




Public Support for Investing in Afterschool and Summer Programs in Detroit

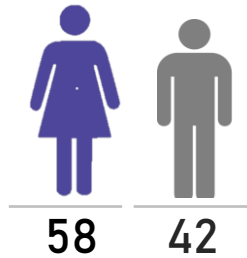
Analysis of Survey Findings
May 13, 2022

Methodology

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- Lake Research Partners designed and administered, using professional interviewers, this survey of 600 likely 2022 General Election voters in Detroit. The survey was conducted March 22 – 28, 2022. The margin of error for the base sample is +/-4% and larger for subgroups.
 - Respondents were recruited for the sample from the voter file. The data were weighted slightly by gender, age, race, region, education level, and party identification.
 - In interpreting survey results, all sample surveys are subject to possible sampling error—that is, the results of a survey may differ from those that would be obtained if the entire population of likely voters were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a question. For example, if a response to a given question which all base respondents answered was 50%, we could be sure that in 95% of all samples of 600 drawn from the same universe of likely primary voters, the results would fall within plus or minus 4% of this percentage, or between 46% and 54%.

Demographics of Likely 2022 General Election Voters

GENDER



EDUCATION

High School or Less	22
Post-H.S. / Some College	46
College Graduate	18
Post-Graduate	12
30 College Grad or Post Grad	

AGE

Under 30	15
30-39	17
40-49	14
50-64	28
65+	26
54 50 years+	

RACE

White	10
Black	88
Latinx	3
Asian/Pac. Islander	1

Party ID

Democrat	70
Indep./DK	13
Republican	8

REGION

West	50
East	25
South	25

Religious Attendance

More than once a week	14
Once a week	29
Once or twice a month	11
Several times a year	10
Only on holidays	4
Almost never	29

PARENTS

Parents	25
Not parents	75

Key Findings: Overview of Support for Afterschool Programs

- Voters overwhelmingly support additional funding for afterschool programs in Detroit. This support comes out of sense of profound need. A majority of voters believe that children in Detroit are worse off today than ten years ago. Fewer than 1-in-5 believe children are better off and 15% believe they are just as well off.
- The best outcomes from providing additional funding to afterschool programs in Detroit are that “Detroit’s children will have more safe places to go to,” that “children will be better prepared for a successful future,” and that “the mental health of our children will improve.”
- The top three barriers to the success of Detroit’s children and young people are:
 - The lack of access to quality, affordable childcare and early childhood education so children can be cared for when their parents go to work or school
 - Inadequate help for children struggling with mental health illnesses and disorders, like anxiety, depression, ADHD and PTSD
 - Children and youth living in households that struggle to afford basic needs like food, shelter, and healthcare

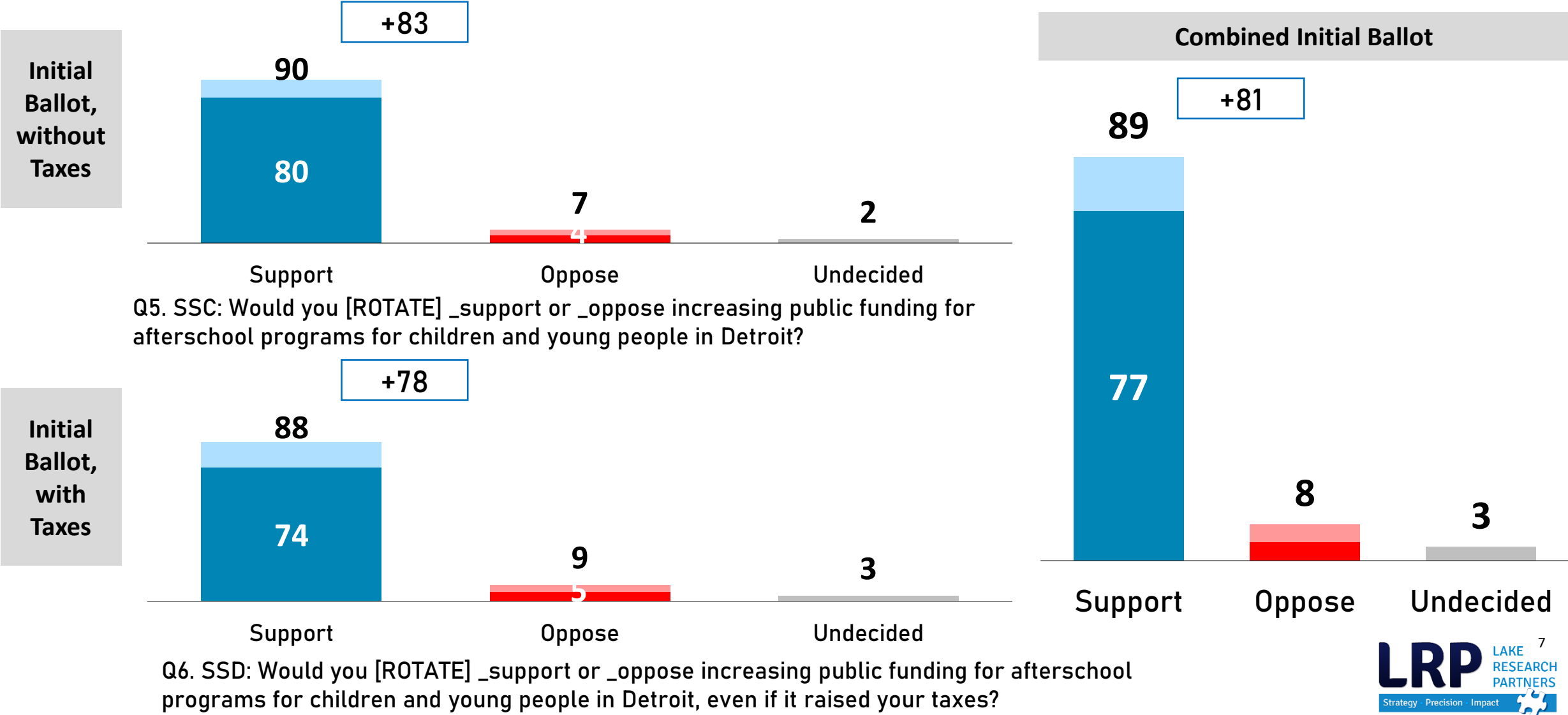
Key Findings: Messaging... and Funding

- Our messages have great reach *and* intensity. The top testing messages are:
 - “Racial Equity,” which argues that investment in afterschool programs will make Detroit more racially equitable;
 - “College/ Post H.S. Pathway,” which says that investments will introduce Detroit’s children to a variety of post-high school options;
 - “Mental Health,” which argues that investment will improve the mental health of Detroit children; and
- Voters see nearly all impacts of increasing funding in afterschool programs as quite important, including that children will have safe places to go, children will be better prepared for a successful future, mental health will improve, older children will have more career training opportunities and the number of youth involved in the juvenile justice system will decrease.
- Voters do not want to increase taxes to pay for funding afterschool programs on themselves. But they are quite strongly in support of the wealthiest and big corporations being taxed to increase investments to afterschool programs.
 - Voters are willing to cut from many parts of Detroit’s budget to expand funding for afterschool programs, most prominently tax incentives to attract businesses. A majority would also be willing to cut from funding for blight and abandoned home removal and workforce development. Cutting from health and human services, public transportation and fire protection, however, would be much more controversial.

Contours of Support for Public Funding for Afterschool Programs



A gargantuan portion of Detroit voters would support increasing public funds for afterschool programs, regardless of whether or not it would increase their taxes. When voters are told it would increase their taxes, they are slightly less intense in their support, though still overwhelmingly supportive.



Across the electorate, voters are extremely supportive of expanding funding for afterschool programs, including across race, education, age, region, parental status and gender divides. Democrats and non-Democrats alike are intensely and broadly in favor of increasing funds. Virtually no voter blocs are undecided.

Combined Initial Ballot by Key Subgroups

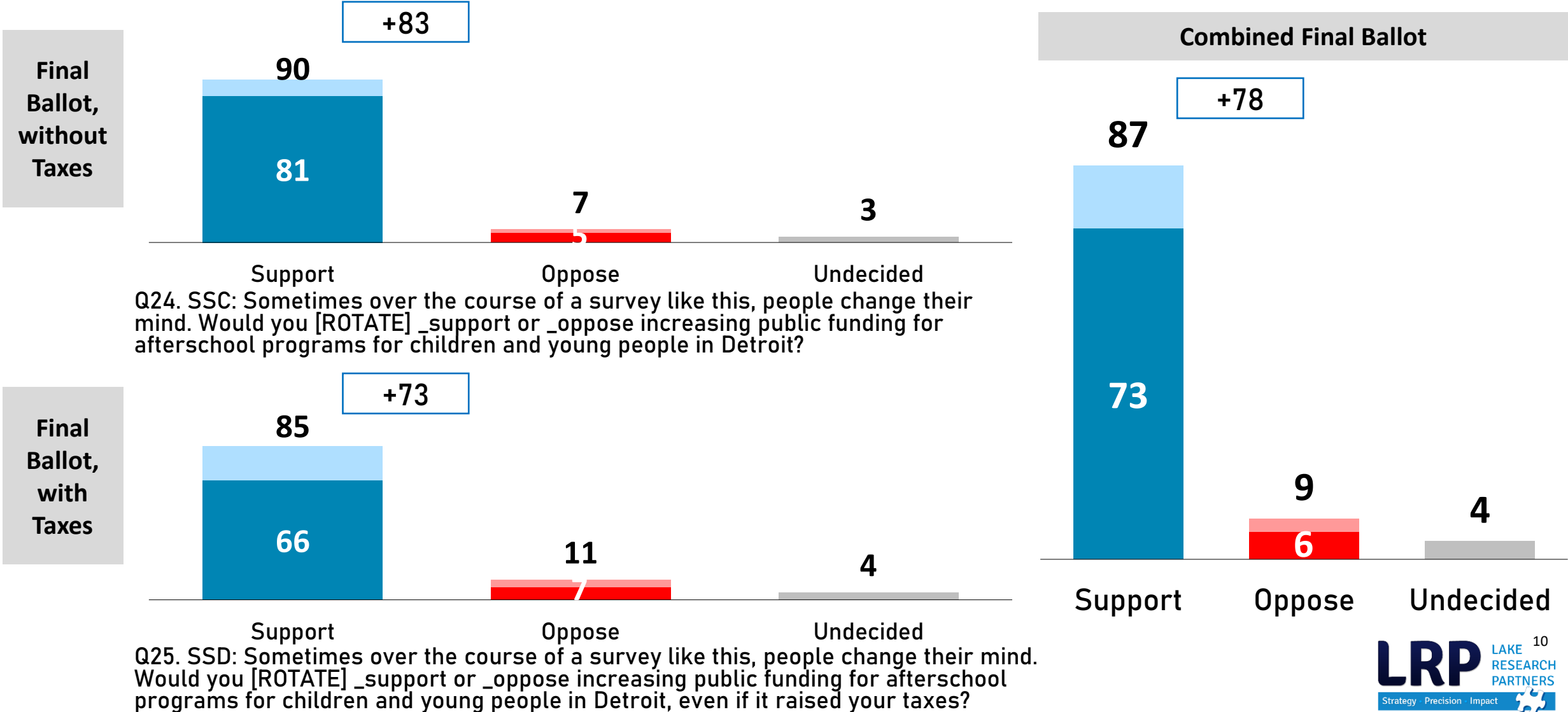
<i>Demos</i>	Support	Strongly Support	Oppose	Strongly oppose	Undecided
Men under 50	92%	75%	6%	5%	1%
Women under 50	89%	77%	10%	7%	1%
Men 50+	89%	76%	6%	3%	5%
Women 50+	88%	79%	9%	3%	3%
Non-college men	91%	77%	5%	4%	4%
Non-college women	86%	75%	11%	5%	3%
College men	90%	73%	8%	3%	2%
College women	95%	86%	4%	4%	1%
Black non-college men	91%	77%	5%	4%	4%
Black non-college women	88%	79%	10%	5%	2%
Black college men	88%	74%	9%	3%	3%
Black college women	95%	86%	4%	4%	1%
White	85%	63%	12%	6%	3%
Black	90%	79%	8%	4%	3%
Strong Democrat	94%	85%	4%	2%	2%
Weak Democrat	90%	78%	8%	4%	3%
Independent/DK	83%	70%	12%	6%	5%
West	88%	76%	9%	4%	3%
East	90%	78%	7%	4%	3%
South	91%	80%	8%	6%	2%
Weekly+ religious attendance	90%	77%	8%	5%	2%
Infrequent religious attendance	87%	79%	9%	5%	4%
Rarely/never religious attendance	88%	75%	9%	4%	3%
No Children	89%	78%	8%	3%	3%
Father	93%	73%	5%	5%	2%
Mother	89%	76%	11%	9%	0%
Initial support, Whitmer unfavorable	100%	74%	0%	0%	0%

Voters who are undecided or soft in their levels of support (and opposition) are disproportionately men, white voters, under 30 voters or seniors, Republicans, from the West region, childless and over 50 voters, and only go to church on holidays.

Weak, Leaning, or Undecided Targets

- 18% of voters are fully undecided, support or oppose with weak intensity, or are undecided but lean toward support or oppose in the initial ask:
 - 16% are white voters, who are 10% of the overall sample
 - 32% are seniors, who are 26% of the overall sample
 - 14% are Republican, who are 8% of the overall sample
 - 55% are West voters, who are 50% of the overall sample
 - 20% are voters under 30, who are 15% of the overall sample
 - 50% are childless and 50+, who are 45% of the overall sample
 - 8% only go to church on holidays, who are 4% of the electorate
 - 47% are men, who are 42% of the electorate

At the end of the survey, voters are still very supportive of increasing funding for afterschool programs, though marginally less than in the initial ballot. Voters who are told increasing funding would raise their taxes are even less intense in their support, though nearly two-thirds still support increasing funding.



White voters, men with a college degree, mothers and voters who attend religious ceremonies infrequently are most likely to shift towards supporting funding. Fathers and voters who live in the East region are most likely to shift away from supporting increasing funding, but support still remains above 85% for these groups.

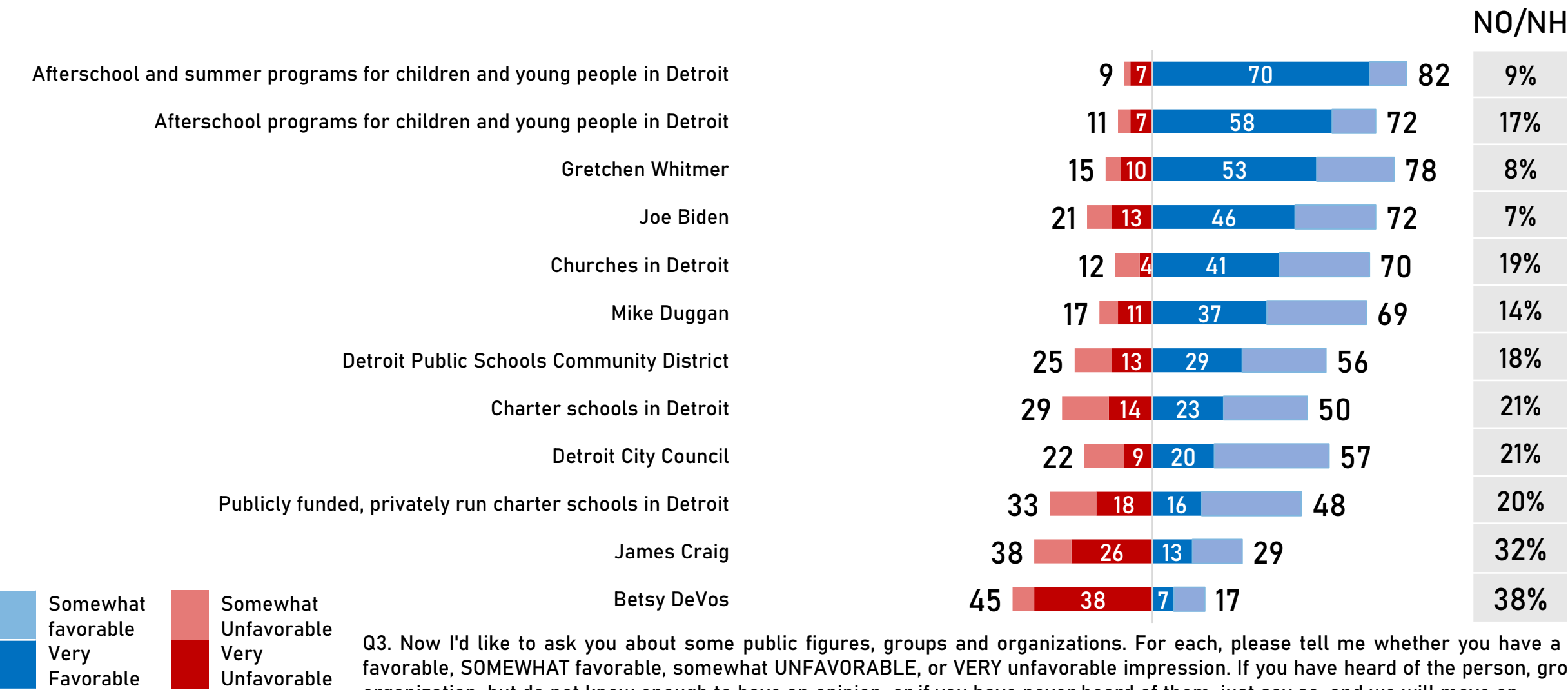
Initial to final ballot shift by Key Subgroups			
<i>Demos</i>	Net initial support	Net final ballot support	Net shift towards support
Men under 50	+86	+81	-5
Women under 50	+79	+80	+1
Men 50+	+83	+82	-1
Women 50+	+78	+73	-5
Non-college men	+86	+80	-6
Non-college women	+75	+73	-2
College men	+81	+85	+4
College women	+91	+86	-5
Black non-college men	+86	+80	-6
Black non-college women	+78	+73	-5
Black college men	+79	+83	+4
Black college women	+91	+86	-5
White	+73	+85	+12
Black	+82	+78	-4
Strong Democrat	+91	+85	-6
Weak Democrat	+82	+83	+1
Independent/DK	+70	+67	-3
West	+79	+77	-2
East	+83	+76	-7
South	+83	+82	-1
Weekly+ religious attendance	+82	+78	-4
Infrequent religious attendance	+79	+86	+7
Rarely/never religious attendance	+79	+73	-6
No Children	+81	+78	-3
Father	+89	+80	-9
Mother	+77	+80	+3
Initial support, Whitmer unfavorable	+100	+82	-18

Lay of the Land in Detroit

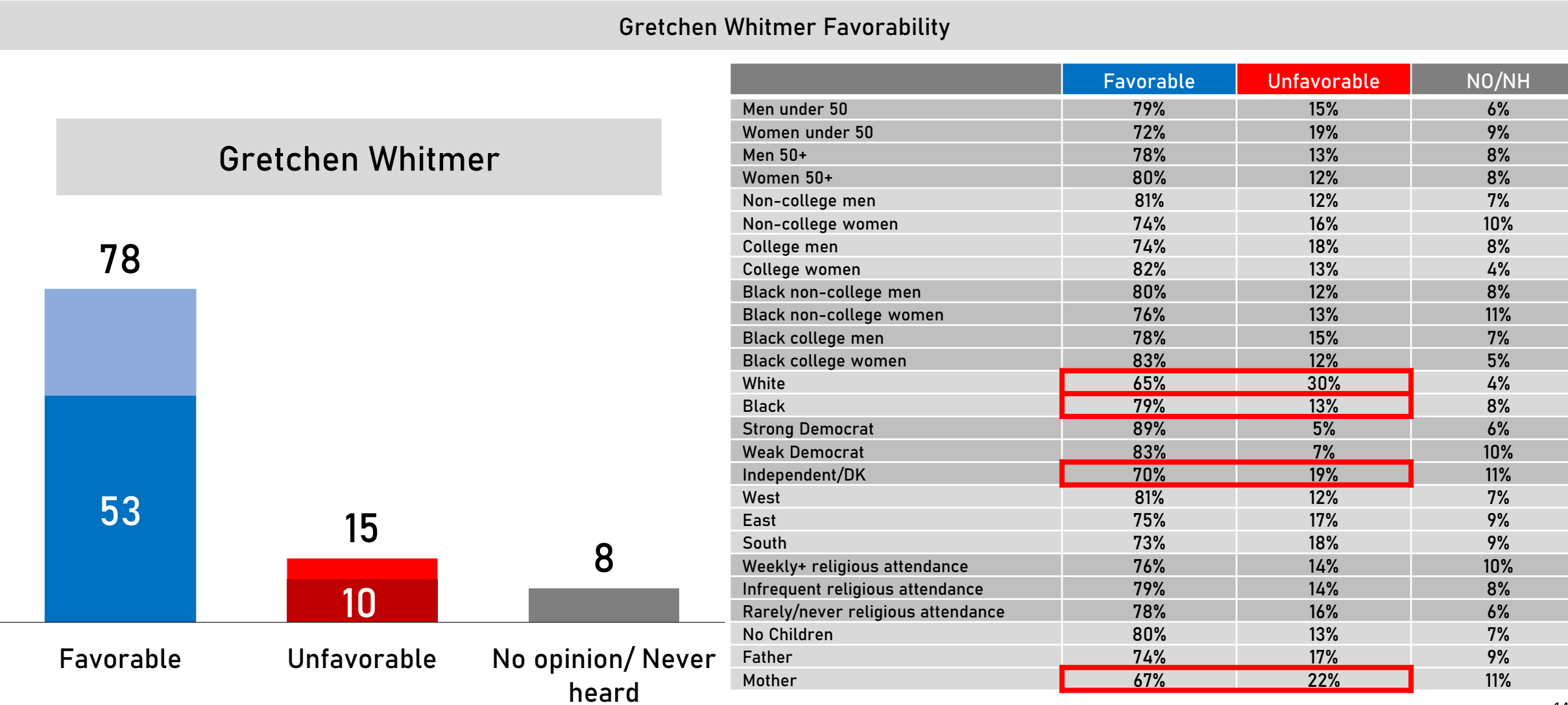
An aerial photograph of the Detroit skyline at dusk. The image shows a dense collection of skyscrapers and urban buildings. In the foreground, the circular roof of the Little Caesars Arena is visible, featuring the arena's name and logo. The city's architecture is a mix of modern glass-fronted towers and older, more traditional structures. The sky is a deep blue with some light clouds, and the overall scene is illuminated by the ambient light of the twilight hour.

Detroit voters are most favorable towards afterschool and summer programs for children (more so than afterschool alone) than any one person tested in this survey. They also like Joe Biden and Gretchen Whitmer, churches in Detroit and Mike Duggan. The Detroit Public Schools Community District is viewed positively, more so than charter schools, but not so overwhelmingly so and without much intensity. Detroiters do not like James Craig or Betsy DeVos.

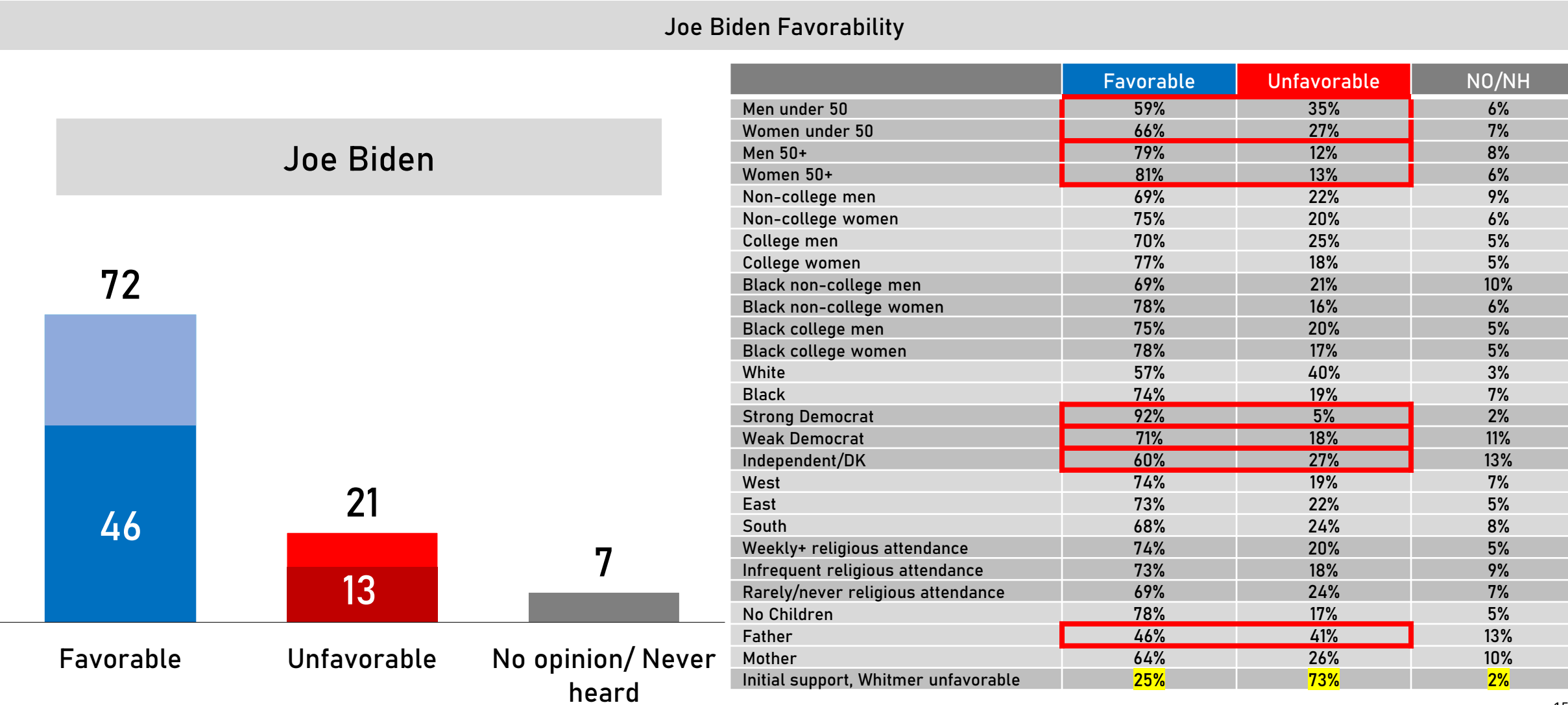
Favorability of Key Players, Institutions, and Policies



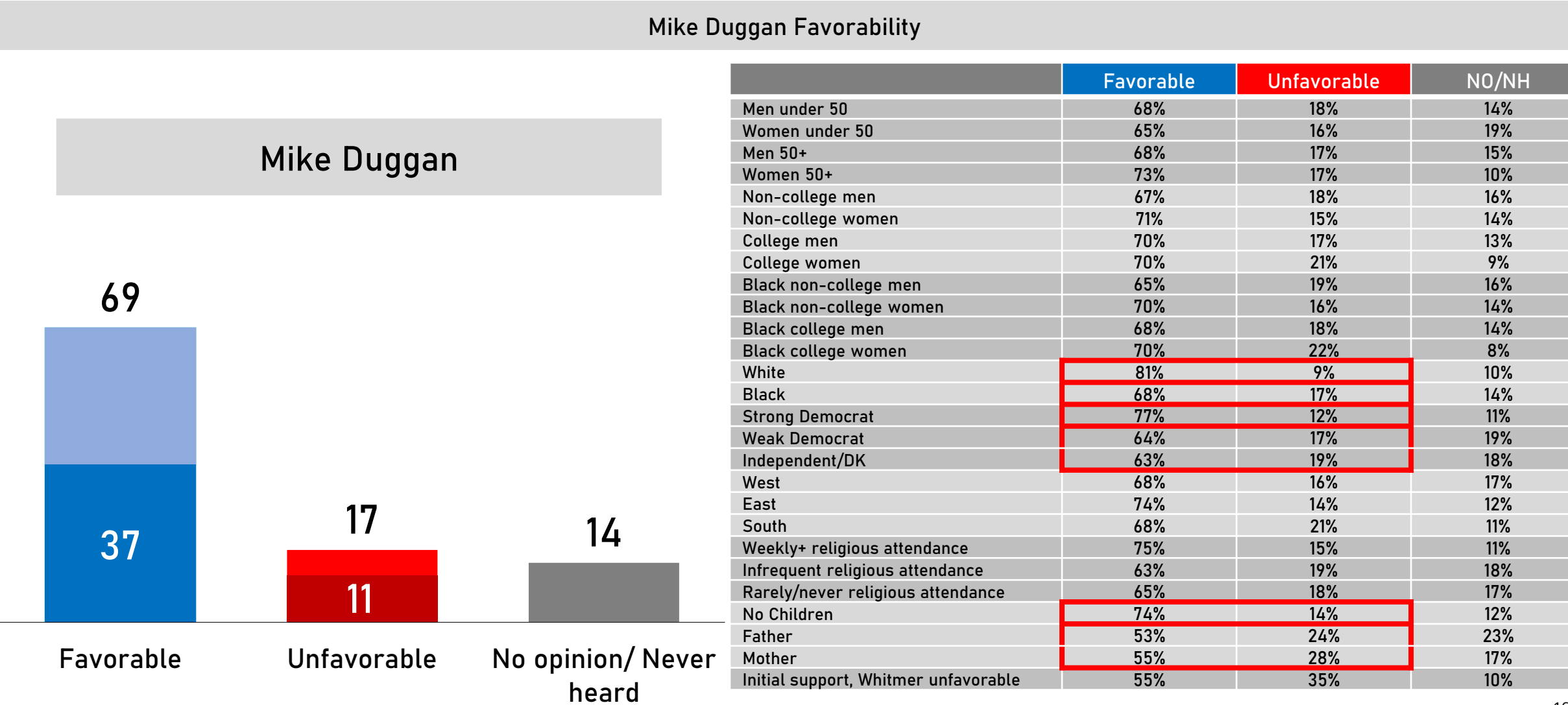
Voters across the board tend to be favorable towards Gretchen Whitmer. Her favorability numbers are propped up most by Democrats, particularly strong Democrats. White voters, non-Democrats and mothers are least favorable towards her, though still net-favorable overall.



Joe Biden's favorability numbers are brought up most by Democrats—particularly strong Democrats—voters 50 and older, voters without children and Black voters, while white voters, non-Democrats and fathers are disproportionately unfavorable towards him.

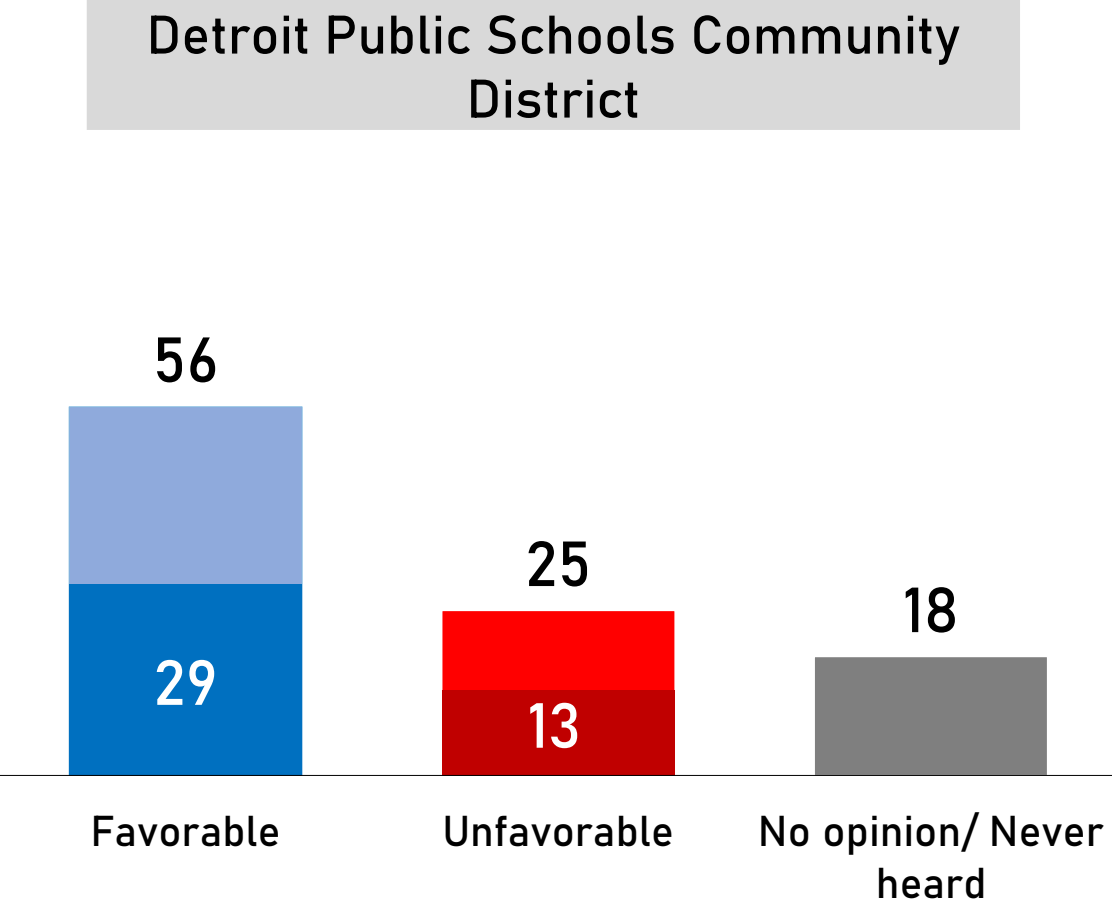


Mike Duggan is quite popular as well. A majority of voters who are unfavorable towards Gretchen Whitmer but vote for more investment on the initial ballot are favorable towards him. Voters without children like him much more than voters with children. He is more popular among strong Democrats than weak Democrats or independents and more popular among white voters than Black voters (though is still net favorable among all of the above).



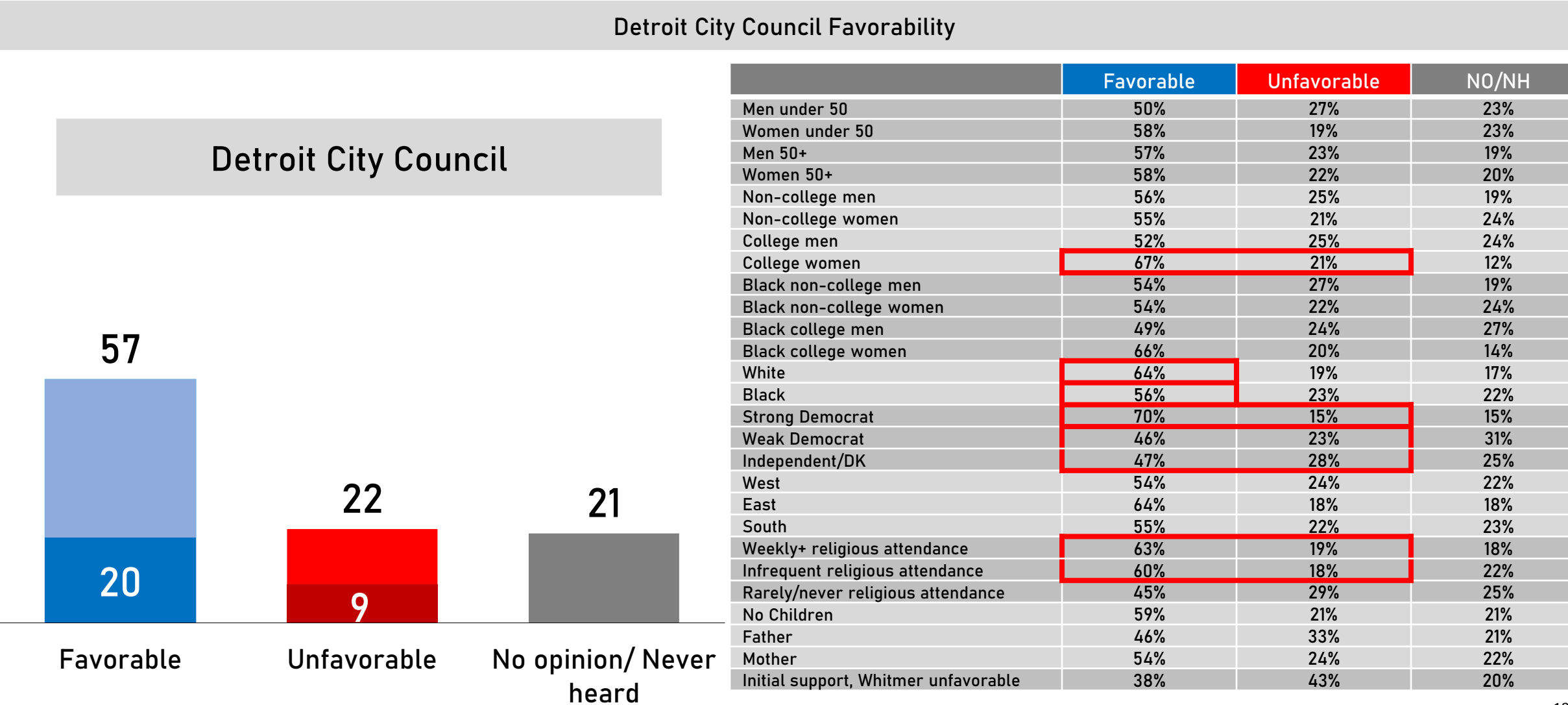
Detroit public schools are popular overall. The district is least popular—in relative terms—among people who rarely or never attend church, people who are not strong Democrats and white voters, along with mothers. It is most popular among Black college-educated women and strong Democrats.

Detroit Public Schools Community District Favorability



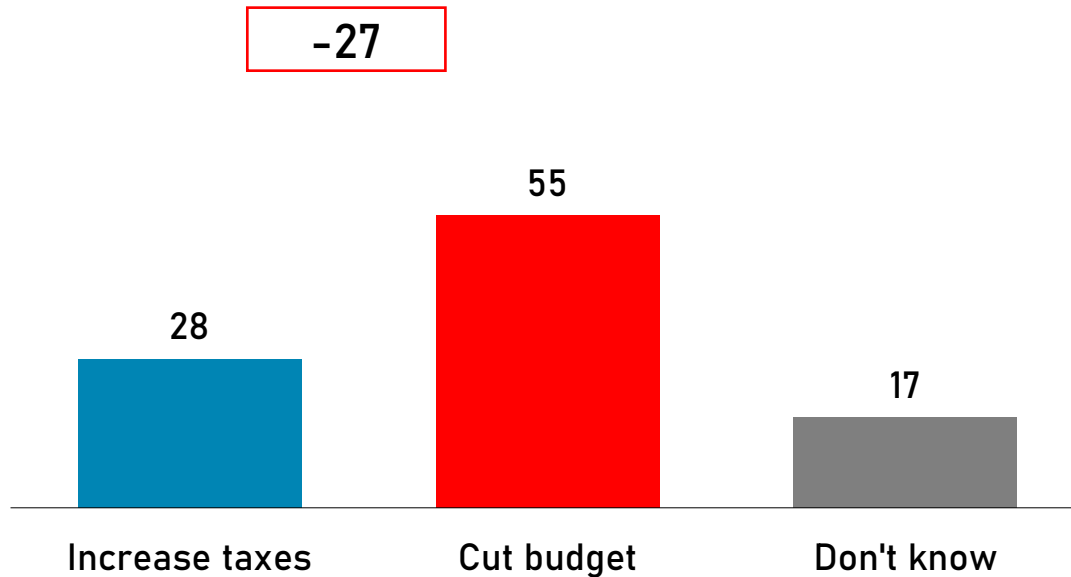
	Favorable	Unfavorable	NO/NH
Men under 50	56%	29%	15%
Women under 50	49%	32%	18%
Men 50+	57%	18%	25%
Women 50+	61%	22%	16%
Non-college men	57%	23%	20%
Non-college women	54%	29%	18%
College men	56%	24%	20%
College women	62%	25%	13%
Black non-college men	56%	25%	19%
Black non-college women	57%	26%	17%
Black college men	57%	26%	18%
Black college women	63%	24%	13%
White	46%	29%	26%
Black	58%	25%	17%
Strong Democrat	68%	18%	14%
Weak Democrat	46%	26%	28%
Independent/DK	50%	30%	20%
West	57%	24%	19%
East	61%	27%	12%
South	51%	26%	23%
Weekly+ religious attendance	61%	24%	15%
Infrequent religious attendance	61%	24%	15%
Rarely/never religious attendance	46%	28%	26%
No Children	58%	23%	19%
Father	55%	27%	18%
Mother	49%	34%	17%
Initial support, Whitmer unfavorable	35%	53%	11%

The Detroit City Council has a benign image among voters. It is most popular among college-educated women, white voters and strong Democrats. It is least popular among voters who rarely or never attend church, independents and weak Democrats, Black college-educated men and fathers.



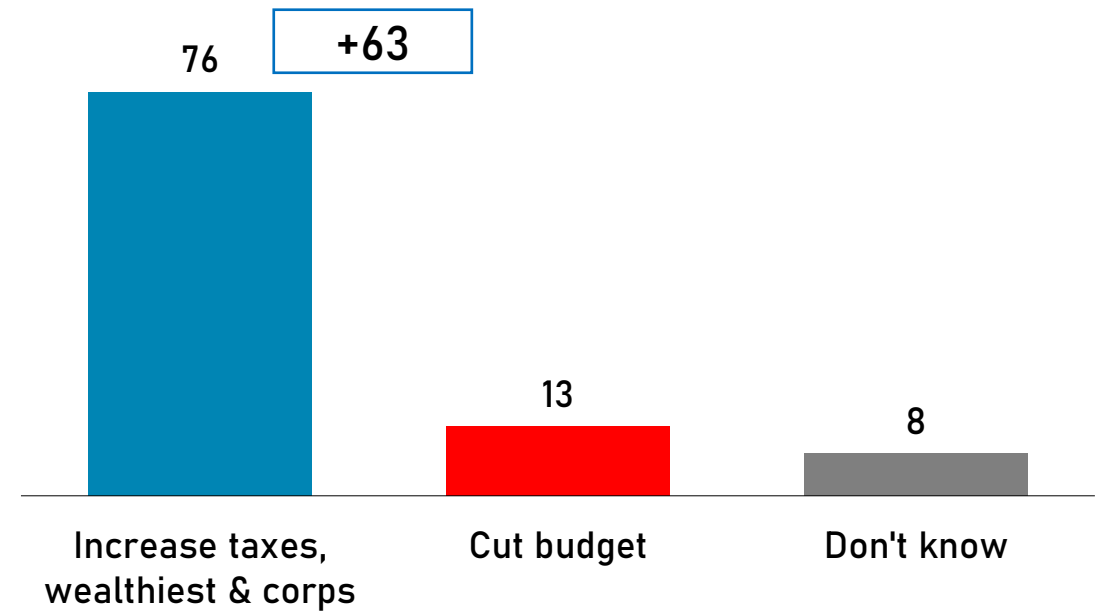
Voters strongly do not want to increase taxes to pay for funding afterschool programs. Unless if the wealthiest and big corporations are the ones being taxed. Voters quite strongly support taxing the rich.

Increase taxes or cut budget to pay for afterschool programs?



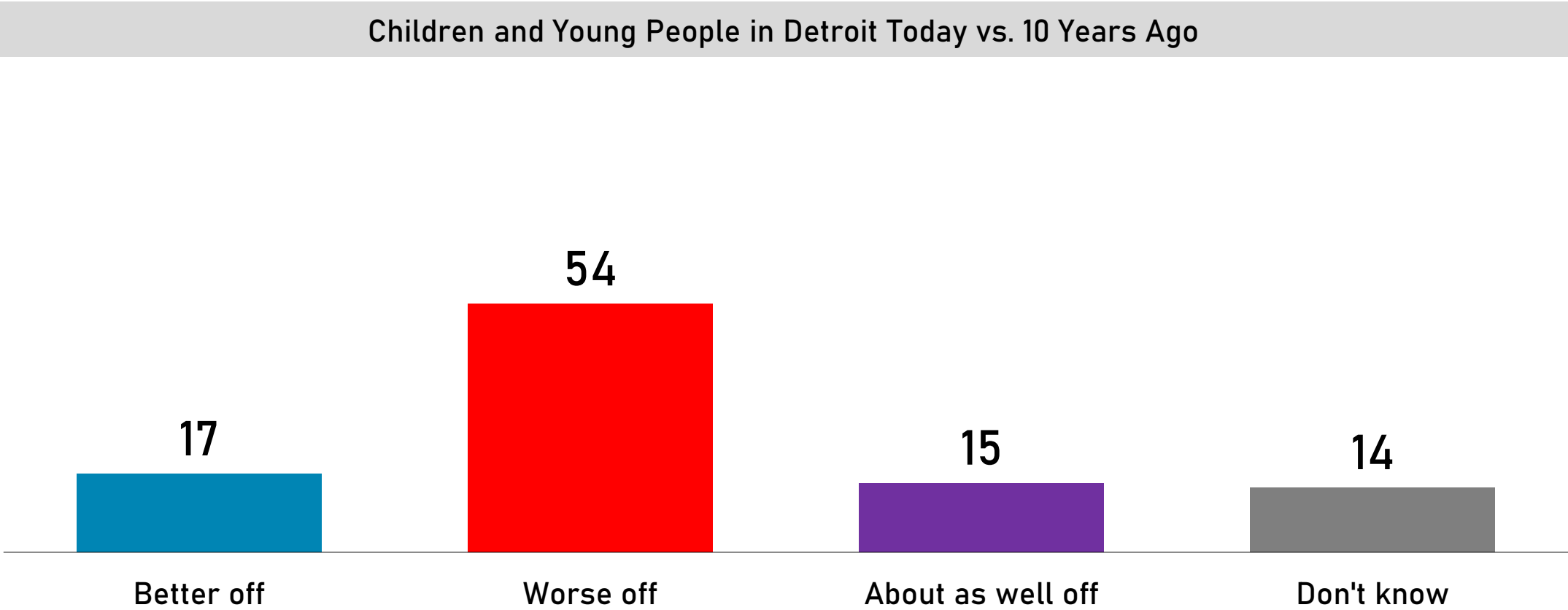
Q19. SSA: If Detroit were to increase public funding for afterschool programs for children and young people, would you rather it be paid for by [ROTATE] _increasing taxes or _cutting other areas of the budget?

Increase taxes on wealthiest and big corporations or cut budget to pay for afterschool programs?



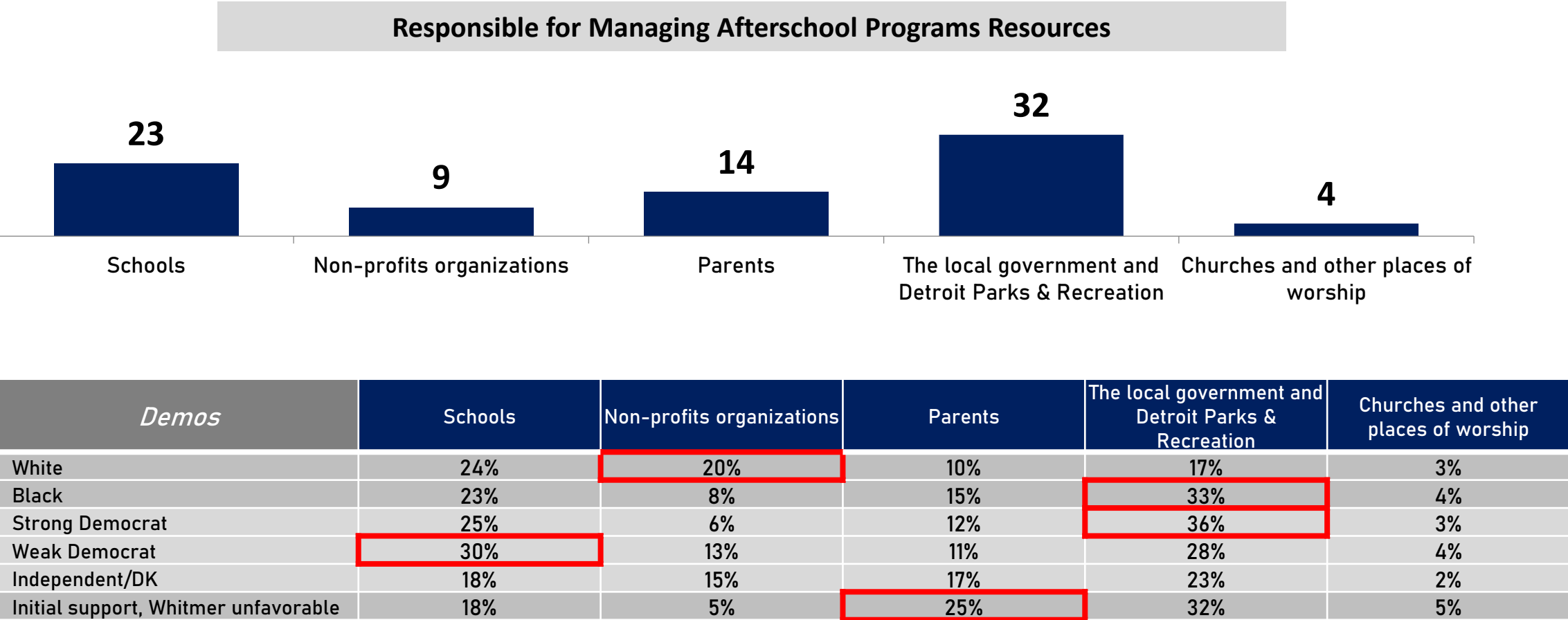
Q20. SSB: If Detroit were to increase public funding for afterschool programs for children and young people, would you rather it be paid for by [ROTATE] _increasing taxes on the wealthiest and big corporations or _cutting other areas of the budget?

A majority of voters believe that children are worse off today in Detroit than they were ten years ago. Not even one-fifth think they are better off and 15% believe they are just as well off.



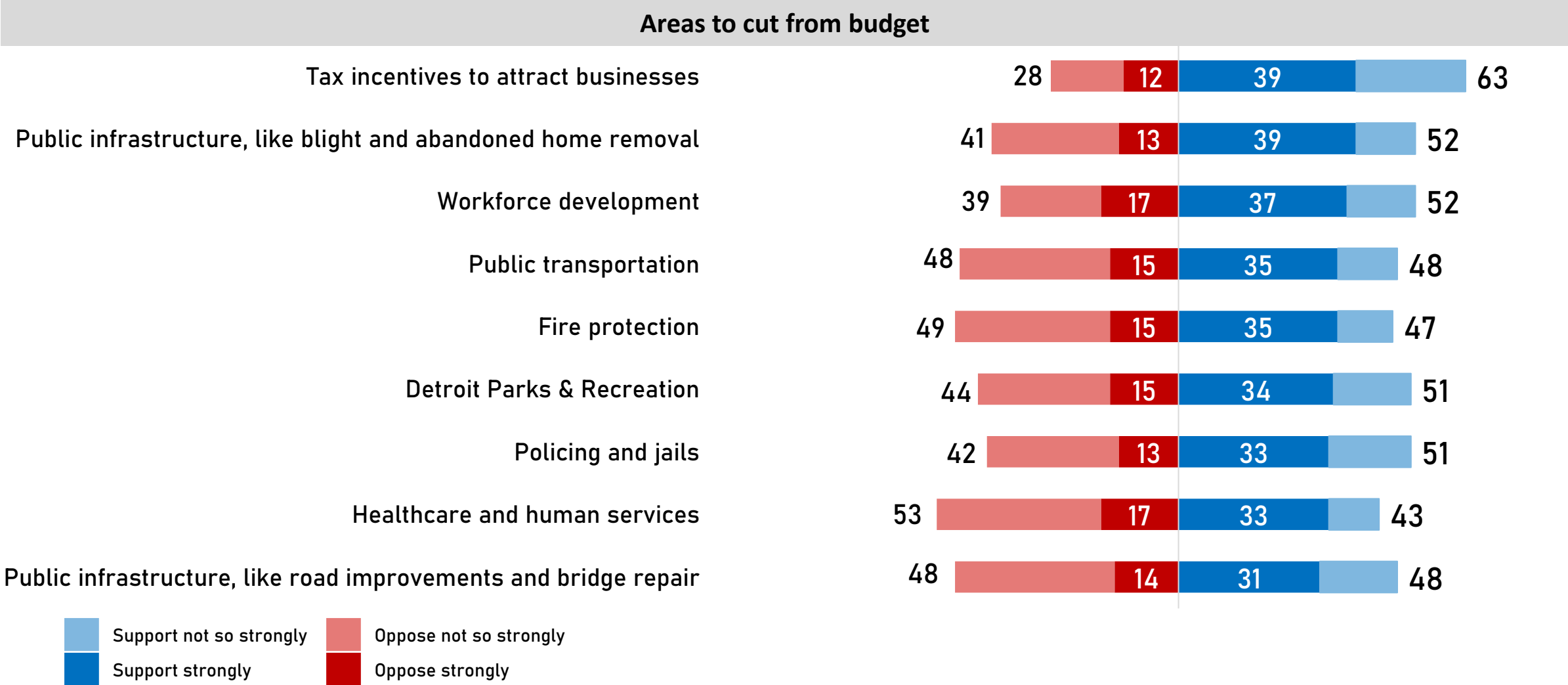
Q7. Would you say children and young people in Detroit are better off, worse off or are about as well off as they were 10 years ago?

Voters think that the local government or schools should be most responsible for managing afterschool programs in Detroit. White voters disproportionately think it should be non-profits while Whitmer targets disproportionately think it should be up to parents.

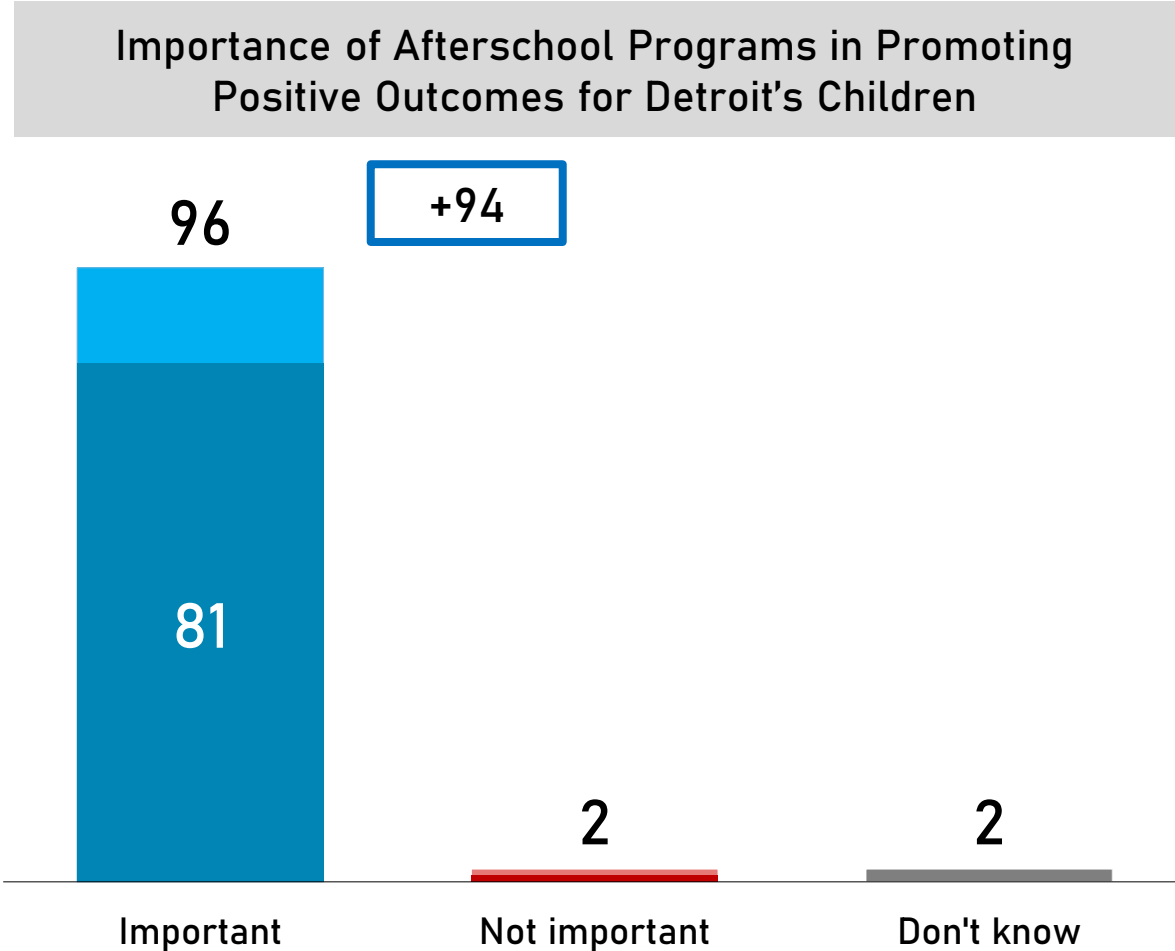


Q17. And out of the following options, who do you think should be responsible for managing after school programs?
[RANDOMIZE LIST]

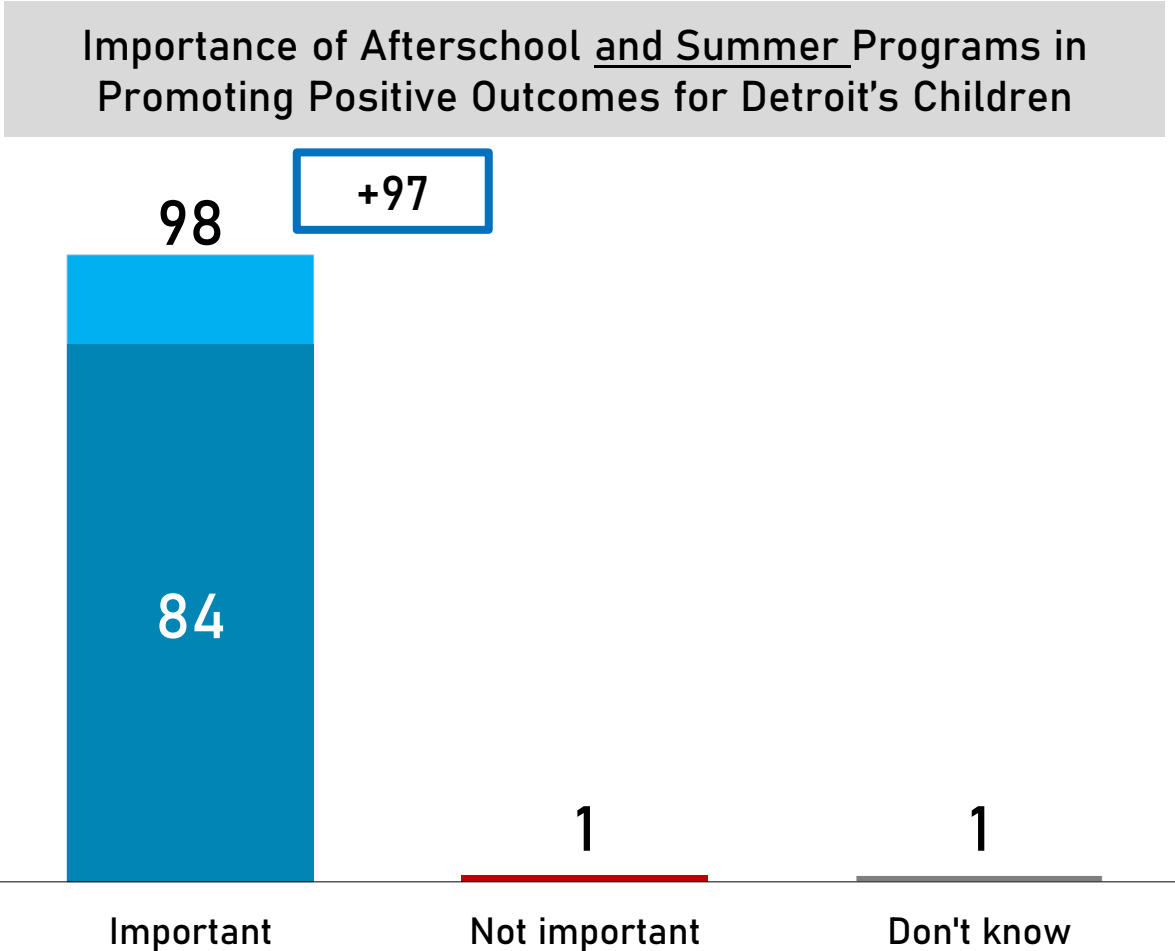
Voters would be willing to cut from many parts of the budget to increase funding for afterschool programs, most prominently tax incentives to attract businesses. A majority would also be willing to cut from funding for blight and abandoned home removal and workforce development. Cutting from public transportation and fire protection is more controversial.



Voters very strongly believe afterschool programs are important in promoting positive outcomes for Detroit’s children. It does not really make a large difference if “summer programs” is added or not.



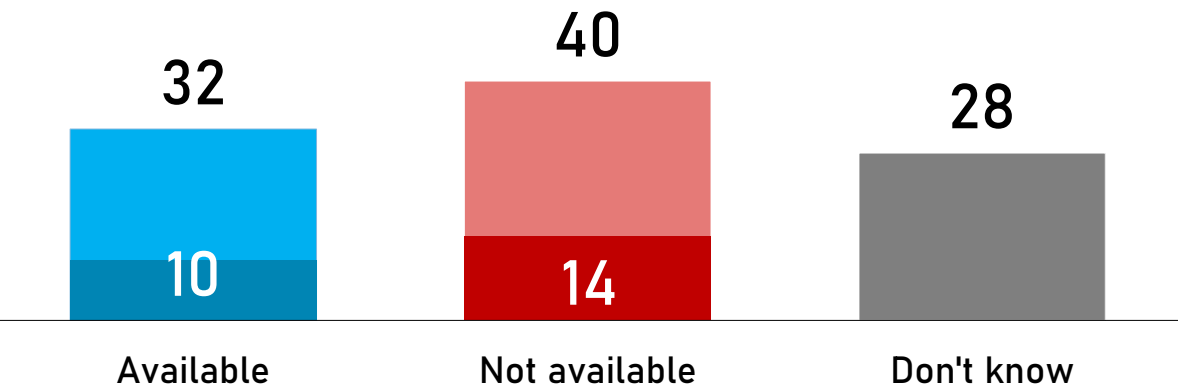
Q13. SSA: How important do you think afterschool programs are when it comes to promoting positive outcomes for Detroit’s children? [PHONE READ ITEMS]



Q14. SSB: How important do you think afterschool and summer programs are when it comes to promoting positive outcomes for Detroit’s children? [PHONE READ ITEMS]

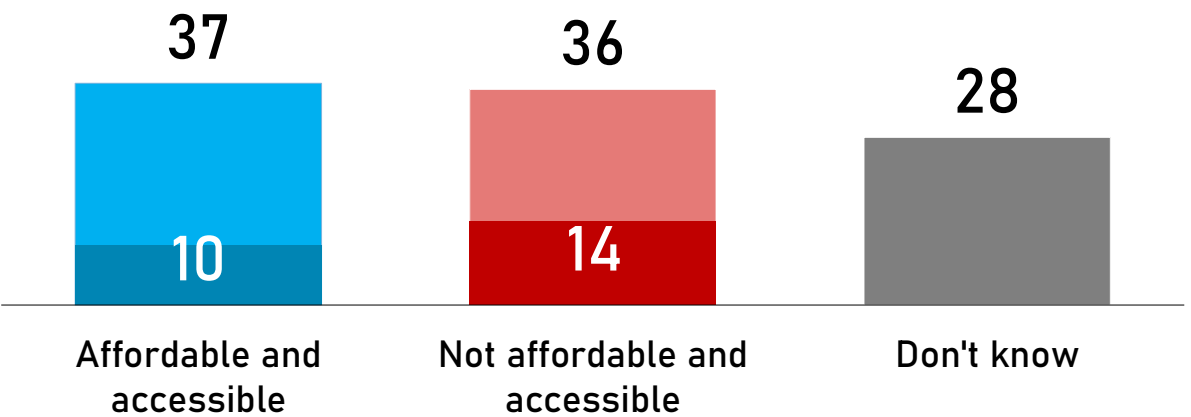
Voters don't think that afterschool programs are particularly available or affordable and accessible in their area. They are more likely to think they are affordable and accessible than available. A large chunk do not know.

Availability of Afterschool Programs in Your Area



Q15. SSA: How available would you say afterschool programs are around where you live? [PHONE: READ ITEMS]

Affordability and Accessibility of Afterschool Programs in Your Area

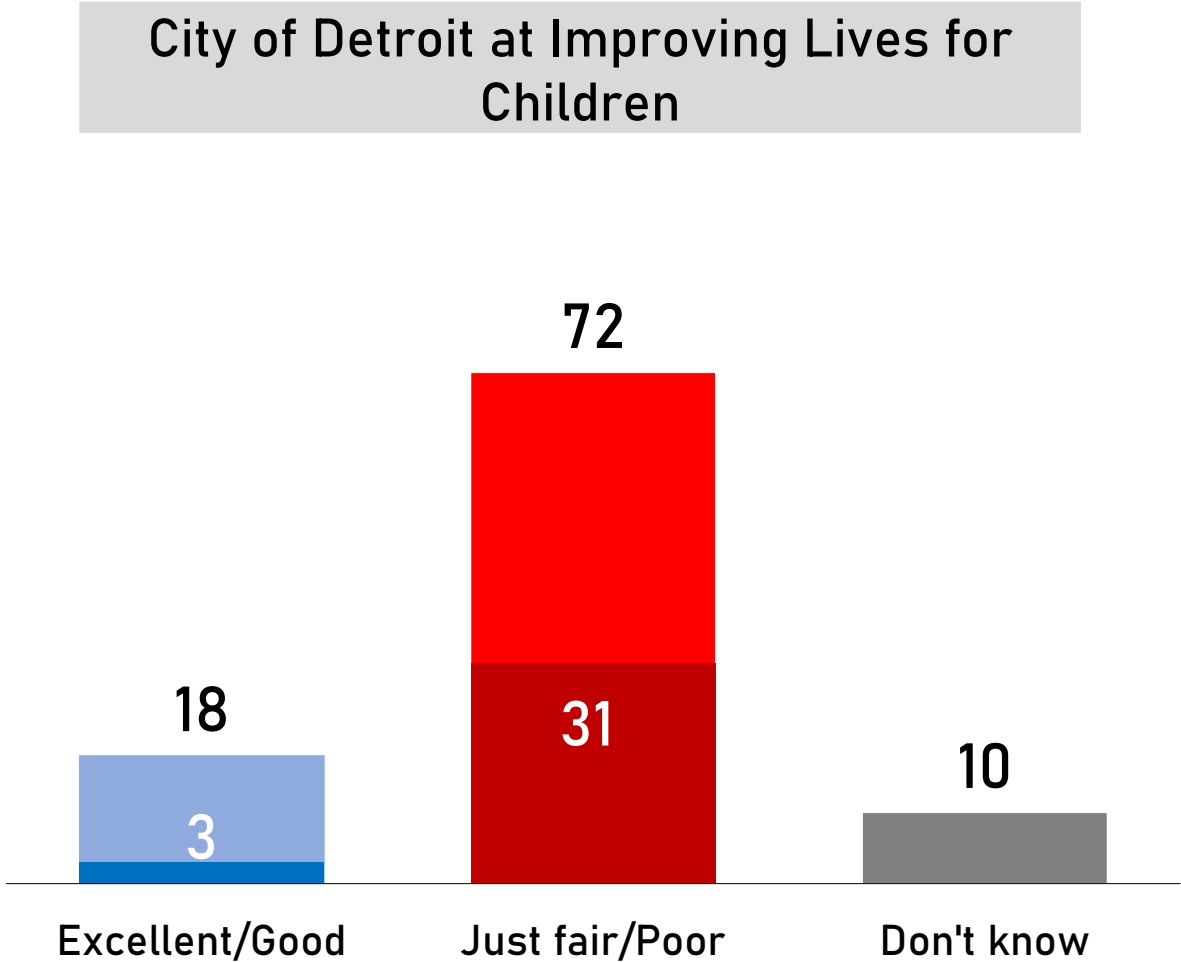


Q16. SSB: How affordable and accessible would you say afterschool programs are around where you live? [PHONE: READ ITEMS]

Perceptions of the Current Afterschool Funding Situation in Detroit



Voters do not like how good of a job Detroit is doing at improving the lives of children. White voters and strong Democrats (a peculiar combo) are most likely to say the city is doing an excellent or good job, while parents—particularly fathers—are most sour on the job the city is doing.

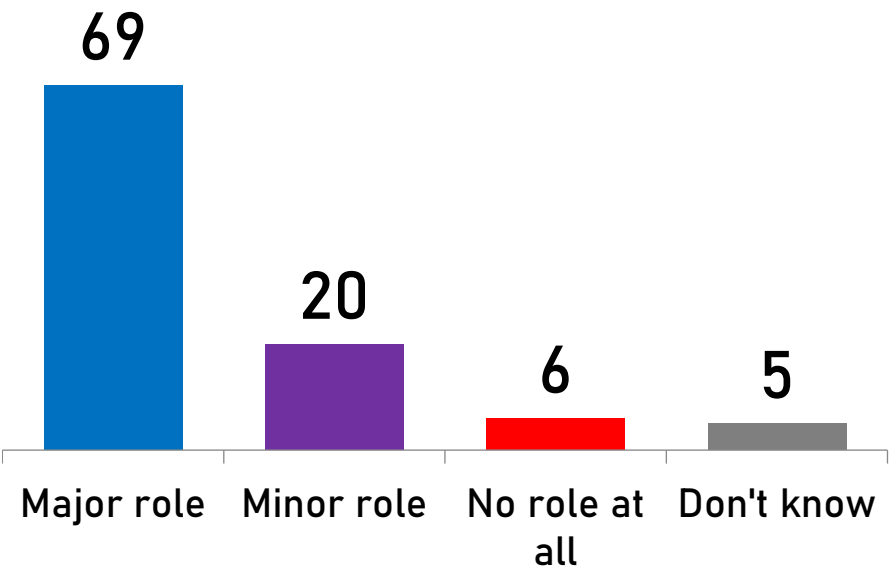


Demos	Excellent/ Good	Just fair/Poor	Don't Know
Men under 50	20%	67%	13%
Women under 50	13%	77%	10%
Men 50+	21%	72%	7%
Women 50+	19%	72%	10%
Non-college men	22%	70%	8%
Non-college women	17%	74%	9%
College men	18%	70%	12%
College women	14%	76%	10%
Black non-college men	18%	73%	8%
Black non-college women	17%	74%	8%
Black college men	21%	67%	11%
Black college women	11%	81%	8%
White	25%	61%	14%
Black	17%	74%	9%
Strong Democrat	26%	67%	7%
Weak Democrat	11%	73%	16%
Independent/DK	12%	77%	11%
West	19%	73%	8%
East	19%	69%	12%
South	15%	74%	11%
Weekly+ religious attendance	23%	72%	5%
Infrequent religious attendance	15%	78%	7%
Rarely/never religious attendance	13%	70%	17%
No Children	21%	69%	11%
Father	10%	85%	5%
Mother	12%	81%	7%
Initial support, Whitmer unfavorable	13%	79%	8%

Q8. How would you rate the job the City of Detroit is doing when it comes to improving lives for children? [PHONE READ ITEMS]

Few voters—in any subgroup—think that the city government should have “no role at all” in supporting Detroit’s children. But white voters and independents disproportionately say it should only have a minor role, while fathers, college-educated women, and Democrats disproportionately believe it should have a major role.

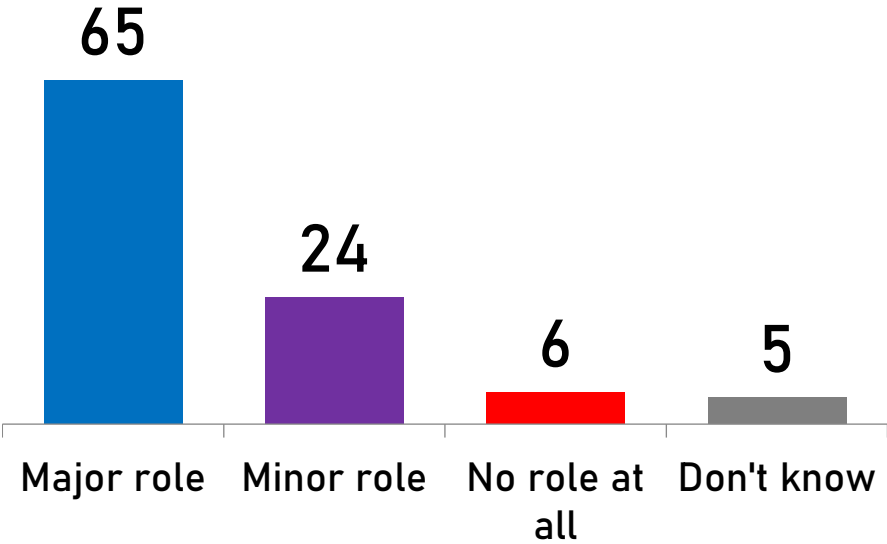
Role Detroit’s City Government Should Have Supporting Children



<i>Demos</i>	Major role	Minor role	No role at all	Don't know
Men under 50	74%	15%	5%	6%
Women under 50	69%	21%	3%	7%
Men 50+	65%	23%	7%	5%
Women 50+	69%	19%	8%	4%
Non-college men	69%	17%	7%	7%
Non-college women	67%	21%	6%	6%
College men	68%	23%	5%	4%
College women	75%	18%	4%	3%
Black non-college men	70%	17%	7%	6%
Black non-college women	68%	19%	6%	7%
Black college men	69%	22%	6%	3%
Black college women	74%	18%	4%	4%
White	62%	29%	4%	5%
Black	70%	19%	6%	6%
Strong Democrat	74%	16%	4%	6%
Weak Democrat	73%	19%	3%	5%
Independent/DK	63%	27%	5%	5%
West	70%	19%	6%	5%
East	65%	24%	4%	6%
South	72%	16%	6%	5%
Weekly+ religious attendance	68%	20%	6%	6%
Infrequent religious attendance	71%	17%	7%	4%
Rarely/never religious attendance	70%	22%	4%	4%
No Children	69%	20%	6%	5%
Father	79%	13%	1%	7%
Mother	64%	22%	8%	6%
Initial support, Whitmer unfavorable	70%	19%	7%	4%

Voters think Detroit Public Schools Community District should have a major role in supporting Detroit’s children outside of education. This is particularly the case among younger men, weak Democrats, and fathers, while white voters and independents like it the least.

Role Detroit Public Schools Community District Should Have Supporting Children

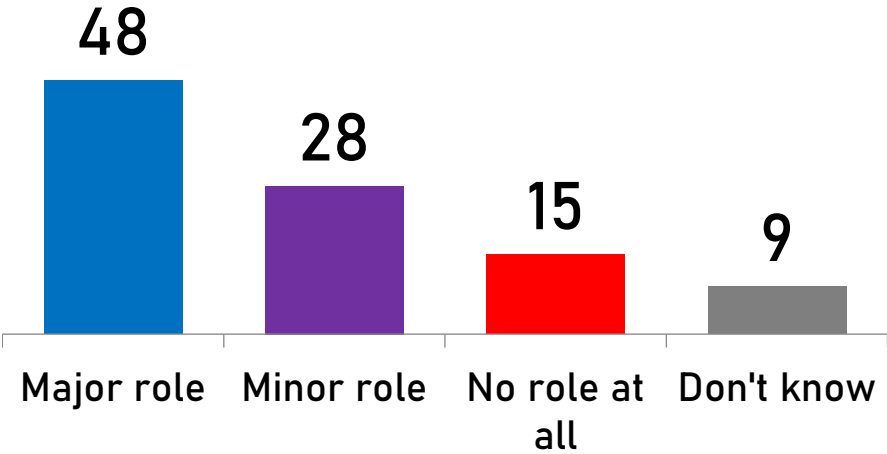


Demos	Major role	Minor role	No role at all	Don't know
Men under 50	73%	17%	4%	7%
Women under 50	65%	24%	5%	7%
Men 50+	61%	26%	8%	5%
Women 50+	62%	26%	8%	4%
Non-college men	68%	22%	4%	7%
Non-college women	61%	27%	7%	6%
College men	65%	20%	11%	4%
College women	70%	21%	7%	2%
Black non-college men	67%	22%	4%	6%
Black non-college women	61%	26%	7%	6%
Black college men	68%	19%	11%	2%
Black college women	73%	18%	6%	2%
White	57%	29%	8%	6%
Black	65%	23%	6%	6%
Strong Democrat	67%	24%	5%	4%
Weak Democrat	71%	16%	3%	10%
Independent/DK	57%	30%	8%	5%
West	61%	25%	8%	6%
East	65%	25%	6%	4%
South	71%	19%	5%	5%
Weekly+ religious attendance	62%	26%	7%	5%
Infrequent religious attendance	69%	20%	4%	7%
Rarely/never religious attendance	66%	23%	5%	6%
No Children	63%	24%	7%	5%
Father	79%	12%	0%	8%
Mother	60%	28%	6%	6%
Initial support, Whitmer unfavorable	62%	23%	11%	4%

Q10. And how much of a role, if any, should Detroit Public Schools Community District have in supporting Detroit’s children outside of education: a major role, a minor role, or no role at all? [PHONE READ ITEMS]

A plurality of voters think charter schools should have a major role in educating Detroit's children, and a further 28% believe they should have a minor role. Fathers are most likely to think they should play a major role, along with voters who live in the South region.

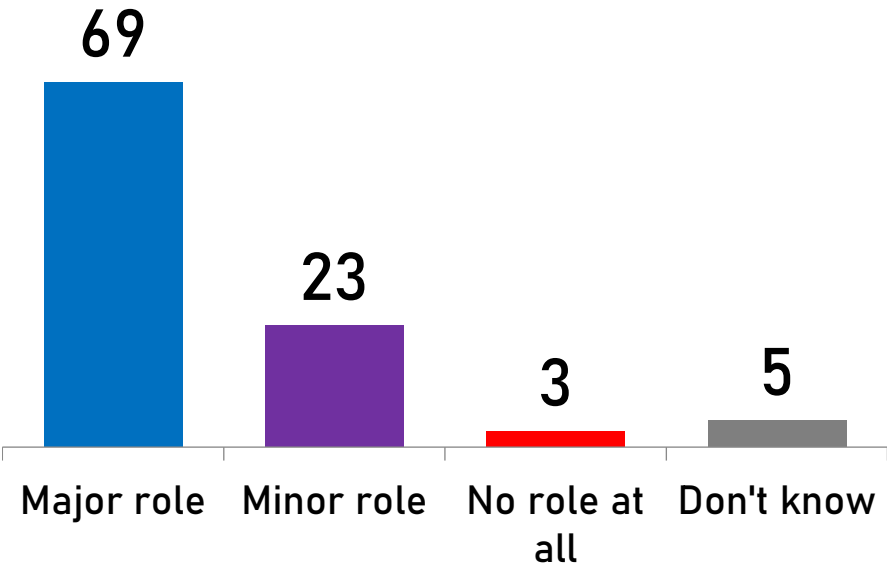
Role Charter Schools Should Have Supporting Children



Demos	Major role	Minor role	No role at all	Don't know
Men under 50	50%	25%	15%	9%
Women under 50	48%	32%	11%	9%
Men 50+	50%	25%	18%	8%
Women 50+	45%	30%	15%	10%
Non-college men	51%	25%	14%	9%
Non-college women	45%	33%	12%	10%
College men	48%	23%	23%	6%
College women	51%	25%	16%	8%
Black non-college men	53%	24%	14%	9%
Black non-college women	44%	34%	13%	9%
Black college men	50%	22%	21%	7%
Black college women	50%	25%	17%	8%
White	46%	30%	14%	10%
Black	49%	28%	15%	9%
Strong Democrat	52%	24%	18%	7%
Weak Democrat	51%	26%	12%	11%
Independent/DK	45%	39%	9%	7%
West	46%	30%	14%	10%
East	47%	34%	12%	8%
South	55%	20%	18%	8%
Weekly+ religious attendance	47%	28%	16%	9%
Infrequent religious attendance	54%	32%	9%	6%
Rarely/never religious attendance	45%	27%	16%	11%
No Children	48%	27%	16%	9%
Father	63%	18%	10%	9%
Mother	39%	40%	13%	8%
Initial support, Whitmer unfavorable	47%	29%	20%	4%

Nearly seven-tenths of voters think community organizations should play a major role in supporting Detroit’s children. Black voters and fathers think this the most, while white voters think this the least.

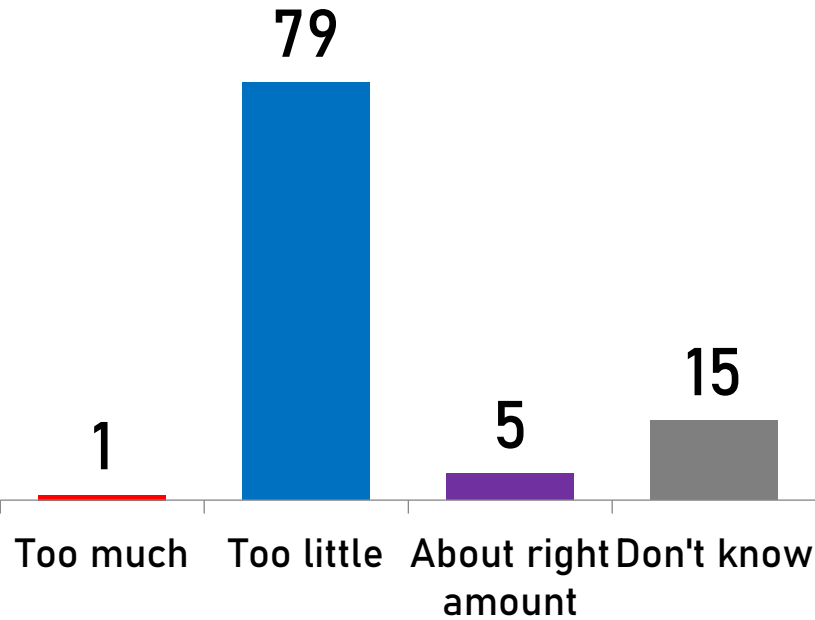
Role Community Organizations, Like Churches and Non-profits Should Have Supporting Children



<i>Demos</i>	Major role	Minor role	No role at all	Don't know
Men under 50	67%	27%	2%	4%
Women under 50	71%	21%	3%	6%
Men 50+	76%	15%	4%	5%
Women 50+	65%	27%	3%	5%
Non-college men	73%	18%	3%	5%
Non-college women	69%	23%	2%	5%
College men	68%	25%	3%	4%
College women	65%	26%	4%	4%
Black non-college men	75%	16%	3%	5%
Black non-college women	70%	23%	2%	6%
Black college men	74%	19%	4%	3%
Black college women	70%	23%	3%	3%
White	55%	39%	4%	3%
Black	71%	21%	3%	5%
Strong Democrat	73%	19%	3%	5%
Weak Democrat	67%	23%	2%	9%
Independent/DK	63%	29%	3%	5%
West	69%	22%	3%	5%
East	69%	24%	1%	5%
South	69%	22%	4%	5%
Weekly+ religious attendance	70%	22%	4%	4%
Infrequent religious attendance	73%	20%	1%	5%
Rarely/never religious attendance	65%	26%	3%	7%
No Children	68%	23%	3%	5%
Father	78%	15%	2%	5%
Mother	68%	26%	2%	3%
Initial support, Whitmer unfavorable	69%	24%	7%	0%

Voters overwhelmingly agree that afterschool programs in Detroit receive too little funding. No more than 2% of any major subgroup think they receive too much, and no more than 6% of any major subgroup think they receive about the right amount of funding, but white voters, independents, voters who rarely attend religious ceremonies, and our Whitmer targets are disproportionately unsure. Fathers are the most likely to say that they have too little funding, which at least partially explains why they are so supportive in the initial ballot.

Afterschool programs and services current funding level



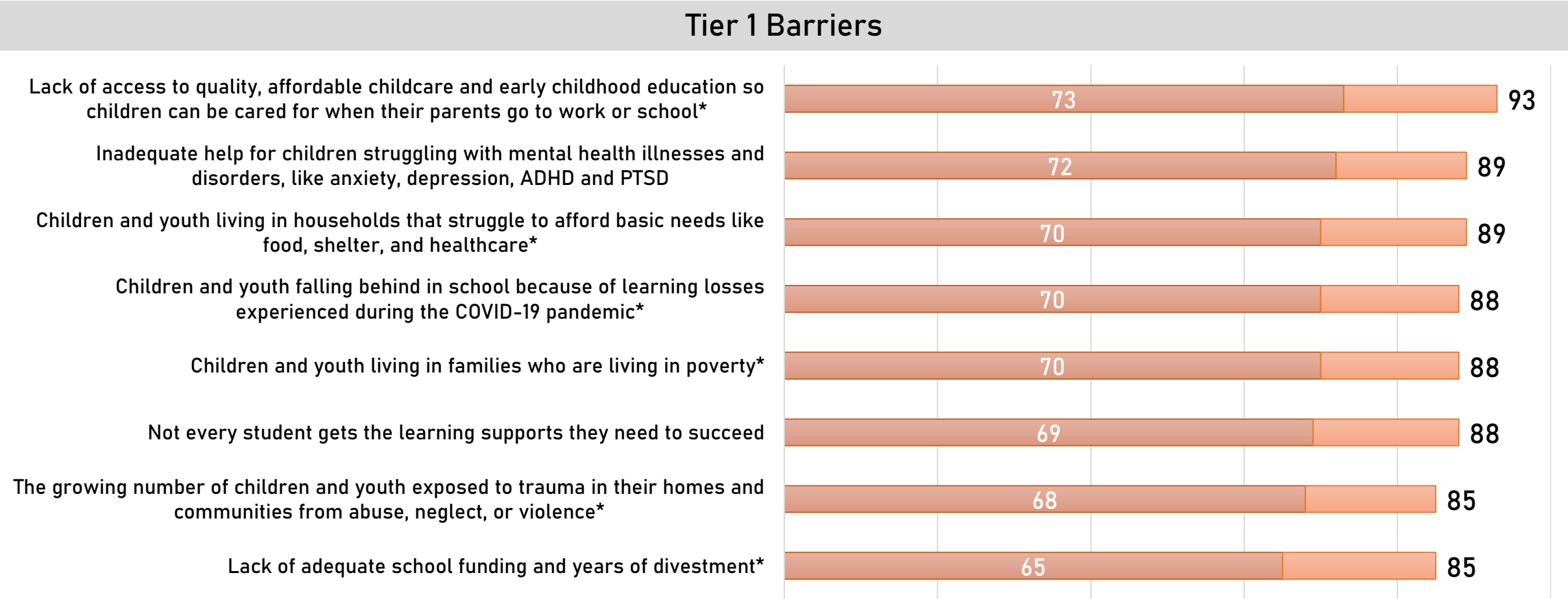
Demos	Too much	Too little	About right	Don't know
Men under 50	0%	79%	3%	17%
Women under 50	2%	78%	4%	16%
Men 50+	1%	80%	4%	15%
Women 50+	1%	80%	6%	13%
Non-college men	1%	79%	4%	16%
Non-college women	2%	79%	5%	15%
College men	0%	81%	3%	16%
College women	1%	81%	5%	13%
Black non-college men	1%	81%	3%	15%
Black non-college women	2%	79%	5%	14%
Black college men	0%	81%	4%	14%
Black college women	1%	82%	5%	12%
White	0%	71%	6%	23%
Black	1%	80%	4%	14%
Strong Democrat	1%	82%	6%	11%
Weak Democrat	0%	83%	2%	15%
Independent/DK	2%	75%	3%	21%
West	2%	78%	5%	16%
East	0%	80%	5%	15%
South	1%	81%	4%	15%
Weekly+ religious attendance	1%	79%	6%	15%
Infrequent religious attendance	1%	85%	6%	8%
Rarely/never religious attendance	1%	75%	2%	21%
No Children	1%	78%	5%	16%
Father	0%	93%	0%	7%
Mother	2%	76%	4%	17%
Initial support, Whitmer unfavorable	0%	76%	2%	22%

Q4. Overall, do you think afterschool programs in Detroit receive TOO MUCH, TOO LITTLE, or ABOUT THE RIGHT AMOUNT of city government funding?

Barriers to Success for Detroit's Children





These voters agree that every barrier we bring up is a problem. Both in terms of reach and intensity, they agree the biggest problem is the lack of access to quality, affordable childcare and early childhood education. They also perceive the lack of help for children with mental illnesses, children living in families that can't afford food or basic necessities, COVID-related learning loss, poverty, the lack of learning support, children facing trauma and abuse, and a lack of school funding to be big barriers as well.

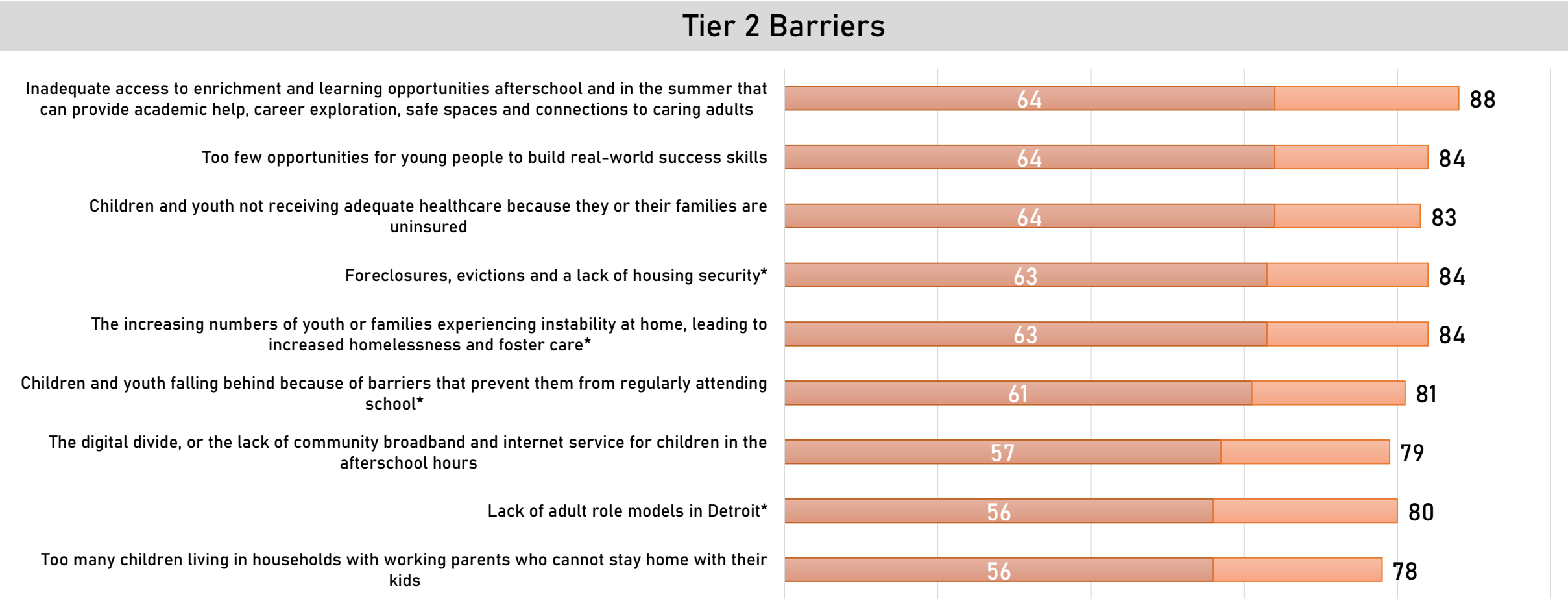


*= split sampled

Q18. Now I'm going to read you a list of issues that some people have raised are barriers to success for Detroit's children and young people. For each one, please tell me whether you AGREE or DISAGREE that that issue is a barrier to success for Detroit's children and young people? [READ AND RANDOMIZE]



 Somewhat agree
 Strongly agree

The Tier 2 barriers are only second tier in comparison to Tier 1; a large portion of voters quite intensely feel these barriers are acute as well. Nearly two-thirds of voters strongly agree and nearly 90% strongly or somewhat agree that inadequate access to enrichment and learning opportunities afterschool and in the summer is a barrier for Detroit children.



*= split sampled

Q18. Now I'm going to read you a list of issues that some people have raised are barriers to success for Detroit's children and young people. For each one, please tell me whether you AGREE or DISAGREE that that issue is a barrier to success for Detroit's children and young people? [READ AND RANDOMIZE]

 Somewhat agree
 Strongly agree

Younger men think the increasing number of youth and families suffering from instability at home is a particularly big problem, along with families unable to afford basic needs. Women across the board believe that the growing number of children exposed to trauma is a major barrier. Strong Democrats think that mental health issues is a particularly egregious barrier, while weak Democrats think children living in poverty is a particularly big problem. College-educated men think that children living in households that cannot afford basic needs and children suffering from COVID-related learning loss are major barriers.

%Strongly agree	Total	Men <50	Women <50	Men 50+	Women 50+	Non-coll men	Non-coll women	College men	College women	Black	Strong Dem	Weak Dem
Lack of access to quality, affordable childcare and early childhood education so children can be cared for when their parents go to work or school*	73%	68%	79%	70%	73%	70%	72%	67%	82%	73%	77%	75%
Inadequate help for children struggling with mental health illnesses and disorders, like anxiety, depression, ADHD and PTSD	72%	69%	71%	69%	76%	70%	75%	67%	74%	73%	80%	69%
Children and youth living in households that struggle to afford basic needs like food, shelter, and healthcare*	70%	78%	75%	69%	60%	75%	67%	71%	73%	69%	74%	70%
Children and youth falling behind in school because of learning losses experienced during the COVID-19 pandemic*	70%	70%	70%	70%	71%	67%	72%	76%	65%	71%	70%	62%
Children and youth living in families who are living in poverty*	70%	65%	78%	62%	73%	62%	72%	67%	80%	70%	69%	81%
Not every student gets the learning supports they need to succeed	69%	72%	70%	60%	73%	70%	71%	59%	74%	70%	73%	67%
The growing number of children and youth exposed to trauma in their homes and communities from abuse, neglect, or violence*	68%	63%	78%	49%	77%	54%	75%	56%	82%	69%	69%	65%
Lack of adequate school funding and years of divestment*	65%	71%	68%	51%	67%	67%	68%	50%	67%	64%	67%	64%
Inadequate access to enrichment and learning opportunities afterschool and in the summer that can provide academic help, career exploration, safe spaces and connections to caring adults	64%	69%	64%	58%	65%	65%	66%	60%	67%	66%	67%	69%
Too few opportunities for young people to build real-world success skills	64%	65%	65%	61%	65%	67%	66%	57%	64%	65%	69%	61%
Children and youth not receiving adequate healthcare because they or their families are uninsured	64%	65%	69%	64%	59%	68%	65%	58%	60%	63%	69%	64%
Foreclosures, evictions and a lack of housing security*	63%	58%	69%	57%	68%	58%	66%	57%	73%	65%	62%	61%
The increasing numbers of youth or families experiencing instability at home, leading to increased homelessness and foster care*	63%	74%	68%	61%	52%	68%	57%	66%	67%	61%	67%	61%

*= split sampled

Q18. Now I'm going to read you a list of issues that some people have raised are barriers to success for Detroit's children and young people. For each one, please tell me whether you AGREE or DISAGREE that that issue is a barrier to success for Detroit's children and young people? [READ AND RANDOMIZE]

Voters in the West region think that lack of access to childcare and early childhood education is a major barrier, while voters in the South and East think inadequate help for children with mental health illnesses and learning disorders, along with children living in families that can't afford basic needs are particularly bad problems. Voters in the East region think that the increasing number of children facing instability at home is a major barrier as well. Parents think that children suffering from mental health illnesses and disorders is particularly a large problem.

%Strongly agree	Total	West	South	East	Weekly+ religion	Infrequent religion	Rare/ never religion	No children	Parents
Lack of access to quality, affordable childcare and early childhood education so children can be cared for when their parents go to work or school*	73%	79%	64%	71%	72%	74%	75%	75%	72%
Inadequate help for children struggling with mental health illnesses and disorders, like anxiety, depression, ADHD and PTSD	72%	69%	76%	73%	74%	76%	66%	70%	73%
Children and youth living in households that struggle to afford basic needs like food, shelter, and healthcare*	70%	65%	75%	73%	72%	73%	67%	71%	69%
Children and youth falling behind in school because of learning losses experienced during the COVID-19 pandemic*	70%	72%	69%	68%	72%	71%	65%	71%	70%
Children and youth living in families who are living in poverty*	70%	72%	69%	67%	71%	61%	76%	76%	68%
Not every student gets the learning supports they need to succeed	69%	68%	68%	72%	70%	72%	66%	70%	67%
The growing number of children and youth exposed to trauma in their homes and communities from abuse, neglect, or violence*	68%	72%	65%	63%	78%	51%	67%	66%	71%
Lack of adequate school funding and years of divestment*	65%	59%	69%	71%	65%	73%	60%	65%	63%
Inadequate access to enrichment and learning opportunities afterschool and in the summer that can provide academic help, career exploration, safe spaces and connections to caring adults	64%	62%	67%	64%	63%	65%	61%	64%	65%
Too few opportunities for young people to build real-world success skills	64%	65%	63%	63%	65%	61%	64%	64%	67%
Children and youth not receiving adequate healthcare because they or their families are uninsured	64%	60%	73%	62%	66%	62%	63%	53%	68%
Foreclosures, evictions and a lack of housing security*	63%	65%	63%	61%	69%	52%	63%	68%	62%
The increasing numbers of youth or families experiencing instability at home, leading to increased homelessness and foster care*	63%	56%	61%	78%	62%	70%	62%	58%	64%

*= split sampled

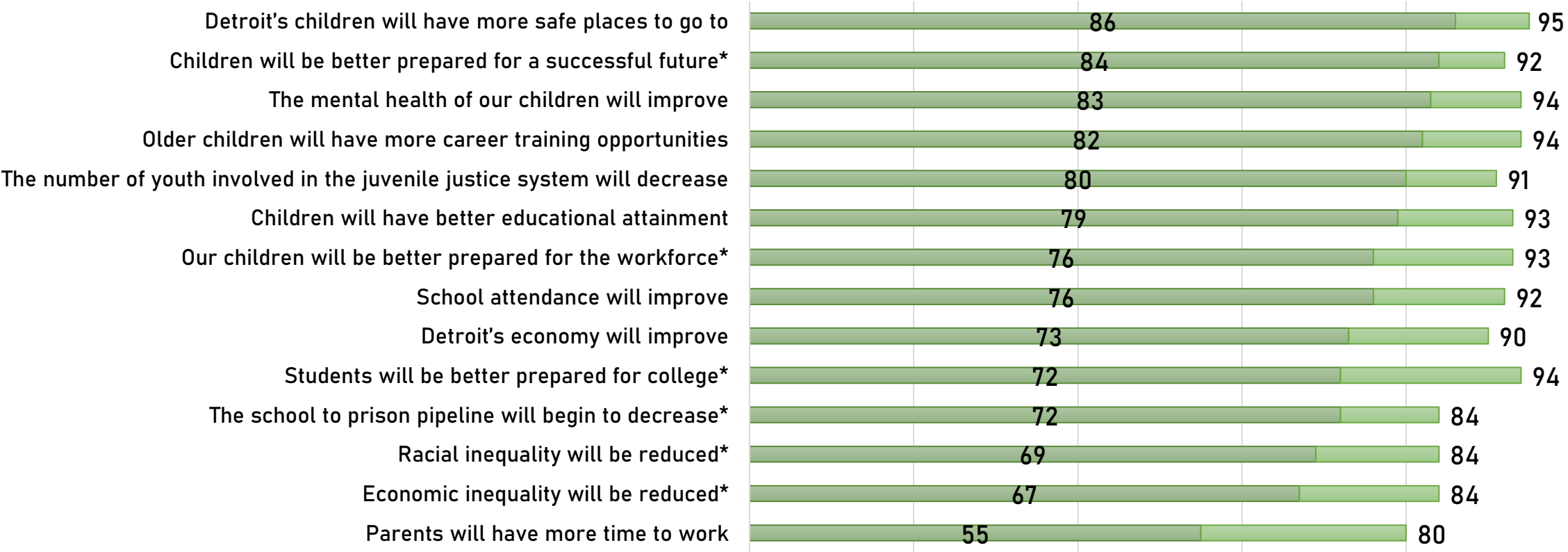
Q18. Now I'm going to read you a list of issues that some people have raised are barriers to success for Detroit's children and young people. For each one, please tell me whether you AGREE or DISAGREE that that issue is a barrier to success for Detroit's children and young people? [READ AND RANDOMIZE]

Best Outcomes from Increasing Funding for Afterschool Programs in Detroit



Voters see nearly all of the impacts of increasing funding in afterschool programs as very important, including that children will have safe places to go, children will be better prepared for a successful future, mental health will improve, older children will have more career training opportunities, and the number of youth involved in the juvenile justice system will decrease. The least popular outcome is that parents will have more time to work, but even that item has more than half of voters saying it is very important.

Outcomes by Importance



*= split sampled

Q22. Next I will read you a list of things that some people say may happen if Detroit increases funding for afterschool programs for children and young people. For each, please indicate how important you think each is as a possible outcome of increasing funding for afterschool programs for children and young people in Detroit: very important, somewhat important, not too important or not at all important. [RANDOMIZE]

Somewhat important
Very important

Voters across subgroups see children having a safe place to go and being prepared for the future as very important. Younger women, non-college women, and strong Democrats see older children having more career opportunities as being of the utmost importance, while children having better educational attainment is a disproportionately important reason among non-college men. Weak Democrats disproportionately see children being better prepared for the workforce as very important.

Impact (%Very important)	Total	Men <50	Women <50	Men 50+	Women 50+	Non-coll men	Non-coll women	College men	College women	Black	Strong Dem	Weak Dem
Detroit's children will have more safe places to go to	86%	89%	83%	82%	90%	88%	87%	80%	89%	87%	92%	86%
Children will be better prepared for a successful future*	84%	93%	85%	75%	86%	80%	85%	89%	87%	85%	88%	76%
The mental health of our children will improve	83%	86%	82%	78%	86%	84%	84%	78%	86%	85%	87%	77%
Older children will have more career training opportunities	82%	81%	88%	70%	84%	80%	86%	66%	85%	83%	88%	74%
The number of youth involved in the juvenile justice system will decrease	80%	82%	82%	73%	82%	80%	80%	71%	89%	80%	86%	76%
Children will have better educational attainment	79%	83%	82%	73%	79%	82%	79%	73%	85%	81%	85%	74%
Our children will be better prepared for the workforce*	76%	74%	76%	72%	80%	75%	76%	71%	81%	78%	82%	77%
School attendance will improve	76%	81%	76%	72%	77%	80%	76%	68%	77%	78%	85%	65%
Detroit's economy will improve	73%	75%	75%	66%	75%	73%	75%	64%	74%	74%	79%	69%
Students will be better prepared for college	72%	75%	72%	66%	75%	76%	73%	58%	77%	72%	78%	74%
The school to prison pipeline will begin to decrease	72%	80%	74%	67%	69%	69%	71%	81%	73%	71%	74%	68%
Racial inequality will be reduced*	69%	71%	81%	55%	69%	64%	73%	58%	75%	69%	70%	72%
Economic inequality will be reduced*	67%	81%	71%	54%	63%	69%	67%	63%	67%	67%	69%	59%
Parents will have more time to work*	55%	55%	56%	55%	56%	58%	57%	50%	56%	56%	66%	48%

*= split sampled

Q22. Next I will read you a list of things that some people say may happen if Detroit increases funding for afterschool programs for children and young people. For each, please indicate how important you think each is as a possible outcome of increasing funding for afterschool programs for children and young people in Detroit: very important, somewhat important, not too important or not at all important. [RANDOMIZE]

Voters in the West region believe children being better prepared for the workforce is particularly important, while them and the most religiously observant voters think that children having better educational attainment is particularly important. There is little difference between parents and non-parents on which are the most important impacts of investments.

Impact (%Very important)	Total	West	South	East	Weekly+ religion	Infrequent religion	Rare/ never religion	No children	Parents
Detroit's children will have more safe places to go to	86%	87%	87%	85%	88%	88%	82%	86%	87%
Children will be better prepared for a successful future*	84%	80%	90%	87%	84%	92%	80%	84%	85%
The mental health of our children will improve	83%	84%	87%	78%	82%	88%	82%	82%	85%
Older children will have more career training opportunities	82%	80%	87%	81%	82%	84%	80%	81%	83%
The number of youth involved in the juvenile justice system will decrease	80%	79%	82%	78%	79%	82%	80%	79%	83%
Children will have better educational attainment	79%	81%	80%	77%	83%	81%	74%	79%	81%
Our children will be better prepared for the workforce*	76%	81%	75%	66%	79%	74%	72%	77%	74%
School attendance will improve	76%	76%	78%	75%	78%	76%	74%	76%	77%
Detroit's economy will improve	73%	72%	74%	73%	76%	72%	70%	73%	72%
Students will be better prepared for college	72%	70%	72%	75%	75%	71%	69%	71%	74%
The school to prison pipeline will begin to decrease	72%	69%	70%	79%	72%	83%	68%	74%	65%
Racial inequality will be reduced*	69%	70%	66%	69%	65%	70%	75%	66%	77%
Economic inequality will be reduced*	67%	62%	73%	69%	62%	76%	70%	66%	68%
Parents will have more time to work*	55%	53%	57%	57%	57%	57%	52%	56%	52%

*= split sampled

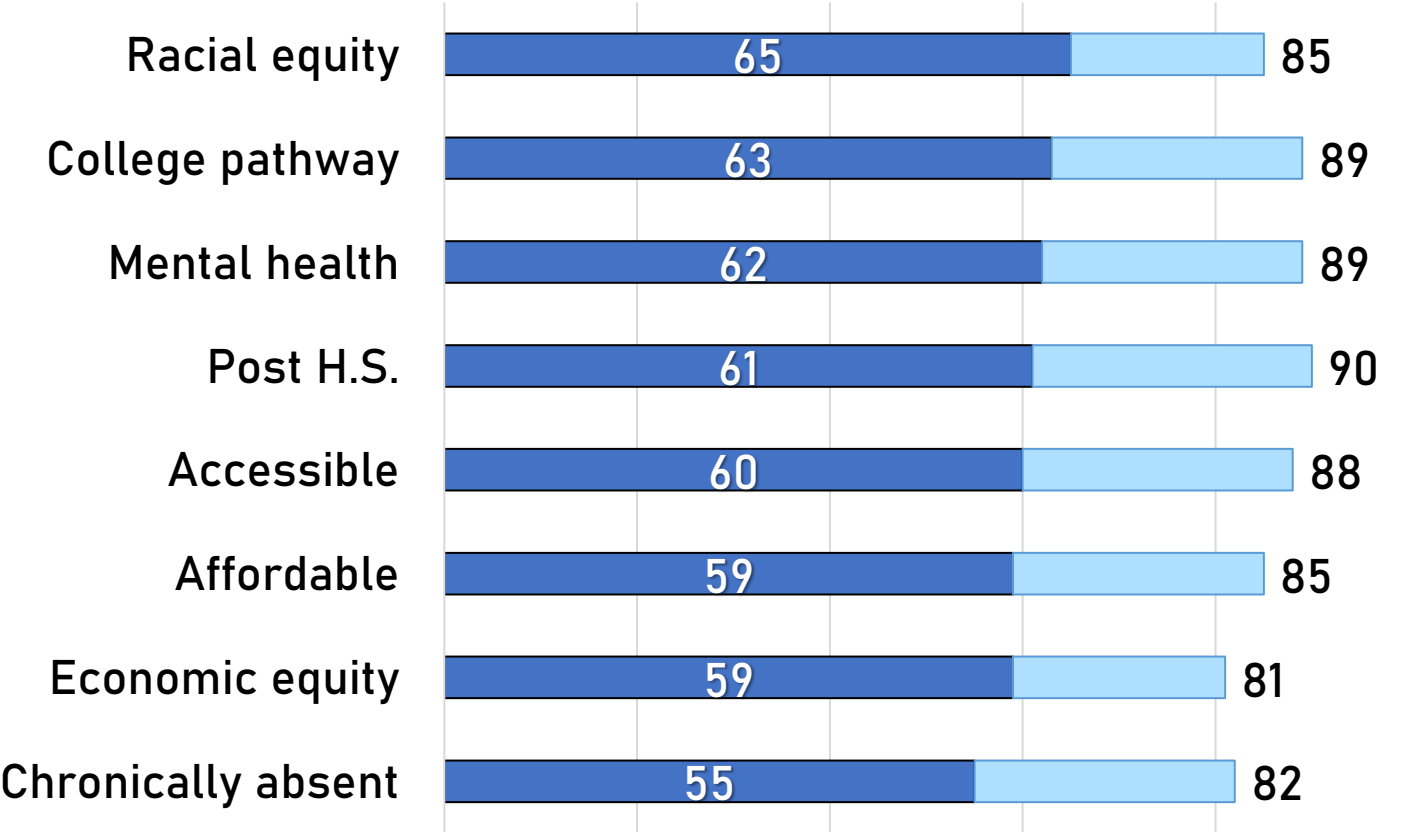
Q22. Next I will read you a list of things that some people say may happen if Detroit increases funding for afterschool programs for children and young people. For each, please indicate how important you think each is as a possible outcome of increasing funding for afterschool programs for children and young people in Detroit: very important, somewhat important, not too important or not at all important. [RANDOMIZE]

Best Messaging in Support of Increased Funding for Afterschool Programs in Detroit



All of our messages have extraordinary reach and intensity. The top testing messages are “Racial equity,” which argues that investment in afterschool programs will make Detroit a more racially equitable city, “College pathway,” which argues that investment in afterschool programs will introduce Detroit’s children to a variety of post-high school options, “Mental health,” which argues that investment in afterschool programs will improve the mental health of Detroit’s children and “Post H.S.,” which, similar to “College pathway,” says investment in afterschool programs will introduce more children to their post-high school options.

How convincing is each statement?



All items split sampled

Q23. I am now going to read you some statements from one of the sides on the issue of funding for afterschool programs for children and young people in Detroit. For this survey, you will hear statements from [PAUSE]... supporters of funding for afterschool programs for children and young people. Please tell me whether each statement, assuming it is true, is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to support funding for afterschool programs for children and young people in Detroit. If you don't know how you feel about an item, just say so. [RANDOMIZE]

Somewhat Convincing
Very Convincing

Messages for investment in afterschool programs

STATEMENT- Full text	% very convincing (%total convincing)
[RACIAL EQUITY] Investing in afterschool programs will help Detroit residents across the city, but particularly Black children and other children of color. Generations of racial discrimination and disinvestment have eroded the opportunities our kids need to achieve their highest aspirations. It's our shared responsibility to ensure all children are provided a strong start. Instead of telling kids to beat the odds, we must stop stacking the odds against them. It's time to invest in afterschool programs to create a more equitable state.	65% (85%)
[COLLEGE PATHWAY] Many Detroit residents enroll in college but don't finish, and too many young people leave high school unsure what their college or career options are or how to pursue them. Afterschool and summer programs introduce youth to different options both through hands-on skills-training and through relationship-building with mentors and coaches. Yet studies show more than half of parents can't afford afterschool programs. Investing in afterschool programs for Detroit children will help prepare them to succeed in life.	63% (89%)
[MENTAL HEALTH] Mental health is a big problem for Detroit children, particularly coming out of the COVID crisis. Even pre-pandemic, thousands of Detroit kids had unmet mental health needs. This is only getting worse as a result of the pandemic. With children being away from school for months, 72% of parents saw a decline in their children's wellbeing. We must increase investment in afterschool programs for our children to improve their mental health, so they can live long, productive lives.	62% (89%)
[POST H.S.] The connections between K-12 schools and the real world are not strong enough for 2022. Too many children leave high school unsure what their options are or how to pursue them. Every child needs to know the different options and pathways they can take upon leaving high school, but studies show that over half of parents can't afford afterschool programs. Investing in Detroit programs for youth that introduce them to jobs- and skills-training options post-high school can better help prepare Detroit children to succeed in life and careers.	61% (90%)
[ACCESSIBLE] Detroit has many high-quality afterschool programs, but thousands of families can't access them. Programs that engage kids in sports, arts, academics, and more are in high demand, but because parents are working multiple jobs, the high cost of childcare, and the lack of good public transportation, access to afterschool activities is limited. And there are fewer afterschool program locations in Detroit compared to the rest of Michigan. We must invest in afterschool programs so every young Detroiter can expand their abilities and thrive as adults.	60% (88%)
[AFFORDABLE] Detroit has many high-quality afterschool programs, but thousands of families can't afford them. Programs that engage kids in sports, arts, academics, and more are in high demand. Some parents make significant sacrifices so their children can participate in afterschool activities, but not all have this ability. According to one recent study, over half of parents can't afford afterschool programs. We must invest in afterschool programs so every young Detroiter can expand their abilities and thrive as adults.	59% (85%)
[ECONOMIC EQUITY] Kids in working class communities today have far less chance of climbing the social ladder than before. Disinvestment has eroded kids' opportunities. Thousands of Detroit households struggle to meet basic needs and by sixth grade, low-income students will have 6,000 fewer hours in high-quality learning including preschool and afterschool activities. Meanwhile, billionaires became even richer during the pandemic. Instead of telling kids to beat the odds, we must stop stacking the odds against them and invest in afterschool programs.	59% (81%)
[CHRONICALLY ABSENT] Too many Detroit children are chronically absent from class. There is a strong link between school attendance and income as an adult. Most parents want their children to succeed and deeply value education, but social barriers keep them from attending school. Some students lack adequate transportation. Some don't have adequate healthcare and have to skip school for health reasons. Investing in afterschool programs can help boost Detroit's attendance rates so every child can maximize their academic potential.	55% (82%)

Men, regardless of age or education level, disproportionately like the “Economic equity” message, which argues that investment in afterschool programs will make Detroit a more economically equitable city. Older women and college-educated women disproportionately like the mental health message. Interestingly, “Racial equity” and “College pathway” perform much better among non-college voters than among college-educated voters.

How convincing is each statement?

% very convincing	Total	Age/Gender				Gender/Education				Race	Party	
		Men <50	Women <50	Men 50+	Women 50+	Non-coll men	Non-coll women	College men	College women	Black	Strong Dem.	Weak Dem.
Racial equity	65%	61%	70%	61%	67%	69%	69%	48%	66%	67%	70%	67%
College pathway	63%	64%	66%	64%	57%	69%	67%	55%	48%	62%	67%	53%
Mental health	62%	55%	65%	60%	67%	61%	65%	53%	71%	64%	68%	62%
Post H.S.	61%	58%	61%	59%	65%	59%	65%	57%	60%	61%	67%	65%
Accessible	60%	55%	64%	53%	66%	61%	63%	43%	73%	61%	72%	55%
Affordable	59%	59%	64%	57%	58%	56%	59%	63%	65%	61%	67%	55%
Economic equity	59%	73%	62%	61%	48%	69%	57%	62%	47%	59%	62%	53%
Chronically absent	55%	56%	59%	56%	49%	59%	57%	49%	49%	55%	62%	37%

All items split sampled

Q23. I am now going to read you some statements from one of the sides on the issue of funding for afterschool programs for children and young people in Detroit. For this survey, you will hear statements from [PAUSE]... supporters of funding for afterschool programs for children and young people. Please tell me whether each statement, assuming it is true, is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to support funding for afterschool programs for children and young people in Detroit. If you don't know how you feel about an item, just say so. [RANDOMIZE]

Voters in the West and South regions resonate most with “Racial equity,” while voters in the West region also resonate most with “Mental health.” Voters in the South region also resonate a lot with “Economic equity.” Voters in the East region quite uniquely resonate most with “College pathway” and “Chronically absent,” which argues that investment in afterschool programs will boost attendance. The preference of the most religiously observant voters largely matches those of the electorate overall, but infrequent place-of-worship-goers resonate most with “Mental health,” “Economic equity,” and “Affordable,” which argues that investment in afterschool programs will make them more affordable for everyone. Parents resonate more with “Mental health” and “Post H.S.” than the electorate overall. For voters who are more unsure about the initial ask, “Racial Equity” is the best message with half finding this message very convincing. Voters who support the proposition but dislike Whitmer are most moved by “Racial Equity,” “Economic Equity,” and “Chronically Absent.”

How convincing is each statement?											
% very convincing	Total	Region			Religious attendance			Parental Status		Targets	
		West	East	South	Weekly+ religion	Infrequent religion	Rare/ never religion	No Children	Parents	Weak, leaner, undecided	Initial support, dislike Whitmer
Racial equity	65%	65%	59%	71%	69%	67%	63%	67%	62%	50%	63%
College pathway	63%	58%	75%	59%	66%	69%	54%	63%	61%	42%	56%
Mental health	62%	66%	53%	64%	60%	77%	59%	61%	67%	40%	56%
Post H.S.	61%	58%	63%	64%	64%	70%	51%	59%	66%	46%	57%
Accessible	60%	61%	60%	58%	61%	65%	58%	59%	64%	47%	59%
Affordable	59%	61%	61%	55%	63%	71%	49%	61%	53%	38%	51%
Economic equity	59%	53%	65%	65%	60%	71%	49%	58%	63%	45%	62%
Chronically absent	55%	44%	68%	64%	53%	65%	49%	56%	52%	33%	63%

All items split sampled

Q23. I am now going to read you some statements from one of the sides on the issue of funding for afterschool programs for children and young people in Detroit. For this survey, you will hear statements from [PAUSE]... supporters of funding for afterschool programs for children and young people. Please tell me whether each statement, assuming it is true, is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to support funding for afterschool programs for children and young people in Detroit. If you don't know how you feel about an item, just say so. [RANDOMIZE]



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