

# THE NCS<sup>TM</sup>

The National Citizen Survey<sup>TM</sup>

## Las Cruces, NM

Dashboard Summary of Findings

2015



**NRC**  
National Research Center Inc

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

**ICMA**

*Leaders at the Core of Better Communities*

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

# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Las Cruces’ performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Las Cruces’ community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Broadly, most aspects of Community Characteristics, Governance and Participation received positive ratings. Within the pillar of Community Characteristics, aspects of Economy tended to receive ratings that were lower than the benchmark. Within Governance, aspects of Recreation and Wellness and Education and Enrichment tended to be lower than the benchmark comparison. And in the pillar of Participation, ratings related to Mobility were not as strong as ratings related to each of the other facets. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	0	35	15	0	28	18	1	28	6
General	0	6	1	0	2	1	0	2	1
Safety	0	2	1	0	5	2	0	3	0
Mobility	0	6	2	0	4	4	0	1	2
Natural Environment	0	2	1	0	5	1	0	3	0
Built Environment	0	3	2	0	5	2	0	1	1
Economy	0	3	5	0	1	0	1	2	0
Recreation and Wellness	0	4	2	0	0	4	0	5	0
Education and Enrichment	0	4	1	0	0	2	0	1	1
Community Engagement	0	5	0	0	6	2	0	10	1

Legend	
	Higher
	Similar
	Lower

# The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↑	↔	61%	Customer service	↓	↓	55%	Recommend Las Cruces	↔	↓	74%
	Overall quality of life	↔	↔	69%	Services provided by Las Cruces	↔	↔	59%	Remain in Las Cruces	↔	↔	75%
	Place to retire	↑	↔	78%	Services provided by the Federal Government	↓	↔	42%	Contacted Las Cruces employees	↔	↔	53%
	Place to raise children	↔	↓	64%								
	Place to live	↔	↔	73%								
	Neighborhood	↔	↔	76%								
Safety	Overall image	↔	↔	55%								
	Overall feeling of safety	*	↓	64%	Police	↔	↓	64%	Was NOT the victim of a crime	↓	↔	79%
	Safe in neighborhood	↔	↔	85%	Crime prevention	↔	↓	47%	Did NOT report a crime	*	↔	71%
	Safe downtown/commercial area	↔	↔	81%	Fire	↔	↔	88%	Stocked supplies for an emergency	*	↔	32%
					Fire prevention	↔	↔	67%				
					Ambulance/EMS	↔	↔	82%				
Mobility					Emergency preparedness	↔	↔	46%				
					Animal control	↔	↔	52%				
	Traffic flow	↑	↔	40%	Traffic enforcement	↔	↓	46%	Carpooled instead of driving alone	*	↔	42%
	Travel by car	↔	↔	63%	Street repair	↔	↓	26%	Walked or biked instead of driving	*	↓	45%
	Travel by bicycle	↔	↓	38%	Street cleaning	↔	↔	51%	Used public transportation instead of driving	*	↓	14%
	Ease of walking	↔	↓	49%	Street lighting	↔	↔	50%				
	Travel by public transportation	*	↔	36%	Snow removal	↑	↓	47%				
Natural Environment	Overall ease travel	*	↔	69%	Sidewalk maintenance	↔	↔	39%				
	Public parking	*	↔	51%	Traffic signal timing	↔	↓	33%				
	Paths and walking trails	↔	↔	57%	Bus or transit services	↔	↔	40%				
	Overall natural environment	↔	↔	67%	Garbage collection	↔	↔	79%	Recycled at home	↔	↔	88%
	Air quality	↑	↔	75%	Recycling	↔	↔	72%	Conserved water	*	↔	91%
	Cleanliness	↑	↓	55%	Yard waste pick-up	↔	↔	67%	Made home more energy efficient	*	↔	81%
					Drinking water	↑	↓	52%				
Built Environment					Open space	*	↔	51%				
					Natural areas preservation	↑	↔	54%				
	New development in Las Cruces	↓	↔	41%	Sewer services	↔	↔	68%	NOT experiencing housing cost stress	↔	↔	68%
	Affordable quality housing	↔	↔	46%	Storm drainage	↔	↓	48%	Did NOT observe a code violation	*	↓	39%
	Housing options	↔	↔	56%	Power utility	↔	↔	66%				
	Overall built environment	*	↓	42%	Utility billing	*	↔	59%				
	Public places	*	↓	44%	Land use, planning and zoning	↔	↔	36%				
				Code enforcement	↑	↔	39%					
				Cable television	↔	↓	38%					

**Legend**

↑↑ Much higher      ↑ Higher      ↔ Similar      ↓ Lower      ↓↓ Much lower      \* Not available

# The National Citizen Survey™

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	*	↓	37%	Economic development	↔	↔	39%	Economy will have positive impact on income	↔	↔	27%
	Shopping opportunities	↔	↓	40%					Purchased goods or services in Las Cruces	*	↔	93%
	Employment opportunities	↔	↓	21%					Work in Las Cruces	*	↑	55%
	Place to visit	*	↔	54%								
	Cost of living	*	↔	48%								
	Vibrant downtown/commercial area	*	↓	31%								
	Place to work	↔	↓	36%								
Recreation and Wellness	Business and services	↔	↔	55%								
	Fitness opportunities	*	↔	64%	City parks	↔	↓	63%	In very good to excellent health	*	↔	54%
	Recreational opportunities	↑	↔	53%	Recreation centers	↔	↓	50%	Used Las Cruces recreation centers	↔	↔	52%
	Health care	↔	↔	46%	Recreation programs	↔	↓	55%	Visited a City park	↓	↔	79%
	Mental health care	*	↓	33%	Health services	↔	↓	52%	Ate 5 portions of fruits and vegetables	*	↔	80%
	Health and wellness	*	↓	53%					Participated in moderate or vigorous physical activity	*	↔	84%
	Preventive health services	↑	↔	53%								
Education and Enrichment	K-12 education	↔	↓	47%	Public libraries	↔	↓	63%	Used Las Cruces public libraries	↓	↓	50%
	Cultural/arts/music activities	↔	↔	50%	Special events	*	↓	52%	Attended a City-sponsored event	*	↔	50%
	Child care/preschool	↑	↔	48%								
	Adult education	*	↔	65%								
	Overall education and enrichment	*	↔	57%								
Community Engagement	Opportunities to participate in community matters	↔	↔	51%	Public information	↔	↔	50%	Sense of community	↓	↓	46%
	Opportunities to volunteer	↔	↔	68%	Overall direction	↔	↔	48%	Voted in local elections	↔	↔	78%
	Openness and acceptance	↓	↔	58%	Value of services for taxes paid	↔	↔	42%	Talked to or visited with neighbors	*	↔	90%
	Social events and activities	↔	↔	48%	Welcoming citizen involvement	↑	↔	41%	Attended a local public meeting	↓	↔	17%
	Neighborliness	*	↔	52%	Confidence in City government	*	↓	36%	Watched a local public meeting	↓	↔	26%
					Acting in the best interest of Las Cruces	*	↔	42%	Volunteered	↓	↔	41%
					Being honest	*	↔	40%	Participated in a club	↓	↔	34%
					Treating all residents fairly	*	↓	38%	Campaigned for an issue, cause or candidate	*	↔	23%
									Contacted Las Cruces elected officials	*	↔	21%
									Read or watched local news	*	↔	82%
								Done a favor for a neighbor	*	↔	77%	

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

**Las Cruces, NM**  
Community Livability Report

2015



**NRC**  
National Research Center Inc

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

**ICMA**

*Leaders at the Core of Better Communities*

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

# Contents

- About..... 1
- Quality of Life in Las Cruces ..... 2
- Community Characteristics ..... 3
- Governance ..... 5
- Participation ..... 7
- Special Topics..... 9
- Conclusions ..... 11

# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Las Cruces. The phrase “livable community” is used here to evoke 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.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 307 residents of the City of Las Cruces. The margin of error around any reported percentage is 6% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Las Cruces

Most residents rated the quality of life in Las Cruces as excellent or good. This rating was similar to the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

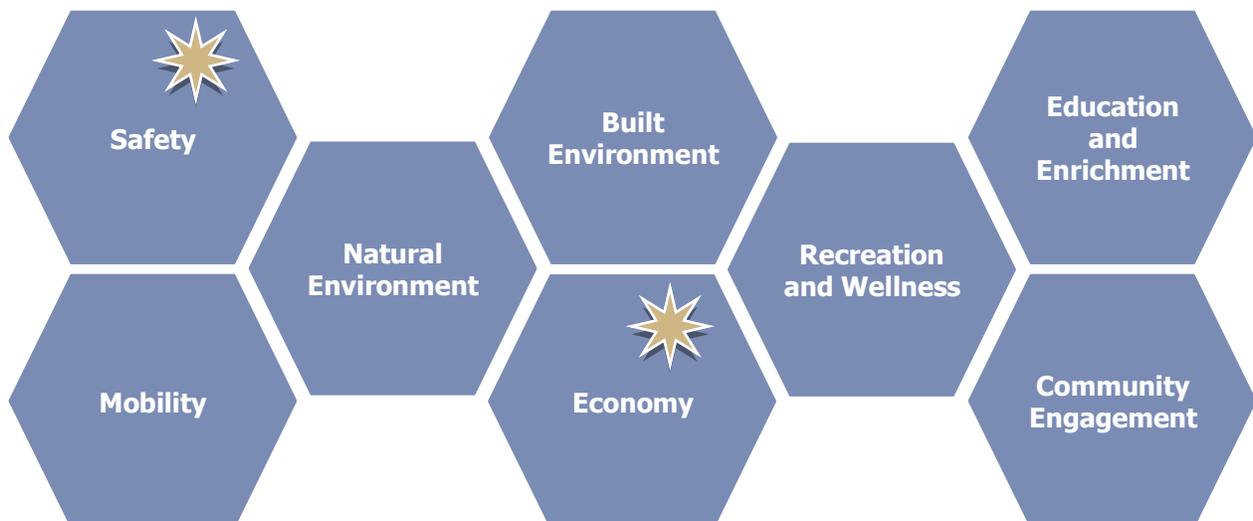
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Las Cruces community in the coming two years. All eight facets received positive ratings and were similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Las Cruces' unique questions.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



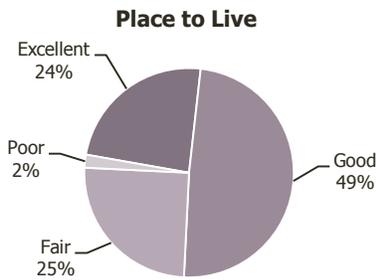
# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Las Cruces, 73% rated the City as an excellent or good place to live. Respondents' ratings of Las Cruces as a place to live were similar to ratings in other communities across the nation.

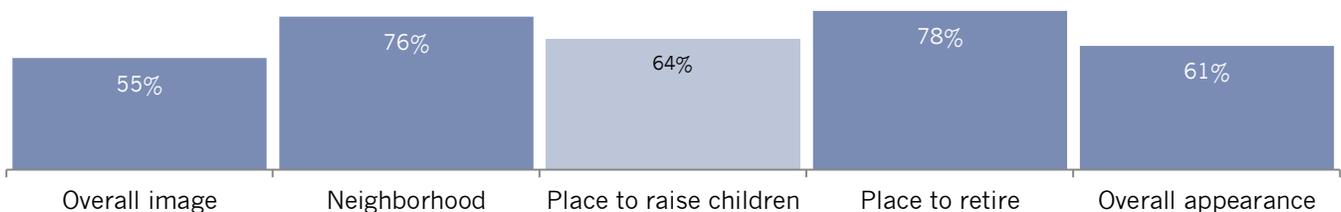
In addition to rating the City as a place to live, respondents rated several aspects of community quality including Las Cruces as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Las Cruces and its overall appearance. About three-quarters of residents rated their neighborhood as a place to live and Las Cruces as a place to retire positively. Las Cruces as a place to raise children was rated lower than the benchmark while each of the other aspects of community quality were rated similar to the benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. A majority of aspects were rated similar to the national benchmark however 14 were rated lower than the benchmark. About 4 in 5 residents felt somewhat or very safe in their neighborhood and in downtown/commercial areas of Las Cruces, while about 6 in 10 felt safe overall. Mobility received a wide range of positive ratings from 36% excellent or good for ease of travel by public transportation to 69% excellent or good for overall ease of travel. It should be noted that 47% of residents reported "don't know" when asked to rate ease of travel by public transportation (see Appendix A of the *Technical Appendices* provided under separate cover). Two of the eight Mobility ratings were lower than the benchmark while the remaining six were similar. Economy also received a wide range of ratings from 21% excellent or good for employment opportunities to 55% excellent or good for the quality of business and service establishments in the city. Within Community Engagement, all five ratings were similar to the benchmark and four of the five received a positive rating from a majority of residents.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark  
 ■ Higher ■ Similar ■ Lower



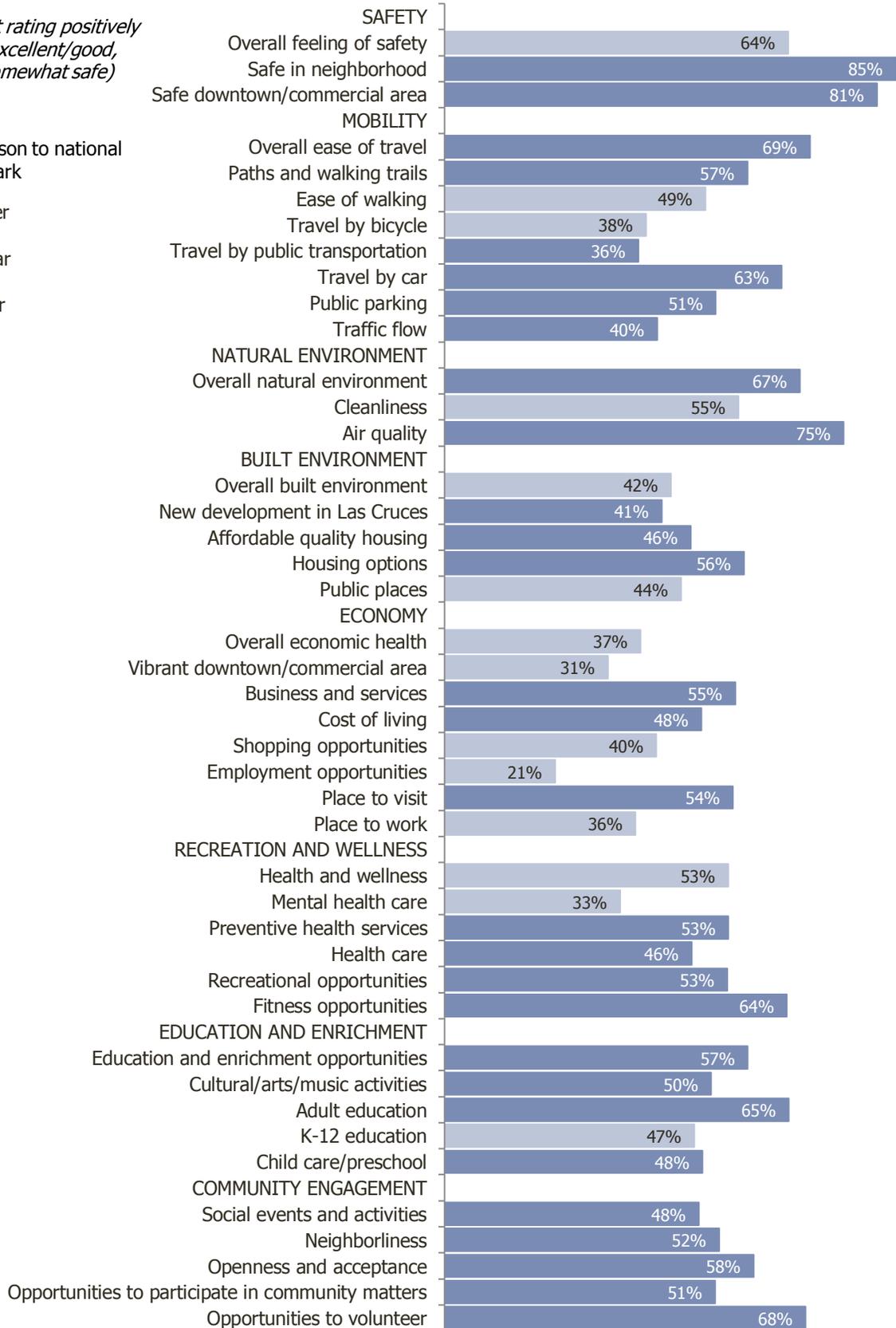
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)*

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

*How well does the government of Las Cruces meet the needs and expectations of its residents?*

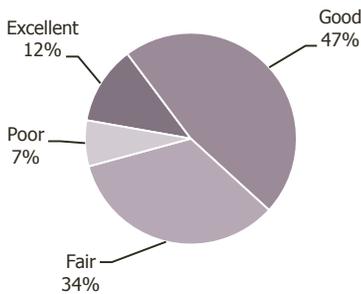
The overall quality of the services provided by Las Cruces as well as the manner in which these services are provided are a key component of how residents rate their quality of life. Similar to other communities, most residents (59%) described the overall quality of City services as excellent or good. Only 42% of residents rated services provided by the Federal Government favorably, a rating which has decreased compared to 2012 (See *Trends over Time* under separate cover).

Survey respondents also rated various aspects of Las Cruces' leadership and governance. A majority of residents rated the quality of customer service from Las Cruces employees positively; this rating was lower than ratings given in other communities across the nation. About 5 in 10 residents gave positive ratings to the overall direction of Las Cruces while about 4 in 10 gave positive ratings to the remaining six general aspects of Las Cruces leadership and governance.

Respondents evaluated over 30 individual services and amenities available in Las Cruces. Ratings were either similar to or lower than the national benchmark. Safety received a wide range of positive ratings from 46% excellent or good for emergency preparedness to 88% excellent or good for fire services. Of the seven Safety services, five were similar to the benchmark (fire, ambulance/EMS, fire prevention, animal control and emergency preparedness) and two were lower (police and crime prevention). Services related to Mobility tended to receive the lowest ratings compared to the other facets of community livability,

however about half of residents gave positive ratings to street cleaning and street lighting. Each of the four aspects within Recreation and Wellness were rated lower than the benchmark and received positive ratings from between 50% of residents (recreation centers) to 63% of residents (City parks). Both features of Education and Enrichment were also rated lower than the national benchmark. All aspects of Natural Environment were rated positively by a majority of respondents and almost all aspects were also rated similar to the benchmark.

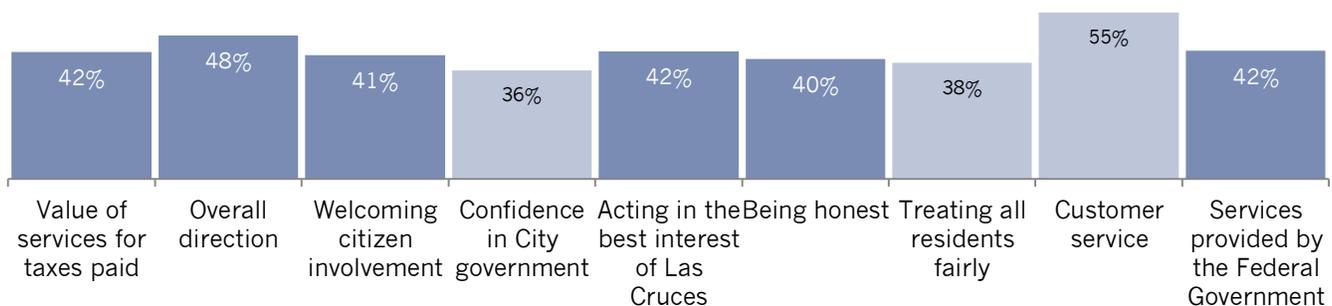
**Overall Quality of City Services**



*Percent rating positively (e.g., excellent/good)*

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



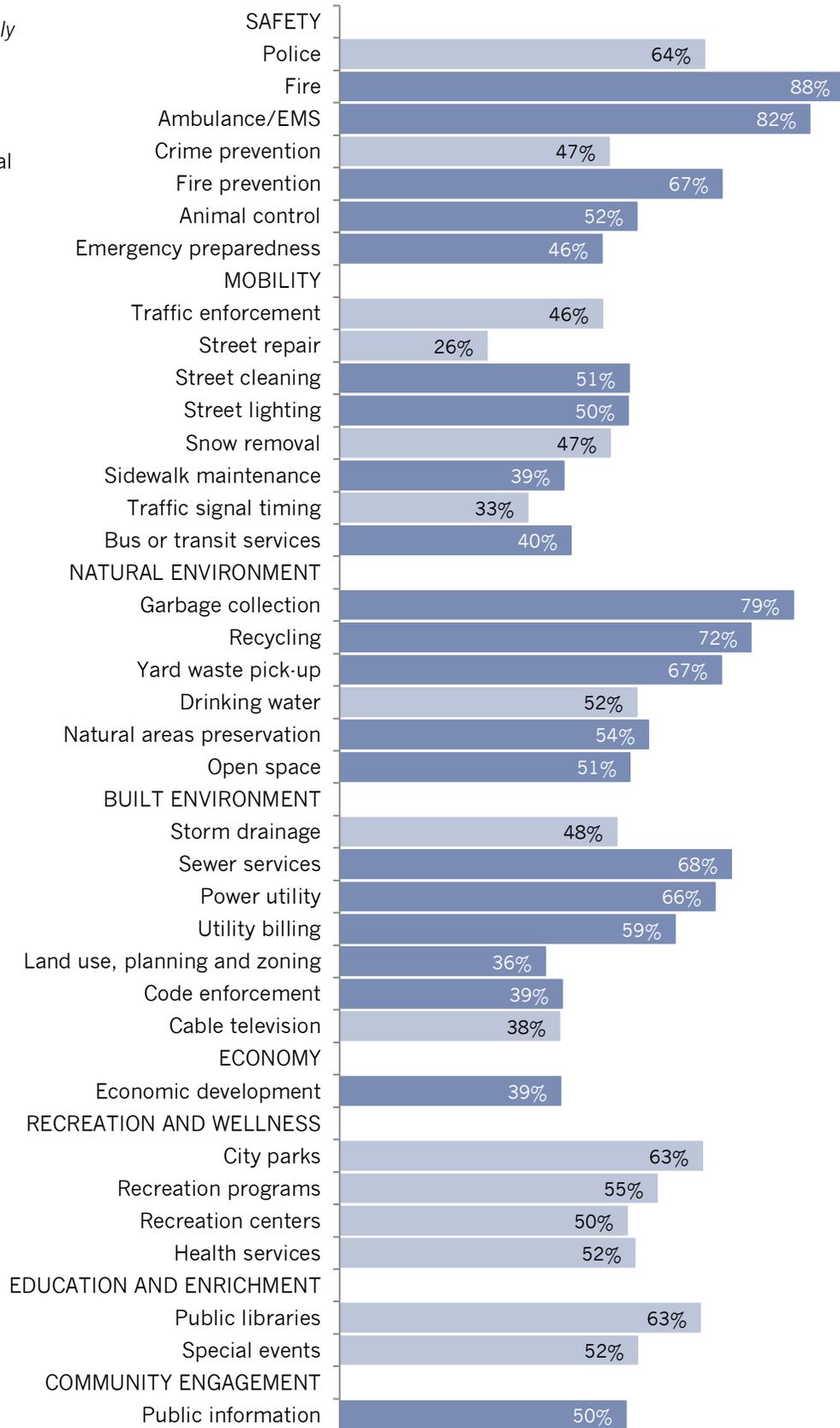
## The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

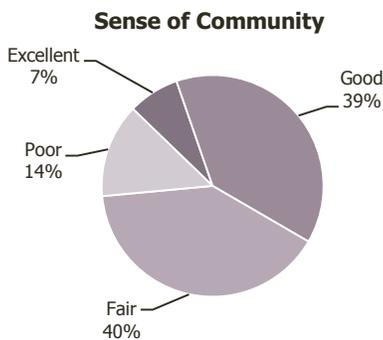


# Participation

## *Are the residents of Las Cruces connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. A little less than half of respondents gave excellent or good ratings to the overall sense of community in Las Cruces and this rating was lower compared to the national benchmark. About three-quarters of residents would recommend living in Las Cruces and plan to remain in Las Cruces for the next five years.

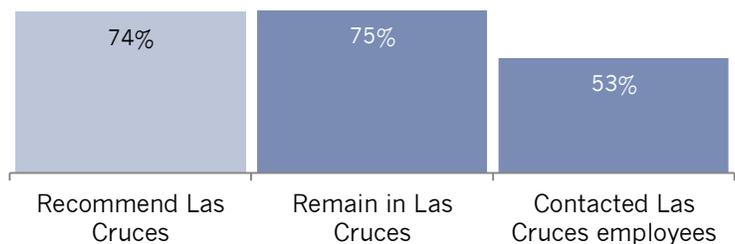
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Most of rates of participation were similar to those in other communities across the nation. More Las Cruces residents reported they worked in the city compared to other communities across the nation. About one-third of residents felt the economy would have a positive impact on their income which was a rating similar to the benchmark. Compared to the national benchmark, fewer Las Cruces residents reported that they used public transportation, walked or biked instead of driving, used public libraries and that they did NOT observe a code violation. About 9 in 10 residents had talked to or visited with their neighbors (90%), conserved water (91%) and purchased goods or services in Las Cruces (93%). Fewer than one-quarter of residents indicated they had used public transportation instead of driving, campaigned for an issue, cause or candidate, contacted Las Cruces elected officials or attended a local public meeting.



*Percent rating positively  
(e.g., very/somewhat likely,  
yes)*

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



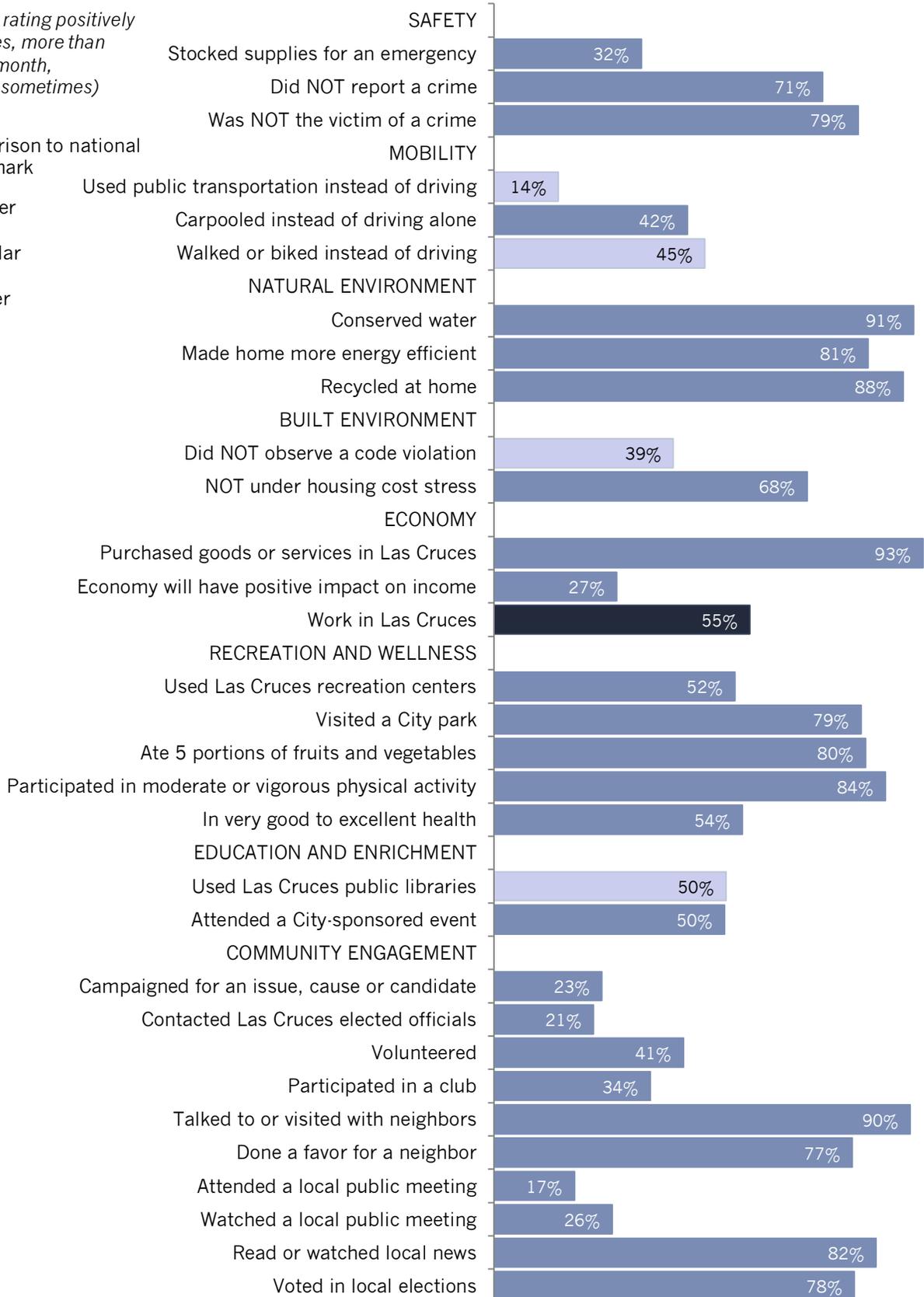
# The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



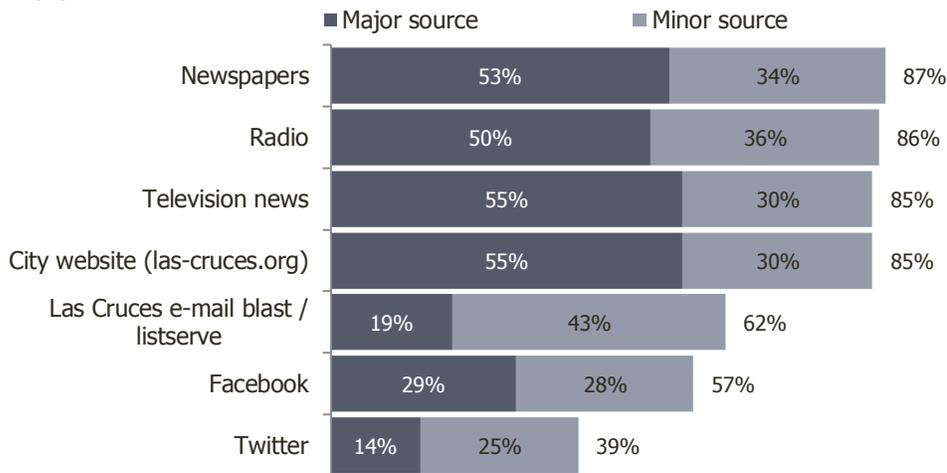
# Special Topics

The City of Las Cruces included four questions of special interest on The NCS.

Residents were given a list of seven potential sources of information and asked to indicate how much of a source they consider each to be for getting information about the City government and its activities, events and services. At least 8 in 10 indicated using newspapers, radio, television news and the City website as a major or minor source. About 6 in 10 indicated the Las Cruces e-mail blast/listserve and Facebook as sources while only 4 in 10 felt Twitter was a major or minor source of information for them.

Figure 4: Information Sources

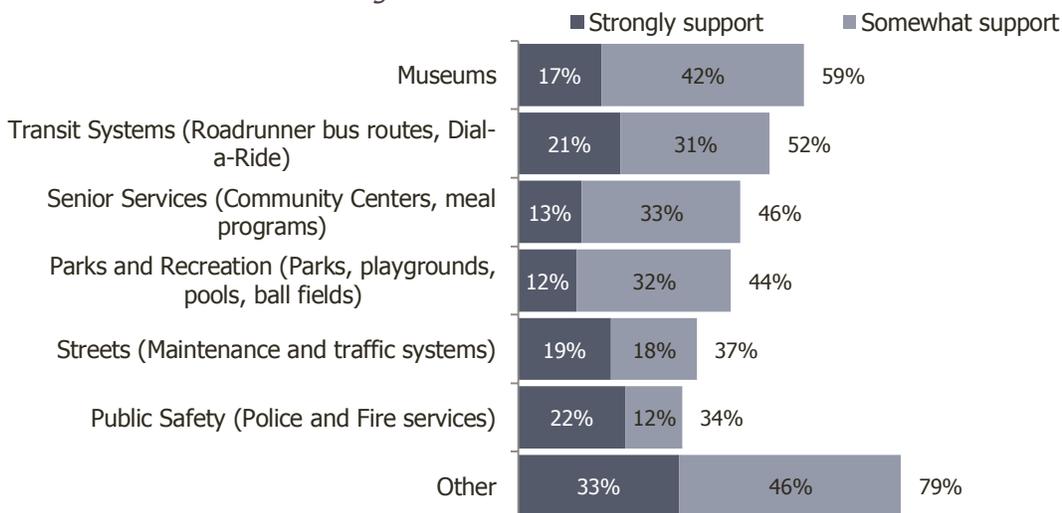
*Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:*



When asked to indicate their level of support to reduce services if the City had to reduce spending due to reduced revenues, less than 6 in 10 strongly or somewhat supported reducing spending for each of the six service areas listed. About one-third of residents indicated they would support reductions to streets and public safety, which were the two service areas receiving the lowest level of support for reductions. About 8 in 10 residents indicated they would support other service reductions than the ones listed on the survey.

Figure 5: Support for Service Reduction

*If the City had to reduce spending due to reduced revenues, how much would you support or oppose service reductions in each of the following areas?*

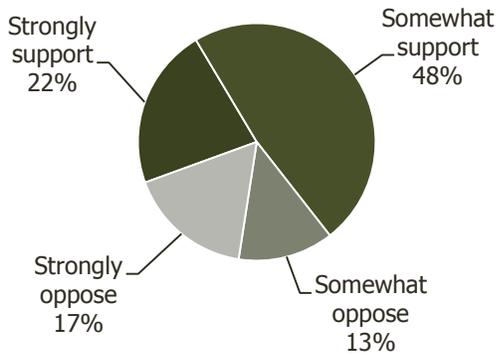


## The National Citizen Survey™

Residents were asked to indicate their level of support for a tax increase for better roads, traffic management, transit/public transportation, bicycle and pedestrian trails to boost quality of life and economic development. About 7 in 10 somewhat or strongly supported this tax increase.

Figure 6: Support for Tax Increase for Economic Development Issues

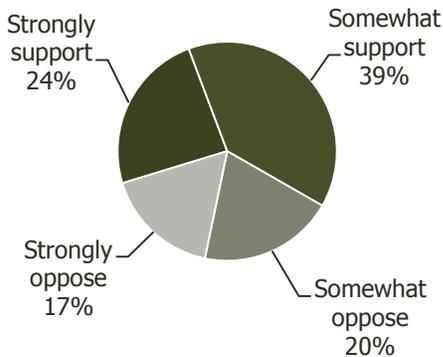
*To what extent would you support or oppose a tax increase for better roads, traffic management, transit/public transportation, bicycle and pedestrian trails to boost quality of life and economic development?*



Residents were also asked to indicate their level of support for a tax increase for quality of life issues in Las Cruces, such as parks, ball fields, community centers, median landscaping and swimming pools. About 6 in 10 somewhat or strongly supported a tax increase for quality of life issues.

Figure 7: Support for Tax Increase for Quality of Life Issues

*To what extent would you support or oppose a tax increase for quality of life issues in Las Cruces, such as parks, ball fields, community centers, median landscaping and swimming pools?*



# Conclusions

## **Las Cruces residents continue to enjoy a good quality of life.**

Most residents rate their overall quality of life as excellent or good (70%) and most plan to remain in the city for the next five years (75%). About 7 in 10 (73%) also gave excellent or good ratings to the City as a place to live. Residents also rated their neighborhoods highly, with 76% of residents giving an excellent or good rating which was similar to the national comparison. Ratings for the overall image and appearance of the city as well as for the city as a place to retire were also similar to the national comparison. Many of the aspects that aid in community livability remained stable from 2012 to 2015, with the exception of overall appearance and the City as a place to retire, whose ratings increased (see *Trends over Time* under separate cover).

## **Most residents have relationships with their neighbors but feel the sense of community in Las Cruces is lacking.**

About 9 in 10 residents indicated they have talked with or visited with their neighbors in the 12 months prior to the survey which was a rating similar to the national comparison. Further, about 8 in 10 have done a favor for a neighbor. Only 46% of residents felt the sense of community in Las Cruces is excellent or good which was a rating lower than the national comparison. About half of residents feel neighborliness in the community and opportunities to participate in community matters were excellent or good and about 6 in 10 felt the level of openness and acceptance towards people of diverse backgrounds was excellent or good; all of these ratings were similar to the national comparisons. Compared to 2012, the 2014 rating for openness and acceptance towards people of diverse backgrounds decreased.

## **The Economy is important to residents and ratings vary for it.**

Survey participants indicated that Economy is an important facet for Las Cruces to focus on in the coming years. The rating for economic development was similar to the national comparison with about 4 in 10 residents giving it a positive rating. Within Community Characteristics, a little over one-third of residents felt the overall economic health of Las Cruces was excellent or good; a rating which was lower than the national benchmark. About 2 in 10 respondents rated employment opportunities positively while one-third felt the city was an excellent or good place to work and that the vibrancy of downtown/commercial areas was excellent or good and 40% of respondents rated shopping opportunities positively; these ratings were all lower than the national benchmark. However, 55% of residents gave an excellent or good rating to the quality of business and service establishments in Las Cruces and 48% rated the cost of living positively, which were both ratings similar to the national comparison. About one-third of residents felt the economy would have a positive impact on their income which was a rating similar to the benchmark. All of the aspects related to Economy remained stable from 2012 to 2015.

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Las Cruces, NM

Trends over Time

2015



**NRC**  
National Research Center Inc

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

**ICMA**

*Leaders at the Core of Better Communities*

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

# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2015 ratings for the City of Las Cruces to its previous survey results in 2012. Additional reports and technical appendices are available under separate cover.

Trend data for Las Cruces represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than eight percentage points between the 2012 and 2015 surveys, otherwise the comparison between 2012 and 2015 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Las Cruces for 2015 generally remained stable. Of the 89 items for which comparisons were available, 65 items were rated similarly in 2012 and 2015, 11 items showed a decrease in ratings and 13 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, most aspects remained stable over time, however a few aspects were trending down. These included new development in Las Cruces and openness and acceptance of the community towards people of diverse backgrounds. Community Characteristics also saw a variety of increased ratings; these items were traffic flow, air quality, cleanliness, recreational opportunities, preventive health services, availability of affordable quality child care/preschool, overall appearance and Las Cruces as a place to retire.
- Two aspects of Governance decreased from 2012 to 2015. These ratings decreases were found for overall customer service of Las Cruces employees and services provided by the Federal Government. Ratings for five aspects of Governance increased from 2012 to 2015 including the ratings for snow removal, drinking water, natural areas preservation, code enforcement and the job the City does at welcoming citizen involvement.
- For Participation, most aspects remained stable over time however a handful of aspects decreased in 2015 compared to 2012. Fewer residents in 2015 than 2012 indicated they were NOT the victim of a crime, had visited a City park, used the public libraries, attended or watched a local public meeting, volunteered or participated in a club in the 12 months prior to the survey.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2012	Comparison to benchmark	
	2012	2015		2012	2015
Overall quality of life	67%	69%	Similar	Much lower	Similar
Overall image	56%	55%	Similar	Lower	Similar
Place to live	75%	73%	Similar	Much lower	Similar
Neighborhood	71%	76%	Similar	Much lower	Similar
Place to raise children	58%	64%	Similar	Much lower	Lower
Place to retire	70%	78%	Higher	Higher	Similar
Overall appearance	45%	61%	Higher	Much lower	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2012	Comparison to benchmark	
		2012	2015		2012	2015
Safety	Overall feeling of safety	NA	64%	NA	NA	Lower
	Safe in neighborhood	87%	85%	Similar	Lower	Similar
	Safe downtown/commercial area	78%	81%	Similar	Much lower	Similar
Mobility	Overall ease of travel	NA	69%	NA	NA	Similar
	Paths and walking trails	49%	57%	Similar	Much lower	Similar
	Ease of walking	47%	49%	Similar	Much lower	Lower
	Travel by bicycle	35%	38%	Similar	Much lower	Lower
	Travel by public transportation	NA	36%	NA	NA	Similar
	Travel by car	56%	63%	Similar	Similar	Similar
	Public parking	NA	51%	NA	NA	Similar
	Traffic flow	29%	40%	Higher	Much lower	Similar
	Overall natural environment	62%	67%	Similar	Lower	Similar
Natural Environment	Cleanliness	47%	55%	Higher	Much lower	Lower
	Air quality	64%	75%	Higher	Similar	Similar
Built Environment	Overall built environment	NA	42%	NA	NA	Lower
	New development in Las Cruces	56%	41%	Lower	Similar	Similar
	Affordable quality housing	41%	46%	Similar	Similar	Similar
	Housing options	53%	56%	Similar	Lower	Similar
	Public places	NA	44%	NA	NA	Lower
Economy	Overall economic health	NA	37%	NA	NA	Lower
	Vibrant downtown/commercial area	NA	31%	NA	NA	Lower
	Business and services	47%	55%	Similar	Much lower	Similar
	Cost of living	NA	48%	NA	NA	Similar
	Shopping opportunities	42%	40%	Similar	Much lower	Lower
	Employment opportunities	21%	21%	Similar	Much lower	Lower

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2012	Comparison to benchmark	
		2012	2015		2012	2015
	Place to visit	NA	54%	NA	NA	Similar
	Place to work	34%	36%	Similar	Much lower	Lower
Recreation and Wellness	Health and wellness	NA	53%	NA	NA	Lower
	Mental health care	NA	33%	NA	NA	Lower
	Preventive health services	41%	53%	Higher	Much lower	Similar
	Health care	41%	46%	Similar	Much lower	Similar
	Recreational opportunities	41%	53%	Higher	Much lower	Similar
	Fitness opportunities	NA	64%	NA	NA	Similar
	Cultural/arts/music activities	43%	50%	Similar	Much lower	Similar
Education and Enrichment	Adult education	NA	65%	NA	NA	Similar
	K-12 education	47%	47%	Similar	Much lower	Lower
	Child care/preschool	35%	48%	Higher	Lower	Similar
Community Engagement	Social events and activities	46%	48%	Similar	Much lower	Similar
	Neighborliness	NA	52%	NA	NA	Similar
	Openness and acceptance	68%	58%	Lower	Similar	Similar
	Opportunities to participate in community matters	49%	51%	Similar	Much lower	Similar
	Opportunities to volunteer	66%	68%	Similar	Much lower	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2012	Comparison to benchmark	
	2012	2015		2012	2015
Services provided by Las Cruces	60%	59%	Similar	Much lower	Similar
Customer service	70%	55%	Lower	Lower	Lower
Value of services for taxes paid	49%	42%	Similar	Similar	Similar
Overall direction	49%	48%	Similar	Similar	Similar
Welcoming citizen involvement	33%	41%	Higher	Much lower	Similar
Confidence in City government	NA	36%	NA	NA	Lower
Acting in the best interest of Las Cruces	NA	42%	NA	NA	Similar
Being honest	NA	40%	NA	NA	Similar
Treating all residents fairly	NA	38%	NA	NA	Lower
Services provided by the Federal Government	51%	42%	Lower	Higher	Similar

The National Citizen Survey™

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2015 rating compared to 2012	Comparison to benchmark		
		2012	2015		2012	2015	
Safety	Police	67%	64%	Similar	Much lower	Lower	
	Fire	89%	88%	Similar	Lower	Similar	
	Ambulance/EMS	77%	82%	Similar	Much lower	Similar	
	Crime prevention	48%	47%	Similar	Much lower	Lower	
	Fire prevention	61%	67%	Similar	Much lower	Similar	
	Animal control	49%	52%	Similar	Much lower	Similar	
	Emergency preparedness	42%	46%	Similar	Much lower	Similar	
Mobility	Traffic enforcement	41%	46%	Similar	Much lower	Lower	
	Street repair	30%	26%	Similar	Much lower	Lower	
	Street cleaning	43%	51%	Similar	Much lower	Similar	
	Street lighting	45%	50%	Similar	Much lower	Similar	
	Snow removal	34%	47%	Higher	Much lower	Lower	
	Sidewalk maintenance	40%	39%	Similar	Much lower	Similar	
	Traffic signal timing	29%	33%	Similar	Much lower	Lower	
	Bus or transit services	37%	40%	Similar	Much lower	Similar	
	Garbage collection	80%	79%	Similar	Similar	Similar	
	Recycling	71%	72%	Similar	Similar	Similar	
Natural Environment	Yard waste pick-up	67%	67%	Similar	Lower	Similar	
	Drinking water	43%	52%	Higher	Much lower	Lower	
	Natural areas preservation	45%	54%	Higher	Much lower	Similar	
	Open space	NA	51%	NA	NA	Similar	
	Storm drainage	42%	48%	Similar	Much lower	Lower	
	Sewer services	64%	68%	Similar	Lower	Similar	
Built Environment	Power utility	65%	66%	Similar	Much lower	Similar	
	Utility billing	NA	59%	NA	NA	Similar	
	Land use, planning and zoning	35%	36%	Similar	Much lower	Similar	
	Code enforcement	27%	39%	Higher	Much lower	Similar	
	Cable television	37%	38%	Similar	Much lower	Lower	
	Economy	Economic development	35%	39%	Similar	Much lower	Similar
	Recreation and Wellness	City parks	70%	63%	Similar	Much lower	Lower
Recreation programs		56%	55%	Similar	Much lower	Lower	
Recreation centers		55%	50%	Similar	Much lower	Lower	
Health services		53%	52%	Similar	Much lower	Lower	
Special events		NA	52%	NA	NA	Lower	
Education and Enrichment	Public libraries	70%	63%	Similar	Much lower	Lower	
Community Engagement	Public information	52%	50%	Similar	Much lower	Similar	

The National Citizen Survey™

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2012	Comparison to benchmark	
	2012	2015		2012	2015
Sense of community	54%	46%	Lower	Much lower	Lower
Recommend Las Cruces	79%	74%	Similar	Much lower	Lower
Remain in Las Cruces	77%	75%	Similar	Much lower	Similar
Contacted Las Cruces employees	52%	53%	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2012	Comparison to benchmark	
		2012	2015		2012	2015
Safety	Stocked supplies for an emergency	NA	32%	NA	NA	Similar
	Did NOT report a crime	NA	71%	NA	NA	Similar
	Was NOT the victim of a crime	90%	79%	Lower	Similar	Similar
Mobility	Used public transportation instead of driving	NA	14%	NA	NA	Lower
	Carpooled instead of driving alone	NA	42%	NA	NA	Similar
	Walked or biked instead of driving	NA	45%	NA	NA	Lower
Natural Environment	Conserved water	NA	91%	NA	NA	Similar
	Made home more energy efficient	NA	81%	NA	NA	Similar
	Recycled at home	90%	88%	Similar	Much higher	Similar
Built Environment	Did NOT observe a code violation	NA	39%	NA	NA	Lower
	NOT under housing cost stress	66%	68%	Similar	Similar	Similar
Economy	Purchased goods or services in Las Cruces	NA	93%	NA	NA	Similar
	Economy will have positive impact on income	19%	27%	Similar	Similar	Similar
	Work in Las Cruces	NA	55%	NA	NA	Higher
Recreation and Wellness	Used Las Cruces recreation centers	56%	52%	Similar	Similar	Similar
	Visited a City park	89%	79%	Lower	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	80%	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	84%	NA	NA	Similar
	In very good to excellent health	NA	54%	NA	NA	Similar
Education and Enrichment	Used Las Cruces public libraries	67%	50%	Lower	Lower	Lower
	Attended a City-sponsored event	NA	50%	NA	NA	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	23%	NA	NA	Similar
	Contacted Las Cruces elected officials	NA	21%	NA	NA	Similar
	Volunteered	54%	41%	Lower	Much higher	Similar
	Participated in a club	42%	34%	Lower	Much higher	Similar

The National Citizen Survey™

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2012	Comparison to benchmark	
	2012	2015		2012	2015
Talked to or visited with neighbors	NA	90%	NA	NA	Similar
Done a favor for a neighbor	NA	77%	NA	NA	Similar
Attended a local public meeting	29%	17%	Lower	Similar	Similar
Watched a local public meeting	46%	26%	Lower	Much higher	Similar
Read or watched local news	NA	82%	NA	NA	Similar
Voted in local elections	76%	78%	Similar	Similar	Similar



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Las Cruces, NM

Technical Appendices

2015



**NRC**  
National Research Center Inc

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

**ICMA**

*Leaders at the Core of Better Communities*

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

# Contents

Appendix A: Complete Survey Responses .....	1
Appendix B: Benchmark Comparisons .....	21
Appendix C: Detailed Survey Methods .....	30
Appendix D: Survey Materials .....	35

# Appendix A: Complete Survey Responses

## Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Las Cruces:	Excellent		Good		Fair		Poor		Total	
Las Cruces as a place to live	24%	N=73	49%	N=149	25%	N=74	2%	N=7	100%	N=302
Your neighborhood as a place to live	23%	N=69	52%	N=156	18%	N=55	6%	N=18	100%	N=298
Las Cruces as a place to raise children	16%	N=43	48%	N=130	25%	N=68	10%	N=27	100%	N=268
Las Cruces as a place to work	9%	N=24	27%	N=76	38%	N=106	26%	N=74	100%	N=279
Las Cruces as a place to visit	14%	N=41	40%	N=119	32%	N=94	14%	N=42	100%	N=296
Las Cruces as a place to retire	31%	N=89	47%	N=135	17%	N=49	4%	N=12	100%	N=285
The overall quality of life in Las Cruces	19%	N=56	50%	N=152	25%	N=75	6%	N=17	100%	N=301

Table 2: Question 2

Please rate each of the following characteristics as they relate to Las Cruces as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Las Cruces	14%	N=42	51%	N=153	26%	N=78	10%	N=29	100%	N=303
Overall ease of getting to the places you usually have to visit	15%	N=45	53%	N=160	23%	N=67	9%	N=26	100%	N=299
Quality of overall natural environment in Las Cruces	17%	N=49	50%	N=144	25%	N=73	8%	N=23	100%	N=289
Overall "built environment" of Las Cruces (including overall design, buildings, parks and transportation systems)	8%	N=26	34%	N=102	41%	N=124	16%	N=49	100%	N=301
Health and wellness opportunities in Las Cruces	12%	N=33	42%	N=120	36%	N=104	11%	N=31	100%	N=289
Overall opportunities for education and enrichment	15%	N=41	42%	N=118	33%	N=94	10%	N=27	100%	N=280
Overall economic health of Las Cruces	6%	N=17	31%	N=88	41%	N=116	22%	N=64	100%	N=285
Sense of community	7%	N=22	39%	N=111	40%	N=116	14%	N=39	100%	N=288
Overall image or reputation of Las Cruces	11%	N=33	44%	N=131	37%	N=111	8%	N=24	100%	N=299

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Las Cruces to someone who asks	38%	N=112	37%	N=108	17%	N=51	9%	N=25	100%	N=297
Remain in Las Cruces for the next five years	52%	N=150	23%	N=67	11%	N=31	15%	N=43	100%	N=291

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	56%	N=168	28%	N=84	8%	N=24	5%	N=16	2%	N=6	100%	N=299
In Las Cruces' downtown/commercial area during the day	36%	N=104	45%	N=131	14%	N=39	5%	N=14	0%	N=1	100%	N=291

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Las Cruces as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	7%	N=20	33%	N=100	38%	N=115	22%	N=66	100%	N=302
Ease of public parking	8%	N=25	42%	N=125	35%	N=104	14%	N=41	100%	N=294
Ease of travel by car in Las Cruces	16%	N=46	48%	N=141	27%	N=78	10%	N=30	100%	N=295
Ease of travel by public transportation in Las Cruces	14%	N=22	22%	N=35	35%	N=56	28%	N=45	100%	N=158
Ease of travel by bicycle in Las Cruces	11%	N=22	27%	N=56	34%	N=70	29%	N=59	100%	N=207
Ease of walking in Las Cruces	8%	N=23	41%	N=114	32%	N=91	19%	N=52	100%	N=279
Availability of paths and walking trails	16%	N=45	41%	N=118	31%	N=90	12%	N=34	100%	N=287
Air quality	21%	N=62	54%	N=161	21%	N=64	4%	N=11	100%	N=297
Cleanliness of Las Cruces	13%	N=40	42%	N=123	33%	N=96	12%	N=36	100%	N=295
Overall appearance of Las Cruces	17%	N=52	44%	N=132	29%	N=87	10%	N=29	100%	N=300
Public places where people want to spend time	8%	N=23	36%	N=106	37%	N=107	19%	N=55	100%	N=292
Variety of housing options	11%	N=33	45%	N=128	34%	N=97	10%	N=28	100%	N=285
Availability of affordable quality housing	9%	N=25	37%	N=98	40%	N=107	14%	N=36	100%	N=266
Fitness opportunities (including exercise classes and paths or trails, etc.)	21%	N=59	44%	N=124	29%	N=84	6%	N=18	100%	N=285
Recreational opportunities	13%	N=35	40%	N=112	31%	N=86	16%	N=43	100%	N=276
Availability of affordable quality health care	6%	N=17	40%	N=105	35%	N=93	18%	N=48	100%	N=262
Availability of preventive health services	5%	N=14	48%	N=122	32%	N=81	15%	N=38	100%	N=255
Availability of affordable quality mental health care	5%	N=8	28%	N=51	36%	N=66	31%	N=56	100%	N=181

Table 6: Question 6

Please rate each of the following characteristics as they relate to Las Cruces as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	10%	N=14	39%	N=58	33%	N=49	19%	N=28	100%	N=149
K-12 education	7%	N=14	40%	N=78	35%	N=69	18%	N=35	100%	N=196
Adult educational opportunities	15%	N=39	49%	N=127	28%	N=73	7%	N=18	100%	N=256
Opportunities to attend cultural/arts/music activities	16%	N=41	34%	N=90	41%	N=108	9%	N=23	100%	N=262
Employment opportunities	5%	N=13	16%	N=43	39%	N=104	40%	N=108	100%	N=267
Shopping opportunities	8%	N=22	32%	N=93	38%	N=112	22%	N=63	100%	N=290
Cost of living in Las Cruces	12%	N=36	36%	N=108	42%	N=125	10%	N=29	100%	N=298
Overall quality of business and service establishments in Las Cruces	7%	N=20	48%	N=139	35%	N=103	10%	N=30	100%	N=292
Vibrant downtown/commercial area	8%	N=23	22%	N=62	36%	N=101	33%	N=92	100%	N=278
Overall quality of new development in Las Cruces	8%	N=22	33%	N=92	42%	N=117	17%	N=48	100%	N=279
Opportunities to participate in social events and activities	8%	N=22	40%	N=108	38%	N=103	15%	N=40	100%	N=274
Opportunities to volunteer	13%	N=31	55%	N=134	26%	N=64	6%	N=14	100%	N=243
Opportunities to participate in community matters	8%	N=19	43%	N=103	39%	N=93	11%	N=26	100%	N=241
Openness and acceptance of the community toward people of diverse backgrounds	11%	N=29	47%	N=126	34%	N=90	8%	N=22	100%	N=267
Neighborliness of residents in Las Cruces	8%	N=24	43%	N=129	37%	N=109	12%	N=36	100%	N=298

The National Citizen Survey™

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	9%	N=29	91%	N=275	100%	N=303
Made efforts to make your home more energy efficient	19%	N=58	81%	N=241	100%	N=299
Observed a code violation or other hazard in Las Cruces	39%	N=116	61%	N=184	100%	N=301
Household member was a victim of a crime in Las Cruces	79%	N=232	21%	N=63	100%	N=296
Reported a crime to the police in Las Cruces	71%	N=214	29%	N=88	100%	N=301
Stocked supplies in preparation for an emergency	68%	N=201	32%	N=94	100%	N=295
Campaigned or advocated for an issue, cause or candidate	77%	N=231	23%	N=70	100%	N=302
Contacted the City of Las Cruces (in-person, phone, email or web) for help or information	47%	N=140	53%	N=157	100%	N=298
Contacted Las Cruces elected officials (in-person, phone, email or web) to express your opinion	79%	N=237	21%	N=65	100%	N=302

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Las Cruces?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Las Cruces recreation centers or their services	10%	N=30	10%	N=30	32%	N=97	48%	N=144	100%	N=301
Visited a neighborhood park or City park	11%	N=33	24%	N=72	44%	N=130	21%	N=62	100%	N=297
Used Las Cruces public libraries or their services	5%	N=14	15%	N=45	30%	N=91	50%	N=150	100%	N=300
Attended a City-sponsored event	2%	N=6	9%	N=25	39%	N=115	50%	N=148	100%	N=294
Used bus, rail, subway or other public transportation instead of driving	3%	N=9	3%	N=10	8%	N=24	86%	N=259	100%	N=301
Carpooled with other adults or children instead of driving alone	13%	N=38	11%	N=33	18%	N=52	58%	N=172	100%	N=295
Walked or biked instead of driving	16%	N=48	10%	N=30	20%	N=59	55%	N=163	100%	N=300
Volunteered your time to some group/activity in Las Cruces	9%	N=26	13%	N=38	19%	N=56	59%	N=173	100%	N=293
Participated in a club	7%	N=22	12%	N=37	14%	N=43	66%	N=199	100%	N=301
Talked to or visited with your immediate neighbors	23%	N=67	37%	N=109	30%	N=88	10%	N=30	100%	N=295
Done a favor for a neighbor	12%	N=36	25%	N=74	40%	N=116	23%	N=67	100%	N=293

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	4%	N=12	13%	N=39	83%	N=248	100%	N=300
Watched (online or on television) a local public meeting	1%	N=3	5%	N=14	20%	N=59	74%	N=221	100%	N=297

The National Citizen Survey™

Table 10: Question 10

Please rate the quality of each of the following services in Las Cruces:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	14%	N=37	50%	N=137	23%	N=62	14%	N=37	100%	N=274
Fire services	32%	N=74	56%	N=130	12%	N=27	0%	N=1	100%	N=232
Ambulance or emergency medical services	27%	N=63	55%	N=125	17%	N=38	1%	N=2	100%	N=229
Crime prevention	8%	N=21	39%	N=94	39%	N=94	14%	N=35	100%	N=244
Fire prevention and education	15%	N=32	51%	N=107	28%	N=59	5%	N=10	100%	N=208
Traffic enforcement	11%	N=31	35%	N=96	31%	N=86	23%	N=64	100%	N=276
Street repair	7%	N=21	18%	N=53	45%	N=130	29%	N=85	100%	N=289
Street cleaning	8%	N=23	43%	N=123	36%	N=103	14%	N=40	100%	N=288
Street lighting	9%	N=26	41%	N=121	33%	N=96	17%	N=49	100%	N=291
Snow removal	15%	N=24	33%	N=52	27%	N=43	26%	N=42	100%	N=160
Sidewalk maintenance	9%	N=26	30%	N=80	38%	N=104	23%	N=61	100%	N=271
Traffic signal timing	6%	N=18	27%	N=78	40%	N=115	28%	N=81	100%	N=292
Bus or transit services	8%	N=14	32%	N=54	41%	N=70	18%	N=31	100%	N=169
Garbage collection	25%	N=74	54%	N=159	18%	N=53	3%	N=8	100%	N=294
Recycling	24%	N=69	48%	N=141	19%	N=55	9%	N=27	100%	N=292
Yard waste pick-up	16%	N=38	51%	N=123	24%	N=57	10%	N=23	100%	N=241
Storm drainage	8%	N=21	40%	N=104	32%	N=84	19%	N=50	100%	N=259
Drinking water	11%	N=31	41%	N=117	34%	N=96	15%	N=42	100%	N=286
Sewer services	16%	N=42	53%	N=141	27%	N=73	4%	N=12	100%	N=268
Power (electric and/or gas) utility	16%	N=47	49%	N=144	26%	N=75	9%	N=25	100%	N=293
Utility billing	13%	N=39	46%	N=135	28%	N=83	13%	N=40	100%	N=297
City parks	12%	N=32	51%	N=140	31%	N=84	6%	N=16	100%	N=273
Recreation programs or classes	13%	N=28	42%	N=88	37%	N=77	8%	N=16	100%	N=208
Recreation centers or facilities	11%	N=25	39%	N=89	40%	N=92	10%	N=22	100%	N=228
Land use, planning and zoning	7%	N=15	29%	N=62	43%	N=92	21%	N=46	100%	N=215
Code enforcement (weeds, abandoned buildings, etc.)	10%	N=28	28%	N=75	35%	N=92	26%	N=69	100%	N=263
Animal control	13%	N=32	39%	N=97	34%	N=85	14%	N=34	100%	N=247
Economic development	10%	N=24	29%	N=70	37%	N=90	24%	N=60	100%	N=245
Health services	8%	N=22	43%	N=114	37%	N=97	12%	N=31	100%	N=264
Public library services	21%	N=50	41%	N=97	35%	N=82	2%	N=4	100%	N=233
Public information services	11%	N=28	39%	N=96	40%	N=99	10%	N=24	100%	N=247
Cable television	9%	N=21	29%	N=69	32%	N=75	30%	N=70	100%	N=235
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	12%	N=21	34%	N=58	37%	N=64	17%	N=30	100%	N=173
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=26	43%	N=99	28%	N=64	19%	N=43	100%	N=231
Las Cruces open space	11%	N=25	40%	N=94	36%	N=85	13%	N=31	100%	N=235
City-sponsored special events	10%	N=25	42%	N=98	34%	N=81	13%	N=32	100%	N=236
Overall customer service by Las Cruces employees (police, receptionists, planners, etc.)	12%	N=33	43%	N=115	31%	N=82	14%	N=39	100%	N=268

The National Citizen Survey™

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Las Cruces	12%	N=36	47%	N=134	34%	N=99	7%	N=20	100%	N=289
The Federal Government	9%	N=22	34%	N=84	40%	N=101	17%	N=44	100%	N=251

Table 12: Question 12

Please rate the following categories of Las Cruces government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Las Cruces	10%	N=26	32%	N=85	42%	N=112	16%	N=42	100%	N=265
The overall direction that Las Cruces is taking	8%	N=22	40%	N=111	35%	N=98	17%	N=48	100%	N=280
The job Las Cruces government does at welcoming citizen involvement	9%	N=22	32%	N=74	36%	N=84	23%	N=54	100%	N=234
Overall confidence in Las Cruces government	6%	N=17	30%	N=83	39%	N=107	25%	N=71	100%	N=278
Generally acting in the best interest of the community	6%	N=15	37%	N=100	33%	N=91	24%	N=66	100%	N=272
Being honest	9%	N=23	30%	N=75	37%	N=90	24%	N=58	100%	N=246
Treating all residents fairly	8%	N=20	30%	N=76	34%	N=85	28%	N=69	100%	N=250

Table 13: Question 13

Please rate how important, if at all, you think it is for the Las Cruces community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Las Cruces	49%	N=149	41%	N=124	10%	N=30	0%	N=0	100%	N=303
Overall ease of getting to the places you usually have to visit	22%	N=65	60%	N=180	15%	N=46	2%	N=7	100%	N=298
Quality of overall natural environment in Las Cruces	25%	N=74	54%	N=161	18%	N=55	3%	N=8	100%	N=298
Overall "built environment" of Las Cruces (including overall design, buildings, parks and transportation systems)	27%	N=81	51%	N=152	20%	N=59	2%	N=6	100%	N=298
Health and wellness opportunities in Las Cruces	38%	N=116	47%	N=141	14%	N=43	1%	N=2	100%	N=302
Overall opportunities for education and enrichment	43%	N=127	42%	N=125	15%	N=43	1%	N=2	100%	N=297
Overall economic health of Las Cruces	55%	N=165	39%	N=116	5%	N=16	1%	N=2	100%	N=298
Sense of community	35%	N=105	44%	N=131	20%	N=58	1%	N=3	100%	N=297

Table 14: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
City website (las-cruces.org)	55%	N=163	30%	N=90	15%	N=45	100%	N=297
Las Cruces e-mail blast / listserve	19%	N=56	43%	N=124	38%	N=111	100%	N=290
Television news	55%	N=164	30%	N=90	15%	N=44	100%	N=298
Newspapers	53%	N=158	34%	N=101	12%	N=36	100%	N=296
Radio	50%	N=150	36%	N=109	13%	N=39	100%	N=299
Facebook	29%	N=84	28%	N=83	43%	N=127	100%	N=294
Twitter	14%	N=42	25%	N=74	61%	N=181	100%	N=297

The National Citizen Survey™

Table 15: Question 15

If the City had to reduce spending due to reduced revenues, how much would you support or oppose service reductions in each of the following areas?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	%	N	%	N	%	N	%	N	%	N
Streets (Maintenance and traffic systems)	19%	N=56	18%	N=52	26%	N=77	37%	N=108	100%	N=293
Public Safety (Police and Fire services)	22%	N=66	12%	N=34	15%	N=44	51%	N=150	100%	N=295
Parks and Recreation (Parks, playgrounds, pools, ball fields)	12%	N=37	32%	N=95	41%	N=124	14%	N=43	100%	N=299
Senior Services (Community Centers, meal programs)	13%	N=40	33%	N=96	31%	N=92	23%	N=67	100%	N=296
Transit Systems (Roadrunner bus routes, Dial-a-Ride)	21%	N=63	31%	N=92	29%	N=87	19%	N=57	100%	N=299
Museums	17%	N=49	42%	N=121	31%	N=89	10%	N=29	100%	N=288
Other	33%	N=68	46%	N=95	14%	N=29	6%	N=12	100%	N=205

Table 16: Question 16

To what extent would you support or oppose a tax increase for better roads, traffic management, transit/public transportation, bicycle and pedestrian trails to boost quality of life and economic development?	Percent	Number
Strongly support	22%	N=68
Somewhat support	48%	N=143
Somewhat oppose	13%	N=39
Strongly oppose	17%	N=52
Total	100%	N=302

Table 17: Question 17

To what extent would you support or oppose a tax increase for quality of life issues in Las Cruces, such as parks, ball fields, community centers, median landscaping and swimming pools?	Percent	Number
Strongly support	24%	N=73
Somewhat support	39%	N=116
Somewhat oppose	20%	N=60
Strongly oppose	17%	N=52
Total	100%	N=300

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	5%	N=15	7%	N=20	7%	N=20	17%	N=52	64%	N=190	100%	N=296
Purchase goods or services from a business located in Las Cruces	0%	N=1	7%	N=21	16%	N=49	38%	N=113	39%	N=116	100%	N=300
Eat at least 5 portions of fruits and vegetables a day	4%	N=11	16%	N=48	39%	N=115	28%	N=83	13%	N=38	100%	N=295
Participate in moderate or vigorous physical activity	3%	N=8	13%	N=37	36%	N=106	30%	N=87	19%	N=54	100%	N=292
Read or watch local news (via television, paper, computer, etc.)	2%	N=7	15%	N=45	15%	N=45	28%	N=82	40%	N=118	100%	N=297
Vote in local elections	15%	N=46	7%	N=21	13%	N=38	19%	N=56	46%	N=139	100%	N=301

The National Citizen Survey™

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	12%	N=37
Very good	41%	N=124
Good	35%	N=104
Fair	10%	N=30
Poor	2%	N=5
Total	100%	N=301

Table 20: Question D3

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	Percent	Number
Very positive	4%	N=11
Somewhat positive	23%	N=68
Neutral	54%	N=160
Somewhat negative	15%	N=44
Very negative	5%	N=16
Total	100%	N=298

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	51%	N=152
Working part time for pay	12%	N=37
Unemployed, looking for paid work	7%	N=22
Unemployed, not looking for paid work	5%	N=15
Fully retired	25%	N=75
Total	100%	N=300

Table 22: Question D5

Do you work inside the boundaries of Las Cruces?	Percent	Number
Yes, outside the home	51%	N=148
Yes, from home	4%	N=11
No	45%	N=129
Total	100%	N=289

Table 23: Question D6

How many years have you lived in Las Cruces?	Percent	Number
Less than 2 years	10%	N=30
2 to 5 years	18%	N=54
6 to 10 years	13%	N=40
11 to 20 years	20%	N=60
More than 20 years	39%	N=116
Total	100%	N=300

The National Citizen Survey™

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	65%	N=195
Building with two or more homes (duplex, townhome, apartment or condominium)	31%	N=93
Mobile home	3%	N=9
Other	1%	N=2
Total	100%	N=299

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	43%	N=128
Owned	57%	N=171
Total	100%	N=299

Table 26: Question D9

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)?	Percent	Number
Less than \$300 per month	5%	N=14
\$300 to \$599 per month	20%	N=59
\$600 to \$999 per month	42%	N=122
\$1,000 to \$1,499 per month	22%	N=62
\$1,500 to \$2,499 per month	9%	N=27
\$2,500 or more per month	2%	N=5
Total	100%	N=289

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	65%	N=194
Yes	35%	N=105
Total	100%	N=299

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	73%	N=219
Yes	27%	N=81
Total	100%	N=299

The National Citizen Survey™

Table 29: Question D12

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.)	Percent	Number
Less than \$25,000	23%	N=66
\$25,000 to \$49,999	32%	N=93
\$50,000 to \$99,999	33%	N=95
\$100,000 to \$149,999	10%	N=28
\$150,000 or more	2%	N=5
Total	100%	N=286

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	50%	N=147
Yes, I consider myself to be Spanish, Hispanic or Latino	50%	N=149
Total	100%	N=296

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=6
Asian, Asian Indian or Pacific Islander	3%	N=10
Black or African American	1%	N=4
White	81%	N=236
Other	18%	N=53

Total may exceed 100% as respondents could select more than one option.

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	11%	N=32
25 to 34 years	26%	N=76
35 to 44 years	17%	N=51
45 to 54 years	12%	N=37
55 to 64 years	11%	N=33
65 to 74 years	13%	N=40
75 years or older	10%	N=29
Total	100%	N=298

Table 33: Question D16

What is your sex?	Percent	Number
Female	53%	N=158
Male	47%	N=139
Total	100%	N=297

The National Citizen Survey™

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	73%	N=218
Land line	15%	N=43
Both	12%	N=37
Total	100%	N=298

The National Citizen Survey™

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 35: Question 1

Please rate each of the following aspects of quality of life in Las Cruces:	Excellent		Good		Fair		Poor		Don't know		Total	
Las Cruces as a place to live	24%	N=73	49%	N=149	24%	N=74	2%	N=7	0%	N=0	100%	N=302
Your neighborhood as a place to live	23%	N=69	52%	N=156	18%	N=55	6%	N=18	0%	N=0	100%	N=298
Las Cruces as a place to raise children	15%	N=43	44%	N=130	23%	N=68	9%	N=27	9%	N=26	100%	N=294
Las Cruces as a place to work	8%	N=24	26%	N=76	36%	N=106	25%	N=74	5%	N=16	100%	N=295
Las Cruces as a place to visit	14%	N=41	40%	N=119	31%	N=94	14%	N=42	1%	N=4	100%	N=300
Las Cruces as a place to retire	30%	N=89	46%	N=135	17%	N=49	4%	N=12	3%	N=8	100%	N=293
The overall quality of life in Las Cruces	19%	N=56	50%	N=152	25%	N=75	6%	N=17	0%	N=1	100%	N=302

Table 36: Question 2

Please rate each of the following characteristics as they relate to Las Cruces as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Las Cruces	14%	N=42	51%	N=153	26%	N=78	10%	N=29	0%	N=0	100%	N=303
Overall ease of getting to the places you usually have to visit	15%	N=45	53%	N=160	23%	N=67	9%	N=26	0%	N=0	100%	N=299
Quality of overall natural environment in Las Cruces	17%	N=49	49%	N=144	25%	N=73	8%	N=23	2%	N=6	100%	N=295
Overall "built environment" of Las Cruces (including overall design, buildings, parks and transportation systems)	8%	N=26	34%	N=102	41%	N=124	16%	N=49	0%	N=1	100%	N=302
Health and wellness opportunities in Las Cruces	11%	N=33	41%	N=120	35%	N=104	11%	N=31	3%	N=8	100%	N=297
Overall opportunities for education and enrichment	14%	N=41	40%	N=118	32%	N=94	9%	N=27	4%	N=13	100%	N=292
Overall economic health of Las Cruces	6%	N=17	30%	N=88	39%	N=116	22%	N=64	4%	N=11	100%	N=296
Sense of community	7%	N=22	38%	N=111	39%	N=116	13%	N=39	3%	N=8	100%	N=296
Overall image or reputation of Las Cruces	11%	N=33	44%	N=131	37%	N=111	8%	N=24	1%	N=3	100%	N=302

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Las Cruces to someone who asks	37%	N=112	36%	N=108	17%	N=51	8%	N=25	2%	N=6	100%	N=303
Remain in Las Cruces for the next five years	50%	N=150	22%	N=67	10%	N=31	14%	N=43	3%	N=11	100%	N=302

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	56%	N=168	28%	N=84	8%	N=24	5%	N=16	2%	N=6	0%	N=0	100%	N=299
In Las Cruces' downtown/commercial area during the day	35%	N=104	44%	N=131	13%	N=39	5%	N=14	0%	N=1	3%	N=8	100%	N=299

The National Citizen Survey™

Table 39: Question 5

Please rate each of the following characteristics as they relate to Las Cruces as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	7%	N=20	33%	N=100	38%	N=115	22%	N=66	0%	N=1	100%	N=303
Ease of public parking	8%	N=25	42%	N=125	35%	N=104	14%	N=41	1%	N=4	100%	N=298
Ease of travel by car in Las Cruces	15%	N=46	47%	N=141	26%	N=78	10%	N=30	1%	N=4	100%	N=299
Ease of travel by public transportation in Las Cruces	7%	N=22	12%	N=35	19%	N=56	15%	N=45	47%	N=137	100%	N=295
Ease of travel by bicycle in Las Cruces	7%	N=22	19%	N=56	23%	N=70	20%	N=59	31%	N=94	100%	N=300
Ease of walking in Las Cruces	8%	N=23	38%	N=114	31%	N=91	17%	N=52	6%	N=17	100%	N=297
Availability of paths and walking trails	15%	N=45	39%	N=118	30%	N=90	11%	N=34	5%	N=15	100%	N=302
Air quality	20%	N=62	53%	N=161	21%	N=64	4%	N=11	2%	N=5	100%	N=302
Cleanliness of Las Cruces	13%	N=40	42%	N=123	33%	N=96	12%	N=36	0%	N=0	100%	N=295
Overall appearance of Las Cruces	17%	N=52	44%	N=132	29%	N=87	10%	N=29	0%	N=0	100%	N=300
Public places where people want to spend time	8%	N=23	35%	N=106	36%	N=107	18%	N=55	3%	N=9	100%	N=301
Variety of housing options	11%	N=33	43%	N=128	33%	N=97	9%	N=28	4%	N=11	100%	N=297
Availability of affordable quality housing	9%	N=25	33%	N=98	36%	N=107	12%	N=36	9%	N=28	100%	N=293
Fitness opportunities (including exercise classes and paths or trails, etc.)	20%	N=59	42%	N=124	28%	N=84	6%	N=18	4%	N=13	100%	N=298
Recreational opportunities	12%	N=35	38%	N=112	29%	N=86	15%	N=43	7%	N=20	100%	N=297
Availability of affordable quality health care	6%	N=17	36%	N=105	32%	N=93	16%	N=48	11%	N=32	100%	N=294
Availability of preventive health services	5%	N=14	41%	N=122	27%	N=81	13%	N=38	15%	N=43	100%	N=298
Availability of affordable quality mental health care	3%	N=8	18%	N=51	22%	N=66	19%	N=56	38%	N=112	100%	N=293

Table 40: Question 6

Please rate each of the following characteristics as they relate to Las Cruces as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	5%	N=14	19%	N=58	16%	N=49	9%	N=28	50%	N=151	100%	N=300
K-12 education	5%	N=14	26%	N=78	23%	N=69	12%	N=35	33%	N=99	100%	N=295
Adult educational opportunities	13%	N=39	43%	N=127	24%	N=73	6%	N=18	14%	N=41	100%	N=298
Opportunities to attend cultural/arts/music activities	14%	N=41	31%	N=90	37%	N=108	8%	N=23	11%	N=31	100%	N=293
Employment opportunities	4%	N=13	14%	N=43	35%	N=104	36%	N=108	11%	N=33	100%	N=299
Shopping opportunities	8%	N=22	31%	N=93	38%	N=112	21%	N=63	2%	N=5	100%	N=295
Cost of living in Las Cruces	12%	N=36	36%	N=108	42%	N=125	10%	N=29	1%	N=3	100%	N=300
Overall quality of business and service establishments in Las Cruces	7%	N=20	47%	N=139	35%	N=103	10%	N=30	2%	N=6	100%	N=298
Vibrant downtown/commercial area	8%	N=23	21%	N=62	34%	N=101	31%	N=92	7%	N=21	100%	N=299
Overall quality of new development in Las Cruces	7%	N=22	31%	N=92	39%	N=117	16%	N=48	7%	N=20	100%	N=298
Opportunities to participate in social events and activities	7%	N=22	36%	N=108	34%	N=103	13%	N=40	9%	N=26	100%	N=300
Opportunities to volunteer	10%	N=31	45%	N=134	22%	N=64	5%	N=14	18%	N=54	100%	N=297
Opportunities to participate in community matters	6%	N=19	34%	N=103	31%	N=93	9%	N=26	20%	N=59	100%	N=300
Openness and acceptance of the community toward people of diverse backgrounds	10%	N=29	43%	N=126	31%	N=90	8%	N=22	9%	N=25	100%	N=293
Neighborliness of residents in Las Cruces	8%	N=24	43%	N=129	36%	N=109	12%	N=36	1%	N=3	100%	N=301

The National Citizen Survey™

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	9%	N=29	91%	N=275	100%	N=303
Made efforts to make your home more energy efficient	19%	N=58	81%	N=241	100%	N=299
Observed a code violation or other hazard in Las Cruces	39%	N=116	61%	N=184	100%	N=301
Household member was a victim of a crime in Las Cruces	79%	N=232	21%	N=63	100%	N=296
Reported a crime to the police in Las Cruces	71%	N=214	29%	N=88	100%	N=301
Stocked supplies in preparation for an emergency	68%	N=201	32%	N=94	100%	N=295
Campaigned or advocated for an issue, cause or candidate	77%	N=231	23%	N=70	100%	N=302
Contacted the City of Las Cruces (in-person, phone, email or web) for help or information	47%	N=140	53%	N=157	100%	N=298
Contacted Las Cruces elected officials (in-person, phone, email or web) to express your opinion	79%	N=237	21%	N=65	100%	N=302

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Las Cruces?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Las Cruces recreation centers or their services	10%	N=30	10%	N=30	32%	N=97	48%	N=144	100%	N=301
Visited a neighborhood park or City park	11%	N=33	24%	N=72	44%	N=130	21%	N=62	100%	N=297
Used Las Cruces public libraries or their services	5%	N=14	15%	N=45	30%	N=91	50%	N=150	100%	N=300
Attended a City-sponsored event	2%	N=6	9%	N=25	39%	N=115	50%	N=148	100%	N=294
Used bus, rail, subway or other public transportation instead of driving	3%	N=9	3%	N=10	8%	N=24	86%	N=259	100%	N=301
Carpooled with other adults or children instead of driving alone	13%	N=38	11%	N=33	18%	N=52	58%	N=172	100%	N=295
Walked or biked instead of driving	16%	N=48	10%	N=30	20%	N=59	55%	N=163	100%	N=300
Volunteered your time to some group/activity in Las Cruces	9%	N=26	13%	N=38	19%	N=56	59%	N=173	100%	N=293
Participated in a club	7%	N=22	12%	N=37	14%	N=43	66%	N=199	100%	N=301
Talked to or visited with your immediate neighbors	23%	N=67	37%	N=109	30%	N=88	10%	N=30	100%	N=295
Done a favor for a neighbor	12%	N=36	25%	N=74	40%	N=116	23%	N=67	100%	N=293

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	4%	N=12	13%	N=39	83%	N=248	100%	N=300
Watched (online or on television) a local public meeting	1%	N=3	5%	N=14	20%	N=59	74%	N=221	100%	N=297

The National Citizen Survey™

Table 44: Question 10

Please rate the quality of each of the following services in Las Cruces:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	12%	N=37	46%	N=137	21%	N=62	12%	N=37	8%	N=25	100%	N=299
Fire services	25%	N=74	44%	N=130	9%	N=27	0%	N=1	21%	N=62	100%	N=294
Ambulance or emergency medical services	21%	N=63	42%	N=125	13%	N=38	1%	N=2	23%	N=70	100%	N=299
Crime prevention	7%	N=21	32%	N=94	32%	N=94	12%	N=35	18%	N=54	100%	N=297
Fire prevention and education	11%	N=32	36%	N=107	20%	N=59	4%	N=10	29%	N=86	100%	N=294
Traffic enforcement	10%	N=31	33%	N=96	29%	N=86	22%	N=64	6%	N=17	100%	N=294
Street repair	7%	N=21	18%	N=53	44%	N=130	29%	N=85	2%	N=7	100%	N=295
Street cleaning	8%	N=23	42%	N=123	35%	N=103	13%	N=40	2%	N=6	100%	N=295
Street lighting	9%	N=26	41%	N=121	32%	N=96	16%	N=49	2%	N=7	100%	N=298
Snow removal	8%	N=24	18%	N=52	15%	N=43	14%	N=42	45%	N=132	100%	N=292
Sidewalk maintenance	9%	N=26	27%	N=80	35%	N=104	21%	N=61	8%	N=25	100%	N=296
Traffic signal timing	6%	N=18	26%	N=78	39%	N=115	27%	N=81	2%	N=7	100%	N=299
Bus or transit services	5%	N=14	18%	N=54	24%	N=70	11%	N=31	42%	N=124	100%	N=293
Garbage collection	25%	N=74	53%	N=159	18%	N=53	3%	N=8	1%	N=4	100%	N=298
Recycling	23%	N=69	47%	N=141	18%	N=55	9%	N=27	2%	N=7	100%	N=299
Yard waste pick-up	13%	N=38	42%	N=123	20%	N=57	8%	N=23	18%	N=53	100%	N=294
Storm drainage	7%	N=21	35%	N=104	28%	N=84	17%	N=50	13%	N=40	100%	N=299
Drinking water	11%	N=31	40%	N=117	33%	N=96	14%	N=42	3%	N=7	100%	N=293
Sewer services	14%	N=42	48%	N=141	25%	N=73	4%	N=12	10%	N=29	100%	N=298
Power (electric and/or gas) utility	16%	N=47	49%	N=144	26%	N=75	9%	N=25	0%	N=1	100%	N=293
Utility billing	13%	N=39	45%	N=135	28%	N=83	13%	N=40	1%	N=2	100%	N=299
City parks	11%	N=32	48%	N=140	29%	N=84	5%	N=16	7%	N=20	100%	N=293
Recreation programs or classes	9%	N=28	30%	N=88	26%	N=77	5%	N=16	30%	N=88	100%	N=296
Recreation centers or facilities	9%	N=25	30%	N=89	31%	N=92	7%	N=22	23%	N=67	100%	N=296
Land use, planning and zoning	5%	N=15	21%	N=62	32%	N=92	16%	N=46	26%	N=76	100%	N=292
Code enforcement (weeds, abandoned buildings, etc.)	9%	N=28	26%	N=75	31%	N=92	24%	N=69	10%	N=30	100%	N=292
Animal control	11%	N=32	33%	N=97	29%	N=85	11%	N=34	16%	N=47	100%	N=294
Economic development	8%	N=24	24%	N=70	31%	N=90	20%	N=60	17%	N=51	100%	N=296
Health services	7%	N=22	39%	N=114	33%	N=97	11%	N=31	11%	N=31	100%	N=295
Public library services	17%	N=50	33%	N=97	28%	N=82	1%	N=4	21%	N=61	100%	N=294
Public information services	9%	N=28	32%	N=96	33%	N=99	8%	N=24	17%	N=52	100%	N=298
Cable television	7%	N=21	23%	N=69	26%	N=75	24%	N=70	20%	N=58	100%	N=293
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=21	20%	N=58	22%	N=64	10%	N=30	41%	N=118	100%	N=291
Preservation of natural areas such as open space, farmlands and greenbelts	9%	N=26	34%	N=99	22%	N=64	15%	N=43	20%	N=59	100%	N=291
Las Cruces open space	9%	N=25	32%	N=94	29%	N=85	11%	N=31	20%	N=59	100%	N=294
City-sponsored special events	9%	N=25	35%	N=98	29%	N=81	11%	N=32	16%	N=45	100%	N=281
Overall customer service by Las Cruces employees (police, receptionists, planners, etc.)	12%	N=33	40%	N=115	29%	N=82	13%	N=39	7%	N=19	100%	N=287

The National Citizen Survey™

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Las Cruces	12%	N=36	46%	N=134	34%	N=99	7%	N=20	1%	N=4	100%	N=293
The Federal Government	8%	N=22	29%	N=84	35%	N=101	15%	N=44	13%	N=38	100%	N=289

Table 46: Question 12

Please rate the following categories of Las Cruces government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Las Cruces	9%	N=26	29%	N=85	38%	N=112	14%	N=42	10%	N=30	100%	N=295
The overall direction that Las Cruces is taking	8%	N=22	38%	N=111	34%	N=98	17%	N=48	3%	N=10	100%	N=289
The job Las Cruces government does at welcoming citizen involvement	8%	N=22	25%	N=74	29%	N=84	18%	N=54	20%	N=59	100%	N=292
Overall confidence in Las Cruces government	6%	N=17	28%	N=83	36%	N=107	24%	N=71	5%	N=16	100%	N=294
Generally acting in the best interest of the community	5%	N=15	34%	N=100	31%	N=91	22%	N=66	8%	N=23	100%	N=295
Being honest	8%	N=23	26%	N=75	31%	N=90	20%	N=58	16%	N=45	100%	N=291
Treating all residents fairly	7%	N=20	26%	N=76	29%	N=85	23%	N=69	15%	N=45	100%	N=295

Table 47: Question 13

Please rate how important, if at all, you think it is for the Las Cruces community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Las Cruces	49%	N=149	41%	N=124	10%	N=30	0%	N=0	100%	N=303
Overall ease of getting to the places you usually have to visit	22%	N=65	60%	N=180	15%	N=46	2%	N=7	100%	N=298
Quality of overall natural environment in Las Cruces	25%	N=74	54%	N=161	18%	N=55	3%	N=8	100%	N=298
Overall "built environment" of Las Cruces (including overall design, buildings, parks and transportation systems)	27%	N=81	51%	N=152	20%	N=59	2%	N=6	100%	N=298
Health and wellness opportunities in Las Cruces	38%	N=116	47%	N=141	14%	N=43	1%	N=2	100%	N=302
Overall opportunities for education and enrichment	43%	N=127	42%	N=125	15%	N=43	1%	N=2	100%	N=297
Overall economic health of Las Cruces	55%	N=165	39%	N=116	5%	N=16	1%	N=2	100%	N=298
Sense of community	35%	N=105	44%	N=131	20%	N=58	1%	N=3	100%	N=297

Table 48: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
City website (las-cruces.org)	55%	N=163	30%	N=90	15%	N=45	100%	N=297
Las Cruces e-mail blast / listserve	19%	N=56	43%	N=124	38%	N=111	100%	N=290
Television news	55%	N=164	30%	N=90	15%	N=44	100%	N=298
Newspapers	53%	N=158	34%	N=101	12%	N=36	100%	N=296
Radio	50%	N=150	36%	N=109	13%	N=39	100%	N=299
Facebook	29%	N=84	28%	N=83	43%	N=127	100%	N=294
Twitter	14%	N=42	25%	N=74	61%	N=181	100%	N=297

The National Citizen Survey™

Table 49: Question 15

If the City had to reduce spending due to reduced revenues, how much would you support or oppose service reductions in each of the following areas?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	%	N	%	N	%	N	%	N	%	N
Streets (Maintenance and traffic systems)	19%	N=56	18%	N=52	26%	N=77	37%	N=108	100%	N=293
Public Safety (Police and Fire services)	22%	N=66	12%	N=34	15%	N=44	51%	N=150	100%	N=295
Parks and Recreation (Parks, playgrounds, pools, ball fields)	12%	N=37	32%	N=95	41%	N=124	14%	N=43	100%	N=299
Senior Services (Community Centers, meal programs)	13%	N=40	33%	N=96	31%	N=92	23%	N=67	100%	N=296
Transit Systems (Roadrunner bus routes, Dial-a-Ride)	21%	N=63	31%	N=92	29%	N=87	19%	N=57	100%	N=299
Museums	17%	N=49	42%	N=121	31%	N=89	10%	N=29	100%	N=288
Other	33%	N=68	46%	N=95	14%	N=29	6%	N=12	100%	N=205

Table 50: Question 16

To what extent would you support or oppose a tax increase for better roads, traffic management, transit/public transportation, bicycle and pedestrian trails to boost quality of life and economic development?	Percent	Number
Strongly support	22%	N=68
Somewhat support	48%	N=143
Somewhat oppose	13%	N=39
Strongly oppose	17%	N=52
Total	100%	N=302

Table 51: Question 17

To what extent would you support or oppose a tax increase for quality of life issues in Las Cruces, such as parks, ball fields, community centers, median landscaping and swimming pools?	Percent	Number
Strongly support	24%	N=73
Somewhat support	39%	N=116
Somewhat oppose	20%	N=60
Strongly oppose	17%	N=52
Total	100%	N=300

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	5%	N=15	7%	N=20	7%	N=20	17%	N=52	64%	N=190	100%	N=296
Purchase goods or services from a business located in Las Cruces	0%	N=1	7%	N=21	16%	N=49	38%	N=113	39%	N=116	100%	N=300
Eat at least 5 portions of fruits and vegetables a day	4%	N=11	16%	N=48	39%	N=115	28%	N=83	13%	N=38	100%	N=295
Participate in moderate or vigorous physical activity	3%	N=8	13%	N=37	36%	N=106	30%	N=87	19%	N=54	100%	N=292
Read or watch local news (via television, paper, computer, etc.)	2%	N=7	15%	N=45	15%	N=45	28%	N=82	40%	N=118	100%	N=297
Vote in local elections	15%	N=46	7%	N=21	13%	N=38	19%	N=56	46%	N=139	100%	N=301

The National Citizen Survey™

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	12%	N=37
Very good	41%	N=124
Good	35%	N=104
Fair	10%	N=30
Poor	2%	N=5
Total	100%	N=301

Table 54: Question D3

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	Percent	Number
Very positive	4%	N=11
Somewhat positive	23%	N=68
Neutral	54%	N=160
Somewhat negative	15%	N=44
Very negative	5%	N=16
Total	100%	N=298

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	51%	N=152
Working part time for pay	12%	N=37
Unemployed, looking for paid work	7%	N=22
Unemployed, not looking for paid work	5%	N=15
Fully retired	25%	N=75
Total	100%	N=300

Table 56: Question D5

Do you work inside the boundaries of Las Cruces?	Percent	Number
Yes, outside the home	51%	N=148
Yes, from home	4%	N=11
No	45%	N=129
Total	100%	N=289

Table 57: Question D6

How many years have you lived in Las Cruces?	Percent	Number
Less than 2 years	10%	N=30
2 to 5 years	18%	N=54
6 to 10 years	13%	N=40
11 to 20 years	20%	N=60
More than 20 years	39%	N=116
Total	100%	N=300

The National Citizen Survey™

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	65%	N=195
Building with two or more homes (duplex, townhome, apartment or condominium)	31%	N=93
Mobile home	3%	N=9
Other	1%	N=2
Total	100%	N=299

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	43%	N=128
Owned	57%	N=171
Total	100%	N=299

Table 60: Question D9

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)?	Percent	Number
Less than \$300 per month	5%	N=14
\$300 to \$599 per month	20%	N=59
\$600 to \$999 per month	42%	N=122
\$1,000 to \$1,499 per month	22%	N=62
\$1,500 to \$2,499 per month	9%	N=27
\$2,500 or more per month	2%	N=5
Total	100%	N=289

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	65%	N=194
Yes	35%	N=105
Total	100%	N=299

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	73%	N=219
Yes	27%	N=81
Total	100%	N=299

The National Citizen Survey™

Table 63: Question D12

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.)	Percent	Number
Less than \$25,000	23%	N=66
\$25,000 to \$49,999	32%	N=93
\$50,000 to \$99,999	33%	N=95
\$100,000 to \$149,999	10%	N=28
\$150,000 or more	2%	N=5
Total	100%	N=286

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	50%	N=147
Yes, I consider myself to be Spanish, Hispanic or Latino	50%	N=149
Total	100%	N=296

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=6
Asian, Asian Indian or Pacific Islander	3%	N=10
Black or African American	1%	N=4
White	81%	N=236
Other	18%	N=53

Total may exceed 100% as respondents could select more than one option.

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	11%	N=32
25 to 34 years	26%	N=76
35 to 44 years	17%	N=51
45 to 54 years	12%	N=37
55 to 64 years	11%	N=33
65 to 74 years	13%	N=40
75 years or older	10%	N=29
Total	100%	N=298

Table 67: Question D16

What is your sex?	Percent	Number
Female	53%	N=158
Male	47%	N=139
Total	100%	N=297

The National Citizen Survey™

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	73%	N=218
Land line	15%	N=43
Both	12%	N=37
Total	100%	N=298

## Appendix B: Benchmark Comparisons

### Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating 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. The City of Las Cruces chose to have comparisons made to the entire database.

### Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Las Cruces’ “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “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. The second column is the rank assigned to Las Cruces’ rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Las Cruces’ rating to the benchmark.

In that final column, Las Cruces’ 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 Las Cruces residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

The National Citizen Survey™

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Las Cruces	69%	307	394	Similar
Overall image or reputation of Las Cruces	55%	218	303	Similar
Las Cruces as a place to live	73%	274	343	Similar
Your neighborhood as a place to live	76%	210	266	Similar
Las Cruces as a place to raise children	64%	282	334	Lower
Las Cruces as a place to retire	78%	66	317	Similar
Overall appearance of Las Cruces	61%	218	313	Similar

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Las Cruces	64%	160	188	Lower
	In your neighborhood during the day	85%	253	305	Similar
	In Las Cruces' downtown/commercial area during the day	81%	210	260	Similar
Mobility	Overall ease of getting to the places you usually have to visit	69%	77	99	Similar
	Availability of paths and walking trails	57%	166	261	Similar
	Ease of walking in Las Cruces	49%	213	252	Lower
	Ease of travel by bicycle in Las Cruces	38%	205	260	Lower
	Ease of travel by public transportation in Las Cruces	36%	58	99	Similar
	Ease of travel by car in Las Cruces	63%	152	257	Similar
	Ease of public parking	51%	48	77	Similar
Natural Environment	Traffic flow on major streets	40%	219	296	Similar
	Quality of overall natural environment in Las Cruces	67%	180	241	Similar
	Cleanliness of Las Cruces	55%	180	229	Lower
Built Environment	Air quality	75%	106	218	Similar
	Overall "built environment" of Las Cruces (including overall design, buildings, parks and transportation systems)	42%	84	95	Lower
	Overall quality of new development in Las Cruces	41%	210	246	Similar
	Availability of affordable quality housing	46%	121	260	Similar
	Variety of housing options	56%	139	235	Similar
Economy	Public places where people want to spend time	44%	77	89	Lower
	Overall economic health of Las Cruces	37%	85	99	Lower
	Vibrant downtown/commercial area	31%	66	86	Lower
	Overall quality of business and service establishments in Las Cruces	55%	169	229	Similar
	Cost of living in Las Cruces	48%	32	93	Similar
	Shopping opportunities	40%	198	251	Lower
	Employment opportunities	21%	216	269	Lower
	Las Cruces as a place to visit	54%	78	108	Similar
	Las Cruces as a place to work	36%	285	312	Lower
	Recreation and Wellness	Health and wellness opportunities in Las Cruces	53%	83	95
Availability of affordable quality mental health care		33%	71	81	Lower
Availability of preventive health services		53%	156	190	Similar
Availability of affordable quality health care		46%	179	222	Similar
Recreational opportunities		53%	202	264	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	64%	56	93	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	57%	69	94	Similar
	Opportunities to attend cultural/arts/music activities	50%	130	254	Similar
	Adult educational opportunities	65%	37	85	Similar
	K-12 education	47%	192	222	Lower
	Availability of affordable quality child care/preschool	48%	128	220	Similar
Community Engagement	Opportunities to participate in social events and activities	48%	178	216	Similar
	Neighborhoodness of Las Cruces	52%	70	89	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	58%	164	248	Similar
	Opportunities to participate in community matters	51%	191	230	Similar
	Opportunities to volunteer	68%	162	227	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Las Cruces	59%	308	382	Similar
Overall customer service by Las Cruces employees (police, receptionists, planners, etc.)	55%	301	320	Lower
Value of services for the taxes paid to Las Cruces	42%	256	355	Similar
Overall direction that Las Cruces is taking	48%	215	281	Similar
Job Las Cruces government does at welcoming citizen involvement	41%	208	269	Similar
Overall confidence in Las Cruces government	36%	78	95	Lower
Generally acting in the best interest of the community	42%	76	94	Similar
Being honest	40%	73	92	Similar
Treating all residents fairly	38%	77	93	Lower
Services provided by the Federal Government	42%	46	214	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	64%	350	375	Lower
	Fire services	88%	254	311	Similar
	Ambulance or emergency medical services	82%	271	303	Similar
	Crime prevention	47%	271	306	Lower
	Fire prevention and education	67%	217	252	Similar
	Animal control	52%	220	287	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	46%	209	244	Similar
Mobility	Traffic enforcement	46%	321	330	Lower
	Street repair	26%	312	379	Lower
	Street cleaning	51%	212	266	Similar
	Street lighting	50%	217	268	Similar
	Snow removal	47%	217	254	Lower
	Sidewalk maintenance	39%	221	270	Similar
	Traffic signal timing	33%	209	216	Lower
Natural Environment	Bus or transit services	40%	140	185	Similar
	Garbage collection	79%	248	305	Similar
	Recycling	72%	247	315	Similar
	Yard waste pick-up	67%	186	227	Similar
	Drinking water	52%	254	292	Lower

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	54%	170	222	Similar
	Las Cruces open space	51%	73	96	Similar
Built Environment	Storm drainage	48%	276	315	Lower
	Sewer services	68%	215	277	Similar
	Power (electric and/or gas) utility	66%	119	130	Similar
	Utility billing	59%	73	85	Similar
	Land use, planning and zoning	36%	206	255	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	39%	227	316	Similar
	Cable television	38%	162	169	Lower
Economy	Economic development	39%	175	245	Similar
Recreation and Wellness	City parks	63%	256	279	Lower
	Recreation programs or classes	55%	235	284	Lower
	Recreation centers or facilities	50%	209	235	Lower
	Health services	52%	147	167	Lower
Education and Enrichment	City-sponsored special events	52%	84	101	Lower
	Public library services	63%	275	293	Lower
Community Engagement	Public information services	50%	211	246	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	46%	235	267	Lower
Recommend living in Las Cruces to someone who asks	74%	202	239	Lower
Remain in Las Cruces for the next five years	75%	203	236	Similar
Contacted Las Cruces (in-person, phone, email or web) for help or information	53%	73	277	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	32%	55	82	Similar
	Did NOT report a crime to the police	71%	73	92	Similar
	Household member was NOT a victim of a crime	79%	220	235	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	14%	52	74	Lower
	Carpooled with other adults or children instead of driving alone	42%	50	88	Similar
	Walked or biked instead of driving	45%	69	91	Lower
Natural Environment	Made efforts to conserve water	91%	15	85	Similar
	Made efforts to make your home more energy efficient	81%	16	85	Similar
	Recycle at home	88%	109	221	Similar
Built Environment	Did NOT observe a code violation or other hazard in Las Cruces	39%	73	85	Lower
	NOT experiencing housing costs stress	68%	109	217	Similar
Economy	Purchase goods or services from a business located in Las Cruces	93%	83	88	Similar
	Economy will have positive impact on income	27%	76	220	Similar
	Work inside boundaries of Las Cruces	55%	23	88	Higher

## The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Used Las Cruces recreation centers or their services	52%	141	198	Similar
	Visited a neighborhood park or City park	79%	189	233	Similar
	Eat at least 5 portions of fruits and vegetables a day	80%	61	85	Similar
	Participate in moderate or vigorous physical activity	84%	44	86	Similar
	In very good to excellent health	54%	78	87	Similar
Education and Enrichment	Used Las Cruces public libraries or their services	50%	196	205	Lower
	Attended City-sponsored event	50%	51	89	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	23%	29	82	Similar
	Contacted Las Cruces elected officials (in-person, phone, email or web) to express your opinion	21%	16	87	Similar
	Volunteered your time to some group/activity in Las Cruces	41%	116	226	Similar
	Participated in a club	34%	65	198	Similar
	Talked to or visited with your immediate neighbors	90%	54	88	Similar
	Done a favor for a neighbor	77%	67	84	Similar
	Attended a local public meeting	17%	179	227	Similar
	Watched (online or on television) a local public meeting	26%	123	184	Similar
	Read or watch local news (via television, paper, computer, etc.)	82%	78	87	Similar
	Vote in local elections	78%	126	219	Similar

### Communities included in national comparisons

The communities included in Las Cruces' comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS .....	6,844	Aurora city, CO .....	325,078
Adams County, CO .....	441,603	Austin city, TX .....	790,390
Airway Heights city, WA .....	6,114	Bainbridge Island city, WA .....	23,025
Albany city, OR .....	50,158	Baltimore city, MD .....	620,961
Albemarle County, VA .....	98,970	Baltimore County, MD .....	805,029
Albert Lea city, MN .....	18,016	Battle Creek city, MI .....	52,347
Algonquin village, IL .....	30,046	Bay City city, MI .....	34,932
Aliso Viejo city, CA .....	47,823	Baytown city, TX .....	71,802
Altoona city, IA .....	14,541	Bedford city, TX .....	46,979
Ames city, IA .....	58,965	Bedford town, MA .....	13,320
Andover CDP, MA .....	8,762	Bellevue city, WA .....	122,363
Ankeny city, IA .....	45,582	Bellingham city, WA .....	80,885
Ann Arbor city, MI .....	113,934	Beltrami County, MN .....	44,442
Annapolis city, MD .....	38,394	Benbrook city, TX .....	21,234
Apple Valley town, CA .....	69,135	Bend city, OR .....	76,639
Arapahoe County, CO .....	572,003	Benicia city, CA .....	26,997
Arkansas City city, AR .....	366	Bettendorf city, IA .....	33,217
Arlington city, TX .....	365,438	Billings city, MT .....	104,170
Arlington County, VA .....	207,627	Blaine city, MN .....	57,186
Arvada city, CO .....	106,433	Bloomfield Hills city, MI .....	3,869
Ashland city, OR .....	20,078	Bloomington city, IL .....	76,610
Ashland town, VA .....	7,225	Bloomington city, MN .....	82,893
Aspen city, CO .....	6,658	Blue Springs city, MO .....	52,575
Auburn city, AL .....	53,380	Boise City city, ID .....	205,671
Auburn city, WA .....	70,180	Boonville city, MO .....	8,319

## The National Citizen Survey™

Boulder city, CO.....	97,385	Dade City city, FL.....	6,437
Boulder County, CO.....	294,567	Dakota County, MN.....	398,552
Bowling Green city, KY.....	58,067	Dallas city, OR.....	14,583
Brentwood city, MO.....	8,055	Dallas city, TX.....	1,197,816
Brentwood city, TN.....	37,060	Dardenne Prairie city, MO.....	11,494
Brighton city, CO.....	33,352	Davenport city, IA.....	99,685
Bristol city, TN.....	26,702	Davidson town, NC.....	10,944
Broken Arrow city, OK.....	98,850	Decatur city, GA.....	19,335
Brookfield city, WI.....	37,920	Delray Beach city, FL.....	60,522
Brookline CDP, MA.....	58,732	Denison city, TX.....	22,682
Brookline town, NH.....	4,991	Denver city, CO.....	600,158
Broomfield city, CO.....	55,889	Derby city, KS.....	22,158
Brownsburg town, IN.....	21,285	Des Moines city, IA.....	203,433
Bryan city, TX.....	76,201	Des Peres city, MO.....	8,373
Burien city, WA.....	33,313	Destin city, FL.....	12,305
Burleson city, TX.....	36,690	Dewey-Humboldt town, AZ.....	3,894
Cabarrus County, NC.....	178,011	Dorchester County, MD.....	32,618
Cambridge city, MA.....	105,162	Dothan city, AL.....	65,496
Canton city, SD.....	3,057	Douglas County, CO.....	285,465
Cape Coral city, FL.....	154,305	Dover city, NH.....	29,987
Cape Girardeau city, MO.....	37,941	Dublin city, OH.....	41,751
Carlisle borough, PA.....	18,682	Duluth city, MN.....	86,265
Carlsbad city, CA.....	105,328	Duncanville city, TX.....	38,524
Cartersville city, GA.....	19,731	Durham city, NC.....	228,330
Cary town, NC.....	135,234	East Baton Rouge Parish, LA.....	440,171
Casa Grande city, AZ.....	48,571	East Grand Forks city, MN.....	8,601
Casper city, WY.....	55,316	East Lansing city, MI.....	48,579
Castine town, ME.....	1,366	Eau Claire city, WI.....	65,883
Castle Pines North city, CO.....	10,360	Eden Prairie city, MN.....	60,797
Castle Rock town, CO.....	48,231	Edgerton city, KS.....	1,671
Cedar Falls city, IA.....	39,260	Edina city, MN.....	47,941
Cedar Rapids city, IA.....	126,326	Edmond city, OK.....	81,405
Centennial city, CO.....	100,377	Edmonds city, WA.....	39,709
Centralia city, IL.....	13,032	El Cerrito city, CA.....	23,549
Chambersburg borough, PA.....	20,268	El Dorado County, CA.....	181,058
Chandler city, AZ.....	236,123	El Paso city, TX.....	649,121
Chanassen city, MN.....	22,952	Elk Grove city, CA.....	153,015
Chapel Hill town, NC.....	57,233	Elk River city, MN.....	22,974
Charlotte city, NC.....	731,424	Elko New Market city, MN.....	4,110
Charlotte County, FL.....	159,978	Elmhurst city, IL.....	44,121
Charlottesville city, VA.....	43,475	Encinitas city, CA.....	59,518
Chesterfield County, VA.....	316,236	Englewood city, CO.....	30,255
Chippewa Falls city, WI.....	13,661	Erie town, CO.....	18,135
Citrus Heights city, CA.....	83,301	Escambia County, FL.....	297,619
Clackamas County, OR.....	375,992	Estes Park town, CO.....	5,858
Clarendon Hills village, IL.....	8,427	Fairview town, TX.....	7,248
Clayton city, MO.....	15,939	Farmington Hills city, MI.....	79,740
Clearwater city, FL.....	107,685	Fayetteville city, NC.....	200,564
Cleveland Heights city, OH.....	46,121	Fishers town, IN.....	76,794
Clive city, IA.....	15,447	Flagstaff city, AZ.....	65,870
Clovis city, CA.....	95,631	Flower Mound town, TX.....	64,669
College Park city, MD.....	30,413	Flushing city, MI.....	8,389
College Station city, TX.....	93,857	Forest Grove city, OR.....	21,083
Colleyville city, TX.....	22,807	Fort Collins city, CO.....	143,986
Collinsville city, IL.....	25,579	Fort Smith city, AR.....	86,209
Columbia city, MO.....	108,500	Fort Worth city, TX.....	741,206
Columbia city, SC.....	129,272	Fountain Hills town, AZ.....	22,489
Columbus city, WI.....	4,991	Franklin city, TN.....	62,487
Commerce City city, CO.....	45,913	Fredericksburg city, VA.....	24,286
Concord city, CA.....	122,067	Freeport CDP, ME.....	1,485
Concord town, MA.....	17,668	Freeport city, IL.....	25,638
Conyers city, GA.....	15,195	Fremont city, CA.....	214,089
Cookeville city, TN.....	30,435	Friendswood city, TX.....	35,805
Coon Rapids city, MN.....	61,476	Fruita city, CO.....	12,646
Cooper City city, FL.....	28,547	Gahanna city, OH.....	33,248
Coronado city, CA.....	18,912	Gainesville city, FL.....	124,354
Corvallis city, OR.....	54,462	Gaithersburg city, MD.....	59,933
Creve Coeur city, MO.....	17,833	Galveston city, TX.....	47,743
Cross Roads town, TX.....	1,563	Garden City city, KS.....	26,658
Crystal Lake city, IL.....	40,743	Gardner city, KS.....	19,123

## The National Citizen Survey™

Geneva city, NY .....	13,261	Kennett Square borough, PA.....	6,072
Georgetown city, TX.....	47,400	Kirkland city, WA.....	48,787
Gilbert town, AZ.....	208,453	La Mesa city, CA .....	57,065
Gillette city, WY .....	29,087	La Plata town, MD.....	8,753
Globe city, AZ .....	7,532	La Porte city, TX .....	33,800
Golden Valley city, MN.....	20,371	La Vista city, NE.....	15,758
Goodyear city, AZ .....	65,275	Lafayette city, CO .....	24,453
Grafton village, WI.....	11,459	Laguna Beach city, CA.....	22,723
Grand Blanc city, MI.....	8,276	Laguna Hills city, CA.....	30,344
Grand Island city, NE .....	48,520	Laguna Niguel city, CA .....	62,979
Grass Valley city, CA.....	12,860	Lake Oswego city, OR .....	36,619
Greeley city, CO .....	92,889	Lake Zurich village, IL .....	19,631
Green Valley CDP, AZ .....	21,391	Lakeville city, MN .....	55,954
Greenwood Village city, CO.....	13,925	Lakewood city, CO .....	142,980
Greer city, SC .....	25,515	Lane County, OR.....	351,715
Guilford County, NC .....	488,406	Larimer County, CO.....	299,630
Gunnison County, CO .....	15,324	Las Cruces city, NM.....	97,618
Gurnee village, IL.....	31,295	Las Vegas city, NV .....	583,756
Hailey city, ID .....	7,960	Lawrence city, KS.....	87,643
Haines Borough, AK .....	2,508	League City city, TX .....	83,560
Hallandale Beach city, FL.....	37,113	Lee County, FL.....	618,754
Hamilton city, OH.....	62,477	Lee's Summit city, MO .....	91,364
Hampton city, VA .....	137,436	Lehi city, UT .....	47,407
Hanover County, VA.....	99,863	Lenexa city, KS .....	48,190
Harrisonburg city, VA .....	48,914	Lewis County, NY .....	27,087
Harrisonville city, MO .....	10,019	Lewiston city, ME .....	36,592
Hayward city, CA .....	144,186	Lincoln city, NE .....	258,379
Henderson city, NV .....	257,729	Lindsborg city, KS .....	3,458
Hermiston city, OR.....	16,745	Littleton city, CO .....	41,737
High Point city, NC .....	104,371	Livermore city, CA.....	80,968
Highland Park city, IL .....	29,763	Lone Tree city, CO .....	10,218
Highlands Ranch CDP, CO .....	96,713	Longmont city, CO .....	86,270
Hillsborough town, NC.....	6,087	Longview city, TX.....	80,455
Holden town, MA .....	17,346	Los Alamos County, NM.....	17,950
Holland city, MI.....	33,051	Louisville city, CO.....	18,376
Honolulu County, HI.....	953,207	Lynchburg city, VA .....	75,568
Hooksett town, NH.....	13,451	Lynnwood city, WA .....	35,836
Hopkins city, MN .....	17,591	Madison city, WI .....	233,209
Hopkinton town, MA.....	14,925	Mankato city, MN .....	39,309
Hoquiam city, WA .....	8,726	Maple Grove city, MN .....	61,567
Houston city, TX .....	2,099,451	Maple Valley city, WA .....	22,684
Hudson city, OH.....	22,262	Maricopa County, AZ .....	3,817,117
Hudson town, CO.....	2,356	Marin County, CA .....	252,409
Hudsonville city, MI.....	7,116	Maryland Heights city, MO.....	27,472
Huntersville town, NC.....	46,773	Matthews town, NC.....	27,198
Hurst city, TX.....	37,337	McAllen city, TX .....	129,877
Hutchinson city, MN .....	14,178	McDonough city, GA.....	22,084
Hutto city, TX .....	14,698	McKinney city, TX.....	131,117
Hyattsville city, MD .....	17,557	McMinnville city, OR .....	32,187
Independence city, MO.....	116,830	Mecklenburg County, NC .....	919,628
Indian Trail town, NC .....	33,518	Medford city, OR.....	74,907
Indianola city, IA.....	14,782	Menlo Park city, CA .....	32,026
Iowa City city, IA .....	67,862	Mercer Island city, WA .....	22,699
Issaquah city, WA .....	30,434	Meridian charter township, MI .....	39,688
Jackson County, MI.....	160,248	Meridian city, ID .....	75,092
James City County, VA .....	67,009	Merriam city, KS.....	11,003
Jefferson City city, MO.....	43,079	Merrill city, WI .....	9,661
Jefferson County, CO .....	534,543	Mesa city, AZ .....	439,041
Jefferson County, NY.....	116,229	Mesa County, CO .....	146,723
Jerome city, ID .....	10,890	Miami Beach city, FL .....	87,779
Johnson City city, TN.....	63,152	Miami city, FL .....	399,457
Johnson County, KS .....	544,179	Midland city, MI .....	41,863
Johnston city, IA .....	17,278	Milford city, DE .....	9,559
Jupiter town, FL .....	55,156	Milton city, GA .....	32,661
Kalamazoo city, MI.....	74,262	Minneapolis city, MN .....	382,578
Kansas City city, KS.....	145,786	Mission Viejo city, CA .....	93,305
Kansas City city, MO.....	459,787	Modesto city, CA .....	201,165
Keizer city, OR.....	36,478	Monterey city, CA.....	27,810
Kenmore city, WA .....	20,460	Montgomery County, MD .....	971,777
Kennedale city, TX .....	6,763	Montgomery County, VA.....	94,392

## The National Citizen Survey™

Montpelier city, VT .....	7,855	Plymouth city, MN .....	70,576
Monument town, CO .....	5,530	Pocatello city, ID .....	54,255
Mooreville town, NC .....	32,711	Polk County, IA .....	430,640
Morristown city, TN .....	29,137	Port Huron city, MI .....	30,184
Moscow city, ID .....	23,800	Port Orange city, FL .....	56,048
Mountain Village town, CO .....	1,320	Port St. Lucie city, FL .....	164,603
Mountlake Terrace city, WA .....	19,909	Portland city, OR .....	583,776
Munster town, IN .....	23,603	Post Falls city, ID .....	27,574
Muscataine city, IA .....	22,886	Prince William County, VA .....	402,002
Naperville city, IL .....	141,853	Prior Lake city, MN .....	22,796
Needham CDP, MA .....	28,886	Provo city, UT .....	112,488
New Braunfels city, TX .....	57,740	Pueblo city, CO .....	106,595
New Brighton city, MN .....	21,456	Purcellville town, VA .....	7,727
New Hanover County, NC .....	202,667	Queen Creek town, AZ .....	26,361
New Orleans city, LA .....	343,829	Radford city, VA .....	16,408
New Smyrna Beach city, FL .....	22,464	Radnor township, PA .....	31,531
Newberg city, OR .....	22,068	Ramsey city, MN .....	23,668
Newport Beach city, CA .....	85,186	Rapid City city, SD .....	67,956
Newport city, RI .....	24,672	Raymore city, MO .....	19,206
Newport News city, VA .....	180,719	Redmond city, WA .....	54,144
Newton city, IA .....	15,254	Rehoboth Beach city, DE .....	1,327
Noblesville city, IN .....	51,969	Reno city, NV .....	225,221
Nogales city, AZ .....	20,837	Reston CDP, VA .....	58,404
Norfolk city, VA .....	242,803	Richmond city, CA .....	103,701
Norman city, OK .....	110,925	Richmond Heights city, MO .....	8,603
North Las Vegas city, NV .....	216,961	Rifle city, CO .....	9,172
Northglenn city, CO .....	35,789	River Falls city, WI .....	15,000
Novato city, CA .....	51,904	Riverdale city, UT .....	8,426
Novi city, MI .....	55,224	Riverside city, CA .....	303,871
O'Fallon city, IL .....	28,281	Riverside city, MO .....	2,937
O'Fallon city, MO .....	79,329	Rochester city, MI .....	12,711
Oak Park village, IL .....	51,878	Rochester Hills city, MI .....	70,995
Oakland Park city, FL .....	41,363	Rock Hill city, SC .....	66,154
Oakley city, CA .....	35,432	Rockford city, IL .....	152,871
Ogdensburg city, NY .....	11,128	Rockville city, MD .....	61,209
Oklahoma City city, OK .....	579,999	Rogers city, MN .....	8,597
Olathe city, KS .....	125,872	Rolla city, MO .....	19,559
Old Town city, ME .....	7,840	Roselle village, IL .....	22,763
Olmsted County, MN .....	144,248	Roswell city, GA .....	88,346
Orland Park village, IL .....	56,767	Round Rock city, TX .....	99,887
Oshkosh city, WI .....	66,083	Royal Oak city, MI .....	57,236
Otsego County, MI .....	24,164	Saco city, ME .....	18,482
Overland Park city, KS .....	173,372	Sahuarita town, AZ .....	25,259
Oviedo city, FL .....	33,342	Salida city, CO .....	5,236
Paducah city, KY .....	25,024	Salt Lake City city, UT .....	186,440
Palm Coast city, FL .....	75,180	Sammamish city, WA .....	45,780
Palm Springs city, CA .....	44,552	San Anselmo town, CA .....	12,336
Palo Alto city, CA .....	64,403	San Antonio city, TX .....	1,327,407
Panama City city, FL .....	36,484	San Carlos city, CA .....	28,406
Papillion city, NE .....	18,894	San Diego city, CA .....	1,307,402
Park City city, UT .....	7,558	San Francisco city, CA .....	805,235
Parker town, CO .....	45,297	San Jose city, CA .....	945,942
Parkland city, FL .....	23,962	San Juan County, NM .....	130,044
Pasadena city, CA .....	137,122	San Marcos city, CA .....	83,781
Pasco city, WA .....	59,781	San Marcos city, TX .....	44,894
Pasco County, FL .....	464,697	San Rafael city, CA .....	57,713
Peachtree City city, GA .....	34,364	Sandy Springs city, GA .....	93,853
Pearland city, TX .....	91,252	Sanford city, FL .....	53,570
Peoria city, AZ .....	154,065	Sangamon County, IL .....	197,465
Peoria city, IL .....	115,007	Santa Clarita city, CA .....	176,320
Peoria County, IL .....	186,494	Santa Fe County, NM .....	144,170
Peters township, PA .....	21,213	Santa Monica city, CA .....	89,736
Petoskey city, MI .....	5,670	Sarasota County, FL .....	379,448
Pflugerville city, TX .....	46,936	Savage city, MN .....	26,911
Phoenix city, AZ .....	1,445,632	Savannah city, GA .....	136,286
Pinal County, AZ .....	375,770	Scarborough CDP, ME .....	4,403
Pinehurst village, NC .....	13,124	Schaumburg village, IL .....	74,227
Piqua city, OH .....	20,522	Scott County, MN .....	129,928
Pitkin County, CO .....	17,148	Scottsdale city, AZ .....	217,385
Platte City city, MO .....	4,691	Seaside city, CA .....	33,025

## The National Citizen Survey™

SeaTac city, WA.....	26,909	Twin Falls city, ID .....	44,125
Sevierville city, TN.....	14,807	Tyler city, TX .....	96,900
Sheboygan city, WI.....	49,288	Umatilla city, OR.....	6,906
Shoreview city, MN .....	25,043	Upper Arlington city, OH.....	33,771
Shorewood city, MN .....	7,307	Urbandale city, IA .....	39,463
Shorewood village, IL.....	15,615	Vail town, CO.....	5,305
Shorewood village, WI.....	13,162	Vancouver city, WA .....	161,791
Sioux Center city, IA .....	7,048	Ventura CCD, CA.....	111,889
Sioux Falls city, SD.....	153,888	Vestavia Hills city, AL .....	34,033
Skokie village, IL.....	64,784	Virginia Beach city, VA.....	437,994
Snellville city, GA .....	18,242	Wake Forest town, NC.....	30,117
South Kingstown town, RI .....	30,639	Walnut Creek city, CA.....	64,173
South Lake Tahoe city, CA.....	21,403	Washington County, MN .....	238,136
South Portland city, ME .....	25,002	Washoe County, NV .....	421,407
Southborough town, MA .....	9,767	Watauga city, TX .....	23,497
Southlake city, TX .....	26,575	Wauwatosa city, WI .....	46,396
Sparks city, NV .....	90,264	Waverly city, IA .....	9,874
Spokane Valley city, WA .....	89,755	Weddington town, NC .....	9,459
Spring Hill city, KS.....	5,437	Wentzville city, MO.....	29,070
Springboro city, OH.....	17,409	West Carrollton city, OH .....	13,143
Springfield city, MO.....	159,498	West Chester borough, PA.....	18,461
Springfield city, OR .....	59,403	West Des Moines city, IA.....	56,609
Springville city, UT .....	29,466	West Richland city, WA.....	11,811
St. Charles city, IL.....	32,974	Westerville city, OH.....	36,120
St. Cloud city, FL.....	35,183	Westlake town, TX.....	992
St. Cloud city, MN .....	65,842	Westminster city, CO.....	106,114
St. Joseph city, MO .....	76,780	Weston town, MA.....	11,261
St. Louis County, MN.....	200,226	Wheat Ridge city, CO .....	30,166
St. Louis Park city, MN.....	45,250	White House city, TN.....	10,255
Stallings town, NC.....	13,831	Whitewater township, MI.....	2,597
State College borough, PA .....	42,034	Wichita city, KS.....	382,368
Sterling Heights city, MI .....	129,699	Williamsburg city, VA.....	14,068
Sugar Grove village, IL .....	8,997	Wilmington city, NC.....	106,476
Sugar Land city, TX.....	78,817	Wilsonville city, OR.....	19,509
Summit city, NJ.....	21,457	Winchester city, VA .....	26,203
Summit County, UT.....	36,324	Windsor town, CO .....	18,644
Sunnyvale city, CA .....	140,081	Windsor town, CT .....	29,044
Surprise city, AZ.....	117,517	Winnetka village, IL.....	12,187
Suwanee city, GA.....	15,355	Winston-Salem city, NC .....	229,617
Tacoma city, WA.....	198,397	Winter Garden city, FL.....	34,568
Takoma Park city, MD .....	16,715	Woodland city, CA.....	55,468
Tamarac city, FL.....	60,427	Woodland city, WA.....	5,509
Temecula city, CA .....	100,097	Wrentham town, MA .....	10,955
Temple city, TX.....	66,102	Wyandotte city, MI.....	25,883
The Woodlands CDP, TX.....	93,847	Yakima city, WA.....	91,067
Thornton city, CO.....	118,772	York County, VA.....	65,464
Thousand Oaks city, CA.....	126,683	Yorktown town, IN.....	9,405
Tracy city, CA .....	82,922	Yuma city, AZ .....	93,064
Tualatin city, OR .....	26,054		
Tulsa city, OK .....	391,906		

## Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Las Cruces funded this research. Please contact Jamey L. Rickman of the Las Cruces office at [jrickman@las-cruces.org](mailto:jrickman@las-cruces.org) if you have any questions about the survey.

### Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

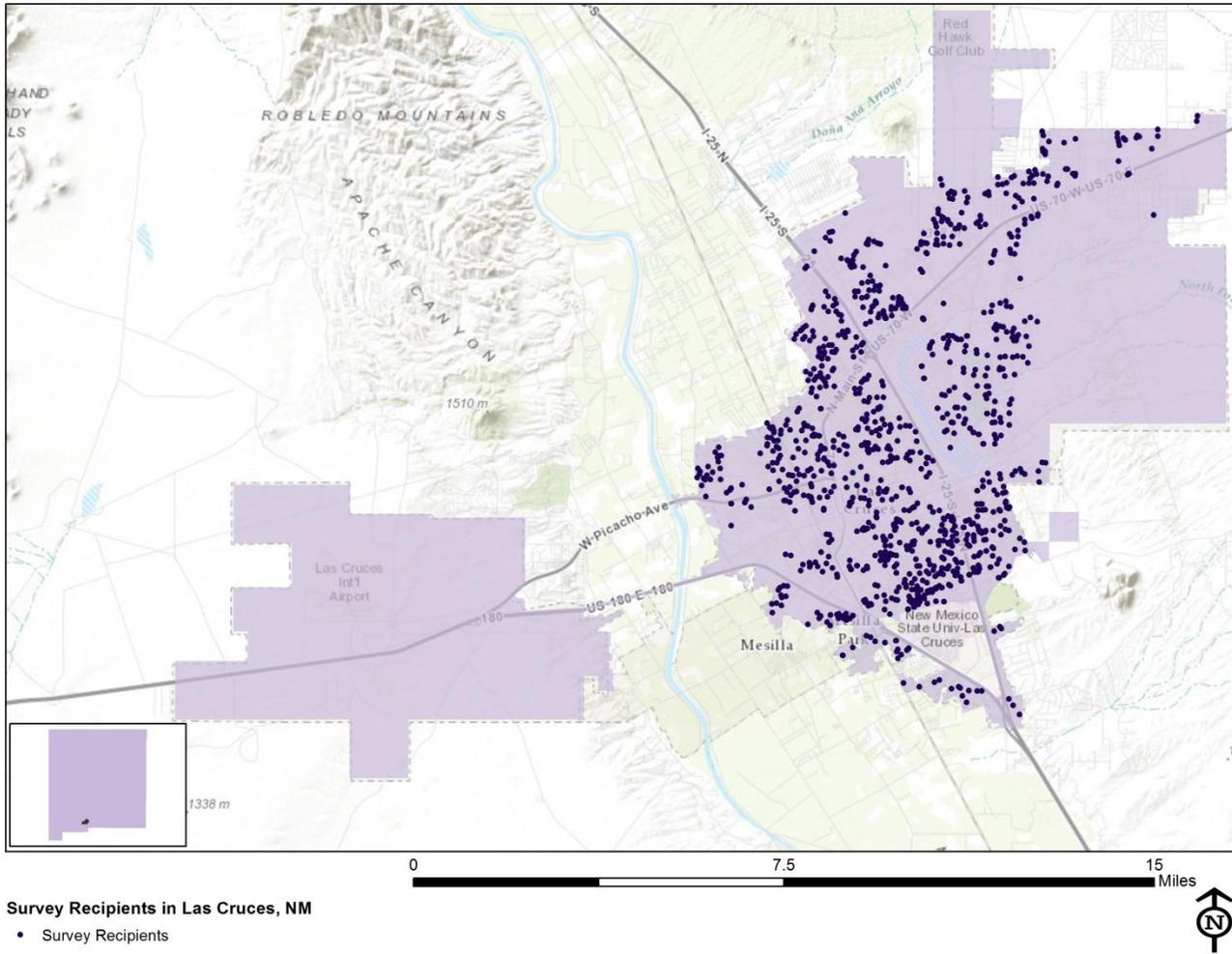
## Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Las Cruces were eligible to participate in the survey. A list of all households within the zip codes serving Las Cruces was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Las Cruces 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 (updated on a quarterly basis) and addresses located outside of the City of Las Cruces boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

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 cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



**Survey Recipients in Las Cruces, NM**  
 • Survey Recipients

### Survey Administration and Response

Selected households received three mailings, one week apart, beginning on January 5<sup>th</sup>, 2015. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Assistant City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online as well. Completed surveys were collected over the following six weeks.

About 15% of the 1,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,016 households that received the survey, 307 completed the survey, providing an overall response rate of 30%; average response rates for a mailed resident survey range from 25% to 40%. Of the 307 completed surveys, 16 were completed online.

### Confidence Intervals

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,

## The National Citizen Survey™

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.<sup>1</sup>

The margin of error for the City of Las Cruces survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (307 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

### Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

### Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Las Cruces. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race, ethnicity, gender and age. The results of the weighting scheme are presented in the following table.

---

<sup>1</sup> A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

Table 75: Las Cruces, NM 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	44%	26%	43%
Own home	56%	74%	57%
Detached unit	68%	77%	68%
Attached unit	32%	23%	32%
<b>Race and Ethnicity</b>			
White	77%	76%	77%
Not white	23%	24%	23%
Not Hispanic	49%	66%	50%
Hispanic	51%	34%	50%
<b>Sex and Age</b>			
Female	53%	56%	53%
Male	47%	44%	47%
18-34 years of age	38%	14%	36%
35-54 years of age	30%	19%	29%
55+ years of age	32%	67%	34%
Females 18-34	19%	9%	23%
Females 35-54	16%	11%	15%
Females 55+	17%	36%	15%
Males 18-34	19%	5%	13%
Males 35-54	14%	8%	15%
Males 55+	14%	31%	19%

### Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). 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” and “good,” “very safe” and “somewhat safe,” “essential” and “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 Appendix A. 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.

## **Appendix D: Survey Materials**

Dear Las Cruces Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Mark Winson  
Assistant City Manager/CAO

Dear Las Cruces Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Mark Winson  
Assistant City Manager/CAO

Dear Las Cruces Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Mark Winson  
Assistant City Manager/CAO

Dear Las Cruces Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Mark Winson  
Assistant City Manager/CAO

 **City of Las Cruces**<sup>®</sup>  
P.O. BOX 20000 • LAS CRUCES, NM 88004  
Address Service Requested

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94

 **City of Las Cruces**<sup>®</sup>  
P.O. BOX 20000 • LAS CRUCES, NM 88004  
Address Service Requested

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94

 **City of Las Cruces**<sup>®</sup>  
P.O. BOX 20000 • LAS CRUCES, NM 88004  
Address Service Requested

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94

 **City of Las Cruces**<sup>®</sup>  
P.O. BOX 20000 • LAS CRUCES, NM 88004  
Address Service Requested

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



January 2015

Dear City of Las Cruces Resident:

Please help us shape the future of Las Cruces! You have been selected at random to participate in the 2015 Las Cruces Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Las Cruces make decisions that affect our City.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

**[www.n-r-c.com/survey/lascruces.htm](http://www.n-r-c.com/survey/lascruces.htm)**

If you have any questions about the survey please call 575-541-2192.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Winson".

Mark Winson  
Assistant City Manager/CAO



January 2015

Dear City of Las Cruces Resident:

Here's a second chance if you haven't already responded to the 2015 Las Cruces Citizen Survey!  
**(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Las Cruces! You have been selected at random to participate in the 2015 Las Cruces Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Las Cruces make decisions that affect our City.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

**[www.n-r-c.com/survey/lascruces.htm](http://www.n-r-c.com/survey/lascruces.htm)**

If you have any questions about the survey please call 575-541-2192.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Winson".

Mark Winson  
Assistant City Manager/CAO

# The City of Las Cruces 2015 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in Las Cruces:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Las Cruces as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Las Cruces as a place to raise children .....	1	2	3	4	5
Las Cruces as a place to work.....	1	2	3	4	5
Las Cruces as a place to visit.....	1	2	3	4	5
Las Cruces as a place to retire .....	1	2	3	4	5
The overall quality of life in Las Cruces .....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Las Cruces as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Las Cruces.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Las Cruces.....	1	2	3	4	5
Overall "built environment" of Las Cruces (including overall design, buildings, parks and transportation systems) .....	1	2	3	4	5
Health and wellness opportunities in Las Cruces .....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Las Cruces .....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Las Cruces.....	1	2	3	4	5

**3. Please indicate how likely or unlikely you are to do each of the following:**

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Las Cruces to someone who asks.....	1	2	3	4	5
Remain in Las Cruces for the next five years .....	1	2	3	4	5

**4. Please rate how safe or unsafe you feel:**

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Las Cruces' downtown/commercial area during the day .....	1	2	3	4	5	6

**5. Please rate each of the following characteristics as they relate to Las Cruces as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets .....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Las Cruces .....	1	2	3	4	5
Ease of travel by public transportation in Las Cruces.....	1	2	3	4	5
Ease of travel by bicycle in Las Cruces .....	1	2	3	4	5
Ease of walking in Las Cruces.....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Cleanliness of Las Cruces .....	1	2	3	4	5
Overall appearance of Las Cruces .....	1	2	3	4	5
Public places where people want to spend time .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) .....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Availability of affordable quality mental health care .....	1	2	3	4	5

**6. Please rate each of the following characteristics as they relate to Las Cruces as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool .....	1	2	3	4	5
K-12 education .....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Las Cruces .....	1	2	3	4	5
Overall quality of business and service establishments in Las Cruces.....	1	2	3	4	5
Vibrant downtown/commercial area .....	1	2	3	4	5
Overall quality of new development in Las Cruces .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters .....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Neighborliness of residents in Las Cruces.....	1	2	3	4	5

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

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water .....	1	2
Made efforts to make your home more energy efficient .....	1	2
Observed a code violation or other hazard in Las Cruces (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Las Cruces .....	1	2
Reported a crime to the police in Las Cruces.....	1	2
Stocked supplies in preparation for an emergency .....	1	2
Campaigned or advocated for an issue, cause or candidate .....	1	2
Contacted the City of Las Cruces (in-person, phone, email or web) for help or information.....	1	2
Contacted Las Cruces elected officials (in-person, phone, email or web) to express your opinion .....	1	2

**8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Las Cruces?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Las Cruces recreation centers or their services .....	1	2	3	4
Visited a neighborhood park or City park .....	1	2	3	4
Used Las Cruces public libraries or their services.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving .....	1	2	3	4
Volunteered your time to some group/activity in Las Cruces.....	1	2	3	4
Participated in a club .....	1	2	3	4
Talked to or visited with your immediate neighbors .....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

**9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting .....	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

# The City of Las Cruces 2015 Citizen Survey

## 10. Please rate the quality of each of the following services in Las Cruces:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services .....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal .....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling .....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage .....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities .....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Las Cruces open space .....	1	2	3	4	5
City-sponsored special events .....	1	2	3	4	5
Overall customer service by Las Cruces employees (police, receptionists, planners, etc.).....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Las Cruces.....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5

## 12. Please rate the following categories of Las Cruces government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Las Cruces.....	1	2	3	4	5
The overall direction that Las Cruces is taking .....	1	2	3	4	5
The job Las Cruces government does at welcoming citizen involvement .....	1	2	3	4	5
Overall confidence in Las Cruces government.....	1	2	3	4	5
Generally acting in the best interest of the community .....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly .....	1	2	3	4	5

**13. Please rate how important, if at all, you think it is for the Las Cruces community to focus on each of the following in the coming two years:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Las Cruces .....	1	2	3	4
Overall ease of getting to the places you usually have to visit .....	1	2	3	4
Quality of overall natural environment in Las Cruces.....	1	2	3	4
Overall “built environment” of Las Cruces (including overall design, buildings, parks and transportation systems) .....	1	2	3	4
Health and wellness opportunities in Las Cruces .....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Las Cruces .....	1	2	3	4
Sense of community.....	1	2	3	4

**14. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:**

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City website (las-cruces.org) .....	1	2	3
Las Cruces e-mail blast / listserv.....	1	2	3
Television news.....	1	2	3
Newspapers .....	1	2	3
Radio .....	1	2	3
Facebook.....	1	2	3
Twitter .....	1	2	3

**15. If the City had to reduce spending due to reduced revenues, to what extent would you support or oppose service reductions in each of the following areas?**

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Streets (Maintenance and traffic systems) .....	1	2	3	4
Public Safety (Police and Fire services) .....	1	2	3	4
Parks and Recreation (Parks, playgrounds, pools, ball fields) .....	1	2	3	4
Senior Services (Community Centers, meal programs) .....	1	2	3	4
Transit Systems (Roadrunner bus routes, Dial-a-Ride) .....	1	2	3	4
Museums.....	1	2	3	4
Other .....	1	2	3	4

**16. To what extent would you support or oppose a tax increase for better roads, traffic management, transit/public transportation, bicycle and pedestrian trails to boost quality of life and economic development?**

- Strongly support     
  Somewhat support     
  Somewhat oppose     
  Strongly oppose

**17. To what extent would you support or oppose a tax increase for quality of life issues in Las Cruces, such as parks, ball fields, community centers, median landscaping and swimming pools?**

- Strongly support     
  Somewhat support     
  Somewhat oppose     
  Strongly oppose

# The City of Las Cruces 2015 Citizen Survey

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**D1. How often, if at all, do you do each of the following, considering all of the times you could?**

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home .....	1	2	3	4	5
Purchase goods or services from a business located in Las Cruces.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day .....	1	2	3	4	5
Participate in moderate or vigorous physical activity .....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.) .....	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

**D2. Would you say that in general your health is:**

- Excellent     
  Very good     
  Good     
  Fair     
  Poor

**D3. 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     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

**D4. What is your employment status?**

- Working full time for pay  
 Working part time for pay  
 Unemployed, looking for paid work  
 Unemployed, not looking for paid work  
 Fully retired

**D5. Do you work inside the boundaries of Las Cruces?**

- Yes, outside the home  
 Yes, from home  
 No

**D6. How many years have you lived in Las Cruces?**

- Less than 2 years       11-20 years  
 2-5 years       More than 20 years  
 6-10 years

**D7. Which best describes the building you live in?**

- One family house detached from any other houses  
 Building with two or more homes (duplex, townhome, apartment or condominium)  
 Mobile home  
 Other

**D8. Is this house, apartment or mobile home...**

- Rented  
 Owned

**D9. 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 \$300 per month  
 \$300 to \$599 per month  
 \$600 to \$999 per month  
 \$1,000 to \$1,499 per month  
 \$1,500 to \$2,499 per month  
 \$2,500 or more per month

**D10. Do any children 17 or under live in your household?**

- No       Yes

**D11. Are you or any other members of your household aged 65 or older?**

- No       Yes

**D12. 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  
 \$25,000 to \$49,999  
 \$50,000 to \$99,999  
 \$100,000 to \$149,999  
 \$150,000 or more

**Please respond to both questions D13 and D14:**

**D13. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino  
 Yes, I consider myself to be Spanish, Hispanic or Latino

**D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native  
 Asian, Asian Indian or Pacific Islander  
 Black or African American  
 White  
 Other

**D15. In which category is your age?**

- 18-24 years       55-64 years  
 25-34 years       65-74 years  
 35-44 years       75 years or older  
 45-54 years

**D16. What is your sex?**

- Female       Male

**D17. Do you consider a cell phone or land line your primary telephone number?**

- Cell       Land line       Both

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



**City of Las Cruces**<sup>®</sup>

P.O. BOX 20000 • LAS CRUCES, NM 88004

**Address Service Requested**

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO.94

