



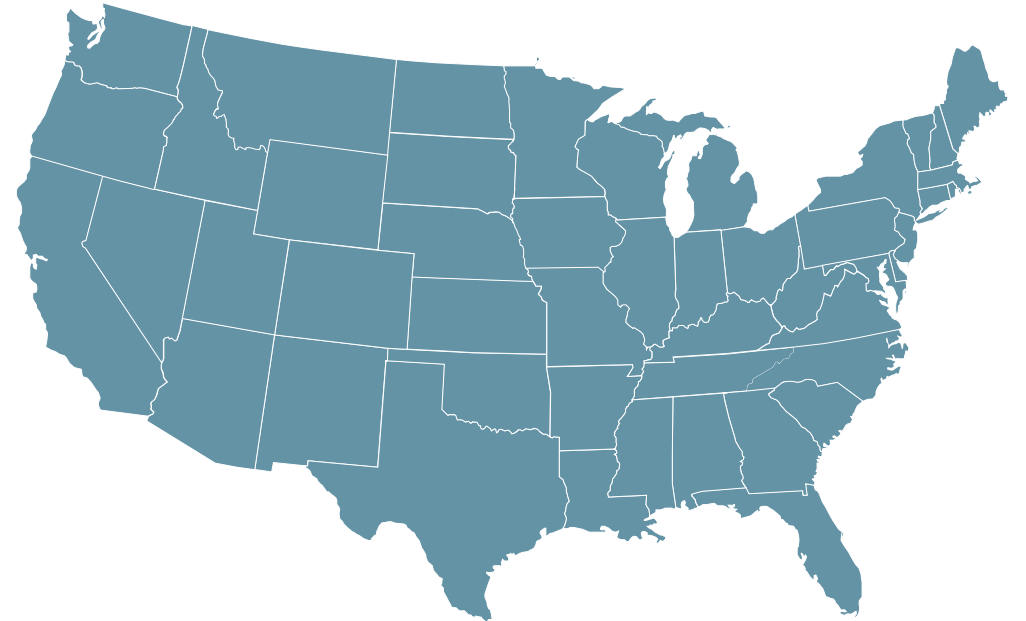
Americans' Views on Food Security and Child Care

Findings from a national survey of registered voters for Save the Children Action Network



Methodology

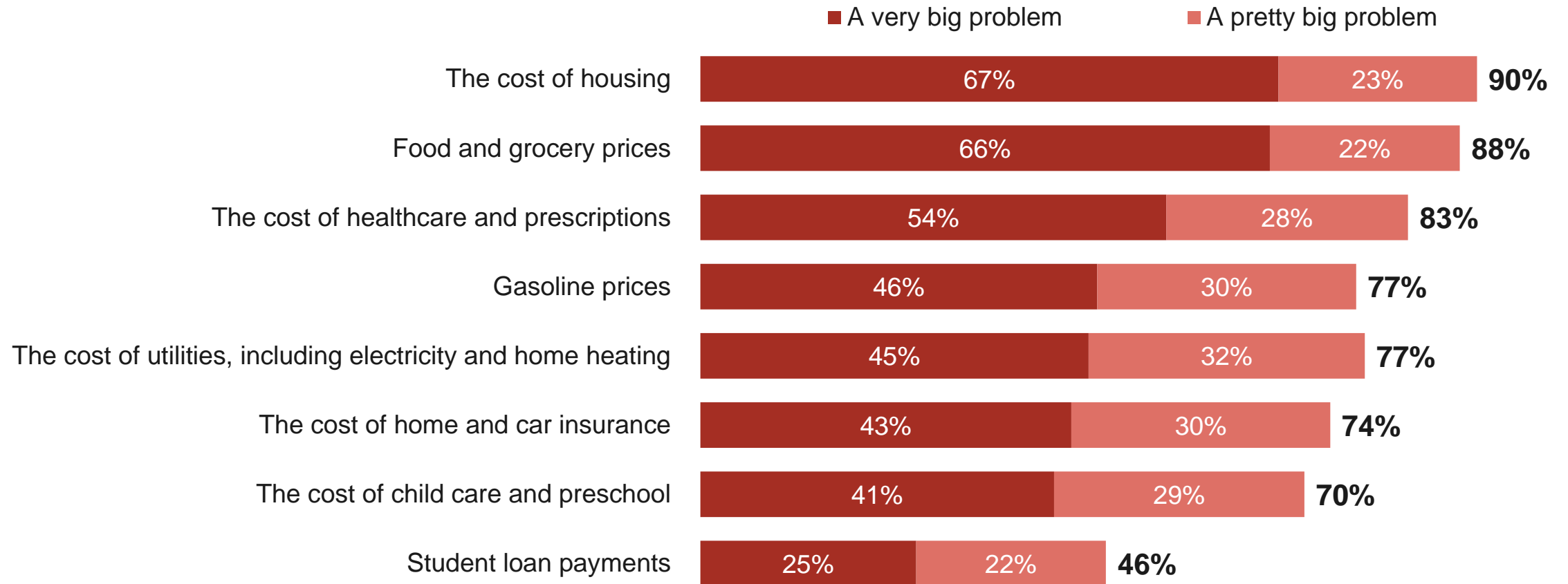
- Survey conducted by the bipartisan research team of Hart Research (D) and New Bridge Strategy (R)
- 1,705 voters nationally were interviewed online
- Includes oversamples for a total of:
 - 719 voters in a group of swing states (AZ, GA, MI, NV, PA, WI)
 - 638 voters who are parents of children under age 18
- Interviewing conducted June 1-4, 2024
- Credibility intervals (similar to margins of error) are:
 - ± 2.2 percentage points for voters nationally
 - ± 3.4 percentage points for swing state voters
 - ± 3.6 percentage points for parents
 - Higher for demographic subgroups of the samples



The Issue Environment

Americans have a range of financial concerns at the moment.

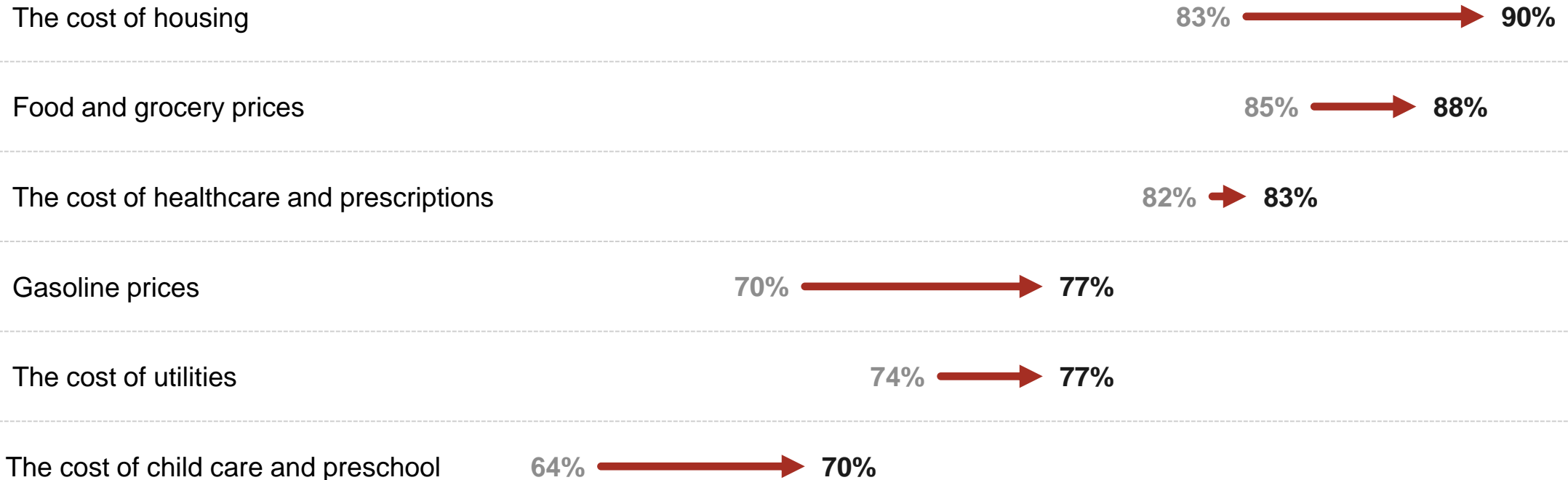
How much of a problem is each of the following right now?



The perception that these are problems has grown in the past year.

% saying each thing is a very or pretty big problem

June 2023+ to June 2024



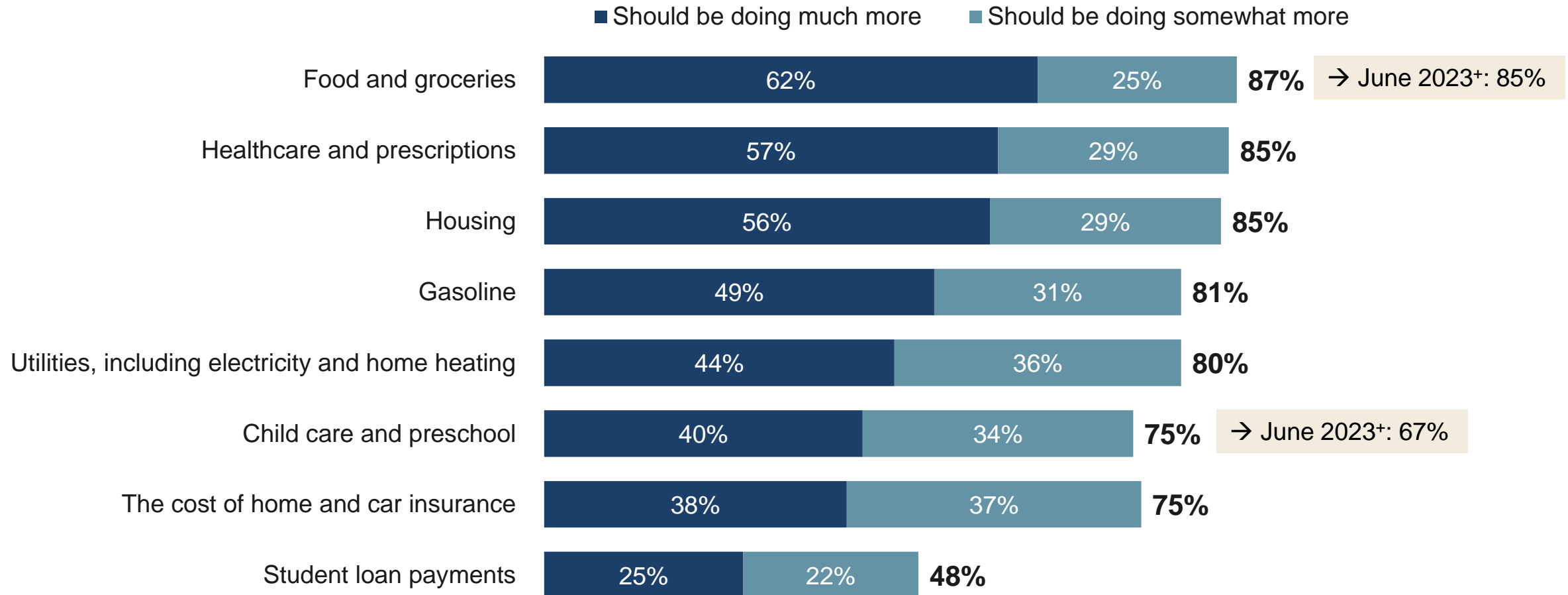
There is substantial agreement across the electorate that food and child care costs are problems.

% saying each thing is a very or pretty big problem

	Food/Grocery Prices %	The Cost of Child Care/Preschool %
All voters nationally	88	70
All swing state voters	90	73
Democrats	83	76
Independents	91	67
Republicans	92	65
Urban	85	74
Suburban	87	68
Small town/rural	91	69
Parents	88	75
Non-parents	88	68

	Food/Grocery Prices %	The Cost of Child Care/Preschool %
White voters	89	70
Black voters	84	72
Latino voters	86	78
18-34	87	71
35-49	90	71
50-64	89	66
65+	86	72
Northeast	82	68
South	90	71
Midwest	88	70
West	90	70

Across the board voters want more action by the government to help struggling families.



The desire for more action on helping struggling families afford food and child care unites the electorate.

% saying the government should be doing more in each area

	Food/Grocery Prices %	The Cost of Child Care/Preschool %
All voters nationally	87	75
All swing state voters	90	75
Democrats	89	84
Independents	86	73
Republicans	86	66
Urban	86	81
Suburban	87	73
Small town/rural	88	72
Parents	92	83
Non-parents	85	71

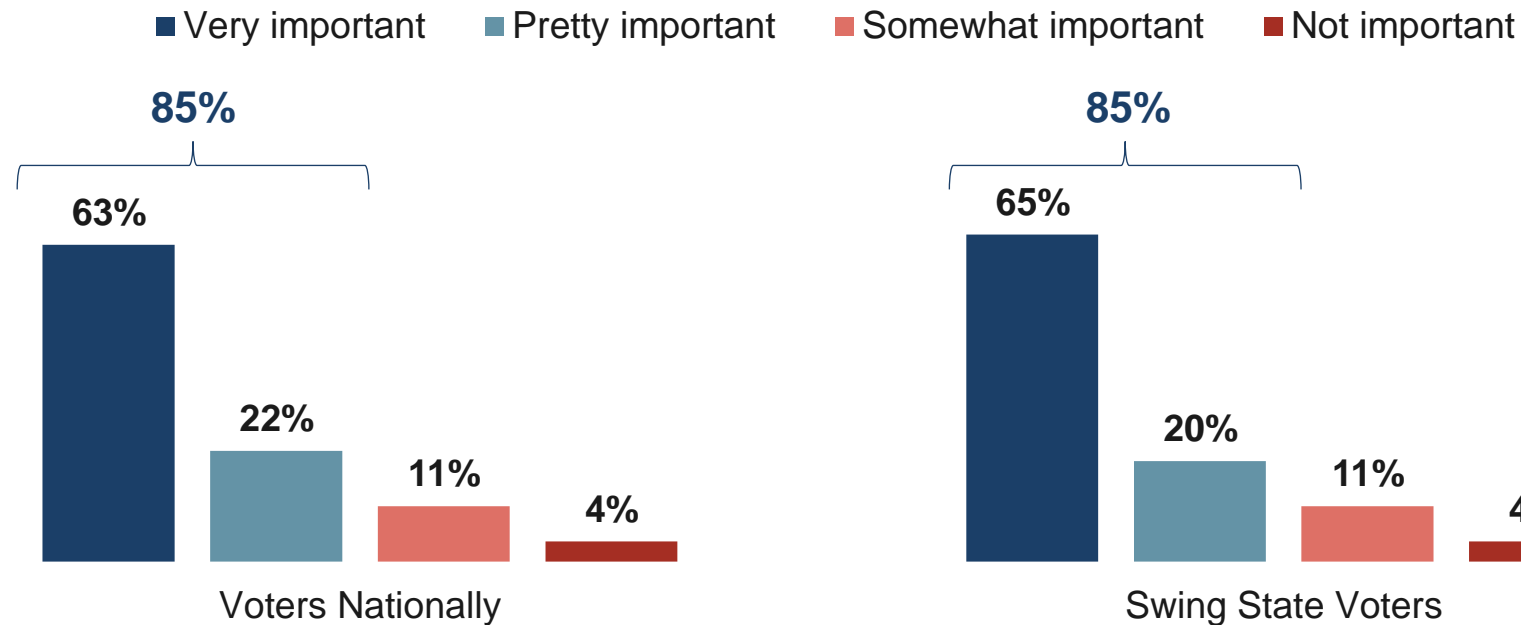
	Food/Grocery Prices %	The Cost of Child Care/Preschool %
White voters	87	72
Black voters	87	85
Latino voters	92	86
18-34	90	79
35-49	90	79
50-64	88	76
65+	80	65
Northeast	87	77
South	88	77
Midwest	85	69
West	89	76

Food Security and SNAP

Voters fully recognize how important SNAP is for helping families afford food.

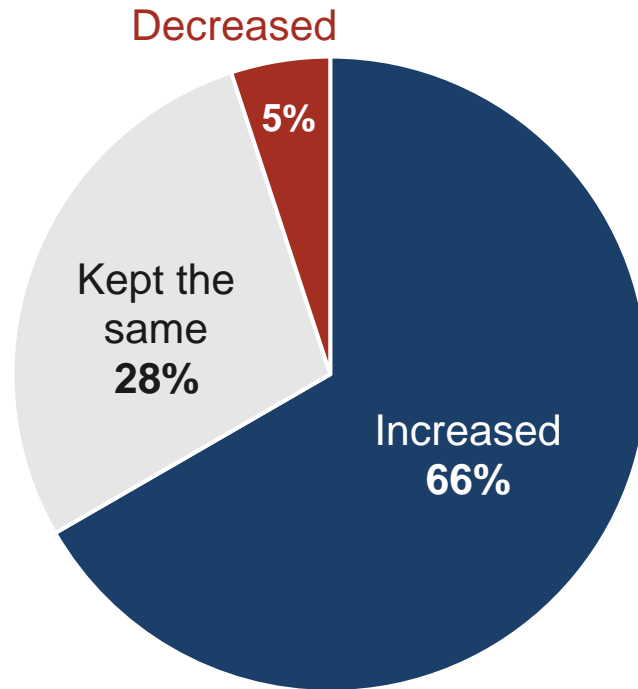
Food insecurity is a lack of consistent access to enough food for every person in a household to live an active, healthy life. The Supplemental Nutrition Assistance Program is a federal program that helps families who are facing food insecurity by helping them to afford food. The program is sometimes called SNAP, formerly known as food stamps.

How important do you think SNAP is when it comes to helping families pay for food when they are facing food insecurity?



Two thirds of voters—including seven in 10 independents—say SNAP benefits are inadequate.

The typical family of four who gets SNAP benefits receives an average of about \$6.20 per family member per day. Do you think this amount should be...



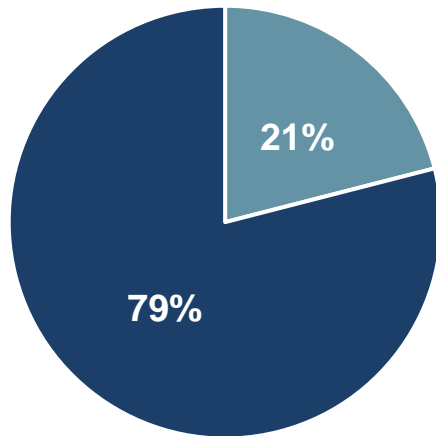
	% increased
Swing state voters	66
Democrats	80
Independents	70
Republicans	52
House Democratic voters	79
House Republican voters	53
House undecided voters	77
White non-college	67
White college grads	55
VOC non-college	77
VOC college grads	76
Self-identified MAGA voters	58
Northeast	68
South	69
Midwest	62
West	66
Urban	76
Suburban	63
Small town/rural	64

How should SNAP benefits be adjusted?

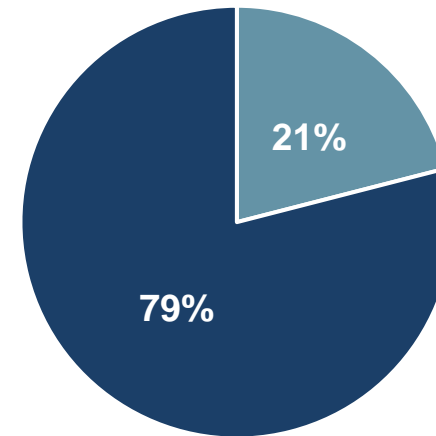
IF SAY SNAP BENEFITS SHOULD BE INCREASED:
Which of the following statements comes closer to your point of view?

- SNAP benefits should be increased only based on inflation
- SNAP benefits should be increased based on inflation as well as adjusted to the cost of nutritious meals that reflect how and what families eat today

Voters Nationally



Swing State Voters



Voters see several positive outcomes to increasing SNAP benefits, especially for working families.

If there was an increase to SNAP benefits so that families who receive them can spend more on food, would the following things would be?

Not True True

It would help working families manage inflation and the higher cost of living



It would allow working families the freedom to make choices that best meet their needs



It would help parents secure their children's future

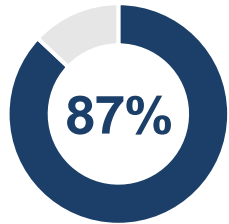


It would help more working families achieve the American dream

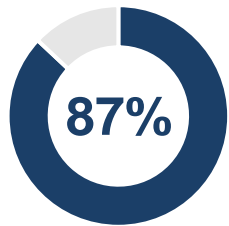


A candidate supporting an increase in SNAP benefits sends a strong positive message to voters.

If a candidate for office said that we should increase SNAP benefits so that families who receive them can spend more on food...

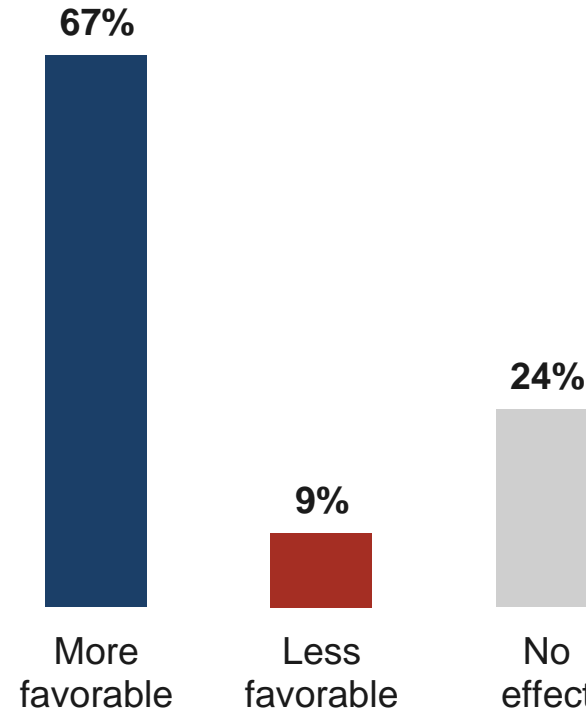


say they would think that candidate **supports working families**



say they would think that candidate **understands the financial struggles many families are facing**

How would you feel about that candidate?

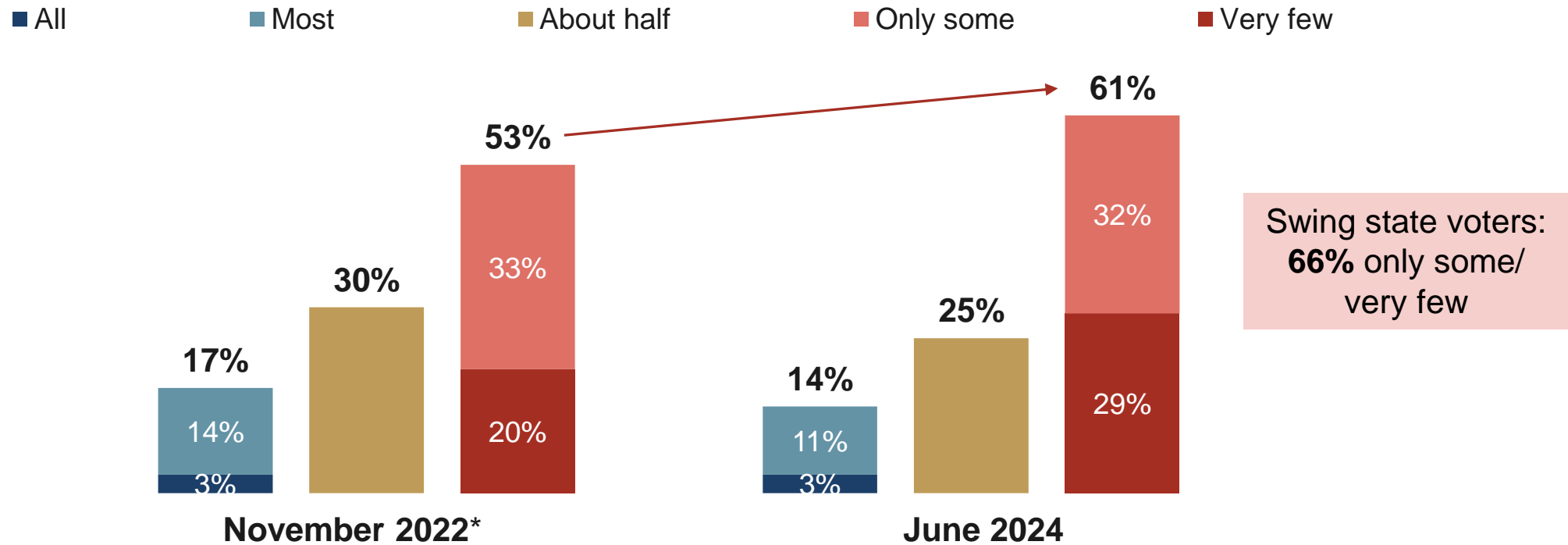


% more favorable	
Swing state voters	67
Undecided House voters	63
Independents	65
Parents	79
Latino voters	78
White non-college	68
Rural	63

Child Care and Early Education

Voters increasingly say that child care programs that are high-quality *and* affordable are hard to find.

How many of the child care and early education programs in your area would you say are high quality AND affordable for lower- and middle-income families?



The increased scarcity is evident in all types of communities.

% saying only some or very few child care and early education programs in their area are high-quality AND affordable

November 2022* to June 2024

Nationally

53% → 61%

Urban

52% → 59%

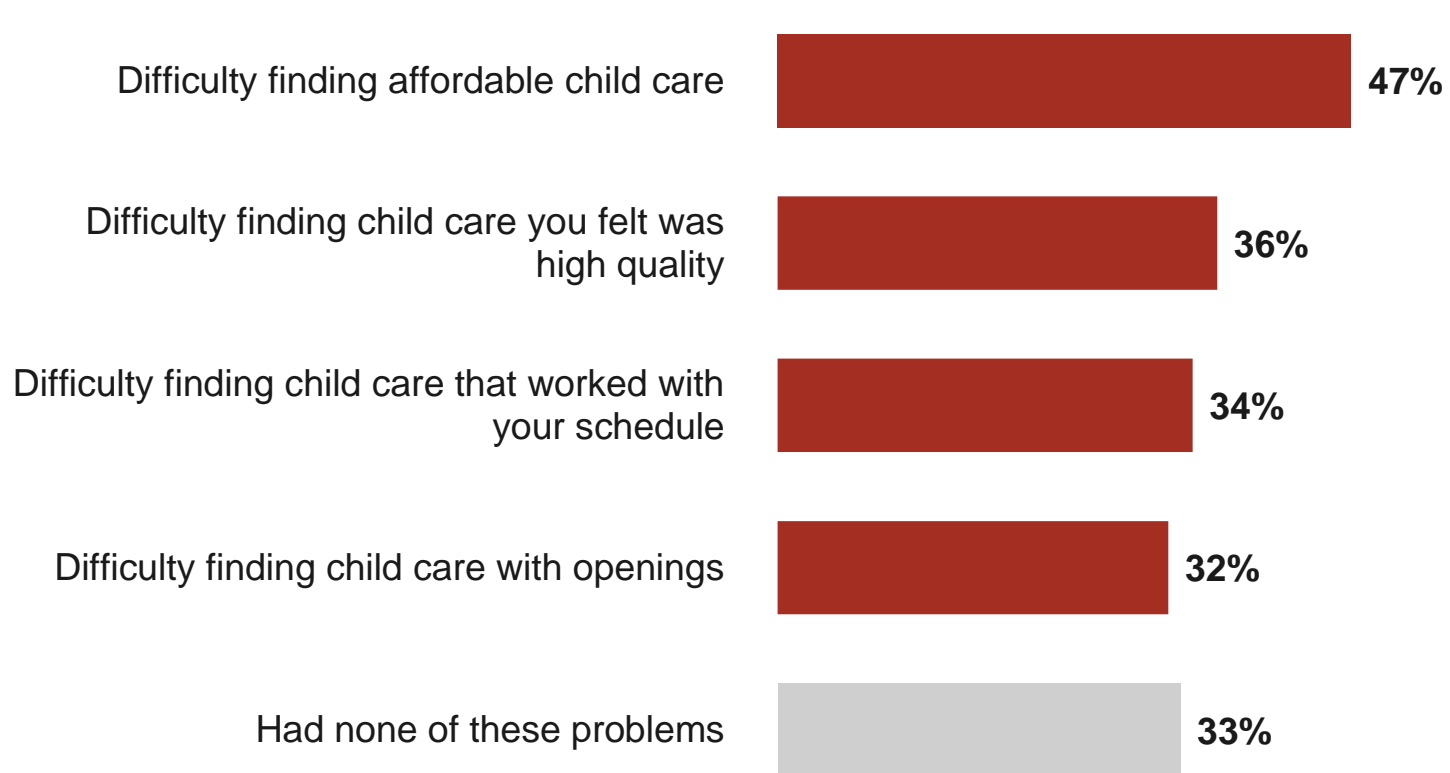
Suburban

52% → 61%

Small town/rural

56% → 63%

Two in three parents have/had problems finding child care, especially due to affordability.



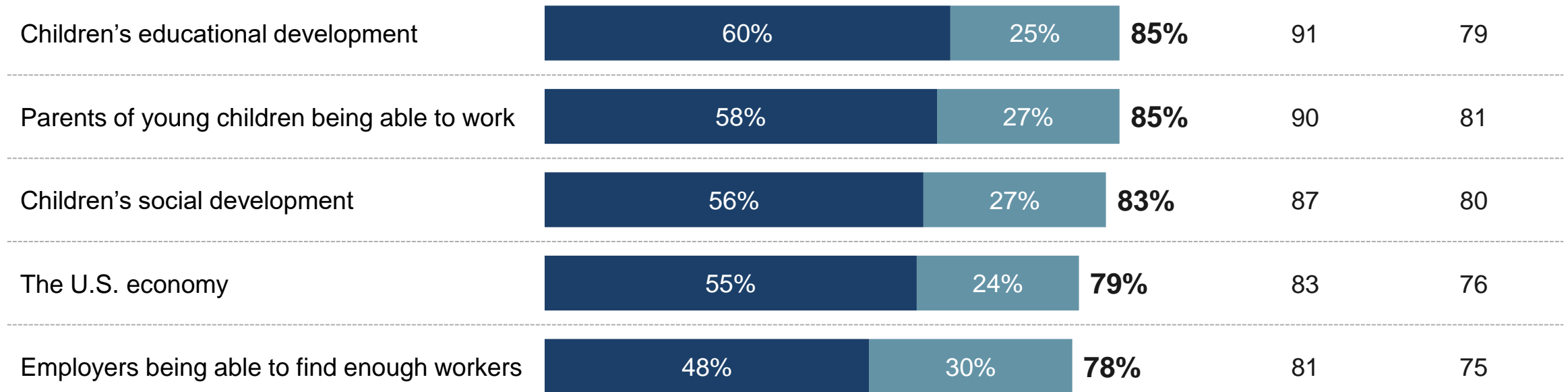
% total difficulty finding	
All voters nationally	67
Democrats	70
Republicans	63
Swing state voters	69
Urban	72
Suburban	63
Small town/rural	70

Voters are clear about the high importance of child care to families AND to the U.S. economy.

Having enough high-quality and affordable child care and early education programs is important for...

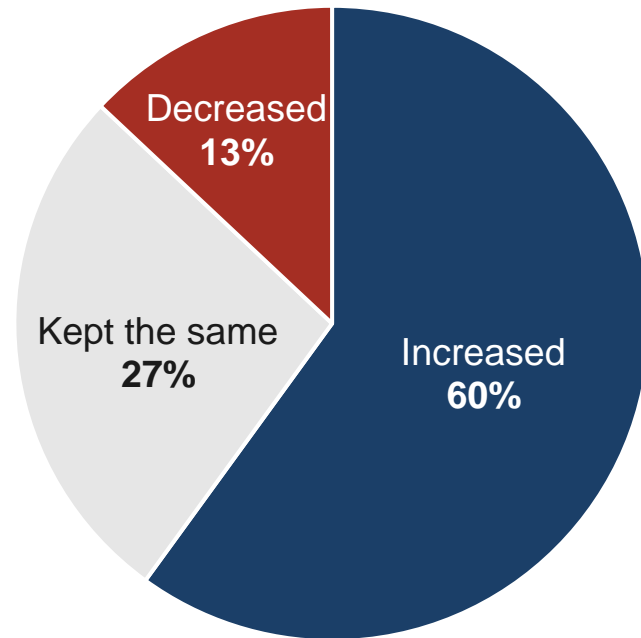
■ Very important ■ Pretty important

% Democrats	% Republicans
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A solid majority of voters—including independents—say federal funding for child care and early education should be increased.

The average cost for a family with one child in childcare is \$11,582 every year. Do you think federal funding to states to help parents pay for childcare and early education should be...



	% increased
Swing state voters	59
Democrats	73
Independents	61
Republicans	46
House Democratic voters	73
House Republican voters	47
House undecided voters	64
White non-college	59
White college grads	53
VOC non-college	67
VOC college grads	69
Self-identified MAGA voters	51
Northeast	64
South	59
Midwest	60
West	57
Urban	68
Suburban	60
Small town/rural	54

Nine in 10 voters say increased funding for child care and early education would be a boon to working families.

If there was increased funding for child care and early education so that more programs are high quality and affordable, do you think the following things would be true or not?

Not True True

It would allow working families the freedom to make choices that best meet their needs



It would help working families manage inflation and the higher cost of living



It would help parents secure their children's future

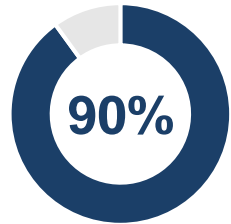


It would help more working families achieve the American dream

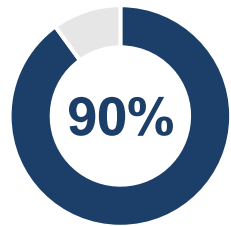


Voters would be strongly behind a candidate who supports greater child care and early education funding.

If a candidate for office said that we should increase funding for childcare and early education so that more programs are high quality and affordable...

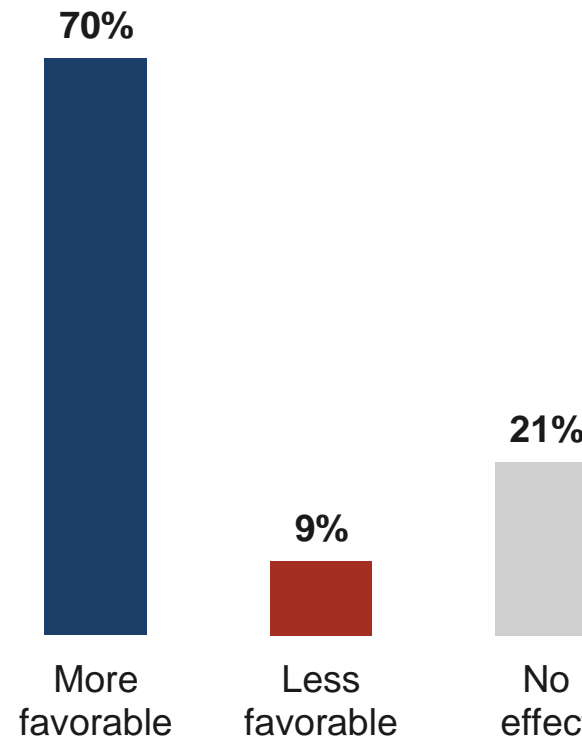


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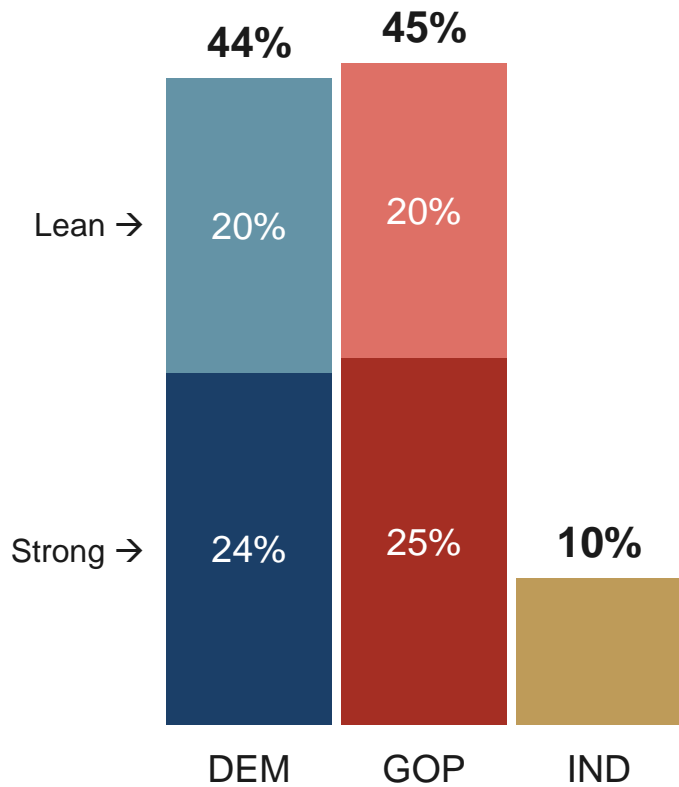


% more favorable	
Swing state voters	73
Undecided House voters	71
Independents	69
Parents	81
Latino voters	81
White non-college	71
Rural	67

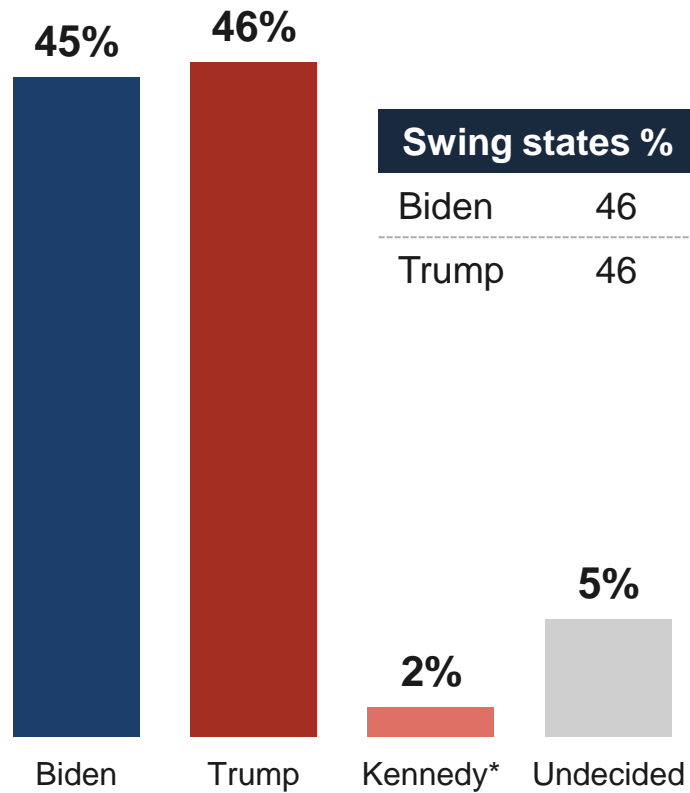
Appendix

Political Disposition of the Electorate at the Time of Survey Interviewing (June 1-4, 2024)

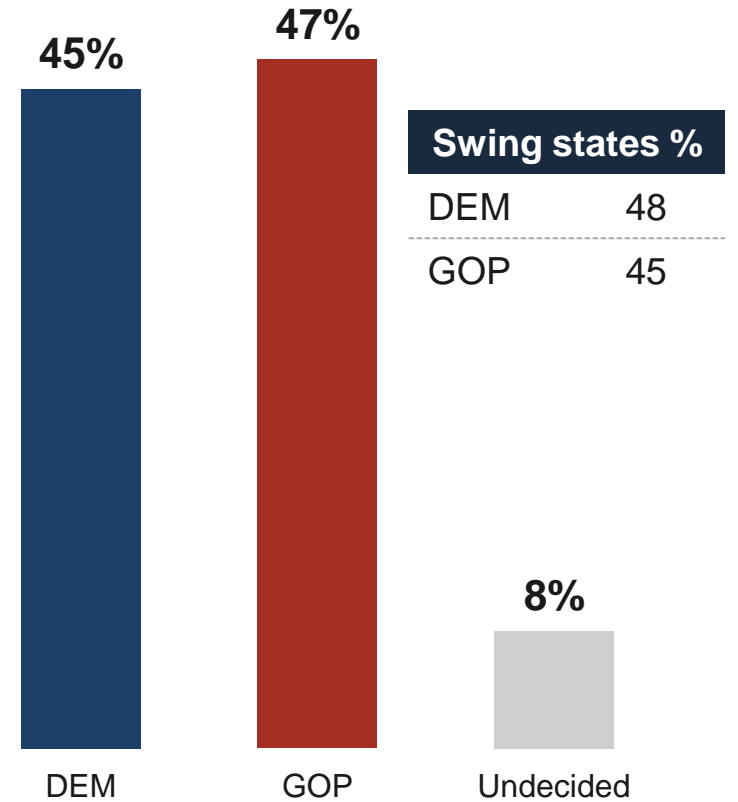
Party Identification



2024 Presidential Vote



2024 Generic House District Vote



* Kennedy included in question in states where he had qualified for the ballot at outset of interviewing: CA, DE, MI, OK, TX, and UT.