



2020 GEORGIA LIKELY VOTER POLL

✓ McLaughlin & Associates FP FREDERICKPolls





NOW MORE THAN EVER, GEORGIA VOTERS RECOGNIZE THE IMPORTANCE OF EARLY CARE & LEARNING AND POLICIES THAT SUPPORT WORKING FAMILIES.

- In a divided political environment, support for early learning is consistently strong and overwhelmingly bipartisan.
- Voters support family-friendly policies, whether or not they have young children.







Survey Methodology





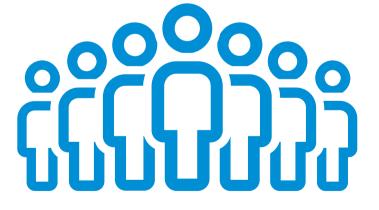
Interview selection was random and interviews were stratified by county, race/ethnicity, age and gender to correlate with current voter registration statistics and actual voter turnout from previous even-year November general elections.



600 likely Georgia voters



Respondents from across Georgia



Broad Cross-Section of Likely Voters (82% without young children)



Landline &
Cell Phone
September 14-17



Accuracy of +/- 4.0% at 95% confidence interval

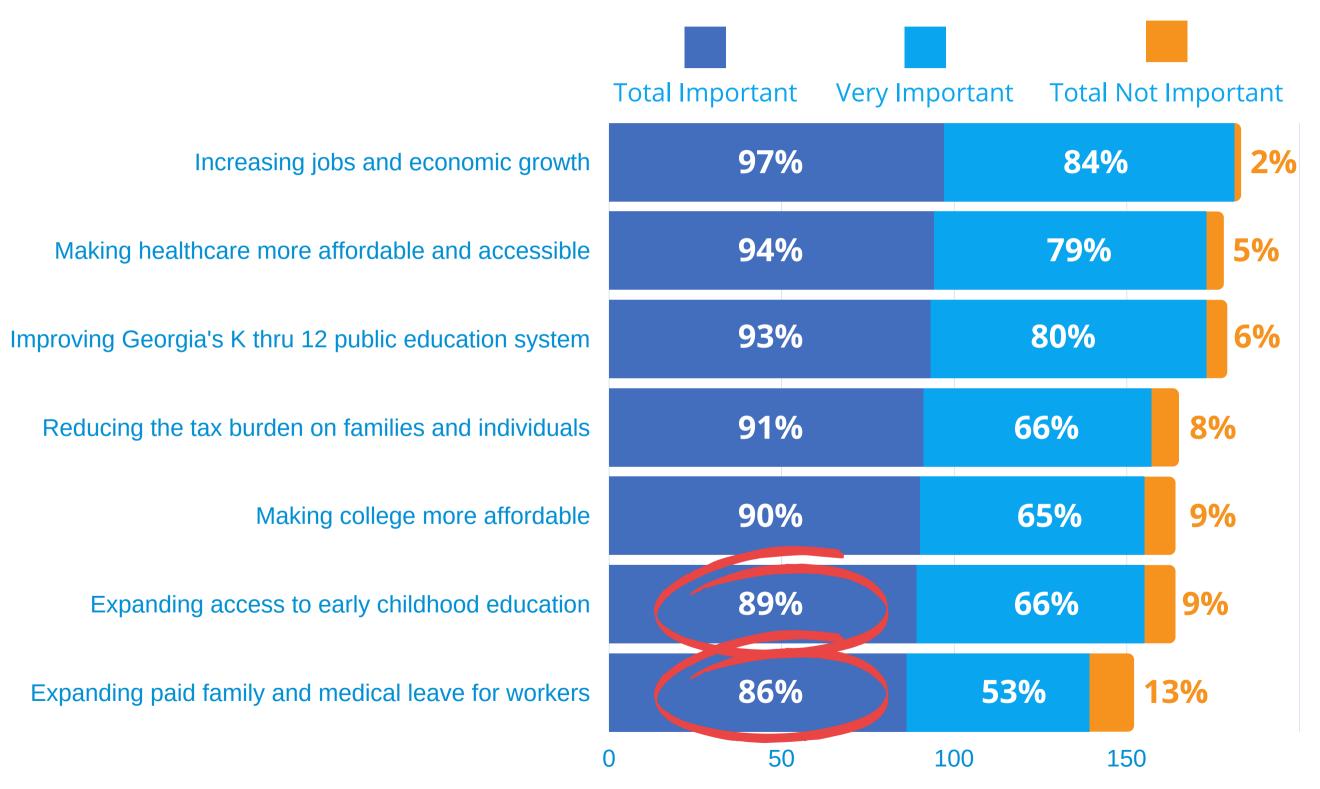




Early Childhood
Education (ECE) and
paid leave are
important issues to
Georgians.

Georgia voters see a range of issues as particularly important right now, including access to ECE and paid leave. These are viewed as important by roughly 9 in 10 voters.

Please tell me how important each issue is to you personally – is it very important, somewhat important, not that important or not at all important?



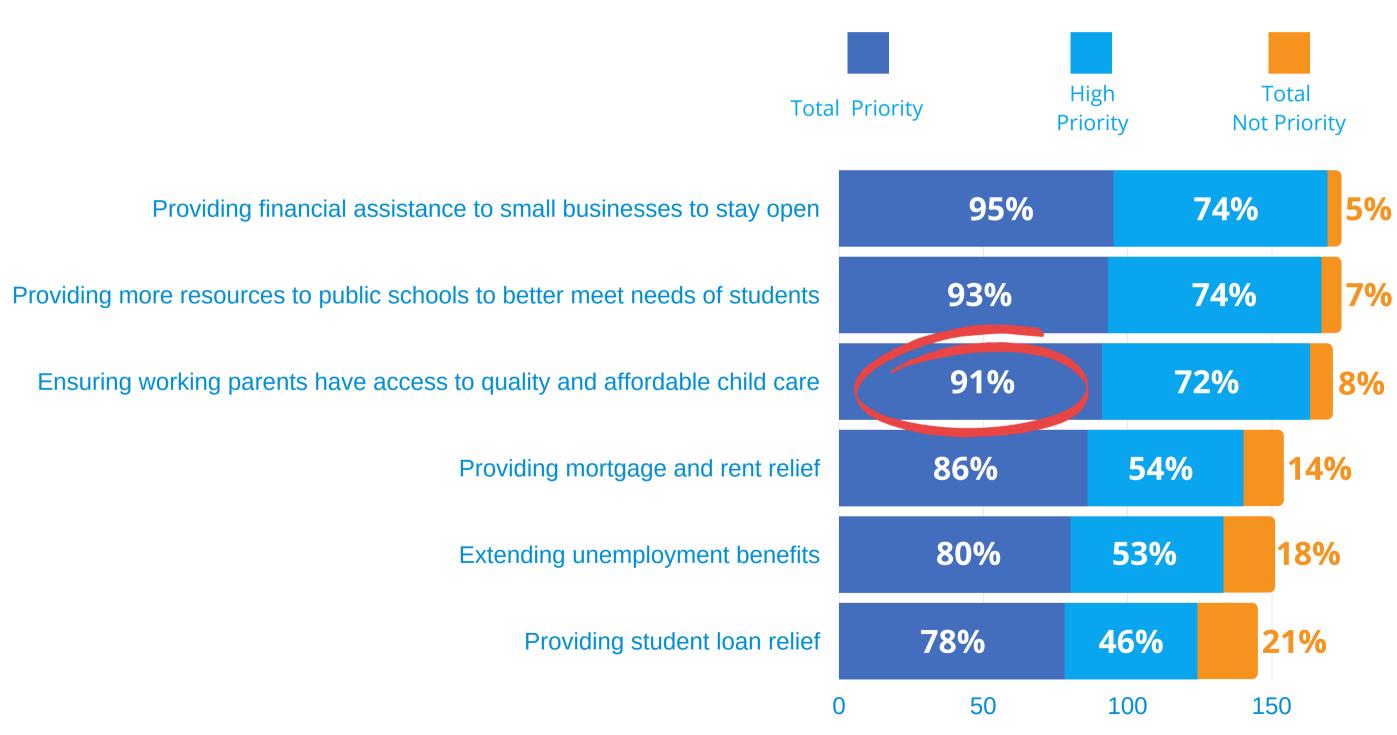




Georgians Say
Quality,
Affordable Child
Care Should Be
Priority for
Congress

Greater than nine in ten voters (91%) say ensuring that working parents have access to quality and affordable child care should be a priority.

From the following list, please tell me if each should be a high priority, somewhat of a priority, not much of a priority or not at all a <u>priority for Congress to address as a result of the coronavirus pandemic</u>.

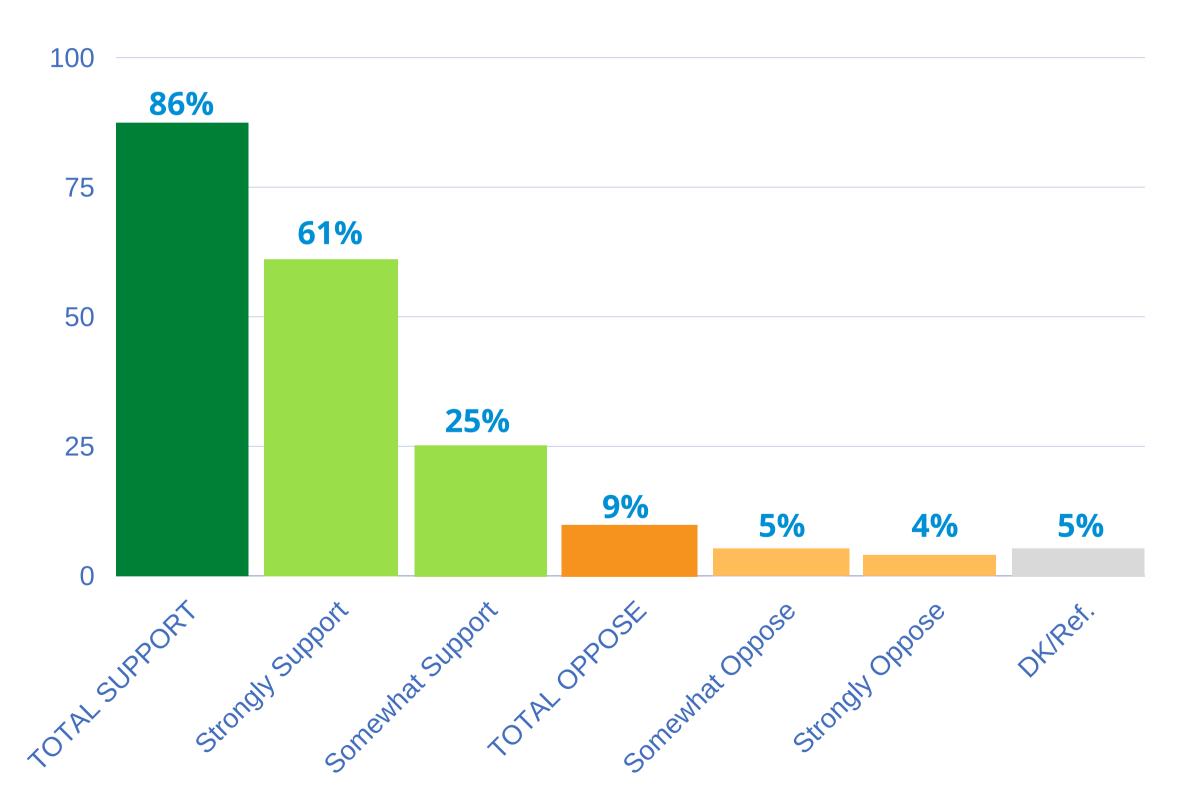




Georgians Believe Child Care Industry Should Receive Federal Assistance

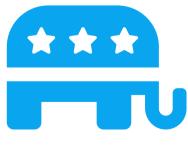
Eighty-six percent
(86%) support the child
care industry receiving
targeted financial
assistance

One of the many steps that the federal government is taking to address the impacts of the coronavirus pandemic is providing financial assistance to industries directly impacted by the pandemic, such as airlines or hospitals. Based on what you currently know, <u>do you support or oppose having the child care industry also receive targeted financial assistance</u> from the federal government to allow programs to remain open and families to access care?



Across Groups, Georgians Overwhelmingly Support Child Care Industry Assistance

81%



Republican

92%



85%



86%



85%







Nearly 9 in 10 likely Georgia voters either strongly support or somewhat support paid family leave:



FOR THE BIRTH OR ADOPTION OF A CHILD





Republican







TO PROVIDE CHILD CARE **DURING EMERGENCIES**

83%



Democrat

96%



TO CARE FOR THEMSELVES OR A FAMILY MEMBER WITH AN ILLNESS

84%



Democrat

98%

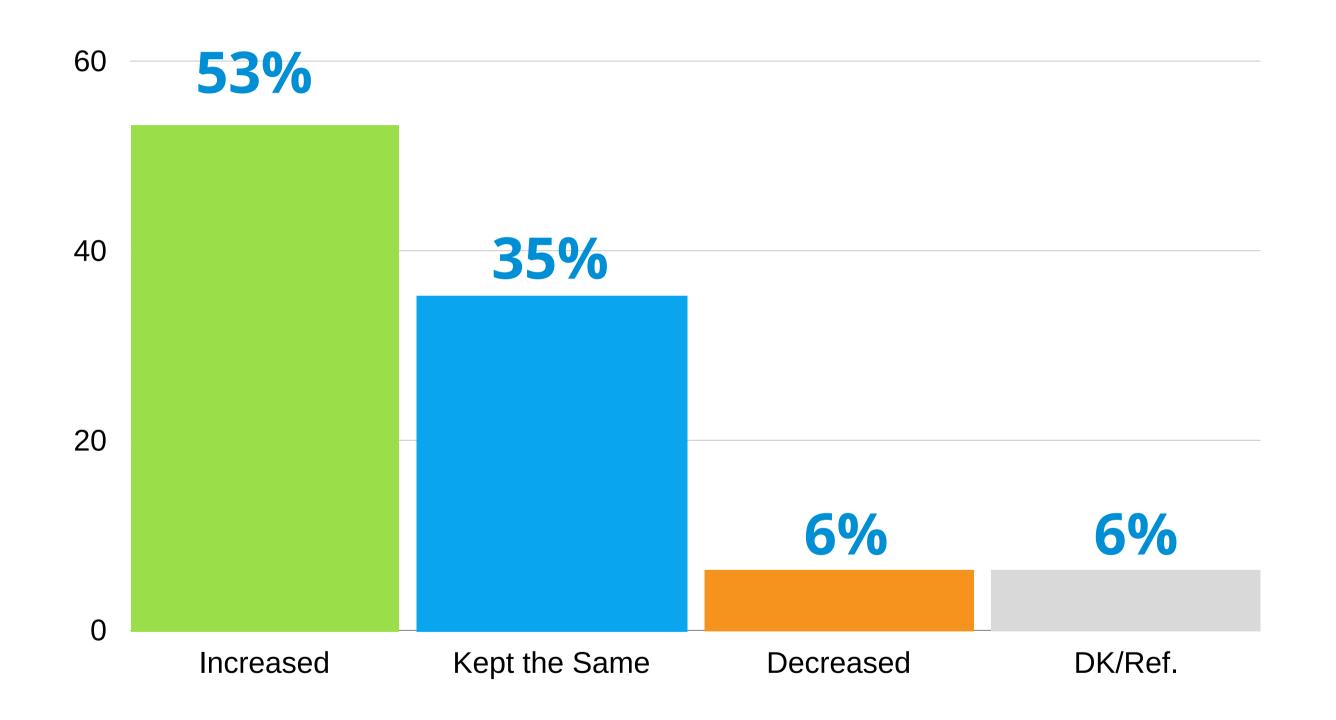




Georgians Support Maintaining or Increasing Funding for Early Childhood Education (ECE)

The majority of voters (88%) believe funding for early childhood education should be increased or maintained.

Generally speaking, do you think funding for early childhood education from birth to age five – including child care and preschool – should be...?



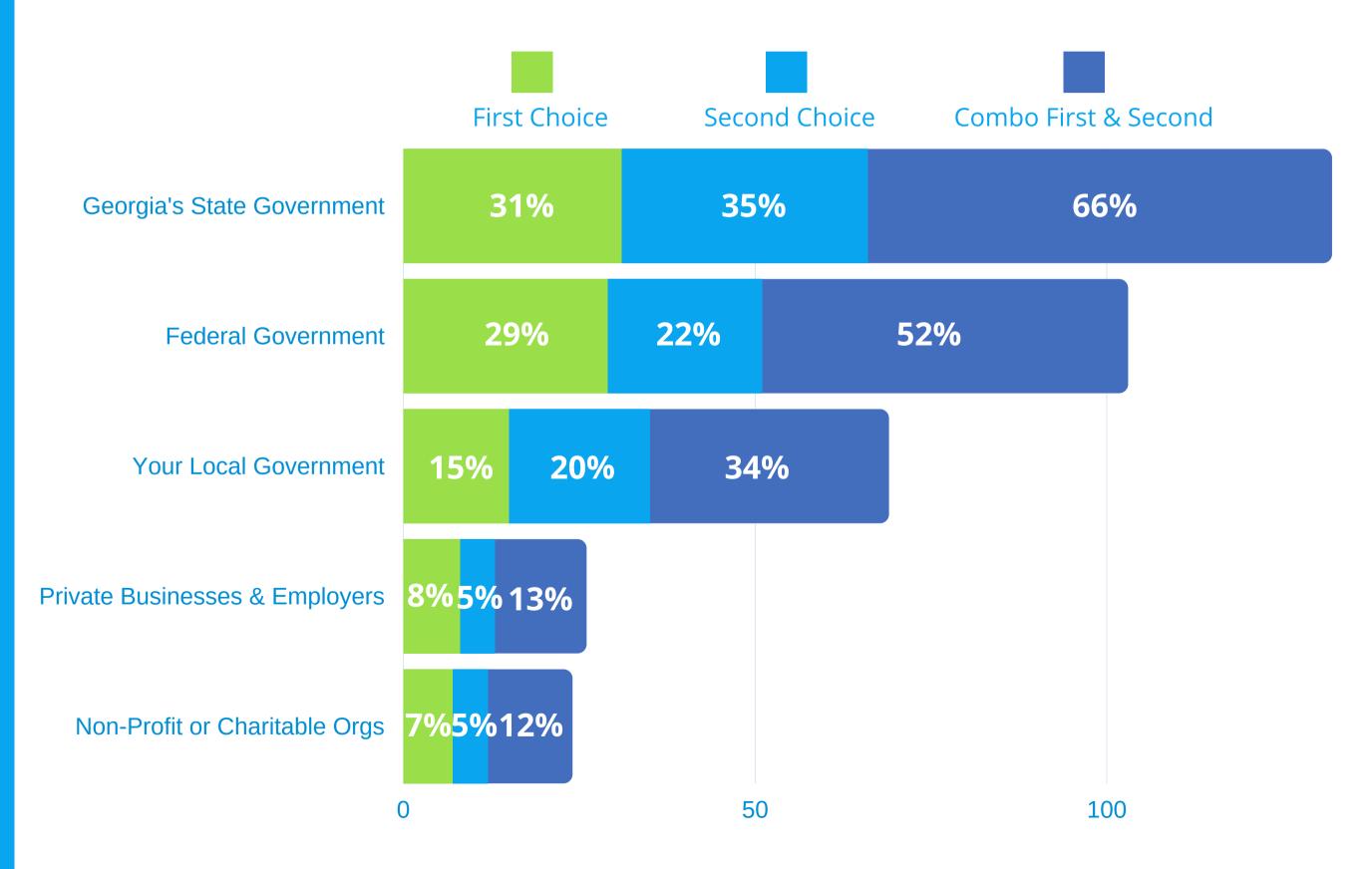


Georgia Voters Think State Government Should Be Most Responsible for Funding ECE Programs

Voters believe Georgia's state government (31%) or the federal government (29%) should be most responsible for helping to fund early childhood education programs.

Regardless of your opinion on whether early childhood education funding should be increased, decreased or kept the same, who do you think should be MOST responsible for helping to fund these programs?

(First and Second Choice Asked; Ranked Greatest to Least by COMBO)





GEORGIA VOTERS SUPPORT A VARIETY OF ECE POLICIES



SUPPORT FUNDING TO
INCREASE QUALITY &
AVAILABILITY OF CHILD CARE
FOR INFANTS & TODDLERS



SUPPORT FUNDING TO HELP
LOW-TO-MODERATE INCOME
FAMILIES AFFORD CHILD
CARE



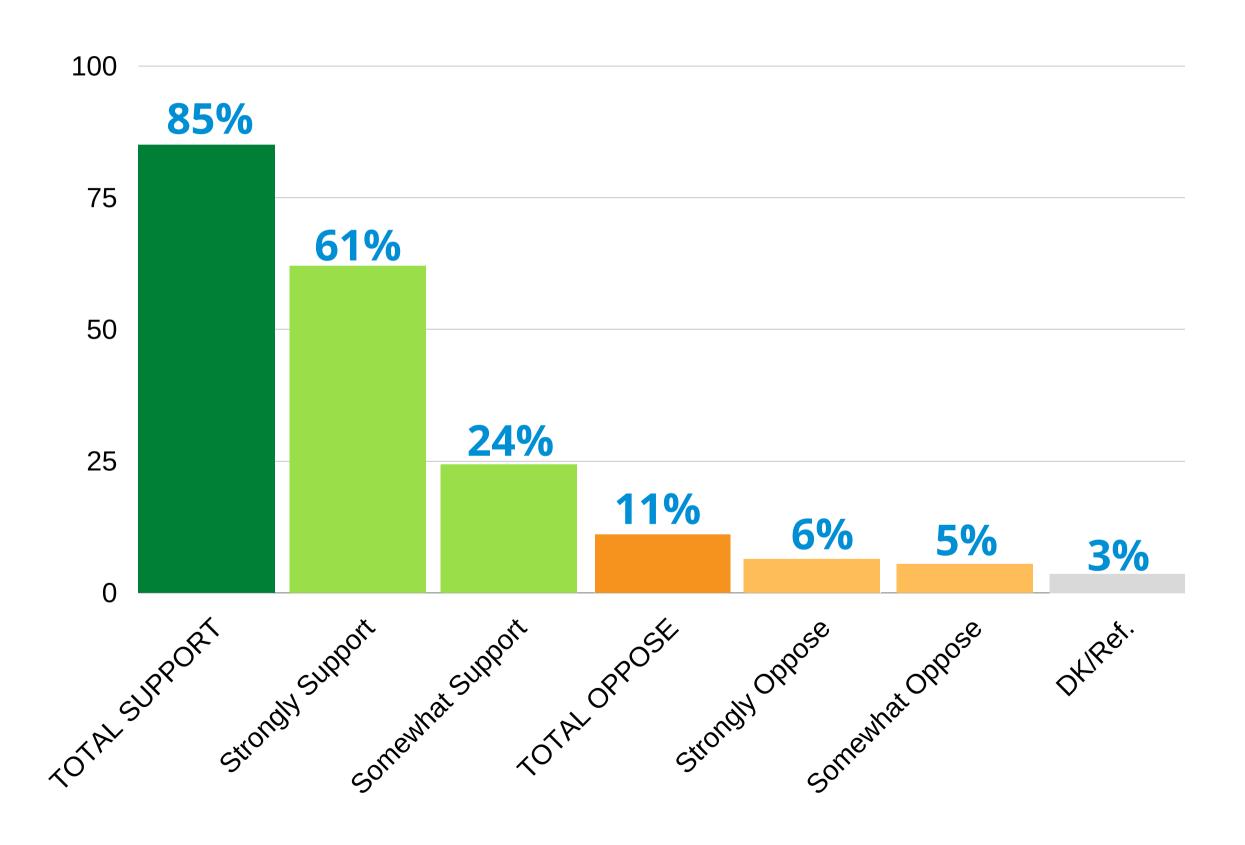
SUPPORT COMPARABLE
SALARIES FOR EARLY
EDUCATION PROFESSIONALS



Georgians Support Funding for Greater Availability and Quality of Child Care for Toddlers & Infants

Eighty-five percent (85%) support providing funding to increase the availability and quality of child care for infants and toddlers.
Support increases to 94% among households with young children.

Providing funding to increase the availability and quality of child care for **infants and toddlers**

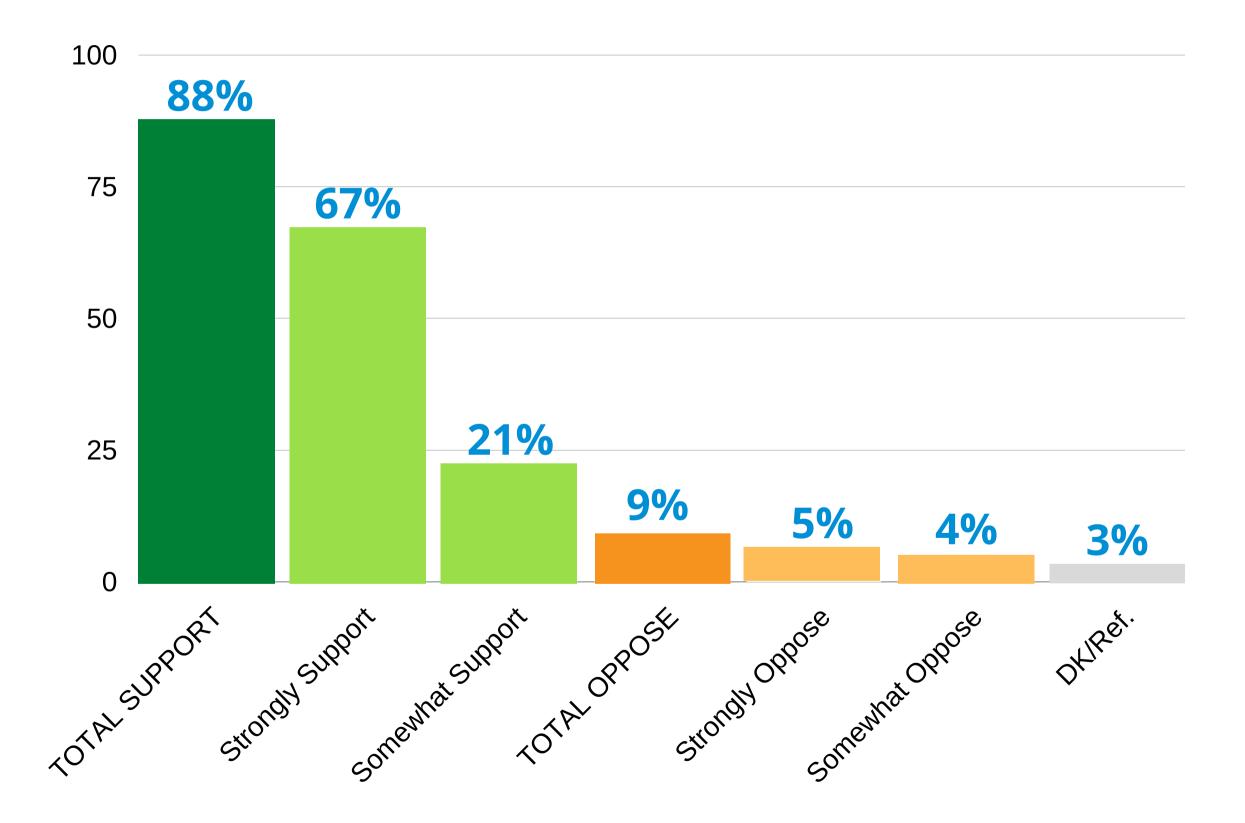




Georgians Support Funding to Help Working Families Afford Child Care

Eighty-eight percent (88%) support providing funding to help low-to-moderate income working families afford child care.

Providing funding to help **low-to-moderate income** working families **afford child care**





SUPPORT FOR HELPING LOW-TO-MODERATE-INCOME WORKING FAMILIES AFFORD CHILD CARE IS STRONG ACROSS **DEMOGRAPHIC GROUPS**

80%



Republican

97%



Democrat

91%



86%



83%



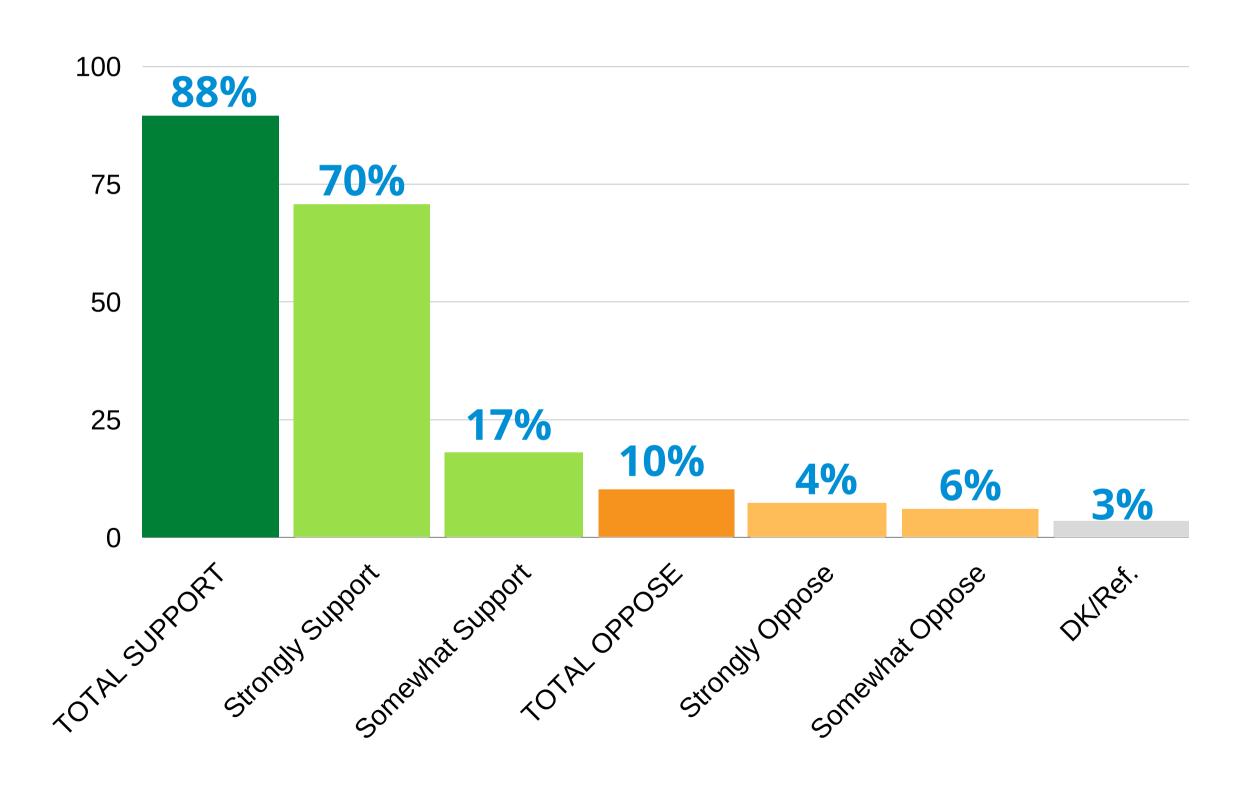




Georgians Want to Ensure Early Educators Paid Comparable Salaries

Eighty-eight percent (88%) support ensuring that childcare employees are paid a comparable salary to elementary school teachers if they have the same credentials and experience.

Ensuring people who work in child care and early education are paid a salary comparable to elementary school teachers if they have the same credentials and experience









2010: 83%

2014: 87%

2018: 80%

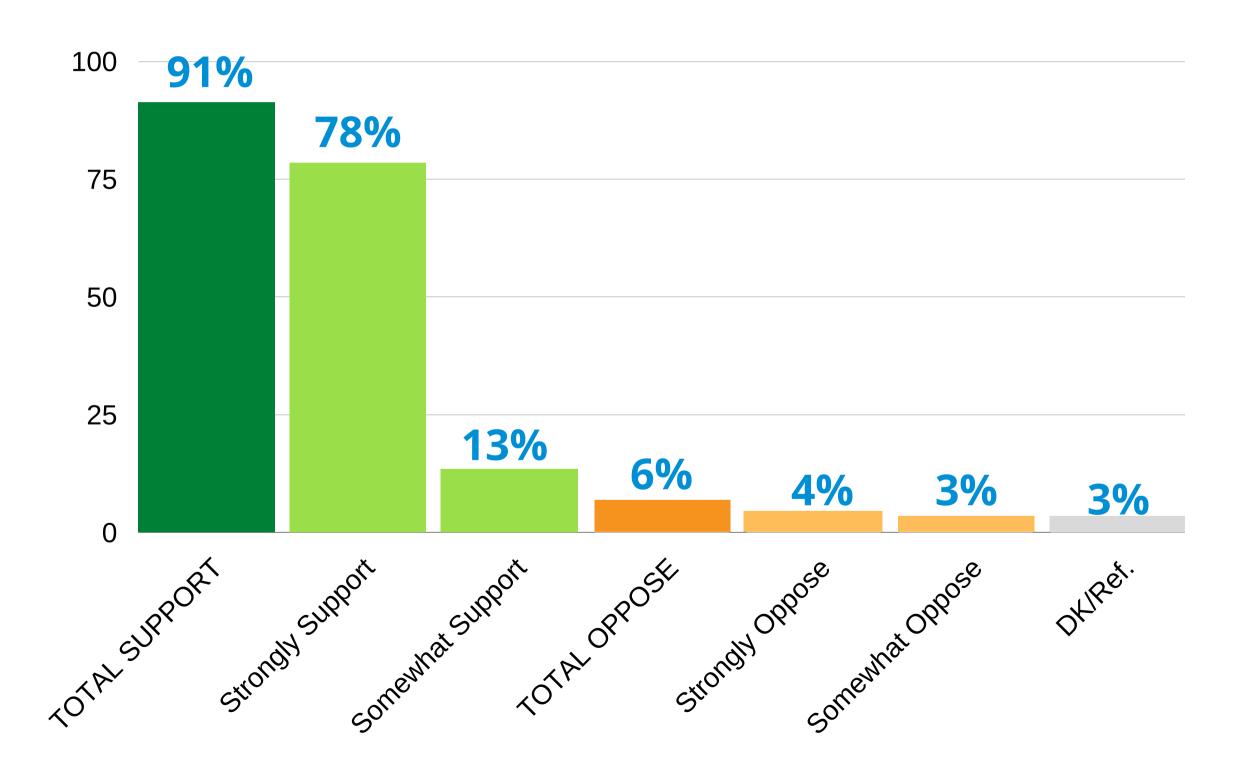
2020: 91%

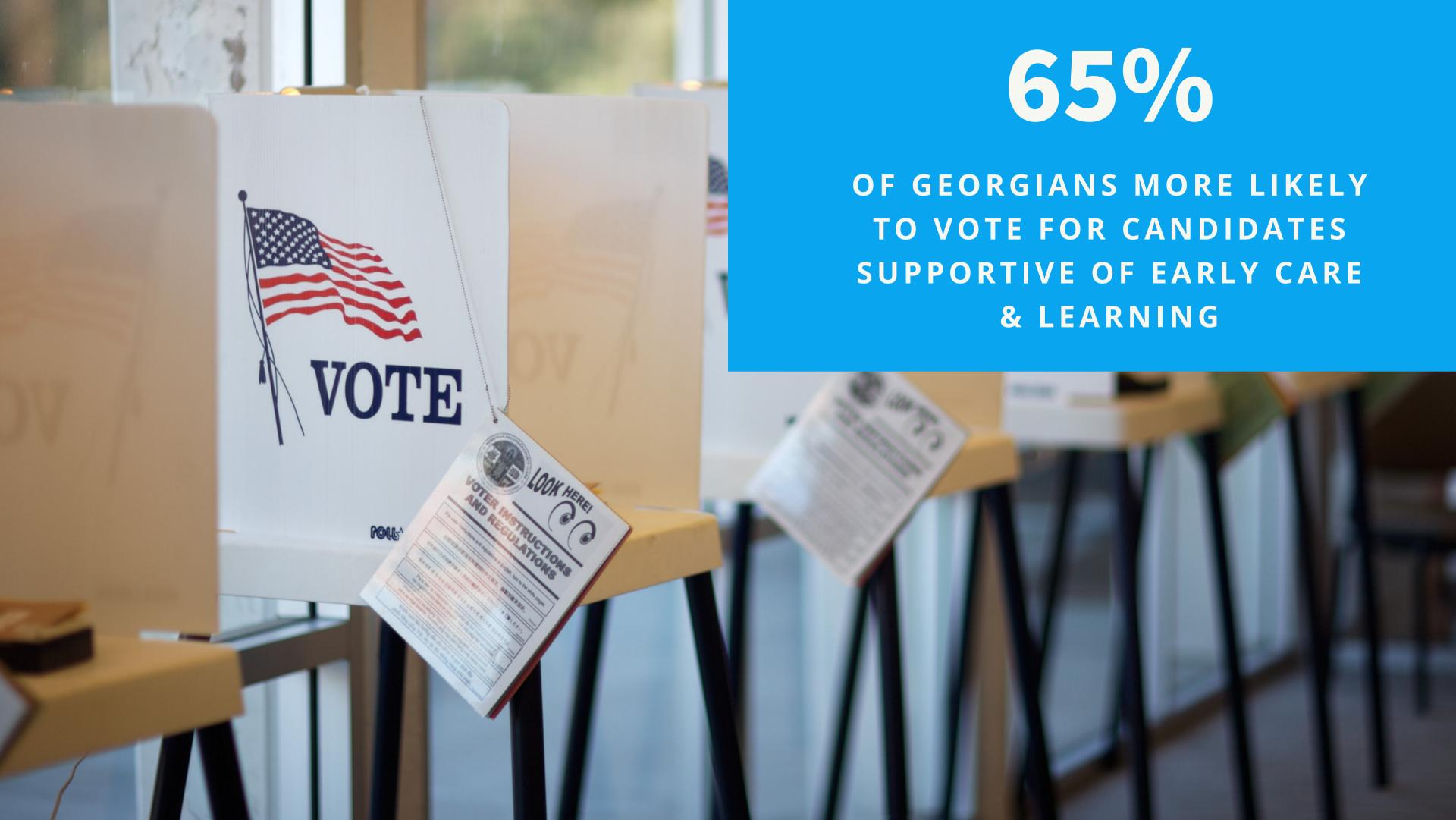




Georgians Support Lottery-Funded Pre-K

Greater than nine in ten (91%) support Georgia's free, lottery-funded voluntary Pre-K. Do you support or oppose continuing to use a portion of lottery funds to provide voluntary pre-kindergarten programs for four-year-olds?



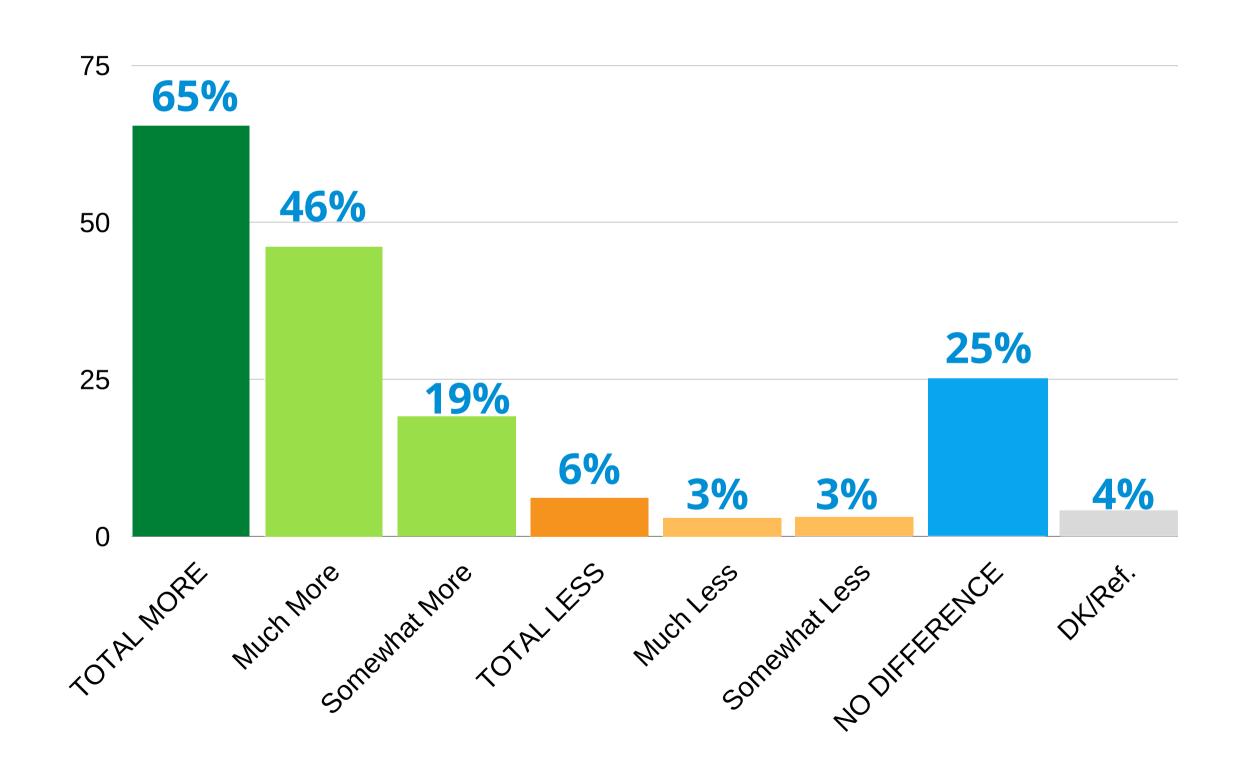




Georgians Are More Likely To Support ECE-Friendly Candidates 65% would be "More Likely" to vote for a candidate for political office who supports policies that give families more access to quality child care and preschool.

- 63% of swing voters
- 68% of women

Would you be more likely or less likely to vote for a candidate for political office who SUPPORTS policies that give more families access to quality child care and preschool?





Thank You! Learn more at: GEEARS.org

