



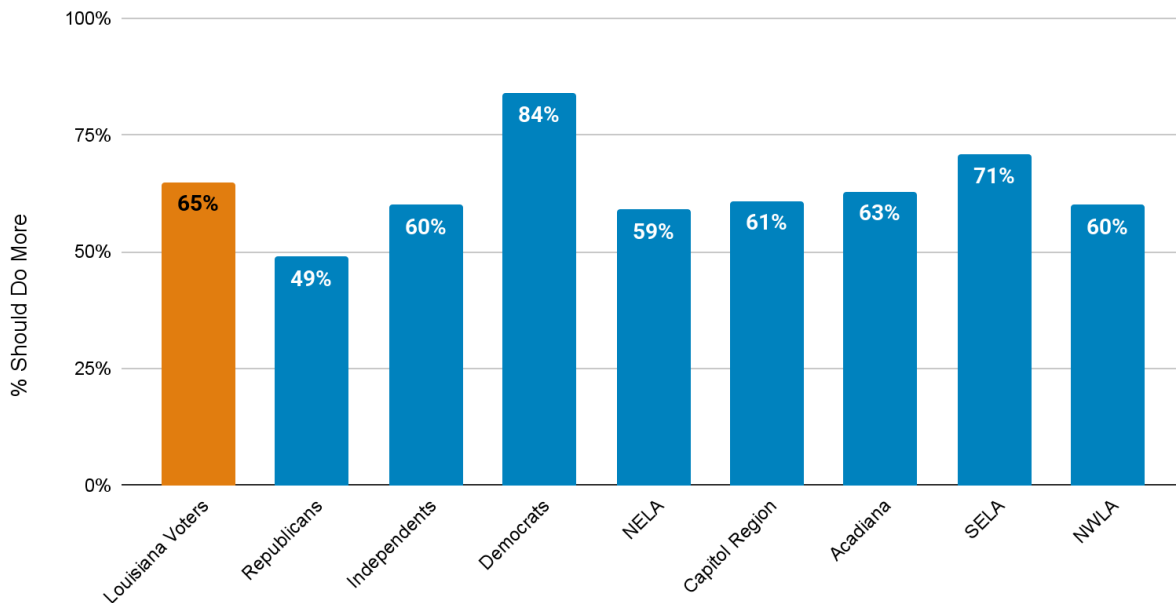
Louisiana Voters Expect State Leaders to Prioritize Early Childhood Education & Economic Stability for Working Families

September 2025 Poll Results

I. Louisiana Voters Believe the State Must Do More for Working Families

- 65% of Louisiana voters say the state should be doing more to support working families with young children.
- This sentiment is strongly bipartisan, with support from 49% of Republicans and 83% of Democrats.
- Voters view helping working families thrive as a statewide responsibility, not a private issue. In fact, less than 20% of Louisiana voters think the state is doing “enough”. There is electoral support, not risk, in championing policies for working families.

Strong Sense Among Voters the State Should Do More to Support Working Families



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

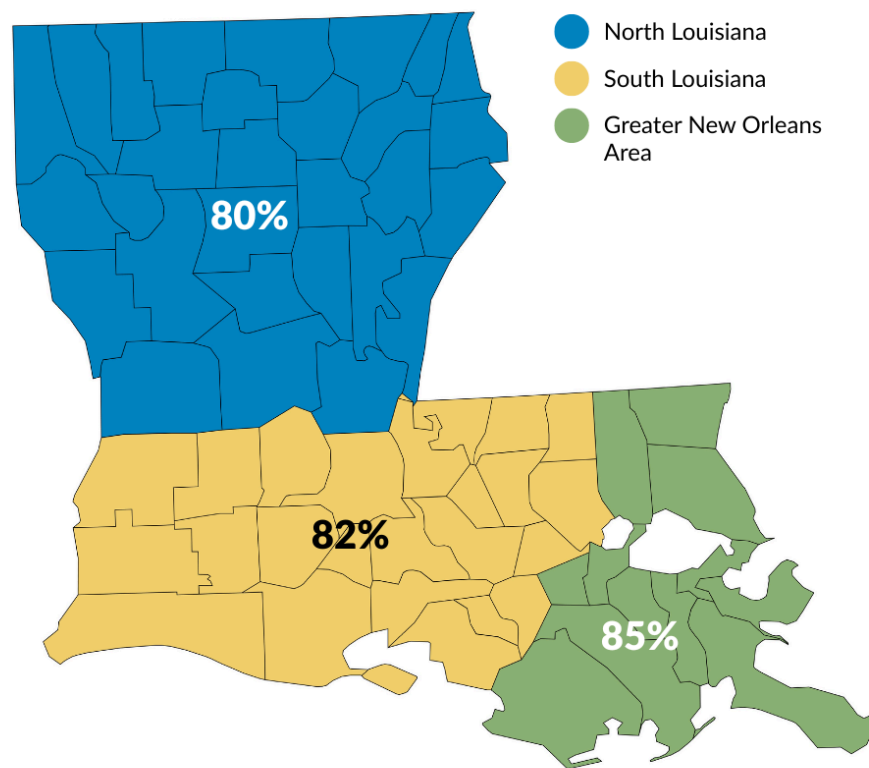
II. Child Care Is Viewed as an Economic Priority, Not a Social Service

Louisiana voters are redefining how child care is understood in the public sphere. Once framed primarily as a private family responsibility or a social support service, child care is **now** firmly

seen through an economic lens. Voters view it as a workforce and productivity issue and a long-term growth strategy for the state.

- 69% of voters believe investment in early childhood programs is an effective economic strategy for Louisiana.
- 83% of voters say access to affordable care is essential or very important to Louisiana's economy, linking early childhood to workforce participation, business growth, and long-term economic strength. This sentiment holds across party lines and geographic regions of the state.

4-in-5 Voters View Access to Quality, Affordable Child Care as Important to Louisiana's Economy and Working Families



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Question asked: In your opinion, how important is access to quality, affordable child care to Louisiana's economy and the ability of workers to provide for their families?

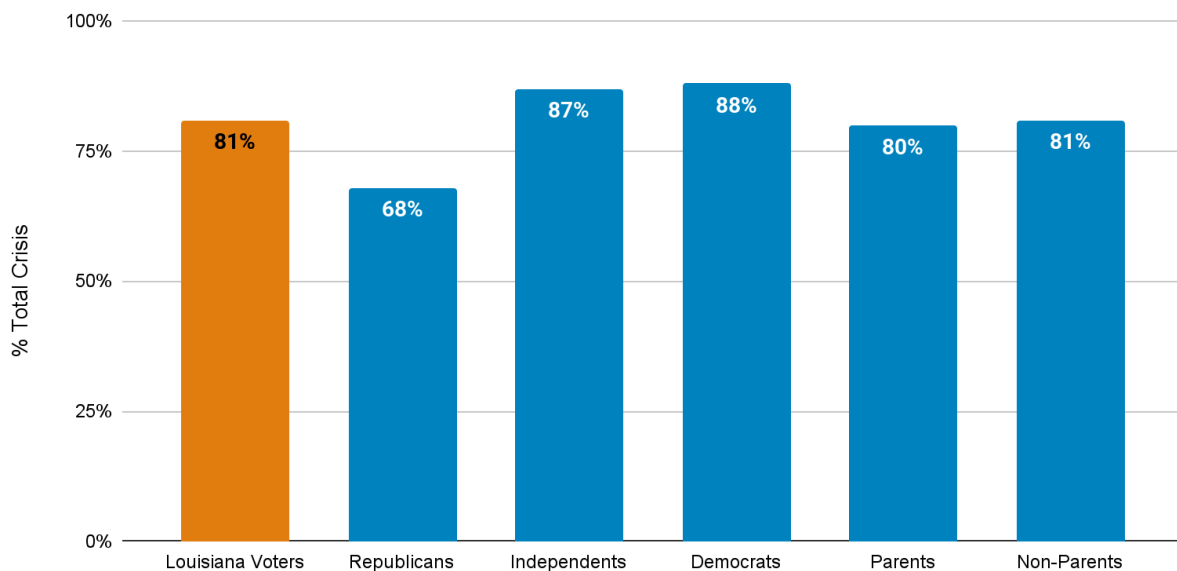
III. Crisis-Level Concern About Child Care Access and Affordability

Louisiana voters are sounding an alarm: the child care system is not strained — it's in **crisis**. This concern cuts across every demographic, including parents and non-parents, Republicans and Democrats, white voters and Black voters. This is not viewed as a niche family issue. It is understood as a systemic breakdown affecting the entire economy: **Louisiana parents report sacrificing work, savings, and even basic needs** to afford child care. Voters directly link the

state’s labor shortages to child care shortages, recognizing that Louisiana is losing workers not due to lack of desire or interest, but insufficient child care options.

- 81% of voters say Louisiana is in a “crisis” or has a “major problem” regarding child care access.
- Nearly 1 in 3 voters personally know someone who would enter the workforce if child care were available.
- Parents report financial strain due to child care, forcing trade-offs such as delaying family growth, missing work, or cutting essentials.

Strong Majorities of Louisiana Voters Say the Ability of Working Parents to Find and Afford Quality Child Care Is in a "State of Crisis" or a "Major Problem"



Question asked: Do you think the ability of working parents to be able to find and afford quality child care for their young children is currently...

IV. Strong Support for State Investment in Early Childhood Education

Louisiana voters are sending a clear signal that early childhood education is a priority that deserves public investment. Far from seeing it as an optional expense, voters across political affiliations overwhelmingly believe child care is a smart, responsible use of taxpayer dollars with measurable returns for the state.

Policy Direction	Voter Support
Increase state support for working families	65%
Supporting working families with young children is a good investment	74%
Oppose cutting Head Start funding	63%

Taking action to ensure more working families have access to affordable, quality child care should be an important priority for Louisiana next year.

65%

Questions asked:

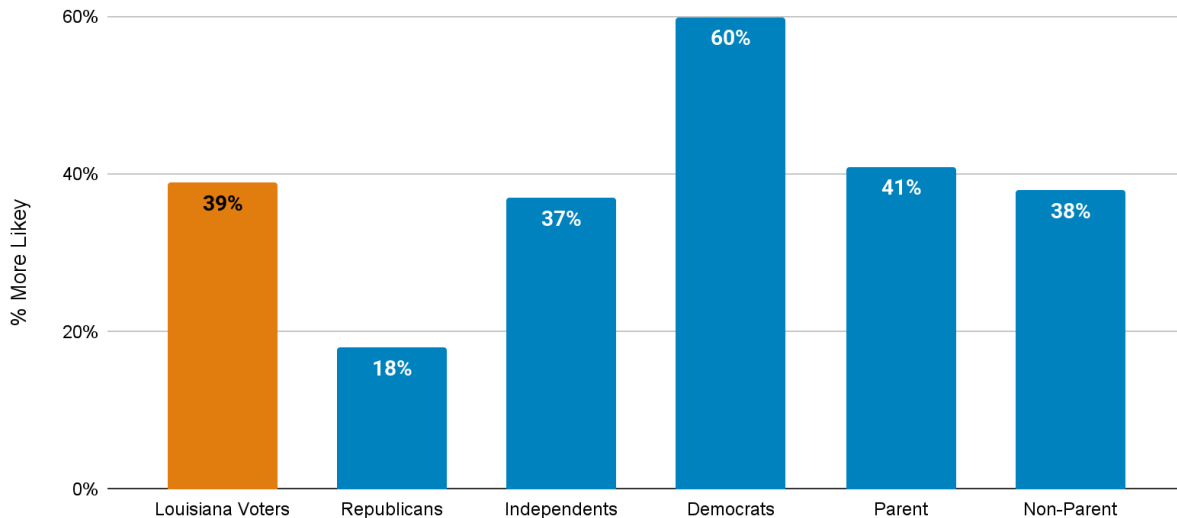
1. Do you think the state of Louisiana should do more to help and support working families, or is it already doing enough?
2. Do you think that providing greater support for working families with children from birth to age five is a very good investment, somewhat good investment, somewhat bad investment, or very bad investment of taxpayers' money?
3. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose eliminating funding for Head Start?

V. Bipartisan Political Opportunity

Support for quality early childhood education is not abstract. Voters connect early childhood education funding with **real outcomes**, such as stronger school readiness, reduced crime, economic mobility, and workforce participation. Unlike other contentious budget areas, child care is one of the *few bipartisan policy spaces* where both Republicans and Democrats show strong approval.

- **39% of all voters** — including **37% of Independents** — are **more likely to cross party lines** for a candidate who champions affordable child care.
- Support for these issues is high among **parents, non-parents, white, and Black voters**.

By More Than a 2-to-1 Margin, Louisiana Voters Say They Would Be More Likely to Vote for a Candidate of the Opposite Political Party if They Advanced Policies to Help Working Families Afford Quality Child Care



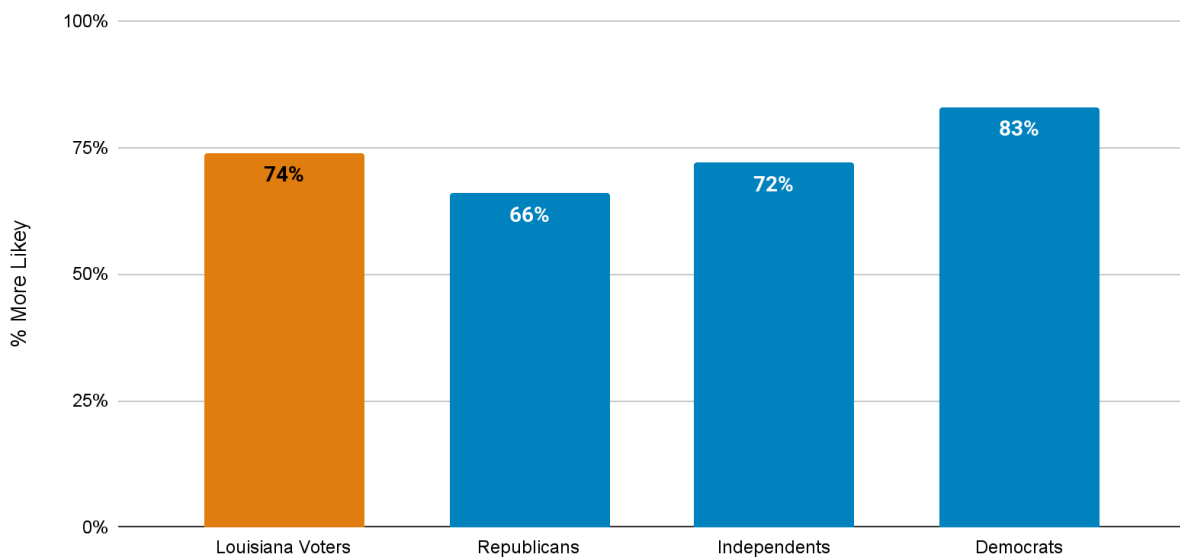
Question asked: And would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for a candidate of the opposite political party if they advance policies that will help working parents afford quality child care for their young children, or would it make no difference

VI. Rising Pressure for State Solutions (Not Just Federal)

While voters support federal investment, they strongly believe Louisiana must lead. Voters do not want a “wait for Congress” approach — **they expect action from Baton Rouge.**

Question	Yes, Louisiana Should Act
Should Louisiana prioritize child care next year?	65%
Is state investment in working families a good use of taxpayer dollars?	74%

Louisiana Voters Support Providing Greater Support for Working Families With Taxpayer Dollars



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

Key Takeaways

The message from Louisiana voters is unmistakable: **investing in early childhood education is not a partisan gamble — it is a statewide mandate.** Across party lines, regions, and demographics, voters see child care as fundamental to economic growth, workforce participation, and the long-term success of Louisiana’s families.

At a time of deep division, this issue stands out as one of the few capable of uniting voters. They are not asking *if* the state should lead — they are asking *when*. The data show clear expectations that Louisiana lawmakers must take concrete action to reduce the burden on working parents, stabilize the early childhood education system, and protect programs like Child Care Assistance and LA4 that families rely on.

Failure to act risks both economic stagnation and electoral consequences, as voters increasingly connect child care access to the health of the state’s economy and their willingness to support leaders who prioritize working families. By moving forward on policies that expand access and affordability, lawmakers can meet voter demand, strengthen Louisiana’s workforce, and secure a better future for the state’s youngest children.

In short: **Supporting early childhood education isn’t just good policy — it’s what the people of Louisiana demand.**

Survey Methodology: UpONE Insights surveyed 500 registered Louisiana voters between September 8 and 13, 2025, using text-to-web telephone interviews. The survey has a margin of error of $\pm 4.4\%$.