Most voters across political parties, regions, and demographic groups agree that state and local governments should do more to support kids. But findings from a national poll commissioned by Children’s Funding Accelerator reveal differences between voter groups about how to achieve that goal. Advocates for children and youth must understand where voters’ views diverge and tailor their messages as needed to rally public support—and funding—for kids. This analysis looks only at differences across groups and does not account for variations within groups, which campaign organizers likewise should monitor.

**Overall, most voters would pay higher taxes to provide programs for kids, but the level of support varies across groups.**

### Percentage of voters who strongly/somewhat support a proposed modest increase in local taxes to fund children’s services.

- **Democrats**
  - Ages 18-49: 91%
  - Ages 50+: 85%

- **Independents**
  - Ages 18-49: 65%
  - Ages 50+: 36%

- **Republicans**
  - Ages 18-49: 42%
  - Ages 50+: 34%

- **Blacks**: 92%
- **Whites**: 72%
- **Asian/Pacific Islanders**: 85%
- **Latinos**: 80%
- **All Voters of Color**: 81%

### Percentage of voters willing to pay $25 more per year in taxes to support programs and services for children.

- **Democrats**
  - Ages 18-49: 87%
  - Ages 50+: 49%

- **Independents**
  - Ages 18-49: 57%
  - Ages 50+: 51%

- **Republicans**
  - Ages 18-49: 36%
  - Ages 50+: 44%

### Across political parties, voters show greater support for increased taxes to fund children’s services when they know exactly how much more they would pay annually. However, this support declines at higher tax amounts, especially among Republicans.
Similarly, voters across political parties show greater support for tax increases to fund children’s services when they know the specific source for the new revenue.

Across political parties, voters show strong support for using tax dollars to provide mental health and maternal and infant health services to those with the greatest need. However, Democrats show stronger enthusiasm for universal child care and pre-K programs than do Republicans and Independents.

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Children’s Funding Project is a nonprofit social impact organization that helps communities and states expand equitable opportunities for children and youth through strategic public financing.

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