

Child Care Research in Minnesota

Center for American Progress

July 2018

N=614 registered voters in Minnesota (N=176 Parents of Kids <18)

Conducted July 10-15, 2018 via online web panel

Margin of error = +/- 4.0 percentage points, smaller for subgroups

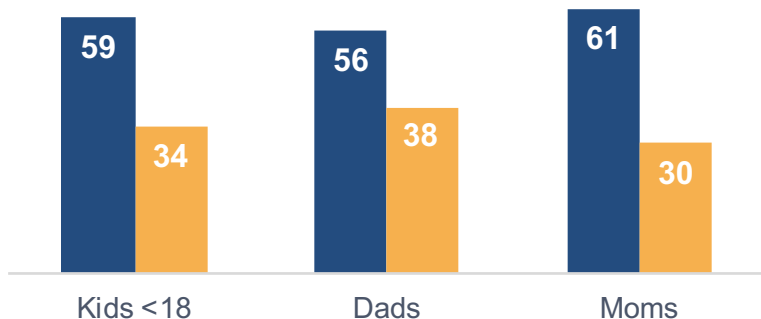
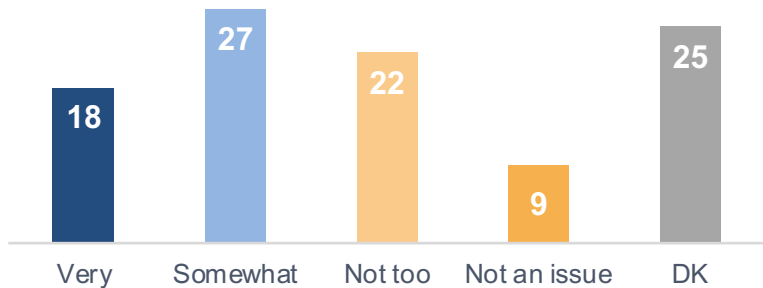


Child Care Environment

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?

45% Serious 31% Not Serious



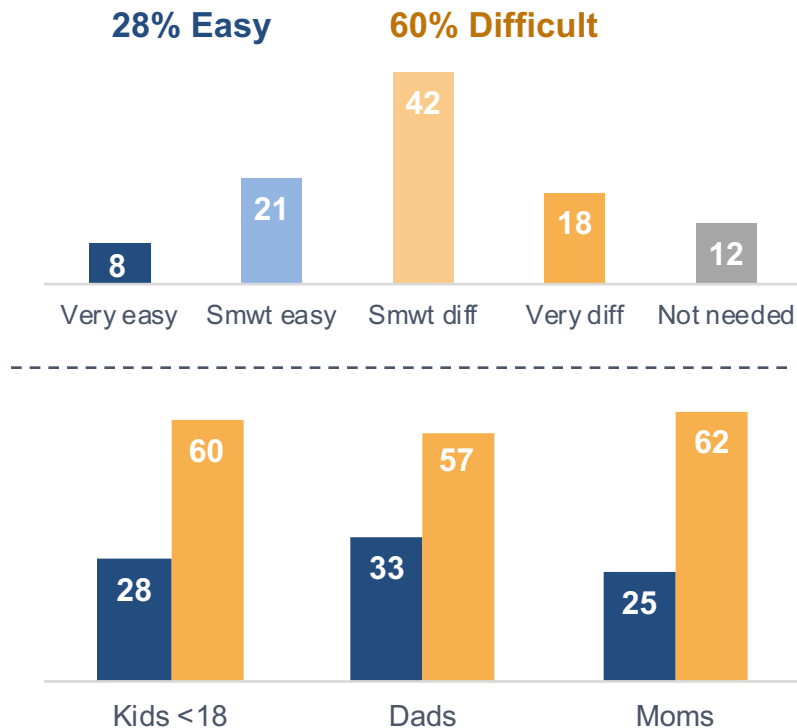
What makes finding quality, affordable child care a challenge in your area?



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?



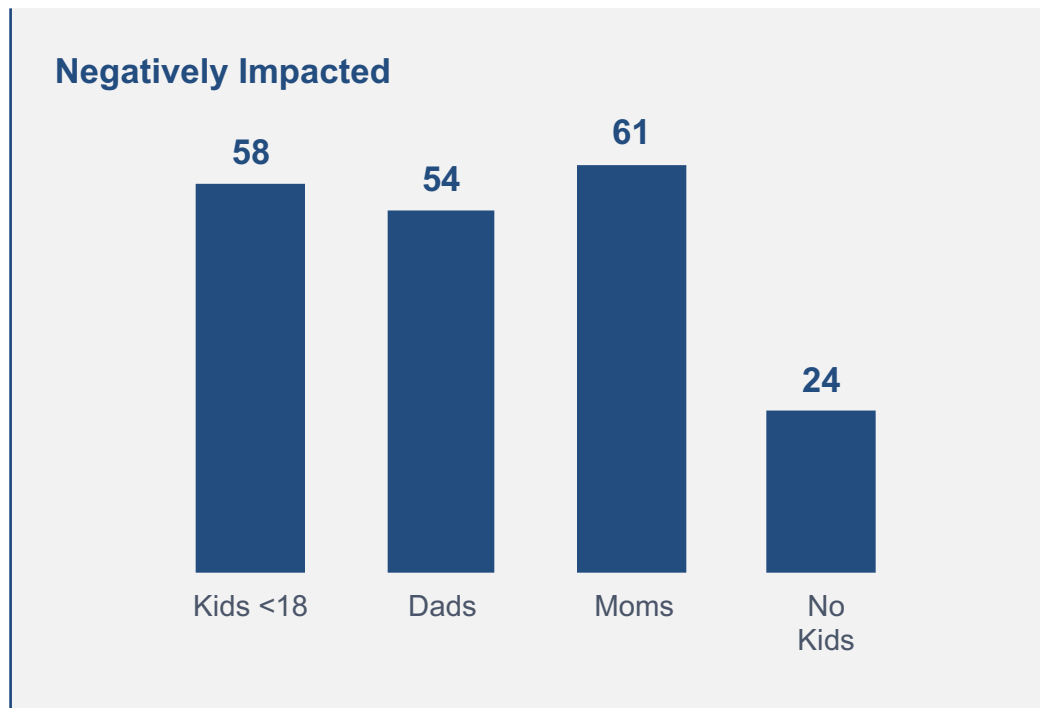
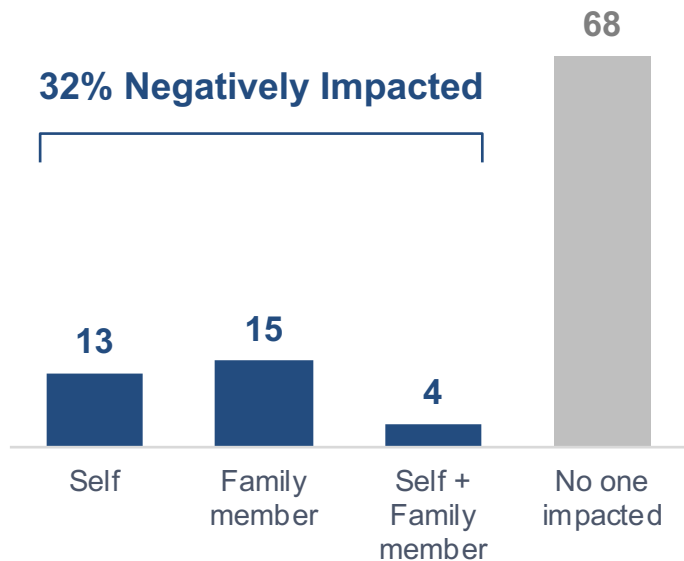
If you had access to more reliable and affordable child care, would you or your child's other parent take any of the following steps in relation to employment and work?

	Kids <18	Dads	Moms
Ask for more hours at work	30	32	28
Look for a higher paying job	28	36	22
Seek additional education or training for your career	24	16	31
Look for a different job that interests you more	23	24	23
Seek a promotion or more responsibility at work	20	21	19
If currently not working, look for a job in the first place	18	16	20
None of the above	27	28	26

A Third 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?





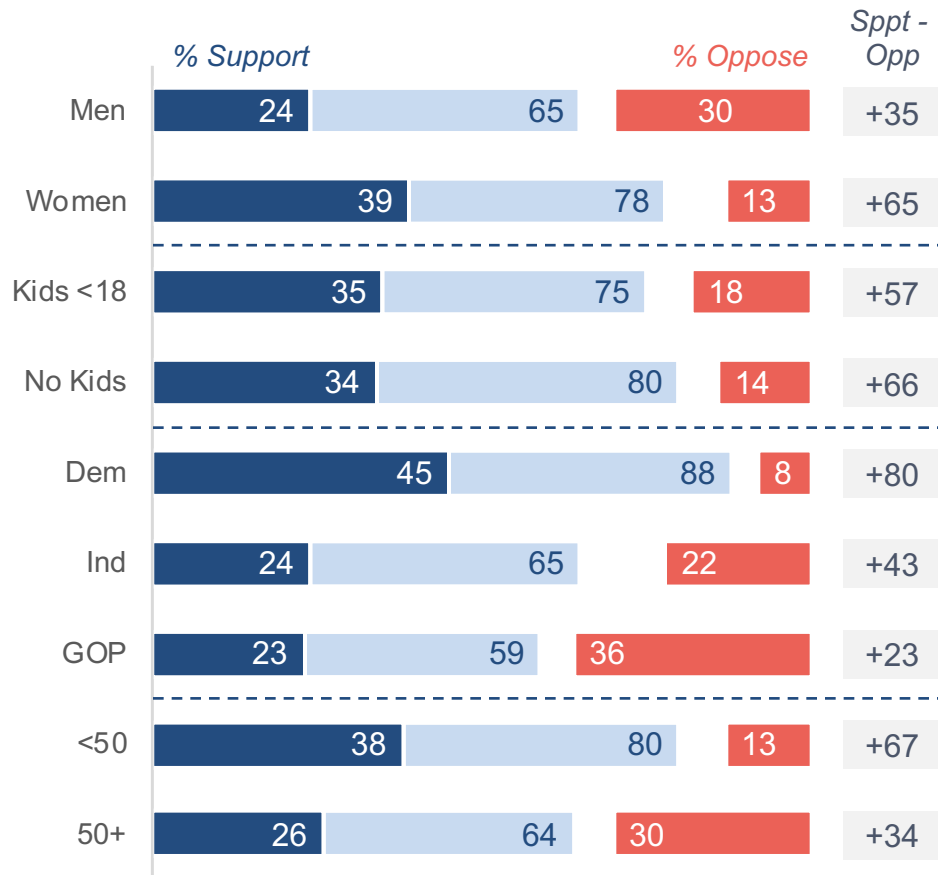
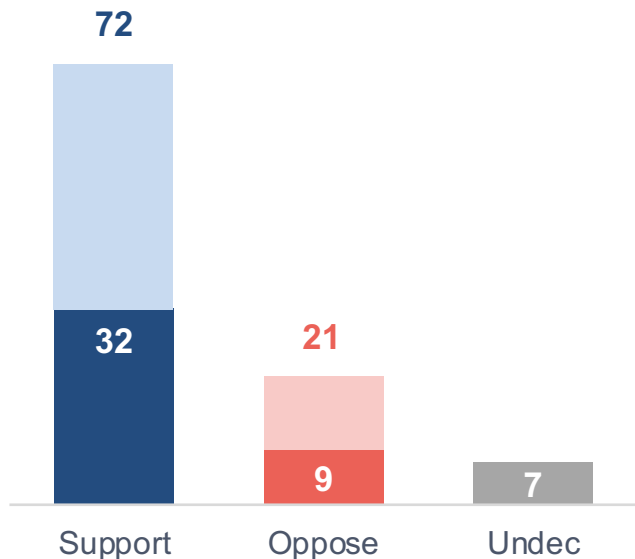
Child Care Support

Funding Child Care And Early Education Receives Wide Support Across Groups

Figure 6

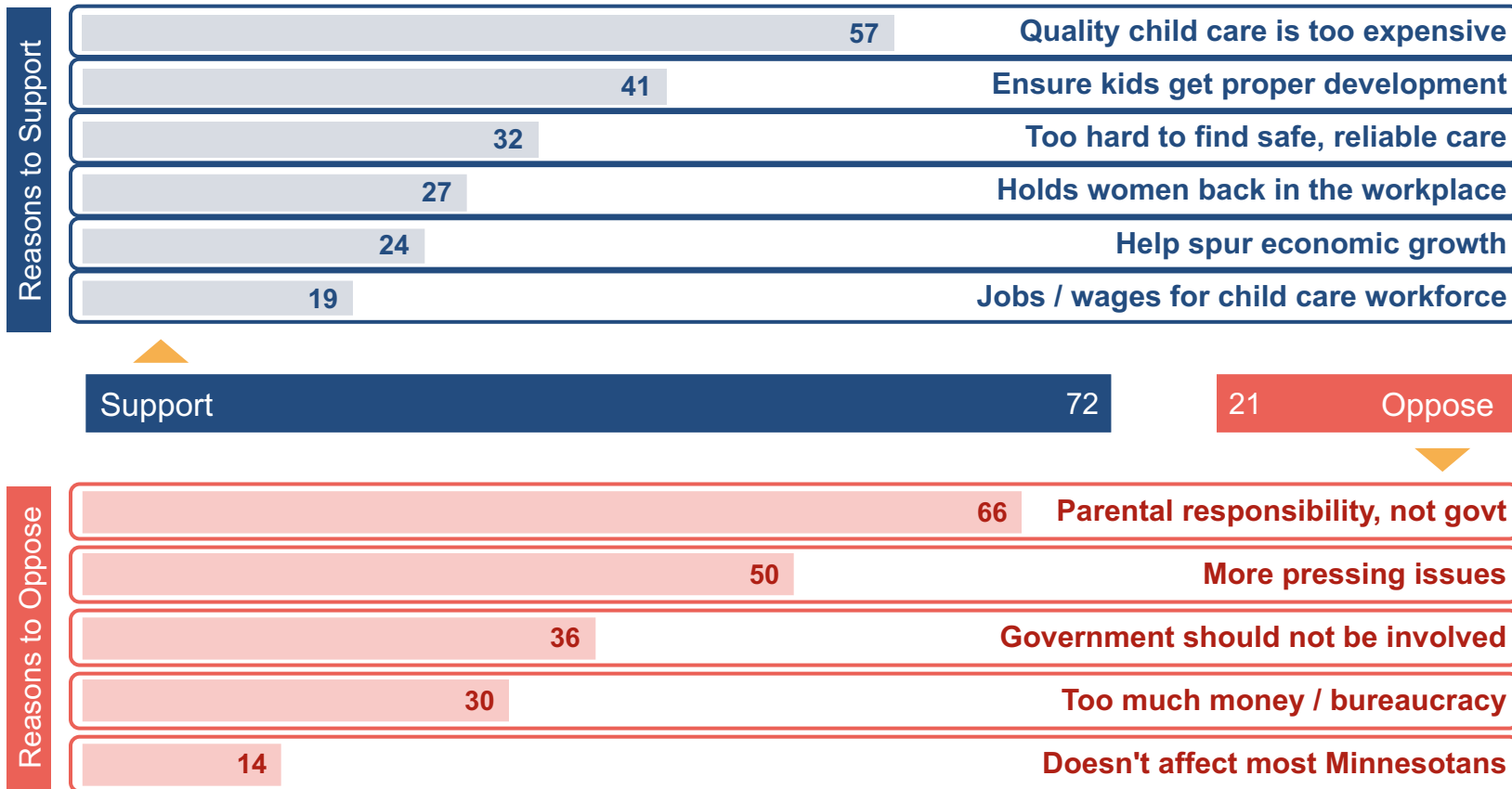
Efforts in the state legislature to increase Child Care / Early Education Funding

Darker shade = Stronger intensity



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

Figure 7

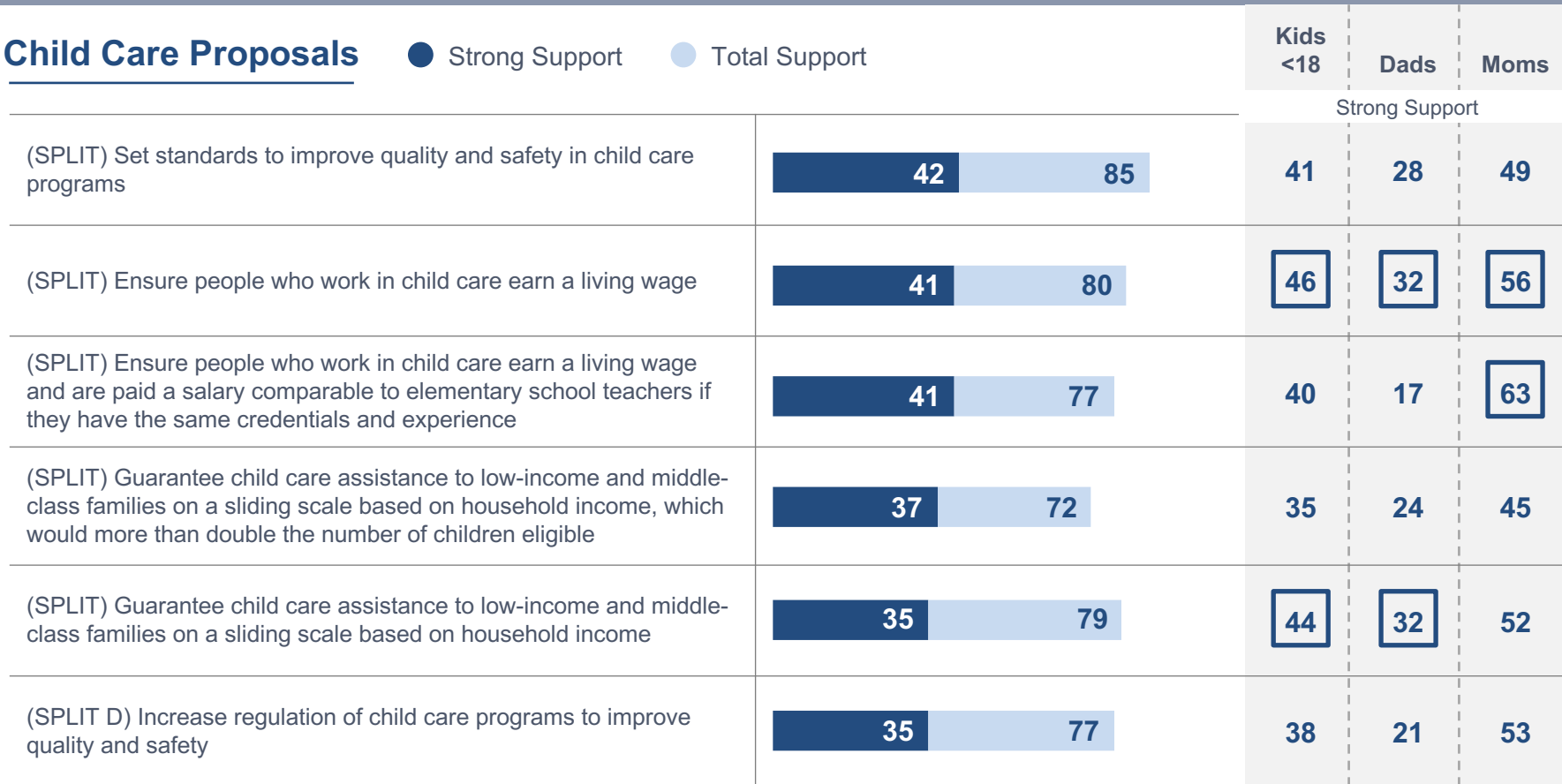


Proposals Focused On Safety, Wages, Guaranteed Assistance Are Most Popular

Figure 8

Child Care Proposals

● Strong Support ● Total Support

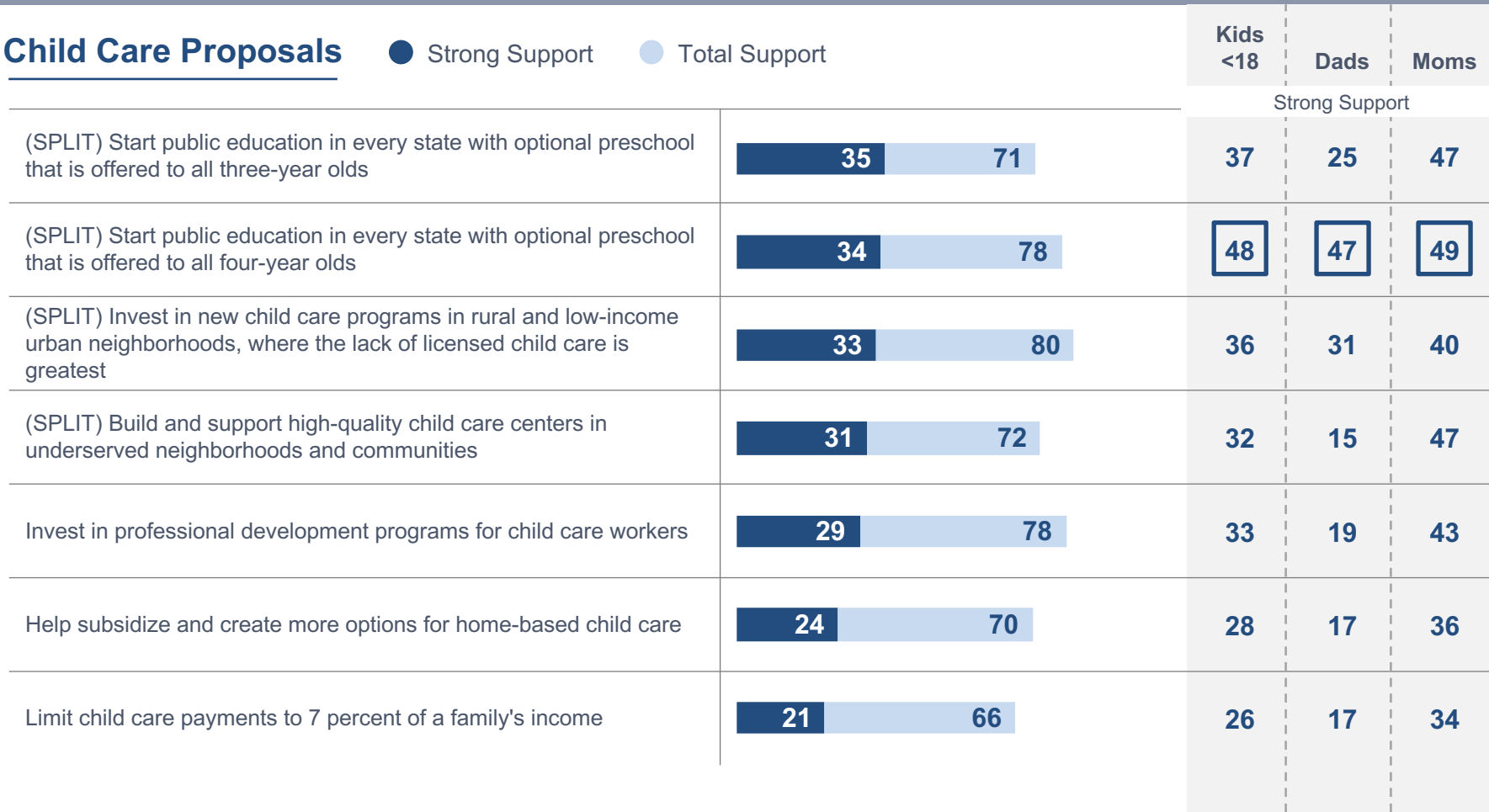


Support For Home-Based Care Options And An Income Cap Is More Mild

Figure 9

Child Care Proposals

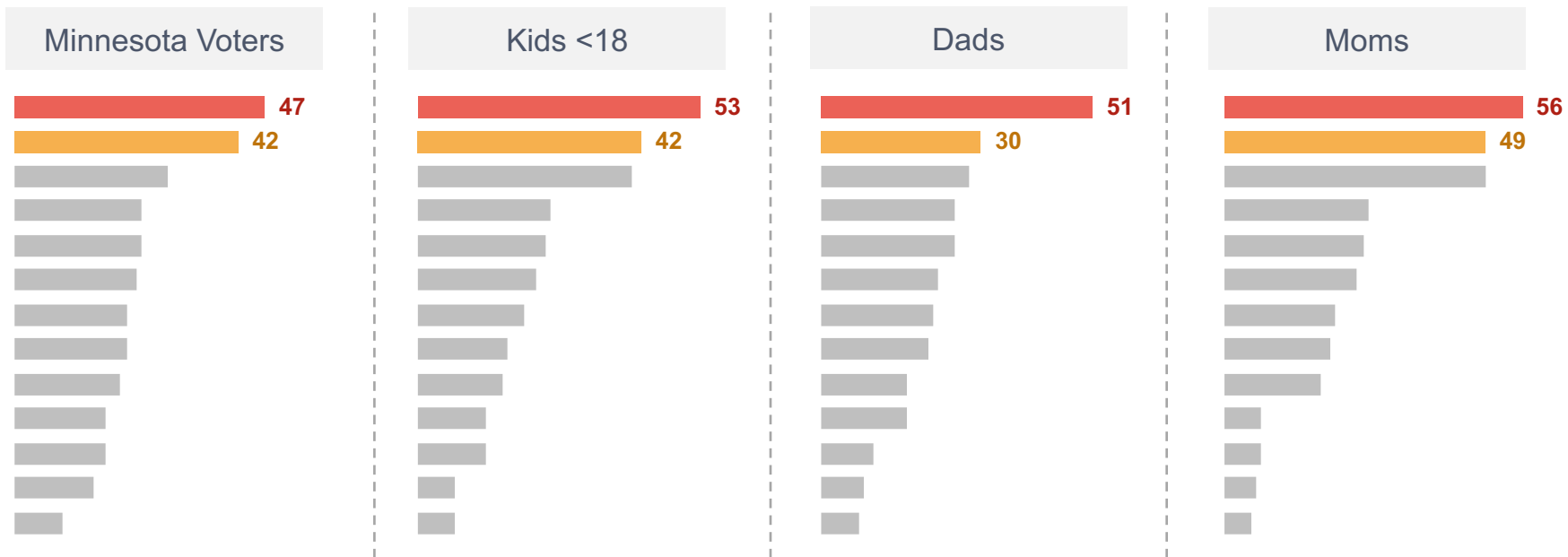
● Strong Support ● Total Support



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	Dads	Moms	Dem	Ind	GOP
<p>Child care assistance and expanded access to early childhood education should be universal so that all families can benefit from these critical programs.</p>	67	69	64	73	61	78	67
<p>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.</p>	33	31	36	27	39	22	33



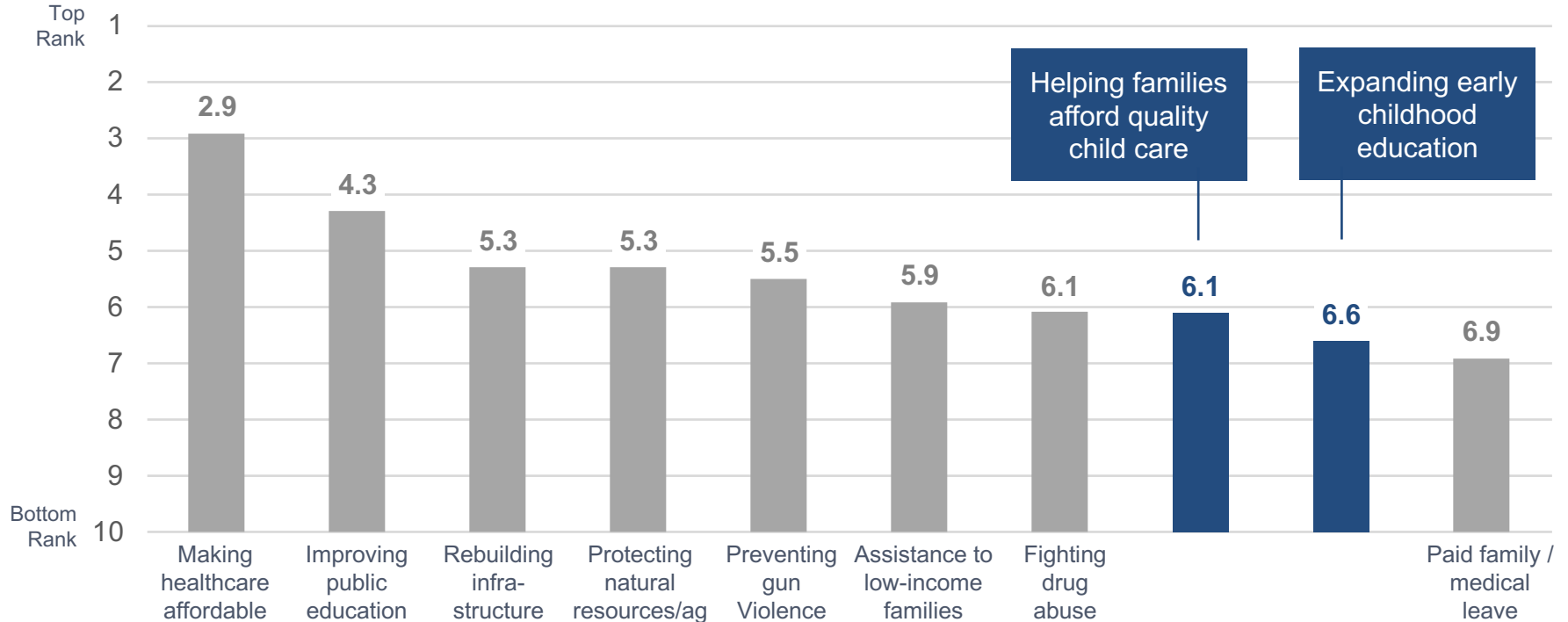
Prioritizing Child Care

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	Dads	Moms	Dem	Ind	GOP
Our public policies should be designed to help families afford the costs of child care and early learning.	58	58	54	61	81	55	36
Helping people afford child care or early learning is not the role of our state government.	42	42	46	39	19	45	64

	Total	Kids <18	Dads	Moms	Dem	Ind	GOP
Our public policies should be designed to help families afford the costs of child care and early learning.	43	48	42	51	56	40	27
Helping people afford child care or early learning would be great, but we have other more important priorities in our state budget right now.	57	52	58	49	44	60	73

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	Dads	Moms	Dem	Ind	GOP
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.	64	62	59	65	77	63	49
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.	36	38	41	35	23	37	51

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	Dads	Moms
Governor and state legislature	46	55	51	58
Local government	36	38	24	48
Private employers	31	28	36	23
Non-profit organizations	22	13	15	11
Congress	19	22	19	24



Messaging

Macro Economic Impact

● Most compelling ● Somewhat Compelling ● Mixed Opinion

A strong negative with non-parents.

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.

Works better with 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

Important to 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 Economic Messaging Rises To The Top

Figure 25

Minnesota 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	57	29	38	33
	Child Care Workforce	55	28	34	34
	Personal Economic Impact	51	31	35	32
	Macro Economic Impact	53	30	31	30
	Bright Future	44	28	32	31
	Impact on Women	47	23	25	24
	Racial and Economic Justice	40	23	26	25

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 Message Themes Work 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	Affordability	65	33	36	40
	Macro Economic Impact	60	36	28	32
	Personal Economic Impact	56	36	38	33
	Child Care Workforce	57	29	38	35
	Bright Future	49	31	35	35
	Impact on Women	54	30	27	28
	Racial and Economic Justice	47	24	20	25

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?

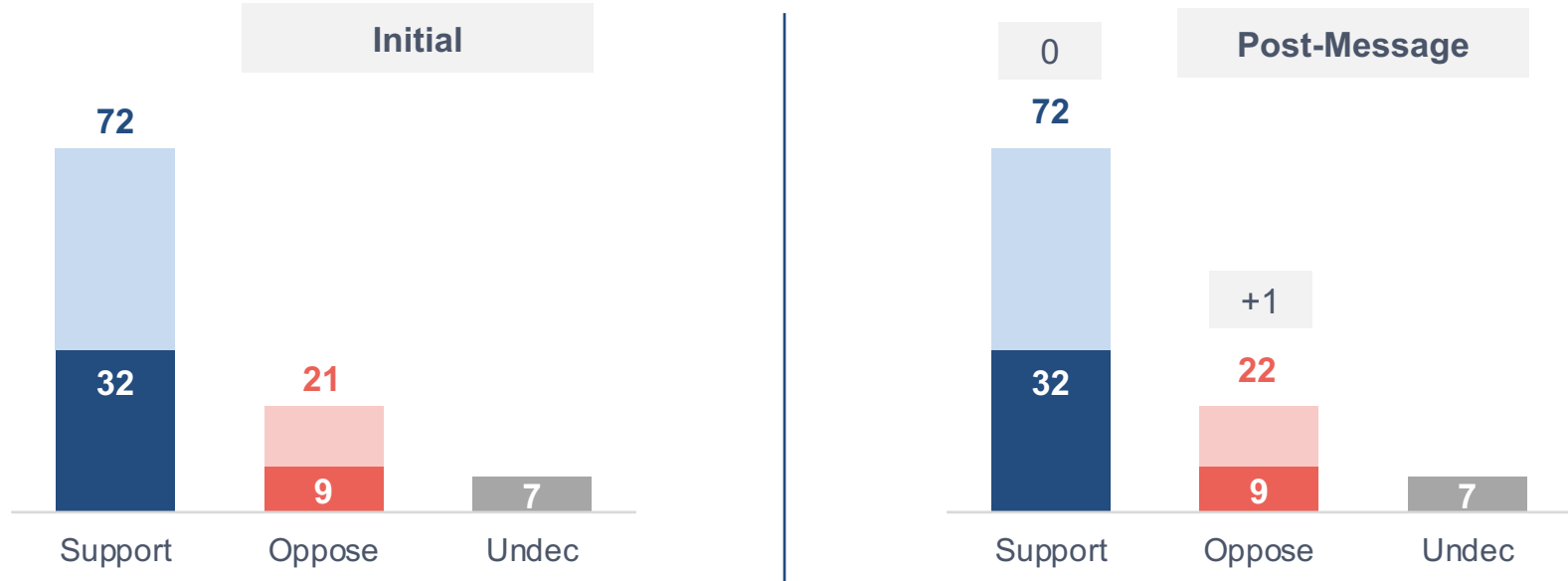
On a scale of 0 to 10, how important is the information in this statement to you personally?

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	0 Oppose	Dads Change	-4 Support	+2 Oppose	Moms Change	+4 Support	-3 Oppose

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

15 MN Voters 60

21 Men 49

10 Women 70

4 Dem 83

17 Ind 50

27 GOP 40

11 Kids <18 64

12 No Kids 67

g|b|a strategies