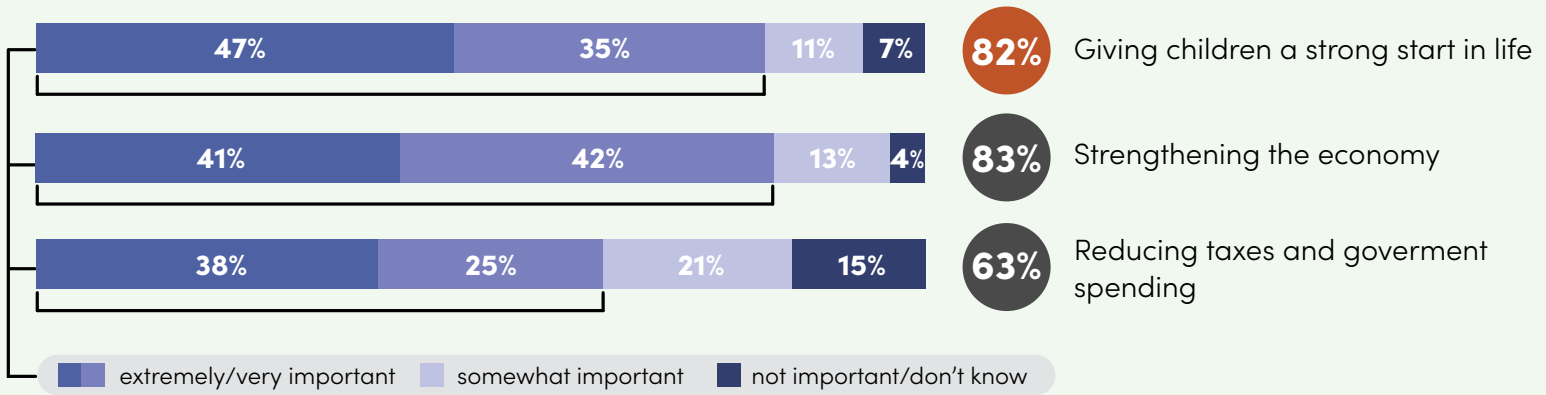


Voters Will Tax Themselves for Kids

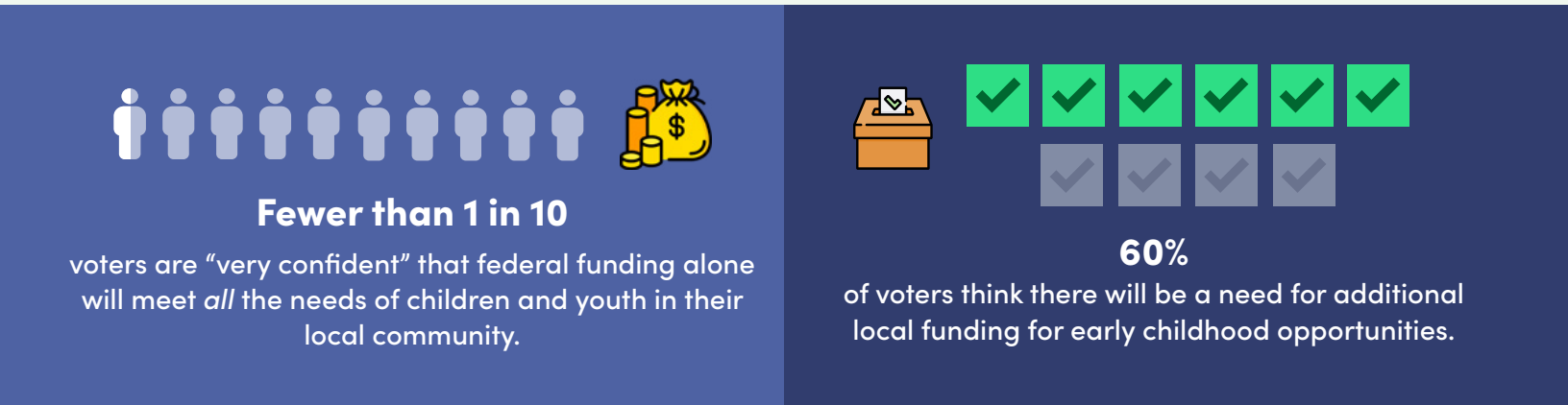


More than 80% of voters believe that creating equitable opportunities for children to get a strong start in life should be one of the highest priorities for government—and they are willing to raise their own local taxes to make those opportunities possible. This finding, and others about voters’ attitudes toward funding for children and youth services, comes from a new national poll of U.S. voters who participated in the 2020 election, commissioned by Children’s Funding Accelerator and conducted by FM3 Research in August 2021.

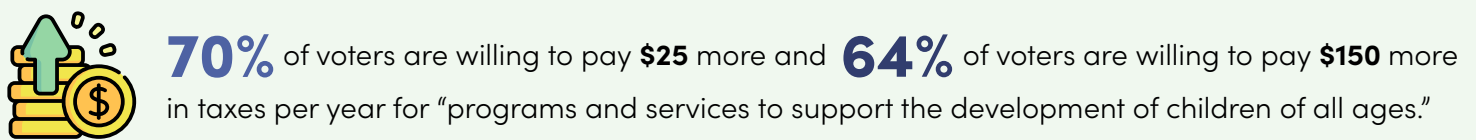
Voters say giving children a strong start in life is as important to them as strengthening the economy.



Most voters believe that the additional funding needed for early childhood opportunities in their communities should come from a mix of sources.

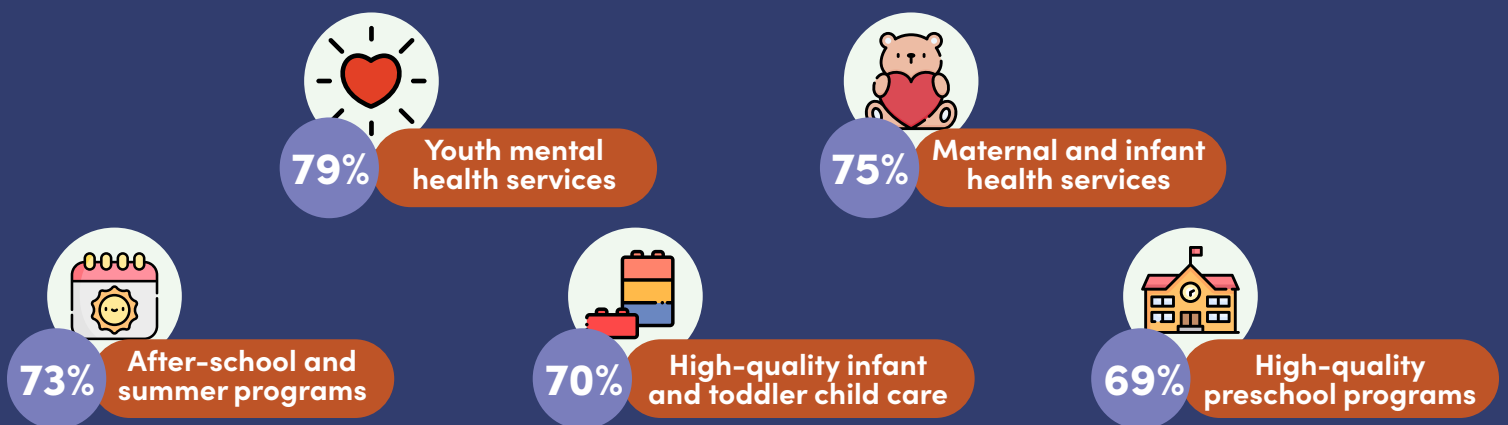


Voters are willing to provide this local funding by increasing their own taxes.

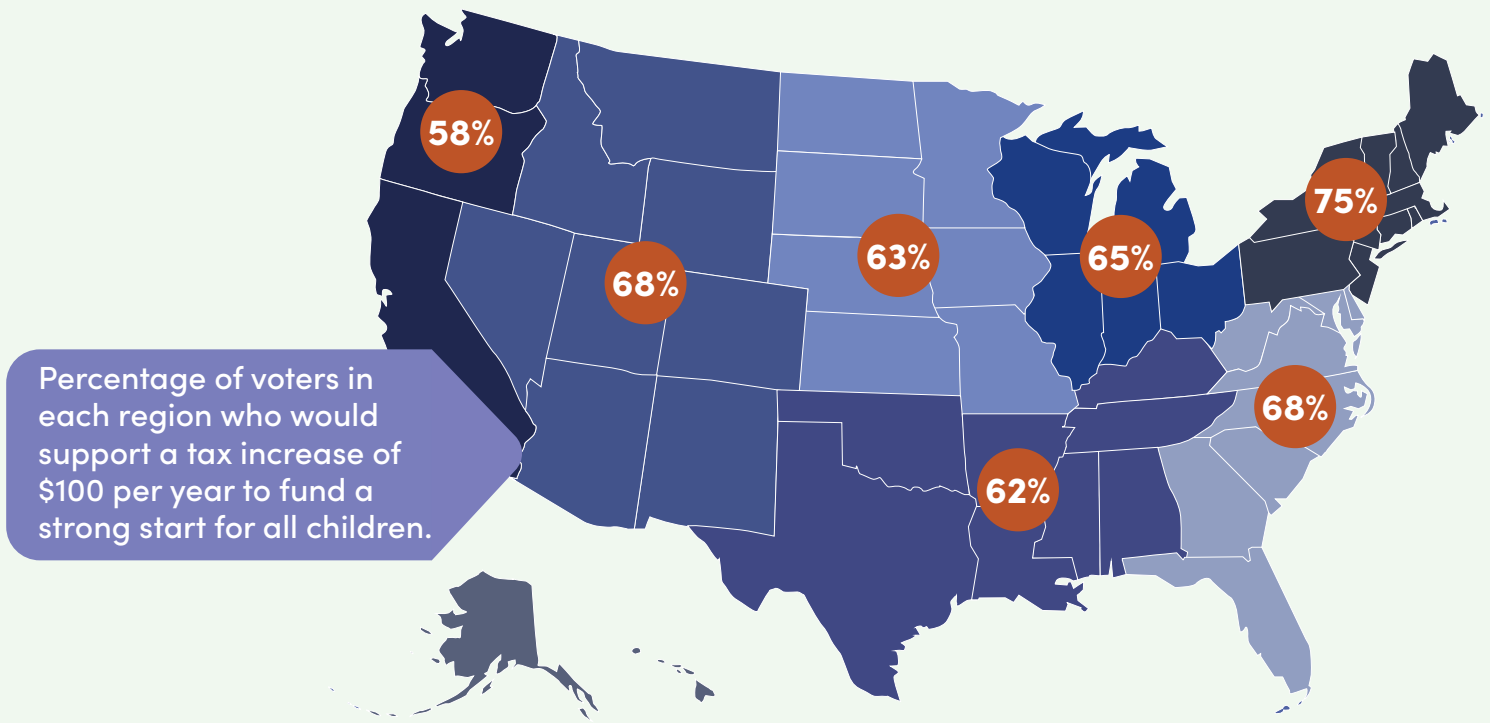


Funding for youth mental health and maternal/infant health opportunities are top priorities for voters.

Percentage of voters who rank each opportunity as a high/very high priority.



The majority of voters in every region of the country want to see their tax dollars used to give all children a strong start in life, regardless of a child's family income, education, skin color, or where a child lives.



Voters prefer to raise funding for child development opportunities via taxes that don't add to the burden of low-income households and small businesses.

A majority of voters found it acceptable to tax the following:

 **74%** Sales of commercial property worth over \$1 million

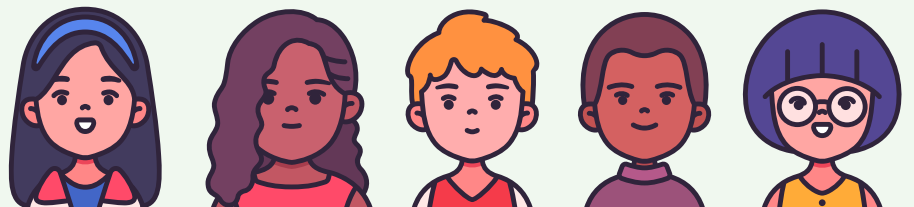
 **72%** Corporate profits

 **69%** Digital advertising sales

 **67%** High-income earners

 **64%** Sales of personal data collected online

Learn More



Contact Children's Funding Project at childrensfundingproject.org/contact-us to find out how we can help your community develop a strategic plan for funding children and youth services. Be sure to [join our mailing list](#) to receive priority access to new tools and resources.