

NEW POLLING ON CHILD CARE & THE 2024 ELECTION

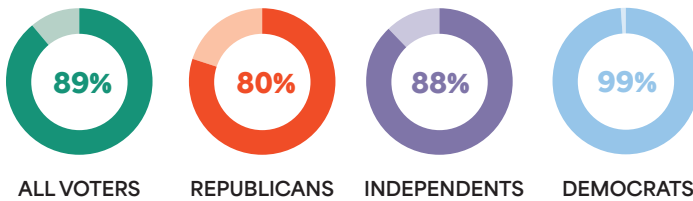
A new poll conducted on behalf of First Five Years Fund by the bipartisan research team of New Bridge Strategies (R) and Hart Research (D) found that, in this election year, voters by overwhelming margins want candidates to have a plan to address child care challenges in the United States.

The poll, which surveyed 1,000 registered voters nationwide and 530 registered voters in Senate swing states (**Arizona, Maryland, Montana, Ohio, Pennsylvania, and Nevada**), found voters make a strong connection between expanding access to quality child care and a strong economy. And across all demographics, voters expressed strong support for solutions including increasing funding going to states to expand child care options and modernizing the tax system to support child care and early learning.

Below are key findings. The more detailed deck from the pollsters can also be found [here](#).

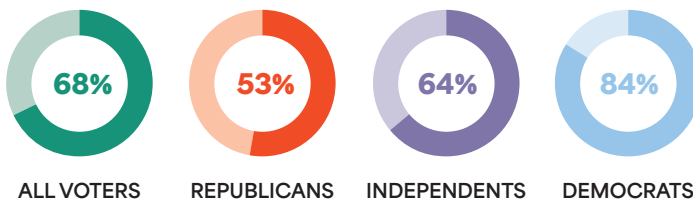
VOTERS WANT CANDIDATES TO HAVE A PLAN

In this election year, voters put a **high premium on candidates who have a plan** to help working parents afford quality child care.



VOTERS SAY CHILD CARE IS ESSENTIAL/VERY IMPORTANT TO THE ECONOMY

Voters across the political spectrum make a strong connection between child care and a strong economy, with **68% saying access to high-quality, affordable child care is “essential” or “very important” to strengthening the economy.**



VOTERS ARE MORE LIKELY TO VOTE FOR CANDIDATES WHO SUPPORT SOLUTIONS

A strong majority of both national and swing state voters say they'd be more likely to vote for a **candidate who supports increased federal funding to the states to expand child care.**

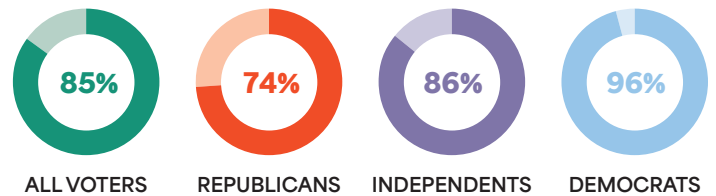
85% ALL VOTERS
85% SWING STATE VOTERS
 (AZ, MD, MT, OH, PA, NV)

VOTERS SUPPORT POLICIES TO STRENGTHEN CHILD CARE

Voters overwhelmingly **support policies that help working families** with young children access affordable, quality child care.

Increased Federal Funding for States

This includes enormous support for increasing federal funding to states so they can expand child care programs and options (called the Child Care Development Block Grant).



This strong support extends to those likely to **vote for either presidential candidate.**

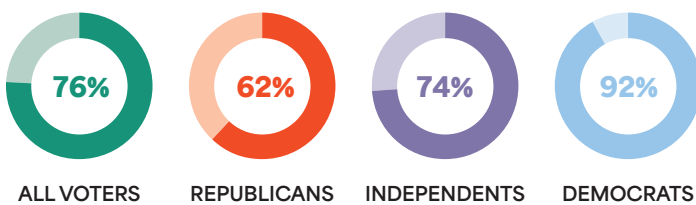
75% TRUMP VOTERS
94% BIDEN VOTERS



Voters by overwhelming margins want candidates to have a plan to address child care challenges in the United States.

MODERNIZING TAX BENEFITS

There is strong support for modernizing the tax code to strengthen child care. **A large majority of voters (76%) support increasing the federal child care tax credit (CDCTC)**, the tax credit specifically designed to help ease the burden of child care costs for working families. This includes:



This strong support extends to those likely to **vote for either presidential candidate**.

62% TRUMP VOTERS
90% BIDEN VOTERS

And there is strong support for **expanding federal tax credits to employers** to encourage them to provide child care benefits.

84% ALL VOTERS
84% SWING STATE VOTERS
(AZ, MD, MT, OH, PA, NV)

CONCERNS OVER CHILD CARE REMAIN HIGH

Voters are just as likely now as they were during the height of the pandemic to say **Congress and the White House should make expanding access to quality child care a top or high priority**.

54% VOTERS APRIL 2024
51% VOTERS SEPTEMBER 2020

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 on **children's education and development** as well as **families' economic prospects**.
- Voters overwhelmingly support policies that help families with children access child care, including **increasing 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 learning include giving children a **strong foundation**, **reducing financial strain** on families paying for child care, **addressing low wages for child care workers**, and overcoming the **limits placed on parents** in the workplace when they cannot find quality, affordable care.

