

Nebraska Survey Key Findings

MAY 1, 2024



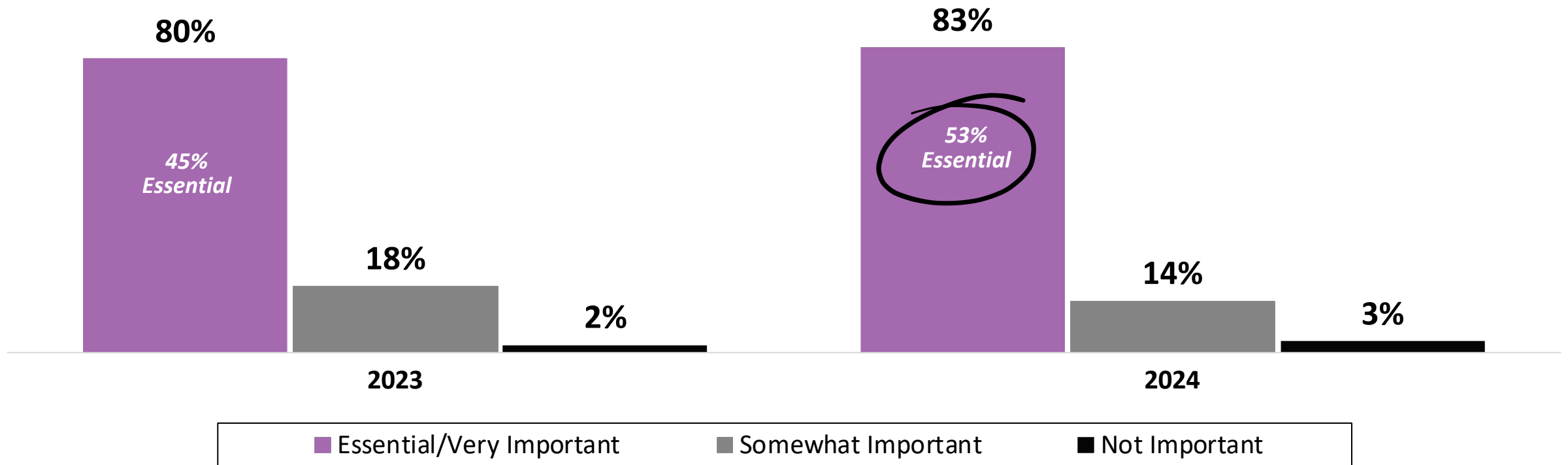
Methodology

New Bridge Strategy conducted a survey among N=501 registered voters throughout Nebraska from January 25-31, 2024. Interviews were conducted via live telephone interviews (both cell phones and landlines) and online. Interviews were distributed proportionally throughout the state. Quotas were set for key demographic sub-groups, such as gender and age.

The margin of error is $\pm 4.38\%$ for the overall sample. The margin of error will vary for sub-groups.

Nebraska Communities and the State of Child Care

Four-in-five voters continue to say that access to quality, affordable child care is essential or very important, with slightly more voters now saying it is essential.

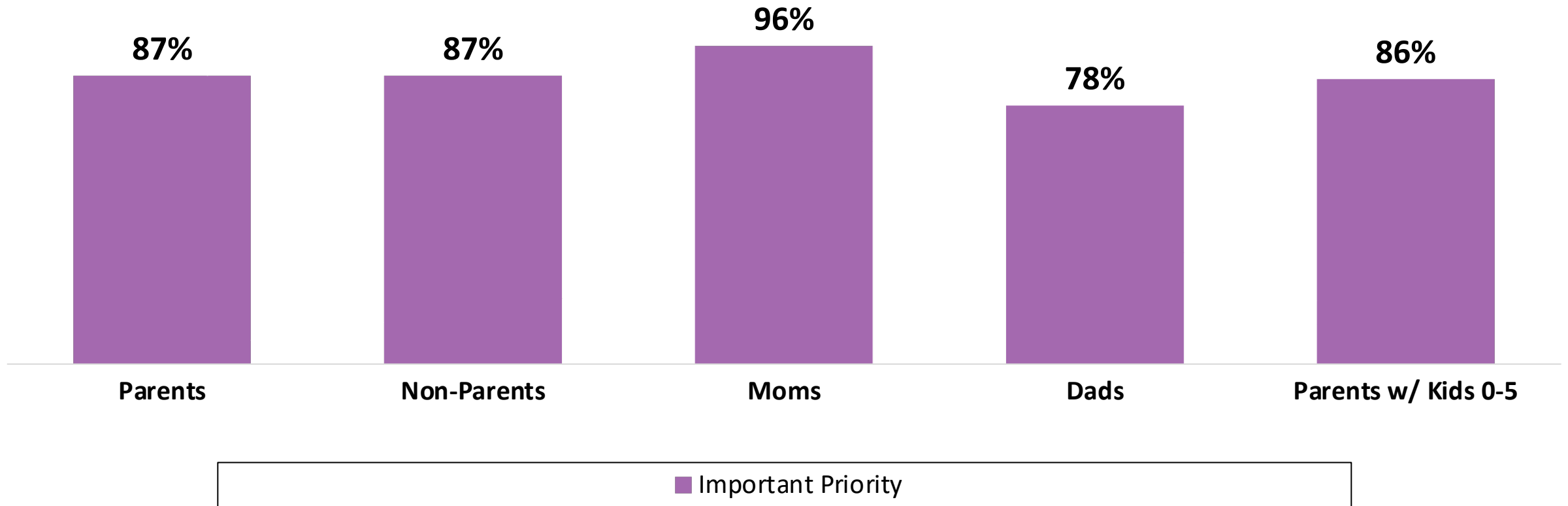


Almost 90% of Nebraskans believe that ensuring affordable, quality child care for working families is an important priority.

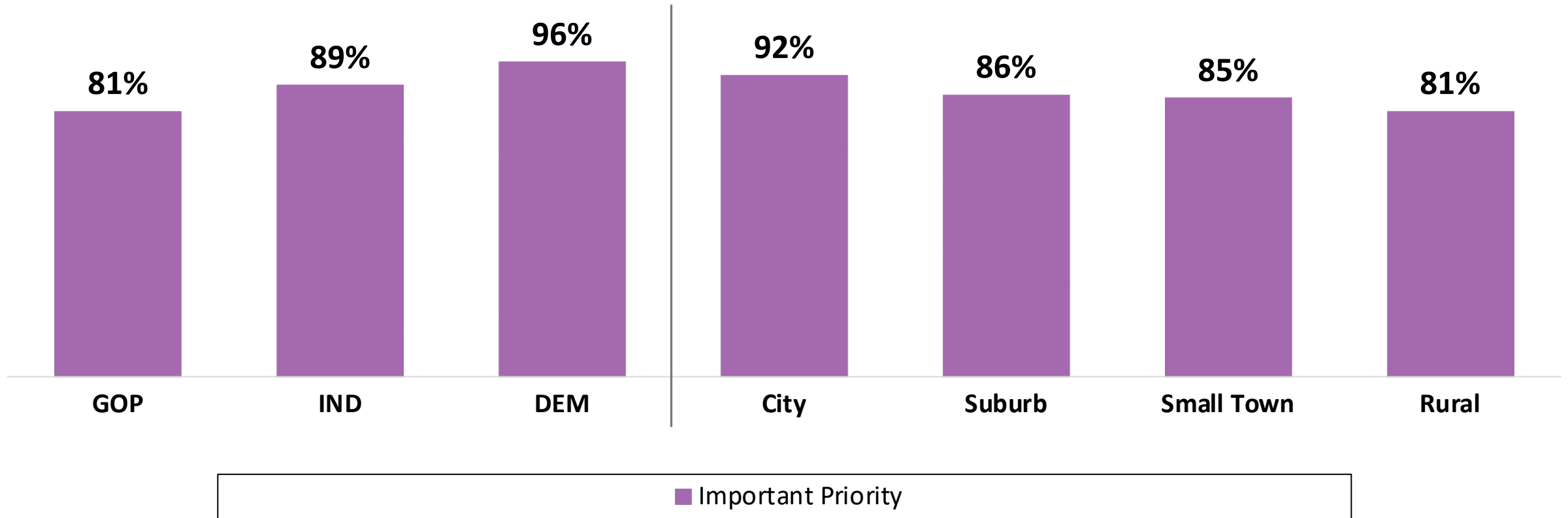
Should be an important priority
for Nebraska 87%

Should NOT be an important priority
for Nebraska 11%

Irrespective of parental status, Nebraska voters believe affordable, quality child care is an important priority.



Nebraskans from all parties and communities agree.

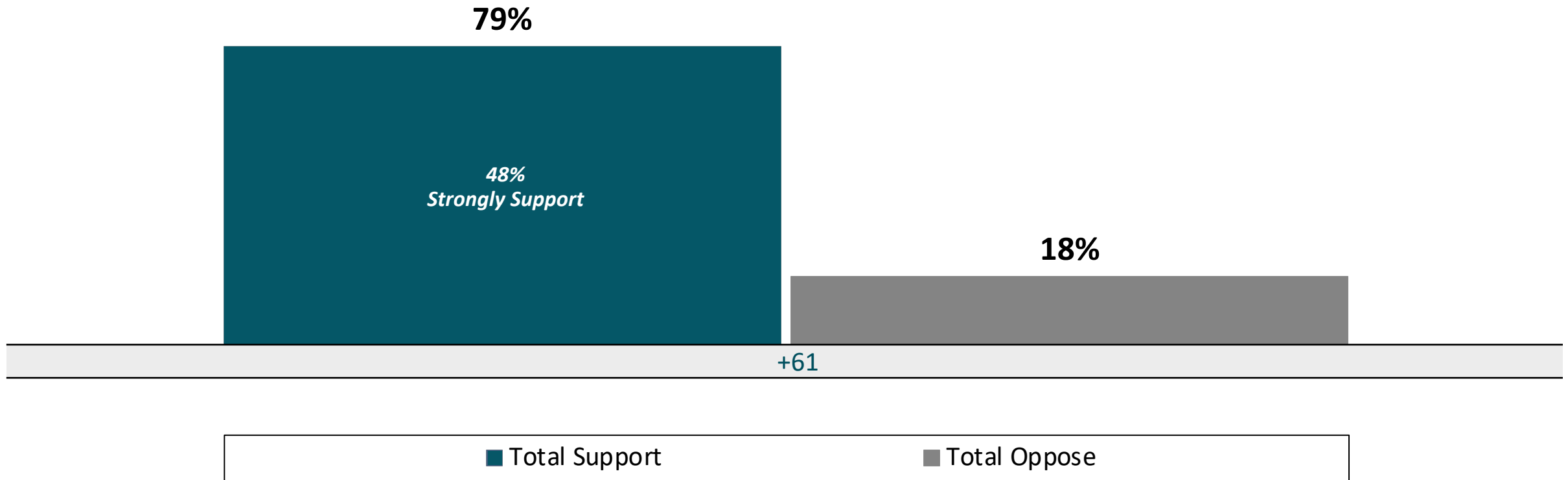


Do you think taking action to ensure that more working families have access to affordable, quality child care and early learning programs...

Child Care Surplus Investment Proposal

Nebraskans overwhelmingly support using a portion of the state surplus to help fund quality, affordable child care.

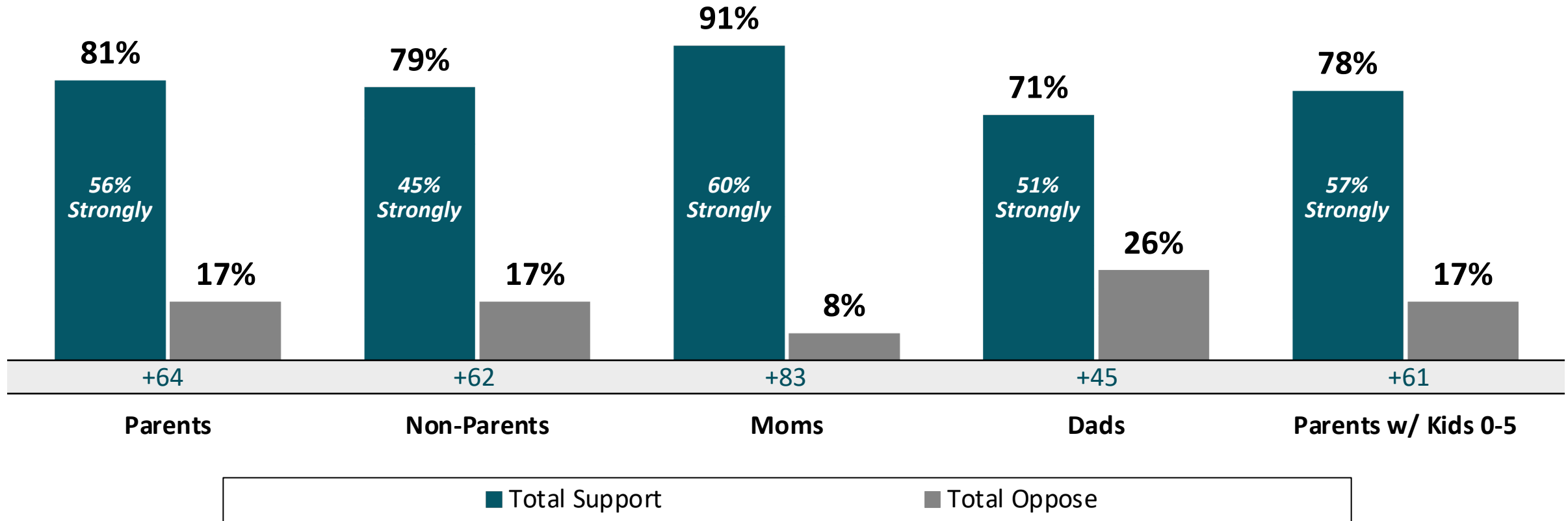
Child Care Surplus Investment Proposal



Nebraska currently has a \$2 billion state surplus. Would you support or oppose investing \$190 million per year over the next ten years into existing state programs to help communities increase the number of quality, affordable child care and early learning programs and attract and retain early childhood teachers with competitive salaries?

Parents and non-parents alike support the proposal.

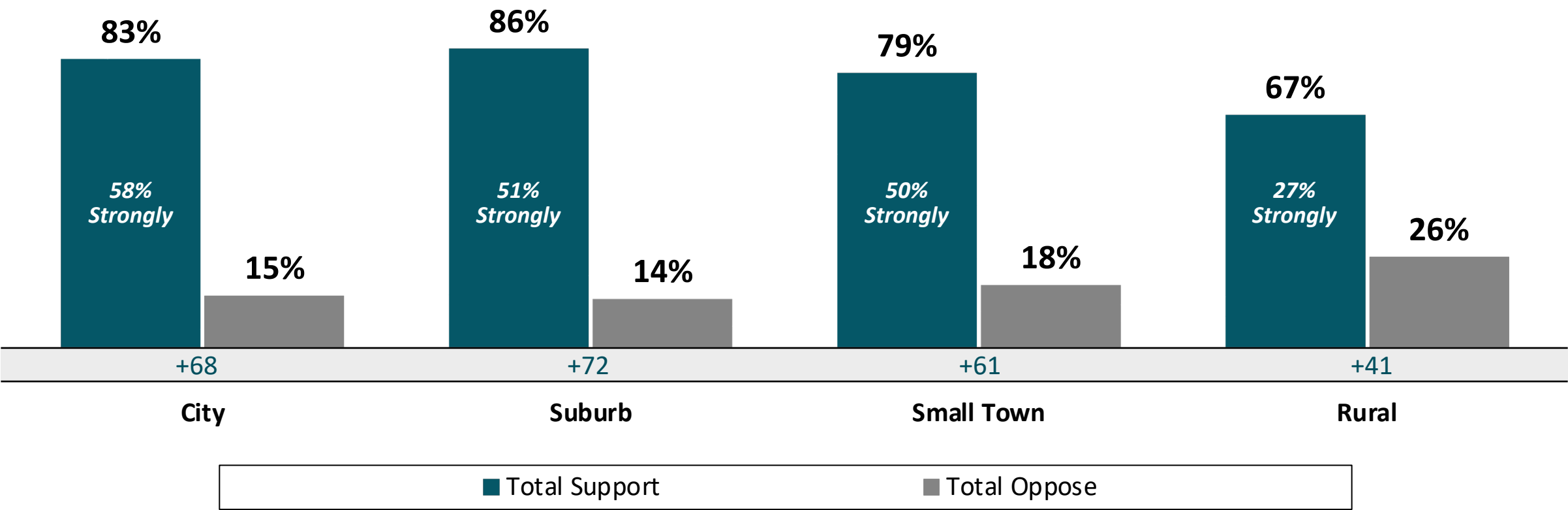
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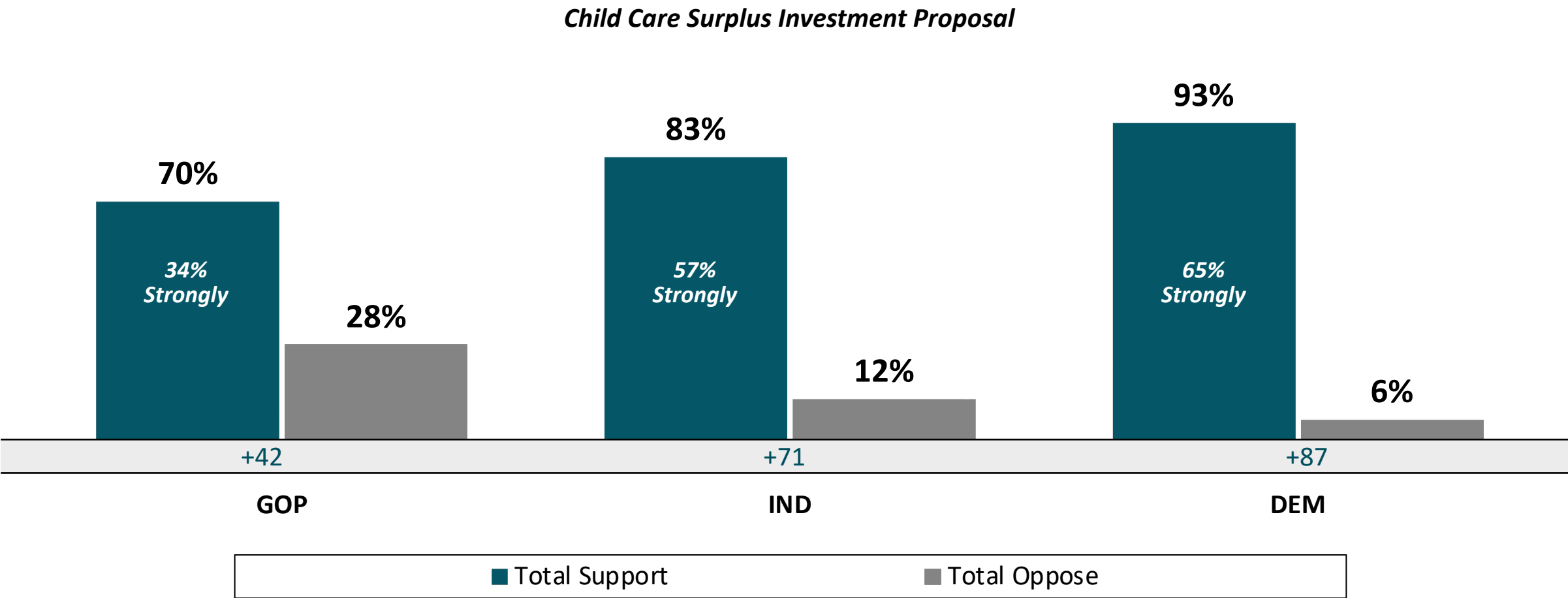
The investment is supported across all community types.

Child Care Surplus Investment Proposal



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Support is evident across party lines.



Nebraska currently has a \$2 billion state surplus. Would you support or oppose investing \$190 million per year over the next ten years into existing state programs to help communities increase the number of quality, affordable child care and early learning programs and attract and retain early childhood teachers with competitive salaries?

Supporters believe that Nebraska should invest some of the surplus in early education programs because children are “the future.”

	% of Mentions
Children are the future of Nebraska	21%
Early childhood education is important/education is a priority	17%
Quality education helps children develop properly	14%
Parents need child care to work and contribute to the economy	11%
Child care is too expensive	9%
Accessible programs needed for all children	8%
Competitive salary for educators	7%
Need higher-quality teachers	6%
Keep families in Nebraska	4%
Best use of surplus dollars	2%

“Children are the basis of Nebraska. They need to be taught at early ages and through school so they can grow and prosper and help the state grow as well.”

—Female, Age 35-44, Republican

“Early childhood is one of the most important stages developmentally. Nebraska should strive to attract and keep the best of the best teachers.”

—Female, Age 65+, Independent

“People have to spend most of their paychecks on daycare and this is money that doesn't go into taxes. People need support of the community.”

—Male, Age 45-54, Democrat

What are the one or two main reasons why you would vote SUPPORT investing some of the surplus into quality early education programs throughout Nebraska?
Asked of Online Respondents Only

Among the very few who oppose this investment, slightly more say that the amount is too much money and that it should be spent on other priorities.

	% of Mentions
Too much money overall	24%
Money should go to other priorities	24%
More money to schools won't help	14%
Parents should stay home	10%
Don't trust schools to use it wisely	10%
I don't have children	10%
Not the role of government	5%
Money should go to all education, not just early childhood	5%

"I don't oppose investing some of the surplus in this, but I oppose the amount suggested."

Female, Age 55-64, Democrat

"It seems like all we do is throw money at education with poor results."

Male, Age 65+, Republican

"I think we should invest that money into other programs such as homelessness and more access to mental health programs."

Female, Age 35-44, Democrat

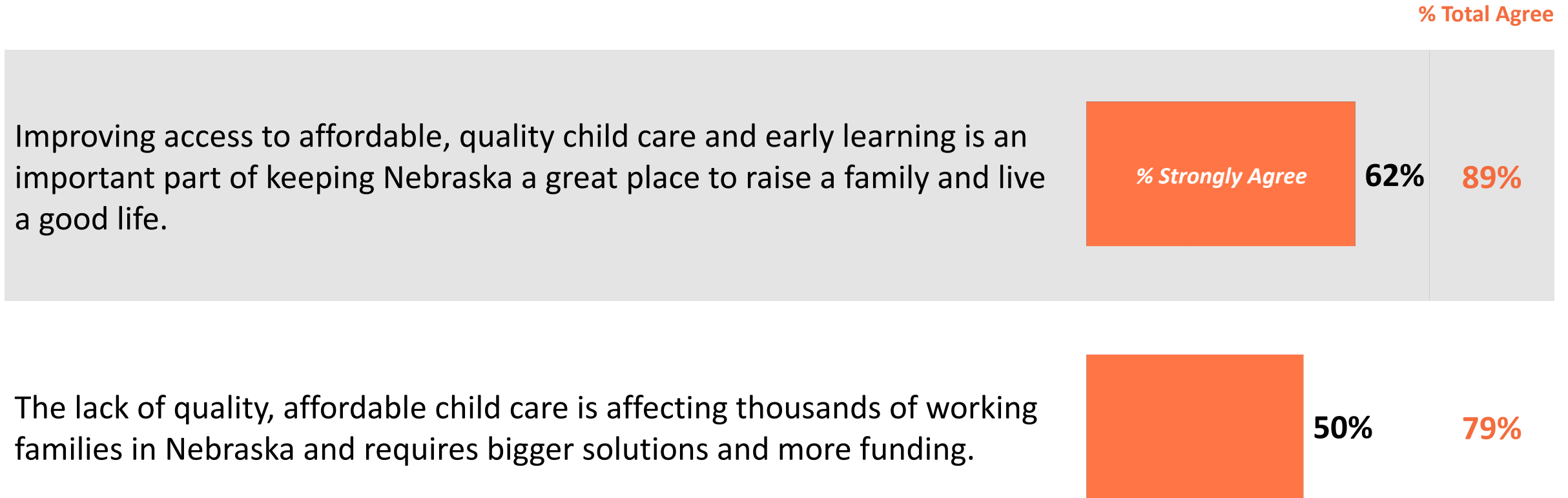
*What are the one or two main reasons why you would vote OPPOSE investing some of the surplus into quality early education programs throughout Nebraska?
Asked of Online Respondents Only*

At least three-fifths of voters agree with statements that say the state should take action on affordable, quality child care in Nebraska.



For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that.

Voters also agree (and at least a majority strongly agree) with statements that convey a rationale for supporting action on affordable, quality child care.



For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that.

The Bottom Line

The Bottom Line

Nebraska voters value early childhood education.

83%
of voters

continue to say that access to quality, affordable child care is essential or very important to strengthening the economy and helping workers provide for their families.

87%
of voters

say that taking action to ensure that more working families have access to affordable, quality child care and early learning programs should be an important priority for Nebraska.

The Bottom Line

79%
of voters

support using a portion of the state surplus to help fund quality, affordable child care, with almost a majority (48%) *strongly* in support. Support for this proposal is overwhelming across party lines, in every type of community in the state, and irrespective of whether people have children at home. Nebraska voters say they support this proposal because children are the future of Nebraska and their education is an important priority.

Voters believe that supporting affordable, quality child care and early learning in the state will keep Nebraska a great place to raise a family and live a good life. They are adamant that the Legislature should address this issue.

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Thank you

