

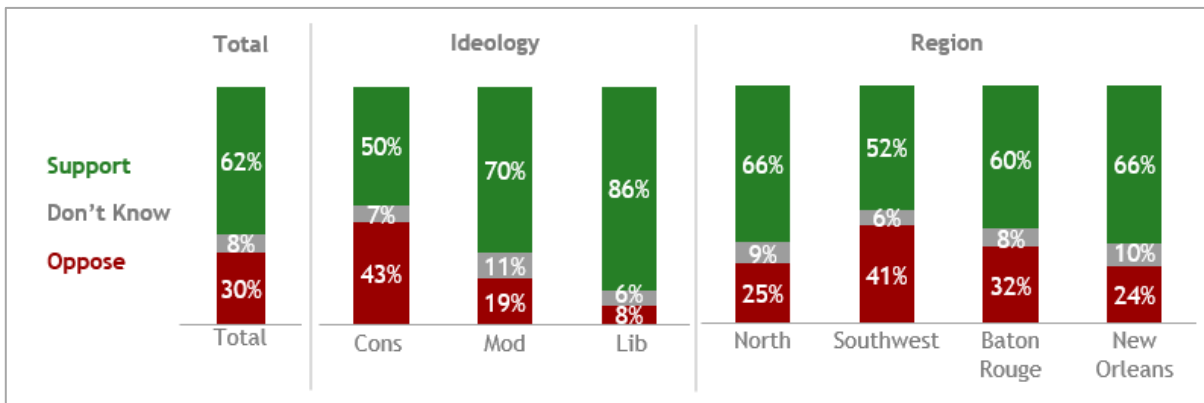


**MEMORANDUM**

**TO:** INTERESTED PARTIES  
**FROM:** CHRIS PERKINS - PARTNER  
**SUBJECT:** LOUISIANA POLICY INSTITUTE FOR CHILDREN - STATEWIDE POLL ON CHILD CARE  
**DATE:** April 17, 2019

**Increasing State Funding for Quality Child Care**

A majority (62%) of likely voters support increasing state funding for quality child care that would benefit working class families. Fifty percent of conservative voters and 86% of liberal voters support increasing state funding for quality child care. Support is greatest in the Northern region of the state and in the New Orleans region, each with 66% of likely voters supporting, and lowest in the Southwest, with 52% in support.

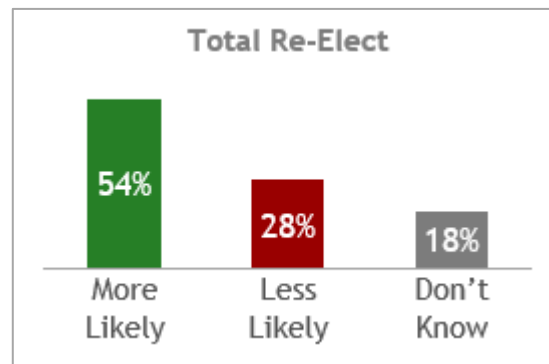


*Question Asked: Do you oppose or support increasing the state funding provided for quality child care for working parents?*

**Re-Electing Legislators**

A majority (54%) of likely voters said they would vote to re-elect their state legislator if they voted to increase funding for child care.

*Question Asked: If your state legislator voted in favor of increasing the state funding provided for quality child care for working parents, would that make you less likely or more likely to re-elect them?*





### Government’s Role in Providing Child Care

A strong majority (81%) believe the government should have some role in providing child care. Eighteen percent of likely voters think the government should have no role at all in providing child care.

*Question Asked: What role should government serve in providing quality child care for working parents who cannot afford it? Do you think the government should have a significant role, a small role, or no role at all?*

### Responsibility of Government

A majority (64%) of likely voters feel some level of government (state, federal, local) should be primarily responsible for funding additional quality child care.

| Org:  | State Government | Local Government | Federal Government | Business/ Employer | Churches/ Non-Profit | Parents | Other | All The Above | Don't Know |
|-------|------------------|------------------|--------------------|--------------------|----------------------|---------|-------|---------------|------------|
| Total | 25%              | 18%              | 16%                | 10%                | 9%                   | 8%      | 2%    | 5%            | 8%         |

*Question Asked: Which of the following organizations should be primarily responsible for funding additional quality child care options?*

### Obstacles to Quality Child Care

A majority (53%) of likely voters viewed cost and lack of quality teachers as the biggest obstacles to getting quality child care.

| Obstacle: | Too Expensive | Not Enough Teachers | Don't Know Current Options | Not Enough Programs | Lack of Govt Support | Lack of Family Effort | Other | All The Above | Refused |
|-----------|---------------|---------------------|----------------------------|---------------------|----------------------|-----------------------|-------|---------------|---------|
| Total     | 33%           | 20%                 | 19%                        | 12%                 | 6%                   | 2%                    | 1%    | 3%            | 4%      |

*Question Asked: What would you say is the primary obstacle to getting quality, affordable child care?*

### Most Important Feature of Quality Child Care

Quality staff training, affordability, and teacher-child ratios are the most important features that define quality child care to Louisiana voters.

| Feature: | Staff Training | Affordability | Teacher-Child Ratio | Health & Safety License | Impact on Child Learning | Location | Vaccination Rates | Facilities | Other | Don't Know |
|----------|----------------|---------------|---------------------|-------------------------|--------------------------|----------|-------------------|------------|-------|------------|
| Total    | 43%            | 29%           | 28%                 | 23%                     | 19%                      | 13%      | 8%                | 7%         | 7%    | 8%         |

*Question Asked: What would you say are the two most important things that define quality child care?*

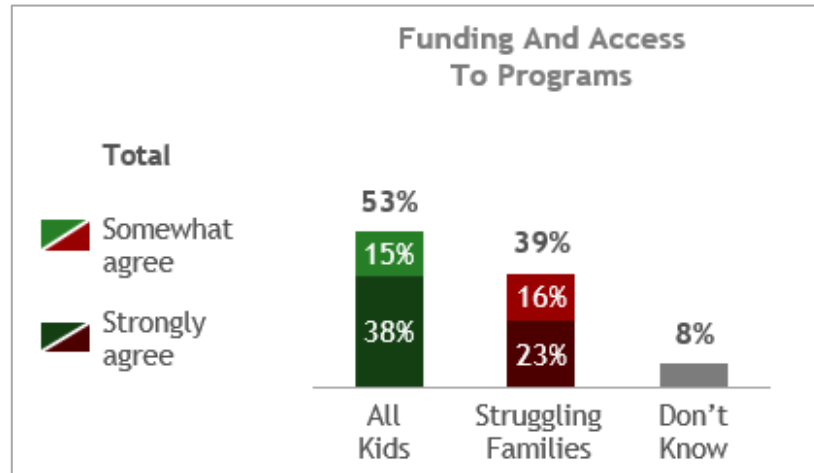


### Funding and Access to Programs

A majority (53%) of likely voters said they prefer all children have access to early childhood development, not only children of struggling families.

*Question Asked: Some people say, we need to make sure that funding for early childhood development, education, and well-being programs are available to all children, regardless of financial situation. ...or...*

*Other people say, we need to target funding for early childhood development, education, and well-being programs to families who are struggling to make ends meet.*



### Conclusion

A large majority (86%) of likely voters in Louisiana said that quality, affordable child care is an important issue in their communities. Similarly, a large majority of likely Louisiana voters support increasing state funding for quality child care that would benefit working class families, including over 50% of voters in each region of the state, 50% of conservative voters, and 86% of liberal voters.

### Methodology

On behalf of the Louisiana Policy Institute for Children, Ragnar Research conducted a survey of 602 Likely Voters across Louisiana. Interviews were conducted March 10-12, 2019 by telephone (landlines=29%, cell phones=71%). Quotas on age, education, ethnicity, gender, party registration, and region ensured a representative distribution. For the poll, 40% of the likely voters identified as Republicans, 34% identified as Democrats, and 23% identified as Independents. The study’s margin of error is  $\pm 4\%$ .

### Chris Perkins Bio

Chris Perkins is an expert in quantitative and qualitative analysis having conducted and analyzed survey data for over a decade on behalf of Republican candidates, universities, trade associations and Fortune 500 companies. Perkins is considered one of the top public opinion experts in the United States and has been cited as among the most accurate pollsters in the country.

In the 2010 - 2018 election cycles, Perkins polled for nearly one hundred winning Republican candidates for state legislature, US House of Representatives, US Senate, Governors, and other statewide offices. Perkins has conducted public opinion research in Alabama, Arizona, Arkansas, California, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Missouri, Montana, Nevada, New Hampshire, New Mexico, Ohio, South Carolina, Tennessee, Texas, Virginia, Washington, and Wisconsin.