

# **First Five Years Fund: National and Swing States Survey**

## **September 2020**

# Methodology

New Bridge Strategy and Hart Research conducted a national survey among N=800 voters across the country and an oversample for a total of N=300 voters in swing Senate and Presidential states (AZ, CO, GA, IA, ME, MI, NC) via live telephone interviews (both cell phones and landlines).

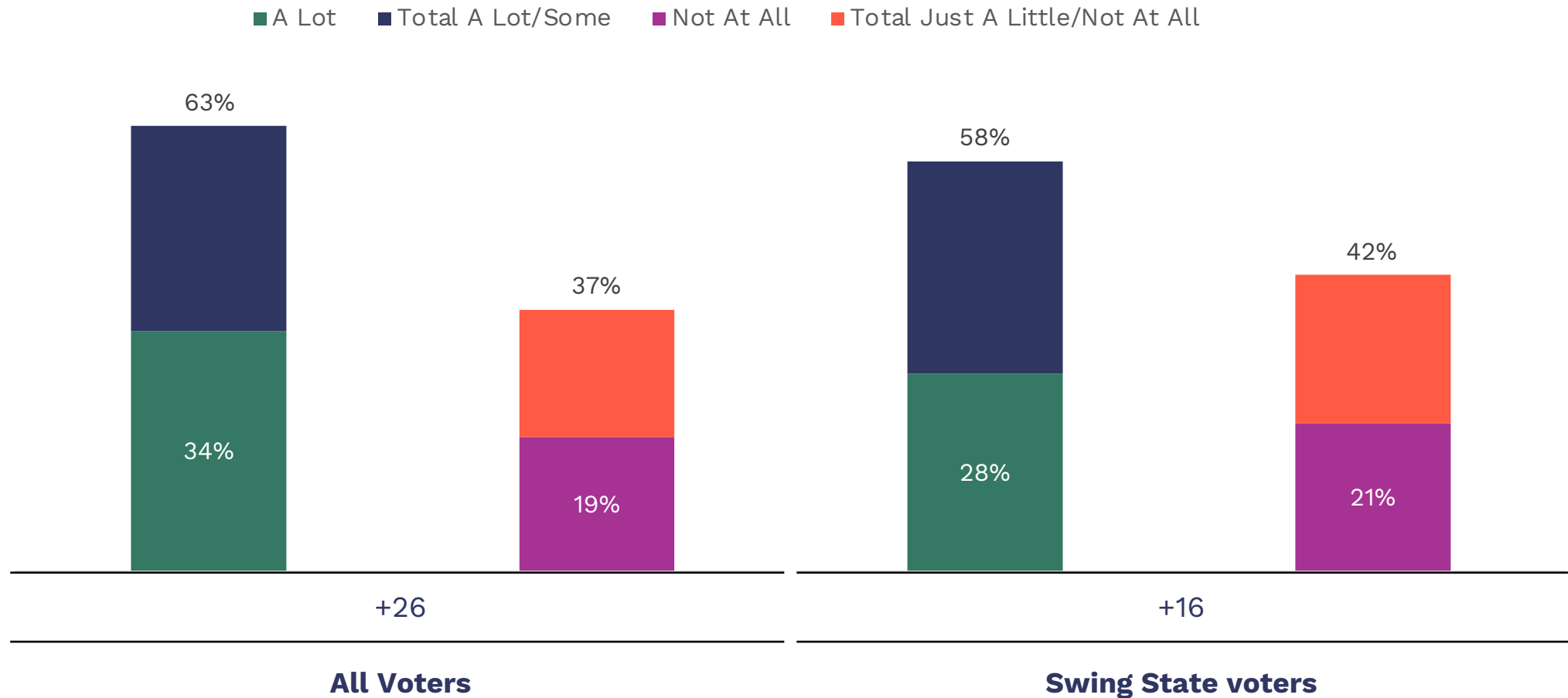
Interviews were conducted September 9-12, 2020 and were distributed proportionally across the country. Quotas were also set for key demographic sub-groups, such as gender and age.

The margin of error is  $\pm 3.46\%$  for the overall national sample and  $\pm 5.66\%$  for the overall swing states sample. The margin of error will vary for sub-groups.



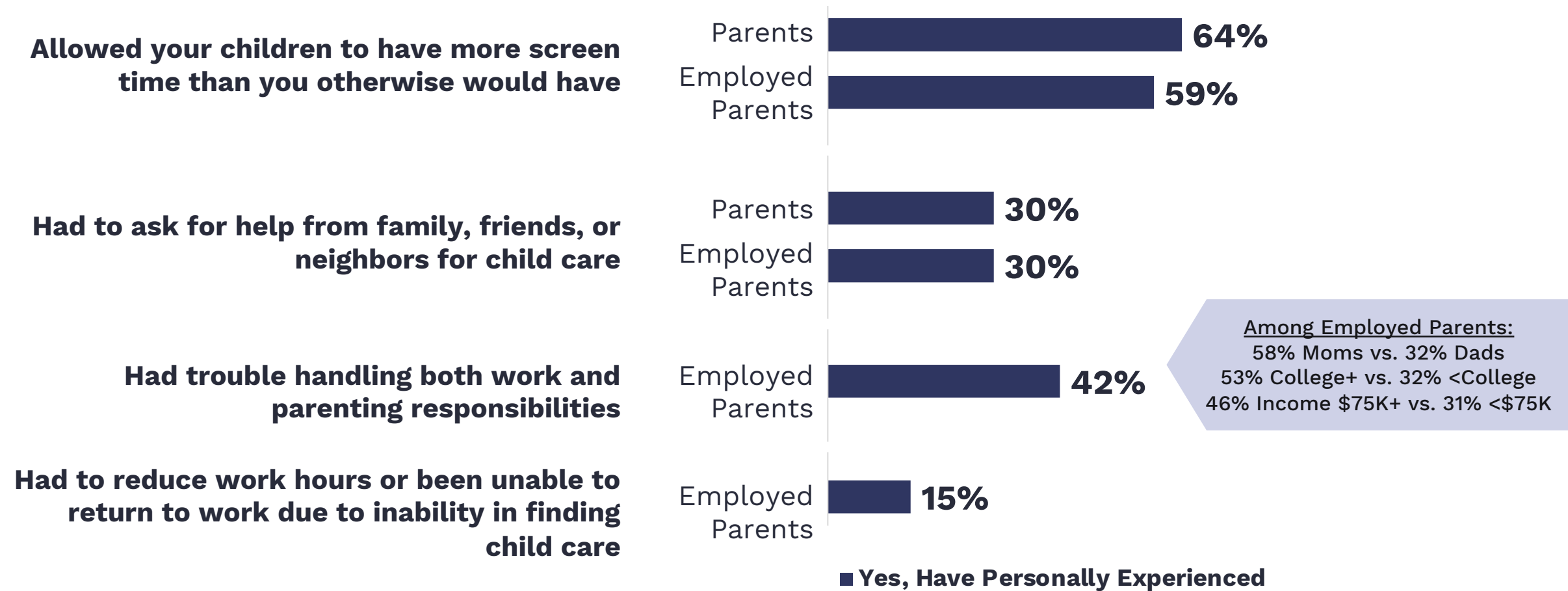
# Impact of Coronavirus

# The Coronavirus has had a big impact on work and family situations for roughly two-thirds of voters.



In terms of your work and your family situation, how much have you personally been affected by the coronavirus crisis?

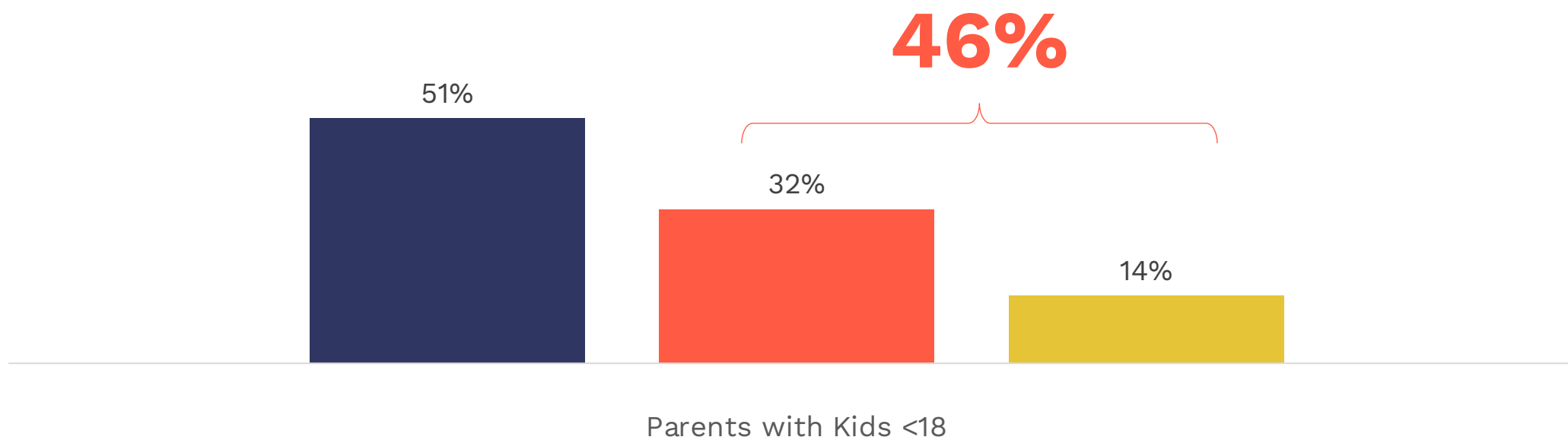
# Parents have allowed more screen time than usual, and two in five employed parents had trouble handling work and parenting.



I would like to read you some different things some people have said they have experienced as a result of the coronavirus outbreak. Please tell me if you personally have experienced any of these.

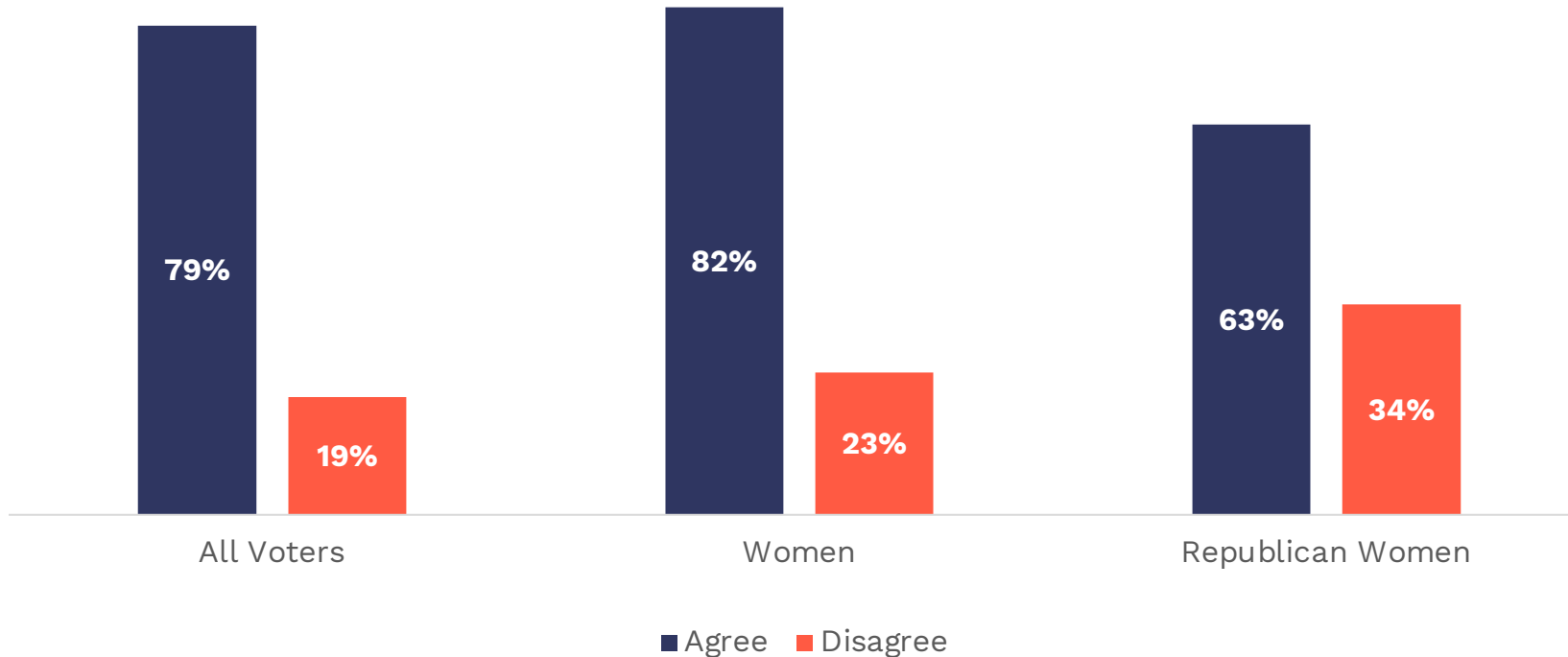
# Nearly half of parents say their current child care situation is only a short-term solution or is not working well right now.

■ Works well in the long-term ■ Works well in the short-term ■ Does not work well



Thinking about your current situation in providing care for your children, do you feel like your situation now will work for the long-term, will work only for short-term, or is it not working so well now? ASKED OF PARENTS ONLY, N=234 RESPONDENTS

# A majority of voters say the coronavirus crisis has shown us how essential it is that we build a child care system that makes child care available and affordable to all families who need it.



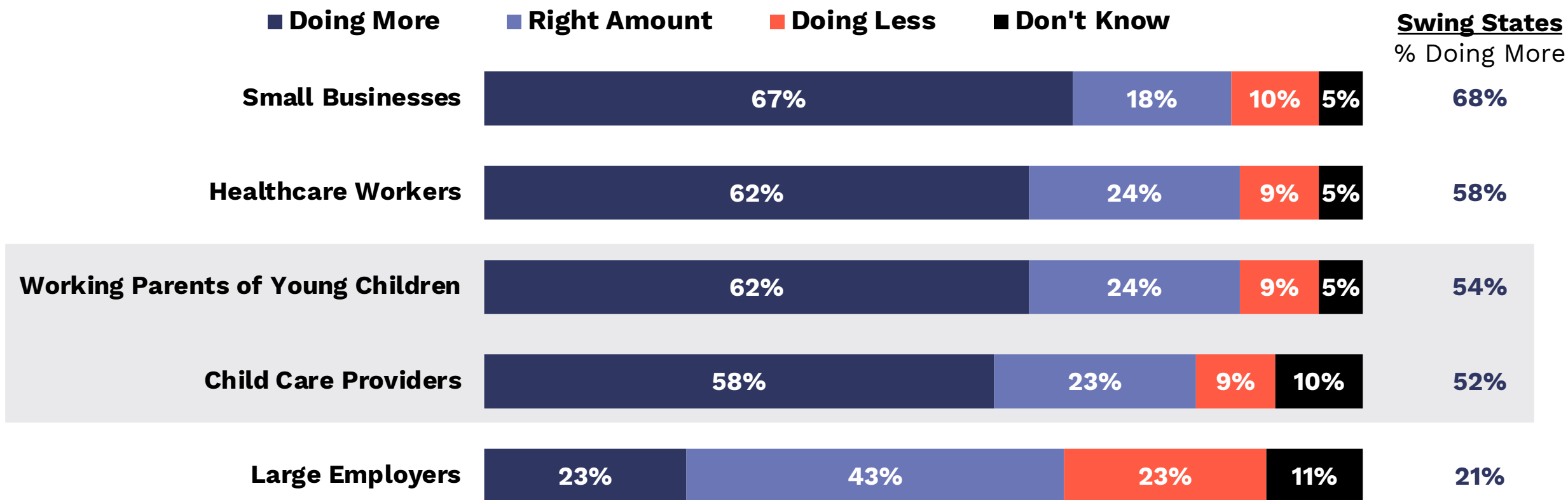
The coronavirus crisis has shown us how essential it is that we build a child care system in this country that makes child care available and affordable to all families who need it.



# View of Child Care Funding



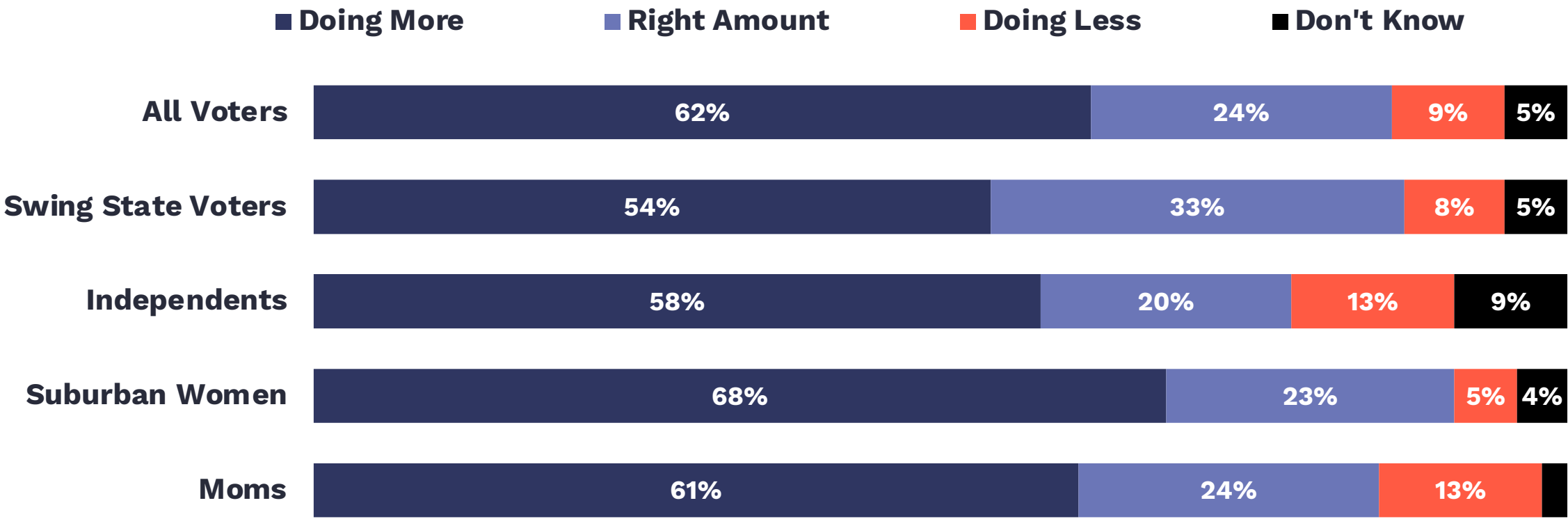
# Majorities would like Congress to do more for working parents and for child care providers—on par with healthcare workers.



Still thinking about the coronavirus outbreak and its impacts—when it comes to helping each of the following groups, should Congress be doing more or doing less, or is Congress doing the right amount for that group already?

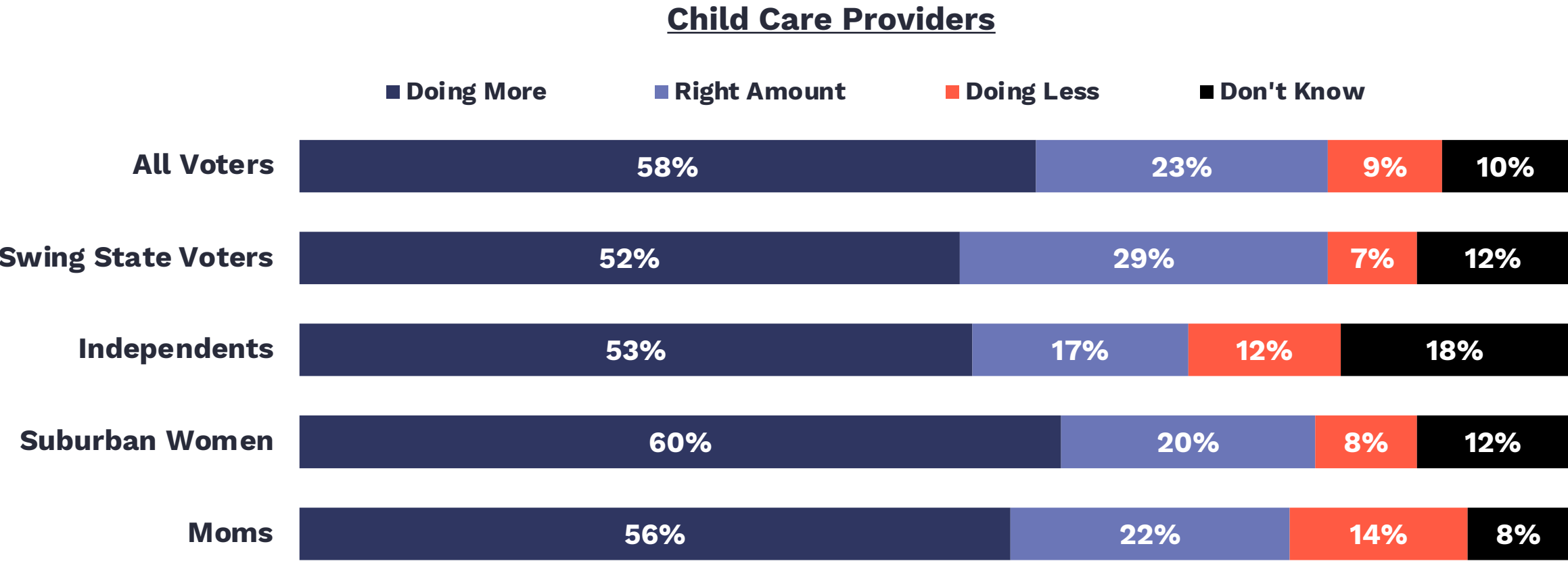
# Support for Congress to do more for working parents of young children is high among all voters, including those in swing states and suburban women.

## Working Parents of Young Children



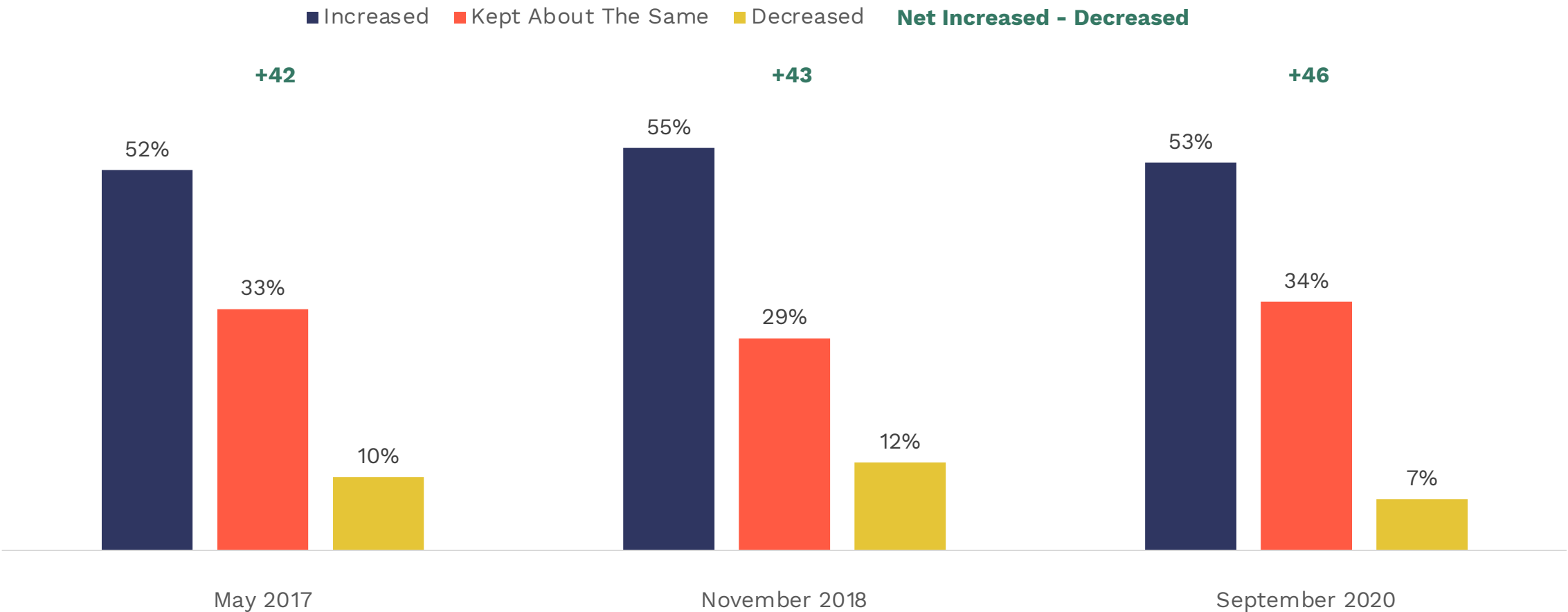
Still thinking about the coronavirus outbreak and its impacts—when it comes to helping each of the following groups, should Congress be doing more or doing less, or is Congress doing the right amount for that group already?

# Support for Congress to do more for child care providers is high among all voters, including those in swing states and suburban women.



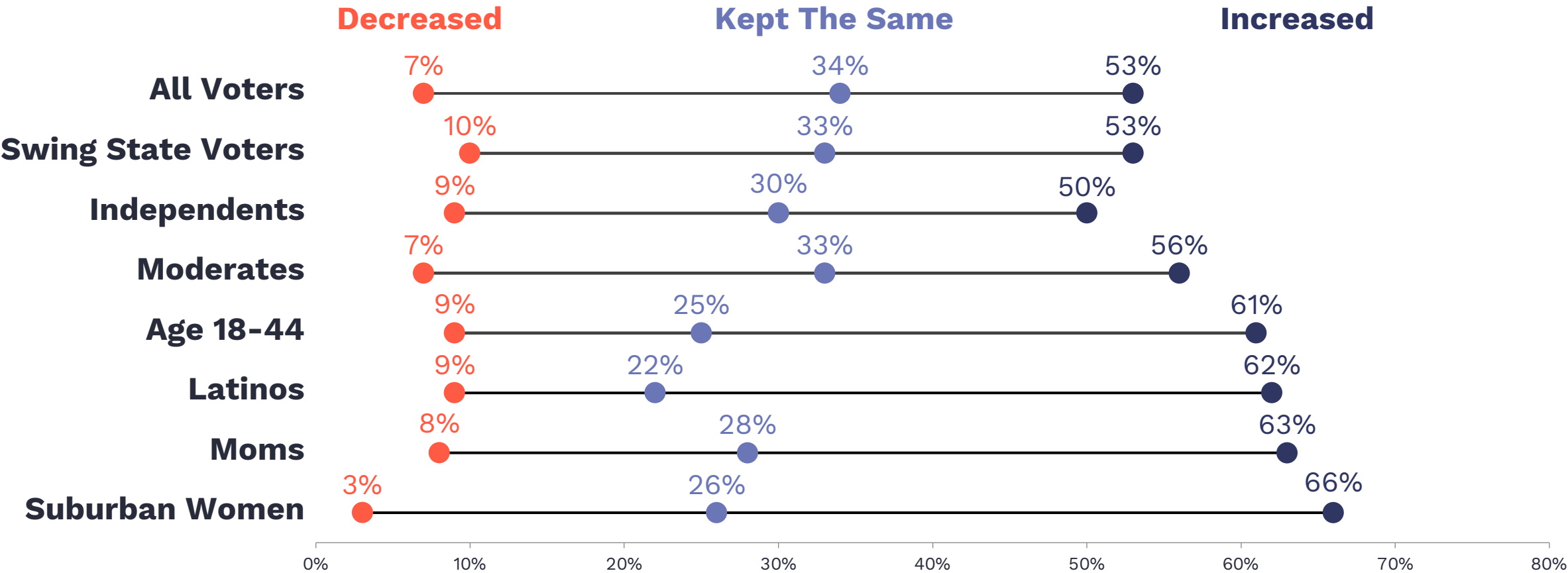
Still thinking about the coronavirus outbreak and its impacts—when it comes to helping each of the following groups, should Congress be doing more or doing less, or is Congress doing the right amount for that group already?

# A majority of voters continue to believe that federal funding for early education should be increased—consistent with past years.



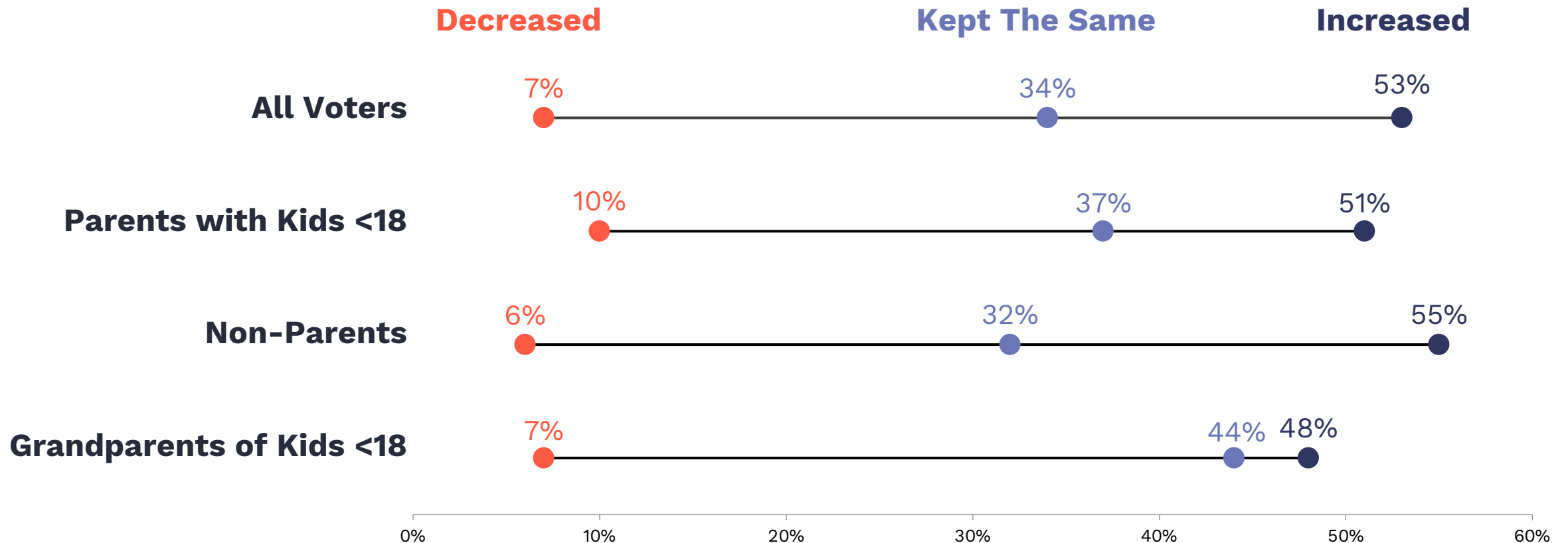
Thinking about the issue of quality early education for children from birth to age five, including child care and pre-school—do you think that federal funding for quality early education from birth to age five—including child care and preschool—should be increased, decreased, or kept about the same as it is today?

# Key voter sub-groups want to see funding for early education increased.



Do you think that federal funding for quality early education from birth to age five—including child care and preschool—should be increased, decreased, or kept about the same as it is today?

# Non-parents and parents are supportive of increasing federal funding for early education.



Do you think that federal funding for quality early education from birth to age five—including child care and preschool—should be increased, decreased, or kept about the same as it is today?

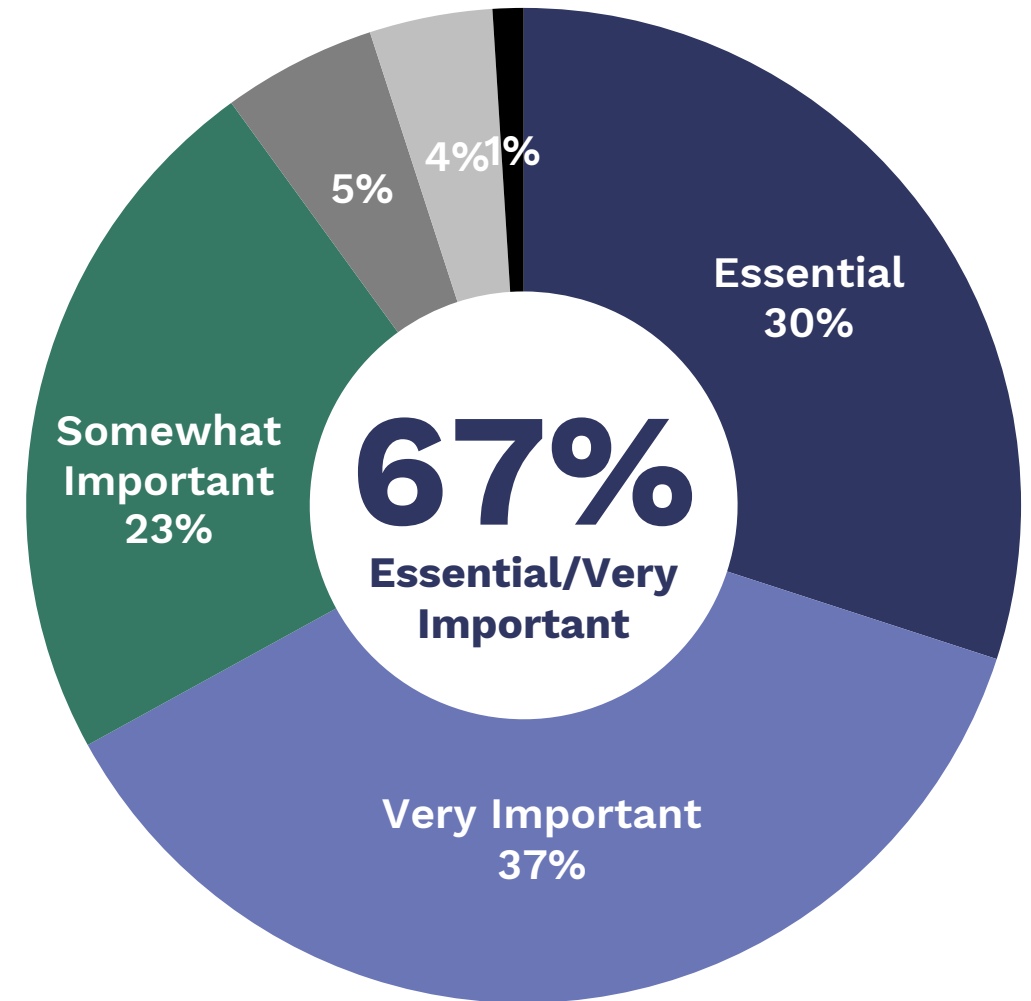


# Need for Child Care Funding

# Two-thirds of voters say high-quality, affordable child care is at least very important to getting the economy going.

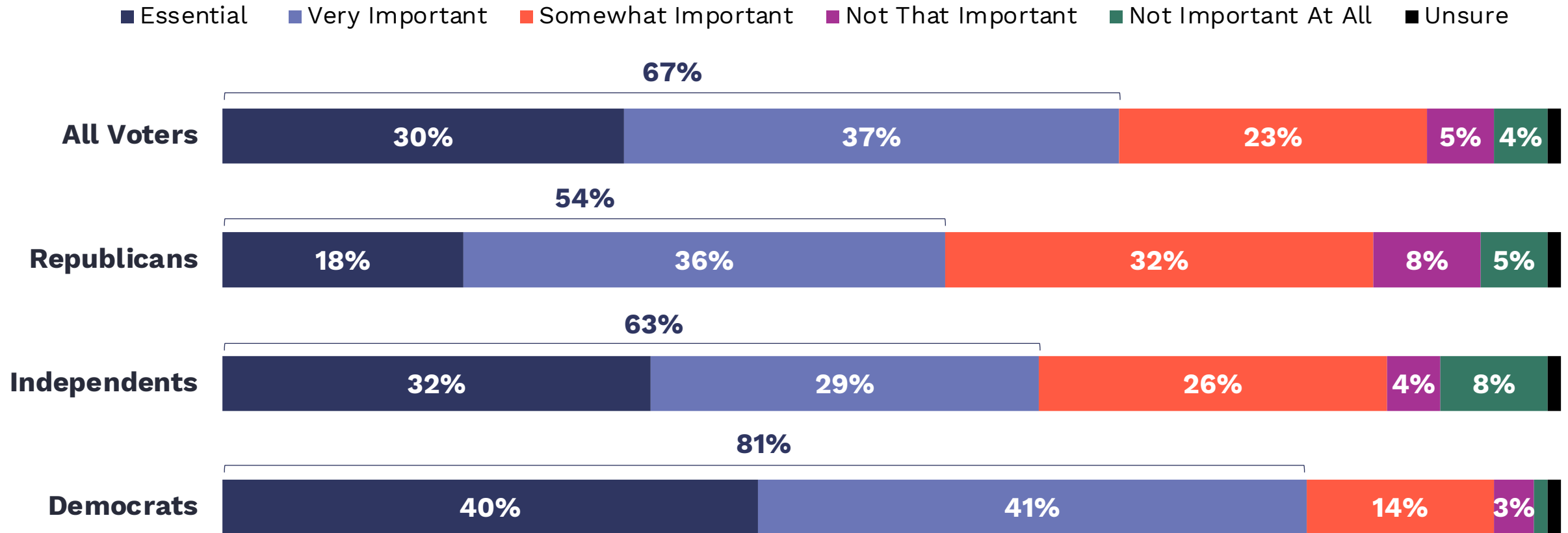
In your opinion, how important is access to high-quality, affordable child care to our ability to get the economy going and get people back to work? Is it...

- Essential
- Very Important
- Somewhat Important
- Not That Important
- Not Important At All
- Unsure





# Across party lines, a majority of voters believe child care is important to get the economy going again.

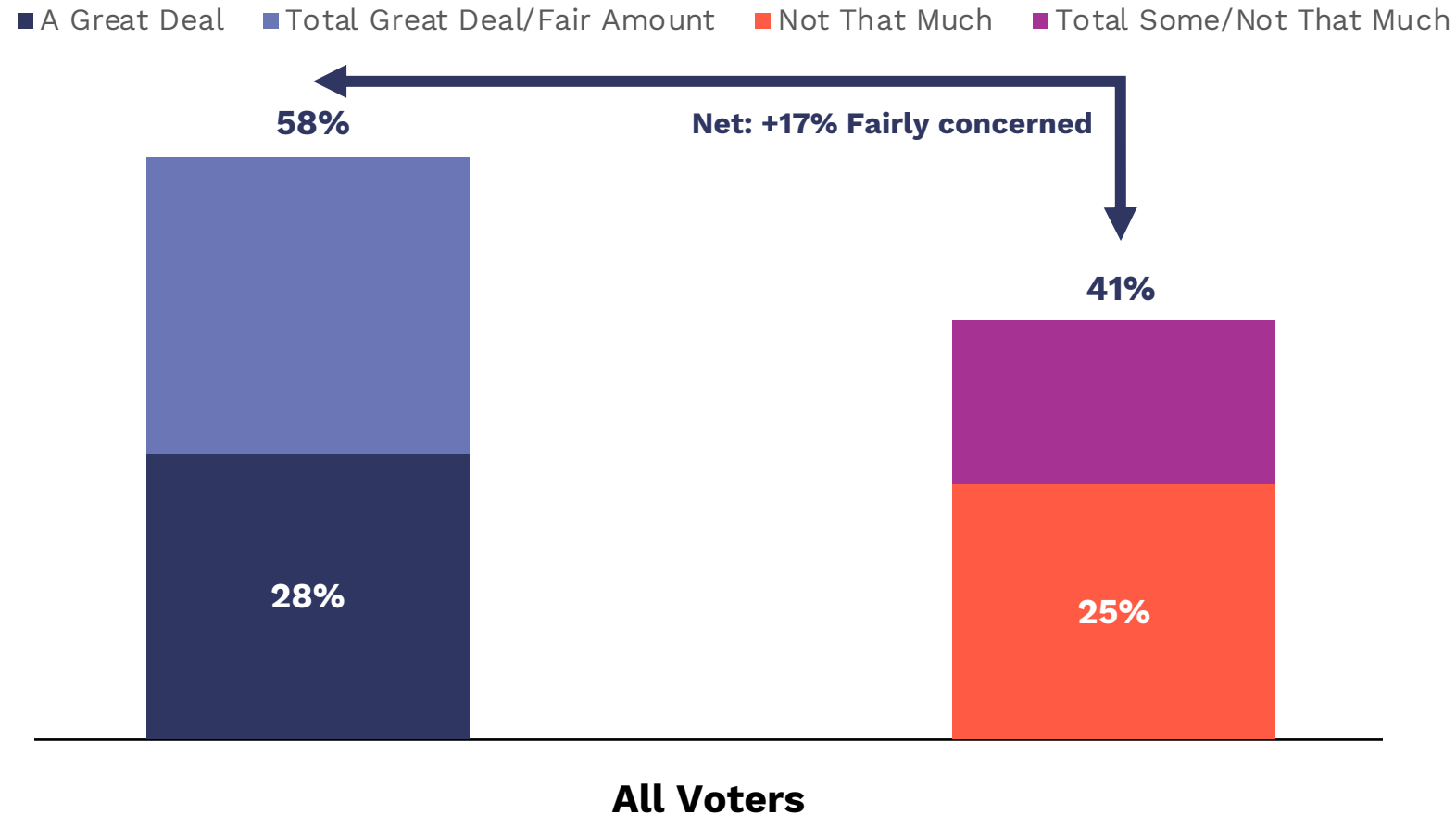


In your opinion, how important is access to high-quality, affordable child care to our ability to get the economy going and get people back to work?

# Child care is considered an essential service that will help strengthen the workforce and needs to be built up.

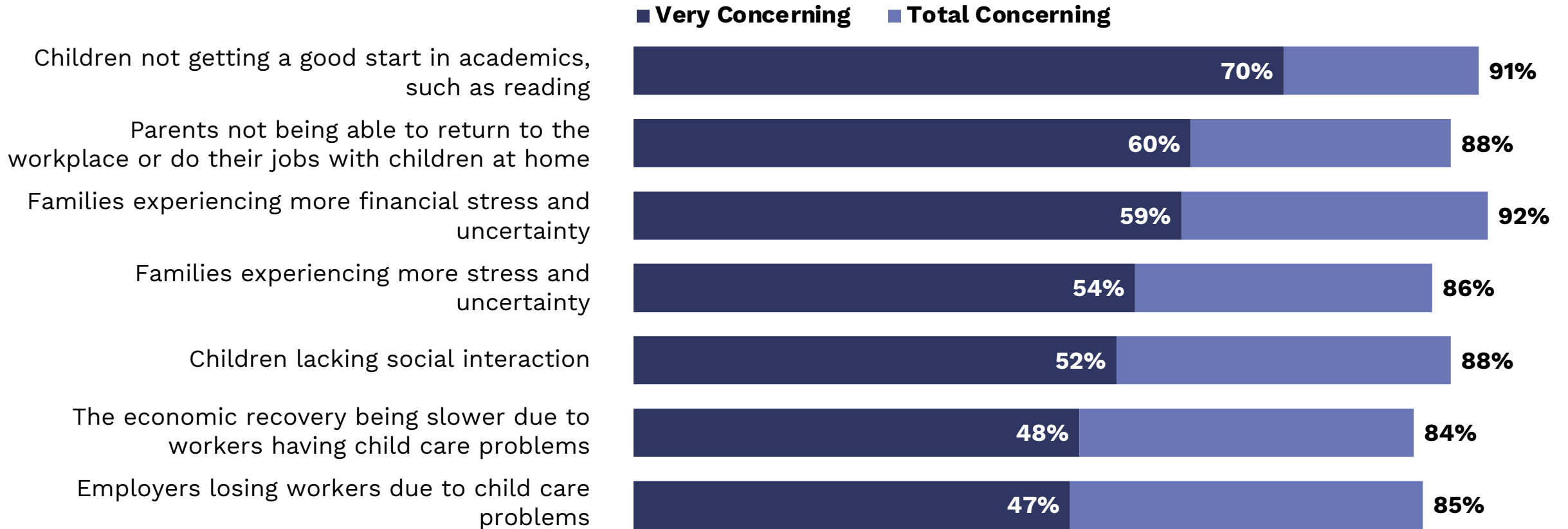
	% Strongly Agree	% Total Agree			
	All Voters	All Voters	Republicans	Independents	Democrats
Like healthcare and education, high-quality, affordable child care for families with young children is an essential service.	<b>55%</b>	<b>84%</b>	<b>73%</b>	<b>85%</b>	<b>93%</b>
Having more high-quality child care will strengthen the U.S. economy and workforce over the long term.	<b>50%</b>	<b>82%</b>	<b>70%</b>	<b>76%</b>	<b>95%</b>
The coronavirus crisis has shown us how essential it is that we build a child care system in this country that makes child care available and affordable to all families who need it.	<b>53%</b>	<b>79%</b>	<b>62%</b>	<b>79%</b>	<b>95%</b>

# Voters are worried that child care businesses could close due to coronavirus unless providers receive financial help.



Studies show that if child care providers do not receive financial help, they will not be able to remain in business and the nation will lose nearly half of its child care supply as a result of the coronavirus economic crisis. How much concern does this cause you?

# Voters are very concerned about the potential outcomes of losing affordable child care.

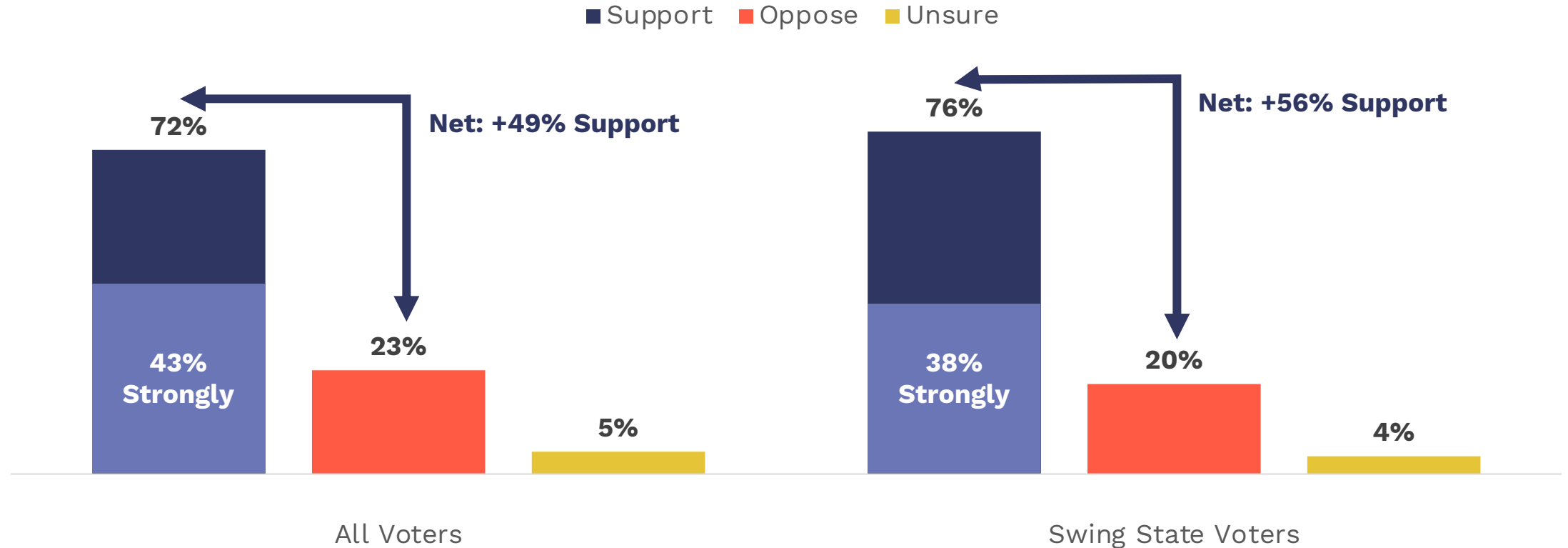


Let's say that some families will NOT have access to affordable, quality child care going forward. I would like to read you a list of things which some people say could happen. Please indicate how concerning that would be to you if that did happen. Would it be very concerning, somewhat concerning, not very concerning or not at all concerning?



# Support for Child Care Funding

# The federal proposal receives strong support.



**Please consider one specific proposal to increase funding for early education and child care:** *Congress would provide funding to states to expand their existing child care programs, so that every working parent who wants to do so could affordably send their child to the high-quality child care, early learning or pre-kindergarten program of their choice. The amount that parents would pay would be based on their income, with the lowest-income families paying low or no cost. Your state would be responsible for overseeing its own program.* **Does that sound like something you would support or oppose?**

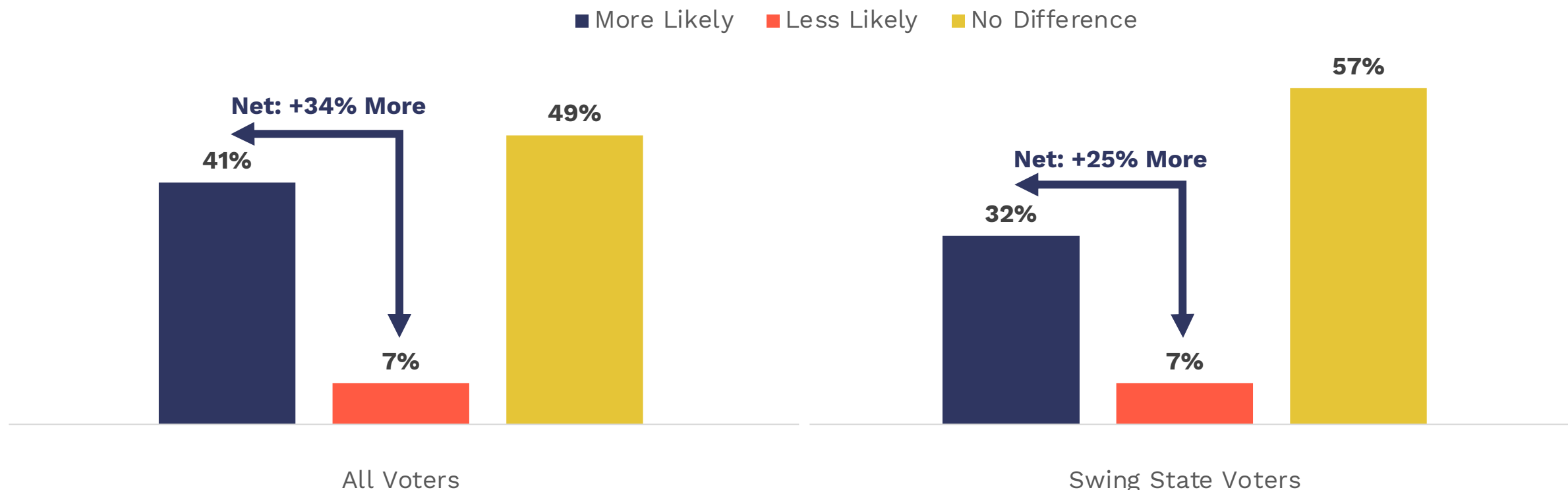
# All demographic sub-groups express support and would increase their support if the proposal included funding to help all families.

Support for Proposal



Would you support or oppose the proposal?

# Two in five voters would be more likely to support their Member of Congress if he/she supports funding for early education, with virtually no political downside.



And if your Member of Congress supported this proposal to ensure more families have quality child care and preschool, would you be more likely or less likely to vote for him or her, or would it not make a difference in your vote decision?



# Finally, most voters agree that publicly-funded care and education should start during the first five years of a child's life.

The care and education of children is publicly funded starting in kindergarten. It should be the same for younger children as well.

■ Strongly Agree   ■ Total Agree



% Total Agree		
<u>GOP</u>	<u>IND</u>	<u>DEM</u>
61%	82%	90%

Now please tell me whether you agree or disagree with each of the following statements.



# Thank You

[ffyf.org/2020poll](https://ffyf.org/2020poll)



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