

# 2025 ALBUQUERQUE AREA BUSINESS PERCEPTION STUDY

VIA RESEARCH & POLLING AND ECONOMIC FORUM COLLABORATIVE

## RESIDENTS

- 96%** Believe economic growth is somewhat or very important.
- 87%** Have a positive impression of locally owned businesses.
- 72%** Trust businesses to do what is right for their community.
- 15%** Think businesses have too much influence over government regulations & legislation.
- 75%** Say businesses are not engaged or only somewhat engaged in the community.

## KEY FINDINGS

## BUSINESS LEADERS

- 100%**
- 94%**
- 88%**
- 6%**
- 69%**

### Overall Strength of the Local Economy

Residents

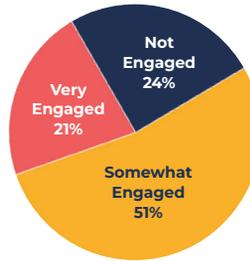


Business Leaders

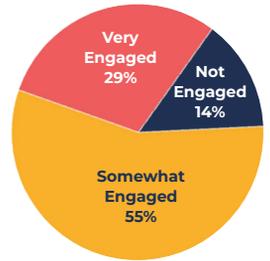


### Business Level of Engagement in the Community

Residents

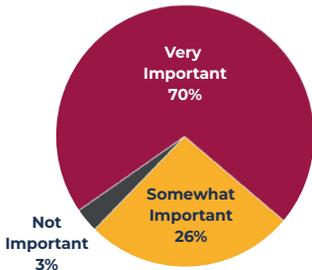


Business Leaders

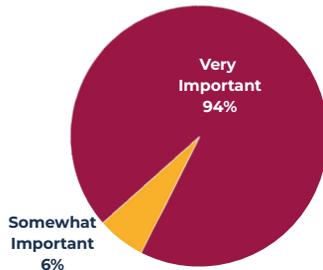


### Importance of Economic Growth in the Albuquerque Area

Residents

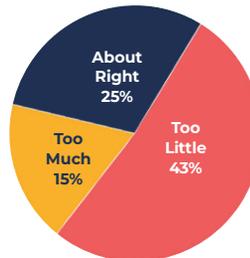


Business Leaders

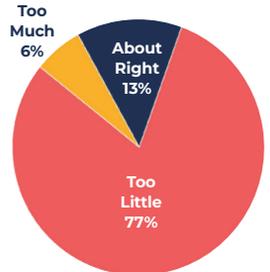


### Business Level of Influence Over Government Regulations and Legislation

Residents

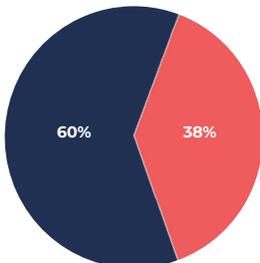


Business Leaders

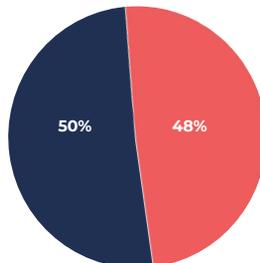


### Confidence Level in the Future Growth of the Albuquerque Economy

Residents



Business Leaders



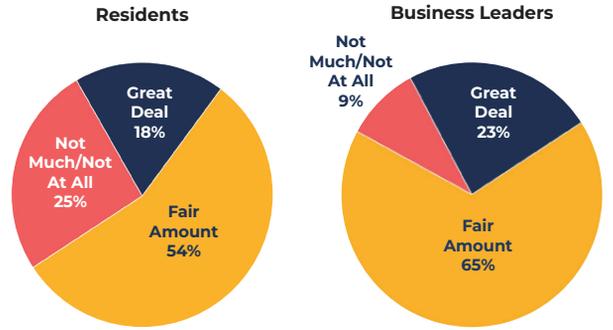
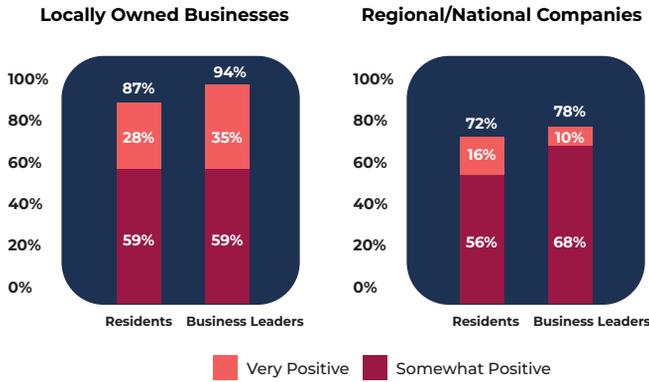
■ Confident ■ Not Confident

■ Confident ■ Not Confident



## Impression of Businesses in Albuquerque Area

## Trust in Businesses to Do What is Right for the Community



# RESIDENTS' AND BUSINESS LEADERS' PERCEIVED IMPORTANCE VS. PERFORMANCE - GAP ANALYSIS

### Business' Role in Community Issues:

Business' Role in Community Issues:	% Important	% Doing Well	Gap
	Res   BL	Res   BL	Res   BL
Operating in ethical ways	87%   98%	52%   59%	-35*   -39
Improving the well-being of the community	83%   87%	47%   39%	-36*   -48
Providing job skills to local residents	82%   87%	47%   38%	-35*   -49
Operating in a way that is environmentally responsible	81%   66%	47%   36%	-34   -30
Partnering with local schools, colleges, or workforce development programs to build a stronger local labor pool	79%   91%	48%   31%	-31   -60*
Helping improve community safety by participating in crime prevention programs	77%   76%	43%   24%	-34   -52*
Supporting local schools and educational institutions	77%   77%	51%   30%	-26   -47
Working with the local and state governments to improve the business climate	75%   91%	47%   34%	-28   -57*
Promoting diversity and inclusion	68%   41%	53%   36%	-15   -5
Supporting local charitable organizations	67%   75%	46%   49%	-21   -26

\*Three largest gaps per group.

This research, commissioned by Albuquerque area business associations, sought to understand local Resident and Business Leader perceptions of area businesses. The survey covered views on the local economy, comparisons between locally owned and regional/national businesses, community involvement expectations, and how well businesses are meeting those expectations.

Research & Polling, Inc. conducted 602 Resident surveys using a mixed modal approach (online and phone) in the Albuquerque area (Bernalillo, Sandoval, and Valencia counties) during May and June 2025. Concurrently, 139 area Business Leader surveys were completed (a 14% response rate) via an online survey distributed to contact lists from key area business organizations. Please contact Economic Forum of Albuquerque for additional information.

