

May 2017

Citizens' Committee for Children Issues Survey

Survey findings prepared for CCC by Global Strategy Group



Methodology

Global Strategy Group conducted a telephone survey of 800 likely General Election voters, including 537 likely Democratic primary voters in New York City from April 6th – April 10th, 2017.

The results have a margin of error of +/-3.5 percentage points among the General Election sample and +/-4.2 percentage points among the Democratic primary sample at the 95% confidence level. Care has been taken to ensure the geographic and demographic divisions of the electorate are properly represented based on past voter turnout statistics.

Key Findings

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Voters strongly support expanding access to free and reduced price child care, after-school, and summer programming, *even if it means raising taxes on them personally.*

- Overwhelming majorities of General Election and Democratic primary voters across all five boroughs and demographic groups support expanding access to these programs.
- There continues to be broad support for expansion even when voters are informed that it could result in a tax increase.

Voters in New York City recognize the benefit of programs that provide relief for the large number of working parents for whom providing child care, after-school, and summer programming causes significant financial strain.

- A significant portion of parents think about moving their family outside of the city to be able to afford quality child care and after-school care for their family.
- Many parents worry about missing work or falling behind at work due to a lack of consistent, reliable, and affordable child care, after-school, and summer programming.
- Lower-income and non-white parents are particularly concerned about missing or falling behind at work due to these issues.

Key Findings *(cont'd)*

Voters see investments in child care, after-school, and summer programming as important mechanisms for strengthening education, which is a top priority for voters.

- Voters believe investing in these supports programs helps ensure New York City children's success in school.

Mayor de Blasio is well-positioned on this issue and gets credit from voters for his good work, but voters believe there is still more to be done to help New York City's children and families.

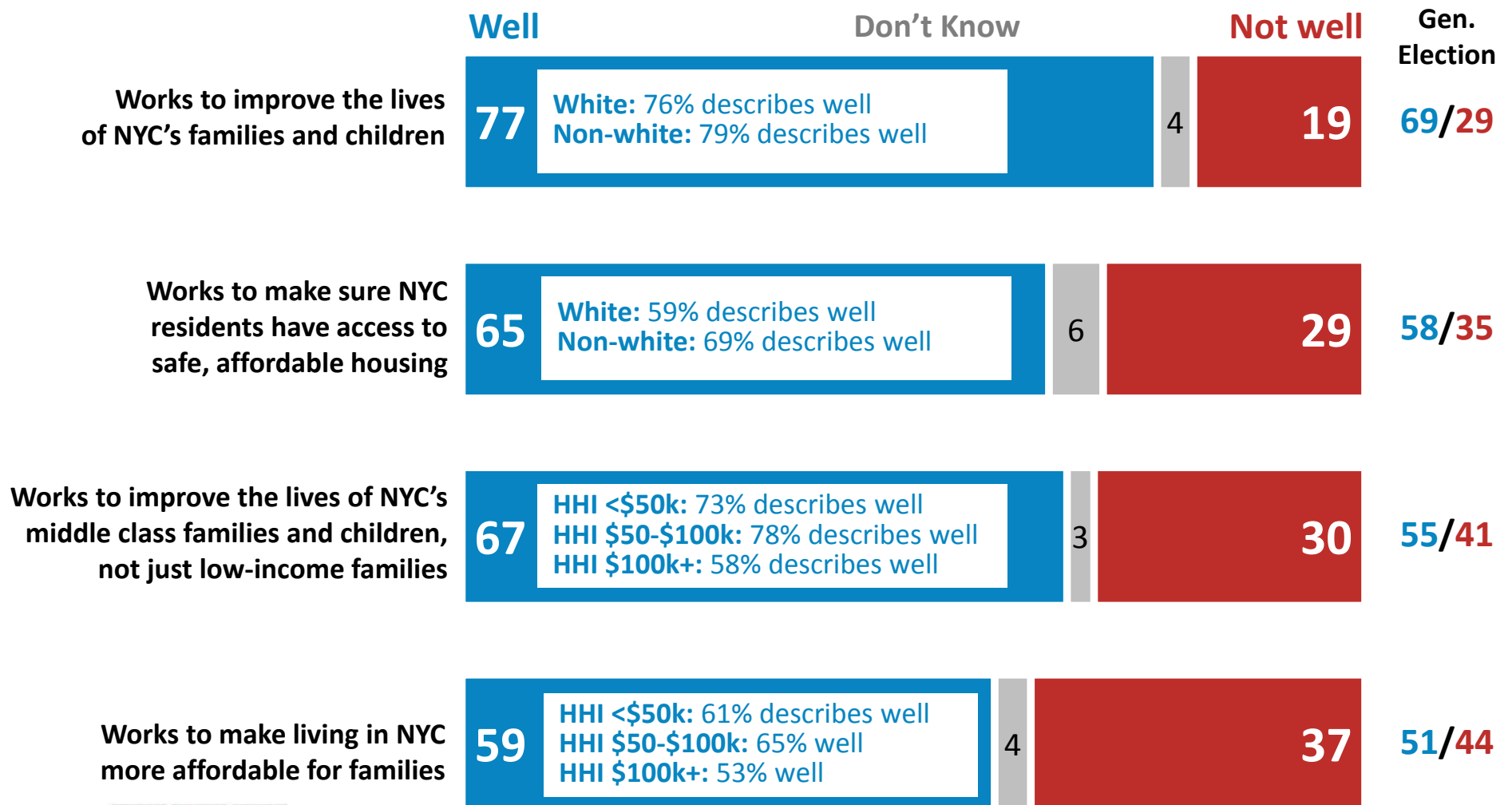
Moving forward on the following initiatives is particularly important to voters:

- **After-school:** Increasing access to year-round affordable, high-quality after-school programs.
- **Summer:** Increasing access to affordable, high-quality summer programs for children.
- **Child care:** Investing in programs that provide affordable, dependable child care during the work day for children under five.

Landscape

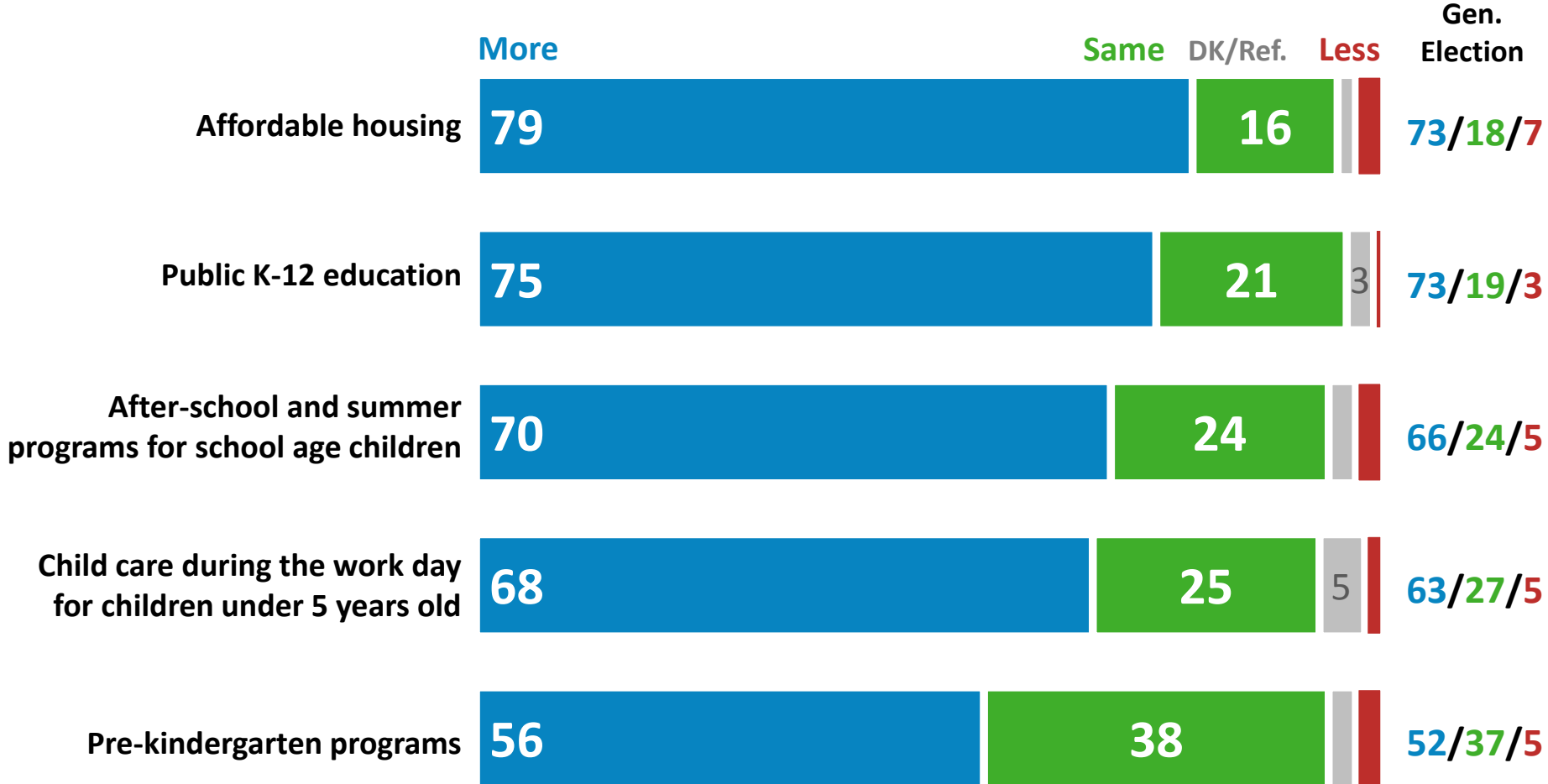
Voters give Mayor de Blasio credit for working to improve the lives of New York City's families and children

De Blasio Attributes (Dem Primary)



Majorities of primary voters would like to see additional investments to ensure access to child care, pre-kindergarten, after-school, and summer programs

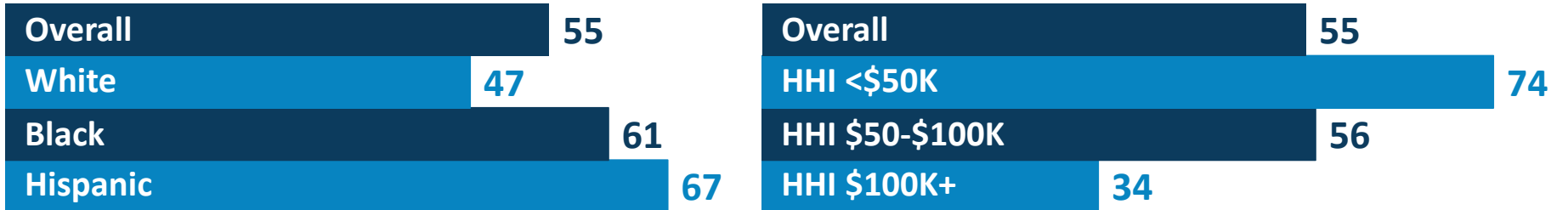
For each, please tell me if you think the Mayor's Office should invest more, less, or the same amount (Dem Primary)



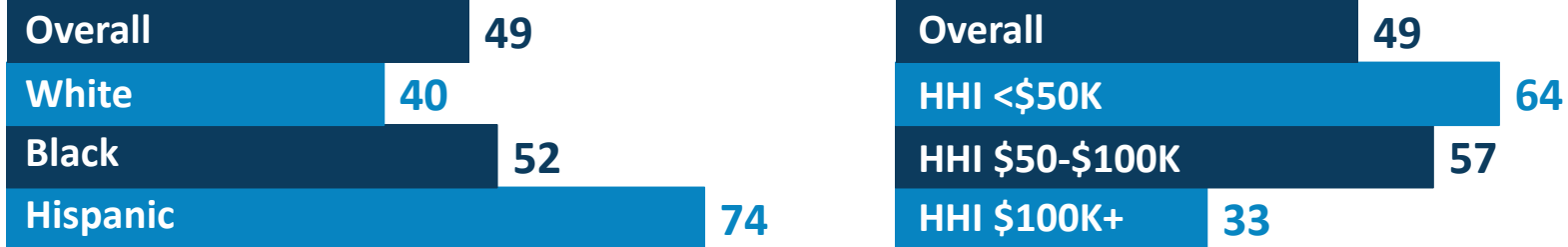
Financial Burden & Strain

Parents worry about missing or falling behind at work due to lack of affordable child care, after-school, and summer programming

Worry about missing or falling behind at work due to lack of affordable CHILD CARE (General Election)



Worry about missing or falling behind at work due to lack of affordable AFTER-SCHOOL (General Election)



Worry about missing or falling behind at work due to lack of affordable SUMMER PROGRAMMING (General Election)



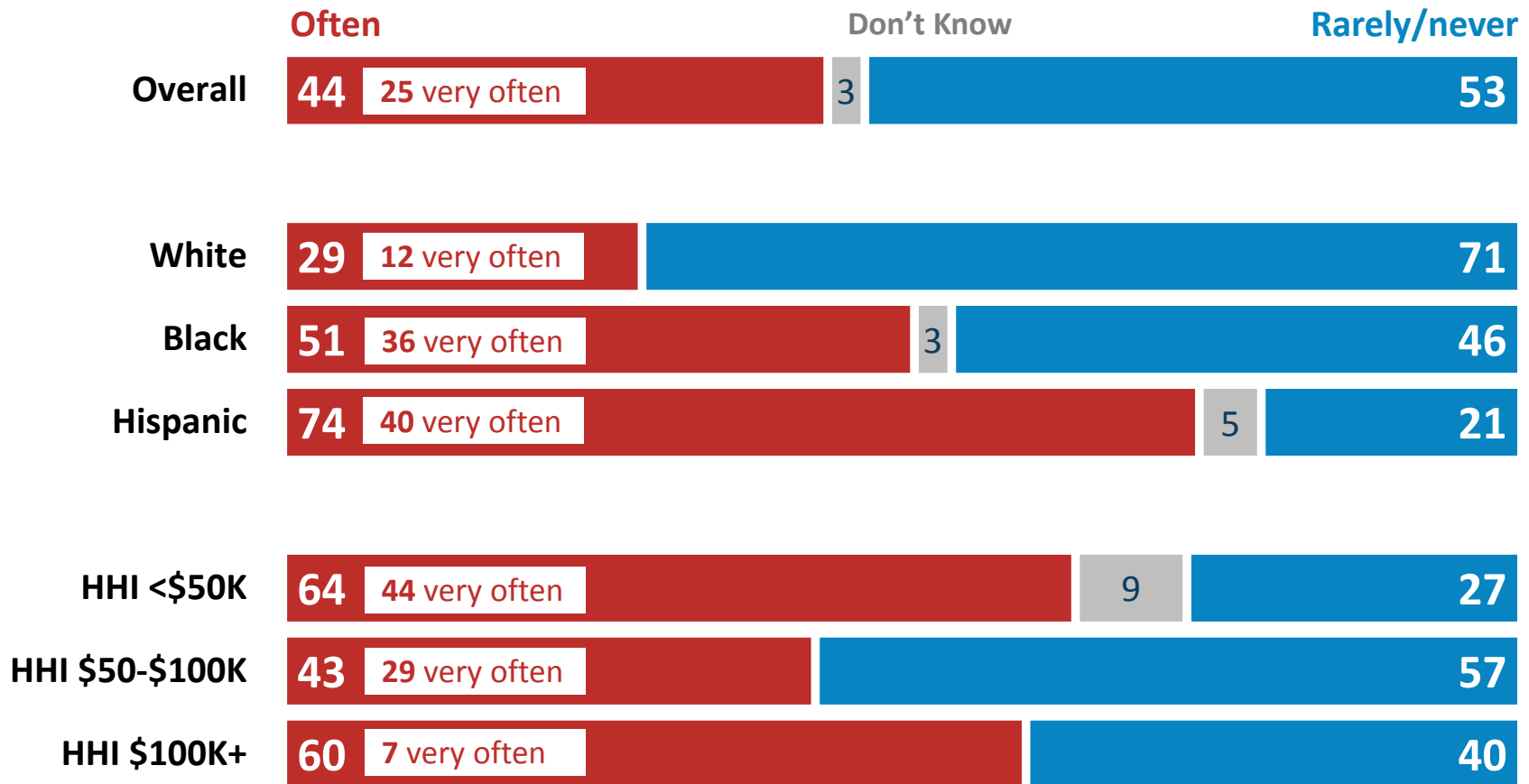
A majority of New York City parents – in particular non-white and lower-income parents – worry about continuing to be able to afford raising a family in the city

To what extent do you worry about continuing to be able to afford raising a family in NYC? (General Election)



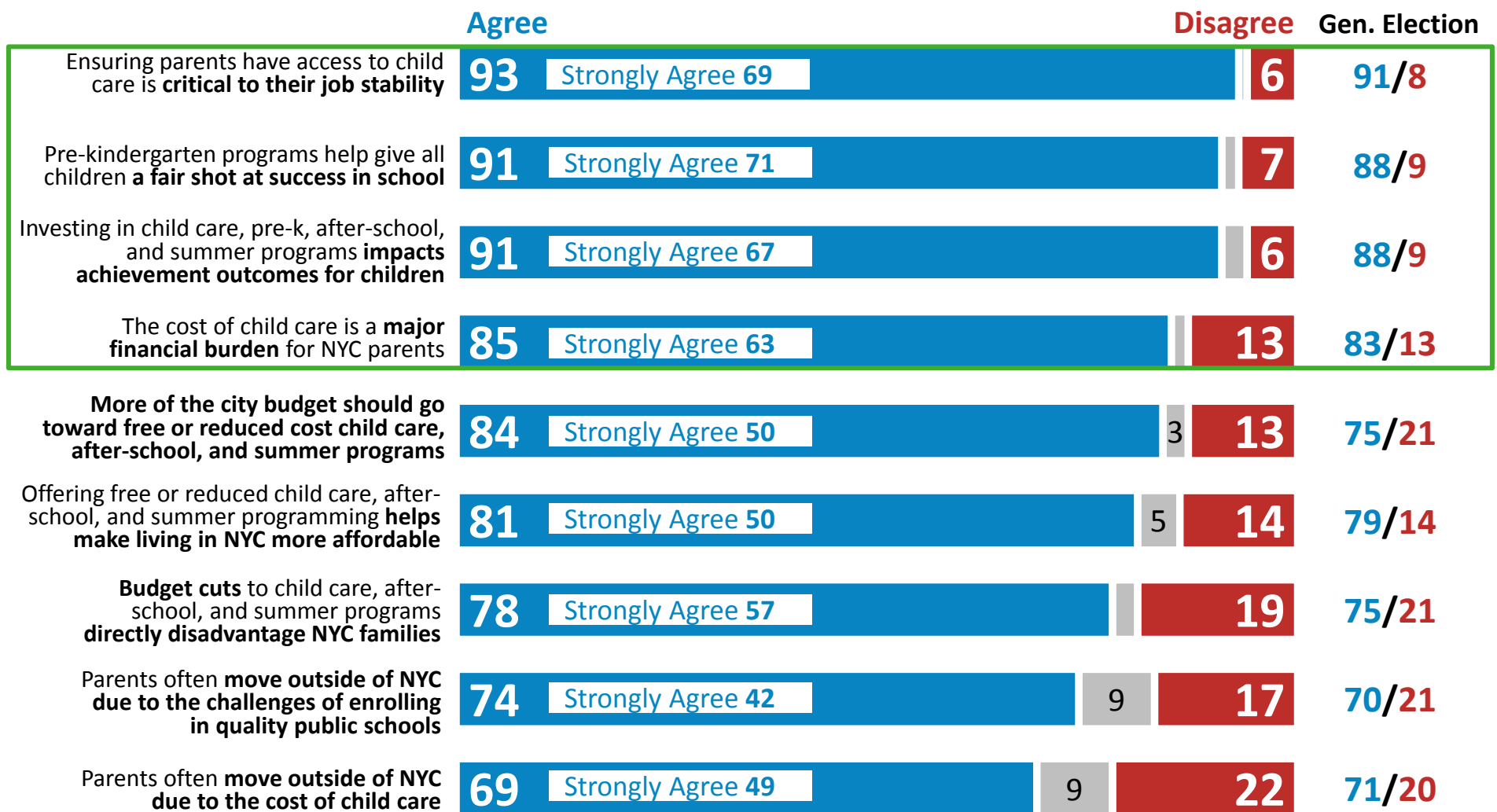
Significant proportions of parents think very often about leaving the city due to the costs of child care and after-school programs

How often do you think about moving your family outside of NYC to afford quality child care and after-school? (General Election)



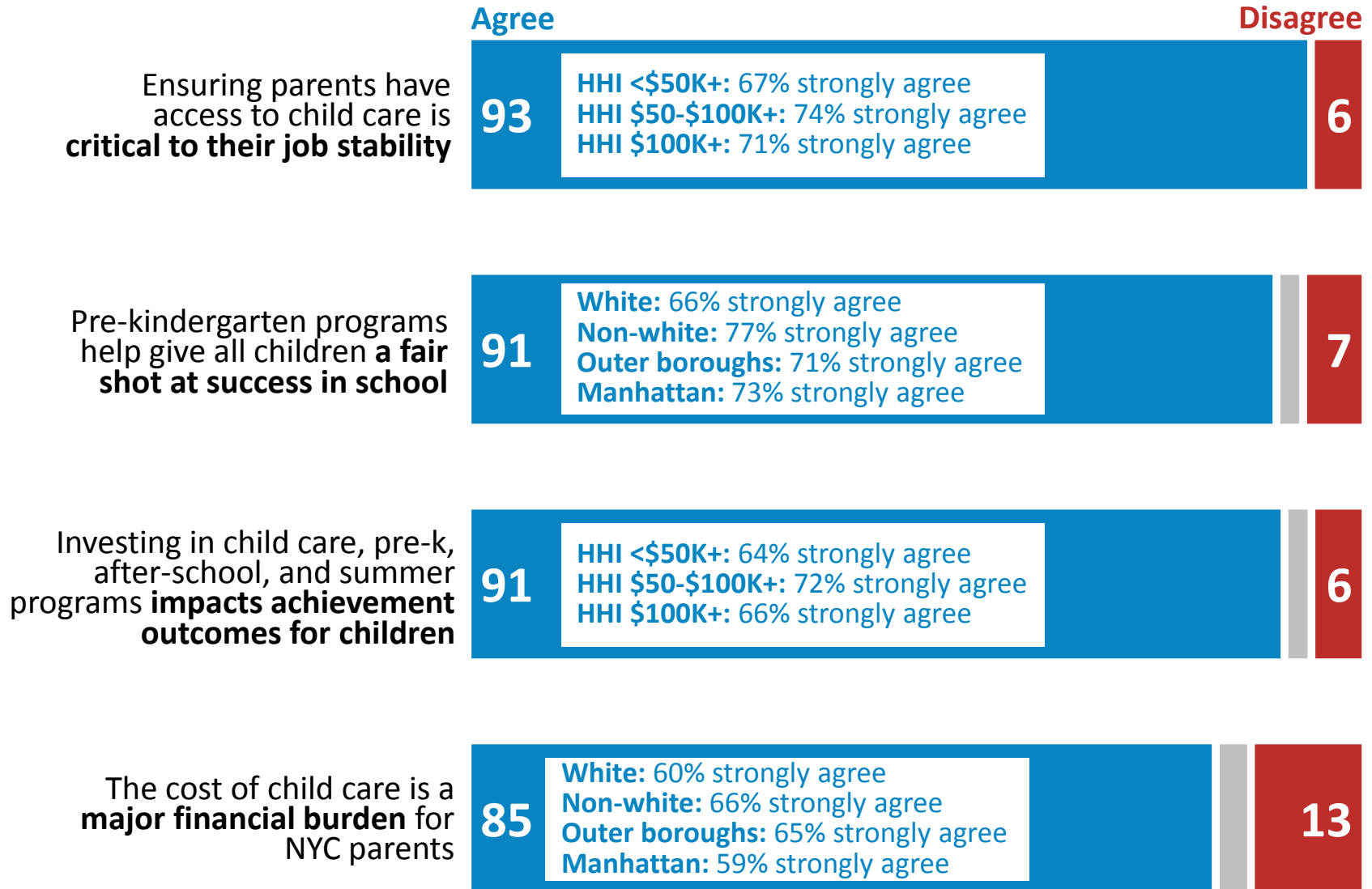
Overall, primary voters recognize the cost burdens, employment implications, and achievement impacts of access to quality care

Agree/Disagree Statements (Dem Primary)



Democratic primary voters' strong agreement on these issues is consistently high across racial, socio-economic, and geographic lines

Agree/Disagree Statements (Dem Primary)



Support for Expansion

Voters broadly support expanding access to free and reduced price child care, after-school, and summer programming for children, even if it means raising taxes

Vote for Expanding Child Care, After-School, and Summer Programming (Initial and Informed)

Do you support or oppose expanding access to free and reduced price child care, after-school, and summer programming for New York City's children?



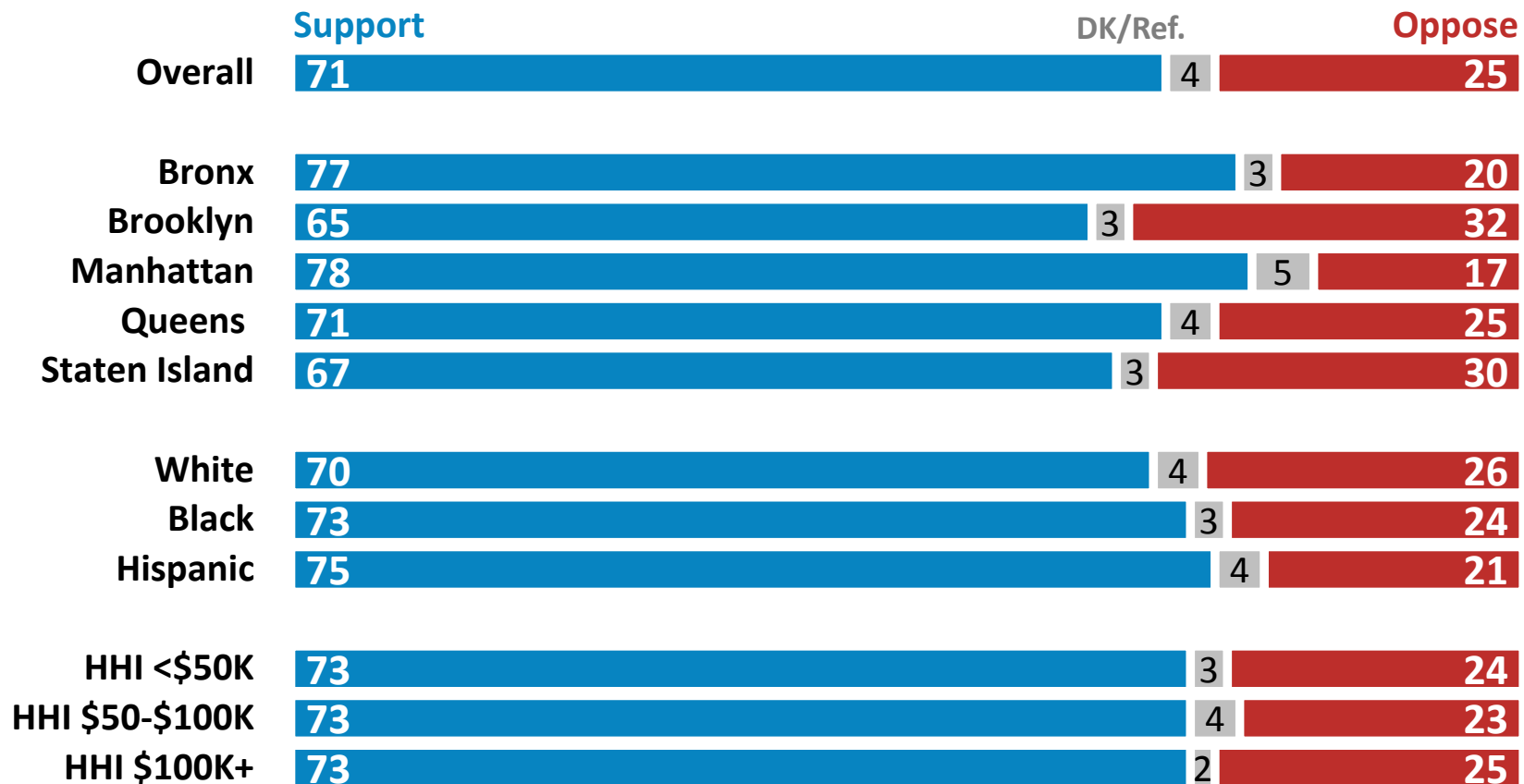
In order to fund the expansion of these programs, the city may need to raise taxes on city residents like you. Knowing this, do you support or oppose expanding access to free and reduced price child care, after-school, and summer programming for New York City's children?



Primary voters across the five boroughs, income levels, and ethnicities support the proposal, even if it means they will have to pay higher taxes

Informed Vote for Expanding Child Care, After-School, and Summer Programming (Dem Primary)

In order to fund the expansion of these programs, the city may need to raise taxes on city residents like you. Knowing this, do you support or oppose expanding access to free and reduced price child care, after-school, and summer programming for New York City's children?



Thank You



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