

CYGNAL

Survey of Registered Voters Who Are Parents with Children Under the Age of 5

National

Conducted July 22 - 24, 2025

n=1215 | ±2.81%

Q1. Caregiver: Are you the parent, legal guardian, or primary caregiver of a child under 18? Select all that apply if you have more than one child.

	Freq.	%
Yes, age 0 - 1	490	40.4%
Yes, age 2 - 4	888	73.1%
Yes, age 5 - 13	639	52.6%
Yes, age 14 - 17	242	19.9%
No, I am a parent, legal guardian, or caregiver, but my child is no longer under 18	0	0.0%
No, I am not a parent, legal guardian, or caregiver	0	0.0%
Unsure	0	0.0%
Total	1215	100.0%

Q2. Number of Children: How many children under the age of 18 are you the parent or legal guardian of?

	Freq.	%
1	363	29.9%
2	407	33.5%
3	304	25.0%
4	93	7.6%
5+	48	4.0%
Total	1215	100.0%

Q3. Caregiving Challenges: Thinking about your experience raising your youngest child... Out of the following options, what are the biggest challenges you've faced in raising your child(ren) so far? Select up to 3.

	Freq.	%
Financial strain	611	50.3%
Career impact	200	16.4%
Work-life balance	621	51.1%
Inability to find child care	189	15.6%
Mental health or stress	472	38.8%
Time management	493	40.6%
Social isolation	193	15.9%
Lack of support	224	18.4%
None of these	60	4.9%
Unsure	2	0.2%
Total	1215	100.0%

Q4. Family Size Preference: Has your current (or expected) family size turned out differently than you originally wanted due to financial or career considerations?

	Freq.	%
Smaller	**278**	**22.9%**
A lot smaller	71	5.9%
Somewhat smaller	206	17.0%
About the size you originally wanted	**536**	**44.1%**
Larger	**337**	**27.8%**
Somewhat larger	232	19.1%
A lot larger	106	8.7%
Unsure	64	5.2%
Total	1215	100.0%

Q5. Family Structure: Which of the following best describes your current family structure?

	Freq.	%
Both Parents - Two parents living in the same household	**916**	**75.4%**
One Parent	**257**	**21.1%**
Single parent in own household	140	11.5%
Single parent living with extended family (e.g. grandparents, other relatives)	69	5.7%
Shared custody across households	48	3.9%
Other	**42**	**3.5%**
Legal guardian but not birth, adoptive, or foster parent	32	2.7%
Unsure	10	0.8%
Total	1215	100.0%

Q6. Caregiving Situation: Which of the following best describes your current child caregiving situation? Select up to three.

	Freq.	%
One parent stays home full-time	458	37.7%
One parent stays home part-time	180	14.8%
Both parents stay home full-time	103	8.5%
One or both parents work part-time	175	14.4%
Use formal child care outside your home (e.g. daycare, church)	307	25.2%
Use formal child care inside your home (e.g. nanny, babysitter)	165	13.6%
Use informal care (e.g. family, friends, neighbor)	306	25.2%
Unsure	12	1.0%
Total	1215	100.0%

Q7 - Q10. For each of the following, please indicate how satisfied you are with your current child care arrangement.

	Satisfied	Very satisfied	Unsatisfied	Very unsatisfied	Unsure	Total
Accessibility	**87.9%**	53.6%	**11.7%**	2.9%	0.4%	100.0%
	541	330	**72**	18	3	615
Reliability	**90.2%**	58.3%	**9.6%**	3.0%	0.2%	100.0%
	555	359	**59**	18	1	615
Affordability	**74.4%**	40.9%	**24.9%**	7.5%	0.6%	100.0%
	458	251	**154**	46	4	615
Safety/Trust	**92.2%**	65.6%	**7.5%**	3.2%	0.3%	100.0%
	567	404	**46**	20	2	615

Q11. Employment Impact: Now thinking about how parents, legal guardians, or primary caregivers responsible for raising young children balance work and caregiving... Have you or someone close to you ever had to turn down a job, pass on a promotion, reduce work hours, or stop working because of a lack of access to affordable and reliable child care?

	Freq.	%
Yes	**875**	**72.0%**
Yes, I have	397	32.6%

Yes, someone else in my household has	129	10.6%
Yes, both me and someone else in my household	116	9.6%
Yes, someone I know outside of my household	234	19.2%
No, I don't know anyone	**316**	**26.0%**
Unsure	24	1.9%
Total	1215	100.0%

Q12. **Employer Supportiveness**: How supportive is your current or most recent employer of working parents?

	Freq.	%
Supportive	**990**	**81.5%**
Extremely supportive	309	25.4%
Very supportive	371	30.5%
Somewhat supportive	310	25.5%
Not supportive	**130**	**10.7%**
Not very supportive	85	7.0%
Not at all supportive	46	3.8%
I have not been employed ever or in a long time	67	5.5%
Unsure	28	2.3%
Total	1215	100.0%

Q13. **Job Flexibility Importance**: How important is job flexibility (e.g. remote work, flexible hours) to your family situation?

	Freq.	%
Important	**1153**	**94.9%**
Extremely important	520	42.8%
Very important	436	35.9%
Somewhat important	197	16.2%
Not important	**46**	**3.8%**
Not very important	33	2.7%
Not at all important	13	1.0%
Unsure	16	1.3%
Total	1215	100.0%

Q14. **Bonding Time**: Do you agree or disagree that you had enough time to bond with your child after welcoming them to your family?

	Freq.	%
Agree	**842**	**69.3%**
Strongly agree	474	39.0%
Somewhat agree	367	30.2%
Neither agree nor disagree	**128**	**10.6%**
Disagree	**241**	**19.8%**
Somewhat disagree	141	11.6%
Strongly disagree	100	8.2%
Unsure	5	0.4%
Total	1215	100.0%

Q15. Protected Family Leave: Do you agree or disagree that parents should be guaranteed the ability to take paid time off from work to care for a new baby, adopted child, or foster child, knowing their job will still be there when they return and they won't face penalties for taking that time?

	Freq.	%
Agree	**1046**	**86.1%**
Strongly agree	807	66.5%
Somewhat agree	238	19.6%
Neither agree nor disagree	**94**	**7.7%**
Disagree	**71**	**5.8%**
Somewhat disagree	42	3.4%
Strongly disagree	29	2.4%
Unsure	5	0.4%
Total	1215	100.0%

Switching gears and thinking about different types of family supports and government policies, meaning policies and programs provided by federal, state, or local governments, and sometimes by employers that help parents care for their children and balance work and family life. These include things like paid leave, child care assistance, caregiver tax credits, flexible work options, and direct cash support…

Q16. First Year Supports: During the first year after welcoming a new child, which type of family support would you consider the most important or helpful?

	Freq.	%
Paid parental leave, meaning paid time off for new parents after welcoming a new child	445	36.6%
Flexible paid medical leave, meaning paid time off for workers to care for a loved one or tend to their own serious health condition	186	15.3%
Subsidies or tax credits to help cover the cost of raising a child or paying for child care	95	7.8%
Larger one-time government cash payment	89	7.3%
Small monthly government cash payments	127	10.5%
Job flexibility (e.g. part-time return to work, remote work, flexible hours)	244	20.1%
Unsure	29	2.4%
Total	1215	100.0%

Q17. Toddler Supports: During the toddler and preschool years (ages 1 – 4), which type of family support would you consider the most important or helpful?

	Freq.	%
Flexible paid medical leave, meaning paid time off for workers to care for a loved one or tend to their own serious health condition	261	21.4%
Subsidies or tax credits to help cover the cost of raising a child or paying for child care	223	18.3%
Larger one-time government cash payment	101	8.3%
Small monthly government cash payments	200	16.5%

Job flexibility (e.g. part-time return to work, remote work, flexible hours)	401	33.0%
Unsure	30	2.5%
Total	1215	100.0%

Q18. **Initial Government Support for Families**: Do you support or oppose increasing government funding for family support programs, even if that potentially means a slight tax increase or spending cuts elsewhere?

	Freq.	%
Support	**992**	**81.6%**
Strongly support	571	47.0%
Somewhat support	421	34.6%
Oppose	**166**	**13.7%**
Somewhat oppose	120	9.8%
Strongly oppose	47	3.8%
Unsure	57	4.7%
Total	1215	100.0%

Q19. **Parental Leave vs. Cash Bonus**: If you could choose only one, which would make the biggest difference for your family after welcoming a new child?

	Freq.	%
12 weeks of paid parental leave at full wages with job protection	**784**	**64.5%**
Definitely 12 weeks of paid parental leave at full wages with job protection	509	41.9%
Probably 12 weeks of paid parental leave at full wages with job protection	275	22.6%
One-time $5,000 cash bonus	**408**	**33.6%**
Probably one-time $5,000 cash bonus	182	15.0%
Definitely one-time $5,000 cash bonus	226	18.6%
Unsure	23	1.9%
Total	1215	100.0%

Q20. **Cash Bonus Amount Groupings**: What amount of one-time cash would be equally desirable for your family as 12 weeks of paid leave at full wages? Provide your answer numerically (no symbols) in thousand-dollar increments. For example, #000 where the first digit is a number.

	Freq.	%
Less than $2,000	170	14.0%
$2,000 - $4,999	120	9.9%
$5,000 - $7,999	308	25.3%
$8,000 - $9,999	100	8.2%
$10,000+	517	42.6%
Total	1215	100.0%

Q21. **Open End – Extra Cash Use Code**: In your own words, if your family received extra cash government support after your child was born, how would you most likely use it?

See Verbatim File.

Q22. **Universal vs. Targeted Support**: Do you believe government-provided family benefits should be available to all families or only those below a certain income level?

	Freq.	%
Available to all families	**745**	**61.3%**

Definitely available to all families	399	32.9%
Probably available to all families	345	28.4%
Only to families below a certain income level	**445**	**36.6%**
Probably only to families below a certain income level	259	21.3%
Definitely only to families below a certain income level	186	15.3%
Unsure	26	2.1%
Total	1215	100.0%

Q23. **Government Support Ceiling**: What do you believe the annual income ceiling should be for receiving government-provided family support, meaning support is either reduced or not provided above that level of income?

	Freq.	%
₱10,000	40	9.0%
₱50,000	111	24.9%
₱75,000	88	19.8%
₱100,000	83	18.7%
₱150,000	57	12.9%
₱250,000	26	5.9%
More than $250,000	22	4.9%
Unsure	17	3.9%
Total	445	100.0%

Q24 - Q27 A. For each of the following types of government-provided family supports, please indicate whether you believe the support should be universal or income-limited.

	Universal	Definitely universal	Targeted	Definitely targeted	Unsure	Total
Paid parental leave, meaning paid time off for new parents after welcoming a new child: For each of the following types of government-provided family supports, please indicate whether you believe the support should be universal or income-limited. - Paid parental leave, meaning paid time off for new parents after welcoming a new child	**66.2%** **403**	43.1% 262	**30.9%** **188**	13.0% 79	2.9% 18	100.0% 609

Flexible paid family or medical leave, meaning paid time off for workers to care for a loved one or tend to their own serious health condition: For each of the following types of government-provided family supports, please indicate whether you believe the support should be universal or income-limited. - Flexible paid family or medical leave, meaning paid time off for workers to care for a loved one or tend to their own serious health condition	**65.7%** **400**	42.4% 258	**31.6%** **193**	15.3% 93	2.7% 17	100.0% 609
Subsidies or tax credits to help cover the cost of raising a child or paying for child care: For each of the following types of government-provided family supports, please indicate whether you believe the support should be universal or income-limited. - Subsidies or tax credits to help cover the cost of raising a child or paying for child care	**55.5%** **338**	31.8% 194	**41.6%** **254**	16.2% 99	2.8% 17	100.0% 609
One-time cash payments to new parents: For each of the following types of government-provided family supports, please indicate whether you believe the support should be universal or income-limited. - One-time cash payments to new parents	**51.6%** **314**	27.7% 169	**45.9%** **279**	18.2% 111	2.5% 16	100.0% 609

Q24 - Q27 B. For each of the following types of government-provided family supports, please indicate whether you believe the support should be universal or income-limited for those making around $125,000 or less annually.

	Universal	Definitely universal	Targeted	Definitely targeted	Unsure	Total
Paid parental leave, meaning paid time off for new parents after welcoming a new child: For each of the following types of government-provided family supports, please indicate whether you believe the support should be universal or income-limited. - Paid parental leave, meaning paid time off for new parents after welcoming a new child	**63.9%** **387**	42.6% 258	**32.7%** **198**	12.4% 75	3.3% 20	100.0% 606

Flexible paid family or medical leave, meaning paid time off for workers to care for a loved one or tend to their own serious health condition: For each of the following types of government-provided family supports, please indicate whether you believe the support should be universal or income-limited. - Flexible paid family or medical leave, meaning paid time off for workers to care for a loved one or tend to their own serious health condition	**65.4%** **396**	40.3% 244	**31.3%** **190**	13.8% 84	3.3% 20	100.0% 606
Subsidies or tax credits to help cover the cost of raising a child or paying for child care: For each of the following types of government-provided family supports, please indicate whether you believe the support should be universal or income-limited. - Subsidies or tax credits to help cover the cost of raising a child or paying for child care	**55.1%** **334**	28.0% 169	**40.7%** **247**	17.4% 105	4.2% 25	100.0% 606
One-time cash payments to new parents: For each of the following types of government-provided family supports, please indicate whether you believe the support should be universal or income-limited. - One-time cash payments to new parents	**50.1%** **304**	26.3% 159	**46.1%** **279**	19.8% 120	3.8% 23	100.0% 606

Q28. **Work Requirements**: Do you believe a parent or parents should be required to work at least part-time in order to receive government support for their family?

	Freq.	%
One parent should be required to work	**636**	**52.3%**
Definitely one parent should be required to work	388	31.9%
Probably one parent should be required to work	248	20.4%
Both parents should be required to work	**228**	**18.8%**
Definitely both parents should be required to work	129	10.6%
Probably both parents should be required to work	99	8.2%
Neither parent should be required to worl	**293**	**24.1%**
Definitely neither parent should be required to work	159	13.1%
Probably neither parent should be required to work	134	11.0%

Unsure	59	4.8%
Total	1215	100.0%

Q29. Income Level Support: Do you believe that current government policies and financial-support programs do enough to support families with young children at your income level?

	Freq.	%
Yes	**504**	**41.5%**
Definitely yes	182	14.9%
Probably yes	323	26.6%
No	**640**	**52.7%**
Probably no	282	23.2%
Definitely no	358	29.4%
Unsure	71	5.8%
Total	1215	100.0%

Q30. Leave for Both Parents: Do you believe both fathers and mothers should be eligible to receive paid parental leave?

	Freq.	%
Paid parental leave should be limited to the primary household earner	113	9.3%
Paid parental leave should be available to both parents equally	630	51.8%
Paid parental leave should be available to both parents but more for the mother	279	23.0%
Paid parental leave should be limited to mothers	103	8.5%
Paid parental leave should not be provided by the government or employers	49	4.0%
Unsure	41	3.4%
Total	1215	100.0%

Q31. Open End – Policymaker Understanding: In your own words, what is one thing you wish policymakers better understood about raising young children today?

See Verbatim File.

Q32 - Q37. The following is information about government-provided family supports that you may hear or see in the news or in advertisements. Select whether the information makes you more or less likely to support government-provided family supports.

	More likely	Much more likely	Makes no difference	Less likely	Much less likely	Unsure	Total
Stability and Flexibility: Since every family's situation is unique, government policies and programs to help parents navigate the demands of work and caregiving should be designed to offer both stability and flexibility.	**69.6%**	39.9%	14.2%	**13.4%**	5.9%	2.8%	100.0%
	845	485	172	**163**	71	34	1215

Middle-Class Squeeze: Middle-class families often miss the cutoff for government-provided family support. But these families also struggle to make ends meet and deserve policies that ease the financial pressure of raising a family.	**68.7%** **835**	42.3% 513	12.7% 154	**15.5%** **189**	6.1% 74	3.1% 38	100.0% 1215
Responsible Priority: Supporting families by providing paid leave or cash assistance should be a national priority delivered responsibly, without cutting funding for education or other services that support workers.	**68.0%** **826**	38.5% 468	12.3% 150	**16.2%** **197**	7.0% 85	3.4% 41	100.0% 1215
Economic Security: Investing in family support policies and programs strengthens the economy by helping parents stay in the workforce and contribute to long-term economic growth.	**66.7%** **810**	37.4% 454	14.1% 172	**15.9%** **193**	6.9% 84	3.3% 40	100.0% 1215
Children Thrive: Children thrive when their parents have the time, resources, and stability to care for them during their earliest years.	**76.0%** **923**	56.0% 681	9.9% 121	**12.1%** **147**	4.3% 52	2.0% 24	100.0% 1215
Future Investment: Supporting families with young children is one of the smartest investments the government can make in the next generation's economic success.	**70.2%** **853**	44.5% 541	11.1% 135	**16.1%** **196**	6.4% 77	2.5% 31	100.0% 1215

Q38. Informed Government Support for Families: Now knowing this information... Do you support or oppose increasing government funding for family support programs, even if that potentially means a slight tax increase or spending cuts elsewhere?

	Freq.	%
Support	**976**	**80.3%**
Strongly support	592	48.7%
Somewhat support	384	31.6%
Oppose	**183**	**15.1%**
Somewhat oppose	123	10.1%
Strongly oppose	60	4.9%
Unsure	56	4.6%
Total	1215	100.0%

Q39. Weekly Work Hours: On average, how many hours per week do you currently work at a paid job, if you have one?

	Freq.	%
Retired - I'm retired	**11**	**0.9%**

Unemployed - I'm not currently employed but would prefer to be	**46**	**3.8%**
Stay-at-Home - I'm a stay-at-home parent	**157**	**12.9%**
Part-Time	**182**	**15.0%**
Fewer than 10 hours	50	4.1%
10 - 19 hours	53	4.3%
20 - 29 hours	80	6.6%
Full-Time	**807**	**66.4%**
30 - 39 hours	226	18.6%
40 hours or more	581	47.8%
Unsure	11	0.9%
Total	1215	100.0%

Q40. Gender

	Freq.	%
Female	609	50.1%
Male	604	49.7%
Other/Prefer not to answer	2	0.2%
Total	1215	100.0%

Q41. Age Range

	Freq.	%
Under 35	**608**	**50.0%**
18 - 24	57	4.7%
25 - 29	196	16.1%
30 - 34	355	29.2%
35 and Over	**608**	**50.0%**
35 - 39	338	27.8%
40 - 49	230	18.9%
50+	40	3.3%
Total	1215	100.0%

Q42. Partisanship by Response

	Freq.	%
Republican	**556**	**45.7%**
Strongly Republican	305	25.1%
Mostly Republican	250	20.6%
Independent	**256**	**21.1%**
Democratic	**390**	**32.1%**
Mostly Democratic	196	16.1%
Strongly Democratic	195	16.0%
Unsure	13	1.0%
Total	1215	100.0%

Q43. Ideology

	Freq.	%
Conservative	**443**	**36.4%**
Very conservative	234	19.2%
Somewhat conservative	209	17.2%

Moderate	**431**	**35.5%**
Liberal	**309**	**25.4%**
Somewhat liberal	132	10.9%
Very liberal	177	14.6%
Unsure	32	2.7%
Total	1215	100.0%

Q44. Community Type

	Freq.	%
Rural	303	24.9%
Suburban	517	42.5%
Urban	395	32.5%
Total	1215	100.0%

Q45. 2024 Retro Ballot

	Freq.	%
Republican Donald Trump	643	52.9%
Democrat Kamala Harris	418	34.4%
Another candidate	37	3.1%
Did not vote in the 2024 election	99	8.2%
Unsure	18	1.5%
Total	1215	100.0%

Q46. Marital Status

	Freq.	%
Single	245	20.2%
Married	873	71.8%
Divorced	42	3.4%
Widowed	10	0.8%
Separated	30	2.5%
Unsure	15	1.2%
Total	1215	100.0%

Q47. Income by Response

	Freq.	%
Less than $25,000	107	8.8%
$25,000 - $49,999	208	17.1%
$50,000 - $74,999	217	17.8%
$75,000 - $99,999	204	16.8%
$100,000 - $149,999	236	19.4%
$150,000 - $199,999	154	12.7%
$200,000+	85	7.0%
Unsure	5	0.4%
Total	1215	100.0%

Q48. Race/Ethnicity

	Freq.	%
White or Caucasian	915	75.3%
Asian or Pacific Islander	25	2.1%
Black or African American	104	8.6%
Hispanic or Latino	151	12.4%
American Indian or Alaskan Native	12	1.0%
Other	7	0.6%

Unsure	0	0.0%
Total	1215	100.0%

Q49. Education Level

	Freq.	%
No degree	**613**	**50.4%**
Some high school	18	1.5%
High school diploma/GED	253	20.9%
Technical Certification	42	3.4%
Some college or Associate's Degree	300	24.7%
At least College	**597**	**49.2%**
Four-year undergraduate or Bachelor's Degree	331	27.2%
Graduate degree or further	267	21.9%
Unsure	5	0.4%
Total	1215	100.0%

Q50. Geo

	Freq.	%
NorthEast	209	17.2%
Midwest	272	22.4%
South	456	37.5%
West	278	22.9%
Total	1215	100.0%

Q51. Region

	Freq.	%
Midwest	272	22.4%
Northeast	209	17.2%
South	195	16.1%
Southwest	185	15.2%
West	254	20.9%
Mid-Atlantic	99	8.2%
Total	1215	100.0%

Q52. Gender + Age

	Freq.	%
F 18 - 24	32	2.6%
F 25 - 29	108	8.9%
F 30 - 34	252	20.7%
F 35 - 39	149	12.3%
F 40 - 49	43	3.5%
F 50+	24	2.0%
M 18 - 24	25	2.1%
M 25 - 29	87	7.2%
M 30 - 34	103	8.5%
M 35 - 39	186	15.3%
M 40 - 49	187	15.4%
M 50+	16	1.3%
Other/Prefer not to answer	2	0.2%
Total	1215	100.0%

Q53. Race + Gender

	Freq.	%
White Female	471	38.8%
White Male	442	36.4%
American Indian or Alaskan Native Female	8	0.6%
American Indian or Alaskan Native Male	4	0.4%
Asian Female	15	1.2%
Asian Male	11	0.9%
Black Female	33	2.7%
Black Male	72	5.9%
Hispanic Female	80	6.6%
Hispanic Male	71	5.8%
Other Female	2	0.2%
Other Male	5	0.4%
Unsure/Other/Prefer not to answer	2	0.2%
Total	1215	100.0%

Q54. Gender + Education

	Freq.	%
Female At least College	288	23.7%
Female No degree	320	26.3%
Male At least College	309	25.4%
Male No degree	291	24.0%
Unsure/Other/Prefer not to answer	7	0.6%
Total	1215	100.0%

Q55. Marital Status + Gender

	Freq.	%
Single Female	137	11.3%
Single Male	108	8.9%
Married Female	422	34.7%
Married Male	448	36.9%
Divorced Female	25	2.0%
Divorced Male	17	1.4%
Widowed Female	7	0.6%
Widowed Male	3	0.2%
Separated Female	12	1.0%
Separated Male	18	1.5%
Unsure/Other/Prefer not to answer	17	1.4%
Total	1215	100.0%

METHODOLOGY

This probabilistic survey was conducted July 22 - 24, 2025, with 1215 registered voters who are parents with children under the age of 5. It has a margin of error of ±2.81%. Known registered voters were interviewed via online panel. This survey was weighted to registered voters who are parents with children under the age of 5 universe.

ABOUT THE FIRM

Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.