

To: Interested Parties
Fr: NWLC Research Team
Re: September Child Care Funding Cliff Polling Survey Summary
Date: October 1, 2024

NWLC designed and Morning Consult administered this survey via online panel. The survey reached 4,443 adults nationally, 970 of those are parents with children aged 13 or younger. The survey was conducted September 13- September 15, 2024. The data has been weighted to approximate a target sample of adults based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, and region. The margin of error for the sample is +/-1.5% and larger for subgroups. (MOE is 3.11% for parents with young children, 4.8% for parents with children age 0-5, 3.7% for parents with children age 6-13, 8.5% for Black parents with children aged 13 and under, 6% for Latino parents with children aged 13 and under, and 4% for white parents with children aged 13 and under.)

Key takeaways

- ✓ Our survey finds that parents with children aged 13 and under (from here on referred to only as “parents”) report experiencing a range of child care issues, including rising prices for child care, unexpected closures, and difficulty finding child care providers.
- ✓ Over one third of parents are aware of the child care funding cliff, and even with limited information, a majority of parents are concerned about the expiration of funding at the end of the month.
- ✓ When they receive more information about the childcare cliff, nearly three quarters of parents (72%) say they are concerned about the expiration of funding.
- ✓ Parents would like to see their leaders talk more about child care—a plurality agree that candidates for office are not talking about this issue enough.

Parents Report Experiencing a Range of Child Care Issues

- ✓ Almost half of parents (45%) report dealing with at least one of the following issues with their child care:
 - Increased prices
 - Unexpected child care closures
 - Trouble finding child care options
 1. Fifty-one percent of parents with very young children aged 0-5 report dealing with at least one of these issues.
 2. Forty-seven percent of Latino parents¹, 46% of Black parents, and 44% of white parents report dealing with at least one of these issues.
- ✓ **One third of parents (33%) have experienced increased prices for child care in the past year.**
 1. Thirty-five percent of Latino parents, 31% of Black parents, and 32% of white parents have experienced increased prices for child care in the past year.
 2. This number is even higher among parents with very young children aged 0-5 (37%).
- ✓ Eight percent of parents have experienced unexpected child care closures in the past year.
 1. This includes 9% of Black parents, 9% of white parents, and 6% of Latino parents.
- ✓ Sixteen percent of parents have experienced trouble finding child care options in the past year.

¹ Latino respondents are those who answered yes to the following question: Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

1. Nineteen percent of white parents, 15% of Latino parents, and 11% of Black parents had trouble finding child care options in the past year.
2. This number is even higher among parents with very young children aged 0-5 (20%).

Have you experienced any of the following over the past 12 months?

	Increased prices for child care	Unexpected child care closures	Trouble finding child care options	None of these	Don't know
Parents	33%	8%	16%	47%	8%
Parents with children age 0-5	37%	8%	20%	40%	9%
Parents with children age 6-13	32%	9%	16%	48%	8%
White parents	32%	9%	19%	49%	7%
Latino parents	35%	6%	15%	43%	10%
Black parents	31%	9%	11%	47%	7%

Child Care Funding Cliff Awareness and Concern

- ✓ While most Americans have not heard about the child care funding cliff, (23% of adults say they have heard a lot or some), parents are somewhat more aware, with one third of parents (34%) saying they have heard a lot or heard some.
 1. Even so, 18% of parents say they have not heard much about the child care funding cliff, and a plurality (42%) say they have not heard anything.

Billions of dollars in pandemic-era child care funding expired last September, and the last of the funding is set to expire on September 30, 2024. The expiration of this funding has been called a “child care funding cliff.” How much have you heard about this?

	Heard a lot	Heard some	Heard total
Adults	6%	17%	23%
Parents	13%	21%	34%

- ✓ A majority of parents (61%) say they are very or somewhat concerned about the expiration of the child care funding. Adults overall are less concerned- only 46% say they are very or somewhat concerned.
 1. Black parents are even more concerned than parents overall – 71% of Black parents say they are very or somewhat concerned about the expiration of the child care funding.
- ✓ Parents who have already heard about the child care funding cliff are also more concerned – 83% say they are very or somewhat concerned.

How concerned are you about the expiration of this funding?

<i>Asked out of everyone</i>			
	Very concerned	Somewhat concerned	Total concerned
Adults	17%	29%	46%
Parents with young children	28%	33%	61%
Black parents with young children	33%	38%	71%
<i>Asked of those who have heard about the funding cliff²</i>			
Adults	34%	40%	74%
Parents with young children	45%	38%	83%

Concern Rises When All Adults and Parents Learn More

- ✓ Respondents then received more information about the child care funding cliff:

As you may know, the Child Care and Development Block Grant is the federal program that helps families afford child care and invests in the quality and supply of child care. In 2021, the American Rescue Plan Act provided a \$15 billion dollar increase to support the child care sector, allowing more parents to get off of wait lists, pay less for their care, and increased pay for child care workers. The last of this relief funding is due to expire at the end of this month.

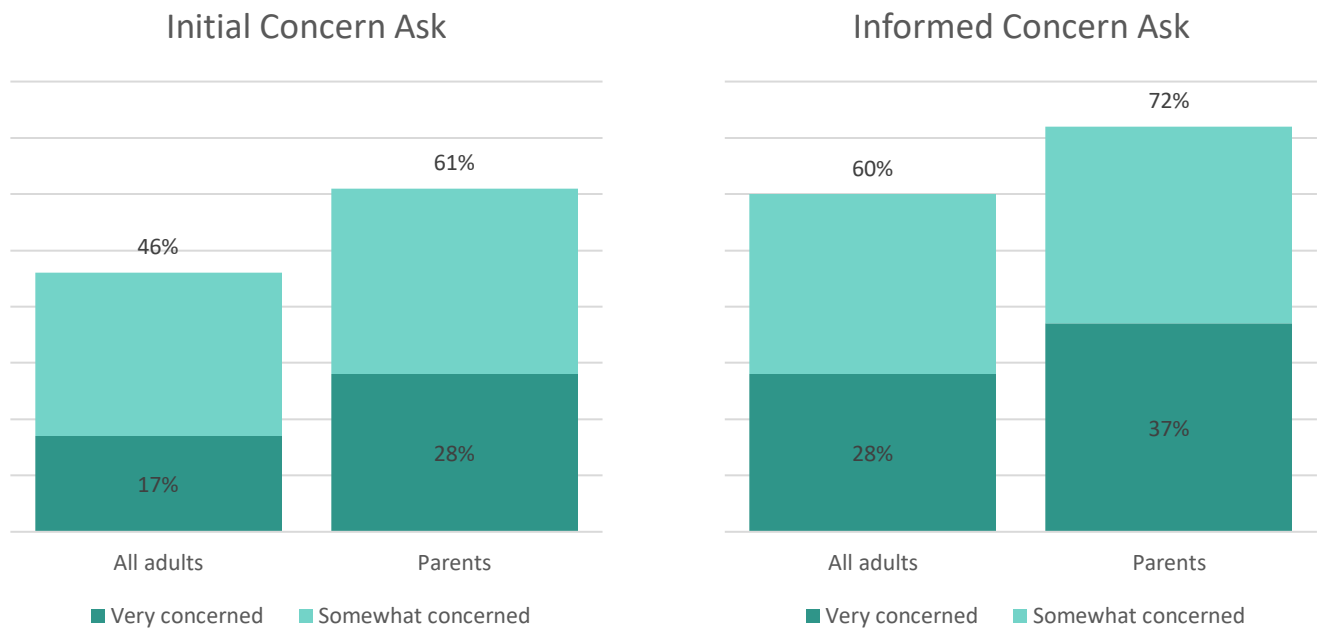
After hearing more about the child care funding cliff, 72% of parents say they are very or somewhat concerned about the expiration of funding. Adults overall also become more concerned about the funding cliff, with 60% reporting they are very or somewhat concerned upon learning more.

1. Eighty percent of Black parents say they are concerned about the child care funding cliff after learning more.

Now that you know more, how concerned are you about the expiration of this funding?

	Very concerned	Somewhat concerned	Total concerned
Adults	28%	32%	60%
Parents	37%	35%	72%
Black parents	44%	36%	80%

² The sample of Black parents who have heard of the child care funding cliff is too small to report on.



All Adults and Parents Want to Hear More From Their Leaders

- ✓ **A plurality of adults (43%), including a plurality of parents (42%), agree that candidates running for office are not talking enough about the issue of child care.**
 1. This includes a plurality of white parents (43%), Latino parents (41%), and Black parents (39%).

When it comes to child care, do you think that candidates running for office are not talking about the issue enough, are talking about the issue too much, or are talking about the issue the right amount?

	Not enough	Right amount	Too much	Don't know
Adults	43%	25%	7%	25%
Parents	42%	29%	11%	19%
Parents with children age 0-5	44%	26%	8%	21%
Parents with children age 6-13	41%	30%	12%	18%
White parents	43%	26%	11%	19%
Latino parents	41%	32%	11%	17%
Black parents	39%	36%	9%	16%