

# Child Care Research in Georgia

## Center for American Progress

July 2018

*N=627 registered voters in Georgia (N=185 Parents of Kids <18)*

*Conducted July 10-15, 2018 via online web panel*

*Margin of error = +/- 3.9 percentage points, smaller for subgroups*

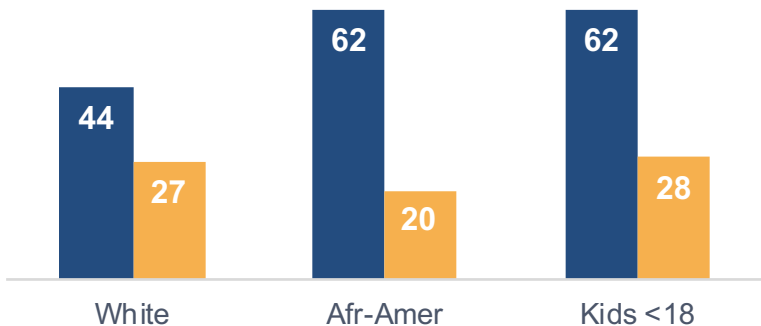
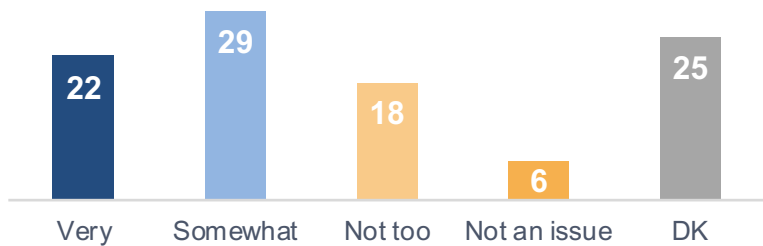


## Child Care Environment

# Child Care Is Seen As A Serious Problem, With Cost Being The Driving Concern

How serious a problem is finding quality, affordable child care in your area?

50% Serious 24% Not Serious



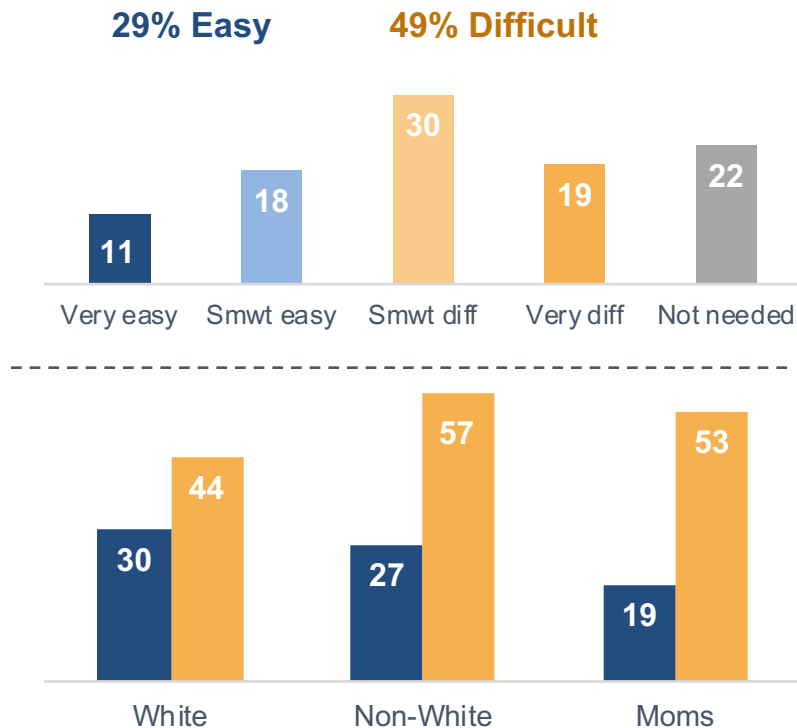
What makes finding quality, affordable child care a challenge in your area?



# Parents Struggle With Finding Child Care, As A Result They Make Career Sacrifices

Figure 3

*In your personal experience, has finding quality, affordable child care that's convenient for your family been?*



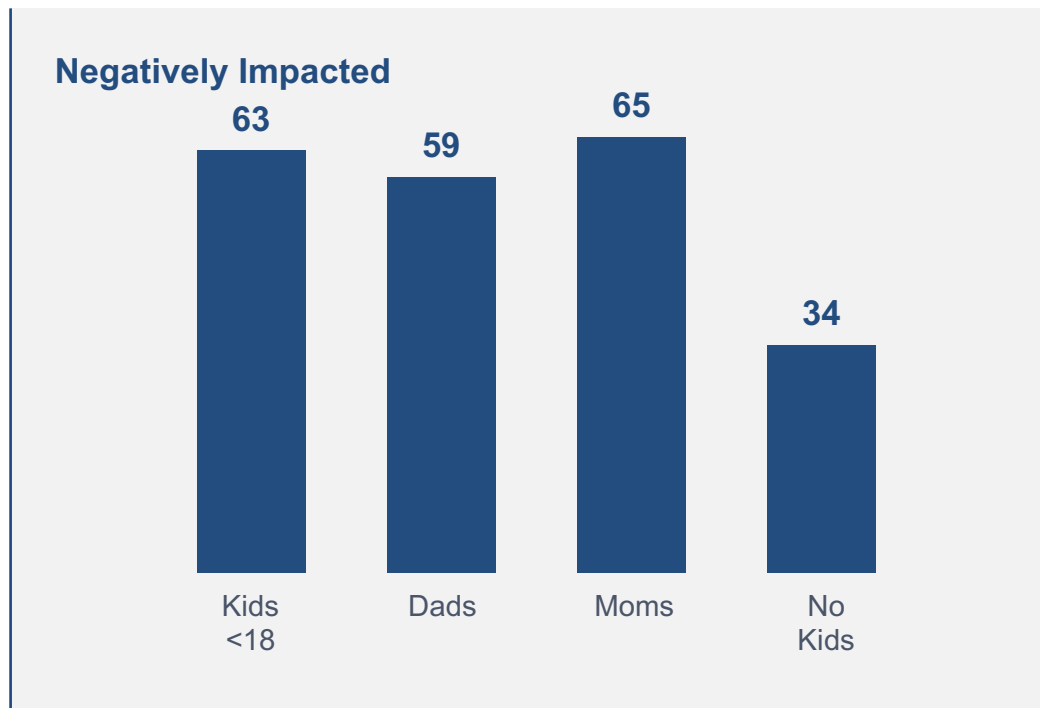
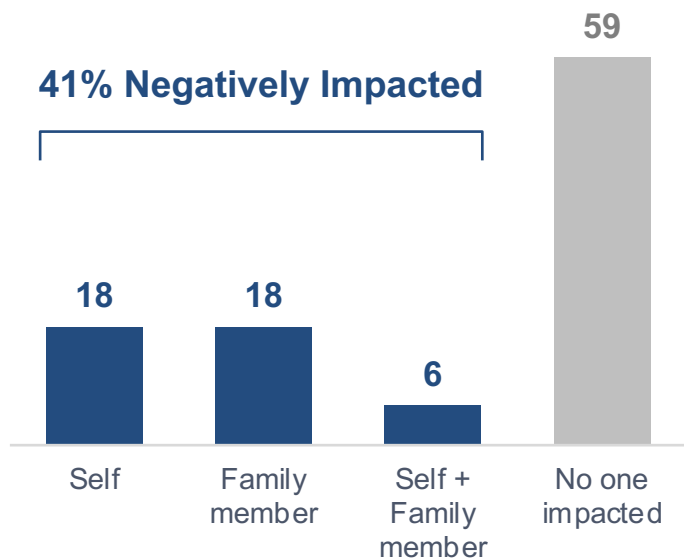
*If you had access to more reliable and affordable child care, would you or your child's other parent take any of the following steps in relation to employment and work?*

	Parents	White Parents	Non-White Parents
Look for a higher paying job	37	25	57
Seek additional education or training for your career	32	27	39
Ask for more hours at work	29	28	31
Seek a promotion or more responsibility at work	27	24	32
Look for a different job that interests you more	24	17	35
If currently not working, look for a job in the first place	20	22	18
None of the above	25	33	13

# Four In Ten Have Personally Felt The Negative Impact Of Child Care Issues

Figure 4

*Have you or a member of your immediate family had your career or career prospects negatively impacted - such as passing up a job or promotion, working fewer hours, or not being able to pursue new skills - due to child care considerations?*





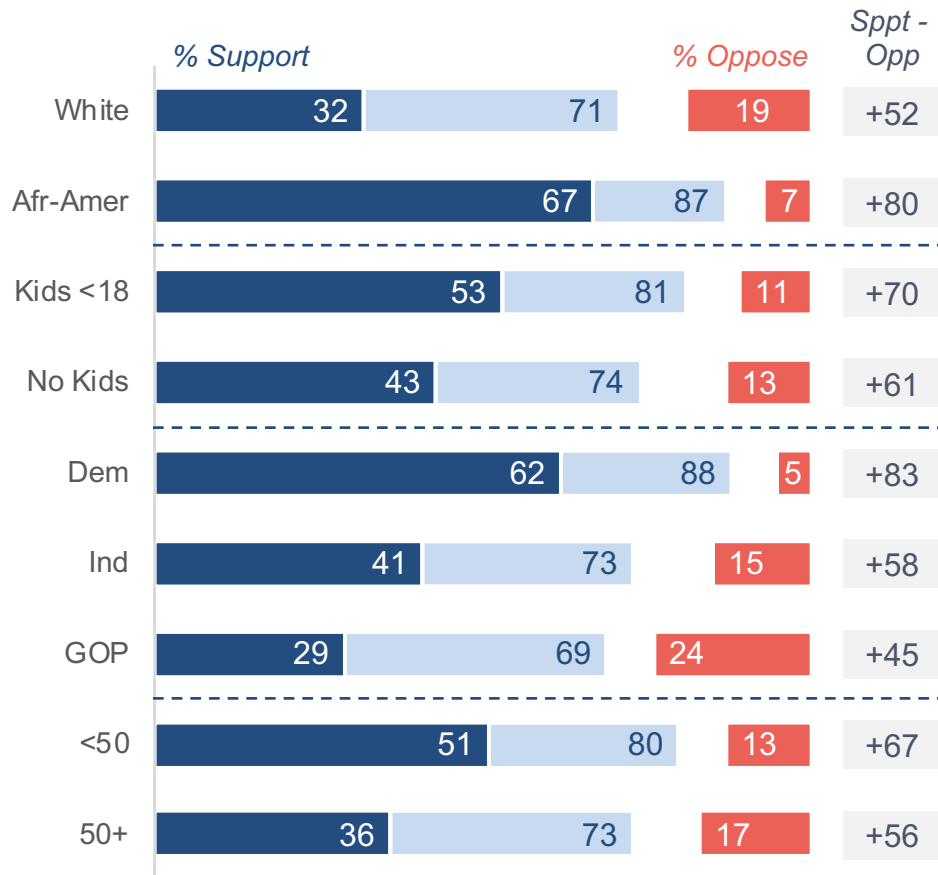
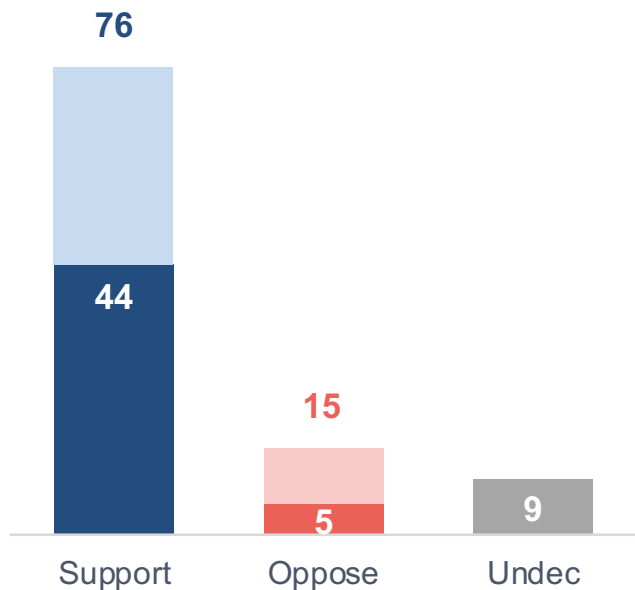
## Child Care Support

# Funding Child Care And Early Education Receives Wide Support Across Groups

Figure 6

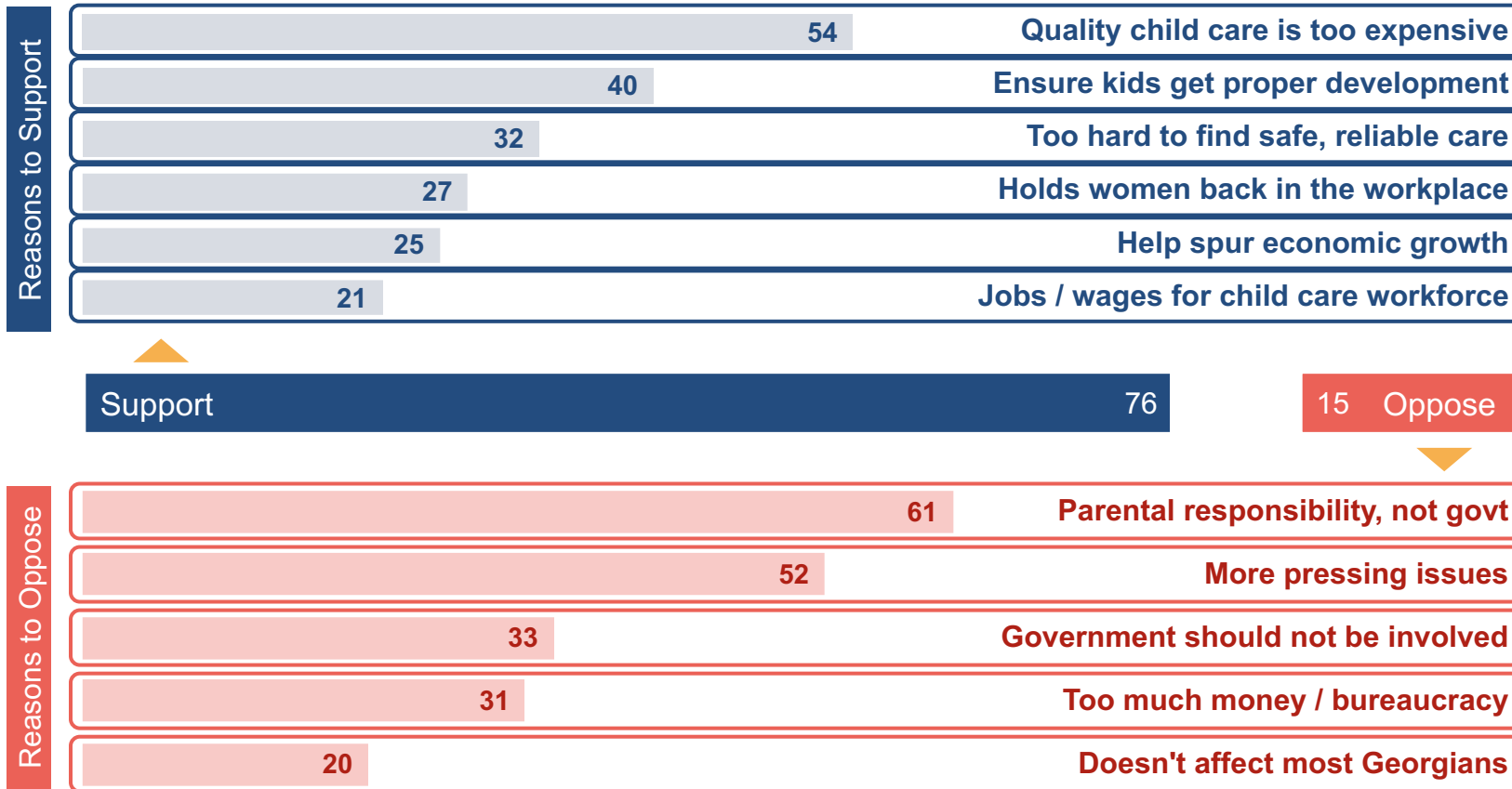
## Efforts in the state legislature to increase Child Care / Early Education Funding

*Darker shade = Stronger intensity*



# Again We See Support Driven By Cost, Parent Responsibility Is A Deterrent

Figure 7



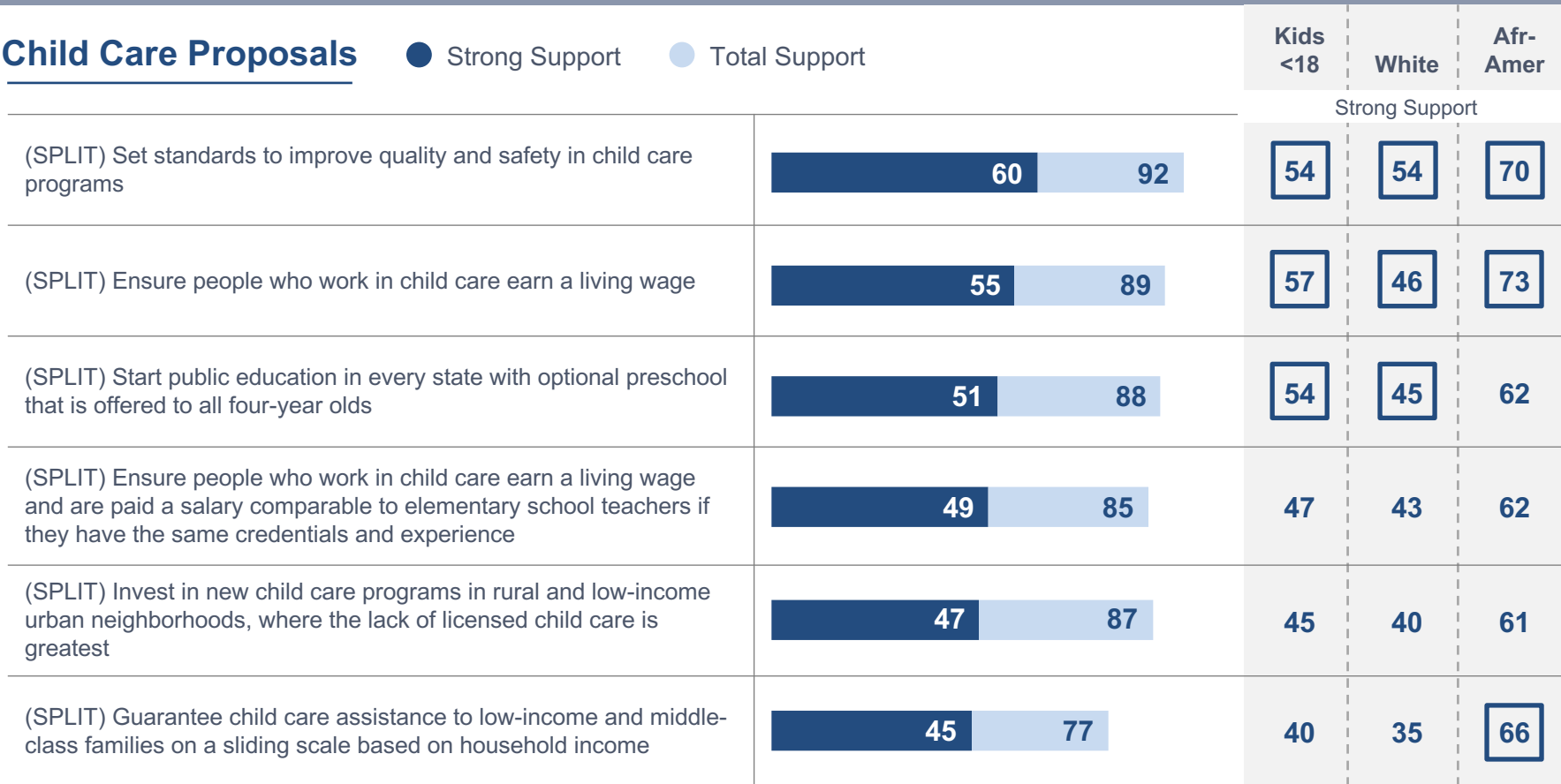


# Proposals Focused On Safety, Wages, & Public Preschool Are Most Popular

Figure 8

## Child Care Proposals

● Strong Support ● Total Support

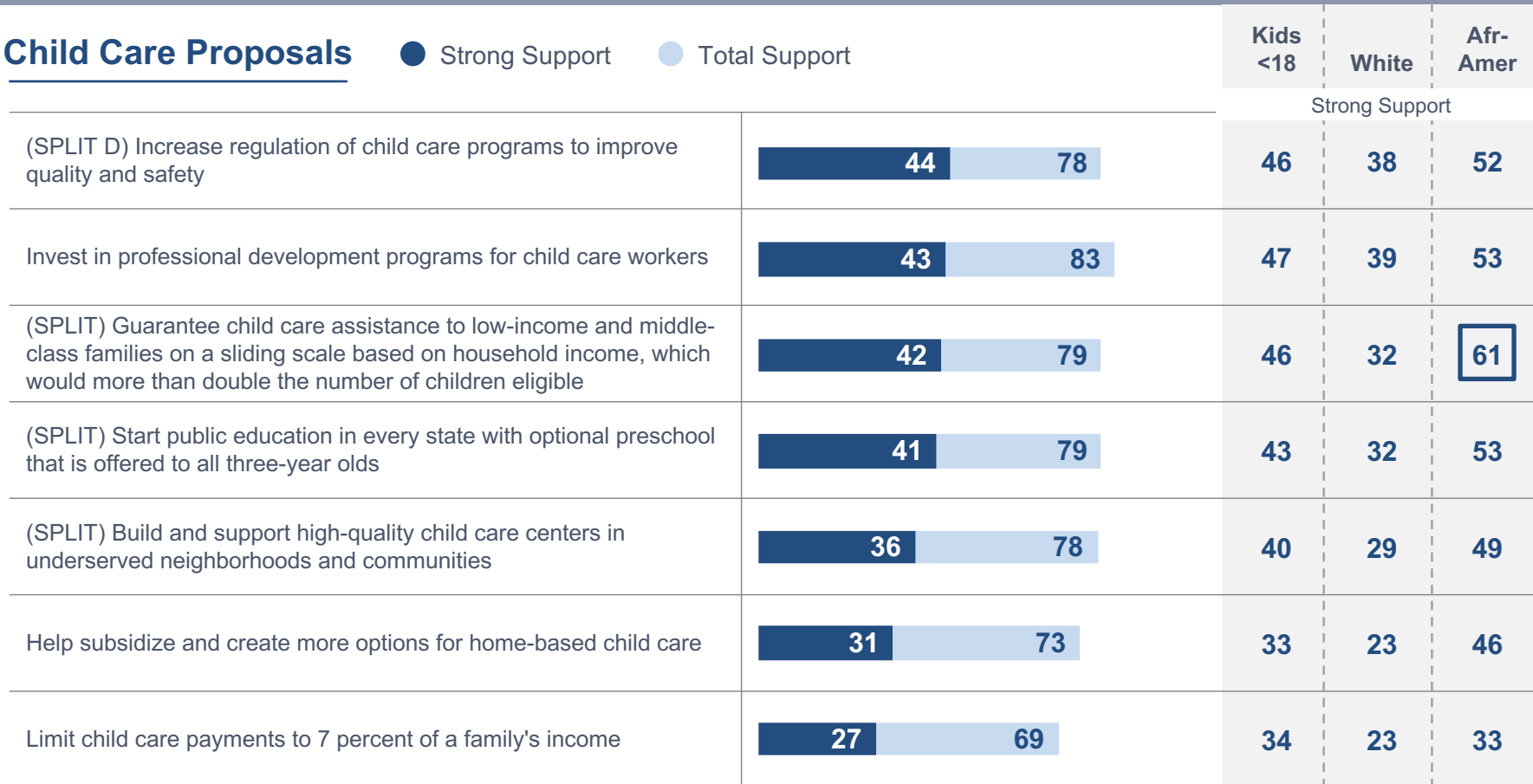


# Support For Home-Based Care Options And An Income Cap Is More Mild

Figure 9

## Child Care Proposals

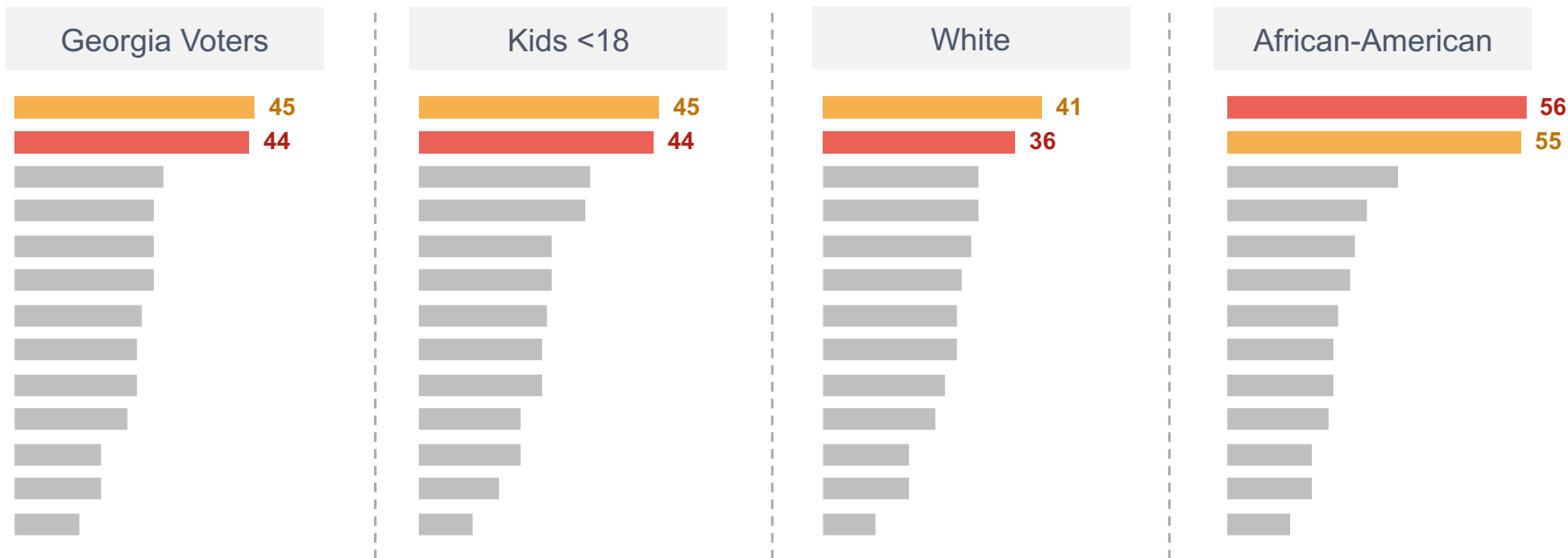
● Strong Support    ● Total Support



## Child Care Proposals (Pick Top 2)

● Guarantee child care assistance to low-income and middle-class families on a sliding scale based on household income

● Guarantee child care assistance to low-income and middle-class families on a sliding scale based on household income, which would more than double the number of children eligible



# Voters Want Policies To Benefit All Families, Not Target Just Those Most In Need

Figure 11

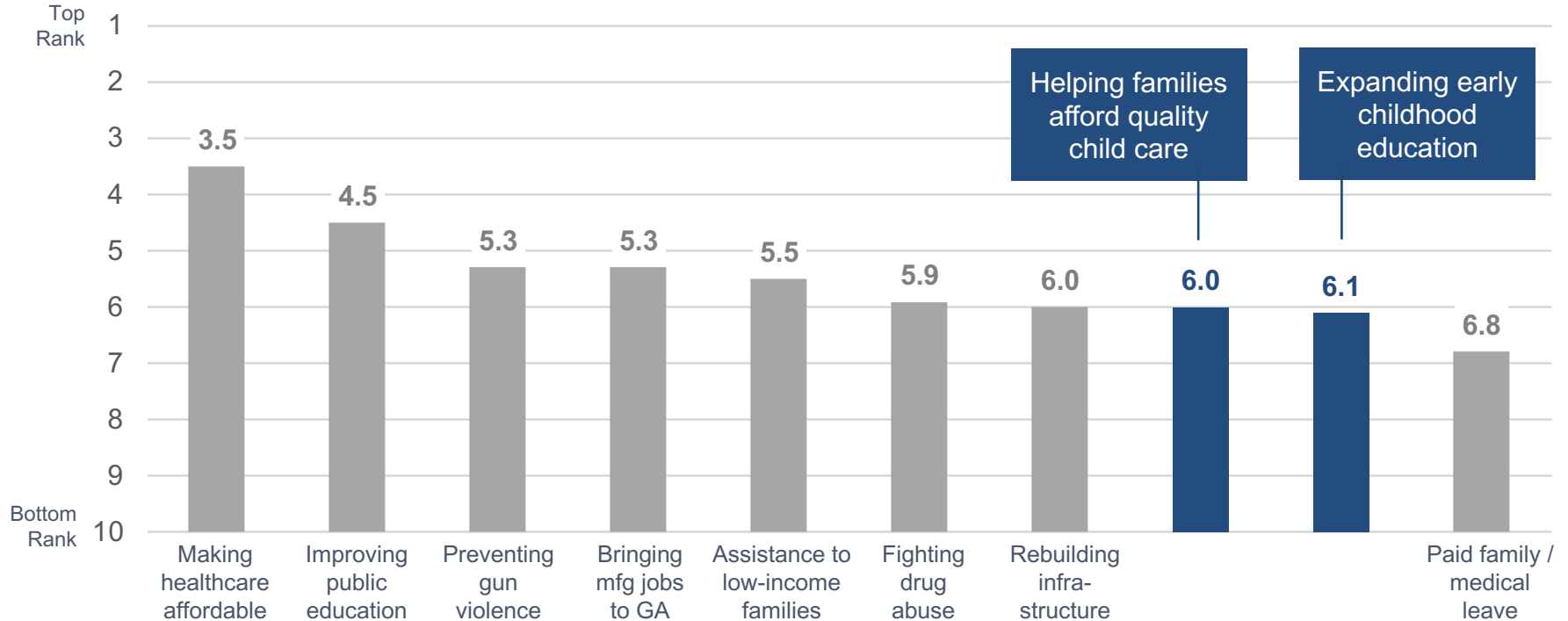
	Total	Kids <18	White	Afr-Amer	Dem	Ind	GOP
<p>Child care assistance and expanded access to early childhood education should be <b>universal so that all families can benefit</b> from these critical programs.</p>	62	63	65	58	61	56	68
<p>Policies and funding to increase child care assistance and expand access to early childhood education should be <b>targeted to those parents and families most in need of assistance.</b></p>	38	37	35	42	39	44	32



## Prioritizing Child Care

## Legislative Priorities (Gov/Leg)

Please rank these issues from 1 to 10 in terms of how important you think it is for the next Governor and state legislature to spend more time and money addressing each. Showing Average Rank.



# Arguing We Have More Important Priorities Is Effective In Dampening Support

Figure 14

	Total	Kids <18	White	Afr-Amer	Dem	Ind	GOP
Our public policies should be designed to help families afford the costs of child care and early learning.	70	72	64	77	80	71	60
Helping people afford child care or early learning is not the role of our state government.	30	28	36	23	20	29	40

	Total	Kids <18	White	Afr-Amer	Dem	Ind	GOP
Our public policies should be designed to help families afford the costs of child care and early learning.	49	53	37	73	66	51	31
Helping people afford child care or early learning would be great, but we have other more important priorities in our state budget right now.	51	47	63	27	34	49	69

# Still, Broad Majority Believes Government Has A Role To Play In Child Care Policies

Figure 15

We need to raise the bar on quality, safety, and reliability at all child care centers. **Government has a critical role to play** in providing certification, oversight, and training to child care providers, so parents can feel secure with the care their child is receiving.

**Excessive government regulations and bureaucracy** are the biggest reason so many families can't find quality, affordable child care. Cutting regulations on child care providers will allow for innovative solutions to meet demand and more unlicensed or informal care options with low overhead.

	Total	Kids <18	White	Afr-Amer	Dem	Ind	GOP
We need to raise the bar on quality, safety, and reliability at all child care centers. <b>Government has a critical role to play</b> in providing certification, oversight, and training to child care providers, so parents can feel secure with the care their child is receiving.	68	68	64	76	79	68	56
<b>Excessive government regulations and bureaucracy</b> are the biggest reason so many families can't find quality, affordable child care. Cutting regulations on child care providers will allow for innovative solutions to meet demand and more unlicensed or informal care options with low overhead.	32	32	36	24	21	32	44



# Voters See Child Care As Primary Responsibility of State and Local Governments

Figure 16

*Which of the following do you feel is best positioned to find a solution to the challenge of finding quality, affordable child care?*

		Kids <18	White	Afr-Amer
Governor and state legislature	51	54	47	59
Local government	43	45	41	49
Private employers	27	25	30	19
Congress	19	19	14	26
Non-profit organizations	19	19	22	11



## Messaging

## Macro Economic Impact

● Most compelling    ● Somewhat Compelling    ● Mixed Opinion

A **major investment** in child care and early learning would **create 2.3 million new jobs across the U.S.**, as well as **opportunities** for **predominantly low-income parents** to **return to the workforce**. This plan would put **more people to work, increase wages**, and help families make ends meet while providing children with **safe and stable learning environments**.

Important to  
parents.

## Personal Economic Impact

● Most compelling   ● Somewhat Compelling   ● Mixed Opinion

Resonates strongly with parents and Afr-Amer voters.

Parents want the **very best for their kids** – and that means **child care you can trust**, no matter your income level. In 2016, **nearly 2 million parents of young children (age 5 and under) had to quit a job, turn down a new job, or change jobs because of problems with child care.** Enabling these families to afford quality child care now will make a huge difference in their economic security for years to come.

## Impact on Women

● Most compelling   ● Somewhat Compelling   ● Mixed Opinion

More compelling with Afr-Amer voters.

The inability to find **quality, affordable child care** is one of the **greatest factors limiting women** in the workplace. **Women are still the primary caregivers for children**, and it is difficult for many women to advance in the workplace, get **higher wages**, or to secure new jobs when they do not have access to reliable child care. Investing in **high-quality, affordable child care** will help to ensure that women have **equal opportunity to succeed** at work and with their families.

## Affordability

● Most compelling   ● Somewhat Compelling   ● Mixed Opinion

Today, American families pay an **average of \$10,000 per child** for full-time child care. In **31 states, infant day care costs more annually than in-state college tuition**. But **federal child care assistance only reaches 1 in 6 eligible families**. Given the long-term benefits of high-quality child care and early childhood education for children, and the positive economic impact on working families, there is an **urgent need** to adopt policies that help families afford high-quality care.

Works better with parents.

## Racial and Economic Justice

● Most compelling    ● Somewhat Compelling    ● Mixed Opinion

Important to  
parents and Afr-  
Amer voters.

**No matter where we come from or what our color, most of us work hard for our families.** Too many people from all walks of life **struggle on their own to find affordable, quality child care.**

Compelling with  
Afr-Amer voters.

We need to join together to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past. We need to **move forward, to provide equal child care opportunities for children of every background, race, and religious belief.**

## Child Care Workforce

● Most compelling    ● Somewhat Compelling    ● Mixed Opinion

Child care providers are our **children's first teachers** and **play a critical role in early childhood education**. But unlike other fields, early childhood workers earn an average of **only \$10 per hour** and nearly half of these workers need **public assistance** to meet their own family needs. If we want a more stable and professional workforce for our kids, we need to **provide more training and higher pay to recruit and keep the best early child care workers**.

More compelling statistic with Afr-Amer voters.



## Bright Future

● Most compelling    ● Somewhat Compelling    ● Mixed Opinion

**We all have a stake in ensuring the next generation** has a bright future.

Works well with parents and Afr-Amer voters.

The **first five years of a child's life are critical to their ability to**

**learn social and emotional skills, and for becoming good**

**students later in life.** But with high child care costs and the **reality of modern work**, many families can't give their children the chances they

Works better with Afr-Amer voters.

need early in life. **We should help all families** find and **afford high-**

**quality child care** to ensure that every child has the opportunity to

succeed.

# Economic, Affordability, And Child Care Workforce Messaging Rises To The Top

Figure 25

Georgia Voters		More likely to support child care / early learning	Important to you personally <i>Net 8 to 10</i>	Provides Information <i>Net 8 to 10</i>	Effectiveness of Govt Investment <i>Net 8 to 10</i>
Top Tier	Macro Economic Impact	64	32	36	33
	Affordability	62	31	39	33
	Personal Economic Impact	61	32	37	34
	Child Care Workforce	61	33	36	34
	Bright Future	62	30	31	32
	Impact on Women	59	30	30	30
	Racial and Economic Justice	55	28	26	30

Does this statement make you more or less likely to support investments to make child care and early learning available to more families, or does it make no difference?

On a scale of 0 to 10, how important is the information in this statement to you personally?

On a scale of 0 to 10, how much does this statement give you information that you feel is important to make an informed decision on this issue?

On a scale of 0 to 10, how much does this statement make you believe that government investment in this area could make a real difference?

# Personal Economic Messaging Is Most Compelling With Parents

Figure 26

Parents of Kids <18		More likely to support child care / early learning	Important to you personally <i>Net 8 to 10</i>	Provides Information <i>Net 8 to 10</i>	Effectiveness of Govt Investment <i>Net 8 to 10</i>
Top Tier	Personal Economic Impact	68	40	46	40
	Child Care Workforce	66	31	38	44
	Affordability	63	35	42	38
	Bright Future	65	35	32	34
	Macro Economic Impact	64	27	38	36
	Impact on Women	61	33	36	34
	Racial and Economic Justice	60	28	27	33

*Does this statement make you more or less likely to support investments to make child care and early learning available to more families, or does it make no difference?*

*On a scale of 0 to 10, how important is the information in this statement to you personally?*

*On a scale of 0 to 10, how much does this statement give you information that you feel is important to make an informed decision on this issue?*

*On a scale of 0 to 10, how much does this statement make you believe that government investment in this area could make a real difference?*

# Child Care Workforce Messaging Works Best With African-American Voters

Figure 27

	African-American Voters	More likely to support child care / early learning	Important to you personally <i>Net 8 to 10</i>	Provides Information <i>Net 8 to 10</i>	Effectiveness of Govt Investment <i>Net 8 to 10</i>
Top Tier	Child Care Workforce	79	41	45	44
	Racial and Economic Justice	82	33	32	38
	Affordability	78	35	42	36
	Impact on Women	77	39	32	38
	Personal Economic Impact	73	36	37	36
	Macro Economic Impact	71	39	41	34
	Bright Future	75	30	34	38

*Does this statement make you more or less likely to support investments to make child care and early learning available to more families, or does it make no difference?*

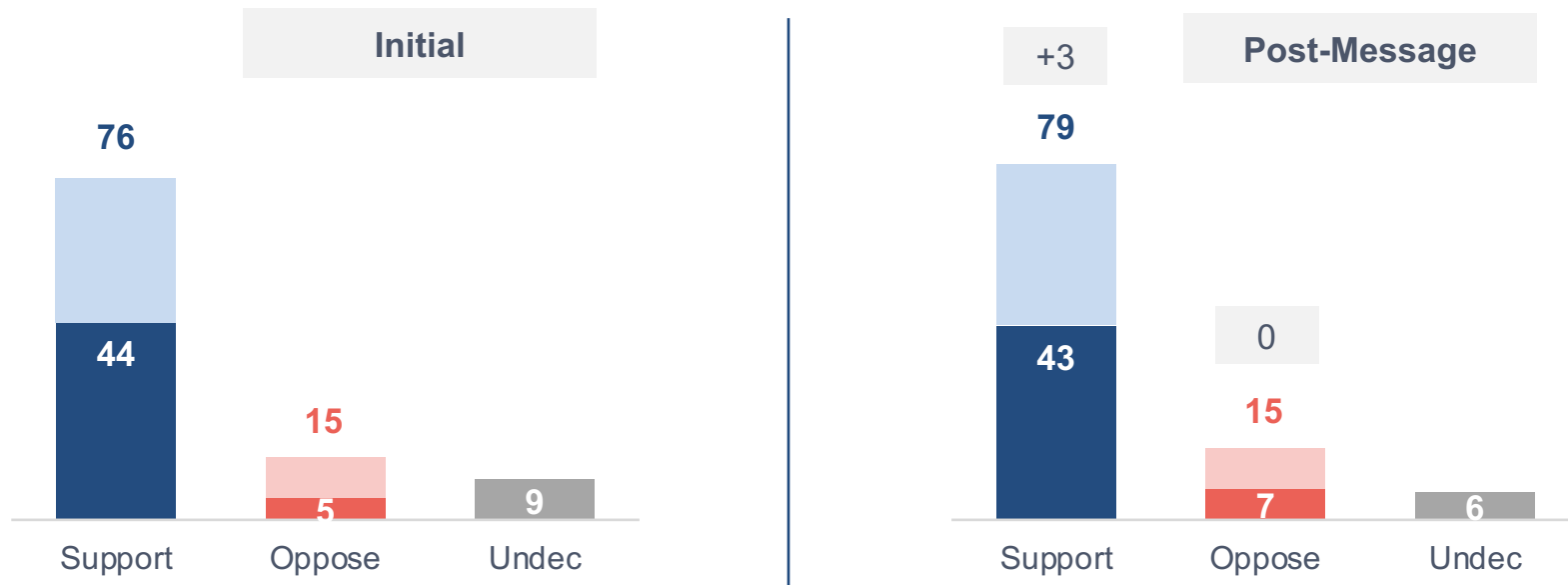
*On a scale of 0 to 10, how important is the information in this statement to you personally?*

*On a scale of 0 to 10, how much does this statement give you information that you feel is important to make an informed decision on this issue?*

*On a scale of 0 to 10, how much does this statement make you believe that government investment in this area could make a real difference?*

## Increasing Child Care / Early Education Funding

*Darker shade = Stronger intensity*



**Kids <18**  
Change

+1  
Support

+3  
Oppose

**White**  
Change

+2  
Support

+2  
Oppose

**Afr-Amer**  
Change

+4  
Support

-1  
Oppose

# Broad Majority More Likely to Support Candidates Supporting Increased Funding

Figure 29

Less likely to vote for candidate who supports child care / early education

● Less likely



More likely to vote for candidate who supports child care / early education

● More likely

## Gov or State Leg Candidate



**g|b|a** strategies