

SEPTEMBER 2020

LOS ANGELES COUNTY EARLY CHILDHOOD CARE & EDUCATION SURVEY

KEY FINDINGS PRESENTATION

SURVEY SAMPLE SIZE: 843 CIVICALLY ENGAGED RESIDENTS
MARGIN OF SAMPLING ERROR: $\pm 3.38\%$

PRESENTED BY:



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THANK YOU TO THE FOLLOWING FUNDERS FOR THEIR GENEROUS SUPPORT OF THIS REPORT:

- THE CARL & ROBERTA DEUTSCH FOUNDATION
- HEISING-SIMONS FOUNDATION
- LA PARTNERSHIP FOR EARLY CHILDHOOD INVESTMENT
- THE RALPH M. PARSONS FOUNDATION
- EUGENE AND MARILYN STEIN FAMILY FUND

PRESENTED BY:



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RESEARCH OBJECTIVES & METHODOLOGY



RESEARCH OBJECTIVES

The research was designed to meet certain objectives:

- Determine the public's attitudes and opinions related to child care and early childhood education programs in light of recent national events.
- Gain an understanding of the public's stance on the issues of child care and early learning opportunities, and sense of urgency for solutions.
- Understand how parents and adults without children prioritize the issues young children and families face.
- Assess if the issue of childcare and the early learning workforce on its own is considered by the public as a social issue that impacts society at large.
- Gauge the public's sense of urgency for larger investments via County taxes or any other type of funding for early childhood education programs.
- Determine if members of the public believe supporting the healthy development of young children leads to safer communities and less financial impact on our region's economy in the long term.



SURVEY METHODOLOGY

- Online survey of 843 civically-engaged residents, measured by voter registration.
- Survey conducted in English and Spanish, August 19-30, 2020
- Invitations to complete the survey sent by email and text message to a random sample of voters likely to participate in the November 2020 General Election.
- The Margin of Sampling Error (MOE) is $\pm 3.38\%$ at the 95% confidence level.



SURVEY METHODOLOGY

- Responses include oversamples of:
 - 200 Los Angeles Board of Supervisors District 2 voters
 - 200 LAUSD Board District 7 voters
 - 168 Parent of Children Under 5
- Geographic and demographic subgroups have been weighted back to their population proportions by age, gender, ethnicity, and city.
- Some percentages may not sum to 100% due to rounding.



SAMPLE SUBGROUPS

Robust sample sizes across
key demographic subgroups:

Los Angeles County Supervisory District	Sample Size
SUP District 1	125
SUP District 2	265
SUP District 3	150
SUP District 4	152
SUP District 5	151
Los Angeles Area	Sample Size
City of LA	404
Other	350
Unincorporated	87

LAUSD District	Sample Size
Board District 1	55
Board District 2	42
Board District 3	31
Board District 4	68
Board District 5	43
Board District 6	33
Board District 7	200



SAMPLE SUBGROUPS

Robust sample sizes across
key demographic subgroups:

Ethnicity	Sample Size
Hispanic/Latino	319
Caucasian/White	242
African American/Black	98
Asian American Pacific Islander	110
Other	13

Age	Sample Size
Under 40	356
40-54	159
55+	328

Gender Identity	Sample Size
Female	451
Male	374
Non-binary	6
Other	12

Parental Status	Sample Size
Parents	515
Non-parents	291
Parent of Children Under 5	168
Grandparent or Primary Caregiver	231

SAMPLE SUBGROUPS

Robust sample sizes across
key demographic subgroups:



Party Registration	Sample Size
Democrats	494
Republicans	163
DTS/Other	186

Vote Propensity	Sample Size
Definitely Vote	795
Probably / 50-50 Chance	35
Total Will Not Vote	6
Don't Know/PNTS	7

02

KEY FINDINGS OF THE RESEARCH

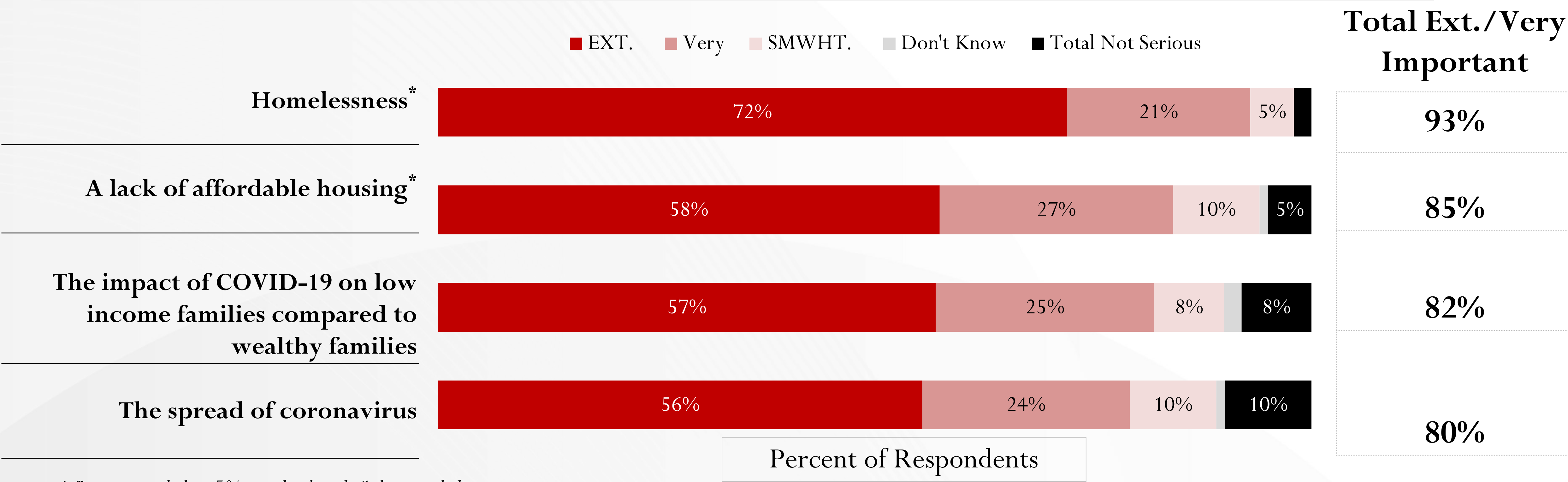
- PERCEPTIONS OF KEY ISSUES
- ATTITUDES TOWARD EARLY CHILDHOOD SERVICES
- PARENT PRIORITIES
- ELECTORAL ISSUES

KEY FINDINGS OF THE RESEARCH

HOMELESSNESS RANKS AS THE TOP CONCERN

Homelessness | Affordable Housing | COVID-19/Coronavirus

Q: Below is a list of issues that some people have said may be problems in Los Angeles County today. For each one, please indicate whether you think the issue is extremely serious, very serious, somewhat serious, or not too serious of a problem in Los Angeles County. If you do not believe it is a problem, you may indicate that also. * (Ranked by Ext.)



* Percentages below 5% not displayed. Split sampled.

KEY FINDINGS OF THE RESEARCH

MORE THAN 7-IN-10 IDENTIFY CHILD CARE AS A TOP ISSUE

Cost of Child Care | Crime & Gun Violence | Lack of Funding Local Public Schools | Lack of Resources/Investment In Black & Latino Communities

Q: Below is a list of issues that some people have said may be problems in Los Angeles County today. For each one, please indicate whether you think the issue is extremely serious, very serious, somewhat serious, or not too serious of a problem in Los Angeles County. If you do not believe it is a problem, you may indicate that also. * (Ranked by Ext.)

EXT. Very SMWHT. Don't Know Total Not Serious

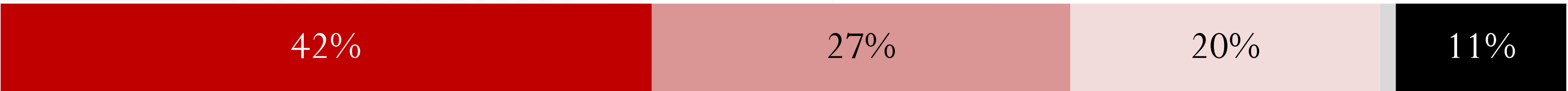
The cost of child care for families with young children*



Total Ext./Very Important

71%

Crime and gun violence*



68%

Lack of funding for local public schools*



69%

Lack of resources and investment in Black and Latino communities*



64%

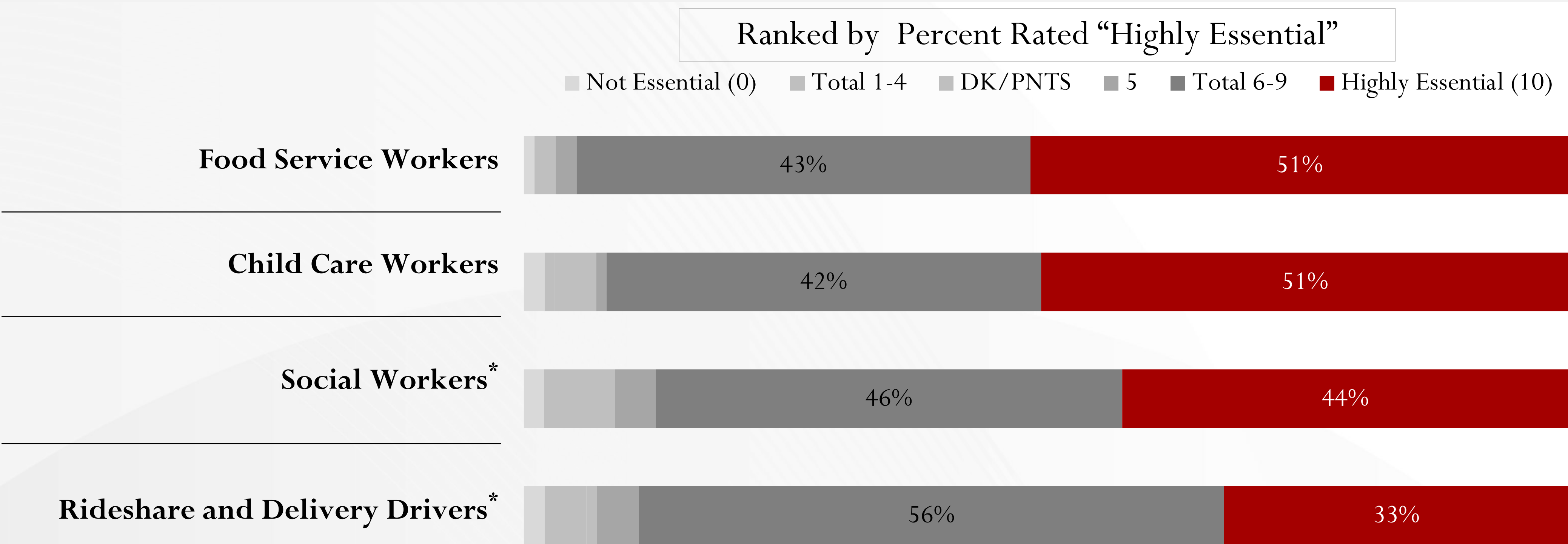
Percent of Respondents

* Percentages below 5% not displayed. Split sampled.

KEY FINDINGS OF THE RESEARCH

CHILD CARE WORKERS AND FOOD SERVICE WORKERS ARE VIEWED AS HIGHLY ESSENTIAL BY A MAJORITY

Q: During the coronavirus pandemic, also known as COVID-19, there has been a lot of discussion about essential workers. In your opinion, how essential are the following workers when it comes to providing the public with essential services during COVID-19. Please use a scale from 0 to 10, where a “0” means “not essential” and a score of “10” means “highly essential.” *



Percent of Respondents

* Percentages below 5% not displayed. Split sampled.

KEY FINDINGS OF THE RESEARCH

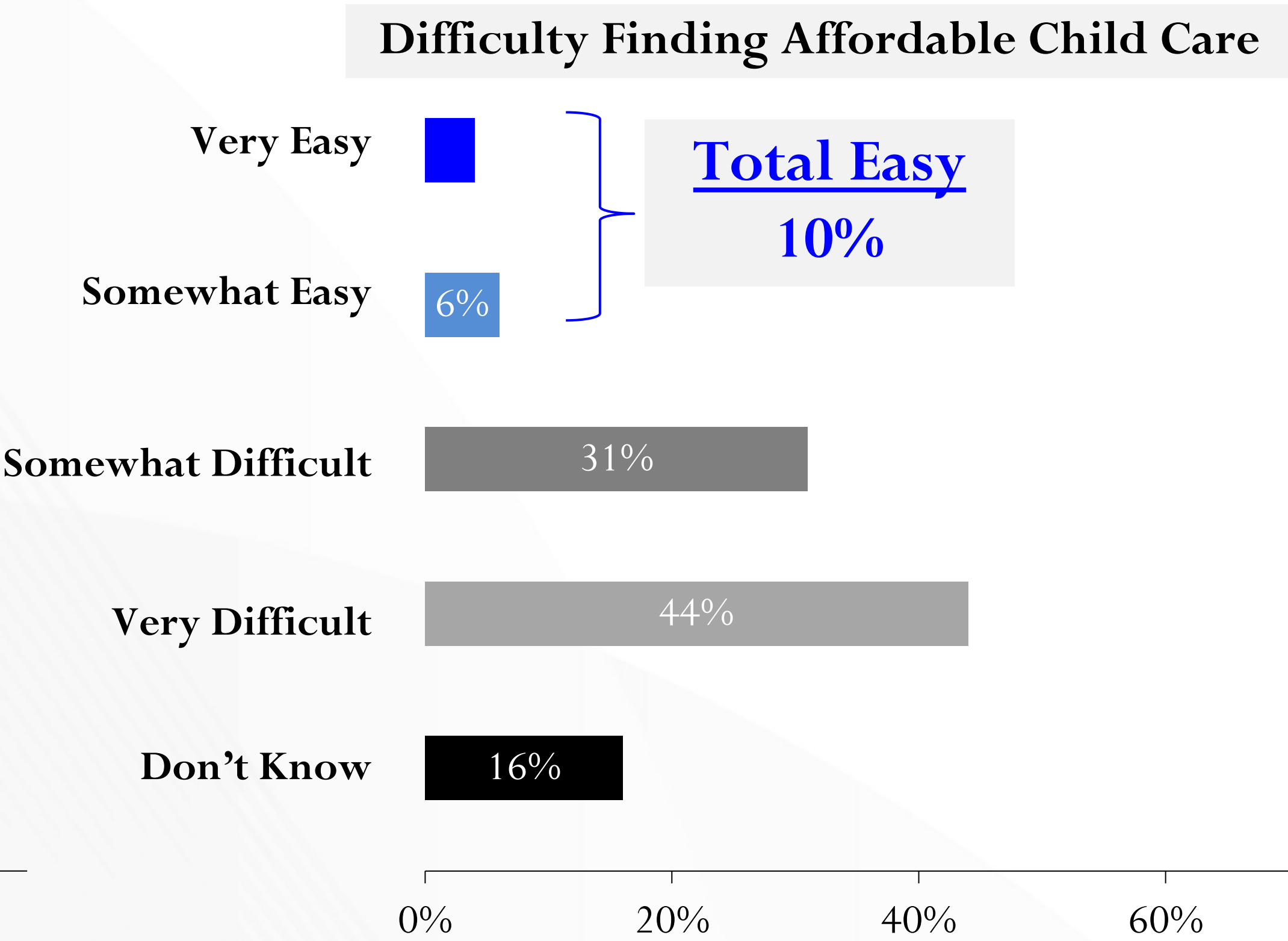
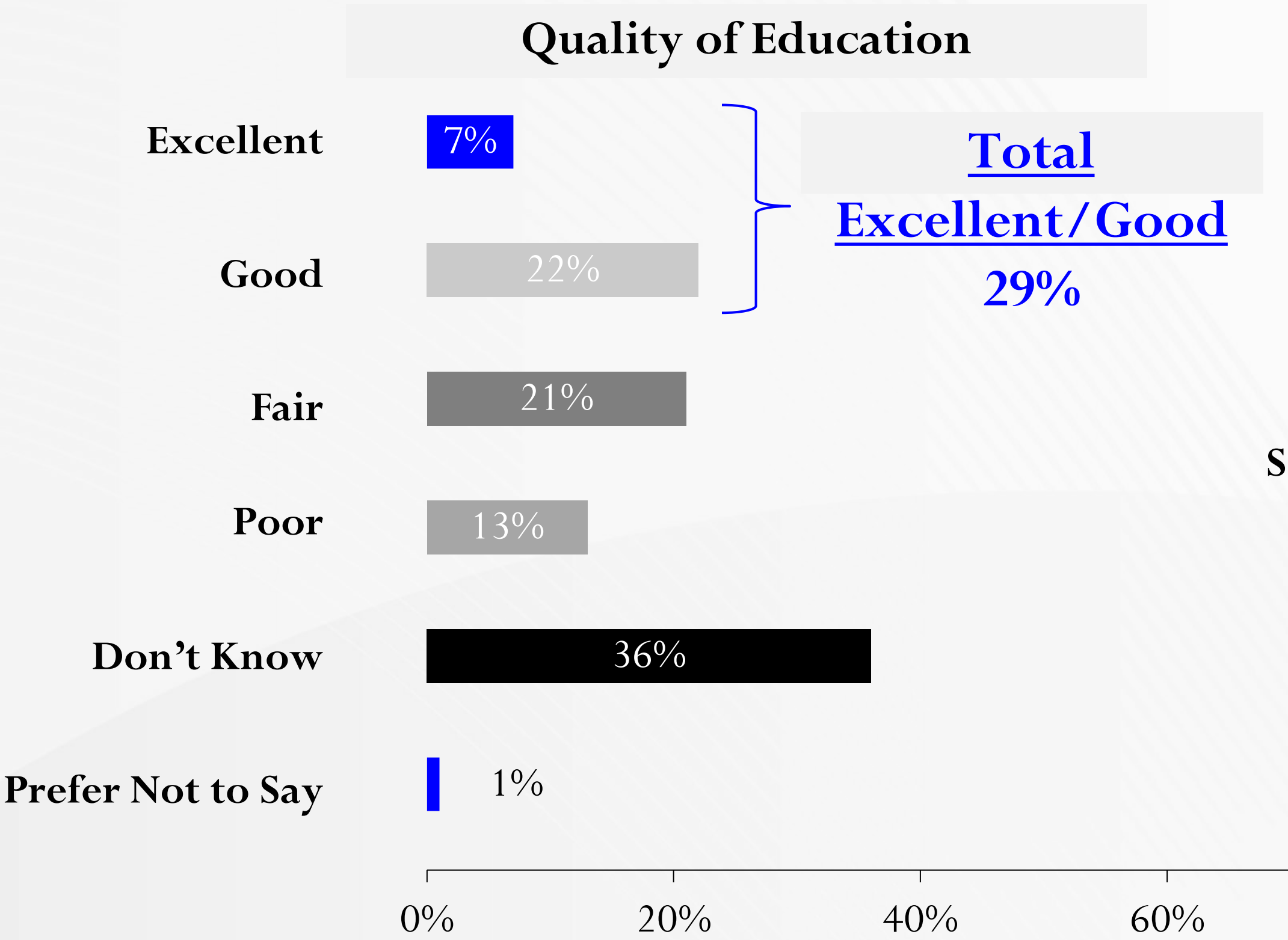
ATTITUDES TOWARD EARLY CHILDHOOD SERVICES

KEY FINDINGS OF THE RESEARCH

MOST PERCEIVE THE QUALITY OF EARLY EDUCATION AS FAIR/POOR BELIEVE IT IS VERY DIFFICULT TO FIND AFFORDABLE CHILD CARE

Q: How would you rate the quality of preschool and early childhood programs offered in your community—excellent, good, fair, or poor?

Q: How easy or difficult do you believe it is for parents and families with young children to find affordable child care?



* Percentages below 5% not displayed.

KEY FINDINGS OF THE RESEARCH

NEARLY 1/3RD OF PARENTS RATE THE QUALITY OF PROGRAMS IN THEIR COMMUNITY AS “GOOD”

Q: How would you rate the quality of preschool and early childhood programs offered in your community—excellent, good, fair, or poor?

	Total	Parents	Grandparents / Caregivers	Non-Parents
Excellent	7%	16%	7%	3%
Good	22%	32%	29%	13%
Fair	21%	28%	30%	17%
Poor	13%	16%	16%	9%
DK/PNTS	37%	9%	19%	58%

A PLURALITY OF RESPONDENTS BELIEVE IT IS VERY DIFFICULT TO FIND AFFORDABLE CHILD CARE

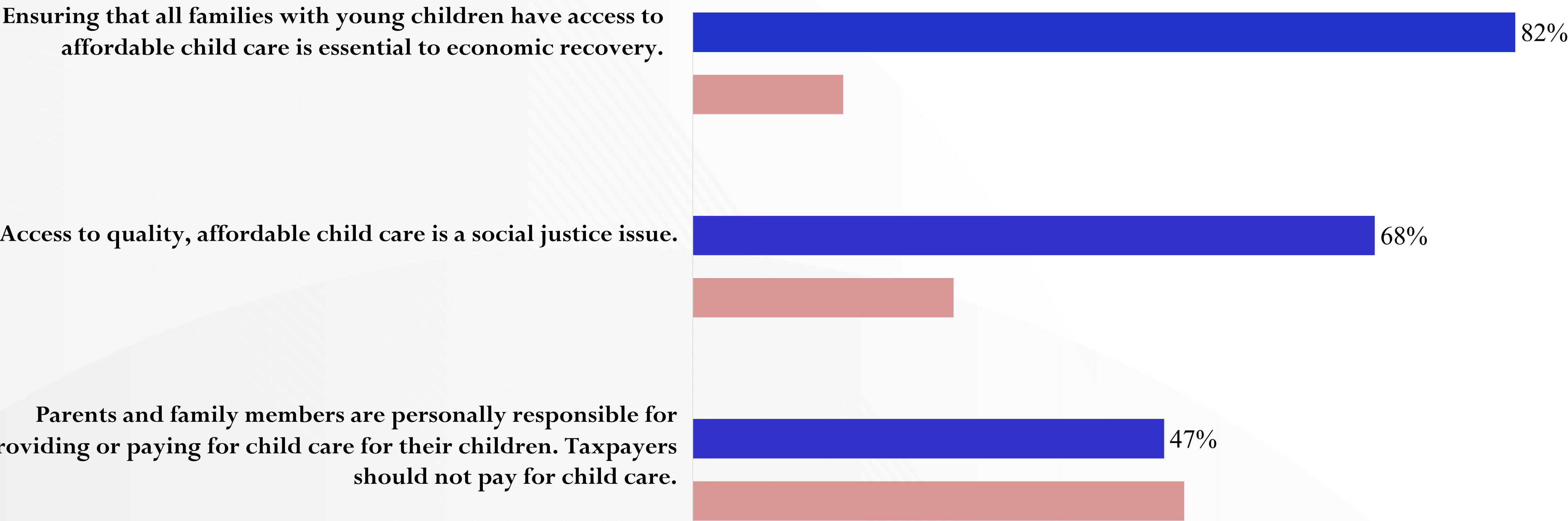
Q: How easy or difficult do you believe it is for parents and families with young children to find affordable child care?

	Total	Parents	Grandparents / Caregivers	Non-Parents
Very Easy	4%	4%	3%	3%
Somewhat Easy	6%	6%	7%	3%
Somewhat Difficult	31%	31%	36%	24%
Very Difficult	44%	44%	49%	43%
DK	16%	14%	5%	26%

VOTERS BELIEVE ENSURING ACCESS TO AFFORDABLE CHILD CARE IS ESSENTIAL TO ECONOMIC RECOVERY

Q: Please indicate below if you generally agree or disagree with each of the following statements.

■ Total Agree ■ Total Disagree

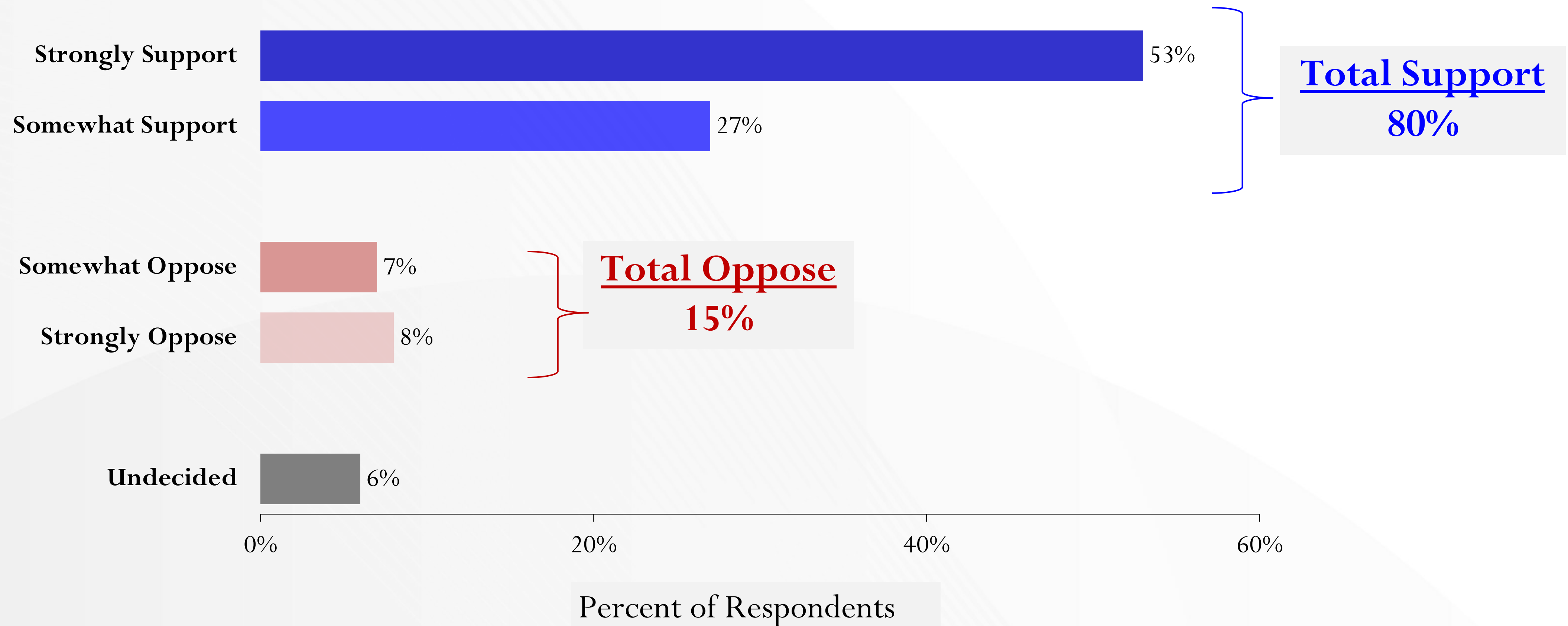


Percent of Respondents

KEY FINDINGS OF THE RESEARCH

A CLEAR MAJORITY SUPPORT GREATER INVESTMENTS IN EARLY CHILDHOOD EDUCATION AND CHILD CARE PROGRAMS

Q: Do you support or oppose dedicating more public investments to ensuring that all families have access to free, quality early childhood education and child care programs?



KEY FINDINGS OF THE RESEARCH

NEARLY ALL DEMOCRATS SUPPORT GREATER PUBLIC INVESTMENTS IN EARLY CHILDHOOD EDUCATION

Q: Do you support or oppose dedicating more public investments to ensuring that all families have access to free, quality early childhood education and child care programs?

	Total	Democrats	NPP	Republicans
Total Support	80%	93%	76%	42%
Total Oppose	15%	4%	16%	48%
Undecided	5%	2%	8%	9%

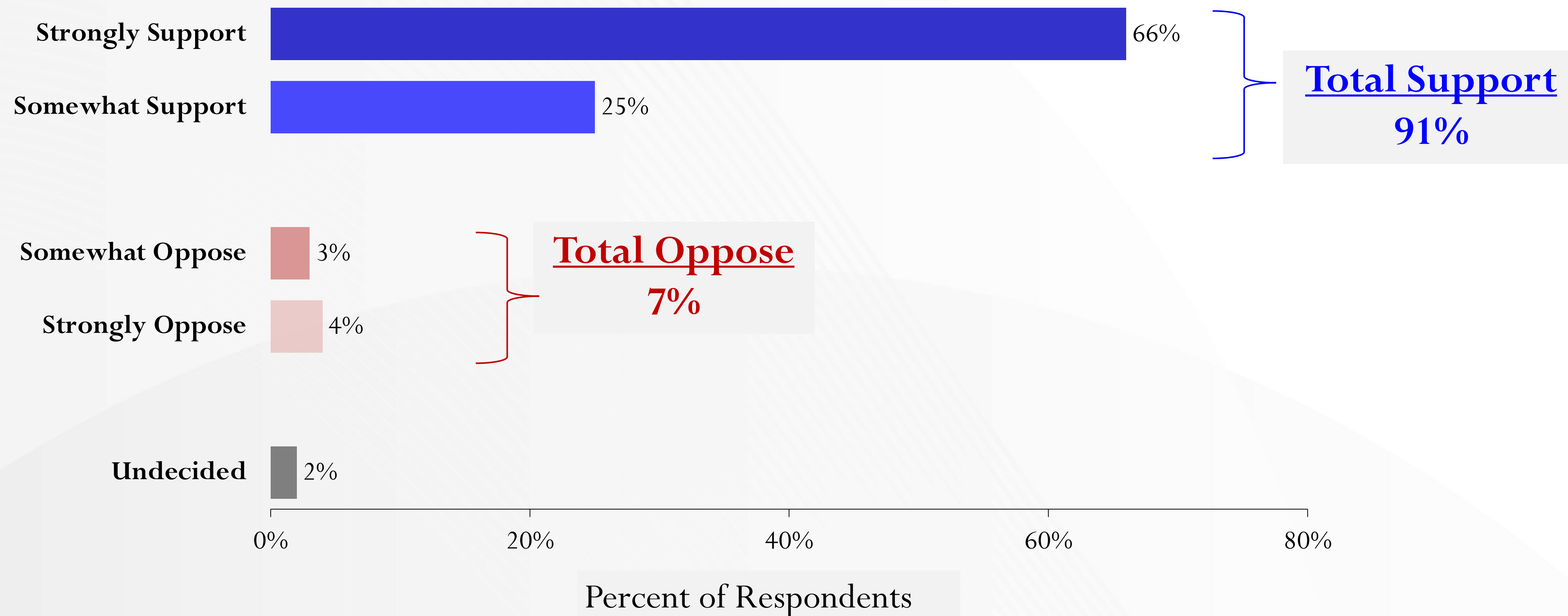
SUPPORT FOR GREATER INVESTMENTS IN CHILD CARE AND EARLY EDUCATION IS PARTICULARLY STRONG IN BOARD OF SUPERVISORS DISTRICT 2

Q: Do you support or oppose dedicating more public investments to ensuring that all families have access to free, quality early childhood education and child care programs?

	Total	Board of Supervisors District 2	LAUSD District 7
Total Support	80%	91%	64%
Total Oppose	15%	7%	31%
Undecided	5%	2%	5%

VOTERS IN BOARD OF SUPERVISORS DISTRICT 2 OVERWHELMINGLY SUPPORT GREATER INVESTMENTS

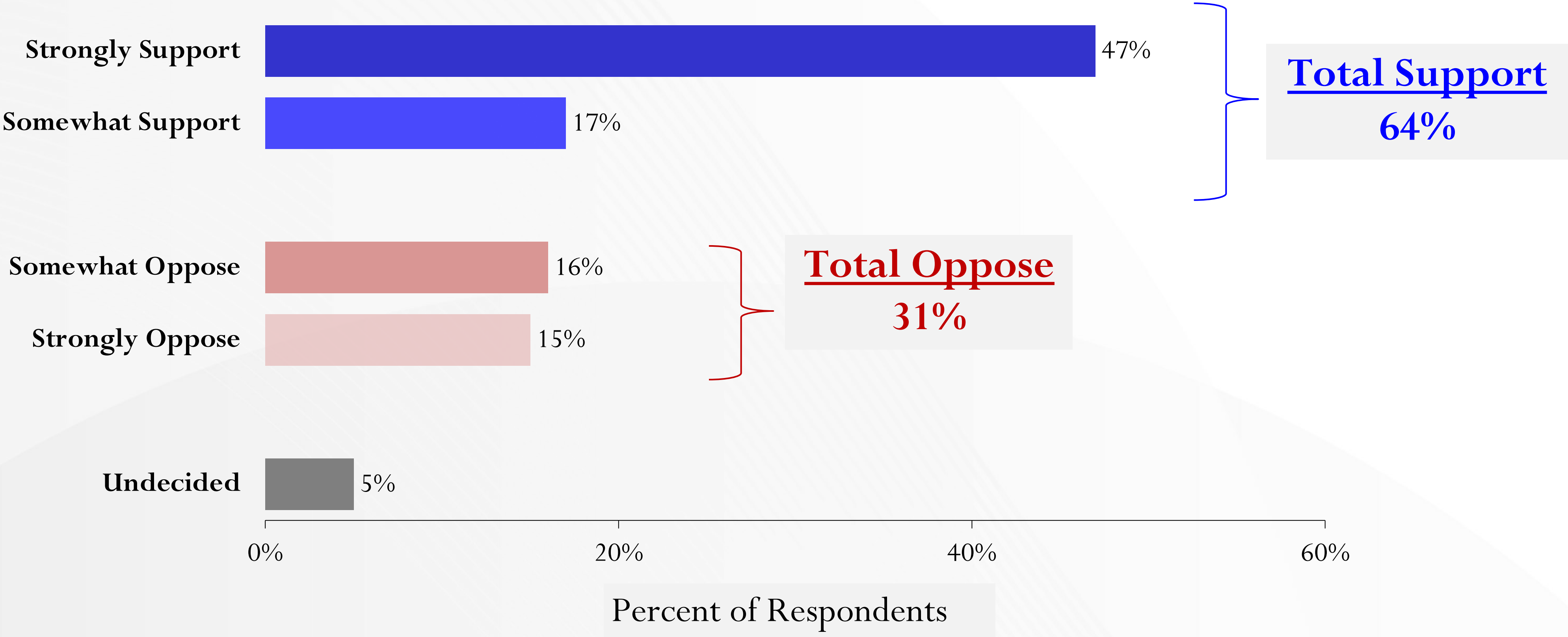
Q: Do you support or oppose dedicating more public investments to ensuring that all families have access to free, quality early childhood education and child care programs?



KEY FINDINGS OF THE RESEARCH

3 IN 5 LAUSD BOARD DISTRICT 7 VOTERS SUPPORT GREATER INVESTMENTS

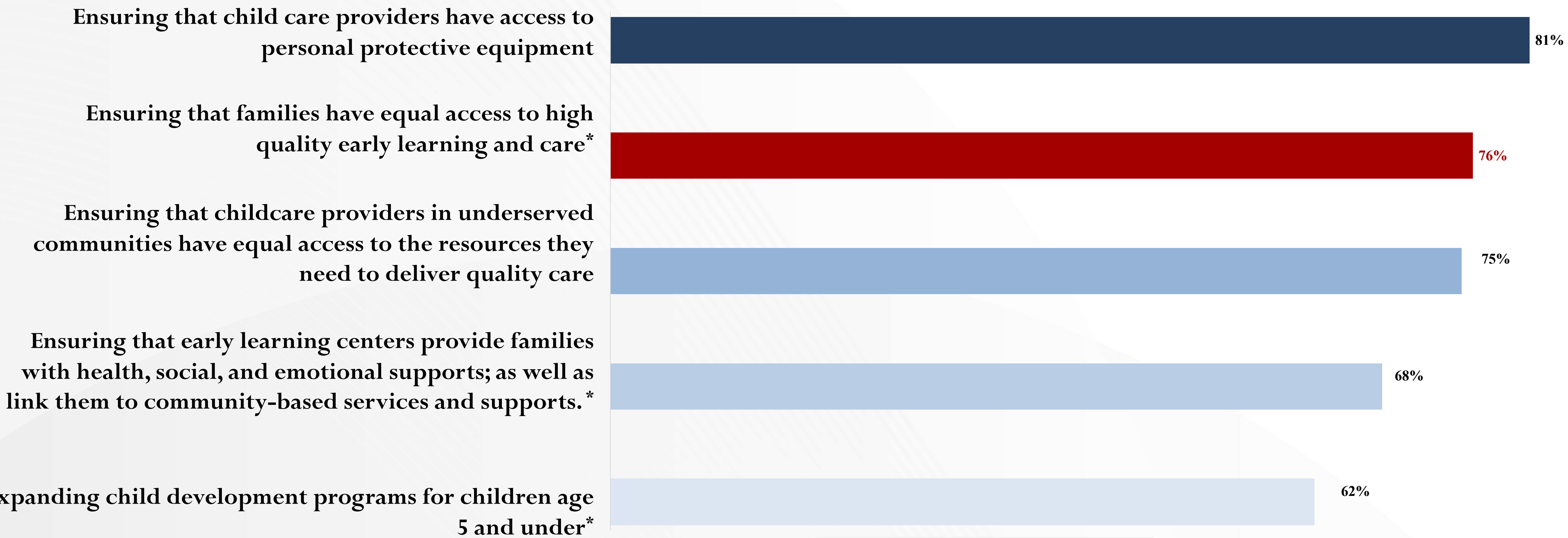
Q: Do you support or oppose dedicating more public investments to ensuring that all families have access to free, quality early childhood education and child care programs?



KEY FINDINGS OF THE RESEARCH

ENSURING FAMILIES HAVE EQUAL ACCESS TO EARLY LEARNING AND CHILD CARE IS A TOP PRIORITY

Q: Listed below are ways that additional funding for early childhood education and child care programs might be spent. For each one, please indicate how important you personally believe it is to dedicate funding to that specific purpose. *(Only Top Responses Shown)*



Percent of Respondents

THE IMPORTANCE OF EARLY LEARNING TO BRAIN DEVELOPMENT RESONATES WITH MORE THAN 4-IN-5

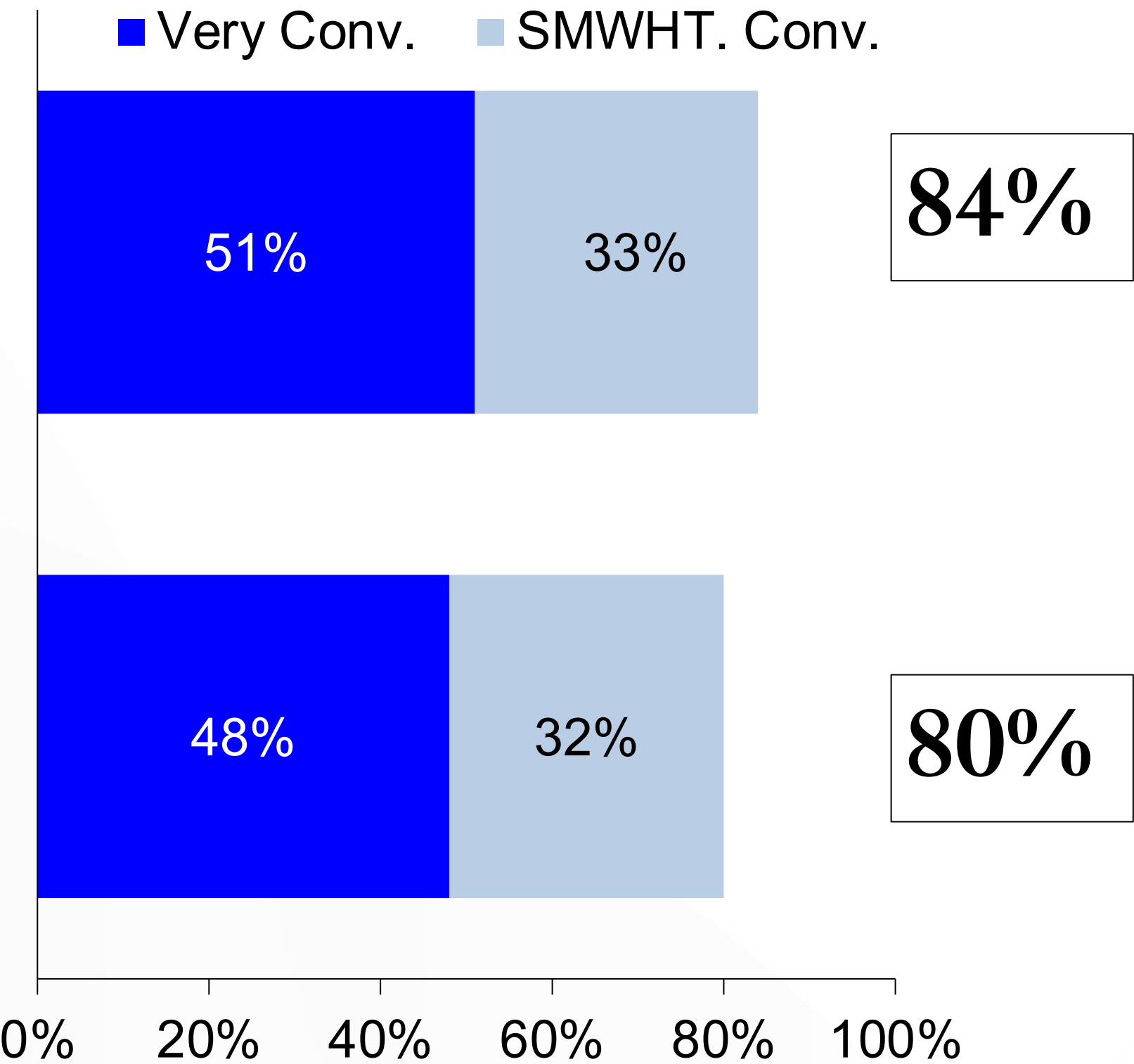
Q: Below are statements that have been made by some people who support making additional public investments in early childhood education and child care programs. After each statement, please indicate if you believe the statement is convincing or not convincing as a reason to make additional public investments to ensure that all families with young children have access to free, quality early childhood education and child care programs.

[BRAIN DEVELOPMENT]

Ninety percent of a child's brain develops by age five. The services and early learning opportunities a child gets sets the stage for success in kindergarten and beyond.

[WORKFORCE VIABILITY]

Parents with minor children make up almost one-third of the nation’s workforce. Recent news reports have highlighted the need for child care service for essential workers such as nurses, firefighters and grocery store employees. The lack of child care services during the COVID-19 pandemic has caused some of these essential workers to lose their jobs. We must increase public investments in childcare programs to ensure families with young children have the support they need.



KEY FINDINGS OF THE RESEARCH

THE ROLE EARLY LEARNING CAN PLAY IN ADDRESSING RACIAL DISPARITIES IS ALSO COMPELLING

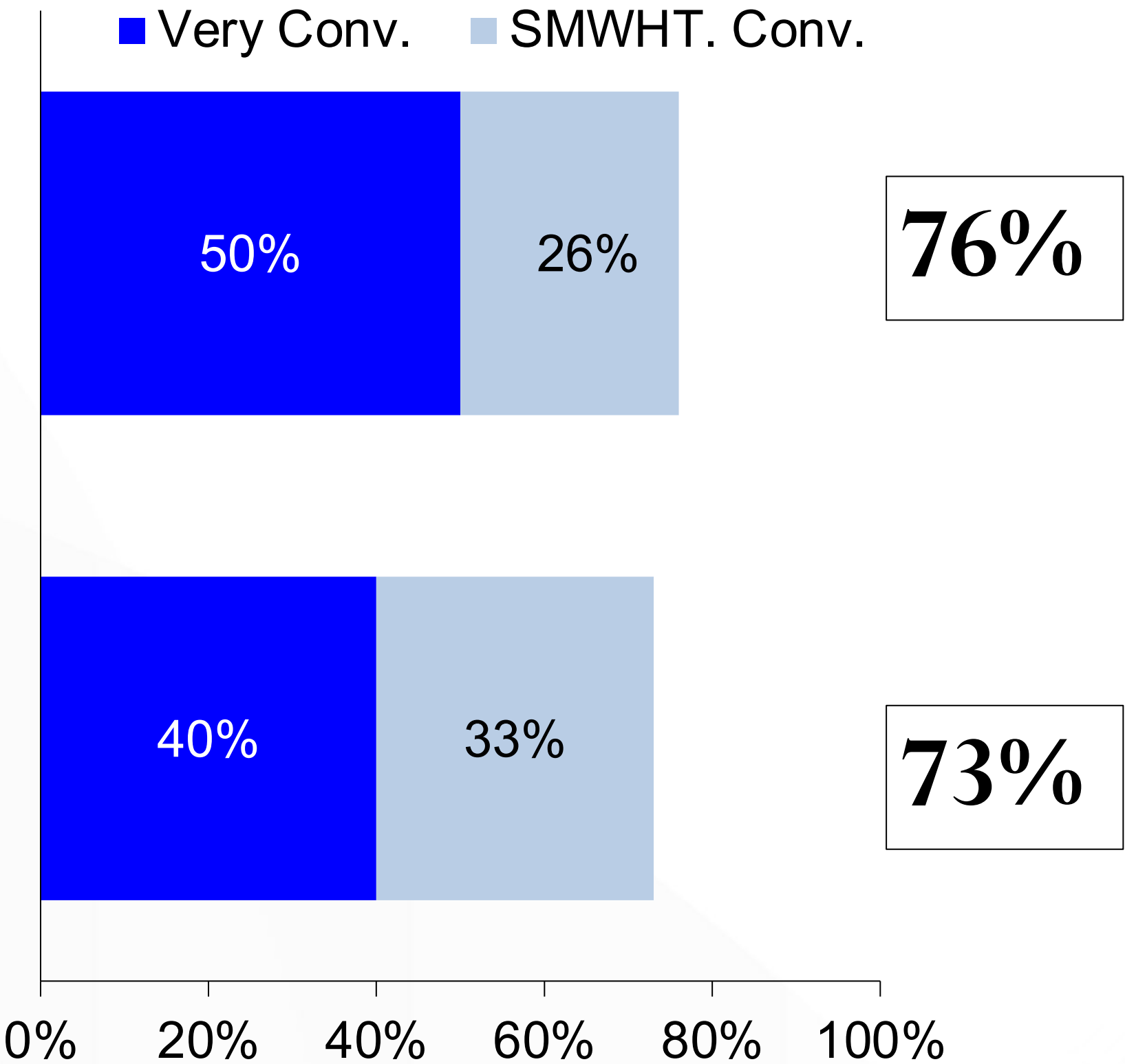
Q: Below are statements that have been made by some people who support making additional public investments in early childhood education and child care programs. After each statement, please indicate if you believe the statement is convincing or not convincing as a reason to make additional public investments to ensure that all families with young children have access to free, quality early childhood education and child care programs.

[RACIAL JUSTICE AND EQUITY-CHILDREN]

Research shows that children who attend preschool and participate in other early learning programs are more likely to enter kindergarten ready to learn, attend college, and earn higher incomes. However, affordable child care and early learning programs are out of reach for many Latino and African American families in underserved communities. By investing in early learning programs and expanding access to free childcare, we can help close the achievement gap for Latino and African American children.

[RACIAL JUSTICE AND EQUITY-CHILDCARE WORKERS]

According to US Department of Labor statistics, 93 percent of childcare workers are women, and 45 percent are Black, Asian or Latino, while half of child care businesses are minority-owned. Investing more public dollars in early childhood education and childcare services will not only benefit parents who are struggling to make ends meet, it will also help close the wage gap and promote racial equity.

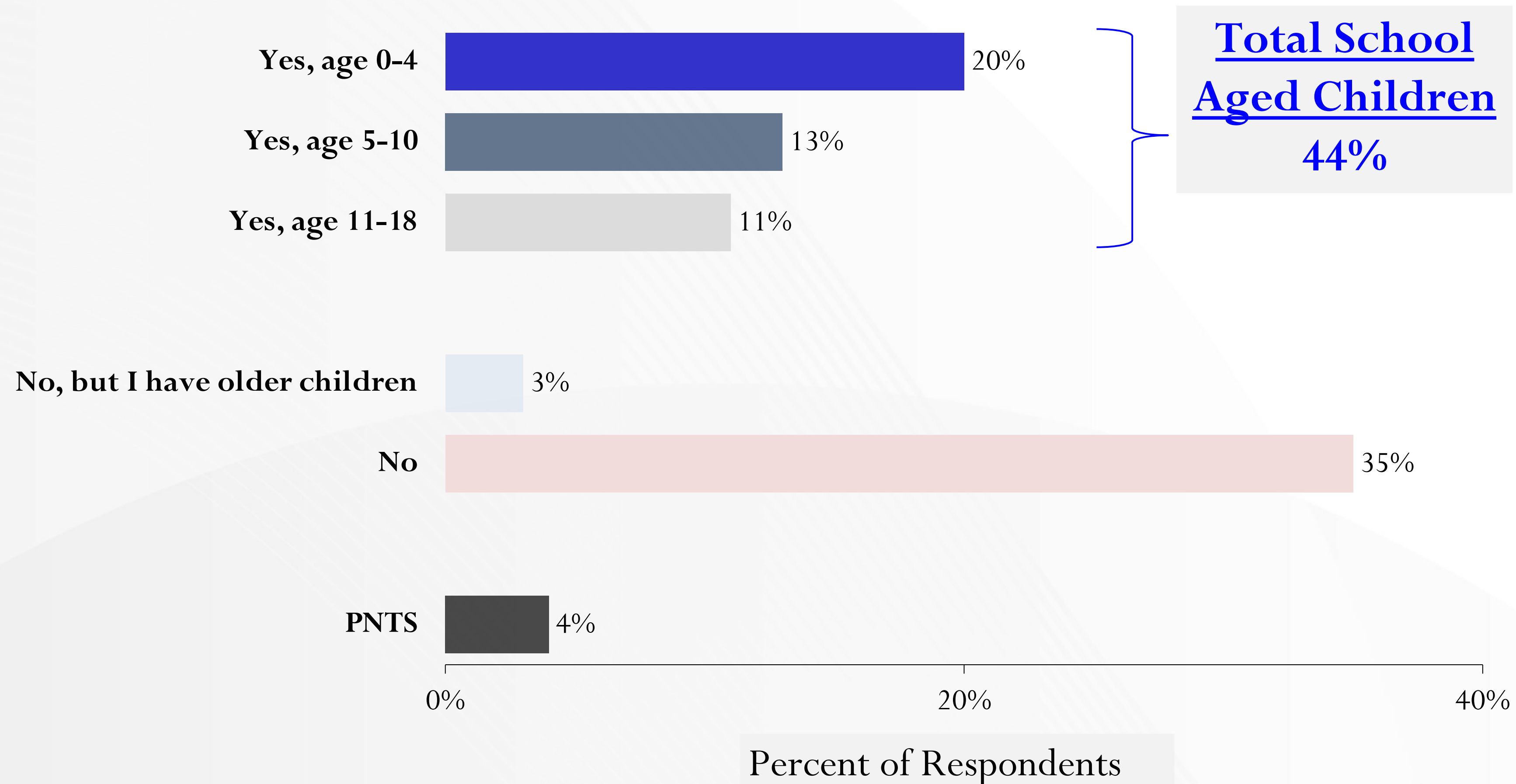


KEY FINDINGS OF THE RESEARCH

PARENT PRIORITIES

A PLURALITY OF RESPONDENTS HAVE SCHOOL-AGE CHILDREN

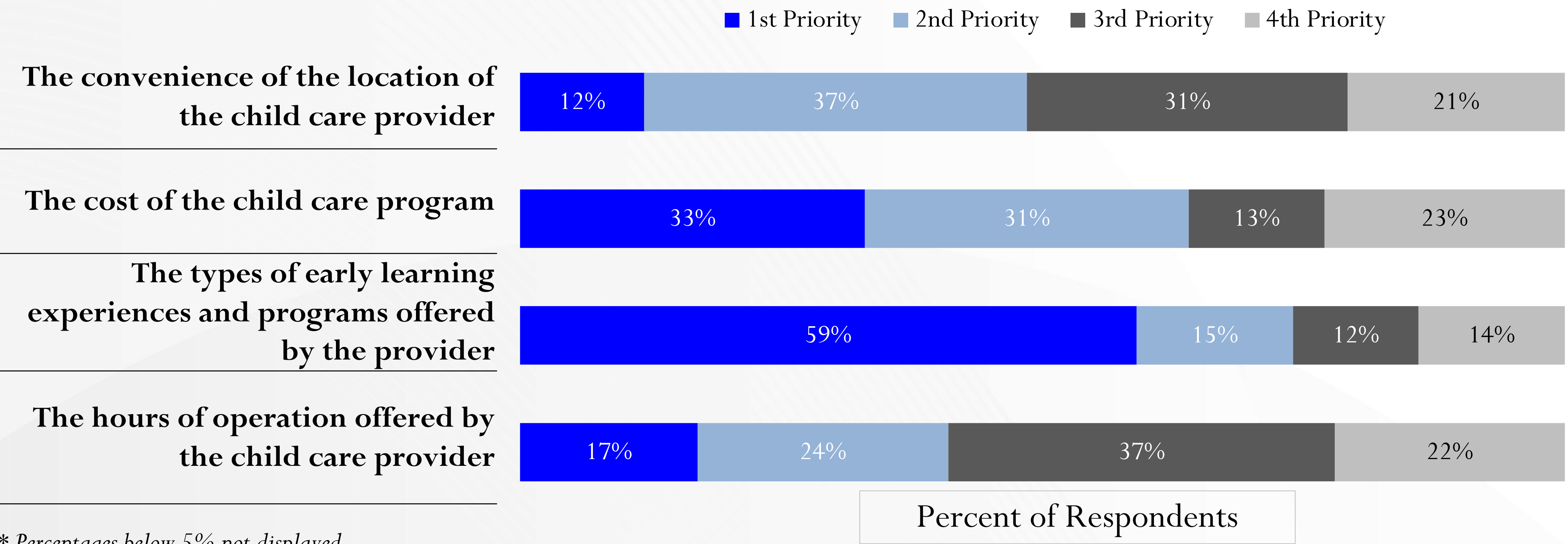
Q: Do you have any children in the following age ranges: [Accept Multiple Responses]?



KEY FINDINGS OF THE RESEARCH

EARLY LEARNING RANKS AS A TOP PRIORITY FOR 3-IN-5 PARENTS OF YOUNG CHILDREN

Q: During the coronavirus pandemic, also known as COVID-19, there has been a lot of discussion about essential workers. In your opinion, how essential are the following workers when it comes to providing the public with essential services during COVID-19. Please use a scale from 0 to 10, where a “0” means “not essential” and a score of “10” means “highly essential.” *

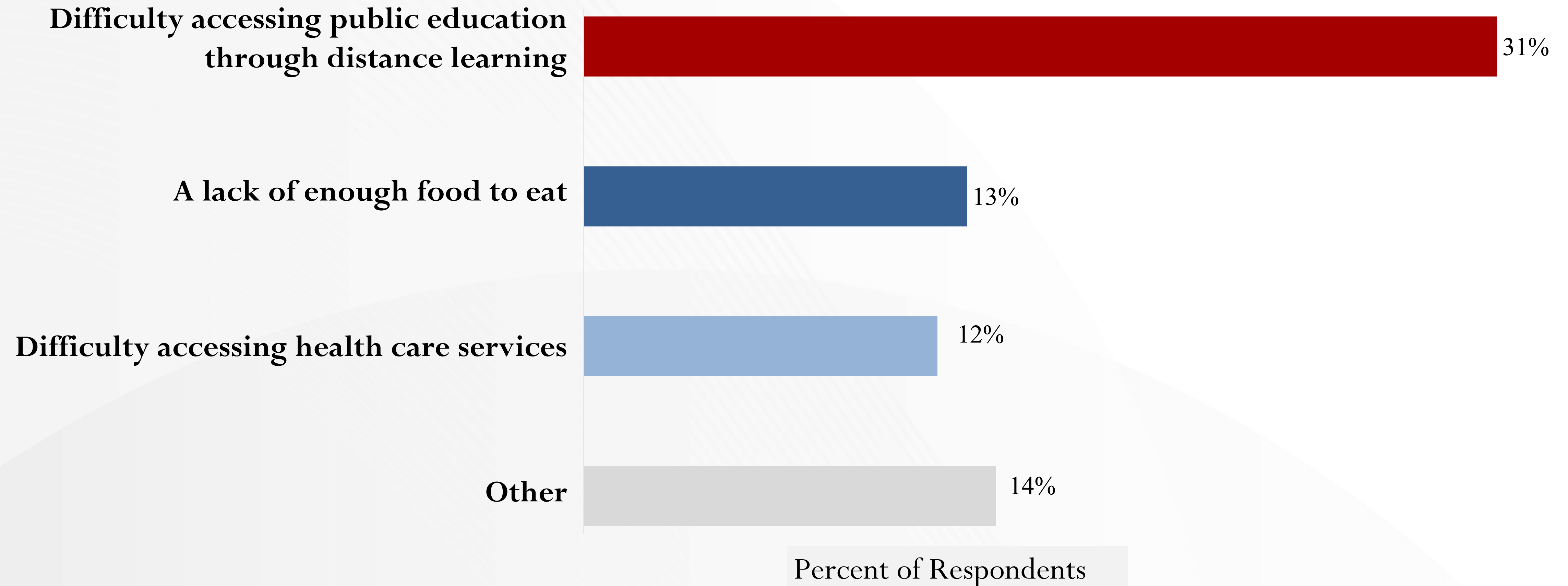


* Percentages below 5% not displayed.

KEY FINDINGS OF THE RESEARCH

A NOTABLE PERCENTAGE OF PARENTS HAVE EXPERIENCED DIFFICULTY WITH DISTANCE LEARNING

Q: Has your household had difficulty with any of the following this year? *(Multiple Responses Accepted; Only Results Among Parents Shown)*



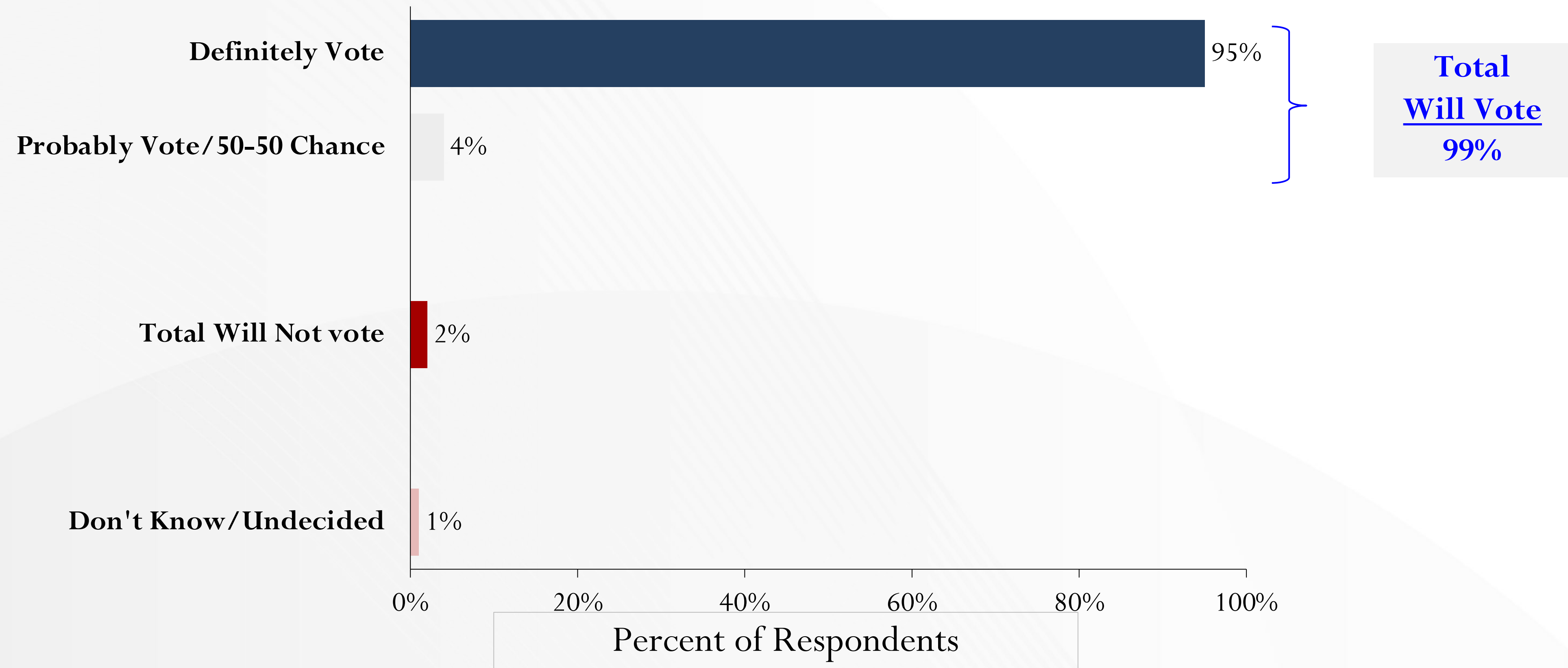
KEY FINDINGS OF THE RESEARCH

ELECTORAL ISSUES

KEY FINDINGS OF THE RESEARCH

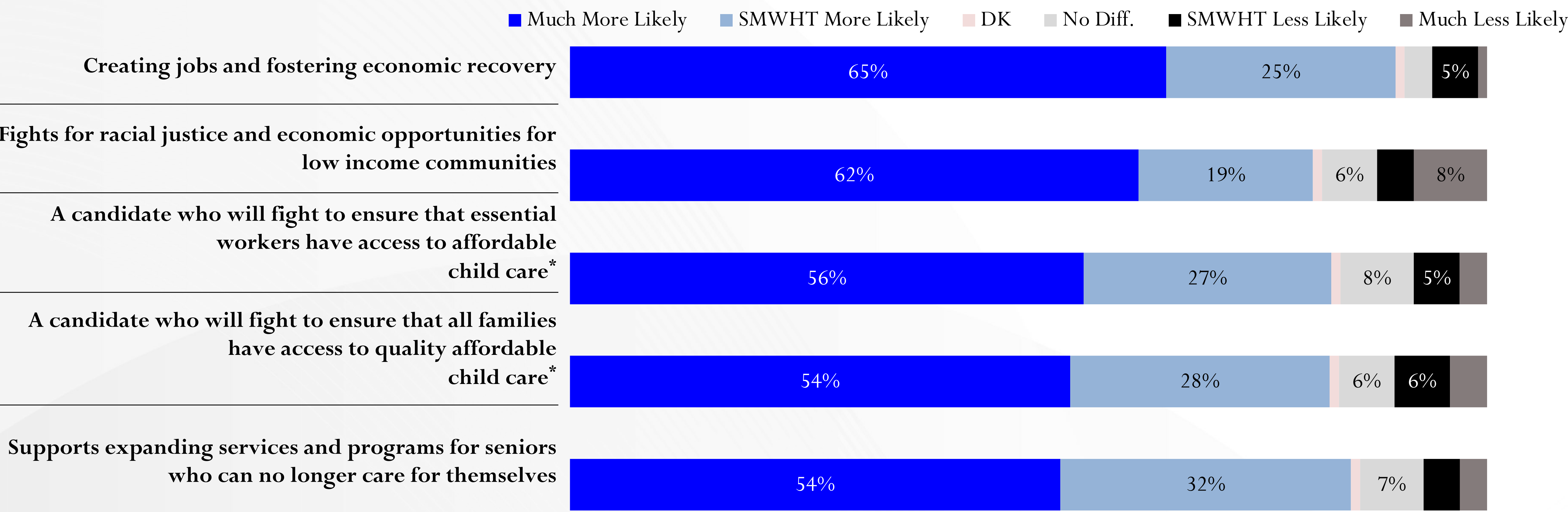
NEARLY ALL ARE COMMITTED TO VOTING

Q: In November there will be a statewide election for President, Congress, and state and local offices and ballot measures. What are the chances that you will vote in that election—will you definitely vote, probably vote, are the chances 50-50 that you will vote, or will you probably not vote?



VOTERS ARE MUCH MORE LIKELY TO SUPPORT CANDIDATES FOCUSED ON ECONOMIC RECOVERY, RACIAL JUSTICE, AND AFFORDABLE CHILD CARE

Q: Listed below are a few qualities that might be used to describe candidates running for local office in November. For each one, please indicate if you would be more or less likely to support a candidate fitting that description?*



* Percentages below 5% not displayed. Split sampled.

Percent of Respondents

KEY FINDINGS OF THE RESEARCH

BOARD OF SUPERVISORS DISTRICT 2 VOTERS ARE MUCH MORE LIKELY TO SUPPORT CANDIDATES WHO FOCUS ON CHILD CARE

Q: Listed below are a few qualities that might be used to describe candidates running for local office in November. For each one, please indicate if you would be more or less likely to support a candidate fitting that description?*

	Total	Board of Supervisors District 2	LAUSD District 7
Creating jobs and fostering economic recovery	65%	61%	68%
Fights for racial justice and economic opportunities for low income communities	62%	71%	50%
A candidate who will fight to ensure that essential workers have access to affordable child care	56%	61%	49%
A candidate who will fight to ensure that all families have access to quality affordable child care	54%	69%	52%
Supports expanding services and programs for seniors who can no longer care for themselves	54%	60%	53%

KEY FINDINGS OF THE RESEARCH

BOARD OF SUPERVISORS DISTRICT 2 VOTERS ARE MUCH MORE LIKELY TO SUPPORT CANDIDATES WHO FOCUS ON RACIAL JUSTICE AND CHILD

Q: Listed below are a few qualities that might be used to describe candidates running for local office in November. For each one, please indicate if you would be more or less likely to support a candidate fitting that description?*

	Total	Board of Supervisors District 2
Creating jobs and fostering economic recovery	65%	61%
Fights for racial justice and economic opportunities for low income communities	62%	71%
A candidate who will fight to ensure that essential workers have access to affordable child care	56%	61%
A candidate who will fight to ensure that all families have access to quality affordable child care	54%	69%
Supports expanding services and programs for seniors who can no longer care for themselves	54%	60%

KEY FINDINGS OF THE RESEARCH

LAUSD BOARD DISTRICT 7 VOTERS ARE MORE LIKELY TO SUPPORT CANDIDATES WHO PRIORITIZE JOBS AND EXPANDING ACCESS TO CHILD CARE AND SENIOR SERVICES

Q: Listed below are a few qualities that might be used to describe candidates running for local office in November. For each one, please indicate if you would be more or less likely to support a candidate fitting that description?*

	Total	LAUSD District 7
Creating jobs and fostering economic recovery	65%	68%
Fights for racial justice and economic opportunities for low income communities	62%	50%
A candidate who will fight to ensure that essential workers have access to affordable child care	56%	49%
A candidate who will fight to ensure that all families have access to quality affordable child care	54%	52%
Supports expanding services and programs for seniors who can no longer care for themselves	54%	53%

CONCLUSIONS

Los Angeles County voters place a high priority on issues related to early learning and child care for young children.

- 82% believe that access to child care is essential to economic recovery and a majority believe childcare workers are “highly essential.”
- 76% believe it is “extremely important” to ensure that all families have access to child care and early learning opportunities for their children.
- 80% support additional public investments in early learning and child care to accomplish this goal.
- 78% are “more” likely to support a candidate who prioritizes these issues.
- 68% see access to early learning and child care for young children as a social justice issue.



Voters identify the importance of early learning to a child’s brain development and the implications for advancing racial justice and equity in Los Angeles County as highly compelling reasons to support greater public investments in these key areas.

THANK YOU

