



***New Mexico
Early Childhood Development Partnership
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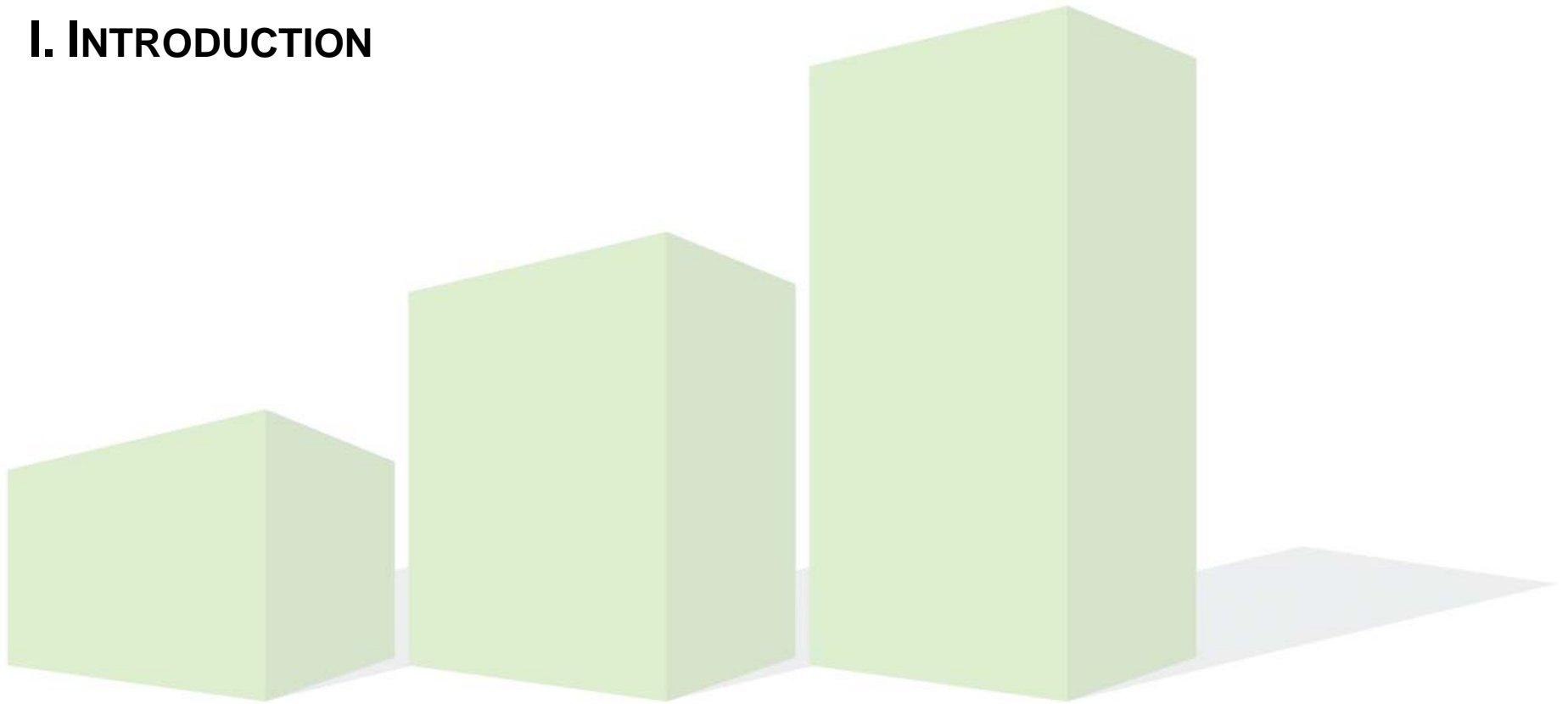
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I. INTRODUCTION



Methodology

This research study was commissioned by the New Mexico Early Childhood Development Partnership to measure awareness and perceived need for early childhood development programs in New Mexico among business and political leaders. The survey also measured leaders' willingness to invest in the development and support for early childhood development programs in New Mexico.

Three population groups in the State of New Mexico were interviewed by telephone. This included interviews with 253 Business/Community Leaders, 53 Tribal Leaders and 35 State Legislators. Legislators holding leadership positions and/or serving on appropriation/finance and education committees were interviewed.

Research & Polling was responsible for identifying and compiling the list of leaders with the assistance of the NMECDP. The interviews were conducted in May and June 2010.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument.

Key Findings

- ▶ There are myriad issues facing children in New Mexico, however, when the Business/Community Leaders, Tribal Leaders, and Legislators were asked in both aided and unaided manners those issues which are perceived to be the biggest problems are:
 - Child poverty level
 - Children’s academic performance
 - Parental involvement in their children’s education
 - Quality of parenting skills
- ▶ It should be noted that the Tribal Leaders surveyed are more likely than the Business/Community Leaders and Legislators to perceive each of the tested items to be a *very serious* problem. The Legislators are less inclined to perceive these issues as being a *very serious* problem when compared to the Business and Tribal Leaders.
- ▶ Overall, the Leaders surveyed do not believe the State of New Mexico is doing a good job in addressing any of the early childhood issues facing the State. For instance, 20% or less of Business/Community Leaders, Tribal Leaders and Legislators believe the State is doing a good job in addressing:
 - Child poverty level
 - Children’s academic performance
 - Availability of parent support programs
 - Parental involvement in their children’s education
 - Quality of parenting skills
- ▶ The Legislators tend to give more credit to the state than do the Business or Tribal Leaders for addressing these issues. However, the only issue in which over half (51%) of the Legislators believe that the State is doing well is with Pre-K education.
- ▶ No more than 28% of the Business and Tribal Leaders believe the State is doing well in addressing any of the 12 issues that were tested which includes early learning and preparation for school, childhood nutrition, the general health of children, and the affordability and availability of early childhood programs.
- ▶ Approximately seven-in-ten of the Business/Community Leaders (70%), Tribal Leaders (72%), and Legislators (69%) believe it is harder being a parent in New Mexico today than it was 10 years ago, primarily due to both parents having to work, the weak economy, and lack of time parents have to spend with their children.
- ▶ The majority of Business/Community Leaders (56%), Tribal Leaders (68%), and Legislators (60%) also believe it is harder being a young child in New Mexico today than it was 10 years ago, again due primarily to both parents working, the economy, and parents’ lack of time to spend with their children.
- ▶ The large majority of Business/Community Leaders (86%), Tribal Leaders (86%), and Legislators (91%) believe that “about half” or fewer of New Mexico children begin Kindergarten and First Grade with the skills they need to do their best in school.
- ▶ Over four-fifths (83%) of the Tribal Leaders along with 60% of the Business/Community Leaders feel New Mexico is doing too little to ensure children enter Kindergarten with the skills they need to do their best in school. In comparison, just 37% of the Legislators feel the state is doing too little.

- ▶ The majority of Business/Community Leaders (67%) and Tribal Leaders (90%) support the State of New Mexico dedicating more funds for early childhood programs compared to 51% of the Legislators (28% are opposed).
- ▶ The majority of Business/Community Leaders (56%), Tribal Leaders (81%), and Legislators (52%) believe the private business sector should play a large role in supporting early childhood development programs. The most commonly given suggestions as to the types of programs or services that businesses could offer their employees are flexible hours and day care.
- ▶ When asked in an unaided, open-ended manner what would motivate businesses to become more involved in early childhood programs or influence elected officials to do so, survey respondents are most apt to suggest tax/financial incentives, educating business about the benefits of such programs, understanding the impact on the future workforce, and understanding the return on investment.
- ▶ Approximately nine-in-ten of the Business/Community Leaders, Tribal Leaders and Legislators feel it is important to make sure that parents of infants and young children have access to information about caring for and teaching their children as a way to ensure that children entering kindergarten are ready to do their best. The vast majority of survey respondents also believe making pre-kindergarten programs voluntary and accessible to all four year olds is important.
- ▶ In terms of paying for early childhood programs, the leaders surveyed are most apt to support offering tax cuts to businesses that develop day care and other early childhood programs.

CONCLUDING REMARKS

The survey results show that the large majority of Business/Community Leaders (as well as the Tribal Leaders and Legislators) feel that many early childhood issues are a serious problem in New Mexico and currently are not being effectively addressed. There is clearly a perceived need for greater involvement both among private businesses and among state government to deal with early childhood issues, particularly those relating to helping parents get more involved in their children's education, children's overall academic performance, poverty issues, and providing parental support programs.

It is interesting to note that the Business/Community Leaders and Tribal Leaders are far more inclined than the Legislators to feel New Mexico is doing too little to ensure children enter Kindergarten with the skill they need to do their best in school.

Providing tax breaks or financial incentives to businesses that offer early childhood services to their employees appears to be an effective way of getting companies more involved.

Private businesses will need to be convinced that providing more services to their employees or getting more involved will help benefit the state's workforce and overall productivity. Providing day care and more flexible hours are mentioned most frequently as things that private businesses can do to help their employees with early childhood issues.

Biggest Issues Facing Children in New Mexico

TOP 6 UNAIDED RESPONSES

	<i>Business/ Community Leaders (n=253)</i>		<i>Tribal Leaders (n=53)</i>		<i>Legislators (n=35)</i>
Educational system is poor	44%	Educational system is poor	30%	Educational system is poor	34%
Lack of parental involvement/poor skills	25%	Lack of parental involvement/poor skills	26%	Poverty	31%
Poverty	18%	Need more early childhood programs	15%	Lack of parental involvement/poor skills	29%
Healthcare	9%	Future school funding	15%	Healthcare	14%
Domestic violence/family problems	7%	Illegal drug use	15%	Need more early childhood programs	9%
Illegal drug use	7%	Poverty	11%	Dropout rate	9%

BUSINESS/COMMUNITY LEADERS

When asked in an unaided, open-ended manner what are the biggest issues facing children in New Mexico, the plurality (44%) of Business/Community Leaders say the educational system is poor, while 25% cite a lack parental involvement/poor parenting skills, 18% mention poverty, and 9% say it is healthcare.

TRIBAL LEADERS

The Tribal Leaders are also most apt to mention the poor education system (30%) as the biggest issue facing children in New Mexico, followed by lack of parental involvement/poor skills (26%), need more early childhood programs (15%), future school funding (15%), illegal drug use (15%), and poverty (11%).

LEGISLATORS

Approximately one-third (34%) of the Legislators surveyed also mention the poor education system as the biggest issue facing New Mexico's children, followed closely by poverty (31%), and lack of parental involvement/poor skills (29%).

Perceived Seriousness of Issues Facing Children in New Mexico (Summary Table)							
<i>Total Sample Ranked by Highest Percent "Very Serious Problem" Among Business/Community Leaders</i>							
	Very Serious Problem 5	4	3	2	Not A Problem At All 1	Don't Know/ Won't Say	Mean †
Parental involvement in their children's education							
Business/Community Leaders (n=253)	50%	30%	14%	3%	1%	2%	4.3
Tribal Leaders (n=53)	47%	26%	26%	-	-	-	4.2
Legislators (n=35)	46%	31%	14%	9%	-	-	4.1
Quality of parenting skills							
Business/Community Leaders (n=253)	49%	29%	14%	3%	2%	4%	4.2
Tribal Leaders (n=53)	49%	23%	23%	4%	2%	-	4.1
Legislators (n=35)	37%	40%	6%	11%	-	6%	4.1
Child poverty level							
Business/Community Leaders (n=253)	45%	31%	18%	6%	1%	-	4.1
Tribal Leaders (n=53)	43%	28%	25%	4%	-	-	4.1
Legislators (n=35)	46%	34%	17%	3%	-	-	4.2
Children's academic performance							
Business/Community Leaders (n=253)	38%	33%	19%	7%	1%	2%	4.0
Tribal Leaders (n=53)	55%	19%	21%	6%	-	-	4.2
Legislators (n=35)	54%	31%	6%	6%	-	3%	4.4
Availability of parent support programs							
Business/Community Leaders (n=253)	28%	29%	21%	6%	2%	15%	3.9
Tribal Leaders (n=53)	36%	36%	13%	11%	-	4%	4.0
Legislators (n=35)	11%	46%	31%	9%	-	3%	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

<p align="center">Perceived Seriousness of Issues Facing Children in New Mexico (Summary Table) (continued)</p> <p align="center"><i>Total Sample</i> <i>Ranked by Highest Percent "Very Serious Problem" Among Business/Community Leaders</i></p>							
	Very Serious Problem 5	4	3	2	Not A Problem At All 1	Don't Know/Won't Say	Mean †
Childhood nutrition							
Business/Community Leaders (n=253)	26%	35%	22%	10%	2%	5%	3.7
Tribal Leaders (n=53)	34%	36%	25%	6%	-	-	4.0
Legislators (n=35)	11%	34%	43%	9%	-	3%	3.5
Early learning and preparation for school							
Business/Community Leaders (n=253)	22%	36%	28%	9%	1%	3%	3.7
Tribal Leaders (n=53)	40%	19%	30%	8%	4%	-	3.8
Legislators (n=35)	14%	34%	26%	23%	3%	-	3.3
Affordability of early childhood programs							
Business/Community Leaders (n=253)	22%	26%	21%	12%	5%	14%	3.6
Tribal Leaders (n=53)	43%	25%	25%	4%	2%	2%	4.1
Legislators (n=35)	14%	26%	29%	11%	17%	3%	3.1
General health of children							
Business/Community Leaders (n=253)	19%	30%	34%	11%	2%	4%	3.5
Tribal Leaders (n=53)	17%	42%	32%	8%	2%	-	3.6
Legislators (n=35)	6%	23%	34%	31%	3%	3%	3.3
Pre-K education							
Business/Community Leaders (n=253)	18%	32%	28%	11%	5%	6%	3.5
Tribal Leaders (n=53)	28%	26%	28%	13%	4%	-	3.6
Legislators (n=35)	17%	23%	20%	26%	11%	3%	3.1
Access to early childhood programs							
Business/Community Leaders (n=253)	15%	27%	29%	13%	5%	11%	3.4
Tribal Leaders (n=53)	25%	25%	34%	11%	4%	2%	3.6
Legislators (n=35)	14%	34%	23%	20%	6%	3%	3.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

The Leaders were asked to rate the seriousness of various problems facing children in New Mexico using a 5-point scale where 5 is a *very serious problem* and 1 is *not a problem at all*.

BUSINESS/COMMUNITY LEADERS

As shown starting on the previous pages, four-fifths of the Business/Community Leaders feel **parental involvement in their children's education** is a serious problem as indicated by a score of 4 or 5, with 50% saying it is a *very serious problem*. Approximately three-quarters also believe the **quality of parenting skills** (78%) is a serious problem as well as the **child poverty level** (76%) and **children's academic performance** (71%).

Approximately three-fifths of the Business/Community Leaders feel **childhood nutrition** (61%), **early learning and preparation for school** (58%), and **the availability of parent support programs** (57%) are each serious problems.

Half of the Business/Community Leaders believe **Pre-K education** is a serious problem in New Mexico, while nearly half feel the **general health of children** (49%) and **affordability of early childhood programs** (48%) is a serious problem. Finally, 42% believe that **access to early childhood programs** is a serious problem, while 18% do not view this as a problem (a score of 1 or 2), and 29% have neutral or mixed feelings.

TRIBAL LEADERS

Approximately three-quarters of the Tribal Leaders find each of the following to be a serious problem facing youth in New Mexico:

- Children's academic performance (74%);
- Parental involvement in their children's education (73%);
- Quality of parenting skills (72%);
- Availability of parent support programs (72%); and
- Child poverty levels (71%).

LEGISLATORS

The Legislators surveyed are most apt to view the following as serious problem:

- Children's academic performance (85%);
- Child poverty levels (80%);
- Parental involvement in their children's education (77%); and
- Quality of parenting skills (77%).

Assessment of How Well Each Childhood Issue is Being Addressed in New Mexico (Summary Table)							
<i>Total Sample Ranked by Highest Percent "Very Well" Among Business/Community Leaders</i>							
	Very Well 5	4	3	2	Not Well At All 1	Don't Know/ Won't Say	Mean †
Pre-K education							
Business/Community Leaders (n=253)	5%	23%	34%	23%	7%	8%	3.0
Tribal Leaders (n=53)	6%	19%	45%	21%	9%	-	2.9
Legislators (n=35)	11%	40%	31%	9%	6%	3%	3.4
Access to early childhood programs							
Business/Community Leaders (n=253)	5%	16%	33%	26%	8%	12%	2.8
Tribal Leaders (n=53)	9%	15%	32%	26%	15%	2%	2.8
Legislators (n=35)	11%	17%	37%	17%	9%	9%	3.1
Childhood nutrition							
Business/Community Leaders (n=253)	4%	18%	31%	31%	10%	6%	2.7
Tribal Leaders (n=53)	4%	13%	28%	38%	17%	-	2.5
Legislators (n=35)	6%	29%	31%	20%	11%	3%	3.0
Affordability of early childhood programs							
Business/Community Leaders (n=253)	4%	16%	31%	25%	10%	14%	2.7
Tribal Leaders (n=53)	4%	8%	34%	26%	25%	4%	2.4
Legislators (n=35)	6%	23%	46%	14%	9%	3%	3.0
Early learning and preparation for school							
Business/Community Leaders (n=253)	3%	18%	38%	27%	9%	5%	2.8
Tribal Leaders (n=53)	4%	15%	30%	40%	11%	-	2.6
Legislators (n=35)	9%	29%	31%	23%	9%	-	3.1
Availability of parent support programs							
Business/Community Leaders (n=253)	3%	8%	22%	33%	18%	15%	2.3
Tribal Leaders (n=53)	2%	11%	30%	30%	23%	4%	2.4
Legislators (n=35)	3%	17%	34%	26%	17%	3%	2.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue is Being Addressed in New Mexico (Summary Table) (continued)							
<i>Total Sample Ranked by Highest Percent "Very Well" Among Business/Community Leaders</i>							
	Very Well 5	4	3	2	Not Well At All 1	Don't Know/ Won't Say	Mean †
General health of children							
Business/Community Leaders (n=253)	2%	19%	43%	25%	6%	5%	2.9
Tribal Leaders (n=53)	2%	13%	49%	28%	8%	-	2.7
Legislators (n=35)	11%	31%	37%	14%	6%	-	3.3
Child poverty level							
Business/Community Leaders (n=253)	1%	10%	32%	36%	19%	2%	2.4
Tribal Leaders (n=53)	-	4%	32%	32%	32%	-	2.1
Legislators (n=35)	9%	9%	34%	26%	23%	-	2.5
Children's academic performance							
Business/Community Leaders (n=253)	1%	10%	28%	43%	16%	3%	2.4
Tribal Leaders (n=53)	-	6%	38%	36%	21%	-	2.3
Legislators (n=35)	3%	14%	37%	37%	9%	-	2.7
Quality of parenting skills							
Business/Community Leaders (n=253)	1%	5%	20%	45%	23%	6%	2.1
Tribal Leaders (n=53)	2%	8%	36%	23%	32%	-	2.2
Legislators (n=35)	3%	9%	23%	29%	29%	9%	2.2
Parental involvement in their children's education							
Business/Community Leaders (n=253)	*	7%	24%	42%	20%	6%	2.2
Tribal Leaders (n=53)	-	2%	6%	36%	34%	23%	2.3
Legislators (n=35)	-	17%	31%	29%	20%	3%	2.5

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

In addition to asking the participants to rate the seriousness of various issues facing New Mexico's children, they were asked to rate how well each of the issues is being addressed in New Mexico using a 5-point scale where 5 is being addressed *very well* and 1 is *not well at all*.

BUSINESS/COMMUNITY LEADERS

Overall, the Business/Community Leaders do not believe any of the issues are being addressed satisfactorily. In fact, 5% or less feel any of the issues are being addressed *very well*. The highest marks go to **Pre-K education** with 28% believing the state is addressing it at least somewhat well as indicated by a score of 4 or 5 on a 5 point scale.

The Business/Community Leaders are most critical of how well the **quality of parenting skills** are being addressed as 78% give a negative rating of 1 or 2 and 62% rate **parental involvement in their children's education** poorly. Also worthy of note is the 59% who rate **children's academic performance** poorly and 55% are critical of how the **child poverty level** is being addressed.

TRIBAL LEADERS

Overall, the Tribal Leaders give very similar responses as the Business/Community Leaders with no more than 25% believing any of the issues listed is being addressed well in New Mexico.

LEGISLATORS

The Legislators surveyed tend to believe each of the issues tested are being well addressed when compared to the Business/Community or Tribal Leaders. For example, just over half (51%) of Legislators feel that **Pre-K education** is being addressed well, and 42% give high marks for the **general health of children**. It is clear however that the majority of Legislators surveyed believe each of the issues tested can be improved upon in the state.

Gap Analysis: Perceived Seriousness of Issues vs. How Well They Are Being Addressed (Summary Table)				
<i>Total Sample Ranked by Highest Business/Community Leader's Gap</i>				
		<i>Serious Problem 4 & 5</i>	<i>State Doing Well 4 & 5</i>	<i>Percentage Point Gap</i>
Parental involvement in their children's education	Business/Community Leaders (n=253)	80%	7%	-73
	Tribal Leaders (n=53)	73%	2%	-71
	Legislators (n=35)	77%	17%	-60
Quality of parenting skills	Business/Community Leaders (n=253)	78%	6%	-72
	Tribal Leaders (n=53)	72%	10%	-62
	Legislators (n=35)	77%	12%	-65
Child poverty level	Business/Community Leaders (n=253)	76%	11%	-65
	Tribal Leaders (n=53)	71%	4%	-67
	Legislators (n=35)	80%	18%	-62
Children's academic performance	Business/Community Leaders (n=253)	71%	11%	-60
	Tribal Leaders (n=53)	74%	6%	-68
	Legislators (n=35)	85%	17%	-68
Childhood nutrition	Business/Community Leaders (n=253)	61%	22%	-39
	Tribal Leaders (n=53)	70%	17%	-53
	Legislators (n=35)	45%	35%	-10
Early learning and preparation for school	Business/Community Leaders (n=253)	58%	21%	-37
	Tribal Leaders (n=53)	59%	19%	-40
	Legislators (n=35)	48%	38%	-10

Gap Analysis: Perceived Seriousness of Issues vs. How Well They Are Being Addressed				
(Summary Table) (continued)				
<i>Total Sample</i>				
<i>Ranked by Highest Business/Community Leader's Gap</i>				
		<i>Serious Problem 4 & 5</i>	<i>State Doing Well 4 & 5</i>	<i>Percentage Point Gap</i>
Availability of parent support programs	Business/Community Leaders (n=253)	57%	11%	-46
	Tribal Leaders (n=53)	72%	13%	-59
	Legislators (n=35)	57%	20%	-37
Pre-K education	Business/Community Leaders (n=253)	50%	28%	-22
	Tribal Leaders (n=53)	54%	25%	-29
	Legislators (n=35)	40%	51%	+11
General health of children	Business/Community Leaders (n=253)	49%	21%	-28
	Tribal Leaders (n=53)	59%	15%	-44
	Legislators (n=35)	29%	42%	+13
Affordability of early childhood programs	Business/Community Leaders (n=253)	48%	20%	-28
	Tribal Leaders (n=53)	68%	12%	-56
	Legislators (n=35)	40%	29%	-11
Access to early childhood programs	Business/Community Leaders (n=253)	42%	21%	-21
	Tribal Leaders (n=53)	50%	24%	-26
	Legislators (n=35)	48%	28%	-20

The tables on the preceding page and above, show a gap analysis in which the combined scores of 4 and 5 (where 5 is a *very serious* problem) for the seriousness of each issue are compared to the combined positive scores of 4 and 5 for how well the state is doing in addressing the problem. The third column shows the “gap” between the two combined scores. The larger the gap the greater the disparity between the perceived seriousness of the issue compared to how well it is perceived as being addressed by the state.

Looking at the results for Business/Community Leaders in this way, the biggest perceived problems that are not being addressed are parental involvement in their children’s education and the quality of parenting skills. Overall, 80% of the Business/Community Leaders surveyed feel parental involvement in their children’s education is a serious problem and just 7% feel it is being addressed well by the state. Thus, the gap between the two items is 73 percentage points. Furthermore, 78% of the Business/Community Leaders believe quality of parenting skills is a serious problem with only 6% believing it is being address well, for a gap of 72 percentage points.

The next two items that have large gaps between perceived seriousness and how well the issue is being addressed are the childhood poverty level with a difference of sixty-five percentage points and children's academic performance with a gap of 60% percentage points. It is important to note that given the large gap between each of the items in the survey (20 percentage points or more) there are extensive improvements that can be made in each the issues that was tested.

TRIBAL LEADERS

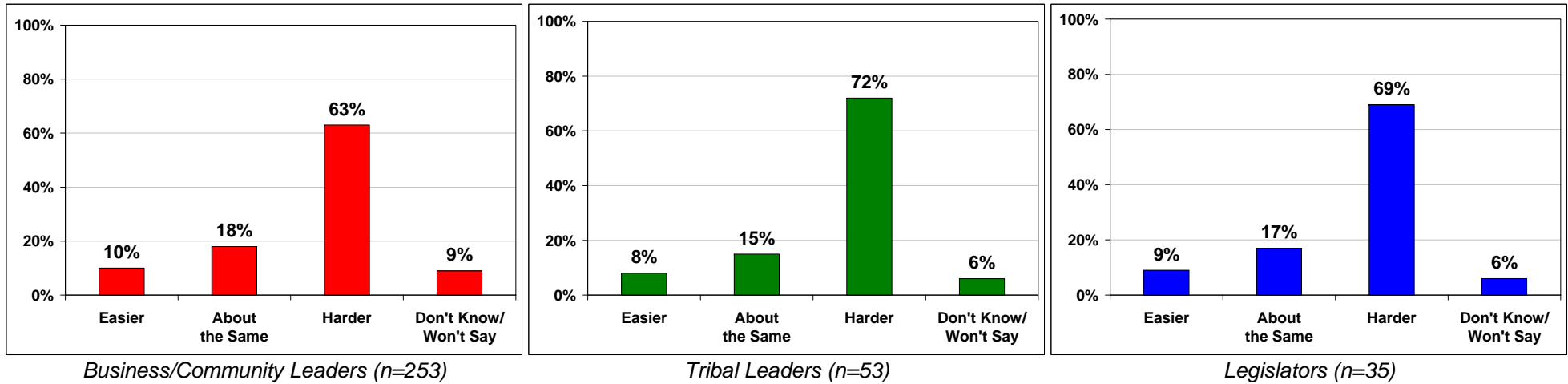
Significant gaps or differences are also observed among the Tribal Leaders. In fact, the Tribal Leaders have much bigger gaps than do the Business/Community Leaders and Legislators when it comes to availability of parent support programs (-60 percentage points), affordability of early childhood programs (-56 percentage points), and childhood nutrition (-53 percentage points).

LEGISLATORS

As previously noted, the Legislators are less apt than others to view each issue as being a serious problem and are more likely to believe the state is doing a good job in addressing each issue. Thus, the gaps are much smaller among the Legislators than they are for others. In some cases, such as the general health of children and Pre-K education, there is a higher percentage of Legislators who feel the state is doing a good job than the percentage who feel it is a serious problem.

That being said, there is clearly a perceived need to address children's academic performance (-68), quality of parenting (-65), child poverty (-62), and parental involvement in education (-60) given the perceived differences between the seriousness of the problem and how well it is perceived as being addressed.

Level of Difficulty in Parenting of Young Child in New Mexico Today Versus 10 Years Ago



BUSINESS/COMMUNITY LEADERS

As shown above, 63% of the Business/Community Leaders surveyed feel it is harder being the parent of a child (five years of age or younger) today than it was 10 years ago, while just 10% feel it is easier today and 18% say it is about the same.

TRIBAL LEADERS

Approximately three-quarters (72%) of the Tribal Leaders surveyed feel it is harder being the parent of a child today than it was it was 10 years ago, while 8% feel it is easier today and 15% say it is about the same.

LEGISLATORS

Approximately seven-in-ten of the Legislators surveyed (69%) also feel it is harder being the parent of a child today than it was 10 years ago, while 9% feel it is easier today and 17% say it is about the same.

Underlying Reasons for Believing It Is Easier/More Difficult Being a Parent Today

*AMONG THOSE WHO HAVE AN OPINION ABOUT BEING A PARENT OF A YOUNG CHILD 5 YEARS OR YOUNGER
TOP 6 UNAIDED RESPONSES*

	<i>Business/ Community Leaders Responses (n=229)</i>		<i>Tribal Leaders Responses (n=50)</i>		<i>Legislators Responses (n=33)</i>
Both parents working	29%	Weak economy	26%	Loss of extended family	21%
Weak economy	17%	Lack of time to spend with children	16%	Weak economy	18%
Lack of time to spend with children	14%	Parents getting younger	14%	Both parents working	15%
More single-parent households	10%	Affordability/cost	10%	Lack of time to spend with children	12%
Have more distractions (internet/text/technology)	10%	No difference/no changes	10%	Affordability/cost	12%
No difference/no changes	7%	Lack of parent support services	10%	More health/social services available	9%

BUSINESS/COMMUNITY LEADERS

When asked in an unaided, open-ended manner to give the reasons for their opinion regarding the difficulty or ease of being a parent today, 29% of the respondents mention that it is harder because both parents are working, while 17% cite the weak economy, 14% mention the lack of time to spend with children, 10% mention more single-parent households, and another 10% say there are more distractions today.

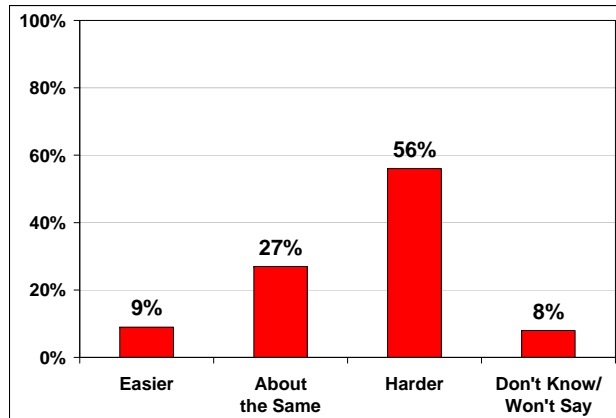
TRIBAL LEADERS

The plurality of Tribal Leaders (26%) cite the weak economy as one of the reasons for it being hard to be a parent today, while 16% mention the lack of time parents have to spend with their children and 14% mention that parents are getting younger.

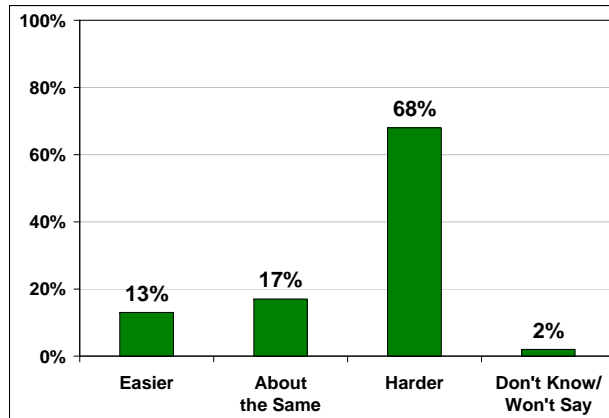
LEGISLATORS

The Legislators are most apt to mention the loss of extended family (21%) as the reason for it being harder to be a parent today, while 18% mention the weak economy, 15% mention both parents having to work, 12% cite a lack of time to spend with children, and another 12% mention affordability/cost.

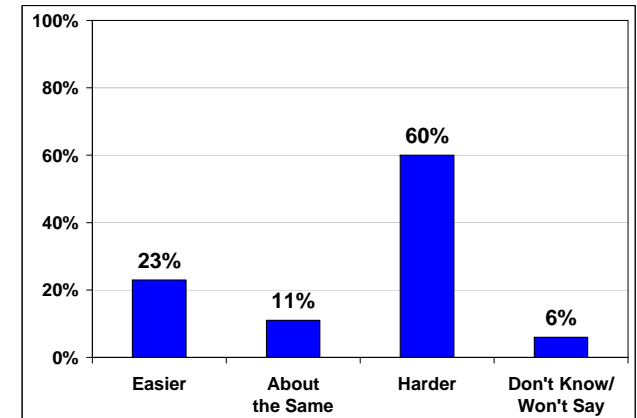
Level of Difficulty in Being a Child in New Mexico Today Versus 10 Years Ago



Business/Community Leaders (n=253)



Tribal Leaders (n=53)



Legislators (n=35)

The majority of Business/Community Leaders (56%) also believe that it is harder being a young child (five years or younger) today than it was 10 years ago, while just 9% feel it is easier today and 27% say it is about the same.

The Tribal Leaders (68%) and Legislators (60%) are more apt than the Business/Community Leaders to say it is harder being a young child today than it was 10 years ago.

Underlying Reasons for Believing it is Easier/More Difficult Being a Child Today

*AMONG THOSE WHO HAVE AN OPINION ABOUT BEING A YOUNG CHILD 5 YEARS OR YOUNGER
TOP 6 UNAIDED RESPONSES*

	<i>Business/ Community Leaders Responses (n=234)</i>		<i>Tribal Leaders Responses (n=52)</i>		<i>Legislators Responses (n=33)</i>
Both parents working	19%	Few community services to support families	21%	Early care programs available	30%
More single-parent families	11%	More access to technology	15%	More single-parent families	27%
No difference/no changes	10%	Both parents working	12%	More stressful	24%
Lack of time to spend with children/parental involvement	8%	No difference/no changes	12%	More entertainment options	15%
More stressful	8%	More single-parent families	8%	Child care available	15%
Economy: weak/more difficult	8%	Poor quality of education	8%	Both parents working	12%

BUSINESS/COMMUNITY LEADERS

When asked in an unaided, open-ended manner to give the reasons for their opinion, 19% of respondents say it is tougher being a child because both parents are working, while 11% say there are more single-parent households, 8% cite a lack of time to spend with children, 8% say it is more stressful today, and another 8% mention the weak economy.

Ten percent say there is no difference being a young child today compared to ten years ago.

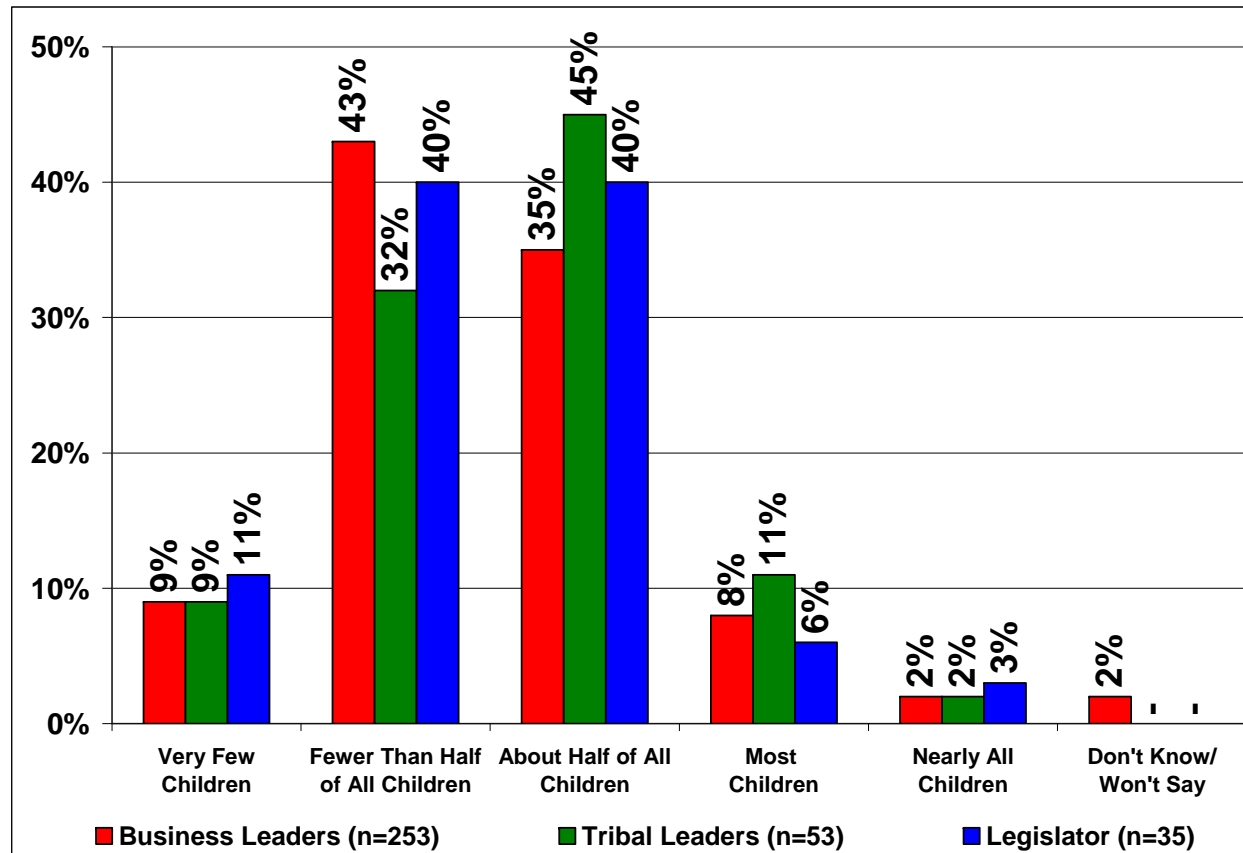
TRIBAL LEADERS

The Tribal Leaders are most apt to mention few community services to support families as the reason why it is harder being a child today (21%), while 15% mention access to technology.

LEGISLATORS

Many of the Legislators (30%) mention the availability of early care programs as a reason why it is actually easier or about the same being a child today when compared to 10 years ago. However, 27% say it is harder because there are more single-parent families, while 24% say it is more stressful today.

Proportion of Children in New Mexico Who Begin Kindergarten and 1st Grade with the Skills They Need



BUSINESS/COMMUNITY LEADERS

Business/Community Leaders were asked what proportion of the children in New Mexico they believe start Kindergarten and 1st Grade prepared with the skills they need to do their best in school (respondents were read categories). Nine percent of the Business/Community Leaders believe that very few children are prepared adequately, while 43% believe that less than half are prepared. Another 35% believe that about half of the children in New Mexico are adequately prepared.

Just 10% of the Business/Community Leaders surveyed believe that most or nearly all of New Mexico's children are adequately prepared to begin elementary school.

TRIBAL LEADERS

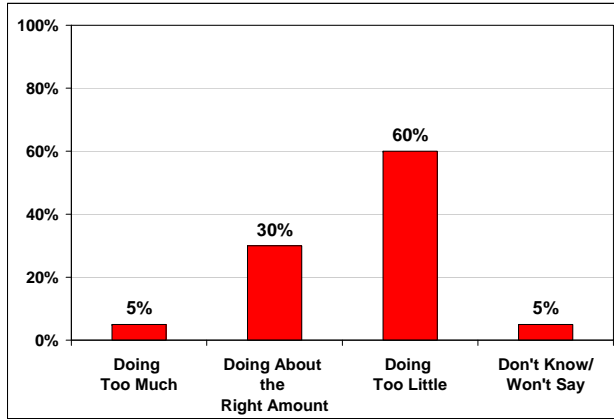
Nine percent of the Tribal Leaders also believe that very few children are prepared adequately for elementary school, while 32% believe that fewer than half are prepared. The plurality of Tribal Leaders (45%) believe that about half of the children in New Mexico are adequately prepared for 1st Grade.

Just 13% of the Tribal Leaders surveyed believe that most or nearly all of New Mexico's children are adequately prepared for 1st Grade.

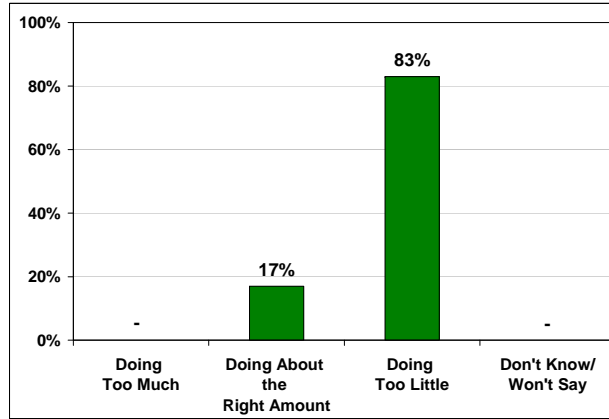
LEGISLATORS

Just over half of the Legislators believe that either very few (11%) or fewer than half (40%) of the children entering Kindergarten in New Mexico are adequately prepared, while 40% believe that about half of all children are prepared and just 9% feel most, if not all children in the state are adequately prepared to enter Kindergarten and 1st Grade.

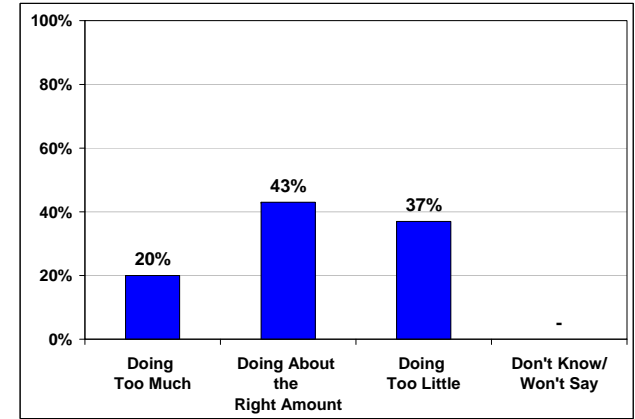
Overall Opinion of How Much New Mexico is Doing to Ensure Children Enter Kindergarten Prepared with the Skills They Need



Business/Community Leaders (n=253)



Tribal Leaders (n=53)



Legislators (n=35)

BUSINESS/COMMUNITY LEADERS

Three-fifths of the Business/Community Leaders surveyed feel State Government in New Mexico is doing too little to ensure that children enter Kindergarten prepared with the skills they need to do their best in school, while 30% believe the State Government is doing enough and just 5% say it is doing too much.

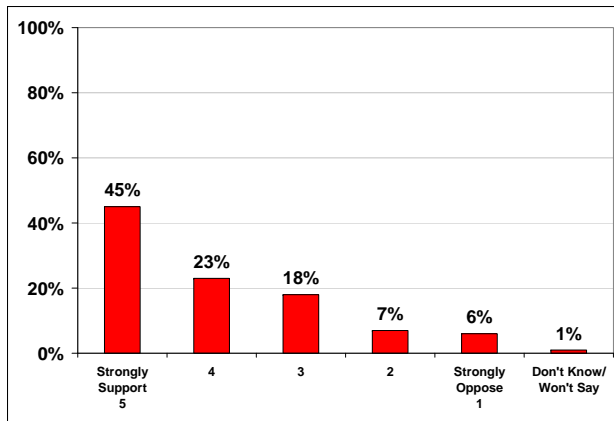
TRIBAL LEADERS

The Tribal Leaders are far more likely than others to believe State Government is doing too little to ensure that children enter Kindergarten with the skills they need (83%). None of the Tribal Leaders surveyed believe the State Government is doing too much.

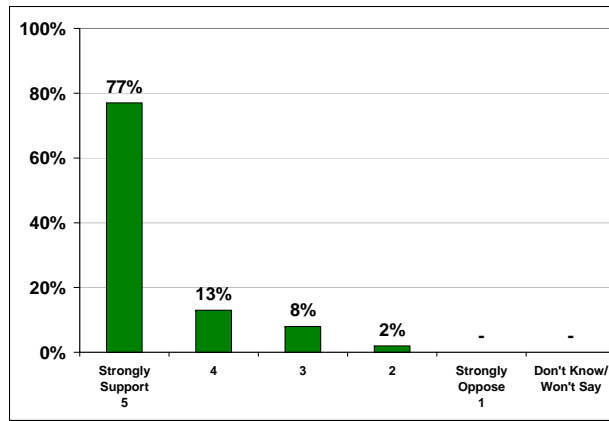
LEGISLATORS

The Legislators surveyed have a bit of a different perspective on this matter as the plurality (43%) believe that State Government is doing about the right amount to ensure children are prepared to do their best when entering school, while 37% believe that too little is being done and 20% believe the state is doing too much.

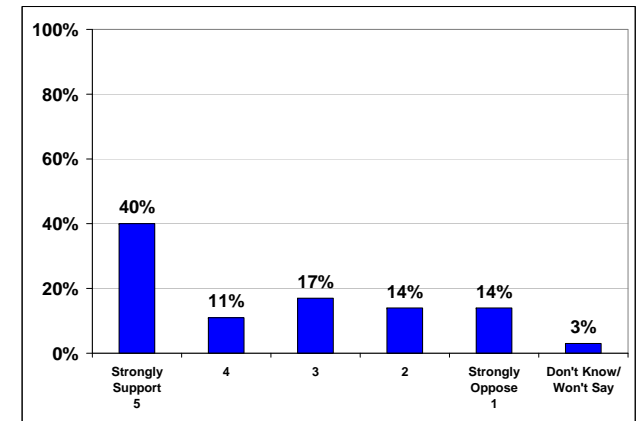
Support or Oppose the State of New Mexico Dedicating More Funds to Early Childhood Programs



Business/Community Leaders (n=253)
Mean †: 4.0



Tribal Leaders (n=53)
Mean †: 4.7



Legislators (n=35)
Mean †: 3.5

The survey respondents were asked to rate how strongly they either support or oppose the State of New Mexico dedicating more funds to early childhood programs using a 5-point scale where 5 is *strongly support* and 1 is *strongly oppose*.

BUSINESS/COMMUNITY LEADERS

As shown above, approximately two-thirds (68%) of the Business/Community Leaders say they support dedicating more funds to early childhood programs as indicated by a score of 4 or 5, with 45% who *strongly support* the idea. Just 13% of the Business/Community Leaders surveyed say they are opposed.

TRIBAL LEADERS

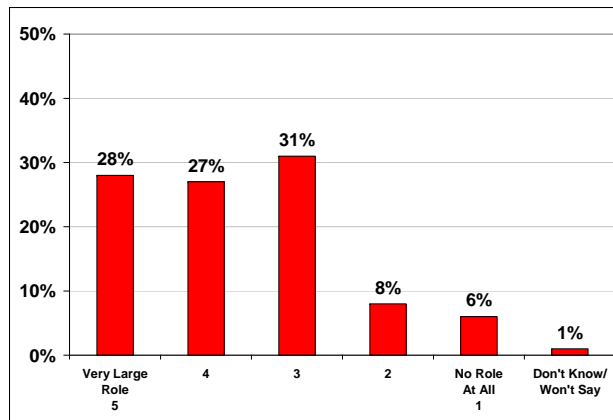
Nine-in-ten Tribal Leaders say they are supportive of the State of New Mexico dedicating more funds to early childhood programs with 77% saying they *strongly support* such measures.

LEGISLATORS

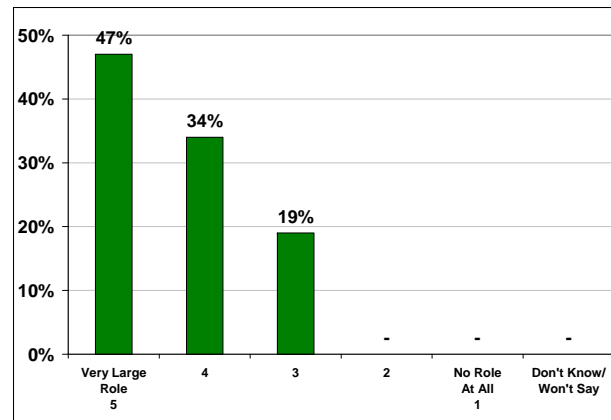
While approximately half (51%) of the Legislators say they support dedicating more state funds for early childhood programs, 28% are opposed and 17% have mixed or neutral feelings

† The mean score is derived by taking the average score based on the 5-point scale. The *Strongly Support* response is assigned a value of 5; the *Strongly Oppose* response is assigned a value of 1. The *Don't Know/Won't Say* responses are excluded from the calculation of the mean.

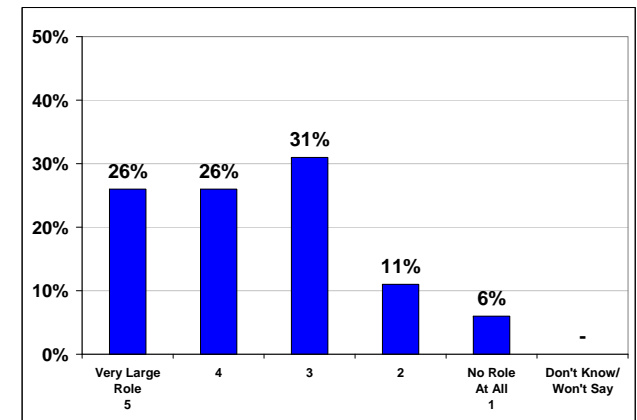
Role the Businesses in the Private Sector Should Play in Supporting Early Childhood Development Programs



Business Leader (n=253)
Mean †: 3.6



Tribal Leaders (n=53)
Mean †: 4.3



Legislators (n=35)
Mean †: 3.5

The survey respondents were also asked to express how much of a role they believe businesses in the private sector should play in supporting early childhood programs using a 5-point scale where 5 is a *very large role* and 1 is *no role at all*.

BUSINESS/COMMUNITY LEADERS

As shown above, the majority (55%) of Business/Community Leaders indicate that businesses in the private sector should play a large role (a score of 4 or 5), with 28% saying they should play a *very large role* in early childhood programs. Fourteen percent of the respondents believe that business in the private sector should play a small role/no role at all (a score of 1 or 2). Many of the Business/Community Leaders (31%) give a rating of 3, indicating a moderate role.

TRIBAL LEADERS

Over four-fifths (81%) of the Tribal Leaders believe private businesses should play a large role in supporting early childhood programs with 47% saying they should play a *very large role*.

LEGISLATORS

Approximately half (52%) of the Legislators believe private businesses should play a large role in supporting early childhood programs through employee programs, though 17% believe private business should play a small role or no role at all.

† The mean score is derived by taking the average score based on the 5-point scale. The *Very Large Role* response is assigned a value of 5; the *No Role At All* response is assigned a value of 1. The *Don't Know/Won't Say* responses are excluded from the calculation of the mean.

Types of Early Childhood Programs, Services or Family Policies That Businesses Are Able to Provide Their Employees and Children

TOP 7 UNAIDED RESPONSES

	<i>Business/ Community Leaders (n=253)</i>		<i>Tribal Leaders (n=53)</i>		<i>Legislators (n=35)</i>
Flexible hours	35%	Day care	45%	Flexible hours	51%
Day care	29%	Flexible hours	36%	Day care	23%
Time off to attend parent-counselor/teacher conferences	17%	After school programs	21%	Time off to attend parent-counselor/teacher conferences	20%
Health insurance/medical benefits/dental/vision	9%	Health insurance/medical benefits/dental/vision	19%	Information about parent resources	9%
Flexible savings plan for day care/child care services	9%	Flexible savings plans for day care/child care services	17%	Not business responsibility to provide programs	9%
Time off to volunteer at school	7%	Information about parent resources	9%	After school programs	6%
Don't know/won't say	8%	Don't know/won't say	8%	Don't know/won't say	6%

BUSINESS/COMMUNITY LEADERS

The Business/Community Leaders were asked in an unaided, open-ended manner what types of early childhood programs, services or family friendly policies they believe businesses are best able to provide for their employees and children. As shown above, flexible hours (35%) is mentioned most frequently, followed by day care (29%), and time off to attend parent teacher/counselor conferences (17%). Other programs/services that could be offered include health/dental insurance (9%), flexible savings plans for day care (9%), and time off to volunteer at school (7%).

TRIBAL LEADERS

The Tribal Leaders are most apt to suggest day care (45%) as an early childhood service that businesses are best able to provide to their employees, while 36% mention flexible hours, 21% suggest after school programs, 19% mention health/medical insurance, and 17% mention flexible savings plans for day care services.

LEGISLATORS

The Legislators are most apt to mention flexible hours (51%) as a service/program private businesses can offer their employees, while day care (23%), and time off to attend parent teacher/counselor meetings (20%) are also frequently mentioned.

Motivations in the Business Community to Become Involved In Early Childhood Programs or Influence Elected Officials To Do So

TOP 6 UNAIDED RESPONSES

	<i>Business/ Community Leaders (n=253)</i>		<i>Tribal Leaders (n=53)</i>		<i>Legislators (n=35)</i>
Tax/financial incentives/breaks	24%	Educating/informing bus. about benefits of childhood programs	38%	Educating/informing bus. about benefits of childhood programs	57%
Educating/informing bus. about benefits of childhood programs	21%	Tax/financial incentives/breaks	21%	Understanding the return on investment	26%
Understanding impact to future workforce	15%	Understanding the return on investment	13%	Understanding impact to future workforce	26%
Understanding the return on investment	13%	Understanding impact to future workforce	11%	Parental responsibilities not government/businesses	20%
Increasing employee satisfaction/morale	7%	Seeing how other Business/Community Leaders are involved	11%	Tax/financial incentives/breaks	11%
Don't know/won't say	12%	Don't know/won't say	8%	Seeing how other Business/Community Leaders are involved	6%

BUSINESS/COMMUNITY LEADERS

The Business/Community Leaders were also asked in an unaided, open-ended manner what they believe would motivate the business community to become more involved in early childhood programs or influence elected officials to do so. Approximately one-quarter (24%) of the respondents mention tax breaks/financial incentives, while 21% suggest educating/informing businesses about the benefits of childhood programs. Other frequently mentioned suggestions include understanding the impact for the future workforce (15%), understanding the return on investment (13%), and increasing employee satisfaction/morale (7%).

TRIBAL LEADERS

Approximately two-fifths (38%) of the Tribal Leaders suggest educating/informing businesses about the benefits of childhood programs as something to motivate businesses to become involved in while 21% mention tax/financial breaks.

LEGISLATORS

The majority (57%) of Legislators say educating/informing businesses about the benefits of early childhood programs would motivate them to become more involved, while 26% mention understanding the return on their investment, another 26% cite understanding the impact to the future workforce, and 20% say it is the parent's responsibility, not that of government or business.

Awareness of Early Childhood Programs in the Community (Summary Table)			
<i>Ranked by Highest Percentage "Yes" Among Business/Community Leaders</i>			
	Yes	No	Don't Know/ Won't Say
Pre-K Education Programs			
Business/Community Leaders (n=253)	81%	14%	5%
Tribal Leaders (n=53)	87%	13%	-
Legislators (n=35)	91%	6%	3%
Programs Designed for At-Risk Children			
Business/Community Leaders (n=253)	77%	19%	4%
Tribal Leaders (n=53)	64%	32%	4%
Legislators (n=35)	86%	9%	6%
Parenting Instruction Programs			
Business/Community Leaders (n=253)	53%	39%	8%
Tribal Leaders (n=53)	55%	42%	4%
Legislators (n=35)	71%	20%	9%
Home Visitation Programs for Young Children			
Business/Community Leaders (n=253)	43%	46%	11%
Tribal Leaders (n=53)	51%	40%	9%
Legislators (n=35)	83%	11%	6%

BUSINESS/COMMUNITY LEADERS

The Business/Community Leaders were asked if they are aware if various childhood programs/services are available in their community. As shown above, approximately four-fifths (81%) are aware of Pre-K programs in their community and 77% are aware of programs designed for at-risk children. Just over half (53%) are also aware of parenting instruction programs in their community, though just 43% are aware of home visitation programs for young children. It should be noted that Business/Community Leaders in the Northwest are least apt to be aware of home visitation programs (27%)

TRIBAL LEADERS

The vast majority (87%) of Tribal Leaders say they are aware of Pre-K education programs in their community and 64% are aware of programs designed for at-risk youth. In comparison, 55% are aware of parenting instruction programs and 51% are aware of local home visitation programs for young children.

LEGISLATORS

Ninety-one percent of the Legislators say they are aware of Pre-K education programs in their community, while 86% are aware of programs designed for at-risk youth, 83% are aware of local home visitation programs for young children, and 71% are aware of parenting instruction programs in their community.

Importance of Various Goals to Ensure Children in New Mexico Begin Kindergarten Ready to Do Their Best (Summary Table)							
<i>Ranked by Highest Percentage "Very Important" Among Business/Community Leaders</i>							
	Very Important 5	4	3	2	Not At All Important 1	Don't Know/ Won't Say	Mean †
Making sure that parents of infants and young children have access to information about caring for and teaching their children Business/Community Leaders (n=253)	83%	10%	5%	*	1%	1%	4.8
	Tribal Leaders (n=53)	81%	15%	4%	-	-	4.8
	Legislators (n=35)	80%	11%	9%	-	-	4.7
Making pre-kindergarten programs voluntary and accessible to all 4 year old children Business/Community Leaders (n=253)	61%	23%	10%	1%	2%	2%	4.4
	Tribal Leaders (n=53)	75%	19%	6%	-	-	4.7
	Legislators (n=35)	51%	40%	6%	3%	-	4.4

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Very Important response is assigned a value of 5; the Not At All Important response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

All of the Leaders surveyed were asked to rate the importance of various goals to ensure that children in New Mexico begin Kindergarten ready to do their best, using a 5-point scale where 5 is *very important* and 1 is *not at all important*.

BUSINESS/COMMUNITY LEADERS

As shown above, 93% of the Business/Community Leaders believe that **making sure that parents of infants and young children have access to information about caring for and teaching their children** is important as indicated by a score of 4 or 5. In fact, 83% of the Business/Community Leaders surveyed feel this is *very important*.

Over four-fifths (84%) of the Business/Community Leaders feel **making pre-kindergarten programs voluntary and accessible to all four year old children** is an important goal (61% say it is *very important*).

TRIBAL LEADERS

The vast majority (96%) of Tribal Leaders feel that **making sure that parents of infants and young children have access to information about caring for and teaching their children** is an important goal (81% say it is *very important*). Ninety-four percent also believe **making pre-kindergarten programs voluntary and accessible to all four year old children** is important.

LEGISLATORS

Approximately nine-in-ten (91%) of the Legislators believe that **making sure that parents of infants and young children have access to information about caring for and teaching their children** is an important goal with 80% who say it is *very important*.

While 91% of the Legislators also believe **making pre-kindergarten programs voluntary and accessible to all four year old children** is important they are less inclined than the others to feel this is *very important* (51%).

**Persuasiveness of Reasons for New Mexico to Improve and Provide Funding for Quality Early Childhood Programs:
(Summary Table)**

Ranked by Highest Percentage "Very Convincing" Among Business/Community Leaders

	Very Convincing 5	4	3	2	Not At All Convincing 1	Don't Know/ Won't Say	Mean †
Ninety percent of children's brain growth occurs before age five. By taking advantage of this important development opportunity, children are more likely to be prepared for learning when they start school and therefore less likely to require expensive remediation							
Business/Community Leaders (n=253)	58%	24%	11%	4%	1%	2%	4.4
Tribal Leaders (n=53)	55%	26%	15%	-	2%	2%	4.3
Early childhood programs are a good investment because when children succeed in school, they succeed in life and don't require expensive social programs as adults							
Business/Community Leaders (n=253)	55%	22%	17%	3%	2%	2%	4.3
Tribal Leaders (n=53)	49%	25%	23%	4%	-	-	4.2
Studies show that children who participate in quality early childhood program are less likely to drop out of high school or become pregnant as teenagers than are children who do not participate in these programs							
Business/Community Leaders (n=253)	53%	22%	14%	4%	4%	2%	4.2
Tribal Leaders (n=53)	51%	15%	25%	4%	4%	2%	4.1
In the long term, early childhood programs benefit businesses by creating a better workforce							
Business/Community Leaders (n=253)	51%	23%	17%	4%	3%	1%	4.2
Tribal Leaders (n=53)	45%	26%	17%	11%	-	-	4.1
Quality early childhood programs help to attract new businesses to the state by creating a better workforce							
Business/Community Leaders (n=253)	38%	25%	24%	7%	5%	2%	3.8
Tribal Leaders (n=53)	47%	25%	23%	4%	-	-	4.2
Law enforcement officials across the country say that children who attend pre-kindergarten are less likely to get involved in crime as juveniles and are less likely to commit violent crimes as adults							
Business/Community Leaders (n=253)	33%	28%	22%	7%	7%	3%	3.8
Tribal Leaders (n=53)	45%	19%	25%	8%	4%	-	3.9

† The mean score is derived by taking the average score based on the 5-point scale. The Very Convincing response is assigned a value of 5, the Not At All Convincing response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

The Business/Community Leaders and Tribal Leaders were asked to rate the persuasiveness of various reasons people have given for why it is important for New Mexico to improve and provide funding for quality early childhood programs using a 5-point scale where 5 is *very convincing* and 1 is *not at all convincing*.

Just over four-fifths of the Business/Community Leaders (82%) and Tribal Leaders (81%) find it convincing to argue that **90% of children's brain growth occurs before the age of five and by taking advantage of this important development opportunity, children are more likely to be prepared for learning when they start school and therefore less likely to require extensive mediation.**

It is interesting to note that among the Business/Community Leaders, women are much more likely than men to say this is *very convincing* (67% and 51%, respectively).

Just over three-quarters (77%) of the Business/Community Leaders and 74% of the Tribal Leaders find it convincing to say **early childhood programs are a good investment because when children succeed in school they succeed in life and don't require extensive social programs as adults.**

Three-quarters of the Business/Community Leaders and 66% of the Tribal Leaders feel it is convincing to point out that **studies have shown that children who participate in quality early childhood programs are less likely to drop out of high school or become pregnant as teenagers than are children who do not participate in these programs.**

Nearly three-quarters (74%) of the Business/Community Leaders and 71% of Tribal Leaders also feel it is convincing to argue that **in the long term, early childhood programs benefit businesses by creating a better workforce.**

Over three-fifths (63%) of the Business/Community Leaders and 72% of Tribal Leaders feel it is convincing to say **quality early childhood programs help to attract new businesses to the state by creating a better workforce.**

Approximately three-fifths of the Business/Community Leaders (61%) and Tribal Leaders (64%) feel it is convincing to inform people that **law enforcement officials across the country say that children who attend pre-K are less likely to get involved in crime as juveniles and are less likely to commit violent crimes as adults**, though just 33% of Business/Community Leaders say this is *very convincing*.

Support for Early Childhood Funding Sources (Summary Table)

Ranked by Highest Percentage of "Strongly Support" Among Business/Community Leaders

	<i>Strongly Support</i> 5	4	3	2	<i>Strongly Oppose</i> 1	<i>Don't Know/ Won't Say</i>	<i>Mean †</i>
Offering tax credits to businesses that develop day care and other early childhood support programs for their employees							
Business/Community Leaders (n=253)	61%	23%	11%	1%	4%	1%	4.4
Tribal Leaders (n=53)	74%	19%	6%	2%	-	-	4.6
Legislators (n=35)	34%	37%	14%	9%	6%	-	3.9
Increase taxes on alcoholic beverages							
Business/Community Leaders (n=253)	43%	20%	16%	9%	12%	1%	3.7
Tribal Leaders (n=53)	64%	17%	17%	-	2%	-	4.4
Legislators (n=35)	29%	14%	11%	14%	31%	-	2.9
Dedicate a portion of the royalties collected from the oil, natural gas, and mining industries							
Business/Community Leaders (n=253)	34%	23%	22%	9%	11%	1%	3.6
Tribal Leaders (n=53)	66%	19%	13%	2%	-	-	4.5
Legislators (n=35)	23%	20%	9%	9%	40%	-	2.8
Using a portion of the royalties collected from state lands leased for renewable energy sources such as wind and solar farms							
Business/Community Leaders (n=253)	33%	27%	21%	7%	11%	1%	3.7
Tribal Leaders (n=53)	42%	25%	25%	4%	4%	2%	4.0
Legislators (n=35)	17%	17%	20%	9%	37%	-	2.7
Create flexible spending credits for early childhood services							
Business/Community Leaders (n=253)	31%	33%	19%	5%	3%	8%	3.9
Tribal Leaders (n=53)	43%	28%	19%	2%	-	8%	4.0
Legislators (n=35)	20%	23%	20%	14%	9%	14%	3.4

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

**Support for Early Childhood Funding Sources
(Summary Table) (continue)**

Ranked by Highest Percentage of "Strongly Support" Among Business/Community Leaders

	<i>Strongly Support</i> 5	4	3	2	<i>Strongly Oppose</i> 1	<i>Don't Know/ Won't Say</i>	<i>Mean †</i>
Dedicate a percentage of the proceeds from interest collected on New Mexico's Permanent Fund							
Business/Community Leaders (n=253)	26%	26%	24%	7%	10%	6%	3.5
Tribal Leaders (n=53)	36%	28%	26%	2%	2%	6%	4.0
Legislators (n=35)	23%	14%	6%	11%	46%	-	2.6
Reallocate and prioritize current funding from other state programs to early childhood programs							
Business/Community Leaders (n=253)	25%	23%	33%	13%	5%	1%	3.5
Tribal Leaders (n=53)	32%	30%	30%	6%	2%	-	3.8
Legislators (n=35)	14%	17%	26%	17%	23%	3%	2.8
Initiate a bond issue							
Business/Community Leaders (n=253)	14%	17%	29%	16%	23%	1%	2.8
Tribal Leaders (n=53)	32%	28%	34%	4%	2%	-	3.8
Legislators (n=35)	17%	11%	11%	14%	40%	6%	2.5
Increase local property tax assessments							
Business/Community Leaders (n=253)	10%	19%	28%	16%	27%	1%	2.7
Tribal Leaders (n=53)	9%	17%	43%	8%	23%	-	2.8
Legislators (n=35)	11%	-	17%	17%	54%	-	2.0

† The mean score is derived by taking the average score based on the 5-point scale. The *Strongly Support* response is assigned a value of 5; the *Strongly Oppose* response is assigned a value of 1. The *Don't Know/Won't Say* responses are excluded from the calculation of the mean.

The Leaders were read various ways in which New Mexico could pay for early childhood programs and services in the state and asked to rate how strongly they support or oppose each one using a 5-point scale where 5 is *strongly support* and 1 is *strongly oppose*.

BUSINESS/COMMUNITY LEADERS

Offering tax credits to businesses that develop day care and other early childhood support programs for their employees receives the most enthusiasm as 84% of the Business/Community Leaders say they are supportive (a score of 4 or 5) with 61% saying they *strongly support* the idea.

The majority of Business/Community Leaders also indicate they would be supportive of

- **Increasing taxes on alcoholic beverages** (63%);
- **Using a portion of the royalties collected from state lands leased for renewable energy sources such as wind and solar farms** (60%);
- **Dedicating a portion of the royalties collected from the oil, natural gas, and mining industries** (57%); and
- **Creating flexible spending credits for early childhood services** (64%).

It should be noted however that 43% or less of the Business/Community Leaders *strongly support* any of these measures.

Approximately half of the Business/Community Leaders say they support **dedicating a percentage of the proceeds from interest collected on the New Mexico's Permanent Fund** (52%) or **reallocating and prioritizing current funding from other state programs to early childhood service** (48%).

The Business/Community Leaders are least apt to support a **bond issue** (31%) or **increase local property tax assessments** (29%) as ways to fund early childhood programs or services in the state.

TRIBAL LEADERS

The Tribal Leaders tend to be more supportive of each of the proposed funding measures than are the Business/Community Leaders and Legislators. The Tribal Leaders are most apt to support:

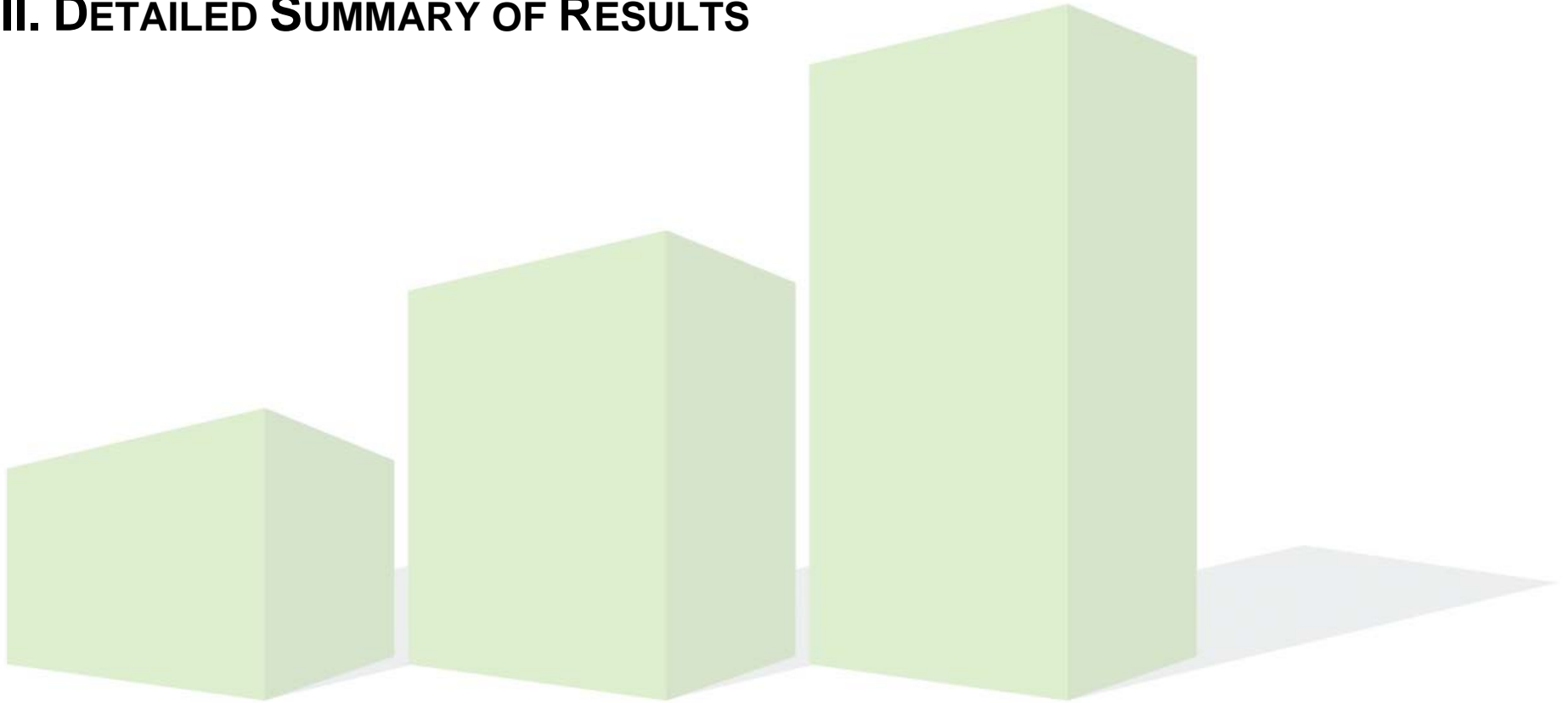
- **Offering tax credits to businesses that develop day care and other early childhood support programs for their employees** (93%);
- **Dedicating a portion of the royalties collected from the oil, natural gas, and mining industries** (85%);
- **Increasing taxes on alcoholic beverages** (81%); and
- **Creating flexible spending credits for early childhood services** (71%).

LEGISLATORS

The Legislators are less likely than the Business and Tribal Leaders to be supportive of the proposed funding measures for early childhood programs. The Legislators are most apt to support **offering tax credits to businesses that develop day care and other early childhood support programs for their employees** (71%).

Forty-three percent of the Legislators or less indicate that they support any of the other measures tested.

II. DETAILED SUMMARY OF RESULTS



Biggest Issues Facing Children in New Mexico

Question 1: What do you feel are the biggest issues facing children in New Mexico?

BUSINESS/COMMUNITY LEADERS

	<u>Total Sample (n=253)</u>		<u>Total Sample (n=253)</u>
Educational system is poor	44%	Engaged parents	1%
Lack of parental involvement/poor skills	25%	Education opportunities/access to quality education	1%
Poverty	18%	Alcoholism	1%
Healthcare	9%	Physical safety	1%
Domestic violence/family problems	7%	Kids not adventurous or creative	1%
Illegal drug use	7%	Kids not free to live/grow up too fast	1%
Decline of family values	6%	Unemployment	1%
Lack of access to all kinds of resources	6%	To be able to stay in their community	1%
Hunger	5%	Lack of training for good jobs	1%
Poor nutrition	4%	Technology bad influence/TV/computers	1%
Obesity	4%	Children are being neglected	1%
Weak economy	4%	Kids need to be in school/learn math and science	1%
More single parents	3%	Crime	1%
Future school funding	3%	Bullying	*
Dropout rate	3%	Pre-term babies	*
Need more early childhood programs	2%	Leadership qualities	*
Teen pregnancy	2%	Communication between the schools and parents	*
Affordable day care	2%	Behavioral health treatment	*
Lack of youth activities	2%	Healthcare coverage or residential day care	*
Social challenges/pressures from society	2%	Political and public will to fund ECDP	*
Job possibilities after school	2%	Liberal government	*
Lack of after school programs	2%	Partisan politics	*
Safe environment	2%	Juvenile justice system	*
Parents not as educated	2%	Lack of support services for special needs programs	*
Deterioration of the family structure/broken families	2%	Lack of child care	*
More Pre-K classes	1%	Both parents working	*
Gangs	1%	DWI rate high	*
Cost of living is high/unreasonable	1%	Lack of community involvement	*
Youth problems	1%	A disconnect between teachers and administrators	*
Abuse: sexual/physical	1%	Suicide	*
Drugs	1%	Divorces	*
Peer pressure	1%		
Young parents	1%	Nothing in particular	*
Communication with the most in need	1%	Don't know/won't say	1%
Class size too big/teacher to student ratio	1%		
Homeless	1%		

* Less than 1% reported.

Note: The sum of the percentage exceeds 100% due to multiple responses.

Perceived Seriousness of Issues Facing New Mexico Children: Early Learning and Preparation for School

Question 2: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **Early learning and preparation for school**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	22%	25%	21%	24%	8%	27%	23%	21%	7%	10%	22%	30%	24%
4	36%	35%	45%	34%	35%	32%	37%	36%	37%	30%	45%	34%	49%
3	28%	26%	24%	27%	43%	27%	28%	29%	40%	39%	21%	30%	22%
2	9%	9%	7%	7%	13%	11%	9%	10%	10%	17%	8%	6%	3%
1 - Not a problem at all	1%	1%	-	2%	3%	-	1%	1%	-	2%	-	-	2%
Don't know/won't say	3%	4%	2%	5%	-	3%	3%	4%	6%	2%	3%	-	-
Mean †	3.7	3.8	3.8	3.7	3.3	3.8	3.7	3.7	3.4	3.3	3.9	3.9	3.9

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: Early Learning and Preparation for School

Question 3: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **Early learning and preparation for school**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	3%	2%	2%	-	8%	3%	3%	3%	6%	-	4%	5%	3%
4	18%	16%	14%	17%	25%	22%	16%	21%	21%	31%	12%	9%	24%
3	38%	41%	29%	37%	45%	38%	39%	38%	40%	37%	30%	46%	38%
2	27%	28%	38%	22%	15%	27%	28%	26%	21%	23%	33%	30%	28%
1 - Not well at all	9%	9%	14%	15%	-	8%	10%	7%	9%	3%	14%	9%	7%
Don't know/won't say	5%	4%	2%	10%	8%	3%	4%	6%	3%	6%	6%	-	-
Mean †	2.8	2.7	2.5	2.6	3.3	2.8	2.7	2.9	2.9	3.0	2.6	2.7	2.9

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Perceived Seriousness of Issues Facing New Mexico Children: Children's Academic Performance

Question 4: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **Children's academic performance**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	38%	44%	43%	34%	28%	32%	36%	42%	28%	27%	37%	52%	23%
4	33%	29%	33%	32%	30%	46%	35%	30%	32%	46%	37%	30%	28%
3	19%	17%	17%	20%	25%	19%	17%	21%	24%	17%	21%	3%	27%
2	7%	6%	7%	10%	15%	-	9%	4%	13%	7%	5%	11%	15%
1 - Not a problem at all	1%	-	-	2%	3%	-	1%	1%	-	2%	-	-	2%
Don't know/won't say	2%	3%	-	2%	-	3%	2%	3%	3%	-	-	3%	4%
Mean †	4.0	4.1	4.1	3.9	3.7	4.1	4.0	4.1	3.8	3.9	4.1	4.3	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: Children's Academic Performance

Question 5: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **Children's academic performance**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	1%	1%	-	2%	3%	-	2%	-	-	-	4%	2%	2%
4	10%	10%	14%	5%	8%	14%	12%	8%	17%	11%	4%	-	14%
3	28%	26%	12%	41%	47%	22%	27%	28%	23%	48%	46%	19%	20%
2	43%	44%	55%	34%	28%	46%	42%	43%	51%	32%	26%	52%	44%
1 - Not well at all	16%	16%	19%	15%	15%	14%	14%	18%	6%	9%	18%	24%	16%
Don't know/won't say	3%	3%	-	2%	-	5%	3%	2%	3%	-	2%	3%	4%
Mean †	2.4	2.3	2.2	2.5	2.6	2.4	2.4	2.3	2.5	2.6	2.5	2.0	2.4

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Perceived Seriousness of Issues Facing New Mexico Children: Child Poverty Level

Question 6: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **Child poverty level**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	45%	51%	43%	46%	32%	43%	39%	53%	56%	31%	28%	46%	47%
4	31%	25%	26%	20%	38%	51%	29%	33%	27%	35%	44%	30%	35%
3	18%	17%	24%	27%	20%	5%	23%	10%	14%	18%	25%	18%	13%
2	6%	6%	7%	7%	8%	-	8%	3%	3%	14%	3%	6%	6%
1 - Not a problem at all	1%	1%	-	-	3%	-	1%	1%	-	2%	-	-	-
Mean †	4.1	4.2	4.0	4.0	3.9	4.4	4.0	4.3	4.4	3.8	4.0	4.2	4.2

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: Child Poverty Level

Question 7: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **Child poverty level**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	1%	1%	-	-	3%	-	1%	-	-	-	4%	-	-
4	10%	10%	2%	15%	25%	5%	9%	12%	3%	16%	6%	18%	2%
3	32%	32%	29%	37%	35%	30%	32%	33%	43%	35%	37%	18%	33%
2	36%	33%	45%	22%	35%	43%	38%	33%	27%	41%	43%	38%	50%
1 - Not well at all	19%	22%	21%	24%	3%	19%	18%	20%	26%	8%	7%	26%	14%
Don't know/won't say	2%	2%	2%	2%	-	3%	2%	2%	-	-	2%	-	-
Mean †	2.4	2.3	2.1	2.4	2.9	2.2	2.4	2.4	2.2	2.6	2.6	2.3	2.2

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Perceived Seriousness of Issues Facing New Mexico Children: General Health of Children

Question 8: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **General health of children**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	19%	20%	21%	20%	17%	14%	20%	18%	21%	17%	13%	11%	27%
4	30%	26%	38%	37%	28%	30%	32%	27%	25%	30%	37%	28%	31%
3	34%	41%	19%	32%	28%	38%	29%	41%	33%	32%	33%	39%	26%
2	11%	9%	10%	5%	28%	11%	14%	8%	14%	15%	17%	19%	9%
1 - Not a problem at all	2%	-	2%	5%	-	5%	1%	3%	-	2%	-	-	3%
Don't know/won't say	4%	4%	10%	2%	-	3%	4%	4%	6%	4%	-	2%	3%
Mean †	3.5	3.6	3.7	3.6	3.4	3.4	3.6	3.5	3.6	3.5	3.5	3.3	3.7

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: General Health of Children

Question 9: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **General health of children**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	2%	1%	-	10%	3%	3%	2%	2%	3%	3%	6%	-	-
4	19%	15%	12%	12%	43%	22%	22%	15%	17%	21%	17%	13%	37%
3	43%	51%	36%	34%	35%	41%	39%	48%	35%	48%	53%	45%	30%
2	25%	24%	40%	24%	20%	19%	28%	21%	35%	20%	20%	28%	23%
1 - Not well at all	6%	5%	2%	12%	-	11%	4%	8%	3%	3%	2%	11%	7%
Don't know/won't say	5%	4%	10%	7%	-	5%	5%	6%	6%	4%	2%	2%	3%
Mean †	2.9	2.8	2.6	2.8	3.3	2.9	2.9	2.8	2.8	3.0	3.1	2.6	3.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Perceived Seriousness of Issues Facing New Mexico Children: Childhood Nutrition

Question 10: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **Childhood nutrition**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	26%	25%	29%	41%	25%	16%	24%	27%	25%	28%	24%	18%	30%
4	35%	34%	43%	27%	28%	41%	34%	37%	45%	34%	26%	36%	28%
3	22%	26%	7%	17%	25%	24%	23%	19%	25%	20%	40%	22%	21%
2	10%	9%	14%	12%	10%	11%	13%	7%	5%	11%	2%	19%	17%
1 - Not a problem at all	2%	2%	-	2%	3%	5%	1%	4%	-	-	-	3%	3%
Don't know/won't say	5%	4%	7%	-	10%	3%	4%	5%	-	7%	8%	2%	-
Mean †	3.7	3.7	3.9	3.9	3.7	3.5	3.7	3.8	3.9	3.8	3.8	3.5	3.7

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: Childhood Nutrition

Question 11: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **Childhood nutrition**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	4%	3%	-	5%	5%	5%	4%	3%	-	7%	4%	2%	7%
4	18%	12%	17%	10%	35%	24%	18%	18%	10%	16%	18%	20%	26%
3	31%	38%	19%	37%	25%	30%	34%	29%	30%	41%	47%	27%	29%
2	31%	37%	40%	17%	20%	24%	29%	33%	52%	19%	10%	37%	19%
1 - Not well at all	10%	4%	14%	27%	8%	14%	12%	8%	4%	12%	10%	8%	19%
Don't know/won't say	6%	6%	10%	5%	8%	3%	4%	9%	3%	5%	10%	4%	-
Mean †	2.7	2.7	2.4	2.5	3.1	2.8	2.7	2.7	2.5	2.9	3.0	2.7	2.8

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Perceived Seriousness of Issues Facing New Mexico Children: Pre-K Education

Question 12: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **Pre-K education**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	18%	16%	17%	17%	15%	27%	19%	17%	13%	12%	10%	21%	28%
4	32%	35%	36%	44%	28%	19%	37%	25%	37%	25%	39%	31%	36%
3	28%	28%	26%	20%	30%	35%	26%	31%	22%	40%	41%	19%	22%
2	11%	9%	12%	7%	17%	11%	9%	13%	17%	11%	10%	16%	7%
1 - Not a problem at all	5%	5%	-	5%	10%	3%	4%	6%	5%	5%	-	8%	6%
Don't know/won't say	6%	6%	10%	7%	-	5%	5%	7%	5%	8%	-	5%	-
Mean †	3.5	3.5	3.6	3.7	3.2	3.6	3.6	3.4	3.4	3.3	3.5	3.4	3.7

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: Pre-K Education

Question 13: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **Pre-K education**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	5%	4%	2%	-	15%	5%	5%	6%	3%	5%	4%	5%	14%
4	23%	19%	21%	22%	35%	22%	23%	21%	29%	26%	37%	14%	19%
3	34%	35%	26%	32%	30%	43%	31%	39%	40%	42%	13%	33%	25%
2	23%	23%	31%	32%	17%	16%	26%	19%	16%	15%	32%	31%	30%
1 - Not well at all	7%	9%	10%	2%	3%	8%	7%	8%	7%	3%	12%	9%	12%
Don't know/won't say	8%	10%	10%	12%	-	5%	8%	7%	5%	10%	2%	8%	-
Mean †	3.0	2.9	2.7	2.8	3.4	3.0	2.9	3.0	3.1	3.2	2.9	2.7	2.9

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Perceived Seriousness of Issues Facing New Mexico Children: Access to Early Childhood Programs

Question 14: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **Access to early childhood programs**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	15%	16%	14%	20%	10%	14%	14%	16%	8%	9%	14%	14%	20%
4	27%	26%	31%	20%	32%	24%	29%	23%	17%	18%	34%	26%	25%
3	29%	30%	26%	39%	30%	22%	27%	32%	43%	34%	30%	26%	32%
2	13%	13%	7%	12%	13%	22%	13%	15%	3%	22%	22%	11%	17%
1 - Not a problem at all	5%	3%	5%	2%	13%	5%	4%	6%	7%	14%	-	3%	6%
Don't know/won't say	11%	12%	17%	7%	3%	14%	13%	9%	22%	2%	-	19%	-
Mean †	3.4	3.4	3.5	3.4	3.2	3.2	3.4	3.3	3.2	2.9	3.4	3.5	3.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: Access to Early Childhood Programs

Question 15: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **Access to early childhood programs**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	5%	4%	2%	2%	13%	3%	4%	5%	3%	7%	4%	5%	6%
4	16%	12%	12%	17%	28%	19%	13%	20%	11%	23%	16%	10%	18%
3	33%	33%	24%	41%	32%	38%	35%	31%	40%	42%	33%	29%	31%
2	26%	30%	36%	17%	22%	16%	25%	27%	16%	24%	21%	31%	37%
1 - Not well at all	8%	8%	10%	12%	-	11%	8%	7%	8%	2%	20%	6%	9%
Don't know/won't say	12%	13%	17%	10%	5%	14%	15%	9%	22%	2%	7%	19%	-
Mean †	2.8	2.7	2.5	2.8	3.3	2.8	2.8	2.9	2.8	3.1	2.6	2.7	2.8

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Perceived Seriousness of Issues Facing New Mexico Children: Affordability of Early Childhood Programs

Question 16: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **Affordability of early childhood programs**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	22%	19%	21%	32%	22%	24%	21%	24%	19%	15%	19%	20%	31%
4	26%	28%	24%	22%	22%	27%	24%	28%	33%	20%	28%	26%	20%
3	21%	23%	19%	22%	30%	14%	22%	21%	28%	24%	18%	22%	29%
2	12%	8%	19%	15%	13%	16%	13%	11%	5%	26%	16%	10%	10%
1 - Not a problem at all	5%	3%	2%	5%	8%	8%	4%	5%	3%	7%	4%	5%	6%
Don't know/won't say	14%	19%	14%	5%	5%	11%	16%	10%	13%	8%	16%	17%	3%
Mean †	3.6	3.7	3.5	3.6	3.4	3.5	3.5	3.6	3.7	3.1	3.5	3.5	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: Affordability of Early Childhood Programs

Question 17: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **Affordability of early childhood programs**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	4%	2%	2%	2%	8%	5%	3%	4%	3%	5%	4%	2%	3%
4	16%	12%	19%	5%	28%	22%	15%	17%	11%	19%	18%	8%	18%
3	31%	29%	24%	51%	30%	32%	36%	25%	35%	43%	38%	31%	48%
2	25%	29%	33%	12%	17%	19%	19%	32%	27%	14%	20%	31%	14%
1 - Not well at all	10%	10%	7%	17%	8%	14%	10%	11%	12%	10%	6%	12%	13%
Don't know/won't say	14%	18%	14%	12%	10%	8%	17%	11%	13%	10%	14%	17%	3%
Mean †	2.7	2.6	2.7	2.6	3.1	2.9	2.8	2.7	2.6	2.9	2.9	2.5	2.8

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Perceived Seriousness of Issues Facing New Mexico Children: Quality of Parenting Skills

Question 18: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **Quality of parenting skills**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	49%	39%	40%	59%	50%	73%	48%	50%	45%	44%	50%	53%	51%
4	29%	31%	40%	27%	28%	14%	34%	22%	24%	27%	44%	28%	33%
3	14%	20%	12%	5%	10%	11%	11%	19%	22%	16%	6%	12%	7%
2	3%	4%	7%	2%	-	-	4%	2%	6%	3%	-	5%	-
1 - Not a problem at all	2%	2%	-	2%	3%	-	2%	1%	-	3%	-	-	5%
Don't know/won't say	4%	3%	-	5%	10%	3%	1%	7%	3%	8%	-	2%	3%
Mean †	4.2	4.0	4.1	4.4	4.4	4.6	4.2	4.3	4.1	4.2	4.4	4.3	4.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: Quality of Parenting Skills

Question 19: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **Quality of parenting skills**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	1%	-	-	5%	3%	-	1%	-	-	3%	-	2%	-
4	5%	8%	-	5%	5%	3%	5%	5%	6%	-	10%	3%	2%
3	20%	22%	17%	22%	20%	19%	23%	16%	21%	17%	19%	19%	33%
2	45%	41%	55%	39%	50%	46%	42%	49%	45%	52%	46%	39%	43%
1 - Not well at all	23%	24%	26%	22%	15%	27%	24%	22%	25%	19%	19%	32%	19%
Don't know/won't say	6%	6%	2%	7%	8%	5%	5%	7%	3%	9%	6%	5%	3%
Mean †	2.1	2.1	1.9	2.3	2.2	2.0	2.1	2.0	2.1	2.1	2.2	2.0	2.2

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Perceived Seriousness of Issues Facing New Mexico Children: Availability of Parent Support Programs

Question 20: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **Availability of parent support programs**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	28%	27%	36%	29%	17%	30%	27%	29%	32%	21%	27%	26%	28%
4	29%	28%	19%	27%	50%	27%	27%	32%	40%	33%	42%	32%	25%
3	21%	20%	26%	17%	22%	16%	22%	18%	15%	30%	16%	13%	26%
2	6%	6%	7%	7%	-	8%	5%	7%	-	-	9%	9%	6%
1 - Not a problem at all	2%	1%	-	5%	5%	-	2%	1%	-	4%	-	2%	3%
Don't know/won't say	15%	17%	12%	15%	5%	19%	16%	13%	13%	12%	6%	17%	11%
Mean †	3.9	3.9	3.9	3.8	3.8	4.0	3.9	3.9	4.2	3.8	3.9	3.9	3.8

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: Availability of Parent Support Programs

Question 21: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **Availability of parent support programs**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	3%	3%	5%	2%	8%	-	5%	1%	3%	2%	4%	8%	3%
4	8%	4%	7%	5%	13%	14%	7%	8%	2%	2%	17%	3%	16%
3	22%	20%	29%	22%	28%	16%	23%	20%	17%	33%	20%	15%	26%
2	33%	37%	26%	32%	43%	24%	29%	39%	39%	40%	32%	34%	28%
1 - Not well at all	18%	18%	21%	20%	8%	24%	19%	18%	26%	10%	17%	20%	16%
Don't know/won't say	15%	17%	12%	20%	3%	22%	17%	14%	13%	13%	10%	19%	11%
Mean †	2.3	2.2	2.4	2.2	2.7	2.2	2.4	2.2	2.0	2.4	2.5	2.3	2.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Perceived Seriousness of Issues Facing New Mexico Children: Parental Involvement in Their Children's Education

Question 22: I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a very serious problem and a score of 1 means it is not a problem at all, please rate how much of problem you feel each issue is: **Parental involvement in their children's education**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very serious problem	50%	47%	45%	54%	38%	70%	52%	48%	48%	34%	65%	51%	59%
4	30%	28%	38%	29%	40%	19%	29%	31%	30%	43%	18%	27%	28%
3	14%	18%	12%	12%	17%	5%	14%	15%	12%	18%	17%	14%	11%
2	3%	3%	5%	5%	3%	-	4%	1%	3%	3%	-	5%	2%
1 - Not a problem at all	1%	1%	-	-	3%	-	1%	1%	-	3%	-	-	-
Don't know/won't say	2%	2%	-	-	-	5%	-	4%	7%	-	-	3%	-
Mean †	4.3	4.2	4.2	4.3	4.1	4.7	4.3	4.3	4.3	4.0	4.5	4.3	4.4

† The mean score is derived by taking the average score based on the 5-point scale. The Very Serious Problem response is assigned a value of 5; the Not a Problem At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Assessment of How Well Each Childhood Issue Is Being Addressed in New Mexico: Parental Involvement in Their Children's Education

Question 23: I am going to read you a list of items that may or may not be an issue facing New Mexico children. Then, using a 5-point scale, where a score of 5 means very well and a score of 1 means not well at all, please rate how well each issue is being addressed in New Mexico: **Parental involvement in their children's education**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very well	*	-	-	-	3%	-	1%	-	-	-	-	2%	-
4	7%	11%	-	12%	3%	5%	10%	4%	3%	9%	8%	6%	8%
3	24%	24%	17%	29%	38%	19%	22%	28%	32%	30%	30%	19%	19%
2	42%	38%	52%	29%	50%	46%	41%	44%	40%	42%	30%	45%	63%
1 - Not well at all	20%	20%	31%	24%	8%	16%	24%	14%	19%	12%	25%	23%	10%
Don't know/won't say	6%	8%	-	5%	-	14%	4%	10%	7%	6%	6%	5%	-
Mean †	2.2	2.3	1.9	2.3	2.4	2.2	2.2	2.2	2.2	2.4	2.2	2.2	2.3

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Very Well response is assigned a value of 5; the Not Well At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Level of Difficulty in Parenting a Young Children in New Mexico Today Versus 10 Years Ago

Question 24: In general, would you say it is easier, about the same, or harder being a parent of a young child 5 years old or younger in New Mexico today than it was ten years ago?

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
Easier	10%	8%	10%	2%	15%	16%	9%	11%	12%	9%	19%	14%	-
About the same	18%	25%	12%	12%	15%	14%	24%	10%	14%	13%	26%	24%	23%
Harder	63%	56%	67%	83%	68%	59%	60%	66%	58%	72%	48%	60%	73%
Don't know/won't say	9%	12%	12%	2%	3%	11%	7%	12%	15%	5%	6%	2%	4%

Underlying Reasons for Believing It Is Easier/More Difficult Being a Parent Today

AMONG THOSE WHO HAVE AN OPINION ABOUT BEING A PARENT OF A YOUNG CHILD 5 YEARS OR YOUNGER

Question 25: Why do you feel this way?

BUSINESS/COMMUNITY LEADERS

	Total Responses (n=229)		Total Responses (n=229)		Total Responses (n=229)
Both parents working	26%	Availability of jobs	1%	Lack of funding for programs	*
Weak economy	17%	More/increased poverty	1%	Bullying issues	*
Lack of time to spend with children	14%	Parents not taking responsibility	1%	Babies are having babies	*
More single-parent households	10%	Children not able to be children	1%	NM has grown somewhat wealthier	*
Have more distractions internet/text/ technology	10%	Domestic violence	1%	Issues are different now	*
No difference/no changes	7%	Gangs	1%	Society is too competitive	*
Lack of parent support services	7%	Affordable childcare	1%	Wages are substandard	*
Access/availability of programs	6%	Unemployment/lack of jobs	1%	Overcrowded schools/classrooms	*
The things kids hear/see on TV	5%	Parental rights have been taken away	1%	Lack of education	*
Lack of quality childcare	5%	Parents aren't given enough support	1%	Same problems	*
Decline in family values	5%	People's attitudes have changed	1%	Same lack of solutions	*
More drugs/drug abuse	5%	We have more technology	1%	Government	*
Affordability/cost	4%	Lack of parenting skills	1%	The laws are strict on child abuse	*
Duties of parenthood have not changed	4%	Young parents	1%	Kids more aware and smarter	*
More health/social services available	4%	Teachers are not allowed to discipline	1%	Services don't reach as far as they need to	*
More societal pressures/distractions	4%	Loss of extended family	1%	Networking support disappearing	*
Hard to access childcare or pre-k programs	3%	Parents not as educated/ challenged technology	1%	Too much government regulations	*
Increase in crimes against children	3%	Higher standard of living	1%	More information available	*
Parents getting younger	3%	Some problems exist	1%	No support programs for special needs children	*
Peer pressure	3%	Too many outside activities	1%	There are too many give away programs available	*
Employers not supportive	2%	More for them to get into	1%	Children having sex at an early age	*
Breakdown of family structure	2%	Lot of opportunities	1%	Less community support	*
More demands on parents	2%	More affordable pre-k programs	1%	Each generation faces its own challenges	*
More support and programs are available	1%	Safety of neighborhood	*		
Society	1%	The job has changed	*		
Education difficulty/change in educational opportunities	1%	No discernable improvement during that time	*	Don't know/won't say	2%
Children not as safe	1%	Transportation for multiple children to multiple places	*		
More awareness of the problems	1%	Affordability of quality programs	*		

* Less than 1% reported.

Note: The sum of the percentage exceeds 100% due to multiple responses.

Level of Difficulty in Being a Young Child in New Mexico Today Versus 10 Years Ago

Question 26: In general, would you say it is easier, about the same, or harder being a young child 5 years old or younger in New Mexico today than it was ten years ago?

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
Easier	9%	4%	5%	10%	10%	22%	11%	6%	13%	7%	13%	15%	11%
About the same	27%	29%	31%	22%	38%	14%	31%	21%	25%	29%	26%	31%	41%
Harder	56%	55%	57%	61%	50%	62%	49%	67%	57%	58%	54%	49%	48%
Don't know/won't say	8%	12%	7%	7%	3%	3%	9%	6%	6%	6%	7%	5%	-

Underlying Reasons for Believing It Is Easier/More Difficult Being a Child Today

AMONG THOSE WHO HAVE AN OPINION ABOUT BEING A PARENT OF A YOUNG CHILD 5 YEARS OR YOUNGER

Question 27: Why do you feel this way?

BUSINESS/COMMUNITY LEADERS

	Total Responses (n=234)		Total Responses (n=234)		Total Responses (n=234)
Both parents working	19%	Childcare available	1%	Lack of quality child care	*
More single-parent families	11%	Parents are too busy/kids must adhere to parent's schedules	1%	Government is family in early childhood development	*
No changes/no difference	10%	Environment changes	1%	No after school programs	*
Lack of time to spend with children/ parental involvement	8%	It is just different/different challenges	1%	Grandparents raising grand kids	*
More stressful	8%	Parents use technology devices to baby sit	1%	Kids are mean	*
Economy: weak/more difficult	8%	Parents not being able to provide adequately	1%	Average age of homeless person is 9 yrs old/bad barometer	*
Poverty	7%	From kid's perspective not much has changed	1%	More prevention programs available	*
More access to technology	7%	Experience	1%	They don't realize the difference	*
Poor quality of education	6%	More access to information	1%	Same lack of solutions	*
Few community services to support families	6%	It hasn't gotten worse	1%	Lack of sense of community	*
Peer pressure	5%	Health concerns/health insurance	1%	Children not allowed to be children/ grow up faster	*
Media pressure/negative influence/TV	5%	They have a lot commitments at an early age/ more expectations	1%	Progressively declining for children	*
Have more distractions/negative influences	5%	Educational difficulty/have to learn faster	1%	Not enough support at schools	*
Increase in crimes against children/abuse	4%	Same problems	1%	The parents care for the child	*
Access/availability of programs	3%	Nutrition insecurity	1%	Fear of crime	*
Children not as safe	3%	A lot more to do/kids have it pretty good	1%	Lost focus on childhood issues more emphasis on survival	*
Society influence/cultural changes	3%	Social challenges	1%	Mandated educational testing	*
Early care programs available	2%	Have extended family/community	1%	There is more awareness	*
Have more resources available	2%	Bullying	1%	More diseases	*
Drug and alcohol abuse	2%	Lack of affordable child care	1%	Children not informed regarding dangers	*
Kids are kids	2%	More goodies for them	1%	Parents unemployed	*
Children are resilient	2%	Way of life is easier	1%	Breakdown of family structure	*
Family support/parents need support	2%	New developments in education/ education opportunities	1%		
More entertainment options	2%	Harder to keep up	1%		
Parenting skills	1%	Gangs	1%	Don't know/won't say	2%
Lack of pre-k programs	1%	Violence at early age	1%		
Divorce rate higher	1%	Urban growth makes it easier to get left behind	*		
Parents not taking responsibility	1%	Less of a support system	*		
Parents have more money	1%	Higher individual standards in other states	*		
Decline in family values	1%				
Parents too young	1%				

* Less than 1% reported.

Note: The sum of the percentage exceeds 100% due to multiple responses.

Proportion of Children in New Mexico Who Begin Kindergarten and 1st Grade With the Skills they Need

Question 28: What proportion of children in New Mexico do you think begin kindergarten and 1st grade prepared with the skills they need to do their best in school: nearly all children, most children, about half of all children, fewer than half of all children, or very few children?

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/ Southwest	Male	Female	Director/ Exec./ Program	Manager	Owner	Pres./ CEO/ CFO	Local Gov't
Nearly all children	2%	-	2%	5%	3%	5%	2%	3%	-	3%	4%	3%	3%
Most children	8%	6%	14%	12%	8%	5%	8%	8%	4%	13%	2%	9%	8%
About half of all children	35%	32%	38%	32%	45%	35%	34%	37%	35%	47%	33%	32%	26%
Fewer than half of all	43%	53%	33%	27%	38%	43%	41%	46%	52%	27%	46%	47%	42%
Very few children	9%	6%	10%	17%	5%	11%	12%	4%	6%	8%	5%	9%	17%
Don't know/won't say	2%	2%	2%	7%	3%	-	3%	2%	3%	2%	10%	-	3%

Overall Opinion of How Much New Mexico is Doing to Ensure Children Enter Kindergarten Prepared With the Skills they Need

Question 29: Overall, do you think the state government in New Mexico is doing too much, about the right amount, or too little to ensure that children enter kindergarten prepared with the skills they need to do their best in school?

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/ Exec./ Program	Manager	Owner	Pres./ CEO/ CFO	Local Gov't
Doing too much	5%	5%	-	2%	15%	3%	7%	3%	10%	6%	8%	3%	6%
Doing about the right amount	30%	27%	21%	37%	38%	38%	30%	31%	22%	39%	26%	28%	32%
Doing too little	60%	63%	69%	56%	47%	54%	59%	61%	62%	54%	66%	66%	62%
Don't know/won't say	5%	4%	10%	5%	-	5%	4%	5%	6%	-	-	3%	-

Support or Oppose the State of New Mexico Dedicating More Funds to Early Childhood Programs

Question 30: Using a 5-point scale where 5 is strongly support and 1 is strongly oppose, please rate your level of support or opposition to the State of New Mexico dedicating more funds to early childhood programs.

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Strongly support	45%	38%	57%	37%	32%	68%	39%	54%	57%	47%	44%	29%	37%
4	23%	27%	29%	17%	22%	14%	24%	21%	23%	15%	22%	41%	21%
3	18%	18%	7%	24%	35%	11%	20%	15%	15%	27%	6%	17%	31%
2	7%	9%	5%	12%	-	5%	7%	6%	2%	5%	11%	5%	3%
1 - Strongly oppose	6%	6%	2%	7%	10%	3%	9%	1%	3%	6%	13%	9%	6%
Don't know/won't say	1%	2%	-	2%	-	-	1%	2%	-	-	4%	-	2%
Mean †	4.0	3.8	4.3	3.6	3.7	4.4	3.8	4.2	4.3	3.9	3.8	3.8	3.8

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Role the Businesses in the Private Sector Should Play in Supporting Early Childhood Development Programs

Question 31: Using a 5-point scale where 5 is very large role and 1 is no role at all, how much of a role do you think businesses in the private sector should play in supporting early childhood programs either through benefits they offer to employees or in their support of programs and services for children?

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very large role	28%	29%	31%	27%	17%	30%	24%	33%	46%	15%	22%	32%	25%
4	27%	29%	38%	20%	17%	27%	30%	24%	26%	17%	33%	28%	26%
3	31%	30%	19%	34%	40%	32%	32%	28%	20%	49%	24%	28%	34%
2	8%	8%	7%	15%	10%	3%	8%	8%	5%	9%	10%	10%	5%
1 - No role at all	6%	2%	5%	5%	15%	8%	4%	7%	3%	10%	7%	2%	10%
Don't know/won't say	1%	2%	-	-	-	-	2%	-	-	-	4%	-	-
Mean †	3.6	3.8	3.8	3.5	3.1	3.7	3.6	3.7	4.1	3.2	3.5	3.8	3.5

† The mean score is derived by taking the average score based on the 5-point scale. The Very Large Role response is assigned a value of 5; the No Role At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Types of Early Childhood Programs, Services or Family Friendly Policies That Businesses Are Able to Provide Their Employees and Children

Question 32: What types of early childhood programs, services, or family friendly policies do you believe businesses are best able to provide for their employees and their children?

BUSINESS/COMMUNITY LEADERS

	<i>Total Sample (n=253)</i>		<i>Total Sample (n=253)</i>		<i>Total Sample (n=253)</i>
Flexible hours	35%	Educating the workforce about		Family have flexible places to work	*
Day care	29%	development/programs for them	1%	Appropriate time off	*
Time off to attend parent-counselor/ teacher conferences	17%	Continued education for parents	1%	Business should state skills sets needed to prepare children	*
Health insurance/medical benefits/ dental/vision	9%	Business not to be involved in this/ not businesses responsibility	1%	Family importance should be part of statement of business	*
Flexible savings-plans for day care/ childcare services	9%	Not business responsibility to provide programs	1%	Schools days off is difficult for parents	*
Time off to volunteer at school	7%	Parenting skills programs	1%	Need spokespersons to put business leaders in role	*
Childcare on site	5%	Bring child to work	1%	A life/work benefit for employees	*
After school programs	5%	Depends on size of business	1%	Volunteers - corporate – people must get involved	*
Scholarships/financial support for programs in schools	4%	Business should be part of the village in preparing children	1%	Improving the libraries - more books	*
Maternity leave	4%	A work at home program	1%	Standardized testing	*
Information about parent resources ⁴	%	Sponsoring youth activities	1%	Better math and science programs	*
Paid time off to deal with family/ children needs	3%	Sponsoring wellness program	1%	Business should help legislate the state programs	*
Benefits: stipend/bonus/grants to pay for day care	3%	Educational support programs	1%	Partial telecommuting	*
Dollar match for programs/funding	2%	Supporting parents	1%	Dollars for doers	*
Paternity leave	2%	Philanthropy support to kids programs	1%	Focus on math and science	*
Better salaries: high cost of living/ education/programs	2%	Support boys and girls clubs	1%	Put on classes or show for parents instruction	*
Time off to participate in activities	2%	On site ECDP programs/pre-school's	1%	Change of work structure for working mothers	*
Nutrition program	2%	Community involvement	1%	Job training	*
Family leave time	2%	Living wage	*	EAP programs	*
Partnership with schools to get involved	1%	State mandate policy for paid sick leave for family	*	Child friendly space at work for children	*
Paid time off	1%	Supporting of programs their kids are in	*	Support for community programs that teach parents & children	*
Time off to participate in child's educational programs	1%	Support the schools	*	Devote time to these programs	*
Job awareness/providing quality jobs	1%	Encourage employees to enroll their children in programs	*	Don't have much to provide	*
Educate parent employees ways to raise children	1%	Boosters clubs for the school	*	Dedicated programs of support at companies but community based	*
Affordable day care	1%	More environmental issues addressed	*	Job sharing	*
		Partnership in community	*		
		Education how to choose child care	*		
		Financial support to non-profit child care centers	*		

* Less than 1% reported.

Note: The sum of the percentage exceeds 100% due to multiple responses.

Types of Early Childhood Programs, Services or Family Friendly Policies That Businesses Are Able to Provide Their Employees and Children *(continued)*

Question 32 (continued): What types of early childhood programs, services, or family friendly policies do you believe businesses are best able to provide for their employees and their children?

BUSINESS/COMMUNITY LEADERS

	<i>Total Sample (n=253)</i>		<i>Total Sample (n=253)</i>		<i>Total Sample (n=253)</i>
Support early childhood development institutions	*	Learning lab for children	*	Partnership with day care centers	*
Bring attention to existing quality programs	*	Subsidized development programs	*	Outside recreation and play ground	*
Tax credits to business to develop programs	*	Don't think they should be mandated	*	Social justice programs	*
Encourage companies to hire parents for tax benefits	*	Family friendly policy	*	Family counseling programs	*
Support single parents	*	Open door policies to discuss personal issues	*	Educated day care teachers	*
Tutoring the employees kids	*	Education opportunities/incentives	*	On snow days stay home with kids	*
Improve awareness of needs of families	*	Just supportive in general/ make accommodations	*	Special groups call 1-800 HELP	*
		Accumulated leave time	*	Don't know/won't say	8%

* Less than 1% reported.

Note: The sum of the percentage exceeds 100% due to multiple responses.

Motivations in the Business Community to Become Involved In Early Childhood Programs or Influence Elected Officials To Do So

Question 33: What do you believe would motivate the business community to become involved in early childhood programs or influence elected officials to do so?

BUSINESS/COMMUNITY LEADERS

	<i>Total Sample (n=253)</i>		<i>Total Sample (n=253)</i>		<i>Total Sample (n=253)</i>
Tax/financial incentives/breaks	24%	Lower health care costs	1%	Convince officials the value of participating in programs	*
Educating/informing bus. about benefits of childhood programs	21%	Partnership training	*	Employees will give greater dedication to these companies	*
Understanding impact to future workforce	15%	Sex education of young children	*	The young children of today could be the future employees	*
Understanding the return on investment	13%	Involvement of law enforcement	*	Lack of training causing societal problems	*
Increasing employee satisfaction/morale	7%	Training; be a good employer	*	Send info home with patients of hospitals	*
Increasing employee retention	3%	Re-numeration	*	Meeting them where they are in their belief about E.C.D.P.	*
Seeing how other Business/Community Leaders are involved	2%	Put info out - ways public can understand it	*	State pay 50% of a "Work/Life Program" employers pay 50%	*
Strong community leadership focusing on community	2%	Don't need to do that	*	Educate them about homelessness/teen pregnancy/etc.	*
Recognition for their contributions/awards	2%	Educating them of the situation	*	Make it personal	*
Levels of education-meet child where they are at	1%	Better economy	*	Focus on technology at an earlier age	*
Getting the story out/if they know or heard about programs	1%	Businesses could give presentations	*	Incentives for employees to have paid time off	*
See statistics for success	1%	Teaching life skills	*	Personal experience	*
Parental responsibilities not government/businesses	1%	Scholarships to graduating seniors	*	Re-allocate resources going elsewhere	*
Government should interact with businesses	1%	Education opportunities if purchase something	*	Must see the inspirational National Dance Institute	*
Understanding the issues facing children and parents	1%	Understanding of long term cost of not investing in kids	*	Economic recovery in general	*
Employees letting employers know important of programs	1%	Bench mark data that shows employee's productivity	*	A Nobel prize winner wrote on high economic impact from ECDP	*
Sponsorships by businesses: events/fund raising	1%	Data that shows support of child's health and education	*	Ensuring a good future work force	*
Allow partnership with schools	1%	Substantial tax credits	*	Better view of government by business community	*
Have faith money is going to the right place	1%	Less stressed employees - more involved in programs	*	More responsible government	*
Their employees would be better employees	1%	An erosion of quality candidates coming out of workforce	*	Need for educated work force	*
Covenant schools-pay more for extra education	1%	Demonstrate an attainment if goals to be reached by kids	*	Data prove it impacts children's success	*
Get involved with non-profit organizations/volunteer	1%	A state or federal subsidizing	*	Tax policies that support it	*
It is an individual choice of business owners	1%	More of a say in the way public policy looks	*	Perry preschool project	*
Gift/fund matching programs	1%	Demonstrate results	*	More involvement with the community	*
Work through Chamber of Commerce	1%	Options offered by government for families/schools/business	*	Educate children on what is required of them	*
		That families are a priority	*		
		Qualifying the benefits of supporting the parents	*		

* Less than 1% reported.

Note: The sum of the percentage exceeds 100% due to multiple responses.

Motivations in the Business Community to Become Involved In Early Childhood Programs or Influence Elected Officials To Do So (continued)

Question 33 (continued): What do you believe would motivate the business community to become involved in early childhood programs or influence elected officials to do so?

BUSINESS/COMMUNITY LEADERS

	<u>Total Sample (n=253)</u>		<u>Total Sample (n=253)</u>		<u>Total Sample (n=253)</u>
Quality in education programs	*	Mandate that monies go to cause for which was intended	*	The results of crime rate down	*
Hear examples of what is and what is not working	*	People need to buy into their community for a better change	*	Funding opportunities	*
Clear show of return on investment	*	Field trips/visits to businesses	*	Mandated government regulation	*
Hard facts and statistics	*	Having employee have more focus	*	Parents to regain control of kids need support by employers	*
See how they would develop a better community	*	They are involved	*	Funding for day care from Lions/Elks/Civitanes	*
Educational campaign	*	Must be advantageous to business	*	A bond issue	*
Future job growth	*	Competition for employees	*	Government support	*
Have a part in developing the curriculum	*	Improving economy	*	If employees have kids make employers get involved	*
Decline academic aptitude of graduates	*	Business should not be involved in this	*	The right thing to do	*
Ability to attract business to the state	*	Productive employees benefits the overall health of company	*	Provide extra curricular activities	*
The fear of not having qualified workforce	*	Attracting better employees	*	General charity to children	*
The deterioration of our economic and social norms	*	Work with school system	*	A desire to help other people to succeed	*
Funding education is better than funding prisons	*	Would not encourage them to do it	*	Don't know/won't say	12%
		The results of education	*		

* Less than 1% reported.

Note: The sum of the percentage exceeds 100% due to multiple responses.

Awareness of Early Childhood Programs in the Community: Pre-K Education Programs

Question 34: Are you aware of any of the following early childhood programs and/or services available in your community? **Pre-K education programs**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/ Southwest	Male	Female	Director/ Exec./ Program	Manager	Owner	Pres./ CEO/ CFO	Local Gov't
Yes	81%	71%	88%	85%	90%	89%	78%	86%	87%	83%	78%	79%	90%
No	14%	25%	5%	10%	5%	8%	17%	11%	10%	10%	16%	18%	10%
Don't know/won't say	5%	4%	7%	5%	5%	3%	5%	4%	3%	7%	5%	3%	-

Awareness of Early Childhood Programs in the Community: Home Visitation Programs for Young Children

Question 35: Are you aware of any of the following early childhood programs and/or services available in your community? **Home visitation programs for young children**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/ Southwest	Male	Female	Director/ Exec./ Program	Manager	Owner	Pres./ CEO/ CFO	Local Gov't
Yes	43%	40%	52%	27%	40%	57%	37%	52%	54%	40%	37%	45%	50%
No	46%	55%	33%	61%	32%	38%	51%	39%	44%	45%	39%	53%	41%
Don't know/won't say	11%	5%	14%	12%	28%	5%	11%	9%	2%	15%	24%	2%	10%

Awareness of Early Childhood Programs in the Community: Parenting Instruction Programs

Question 36: Are you aware of any of the following early childhood programs and/or services available in your community? **Parenting instruction programs**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/ Exec./ Program	Manager	Owner	Pres./ CEO/ CFO	Local Gov't
Yes	53%	47%	69%	51%	52%	54%	51%	56%	61%	48%	55%	58%	60%
No	39%	49%	24%	41%	32%	32%	40%	37%	35%	41%	38%	38%	33%
Don't know/won't say	8%	3%	7%	7%	15%	14%	8%	7%	3%	11%	6%	5%	7%

Awareness of Early Childhood Programs in the Community: Programs Designed for At-Risk Children

Question 37: Are you aware of any of the following early childhood programs and/or services available in your community? **Programs designed for at-risk children**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/ Southwest	Male	Female	Director/ Exec./ Program	Manager	Owner	Pres./ CEO/ CFO	Local Gov't
Yes	77%	71%	90%	68%	82%	81%	78%	76%	87%	74%	85%	62%	85%
No	19%	26%	10%	27%	8%	14%	19%	18%	13%	17%	11%	35%	12%
Don't know/won't say	4%	3%	-	5%	10%	5%	3%	6%	-	9%	4%	3%	3%

Importance of Various Goals to Ensure Children in New Mexico Begin Kindergarten Ready to Do Their Best Making Sure that Parents of Infants and Young Children Have Access to Information About Caring for and Teaching Their Children

Question 38: In thinking about ways to ensure that children in New Mexico begin kindergarten ready to do their best, I'd like you to rate how important **you** personally consider each of the following goals to be, using a 5-point scale, where 5 means very important and 1 means not at all important. **Making sure that parents of infants and young children have access to information about caring for and teaching their children**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very important	83%	83%	83%	80%	85%	84%	77%	92%	89%	82%	89%	72%	73%
4	10%	12%	12%	7%	5%	11%	14%	5%	7%	10%	6%	20%	14%
3	5%	3%	5%	12%	5%	3%	6%	2%	4%	8%	-	8%	7%
2	*	1%	-	-	-	-	-	1%	-	-	-	-	-
1 - Not at all important	1%	-	-	-	3%	3%	1%	-	-	-	4%	-	3%
Don't know/won't say	1%	1%	-	-	3%	-	1%	-	-	-	-	-	3%
Mean †	4.8	4.8	4.8	4.7	4.7	4.7	4.7	4.9	4.8	4.7	4.8	4.6	4.6

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Very Important response is assigned a value of 5; the Not At All Important response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Importance of Various Goals to Ensure Children in New Mexico Begin Kindergarten Ready to Do Their Best Making Pre-Kindergarten Programs Voluntary and Accessible to All 4 Year Old Children

Question 39: In thinking about ways to ensure that children in New Mexico begin kindergarten ready to do their best, I'd like you to rate how important **you** personally consider each of the following goals to be, using a 5-point scale, where 5 means very important and 1 means not at all important. **Making pre-kindergarten programs voluntary and accessible to all 4 year old children**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very important	61%	63%	57%	61%	52%	68%	56%	68%	63%	59%	65%	53%	54%
4	23%	25%	24%	12%	30%	22%	24%	23%	17%	25%	22%	34%	21%
3	10%	4%	19%	20%	10%	8%	12%	6%	14%	12%	6%	10%	17%
2	1%	1%	-	5%	3%	-	1%	1%	-	4%	2%	-	-
1 - Not at all important	2%	3%	-	2%	-	3%	4%	-	3%	-	4%	3%	2%
Don't know/won't say	2%	3%	-	-	5%	-	3%	1%	3%	-	-	-	6%
Mean †	4.4	4.5	4.4	4.2	4.4	4.5	4.3	4.6	4.4	4.4	4.4	4.3	4.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very Important response is assigned a value of 5; the Not At All Important response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

**Persuasiveness of Reasons for New Mexico to Improve and Provide Funding for Quality Early Childhood Programs:
Law Enforcement Officials Across the Country Say That Children Who Attend Pre-Kindergarten Are Less Likely to Get
Involved In Crime As Juveniles and Are Less Likely to Commit Violent Crimes As Adults**

Question 40: Now I am going to read you reasons that some people have given for why it is important for New Mexico to improve and provide funding for quality early childhood programs. Using a 5-point scale, where 5 means very convincing and 1 means not at convincing, please tell me how you would rate the following: **Law enforcement officials across the country say that children who attend pre-kindergarten are less likely to get involved in crime as juveniles and are less likely to commit violent crimes as adults**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very convincing	33%	34%	29%	41%	35%	27%	33%	33%	37%	24%	51%	24%	41%
4	28%	27%	40%	17%	25%	27%	30%	24%	17%	26%	19%	40%	27%
3	22%	24%	17%	24%	25%	22%	21%	24%	21%	30%	17%	18%	20%
2	7%	5%	10%	7%	5%	8%	8%	5%	4%	12%	10%	3%	3%
1 - Not at all convincing	7%	5%	-	10%	8%	14%	6%	7%	13%	6%	2%	9%	5%
Don't know/won't say	3%	4%	5%	-	3%	3%	1%	6%	7%	2%	-	5%	3%
Mean †	3.8	3.8	3.9	3.7	3.8	3.5	3.8	3.7	3.6	3.5	4.1	3.7	4.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very Convincing response is assigned a value of 5; the Not At All Convincing response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

**Persuasiveness of Reasons for New Mexico to Improve and Provide Funding for Quality Early Childhood Programs:
Ninety Percent of Children's Brain Growth Occurs Before Age Five. By Taking Advantage of this Important Development
Opportunity, Children are More Likely to be Prepared for Learning When They Start School and Therefore Less Likely to
Require Expensive Remediation**

Question 41: Now I am going to read you reasons that some people have given for why it is important for New Mexico to improve and provide funding for quality early childhood programs. Using a 5-point scale, where 5 means very convincing and 1 means not at convincing, please tell me how you would rate the following: **Ninety percent of children's brain growth occurs before age five. By taking advantage of this important development opportunity, children are more likely to be prepared for learning when they start school and therefore less likely to require expensive remediation**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very convincing	58%	54%	67%	59%	52%	62%	51%	67%	68%	58%	47%	57%	56%
4	24%	28%	19%	12%	28%	22%	27%	19%	18%	17%	32%	23%	28%
3	11%	10%	10%	22%	10%	11%	12%	10%	5%	9%	14%	9%	16%
2	4%	4%	2%	5%	5%	3%	7%	-	6%	9%	2%	6%	-
1 - Not at all convincing	1%	2%	-	-	3%	-	1%	2%	3%	2%	-	3%	-
Don't know/won't say	2%	2%	2%	2%	3%	3%	3%	2%	-	4%	4%	2%	-
Mean †	4.4	4.3	4.5	4.3	4.3	4.5	4.2	4.5	4.4	4.2	4.3	4.3	4.4

† The mean score is derived by taking the average score based on the 5-point scale. The Very Convincing response is assigned a value of 5; the Not At All Convincing response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Persuasiveness of Reasons for New Mexico to Improve and Provide Funding for Quality Early Childhood Programs: Studies Show That Children who Participate in Quality Early Childhood Programs are Less Likely to Drop Out of High School or Become Pregnant as Teenagers Than are Children Who Do Not Participate in These Programs

Question 42: Now I am going to read you reasons that some people have given for why it is important for New Mexico to improve and provide funding for quality early childhood programs. Using a 5-point scale, where 5 means very convincing and 1 means not at convincing, please tell me how you would rate the following: **Studies show that children who participate in quality early childhood program are less likely to drop out of high school or become pregnant as teenagers than are children who do not participate in these programs**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very convincing	53%	49%	69%	46%	52%	51%	50%	57%	60%	38%	59%	50%	65%
4	22%	28%	14%	24%	22%	14%	26%	17%	16%	28%	18%	31%	12%
3	14%	13%	12%	17%	8%	24%	16%	12%	13%	16%	13%	14%	17%
2	4%	3%	2%	5%	5%	8%	2%	8%	3%	10%	2%	-	-
1 - Not at all convincing	4%	3%	-	7%	10%	3%	4%	4%	8%	6%	4%	3%	5%
Don't know/won't say	2%	3%	2%	-	3%	-	2%	2%	-	2%	4%	2%	-
Mean †	4.2	4.2	4.5	4.0	4.1	4.0	4.2	4.2	4.2	3.8	4.3	4.3	4.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very Convincing response is assigned a value of 5; the Not At All Convincing response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

**Persuasiveness of Reasons for New Mexico to Improve and Provide Funding for Quality Early Childhood Programs:
Early Childhood Programs are a Good Investment Because When Children Succeed in School, they Succeed in Life and Don't
Require Expensive Social Programs as Adults**

Question 43: Now I am going to read you reasons that some people have given for why it is important for New Mexico to improve and provide funding for quality early childhood programs. Using a 5-point scale, where 5 means very convincing and 1 means not at convincing, please tell me how you would rate the following: **Early childhood programs are a good investment because when children succeed in school, they succeed in life and don't require expensive social programs as adults**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very convincing	55%	55%	62%	59%	52%	49%	55%	54%	54%	49%	78%	56%	56%
4	22%	19%	26%	20%	20%	27%	21%	24%	31%	30%	13%	19%	13%
3	17%	20%	7%	15%	20%	16%	17%	17%	3%	15%	3%	17%	29%
2	3%	3%	2%	5%	3%	3%	4%	2%	3%	4%	6%	6%	-
1 - Not at all convincing	2%	-	-	2%	3%	5%	1%	2%	5%	-	-	-	3%
Don't know/won't say	2%	2%	2%	-	3%	-	2%	1%	3%	2%	-	2%	-
Mean †	4.3	4.3	4.5	4.3	4.2	4.1	4.3	4.3	4.3	4.3	4.6	4.3	4.2

† The mean score is derived by taking the average score based on the 5-point scale. The Very Convincing response is assigned a value of 5; the Not At All Convincing response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Persuasiveness of Reasons for New Mexico to Improve and Provide Funding for Quality Early Childhood Programs: In the Long Term, Early Childhood Programs Benefit Businesses by Creating a Better Workforce

Question 44: Now I am going to read you reasons that some people have given for why it is important for New Mexico to improve and provide funding for quality early childhood programs. Using a 5-point scale, where 5 means very convincing and 1 means not at convincing, please tell me how you would rate the following: **In the long term, early childhood programs benefit businesses by creating a better workforce**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very convincing	51%	46%	50%	59%	52%	57%	49%	53%	51%	36%	64%	61%	49%
4	23%	27%	29%	17%	25%	14%	23%	24%	12%	36%	19%	19%	35%
3	17%	19%	14%	12%	10%	24%	17%	17%	22%	18%	11%	11%	7%
2	4%	3%	5%	2%	8%	5%	5%	3%	9%	6%	-	6%	3%
1 - Not at all convincing	3%	3%	2%	10%	3%	-	4%	2%	5%	2%	6%	3%	5%
Don't know/won't say	1%	1%	-	-	3%	-	1%	1%	-	2%	-	-	-
Mean †	4.2	4.1	4.2	4.1	4.2	4.2	4.1	4.2	4.0	4.0	4.3	4.3	4.2

† The mean score is derived by taking the average score based on the 5-point scale. The Very Convincing response is assigned a value of 5; the Not At All Convincing response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Persuasiveness of Reasons for New Mexico to Improve and Provide Funding for Quality Early Childhood Programs: Quality Early Childhood Programs Help to Attract New Businesses to the State by Creating a Better Workforce

Question 45: Now I am going to read you reasons that some people have given for why it is important for New Mexico to improve and provide funding for quality early childhood programs. Using a 5-point scale, where 5 means very convincing and 1 means not at convincing, please tell me how you would rate the following: **Quality early childhood programs help to attract new businesses to the state by creating a better workforce**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Very convincing	38%	33%	40%	44%	35%	43%	34%	42%	41%	25%	41%	37%	51%
4	25%	27%	31%	27%	20%	16%	27%	22%	21%	24%	25%	19%	20%
3	24%	27%	24%	15%	25%	24%	27%	21%	23%	34%	19%	24%	17%
2	7%	6%	5%	5%	10%	8%	8%	6%	3%	13%	12%	12%	3%
1 - Not at all convincing	5%	4%	-	10%	8%	5%	4%	6%	12%	2%	2%	8%	9%
Don't know/won't say	2%	2%	-	-	3%	3%	1%	3%	-	2%	-	-	-
Mean †	3.8	3.8	4.1	3.9	3.7	3.9	3.8	3.9	3.8	3.6	3.9	3.6	4.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very Convincing response is assigned a value of 5; the Not At All Convincing response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Support for Early Childhood Funding Sources: Increase Local Property Tax Assessments

Question 46: There are many ways that New Mexico could pay for early childhood programs and services in the state. Please rate your level of support for each of the following using a 5-point scale where 5 is strongly support and 1 is strongly oppose: **Increase local property tax assessments**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Strongly support	10%	10%	14%	7%	3%	14%	11%	8%	8%	4%	8%	14%	9%
4	19%	16%	33%	10%	13%	22%	16%	22%	29%	18%	13%	22%	16%
3	28%	30%	21%	27%	25%	30%	25%	31%	33%	29%	15%	28%	15%
2	16%	12%	19%	22%	28%	11%	17%	14%	12%	20%	15%	11%	20%
1 - Strongly oppose	27%	30%	12%	34%	32%	24%	29%	23%	15%	28%	48%	25%	40%
Don't know/won't say	1%	2%	-	-	-	-	1%	1%	3%	-	-	-	-
Mean †	2.7	2.6	3.2	2.3	2.3	2.9	2.6	2.8	3.0	2.5	2.2	2.9	2.3

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Support for Early Childhood Funding Sources: Increase Taxes On Alcoholic Beverages

Question 47: There are many ways that New Mexico could pay for early childhood programs and services in the state. Please rate your level of support for each of the following using a 5-point scale where 5 is strongly support and 1 is strongly oppose: **Increase taxes on alcoholic beverages**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Strongly support	43%	37%	60%	49%	32%	46%	41%	45%	53%	35%	30%	28%	40%
4	20%	23%	12%	10%	22%	24%	18%	22%	18%	28%	22%	20%	21%
3	16%	15%	10%	15%	20%	22%	16%	16%	8%	12%	18%	26%	14%
2	9%	11%	7%	12%	13%	3%	11%	7%	2%	11%	17%	11%	7%
1 - Strongly oppose	12%	14%	12%	15%	13%	3%	14%	8%	12%	14%	13%	14%	18%
Don't know/won't say	1%	1%	-	-	-	3%	-	2%	7%	-	-	-	-
Mean †	3.7	3.6	4.0	3.7	3.5	4.1	3.6	3.9	4.0	3.6	3.4	3.4	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Support for Early Childhood Funding Sources: Dedicate a Percentage of the Proceeds from Interest Collected on New Mexico's Permanent Fund

Question 48: There are many ways that New Mexico could pay for early childhood programs and services in the state. Please rate your level of support for each of the following using a 5-point scale where 5 is strongly support and 1 is strongly oppose: **Dedicate a percentage of the proceeds from interest collected on New Mexico's Permanent Fund**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Strongly support	26%	20%	29%	27%	22%	38%	21%	33%	31%	17%	36%	29%	17%
4	26%	20%	40%	22%	30%	27%	24%	29%	38%	21%	10%	10%	46%
3	24%	31%	12%	32%	20%	19%	29%	18%	12%	39%	44%	23%	5%
2	7%	9%	5%	5%	15%	-	11%	2%	-	8%	5%	16%	13%
1 - Strongly oppose	10%	14%	10%	7%	10%	5%	12%	8%	13%	8%	-	17%	19%
Don't know/won't say	6%	5%	5%	7%	3%	11%	4%	10%	7%	7%	4%	5%	-
Mean †	3.5	3.3	3.8	3.6	3.4	4.0	3.3	3.8	3.8	3.3	3.8	3.2	3.3

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Support for Early Childhood Funding Sources: Using a Portion of the Royalties Collected from State Lands Leased for Renewable Energy Sources Such as Wind and Solar Farms

Question 49: There are many ways that New Mexico could pay for early childhood programs and services in the state. Please rate your level of support for each of the following using a 5-point scale where 5 is strongly support and 1 is strongly oppose: **Using a portion of the royalties collected from state lands leased for renewable energy sources such as wind and solar farms**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/ Exec./ Program	Manager	Owner	Pres./ CEO/ CFO	Local Gov't
5 - Strongly support	33%	25%	43%	39%	35%	41%	29%	40%	46%	33%	29%	37%	37%
4	27%	26%	24%	22%	32%	30%	28%	25%	26%	27%	21%	13%	26%
3	21%	24%	10%	20%	17%	30%	20%	22%	15%	19%	29%	24%	15%
2	7%	8%	10%	7%	10%	-	9%	4%	-	9%	13%	11%	6%
1 - Strongly oppose	11%	16%	14%	12%	5%	-	14%	7%	10%	10%	8%	16%	15%
Don't know/won't say	1%	2%	-	-	-	-	-	2%	3%	3%	-	-	-
Mean †	3.7	3.4	3.7	3.7	3.8	4.1	3.5	3.9	4.0	3.7	3.5	3.4	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Support for Early Childhood Funding Sources: Dedicate a Portion of the Royalties Collected from the Oil, Natural Gas and Mining Industries

Question 50: There are many ways that New Mexico could pay for early childhood programs and services in the state. Please rate your level of support for each of the following using a 5-point scale where 5 is strongly support and 1 is strongly oppose: **Dedicate a portion of the royalties collected from the oil, natural gas, and mining industries**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Strongly support	34%	29%	40%	37%	32%	38%	28%	41%	45%	34%	29%	22%	34%
4	23%	20%	26%	12%	22%	35%	25%	22%	24%	13%	21%	27%	31%
3	22%	24%	14%	29%	25%	19%	22%	22%	18%	34%	33%	19%	3%
2	9%	11%	7%	10%	10%	5%	10%	8%	-	11%	13%	17%	14%
1 - Strongly oppose	11%	15%	10%	12%	10%	3%	15%	5%	13%	9%	4%	14%	18%
Don't know/won't say	1%	1%	2%	-	-	-	-	2%	-	-	-	-	-
Mean †	3.6	3.4	3.8	3.5	3.6	4.0	3.4	3.9	3.9	3.5	3.6	3.3	3.5

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Support for Early Childhood Funding Sources: Offering Tax Credits to Businesses that Develop Day Care and Other Early Childhood Support Programs for Their Employees

Question 51: There are many ways that New Mexico could pay for early childhood programs and services in the state. Please rate your level of support for each of the following using a 5-point scale where 5 is strongly support and 1 is strongly oppose: **Offering tax credits to businesses that develop day care and other early childhood support programs for their employees**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Strongly support	61%	57%	69%	59%	55%	68%	55%	69%	70%	51%	58%	51%	56%
4	23%	26%	14%	15%	30%	22%	27%	17%	21%	20%	26%	31%	18%
3	11%	11%	12%	22%	8%	8%	11%	11%	5%	20%	9%	11%	20%
2	1%	-	-	2%	-	3%	*	1%	-	5%	-	-	-
1 - Strongly oppose	4%	5%	2%	2%	8%	-	6%	1%	3%	4%	7%	3%	3%
Don't know/won't say	1%	1%	2%	-	-	-	1%	1%	-	-	-	3%	3%
Mean †	4.4	4.3	4.5	4.2	4.3	4.5	4.2	4.5	4.6	4.1	4.3	4.3	4.3

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Support for Early Childhood Funding Sources: Initiate a Bond Issue

Question 52: There are many ways that New Mexico could pay for early childhood programs and services in the state. Please rate your level of support for each of the following using a 5-point scale where 5 is strongly support and 1 is strongly oppose: **Initiate a bond issue**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Strongly support	14%	8%	19%	17%	17%	22%	9%	22%	14%	15%	11%	8%	22%
4	17%	19%	19%	10%	17%	16%	19%	15%	16%	28%	14%	20%	8%
3	29%	29%	36%	22%	22%	30%	28%	29%	51%	17%	17%	25%	26%
2	16%	16%	10%	20%	20%	14%	17%	13%	3%	13%	36%	18%	12%
1 - Strongly oppose	23%	27%	17%	32%	22%	16%	27%	18%	16%	27%	22%	29%	32%
Don't know/won't say	1%	1%	-	-	-	3%	-	2%	-	-	-	-	-
Mean †	2.8	2.6	3.1	2.6	2.9	3.1	2.6	3.1	3.1	2.9	2.6	2.6	2.8

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Support for Early Childhood Funding Sources: Reallocate and Prioritize Current Funding from Other State Programs to Early Childhood Programs

Question 53: There are many ways that New Mexico could pay for early childhood programs and services in the state. Please rate your level of support for each of the following using a 5-point scale where 5 is strongly support and 1 is strongly oppose: **Reallocate and prioritize current funding from other state programs to early childhood programs**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Strongly support	25%	25%	36%	24%	17%	22%	28%	20%	25%	23%	28%	21%	27%
4	23%	28%	12%	17%	30%	22%	25%	21%	19%	23%	28%	25%	13%
3	33%	33%	36%	34%	32%	30%	34%	32%	30%	36%	37%	42%	32%
2	13%	9%	14%	5%	15%	24%	7%	21%	12%	14%	2%	11%	15%
1 - Strongly oppose	5%	3%	2%	20%	5%	-	5%	3%	8%	3%	5%	2%	13%
Don't know/won't say	1%	2%	-	-	-	3%	1%	2%	7%	-	-	-	-
Mean †	3.5	3.6	3.6	3.2	3.4	3.4	3.6	3.3	3.4	3.5	3.7	3.5	3.3

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Support for Early Childhood Funding Sources: Create Flexible Spending Credits for Early Childhood Services

Question 54: There are many ways that New Mexico could pay for early childhood programs and services in the state. Please rate your level of support for each of the following using a 5-point scale where 5 is strongly support and 1 is strongly oppose: **Create flexible spending credits for early childhood services**

BUSINESS/COMMUNITY LEADERS

	Total Sample (n=253)	Region					Gender		Position/Title				
		ABQ Metro	North Central	Northwest	Eastside	South/Southwest	Male	Female	Director/Exec./Program	Manager	Owner	Pres./CEO/CFO	Local Gov't
5 - Strongly support	31%	35%	31%	32%	15%	32%	26%	38%	31%	25%	13%	27%	28%
4	33%	29%	50%	27%	25%	38%	35%	30%	39%	34%	48%	24%	38%
3	19%	18%	10%	22%	28%	22%	18%	20%	13%	28%	20%	27%	12%
2	5%	6%	2%	5%	10%	3%	7%	3%	2%	5%	6%	8%	4%
1 - Strongly oppose	3%	3%	-	5%	5%	3%	4%	1%	10%	4%	4%	-	5%
Don't know/won't say	8%	8%	7%	10%	17%	3%	9%	7%	6%	3%	9%	14%	13%
Mean †	3.9	3.9	4.2	3.8	3.4	4.0	3.8	4.1	3.8	3.7	3.6	3.8	3.9

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Other Suggestion as to How Early Childhood Programs or Services Could Be Funded

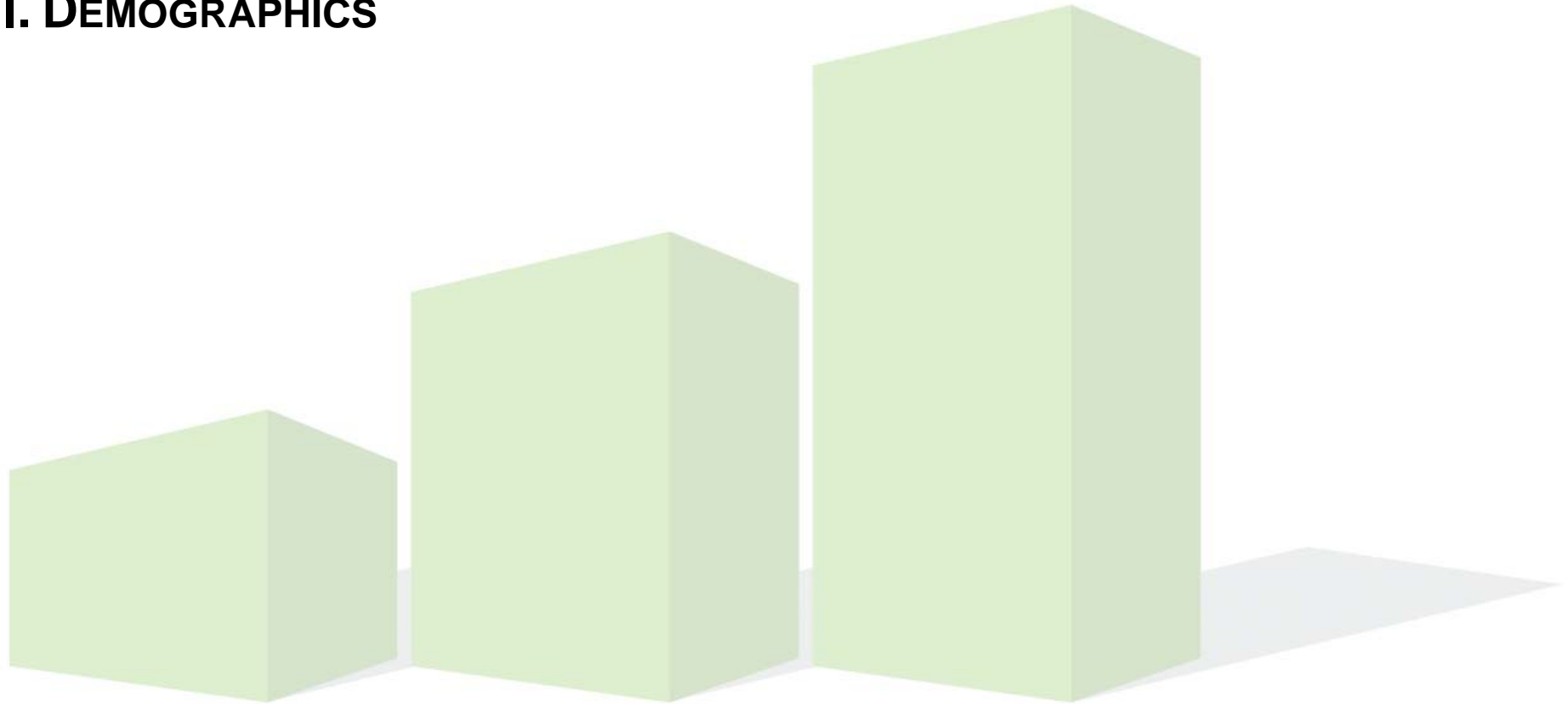
Question 55: Do you have any other suggestions as to how early childhood programs or services could be funded?

BUSINESS/COMMUNITY LEADERS

	<i>Total Sample (n=253)</i>		<i>Total Sample (n=253)</i>		<i>Total Sample (n=253)</i>
Other sin taxes	4%	Real estate transfer tax	*	Analyze current dollars being spent before adding program	*
Lottery/gaming	4%	Local school districts	*	More involvement by churches/ church programs	*
Increase tax on tobacco/funding from tobacco	3%	Tax luxury items (automobiles)	*	Local adaptability would be desirable	*
Gross receipts taxes	3%	Child care credit	*	Top heavy and over burdened administration is efficient	*
Taxing soda and candy/junk food	2%	Thru allocating amount of cost of pre-natal & birth costs	*	By the people who utilize them	*
Put the responsibility on the parents	1%	Get more foundations	*	Partnership with other programs	*
Get rid of administration and use money wisely	1%	Businesses involved at the ground level	*	Utilize funds available (port taxes)	*
Businesses creating a state-wide foundation	1%	Streamline our New Mexico government	*	Don't need to spend so much on programs	*
Consolidate wasteful spending into areas needed	1%	New Mexico government is in dinosaur age	*	Support grant writing from current entities	*
Get parents involved/they should make it happen	1%	Taxing the very wealthy	*	Reallocate benefits being used for wrong purposes by people	*
Taxation	1%	Government stimulus money/federal funds	*	Use a portion of gasoline taxes	*
Existing education funds	1%	Give more money to the parents	*	Funds should come from a more general source	*
Tax credit for businesses	1%	E-rate government funding	*	Government should not be the "sole owner" of this problem	*
Expand current education funding	1%	Number of kids don't finish college must be looked at	*	Employer matching funds	*
Increase income taxes	1%	Funding programs shouldn't be based on who has big lobbying	*	A business "cooperative" -joined by small & large business	*
Reduce education waste	1%	Establish effectiveness of existing programs	*	Internet sales tax	*
Free up & reallocate resources to this need	1%	Dedicate a portion of the state budget	*	Don't know/won't say	65%
More adequately budget more funds to childhood programs	1%	Counties could take on active role	*		
Reallocate school/education budgets	1%	More contracts with private sector providers	*		
Look into private resources/push for more private entities	1%	Some sort of voucher	*		
Recycling revenues	*	Public schools have to be funded first	*		
Have a fee for badly behaved kids-pass it on to the parents	*	Check on other states policies	*		
President cough up the money	*	Need better orientation of teachers	*		
Encourage new big business to make investment in education	*	Direct federal block grants	*		
Small business grants	*	Put out as contest to artists/writers/film industry	*		
Local taxes	*	Fee on utility companies	*		
		Matching grants through private foundations/businesses	*		
		Matching grants through state funding	*		

* Less than 1% reported.

III. DEMOGRAPHICS

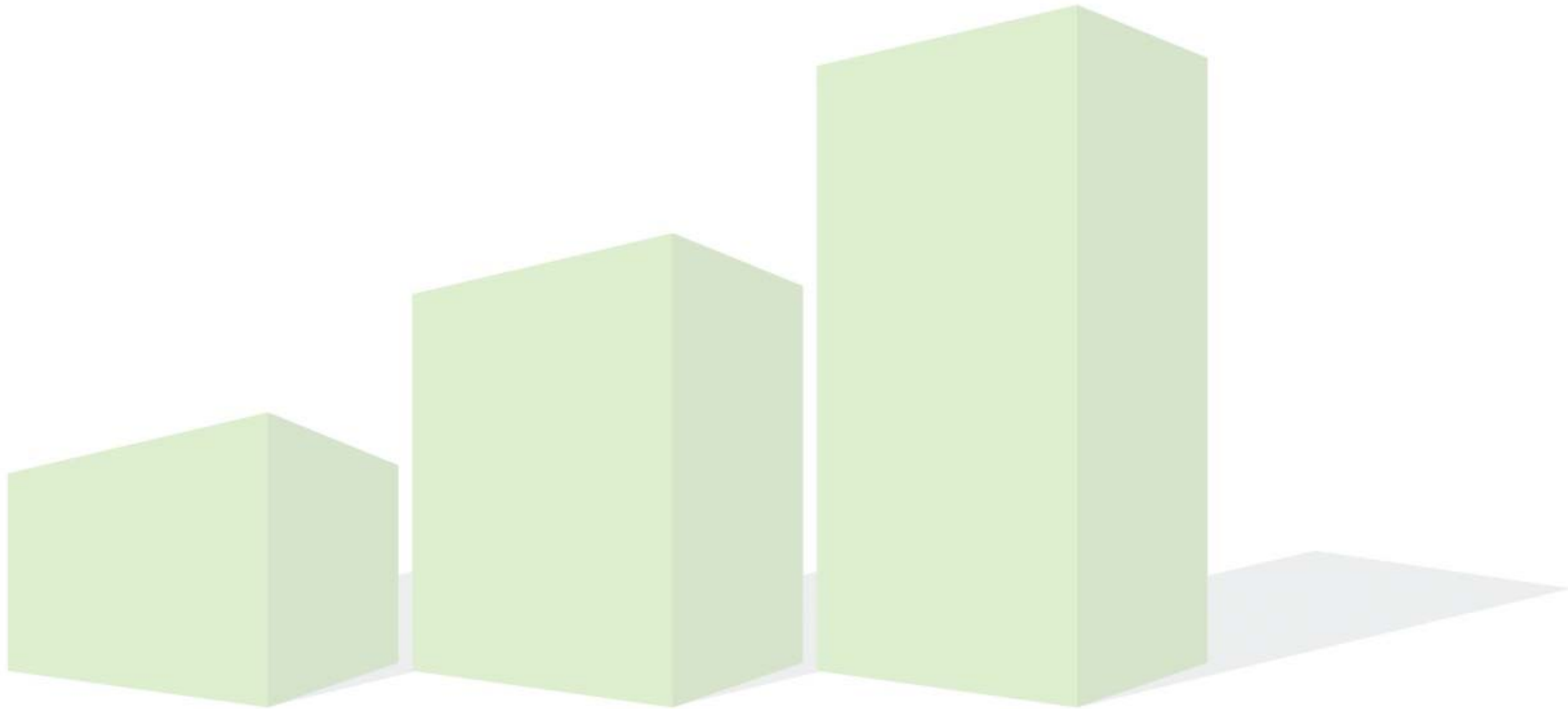


Demographics of Sample BUSINESS/COMMUNITY LEADERS

<u>Gender</u>					
Male	58%				
Female	42%				
<u>Region</u>					
ABQ Metro	42%				
Northwest	11%				
North Central	16%				
South/Southwest	18%				
East Side	14%				
<u>Business Title or Position</u>					
President/CEO/CFO	15%	Program manager	*	Not-For-Profit	13%
Manager	15%	Child advocate	*	Finance	8%
Director/executive/program	14%	Head of school	*	Healthcare	6%
Owner	11%	Chairman of board	*	Retail	5%
Local government	11%	A shareholder	*	Licensed trade (plumber, electrician, etc.)	2%
Vice President	4%	Travel agent	*	Utility	2%
Attorney/lawyer	3%	Volunteer coordinator	*	Consultant	2%
Retired	2%	Chief operating officer	*	Education	2%
Consultant	2%	State Senator	*	Manufacturing	2%
Executive assistant	1%	Customer service supervisor	*	Technology	2%
Principal/assistant	1%	Tribal administrator	*	Agriculture	2%
Executive officer	1%	Office manager	*	Food service	1%
Assistant	1%	Supervisor	*	Oil and gas	1%
Partner	1%	Planner	*	Hospitality	1%
Administrator	1%	Associate	*	Architectural	1%
Community liaison	1%	Senior community develop officer	*	Research & Development	1%
Human resources	1%	Contractor	*	Don't know/won't say	1%
Community volunteer	*	Doctor	*	Energy	1%
Administrative assistant	*	Child development administrator	*	Funeral home	1%
Executive secretary	*	Real estate broker	*	Entertainment	1%
Paralegal	*	Vice chair	*	Insurance	*
Broker	*	G.E.N. Coordinator	*	Employee benefits	*
		Quality assurance monitor	*	Data processing	*
		Professor	*	Union	*
		City clerk	*	Advertising	*
		CPA	*	Community member	*
		Pharmacist	*	Health clubs	*
		Employment specialist	*	Commercial construction	*
		Don't know/won't say	1%	Aerospace	*
		<u>Business or Industry</u>		Water disinfection	*
		Professional services (legal, accounting, real estate, etc.)	24%	Publishing books	*
		Government	17%	Wholesale	*
				Economic development	*
				Nuclear	*
				Mining	*

* Less than 1% reported.

IV. QUESTIONNAIRE



Early Childhood Survey
May 2010
FINAL
N= 335 Business/Community Leaders

May I speak to (*Name on list*)?

Not available – Ask when is best time to call back

A. Component

1. Business/Community Leaders (n=250)
2. Legislator (n=35)
3. Tribal leaders (n=50)

Hello, my name is (*YOUR NAME*) from Research & Polling, Inc. We are conducting an important survey on behalf of the New Mexico Early Childhood Development Partnership in an effort to better understand issues relating to children in New Mexico. I assure you I am not selling anything and your individual responses will be completely anonymous and confidential. We would greatly appreciate a few minutes of your time.

1. What do you feel are the biggest issues facing children in New Mexico? (*DO NOT READ CATEGORIES*) (*TAKE UP TO 3 RESPONSES*)

Crime

- 001. Crime
- 002. Illegal drug use
- 003. Gangs
- 004. Graffiti
- 005. DWI rate high
- 006. Police/legal system
- 007. Juvenile justice system

Social

- 008. Alcoholism
- 009. Youth problems

- 499. Nothing in particular
- 500. Don't know/won't say

- 010. Lack of youth activities

- 011. Domestic violence/family problems
- 012. Decline of family values
- 013. Bullying
- 014. Lack of parental involvement
- 015. Poverty
- 016. Hunger

Economy

- 017. Weak economy
- 018. Lack of training for good jobs
- 019. Cost of living is high/unreasonable

Education

- 020. Educational system is poor
- 021. Dropout rate
- 022. Future school funding
- 023. Affordable day care
- 024. Need more early childhood programs
- 025. More Pre-K classes

Miscellaneous

- 026. Healthcare
- 027. Homeless
- 028. Illiteracy

Other (*SPECIFY*) _____

Now, I am going to read you a list of items that may or may not be an issue facing New Mexico children. First, using a 5-point scale, where a score of 5 means it is a *very serious problem* and a score of 1 means it is *not a problem at all*, please rate how much of a problem you feel each issue is. Then, using a 5-point scale, where a score of 5 means *very well* and a score of 1 means *not well at all*, please rate how well well each issue is being addressed in New Mexico. The first one is... (RANDOMIZE)

	Very Serious Problem					Not a Problem At All	DK/ WS					Very Well					Not Well At All	DK/ WS
	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>6</u>						<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>6</u>	
2.	Early learning and preparation for school5.....4.....3.....2.....1.....6							3.	5.....4.....3.....2.....1.....6									
4.	Children's academic performance5.....4.....3.....2.....1.....6							5.	5.....4.....3.....2.....1.....6									
6.	Child poverty level5.....4.....3.....2.....1.....6							7.	5.....4.....3.....2.....1.....6									
8.	General health of children5.....4.....3.....2.....1.....6							9.	5.....4.....3.....2.....1.....6									
10.	Childhood nutrition5.....4.....3.....2.....1.....6							11.	5.....4.....3.....2.....1.....6									
12.	Pre-K education5.....4.....3.....2.....1.....6							13.	5.....4.....3.....2.....1.....6									
14.	Access to early childhood programs5.....4.....3.....2.....1.....6							15.	5.....4.....3.....2.....1.....6									
16.	Affordability of early childhood programs5.....4.....3.....2.....1.....6							17.	5.....4.....3.....2.....1.....6									
18.	Quality of parenting skills5.....4.....3.....2.....1.....6							19.	5.....4.....3.....2.....1.....6									
20.	Availability of parent support programs5.....4.....3.....2.....1.....6							21.	5.....4.....3.....2.....1.....6									
22.	Parental involvement in their children's education5.....4.....3.....2.....1.....6							23.	5.....4.....3.....2.....1.....6									

24. In general, would you say it is easier, about the same, or harder being a parent of a young child 5 years old or younger in New Mexico today than it was ten years ago?

1. Easier
2. About the same
3. Harder
4. Don't know/won't say (SKIP TO Q.26)

25. Why do you feel this way? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)

Harder

- 001. Children not as safe
- 002. Increase in crimes against children
- 003. Lack of quality childcare
- 004. Lack of parent support services
- 005. More single-parent households
- 006. Both parents working
- 007. Affordability/cost
- 008. Hard to access childcare or pre-k programs
- 009. Loss of extended family
- 010. Employers not supportive
- 011. Safety of neighborhood
- 012. Lack of time to spend with children
- 013. Weak economy
- 014. Parents getting younger

Easier

- 015. More health/social services available
- 016. I have financial resources/more financial resources
- 017. I have a supportive employer/supportive employers
- 018. I have a social/faith based network of help
- 019. More entertainment options
- 020. Have extended family

- 500. Don't know/won't say

Other (SPECIFY) _____

26. In general, would you say it is easier, about the same, or harder being a young child 5 years old or younger in New Mexico today than it was ten years ago?

1. Easier
2. About the same
3. Harder
4. Don't know/won't say (SKIP TO Q.28)

27. Why do you feel this way? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)

Harder

001. More single-parent families
002. More stressful
003. Both parents working
004. Increase in crimes against children/abuse
005. Children not as safe
006. Few community services to support families
007. Poor quality of education
008. Nutrition insecurity
009. Poverty
010. Lack of pre-k programs

Easier

011. Have extended family/community
012. More entertainment options
013. Parents have more money
014. Child care available
015. Early care programs available

500. Don't know/won't say

Other (SPECIFY) _____

28. What proportion of children in New Mexico do you think begin kindergarten and 1st grade prepared with the skills they need to do their best in school: nearly all children, most children, about half of all children, fewer than half of all children, or very few children?

1. Nearly all children
2. Most children
3. About half of all children
4. Fewer than half of all children
5. Very few children
6. None (volunteered)
7. Don't know/won't say

29. Overall, do you think the state government in New Mexico is doing too much, about the right amount, or too little to ensure that children enter kindergarten prepared with the skills they need to do their best in school?

- 1. Doing too much
- 2. Doing about the right amount
- 3. Doing too little
- 4. Don't know/won't say

30. Using a 5-point scale where 5 is *strongly support* and 1 is *strongly oppose*, please rate your level of support or opposition to the State of New Mexico dedicating more funds to early childhood programs.

<u>Strongly Support</u>		<u>Strongly Oppose</u>	<u>Don't Know/ Won't Say</u>
5.....	4.....	3.....	2.....
		1.....	6.....

31. Using a 5-point scale where 5 is a *very large role* and 1 is *no role at all*, how much of a role do you think businesses in the private sector should play in supporting early childhood programs either through benefits they offer to employees or in their support of programs and services for children?

<u>Very Large Role</u>		<u>No Role At All</u>	<u>Don't Know/ Won't Say</u>
5.....	4.....	3.....	2.....
		1.....	6.....

32. What types of early childhood programs, services, or family friendly policies do you believe businesses are best able to provide for their employees and their children? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)

- | | |
|----------------------------|--|
| 001. Day care | 006. Time off to volunteer at school |
| 002. Maternity leave | 007. Time off to attend parent-counselor/teacher conferences |
| 003. Paternity leave | 008. Information about parent resources |
| 004. Flexible hours | 009. Flexible savings-plans for day care/child care services |
| 005. After school programs | |
| 500. Don't know/won't say | |
| Other (SPECIFY) _____ | |

33. What do you believe would motivate the business community to become more involved in early childhood programs or influence elected officials to do so? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)

- 001. Understanding the return on investment
- 002. Understanding impact to future workforce
- 003. Seeing how other Business/Community Leaders are involved
- 004. Increasing employee satisfaction/morale
- 005. Increasing employee retention
- 006. Educating/informing business about benefits of childhood programs
- 500. Don't know/won't say

Other (SPECIFY) _____

Are you aware of any of the following early childhood programs and/or services available in your community? If you are unsure please let me know. The first one is...

	<u>Yes</u>	<u>No</u>	<u>Don't Know/ Won't Say</u>
34. Pre-K education programs	1	2	3
35. Home visitation programs for young children	1	2	3
36. Parenting instruction programs	1	2	3
37. Programs designed for at-risk children	1	2	3

In thinking about ways to ensure that children in New Mexico begin kindergarten ready to do their best, I'd like you to rate how important you personally consider each of the following goals to be, using a 5-point scale, where 5 means *very important* and 1 means *not at all important*.

<i>(RANDOMIZE)</i>	<u>VERY IMPORTANT</u>	<u>NOT AT ALL IMPORTANT</u>	<u>DON'T KNOW/ WON'T SAY</u>
38. Making sure that parents of infants and young children have access to information about caring for and teaching their children	5.....4.....3.....2.....1.....6		
39. Making pre-kindergarten programs voluntary and accessible to all 4 year old children	5.....4.....3.....2.....1.....6		

NOTE TO POLLER: ARE YOU SPEAKING WITH A LEGISLATOR?

1. Yes (*SKIP TO INTRO TO Q.46*)
2. No (*continue*)

Now I am going to read you reasons that some people have given for why it is important for New Mexico to improve and provide funding for quality early childhood programs. Using a 5-point scale, where 5 means *very convincing* and 1 means *not at all convincing*, please tell me how you would rate each argument.

<i>(RANDOMIZE Q.40-45)</i>	<u>VERY CONVINCING</u>	<u>NOT AT ALL CONVINCING</u>	<u>DK/ WS</u>
40. Law enforcement officials across the country say that children who attend pre-kindergarten are less likely to get involved in crime as juveniles and are less likely to commit violent crimes as adults	5.....4.....3.....2.....1.....6		
41. Ninety percent of children's brain growth occurs before age five. By taking advantage of this important development opportunity, children are more likely to be prepared for learning when they start school and therefore less likely to require expensive remediation	5.....4.....3.....2.....1.....6		

42. Studies show that children who participate in quality early childhood programs are less likely to drop out of high school or become pregnant as teenagers than are children who do not participate in these programs 5 4 3 2 1 6
43. Early childhood programs are a good investment because when children succeed in school, they succeed in life and don't require expensive social programs as adults 5 4 3 2 1 6
44. In the long term, early childhood programs benefit businesses by creating a better workforce 5 4 3 2 1 6
45. Quality early childhood programs help to attract new businesses to the state by creating a better workforce 5 4 3 2 1 6

There are many ways that New Mexico could pay for early childhood programs and services in the state. Please rate your level of support for each of the following using a 5-point scale where 5 is *strongly support* and 1 is *strongly oppose*:

- | <i>(RANDOMIZE)</i> | <i>Strongly
Support</i> | <i>Strongly
Oppose</i> | <i>DK/
WS</i> | | | |
|---|-----------------------------|----------------------------|-------------------|---|---|---|
| 46. Increase local property tax assessments..... | 5 | 4 | 3 | 2 | 1 | 6 |
| 47. Increase taxes on alcoholic beverages | 5 | 4 | 3 | 2 | 1 | 6 |
| 48. Dedicate a percentage of the proceeds from interest collected on New Mexico's Permanent Fund..... | 5 | 4 | 3 | 2 | 1 | 6 |
| 49. Using a portion of the royalties collected from state lands leased for renewable energy sources such as wind and solar farms..... | 5 | 4 | 3 | 2 | 1 | 6 |
| 50. Dedicate a portion of the royalties collected from the oil, natural gas, and mining industries..... | 5 | 4 | 3 | 2 | 1 | 6 |
| 51. Offering tax credits to businesses that develop day care and other early childhood support programs for their employees | 5 | 4 | 3 | 2 | 1 | 6 |

52. **Initiate a bond issue**.....5.....4.....3.....2.....1.....6

53. **Reallocate and prioritize current funding from other state programs to early childhood programs**.....5.....4.....3.....2.....1.....6

54. **Create flexible spending credits for early childhood services**5.....4.....3.....2.....1.....6

55. **Do you have any other suggestions as to how early childhood programs or services could be funded? (DO NOT READ CATEGORIES) (TAKE UP TO 5 RESPONSES)**

- 001. Taxation
- 002. Dedicate a portion of the state budget
- 003. Other sin taxes

- 500. Don't know/won't say

Other (SPECIFY) _____

56. **Who do you feel are the most influential leaders in your community? (TAKE UP TO 5 RESPONSES)**

99. Don't know/won't say

THANK YOU FOR YOUR PATIENCE; WE ARE ALMOST DONE. NOW, I WOULD LIKE TO ASK SOME QUESTIONS FOR STATISTICAL PURPOSES ONLY.

NOTE TO POLLER: ARE YOU CALLING A LEGISLATIVE LEADER?

- 1. Yes (SKIP TO END)
- 2. No (continue)

57. What is your position/title? (DO NOT READ CATEGORIES)

- 01. Owner
- 02. President
- 03. Manager

- 99. Don't know/won't say (DO NOT READ)

OTHER (SPECIFY) _____

58. What business or industry are you in? (DO NOT READ CATEGORIES) (TAKE ONE RESPONSE ONLY)

- | | |
|---|--|
| 001. Healthcare | 008. Retail |
| 002. Education | 009. Food service |
| 003. Government | 010. Professional services (legal, accounting,
real estate, etc.) |
| 004. Manufacturing | 011. Not-For-Profit |
| 005. Licensed trade (plumber, electrician,
etc.) | 012. Hospitality |
| 006. Insurance | 013. Entertainment |
| 007. Finance | |
| 500. Don't know/won't say | |

Other (SPECIFY) _____

THIS CONCLUDES OUR SURVEY. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY.

NOTE TO INTERVIEWER, WAS RESPONDENT:

- 1. Male
- 2. Female

Respondent's Phone Number _____

Interviewer Name _____

Interviewer Code _____

POLLER ENTER COUNTY CODE:

01.	Bernalillo	21.	Harding	41.	Roosevelt
03.	Catron	23.	Hidalgo	45.	San Juan
05.	Chaves	25.	Lea	47.	San Miguel
06.	Cibola	27.	Lincoln	43.	Sandoval
07.	Colfax	28.	Los Alamos	49.	Santa Fe
09.	Curry	29.	Luna	51.	Sierra
11.	De Baca	31.	McKinley	53.	Socorro
13.	Dona Ana	33.	Mora	55.	Taos
15.	Eddy	35.	Otero	57.	Torrance
17.	Grant	37.	Quay	59.	Union
19.	Guadalupe	39.	Rio Arriba	61.	Valencia