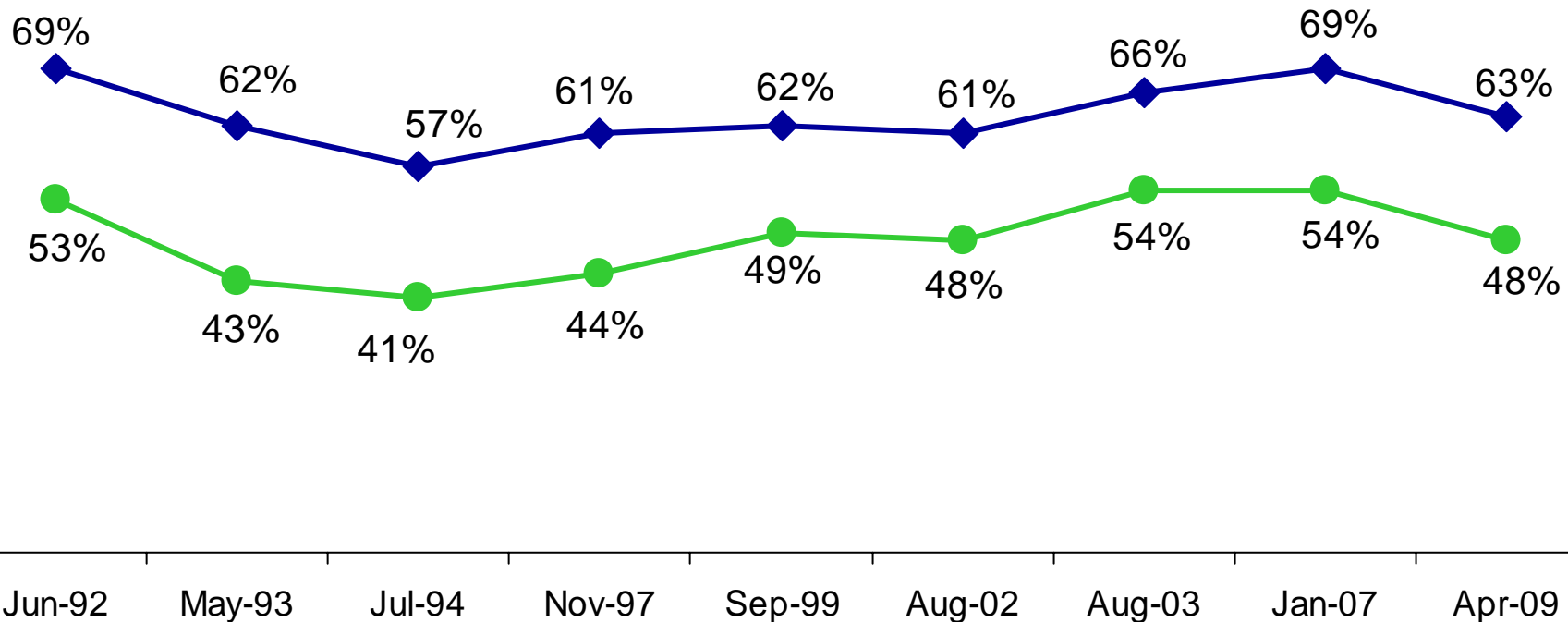


# Public Attitudes Toward Poverty

Guy Molyneux  
January 2010

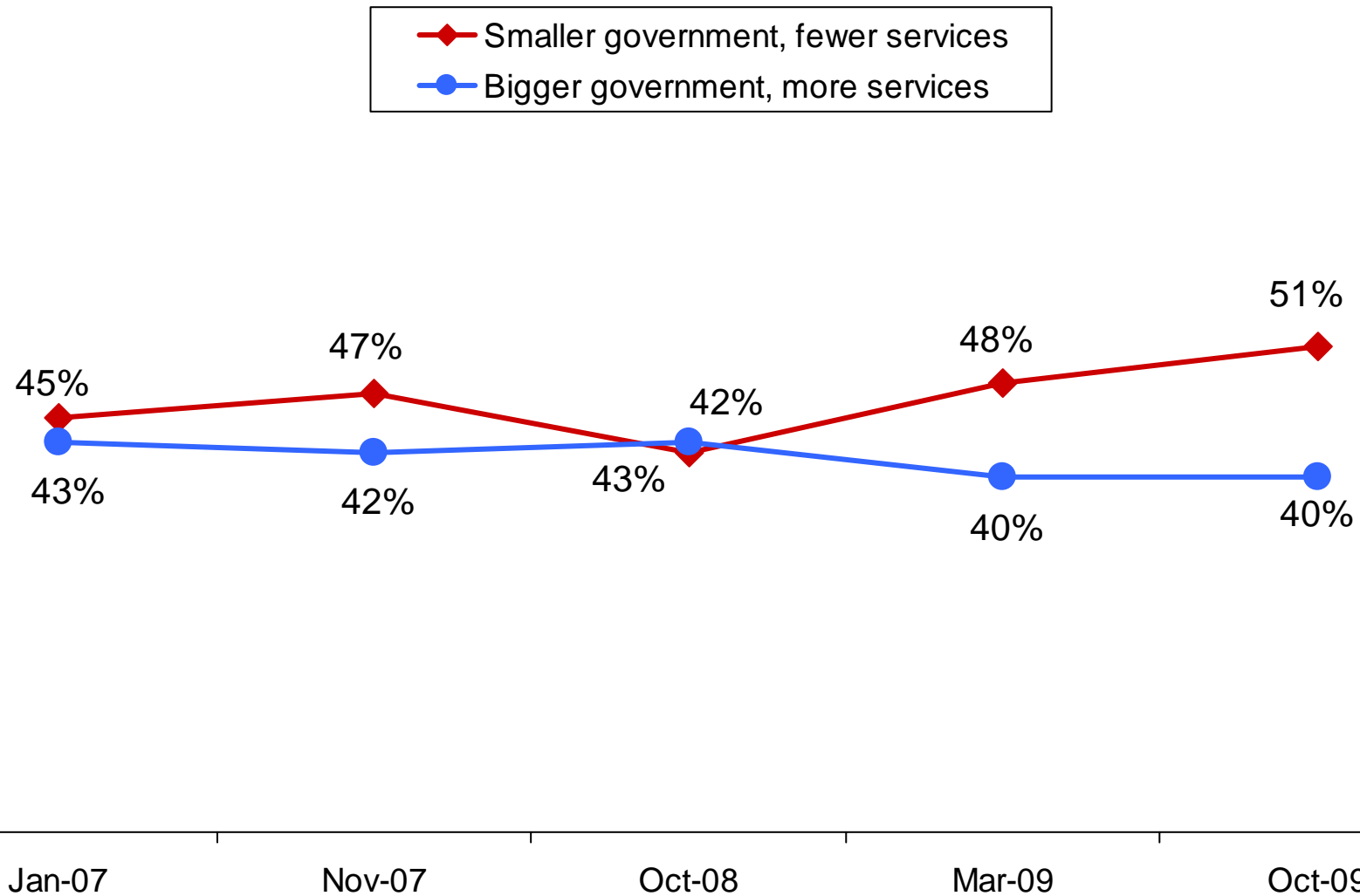
# Views on Government Responsibility

- ◆ It is the responsibility of the government to take care of people who can't take care of themselves
- The government should help more needy people even if it means going deeper in debt



Source: Pew Research Center, Sept-Oct 2009

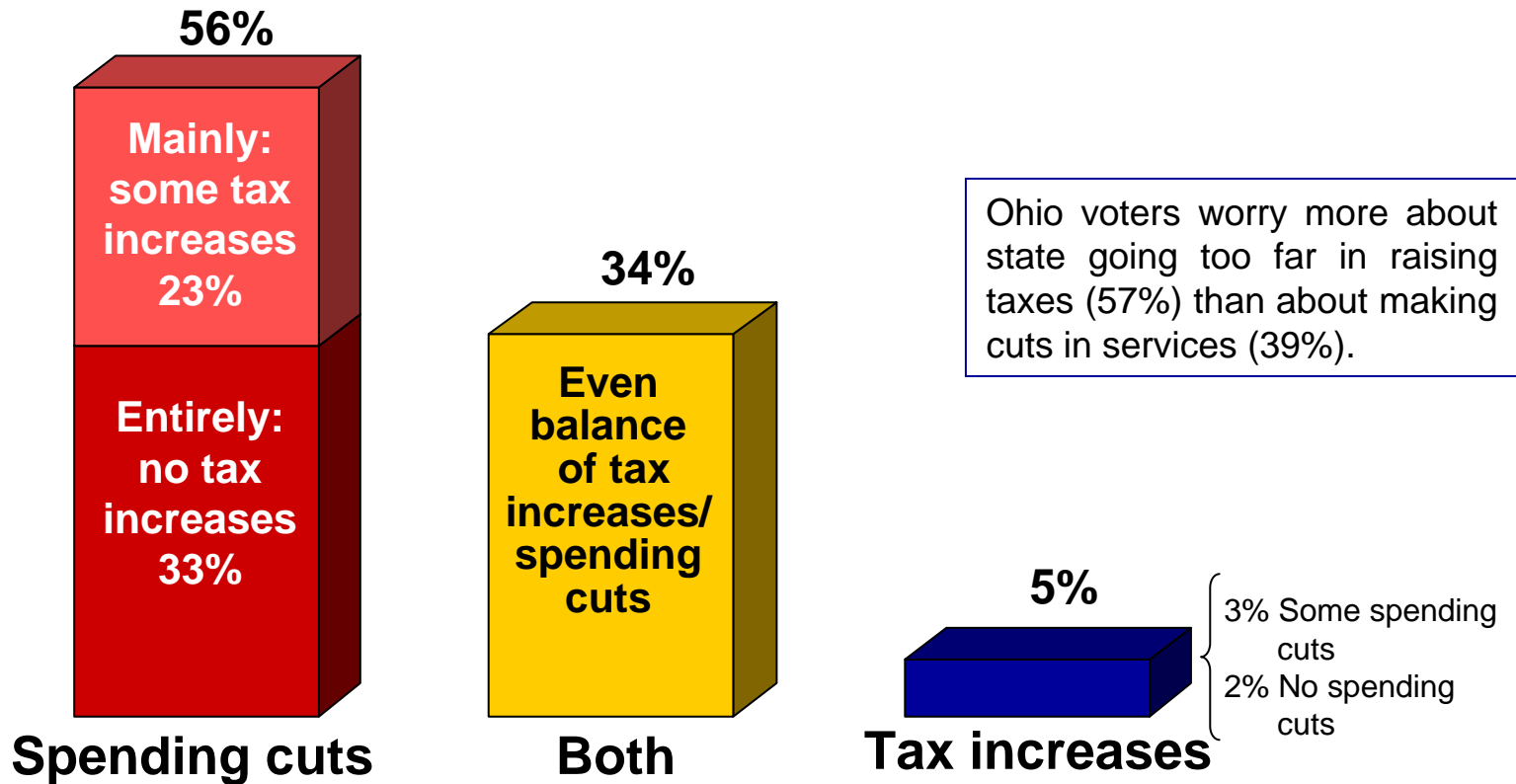
# Smaller vs. Larger Government



Source: Pew Research Center, Sept-Oct 2009

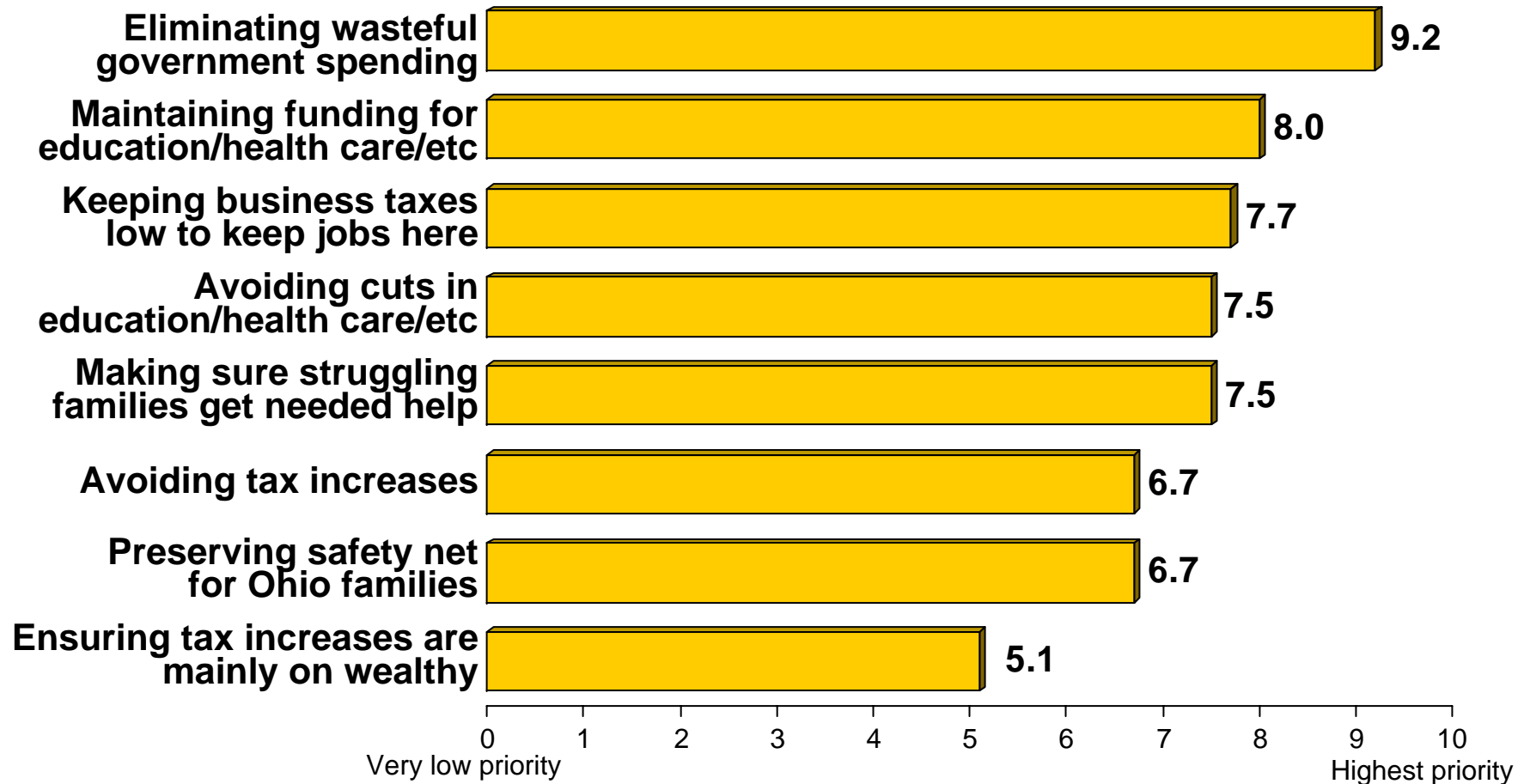
# Best Approach To Budget Shortfall

Currently Ohio is expected to have a budget shortfall of over a billion dollars: which one of these approaches would you prefer state government to take?

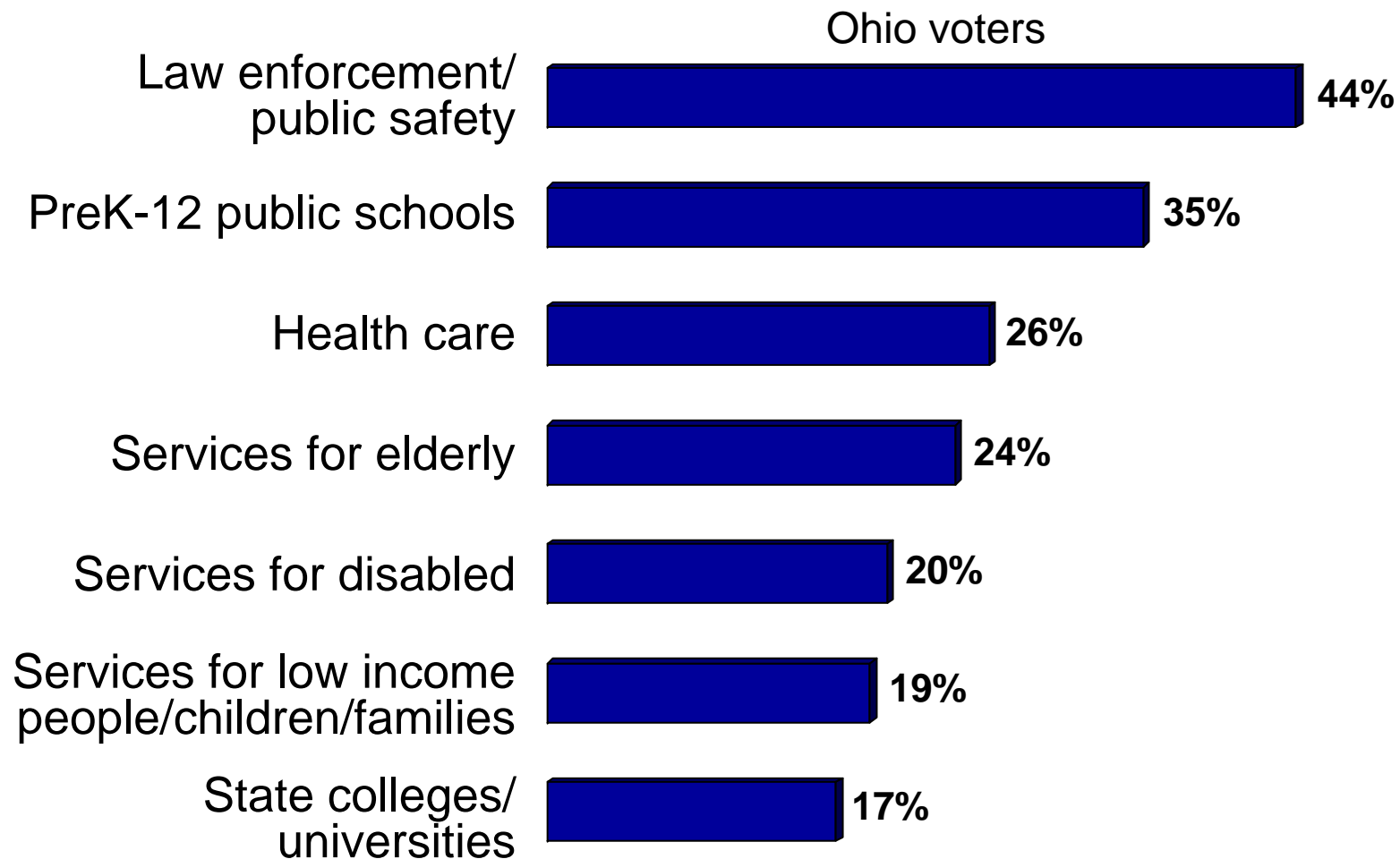


# Public Remains Concerned With Wasteful Spending

Mean Ratings of Budget Priorities for Ohio Government



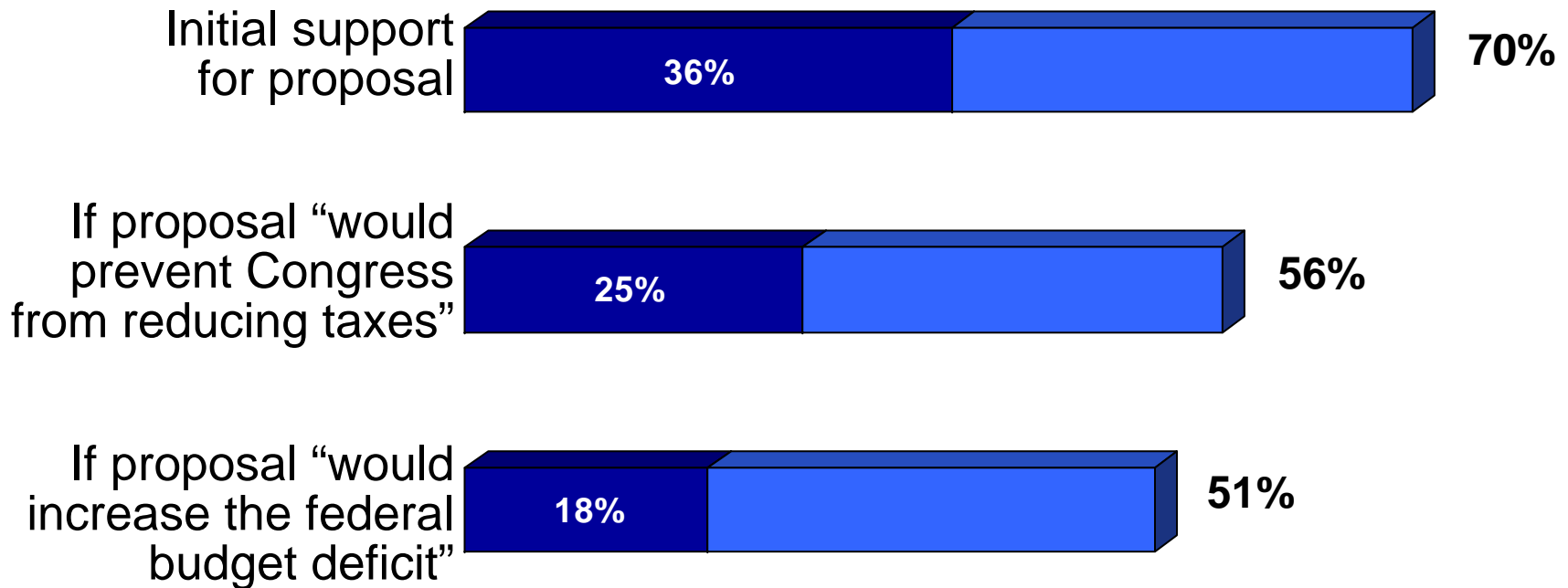
# Which Services Should Be Spared From Cuts?



# Support for Children's Investment Plan

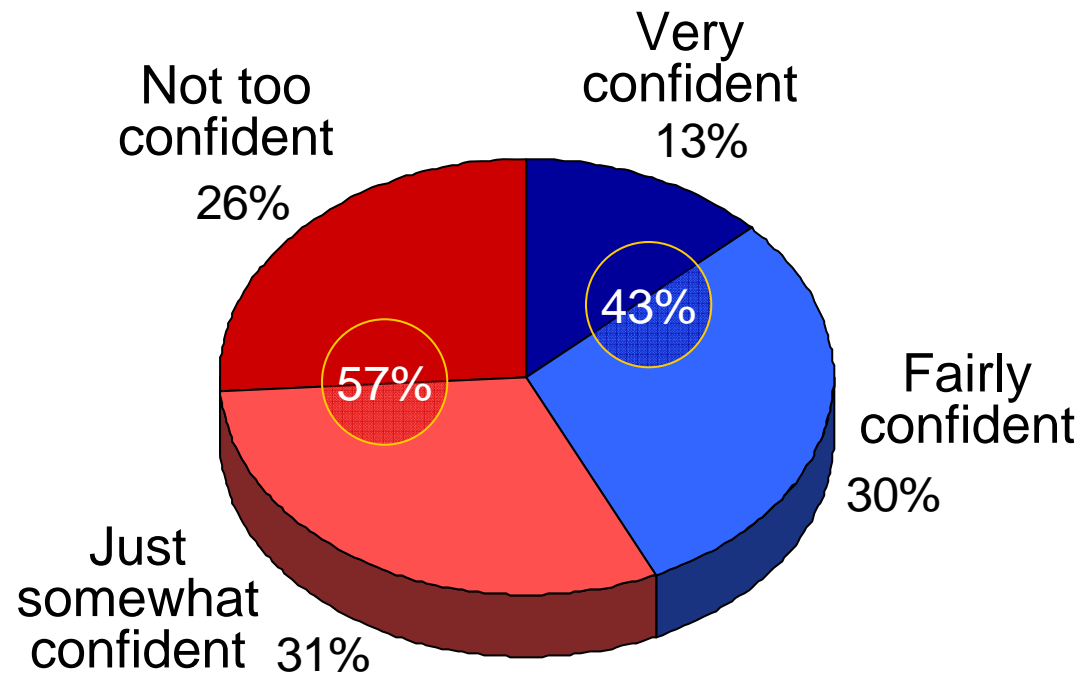
*Support for proposal to increase federal funding by \$50 billion a year for children's programs and services*

■ Strongly support ■ Somewhat support



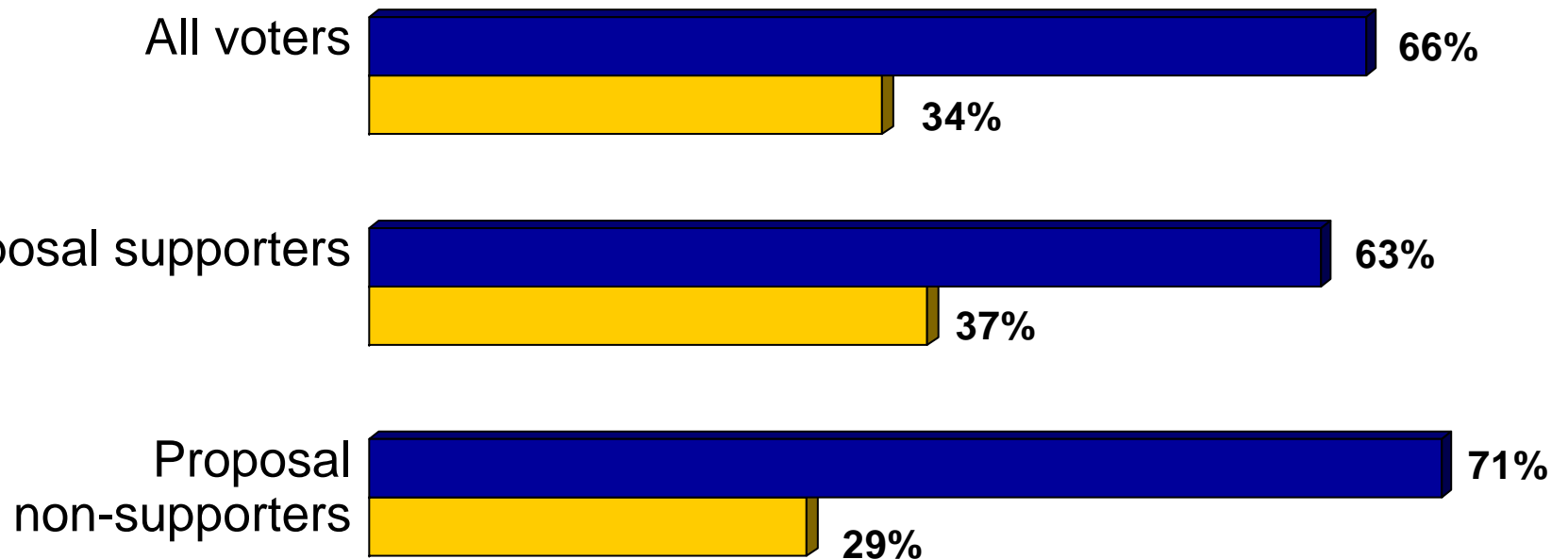
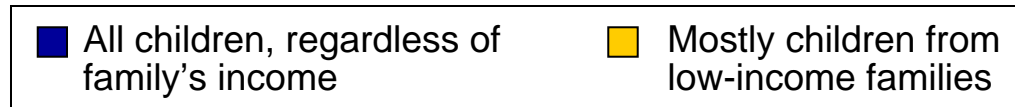
# Low Confidence In Efficacy Of Spending

*If the federal government increased funding for children's programs, how confident are you that this would actually result in better health and well-being for children?*



# Belief That All Children Should Benefit

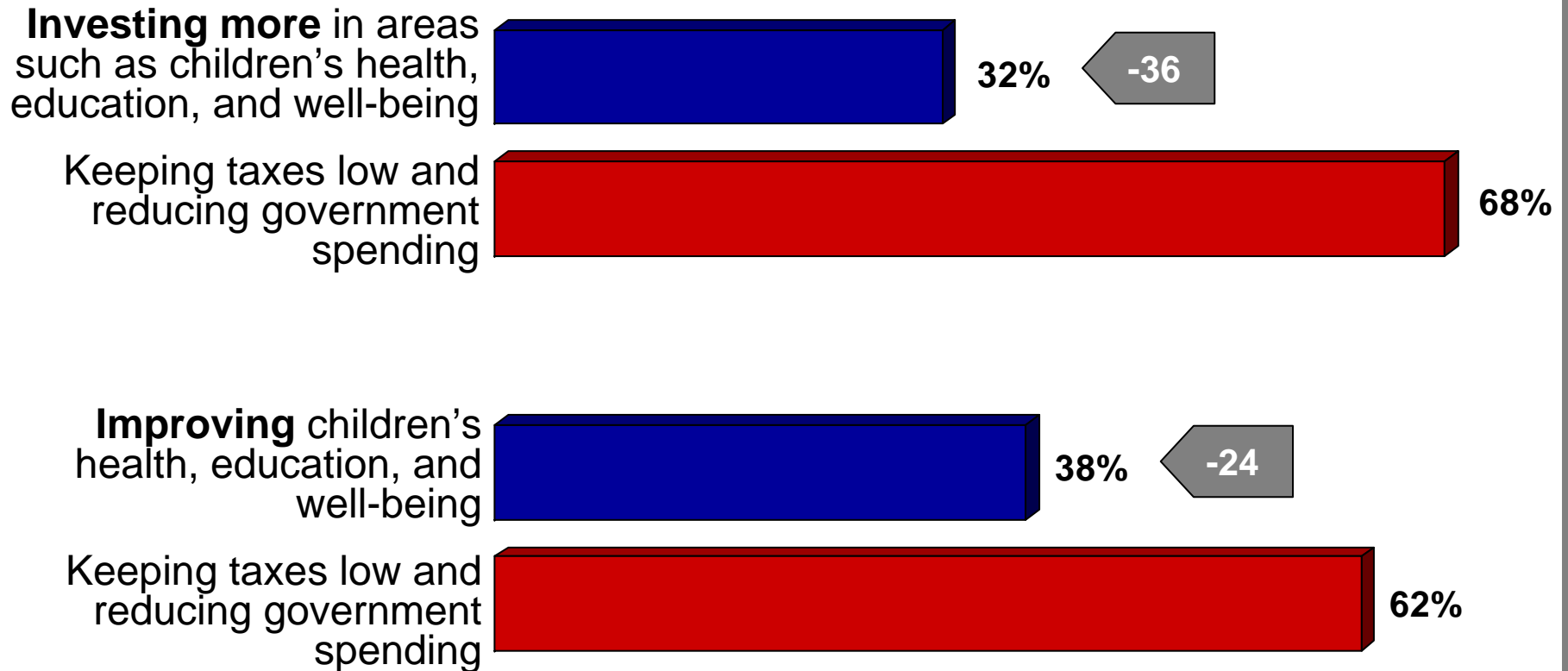
*If additional federal funding were to go to children's services, it should be focused on helping:*



# Focus On Outcomes Is Stronger Than Investment Emphasis

## Fiscal Concerns Are Difficult To Overcome

*Which should be the higher priority for the federal government?*



# Core Message: Investing In Children Is Investment In America's Future

“Investing in children is investing in America. When we help children grow and succeed, we are paving the way for our country's next generation of workers and leaders. Supporting children is not just the right thing to do, it is one of the smartest investments we can make for the nation's future.”

*56% rate this as very convincing (6 or 7 on seven-point scale)*

# Supporting Message: Programs Are Effective, Save Money In Long Run

- ◆ “We should invest more in children’s programs that are proven to work, but cut back those programs that aren’t getting the job done.” (71% strongly agree)
  - Example: Public housing with afterschool activities has 50% less vandalism and 37% less illegal drug activity.
- ◆ “Funding children’s programs now will save money in the long run, through reduced crime, less remedial education, increased earnings, and less welfare dependency.” (51% strongly agree)
  - More effective than a “pay now or pay later” frame
  - Example: High quality early childhood education can return \$16 for every \$1 invested.
- ◆ Voters reject the idea that “we can afford to support children and families” because America is the wealthiest nation.

# Supporting Message: Doing The Right Thing For America's Future

- ◆ Why don't children's programs receive more priority in the federal budget? By a five-to-two ratio, voters say it's *political leaders making short-term decisions instead of doing what's right for the country's future*, not kids' lack of political clout.
  - Opponents are engaging in the same short-term thinking that got America into the troubles it faces today, instead of thinking about the nation's future.
- ◆ 63% of voters agree that the impending retirement of Boomers is a reason to invest in children – not a reason to cut back – “because the best way to provide today's workers with a secure retirement is to ensure that we have productive workers contributing to the economy in the future.”

# Public Attitudes Toward Poverty

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