



March 26th, 2018

MEMORANDUM

TO: INTERESTED PARTIES

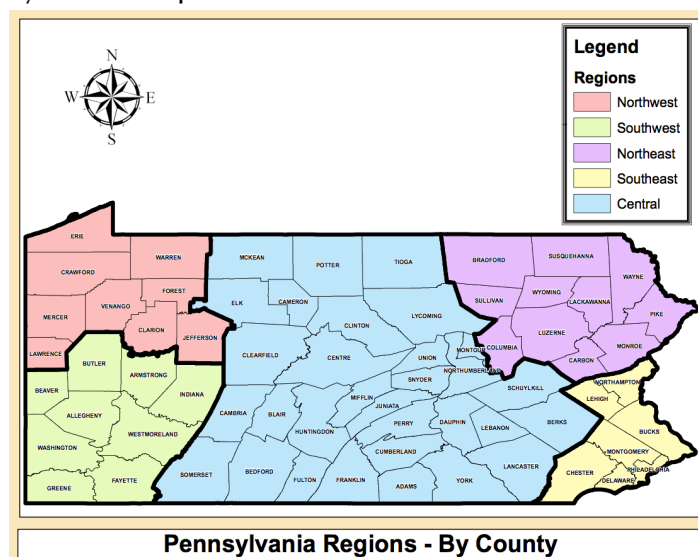
FR: DAVID FLAHERTY, MAGELLAN STRATEGIES

RE: PENNSYLVANIA CHILD CARE SURVEY SUMMARY

This memorandum is a summary of a survey conducted to 602 residents in the state of Pennsylvania. The interviews were conducted from March 19th - 20th, 2018. This survey has a margin of error of +/- 4.00% at the 95 percent confidence interval. This survey also includes an oversample of families that have experienced looking for and choosing child care in the past two to three years. The survey results were slightly weighted to the voter registration demographics of Pennsylvania.

Key Findings

- Support for increasing government funding for high quality child care programs is very strong. Among all respondents 77% of Pennsylvanians support, and 55% strongly support increased funding.
- Among all respondents, 77% believe that high quality child care programs are very expensive and 82% of all respondents think the state government should be doing more to make them more affordable for families.
- The two most relevant characteristics of a quality child care center are the training, experience and qualifications of the staff, followed by the safety and security of the facility. The learning programs provided by the child care center was the third most important characteristic. The cost, location and hours of a child care center was relevant to only 5% of respondents or less.



There is Strong Public Support for Government Assistance for Child Care Programs

The survey included several questions measuring opinions of increasing government funding for high quality child care programs. The first question was a broad, general measurement of opinion for increased funding. The results show strong support across all major subgroups of Pennsylvania.

“Generally speaking, would you support or oppose an increase in state government funding for high quality child care programs?”

	<u>All</u>	<u>All Men</u>	<u>Marr. Men</u>	<u>Single Men</u>	<u>All Wom</u>	<u>Marr. Wom</u>	<u>Single Wom</u>	<u>Dem</u>	<u>Rep</u>	<u>Ind</u>
Tot. Supp.	77%	71%	64%	81%	82%	79%	88%	91%	58%	79%
Tot. Opp.	17%	23%	30%	11%	12%	14%	8%	6%	32%	10%
No Opinion	6%	6%	6%	8%	6%	7%	4%	3%	10%	11%
Str. Supp.	57%	49%	43%	58%	64%	61%	68%	73%	34%	63%
SMWT Supp.	20%	22%	21%	23%	18%	18%	20%	18%	24%	16%
Str. Opp.	10%	14%	19%	6%	6%	6%	6%	4%	18%	3%
SMWT Opp.	7%	9%	11%	5%	6%	8%	2%	2%	14%	8%

	<u>All</u>	<u>North West</u>	<u>South West</u>	<u>North East</u>	<u>South East</u>	<u>Central</u>
Tot. Supp.	77%	82%	62%	74%	86%	73%
Tot. Opp.	17%	16%	27%	21%	11%	17%
No Opinion	6%	2%	11%	5%	3%	10%
Str. Supp.	57%	58%	40%	61%	70%	50%
SMWT Supp.	20%	24%	22%	13%	16%	23%
Str. Opp.	10%	9%	13%	18%	7%	9%
SMWT Opp.	7%	7%	14%	3%	4%	8%

The second question to measure Pennsylvanian’s support and opposition for government assistance for high quality child care was more specific in its description of the program. The question informed respondents a family of four with a household income of \$48,000 or less was eligible, and that money could only be spent at a qualified child care program.

Among all respondents, 83% support and 59% strongly support government financial assistance for Pennsylvania families of four with incomes of \$48,000 or less for qualified child care programs. This support is strong across all major voting subgroups.



Statements in Support of Government Funding for High Quality Child Care

The survey tested five statements in support of government funding for high quality child care. Those polled recognize the value of investing in high-quality child care from various perspectives: opportunity to work, school readiness and economic impact, and staff compensation. The following table ranks each statement by the percentage of respondents that would be more likely to support government finding. All five statements resonated very well with respondents with the strongest being a statement about experienced nurturing adults significantly increasing the school readiness of children.

I am now going to read to you some statements in support of government funding for as well as the benefits of high quality child care. After hearing the information, please tell me if you are more likely or less likely to support government funding of high quality child care, or if the information makes no difference in your opinion of government funding of high quality child care.

	Total More Likely	Total Much More Likely	Much More Rep	Much More Dem	Much More Ind
<i>By investing in high quality child care programs, we can increase our state’s workforce productivity and participation rate by enabling parents and caregivers the opportunity to go to work.</i>	78%	50%	34%	62%	57%
<i>Studies have shown that high quality child care defined by safe, developmentally appropriate activities provided by experienced and nurturing adults significantly increases school readiness for children as they enter kindergarten through 12th grade.</i>	76%	53%	39%	62%	60%
<i>Investments in high quality child care will result in positive economic impacts down the road, including a more skilled workforce that will attract new businesses to our state, an increase in household incomes, and it will lower the state’s costs for health care, special education and criminal justice expenses.</i>	75%	51%	40%	60%	58%
<i>Investing in high quality child care will have a positive, direct impact on Pennsylvania’s economy because child care providers are small businesses that provide employment and purchase goods and services.</i>	73%	42%	32%	49%	48%
<i>Unfortunately, workers in the child care field are woefully undercompensated, with nearly half of all childcare staff in Pennsylvania qualifying for public assistance benefits themselves because of such low wages and earnings. Knowing this, we should make investments in high quality child care.</i>	72%	52%	39%	60%	62%



High Quality Child Care is Very Expensive and the State Should be Doing More

The survey included several questions to validate or refute assumptions of how Pennsylvanians think about high quality childcare. The first assumption validated is the view that high quality child care programs are very expensive (77% agree/54% strongly agree). The second assumption validated is the view that state government of Pennsylvania should be doing more to make high quality child care affordable. Among all respondents, 82% agreed with this viewpoint and 62% strongly agreed.

Conclusion

This research covered many areas, viewpoints and perceptions about high quality child care programs. What is clearly demonstrated in the findings is the strong support among all Pennsylvanians for government funding of high quality child care programs. They clearly understand the benefits of high quality child care for young children and the long-term benefits to Pennsylvania's economy and communities. They are also very aware of the high cost for high quality child care, and how it can prohibit lower income families from participating in the workforce.

About Magellan Strategies

Magellan Strategies is a national full-service voter opinion polling and survey research firm. We have provided polling services to candidates, ballot issue campaigns, government relation firms, trade associations, and local governments since 2006. We also offer voter data mining, voter data analysis and campaign consulting services. Our office is located in Louisville, Colorado. To learn more about our company please visit <http://www.MagellanStrategies.com> or call 303-861-8585.

