
Traffic signal timing	53%	37%
Garbage collection	85%	74%
Recycling	77%	64%
Drinking water	54%	60%
Sewer services	81%	70%
Power (electric and/or gas) utility	82%	70%
City parks	71%	78%
Recreation programs or classes	63%	72%
Recreation centers or facilities	59%	61%
Land use, planning and zoning	27%	30%
Code enforcement (weeds, abandoned buildings, etc)	38%	32%
Animal control	60%	62%

Question 11: Service Quality (Percent "excellent" or "good")		
Please rate the quality of each of the following services in Rio Rancho:	Zip code	
	87144	81724
Economic development	35%	40%
Services to seniors	70%	61%
Services to youth	54%	55%
Services to low-income people	47%	42%
Public library services	84%	82%
Public information services	61%	51%
Public schools	74%	66%
Cable television	49%	49%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	37%	42%
Preservation of natural areas such as open space	42%	33%

Question 12: Government Services Overall (Percent "excellent" or "good")		
Overall, how would you rate the quality of the services provided by each of the following?	Zip code	
	87144	81724
The City of Rio Rancho	66%	65%
The Federal Government	42%	39%
The State Government	42%	37%
Sandoval County Government	47%	45%

Question 13: Contact with City Employees (Percent "yes")		
	Zip code	
	87144	81724
Have you had any in-person or phone contact with an employee of the City of Rio Rancho within the last 12 months (including police, receptionists, planners or any others)?	64%	64%

Question 14: City Employees (Percent "excellent" or "good")		
What was your impression of the employee(s) of the City of Rio Rancho in your most recent contact?	Zip code	
	87144	81724
Knowledge	70%	68%
Responsiveness	69%	67%
Courtesy	68%	72%
Overall impression	66%	70%

Question 15: Government Performance (Percent "excellent" or "good")		
Please rate the following categories of Rio Rancho government performance:	Zip code	
	87144	81724
The value of services for the taxes paid to Rio Rancho	48%	48%
The overall direction that Rio Rancho is taking	57%	49%
The job Rio Rancho government does at welcoming citizen involvement	44%	45%
The job Rio Rancho government does at listening to citizens	39%	39%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)		
Please indicate how likely or unlikely you are to do each of the following:	Zip code	
	87144	81724
Recommend living in Rio Rancho to someone who asks	88%	85%
Remain in Rio Rancho for the next five years	84%	88%

Question 17: Impact of the Economy (Percent "somewhat" or "very" 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:	Zip code	
	87144	81724
	14%	9%

Question 18a: Policy Question 1 (Percent "somewhat" or "strongly" support)		
To what extent would you support or oppose an increase to your property tax for each of the following purposes?	Zip code	
	87144	81724
Police buildings	59%	69%
Fire stations	69%	74%
More parks	72%	65%
More roads	80%	73%
More recreation facilities	71%	66%
More libraries	57%	60%
More community/senior citizen facilities	64%	70%
Road improvements	84%	83%
Public Works facilities	69%	68%

Question 18b: Policy Question 2 (Percent "somewhat" or "strongly" support)		
To what extent would you support or oppose an increase in the City of Rio Rancho's Gross Receipts Tax (commonly referred to as sales tax) to increase service levels of the City?	Zip code	
	87144	81724
	52%	53%

Question 18c: Policy Question 3 (Percent "somewhat" or "very" satisfied)		
How satisfied or dissatisfied are you with the amount and quality of information you receive about what's happening in the City of Rio Rancho?	Zip code	
	87144	81724
	69%	66%