



**WISCONSIN EARLY CHILDHOOD EDUCATION ISSUES SURVEY**  
**220-5931-WT**  
**N=605**  
**MARGIN OF SAMPLING ERROR ±4.0% (95% CONFIDENCE INTERVAL)**  
**A/B SPLITS**

Hello, I'm calling from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything or ask for a donation, but I would like to have you take a few minutes to answer a brief survey about issues that are important to voters in Wisconsin. May I speak with \_\_\_\_\_? **(MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED -- OTHERWISE TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering others?

- Yes, cell and can talk safely ----- 80%
- Yes, cell and cannot talk safely ----- **TERMINATE**
- No, not on cell ----- 20%
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

B. First, just to make sure everyone is represented, please tell me in what year you were born?

- 2002-1996 (18-24) -----8%
- 1995-1991 (25-29) -----7%
- 1990-1986 (30-34) -----9%
- 1985-1981 (35-39) -----6%
- 1980-1976 (40-44) -----8%
- 1975-1971 (45-49) -----6%
- 1970-1966 (50-54) ----- 10%
- 1965-1961 (55-59) -----7%
- 1960-1956 (60-64) ----- 10%
- 1955-1946 (65-74) ----- 17%
- 1945 or earlier (75 & over) ----- 11%
- (DON'T READ) Prefer not to say -----2%**

1. Now, I would like to ask your impressions of some people and organizations in public life. As I read each name, please tell me whether your impression of that person or organization is generally favorable or unfavorable. If you don't recognize a name or if you have heard about the person but do not have enough information to offer an opinion just say so. **(IF FAVORABLE/ UNFAVORABLE, ASK: Is that very FAVORABLE/ UNFAVORABLE or just somewhat?)** Here's the first one: **(RANDOMIZE)**

	<u>VERY FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>VERY UNFAV</u>	<u>HRD OF /CR</u>	<u>NEVER HRD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[ ]a. Governor Tony Evers -----	31%	23%	9%	34%	4%	0%	53%	43%
[ ]b. The Wisconsin State Legislature-----	7%	25%	17%	28%	17%	6%	32%	45%

2. Next, I am going to read you a series of statements. After I read each one, please tell me whether you agree or disagree. **(IF AGREE/DISAGREE, ASK: Is that strongly AGREE/DISAGREE or just somewhat?)** **(RANDOMIZE)**

	<u>STR AGREE</u>	<u>SMWT AGREE</u>	<u>SMWT DISAG</u>	<u>STR DISAG</u>	<u>(DK/NA)</u>	<u>TOTAL AGREE</u>	<u>TOTAL DISAG</u>
[ ]a. Children who attend early childhood education programs end up learning more quickly when they start school-----	48%	32%	8%	3%	9%	80%	11%
[ ]b. Expanding access to quality early childhood education programs benefits all residents, not just parents-----	55%	28%	9%	3%	4%	83%	13%

**(SPLIT SAMPLE A ONLY)**

[ ]c. It will not be possible to fully restart the economy and get businesses open again until parents have safe, reliable child care for their young children -----	37%	32%	18%	10%	4%	68%	27%
[ ]d. It would be nice if one parent could stay home when children are young, but nowadays it takes two incomes to have enough money to raise a child -----	47%	35%	8%	6%	4%	82%	14%

**(SPLIT SAMPLE B ONLY)**

[ ]e. Having safe, reliable child care for young children is crucial for parents to able to work and contribute to the economy -----	68%	25%	3%	2%	2%	93%	5%
[ ]f. Like healthcare and education, high-quality, affordable child care for families with young children is an essential service -----	63%	24%	10%	3%	1%	86%	12%

**(RESUME ASKING ALL RESPONDENTS)**

3. Next, I am going to ask you a couple of questions about early care and education in Wisconsin. Do you think there is a great need for additional funding for early care and education programs, some need, a little need or no real need for additional funding?

**GREAT/SOME NEED ----- 64%**  
 Great need ----- 35 %  
 Some need ----- 29 %

**LITTLE/NO REAL NEED ----- 26%**  
 A little need----- 12 %  
 No real need ----- 14 %

**(DON'T READ) Don't know/NA----- 10%**

4. More specifically, some people have suggested that Wisconsin State government should increase its investment in early care and education programs by about 60 million dollars per year to increase the number of children served, improve the training of the educators who work in these programs; and prevent program closures during the pandemic. Do you support or oppose that proposal? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

**TOTAL SUPPORT ----- 63%**  
 Strongly support ----- 34 %  
 Somewhat support ----- 29 %

**TOTAL OPPOSE ----- 30%**  
 Somewhat oppose----- 17 %  
 Strongly oppose----- 13 %

**(DON'T READ) Don't know/NA-----7%**

5. Next, I am going to mention a few elements of a proposal to increase investments in quality child care and early care and education. After each one, please tell me if you support or oppose that element of the proposal. **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”) (RANDOMIZE)**

	<u>STR</u> <u>SUPP</u>	<u>SMWT</u> <u>SUPP</u>	<u>SMWT</u> <u>OPP</u>	<u>STR</u> <u>OPP</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>SUPP</u>	<u>TOTAL</u> <u>OPP</u>
[ ]a. Establishing an emergency fund to prevent early care and education businesses from closing in the wake of COVID-19 -----	45%	29%	11%	11%	4%	74%	22%
[ ]b. Raising the income cutoff for publicly-funded infant and toddler early care and education programs so that more children qualify-----	43%	26%	10%	12%	9%	69%	22%
[ ]c. Increasing the amount of state funding provided to early care and education programs so it comes closer to covering the true cost of operating the programs-----	43%	28%	12%	11%	6%	71%	23%
[ ]d. Restoring funding that was previously cut from early care and education programs -----	44%	26%	13%	11%	7%	70%	23%
[ ]e. Increasing state funding for early care and education programs to qualify for more federal matching funds-----	46%	26%	11%	11%	6%	72%	23%
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]f. Increasing the number of early care and education programs in areas of the state where they are least available now -----	46%	29%	11%	10%	4%	76%	20%
[ ]g. Recruiting and retaining qualified early childhood educators-----	57%	27%	6%	7%	4%	83%	13%
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]h. Increasing the number of early care and education programs in high-poverty areas of the state -----	51%	28%	7%	8%	5%	80%	15%
[ ]i. Increasing the compensation of early childhood educators-----	43%	31%	9%	9%	7%	75%	18%

**(RESUME ASKING ALL RESPONDENTS)**

6. Suppose you representative in the State Legislature supported this package of proposals to improve access to quality early care and education. Would that make you *more* likely to vote for them, *less* likely to vote for them, or would it make no difference in your attitude toward them? **(IF MORE/LESS LIKELY, ASK: Is that much MORE/LESS likely, or just somewhat?)**

**TOTAL MORE LIKELY ----- 51%**  
 Much more likely----- 25%  
 Somewhat more likely ----- 27%

**TOTAL LESS LIKELY ----- 13%**  
 Somewhat less likely -----6%  
 Much less likely-----7%

Would make no difference ----- 31%  
**(DON'T READ) DK/NA -----5%**

7. Next, I am going to read you some statements from supporters of the proposal to increase state investments to improve access to quality early care and education in Wisconsin. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as reasons to support the proposal. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

**(SPLIT SAMPLE A ONLY)**

[ ]a. **(BRAIN DEVELOPMENT)** Research shows that a child’s brain develops most dramatically during the first few years of life. During this critical period, a window of opportunity exists to lay the foundation for all of the years that follow. This proposal protects and expands access to quality early care and education programs so we can prepare more Wisconsin children to learn, grow and succeed.

<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
43%	33%	15%	6%	3%	76%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
[ ]b. <b>(LONG-TERM)</b> Before the coronavirus pandemic hit, our early care and education system was already struggling – without enough programs to meet the needs of Wisconsin families, low pay for educators, and parents paying too much for care. The pandemic has made the challenges even harsher. We need to take this opportunity to invest in rebuilding and improving our early care and education systems to be better prepared for the future. -----	40%	34%	14%	9%	3%	74%
[ ]c. <b>(WORKING POOR)</b> Tens of thousands of young children are left out of our current early care and education system because their family makes too much to qualify for a state subsidy, but not nearly enough to afford child care on their own. This proposal helps close this gap and lets more working families enroll their young children in quality early care and education programs to help them learn, grow and succeed. -----	41%	33%	12%	9%	5%	74%
[ ]d. <b>(CHILDREN BEHIND)</b> Far too many young children don't receive adequate child care because their parents simply can't afford it. Those children spend much of their days in front of electronic devices like TVs, phones and iPads. As a result, they end up behind – struggling to keep up with their peers at school, repeating grades, or leaving school altogether. This proposal includes much-needed funding for early care and education programs to give more children the strong foundation they need to make it through school and have a better chance for a brighter future. -----	40%	32%	15%	8%	5%	72%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]e. <b>(LOST)</b> Approximately 30% of the state’s early care and education capacity has been lost during the coronavirus pandemic and more programs are on the verge of closing. This proposal includes both emergency short-term and long-term funding to keep these struggling early care and education programs open through the pandemic and stable for the future. -----	35%	35%	19%	7%	4%	70%
[ ]f. <b>(PARENTS)</b> Before the coronavirus pandemic, many families needed two incomes to get by – and many single parents were forced to work multiple jobs. Many parents relied on professional early care and education programs just to get through the day. Many of these programs are at risk of closing if they do not get the emergency funding in this proposal to keep them open to help our state’s economy restart and recover. -----	44%	31%	15%	8%	3%	75%
[ ]g. <b>(DESERTS)</b> Some areas of the state are way behind in the availability of early care and education programs. These child care “deserts” leave thousands of families without early care and education options for their young children. This proposal would address this problem by making sure the state is investing in early care and education programs specifically where they are needed most. -----	35%	32%	21%	9%	4%	66%
[ ]h. <b>(WORKFORCE)</b> Early childhood educators who serve infants and toddlers have one of the most important jobs: caring for young children and helping them learn, grow and be prepared to succeed. But it is hard to recruit and retain qualified educators because many of them only earn ten dollars per hour, with no benefits. This proposal increases the state’s investment in early childhood educators working with our young children at a crucial time in their lives. -----	48%	29%	12%	9%	2%	77%

**(RESUME ASKING ALL RESPONDENTS)**

8. Now that you’ve heard more about it, let me ask you again: do you support or oppose having the state government invest 60 million dollars per year to increase the number of children served in quality early care and education programs; improve the training of the educators who work in these programs; and prevent the closure of these programs during the pandemic? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

**TOTAL SUPPORT ----- 70%**  
 Strongly support ----- 40%  
 Somewhat support ----- 30%

**TOTAL OPPOSE ----- 25%**  
 Somewhat oppose ----- 11%  
 Strongly oppose ----- 14%

**(DON'T READ) Don't know/NA-----5%**

**Next, I am going to read you a statement from opponents of the proposal to increase state investments to improve access to quality early care and education programs in Wisconsin. These opponents say that at this crucial time when we are fighting the health and economic impacts of the coronavirus, there are bigger priorities for the state then paying for parents to send their kids to child care programs. And the Governor just put 30 million dollars of federal coronavirus relief money into early care and education programs. Parents are responsible for raising their young children the right way, and putting more public money in these programs will just lead to more bureaucracy, regulation and government interference.**

9. Sometimes over the course of a survey like this people change their minds, and sometimes they do not. Let me ask you one last time: do you support or oppose having the state government invest 60 million dollars per year to increase the number of children served in quality early care and education programs; improve the training of the educators who work in these programs; and prevent the closure of these programs during the pandemic? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

**TOTAL SUPPORT ----- 67%**  
 Strongly support ----- 40%  
 Somewhat support ----- 27%

**TOTAL OPPOSE ----- 27%**  
 Somewhat oppose ----- 13%  
 Strongly oppose ----- 15%

**(DON'T READ) Don't know/NA-----6%**



10. Next, here is a list of people and organizations that may take a position on early care and education funding in Wisconsin. Please tell me if you would generally trust each person or organization’s opinion, or if you would be suspicious of it. If you have never heard of the person or organization, or do not have an opinion, you can tell me that too. **(IF “TRUST,” ASK: Would you trust them a great deal or just somewhat?) (IF “SUSPICIOUS,” ASK: Would you be very suspicious or just somewhat suspicious?) (RANDOMIZE)**

	TRUST			NEVER					
	GREAT	TRUST	SMWT	VERY	HRD	DK/NO	TOTAL	TOTAL	
	DEAL	SMWT	SUSP	SUSP	OF	OPIN	TRUST	SUSP	
[ ]a. Teachers in K through 12 schools -----	41%	33%	10%	11%	0%	5%	74%	21%	
[ ]b. Parents of young children-----	32%	41%	11%	4%	3%	10%	73%	15%	
[ ]c. Independent economists-----	8%	31%	22%	14%	5%	21%	39%	36%	
[ ]d. A leader in your religious community-----	15%	37%	18%	11%	1%	18%	52%	29%	
<b>(SPLIT SAMPLE A)</b>									
[ ]e. The Wisconsin Early Childhood Association -----	29%	23%	10%	9%	11%	18%	51%	19%	
[ ]f. State business leaders-----	4%	19%	34%	24%	3%	17%	23%	57%	
[ ]g. Pediatricians-----	47%	32%	7%	2%	1%	11%	79%	9%	
[ ]h. Child development experts at the University of Wisconsin--	45%	22%	9%	10%	4%	10%	67%	19%	
[ ]i. Early childhood educators ----	38%	33%	13%	6%	3%	6%	71%	19%	
<b>(SPLIT SAMPLE B)</b>									
[ ]j. State or local early childhood education advocates-----	28%	30%	17%	11%	4%	10%	59%	28%	
[ ]k. Small business owners in the state-----	22%	43%	16%	9%	0%	10%	65%	24%	
[ ]l. The Wisconsin chapter of the American Academy of Pediatrics -----	33%	34%	9%	4%	9%	11%	67%	13%	
[ ]m. Brain scientists at a local university -----	27%	28%	16%	12%	5%	12%	55%	28%	
[ ]n. Daycare workers -----	29%	45%	11%	6%	1%	9%	74%	17%	

**(RESUME ASKING ALL RESPONDENTS)**

**HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.**

11. Do you have any children ages 18 or under living at home?

Yes ----- **(ASK Q12)** -- 29%  
 No ----- **(SKIP TO Q14)** -- 69%  
**(DON'T READ) DK/NA - (SKIP TO Q14)** ----2%

**(ASK Q12 ONLY IF 'YES' CODE 1 IN Q11)**

12. I do not need to know the exact ages, but please tell me if you have any children in the following age ranges: **(ACCEPT MULTIPLE RESPONSES)**

Under age 3-----	22%
3-5-----	20%
6-10-----	38%
11-14-----	35%
15-18-----	30%
<b>(DON'T READ) DK/NA/Refused-----</b>	<b>2%</b>

**(ASK Q13 ONLY IF 'YES' CODE 1 IN Q11)**

13. Next, which of the following best describes your current employment status?

Employed full- or part-time-----	87%
Not currently working-----	13%
<b>(DON'T READ) DK/NA/Refused-----</b>	<b>0%</b>

**(RESUME ASKING ALL RESPONDENTS)**

14. How would you describe yourself politically: are you liberal, moderate, or conservative? **(IF LIBERAL/CONSERVATIVE ASK: "Is that very (LIBERAL/CONSERVATIVE) or just somewhat?")**

Very liberal-----	13%
Somewhat liberal-----	16%
Moderate-----	29%
Somewhat conservative-----	20%
Very conservative-----	16%
<b>(DON'T KNOW)-----</b>	<b>7%</b>

15. Generally speaking, do you think of yourself as a Democrat, a Republican, or something else? **(IF "DEMOCRAT" OR "REPUBLICAN", ASK: "Would you call yourself a strong (DEMOCRAT/REPUBLICAN) or a not very strong (DEMOCRAT/REPUBLICAN)?" ) (IF "INDEPENDENT" IS VOLUNTEERED, ASK: "Well, do you think of yourself as closer to the Democratic or Republican party?")**

Strong Democrat-----	25%
Not strong Democrat-----	10%
Independent/Democrat-----	7%
Independent-----	13%
Independent/Republican-----	7%
Not strong Republican-----	10%
Strong Republican-----	21%
<b>(DON'T KNOW/NA)-----</b>	<b>7%</b>

16. What was the last level of school you completed?

Grades 1-8 -----	0%
Grades 9-11 -----	1%
High school graduate-----	19%
Some college/Business vocational school-----	30%
College graduate -----	34%
Post-graduate work/Professional school -----	15%
<b>(DON'T KNOW)</b> -----	1%

17. With which racial or ethnic group you most identify yourself: Latino or Hispanic, African American or Black, White or Caucasian, Asian or Pacific Islander, or other ethnic or racial group?

Latino/Hispanic -----	2%
African American/Black-----	5%
White/Caucasian -----	82%
Asian or Pacific Islander -----	1%
Other group -----	4%
<b>(DON'T READ)</b> Prefer not to say -----	7%

18. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2019?

\$30,000 and under-----	14%
\$30,001 - \$60,000-----	23%
\$60,001 - \$75,000-----	13%
\$75,001 - \$100,000 -----	14%
More than \$100,000-----	22%
<b>(DON'T READ)</b> Refused-----	13%

<b>THANK AND TERMINATE</b>
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**GENDER: BY OBSERVATION**

Male-----	48%
Female-----	52%
Non-binary-----	0%

**FLAGS**

P14-----	20%
G14-----	66%
April 2016-----	62%
August 2016-----	25%
G16-----	82%
P18-----	41%
G18-----	84%
P20-----	44%
BLANK-----	5%

**MEDIA MARKET**

Milwaukee-----	39%
Madison-----	19%
Green Bay/Appleton-----	19%
Wausau/Rhineland-----	8%
LaCrosse/Eau Claire-----	8%
Duluth/Superior-----	2%
Minneapolis/St. Paul-----	4%

**REGION**

Milwaukee-----	15%
Milwaukee Metro-----	19%
Madison South-----	22%
Green Bay/Northeast-----	19%
Northwest-----	25%

**CITY**

Milwaukee-----	9%
Other-----	91%

**CONGRESSIONAL DISTRICT**

1-----	11%
2-----	14%
3-----	12%
4-----	11%
5-----	15%
6-----	13%
7-----	13%
8-----	12%

**SPLIT**

A-----	50%
B-----	50%

**MODE OF INTERVIEW**

Phone-----	51%
Online-----	49%