



8% of Coloradans thought child care was one of the top three most important issues facing the state

45% of Coloradans said they were personally impacted by access to affordable child care

73% had not seen or heard a message about the importance of child care in the last month

## Survey Background

Child Care Works is a nonpartisan, community-driven movement that uses grassroots storytelling to show how Colorado’s child care challenges affect everyone—and to build support for practical solutions. Corona Insights was retained by Child Care Works to conduct this research.

The survey, which collected responses from adults currently living in Colorado, was fielded between January 28<sup>th</sup> and February 15<sup>th</sup>, 2026. In total, 1,986 responses were collected and results were weighted to be reflective of the state’s adult population by region, education, gender, age, and race/ethnicity based on the most recent data from the Census’ American Community Survey.

Corona Insights plans to conduct a follow-up survey in the summer of 2026 to track changes in key child care attitudes and assess the impact of Child Care Works’ efforts.



**Child Care Messaging Showed Promise:** The survey experimentally tested narratives aiming to 1) clarify the importance of Colorado’s child care system and 2) illuminate the issues it's facing. After seeing these messages, the share of Coloradans who said they were personally impacted by the issues facing our child care system increased from 45% to 67%.



**All Messages Worked—Child Development & Affordability Lead:** All messages were viewed positively, showing the potential of child care storytelling to raise awareness of its broad impact. But stories focused on 90% of a child's brain developing before the age of five (child development) or the average Colorado family spending about \$1,600 each month, per-child on care (affordability) performed slightly better.



**Cost is Top-of-Mind, But Underestimated:** When thinking of child care in Colorado, “Expensive” or “Cost” was the first word or phrase that came to mind for 40% of residents and only 10% said child care was affordable. However, most (54%) estimated average costs to be below the actual \$15k+ a year, per-child.



**Fairness is Important:** Fairness was critical to many Coloradans. To be seen as fair, investments to make child care more affordable must be shown to benefit not only current parents, but also past parents, those with older children, and those without children.



**Residents Think Child Care Helps The Economy:** Narratives on the economy could help address concerns about the fairness of child care investments, as most Coloradans (61%) thought expanding access to affordable child care would improve the state's economy at large. Additionally, most (60%) were convinced that investing in child care provides benefits for the whole community with a more competitive workforce.



Scan the QR code or visit [ChildCareWorksCO.com/Survey](https://ChildCareWorksCO.com/Survey) to download the full narrative survey

If you would like more information about Child Care Works visit [ChildCareWorksCO.com](https://ChildCareWorksCO.com)

If you have questions about this research or Corona Insights visit [CoronaInsights.com](https://CoronaInsights.com)