

# Groundwork Ohio Statewide Survey

December 7, 2021

**PREPARED BY:**

Neil Newhouse, Partner  
Jarrett Lewis, Partner



# METHODOLOGY

---

---

**On behalf of Groundwork Ohio, Public Opinion Strategies completed a statewide survey of 800 registered voters and an oversample of 400 parents with children under the age of five in Ohio.**

**The survey was conducted October 26-November 8, 2021 and has a margin of error of  $\pm 3.46\%$  for the registered voter sample and  $\pm 4.9\%$  for the parents' oversample.**

# Demographic Profile of Parents with Children Under Five



Ethnicity	% of Sample
<i>Whites</i>	<b>84%</b>
<i>People of Color</i>	<b>15%</b>
<i>African Americans</i>	<b>10%</b>
<i>Hispanics</i>	<b>5%</b>



Party	% of Sample
<i>Republican</i>	<b>33%</b>
<i>Independent</i>	<b>31%</b>
<i>Democrat</i>	<b>36%</b>



Geography	% of Sample
<i>A city</i>	<b>29%</b>
<i>A suburban area</i>	<b>53%</b>
<i>A small town/rural area</i>	<b>18%</b>



Gender	% of Sample
<i>Men</i>	<b>45%</b>
<i>Women</i>	<b>55%</b>

**\*Mentions of parents throughout this slide deck refer to the above group (unless otherwise noted).**



# Key Findings

## KEY FINDINGS

---

---

- 1. In an environment where labor shortages are pervasive across the state/country, child care has become an economic issue. More than 4-in-10 working parents say they have had to cut back on hours to care for their children in the last few months and nearly 60% of non-working or part-time working moms say they would go back to work if their child had access to quality child care at a reasonable cost.**
- 2. Ohio parents with young children are under incredible pressure, causing household economic problems. Nearly 1-in-2 parents with children under 5 say in the last few months, they have either had serious problems meeting work/family responsibilities, affording child care, or with child care that have impacted their work.**

## KEY FINDINGS

---

---

3. Parents make a direct connection between child care and the ability to work/make money. When asked an open-ended question about what child care means to them, the most common answer given is “work more”:
  - a. *(Among parents without child care) – What would having child care allow you to do that you don’t do now: WORK MORE*
  - b. *(Among parents with child care) – What does having child care allow you to do that you wouldn’t be able to otherwise: WORK MORE*

## KEY FINDINGS

---

---

- 4. Ohio voters believe the pandemic has put a strain on kids' mental health AND the mental health of their parents. It's as if the pandemic was a tipping point for many families.**
- 5. Ohio voters believe 24% of the state's education budget should be allocated towards early childhood education and parents believe that number should be 31%. Perhaps most importantly, even "strong" Republicans believe Ohio should spend much more on early childhood education.**

## KEY FINDINGS

---

---

- 6. Child care is expensive and these Ohioans recognize it – 80% of ALL Ohioans say child care is expensive where they live.**
- 7. Ohio’s voters are on our side in this debate, and early childhood education is an issue that can activate some of these voters. A majority of parents (58%) *strongly agree* that funding for early childhood education would be a top factor when voting for a political candidate. And, 48% of parents *strongly agree* that they would be willing to call/write an elected official to voice their support for more funding.**

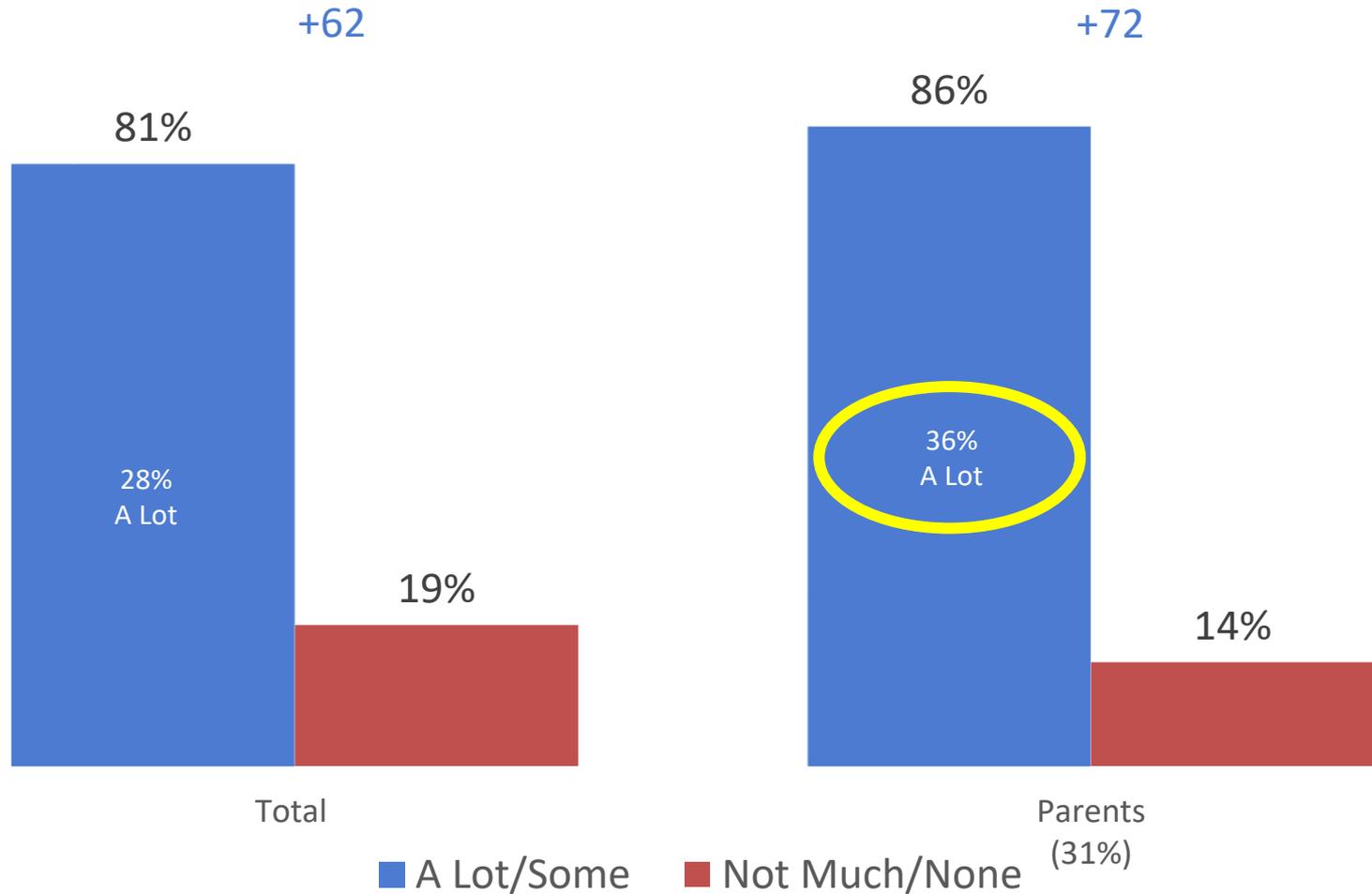
Groundwork

OHIO

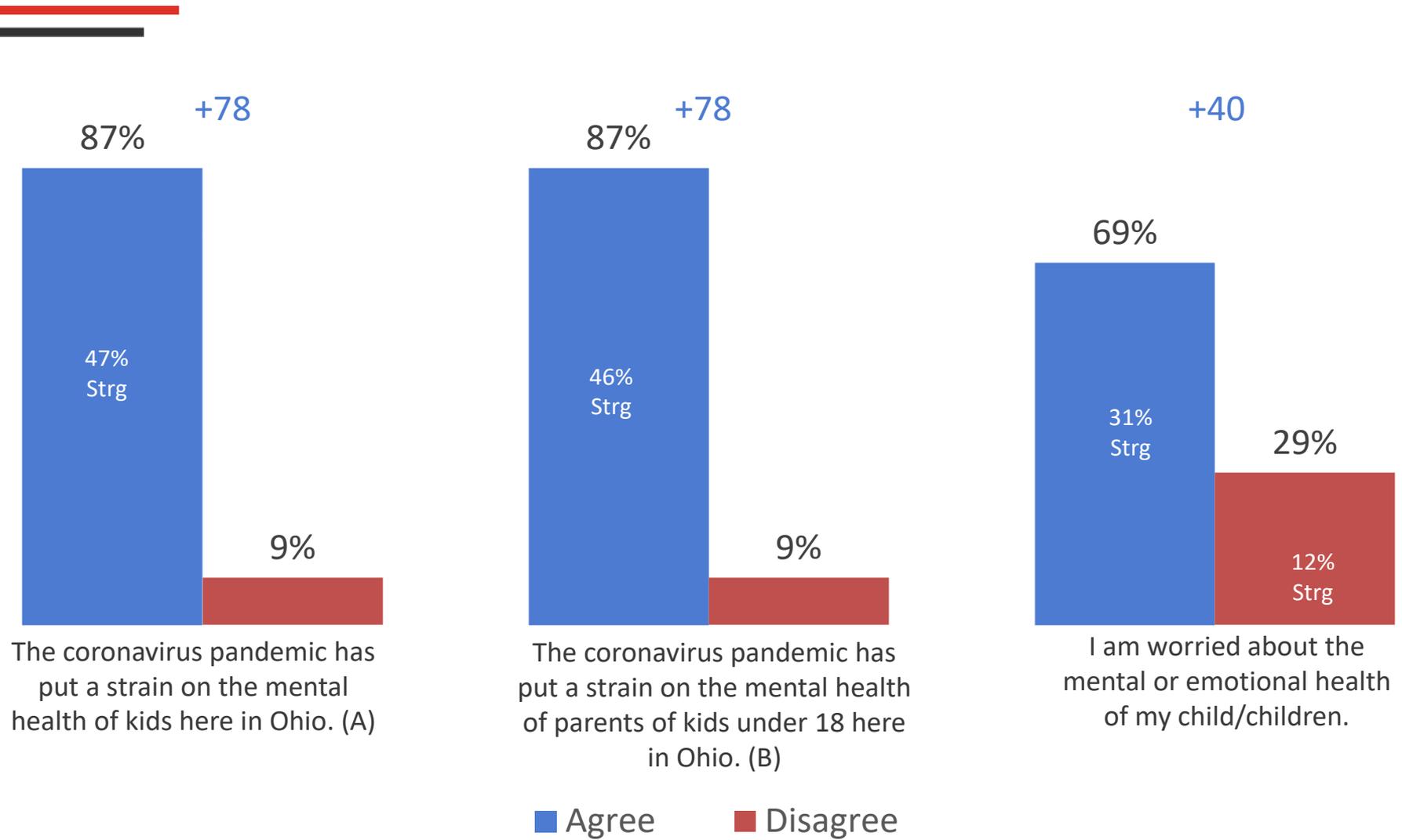


# A View of Ohioans

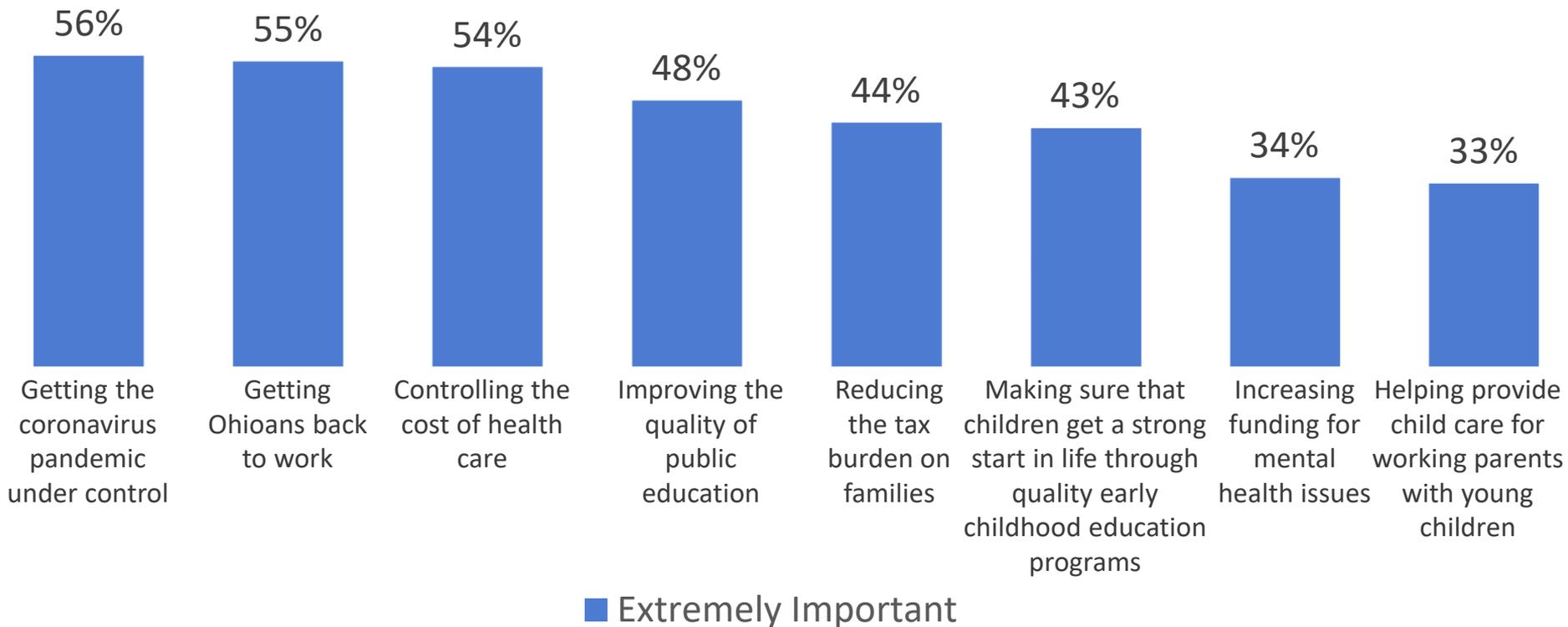
The vast majority of Ohioans have undergone stress from the COVID-19 pandemic, including more than one-third of parents who say it has caused “a lot” of stress for them and their families.



There is near unanimity that the pandemic has put a strain on the mental health of kids and parents in the state.



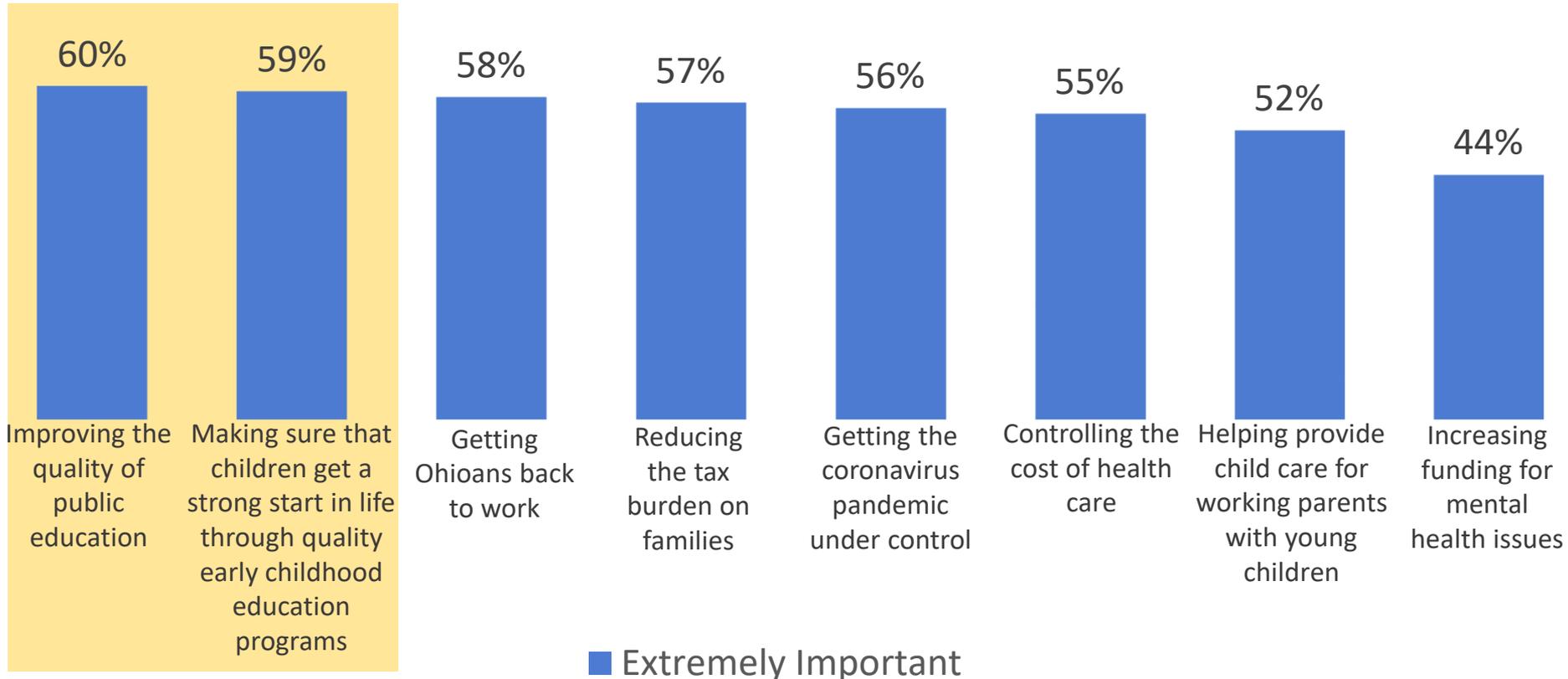
# Ohioans believe getting COVID-19 under control, getting Ohioans back to work, and controlling the cost of health care are the most important issues.



*Now please read some goals that people might have for Ohio right now, and rate how important you personally consider each goal to be – is it extremely important, very important, somewhat important or not that important to you?*

But, Ohio parents of young children are focused on the issues of quality public education and early childhood education.

*(ASKED AMONG PARENTS WITH CHILDREN <5)*

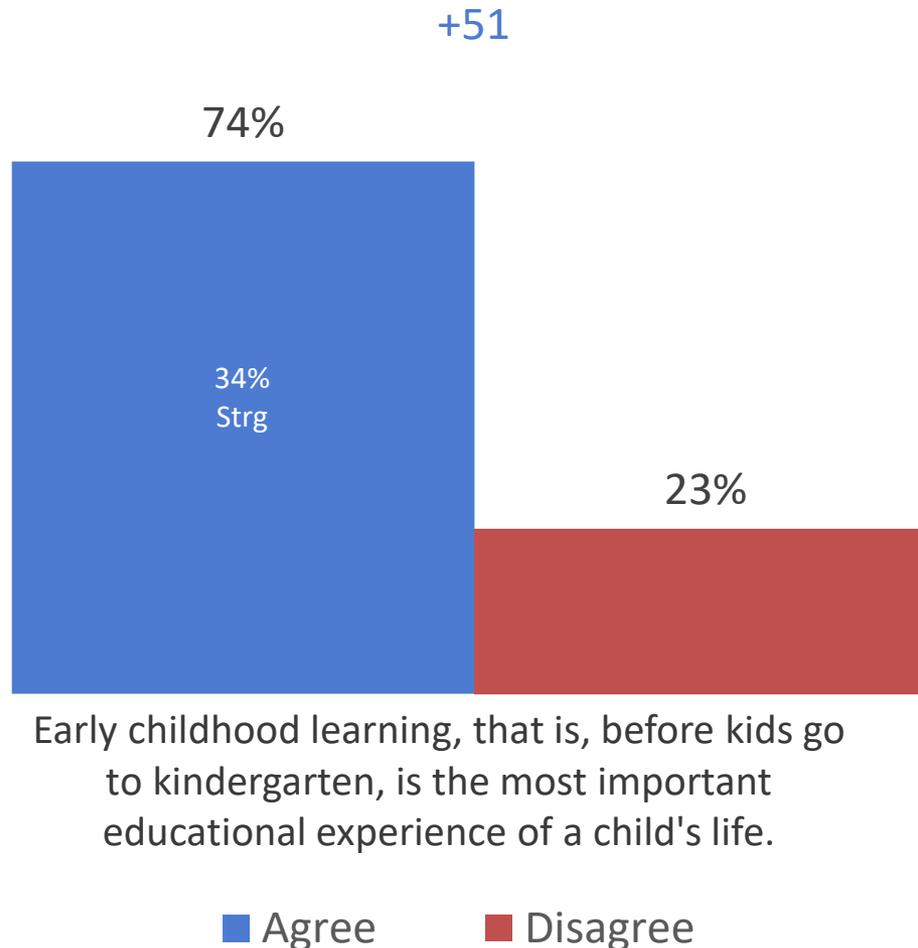


Now please read some goals that people might have for Ohio right now, and rate how important you personally consider each goal to be – is it extremely important, very important, somewhat important or not that important to you?



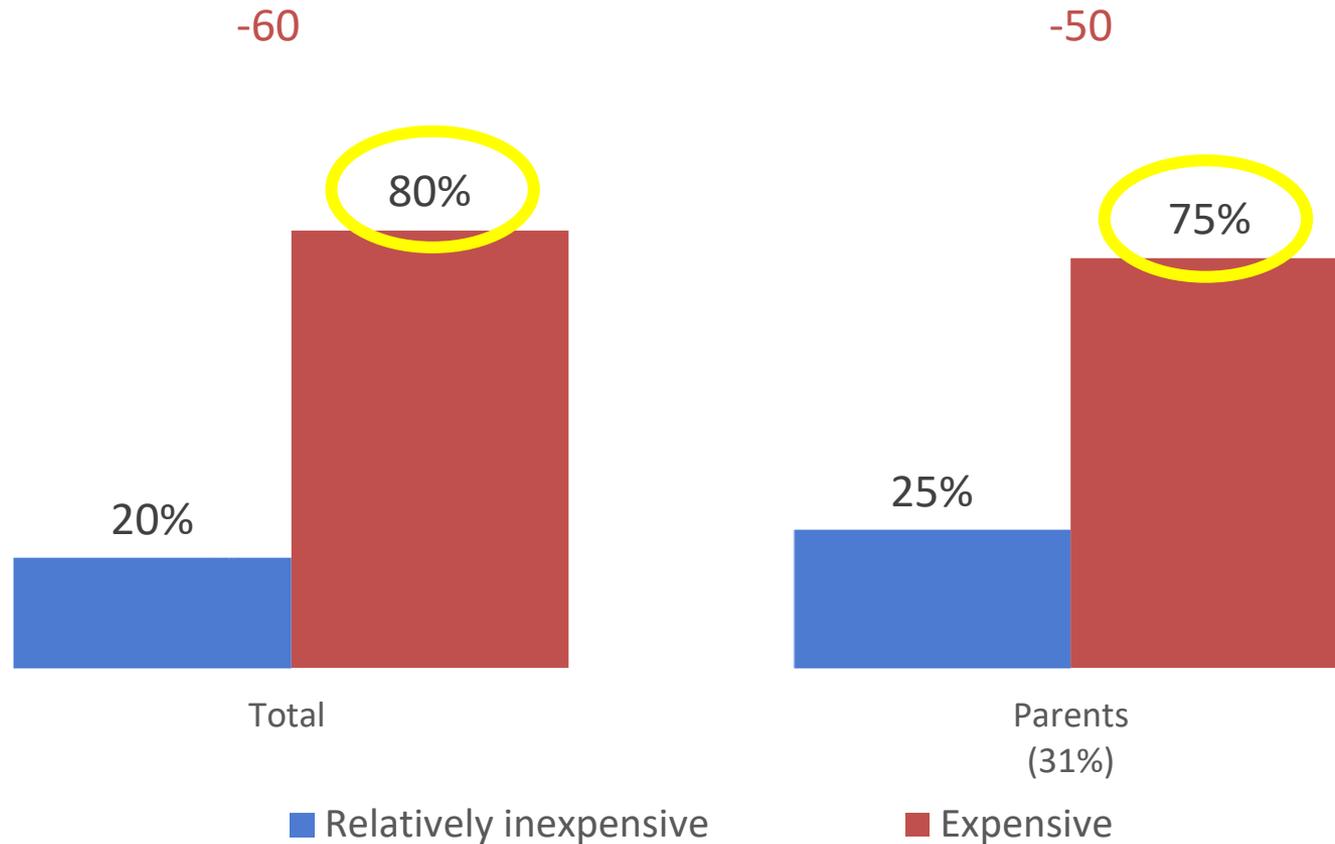
# Early Childhood Learning/ Child Care

Ohioans overwhelmingly agree that early childhood learning is the most important educational experience of a child's life.

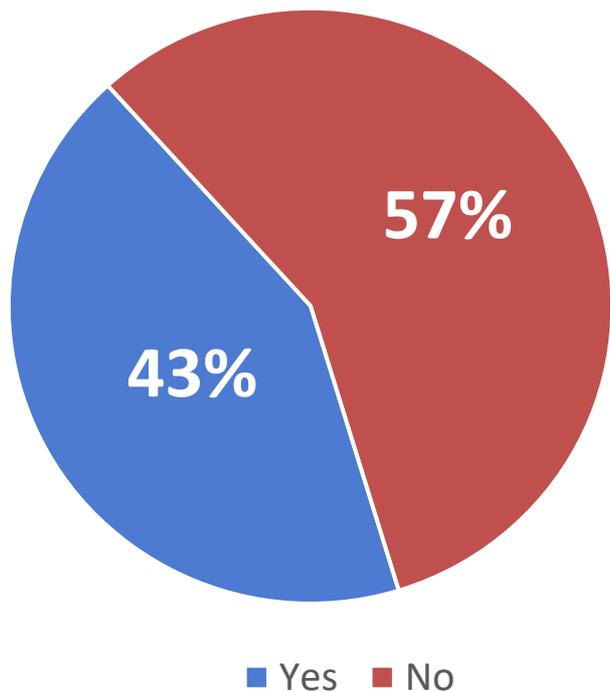


Early childhood learning, that is, before kids go to kindergarten, is the most important educational experience of a child's life.

# A strong majority of Ohio voters and parents believe child care is expensive where they live.

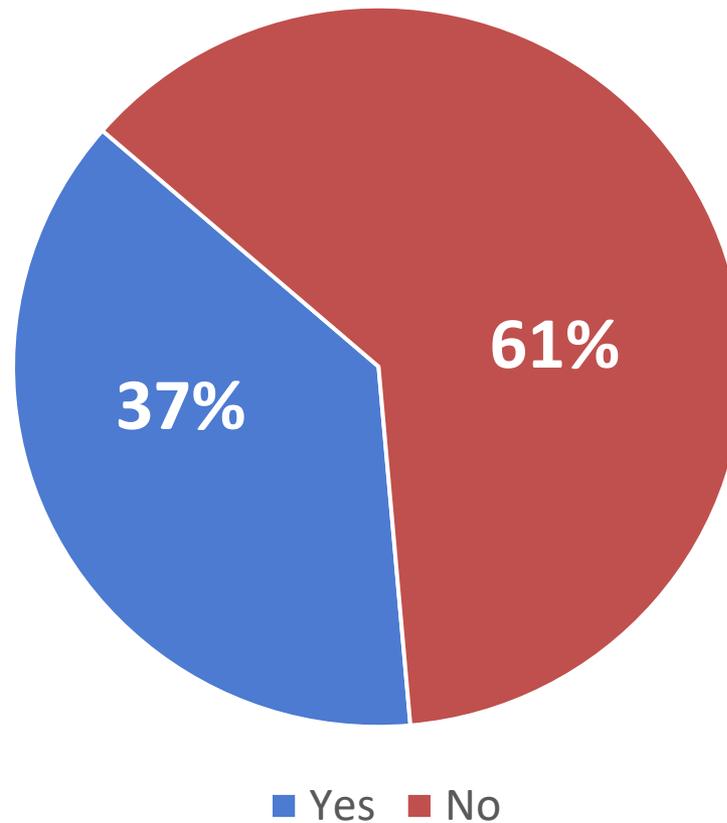


More than 4-in-10 working parents in Ohio say they have cut back their hours in the last few months to care for their children.

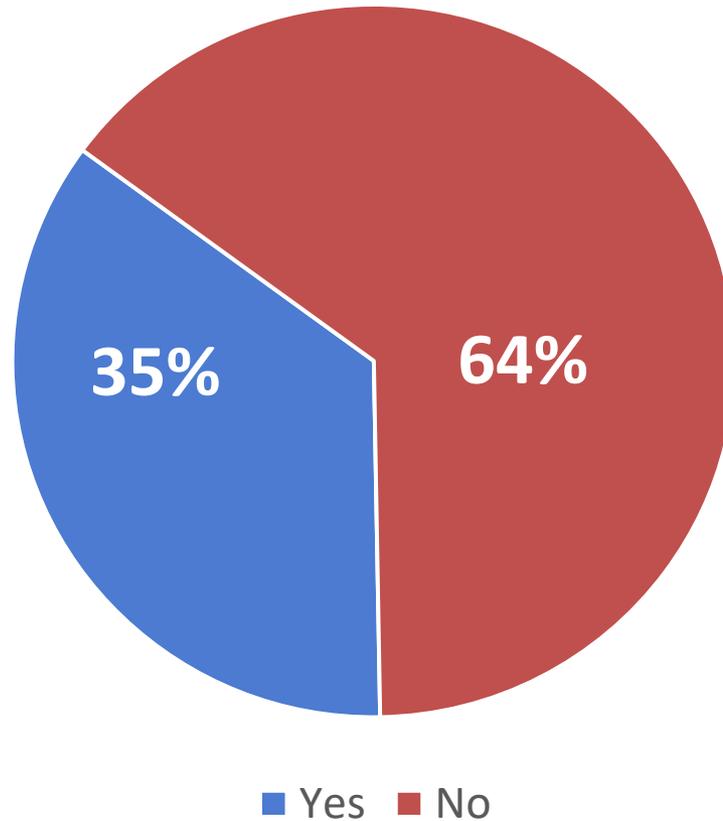


Among Parents	Dads (51%)	Moms (49%)	Urban (29%)	Suburb. (52%)	Rural (17%)	White (78%)	Non-White (22%)
%Yes	34%	51%	45%	42%	39%	38%	42%
%No	64%	49%	55%	58%	57%	60%	58%

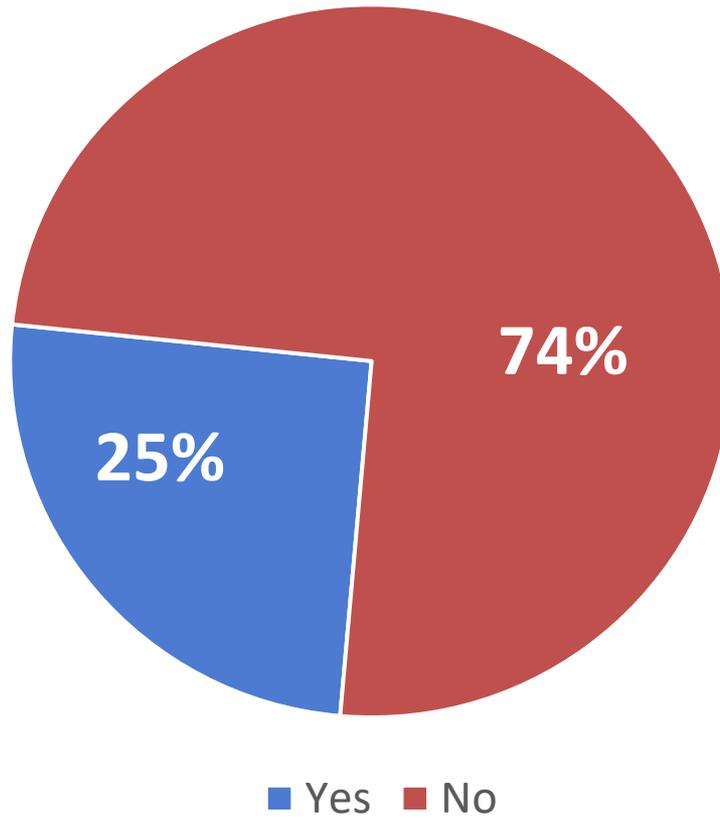
Nearly 40% of Ohio parents with young children say recent issues with child care have impacted their jobs.



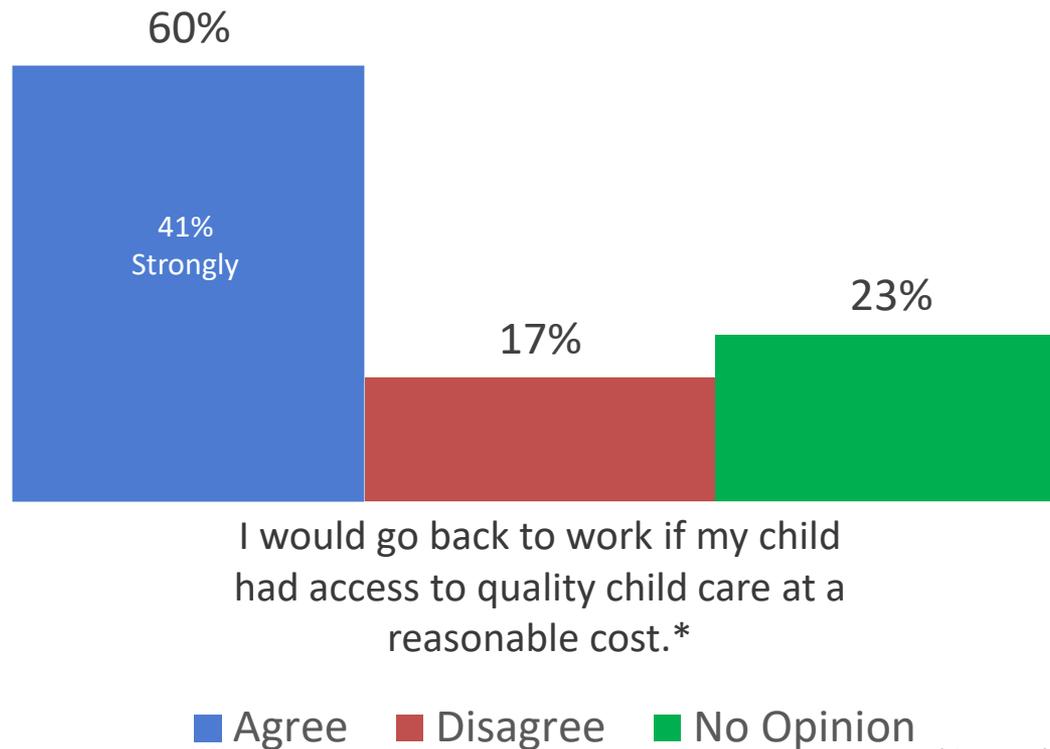
Over a third of parents say in the last few months they have faced serious problems meeting work/family responsibilities.



One-quarter of parents say in the last few months they have had serious problems affording child care.



Fully 60% of non-working and part-time working moms in Ohio say they would go back to work if they had access to quality child care at a reasonable cost.



*\*Asked of non-working and part time moms only*

# When parents who do not have child care are asked what having child care would allow them to do, they emphasize how it would allow them to “work more.”

*“My partner and I would both be able to work. I would be able to work uninterrupted.”*

- Female, Franklin County

*“It would allow my wife to find full time work and help pay off debt accrued from Covid Nineteen and medical bills.”*

- Male, Hamilton County

*“I could get a full time job or complete my degree sooner.”*

-Female, Medina County

*“Have a job to be able to afford to get out of poverty and give my children a better life and opportunities than I had.”*

-Female, Marion County

*“Get a job to help with bills and to save back for a much needed health procedure I need done but can't afford.”*

-Female, Huron County

When parents who do have child care are asked what having child care allows them to do that they wouldn't be able to otherwise, they also point to how it allows them to “work more.”

*“Go to work part time, and a full time student, go to school two days a week, while the rest is online.”*

- Female, Madison County

*“It allows me to work a second job to pay for my bills.”*

- Female, Franklin County

*“It allows my boyfriend and I to work so that we can provide for our children and ourselves as well.”*

- Female, Franklin County

*“What having child care allows me to do that I wouldn't be able to do otherwise is work more.”*

- Male, Henry County

*“Having child care allows me to work, so I can pay for food and my mortgage.”*

- Female, Lake County

Groundwork  
OHIO



# Allocating Funding For Education

# Funding Allocation

---

---

*Now, thinking about the issue of education for a moment...there are, of course, different stages of education that the state can invest in for those who are 18 and under...*

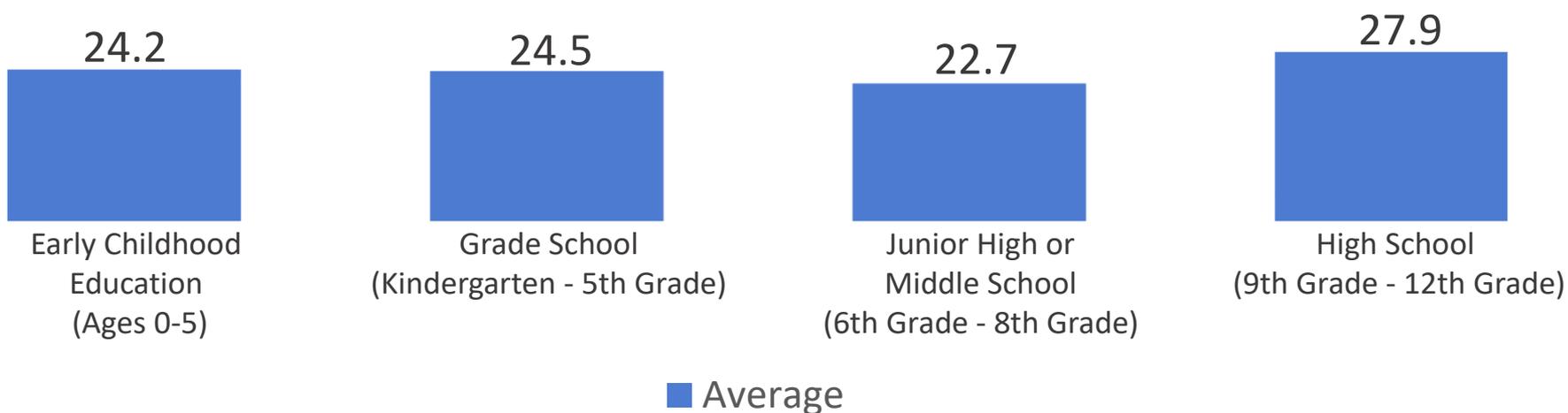
*Imagine you have one hundred dollars to invest across the following four stages of education:*

- *Early Childhood Education (Ages 0-5)*
- *Grade School (Kindergarten - 5th Grade)*
- *Junior High or Middle School (6th Grade - 8th Grade)*
- *High School (9th Grade - 12th Grade)*

*How would you invest it?*

*You can invest the money however you would like, but you must invest all \$100.*

# Ohio voters believe about one-quarter of the state's education funding should be devoted to early childhood education.



Parents are especially keen on funding for early childhood education.

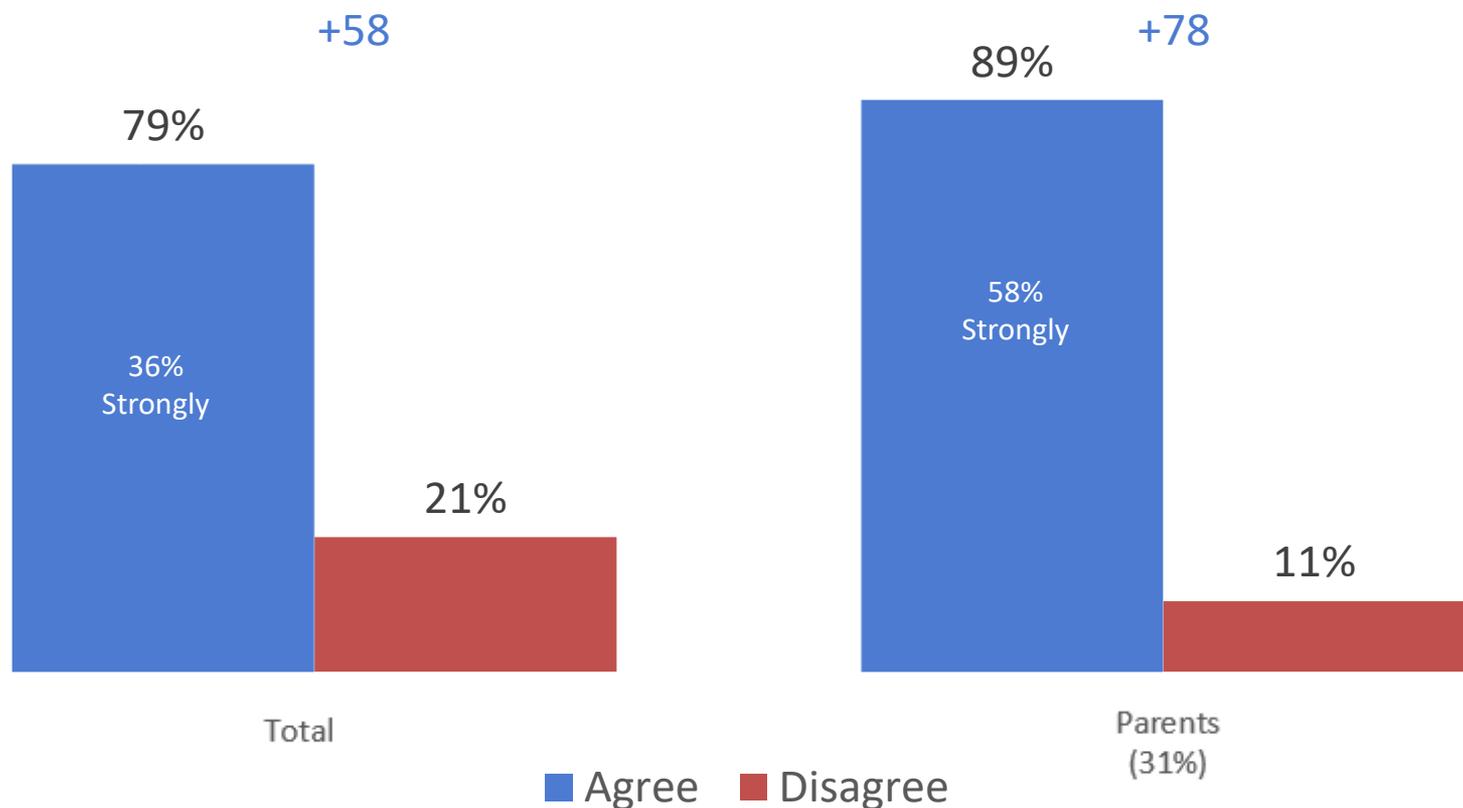
	Total	Strg GOP (21%)	GOP (31%)	IND (38%)	DEM (27%)	Parents <5 (31%)	All Parents (31%)	White (81%)	Non-White (19%)
Early Childhood Education (Ages 0-5)	24.2	23.4	22.4	24.0	27.3	31.4	27.3	23.3	28.4
Grade School (Kindergarten - 5th Grade)	24.5	23.3	24.9	24.6	24.4	23.8	23.1	25.1	21.8
Junior High or Middle School (6th Grade - 8th Grade)	22.7	22.1	22.0	23.5	22.1	20.8	22.5	23.0	21.3
High School (9th Grade - 12th Grade)	27.9	30.6	29.7	27.7	25.7	23.6	27.2	28.0	27.7



# Election Impact

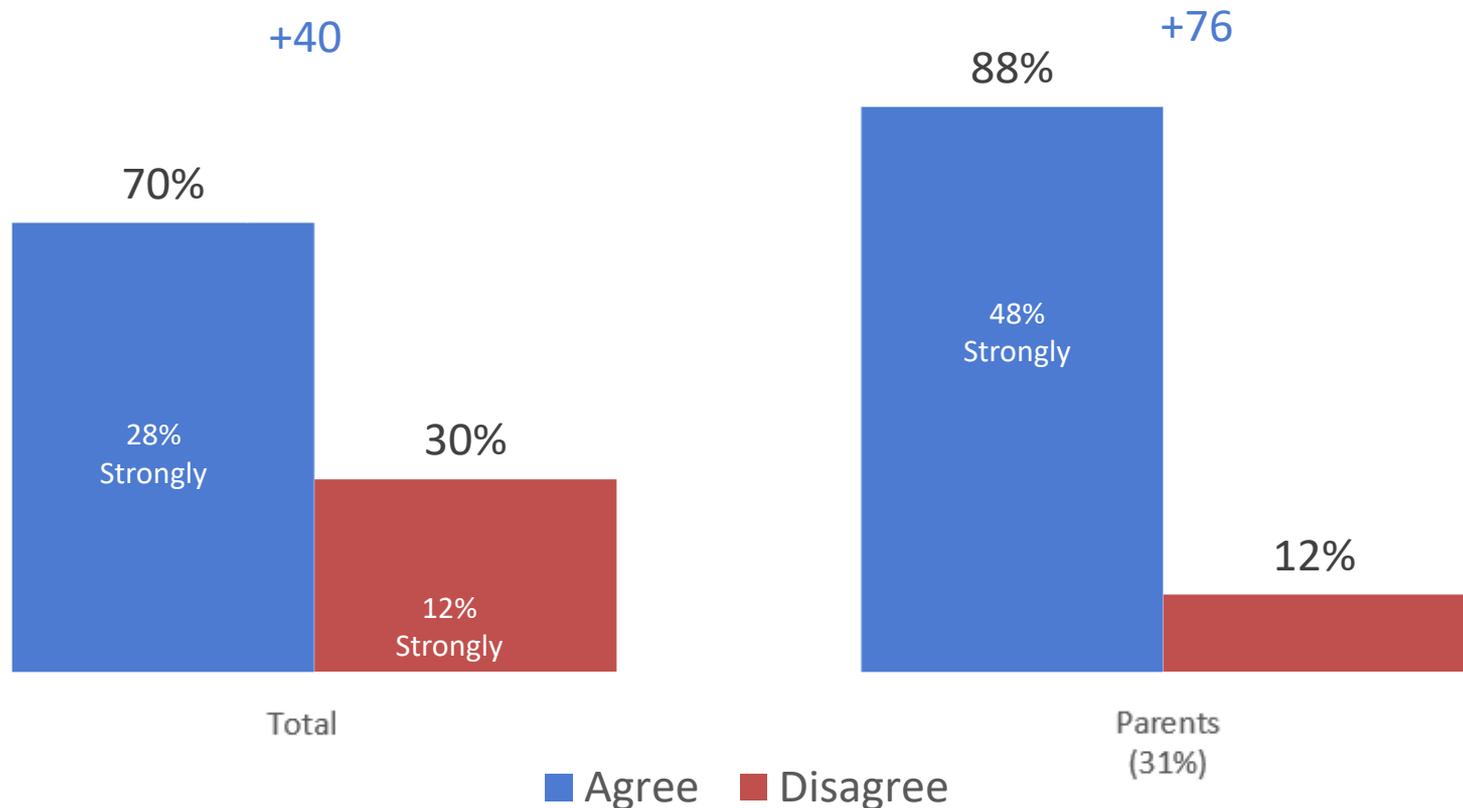
# Most voters say that early childhood education would be a top factor in their vote for elected officials.

*I care about the issue of early childhood education a great deal and it would be a top factor in my vote for an elected official.*



# Early childhood education is an issue voters are willing to voice to their representatives.

*I care about the issue of early childhood education a great deal and would be willing to write a letter or call my representative about this issue.*



# Voters' messages to legislators.

**"Early childhood education lays the foundation for everything that follows. It is disgraceful to think that educated adult politicians don't understand that. Set children up for success. Help break generational curses. Do right by the citizens."** – Male, IND, Hamilton County

**"Foundation is everything, that's why your house isn't built on Styrofoam."**  
– Male, Lean GOP, Knox County

**"Every possible dollar that can be spent should be. The most important investment that government can make to develop good citizens."** – Male, Soft DEM, Delaware County

**"Our children are our future. Invest in them early in life to give the best possible start and chance to succeed."** – Male, Strong GOP, Warren County

**"With technology advancing so fast and our economy today, children need to know the basics before kindergarten. Early education is a must and those children need computers to begin early stages of how they work."** – Male, Strong GOP, Clermont County

**"The amount we are spending on our youngest children is pitiful and will affect their ability to learn for the rest of their educational careers."** – Female, Soft DEM, Hamilton County

**"Early childhood learning should be the top priority in the education budget."** – Male, Strong GOP, Lake County

**"Early childhood education covers the formative years and sets the foundation for your entire education. If a child falls behind in the early years, it is incredibly hard to catch up and has a snowball effect."** – Female, IND, Cuyahoga County



Neil Newhouse  
Partner

Phone: (703) 836-7655

Email: [neil@pos.org](mailto:neil@pos.org)

Twitter: @KCkid

Jarrett Lewis  
Partner

Phone: (703) 836-7655

Email: [jarrett@pos.org](mailto:jarrett@pos.org)

Twitter: @JarrettLewis