



[garrityperceptionsurvey](#) 2020

About the Garrity Perception Survey

The Garrity Group Public Relations commissioned Albuquerque's Research & Polling Inc. to measure New Mexico adult residents' perceptions of various types of industries, institutions, people and professions in the state, as well as to determine which sources residents reference for news and information.

A random sample of New Mexico adult residents was interviewed by telephone. All interviews were conducted between January 21 and 30, 2020. Given the prevalence of cell phone users, 65 percent of the interviews were completed by random digit dialing cell phone number prefixes that have been issued in New Mexico.

The telephone interviewers are professionals who are brought together for a training session before each survey. This ensures their complete and consistent understanding of the survey instrument. A total of 408 adult residents in New Mexico completed interviews.

A sample size of 408 at a 95 percent confidence level provides a maximum margin of error of approximately 4.9 percent. In theory, in 95 out of 100 cases, the results based on a sample of 408 will differ by no more than 4.9 percentage points in either direction from what would have been obtained by interviewing all adult residents in New Mexico.

About The Garrity Group

Established in 1997, The Garrity Group helps small businesses to be heard and large organizations to be understood. The firm provides media relations and community engagement services for companies and organizations with a presence in New Mexico. For more information about the firm and our services, please visit garritypr.com.

GPS: Since 2011



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GPS: 2020

In the midst of a crisis, who we trust and what information they share with us will shape our mindset, approach and response to the crisis. As a result of COVID-19, the most historically trusted professions are reaping benefits of their status. This august group includes teachers, doctors and scientists. We've seen how Dr. Anthony Stephen Fauci, an immunologist who positions himself as both a scientist and a physician, calmed the turbulent seas of uncertainty with an unflinching bedside manner.

However, these trusted professions were out-manuevered by professions with a high level of distrust: state and federal government officials, journalists and lawyers.

When New Mexico's stay-at-home order was issued in March 2020, all industries were impacted, regardless of whether they were deemed essential or nonessential. During this time, residents leaned in with concern for small businesses and for the farm and ranch industry. They were also more vocal in their support of local banks and teachers than they were of major business corporations.

In times of crisis, we lean heavier on the opinions of those people we trust and the industries we favor. Since 2011, the Garrity Perception Survey (GPS) has provided the only objective look into who New Mexico residents trust, which industries are favored, and how we get our news and information.

The famous motivational speaker Zig Ziglar has been quoted as saying, "You hit what you aim at, and if you aim at nothing, you will hit it every time." The GPS shows small businesses and large organizations where to aim. By providing a deep dive on small business demographics, we hope our insights will help the small business industry get back on its feet in a post COVID-19 normal, whatever that looks like.

It is something we call PACE. Identifying how our clients are Perceived by their Audiences, we Create a way for them to Engage relevant advocates.

- Perception – Select an industry or profession that best represents your business.
- Audience – Analyze demographic and geographic data to identify target audiences.
- Create – Develop a plan based upon information sources your customers access and trust.
- Engage – Implement the plan to engage your audience with relevant messages.

For more information about our approach, visit garritypr.com



The Garrity Group practiced social distancing and built a garden with Food is Free ABQ (April 2020)

industries&institutions

Favorability of NM Institutions & Industries

It should come as no surprise that small business is the most favored industry/institution in New Mexico. Small business has been atop the Garrity Perception Survey since its inception in 2011.

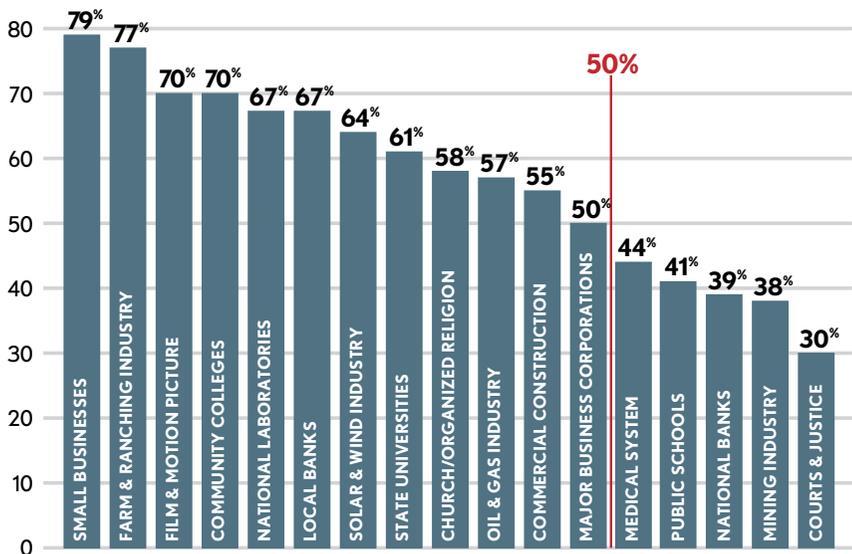
In the wake of COVID-19, small business is getting a lion's share of attention and reaping goodwill. The U.S. Small Business Administration's Payroll Protection Program program was designed to help small business. However, large companies took advantage of what critics in hindsight call a poorly constructed relief effort. This resulted in a fierce localized protectionism of small business (read Closer Look: Small Business on page 6).

New Mexicans were asked to rate their impression of various industries and institutions using a five-point scale where a score of five is very favorable and a score of one is very unfavorable.

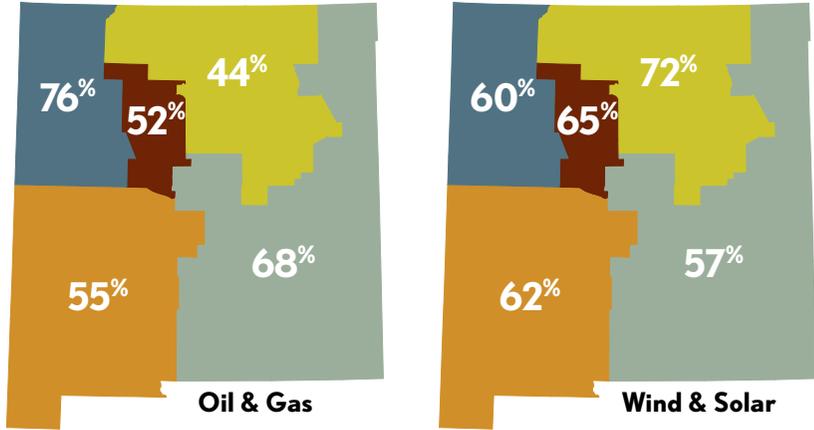
Overall, small businesses are viewed the most positively by New Mexicans, with 79 percent having a favorable opinion (receiving a rating of a four or five on a five-point scale), followed closely by the farming and ranching industry at 77 percent. Seven in 10 residents also say they have a favorable opinion of the film and motion picture industry, which has expanded rapidly in the state in the past decade.

When it comes to educational institutions, New Mexico's community colleges (70%) and state universities (61%) are rated favorably by the majority of state residents. In comparison, less than half (41%) have a favorable opinion of New Mexico's public schools. Twenty-eight percent of residents have a negative opinion of public schools.

industries and institutions: "favorable"



**REGIONAL BREAKDOWN:
Percent who view Oil & Gas favorably vs Renewable Energy**



Residents are much more likely to have a favorable impression of local banks (67%) than they are to have a favorable impression of national banks (39%), though it should be noted that favorability for both local and national banks has improved when compared to the 2017 study.

As has been observed in previous studies, the solar and wind industry tends to be viewed more favorably than other energy or extractive industries. However, public opinion of both the oil and gas industry and the mining industry has improved over the past three years. Approximately two-thirds (64%) of New Mexico residents have a positive opinion of the solar and wind industry, while 57 percent have a favorable opinion of the oil and gas industry. In comparison, 38 percent have a favorable opinion of the mining industry.

Over the past three years there has been a 16 percentage point increase in the number of residents who view the oil and gas industry positively, rising from 41 percent in 2017 to 57 percent currently, while the percentage of residents who have a favorable opinion of the mining industry has increased from 27 percent to 38 percent. The improved public perception of the oil and gas industry is no doubt tied to an increase in oil and gas production and revenues, which have historically helped boost the New Mexico economy.

The majority of residents (55%) say they have a favorable opinion of the commercial construction industry, while 50 percent have a favorable opinion of major business corporations. The plurality of residents (44%) say they have a favorable opinion of the medical system; however, 29 percent have an unfavorable opinion of the medical system.

Residents are polarized when it comes to the courts and justice system. Thirty percent have a favorable impression of the courts and justice system, while 33 percent have an unfavorable opinion, and 33 percent have a neutral or mixed opinion, which is consistent with previous studies.

closer look: small business

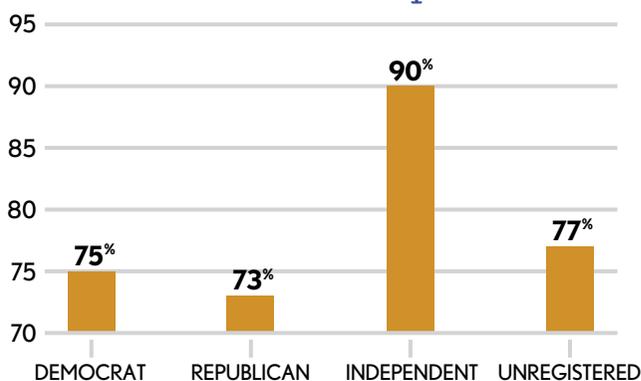
According to the data source USAFacts (January 2020), 54 percent of New Mexico's overall employment can be found in small business. New Mexico is in an elite group, among the top 10 of states with a workforce made up of small businesses.

While the Small Business Administration determines a small business to be those with fewer than 500 employees, firms with fewer than 100 employees have the largest share of New Mexico's small business employment. Catron, Colfax, Harding, Lincoln, San Miguel, Santa Fe, Torrance and Taos counties have some of the highest percentage of self-employed New Mexico residents.

Since 2011, small business has consistently been the most favored of any industry or institution in the annual Garry Perception Survey. A lot of attention has been afforded to small businesses, specifically retail and restaurants, in the midst and wake of the COVID-19 crisis. As a way to provide small businesses with insights on how their industry is perceived by their audiences, we hope this information can be used to create a way for small business owners to engage relevant advocates. After all, if we know more about our target audience, we know where we need to be relevant.

favorability of small business:

political affiliation



While the annual Garry Perception Survey has rich and relevant cross tab data, we will focus on the items that caught our attention. Women are more favorable about small business than men. This is a substantial shift over the past nine years. The target age demographics for New Mexico residents who have a favorable opinion of small businesses (starting first with the most favorable) are the 18- to 34-year-old age group, 65 years and older, 50-64 years and 35-49 years of age.

Household income is also a determining factor when identifying target audiences. Residents who have the most favorable opinion of small business are those earning less

than \$20,000 annually. Interestingly, favorability of small business consistently declines as income increases.

College graduates as well as residents with some college or an associate's degree have a favorable opinion of small business.

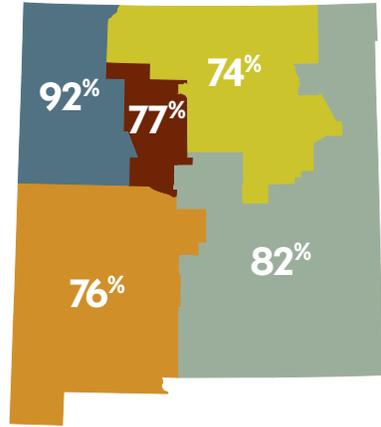
One of the big swings in disparity seen in the 2020 survey results is favorability based on length of residency. Newer residents, those living here less than eight years, have a higher favorability (85%) than those who have lived here eight to 20 years (76%) and people who have been here for more than 20 years (79%).

The biggest statement of support for small business was made by those who are politically independent. Ninety percent of independents have a favorable opinion of small business, compared to 75 percent of Democrats and 73 percent of Republicans.

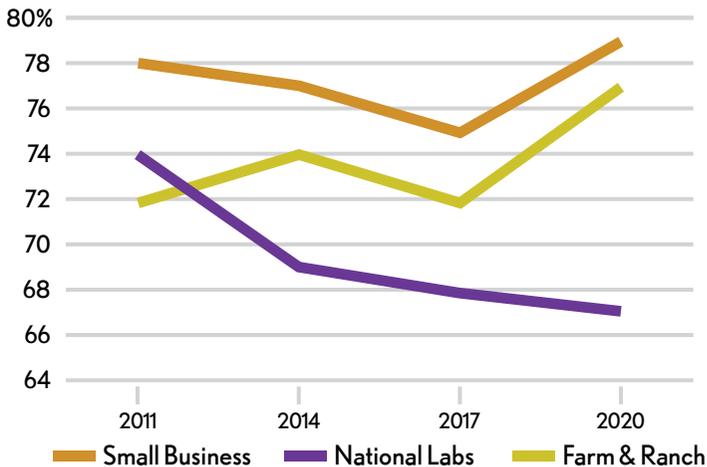
Geography also plays a role in favorability. Residents living in the Northwest and Eastern parts of New Mexico have the highest opinion of small business when compared to residents living in other parts of the state.

If you were to identify characteristics of your target audience, it would include these demographic groups: female, 18-34 years old, incomes up to \$79,999, residents who have had some college (or an associate's degree) and/or are a college graduate, relatively new residents and those who are politically moderate.

**REGIONAL BREAKDOWN:
Favorability of Small Business**



favorable new mexico industries: 2011-2020



people&professions

Level of Trust in Various Types of People in New Mexico

When it comes to who New Mexico residents trust, blood is thicker than water.

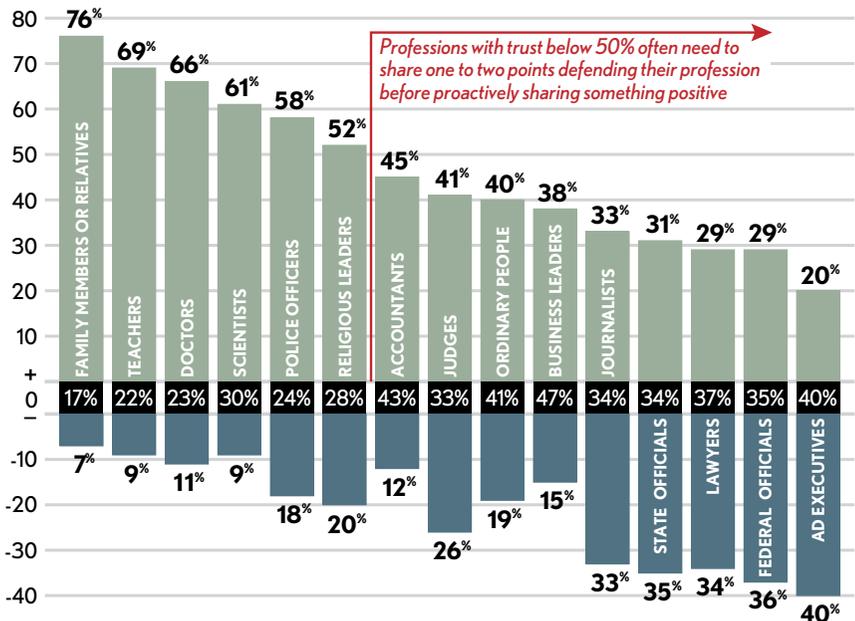
We're not able to choose our family but we sure do trust them. Residents were asked to rate the trustworthiness of various people using a five-point scale where five is completely trust and one is completely distrust. The large majority (76%) of New Mexicans view their family members or relatives as being trustworthy. Of this group, women were more likely to trust family members and relatives (81%) than men (61%).

Teachers are trusted among 69 percent of New Mexico residents. Trust of teachers increases with the level of attained education. Among college graduates, 71 percent trust teachers, compared with 68% of high school graduates.

Doctors are trusted by 66 percent of residents. In January, months before New Mexico's first reported COVID-19 case, doctors had the highest level of trust among residents living in the Northwest (84%) and North Central (72%) parts of the state. Northwest New Mexico was harder hit by COVID-19 than any other part of the state. Also, 75 percent of residents 65 years or older trust doctors, compared to 67 percent of residents 18-34 years old.

Rounding out the most trusted New Mexicans, 61 percent of residents trust scientists, and 58 percent view police officers as being trustworthy. Just over half (52%) of the state's residents rate pastors, priests or other religious leaders as being trustworthy, which is a decline from 62 percent observed in 2017.

trust of people and professions

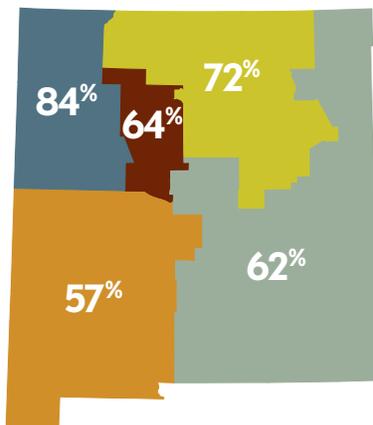


On the flip side of the “red line,” a host of other people and professions have their work cut out. Those with trust below 50 percent often have to share one to two points defending their profession before proactively sharing something positive.

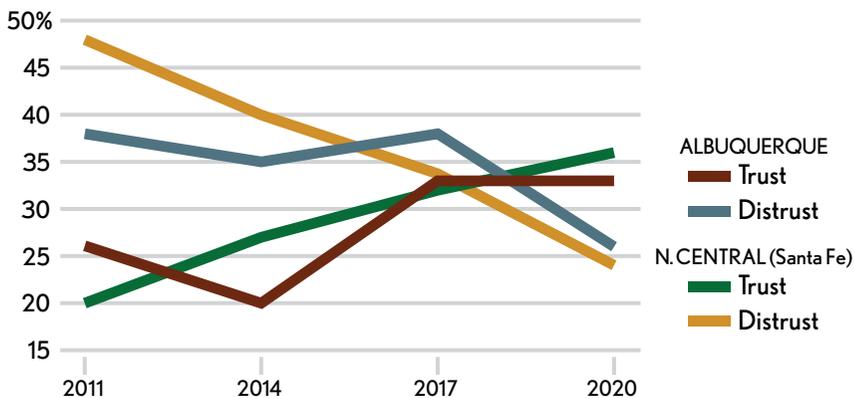
Less than half of New Mexico residents view accountants (45%), judges (41%), the ordinary man or woman (40%), and business owners/executives (38%) as trustworthy.

One in three residents view journalists as being trustworthy, while 33 percent distrust journalists and another 30 percent have mixed feelings. Residents living in New Mexico for more than 20 years have a higher level of trust (35%) for reporters than do residents who have been here for fewer than eight years (20%). More women (41%) than men (25%) trust journalists. Democrats (40%) and independent voters (30%) trust journalists more than Republicans (28%).

**REGIONAL BREAKDOWN:
Trust in Doctors**



trust of journalists



When you look at trust by region, the numbers fluctuate. For example, in 2014 only 8 percent of residents living in the northwest region trusted journalists, compared to 57 percent who did not trust reporters and editors. In 2017, only 14 percent of residents on the east side of the state trusted journalists compared to 53 percent who distrusted the profession (read Closer Look: Newspapers on page 14).

New Mexico residents are more likely to say they distrust the following people than they are to trust them: federal government officials (36% distrust, 29% trust); state government officials (35% distrust, 31% trust); lawyers (34% distrust, 29% trust); and advertising executives (40% distrust, 20% trust).

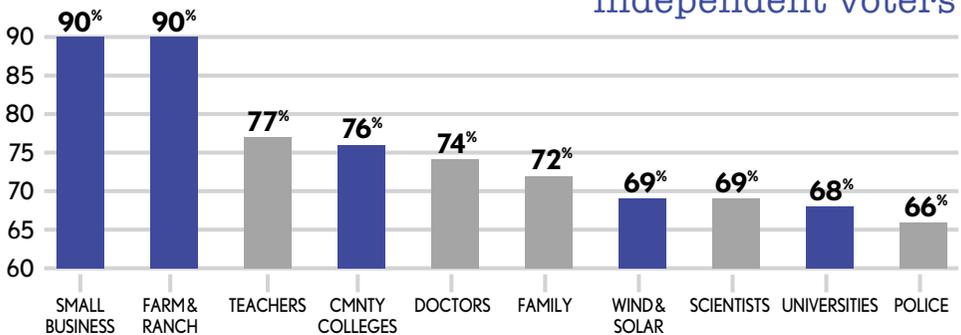
closer look: independent voters

The year 2020 is an election year, complete with a primary and general election for most voters. In New Mexico, primary elections are closed, meaning only Democrats and Republicans can participate. Residents who are registered to vote but who either “decline to state” a party affiliation or identify themselves as an independent don’t have a voice in the primaries.

According to January 21, 2020, New Mexico Voter Registration Statistics, independent voters comprise 22 percent of the total electorate, compared to 45 percent of Democrats and 30 percent of Republicans. Both Democrats and Republicans will need the support of independent voters to be successful winning November’s General Election.

Where do the independent voters live? The bulk of the 1.2 million registered voters live in Central New Mexico (131,354) followed by those living in the eastern part of the state (45,061) and Southwest New Mexico (43,418).

avored industries, trusted professions: independent voters



The top five industries favored by independent voters include small business and the farm and ranch industry, followed by community colleges, renewable energy and universities.

The people and professions who independent voters trust more than others includes teachers, doctors, family members, scientists and police officers. It is worth noting that New Mexico’s independent voters differ from the rest of the state in who they trust. While most residents tend to trust family members, this group of voters places a higher level of trust on teachers and doctors.

Independent voters indicate they are more likely to get their news and information from internet blogs and internet news sites than from television or newspaper.

Comparing previous presidential election cycles, New Mexico’s independent voters have been slowly increasing their trust of state and federal government officials. In a comparison of the 2012 and 2020 election cycles, independent voters have increased their trust of state government officials, but they still distrust federal government officials.

closer look: government officials

The cheap seats have always provided the best view of the playing field. For state and federal government officials, the playing field has been expanded through increased access to and use of digital and traditional media sources.

The trust and distrust of state and federal government officials has ebbed and flowed together with a tad more trust for state than for federal government, but barely.

Trust hit rock bottom in 2013 and 2014, when slightly more than 50 percent of New Mexico residents said they did not trust state and federal government officials. President Barack Obama (D) had just started his second and final term as president, U.S. Sen. Tom Udall (D) would eventually win re-election and U.S. Rep. Ben Ray Lujan (D), U.S. Rep. Michelle Lujan Grisham (D) and U.S. Rep. Steve

Pearce (R) were all in races where they would eventually win re-election. At the state level, a bitter fight was underway between sitting Republican Gov. Susana Martinez/Lt. Gov. John Sanchez and Democratic challengers Gary King/Debra Haaland. Governor Martinez would win the election.

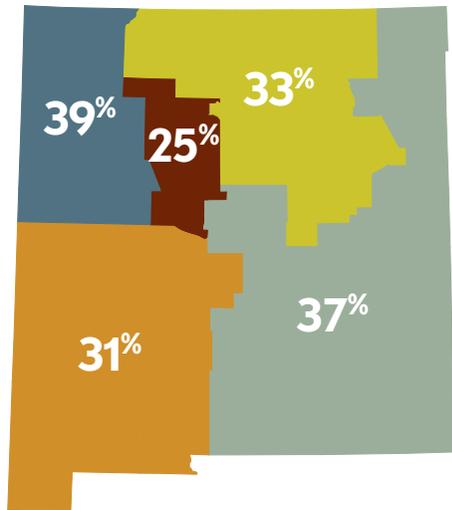
Today, a Republican is in the White House and New Mexico has an entire congressional delegation comprised of Democrats. Twenty-nine percent of residents trust federal government officials (an increase from 14% in 2013), 36 percent of residents distrust federal officials.

New Mexico's Governor's mansion, State House and State Senate are all controlled by Democrats. Thirty-one percent of residents trust state government officials (an increase from 15% in 2014), 35 percent of residents distrust state officials.

More Republicans distrust state government officials (56%) than Democrats (24%). Interestingly, 42% of Democrats are either on the fence or undecided on their trust of state government officials.

Geographically, residents living in Northwest and Eastern New Mexico have the highest level of trust in state government officials. Residents living in the Albuquerque metro area and Las Cruces/Southwest part of New Mexico have the highest level of distrust.

**REGIONAL BREAKDOWN:
Trust in NM Government Officials**



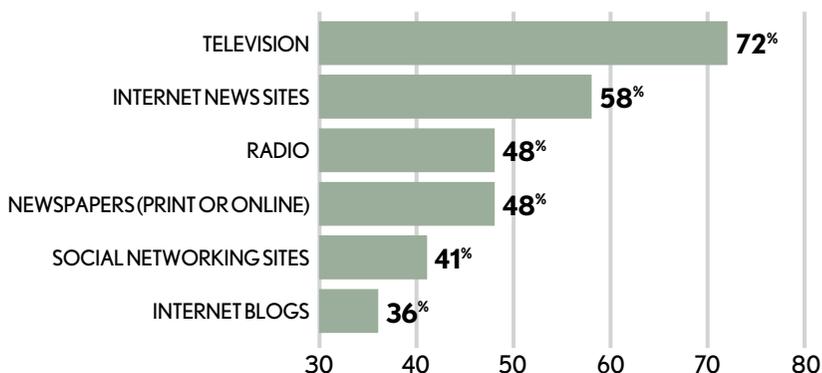
news&informationsources

Frequency of Using Various News & Information Sources

In 2020, traditional media sources (television, newspaper, radio) are still the preferred media when getting news and information. New Mexico residents are most likely to say television is their primary news source, followed by newspaper and radio news.

Television is the single most popular source of information. Nearly three-quarters (72%) of New Mexicans say they get their news or information from television either a lot (49%) or somewhat (23%). Residents who are more likely than others to get news from television 'a lot' include seniors 65 years and older (62%), compared to those ages 18 to 34 (31%) who get their news by way of television. Based on ethnicity, Hispanics access television as a news source 56 percent of the time, compared to Anglos who access television news 44 percent of the time.

access of news & information: 2020



New Mexico residents access radio either 'a lot' (24%) or 'somewhat' (24%) for news and information. Interestingly, 60 percent of residents living in North Central New Mexico access radio as a news source, compared to 38 percent of those living in Eastern New Mexico. Also, residents who are more likely than others to get news and information from radio 'a lot' include Hispanics (30%) compared to Anglos (17%).

Print or online newspapers are accessed by 48 percent of residents as a news source (read Closer Look: Newspapers on pages 14 and 15). Based on income, 53 percent of residents earning less than \$20,000 annually and 51 percent of those earning in excess of \$80,000 access newspapers on a regular basis.

Digital news sources continue to be a consistent source for news and information. New Mexico residents are most likely to say internet news is their primary digital source followed by social media sites and internet blogs. Nearly three-fifths (58%) of New Mexicans say they rely on internet news sites either 'a lot' (33%) or 'somewhat' (25%).

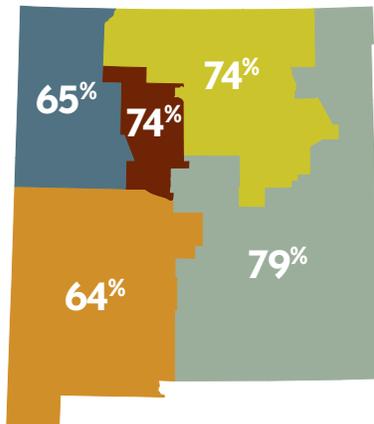
Residents who are more likely than others to get news and information from internet news sites 'a lot' include those ages 18 to 49 (41%) compared to those 50 and older (23%).

Since 2011, New Mexico residents have increased their use of social media sites such as Facebook and Twitter as a source for news by 32 percent. In the 2020 survey, just over two-fifths (41%) of residents say they rely on the social network for news either a lot (24%) or somewhat (17%). Residents ages 18 to 34 (43%) and those 35 to 49 (32%) access social media more for news than do those age 50 and older (9%). Also, 28 percent of Hispanics compared to 20 percent of Anglos are likely to access social networks for news.

Over one-third of New Mexico residents say they rely on internet blogs either 'a lot' (21%) or 'a little' (15%) for news and information. Interestingly, 40 percent of residents say they do not read internet blogs at all for their news and information.

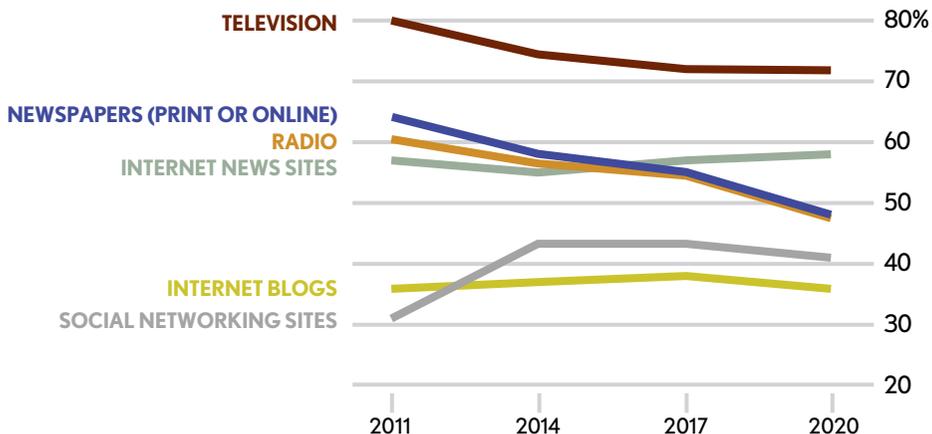
Political preferences also play into how much residents access internet blogs for news and information. Republicans rely on blogs for news and information more than Democrats, but those residents are in the minority. Residents identifying as independent or unregistered are more likely than the party faithful to rely on blogs as a news source.

**REGIONAL BREAKDOWN:
Use of TV as a News Source**



access of news & information:

“a lot” and “somewhat”



closer look: newspapers

In 2011 newspapers ranked as the second most accessed information source in New Mexico. Fast forward to 2020, it dropped to fourth out of six sources, behind internet news sites and radio.

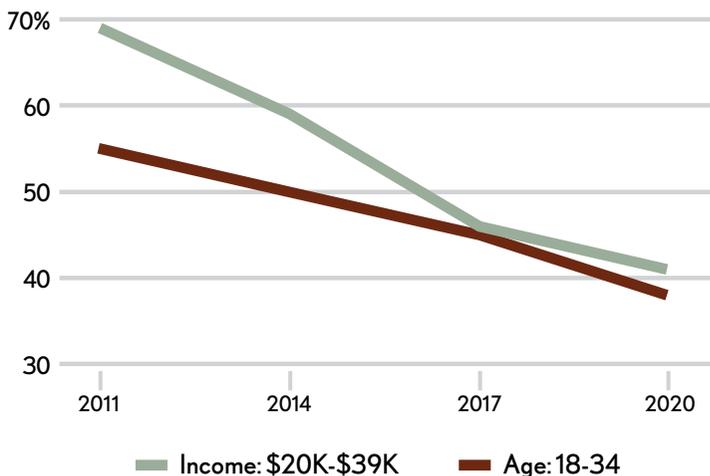
Charting the shift of how residents access news is as interesting as its demographics. Two general assumptions typically haunt New Mexico newspaper perceptions. One is that the medium caters to older residents. The other assumes high use among higher income earners.

New Mexico residents over the age of 65 are still among the most loyal customers and users of newspaper as an information source. Sixty percent of New Mexico seniors prefer getting information from newspaper. That audience has declined only 11 percent since 2011. It is the smallest decline of the four demographics measured in the annual survey. Interestingly, this age group is also embracing internet news sites. Since 2011, their consumption of digital news has increased by 65 percent.

The younger demographic, 18 to 34 years of age, is where the biggest decline was measured. In 2011, only 55 percent of Gen Yers/ millennials (born 1980-1994) accessed newspaper as an information source. In 2020, only 28 percent of them turned to a newspaper in either its print or online form. Comparatively, 68 percent of this group accesses information from internet news sources.

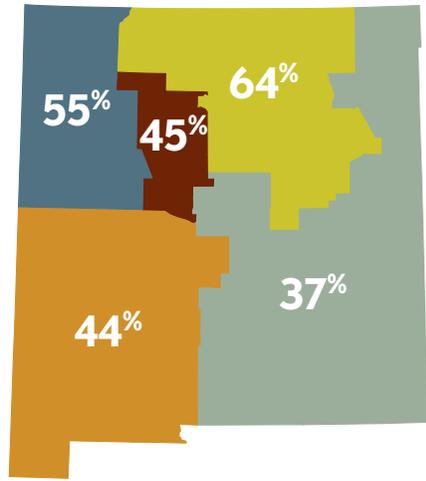
In 2011, income was a barrier for those who wanted to cross the digital information divide. New Mexico residents earning less than \$20,000 a year accessed internet news sites only 38 percent of the time in 2011. Greater affordability and access to technology resulted in this group of wage earners increasing their use of internet news sites by 10 percent in 2020.

use of newspapers: 2011-2020



Here's where it gets interesting: The most loyal income demographic for the newspaper industry, according to the Garrity Perception Survey, is the population earning less than \$20,000 annually. This group's use of newspapers as an information source is unchanged, 53 percent, when comparing 2011 and 2020 scientific surveys. Despite having increased access to technology, they remain consistent in their reliance on newspapers, whether printed or online.

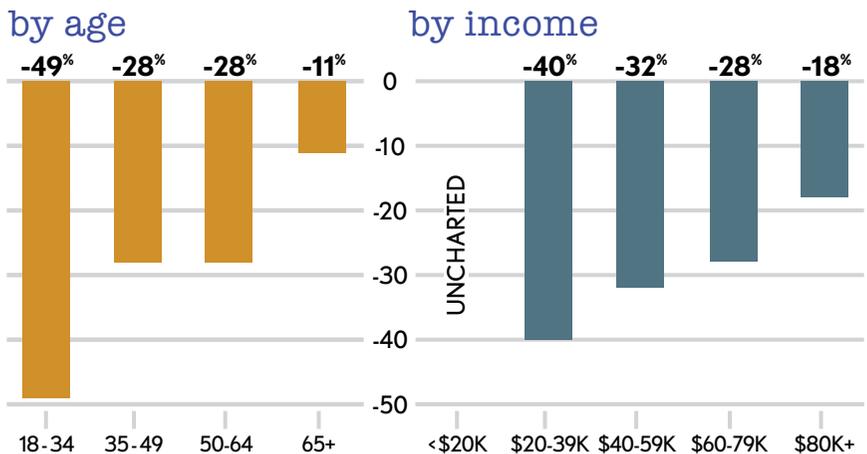
**REGIONAL BREAKDOWN:
Frequency of Using
Newspapers: 2020**



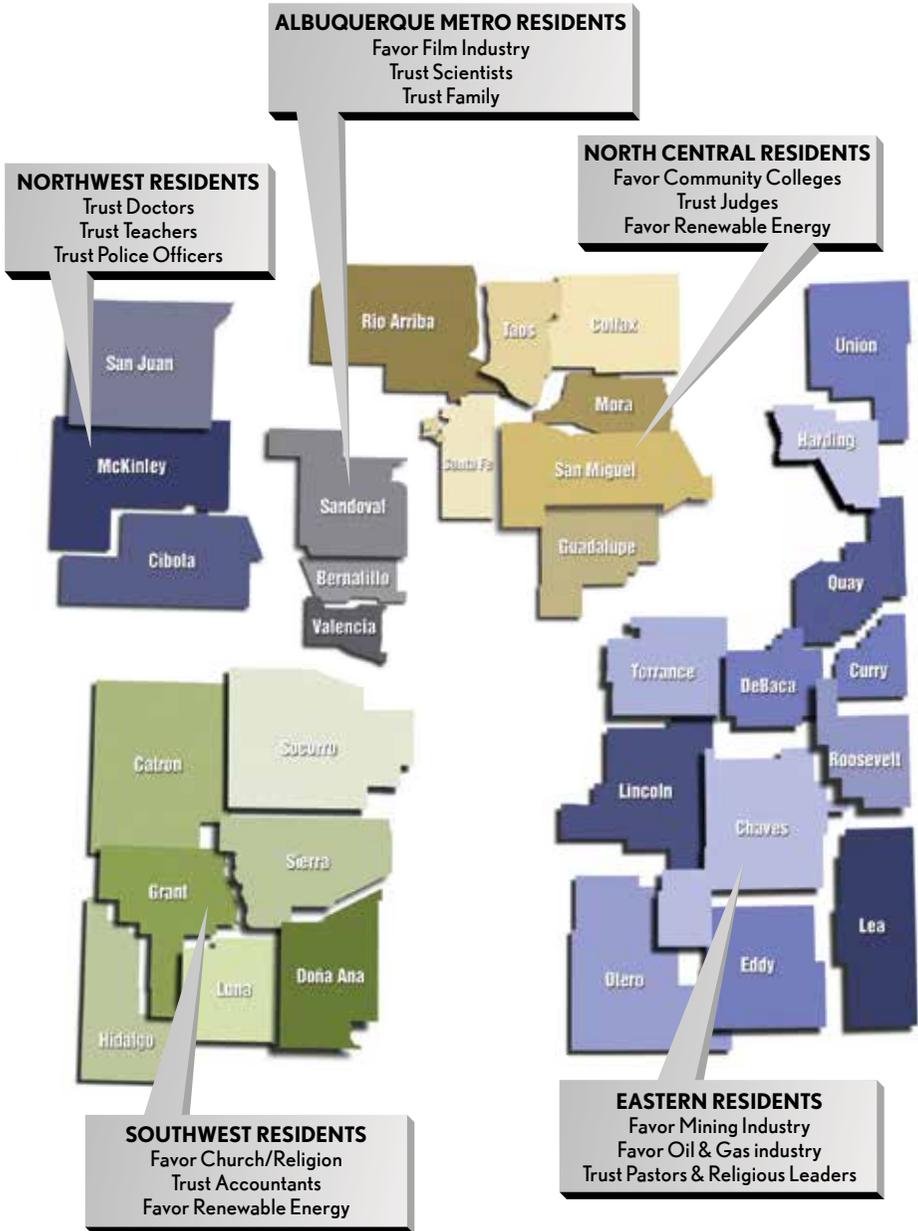
Political affiliation comes into play when understanding the traditional newspaper audience. In 2011, 84 percent of Democrats were accessing newspaper as an information source. By 2020, that number declined by 40 percent. Republican use declined 37 percent, and politically independent residents' use declined at a rate of 38 percent over the same time period.

Geographically, Eastern New Mexico residents had the largest decline in use of newspaper as an information source. In 2011, 89 percent of residents indicated a preference for newspapers. Fast forward to 2020, only 37 percent of residents indicate it is a preferred way of getting information, a 58 percent decline.

decline of newspapers as a news source: 2011 to 2020



New Mexico Trust, Favorability and Media



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