PRESENTED BY:

SURVEY OF 801 COUNTY VOTERS
6 FOCUS GROUPS WITH PARENTS

JANUARY 2022

VOTER OPINIONS AND PARENT CONVERSATIONS ON CHILD CARE & EARLY LEARNING PROGRAMS

LOS ANGELES COUNTY

SURVEY OF 801 COUNTY VOTERS
6 FOCUS GROUPS WITH PARENTS
METHODOLOGY

➢ Online survey with 801 completes sourced from an opt-in panel.
➢ Respondents required to reside in Los Angeles County, be aged 18+ years, and have voted in the 2020 Presidential election (this criteria was used as a proxy to identify active voters versus persons who are registered but rarely or never vote).
➢ Fieldwork conducted December 14–30, 2021.
➢ Survey offered in English and Spanish.
➢ Percentages in this report have been weighted to approximate the distribution of residents in Los Angeles County per estimates in the U.S. Census Bureau American Community Survey 2020.
➢ Factors incorporated in the weighting scheme included: age, gender identity, race/ethnic identity, household income, and presence of children <18 years old in the household.
➢ Survey sample error is ± 3.5%.
### CHARACTERISTICS OF SURVEY RESPONDENTS

#### AGE
- 18 – 24: 16%
- 25 – 34: 25%
- 35 – 44: 19%
- 45 – 54: 15%
- 55 – 64: 11%
- 65+: 12%

#### GENDER IDENTITY
- Female: 50%
- Male: 49%
- Non-binary: 1%

#### HOUSEHOLD INCOME
- <$35,000: 27%
- $35,000 - $99,999: 45%
- $100,000+: 27%

#### CHILDREN
- Parents: 63%
- Non-parents: 37%

#### RACE/ETHNIC IDENTITY
- Asian, Asian Indian or Pacific Islander: 15%
- Black or African American: 8%
- Hispanic or Latino: 48%
- White or Caucasian: 26%
- Other: 3%

#### LIVING SITUATION
- Doesn’t live with spouse/partner: 52%
- Lives with spouse/partner: 48%

#### POLITICAL PARTY AFFILIATION
- Democrat: 58%
- Independent: 18%
- Republican: 16%
- Green/Libertarian/Other: 4%
- None/Non-partisan: 4%

#### SUPERVISORIAL DISTRICT (count)
- District 1: 144
- District 2: 157
- District 3: 163
- District 4: 162
- District 5: 175
EXECUTIVE SUMMARY

Support for Public Funding of Child Care: Half of County voters Strongly Support greater public funding to ensure all families have access to affordable child care, and 90% Strongly or Somewhat Strongly Support greater public funding for child care.

Half also Strongly Agree local government should support the creation of quality child care facilities, and 86% Strongly or Somewhat Agree.

Opinions Explain Support for Funding: Reasons for support of greater public funding may result from voters' opinions of child care in the County:

- Majority (80%) think it's Somewhat or Very Difficult to find affordable child care in Los Angeles County.
- Most voters (79%) say limited child care opportunities for working parents is a Very or Somewhat Serious problem in the County.
- Half believe access to affordable child care has worsened in the past year for both low-income families (55%) and Black & Latino families (48%).
EXECUTIVE SUMMARY

STATUS OF YOUNG CHILDREN & FAMILIES

➢ Health & Welfare of Children Over Time: More than half (56%) of voters believe the health and welfare of young children is Getting Worse Over Time; just 21% say it’s Getting Better Over Time.

➢ Lack of Local Government Support: Over half of voters think the local government provides Poor or No Support to families who are low-income (57%), single-parent (54%), or headed by parents with limited English skills (53%).

➢ Opinions Reflect Issues Viewed as Serious: Opinions on the top contributors to the healthy development of young children coincides with what voters view as the most serious problems for the County:

➢ Medical care for mothers while pregnant (71%) and after birth (72%) are top contributors, but 76% say access to medical care for Black & Latino mothers is a Very or Somewhat Serious problem.

➢ Sufficient nutrition/food security (62%) and stable & safe living space (62%) are important, but affordable housing/homelessness and crime & violence are Very or Somewhat Serious problems (92% on both issues).
EXECUTIVE SUMMARY

**Support for Public Funding of Early Learning:** Half of county voters **Strongly Support** greater public funding to ensure all children have access to preschool/early learning programs, and 90% Strongly or Somewhat Strongly support greater public funding.

- Half also **Strongly Agree** local government should fund free preschool for all children, and 82% Strongly or Somewhat Agree.

**Opinions Explain Support for Funding:** Reasons for support of greater public funding may result from voters' opinions of preschool/early learning programs in the County:

- Majority (83%) think it's **Somewhat or Very Difficult** to find affordable preschool/early learning programs in Los Angeles County.

- Most voters (85%) **Strongly or Somewhat Agree** that access to early childhood learning experiences prevents later issues in life.

- Lower educational outcomes for Black & Latino children is considered a **Very or Somewhat Serious** problem by 85% of voters.
SUPPORT FOR PUBLICLY FUNDED CHILD CARE & EARLY LEARNING PROGRAMS

- FUNDING TO ENSURE ALL FAMILIES HAVE ACCESS TO AFFORDABLE CHILD CARE
- FUNDING TO ENSURE ALL CHILDREN HAVE ACCESS TO PRESCHOOL & EARLY LEARNING
- PUBLICLY FUNDED CHILD CARE & PRESCHOOL PROGRAMS FOR ALL CHILDREN: IF THE REVENUE COMES FROM...
- LIKELIHOOD TO VOTE FOR A PERSON RUNNING FOR LOCAL GOVERNMENT OFFICE: IF THEY...
Q15. How much do you support greater public funding to ensure all families have access to affordable and quality child care, regardless of income?

**SUPPORT FOR GREATER PUBLIC FUNDING TO ENSURE ALL FAMILIES HAVE ACCESS TO AFFORDABLE CHILD CARE**

- **Strong Support for Public Funding:** Half (54%) of County voters **Strongly Support** greater public funding of child care.

- **Majority Agree on Some Level of Support:** In total, 90% **Somewhat or Strongly Support** greater public funding of child care.

- **Stronger Support Tied to Parents & Democrats:** Subpopulations significantly more likely to **Strongly Support** greater public funding of child care:
  - Parents (61% vs. 49% of non-parents).
  - Democratic party affiliated (61% vs. 34% for Republican party affiliated).
Q20: How much do you support greater public funding to ensure all children have access to preschool and early childhood learning, regardless of income?

- **Strong Support of Public Funding**: Half (53%) of County voters **Strongly Support** greater public funding of preschool and early learning programs.

- **Majority Show Some Level of Support**: In total, 90% **Somewhat or Strongly Support** greater public funding of preschool and early learning programs.

- **Stronger Support Tied to Parents & Democrats**: Subpopulations significantly more likely to **Strongly Support** greater public funding of preschool and early learning programs:
  - Parents (59% vs. 49% of non-parents).
  - Democratic party affiliated (63% vs. 31% for Republican party affiliated).
SUPPORT FOR PUBLICLY FUNDED CHILD CARE & PRESCHOOL FOR ALL CHILDREN: IF THE REVENUE CAME FROM...

➢ **Majority Support Funding Via Taxing Top Earners:** Strong support for public funding of child care and preschool if the revenue came from increased income taxes on wealthy persons (79%) or large corporations (78%).

➢ **Support for Taxing Wealthy Tied to Demographics:** Subpopulations significantly more likely to support increased tax on wealthy persons:
   - Lower income <$35K (84%), Democratic party affiliated (90%), Black/African Americans (85%) and Latinos (83%).

➢ **Support for Taxing Corporations Tied to Demographics:** Subpopulations significantly more likely to support increased tax on large corporations:
   - Lower income <$35K (84%) and Democratic party affiliated (87%).

➢ **Taxing Support and Parental Concerns:** Parents are more likely to support sales taxes on cigarettes, alcohol or cannabis than non-parents (77% vs. 70%).
Q13. How likely are you to vote for a person running for a local government office: if they…?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Somewhat likely</th>
<th>Very likely</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritize job creation and programs to improve the economy</td>
<td>34%</td>
<td>53%</td>
<td>87%</td>
</tr>
<tr>
<td>Work to ensure all families have equal access to preschool and early childhood learning</td>
<td>39%</td>
<td>46%</td>
<td>85%</td>
</tr>
<tr>
<td>Support creation of affordable housing for homeless families</td>
<td>30%</td>
<td>54%</td>
<td>84%</td>
</tr>
<tr>
<td>Prioritize more health, nutrition and social services for families with young children</td>
<td>35%</td>
<td>49%</td>
<td>84%</td>
</tr>
<tr>
<td>Work to ensure all families have equal access to quality child care</td>
<td>36%</td>
<td>48%</td>
<td>84%</td>
</tr>
<tr>
<td>Support a living wage and benefits for child care workers and early childhood educators</td>
<td>33%</td>
<td>50%</td>
<td>83%</td>
</tr>
<tr>
<td>Fight for racial justice</td>
<td>28%</td>
<td>53%</td>
<td>81%</td>
</tr>
<tr>
<td>Support a system of publicly funded child care and preschool programs for all children under age 5</td>
<td>37%</td>
<td>43%</td>
<td>80%</td>
</tr>
</tbody>
</table>

- **Voters Unaffected by Candidates Stance:** Very little difference in how a candidate’s stance on selected issues would impact voters’ decisions in terms of **Very or Somewhat Likely to Vote**.

- **Children’s Issues Not As Impactful:** Looking only at the **Very Likely to Vote** response, most issues related to very young children rank lower including:
  - Support a system of publicly funded child care and preschool programs for all children under age 5 (43%).
  - Work to ensure all families have equal access to preschool and early childhood learning (46%).
  - Work to ensure all families have equal access to quality child care (48%).

- **Democrats Have Stronger Leanings:** In general, Democratic party affiliated are significantly more likely to vote for a person if they support any of these issues.
PERCEPTIONS OF YOUNG CHILDREN & FAMILIES IN LOS ANGELES COUNTY

- PERCEIVED SERIOUSNESS OF SELECTED PROBLEMS IN LOS ANGELES COUNTY
- WHAT HAS BECOME WORSE FOR LOW INCOME AND BLACK & LATINO FAMILIES IN PAST YEAR
- EASE OF FINDING AFFORDABLE CHILD CARE & PRESCHOOL/EARLY LEARNING PROGRAMS
- HOW WELL LOCAL GOVERNMENT IS SUPPORTING HEALTHY DEVELOPMENT OF CHILDREN
EASE OF FINDING AFFORDABLE CHILD CARE & AFFORDABLE PRESCHOOL/EARLY LEARNING PROGRAMS

➢ Majority Agree on Affordability: Majority of voters think it’s Somewhat or Very Difficult to find affordable child care (80%).

➢ Decrease in Accessibility Tied to Income & Race: Subpopulations more likely to say it’s Very Difficult to find affordable child care:
  ➢ Lower income <$35K (39% vs. 29% overall).
  ➢ Black/African Americans (39% vs. 29% overall).

➢ Majority Agree on Lack of Access to Programs: Majority also think it’s Somewhat or Very Difficult to find affordable preschool/early learning programs (83%).

➢ Access to Programs Tied to Income & Race: Subpopulations significantly more likely to say it’s Very Difficult to find affordable preschool/early learning programs:
  ➢ Lower income <$35K (31% vs. 22% overall).
  ➢ Democratic party affiliated (27% vs. 16% for all other parties combined).
PERCEIVED SERIOUSNESS OF SELECTED PROBLEMS IN LOS ANGELES COUNTY

<table>
<thead>
<tr>
<th>Problem</th>
<th>Somewhat Serious</th>
<th>Very Serious</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable housing / Homelessness</td>
<td>26%</td>
<td>66%</td>
<td>92%</td>
</tr>
<tr>
<td>Crime &amp; violence</td>
<td>31%</td>
<td>61%</td>
<td>92%</td>
</tr>
<tr>
<td>Lower educational outcomes for Black &amp; Latino children</td>
<td>41%</td>
<td>44%</td>
<td>85%</td>
</tr>
<tr>
<td>Racism &amp; injustice</td>
<td>32%</td>
<td>48%</td>
<td>80%</td>
</tr>
<tr>
<td>Limited child care options for working parents</td>
<td>43%</td>
<td>36%</td>
<td>79%</td>
</tr>
<tr>
<td>Less access to nutritional food in Black &amp; Latino communities</td>
<td>36%</td>
<td>40%</td>
<td>76%</td>
</tr>
<tr>
<td>Less investment in Black &amp; Latino communities</td>
<td>41%</td>
<td>37%</td>
<td>78%</td>
</tr>
<tr>
<td>Access to medical care for Black &amp; Latino mothers</td>
<td>39%</td>
<td>37%</td>
<td>76%</td>
</tr>
<tr>
<td>Amount of funding for K-12 schools</td>
<td>43%</td>
<td>33%</td>
<td>76%</td>
</tr>
</tbody>
</table>

➢ **Top Problems for All:** Voters overall believe **Lower Educational Outcomes for Black & Latino Children** is a major problem in LA County, second only to Affordable Housing/Homelessness and Crime & Violence.

➢ **Other Serious Problems:** Limited **Child Care Options for Working Parents**, along with Racism & Injustice, are considered comparably less serious problems.

➢ **Perceived Problems by Voter Population:** Some are significantly more likely to view these problems as **Very Serious**:

- **Lower Income** (<$35K): All problems except child care.
- **Black/African Americans & Latinos:** All problems except Affordable Housing/Homelessness and Crime & Violence.
- **Persons Not Affiliated with the Republican Party** (e.g., Democrat, Libertarian, Independent): All problems except 1) Access to Medical Care for Black & Latino Mothers, 2) Amount of Funding for K-12 Schools, and 3) Crime & Violence.
WHAT HAS BECOME WORSE FOR LOW INCOME FAMILIES AND BLACK & LATINO FAMILIES IN THE PAST YEAR

➢ **Housing & Employment Are Top of Mind:** Voters clearly think Affordable Housing/Homelessness and Jobs/Employment have worsened over the past year for low-income families and Black & Latino families.

➢ **Affordable Child Care** and Safe & Crime-Free Communities also have worsened considerably, but to a lesser extent.

➢ **Job Market Perceived Worse by Low Income Voters:** Lower income (<$35K) are significantly more likely to say Jobs/Employment have worsened for Black & Latino families.

➢ **Political Leaning Affects Focus on Child Care:** Democratic party affiliated voters are significantly more likely to say both low-income families and Black & Latino families have experienced a decline in affordable child care.

1. Affordable Housing/Homelessness
2. Jobs/Employment
3. Affordable Child Care
4. Safe and Crime-Free Communities
5. Food Insecurity
6. Mental Health and Emotional Support
7. Affordable Medical Care
8. Positive Educational Outcomes for Children
9. None of the above

**Q29.** What do you think has gotten worse for low-income families over the past year? Select all that apply.

**Q30.** What do you think has gotten worse for Latino and African American families over the past year? Select all that apply.
Q27. In general, how well is your local government supporting the healthy development of young children from...?

**HOW WELL LOCAL GOVERNMENT IS SUPPORTING HEALTHY DEVELOPMENT OF CHILDREN: BY TYPE OF FAMILY**

- **Lack of Government Support:** Around half of LA County voters think the local government is providing **Poor or No Support to families** that are low-income (57%), single-parent (54%), or have parents with limited English skills (53%).

- **View of Support Lower for Certain Demographics:** Subpopulations significantly more likely to say the local government is providing **Poor or No Support** to low-income families:
  - Non-parents (62% vs. 49% of parents).
  - Democratic party affiliated (62% vs. 47% of Republican party affiliated).
OPINIONS ON WHAT YOUNG CHILDREN NEED TO THRIVE

- Access to child care and support of child care providers & facilities
- Access to preschool and support of early childhood educators
- Beliefs about the healthy development of young children
OPINIONS ON ACCESS TO CHILD CARE AND SUPPORT OF CHILD CARE PROVIDERS & FACILITIES

Q19. How much do you agree with these statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Somewhat Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child care providers should receive training and certification for their jobs</td>
<td>25%</td>
<td>66%</td>
<td>91%</td>
</tr>
<tr>
<td>Child care providers should be paid a living wage with benefits</td>
<td>38%</td>
<td>51%</td>
<td>89%</td>
</tr>
<tr>
<td>Local government should support the creation of quality child care facilities</td>
<td>36%</td>
<td>50%</td>
<td>86%</td>
</tr>
<tr>
<td>Access to affordable child care for all families is essential to a strong economy</td>
<td>38%</td>
<td>48%</td>
<td>86%</td>
</tr>
<tr>
<td>Access to quality, affordable child care is a social justice issue</td>
<td>37%</td>
<td>42%</td>
<td>79%</td>
</tr>
<tr>
<td>Families are personally responsible for child care; taxpayers should not be paying for it</td>
<td>34%</td>
<td>23%</td>
<td>57%</td>
</tr>
</tbody>
</table>

➢ **Strong Opinions of County Voters:** 66% Strongly Agree child care providers should receive training and certification for their jobs.

➢ **Importance of Living Wage:** Half (51%) Strongly Agree providers should be paid a living wage with benefits, significantly more among voters affiliated with the Democratic party (60%).

➢ **Child Care and Economic Strength:** Lower income (57%) and Democratic party affiliated (58%) Strongly Agree affordable child care is essential to a strong economy (vs. 48% overall).

➢ **Child Care Access & Social Justice:** Parents, in particular, Strongly Agree affordable child care is a social justice issue (48% vs. 39% for non-parents), as are Black/African American (50%) and Latino (48%) voters.
OPINIONS ON ACCESS TO PRESCHOOL AND SUPPORT OF EARLY CHILDHOOD EDUCATORS

- **Majority Agree on a Living Wage:** County voters **Strongly or Somewhat Agree** early childhood educators should be paid a living wage with benefits (94%) and receive training and certification for their jobs (90%).
  - Black/African Americans (69%) are significantly more likely to **Strongly Agree** early childhood educators should be paid a living wage.

- **Support for Public Funding:** Black/African Americans and Latinos are significantly more likely to **Strongly Agree** local government should fund free preschool for all children (56% and 61% vs. 49% overall).
  - Parents also are more likely to **Strongly Agree** that government should fund free preschool for all children (55% vs. 45% for non-parents).

<table>
<thead>
<tr>
<th>Statement</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early childhood educators should be paid a living wage, with benefits</td>
<td>37%</td>
<td>57%</td>
<td>94%</td>
</tr>
<tr>
<td>Early childhood educators should receive training and certification</td>
<td>27%</td>
<td>63%</td>
<td>90%</td>
</tr>
<tr>
<td>Access to early childhood learning experiences prevents issues later in</td>
<td>38%</td>
<td>47%</td>
<td>85%</td>
</tr>
<tr>
<td>life (e.g. drug use)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local government should fund free preschool for all children</td>
<td>33%</td>
<td>49%</td>
<td>82%</td>
</tr>
<tr>
<td>Access to preschool and early childhood learning is a social justice</td>
<td>38%</td>
<td>37%</td>
<td>75%</td>
</tr>
<tr>
<td>issue</td>
<td></td>
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</tbody>
</table>

Q23. How much do you agree with these statements?
Q24. In your opinion, what three things contribute most to the healthy development of young children? The parent or mother has affordable access to… Choose up to 3.

**Select the 3 things in this list you believe are most needed by mothers.**

- Medical care after birth: 72%
- Medical care while pregnant: 71%
- Paid family leave after child is born: 67%
- In-language services if English skills are limited: 27%
- In-home visits by nurses, etc., after child is born: 20%
- Birth coach or non-hospital birth methods: 12%
- None of these: 3%

**Majority Agree on Key Services Mothers Need:**
Overwhelming agreement on the top services to which mothers need affordable access for the healthy development of young children:
- Medical care after birth
- Medical care while pregnant
- Paid family leave after the child is born

**Support Across the Board:** No subpopulations indicated differing opinions.
Q25. In your opinion, what three things contribute most to the healthy development of young children? Child has or receives...

Select the 3 things in this list you believe are most needed by the child.

| Sufficient nutrition / Food security | 62% |
| Stable and safe living space | 62% |
| Regular medical checkups | 46% |
| Mental & emotional health services | 32% |
| Screening for learning disorders | 23% |
| Preschool starting at age 3 | 22% |
| Learning programs for infants and toddlers | 21% |
| Access to a computer and internet for remote learning | 14% |
| None of these | 2% |

➢ Majority Agree on Young Children’s Needs: Overwhelming agreement on the top needs of young children for healthy development:

- Sufficient Nutrition/Food Security
- Stable and Safe Living Space
- Regular Medical Checkups

➢ Priorities Shift for Non-Parents: The top three items did not differ for non-parents vs. parents, however:

- **Non-parents** put more emphasis on sufficient nutrition (65% vs. 57% for parents) and safe living space (66% vs. 54%).
- **Parents** put more emphasis on learning programs for infants & toddlers (27% vs. 18% for non-parents) and mental & emotional health services (39% vs. 28% for non-parents).
BELIEFS ABOUT THE HEALTHY DEVELOPMENT OF YOUNG CHILDREN: CARE FROM PROVIDERS & EDUCATORS WHO...

Select the 3 things in this list you believe are most needed by providers and educators.

- Are trained and certified to do their jobs effectively: 70%
- Work in facilities that are safe: 54%
- Are paid a living wage: 45%
- Have responsibility for a limited number of children: 45%
- Work in facilities designed for young children: 41%
- Receive paid time off: 19%
- None of these: 3%

➢ Majority Agree on Top Needs: Overwhelming agreement on the top needs of child care workers and early childhood educators for the healthy development of young children:
  - Trained and certified to do their jobs effectively
  - Work facilities that are safe

➢ Emphasis Shifts for Non-Parents:
The top two items did not differ for non-parents vs. parents, however:
  - Non-parents put more emphasis on training and certification (73% vs. 64% for parents).
  - Parents put more emphasis on facilities designed for young children (48% vs. 37% for non-parents).
THANK YOU