**IOWA VOTERS AND CHILD POLICY POLL RESULTS**

**SELZER & COMPANY POLL**

**COMMISSIONED BY EVERY CHILD MATTERS**

This poll was commissioned by Every Child Matters for the Children’s Policy Coalition to assess Iowa voters’ views on child policy issues and the 2020 Presidential election. Selzer & Company conducted the poll and provided its technical expertise to ensure the poll reflected the actual views of voters. The poll itself was based upon the poll conducted in 2015 by Selzer & Company and, where the questions were the same, poll results for 2015 as well as 2019 are provided. While child policy issues rank highly among voters on both polls, they show up as even more salient and important in 2019 than in 2015.

Every Child Matters and the Children’s Policy Coalition have their own analyses of the findings, but the following are the tabulated results from Selzer & Company of all the questions on the survey, without any further analysis. For further information about the poll itself, contact: Bri Steirer, State Public Policy group (bsteirer@sppg.com). For further information about Every Child Matters and the Children’s Policy Coalition, contact Jill Applegate, Every Child Matters (japplegate@everychildmatters.org) or Sheila Hansen, Child and Family Policy Center (shansen@cfpciowa.org).

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Study #2189 Selzer & company

500 Registered Iowa voters who voted in 2016 and/or 2018 general elections May 10-13, 2019

Margin of Error: ± 4.4 percentage points Weighted by age, sex, and congressional district

 to conform to active voters in the Iowa voter registration list

 who voted in either the 2016 or the 2018 general elections

Compared to:

Study #2121 for Child & Family Policy Center Selzer & company

501 Registered Iowa voters who voted in 2012 and/or 2014 general elections July 1-7, 2015

Margin of Error: ± 4.4 percentage points Weighted by age, sex, and congressional district

 to conform to active voters in the Iowa voter registration list

 who voted in either the 2012 or the 2014 general elections

**Percentages may not add to 100% due to rounding.**

|  |  |
| --- | --- |
| A. | Before we get started, are you currently registered to vote in the state of Iowa? |
|  |  |  |
|  | 100 | Yes | **Continue** |
|  | - | No | **Terminate** |
|  | - | Not sure |

|  |  |
| --- | --- |
| 1.2. | First, I’m going to mention some issues facing our country. For each, I’d like you to tell me how important you think it is for the next president to address—High priority, medium priority, or low priority. **(Read list. Rotate.)**Which ONE or TWO of these are the MOST important?  **(Read only those respondent said was “high priority.”  If only one answer is rated a high priority, code that answer in Q.2 and do not ask.  If no items rated “high priority,” do not ask, but code as “none of these.”  Use underlined phrases instead of reading whole item. Multiple responses accepted, so total may exceed 100%.)** |
|  |  |  |  | **--------------------Q.1--------------------** | **Q.2** |
|  |  |  |  | **High Priority** | **Medium Priority** | **Low Priority** | **Not** **Sure** | **Most Important** |
|  |  |  |  |  |  |  |  |  |
|  | A. | Creating jobs and improving the economy | **May-19** | **68** | **28** | **3** | **-** | **13** |
|  |  | Jul-15 | 81 | 16 | 2 | - | 23 |
|  | B. | Ensuring economic security for senior citizens | **May-19** | **64** | **30** | **6** | **-** | **8** |
|  |  | Jul-15 | 66 | 29 | 4 | - | 13 |
|  | C. | Improving the health, education, and wellbeing of children | **May-19** | **80** | **17** | **3** | **-** | **28** |
|  |  | Jul-15 | 77 | 19 | 4 | - | 29 |
|  | D. | Protecting the environment | **May-19** | **61** | **31** | **8** | **-** | **12** |
|  |  | Jul-15 | 56 | 34 | 11 | - | 9 |
|  | E. | Pursuing terrorists in the U.S. and abroad | **May-19** | **63** | **26** | **10** | **1** | **5** |
|  |  | Jul-15 | 71 | 22 | 7 | 1 | 20 |
|  | F. | Improving America’s standing in the world economy | **May-19** | **57** | **34** | **8** | **1** | **4** |
|  |  | Jul-15 | 55 | 40 | 3 | 2 | 3 |
|  | G. | Promoting moral values in our country | **May-19** | **61** | **25** | **13** | **1** | **8** |
|  |  | Jul-15 | 55 | 24 | 20 | 1 | 10 |
|  | H. | Reducing income inequality | **May-19** | **38** | **34** | **25** | **4** | **8** |
|  |  | Jul-15 | 42 | 33 | 19 | 6 | 7 |
|  | I. | Reducing the size and scope of the federal government | **May-19** | **42** | **33** | **23** | **2** | **5** |
|  |  | Jul-15 | 40 | 36 | 22 | 2 | 9 |
|  | J. | Balancing the federal budget and reducing the federal deficit | **May-19** | **64** | **30** | **5** | **-** | **12** |
|  |  | Jul-15 | 73 | 23 | 4 | - | 20 |
|  | K. | Reducing poverty | **May-19** | **60** | **33** | **6** | **1** | **5** |
|  |  | Jul-15 | 65 | 27 | 8 | - | 9 |
|  | L. | Addressing climate change | **May-19** | **46** | **25** | **28** | **-** | **16** |
|  | M. | Securing America’s borders | **May-19** | **50** | **27** | **23** | **1** | **27** |
|  |  | None of these/not sure |  |  |  |  | **May-19** | **5** |
|  |  |  |  |  |  |  | Jul-15 | 5 |

|  |  |
| --- | --- |
| 3. | \*In general, which party do you think would do a better job of addressing these issues—the [REPUBLICANS] or the [DEMOCRATS]? **(Rotate parties. Rotate issues in the same order as Q.1.)** |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  | **Repub-icans** | **Demo-crats** | **Equal****(VOL)** | **Neither (VOL)** | **Not****Sure** |
|  |  |  |  |  |  |  |  |  |
|  | A. | Creating jobs and improving the economy | **May-19** | **51** | **37** | **3** | **5** | **4** |
|  |  | Jul-15 | 41 | 43 | 2 | 5 | 9 |
|  | B. | Ensuring economic security for senior citizens | **May-19** | **35** | **50** | **4** | **6** | **5** |
|  |  | Jul-15 | 29 | 52 | 2 | 6 | 10 |
|  | C. | Improving the health, education, and wellbeing of children | **May-19** | **29** | **55** | **5** | **5** | **6** |
|  |  | Jul-15 | 25 | 56 | 3 | 6 | 10 |
|  | D. | Protecting the environment | **May-19** | **21** | **64** | **3** | **6** | **6** |
|  |  | Jul-15 | 24 | 59 | 3 | 5 | 8 |
|  | E. | Pursuing terrorists in the U.S. and abroad | **May-19** | **58** | **24** | **7** | **5** | **6** |
|  |  | Jul-15 | 53 | 27 | 5 | 5 | 10 |
|  | F. | Improving America’s standing in the world economy | **May-19** | **51** | **35** | **3** | **4** | **6** |
|  |  | Jul-15 | 48 | 34 | 2 | 7 | 9 |
|  | G. | Promoting moral values in our country | **May-19** | **43** | **39** | **3** | **9** | **6** |
|  |  | Jul-15 | 48 | 32 | 3 | 8 | 10 |
|  | H. | Reducing income inequality | **May-19** | **26** | **56** | **3** | **7** | **8** |
|  |  | Jul-15 | 25 | 58 | 1 | 5 | 11 |
|  | I. | Reducing the size and scope of the federal government | **May-19** | **56** | **24** | **4** | **9** | **7** |
|  |  | Jul-15 | 56 | 24 | 2 | 8 | 10 |
|  | J. | Balancing the federal budget and reducing the federal deficit | **May-19** | **47** | **32** | **3** | **12** | **5** |
|  |  | Jul-15 | 46 | 34 | 1 | 10 | 9 |
|  | K. | Reducing poverty | **May-19** | **34** | **51** | **3** | **7** | **5** |
|  |  | Jul-15 | 26 | 57 | 1 | 7 | 9 |
|  | L. | Addressing climate change | **May-19** | **18** | **65** | **2** | **8** | **7** |
|  | M. | Securing America’s borders | **May-19** | **63** | **24** | **3** | **6** | **5** |

\***In July 2015, the introductory sentence began: “We do not yet know who the presidential candidates will be, but in general…”**

|  |  |
| --- | --- |
| 4. | How important do you think it will be for the president to work to protect basic investments in children—in health, education, and nutrition—very important, fairly important, just somewhat important, or not important? |
|  |  |  |
|  |  | **Very** **important** | **Fairly important** | **Just somewhat important** | **Not** **important** | **Not** **sure** |
|  |  |  |  |  |  |  |
|  | **May-19** | **65** | **19** | **13** | **3** | **-** |
|  | Jul-15 | 61 | 20 | 15 | 4 | 1 |

|  |  |
| --- | --- |
| 5. | Now, thinking about different priorities of the federal government and the budget, if you had to choose, should the federal government focus more on [PROTECTING BASIC INVESTMENTS IN CHILDREN TO PROMOTE THEIR HEALTH, EDUCATION, AND WELL-BEING] or [REDUCING TAXES ON COMPANIES TO CREATE JOBS AND IMPROVE THE ECONOMY]? **(Rotate. If not sure, or both equal, ask:)** Which way do you lean even just a little—toward [PROTECTING BASIC INVESTMENTS IN CHILDREN TO PROMOTE THEIR HEALTH, EDUCATION, AND WELL-BEING] or toward [REDUCING TAXES ON COMPANIES TO CREATE JOBS AND IMPROVE THE ECONOMY]? |
|  |  |  |
|  |  | **Focus more on protecting basic investments in children to promote their health, education, and well-being** | **Lean toward protecting basic investments in children to promote their health, education, and well-being** | **Lean toward reducing taxes on companies to create jobs and improve the economy** | **Focus more on reducing taxes on companies to create jobs and improve the economy** | **Both****equal** **(VOL)** | **Not****Sure** |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **56** | **2** | **4** | **30** | **5** | **3** |

|  |  |
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| 6. | Again, thinking about different priorities, if you had to choose, do you think when making budget decisions the federal government should focus more on the needs of children or the needs of the elderly? **(If both/neither, ask:)** If you had to choose one, which way would you lean? |
|  |  |  |
|  |  | **Needs of children** | **Lean to needs of children** | **Lean to needs of elderly** | **Needs of** **elderly** | **Both/neither (VOL)** | **Not****Sure** |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **49** | **3** | **3** | **18** | **23** | **4** |
|  | Jul-15 | 50 | 3 | 5 | 19 | 19 | 5 |

|  |  |
| --- | --- |
| 7. | When thinking about the future, how confident are you that life for our children’s generation will be better than it has been for us—are you very confident, mostly confident, mostly skeptical, or very skeptical? |
|  |  |  |
|  |  | **Very****confident** | **Mostly****confident** | **Mostly****skeptical** | **Very****skeptical** | **Not****sure** |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **9** | **24** | **39** | **27** | **1** |  |
|  | Jul-15 | 7 | 28 | 35 | 30 | 1 |  |

|  |  |
| --- | --- |
| 8. | Over the last decade, do you feel that Congress and the president have increased overall funding for children’s programs, cut overall funding for children’s programs, or kept funding about the same? |
|  |  |  |
|  |  | **Increased** | **Cut** | **Kept about the same** | **Not sure** |  |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **12** | **38** | **39** | **12** |  |  |
|  | Jul-15 | 19 | 27 | 43 | 11 |  |  |

|  |  |
| --- | --- |
| 9. | When it comes to children’s wellbeing—including health, education, and nutrition—is it your sense the president and Congress need to invest more than they do now, less than they do now, or continue to invest at about the same level they do now? |
|  |  |  |
|  |  | **Invest****more** | **Invest****less** | **Invest about****the same** | **Not****sure** |  |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **58** | **6** | **33** | **3** |  |  |
|  | Jul-15 | 52 | 11 | 32 | 5 |  |  |

|  |  |
| --- | --- |
| 10. | I’m going to mention some things that might be considered threats to children’s security and opportunity for success. For each, please tell me if you think this is a major threat, a minor threat, or not really a threat at the present time. **(Rotate list.)** |
|  |  |  |  |  |  |  |  |
|  |  |  |  | **Major** **Threat** | **Minor** **Threat** | **Not really a Threat** | **Not** **Sure** |
|  |  |  |  |  |  |  |  |
|  | A. | Poverty | **May-19** | **61** | **29** | **6** | **4** |
|  |  | Jul-15 | 64 | 29 | 6 | 1 |
|  | B. | Income inequality | **May-19** | **45** | **38** | **14** | **4** |
|  |  | Jul-15 | 48 | 39 | 10 | 3 |
|  | C. | Lack of parental engagement | **May-19** | **67** | **25** | **4** | **4** |
|  |  | Jul-15 | 71 | 23 | 4 | 2 |
|  | D. | Lack of proper role models | **May-19** | **62** | **30** | **6** | **3** |
|  |  | Jul-15 | 65 | 28 | 6 | 1 |
|  | E. | Inadequate K through 12 education | **May-19** | **45** | **39** | **12** | **4** |
|  |  | Jul-15 | 48 | 37 | 13 | 2 |
|  | F. | Lack of access to quality child care and preschool programs | **May-19** | **45** | **38** | **15** | **3** |
|  |  | Jul-15 | 34 | 48 | 15 | 2 |
|  | G. | Moral decay in society | **May-19** | **63** | **24** | **10** | **2** |
|  |  | Jul-15 | 62 | 26 | 11 | 1 |
|  | H. | Racial discrimination | **May-19** | **47** | **37** | **14** | **2** |
|  |  | Jul-15 | 41 | 46 | 11 | 2 |
|  | I. | The costs of higher education | **May-19** | **66** | **25** | **8** | **1** |
|  |  | Jul-15 | 66 | 26 | 6 | 2 |
|  | J. | Unsafe neighborhoods and communities | **May-19** | **55** | **35** | **6** | **4** |
|  |  | Jul-15 | 54 | 39 | 5 | 2 |
|  | K. | Inadequate family leave | **May-19** | **29** | **48** | **15** | **8** |

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| --- | --- |
| 11. | I’m going to mention some things that presidential candidates might talk about as major elements of their agenda. For each, please tell me whether it would impress you favorably or unfavorably if a candidate made this a major element of their agenda, or if it wouldn’t make a difference. **(Rotate list.)** |
|  |  |  |  |  |  |  |  |
|  |  |  |  | **Impress Favorably** | **Impress Unfavorably** | **Wouldn’t make a Difference** | **Not** **Sure** |
|  |  |  |  |  |  |  |  |
|  | A. | Child abuse prevention | **May-19** | **77** | **4** | **15** | **4** |
|  |  | Jul-15 | 77 | 5 | 18 | 1 |
|  | B. | Expanding child health coverage | **May-19** | **66** | **10** | **19** | **5** |
|  |  | Jul-15 | 63 | 9 | 25 | 3 |
|  | C. | Universal access to preschool | **May-19** | **61** | **10** | **25** | **4** |
|  |  | Jul-15 | 60 | 11 | 27 | 2 |
|  | D. | After-school programs | **May-19** | **57** | **8** | **29** | **6** |
|  |  | Jul-15 | 62 | 8 | 27 | 2 |
|  | E. | Child care assistance for working families | **May-19** | **64** | **10** | **20** | **6** |
|  |  | Jul-15 | 67 | 8 | 23 | 2 |
|  | F. | Reducing child poverty | **May-19** | **72** | **5** | **18** | **5** |
|  |  | Jul-15 | 73 | 5 | 20 | 2 |
|  | G. | Free college tuition | **May-19** | **38** | **39** | **19** | **5** |
|  | H. | Eliminating student debt | **May-19** | **50** | **27** | **17** | **7** |
|  | I. | Expanding paid family leave | **May-19** | **45** | **17** | **33** | **5** |

|  |  |
| --- | --- |
| 12. | \*The campaigns for the next presidential election in 2020 are starting to heat up. How important do you think it is for ^candidates to focus on issues that affect children’s health, education, and wellbeing—very important, fairly important, just somewhat important, or not important? |
|  |  |  |
|  |  | **Very****important** | **Fairly important** | **Just somewhat important** | **Not****important** | **Not****sure** |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **45** | **25** | **21** | **5** | **4** |  |
|  | Jul-15 | 42 | 26 | 23 | 8 | 1 |  |

**\*In July 2015, the first sentence read: “Debates of the presidential candidates will start later this summer.”**

**^In July 2015,** **the question read “the debates” instead of “candidates.”**

These final questions are asked just to see what cross-section of Iowans we are interviewing.

|  |  |
| --- | --- |
| 100a. | **(RECORD ACTUAL AGE BASED ON YEAR BORN IN SAMPLE AND CODE WITH APPROPRIATE AGE GROUP.)** |
|  |  |  |
|  | b. **(CODE PROPER CATEGORY :)** |
|  |  |  |
|  |  | **Under 25** | **25 to 34** | **35 to 44** | **45 to 54** | **55 to 64** | **65 and over** | **Refused/****not sure** |
|  |  |  |  |  |  |  |  |  |
|  | **May-19** | **7** | **12** | **15** | **16** | **21** | **30** | **-** |
|  | Jul-15 | 5 | 10 | 14 | 19 | 23 | 30 | - |

|  |  |
| --- | --- |
| 101a. | Do you recall in the 2016 election for president, did you vote for [DONALD TRUMP] or [HILLARY CLINTON] or for someone else? **(Rotate names.)** |
|  |  |  |
|  |  | **Donald** **Trump** | **Hillary****Clinton** | **Someone****else** | **Did not vote (VOL)** | **Refused/****not sure** |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **42** | **35** | **10** | **2** | **10** |  |

|  |  |
| --- | --- |
| 101b. | In politics as of today, do you consider yourself a Republican, Democrat, or independent? |
|  |  |  |
|  |  | **Republican** | **Democrat** | **Independent** | **Other (VOL)** | **Refused/****not sure** |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **31** | **30** | **32** | **1** | **6** |  |
|  | Jul-15 | 25 | 36 | 36 | 1 | 3 |  |

|  |  |
| --- | --- |
| 102. | How likely are you to participate in the Iowa Presidential caucuses when they are held next February—will you: (Read list.) |
|  |  |  |
|  |  | **Definitely attend** | **Probably****attend** | **Might or might not attend** | **Probably not attend** | **Not****sure** |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **36** | **21** | **13** | **25** | **6** |  |
|  | Jul-15 | 22 | 20 | 17 | 39 | 2 |  |

|  |  |
| --- | --- |
| 103. | Do you think of yourself as generally very conservative, just conservative, moderate, just liberal, or very liberal? |
|  |  |  |
|  |  | **Very conservative** | **Just conservative** | **Moderate** | **Just****liberal** | **Very****liberal** | **Not****sure** |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **19** | **19** | **34** | **15** | **8** | **6** |
|  | Jul-15 | 17 | 22 | 32 | 14 | 9 | 5 |

|  |  |
| --- | --- |
| 104. | What is the last grade of school you completed? |
|  |  |  |
|  |  | **High school graduate or less** | **Some****college** | **College****degree** | **Postgraduate work or degree** | **Refused/****not sure** |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **25** | **24** | **32** | **15** | **5** |  |
|  | Jul-15 | 31 | 23 | 25 | 18 | 3 |  |

|  |  |
| --- | --- |
| 105. | Do you have children under the age of 18 living at home? |
|  |  |  |
|  |  | **Yes** | **No** | **Refused/****not sure** |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **28** | **67** | **5** |  |  |  |
|  | Jul-15 | 26 | 71 | 3 |  |  |  |

|  |  |
| --- | --- |
| 106. | Are you a grandparent? |
|  |  |  |
|  |  | **Yes** | **No** | **Refused/****not sure** |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **41** | **54** | **5** |  |  |  |
|  | Jul-15 | 43 | 54 | 3 |  |  |  |

|  |  |
| --- | --- |
| 107. | **(Ask all.)** Would you describe yourself as a "born again" or evangelical Christian, or not? |
|  |  |
|  |  | **Yes** | **No** | **Not sure** |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **33** | **59** | **9** |  |  |  |
|  | Jul-15 | 37 | 59 | 4 |  |  |  |

|  |  |
| --- | --- |
| 108. | What is your marital status? **(Read options.)**  |
|  |  |  |
|  |  | **Single** | **Married** | **Living with a committed partner** | **Divorced** | **Widowed** | **Other (VOL)** | **Refused/****not sure** |
|  |  |  |  |  |  |  |  |  |
|  | **May-19** | **18** | **60** | **2** | **7** | **7** | **-** | **5** |
|  | Jul-15 | 17 | 64 | 3 | 7 | 7 | - | 3 |

|  |  |
| --- | --- |
| 109. | With what racial or ethnic group do you identify most—White, Black, Hispanic, Asian, or some other group? |
|  |  |  |
|  |  | **White** | **Black** | **Hispanic** | **Asian** | **Other** | **Refused/****not sure** |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **85** | **1** | **3** | **-** | **3** | **7** |
|  | Jul-15 | 88 | 3 | 1 | 1 | - | 8 |

|  |  |
| --- | --- |
| 110. | Is your total annual household income before taxes above or below $60,000 per year? |
|  |  |  |
|  | □ | Above | **ASK b** |
|  | □ | Below | **ASK c** |
|  |  |  |
|  | b. | Is it above or below $80,000 per year? |
|  | c. | Is it above or below $40,000 per year? |
|  |  |  |
|  |  | **Above ($80,000+)** | **Below****($60,000-$79,999)** | **Above ($40,000-$59,999)** | **Below (<$40,000)** | **Refused/****not sure** |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **39** | **12** | **16** | **17** | **15** |  |
|  | Jul-15 | 27 | 17 | 18 | 23 | 15 |  |

|  |  |
| --- | --- |
| 111. | Sex: |
|  |  |  |
|  |  | **Male** | **Female** |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **47** | **53** |  |  |  |  |
|  | Jul-15 | 47 | 53 |  |  |  |  |

**Code Q.112-Q.115 from sample**

|  |  |
| --- | --- |
| 112. | Congressional District |
|  |  |  |
|  |  | **CD1** | **CD2** | **CD3** | **CD4** |  |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **27** | **26** | **20** | **26** |  |  |
|  | Jul-15 | 25 | 24 | 25 | 25 |  |  |

|  |  |
| --- | --- |
| 113. | County FIPS |

|  |  |
| --- | --- |
| 114. | Participated in general election in: |
|  |  |  |
|  |  | **2016** | **2018** | **2016 and 2018** |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **9** | **7** | **84** |  |  |  |

|  |  |
| --- | --- |
| 115. | Party registration |
|  |  |  |
|  |  | **Republican** | **Democrat** | **No party** | **Other** |  |  |
|  |  |  |  |  |  |  |  |
|  | **May-19** | **40** | **39** | **21**  | **1** |  |  |