



To: Interested Parties
From: Global Strategy Group
Date: August 9th, 2021

Re: NYC Residents Want Next Mayor, City, and State Officials to Prioritize Child Care and Supports for Parents of Young Children

Global Strategy Group partnered with The Education Trust–New York to conduct an online (desktop and mobile, including bilingual interviewing) survey among 1,500 New York City residents from July 12th through July 26th, 2021. The survey included 465 interviews with New York City residents who are parents and 1,330 interviews among registered voters in New York City.

Key findings from the research are outlined below.

Key Findings:

New Yorkers want their next mayor to address child care and early education. More than eight in ten (86%) New York City residents say it is important for their next mayor to focus on providing free or low-cost child care and 85% believe it is very important for the next mayor to focus on free or low-cost early education like preschool and pre-K. Fifty percent of residents believe that providing free or low-cost child care is *very important* for the next mayor to focus on, and 48% of residents feel free or low-cost early education is very important.

These feelings are even more intense among key groups of New York City residents who prioritize New York City's next mayor focusing on child care and early education at high levels, including Black and Latinx residents and residents from low-income households, as well as parents of infants and toddlers:

	Residents	Parents of Children <5	Black Residents	Latinx Residents	White Residents	Low-income Households	Not Low-income
Free or low-cost child care	50% very important	63%	59%	60%	38%	57%	45%
Free or low-cost early education like preschool and pre-K	48% very important	63%	59%	56%	40%	50%	48%

The coronavirus pandemic has only worsened the challenges parents of young children face – particularly financial challenges. 57% of New York City parents have had trouble paying for basic expenses like food, housing, and/or health care in the last year, including 63% of Latinx parents, 61% of Black parents, and 76% of low-income parents. Of this group, half (52%) have lost housing or been evicted from their homes as a result of their financial difficulties. Of those that have lost housing, more than half are still displaced, with 24% staying with friends or family, 17% homeless or without shelter, and 13% are in a shelter. Parents who are struggling to meet basic needs are already facing difficult decisions about what their family needs to prioritize – expanding programs such as free or low-cost child care, preschool, and pre-K as well as programming that helps infants and toddlers stay healthy and developmentally on track can not only ease the financial burden that families face, but provide parents with the peace of mind to fully engage in or re-enter the workforce following the pandemic.

Not addressing child care and early education has negative economic consequences for the city and will continue to delay New York City's economic recovery. The existing lack of supports has real impacts on New York City's workforce: New York City parents have had to leave work early (45%), arrive to work late (41%), and miss work (37%) due to child care issues – which, for many, only worsens the financial burden of child care. The lack of affordable, high-quality child care is especially burdensome on Black parents who are more likely to miss out on work whether it is leaving early (49%), arriving late (44%), or missing work (45%) than their White peers (42% / 43% / 33%).

Residents strongly support city officials doing more to support young children and their families.

Understanding that it is expensive to raise a child in New York City (63% strongly agree / 89% overall agree), residents welcome city officials doing more to expand programs that support infants and toddlers and their parents, beyond Pre-K and 3K. Two-thirds (67%) of residents agree that “offering programs like universal Pre-K and 3K is not enough. New York City needs to do more for young children and their families”; 80% of parents of young children agree.

Sixty percent of residents overall, 66% of Black residents, 67% of Latinx residents, and 79% of parents of children under five say City government agencies are not doing enough to support parents of young children in New York City. To make up for this deficit, a strong majority of residents agree that New York City should be doing more to ensure that infants and toddlers in New York City are healthy and developmentally on track beginning at birth and throughout their early childhood (74%, including 42% of residents who feel New York City should be doing *much more*).

This is especially true for programs and services aimed at infants and toddlers with developmental delays and disabilities (49% feel strongly that New York City should be doing more / 77% should be doing more overall), affordable prenatal and neonatal care (46% / 72%), and affordable high-quality infant care for newborns (44% / 72%) and toddlers (43% / 74%). Black, Latinx, and residents from low-income households are particularly likely to feel strongly that New York City should be doing more to ensure parents can access programs like support for delayed/disabled infants and toddlers (56% among Black residents, 51% among Latinx, 55% among low-income), prenatal and neonatal care (54%, 51%, 52%), and infant care (55%, 49%, 50%).

New Yorkers are looking to State and City officials to help ease the burden parents are facing – generally, and as residents recover from the impacts of the coronavirus pandemic in particular – and as such are supportive of increased government involvement *and investment* to support families and child care providers. Parents of children under five, residents of color, and frequent mayoral voters are particularly strong advocates for increased programming:

	Residents	Parents of Children <5	Black Residents	Latinx Residents	White Residents
Believe NYC should be doing more to ensure infants and toddlers in NYC are healthy and developmentally on track at birth and throughout early childhood	74% should be doing more 5% should be doing less	83% 1%	80% 5%	79% 4%	70% 6%
Approve of State and City elected officials doing more to make sure infants and toddlers in NYC are healthy and developmentally on track at birth and throughout early childhood	89% approve 11% disapprove	96% 4%	92% 8%	93% 7%	87% 13%
Support NYC investing more public funds in expanding access to affordable, high-quality child care for New York families with infants and toddlers (ages 0-3)	84% support 16% oppose	90% 10%	91% 9%	87% 13%	78% 22%
Support NYC using federal funding from the American Rescue Plan Act to support child care programming, including subsidies to families and grants to child care providers	85% support 15% oppose	93% 7%	93% 7%	89% 11%	78% 22%

Residents and parents alike support a variety of supports and initiatives designed to ensure infants and toddlers are learning so they will be ready for school. Residents – particularly parents of children under five – are receptive to all the proposed supports and programs we tested, with more than eight in ten residents believing each initiative would be helpful in ensuring more infants and toddlers are healthy and developmentally on track. As New York City and its incoming mayor seek to understand and mitigate the negative impact the existing lack of support has had on parents of young children, policymakers and advocates should look to address these disparities as they work to improve quality of life for all New Yorkers and address the ongoing effects of the coronavirus pandemic.

Residents Overall	Children <5	% <i>would be helpful</i>
91%	92%	Making sure all families can access high-quality, safe, and affordable child care no matter how much money they make
90%	89%	Increasing access to high-quality prenatal care immediately before and after birth
90%	91%	Giving parents a reliable, clear way to know if a child care program is high-quality
90%	91%	Better coordination between early development, child care, and health care programs
90%	89%	Increasing funding for programs that support infants and toddlers with developmental delays and disabilities
89%	89%	Providing paid family leave to New York City residents
88%	88%	Making sure infants and toddlers have access to highly qualified, well-paid, and diverse child care providers
87%	91%	Providing more tax credits for child care to low-income parents of infants and toddlers
87%	89%	Expanding access to home visitation programs that provide coaching for new parents and regular screening for infants and toddlers for developmental delays and disabilities, social-emotional concerns, and lead exposure

At the root of residents’ support for increased programming is a belief that caring for young children is a significant burden and hardship for New York City families. Not only do 42% of residents say child care is a *major* burden for families (a staggering 90% believe it is a burden overall), but seven in ten (70%) also agree that it is hard for families to access affordable, high-quality child care in their neighborhood for children under five. These sentiments are especially true for parents with children under five: a near majority (47%) say child care is a *major* burden while 84% agree it is hard to access affordable, high-quality child care in their neighborhood. Overall, 52% of parents in New York City say the nearest child care center to their home is more than a 10-minute commute from their home, resulting in child care deserts in pockets across the city which further exacerbate the problem of child care access.

There are clear disparities by race/ethnicity and income in the quality of child care parents are able to access in New York City. Black and Latinx parents are less likely to be happy with their child care, regardless of setting, than White parents: six in ten (60%) Black parents and two-thirds (67%) of Latinx parents giving positive ratings to center-based child care programs in New York City, compared to almost nine in ten (86%) White parents. A similar divide exists among when it comes to family-based care: 86% of White parents say family-based care in New York City is good or excellent, compared to just 58% of Black parents and 69% of Latinx parents. Parents from low-income households are also less likely to rate center-based (63%) and family-based child care (66%) positively than parents who are not low-income (78% respectively).

Residents support increasing assistance for center- and family-based child care providers to help them recover from the pandemic and address other challenges. With the pandemic at the forefront of many New Yorkers minds and more than half (53%) of New York City’s parents reporting that their child attends a family- or center- based child care program, residents are most supportive of local officials offering child care centers financial assistance to cover the costs of pandemic-related protective gear and cleaning supplies (54% strongly support / 90% support overall). Support for increased financial assistance for low-income families to cover tuition and other fees also enjoys intense support among residents (50% strongly support / 87% support overall). Black (62% strongly support / 92% support overall) and Latinx (55% / 92%) residents of color, along with parents with children under five (57% / 93%) and low-income parents (56% / 90%), are most supportive of implementing this initiative. Residents also support offering financial assistance to providers to cover the costs of repairs and additions to their facilities (87% support), offering financial assistance to cover wages and employee benefits for child care providers (86% support), and more help such as subsidies or other financial help from government agencies to go directly to child care providers (86% support).

About this poll: The survey had a confidence interval of +/-2.5%. All interviews were conducted via web-based panel, including 55% of interviews conducted via mobile device. Care has been taken to ensure the geographic and demographic divisions are properly represented. Thirty-nine percent of participants have a household income of less than \$50,000 per year. “Residents of color” refers to residents who self-identify as Latinx, Black, Native American, Asian American, or Pacific Islander