

***UNM-Westside Campus
Public Opinion Survey
July 2006***

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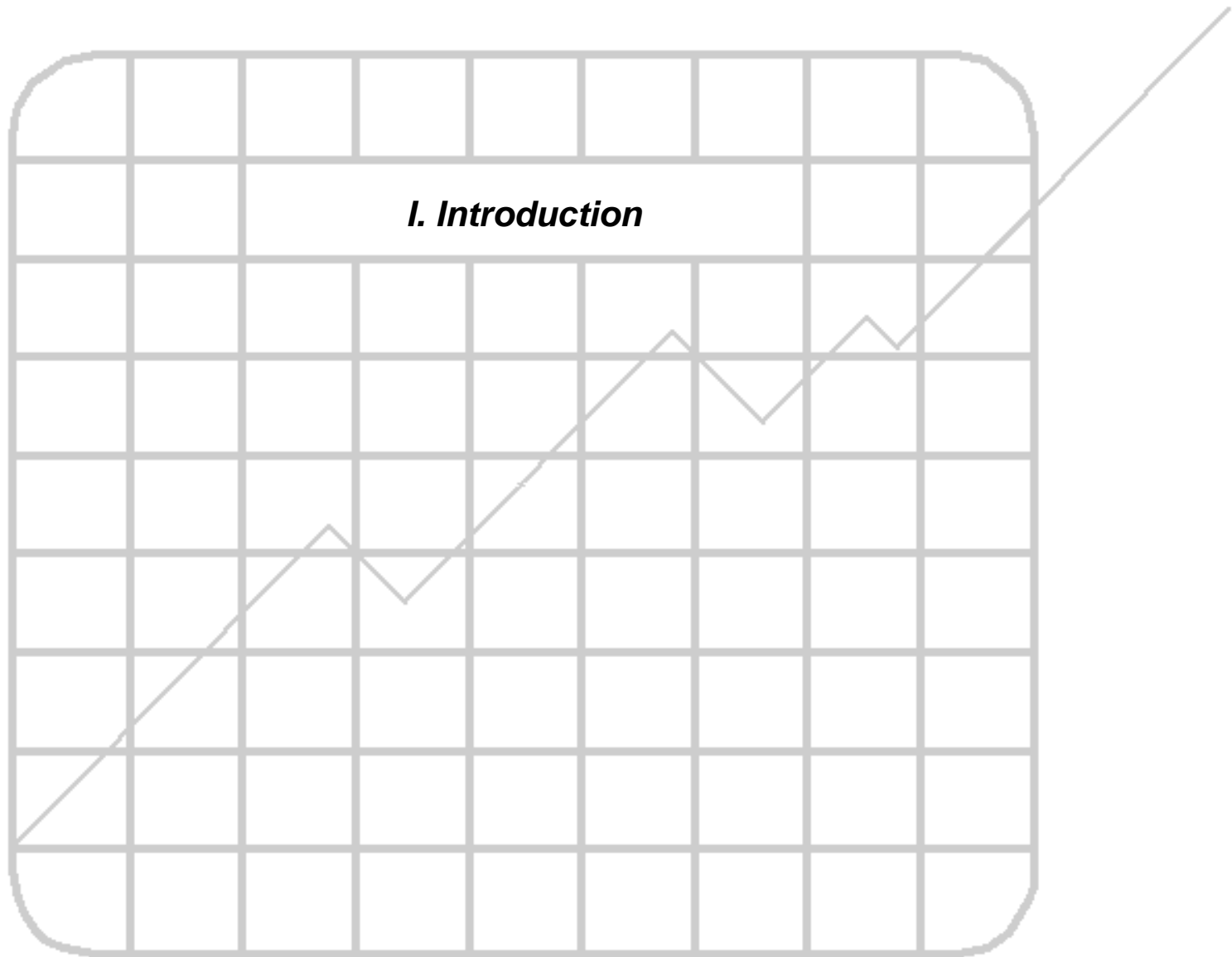
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Methodology

This research study was commissioned by the University of New Mexico to measure residents' support levels for locating a UNM campus in Rio Rancho, as well as assess residents' perceptions about the need for more post-secondary educational campuses/facilities in Rio Rancho.

The Interview

A random sample of Rio Rancho adult residents was interviewed by telephone. Telephone numbers were generated from the Research & Polling, Inc. database. All interviews were conducted June 23-28, 2006.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument. A total of 300 Rio Rancho adult residents completed interviews.

Margin of Error

A sample size of 300 at a 95% confidence level provides a maximum margin of error of approximately 5.7%. In theory, in 95 out of 100 cases, the results based on a sample of 300 will differ by no more than 5.7 percentage points in either direction from what would have been obtained by interviewing all Rio Rancho adult residents.

Sample Bias

In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research & Polling, Inc. often sets quotas for various segments of the population who are historically undercounted. This has the effect of minimizing, but not necessarily eliminating, sampling bias.

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 subgroups. The subgroups examined in this report include:

- Zip code in Rio Rancho
- Age
- Ethnicity
- Education level
- Annual household income
- Marital status
- Would consider taking courses in Rio Rancho
- Gender
- Political party
- Children under 18 at home
- Opinion of having a UNM campus in Rio Rancho
- Employment status

Executive Summary

This survey was commissioned by the University of New Mexico to assess Rio Rancho adult residents' perceptions about the need for more post-secondary educational facilities in Rio Rancho and to measure support levels for locating a new college campus in Rio Rancho.

When Rio Rancho adults were asked (unprompted) to identify the biggest issue in their community, the most often mentioned issue is that their community is growing too big, too fast (25%). As Rio Rancho's population continues to increase and expand, residents will express a need for the addition of new services, facilities, and infrastructure within the area. In fact, 71% of Rio Rancho adults feel there is a need for more post-secondary educational facilities in Rio Rancho, explaining (in an unprompted manner) that there is a need because Rio Rancho does not have enough college campuses/locations (39%), there is a population growth in the area (29%), and there need to be closer campuses (28%). However, one-in-ten Rio Rancho residents feel there is not a need for more post-secondary educational facilities in Rio Rancho, explaining that there are college campuses/locations in Albuquerque (7%) and Rio Rancho has enough campuses/locations already (6%).

The majority of Rio Rancho adults (54%) say they would consider taking courses toward a degree at a college campus in Rio Rancho, if one were to be located there, while just 1% would consider taking courses towards a degree, but not at a location in Rio Rancho. Two-thirds of residents who would consider taking courses towards a degree in Rio Rancho say they would prefer to take courses at UNM, while one-fifth (21%) would prefer to take courses at TVI and 6% at New Mexico Highlands University. When asked if they would take continuing education courses at a school in Rio Rancho, nearly three-quarters (72%) of adults say they would. The majority (54%) of these adults would prefer to take the courses at UNM, while 29% would prefer TVI and 8% would prefer to take the courses at NMHU. Interestingly, Rio Rancho adults who would consider taking courses (towards a degree or continuing education courses) are more likely to prefer evening courses rather than during the day (47% and 29%, respectively).

Residents were told that part of the plan for a new college campus to be located in Rio Rancho is for there to be a "designated provider" or primary school on the campus that would partner with other schools to provide educational services to the community. They were then asked which school (UNM, TVI, or NMHU) they feel should be the "designated provider" within this model. Over three-fifths of residents (62%) feel UNM should be the designated provider, mainly because they feel (when asked unprompted) that the designated provider should be a four-year school and because UNM is the biggest school. One-fifth (21%) feel it should be TVI, mainly because TVI is a community college and is less expensive. Six percent of residents feel NMHU should be the designated provider, most often mentioning their reason as being because they are familiar with NMHU.

Four-fifths of residents feel it would be beneficial for UNM to locate a campus in Rio Rancho, with over three-fifths (63%) who feel it would be *very beneficial*. An even higher percentage of residents (85%) would support having a UNM college campus located in Rio Rancho (69% would *strongly support* it). Residents would support having a UNM campus located in Rio Rancho mainly because it would be convenient (25%), UNM is a good school (21%), and it is a university/four-year school (18%). Support levels remain steady when asked if residents would support the UNM campus being built at its proposed location in Rio Rancho's City Centre (81%). Residents most often mention (when asked unaided) that the proposed location would be convenient for them (47%) and it would be a good/nice addition to the City Centre (23%). It is interesting that residents who live in zip code 87144 (north of Northern Boulevard) are more likely than those who live in 87124 to *strongly favor* having the UNM campus built at the proposed location.

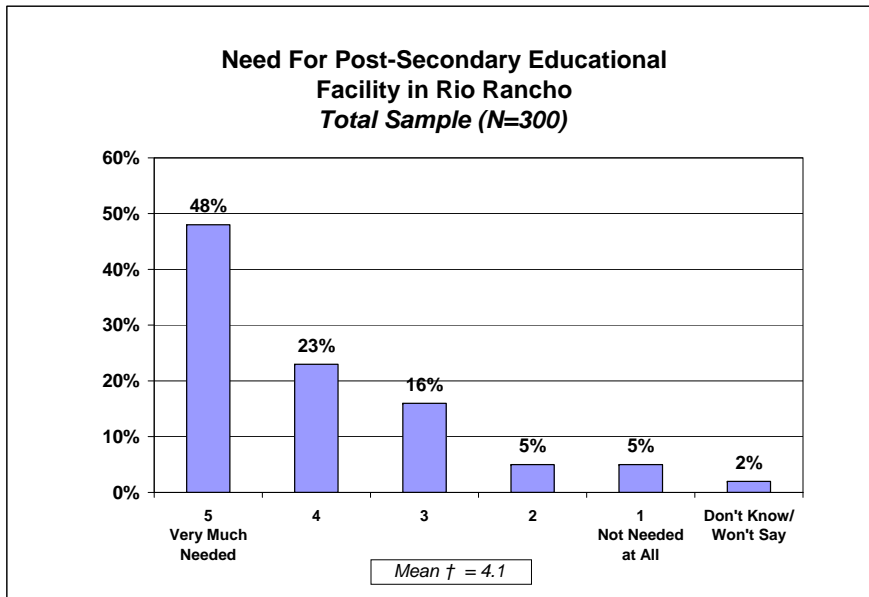
Overall, residents tend to have a positive impression of UNM and TVI (78% and 62%, respectively) and they also tend to rate the quality of education at each school positively (77% and 61%, respectively). Most residents have heard of both UNM and TVI (99% and 95%, respectively). Residents have a lower level of awareness of NMHU (83% *aware*) and the majority of residents have not formed an opinion about their overall impression of NMHU or the quality of education at this school (55% and 61%, respectively).

Biggest Issues Facing Community

(Top 10 Unaided Responses)

	<i>Total Sample (N=300)</i>
Growing too big/too fast	25%
Water shortage/water supply	22%
Traffic congestion	21%
Public schools: too few/overcrowded	13%
Roads/streets/highways are in poor condition	7%
Economic development/lack of	6%
Transit/lack of	5%
Crime rate is high	5%
Nothing in particular	10%
Don't know/won't say	5%

Residents were asked in an unaided, open-ended manner what they feel are the biggest issues facing their community. One-quarter of residents say their community is growing too big/too fast, while over one-fifth (22%) say the water shortage/water supply is the biggest issue and one-fifth (21%) say traffic congestion is the biggest issue. Other issues residents feel are the biggest in their community include: too few public schools/public schools being overcrowded (13%), roads/streets/highways in poor condition (7%), lack of economic development (6%), lack of transit (5%), and high rate of crime (5%). Fifteen percent of residents either say there is nothing in particular (10%) or they have not formed an opinion (5%).



Reasons Underlying Opinion About Need For More Post-Secondary Educational Facilities in Rio Rancho

Among Those Who Have An Opinion About The Need For More Post-Secondary Schools in Rio Rancho

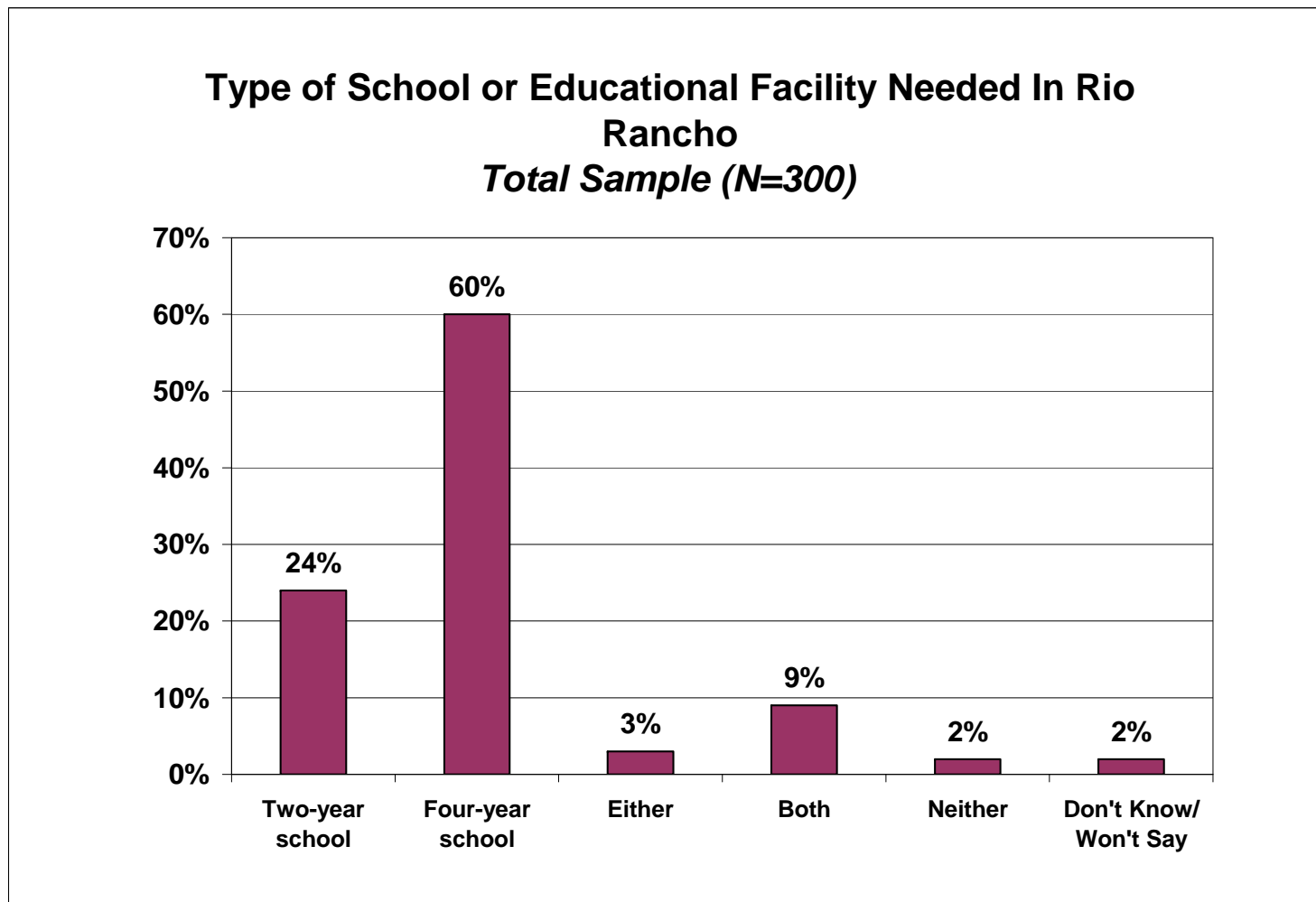
(Top 5 Unaided Responses)

	Total Responses (N=293)
<u>Needed</u>	
Not enough college campuses/location in Rio Rancho	39%
Population growth in the area	29%
Need closer campus	28%
<u>Not Needed</u>	
Have college campus locations in Albuquerque	7%
Have enough college campuses/locations in Rio Rancho	6%

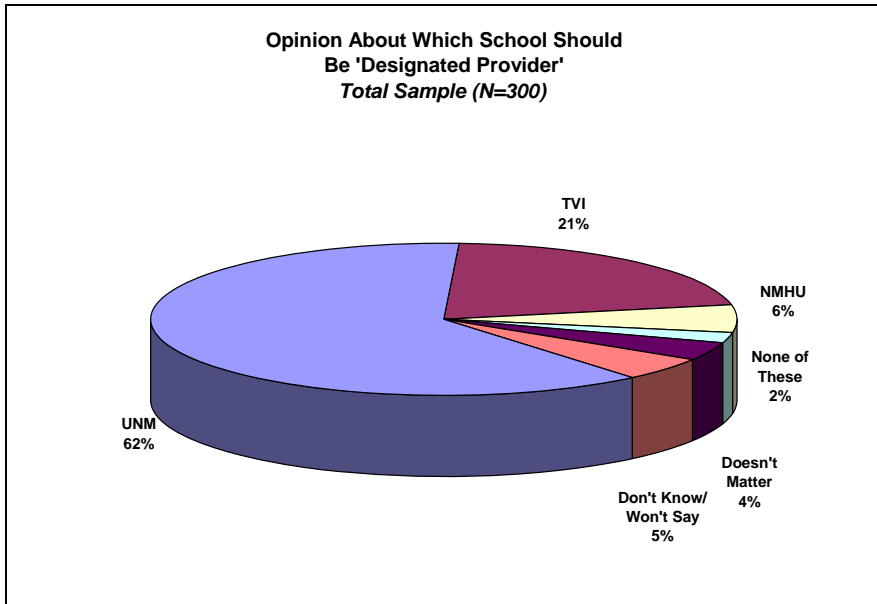
Residents were asked to rate, using a 5-point scale (where a score of 5 means *very much needed* and a score of 1 means *not needed at all*), how much they feel there is a need for more post-secondary educational facilities, such as college campuses or locations, in Rio Rancho. Seventy-one percent of residents feel there is a need for more post-secondary education facilities in Rio Rancho (48% feel they are *very much needed*), while one-in-ten feel there is not a need for more post-secondary educational facilities in Rio Rancho. Residents who have a high school education or less are more apt than others to feel more post-secondary educational facilities are *very much needed* in Rio Rancho (65%). Seniors (65 years of age or older) are more likely than others to feel they are *not needed at all* (12%).

When residents who have an opinion were asked in an unaided, open-ended manner why they feel as they do about the need for more post-secondary educational facilities in Rio Rancho, residents feel more are needed because there are not enough college campuses/locations in Rio Rancho (39%), because of the population growth in the area (29%), and they need closer campuses (28%). Residents mention the following reasons for why more post-secondary educational facilities are not needed in Rio Rancho: have college campuses/locations in Albuquerque (7%) and have enough college campuses/locations in Rio Rancho (6%).

† The mean score is derived by taking the average score based on the 5-point scale. The Very much needed response is assigned a value of 5; the Not needed at all response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.



Residents were told that, within the next five years, it is proposed that a new college campus will be located in Rio Rancho. They were then asked which type of school or educational facility they feel Rio Rancho needs the most: a two-year community college campus, which offers associate's degrees, certifications, workforce training and continuing education courses, or a four-year college campus, which offers these services and where students can earn a bachelor's degree as well as advanced degrees. One-quarter (24%) of residents feel Rio Rancho needs a two-year school the most, while three-fifths feel the city needs a four-year school the most. Nine percent of residents feel both types are needed (9%), while 3% feel either school is needed and 2% feel neither type of school is needed. Interestingly, residents who are 18-34 years of age and those who have children under 18 living in their home are more likely than others to say Rio Rancho needs a four-year school the most (76% and 69%, respectively). Republicans are more likely than other groups to say Rio Rancho needs a two-year school the most (33%).



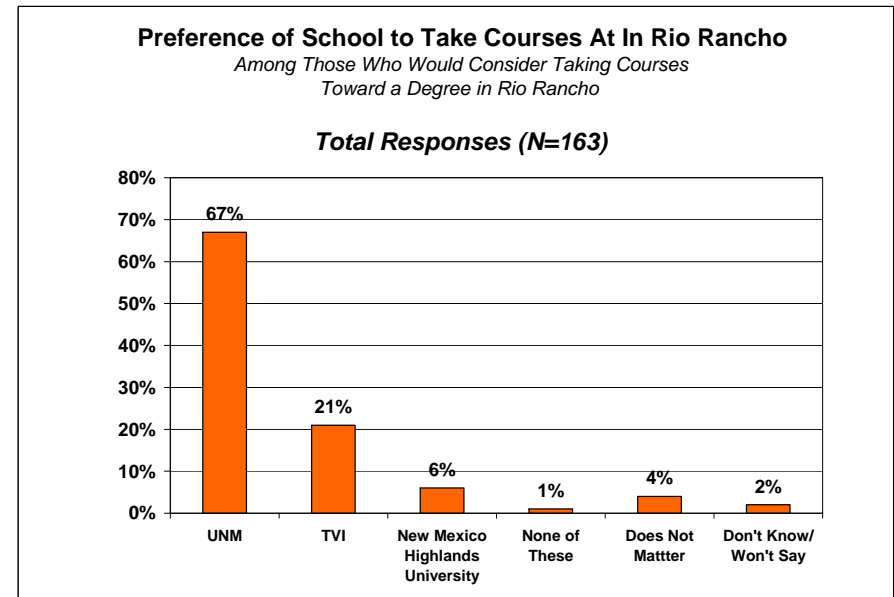
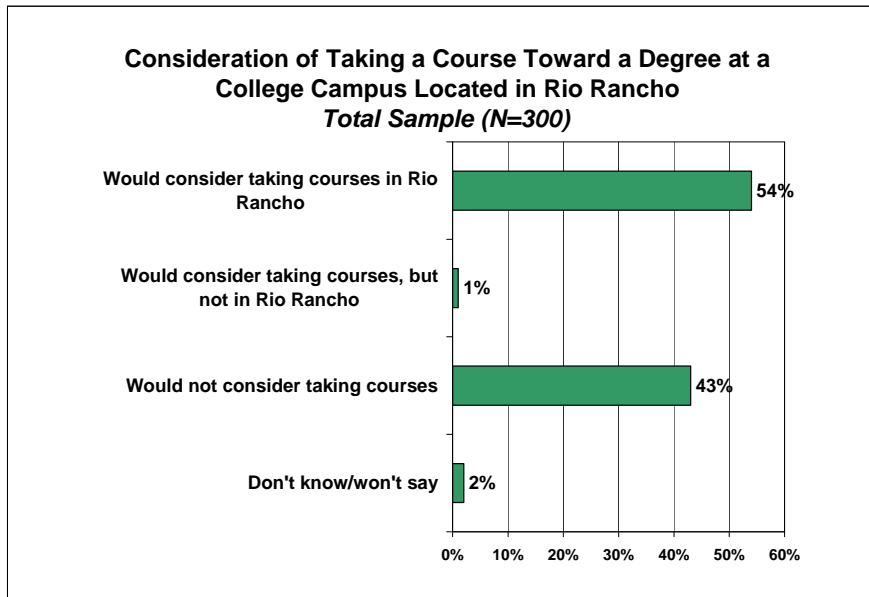
Reasons For Choice of Particular "Designated Provider" School

(Top 9 Unaided Responses)

	UNM Total Responses (N=187)	TVI Total Responses (N=64)	NMHU Total Responses (N=19)
Designated provider should be a 4-year school	28%	-	4%
It's the biggest school	22%	-	4%
It's the best school	19%	7%	6%
Familiar with it	11%	16%	29%
It's a community college	-	34%	-
It's a state school	10%	10%	3%
I go/went there	8%	4%	10%
Less expensive	1%	20%	4%
More resources	8%	-	-

Residents were told that one option within the plan is to have a permanent college campus with courses and programs offered by UNM, TVI (now called CNM), and New Mexico Highlands University. It was then explained that, under this plan, one of these schools would be the “designated provider”, or the primary school on the campus that would partner with the other schools to provide educational services. Residents were then asked whether UNM, TVI, or New Mexico Highlands University should be the “designated provider”, or primary school on the campus. Residents are more than three times as likely to say UNM than to say TVI should be the designated provider (62% and 21%, respectively), while 6% say New Mexico Highlands University should be the designated provider. Two percent of residents say none of these schools should be the designated provider, while 4% say it doesn't matter and 5% have not formed an opinion. Interestingly, residents who have a high school education or less are more apt than others to say TVI should be the designated provider (30%).

Residents who have an opinion were asked, in an unaided, open-ended manner, the reasons why they would choose a particular school to be the “designated provider” on the proposed campus. The top reasons why residents would choose to have UNM as the “designated provider” include: designated provider should be a 4-year school (28%), it's the biggest school (22%), and it's the best school (19%). The most often mentioned reasons why residents feel TVI should be the “designated provider” are that it is a community college (34%), it is less expensive (20%), and they are familiar with it (16%). The top reasons residents mention for why NMHU should be the “designated provider” are because they are familiar with it (29%) and they either go there currently or went there (10%).

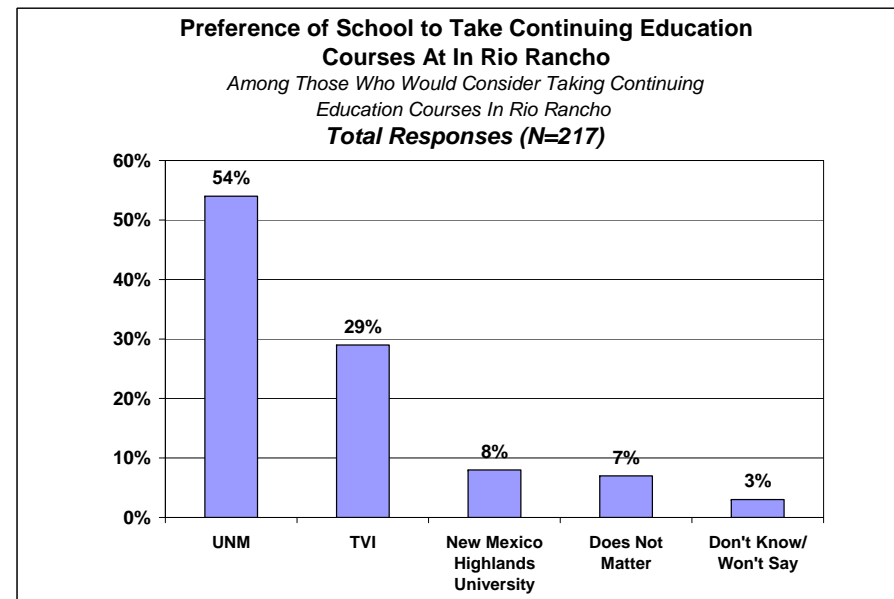
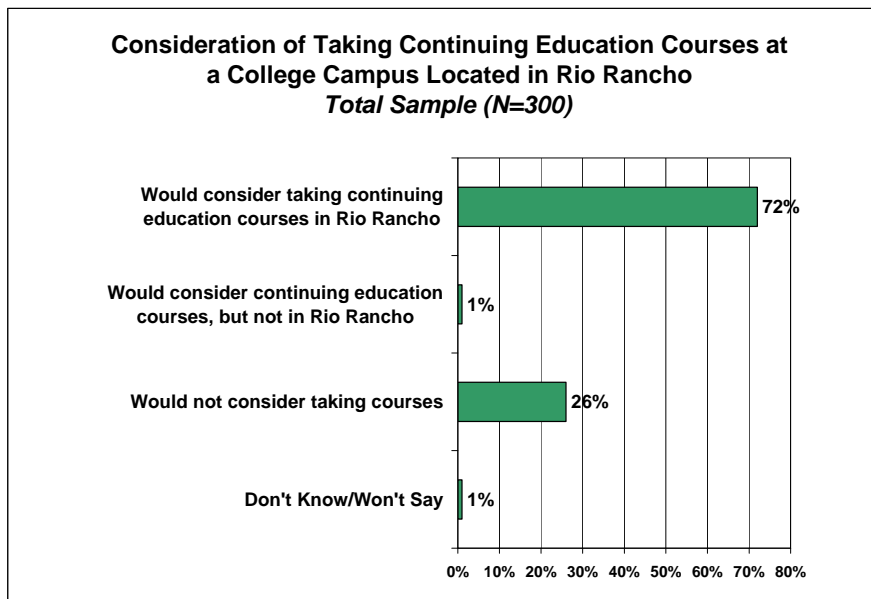


The majority of adult residents in Rio Rancho (54%) say they would consider taking courses toward a degree at a school in Rio Rancho, while 43% say they would not consider taking courses toward a degree (regardless of the location). Just 1% of residents say they would consider taking courses toward a degree, but not in Rio Rancho and 2% are unsure.

Residents who are more likely than others to say they would consider taking courses toward a degree at a college campus in Rio Rancho include:

- 18-49 year-olds (71%);
- residents who have some college education or an associate's degree (63%);
- those who are single (72%);
- residents with children under 18 years of age in the home (65%); and
- residents who are not retired (64%).

Residents who would consider taking courses toward a degree in Rio Rancho were asked which school they would prefer if they had a choice of schools in Rio Rancho that they could take courses toward a degree at: UNM, TVI, or New Mexico Highlands University. Over two-thirds (67%) say they would prefer to take courses toward a degree at UNM, while one-fifth (21%) would prefer to take the courses at TVI. Six percent say they would choose New Mexico Highlands University.



Nearly three-quarters (72%) of adult residents in Rio Rancho say they would consider taking continuing education courses (such as courses for personal interest, to complete a certification, or job-related classes) at a school in Rio Rancho, while just 1% would consider taking continuing education courses, but not in Rio Rancho. One-quarter (26%) of residents say they would not consider taking continuing education courses (regardless of the location) and 1% are unsure.

Residents who are more likely than others to say they would consider taking continuing education courses at a college campus in Rio Rancho include:

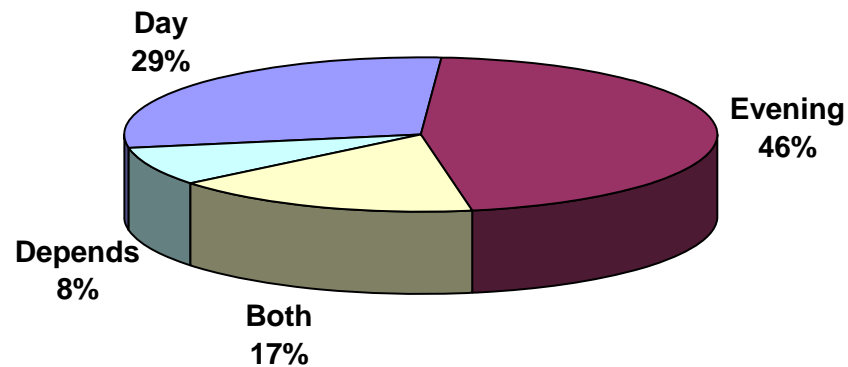
- 18-49 year-olds (82%);
- residents who have some college education or higher (78%);
- residents who earn \$75,000 or more annually (88%);
- those who are single or married (73%);
- residents with children under 18 years of age in the home (79%); and
- residents who are not retired (79%).

Residents who would consider taking continuing education courses in Rio Rancho were asked which school they would prefer if they had a choice of schools in Rio Rancho that they could take continuing education courses at: UNM, TVI, or New Mexico Highlands University. The majority (54%) say they would prefer to take continuing education courses at UNM, while 29% would prefer to take the continuing education courses at TVI. Eight percent say they would choose New Mexico Highlands University. One-in-ten residents who would consider taking continuing education courses in Rio Rancho either say it does not matter which school they take the courses at (7%) or they have not formed an opinion (3%).

Preference to Attend Classes During the Day or Evening

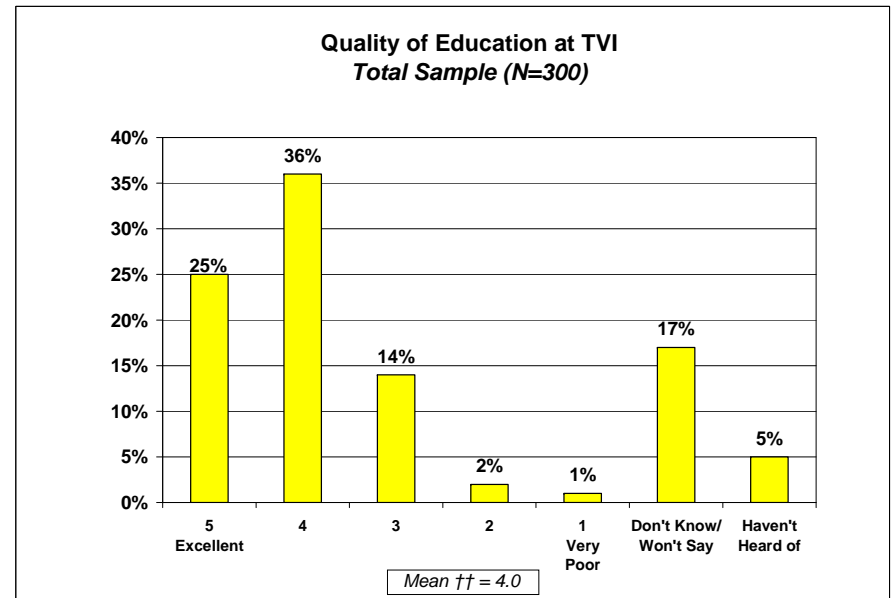
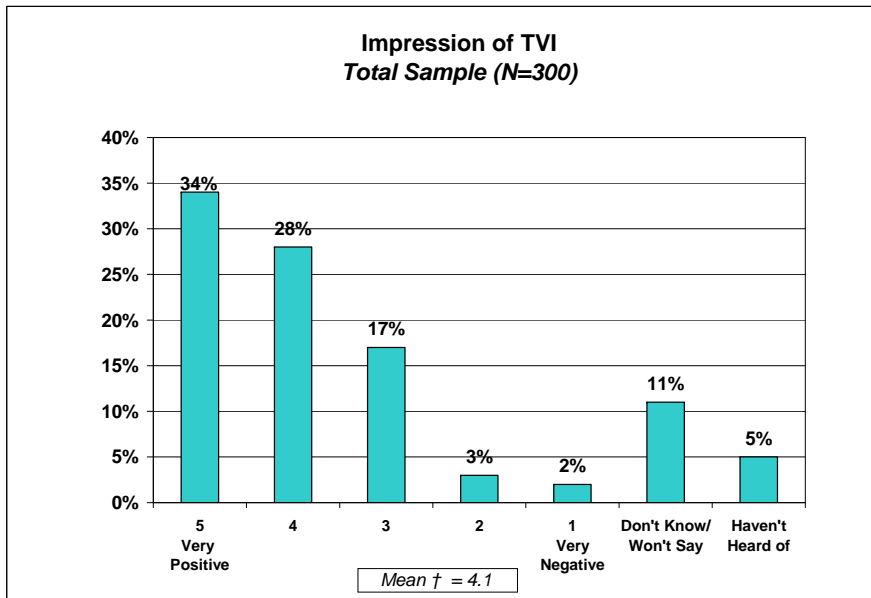
*Among Those Who Would Consider Taking Courses
At A School In Rio Rancho*

Total Responses (N=223)



Residents who say they would either take courses toward a degree or continuing education courses at a college campus in Rio Rancho were asked if they would attend classes during the day or in the evening. Twenty-nine percent of these residents say they would attend classes during the day, while 46% would take evening courses. Seventeen percent say they would attend classes both in the day and in the evening, while 8% say it depends.

Interestingly, seniors who are prospective students are more likely to say they would attend classes in the day (62%), while Hispanics and residents who are employed full-time are more apt to say they would attend evening courses (62% and 65%, respectively). Prospective students who would consider taking continuing education courses at a school in Rio Rancho are more likely than others to say they would attend courses during the day (47%).

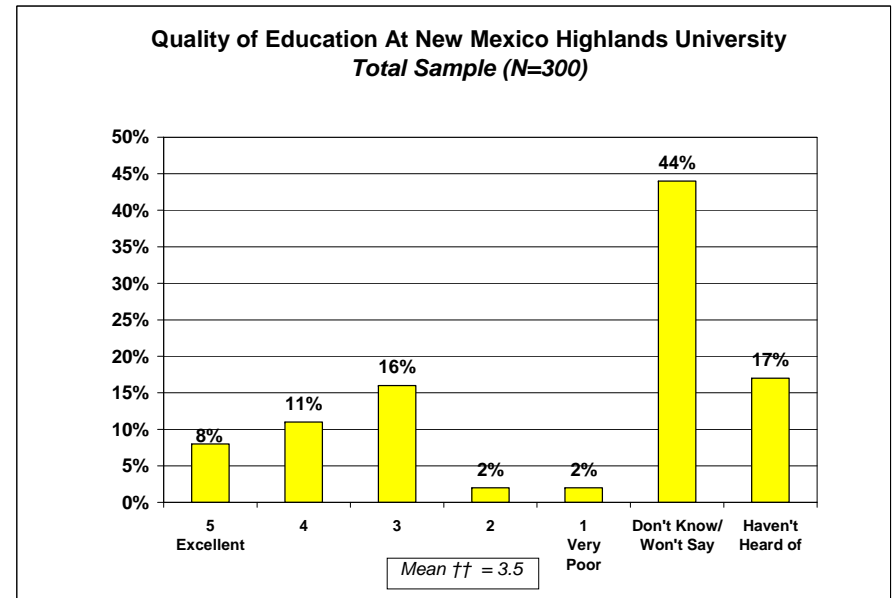
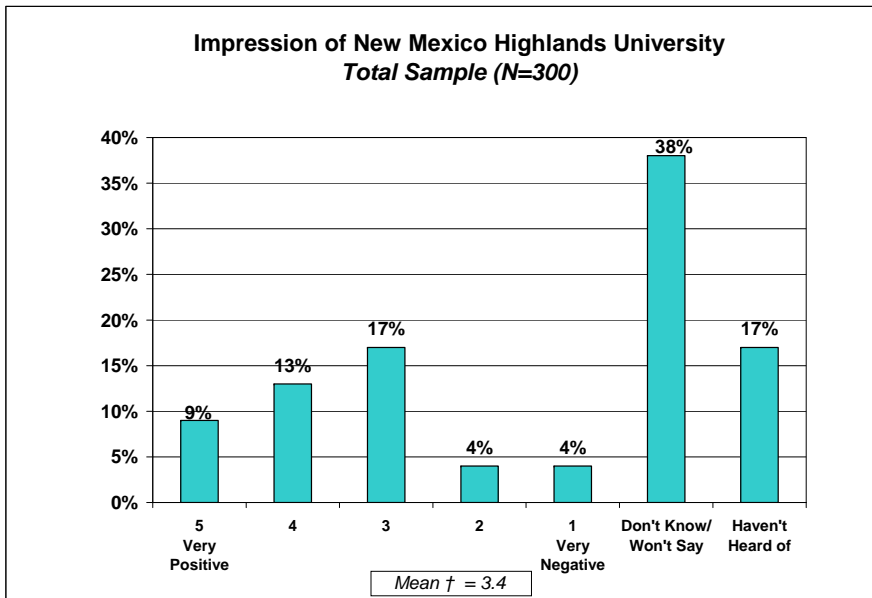


Residents were asked to rate, using a 5-point scale (where a score of 5 means *very positive* and a score of 1 means *very negative*), their overall impression of TVI. Over three-fifths of residents (62%) have a positive impression of TVI (34% *very positive*), while just 5% have a negative impression of TVI and 17% have a neutral impression (score of 3). Eleven percent of residents have heard of TVI, but have not formed an opinion and 5% have not heard of this school.

Residents were asked to rate the quality of education at TVI by using a 5-point scale (where a score of 5 means *excellent* and a score of 1 means *very poor*). Three-fifths (61%) of residents give a positive rating to TVI for its quality of education (25% give a score of *excellent*), while just 3% give a negative rating to TVI for its quality of education and 14% give a rating of 3. Seventeen percent of residents have heard of TVI, but have not formed an opinion about the quality of education at the school and 5% have not heard of TVI.

† The mean score is derived by taking the average score based on the 5-point scale. The Very Positive response is assigned a value of 5; the Very Negative response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

†† The mean score is derived by taking the average score based on the 5-point scale. The Excellent response is assigned a value of 5; the Very Poor response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

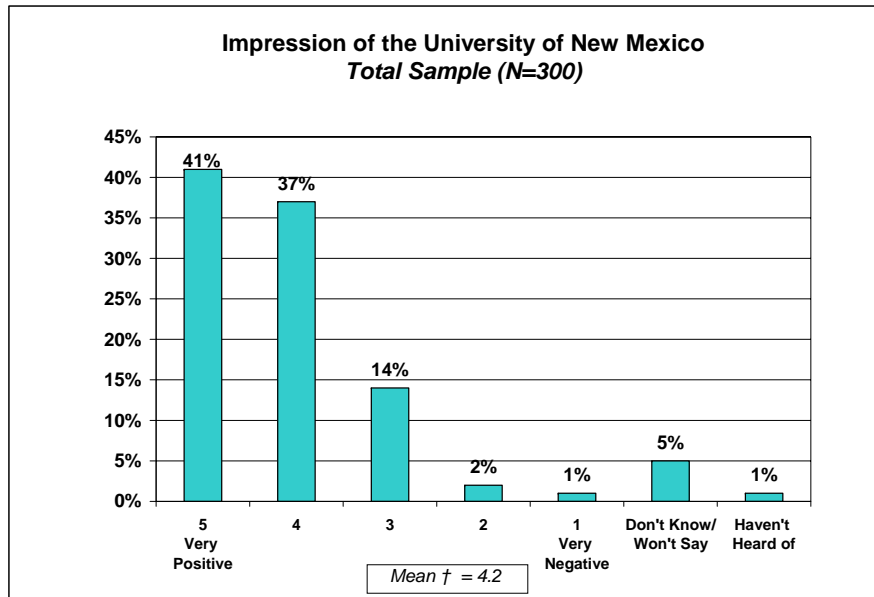


When asked to rate, using a 5-point scale (where a score of 5 means *very positive* and a score of 1 means *very negative*), their overall impression of New Mexico Highlands University, over one-fifth of residents (22%) have a positive impression of NMHU, while just 8% have a negative impression of NMHU and 17% have a neutral impression. The majority of residents (55%) either have heard of NMHU, but have not formed an opinion (38%) or have not heard of NMHU (17%).

When asked to rate the quality of education at NMHU by using a 5-point scale (where a score of 5 means *excellent* and a score of 1 means *very poor*), one-fifth (19%) of residents give a positive rating to NMHU for its quality of education, while just 4% give a negative rating and 16% give a rating of 3. Over three-fifths of residents (61%) either have heard of NMHU, but have not formed an opinion about its quality of education (44%) or they have not heard of NMHU (17%).

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†† The mean score is derived by taking the average score based on the 5-point scale. The Excellent response is assigned a value of 5; the Very Poor response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.



Reasons For Overall Impression Rating of UNM

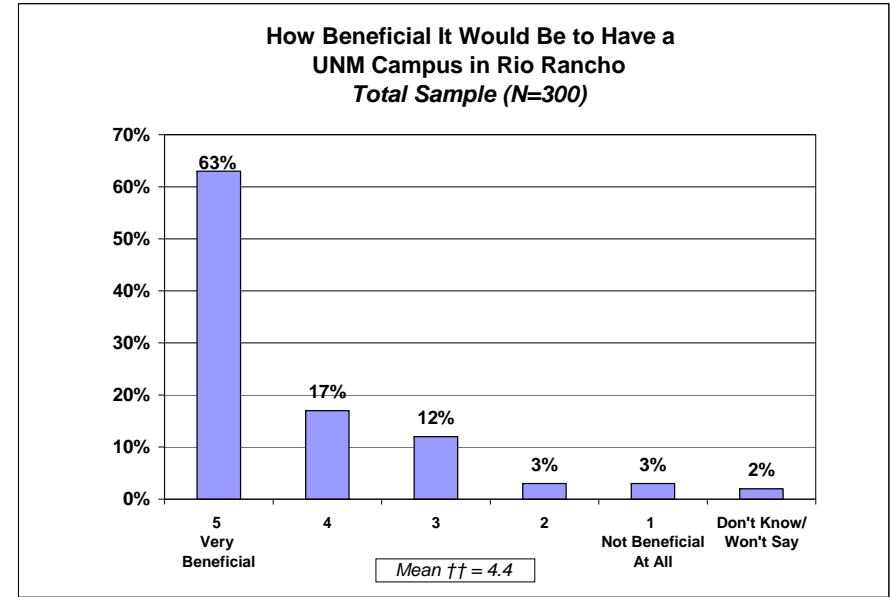
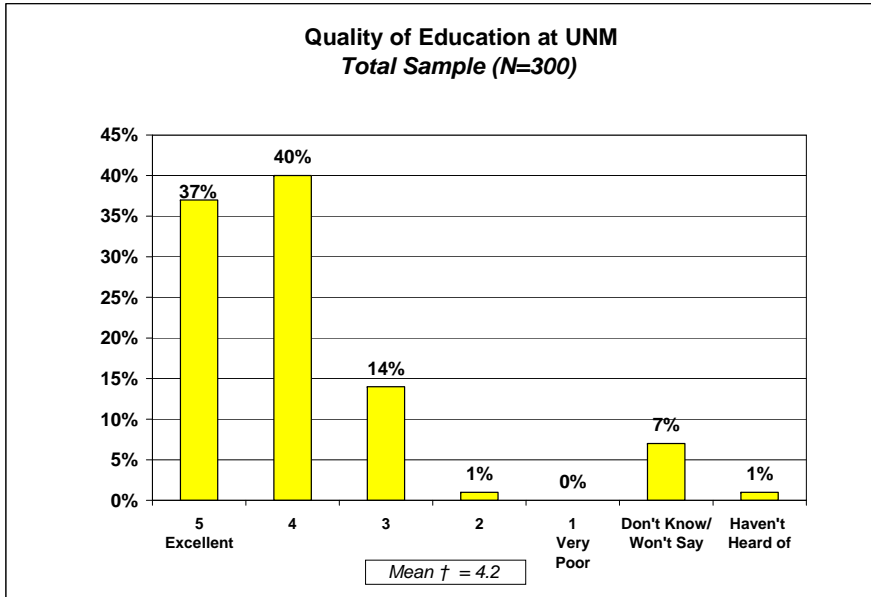
Among Those Who Had Heard of UNM before This Survey And Who Have an Overall Impression of UNM (Top 10 Unaided Responses)

Reason	Total Responses (N=282)
Good/quality education	37%
I go/went there	14%
4-year school	8%
Best school	8%
Good/qualified instructors/teachers	8%
Variety of classes	7%
Family/friends like it	7%
Good experience there	6%
Good reputation	5%
Accredited school	5%

Over three-quarters of residents (78%) have a positive impression of UNM, while just 3% have a negative impression of the school and 14% have a neutral impression. Just 5% of residents have heard of UNM, but have not formed an opinion about the school, while 1% have not heard of UNM.

When residents who have an impression of UNM were asked, in an unaided, open-ended manner, the reasons underlying their impression of the school, nearly two-fifths (37%) say the school provides good/quality education, while 14% either go to UNM currently or did in the past. Eight percent either say it is because UNM is a 4-year school, it is the best school, or the school has good/qualified instructors/teachers. Other reasons for residents' impressions of UNM include: variety of classes (7%), family/friends like it (7%), good experience there (6%), good reputation (5%), and because it is an accredited school (5%).

† The mean score is derived by taking the average score based on the 5-point scale. The Very positive response is assigned a value of 5; the Very Negative response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.



When asked to rate the quality of education at UNM, over three-quarters (77%) of residents give a positive rating to the school, while just 1% give a negative rating for the quality of education from UNM and 14% give a rating of 3. Seven percent of residents have heard of UNM, but have not formed an opinion about its quality of education and just 1% have not heard of UNM.

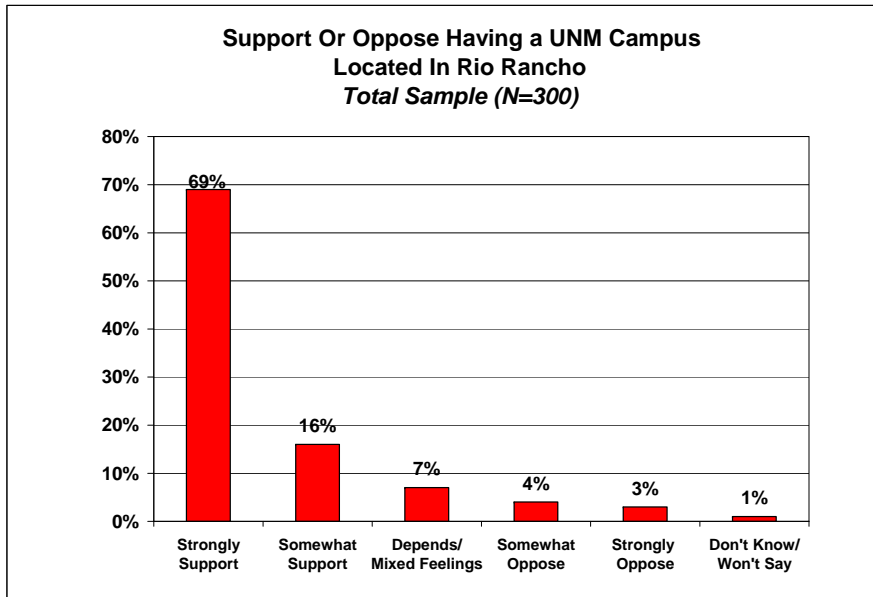
Residents were asked to rate how beneficial it would be to have a UNM campus located in Rio Rancho, by using a 5-point scale (where a score of 5 means *very beneficial* and a score of 1 means *not beneficial at all*). Four-fifths of residents feel it would be beneficial to have a UNM campus located in Rio Rancho (63% *very beneficial*), while just 6% do not see any benefit and 12% have a neutral opinion.

Residents who are more likely to feel it would be *very beneficial* to have a UNM campus located in Rio Rancho include:

- 18-34 year olds (75%);
- Hispanics (76%); and
- Residents who would consider taking courses toward a degree and continuing education courses in Rio Rancho (72%).

† The mean score is derived by taking the average score based on the 5-point scale. The Excellent response is assigned a value of 5; the Very Poor response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

†† The mean score is derived by taking the average score based on the 5-point scale. The Very Beneficial response is assigned a value of 5; the Not Beneficial At All response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.



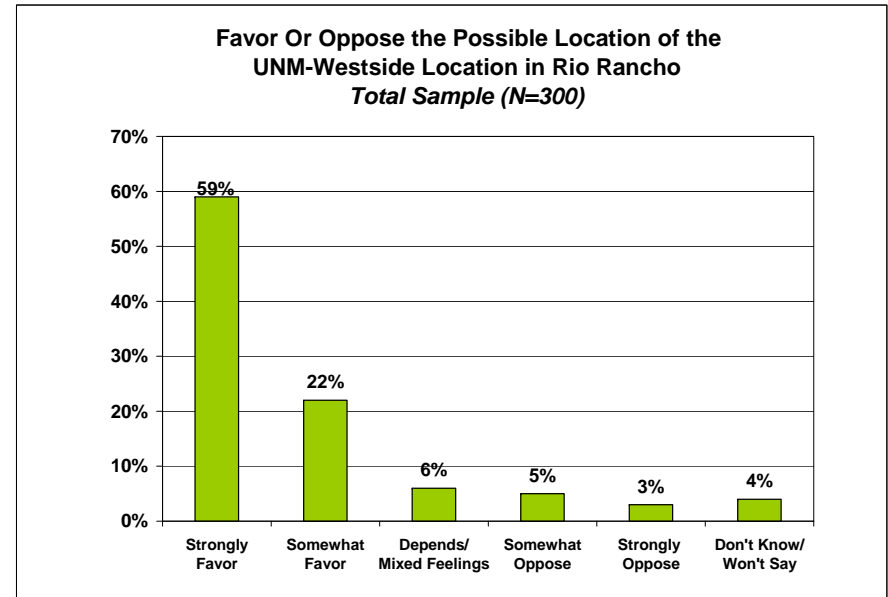
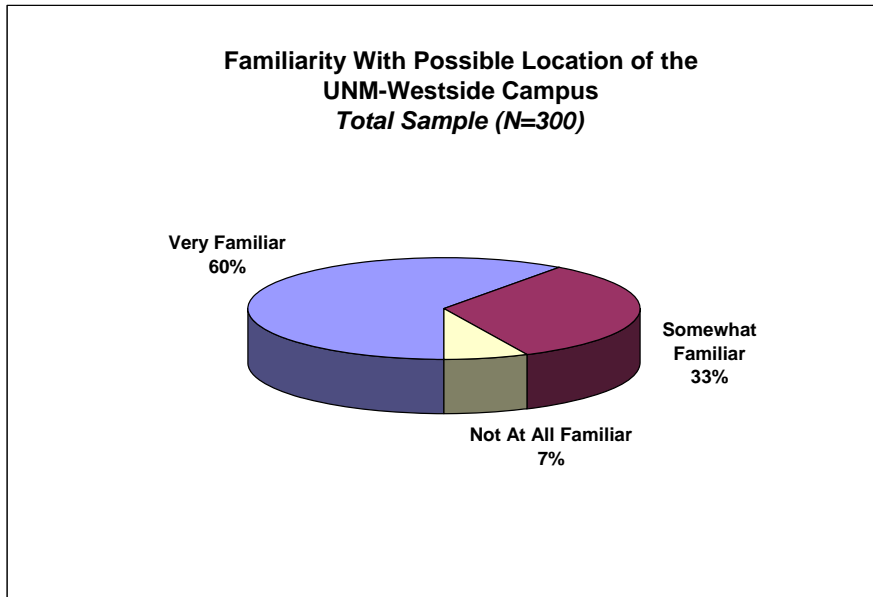
Reasons For Supporting a UNM Campus Located In Rio Rancho

(Top 8 Unaided Responses)

Reason	Total Responses (N=300)
Good/convenient location	25%
Good school	21%
University/4-year college	18%
Need new campus to support growth	10%
Accredited colleges	6%
Good variety of classes	5%
I go there/went there	5%
More convenient for Rio Rancho residents	5%

When residents were asked if they would *strongly support*, *somewhat support*, *somewhat oppose*, or *strongly oppose* having a UNM campus located in Rio Rancho, the vast majority (85%) of residents say they would support having a UNM campus in Rio Rancho (69% *strongly support*), while 7% of residents are opposed to having a UNM campus located in Rio Rancho. Seven percent say it depends or they have mixed feelings. Residents who would consider taking courses at a college campus in Rio Rancho are more likely than others to *strongly support* having a UNM campus in Rio Rancho (75%), while those who would not consider taking any courses are more likely to oppose having a UNM campus in Rio Rancho (17%).

When asked in an unaided, open-ended manner, residents support having a UNM campus located in Rio Rancho mainly because it would be in a good/convenient location (25%), UNM is a good school (21%), and it is a university/4-year college (18%). Residents also support this plan because they feel Rio Rancho needs a new campus to support growth (10%) and it has accredited colleges (6%). Other reasons why residents support having a UNM campus located in Rio Rancho include: good variety of classes (5%), go there/went there (5%), and more convenient for Rio Rancho residents (5%).



Residents were told that the proposed UNM-Westside Campus will be located adjacent to the City Centre, where the new arena and Rio Rancho City Hall will be located and west of the new high school. They were then asked if they are *very familiar*, *somewhat familiar*, or *not at all familiar* with this location. Three-fifths of residents are *very familiar* with this location, while one-third are *somewhat familiar*. Just 7% of residents are *not at all familiar* with this location.

When asked if, assuming the campus will be built, they would favor or oppose having the UNM-Westside Campus located in this area of Rio Rancho, the vast majority (81%) favor having the UNM-Westside Campus located in this area (59% *strongly favor*), while 8% oppose having the UNM-Westside Campus located in this area of Rio Rancho and 6% say it depends or they have mixed feelings. Among residents who support having a UNM Campus in Rio Rancho, support levels for having the UNM-Westside Campus at this location increase to 87%. Interestingly, residents who live in zip code 87144 are more likely than those who live in 87124 to *strongly favor* having the UNM-Westside Campus located in this area of Rio Rancho (68% and 55%, respectively).

Reasons Underlying Opinion About Location For UNM-Westside Campus

(Top 7 Unaided Responses)

	<i>Total Responses (N=300)</i>
<u>Favor</u>	
Convenient location	47%
Good/nice addition to the City Centre	23%
Nice area	13%
Good area for growth/expansion	6%
<u>Oppose</u>	
There is already too much in that area	7%
Not centrally located/too far away	5%
No reason in particular	5%

When asked in an unaided, open-ended manner, residents favor having the UNM-Westside Campus at the proposed location because it is a convenient location (47%), it would be a good/nice addition to the City Centre (23%), this is a nice area (13%), and it is a good area for growth/expansion (6%). Residents oppose locating the UNM-Westside Campus at the proposed area because there is already too much in that area (7%) and it is not centrally located/too far away (5%).

**Agreement With Reasons Why Some People Support the Idea that
UNM Should Be Located In Rio Rancho
(Summary Table)**

Total Sample (N=300)

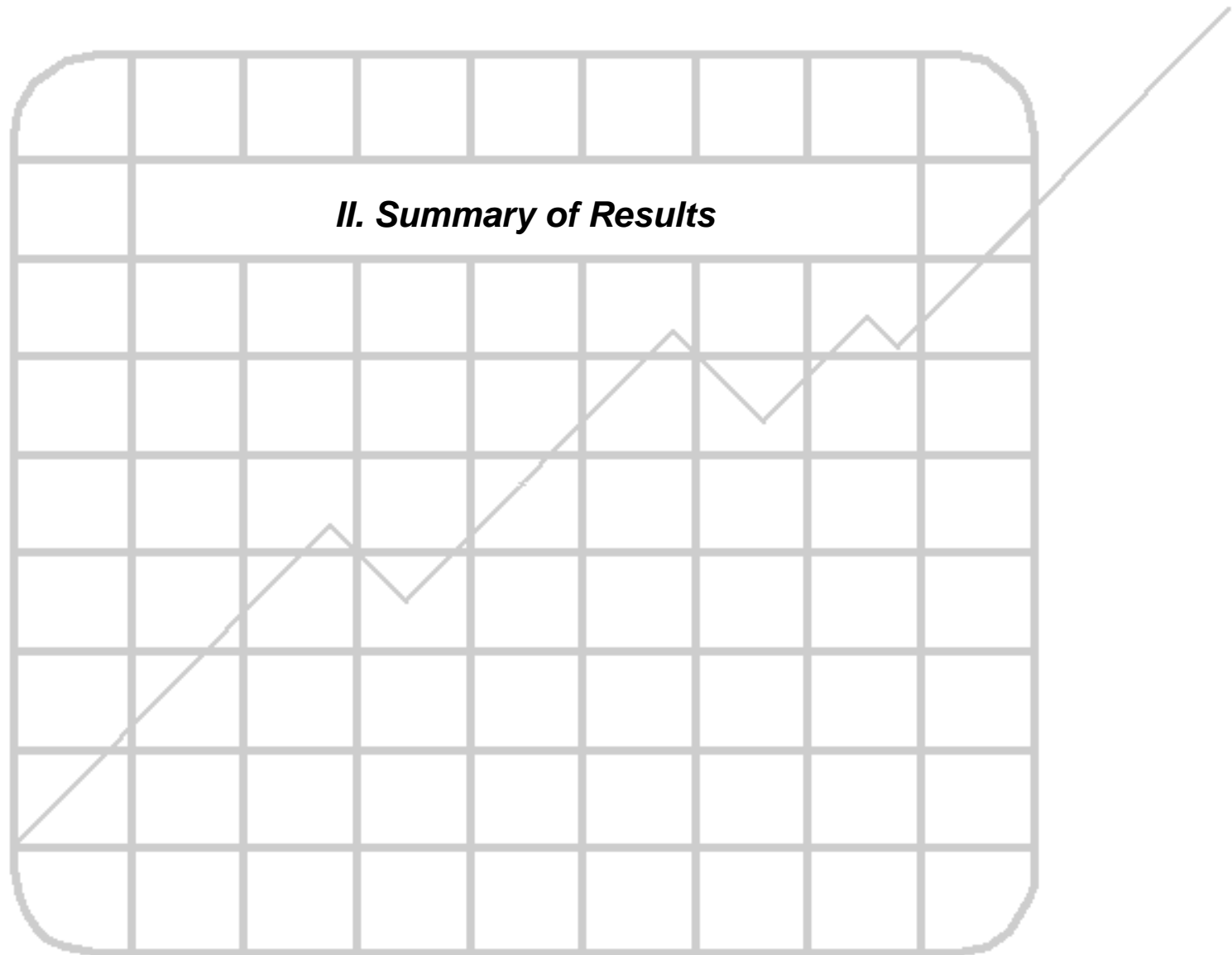
Ranked by Highest Percentage "Strongly Agree"

	<i>Strongly Agree 5</i>	4	3	2	<i>Strongly Disagree 1</i>	<i>Don't Know/ Won't Say</i>	Mean †
Current and future UNM students should have the opportunity to attend a local UNM campus, instead of having to travel across the river to the main UNM campus in Albuquerque	70%	14%	9%	1%	2%	3%	4.5
The growing population of current and future college students should be supported by locating a full-service, 4-year university campus in Rio Rancho	65%	19%	7%	3%	2%	3%	4.5
UNM would be a provider of high quality educational, research, and service programs to the Rio Rancho community	60%	22%	11%	2%	1%	4%	4.4
UNM offers a variety of bachelor and advanced degrees for many different subjects	58%	24%	9%	-	-	9%	4.5
UNM is New Mexico's best post-secondary school	41%	29%	16%	5%	2%	8%	4.1

† The mean score is derived by taking the average score based on the 5-point scale. The *Strongly Agree* response is assigned a value of 5; the *Strongly Disagree* response is assigned a value of 1. The *Don't know/won't say* responses are excluded from the calculation of the mean.

Residents were read a list of statements about why some people support the idea that UNM should be located in Rio Rancho. Residents were then asked to rate their level of agreement with each statement, using a 5-point scale (where a score of 5 means *strongly agree* and a score of 1 means *strongly disagree*). Among the statements listed, residents are most likely to agree with the statements that **current and future UNM students should have the opportunity to attend a local UNM campus, instead of having to travel across the river to the main UNM campus in Albuquerque** and that **the growing population of current and future college students should be supported by locating a full-service, 4-year university campus in Rio Rancho**, with over four-fifths of residents (84%) who agree with these statements. Few residents disagree with these statements (3% and 5%, respectively).

When asked their level of agreement with the statement that **UNM would be a provider of high quality educational, research, and service programs to the Rio Rancho community**, over four-fifths (82%) agree with this statement, while just 3% disagree. Eighty-two percent of residents also agree that **UNM offers a variety of bachelor and advanced degrees for many different subjects** and 70% agree that **UNM is New Mexico's best post-secondary school**, while 7% disagree with this statement.



Opinion Regarding Largest Issues Facing the Community (Unaided Responses)

Question 1: What do you feel are the biggest issues facing your community?

	<u>Total Sample (N=300)</u>		<u>Total Sample (N=300)</u>
Growing too big/too fast	25%	Need a hospital	1%
Water shortage/water supply	22%	Climate/weather is unpleasant	1%
Traffic congestion	21%	Drugs/dealers	1%
Public schools: too few/overcrowded	13%	Noise	1%
Roads/streets/highways are in poor condition	7%	Neighborhood association	1%
Economic development/lack of	6%	Sidewalks	*
Transit/lack of	5%	Air pollution	*
Crime rate is high	5%	Lack of street lights	*
Recreation facilities/parks/lack of	4%	Littering	*
Educational system is poor	3%		
Commercial development - too much	3%	Lack of city services	*
Youth activities/lack of	3%	Not enough cable/internet services	*
Colleges/universities, etc. - not enough	2%	Nutrition in schools	*
Jobs are unavailable/few	2%	Cost of living is high/unreasonable	*
Street repairs are constant/orange barrels	2%	Too much grass/need xeriscaping	*
Growth management	2%	Cultural diversity/lack of	*
Government/political leadership is incompetent	2%	Too many rental buildings	*
Water pollution	2%	Cultural events - too few	*
Gangs	2%	Water drainage	*
Gas prices	1%	Need bridges	*
Land development out of control	1%	Need more police/firemen	*
Construction	1%	Safety	*
Taxes are high/unreasonable	1%	Vandalism	*
Infrastructure	1%	Utilities too high	*
Need easier access to ABQ	1%	DWI rate is high	*
Speeding in residential areas	1%	Older neighborhoods need improvement	*
Wages low	1%		
Family problems	1%	Nothing in particular	10%
Graffiti	1%	Don't know/won't say	5%
Poor cell phone reception	1%		

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

Level of Need For More Post-Secondary Educational Facilities In Rio Rancho

Question 2: Using a 5-point scale, where a score of 5 means very much needed and a score of 1 means not needed at all, please rate how much you feel there is a need for more post-secondary educational facilities, such as college campuses or locations, in Rio Rancho?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Very much needed	48%	46%	53%	54%	50%	42%	42%	56%	43%	65%	43%	36%	41%
4	23%	20%	27%	21%	26%	19%	27%	23%	24%	15%	26%	27%	27%
3	16%	18%	14%	18%	11%	21%	16%	18%	17%	11%	17%	19%	22%
2	5%	6%	2%	2%	9%	6%	1%	3%	6%	3%	6%	8%	3%
1 - Not needed at all	5%	6%	3%	3%	4%	4%	12%	-	7%	5%	4%	7%	4%
Don't know/won't say	2%	3%	1%	1%	-	8%	1%	1%	3%	1%	3%	2%	2%
Mean \bar{x}	4.1	4.0	4.3	4.2	4.1	4.0	3.9	4.3	3.9	4.3	4.0	3.8	4.0

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Very much needed	48%	61%	43%	49%	41%	54%	49%	38%	59%	50%	50%	43%
4	23%	12%	30%	25%	26%	23%	22%	31%	-	20%	29%	14%
3	16%	15%	17%	10%	23%	18%	14%	19%	29%	16%	12%	24%
2	5%	-	3%	8%	4%	-	7%	2%	12%	3%	4%	6%
1 - Not needed at all	5%	12%	5%	3%	6%	3%	4%	10%	-	8%	2%	9%
Don't know/won't say	2%	-	2%	4%	-	1%	3%	-	-	3%	2%	4%
Mean \bar{x}	4.1	4.1	4.1	4.1	3.9	4.3	4.1	3.9	4.0	4.0	4.2	3.8

Level of Need For More Post-Secondary Educational Facilities In Rio Rancho (continued)

Question 2: Using a 5-point scale, where a score of 5 means very much needed and a score of 1 means not needed at all, please rate how much you feel there is a need for more post-secondary educational facilities, such as college campuses or locations, in Rio Rancho?

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Very much needed	48%	45%	51%	58%	48%	44%	34%	55%	43%	53%	20%	17%	48%	41%	55%
4	23%	25%	22%	22%	22%	25%	28%	19%	26%	24%	23%	11%	23%	26%	22%
3	16%	18%	15%	14%	19%	11%	27%	11%	20%	14%	26%	35%	16%	18%	15%
2	5%	5%	5%	-	3%	9%	4%	8%	2%	4%	5%	13%	6%	1%	3%
1 - Not needed at all	5%	4%	6%	3%	5%	8%	6%	5%	5%	3%	20%	19%	4%	11%	3%
Don't know/won't say	2%	3%	2%	2%	3%	3%	-	2%	3%	2%	6%	4%	3%	3%	2%
Mean †	4.1	4.1	4.1	4.3	4.1	3.9	3.8	4.1	4.0	4.2	3.2	2.9	4.1	3.9	4.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very much needed response is assigned a value of 5; the Not needed at all response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

Reason For Opinion Regarding Need For More Post-Secondary Schools In Rio Rancho

*Among Those Who Have an Opinion About the Need For More Post-Secondary Schools In Rio Rancho
 (Unaided Responses)*

Question 3: Why do you feel this way?

	<i>Total Responses (N=293)</i>
Not enough college campuses/locations in Rio Rancho	39%
Population growth in the area	29%
Need closer campuses	28%
Have college campuses/locations in Albuquerque	7%
Have enough college campuses/locations in Rio Rancho	6%
Not enough demand for more educational facilities in R.R.	3%
Education is important	2%
Increases opportunities for residents	2%
TVI is already here	1%
May cost less	1%
Need to improve lower level education first	1%
Doesn't affect me	1%
Area won't be able to support a large college	*
Area is getting too crowded	*
Need for better education	*
Aware of the plans	*
Need other things first	*
No more tax increases	*
Need more educated workforce	*
Commuting to ABQ is difficult	*
No reason in particular	3%
Don't know/won't say	1%

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

Type of Educational Facility Needed In Rio Rancho

Question 4: What type of school or educational facility do you feel Rio Rancho needs the most: a two-year community college campus, which offers associate's degrees, certifications, workforce training and continuing education courses, or a four-year college campus, which offers these services and where students can earn a bachelor's degree as well as advanced degrees?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
Two-year school	24%	26%	21%	16%	24%	29%	29%	22%	23%	18%	23%	26%	36%
Four-year school	60%	58%	65%	76%	63%	45%	51%	65%	59%	64%	58%	65%	52%
Either	3%	3%	3%	-	3%	3%	6%	2%	3%	4%	2%	2%	1%
Both	9%	9%	8%	6%	8%	15%	7%	8%	10%	6%	13%	3%	10%
Neither	2%	3%	2%	3%	2%	1%	4%	3%	3%	5%	1%	3%	-
Don't know/won't say	2%	3%	1%	-	-	6%	4%	-	3%	2%	3%	-	-

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
Two-year school	24%	25%	25%	24%	23%	19%	23%	34%	41%	38%	20%	18%
Four-year school	60%	43%	52%	63%	71%	62%	63%	49%	59%	51%	68%	51%
Either	3%	9%	1%	2%	2%	2%	2%	7%	-	5%	2%	3%
Both	9%	16%	20%	5%	4%	11%	8%	4%	-	3%	9%	14%
Neither	2%	3%	2%	2%	-	4%	2%	3%	-	-	1%	9%
Don't know/won't say	2%	3%	-	4%	-	3%	2%	3%	-	3%	*	5%

Type of Educational Facility Needed In Rio Rancho (continued)

Question 4: What type of school or educational facility do you feel Rio Rancho needs the most: a two-year community college campus, which offers associate's degrees, certifications, workforce training and continuing education courses, or a four-year college campus, which offers these services and where students can earn a bachelor's degree as well as advanced degrees?

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
Two-year school	24%	24%	24%	15%	24%	33%	17%	22%	25%	23%	25%	33%	26%	25%	20%
Four-year school	60%	62%	59%	70%	56%	54%	60%	69%	54%	62%	52%	48%	62%	54%	61%
Either	3%	2%	4%	2%	2%	1%	8%	*	4%	3%	4%	3%	3%	2%	3%
Both	9%	7%	11%	10%	11%	7%	13%	7%	10%	9%	19%	-	6%	13%	10%
Neither	2%	4%	1%	-	6%	2%	-	1%	3%	1%	-	15%	2%	2%	4%
Don't know/won't say	2%	2%	2%	3%	2%	2%	2%	1%	3%	2%	-	-	1%	5%	2%

* Less than 1% reported.

Preferred "Designated Provider" or Primary School On the Campus In Rio Rancho

Question 5: One option within this plan is to have a permanent college campus with courses and programs offered by UNM, TVI and NM Highlands University. Under this plan, one of these schools would be the "designated provider", or the primary school on the campus that would partner with the other schools to provide educational services. Which school do you think should be the "designated provider" or primary school on the campus: UNM, TVI, or New Mexico Highlands University?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
UNM	62%	64%	59%	70%	59%	60%	58%	58%	64%	55%	61%	73%	67%
TVI	21%	21%	21%	16%	25%	23%	19%	25%	19%	30%	17%	19%	17%
New Mexico Highlands University	6%	5%	9%	7%	10%	3%	2%	8%	6%	4%	7%	5%	9%
None of these	2%	2%	1%	-	1%	3%	4%	1%	2%	2%	1%	1%	1%
Doesn't matter	4%	3%	6%	4%	3%	3%	7%	7%	4%	2%	7%	1%	2%
Don't know/won't say	5%	5%	4%	2%	2%	8%	9%	1%	5%	6%	6%	-	3%

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho				
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin- uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any	
UNM	62%	62%	64%	66%	68%	69%	60%	65%	88%	60%	69%	47%	
TVI	21%	25%	20%	21%	16%	25%	21%	18%	12%	28%	18%	22%	
New Mexico Highlands University	6%	2%	9%	6%	5%	4%	7%	4%	-	1%	8%	8%	
None of these	2%	3%	-	1%	1%	-	2%	5%	-	1%	-	5%	
Doesn't matter	4%	3%	1%	2%	6%	-	5%	3%	-	3%	3%	8%	
Don't know/won't say	5%	4%	5%	5%	3%	2%	5%	5%	-	6%	2%	9%	

Preferred “Designated Provider” or Primary School On the Campus In Rio Rancho (continued)

Question 5: One option within this plan is to have a permanent college campus with courses and programs offered by UNM, TVI and NM Highlands University. Under this plan, one of these schools would be the "designated provider", or the primary school on the campus that would partner with the other schools to provide educational services. Which school do you think should be the "designated provider" or primary school on the campus: UNM, TVI, or New Mexico Highlands University?

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
UNM	62%	57%	67%	73%	56%	55%	72%	60%	64%	68%	32%	24%	59%	65%	65%
TVI	21%	23%	20%	17%	26%	26%	16%	22%	21%	18%	38%	43%	22%	17%	23%
New Mexico Highlands University	6%	8%	5%	4%	5%	10%	3%	11%	3%	6%	5%	8%	10%	1%	5%
None of these	2%	1%	2%	-	3%	2%	-	-	3%	-	4%	16%	2%	3%	1%
Doesn't matter	4%	5%	3%	4%	5%	2%	2%	4%	4%	3%	10%	9%	3%	5%	4%
Don't know/won't say	5%	6%	4%	3%	5%	5%	7%	4%	5%	4%	11%	-	4%	8%	3%

**Reason For Opinion Regarding Preferred “Designated Provider”
On Campus In Rio Rancho**
(Unaided Responses)

Question 6: Why do you feel this way?

	<u>Total Sample (N=300)</u>		<u>Total Sample (N=300)</u>		<u>Total Sample (N=300)</u>
Designated provider should be a 4-year school	18%	Don't need any more schools	1%	Just need more educational opportunities	*
It's the biggest school	14%	Teachers are more attentive to student needs	1%	Already pay taxes for TVI	*
It's the best school	14%	UNM is already in ABQ	1%	Family goes there	*
Familiar with it	12%	Always trying to improve	1%	Need a different college	*
It's a community college	7%	Easier to get accepted into	1%	Already crowded here	*
It's a state school	7%	Already in Rio Rancho	1%	Like TVI	*
I go/went there	7%	Hands-on application	1%	Good competition for UNM	*
Less expensive	5%	They were first in Rio Rancho	1%	TVI is not big enough	*
More resources	5%	More people would go there	1%	Prestigious	*
Good reputation	4%	Good school	1%	Extracurricular activities	*
Been around for a long time/experienced	4%	Two-year school	1%	Community aliveness	*
Not familiar with NM Highlands University	4%	UNM is close	1%	Better staff	*
Accredited school	3%	Any would be fine	1%	Know someone who works there	*
Has more options	3%	Would get more funding	1%	Not focused on sports	*
Good curriculum	3%	Beneficial	*	Good law school	*
UNM is too big	2%	Don't like NM Highlands University	*	Good medical school	*
To avoid the commute	2%	Better fits the needs of the population	*	Already have TVI here	*
Not familiar with UNM	1%	Easy to transfer into	*	No reason in particular	4%
Not familiar with TVI	1%	Prefer an independent school	*	Don't know/won't say	4%
Technical specialty careers	1%	Centrally located	*		

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

Would or Would Not Consider Taking Courses Toward a Degree At a Campus Located in Rio Rancho

Question 7: Would you consider taking courses toward a degree at a college campus in the future? Would you consider taking the courses at a college campus located in Rio Rancho?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
Would consider taking courses in Rio Rancho	54%	49%	64%	79%	63%	43%	13%	62%	50%	43%	63%	54%	55%
Would consider taking courses, but not in Rio Rancho	1%	2%	-	2%	2%	-	-	4%	1%	2%	1%	2%	-
Would not consider taking courses	43%	47%	36%	16%	34%	55%	85%	29%	49%	52%	34%	43%	45%
Don't know/won't say	2%	2%	1%	2%	1%	2%	1%	6%	-	3%	1%	1%	-

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin-uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
Would consider taking courses in Rio Rancho	54%	35%	53%	64%	60%	72%	52%	37%	100%	-	100%	-
Would consider taking courses, but not in Rio Rancho	1%	10%	2%	-	-	5%	1%	-	-	7%	-	-
Would not consider taking courses	43%	46%	45%	34%	40%	21%	45%	63%	-	86%	*	99%
Don't know/won't say	2%	10%	-	2%	-	2%	2%	-	-	7%	-	1%

Would or Would Not Consider Taking Courses Toward a Degree At a Campus Located in Rio Rancho (continued)

Question 7: Would you consider taking courses toward a degree at a college campus in the future? Would you consider taking the courses at a college campus located in Rio Rancho?

	Total Sample (N=300)	Gender		Not Registered	Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status		
		Male	Female		Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
Would consider taking courses in Rio Rancho	54%	53%	56%	67%	51%	48%	61%	65%	46%	58%	38%	31%	63%	16%	64%
Would consider taking courses, but not in Rio Rancho	1%	1%	1%	4%	-	1%	-	1%	1%	2%	-	-	2%	-	1%
Would not consider taking courses	43%	44%	41%	28%	47%	48%	39%	32%	51%	39%	62%	69%	33%	82%	33%
Don't know/won't say	2%	1%	2%	2%	2%	3%	-	1%	2%	2%	-	-	1%	2%	2%

* Less than 1% reported.

Preferred School To Take Courses Toward a Degree At a Campus Located In Rio Rancho

Among Those Who Would Consider Taking Courses Toward a Degree In Rio Rancho

Question 8: If you had a choice of schools in Rio Rancho that you could take courses at, which school would you prefer: UNM, TVI, or New Mexico Highlands University?

	Total Responses (N=163)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
UNM	67%	69%	64%	78%	57%	62%	60%	61%	69%	69%	64%	66%	71%
TVI	21%	21%	20%	18%	19%	29%	40%	23%	18%	31%	21%	19%	6%
New Mexico Highlands University	6%	6%	7%	5%	11%	3%	-	9%	5%	-	9%	4%	11%
None of these	1%	1%	-	-	2%	-	-	-	1%	-	-	3%	-
Does not matter	4%	3%	5%	-	9%	2%	-	6%	3%	-	5%	3%	7%
Don't know/won't say	2%	-	4%	-	3%	5%	-	1%	3%	-	1%	5%	5%

	Total Responses (N=163)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin- uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
UNM	67%	42%	61%	65%	75%	80%	63%	55%	71%	-	66%	-
TVI	21%	51%	24%	25%	9%	16%	22%	31%	29%	-	21%	-
New Mexico Highlands University	6%	-	15%	4%	4%	2%	8%	6%	-	-	7%	-
None of these	1%	-	-	2%	-	-	-	8%	-	-	1%	-
Does not matter	4%	8%	-	3%	9%	2%	4%	-	-	-	4%	-
Don't know/won't say	2%	-	-	1%	3%	-	3%	-	-	-	2%	-

Preferred School To Take Courses Toward a Degree At a Campus Located In Rio Rancho (continued)

Among Those Who Would Consider Taking Courses Toward a Degree In Rio Rancho

Question 8: If you had a choice of schools in Rio Rancho that you could take courses at, which school would you prefer: UNM, TVI, or New Mexico Highlands University?

	Total Responses (N=163)	Gender		Not Reg- istered	Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status		
		Male	Female		Democrat	Repub- lican	Inde- pendent DTS	Yes	No	Support	Depends	Oppose	Full- time	Retired	Other
UNM	67%	62%	70%	78%	69%	45%	65%	60%	74%	70%	32%	25%	66%	61%	67%
TVI	21%	24%	19%	17%	23%	25%	24%	22%	20%	18%	57%	48%	20%	31%	22%
New Mexico Highlands University	6%	8%	5%	2%	2%	19%	4%	10%	2%	6%	-	26%	8%	-	5%
None of these	1%	1%	-	2%	-	-	-	-	1%	1%	-	-	1%	-	-
Does not matter	4%	3%	5%	-	4%	8%	3%	6%	1%	3%	10%	-	4%	-	4%
Don't know/won't say	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	-	-	2%	8%	1%

Would or Would Not Consider Taking Courses For Continuing Education At a Campus Located in Rio Rancho

Question 9: Would you consider taking continuing education courses, such as courses for personal interest, to complete a certification, or job-related classes, in the future? Would you consider taking these continuing education courses at a school in Rio Rancho?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
Would consider taking courses in Rio Rancho	72%	70%	76%	80%	83%	69%	44%	72%	71%	59%	78%	71%	87%
Would consider taking courses, but not in Rio Rancho	1%	1%	1%	2%	-	1%	1%	1%	*	-	2%	-	2%
Would not consider taking courses	26%	28%	21%	15%	17%	28%	55%	26%	27%	41%	18%	29%	9%
Don't know/won't say	1%	*	2%	2%	-	2%	-	1%	1%	-	2%	-	2%

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
Would consider taking courses in Rio Rancho	72%	64%	72%	74%	88%	78%	73%	59%	-	100%	100%	-
Would consider taking courses, but not in Rio Rancho	1%	-	4%	1%	-	3%	1%	-	29%	-	*	1%
Would not consider taking courses	26%	36%	24%	24%	12%	18%	26%	39%	71%	-	-	95%
Don't know/won't say	1%	-	-	1%	-	1%	-	2%	-	-	-	4%

Would or Would Not Consider Taking Courses For Continuing Education At a Campus Located in Rio Rancho (continued)

Question 9: Would you consider taking continuing education courses, such as courses for personal interest, to complete a certification, or job-related classes, in the future? Would you consider taking these continuing education courses at a school in Rio Rancho?

	Total Sample (N=300)	Gender		Not Registered	Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status		
		Male	Female		Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
Would consider taking courses in Rio Rancho	72%	70%	74%	80%	66%	73%	76%	79%	67%	76%	77%	27%	80%	46%	75%
Would consider taking courses, but not in Rio Rancho	1%	2%	-	-	1%	1%	5%	-	2%	1%	-	-	1%	1%	2%
Would not consider taking courses	26%	25%	26%	17%	33%	24%	19%	21%	29%	22%	13%	69%	19%	53%	19%
Don't know/won't say	1%	2%	-	3%	-	2%	-	-	2%	*	10%	4%	-	-	4%

* Less than 1% reported.

Preferred School To Take Courses For Continuing Education At a Campus Located In Rio Rancho

Among Those Who Would Consider Taking Continuing Education Courses In Rio Rancho

Question 10: If you had a choice of schools in Rio Rancho that you could take continuing education courses at, which school would you prefer: UNM, TVI or New Mexico Highlands University?

	Total Responses (N=217)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
UNM	54%	52%	57%	63%	52%	47%	46%	53%	52%	46%	53%	65%	57%
TVI	29%	31%	25%	23%	28%	33%	38%	28%	30%	40%	31%	16%	17%
New Mexico Highlands University	8%	7%	8%	8%	11%	2%	8%	14%	5%	6%	8%	4%	14%
Does not matter	7%	6%	9%	6%	8%	8%	6%	3%	10%	7%	6%	11%	6%
Don't know/won't say	3%	4%	2%	-	1%	10%	3%	2%	4%	2%	2%	4%	6%

	Total Responses (N=217)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
UNM	54%	45%	55%	50%	53%	68%	51%	40%	-	46%	57%	-
TVI	29%	51%	24%	31%	27%	17%	31%	42%	-	32%	27%	-
New Mexico Highlands University	8%	-	13%	7%	8%	6%	9%	4%	-	5%	9%	-
Does not matter	7%	4%	7%	9%	7%	9%	5%	14%	-	8%	7%	-
Don't know/won't say	3%	-	2%	3%	4%	1%	4%	-	-	9%	*	-

	Total Responses (N=217)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
UNM	54%	52%	56%	64%	51%	47%	43%	48%	59%	57%	30%	-	51%	49%	59%
TVI	29%	29%	28%	21%	39%	28%	30%	32%	25%	25%	55%	70%	28%	33%	28%
New Mexico Highlands University	8%	11%	5%	6%	5%	15%	3%	13%	3%	8%	-	30%	10%	6%	4%
Does not matter	7%	5%	9%	8%	1%	10%	12%	5%	9%	8%	5%	-	6%	7%	9%
Don't know/won't say	3%	4%	2%	2%	4%	-	11%	1%	4%	2%	10%	-	4%	5%	-

* Less than 1% reported.

Preferred Time of Day To Attend Courses At Rio Rancho Campus

Among Those Who Would Consider Taking Courses In Rio Rancho

Question 11: If you were to take courses at a school located in Rio Rancho, would you attend classes during the day or in the evening?

	Total Responses (N=223)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
Day	29%	32%	23%	26%	24%	26%	62%	24%	30%	40%	30%	16%	23%
Evening	46%	51%	38%	51%	50%	50%	11%	62%	43%	47%	44%	49%	49%
Both	17%	10%	27%	14%	18%	14%	24%	8%	19%	9%	14%	30%	21%
Depends	8%	6%	11%	10%	7%	10%	3%	4%	9%	5%	13%	5%	4%
Don't know/won't say	*	1%	-	-	1%	-	-	1%	-	-	-	-	3%

	Total Responses (N=223)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
Day	29%	50%	27%	36%	17%	24%	29%	43%	12%	47%	22%	-
Evening	46%	31%	55%	36%	58%	41%	51%	32%	59%	38%	49%	-
Both	17%	10%	11%	17%	19%	15%	17%	10%	-	12%	19%	-
Depends	8%	9%	6%	10%	6%	20%	3%	15%	29%	2%	10%	-
Don't know/won't say	*	-	-	1%	-	-	1%	-	-	-	1%	-

	Total Responses (N=223)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
Day	29%	24%	32%	20%	32%	41%	17%	26%	31%	28%	28%	26%	16%	66%	33%
Evening	46%	49%	44%	49%	49%	40%	55%	52%	41%	47%	32%	49%	65%	10%	30%
Both	17%	12%	21%	18%	14%	15%	11%	16%	17%	17%	13%	13%	11%	21%	25%
Depends	8%	14%	3%	13%	5%	2%	17%	6%	11%	7%	27%	12%	7%	3%	12%
Don't know/won't say	*	1%	-	-	-	1%	-	1%	-	*	-	-	1%	-	-

* Less than 1% reported.

Heard of TVI Prior To Survey

Question 17: Before this survey, had you ever heard of TVI?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
Yes	95%	96%	94%	92%	97%	96%	96%	98%	96%	92%	96%	96%	98%
No	5%	4%	6%	8%	3%	4%	2%	2%	3%	8%	3%	4%	2%
Don't know/won't say	*	-	1%	-	-	-	2%	-	*	-	1%	-	-

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
Yes	95%	87%	96%	94%	99%	89%	96%	98%	100%	99%	94%	94%
No	5%	13%	4%	6%	1%	11%	3%	2%	-	1%	6%	5%
Don't know/won't say	*	-	-	-	-	-	*	-	-	-	-	1%

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
Yes	95%	94%	96%	86%	98%	99%	97%	97%	94%	94%	100%	100%	98%	96%	89%
No	5%	5%	4%	14%	2%	1%	3%	3%	5%	5%	-	-	2%	2%	11%
Don't know/won't say	*	1%	-	-	-	-	-	-	1%	*	-	-	-	1%	-

* Less than 1% reported.

Overall Impression of TVI

Question 18: What is your overall impression of TVI? Please rate it anywhere between 1 and 5 where a score of 5 means your impression is very positive, and 1 means your impression is very negative.

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Very positive	34%	34%	35%	27%	34%	43%	37%	47%	30%	41%	30%	29%	41%
4	28%	28%	28%	32%	27%	25%	27%	24%	30%	24%	36%	30%	14%
3	17%	20%	11%	16%	21%	12%	14%	12%	20%	15%	15%	16%	26%
2	3%	4%	1%	2%	6%	1%	3%	4%	4%	3%	5%	-	4%
1 - Very negative	2%	2%	1%	-	4%	-	3%	-	3%	-	3%	1%	2%
Don't know/won't say	11%	8%	17%	15%	5%	15%	11%	11%	10%	10%	8%	19%	10%
Haven't heard of	5%	4%	6%	8%	3%	4%	4%	2%	4%	8%	4%	4%	2%
<i>Mean †</i>	<i>4.1</i>	<i>4.0</i>	<i>4.2</i>	<i>4.1</i>	<i>3.9</i>	<i>4.3</i>	<i>4.1</i>	<i>4.3</i>	<i>3.9</i>	<i>4.2</i>	<i>4.0</i>	<i>4.1</i>	<i>4.0</i>

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin- uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Very positive	34%	48%	33%	32%	38%	24%	36%	45%	-	40%	33%	36%
4	28%	27%	32%	29%	24%	30%	27%	27%	41%	23%	30%	26%
3	17%	11%	15%	20%	14%	26%	15%	14%	19%	16%	18%	15%
2	3%	-	4%	3%	4%	2%	4%	2%	-	5%	3%	2%
1 - Very negative	2%	-	4%	-	3%	1%	2%	-	-	3%	2%	-
Don't know/won't say	11%	-	9%	10%	15%	6%	13%	9%	39%	11%	8%	14%
Haven't heard of	5%	13%	4%	6%	1%	11%	4%	2%	-	1%	6%	6%
<i>Mean †</i>	<i>4.1</i>	<i>4.4</i>	<i>4.0</i>	<i>4.1</i>	<i>4.1</i>	<i>3.9</i>	<i>4.1</i>	<i>4.3</i>	<i>3.7</i>	<i>4.0</i>	<i>4.0</i>	<i>4.2</i>

Overall Impression of TVI (continued)

Question 18: What is your overall impression of TVI? Please rate it anywhere between 1 and 5 where a score of 5 means your impression is very positive, and 1 means your impression is very negative.

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Very positive	34%	31%	37%	28%	32%	44%	32%	31%	37%	35%	24%	32%	35%	37%	33%
4	28%	31%	26%	21%	33%	23%	46%	27%	29%	28%	35%	19%	27%	21%	33%
3	17%	13%	20%	26%	12%	19%	6%	18%	16%	15%	15%	36%	20%	12%	15%
2	3%	4%	3%	-	6%	5%	2%	5%	2%	3%	4%	-	5%	2%	1%
1 - Very negative	2%	4%	-	-	1%	4%	-	3%	1%	2%	4%	-	2%	4%	-
Don't know/won't say	11%	12%	10%	12%	15%	5%	11%	12%	10%	10%	17%	12%	11%	19%	7%
Haven't heard of	5%	6%	4%	14%	2%	1%	3%	3%	6%	6%	-	-	2%	4%	11%
Mean †	4.1	4.0	4.1	4.0	4.1	4.0	4.3	3.9	4.2	4.1	3.9	3.9	4.0	4.1	4.2

† The mean score is derived by taking the average score based on the 5-point scale. The Very positive response is assigned a value of 5; the Very negative response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

Quality of Education From TVI

Question 19: Based on what you know or have heard, how would you rate the quality of education from TVI? Please use a scale between 1 and 5, where a score of 5 means excellent and a score of 1 means very poor.

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Excellent	25%	22%	29%	20%	24%	27%	30%	32%	23%	27%	21%	22%	34%
4	36%	39%	32%	41%	37%	37%	27%	39%	35%	31%	45%	36%	22%
3	14%	17%	10%	12%	15%	15%	16%	7%	19%	14%	11%	14%	27%
2	2%	3%	1%	-	5%	1%	-	-	3%	2%	3%	2%	2%
1 - Very poor	1%	2%	-	2%	-	-	3%	2%	1%	-	1%	1%	2%
Don't know/won't say	17%	14%	21%	17%	15%	16%	20%	18%	15%	19%	15%	21%	11%
Haven't heard of	5%	4%	6%	8%	3%	4%	4%	2%	4%	8%	4%	4%	2%
Mean †	4.0	3.9	4.2	4.0	4.0	4.1	4.1	4.2	3.9	4.1	4.0	4.0	4.0

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin- uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Excellent	25%	28%	28%	24%	28%	20%	26%	27%	19%	23%	26%	25%
4	36%	29%	41%	38%	32%	36%	35%	39%	41%	35%	40%	29%
3	14%	17%	11%	14%	15%	25%	12%	11%	-	19%	14%	12%
2	2%	-	3%	1%	4%	-	3%	-	-	5%	1%	1%
1 - Very poor	1%	-	3%	-	1%	1%	1%	-	-	1%	2%	-
Don't know/won't say	17%	13%	11%	17%	19%	8%	19%	22%	39%	15%	12%	26%
Haven't heard of	5%	13%	4%	6%	1%	11%	4%	2%	-	1%	6%	6%
Mean †	4.0	4.1	4.0	4.1	4.0	3.9	4.0	4.2	4.3	3.9	4.1	4.1

Quality of Education From TVI (continued)

Question 19: Based on what you know or have heard, how would you rate the quality of education from TVI? Please use a scale between 1 and 5, where a score of 5 means excellent and a score of 1 means very poor.

	Total Responses (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Excellent	25%	23%	27%	23%	21%	28%	34%	24%	26%	25%	12%	34%	25%	32%	21%
4	36%	40%	33%	28%	41%	38%	38%	34%	38%	37%	40%	21%	39%	20%	42%
3	14%	13%	16%	21%	13%	12%	9%	13%	16%	14%	17%	26%	16%	15%	13%
2	2%	2%	2%	-	1%	5%	2%	3%	1%	2%	9%	-	3%	-	2%
1 - Very poor	1%	2%	-	-	2%	1%	-	1%	1%	1%	4%	-	1%	2%	-
Don't know/won't say	17%	14%	19%	13%	20%	16%	14%	22%	13%	16%	17%	19%	16%	27%	11%
Haven't heard of	5%	6%	4%	14%	2%	1%	3%	3%	6%	6%	-	-	2%	4%	11%
Mean †	4.0	4.0	4.1	4.0	4.0	4.0	4.2	4.0	4.1	4.1	3.6	4.1	4.0	4.1	4.0

† The mean score is derived by taking the average score based on the 5-point scale. The Excellent response is assigned a value of 5; the Very poor response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

Heard of New Mexico Highlands University Prior To Survey

Question 20: Before this survey, had you ever heard of New Mexico Highlands University?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
Yes	83%	87%	77%	80%	85%	81%	90%	91%	81%	84%	79%	83%	95%
No	16%	13%	21%	20%	14%	18%	9%	9%	18%	16%	20%	14%	5%
Don't know/won't say	1%	-	2%	-	1%	1%	2%	-	1%	-	1%	2%	-

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
Yes	83%	88%	82%	83%	81%	81%	84%	87%	100%	85%	82%	84%
No	16%	12%	18%	17%	19%	19%	15%	13%	-	14%	17%	15%
Don't know/won't say	1%	-	-	-	-	-	1%	-	-	1%	*	1%

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
Yes	83%	86%	81%	72%	86%	92%	76%	82%	85%	85%	72%	69%	81%	83%	87%
No	16%	13%	18%	27%	14%	8%	22%	18%	14%	14%	28%	31%	18%	15%	13%
Don't know/won't say	1%	1%	1%	1%	-	-	2%	-	1%	1%	-	-	1%	2%	-

* Less than 1% reported.

Overall Impression of New Mexico Highlands University

Question 21: What is your overall impression of New Mexico Highlands University? Please rate it anywhere between 1 and 5 where a score of 5 means your impression is very positive, and 1 means your impression is very negative.

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Very positive	9%	10%	6%	8%	12%	4%	10%	19%	5%	11%	7%	5%	15%
4	13%	12%	13%	13%	13%	14%	9%	17%	12%	13%	13%	15%	5%
3	17%	19%	14%	18%	19%	16%	14%	20%	17%	9%	15%	26%	32%
2	4%	4%	3%	-	4%	3%	10%	2%	5%	1%	2%	3%	13%
1 - Very negative	4%	2%	5%	3%	2%	6%	4%	3%	4%	5%	2%	4%	6%
Don't know/won't say	38%	39%	35%	37%	35%	38%	42%	30%	39%	45%	40%	31%	24%
Haven't heard of	17%	13%	23%	20%	15%	19%	10%	9%	19%	16%	21%	17%	5%
Mean †	3.4	3.5	3.3	3.6	3.6	3.2	3.2	3.8	3.2	3.6	3.6	3.3	3.1

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin- uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Very positive	9%	14%	15%	4%	11%	11%	8%	6%	-	9%	10%	7%
4	13%	17%	9%	15%	11%	11%	14%	9%	-	9%	13%	16%
3	17%	5%	11%	22%	16%	19%	18%	14%	12%	15%	22%	10%
2	4%	-	5%	2%	8%	-	5%	4%	-	6%	4%	2%
1 - Very negative	4%	6%	-	3%	2%	7%	2%	8%	-	5%	1%	8%
Don't know/won't say	38%	46%	42%	39%	32%	33%	38%	47%	88%	42%	33%	41%
Haven't heard of	17%	12%	18%	17%	19%	19%	16%	13%	-	15%	18%	16%
Mean †	3.4	3.7	3.9	3.3	3.4	3.4	3.5	3.0	0.0	3.3	3.6	3.3

Overall Impression of New Mexico Highlands University (continued)

Question 21: What is your overall impression of New Mexico Highlands University? Please rate it anywhere between 1 and 5 where a score of 5 means your impression is very positive, and 1 means your impression is very negative.

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Very positive	9%	8%	9%	12%	7%	11%	5%	11%	7%	9%	-	11%	8%	5%	13%
4	13%	15%	11%	9%	11%	18%	6%	13%	12%	13%	8%	4%	12%	9%	15%
3	17%	16%	18%	17%	18%	22%	6%	16%	18%	17%	15%	21%	19%	13%	18%
2	4%	5%	2%	1%	3%	8%	-	4%	3%	4%	-	-	4%	5%	2%
1 - Very negative	4%	4%	3%	1%	5%	5%	3%	1%	6%	4%	4%	-	2%	7%	4%
Don't know/won't say	38%	38%	37%	32%	41%	29%	56%	37%	38%	37%	45%	33%	37%	44%	34%
Haven't heard of	17%	14%	19%	28%	14%	8%	24%	18%	15%	15%	28%	31%	19%	17%	13%
Mean †	3.4	3.4	3.5	3.7	3.3	3.3	3.6	3.7	3.3	3.4	3.0	3.7	3.5	3.0	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very positive response is assigned a value of 5; the Very negative response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

Quality of Education From New Mexico Highlands University

Question 22: Based on what you know or have heard, how would you rate the quality of education from New Mexico Highlands University? Please use a scale between 1 and 5, where a score of 5 means excellent and a score of 1 means very poor.

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Excellent	8%	8%	8%	6%	12%	4%	9%	17%	4%	7%	8%	5%	13%
4	11%	10%	12%	13%	15%	11%	-	21%	7%	9%	13%	12%	10%
3	16%	19%	11%	14%	17%	16%	17%	17%	15%	12%	13%	18%	28%
2	2%	3%	2%	-	2%	4%	6%	2%	3%	-	2%	5%	5%
1 - Very poor	2%	2%	3%	-	2%	6%	1%	-	3%	1%	2%	3%	6%
Don't know/won't say	44%	46%	41%	46%	38%	41%	56%	33%	48%	54%	41%	41%	34%
Haven't heard of	17%	13%	23%	20%	15%	19%	10%	9%	19%	16%	21%	17%	5%
Mean †	3.5	3.5	3.6	3.7	3.7	3.1	3.3	3.9	3.2	3.7	3.6	3.2	3.3

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin- uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Excellent	8%	16%	11%	6%	10%	8%	7%	8%	-	10%	9%	4%
4	11%	5%	10%	11%	12%	13%	11%	6%	12%	4%	13%	11%
3	16%	6%	14%	18%	14%	16%	16%	14%	-	17%	20%	8%
2	2%	-	4%	1%	4%	-	3%	2%	-	4%	2%	3%
1 - Very poor	2%	3%	-	3%	2%	3%	2%	5%	-	4%	1%	3%
Don't know/won't say	44%	58%	44%	44%	38%	42%	44%	52%	88%	45%	37%	55%
Haven't heard of	17%	12%	18%	17%	19%	19%	16%	13%	-	15%	18%	16%
Mean †	3.5	4.0	3.7	3.4	3.5	3.6	3.5	3.3	0.0	3.3	3.6	3.3

Quality of Education From New Mexico Highlands University (continued)

Question 22: Based on what you know or have heard, how would you rate the quality of education from New Mexico Highlands University? Please use a scale between 1 and 5, where a score of 5 means excellent and a score of 1 means very poor.

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Excellent	8%	8%	7%	9%	8%	10%	7%	8%	8%	8%	4%	7%	8%	5%	10%
4	11%	11%	11%	8%	10%	15%	4%	16%	7%	11%	-	12%	12%	2%	15%
3	16%	16%	16%	16%	17%	19%	7%	13%	18%	16%	19%	11%	19%	13%	13%
2	2%	3%	2%	1%	2%	5%	2%	1%	3%	3%	-	-	2%	5%	2%
1 - Very poor	2%	3%	2%	-	2%	5%	3%	1%	3%	2%	4%	-	2%	4%	2%
Don't know/won't say	44%	45%	44%	38%	49%	38%	53%	43%	45%	44%	45%	40%	40%	54%	44%
Haven't heard of	17%	14%	19%	28%	14%	8%	24%	18%	15%	15%	28%	31%	19%	17%	13%
Mean †	3.5	3.5	3.6	3.7	3.5	3.4	3.5	3.7	3.3	3.5	3.0	3.9	3.5	2.9	3.7

† The mean score is derived by taking the average score based on the 5-point scale. The Excellent response is assigned a value of 5; the Very poor response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

Heard of University of New Mexico or UNM Prior To Survey

Question 23: Before this survey, had you ever heard of the University of New Mexico or UNM?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
Yes	99%	100%	99%	100%	100%	99%	98%	100%	99%	100%	99%	100%	100%
No	*	*	-	-	-	1%	-	-	*	-	1%	-	-
Don't know/won't say	*	-	1%	-	-	-	2%	-	*	-	1%	-	-

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
Yes	99%	100%	100%	99%	100%	100%	99%	100%	100%	99%	100%	99%
No	*	-	-	1%	-	-	*	-	-	1%	-	-
Don't know/won't say	*	-	-	-	-	-	*	-	-	-	-	1%

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status		
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired
Yes	99%	99%	100%	100%	99%	100%	100%	99%	99%	100%	100%	100%	99%	99%
No	*	-	*	-	1%	-	-	-	*	*	-	-	-	-
Don't know/won't say	*	1%	-	-	-	-	-	1%	*	-	-	-	1%	-

* Less than 1% reported.

Overall Impression of UNM

Question 24: What is your overall impression of UNM? Please rate it anywhere between 1 and 5 where a score of 5 means your impression is very positive, and 1 means your impression is very negative.

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Very positive	41%	45%	34%	52%	35%	35%	42%	55%	37%	48%	32%	45%	47%
4	37%	37%	37%	31%	41%	40%	34%	33%	38%	31%	41%	37%	36%
3	14%	14%	13%	10%	15%	15%	14%	7%	17%	14%	15%	9%	14%
2	2%	2%	2%	1%	2%	2%	-	2%	1%	-	1%	5%	2%
1 - Very negative	1%	-	2%	-	2%	1%	-	-	*	2%	-	-	2%
Don't know/won't say	5%	2%	11%	6%	4%	5%	8%	3%	6%	5%	8%	4%	-
Haven't heard of	1%	*	1%	-	-	1%	2%	-	1%	-	1%	-	-
Mean †	4.2	4.3	4.1	4.4	4.1	4.1	4.3	4.5	4.2	4.3	4.2	4.3	4.2

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin- uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Very positive	41%	43%	42%	50%	39%	45%	40%	44%	71%	40%	45%	31%
4	37%	36%	38%	30%	43%	32%	39%	38%	-	42%	37%	35%
3	14%	14%	15%	12%	7%	16%	14%	5%	29%	11%	11%	20%
2	2%	-	2%	-	3%	3%	1%	2%	-	-	2%	3%
1 - Very negative	1%	-	-	2%	-	1%	1%	-	-	-	1%	1%
Don't know/won't say	5%	7%	3%	4%	9%	3%	5%	10%	-	6%	4%	9%
Haven't heard of	1%	-	-	1%	-	-	1%	-	-	1%	-	1%
Mean †	4.2	4.3	4.2	4.3	4.3	4.2	4.2	4.4	4.4	4.3	4.3	4.0

* Less than 1% reported.

Overall Impression of UNM (continued)

Question 24: What is your overall impression of UNM? Please rate it anywhere between 1 and 5 where a score of 5 means your impression is very positive, and 1 means your impression is very negative.

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Very positive	41%	38%	44%	46%	44%	37%	37%	45%	38%	46%	4%	15%	39%	44%	42%
4	37%	33%	40%	36%	37%	32%	44%	37%	37%	37%	52%	24%	40%	30%	37%
3	14%	18%	9%	7%	11%	24%	14%	12%	15%	11%	39%	28%	13%	17%	12%
2	2%	1%	2%	3%	1%	3%	-	1%	3%	1%	-	12%	2%	-	3%
1 - Very negative	1%	2%	-	2%	-	1%	-	1%	*	*	-	8%	1%	-	1%
Don't know/won't say	5%	7%	4%	6%	7%	3%	5%	4%	6%	4%	6%	12%	5%	8%	5%
Haven't heard of	1%	1%	*	-	1%	-	-	-	1%	1%	-	-	-	1%	1%
Mean †	4.2	4.1	4.3	4.3	4.3	4.1	4.2	4.3	4.2	4.3	3.6	3.3	4.2	4.3	4.2

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Very positive response is assigned a value of 5; the Very negative response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

Reason For Rating of UNM

Among Those Who Had Heard of UNM Before This Survey and Who Have an Overall Impression of UNM
(Unaided Responses)

Question 25: Why do you rate UNM this way?

	<i>Total Responses (N=282)</i>		<i>Total Responses (N=282)</i>		<i>Total Responses (N=282)</i>
Good/quality education	37%	Good resources	1%	Poor advisors	*
I go/went there	14%	Good engineering school	1%	Advanced courses	*
4-year school	8%			Has the most to offer	*
Best school	8%	Based on what I've heard	1%	Hire out-of-state teachers	*
Good/qualified instructors/teachers	8%	Difficult system	1%	Success depends on individual, not the school	*
Variety of classes	7%	More concerned about making money than quality education	1%	Lack of instructors	*
Family/friends like it	7%	Classes: hard to get into popular/ required classes	1%	Offer more programs	*
Good experience there	6%	Classes: poor choice of classes	1%		
Good reputation	5%	Too much money is spent on administration	1%	Unclean	*
Accredited school	5%	Locations convenient	1%	Makes poor decisions	*
		Education: poor quality	1%	Too liberal	*
Expensive/tuition too high	4%	Instructors/teachers poor/unqualified	1%	Too political	*
Good facilities	4%			Unstable leadership	*
Good medical school	3%	Not very familiar with UNM	1%	Lost its direction	*
Lobos/sports teams	3%	Contributes to community	1%	Needs more support	*
State school	2%	Good business school	1%	Too politically correct	*
Some departments need improvement	2%	Too many distractions from studies	1%	Prefer TVI	*
Successful graduates	2%	Has a lot to offer	1%	Job placement assistance	*
Could be better	1%	Well established	1%		
UNM hospital	1%	Needs to be updated	1%	Needs to be diversified	*
Good hospital	1%	Campus size	1%	UNM is crowded	*
		High graduation rate	1%	Flexibility/class scheduling	*
Administration/staff poor	1%	Some problems with the hospital	1%	Good and bad experiences	*
Tuition: affordable	1%			Support staff isn't helpful	*
Standards are too low	1%	Offers continuing education	1%	Competitive	*
Familiar with it	1%	NMSU is better	*		
Accessibility to all	1%	Poor parking	*	Don't know/won't say	3%
Good law school	1%				
Job training/develop job related skills	1%				
Poor quality education	1%				

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

Quality of Education From UNM

Question 26: Based on what you know or have heard, how would you rate the quality of education from UNM? Please use a scale between 1 and 5, where a score of 5 means excellent and a score of 1 means very poor.

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Excellent	37%	42%	30%	46%	33%	34%	35%	49%	33%	40%	34%	38%	40%
4	40%	39%	42%	36%	47%	35%	39%	37%	42%	34%	43%	40%	43%
3	14%	13%	16%	11%	14%	20%	13%	8%	15%	14%	16%	13%	12%
2	1%	1%	1%	-	1%	3%	-	1%	1%	1%	1%	1%	-
Don't know/won't say	7%	5%	11%	7%	5%	8%	11%	4%	8%	11%	5%	7%	4%
Haven't heard of	1%	*	1%	-	-	1%	2%	-	1%	-	1%	-	-
Mean \bar{x}	4.2	4.3	4.1	4.4	4.2	4.1	4.3	4.4	4.2	4.3	4.2	4.2	4.3

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin-uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Excellent	37%	41%	38%	42%	41%	38%	37%	38%	71%	35%	40%	30%
4	40%	43%	40%	35%	39%	42%	41%	35%	-	46%	42%	33%
3	14%	9%	17%	12%	12%	17%	13%	10%	29%	11%	11%	21%
2	1%	-	-	1%	-	-	1%	2%	-	-	-	3%
Don't know/won't say	7%	8%	4%	10%	8%	3%	7%	14%	-	7%	6%	10%
Haven't heard of	1%	-	-	1%	-	-	1%	-	-	1%	-	1%
Mean \bar{x}	4.2	4.3	4.2	4.3	4.3	4.2	4.2	4.3	4.4	4.3	4.3	4.0

Quality of Education From UNM (continued)

Question 26: Based on what you know or have heard, how would you rate the quality of education from UNM? Please use a scale between 1 and 5, where a score of 5 means excellent and a score of 1 means very poor.

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Excellent	37%	35%	39%	40%	35%	37%	40%	38%	36%	43%	-	9%	35%	38%	40%
4	40%	38%	41%	40%	43%	33%	36%	44%	37%	39%	46%	47%	45%	32%	39%
3	14%	18%	11%	12%	13%	20%	15%	12%	16%	11%	39%	36%	13%	14%	16%
2	1%	1%	1%	-	-	3%	-	-	1%	*	-	8%	1%	2%	1%
Don't know/won't say	7%	7%	7%	8%	7%	7%	8%	5%	9%	7%	15%	-	7%	13%	4%
Haven't heard of	1%	1%	*	-	1%	-	-	-	1%	1%	-	-	-	1%	1%
Mean †	4.2	4.2	4.3	4.3	4.2	4.1	4.3	4.3	4.2	4.3	3.5	3.6	4.2	4.2	4.2

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Excellent response is assigned a value of 5; the Very poor response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

Benefit of Having a UNM Campus Located In Rio Rancho

Question 27: Using a 5-point scale, where a score of 5 means very beneficial and a score of 1 means not beneficial at all, how beneficial do you feel it would be to have a UNM campus located in Rio Rancho?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Very beneficial	63%	66%	58%	75%	59%	59%	57%	76%	58%	65%	65%	61%	54%
4	17%	17%	18%	13%	20%	17%	19%	13%	20%	16%	17%	16%	25%
3	12%	8%	19%	10%	12%	15%	12%	5%	14%	11%	12%	15%	10%
2	3%	4%	1%	-	7%	1%	4%	2%	4%	1%	2%	8%	5%
1 - Not beneficial at all	3%	3%	1%	-	1%	5%	5%	1%	3%	4%	2%	-	4%
Don't know/won't say	2%	1%	2%	2%	1%	2%	2%	3%	1%	2%	2%	-	1%
Mean \bar{x}	4.4	4.4	4.3	4.7	4.3	4.3	4.2	4.7	4.3	4.4	4.4	4.3	4.2

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin-uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Very beneficial	63%	68%	65%	70%	63%	68%	63%	62%	59%	57%	72%	50%
4	17%	10%	17%	11%	21%	18%	18%	11%	-	24%	16%	16%
3	12%	9%	13%	15%	6%	12%	11%	11%	41%	14%	9%	15%
2	3%	3%	3%	3%	4%	-	4%	5%	-	3%	2%	6%
1 - Not beneficial at all	3%	6%	2%	-	2%	2%	2%	8%	-	1%	1%	8%
Don't know/won't say	2%	3%	-	1%	4%	-	2%	3%	-	-	1%	5%
Mean \bar{x}	4.4	4.3	4.4	4.5	4.4	4.5	4.4	4.2	4.2	4.3	4.6	4.0

Benefit of Having a UNM Campus Located In Rio Rancho (continued)

Question 27: Using a 5-point scale, where a score of 5 means very beneficial and a score of 1 means not beneficial at all, how beneficial do you feel it would be to have a UNM campus located in Rio Rancho?

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Very beneficial	63%	58%	68%	71%	66%	61%	54%	69%	59%	72%	12%	7%	59%	64%	68%
4	17%	22%	14%	14%	16%	14%	28%	17%	18%	18%	17%	5%	21%	13%	16%
3	12%	15%	9%	13%	8%	12%	18%	8%	15%	8%	53%	23%	12%	13%	10%
2	3%	2%	4%	3%	-	7%	-	3%	3%	1%	8%	26%	4%	4%	2%
1 - Not beneficial at all	3%	3%	3%	-	5%	4%	-	1%	3%	1%	4%	27%	2%	4%	3%
Don't know/won't say	2%	1%	2%	-	4%	1%	-	1%	2%	-	5%	12%	2%	2%	1%
Mean †	4.4	4.3	4.4	4.5	4.4	4.2	4.4	4.5	4.3	4.6	3.3	2.3	4.3	4.3	4.5

† The mean score is derived by taking the average score based on the 5-point scale. The Very beneficial response is assigned a value of 5; the Not beneficial at all response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

Support or Oppose Having a UNM Campus Located in Rio Rancho

Question 28: Would you support or oppose having a UNM campus located in Rio Rancho? Is that strongly or somewhat?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
Strongly support	69%	70%	69%	73%	72%	70%	58%	78%	68%	65%	73%	66%	72%
Somewhat support	16%	17%	15%	18%	12%	18%	20%	17%	15%	19%	15%	15%	17%
Depends/mixed feelings	7%	6%	8%	7%	8%	5%	6%	-	9%	4%	7%	11%	5%
Somewhat oppose	4%	4%	4%	2%	4%	3%	8%	4%	3%	6%	3%	5%	-
Strongly oppose	3%	2%	3%	-	4%	3%	4%	-	3%	3%	1%	3%	6%
Don't know/won't say	1%	1%	1%	-	1%	1%	4%	1%	2%	3%	1%	-	-

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
Strongly support	69%	69%	66%	75%	78%	77%	69%	66%	59%	64%	79%	55%
Somewhat support	16%	12%	25%	12%	7%	14%	17%	16%	29%	22%	13%	18%
Depends/mixed feelings	7%	6%	4%	7%	8%	5%	6%	5%	-	13%	5%	6%
Somewhat oppose	4%	3%	3%	4%	4%	2%	4%	7%	12%	-	2%	10%
Strongly oppose	3%	6%	2%	1%	3%	2%	3%	3%	-	-	1%	7%
Don't know/won't say	1%	3%	-	2%	-	-	1%	3%	-	2%	-	4%

Support or Oppose Having a UNM Campus Located in Rio Rancho (continued)

Question 28: Would you support or oppose having a UNM campus located in Rio Rancho? Is that strongly or somewhat?

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
Strongly support	69%	67%	71%	72%	74%	64%	68%	70%	69%	81%	-	-	63%	68%	79%
Somewhat support	16%	19%	14%	16%	10%	21%	15%	18%	15%	19%	-	-	19%	14%	14%
Depends/mixed feelings	7%	7%	6%	8%	5%	6%	15%	4%	8%	-	100%	-	10%	5%	3%
Somewhat oppose	4%	5%	3%	4%	6%	4%	2%	4%	4%	-	-	61%	4%	7%	2%
Strongly oppose	3%	2%	3%	-	3%	4%	-	3%	2%	-	-	39%	3%	2%	1%
Don't know/won't say	1%	-	2%	-	2%	1%	-	-	2%	-	-	-	-	3%	2%

Reason For Supporting or Opposing Having a UNM Campus Located In Rio Rancho (Unaided Responses)

Question 29: Why do you feel this way?

	<u>Total Sample (N=300)</u>		<u>Total Sample (N=300)</u>		<u>Total Sample (N=300)</u>
Good/convenient location	25%	Depends what courses will be offered	1%	Good for future generations	*
Good school	21%	Small city doesn't need a large college	1%	Brings more people to the area	*
University/4-year college	18%	Doesn't affect me	1%	College campuses bring trouble	*
Need a new campus to support growth	10%	Does not offer courses I am interested in	1%	Will only be an extension of the main campus	*
Accredited colleges	6%	Any school is good	1%	Will increase property values	*
		Good professors	1%		
Good variety of classes	5%				
I go there/went there	5%	More jobs	1%	Not enough variety of classes	*
More convenient for Rio Rancho residents	5%	Don't need any more schools	1%	Against more growth	*
Benefit city/community	4%	Bad/inconvenient location	1%	Poor professors	*
Local school	4%	Know several people who would attend	1%	TVI hasn't supported Rio Rancho as promised	*
		Already in ABQ	1%	Community involvement	*
Good variety of degrees	3%				
More educational opportunities for Rio Rancho residents	3%	Bad school	1%	Has resources to provide all services	*
Depends if there is a tax increase	2%	Prefer TVI	1%	Needs a lot of space	*
Higher education is important	2%	Worked there	*	Wouldn't benefit everyone	*
Expensive	2%	Tax increase	*	Rio Rancho graduates won't go there	*
		Depends on tuition cost	*	We already have one here	*
		Family might be there	*		
Family goes there	1%				
Inexpensive	1%	Taxes should benefit citizens	*	Convenient course hours	*
State school	1%	Prefer an independent school	*	Not very far from UNM now	*
Classes too big	1%	Heavy on administration	*	Depends on location	*
Would prefer another college to create competition for UNM	1%	If it would benefit me as a homeowner	*	Would like to go there	*
		Too busy/crowded	*		
		If they will work with NMHU and TVI	*	No reason in particular	2%
				Don't know/won't say	2%

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

Familiarity With Proposed UNM-Westside Campus Location

Question 30: The proposed UNM-Westside Campus will be located adjacent to the City Centre, where the new arena and Rio Rancho City Hall will be located and west of the new high school. Are you very familiar, somewhat familiar, or not at all familiar with this location?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
Very familiar	60%	52%	74%	62%	71%	63%	32%	63%	59%	56%	60%	66%	60%
Somewhat familiar	33%	39%	23%	35%	25%	32%	50%	34%	33%	35%	36%	27%	31%
Not at all familiar	7%	9%	3%	3%	4%	5%	18%	3%	8%	9%	4%	7%	8%

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
Very familiar	60%	34%	51%	71%	56%	57%	62%	55%	71%	47%	66%	56%
Somewhat familiar	33%	44%	46%	26%	38%	37%	33%	28%	29%	43%	29%	35%
Not at all familiar	7%	22%	3%	4%	6%	7%	5%	17%	-	10%	5%	9%

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
Very familiar	60%	64%	56%	56%	61%	65%	49%	68%	54%	61%	37%	66%	67%	41%	60%
Somewhat familiar	33%	32%	35%	41%	33%	27%	41%	29%	37%	32%	57%	34%	31%	43%	31%
Not at all familiar	7%	4%	9%	3%	6%	7%	11%	3%	9%	7%	7%	-	2%	16%	9%

Favor or Oppose UNM-Westside Campus Being Built At the Proposed Location

Question 31: Assuming this campus will be built, would you favor or oppose having the UNM-Westside Campus located in this area of Rio Rancho? Is that strongly or somewhat?

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
Strongly favor	59%	55%	68%	72%	59%	55%	44%	61%	60%	55%	67%	54%	52%
Somewhat favor	22%	27%	13%	15%	26%	19%	30%	22%	21%	21%	18%	29%	27%
Depends/mixed feelings	6%	6%	5%	6%	4%	7%	6%	8%	5%	9%	5%	4%	5%
Somewhat oppose	5%	5%	5%	1%	5%	7%	9%	3%	5%	6%	4%	6%	6%
Strongly oppose	3%	2%	5%	3%	2%	7%	1%	5%	2%	3%	2%	5%	7%
Don't know/won't say	4%	5%	4%	2%	4%	4%	10%	-	7%	6%	4%	3%	3%

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho				
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any	
Strongly favor	59%	53%	59%	60%	74%	56%	61%	55%	48%	59%	69%	40%	
Somewhat favor	22%	28%	29%	20%	14%	26%	21%	22%	12%	30%	20%	20%	
Depends/mixed feelings	6%	-	4%	10%	6%	3%	7%	2%	39%	2%	5%	7%	
Somewhat oppose	5%	8%	6%	5%	2%	6%	5%	7%	-	3%	4%	10%	
Strongly oppose	3%	2%	1%	3%	3%	5%	2%	6%	-	3%	*	10%	
Don't know/won't say	4%	10%	-	4%	2%	3%	3%	9%	-	3%	2%	12%	

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
Strongly favor	59%	56%	62%	62%	59%	55%	67%	70%	51%	65%	33%	12%	59%	52%	64%
Somewhat favor	22%	19%	25%	25%	18%	28%	15%	19%	24%	22%	27%	19%	22%	27%	19%
Depends/mixed feelings	6%	8%	4%	4%	10%	1%	7%	5%	7%	4%	17%	24%	8%	3%	4%
Somewhat oppose	5%	8%	3%	3%	5%	7%	2%	2%	8%	3%	9%	21%	6%	10%	2%
Strongly oppose	3%	6%	1%	-	4%	5%	2%	1%	5%	2%	5%	13%	2%	1%	7%
Don't know/won't say	4%	4%	5%	5%	4%	3%	6%	3%	6%	3%	10%	10%	3%	7%	4%

* Less than 1% reported.

Reason For Favoring or Opposing UNM-Westside Campus Being Built At the Proposed Location (Unaided Responses)

Question 32: Why do you feel this way?

	<i>Total Sample (N=300)</i>		<i>Total Sample (N=300)</i>
Convenient location	47%	Don't want a tax increase	*
Good/nice addition to the City Centre	23%	Should be separate from arena	*
Nice area	13%	Parking will be a problem	*
There is already too much in that area	7%	Needs to be bike accessible	*
Good area for growth/expansion	6%	Include a lot of parking	*
Not centrally located/too far away	5%	Doesn't matter to me	*
Don't know location very well	4%	Just another UNM	*
Will be centralized	3%	No public transportation is available	*
Too much congestion	2%	Hindrance to economic development	*
Inconvenient	2%	Further south would be better	*
Rio Rancho needs a campus	1%	Closer to other counties	*
Not a congested area	1%	Must improve roads	*
Needs good planning	1%	Don't need any more schools	*
Will increase property values	1%	No reason in particular	5%
Shouldn't be in town center	1%	Don't know/won't say	3%
Keeps traffic away from my area	*		

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

Statement Supporting Idea That UNM Should Be Located In Rio Rancho: UNM Is New Mexico's Best Post-Secondary School

Question 33: For each of the following statements about why some people support the idea that UNM should be located in Rio Rancho, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree: **UNM is New Mexico's best post-secondary school**

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Strongly agree	41%	41%	40%	51%	32%	42%	42%	48%	39%	46%	35%	33%	59%
4	29%	29%	30%	29%	29%	32%	27%	23%	31%	25%	35%	32%	16%
3	16%	16%	15%	9%	24%	13%	15%	17%	15%	17%	17%	15%	10%
2	5%	6%	3%	2%	10%	5%	-	5%	5%	2%	3%	9%	11%
1 - Strongly disagree	2%	2%	1%	-	3%	2%	1%	1%	2%	-	2%	4%	-
Don't know/won't say	8%	6%	10%	10%	3%	5%	15%	6%	8%	9%	7%	7%	5%
Mean \bar{x}	4.1	4.1	4.2	4.4	3.8	4.1	4.3	4.2	4.1	4.3	4.1	3.9	4.3

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin- uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Strongly agree	41%	45%	35%	46%	41%	35%	44%	41%	71%	42%	41%	39%
4	29%	22%	35%	29%	29%	36%	28%	23%	-	33%	32%	24%
3	16%	9%	22%	14%	15%	22%	13%	15%	29%	11%	15%	19%
2	5%	2%	7%	6%	5%	-	6%	4%	-	8%	5%	2%
1 - Strongly disagree	2%	-	1%	-	2%	-	2%	2%	-	1%	1%	3%
Don't know/won't say	8%	22%	-	5%	9%	7%	7%	14%	-	5%	6%	13%
Mean \bar{x}	4.1	4.4	4.0	4.2	4.1	4.1	4.1	4.1	4.4	4.1	4.1	4.1

**Statement Supporting Idea That UNM Should Be Located In Rio Rancho:
UNM Is New Mexico's Best Post-Secondary School (continued)**

Question 33: For each of the following statements about why some people support the idea that UNM should be located in Rio Rancho, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree: **UNM is New Mexico's best post-secondary school**

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Strongly agree	41%	37%	45%	41%	43%	37%	44%	43%	40%	47%	11%	7%	38%	47%	41%
4	29%	27%	31%	34%	34%	22%	23%	27%	31%	30%	26%	21%	26%	23%	38%
3	16%	20%	12%	12%	12%	23%	21%	16%	16%	13%	37%	36%	21%	12%	10%
2	5%	6%	3%	5%	1%	8%	7%	5%	5%	3%	17%	10%	6%	-	6%
1 - Strongly disagree	2%	2%	1%	2%	1%	3%	2%	1%	2%	1%	-	11%	1%	2%	2%
Don't know/won't say	8%	8%	7%	7%	10%	8%	3%	8%	7%	7%	9%	13%	8%	15%	2%
Mean †	4.1	4.0	4.2	4.2	4.3	3.9	4.0	4.1	4.1	4.3	3.4	3.0	4.0	4.3	4.1

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly agree response is assigned a value of 5; the Strongly disagree response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

Statement Supporting Idea That UNM Should Be Located In Rio Rancho: UNM Offers a Variety of Bachelor and Advanced Degrees For Many Different Subjects

Question 34: For each of the following statements about why some people support the idea that UNM should be located in Rio Rancho, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree: **UNM offers a variety of bachelor and advanced degrees for many different subjects**

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Strongly agree	58%	60%	55%	69%	55%	53%	52%	69%	55%	60%	56%	53%	68%
4	24%	25%	21%	19%	30%	29%	14%	14%	26%	18%	27%	30%	19%
3	9%	7%	11%	2%	10%	8%	17%	8%	8%	8%	7%	12%	10%
2	*	-	1%	-	-	1%	-	-	*	-	-	-	1%
1 - Strongly disagree	*	*	-	-	-	1%	-	1%	-	-	1%	-	-
Don't know/won't say	9%	7%	12%	10%	5%	7%	17%	8%	10%	14%	10%	5%	2%
Mean \bar{x}	4.5	4.6	4.5	4.7	4.5	4.4	4.4	4.6	4.5	4.6	4.5	4.4	4.6

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin- uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Strongly agree	58%	53%	61%	57%	60%	64%	59%	51%	100%	55%	61%	51%
4	24%	20%	22%	29%	22%	22%	23%	23%	-	25%	24%	25%
3	9%	4%	15%	4%	11%	3%	11%	5%	-	11%	7%	11%
2	*	2%	-	-	-	-	-	2%	-	-	*	-
1 - Strongly disagree	*	-	-	-	-	-	-	2%	-	-	-	1%
Don't know/won't say	9%	21%	1%	10%	7%	11%	7%	18%	-	9%	8%	12%
Mean \bar{x}	4.5	4.6	4.5	4.6	4.5	4.7	4.5	4.4	5.0	4.5	4.6	4.4

**Statement Supporting Idea That UNM Should Be Located In Rio Rancho:
UNM Offers a Variety of Bachelor and Advanced Degrees For Many Different Subjects (continued)**

Question 34: For each of the following statements about why some people support the idea that UNM should be located in Rio Rancho, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree: **UNM offers a variety of bachelor and advanced degrees for many different subjects**

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Strongly agree	58%	53%	62%	56%	61%	53%	69%	62%	55%	65%	14%	18%	54%	58%	63%
4	24%	28%	20%	28%	21%	28%	14%	23%	24%	22%	54%	22%	28%	13%	25%
3	9%	10%	8%	3%	11%	11%	10%	8%	9%	6%	9%	49%	10%	13%	4%
2	*	-	*	-	-	1%	-	-	*	-	-	3%	*	-	-
1 - Strongly disagree	*	1%	-	-	-	1%	-	-	*	-	-	4%	-	-	1%
Don't know/won't say	9%	8%	10%	14%	7%	7%	8%	6%	11%	7%	23%	4%	8%	16%	7%
Mean †	4.5	4.5	4.6	4.6	4.5	4.4	4.6	4.6	4.5	4.6	4.1	3.5	4.5	4.5	4.6

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly agree response is assigned a value of 5; the Strongly disagree response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

**Statement Supporting Idea That UNM Should Be Located In Rio Rancho:
The Growing Population of Current and Future College Students Should Be Supported
By Locating a Full-Service, 4-Year University Campus In Rio Rancho**

Question 35: For each of the following statements about why some people support the idea that UNM should be located in Rio Rancho, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree: **The growing population of current and future college students should be supported by locating a full-service, 4-year university campus in Rio Rancho**

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Strongly agree	65%	65%	65%	72%	64%	62%	59%	76%	63%	66%	65%	62%	67%
4	19%	18%	22%	17%	23%	22%	13%	13%	22%	16%	20%	24%	19%
3	7%	6%	10%	9%	5%	4%	13%	5%	6%	7%	10%	4%	5%
2	3%	4%	1%	-	3%	3%	6%	2%	3%	1%	1%	10%	3%
1 - Strongly disagree	2%	3%	1%	-	4%	4%	-	1%	2%	2%	3%	-	3%
Don't know/won't say	3%	5%	1%	2%	-	5%	9%	2%	4%	8%	1%	-	2%
Mean †	4.5	4.5	4.5	4.6	4.4	4.4	4.4	4.7	4.5	4.6	4.4	4.4	4.5

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin-uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Strongly agree	65%	58%	66%	70%	71%	61%	69%	56%	59%	61%	75%	48%
4	19%	14%	20%	23%	14%	25%	17%	22%	12%	27%	17%	20%
3	7%	11%	8%	1%	9%	7%	7%	8%	29%	3%	5%	14%
2	3%	-	4%	2%	4%	1%	4%	2%	-	2%	1%	7%
1 - Strongly disagree	2%	6%	1%	1%	2%	2%	2%	4%	-	3%	1%	4%
Don't know/won't say	3%	11%	-	3%	-	5%	2%	8%	-	3%	1%	7%
Mean †	4.5	4.3	4.5	4.6	4.5	4.5	4.5	4.4	4.3	4.5	4.7	4.1

**Statement Supporting Idea That UNM Should Be Located In Rio Rancho:
The Growing Population of Current and Future College Students Should Be Supported
By Locating a Full-Service, 4-Year University Campus In Rio Rancho (continued)**

Question 35: For each of the following statements about why some people support the idea that UNM should be located in Rio Rancho, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree: **The growing population of current and future college students should be supported by locating a full-service, 4-year university campus in Rio Rancho**

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Strongly agree	65%	59%	70%	65%	66%	66%	70%	70%	61%	71%	37%	23%	64%	65%	68%
4	19%	21%	18%	24%	17%	16%	11%	19%	20%	19%	26%	13%	22%	14%	20%
3	7%	12%	3%	5%	8%	6%	15%	6%	9%	5%	18%	29%	7%	9%	6%
2	3%	4%	2%	1%	2%	6%	2%	1%	4%	1%	12%	14%	3%	3%	2%
1 - Strongly disagree	2%	2%	2%	2%	2%	3%	-	2%	2%	1%	-	17%	3%	-	3%
Don't know/won't say	3%	2%	4%	3%	4%	3%	3%	2%	4%	3%	6%	4%	2%	9%	1%
Mean †	4.5	4.3	4.6	4.5	4.5	4.4	4.5	4.6	4.4	4.6	3.9	3.1	4.4	4.5	4.5

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly agree response is assigned a value of 5; the Strongly disagree response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

**Statement Supporting Idea That UNM Should Be Located In Rio Rancho:
Current and Future UNM Students Should Have the Opportunity To Attend a Local UNM Campus,
Instead of Having To Travel Across the River To the Main UNM Campus In Albuquerque**

Question 36: For each of the following statements about why some people support the idea that UNM should be located in Rio Rancho, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree: **Current and future UNM students should have the opportunity to attend a local UNM campus, instead of having to travel across the river to the main UNM campus in Albuquerque**

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Strongly agree	70%	72%	65%	79%	71%	65%	56%	80%	69%	70%	74%	62%	66%
4	14%	12%	19%	7%	18%	17%	17%	9%	14%	9%	14%	22%	17%
3	9%	8%	11%	9%	4%	10%	19%	3%	9%	8%	9%	9%	12%
2	1%	1%	1%	-	3%	1%	1%	1%	2%	-	1%	6%	-
1 - Strongly disagree	2%	2%	3%	3%	2%	3%	-	4%	2%	4%	1%	-	3%
Don't know/won't say	3%	5%	1%	2%	2%	5%	7%	2%	4%	9%	1%	-	2%
Mean †	4.5	4.6	4.4	4.6	4.6	4.5	4.4	4.6	4.5	4.5	4.6	4.4	4.5

	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Continuing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Strongly agree	70%	58%	71%	76%	74%	61%	73%	71%	59%	62%	81%	53%
4	14%	16%	21%	12%	11%	16%	14%	11%	12%	20%	13%	14%
3	9%	8%	7%	4%	13%	10%	8%	9%	29%	8%	5%	17%
2	1%	-	1%	2%	1%	1%	2%	-	-	3%	-	3%
1 - Strongly disagree	2%	6%	-	1%	-	6%	1%	4%	-	2%	*	7%
Don't know/won't say	3%	11%	-	5%	-	5%	3%	5%	-	6%	1%	6%
Mean †	4.5	4.4	4.6	4.7	4.6	4.3	4.6	4.5	4.3	4.5	4.8	4.1

**Statement Supporting Idea That UNM Should Be Located In Rio Rancho:
Current and Future UNM Students Should Have the Opportunity To Attend a Local UNM Campus,
Instead of Having To Travel Across the River To the Main UNM Campus In Albuquerque (continued)**

Question 36: For each of the following statements about why some people support the idea that UNM should be located in Rio Rancho, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree: **Current and future UNM students should have the opportunity to attend a local UNM campus, instead of having to travel across the river to the main UNM campus in Albuquerque**

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Strongly agree	70%	65%	74%	70%	68%	71%	70%	77%	63%	78%	36%	10%	73%	64%	70%
4	14%	15%	14%	23%	14%	6%	15%	12%	16%	12%	22%	32%	14%	13%	16%
3	9%	13%	6%	5%	8%	13%	13%	6%	11%	6%	18%	33%	6%	15%	9%
2	1%	2%	1%	-	1%	4%	-	1%	2%	1%	9%	4%	2%	1%	-
1 - Strongly disagree	2%	2%	2%	-	5%	3%	-	1%	3%	1%	-	17%	2%	-	4%
Don't know/won't say	3%	3%	4%	3%	4%	4%	3%	2%	4%	2%	15%	4%	3%	7%	1%
Mean †	4.5	4.4	4.6	4.7	4.5	4.4	4.6	4.7	4.4	4.7	4.0	3.2	4.6	4.5	4.5

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly agree response is assigned a value of 5; the Strongly disagree response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

Statement Supporting Idea That UNM Should Be Located In Rio Rancho: UNM Would Be a Provider of High Quality Educational, Research, and Service Programs To the Rio Rancho Community

Question 37: For each of the following statements about why some people support the idea that UNM should be located in Rio Rancho, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree: **UNM would be a provider of high quality educational, research, and service programs to the Rio Rancho community**

	Total Sample (N=300)	Zip Code		Age				Ethnicity		Education			
		87124	87144	18 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	Hispanic	Anglo	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree
5 - Strongly agree	60%	61%	56%	68%	57%	61%	48%	73%	58%	56%	62%	57%	63%
4	22%	20%	24%	16%	30%	18%	20%	13%	22%	22%	24%	24%	13%
3	11%	10%	14%	13%	8%	8%	20%	8%	12%	13%	11%	10%	12%
2	2%	3%	1%	-	3%	4%	2%	1%	3%	-	-	8%	5%
1 - Strongly disagree	1%	1%	1%	-	1%	3%	-	2%	1%	-	1%	-	4%
Don't know/won't say	4%	5%	3%	2%	1%	6%	10%	2%	5%	8%	3%	1%	3%
Mean \bar{x}	4.4	4.5	4.4	4.6	4.4	4.4	4.3	4.6	4.4	4.5	4.5	4.3	4.3

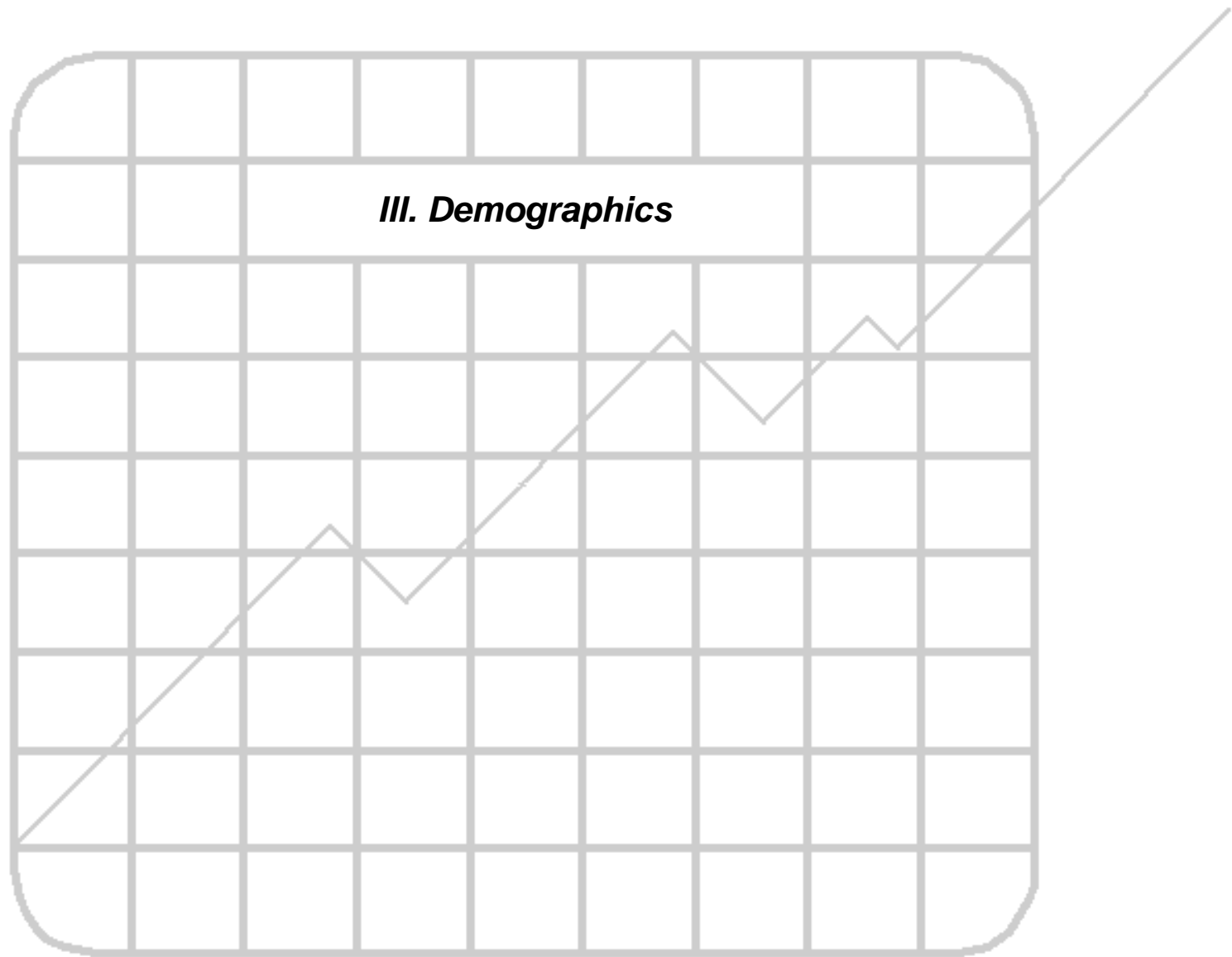
	Total Sample (N=300)	Annual Household Income				Marital Status			Would Consider Taking Courses in Rio Rancho			
		Less Than \$30,000	\$30,000 to \$49,999	\$50,000 to \$74,999	\$75,000 and Over	Single	Married	Widowed/ Divorced	Courses Toward a Degree	Contin- uing Ed. Courses	Both Types of Courses	Wouldn't Consider Any
5 - Strongly agree	60%	52%	58%	67%	72%	49%	63%	61%	71%	56%	67%	45%
4	22%	23%	27%	19%	13%	26%	21%	17%	-	23%	22%	22%
3	11%	9%	9%	10%	12%	19%	9%	8%	29%	13%	6%	20%
2	2%	-	3%	1%	4%	-	3%	-	-	3%	1%	4%
1 - Strongly disagree	1%	2%	1%	-	-	-	1%	4%	-	-	1%	1%
Don't know/won't say	4%	15%	1%	3%	-	6%	3%	9%	-	4%	2%	8%
Mean \bar{x}	4.4	4.4	4.4	4.6	4.5	4.3	4.5	4.5	4.4	4.4	4.6	4.2

Statement Supporting Idea That UNM Should Be Located In Rio Rancho: UNM Would Be a Provider of High Quality Educational, Research, and Service Programs To the Rio Rancho Community (continued)

Question 37: For each of the following statements about why some people support the idea that UNM should be located in Rio Rancho, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree: **UNM would be a provider of high quality educational, research, and service programs to the Rio Rancho community**

	Total Sample (N=300)	Gender		Political Party			Children Under 18 at Home?		Opinion of Having a UNM Campus in Rio Rancho			Employment Status			
		Male	Female	Not Registered	Democrat	Republican	Independent DTS	Yes	No	Support	Depends	Oppose	Full-time	Retired	Other
5 - Strongly agree	60%	54%	64%	59%	63%	60%	60%	62%	57%	68%	11%	7%	59%	61%	60%
4	22%	21%	23%	26%	17%	18%	22%	24%	20%	20%	26%	34%	24%	16%	20%
3	11%	19%	4%	11%	15%	13%	5%	7%	15%	7%	40%	37%	9%	11%	15%
2	2%	3%	2%	1%	-	4%	6%	2%	2%	1%	12%	8%	3%	2%	1%
1 - Strongly disagree	1%	1%	1%	-	1%	2%	3%	1%	1%	1%	-	7%	1%	-	2%
Don't know/won't say	4%	2%	6%	4%	4%	4%	5%	4%	4%	3%	11%	7%	4%	10%	1%
Mean †	4.4	4.3	4.6	4.5	4.5	4.3	4.4	4.5	4.4	4.6	3.4	3.3	4.4	4.5	4.4

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly agree response is assigned a value of 5; the Strongly disagree response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

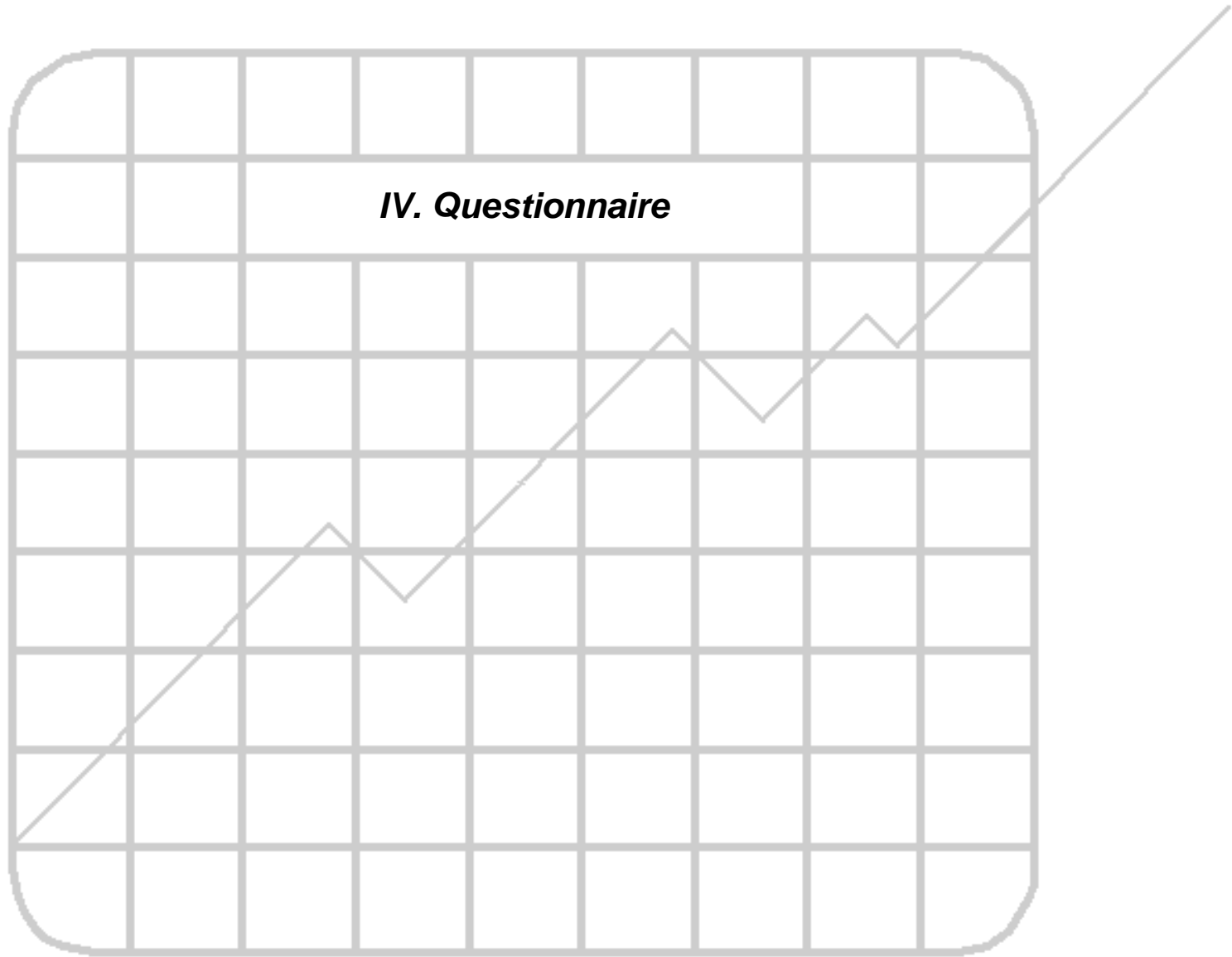


Demographics of Sample

	<i>Total Sample (N=300)</i>		<i>Total Sample (N=300)</i>
<u>Gender</u>		<u>Education</u>	
Male	48%	High school graduate or less	30%
Female	52%	Some college/associate degree/ vocational certificate	39%
<u>Age</u>		College graduate	18%
18 to 34 years	28%	Graduate work or degree	13%
35 to 49 years	32%	<u>Marital Status</u>	
50 to 64 years	22%	Single	20%
65 years and over	17%	Married	67%
<u>Ethnicity</u>		Divorced	5%
Hispanic	26%	Separated	*
Anglo	63%	Widowed	6%
Black/African-American	1%	Won't say	1%
Native American Indian	3%	<u>Employment Status</u>	
Other	6%	Employed full-time	48%
Won't say	2%	Employed part-time	10%
<u>Annual Household Income</u>		Self-employed/owner	8%
Less than \$30,000	10%	A full-time student	2%
\$30,000 to \$49,999	21%	Retired	20%
\$50,000 to \$74,999	32%	A homemaker	5%
\$75,000 and over	20%	Not employed at this time	7%
Won't say	17%	Don't know/won't say	1%
<u>Political Party</u>		<u>Children Under 18 Living At Home</u>	
Not a registered voter	23%	Yes	44%
Democrat	28%	No	56%
Republican	29%		
Independent/DTS	12%		
Won't say	9%		

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.



**University of New Mexico-Westside Campus
Public Opinion Survey
June 2006
FINAL
N = 300 (Rio Rancho Adult Residents)**

Hello. My name is (YOUR NAME) from Research & Polling, Inc. We are conducting a survey about issues in your area. I assure you we are not selling anything, and we would greatly appreciate your opinions.

A. Do you live in the city of Rio Rancho?

1. Yes
2. No/don't know (*THANK AND TERMINATE*)

B. What is the zip code at your residence?

01. 87124
 02. 87144
- Don't know/won't say (*CIRCLE ZIP FROM PHONE LIST*)

1. What do you feel are the biggest issues facing your community? (DO NOT READ CATEGORIES) (TAKE UP TO THREE RESPONSES)

- | | |
|---|---|
| 001. Air pollution | 022. Housing/cost is high/unreasonable |
| 002. Climate/weather is unpleasant | 023. Jobs are unavailable/few |
| 003. Colleges/Universities, etc. – not enough | 024. Labor force/skilled labor unavailable |
| 004. Commercial development – too much | 025. Landscaping/vegetation/lack of |
| 005. Cost of living is high/unreasonable | 026. Land development out of control |
| 006. Crime rate is high | 027. Noise |
| 007. Cultural diversity/lack of | 028. People are not friendly |
| 008. Cultural events – too few | 029. Recreation facilities/parks/lack of |
| 009. Domestic/family violence | 030. Roads/streets/highways are in poor condition |
| 010. Drought | 031. Schools: too few/overcrowded |
| 011. Drugs/dealers | 032. Street repairs are constant/orange barrels |
| 012. DWI rate is high | 033. Taxes are high/unreasonable |
| 013. Educational system is poor | 034. Traffic congestion |
| 014. Economic development/lack of | 035. Transit (city)/lack of |
| 015. Family problems | 036. Utilities too high |
| 016. Fires | 037. Vandalism |
| 017. Gangs | 038. Wages low |
| 018. Government/political leadership is incompetent | 039. Water pollution |
| 019. Graffiti | 040. Water shortage/water supply |
| 020. Growing too big/too fast | 041. Youth activities/lack of |
| 021. Homelessness is high | |
| 499. Nothing in particular | |
| 500. Don't know/won't say | |

Other (SPECIFY) _____

2. Using a 5-point scale, where a score of 5 means very much needed and a score of 1 means not needed at all, please rate how much you feel there is a need for more post-secondary educational facilities, such as college campuses or locations, in Rio Rancho?



3. **Why do you feel this way? (DO NOT READ CATEGORIES) (TAKE UP TO THREE RESPONSES)**

Needed

- 01. Population growth in area
- 02. Not enough college campuses/locations in Rio Rancho
- 03. Need closer campuses

- 98. No reason in particular
- 99. Don't know/won't say

Not needed

- 04. Have college campuses/locations available in Albuquerque
- 05. Have enough college campuses/locations in Rio Rancho
- 06. Not enough demand for more educational facilities in Rio Rancho

Other (SPECIFY) _____

4. **Within the next five years, it is proposed that a new college campus will be located in Rio Rancho. What type of school or educational facility do you feel Rio Rancho needs the most: a two-year community college campus, which offers associate's degree, certifications, workforce training and continuing education courses, or a 4-year college campus, which offers these services and where students can earn a bachelor's degree as well as advanced degrees?**

- 1. Two-year school
- 2. Four-year school
- 3. Either (VOLUNTEERED)
- 4. Both (VOLUNTEERED)
- 5. Neither (VOLUNTEERED)
- 6. Don't know/won't say

5. **One option within this plan is to have a permanent college campus with courses and programs offered by UNM, TVI (now called CNM) and New Mexico Highlands University. Under this plan, one of these schools would be the "designated provider", or the primary school on the campus that would partner with the other schools to provide educational services. Of the schools involved, which school do you think should be the "designated provider" or primary school on the campus: UNM, TVI, or New Mexico Highlands University? (RANDOMIZE ORDER OF SCHOOL NAMES IN QUESTION) (TAKE ONLY ONE RESPONSE)**

- 1. UNM
- 2. TVI
- 3. New Mexico Highlands University
- 4. None of these (VOLUNTEERED)
- 5. Doesn't matter (VOLUNTEERED)
- 6. Don't know/won't say

6. Why do you feel this way? (DO NOT READ CATEGORIES) (TAKE UP TO THREE RESPONSES)

- | | | | |
|------|--|------|---|
| 001. | It's the biggest school | 008. | UNM is too big |
| 002. | It's the best school | 009. | Don't like UNM |
| 003. | It's a state school | 010. | Don't like TVI |
| 004. | It's a community college | 011. | Don't like NM Highlands University |
| 005. | Designated provider should be a 4-year college | 012. | Not familiar with UNM |
| 006. | I go/went there | 013. | Not familiar with TVI |
| 007. | Familiar with it | 014. | Not familiar with NM Highlands University |
| | | | |
| 499. | No reason in particular | | |
| 500. | Don't know/won't say | | |

Other (SPECIFY) _____

7. Would you consider taking courses toward a degree at a college campus in the future? (IF YES, ASK...) Would you consider taking the courses at a college campus located in Rio Rancho?

1. Would consider taking courses in Rio Rancho
2. Would consider taking courses, but not in Rio Rancho (SKIP TO QUESTION 9)
3. Would not consider taking courses (SKIP TO QUESTION 9)
4. Don't know/won't say (SKIP TO QUESTION 9)

8. If you had a choice of schools in Rio Rancho that you could take courses at, which school would you prefer: UNM, TVI or New Mexico Highlands University? (RANDOMIZE ORDER OF SCHOOL NAMES IN QUESTION) (TAKE ONLY ONE RESPONSE)

1. UNM
2. TVI
3. New Mexico Highlands University
4. None of these (VOLUNTEERED)
5. Does not matter (VOLUNTEERED)
6. Don't know/won't say

9. Would you consider taking continuing education courses, such as courses for personal interest, to complete a certification, or job-related classes, in the future? (IF YES, ASK...) Would you consider taking these continuing education courses at a school in Rio Rancho?

1. Would consider taking continuing education courses in Rio Rancho
2. Would consider taking continuing education courses, but not in Rio Rancho (SKIP TO NOTE TO INTERVIEWER AFTER QUESTION 10)
3. Would not consider taking courses (SKIP TO NOTE TO INTERVIEWER AFTER QUESTION 10)
4. Don't know/won't say (SKIP TO NOTE TO INTERVIEWER AFTER QUESTION 10)

10. If you had a choice of schools in Rio Rancho that you could take continuing education courses at, which school would you prefer: UNM, TVI or New Mexico Highlands University? (RANDOMIZE ORDER OF SCHOOL NAMES IN QUESTION) (TAKE ONLY ONE RESPONSE)

1. UNM
2. TVI
3. New Mexico Highlands University
4. None of these (VOLUNTEERED)
5. Does not matter (VOLUNTEERED)
6. Don't know/won't say

NOTE TO INTERVIEWER: DID RESPONDENT SAY CODE 1 IN EITHER QUESTION 7 OR QUESTION 9?

1. Yes, said code 1 in either question 7 or question 9
2. No (SKIP TO NOTE TO INTERVIEWER AFTER QUESTION 11)

11. If you were to take courses at a school located in Rio Rancho, would you attend classes during the day or in the evening?

1. Day
2. Evening
3. Both (VOLUNTEERED)
4. Depends (VOLUNTEERED)
5. Don't know/won't say

12. VACANT

13. VACANT

14. VACANT

15. VACANT

16. VACANT

17. Before this survey, had you ever heard of TVI (now called CNM Community College)?

1. Yes
2. No (SKIP TO QUESTION 20)
3. Don't know/won't say (SKIP TO QUESTION 20)

24. What is your overall impression of UNM? Please rate it anywhere between 1 and 5 where a score of 5 means your impression is very positive, and 1 means your impression is very negative.

<u>VERY</u> <u>POSITIVE</u>		<u>VERY</u> <u>NEGATIVE</u>	<u>DK/</u> <u>WS</u>
5	4	3	2
			1
			... 6... (SKIP TO QUESTION 26)

25. Why do you rate UNM this way? (DO NOT READ CATEGORIES) (TAKE UP TO THREE RESPONSES)

Positive

- 001. Accessibility to all
- 002. Associate degrees
- 003. Attractive/nice campus
- 004. Best school
- 005. Classes small/personal attention
- 006. Diversity of students
- 007. Flexibility/class scheduling
- 008. Good experience there
- 009. Good facilities
- 010. Good/quality education
- 011. Good/qualified instructors/teachers
- 012. Job training/develop job related skills
- 013. Job placement assistance
- 014. Locations convenient
- 015. Offers computer classes
- 016. Offers continuing education
- 017. Offers night classes
- 018. Tuition: affordable
- 019. Variety of classes
- 020. Accredited school
- 021. 4-year school
- 022. State school
- 023. I go/went there
- 024. Lobos/sports teams
- 025. Good hospital
- 026. UNM Hospital

Negative

- 027. Administration/staff poor
- 028. Bookstore too expensive
- 029. Campus size
- 030. Classes: hard to get into popular/required classes
- 031. Classes: poor choice of classes
- 032. Education: poor quality
- 033. Expensive/tuition too high
- 034. Poor facilities
- 035. Instructors/teachers poor/unqualified
- 036. Job placement: poor/lack of
- 037. Poor landscaping
- 038. Location inconvenient
- 039. Needs more night classes
- 040. Offer more programs
- 041. Poor parking
- 042. Poor quality education
- 043. Standards are too low
- 044. Teachers are underpaid/undervalued
- 045. Quality of dorms

500. Don't know/won't say

Other (SPECIFY) _____

26. Based on what you know or have heard, how would you rate the quality of education from UNM? Please use a scale between 1 and 5, where a score of 5 means excellent and a score of 1 means very poor.

<u>EXCELLENT</u>		<u>VERY POOR</u>	<u>DK/WS</u>
5	4	3	2
		1	6

27. If the University of New Mexico locates a campus in Rio Rancho within the next five years, it will be a full-service campus that will have distance learning classrooms, engineering and computer labs, faculty and administrator offices, a library, a bookstore, and student union building. Also on campus will be admissions, advisement, career planning and placement, and financial aid facilities. The campus will offer core undergraduate courses as well as selected undergraduate and Masters level degree programs in several disciplines.

Using a 5-point scale, where a score of 5 means very beneficial and a score of 1 means not beneficial at all, how beneficial do you feel it would be to have a UNM campus located in Rio Rancho?

<u>VERY BENEFICIAL</u>		<u>NOT BENEFICIAL AT ALL</u>	<u>DON'T KNOW/WON'T SAY</u>
5	3	3	2
		1	6

28. Would you support or oppose having a UNM Campus located in Rio Rancho? Is that strongly or somewhat?

1. Strongly support
2. Somewhat support
3. Depends/mixed feelings (*VOLUNTEERED*)
4. Somewhat oppose
5. Strongly oppose
6. Don't know/won't say

29. **Why do you feel this way? (DO NOT READ CATEGORIES) (TAKE UP TO THREE RESPONSES)**

Positive

- 001. Good school
- 002. Inexpensive
- 003. Good variety of classes
- 004. Good variety of degrees
- 005. Good professors
- 006. Small classes
- 007. Offer night classes
- 008. Offer weekend classes
- 009. Convenient course hours
- 010. Good/convenient location
- 011. Accredited colleges
- 012. University/4-year college
- 013. I go there/went there
- 014. Offers online courses
- 015. Offers Instructional Television (ITV) courses
- 016. Local school
- 017. State school

- 499. No reason in particular
- 500. Don't know/won't say

Negative

- 018. Bad school
- 019. Expensive
- 020. Not enough variety of classes
- 021. Not enough variety of degrees
- 022. Poor professors
- 023. Classes too big
- 024. Does not offer courses I am interested in
- 025. Inconvenient course hours
- 026. Bad/inconvenient location

Depends

- 027. Depends if there is a tax increase
- 028. Depends what courses will be offered

Other (SPECIFY) _____

30. **The proposed UNM-Westside Campus will be located adjacent to the City Centre, where the new arena and Rio Rancho City Hall will be located and west of the new (2nd) high school. Are you very familiar, somewhat familiar or not at all familiar with this location?**

- 1. Very familiar
- 2. Somewhat familiar
- 3. Not at all familiar
- 4. Don't know/won't say

31. **Assuming this campus will be built, would you favor or oppose having the UNM-Westside Campus located in this area of Rio Rancho? Is that strongly or somewhat?**

1. Strongly favor
2. Somewhat favor
3. Depends/mixed feelings (*VOLUNTEERED*)
4. Somewhat oppose
5. Strongly oppose
6. Don't know/won't say

32. **Why do you feel this way? (DO NOT READ CATEGORIES) (TAKE UP TO THREE RESPONSES)**

01. Convenient location
02. Nice area
03. Not centrally located/too far away
04. Good/nice addition to the City Centre
05. There is already too much in that area
06. Don't know location very well
07. Inconvenient

499. No reason in particular

500. Don't know/won't say

Other (*SPECIFY*) _____

I am going to read you a list of statements about why some people support the idea that UNM should be located in Rio Rancho and for each one, please rate how much you either agree or disagree with each one by using a 5-point scale, where a score of 5 means strongly agree and a score of 1 means strongly disagree.

The first one is...

(READ STATEMENTS. RANDOMIZE)

	<i>STRONGLY AGREE</i>		<i>STRONGLY DISAGREE</i>	<i>DK/ WS</i>		
33. UNM is New Mexico's best post-secondary school	5	4	3	2	1	6
34. UNM offers a variety of bachelor and advanced degrees for many different subjects	5	4	3	2	1	6
35. The growing population of current and future college students should be supported by locating a full-service, 4-year university campus in Rio Rancho	5	4	3	2	1	6
36. Current and future UNM students should have the opportunity to attend a local UNM campus, instead of having to travel across the river to the main UNM campus in Albuquerque	5	4	3	2	1	6
37. UNM would be a provider of high quality educational, research, and service programs to the Rio Rancho community	5	4	3	2	1	6

THANK YOU FOR YOUR PATIENCE, WE ARE ALMOST DONE. I WOULD LIKE TO ASK SOME QUESTIONS FOR STATISTICAL PURPOSES ONLY.

38. Which age category do you fit into? (READ CATEGORIES)

1. 18 to 24 years
2. 25 to 34 years
3. 35 to 49 years
4. 50 to 64 years
5. 65 years and over
6. Won't say

39. Do you consider yourself to be Hispanic, Anglo, Black/African-American, Native American Indian or of other descent?

1. Hispanic
2. Anglo
3. Black/African-American
4. Native American Indian
5. Other
6. Won't say

40. Which of the following categories does your total household income fit into? (READ CATEGORIES)

1. Less than \$30,000
2. \$30,000 to \$39,999
3. \$40,000 to \$49,999
4. \$50,000 to \$59,999
5. \$60,000 to \$74,999
6. \$75,000 and over
7. Won't say

41. What is the highest level of education you have attained? (READ CATEGORIES)

1. Some high school/High school graduate
2. Some college/associate degree/vocational certificate
3. College graduate (4 years)
4. Graduate work or degree
5. Won't say

42. What is your marital status? (DO NOT READ CATEGORIES)

1. Single
2. Married
3. Divorced
4. Separated
5. Widowed
6. Won't Say

43. Are you: (READ CATEGORIES) (TAKE UP TO TWO RESPONSES)

1. Employed full-time
2. Employed part-time
3. Self-employed/owner
4. A full-time student
5. Retired
6. A homemaker

-OR-

7. Not employed at this time
8. Don't know/won't say (*DO NOT READ*)

44. Do you have any children under 18 years old living at home?

1. Yes
2. No
3. Won't say

45. Are you a registered voter in Sandoval County? (IF YES) Are you a registered Democrat, Republican, Independent or other?

1. Not a registered voter
2. Democrat
3. Republican
4. Independent/DTS
5. Won't say

THIS CONCLUDES OUR SURVEY. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY.

NOTE TO POLLER, WAS RESPONDENT:

1. Male
2. Female

Respondent's Phone Number _____

Poller Name _____

Poller Code _____