



**FIRST
FIVE
YEARS
FUND**

First Five Years Fund 2021 Survey

Findings and Recommendations from a Survey of
2022 Battleground States

July 2021

Survey Methodology



ALG Research conducted a multi-modal survey among N=1200 likely voters in AZ, FL, GA, NV, NC, OH, PA, WV, and WI. Interviews were conducted online and via a text-to-web platform.



The survey consisted of N=1000 likely voters + an N=200 oversample among swing women (defined as self ID independents or “not strong” partisans). In total, 70% of all interviews were conducted online and 30% were completed via cell phone (text-to-web).



Interviews for the survey were conducted June 16-24, 2021.

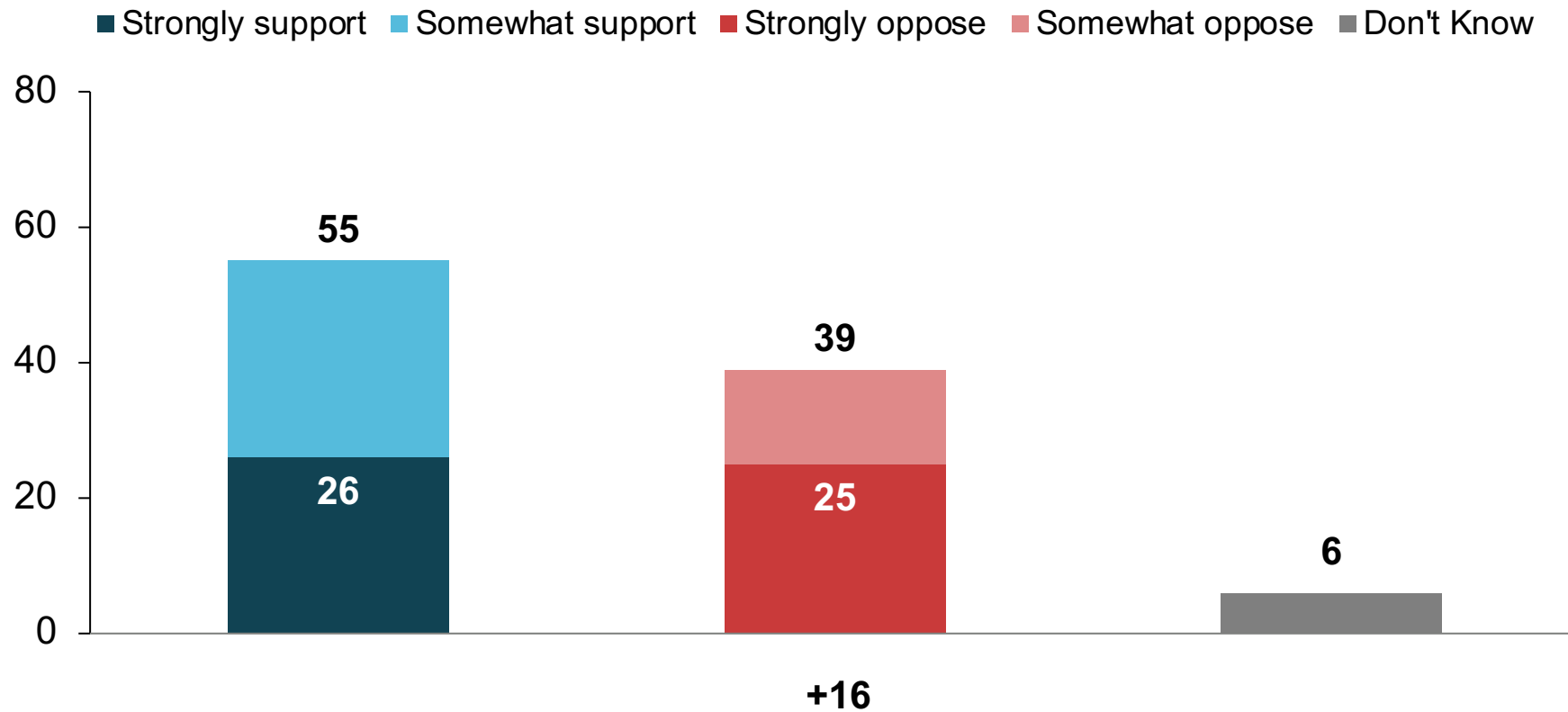


As the survey was conducted online, all the respondents have access to the Internet via a computer or a smartphone. Because the survey was conducted online, there is no calculated margin of error.

CHILD CARE AND PRESCHOOL PROPOSALS

After being given a brief description (including price tag), majorities support the proposal to expand child care and preschool access and affordability.

*This proposal would invest \$445 billion over 10 years to address the child care needs of working families and expand voluntary preschool to all 3- and 4-year-olds.
Do you support or oppose President Biden's plan?*



NET

+16

Individual components of President Biden’s proposal are all very popular, and voters especially like the Child Tax Credit extension, giving parents choice of child care provider, and funding to go towards provider wages.

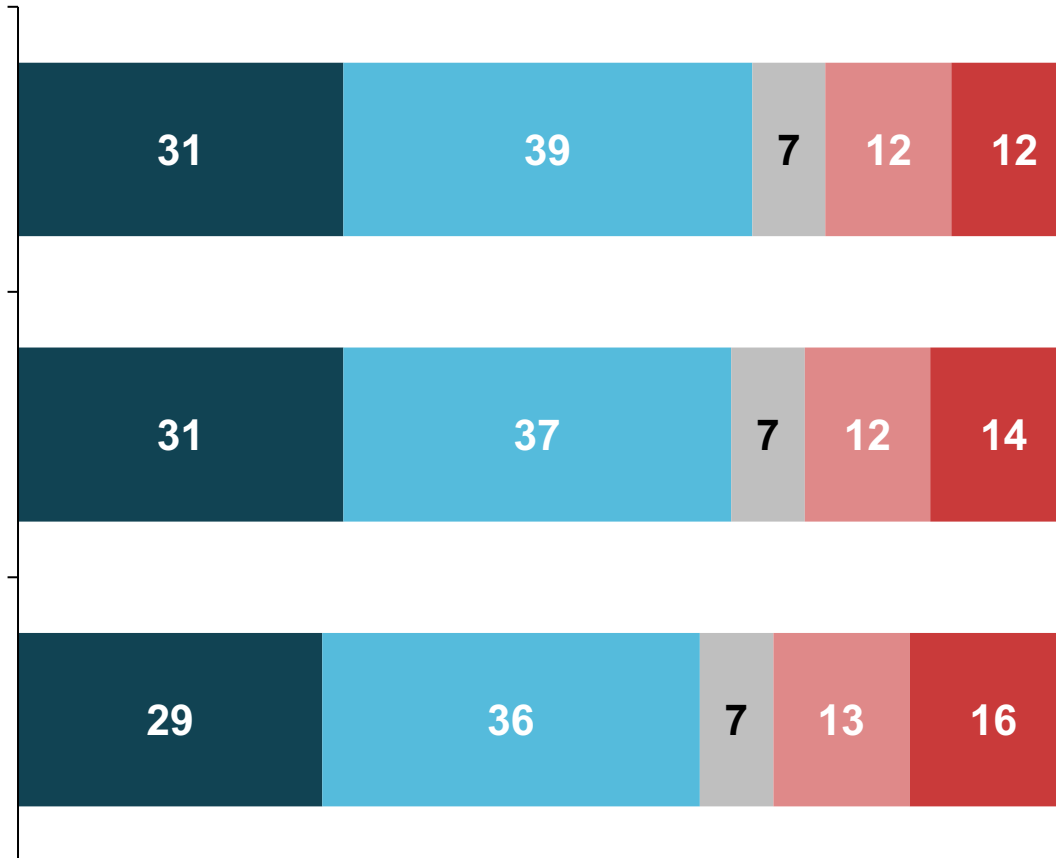
AFP Proposal Components: Top Tier

■ Strongly support ■ Somewhat support ■ Don't Know ■ Somewhat oppose ■ Strongly oppose

[TAX CREDIT] The plan extends key tax cuts that benefit lower-and-middle income workers and families, including the Child Tax Credit to help families with children afford the higher costs associated with raising children.

[CHOICE] The plan would ensure that every working parent who needs it can choose the child care provider that best meets their family’s needs.

[PROVIDER WAGES] This plan provides funding to child care providers so that they are able to pay child care workers more, in order to attract and retain highly qualified professionals.



| % SUPPORT | | |
|-----------|-------------|---------|
| TOTAL | SWING WOMEN | GAINERS |

| | | |
|----|----|----|
| 70 | 69 | 75 |
|----|----|----|

| | | |
|----|----|----|
| 68 | 70 | 77 |
|----|----|----|

| | | |
|----|----|----|
| 65 | 71 | 79 |
|----|----|----|

They were also supportive of expanding the Child & Dependent Care Tax Credit, capping child care costs at 7%, expanding access to pre-K for all 3- and 4-year-olds, and supplementing provider funding to address the true cost of quality care.

AFP Proposal Components: 2nd Tier

■ Strongly support ■ Somewhat support ■ Don't Know ■ Somewhat oppose ■ Strongly oppose

| % SUPPORT | | |
|-----------|-------------|---------|
| TOTAL | SWING WOMEN | GAINERS |

[CHILD AND DEPENDENT CARE TAX CREDIT] Expands an existing childcare tax credit to cover as much as half of a family's child care expenses, and eliminates barriers that currently prevent low-income families from accessing the credit.



| | | |
|-----------|-----------|-----------|
| 61 | 61 | 64 |
|-----------|-----------|-----------|

[7 PERCENT] This proposal ensures that while most families would pay some portion of their child care expenses using a sliding scale based on income, it places a cap so that middle- and working-class families will pay no more than 7% of their income on child care, which would save the average family \$14,800 per year on child care expenses.



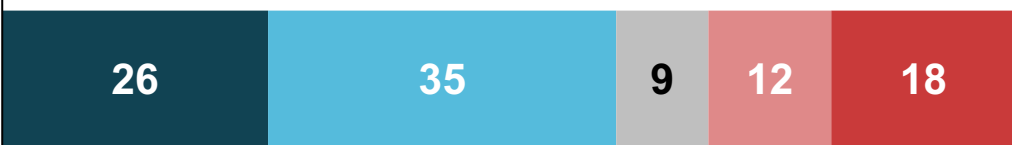
| | | |
|-----------|-----------|-----------|
| 64 | 66 | 72 |
|-----------|-----------|-----------|

[PREK] The plan provides funding to states to guarantee every family has free access to the quality preschool of their choice for 3- and 4-year-olds, which would save the average family \$13,000 per year.



| | | |
|-----------|-----------|-----------|
| 57 | 59 | 54 |
|-----------|-----------|-----------|

[FUNDING FOR PROVIDERS] Child care providers will receive funding to offset what parents pay to cover the true cost of quality early childhood care and education -- including developmentally appropriate curriculum, trained and well-paid caregivers and teachers, and small class sizes.



| | | |
|-----------|-----------|-----------|
| 61 | 65 | 66 |
|-----------|-----------|-----------|

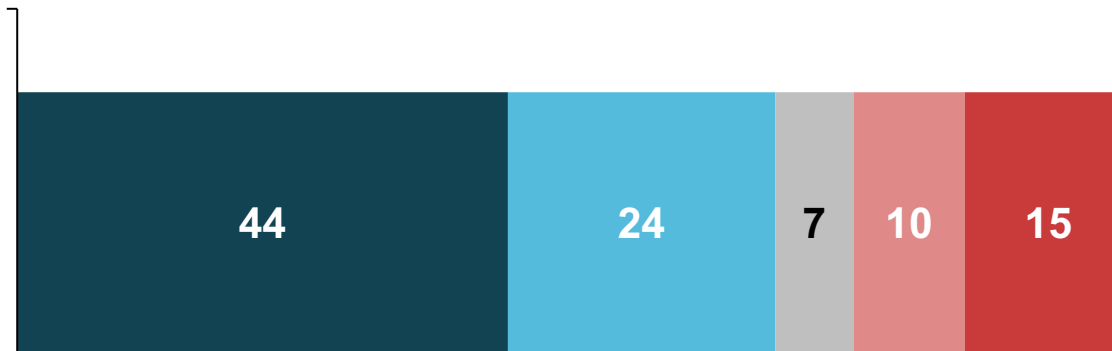
Framing this as NOT raising taxes on those under 400k earns more support than framing this as a tax INCREASE for those making over 400k.

AFP Proposal Components: Funding

■ Strongly support
 ■ Somewhat support
 ■ Don't Know
 ■ Somewhat oppose
 ■ Strongly oppose

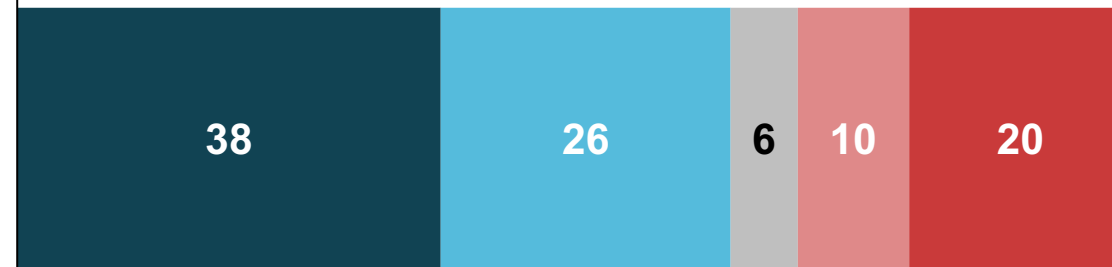
| % SUPPORT | |
|-----------|---------|
| TOTAL | GAINERS |

[NO RAISE <400K] The plan would NOT raise taxes on anyone making less than \$400,000 a year.



| | |
|----|----|
| 68 | 68 |
|----|----|

[400K RAISE] The plan would be funded by raising taxes for those earning over \$400,000 and closing tax loopholes.

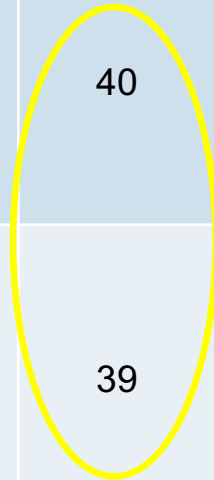


| | |
|----|----|
| 64 | 69 |
|----|----|

MESSAGING

Messaging around early investment in childhood development as well as the personal impact insufficient child care/preschool has on families are strongest. Highlighting early investment and the pandemic were especially convincing with Swing moms.

| POSITIVE MESSAGING: TOP TIER <i>% Very Convincing</i> | Overall | Gain | Persuadable | IND | Swing Moms |
|--|---------|------|-------------|-----|------------|
| [EARLY INVESTMENT] The first five years are when a child’s brain develops fastest and when they learn key social, emotional, and academic skills they need to be ready for kindergarten so they don’t fall behind later in school or develop behavioral problems. We need to ensure parents can access child care and preschool options that help kids build on the learning and development experiences they get at home with their families. | 34 | 30 | 24 | 32 | 40 |
| [PANDEMIC STRUGGLE] The pandemic has highlighted the struggle that millions of families face in accessing high-quality, affordable child care. Millions of women left the workforce to care for children, and even more had to juggle work and caregiving responsibilities with limited help. Parents need help now more than ever as we return to normal, which means making sure they have access to affordable, high-quality child care and preschool. | 33 | 29 | 15 | 28 | 39 |
| [PERSONAL IMPACT] When parents, particularly women, lack access to high-quality affordable child care and preschool options for their kids, many are forced to rely on inconsistent or unsafe care options, or even cut their work hours or leave the workforce altogether. This not only can set back these families financially, but causes an incredible burden of stress working to patchwork together places for their kids to go so they can work. | 32 | 29 | 15 | 29 | 36 |

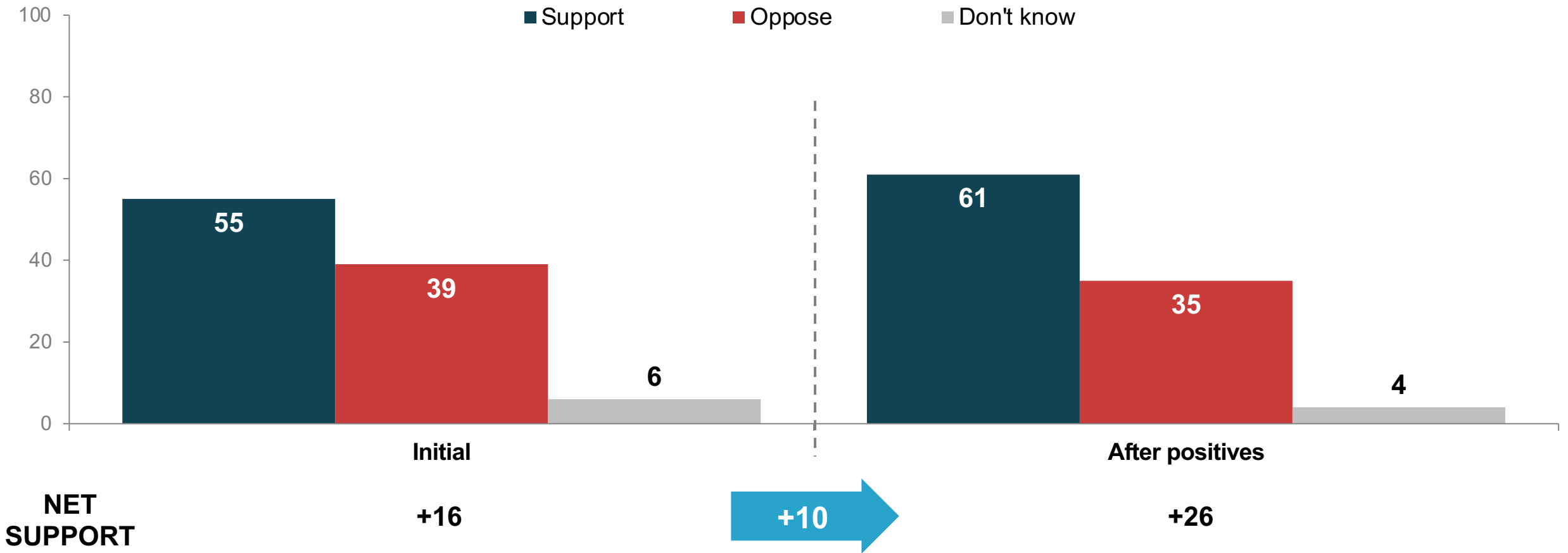


Linking child care to the economy, addressing low wages for providers/high turnover, the lack of options for parents, and expanding states' reach were less persuasive with lower intensity.

| POSITIVE MESSAGING: LOWER TIER <i>% Very Convincing</i> | Overall | Gain | Persuadable | IND | Swing Moms |
|--|---------|------|-------------|-----|------------|
| [ECONOMY] For many parents, the lack of child care and early learning is a barrier that can prevent them from working the way they need to, and many leave their jobs entirely. This leads to more employee absences and turnover, along with postponed education or training opportunities, costing our country billions of dollars annually. Addressing the nation's long standing child care challenges will be integral to America's economic recovery and long-term economic success | 28 | 18 | 15 | 26 | 30 |
| [PROVIDERS] Even though families pay huge costs for child care, most child care facilities and providers make very little, and have high staff turnover or have to overfill classrooms. This plan gives critical funding that will help child care and early learning providers cover the costs of delivering high-quality care to children, recruit and retain teachers, and pay for fixed expenses like rent. | 27 | 21 | 15 | 26 | 34 |
| [CHOICE] Right now, because of cost or lack of options, parents across the country do not have choices when it comes to child care and preschool. This proposal would ensure parents can afford to use the program or provider of their choice, whether a child care center, home-based provider, faith-based provider, or otherwise. | 24 | 18 | 13 | 21 | 36 |
| [STATE LEADERSHIP] States and governors have been leading the way for years in providing quality early learning and care programs for low-income families. This investment from the federal government would simply allow states to expand their reach and ensure all families who need it can access affordable child care and preschool options that meet their needs. | 21 | 16 | 11 | 19 | 26 |

After positive messages, support increases a net 10 points.

Once again, do you support or oppose President Biden's plan?

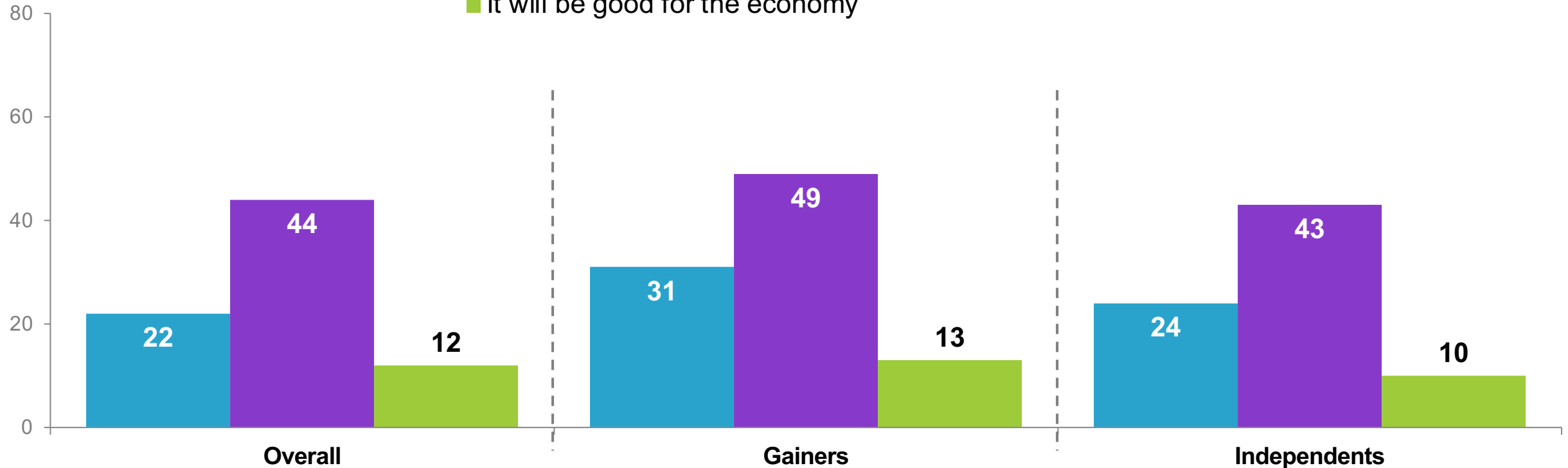


When forced to choose, a plurality of voters think that Biden's plan will give children a good start and set them up for success (44%).

These voters are motivated by it helping families financially over it being good for the economy.

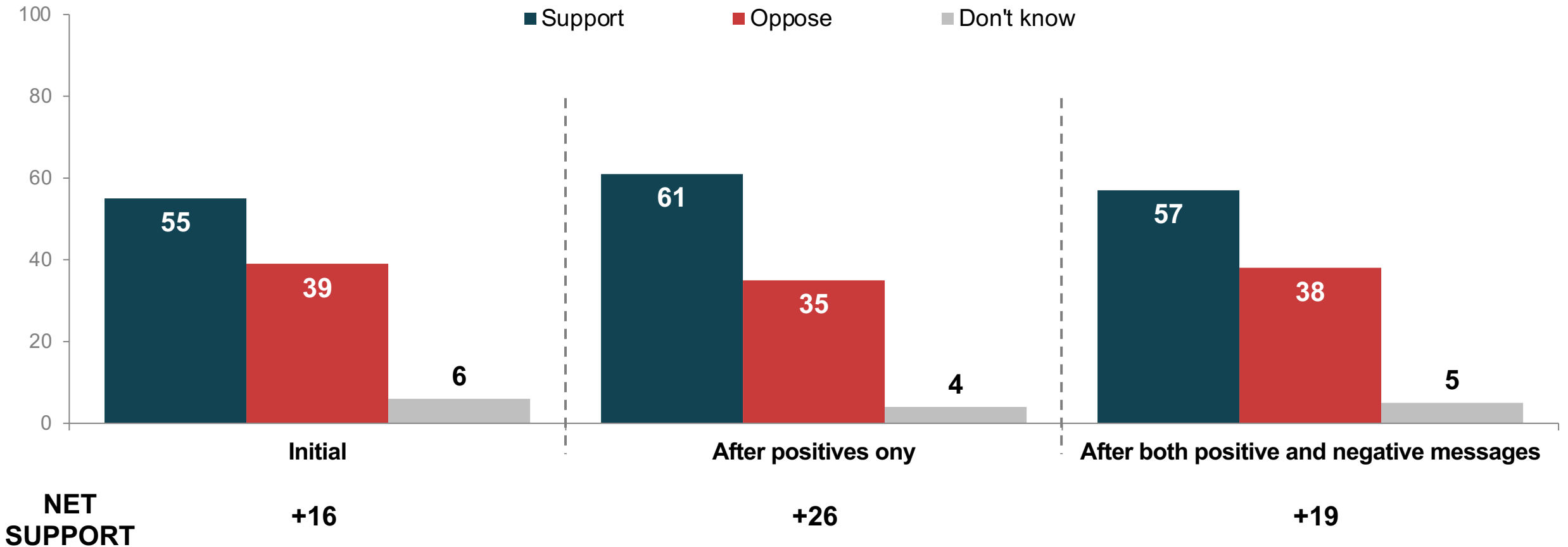
Regardless of your overall view, what do you think is the best reason to support President Biden's plans?

- It will help families financially
- It will give all children a good start and set them up for future success
- It will be good for the economy



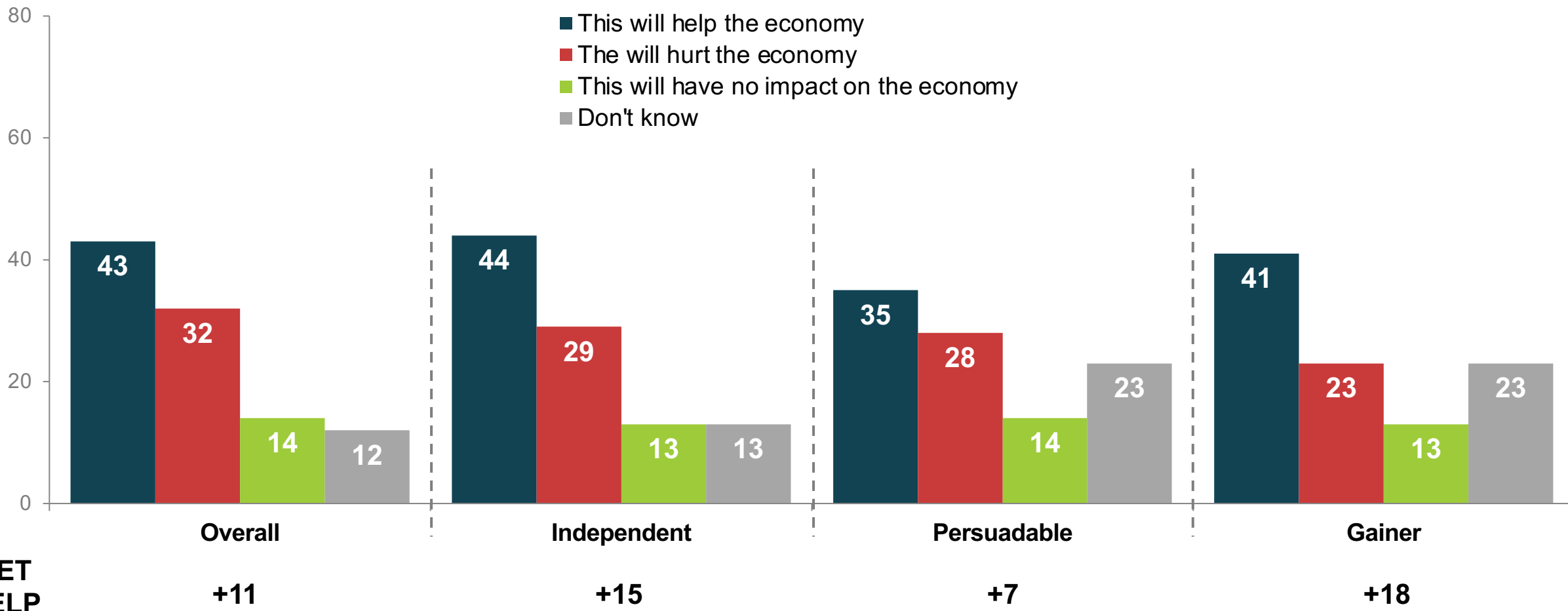
After hearing both positive and negative messaging, the plan is resilient and maintains stronger support than we began at the start of the survey.

Once again, do you support or oppose President Biden's plan to invest in working families and children?



By an 11-point margin, voters think that this plan will *help* the economy, including a 15-point advantage with Independents and 18 with gainers.

Which of the following comes closer to your view?



KEY FINDINGS AND RECOMMENDATIONS

Key Findings

- Support for President Biden's proposal to expand child care and preschool enjoys double-digit support (55% support / 39% oppose) with more than one-quarter of Republicans supporting it.
- Individual components of President Biden's proposal are all very popular, especially the Child Tax Credit extension (70% support), giving parents choice of child care provider (68% support), and funding to go towards provider wages (65% support).
- Voters support paying for this by raising taxes on those making more than 400k, but assurances that no one making LESS than 400k will see an increase are even more persuasive.
- Messaging around early investment in childhood development (34% very convincing) as well as the personal impact insufficient child care/preschool has on families (32% very convincing) are strongest.
- After hearing just messages endorsing Biden's plan, support increases a net 10 points.
- Attacks do not move voters to opposing these policies, however: After hearing balanced information, support largely holds up and voters support the plan by a 19-point margin (57% support / 38% oppose), net 3 points ahead of where it started in the survey.
- Encouragingly, voters think that this plan will *help* the economy by an 11-point margin (43% help / 32% hurt).

Recommendations

- ▶ **Elevate the proposal to expand child care and preschool for voters.** Even prior to any messages or information, voters support investing in high-quality, affordable child care and preschool. While it falls behind broader goals like “economic recovery” support is strong across nearly every demographic.
- ▶ **Keep preschool and child care together, but understand that child care is the driver of support.** While there is support for both child care and preschool, this poll confirms that the child care piece of this policy stands out as more critical for working families. When referencing one, reference them both, whenever possible.
- ▶ **Frame preschool as critical preparation for a child *before* they begin their k-12 education.** Voters are much more inclined to believe preschool is a step that kids should have before they start kindergarten, not an expansion of K-12 schools.
- ▶ **Frame the importance of this policy for how it gives kids a strong start, while also helping working families get ahead.** The dominant reason to support this policy is the long-term impact it will have on kids’ development, however because child care is viewed as critical for a family’s ability to make ends meet, we should also include the positive financial impact this will have on families.
- ▶ **Where relevant, proactively assuage concerns this will raise taxes, and emphasize that it will be paid for by wealthy individuals.** While initial support did not change depending on whether the pay-for was included, the assurance that individuals making less than 400k will not see their taxes go up is important. Beyond this, after attacks, a majority of battleground voters believe that this will cause middle class taxes to increase.

Message Frame

Describe the benefit

- The first five years are when a child's brain develops fastest and when they learn key social, emotional, and academic skills they need to be ready for kindergarten so they don't fall behind later in school or develop behavioral problems. We need to ensure parents can access child care and preschool options that help kids build on the learning and development experiences they get at home with their families.

Create urgency

- But for too many families, lack of access to child care and preschool force them to rely on inconsistent or unsafe care options, or even cut their work hours or leave the workforce altogether. Especially after the pandemic, millions of parents have left the workforce or cut their hours in order to care for and educate their children. These families need support to get back to working the way they need to, while knowing their children are receiving high quality education and care.

Assuage concerns

- This plan extends key tax cuts that benefit lower-and-middle income workers and families, including the Child Tax Credit to help families with children afford the higher costs associated with raising children.
- This plan does NOT raise taxes on anyone earning less than \$400,000 per year.