

POLL: GOP VOTERS CALL ON CONGRESS, WHITE HOUSE TO ACT ON CHILD CARE

In the 2024 election, voters made it clear that child care challenges were causing a serious strain on family finances, workplace productivity, and the economy as a whole. They wanted candidates to have a plan to address these challenges and now, with the Trump White House and the Republican-led 119th Congress underway, they want action.

A new national poll conducted by the Republican polling firm UpONE Insights shows **child care expenses continue to be a major financial burden on working families**. The poll, which surveyed more than 1,000 registered voters nationwide as well as an oversample of Republican primary voters, also found **an overwhelming majority of Republicans want the White House and Congress to take action**. The following are key takeaways from the poll.

Voters say child care costs are straining family budgets.

NINE IN TEN REPUBLICANS think it's a **problem or crisis** that Americans can't afford child care.



And the cost of child care is causing two-thirds of younger Republicans to delay having children.

61% OF REPUBLICAN VOTERS under age 34 say either they or someone they know have put off or delayed having children due to child care costs.

Voters want President Trump and the GOP-led Congress to take action.

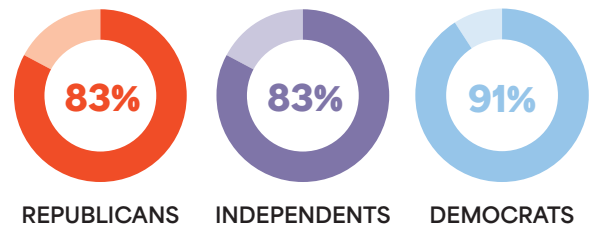
79% OF REPUBLICANS say they want **President Trump and Republicans in Congress to do more** to help working parents afford quality child care.

Voters also say improving access to affordable child care will both help **lower costs** for working families (85%) and **improve the overall economy** (71%).

55% OF REPUBLICAN VOTERS say increasing funding for and access to quality child care **is as important for families as securing the border and stopping the increase of crime**.

The Child and Dependent Care Tax Credit (CDCTC) is the most popular child care-related tax credit.

The Child and Dependent Care Tax Credit (CDCTC) is the only federal tax credit that specifically allows working parents to keep more of what they earn to pay for child care. **It is the most popular child care-related tax credit**, with 86% saying they support increasing the CDCTC.



Key voters are less likely to vote for candidate who eliminated an existing child care tax credit.

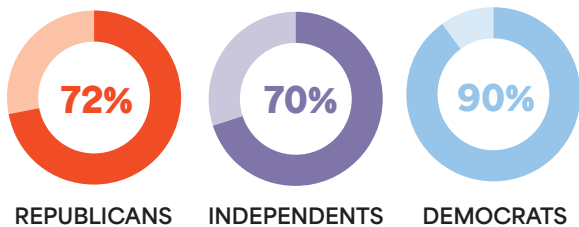
In fact, **63% OF VOTERS** would be less likely to vote for a candidate who voted to eliminate an existing tax credit for child care expenses for working families, including **50% OF GOP PRIMARY VOTERS** and **59% OF INDEPENDENT WOMEN**.



An overwhelming majority of Republican voters want the White House and Congress to take action on federal child care policy.

Republicans also support increasing federal investments for child care

A wide majority of Republican voters say increasing federal funding for child care is an important priority and a **good use of tax dollars**.



Republicans support prioritizing increased federal funding even with concerns over national debt

In fact, nearly two-thirds of **REPUBLICAN VOTERS (62%)** say that, **even with concerns over the growing national debt and deficit**, President Trump and Republicans in Congress should prioritize increased federal funding to support quality child care programs.

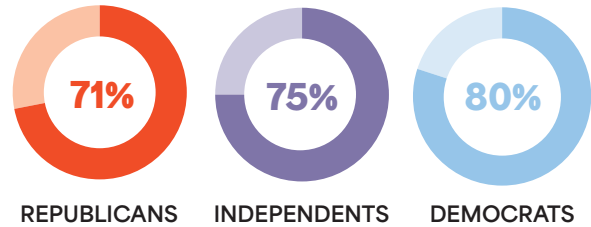
There is especially strong support for the Child Care Development Block Grant (CCDBG).

The **Child Care Development Block Grant (CCDBG)**, which sends money to the states so they can best decide how to increase access to affordable, quality child care, is very popular (67%) across a wide selection of voters, including **69% OF REPUBLICANS**.

And decreasing federal funding for programs is incredibly unpopular; **90% OF VOTERS** agree that federal funding shouldn't be decreased, including **84% OF REPUBLICAN VOTERS**.

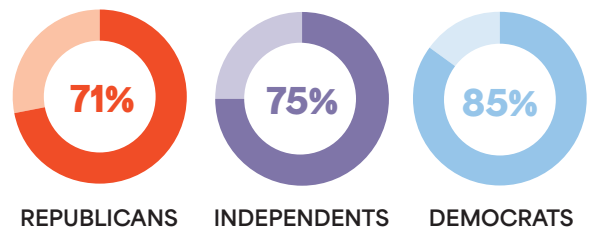
And taking action would increase child care options for families.

The vast **MAJORITY OF VOTERS (75%)** believe these proposals will **increase quality child care options for families**, who currently don't have the choices they need.



Voters support increasing federal funding to support rural families

Nearly **3 OUT OF 4 REPUBLICANS** say increasing funding for child care programs will increase options for rural families who are having trouble finding child care in their communities.



This support reaches across geographic demographics, including:

- 84% RURAL AMERICANS**
- 86% FARM BELT AMERICANS**
- 72% DEEP SOUTH AMERICANS**

Methodology: On behalf of First Five Action, and in conjunction with First Five Years Fund, UpONE Insights conducted a national survey of N=1000 registered voters and a national survey among N=970 Republican primary voters, January 21-26, 2025 (+ 3.1% / - 3.2%). These surveys were conducted via mixed mode methodology of live callers and text-to-web interviewing by cell phone.