

## **First Five Years Fund**

**Key findings from a statewide survey of 500 registered voters in Colorado conducted September 22-24, 2014.**



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# METHODOLOGY

- Statewide survey of 500 registered voters in Colorado conducted on both landlines and cell phones
- Interviewing completed September 22-24, 2014
- 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 20 point margin, Colorado residents favor funding needs such as education over halting spending.**

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

**56%**

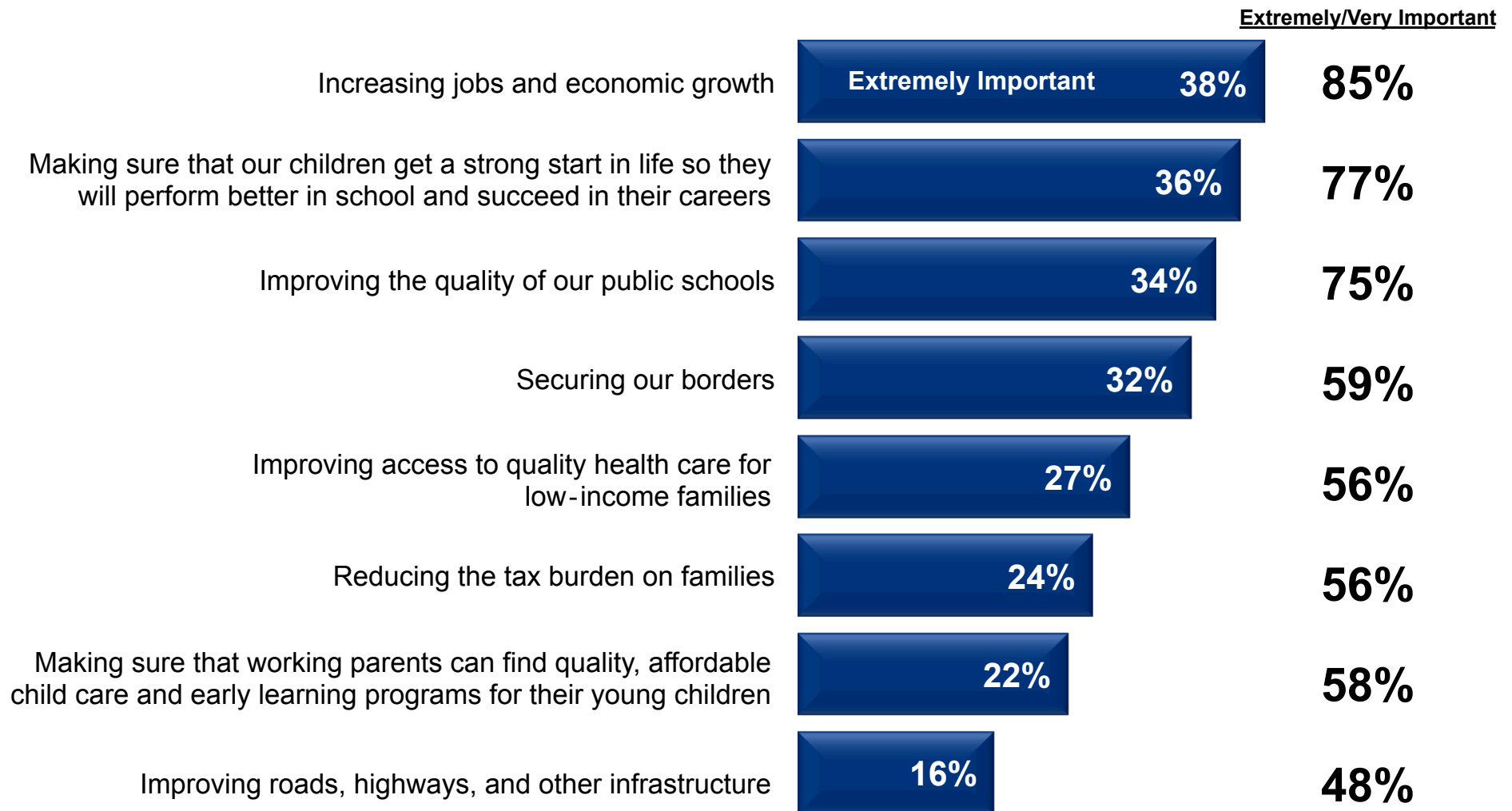
**Holding the line on taxes and spending**

**36%**

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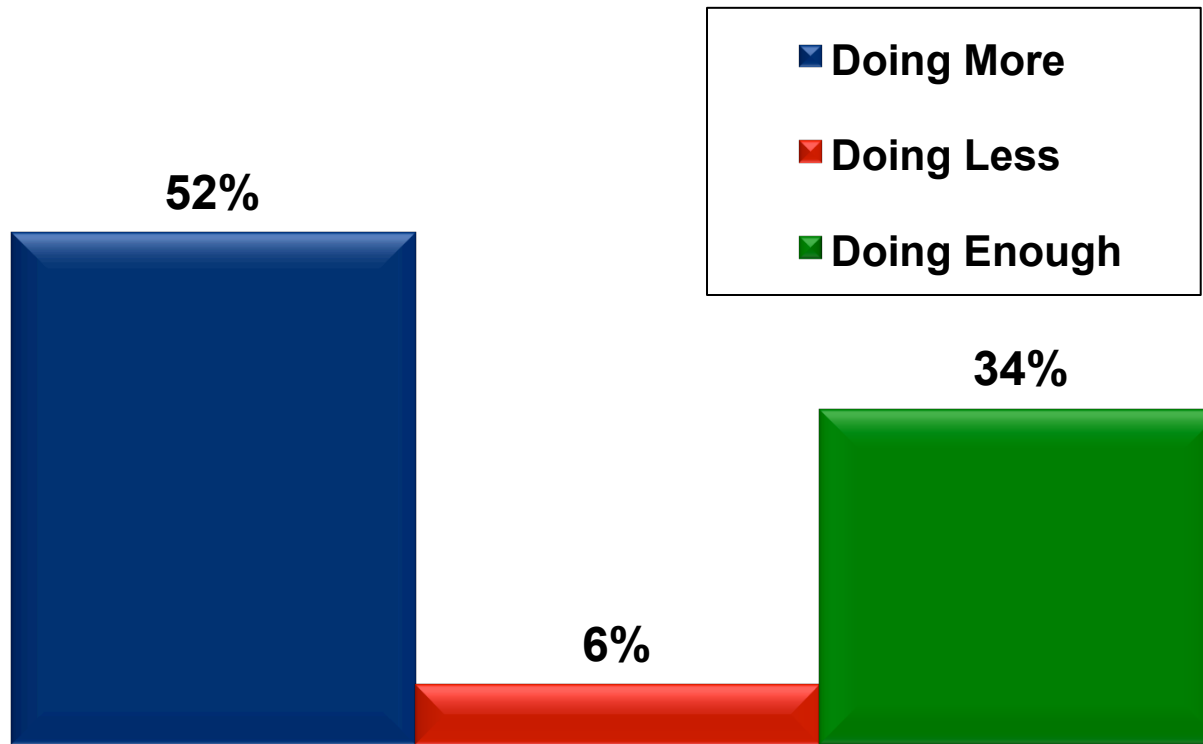
*Which of the following do you think is a greater priority right now – holding the line on taxes and spending, or making sure that there is sufficient funding for needs such as education?*

# Giving children a strong start in life is second only to economic growth as an extremely important goal for the country.



*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.*

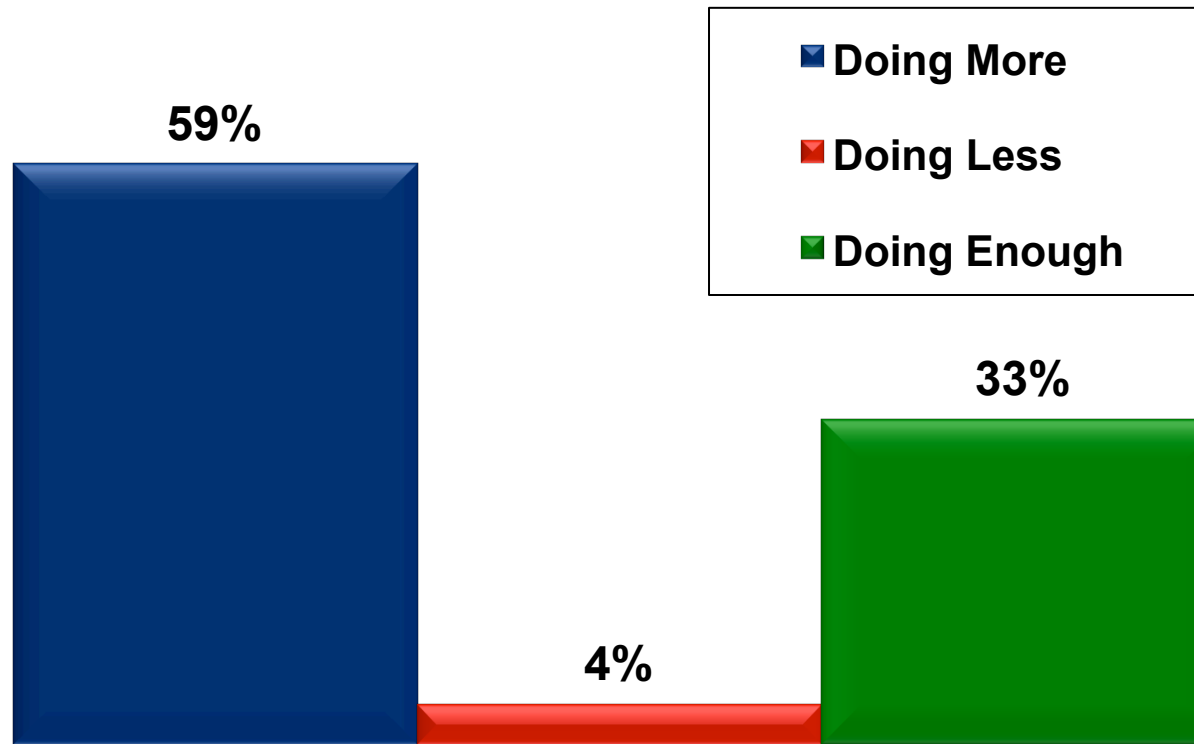
# A majority say more needs to be done to develop Colorado children's knowledge and skills.



\* Split Sampled (N=245)

*And when it comes to ensuring that children here in **Colorado** 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?*

## Three-in-five voters say we need to do more to ensure children in our country start school prepared.



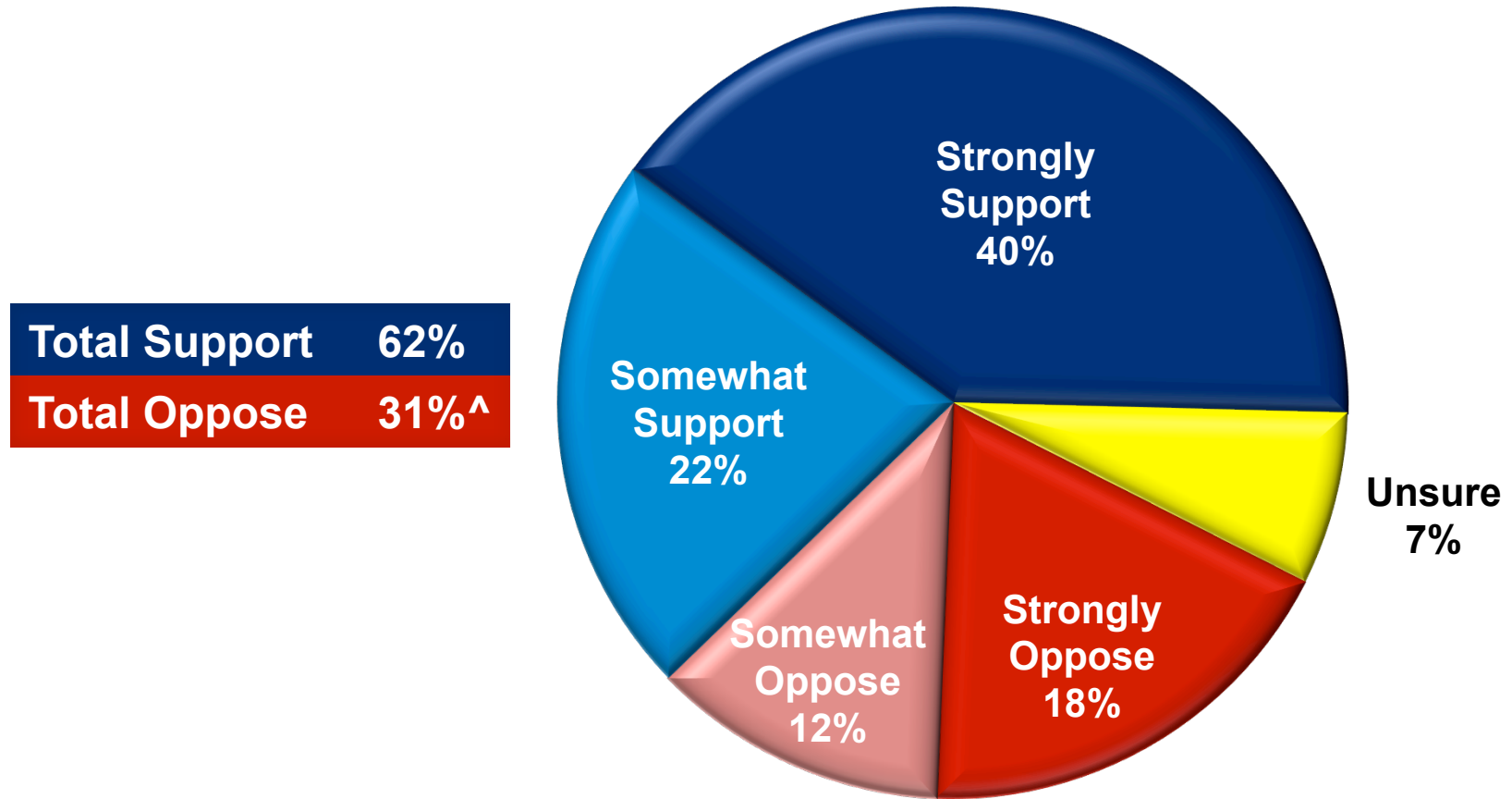
\* Split Sampled (N=255)

*And when it comes to ensuring that children in the **United States** 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?*

# 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-in-five Colorado voters support this proposal.



<sup>^</sup> Denotes Rounding

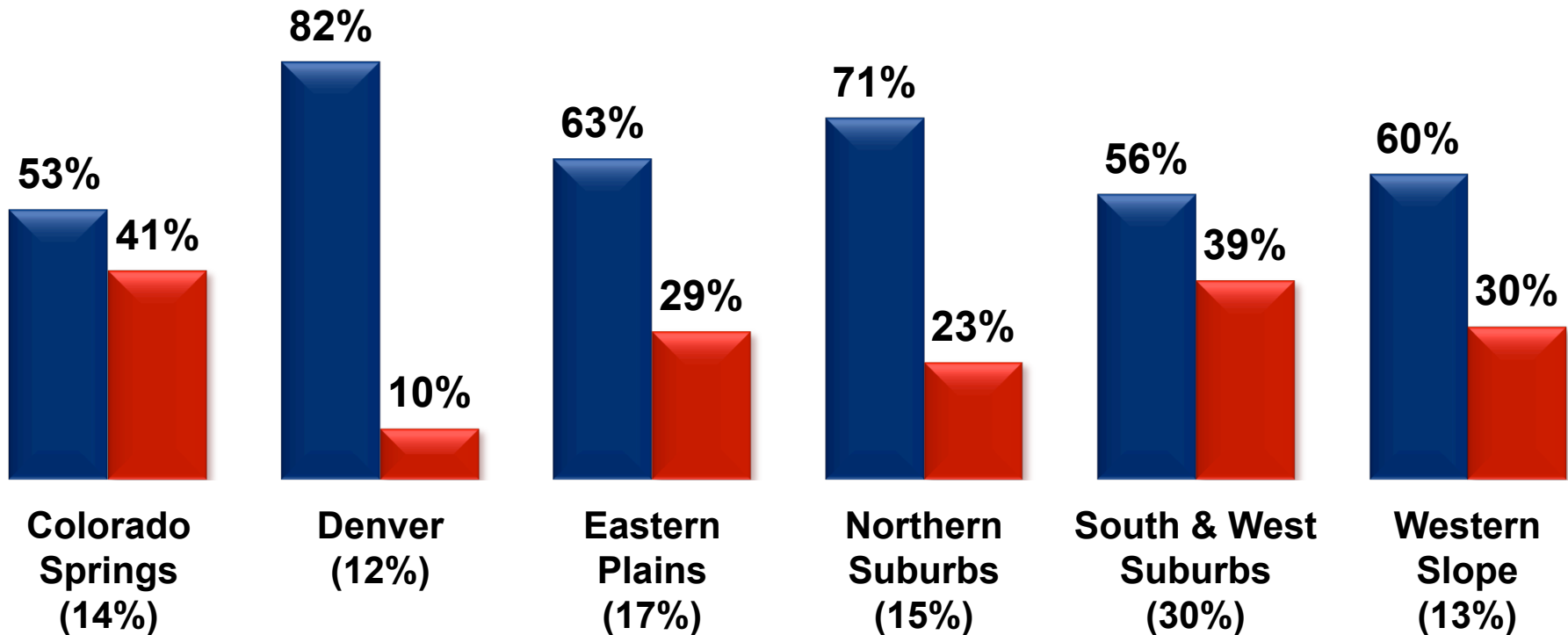
*Would you support or oppose this plan to help states and local communities provide better early childhood education?*



**A majority in every region back this plan.**

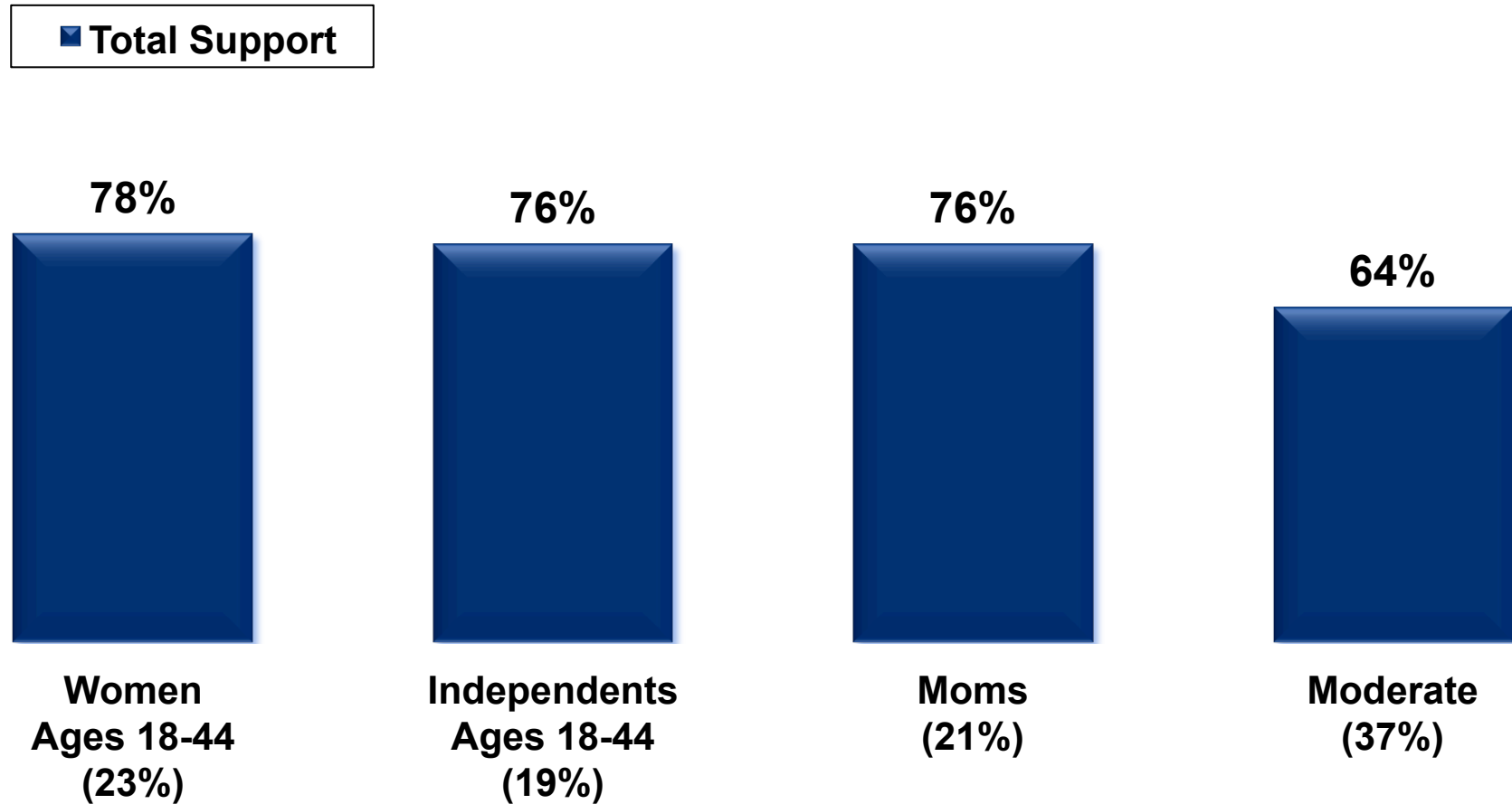
### Early Education Proposal By Region

■ Total Support ■ Total Oppose



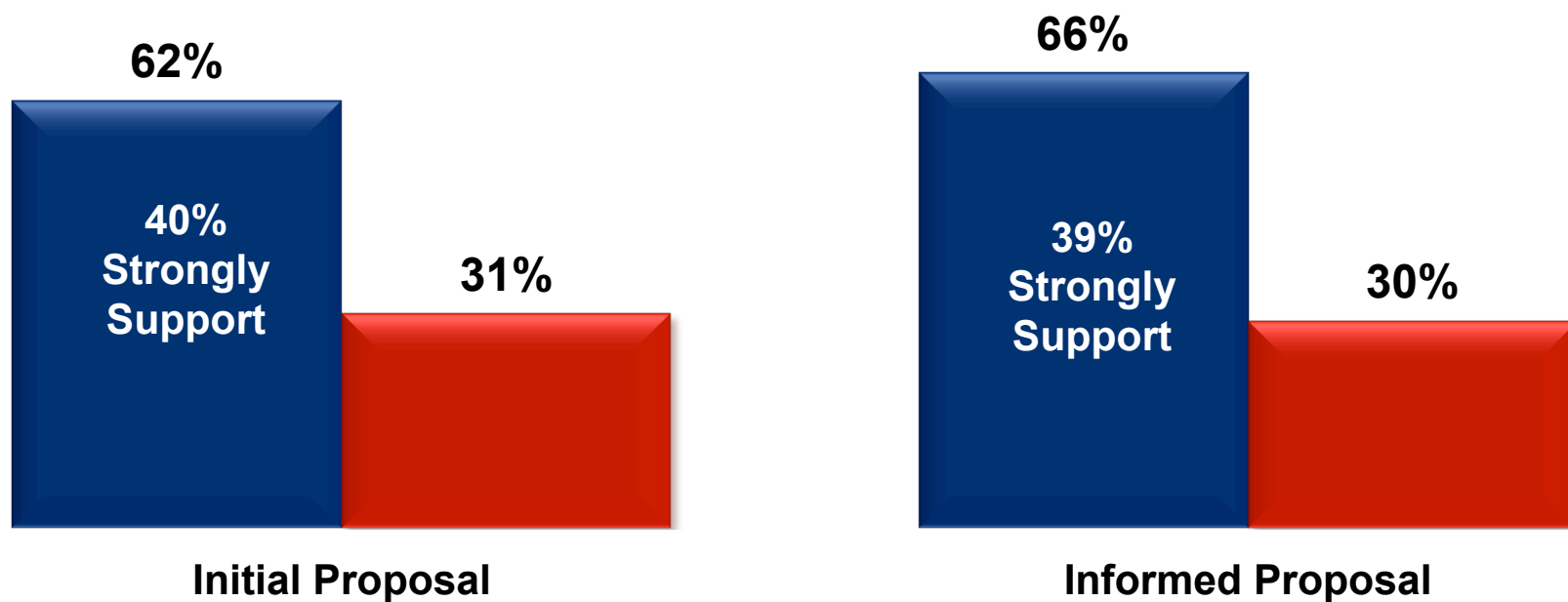
# Critical swing voter sub-groups are the most enthusiastic about funding quality early education.

## Early Education Ballot By Key Sub-groups



## Support increases modestly if voters recognize the long-term budget implications of this investment.

■ 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?*

**A majority of voters want Congress to act now.**

**Take action on this proposal now**

**52%**

**Wait until later to consider this proposal**

**39%**

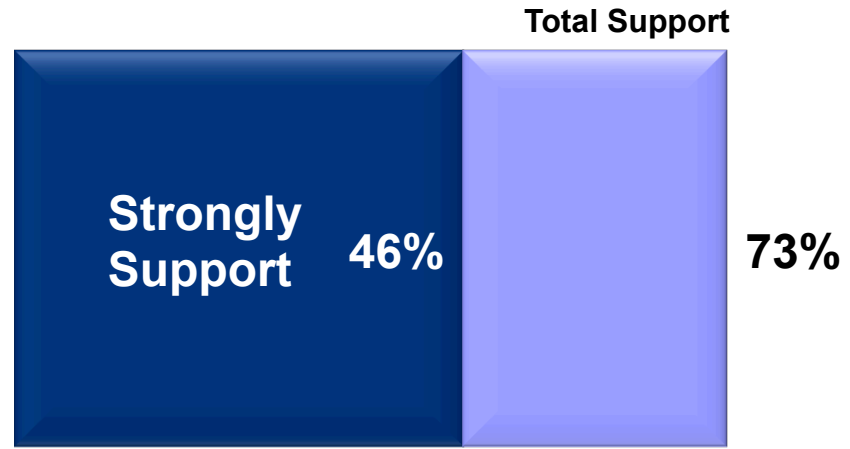
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*And would you prefer that Congress...*

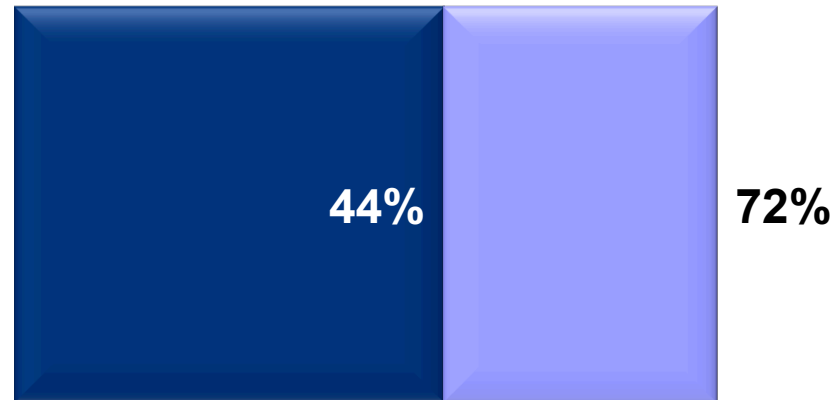
# ***COLORADO EARLY EDUCATION PROPOSALS***

## Voters solidly back proposals to increase access to early learning or child care.

Expanding Colorado's ability to provide more young children with the opportunity to participate in voluntary, early learning classes throughout the state, instead of limiting access to fewer than one-in-four children today.



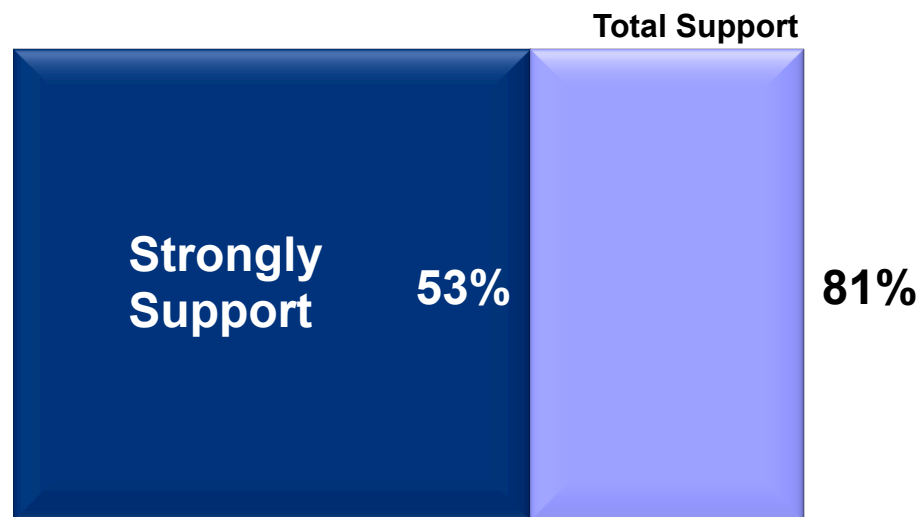
Helping working families afford the high cost of child care and pre-school by providing grants to local communities, so they can assist parents in ways that work best in that community



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

## Four-in-five state voters support teacher training efforts; A majority strongly back this initiative.

Training all pre-school and early elementary school teachers in the skills they need to meet the individual needs of children and help ensure they are ready to succeed in school.

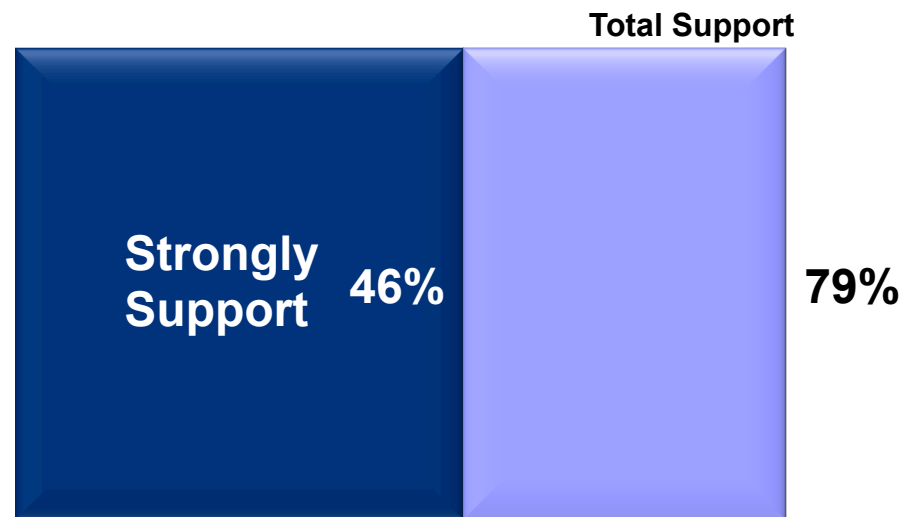


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*Please tell me if you support or oppose each of the following...*

## Four-in-five also support “coaching” and support for new parents.

Providing voluntary coaching and education for new parents to help them improve their child’s health and help ensure they are ready to succeed in school



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



**There is majority support for these proposals across the political spectrum.**

**Education Proposals By Party (% Support)**

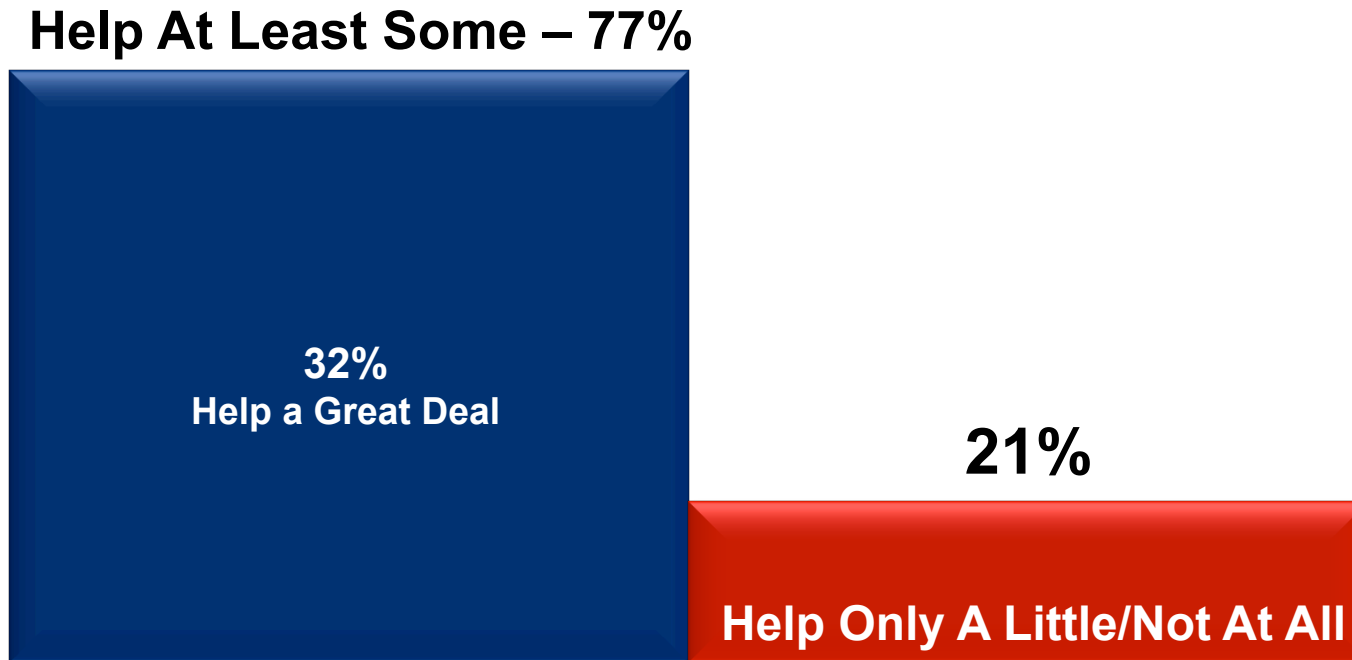
	<b>GOP</b>	<b>IND</b>	<b>DEM</b>
Teacher Training Proposal	71%	82%	90%
Voluntary Coaching Proposal	70%	79%	88%
Expanding Early Learning Classes	55%	76%	86%
Helping Working Families Afford Cost of Child Care and Preschool	57%	71%	86%

**Irrespective of parental status, voters support these proposals.**

**Education Proposals By Parent Status (% Support)**

	<b>Parent</b>	<b>Non-Parent</b>
Teacher Training Proposal	82%	81%
Voluntary Coaching Proposal	83%	77%
Expanding Early Learning Classes	78%	70%
Helping Working Families Afford Cost of Child Care and Preschool	78%	69%

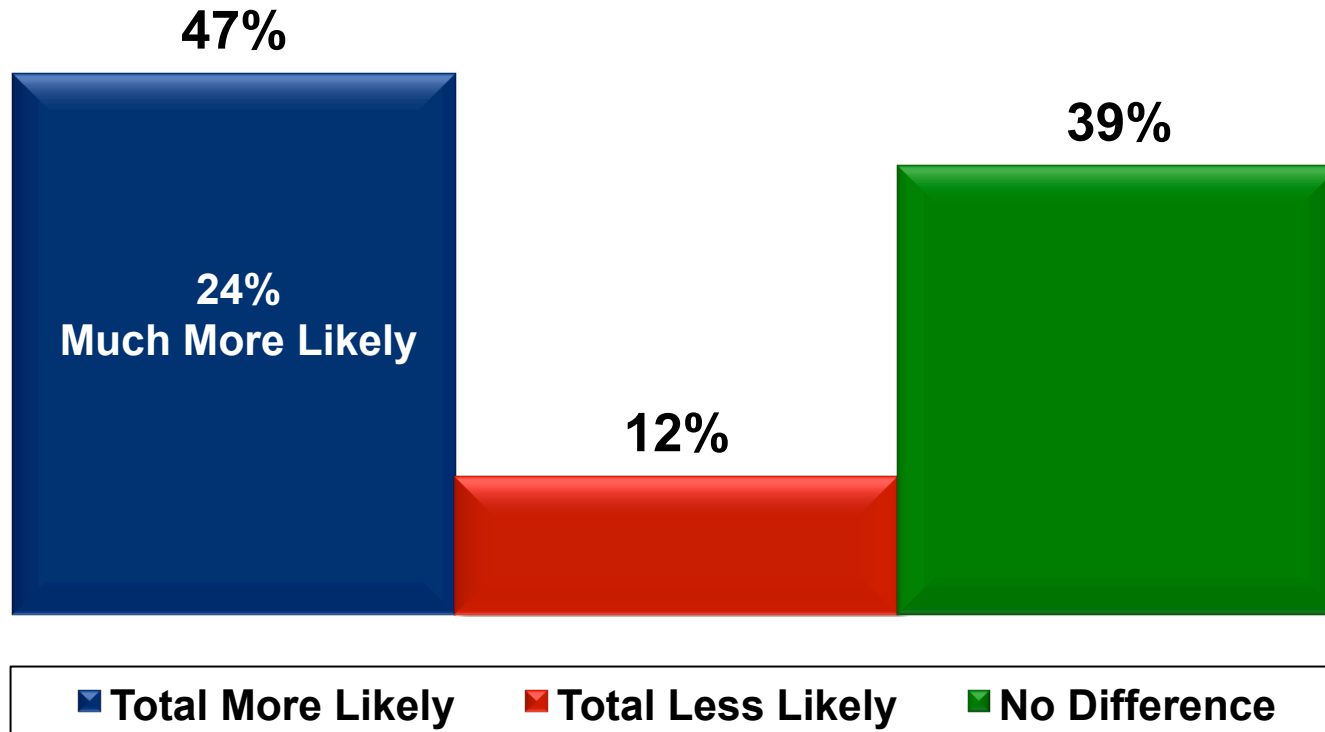
# Three-quarters of the electorate says these investments in early education will help Colorado's economy.



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*And if Colorado invested more in programs that have demonstrated results in better preparing children for success in school and life, would this help Colorado's economy...*

**Voters are nearly four times as likely to say that they would be more likely to vote for a candidate who supports these investments.**



*If a candidate for elected office here in Colorado 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?*

# THE BOTTOM LINE

- An overwhelming majority of Colorado voters want the state to invest more in pre-school and early elementary teacher training, provide parent “coaching” programs, and provide more access to quality pre-school and child care in Colorado communities.
- They clearly perceive an economic benefit for Colorado in making these investments.
- In fact, preparing children for school and life is a top priority for these voters, on par with the economy as a goal for the nation.
- So it is not surprising that they want Congress to act on this issue, and register majority support for a proposal to invest significant amounts annually to reach this goal of better preparing American children.
- Voters are more supportive of candidates who back investments in early childhood education. Few indicate a downside to taking this position.

**THANK YOU**



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