

Nebraska Survey Key Findings

MARCH 22, 2023



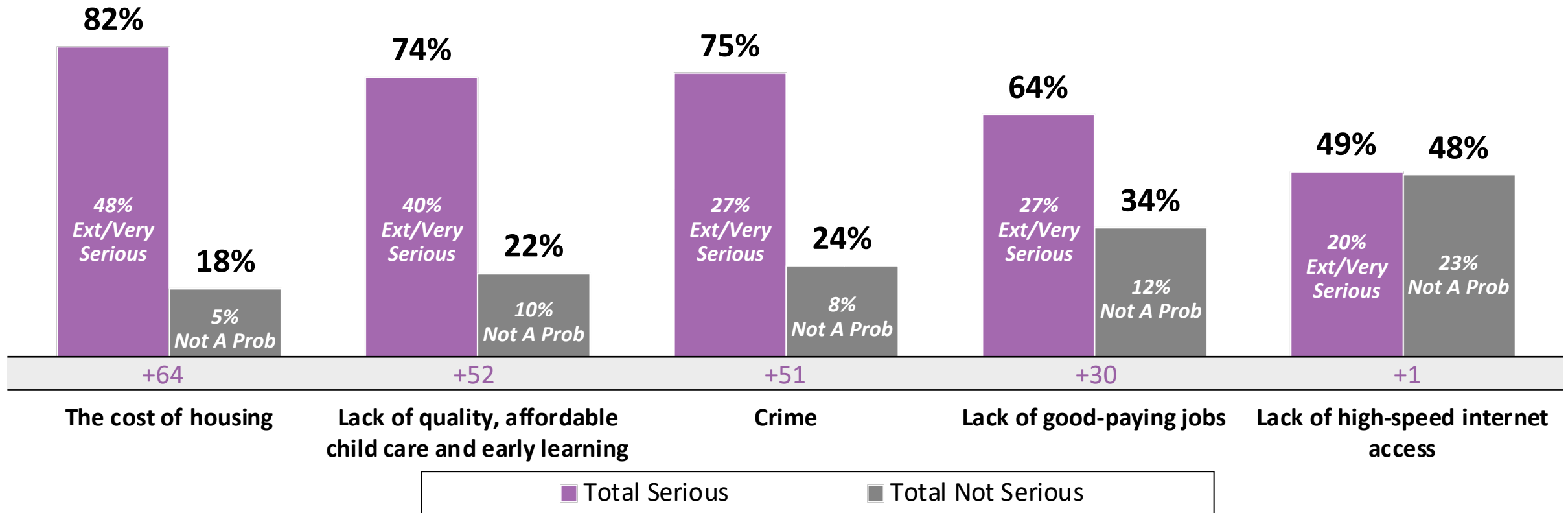
Methodology

New Bridge Strategy conducted a survey among N=500 registered voters throughout Nebraska from February 1-7, 2023. 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 +4.38% for the overall sample. The margin of error will vary for sub-groups.

**Nebraska voters view the lack of quality,
affordable child care and early learning
as a serious problem.**

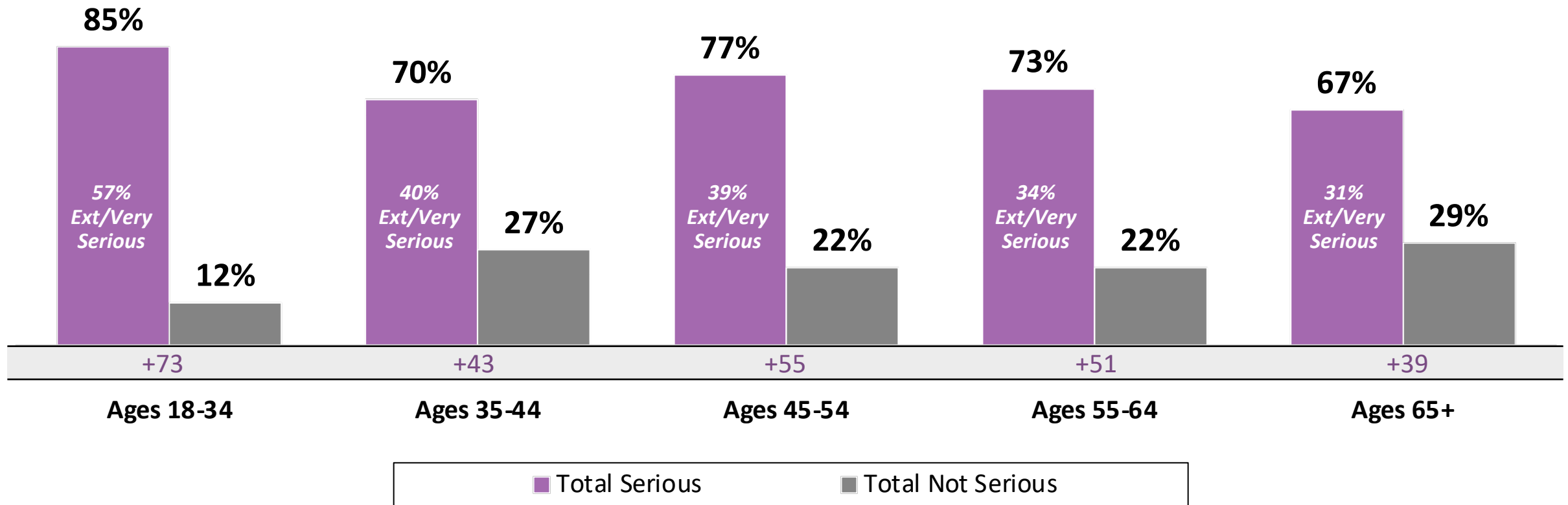
The lack of quality, affordable child care and early learning is deemed to be a serious problem by nearly three-quarters of Nebraskans and is on par with housing and crime.



For each one of the following, please indicate how serious a problem you think it is here in Nebraska. Is it extremely serious, very serious, somewhat serious, not really serious or not a problem in Nebraska?

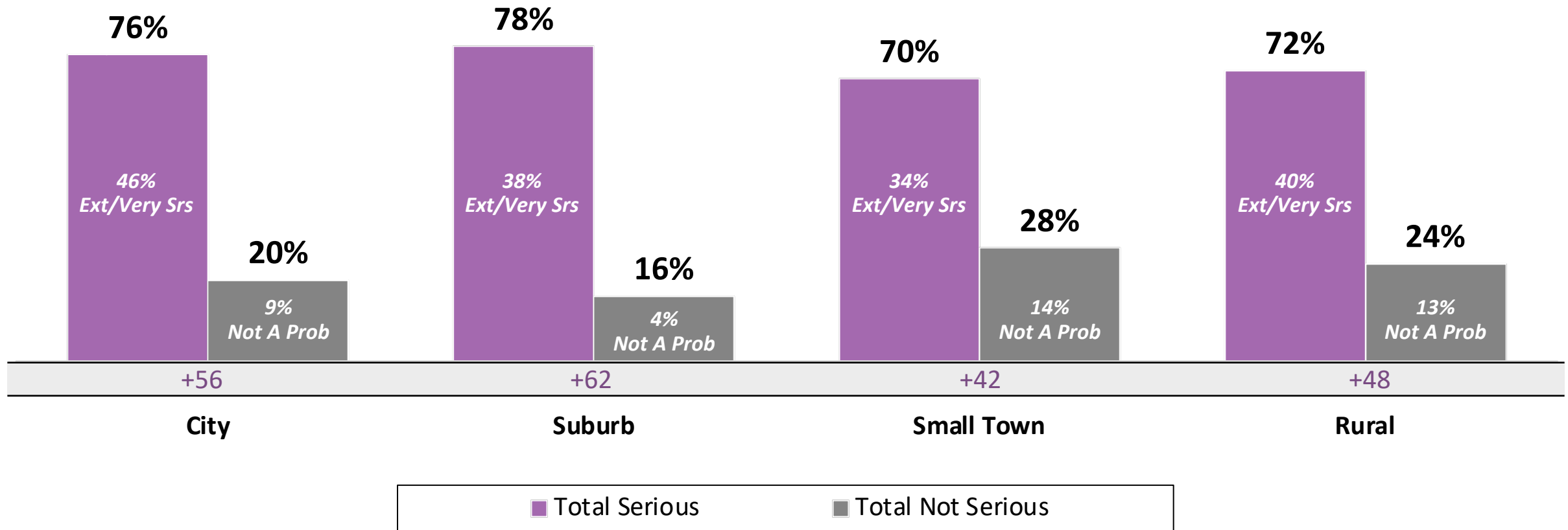
Younger voters are most likely to believe this problem is acute, however, even a majority of seniors view the lack of quality, affordable child care and early learning as serious.

Lack of quality, affordable child care and early learning

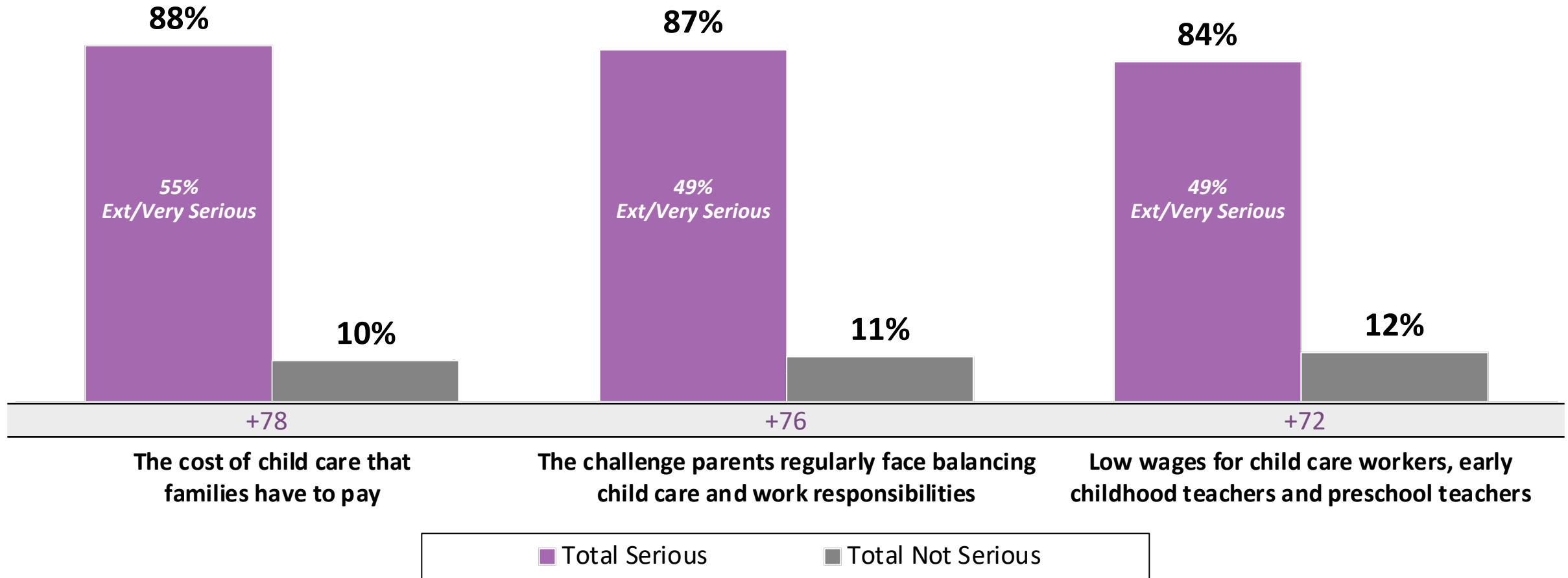


The lack of quality, affordable child care/early learning is deemed a problem in every type of community in Nebraska.

Lack of quality, affordable child care and early learning



Availability is not the only problem. Cost, balance, and wages for teachers are all described as serious problems by the vast majority.



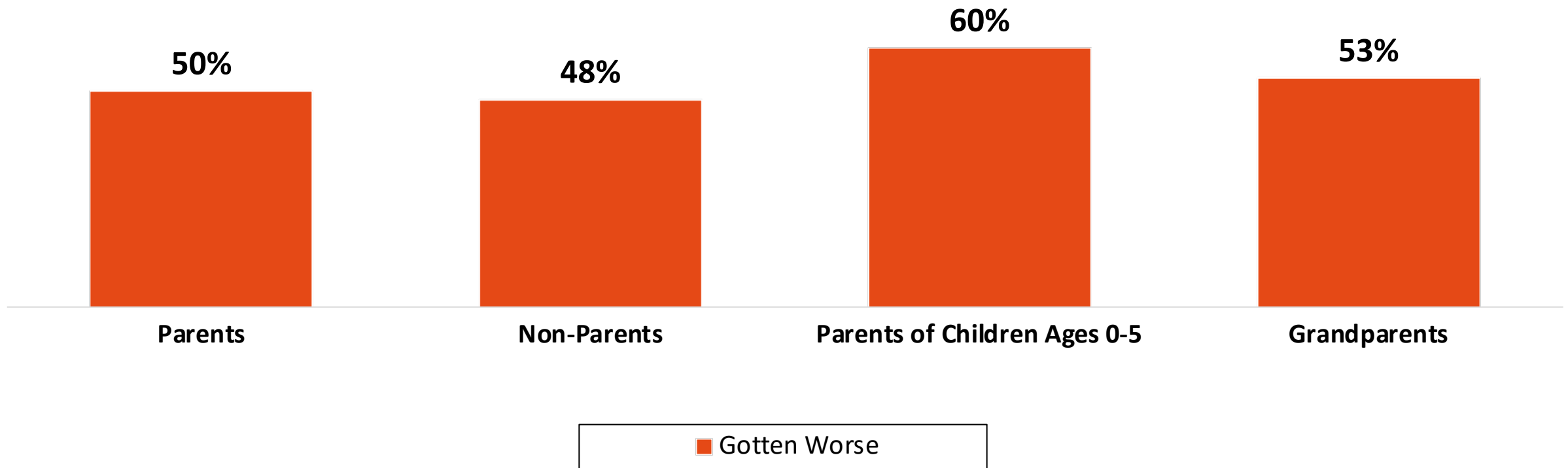
Focusing just on issues related to child care and early learning for children from birth to age five, how much of a problem do you think each one of the following is in your area?

Nearly half of voters say the availability of quality, affordable child care has only gotten worse since the start of the pandemic.



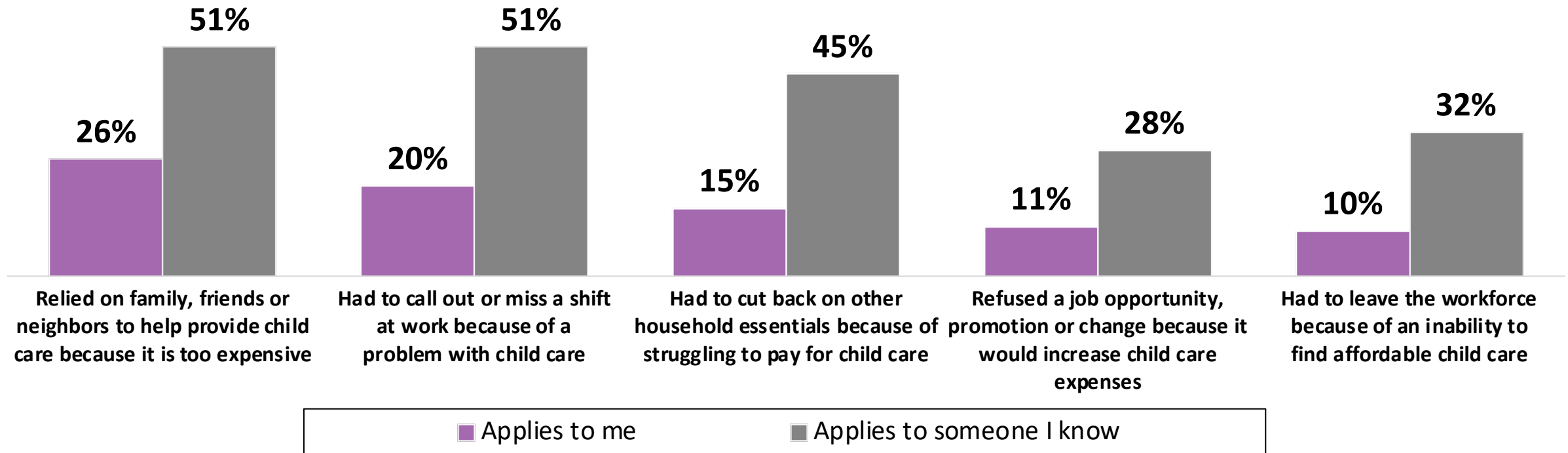
And since 2020 and the start of the pandemic, do you think that the availability of quality and affordable child care has...

Perceptions of the availability of quality, affordable child care are shared by voters regardless of parent status.



And since 2020 and the start of the pandemic, do you think that the availability of quality and affordable child care has...

Many Nebraska voters know someone who has faced child care challenges, especially asking others to provide care due to costs or missing work because of a problem with child care.



Do any of the following things apply either to you or to someone you know? You may select both if it applies to you AND someone you know.

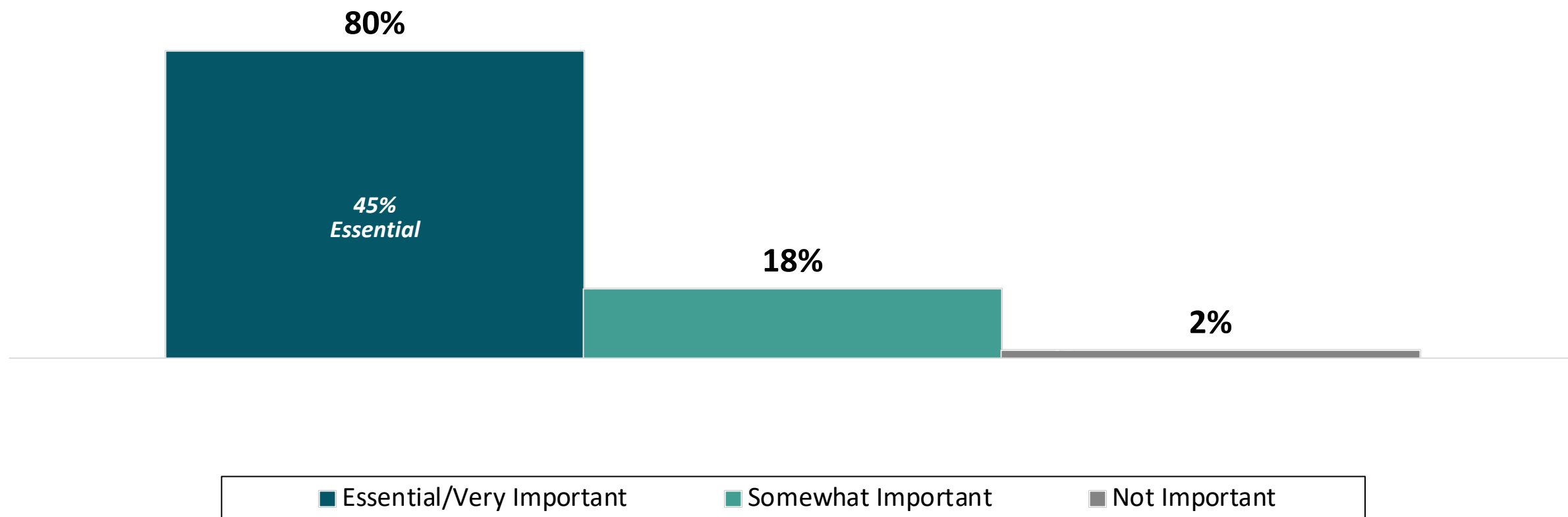
Parents, especially those of children ages birth to five, are very likely to say that these problems apply to them.

<i>% Applies to me</i>	Parents	Parents of Children Ages 0-5
Relied on family, friends or neighbors to help provide child care because it is too expensive	50%	65%
Had to call out or miss a shift at work because of a problem with child care	47%	58%
Had to cut back on other household essentials because of struggling to pay for child care	35%	47%
Refused a job opportunity, promotion or change because it would increase child care expenses	27%	34%
Had to leave the workforce because of an inability to find affordable child care	23%	31%

81% of parents of children ages 0-5 say that at least one of these problems applies to them.

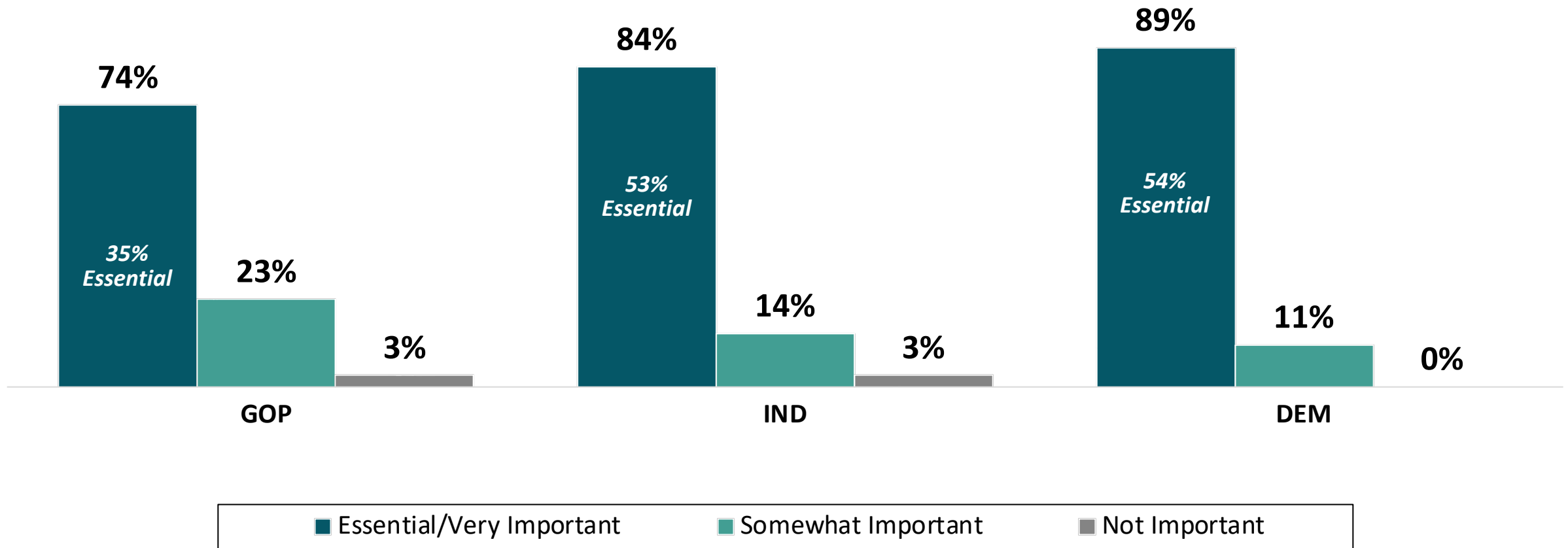
Nebraskans want to prioritize more investment in child care and early learning.

Four-in-five voters say that access to quality, affordable child care is essential or very important to our ability to strengthen the economy and help workers be able to provide for their families.



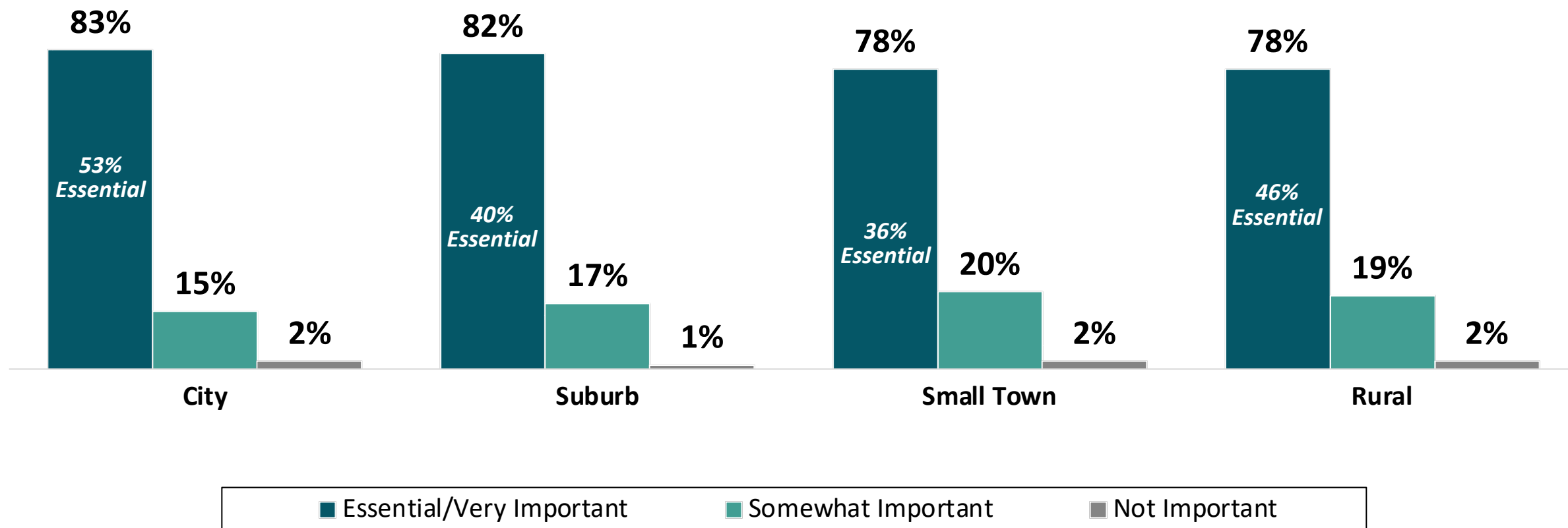
In your opinion, how important is access to quality, affordable child care to our ability to strengthen the economy and help workers be able to provide for their families? Is it...

Three-quarters or more across party lines view access to quality, affordable child care as essential to the economy and workers.



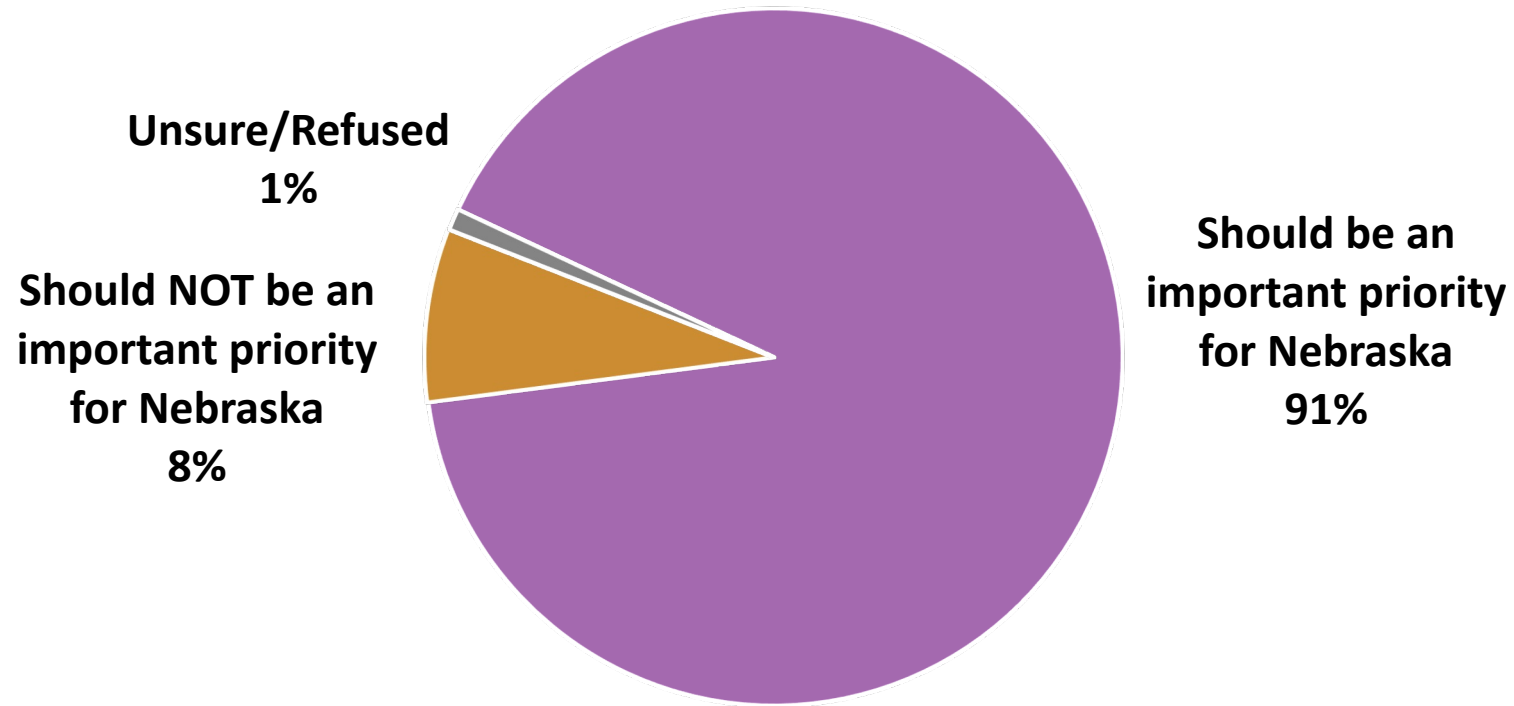
In your opinion, how important is access to quality, affordable child care to our ability to strengthen the economy and help workers be able to provide for their families? Is it...

This sentiment is also evident in every type of community in the state.



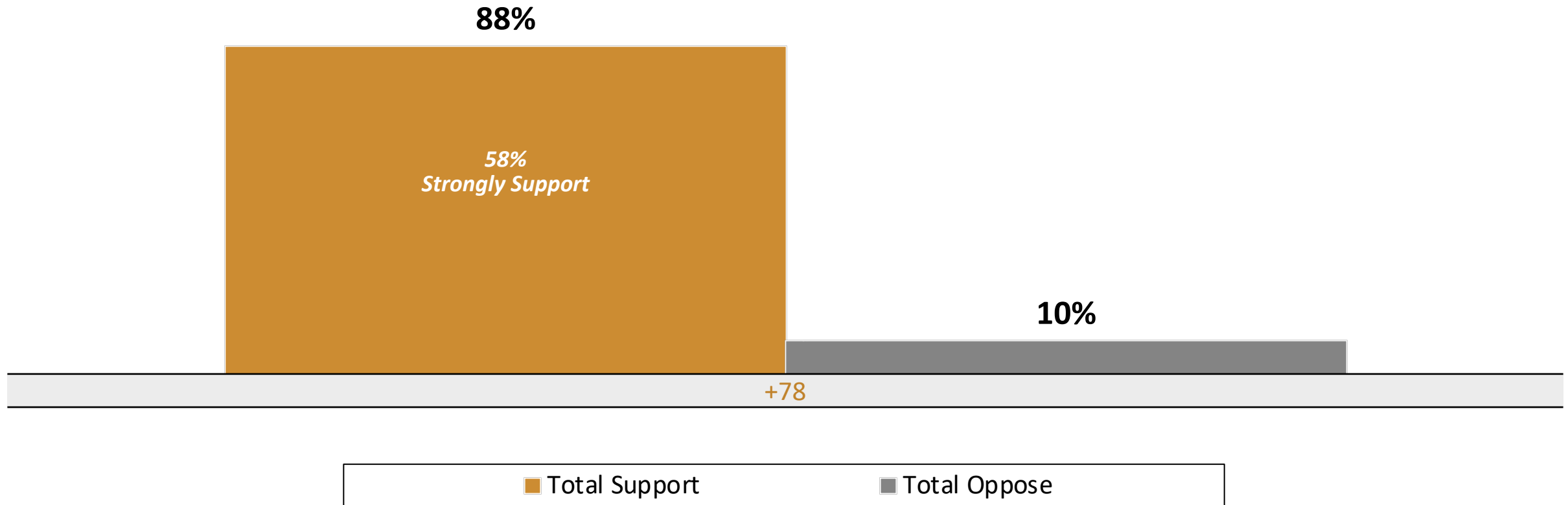
Almost all Nebraskans – 91% – say taking action to ensure more working families have access to affordable, quality child care and early learning should be an important priority.

Taking action to ensure that more working families have access to affordable, quality child care and early learning programs...

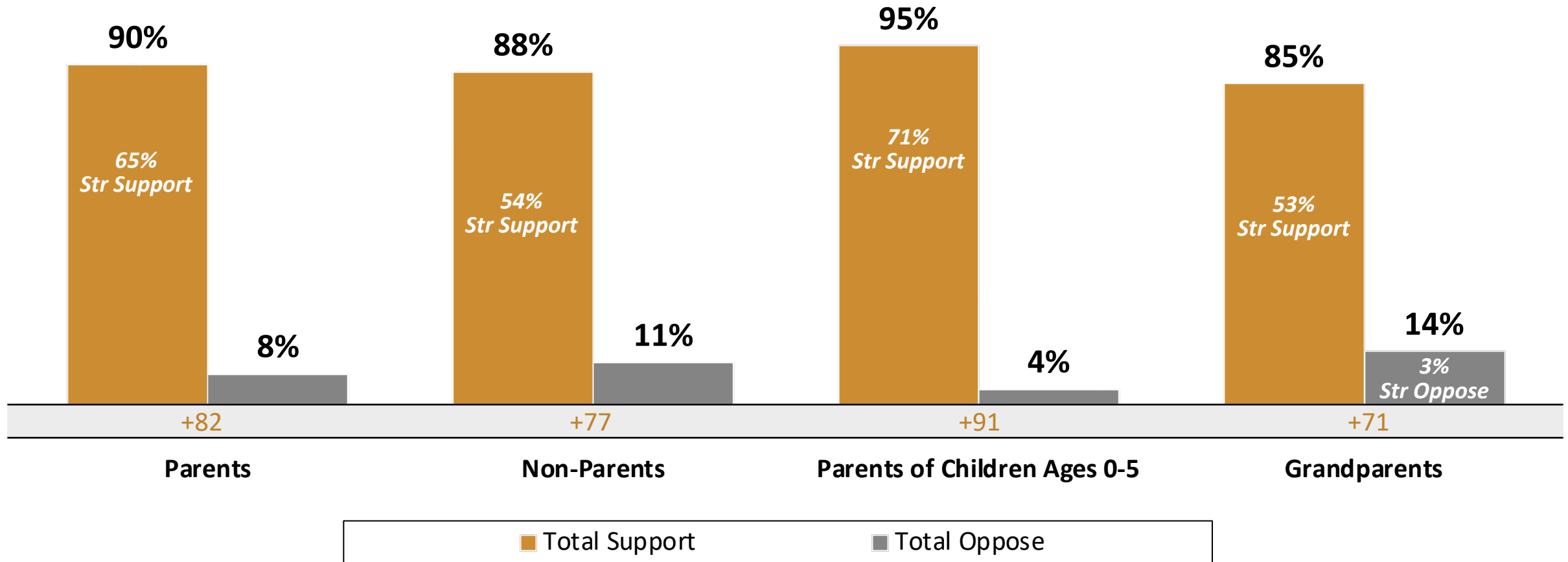


Do you think taking action to ensure that more working families have access to affordable, quality child care and early learning programs...

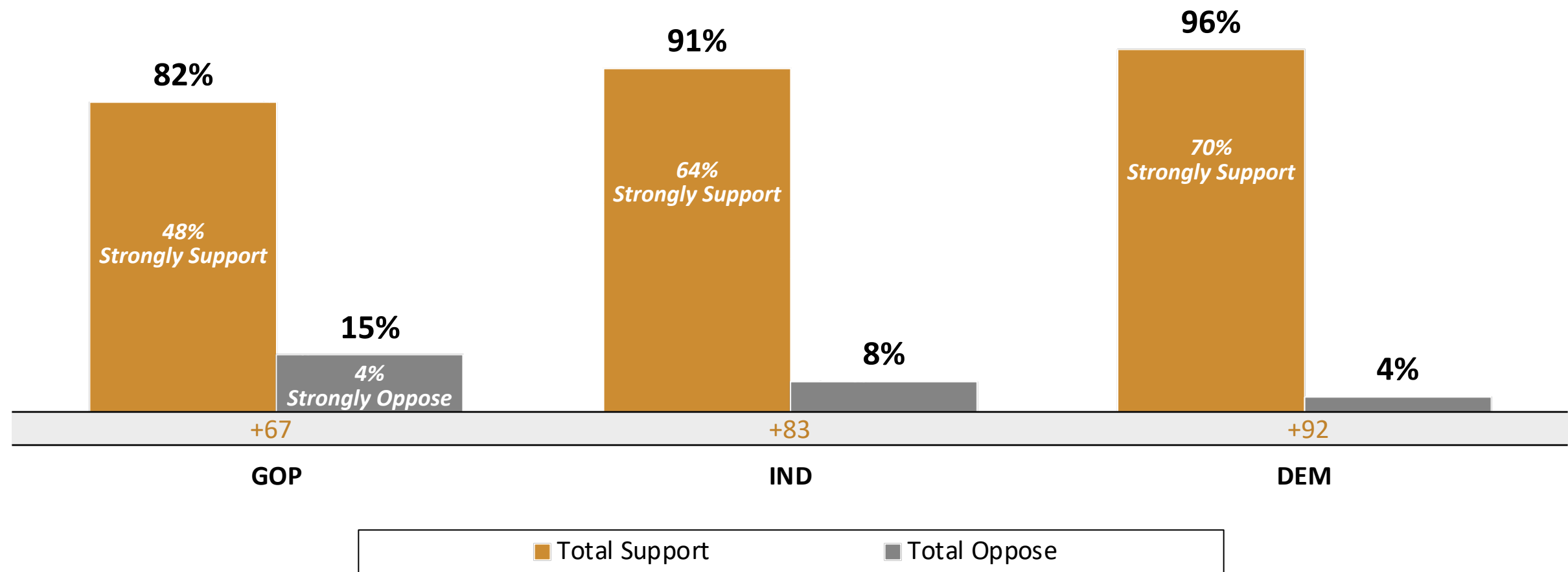
Nearly nine-in-ten support the state investing in ensuring more working families have access to affordable, quality child care and early learning; solid majority strongly support such an investment.



Strong support goes beyond those with young children.

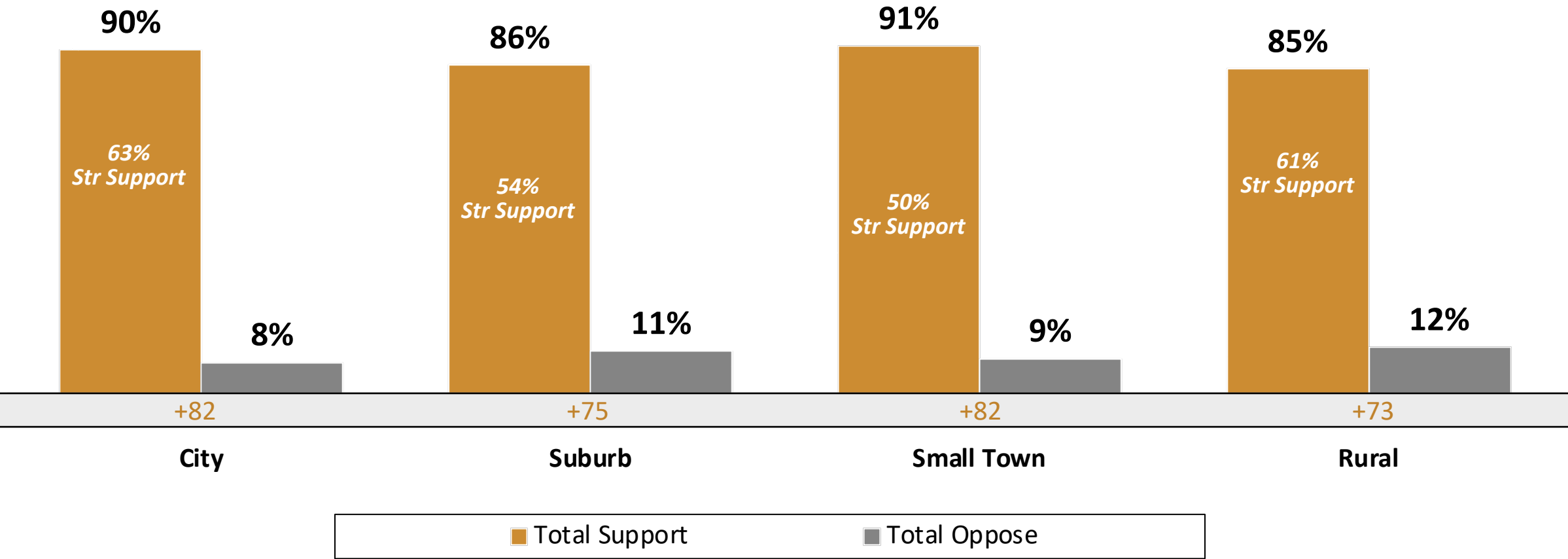


More than four-in-five voters across party lines support Nebraska investing in access to child care/early learning for working families.

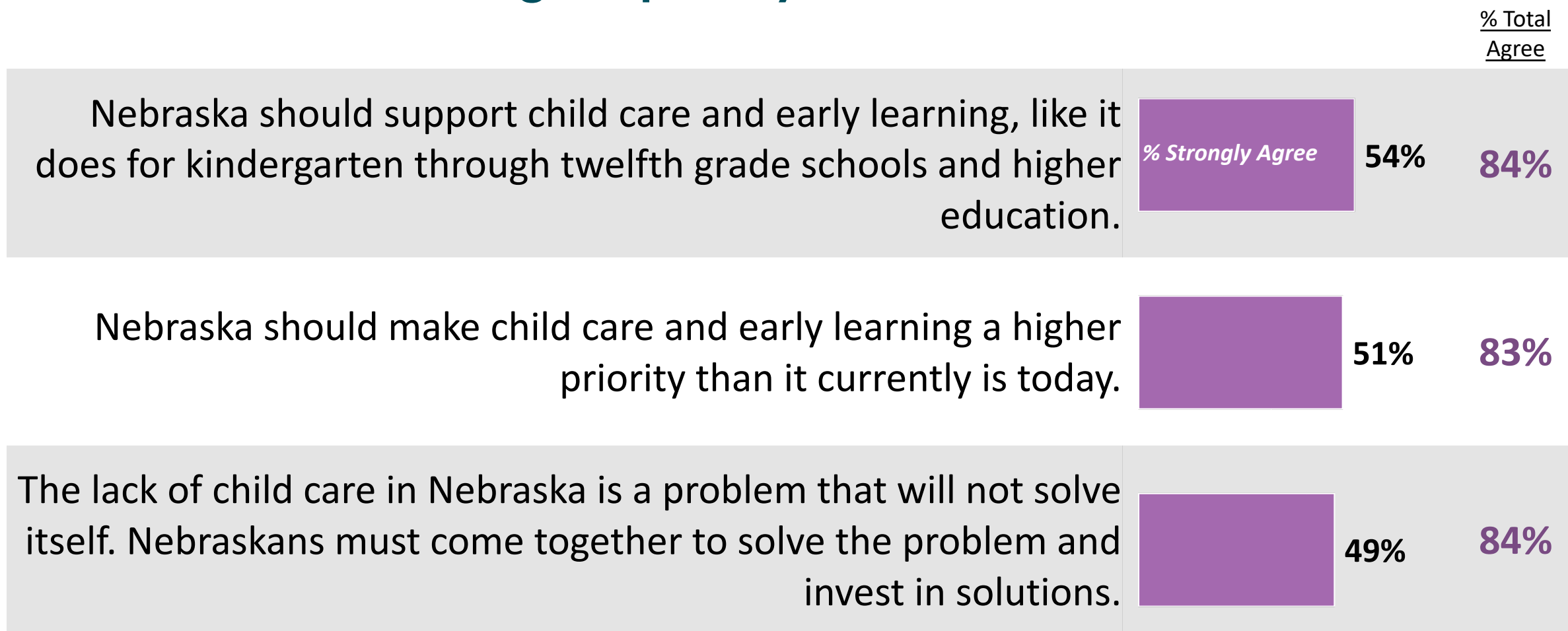


Do you support or oppose Nebraska investing in ensuring that more working families have access to affordable, quality child care and early learning programs?

Support is overwhelming in every type of community in the state.

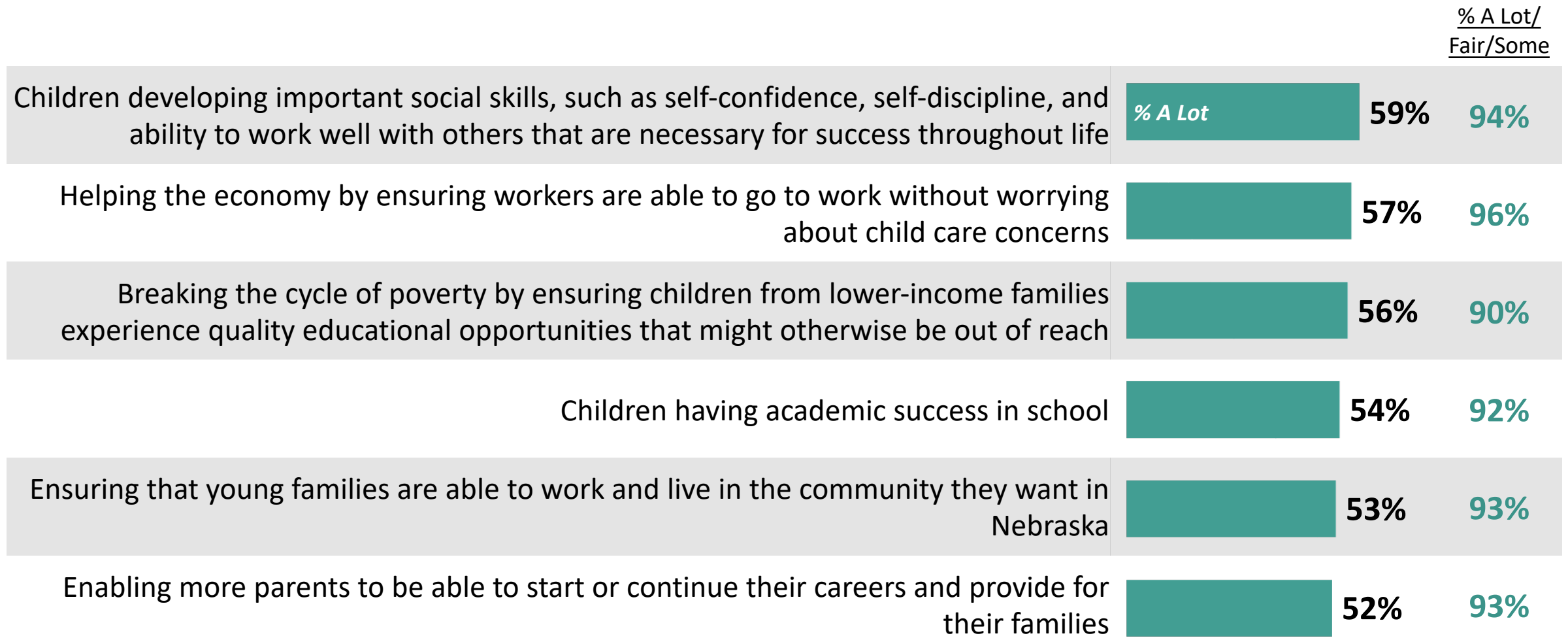


More than four-in-five agree that Nebraska should support child care and early learning like the state does for K-12 education, make it a higher priority and invest in solutions.



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

Majorities say that more kids attending quality care or early learning would help children, parents and the economy a lot.



If more children are able to attend quality child care and early learning programs, how much would it help in each of the following areas? Does it help a lot, a fair amount, some, very little, or not at all in each of the following areas?

The Bottom Line

The lack of quality, affordable child care and early learning is deemed to be a serious problem by nearly three-quarters of Nebraskans and is on par with housing and crime. This issue is perceived as serious by voters across the state and irrespective of age, type of community, and parental status.

Nearly half of voters say that child care and early learning availability is a bigger problem following the pandemic. They also believe that costs, parents balancing work and child care responsibilities, and the wages paid to child care workers are all serious problems in Nebraska.

Nearly nine-in-ten support the state investing in ensuring more working families have access to affordable, quality child care and early learning and a solid majority strongly support such an investment. This support cuts across party lines and all demographic sub-groups. In fact, there is overwhelming agreement that Nebraska should support child care and early learning, like it does for kindergarten through twelfth grade schools and higher education.

Thank you

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