

Children's Funding Institute 2023

Political Alignment, and Voter Contact, Targeting and Messaging

October 4, 3:30 – 4:20 PM ET



- Slides will be available at childrensfundingproject.org/cfi2023
- For this session, please do not take pictures, tag participants, or share presenter quotes without asking permission from the session speakers.
- For this session, please use the hashtag #ChildrensFundingInstitute when posting about it on social media.



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Partisan Differences on Policy and Messaging for Investment in Kids

*Findings from Recent California Research
October 4, 2023*

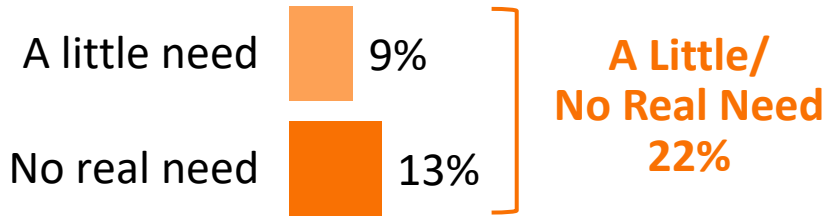
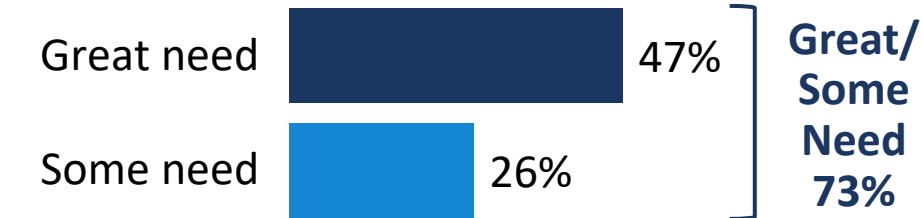


OPINION
RESEARCH
& STRATEGY

Voters across party lines see a need for additional funding for programs serving children and youth.

Do you think there is a great need for additional funding, some need, a little need, or no real need for additional funding for programs that serve children and youth in your community?

■ Great/Some Need
 ■ A Little/No Real Need
 ■ Don't Know



Voters across partisan lines see school districts and local government as bearing responsibility.

Total Labeling Each “Responsible” for Helping Children and Families Thrive

Organization	All Voters	Party		
		Democrats	Independents	Republicans
School districts	79%	87%	74%	68%
Local government	78%	90%	72%	62%
State government	75%	90%	67%	56%
Federal government	68%	84%	60%	45%
Nonprofit groups	55%	65%	47%	45%
Businesses	46%	58%	37%	33%

Q6. Here is a list of organizations. Please indicate how responsible you think they should be for helping parents ensure California children and their families have the support they need to be healthy and thrive: very responsible, somewhat responsible, not too responsible, or not at all responsible.

Partisanship is usually the most dramatic divide on increasing taxes to fund children's services.

Would you support or oppose a modest increase in taxes for (Half Sample: childcare, preschool, and other early childhood services) (Half Sample: programs and services to support the development of children of all ages) in your community?

Demographic Group	Total Support	Total Oppose	Don't Know
All Voters	48%	48%	4%
Party			
Democrats	68%	27%	5%
Independents	44%	53%	3%
Republicans	16%	82%	2%
Ideology			
Liberal	83%	14%	4%
Moderate	39%	58%	3%
Conservative	19%	78%	3%

Democrats and independents respond very strongly to messaging; a statement on involving parents resonates among Republicans.

Very Convincing

Statement	All Voters	Party		
		Democrats	Independents	Republicans
Quality/Safety	54%	64%	52%	35%
Brain Development	53%	70%	45%	32%
Keep Kids Off Streets	53%	68%	44%	33%
Homeless	53%	70%	43%	31%
Parents	50%	54%	46%	44%
Equity	49%	65%	43%	24%
Low Wages	49%	68%	45%	19%
Essential Workers	48%	65%	42%	22%
School Readiness	46%	60%	37%	29%
Smart Investment	46%	63%	39%	24%
Mental Health	43%	58%	34%	27%
Workforce/Economy	40%	50%	38%	25%
Vulnerable Youth	33%	45%	34%	9%

Q13. I would like to read you some statements from supporters of increasing funding for programs to support children and youth. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the proposed such increased funding. Split Sample

Message	DEM	IND	GOP
(QUALITY/SAFETY) Nothing is more important to a parent than the health and safety of their children, and no parent should have to worry about the care their child is receiving while they are at work. We must ensure that all childcare programs meet quality and safety standards, so parents can go to work with peace of mind knowing their kids are safe and well cared for.	#1	#1	#2
(BRAIN DEVELOPMENT) Research shows that a child’s brain develops most dramatically during the first 5 years of life. This critical period is a window of opportunity to lay the foundation for all the years that follow. Our children deserve the best early learning and high-quality childcare programs during this critical period of their development.	#1	#3	#4
(KEEP KIDS OFF STREETS) Research shows that before- and afterschool programs reduce crime and truancy by offering constructive alternatives to gangs, drugs, and violence. Making investments now will keep kids off the streets and out of trouble by providing them with a safe and supervised place to be when school is out of session.	#3		#3
(HOMELESS) California has thousands of homeless families with children living in cars or on the streets, and young adults including foster youth on the streets. No child should grow up this way. We need to make it a top priority to help these children and families to keep young people from becoming chronically homeless.			
(PARENTS) The most important factor in helping children succeed in school and in life is getting their parents involved. That’s why we need to invest in services to support parents and their ability to actively participate in their children’s health and well-being.		#2	#1
(LOW WAGES) Childcare and afterschool workers are essential, but their salaries have not kept up with the rising cost of living. Most earn minimum wage; less than \$40,000 a year on average, which is not nearly enough to pay rent, afford childcare for their own children, and make ends meet in California. We must increase wages for early childhood educators, afterschool and childcare providers so that we can attract and retain the best people to care for our kids.	#3	#3	

Pediatricians are trusted by majorities of voters of all parties; small business owners stand out among both independents and Republicans.

Statement	All Voters	Party		
		Democrats	Independents	Republicans
Pediatricians	74%	86%	64%	63%
Teachers	70%	88%	62%	45%
Essential workers	70%	77%	68%	57%
Small local businesses	68%	64%	68%	76%
Childcare workers	66%	83%	56%	43%
Local parents	66%	68%	63%	65%
Child development experts at a local university	61%	83%	53%	29%
Working teens	60%	66%	63%	46%
Police officers	60%	52%	57%	80%
Social workers	59%	77%	51%	33%
Youth in your community	58%	67%	55%	45%
Nonprofit employees	54%	64%	51%	39%
Public employee unions	43%	59%	33%	25%
Economists	43%	54%	36%	29%
Faith leaders	40%	32%	35%	61%
Your local chamber of commerce	36%	39%	32%	37%
Your county supervisor	30%	38%	27%	16%

Q16. I am going to read you a list of people and organizations that may provide information about this proposal to provide funding for children and youth. Please tell me if you would generally trust that person's or organization's opinion on this topic, or if you would be suspicious of it. Split Sample

For more information,
contact:



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