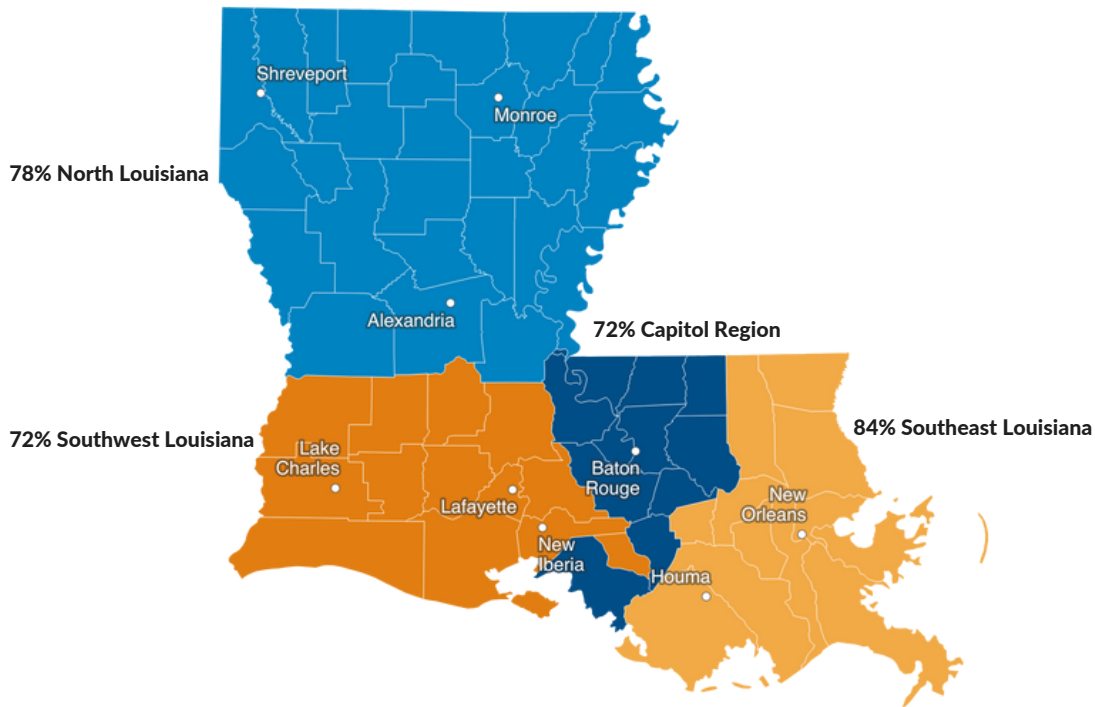


Voters Say Child Care Is Critical for Working Families and the Economy



Nearly 80% of likely voters across Louisiana think taking action to ensure that more working families have access to affordable, quality child care should be an important priority for our state in 2024.



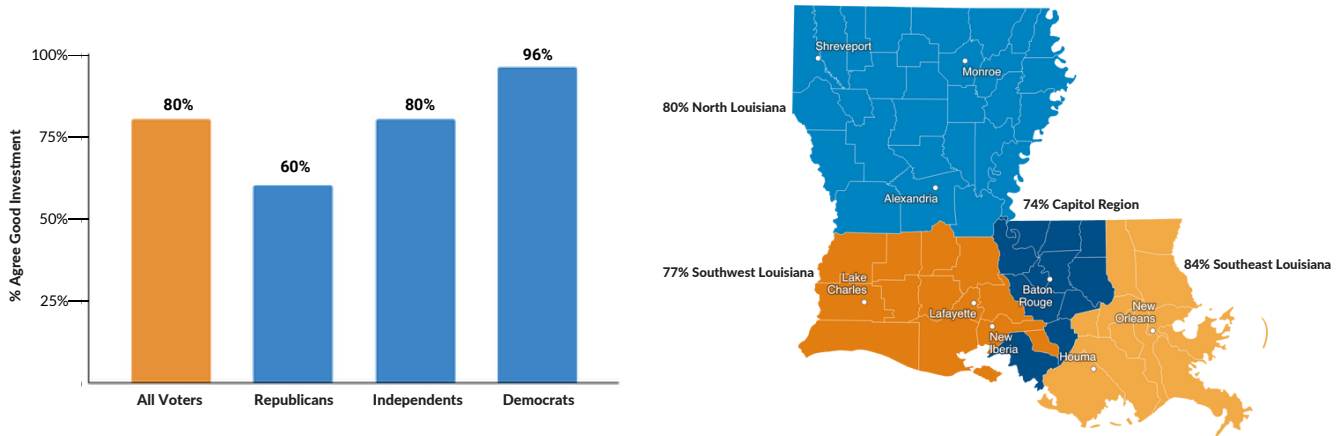
Question asked: Do you think taking action to ensure that more working families have access to affordable, quality child care should/should not be an important priority for Louisiana in 2024?

“These days it is nearly impossible to survive on a single household income. Both parents must work to support the household with rising costs of living. So **quality affordable child care is essential for all working families** – not just ones that meet low-income salary ranges. All dual income working families.”

Female, 35-44, GOP
Child 5 or younger



Most voters agree that providing greater support for working families with young children, birth to age 5, is a very good investment of taxpayer money. This support holds across all regions of the state, and has strong support among all parties.

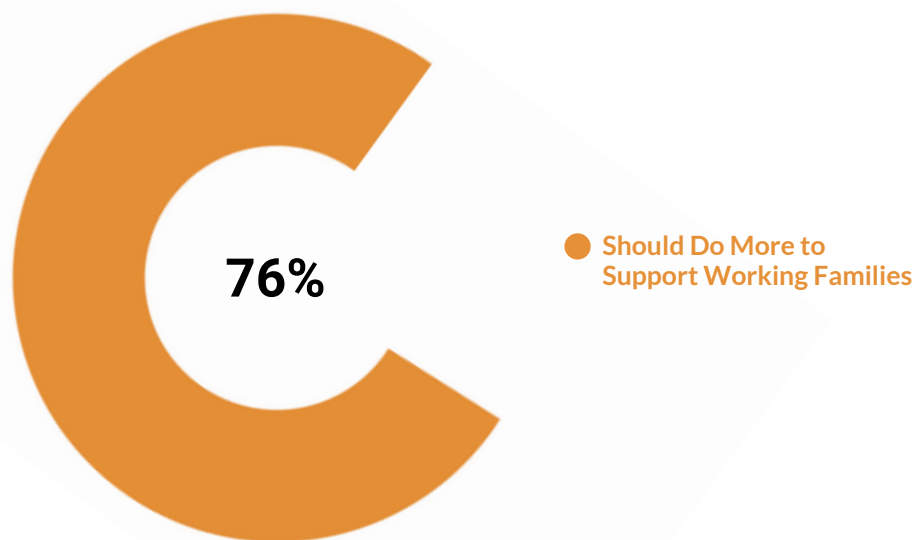


Question asked: Do you think that providing greater support for working families with children from birth to age five is a good investment or bad investment of taxpayers' money?



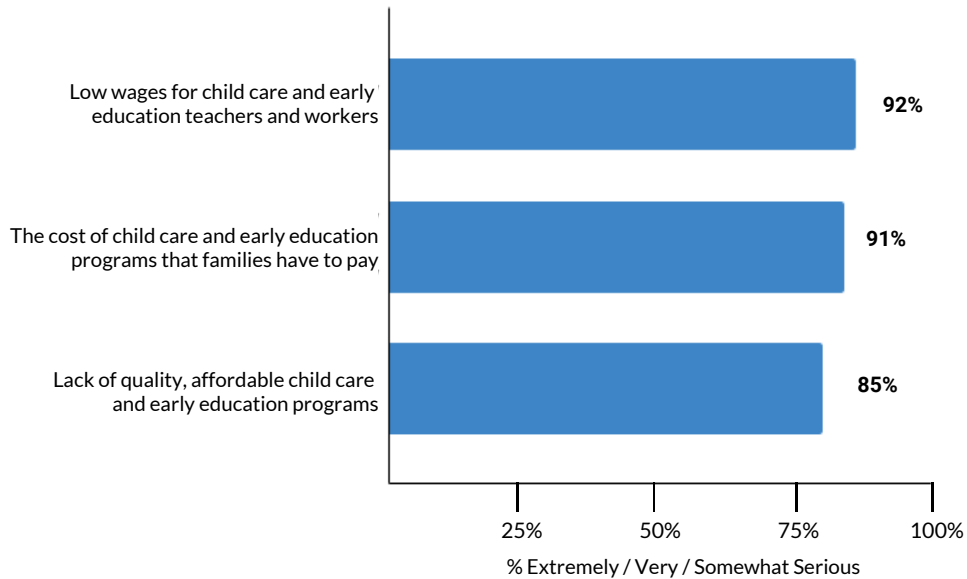
Three out of four voters think Louisiana should do more to support working families.

Early care and education is in crisis, and voters are concerned.



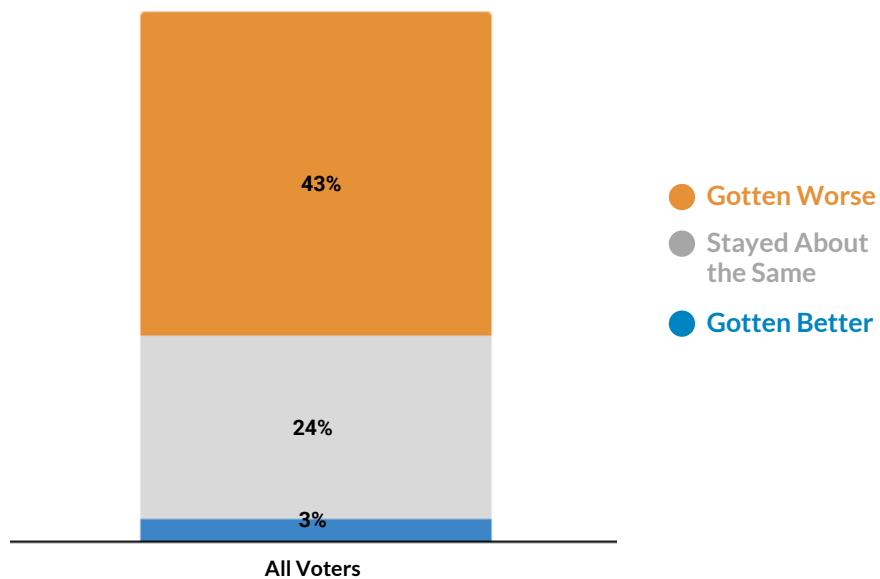
Question asked: Do you think the state of Louisiana should do more to help and support working families, or is it already doing enough?

Over 80% of voters think issues related to child care are serious problems in their area, including the cost of care, low wages for educators, and lack of quality.



Question asked: Now, thinking about some issues related to families with children from birth to age five, how much of an issue do you think each one of the following is in your area? Is it extremely serious, very serious, somewhat serious, not really serious or not an issue in Louisiana?

Despite Louisiana's best efforts for a strong return post COVID-19, 43% of voters consider the availability of quality, affordable child care to have gotten worse since 2020.



Question asked: And since 2020 and the start of the pandemic, do you think that the availability of quality and affordable child care has gotten better, gotten worse, stayed about the same, or are you completely unsure?

Lack of affordable child care affects parents' careers.

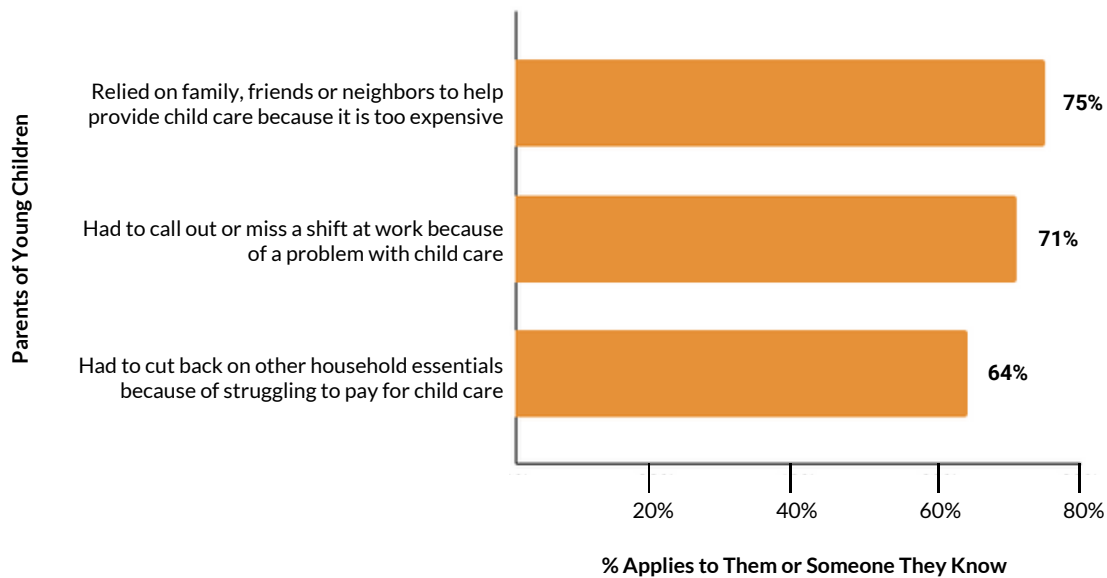
85%

of all parents of young children say at least one child care issue applies to them or someone they know.

Parent sub-groups: At least one child care issue applies

Ages 18-34	94%
Financial situation – struggling or getting by	94%
Republicans	88%
Independents	87%
Democrats	81%
Employed Voters	86%
Dads	86%
Moms	85%

Over four out of five parents of young children said at least one child care issue affected them or someone they know, including having to call out or miss a shift at work due to a child care breakdown, skipping household essentials to pay for child care, or having to ask a friend, family member or neighbor to help with child care. These challenges impact their education, career advancement, and ability to maintain a job and support their families.



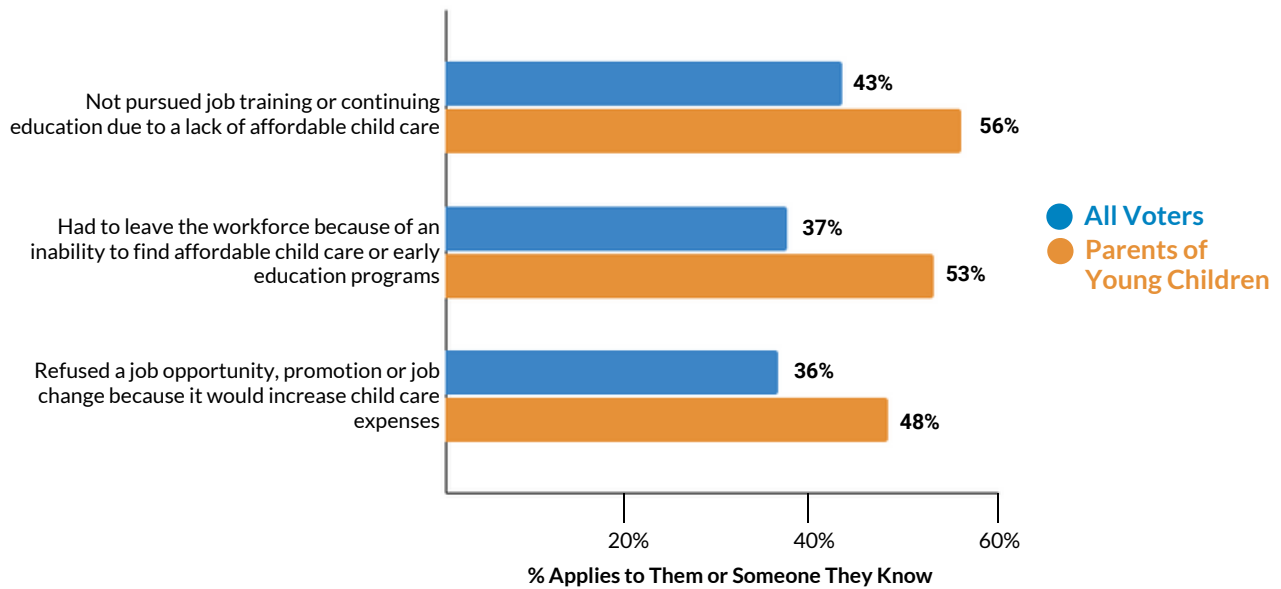
Question asked: Do any of the following things apply either to you or to someone you know? You may select both if it applies to you AND someone you know.



“I know too many people that don’t work because it would only pay for the child care. When my children were in daycare some months were more than my mortgage.”

Male, 45-54, IND
Child 13-18

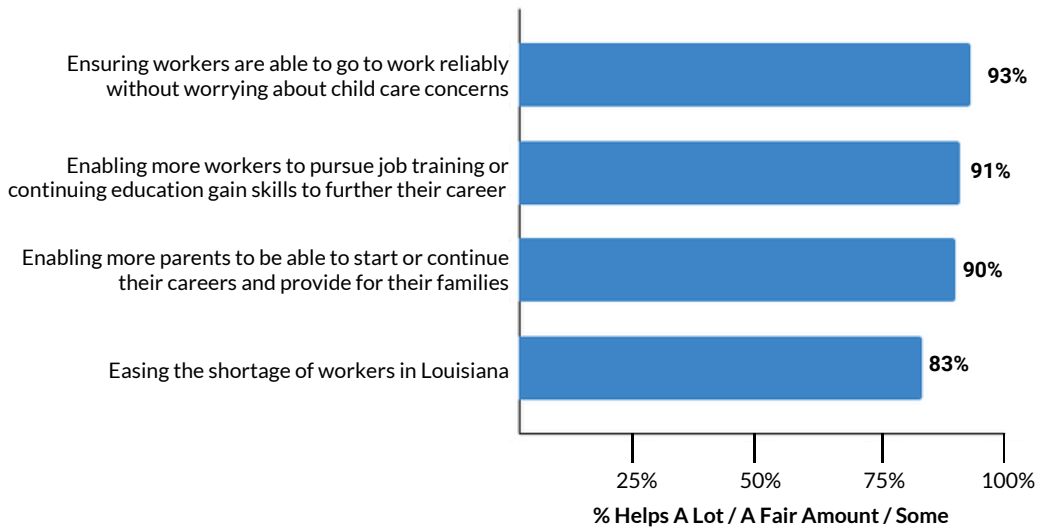
Parents are critical members of our workforce and need quality, reliable care to succeed at work. Approximately half of parents have experienced setbacks in their career, or know someone who has, because of issues with child care.



Question asked: Do any of the following things apply either to you or to someone you know? You may select both if it applies to you AND someone you know.

Voters agree, child care supports our workforce today...

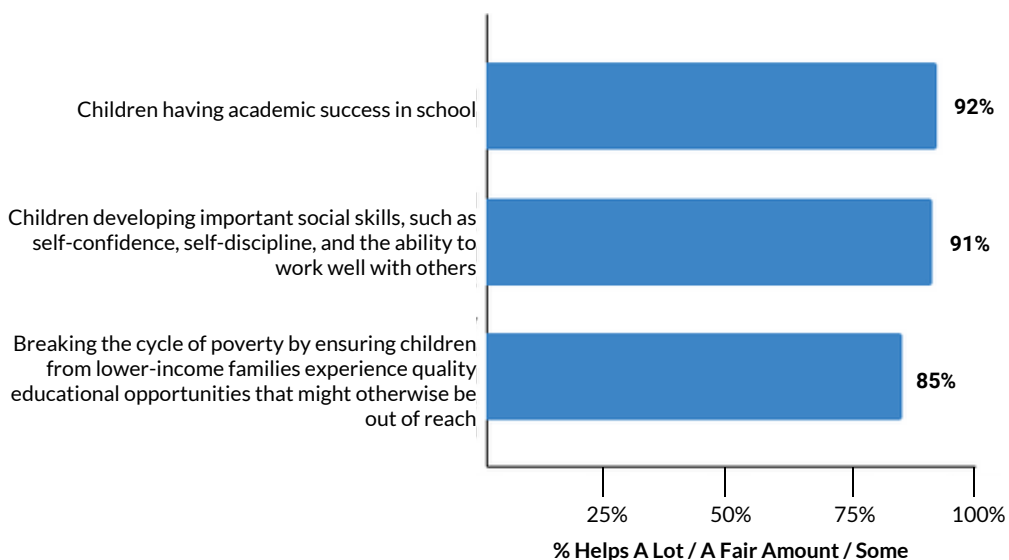
Over 80% of voters see expansion of quality child care as a key strategy for supporting the workforce in Louisiana. Voters recognize that access to early care and education alleviates many workforce issues experienced in Louisiana, including the ability of working parents to show up for work reliably, further their education or professional skills, provide for their families, and participate in the workforce.



Question asked: *If more children are able to attend quality child care and early education programs, how much would it help in each of the following areas? Does it help a lot, a fair amount, some, very little, or not at all in each of the following areas?*

... And benefits our workforce of tomorrow.

Voters overwhelmingly support making long-term investments in our children to build the leaders of tomorrow, recognizing that increasing access to early care and education supports academic success, social skill development, and opportunities for class mobility.



Question asked: *If more children are able to attend quality child care and early education programs, how much would it help in each of the following areas?*



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Survey Methodology

New Bridge Strategy conducted a survey among 600 likely voters in Louisiana, with an oversample of 123 likely voters with children ages 5 and under. Interviews were conducted August 15-22, 2023, via live telephone interviews (both cell phones and landlines) and online.

The margin of error is +/-4% for the overall sample. The margin of error will vary for sub-groups.