

PARENTS' SENTIMENT ON THE 2024 FEDERAL BUDGET

MAY 2023



ZERO TO THREE
Early connections last a lifetime

KEY FINDINGS

- 1. Parents say addressing the needs of children and families in the upcoming 2024 federal budget should be a priority.** Nearly nine-in-ten (87%) parents say this should be a priority for Congress, including six-in-ten (60%) who say it should be a *top priority*. Notably, there is bipartisan agreement among both parents who voted Democrat in 2022 (94%) and those who voted Republican in 2022 (90%) that Congress should make addressing the needs of children and families in the upcoming federal budget a priority.
- 2. Congress members' stance on early childhood support budget cuts will impact how parents vote.** Half (48%) of parents say they would be less likely to support their member of Congress if they supported cutting early childhood measures from the budget, including one-third (30%) who say they would be *much less likely* to support them. This sentiment is shared by both Democrats (43%) and Republicans (48%) alike.
- 3. Congress' failure to address the needs and challenges facing children and families will negatively impact families of all economic statuses.** Two-thirds of parents say they anticipate having *difficulty finding affordable high-quality child care* (68%), *buying food that is less nutritious but more affordable* (65%), and *struggling to work due to lack of child care options* (64%) if Congress fails to address the needs of families.

Methodology: This poll was conducted between April 27-May 1, 2023 among a sample of 811 parents of children 0-3. The interviews were conducted online and the data was weighted to approximate a target sample of parents of children 0-3 based on gender, age, race, ethnicity, educational attainment, and gender by age. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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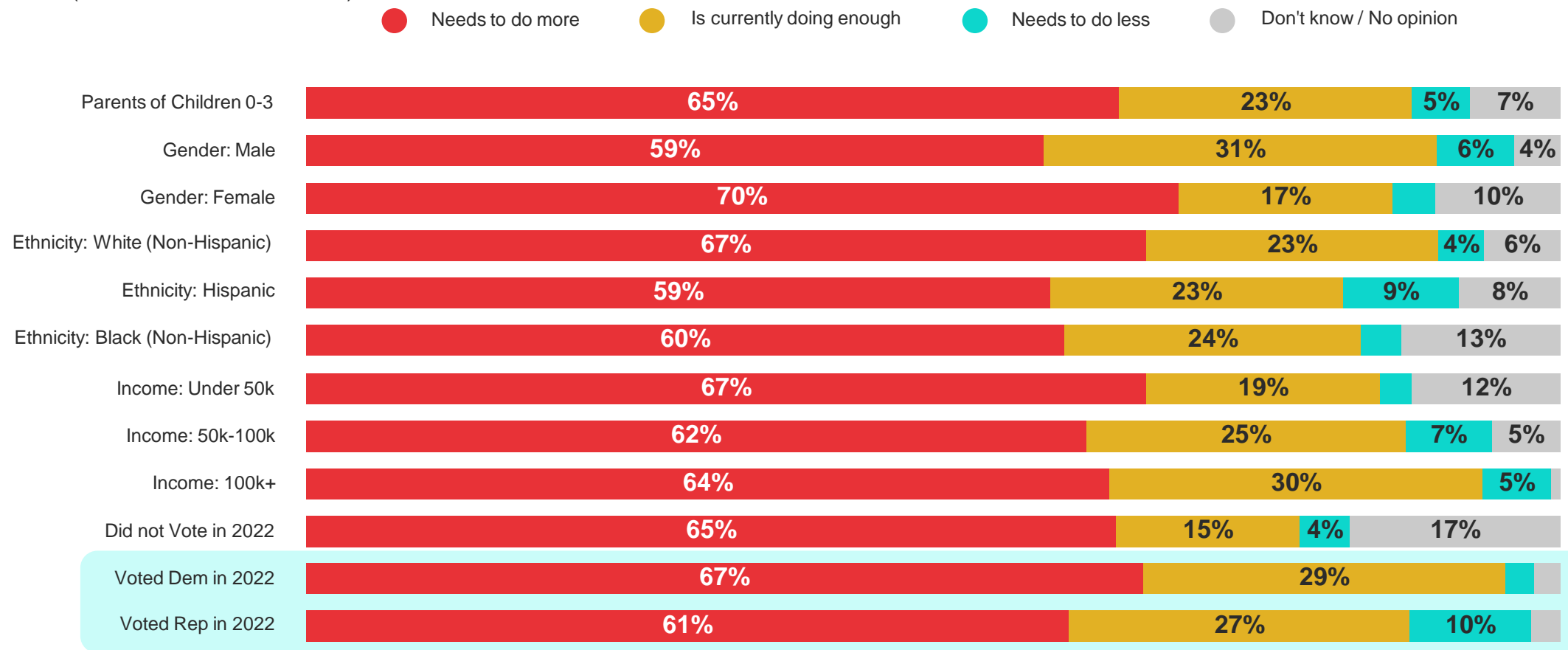
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SUPPORT FOR BUDGET MEASURES

Two-thirds (65%) of parents say the federal government needs to do more to address the needs and challenges of raising an infant or toddler—a sentiment shared by both Democrats (67%) and Republicans (61%) alike.

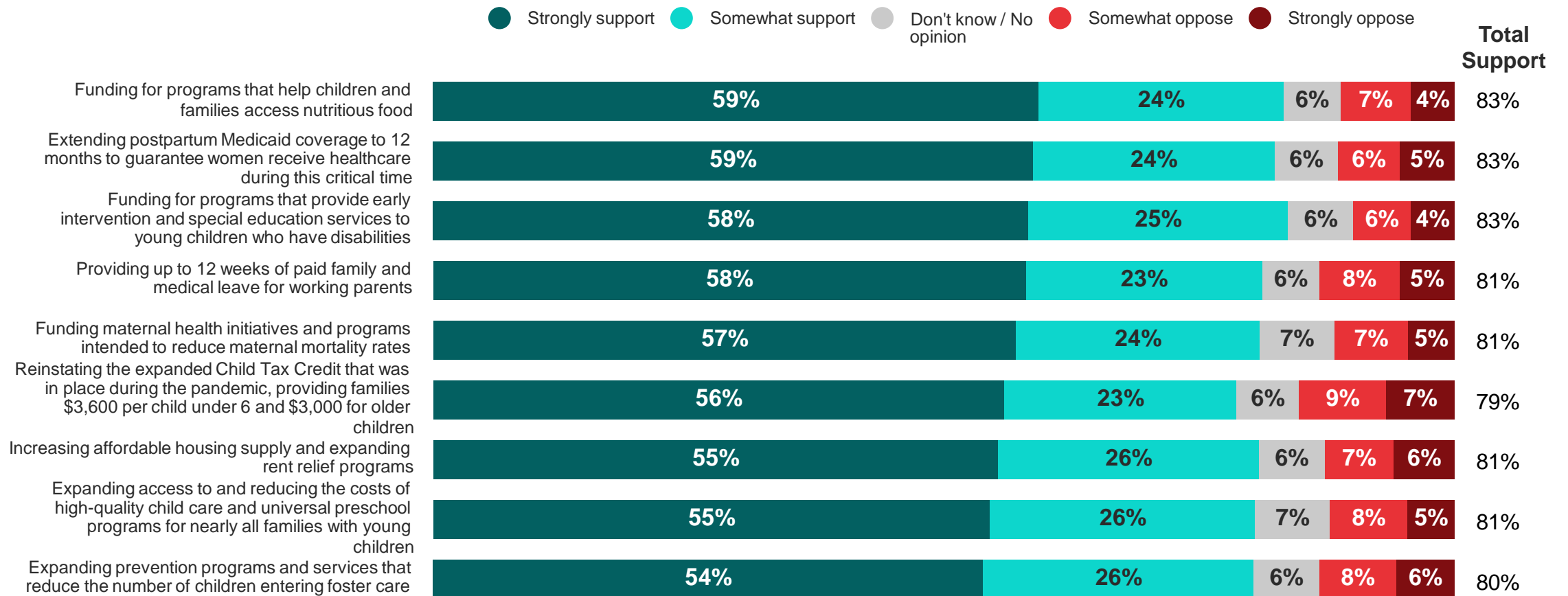
Based on your own experiences as a parent, do you believe the federal government is doing enough to address the needs and challenges of raising an infant or toddler (i.e., child care, healthcare)?



SUPPORT FOR BUDGET MEASURES

Four-in-five parents support each of the tested early childhood support measures in the proposed 2024 federal budget, including more than half who say they *strongly support* them.

Based on what you know, do you support or oppose each of the following early childhood support measures in the proposed 2024 federal budget?



Support for these measures remains consistently high (≥73%) across gender, race, income, and political affiliation.

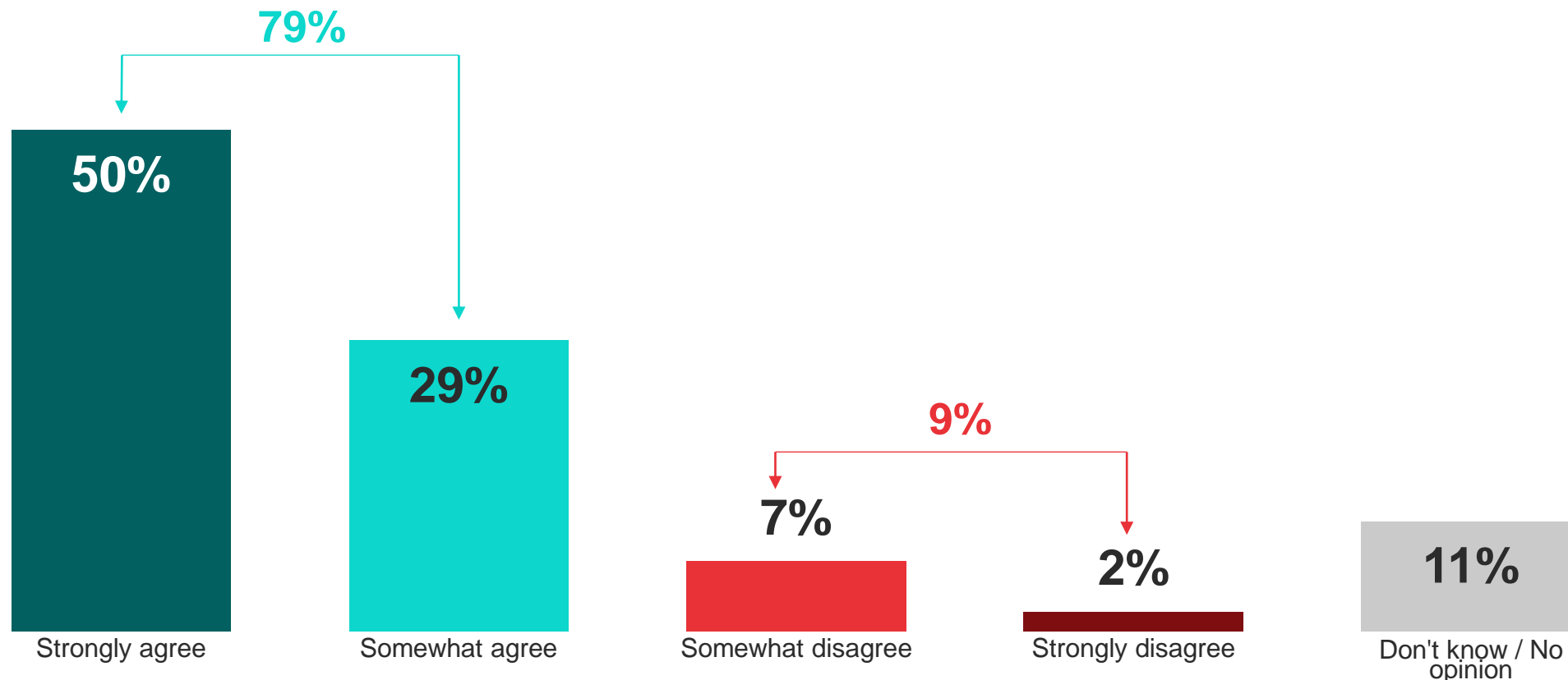
Total support = Strongly support + Somewhat support.

SUPPORT FOR BUDGET MEASURES

A strong majority (79%) of parents agree that the early childhood support measures in the proposed 2024 federal budget put the needs of children and families first.

Based on what you know about the early childhood support measures included in the proposed 2024 federal budget, please indicate if you agree or disagree with the following statement.

The early childhood support measures in the proposed 2024 federal budget put the needs of children and families first.



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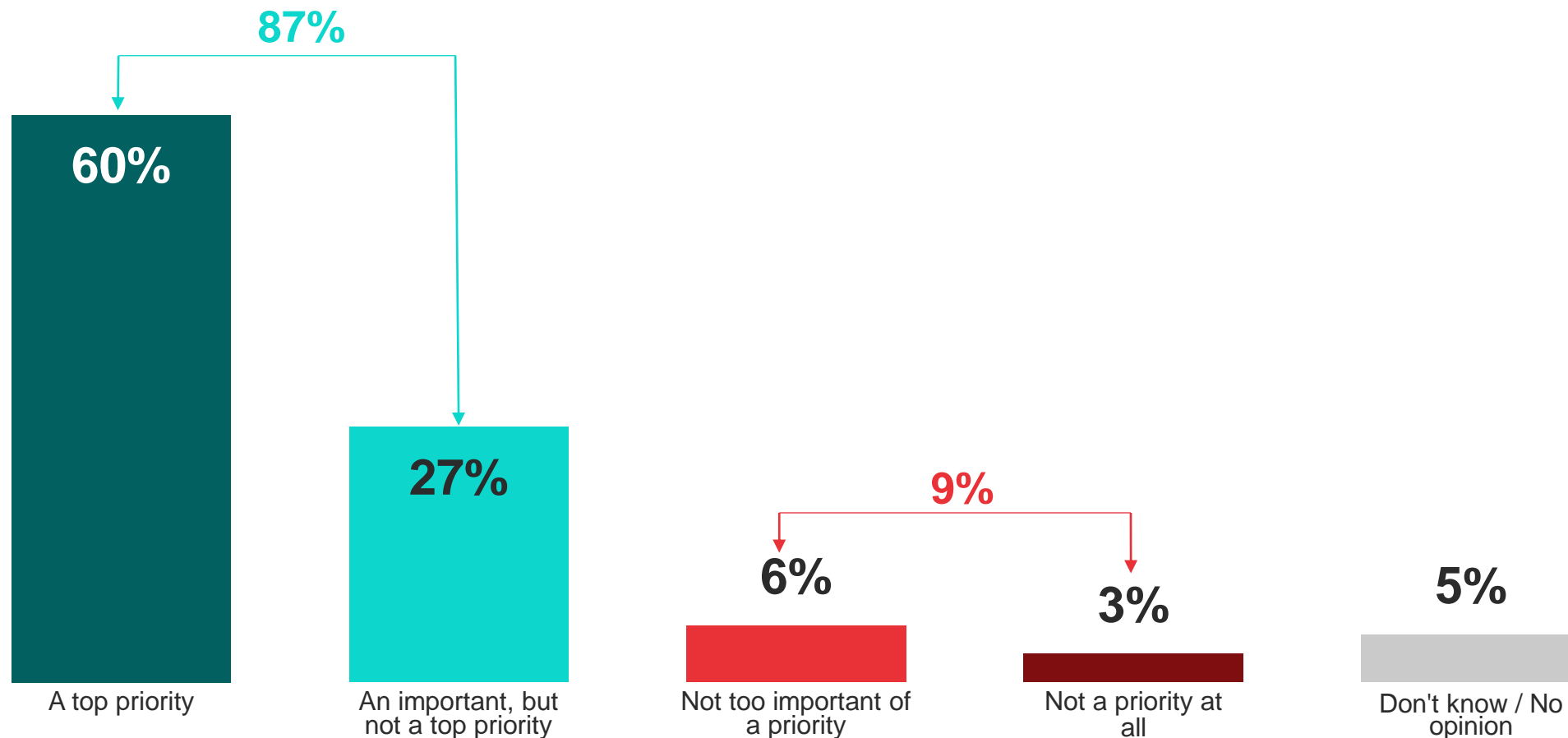
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SENTIMENT ON BUDGET CUTS

Nearly nine-in-ten (87%) parents say it should be a priority for Congress to address the needs of children and families in the upcoming federal budget, including six-in-ten (60%) who say it should be a *top priority*.

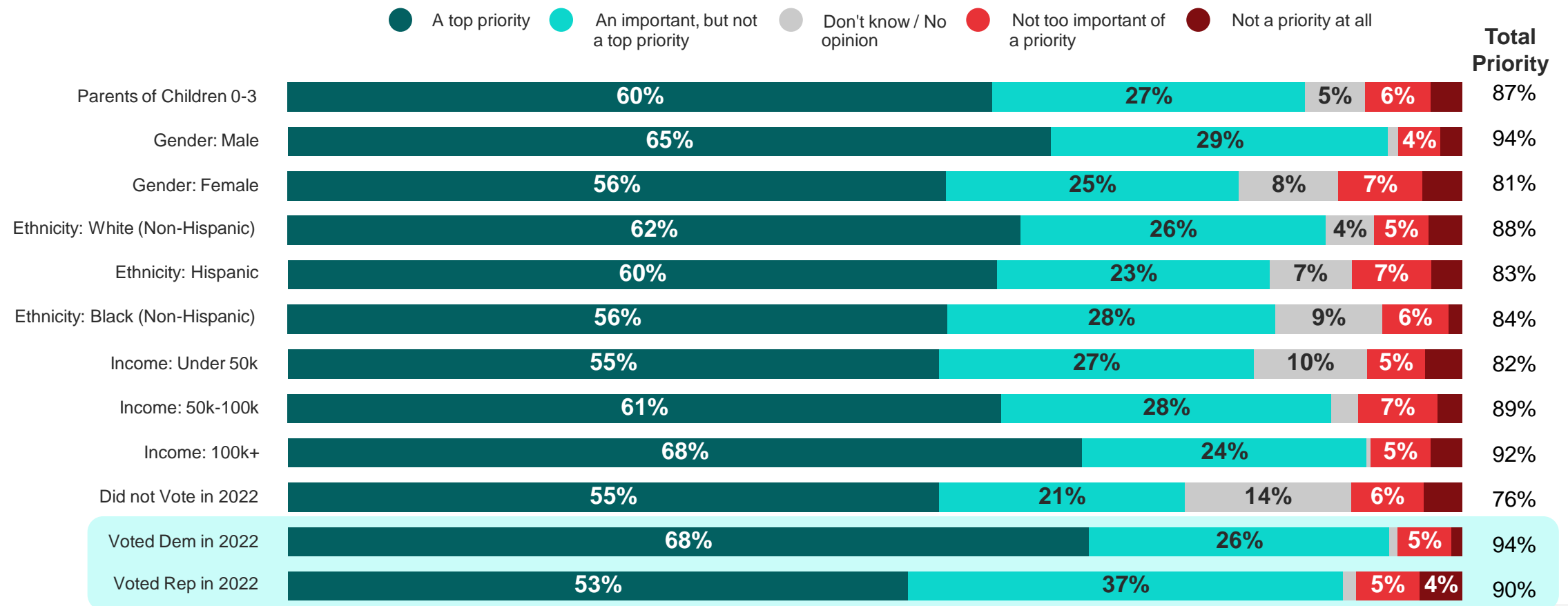
How much of a priority, if at all, should it be for Congress to address the needs of children and families in the upcoming 2024 federal budget?



SENTIMENT ON BUDGET CUTS

There is bipartisan agreement among both parents who voted Democrat in 2022 (94%) and those who voted Republican in 2022 (90%) that Congress should make addressing the needs of children and families in the upcoming federal budget a priority.

How much of a priority, if at all, should it be for Congress to address the needs of children and families in the upcoming 2024 federal budget?

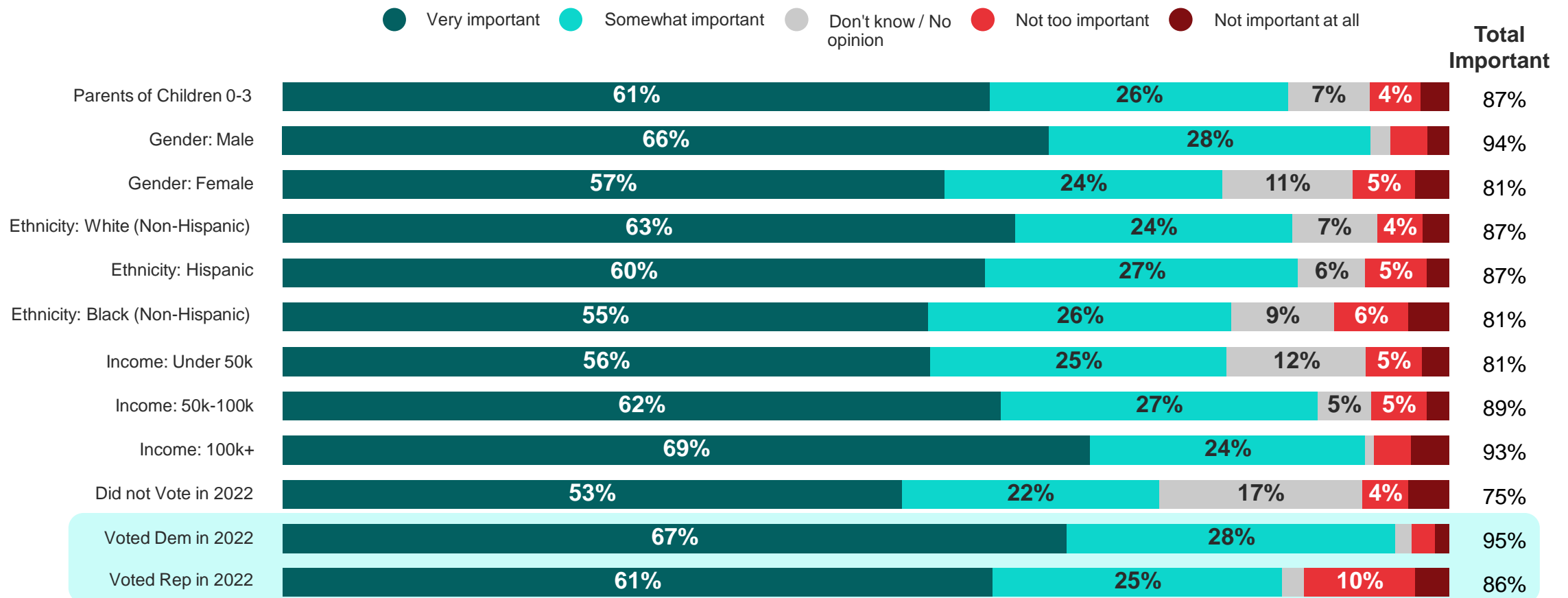


Total priority = A top priority + An important, but not a top priority

SENTIMENT ON BUDGET CUTS

Similarly, an overwhelming majority of parents who voted Democrat in 2022 (95%) and those who voted Republican in 2022 (86%) say it is important that early childhood support measures in the federal budget receive bipartisan support.

How important is it to you that early childhood support measures in the 2024 federal budget receive support from both Democrats and Republicans?

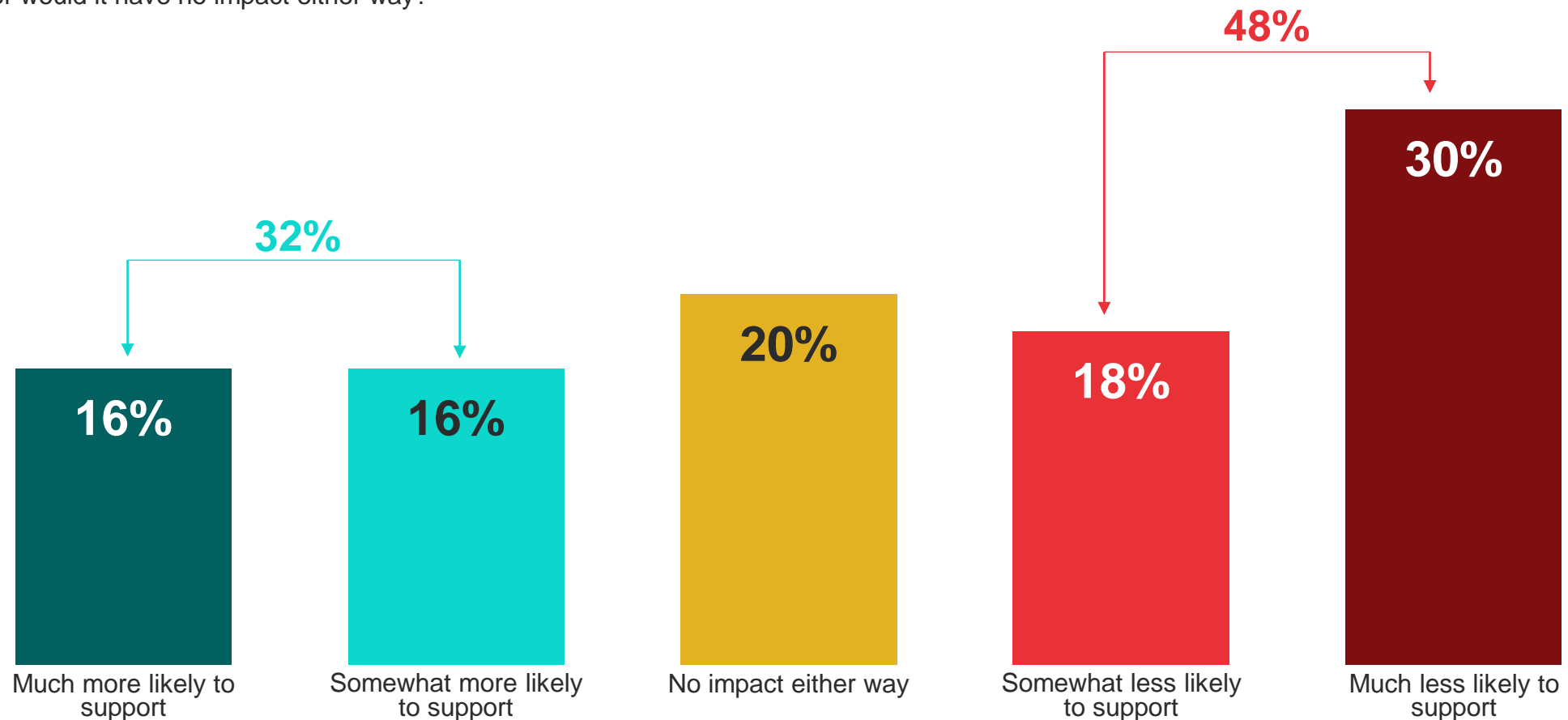


Total important = Very important + Somewhat important

SENTIMENT ON BUDGET CUTS

Half (48%) of parents say they would be less likely to support their member of Congress if they supported cutting early childhood measures from the budget, including one-third (30%) who say they would be *much less likely* to support them.

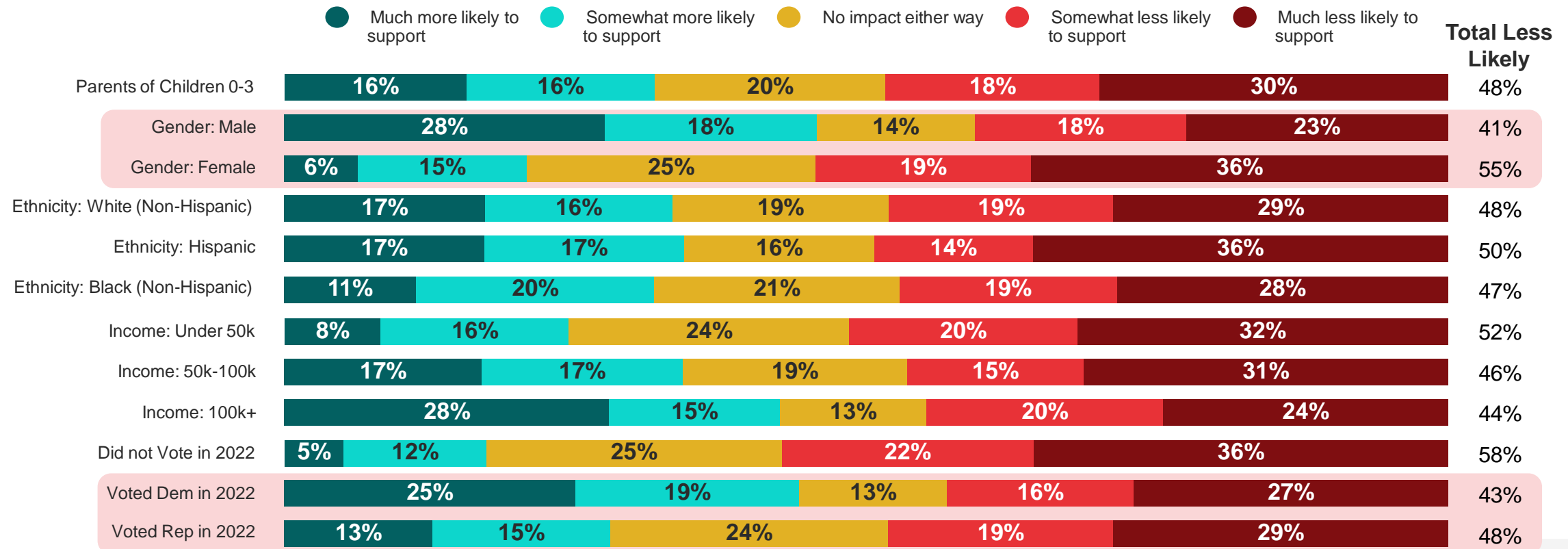
If your member of Congress supported **cutting** early childhood support measures from the 2024 federal budget, would you be more or less likely to support them, or would it have no impact either way?



SENTIMENT ON BUDGET CUTS

This sentiment is shared by both parents who voted Democrat in 2022 (43%) and those who voted Republican in 2022 (48%). Additionally, female parents (55%) are more likely to say they would be less likely to support their member of Congress compared to male parents (41%) suggesting this issue resonates more strongly with women.

If your member of Congress supported **cutting** early childhood support measures from the 2024 federal budget, would you be more or less likely to support them, or would it have no impact either way?

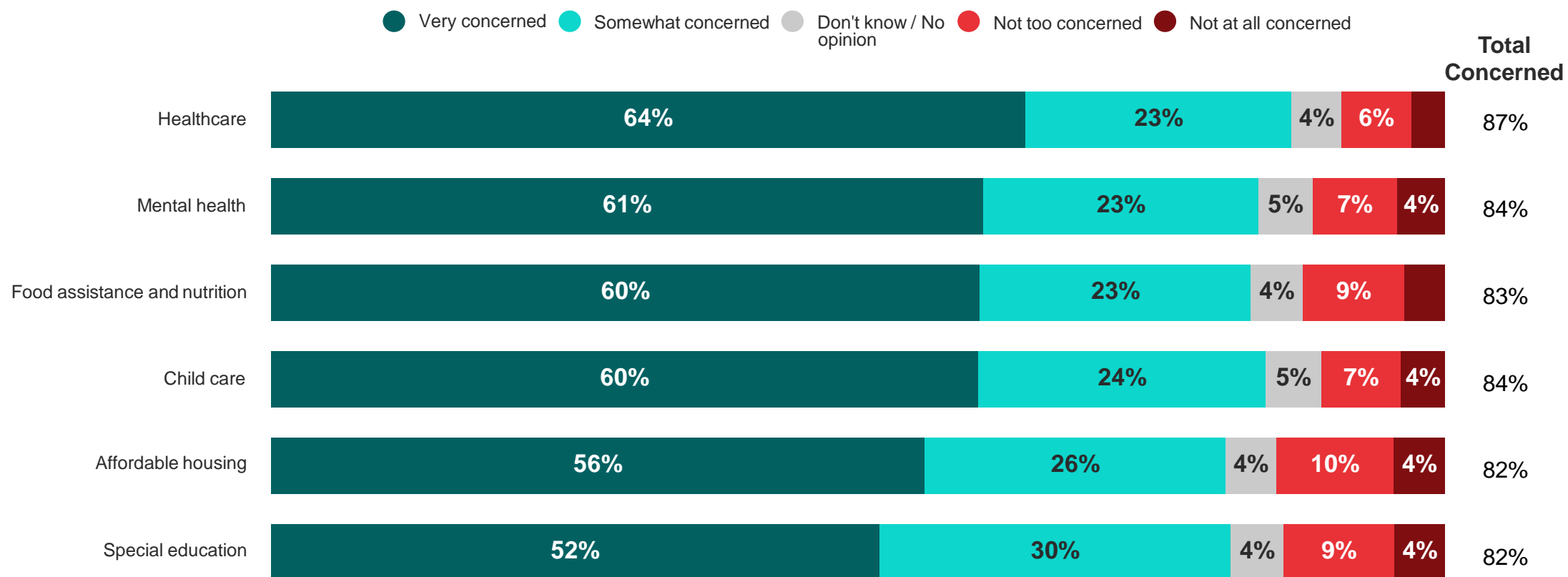


Total less likely = Much less likely to support + Somewhat less likely to support

SENTIMENT ON BUDGET CUTS

A strong majority of parents say they would be concerned if Congress cut funding in each of the tested areas in the upcoming federal budget, including at least half who say they would be *very concerned*.

How concerned would you be, if at all, if Congress cut funding in each of the following areas in the 2024 federal budget?



Concern remains consistently high ($\geq 76\%$) across gender, race, income, and political affiliation.

Total concerned = Very concerned + Somewhat concerned

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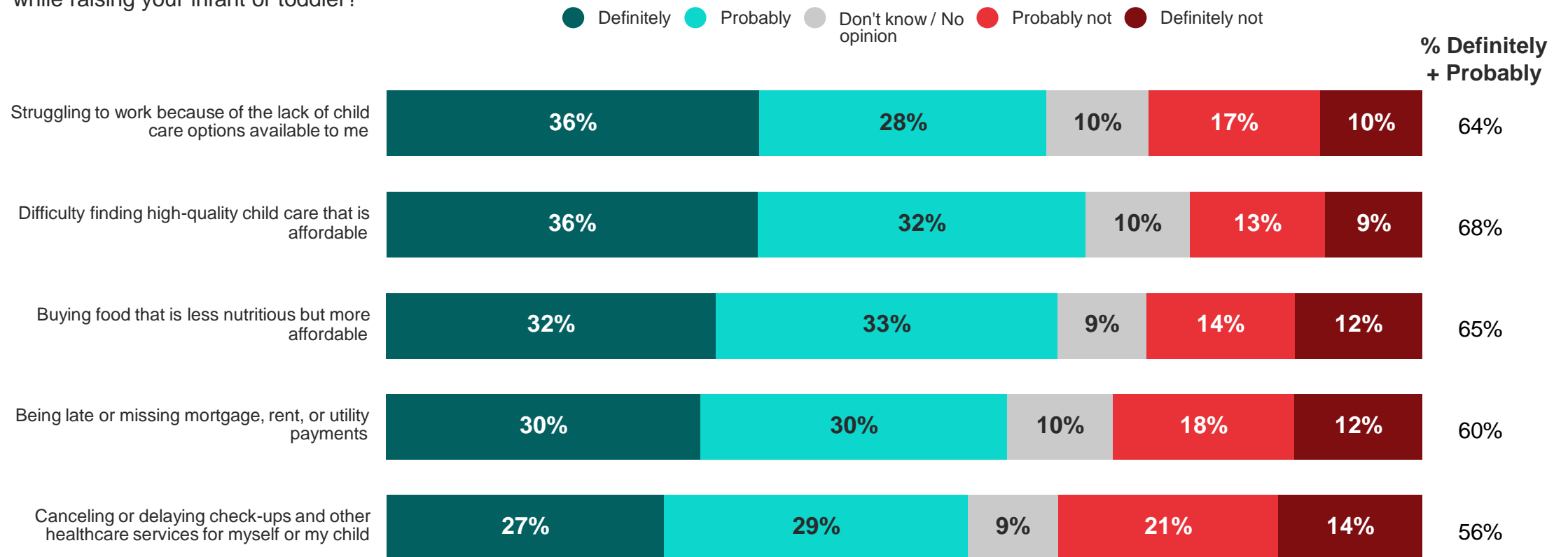
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IMPACT OF BUDGET CUTS

If Congress fails to address the needs and systemic challenges facing families, two-thirds of parents say they anticipate having *difficulty finding affordable high-quality child care (68%), buying food that is less nutritious but more affordable (65%), and struggling to work due to lack of child care options (64%).*

If Congress fails to address the needs of and systemic challenges facing children and families, do you anticipate experiencing any of the following challenges while raising your infant or toddler?



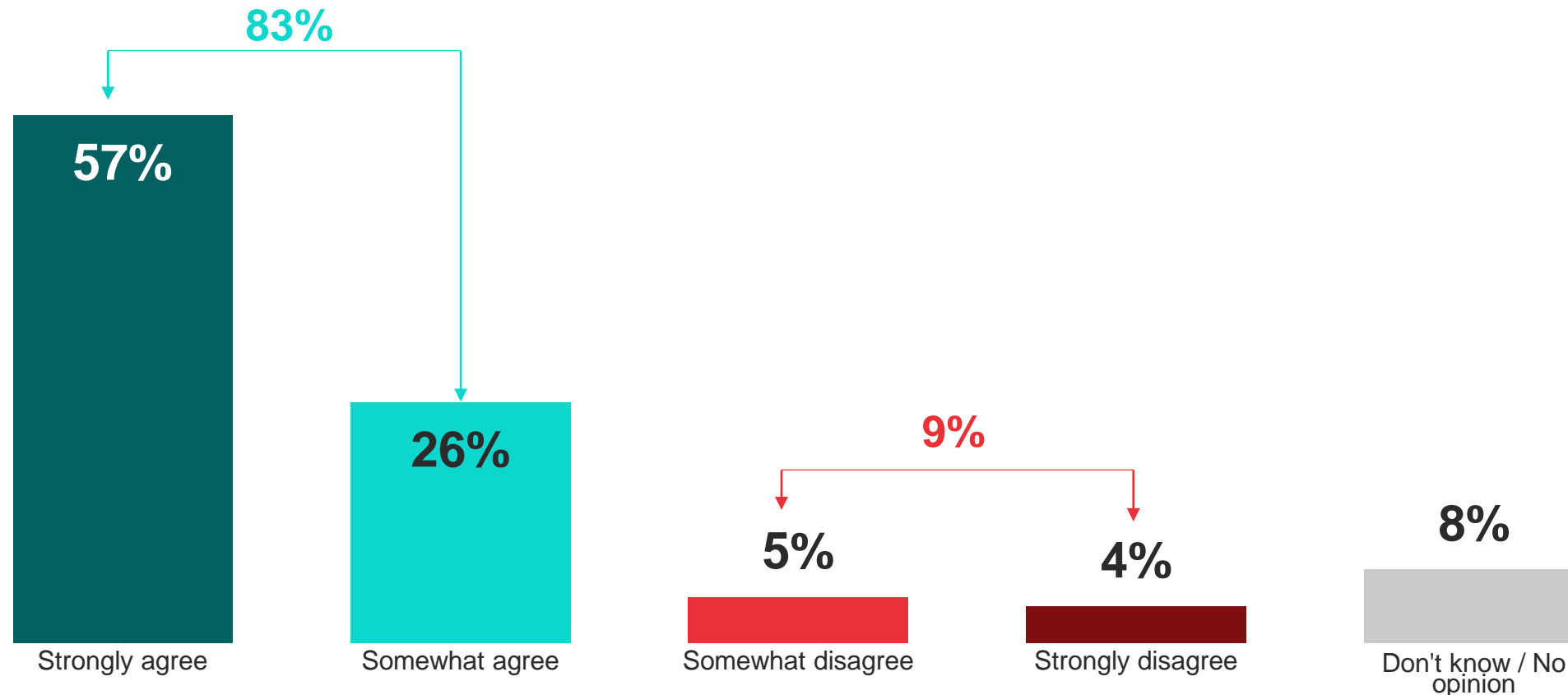
Parents anticipate experiencing these issues at similar rates across income levels suggesting Congress' failure to address the needs of children and families will impact families of all economic statuses.

IMPACT OF BUDGET CUTS

Five-in-six (83%) parents agree that if Congress fails to address the needs of children and families in the upcoming federal budget, they will feel like the needs of families like theirs are unimportant to politicians and lawmakers.

Please indicate if you agree or disagree with the following statement.

If Congress fails to address the needs of children and families in the 2024 federal budget, I will feel like the needs of families like mine are unimportant to politicians and lawmakers.



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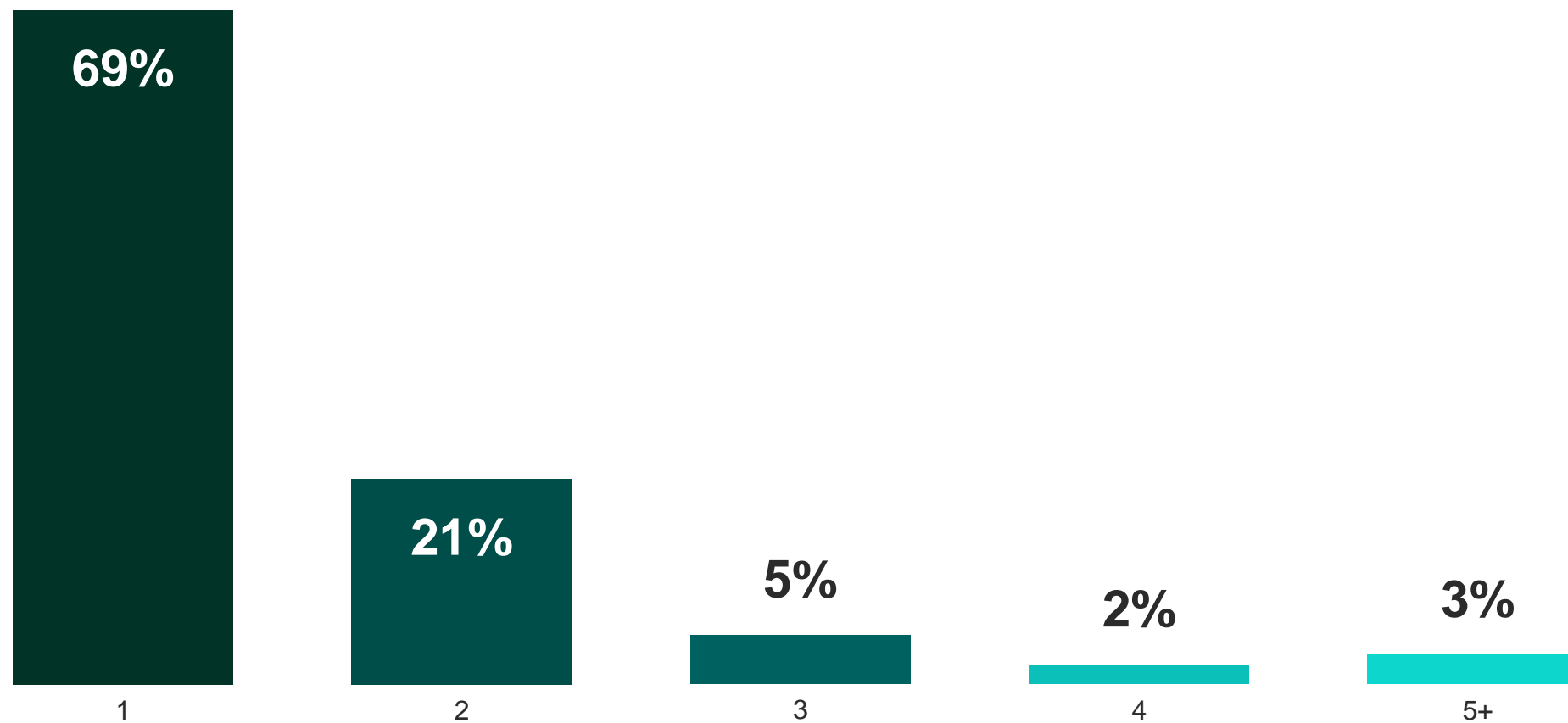
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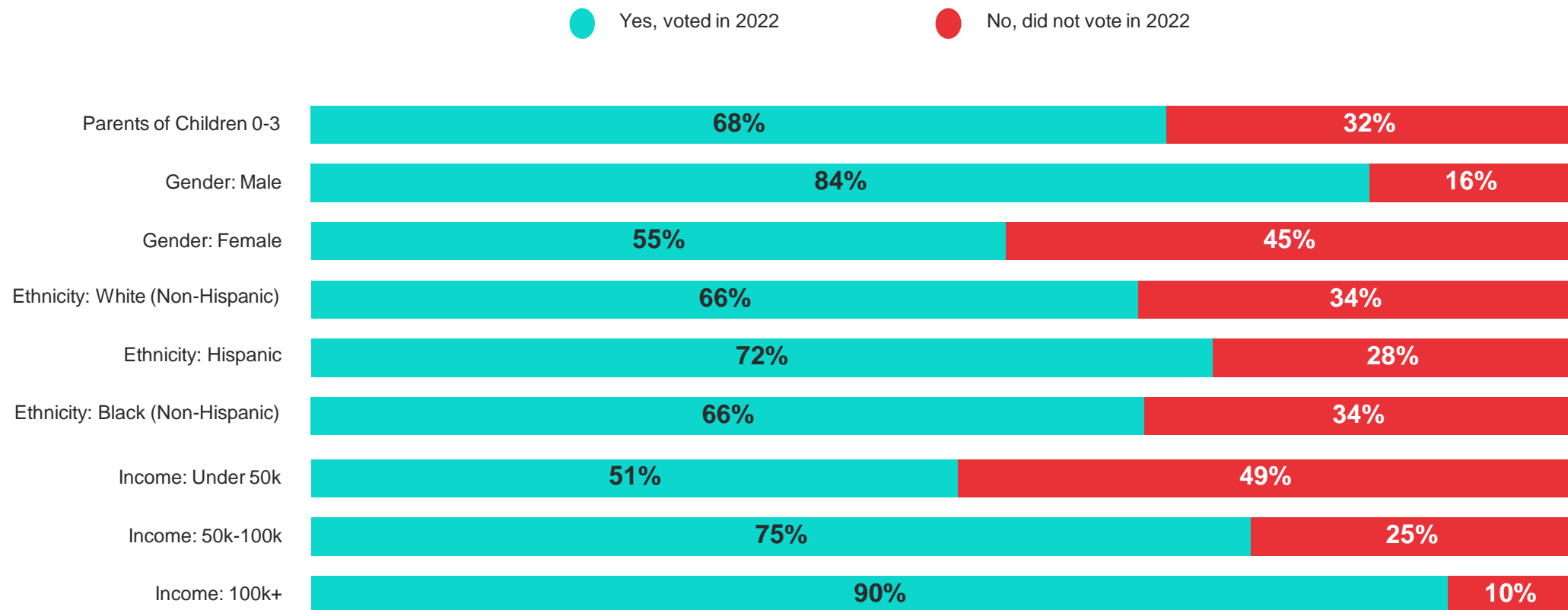
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How many children ages 0-3 do you have?



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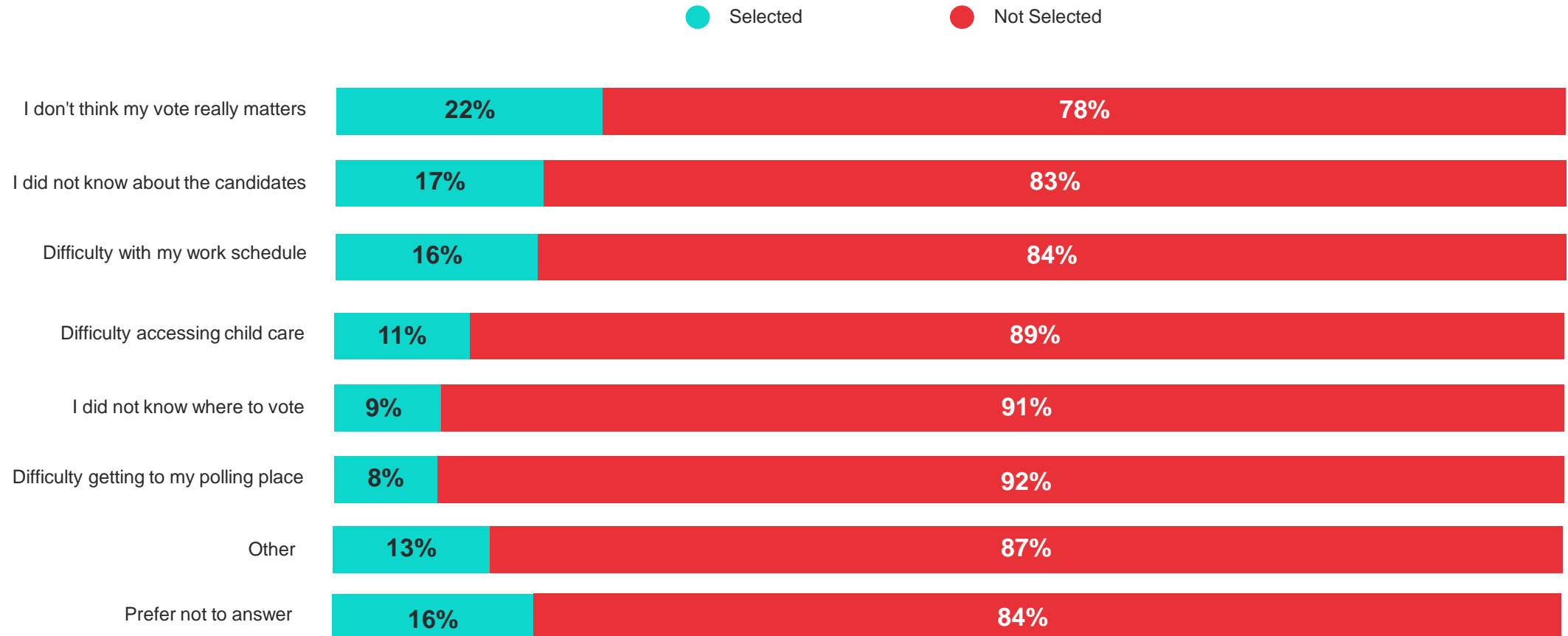
Many people weren't able to vote in the election for Congress and other offices on November 8th, 2022. How about you? Were you able to vote, or for some reason were you unable to vote?



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You said you were unable to vote in the November 2022 midterm election. Why? Please select all that apply.

AMONG PARENTS WHO DID NOT VOTE IN 2022 (n=261)



Demographic Breakdown

Parents of children 0-3	Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+	GenZers: 1997-2012	Millennials: 1981-1996	GenXers: 1965-1980	Baby Boomers: 1946-1964
811	44%	56%	52%	35%	10%	2%	15%	69%	12%	4%

PID: Dem (no lean)	PID: Ind (no lean)	PID: Rep (no lean)	Educ: < College	Educ: Bachelors degree	Educ: Post-grad	Income: Under 50k	Income: 50k-100k	Income: 100k+	Community: Urban	Community: Suburban	Community: Rural
43%	29%	28%	59%	25%	15%	45%	31%	24%	42%	36%	22%

4-Region: Northeast	4-Region: Midwest	4-Region: South	4-Region: West	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black	Ethnicity: Other	Voted Dem in 2022	Voted Rep in 2022	Did not Vote in 2022
20%	20%	42%	18%	76%	23%	13%	11%	43%	23%	32%



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