

Child Care Research in New Mexico

Center for American Progress

July 2018

N=503 registered voters in New Mexico (N=150 Parents of Kids <18)

Conducted July 10-15, 2018 via online web panel

Margin of error = +/- 4.4 percentage points, smaller for subgroups

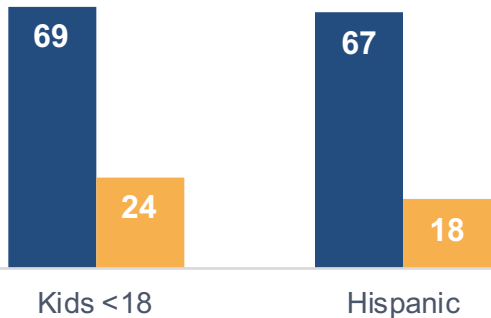
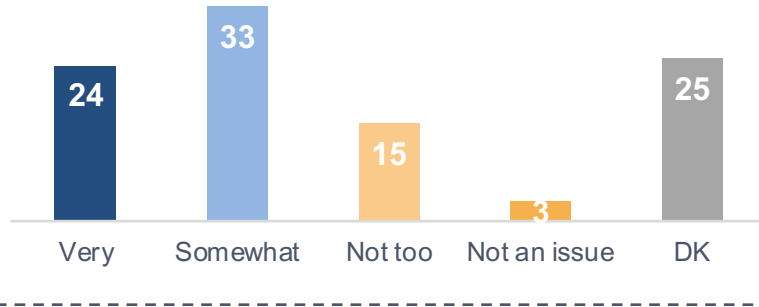


Child Care Environment

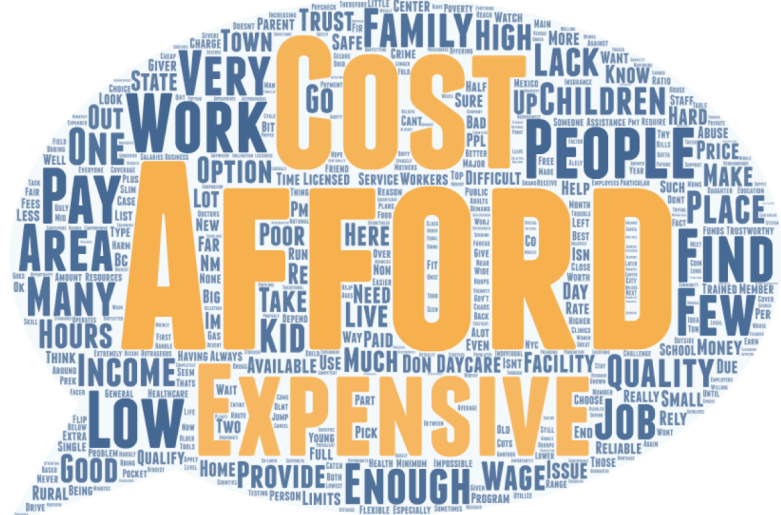
Child Care Is Seen As A Serious Problem, With Cost Being The Driving Concern

How serious a problem is finding quality, affordable child care in your area?

57% Serious **18% Not Serious**



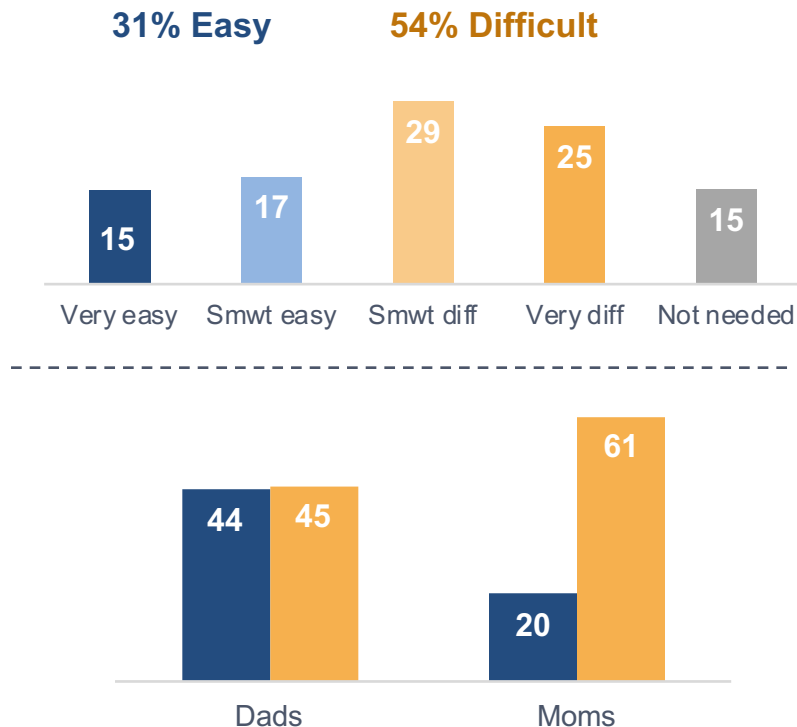
What makes finding quality, affordable child care a challenge in your area?



Parents Struggle With Finding Child Care, As A Result They Make Career Sacrifices

Figure 3

In your personal experience, has finding quality, affordable child care that's convenient for your family been?



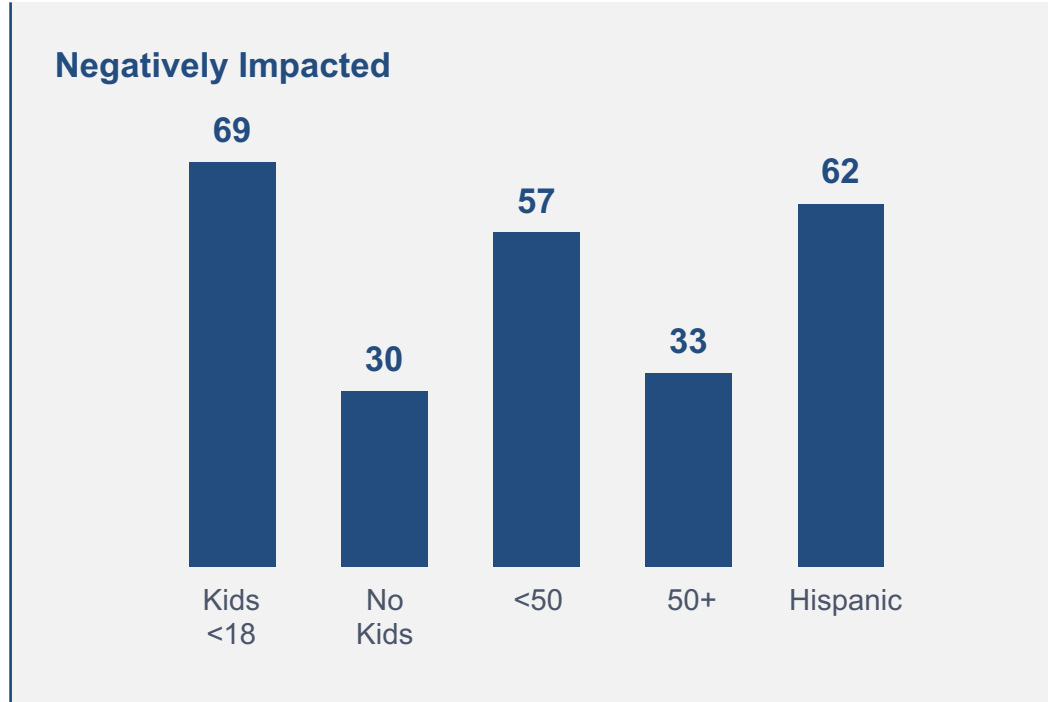
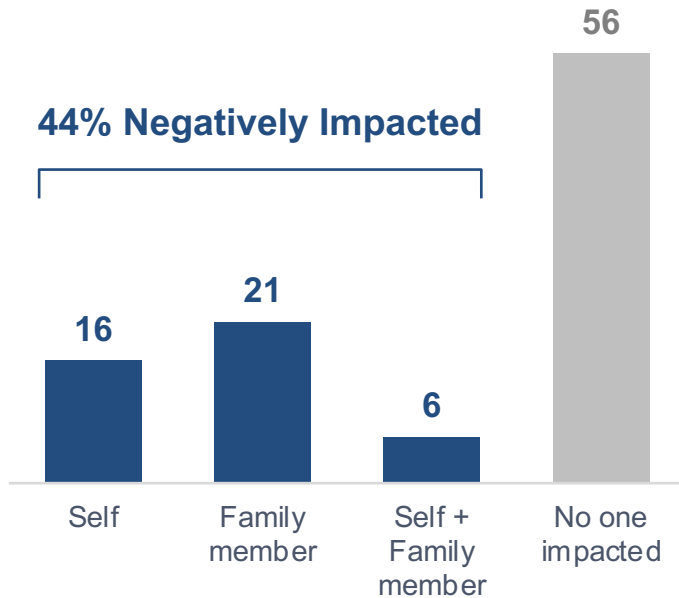
If you had access to more reliable and affordable child care, would you or your child's other parent take any of the following steps in relation to employment and work?

	Parents of Kids <18
Seek additional education or training for your career	34
Look for a higher paying job	32
Ask for more hours at work	26
If currently not working, look for a job in the first place	21
Seek a promotion or more responsibility at work	20
Look for a different job that interests you more	18
None of the above	17

Nearly Half Have Personally Felt The Negative Impact Of Child Care Issues

Figure 4

Have you or a member of your immediate family had your career or career prospects negatively impacted - such as passing up a job or promotion, working fewer hours, or not being able to pursue new skills - due to child care considerations?





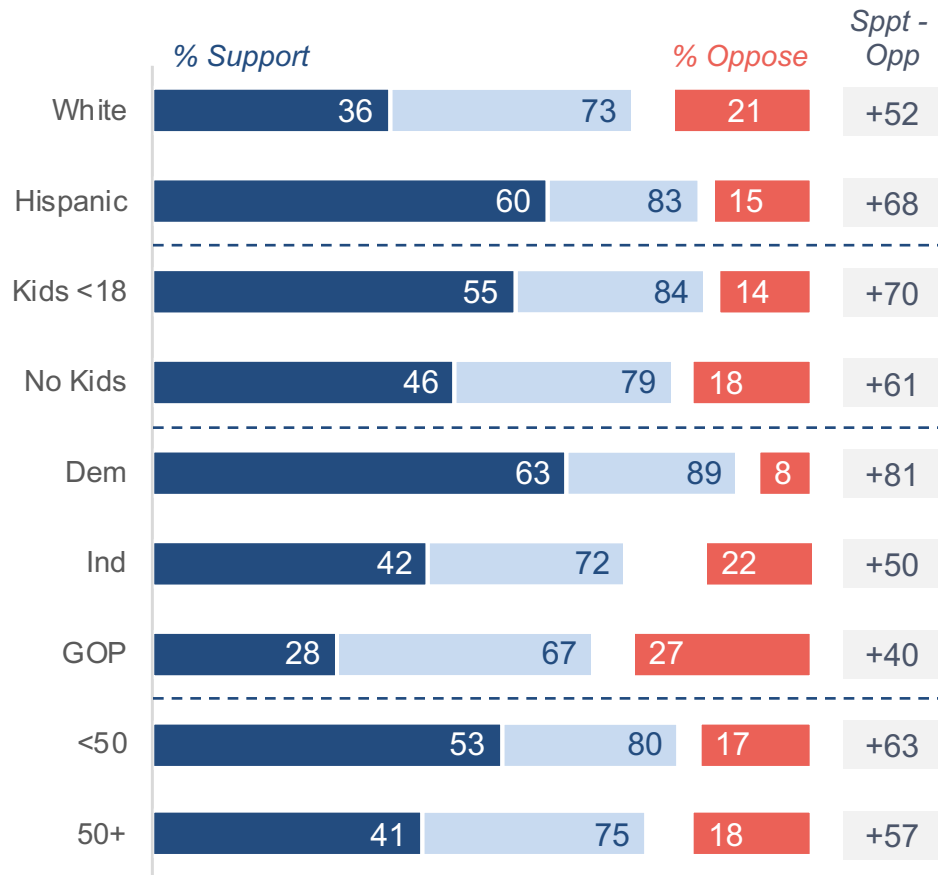
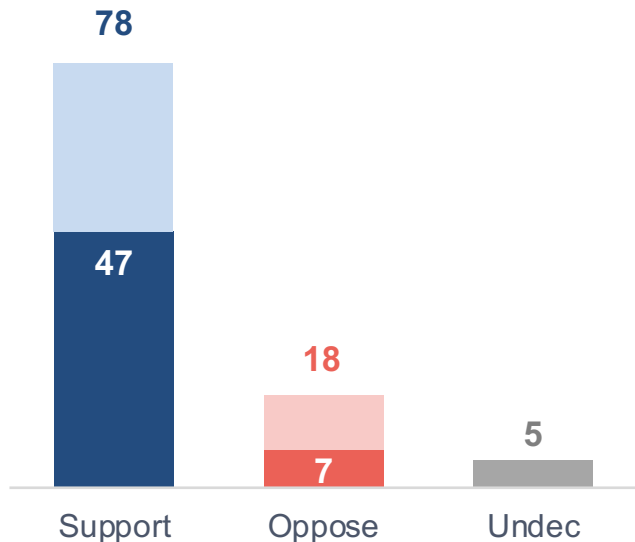
Child Care Support

Funding Child Care And Early Education Receives Wide Support Across Groups

Figure 6

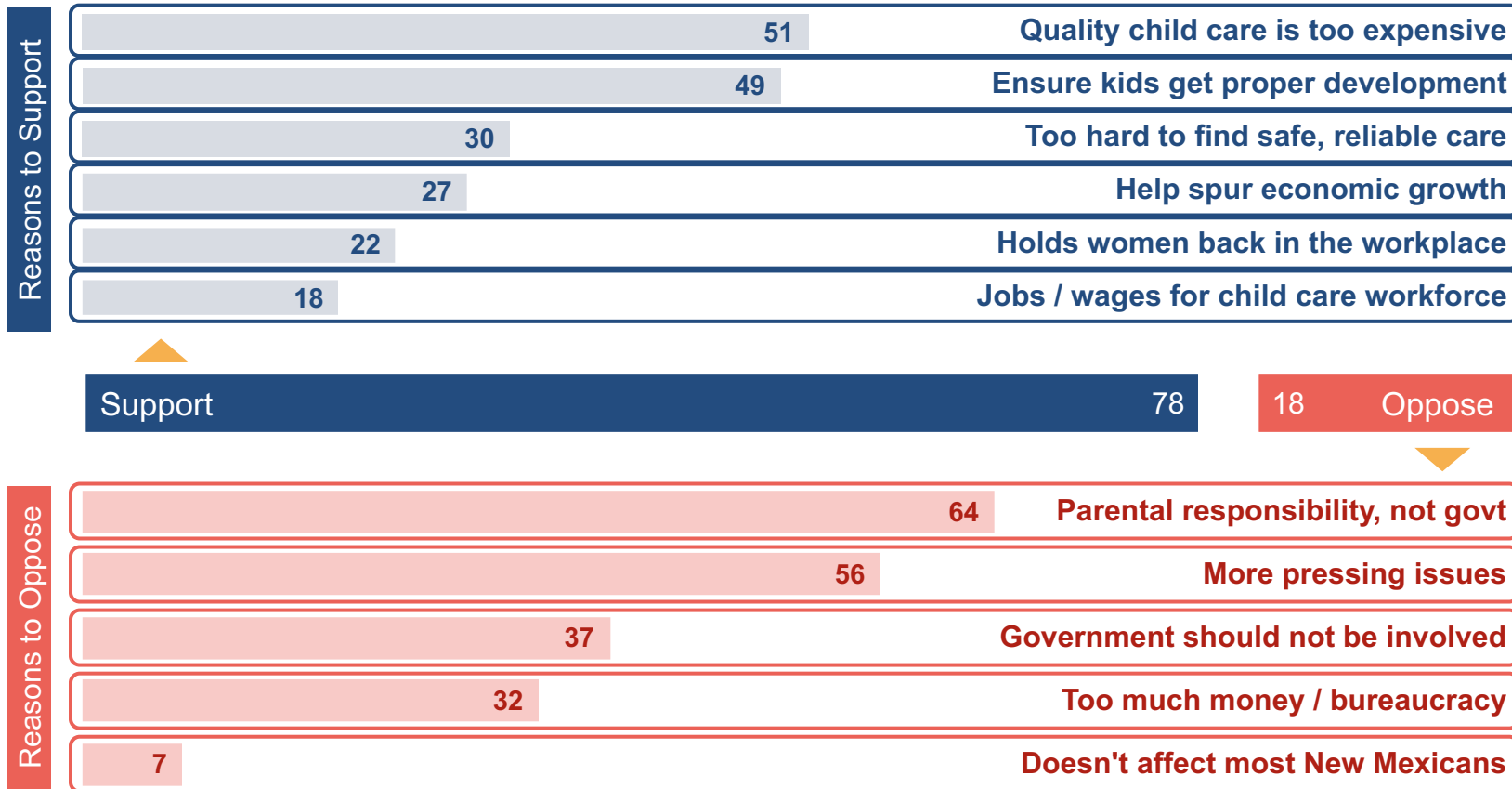
Efforts in the state legislature to increase Child Care / Early Education Funding

Darker shade = Stronger intensity



Support Is Driven By Cost & Development, Parent Responsibility Is A Deterrent

Figure 7

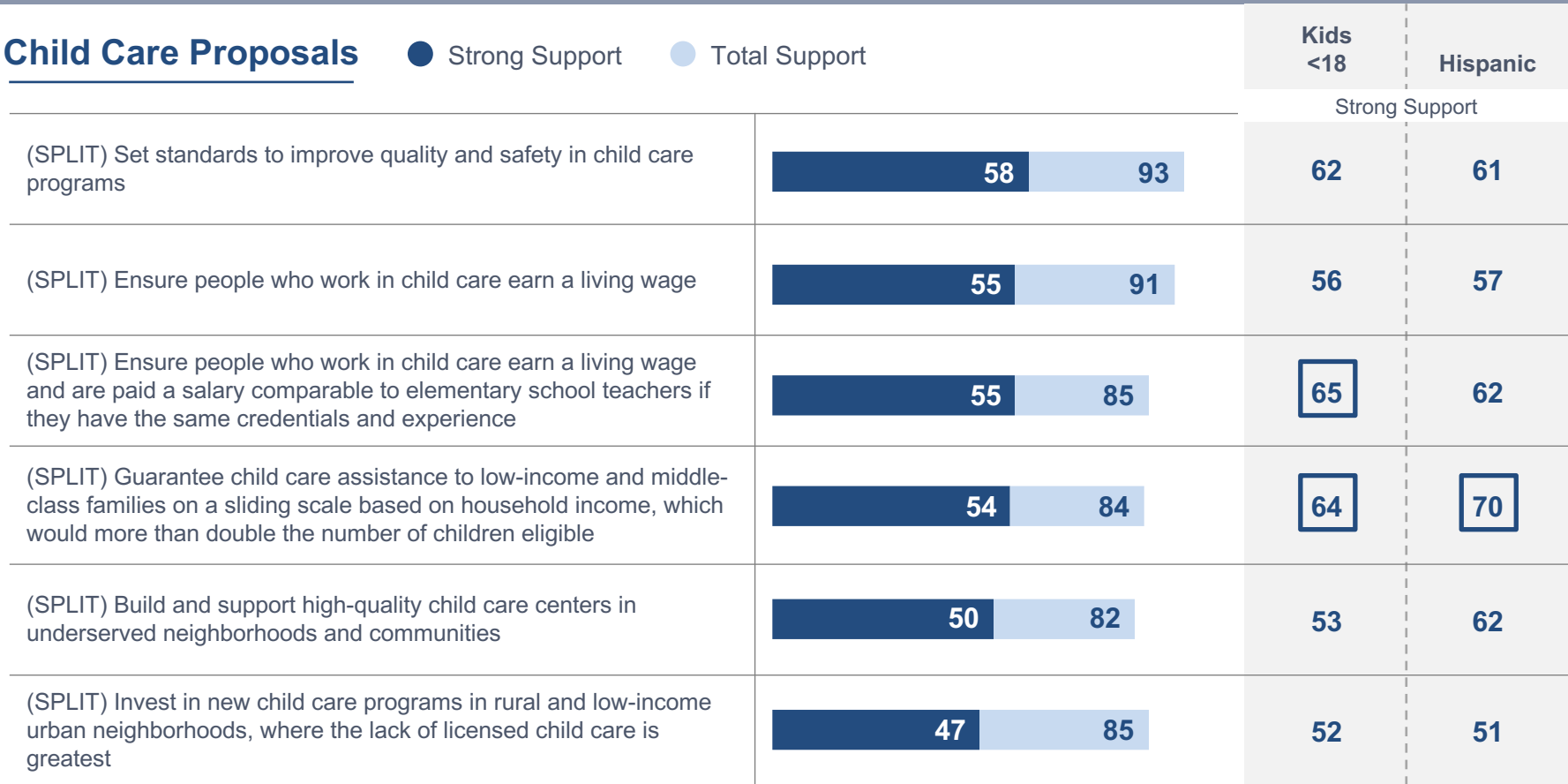


Proposals Focused On Safety, Wages, Guaranteed Assistance & Underserved Communities Are Most Popular

Figure 8

Child Care Proposals

● Strong Support ● Total Support

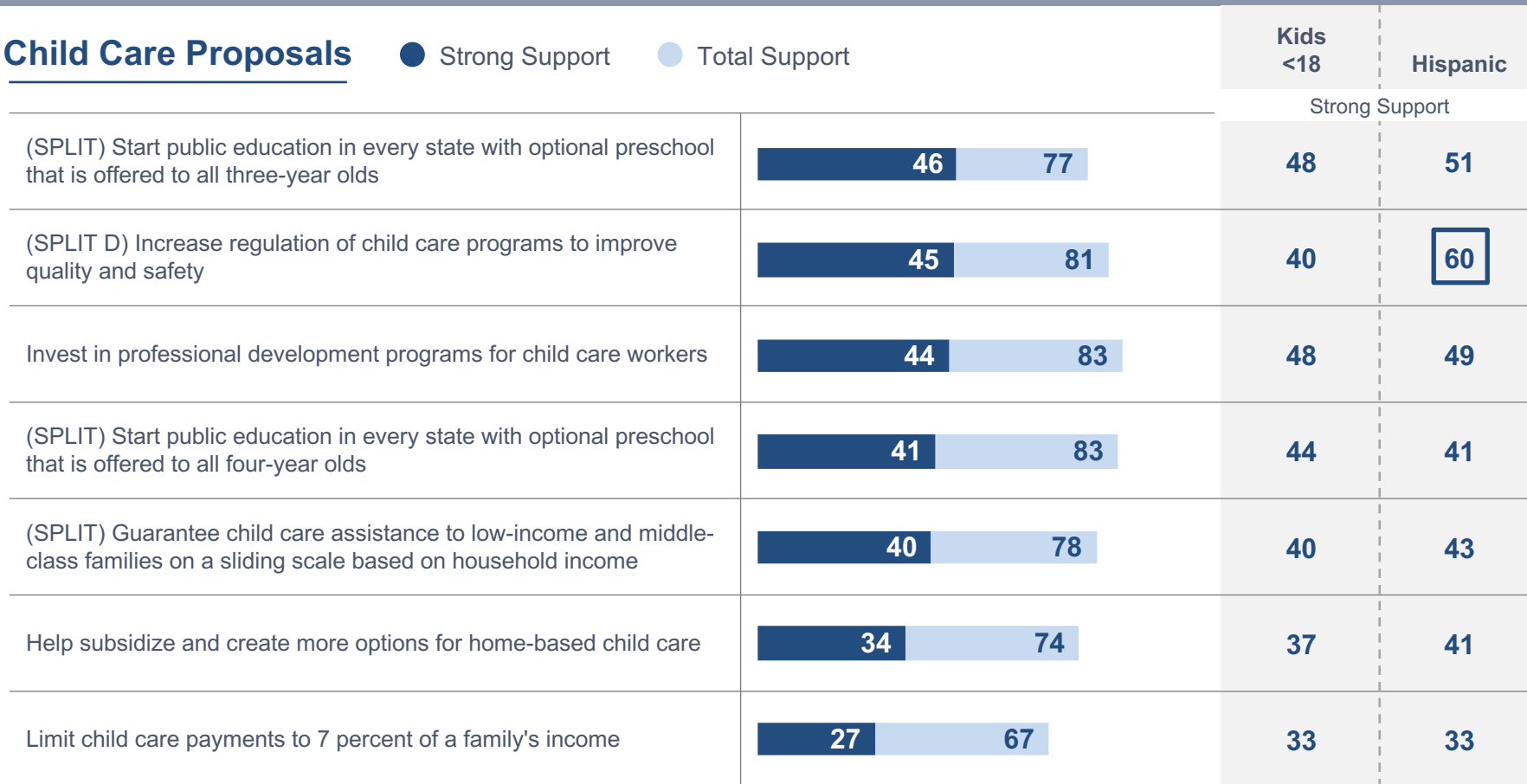


Support For Home-Based Care Options And An Income Cap Is More Mild

Figure 9

Child Care Proposals

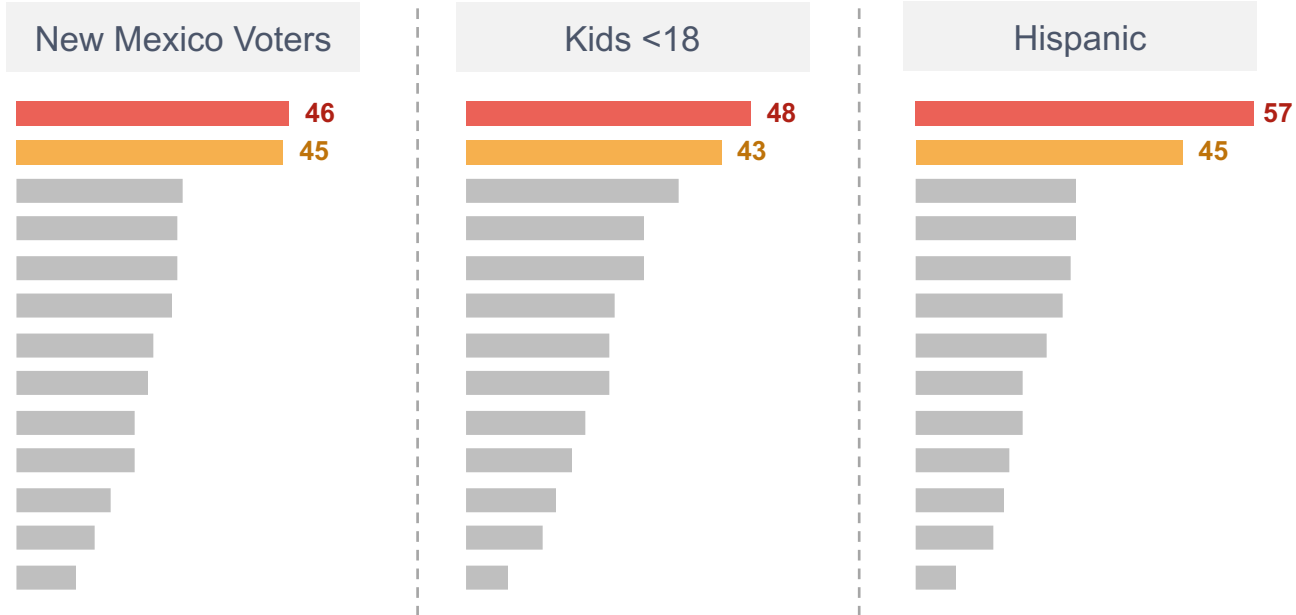
● Strong Support ● Total Support



Child Care Proposals (Pick Top 2)

● Guarantee child care assistance to low-income and middle-class families on a sliding scale based on household income

● Guarantee child care assistance to low-income and middle-class families on a sliding scale based on household income, which would more than double the number of children eligible



Voters Want Policies To Benefit All Families, Not Target Just Those Most In Need

Figure 11

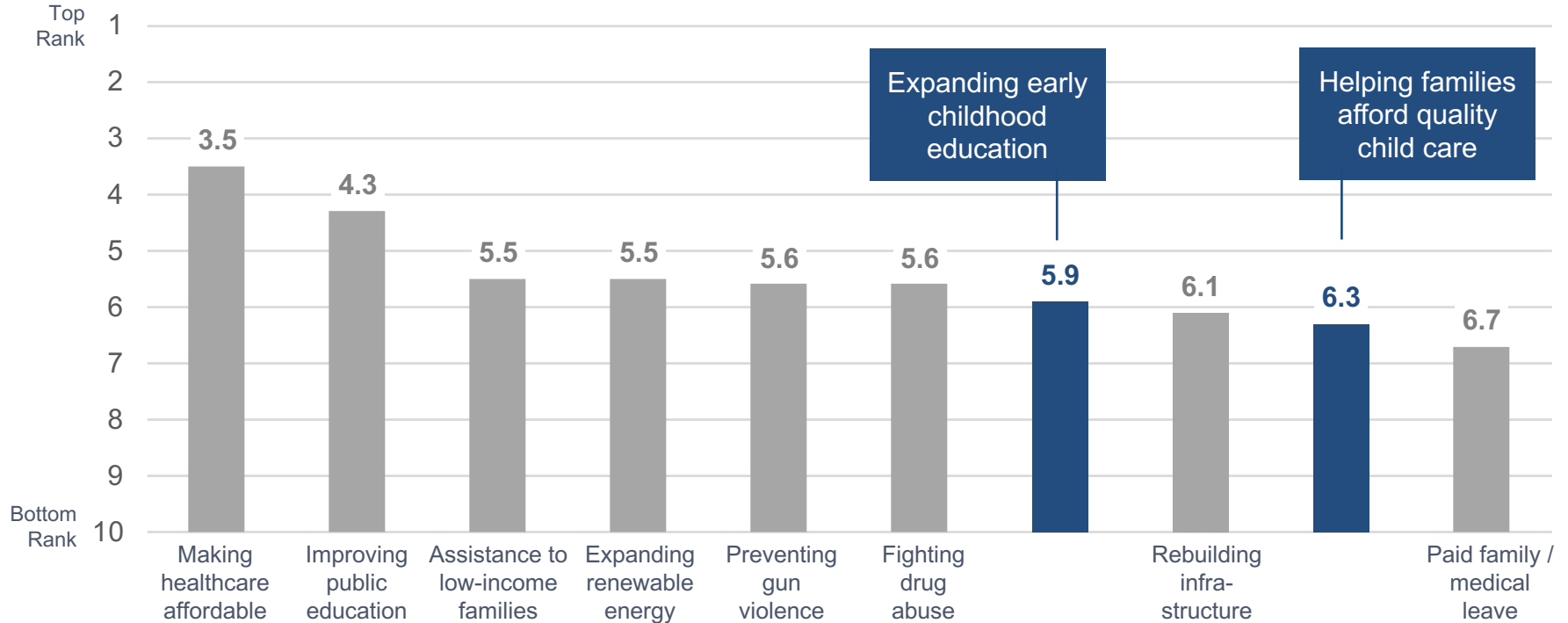
	Total	Kids <18	White	Hispanic	Dem	Ind	GOP
<p>Child care assistance and expanded access to early childhood education should be universal so that all families can benefit from these critical programs.</p>	65	71	60	65	67	57	70
<p>Policies and funding to increase child care assistance and expand access to early childhood education should be targeted to those parents and families most in need of assistance.</p>	35	29	40	35	33	43	30



Prioritizing Child Care

Legislative Priorities (Gov/Leg)

Please rank these issues from 1 to 10 in terms of how important you think it is for the next Governor and state legislature to spend more time and money addressing each. Showing Average Rank.



Arguing We Have More Important Priorities Is Effective In Dampening Support

Figure 14

	Total	Kids <18	White	Hispanic	Dem	Ind	GOP
Our public policies should be designed to help families afford the costs of child care and early learning.	72	80	63	80	87	74	51
Helping people afford child care or early learning is not the role of our state government.	28	20	37	20	13	26	49

	Total	Kids <18	White	Hispanic	Dem	Ind	GOP
Our public policies should be designed to help families afford the costs of child care and early learning.	50	55	41	63	62	49	34
Helping people afford child care or early learning would be great, but we have other more important priorities in our state budget right now.	50	45	59	37	38	51	66

Still, Broad Majority Believes Government Has A Role To Play In Child Care Policies

Figure 15

We need to raise the bar on quality, safety, and reliability at all child care centers. **Government has a critical role to play** in providing certification, oversight, and training to child care providers, so parents can feel secure with the care their child is receiving.

Excessive government regulations and bureaucracy are the biggest reason so many families can't find quality, affordable child care. Cutting regulations on child care providers will allow for innovative solutions to meet demand and more unlicensed or informal care options with low overhead.

	Total	Kids <18	White	Afr-Amer	Dem	Ind	GOP
We need to raise the bar on quality, safety, and reliability at all child care centers. Government has a critical role to play in providing certification, oversight, and training to child care providers, so parents can feel secure with the care their child is receiving.	70	71	72	72	78	69	61
Excessive government regulations and bureaucracy are the biggest reason so many families can't find quality, affordable child care. Cutting regulations on child care providers will allow for innovative solutions to meet demand and more unlicensed or informal care options with low overhead.	30	29	28	28	22	31	39

Voters See Child Care As Primary Responsibility of State and Local Governments

Figure 16

Which of the following do you feel is best positioned to find a solution to the challenge of finding quality, affordable child care?

		Kids <18	White	Hispanic
Governor and state legislature	49	56	46	53
Local government	46	48	41	48
Private employers	26	26	31	20
Non-profit organizations	21	17	27	14
Congress	18	20	14	26



Messaging

Macro Economic Impact

● Most compelling ● Somewhat Compelling ● Mixed Opinion

A **major investment** in child care and early learning would **create 2.3 million new jobs across the U.S.**, as well as **opportunities** for **predominantly low-income parents** to **return to the workforce**. This plan would put **more people to work**, **increase wages**, and **help families make ends meet** while **providing children with safe and stable learning environments**.

Personal Economic Impact

● Most compelling ● Somewhat Compelling ● Mixed Opinion

Important to
parents and
Hispanic
voters.

Parents want the very best for their kids – and that means child care you can **trust**, no matter your income level. In 2016, **nearly 2 million parents of young children (age 5 and under) had to quit a job, turn down a new job, or change jobs because of problems with child care.** Enabling these families to **afford quality child care** now will make a **huge difference** in their **economic security** for years to come.

Impact on Women

● Most compelling ● Somewhat Compelling ● Mixed Opinion

Works better
with parents.

The inability to find quality, **affordable** child care is one of the **greatest factors limiting women** in the workplace. **Women are still the primary caregivers for children**, and it is difficult for many women to **advance in the workplace**, get **higher wages**, or to secure new jobs when they do not have access to reliable child care. Investing in **high-quality, affordable child care** will help to ensure that women have **equal opportunity to succeed at work** and with their families.

Affordability

● Most compelling ● Somewhat Compelling ● Mixed Opinion

Today, American families pay an **average of \$10,000 per child** for full-time child care. In 31 states, **infant day care costs more annually than in-state college tuition**. But **federal child care assistance only reaches 1 in 6 eligible families**. Given the long-term benefits of high-quality child care and early childhood education for children, and the positive economic impact on working families, there is an **urgent need to adopt policies that help families afford high-quality care**.

Works better with parents.

Racial and Economic Justice

● Most compelling ● Somewhat Compelling ● Mixed Opinion

Important to
Hispanic voters.

Important to
parents.

No matter where we come from or what our color, most of us work hard for our families. Too many people from all walks of life

struggle on their own to find affordable, quality child care.

We need to join together to fight for our future, **just like we won better wages, safer workplaces, and civil rights in our past.** We need to **move forward, to provide equal child care opportunities for children of every background, race, and religious belief.**

Child Care Workforce

● Most compelling ● Somewhat Compelling ● Mixed Opinion

Child care providers are our **children's first teachers** and **play a critical role in early childhood education**. But **unlike other fields**, early childhood workers earn an average of **only \$10 per hour** and nearly half of these **workers need public assistance** to meet their own family needs. If we want a more stable and professional workforce for our kids, we need to **provide more training and higher pay to recruit and keep the best early child care workers**.

Bright Future

● Most compelling ● Somewhat Compelling ● Mixed Opinion

We all have a stake in ensuring the next generation has a bright future. The **first five years of a child's life are critical to their ability to learn social and emotional skills, and for becoming good students later in life.** But with high child care costs and the **reality of modern work**, many families can't give their children the chances they need early in life. **We should help all families** find and **afford high-quality child care** to ensure that every child has the **opportunity to succeed.**

Works with parents and Hispanic voters.

Macro, Affordability, Workforce, And Future Messaging Rises To The Top

Figure 25

New Mexico Voters		More likely to support child care / early learning	Important to you personally <i>Net 8 to 10</i>	Provides Information <i>Net 8 to 10</i>	Effectiveness of Govt Investment <i>Net 8 to 10</i>
Top Tier	Macro Economic Impact	61	31	35	37
	Affordability	62	32	39	29
	Child Care Workforce	66	29	31	30
	Bright Future	63	30	30	30
	Personal Economic Impact	57	24	35	28
	Impact on Women	56	27	28	26
	Racial and Economic Justice	54	26	25	24

Does this statement make you more or less likely to support investments to make child care and early learning available to more families, or does it make no difference?

On a scale of 0 to 10, how important is the information in this statement to you personally?

On a scale of 0 to 10, how much does this statement give you information that you feel is important to make an informed decision on this issue?

On a scale of 0 to 10, how much does this statement make you believe that government investment in this area could make a real difference?

Bright Future And Affordability Messaging Works Best With Parents

Figure 26

	Parents of Kids <18	More likely to support child care / early learning	Important to you personally <i>Net 8 to 10</i>	Provides Information <i>Net 8 to 10</i>	Effectiveness of Govt Investment <i>Net 8 to 10</i>
Top Tier	Bright Future	82	40	32	39
	Affordability	67	48	45	32
	Child Care Workforce	77	38	36	34
	Personal Economic Impact	65	27	44	35
	Racial and Economic Justice	70	39	35	32
	Impact on Women	67	32	35	36
	Macro Economic Impact	65	35	33	32

Does this statement make you more or less likely to support investments to make child care and early learning available to more families, or does it make no difference?

On a scale of 0 to 10, how important is the information in this statement to you personally?

On a scale of 0 to 10, how much does this statement give you information that you feel is important to make an informed decision on this issue?

On a scale of 0 to 10, how much does this statement make you believe that government investment in this area could make a real difference?

Macro, Affordability And Bright Future Messages Work With Hispanic Voters

Figure 27

Hispanic Voters		More likely to support child care / early learning	Important to you personally <i>Net 8 to 10</i>	Provides Information <i>Net 8 to 10</i>	Effectiveness of Govt Investment <i>Net 8 to 10</i>
Top Tier	Macro Economic Impact	63	39	38	41
	Affordability	69	40	41	30
	Bright Future	69	34	37	31
	Child Care Workforce	79	31	31	30
	Personal Economic Impact	54	27	40	34
	Impact on Women	66	33	31	28
	Racial and Economic Justice	62	29	28	29

Does this statement make you more or less likely to support investments to make child care and early learning available to more families, or does it make no difference?

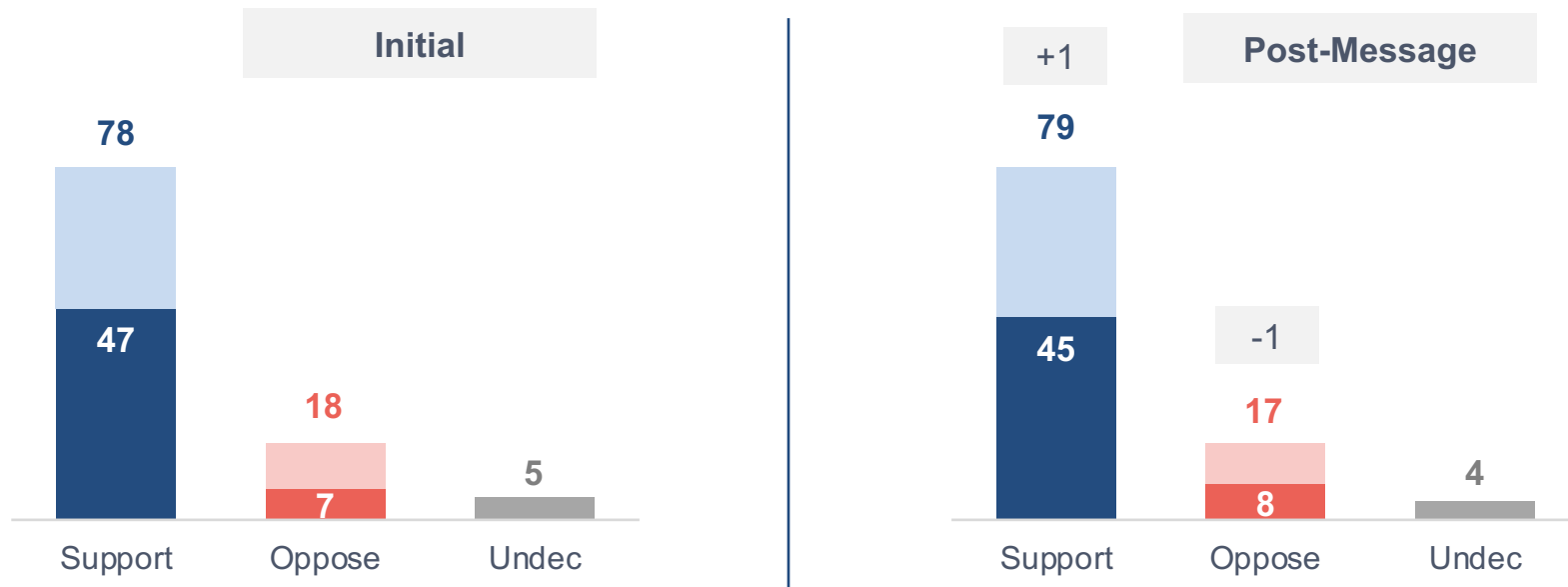
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On a scale of 0 to 10, how much does this statement give you information that you feel is important to make an informed decision on this issue?

On a scale of 0 to 10, how much does this statement make you believe that government investment in this area could make a real difference?

Increasing Child Care / Early Education Funding

Darker shade = Stronger intensity



**Kids <18
Change**

+4
Support

-5
Oppose

**White
Change**

+1
Support

+1
Oppose

**Hispanic
Change**

+2
Support

-1
Oppose

Broad Majority More Likely to Support Candidates Supporting Increased Funding

Figure 29

Less likely to vote for candidate who supports child care / early education

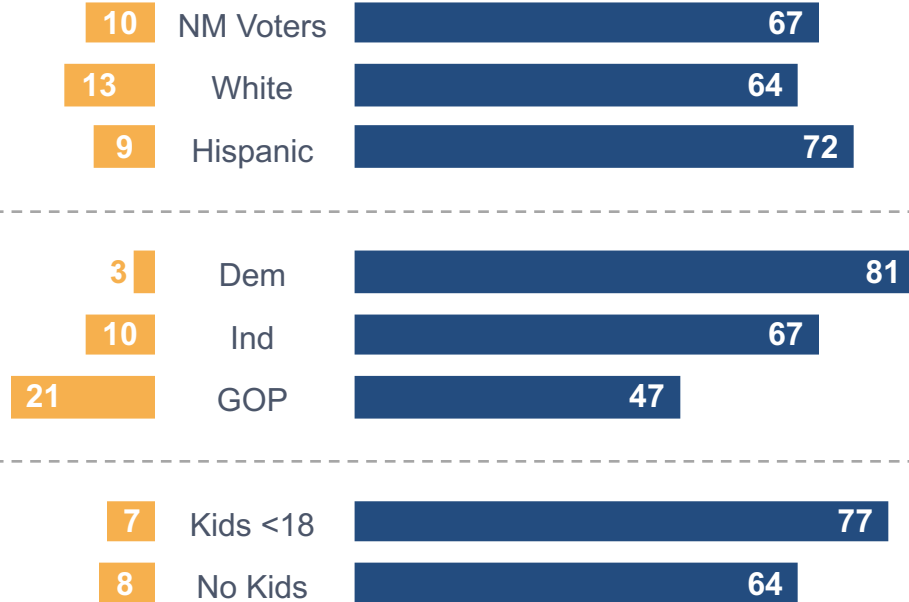
● Less likely



More likely to vote for candidate who supports child care / early education

● More likely

Gov or State Leg Candidate



g|b|a strategies