



## **Polling Memo: Louisiana Voters on Child Care Challenges, Workforce Impact, and Need for Action**

On behalf of the Louisiana Policy Institute for Children and in partnership with First Five Years Fund, UpONE Insights conducted a statewide survey of registered voters in Louisiana. The survey found that Louisiana voters believe child care is both a family necessity and an economic driver. Nearly half of young voters would enter the workforce if quality care were available, and young parents are cutting back on basics, struggling to pay bills, and delaying having children because of the high cost. Voters across party lines see child care as key to strengthening the economy and supporting working families, and they strongly back state and federal action to expand access. **Below are key findings:**

**Louisiana voters are worried about money. Child care challenges add to that stress.**

**Louisiana voters are feeling financial strain.**

Half of the voters surveyed say their personal finances are “only fair” or even “poor.” And 57% say they anticipate their financial situation will stay the same or get worse over the next year.

**Child care expenses are hitting young Louisiana parents (ages 18-34) hard.**

- Almost half of young Louisiana parents (42%) are cutting back on basic necessities to pay for child care.
- Nearly half of young Louisiana parents (45%) are struggling to pay for child care costs.
- Nearly half of young Louisiana parents (43%) say they’re putting off having more children because child care is so expensive.
- And 81% of Louisiana voters say the ability of working parents to find and afford quality child care is either in a “state of crisis” or a “major problem.”

**Voters also see broader benefits of child care like driving workforce participation and helping the economy.**

- Almost half (42%) of young voters say they, or someone they know, would consider entering the workforce if quality child care were available.
- A strong majority (82%) say access to child care is important for the state’s economy.

**Federal support for child care is overwhelmingly popular with Louisiana voters.**

### **Voters want state and federal action to expand options for affordable, quality child care.**

- Over two-thirds of voters (69%) — including majorities across party lines — believe federal funding for child care and early learning is a good investment of taxpayer dollars.
- And 55% would like to see federal funding for child care programs increase.
- 74% also believe that providing greater support for working families with children is a good investment of state taxpayer money.

### **There is strong support for Head Start.**

- More than two-thirds (69%) of voters statewide — including majorities across all parties — support Head Start.
- Nearly two-thirds (63%) of voters **oppose** eliminating Head Start funding. Importantly, over half of voters say they would be less likely to vote for a congressional candidate who supported cuts.

### **The expansion of child care tax credits is very popular.**

- 70% of Louisiana voters support the expansion of the child care tax credits included in this year's tax package, including 78% of Republicans, 72% of Independents, and 67% of Democrats.

### **But Louisiana wants Congress to go further.**

- 75% of Louisiana voters want Congress to take additional steps to help working families find and afford quality child care, including 78% of Republicans, 67% of Independents, 78% of Democrats.

*About Louisiana Policy Institute for Children: The Louisiana Policy Institute for Children is a nonpartisan, independent source of data, research, and pertinent information for policymakers, stakeholders, and the public at large around issues related to children ages birth through four in Louisiana.*

*About First Five Years Fund: The first five years last forever. At First Five Years Fund, we work to protect, prioritize, and build bipartisan support for quality child care and early learning programs at the federal level. Reliable, affordable, and high-quality early learning and child care can be transformative, not only enhancing a child's prospects for a brighter future but also bolstering working parents and fostering economic stability nationwide. Join us at [www.ffyf.org](http://www.ffyf.org).*