

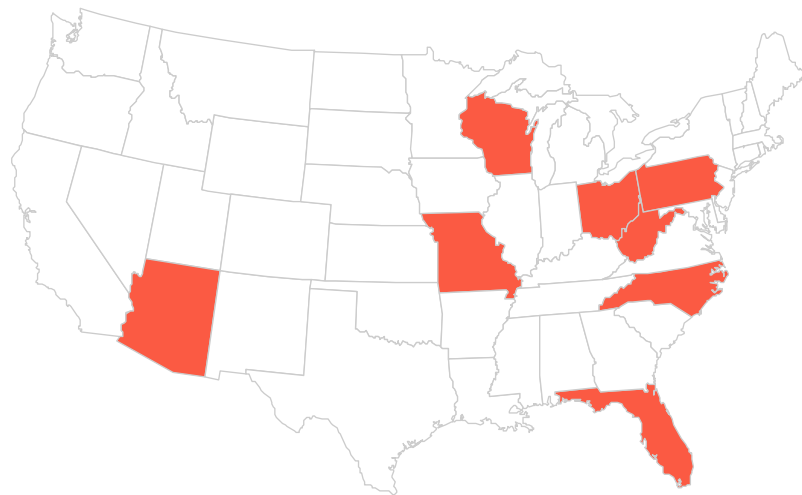


# Voters' Views/Priorities for Child Care and Early Education in 2021

*Key findings from a nationwide voter  
survey, conducted December 2020*

# Methodology

- Online survey among 1,004 registered voters nationwide
- Includes oversamples in 8 swing states, for a total of 398 voters in these states:
  - AZ, FL, MO, NC, OH, PA, WI, and WV
- Interviewing conducted online December 2 to 5, 2020
- Credibility intervals
  - Nationwide =  $\pm 3.4$  percentage points
  - Swing states =  $\pm 4.9$  percentage points
  - Higher margins for subgroups



# Key Takeaways

- The survey finds that large majorities of voters, both nationally and in swing states:
  - Say ensuring that working families have access to affordable, high-quality child care and early learning programs should be a priority for the president and Congress in 2021.
  - Prioritize both affordability and quality when it comes to child care and early education programs.
  - Favor multiple specific policies to help achieve this goal.
  - Want their member of Congress to work with the Biden administration to enact these policies.
- And importantly: for each of the points above there is broad agreement across age, race/ethnicity, geographic, and partisan audiences within the electorate.

# About nine in 10 voters favor doing more in the early education realm.

■ Strongly favor doing more on this    ■ Somewhat favor doing more

Ensure that parents can find affordable, high-quality child care for their children up to age five



Ensure that children begin Kindergarten with the knowledge/skills they need to do their best in school



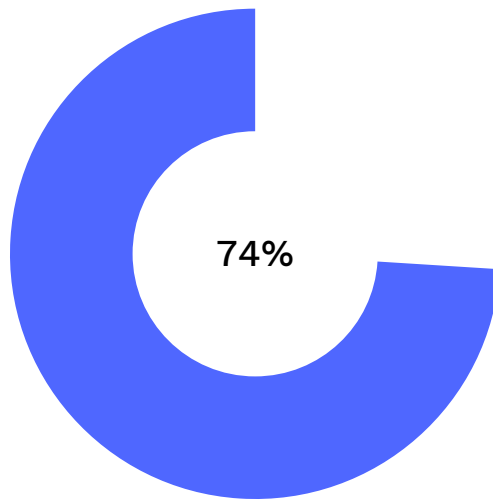
Provide voluntary high-quality preschool to three- and four-year-olds



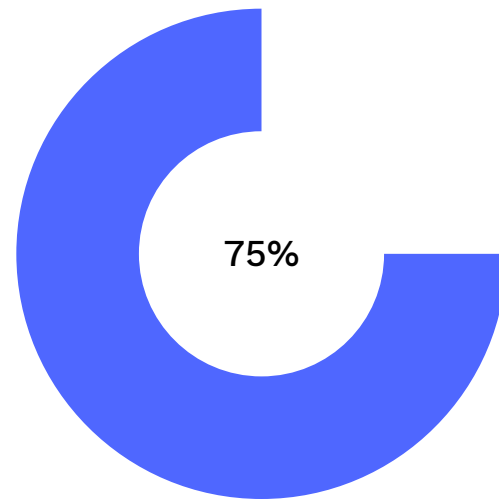
# Three in four voters say elected leaders should make child care and early learning a priority in 2021.

Priority of taking action to ensure that all working families have access to affordable, high-quality child care and early learning programs

■ Should be an important priority for president/Congress next year



Voters nationwide



Swing state voters

# Low Priority $\neq$ Opposition: Even those who say these programs are a lower priority widely favor them.

Among the one in four voters nationally who say these programs should not be a priority:

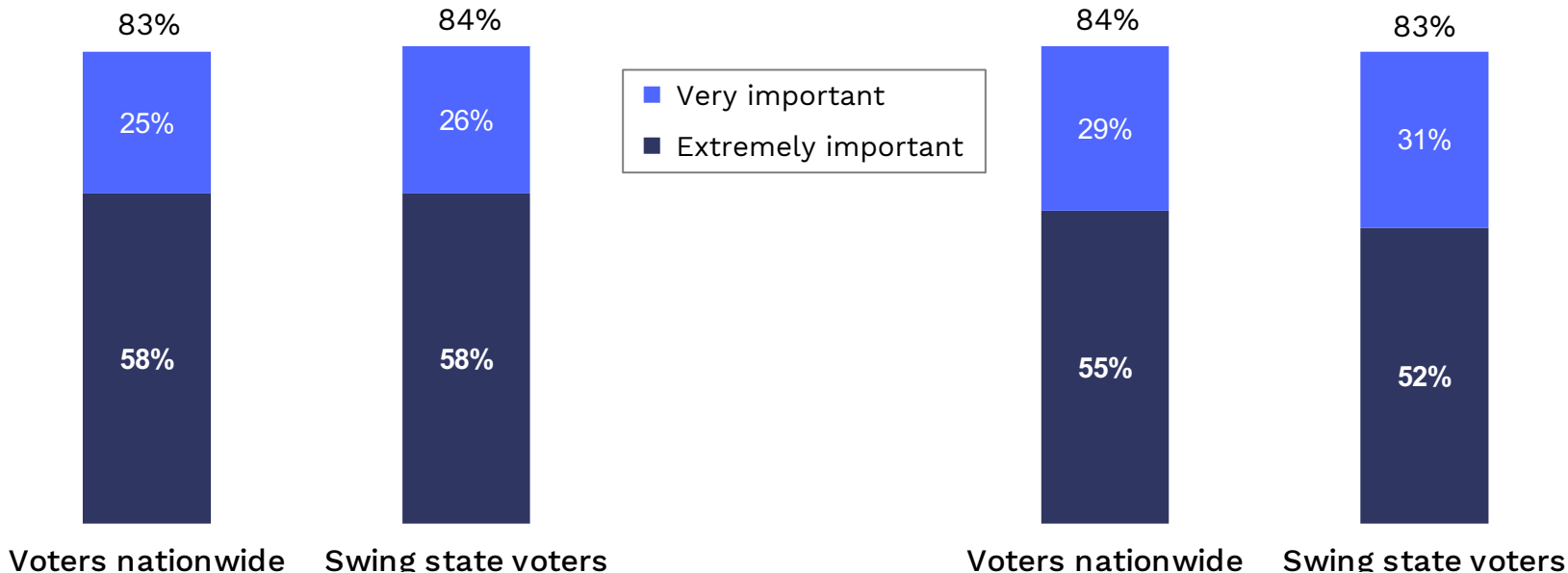
- 77% favor doing more to ensure that parents can find and afford quality child care.
- 61% favor doing more to provide high-quality preschool to all three- and four-year-olds.
- 53% say it is extremely/very important that programs be affordable and available.
- 58% say it is extremely/very important that programs be high quality.



# Voters widely agree it is important child care and early learning programs be both affordable *and* high quality.

Importance of child care and early learning programs being **affordable and available to all**

Importance of child care and early learning programs being of **high quality**



# The prioritization of this issue permeates the electorate.

Priority of taking action to ensure that all working families have access to affordable, high-quality child care and early learning programs

	Important priority	Not important priority		Important priority	Not important priority
All voters nationally	74%	26%	Parents	85%	15%
Democrats	86%	14%	Non-parents	70%	30%
Independents	71%	29%	Urban residents	79%	21%
Republicans	63%	37%	Suburban residents	73%	27%
Age 18 to 34	78%	22%	Small town/rural residents	72%	18%
Age 35 to 49	77%	23%	White voters	71%	29%
Age 50 to 64	71%	29%	Black voters	91%	9%
Age 65/older	69%	31%	Latinx voters	85%	15%



## Parents and non-parents alike overwhelmingly favor doing more on early care and education.

		Proportions who favor doing more	
		Parents	Non-parents
Ensure parents can find affordable, high quality child care for their children up to age five	Nationwide	93%	89%
	Swing states	91%	90%
Ensure children begin kindergarten with the knowledge/skills they need to do their best in school	Nationwide	93%	88%
	Swing states	90%	90%
Provide voluntary high-quality preschool to three- and four-year-olds	Nationwide	89%	83%
	Swing states	88%	83%

# Each of the specific policies we asked about attracts the support of eight in 10—or more—voters.

	Strongly/ somewhat support	Strongly support
Make child care more affordable by providing financial support to help working families pay some or all of the cost of quality care. What families pay would be on a sliding scale based on their income. The typical family would pay about \$45 per week.*	86%	47%
Make child care more affordable by providing financial support to help working families pay some or all of the cost of quality care. What families pay would be on a sliding scale based on their income.*	85%	52%
Improve existing child care facilities by increasing federal funding to make them safer and more appropriate for young children’s development, and meet the needs of children with disabilities.	87%	55%
Increase the availability of quality child care for families by providing a tax credit to businesses that help their employees access and afford quality child care.	87%	46%
Attract, retain, and support quality early childhood educators and caregivers by paying them better salaries and providing them with opportunities to increase their skills through ongoing training, education, and certification, which would improve the instruction and care that children receive.	88%	55%

Swing state voters’ support for each policy is within two/three points of voters nationwide.

\*Asked of half the respondents

## Each of the specific policies we asked about attracts the support of eight in 10—or more—voters. (continued)

	Strongly/ somewhat support	Strongly support
Make child care more affordable by providing parents with a tax credit to help pay for child care. The credit would be available to all working parents, regardless of how much they pay in federal income taxes.	85%	47%
Make preschool more available by providing preschool to all three- and four-year-olds whose parents want to send them. The programs would have no cost to parents. Programs would have to meet rigorous standards for quality, including small class sizes and teaching children emotional and social skills.	84%	51%
Provide support to more at-risk families by expanding funding for voluntary home visiting programs. These programs pair new parents who feel they need help with nurses and other early childhood professionals who can answer parents' questions, provide health and development screenings for babies and toddlers, and connect parents to resources in their communities such as nutrition support, child care, and healthcare.	83%	45%
Increase the number of available spaces for children in child care programs nationwide by increasing federal funding to build new child care facilities.	80%	44%

Swing state voters' support for each policy is within two/three points of voters nationwide.

# Support for these policies is wide on both sides of the political aisle.

Proportions nationally who support each	Democrats	Independents	Republicans
Better support and salaries for early childhood educators and caregivers	96%	87%	81%
Make existing child care facilities safer and more appropriate for young children's development	96%	86%	76%
Financial support on a sliding scale to help working families pay for child care*	96%	86%	74%
Provide preschool to all three- and four-year-olds whose parents want to send them at no cost to parents	95%	84%	73%
Financial support on a sliding scale to help working families pay for child care, typical family paying about \$45/week*	93%	83%	78%
Providing parents with a tax credit to help pay for child care regardless of how much they pay in federal income taxes	93%	83%	79%
Provide a tax credit to businesses that help their employees access and afford quality child care	93%	82%	84%
Expanding funding for voluntary home visiting programs	92%	81%	75%
Increasing federal funding to build new child care facilities	93%	81%	66%

\*Asked of half the respondents

# Voters found the economic, brain development, and K-12 preparedness arguments most convincing

Proportions saying each is a VERY CONVINCING argument for child care/early learning proposals

<p><b>RIISING TIDE/ ECONOMY</b></p> <p><b>50%</b></p>	<p>Research has shown time and again that children who attend high-quality child care and early education programs are better prepared for school socially, emotionally, and academically. They are more ready to learn, do better in school, and eventually become more productive workers, which improves the economy overall. And a better economy is good for everyone.</p>
<p><b>BRAIN DEVELOPMENT</b></p> <p><b>50%</b></p>	<p>Children’s brains develop faster in the first five years than any later point in life. When young children don’t get what their growing brains need, they miss out on developing important social, emotional, and academic skills. Children who enter Kindergarten behind are likely to remain behind throughout their school years and beyond. These gaps are difficult and expensive to close with Kindergarten through high school education alone, and they can last a lifetime, particularly for children from low-income families.</p>
<p><b>RIISING TIDE/ EDUCATION</b></p> <p><b>48%</b></p>	<p>Research has shown time and again that children who attend high-quality child care and early education programs are better prepared for school socially, emotionally, and academically. They are more ready to learn and this, in turn, improves the effectiveness of education throughout their school years, and a better education system is good for everyone.</p>
<p><b>PREVENT LATER PROBLEMS</b></p> <p><b>46%</b></p>	<p>When children get what they need from the start—nurturing experiences at home and in high-quality child care while their parents work—they become healthy kids who are ready to learn and engage with the world. But today’s working families struggle to find quality child care that’s affordable. As a result, needs that could be addressed in the earliest years of life become delays that cost all of us more by the time a child reaches school, such as special education or addressing behavioral and emotional problems.</p>



# Voters found the economic, brain development, and K-12 preparedness arguments most convincing (continued)

Proportions saying each is a VERY CONVINCING argument for child care/early learning proposals

**BENEFITS  
WORKING MOMS**  
**45%**

With a record number of women having to drop out of the workforce this year because of the pandemic, working moms, in particular, stand to benefit from public investments in child care and early learning programs. Mothers with reliable, quality care miss fewer work days, are more productive, are less stressed, and are better able to provide for their families.

**COST OF  
CHILD CARE**  
**45%**

We all know that parents are a child's most important teachers. But most parents today are in the workforce. So many families are already stretched, and many parents don't have any family nearby who can help support them. In most states, quality child care or early learning programs can cost more than in-state college tuition, an average of \$15,000 per year. We need to do more to ensure that parents can afford quality child care that meets their family's needs while they work or attend school.

**BENEFITS  
WORKING PARENTS**  
**39%**

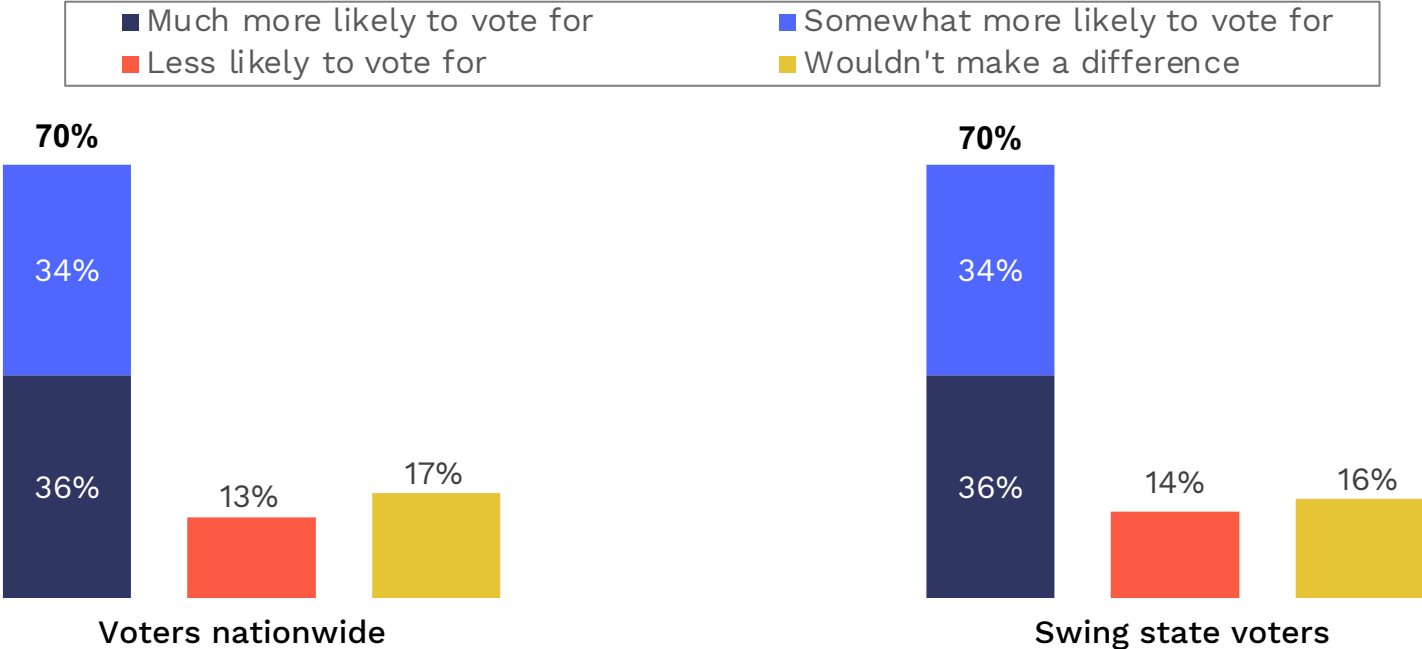
Working parents, in particular, stand to benefit from investments in child care and early learning programs. Parents with reliable, quality care miss fewer work days, are more productive, are less stressed, and are better able to provide for their families.

**ESSENTIAL**  
**39%**

Like healthcare and education, high-quality, affordable childcare for families with young children is an essential service. Better access to affordable child care and early education will allow working parents to be more productive and benefit the economy.

# By a margin of about five to one, voters would be more likely to vote for their member of Congress if they supported these policies.

*If your member of Congress supported enacting these kinds of child care and early learning policies, would you be more likely or less likely to vote for him/her?\**



\*Question asked after respondents read pro-ECE messages

# There is significant political upside across the board to supporting child care and early learning policies.

*If your member of Congress supported enacting these kinds of child care and early learning policies, would you be more likely or less likely to vote for him/her?\**

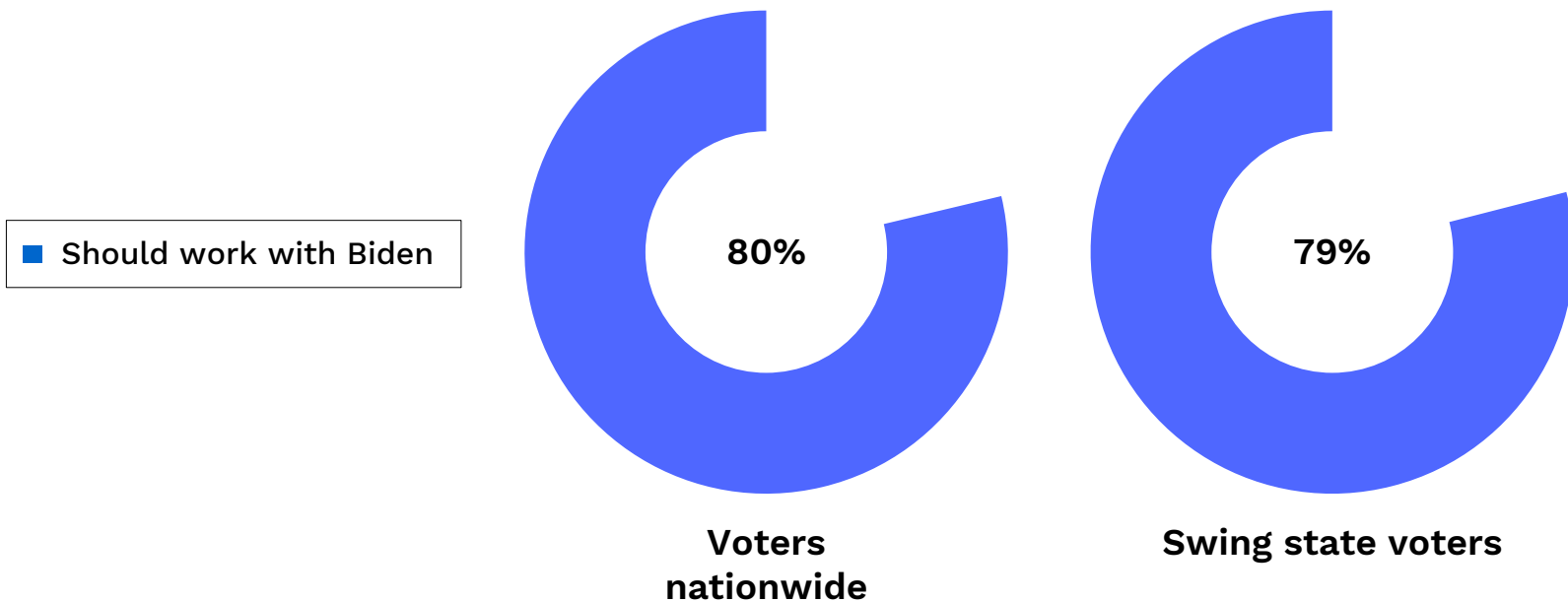
	More Likely to Vote For	Less Likely to Vote For	Net More Likely		More Likely to Vote For	Less Likely to Vote For	Net More Likely
Voters nationwide	70%	13%	+57	Parents	83%	7%	+76
Democrats	89%	3%	+86	Non-parents	65%	15%	+50
Independents	66%	12%	+54	Age 18 to 34	75%	11%	+64
Republicans	51%	24%	+27	Age 35 to 49	74%	11%	+63
Republican men	48%	29%	+19	Age 50 to 64	72%	12%	+60
Republican women	54%	19%	+35	Age 65/older	59%	18%	+41
				Urban	76%	10%	+66
				Suburban	70%	14%	+56
				Small town/rural area	63%	14%	+49

\*Question asked after respondents read pro-ECE messages



# Voters are adamant that their member of Congress should work with the Biden administration to enact these policies.

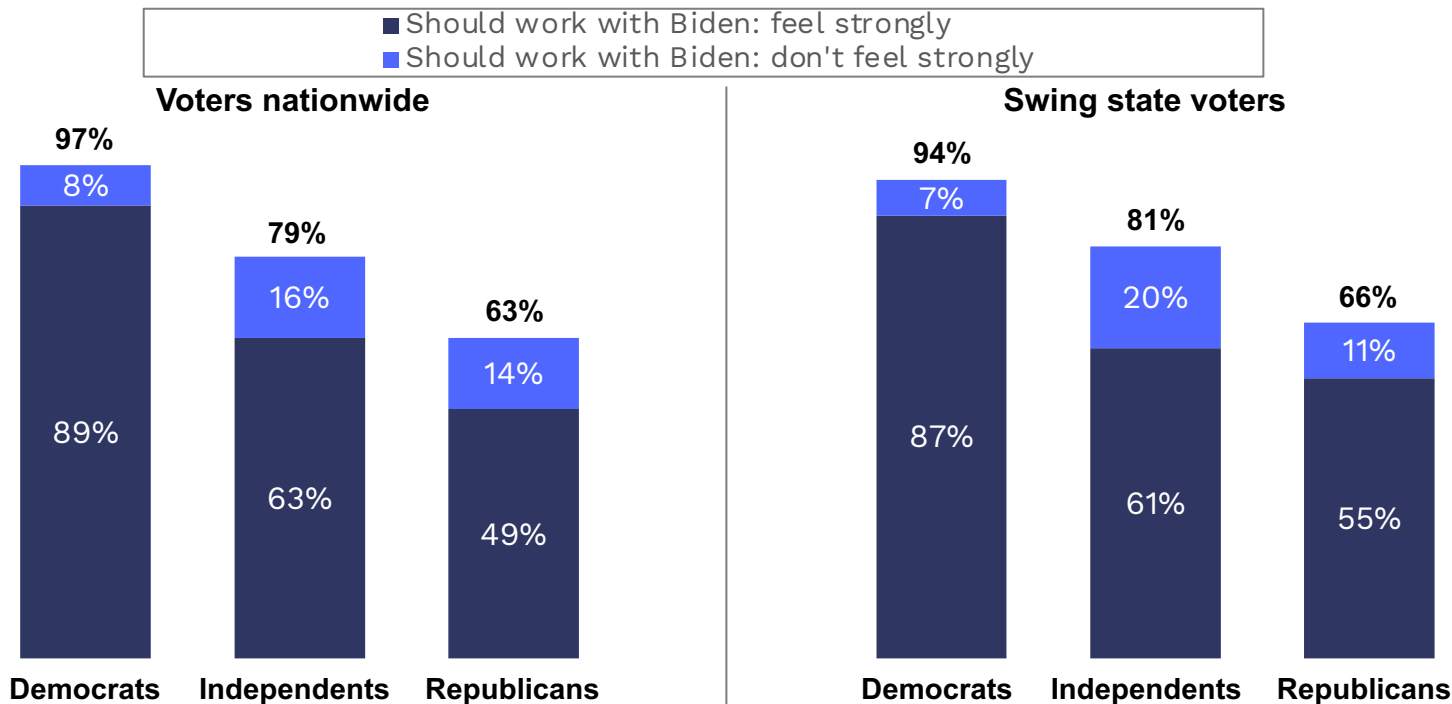
*Should your member of Congress work with Joe Biden to enact these kinds of child care and early learning policies?\**



\*Question asked after respondents read pro-ECE messages

# A solid majority of Republicans say their member of Congress should work with Joe Biden on these issues.

*My member of Congress should work with Joe Biden to enact these kinds of child care and early learning policies\**



\*Question asked after respondents read pro-ECE messages