

To: Interested Parties

From: GBAO

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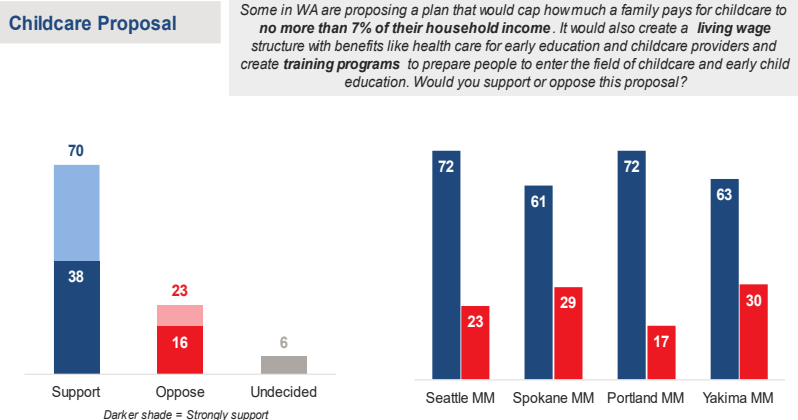
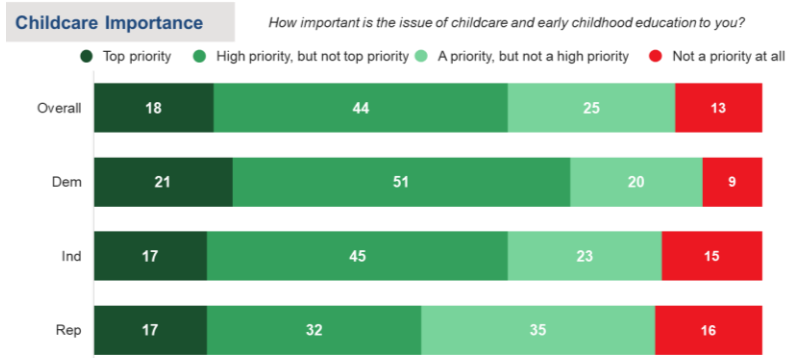
Washington Voters Support Candidates Who Are Committed to Expanded Investments in Childcare and Early Education

A recent survey of registered voters in Washington finds childcare and early education are priorities for most Washington voters. A large majority across party lines support a proposal that would cap costs, provide childcare workers with a living wage, and create training programs. Importantly, a majority of voters also say a candidate voicing support for this proposal would make them more likely to vote for them.

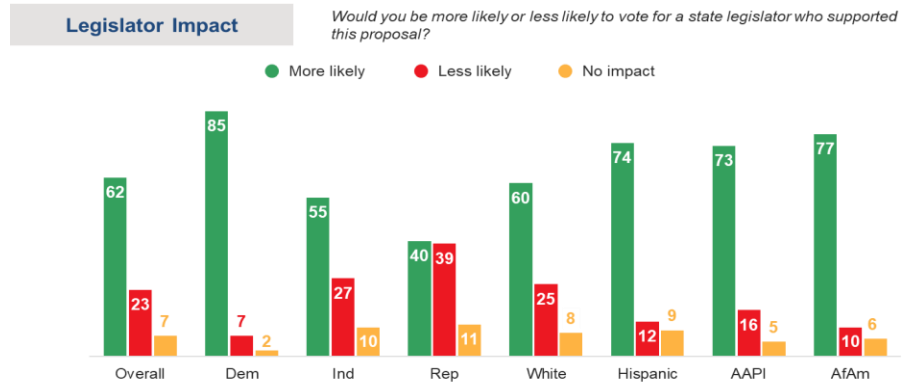
These are key findings from a survey of 800 voters including 600 registered voters and an additional oversample of 200 voters of color, fielded March 20-26, 2024 via landline, cell phone, and text-to-web on behalf of the Children’s Campaign Fund Action, One America Votes and Moms Rising. The sample was pulled from a voter file. The survey carries a +/- 4.0 percentage-point margin of error at the 95% confidence interval.

Key Findings

- Childcare and early education is an important priority for voters.** It is a priority for 87% of voters, including 91% of Democrats, 84% of Independents and 84% of Republicans.
- A large majority across party lines supports a proposal that would cap costs, provide childcare workers with a living wage, and create training programs.** Seven-in-ten voters support this proposal including 90% of Democrats, 63% of Independents, and 56% Republicans. It also has strong support from voters across the entire state including voters in the Spokane (61%), Portland (72%), and Yakima (63%) media markets.



- **Voicing support for this proposal would make voters more likely to vote for a candidate.** A majority (62%) of voters say that they would be more likely to support a state legislator who supported this proposal including a majority of independents (55%).



Conclusion

Voters in every part of the state overwhelmingly support a robust investment in addressing our childcare crisis that includes capping costs for families, raising wages for childcare workers, and creating strong statewide training standards. Further, childcare has clearly become an animating issue for voters, with nearly all voters identifying childcare as a priority and a plurality of voters – regardless of political affiliation – indicating that they are more likely to vote for a candidate in November if they support a plan like the one proposed in the poll. Voters are poised to create a strong childcare majority in Olympia, and candidates would do well to engage on this issue.