



Buffett
Early Childhood
Institute
at the University of Nebraska

Urban and Rural Nebraskans Speak About Early Care and Education

March 24, 2017



Purpose

1. Understand Nebraskans' attitudes, beliefs, and knowledge about early childhood care and education.
2. Inform our investment in early care and education.
3. Gather opinions about the state's support for young children at greatest risk.

Main Report Findings

Long-Term Impact

68%

of Nebraska residents say early care and education has a lot of impact on the long-term success of students in school and in life.

Affordability and Availability

Only 6% of Nebraskans

strongly agree that high-quality early care and education is **affordable** for every family in Nebraska.

Just 11% of residents strongly agree that high-quality early care and education is **available**.

Quality

Just 15% of
Nebraskans

are very satisfied with the quality of early childhood care and education programs in the city or area where they live, while 31% are satisfied.

High Priority

Two-thirds of Nebraska residents

strongly agree or agree that the state should make early care and education a higher priority than it is today.

Low-Income Children

The majority of Nebraskans

agree that the state should provide early care and education for all children from low-income families who choose to use it.

Main Report Takeaways

1. Early care and education is important to Nebraskans.
2. More affordable and available high-quality child care is needed.
3. Nebraskans believe the state should invest more in early care and education.
4. Nebraskans voice strong support for children in greatest need.



Urban/Rural Report Findings



Research Questions

Do residents of counties with an **urban core**, counties with a **large rural town**, and counties with a **small rural town/isolated rural area** differ ...

1. On what life is like for young children in Nebraska?
2. In their views about the value, accessibility, and affordability of high-quality early care and education in Nebraska?
3. In their opinions about the importance of the state's investment in early care and education?

Concern for the Future

30% & 39%

OF RURAL-AREA NEBRASKA
RESIDENTS

OF URBAN-AREA RESIDENTS

believe that children's lives will get
better 10 years from now.

Child Care Affordability

NEBRASKANS LIVING IN **URBAN AREAS** ARE NEARLY

twice as likely

AS **RURAL-AREA** RESIDENTS to say that cost is the biggest challenge for families in obtaining high-quality care.

Child Care Availability

more rural
than urban

AREA
NEBRASKA
RESIDENTS

AREA
RESIDENTS

say availability is the greatest challenge families face in getting high-quality early care and education for their young children.

Support for Increased Investment

MAJORITIES OF URBAN-AREA
NEBRASKA RESIDENTS

RURAL-AREA RESIDENTS

61% & 55%

say the state is investing too little on early care and education programs.

Support for Increased Investment

Nebraskans say the best way to fund early childhood care and education programs for children from low-income families is

PUBLIC OR PRIVATE FUNDS

FEES PAID BY THEIR FAMILY

76%

24%

Urban/Rural Takeaways

1. There is widespread agreement among Nebraskans, no matter where they live.
2. Nebraskans have concern about children's future.
3. There is consensus among residents across the state about the need for greater state investment.





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Thank you!

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