This memo highlights results from a survey of 2,132 registered voters in New York State, conducted by HarrisX on behalf of the Robin Hood Foundation. The survey included extra sample among-business decision makers (n=465, see end of memo for full methodology statement). This survey included questions around views on child care and specific policy proposals around child care.

**Big Picture**

In short, the survey results reveal very strong support among businesses decision makers, regardless of business size, for:

- Making more New Yorkers eligible for child care subsidies, **even if it shifts money away from other state budget needs** (76% in favor),
- Strong support for specific child care proposals like:
  - a $45,000 yearly minimum salary for child care workers (77% favor),
  - full subsidies for families making 4 times the poverty limit or less (70% favor),
  - capping costs at 7% of the family’s income for families making $250,000 or less (69% favor)
- Additionally, most business decision makers see lack of child care as both a business issue and personal issue:
  - A majority (52%) say lack of child care for workers is a very or somewhat serious issue for their business—about the same share say that for filling open positions (54%) or employee retention (50%)
  - Around 3-in-4 personally know someone who has trouble affording child care or has had trouble affording it themselves.

**Key Findings**

**Strong support for expanding eligibility for child care subsidies, with over a 3-to-1 ratio in support.**

- Over three-in-four business decision makers (76%) favor making more people eligible for childcare subsidies – even when told it will shift money away from other state budget needs.
- This includes a large segment (37%) who say they strongly favor increasing eligibility, compared with 21% who oppose it.
  - Note, this proposal is also popular with New York voters in our sample, with 62% in favor.
- Support is high regardless of business size and is higher for larger companies:
- Small businesses (1-49 employees): 67% favor, 27% oppose
- Medium businesses (50-249 employees): 74% favor, 22% oppose
- Large businesses (250-1000 employees): 84% favor, 15% oppose
- Enterprises (1,000 employees or more): 82% favor, 18% oppose

- Support is also high for business decision makers across regions:
  - New York City: 82% favor, 16% oppose
  - NYC suburbs (i.e., Long Island and the Metro North corridor): 68% favor, 25% oppose
  - Rest of NY: 68% favor, 32% oppose

Support for specific proposals around child care enjoy similar support, with about 3-in-5 in favor.

- Business decision makers support specific proposals, with between 69% and 77% in favor of a set of proposals that includes fully subsidizing for those making 4 times the poverty limit or less, capping payment for families making $250,000 or less at 7% of income, and—especially—a minimum salary for child care workers.
In addition to support for child care proposals, the survey reveals several areas where the lack of child care impacts their businesses and how access to child care can improve their businesses, specifically:

- **Child care is a top business issue, near the level for hiring and retention.** A majority (52%) of business decision makers say child care is a very or somewhat serious problem for their businesses. For comparison, 54% say the same for filling open jobs and 50% say the same for employee retention.
  - Additionally, 45% say lack of child care has increased stress and burnout at their work.

- **Specifically, lack of child care makes issues around attendance and productivity worse for many businesses.** Around 2-in-5 business decision makers say the lack of child care has worsened issues with employees missing days (40%) and needing to leave early or late (39%). Nearly a third (31%) say lack of child care has made productivity worse.

- **The vast majority of business decision makers have someone in their life struggling with child care.** Nearly 3-in-4 (74%) know someone (self, friend, family, neighbor, coworker) who has trouble affording child care, and 71% say the same for having trouble finding child care.

**About the Survey**

The survey was commissioned by Robin Hood and was conducted by HarrisX within New York State from February 11th – 16th, 2022, among 2,132 registered voters in the state—this includes oversamples of key regions in the state. The survey was administered online and the sampling margin of error of this poll is plus or minus 2.1 percentage points. The results reflect a representative sample of New York registered voters. Results were weighted for by age, gender, region, race/ethnicity, income, and party when necessary to align with their actual proportions in the population. Each oversampled audience was weighted back to their proportion in the state (using known variables from the Census, party registration, and BLS data), making the effective weighted sample size 1,066.

Business decision makers are defined as 1) manager level or above and 2) key decision maker or significant input on hiring and budget decisions (managers must be key decision maker).

For more information on the survey results, including full question wording and toplines, please contact Eni Jucja (eni@harrisx.com)

**About HarrisX**

HarrisX is a leading opinion research company that specializes in online polling, mixed-mode polling, and data analytics. The company has a thirteen-year history assessing public opinion and behavior in the public affairs, media, consumer technology, and telecom industries through syndicated and custom research services. In 2020 HarrisX ran the most accurate poll of the U.S. Presidential elections. HarrisX runs the Mobile Insights and Total Communication Surveys, the largest syndicated consumer insights trackers in the United States for the TMT space, which include over 60,000 monthly respondents; the Telephia (beta) metering application, which captures behavioral data; and HarrisX Overnight Poll, which delivers results of general population and voter surveys within 24 hours, looking at Americans’ opinions on society, politics, technology and the economy. For more information visit: www.harrisx.com.