

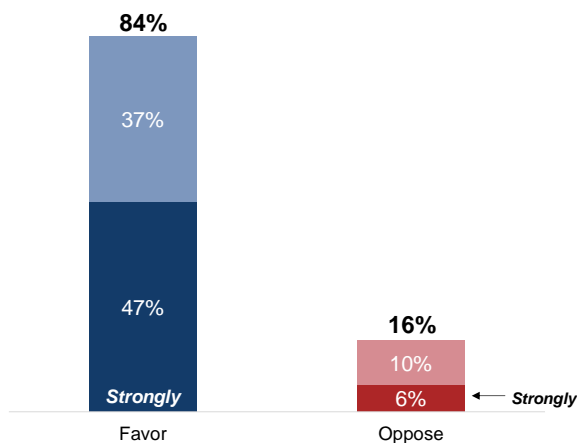
TO: Interested Parties
FROM: Jay Campbell, Hart Research Associates
Lori Weigel, New Bridge Strategy
DATE: March 25, 2022
RE: Findings from a New Survey in Virginia

In our new survey¹ among likely voters, conducted on behalf of First Five Action Fund, Virginians have a clear and strong two-pronged message about the reconciliation package under consideration: they believe the legislation should lower costs for families; and they believe that lowering the cost of child care rivals climate change and prescription drug prices in importance for inclusion in this legislation.

Virginians widely support legislation that will lower costs for families, including making child care more affordable. Lowering costs for families is a prime goal for voters right now: nearly nine in 10 (87%) say that “the cost of living for families, including the cost of rent, groceries, and child care” is a big problem. As such, the overwhelming majority of voters favor legislation that takes specific steps to address the problem.

Wide Support for Proposed Legislation

Legislation that would lower the cost of prescription drugs, address climate change by increasing the use of clean energy, and make child care more available and more affordable for families



¹Online survey among 403 likely voters statewide in Virginia, conducted March 17 to 22, 2022. Margin of error is ±4.9 percentage points for the full sample, with higher tolerances for subgroups.

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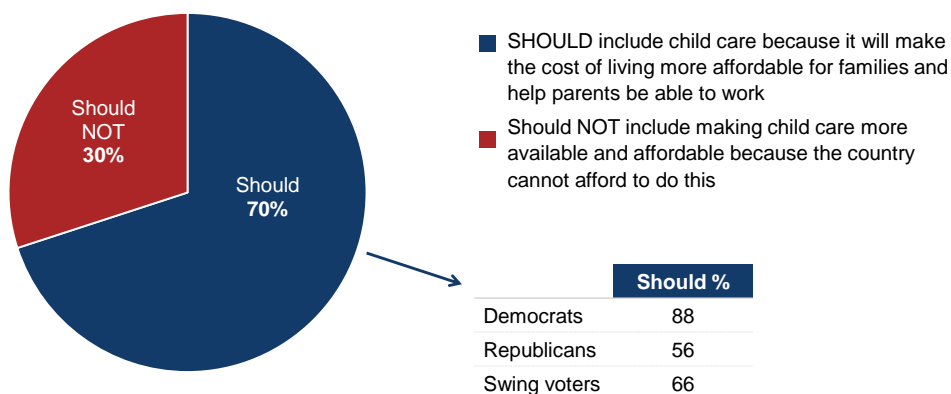
Support for such legislation is significant across the electorate, including in all types of communities. And, notably, it is especially high among swing voters (those who identify neither as strong partisans nor at the ideological poles):

	<u>Favor</u> %	<u>Oppose</u> %	<u>Net</u> +/-
Democrats	97	3	+93
Republicans	72	28	+44
Swing voters	85	15	+70
Men	78	22	+56
Women	89	11	+79
18 to 39	93	7	+86
40 to 59	83	17	+65
60 and older	78	22	+55
Urban	94	6	+88
Suburban	82	18	+64
Small town/rural	81	19	+62
Non-college graduates	86	14	+72
College graduates	82	18	+64

By more than two to one, voters say this legislation should include child care, despite the cost. More than two in three voters say this is the case:

Voters Want Child Care Included in the Legislation

Do you think the legislation...



Again, this sentiment crosses partisanship—88% of Democrats, 66% of swing voters, and 56% of Republicans say child care ought to be included. It is also notable that

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both parents (78%) and those without children (67%) say child care should be included.

Indeed, child care rivals or exceeds the other two elements of the legislation in importance, in voters' estimation: 82% say it is important for the legislation to lower the cost of child care, compared with 94% who say it is important to reduce the cost of prescription drugs and 73% who say it is important to address climate change.

Both the need for and the benefits of child care are apparent to voters.

The need:

- Sixty-four percent (64%) say the **only way** to meet demand for child care and ensure its affordability is for the government to take action; 36% believe cost and availability will improve on their own.
- More than one in three (37%) of all voters say they, a coworker, or a friend or family member has had trouble finding child care in the past several years. That includes 33% of parents who say this applies to themselves.

The benefits:

- Three in four voters (76%) say that **child care and early learning programs are a good investment of taxpayers' money** (including 36% who say it is a very good investment). Even 65% of those who say federal spending is too high believe child care to be a good investment.
- Seventy-seven percent (77%) agree that their community would benefit from child care being more available and affordable. That includes fully 90% of urban residents, 71% of suburban residents, and 80% of those in Virginia's small towns and rural areas.
- Seventy-three percent (73%) agree that more available and affordable child care will help the economy recover from the pandemic by helping people get back to work.

Virginians would be unhappy with their member of Congress if child care is not included in this legislation. Seven in 10 voters (69%) say they would be disappointed (58%) or upset (11%) with their member of Congress if their member votes to approve legislation that excludes child care. More than four in five Democrats (86%) feel this way, as do more than half (55%) of Republicans. Notably, 64% of swing voters say they, too, would be disappointed or upset.