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Poll Reveals that Children's Issues are Most Important to Iowa Voters for 2020

Des Moines, IOWA (May 29, 2019) – Today at the Children and Families of Iowa Child Development Center, children's policy leaders shared the results of a Selzer & Company poll with families, service providers, and advocates. Over 500 Iowa voters from diverse political affiliations, income levels, education backgrounds, and ages were polled about their top concerns for issues facing the country. The results reveal that more voters identified children's wellbeing as their priority over any other issue, including creating jobs and balancing the budget.

The poll found that 80% of Iowa voters believe "improving the health, education, and wellbeing of children" is a high priority that presidential candidates need to address. In fact, 58% of those surveyed believe that the President and Congress need to invest more money when it comes to children's wellbeing. Most voters are concerned about the opportunities that exist for children. When asked to think about the future, only one-third of Iowa voters felt confident that the life of their children's generation will be better than their own.

Iowa advocates are taking action to ensure that Iowa voters are heard and that children's issues are the priority in the 2020 election and beyond. The Caucus for Kids campaign, led by the Children's Policy Coalition and more than 20 organizations it represents, is calling on presidential candidates of all parties to address children's issues. The Coalition has invited all 25 declared candidates to participate in its "Facebook Live Candidate Conversation Series" to speak with advocates, service providers, and parents about the issues affecting Iowa's children and families.

"As this poll shows, presidential candidates of all parties must put children's issues front-and-center in their campaign to appeal to Iowa voters and their values," said Jill Applegate, co-chair of the Children's Policy Coalition and program manager for Every Child Matters. "Each campaign should have a plan for how they will address children's health, early education, safety and wellbeing, economic security, and equal opportunity."

About the Children's Policy Coalition

The Children's Policy Coalition is a group of more than 20 Iowa organizations committed to raising children's issues in state and federal elections. Our members are service providers, professional associations, faith organizations, community builders, and advocates. We are a voice for Iowa's children, educating voters, lawmakers, and candidates for state office about the urgent issues facing our kids and families.

For follow-up questions about the poll results, the Caucus for Kids Campaign, or the Children's Policy Coalition, please contact Bri Steirer; bsteirer@sppg.com; (515) 237-0339.

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