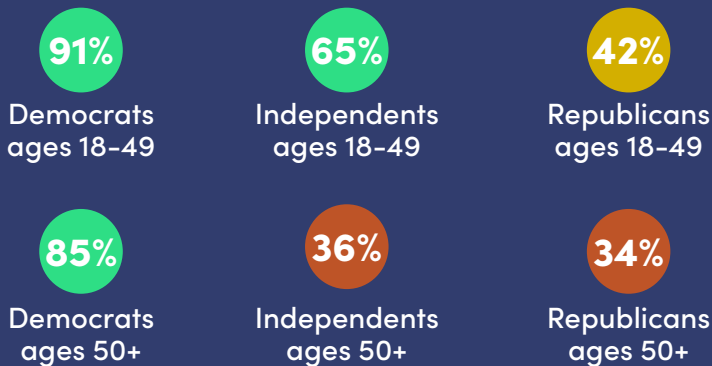


Voters from All Groups Will Support Kids

Most voters across political parties, regions, and demographic groups agree that state and local governments should do more to support kids. But findings from a [national poll](#) commissioned by Children’s Funding Accelerator reveal differences between voter groups about how to achieve that goal. Advocates for children and youth must understand where voters’ views diverge and tailor their messages as needed to rally public support—and funding—for kids. This analysis looks only at differences *across* groups and does not account for variations *within* groups, which campaign organizers likewise should monitor.

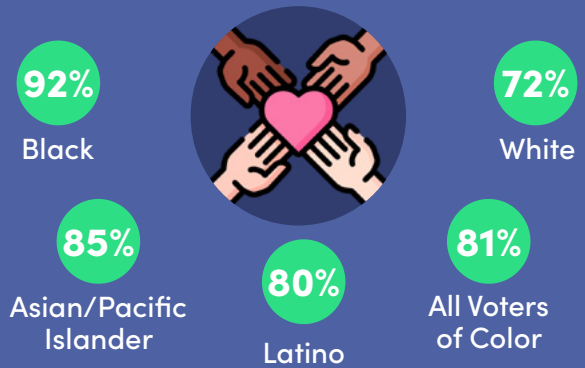
Overall, most voters would pay higher taxes to provide programs for kids, but the level of support varies across groups.

Political Party and Age: Younger voters are notably more supportive than older voters across parties.



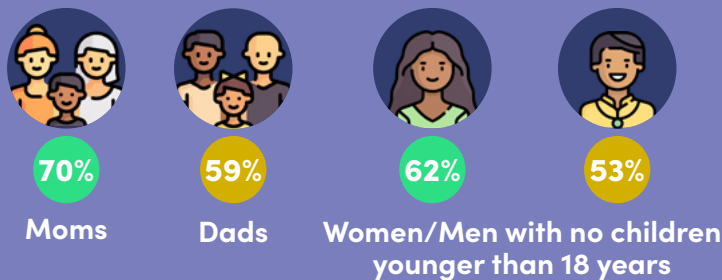
Percentage of voters who strongly/somewhat support a proposed modest increase in local taxes to fund children’s services.

Race: Voters of all racial and ethnic backgrounds will pay more in taxes to support kids.



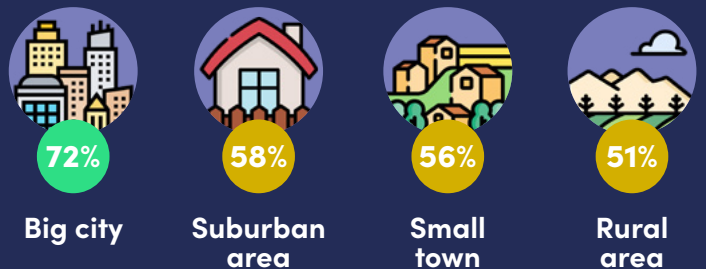
Percentage of voters willing to pay \$25 more per year in taxes to support programs and services for children.

Gender: Women are more likely supporters than men, even in households without young children.



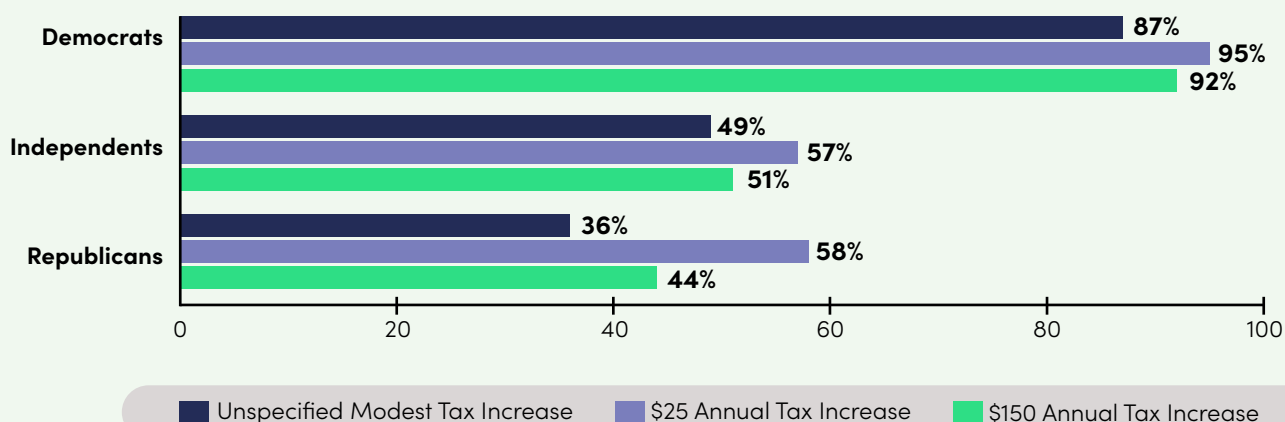
Percentage of voters who strongly/somewhat support a proposed modest increase in local taxes to fund children’s services.

Type of Community: Voters in big cities are most likely to support a proposed modest tax increase.



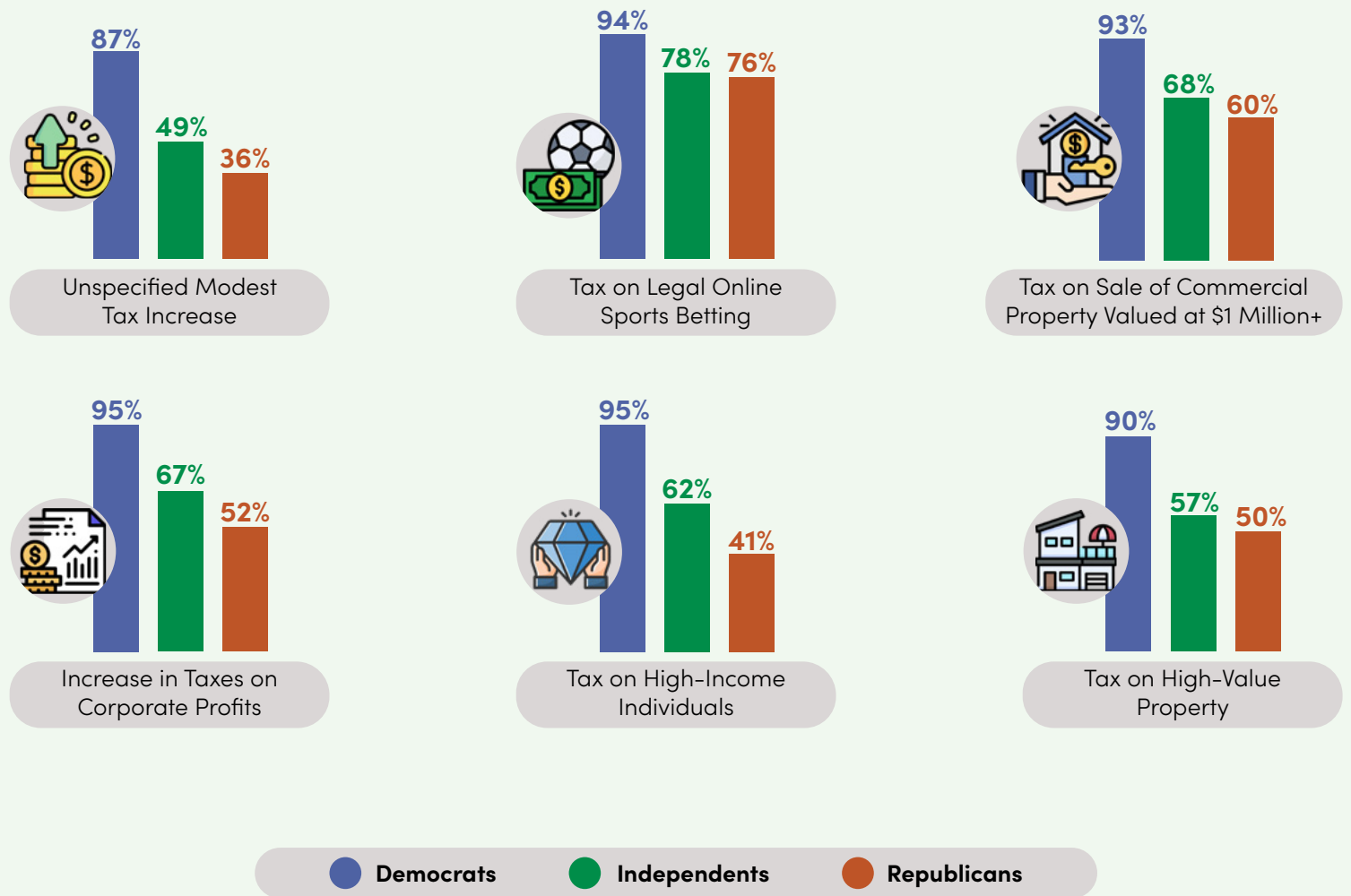
Percentage of voters who strongly/somewhat support a proposed modest increase in local taxes to fund children’s services.

Across political parties, voters show greater support for increased taxes to fund children’s services when they know exactly how much more they would pay annually. However, this support declines at higher tax amounts, especially among Republicans.



Percentage of voters who support each type of tax increase.

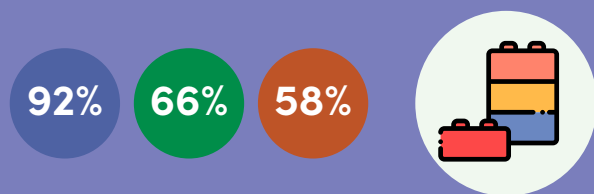
Similarly, voters across political parties show greater support for tax increases to fund children’s services when they know the specific source for the new revenue.



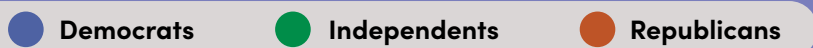
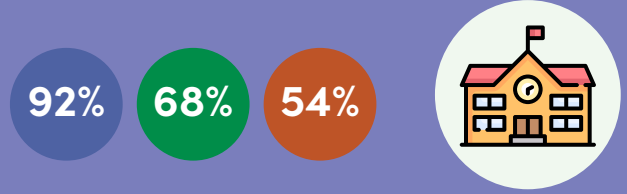
Percentage of voters who find each type of tax acceptable.

Across political parties, voters show strong support for using tax dollars to provide mental health and maternal and infant health services to those with the greatest need. However, Democrats show stronger enthusiasm for universal child care and pre-K programs than do Republicans and Independents.

High-quality infant and toddler child care for all children



High-quality preschool programs for all children



Percentage of voters who consider each service a high/very high priority.