



GEEARS
GEORGIA EARLY EDUCATION
ALLIANCE FOR READY STUDENTS

2022 GEORGIA LIKELY VOTER POLL

■ McLaughlin & Associates ■ **FP** FREDERICKPolls

Access the full results and crosstabs at GEEARS.org/polling



GEORGIA VOTERS RECOGNIZE THE IMPORTANCE OF POLICIES THAT SUPPORT YOUNG CHILDREN AND THEIR 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.

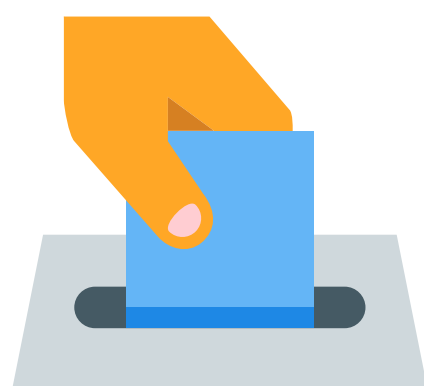


Survey Methodology

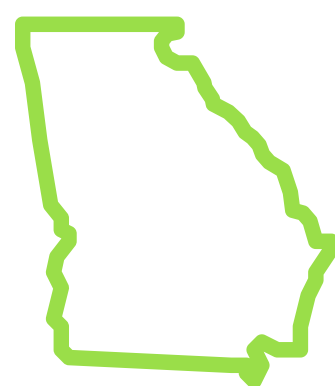
 McLaughlin & Associates

 **FREDERICK**Polls

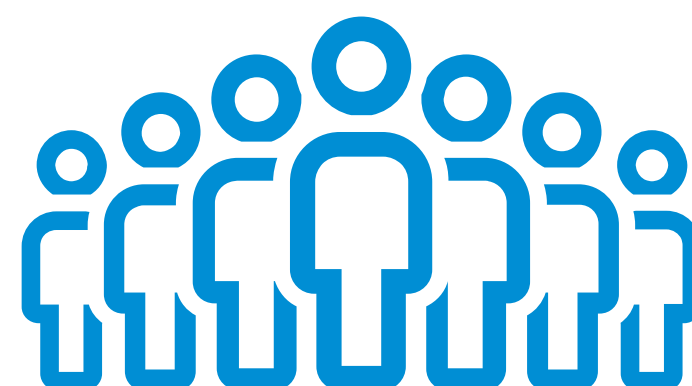
Interview selection was random and interviews were stratified by county, race/ethnicity, age, and gender to correlate with current voter registration statistics and actual voter turnout from previous elections.



**600 likely
Georgia voters**



**Respondents from
across Georgia**



**Broad Cross-Section of
Likely Voters
(78% *without* children
under the age of eight)**



**Landline,
Cell Phone, & Text
Messages
September 20-22**



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

A wide-angle photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and grey clouds. The water in the foreground is dark with golden reflections from the setting sun. A large, solid blue rectangular box is centered horizontally and vertically, containing white text. The city skyline features a variety of buildings, including older brick structures with many windows and modern, taller buildings. A prominent building with a golden dome and a flag on top is visible on the right side of the skyline.

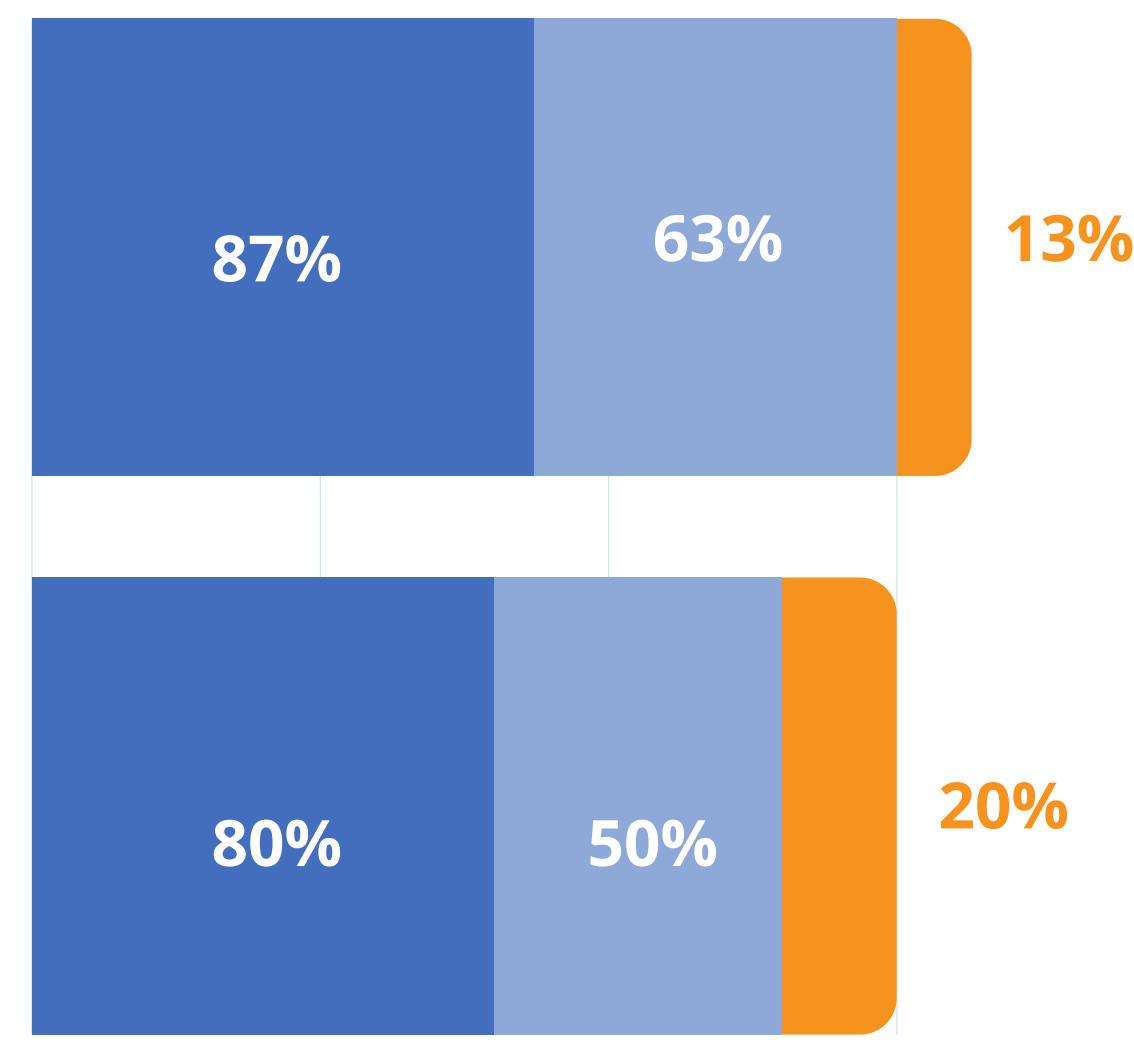
PART ONE - ISSUES FACING GEORGIANS

Voters were asked about the importance of a number of issues facing Georgia.

As voters nearly unanimously worry about issues like inflation (96% "important"), **many also put an emphasis on improving access to mental health services and child care.**

Improving access to mental health services for children and families

Making sure that working parents can find quality, affordable child care

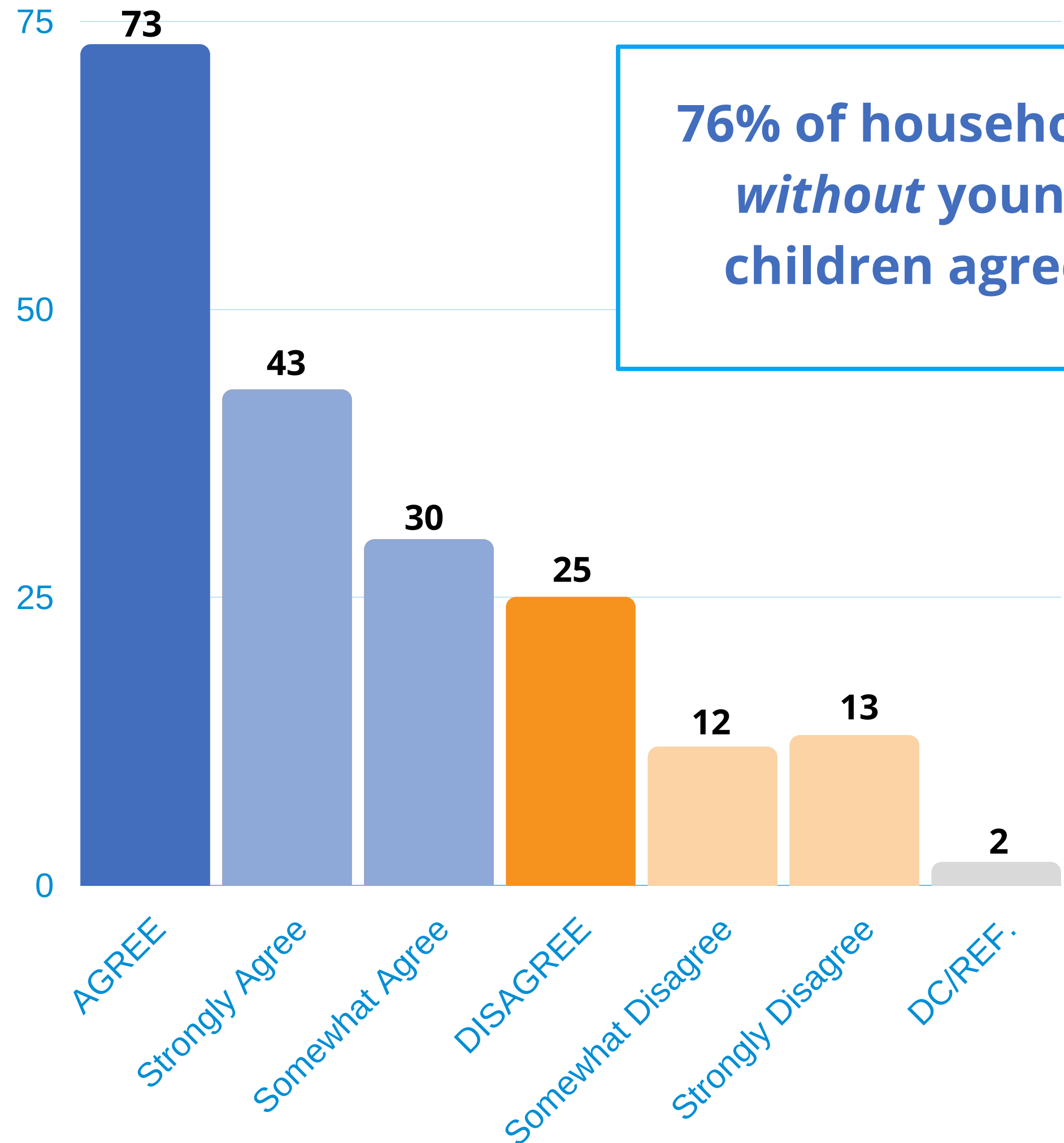




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Agree/Disagree:

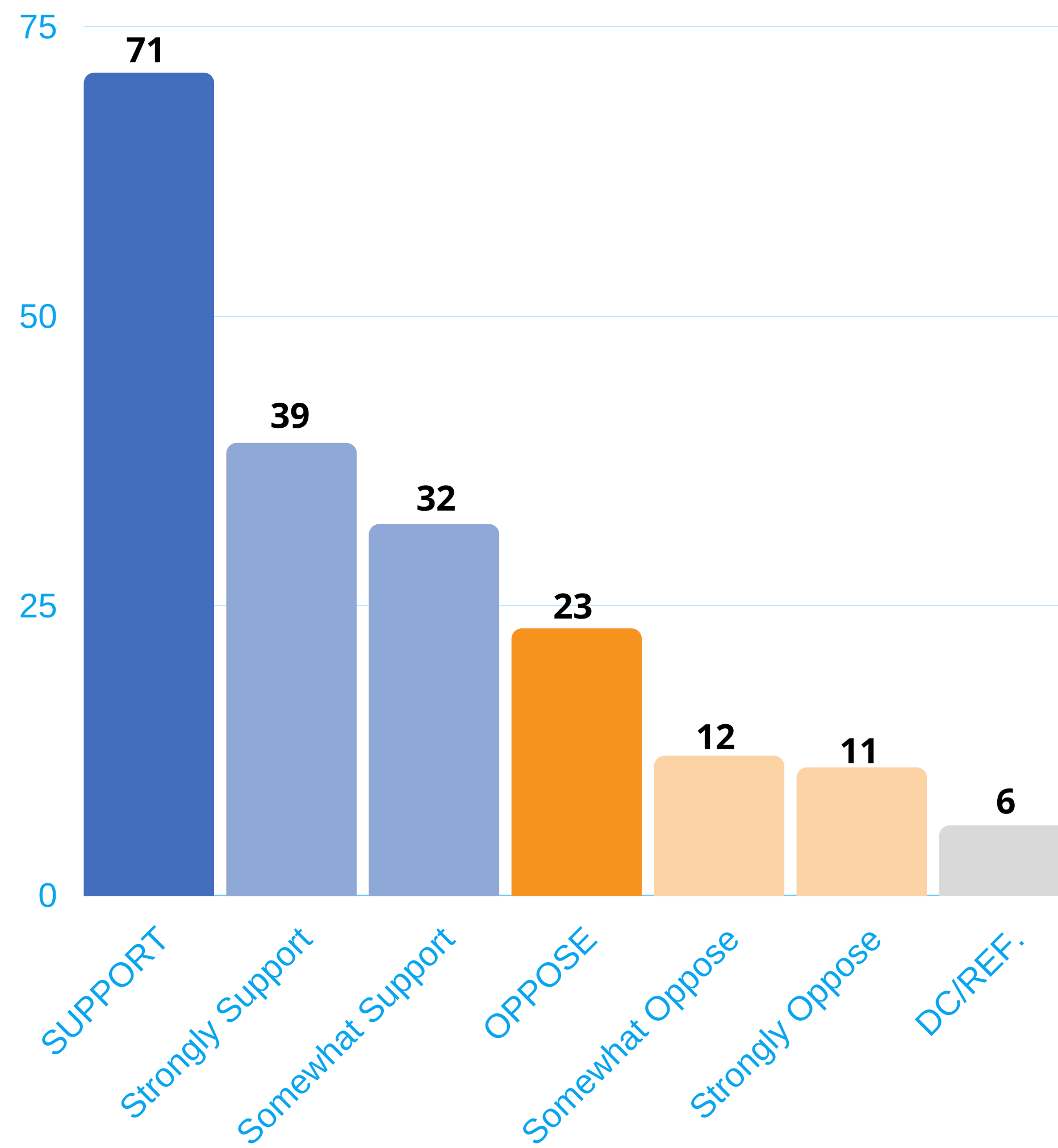
**“All Georgians have
a shared
responsibility in
helping Georgia
children grow up
healthy and ready
to learn.”**




**76% of households
without young
children agree.**

Support/ Oppose:

"The Georgia state government has a historic budget surplus. Would you support or oppose using a portion of these funds to expand the state's budget for early childhood education and child health programs?"



A group of diverse young children, including a boy with curly hair and a girl with blonde hair, are smiling and looking towards the camera. They are in a classroom setting with colorful toys and books in the background. A blue banner with white text is overlaid on the image.

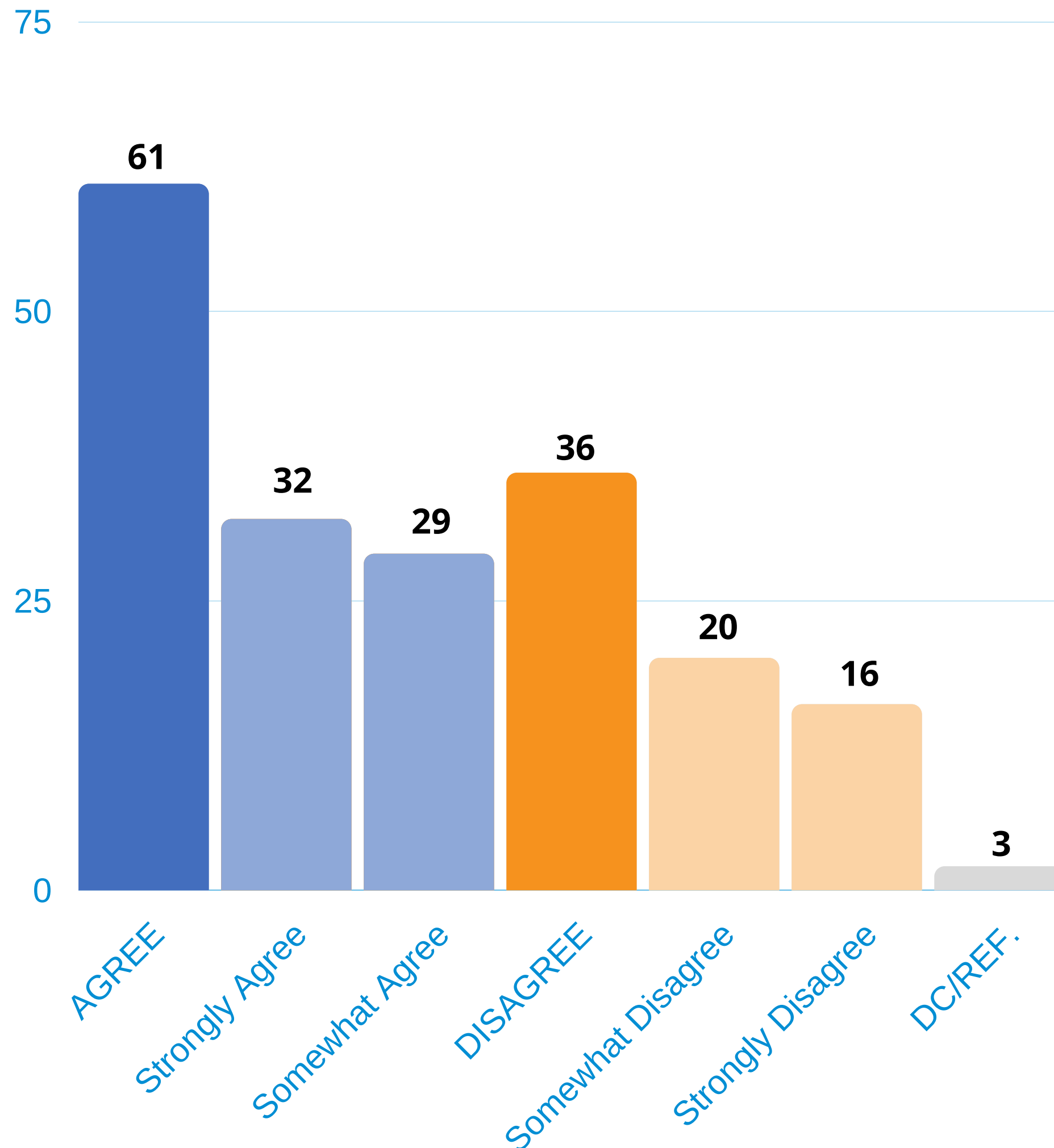
PART TWO – GENERAL ATTITUDES TOWARDS EARLY CHILDHOOD EDUCATION



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Agree/Disagree:

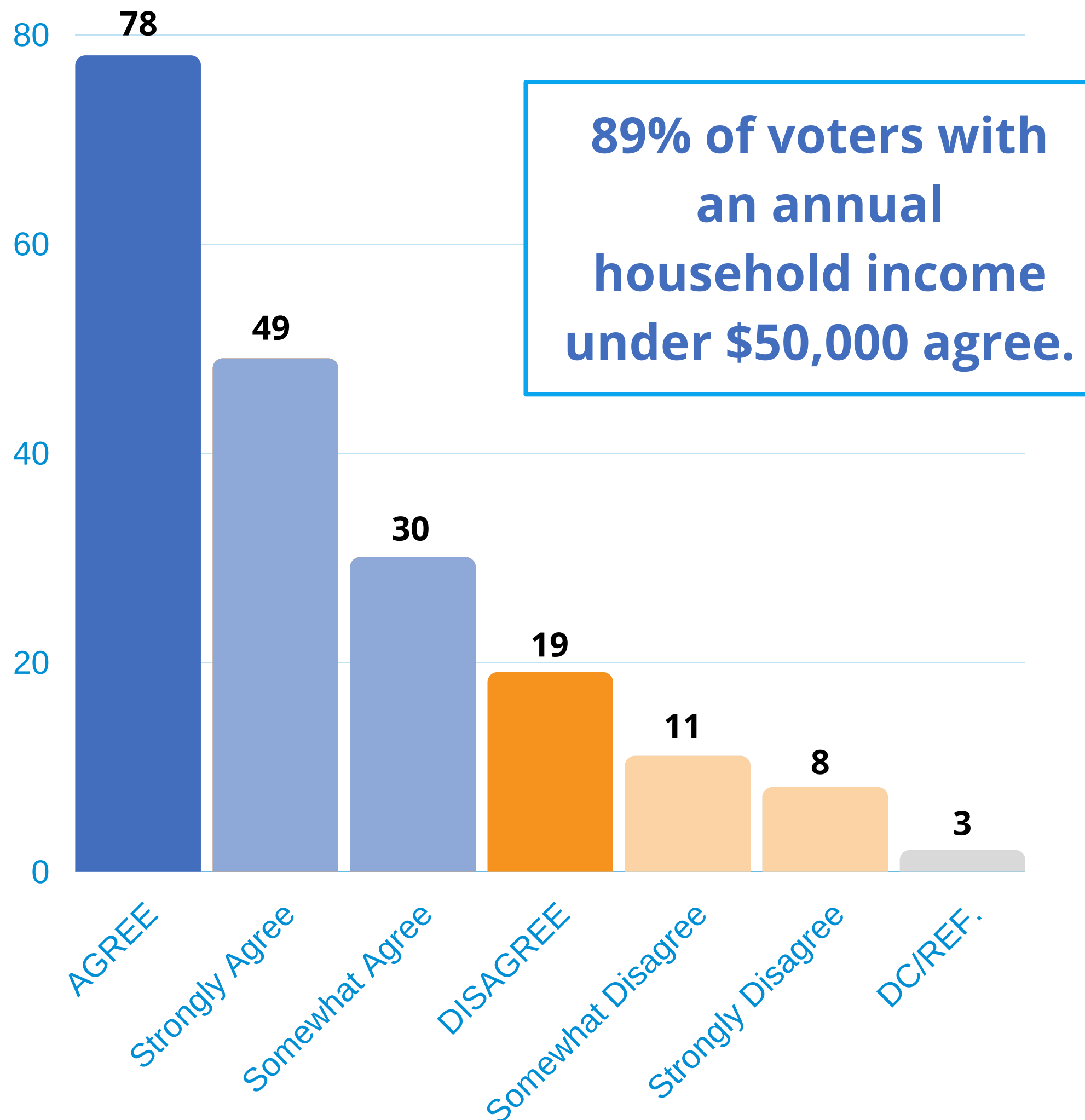
“The state should put the same level of priority on education for children age 0 to 4 as it does on K through 12 education.”





Agree/Disagree:

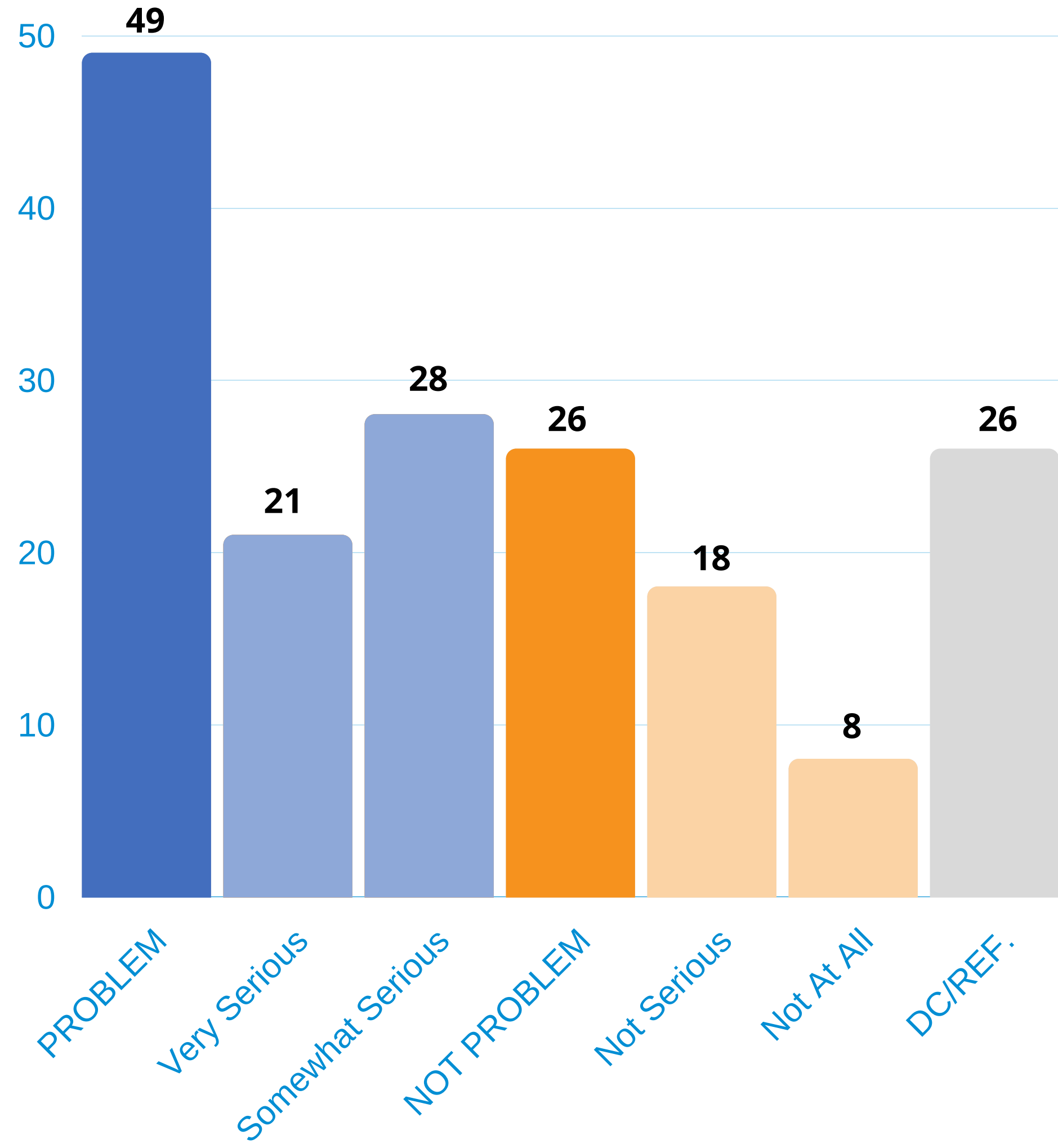
“Expanding access to high-quality child care gives parents the opportunity to participate in the workforce, which is good for Georgia’s economy.”





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"From what you know, how serious a problem is finding quality, affordable child care in your area?"





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Finding Quality, Affordable Child Care is a Problem in their Area



62%

OVER SIX IN TEN (62%) VOTERS
**WHO HAVE A CHILD UNDER
EIGHT YEARS OLD** SAY IT IS A
PROBLEM.



66%

GEOGRAPHICALLY, VOTERS IN
METRO ATLANTA (66%) ARE
MOST LIKELY TO SAY IT IS A
PROBLEM.



58%

NEARLY SIX IN TEN (58%) OF
VOTERS WITH AN ANNUAL
**HOUSEHOLD INCOME UNDER
\$50,000** SAY IT IS A PROBLEM.

A photograph of three young children sitting on a green play mat, surrounded by colorful plastic blocks. On the left, a young girl with blonde hair and a purple bow looks directly at the camera with an open mouth. In the center, the back of a child's head with dark curly hair is visible. On the right, a young boy with brown hair is looking down at the blocks. The children are wearing casual clothing like sweaters and jeans. A large blue rectangular box with white text is overlaid in the center of the image.

PART THREE – SUPPORT FOR EARLY CHILDHOOD EDUCATION (ECE) POLICY & FUNDING

A photograph showing four people from behind, standing in a line at a voting station. They are looking at a ballot. The station has a blue table and white privacy screens. Large windows are in the background.

55%

FIFTY-FIVE PERCENT (55%)
WOULD BE MORE LIKELY TO
VOTE FOR A CANDIDATE FOR
POLITICAL OFFICE WHO
SUPPORTS POLICIES THAT
GIVE MORE FAMILIES ACCESS
TO QUALITY CHILD CARE
AND PRESCHOOL -
INCLUDING 32% WHO
WOULD BE "MUCH MORE
LIKELY."



88%

OF LIKELY GEORGIA VOTERS SUPPORT
LOTTERY-FUNDED PRE-K



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SUPPORT HAS BEEN CONSISTENTLY HIGH FOR GEORGIA PRE-K GOING BACK TO 2010



2010: 83%

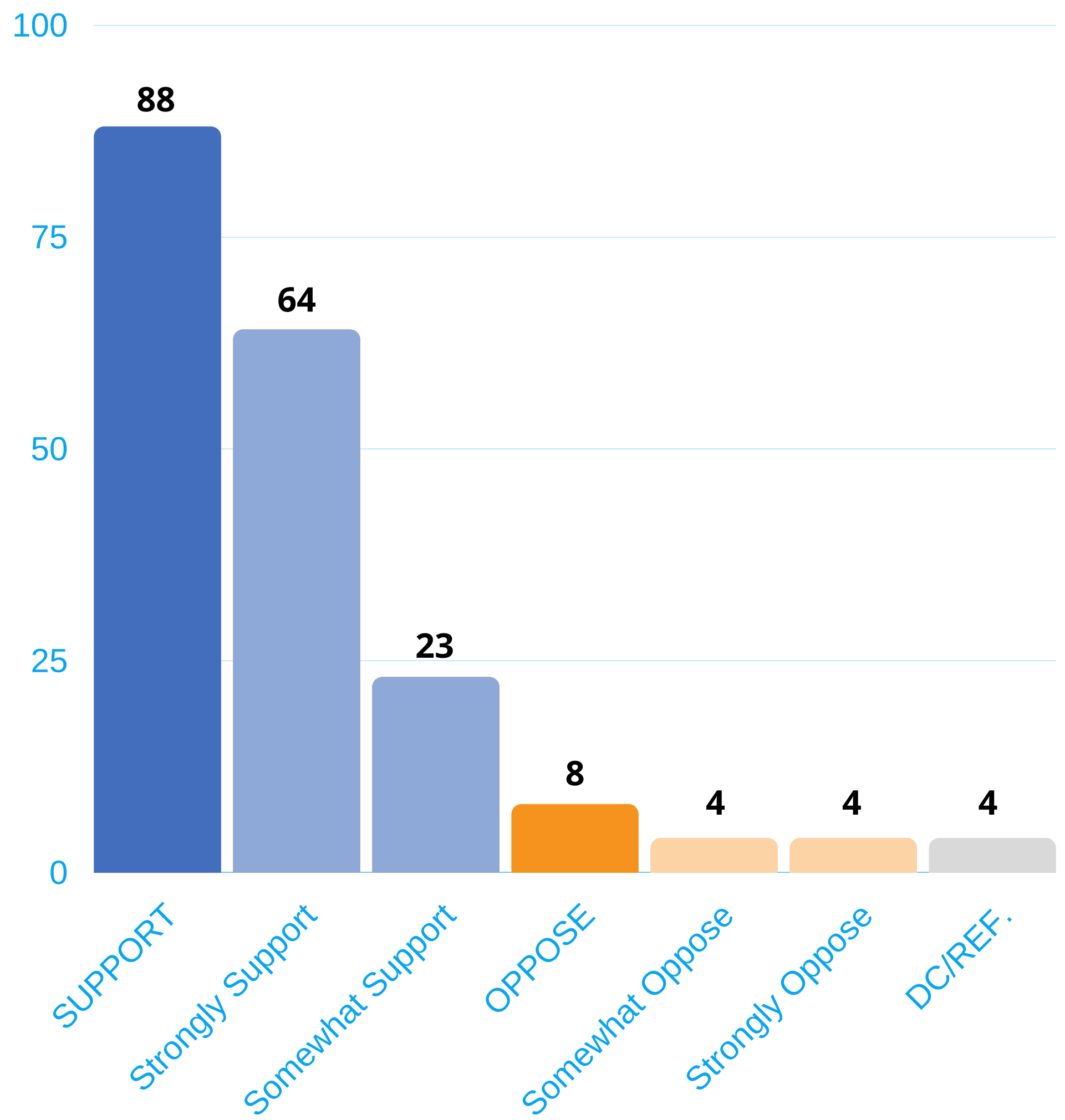
2014: 87%

2018: 80%

2022: 88%

Support/Oppose:

“Continuing to use a portion of Lottery funds to provide voluntary pre-kindergarten programs for four-year-olds.”

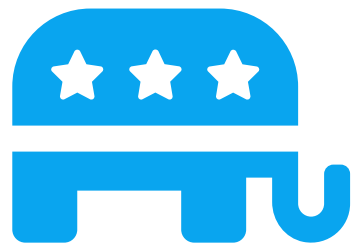




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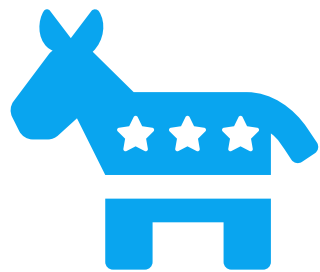
Across Demographic and Party Lines, Georgians Overwhelmingly Support the Continuation of Georgia's Lottery-Funded Pre-K Program

84%



Republican

93%



Democrat

90%



Households With
Young Children

88%



Households Without
Young Children

93%



Metro Atlanta

86%



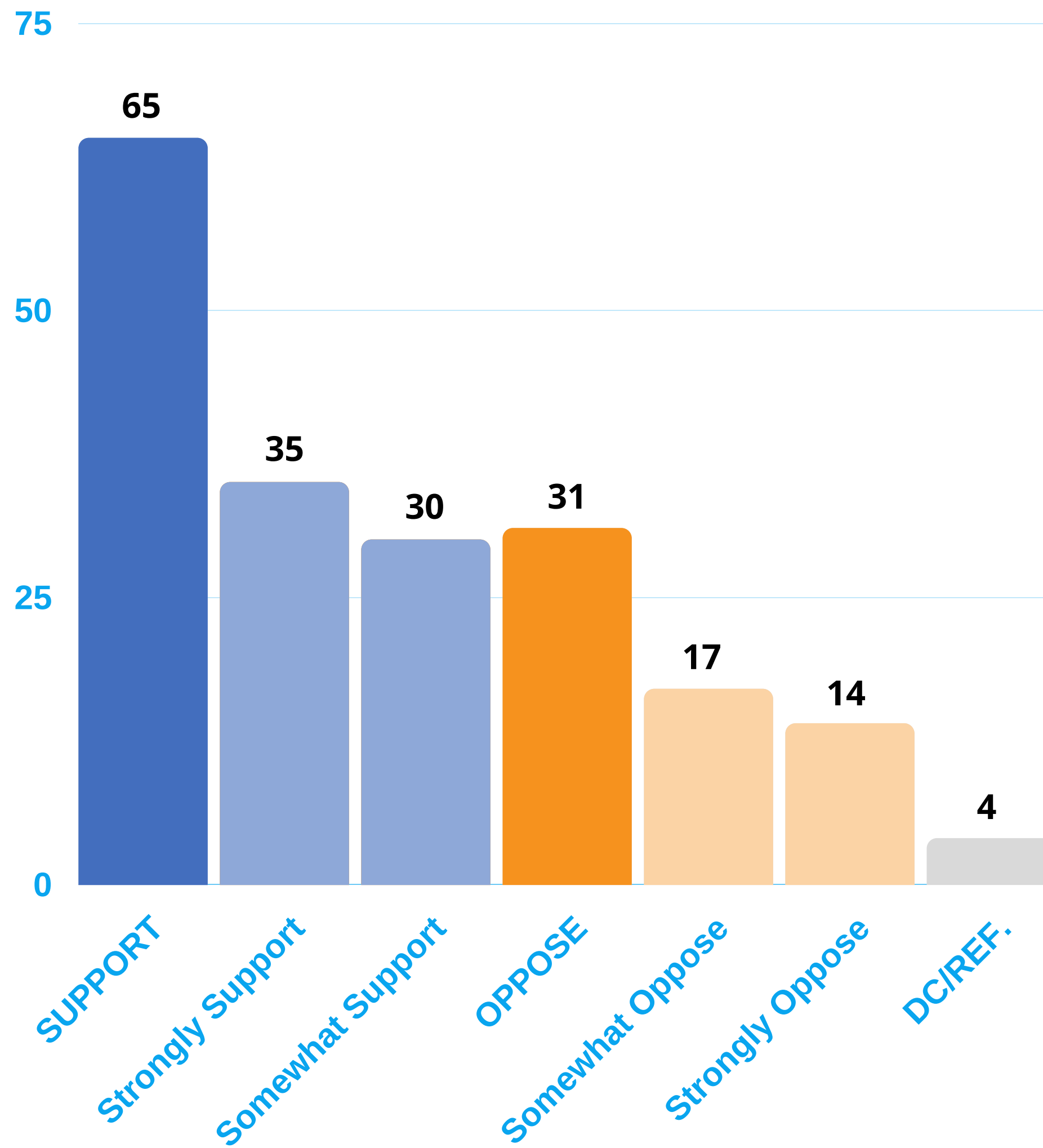
Rest of the
State



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Support/Oppose:

**“Providing state
funding to help
low-to-moderate
income working
families afford
child care.”**





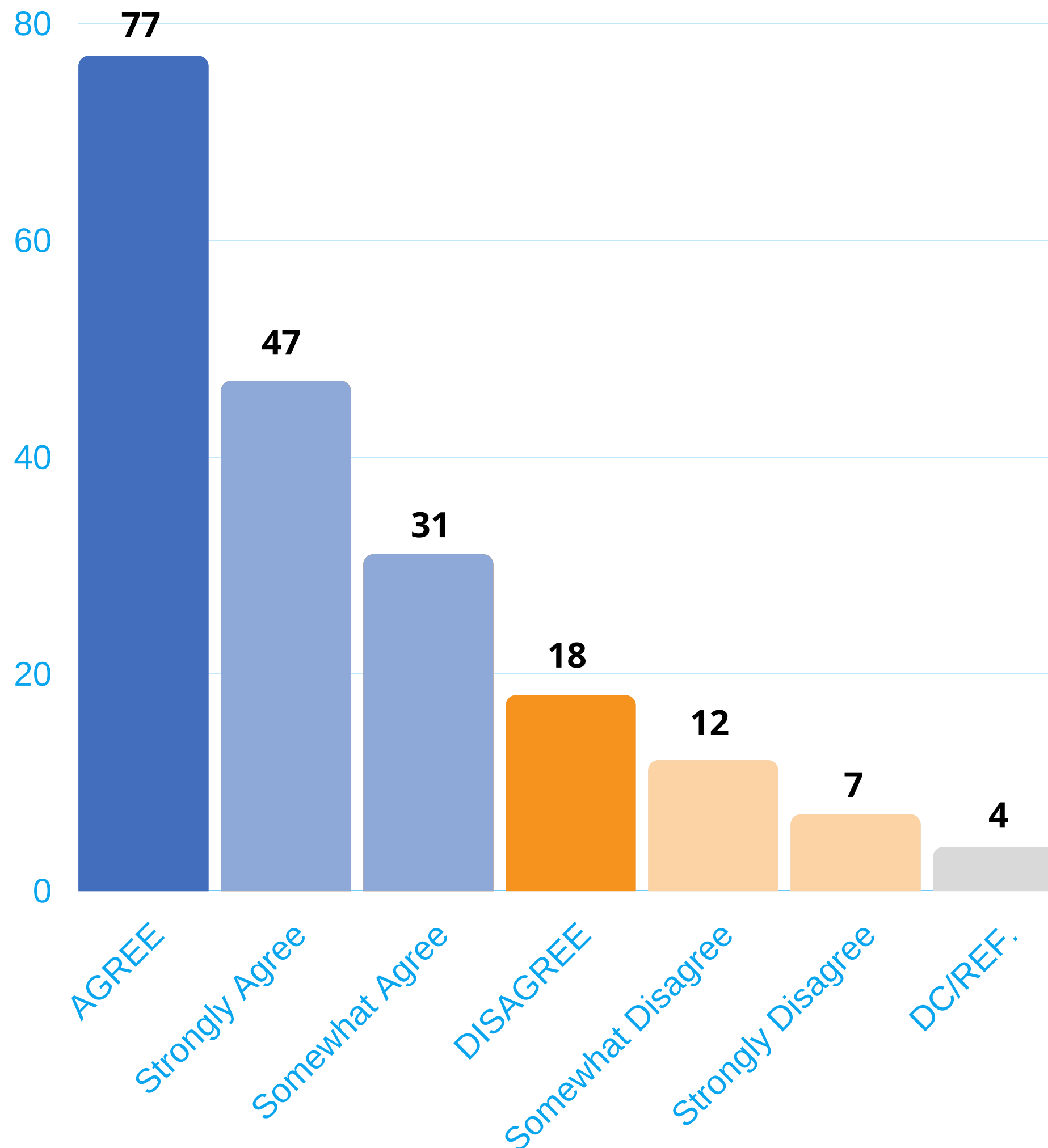
PART FOUR – CHILD CARE/EARLY LEARNING WORKFORCE



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Agree/Disagree:

“People who work in child care and early education should be paid a salary comparable to elementary school teachers if they have the same credentials and experience.”

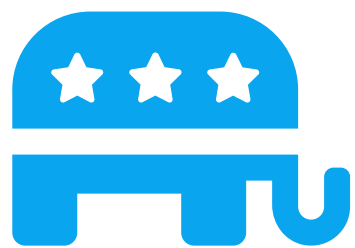




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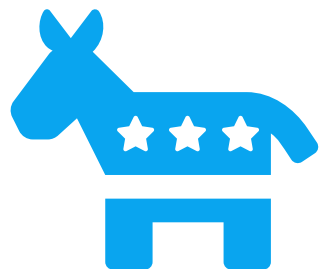
Support for Comparable Salary for Early Childhood Educators

67%



Republican

88%



Democrat

75%



Households With
Young Children

78%



Households Without
Young Children

86%



Metro Atlanta

75%

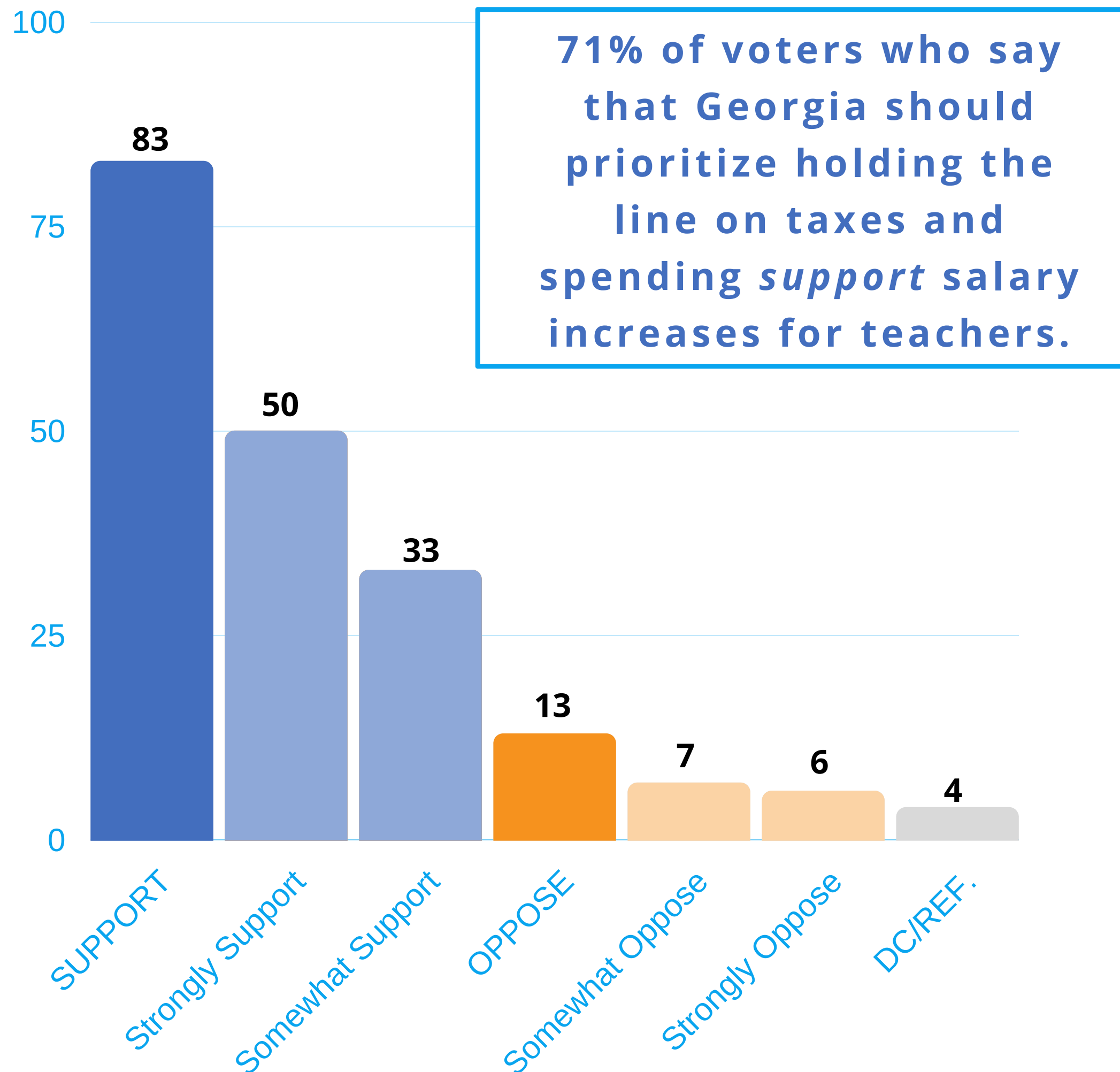


Rest of the
State



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"In light of the shortage of qualified child care and preschool teachers, would you support or oppose increasing the salaries of qualified child care and preschool teachers in Georgia to attract more individuals to this field?"

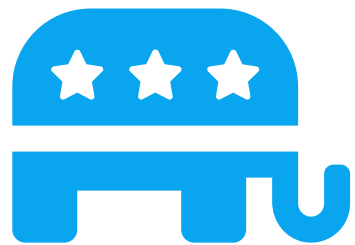




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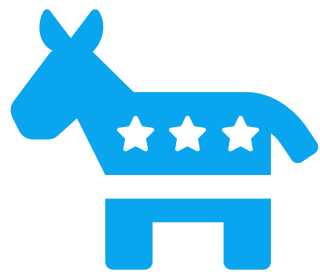
Support for Increasing Salaries for Child Care and Preschool Teachers

74%



Republican

95%



Democrat

80%



Households With
Young Children

85%



Households Without
Young Children

90%



Metro Atlanta

82%



Rest of the
State



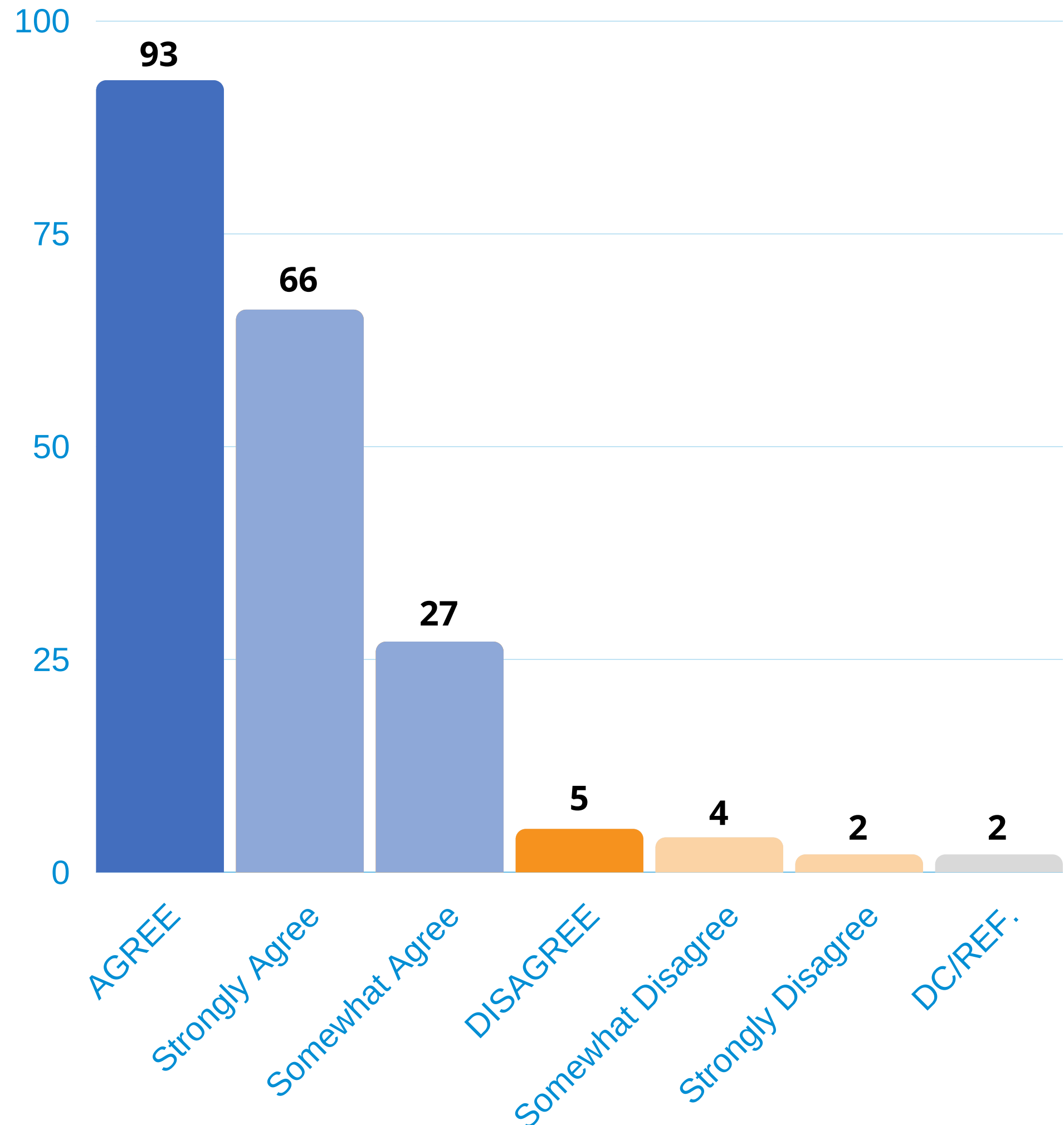
PART FIVE – CHILD AND FAMILY MENTAL HEALTH



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Agree/Disagree:

**“Children’s social-
emotional
development during
their early years is
important to their
later school
success.”**



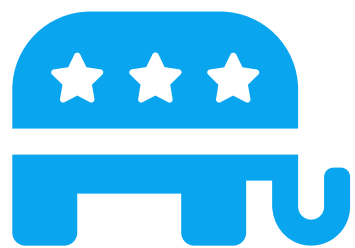


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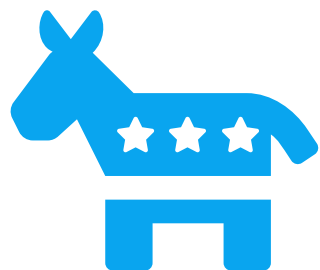
Georgians Overwhelmingly Indicate that Social-Emotional Development in the Earliest Years is Important to Future Success

91%



Republican

97%



Democrat

95%



Households With
Young Children

93%



Households Without
Young Children

97%



Metro Atlanta

92%




Rest of the
State



68%

NEARLY SEVEN IN TEN (68%)
WOULD BE MORE LIKELY TO
VOTE FOR A CANDIDATE FOR
POLITICAL OFFICE WHO
SUPPORTS POLICIES THAT
GIVE FAMILIES AND YOUNG
CHILDREN BETTER ACCESS TO
MENTAL HEALTH SERVICES -
INCLUDING 39% WHO
WOULD BE "MUCH MORE
LIKELY."



PART SIX – PAID FAMILY LEAVE



4 in 5

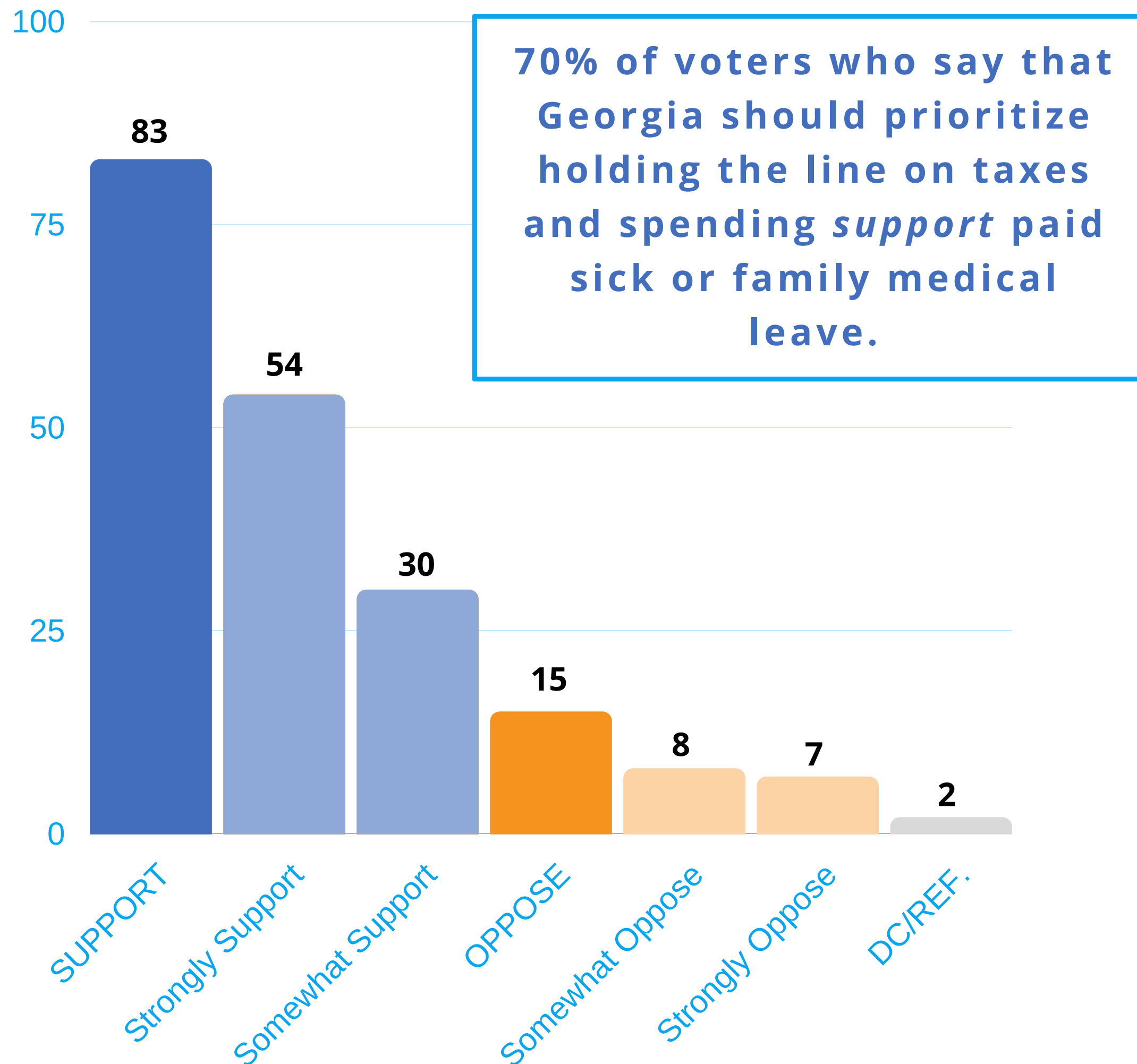
LIKELY GEORGIA VOTERS SUPPORT PAID
FAMILY LEAVE



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Support/Oppose:

“Providing paid sick or family medical leave to care for yourself or a family member with an illness.”

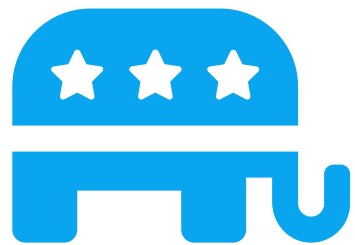




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Support for Paid Sick or Family Medical Leave

74%



Republican

97%



Democrat

89%



Women

76%



Men

89%



Metro Atlanta

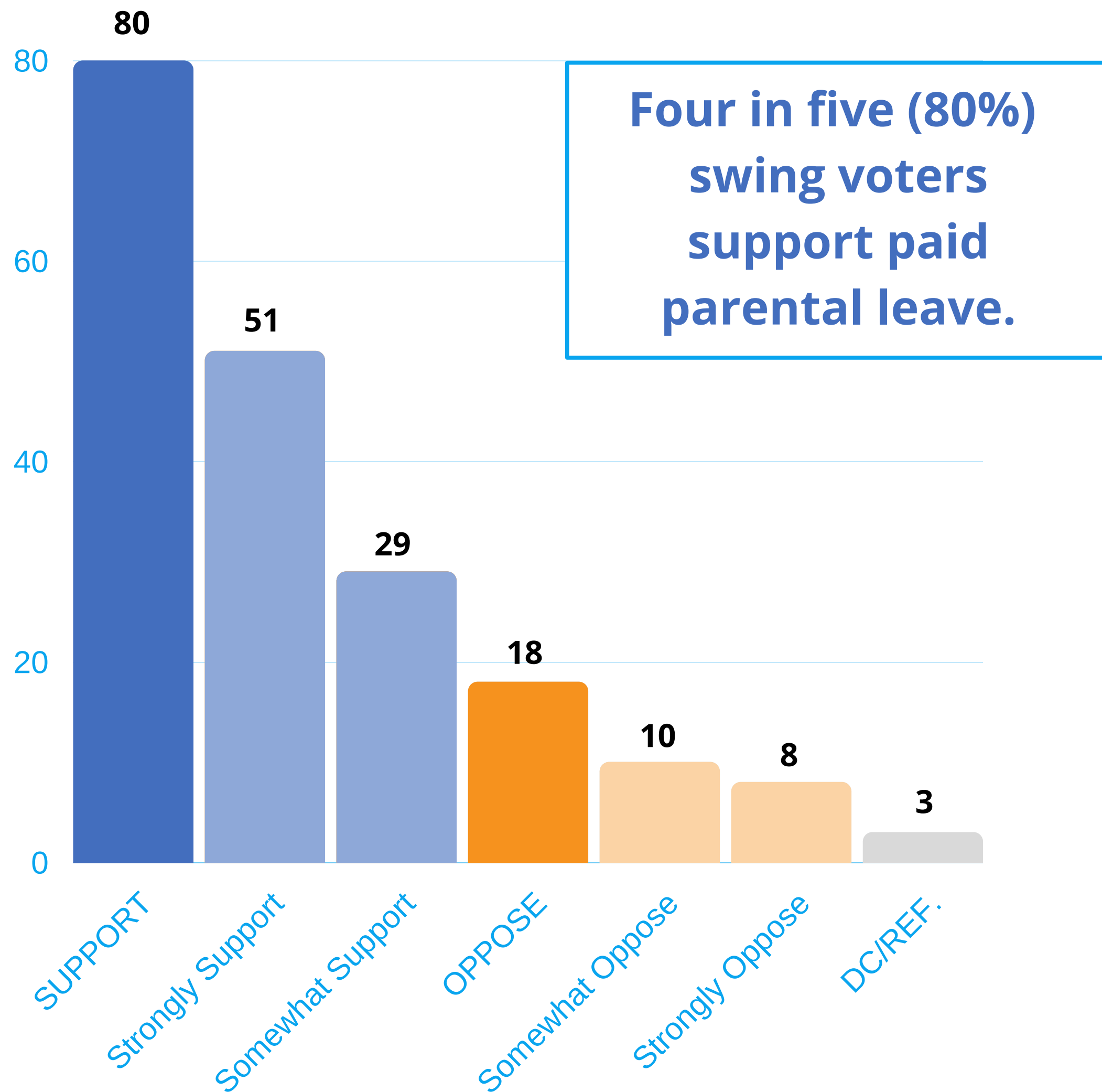
82%



Rest of the
State

Support/Oppose:

“Providing paid
parental leave
for the birth or
adoption of a
child.”

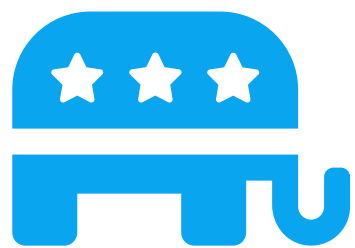




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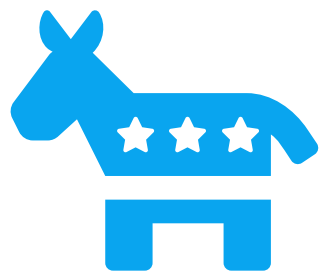
Support for Parental Leave for the Birth or Adoption of a Child

71%



Republican

93%



Democrat

84%



Households With
Young Children

79%



Households Without
Young Children

87%



Metro Atlanta

78%



Rest of the
State



Thank You!

Learn more at: GEEARS.org/polling



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