



Funding the Next Generation

May 9, 2016

Celinda Lake
clake@lakeresearch.com

Follow on Twitter & Facebook:

Twitter: @CelindaLake
Facebook: www.facebook.com/celinda.lake



Summary of Key Points Heading into 2016



- Family First, strong families, and strong communities are all top messaging frames for 2016.
- Having a moral responsibility to your children and future generations is the strongest call to action.
- Demographic changes, particularly the rise of unmarried women, promotes a family agenda.
- The family and work agenda is very popular with voters, with Education being a core part of the family issues agenda.



Summary of Key Points

Funding at the Local Level is Key

- Politics is becoming increasingly local. Local levels have an increasingly large amount of power over social services.
- Local funding for kids isn't just for activities during the school day. **Early childhood, after school support, health and prevention support are all areas where increased funding is needed for all children.**
- No matter where you are, **children's issues will always resonate.**
- You can raise revenue for children and youth much more easily than for other social sectors.



Overview of 2016 Election

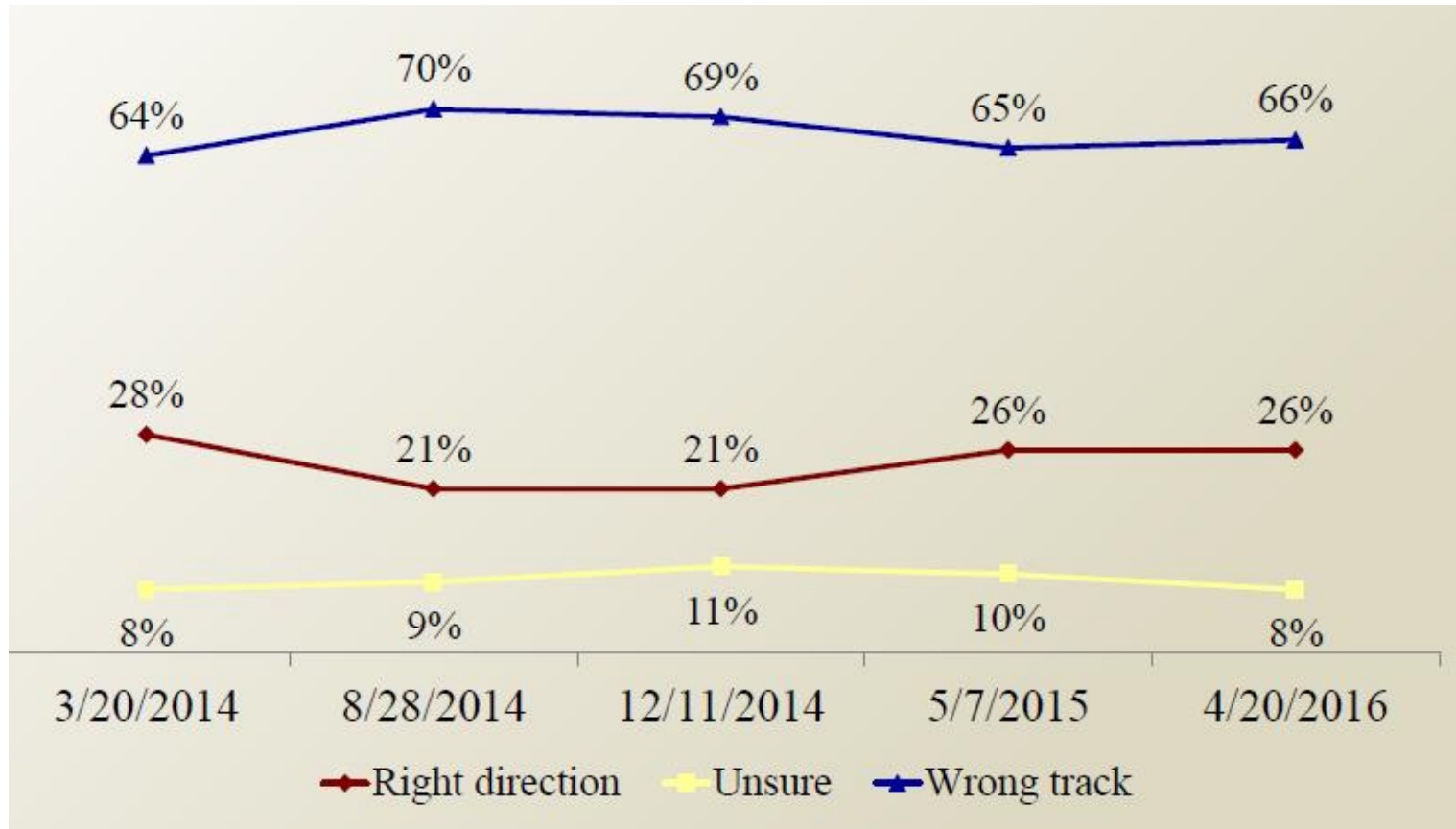
How the voters view major 2016 issues

Trump voters stand out for their pessimism about the direction of the country and their pronounced economic anxiety.

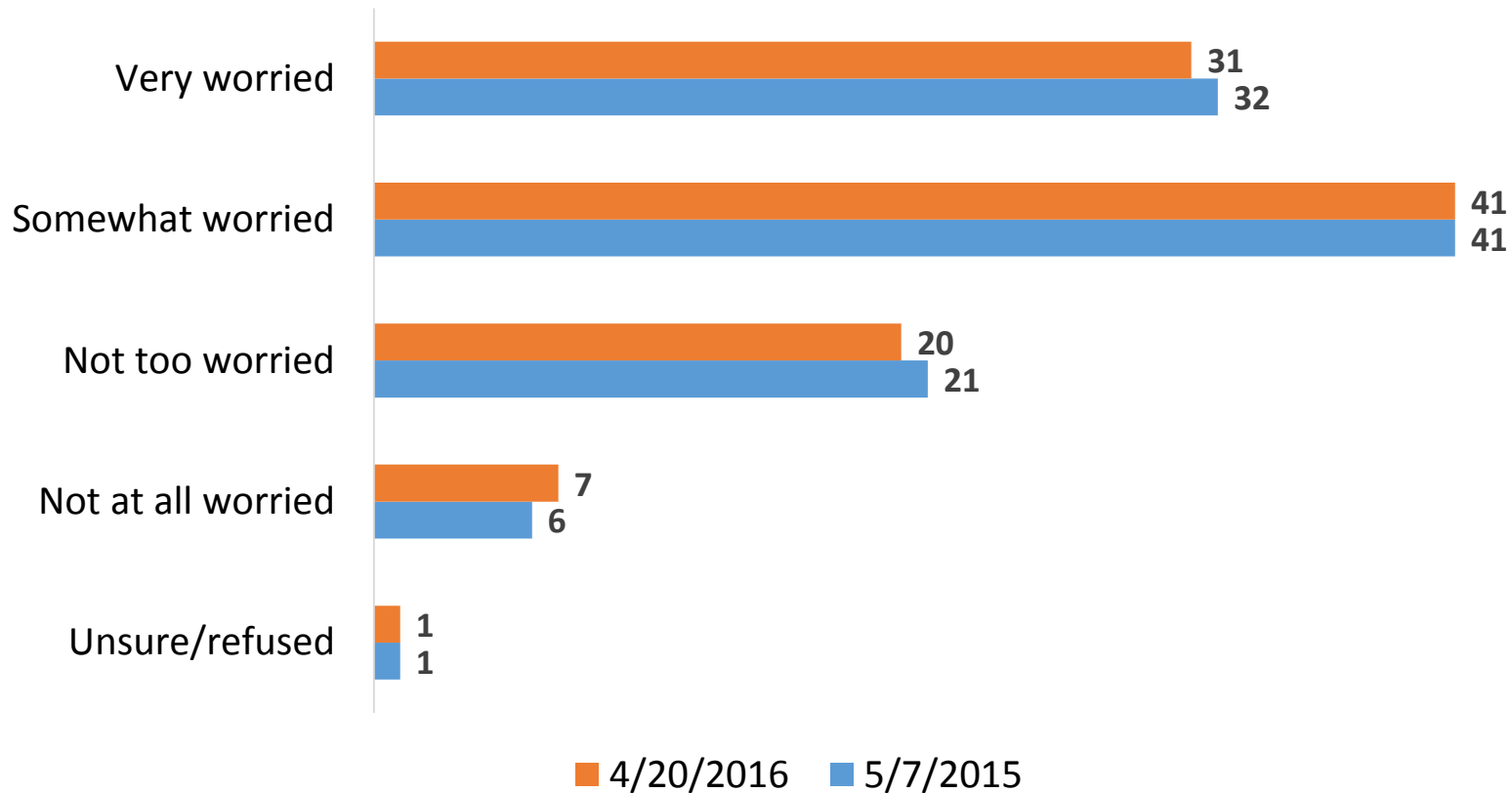
Supporters of Trump, Clinton, and Sanders share the belief that **the nation's economic system favors the rich.**



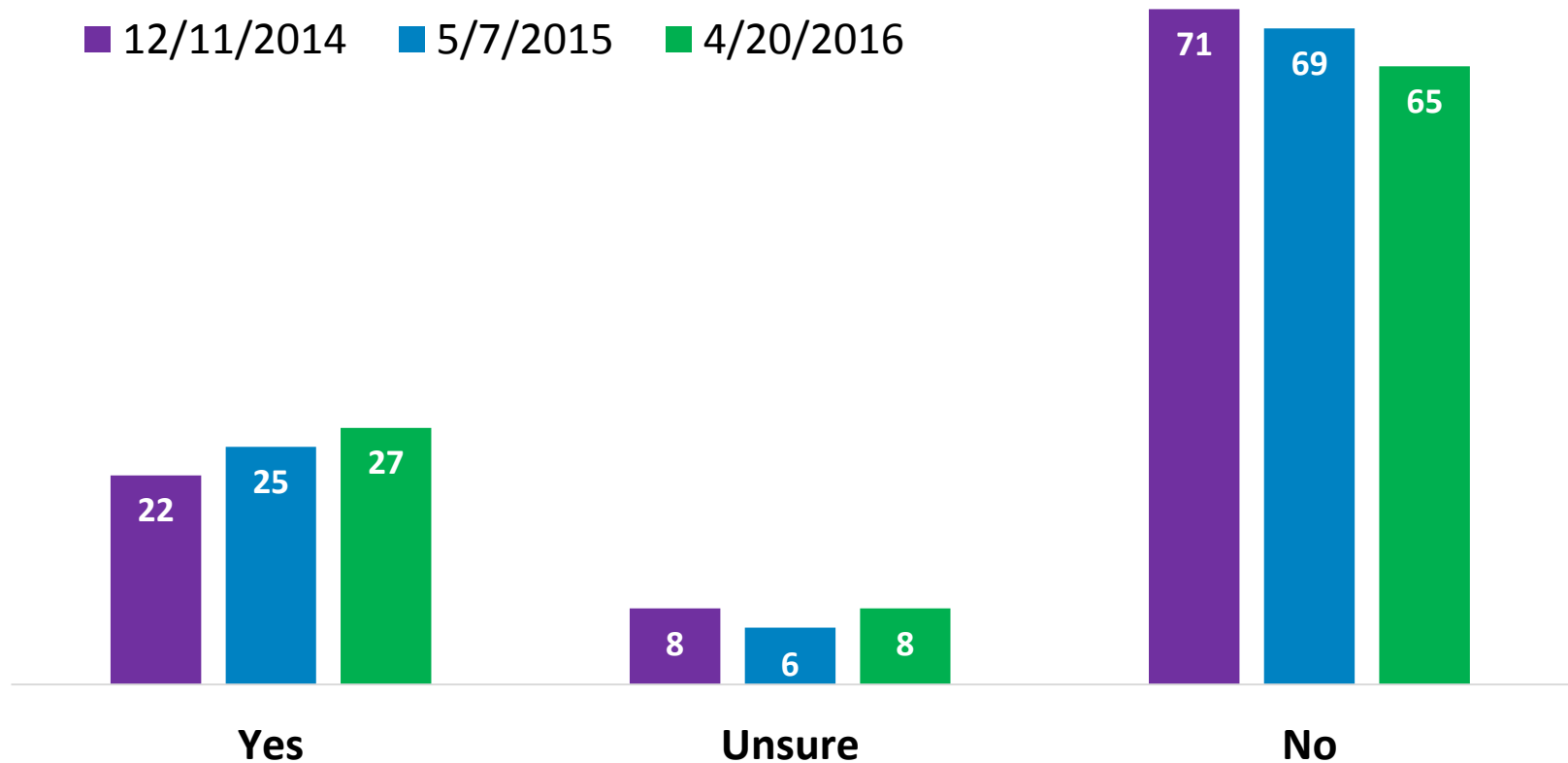
A majority of Americans believe that the country is on the wrong track.



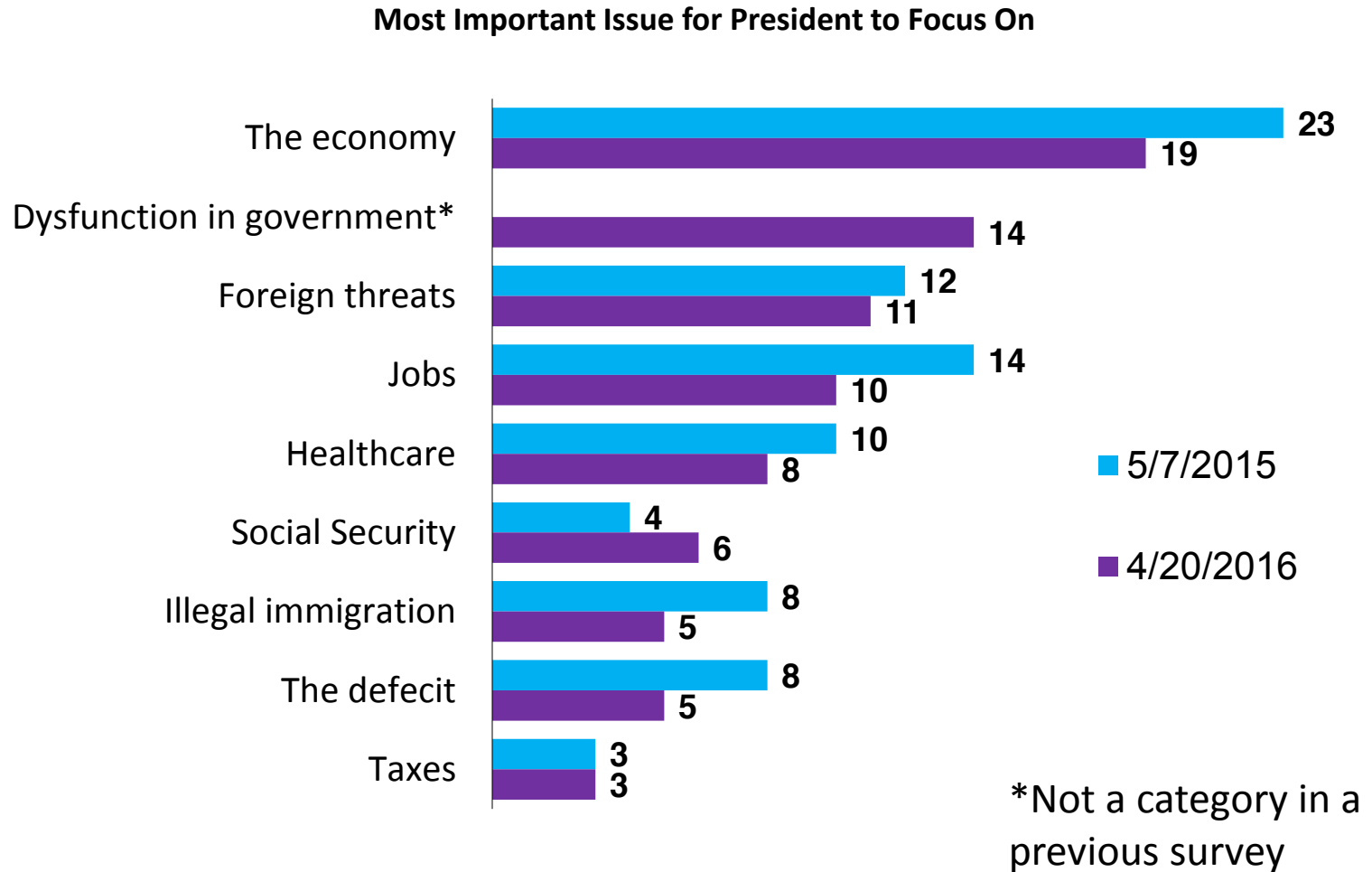
A majority of voters are worried that the U.S. will suffer another economic downturn that will negatively affect their families.



A majority of voters believe the next generation will be worse off economically than the current generation.



Overall, Americans name the economy and national security as the “top priorities” facing our next President, but healthcare and foreign threats are also top of mind.



What do you think is the most important issue that the next president should be focused on? Would you say it is...

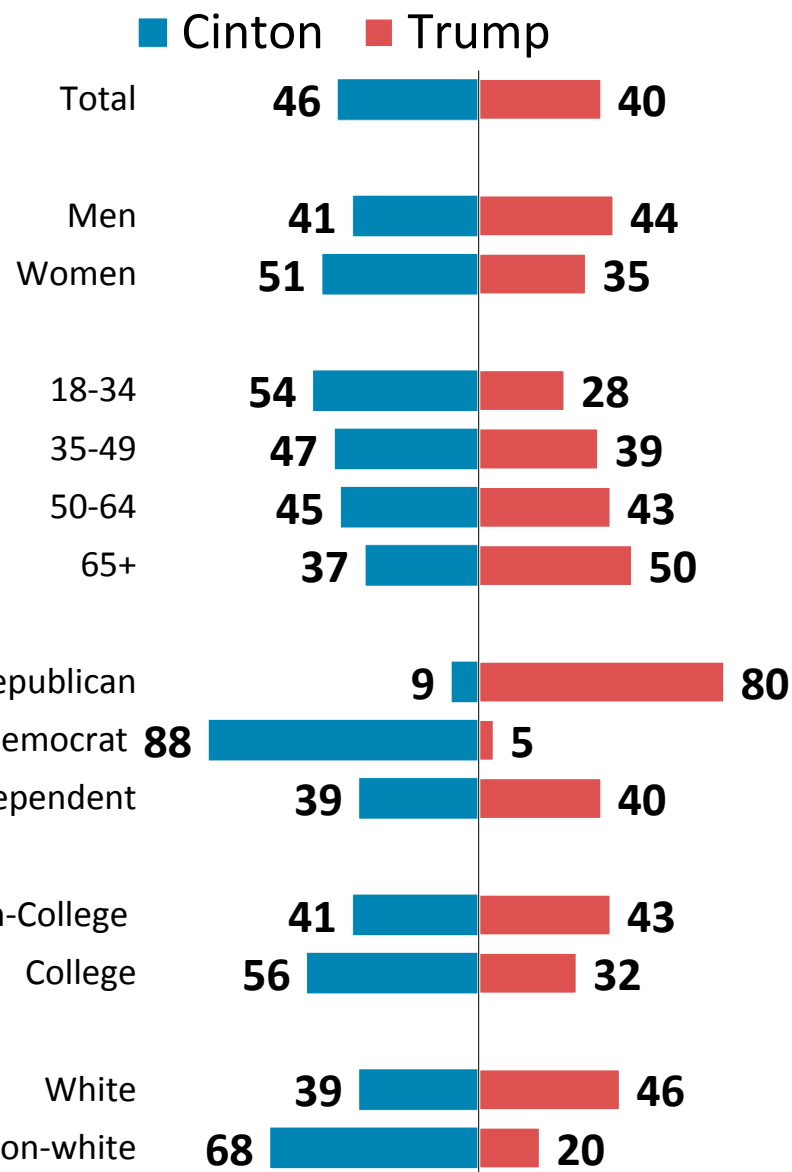
Source: Lake Research Partners and The Tarrance Group; N=1,000 Registered voters; April 17-20, 2016



vs.



Hillary Clinton is the preferred candidate of women, younger voters, college educated voters and non-white voters in a general election matchup. Trump wins older voters over the age of 65 and white voters. While he also wins with men, Clinton performs much better among men than Trump does among women. Independents are split between the two candidates.



Source: Quinnipiac University poll of 1,451 registered voters nationwide with a margin of error of +/- 2.6 percentage points. Live interviewers call land lines and cell phones. Includes 652 Republicans with a margin of error of +/- 3.8 percentage points and 635 Democrats with a margin of error of +/- 3.9 percentage points.

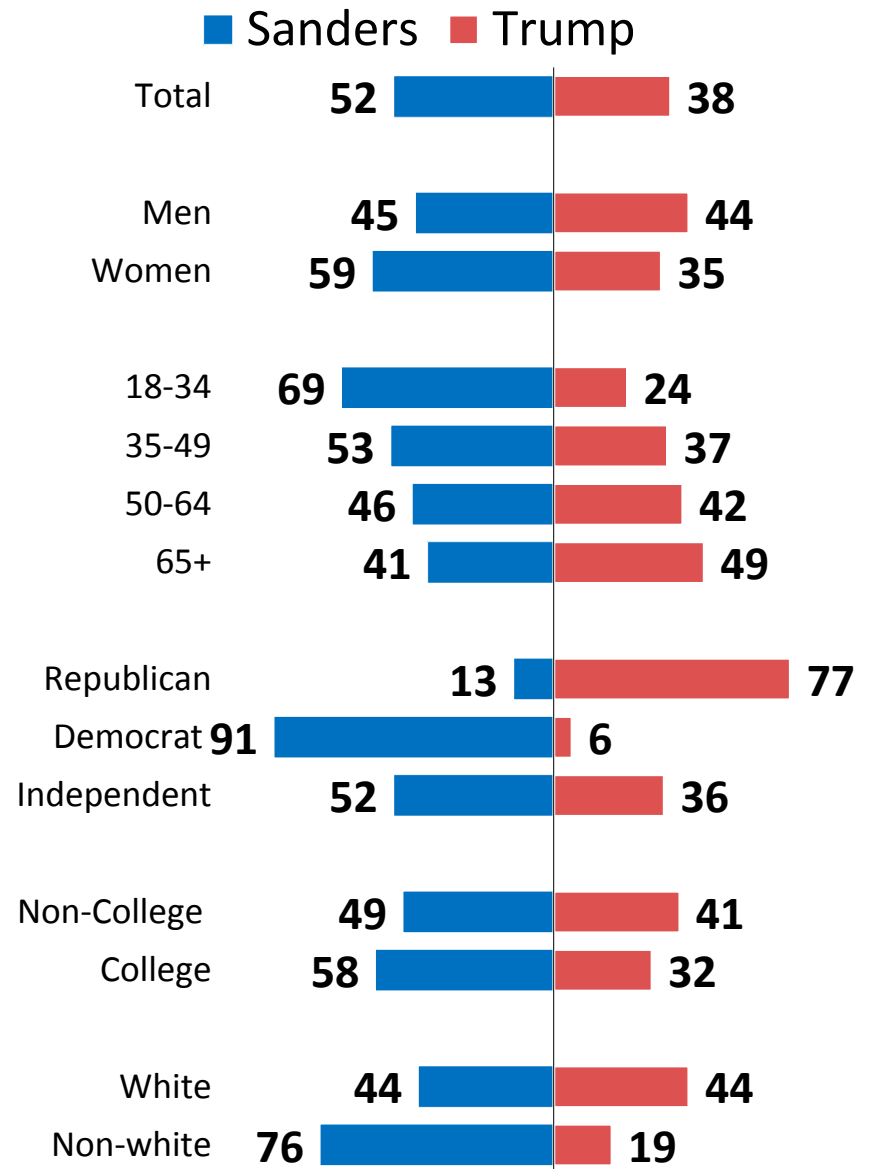


vs.



Republicans and voters over the age of 65 are the only major categories of voters in which Trump out performs Sanders.

These numbers not only show Democrats have a strong edge over Republicans with a broad swath of voters, but also challenges the view that Sanders is “unelectable.”



Source: Quinnipiac University poll of 1,451 registered voters nationwide with a margin of error of +/- 2.6 percentage points. Live interviewers call land lines and cell phones. Includes 652 Republicans with a margin of error of +/- 3.8 percentage points and 635 Democrats with a margin of error of +/- 3.9 percentage points.

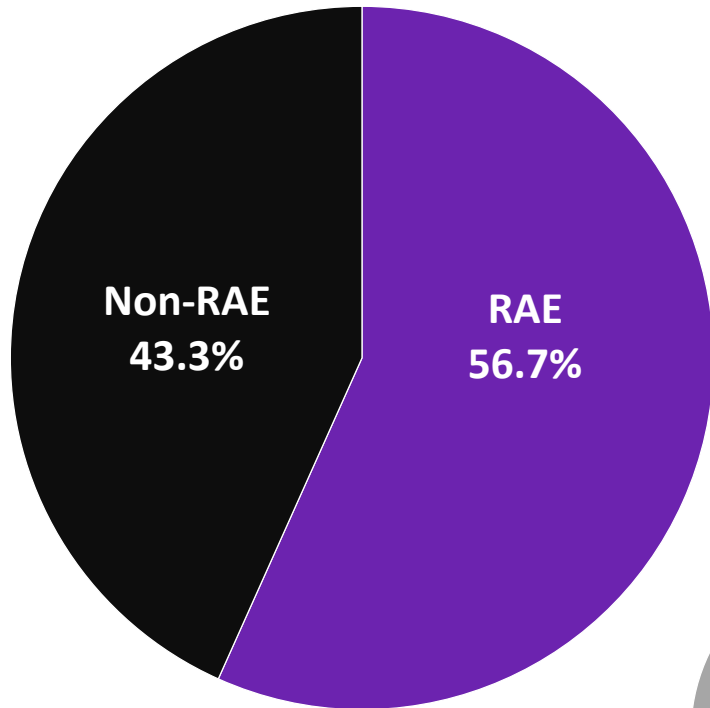
The Rising American Electorate

Changes in America's demographics had a dramatic influence in 2012 and 2014 and hold greater implications for the 2016 election. The Rising American Electorate needs to be invited to participate more fully in civic processes through registration and voter education programs.



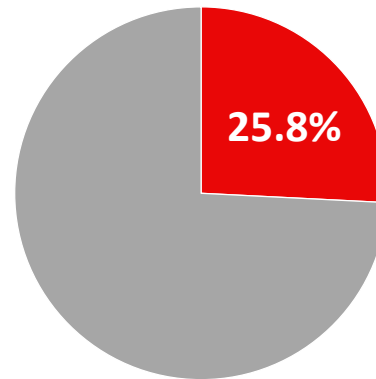
Millennials and unmarried women have far and away the largest shares.

Vote Eligible Population

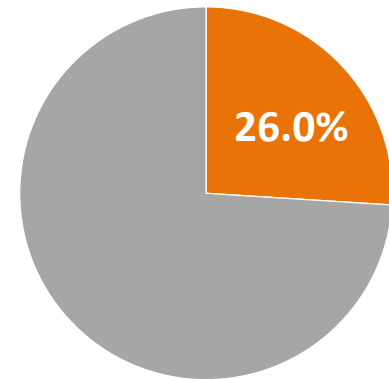


Other people of color make up 3.0% of the VEP.

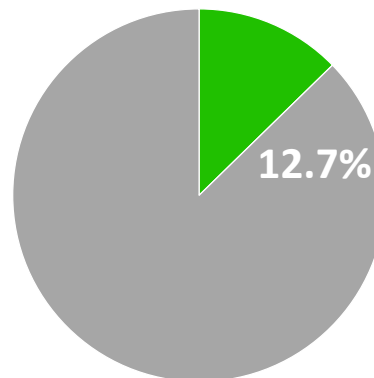
Unmarried Women



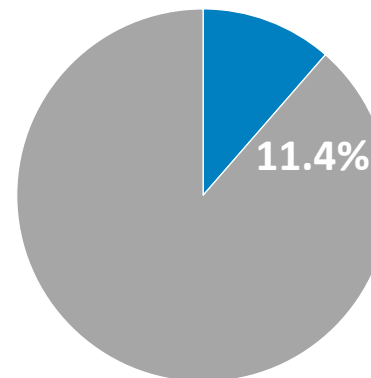
18-32 Year Olds



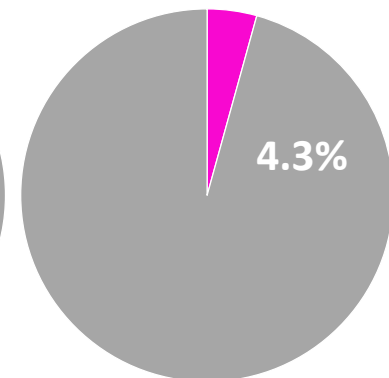
African Americans



Latinos

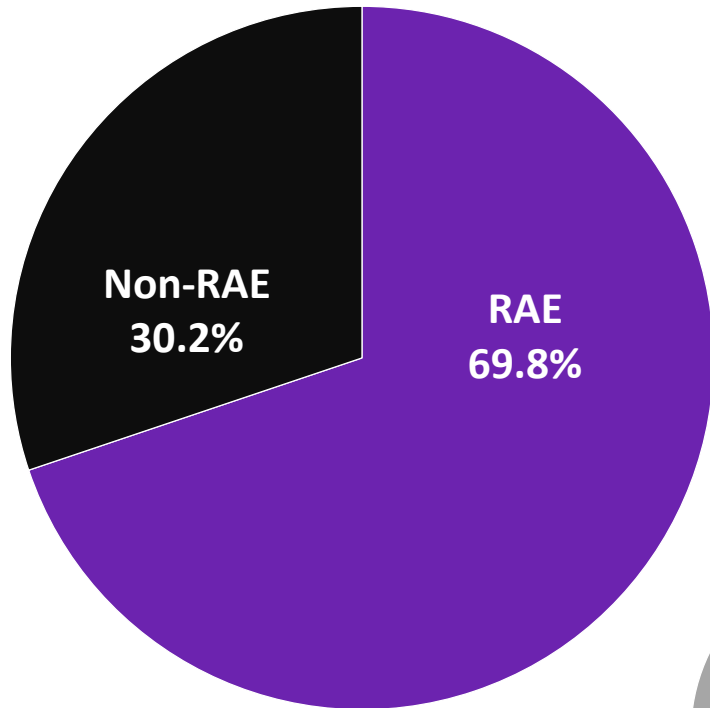


Asian Americans

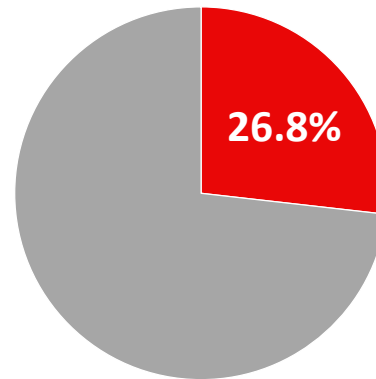


Here in California, nearly 70% of the Vote Eligible Population fall within the RAE.

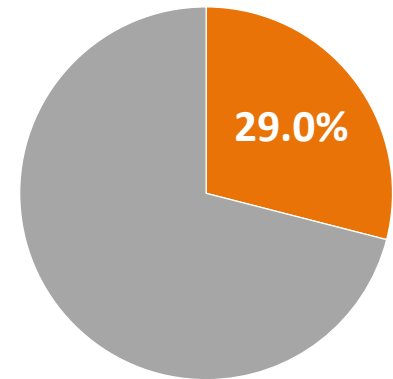
Vote Eligible Population



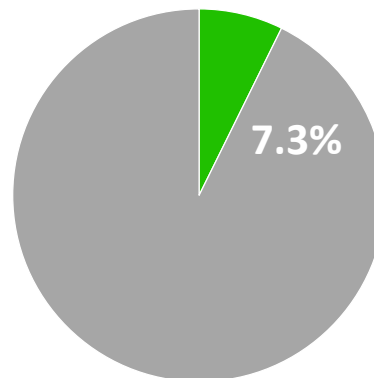
Unmarried Women



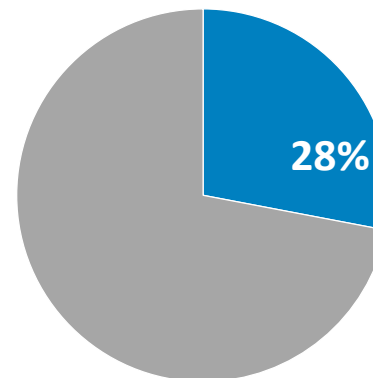
18-32 Year Olds



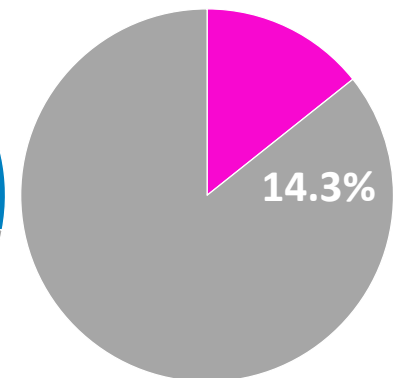
African Americans



Latinos



Asian Americans



Other people of color make up 18.8% of California's VEP.

Source: CPS November 2014

* Percentages denote share of that group within the Vote Eligible Population (VEP) i.e. unmarried women are 26.8% of the VEP

Realities of American Families

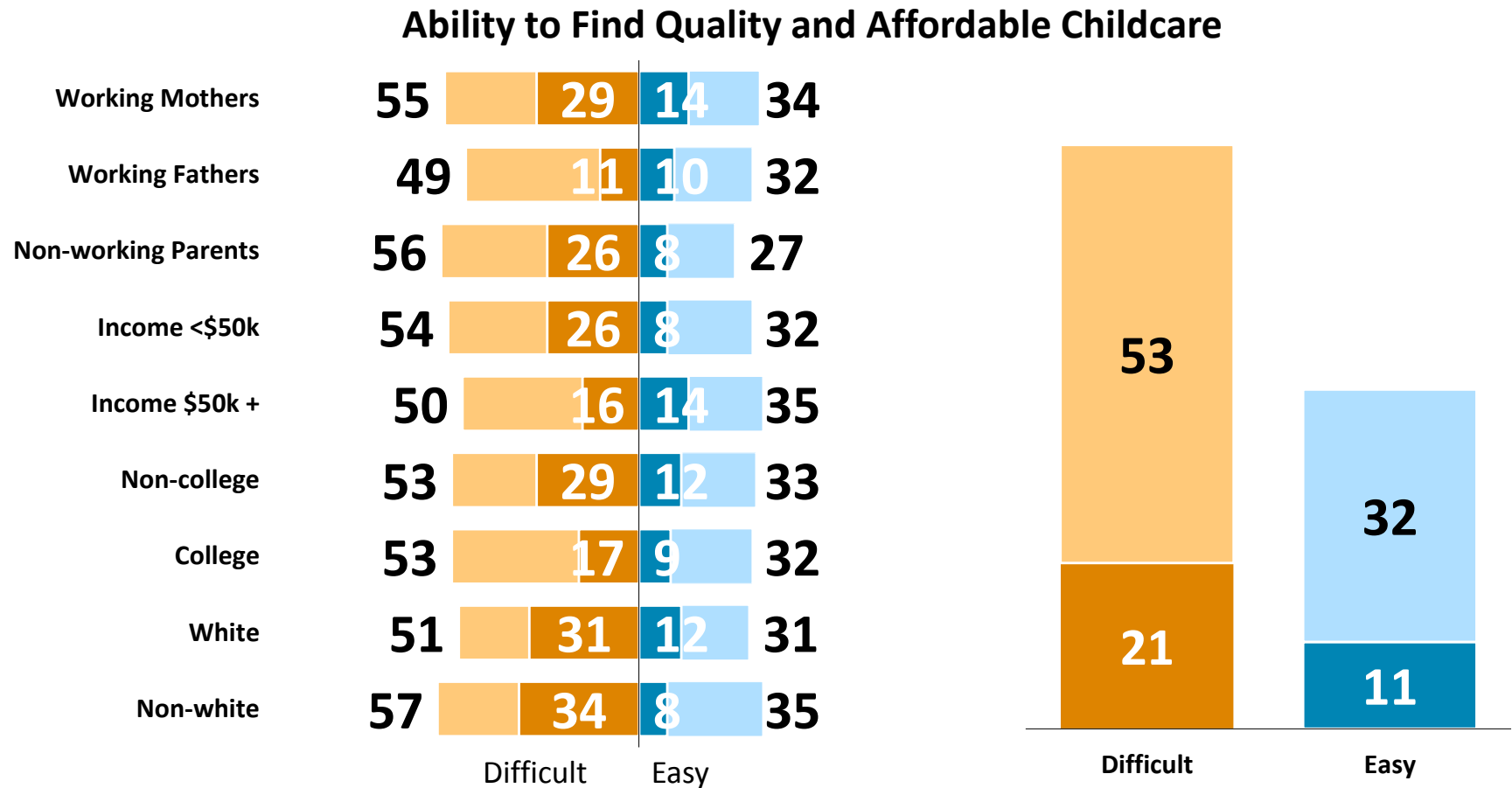
- **Across regions and family types, child care costs account for the greatest variability in family budgets.**
 - Monthly child care costs for a two-parent, one-child household range from \$344 in rural South Carolina to \$1,472 in Washington, D.C. In the latter, monthly child care costs for a two-parent, three-child household are \$2,784—nearly 90 percent higher than for a two-parent, one-child household.
 - **Among two-parent, two-child families, child care costs exceed rent in 500 out of 618 family budget areas (81 percent).**
- Subsidies for child care are available only for low income families and are scarce and sporadic even for them. **Only about 30 percent of low income families using center-based child care receive these subsidies. Middle income families receiving subsidies is negligible** – only 3 percent for an in-home care center.

Sources: Elise Gould, Tanyell Cooke, and Will Kimball. *What Families Need to Get By: EPI's 2015 Family Budget Calculator*. August 26, 2015.

<https://www.americanprogress.org/issues/labor/news/2012/08/16/11978/fact-sheet-child-care/>



Among parents with kids under 18 at home, a majority have found finding quality and affordable childcare to be difficult.

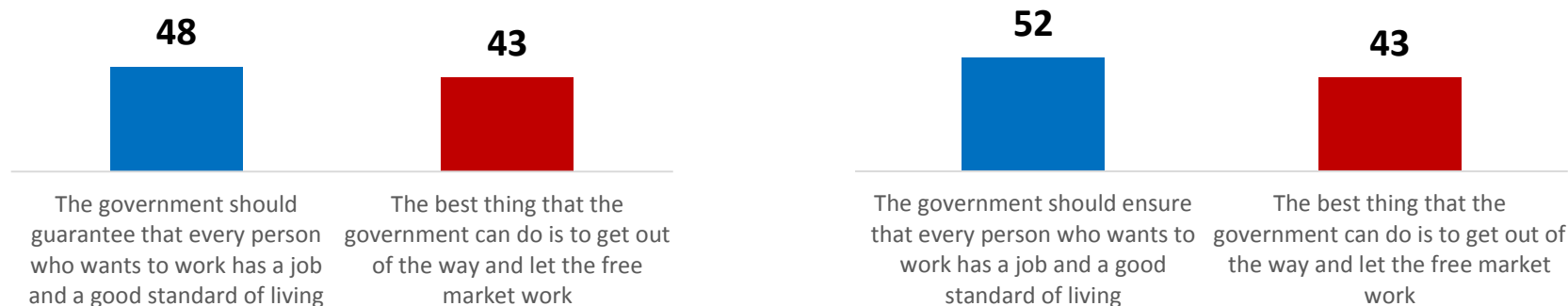


Q: (Among parents with kids under 18 at home) In your personal experience, has finding quality and affordable childcare been very ease, somewhat easy, somewhat difficult or very difficult?

This Washington Post poll was conducted by telephone June 24-July 5, 2015 among a random national sample of 1,636 adults, including users of both conventional and cellular phones. The results from the full survey have a margin of sampling error of plus or minus 3.0 percentage points. The error margin is 6.0 points among the sample of 391 parents with children under 18.

Americans believe that government should play a role in ensuring that every person who wants to work has a job and a good standard of living. People support government programs that bring people out of poverty, but many Americans show strong sensitivity toward paying for it through increased taxes.

Which of these statements better describe what you would like to see national leaders and the Federal government doing? (2015)



2015	Total	Gender		Age					Race			Income		Targets		
		M	W	<30	30-39	40-49	50-64	65+	W	AA	L	<\$50k	\$50k+	B	O	P
Gov't should guarantee	48	43	53	67	65	46	45	29	42	69	59	52	43	91	3	47
Gov't should get out of the way	43	51	36	27	34	43	39	67	50	19	36	38	50	4	96	41
Gov't should ensure	52	46	58	73	61	53	52	33	45	87	63	53	50	90	1	53
Gov't should get out of the way	43	52	34	25	36	43	44	59	50	-	34	40	47	5	99	40

In 2015 Lake Research Partners and ASO Communications designed and administered a survey which was conducted online March 22-31, 2015. The survey reached a total of 1043 likely 2016 voters including oversamples of African Americans (100), Hispanics (120), and voters under 30 (50). In January of 2015, Lake Research Partners conducted focus groups in Columbus OH (January 12th) among married white women, African American men and women, and non-college white men, and in Baltimore MD (January 14th) among unmarried women between 35-50, women under 30 with a mix of race, and Latina women.



CENTER for
COMMUNITY CHANGE

Messaging that puts the family front and center works best both consciously (high convincing rating after hearing messages) and unconsciously (mean dial rating).

Family Comes First

They may drive you crazy but everyone knows, **family comes first**. Providing for your family and being there when they need you isn't negotiable. **Every working parent should get paid enough to care for their kids** and set them off toward a great future. If politicians want to talk "family values", it's time they start valuing families – and that means making sure all Americans have a job that **allows them to make ends meet**.

Patriotism (With Discrimination)

You wouldn't know it from politicians but Americans stand largely united. **We work for our families**. We pitch in for our communities and we believe in America. We want to leave things better for our children. To get there we have to **create good stable jobs for anyone willing to work**, that provide benefits and pay you can **sustain a family on and end racial and gender discrimination**. We believe everyone means everyone, no exceptions.





The Status of Funding for Education in the United States

Since 1960, the federal government has provided funding for child care and early education programs sporadically, with inconsistent funding both in amount and purpose from year to year. As a result, today's funding of child care is a disorganized collection of miscellaneous funding streams with no constant goals, standards, or structure.

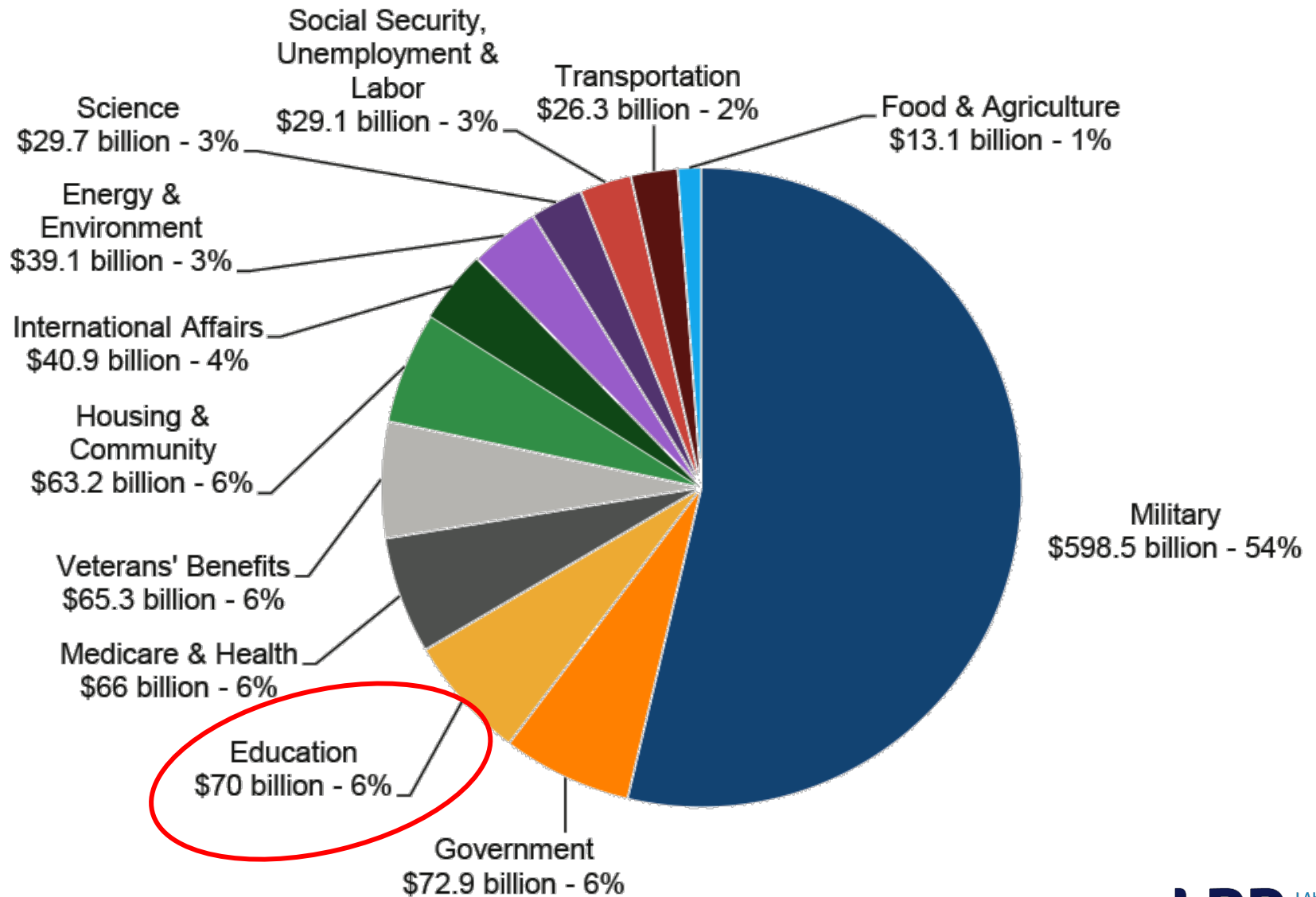


Funding Child Care, Pre-K Education, and After School Programs for All Children



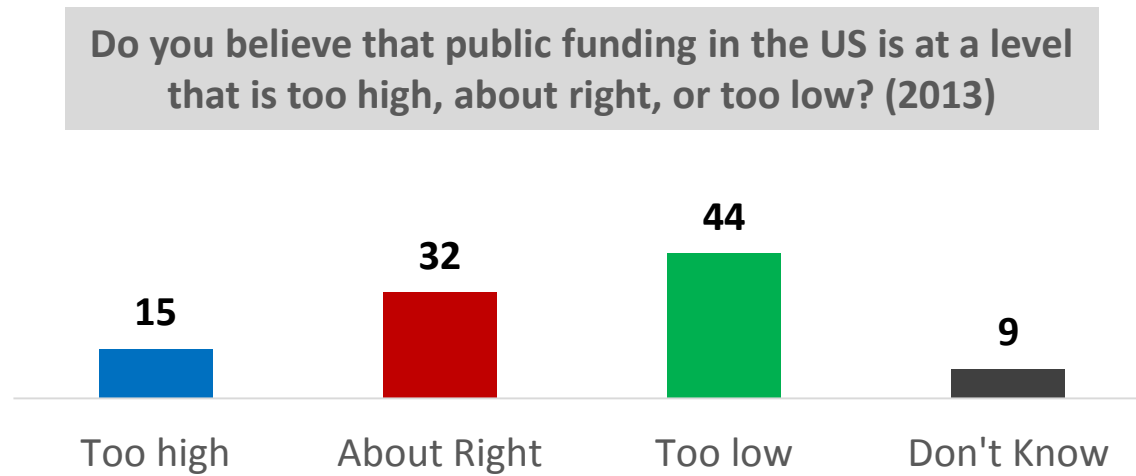
- The demand for early childhood education and child care continues to increase, thanks in part to more Americans recognizing how critical child experiences in their early years are.
- **Ensuring high-quality, affordable child care to all families is a goal of national importance.**
- In order to ensure such things are available regardless of a child's zip code, the US needs a comprehensive financing system – which can built on systems at the local level that are already in place.

Breakdown of Federal Discretionary Spending: 2015



State and local communities provide the vast majority of funding to schools, while, on average, the Federal government provides only 9 percent of a school district's budget.

- **When asked where they wanted their tax money to be spent, a majority of Americans (51%) name education as a priority**, followed by health care and national defense.
- More than half of the 50 states provide less than 50 percent of their schools' budget. Other states, including Illinois, South Dakota, and Texas provide the least amount, at around 32 percent.



Sources: U.S. Census Bureau, 2008; NBC News Online Survey, April 6-8, 2015 among a national sample of 2052 adults with margin of error at +/-3.0%.; Braun Research, April 1 - April 8, 2013 and based on 1,000 telephone interviews. Sample: National adult.

In research for *Next Generation*, we found majorities of voters saying they are willing to pay more personally in taxes, but if the funds were dedicated to either pre-K or higher education programs specifically, they do so at a lower intensity.

Willingness to Personally Pay More in Taxes, by Party				
	All Voters	Democrats	Independents	Republicans
Pre – K				
Very + Somewhat Willing	56	73	47	42
A little + Not at All Willing	43	27	50	56
K – 12				
Very + Somewhat Willing	68	81	59	57
A little + Not at All Willing	30	19	36	41
Higher Education				
Very + Somewhat Willing	55	71	49	40
A little + Not at All Willing	44	29	49	59



Voters' Support for a Kids-centric Agenda

An agenda of boosting working families is strongly supported, especially regarding racial discrimination, children, and poverty.

	% Strongly Support	% Total Support	% A Lot of Weight to the Pope's Support
Taking steps to end racial discrimination and promoting racial justice in our society	61	88	48
Guaranteeing earned paid sick time for recovery from injury or illness or to help a family member recover	51	87	32
Making a major investment in children and poverty that includes early education and child health care even if it means increasing your taxes	46	80	36
Raising the minimum wage to \$15 an hour to help workers sustain their families	42	62	32

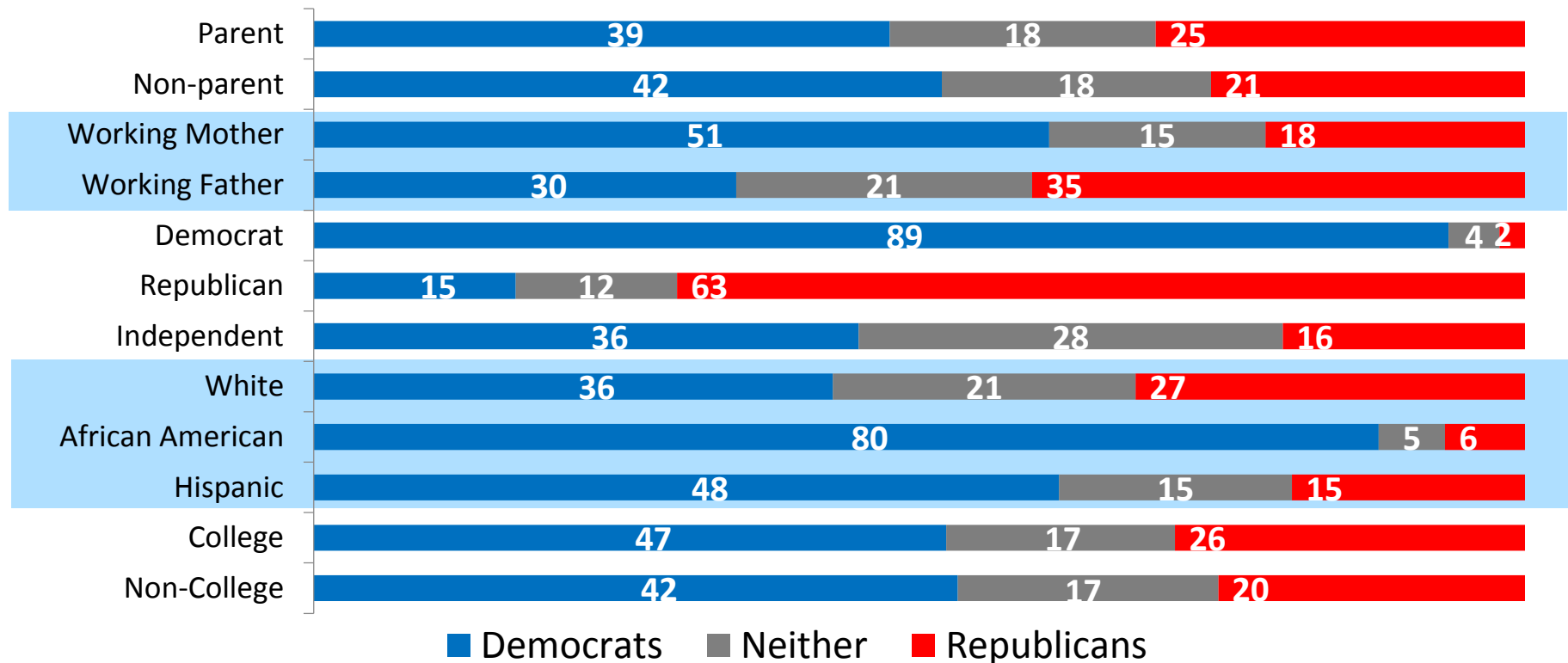
All questions asked of half the sample.

Here are some potential policies others have discussed as a way to boost working families trying to make ends meet. Please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose that policy.

Here are some potential policies other people have discussed as a way to boost working families trying to make ends meet. If you learned that Pope Francis supported each policy, would you give that a lot of weight, some weight, a little weight, or no weight at all in how you feel about the issue?

A plurality of adults trust the Democratic Party will do a better job of ensuring affordable and quality childcare is available, including a majority of working mothers, Democrats, and African Americans.

Political Party Trusted with Ensuring Childcare



Q: (All Adults) Which political party, the Democrats or the Republicans, do you trust to do a better job ensuring availability of affordable and quality childcare?

This Washington Post poll was conducted by telephone June 24-July 5, 2015 among a random national sample of 1,636 adults, including users of both conventional and cellular phones. The results from the full survey have a margin of sampling error of plus or minus 3.0 percentage points. The error margin is 6.0 points among the sample of 391 parents with children under 18.

“The question is not whether early childhood education is a good idea. It’s how best to encourage it.”

-- Lamar Alexander, (R-TN)

Early Childhood Development

“I believe getting off to a good start should be our children's birthright, part of the basic bargain that we have with each other as a nation. Every child should have the tools and the skills to thrive in tomorrow's economy, especially those kids from our most vulnerable and at-risk communities.”

-- Hillary Clinton, (D)

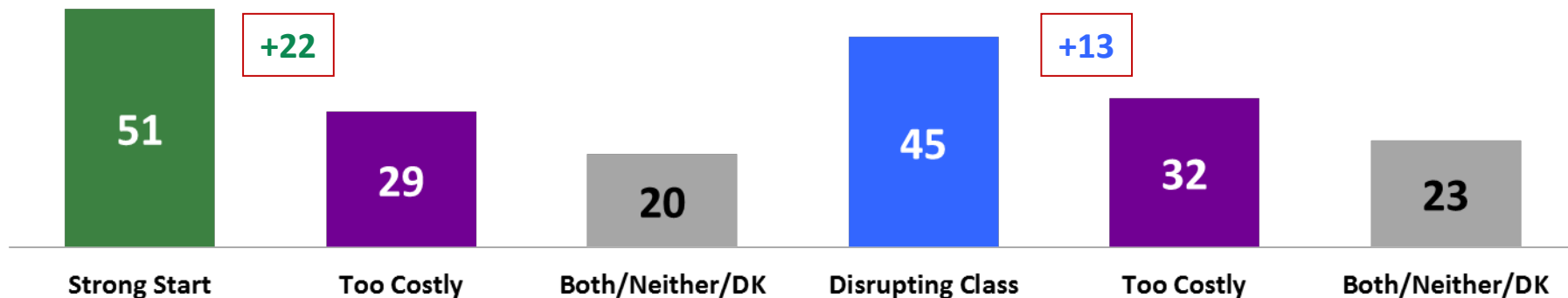
High quality pre-k should concern everyone, not just liberals.

- While children in a number of countries around the world, including Sweden, Japan, Ireland, France, Spain, and the United Kingdom have access to universal pre-k, American children do not.
- 70 percent of Americans “favor using federal money to make sure high-quality preschool education programs are available for every child in America.”
- Studies have shown that **early investments into children’s education result in larger returns later in life in terms of academic achievement, employment, and income.** It can also result in reducing crime and teen pregnancy.

Support for pre-K and increasing funding remains strong, with women, young voters, parents, and Democrats among the strongest of supporters. Focusing on the strong early start that pre-K gives children is stronger with voters than emphasizing that children arriving at kindergarten ready to learn will minimize class disruptions.

Our Side – Strong Start: Some/Other people say children who come to kindergarten without the skills they need, often stay behind and struggle in school. Quality pre-K programs not only prepare children for reading and math, but also for paying attention, following directions, and getting along with others. Pre-K programs give children a chance to learn, become excited about school and be better students. This strong early start means they have a better chance of doing well in school.

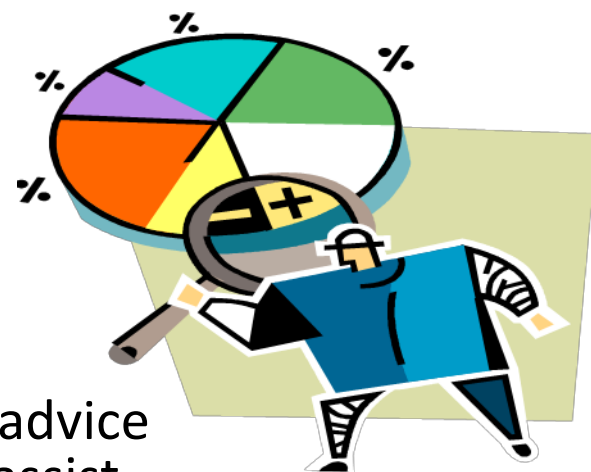
Our Side – Disrupting Class: Some/Other people say children who come to kindergarten without the skills they need, often stay behind and struggle in school. They also hurt the learning opportunities for other kids through disruptions in class. Quality pre-K programs not only prepare children for reading and math, but also for paying attention, following directions, and getting along with others. Making sure ALL children arrive in Kindergarten ready to learn will minimize the disruptions from unprepared children on the rest of the class.



*Split Sampled Questions

Polling 101 – You Can Use Polling to Bolster Support for Local Funding

- Pollsters conduct qualitative (focus groups) and quantitative (surveys) research, prepare strategic advice for campaigns, initiatives, and organizations, and assist in the dissemination of data to the press and for fundraising purposes.
- Before fielding a poll, you need defensive and opposition research, knowledge of strengths and vulnerabilities to use for message testing, etc.
- Remember, a poll is just a “snapshot” in time. Things can change with the wind. You and your campaign listen to the voters, not just the polls.



Questions?

Comments?





Washington, DC | Berkeley, CA | New York, NY

LakeResearch.com

202.776.9066

Celinda Lake

Clake@lakeresearch.com