



First Five Years Fund: National and Swing States Survey May 2024

Methodology

New Bridge Strategy and Hart Research conducted a national survey among N=1,000 registered voters across the country and an oversample for a total of N=530 voters in swing states (AZ, MD, MT, OH, PA, NV) via online interviews.

Interviews were conducted April 22-29, 2024 and were distributed proportionally across the country. Quotas were also set for key demographic sub-groups, such as gender and age.

The credibility interval for the overall national sample is $\pm 3.31\%$, and the credibility interval will vary for sub-groups.

The survey was preceded by six focus groups as follows:

- Philadelphia area voters (lower-income women and higher-income men) on March 11;
- Phoenix area voters (higher-income women and Latinos) on March 19;
- Omaha area voters (GOP women and lower-income men) on April 3.

Key Takeaways

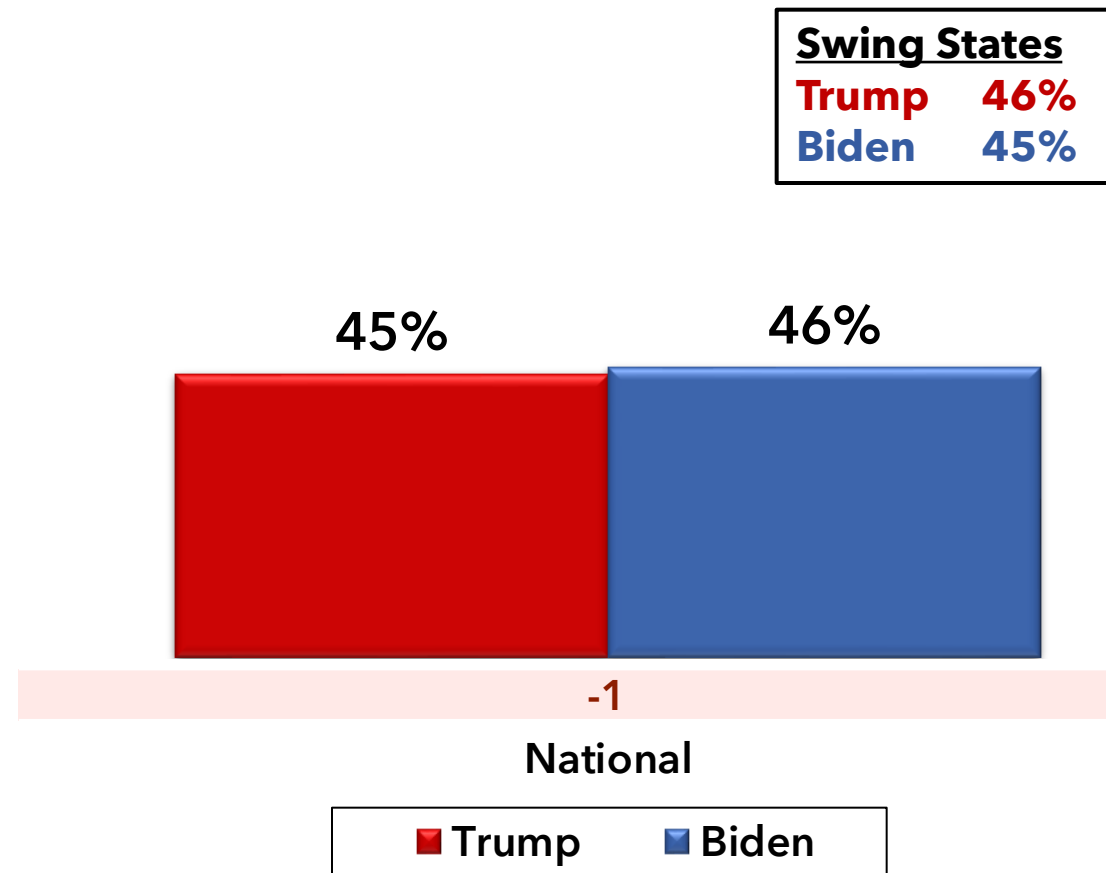
- Voters see expanding access to quality child care as something **very important to our economy** and an issue the next Congress and president should make a high priority.
- Voters are concerned about the impacts a lack of access to affordable, quality child care can have, including **children's education and development** as well as **families' economic prospects**.
- Voters overwhelmingly support policies that help families with children access child care, including **increased funding to states** to expand their existing child care programs and **increasing the federal child care tax credit**.
- Top messages in support of increasing federal funding for child care and early education include giving children a **strong foundation**, **financial strain on families** paying for child care, **low wages for child care workers**, and the **limits placed on parents** in the workplace when they cannot find quality, affordable care.



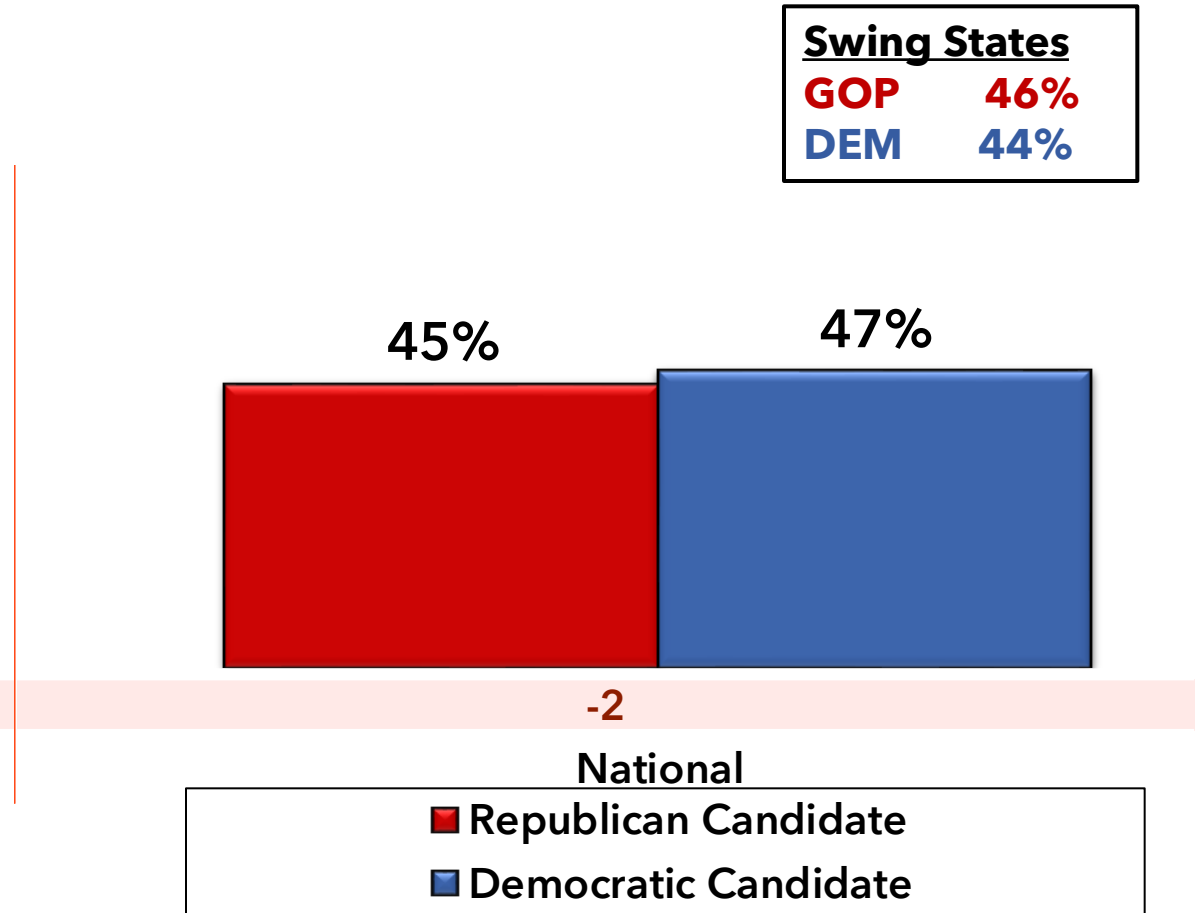
2024

Political Environment

Among all voters and swing voters, the 2024 presidential race and generic Congressional ballot are tied.



In the election for president this November, are you more likely to vote for Donald Trump, the Republican, or Joe Biden, the Democrat?

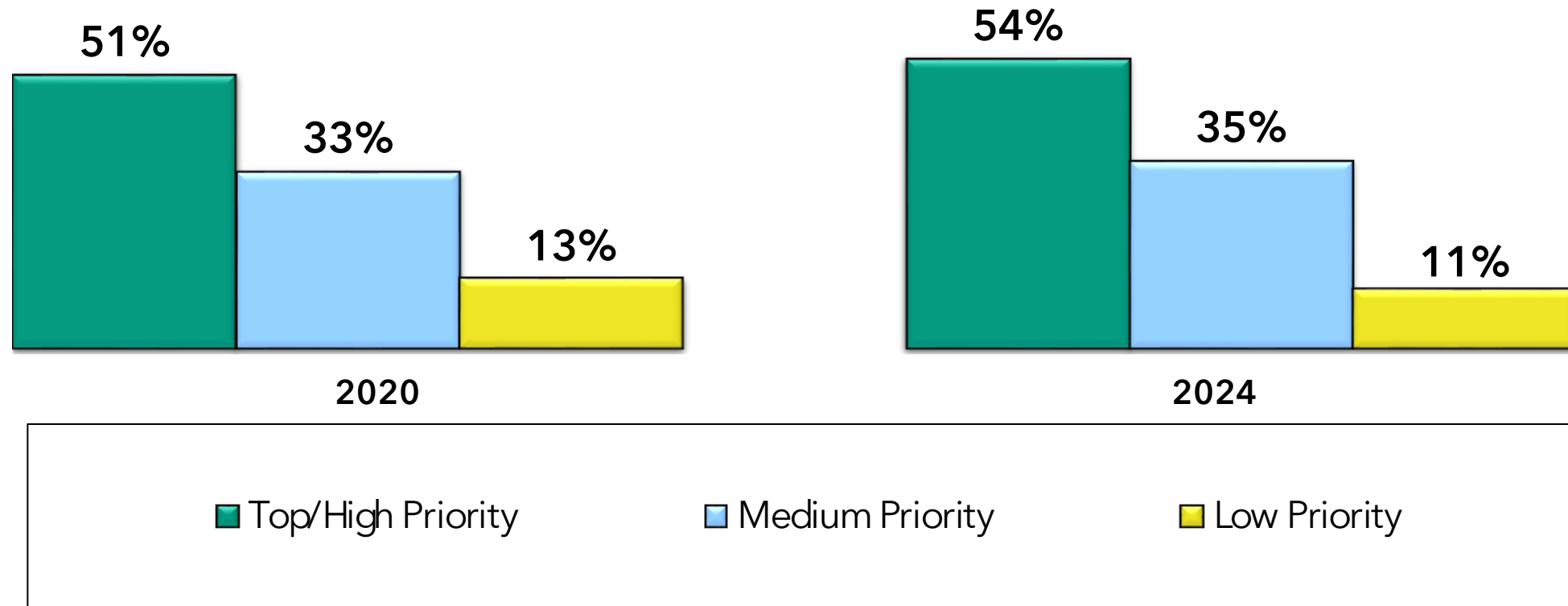


And in the election for United States Congress, are you more likely to vote for the Republican candidate or the Democratic candidate?



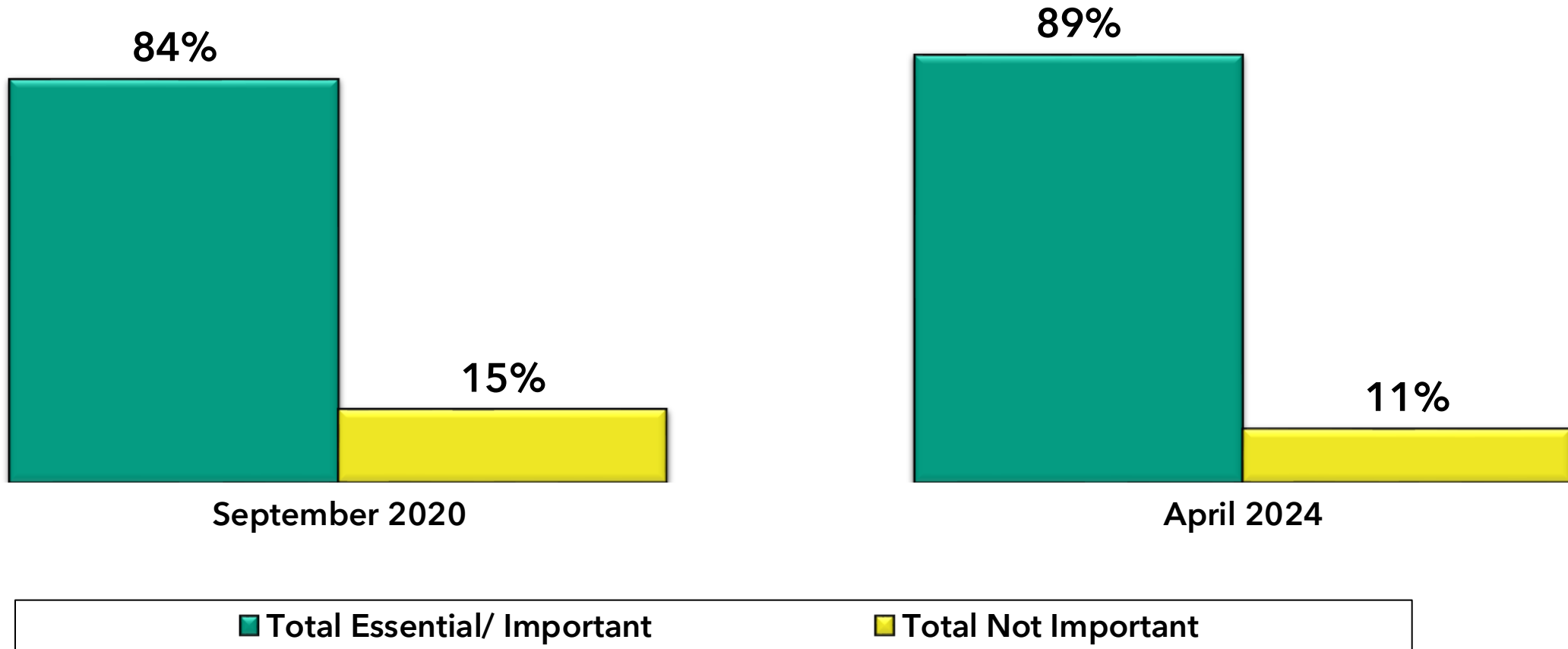
Child Care & Early Learning in 2024

Voters today are just as likely as during the pandemic to say Congress and the President should prioritize quality child care.



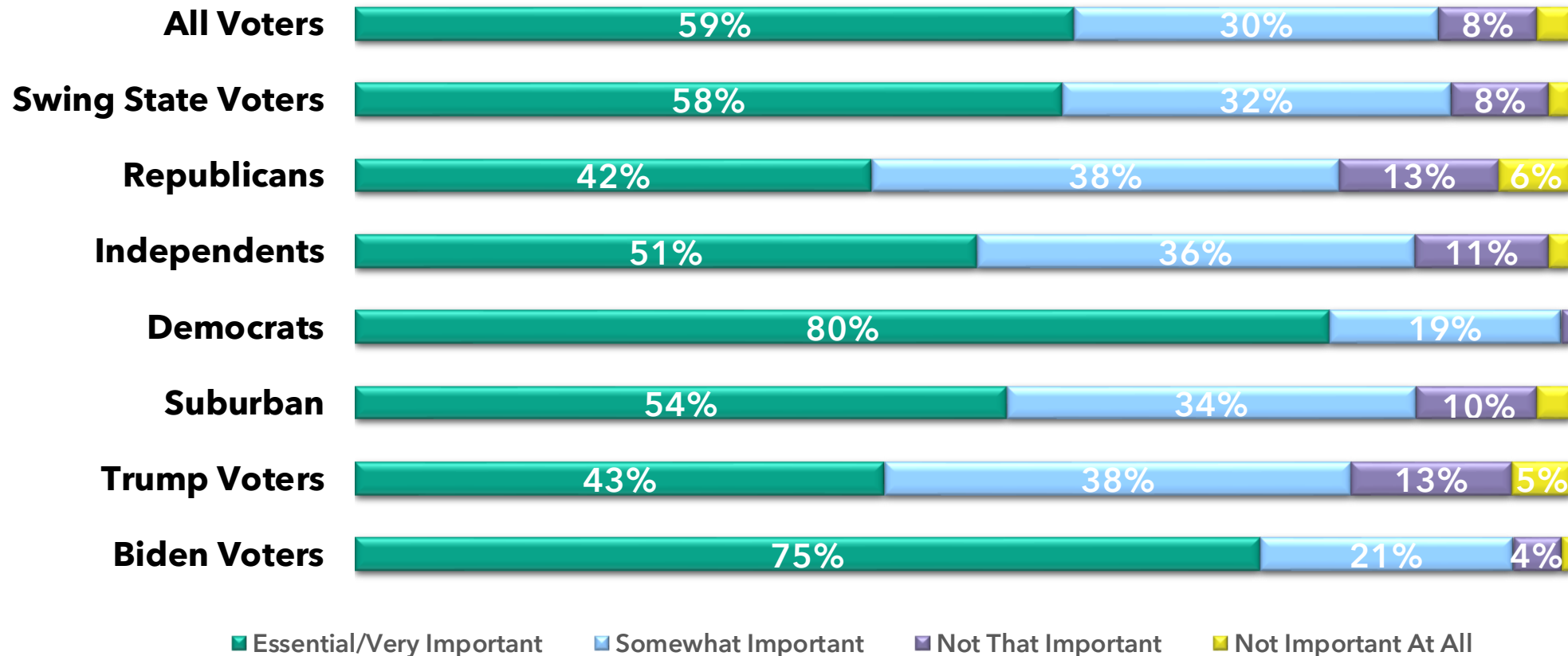
Thinking about the next Congress and president—should they make expanding access to quality child care a top priority, a high priority, a medium priority, or a low priority?

More voters today say it is important for candidates to have plans to help working parents afford high-quality child care.



How important do you think it is for the candidates for office, including for president, to have plans and policies to help working parents afford high-quality child care and early learning programs for their children from birth to age five?

Voters want candidates to have a plan to help working parents afford high-quality child care/early learning programs.



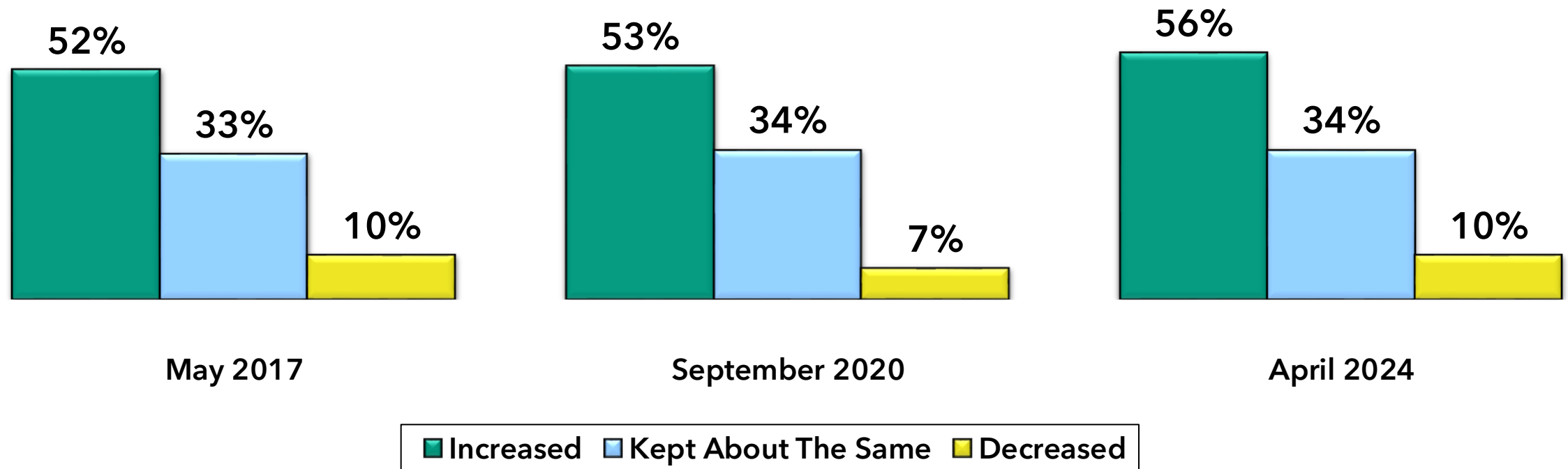
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How Voters View Child Care Policies and Solutions

Most voters continue to say that federal funding for quality early education should be increased.

National Data



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 voting demographics support increased funding for child care.

	Increased	Kept About the Same	Decreased
All Voters	56%	34%	10%
Swing State Voters	56%	34%	10%
Suburban Voters	55%	35%	10%
Non-Parents	51%	38%	11%
White	53%	36%	11%
Black	71%	24%	5%
Hispanic	61%	30%	10%

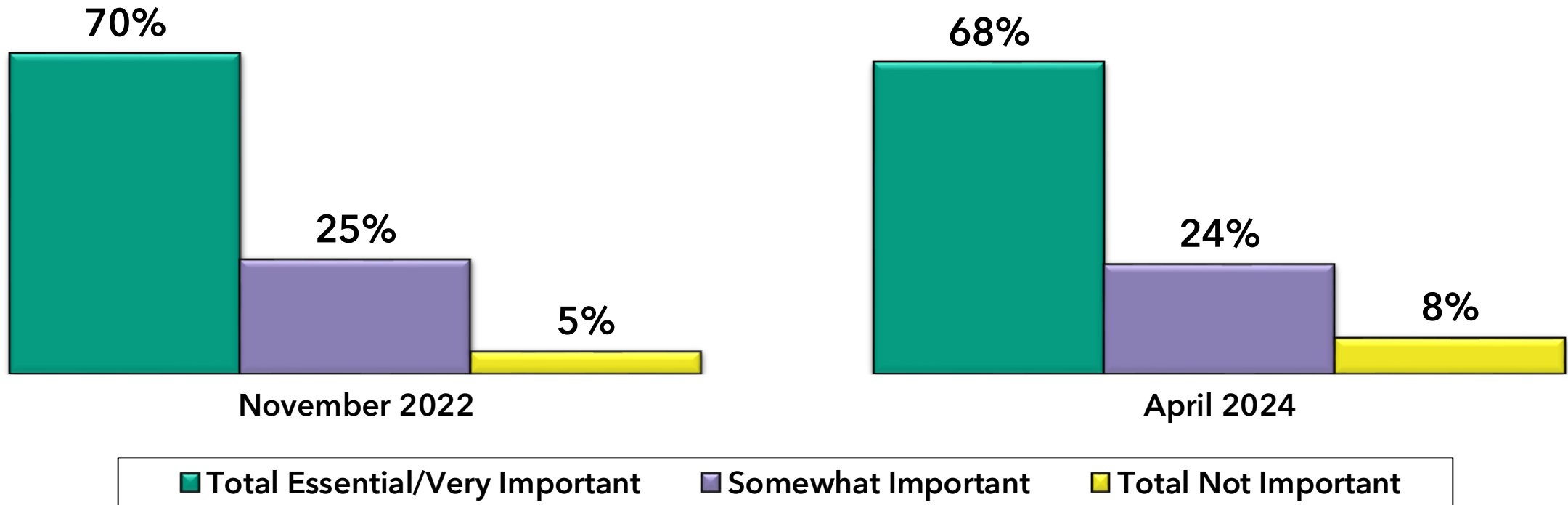
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Voters Connect Child Care and the Economy

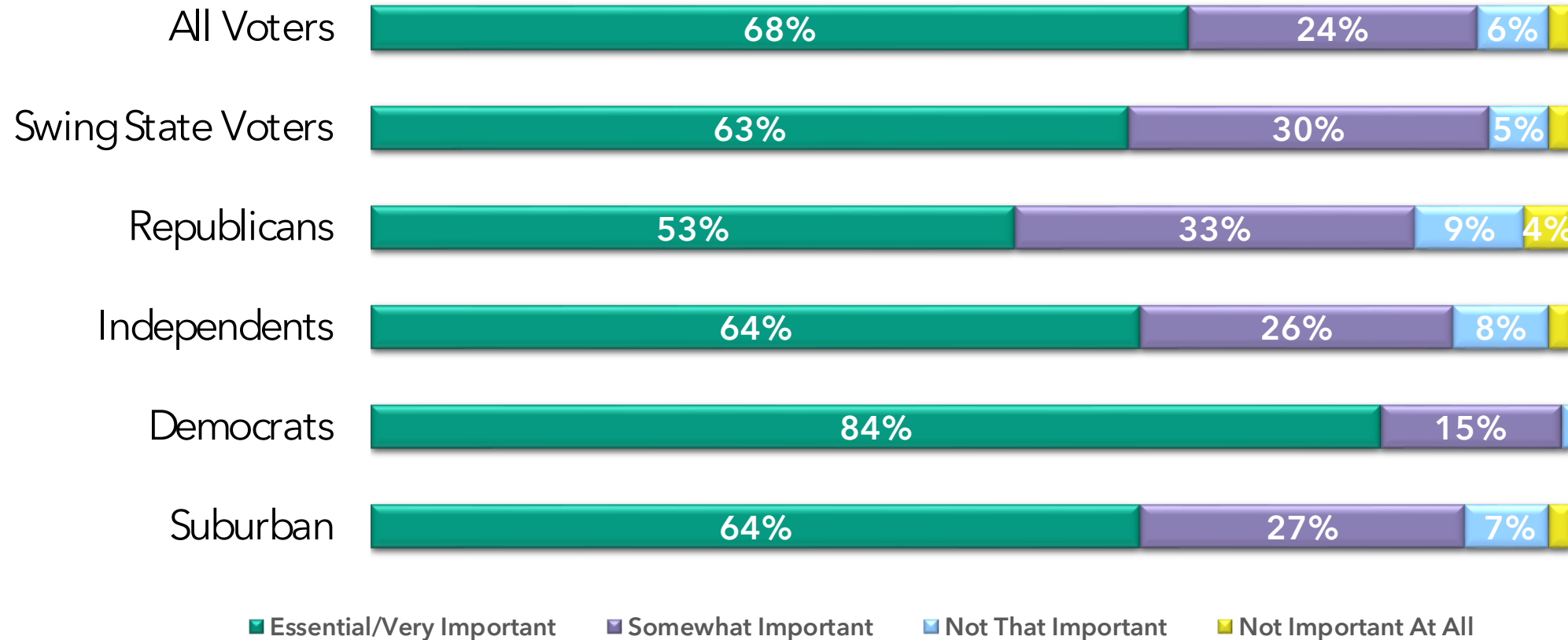
Voters make a strong connection between access to high-quality, affordable child care and a strong economy.

National Data



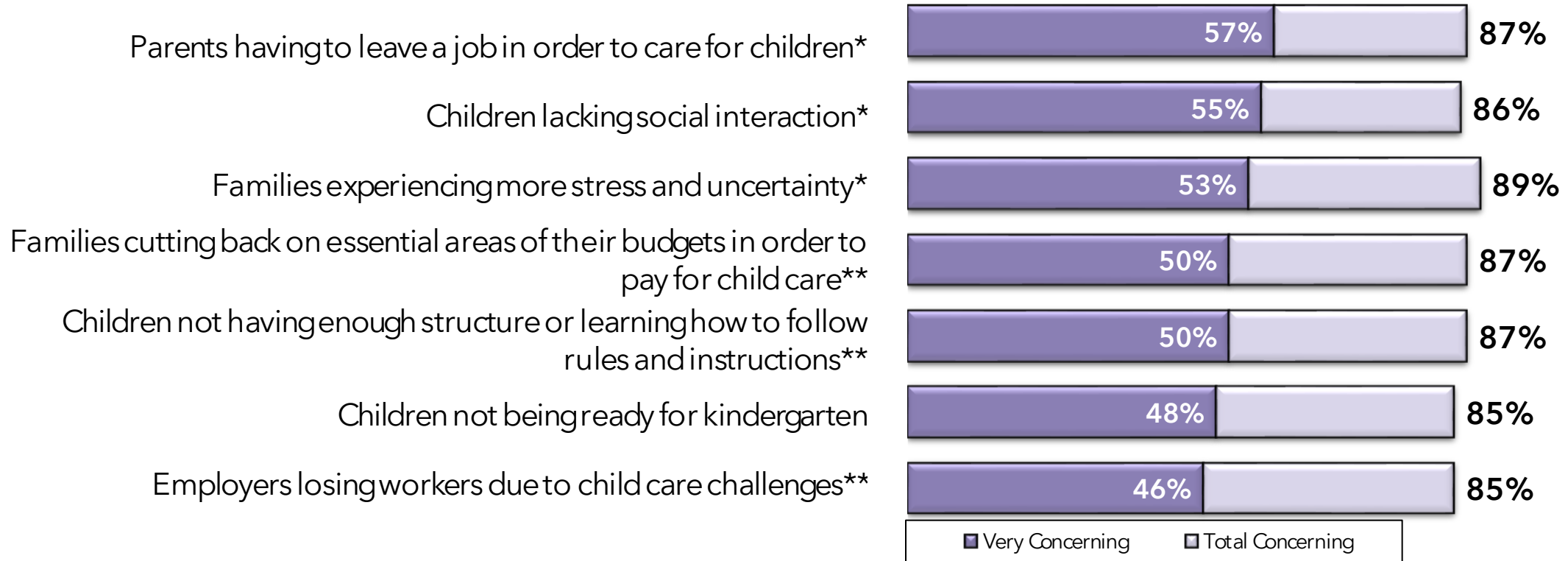
In your opinion, how important is access to high-quality, affordable child care to our ability to strengthen the economy and help workers? Is it...

This holds true across voting demographics, with most voters saying access to high-quality, affordable child care is very important in strengthening the economy and helping workers.



In your opinion, how important is access to high-quality, affordable child care to our ability to strengthen the economy and help workers? Is it...

Without action, most voters are very concerned about parents leaving a job to care for children and children lacking social interaction.



Let's say that these proposals do NOT pass and some families will NOT have access to affordable, quality child care. 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?

**Sample A, N=502 **Sample B, N=498*

These were top concerns shared by key voter groups.

Suburban
Children not having enough structure or learning how to follow rules and instructions 94%
Families cutting back on essential areas of their budgets in order to pay for child care 92%
Employers losing workers due to child care challenges 90%
Children not being ready for kindergarten 89%
Families experiencing more stress and uncertainty 80%

GOP Men
Children not having enough structure or learning how to follow rules and instructions 86%
Employers losing workers due to child care challenges 83%
Families cutting back on essential areas of their budgets in order to pay for child care 82%
Families experiencing more stress and uncertainty 79%
Children not being ready for kindergarten 75%

Independent Voters
Families experiencing more stress and uncertainty 89%
Families cutting back on essential areas of their budgets in order to pay for child care 88%
Children not having enough structure or learning how to follow rules and instructions 87%
Parents having to leave a job in order to care for children 82%
Children not being ready for kindergarten 82%

Showing % concerning

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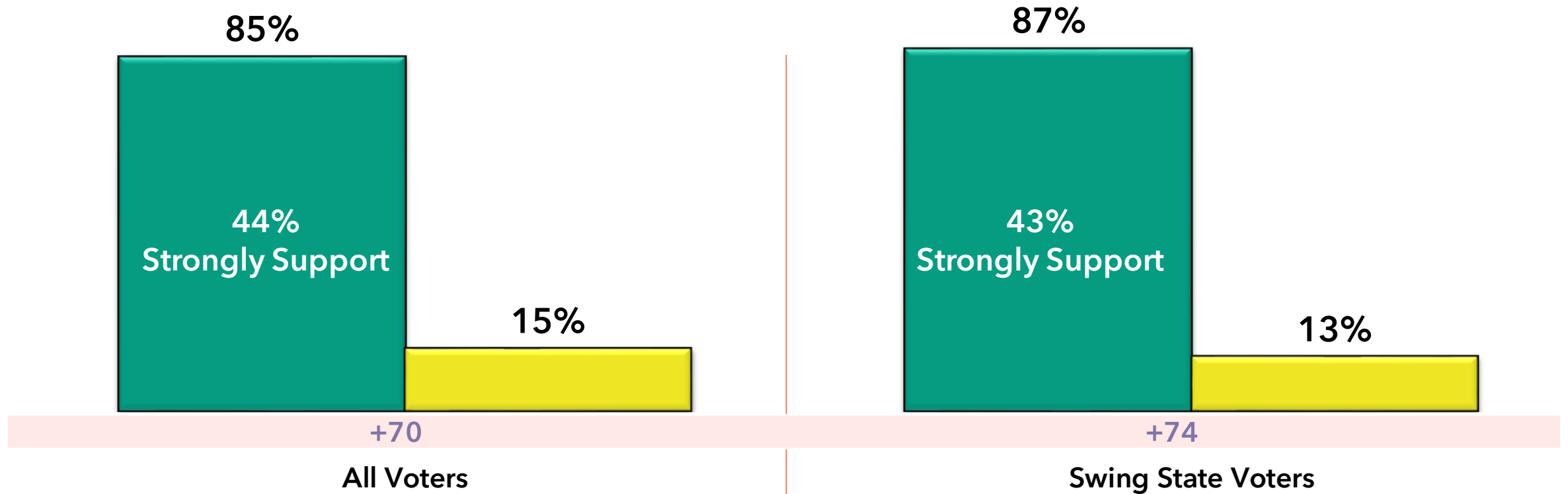
Due to split sampling, most N sizes are under 100 for parents of kids 5 and under and 75 for parents of kids over 5.



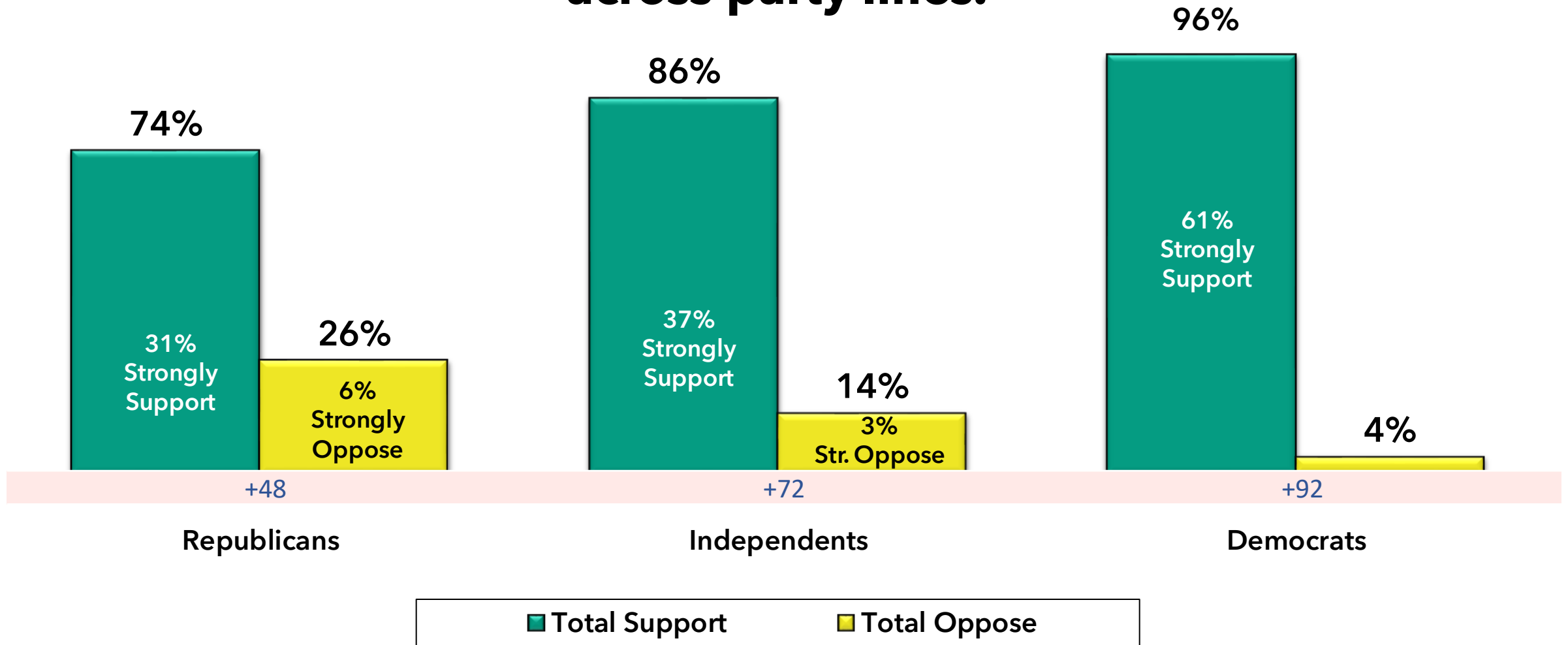
Voters Support Proposals to Address Child Care

Overwhelming majorities of voters want Congress to increase funding for the existing federal program that provides funds directly to states to expand child care options for families (known as the Child Care and Development Block Grant).

Congress would provide more funding to states to expand their existing child care programs, so that lower-income and middle income families who work or go to school could affordably send their child to a quality child care, early learning or pre-kindergarten program of their choice. The amount that parents would pay would be based on their household income, with the lowest-income families paying low or no cost. (RESPONDENT'S STATE) would be responsible for overseeing their own program.

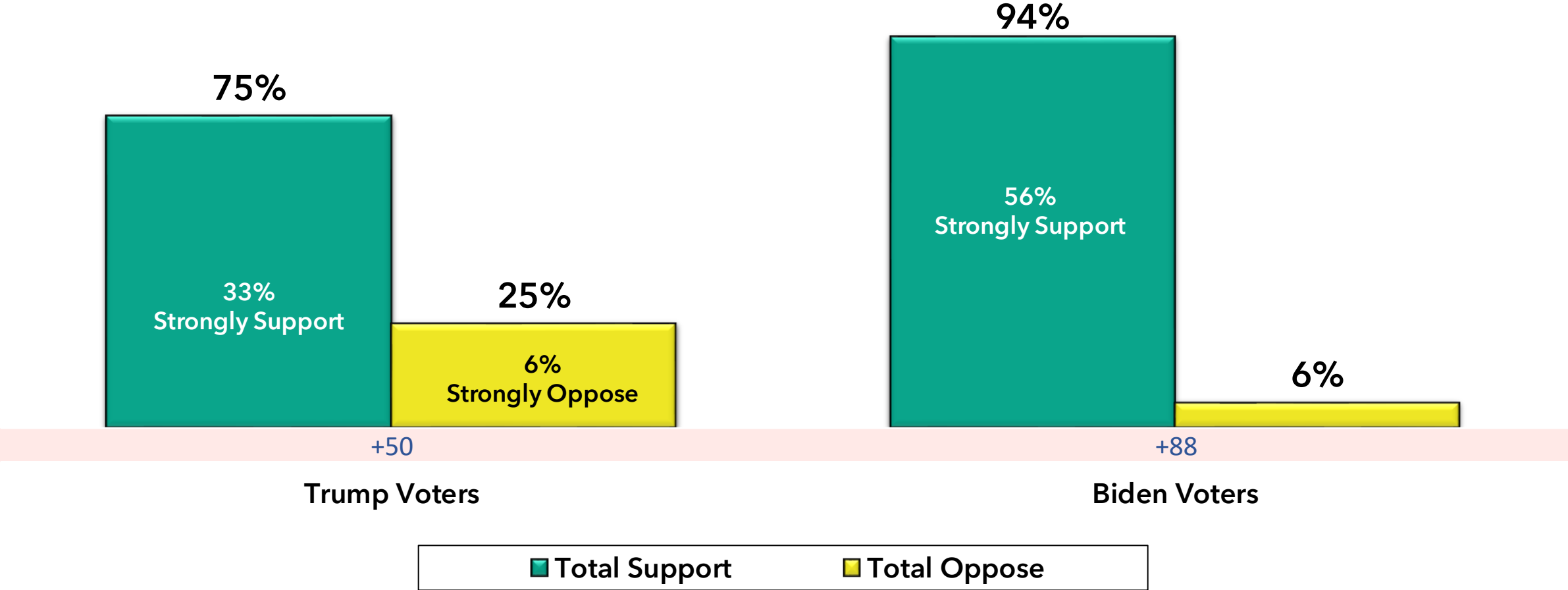


Support for that same proposal remains high across party lines.



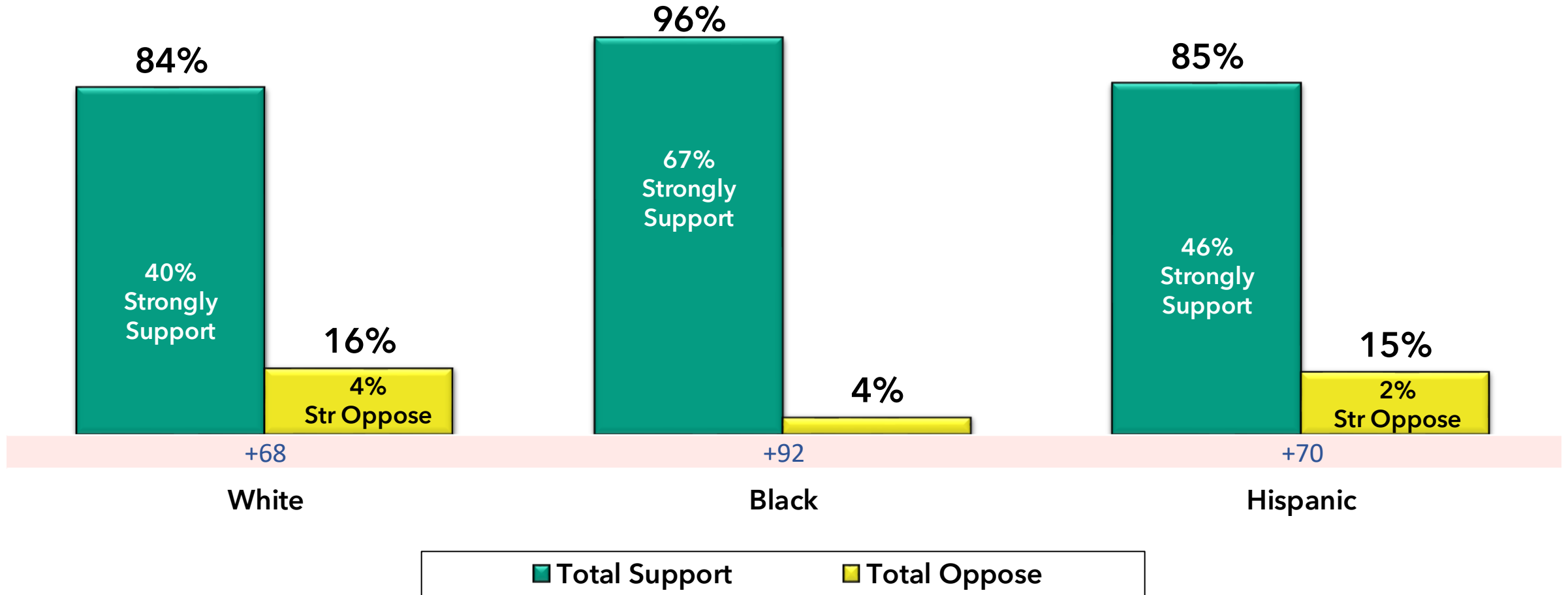
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An overwhelming majority of both Biden and Trump voters support expanding federal funding to states for child care.



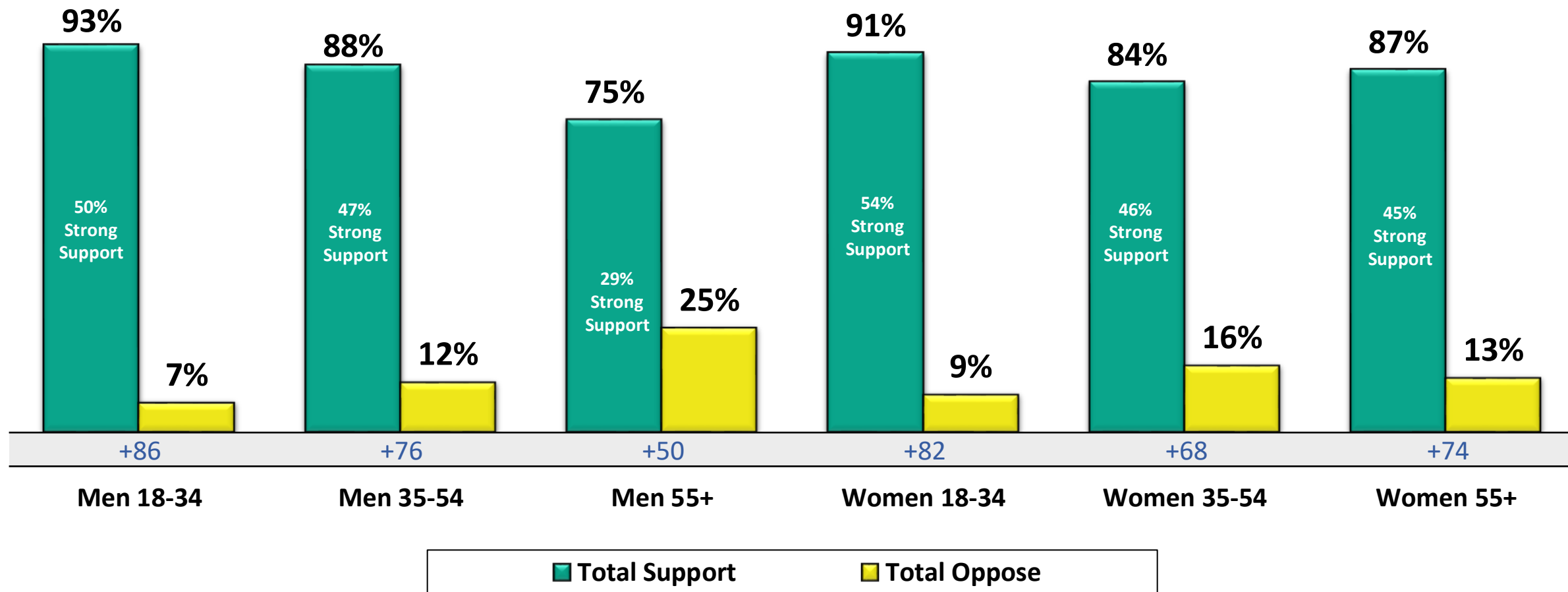
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And this strong support extends across voting demographics.



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Extremely strong support also extends across genders and ages.



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Over four-fifths of voters would be more likely to vote for a candidate who supports the proposal.

All Voters

Swing State Voters

A candidate who supports this proposal

85%

85%

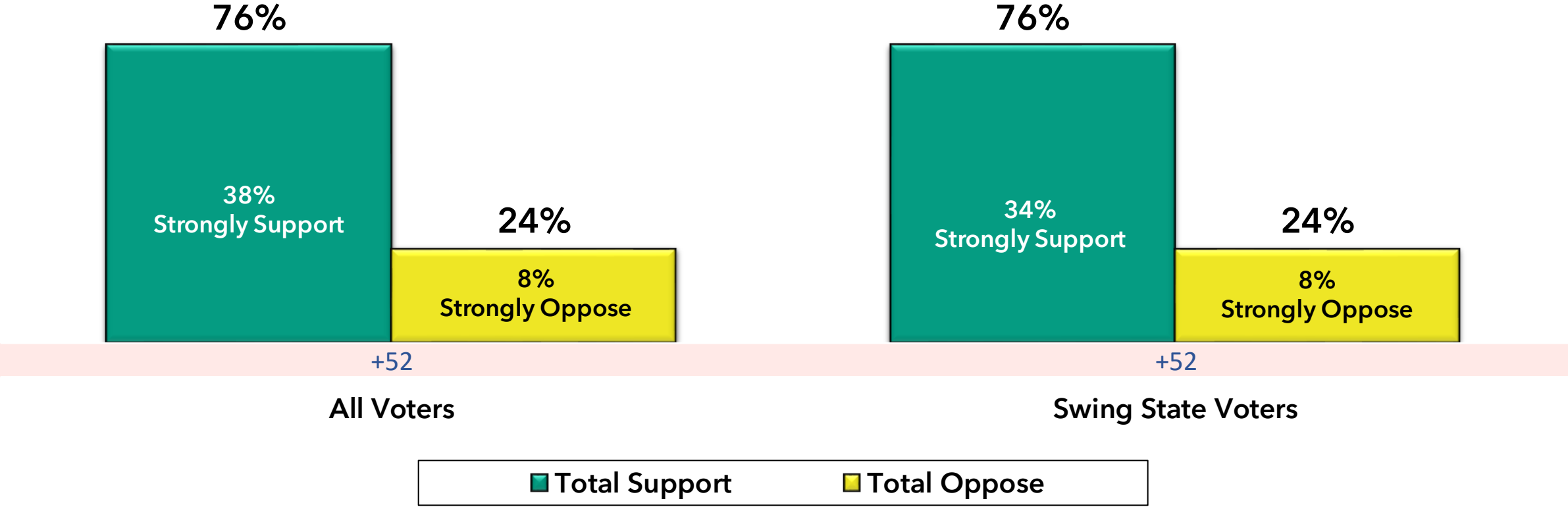
A candidate who opposes this proposal

15%

15%

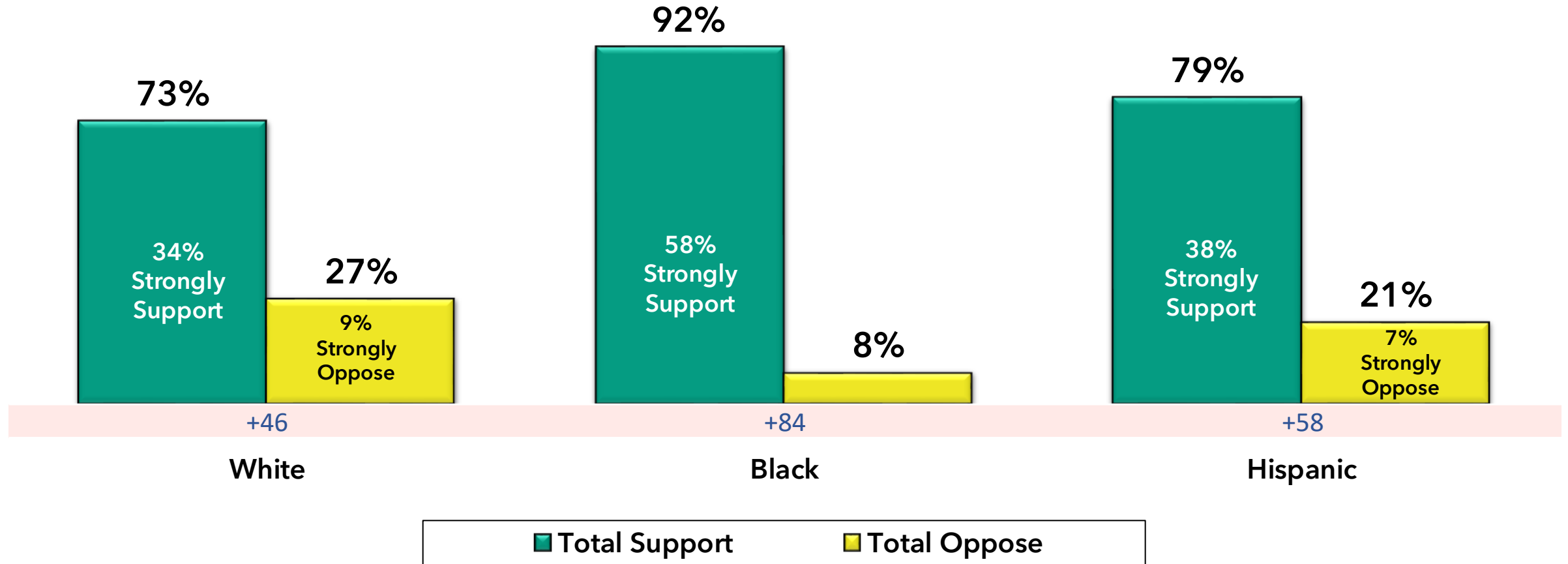
Thinking more about this proposal to ensure more families have quality child care and early learning, would you be more likely to vote for...

More than three-quarters of voters nationally and in swing states support increasing the federal child care tax credit - also known as the CDCTC.



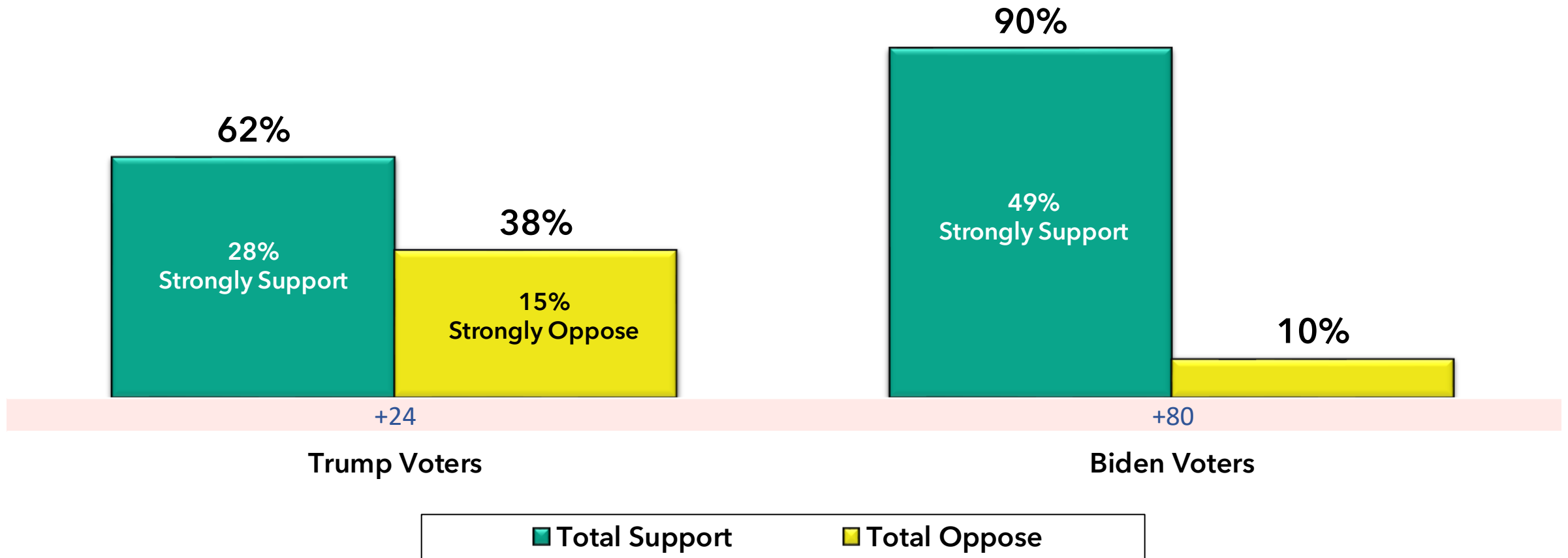
As you may know, there is also a federal tax credit to help families cover child care costs. If this tax credit were increased from an average of \$600 to an average of \$4,000 per child to help more working middle class families afford quality child care and early learning programs, would you support or oppose this proposal?

Black and Hispanic voters are more likely to support increasing the federal tax credit that helps families cover child care costs.



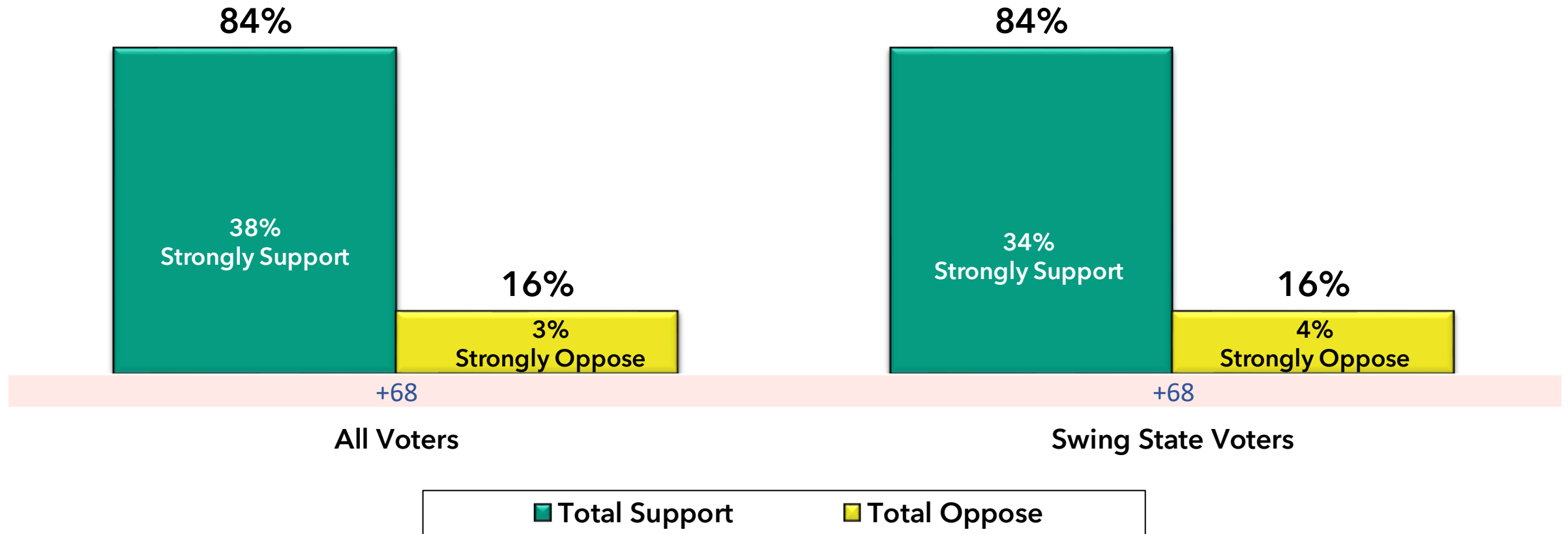
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While there is a difference, a majority of both Biden and Trump voters support increasing the federal child care tax credit, known as the CDCTC.



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A majority of voters support the expansion of federal tax credits to employers who want to provide child care benefits.



Would you support or oppose Congress expanding federal tax credits to employers to encourage them to provide child care benefits and allow their employees to set-up pre-tax spending accounts to help them pay for child care?



The Bottom Line

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