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**< NEW MEXICO FORWARD**

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CAREER & WORKPLACE

## HOW OTHERS SEE NEW MEXICO

New Mexico Forward

ALBUQUERQUE BUSINESS FIRST



By [Jayme Sileo](#) – Data Reporter , Albuquerque Business First  
May 16, 2024

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 Listen to this article 2 min



The New Mexico Forward research study sought to gather attitudes and perceptions from the Business Journals audiences in the Denver and Phoenix markets on New Mexico as a place to do business and opinions on various aspects of the state. Some of the topics explored:

- Perceptions of the state of New Mexico.
- Doing business in New Mexico and what barriers companies not doing business in the state face.
- Anticipated industry growth areas in New Mexico.

An online quantitative survey was conducted in two markets: Denver and Phoenix. An email campaign targeting business leaders was sent from the market publishers in both markets. An online campaign across both Business Journal websites promoted the survey within targeted article pages. The responses were fielded from Feb. 1, 2024 to Feb. 13, 2024.

A total of 497 respondents participated in the research. The population represents a majority of VP-plus business executives, with half being in business owners/partners and top leadership roles. Below are some of the survey results. More will be published in the coming months.

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***Miss our Denver/Albuquerque panel discussion? We've got a [panel recap](#).***

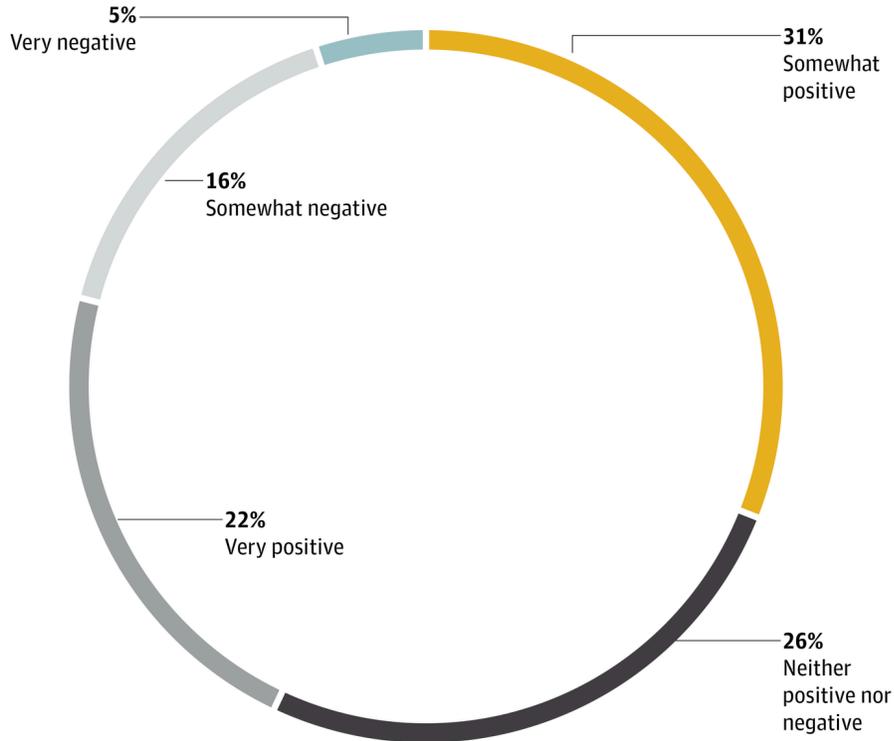
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# HOW OTHERS SEE NEW MEXICO

We asked, 500 people answered. Here's how nearby cities view the Land of Enchantment.

## IMPRESSION OF NEW MEXICO

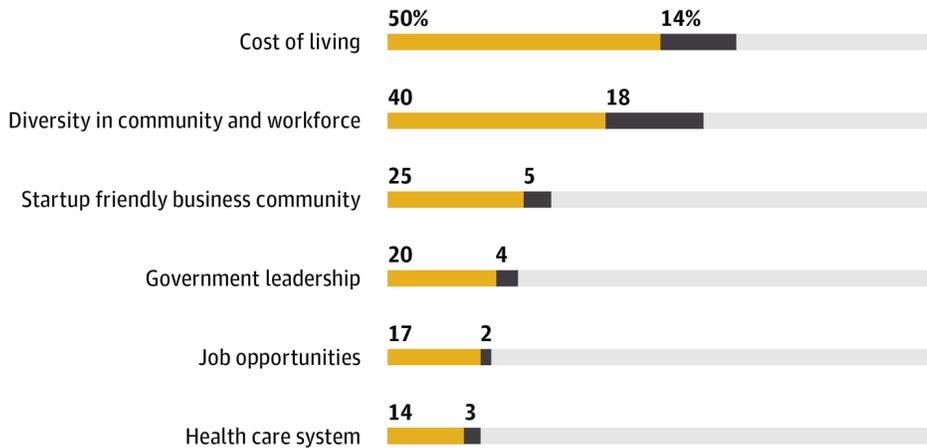
Nearly half of respondents had positive replies to the question: "In general, what is your impression of New Mexico?"



## PERCEPTION OF ASPECTS OF NEW MEXICO

Positive responses to the question: "When thinking specifically about New Mexico, please indicate your perception for each of the following"

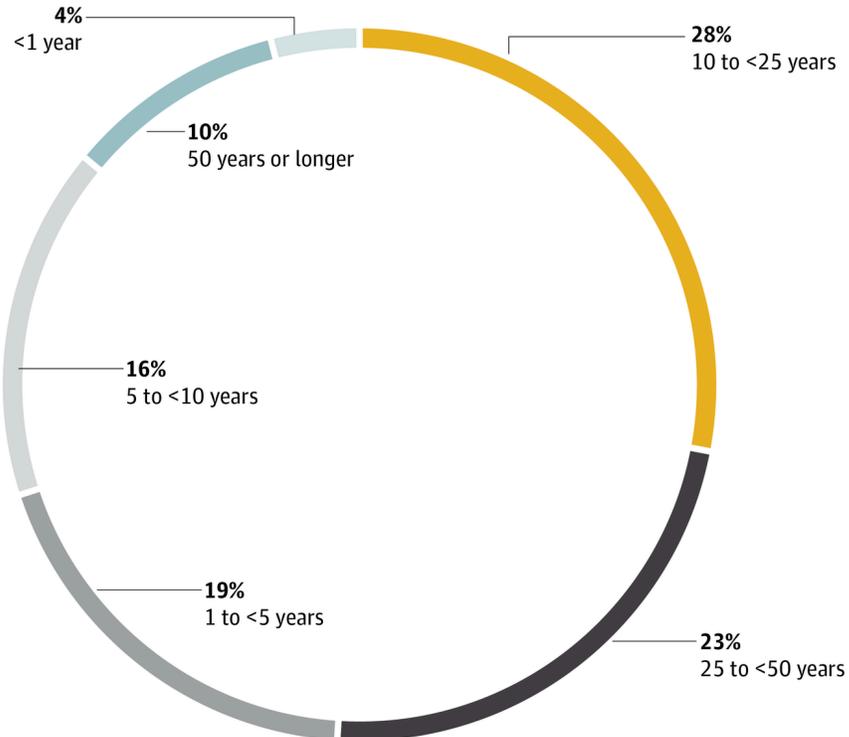
● Good ● Excellent





## DOING BUSINESS IN NEW MEXICO

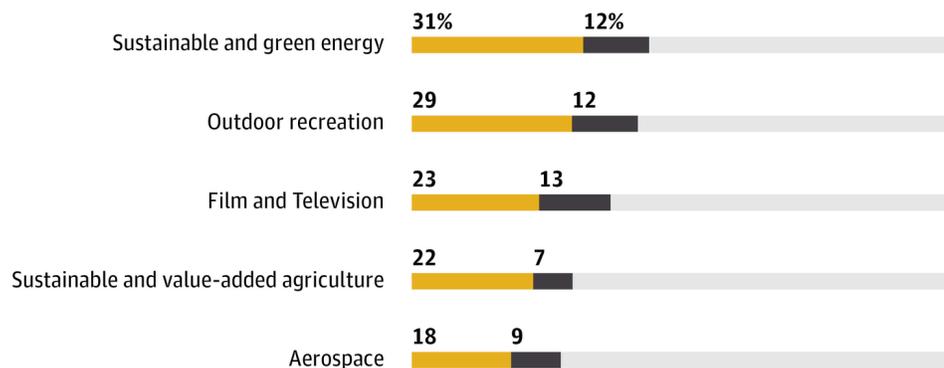
One-third of companies currently do business in New Mexico; half of those have done business there between 10 to 50 years.

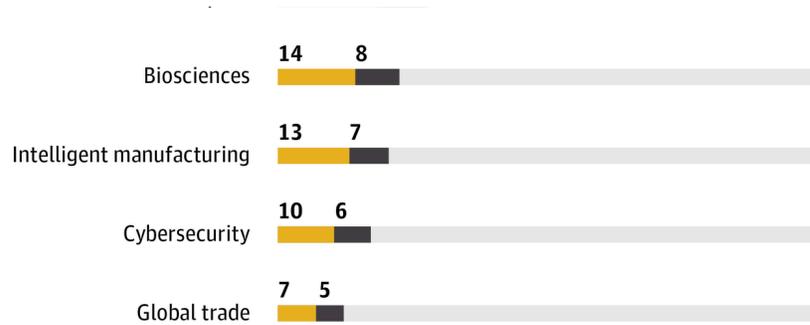


## ANTICIPATED INDUSTRY GROWTH

Positive responses to the question: “When thinking specifically about New Mexico, please indicate your perception for each of the following”

● Fairly large ● Great deal





SOURCE: Survey by The Business Journals

Denver might only be about 450 miles away from Albuquerque, but they often feel worlds apart. To get a better appreciation for how the two cities – and states where they reside – stack up, Business First took a deep-dive look into population and annual pay, as well as industry breakdowns. Here is how the two compare.

## STATE AND METRO POPULATIONS

State population for New Mexico and Colorado and metro populations for Albuquerque and Denver with estimated metro populations through 2035

SOURCE: Macrotrends U.S. State Populations; Macrotrends Metro Areas Population

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## MEDIAN ANNUAL PAY

ADP pay insights data for the state of New Mexico and Colorado

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# INDUSTRY BREAKDOWN

Industry overview for the civilian employed population 16 years and over

SOURCE: 2022 American Community Survey 1-Year Estimates

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