



PROMOTING WOMEN'S ECONOMIC SECURITY

Nationwide Mixed Mode Survey Among 1,000 Registered Voters

May 2025

Introduction

Engage is a premier nonpartisan women's organization based in Washington, DC, that is dedicated to advancing economy security for all American women in the 21st century ([source](#)). Engage seeks to promote common sense policies on a vast and far-reaching set of issues – specifically, “four pillars” of women’s economic security, including: lifelong health; education and workforce; generational caregiving and; financial prosperity ([source](#)).

Engage understands that the legislative process is intentionally designed to be slow, and that hyper-partisanship discourages compromise ([source](#)).

Women outvoted men last November, and our elected leaders would do well to remember that for many women, the decision was not an easy one. However, it is safe to assume that women want a significant focus placed on what keeps us up at night when our heads hit the pillow... our money worries.

by RACHEL PEARSON, ENGAGE FOUNDER & CEO

Engage enlisted KAConsulting, LLC to conduct a mixed mode nationwide voter survey in May 2025. The survey sampled 1,002 registered voters across the country to gain insights into their opinions, assumptions, frustrations, aspirations and advice on childcare and and to probe public sentiment and messaging related to the issue of childcare, and legislation presented in Washington.

Key Findings

➤ **Childcare Is a National Concern, Even Among Those Not Immediately Impacted**

Voters overwhelmingly recognize that childcare affordability affects everyone, not just parents. There are no significant differences on this by age, race, gender, region, or parental status—childcare is seen as a universal issue.

- 91% overall agree affordable childcare is a national concern and more specifically 34% say it is a top personal concern.
- While 3-in-10 say childcare affects them directly, 74% say a friend or family member is affected by this issue.
- And 81% agree that childcare policy affects all Americans regardless of parental status.
 - In fact, non-parents are even more likely to agree with that statement than parents (86%-80%)!
- And when it comes to childcare, 73% say affordability is the top childcare barrier, over accessibility (17%). This sentiment is strongest among Democrats (80%), Independents (75%), and women (77%).

Key Findings, continued

➤ Expectations of the Federal Government and Its Role in Childcare

Voters are clear: Childcare isn't just a family issue—it's an economic imperative. They want the Trump Administration, Congress, businesses, and federal agencies to prioritize solutions. There's cross-partisan, cross-demographic agreement that fixing childcare must be a top priority for both government and businesses.

- Over 6-in-10 say private companies, Congress, and the Trump Administration should make childcare a top priority.
 - Even 65% of Trump 2024 voters say this should be a top priority for the Trump Administration
- While 9-in-10 say it is important for Republicans and Democrats to work together on hard issues like this, 8-in-10 say it is not likely in this current climate.
 - But political currency is there for the taking - 81% would reward a candidate for Congress if they worked with the *opposite party to make progress on hard problems, even if it means compromising on some of their positions.*

Key Findings, continued

➤ **Bipartisan Solutions Like the Britt-Kaine Proposal Are Overwhelmingly Popular**

The Britt-Kaine Childcare and Child Workers Proposal earns supermajority support across all demos — making it a safe, bipartisan win.

- Support for tax incentives to encourage businesses to provide childcare is overwhelming, especially among younger voters (92%) and parents (90%), with 89% overall in favor.
- 87% support expanding the childcare tax credit — strongest among Democrats (92%) and young adults (91%).
- Support for expanding pre-tax savings options is high across party lines, including 88% of Independents and 82% of Republicans, with 85% of voters overall in favor.
- 80% support pay supplements for childcare workers — especially among lower-income households (84%) and Democrats (85%).
- **Support for candidates backing the Britt-Kaine proposal is strong, with 75% of voters more likely to vote for them — especially among women (80%), parents (82%), and younger voters (77%).**

Notably, a majority of Republicans are initially hesitant toward the federal government being involved in addressing childcare, even as voters overall (6-in-10) believe the federal government should step in to help provide more accessible and affordable childcare, even if it costs taxpayers a little more money.

Yet, once Republicans are introduced to *specific policy prescriptions* from the Britt-Kaine bill, a majority are supportive. Further, a majority of Republicans would be more likely to support an elected official who votes for this bill, demonstrating its political currency.

Key Findings, continued

➤ **Economic Facts and Figures Intensify Support for Britt-Kaine**

Similar to the specifics detailed from the Britt-Kaine bill, once voters learn true economic facts about the current state of childcare, it dramatically moves voters to support childcare reform, especially Republicans and Independents.

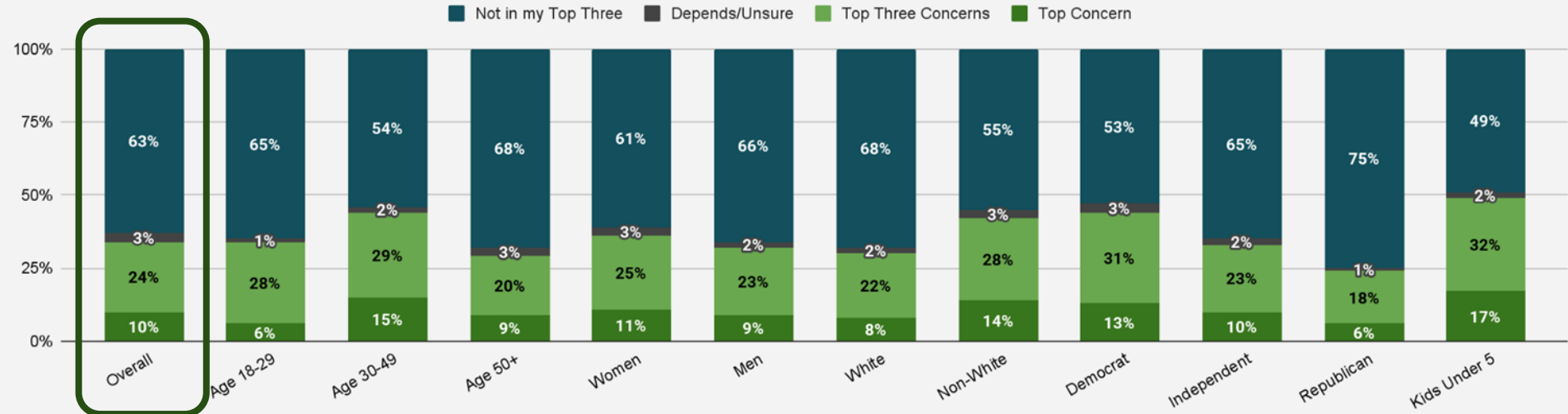
- Hearing that 95% of mothers return to work when on-site childcare is available makes voters more supportive of reform — with 86% overall saying so, including 91% of parents and 89% of women.
- 83% more supportive learning that childcare and leave improve retention — especially among business owners (88%) and Democrats (85%).
- Learning that 15 million children need care increases support for reform among 82% of voters, with backing especially strong among lower-income households (85%).
- 76% more supportive hearing childcare costs push 134,000 families into poverty — strongest among young voters (80%) and non-white voters (79%).
- Support for reform rises to 74% after voters learn that childcare gaps cost the economy \$122 billion annually — a message that resonates especially with business owners and managers (78%).

9-in-10 Voters Recognize Quality, Affordable Childcare is Concern

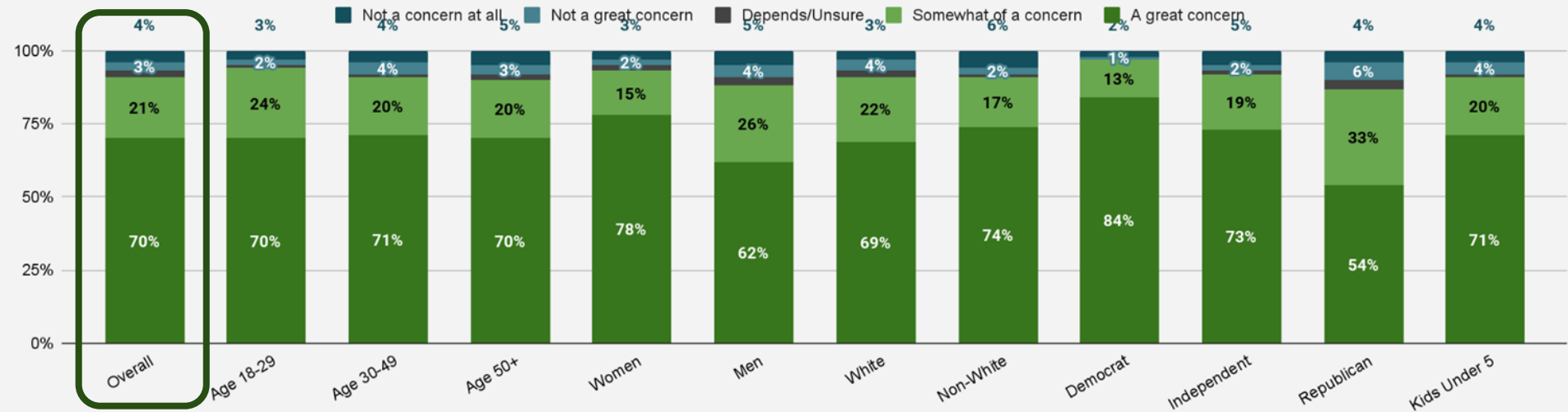
- According to a recent study, 13% of full-time employees still work exclusively from home, while 26% are in a hybrid arrangement - perhaps impacting personal childcare concerns.
- Even if voters do not rank childcare as a top concern of their own, **they understand it is a top issue for families.**
- It is **more pressing for voters age 30-49**, but all ages recognize how concerning it is for families.
- It is equally as pressing for men and women, but **women are more likely to call childcare a great concern for families.**
- Childcare is most likely to be a daily concern for ages 30-49, non-white voters, Democrats, and,

The top graph shows how much of a **personal concern** Childcare is. The bottom graph shows **how much of a concern it is for families.**

When thinking about the many considerations or challenges you face regularly, where does the issue of childcare rank?



How much of a concern do you think finding quality, affordable childcare is for families in the United States?

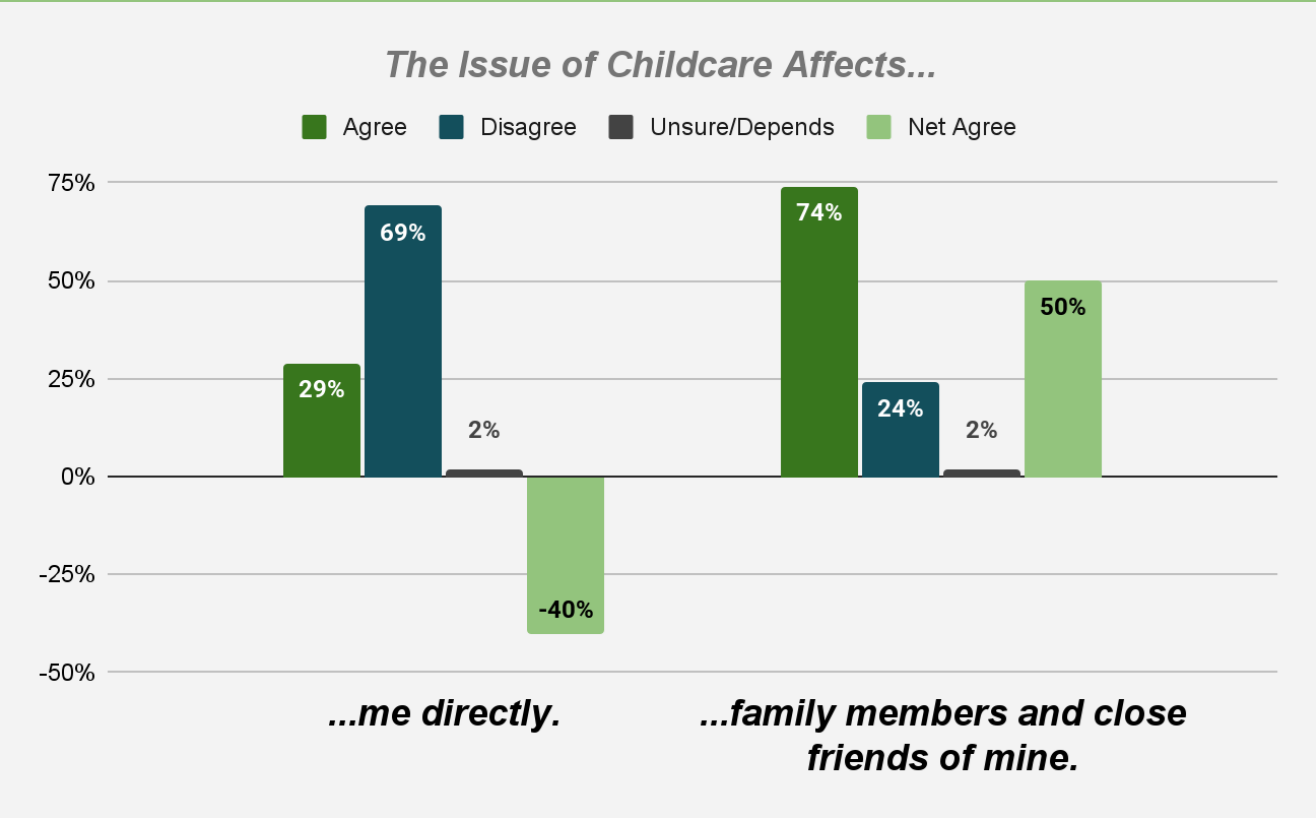


Who Needs Childcare? How Are They Getting It?



The Realities Of Childcare Reach Far And Wide

While less than 1 in 3 (29%) overall say childcare affects them personally, this jumps to **45% of voters ages 30–49, 38% of non-white voters, and 50% of voters with children under 5** — critical groups for both parties, including President Trump’s evolving coalition. Even beyond direct impact, **74% say childcare affects close family or friends, with non-white voters (81%), young adults (84%), and lower-income households (84%) feeling it most.** Childcare isn’t a niche issue — it’s an economic and electoral fault line.



Notable Crosstabs	childcare affects ...me directly.	childcare affects ...family members and close friends of mine.
Overall	29%	74%
Age 18-29	25%	84%
Age 30-49	45%	79%
Age 50+	23%	68%
Women	32%	79%
Men	27%	68%
White	25%	70%
Non-White	38%	81%
Childcare Top Concern	64%	91%
Have Needed Childcare	34%	73%
Self or Spouse Stayed Home w/ Kids	33%	70%
Democrat	37%	85%
Independent	29%	76%
Republican	21%	60%
Kids Under 5	50%	84%
Less than \$50K	37%	84%
\$50K - \$100K	25%	72%
\$100K +	28%	70%

What Are The Beliefs About and Understanding of Childcare in America?



Access to Childcare Exists; Lack of Affordability Persists

- Voters overwhelmingly see affordability as the biggest barrier to obtaining childcare (73%)

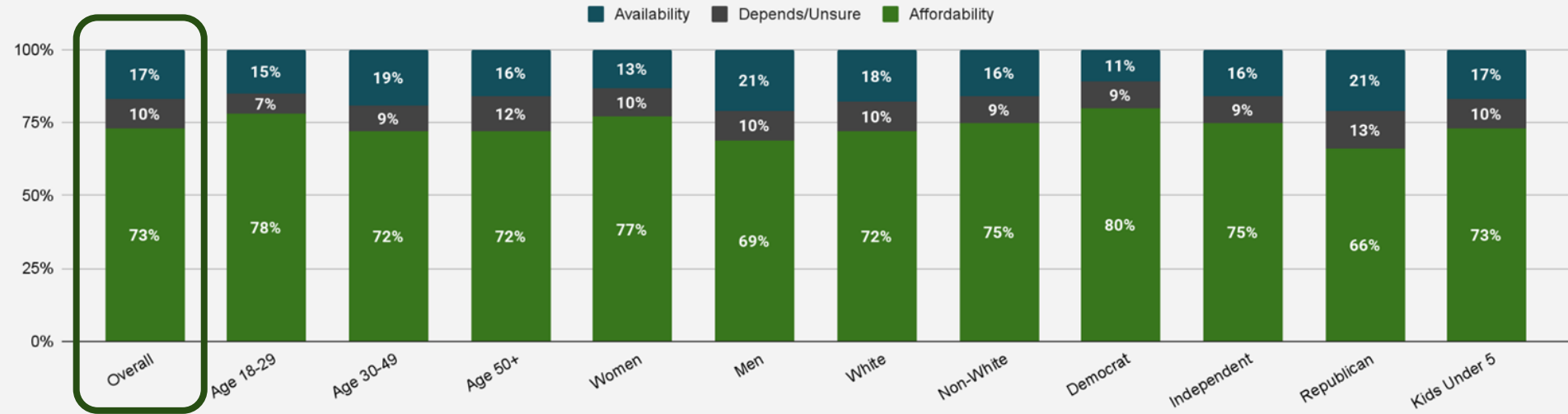
- Young adults (18–29) are even more likely to cite affordability (78%), as are women (77%) and non-white voters (75%).

- When asked about fairness, 63% of voters overall say the cost of Childcare is "mostly unfair."

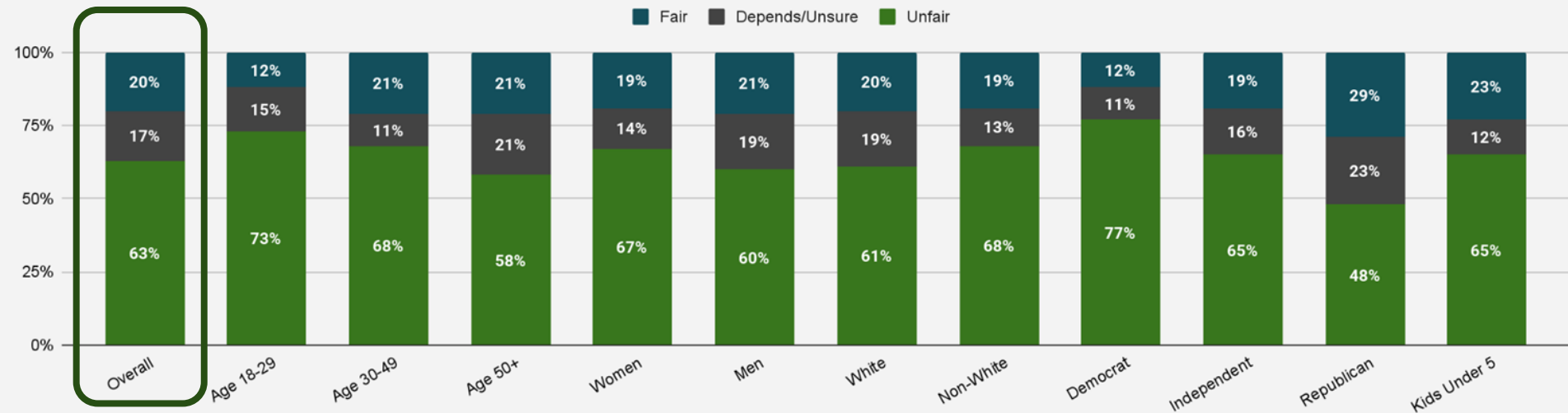
- That sentiment highest among 18–29 year-olds (73%), non-white voters (68%), and Democrats (77%).

The top graph shows if voters think the bigger barrier is **affordability or availability**. The bottom shows if voters find the **cost fair or unfair**.

Which do you think is the biggest barrier to obtaining childcare in the United States: affordability or availability?



Do you think the cost of childcare in the United States is mostly fair or mostly unfair?



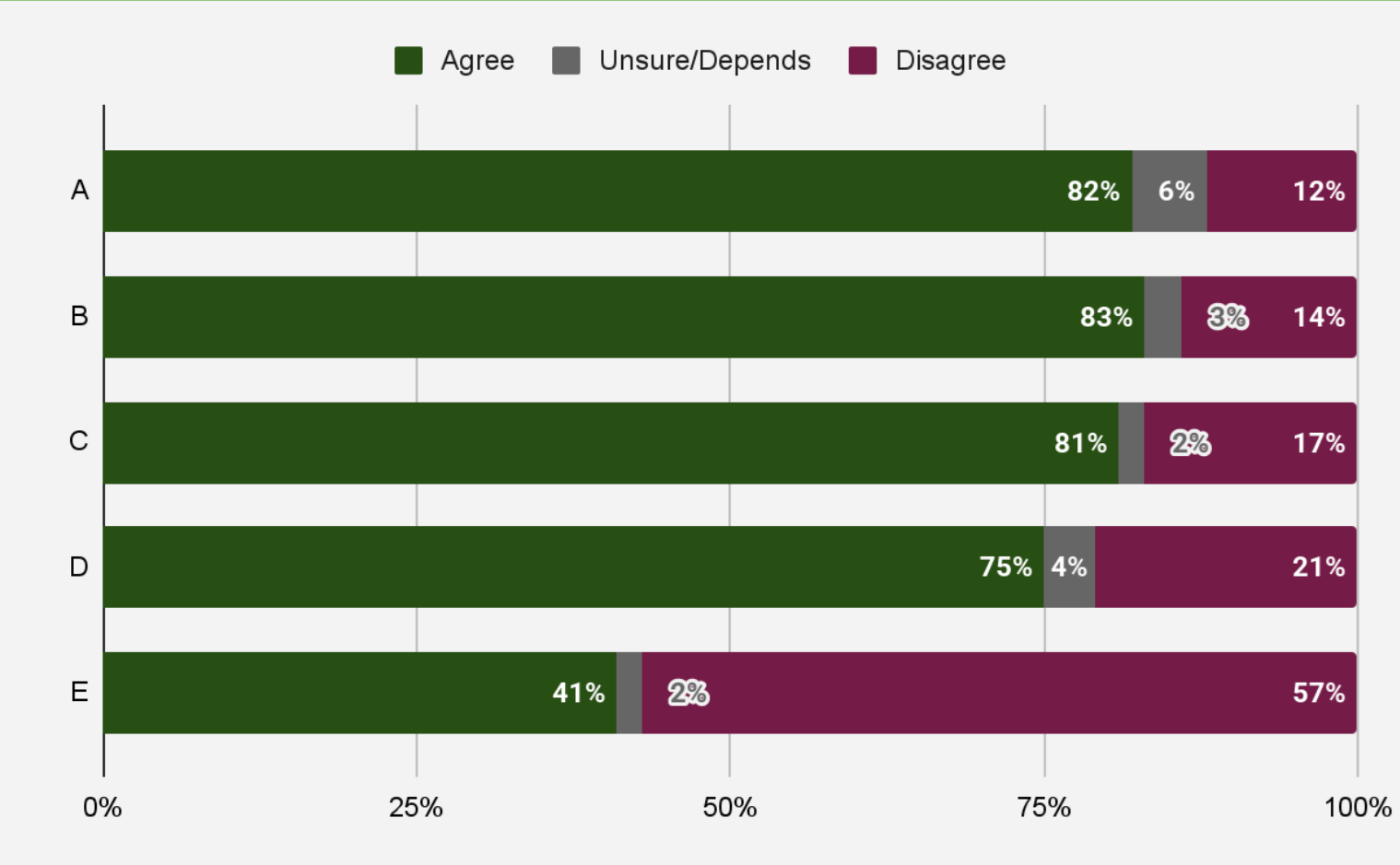
Most Americans Agree: Childcare is a Universal U.S. Concern – if not a Crisis

Please tell me if you agree or disagree with the following statements.

- A) Childcare workers are **under-appreciated**.
- B) By **offering more support** to new parents, such as childcare and paid leave, our **workplaces will actually be stronger by increasing employee retention**, even if it costs businesses more money.
- C) Affordable and available childcare is an issue that **all Americans** should be concerned about, **regardless of whether they have children**.
- D) The **lack of childcare** in the U.S. **impacts the ability of businesses to function** effectively and consistently.
- E) Affordable and available childcare is **only an issue for parents** with young children.

C) 81% believe childcare affects all Americans regardless of parental status. **Notably, non-parents (86%) are even more likely to agree with statement C than parents (80%)**

E) A majority disagree that affordable/accessible childcare affects only those with young children. **And again, non-parents (64% disagree) are more likely to disagree with that sentiment than parents (50% disagree)**



Investment in Parental Support is Smart Business Sense

Economic reasons for childcare drives support nationwide, including from Republicans.

Please tell me if you agree or disagree with the following statements.

	Total AGREE	Total DISAGREE	Unsure/ Depends/ Declined to state
<i>By offering more support to new parents, such as childcare and paid leave, our workplaces will actually be stronger by increasing employee retention, even if it costs businesses more money.</i>	83% Overall 87% Less than \$50K 85% \$100K + 94% Childcare Top Concern 82% Have Needed Childcare 70% Republicans	14% Overall 10% Less than \$50K 15% \$100K + 4% Childcare Top Concern 15% Have Needed Childcare 25% Republicans	3% Overall 2% Less than \$50K 1% \$100K + 2% Childcare Top Concern 3% Have Needed Childcare 5% Republicans
<i>Childcare workers are under-appreciated.</i>	82% Overall 83% Less than \$50K 82% \$100K + 87% Childcare Top Concern 80% Have Needed Childcare 74% Republicans	12% Overall 13% Less than \$50K 11% \$100K + 10% Childcare Top Concern 13% Have Needed Childcare 18% Republicans	6% Overall 4% Less than \$50K 7% \$100K + 3% Childcare Top Concern 6% Have Needed Childcare 8% Republicans
<i>The lack of childcare in the U.S. impacts the ability of businesses to function effectively and consistently.</i>	75% Overall 80% Less than \$50K 75% \$100K + 89% Childcare Top Concern 74% Have Needed Childcare 59% Republicans	21% Overall 16% Less than \$50K 21% \$100K + 7% Childcare Top Concern 22% Have Needed Childcare 33% Republicans	4% Overall 4% Less than \$50K 4% \$100K + 4% Childcare Top Concern 4% Have Needed Childcare 8% Republicans

Childcare is a National Priority, not just Parental Urgency

8 in 10 (81%) also believe childcare is everyone's concern regardless of parental status, with even higher agreement (89%) among lower-income Americans and those who prioritize childcare (93%). About 6 in 10 reject the idea that childcare only matters to parents with young children—showing consistent recognition of childcare as a societal issue.

Please tell me if you agree or disagree with the following statements.

	Total AGREE	Total DISAGREE	Unsure/ Depends/ Declined to state
<i>Affordable and available childcare is an issue that all Americans should be concerned about, regardless of whether they have children.</i>	81% Overall 89% Less than \$50K 83% \$100K + 93% Childcare Top Concern 79% Have Needed Childcare 66% Republicans	17% Overall 11% Less than \$50K 16% \$100K + 4% Childcare Top Concern 19% Have Needed Childcare 31% Republicans	1% Overall ** Less than \$50K 1% \$100K + 3% Childcare Top Concern 2% Have Needed Childcare 3% Republicans
<i>Affordable and available childcare is only an issue for parents with young children.</i>	41% Overall 42% Less than \$50K 42% \$100K + 38% Childcare Top Concern 43% Have Needed Childcare 50% Republicans	57% Overall 55% Less than \$50K 56% \$100K + 58% Childcare Top Concern 54% Have Needed Childcare 46% Republicans	3% Overall 3% Less than \$50K 3% \$100K + 4% Childcare Top Concern 3% Have Needed Childcare 4% Republicans

Voters Recognize Childcare in America Needs Improvement, But What Actions Make Sense & Would Satisfy?



Private Companies along With the Government Are Expected To Treat Childcare As A Priority

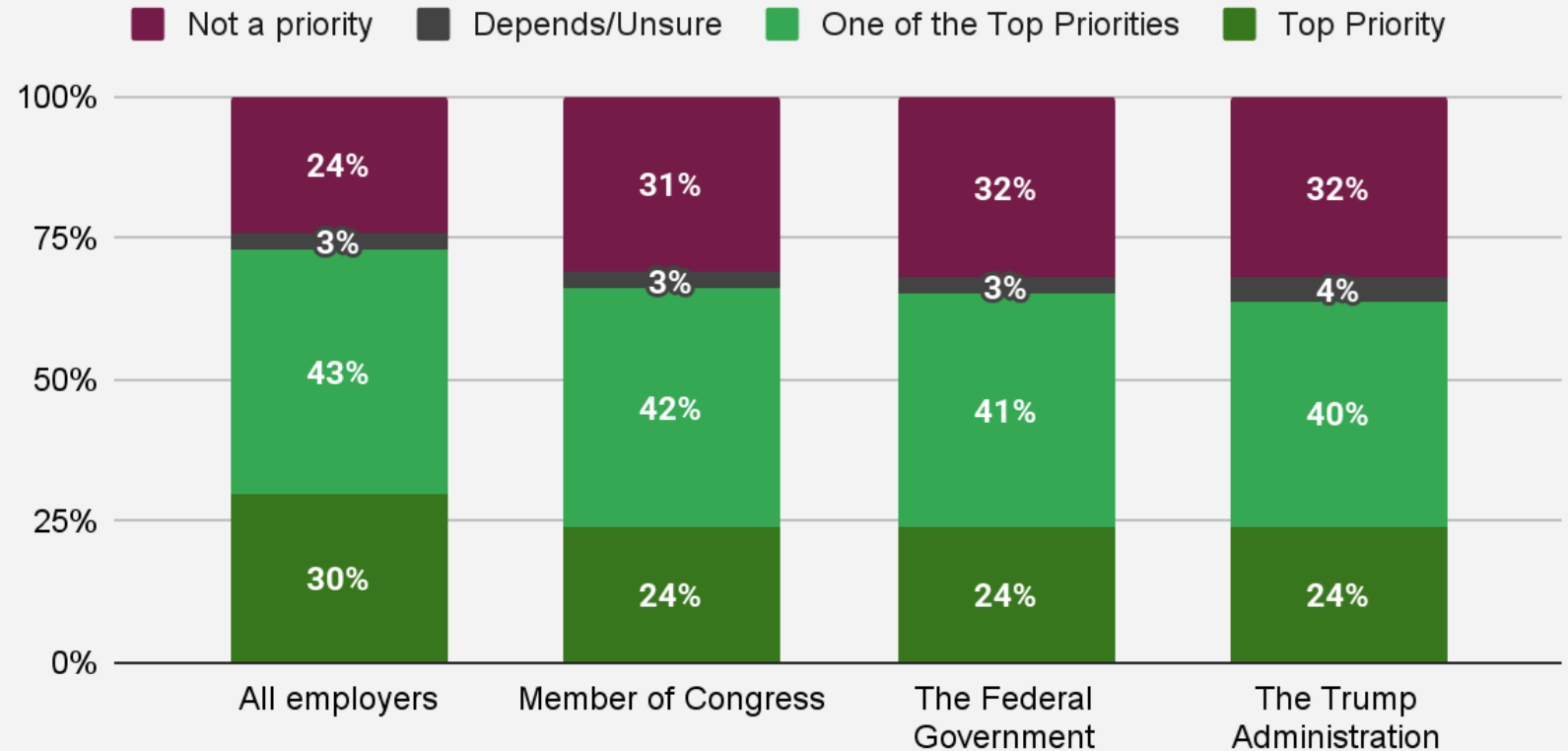
No entity is absolved in the fight for addressing childcare needs - it takes all of us.

When it comes to the Trump Administration's role, over 6-in-10 combined of key voters say childcare should be one of the top priorities:

- 65% of 2024 Trump voters
- 64% of parents
- 63% of non-parents
- 68% of women
- 62% of men

I am now going to read to you a series of groups. For each, please tell me how much of a priority the issue of affordable, available childcare to parents of young children should be.

How much of a priority should child care be for the following entities?



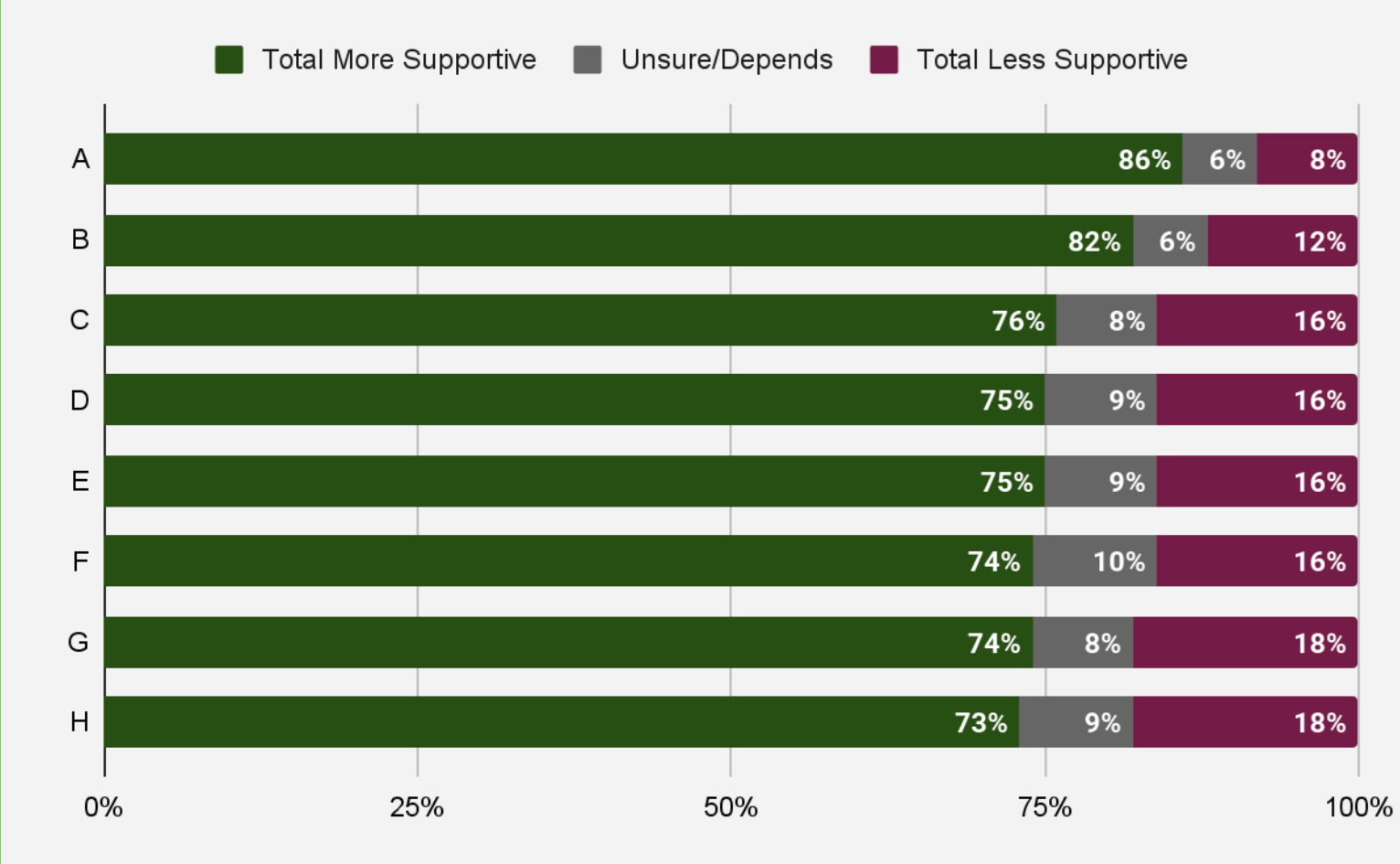
What Messages Spur Voters to Support Childcare Reform?



Access to Affordable Childcare Seen as Fueling Stronger Workforce Participation and Support for Families

- I am now going to read you a series of facts that are researched and true. Please tell me if that fact would make you more supportive or less supportive of childcare reform in the United States.*
- A) Companies that provide on-site childcare** have seen a **95% return-to-work rate** for new mothers.
 - B) 15 million children need some form of childcare** so their parents can work or attend school.
 - C) Childcare expenses push approximately 134,000 families into poverty each year.**
 - D) Families typically spend between 8.9% and 16% of their median income on full-day care for one child**, with annual costs ranging from \$6,552 to \$15,600 as of 2022.
 - E) The average annual cost of center-based childcare in the U.S. is \$10,853 per child, exceeding in-state college tuition** in many states.
 - F) The lack of affordable childcare results in \$122 billion in lost earnings, productivity, and revenue annually.**
 - G) Only 6% of U.S. businesses offer employer-sponsored childcare.**
 - H) Waitlist for daycare slots in some cities are over a year long.**

On-site childcare that allows mothers to return to work garners the most support for childcare reform across all demographics. The overwhelming number of children in need of childcare comes in second. Economic impact messages perform extremely well, when voters hear the cost of childcare to families and lack of accessibility, over 7-in-10 voters become more supportive of childcare reform.



Fundamental Facts and Figures Generate Substantial Support For Childcare Reform

I am now going to read you a series of facts that are researched and true. For each, please tell me if knowing that fact would make you more supportive or less supportive of childcare reform in the United States.

	Total MORE SUPPORTIVE	Total LESS SUPPORTIVE	Depends/Unsure
Companies that provide on-site Childcare have seen a 95% return-to-work rate for new mothers.	86% Overall 91% Less than \$50K 87% \$100K + 88% Childcare Top Concern 86% Have Needed Childcare 79% Republicans	8% Overall 8% Less than \$50K 9% \$100K + 6% Childcare Top Concern 10% Have Needed Childcare 14% Republicans	5% Overall 1% Less than \$50K 4% \$100K + 5% Childcare Top Concern 5% Have Needed Childcare 7% Republicans
15 million children need some form of childcare so their parents can work or attend school.	82% Overall 88% Less than \$50K 82% \$100K + 95% Childcare Top Concern 81% Have Needed Childcare 66% Republicans	12% Overall 7% Less than \$50K 12% \$100K + 4% Childcare Top Concern 13% Have Needed Childcare 22% Republicans	7% Overall 5% Less than \$50K 6% \$100K + 1% Childcare Top Concern 7% Have Needed Childcare 12% Republicans
Childcare expenses push approximately 134,000 families into poverty each year.	76% Overall 80% Less than \$50K 78% \$100K + 87% Childcare Top Concern 74% Have Needed Childcare 58% Republicans	16% Overall 17% Less than \$50K 15% \$100K + 10% Childcare Top Concern 18% Have Needed Childcare 29% Republicans	XX% Overall 3% Less than \$50K 7% \$100K + 3% Childcare Top Concern 8% Have Needed Childcare 13% Republicans

Americans Strongly Connect Rising Childcare Costs with Broader Harm to Economy & Productivity

Support remains consistent across income levels, with those most burdened by childcare costs — including lower-income voters and childcare-concerned households — showing the strongest reaction. Voters clearly see childcare affordability not just as a family issue, but as an economic drain that demands urgent action.

I am now going to read you a series of facts that are researched and true. For each, please tell me if knowing that fact would make you more supportive or less supportive of childcare reform in the United States. *PROBED:* And would that be much or somewhat more/less concerned?

	Total MORE SUPPORTIVE	Total LESS SUPPORTIVE	Makes No Difference
<i>The average annual cost of center-based childcare in the U.S. is \$10,853 per child, exceeding in-state college tuition in many states.</i>	75% Overall 76% Less than \$50K 78% \$100K + 78% Childcare Top Concern 74% Have Needed Childcare 56% Republicans	16% Overall 16% Less than \$50K 11% \$100K + 12% Childcare Top Concern 17% Have Needed Childcare 27% Republicans	10% Overall 9% Less than \$50K 11% \$100K + 10% Childcare Top Concern 10% Have Needed Childcare 17% Republicans
<i>The lack of affordable childcare results in \$122 billion in lost earnings, productivity, and revenue annually.</i>	74% Overall 77% Less than \$50K 74% \$100K + 83% Childcare Top Concern 73% Have Needed Childcare 57% Republicans	16% Overall 16% Less than \$50K 19% \$100K + 7% Childcare Top Concern 18% Have Needed Childcare 27% Republicans	10% Overall 7% Less than \$50K 8% \$100K + 10% Childcare Top Concern 10% Have Needed Childcare 15% Republicans
<i>Families typically spend between 8.9% and 16% of their median income on full-day care for one child, with annual costs ranging from \$6,552 to \$15,600 as of 2022.</i>	75% Overall 78% Less than \$50K 80% \$100K + 80% Childcare Top Concern 73% Have Needed Childcare 55% Republicans	16% Overall 17% Less than \$50K 12% \$100K + 10% Childcare Top Concern 18% Have Needed Childcare 30% Republicans	9% Overall 5% Less than \$50K 8% \$100K + 10% Childcare Top Concern 9% Have Needed Childcare 15% Republicans

Childcare Isn't Just Unaffordable — Facts About Accessibility Move Voters Too

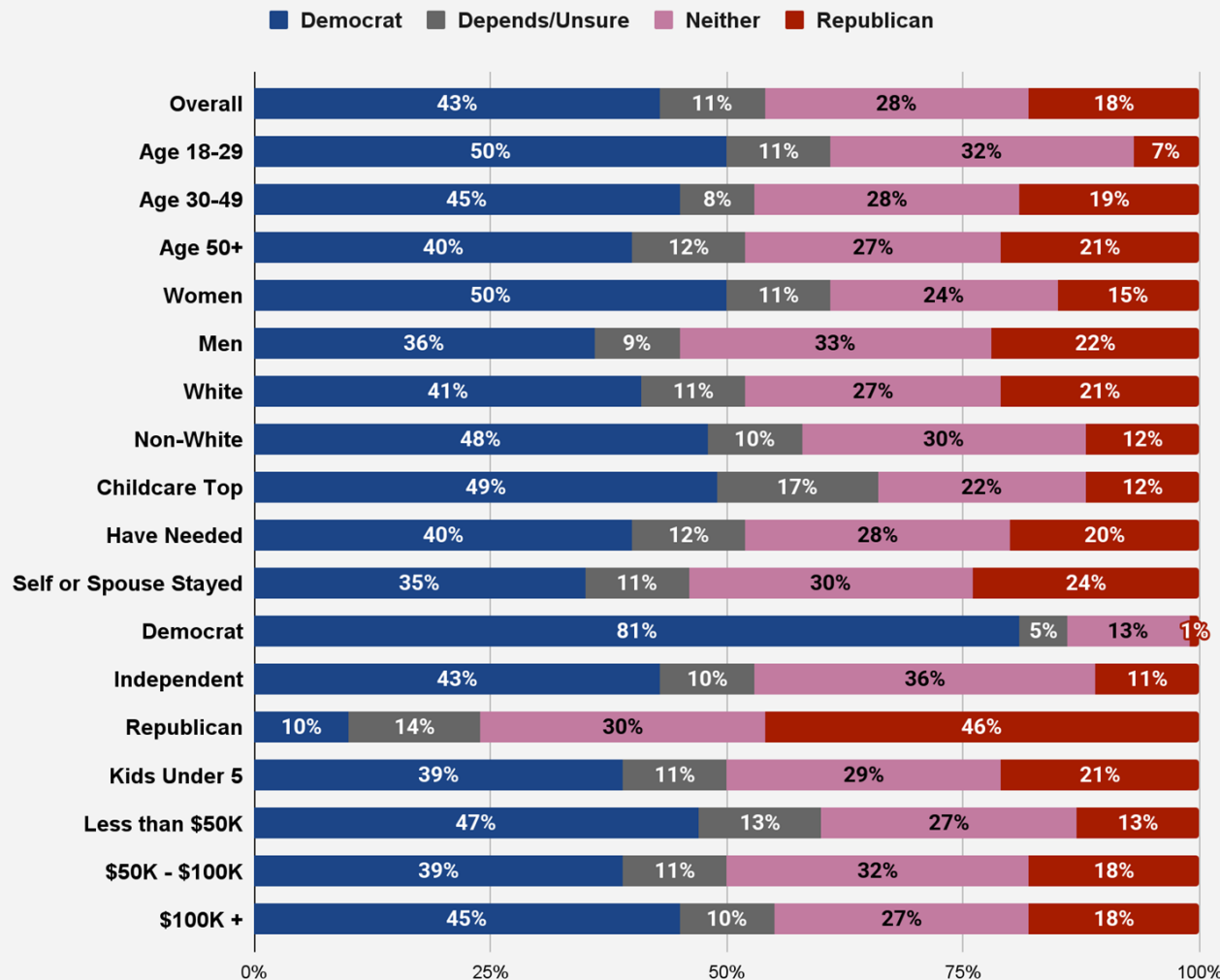
Earlier in the survey, voters indicated that affordability was a much larger concern than accessibility. Yet, when faced with facts about accessibility, support for reform also sees a major uptick. Lower-income voters and those who identify childcare as a top concern show even higher levels of support. Reluctant Republicans increase support for reform when they learn stats about both affordability and access.

I am now going to read you a series of facts that are researched and true. For each, please tell me if knowing that fact would make you more supportive or less supportive of childcare reform in the United States.

	Total MORE SUPPORTIVE	Total LESS SUPPORTIVE	Makes No Difference
<i>Waitlist for daycare slots in some cities are over a year long.</i>	73% Overall 75% Less than \$50K 75% \$100K + 84% Childcare Top Concern 71% Have Needed Childcare 59% Republicans	18% Overall 21% Less than \$50K 15% \$100K + 13% Childcare Top Concern 20% Have Needed Childcare 27% Republicans	9% Overall 5% Less than \$50K 10% \$100K + 3% Childcare Top Concern 10% Have Needed Childcare 14% Republicans
<i>Only 6% of U.S. businesses offer employer-sponsored childcare.</i>	74% Overall 77% Less than \$50K 77% \$100K + 83% Childcare Top Concern 72% Have Needed Childcare 59% Republicans	18% Overall 18% Less than \$50K 17% \$100K + 11% Childcare Top Concern 19% Have Needed Childcare 27% Republicans	9% Overall 5% Less than \$50K 6% \$100K + 5% Childcare Top Concern 9% Have Needed Childcare 14% Republicans

Most Voters Say Democrats Care More About Childcare, Or That Neither Party Cares; Only 1-in-5 Say Republicans Care More

Which party do you think cares more about childcare issues in the United States?



- **Democrats have solidified their base's** trust on childcare. There is room to grow for Republicans on the topic. And overall, **40% of voters think neither party cares about childcare**, or they are unsure.
- **Independent voters are most likely to say neither party cares** about childcare (36%).
- The GOP could grow significantly by acting on childcare because **fewer than half of republican voters think republicans care** more about the issue.
- Interestingly, voters with kids or grandkids **under the age of 5 are among the most likely groups to believe Republicans care more** about childcare (21%). This is **also true of couples where one parent stayed home** with the children (24%).
- Nearly half of voters who rank **childcare as their top concern think Democrats care more**.

Britt-Kaine Childcare and Child Workers Bipartisan Proposal In Focus

There is currently a bipartisan bill in the U.S. Senate, sponsored by Katie Britt, a Republican from Alabama and Tim Kaine, a Democratic from Virginia. It is designed to help families that are struggling to care for their children and family members, and support families.

Part of the bill is the Childcare Availability and Affordability Act, which proposes reforms to tax provisions that assist families and businesses with childcare. For each of the following items, please tell me whether you would support or oppose it. PROBE: And would that be strongly or somewhat support/oppose?

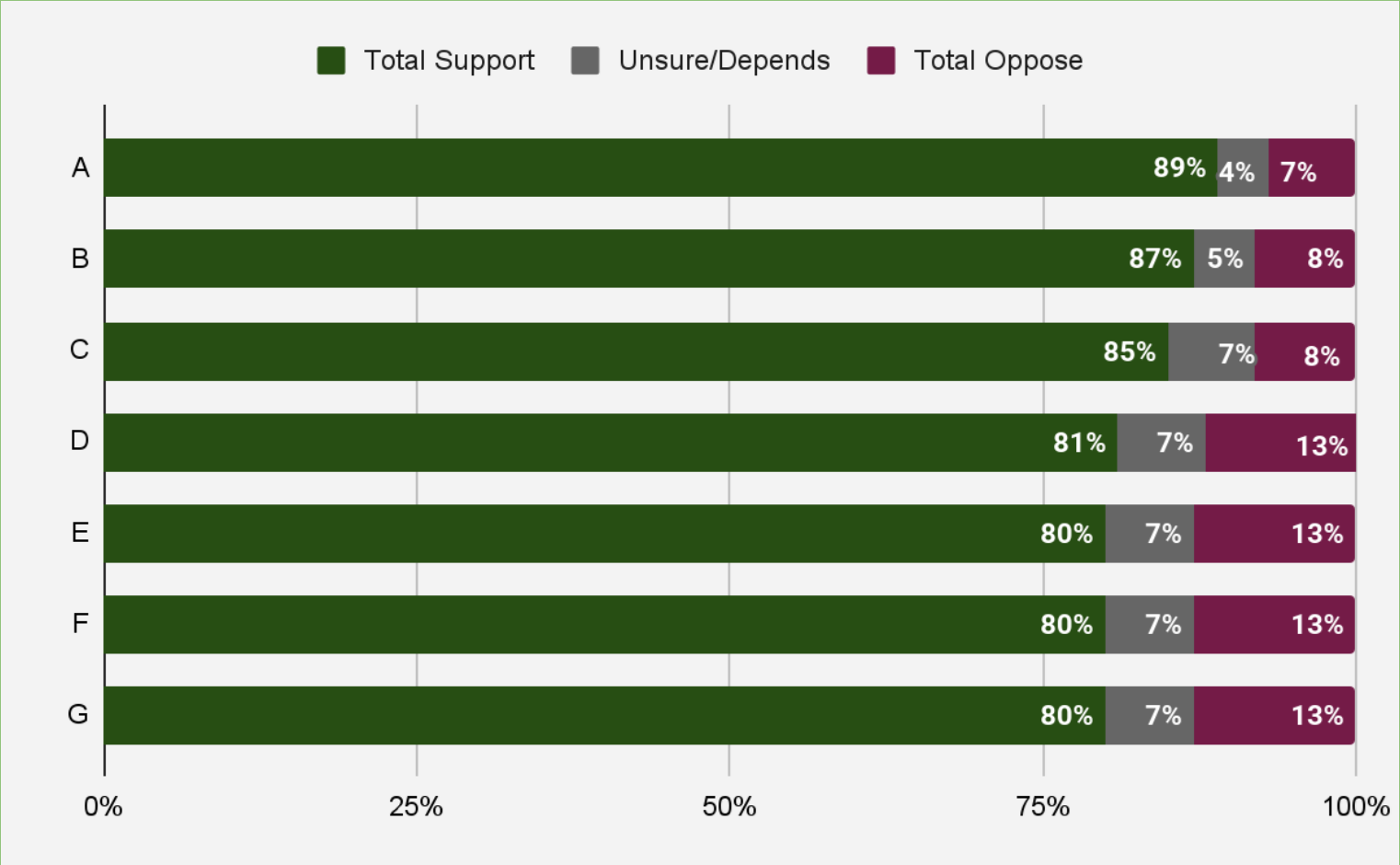


Get Granular: Widespread Public Support for Comprehensive, Specific Childcare Policy Reforms

For each of the following items, please tell me whether you would support or oppose it.

- A) Offer a tax incentive for businesses to provide childcare services by increasing the credit amount and allow small businesses to collaborate on childcare solutions.
- B) Increase the maximum childcare tax credit to \$2,500 per child and \$4,000 for families with two or more children.
- C) Allow employees to use pre-tax dollars for childcare expenses by increasing the pre-tax contribution limit from \$5,000 to \$7,500.
- D) Provide pay supplements to home-based and center-based childcare providers licensed by the state.
- E) Implement a competitive grant program to boost childcare worker supply.
- F) Establish a grant program for states and localities that want to expand pay supplement programs for childcare workers to increase supply and reduce turnover.
- G) Promote the underutilized Employer-Provided childcare Tax Credit, which incentivizes employers to provide childcare to their employees. The

There is overwhelming (at least 80% overall) backing for numerous policies that strengthen the US childcare system, especially tax incentives, increased tax credits and provider compensation.



The Public Strongly Backs Childcare Tax Relief and Employer Incentives

Voters across demographics overwhelmingly support expanding tax credits and pre-tax savings options to make childcare more affordable, and to encourage employer-provided solutions.

For each of the following items, please tell me whether you would support or oppose it. *PROBED: And would that be strongly or somewhat support/oppose?*

	Total SUPPORT	Total OPPOSE	Unsure
<i>Increase the maximum Childcare tax credit to \$2,500 per child and \$4,000 for families with two or more children.</i>	87% Overall 83% Less than \$50K 89% \$100K + 91% Childcare Top Concern 87% Have Needed Childcare 85% Republicans	8% Overall 12% Less than \$50K 6% \$100K + 7% Childcare Top Concern 9% Have Needed Childcare 11% Republicans	5% Overall 5% Less than \$50K 5% \$100K + 2% Childcare Top Concern 4% Have Needed Childcare 4% Republicans
<i>Allow employees to use pre-tax dollars for childcare expenses by increasing the pre-tax contribution limit from \$5,000 to \$7,500.</i>	85% Overall 87% Less than \$50K 85% \$100K + 84% Childcare Top Concern 85% Have Needed Childcare 80% Republicans	8% Overall 11% Less than \$50K 4% \$100K + 6% Childcare Top Concern 9% Have Needed Childcare 12% Republicans	7% Overall 6% Less than \$50K 6% \$100K + 10% Childcare Top Concern 6% Have Needed Childcare 8% Republicans
<i>Offer a tax incentive for businesses to provide childcare services by increasing the credit amount and allow small businesses to collaborate on childcare solutions.</i>	89% Overall 90% Less than \$50K 91% \$100K + 94% Childcare Top Concern 89% Have Needed Childcare 85% Republicans	7% Overall 7% Less than \$50K 6% \$100K + 4% Childcare Top Concern 7% Have Needed Childcare 11% Republicans	3% Overall 2% Less than \$50K 2% \$100K + 2% Childcare Top Concern 3% Have Needed Childcare 4% Republicans

Broad Support for Childcare-centric Workforce Investments

Across income levels, those that have used childcare, and those who indicate it is their top concern, there is overwhelming support for policies aimed at strengthening and expanding the Childcare workforce through grants, pay supplements, and employer incentives.

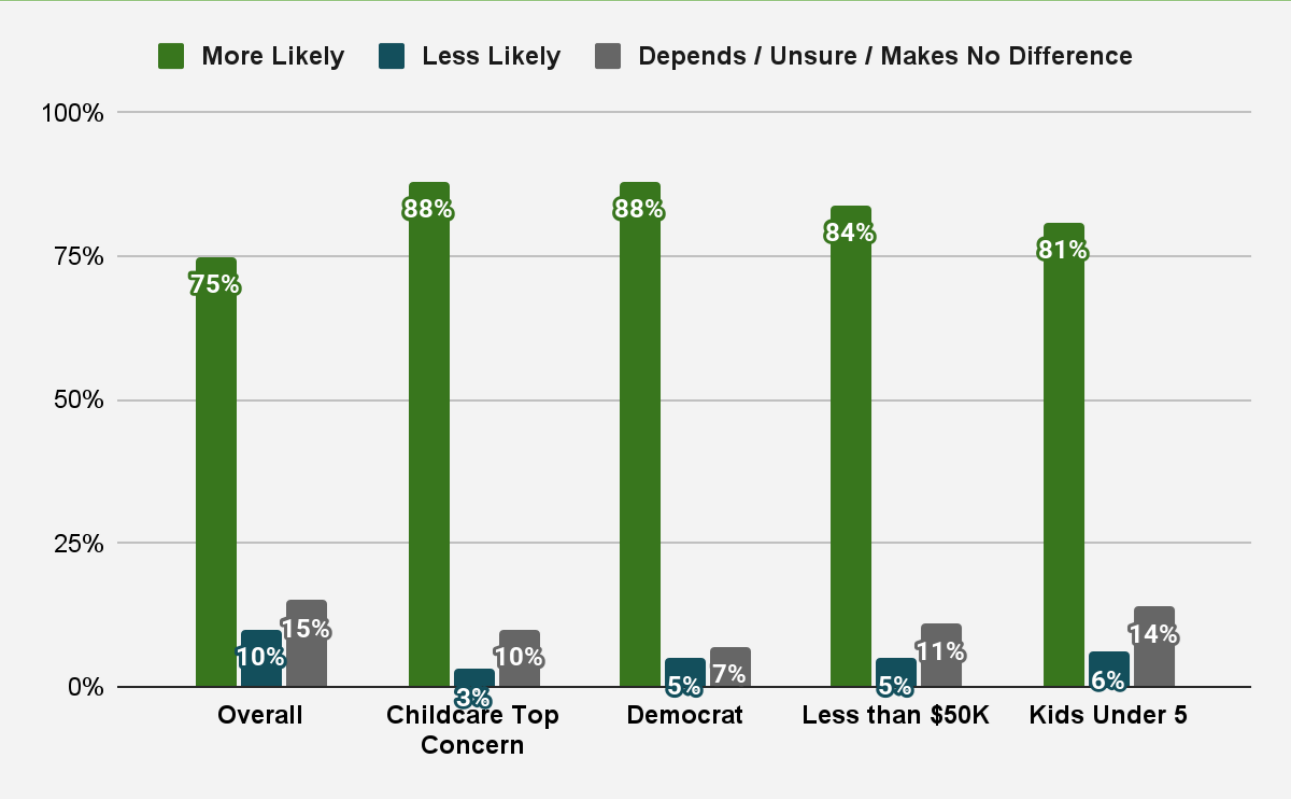
For each of the following items, please tell me whether you would support or oppose it. *PROBED: And would that be strongly or somewhat support/oppose?*

	Total SUPPORT	Total OPPOSE	Unsure
<i>Implement a competitive grant program to boost childcare worker supply.</i>	80% Overall 83% Less than \$50K 83% \$100K + 93% Childcare Top Concern 79% Have Needed Childcare 69% Republicans	13% Overall 14% Less than \$50K 10% \$100K + 5% Childcare Top Concern 15% Have Needed Childcare 21% Republicans	6% Overall 3% Less than \$50K 6% \$100K + 2% Childcare Top Concern 7% Have Needed Childcare 9% Republicans
<i>Provide pay supplements to home-based and center-based childcare providers licensed by the state.</i>	81% Overall 89% Less than \$50K 84% \$100K + 90% Childcare Top Concern 80% Have Needed Childcare 70% Republicans	13% Overall 9% Less than \$50K 10% \$100K + 5% Childcare Top Concern 14% Have Needed Childcare 21% Republicans	7% Overall 3% Less than \$50K 6% \$100K + 5% Childcare Top Concern 6% Have Needed Childcare 9% Republicans
<i>Promote the underutilized Employer-Provided childcare Tax Credit, which incentivizes employers to provide childcare to their employees. The legislation increases the maximum credit from \$150,000 to \$500,000.</i>	80% Overall 82% Less than \$50K 83% \$100K + 86% Childcare Top Concern 79% Have Needed Childcare 72% Republicans	13% Overall 11% Less than \$50K 10% \$100K + 7% Childcare Top Concern 14% Have Needed Childcare 20% Republicans	7% Overall 8% Less than \$50K 7% \$100K + 7% Childcare Top Concern 8% Have Needed Childcare 8% Republicans
<i>Establish a grant program for states and localities that want to expand pay supplement programs for childcare workers to increase supply and reduce turnover.</i>	80% Overall 86% Less than \$50K 83% \$100K + 90% Childcare Top Concern 78% Have Needed Childcare 62% Republicans	13% Overall 8% Less than \$50K 14% \$100K + 7% Childcare Top Concern 14% Have Needed Childcare 27% Republicans	7% Overall 6% Less than \$50K 3% \$100K + 3% Childcare Top Concern 7% Have Needed Childcare 10% Republicans

3 in 4 Voters Would Reward Candidates Who Support Britt-Kaine Legislation

The proposal receives strong bipartisan and cross-demographic approval—particularly among women, low-income voters, and those who prioritize childcare, **while even traditionally skeptical groups like Republicans show meaningful levels of support once they are read concrete policies from such a bill.**

And would you be more or less likely to vote for a candidate that supports Britt-Kaine childcare and Child Workers Bipartisan Proposal?



Notable Crosstabs	More Likely	Less Likely	Depends / Unsure / Makes No Difference	Net More Likely
Overall	75%	10%	15%	65%
Age 18-29	82%	8%	11%	74%
Age 30-49	78%	9%	13%	69%
Age 50+	72%	11%	17%	61%
Women	80%	6%	13%	74%
Men	71%	13%	17%	58%
White	73%	10%	17%	63%
Non-White	81%	8%	11%	73%
Childcare Top Concern	88%	3%	10%	85%
Have Needed Childcare	75%	11%	15%	64%
Self or Spouse Stayed Home w/ Kids	71%	13%	16%	58%
Democrat	88%	5%	7%	83%
Independent	81%	8%	10%	73%
Republican	59%	16%	25%	43%
Kids Under 5	81%	6%	14%	75%
Less than \$50K	84%	5%	11%	79%
\$50K - \$100K	77%	11%	12%	66%
\$100K +	78%	12%	10%	66%