

# New Poll Finds Georgia's Families Are Struggling


*Findings from a survey of parents with children ages birth to five*

In late 2023, GEEARS commissioned Hart Research Associates to conduct a poll of Georgia parents with children ages birth to five years old. The findings revealed that Georgia's families with young children face overwhelming challenges, with more than **four in 10 reporting that their overall economic situation, stress levels, and ability to pay weekly and monthly bills have grown more challenging** over the last few years. Financial difficulties disproportionately affect mothers, parents in lower-income or single-adult households, and those in small towns or rural areas.

Families continue to experience **child care challenges**. More than eight in 10 parents report that child care struggles **have directly affected their financial situation** in some way, most commonly through missed shifts or reduced hours at work. Additionally, nearly half had turned down job opportunities and more than a third had left the workforce entirely because of child care challenges, with mothers feeling the disproportionate impact of both.

The majority of **families feel underserved by the state government** and want policymakers to **prioritize issues affecting parents' day-to-day lives**, such as access to food, diapers, high-quality child care, paid parental leave, and consistent healthcare coverage. Support for such policies is robust and bipartisan.

 **Less than half**

 (46%) of families indicate things are going well in terms of their stress levels and mental health.

In the past year,  **8 in 10**

families have struggled to afford a basic need (e.g., food, housing, diapers, etc.)

## Parent Voices

**“Even people with a job are struggling to put food on the table and make sure bills are paid but can't get help because they make too much. Speaking for my family we're not even running our heat this season because the bill is too high...Georgia has to do better.”**

-Georgia Mother

**“We should invest as much as possible in the next generation.”**

-Georgia Father

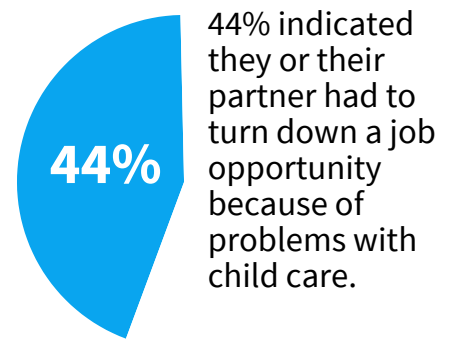
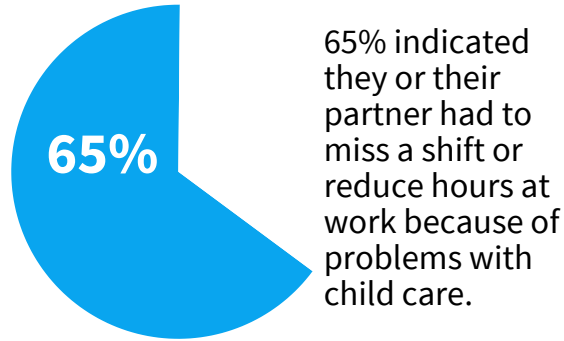
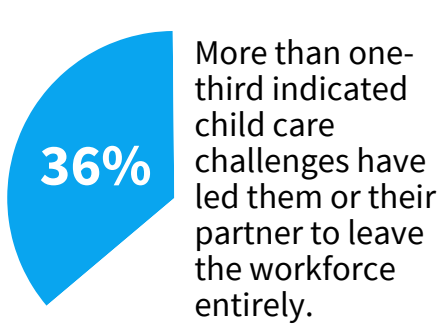
**“Our family is in the top 1% of income earners, and we identify as politically conservative....We strongly believe in increased access to affordable diapers and formula, paid family leave, easy access to affordable healthcare, and support for new moms. Inflation is a real burden for most people.”**

-Georgia Father

**“Investing in children is not only the right thing to do from a humanitarian perspective, but it also pays off really well in the future. Think more than a couple years ahead! “**

-Georgia Mother

# Impact of Child Care Challenges



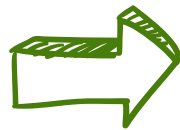
“Child care costs today are not affordable. Any aid to supplement childcare costs is paramount to growing the economy.”

-Georgia Mother

“Parents need help paying daycare fees. I want another child, but there’s no way I can afford that. We can’t keep our heads above water financially.”

-Georgia Mother

Only  
**32%**



of families believe the state government is doing a good job of meeting the needs of parents with young children.

Families want state policymakers to prioritize access to food and formula, healthcare, early childhood education, safe and affordable housing, and paid family leave.

## Families broadly support the state government implementing specific policies to help young children and their caregivers:

**94%**



support eliminating the state sales tax on diapers.

**93%**



support increasing access to paid parental leave.

**92%**



support providing continuous eligibility for Medicaid from birth through age five.

**89%**



support increasing funding for CAPS, so that more families with low incomes can afford care.