

First Five Years Fund

Key findings from a statewide survey of 500 registered voters in Florida conducted September 18-21, 2014.



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METHODOLOGY

- Statewide survey of 500 registered voters in Florida conducted on both landlines and cell phones
- Interviewing completed September 18-21, 2014, in both Spanish and English
- Overall margin of error of $\pm 4.38\%$
- Sample distributed proportionally throughout the state and is demographically representative of the electorate
- Bipartisan research team of Hart Research and Public Opinion Strategies

By a 19 point margin, Florida residents favor funding needs such as education over halting spending.

Making sure that there is sufficient funding for needs such as education

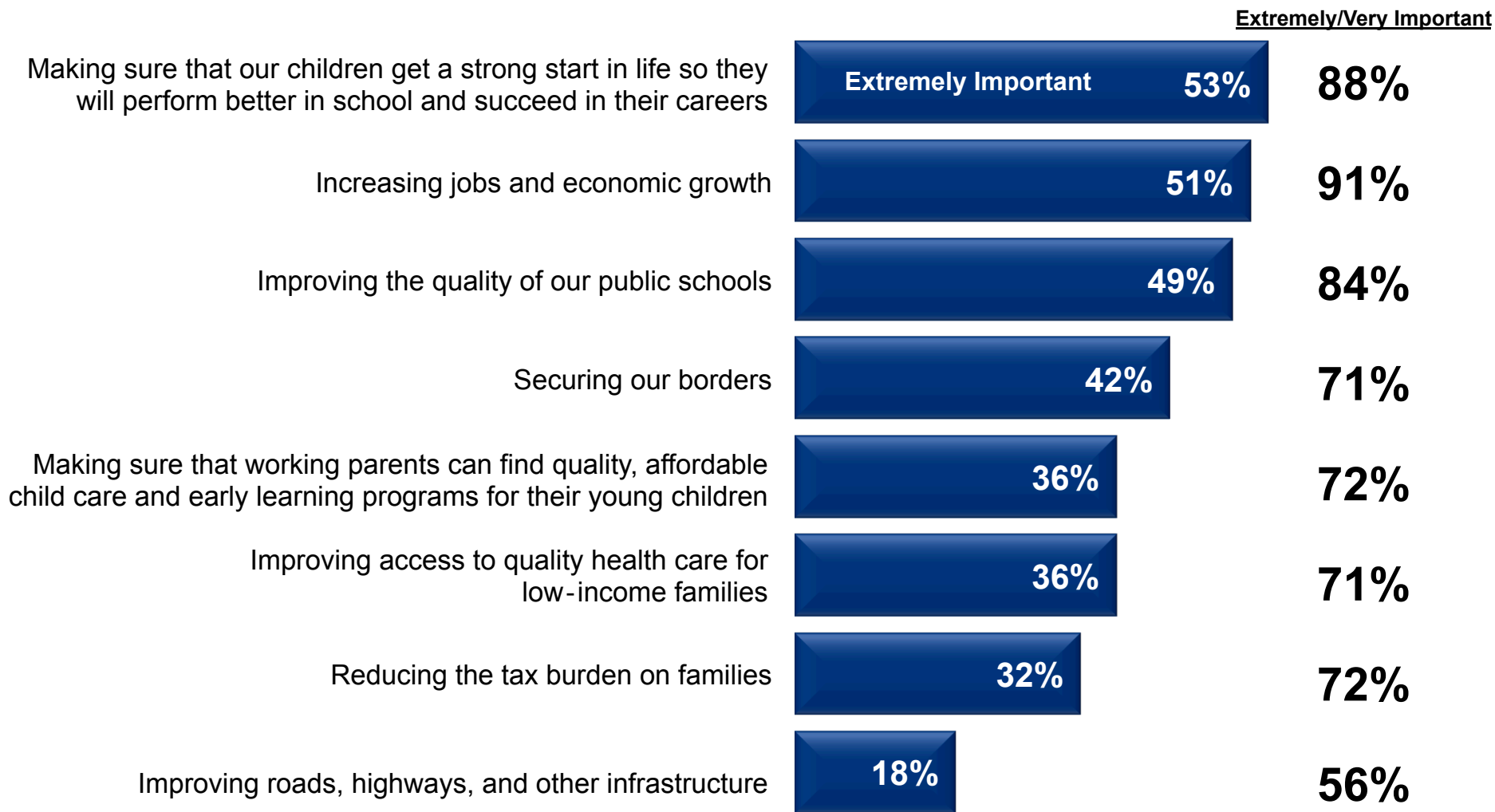
57%

Holding the line on taxes and spending

38%

Which of the following do you think is a greater priority right now--holding the line on taxes and spending, or making sure that there is sufficient funding for needs such as education?

More voters say that giving children a strong start in life is extremely important than any other issue.

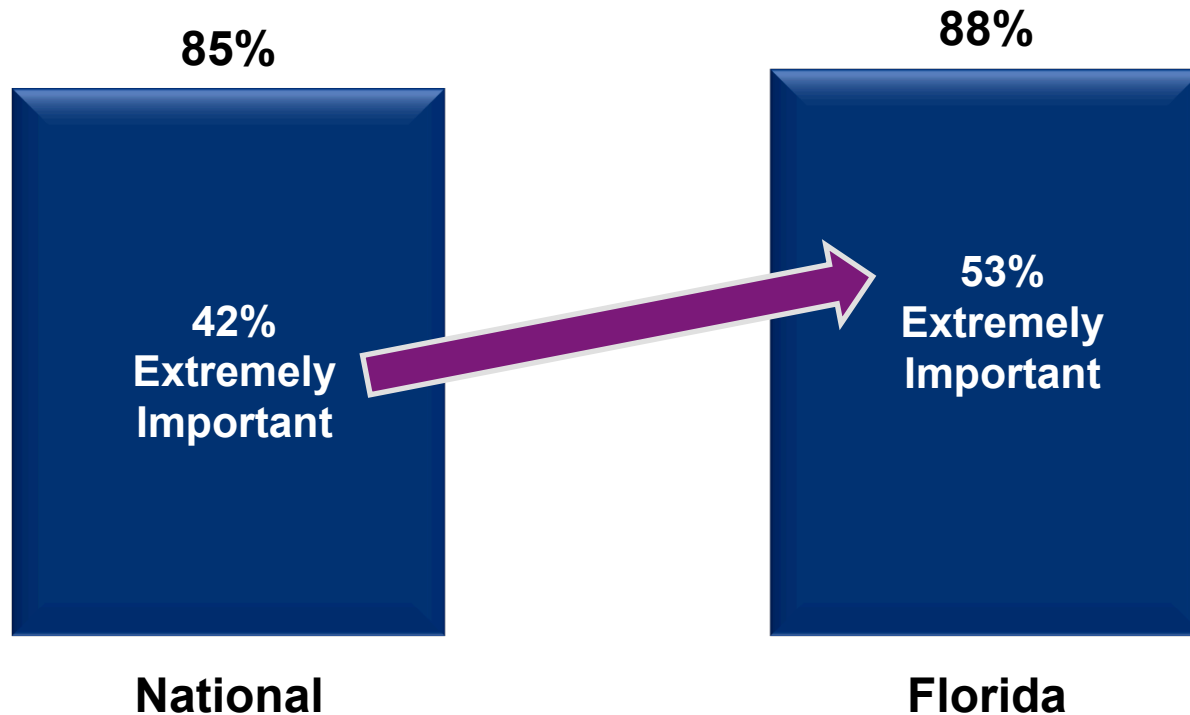


Now I'm going to read you some goals that people might have for our country right now, and I'd like you to rate how important you personally consider each goal to be – is it extremely important, very important, somewhat important or not that important to you.

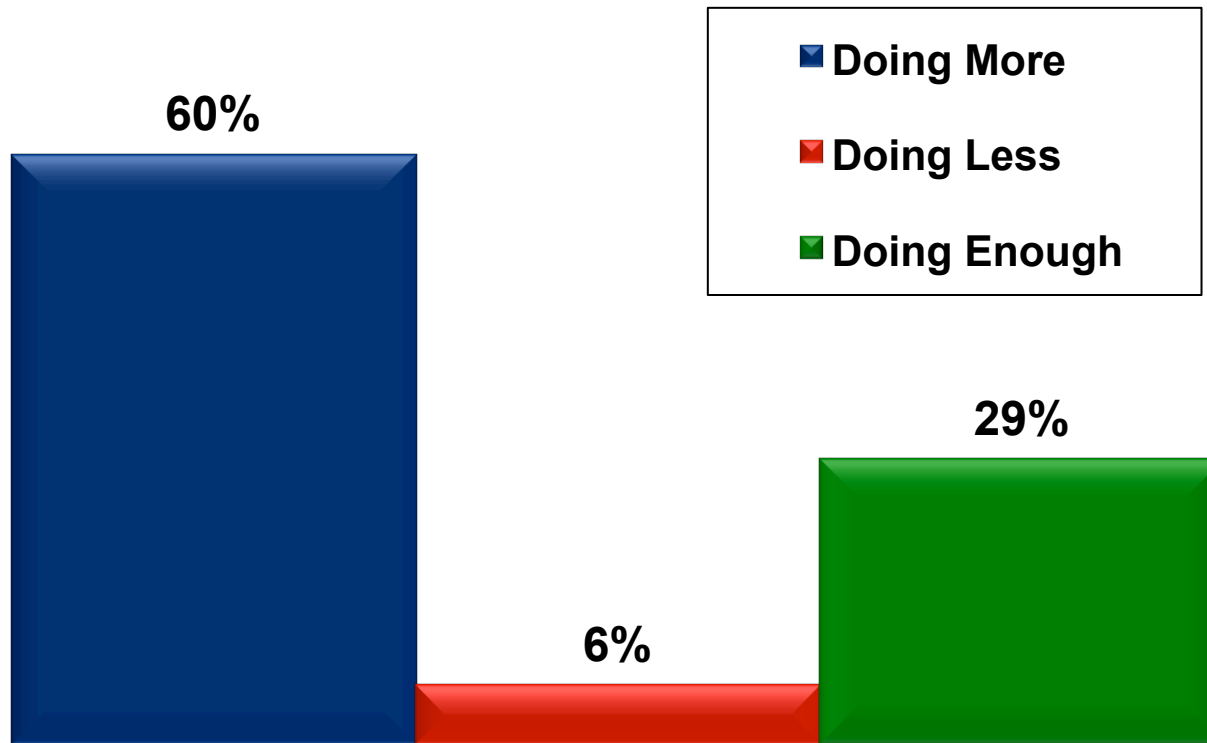
In fact, more Florida voters say this is extremely important than do Americans overall.

Making Sure that our Children Get a Strong Start in Life (Comparison)

■ **Extremely/Very Important**



Three-in-five Florida voters say we should be doing more to prepare children for kindergarten.

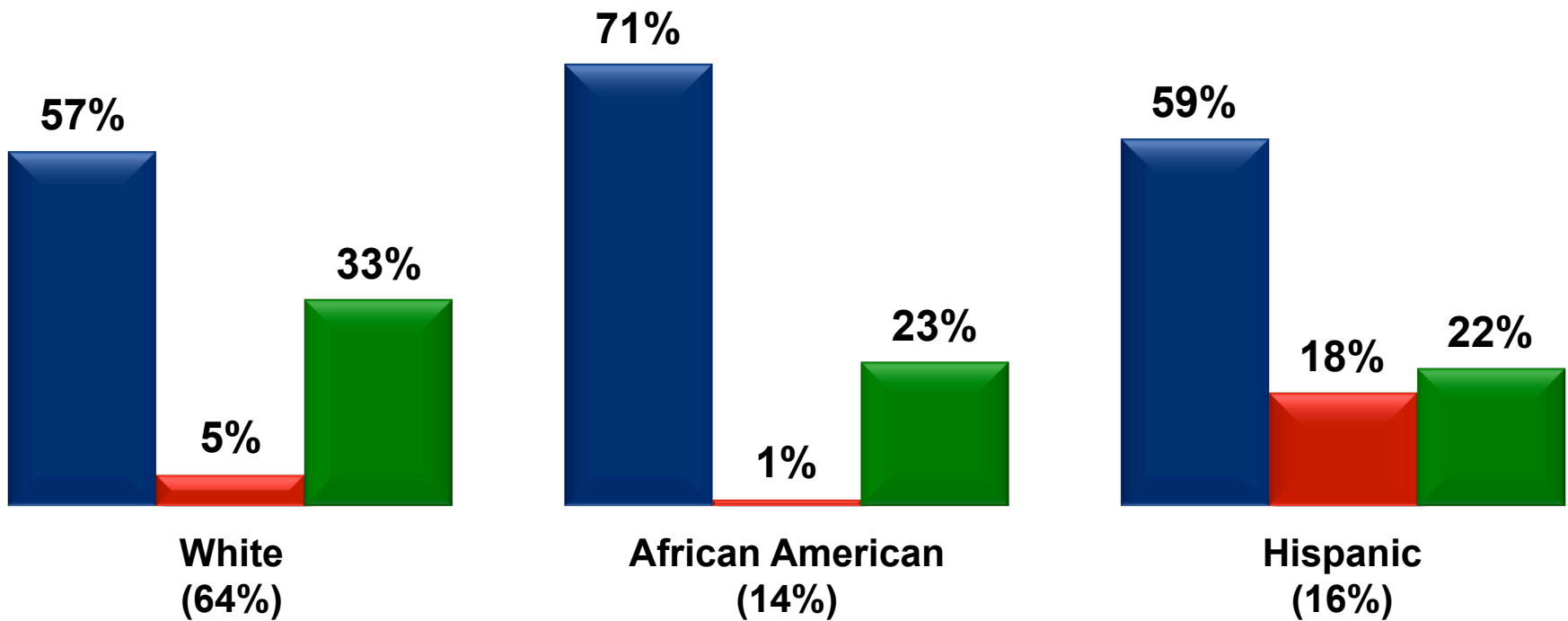


*And when it comes to ensuring that children here in **Florida** begin kindergarten with the knowledge and skills they need to do their best in school, do you think we should be doing more, doing less, or are doing enough?*

Majorities of voters of every ethnic background want more to be done in this arena.

Start Kindergarten with Skills/Knowledge To Succeed By Ethnicity

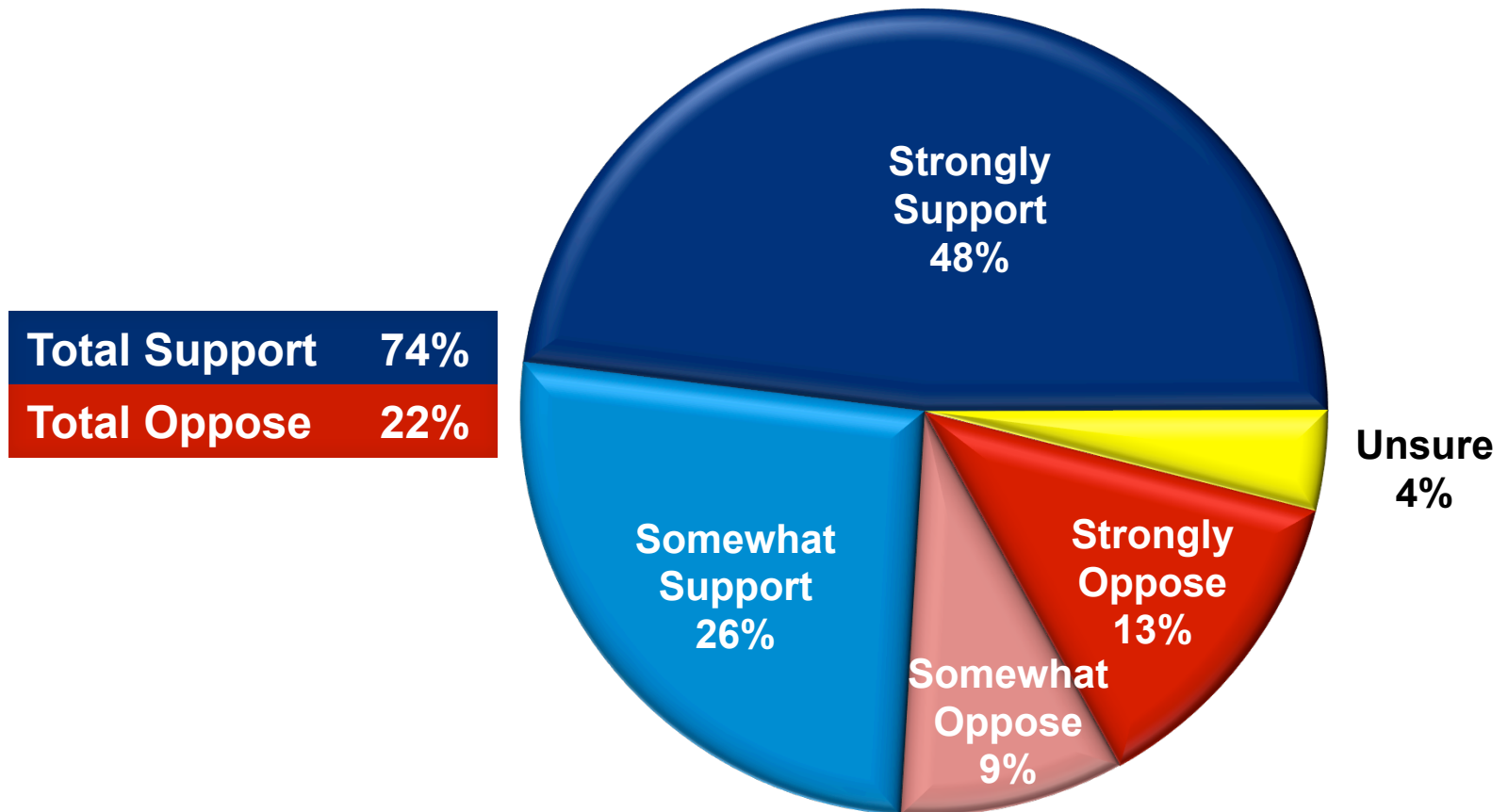
■ Doing More ■ Doing Less ■ Doing Enough



EARLY EDUCATION PROPOSAL

“Now, thinking about one potential national proposal -- Congress is considering a plan that would help states and local communities provide better early childhood education programs to parents of children from birth to five. It provides ten billion dollars per year for ten years in grants to states to provide all low and moderate income four year olds with voluntary access to high-quality preschool programs. It also makes available voluntary programs in high-quality early education and child care for infants and toddlers, as well as home visiting and parent education.”

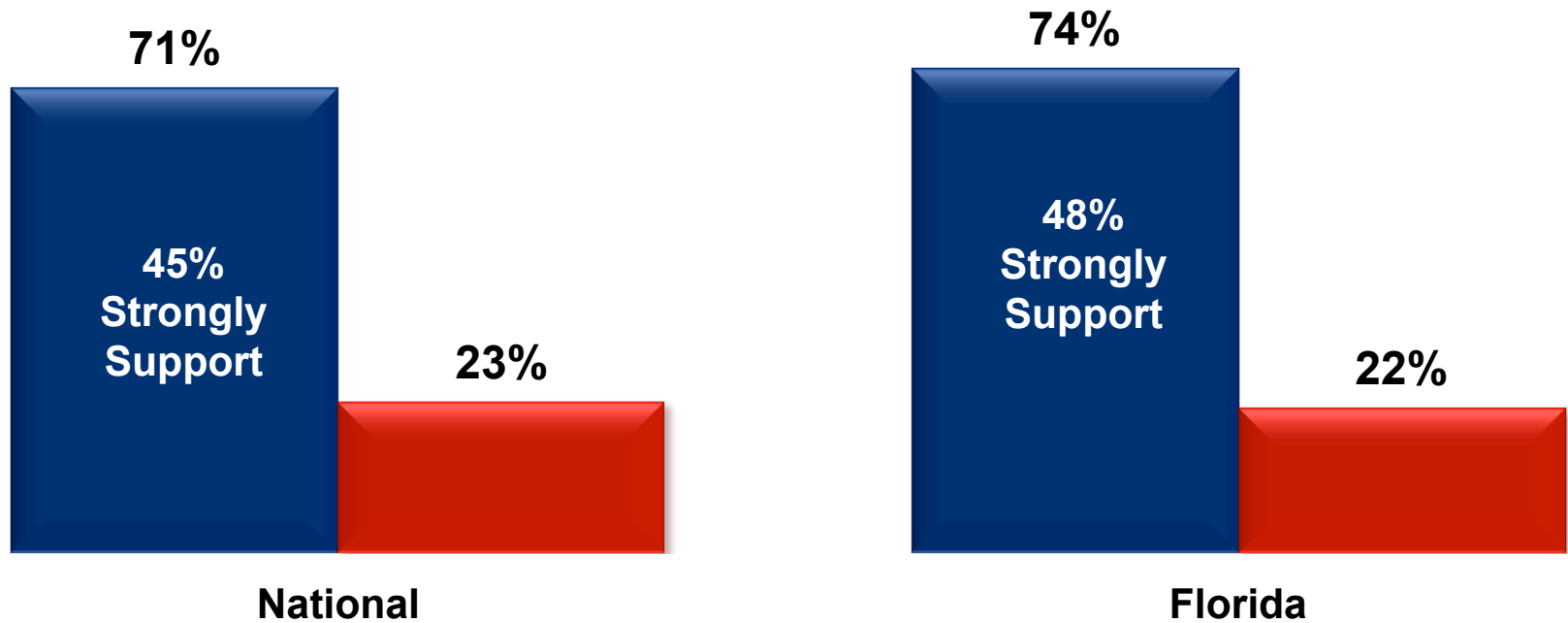
Three-quarters of Florida voters support this proposal. Nearly half strongly support it.



Would you support or oppose this plan to help states and local communities provide better early childhood education?

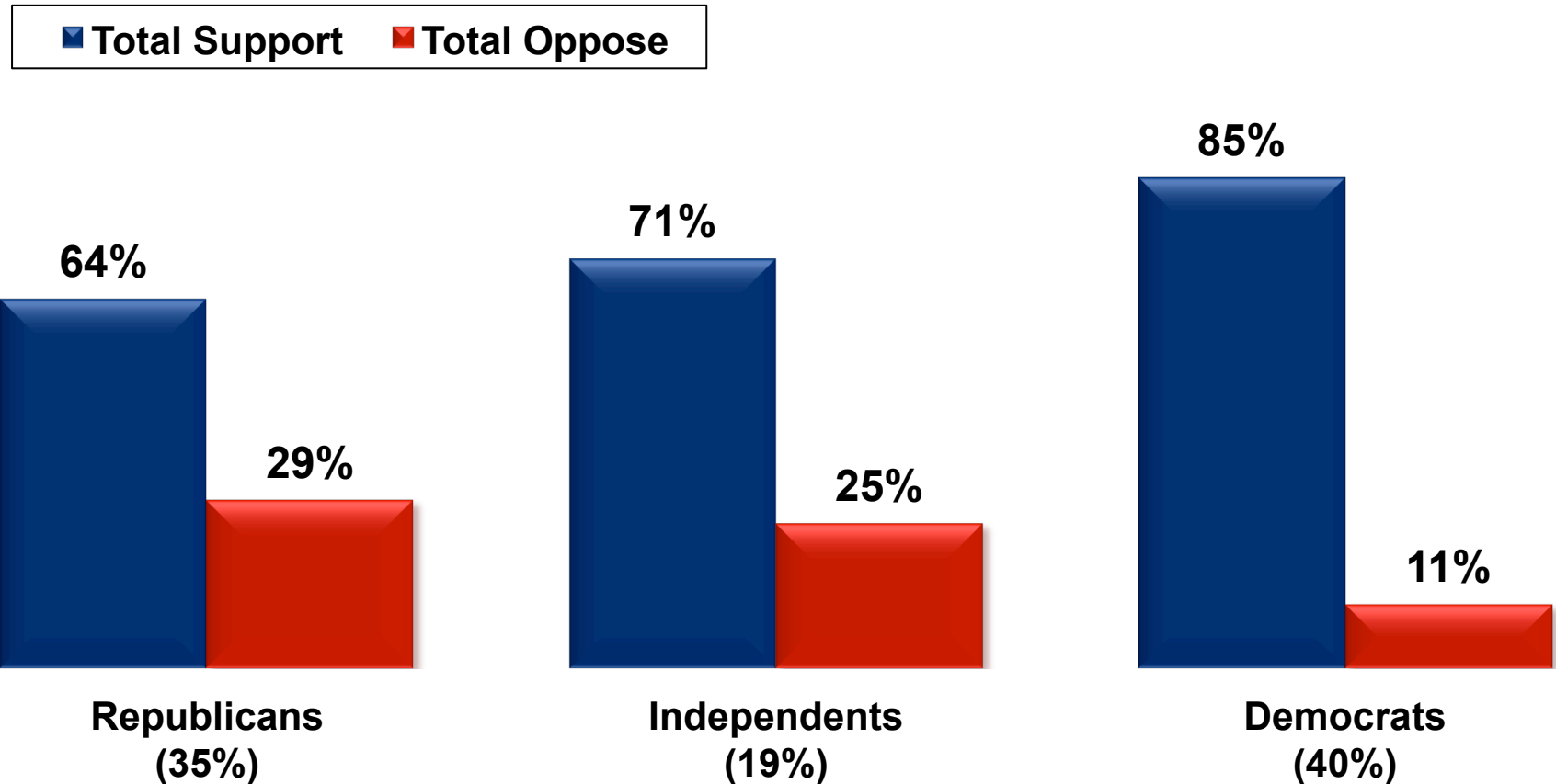
Support is slightly higher among Florida voters than nationally in support for this proposal.

Early Education Proposal Comparison



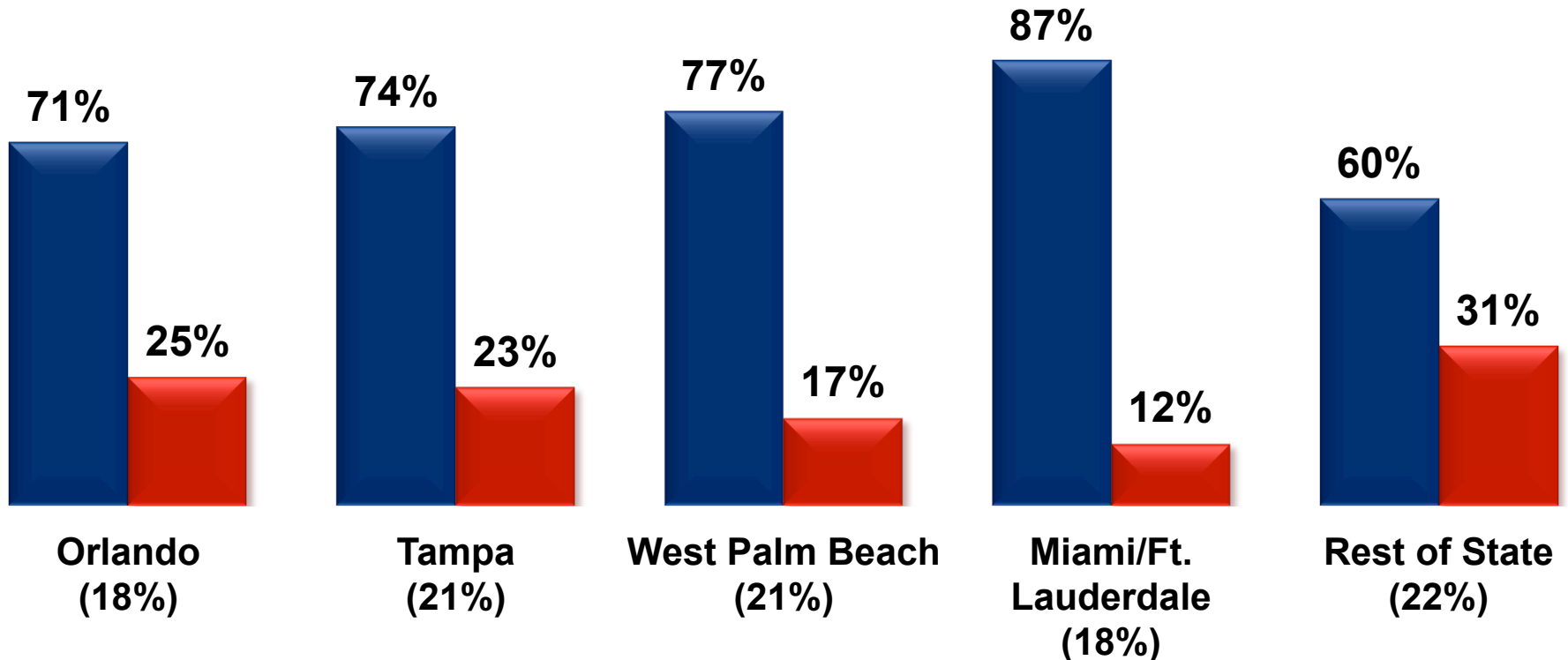
A majority of voters across every political affiliation support this proposal.

Early Education Proposal By Party



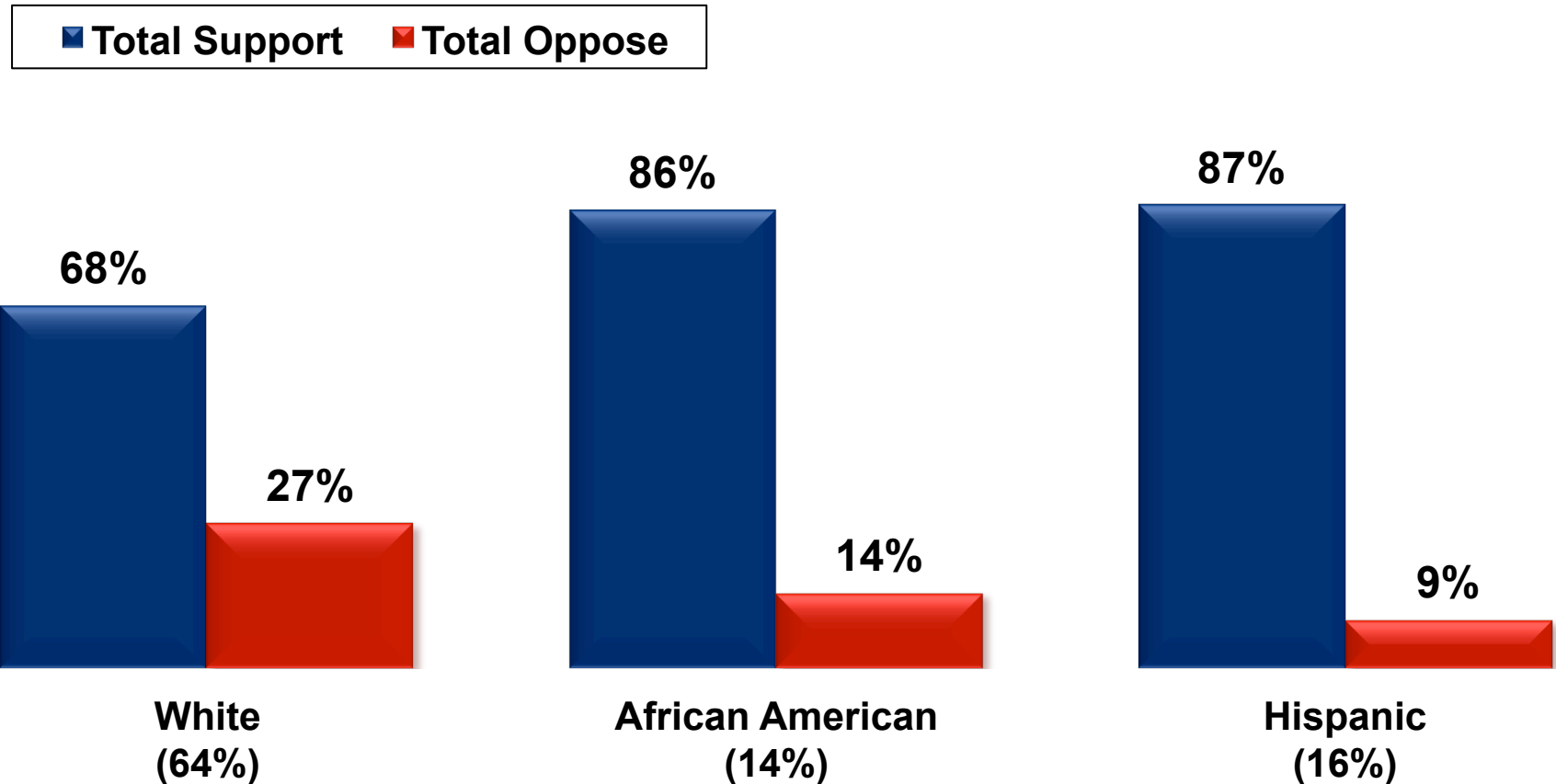
More than seven-in-ten voters in the major regions of the state express support; three-in-five in the Panhandle and smaller markets say the same.

Early Education Proposal By Media Market



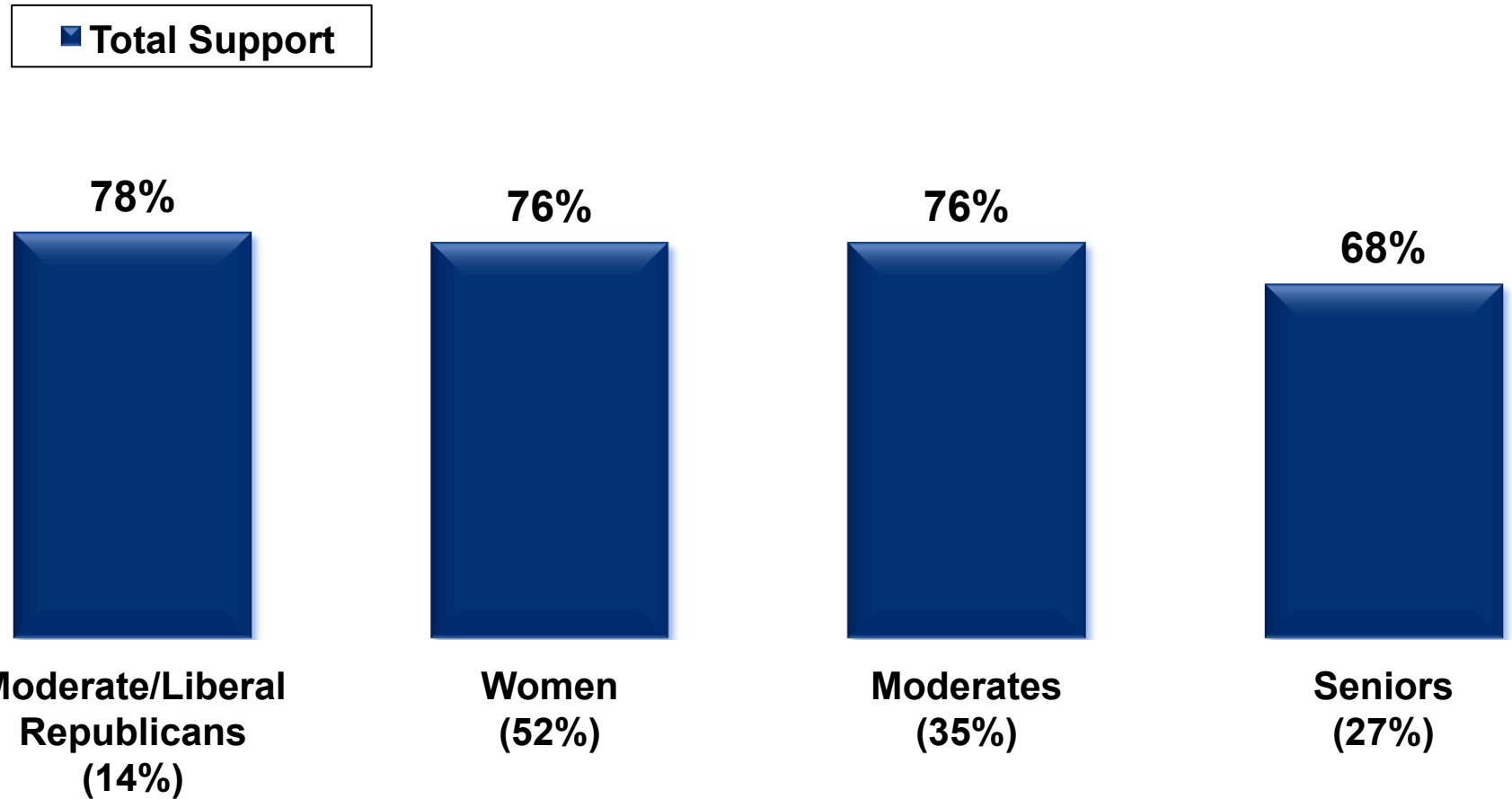
Hispanic and African American voters express overwhelming support; More than two-thirds support among whites.

Early Education Proposal By Ethnicity



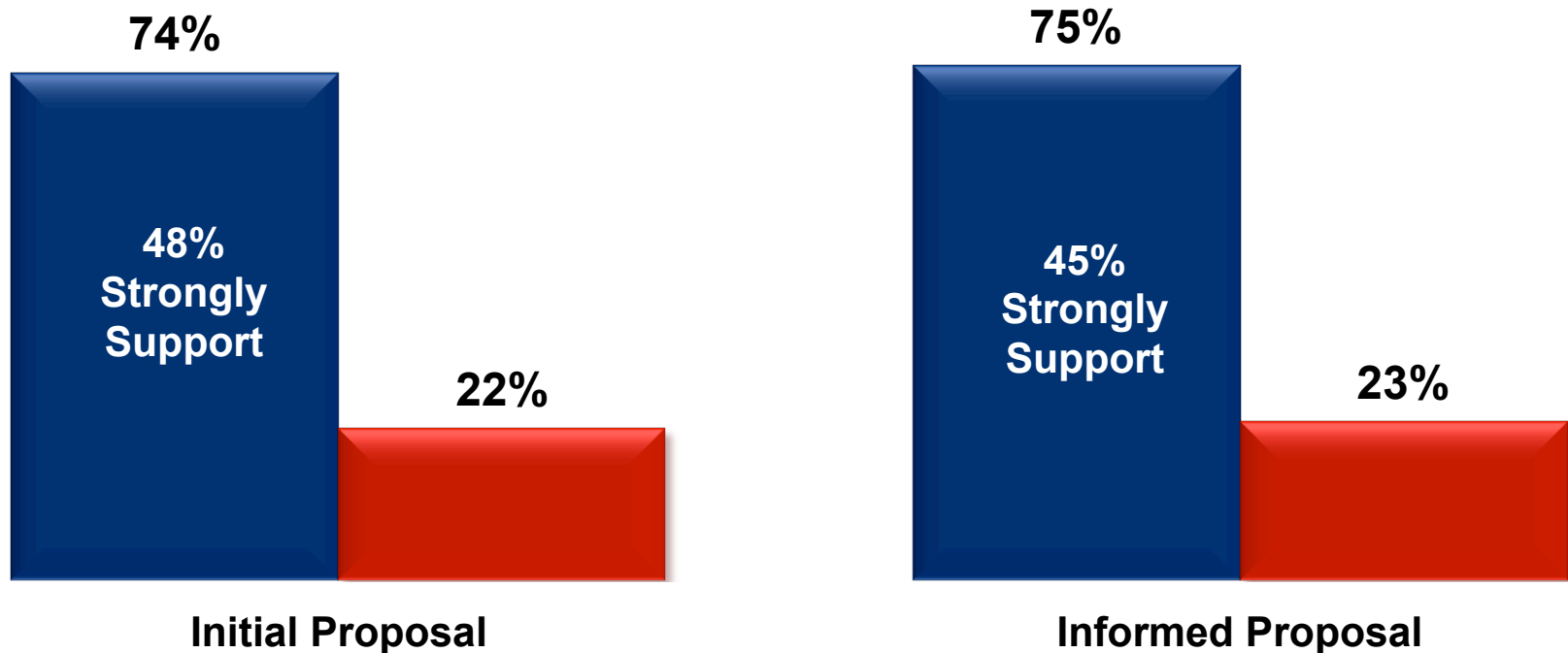
Support is very high with important swing voter groups.

Early Education Ballot By Key Sub-groups



Support remains strong after hearing it would increase the deficit in the short-term but pay for itself in the long-term through improved education, health and economic outcomes.

■ Total Support ■ Total Oppose



And if this plan increased the deficit in the short-term, but paid for itself in the long-term by improving children's education, health, and economic situations, so that less spending will be needed in these areas, would you support or oppose this plan to help states and local communities provide better early childhood education?

By a 14 point margin, voters want Congress to take action on this proposal, rather than hold off.

Take action on this proposal now

58%

Wait until later to consider this proposal

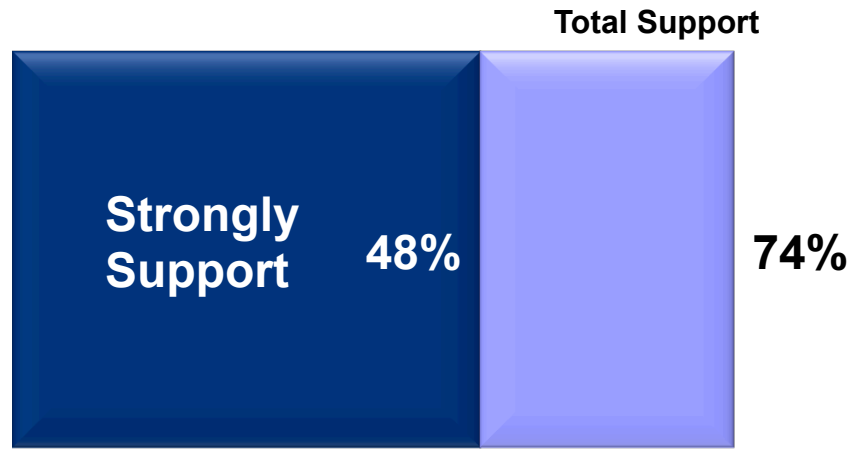
36%

And would you prefer that Congress...

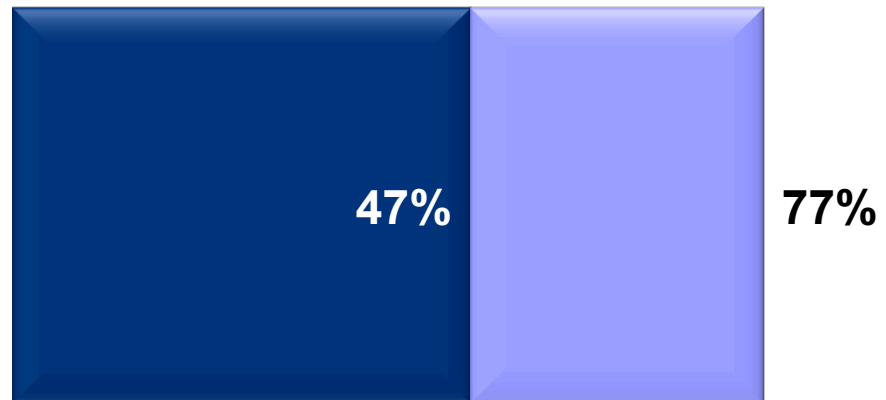
Florida State Funding

Even when specific dollar amounts are introduced, three-quarters or more register support for early education investments.

Increasing state funding by 500 dollars per child toward quality instruction and standards, so all Florida four-year olds who can now attend voluntary pre-school truly will gain the knowledge and skills they need when they enter kindergarten.



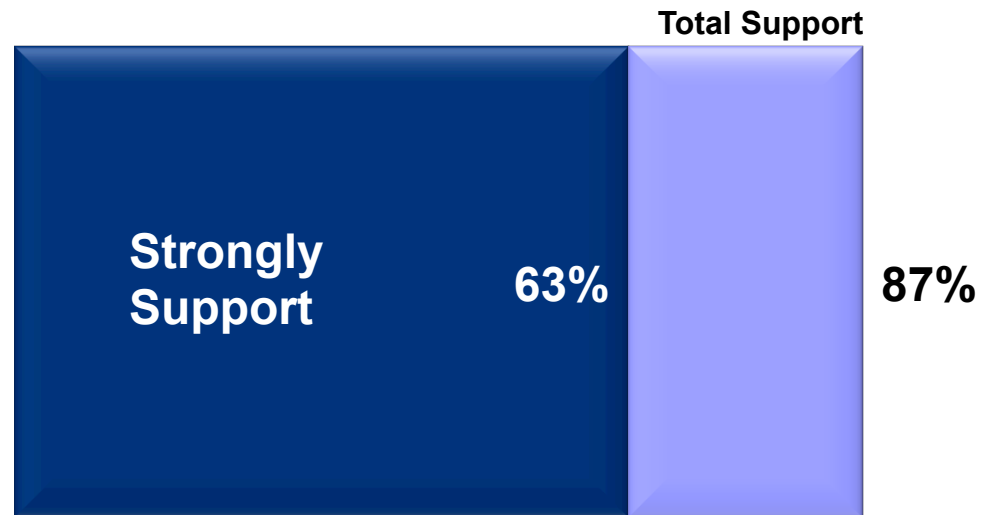
Dedicating 25 million dollars more to our school readiness program—an increase of less than 5 percent—to make more Florida children get the child care and early learning they need to be successful in school.



Please tell me if you support or oppose each of the following...

The overwhelming majority of Florida voters support state investments in preparing early education teachers with the skills they need.

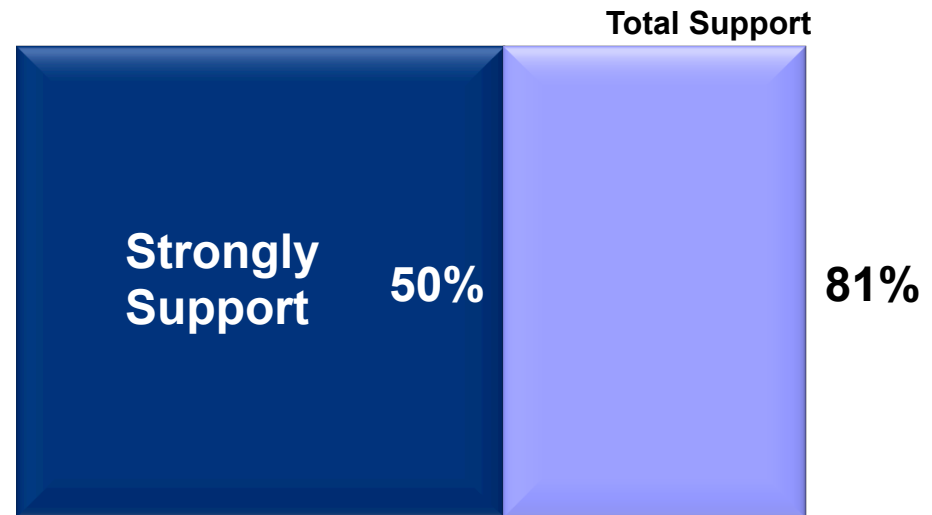
Investing in standards, training and classroom resources so that all pre-school and early elementary school teachers are able to teach each child in a way that addresses their individual needs and ensures they have a strong start in reading and school.



Please tell me if you support or oppose each of the following...

More than four-in-five back programs to “coach” and educate parents; half strongly support this.

Providing voluntary coaching and education to help parents improve their child's health and help ensure children are ready to learn when they start school.



Please tell me if you support or oppose each of the following...

While there is some relationship between support and party affiliation, more than three-in-five GOP voters and more than seven-in-ten independents support each state level policy.

Education Proposals By Party (% Support)

	GOP	IND	DEM
Teacher Training Proposal	82%	81%	95%
Voluntary Coaching Proposal	70%	79%	90%
\$25 Million Towards School Readiness Program	67%	73%	90%
Increase State Funding \$500 Per Child	63%	70%	87%

Support is also very high among voters of color in the state.

Education Proposals By Ethnicity (% Support)

	White	African American	Hispanic
Teacher Training Proposal	82%	96%	96%
Voluntary Coaching Proposal	76%	90%	92%
\$25 Million Towards School Readiness Program	71%	89%	92%
Increase State Funding \$500 Per Child	67%	90%	91%

While support is predictably higher among parents, more than seven-in-ten without children at home also back these proposals.

Education Proposals By Parent Status (% Support)

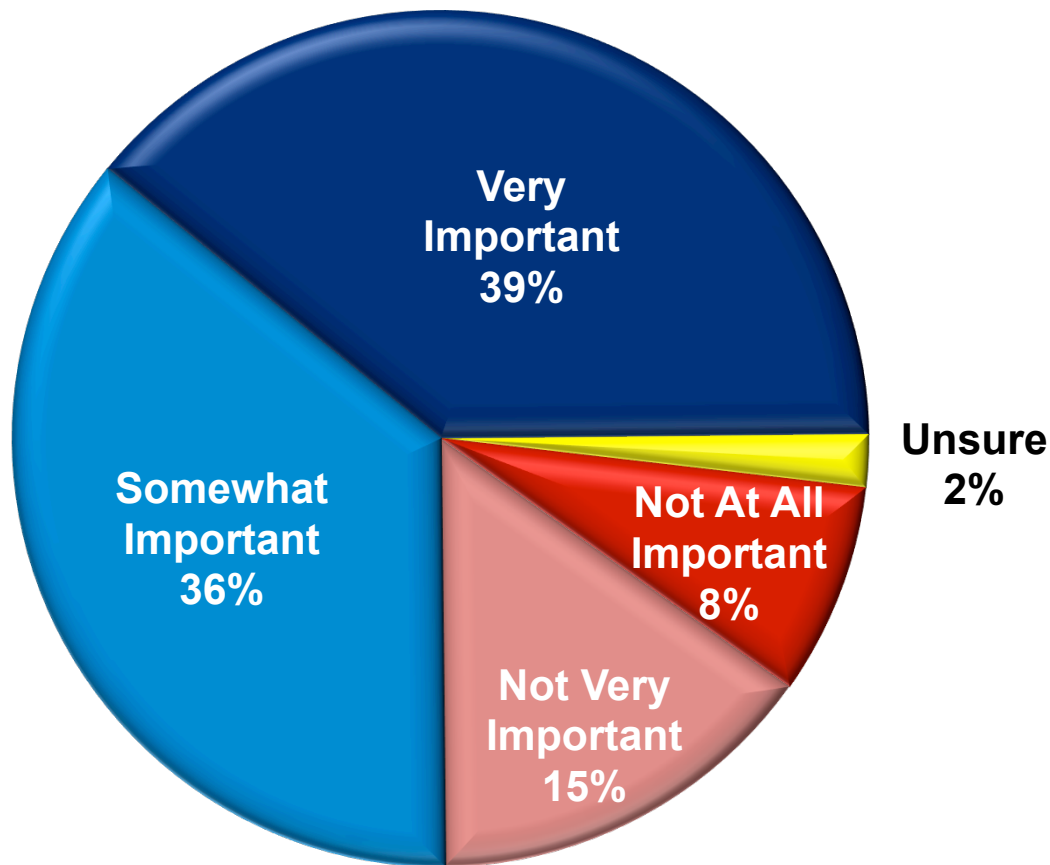
	Parent	Non-Parent
Teacher Training Proposal	90%	85%
Voluntary Coaching Proposal	86%	78%
\$25 Million Towards School Readiness Program	82%	75%
Increase State Funding \$500 Per Child	82%	71%

QUALITY RATING SYSTEM

“A few Florida counties have a simple quality rating system for childcare and preschool programs that is similar to hotel or restaurant ratings. They help parents make informed decisions about their child’s care and early education by easily identifying the level of quality delivered by providers. Quality ratings also encourage early learning programs to improve care and instruction. There is no statewide early learning rating system in Florida. How important do you think such a statewide system would be in Florida?”

Three-quarters say this is at least somewhat important to them – far more than have children at home.

Total Important	75%
Total Not Important	23%

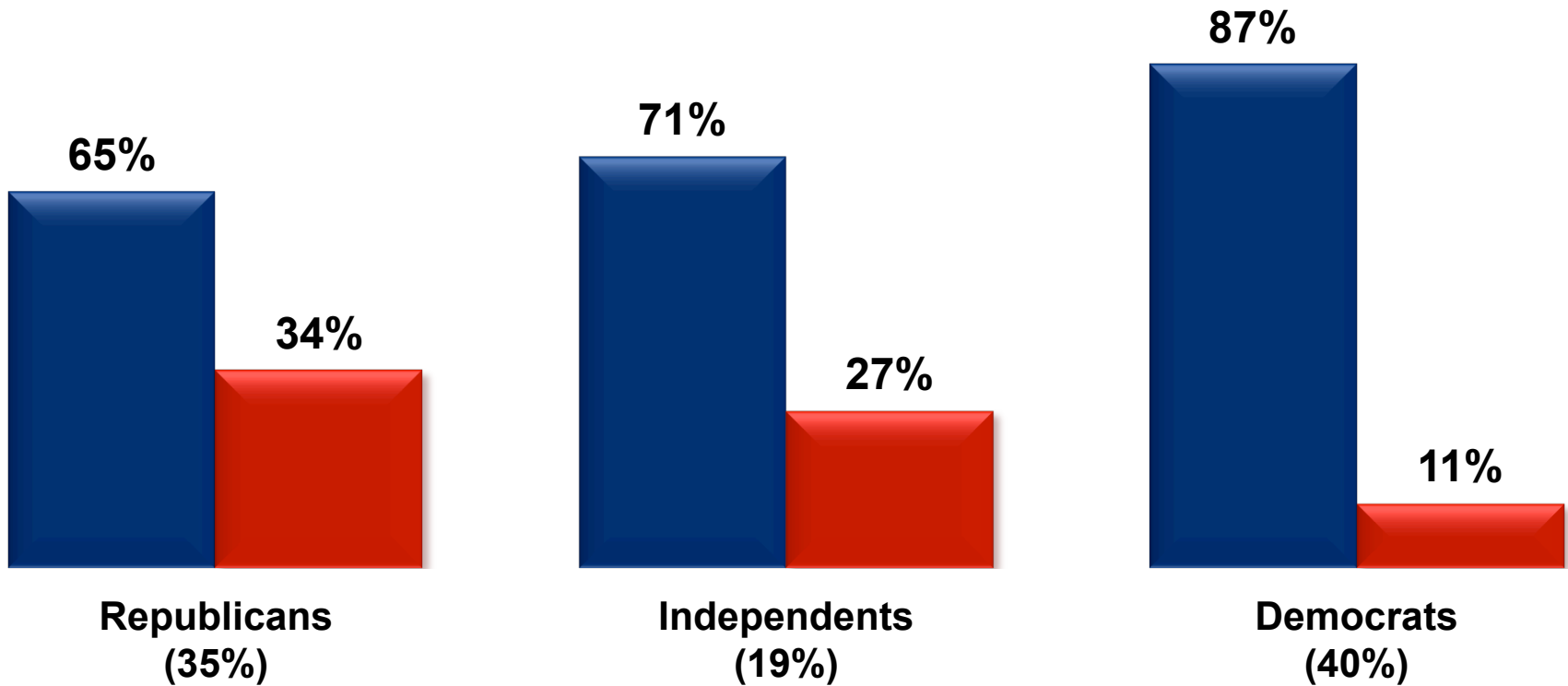


How important do you think such a statewide system would be in Florida?

This view is widely shared, including across party lines.

Quality Rating System By Party

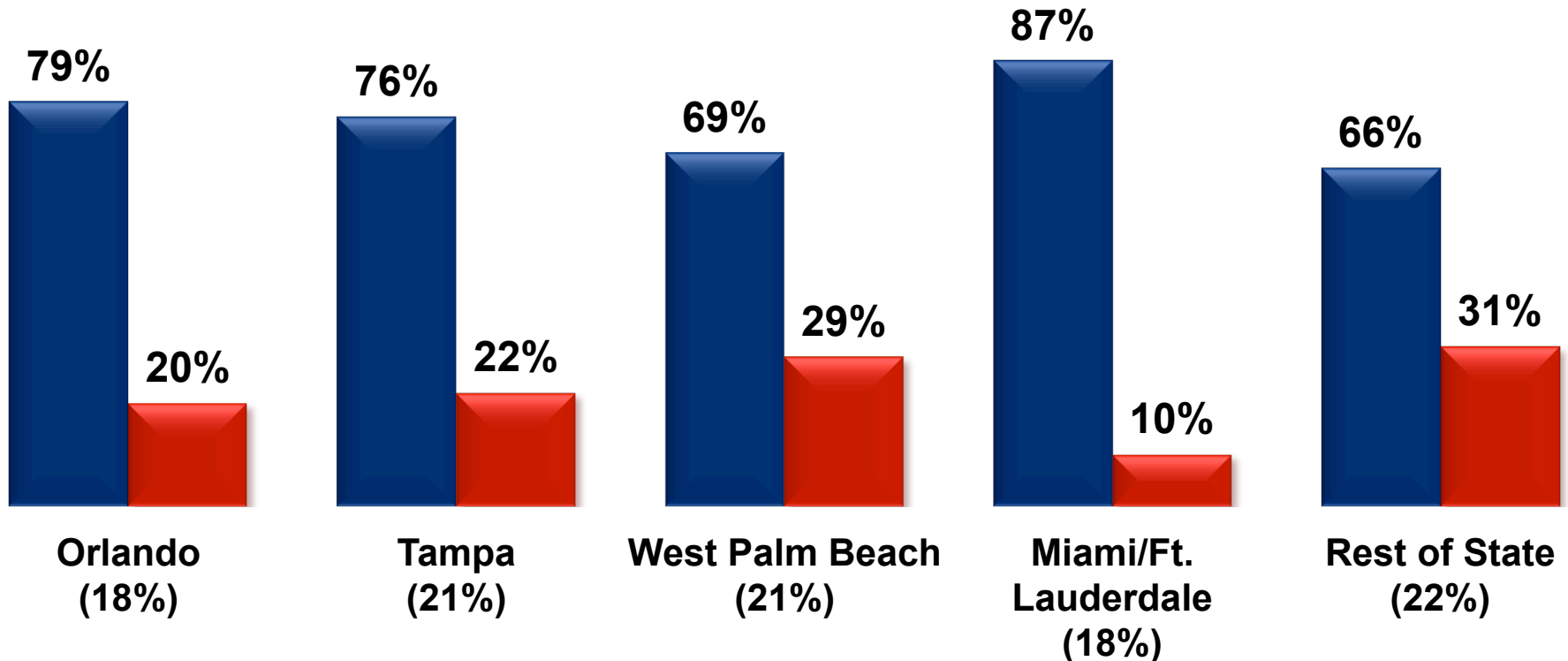
■ Total Important ■ Total Not Important



Miami area voters in particular say the rating system is important.

Quality Rating System By Media Market

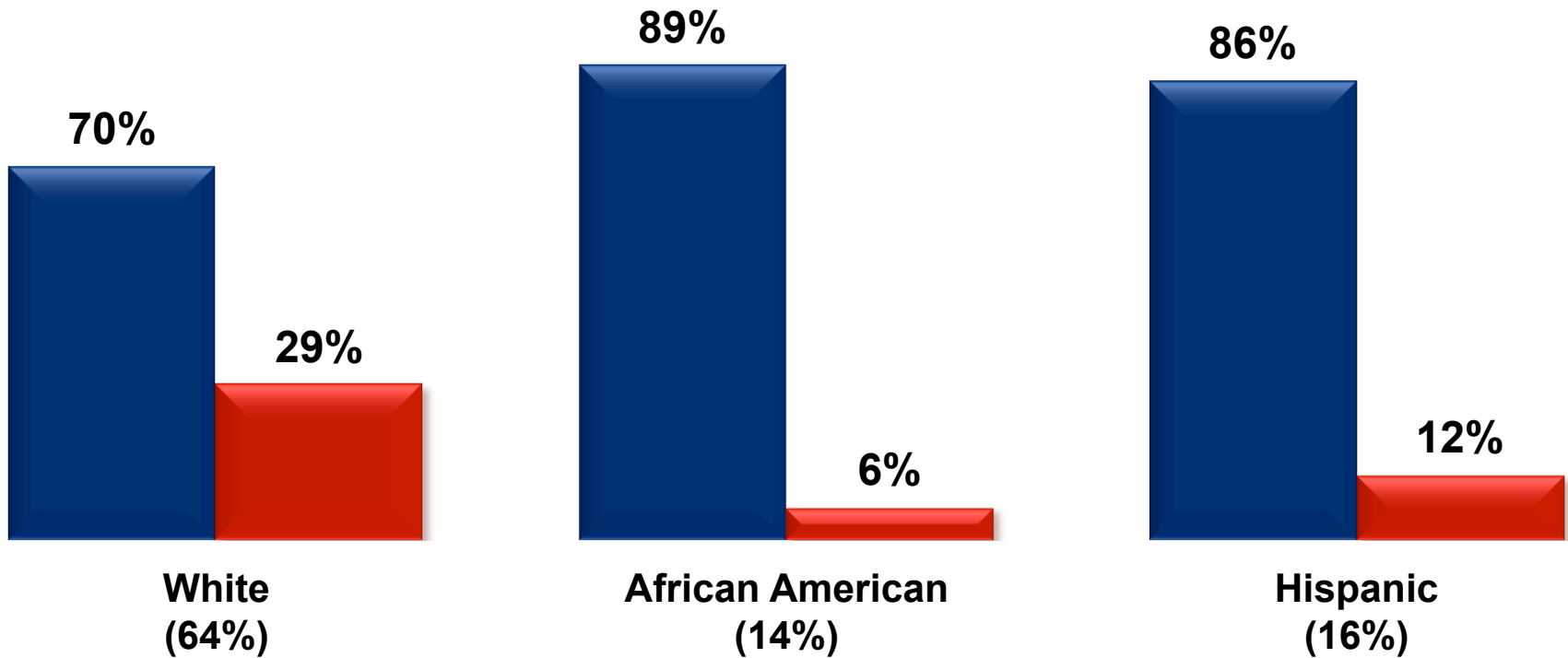
■ Total Important ■ Total Not Important



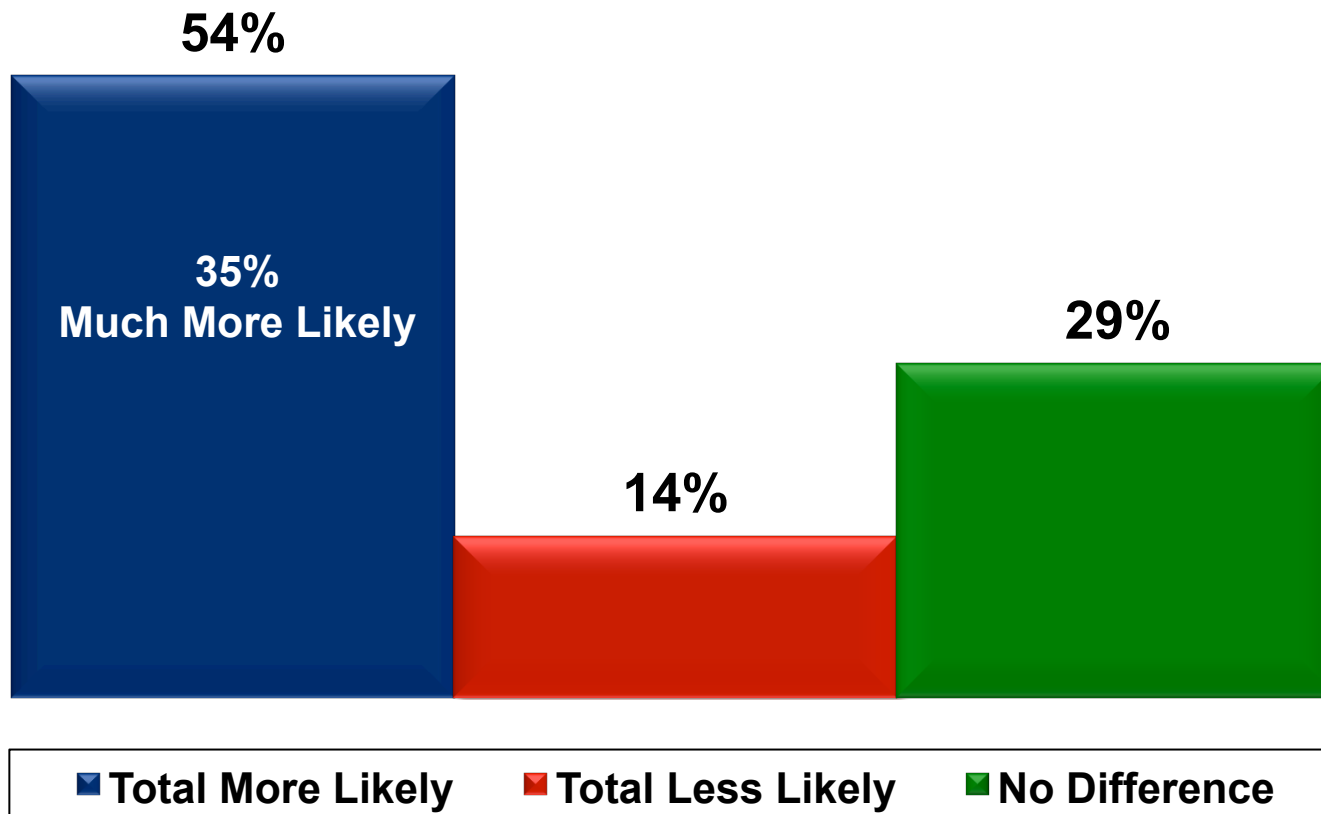
And voters of color embrace a rating system.

Quality Rating System By Ethnicity

■ Total Important ■ Total Not Important



Early childhood education is an effective issue in motivating voters to support political candidates.



If a candidate for elected office here in Florida supported investing in early childhood education, would you be more likely to vote for him or her, less likely to vote for him or her, or would that not make a difference in your vote one way or the other?

Key sub-groups of swing voters, especially mothers, would be more likely to vote for a candidate who supports early childhood education.

Candidates in Favor of Early Education By Key Groups

	More Likely	Less Likely	No Difference
Moms	69%	6%	22%
Moderates	60%	11%	26%
Independents	47%	16%	35%
Seniors	54%	14%	29%

THE BOTTOM LINE

- Florida voters of all political persuasions say preparing children for school and life is a top priority for the state and nation, barely topping the economy as an issue for these voters.
- State voters want action at both the national and state level to do more to ensure our children are prepared for kindergarten. They want Congress to act now, rather than deal with other issues.
- An overwhelming majority want the state to invest more in pre-school and early elementary teacher training, provide parent “coaching” programs, and provide more access for Florida children to quality pre-school even when a price tag is attached to it.
- Three-quarters say a child care rating system is important to implement.
- Early childhood education is an effective issue in motivating voters to support a candidate for elected office.

THANK YOU



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