

Los Alamos National Laboratory Community Leaders
JUNE 1998
FINAL
N = 100

“Hello, may I speak to (*name on list*)?” (*If unavailable, ask for a good time to call back or schedule an appointment with the secretary*)

"Hello. My name is *YOUR NAME* from Research & Polling, Inc., New Mexico's largest public opinion research company. We are conducting a survey of community leaders, such as yourself, on behalf of Los Alamos National Laboratory. As a leader in the Northern New Mexico region, the Laboratory would appreciate your opinions on some key issues. Perhaps you recall receiving a letter from the Laboratory recently about this study."

A. NOTE TO POLLER: WHICH COUNTY IS THIS?

1. Los Alamos
2. Rio Arriba
3. Santa Fe

B. NOTE TO POLLER: WHICH ORGANIZATIONAL SECTOR IS THIS?

- | | |
|----------------------|----------------------------|
| 1. Governmental | 4. Tribal |
| 2. Economic/business | 5. Special Interest Groups |
| 3. Education | 6. DOE |

1. "What would you say is the single, biggest problem facing your community today?" (do not read categories) (one response only)

Crime:

- 01. Illegal drug use
- 02. Crime rate is high
- 03. Gangs
- 04. Graffiti
- 05. DWI rate high
- 06. Police/legal system
- 07. Violent crime

Social:

- 08. Alcoholism
- 09. Youth problems
- 10. Lack of career counseling for youth
- 11. Lack of guidance/assistance for youth
- 12. Domestic violence/family problems

Culture:

- 13. Too few cultural events
- 14. Decline of family values

Economy:

- 15. Labor force/skilled labor unavailable
- 16. Local government budget deficit
- 17. Non-availability of good jobs
- 18. Lack of training for good jobs
- 19. Lack of training for unemployed
- 20. Taxes are high/unreasonable
- 21. Cost of housing is high/unreasonable
- 22. Availability of low income/affordable homes
- 23. Cost of living is high/unreasonable
- 24. Cutbacks at LANL
- 25. Not enough private businesses

Education:

- 26. Educational system is poor
- 27. Quality of school facilities
- 28. Future school funding
- 29. Lack of science/math

- 30. Affordable day care
- 31. Lack of services for the disabled
- 32. Lack of services for elderly
- 33. Environment/polluted air/water
- 34. Gambling/lottery
- 35. Government/political leadership is incompetent
- 36. Growing too big/too fast
- 37. Gun control
- 38. Healthcare reform
- 39. Homeless
- 40. Illiteracy
- 41. Immigration of foreigners
- 42. Land development out of control
- 43. Master planning
- 44. Military presence
- 45. Nuclear waste transport
- 46. Lack of shopping
- 47. Shortage of recreational activities for children
- 48. Sewers/drains
- 49. Taxes are high/unreasonable
- 50. Tourism is ruining the area

Traffic:

- 51. Noise
- 52. Congestion
- 53. Roads/streets/highways are bad
- 54. Orange barrels/constant street maintenance
- 55. Lack of mass transit

Water:

- 56. Shortage
- 57. Don't have city water utilities
- 58. Welfare reform
- 59. Decline of workplace values
- 99. Nothing in particular/don't know/won't say

Other (specify) _____

2. "Focusing specifically on education, what do you consider to be the most important educational problems facing your community today?" (do not read categories) (take up to 3 responses)

- | | |
|---|--|
| 01. Lack of money/present | 11. Lack of parental involvement |
| 02. Lack of money/future | 12. Student overcrowding |
| 03. Lack of discipline | 13. Not enough schools |
| 04. Lack of science/math | 14. Year-round schooling/support |
| 05. Administration not doing a good job | 15. Year-round schooling/oppose |
| 06. School board not doing a good job | 16. Year-round schooling/undecided |
| 07. Poor quality of teachers | 17. Top heavy administration/money spent at administration level not at school level |
| 08. Low teacher salary | 18. Quality of school facilities |
| 09. Drugs | 19. Renovation of school facilities/disrepair |
| 10. Gangs | 99. Don't know/won't say |

Other (specify) _____

3. "Focusing specifically on the economy, what do you consider to be the most important economic problems facing your community today?" (do not read categories) (take up to 3 responses)

- | | |
|---|---|
| 01. Labor force/skilled labor unavailable | 08. Cost of housing is high/unreasonable |
| 02. Labor force/unskilled labor unavailable | 09. Availability of low income/affordable housing |
| 03. Non-availability of good jobs | 10. Cut backs at LANL |
| 04. Lack of training for good jobs | 11. Not enough private businesses |
| 05. Lack of training for unemployed | 12. Local government budget deficit |
| 06. Taxes high/unreasonable | 99. Don't know/won't say |
| 07. Cost of living is high/unreasonable | |

Other (specify) _____

4. "Focusing specifically on social problems, what do you consider to be the most important social problems facing your community today?" (do not read categories) (take up to 3 responses)

- | | |
|---|-----------------------------------|
| 01. Alcoholism | 08. Affordable day care |
| 02. Drugs | 09. Lack of services for disabled |
| 03. Youth problems | 10. Lack of services for elderly |
| 04. Lack of career counseling for youth | 11. Lack of services for homeless |
| 05. Lack of guidance/assistance for youth | 12. Affordable health care |
| 06. Domestic violence/family problems | 13. Illiteracy |
| 07. Decline of family values | 14. Racism |
| | 99. Don't know/won't say |

Other (specify) _____

5. "Generally, what is your impression of Los Alamos National Laboratory? Using a 5 point scale in which 5 is *very favorable* and 1 is *very unfavorable*, what is your impression of Los Alamos National Laboratory?"

<u>VERY</u> <u>FAVORABLE</u>		<u>VERY</u> <u>UNFAVORABLE</u>	<u>DON'T KNOW/ WON'T SAY</u>
5	4	3	2 1 6

6. "Companies, like individuals, can be members of the community. How would you rate Los Alamos National Laboratory as a corporate citizen in your community? Would you rate Los Alamos National Laboratory as *excellent, good, fair, poor, or very poor*?"

- | | |
|--------------|---|
| 5. Excellent | 2. Poor |
| 4. Good | 1. Very poor |
| 3. Fair | 6. Don't know/won't say (<i>skip to question 8</i>) |

7. "Why is that, why do you give Los Alamos National Laboratory a rating of (*answer from above*) overall?" (do not read categories) (take up to 3 responses)

- | <u>Positive</u> | <u>Negative</u> |
|---|---|
| 01. Jobs/local employment | 14. Use too much water |
| 02. Good for local economy | 15. Water pollution |
| 03. Assist in educational programs with schools | 16. More street traffic |
| 04. Involved in the community | 17. Air pollution |
| 05. Good publicity/improve community image | 18. Deal with toxic waste/chemicals |
| 06. Increases tax base | 19. Transportation of nuclear waste |
| 07. Good company | 20. Employs out of state workers |
| 08. Really cares/listens to community needs | 21. Region is too economically dependent on LANL |
| 09. School system/help with education | 22. Discriminate against Hispanic employees |
| 10. Clean, non-polluting | 23. Don't hire enough Hispanics into management positions |
| 11. Attracts other high tech companies | 24. Don't pay fair share of taxes |
| 12. Training/education programs | 99. No/don't know/won't say |
| 13. Reducing water use/consumption | |
| Other (<i>specify</i>) _____ | |

"I'm going to read you a list of items about the Los Alamos National Laboratory and have you rate how satisfied you are with each one. Please tell me if you are *very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied*. How satisfied are you with?"

	<u>VERY</u> <u>SATISFIED</u>	<u>SOMEWHAT</u> <u>SATISFIED</u>	<u>SOMEWHAT</u> <u>DISSATISFIED</u>	<u>VERY</u> <u>DISSATISFIED</u>	<u>DON'T KNOW/ WON'T SAY</u>
8. "The educational programs offered by Los Alamos National Laboratory"	4	3	2	1	5
9. "The efforts of the University of California and Los Alamos National Laboratory during the last year in encouraging new business to relocate to northern New Mexico"	4	3	2	1	5
10. "Los Alamos National Laboratory's effort to purchase more goods and services from businesses in northern New Mexico communities"	4	3	2	1	5
11. "University of California and Los Alamos National Laboratory's efforts to provide equal opportunities for employment for all qualified residents of northern New Mexico in the last year"	4	3	2	1	5
12. "University of California and Los Alamos National Laboratory's efforts to listen to the concerns of your community"	4	3	2	1	5
13. "University of California and Los Alamos National Laboratory's efforts to respond to the concerns of your community"	4	3	2	1	5
14. "The overall impact University of California and Los Alamos National Laboratory has had on the economy of your community"	4	3	2	1	5
15. "The community involvement and regional economic development efforts of the new University of California Northern New Mexico Office in Los Alamos"	4	3	2	1	5
16. "Have you heard or read about the Los Alamos National Laboratory Foundation which promotes and funds a broad range of educational and public service activities throughout northern New Mexico?"					
1. Yes, have heard					
2. No, have not heard (<i>skip to question 18</i>)					
3. Don't know/won't say (<i>skip to question 18</i>)					
17. "How satisfied are you with the efforts of the new Los Alamos National Laboratory Foundation? Are you <i>very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied</i> ?"					
4. Very satisfied			1. Very dissatisfied		
3. Somewhat satisfied			5. Don't know/won't say		
2. Somewhat dissatisfied					

18. "Have you heard or read about the Technology Commercialization program which develops ways to use emerging Lab technologies to stimulate new high-tech business start-ups in northern New Mexico?"

- 1. Yes, have heard
- 2. No, have not heard *(skip to question 20)*
- 3. Don't know/won't say *(skip to question 20)*

19. "How satisfied are you with the Technology Commercialization program? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?"

- 4. Very satisfied
- 3. Somewhat satisfied
- 2. Somewhat dissatisfied
- 1. Very dissatisfied
- 5. Don't know/won't say

20. "Do you have any other comments or suggestions that you would like to make on the University of California or Los Alamos National Laboratory's efforts in improving community involvement, regional economic development, or education outreach efforts?"

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

NOTE TO POLLER, WAS RESPONDENT:

- 1. Male
- 2. Female

Respondent's Phone Number _____

Poller Name _____

Poller Code _____

FOR STAFF USE ONLY										
<i>confirmed by</i>	_____									
<i>confirmation date</i>	_____				<i>time</i>	_____				
<i>accuracy</i>	10	9	8	7	6	5	4	3	2	1
<i>courtesy 10</i>	9	8	7	6	5	4	3	2	1	
<i>complete</i>	10	9	8	7	6	5	4	3	2	1
<i>comments</i>	_____									