



**CHI St. Joseph's
Children**

2021 NEW MEXICO EARLY CHILDHOOD STATEWIDE SURVEY

About the Survey

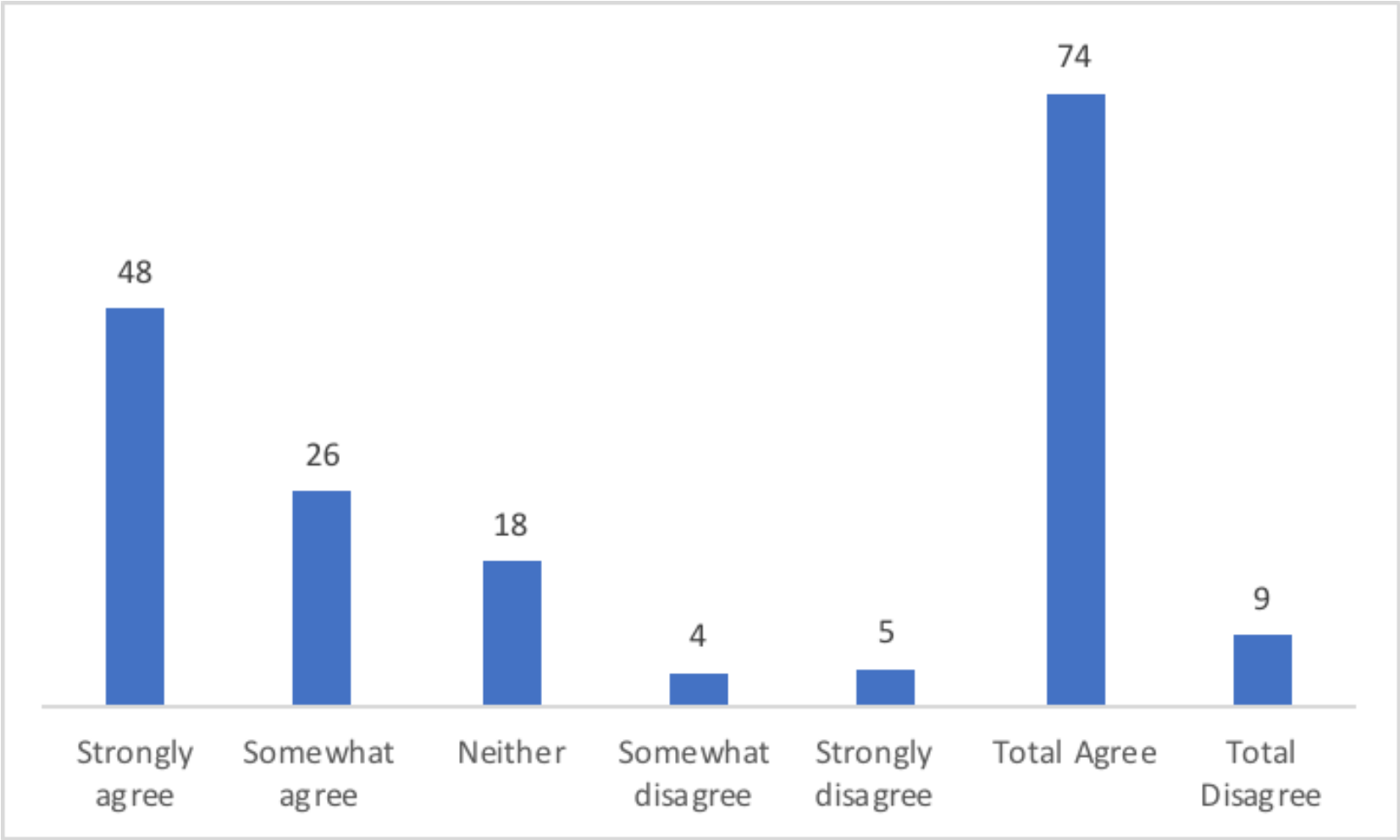
- Total N=500 registered voters (+/- 4.4%)
- Field Dates: January 3-9, 2021
- English or Spanish, according to respondent's preference
- Blended sample of web and live telephone interviews (cell phone and landline)
- Post-stratification weights were applied to bring the data into direct balance with Census estimates for registered voters in New Mexico.

Key Findings

- 72% of registered voters in New Mexico believe that the state legislature needs to pass legislation so that New Mexico voters can approve a constitutional amendment to raise the distribution from the Land Grant Permanent Fund (LGPF) for early childhood programs.
- 69% of respondents will support using 1% of the Land Grant Permanent Fund each year to provide more funds for early childhood programs if given the opportunity to vote on the issue.
- Support improves to 75% after respondents are provided with information about the value of early childhood programming.
- New Mexicans are united in their support for early childhood, with the majority of all sub-groups of eligible voters in favor of the constitutional amendment.

Level playing field, early education investment to address poverty root causes

[Agree/Disagree with the following statement about New Mexico's economy] The COVID-19 pandemic has revealed that creating a level playing field for all New Mexico's children is even more important. This has provided an opportunity for state leaders to fundamentally reform the state's education system by investing in early childhood programs to address poverty at the root and help to create long-term life opportunities for children.

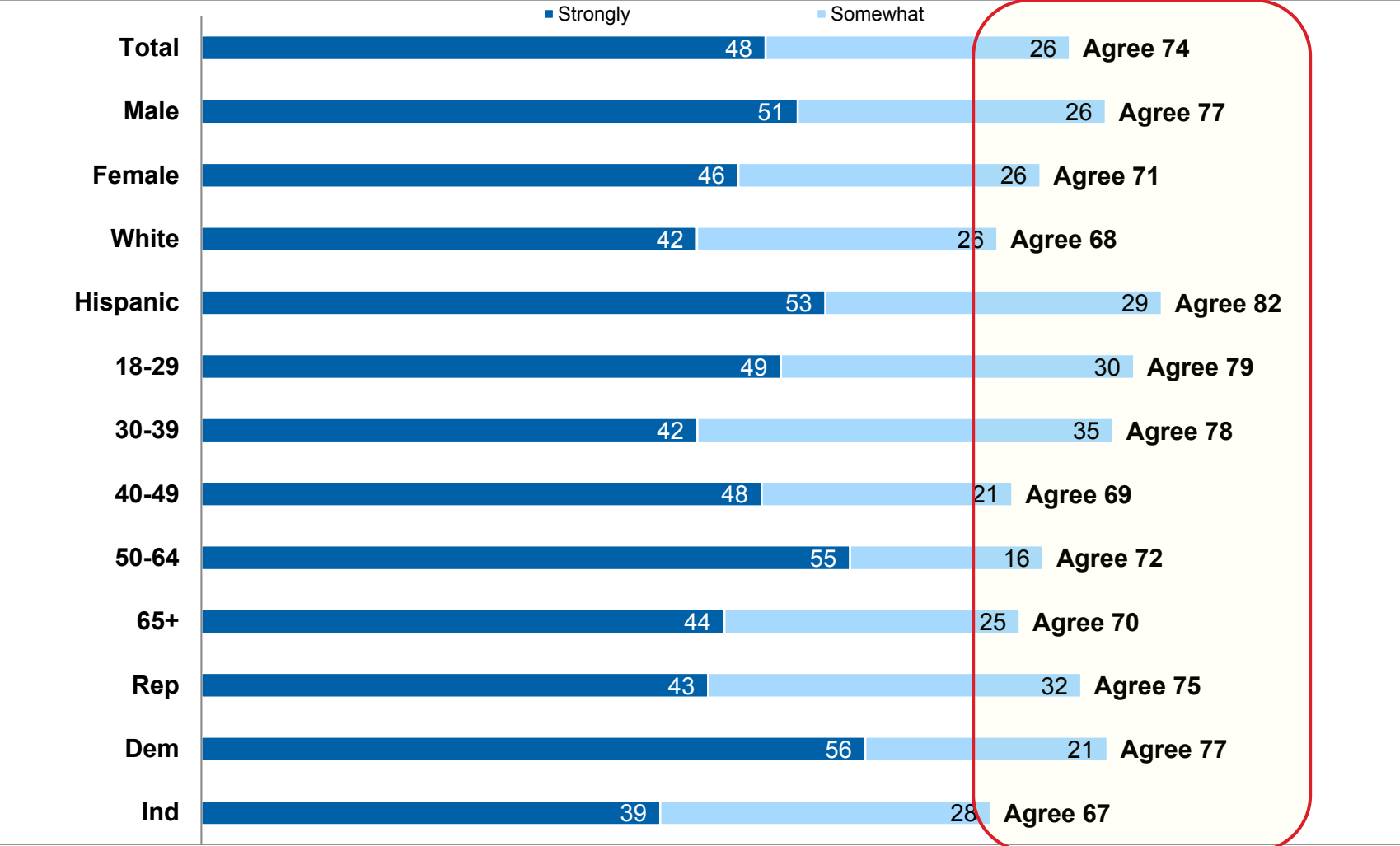


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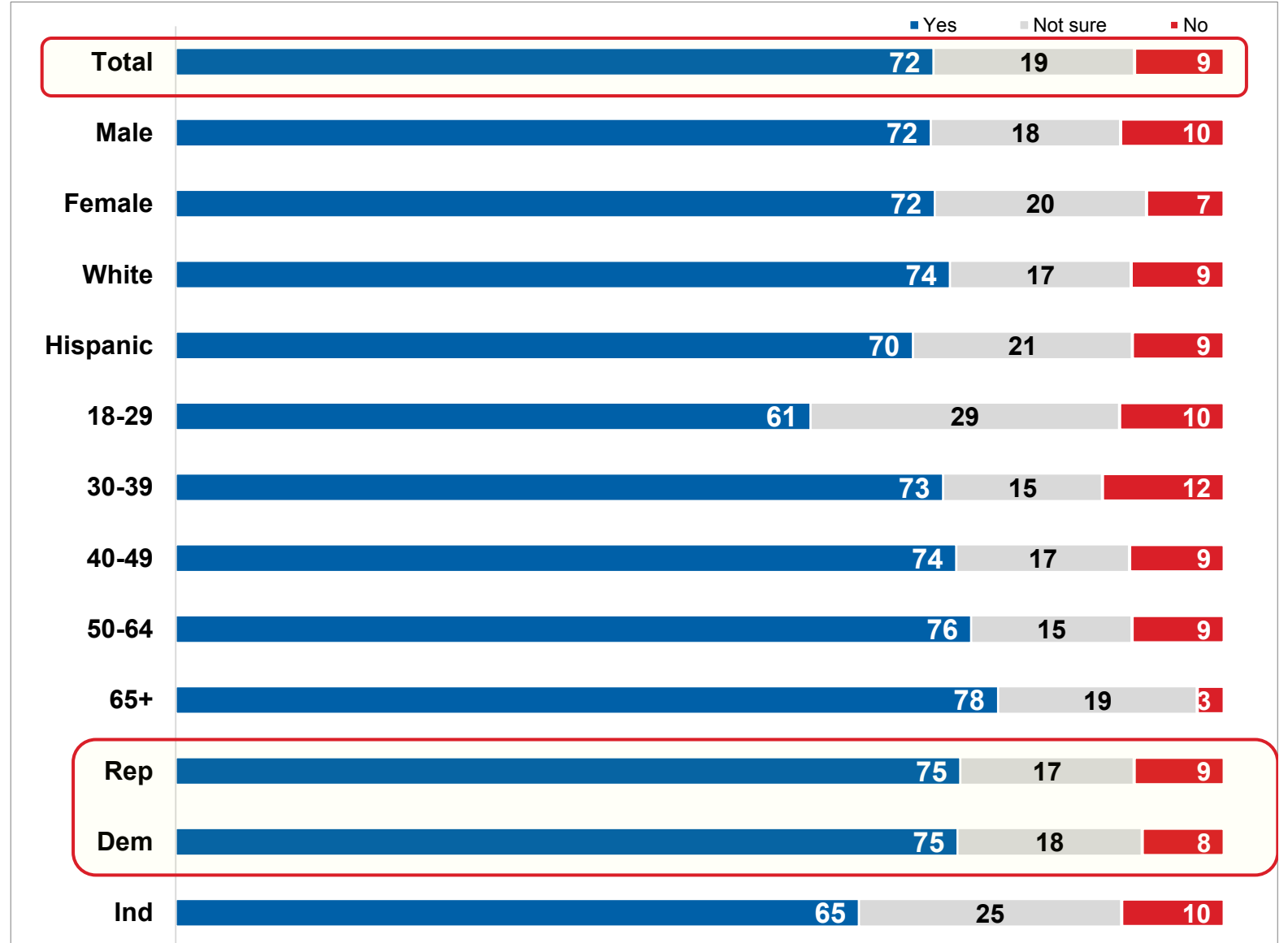
- **Uniform agreement statewide: 74% agree overall and 48% strong agreement.**
- **More than 65% across all demographic groups agree.**
- **Early education investment is an issue that unites: agreement rates across party:**
Democrats 77%
Republicans 75%
Independent 67%



Voters Should Decide Whether to Raise LGPF Distribution for EC Programs

Regardless of how you would vote on the amendment, do you support the legislature passing this important decision on to voters?

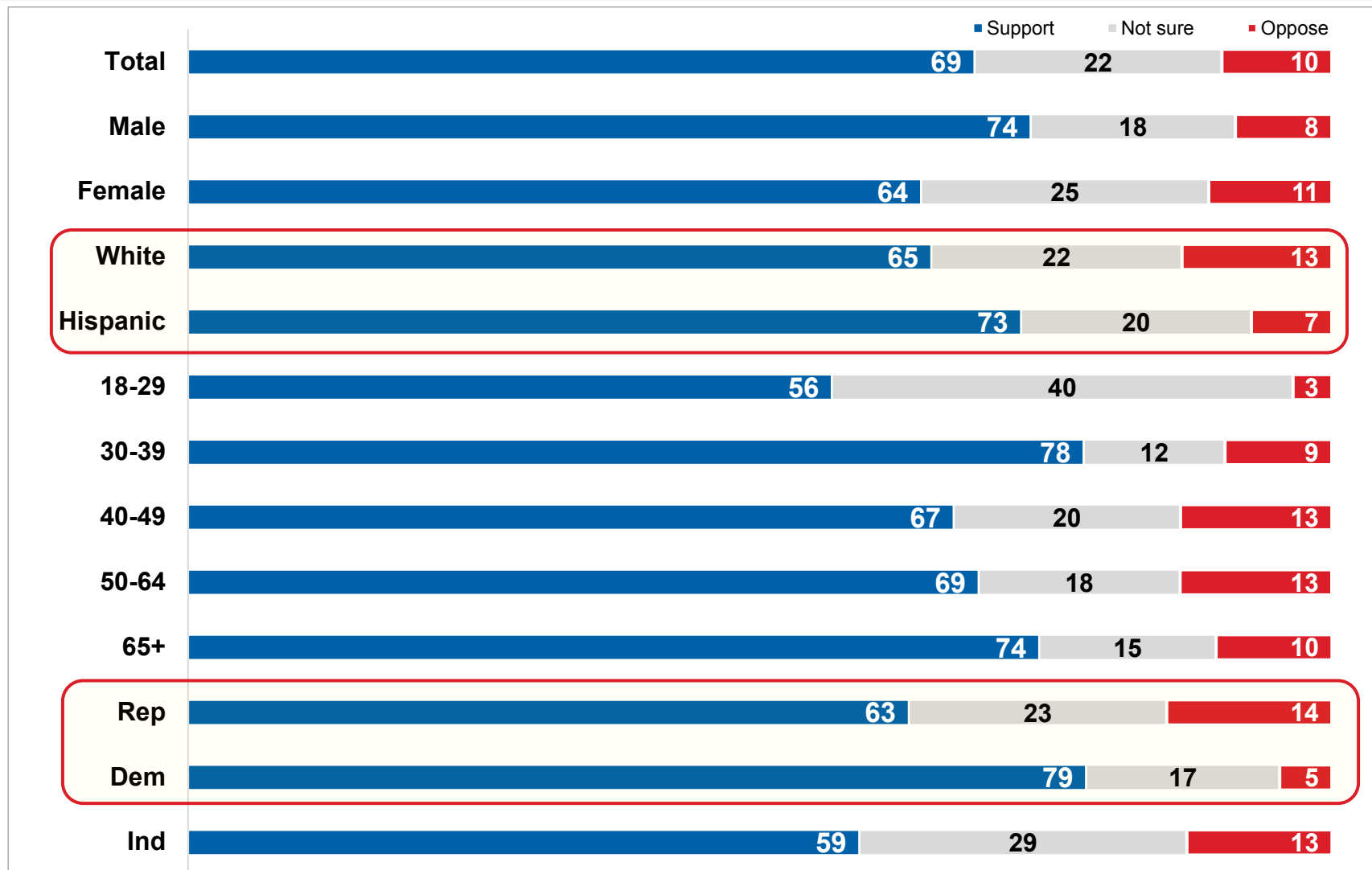
- **Clear statewide consensus on this issue: 72% believe the legislature should let New Mexican voters decide whether to raise the LGPF distribution for early childhood programs.**
- **75% of both Republicans and Democrats agree their voices should be heard on this issue.**
- **The share “not sure” (19%) is more than double the size than those opposed (a mere 9%).**
- **Younger New Mexicans are the least certain, likely due to less familiarity with issue.**



Baseline Support for Using 1% of LGPF for Early Childhood Programs

If the constitutional amendment were to be put before voters, would you support or oppose using 1% of the LGPF each year to provide more funds for early childhood programs?

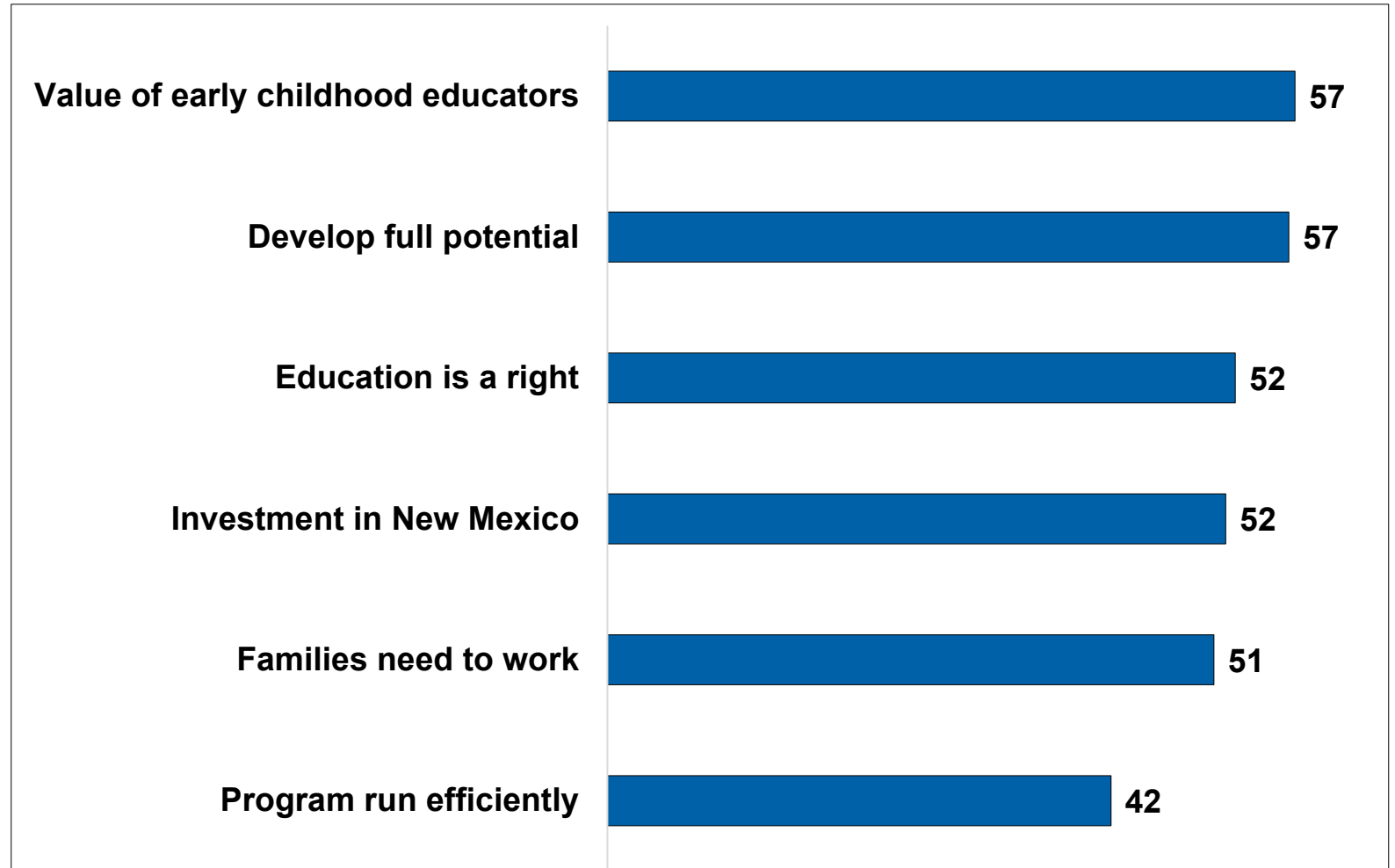
- **Statewide 69% support, only 10% oppose.**
- **Large majorities of New Mexicans across all groups support the amendment including:**
 - 65% White**
 - 73% Hispanic**
 - 63% Republican**
 - 79% Democrat**
- **22% are not sure, 40% among the 18-29 age group**



Messages that Educate the Public on the Value of Early Childhood Programs

The following are statements made by those interested in improving New Mexico's public education system. Please tell me how convincing you find each statement to be. Is it very convincing, somewhat convincing, a little convincing, or not at all a convincing? [Percent "very convincing" reported]

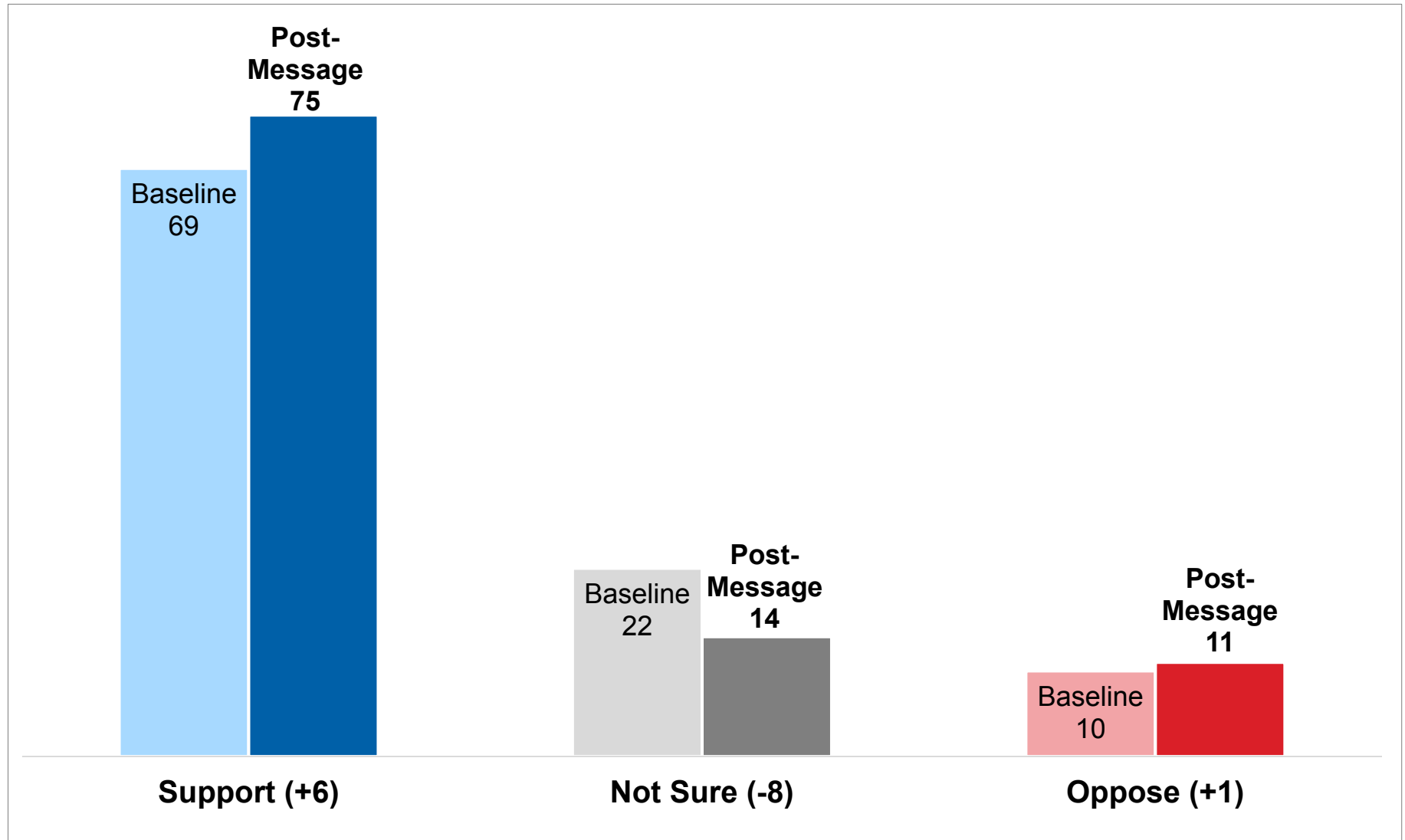
- **Messages focused on the value of early childhood educators and early childhood programs as a launching pad to help children develop their full potential performed best; both with 57% of New Mexicans saying they were "very convincing".**
- **All demographic groups rated those two messages highest, with one notable exception: the message that emphasized that "education is a right and not a privilege" performed best with those 18-29 years old, where 56% said it was "very convincing".**



Messaging Increases Support for Using the LGPF for Early Childhood Programs

Comparing baseline responses with post-message responses.

- **Overall support increased by six points, with a total of 75% in favor (3/4 of electorate)**
- **Uncertainty dropped by eight-points, from 22% to 14% unsure.**
- **Opposition essentially went unchanged, with a (statistically insignificant) one-point increase, where 11% were against after exposure to messages.**

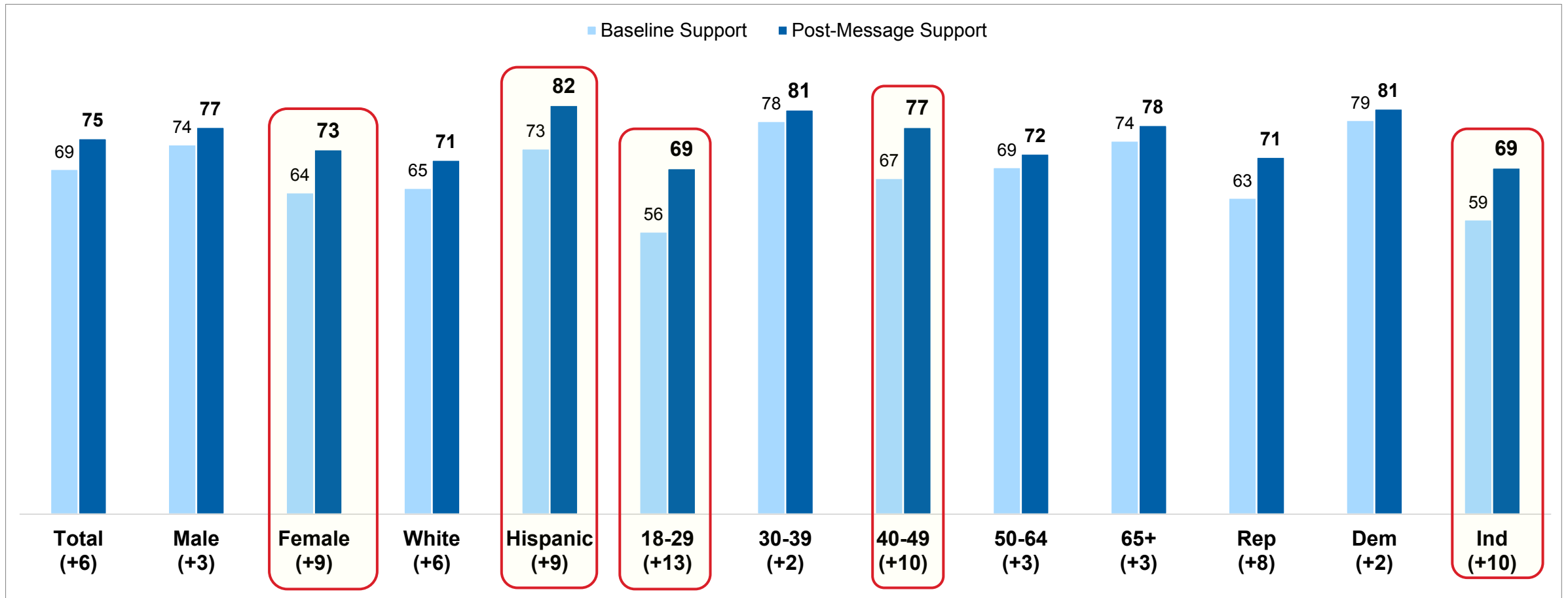


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Messaging Increases Support for Using LGPF for Early Childhood Programs

Comparing initial support response (baseline) with responses after messages.

- Note significant upticks among 18-29 year olds (+13), Independents (+10), 40-49 year olds (+10), Women (+9), and Hispanics (+9).
- Baseline support already quite strong, messaging moved many people from unsure/undecided to favor/support.



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Full Text of Messages

(Listed in order of “most convincing”. Core idea in parathesis for reference only, not presented to respondents)

(Value of Preschool Educators) Our state’s preschool teachers are paid as much as fast-food workers with an average wage of \$9.60/hour. Preschool teachers do very important work that often takes many additional hours outside the classroom, and often requires that they spend their own money for supplies and teaching materials. If we want our children to receive high-quality early-childhood education, we have to pay preschool teachers a living wage and provide them with benefits. Now is the time to use the resources from the Land Grant Permanent Fund to invest in our preschool workforce. (57% very convincing)

(Develop full potential) A quality education is a necessity for every child. Education sets the stage for a person’s entire life – from the job you hold to the neighborhood you live in. We have loving and supportive families and dedicated teachers committed to their students. But, due to lack of access to programs like preschool, children are unable to reach their full potential. New Mexico must support hard working families so children can grow up and live the life they want. New Mexico wins when educate our children. (57% very convincing)

(Education is a right) Education is a right, not a privilege. Our state constitution mandates that New Mexico state government is responsible for providing a sufficient education for all students in New Mexico. Yet, a majority of our students cannot read, write and do math as well as other children across the country. It’s time to use 1% from the Land Grant Permanent Fund for early childhood programs. (52% very convincing)

(Investment in New Mexico) The single greatest investment we can make to build New Mexico’s economy is to educate our children. Today’s students are tomorrow’s work-force. Early childhood education can unleash our state’s potential if children are provided access to high quality programs like childcare, preschool and home visiting for families with a new baby. It’s time we invest in proven solutions that support our children in being successful in life. (52% very convincing).

(Families need to work). Access to quality child care and early education programs is an economic necessity for many working families who need more than one income to make ends meet. Affordable child care gives these families the support they need to work hard and raise their children. Access to quality child care and early education is an economic security and quality of life issue for working parents. Now is the time to use the resources from the Land Grant Permanent Fund to ensure that all New Mexico’s working families have access to quality child care. (51% very convincing)

(Program run efficiently) Because of the creation of the new Early Childhood Education and Care Department the state has integrated early childhood programs to ensure that additional funding will be used wisely and efficiently. This will ensure that the distribution of 1% from the Land Grant Permanent Fund will be strategically used to increase access like high quality childcare, preschool and home visiting. This creates certainty and accountability for this money. (42% very convincing)

Percent of respondents that said each message was “very convincing”.

(Top message for each demographic group in bold)

	Value of early childhood educators	Develop full potential	Education is a right	Investment in New Mexico	Families need to work	Program run efficiently
Total	57	57	52	52	51	42
Male	55	59	50	53	47	40
Female	60	55	54	51	54	43
White	53	55	50	50	48	37
Hispanic	63	58	57	54	52	45
18-29	51	52	56	46	47	39
30-39	57	56	48	45	50	43
40-49	59	55	47	52	48	40
50-64	58	58	55	58	53	42
65+	63	64	54	57	55	45
Rep	51	50	40	48	43	37
Dem	66	64	62	58	61	49
Ind	50	52	50	45	41	36

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