

Child Care Research in Nevada

Center for American Progress

July 2018

N=509 registered voters in Nevada (N=152 Parents of Kids <18)

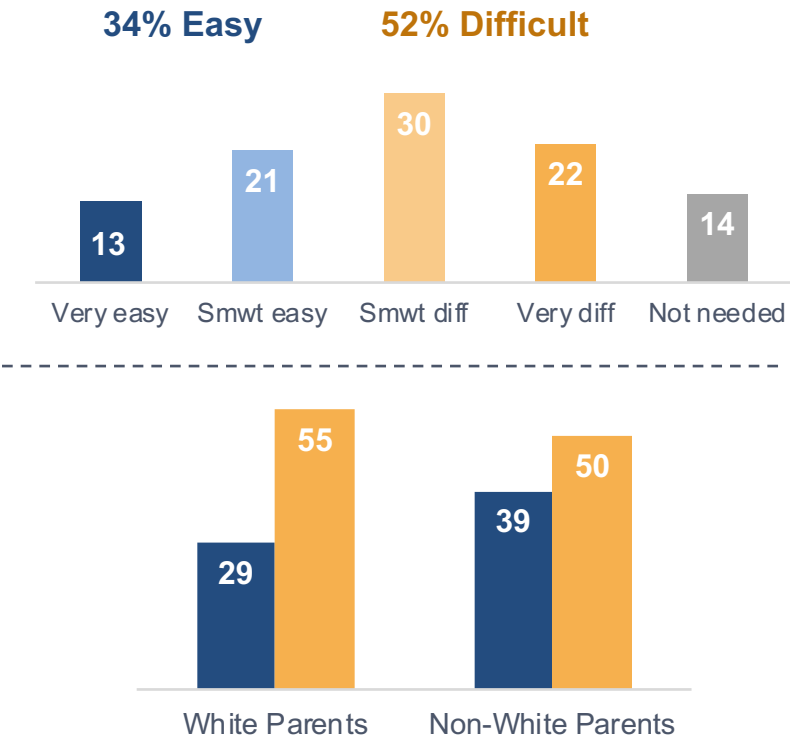
Conducted July 10-15, 2018 via online web panel

Margin of error = +/- 4.3 percentage points, smaller for subgroups



Child Care Environment

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



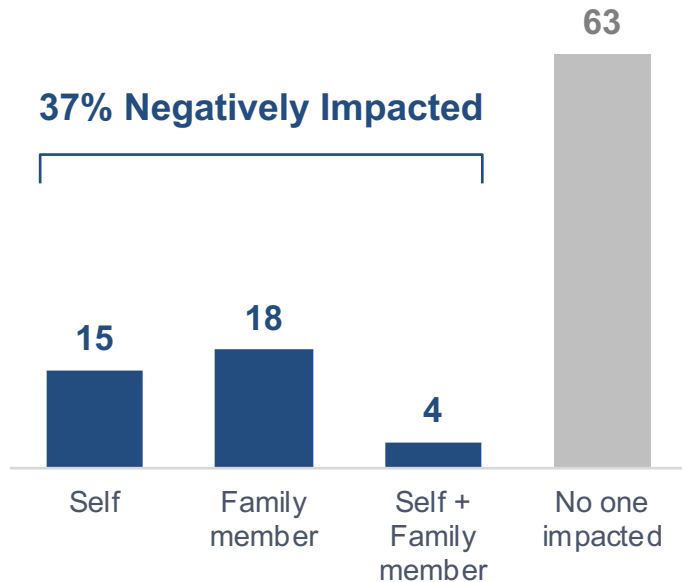
If you had access to more reliable and affordable child care, would you or your child's other parent take any of the following steps in relation to employment and work?

	Kids <18	White Parents	Non-White Parents
Look for a higher paying job	45	35	56
Seek additional education or training for your career	34	28	40
Seek a promotion or more responsibility at work	29	28	30
Ask for more hours at work	27	26	28
Look for a different job that interests you more	19	16	21
If currently not working, look for a job in the first place	15	20	10
None of the above	22	27	16

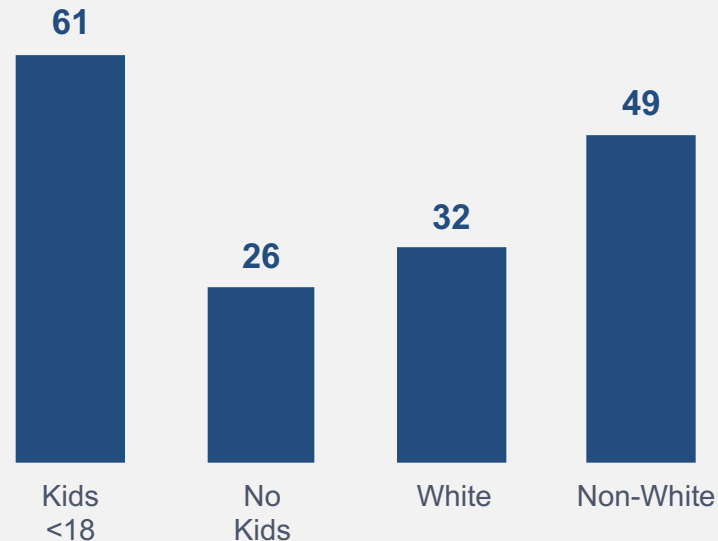
Nearly Four In Ten Have Personally Felt The Negative Impact Of Child Care Issues

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?



Negatively Impacted





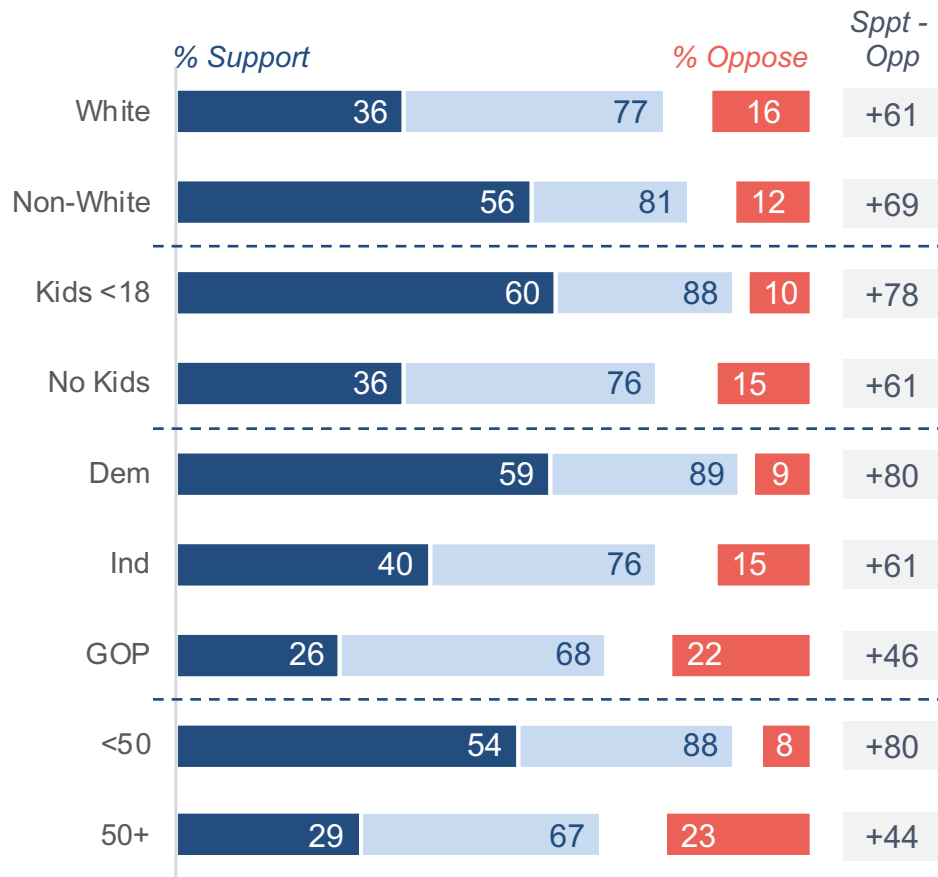
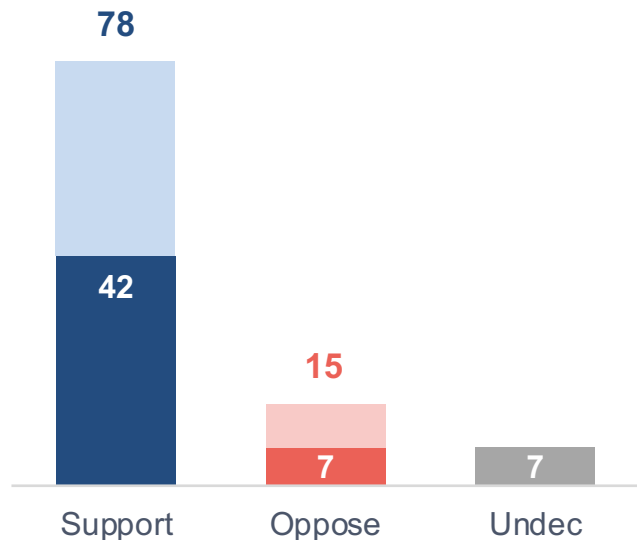
Child Care Support

Funding Child Care And Early Education Receives Wide Support Across Groups

Figure 6

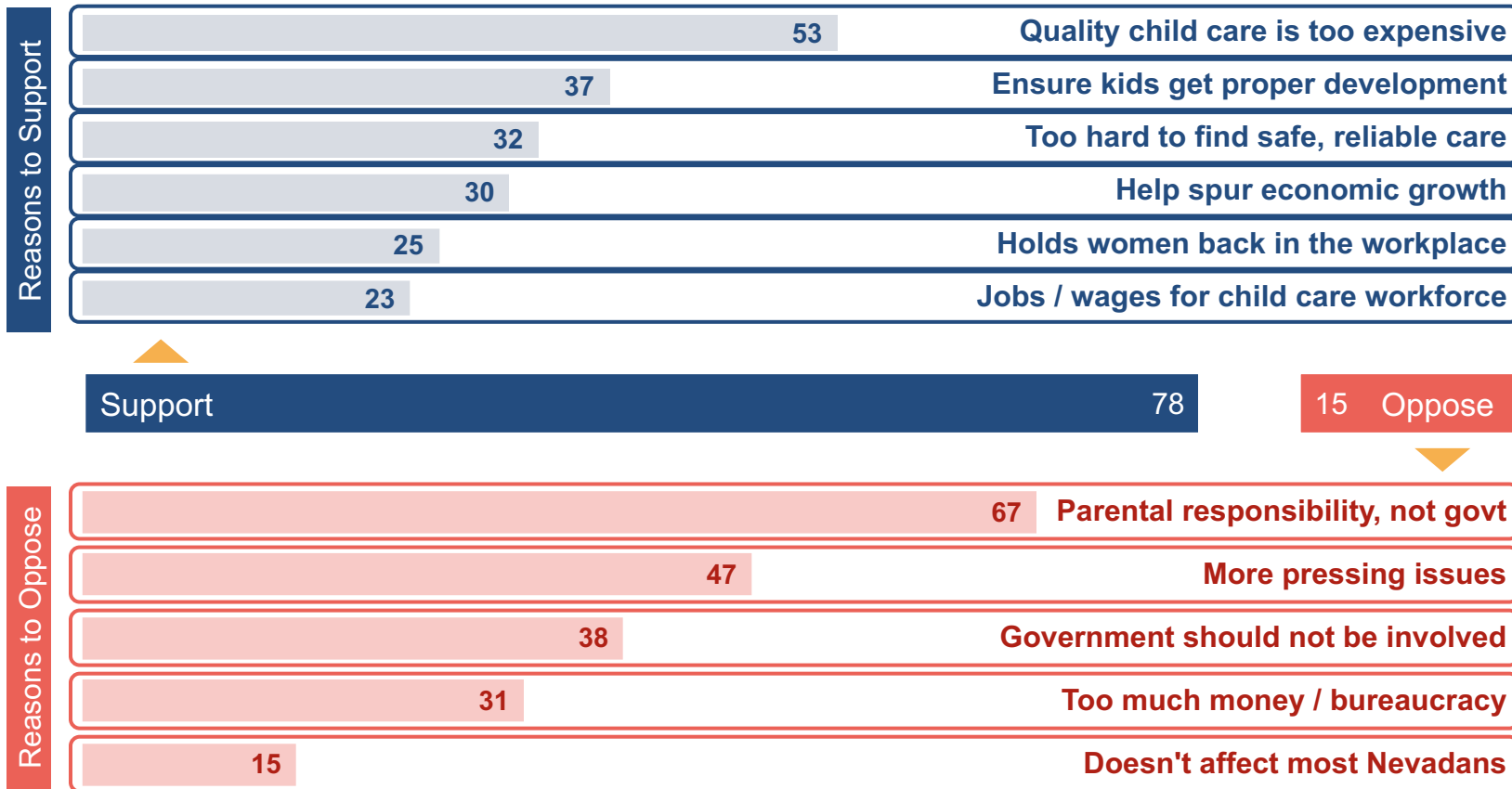
Efforts in the state legislature to increase Child Care / Early Education Funding

Darker shade = Stronger intensity



Support Driven By Cost, Questions About Role of Govt Are Deterrent

Figure 7

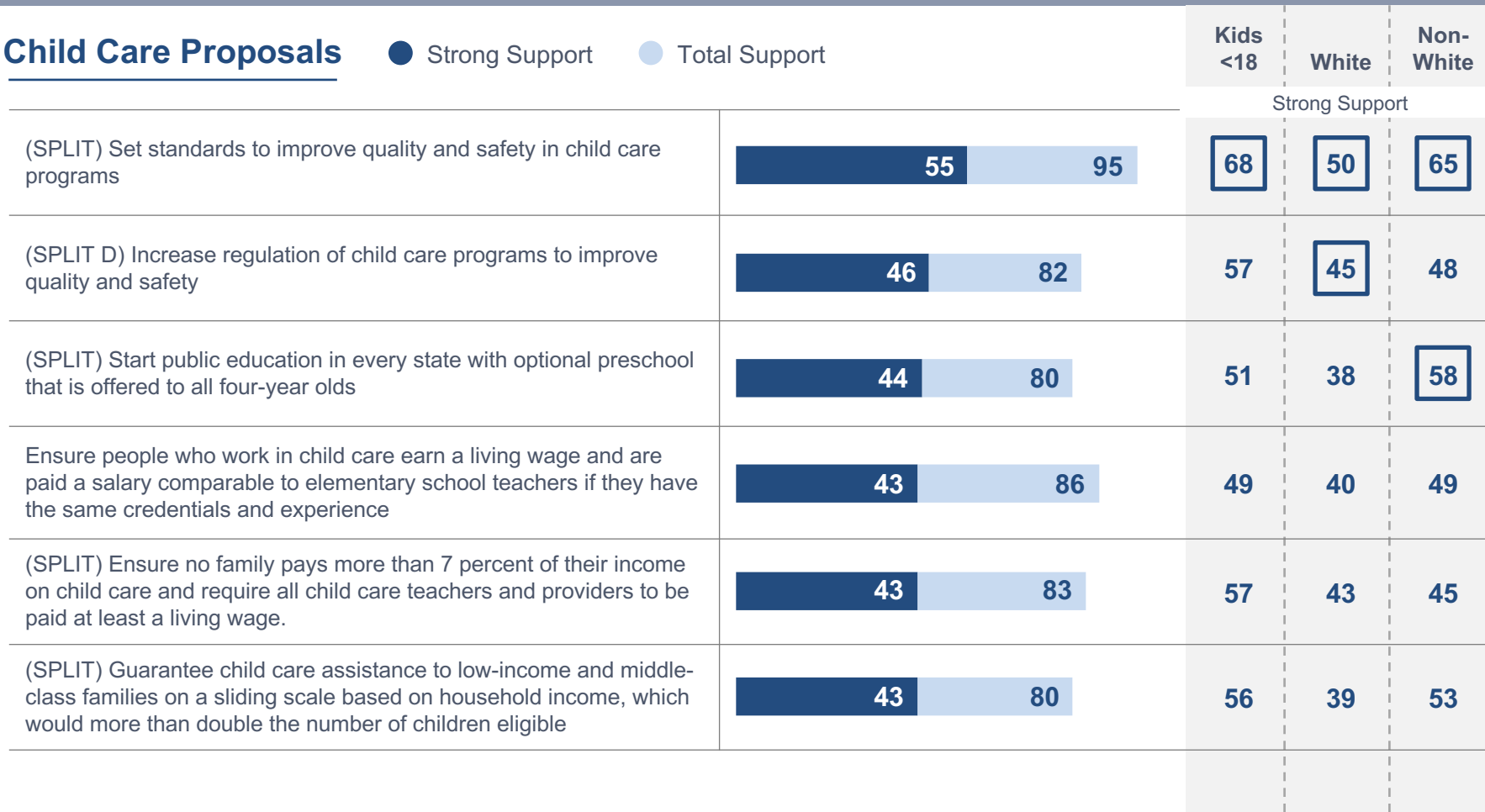


Proposals Focused On Safety, Guaranteed Preschool & Wages Are Most Popular

Figure 8

Child Care Proposals

● Strong Support ● Total Support

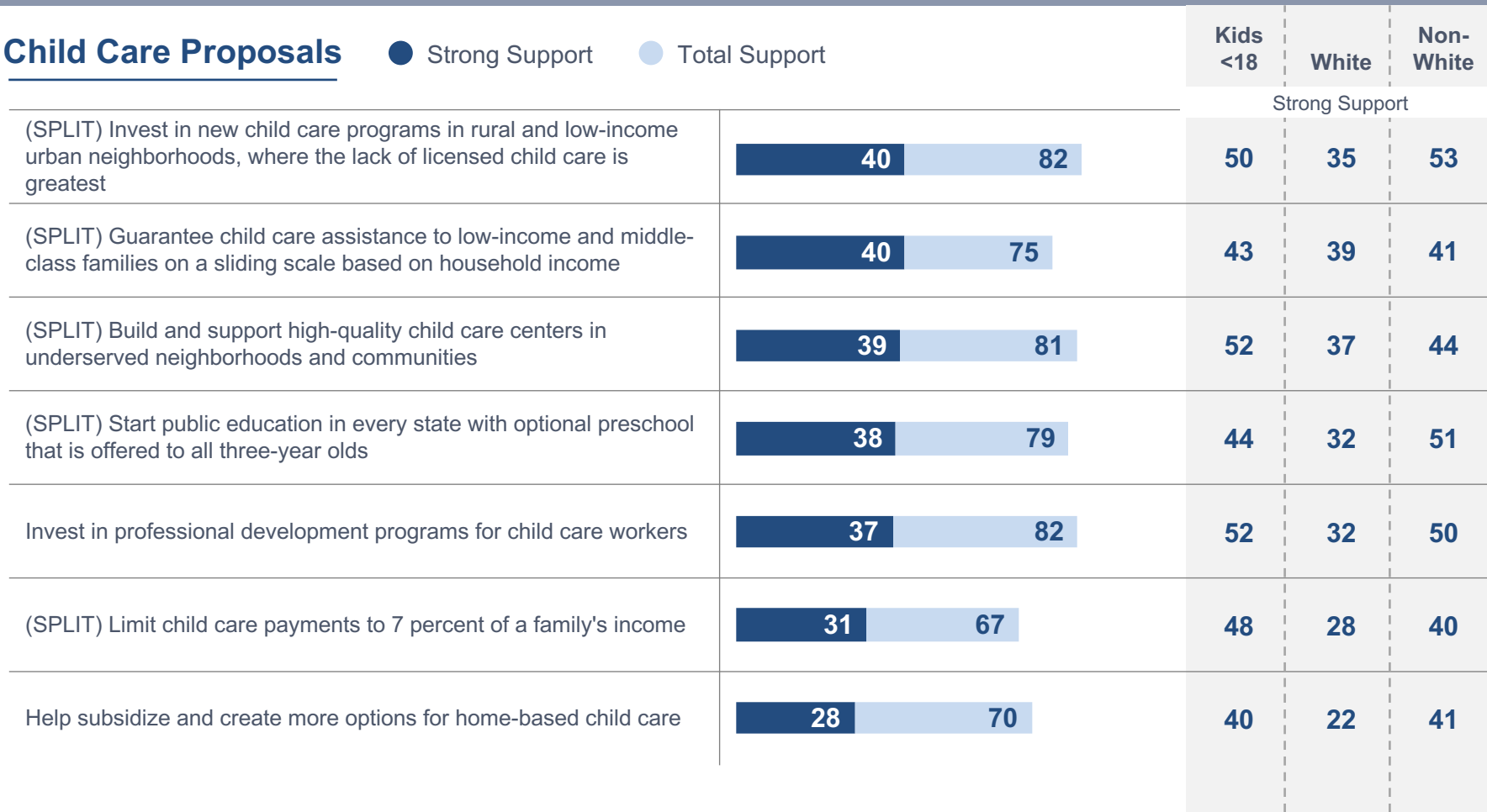


Support For Home-Based Care Options And An Income Cap Is More Mild

Figure 9

Child Care Proposals

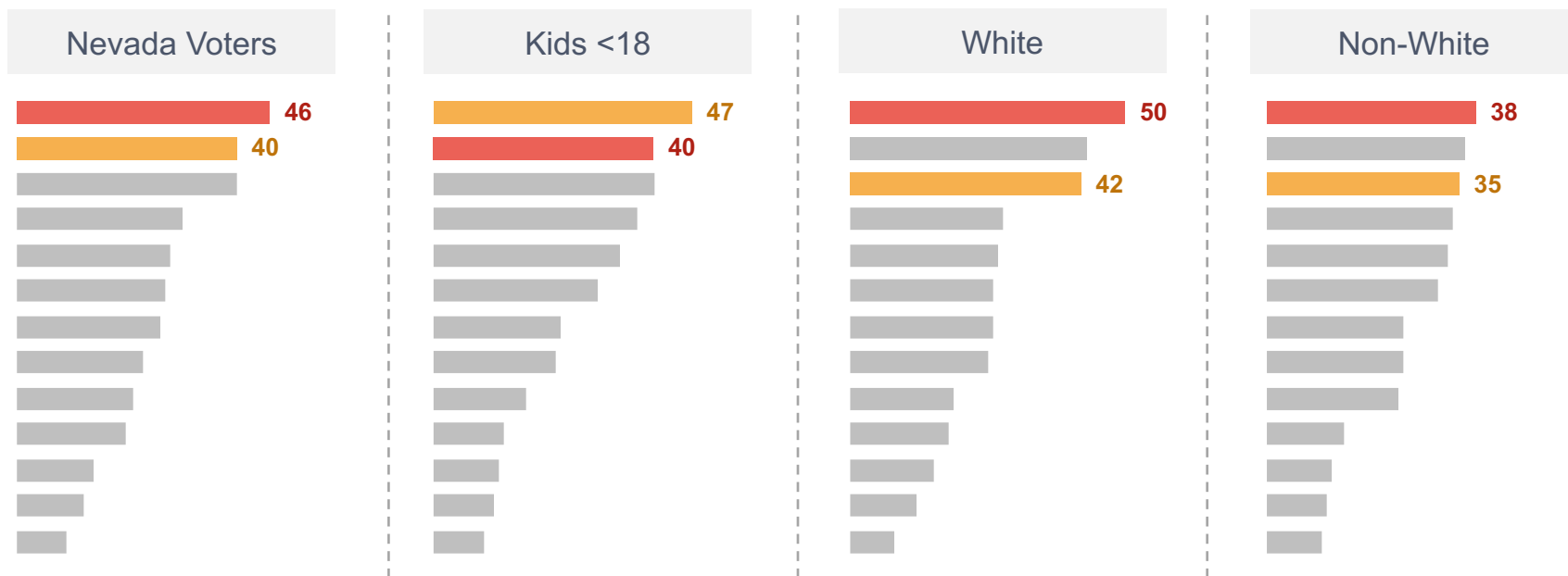
● Strong Support ● Total Support



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

Child care assistance and expanded access to early childhood education should be **universal so that all families can benefit** from these critical programs.

59

60

62

53

64

62

50

Policies and funding to increase child care assistance and expand access to early childhood education should be **targeted to those parents and families most in need of assistance.**

41

40

38

47

36

38

50



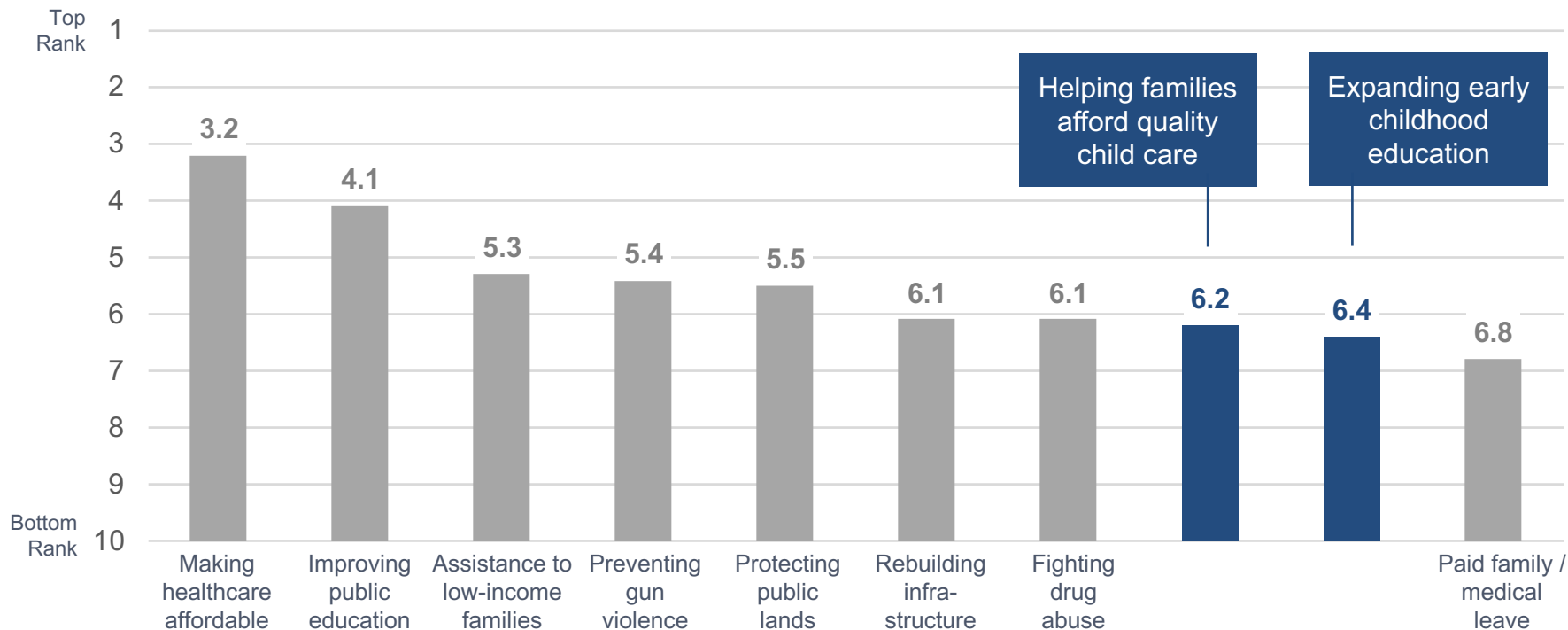
Prioritizing Child Care

Child Care, Early Education Rank Low Relative To Other Legislative Priorities

Figure 13

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	Non-White	Dem	Ind	GOP
Our public policies should be designed to help families afford the costs of child care and early learning.	69	80	67	73	81	64	61
Helping people afford child care or early learning is not the role of our state government.	31	20	33	27	19	36	39

	Total	Kids <18	White	Non-White	Dem	Ind	GOP
Our public policies should be designed to help families afford the costs of child care and early learning.	51	65	44	67	67	49	35
Helping people afford child care or early learning would be great, but we have other more important priorities in our state budget right now.	49	35	56	33	33	51	65

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	Non-White	Dem	Ind	GOP
68	68	69	67	82	71	52
32	32	31	33	18	29	48

Voters See Child Care As Primary Responsibility Of State And Local Governments

Figure 16

<i>Which of the following do you feel is best positioned to find a solution to the challenge of finding quality, affordable child care?</i>		Kids <18	White	Non-White
Local government	48	50	47	48
Governor and state legislature	40	43	38	45
Private employers	29	21	33	19
Non-profit organizations	27	22	28	25
Congress	19	30	13	34



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**.

Personal Economic Impact



Most compelling



Somewhat Compelling



Mixed Opinion

Resonates
strongly with
parents.

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

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, **single parents in Nevada pay more than one-third of their income on child care**. Married parents with two kids are paying more than a **quarter** of their income for care. But child care assistance **reaches fewer than 5 percent of eligible families** in Nevada. 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**.

Important to
parents.

Racial and Economic Justice



Most compelling



Somewhat Compelling



Mixed Opinion

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**. 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

Compelling with
parents.

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**.

Bright Future



Most compelling



Somewhat Compelling



Mixed Opinion

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

Works well with parents.

Affordability, Child Care Workforce, And Macro Economic Rises To The Top

Figure 25

Nevada 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	Affordability	64	33	42	36
	Child Care Workforce	63	34	42	34
	Macro Economic Impact	64	31	35	36
	Bright Future	55	30	32	33
	Personal Economic Impact	51	30	32	30
	Impact on Women	52	24	34	31
	Racial and Economic Justice	50	29	29	32

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?

The Same Themes Are Compelling With Non-White Voters

Figure 26

Non-White 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	76	42	41	40
	Affordability	73	41	42	42
	Child Care Workforce	73	40	46	36
	Racial and Economic Justice	62	38	35	41
	Bright Future	63	35	31	31
	Personal Economic Impact	62	34	32	32
	Impact on Women	61	27	37	32

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 And Affordability Messages Work Best With Parents

Figure 27

	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	Child Care Workforce	75	51	55	48
	Affordability	76	46	50	46
	Macro Economic Impact	73	47	46	43
	Impact on Women	75	36	44	39
	Bright Future	71	39	34	34
	Personal Economic Impact	67	41	37	39
	Racial and Economic Justice	63	42	38	44

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?

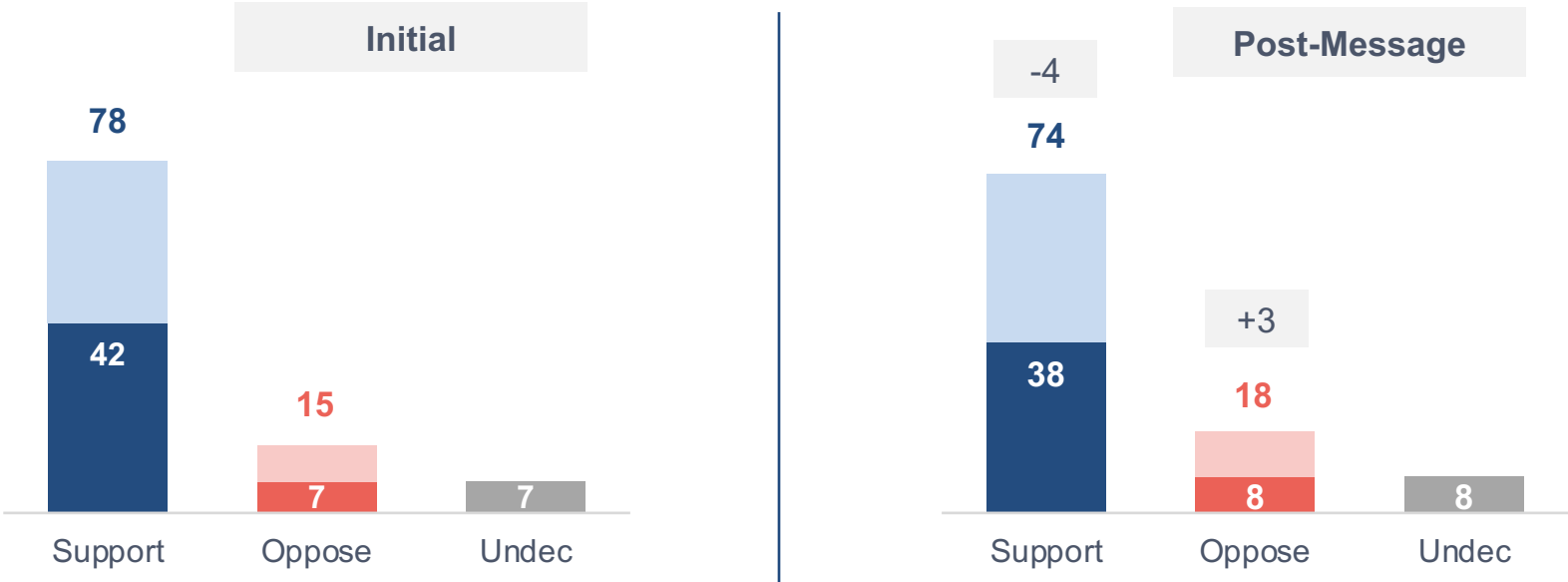
On a scale of 0 to 10, how important is the information in this statement to you personally?

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	0 Support	-1 Oppose
White Change	-5 Support	+5 Oppose
Non-White Change	-1 Support	0 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