



To: Brian Schmidt, Kids Win Missouri
From: Joe Lakin, Victory Enterprises
Date: October 13, 2023
Re: Statewide Survey Findings

Victory Enterprises conducted a survey of 600 likely Missouri general election voters on key issues impacting children, families and communities from October 3-5, 2023. The margin of error is 4.0%.

Missourians Value Childcare and Early Childhood Investments. By widespread margins and across the political and ideological spectrum, Missouri voters recognize the positive impact of childcare and early childhood education investment, including the impact on the economy, education and public safety.

- Eighty-six percent of voters, including 75% of Republicans and 93.7% of Democrats, believe students who receive quality early childhood education have a better chance to succeed in elementary and high school than students who do not receive quality early education.
- Increasing access to affordable childcare will help more parents succeed in the workplace according to 88.9% of voters, including 88.5% of Republicans and 97.9% of Democrats.
- Voters across the ideological spectrum believe increasing access to quality early childhood education will help reduce crime in their community, including 62.5% of very conservative voters, 72.2% of moderate voters and 86% of very liberal voters.
- More than 90% of voters, including 81.6% of very conservative, 94.7% of moderate and 98% of very liberal voters, believe having childcare options for families helps recruit and retain businesses and supports their local economy.

Recognizing the Childcare and Early Childhood Education Crisis. A bipartisan coalition of voters stretching across the ideological spectrum agree: there is a problem with child care and early education accessibility and affordability.

- Only 12.3% of Missourians, including just 9.8% of Republicans and 7% of Democrats, believe the state spends too much on childcare. More the 3 out of 5 voters (61.8%) disagreed with the statement “it is easy for people in my area to find affordable childcare” while just 1 out of 5 voters (20.9%) agreed with it.
- By a margin of 55.3% to 9.0%, voters believe the state of Missouri spends too little on early childhood education. Just 7.7% of Republicans and 6.3% of Democrats believe the state of Missouri spends too much on early childhood education.

Widespread Support for Childcare and Early Childhood Education Solutions. When presented with numerous proposals to address Missouri’s childcare and early childhood education affordability and accessibility challenges, Missourians expressed widespread support for each of the proposals. In fact, each proposal had majority support among all subgroups, including Republicans and very conservative voters.

Support	Oppose	
72.0%	20.3%	Creating a state fund that matches local community investments to increase childcare and early childhood education options for families (63.9% support among Republicans, 91.0% among Democrats)
74.3%	20.8%	Creating a tax incentive to encourage charitable contributions to local childcare providers to expand access to affordable early childhood education and childcare programs (69.4% support among Republicans, 78.4% among Democrats)
83.5%	13.3%	Providing tax incentives to businesses that provide, or help their employees afford, early childhood education or childcare programs (79.8% support among Republicans, 88.9% among Democrats)
80.6%	13.9%	Prioritizing state funding for local organizations that provide affordable childcare in communities identified as childcare deserts, which are predominantly in rural areas where few or no childcare options exist for families (72.6% among Republicans, 93.7% among Democrats)
80.8%	15.3%	Providing additional state funding for programs that assist low income, working families in accessing child care (72.7% among Republicans, 95.8% among Democrats)
79.8%	15.0%	Providing state funding for home visiting programs that connect families with tools, resources, and screenings to support the health and development of babies and toddlers (76.5% among Republicans, 91% among Democrats)
78.5%	16.9%	Providing a tax incentive to employees of childcare programs to help childcare programs attract and retain employees (77.1% among Republicans, 88.9% among Democrats)

Conclusion. Voters across the political and ideological spectrum have broad consensus and support for investing in childcare and early childhood education programs. It is rare to find an issue that so successfully bridges the political divide, but it is clear that the demand for affordable childcare combined with voters’ recognition of the positive impact of early childhood education makes this issue one of the rare consensus public policy issues.