

RESEARCH
& POLLING
INC



ALBUQUERQUE CONVENTION & VISITORS BUREAU
BUSINESS
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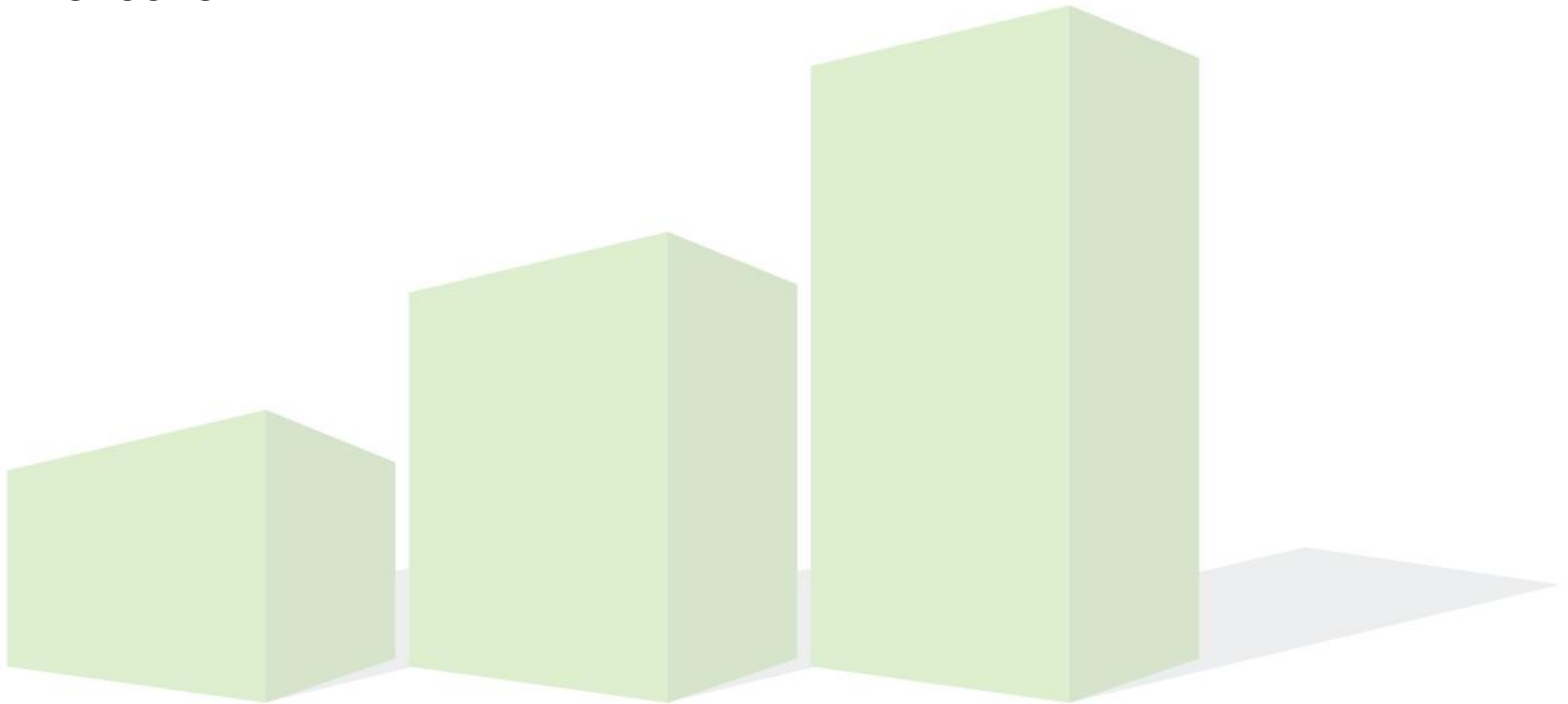
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I. INTRODUCTION



METHODOLOGY

This research study was commissioned by McKee Wallwork & Company in conjunction with the Albuquerque Convention and Visitors Bureau (ACVB). The objective of this study was to assess the attitudes and opinions of white collar or business persons as they relate to Albuquerque as a vacation destination. A segmentation analysis (cluster analysis) was also performed to classify different types of professionals based on their perceptions and interest in visiting Albuquerque, and their demographic/psychographic differences.

THE INTERVIEW

The survey was conducted online using a nationwide Internet panel. In order to qualify for the survey, participants must have been employed full-time and work in a professional field. New Mexico residents were also excluded from the study.

A total of 846 surveys were completed. Quotas were set at the regional level based on seven defined regions commonly used by the US Census Bureau.

MARGIN OF ERROR

Because this study was conducted online using an Internet panel it is not based on probability sampling and therefore a margin of error cannot be calculated.

THE REPORT

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic and regional subgroups.

EXECUTIVE SUMMARY

According to the business professionals surveyed, Albuquerque’s desirability as a vacation destination is similar to regional cities such as Santa Fe and Salt Lake City, though slightly less desirable than locations such as Tucson and San Antonio. Overall, 40% of the business professionals say Albuquerque is a desirable vacation destination, though 26% do not feel it is desirable, and 34% have neutral or mixed feelings. To put this in perspective, of the 14 cities tested, San Diego (79%), Seattle (71%), Colorado Springs (70%), and Las Vegas (68%) receive the highest overall ratings as vacation destinations.

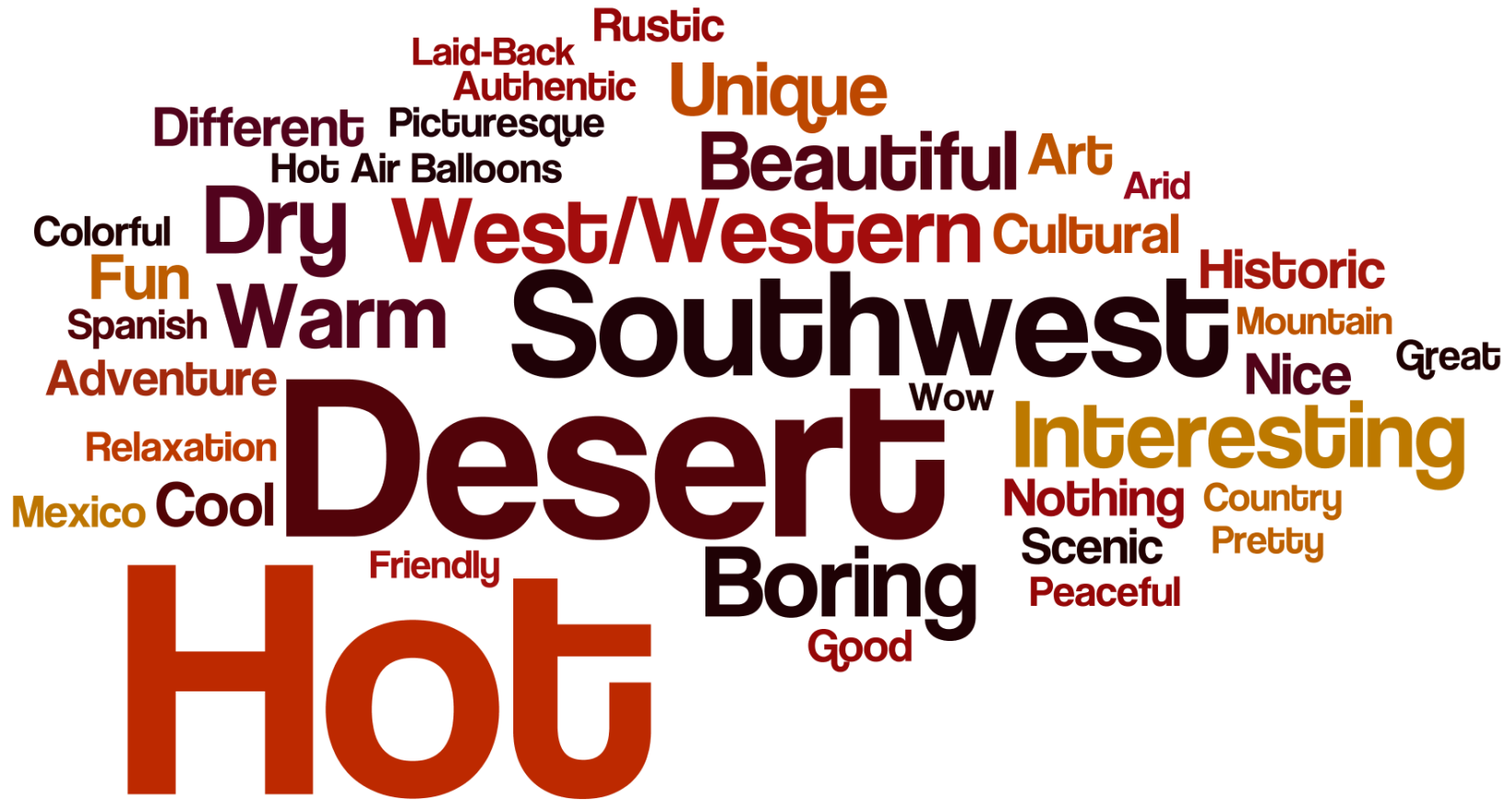
While two-fifths of the business respondents say Albuquerque is desirable, 52% express interest in visiting Albuquerque for either business or pleasure, with 22% saying they are *very interested* in visiting. In comparison, 17% show no or little interest in visiting and 30% show only moderate interest. Those who are most interested in visiting Albuquerque include Hispanics, those with higher levels of education, those with a household income exceeding \$60,000, and those who have already visited Albuquerque within the past 10 years.

Just over one-in-five of the survey respondents (22%) say they have visited Albuquerque within the last 10 years either for business for pleasure. The plurality (42%) of those who have visited Albuquerque in the last 10 years say they are *very interested* in visiting again. In comparison, only 16% of those who have not visited Albuquerque in the last decade say they are *very interested* in visiting.

| TOP-OF-MIND IMPRESSIONS OF ALBUQUERQUE | |
|---|------------|
| TOP 11 RESPONSES TOTAL SAMPLE (N=846) | |
| HOT | 14% |
| DESERT | 10% |
| SOUTHWEST/SOUTHWESTERN | 5% |
| BORING | 3% |
| DRY | 3% |
| INTERESTING | 3% |
| WARM CLIMATE | 3% |
| WEST/WESTERN | 3% |
| BEAUTIFUL | 2% |
| UNIQUE | 2% |
| NONE/NOTHING | 2% |

When asked in an unaided, open-ended manner what word or words they would use to describe Albuquerque, respondents are most apt to think of Albuquerque as being hot (14%), and a desert (10%), while 5% think of the Southwest. Many other answers were given the full list can be found on page 78.

TOP-OF-MIND WORDS TO DESCRIBE ALBUQUERQUE



The word cloud above shows results for each word that was mentioned by four or more respondents. While many unique responses were given, these are the words used most often to describe Albuquerque in a top-of-mind manner. There appears to be a general misperception about Albuquerque's climate. As observed in the Travelers survey, respondents are most apt to associate Albuquerque with being hot and desert-like. Albuquerque's weather is one of the city's greatest strengths, but public perceptions may be hindering people from visiting if they believe the city is too hot. Further, many of the visitors in the survey commented on the fact that the biggest misperception they had about Albuquerque before visiting was that it is located in a dry hot desert.

| PAIRED WORD STATEMENTS: WORDS THAT BEST DESCRIBE ALBUQUERQUE | | | | |
|--|------------|-----------|------------------------------|------------|
| SAFE | 63% | | DANGEROUS | 8% |
| AFFORDABLE | 58% | | EXPENSIVE | 11% |
| BROWN | 57% | | GREEN | 15% |
| UP AND COMING | 55% | VS | DOWN AND OUT | 14% |
| A PLACE TO GO TO | 49% | | A PLACE TO GO THROUGH | 29% |
| LOTS TO DO | 48% | | LITTLE TO DO | 25% |

Survey respondents were read a series of paired words and asked which one better describes Albuquerque, or if the words describe Albuquerque equally. The words that the business travelers are most apt to say better describe Albuquerque include safe (63%), affordable (58%), brown (57%) and up and coming (55%). On the other hand, the words that residents are least apt to say describe Albuquerque include being dangerous (8%), expensive (11%), modern (12%), and mountains (12%).

There were some paired words that the plurality of respondents feel equally describe Albuquerque. For instance, 47% say Albuquerque is equally a modern city and an historical city, while 45% say Albuquerque can equally be described as both desert and mountains, and 40% say Albuquerque is equally innovative and stuck in the past (not shown in table above).

It is important to note that few respondents perceive Albuquerque to be an unsafe city. Just 8% of respondent describe Albuquerque as being dangerous and few mention safety when asked unaided what words they would use to describe Albuquerque.

In addition to the word pairing, the business respondents were asked to rate how strongly they either agree or disagree with various statements relating to Albuquerque. Overall the respondents are most apt to agree Albuquerque:

- Has a climate that is about the same as Phoenix (60%)
- Business climate is as good as other similarly sized cities in the Southwest (58%)
- Would be a good place to raise a family (56%)
- Is safe from natural disasters like earthquakes, hurricanes, and tornados (55%)

It is important to note that no more than 17% of the respondents *strongly agree* with any of these statements indicating that many respondents simply do not have a strong opinion or a great deal of knowledge about Albuquerque. For instance, the majority of respondents (56%) neither agree nor disagree that Albuquerque has good public schools, and approximately half have a neutral opinion when it comes to the quality of the colleges/universities, quality of the workforce, or being a good place to launch a startup company or build a business.

| OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION | | | | | | |
|---|------------------------|-----|-----|-----|--------------------------|--------|
| RANKED BY HIGHEST PERCENTAGE "VERY DESIRABLE" | | | | | | |
| | VERY DESIRABLE 5 | 4 | 3 | 2 | VERY UNDESIRABLE 1 | MEAN † |
| SAN DIEGO, CA | 49% | 30% | 12% | 6% | 3% | 4.2 |
| LAS VEGAS, NV | 39% | 29% | 16% | 9% | 7% | 3.8 |
| SEATTLE, WA | 32% | 38% | 16% | 9% | 4% | 3.9 |
| COLORADO SPRINGS, CO | 30% | 40% | 21% | 5% | 4% | 3.9 |
| BOULDER, CO | 30% | 33% | 24% | 8% | 5% | 3.7 |
| PORTLAND, OR | 28% | 32% | 25% | 10% | 5% | 3.7 |
| AUSTIN, TX | 23% | 31% | 28% | 12% | 6% | 3.5 |
| SAN ANTONIO, TX | 20% | 29% | 33% | 12% | 6% | 3.4 |
| TUCSON, AZ | 17% | 31% | 32% | 13% | 6% | 3.4 |
| SANTA FE, NM | 17% | 28% | 31% | 17% | 6% | 3.3 |
| SALT LAKE CITY, UT | 16% | 26% | 33% | 15% | 10% | 3.2 |
| ALBUQUERQUE, NM | 15% | 25% | 34% | 19% | 7% | 3.2 |
| EL PASO, TX | 11% | 19% | 33% | 23% | 13% | 2.9 |
| OKLAHOMA CITY, OK | 6% | 12% | 38% | 30% | 14% | 2.7 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Professionals were given a list of cities and asked to rate their impression of each one as place to vacation using a five-point scale where five is *very desirable* and one is *very undesirable*. It should be noted that due the extensive list of cities tested, a split sample approach was utilized in which approximately half of the respondents were asked to rate one group of cities, while the other half of business professionals was asked to rate the desirability of a different group of cities. Both Albuquerque and Salt Lake City were included in both lists, so the total sample of 846 respondents rated each of these two cities.

Between approximately two-thirds and three-quarters of business professionals rate the following cities as desirable (a score of 4 or 5) vacation destinations: **San Diego (79%)**, **Seattle (70%)**, **Colorado Springs (70%)**, and **Las Vegas (68%)**.

The majority of respondents also rate **Boulder (63%)**, **Portland (60%)**, and **Austin (54%)** as being desirable places for a vacation, while approximately half feel **San Antonio (49%)** and **Tucson (48%)** are desirable. Approximately one-in-five respondents do not find Austin (18%), San Antonio (18%), or Tucson (19%) to be desirable vacation destinations.

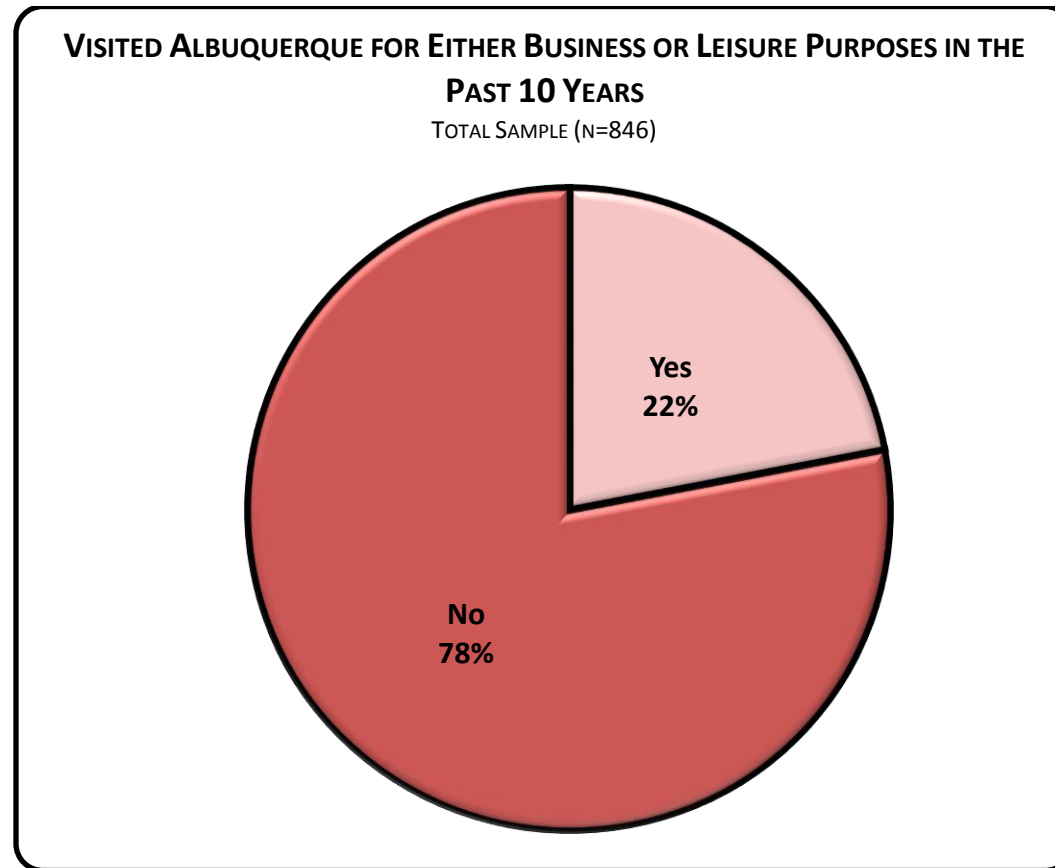
Santa Fe (45%), **Salt Lake City (42%)**, and **Albuquerque (40%)**, all receive similar positive ratings in terms of their desirability as travel destinations. However, approximately one-in-four respondents rate these three cities as being undesirable places to vacation, while one-third respondents have neutral opinions, indicating that they simply do not have strong feelings or high levels of awareness about the cities.

Both **EL PASO** (30% desirable and 36% undesirable) and **OKLAHOMA CITY** (18% desirable and 44% undesirable) are more likely to be rated as undesirable places to vacation than they are to be rated as desirable.

Certain demographic groups are more likely than others to say **Albuquerque, NM** is a *desirable* vacation destination. These groups include:

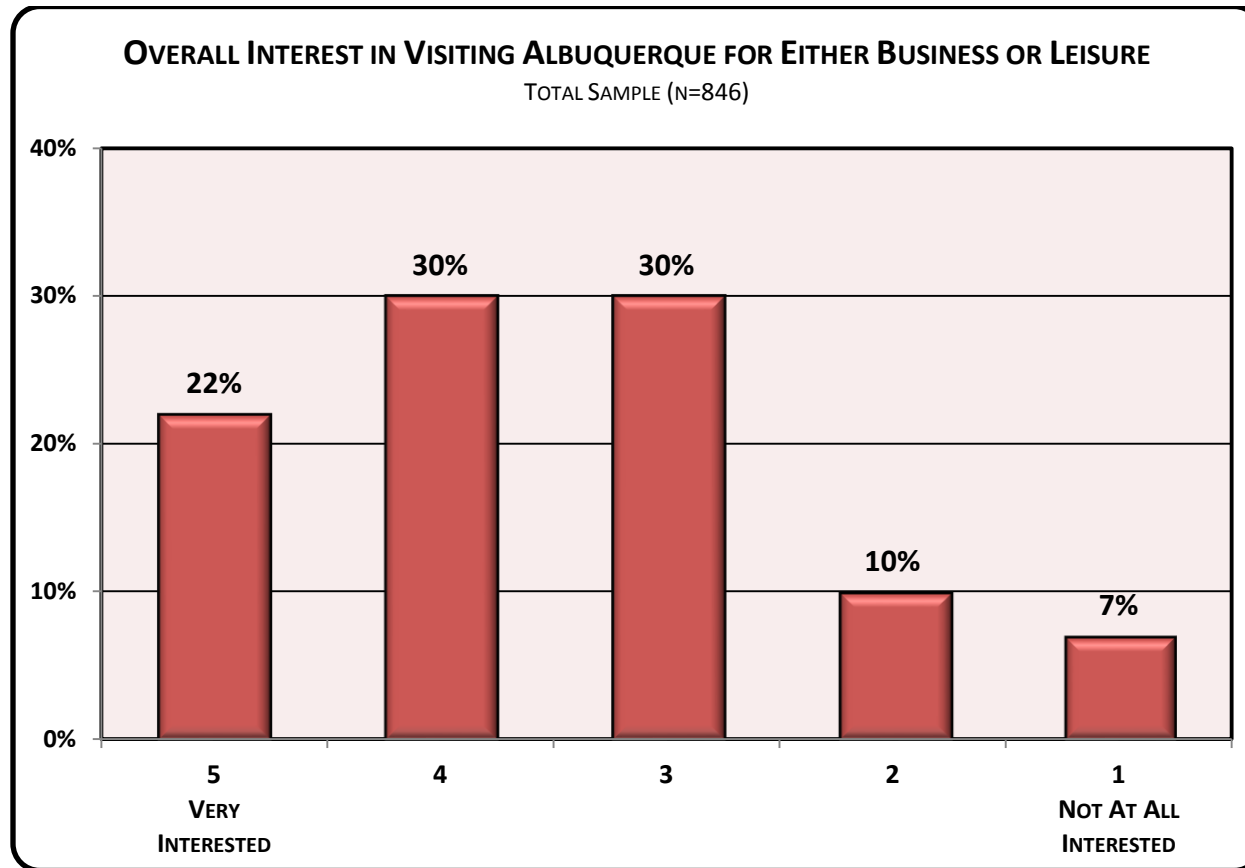
- Hispanics (60%) compared to Anglos (38%) and other ethnicities (40%)
- Those 55 and older (51%) compared to those under age 55 (37%)
- Those earning more than \$60,000 (42%) compared to those earning less than \$60,000 (32%)
- Those who are college graduates or higher (42%) compared to those with some college or less (34%)
- Business owners/co-owners (54%) and upper level managers (52%) compared to midlevel managers (37%) and staff (33%)
- Those who have visited Albuquerque in the past ten years (63%) compared to those who have not (33%)

When compared to Santa Fe, NM, similar demographic trends emerge, as Hispanics, those who are older and more affluent, and those who have visited Albuquerque in the past ten years rate Santa Fe, NM as a desirable vacation destination.



Business professionals were asked **whether or not they have visited Albuquerque** in the past ten years for either business or leisure purposes. Less than one-quarter (22%) of white collar workers say they have visited Albuquerque, while the majority (78%) have not. Those more likely to say they have visited Albuquerque in the past ten years for either business or leisure include:

- Hispanics (35%) compared to Anglos (20%)
- Those ages 18 to 34 (27%) compared to those 45 and older (19%)
- Those with graduate degrees (29%) compared to those with lower education attainment levels (20%)
- Those with children under age 18 (26%) compared to those without (19%)
- Residents in the Mountain region (36%) compared to those in the Midwest-East region (12%)
- Owners/co-owners (33%) and upper level management (40%) compared to mid-level management (22%) and staff members (13%)



| |
|--------|
| MEAN † |
| 3.5 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY INTERESTED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL INTERESTED RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Business professionals were asked, using a five-point scale where a score of five is *very interested* and a score of one is *not at all interested*, to rate **how interested they would be in visiting Albuquerque** someday for either business or leisure purposes.

Just over half (52%) of business professionals say they would be at least somewhat interested in visiting Albuquerque someday for leisure or business purposes with 22% saying they would be *very interested*. Three-in-ten business professionals have a neutral level of interest and 17% say they are not interested in visiting Albuquerque for leisure or business purposes someday (as indicated by a score of 1 or 2). Those more interested than others in visiting Albuquerque include:

- Hispanics (66%) compared to Anglos (51%) and other ethnicities (51%)
- Those earning over \$60,000 (55%) compared to those earning less than \$60,000 (42%)
- Those with some college or higher (53%) compared to those with a high school education or less (39%)
- Those with children under 18 (58%) compared to those without (47%)
- Owner/Co-owners (62%) and upper management (69%) compared to mid-level management (54%) and staff (41%)

| VARIOUS WAYS OF DESCRIBING ALBUQUERQUE SUMMARY TABLE TOTAL SAMPLE (N=846) | | | | | | |
|---|----------------|--------------------|-------------------|--------------------|----------------|-------------------------------|
| | DESCRIBES WELL | DESCRIBES SOMEWHAT | EQUALLY DESCRIBES | DESCRIBES SOMEWHAT | DESCRIBES WELL | |
| SAFE | 43% | 20% | 29% | 4% | 4% | DANGEROUS |
| AFFORDABLE | 36% | 22% | 31% | 5% | 6% | EXPENSIVE |
| LOTS TO DO | 36% | 12% | 27% | 14% | 11% | LITTLE TO DO |
| BROWN | 35% | 22% | 29% | 6% | 9% | GREEN |
| UP & COMING | 33% | 22% | 30% | 8% | 6% | DOWN & OUT |
| A PLACE TO GO TO | 35% | 14% | 21% | 14% | 15% | A PLACE TO GO THROUGH |
| ARTS & CULTURE | 28% | 11% | 37% | 13% | 11% | SNAKES & SCORPIONS |
| DESERT | 25% | 18% | 45% | 5% | 7% | MOUNTAINS |
| INNOVATIVE | 24% | 14% | 40% | 13% | 9% | STUCK IN THE PAST |
| A HISTORIC CITY | 22% | 19% | 47% | 5% | 7% | A MODERN CITY |
| A BIG CITY | 21% | 22% | 33% | 15% | 10% | A SMALL CITY |

The business professionals were given sets of words and phrases and asked to choose **which word or phrase best describes Albuquerque**. After respondents chose a word or phrase, they were asked whether the word or phrase *somewhat describes Albuquerque* or *describes Albuquerque well*.

Safe or Dangerous

The majority (63%) of business professionals describe Albuquerque as safe, with 43% who say this *describes Albuquerque well*. Over one-quarter (29%) says safe and dangerous describes Albuquerque *equally*. Just 8% says Albuquerque is dangerous, with 4% saying dangerous *describes Albuquerque well*.

Affordable or Expensive

Just 11% of business professionals describe Albuquerque as expensive, with 6% who say this *describes Albuquerque well*. Thirty-one percent says Albuquerque is *equally*

expensive and affordable. The majority (58%) says Albuquerque is affordable, with 36% saying affordable *describes Albuquerque well*.

Lots To Do or Little To Do

Forty-eight percent of business professionals describe Albuquerque as having lots to do, with 36% who say this *describes Albuquerque well*. In comparison, one-in-four respondents feel Albuquerque has little to do, while 27% say having lots to do and having little to do describe Albuquerque equally.

Brown or Green

Fifty-seven percent of business professionals describe Albuquerque as brown, with 35% who say this *describes Albuquerque well*. Three-in-ten (29%) says brown and green describes Albuquerque *equally*. Just 15% says Albuquerque better described as being (9% say this *describes Albuquerque well*).

Up and Coming or Down and Out

The majority (55%) of business professionals describe Albuquerque as up and coming, with one-third who say this *describes Albuquerque well*. Another three-in-ten say up and coming and down and out describe Albuquerque *equally*. Fourteen percent say Albuquerque is down and out, with 6% saying down and out *describes Albuquerque well*.

A Place to Go To or A Place To Go Through

Forty-nine percent of business professionals describe Albuquerque as a place to go to, with 35% who say this *describes Albuquerque well*. Over one-fifth (21%) says a place to go to and a place to go through describes Albuquerque *equally*, while 29% say Albuquerque is a place to go through.

Art and Culture or Snakes and Scorpions

Two-fifths (39%) of business professionals describe Albuquerque as having arts and culture, with 28% who say this *describes Albuquerque well*. Thirty-seven percent says arts and culture and snakes and scorpions describe Albuquerque *equally*. Approximately one-quarter (24%) say Albuquerque is better described by snakes and scorpions.

Desert or Mountains

Forty-three percent of business professionals describe Albuquerque as desert, with one-quarter who say this *describes Albuquerque well*. Nearly half (45%) says desert and mountains describes Albuquerque *equally*, while just 12% say mountains better describe Albuquerque.

Innovative or Stuck In the Past

Thirty-eight percent of business professionals describe Albuquerque as innovative, with one-quarter (24%) who say this *describes Albuquerque well*. Two-fifths says innovative and stuck in the past describe Albuquerque *equally*. In comparison, 22% says Albuquerque is best described as being stuck in the past.

A Historical City or a Modern City

Nearly half (47%) of the respondents feel Albuquerque can equally be described as modern city and a historical city. Just 12% say Albuquerque is more of a modern city, compared to 41% who feel Albuquerque is more of a historical city (22% say historical describes Albuquerque *very well*).

Big City or a Small Town

The plurality (43%) say Albuquerque is a big city, with 21% saying a big city *describes Albuquerque well*. One-quarter of business professionals describe Albuquerque as a small town, with one-in-ten who say this *describes Albuquerque well*. One-third say small town and big city describe Albuquerque *equally*.

LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE

TOTAL SAMPLE (N=846)
 RANKED BY HIGHEST PERCENTAGE "STRONGLY AGREE"

| | STRONGLY AGREE | SOMEWHAT AGREE | NEITHER AGREE NOR DISAGREE | SOMEWHAT DISAGREE | STRONGLY DISAGREE |
|---|----------------|----------------|----------------------------|-------------------|-------------------|
| THE CLIMATE IN ALBUQUERQUE IS ABOUT THE SAME AS PHOENIX. | 17% | 43% | 26% | 10% | 2% |
| ALBUQUERQUE WOULD BE A GOOD PLACE TO RAISE A FAMILY. | 17% | 39% | 34% | 8% | 3% |
| ALBUQUERQUE IS SAFE FROM NATURAL DISASTERS LIKE EARTHQUAKES, HURRICANES, AND TORNADOS. | 17% | 38% | 32% | 10% | 2% |
| ALBUQUERQUE'S BUSINESS CLIMATE IS AS GOOD AS THAT OF OTHER SIMILAR-SIZED CITIES IN THE SOUTHWEST. | 15% | 43% | 35% | 6% | 1% |
| ALBUQUERQUE IS A GOOD PLACE TO LAUNCH A STARTUP COMPANY OR BUILD A BUSINESS. | 14% | 30% | 45% | 9% | 2% |
| ALBUQUERQUE HAS GOOD COLLEGES AND UNIVERSITIES. | 13% | 33% | 46% | 7% | 2% |
| ALBUQUERQUE HAS A HIGH-QUALITY WORKFORCE. | 13% | 32% | 47% | 7% | 1% |
| ALBUQUERQUE IS A GOOD PLACE TO BUILD A CAREER. | 13% | 31% | 42% | 11% | 3% |
| ALBUQUERQUE HAS GOOD PUBLIC SCHOOLS. | 9% | 27% | 56% | 7% | 1% |
| SPANISH IS THE PRIMARY LANGUAGE SPOKEN IN ALBUQUERQUE. | 8% | 24% | 39% | 22% | 6% |

White-collar professionals were read **statements that may or may not describe Albuquerque** and asked to indicate if they *strongly agree*, *somewhat agree*, *neither agree nor disagree*, *somewhat disagree*, or *strongly disagree* with each statement.

THE CLIMATE IN ALBUQUERQUE IS ABOUT THE SAME AS PHOENIX:

- Six-in-ten agree that Albuquerque has about the same climate as Phoenix, with 17% who *strongly agree*; just 12% disagree.
- Those who say Albuquerque is a desirable place to vacation (64%) are more likely to agree than those who say Albuquerque is an undesirable vacation destination (56%).

ALBUQUERQUE IS A GOOD PLACE TO RAISE A FAMILY:

- The majority of respondents (56%) agree that Albuquerque is a good place to start a family, with 17% who *strongly agree*; one-in-ten (11%) disagree.
- Hispanics (66%) are more likely to agree than Anglos (54%) and other ethnicities (53%).
- Those with children under age 18 (62%) are more likely to agree than those without children under age 18 (50%).

ALBUQUERQUE IS SAFE FROM NATURAL DISASTERS LIKE EARTHQUAKES, HURRICANES, AND TORNADOES:

- 55% agree that Albuquerque is safe from natural disasters, with 17% who *strongly agree*, compared to 12% who disagree.
- Overall, there are no significant demographic variations.

ALBUQUERQUE'S BUSINESS CLIMATE IS AS GOOD AS THAT OF OTHER SIMILAR SIZED CITIES IN THE SOUTHWEST:

- 58% agree Albuquerque's business climate is as good as similar Southwestern cities, with 15% who *strongly agree*. In comparison, just 7% disagree.
- Hispanics (67%) are more likely to agree compared to Anglos (58%) and other ethnicities (54%).
- Those who are business owners/co-owners, or who are in mid- or upper-level management (65%) are more likely to agree compared to staff (48%).

ALBUQUERQUE IS A GOOD PLACE TO LAUNCH A STARTUP COMPANY OR BUILD A BUSINESS:

- 44% agree Albuquerque is a good place to launch a startup/build a business, with 14% who *strongly agree*; just one-in-ten (11%) disagree.
- Hispanics (55%) are more likely to agree than Anglos (42%).

ALBUQUERQUE HAS GOOD COLLEGES AND UNIVERSITIES:

- Nearly half (46%) agree that Albuquerque has good colleges and universities compared to just 9% who disagree.
- Those with children under age 18 (52%) are more likely to agree than those without children under age 18 (39%).
- Those who are business owners/co-owners, or who are in mid- or upper-level management (54%) are more likely to agree compared to staff (33%).

ALBUQUERQUE HAS A HIGH-QUALITY WORKFORCE:

- 45% agree Albuquerque has a high-quality workforce, with 13% who *strongly agree*; just 8% disagree.
- Those who are business owners/co-owners, or who are in mid- or upper-level management (54%) are more likely to agree compared to staff (31%).

ALBUQUERQUE IS A GOOD PLACE TO BUILD A CAREER:

- 44% agree Albuquerque is a good place to build a career, with 13% who *strongly agree*; 14% disagree that Albuquerque is a good place for career building.
- Hispanics (51%) and other ethnicities (52%) are more likely to agree than Anglos (43%).
- Those who are business owners/co-owners, or who are in mid- or upper-level management (53%) are more likely to agree compared to staff (31%).

ALBUQUERQUE HAS GOOD PUBLIC SCHOOLS:

- Over one-third agree (36%) that Albuquerque has good public schools, compared to just 8% who disagree. The majority (56%) have no opinion.
- Those with children under age 18 (43%) are more likely to agree than those without children under age 18 (30%).

SPANISH IS THE PRIMARY LANGUAGE SPOKEN IN ALBUQUERQUE:

- Nearly one-third (32%) agree that Spanish is the primary language spoken in Albuquerque, though only 28% disagree, and 39% neither agree nor disagree.
- Overall, there are no significant demographic variations.

Overall, business professionals agree with many positive statements about Albuquerque. However, those who say they have visited Albuquerque in the past ten years are more likely to agree with each statement tested, indicating that although they would seem to have a better understanding of Albuquerque than those who have not visited in the past ten years, there are still major misconceptions about the city, such as the climate and language spoken.

| VARIOUS WAYS OF DESCRIBING YOURSELF | | | | | | |
|-------------------------------------|-------------------|-----------------------|----------------------|-----------------------|-------------------|------------|
| TOTAL SAMPLE (N=846) | | | | | | |
| | DESCRIBES ME WELL | DESCRIBES ME SOMEWHAT | EQUALLY DESCRIBES ME | DESCRIBES ME SOMEWHAT | DESCRIBES ME WELL | |
| ADVENTUROUS | 25% | 9% | 33% | 15% | 18% | CAUTIOUS |
| MAINSTREAM | 23% | 17% | 29% | 14% | 17% | OFFBEAT |
| SPONTANEOUS | 15% | 6% | 36% | 14% | 28% | SCHEDULED |
| ENTREPRENEURIAL | 14% | 9% | 32% | 21% | 25% | MANAGERIAL |
| ANALYTICAL | 28% | 11% | 33% | 6% | 23% | CREATIVE |
| HIGH-STRUNG | 12% | 7% | 24% | 17% | 40% | LAI-D-BACK |
| OUTDOORSY | 27% | 8% | 35% | 11% | 19% | INDOORSY |

The business professionals were given word pairs and asked **which word best describes them**. After a word was chosen, respondents were asked whether it *describes them well* or *describes them somewhat*.

ADVENTUROUS OR CAUTIOUS

The respondents are evenly split between being adventurous and cautious as 34% say they are adventurous (25% say this describes them *very well*), 33% say they are more cautious, and 33% say they are equally cautious and adventurous.

MAINSTREAM OR OFFBEAT

Two-fifths of business professionals describe themselves as mainstream, with 23% who say this *describes them well*. Three-in-ten (29%) say they are *equally mainstream and offbeat*, while 31% say offbeat *describes them somewhat* (14%) or *describes them well* (17%).

SPONTANEOUS OR SCHEDULED

Respondents are twice as likely to say they are scheduled (42%) than spontaneous (21%), while 36% say they are equally scheduled and spontaneous.

ENTREPRENEURIAL OR MANAGERIAL

Given the population groups being surveyed, it is not surprising that nearly half (46%) say they are more managerial compared to 23% who say they are more entrepreneurial. One-third of the business respondents say they are *equally entrepreneurial and managerial*.

ANALYTICAL OR CREATIVE

Approximately two-fifths (39%) of business respondents describe themselves as analytical, with 28% who say this *describes them well*. One-third say they are *equally analytical and creative*, while 29% describe themselves as being creative.

HIGH-STRUNG OR LAID-BACK

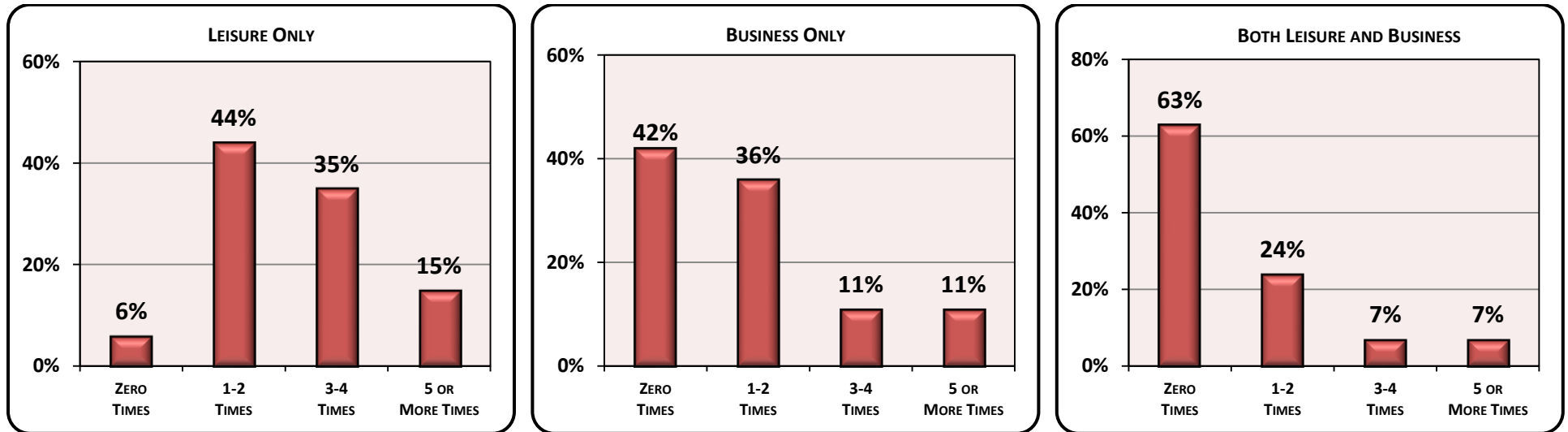
The majority say laid-back either *somewhat* (17%) describes them or *describes them well* (40%). One-fifth (19%) of business professionals describe themselves as high-strung, while 24% they are *equally high-strung and laid-back*.

OUTDOORSY OR INDOORSY

Thirty-five percent of business professionals describe themselves as outdoorsy, with 27% who say this *describes them well*. One-third (35%) say they are *equally outdoorsy and indoorsy*, while three-in-ten say indoorsy either describes them *somewhat* (11%) or *describes them well* (19%).

NUMBER OF TIMES TRAVELED FOR LEISURE OR BUSINESS IN THE PAST 12 MONTHS

TOTAL SAMPLE (N=846)



The professionals surveyed were asked how many times in the past twelve months they have **traveled for leisure-only** purposes, **business-only** purposes, and a **combination of business and leisure** purposes in the past 12 months.

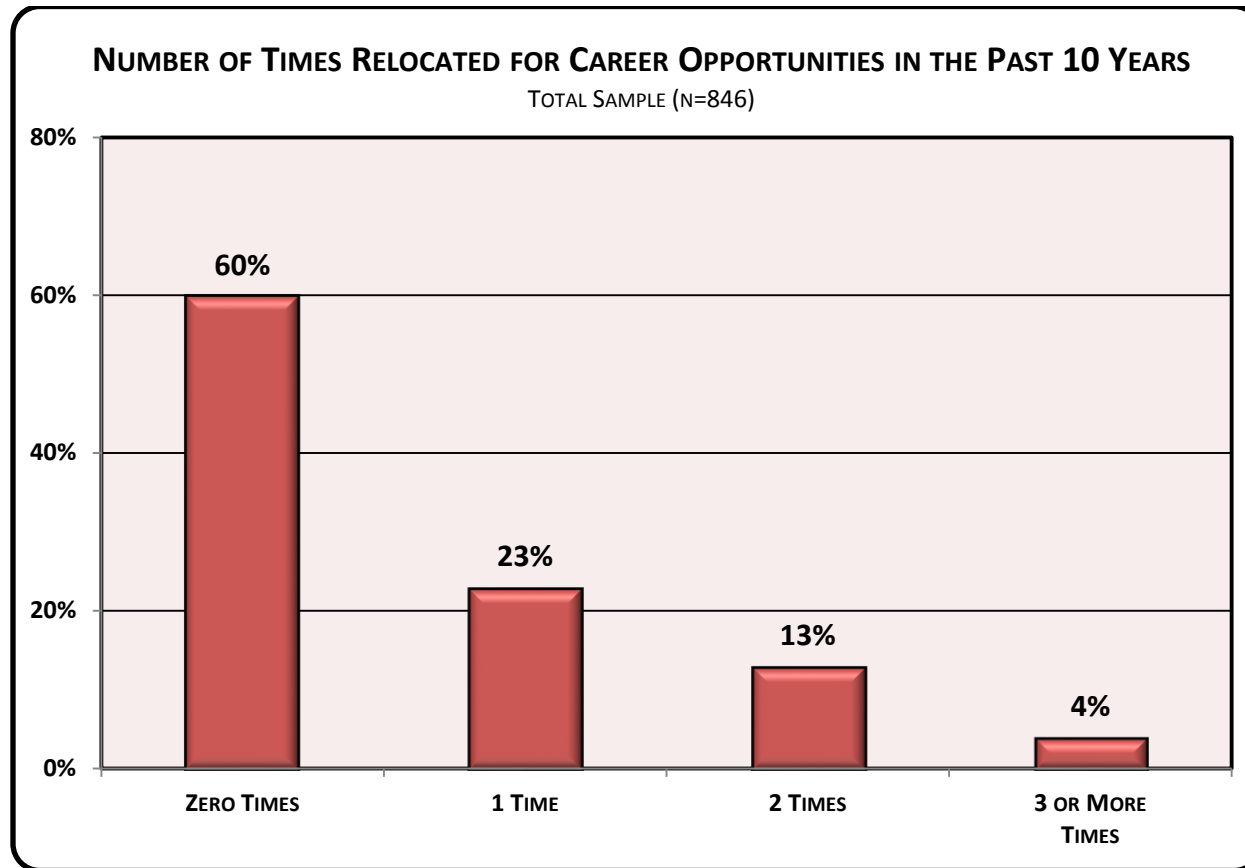
The vast majority (94%) say they have traveled for **leisure purposes only** at least once in the last 12 months, with 44% saying they have traveled for leisure one or two times, 35% who say they have made three or four trips, and 15% who say they have made five or more leisure trips in the past year. Respondents with higher levels of household income and education tend to travel with greater frequency than others.

Nearly three-fifths (58%) of the professionals surveyed say they have traveled for **business-only** purposes at least once in the past year, with 36% who say they have traveled once or twice. Twenty-two have made three or four business trips and 11% have made five or more business trips in the past year. **Those more likely to have traveled at least once for business-only purposes in the past year include:**

- Males (61%) compared to females (53%)
- Hispanics (68%) and other ethnicities (65%) compared to Anglos (55%)
- Those ages 18 to 34 (66%) compared to those 55 and older (45%)
- Those earning \$100,000 or more (66%) compared to those earning under \$60,000 (45%)
- Those who are college graduates or higher (65%) compared to those with some college or less (44%)
- Those with children under age 18 (66%) compared to those without (50%)
- Business owners/co-owners (72%) and upper- (87%) and mid-level (66%) managers compared to staff (36%)

Thirty-eight percent of the professionals surveyed say they have traveled for a **combination of business and leisure** in the past year, with 24% having made just one or two trips, and 14% having made three trips or more. Those more likely to have traveled at least once for a combination of business and leisure in the past year include:

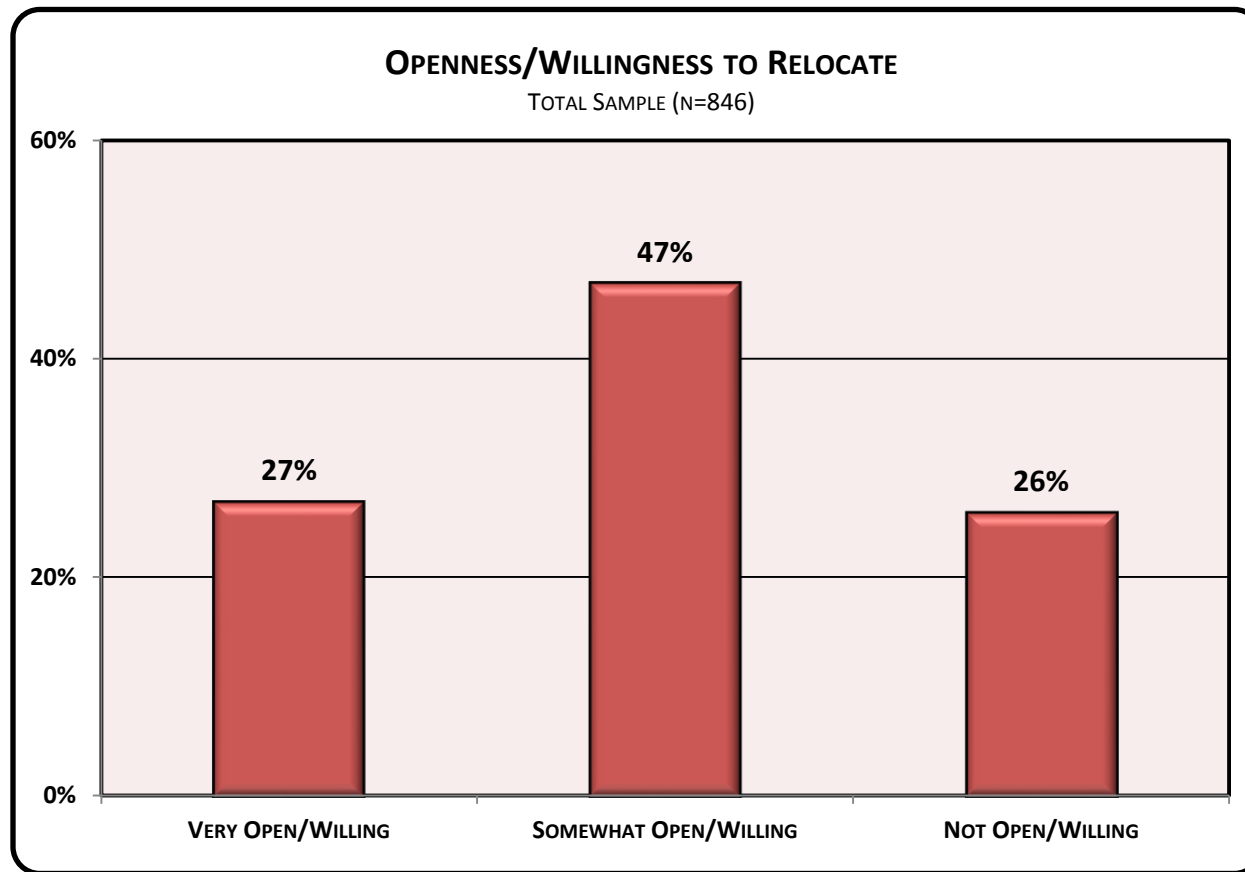
- Males (41%) compared to females (33%)
- Hispanics (53%) and other ethnicities (54%) compared to Anglos (33%)
- Those ages 18 to 44 (44%) compared to those 45 and older (26%)
- Those earning \$100,000 or more (44%) compared to those earning under \$100,000 (34%)
- Those with children under 18 (45%) compared to those without (30%)
- Business owners/co-owners (50%) and upper- (60%) and mid-level managers (44%) compared to those who are in a staff position (20%)



Business professionals were asked how many times in the past ten years they have **relocated for career opportunities**. Overall, two-fifths of those surveyed say they have relocated for a job at least once in the past 10 years, with 23% having moved just once, 13% say they have relocated two times, and just 4% have relocated three times or more.

Professionals more likely to say they have relocated at least once in the past ten years for career opportunities include:

- Hispanics (58%) compared to Anglos (37%)
- Those ages 18 to 34 (53%) compared to those 55 and older (23%)
- Those with graduate (51%) or college degrees (43%) compared to those with some college (31%) or a high school education (25%)
- Those with children under age 18 (45%) compared to those without children under age 18 (36%)
- Those who are upper-level managers (62%) compared to those who are mid-level managers (38%) or staff (32%)
- Those who believe Albuquerque is a desirable place to vacation (48%) compared to those who say Albuquerque is undesirable (36%)
- Those who express interest in visiting Albuquerque for business or leisure (46%) compared to those who do not (29%)
- Those who have visited Albuquerque in the past ten years (64%) compared to those who have not (34%)



Business professionals were asked how open or willing they would be to relocate for educational, career, lifestyle or economic opportunities. As shown above, 27% of respondents say they would be *very open/willing* to relocate, while 47% are *somewhat open/willing*. Approximately one-in-four (26%) respondents say they are *not open or willing to relocate*.

Professionals more likely to say they are *very open or willing to relocate* include:

- Non-Anglos (38%) compared to Anglos (23%)
- Those ages 18 to 34 (38%) compared to those between the ages of 35-44 (25%) and those age 45 and over (18%)
- Those with children under the age of 18 (32%) compared to those without children (22%)
- Upper-level managers (41%)
- Those who have visited Albuquerque in the last 10 years (43%)
- Those who are interested in visiting Albuquerque (36%)

MARKET SEGMENTATION ANALYSIS (BUSINESS PROFESSIONALS)

The following segmentation analysis provides insights into the different types of travelers based on their demographic, personality, and travel characteristics. The cluster analysis that was performed grouped or segmented the travelers based on their responses to each question in the survey.

YOUNG MOVERS AND SHAKERS (17% OF PROFESSIONALS)

The Young Movers and Shakers are the primary target group that could be enticed to visit and/or move to Albuquerque given the right circumstances. This segment of the population is younger, better educated, and more adventurous than the other four segments. They also have the most positive opinion of Albuquerque, which may be explained (at least in part) by the fact that just over half (51%) say they have actually visited Albuquerque within the past 10 years.

Demographically, 45% of the Young Movers and Shakers are under the age of 35, and in total, 73% are under the age of 45 making them the youngest segment. This segment is more likely to be male (61%) than female (39%). Seventy-three percent have children under the age of 18 in the household, which is much higher than any other segment. Sixteen percent of the Young Movers and Shakers identify themselves as Hispanic which is the highest of any segment.

The Young Movers and Shakers are highly educated (78% have a four-year college degree or higher) and have higher levels of income when compared to the other segments (39% have a household income exceeding \$100,000). Half of this segment of business professionals describes themselves as either being in an upper-level management position (32%) or to be business owners/co-owners. The Young Movers and Shakers are also much more likely than others to work for a company with 500 or more employees (64%).

The Young Movers and Shakers tend to travel with greater frequency than the other segments of Business Professionals. In fact, 66% say they have made at least three leisure trips in the last 12 months, 51% have made at least one business trip, and 69% have made at least one combination leisure/business trip.

The Young Movers and Shakers are more likely than the other segments to describe themselves as being more outdoorsy (50%) than indoorsy (15%), and are more likely to say they are adventurous (51%) compared to being cautious (20%). They tend to be equally creative and analytical.

Young Movers and Shakers have a very positive opinion of Albuquerque. Overall, 77% say Albuquerque is desirable as a vacation destination, with 44% saying the city is *very desirable*. Furthermore, 61% say they would be *very interested* in visiting Albuquerque either for business or leisure purposes, with another 32% indicating that they are somewhat interested in visiting.

The Young Movers and Shakers are very optimistic about Albuquerque's business climate and are far more inclined than the other segments to *strongly agree* that Albuquerque:

- Has a business climate that is as good as other similar sized cities in the Southwest (72% *strongly agree*/27% *somewhat agree*)
- Is a good place to start a career (65% *strongly agree*/33% *somewhat agree*)
- Would be a good place to raise a family (69% *strongly agree*/28% *somewhat agree*)
- Is a good place to launch a startup company or build a business (62% *strongly agree*/35% *somewhat agree*)
- Has a high quality workforce (60% *strongly agree*/38% *somewhat agree*)
- Has good colleges and public universities (57% *strongly agree*/36% *somewhat agree*)
- Has good public schools (46% *strongly agree*/43% *somewhat agree*)

The Young Movers and Shakers are clearly the most important segment of the Business Professionals given their extremely positive opinions of Albuquerque. This segment represents 17% of the professionals surveyed, and, as mentioned, is more likely than the other segments to be in upper-level management or ownership positions. The large majority (61%) say they would be *very willing/open* to relocating for career, lifestyle, or economic opportunities, which makes them a prime target when reaching out to encourage people to relocate to Albuquerque. Their openness to relocation is further illustrated by the fact that 65% have relocated at least once in the last ten years for career purposes, with 38% saying that have relocated two or more times.

LIKELY VISITORS (20% OF POPULATION)

The Likely Visitors have very positive opinions about Albuquerque, but unlike the Young Movers and Shakers, tend to be older and less willing to relocate. The Likely Visitors are good candidates to come and visit Albuquerque if motivated, but are not good candidates to move to the area. Likely Visitors make up 20% of the business professionals.

In terms of demographics, Likely Visitors are the oldest segment as 59% are age 45 or over (35% are 55 or over). The majority (59%) do not have children under the age of 18 in the household. No other demographic characteristic separates Likely Visitors from the other segments.

Likely Visitors are more inclined than others to describe themselves as being scheduled (57%), and are twice as likely to say they are more analytical (49%) than creative (25%). They tend to be equally outdoorsy and indoorsy. This is not a segment that is likely to do things on a whim; they are more reserved and are planners by nature.

Likely Visitors are frequent leisure travelers as 56% say they have made three or more trips in the last year, though they are far less likely than the Young Movers and Shakers to make frequent business trips. Given the fact that they tend to be older, it is not surprising that only 23% have relocated for career purposes in the last ten years.

The Likely Visitors are the second most enthusiastic group when it comes to their perceptions of Albuquerque. The majority (58%) say Albuquerque is a desirable vacation destination, yet only 17% say they have actually visited the city within the last 10 years. Furthermore, three-in-four express interest in visiting Albuquerque, with 27% saying they are *very interested* in visiting.

Although the vast majority of Likely Visitors have not visited Albuquerque recently, there are very complimentary of the City. For instance, 84% describe Albuquerque as having lots to do. They are also more likely than any of the other segments to feel Albuquerque:

- Has lots to do (94%) as opposed to little to do (3%)
- Is more innovative (67%) than stuck in the past (2%)
- Is known more for its art and culture (61%) than snakes and scorpions (4%)
- Is a big city (52%) as compared to a small town (14%)

In the agree/disagree statements the large majority of Likely Visitors *somewhat agree* that Albuquerque has a high quality workforce, good schools/colleges, would be a good place to raise a family, and would be a good place to build a career.

In total, just 13% of the Likely Visitors say they are very open/willing to relocate, though 60% do say they are somewhat open/willing to relocate be it for education, career, lifestyle or economic opportunities.

ADVENTUROUS CREATIVES (15% OF POPULATION)

The Adventurous Creatives tend to be younger (71% are under the age of 45) and, as suggested by the title, are more likely than others to describe themselves as being adventurous (64%) and creative (49%) compared to analytical (21%). This segment of the population is also more inclined than others to describe themselves as being offbeat.

Many of the Adventurous Creatives (38%) are in upper management or ownership positions and are just as likely to consider themselves to be more entrepreneurial as they are to be more managerial. The Adventurous Creatives do quite a bit of traveling for business purposes and the large majority (63%) say they have taken combined business and leisure trips in the last year. Furthermore, 69% say they have relocated for career purposes at least once in the last 10 years (36% have relocated two or more times).

The Adventurous Creatives have a generally positive opinion of Albuquerque, though many do not have a strong opinion of the City. Overall, 43% rate Albuquerque as being a desirable place to vacation, while 37% have a neutral opinion, and 20% rate Albuquerque as being undesirable. Furthermore, nearly two-thirds (65%) express interest in visiting Albuquerque someday for either business or leisure. It is also important to note that 29% say they have actually visited Albuquerque in the last 10 years, which is the second highest among the five population segments.

Approximately two-fifths of the Adventurous Creatives agree that Albuquerque would be a good place to start a career, is a good place to start a company/build a business, has a high quality workforce, and has good public schools. While very few disagree with any of these statements, the majority simply have not formed an opinion, indicating a lack of knowledge about the city.

While the Adventurous Creatives may not have the most positive view of Albuquerque of the five segments, there is a lot the city has to offer that they would find attractive. Being younger, creative, and fairly outdoors, this segment is a natural fit for Albuquerque. Being younger and more spontaneous in nature, 43% say they are very open/willing to relocate for educational, career, lifestyle, or economic opportunities. One of the biggest obstacles in attracting this group of young professionals to Albuquerque is simply getting the word out about what the city has to offer.

INDIFFERENT STAFFERS (27% OF POPULATION)

The Indifferent Staffers are the largest of the five segments and, as the name suggests, are distinguished by the fact that the majority (55%) hold staff positions rather than any level of management (mid or upper). They are the least apt to hold upper-level management or ownership positions. This is the least entrepreneurial of the five segments (only 11% describe themselves as being entrepreneurial).

The only notable demographic characteristics of the Indifferent Staffers is that they are most apt to be Anglo/White (88%) and are the only segment that is more likely to be female (53%) than male (47%).

The Indifferent Staffers tend to be more cautious than adventurous, and are more likely to describe themselves as being scheduled than spontaneous. The Indifferent Staffers are the least apt of the five segments to describe themselves as being outdoorsy.

The Indifferent Staffers travel far less often than the other segments. In fact, the large majority say they only took one or two leisure trips in the last year. Only 35% took a business trip, and only 20% took a trip combining business and leisure. Not surprisingly, this segment of the population is the least likely to have visited Albuquerque in the last ten years (9%).

While the Indifferent Staffers are not overly critical of Albuquerque, many simply do not have strong opinions about the City. They are just as likely to say Albuquerque is a desirable place to visit (25%) as they are to say it is undesirable (26%), while 49% have neutral or mixed feelings. Just over one-third (35%) express interest in visiting Albuquerque someday either for business or leisure.

For most of the attribute statements relating Albuquerque, the large majority of Indifferent Staffers neither agree nor disagree, illustrating their lack of knowledge about the City. This segment of the population may be motivated to visit Albuquerque someday, but they appear to be comfortable in their ways and are the least likely of any of the segments to be open to relocation for any purpose.

DETRACTORS (20% OF POPULATION)

The Detractors are largely critical of Albuquerque and are not good candidates for visiting or moving to the city. The large majority of Detractors (70%) say Albuquerque is an undesirable place to visit and only 10% express any interest in visiting someday. However, it should be noted that 17% of the Detractors say they have actually visited Albuquerque within the last ten years.

It is important to note that while the Detractors tend to rate each city lower than the other segments, they are particularly critical of Albuquerque. They rate Albuquerque's desirability lower than any of the other cities tested, including El Paso and Oklahoma City. Relatively few of the Detractors believe that Albuquerque has good schools, a high-quality workforce, would be a good place to raise a family, or is a good place to build a career.

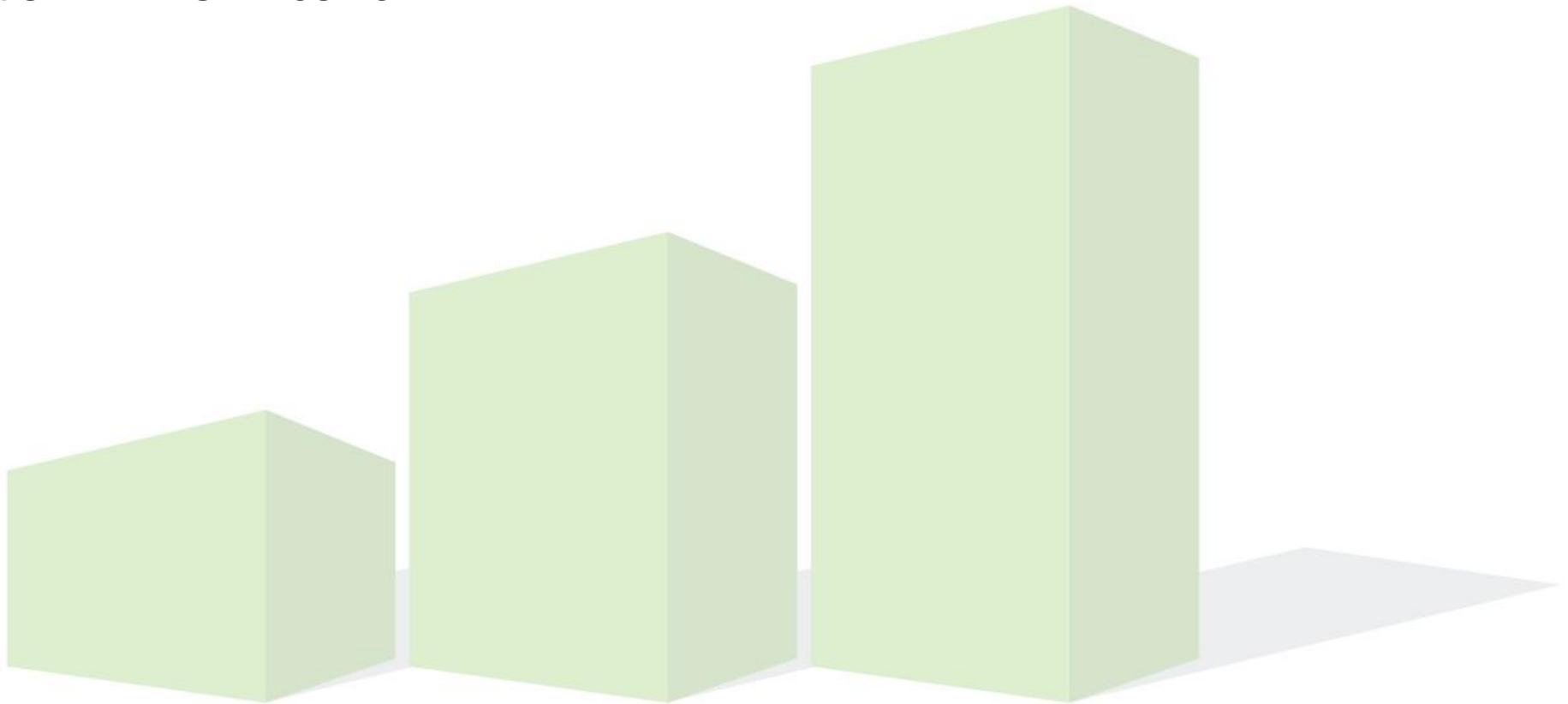
Demographically, the Detractors are slightly younger than the population as whole, and, interestingly, are the least likely to have children under the age of 18 (36%). Just over half (51%) of the Detractors are in staff positions, and just under one-fifth are in upper management or ownership positions.

The Detractors tend to be more cautious and scheduled of all the segments and are the most apt to describe themselves as being more indoorsy than outdoorsy.

The Detractors do travel with some frequency, as 51% say they have made three or more leisure trips in the last year, and about half have made at least one business trip. However, very few have combined business and leisure trips in the last 12 months.

The Detractors make up one-fifth (20%) of the professionals surveyed. There appears to be little hope of convincing this segment of the professional population to visit the city, much less entice them to move to Albuquerque.

II. SUMMARY OF RESULTS



VARIOUS WAYS OF DESCRIBING YOURSELF: ADVENTUROUS OR CAUTIOUS

QUESTION 5: DO YOU CONSIDER YOURSELF **ADVENTUROUS** OR **CAUTIOUS**?

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-------------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| ADVENTUROUS - DESCRIBES ME WELL | 25% | 30% | 20% | 22% | 44% | 37% | 35% | 23% | 20% | 18% | 26% | 22% | 30% | 25% |
| ADVENTUROUS - DESCRIBES ME SOMEWHAT | 9% | 10% | 9% | 10% | 12% | 5% | 10% | 10% | 8% | 9% | 7% | 10% | 10% | 10% |
| EQUALLY ADVENTUROUS AND CAUTIOUS | 33% | 31% | 35% | 34% | 19% | 33% | 33% | 29% | 36% | 35% | 32% | 36% | 33% | 32% |
| CAUTIOUS - DESCRIBES ME SOMEWHAT | 15% | 13% | 16% | 15% | 9% | 14% | 8% | 19% | 16% | 19% | 15% | 14% | 13% | 16% |
| CAUTIOUS - DESCRIBES ME WELL | 18% | 15% | 20% | 19% | 16% | 11% | 14% | 19% | 20% | 19% | 20% | 18% | 15% | 18% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-------------------------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| ADVENTUROUS - DESCRIBES ME WELL | 25% | 29% | 22% | 26% | 26% | 30% | 21% | 25% | 22% | 25% | 25% | 23% | 30% | 25% |
| ADVENTUROUS - DESCRIBES ME SOMEWHAT | 9% | 7% | 8% | 10% | 11% | 10% | 8% | 7% | 22% | 3% | 11% | 8% | 8% | 10% |
| EQUALLY ADVENTUROUS AND CAUTIOUS | 33% | 26% | 33% | 36% | 29% | 31% | 35% | 31% | 33% | 31% | 31% | 35% | 33% | 35% |
| CAUTIOUS - DESCRIBES ME SOMEWHAT | 15% | 14% | 13% | 14% | 17% | 14% | 15% | 15% | 11% | 22% | 15% | 14% | 16% | 13% |
| CAUTIOUS - DESCRIBES ME WELL | 18% | 24% | 24% | 14% | 16% | 15% | 21% | 22% | 13% | 19% | 18% | 20% | 14% | 17% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-------------------------------------|----------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| ADVENTUROUS - DESCRIBES ME WELL | 25% | 32% | 39% | 27% | 17% | 24% | 23% | 28% | 17% | 20% | 32% | 36% | 22% | 20% | 18% | 30% | 34% | 24% |
| ADVENTUROUS - DESCRIBES ME SOMEWHAT | 9% | 6% | 13% | 9% | 9% | 8% | 9% | 10% | 9% | 9% | 9% | 8% | 10% | 6% | 8% | 15% | 11% | 6% |
| EQUALLY ADVENTUROUS AND CAUTIOUS | 33% | 28% | 30% | 35% | 34% | 30% | 35% | 33% | 34% | 35% | 31% | 31% | 34% | 37% | 36% | 28% | 30% | 34% |
| CAUTIOUS - DESCRIBES ME SOMEWHAT | 15% | 14% | 8% | 15% | 17% | 15% | 17% | 13% | 16% | 17% | 13% | 13% | 15% | 14% | 19% | 14% | 14% | 12% |
| CAUTIOUS - DESCRIBES ME WELL | 18% | 20% | 10% | 15% | 22% | 23% | 16% | 16% | 24% | 19% | 15% | 13% | 19% | 23% | 18% | 14% | 11% | 24% |

VARIOUS WAYS OF DESCRIBING YOURSELF: MAINSTREAM OR OFFBEAT

QUESTION 6: DO YOU CONSIDER YOURSELF **MAINSTREAM OR OFFBEAT?**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-------------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| MAIN STREAM - DESCRIBES ME WELL | 23% | 25% | 21% | 24% | 26% | 18% | 17% | 21% | 23% | 37% | 21% | 18% | 25% | 28% |
| MAIN STREAM - DESCRIBES ME SOMEWHAT | 17% | 15% | 19% | 18% | 11% | 15% | 17% | 19% | 15% | 17% | 18% | 18% | 15% | 18% |
| EQUALLY MAIN STREAM AND OFFBEAT | 29% | 31% | 27% | 27% | 28% | 37% | 34% | 24% | 33% | 24% | 26% | 32% | 29% | 28% |
| OFFBEAT - DESCRIBES ME SOMEWHAT | 14% | 14% | 14% | 14% | 7% | 14% | 13% | 17% | 13% | 13% | 15% | 11% | 17% | 13% |
| OFFBEAT - DESCRIBES ME WELL | 17% | 15% | 19% | 16% | 28% | 15% | 19% | 19% | 16% | 10% | 21% | 21% | 13% | 13% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-------------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| MAIN STREAM - DESCRIBES ME WELL | 23% | 25% | 24% | 24% | 20% | 22% | 24% | 23% | 16% | 31% | 24% | 18% | 23% | 25% |
| MAIN STREAM - DESCRIBES ME SOMEWHAT | 17% | 14% | 13% | 18% | 22% | 18% | 16% | 16% | 11% | 19% | 12% | 22% | 17% | 20% |
| EQUALLY MAIN STREAM AND OFFBEAT | 29% | 32% | 25% | 29% | 34% | 29% | 29% | 29% | 42% | 22% | 34% | 31% | 29% | 23% |
| OFFBEAT - DESCRIBES ME SOMEWHAT | 14% | 4% | 18% | 14% | 14% | 13% | 15% | 15% | 9% | 16% | 16% | 13% | 14% | 14% |
| OFFBEAT - DESCRIBES ME WELL | 17% | 25% | 20% | 16% | 10% | 17% | 17% | 17% | 22% | 13% | 14% | 16% | 18% | 18% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-------------------------------------|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| MAIN STREAM - DESCRIBES ME WELL | 23% | 22% | 24% | 26% | 20% | 20% | 25% | 24% | 24% | 22% | 24% | 24% | 23% | 21% | 17% | 22% | 25% | 28% |
| MAIN STREAM - DESCRIBES ME SOMEWHAT | 17% | 11% | 18% | 17% | 19% | 18% | 16% | 17% | 15% | 19% | 17% | 16% | 18% | 20% | 18% | 15% | 19% | 17% |
| EQUALLY MAIN STREAM AND OFFBEAT | 29% | 23% | 29% | 30% | 30% | 28% | 29% | 29% | 30% | 26% | 31% | 31% | 28% | 23% | 30% | 31% | 31% | 28% |
| OFFBEAT - DESCRIBES ME SOMEWHAT | 14% | 18% | 13% | 10% | 16% | 17% | 15% | 11% | 18% | 15% | 12% | 12% | 14% | 13% | 17% | 16% | 8% | 15% |
| OFFBEAT - DESCRIBES ME WELL | 17% | 27% | 16% | 16% | 14% | 17% | 15% | 18% | 13% | 19% | 17% | 17% | 17% | 24% | 17% | 16% | 17% | 13% |

VARIOUS WAYS OF DESCRIBING YOURSELF: SPONTANEOUS OR SCHEDULED

QUESTION 7: DO YOU CONSIDER YOURSELF SPONTANEOUS OR SCHEDULED?

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-------------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| SPONTANEOUS - DESCRIBES ME WELL | 15% | 18% | 12% | 13% | 28% | 21% | 23% | 13% | 12% | 8% | 20% | 12% | 18% | 12% |
| SPONTANEOUS - DESCRIBES ME SOMEWHAT | 6% | 7% | 6% | 6% | 11% | 3% | 6% | 7% | 4% | 7% | 5% | 5% | 8% | 6% |
| EQUALLY SPONTANEOUS AND SCHEDULED | 36% | 35% | 38% | 37% | 28% | 37% | 32% | 37% | 39% | 39% | 33% | 44% | 31% | 35% |
| SCHEDULED - DESCRIBES ME SOMEWHAT | 14% | 13% | 16% | 14% | 18% | 12% | 13% | 12% | 16% | 17% | 15% | 14% | 14% | 14% |
| SCHEDULED - DESCRIBES ME WELL | 28% | 27% | 30% | 30% | 16% | 27% | 25% | 31% | 28% | 29% | 26% | 25% | 28% | 33% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-------------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| SPONTANEOUS - DESCRIBES ME WELL | 15% | 19% | 14% | 14% | 15% | 18% | 12% | 14% | 16% | 6% | 16% | 15% | 17% | 17% |
| SPONTANEOUS - DESCRIBES ME SOMEWHAT | 6% | 8% | 7% | 5% | 7% | 7% | 6% | 5% | 7% | 8% | 8% | 12% | 4% | 3% |
| EQUALLY SPONTANEOUS AND SCHEDULED | 36% | 40% | 33% | 40% | 33% | 35% | 38% | 37% | 40% | 42% | 33% | 30% | 34% | 42% |
| SCHEDULED - DESCRIBES ME SOMEWHAT | 14% | 11% | 14% | 13% | 19% | 14% | 15% | 15% | 16% | 13% | 18% | 12% | 15% | 13% |
| SCHEDULED - DESCRIBES ME WELL | 28% | 21% | 32% | 29% | 27% | 27% | 30% | 29% | 20% | 31% | 26% | 32% | 30% | 26% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-------------------------------------|----------------------|-----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| SPONTANEOUS - DESCRIBES ME WELL | 15% | 23% | 23% | 12% | 12% | 14% | 11% | 19% | 10% | 14% | 17% | 25% | 12% | 12% | 12% | 16% | 21% | 14% |
| SPONTANEOUS - DESCRIBES ME SOMEWHAT | 6% | 6% | 8% | 5% | 6% | 5% | 7% | 6% | 7% | 7% | 5% | 8% | 6% | 5% | 7% | 5% | 7% | 6% |
| EQUALLY SPONTANEOUS AND SCHEDULED | 36% | 29% | 36% | 38% | 37% | 30% | 42% | 36% | 28% | 40% | 37% | 34% | 37% | 30% | 38% | 38% | 39% | 34% |
| SCHEDULED - DESCRIBES ME SOMEWHAT | 14% | 15% | 12% | 16% | 13% | 17% | 14% | 13% | 19% | 12% | 14% | 12% | 15% | 19% | 15% | 15% | 12% | 13% |
| SCHEDULED - DESCRIBES ME WELL | 28% | 27% | 23% | 28% | 31% | 34% | 27% | 26% | 36% | 27% | 27% | 22% | 30% | 35% | 28% | 25% | 20% | 33% |

VARIOUS WAYS OF DESCRIBING YOURSELF: ENTREPRENEURIAL OR MANAGERIAL

QUESTION 8: DO YOU CONSIDER YOURSELF **ENTREPRENEURIAL OR MANAGERIAL**?

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| ENTREPRENEURIAL - DESCRIBES ME WELL | 14% | 15% | 12% | 13% | 21% | 15% | 16% | 14% | 7% | 17% | 12% | 13% | 12% | 17% |
| ENTREPRENEURIAL - DESCRIBES ME SOMEWHAT | 9% | 8% | 10% | 9% | 11% | 8% | 7% | 11% | 10% | 6% | 10% | 7% | 8% | 9% |
| EQUALLY ENTREPRENEURIAL AND MANAGERIAL | 32% | 33% | 31% | 33% | 25% | 30% | 34% | 29% | 38% | 27% | 35% | 37% | 26% | 31% |
| MANAGERIAL - DESCRIBES ME SOMEWHAT | 21% | 19% | 23% | 22% | 18% | 15% | 19% | 22% | 22% | 20% | 21% | 21% | 21% | 20% |
| MANAGERIAL - DESCRIBES ME WELL | 25% | 25% | 24% | 24% | 26% | 32% | 23% | 24% | 23% | 30% | 22% | 22% | 32% | 24% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| ENTREPRENEURIAL - DESCRIBES ME WELL | 14% | 10% | 11% | 14% | 17% | 15% | 13% | 12% | 18% | 9% | 15% | 7% | 16% | 17% |
| ENTREPRENEURIAL - DESCRIBES ME SOMEWHAT | 9% | 14% | 8% | 9% | 8% | 9% | 8% | 8% | 9% | 11% | 8% | 8% | 8% | 10% |
| EQUALLY ENTREPRENEURIAL AND MANAGERIAL | 32% | 33% | 35% | 33% | 29% | 31% | 34% | 32% | 31% | 25% | 34% | 32% | 37% | 30% |
| MANAGERIAL - DESCRIBES ME SOMEWHAT | 21% | 15% | 23% | 20% | 23% | 19% | 22% | 19% | 20% | 22% | 17% | 24% | 19% | 23% |
| MANAGERIAL - DESCRIBES ME WELL | 25% | 28% | 23% | 25% | 23% | 27% | 23% | 29% | 22% | 33% | 27% | 28% | 21% | 19% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---|----------------------|-----------------|-------------------------|-----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE-MENT | MID-LEVEL MANAGE-MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| ENTREPRENEURIAL - DESCRIBES ME WELL | 14% | 34% | 15% | 11% | 9% | 12% | 12% | 16% | 14% | 9% | 17% | 20% | 12% | 21% | 10% | 17% | 13% | 10% |
| ENTREPRENEURIAL - DESCRIBES ME SOMEWHAT | 9% | 10% | 8% | 5% | 12% | 8% | 9% | 9% | 12% | 9% | 8% | 8% | 9% | 7% | 14% | 7% | 9% | 7% |
| EQUALLY ENTREPRENEURIAL AND MANAGERIAL | 32% | 32% | 33% | 26% | 37% | 33% | 33% | 31% | 30% | 34% | 32% | 33% | 32% | 36% | 34% | 29% | 29% | 34% |
| MANAGERIAL - DESCRIBES ME SOMEWHAT | 21% | 11% | 8% | 24% | 26% | 25% | 22% | 17% | 27% | 19% | 19% | 14% | 23% | 19% | 22% | 17% | 20% | 25% |
| MANAGERIAL - DESCRIBES ME WELL | 25% | 14% | 35% | 35% | 17% | 22% | 24% | 27% | 18% | 29% | 24% | 25% | 25% | 17% | 20% | 31% | 28% | 25% |

VARIOUS WAYS OF DESCRIBING YOURSELF: ANALYTICAL OR CREATIVE

QUESTION 9: DO YOU CONSIDER YOURSELF ANALYTICAL OR CREATIVE?

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|------------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| ANALYTICAL - DESCRIBES ME WELL | 28% | 26% | 29% | 27% | 26% | 30% | 24% | 31% | 24% | 32% | 24% | 22% | 33% | 31% |
| ANALYTICAL - DESCRIBES ME SOMEWHAT | 11% | 10% | 11% | 11% | 5% | 9% | 11% | 8% | 12% | 12% | 10% | 10% | 11% | 11% |
| EQUALLY ANALYTICAL AND CREATIVE | 33% | 35% | 30% | 33% | 28% | 32% | 34% | 31% | 37% | 28% | 36% | 41% | 22% | 30% |
| CREATIVE - DESCRIBES ME SOMEWHAT | 6% | 7% | 6% | 7% | 5% | 5% | 6% | 7% | 6% | 6% | 6% | 6% | 8% | 6% |
| CREATIVE - DESCRIBES ME WELL | 23% | 21% | 25% | 22% | 35% | 25% | 24% | 24% | 21% | 22% | 23% | 22% | 26% | 22% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|------------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| ANALYTICAL - DESCRIBES ME WELL | 28% | 18% | 25% | 27% | 35% | 28% | 28% | 27% | 24% | 34% | 28% | 28% | 28% | 26% |
| ANALYTICAL - DESCRIBES ME SOMEWHAT | 11% | 11% | 11% | 11% | 10% | 10% | 11% | 12% | 7% | 13% | 15% | 9% | 9% | 9% |
| EQUALLY ANALYTICAL AND CREATIVE | 33% | 35% | 31% | 34% | 31% | 30% | 36% | 31% | 45% | 22% | 34% | 35% | 28% | 35% |
| CREATIVE - DESCRIBES ME SOMEWHAT | 6% | 10% | 8% | 6% | 4% | 6% | 7% | 5% | 7% | 5% | 7% | 7% | 9% | 5% |
| CREATIVE - DESCRIBES ME WELL | 23% | 26% | 25% | 23% | 19% | 27% | 19% | 26% | 16% | 27% | 17% | 21% | 26% | 24% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|------------------------------------|----------------------|-----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| ANALYTICAL - DESCRIBES ME WELL | 28% | 23% | 22% | 31% | 28% | 29% | 30% | 25% | 27% | 28% | 27% | 32% | 26% | 25% | 20% | 21% | 28% | 38% |
| ANALYTICAL - DESCRIBES ME SOMEWHAT | 11% | 7% | 6% | 12% | 12% | 11% | 12% | 9% | 11% | 11% | 10% | 5% | 12% | 7% | 13% | 12% | 10% | 9% |
| EQUALLY ANALYTICAL AND CREATIVE | 33% | 29% | 42% | 30% | 33% | 30% | 31% | 36% | 35% | 33% | 32% | 31% | 33% | 29% | 38% | 33% | 36% | 29% |
| CREATIVE - DESCRIBES ME SOMEWHAT | 6% | 5% | 8% | 5% | 7% | 9% | 4% | 7% | 7% | 8% | 5% | 8% | 6% | 10% | 7% | 7% | 4% | 6% |
| CREATIVE - DESCRIBES ME WELL | 23% | 35% | 23% | 22% | 19% | 21% | 23% | 24% | 20% | 20% | 26% | 24% | 23% | 29% | 22% | 27% | 22% | 18% |

VARIOUS WAYS OF DESCRIBING YOURSELF: HIGH-STRUNG OR LAID-BACK

QUESTION 10: DO YOU CONSIDER YOURSELF **HIGH-STRUNG OR LAID BACK?**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-------------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| HIGH-STRUNG - DESCRIBES ME WELL | 12% | 10% | 14% | 11% | 16% | 15% | 14% | 11% | 12% | 10% | 7% | 12% | 13% | 13% |
| HIGH-STRUNG - DESCRIBES ME SOMEWHAT | 7% | 4% | 11% | 7% | 9% | 8% | 10% | 8% | 4% | 6% | 9% | 10% | 6% | 6% |
| EQUALLY HIGH-STRUNG AND LAID-BACK | 24% | 21% | 27% | 25% | 16% | 22% | 24% | 25% | 22% | 24% | 19% | 29% | 22% | 24% |
| LAID-BACK - DESCRIBES ME SOMEWHAT | 17% | 19% | 16% | 18% | 16% | 15% | 14% | 16% | 22% | 20% | 19% | 16% | 16% | 17% |
| LAID-BACK - DESCRIBES ME WELL | 40% | 46% | 33% | 39% | 44% | 41% | 39% | 40% | 41% | 40% | 45% | 33% | 43% | 40% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-------------------------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| HIGH-STRUNG - DESCRIBES ME WELL | 12% | 8% | 11% | 10% | 17% | 13% | 11% | 14% | 11% | 17% | 12% | 8% | 7% | 16% |
| HIGH-STRUNG - DESCRIBES ME SOMEWHAT | 7% | 8% | 7% | 6% | 10% | 8% | 7% | 9% | 4% | 3% | 10% | 5% | 9% | 7% |
| EQUALLY HIGH-STRUNG AND LAID-BACK | 24% | 17% | 25% | 27% | 20% | 23% | 24% | 23% | 24% | 20% | 25% | 25% | 18% | 28% |
| LAID-BACK - DESCRIBES ME SOMEWHAT | 17% | 11% | 18% | 17% | 17% | 15% | 19% | 24% | 13% | 14% | 13% | 17% | 19% | 16% |
| LAID-BACK - DESCRIBES ME WELL | 40% | 56% | 38% | 40% | 37% | 41% | 39% | 29% | 49% | 45% | 40% | 45% | 46% | 33% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-------------------------------------|----------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| HIGH-STRUNG - DESCRIBES ME WELL | 12% | 17% | 13% | 10% | 11% | 13% | 9% | 13% | 13% | 5% | 15% | 14% | 11% | 10% | 7% | 11% | 14% | 16% |
| HIGH-STRUNG - DESCRIBES ME SOMEWHAT | 7% | 6% | 7% | 8% | 7% | 7% | 9% | 7% | 5% | 9% | 7% | 6% | 8% | 7% | 6% | 7% | 7% | 9% |
| EQUALLY HIGH-STRUNG AND LAID-BACK | 24% | 24% | 23% | 22% | 25% | 23% | 24% | 24% | 24% | 26% | 22% | 22% | 24% | 28% | 22% | 26% | 21% | 22% |
| LAID-BACK - DESCRIBES ME SOMEWHAT | 17% | 14% | 20% | 17% | 17% | 15% | 20% | 16% | 17% | 18% | 17% | 18% | 17% | 15% | 16% | 21% | 15% | 18% |
| LAID-BACK - DESCRIBES ME WELL | 40% | 39% | 38% | 42% | 39% | 42% | 38% | 40% | 41% | 41% | 39% | 39% | 40% | 40% | 49% | 35% | 43% | 35% |

VARIOUS WAYS OF DESCRIBING YOURSELF: OUTDOORSY OR INDOORSY

QUESTION 11: DO YOU CONSIDER YOURSELF **OUTDOORSY OR INDOORSY?**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| OUTDOORSY - DESCRIBES ME WELL | 27% | 30% | 23% | 27% | 23% | 26% | 28% | 27% | 22% | 29% | 24% | 24% | 38% | 23% |
| OUTDOORSY | 8% | 9% | 8% | 8% | 19% | 7% | 9% | 10% | 8% | 5% | 9% | 8% | 7% | 9% |
| EQUALLY OUTDOORSY AND INDOORSY | 35% | 36% | 33% | 35% | 30% | 35% | 34% | 34% | 37% | 35% | 34% | 36% | 31% | 36% |
| INDOORSY | 11% | 11% | 13% | 12% | 7% | 13% | 10% | 11% | 11% | 15% | 12% | 11% | 10% | 13% |
| INDOORSY - DESCRIBES ME WELL | 19% | 14% | 24% | 18% | 21% | 19% | 19% | 18% | 23% | 16% | 22% | 20% | 14% | 19% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| OUTDOORSY - DESCRIBES ME WELL | 27% | 38% | 25% | 25% | 26% | 33% | 20% | 23% | 35% | 27% | 28% | 26% | 23% | 29% |
| OUTDOORSY | 8% | 4% | 6% | 10% | 8% | 10% | 6% | 9% | 7% | 5% | 11% | 9% | 7% | 9% |
| EQUALLY OUTDOORSY AND INDOORSY | 35% | 32% | 33% | 40% | 26% | 33% | 37% | 36% | 36% | 38% | 30% | 30% | 34% | 39% |
| INDOORSY | 11% | 10% | 14% | 7% | 18% | 9% | 14% | 9% | 7% | 11% | 11% | 14% | 13% | 12% |
| INDOORSY - DESCRIBES ME WELL | 19% | 17% | 21% | 17% | 21% | 15% | 22% | 22% | 15% | 20% | 20% | 21% | 23% | 12% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------------------|----------------------|-----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| OUTDOORSY - DESCRIBES ME WELL | 27% | 32% | 33% | 27% | 22% | 31% | 19% | 30% | 22% | 20% | 32% | 31% | 25% | 23% | 29% | 29% | 31% | 23% |
| OUTDOORSY | 8% | 3% | 13% | 9% | 8% | 4% | 10% | 9% | 3% | 9% | 10% | 7% | 9% | 8% | 3% | 14% | 9% | 6% |
| EQUALLY OUTDOORSY AND INDOORSY | 35% | 32% | 38% | 36% | 34% | 25% | 42% | 35% | 31% | 36% | 35% | 37% | 34% | 32% | 38% | 31% | 33% | 35% |
| INDOORSY | 11% | 16% | 7% | 10% | 13% | 13% | 13% | 9% | 16% | 13% | 9% | 7% | 13% | 19% | 11% | 8% | 9% | 13% |
| INDOORSY - DESCRIBES ME WELL | 19% | 16% | 11% | 18% | 23% | 27% | 16% | 16% | 28% | 21% | 15% | 17% | 19% | 18% | 18% | 17% | 17% | 23% |

NUMBER OF TIMES TRAVELED FOR LEISURE ONLY PURPOSES

QUESTION 12: HOW MANY TIMES IN THE PAST 12 MONTHS HAVE YOU TRAVELED FOR LEISURE ONLY PURPOSES?

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| ZERO TIMES | 6% | 6% | 6% | 6% | 7% | 5% | 4% | 3% | 7% | 12% | 8% | 7% | 4% | 4% |
| ONE OR TWO TIMES | 44% | 46% | 41% | 44% | 46% | 42% | 41% | 49% | 47% | 38% | 52% | 44% | 45% | 37% |
| THREE OR FOUR TIMES | 35% | 34% | 36% | 34% | 32% | 42% | 41% | 35% | 30% | 31% | 27% | 40% | 34% | 38% |
| FIVE OR MORE TIMES | 15% | 14% | 17% | 15% | 16% | 12% | 14% | 12% | 16% | 20% | 12% | 9% | 17% | 20% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| ZERO TIMES | 6% | 13% | 9% | 3% | 4% | 3% | 8% | 7% | 9% | 5% | 7% | 7% | 6% | 3% |
| ONE OR TWO TIMES | 44% | 47% | 49% | 43% | 39% | 44% | 44% | 45% | 40% | 36% | 43% | 45% | 42% | 49% |
| THREE OR FOUR TIMES | 35% | 25% | 29% | 40% | 36% | 39% | 31% | 33% | 29% | 50% | 38% | 35% | 37% | 30% |
| FIVE OR MORE TIMES | 15% | 15% | 13% | 14% | 21% | 13% | 17% | 15% | 22% | 9% | 13% | 13% | 16% | 18% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------|----------------------|-----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ Co-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| ZERO TIMES | 6% | 7% | 2% | 4% | 8% | 7% | 6% | 5% | 12% | 5% | 5% | 4% | 6% | 11% | 8% | 5% | 3% | 3% |
| ONE OR TWO TIMES | 44% | 39% | 35% | 44% | 49% | 46% | 48% | 39% | 42% | 51% | 40% | 36% | 46% | 47% | 44% | 43% | 42% | 42% |
| THREE OR FOUR TIMES | 35% | 31% | 47% | 39% | 29% | 32% | 35% | 38% | 31% | 33% | 38% | 45% | 32% | 27% | 33% | 41% | 37% | 38% |
| FIVE OR MORE TIMES | 15% | 23% | 17% | 12% | 14% | 15% | 12% | 18% | 15% | 11% | 17% | 16% | 15% | 15% | 15% | 10% | 17% | 17% |

NUMBER OF TIMES TRAVELED FOR BUSINESS ONLY PURPOSES

QUESTION 13: HOW MANY TIMES IN THE PAST 12 MONTHS HAVE YOU TRAVELED FOR BUSINESS ONLY PURPOSES?

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| ZERO TIMES | 42% | 39% | 47% | 45% | 32% | 35% | 34% | 41% | 46% | 55% | 55% | 44% | 41% | 34% |
| ONE OR TWO TIMES | 36% | 35% | 36% | 35% | 26% | 45% | 41% | 38% | 35% | 25% | 28% | 39% | 39% | 37% |
| THREE OR FOUR TIMES | 11% | 14% | 8% | 11% | 19% | 9% | 13% | 10% | 12% | 8% | 8% | 11% | 10% | 13% |
| FIVE OR MORE TIMES | 11% | 13% | 9% | 10% | 23% | 11% | 12% | 12% | 7% | 12% | 9% | 6% | 10% | 16% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| ZERO TIMES | 42% | 60% | 55% | 37% | 32% | 34% | 50% | 37% | 47% | 47% | 48% | 42% | 42% | 41% |
| ONE OR TWO TIMES | 36% | 29% | 30% | 38% | 39% | 38% | 33% | 43% | 35% | 36% | 35% | 35% | 32% | 35% |
| THREE OR FOUR TIMES | 11% | 8% | 6% | 13% | 14% | 14% | 9% | 11% | 7% | 11% | 8% | 12% | 12% | 13% |
| FIVE OR MORE TIMES | 11% | 3% | 8% | 12% | 15% | 14% | 8% | 9% | 11% | 6% | 10% | 12% | 14% | 11% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------|----------------------|-----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ Co-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| ZERO TIMES | 42% | 28% | 13% | 34% | 64% | 49% | 48% | 33% | 54% | 53% | 32% | 23% | 48% | 53% | 45% | 31% | 36% | 45% |
| ONE OR TWO TIMES | 36% | 41% | 37% | 45% | 26% | 38% | 36% | 34% | 34% | 31% | 39% | 36% | 36% | 32% | 38% | 45% | 34% | 32% |
| THREE OR FOUR TIMES | 11% | 19% | 24% | 11% | 4% | 8% | 9% | 15% | 7% | 9% | 13% | 21% | 8% | 7% | 10% | 14% | 15% | 9% |
| FIVE OR MORE TIMES | 11% | 12% | 26% | 11% | 5% | 5% | 8% | 17% | 5% | 7% | 15% | 21% | 8% | 8% | 7% | 10% | 15% | 14% |

NUMBER OF TIMES TRAVELED FOR BOTH LEISURE AND BUSINESS PURPOSES

QUESTION 14: HOW MANY TIMES IN THE PAST TWELVE MONTHS HAVE YOU TRAVELED FOR A COMBINATION OF BUSINESS AND LEISURE PURPOSES?

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| ZERO TIMES | 63% | 59% | 67% | 67% | 47% | 46% | 53% | 58% | 72% | 76% | 66% | 67% | 65% | 56% |
| ONE OR TWO TIMES | 24% | 25% | 23% | 22% | 28% | 33% | 23% | 30% | 23% | 18% | 22% | 21% | 25% | 27% |
| THREE OR FOUR TIMES | 7% | 9% | 6% | 6% | 14% | 12% | 12% | 6% | 4% | 3% | 6% | 8% | 7% | 6% |
| FIVE OR MORE TIMES | 7% | 7% | 6% | 6% | 11% | 9% | 12% | 6% | 2% | 3% | 6% | 3% | 3% | 11% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| ZERO TIMES | 63% | 65% | 71% | 63% | 52% | 55% | 70% | 59% | 65% | 64% | 70% | 67% | 58% | 59% |
| ONE OR TWO TIMES | 24% | 26% | 18% | 22% | 33% | 28% | 20% | 29% | 22% | 22% | 18% | 21% | 25% | 27% |
| THREE OR FOUR TIMES | 7% | 3% | 6% | 8% | 8% | 9% | 6% | 7% | 9% | 8% | 5% | 6% | 8% | 7% |
| FIVE OR MORE TIMES | 7% | 6% | 5% | 7% | 7% | 8% | 5% | 5% | 4% | 6% | 7% | 6% | 9% | 6% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------|----------------------|-----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ Co-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| ZERO TIMES | 63% | 50% | 40% | 56% | 80% | 65% | 68% | 57% | 69% | 71% | 56% | 37% | 70% | 64% | 70% | 62% | 50% | 65% |
| ONE OR TWO TIMES | 24% | 32% | 30% | 30% | 14% | 24% | 23% | 25% | 21% | 22% | 26% | 32% | 21% | 26% | 22% | 25% | 27% | 22% |
| THREE OR FOUR TIMES | 7% | 9% | 19% | 7% | 2% | 4% | 6% | 10% | 5% | 3% | 10% | 17% | 4% | 5% | 6% | 9% | 12% | 4% |
| FIVE OR MORE TIMES | 7% | 9% | 11% | 7% | 4% | 7% | 4% | 9% | 5% | 4% | 9% | 13% | 5% | 5% | 1% | 5% | 11% | 9% |

NUMBER OF TIMES RELOCATED FOR CAREER OPPORTUNITIES IN THE PAST 10 YEARS

QUESTION 15: HOW MANY TIMES IN THE PAST TEN YEARS HAVE YOU RELOCATED FOR CAREER OPPORTUNITIES?

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| ZERO TIMES | 60% | 57% | 63% | 63% | 42% | 51% | 47% | 58% | 68% | 77% | 63% | 59% | 60% | 59% |
| ONE TIME | 23% | 23% | 22% | 22% | 28% | 25% | 29% | 20% | 24% | 15% | 21% | 24% | 22% | 24% |
| TWO TIMES | 13% | 15% | 11% | 11% | 25% | 20% | 19% | 15% | 5% | 7% | 12% | 10% | 17% | 13% |
| THREE OR MORE TIMES | 4% | 5% | 4% | 4% | 5% | 5% | 5% | 7% | 3% | 1% | 4% | 7% | 2% | 5% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| ZERO TIMES | 60% | 75% | 69% | 57% | 49% | 55% | 64% | 63% | 49% | 69% | 63% | 61% | 55% | 58% |
| ONE TIME | 23% | 14% | 17% | 26% | 25% | 22% | 23% | 20% | 25% | 20% | 18% | 22% | 25% | 26% |
| TWO TIMES | 13% | 10% | 11% | 12% | 20% | 17% | 9% | 13% | 18% | 8% | 12% | 12% | 17% | 12% |
| THREE OR MORE TIMES | 4% | 1% | 3% | 5% | 6% | 6% | 3% | 4% | 7% | 3% | 7% | 5% | 3% | 4% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------|----------------------|-----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ Co-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| ZERO TIMES | 60% | 52% | 38% | 62% | 68% | 64% | 65% | 52% | 71% | 62% | 54% | 36% | 66% | 63% | 66% | 57% | 55% | 60% |
| ONE TIME | 23% | 23% | 33% | 21% | 21% | 22% | 20% | 25% | 16% | 22% | 25% | 32% | 20% | 20% | 20% | 24% | 21% | 26% |
| TWO TIMES | 13% | 16% | 23% | 13% | 9% | 9% | 12% | 17% | 9% | 10% | 16% | 24% | 10% | 9% | 10% | 17% | 17% | 11% |
| THREE OR MORE TIMES | 4% | 8% | 7% | 4% | 3% | 4% | 3% | 6% | 4% | 5% | 5% | 8% | 4% | 8% | 3% | 2% | 7% | 3% |

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: AUSTIN, TEXAS

QUESTION 16: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **AUSTIN, TEXAS**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 23% | 21% | 26% | 22% | 43% | 18% | 21% | 25% | 27% | 21% | 22% | 28% | 23% | 19% |
| 4 | 31% | 31% | 32% | 31% | 17% | 42% | 33% | 32% | 28% | 31% | 32% | 27% | 29% | 37% |
| 3 | 28% | 31% | 24% | 28% | 33% | 24% | 29% | 26% | 26% | 30% | 28% | 26% | 32% | 27% |
| 2 | 12% | 12% | 12% | 12% | 7% | 11% | 11% | 12% | 14% | 12% | 9% | 15% | 14% | 11% |
| 1 VERY UNDESIRABLE | 6% | 6% | 5% | 6% | - | 5% | 6% | 4% | 6% | 6% | 10% | 5% | 2% | 6% |
| MEAN † | 3.5 | 3.5 | 3.6 | 3.5 | 4.0 | 3.6 | 3.5 | 3.6 | 3.6 | 3.5 | 3.5 | 3.6 | 3.6 | 3.5 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 23% | 27% | 19% | 26% | 22% | 26% | 21% | 21% | 25% | 15% | 23% | 33% | 18% | 25% |
| 4 | 31% | 29% | 28% | 30% | 41% | 34% | 29% | 31% | 29% | 42% | 35% | 38% | 28% | 24% |
| 3 | 28% | 24% | 31% | 27% | 25% | 26% | 29% | 28% | 25% | 18% | 25% | 23% | 32% | 33% |
| 2 | 12% | 13% | 13% | 12% | 10% | 10% | 14% | 8% | 17% | 18% | 12% | 4% | 16% | 13% |
| 1 VERY UNDESIRABLE | 6% | 7% | 9% | 4% | 2% | 4% | 7% | 11% | 4% | 6% | 5% | 1% | 6% | 4% |
| MEAN † | 3.5 | 3.6 | 3.3 | 3.6 | 3.7 | 3.7 | 3.4 | 3.4 | 3.5 | 3.4 | 3.6 | 4.0 | 3.4 | 3.5 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|-------------------------|-----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE-MENT | MID-LEVEL MANAGE-MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 23% | 24% | 31% | 21% | 22% | 13% | 12% | 39% | 18% | 8% | 34% | 32% | 20% | 22% | 22% | 22% | 31% | 20% |
| 4 | 31% | 36% | 33% | 31% | 29% | 23% | 38% | 31% | 22% | 33% | 34% | 44% | 27% | 25% | 36% | 35% | 29% | 32% |
| 3 | 28% | 22% | 28% | 30% | 27% | 19% | 38% | 25% | 18% | 38% | 25% | 19% | 31% | 41% | 22% | 25% | 27% | 28% |
| 2 | 12% | 14% | 7% | 13% | 13% | 28% | 10% | 4% | 22% | 18% | 5% | 5% | 15% | 12% | 13% | 13% | 7% | 14% |
| 1 VERY UNDESIRABLE | 6% | 3% | 2% | 4% | 9% | 17% | 1% | 2% | 18% | 3% | 3% | - | 7% | - | 7% | 5% | 6% | 7% |
| MEAN † | 3.5 | 3.6 | 3.9 | 3.5 | 3.4 | 2.9 | 3.5 | 4.0 | 3.0 | 3.3 | 3.9 | 4.0 | 3.4 | 3.6 | 3.5 | 3.5 | 3.7 | 3.4 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: BOULDER, COLORADO

QUESTION 16: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **BOULDER, COLORADO**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 30% | 25% | 35% | 31% | 40% | 16% | 28% | 32% | 33% | 25% | 20% | 38% | 36% | 25% |
| 4 | 33% | 31% | 35% | 35% | 27% | 24% | 33% | 32% | 31% | 36% | 32% | 33% | 25% | 39% |
| 3 | 24% | 27% | 20% | 21% | 23% | 42% | 25% | 25% | 17% | 29% | 33% | 20% | 24% | 21% |
| 2 | 8% | 8% | 8% | 7% | 7% | 15% | 10% | 7% | 12% | 3% | 10% | 6% | 9% | 7% |
| 1 VERY UNDESIRABLE | 5% | 8% | 2% | 6% | 3% | 4% | 4% | 4% | 7% | 8% | 5% | 3% | 6% | 7% |
| MEAN † | 3.7 | 3.6 | 3.9 | 3.8 | 3.9 | 3.3 | 3.7 | 3.8 | 3.7 | 3.7 | 3.5 | 4.0 | 3.8 | 3.7 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 30% | 33% | 28% | 31% | 28% | 34% | 25% | 32% | 29% | 30% | 25% | 38% | 25% | 29% |
| 4 | 33% | 24% | 29% | 37% | 34% | 36% | 30% | 30% | 29% | 33% | 33% | 35% | 29% | 38% |
| 3 | 24% | 24% | 28% | 21% | 25% | 19% | 29% | 24% | 8% | 27% | 30% | 25% | 27% | 20% |
| 2 | 8% | 13% | 7% | 6% | 10% | 7% | 9% | 10% | 25% | 6% | 7% | 3% | 7% | 9% |
| 1 VERY UNDESIRABLE | 5% | 4% | 7% | 5% | 2% | 4% | 7% | 4% | 8% | 3% | 5% | - | 12% | 4% |
| MEAN † | 3.7 | 3.7 | 3.6 | 3.8 | 3.8 | 3.9 | 3.6 | 3.8 | 3.5 | 3.8 | 3.6 | 4.1 | 3.5 | 3.8 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | YES | NO | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 30% | 34% | 38% | 32% | 23% | 18% | 21% | 44% | 21% | 18% | 39% | 38% | 27% | 20% | 29% | 29% | 37% | 30% |
| 4 | 33% | 22% | 39% | 33% | 34% | 30% | 33% | 35% | 20% | 37% | 35% | 37% | 32% | 39% | 33% | 28% | 29% | 35% |
| 3 | 24% | 21% | 18% | 22% | 28% | 20% | 39% | 13% | 25% | 34% | 18% | 17% | 26% | 24% | 20% | 30% | 26% | 22% |
| 2 | 8% | 16% | 3% | 8% | 8% | 18% | 5% | 5% | 18% | 7% | 5% | 5% | 9% | 10% | 10% | 5% | 7% | 9% |
| 1 VERY UNDESIRABLE | 5% | 7% | 2% | 4% | 7% | 14% | 2% | 2% | 16% | 4% | 3% | 4% | 6% | 8% | 7% | 7% | 1% | 4% |
| MEAN † | 3.7 | 3.6 | 4.1 | 3.8 | 3.6 | 3.2 | 3.7 | 4.1 | 3.1 | 3.6 | 4.0 | 4.0 | 3.6 | 3.5 | 3.7 | 3.7 | 3.9 | 3.8 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: EL PASO, TEXAS

QUESTION 16: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **EL PASO, TEXAS**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 11% | 7% | 16% | 9% | 37% | 11% | 13% | 11% | 11% | 9% | 12% | 12% | 9% | 11% |
| 4 | 19% | 19% | 20% | 18% | 20% | 24% | 21% | 22% | 17% | 14% | 21% | 17% | 28% | 15% |
| 3 | 33% | 36% | 30% | 33% | 27% | 36% | 29% | 38% | 30% | 36% | 36% | 36% | 30% | 31% |
| 2 | 23% | 24% | 22% | 24% | 17% | 16% | 24% | 20% | 21% | 29% | 18% | 24% | 24% | 26% |
| 1 VERY UNDESIRABLE | 13% | 14% | 13% | 15% | - | 13% | 12% | 10% | 21% | 12% | 13% | 12% | 9% | 17% |
| MEAN † | 2.9 | 2.8 | 3.0 | 2.8 | 3.8 | 3.0 | 3.0 | 3.0 | 2.8 | 2.8 | 3.0 | 2.9 | 3.0 | 2.8 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 11% | 18% | 9% | 10% | 13% | 16% | 7% | 18% | 13% | 9% | 11% | 13% | 7% | 10% |
| 4 | 19% | 22% | 10% | 22% | 23% | 23% | 16% | 15% | 17% | 18% | 26% | 19% | 14% | 24% |
| 3 | 33% | 36% | 39% | 32% | 26% | 33% | 33% | 23% | 17% | 27% | 33% | 42% | 38% | 36% |
| 2 | 23% | 18% | 23% | 23% | 26% | 19% | 28% | 23% | 21% | 36% | 21% | 14% | 27% | 23% |
| 1 VERY UNDESIRABLE | 13% | 7% | 18% | 12% | 13% | 10% | 16% | 21% | 33% | 9% | 9% | 12% | 14% | 7% |
| MEAN † | 2.9 | 3.3 | 2.7 | 2.9 | 3.0 | 3.2 | 2.7 | 2.9 | 2.5 | 2.8 | 3.1 | 3.1 | 2.7 | 3.1 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | YES | NO | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 11% | 19% | 23% | 8% | 8% | 4% | 3% | 23% | 5% | 2% | 19% | 22% | 8% | 8% | 12% | 11% | 20% | 8% |
| 4 | 19% | 22% | 21% | 22% | 16% | 8% | 14% | 32% | 9% | 12% | 27% | 28% | 16% | 12% | 28% | 22% | 19% | 19% |
| 3 | 33% | 22% | 26% | 38% | 35% | 18% | 51% | 27% | 20% | 44% | 31% | 21% | 37% | 33% | 26% | 30% | 30% | 41% |
| 2 | 23% | 26% | 21% | 22% | 23% | 38% | 22% | 13% | 30% | 31% | 16% | 17% | 25% | 31% | 17% | 27% | 19% | 21% |
| 1 VERY UNDESIRABLE | 13% | 10% | 8% | 10% | 18% | 32% | 10% | 4% | 36% | 10% | 8% | 12% | 14% | 16% | 17% | 10% | 13% | 11% |
| MEAN † | 2.9 | 3.1 | 3.3 | 2.9 | 2.7 | 2.1 | 2.8 | 3.6 | 2.2 | 2.7 | 3.3 | 3.3 | 2.8 | 2.6 | 3.0 | 3.0 | 3.1 | 2.9 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: LAS VEGAS, NEVADA

QUESTION 16: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **LAS VEGAS, NEVADA**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 39% | 37% | 41% | 35% | 57% | 44% | 47% | 33% | 34% | 38% | 33% | 44% | 45% | 34% |
| 4 | 29% | 29% | 29% | 29% | 37% | 27% | 28% | 34% | 26% | 29% | 35% | 22% | 30% | 30% |
| 3 | 16% | 17% | 15% | 18% | 3% | 16% | 12% | 20% | 20% | 14% | 14% | 20% | 13% | 18% |
| 2 | 9% | 9% | 8% | 9% | 3% | 7% | 8% | 7% | 11% | 10% | 10% | 7% | 9% | 9% |
| 1 VERY UNDESIRABLE | 7% | 8% | 7% | 9% | - | 5% | 6% | 7% | 9% | 9% | 9% | 6% | 3% | 10% |
| MEAN † | 3.8 | 3.8 | 3.9 | 3.7 | 4.5 | 4.0 | 4.0 | 3.8 | 3.7 | 3.8 | 3.7 | 3.9 | 4.0 | 3.7 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 39% | 44% | 36% | 38% | 39% | 43% | 34% | 46% | 33% | 39% | 40% | 45% | 33% | 33% |
| 4 | 29% | 20% | 30% | 31% | 30% | 26% | 32% | 23% | 29% | 18% | 21% | 23% | 33% | 44% |
| 3 | 16% | 13% | 18% | 17% | 15% | 17% | 15% | 14% | 17% | 18% | 21% | 22% | 12% | 14% |
| 2 | 9% | 9% | 8% | 6% | 14% | 7% | 10% | 6% | 17% | 12% | 9% | 7% | 9% | 8% |
| 1 VERY UNDESIRABLE | 7% | 13% | 7% | 8% | 3% | 6% | 8% | 11% | 4% | 12% | 9% | 3% | 13% | 1% |
| MEAN † | 3.8 | 3.7 | 3.8 | 3.8 | 3.9 | 3.9 | 3.7 | 3.9 | 3.7 | 3.6 | 3.8 | 4.0 | 3.6 | 4.0 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 39% | 41% | 46% | 42% | 32% | 29% | 34% | 49% | 30% | 35% | 43% | 47% | 36% | 29% | 39% | 37% | 50% | 36% |
| 4 | 29% | 31% | 30% | 26% | 31% | 26% | 29% | 31% | 25% | 28% | 31% | 26% | 30% | 35% | 28% | 35% | 20% | 31% |
| 3 | 16% | 17% | 13% | 14% | 19% | 15% | 23% | 11% | 12% | 19% | 16% | 20% | 15% | 22% | 13% | 15% | 13% | 20% |
| 2 | 9% | 3% | 7% | 13% | 8% | 12% | 7% | 8% | 13% | 10% | 6% | 5% | 10% | 4% | 9% | 8% | 10% | 9% |
| 1 VERY UNDESIRABLE | 7% | 7% | 5% | 5% | 10% | 19% | 6% | 1% | 20% | 8% | 3% | 3% | 9% | 10% | 12% | 5% | 7% | 5% |
| MEAN † | 3.8 | 4.0 | 4.0 | 3.9 | 3.7 | 3.3 | 3.8 | 4.2 | 3.3 | 3.7 | 4.1 | 4.1 | 3.7 | 3.7 | 3.7 | 3.9 | 4.0 | 3.8 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: PORTLAND, OREGON

QUESTION 16: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **PORTLAND, OREGON**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 28% | 25% | 33% | 28% | 43% | 24% | 34% | 25% | 27% | 25% | 24% | 30% | 33% | 26% |
| 4 | 32% | 31% | 34% | 30% | 40% | 40% | 33% | 30% | 30% | 35% | 26% | 33% | 31% | 36% |
| 3 | 25% | 28% | 21% | 26% | 10% | 24% | 20% | 25% | 29% | 29% | 26% | 23% | 25% | 26% |
| 2 | 10% | 9% | 11% | 10% | 7% | 11% | 10% | 12% | 8% | 9% | 18% | 9% | 7% | 7% |
| 1 VERY UNDESIRABLE | 5% | 7% | 1% | 6% | - | 2% | 3% | 7% | 7% | 3% | 6% | 5% | 3% | 4% |
| MEAN † | 3.7 | 3.6 | 3.9 | 3.7 | 4.2 | 3.7 | 3.9 | 3.6 | 3.6 | 3.7 | 3.4 | 3.8 | 3.8 | 3.7 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 28% | 20% | 28% | 30% | 31% | 31% | 25% | 41% | 29% | 30% | 35% | 32% | 18% | 21% |
| 4 | 32% | 31% | 28% | 34% | 36% | 36% | 29% | 34% | 33% | 39% | 28% | 33% | 22% | 38% |
| 3 | 25% | 27% | 29% | 22% | 24% | 19% | 31% | 21% | 21% | 21% | 26% | 25% | 32% | 23% |
| 2 | 10% | 16% | 7% | 11% | 9% | 10% | 10% | 3% | 8% | 6% | 5% | 7% | 21% | 12% |
| 1 VERY UNDESIRABLE | 5% | 7% | 8% | 4% | - | 5% | 5% | 1% | 8% | 3% | 5% | 3% | 7% | 5% |
| MEAN † | 3.7 | 3.4 | 3.6 | 3.8 | 3.9 | 3.8 | 3.6 | 4.1 | 3.7 | 3.9 | 3.8 | 3.8 | 3.2 | 3.6 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | YES | NO | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 28% | 38% | 39% | 30% | 20% | 21% | 19% | 42% | 18% | 15% | 39% | 33% | 27% | 25% | 28% | 33% | 30% | 24% |
| 4 | 32% | 26% | 31% | 34% | 33% | 26% | 29% | 39% | 21% | 32% | 36% | 43% | 28% | 18% | 35% | 29% | 35% | 41% |
| 3 | 25% | 19% | 25% | 23% | 28% | 21% | 41% | 13% | 30% | 33% | 18% | 18% | 27% | 35% | 25% | 21% | 20% | 26% |
| 2 | 10% | 16% | 3% | 8% | 12% | 18% | 9% | 6% | 18% | 13% | 5% | 5% | 12% | 16% | 9% | 12% | 9% | 7% |
| 1 VERY UNDESIRABLE | 5% | 2% | 2% | 4% | 7% | 14% | 2% | 1% | 12% | 7% | 1% | 1% | 6% | 6% | 4% | 5% | 6% | 3% |
| MEAN † | 3.7 | 3.8 | 4.0 | 3.8 | 3.5 | 3.2 | 3.5 | 4.1 | 3.2 | 3.4 | 4.1 | 4.0 | 3.6 | 3.4 | 3.7 | 3.7 | 3.7 | 3.8 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: SANTA FE, NEW MEXICO

QUESTION 16: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **SANTA FE, NEW MEXICO**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 17% | 13% | 22% | 18% | 30% | 7% | 13% | 20% | 21% | 18% | 11% | 17% | 20% | 20% |
| 4 | 28% | 29% | 28% | 28% | 30% | 29% | 28% | 27% | 22% | 38% | 20% | 34% | 28% | 30% |
| 3 | 31% | 31% | 30% | 31% | 23% | 36% | 35% | 31% | 29% | 25% | 37% | 28% | 28% | 31% |
| 2 | 17% | 18% | 16% | 17% | 7% | 22% | 18% | 17% | 19% | 14% | 23% | 16% | 22% | 12% |
| 1 VERY UNDESIRABLE | 6% | 9% | 3% | 6% | 10% | 5% | 6% | 5% | 9% | 5% | 9% | 5% | 3% | 8% |
| MEAN † | 3.3 | 3.2 | 3.5 | 3.3 | 3.6 | 3.1 | 3.2 | 3.4 | 3.3 | 3.5 | 3.0 | 3.4 | 3.4 | 3.4 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 17% | 18% | 13% | 17% | 25% | 21% | 14% | 17% | 13% | 21% | 14% | 28% | 12% | 18% |
| 4 | 28% | 20% | 24% | 32% | 31% | 31% | 26% | 24% | 17% | 33% | 32% | 28% | 25% | 35% |
| 3 | 31% | 29% | 32% | 30% | 30% | 30% | 31% | 35% | 38% | 21% | 30% | 25% | 33% | 32% |
| 2 | 17% | 24% | 24% | 16% | 9% | 13% | 21% | 15% | 25% | 21% | 19% | 16% | 19% | 13% |
| 1 VERY UNDESIRABLE | 6% | 9% | 7% | 5% | 6% | 4% | 8% | 8% | 8% | 3% | 5% | 4% | 12% | 2% |
| MEAN † | 3.3 | 3.1 | 3.1 | 3.4 | 3.6 | 3.5 | 3.1 | 3.3 | 3.0 | 3.5 | 3.3 | 3.6 | 3.1 | 3.5 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | YES | NO | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 17% | 28% | 33% | 14% | 11% | 2% | 3% | 40% | 3% | 4% | 30% | 33% | 12% | 14% | 16% | 14% | 30% | 15% |
| 4 | 28% | 28% | 26% | 32% | 27% | 7% | 25% | 45% | 7% | 17% | 43% | 33% | 27% | 16% | 32% | 33% | 24% | 33% |
| 3 | 31% | 24% | 26% | 37% | 29% | 22% | 57% | 13% | 26% | 52% | 20% | 22% | 34% | 35% | 28% | 30% | 22% | 36% |
| 2 | 17% | 16% | 11% | 12% | 24% | 46% | 14% | 1% | 39% | 24% | 5% | 7% | 21% | 27% | 17% | 17% | 16% | 12% |
| 1 VERY UNDESIRABLE | 6% | 5% | 3% | 5% | 9% | 22% | 1% | 1% | 25% | 3% | 2% | 5% | 7% | 8% | 7% | 5% | 7% | 4% |
| MEAN † | 3.3 | 3.6 | 3.7 | 3.4 | 3.1 | 2.2 | 3.2 | 4.2 | 2.2 | 2.9 | 3.9 | 3.8 | 3.2 | 3.0 | 3.3 | 3.3 | 3.5 | 3.4 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: COLORADO SPRINGS, COLORADO

QUESTION 17: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **COLORADO SPRINGS, COLORADO**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 30% | 29% | 32% | 29% | 37% | 31% | 35% | 30% | 22% | 31% | 24% | 29% | 32% | 34% |
| 4 | 40% | 41% | 38% | 42% | 26% | 33% | 33% | 46% | 43% | 40% | 36% | 40% | 43% | 40% |
| 3 | 21% | 21% | 21% | 21% | 22% | 25% | 25% | 17% | 21% | 21% | 29% | 19% | 16% | 21% |
| 2 | 5% | 5% | 5% | 5% | 4% | 7% | 4% | 4% | 10% | 4% | 7% | 7% | 7% | 2% |
| 1 VERY UNDESIRABLE | 4% | 4% | 4% | 3% | 11% | 4% | 4% | 3% | 5% | 4% | 4% | 5% | 2% | 4% |
| MEAN † | 3.9 | 3.9 | 3.9 | 3.9 | 3.7 | 3.8 | 3.9 | 4.0 | 3.7 | 3.9 | 3.7 | 3.8 | 4.0 | 4.0 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 30% | 30% | 30% | 30% | 30% | 39% | 22% | 21% | 29% | 35% | 35% | 36% | 32% | 27% |
| 4 | 40% | 33% | 39% | 42% | 39% | 38% | 41% | 38% | 39% | 52% | 29% | 44% | 41% | 41% |
| 3 | 21% | 22% | 20% | 22% | 21% | 16% | 26% | 29% | 19% | 10% | 30% | 13% | 20% | 21% |
| 2 | 5% | - | 8% | 4% | 6% | 3% | 7% | 3% | 10% | - | 5% | 3% | 5% | 7% |
| 1 VERY UNDESIRABLE | 4% | 15% | 3% | 3% | 4% | 4% | 4% | 9% | 3% | 3% | 2% | 3% | 3% | 4% |
| MEAN † | 3.9 | 3.6 | 3.9 | 3.9 | 3.8 | 4.1 | 3.7 | 3.6 | 3.8 | 4.2 | 3.9 | 4.1 | 3.9 | 3.8 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | YES | NO | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 30% | 34% | 31% | 28% | 31% | 19% | 26% | 42% | 17% | 24% | 38% | 35% | 29% | 23% | 27% | 34% | 37% | 29% |
| 4 | 40% | 38% | 49% | 42% | 35% | 37% | 43% | 39% | 35% | 39% | 42% | 44% | 39% | 38% | 49% | 33% | 39% | 40% |
| 3 | 21% | 17% | 17% | 22% | 23% | 27% | 26% | 13% | 28% | 30% | 14% | 19% | 22% | 22% | 17% | 23% | 19% | 24% |
| 2 | 5% | 4% | 2% | 7% | 5% | 8% | 3% | 5% | 8% | 4% | 5% | 1% | 6% | 5% | 5% | 6% | 5% | 2% |
| 1 VERY UNDESIRABLE | 4% | 8% | 2% | 1% | 5% | 10% | 2% | 1% | 11% | 3% | 2% | 1% | 4% | 12% | 1% | 5% | - | 4% |
| MEAN † | 3.9 | 3.9 | 4.1 | 3.9 | 3.8 | 3.5 | 3.9 | 4.2 | 3.4 | 3.8 | 4.1 | 4.1 | 3.8 | 3.6 | 3.9 | 3.8 | 4.1 | 3.9 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: OKLAHOMA CITY, OKLAHOMA

QUESTION 17: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **OKLAHOMA CITY, OKLAHOMA**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 6% | 7% | 5% | 5% | 7% | 11% | 8% | 8% | 2% | 4% | 4% | 5% | 11% | 5% |
| 4 | 12% | 13% | 11% | 12% | 19% | 13% | 16% | 11% | 10% | 10% | 12% | 11% | 15% | 11% |
| 3 | 38% | 39% | 36% | 38% | 30% | 36% | 32% | 33% | 43% | 48% | 36% | 46% | 27% | 39% |
| 2 | 30% | 26% | 34% | 30% | 33% | 25% | 28% | 35% | 28% | 26% | 29% | 26% | 33% | 31% |
| 1 VERY UNDESIRABLE | 14% | 15% | 14% | 15% | 11% | 15% | 15% | 13% | 17% | 13% | 19% | 12% | 13% | 13% |
| MEAN † | 2.7 | 2.7 | 2.6 | 2.6 | 2.8 | 2.8 | 2.8 | 2.7 | 2.5 | 2.7 | 2.5 | 2.7 | 2.8 | 2.6 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 6% | 7% | 8% | 7% | 2% | 9% | 4% | 7% | 6% | 13% | 3% | 7% | 8% | 4% |
| 4 | 12% | 11% | 14% | 13% | 10% | 16% | 9% | 5% | 3% | 16% | 19% | 20% | 5% | 15% |
| 3 | 38% | 56% | 31% | 40% | 33% | 35% | 40% | 36% | 23% | 35% | 29% | 31% | 49% | 45% |
| 2 | 30% | 15% | 36% | 25% | 36% | 29% | 30% | 38% | 32% | 19% | 37% | 33% | 29% | 21% |
| 1 VERY UNDESIRABLE | 14% | 11% | 12% | 15% | 19% | 11% | 18% | 14% | 35% | 16% | 13% | 10% | 9% | 16% |
| MEAN † | 2.7 | 2.9 | 2.7 | 2.7 | 2.4 | 2.8 | 2.5 | 2.5 | 2.1 | 2.9 | 2.6 | 2.8 | 2.7 | 2.7 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|-------------------------|-----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE-MENT | MID-LEVEL MANAGE-MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 6% | 9% | 15% | 4% | 4% | 3% | 5% | 10% | 3% | 2% | 10% | 12% | 5% | 7% | 5% | 8% | 6% | 4% |
| 4 | 12% | 19% | 15% | 9% | 11% | 6% | 9% | 19% | 7% | 6% | 17% | 23% | 10% | 12% | 13% | 7% | 18% | 12% |
| 3 | 38% | 26% | 42% | 41% | 36% | 21% | 45% | 43% | 20% | 40% | 42% | 31% | 39% | 33% | 32% | 37% | 44% | 39% |
| 2 | 30% | 36% | 15% | 31% | 31% | 44% | 26% | 23% | 39% | 36% | 22% | 23% | 31% | 38% | 39% | 30% | 22% | 24% |
| 1 VERY UNDESIRABLE | 14% | 9% | 12% | 14% | 17% | 27% | 14% | 7% | 31% | 16% | 8% | 10% | 16% | 10% | 11% | 17% | 10% | 21% |
| MEAN † | 2.7 | 2.8 | 3.1 | 2.6 | 2.5 | 2.1 | 2.7 | 3.0 | 2.1 | 2.4 | 3.0 | 3.0 | 2.6 | 2.7 | 2.6 | 2.6 | 2.9 | 2.5 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: SAN DIEGO, CALIFORNIA

QUESTION 17: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **SAN DIEGO, CALIFORNIA**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 49% | 48% | 51% | 49% | 56% | 44% | 54% | 48% | 34% | 56% | 37% | 52% | 48% | 55% |
| 4 | 30% | 33% | 28% | 30% | 30% | 33% | 28% | 33% | 39% | 21% | 35% | 30% | 32% | 27% |
| 3 | 12% | 11% | 14% | 11% | 11% | 18% | 13% | 12% | 11% | 13% | 16% | 12% | 10% | 11% |
| 2 | 6% | 6% | 6% | 6% | 4% | 4% | 2% | 5% | 12% | 5% | 5% | 4% | 8% | 5% |
| 1 VERY UNDESIRABLE | 3% | 3% | 3% | 3% | - | 2% | 2% | 2% | 4% | 5% | 5% | 2% | 2% | 2% |
| MEAN † | 4.2 | 4.2 | 4.2 | 4.2 | 4.4 | 4.1 | 4.3 | 4.2 | 3.9 | 4.2 | 3.9 | 4.3 | 4.2 | 4.3 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 49% | 37% | 40% | 54% | 53% | 49% | 49% | 55% | 61% | 35% | 49% | 48% | 47% | 48% |
| 4 | 30% | 33% | 36% | 27% | 29% | 33% | 28% | 28% | 26% | 35% | 35% | 30% | 30% | 29% |
| 3 | 12% | 22% | 12% | 11% | 13% | 10% | 14% | 12% | 10% | 10% | 6% | 15% | 14% | 15% |
| 2 | 6% | 4% | 7% | 6% | 3% | 5% | 6% | 2% | 3% | 13% | 10% | 7% | 4% | 4% |
| 1 VERY UNDESIRABLE | 3% | 4% | 6% | 2% | 1% | 3% | 3% | 3% | - | 6% | - | 2% | 4% | 4% |
| MEAN † | 4.2 | 4.0 | 4.0 | 4.2 | 4.3 | 4.2 | 4.1 | 4.3 | 4.5 | 3.8 | 4.2 | 4.1 | 4.1 | 4.1 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 49% | 45% | 53% | 49% | 49% | 37% | 45% | 60% | 37% | 39% | 59% | 51% | 49% | 42% | 47% | 51% | 54% | 51% |
| 4 | 30% | 26% | 41% | 33% | 25% | 31% | 36% | 25% | 28% | 37% | 27% | 31% | 30% | 28% | 29% | 31% | 28% | 32% |
| 3 | 12% | 15% | 7% | 9% | 16% | 17% | 13% | 8% | 17% | 17% | 8% | 12% | 12% | 15% | 13% | 13% | 13% | 9% |
| 2 | 6% | 8% | - | 7% | 5% | 8% | 3% | 6% | 8% | 6% | 5% | 5% | 6% | 8% | 8% | 5% | 2% | 5% |
| 1 VERY UNDESIRABLE | 3% | 6% | - | 2% | 4% | 7% | 2% | 1% | 10% | 2% | 1% | 1% | 3% | 7% | 3% | - | 3% | 3% |
| MEAN † | 4.2 | 4.0 | 4.5 | 4.2 | 4.1 | 3.8 | 4.2 | 4.4 | 3.7 | 4.1 | 4.4 | 4.2 | 4.2 | 3.9 | 4.1 | 4.3 | 4.3 | 4.2 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: SAN ANTONIO, TEXAS

QUESTION 17: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **SAN ANTONIO, TEXAS**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 20% | 21% | 18% | 17% | 33% | 27% | 23% | 15% | 20% | 21% | 22% | 17% | 19% | 21% |
| 4 | 29% | 29% | 30% | 30% | 30% | 25% | 32% | 30% | 22% | 31% | 24% | 34% | 30% | 29% |
| 3 | 33% | 32% | 33% | 33% | 22% | 36% | 30% | 36% | 33% | 33% | 32% | 37% | 30% | 32% |
| 2 | 12% | 11% | 13% | 13% | 4% | 9% | 11% | 14% | 15% | 10% | 13% | 10% | 13% | 13% |
| 1 VERY UNDESIRABLE | 6% | 6% | 6% | 6% | 11% | 2% | 5% | 4% | 11% | 5% | 9% | 2% | 9% | 5% |
| MEAN † | 3.4 | 3.5 | 3.4 | 3.4 | 3.7 | 3.7 | 3.6 | 3.4 | 3.2 | 3.5 | 3.4 | 3.5 | 3.4 | 3.5 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 20% | 19% | 24% | 19% | 17% | 23% | 17% | 14% | 10% | 29% | 21% | 28% | 24% | 15% |
| 4 | 29% | 15% | 25% | 34% | 28% | 32% | 27% | 28% | 23% | 32% | 32% | 28% | 32% | 29% |
| 3 | 33% | 41% | 30% | 32% | 34% | 31% | 34% | 31% | 29% | 26% | 33% | 31% | 29% | 41% |
| 2 | 12% | 22% | 12% | 11% | 13% | 10% | 14% | 22% | 19% | 3% | 14% | 11% | 11% | 7% |
| 1 VERY UNDESIRABLE | 6% | 4% | 9% | 4% | 8% | 4% | 8% | 5% | 19% | 10% | - | 2% | 5% | 8% |
| MEAN † | 3.4 | 3.2 | 3.4 | 3.5 | 3.3 | 3.6 | 3.3 | 3.2 | 2.8 | 3.7 | 3.6 | 3.7 | 3.6 | 3.3 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 20% | 30% | 29% | 14% | 17% | 10% | 14% | 31% | 11% | 11% | 28% | 36% | 16% | 23% | 21% | 14% | 24% | 17% |
| 4 | 29% | 15% | 27% | 34% | 31% | 23% | 26% | 36% | 28% | 23% | 33% | 32% | 29% | 12% | 25% | 29% | 34% | 41% |
| 3 | 33% | 32% | 36% | 36% | 30% | 33% | 42% | 25% | 25% | 42% | 30% | 22% | 35% | 42% | 39% | 34% | 26% | 28% |
| 2 | 12% | 11% | 7% | 12% | 15% | 24% | 14% | 3% | 21% | 19% | 6% | 4% | 14% | 15% | 11% | 16% | 13% | 7% |
| 1 VERY UNDESIRABLE | 6% | 11% | 2% | 4% | 7% | 10% | 4% | 5% | 14% | 6% | 4% | 6% | 6% | 8% | 4% | 7% | 3% | 6% |
| MEAN † | 3.4 | 3.4 | 3.7 | 3.4 | 3.4 | 3.0 | 3.3 | 3.9 | 3.0 | 3.1 | 3.8 | 3.9 | 3.3 | 3.3 | 3.5 | 3.3 | 3.6 | 3.5 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: SEATTLE, WASHINGTON

QUESTION 17: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **SEATTLE, WASHINGTON**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 32% | 28% | 37% | 31% | 26% | 42% | 37% | 36% | 22% | 30% | 29% | 30% | 34% | 34% |
| 4 | 38% | 41% | 36% | 40% | 48% | 27% | 39% | 39% | 37% | 39% | 38% | 39% | 41% | 37% |
| 3 | 16% | 18% | 14% | 16% | 22% | 15% | 13% | 13% | 26% | 15% | 19% | 12% | 15% | 18% |
| 2 | 9% | 9% | 9% | 10% | - | 11% | 8% | 6% | 12% | 13% | 9% | 13% | 8% | 8% |
| 1 VERY UNDESIRABLE | 4% | 4% | 4% | 4% | 4% | 5% | 4% | 5% | 4% | 4% | 5% | 6% | 2% | 3% |
| MEAN † | 3.9 | 3.8 | 3.9 | 3.8 | 3.9 | 3.9 | 4.0 | 3.9 | 3.6 | 3.8 | 3.8 | 3.7 | 4.0 | 3.9 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 32% | 30% | 30% | 34% | 30% | 35% | 30% | 41% | 45% | 32% | 30% | 36% | 26% | 26% |
| 4 | 38% | 22% | 37% | 39% | 46% | 38% | 39% | 34% | 42% | 42% | 40% | 34% | 39% | 40% |
| 3 | 16% | 33% | 16% | 14% | 16% | 15% | 17% | 16% | 6% | 19% | 16% | 16% | 14% | 20% |
| 2 | 9% | 4% | 14% | 10% | 6% | 9% | 10% | 3% | 3% | 3% | 13% | 10% | 14% | 9% |
| 1 VERY UNDESIRABLE | 4% | 11% | 4% | 4% | 3% | 4% | 5% | 5% | 3% | 3% | 2% | 3% | 5% | 5% |
| MEAN † | 3.9 | 3.6 | 3.8 | 3.9 | 3.9 | 3.9 | 3.8 | 4.0 | 4.2 | 4.0 | 3.8 | 3.9 | 3.7 | 3.7 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | YES | NO | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 32% | 23% | 42% | 33% | 31% | 24% | 28% | 41% | 23% | 24% | 40% | 43% | 30% | 23% | 37% | 31% | 28% | 39% |
| 4 | 38% | 49% | 31% | 40% | 37% | 38% | 37% | 40% | 38% | 39% | 39% | 42% | 38% | 32% | 35% | 43% | 46% | 35% |
| 3 | 16% | 13% | 15% | 19% | 15% | 13% | 26% | 10% | 14% | 27% | 11% | 9% | 18% | 20% | 12% | 17% | 16% | 15% |
| 2 | 9% | 9% | 7% | 7% | 11% | 16% | 6% | 7% | 15% | 8% | 8% | 4% | 10% | 13% | 13% | 6% | 6% | 8% |
| 1 VERY UNDESIRABLE | 4% | 6% | 5% | 1% | 5% | 9% | 2% | 2% | 10% | 2% | 3% | 2% | 4% | 12% | 3% | 2% | 3% | 3% |
| MEAN † | 3.9 | 3.7 | 4.0 | 3.9 | 3.8 | 3.5 | 3.8 | 4.1 | 3.5 | 3.7 | 4.0 | 4.2 | 3.8 | 3.4 | 3.9 | 4.0 | 3.9 | 4.0 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: TUCSON, ARIZONA

QUESTION 17: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **TUCSON, ARIZONA**

| | TOTAL RESPONSES (N=416) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|-------------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 17% | 18% | 17% | 16% | 22% | 22% | 20% | 18% | 12% | 18% | 19% | 11% | 14% | 23% |
| 4 | 31% | 28% | 35% | 32% | 30% | 27% | 27% | 29% | 37% | 39% | 25% | 28% | 37% | 35% |
| 3 | 32% | 36% | 28% | 34% | 22% | 29% | 35% | 32% | 32% | 29% | 34% | 39% | 29% | 29% |
| 2 | 13% | 11% | 15% | 13% | 11% | 16% | 12% | 14% | 16% | 11% | 11% | 14% | 18% | 11% |
| 1 VERY UNDESIRABLE | 6% | 6% | 5% | 5% | 15% | 5% | 7% | 7% | 4% | 4% | 11% | 8% | 2% | 2% |
| MEAN † | 3.4 | 3.4 | 3.4 | 3.4 | 3.3 | 3.4 | 3.4 | 3.4 | 3.4 | 3.6 | 3.3 | 3.2 | 3.4 | 3.7 |

| | TOTAL RESPONSES (N=416) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|-------------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 17% | 26% | 17% | 15% | 19% | 22% | 13% | 16% | 16% | 29% | 21% | 13% | 18% | 15% |
| 4 | 31% | 30% | 31% | 32% | 31% | 29% | 34% | 22% | 13% | 35% | 38% | 31% | 32% | 38% |
| 3 | 32% | 30% | 27% | 36% | 31% | 31% | 33% | 36% | 26% | 23% | 32% | 33% | 34% | 33% |
| 2 | 13% | 7% | 18% | 11% | 14% | 13% | 13% | 17% | 29% | 10% | 8% | 16% | 12% | 9% |
| 1 VERY UNDESIRABLE | 6% | 7% | 7% | 6% | 4% | 5% | 6% | 9% | 16% | 3% | 2% | 7% | 4% | 5% |
| MEAN † | 3.4 | 3.6 | 3.3 | 3.4 | 3.5 | 3.5 | 3.3 | 3.2 | 2.8 | 3.8 | 3.7 | 3.3 | 3.5 | 3.5 |

| | TOTAL RESPONSES (N=416) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|-------------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 17% | 21% | 34% | 13% | 14% | 6% | 12% | 29% | 6% | 8% | 27% | 33% | 13% | 12% | 9% | 16% | 29% | 17% |
| 4 | 31% | 32% | 32% | 33% | 30% | 20% | 28% | 42% | 13% | 29% | 39% | 31% | 32% | 32% | 43% | 33% | 23% | 33% |
| 3 | 32% | 34% | 27% | 33% | 33% | 30% | 49% | 20% | 34% | 40% | 27% | 22% | 35% | 35% | 27% | 34% | 33% | 31% |
| 2 | 13% | 6% | 5% | 17% | 16% | 31% | 8% | 5% | 34% | 17% | 4% | 9% | 14% | 15% | 16% | 13% | 11% | 12% |
| 1 VERY UNDESIRABLE | 6% | 8% | 2% | 4% | 8% | 13% | 3% | 4% | 14% | 6% | 3% | 5% | 6% | 7% | 5% | 5% | 4% | 8% |
| MEAN † | 3.4 | 3.5 | 3.9 | 3.4 | 3.2 | 2.8 | 3.4 | 3.9 | 2.6 | 3.2 | 3.8 | 3.8 | 3.3 | 3.3 | 3.3 | 3.4 | 3.6 | 3.4 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: ALBUQUERQUE, NEW MEXICO

QUESTION 17: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **ALBUQUERQUE, NEW MEXICO**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 15% | 12% | 18% | 13% | 28% | 14% | 13% | 13% | 14% | 19% | 9% | 13% | 18% | 17% |
| 4 | 25% | 25% | 26% | 25% | 32% | 26% | 27% | 21% | 23% | 32% | 23% | 26% | 24% | 28% |
| 3 | 34% | 38% | 29% | 35% | 26% | 31% | 30% | 37% | 35% | 34% | 37% | 35% | 30% | 33% |
| 2 | 19% | 17% | 21% | 19% | 11% | 21% | 21% | 21% | 20% | 11% | 23% | 19% | 22% | 15% |
| 1 VERY UNDESIRABLE | 7% | 9% | 6% | 8% | 4% | 8% | 9% | 8% | 8% | 4% | 9% | 7% | 6% | 8% |
| MEAN † | 3.2 | 3.1 | 3.3 | 3.2 | 3.7 | 3.2 | 3.1 | 3.1 | 3.2 | 3.5 | 3.0 | 3.2 | 3.3 | 3.3 |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 15% | 14% | 13% | 14% | 16% | 20% | 9% | 11% | 9% | 14% | 14% | 18% | 14% | 17% |
| 4 | 25% | 18% | 22% | 27% | 30% | 23% | 27% | 32% | 25% | 22% | 28% | 26% | 21% | 24% |
| 3 | 34% | 42% | 34% | 34% | 30% | 32% | 35% | 31% | 27% | 39% | 33% | 34% | 33% | 36% |
| 2 | 19% | 18% | 22% | 19% | 16% | 18% | 20% | 19% | 24% | 20% | 22% | 15% | 20% | 17% |
| 1 VERY UNDESIRABLE | 7% | 8% | 9% | 6% | 8% | 6% | 9% | 8% | 15% | 5% | 4% | 7% | 11% | 5% |
| MEAN † | 3.2 | 3.1 | 3.1 | 3.2 | 3.3 | 3.3 | 3.1 | 3.2 | 2.9 | 3.2 | 3.3 | 3.3 | 3.1 | 3.3 |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|----------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 15% | 23% | 25% | 12% | 10% | - | - | 36% | 1% | * | 27% | 30% | 10% | 12% | 12% | 11% | 23% | 14% |
| 4 | 25% | 31% | 27% | 25% | 23% | - | - | 64% | 6% | 14% | 39% | 33% | 23% | 21% | 33% | 23% | 26% | 25% |
| 3 | 34% | 24% | 31% | 37% | 35% | - | 100% | - | 18% | 57% | 25% | 20% | 38% | 34% | 31% | 37% | 28% | 35% |
| 2 | 19% | 17% | 16% | 17% | 22% | 72% | - | - | 47% | 23% | 7% | 11% | 21% | 24% | 17% | 25% | 13% | 17% |
| 1 VERY UNDESIRABLE | 7% | 5% | 2% | 8% | 10% | 28% | - | - | 28% | 5% | 2% | 7% | 8% | 9% | 7% | 3% | 9% | 8% |
| MEAN † | 3.2 | 3.5 | 3.6 | 3.2 | 3.0 | 1.7 | 3.0 | 4.4 | 2.1 | 2.8 | 3.8 | 3.7 | 3.1 | 3.0 | 3.3 | 3.1 | 3.4 | 3.2 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL IMPRESSION OF VARIOUS CITIES AS A VACATION DESTINATION: SALT LAKE CITY, UTAH

QUESTION 17: USING A 5-POINT SCALE, WHERE 5 IS *VERY DESIRABLE* AND 1 IS *VERY UNDESIRABLE*, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: **SALT LAKE CITY, UTAH**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY DESIRABLE | 16% | 14% | 18% | 14% | 32% | 20% | 22% | 16% | 13% | 9% | 11% | 16% | 20% | 16% |
| 4 | 26% | 26% | 25% | 26% | 21% | 30% | 27% | 21% | 24% | 34% | 22% | 29% | 26% | 25% |
| 3 | 33% | 35% | 32% | 35% | 30% | 23% | 29% | 36% | 34% | 36% | 29% | 32% | 35% | 37% |
| 2 | 15% | 14% | 17% | 15% | 14% | 19% | 13% | 18% | 20% | 11% | 23% | 16% | 11% | 14% |
| 1 VERY UNDESIRABLE | 10% | 11% | 9% | 10% | 4% | 8% | 10% | 9% | 9% | 10% | 15% | 7% | 8% | 9% |
| MEAN † | 3.2 | 3.2 | 3.3 | 3.2 | 3.6 | 3.3 | 3.4 | 3.2 | 3.1 | 3.2 | 2.9 | 3.3 | 3.4 | 3.2 |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY DESIRABLE | 16% | 18% | 12% | 18% | 14% | 21% | 11% | 22% | 24% | 16% | 15% | 15% | 12% | 15% |
| 4 | 26% | 26% | 18% | 28% | 28% | 26% | 25% | 20% | 22% | 30% | 30% | 29% | 22% | 27% |
| 3 | 33% | 31% | 33% | 34% | 34% | 32% | 34% | 27% | 29% | 30% | 33% | 38% | 35% | 35% |
| 2 | 15% | 17% | 22% | 12% | 15% | 13% | 18% | 17% | 16% | 17% | 15% | 12% | 18% | 14% |
| 1 VERY UNDESIRABLE | 10% | 8% | 15% | 7% | 9% | 8% | 11% | 14% | 9% | 8% | 8% | 7% | 12% | 8% |
| MEAN † | 3.2 | 3.3 | 2.9 | 3.4 | 3.2 | 3.4 | 3.1 | 3.2 | 3.3 | 3.3 | 3.3 | 3.3 | 3.0 | 3.3 |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------|----------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | YES | NO | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY DESIRABLE | 16% | 24% | 23% | 16% | 11% | 5% | 8% | 30% | 7% | 6% | 25% | 29% | 12% | 9% | 20% | 11% | 24% | 13% |
| 4 | 26% | 24% | 33% | 26% | 23% | 14% | 25% | 35% | 13% | 22% | 32% | 29% | 25% | 16% | 22% | 31% | 28% | 27% |
| 3 | 33% | 30% | 31% | 32% | 36% | 28% | 46% | 26% | 24% | 44% | 30% | 29% | 34% | 38% | 31% | 31% | 28% | 39% |
| 2 | 15% | 12% | 8% | 15% | 20% | 29% | 14% | 7% | 30% | 19% | 8% | 9% | 17% | 22% | 16% | 17% | 11% | 13% |
| 1 VERY UNDESIRABLE | 10% | 10% | 6% | 11% | 10% | 25% | 6% | 3% | 26% | 9% | 5% | 4% | 11% | 15% | 10% | 9% | 8% | 8% |
| MEAN † | 3.2 | 3.4 | 3.6 | 3.2 | 3.1 | 2.5 | 3.2 | 3.8 | 2.4 | 3.0 | 3.6 | 3.7 | 3.1 | 2.8 | 3.3 | 3.2 | 3.5 | 3.3 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY DESIRABLE RESPONSE IS ASSIGNED A VALUE OF 5; THE VERY UNDESIRABLE RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

OVERALL INTEREST IN VISITING ALBUQUERQUE FOR EITHER BUSINESS OR LEISURE

QUESTION 18: USING A 5-POINT SCALE, WHERE 5 IS VERY INTERESTED AND 1 IS NOT AT ALL INTERESTED, PLEASE RATE YOUR LEVEL OF INTEREST IN VISITING ALBUQUERQUE, NM SOMEDAY, FOR EITHER BUSINESS OR LEISURE PURPOSES?

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|--------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| 5 VERY INTERESTED | 22% | 18% | 26% | 20% | 40% | 23% | 20% | 25% | 19% | 24% | 12% | 25% | 23% | 25% |
| 4 | 30% | 31% | 29% | 31% | 26% | 28% | 33% | 25% | 31% | 33% | 30% | 25% | 35% | 32% |
| 3 | 30% | 32% | 29% | 31% | 23% | 31% | 29% | 35% | 34% | 24% | 35% | 35% | 26% | 27% |
| 2 | 10% | 10% | 11% | 11% | 7% | 10% | 11% | 10% | 9% | 12% | 13% | 9% | 10% | 10% |
| 1 NOT AT ALL INTERESTED | 7% | 8% | 6% | 7% | 4% | 8% | 8% | 6% | 6% | 8% | 10% | 6% | 6% | 7% |
| MEAN † | 3.5 | 3.4 | 3.6 | 3.5 | 3.9 | 3.5 | 3.5 | 3.5 | 3.5 | 3.5 | 3.2 | 3.5 | 3.6 | 3.6 |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|--------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| 5 VERY INTERESTED | 22% | 17% | 17% | 21% | 29% | 26% | 18% | 21% | 13% | 20% | 22% | 24% | 22% | 24% |
| 4 | 30% | 22% | 30% | 34% | 25% | 32% | 29% | 32% | 35% | 34% | 30% | 27% | 26% | 33% |
| 3 | 30% | 42% | 26% | 32% | 28% | 30% | 31% | 30% | 33% | 28% | 29% | 34% | 31% | 29% |
| 2 | 10% | 13% | 16% | 7% | 11% | 7% | 13% | 6% | 11% | 14% | 14% | 12% | 10% | 9% |
| 1 NOT AT ALL INTERESTED | 7% | 7% | 10% | 5% | 7% | 5% | 9% | 11% | 9% | 3% | 5% | 4% | 11% | 5% |
| MEAN † | 3.5 | 3.3 | 3.3 | 3.6 | 3.6 | 3.7 | 3.3 | 3.5 | 3.3 | 3.5 | 3.5 | 3.6 | 3.4 | 3.6 |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|--------------------------------|----------------------|-----------------|-------------------------|-----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE-MENT | MID-LEVEL MANAGE-MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| 5 VERY INTERESTED | 22% | 28% | 40% | 21% | 14% | 5% | 7% | 46% | - | - | 42% | 42% | 16% | 18% | 19% | 21% | 28% | 21% |
| 4 | 30% | 34% | 29% | 33% | 27% | 13% | 32% | 40% | - | - | 58% | 28% | 31% | 24% | 30% | 34% | 36% | 29% |
| 3 | 30% | 21% | 23% | 32% | 35% | 33% | 52% | 11% | - | 100% | - | 21% | 33% | 33% | 31% | 31% | 22% | 34% |
| 2 | 10% | 9% | 7% | 8% | 14% | 27% | 7% | 2% | 60% | - | - | 4% | 12% | 14% | 12% | 9% | 8% | 10% |
| 1 NOT AT ALL INTERESTED | 7% | 8% | 1% | 7% | 9% | 22% | 2% | 1% | 40% | - | - | 5% | 7% | 10% | 8% | 6% | 6% | 5% |
| MEAN † | 3.5 | 3.6 | 4.0 | 3.5 | 3.2 | 2.5 | 3.3 | 4.3 | 1.6 | 3.0 | 4.4 | 4.0 | 3.4 | 3.3 | 3.4 | 3.5 | 3.7 | 3.5 |

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY INTERESTED RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL INTERESTED RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

VISITED ALBUQUERQUE FOR BUSINESS OR LEISURE IN THE PAST 10 YEARS

QUESTION 19: IN THE PAST TEN YEARS HAVE YOU VISITED ALBUQUERQUE, NM FOR EITHER BUSINESS OR LEISURE PURPOSES?

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| Yes | 22% | 25% | 20% | 20% | 35% | 27% | 27% | 23% | 19% | 19% | 18% | 23% | 20% | 26% |
| No | 78% | 75% | 80% | 80% | 65% | 73% | 73% | 77% | 81% | 81% | 82% | 77% | 80% | 74% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| Yes | 22% | 19% | 18% | 21% | 29% | 26% | 19% | 28% | 36% | 25% | 12% | 24% | 19% | 23% |
| No | 78% | 81% | 82% | 79% | 71% | 74% | 81% | 72% | 64% | 75% | 88% | 76% | 81% | 77% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|------|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| Yes | 22% | 33% | 40% | 22% | 13% | 15% | 13% | 35% | 12% | 16% | 30% | 100% | - | 15% | 29% | 21% | 28% | 20% |
| No | 78% | 67% | 60% | 78% | 87% | 85% | 87% | 65% | 88% | 84% | 70% | - | 100% | 85% | 71% | 79% | 72% | 80% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: LOTS TO DO OR LITTLE TO DO

QUESTION 20: ALBUQUERQUE COULD BEST BE DESCRIBED AS HAVING **LOTS TO DO OR LITTLE TO DO**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| LOTS TO DO - DESCRIBES WELL | 36% | 36% | 36% | 36% | 40% | 33% | 29% | 34% | 41% | 45% | 34% | 32% | 35% | 41% |
| LOTS TO DO - DESCRIBES SOMEWHAT | 12% | 12% | 13% | 14% | 4% | 6% | 12% | 14% | 10% | 13% | 15% | 13% | 16% | 8% |
| EQUALLY DESCRIBES | 27% | 25% | 30% | 27% | 23% | 34% | 29% | 29% | 25% | 25% | 23% | 32% | 26% | 28% |
| LITTLE TO DO - DESCRIBES SOMEWHAT | 14% | 15% | 13% | 14% | 14% | 15% | 17% | 13% | 14% | 10% | 18% | 13% | 13% | 12% |
| LITTLE TO DO - DESCRIBES WELL | 11% | 12% | 9% | 10% | 19% | 12% | 14% | 10% | 9% | 6% | 10% | 11% | 10% | 12% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| LOTS TO DO - DESCRIBES WELL | 36% | 33% | 36% | 35% | 37% | 42% | 30% | 33% | 35% | 38% | 34% | 44% | 32% | 37% |
| LOTS TO DO - DESCRIBES SOMEWHAT | 12% | 13% | 14% | 11% | 13% | 12% | 13% | 10% | 7% | 13% | 20% | 10% | 14% | 11% |
| EQUALLY DESCRIBES | 27% | 31% | 25% | 29% | 25% | 28% | 27% | 30% | 24% | 27% | 25% | 30% | 25% | 27% |
| LITTLE TO DO - DESCRIBES SOMEWHAT | 14% | 11% | 15% | 14% | 15% | 10% | 18% | 15% | 16% | 16% | 9% | 11% | 17% | 14% |
| LITTLE TO DO - DESCRIBES WELL | 11% | 13% | 9% | 11% | 11% | 9% | 12% | 12% | 18% | 8% | 12% | 5% | 11% | 11% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| LOTS TO DO - DESCRIBES WELL | 36% | 50% | 44% | 39% | 25% | 15% | 29% | 55% | 8% | 21% | 54% | 47% | 32% | 35% | 39% | 32% | 40% | 37% |
| LOTS TO DO - DESCRIBES SOMEWHAT | 12% | 11% | 4% | 12% | 16% | 7% | 15% | 14% | 5% | 13% | 15% | 7% | 14% | 12% | 11% | 13% | 13% | 12% |
| EQUALLY DESCRIBES | 27% | 14% | 30% | 25% | 32% | 33% | 33% | 19% | 30% | 39% | 20% | 22% | 29% | 29% | 25% | 28% | 25% | 28% |
| LITTLE TO DO - DESCRIBES SOMEWHAT | 14% | 10% | 13% | 11% | 18% | 22% | 14% | 8% | 29% | 17% | 7% | 13% | 14% | 15% | 15% | 16% | 13% | 11% |
| LITTLE TO DO - DESCRIBES WELL | 11% | 14% | 8% | 13% | 9% | 24% | 8% | 4% | 28% | 11% | 5% | 11% | 11% | 9% | 10% | 11% | 9% | 12% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: BROWN OR GREEN

QUESTION 21: ALBUQUERQUE COULD BEST BE DESCRIBED AS HAVING **BROWN OR GREEN**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| BROWN - DESCRIBES WELL | 35% | 33% | 37% | 35% | 26% | 37% | 37% | 41% | 30% | 26% | 37% | 32% | 39% | 32% |
| BROWN - DESCRIBES SOMEWHAT | 22% | 22% | 21% | 24% | 12% | 15% | 19% | 23% | 19% | 28% | 21% | 23% | 19% | 24% |
| EQUALLY DESCRIBES | 29% | 28% | 29% | 28% | 35% | 28% | 26% | 22% | 35% | 36% | 28% | 28% | 29% | 30% |
| GREEN - DESCRIBES SOMEWHAT | 6% | 6% | 6% | 6% | 7% | 5% | 7% | 5% | 6% | 5% | 6% | 6% | 4% | 7% |
| GREEN - DESCRIBES WELL | 9% | 11% | 7% | 7% | 19% | 15% | 12% | 9% | 9% | 4% | 8% | 11% | 9% | 7% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| BROWN - DESCRIBES WELL | 35% | 33% | 38% | 32% | 38% | 35% | 34% | 30% | 44% | 38% | 29% | 35% | 39% | 34% |
| BROWN - DESCRIBES SOMEWHAT | 22% | 13% | 25% | 21% | 22% | 19% | 24% | 23% | 16% | 17% | 28% | 18% | 21% | 22% |
| EQUALLY DESCRIBES | 29% | 36% | 27% | 30% | 24% | 28% | 29% | 32% | 25% | 30% | 24% | 36% | 28% | 26% |
| GREEN - DESCRIBES SOMEWHAT | 6% | 13% | 1% | 7% | 8% | 6% | 6% | 8% | 2% | 8% | 7% | 5% | 4% | 7% |
| GREEN - DESCRIBES WELL | 9% | 6% | 8% | 10% | 8% | 12% | 6% | 7% | 13% | 8% | 12% | 7% | 8% | 10% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| BROWN - DESCRIBES WELL | 35% | 33% | 23% | 33% | 41% | 55% | 29% | 26% | 52% | 40% | 26% | 25% | 38% | 34% | 28% | 33% | 38% | 38% |
| BROWN - DESCRIBES SOMEWHAT | 22% | 23% | 16% | 21% | 24% | 17% | 28% | 19% | 24% | 26% | 18% | 16% | 23% | 28% | 26% | 22% | 17% | 18% |
| EQUALLY DESCRIBES | 29% | 30% | 33% | 30% | 25% | 21% | 26% | 36% | 15% | 24% | 36% | 38% | 26% | 26% | 28% | 31% | 30% | 29% |
| GREEN - DESCRIBES SOMEWHAT | 6% | 5% | 8% | 6% | 5% | 2% | 9% | 6% | 4% | 7% | 6% | 4% | 6% | 6% | 10% | 5% | 6% | 4% |
| GREEN - DESCRIBES WELL | 9% | 9% | 20% | 9% | 5% | 4% | 7% | 13% | 5% | 3% | 14% | 16% | 7% | 5% | 9% | 9% | 10% | 10% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: DESERT OR MOUNTAINS

QUESTION 22: ALBUQUERQUE COULD BEST BE DESCRIBED AS **DESERTS OR MOUNTAINS**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|--------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| DESERT - DESCRIBES WELL | 25% | 24% | 27% | 26% | 26% | 21% | 30% | 28% | 26% | 13% | 32% | 22% | 24% | 25% |
| DESERT - DESCRIBES SOMEWHAT | 18% | 15% | 22% | 19% | 7% | 19% | 19% | 16% | 23% | 16% | 16% | 18% | 17% | 21% |
| EQUALLY DESCRIBES | 45% | 48% | 41% | 44% | 42% | 48% | 36% | 43% | 44% | 64% | 39% | 47% | 49% | 44% |
| MOUNTAINS - DESCRIBES SOMEWHAT | 5% | 5% | 5% | 4% | 11% | 6% | 6% | 6% | 3% | 3% | 5% | 7% | 2% | 4% |
| MOUNTAINS - DESCRIBES WELL | 7% | 8% | 5% | 6% | 14% | 5% | 9% | 7% | 5% | 4% | 8% | 6% | 8% | 6% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|--------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| DESERT - DESCRIBES WELL | 25% | 32% | 22% | 28% | 22% | 27% | 24% | 19% | 25% | 20% | 28% | 22% | 29% | 29% |
| DESERT - DESCRIBES SOMEWHAT | 18% | 14% | 20% | 16% | 24% | 18% | 19% | 25% | 18% | 20% | 23% | 12% | 12% | 20% |
| EQUALLY DESCRIBES | 45% | 49% | 45% | 44% | 44% | 43% | 46% | 46% | 47% | 47% | 40% | 55% | 46% | 37% |
| MOUNTAINS - DESCRIBES SOMEWHAT | 5% | 1% | 6% | 5% | 5% | 5% | 5% | 5% | - | 5% | 4% | 5% | 5% | 7% |
| MOUNTAINS - DESCRIBES WELL | 7% | 4% | 7% | 8% | 4% | 7% | 6% | 5% | 9% | 8% | 6% | 6% | 8% | 6% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|--------------------------------|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| DESERT - DESCRIBES WELL | 25% | 24% | 22% | 22% | 30% | 34% | 26% | 19% | 34% | 26% | 22% | 14% | 29% | 23% | 19% | 24% | 32% | 25% |
| DESERT - DESCRIBES SOMEWHAT | 18% | 19% | 8% | 19% | 21% | 21% | 21% | 14% | 26% | 24% | 12% | 10% | 21% | 20% | 17% | 23% | 17% | 17% |
| EQUALLY DESCRIBES | 45% | 42% | 48% | 49% | 41% | 36% | 44% | 51% | 30% | 41% | 51% | 52% | 43% | 40% | 47% | 46% | 40% | 48% |
| MOUNTAINS - DESCRIBES SOMEWHAT | 5% | 5% | 8% | 4% | 4% | 4% | 4% | 7% | 4% | 5% | 5% | 11% | 3% | 8% | 8% | 3% | 4% | 3% |
| MOUNTAINS - DESCRIBES WELL | 7% | 9% | 13% | 7% | 4% | 6% | 6% | 8% | 6% | 3% | 9% | 14% | 5% | 9% | 8% | 4% | 7% | 8% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: EXPENSIVE OR AFFORDABLE

QUESTION 23: ALBUQUERQUE COULD BEST BE DESCRIBED AS **EXPENSIVE OR AFFORDABLE**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| EXPENSIVE - DESCRIBES WELL | 6% | 7% | 5% | 6% | 4% | 6% | 6% | 7% | 6% | 4% | 8% | 5% | 7% | 4% |
| EXPENSIVE - DESCRIBES SOMEWHAT | 5% | 3% | 7% | 5% | 2% | 5% | 7% | 5% | 3% | 4% | 6% | 4% | 6% | 5% |
| EQUALLY DESCRIBES | 31% | 30% | 32% | 31% | 30% | 26% | 29% | 32% | 35% | 28% | 31% | 33% | 28% | 31% |
| AFFORDABLE - DESCRIBES SOMEWHAT | 22% | 22% | 21% | 22% | 16% | 24% | 22% | 21% | 22% | 24% | 23% | 23% | 23% | 19% |
| AFFORDABLE - DESCRIBES WELL | 36% | 37% | 36% | 35% | 49% | 38% | 36% | 35% | 34% | 40% | 32% | 33% | 37% | 41% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| EXPENSIVE - DESCRIBES WELL | 6% | 14% | 6% | 5% | 5% | 7% | 4% | 5% | 7% | 6% | 4% | 6% | 7% | 5% |
| EXPENSIVE - DESCRIBES SOMEWHAT | 5% | 6% | 4% | 6% | 4% | 5% | 5% | 4% | 4% | 5% | 5% | 5% | 7% | 5% |
| EQUALLY DESCRIBES | 31% | 39% | 29% | 34% | 26% | 31% | 31% | 36% | 36% | 27% | 35% | 32% | 24% | 30% |
| AFFORDABLE - DESCRIBES SOMEWHAT | 22% | 10% | 27% | 21% | 22% | 21% | 23% | 22% | 13% | 22% | 18% | 23% | 25% | 23% |
| AFFORDABLE - DESCRIBES WELL | 36% | 32% | 33% | 35% | 43% | 36% | 37% | 33% | 40% | 41% | 38% | 33% | 36% | 37% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---------------------------------|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| EXPENSIVE - DESCRIBES WELL | 6% | 12% | 7% | 5% | 4% | 7% | 6% | 6% | 7% | 5% | 6% | 8% | 5% | 7% | 7% | 3% | 8% | 4% |
| EXPENSIVE - DESCRIBES SOMEWHAT | 5% | 6% | 3% | 3% | 7% | 6% | 5% | 5% | 7% | 4% | 5% | 3% | 6% | 5% | 7% | 4% | 4% | 5% |
| EQUALLY DESCRIBES | 31% | 30% | 26% | 30% | 34% | 29% | 35% | 29% | 27% | 36% | 29% | 26% | 32% | 33% | 35% | 32% | 26% | 29% |
| AFFORDABLE - DESCRIBES SOMEWHAT | 22% | 17% | 18% | 22% | 24% | 24% | 24% | 18% | 28% | 27% | 17% | 16% | 23% | 21% | 18% | 29% | 16% | 24% |
| AFFORDABLE - DESCRIBES WELL | 36% | 35% | 47% | 39% | 31% | 34% | 31% | 42% | 31% | 27% | 43% | 47% | 33% | 33% | 33% | 31% | 45% | 38% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: SAFE OR DANGEROUS

QUESTION 24: ALBUQUERQUE COULD BEST BE DESCRIBED AS HAVING **SAFE OR DANGEROUS**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|--------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| SAFE - DESCRIBES WELL | 43% | 46% | 41% | 43% | 51% | 43% | 41% | 42% | 43% | 50% | 39% | 39% | 43% | 50% |
| SAFE - DESCRIBES SOMEWHAT | 20% | 16% | 24% | 20% | 16% | 21% | 19% | 20% | 17% | 24% | 16% | 21% | 23% | 21% |
| EQUALLY DESCRIBES | 29% | 29% | 29% | 30% | 23% | 27% | 31% | 30% | 32% | 21% | 35% | 33% | 24% | 25% |
| DANGEROUS - DESCRIBES SOMEWHAT | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 5% | 3% | 4% | 3% | 6% | 3% |
| DANGEROUS - DESCRIBES WELL | 4% | 5% | 2% | 3% | 7% | 5% | 5% | 5% | 3% | 1% | 6% | 3% | 4% | 2% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|--------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| SAFE - DESCRIBES WELL | 43% | 38% | 42% | 44% | 46% | 44% | 43% | 43% | 40% | 45% | 43% | 44% | 45% | 42% |
| SAFE - DESCRIBES SOMEWHAT | 20% | 14% | 17% | 20% | 25% | 20% | 20% | 19% | 11% | 16% | 20% | 26% | 19% | 21% |
| EQUALLY DESCRIBES | 29% | 38% | 31% | 29% | 24% | 29% | 29% | 32% | 35% | 31% | 31% | 26% | 29% | 26% |
| DANGEROUS - DESCRIBES SOMEWHAT | 4% | 1% | 5% | 5% | 2% | 3% | 4% | 2% | 4% | 5% | 3% | 2% | 2% | 7% |
| DANGEROUS - DESCRIBES WELL | 4% | 10% | 4% | 3% | 3% | 4% | 3% | 4% | 11% | 3% | 3% | 2% | 4% | 3% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|--------------------------------|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | YES | NO | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| SAFE - DESCRIBES WELL | 43% | 50% | 53% | 44% | 37% | 30% | 41% | 54% | 23% | 31% | 57% | 48% | 42% | 39% | 43% | 45% | 46% | 44% |
| SAFE - DESCRIBES SOMEWHAT | 20% | 18% | 15% | 22% | 21% | 18% | 22% | 20% | 20% | 22% | 19% | 14% | 22% | 29% | 24% | 17% | 16% | 21% |
| EQUALLY DESCRIBES | 29% | 24% | 22% | 25% | 36% | 41% | 29% | 21% | 46% | 37% | 19% | 26% | 30% | 28% | 28% | 30% | 28% | 28% |
| DANGEROUS - DESCRIBES SOMEWHAT | 4% | 4% | 4% | 5% | 3% | 6% | 4% | 2% | 5% | 6% | 2% | 5% | 3% | 3% | 4% | 5% | 4% | 3% |
| DANGEROUS - DESCRIBES WELL | 4% | 5% | 6% | 3% | 3% | 5% | 4% | 3% | 6% | 3% | 3% | 6% | 3% | 2% | 1% | 5% | 6% | 4% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: A SMALL TOWN OR A BIG CITY

QUESTION 25: ALBUQUERQUE COULD BEST BE DESCRIBED AS **A SMALL TOWN OR A BIG CITY**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|--|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| SMALL TOWN - DESCRIBES WELL | 10% | 11% | 10% | 8% | 19% | 16% | 16% | 11% | 7% | 3% | 11% | 8% | 11% | 11% |
| SMALL TOWN - DESCRIBES SOMEWHAT | 15% | 14% | 16% | 14% | 19% | 15% | 16% | 12% | 20% | 11% | 15% | 12% | 15% | 17% |
| EQUALLY DESCRIBES | 33% | 32% | 34% | 33% | 32% | 33% | 29% | 35% | 33% | 38% | 30% | 31% | 31% | 38% |
| BIG CITY - DESCRIBES SOMEWHAT | 22% | 23% | 20% | 23% | 16% | 15% | 20% | 21% | 20% | 26% | 23% | 25% | 20% | 18% |
| BIG CITY - DESCRIBES WELL | 21% | 20% | 21% | 21% | 14% | 21% | 20% | 21% | 20% | 22% | 21% | 23% | 23% | 16% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|--|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| SMALL TOWN - DESCRIBES WELL | 10% | 7% | 9% | 11% | 11% | 10% | 10% | 13% | 16% | 8% | 5% | 9% | 8% | 13% |
| SMALL TOWN - DESCRIBES SOMEWHAT | 15% | 17% | 13% | 15% | 15% | 13% | 16% | 16% | 20% | 16% | 19% | 10% | 16% | 12% |
| EQUALLY DESCRIBES | 33% | 19% | 32% | 37% | 33% | 33% | 33% | 33% | 29% | 30% | 41% | 33% | 29% | 34% |
| BIG CITY - DESCRIBES SOMEWHAT | 22% | 25% | 23% | 19% | 25% | 19% | 24% | 19% | 16% | 19% | 18% | 24% | 24% | 24% |
| BIG CITY - DESCRIBES WELL | 21% | 32% | 23% | 19% | 15% | 24% | 18% | 19% | 18% | 28% | 17% | 24% | 23% | 18% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|--|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| SMALL TOWN - DESCRIBES WELL | 10% | 8% | 10% | 9% | 12% | 13% | 9% | 9% | 12% | 9% | 11% | 13% | 9% | 5% | 6% | 9% | 15% | 12% |
| SMALL TOWN - DESCRIBES SOMEWHAT | 15% | 10% | 17% | 16% | 14% | 21% | 14% | 12% | 22% | 16% | 12% | 12% | 16% | 15% | 17% | 16% | 11% | 15% |
| EQUALLY DESCRIBES | 33% | 38% | 36% | 28% | 35% | 26% | 33% | 37% | 26% | 33% | 36% | 36% | 32% | 40% | 35% | 37% | 25% | 32% |
| BIG CITY - DESCRIBES SOMEWHAT | 22% | 23% | 15% | 24% | 22% | 21% | 24% | 20% | 23% | 26% | 18% | 20% | 22% | 18% | 24% | 22% | 28% | 17% |
| BIG CITY - DESCRIBES WELL | 21% | 22% | 23% | 23% | 18% | 19% | 19% | 22% | 17% | 17% | 24% | 19% | 21% | 22% | 17% | 17% | 22% | 24% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: A MODERN CITY OR A HISTORICAL CITY

QUESTION 26: ALBUQUERQUE COULD BEST BE DESCRIBED AS **A MODERN CITY OR A HISTORICAL CITY**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| MODERN CITY - DESCRIBES WELL | 7% | 9% | 4% | 6% | 11% | 9% | 9% | 8% | 6% | 4% | 6% | 7% | 9% | 6% |
| MODERN CITY - DESCRIBES SOMEWHAT | 5% | 6% | 5% | 5% | 5% | 5% | 7% | 5% | 2% | 6% | 7% | 5% | 5% | 4% |
| EQUALLY DESCRIBES | 47% | 44% | 49% | 46% | 53% | 42% | 41% | 41% | 57% | 53% | 44% | 51% | 44% | 47% |
| HISTORICAL CITY - DESCRIBES SOMEWHAT | 19% | 20% | 18% | 20% | 18% | 20% | 21% | 20% | 19% | 16% | 20% | 18% | 19% | 20% |
| HISTORICAL CITY - DESCRIBES WELL | 22% | 20% | 24% | 22% | 14% | 25% | 22% | 26% | 16% | 22% | 23% | 20% | 23% | 22% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| MODERN CITY - DESCRIBES WELL | 7% | 10% | 6% | 7% | 7% | 8% | 6% | 6% | 13% | 2% | 3% | 11% | 8% | 6% |
| MODERN CITY - DESCRIBES SOMEWHAT | 5% | 4% | 5% | 6% | 5% | 3% | 7% | 4% | - | 3% | 4% | 5% | 9% | 6% |
| EQUALLY DESCRIBES | 47% | 54% | 48% | 46% | 43% | 46% | 47% | 46% | 36% | 47% | 52% | 52% | 43% | 46% |
| HISTORICAL CITY - DESCRIBES SOMEWHAT | 19% | 13% | 21% | 19% | 21% | 19% | 20% | 19% | 29% | 19% | 20% | 11% | 20% | 21% |
| HISTORICAL CITY - DESCRIBES WELL | 22% | 19% | 21% | 22% | 24% | 24% | 20% | 25% | 22% | 30% | 21% | 22% | 19% | 20% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | YES | NO | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| MODERN CITY - DESCRIBES WELL | 7% | 6% | 15% | 5% | 6% | 4% | 6% | 10% | 5% | 5% | 9% | 13% | 5% | 3% | 7% | 5% | 9% | 9% |
| MODERN CITY - DESCRIBES SOMEWHAT | 5% | 2% | 7% | 7% | 4% | 6% | 6% | 4% | 7% | 5% | 5% | 5% | 5% | 8% | 4% | 5% | 6% | 4% |
| EQUALLY DESCRIBES | 47% | 47% | 43% | 47% | 47% | 35% | 48% | 53% | 30% | 48% | 51% | 46% | 47% | 50% | 42% | 46% | 43% | 50% |
| HISTORICAL CITY - DESCRIBES SOMEWHAT | 19% | 23% | 15% | 16% | 22% | 27% | 19% | 14% | 29% | 22% | 14% | 17% | 20% | 27% | 21% | 20% | 18% | 16% |
| HISTORICAL CITY - DESCRIBES WELL | 22% | 22% | 20% | 24% | 21% | 27% | 21% | 19% | 29% | 21% | 21% | 19% | 23% | 12% | 26% | 23% | 23% | 22% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: ART AND CULTURE OR SNAKES AND SCORPIONS

QUESTION 27: ALBUQUERQUE COULD BEST BE DESCRIBED AS HAVING **ART AND CULTURE OR SNAKES AND SCORPIONS**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| ART AND CULTURE - DESCRIBES WELL | 28% | 28% | 28% | 27% | 32% | 31% | 26% | 27% | 33% | 27% | 24% | 24% | 31% | 31% |
| ART AND CULTURE - DESCRIBES SOMEWHAT | 11% | 12% | 10% | 11% | 7% | 11% | 8% | 14% | 11% | 13% | 9% | 10% | 10% | 14% |
| EQUALLY DESCRIBES | 37% | 36% | 37% | 37% | 35% | 37% | 35% | 32% | 36% | 48% | 37% | 39% | 34% | 36% |
| SNAKES AND SCORPIONS - DESCRIBES SOMEWHAT | 13% | 12% | 14% | 14% | 16% | 11% | 17% | 15% | 12% | 5% | 15% | 16% | 12% | 11% |
| SNAKES AND SCORPIONS - DESCRIBES WELL | 11% | 11% | 11% | 11% | 11% | 10% | 14% | 12% | 8% | 7% | 15% | 11% | 13% | 7% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| ART AND CULTURE - DESCRIBES WELL | 28% | 21% | 26% | 30% | 26% | 31% | 25% | 30% | 27% | 34% | 24% | 29% | 30% | 24% |
| ART AND CULTURE - DESCRIBES SOMEWHAT | 11% | 6% | 10% | 11% | 15% | 13% | 9% | 11% | 7% | 9% | 15% | 14% | 9% | 10% |
| EQUALLY DESCRIBES | 37% | 47% | 36% | 36% | 36% | 36% | 38% | 40% | 38% | 28% | 32% | 36% | 37% | 40% |
| SNAKES AND SCORPIONS - DESCRIBES SOMEWHAT | 13% | 11% | 16% | 13% | 12% | 11% | 15% | 12% | 7% | 13% | 18% | 12% | 14% | 14% |
| SNAKES AND SCORPIONS - DESCRIBES WELL | 11% | 15% | 12% | 10% | 11% | 10% | 12% | 8% | 20% | 16% | 12% | 9% | 9% | 12% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| ART AND CULTURE - DESCRIBES WELL | 28% | 35% | 40% | 30% | 19% | 15% | 25% | 39% | 12% | 19% | 39% | 36% | 26% | 27% | 25% | 20% | 34% | 33% |
| ART AND CULTURE - DESCRIBES SOMEWHAT | 11% | 11% | 12% | 12% | 10% | 10% | 12% | 11% | 12% | 9% | 12% | 15% | 10% | 13% | 11% | 15% | 8% | 9% |
| EQUALLY DESCRIBES | 37% | 32% | 34% | 34% | 41% | 28% | 42% | 38% | 29% | 43% | 35% | 34% | 38% | 38% | 42% | 42% | 29% | 34% |
| SNAKES AND SCORPIONS - DESCRIBES SOMEWHAT | 13% | 8% | 9% | 12% | 17% | 25% | 11% | 7% | 23% | 17% | 8% | 6% | 15% | 8% | 13% | 15% | 15% | 14% |
| SNAKES AND SCORPIONS - DESCRIBES WELL | 11% | 14% | 5% | 11% | 12% | 22% | 11% | 4% | 24% | 12% | 7% | 9% | 12% | 14% | 10% | 7% | 13% | 10% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: A PLACE TO GO TO OR A PLACE TO GO THROUGH

QUESTION 28: ALBUQUERQUE COULD BEST BE DESCRIBED AS **A PLACE TO GO TO** OR **A PLACE TO GO THROUGH**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|--|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| A PLACE TO GO TO - DESCRIBES WELL | 35% | 32% | 40% | 36% | 35% | 30% | 30% | 32% | 40% | 47% | 35% | 32% | 33% | 40% |
| A PLACE TO GO TO - DESCRIBES SOMEWHAT EQUALLY DESCRIBES | 14% | 13% | 16% | 14% | 12% | 15% | 14% | 19% | 10% | 12% | 14% | 13% | 13% | 16% |
| A PLACE TO GO THROUGH - DESCRIBES SOMEWHAT | 21% | 24% | 18% | 21% | 21% | 23% | 20% | 22% | 19% | 24% | 20% | 24% | 24% | 18% |
| A PLACE TO GO THROUGH - DESCRIBES | 14% | 15% | 13% | 14% | 14% | 16% | 17% | 12% | 18% | 7% | 16% | 16% | 15% | 11% |
| A PLACE TO GO THROUGH - DESCRIBES WELL | 15% | 17% | 13% | 15% | 18% | 15% | 19% | 16% | 13% | 10% | 15% | 15% | 15% | 15% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|--|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| A PLACE TO GO TO - DESCRIBES WELL | 35% | 33% | 34% | 36% | 35% | 37% | 34% | 33% | 25% | 39% | 37% | 43% | 32% | 36% |
| A PLACE TO GO TO - DESCRIBES SOMEWHAT EQUALLY DESCRIBES | 14% | 11% | 13% | 15% | 16% | 15% | 14% | 17% | 16% | 17% | 16% | 15% | 11% | 12% |
| A PLACE TO GO THROUGH - DESCRIBES SOMEWHAT | 21% | 26% | 20% | 22% | 18% | 20% | 22% | 19% | 20% | 23% | 25% | 18% | 21% | 21% |
| A PLACE TO GO THROUGH - DESCRIBES | 14% | 11% | 17% | 14% | 12% | 15% | 13% | 17% | 13% | 9% | 14% | 8% | 18% | 15% |
| A PLACE TO GO THROUGH - DESCRIBES WELL | 15% | 18% | 15% | 14% | 18% | 13% | 17% | 15% | 25% | 11% | 8% | 15% | 18% | 16% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|--|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| A PLACE TO GO TO - DESCRIBES WELL | 35% | 46% | 43% | 38% | 28% | 13% | 26% | 58% | 3% | 18% | 56% | 44% | 33% | 34% | 40% | 27% | 40% | 38% |
| A PLACE TO GO TO - DESCRIBES SOMEWHAT EQUALLY DESCRIBES | 14% | 13% | 10% | 12% | 19% | 7% | 19% | 15% | 7% | 16% | 16% | 9% | 16% | 14% | 12% | 17% | 13% | 15% |
| A PLACE TO GO THROUGH - DESCRIBES SOMEWHAT | 21% | 15% | 22% | 20% | 24% | 19% | 27% | 17% | 18% | 30% | 17% | 18% | 22% | 18% | 22% | 23% | 18% | 21% |
| A PLACE TO GO THROUGH - DESCRIBES | 14% | 11% | 13% | 16% | 14% | 23% | 16% | 7% | 23% | 22% | 6% | 9% | 15% | 14% | 12% | 17% | 18% | 10% |
| A PLACE TO GO THROUGH - DESCRIBES WELL | 15% | 15% | 13% | 15% | 16% | 38% | 11% | 4% | 48% | 13% | 5% | 18% | 14% | 21% | 15% | 15% | 11% | 16% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: INNOVATIVE OR STUCK IN THE PAST

QUESTION 29: ALBUQUERQUE COULD BEST BE DESCRIBED AS **INNOVATIVE OR STUCK IN THE PAST**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|---|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| INNOVATIVE - DESCRIBES WELL | 24% | 25% | 23% | 23% | 35% | 25% | 23% | 21% | 27% | 26% | 22% | 23% | 23% | 26% |
| INNOVATIVE - DESCRIBES SOMEWHAT | 14% | 13% | 14% | 14% | 9% | 12% | 10% | 14% | 15% | 18% | 15% | 11% | 12% | 16% |
| EQUALLY DESCRIBES - DESCRIBES SOMEWHAT | 40% | 38% | 42% | 41% | 23% | 45% | 38% | 42% | 41% | 39% | 41% | 44% | 41% | 36% |
| STUCK IN THE PAST - DESCRIBES SOMEWHAT | 13% | 13% | 14% | 14% | 18% | 11% | 19% | 11% | 11% | 10% | 13% | 14% | 15% | 13% |
| STUCK IN THE PAST - DESCRIBES WELL | 9% | 10% | 8% | 9% | 16% | 7% | 10% | 12% | 6% | 7% | 10% | 8% | 10% | 9% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|---|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| INNOVATIVE - DESCRIBES WELL | 24% | 26% | 25% | 22% | 24% | 29% | 20% | 27% | 18% | 30% | 23% | 22% | 24% | 24% |
| INNOVATIVE - DESCRIBES SOMEWHAT | 14% | 14% | 14% | 13% | 13% | 13% | 15% | 9% | 9% | 9% | 13% | 18% | 16% | 16% |
| EQUALLY DESCRIBES - DESCRIBES SOMEWHAT | 40% | 36% | 41% | 42% | 38% | 38% | 41% | 38% | 42% | 44% | 41% | 43% | 37% | 39% |
| STUCK IN THE PAST - DESCRIBES SOMEWHAT | 13% | 11% | 10% | 16% | 14% | 12% | 15% | 14% | 18% | 11% | 16% | 12% | 14% | 12% |
| STUCK IN THE PAST - DESCRIBES WELL | 9% | 13% | 9% | 7% | 11% | 8% | 9% | 12% | 13% | 6% | 8% | 5% | 10% | 9% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|---|----------------------|-----------------|-------------------------|-----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE-MENT | MID-LEVEL MANAGE-MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| INNOVATIVE - DESCRIBES WELL | 24% | 31% | 37% | 26% | 16% | 12% | 19% | 37% | 7% | 12% | 36% | 35% | 21% | 23% | 16% | 19% | 33% | 26% |
| INNOVATIVE - DESCRIBES SOMEWHAT | 14% | 14% | 11% | 14% | 14% | 5% | 17% | 16% | 5% | 14% | 16% | 10% | 15% | 19% | 19% | 13% | 9% | 13% |
| EQUALLY DESCRIBES - DESCRIBES SOMEWHAT | 40% | 32% | 34% | 39% | 45% | 45% | 44% | 33% | 44% | 46% | 35% | 32% | 42% | 36% | 46% | 45% | 33% | 39% |
| STUCK IN THE PAST - DESCRIBES SOMEWHAT | 13% | 9% | 13% | 12% | 16% | 24% | 11% | 8% | 27% | 18% | 6% | 11% | 14% | 12% | 13% | 14% | 16% | 12% |
| STUCK IN THE PAST - DESCRIBES WELL | 9% | 14% | 6% | 9% | 9% | 14% | 8% | 6% | 16% | 9% | 7% | 13% | 8% | 11% | 6% | 10% | 8% | 10% |

VARIOUS WAYS OF DESCRIBING ALBUQUERQUE: UP & COMING OR DOWN & OUT

QUESTION 30: ALBUQUERQUE COULD BEST BE DESCRIBED AS **UP & COMING OR DOWN & OUT**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| Up & Coming - Describes Well | 33% | 35% | 31% | 31% | 47% | 38% | 28% | 31% | 33% | 47% | 27% | 31% | 33% | 40% |
| Up & Coming - Describes Somewhat | 22% | 21% | 23% | 24% | 12% | 17% | 19% | 22% | 28% | 20% | 25% | 19% | 24% | 21% |
| Equally Describes | 30% | 28% | 32% | 31% | 23% | 32% | 33% | 32% | 28% | 24% | 32% | 34% | 26% | 28% |
| Down & Out - Describes Somewhat | 8% | 9% | 8% | 9% | 5% | 8% | 10% | 9% | 6% | 7% | 9% | 8% | 10% | 7% |
| Down & Out - Describes Well | 6% | 6% | 7% | 6% | 12% | 5% | 10% | 6% | 5% | 2% | 7% | 7% | 7% | 4% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|----------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| Up & Coming - Describes Well | 33% | 28% | 32% | 34% | 34% | 38% | 29% | 31% | 24% | 36% | 33% | 37% | 35% | 33% |
| Up & Coming - Describes Somewhat | 22% | 28% | 23% | 19% | 24% | 20% | 24% | 19% | 31% | 17% | 15% | 23% | 24% | 24% |
| Equally Describes | 30% | 26% | 29% | 32% | 30% | 28% | 33% | 33% | 22% | 38% | 38% | 31% | 23% | 29% |
| Down & Out - Describes Somewhat | 8% | 8% | 12% | 8% | 6% | 9% | 8% | 10% | 11% | 6% | 8% | 6% | 11% | 6% |
| Down & Out - Describes Well | 6% | 10% | 5% | 6% | 6% | 6% | 6% | 8% | 13% | 3% | 5% | 3% | 6% | 7% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|----------------------------------|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | Less Than 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| Up & Coming - Describes Well | 33% | 40% | 46% | 38% | 23% | 12% | 30% | 51% | 6% | 19% | 51% | 44% | 30% | 28% | 38% | 30% | 39% | 33% |
| Up & Coming - Describes Somewhat | 22% | 19% | 16% | 21% | 26% | 16% | 27% | 21% | 13% | 28% | 21% | 16% | 23% | 30% | 22% | 23% | 17% | 22% |
| Equally Describes | 30% | 25% | 24% | 27% | 36% | 42% | 33% | 20% | 41% | 41% | 20% | 24% | 32% | 32% | 25% | 29% | 31% | 31% |
| Down & Out - Describes Somewhat | 8% | 7% | 9% | 8% | 9% | 17% | 6% | 5% | 22% | 8% | 4% | 9% | 8% | 6% | 8% | 11% | 7% | 8% |
| Down & Out - Describes Well | 6% | 9% | 5% | 6% | 6% | 13% | 5% | 3% | 18% | 5% | 3% | 7% | 6% | 5% | 7% | 6% | 7% | 7% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 THE CLIMATE IN ALBUQUERQUE IS ABOUT THE SAME AS PHOENIX**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **THE CLIMATE IN ALBUQUERQUE IS ABOUT THE SAME AS PHOENIX**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| STRONGLY AGREE | 17% | 16% | 19% | 16% | 37% | 16% | 22% | 20% | 10% | 13% | 21% | 16% | 16% | 17% |
| SOMEWHAT AGREE | 43% | 41% | 46% | 44% | 32% | 45% | 45% | 41% | 49% | 38% | 43% | 43% | 43% | 45% |
| NEITHER AGREE NOR DISAGREE | 26% | 29% | 23% | 27% | 23% | 25% | 25% | 26% | 23% | 33% | 27% | 33% | 28% | 21% |
| SOMEWHAT DISAGREE | 10% | 10% | 11% | 10% | 9% | 12% | 6% | 12% | 14% | 12% | 8% | 5% | 12% | 15% |
| STRONGLY DISAGREE | 2% | 4% | 1% | 3% | - | 1% | 1% | 2% | 4% | 4% | 2% | 3% | 1% | 3% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| STRONGLY AGREE | 17% | 22% | 15% | 18% | 16% | 22% | 13% | 17% | 25% | 13% | 21% | 18% | 15% | 17% |
| SOMEWHAT AGREE | 43% | 38% | 47% | 43% | 43% | 43% | 43% | 44% | 25% | 52% | 42% | 48% | 40% | 44% |
| NEITHER AGREE NOR DISAGREE | 26% | 35% | 25% | 27% | 22% | 24% | 29% | 20% | 22% | 20% | 28% | 21% | 35% | 30% |
| SOMEWHAT DISAGREE | 10% | 4% | 11% | 9% | 15% | 9% | 12% | 18% | 9% | 13% | 9% | 11% | 8% | 7% |
| STRONGLY DISAGREE | 2% | 1% | 2% | 2% | 4% | 2% | 3% | 1% | 18% | 3% | - | 2% | 2% | 2% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|-----------------|-------------------------|-----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE-MENT | MID-LEVEL MANAGE-MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| STRONGLY AGREE | 17% | 21% | 27% | 17% | 13% | 11% | 15% | 24% | 12% | 12% | 23% | 23% | 16% | 12% | 15% | 17% | 27% | 16% |
| SOMEWHAT AGREE | 43% | 40% | 38% | 45% | 45% | 45% | 46% | 40% | 46% | 45% | 41% | 38% | 45% | 41% | 44% | 40% | 43% | 45% |
| NEITHER AGREE NOR DISAGREE | 26% | 22% | 22% | 25% | 31% | 29% | 29% | 23% | 29% | 33% | 22% | 22% | 28% | 28% | 28% | 27% | 25% | 25% |
| SOMEWHAT DISAGREE | 10% | 13% | 11% | 12% | 9% | 9% | 11% | 11% | 7% | 9% | 12% | 11% | 10% | 14% | 10% | 14% | 4% | 11% |
| STRONGLY DISAGREE | 2% | 5% | 3% | 1% | 2% | 6% | - | 2% | 6% | 2% | 2% | 5% | 2% | 5% | 3% | 2% | 1% | 2% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 ALBUQUERQUE WOULD BE A GOOD PLACE TO RAISE A FAMILY**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **ALBUQUERQUE WOULD BE A GOOD PLACE TO RAISE A FAMILY**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| STRONGLY AGREE | 17% | 18% | 16% | 15% | 30% | 17% | 18% | 18% | 13% | 18% | 11% | 21% | 15% | 19% |
| SOMEWHAT AGREE | 39% | 39% | 39% | 39% | 33% | 36% | 37% | 37% | 40% | 43% | 39% | 33% | 43% | 40% |
| NEITHER AGREE NOR DISAGREE | 34% | 32% | 35% | 34% | 28% | 35% | 32% | 35% | 37% | 31% | 36% | 35% | 31% | 32% |
| SOMEWHAT DISAGREE | 8% | 8% | 9% | 8% | 5% | 10% | 9% | 8% | 8% | 8% | 10% | 7% | 9% | 7% |
| STRONGLY DISAGREE | 3% | 3% | 2% | 3% | 4% | 1% | 5% | 2% | 2% | - | 3% | 3% | 2% | 1% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| STRONGLY AGREE | 17% | 14% | 14% | 18% | 19% | 22% | 12% | 13% | 18% | 17% | 20% | 20% | 16% | 16% |
| SOMEWHAT AGREE | 39% | 35% | 39% | 38% | 41% | 40% | 38% | 40% | 33% | 34% | 42% | 42% | 42% | 35% |
| NEITHER AGREE NOR DISAGREE | 34% | 38% | 35% | 34% | 31% | 30% | 37% | 37% | 27% | 38% | 30% | 32% | 30% | 37% |
| SOMEWHAT DISAGREE | 8% | 13% | 11% | 7% | 6% | 6% | 11% | 9% | 9% | 11% | 8% | 5% | 9% | 9% |
| STRONGLY DISAGREE | 3% | 1% | 1% | 3% | 4% | 2% | 3% | 2% | 13% | - | 1% | 2% | 2% | 3% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|----------------|---------------------|-------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGER | MID-LEVEL MANAGER | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| STRONGLY AGREE | 17% | 25% | 27% | 18% | 10% | 4% | 10% | 31% | 2% | 6% | 28% | 29% | 13% | 14% | 14% | 12% | 24% | 19% |
| SOMEWHAT AGREE | 39% | 37% | 40% | 41% | 37% | 27% | 43% | 43% | 22% | 34% | 47% | 34% | 40% | 39% | 37% | 41% | 39% | 38% |
| NEITHER AGREE NOR DISAGREE | 34% | 28% | 26% | 33% | 39% | 44% | 38% | 23% | 48% | 47% | 21% | 27% | 36% | 39% | 40% | 33% | 25% | 34% |
| SOMEWHAT DISAGREE | 8% | 7% | 6% | 6% | 11% | 17% | 9% | 1% | 19% | 12% | 3% | 5% | 9% | 6% | 8% | 10% | 8% | 7% |
| STRONGLY DISAGREE | 3% | 3% | 2% | 3% | 3% | 7% | 1% | 1% | 9% | 2% | 1% | 5% | 2% | 3% | 1% | 4% | 4% | 1% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 ALBUQUERQUE'S BUSINESS CLIMATE IS AS GOOD AS THAT OF OTHER SIMILAR-SIZED CITIES IN THE SOUTHWEST**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **ALBUQUERQUE'S BUSINESS CLIMATE IS AS GOOD AS THAT OF OTHER SIMILAR-SIZED CITIES IN THE SOUTHWEST.**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| STRONGLY AGREE | 15% | 16% | 15% | 14% | 32% | 16% | 17% | 16% | 12% | 16% | 10% | 19% | 12% | 18% |
| SOMEWHAT AGREE | 43% | 42% | 43% | 44% | 35% | 38% | 42% | 39% | 46% | 46% | 44% | 36% | 48% | 43% |
| NEITHER AGREE NOR DISAGREE | 35% | 35% | 36% | 36% | 25% | 36% | 33% | 37% | 37% | 35% | 36% | 38% | 33% | 34% |
| SOMEWHAT DISAGREE | 6% | 6% | 6% | 5% | 7% | 9% | 7% | 6% | 5% | 3% | 8% | 5% | 6% | 5% |
| STRONGLY DISAGREE | 1% | 1% | 1% | 1% | 2% | - | 2% | 1% | 1% | - | 2% | 2% | 1% | - |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| STRONGLY AGREE | 15% | 11% | 11% | 18% | 17% | 20% | 11% | 16% | 15% | 9% | 17% | 15% | 12% | 19% |
| SOMEWHAT AGREE | 43% | 40% | 52% | 40% | 38% | 45% | 40% | 41% | 29% | 50% | 42% | 45% | 50% | 38% |
| NEITHER AGREE NOR DISAGREE | 35% | 42% | 31% | 35% | 40% | 28% | 42% | 36% | 42% | 38% | 37% | 35% | 29% | 37% |
| SOMEWHAT DISAGREE | 6% | 6% | 5% | 7% | 4% | 6% | 5% | 6% | 7% | 3% | 5% | 5% | 8% | 5% |
| STRONGLY DISAGREE | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 7% | - | - | 1% | 1% | 1% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| STRONGLY AGREE | 15% | 23% | 33% | 18% | 5% | 4% | 8% | 29% | 3% | 5% | 26% | 30% | 11% | 15% | 16% | 10% | 23% | 14% |
| SOMEWHAT AGREE | 43% | 42% | 38% | 45% | 43% | 32% | 50% | 43% | 30% | 38% | 49% | 37% | 44% | 46% | 40% | 44% | 42% | 43% |
| NEITHER AGREE NOR DISAGREE | 35% | 26% | 27% | 31% | 45% | 47% | 38% | 25% | 50% | 50% | 22% | 25% | 38% | 30% | 38% | 39% | 31% | 35% |
| SOMEWHAT DISAGREE | 6% | 8% | 3% | 5% | 6% | 13% | 4% | 3% | 14% | 7% | 2% | 6% | 6% | 7% | 6% | 6% | 3% | 6% |
| STRONGLY DISAGREE | 1% | - | - | 1% | 1% | 4% | * | - | 4% | 1% | * | 2% | 1% | 2% | - | 1% | 1% | 1% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 ALBUQUERQUE HAS A HIGH QUALITY WORKFORCE**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **ALBUQUERQUE HAS A HIGH QUALITY WORKFORCE**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-----|-------|-------|-------|-------|------------------|----------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| | | | | | | | | | | | | | | | |
| STRONGLY AGREE | 13% | 12% | 13% | 11% | 30% | 14% | 16% | 11% | 10% | 12% | 9% | 12% | 12% | 15% | |
| SOMEWHAT AGREE | 32% | 35% | 30% | 31% | 26% | 39% | 31% | 30% | 29% | 40% | 29% | 31% | 34% | 34% | |
| NEITHER AGREE NOR DISAGREE | 47% | 45% | 49% | 50% | 32% | 39% | 43% | 50% | 53% | 43% | 48% | 51% | 48% | 43% | |
| SOMEWHAT DISAGREE | 7% | 8% | 6% | 7% | 9% | 7% | 7% | 8% | 7% | 4% | 12% | 5% | 4% | 6% | |
| STRONGLY DISAGREE | 1% | 1% | 2% | 1% | 4% | 1% | 2% | 1% | 1% | 1% | 2% | * | 2% | 1% | |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|---------|------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest | | South Central | South Atlantic | North East |
| | | | | | | | | | | West | East | | | |
| STRONGLY AGREE | 13% | 11% | 10% | 14% | 13% | 18% | 8% | 12% | 11% | 11% | 17% | 13% | 10% | 13% |
| SOMEWHAT AGREE | 32% | 25% | 33% | 30% | 38% | 34% | 31% | 33% | 25% | 33% | 23% | 38% | 37% | 30% |
| NEITHER AGREE NOR DISAGREE | 47% | 53% | 49% | 47% | 43% | 43% | 51% | 46% | 53% | 45% | 53% | 45% | 43% | 48% |
| SOMEWHAT DISAGREE | 7% | 10% | 7% | 7% | 5% | 5% | 9% | 7% | 7% | 11% | 5% | 3% | 9% | 7% |
| STRONGLY DISAGREE | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 4% | - | 3% | - | 1% | 1% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|-----------------|-------------------------|-----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE-MENT | MID-LEVEL MANAGE-MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| | | | | | | | | | | | | | | | | | | |
| STRONGLY AGREE | 13% | 19% | 25% | 13% | 6% | 3% | 5% | 26% | 3% | 3% | 22% | 23% | 10% | 10% | 12% | 10% | 20% | 12% |
| SOMEWHAT AGREE | 32% | 33% | 38% | 38% | 25% | 20% | 36% | 37% | 16% | 29% | 39% | 41% | 30% | 27% | 31% | 34% | 33% | 37% |
| NEITHER AGREE NOR DISAGREE | 47% | 39% | 33% | 40% | 60% | 58% | 54% | 34% | 59% | 60% | 36% | 27% | 53% | 53% | 53% | 46% | 40% | 42% |
| SOMEWHAT DISAGREE | 7% | 7% | 4% | 8% | 7% | 15% | 6% | 3% | 17% | 8% | 3% | 9% | 6% | 9% | 4% | 10% | 6% | 7% |
| STRONGLY DISAGREE | 1% | 2% | - | 1% | 2% | 4% | - | 1% | 5% | * | * | 1% | 1% | 1% | - | 1% | 2% | 2% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 ALBUQUERQUE HAS GOOD PUBLIC SCHOOLS**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **ALBUQUERQUE HAS GOOD PUBLIC SCHOOLS**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| STRONGLY AGREE | 9% | 11% | 7% | 7% | 30% | 9% | 11% | 10% | 6% | 6% | 8% | 10% | 8% | 10% |
| SOMEWHAT AGREE | 27% | 27% | 27% | 26% | 25% | 35% | 25% | 24% | 28% | 34% | 28% | 27% | 26% | 28% |
| NEITHER AGREE NOR DISAGREE | 56% | 55% | 57% | 59% | 32% | 47% | 53% | 59% | 56% | 57% | 54% | 56% | 58% | 57% |
| SOMEWHAT DISAGREE | 7% | 6% | 8% | 6% | 12% | 9% | 9% | 6% | 8% | 3% | 9% | 7% | 7% | 5% |
| STRONGLY DISAGREE | 1% | 1% | 1% | 1% | 2% | - | 2% | 1% | 1% | 1% | 2% | 1% | 1% | * |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| STRONGLY AGREE | 9% | 8% | 8% | 10% | 9% | 14% | 5% | 9% | 11% | 6% | 10% | 9% | 9% | 9% |
| SOMEWHAT AGREE | 27% | 19% | 29% | 27% | 26% | 29% | 25% | 24% | 15% | 34% | 25% | 28% | 30% | 28% |
| NEITHER AGREE NOR DISAGREE | 56% | 61% | 56% | 55% | 58% | 50% | 62% | 59% | 56% | 50% | 57% | 61% | 54% | 53% |
| SOMEWHAT DISAGREE | 7% | 11% | 7% | 7% | 6% | 6% | 7% | 7% | 9% | 9% | 8% | 2% | 6% | 8% |
| STRONGLY DISAGREE | 1% | - | 1% | 2% | 2% | 1% | 1% | 1% | 9% | - | 1% | - | 1% | 1% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|-----------------|-------------------------|-----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE-MENT | MID-LEVEL MANAGE-MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| STRONGLY AGREE | 9% | 15% | 23% | 7% | 4% | 1% | 3% | 19% | 2% | 2% | 16% | 19% | 6% | 8% | 7% | 9% | 15% | 7% |
| SOMEWHAT AGREE | 27% | 33% | 29% | 32% | 20% | 14% | 26% | 37% | 12% | 17% | 38% | 36% | 24% | 23% | 26% | 29% | 28% | 27% |
| NEITHER AGREE NOR DISAGREE | 56% | 46% | 42% | 52% | 68% | 67% | 65% | 40% | 70% | 72% | 42% | 34% | 62% | 64% | 64% | 50% | 47% | 57% |
| SOMEWHAT DISAGREE | 7% | 5% | 7% | 8% | 6% | 13% | 6% | 4% | 12% | 9% | 4% | 7% | 7% | 4% | 3% | 10% | 8% | 7% |
| STRONGLY DISAGREE | 1% | 1% | - | 1% | 2% | 4% | - | * | 4% | 1% | * | 3% | 1% | 1% | - | 2% | 1% | 1% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 ALBUQUERQUE HAS GOOD COLLEGES AND UNIVERSITIES**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **ALBUQUERQUE HAS GOOD COLLEGES AND UNIVERSITIES**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| STRONGLY AGREE | 13% | 14% | 12% | 12% | 26% | 14% | 16% | 12% | 9% | 15% | 8% | 15% | 16% | 13% |
| SOMEWHAT AGREE | 33% | 36% | 29% | 32% | 26% | 36% | 30% | 31% | 32% | 41% | 32% | 33% | 25% | 37% |
| NEITHER AGREE NOR DISAGREE | 46% | 43% | 49% | 48% | 35% | 40% | 43% | 49% | 51% | 39% | 48% | 46% | 49% | 42% |
| SOMEWHAT DISAGREE | 7% | 6% | 8% | 7% | 9% | 8% | 9% | 8% | 6% | 3% | 10% | 5% | 7% | 6% |
| STRONGLY DISAGREE | 2% | 1% | 2% | 2% | 4% | 2% | 3% | 1% | 1% | 1% | 2% | 1% | 2% | 1% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| STRONGLY AGREE | 13% | 11% | 10% | 15% | 13% | 17% | 9% | 14% | 16% | 11% | 16% | 14% | 9% | 13% |
| SOMEWHAT AGREE | 33% | 29% | 33% | 31% | 36% | 35% | 30% | 33% | 22% | 39% | 29% | 35% | 35% | 33% |
| NEITHER AGREE NOR DISAGREE | 46% | 53% | 49% | 45% | 42% | 41% | 50% | 45% | 45% | 42% | 48% | 46% | 48% | 44% |
| SOMEWHAT DISAGREE | 7% | 6% | 6% | 8% | 7% | 5% | 9% | 6% | 11% | 6% | 7% | 5% | 6% | 9% |
| STRONGLY DISAGREE | 2% | 1% | 3% | 1% | 2% | 1% | 2% | 2% | 5% | 2% | 1% | - | 3% | 1% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|----------------|---------------------|-------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGER | MID-LEVEL MANAGER | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| STRONGLY AGREE | 13% | 21% | 25% | 13% | 6% | 1% | 5% | 27% | 1% | 3% | 23% | 25% | 9% | 10% | 10% | 11% | 23% | 10% |
| SOMEWHAT AGREE | 33% | 33% | 38% | 37% | 27% | 21% | 35% | 39% | 14% | 29% | 41% | 37% | 31% | 26% | 33% | 34% | 34% | 34% |
| NEITHER AGREE NOR DISAGREE | 46% | 39% | 30% | 42% | 57% | 56% | 54% | 32% | 61% | 58% | 33% | 29% | 50% | 53% | 51% | 44% | 34% | 48% |
| SOMEWHAT DISAGREE | 7% | 5% | 6% | 6% | 9% | 17% | 6% | 2% | 16% | 9% | 3% | 6% | 7% | 8% | 4% | 10% | 6% | 6% |
| STRONGLY DISAGREE | 2% | 2% | 1% | 2% | 2% | 6% | * | * | 7% | 2% | * | 3% | 1% | 3% | 1% | 1% | 2% | 2% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 SPANISH IS THE PRIMARY LANGUAGE SPOKEN IN ALBUQUERQUE**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **SPANISH IS THE PRIMARY LANGUAGE SPOKEN IN ALBUQUERQUE**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|---------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,99 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| STRONGLY AGREE | 8% | 8% | 8% | 6% | 18% | 17% | 11% | 11% | 5% | 4% | 11% | 8% | 8% | 7% |
| SOMEWHAT AGREE | 24% | 23% | 25% | 24% | 23% | 24% | 24% | 23% | 27% | 22% | 20% | 24% | 32% | 22% |
| NEITHER AGREE NOR DISAGREE | 39% | 40% | 39% | 39% | 37% | 37% | 41% | 38% | 38% | 38% | 40% | 43% | 36% | 38% |
| SOMEWHAT DISAGREE | 22% | 22% | 23% | 24% | 12% | 18% | 19% | 21% | 23% | 29% | 23% | 21% | 20% | 26% |
| STRONGLY DISAGREE | 6% | 6% | 6% | 6% | 11% | 4% | 5% | 6% | 8% | 7% | 6% | 4% | 4% | 8% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| STRONGLY AGREE | 8% | 15% | 8% | 6% | 10% | 12% | 5% | 10% | 9% | 5% | 8% | 6% | 7% | 11% |
| SOMEWHAT AGREE | 24% | 25% | 24% | 25% | 22% | 24% | 24% | 26% | 20% | 30% | 19% | 28% | 24% | 22% |
| NEITHER AGREE NOR DISAGREE | 39% | 43% | 40% | 40% | 35% | 37% | 41% | 38% | 31% | 38% | 48% | 45% | 36% | 36% |
| SOMEWHAT DISAGREE | 22% | 13% | 21% | 23% | 27% | 21% | 24% | 18% | 31% | 22% | 23% | 15% | 24% | 26% |
| STRONGLY DISAGREE | 6% | 4% | 7% | 6% | 7% | 6% | 6% | 9% | 9% | 6% | 3% | 5% | 8% | 5% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|----------------|------------------------|----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGEMENT | MID-LEVEL MANAGEMENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| STRONGLY AGREE | 8% | 14% | 13% | 8% | 5% | 5% | 13% | 7% | 3% | 12% | 16% | 6% | 4% | 8% | 9% | 12% | 8% | |
| SOMEWHAT AGREE | 24% | 20% | 28% | 28% | 21% | 29% | 25% | 20% | 27% | 24% | 23% | 27% | 23% | 18% | 23% | 23% | 32% | 21% |
| NEITHER AGREE NOR DISAGREE | 39% | 32% | 40% | 37% | 43% | 38% | 42% | 38% | 41% | 44% | 36% | 38% | 40% | 42% | 40% | 40% | 36% | 41% |
| SOMEWHAT DISAGREE | 22% | 27% | 15% | 22% | 24% | 23% | 22% | 23% | 19% | 22% | 24% | 13% | 25% | 30% | 25% | 22% | 17% | 23% |
| STRONGLY DISAGREE | 6% | 7% | 5% | 5% | 7% | 6% | 6% | 7% | 6% | 7% | 6% | 6% | 6% | 6% | 4% | 6% | 3% | 8% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 ALBUQUERQUE IS A GOOD PLACE TO BUILD A CAREER**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **ALBUQUERQUE IS A GOOD PLACE TO BUILD A CAREER**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| STRONGLY AGREE | 13% | 15% | 12% | 12% | 26% | 15% | 16% | 14% | 9% | 13% | 9% | 14% | 14% | 15% |
| SOMEWHAT AGREE | 31% | 33% | 29% | 31% | 25% | 37% | 32% | 25% | 33% | 36% | 34% | 31% | 29% | 31% |
| NEITHER AGREE NOR DISAGREE | 42% | 39% | 45% | 44% | 28% | 33% | 37% | 46% | 43% | 43% | 39% | 44% | 45% | 41% |
| SOMEWHAT DISAGREE | 11% | 11% | 11% | 10% | 16% | 14% | 11% | 12% | 12% | 6% | 14% | 10% | 11% | 9% |
| STRONGLY DISAGREE | 3% | 3% | 3% | 3% | 5% | 2% | 4% | 2% | 3% | 3% | 4% | 2% | 2% | 4% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| STRONGLY AGREE | 13% | 10% | 10% | 16% | 14% | 19% | 8% | 15% | 13% | 8% | 13% | 16% | 9% | 17% |
| SOMEWHAT AGREE | 31% | 31% | 33% | 29% | 31% | 31% | 31% | 26% | 25% | 31% | 35% | 31% | 37% | 28% |
| NEITHER AGREE NOR DISAGREE | 42% | 43% | 45% | 40% | 43% | 39% | 45% | 44% | 38% | 45% | 43% | 44% | 40% | 40% |
| SOMEWHAT DISAGREE | 11% | 15% | 9% | 13% | 7% | 9% | 13% | 11% | 15% | 16% | 8% | 8% | 9% | 13% |
| STRONGLY DISAGREE | 3% | 1% | 3% | 2% | 4% | 2% | 4% | 4% | 9% | - | 3% | 2% | 4% | 2% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|----------------|-------------------------|-----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGE-MENT | MID-LEVEL MANAGE-MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| STRONGLY AGREE | 13% | 21% | 26% | 14% | 6% | 2% | 6% | 28% | 3% | 3% | 23% | 28% | 9% | 8% | 11% | 11% | 22% | 14% |
| SOMEWHAT AGREE | 31% | 33% | 33% | 36% | 25% | 16% | 35% | 38% | 10% | 24% | 42% | 31% | 31% | 32% | 32% | 29% | 35% | 31% |
| NEITHER AGREE NOR DISAGREE | 42% | 34% | 32% | 34% | 54% | 49% | 49% | 31% | 52% | 56% | 30% | 28% | 46% | 45% | 46% | 45% | 32% | 42% |
| SOMEWHAT DISAGREE | 11% | 9% | 9% | 12% | 11% | 24% | 9% | 4% | 23% | 14% | 5% | 7% | 12% | 12% | 10% | 11% | 9% | 10% |
| STRONGLY DISAGREE | 3% | 3% | - | 4% | 4% | 9% | 1% | * | 12% | 2% | * | 6% | 2% | 4% | 1% | 3% | 2% | 4% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 ALBUQUERQUE IS A GOOD PLACE TO LAUNCH A STARTUP COMPANY OR BUILD A BUSINESS**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **ALBUQUERQUE IS A GOOD PLACE TO LAUNCH A STARTUP COMPANY OR BUILD A BUSINESS**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| STRONGLY AGREE | 14% | 14% | 14% | 12% | 32% | 15% | 18% | 14% | 9% | 11% | 9% | 14% | 13% | 17% |
| SOMEWHAT AGREE | 30% | 33% | 28% | 30% | 23% | 35% | 29% | 30% | 30% | 34% | 28% | 31% | 30% | 32% |
| NEITHER AGREE NOR DISAGREE | 45% | 41% | 49% | 48% | 28% | 35% | 40% | 44% | 51% | 48% | 50% | 46% | 46% | 40% |
| SOMEWHAT DISAGREE | 9% | 9% | 8% | 8% | 14% | 13% | 10% | 10% | 8% | 5% | 9% | 8% | 9% | 9% |
| STRONGLY DISAGREE | 2% | 2% | 2% | 2% | 4% | 2% | 3% | 2% | 2% | 1% | 4% | 2% | 2% | 1% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| STRONGLY AGREE | 14% | 13% | 9% | 16% | 15% | 19% | 9% | 12% | 13% | 13% | 13% | 12% | 11% | 20% |
| SOMEWHAT AGREE | 30% | 21% | 32% | 30% | 33% | 32% | 28% | 34% | 31% | 25% | 36% | 31% | 32% | 25% |
| NEITHER AGREE NOR DISAGREE | 45% | 56% | 48% | 43% | 43% | 41% | 49% | 41% | 38% | 53% | 44% | 48% | 45% | 46% |
| SOMEWHAT DISAGREE | 9% | 8% | 8% | 9% | 8% | 6% | 12% | 11% | 9% | 6% | 7% | 8% | 11% | 8% |
| STRONGLY DISAGREE | 2% | 3% | 3% | 2% | 1% | 1% | 3% | 2% | 9% | 3% | - | 2% | 2% | 1% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|-----------------|-------------------------|-----------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE-MENT | MID-LEVEL MANAGE-MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| STRONGLY AGREE | 14% | 30% | 28% | 12% | 5% | 3% | 6% | 28% | 3% | 4% | 23% | 32% | 9% | 14% | 13% | 11% | 19% | 13% |
| SOMEWHAT AGREE | 30% | 26% | 33% | 37% | 26% | 17% | 32% | 38% | 14% | 24% | 39% | 29% | 31% | 23% | 28% | 34% | 34% | 30% |
| NEITHER AGREE NOR DISAGREE | 45% | 34% | 30% | 41% | 57% | 53% | 55% | 32% | 52% | 60% | 34% | 28% | 50% | 53% | 52% | 41% | 39% | 45% |
| SOMEWHAT DISAGREE | 9% | 10% | 8% | 7% | 9% | 21% | 6% | 3% | 23% | 10% | 3% | 7% | 9% | 9% | 5% | 11% | 7% | 10% |
| STRONGLY DISAGREE | 2% | - | - | 3% | 3% | 7% | 1% | * | 7% | 2% | * | 4% | 2% | 1% | 2% | 2% | 2% | 2% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 ALBUQUERQUE IS A GOOD PLACE TO RAISE A FAMILY**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **ALBUQUERQUE IS A GOOD PLACE TO RAISE A FAMILY**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| STRONGLY AGREE | 17% | 18% | 16% | 15% | 30% | 17% | 18% | 18% | 13% | 18% | 11% | 21% | 15% | 19% |
| SOMEWHAT AGREE | 39% | 39% | 39% | 39% | 33% | 36% | 37% | 37% | 40% | 43% | 39% | 33% | 43% | 40% |
| NEITHER AGREE NOR DISAGREE | 34% | 32% | 35% | 34% | 28% | 35% | 32% | 35% | 37% | 31% | 36% | 35% | 31% | 32% |
| SOMEWHAT DISAGREE | 8% | 8% | 9% | 8% | 5% | 10% | 9% | 8% | 8% | 8% | 10% | 7% | 9% | 7% |
| STRONGLY DISAGREE | 3% | 3% | 2% | 3% | 4% | 1% | 5% | 2% | 2% | - | 3% | 3% | 2% | 1% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|--------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
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| STRONGLY AGREE | 17% | 14% | 14% | 18% | 19% | 22% | 12% | 13% | 18% | 17% | 20% | 20% | 16% | 16% |
| SOMEWHAT AGREE | 39% | 35% | 39% | 38% | 41% | 40% | 38% | 40% | 33% | 34% | 42% | 42% | 42% | 35% |
| NEITHER AGREE NOR DISAGREE | 34% | 38% | 35% | 34% | 31% | 30% | 37% | 37% | 27% | 38% | 30% | 32% | 30% | 37% |
| SOMEWHAT DISAGREE | 8% | 13% | 11% | 7% | 6% | 6% | 11% | 9% | 9% | 11% | 8% | 5% | 9% | 9% |
| STRONGLY DISAGREE | 3% | 1% | 1% | 3% | 4% | 2% | 3% | 2% | 13% | - | 1% | 2% | 2% | 3% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | |
|-----------------------------------|----------------------|----------------|---------------------|-------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|
| | | OWNER/CO-OWNER | UPPER LEVEL MANAGER | MID-LEVEL MANAGER | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE |
| STRONGLY AGREE | 17% | 25% | 27% | 18% | 10% | 4% | 10% | 31% | 2% | 6% | 28% | 29% | 13% | 14% | 14% | 12% | 24% | 19% |
| SOMEWHAT AGREE | 39% | 37% | 40% | 41% | 37% | 27% | 43% | 43% | 22% | 34% | 47% | 34% | 40% | 39% | 37% | 41% | 39% | 38% |
| NEITHER AGREE NOR DISAGREE | 34% | 28% | 26% | 33% | 39% | 44% | 38% | 23% | 48% | 47% | 21% | 27% | 36% | 39% | 40% | 33% | 25% | 34% |
| SOMEWHAT DISAGREE | 8% | 7% | 6% | 6% | 11% | 17% | 9% | 1% | 19% | 12% | 3% | 5% | 9% | 6% | 8% | 10% | 8% | 7% |
| STRONGLY DISAGREE | 3% | 3% | 2% | 3% | 3% | 7% | 1% | 1% | 9% | 2% | 1% | 5% | 2% | 3% | 1% | 4% | 4% | 1% |

**LEVEL OF AGREEMENT WITH VARIOUS STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE:
 ALBUQUERQUE IS SAFE FROM DISASTERS LIKE EARTHQUAKES, HURRICANES AND TORNADOS**

QUESTION 31: BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: **ALBUQUERQUE IS SAFE FROM DISASTERS LIKE EARTHQUAKES, HURRICANES AND TORNADOS**

| | TOTAL SAMPLE (N=846) | GENDER | | ETHNICITY | | | AGE | | | | HOUSEHOLD INCOME | | | |
|-----------------------------------|----------------------|--------|--------|-----------|--------------------|-------|-------|-------|-------|--------------|------------------|----------------------|----------------------|---------------------|
| | | MALE | FEMALE | WHITE | LATINO OR HISPANIC | OTHER | 18-34 | 35-44 | 45-54 | 55 AND OLDER | UNDER \$60,000 | \$60,000 TO \$79,999 | \$80,000 TO \$99,999 | \$100,000 AND ABOVE |
| STRONGLY AGREE | 17% | 19% | 16% | 17% | 18% | 22% | 21% | 16% | 12% | 19% | 11% | 19% | 20% | 18% |
| SOMEWHAT AGREE | 38% | 40% | 37% | 39% | 35% | 35% | 34% | 38% | 42% | 42% | 36% | 35% | 37% | 43% |
| NEITHER AGREE NOR DISAGREE | 32% | 30% | 34% | 32% | 32% | 32% | 32% | 32% | 32% | 31% | 37% | 33% | 35% | 25% |
| SOMEWHAT DISAGREE | 10% | 9% | 12% | 10% | 7% | 10% | 11% | 11% | 11% | 8% | 12% | 11% | 7% | 10% |
| STRONGLY DISAGREE | 2% | 2% | 2% | 2% | 9% | 1% | 2% | 2% | 3% | 1% | 4% | 1% | 1% | 3% |

| | TOTAL SAMPLE (N=846) | EDUCATION | | | | CHILDREN UNDER 18 | | REGION | | | | | | |
|-----------------------------------|----------------------|---------------------|--------------|------------------|---------------------|-------------------|-----|---------|----------|--------------|--------------|---------------|----------------|------------|
| | | High School or Less | Some College | Graduate College | Grad School/ Degree | Yes | No | Pacific | Mountain | Midwest West | Midwest East | South Central | South Atlantic | North East |
| STRONGLY AGREE | 17% | 17% | 13% | 20% | 18% | 21% | 15% | 15% | 22% | 17% | 21% | 25% | 14% | 14% |
| SOMEWHAT AGREE | 38% | 31% | 37% | 39% | 42% | 39% | 38% | 42% | 31% | 50% | 34% | 36% | 34% | 42% |
| NEITHER AGREE NOR DISAGREE | 32% | 40% | 36% | 28% | 31% | 29% | 34% | 28% | 25% | 25% | 34% | 35% | 35% | 32% |
| SOMEWHAT DISAGREE | 10% | 10% | 11% | 11% | 8% | 9% | 12% | 12% | 18% | 6% | 7% | 4% | 14% | 11% |
| STRONGLY DISAGREE | 2% | 3% | 3% | 2% | 2% | 2% | 2% | 3% | 4% | 2% | 4% | 1% | 2% | 1% |

| | TOTAL SAMPLE (N=846) | POSITION | | | | DESIRABILITY OF ALBUQUERQUE AS A PLACE TO VACATION | | | INTEREST IN VISITING ALBUQUERQUE: BUSINESS/LEISURE | | | VISITED ALBUQUERQUE IN PAST TEN YEARS | | SIZE OF COMPANY - NUMBER OF EMPLOYEES | | | | | |
|-----------------------------------|----------------------|-----------------|--------------------------|------------------------|-------|--|---------|-----------|--|---------|------------|---------------------------------------|-----|---------------------------------------|----------|------------|--------------|---------------|-----|
| | | OWNER/ CO-OWNER | UPPER LEVEL MANAGE- MENT | MID-LEVEL MANAGE- MENT | STAFF | UNDESIRABLE | NEUTRAL | DESIRABLE | NOT INTERESTED | NEUTRAL | INTERESTED | Yes | No | LESS THAN 10 | 10 TO 99 | 100 TO 499 | 500 TO 2,499 | 2,500 OR MORE | |
| STRONGLY AGREE | 17% | 23% | 28% | 21% | 9% | 8% | 12% | 28% | 13% | 7% | 25% | 25% | 15% | 15% | 15% | 17% | 18% | 19% | 19% |
| SOMEWHAT AGREE | 38% | 40% | 42% | 40% | 35% | 33% | 43% | 38% | 31% | 38% | 41% | 41% | 38% | 40% | 40% | 39% | 37% | 35% | |
| NEITHER AGREE NOR DISAGREE | 32% | 29% | 25% | 28% | 39% | 41% | 32% | 26% | 39% | 38% | 26% | 26% | 33% | 36% | 30% | 31% | 33% | 31% | |
| SOMEWHAT DISAGREE | 10% | 8% | 6% | 10% | 13% | 15% | 11% | 7% | 14% | 12% | 8% | 6% | 11% | 8% | 11% | 10% | 9% | 12% | |
| STRONGLY DISAGREE | 2% | 1% | - | 1% | 4% | 4% | 2% | 1% | 3% | 3% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | |

BIGGEST MISCONCEPTION ABOUT ALBUQUERQUE THAT CHANGED ONCE YOU EXPERIENCED THE CITY
VERBATIM RESPONSES

WHAT WOULD YOU SAY WAS THE BIGGEST MISCONCEPTION ABOUT ALBUQUERQUE THAT CHANGED ONCE YOU EXPERIENCED THE CITY?

ALBUQUERQUE IS ACTUALLY A LARGE, MODERN CITY, NOT AN OLD PUEBLO TOWN THAT MANY PEOPLE ASSOCIATE IT WITH.

BEAUTY

BORING, LOW KEY, NOTHING TO DO. NOT TRUE

BREAKING BAD

CALIFORNIANS

DANGEROUS

DID NOT FIND ANY.

DID NOT HAVE CULTURE.

DIDN'T GET TO DO ANYTHING THAT WAS ON MY LIST. IT WAS NOT AS ARTSY AS I WAS EXPECTING.

DIDN'T HAVE ONE.

DON'T REMEMBER

DRY AND DUSTY WITH FIRES

EASY TRAVEL THROUGH THE CITY

EVERYONE COMPLAINS OF THE HEAT BUT THERE WAS NO HUMIDITY WHILE I WAS THERE AND SO THE TEMPERATURE DIDN'T FEEL LIKE WHAT IT ACTUALLY WAS.

FAST

GENIAL

GOOD (N=2)

GOOD PLACE

HAD NO MISCONCEPTIONS THAT I'M AWARE OF

HAD NONE (N=3)

HOT (N=2)

HOW THE CITY IS NOT AS BEAUTIFUL AS IT IS.

I ACTUALLY LIVED THERE FOR TWO YEARS AND STILL LOVE TO VISIT. THE FOOD IS AMAZING AND SO ARE THE PEOPLE. PEOPLE SHOULD KNOW THAT AND IF THEY DON'T THEY HAVE A MISCONCEPTION.

I DID NOT THINK THE FOOD AND THE ACCOMMODATIONS WOULD BE AS GREAT AS THEY WERE.

I DIDN'T GO WITH ANY EXPECTATIONS SO I HAD NO MISCONCEPTIONS WHEN I VISITED.

I DIDN'T HAVE A MISCONCEPTION ABOUT IT.

I DIDN'T HAVE ANY MISCONCEPTIONS ABOUT THE CITY WHEN I VISITED LAST. I'VE VISITED ALBUQUERQUE SEVERAL TIMES WHEN I WAS YOUNGER.

I DIDN'T HAVE ANY MISCONCEPTIONS. I DID ENJOY TRAVELING IN NM.

I DIDN'T KNOW MUCH ABOUT IT.

I DON'T KNOW. (N=6)

I DON'T THINK I REALIZED HOW BIG/DEVELOPED/URBAN THE CITY WAS PRIOR TO GOING THERE.

ENJOYED THE MOUNTAINS SURROUNDING THE CITY.

I HAD NO MISCONCEPTIONS ABOUT THE CITY. I HAVE A FRIEND WHO LIVES THERE AND IT WAS AS SHE DESCRIBED IT.

I HATE IT.

I KNOW MANY PEOPLE WHO THOUGHT THAT IT WOULD BE A BORING, 'WILDERNESS'-TYPE PLACE - WHICH IS AN IDEA THAT I WAS INITIALLY SOLD ON - BUT BEING THERE WAS A VERY PEACEFUL, RELAXING, AND OVERALL BEAUTIFUL

EXPERIENCE.

I LIKE THE PLACE.

I LOVE HOW ACCEPTING OF HUMAN RIGHTS THEY ARE.

I THINK PEOPLE FEEL IT'S THE WILD WEST THERE WITH NO TECHNOLOGY BUT IT IS A VERY MODERN CITY MUCH LIKE MOST CITIES IN THIS COUNTRY.

I THINK THAT IT LOOKS LIKE DETROIT.

I THOUGHT ALBUQUERQUE WOULD BE VERY EXPENSIVE AND CLIQUEY. IT WAS A BEAUTIFUL PLACE TO VIST WITH A LOT OF HISTORY.

I THOUGHT IT HAD GOTTEN CLEANER SINCE I VISITED 30 YEARS AGO. IT HAS TURNED INTO A FILTHY, NASTY PLACE TO LIVE OR DO BUSINESS.

I THOUGHT IT WAS GOING TO BE ALL OPEN LAND BUT IT WAS MORE MOUNTAINOUS THAN PLAINS. I WAS EXPECTING ARIZONA DESERT LIKE.

I THOUGHT IT WAS KIND OF LIKE A 'THIRD-WORLD COUNTRY' BEFORE I WENT BUT AFTER SEEING IT I WAS PLEASANTLY SURPRISED. IT'S VERY METROPOLITAN.

I THOUGHT NEW MEXICO IN GENERAL WAS JUST A BORING DESERT, BUT IT'S ACTUALLY BEAUTIFUL AND HAS SO MUCH CULTURE AND SO MANY THINGS TO DO.

I THOUGHT THE PLACE WAS A BARREN WASTELAND DESERT. NOT ANYMORE!

I USED TO THINK THERE WAS NOTHING TO DO THERE BECAUSE IT WAS IN THE DESERT. I NEVER REALIZED HOW BIG OF A CITY IT IS.

IS DIFFERENT

IS THE BEST CITY AND FOOD IS NICE.

IS THE BEST CITY IN THE UNITED STATES.

IT GIVES AN AURA OF BEING VERY SOUTHWEST, AND FULL OF HISPANICS.

IT HAD MORE OF A SOUTHWESTERN FEEL THAN I HAD IMAGINED.

IT IS A DESERT TOWN

IT IS GEARED TOWARD A MEXICAN POPULATION

IT IS GOOD OVERALL.

IT IS GREAT WEATHER NOT TOO HOT

IT IS HIGHLY POPULATED AND IS NOT MUCH DEVELOPED COMPARED TO OTHER CITIES

IT IS IN THE MIDDLE OF NOWHERE

IT IS LARGER THAN I EXPECTED, AND IT SEEMS RUN DOWN

IT IS NOT THE 'STRATEGIC UTOPIA' IT IS PAINTED OUT TO BE.

IT IS TOO HOT, THERE ARE GANGS

IT IS URBAN

IT IS VERY NICE AND THE FOOD IS GOOD FROM THERE NOW THAT IT IS MORE MODERN.

IT WAS A BORING CITY WITH NOT MUCH TO DO.

IT WAS DIVERSE; PEOPLE WERE BUSY IN EVERY DAY RUSH OF LIFE. THE COUNTRY WAS MAJORLY HOT

IT WAS MORE TRENDY AND MODERN THAT WHAT I HAD IMAGINED. IT WAS A LOT MORE THAN JUST DESERT.

BEAUTIFUL

IT'S A DESERT PLACE

BIGGEST MISCONCEPTION ABOUT ALBUQUERQUE THAT CHANGED ONCE YOU EXPERIENCED THE CITY (CONTINUED)
VERBATIM RESPONSES

WHAT WOULD YOU SAY WAS THE BIGGEST MISCONCEPTION ABOUT ALBUQUERQUE THAT CHANGED ONCE YOU EXPERIENCED THE CITY?

IT'S A GREAT CITY

IT'S A VERY PRETTY CITY IN THE MIDDLE OF NOWHERE

IT'S DESERT AND THERE IS NO CITY THERE

IT'S HOT REALLY NOT

IT'S NICE

IT'S NOT AS HOT AS I WOULD HAVE THOUGHT

IT'S NOT FULL OF DRUG DEALERS AND PROSTITUTES LIKE MOST TV PROGRAMS PORTRAY IT.

JUST NOT MY SCENE

MODERN

MUY BUENA PERO PREFIERO OTRAS (VERY PRETTY BUT HAVE OTHER PREFERENCES)

MY BIGGEST MISCONCEPTION ABOUT ALBUQUERQUE IS THAT IT IS ACTUALLY A LARGER CITY THAN WE HAVE PREVIOUSLY THOUGHT.

NICE (N=2)

NO NIGHTLIFE

NO LO DESCRIBIRIA COMO UN ERROR , ME PARECE QUE ALBUQUERQUE ES UN LUGAR HERMOSO , LLENO DE CULTURA GENTE LINDA Y HOSPITALARIA

NONE (N=8)

NOPE I ENJOY IT

NOT ENOUGH TIME THERE

NOT HISPANIC OR SPANISH-SPEAKING

NOT REALLY SURE? IT'S A GREAT PLACE WITH GREAT FOOD.

NOTHING (N=4)

NOTHING CHANGED. IT WAS JUST AS EXPECTED. DIRTY, DUSTY, AND BORING.

NOTHING IT WAS JUST AS I THOUGHT IT WOULD BE BUT STUFF WAS A LOT CHEAPER THAN I THOUGHT

NOTHING THAT I CAN THINK OF.

NOTHING TO DO THERE

NOTHING, JUST AS DRY AND UGLY AS I EXPECTED

OVERALL APPEARANCE AND FEEL OF THE CITY WAS DIFFERENT THAN I EXPECTED. IT WAS MUCH NICER

PEOPLE ARE FRIENDLY

PEOPLE USED TO SAY THAT IT IS HIGH WITH CITY LIFE BUT I DID NOT AGREE. ITS PEACE AND CALM CITY.

PROBABLY THE WEATHER IS A LOT COLDER IN THE WINTER THAN I BELIEVED.

SAN JOSE

SOME NICE VIEWS; GREAT LOCATION.

THAT IT WAS TOTALLY BORING (N=6)

THAT I WOULD BE BOTHERED BY THE ALTITUDE

THAT IS WAS A CITY IN THE UNITED STATES. I FELT LIKE AN OUTSIDER

THAT IS WAS A NICE PLACE TO VISIT

THAT IS WAS RURAL.

THAT IT IS A DESERT A MINI-MEXICO.

THAT IT IS A DESERT CITY AND IS VERY HOT.

THAT IT IS A SMALL CITY (N=4)

THAT IT IS ALWAYS WARM AND IN THE DESERT

THAT IT IS HISPANIC-BASED STATE.

THAT IT IS VERY HOT

THAT IT IS VIOLENT.

THAT IT WAS A DESERT TOWN

THAT IT WAS A SLEEPY LITTLE TOWN

THAT IT WAS ALL GHETTO

THAT IT WAS DRY AND DUSTY

THAT IT'S A NICE PLACE TO VISIT.

THAT IT'S ALL A PASTEL DESERT.

THAT IT'S ALWAYS DRY AND HOT.

THAT IT'S NICE. I COULDN'T WAIT TO LEAVE

THAT IT'S NOT A PRETTY CITY.

THAT IT'S SLOW AND BEHIND; I FOUND ALBUQUERQUE EXCITING AND AS AN ARTIST A LOT TO DO AND SEE

THAT IT'S UNDEVELOPED

THAT THERE IS NOT MUCH TO DO THERE (N=2)

THAT THEY WERE FULL OF ILLEGAL ALIENS AND THAT THEY HAD A HUGE DRUG CARTEL PROBLEM

THE BACKWARDNESS OF THE CITY WITHOUT ANY MAJOR DEVELOPMENTS IN RECENT MEMORIES.

THE BIGGEST MISCONCEPTION IS THAT IT IS VERY HOT AND THERE IS NO EXCITEMENT

THE CITY IS HIGH IN CRIME.

THE CITY IS MODERN WITH WONDERFUL PEOPLE AND GREAT FOOD

THE CITY IS NOT AS PROGRESSIVE OR ENGAGING LIKE OTHER BIG CITY FROM MORE CULTURAL MINDED STATES.

THE CLIMATE

THE CRIME IN THE CITY WAS SAID TO BE A LOT WORSE THAN WHAT I ACTUALLY SAW.

THE GAS WAS SO HIGH

THE LANDSCAPE.

THE LANDSCAPE SURPRISED US, THOUGHT IT BE FLATLANDS, BUT BEAUTIFUL MOUNTAINS SURROUNDINGS.

THE NIGHT LIFE

THE WEATHER (N=4)

THE WEATHER WAS CHILLY IN THE SUMMER. THE CITY IS ALSO VERY FLAT AND KIND OF DIRTY.

THERE IS A LOT OF OPEN LAND AND DESERTS

THERE'S NOTHING TO DO

THINGS

THIS CITY IS VERY DISORGANIZED, DIRT, ODOR PROBLEMS AND VERY NOISY FOR ME, AND CROWDED TOO.

UNSURE

VERY GOOD

WINDY NOT VERY CLEAN

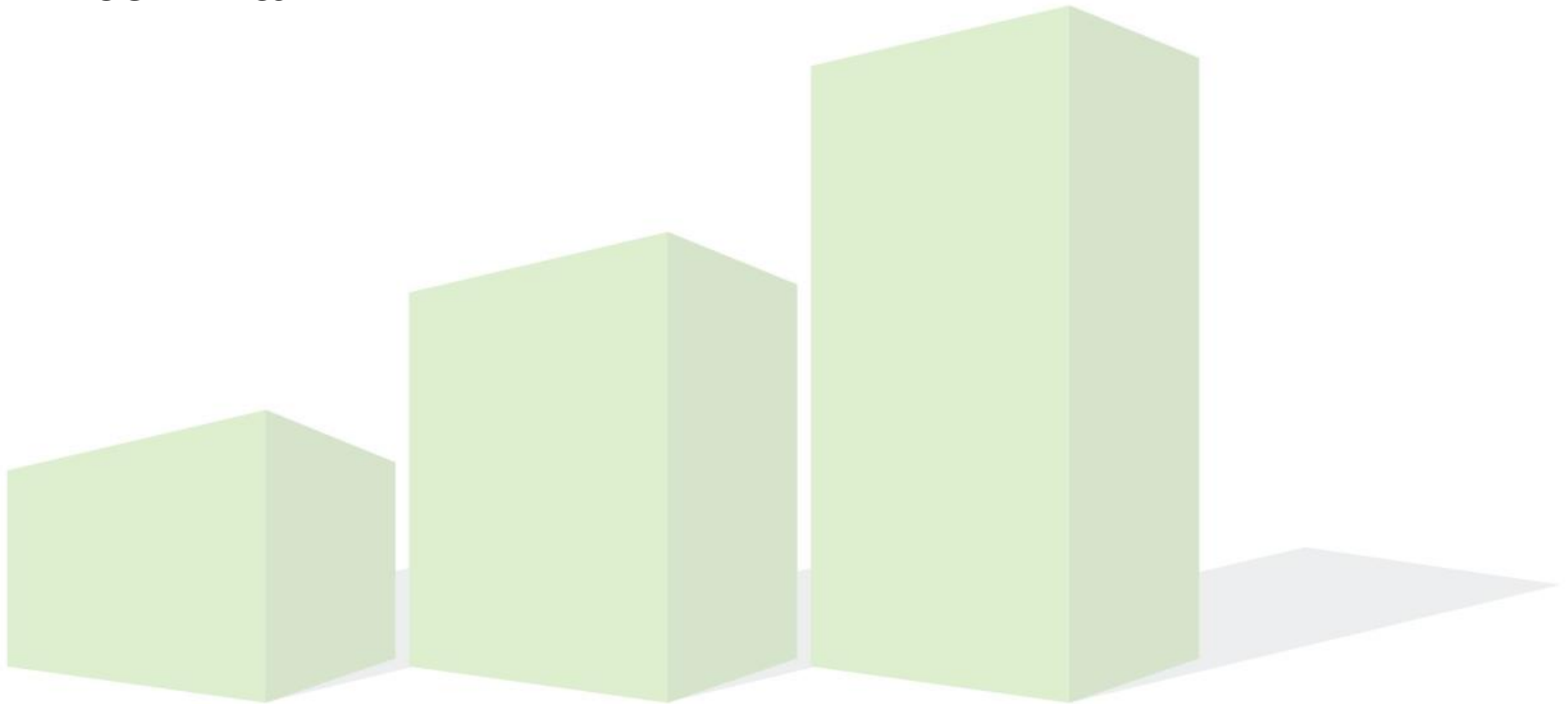
YOU GOT ME ON THIS ONE. I REALLY DON'T KNOW WHAT TO SAY ON THIS.

**ONE WORD THAT DESCRIBES ALBUQUERQUE
 VERBATIM RESPONSES**

IF YOU HAD TO CHOOSE ONE WORD TO DESCRIBE ALBUQUERQUE, WHAT WORD COMES TO MIND?

| | | | | |
|-----------------------------|--------------------------|----------------------------|---------------------|-------------------------------|
| ADOBE | CULTURAL/CULTURED (N=10) | GOOD (N=6) | NEW | SOUTHWEST/SOUTHWESTERN (N=43) |
| ADVENTUROUS/ADVENTURE (N=8) | CURIOUS (N=2) | GREAT (N=6) | NEW MEXICO CITY | SPANISH (N=5) |
| AGAINST | DANGEROUS | GREAT PLACE | NICE (N=11) | STRANGE |
| ALBUQUERQUE | DANK | GREEN CHILI | NONE/NOTHING (N=21) | STUCK IN THE 60'S |
| APASIONADA (PASSIONATE) | DISCRIMINATION | GROSS | OLD (N=2) | TAOS |
| APPEALING | DESERT (N=81) | GROWING | OLD WORLD | TERRIBLE |
| ARID (N=4) | DESIRABLE | HAPPY | OPEN | TEXAS |
| ART/ARTISTIC/ARTSY (N=11) | DIFFERENT (N=10) | HEISENBERG | OUTDOORS (N=2) | TEX-MEX (N=2) |
| AUTHENTIC (N=5) | DIRTY (N=2) | HERITAGE | OVER RATED (N=2) | THINGS |
| AWESOME (N=3) | DIVERSE | HICKS | PEACEFUL (N=5) | TOURIST TOWN |
| AZTEC | DON'T KNOW (N=4) | HIGH ALTITUDE CITY (N=3) | PERFECT | TOWNSY |
| BALLOON/BALLOONING/HOT AIR | DRY (N=26) | HISTORIC/HISTORICAL (N=10) | PICTURESQUE (N=5) | TRADITIONAL |
| BALLOONS (N=5) | DUKES | HOMEY | PLEASANT | TRANQUIL |
| BARREN (N=2) | DULL (N=2) | HOT (N=118) | POLARIZING | TRENDY |
| BEAUTIFUL (N=20) | DUMP | HUMID | POPULOUS | TRIBAL |
| BIG | ECCLECTIC | I HAVE NO IDEA, NEVER BEEN | PRETTY (N=4) | TURQUOISE |
| BLAH | EMOCIONANTE (EXCITING) | INDIAN (N=3) | PRISON | UGLY |
| BORING (N=26) | ESCAPE (N=3) | INTERESTING (N=24) | PROGRESSIVE | UNEDUCATED |
| BREAKING (N=2) | EVEN TEMPS | LAID BACK (N=4) | PUEBLO | UNEXCITING |
| BROWN | EXCELLENT | LARGE (N=2) | QUAINT | UNFAMILIAR |
| BUENO (GOOD) | EXCITING (N=3) | LATIN (N=2) | QUESTIONABLE | UNFRIENDLY |
| BUGS BUNNY (N=2) | EXOTIC | LOW | QUINTESSENTIAL | UNIQUE (N=17) |
| BUSY (N=3) | EXTREME | MAGICAL | QUIRKY | UNKNOWN/UNSURE (N=12) |
| CHILES | FASCINATING (N=2) | MAINSTREAM | REFRESHING | URBAN |
| CITY (N=3) | FAIR | MEH (N=4) | RELAXATION (N=6) | VIBRANT |
| CLASSIC (N=2) | FANTASTIC | MEXICO (N=6) | REMOTE | WARM CLIMATE (N=23) |
| CLEAN | FANTASY | MICROSOFT | ROUGH | WARMTH |
| COLD | FAR (N=3) | MIDSIZED | RURAL (N=2) | WEATHER (N=2) |
| COLORFUL (N=5) | FARAWAY | MILD | RUSTIC (N=7) | WEIRD AL |
| COMMON | FAST | MODERN (N=3) | SANDY (N=3) | WEST/WESTERN (N=23) |
| CONFUSING (N=2) | FESTIVE | MOUNTAIN (N=4) | SANDIA MOUNTAIN | WILD |
| CONSERVATIVE | FIESTA | MULTICULTURAL | SCARY | WONDERFUL |
| COOL (N=12) | FLAT | MYSTERIOUS (N=3) | SCENIC (N=8) | WONDROUS |
| COSMOPOLITAN | FOOD (N=3) | NATIVE (N=3) | SCORPIONS | WOW (N=4) |
| COUNTRY (N=4) | FRIENDLY (N=4) | NATIVE AMERICAN (N=2) | A SHITHOLE | |
| COWBOY (N=3) | FUN (N=13) | NATURAL | SMALL (N=2) | |
| CREATIVE | FUNNY | NATURE | SONG | |
| CRIME | FUTILE | NAVAJO | SOUTH | |

III. DEMOGRAPHICS



DEMOGRAPHICS

TOTAL SAMPLE (N=846)

GENDER

| | |
|--------|-----|
| MALE | 53% |
| FEMALE | 47% |

AGE

| | |
|--------------|-----|
| 18-34 YEARS | 33% |
| 35-44 YEARS | 28% |
| 45-54 YEARS | 20% |
| 55 AND OLDER | 19% |

ETHNICITY

| | |
|-----------|-----|
| CAUCASIAN | 80% |
| HISPANIC | 7% |
| OTHER | 13% |

EDUCATION

| | |
|--|-----|
| HIGH SCHOOL GRADUATE OR LESS | 9% |
| TRADE/TECHNICAL SCHOOL/SOME COLLEGE/ASSOCIATE DEGREE | 25% |
| COLLEGE GRADUATE | 45% |
| GRADUATE SCHOOL (MASTERS, PHD, JD, MD) | 21% |

HOUSEHOLD INCOME

| | |
|----------------------|-----|
| UNDER \$60,000 | 22% |
| \$60,000 TO \$79,999 | 25% |
| \$80,000 TO \$99,999 | 21% |
| \$100,00 AND ABOVE | 32% |

REGION

| | |
|----------------|-----|
| PACIFIC | 15% |
| MOUNTAIN | 7% |
| MIDWEST – WEST | 8% |
| MIDWEST – EAST | 14% |
| SOUTH CENTRAL | 15% |
| SOUTH ATLANTIC | 19% |
| NORTHEAST | 22% |

CHILDREN UNDER 18 IN HOUSEHOLD

| | |
|-----|-----|
| YES | 49% |
| NO | 51% |

POSITION WITHIN COMPANY

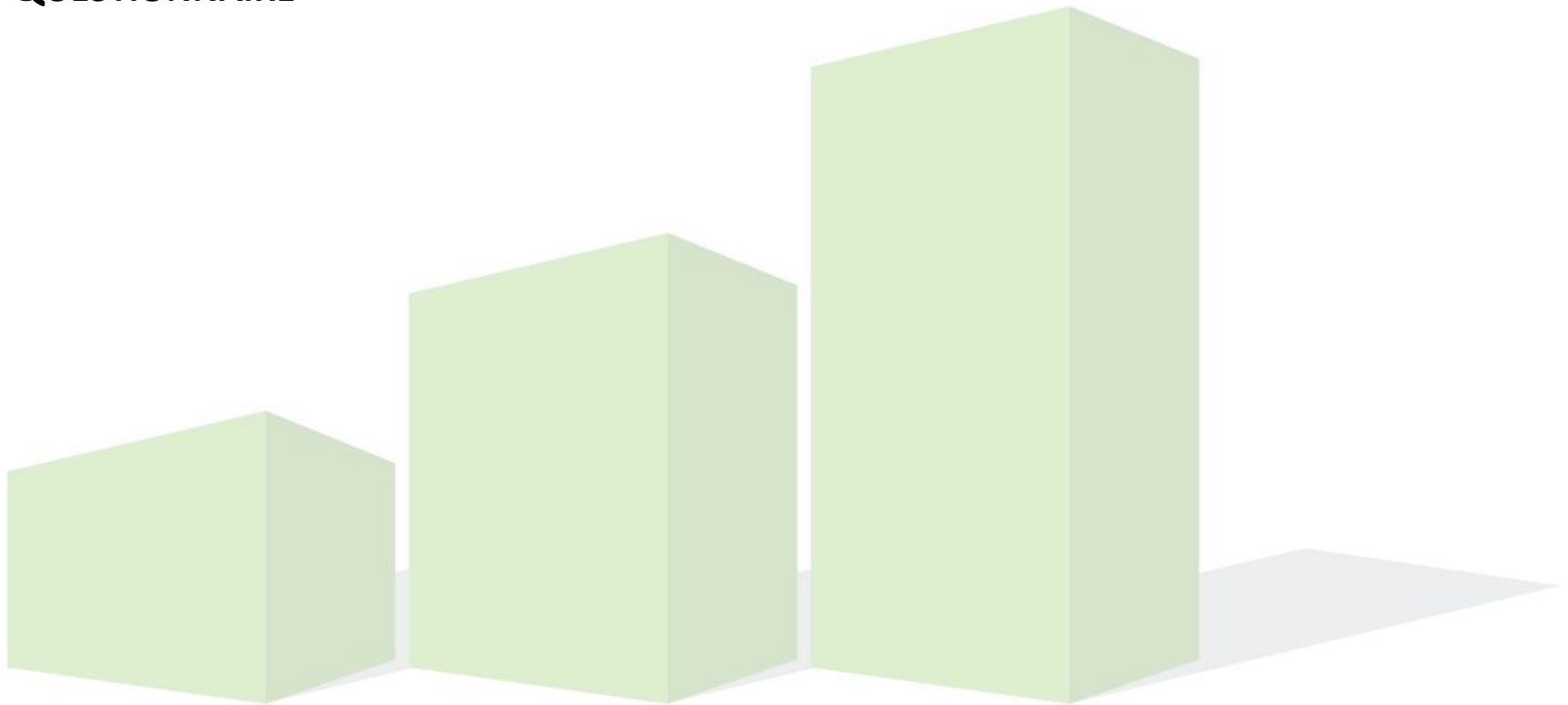
| | |
|---------------------------------|-----|
| STAFF | 40% |
| MID-LEVEL MANAGEMENT/SUPERVISOR | 33% |
| UPPER-LEVEL MANAGEMENT | 14% |
| OWNER/CO-OWNER/SOLE PROPRIETOR | 13% |

COMPANY DESCRIPTION

| | |
|--|-----|
| EDUCATION/EDUCATIONAL SERVICES | 12% |
| RETAIL/WHOLESALE TRADE | 9% |
| INFORMATION TECHNOLOGY/COMPUTER SCIENCE | 9% |
| HEALTH CARE SERVICES | 9% |
| BUSINESS SERVICES/BUSINESS MANAGEMENT | 8% |
| MANUFACTURING | 8% |
| GOVERNMENT | 7% |
| CONSTRUCTION/CONSTRUCTION TRADES | 6% |
| SCIENCE/TECHNOLOGY/ENGINEERING | 5% |
| REAL ESTATE/FINANCE/INSURANCE | 5% |
| TRANSPORTATION/WAREHOUSE/STORAGE | 3% |
| HOSPITALITY: RESTAURANT/LOUNGE | 3% |
| LEGAL SERVICES | 2% |
| PERSONAL SERVICES (DRY CLEANING, HAIR SALON, ETC.) | 2% |
| UTILITIES/GAS/OIL | 2% |
| SOCIAL SERVICES | 2% |
| ARTS/ENTERTAINMENT | 2% |
| ARCHITECTURE/DESIGN | 1% |
| AGRICULTURE/FORESTRY/MINING | 1% |
| OTHER | 1% |
| MEDIA/COMMUNICATIONS/ADVERTISING | 1% |
| RECREATION/ATTRACTIONS/AMUSEMENT | * |

* LESS THAN 1% REPORTED.

IV. QUESTIONNAIRE



**ALBUQUERQUE CONVENTION AND VISITORS BUREAU
BUSINESS SURVEY**

1. IN WHICH STATE DO YOU CURRENTLY RESIDE?

- | | | |
|----------------|--------------------|--------------------|
| 1. ALABAMA | 18. LOUISIANA | 35. OHIO |
| 2. ALASKA | 19. MAINE | 36. OKLAHOMA |
| 3. ARIZONA | 20. MARYLAND | 37. OREGON |
| 4. ARKANSAS | 21. MASSACHUSETTS | 38. PENNSYLVANIA |
| 5. CALIFORNIA | 22. MICHIGAN | 39. RHODE ISLAND |
| 6. COLORADO | 23. MINNESOTA | 40. SOUTH CAROLINA |
| 7. CONNECTICUT | 24. MISSISSIPPI | 41. SOUTH DAKOTA |
| 8. DELAWARE | 25. MISSOURI | 42. TENNESSEE |
| 9. FLORIDA | 26. MONTANA | 43. TEXAS |
| 10. GEORGIA | 27. NEBRASKA | 44. UTAH |
| 11. HAWAII | 28. NEVADA | 45. VERMONT |
| 12. IDAHO | 29. NEW HAMPSHIRE | 46. VIRGINIA |
| 13. ILLINOIS | 30. NEW JERSEY | 47. WASHINGTON |
| 14. INDIANA | 31. NEW MEXICO | 48. WEST VIRGINIA |
| 15. IOWA | 32. NEW YORK | 49. WISCONSIN |
| 16. KANSAS | 33. NORTH CAROLINA | 50. WYOMING |
| 17. KENTUCKY | 34. NORTH DAKOTA | 51. WASHINGTON, DC |

2. REGION

- | | |
|-------------------|-------------------|
| 1. PACIFIC | 5. SOUTH CENTRAL |
| 2. MOUNTAIN | 6. SOUTH ATLANTIC |
| 3. MIDWEST – WEST | 7. NORTHEAST |
| 4. MIDWEST – EAST | 8. TEXAS |

3. ARE YOU EMPLOYED FULL-TIME?

1. YES
2. NO

4. WHICH OF THE BELOW BEST DESCRIBES THE COMPANY FOR WHICH YOU WORK? (REQUIRE ANSWER)

- | | |
|--|--|
| 01. ARTS/ENTERTAINMENT | 12. RETAIL/WHOLESALE TRADE |
| 02. ARCHITECTURE/DESIGN | 13. GOVERNMENT |
| 03. BUSINESS SERVICES/BUSINESS MANAGEMENT | 14. HOSPITALITY: RESTAURANT/LODGING |
| 04. EDUCATION/EDUCATIONAL SERVICES | 15. MANUFACTURING |
| 05. HEALTH CARE SERVICES | 16. REAL ESTATE/PROPERTY MANAGEMENT |
| 06. LEGAL SERVICES | 17. PERSONAL SERVICES (DRY CLEANING/HAIR SALON/ETC.) |
| 07. MEDIA/COMMUNICATIONS/ADVERTISING | 18. SOCIAL SERVICES (NON-GOVERNMENT) |
| 08. SCIENCE/TECHNOLOGY/ENGINEERING | 19. RECREATION/ATTRACTIONS/AMUSEMENT |
| 09. INFORMATION TECHNOLOGY/COMPUTER SCIENCE | 20. TRANSPORTATION/WAREHOUSE/STORAGE |
| 10. AGRICULTURE/FORESTRY/MINING | 21. UTILITIES/GAS/OIL |
| 11. CONSTRUCTION/CONSTRUCTION TRADES (INCLUDES PLUMBING/ELECTRICAL/HEATING/COOLING/.) | 99. OTHER |

5. SPECIFY OTHER _____

6. WHAT BEST DESCRIBES YOUR POSITION? (REQUIRE ANSWER)

- 01. OWNER/CO-OWNER/SOLE PROPRIETOR
- 02. UPPER LEVEL MANAGEMENT (CEO/COO/CIO/PRESIDENT/SVP/VP/EXECUTIVE DIRECTOR/DIRECTOR/ETC.)
- 03. MID-LEVEL MANAGEMENT/SUPERVISOR
- 04. STAFF
- 99. OTHER

7. SPECIFY OTHER _____

8. WHAT IS YOUR GENDER? (REQUIRE ANSWER)

- 1. MALE
- 2. FEMALE

9. NEXT YOU WILL SEE PAIRS OF WORDS (AND PHRASES) THAT ARE OPPOSITES. WHICH OF THE TWO OPPOSITE WORDS OR PHRASES BEST DESCRIBES YOU? FOR EXAMPLE, ARE YOU MORE ADVENTUROUS OR CAUTIOUS? OR ARE YOU EQUALLY ADVENTUROUS AND CAUTIOUS? YOU MAY THEN CHOOSE WHETHER IT DESCRIBES YOU VERY WELL OR SOMEWHAT WELL.

10. DO YOU CONSIDER YOURSELF ADVENTUROUS OR CAUTIOUS

- 1. ADVENTUROUS
- 2. CAUTIOUS
- 3. EQUALLY ADVENTUROUS AND CAUTIOUS

11. HOW WELL DOES (ANSWER TO Q.10) DESCRIBE YOU?

- 1. DESCRIBES ME WELL
- 2. DESCRIBES ME SOMEWHAT

12. DO YOU CONSIDER YOURSELF MAINSTREAM OR OFFBEAT?

1. MAINSTREAM
2. OFFBEAT
3. EQUALLY MAINSTREAM AND OFFBEAT

13. HOW WELL DOES (ANSWER TO Q.12) DESCRIBE YOU?

1. DESCRIBES ME WELL
2. DESCRIBES ME SOMEWHAT

14. DO YOU CONSIDER YOURSELF SPONTANEOUS OR SCHEDULED?

1. SPONTANEOUS
2. SCHEDULED
3. EQUALLY SPONTANEOUS AND SCHEDULE

15. HOW WELL DOES (ANSWER TO Q.14) DESCRIBE YOU?

1. DESCRIBES ME WELL
2. DESCRIBES ME SOMEWHAT

16. DO YOU CONSIDER YOURSELF ENTREPRENEURIAL OR MANAGERIAL?

1. ENTREPRENEURIAL
2. MANAGERIAL
3. EQUALLY ENTREPRENEURIAL AND MANAGERIAL

17. HOW WELL DOES (ANSWER TO Q.16) DESCRIBE YOU?

1. DESCRIBES ME WELL
2. DESCRIBES ME SOMEWHAT

18. DO YOU CONSIDER YOURSELF ANALYTICAL OR CREATIVE?

1. ANALYTICAL
2. CREATIVE
3. EQUALLY ANALYTICAL AND CREATIVE

19. HOW WELL DOES (ANSWER TO Q.18) DESCRIBE YOU?

1. DESCRIBES ME WELL
2. DESCRIBES ME SOMEWHAT

20. DO YOU CONSIDER YOURSELF HIGH-STRUNG OR LAID-BACK?

1. HIGH-STRUNG
2. LAID-BACK
3. EQUALLY HIGH-STRUNG AND LAID-BACK

21. HOW WELL DOES (ANSWER TO Q.20) DESCRIBE YOU?

1. DESCRIBES ME WELL
2. DESCRIBES ME SOMEWHAT

22. DO YOU CONSIDER YOURSELF OUTDOORSY OR INDOORSY?

1. OUTDOORSY
2. INDOORSY
3. EQUALLY OUTDOORSY AND INDOORSY

23. HOW WELL DOES (ANSWER TO Q.22) DESCRIBE YOU?

1. DESCRIBES ME WELL
2. DESCRIBES ME SOMEWHAT

24. HOW MANY TIMES IN THE PAST 12 MONTHS HAVE YOU TRAVELED FOR LEISURE ONLY PURPOSES?

1. ONE OR TWO TIMES
2. THREE OR FOUR TIMES
3. FIVE OR MORE TIMES

25. HOW MANY TIMES IN THE PAST TWELVE MONTHS HAVE YOU TRAVELED FOR BUSINESS ONLY PURPOSES?

1. ZERO TIMES
2. ONE OR TWO TIMES
3. THREE OR FOUR TIMES
4. FIVE OR MORE TIMES

26. HOW MANY TIMES IN THE PAST TWELVE MONTHS HAVE YOU TRAVELED FOR A COMBINATION OF BUSINESS AND LEISURE PURPOSES?

1. ZERO TIMES
2. ONE OR TWO TIMES
3. THREE OR FOUR TIMES
4. FIVE OR MORE TIMES

27. HOW MANY TIMES IN THE PAST TEN YEARS HAVE YOU RELOCATED FOR CAREER OPPORTUNITIES?

1. ZERO TIMES
2. ONE TIME
3. TWO TIMES
4. THREE OR MORE TIMES

28. SURVEY ID

SURVEY ID: _____

29. USING A 5-POINT SCALE WHERE 5 IS VERY DESIRABLE AND 1 IS VERY UNDESIRABLE, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: (REQUIRED ANSWER) (READ ANSWERS IN RANDOM ORDER)

| | VERY DESIRABLE | | | | VERY UNDESIRABLE |
|-------------------------|-------------------|---|---|---|---------------------|
| | 5 | 4 | 3 | 2 | 1 |
| ALBUQUERQUE, NM..... | 5 | 4 | 3 | 2 | 1 |
| AUSTIN, TX..... | 5 | 4 | 3 | 2 | 1 |
| BOULDER, CO..... | 5 | 4 | 3 | 2 | 1 |
| EL PASO, TX..... | 5 | 4 | 3 | 2 | 1 |
| LAS VEGAS, NV..... | 5 | 4 | 3 | 2 | 1 |
| PORTLAND, OR..... | 5 | 4 | 3 | 2 | 1 |
| SALT LAKE CITY, UT..... | 5 | 4 | 3 | 2 | 1 |
| SANTA FE, NM..... | 5 | 4 | 3 | 2 | 1 |

30. USING A 5-POINT SCALE WHERE 5 IS VERY DESIRABLE AND 1 IS VERY UNDESIRABLE, PLEASE RATE YOUR IMPRESSION OF THE FOLLOWING CITIES AS A PLACE TO VACATION: (REQUIRED ANSWER) (READ ANSWERS IN RANDOM ORDER)

| | VERY DESIRABLE | | | | VERY UNDESIRABLE |
|---------------------------|-------------------|---|---|---|---------------------|
| | 5 | 4 | 3 | 2 | 1 |
| ALBUQUERQUE, NM..... | 5 | 4 | 3 | 2 | 1 |
| COLORADO SPRINGS, CO..... | 5 | 4 | 3 | 2 | 1 |
| SALT LAKE CITY, UT..... | 5 | 4 | 3 | 2 | 1 |
| OKLAHOMA CITY, OK..... | 5 | 4 | 3 | 2 | 1 |
| SAN DIEGO, CA..... | 5 | 4 | 3 | 2 | 1 |
| SAN ANTONIO, TX..... | 5 | 4 | 3 | 2 | 1 |
| SEATTLE, WA..... | 5 | 4 | 3 | 2 | 1 |
| TUCSON, AZ..... | 5 | 4 | 3 | 2 | 1 |

31. USING A 5-POINT SCALE, WHERE 5 IS VERY INTERESTED AND 1 IS NOT AT ALL INTERESTED, PLEASE RATE YOUR LEVEL OF INTEREST IN VISITING ALBUQUERQUE, NM SOMEDAY, FOR EITHER BUSINESS OR LEISURE PURPOSES.

| NOT AT ALL INTERESTED | | | | | VERY INTERESTED |
|--------------------------|--------|--------|--------|--------|--------------------|
| 1 | 2 | 3 | 4 | 5 | |
| 1..... | 2..... | 3..... | 4..... | 5..... | |

32. IN THE PAST 10 YEARS HAVE YOU VISITED ALBUQUERQUE, NM FOR EITHER BUSINESS OR LEISURE PURPOSES?

- 1. YES
- 2. NO

33. WHAT WOULD YOU SAY WAS THE BIGGEST MISCONCEPTION ABOUT ALBUQUERQUE THAT CHANGED ONCE YOU EXPERIENCED THE CITY?

34. IF YOU HAD TO CHOOSE ONE WORD TO DESCRIBE ALBUQUERQUE, WHAT WORD COMES TO MIND?

35. ON THE NEXT SEVERAL SCREENS YOU WILL SEE PAIRS OF WORDS THAT MAY DESCRIBE ALBUQUERQUE, NM.

PLEASE CHOOSE THE WORD FROM EACH SET THAT YOU THINK BEST DESCRIBES ALBUQUERQUE, (TO THE BEST OF YOUR KNOWLEDGE).

FOR EXAMPLE, COULD ALBUQUERQUE BE DESCRIBED AS MORE BROWN OR MORE GREEN? OR IS IT EQUALLY BROWN AND GREEN? YOU MAY CHOOSE WHETHER THE TERMS DESCRIBE ALBUQUERQUE VERY WELL OR SOMEWHAT WELL.

36. ALBUQUERQUE COULD BEST BE DESCRIBED AS HAVING LOTS TO DO OR LITTLE TO DO?

1. LOTS TO DO
2. LITTLE TO DO
3. EQUALLY DESCRIBES

37. HOW WELL DOES (ANSWER TO Q.36) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

38. ALBUQUERQUE COULD BEST BE DESCRIBED AS BROWN OR GREEN?

1. BROWN
2. GREEN
3. EQUALLY DESCRIBES

39. HOW WELL DOES (ANSWER TO Q.38) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

40. ALBUQUERQUE COULD BEST BE DESCRIBED AS DESERT OR MOUNTAINS?

1. DESERT
2. MOUNTAINS
3. EQUALLY DESCRIBES

41. HOW WELL DOES (ANSWER TO Q.40) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

42. ALBUQUERQUE COULD BEST BE DESCRIBED AS EXPENSIVE OR AFFORDABLE?

1. EXPENSIVE
2. AFFORDABLE
3. EQUALLY DESCRIBES

43. HOW WELL DOES (ANSWER TO Q.42) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

44. ALBUQUERQUE COULD BEST BE DESCRIBED AS SAFE OR DANGEROUS?

1. SAFE
2. DANGEROUS
3. EQUALLY DESCRIBES

45. HOW WELL DOES (ANSWER TO Q.44) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

46. ALBUQUERQUE COULD BEST BE DESCRIBED AS A SMALL TOWN OR A BIG CITY?

1. SMALL TOWN
2. BIG CITY
3. EQUALLY DESCRIBES

47. HOW WELL DOES (ANSWER TO Q.46) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

48. ALBUQUERQUE COULD BEST BE DESCRIBED AS A SMALL TOWN OR A BIG CITY?

1. SMALL TOWN
2. BIG CITY
3. EQUALLY DESCRIBES

49. HOW WELL DOES (ANSWER TO Q.48) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

50. ALBUQUERQUE COULD BEST BE DESCRIBED AS HAVING ART AND CULTURE OR SNAKES AND SCORPIONS?

1. ART AND CULTURE
2. SNAKES AND SCORPIONS
3. EQUALLY DESCRIBES

51. HOW WELL DOES (ANSWER TO Q.50) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

52. ALBUQUERQUE COULD BEST BE DESCRIBED AS A PLACE TO GO TO OR A PLACE TO GO THROUGH?

1. PLACE TO GO TO
2. PLACE TO GO THROUGH
3. EQUALLY DESCRIBES

53. HOW WELL DOES (ANSWER TO Q.52) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

54. ALBUQUERQUE COULD BEST BE DESCRIBED AS INNOVATIVE OR STUCK IN THE PAST?

1. INNOVATIVE
2. STUCK IN THE PAST
3. EQUALLY DESCRIBES

55. HOW WELL DOES (ANSWER TO Q.54) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

56. ALBUQUERQUE COULD BEST BE DESCRIBED AS UP & COMING OR DOWN & OUT?

1. UP & COMING
2. DOWN & OUT
3. EQUALLY DESCRIBES

57. HOW WELL DOES (ANSWER TO Q.56) DESCRIBE ALBUQUERQUE?

1. DESCRIBES WELL
2. DESCRIBES SOMEWHAT

58. BELOW ARE SEVERAL STATEMENTS THAT MAY OR MAY NOT DESCRIBE ALBUQUERQUE. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS.

| | STRONGLY AGREE | SOMEWHAT AGREE | NEITHER AGREE NOR DISAGREE | SOMEWHAT DISAGREE | STRONGLY DISAGREE |
|--|-------------------|-------------------|-------------------------------|----------------------|----------------------|
| THE CLIMATE IN ALBUQUERQUE IS ABOUT THE SAME AS PHOENIX..... | 1 | 2 | 3 | 4 | 5 |
| ALBUQUERQUE 'S BUSINESS CLIMATE IS AS GOOD AS THAT OF OTHER SIMILAR SIZED CITIES IN THE SOUTHWEST | 1 | 2 | 3 | 4 | 5 |
| ALBUQUERQUE HAS A HIGH QUALITY WORKFORCE | 1 | 2 | 3 | 4 | 5 |
| ALBUQUERQUE HAS GOOD PUBLIC SCHOOLS..... | 1 | 2 | 3 | 4 | 5 |
| ALBUQUERQUE HAS GOOD COLLEGES AND UNIVERSITIES..... | 1 | 2 | 3 | 4 | 5 |
| SPANISH IS THE PRIMARY LANGUAGE SPOKEN IN ALBUQUERQUE..... | 1 | 2 | 3 | 4 | 5 |
| ALBUQUERQUE IS A GOOD PLACE TO BUILD A CAREER | 1 | 2 | 3 | 4 | 5 |
| ALBUQUERQUE IS A GOOD PLACE TO LAUNCH A STARTUP COMPANY OR BUILD A BUSINESS..... | 1 | 2 | 3 | 4 | 5 |
| ALBUQUERQUE WOULD BE A GOOD PLACE TO RAISE A FAMILY..... | 1 | 2 | 3 | 4 | 5 |
| ALBUQUERQUE IS SAFE FROM NATURAL DISASTERS LIKE EARTHQUAKES, HURRICANES AND TORNADOS | 1 | 2 | 3 | 4 | 5 |

59. WHAT IS YOUR AGE? (REQUIRE ANSWER)

- | | |
|-------------|-----------------|
| 1. UNDER 18 | 5. 45 TO 54 |
| 2. 18 TO 24 | 6. 55 TO 64 |
| 3. 25 TO 34 | 7. 65 TO 74 |
| 4. 35 TO 44 | 8. 75 AND OLDER |

60. DO YOU HAVE CHILDREN UNDER THE AGE OF 18 IN THE HOUSEHOLD?

1. YES
2. NO

61. WHAT IS THE SIZE OF YOUR COMPANY (IF YOUR COMPANY HAS EMPLOYEES OUTSIDE OF THE UNITED STATES, PLEASE INCLUDE ONLY THOSE EMPLOYEES THAT WORK IN THE US)?

1. LESS THAN 10 EMPLOYEES
2. 10 TO 99 EMPLOYEES
3. 100 TO 499 EMPLOYEES
4. 500 TO 999 EMPLOYEES
5. 1,000 TO 2,499 EMPLOYEES
6. 2,500 EMPLOYEES OR MORE
7. DON'T KNOW

62. HOW OPEN/WILLING ARE YOU TO RELOCATE FOR EDUCATIONAL, CAREER, LIFESTYLE OR ECONOMIC OPPORTUNITIES? (REQUIRE ANSWER)

1. VERY OPEN/WILLING TO RELOCATE
2. SOMEWHAT OPEN/WILLING TO RELOCATE
3. NOT OPEN/WILLING TO RELOCATE

63. WHAT IS YOUR RACIAL/ETHNIC BACKGROUND? (CHOOSE ONLY ONE ANSWER, PLEASE)

- | | |
|-----------------------|---------------------------------------|
| 1. WHITE OR CAUCASIAN | 4. American Indian, Eskimo or Aleut |
| 2. AFRICAN AMERICAN | 5. Asian American or Pacific Islander |
| 3. LATINO OR HISPANIC | 6. Other ethnic background |

64. WHAT IS YOUR EDUCATION BACKGROUND? (REQUIRE ANSWER)

- | | |
|------------------------------------|---|
| 01. HIGH SCHOOL OR LESS | 04. BACHELOR'S DEGREE |
| 02. TRADE/TECHNICAL SCHOOL | 05. ATTENDED GRADUATE SCHOOL |
| 03. SOME COLLEGE/ASSOCIATES DEGREE | 06. ADVANCED DEGREE (MASTER'S, PHD, JD, MD) |

65. WHAT IS YOUR HOUSEHOLD'S APPROXIMATE ANNUAL INCOME BEFORE TAXES?

- | | |
|-------------------------|-------------------------|
| 1. UNDER \$20,000 | 6. \$60,000 TO \$69,999 |
| 2. \$20,000 TO \$29,999 | 7. \$70,000 TO \$79,999 |
| 3. \$30,000 TO \$39,999 | 8. \$80,000 TO \$89,999 |
| 4. \$40,000 TO \$49,999 | 9. \$90,000 TO \$99,999 |
| 5. \$50,000 TO \$59,999 | 10. \$100,000 AND ABOVE |

THANK YOU FOR YOUR RESPONSE! WE APPRECIATE YOU TAKING THE TIME! PLEASE CLICK 'CONTINUE' TO RECORD YOUR RESPONSES.

DATE: _____

TIME: _____

COMPLETION: _____

LINK DATA: _____