

***AWARENESS SURVEY***  
***FOR THE 2004-2005***  
***“BUY LOCALLY OWNED” CAMPAIGN***

*Prepared for:*

*Santa Fe Alliance*  
*P.O. Box 23864*  
*Santa Fe, NM 87502*  
*505-989-5362*

*Prepared by:*

*Southwest Planning & Marketing*  
*3600 Cerrillos Rd, Unit 107*  
*Santa Fe, NM 87507-2696*

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The purpose of this metrics study is to establish a benchmark of awareness and attitudes concerning the “Buy Locally Owned” campaign being promoted by the Santa Fe Alliance. During the first week of July 2004, a random phone survey was conducted of 412 adults in the greater Santa Fe area. Highlights of the findings are summarized below, followed by tables and graphs which illustrate the results, including cross tabulations of the data by several variables. Because of the large sample size, results for the entire population are accurate within 5% at the 95% confidence level.

### **Awareness of the Alliance**

- About one in four respondents (24.0%) had heard of the Santa Fe Alliance.
- Among those who had heard of the Alliance, average length of awareness was 6 months, with over half of the respondents having heard of the Alliance within the past 5 months.
- Awareness was highest among residents who had lived in Santa Fe 10 years or more (29.1%).
- Awareness was lowest among those living in Santa Fe 10 years or less (17.9%)

### **Awareness of Buy Local Campaign**

- About one in four respondents (24.0%) had heard of the “Buy Local Campaign,” the same percentage who had heard of the Alliance.
- Awareness was somewhat higher among residents who had lived in Santa Fe 10 years or more (26.5%), among those age 50 or greater (26.2%), and among Anglos (27.8%).
- Awareness was lowest among Hispanics (13.1%).

### **Awareness of Spending Multiplier**

- One in eight respondents (12.6%) said that they had a thorough understanding of the concept of a local spending multiplier.
- Another 18.4% of respondents said they were somewhat familiar with the concept of a spending multiplier.
- More than 2 out of 3 respondents (68.9%) were not familiar with the concept of a spending multiplier.

- Awareness of the concept of a multiplier was higher among persons age 50 or greater, among Anglos, and among men.
- Awareness was lowest among Hispanics.

### **Awareness of Gross Receipts Tax**

- Over two out of three respondents (69.9%) said that they knew that a portion of the gross receipts tax on retail sales within the City comes back to both the City and County of Santa Fe.
- Awareness was higher among persons over 50, Anglos, and men.
- Awareness was lowest among persons age 50 or less.

### **Importance of Various Factors Related to Shopping**

- The most important factors when shopping for local consumer goods were price and service.
- Next most important were variety and convenient location.
- Least important was the local ownership of the business.
- The relative importance of these factors did not vary greatly among the various demographic groups.
- The importance of these factors also did not vary much among the 15% of households who had a member working for a national firm with headquarters located outside of Santa Fe.

### **Demographics**

- About three out of five respondents were women.
- About two-thirds of the respondents were Anglo, one if five were Hispanic, and the balance were another race or mixed.
- The average age of respondents was 53.6.
- 39.2% of respondents were age 50 or less.
- The average respondent had lived in Santa Fe County 19.6 years.

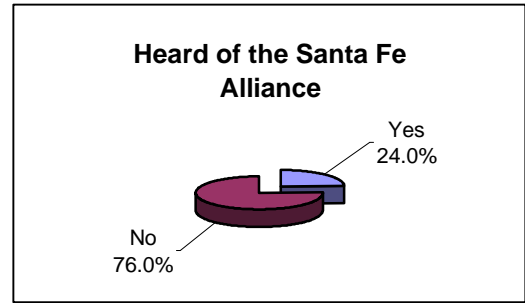
- 42.5% of respondents had lived in the County 10 years or less.

## **Implications**

- Although there has been some success in educating residents about the Alliance and the Buy Local Campaign, the majority of respondents are unaware of both the Alliance and the campaign; this suggests the need for continuing efforts at outreach.
- Similarly, more than two-thirds of respondents are unfamiliar with the concept of a spending multiplier, also suggesting the need for further education.
- There is a particular need to target residents who have lived in Santa Fe 10 years or less (the group least familiar with the Alliance) and Hispanic residents (the group least familiar with the Buy Local Campaign and the concept of a spending multiplier).
- There appears to be a relatively high degree of understanding that taxes on retail sales flow back to local governments.
- Local ownership of a business was the least important of five factors considered by respondents when they are shopping. This suggests the need to further educate residents regarding the economic and social benefits of supporting locally owned businesses.

**Q1. Have you heard of the Santa Fe Alliance?**

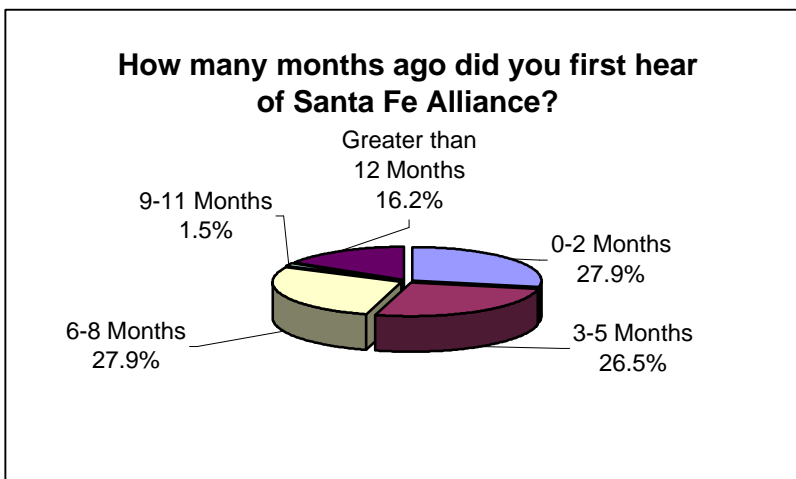
Have you heard of the Santa Fe Alliance?	COUNT N = 412	%
Yes	99	24.0%
No	313	76.0%



Have you heard of the Santa Fe Alliance?	OVERALL COUNT N = 412	Residency 10 Years or Less N = 173	Residency More than 10 Years N = 234	Age: 50 Years or Less N = 152	Age: More than 50 Years N = 260	Hispanic N = 84	Anglo N = 270	Male N = 162	Female N = 250
Yes	24.0%	17.9%	29.1%	21.7%	25.4%	21.4%	25.6%	21.6%	25.6%
No	76.0%	82.1%	70.9%	78.3%	74.6%	78.6%	74.4%	78.4%	74.4%

**Q1A. How many months ago did you first hear of The Alliance?**

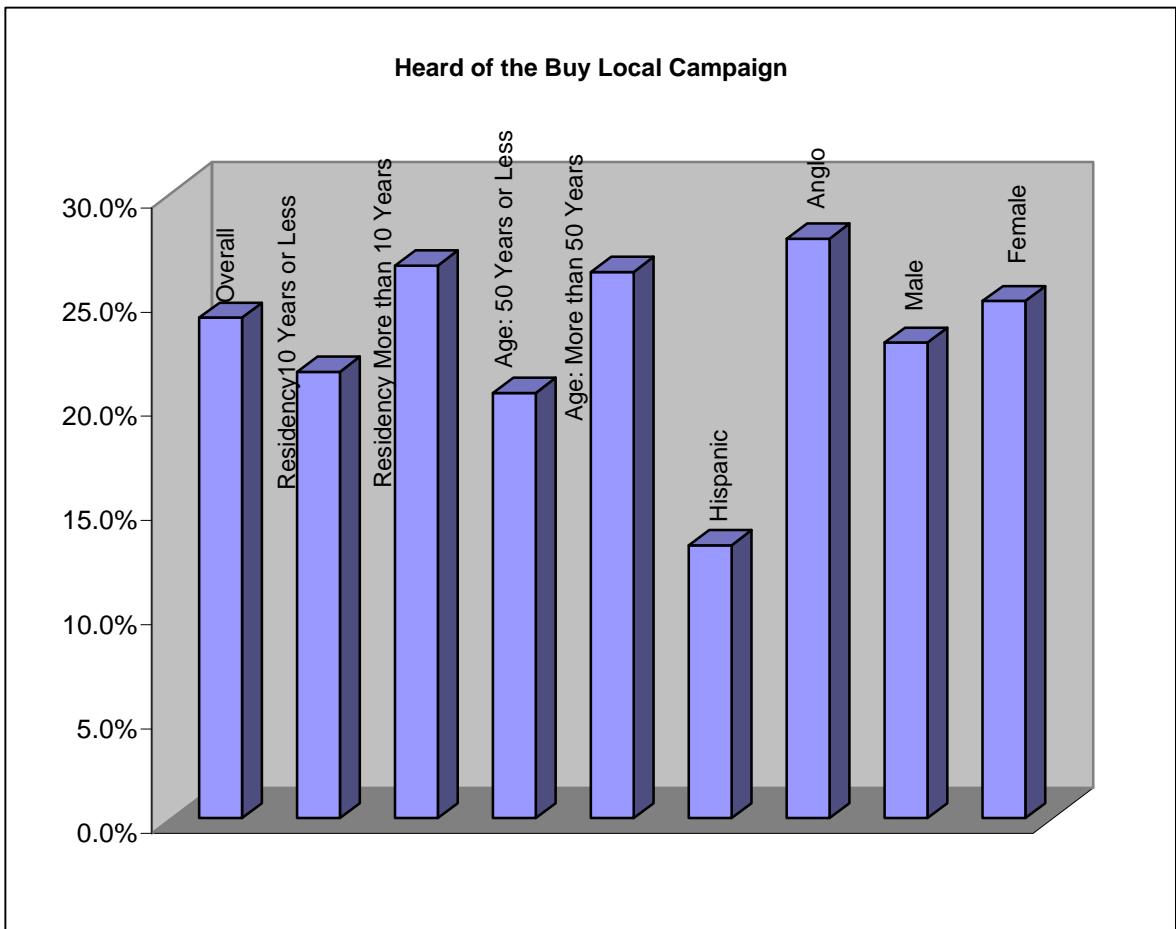
How many months ago did you first hear of The Alliance?	COUNT N = 68	%
0-2 Months	19	27.9%
3-5 Months	18	26.5%
6-8 Months	19	27.9%
9-11 Months	1	1.5%
12 Months or Greater	11	16.2%
Average	<b>5.9</b>	



**Q2. Have you heard of the buy local campaign in Santa Fe?**

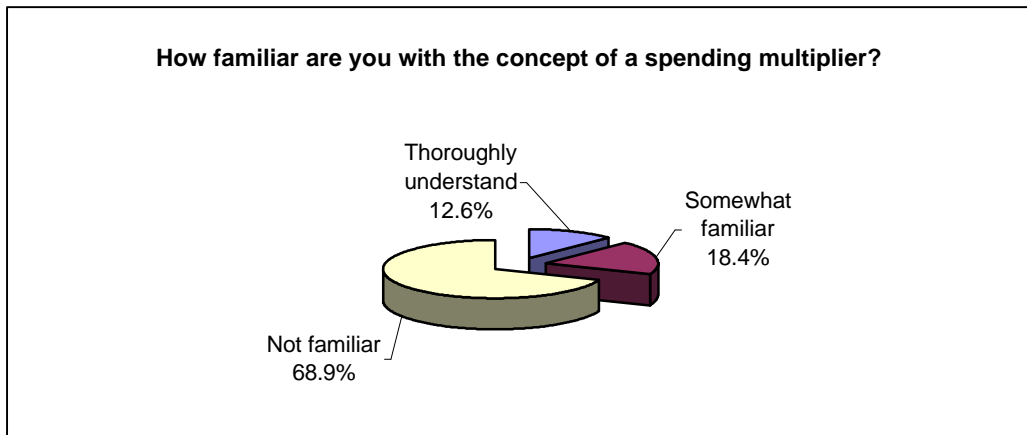
Have you heard of the buy local campaign in Santa Fe?	COUNT N = 412	%
Yes	99	24.0%
No	313	76.0%

Have you heard of the buy local campaign in Santa Fe?	OVERALL COUNT N = 412	Residency 10 Years or Less N = 173	Residency More than 10 Years N = 234	Age: 50 Years or Less N = 152	Age: More than 50 Years N = 260	Hispanic N = 84	Anglo N = 270	Male N = 162	Female N = 250
Yes	24.0%	21.4%	26.5%	20.4%	26.2%	13.1%	27.8%	22.8%	24.8%
No	76.0%	78.6%	73.5%	79.6%	73.8%	86.9%	72.2%	77.2%	75.2%

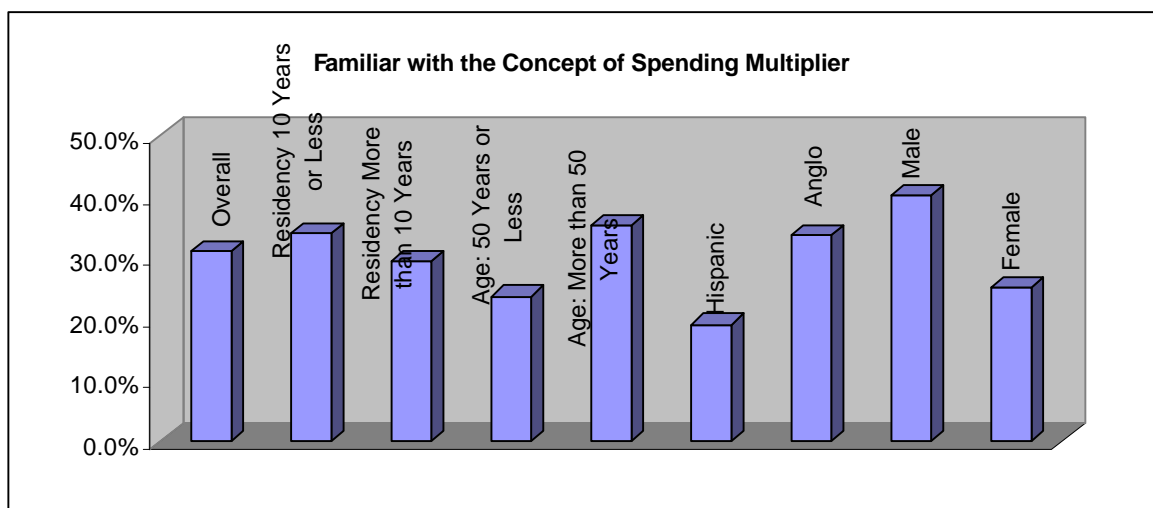


**Q3. How familiar are you with the concept of a spending multiplier in the local economy?**

How familiar are you with the concept of a spending multiplier in the local economy?	COUNT N = 412	%
I thoroughly understand the concept of a spending multiplier	52	12.6%
I am somewhat familiar with the concept of a local spending multiplier	76	18.4%
I am not familiar with the concept of a local spending multiplier	284	68.9%



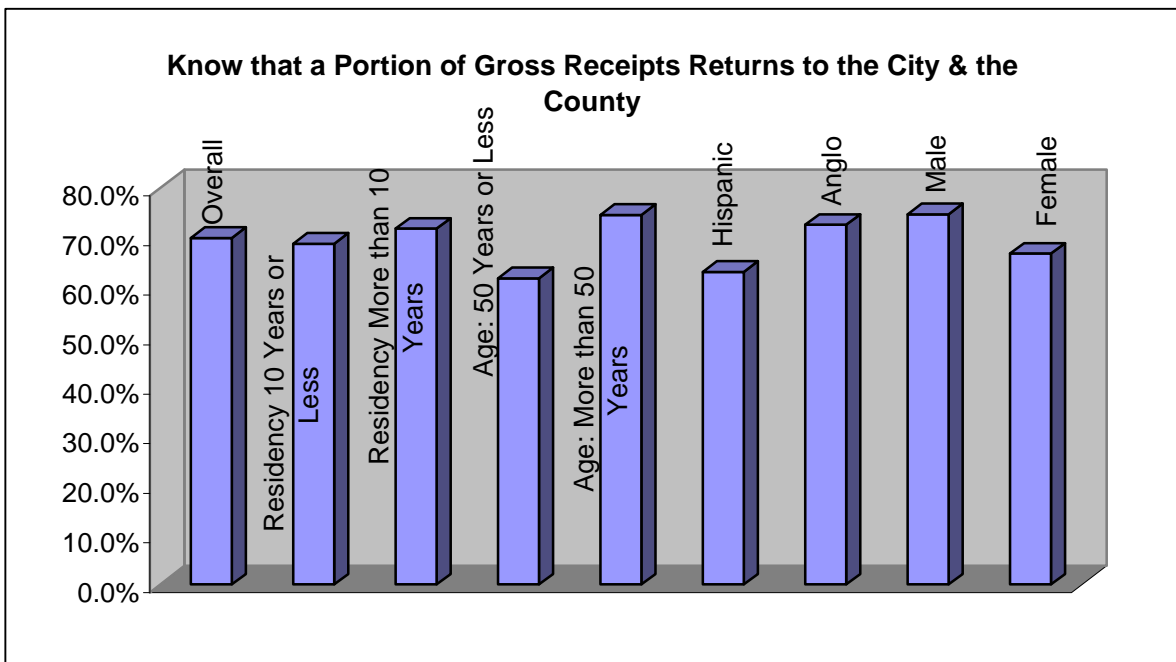
How familiar are you with the concept of a spending multiplier in the local economy?	OVERALL COUNT N = 412	Residency 10 Years or Less N = 173	Residency More than 10 Years N = 234	Age: 50 Years or Less N = 152	Age: More than 50 Years N = 260	Hispanic N = 84	Anglo N = 270	Male N = 162	Female N = 250
I thoroughly understand the concept of a spending multiplier	12.6%	13.3%	12.4%	9.2%	14.6%	6.0%	13.0%	18.5%	8.8%
I am somewhat familiar with the concept of a local spending multiplier	18.4%	20.8%	17.1%	14.5%	20.8%	13.1%	20.7%	21.6%	16.4%
I am not familiar with the concept of a local spending multiplier	68.9%	65.9%	70.5%	76.3%	64.6%	81.0%	66.3%	59.9%	74.8%



**Q4. Did you know that a portion of the gross receipts tax on retail sales within the City comes back to both the City and County of Santa Fe?**

Did you know that a portion of the gross receipts tax on retail sales within the City comes back to both the City and County of Santa Fe?	COUNT N = 412	%
Yes	288	69.9%
No	124	30.1%

Did you know that a portion of the gross receipts tax on retail sales within the City comes back to both the City and County of Santa Fe?	OVERALL COUNT N = 412	Residency 10 Years or Less N = 173	Residency More than 10 Years N = 234	Age: 50 Years or Less N = 152	Age: More than 50 Years N = 260	Hispanic N = 84	Anglo N = 270	Male N = 162	Female N = 250
Yes	69.9%	68.8%	71.8%	61.8%	74.6%	63.1%	72.6%	74.7%	66.8%
No	30.1%	31.2%	28.2%	38.2%	25.4%	36.9%	27.4%	25.3%	33.2%

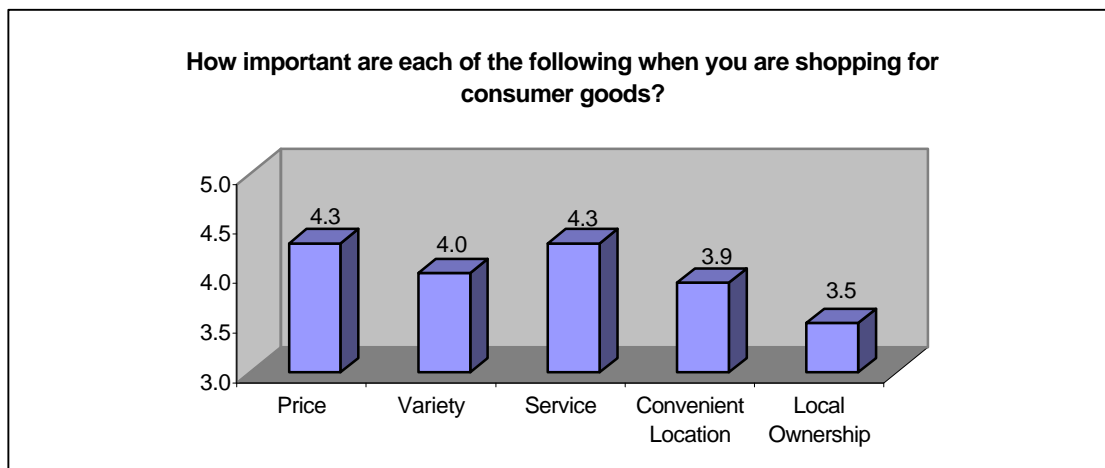


**Q5. On a scale of 1 to 5, where 1 is not at all important, and 5 is very important, how important are each of the following when you are shopping for consumer goods like groceries, hardware, and clothing?**

How important are each of the following when you are shopping for consumer goods like groceries, hardware, and clothing?	Average Rating N = 412	Very Important										Not at all Important	
		5	%	4	%	3	%	2	%	1	%		
Price	<b>4.3</b>	230	55.8%	95	23.1%	65	15.8%	10	2.4%	12	2.9%		
Variety	<b>4.0</b>	163	39.6%	122	29.6%	100	24.3%	20	4.9%	7	1.7%		
Service	<b>4.3</b>	238	57.9%	89	21.7%	63	15.3%	13	3.2%	8	1.9%		
Convenient Location	<b>3.9</b>	150	36.5%	111	27.0%	111	27.0%	21	5.1%	18	4.4%		
Local Ownership of the Business	<b>3.5</b>	138	33.5%	87	21.1%	97	23.5%	43	10.4%	47	11.4%		

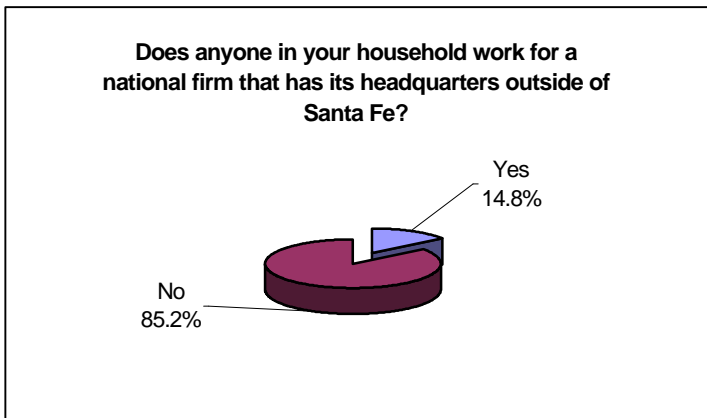
How important are each of the following when you are shopping for consumer goods like groceries, hardware, and clothing?	OVERALL COUNT (Average) N = 412	Residency 10 Years or Less (Avg.) N = 173	Residency More than 10 Years (Avg.) N = 234	Age: 50 Years or Less (Avg.) N = 152	Age: More than 50 Years (Avg.) N = 260	Hispanic (Avg.) N = 84	Anglo (Avg.) N = 270	Male (Avg.) N = 162	Female (Avg.) N = 250
Price	4.3	4.1	4.4	4.3	4.2	4.6	4.1	4.1	4.4
Variety	4.0	4.0	4.0	4.0	4.0	4.2	3.9	3.9	4.1
Service	4.3	4.2	4.4	4.3	4.3	4.6	4.2	4.1	4.4
Convenient Location	3.9	3.8	3.9	3.8	3.9	4.2	3.8	3.6	4.0
Local Ownership of the Business	3.5	3.3	3.7	3.5	3.6	3.8	3.5	3.3	3.7

How important are each of the following when you are shopping for consumer goods like groceries, hardware, and clothing?	Work for national firm with headquarters outside of Santa Fe (Avg.) N = 61	Do not work for national firm with headquarters outside of Santa Fe (Avg.) N = 351
Price	4.2	4.3
Variety	4.0	4.0
Service	4.4	4.3
Convenient Location	4.1	3.8
Local Ownership of the Business	3.6	3.5



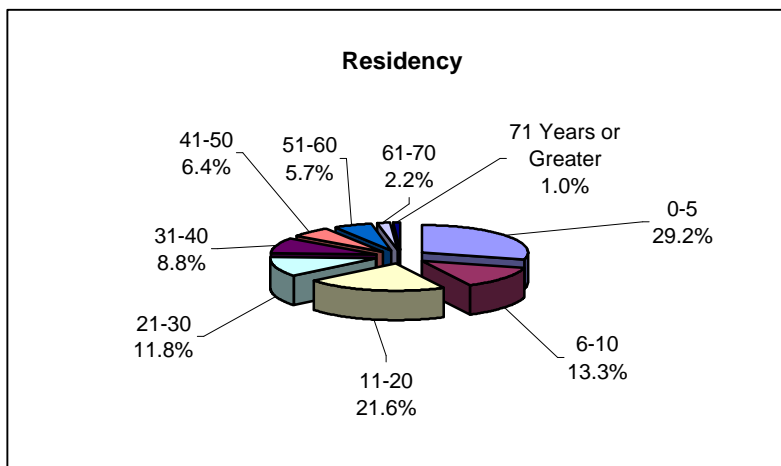
**Q6. Does anyone in your household work for a national firm that has its headquarters outside of Santa Fe?**

Does anyone in your household work for a national firm that has its headquarters outside of Santa Fe?	COUNT N = 412	%
Yes	61	14.8%
No	351	85.2%



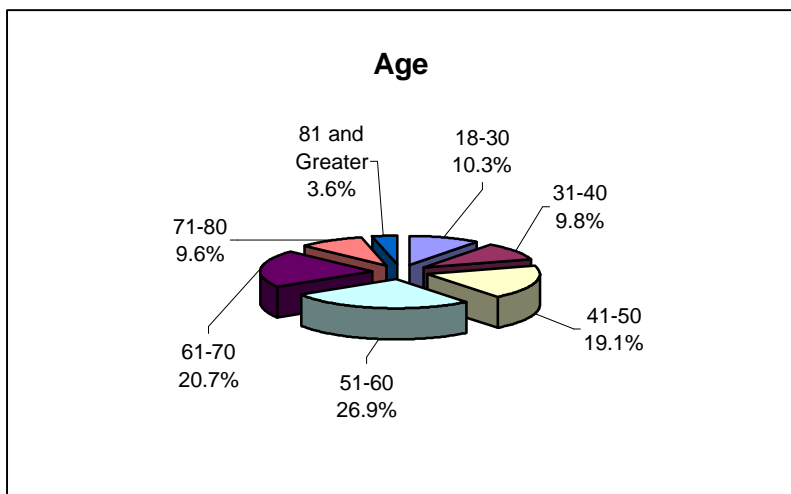
**Q7. How many years have you lived within Santa Fe County?**

How many years have you lived within Santa Fe County?	COUNT N = 407	%
0-5	119	29.2%
6-10	54	13.3%
11-20	88	21.6%
21-30	48	11.8%
31-40	36	8.8%
41-50	26	6.4%
51-60	23	5.7%
61-70	9	2.2%
71 Years or Greater	4	1.0%
Average Years	<b>19.6</b>	



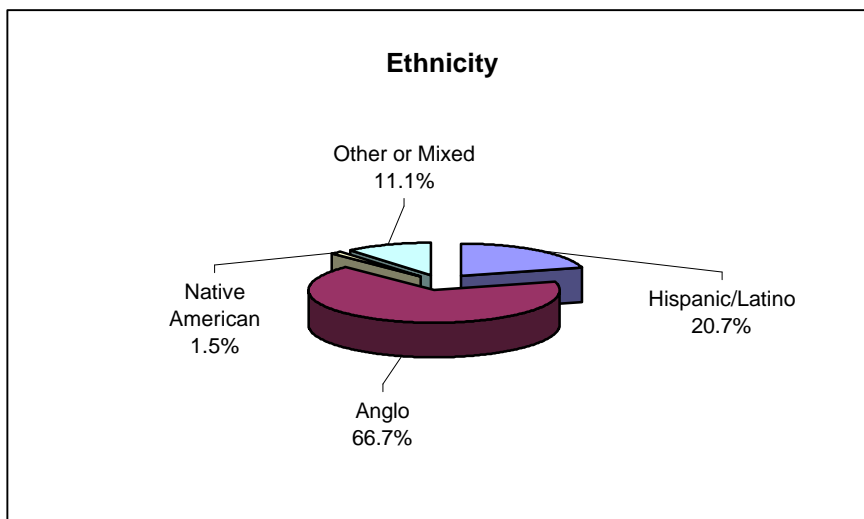
**Q8. What is your age?**

AGE	COUNT N = 387	%
18-30	40	10.3%
31-40	38	9.8%
41-50	74	19.1%
51-60	104	26.9%
61-70	80	20.7%
71-80	37	9.6%
81 and Greater	14	3.6%
Average Age	<b>53.6</b>	



**Q9. With which group do you most closely identify?**

Ethnicity	COUNT N = 405	%
Hispanic/Latino	84	20.7%
Anglo	270	66.7%
Native American	6	1.5%
Other or mixed	45	11.1%



**Q10. Gender:**

Gender	COUNT N = 412	%
Male	162	39.3%
Female	250	60.7%

