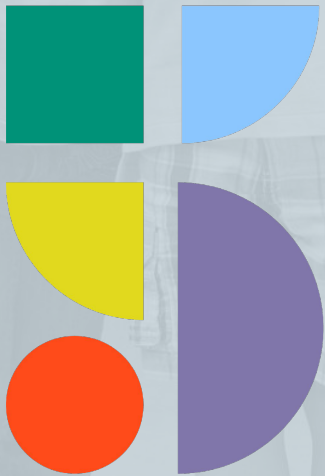


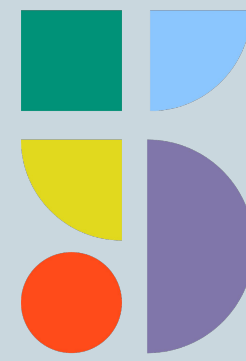
NATIONAL SURVEY  
GOP PRIMARY SURVEY

&



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# Methodology

*National Registered Voters & GOP Primary Voters Survey*

*N=1000 National Registered Voters (+ 3.10%)*

*N=970 Republican Primary Voters (+ 3.15%)*

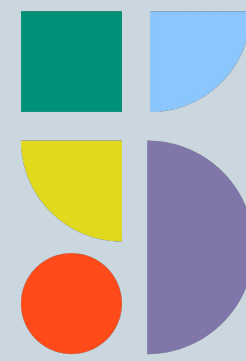
*Mixed Mode Methodology (Live Caller & Text-To-Web)*

*January 21-26, 2025*

# Key Takeaways

- Strong support for quality child care and quality child care policies among registered voters and GOP primary voters
- Tax Credits are a very popular initiative to help parents with the challenges they are facing around child care
- Voters want to see action from lawmakers around child care issues
- How we talk about child care, especially with GOP primary voters matters -> important to make a cost of living/economic argument





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# Support For Federal Child Care Policies

# Policy Proposals

Strong majorities of Americans support each of these six proposals designed to help working families get access to quality child care programs.

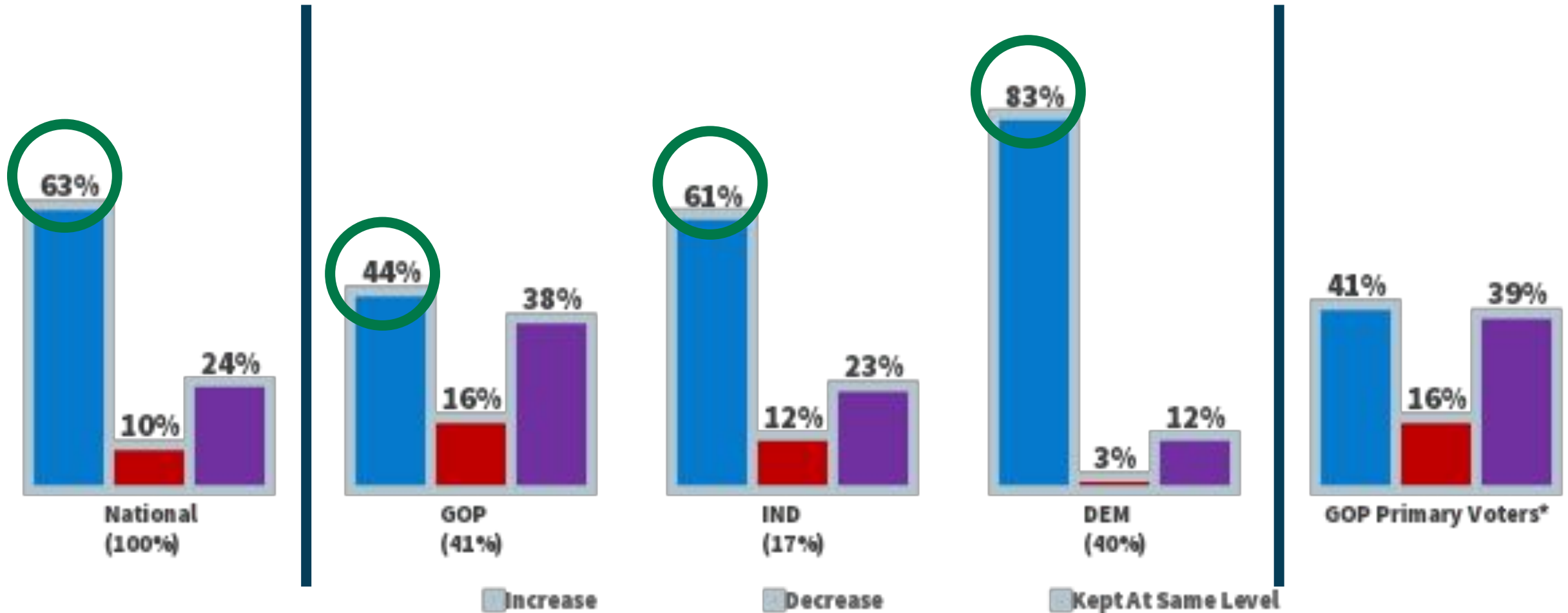
% Support - % Oppose	Total	GOP	IND	DEM	GOP PV*	White	Black	Hispanic	Urban	Suburban	Rural	Kids < 18	Kids < 5
Increasing tax credits specifically designed to help working parents offset the high cost of child care.	86% - 11%	83% - 15%	83% - 13%	91% - 6%	81% - 15%	86% - 12%	85% - 12%	90% - 6%	89% - 8%	84% - 13%	86% - 12%	88% - 11%	90% - 8%
Tackling the child care crisis with a flexible spending account (like a health savings account), which allows working parents to set aside pre-tax dollars for child care expenses.	84% - 11%	86% - 10%	80% - 13%	83% - 12%	84% - 11%	84% - 11%	85% - 12%	84% - 9%	84% - 10%	84% - 11%	81% - 14%	87% - 10%	87% - 12%
Increasing the Child Tax Credit, a tax benefit for families with children which can be used on any household expense.	83% - 13%	79% - 18%	79% - 15%	89% - 7%	76% - 20%	82% - 14%	84% - 11%	86% - 12%	83% - 13%	84% - 13%	79% - 15%	93% - 5%	97% - 3%
Providing tax incentives and other benefits to American businesses which provide or help their employees find and afford quality child care programs.	80% - 16%	81% - 16%	76% - 18%	81% - 16%	82% - 15%	79% - 17%	84% - 15%	92% - 3%	82% - 14%	79% - 18%	84% - 15%	83% - 13%	88% - 11%
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.	75% - 19%	62% - 31%	73% - 21%	89% - 7%	58% - 35%	73% - 21%	84% - 14%	80% - 15%	76% - 17%	75% - 21%	75% - 20%	76% - 20%	82% - 17%
Sending money to the states through a block grant so states can best decide how to increase access to affordable, quality child care and let working parents choose the type of care that best meets their family's needs.	67% - 26%	69% - 24%	64% - 29%	66% - 28%	65% - 28%	65% - 27%	77% - 20%	77% - 17%	71% - 22%	64% - 29%	70% - 23%	68% - 26%	72% - 25%

Source: N=1000 Registered Voters

\* Source: N=970 Republican Primary Voters

Next, I'd like to read you some specific proposals being talked about in Congress that are designed to help working families get access to quality child care programs. For each one, please indicate whether you support it or oppose it...

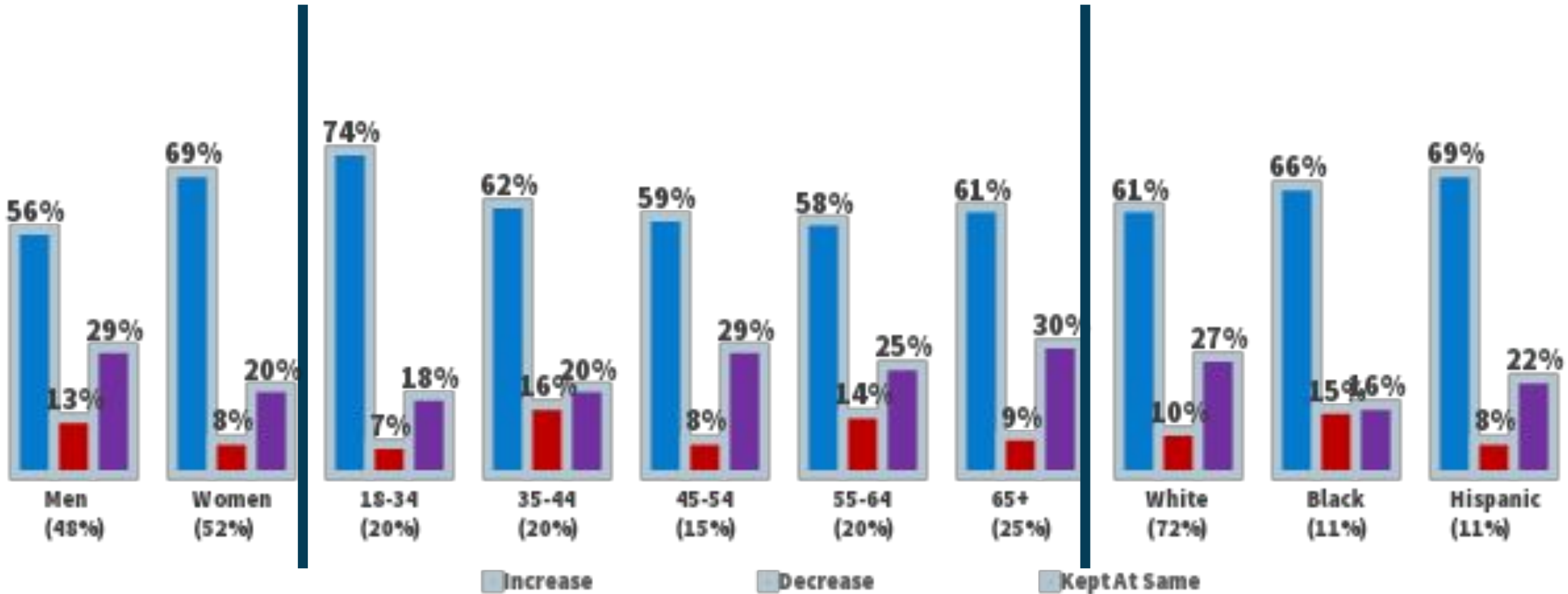
Voters across party lines believe that federal funding for quality child care programs for working parents should be increased.



Source: N=1000 Registered Voters

\*Source: N=970 Republican Primary Voters

The strongest proponents of increased federal funding include women, younger Americans, and Hispanic voters.

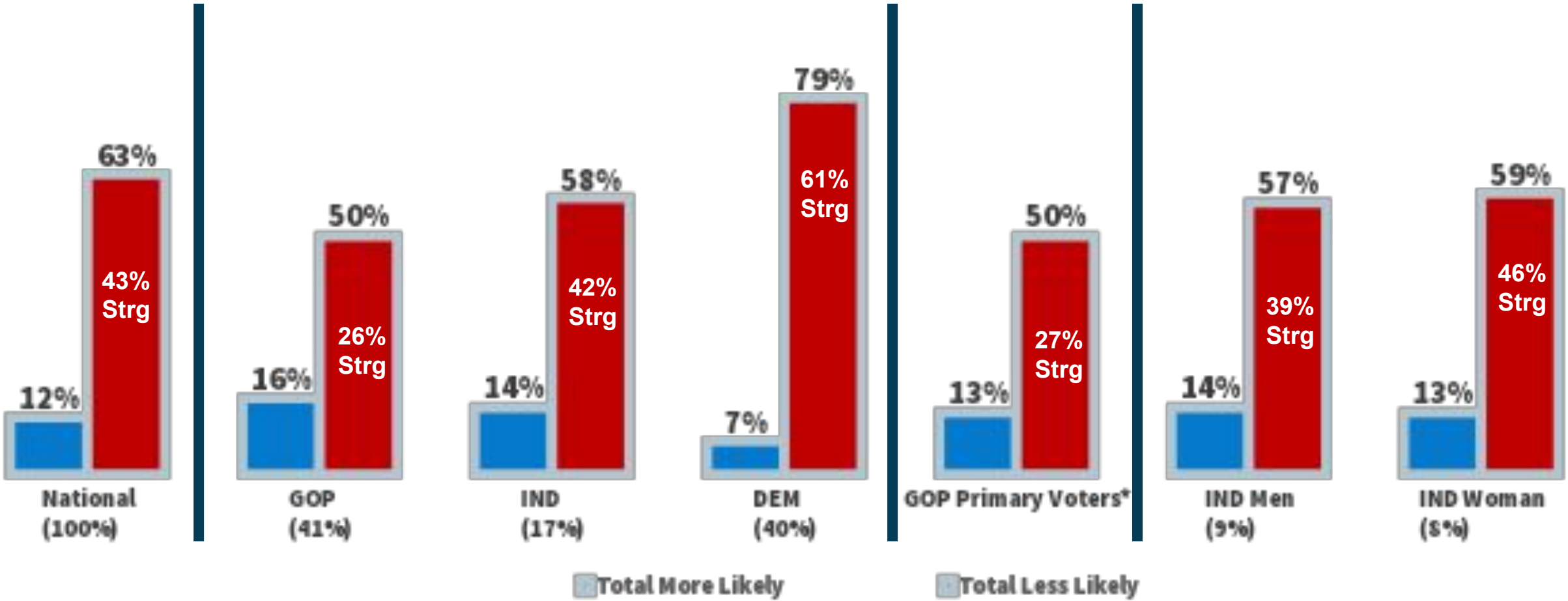


Source: N=1000 Registered Voters

Level

And, do you believe that federal funding for quality child care programs for working parents should be increased, decreased or kept at about the same level as it is now?

# Eliminating an existing tax credit for child care expenses for working families is another issue that could prove politically damaging.



Source: N=1000 Registered Voters

\*Source: N=970 Republican Primary Voters

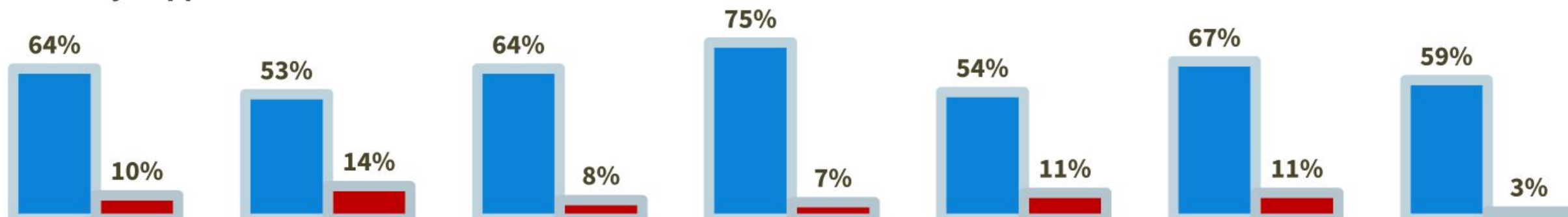
**UpONE** INSIGHTS

And, if you learned that a candidate voted to eliminate an existing tax credit for child care expenses for working families, would you be more likely or less likely to vote for that candidate, or would it make no difference in your vote?

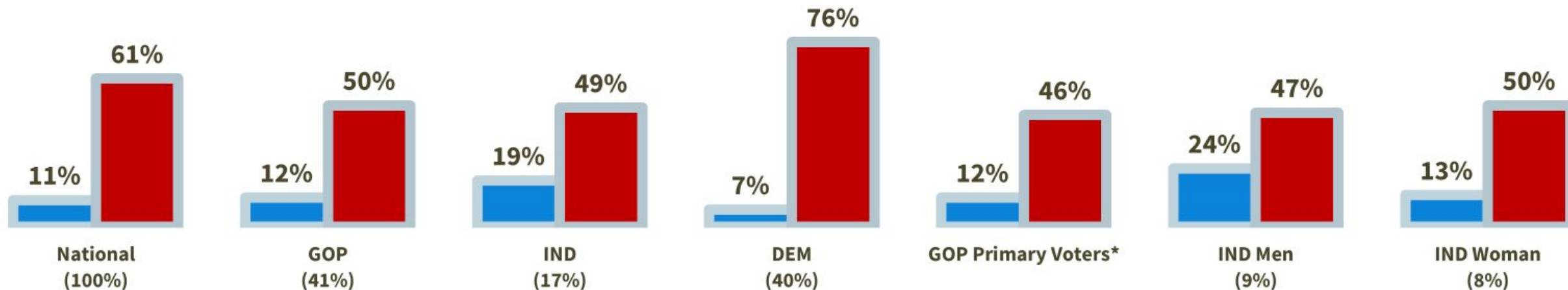


Supporting these proposals can help a candidate, or it can harm them at the ballot box if they come out in opposition.

**Generally Supported**



**Generally Opposed**



Source: N=1000 Registered Voters

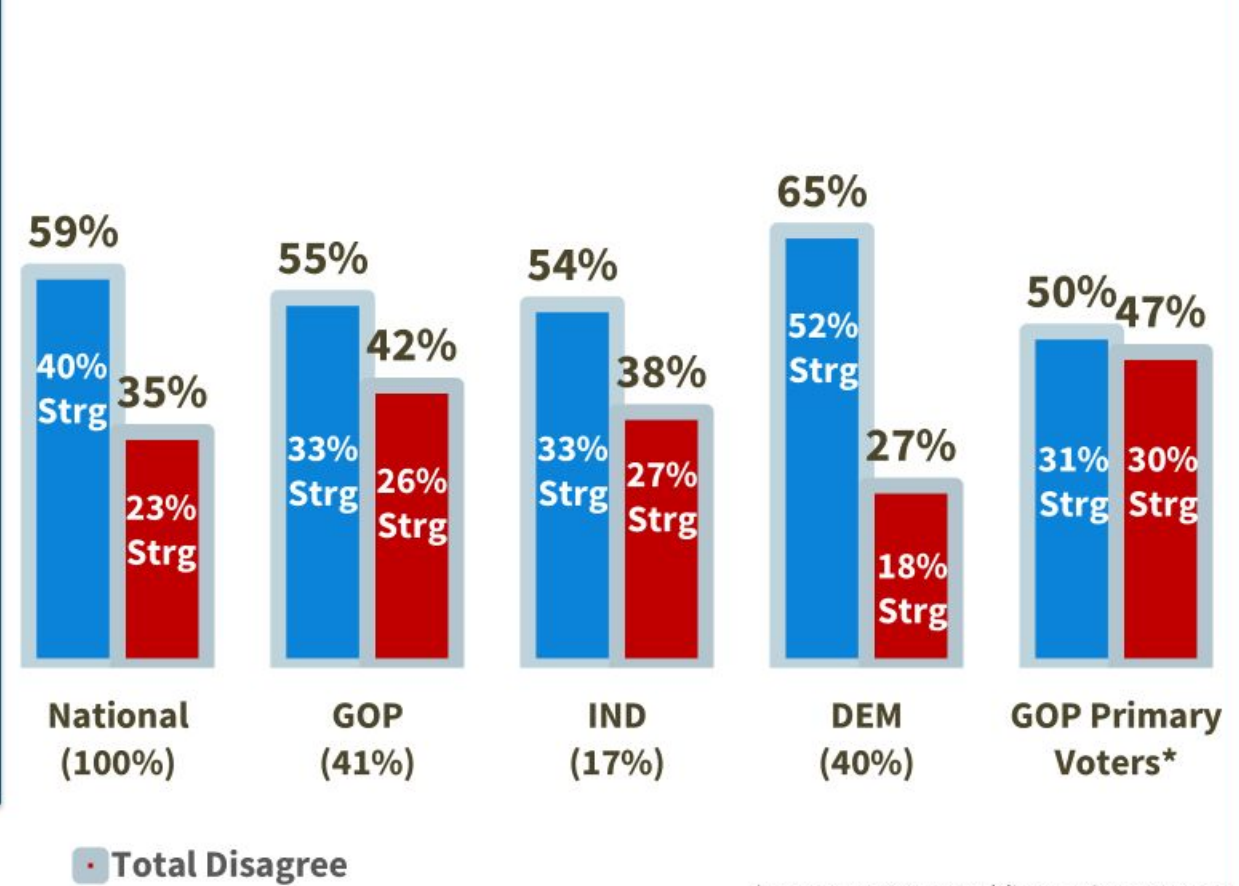
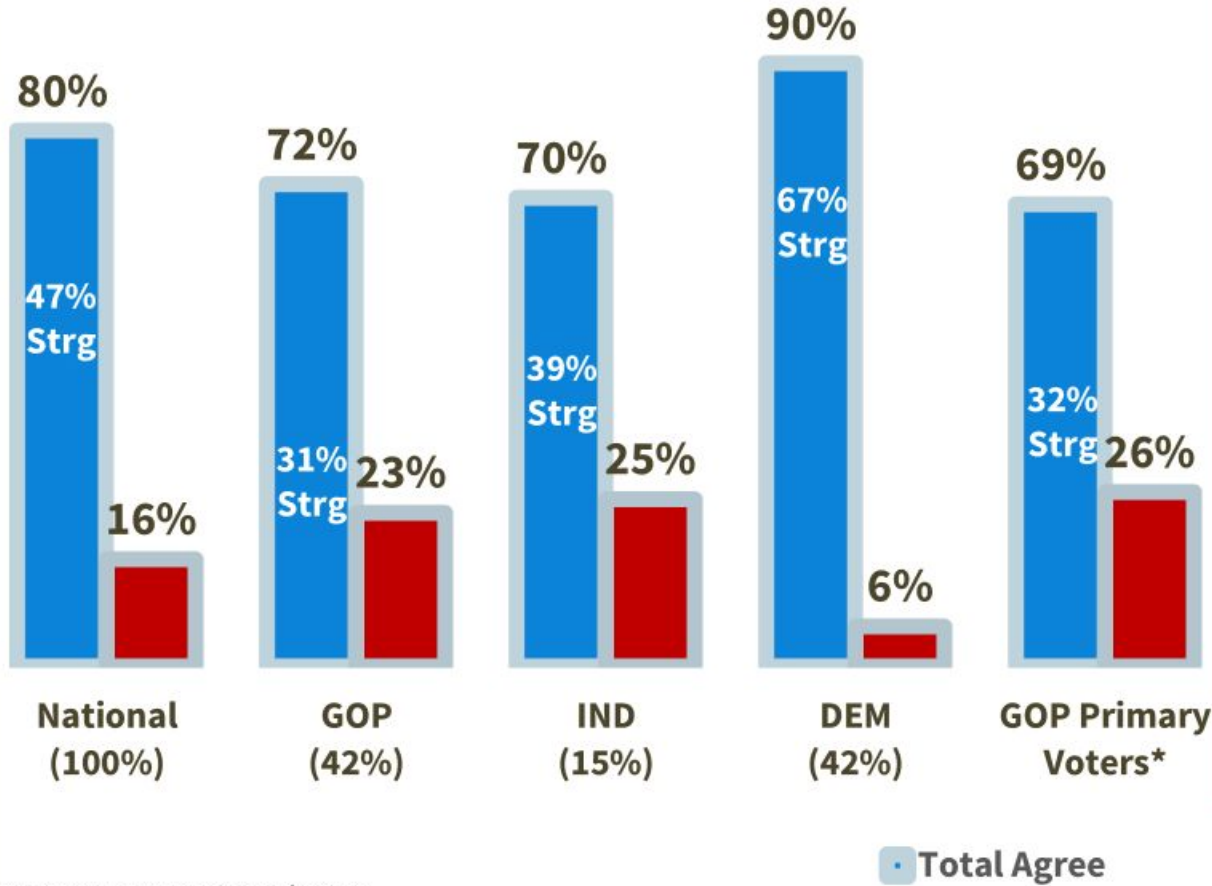
■ Total More Likely ■ Total Less Likely

\*Source: N=970 Republican Primary Voters

Voters largely believe these proposals are an important priority, and for many, as important as securing the border and stopping the increase of crime.

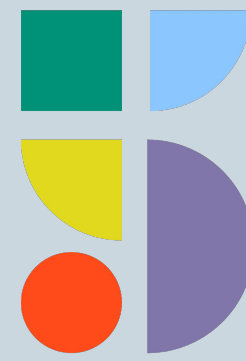
*This is an important priority and a good use of tax dollars.*

*This is just as important as a priority for working families as securing the border and stopping the increase of crime.*



Source: N=1000 Registered Voters

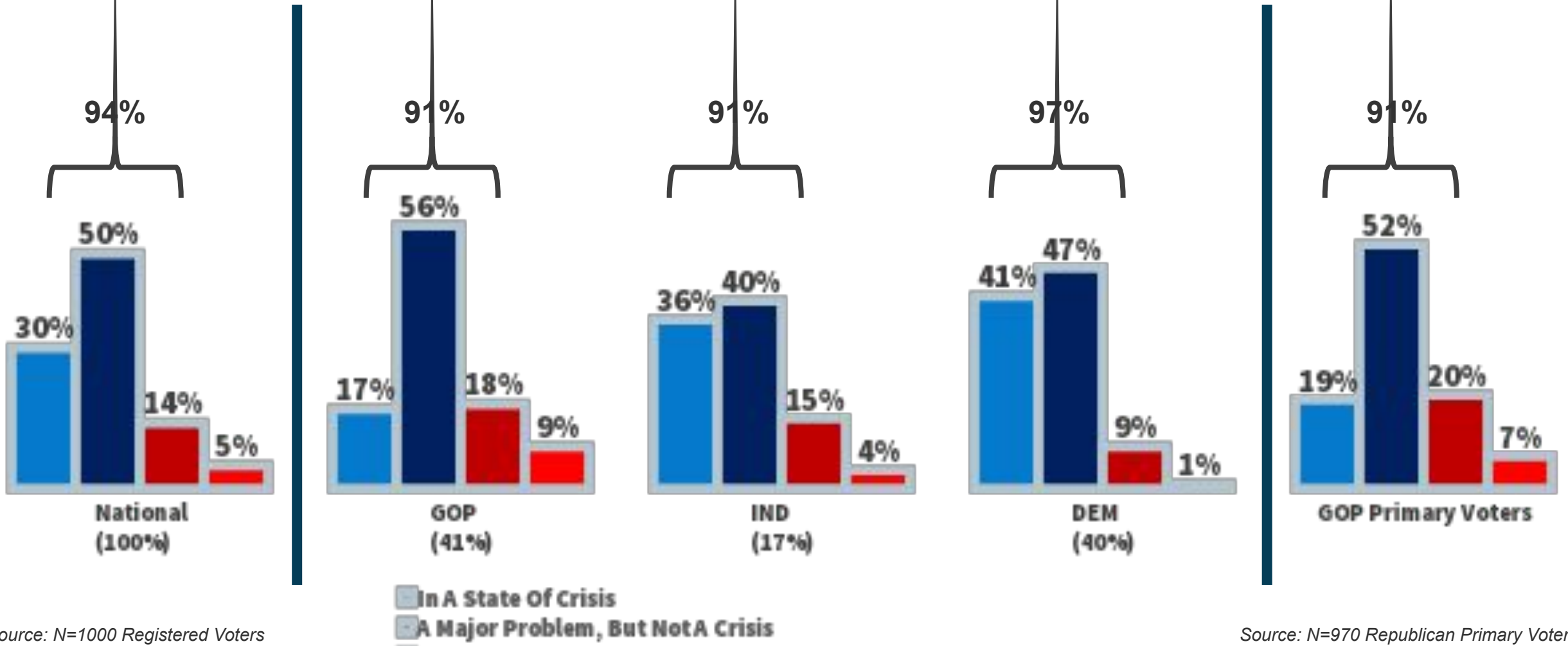
\*Source: N=970 Republican Primary Voters



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# Voters Want Action

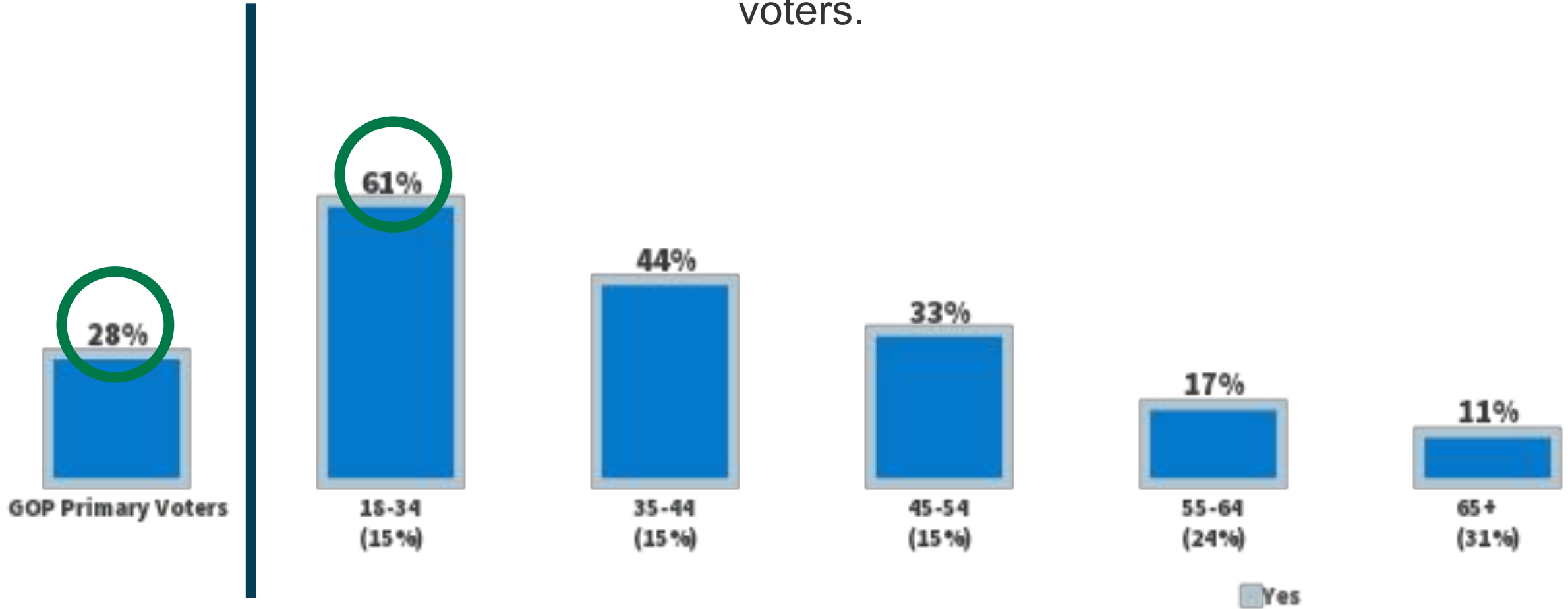
Fully 94% of Americans view the ability of working parents to be able to find and afford quality child care as a “crisis” or a “problem.”



Source: N=1000 Registered Voters

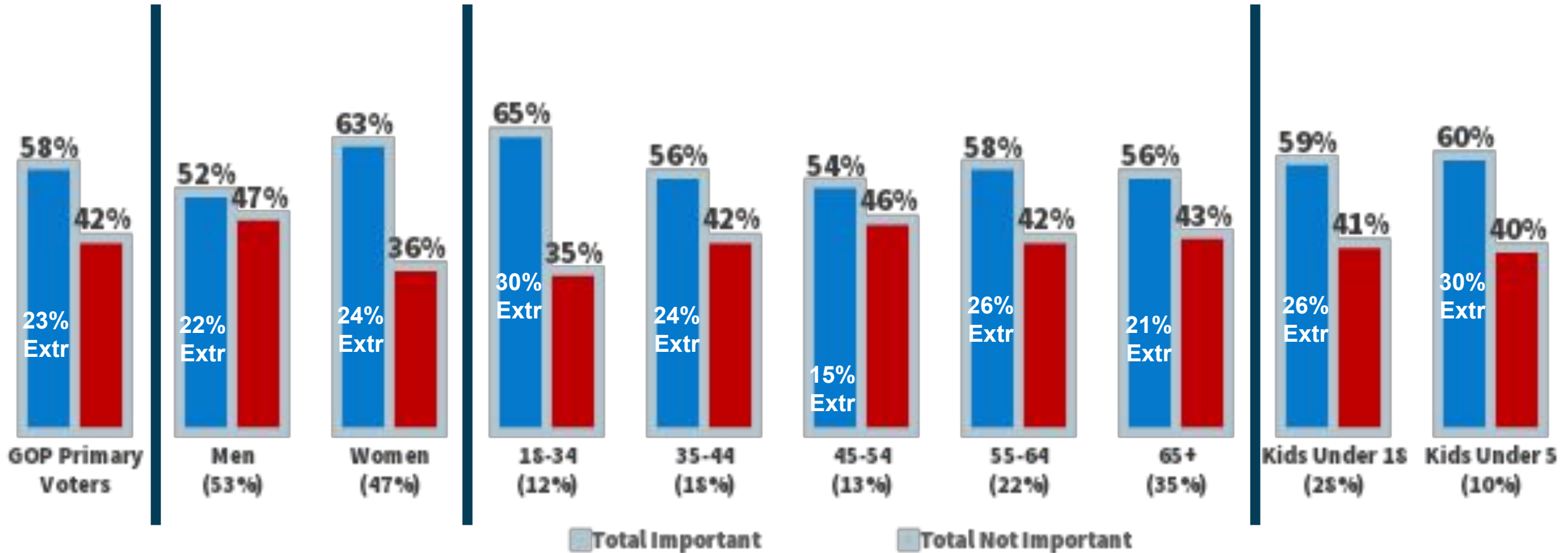
Source: N=970 Republican Primary Voters

Nearly 30% of GOP primary voters say they know someone who has put off or delayed having children due to child care costs, including more than half of young GOP primary voters.



\*Source: N=970 Republican Primary Voters

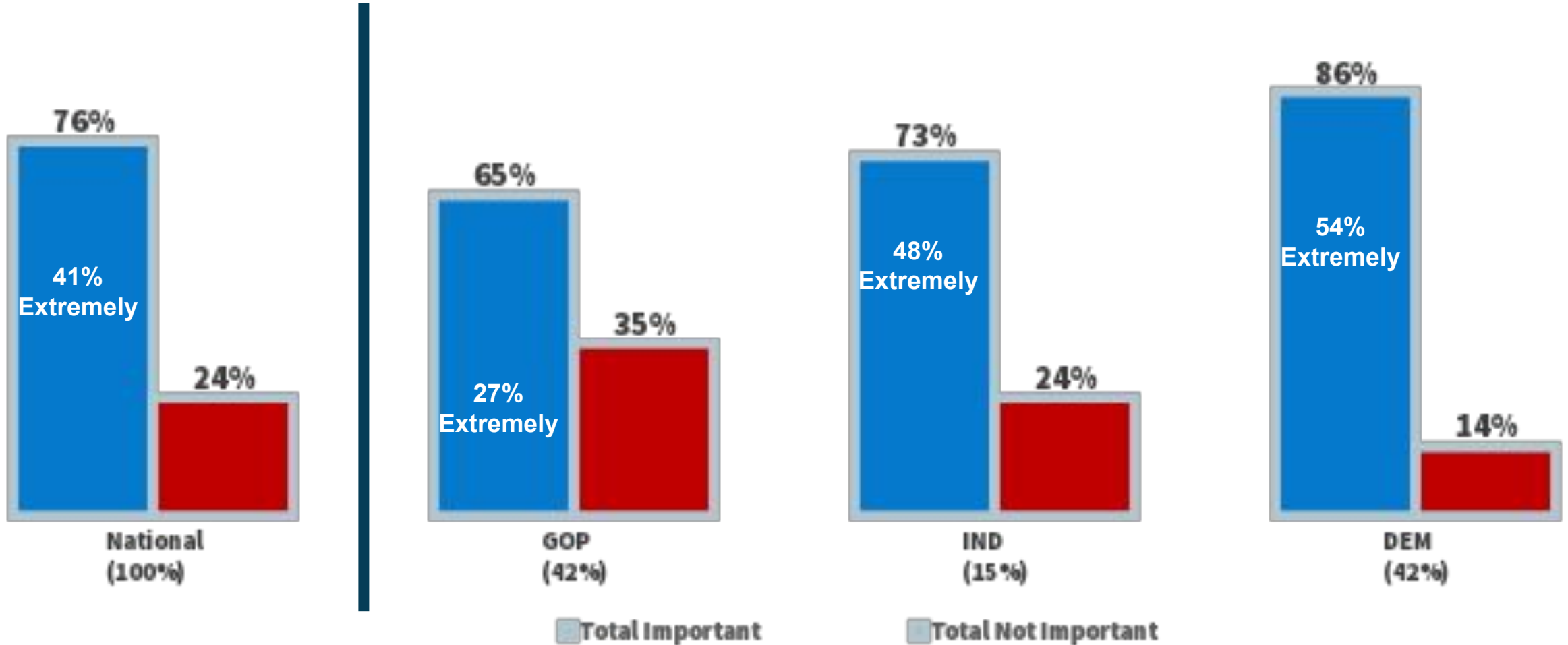
A strong majority of GOP primary voters, especially those younger, female, and who are parents, say it is important for Trump and the GOP Congress to have a plan to help working families afford quality child care.



Source: N=970 GOP Primary Voters



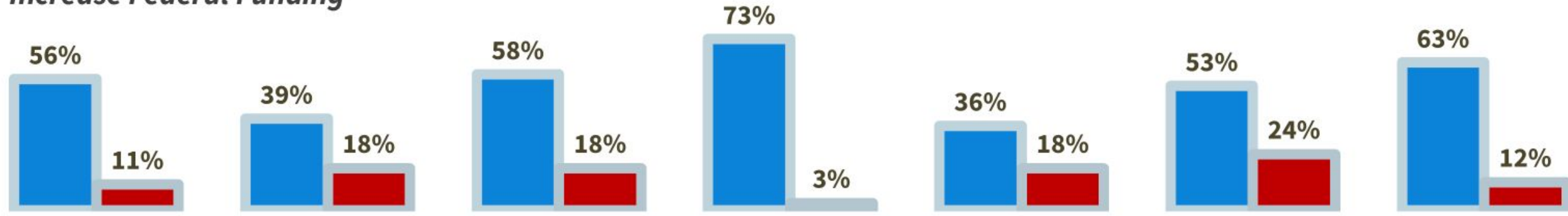
Voters across party lines believe it is important for a congressional candidate to support policies to help working families afford quality child care.



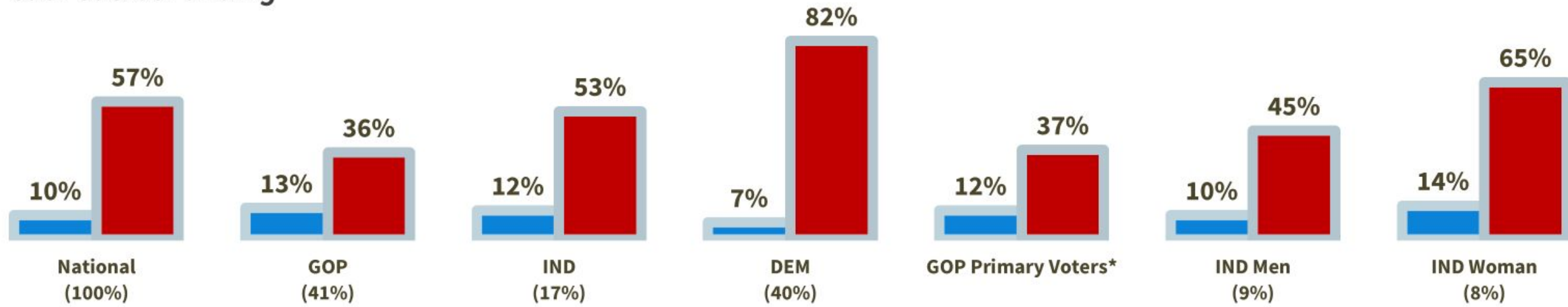
Source: N=1000 Registered Voters

This can be an important issue at the ballot box for Americans, especially among swing independent voters.

**Increase Federal Funding**



**Cut Federal Funding**



Source: N=1000 Registered Voters

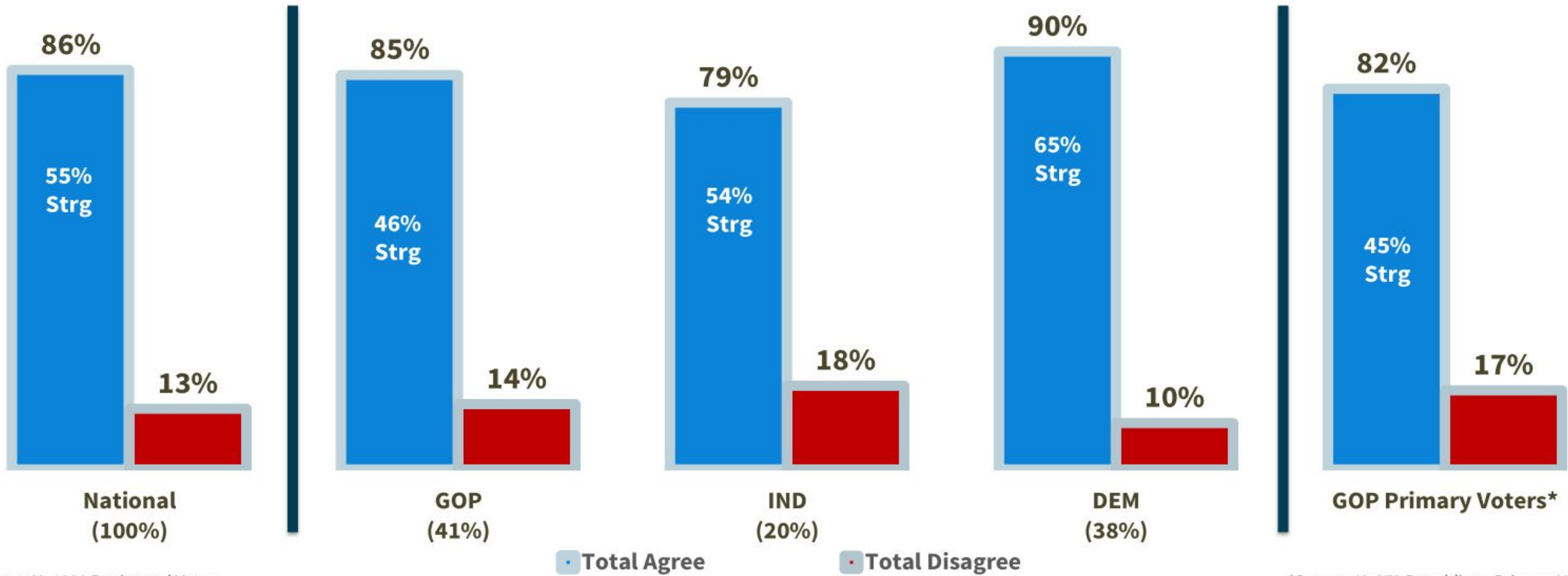
■ Total More Likely ■ Total Less Likely

\*Source: N=970 Republican Primary Voter



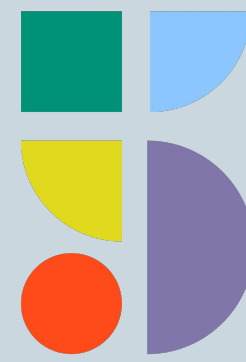
# There is incredibly strong support for Members of Congress working across the aisle to support these proposals.

*I support my Member of Congress working with Members from the other political party to support these proposals.*



Source: N=1000 Registered Voters

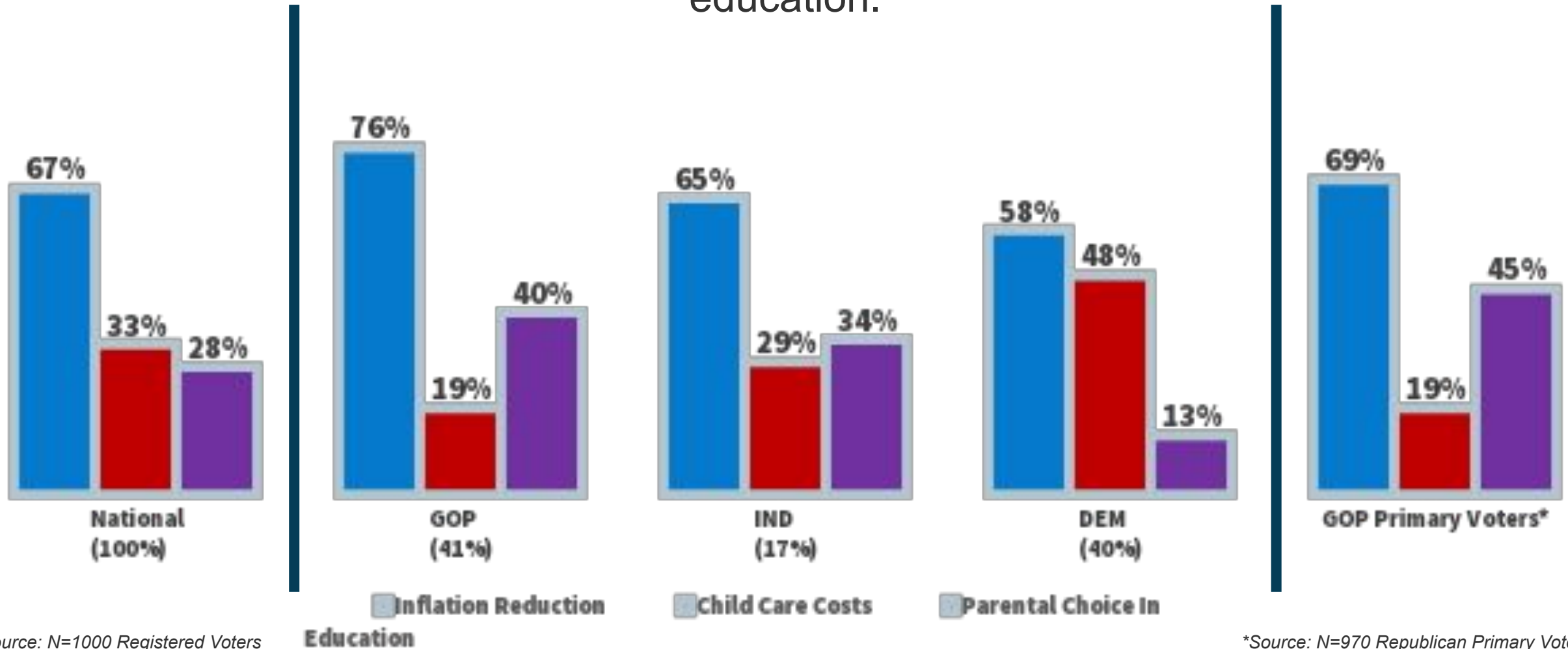
\*Source: N=970 Republican Primary Voters



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# Messaging

In terms of pro-family policies, voters are looking for inflation reduction first and foremost – followed by movement on child care costs and parental choice in education.

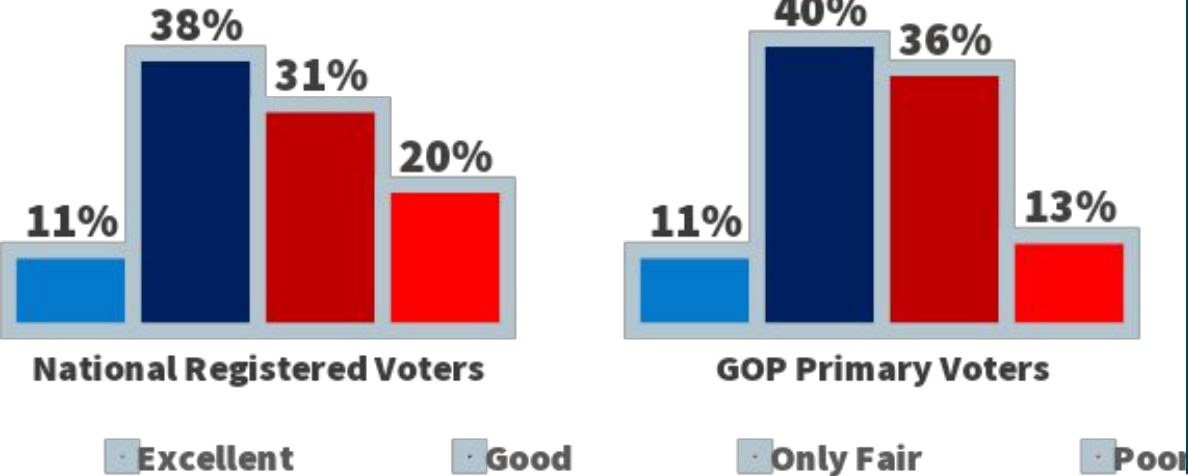


Source: N=1000 Registered Voters

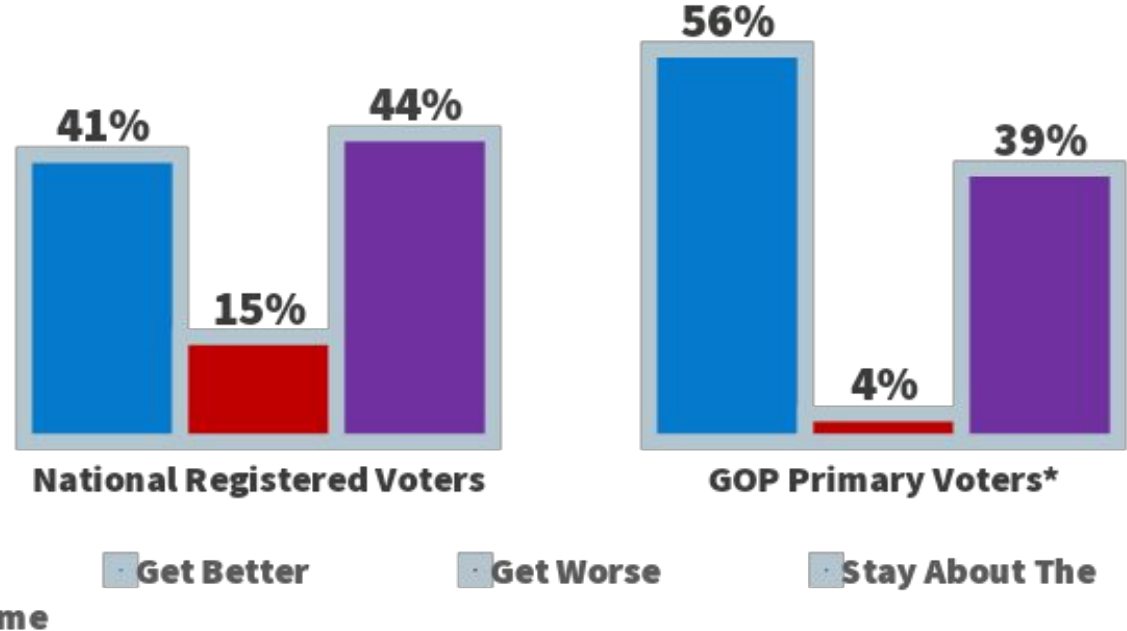
\*Source: N=970 Republican Primary Voters

# Families Struggling with their own finances

*Thinking about your own personal finances, how would you rate the current state of your own personal financial situation?*



*And, over the course of the next year, do you anticipate your own personal financial situation will...*



Source: N=1000 Registered Voters  
 \* Source: N=970 Republican Primary Voters

# While Health Care, Taxes and Education are top of mind broadly, quality child care and early learning are top of mind for parents of young children

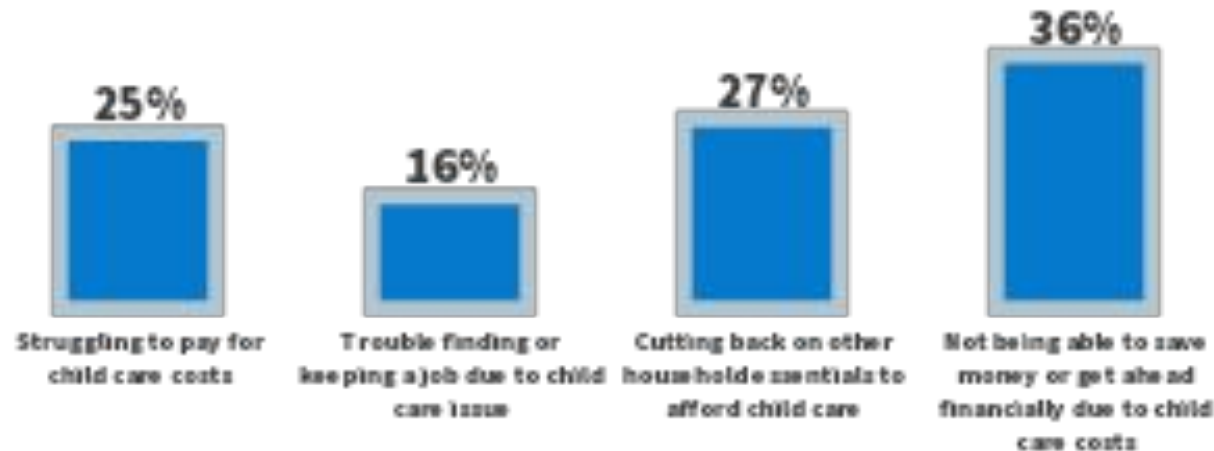
% Extremely Helpful	Total	GOP	IND	DEM	GOP PV*	White	Black	Hispanic	Urban	Suburban	Rural	Kinds < 18	Kids < 5
Controlling health care costs	51%	52%	50%	50%	52%	50%	52%	56%	50%	51%	54%	45%	38%
Lowering tax rates for individuals and families	50%	63%	54%	36%	58%	50%	56%	45%	42%	54%	54%	50%	49%
Improving the quality of public education	44%	45%	47%	41%	44%	44%	44%	49%	41%	46%	42%	47%	60%
Lower crime rates	42%	61%	47%	21%	58%	40%	64%	36%	43%	42%	36%	46%	45%
Providing more children with access to early childhood learning programs	35%	23%	44%	44%	22%	30%	60%	39%	44%	31%	25%	39%	54%
Cutting the federal deficit	34%	50%	40%	16%	51%	35%	31%	29%	28%	36%	44%	28%	25%
Strengthening border security to reduce illegal immigration	33%	62%	25%	7%	65%	36%	25%	22%	21%	39%	43%	39%	36%
Holding down the cost of child care for families	30%	27%	28%	33%	22%	29%	30%	41%	31%	29%	32%	31%	38%
Addressing climate change	27%	6%	29%	48%	6%	24%	40%	34%	33%	24%	21%	26%	23%
Reduce the unemployment rate	26%	34%	28%	17%	32%	23%	25%	40%	25%	27%	25%	30%	42%
Lowering tax rates for businesses and corporations	23%	40%	20%	6%	31%	22%	23%	31%	16%	29%	18%	30%	37%
Addressing the issue of abortion	18%	18%	13%	22%	20%	18%	18%	26%	18%	19%	18%	17%	15%

Source: N=1000 Registered Voters

\* Source: N=970 Republican Primary Voters

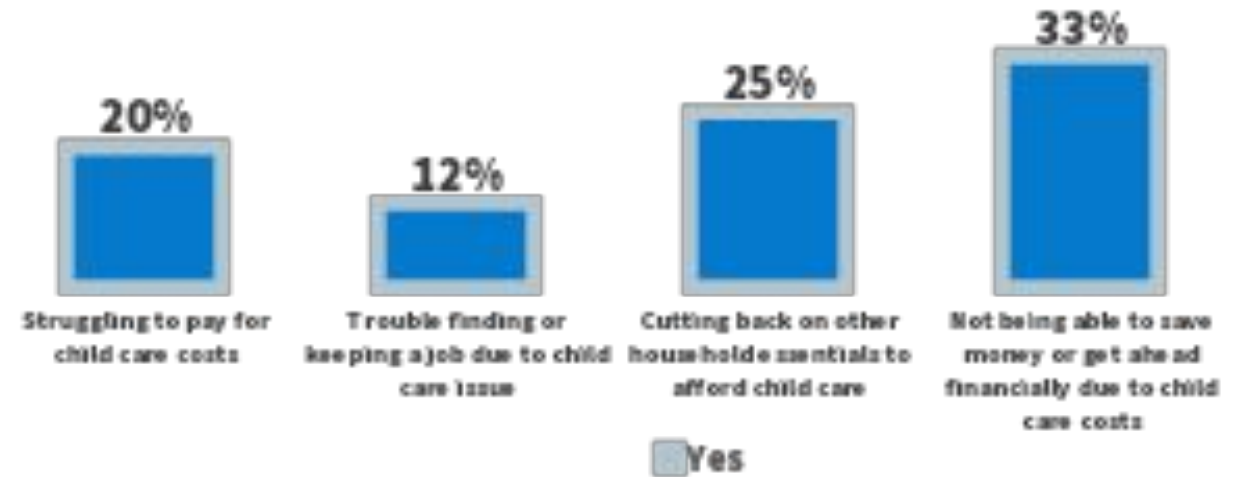
Fully one-quarter of parents are struggling to pay for child care, and more than one-third say they can't save or get ahead financially due to child care costs.

### Among National Registered Voter Parents



Source: N=305 Parents

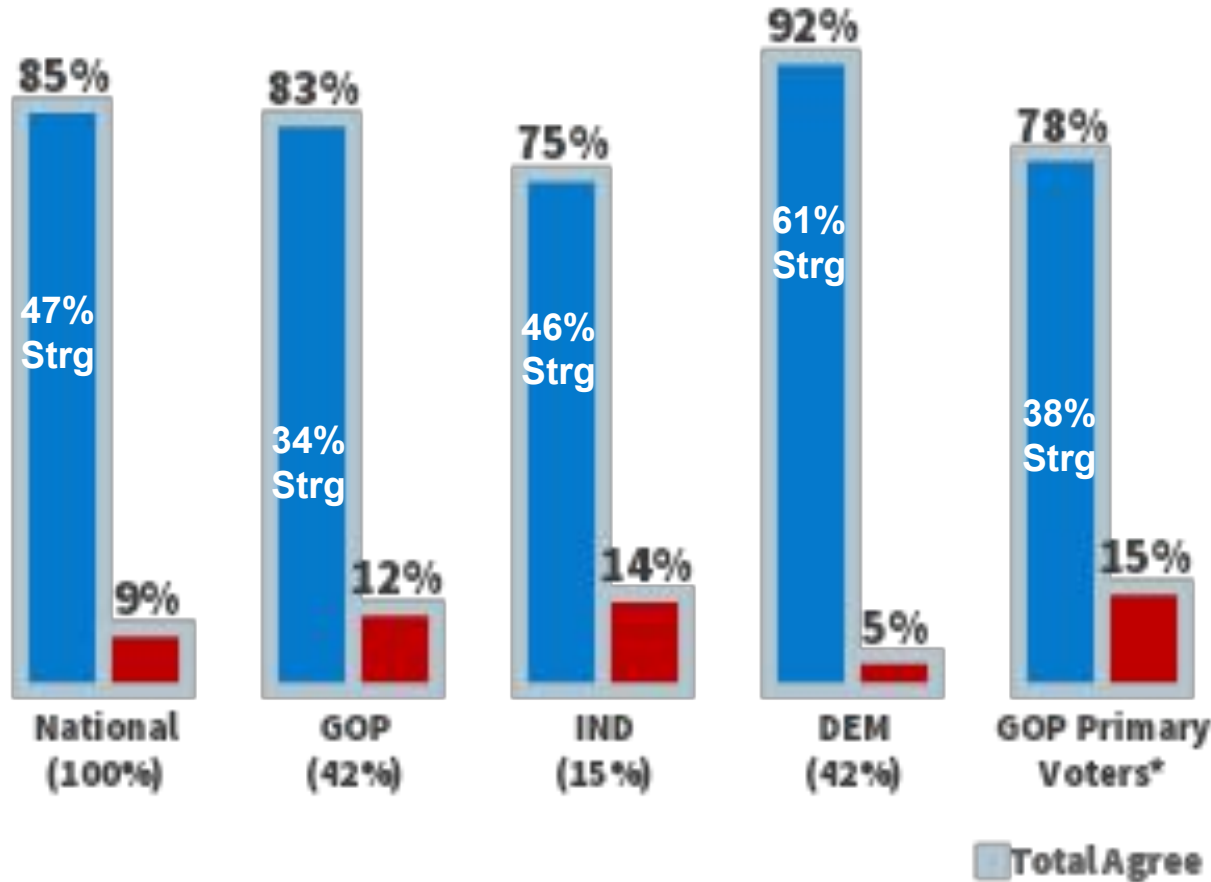
### Among GOP Primary Voter Parents



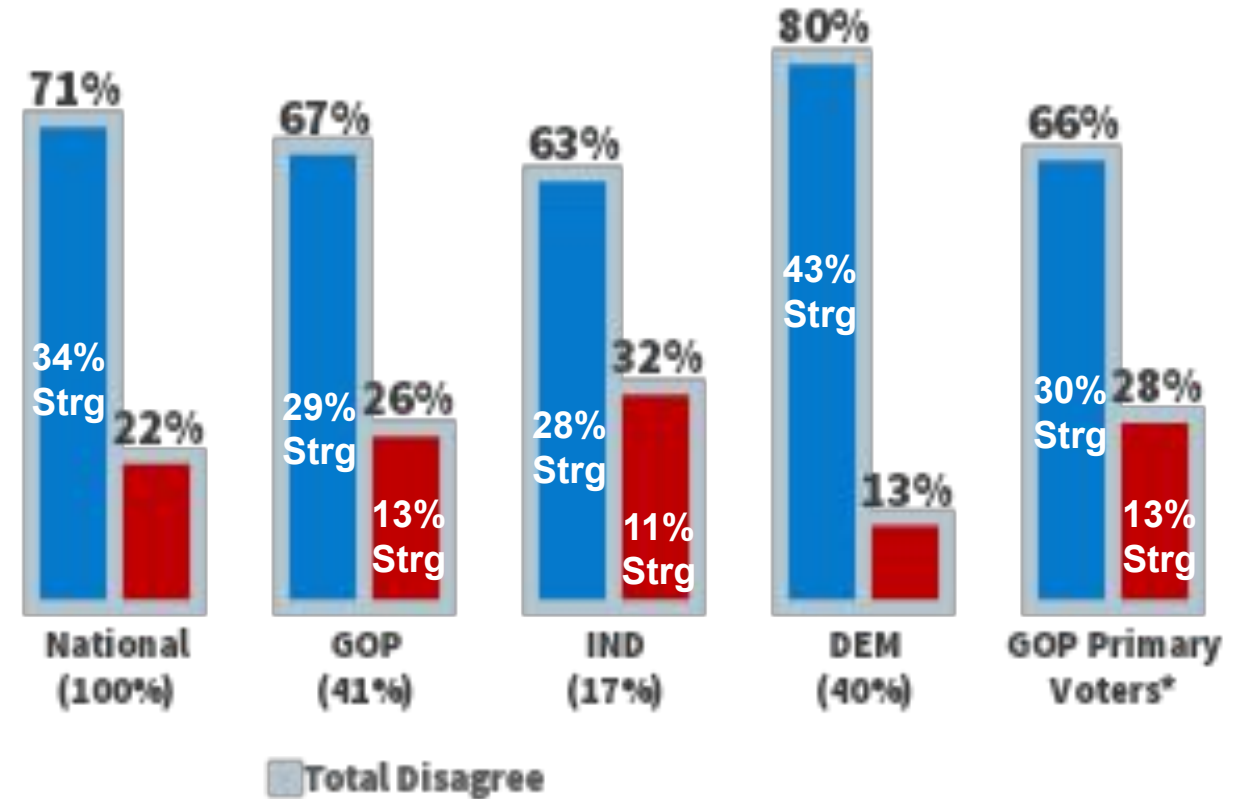
Source: N=275 Parents

# There's a strong sentiment that these proposals will help lower costs for working families and improve the economy.

*This will help lower costs for working families.*



*This will help improve the economy.*

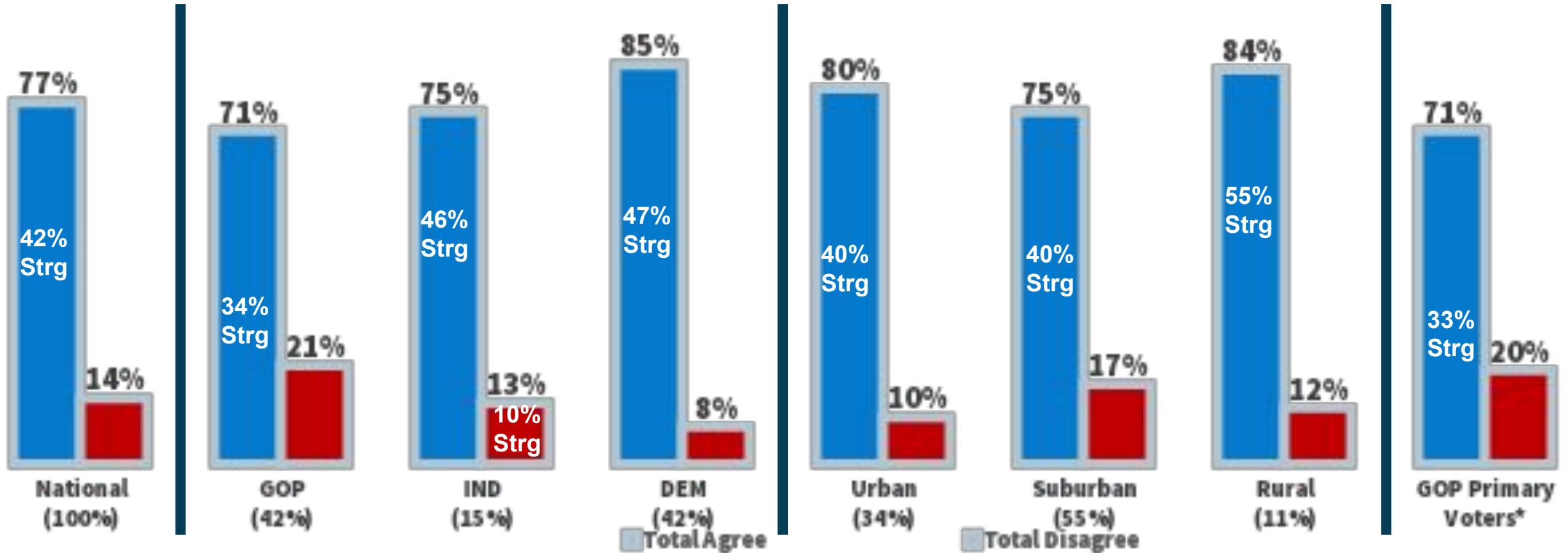


Source: N=1000 Registered Voters

\*Source: N=970 Republican Primary Voters

Americans, especially those in rural communities, believe these proposals will increase choice for rural families who have trouble finding quality care now.

*This will increase choice for rural families who have trouble finding quality child care in their communities*



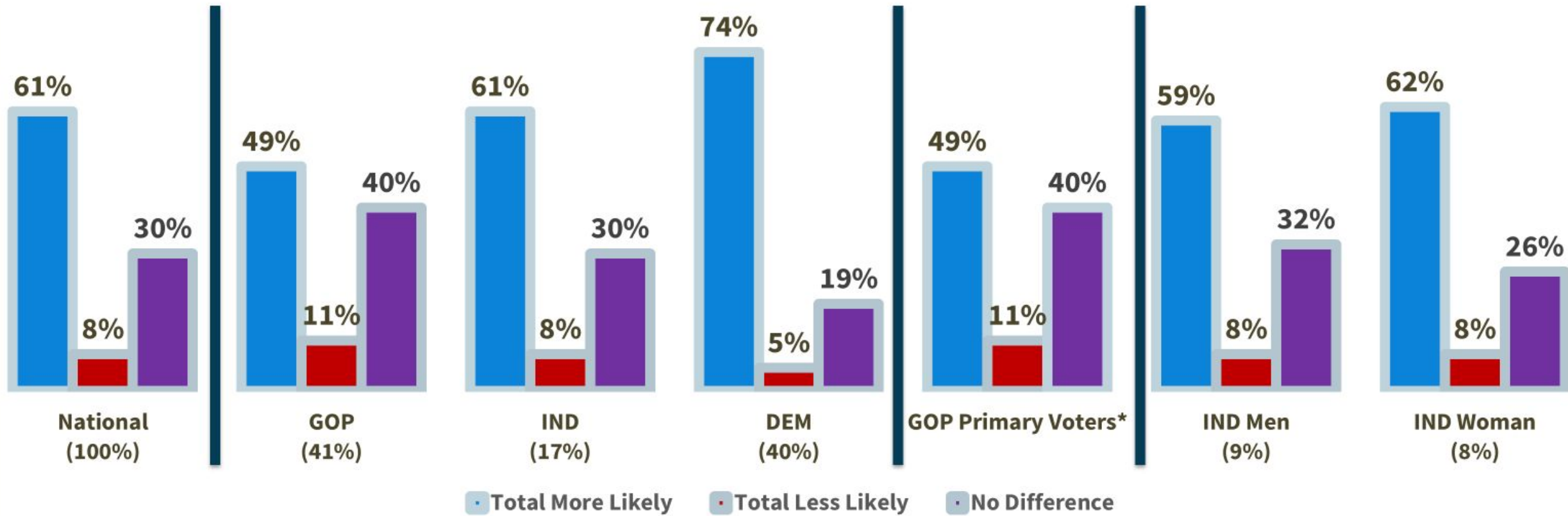
Source: N=1000 Registered Voters

\*Source: N=970 Republican Primary Voters



# Putting an actual dollar figure on the cost of child care helps make voters more likely to support these proposals.

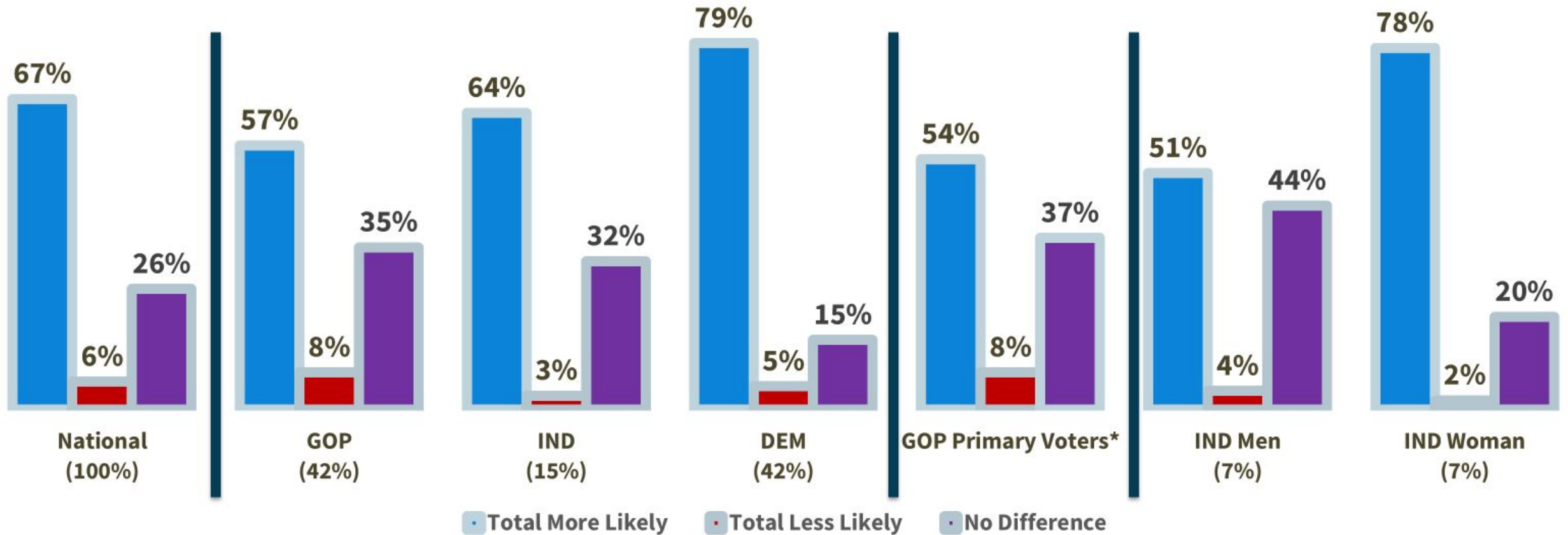
*And, as families are struggling with the high cost of everything, the national average of quality child care is almost \$1,200 a month for one child - which is more challenging to deal with in today's economy.*



Source: N=1000 Registered Voters

Even demonstrating the percentage of income being spent on child care helps make voters more likely to support these proposals.

*And, if you learned that nearly 40% of a single parent's income is currently being spent on child care, would you be more likely or less likely to support these proposals, or would it make no difference in your vote?*



Source: N=500 Registered Voters

# Key Takeaways

- Strong support for quality child care and quality child care policies among registered voters and GOP primary voters
- Tax Credits are a very popular initiative to help parents with the challenges they are facing around child care
- Voters want to see action from lawmakers around child care issues
- How we talk about child care, especially with GOP primary voters matters -> important to make a cost of living/economic argument

