

# Child Care Research in Ohio

## Center for American Progress

July 2018

*N=620 registered voters in Ohio (N=184 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

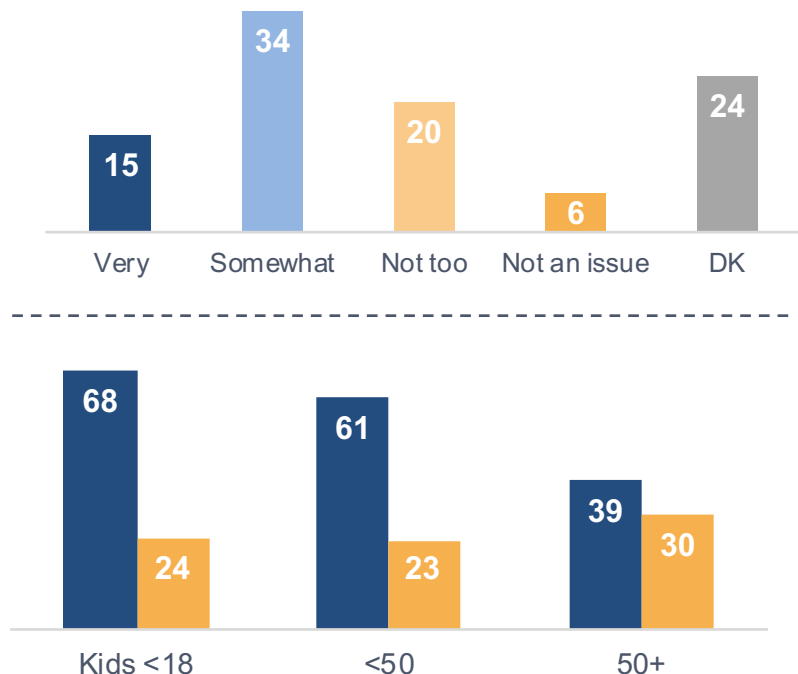
## Child Care Is Seen As A Serious Problem, With Cost Being The Driving Concern

## Figure 2

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

## 49% Serious

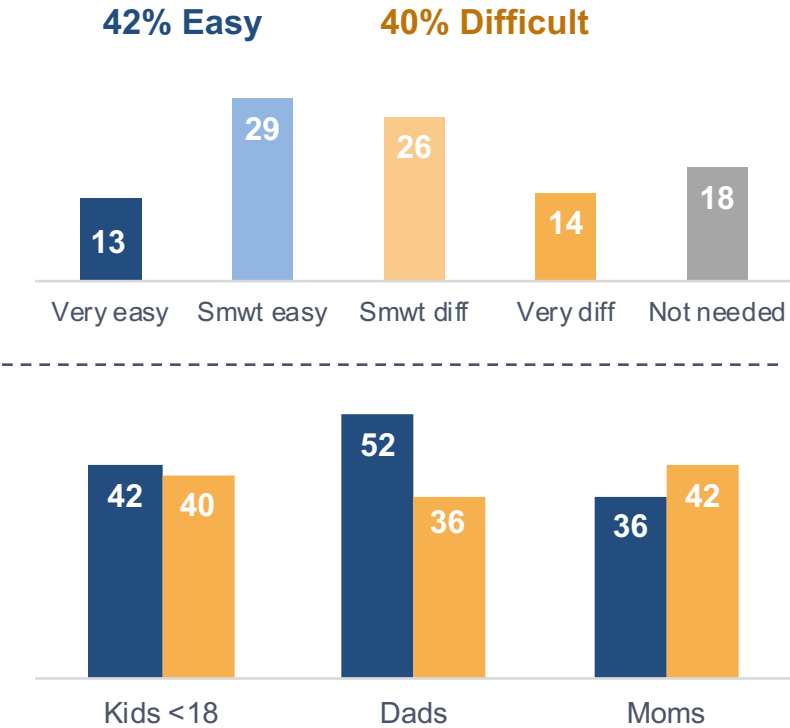
## 27% Not Serious



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



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



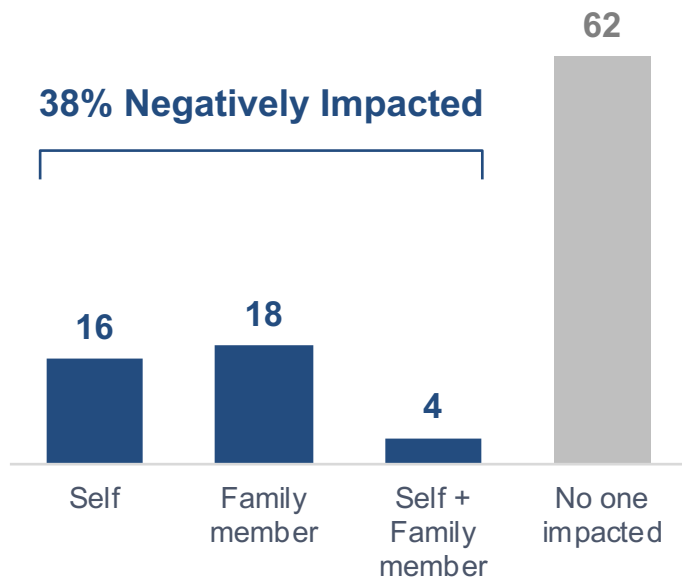
*If you had access to more reliable and affordable child care, would you or your child's other parent take any of the following steps in relation to employment and work?*

	Kids <18	Dads	Moms
Look for a higher paying job	33	35	31
Look for a different job that interests you more	25	27	24
Ask for more hours at work	24	21	26
Seek a promotion or more responsibility at work	23	32	16
Seek additional education or training for your career	19	20	19
If currently not working, look for a job in the first place	15	8	20
None of the above	26	27	26

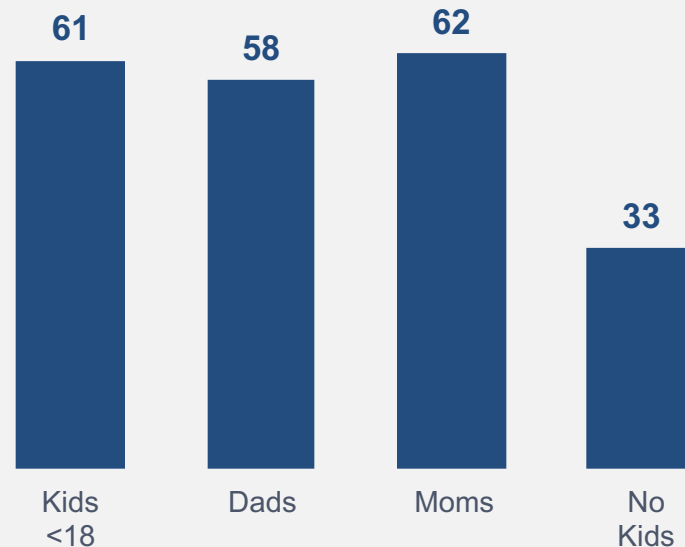
## Nearly Four In Ten Have Personally Felt The Negative Impact Of Child Care Issues

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





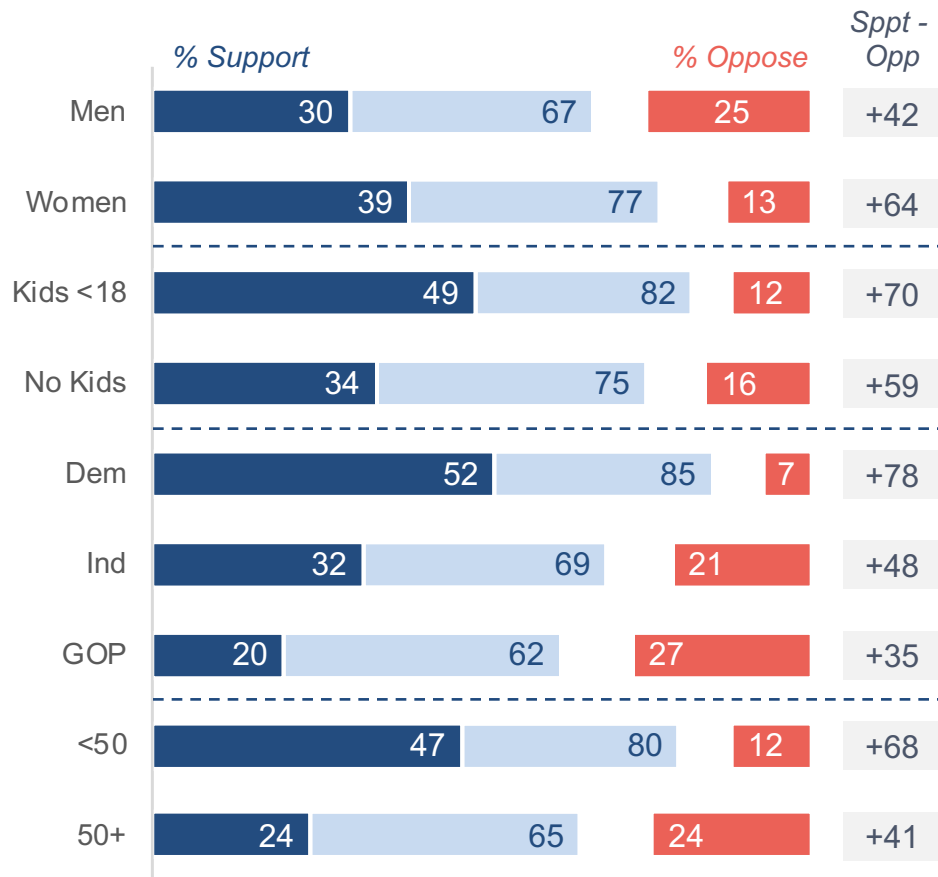
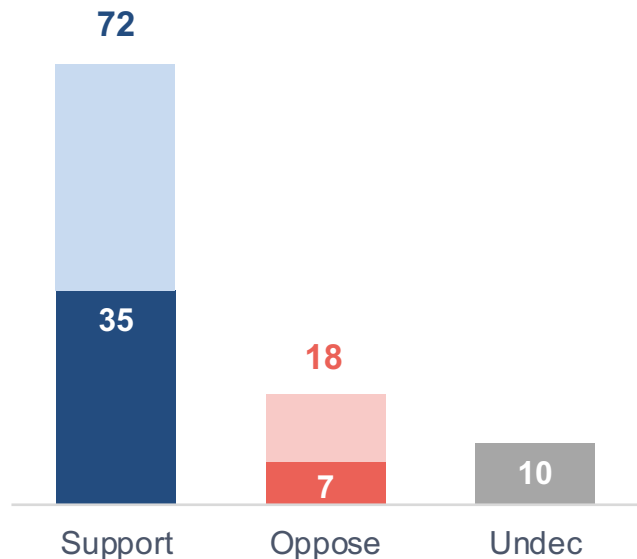
**Child Care Support**

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

Figure 6

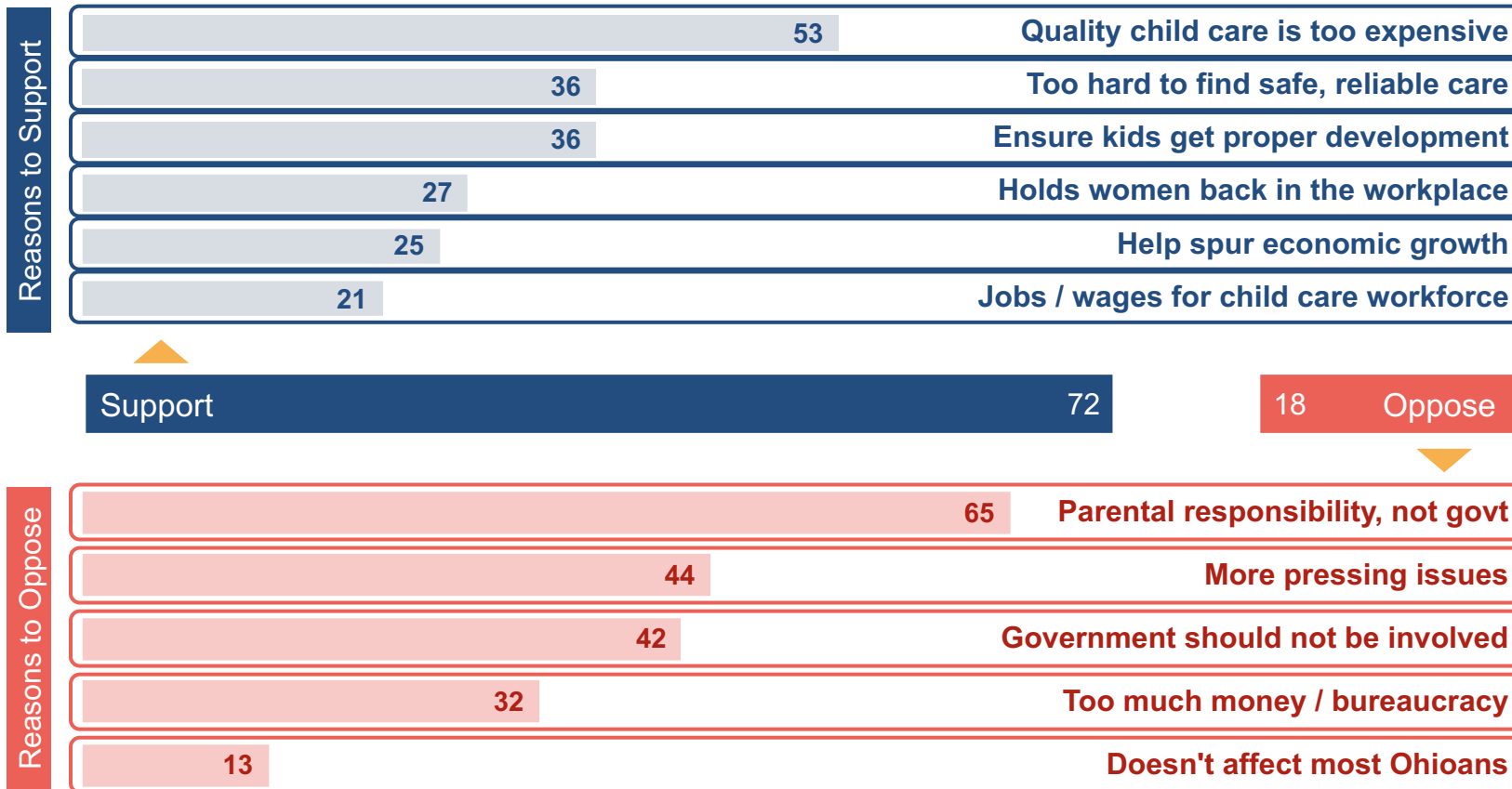
## Efforts in the state legislature to increase Child Care / Early Education Funding

*Darker shade = Stronger intensity*



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

Figure 7



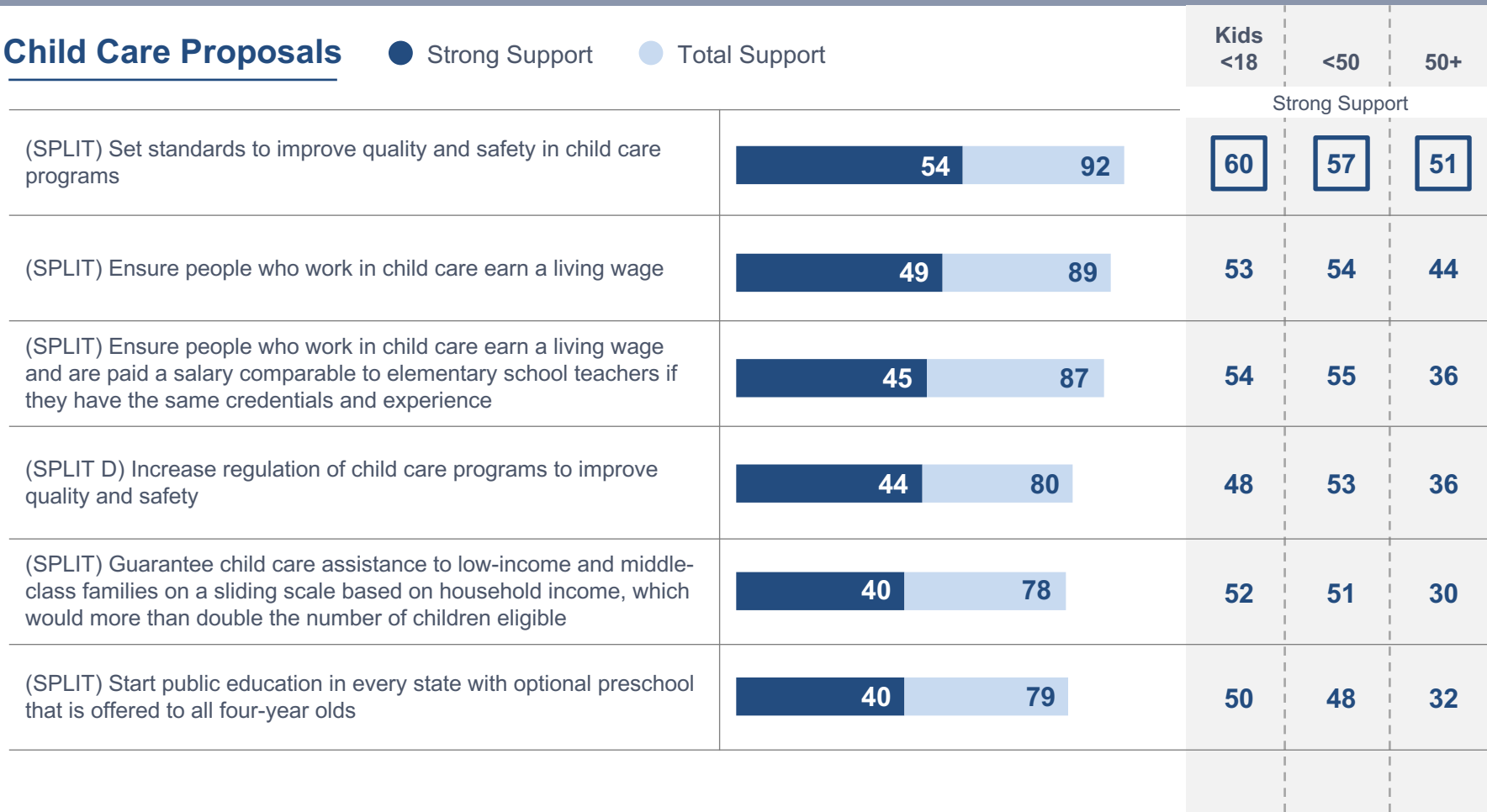


# Proposals Focused On Safety And A Living Wage Are Most Popular

Figure 8

## Child Care Proposals

● Strong Support    ● Total Support

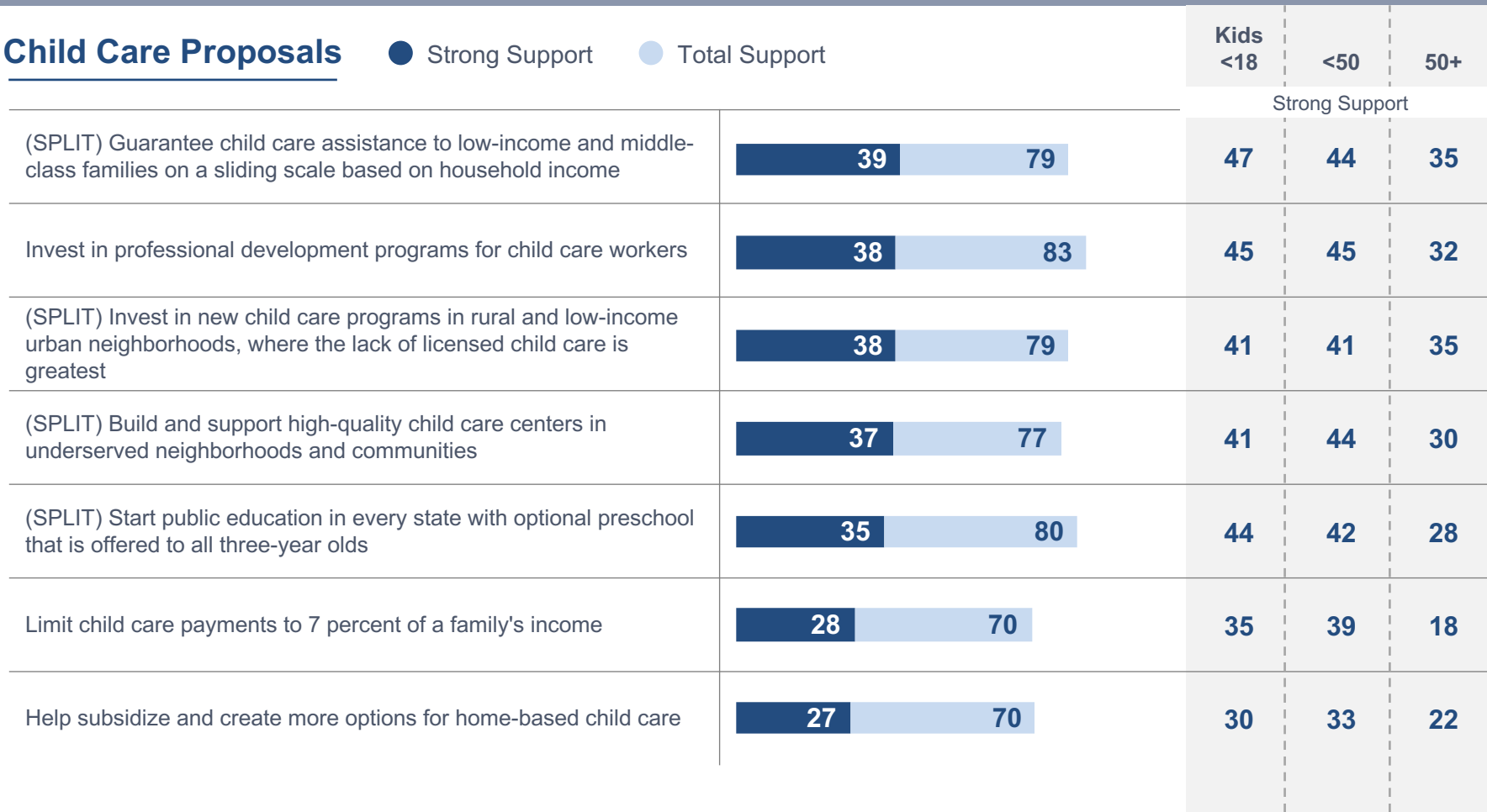


# Support For Home-Based Care Options And An Income Cap Is More Mild

Figure 9

## Child Care Proposals

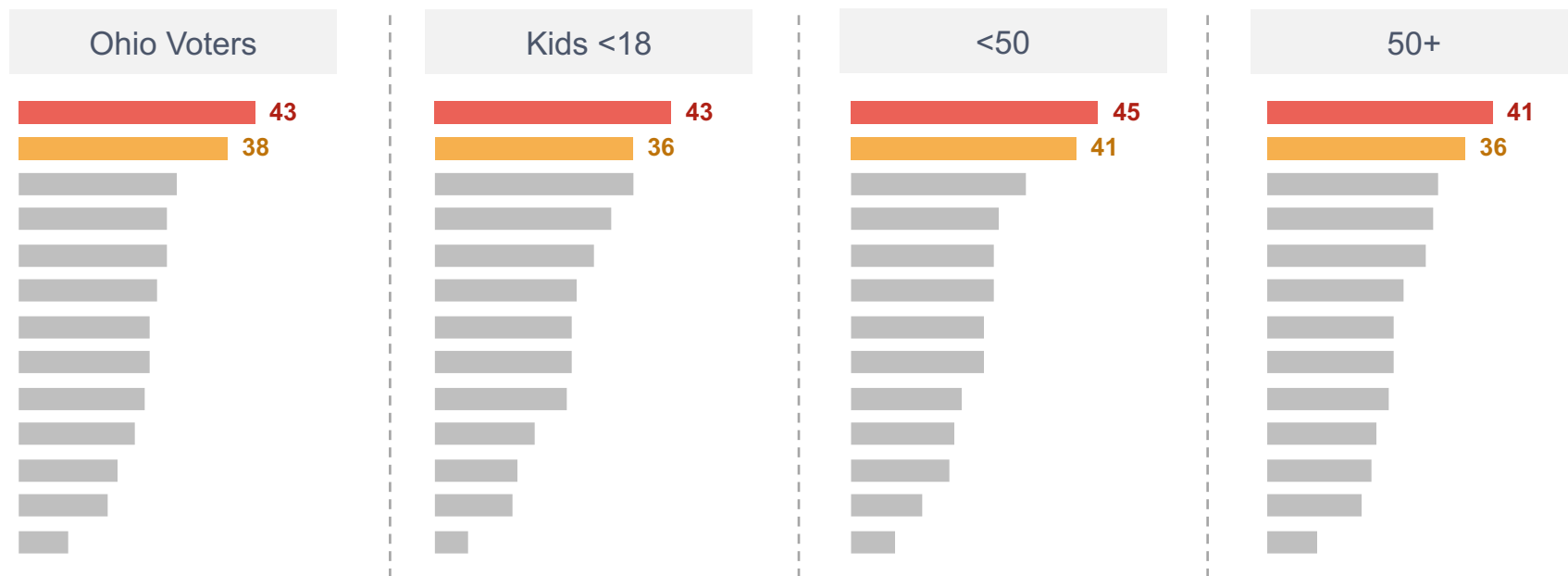
● Strong Support    ● Total Support



## 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.

63

61

58

69

61

69

61

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.**

37

39

42

31

39

31

39



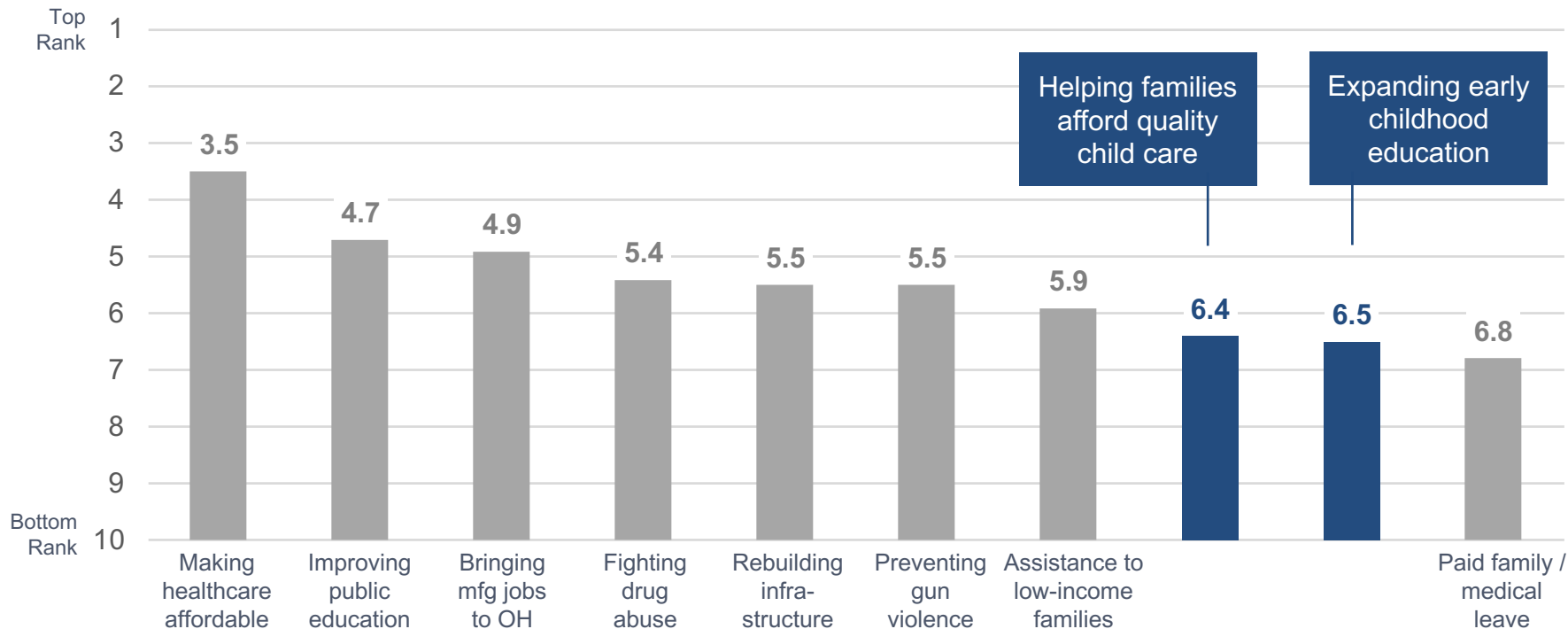
## Prioritizing Child Care

# 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	<50	50+	Dem	Ind	GOP
Our public policies should be designed to help families afford the costs of child care and early learning.	65	74	75	55	79	66	49
Helping people afford child care or early learning is not the role of our state government.	35	26	25	45	21	34	51

	Total	Kids <18	<50	50+	Dem	Ind	GOP
Our public policies should be designed to help families afford the costs of child care and early learning.	45	46	55	36	56	44	33
Helping people afford child care or early learning would be great, but we have other more important priorities in our state budget right now.	55	54	45	64	44	56	67

# 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	<50	50+	Dem	Ind	GOP
61	68	66	57	75	64	44
39	32	34	43	25	36	56



# 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	<50	50+
Governor and state legislature	44	47	49	40
Local government	41	45	47	35
Private employers	32	31	24	40
Non-profit organizations	29	22	26	31
Congress	18	20	20	17



**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, 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.

## Racial and Economic Justice



Most compelling



Somewhat Compelling



Mixed Opinion

Important to  
parents.

**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

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.

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

Figure 25

Top Tier	Ohio 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>
	Macro Economic Impact	55	33	39	35
	Child Care Workforce	54	34	37	34
	Bright Future	51	35	36	38
	Affordability	53	30	39	35
	Personal Economic Impact	54	32	34	32
	Impact on Women	52	31	32	29
	Racial and Economic Justice	44	26	29	29

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?

# Economic, Affordability And Bright Future Messaging Works With Parents

Figure 26

Top Tier	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>
	Macro Economic Impact	66	43	45	43
	Affordability	62	35	46	41
	Personal Economic Impact	65	35	40	37
	Bright Future	59	40	40	38
	Child Care Workforce	62	36	41	33
	Racial and Economic Justice	53	36	33	39
	Impact on Women	55	34	37	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?

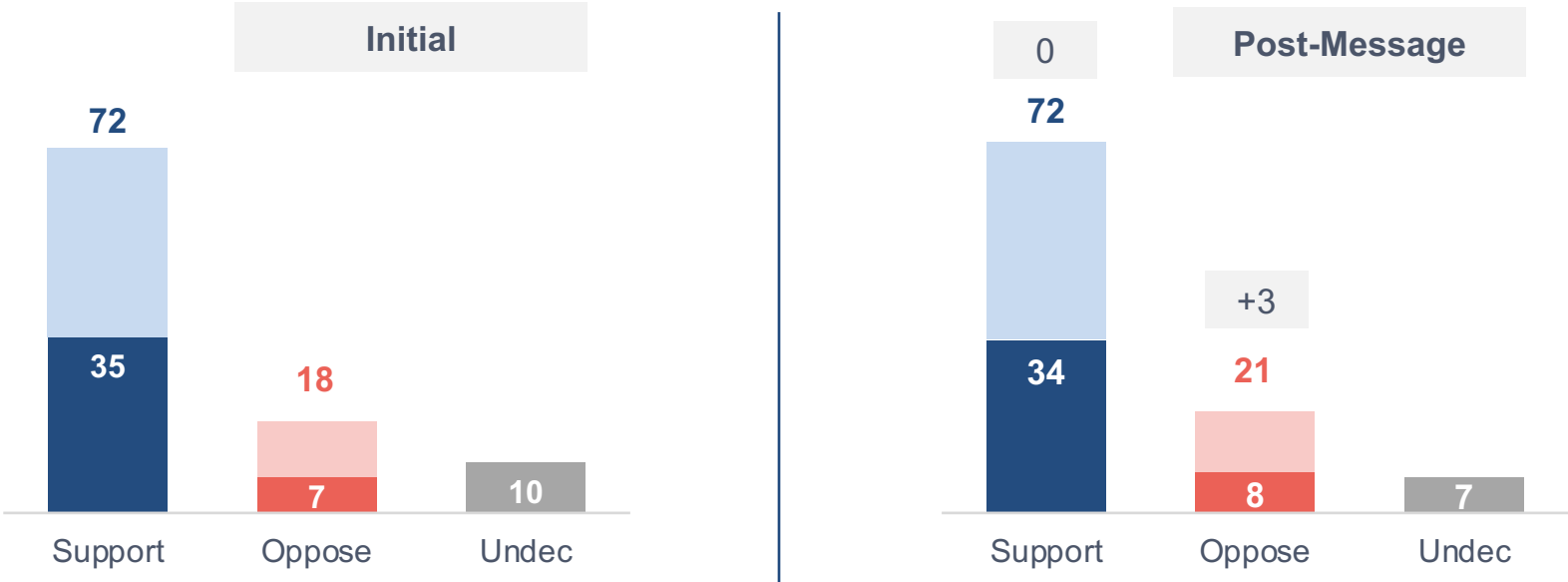
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On a scale of 0 to 10, how much does this statement give you information that you feel is important to make an informed decision on this issue?

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	-4 Support	+4 Oppose	<50 Change	-3 Support	+4 Oppose	50+ Change	+3 Support	0 Oppose
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# Broad Majority More Likely To Support Candidates Supporting Increased Funding

Figure 28

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

● Less likely



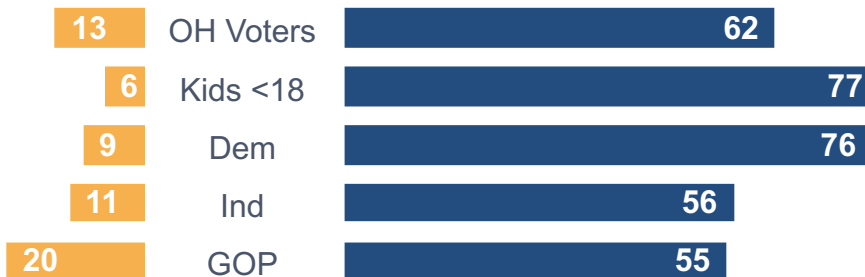
More likely to vote for candidate who supports child care / early education

● More likely

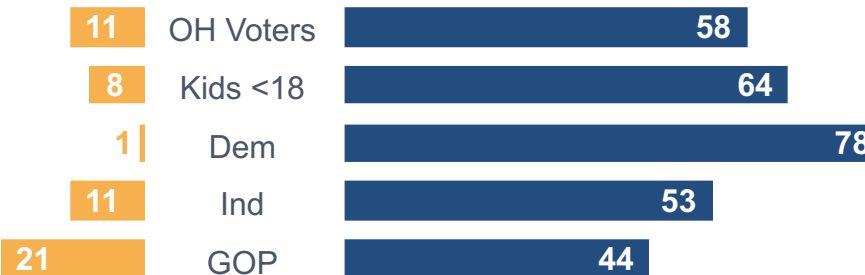
## Gov or State Leg Candidate

With  
Child Care  
Assistance

Works  
Better



Without  
Child Care  
Assistance



**g|b|a** strategies