

# MEMORANDUM

TO: FIRST FIVE ACTION  
FROM: ROBERT BLIZZARD – UPONE INSIGHTS  
RE: REPUBLICAN POLLING DATA



We recently conducted a national survey of N=1000 registered voters and a national survey among N=970 Republican primary voters, January 21-26, 2025 ( $\pm 3.1\%$  / ( $\pm 3.2\%$ ). These surveys were conducted via mixed mode methodology of live callers and text-to-web interviewing by cell phone. The purpose of this memo is to review the key findings among GOP voters.

## KEY FINDINGS

- **Unsurprisingly, Republican primary voters nationally could not be more thrilled about Donald Trump becoming President again.** Trump's approval rating nationally stands at 87% approve-9% disapprove among GOP primary voters, and more than three-quarters (76%) say they feel *excited and optimistic* about Trump becoming President.
- **Many Republicans are struggling financially, with GOP parents in particular expressing concern about being able to save money or even get ahead financially because of childcare costs.** While *illegal immigration and border security* tops the issue agenda (51%) among GOP primary voters, it is closely followed by the issue of *inflation and rising costs* as a concern (41%). This significant financial pressure is making it harder for GOP primary voters to make ends meet:
  - 33% of GOP parents say they are *not able to save money or get ahead financially due to childcare costs*
  - 28% of GOP voters know someone who has either put off or delayed having children due to the cost and challenges associated with childcare
  - 25% of GOP parents are *cutting back on other household essentials to afford childcare*
  - 20% of GOP parents are *struggling to pay for childcare costs*
  - 12% of GOP parents say they are having *trouble finding or keeping a job due to childcare issues*
- **Fully 91% of GOP primary voters say it is important for President Trump and Republicans in Congress to have a plan to help working parents afford quality childcare for their young children. GOP voters say this will help.**
  - When probed, 79% of GOP voters say *providing more children with access to early childhood learning programs* and 73% say *holding down the cost of childcare for families* would be helpful for them and their families. ‘
  - Further, more than three-quarters of GOP primary voters (77%) *want Trump and the GOP Congress to do more to help working families afford quality childcare*. This sentiment is especially true among GOP women, younger GOP voters, and GOP parents of kids under the age of 18 and under the age of 5.

- **An overwhelming majority of GOP primary voters (80%) say that federal funding for childcare programs should be increased or kept at about the same level as it is now. Voting to cut funding could harm GOP lawmakers at the ballot box in a primary campaign.** Fully 41% of GOP primary voters believe federal funding for quality childcare programs for working parents should be *increased*, 39% say it should be *kept at the same level as it is now*, and just 16% want it *decreased*. And, by a three-to-one margin, GOP primary voters say they would be *less likely* (37%) to vote for a candidate who wanted to cut federal funding for quality childcare programs for working parents rather than *more likely* (12%).
- **Republican primary voters strongly support each of these proposals designed to help working families get access to quality childcare programs:**

Proposal	GOP Voters Support-Oppose
Increasing tax credits specifically designed to help working parents offset the high cost of childcare. (Child and Development Tax Credit)	81% - 15%
Tackling the childcare crisis with a flexible spending account (like a health savings account), which allows working parents to set aside pre-tax dollars for childcare expenses.	84% - 11%
Providing tax incentives and other benefits to American businesses which provide or help their employees find and afford quality childcare programs.	82% - 15%
Sending money to the states through a block grant so states can best decide how to increase access to affordable, quality childcare and let working parents choose the type of care that best meets their family's needs.	65% - 28%

Importantly, GOP primary voters agree these proposals:

- *Will help lower costs for working families* (78% agree-15% disagree)
- *Will increase choice for rural families who have trouble finding quality childcare in their communities* (71% agree-20% disagree)
- *Will help prepare children for better academic and social success when they enter Kindergarten* (70% agree-24% disagree)
- *Will increase choice for families that have too few quality options to choose from currently* (69% agree-18% disagree)
- *Are an important priority and a good use of tax dollars* (69% agree-26% disagree)
- *Will help improve the economy* (66% agree-28% disagree)

Further, half of GOP primary voters (50%) agree that these proposals are *just as important as a priority for working families as securing the border and stopping the increase of crime*.