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Summary Report—Downtown Housing Research And Polling

During November of 1998, Research and Polling conducted a survey to poll Albuquerqueans about how they felt about downtown, living downtown, and what type of housing they would be looking for. The following six pages are a summary of that poll which included over 900 owners/agents/managers in downtown were contacted via Mail Survey, 253 responded.

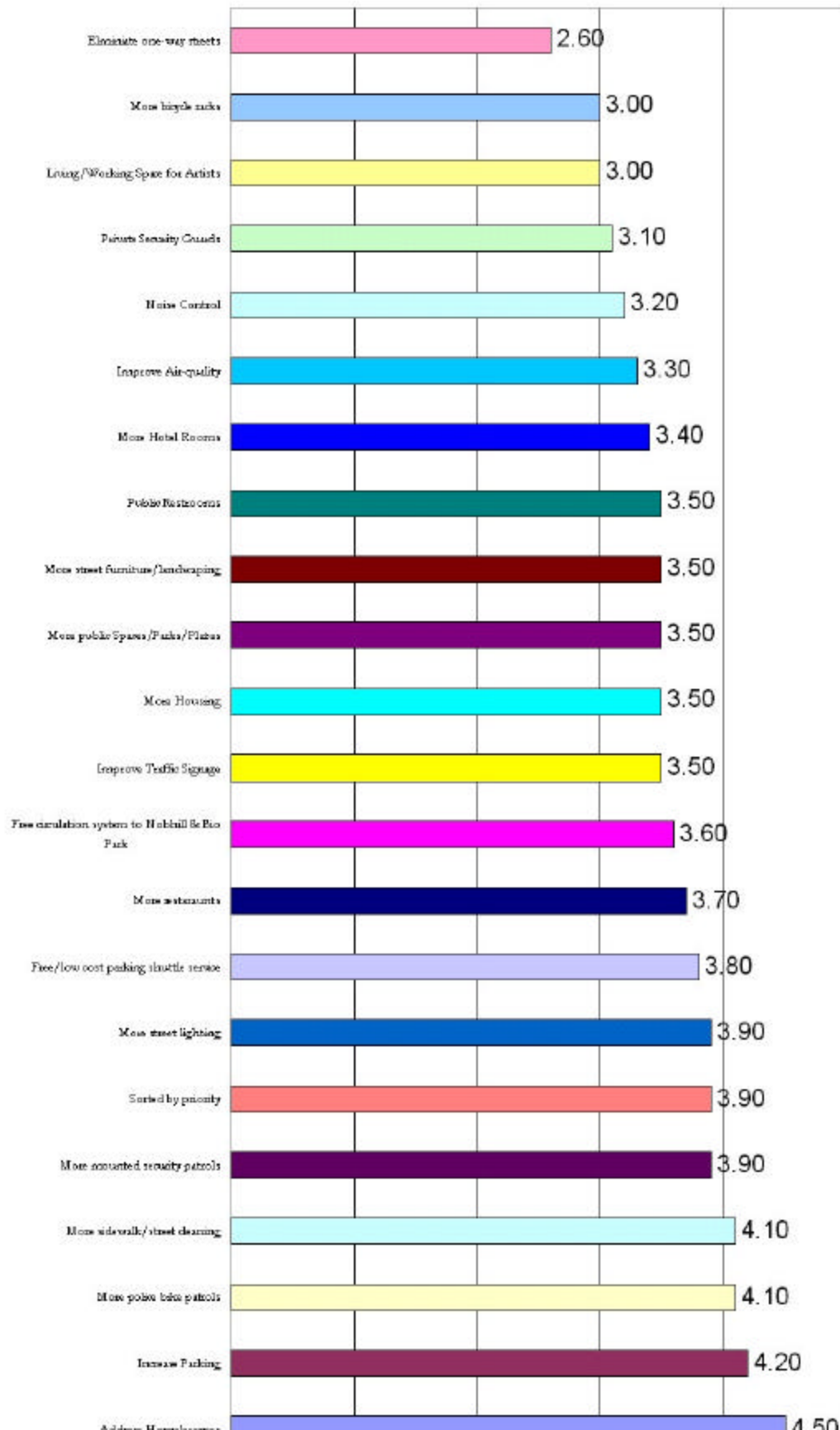
Downtown Housing

Sample - 604 Albuquerque metro residents with a household income in excess of \$25,000, plus an additional 251 residents who work for companies in Downtown

What do you consider to be the most important factors in purchasing or renting a home or apartment?		
	Albuquerque Citi- zens	Downtown Em- ployees
Safe Neighborhoods	45%	53%
Price	41%	44%
Location/Area of town	19%	8%
Schools	16%	19%
Size of home/apartment	16%	12%
Closeness/proximity of work	13%	20%
Condition of home/apartment	13%	9%
Sound/Good construction	9%	23%
Size of Yard	7%	9%
People/Neighbors	5%	4%
Landscape	5%	6%
Maintenance	3%	1%
Attractive	3%	2%
Closeness/proximity of friends/family	3%	0%
Closeness/proximity of parks	3%	5%
Resale value	3%	1%
Privacy	3%	6%
Amenities in home	3%	3%
Interest Rates	1%	4%
Quiet Area	1%	2%
Property Taxes	1%	1%
View	1%	0%
Road Condition	1%	0%
Accept Animals	1%	0%
Traffic/Congestion	1%	2%
Landlord	1%	0%
Ownership	1%	0%
Play are for kids	1%	1%
Other	8%	2%
Don't Know	3%	0%



Downtown Housing Study – City of Albuquerque





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Level of Impact on efforts for revitalization of Downtown

On a scale of 1 to 5 (a 5 strong impact, a 1 no impact at all)

Sorted by priority	Average
Address fear of crime	4.60
More pedestrian-friendly atmosphere	4.20
Increase variety of businesses	4.20
Downtown Business recruitment	4.10
Develop Marketing plan for downtown	4.10
More arts and cultural events	4.00
Hold more city events downtown	3.90
Extended business hours	3.90
Attract more entertainment	3.90
Publish guide to downtown	3.80
Publish and circulate events calendar	3.80
Media advertising	3.80
Tourist Information Center	3.70
Locate utilities underground	3.60
Establish downtown real estate database of available space	3.60
Encourage Loft Housing	3.40
Publish and circulate newsletter	3.30
Private maintenance & management on Central Avenue	3.30

Construction of a specific facilities in the downtown area

Multi-purpose Arena for live concerts/performances	4
Grocery Store	3.8
Multiplex Movie Theater	3.7
Baseball/Sports Stadium	3.3

80% of participants supported the creation of a Business Improvement District as a way to revitalize Albuquerque's Downtown

Primary Reason for going to Downtown Area

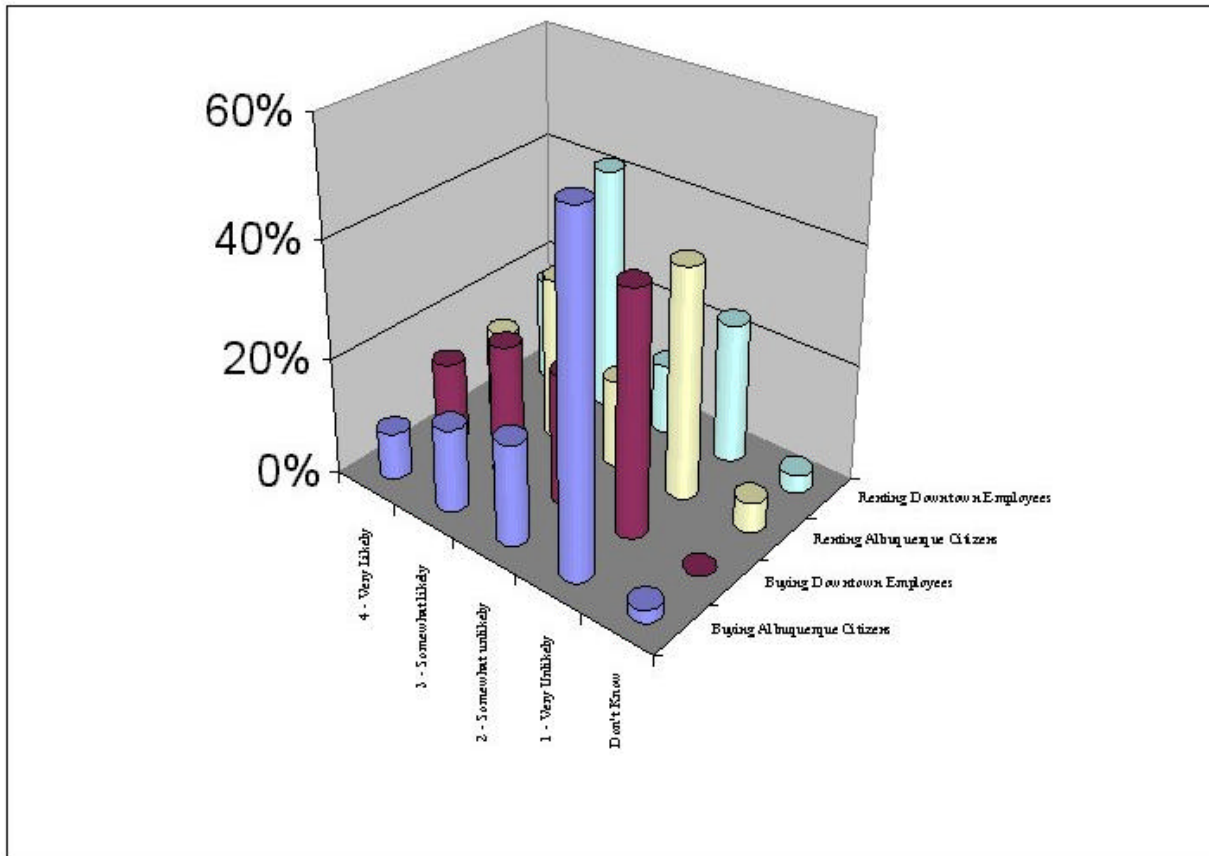
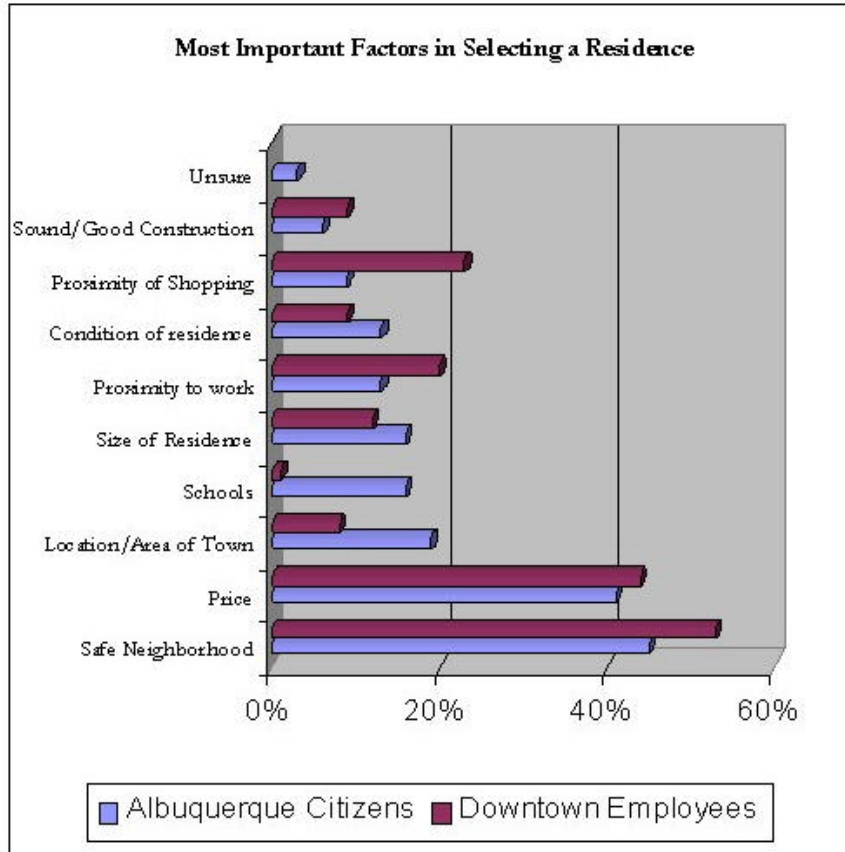
Entertainment/concerts/bars/festivals	27%
Work	25%
Dining	12%
Business	11%
Shopping	10%
Court	8%
Visit Friends	8%
Visit Attractions	7%
Don't know	2%

Frequency of Visits to Downtown in last 3 months

None	26%
1 to 2 times	25%
3 to 9 times	26%
10+ times	22%
Don't know	1%



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	Albuquerque Citizens	Downtown Employees
Neighbors vs. Privacy	73%/24%	68%/27%
Diversity in Neighbors (Y/N)	66%/29%	61%/34%
Shopping (Small store vs. Wal-Mart)	49%/42%	48%/45%

Important Factors in Home Purchase decision: Size of lot/level of upgrades

Size of lot/level of upgrades	Albuquerque Citizens	Downtown Employees
A condominium or townhouse with a higher workmanship and upgrades inside which is on a smaller lot	32%	33%
or		
A detached home on a larger lot which has fewer upgrades and a lower level of finish	57%	60%
Don't know	10%	7%
Size of lot/proximity from work/shops		
A single family home on a larger lot in which you would drive to work or to shop	66%	71%
or		
A condominium or single family home on a smaller lot within walking distance of shopping, restaurants, and work	31%	28%
Don't know	2%	1%

Types of Housing Interested in Purchasing	Albuquerque Citizens	Downtown Employees
Detached Single Family with a large yard	6.7	7.1
Detached Single Family with a small yard	5.5	5.8
An attached town home	3.3	3.1
A condominium in mid or high-rise building	2.1	1.9
A condominium unit	2.6	2.7

Types of Housing Interested in Renting	Albuquerque Citizens	Downtown Employees
An attached town home	5.3	5.8
An apartment in mid or high rise building	2.8	2.5
Three story apartment	3.3	4.5

(Scale - 10 Very Interested, 1 Not interested at all)



Downtown Housing Study – City of Albuquerque

Rental Preference Walking vs. Driving to Work/Shops

	Albuquerque Citizens	Downtown Employees
Prefer a rental unit that is within walking distance of shopping, restaurants, and work	64%	52%
A rental unit where you would drive to work/shop	25%	45%
Don't know	11%	3%

Enjoyment of Residence

	Apartment Renters	Condo/Townhouse Owners
5- Enjoy very much	21%	39%
4	19%	16%
3	34%	22%
2	11%	8%
1- Do not enjoy at all	7%	0%
Don't know	8%	15%

Demographics of survey participants owners and renters

Importance of Quality of Public Schools in deciding where to live

Very Important	49%
Somewhat Important	14%
Not at all important	37%

Have you ever lived in a big city with a population of over one million people

Yes	50%	<small>largest group - those who rent (69%), house inc > \$65,000 (59%), residents of ABQ <20 years (64%), men (60%), attended graduate school (68%), anglos (57%)</small>
No	49%	
Won't Say	1%	

Current Residence

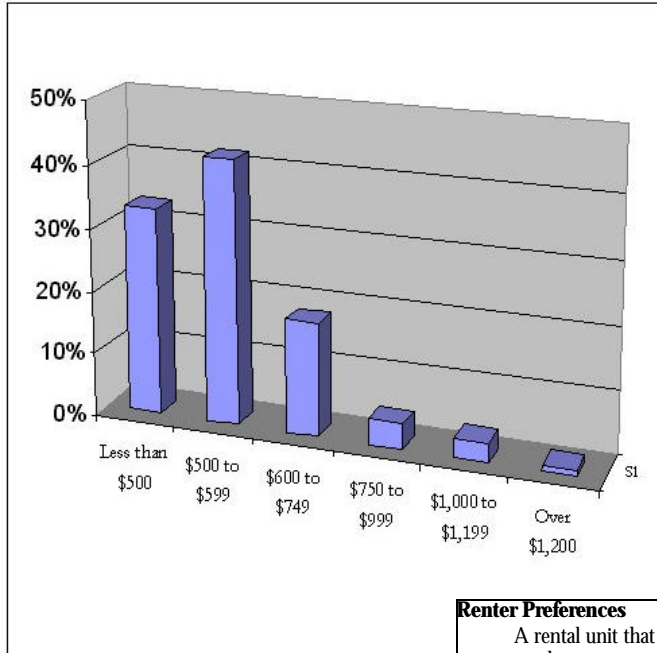
	Albuquerque Citizens	Downtown Employees
House	79%	88%
Apartment	11%	6%
Condo/Townhouse	5%	4%
Mobile Home	4%	2%

Residents most likely to prefer living in a condo or small lot house

Women	37%
Household income <\$36,000	40%
Families without children	42%
Residents > 20 years	39%
Unemployed	41%



Downtown Housing Study – City of Albuquerque



Renter Preferences

A rental unit that is within walking distance of shopping, restaurants, and work	64%
or	
A rental unit where you would drive to work or to shop	25%
Don't know	11%

Renter Preferences

A rental complex which has large surface parking areas	79%
or	
A rental unit that has on-street parking	13%
Don't know	8%

Renter Preferences

An apartment community which features parking underneath units and smaller courtyards	48%
or	
An apartment community which features more open space and uncovered parking areas	41%
Don't know	11%

