

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

PRESENTED BY:



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 $\pm 3.5\%$.

CHARACTERISTICS OF SURVEY RESPONDENTS

WEIGHTED PERCENTAGES

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

CHILD CARE

- **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

PRESCHOOL/EARLY LEARNING PROGRAMS

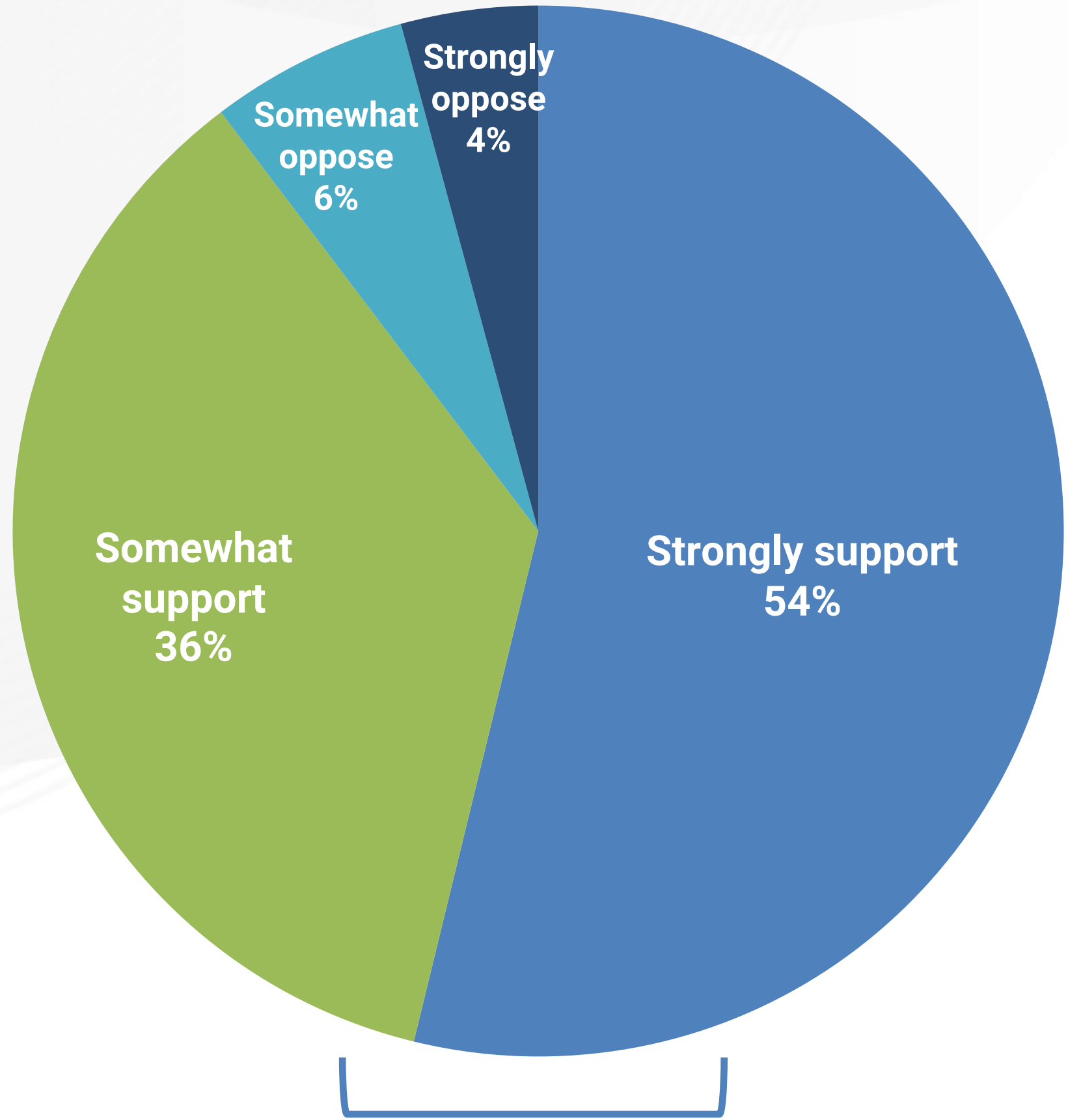
- **Support for Public Funding of Early Learning:** Half of county voters **Strongly Support** greater public funding to ensure all children have access to preschool/early learning programs, and 90% Strongly or Somewhat Strongly support greater public funding.
- Half also **Strongly Agree** local government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

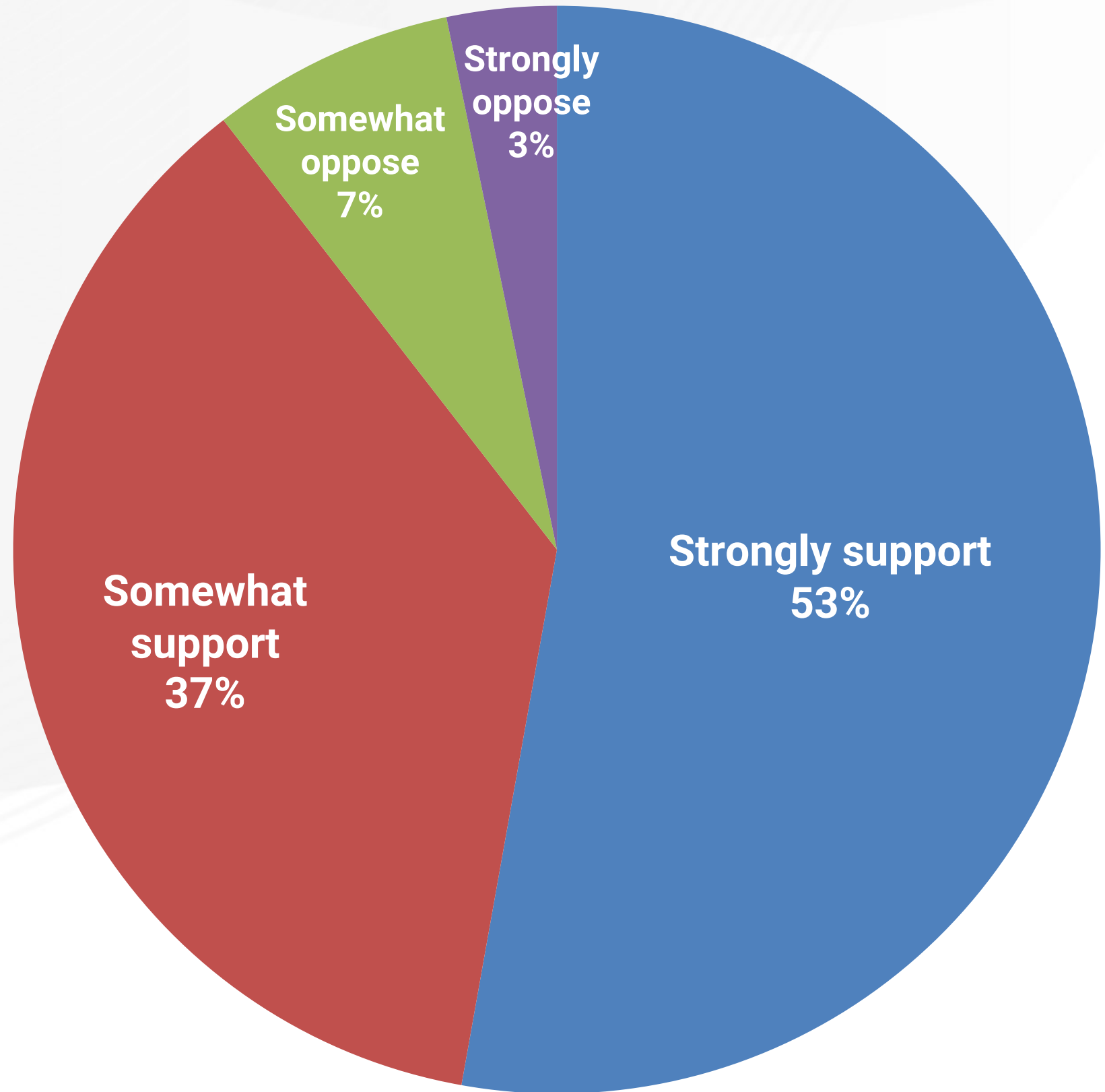
SUPPORT FOR GREATER PUBLIC FUNDING TO ENSURE ALL FAMILIES HAVE ACCESS TO AFFORDABLE CHILD CARE



90% Support Funding

- **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).

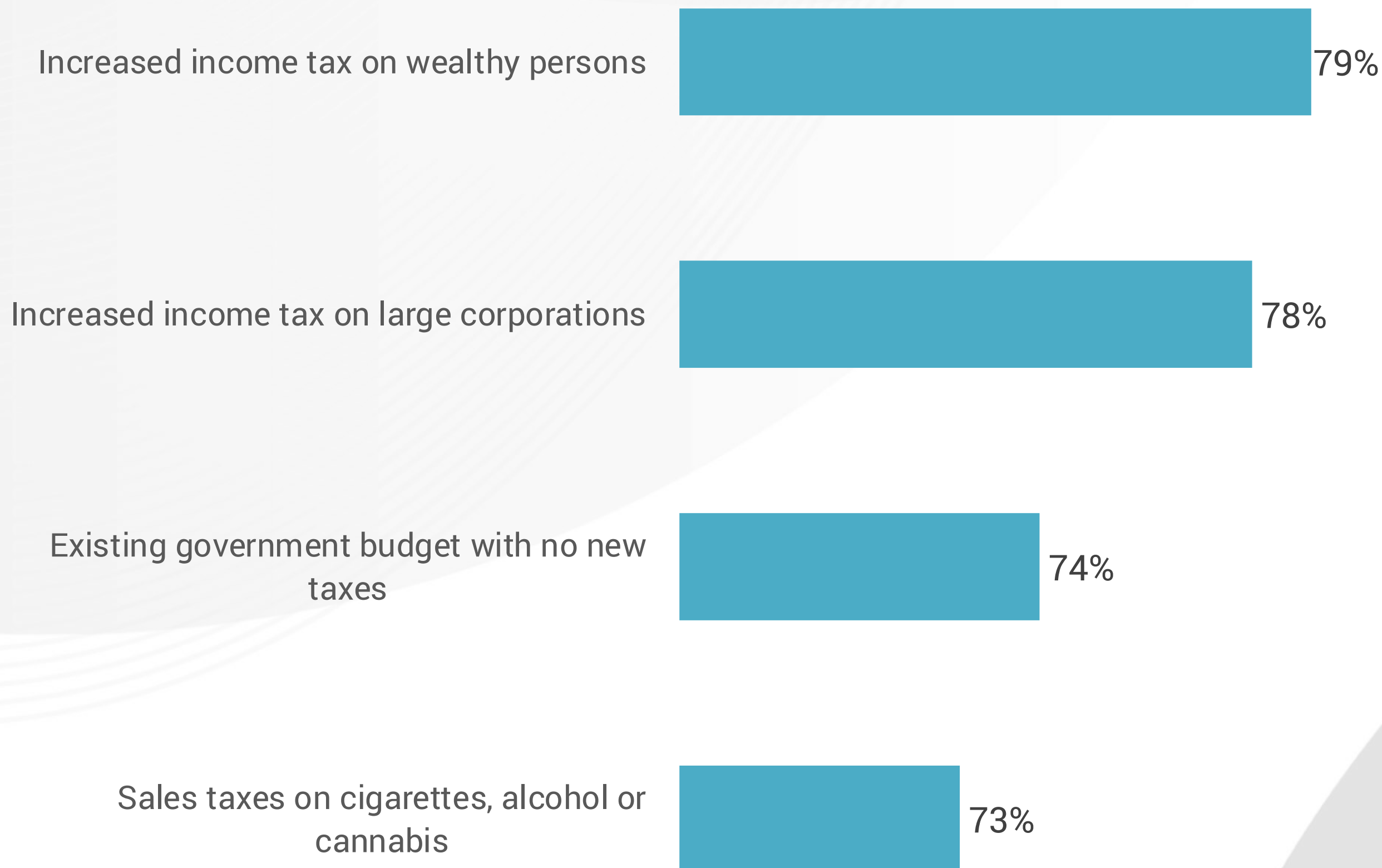
SUPPORT FOR GREATER PUBLIC FUNDING TO ENSURE ALL CHILDREN HAVE ACCESS TO PRESCHOOL & EARLY LEARNING PROGRAMS



90% Support Funding

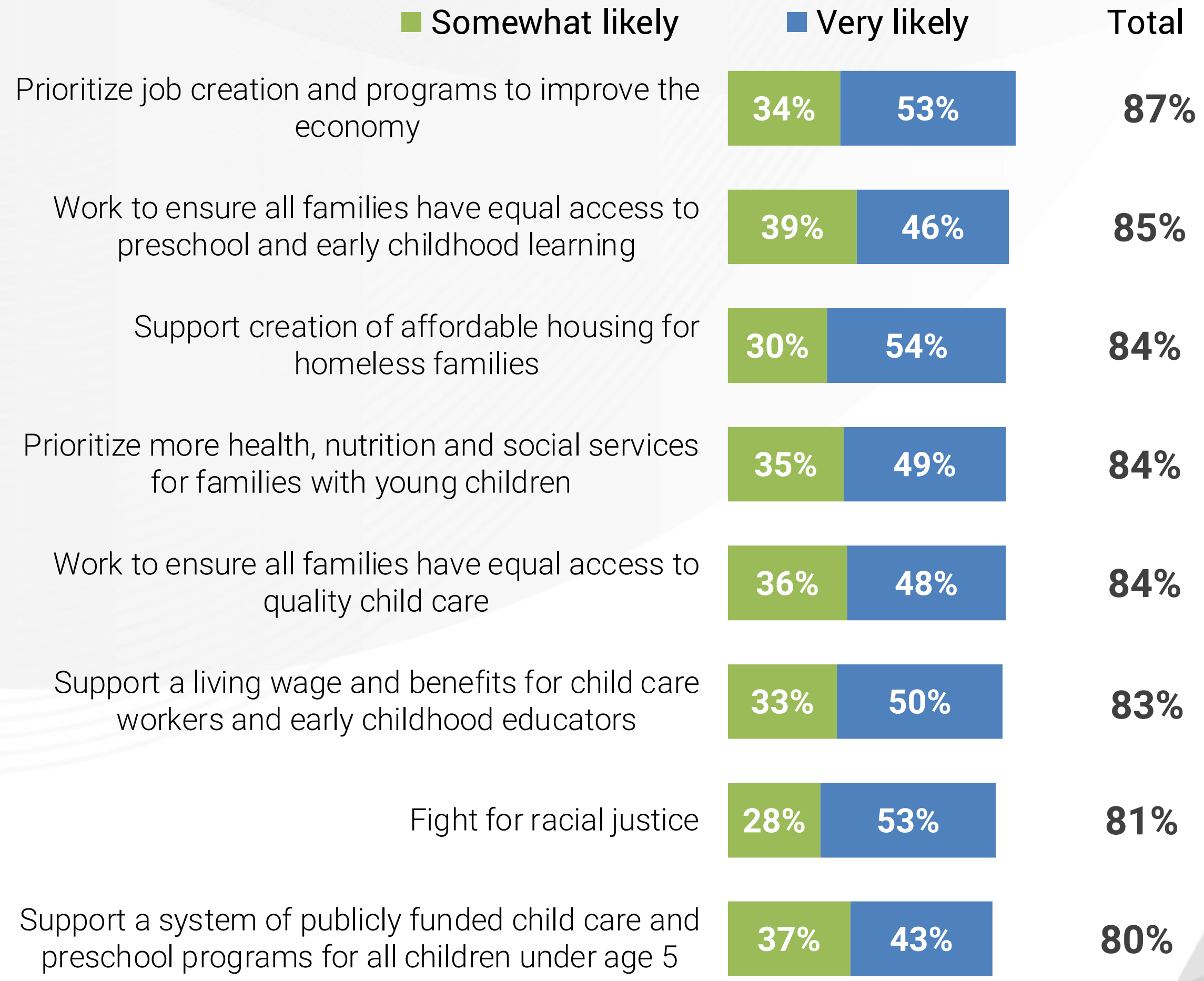
- **Strong Support of Public Funding:** Half (53%) of County voters **Strongly Support** greater public funding of preschool and early learning programs.
- **Majority Show Some Level of Support:** In total, 90% **Somewhat or Strongly Support** greater public funding of preschool and early learning programs.
- **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%).

LIKELIHOOD TO VOTE FOR A PERSON RUNNING FOR LOCAL GOVERNMENT OFFICE: IF THEY...



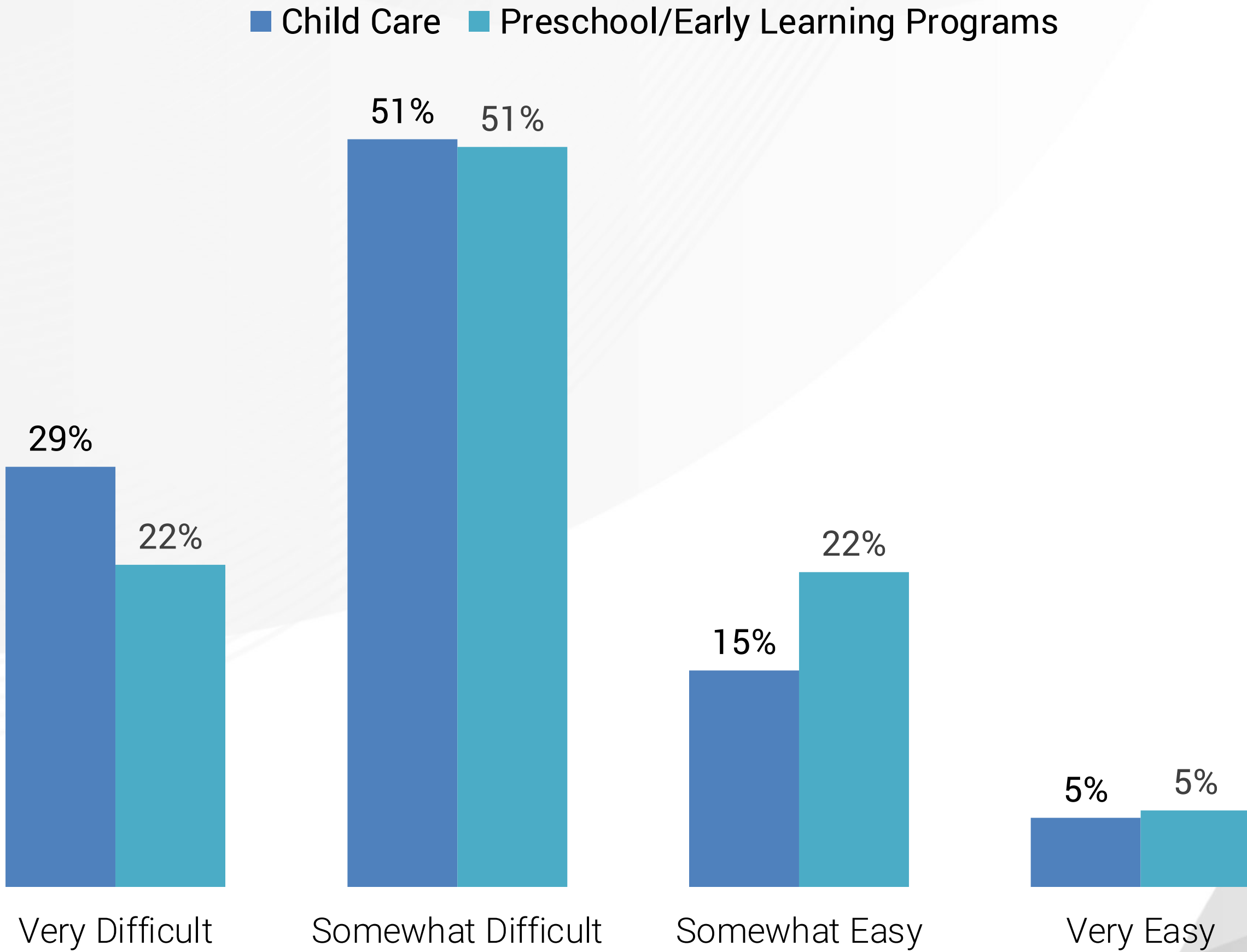
- **Voters Unaffected by Candidates Stance:** Very little difference in how a candidate’s stance on selected issues would impact voters’ decisions in terms of **Very or Somewhat Likely to Vote.**
- **Children’s Issues Not As Impactful:** Looking only at the **Very Likely to Vote** response, most issues 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

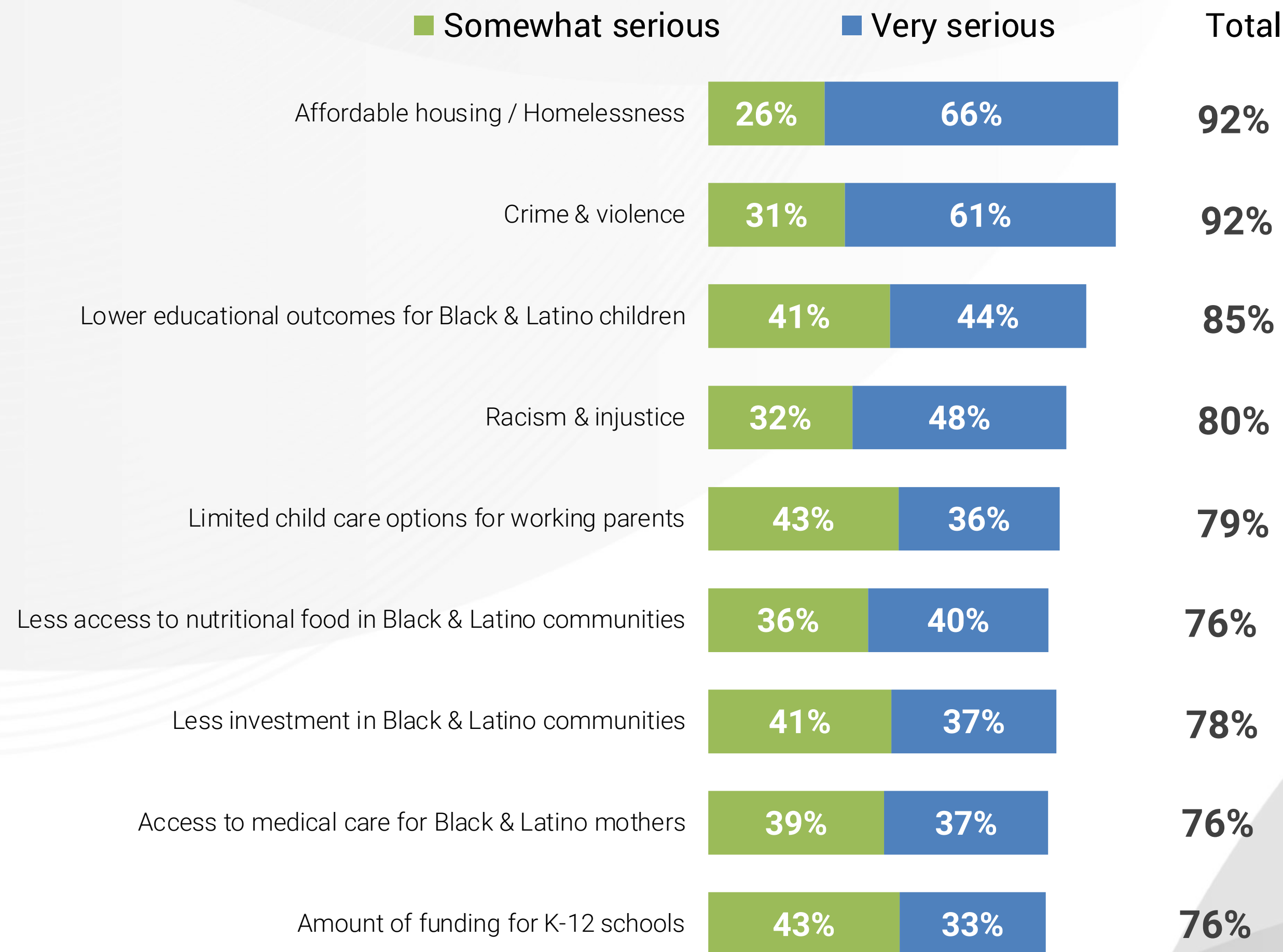
- PERCEIVED SERIOUSNESS OF SELECTED PROBLEMS IN LOS ANGELES COUNTY
- WHAT HAS BECOME WORSE FOR LOW INCOME AND BLACK & LATINO FAMILIES IN PAST YEAR
- EASE OF FINDING AFFORDABLE CHILD CARE & PRESCHOOL/EARLY LEARNING PROGRAMS
- HOW WELL LOCAL GOVERNMENT IS SUPPORTING HEALTHY DEVELOPMENT OF CHILDREN

EASE OF FINDING AFFORDABLE CHILD CARE & AFFORDABLE PRESCHOOL/EARLY LEARNING PROGRAMS



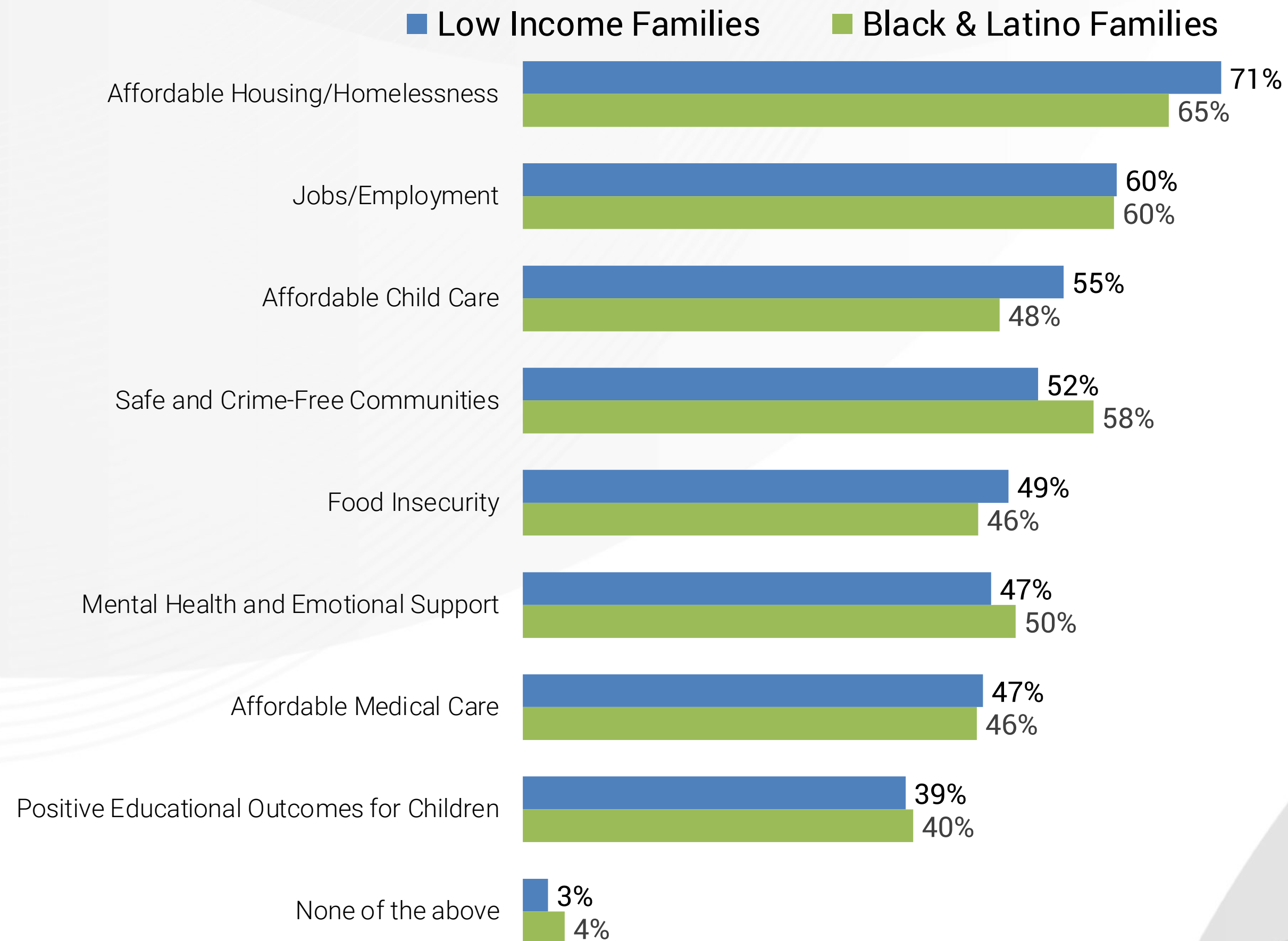
- **Majority Agree on Affordability:** Majority of voters think it's **Somewhat or Very Difficult** to find affordable child care (80%).
- **Decrease in Accessibility Tied to Income & Race:** Subpopulations more likely to say it's **Very Difficult** to find affordable child care:
 - Lower income <\$35K (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



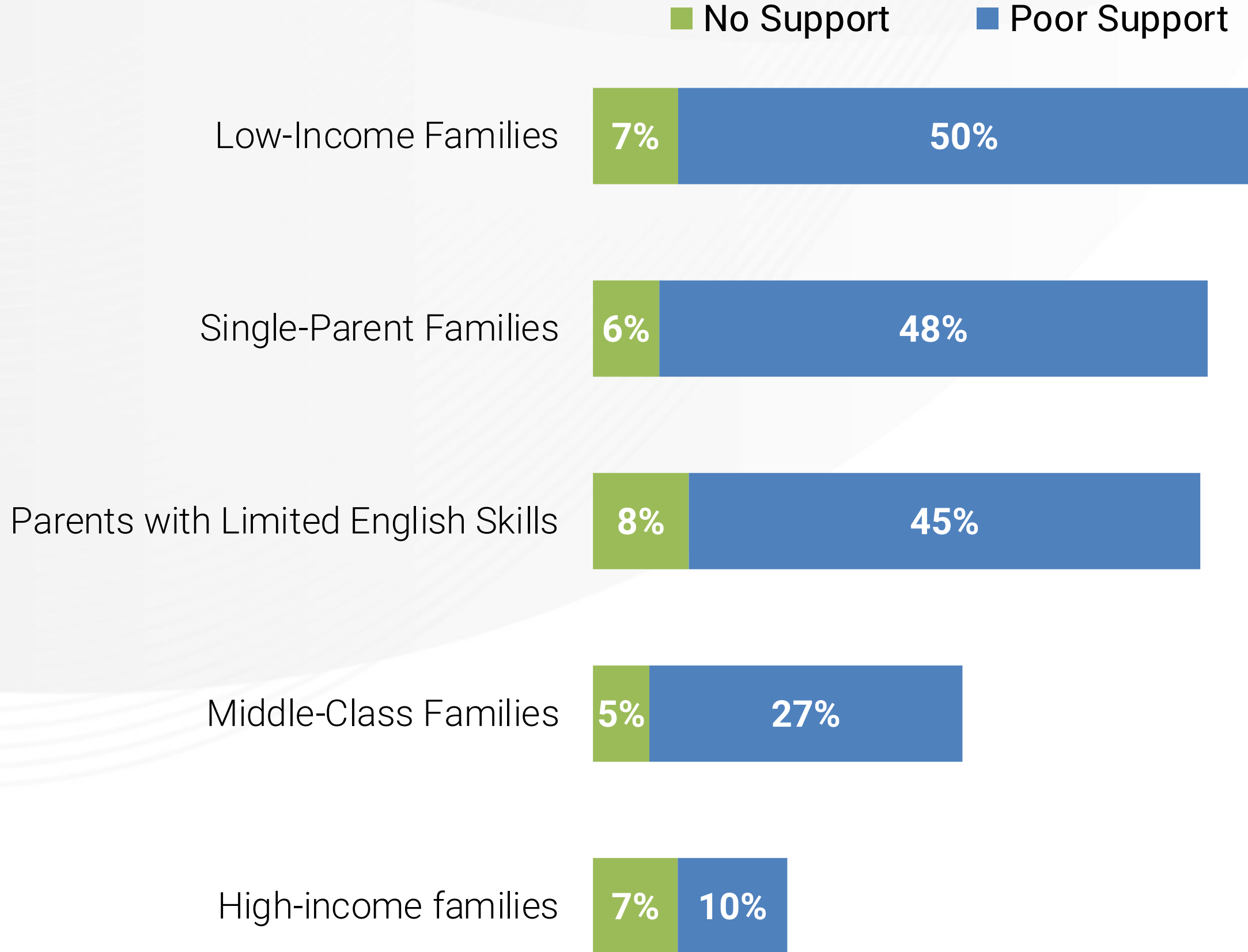
- **Top Problems for All:** Voters overall believe **Lower Educational Outcomes for Black & Latino Children** is a major problem in LA County, second only to Affordable Housing/Homelessness and Crime & Violence.
- **Other Serious Problems:** Limited **Child Care Options for Working Parents**, along with 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**.

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



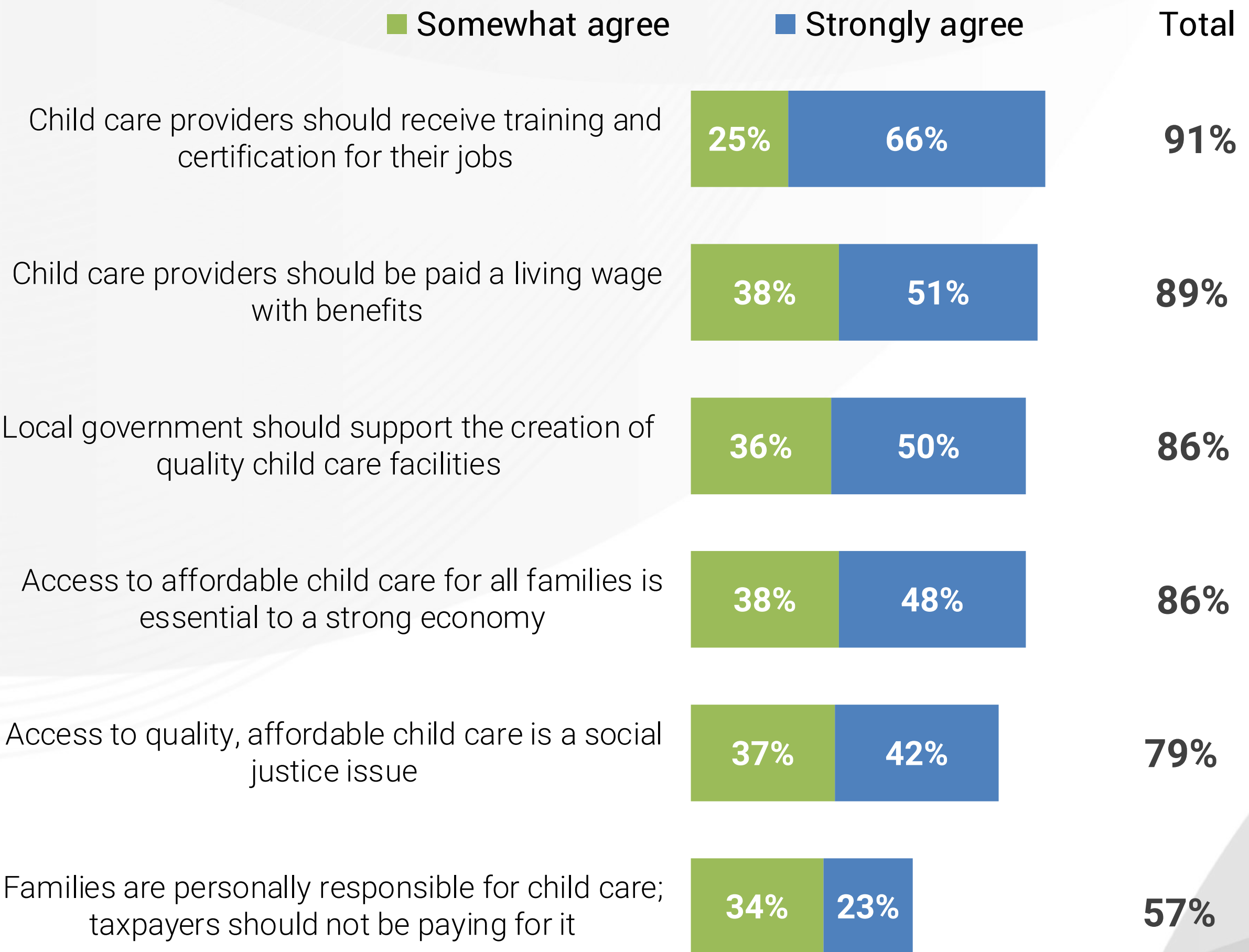
- **Lack of Government Support:** Around half of LA County voters think the local government is providing **Poor or No Support to families** that are low-income (57%), single-parent (54%), or have parents with limited English skills (53%).
- **View of Support Lower for Certain Demographics:** Subpopulations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

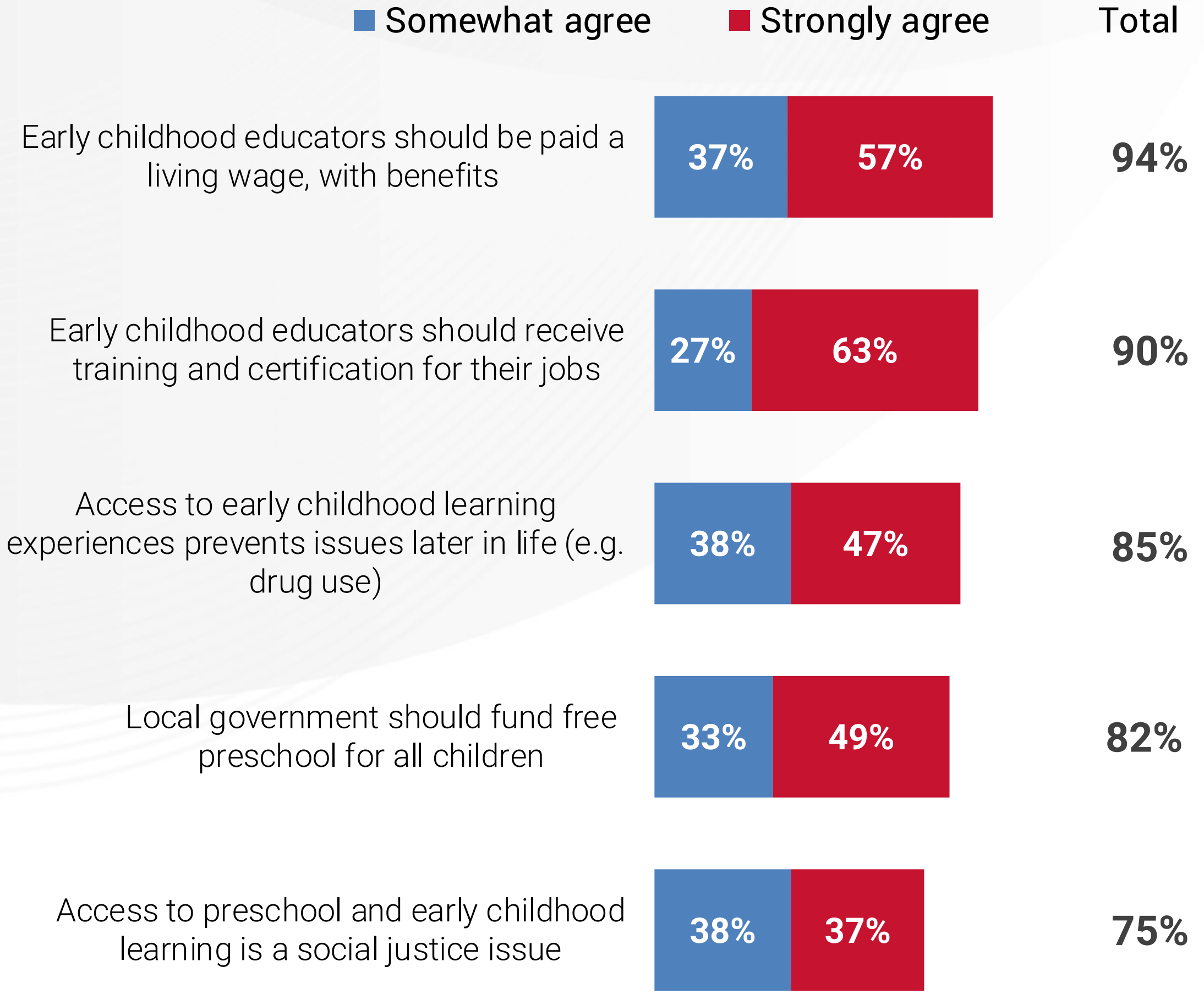
- ACCESS TO CHILD CARE AND SUPPORT OF CHILD CARE PROVIDERS & FACILITIES
- ACCESS TO PRESCHOOL AND SUPPORT OF EARLY CHILDHOOD EDUCATORS
- BELIEFS ABOUT THE HEALTHY DEVELOPMENT OF YOUNG CHILDREN

OPINIONS ON ACCESS TO CHILD CARE AND SUPPORT OF CHILD CARE PROVIDERS & FACILITIES



- **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.

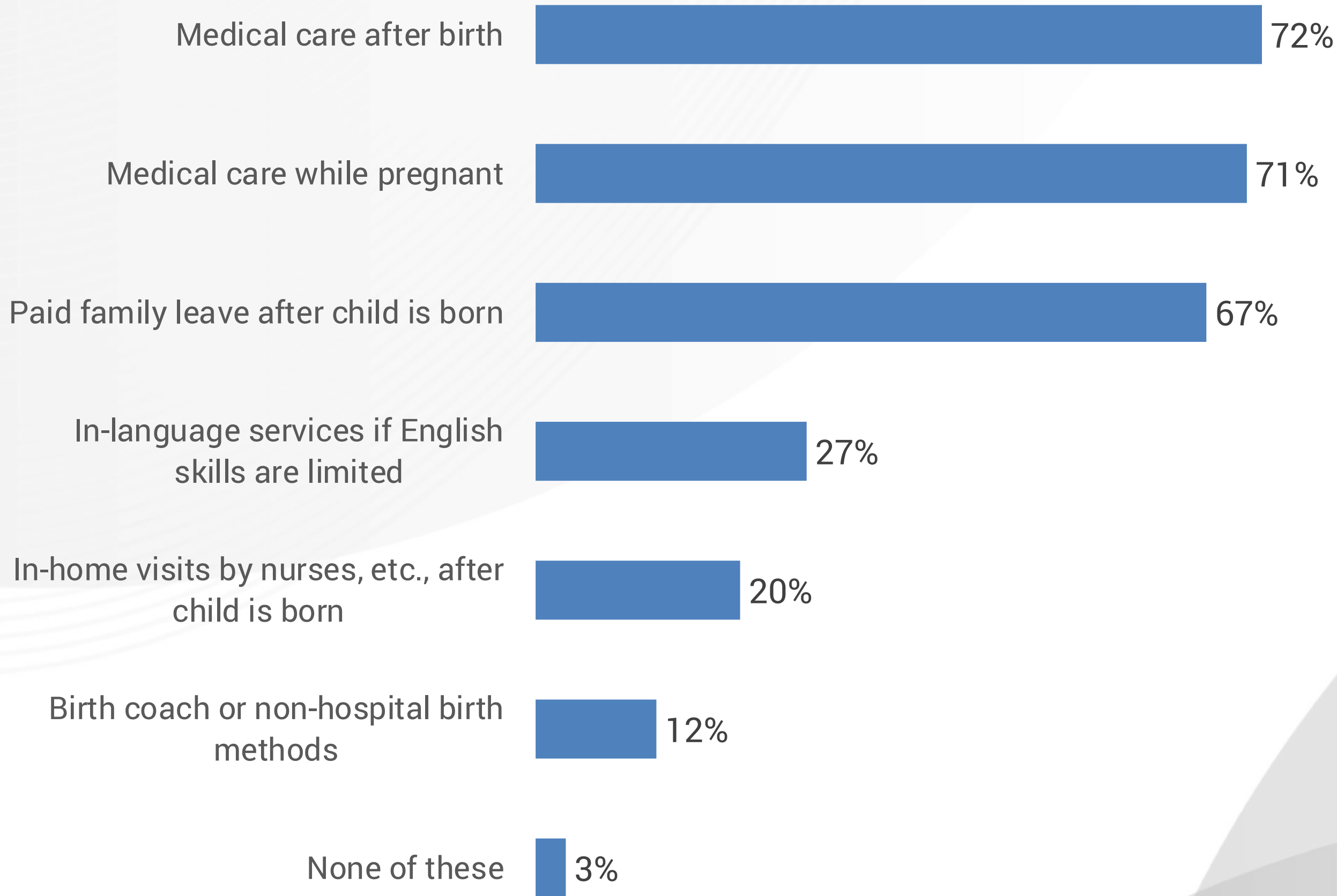
OPINIONS ON ACCESS TO PRESCHOOL AND SUPPORT OF EARLY CHILDHOOD EDUCATORS



- **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 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).

BELIEFS ABOUT THE HEALTHY DEVELOPMENT OF YOUNG CHILDREN: MOTHER HAS AFFORDABLE ACCESS TO...

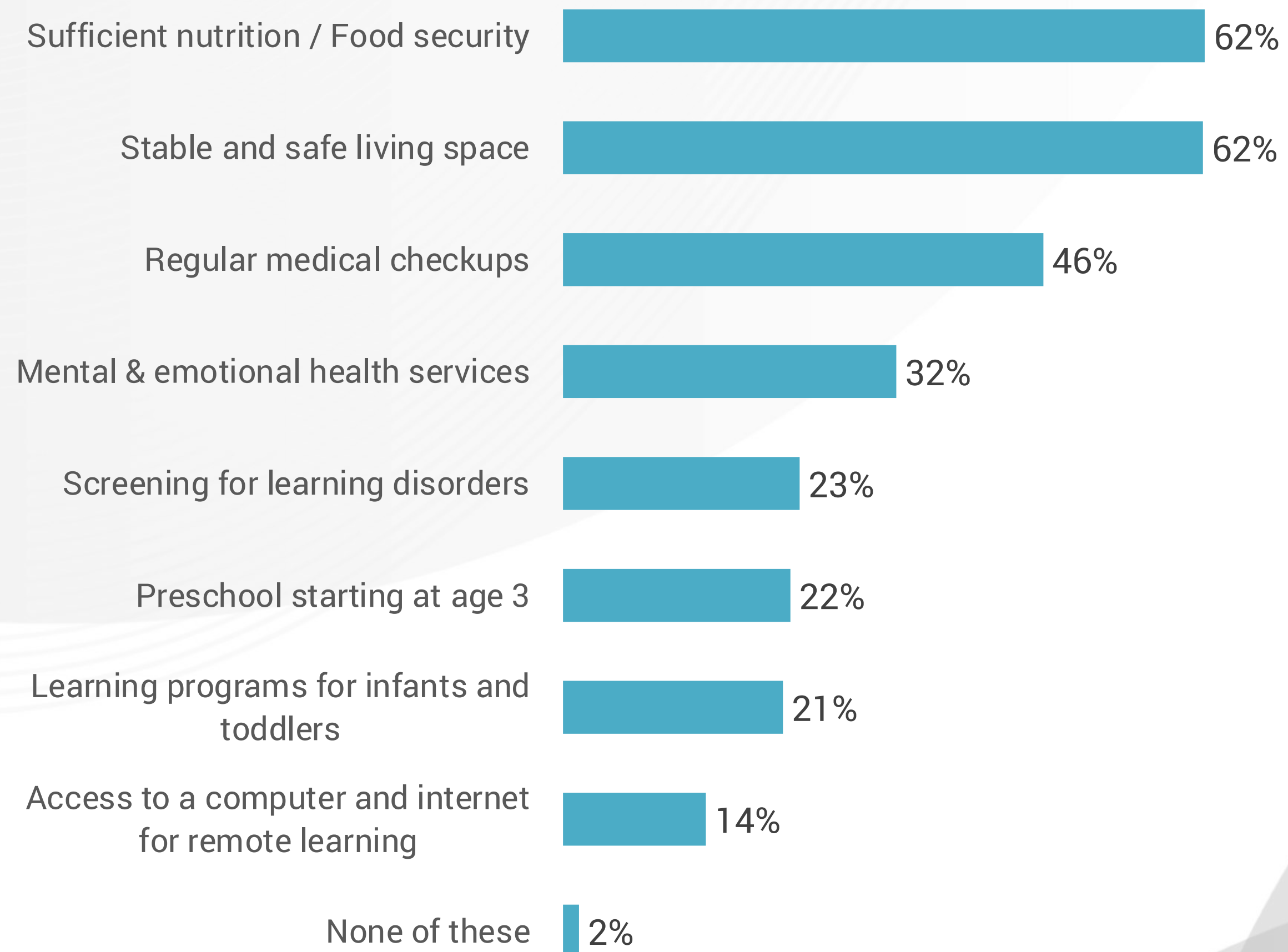
Select the 3 things in this list you believe are most needed by mothers.



- **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.

BELIEFS ABOUT 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.



➤ **Majority Agree on Young Children's Needs:**

Overwhelming agreement on the top needs of young children for healthy development:

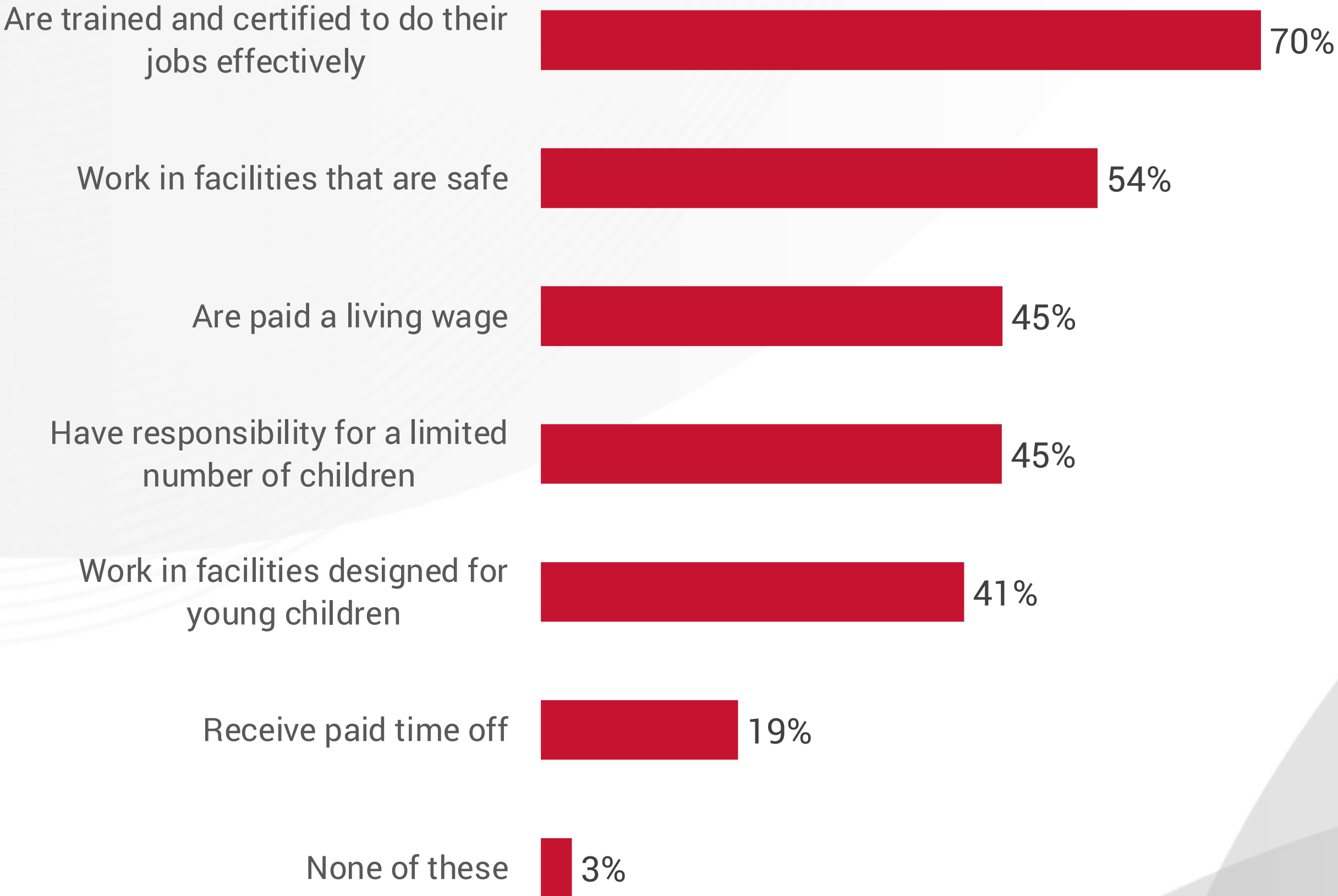
- Sufficient Nutrition/Food Security
- Stable and Safe Living Space
- Regular Medical Checkups

➤ **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.



➤ **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

PRESENTED BY:

