

**MEMORANDUM**

To: Interested Parties

From: Michael Meyers, TargetPoint Consulting  
Dave Walker, GQR

Date: April 20<sup>th</sup>, 2020

Re: National Survey Findings on Child Care in the Age of Coronavirus

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TargetPoint Consulting in conjunction with GQR conducted a national survey from April 11<sup>th</sup> - 15<sup>th</sup>, 2020 which was jointly commissioned by Save the Children Action Network and Child Care Aware of America. The survey interviewed 1,200 registered voters to gauge opinions about the recent coronavirus pandemic and its effect on the child care industry. The survey was conducted using live interviews on both cellphones and landlines with a margin of error of +/- 2.8%.

**SUMMARY**

Voters make clear the vital role child care plays in the lives of many Americans and demonstrate deeply rooted anxiety over the pandemic's effect on the industry.

Voters overwhelmingly support specific federal financial assistance for the child care industry, with eight in ten voters saying the child care industry should receive “targeted financial assistance from the federal government”.

In addition, voters also supported a number of specific policy proposals to assist children, their parents, the industry, and the economy overall. Proposals to provide payroll support, reimbursing essential workers for child care costs, providing increased pay for child care workers who offer services to front line workers, expanding child care serve areas where resources are limited, and establishing emergency funding in the case of economic crisis each saw half of all voters *strongly* supporting.

***Threats to the Child Care Industry and Support for Financial Assistance***

With voters perceiving the coronavirus pandemic as a greater threat to child care than to either the manufacturing or oil and gas industry, it is no surprise that support for assistance is high.

When asked to rank several industries on a scale of zero to ten on how damaging the effects on of the pandemic have been on the industries with ten being the most damaging and zero being no impact – seven-in-ten voters said that the effects of the pandemic have been damaging (6-10) on the child care industry, compared to 61% for the manufacturing industry, and 49% for the oil and gas industry.

The effects from the virus will be felt by the economy and the industry as a whole, but also among individuals and families. Among families that have children under 18 living in their home, nearly half identified a negative impact on their child care from the coronavirus.

Not surprisingly, a large majority want to see financial assistance given to the child care industry – 80% say they support the use of funds for this industry, and only 18% opposed. Support crosses partisan lines with seven-in-ten Republicans and nine-in-ten Democrats along with three-in-four Independents in support. This aid would also be welcomed by many of those hit hardest by the economic upheaval with 84% of lower and middle-income voters supportive of financial assistance to the industry.

### ***Beyond General Assistance, Voters Support Specific Targeted Assistance to Industry***

When presented with a number of specific policy actions to provide assistance for the child care industry voters reacted with overwhelming support. Most notably, 87% of voters support the idea of *providing enough support during the crisis so that current child care providers are able to make payroll and pay other expenses such as rent and utilities*, and 59% of voters strongly support this idea. This support crosses partisan lines with support from 82% of Republicans and 94% of Democrats.

Support is also strong around actions of *expanding child care to serve areas where child care resources are limited, reimbursing essential workers for child care costs during the pandemic, and providing increased pay for child care workers who offer services for front line workers despite the risks* – all these plans have a majority of voters who say they **strongly** support them.

### ***Conclusions***

Voters find consensus and unite in supporting financial assistance given to the child care industry. The concerns over how the coronavirus has impacted the economy and families is apparent and palpable. There are policy proposals that have strong support among voters that could help families get back to work and aid the burden that this virus has put on their child care needs.

***Expanded Methodology***

This survey was jointly commissioned by SCAN and CCAoA and was conducted from April 11th– 15th, 2020 by TargetPoint Consulting and GQR. 1,200 interviews were conducted from a national sample of registered voters. The margin of error is +/- 2.8%. Data were collected using a probability sample of 1 million voters. Post-data collection weighting was done using age within gender, race within region, education, and political party. Weighting parameters sourced from the probability sample of 1 million registered voters. Screening on the survey took place and terminated respondents if they self-identified as not being registered to vote. This survey had a 6.2% response rate using the AAPOR RR4 calculation. All interviews were collected using live-interviewer phone interviews, 40% of interviews conducted on cell phones and 60% with voters on landline phones. For additional questions and inquiries please contact Michael Meyers or Mckenna Erickson at TargetPoint Consulting at 703.535.8505, or via email at [mmeyers@targetpointconsulting.com](mailto:mmeyers@targetpointconsulting.com) and [merickson@targetpointconsulting.com](mailto:merickson@targetpointconsulting.com)