

## **First Five Years Fund**

**Key findings from a statewide survey of 500 registered voters in Ohio conducted September 9-14, 2014.**



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# METHODOLOGY

- Statewide survey of 500 registered voters in Ohio conducted on both landlines and cell phones
- Interviewing completed September 9-14, 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 twelve point margin, Ohio residents favor funding needs such as education over fiscal restraint.**

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

**54%**

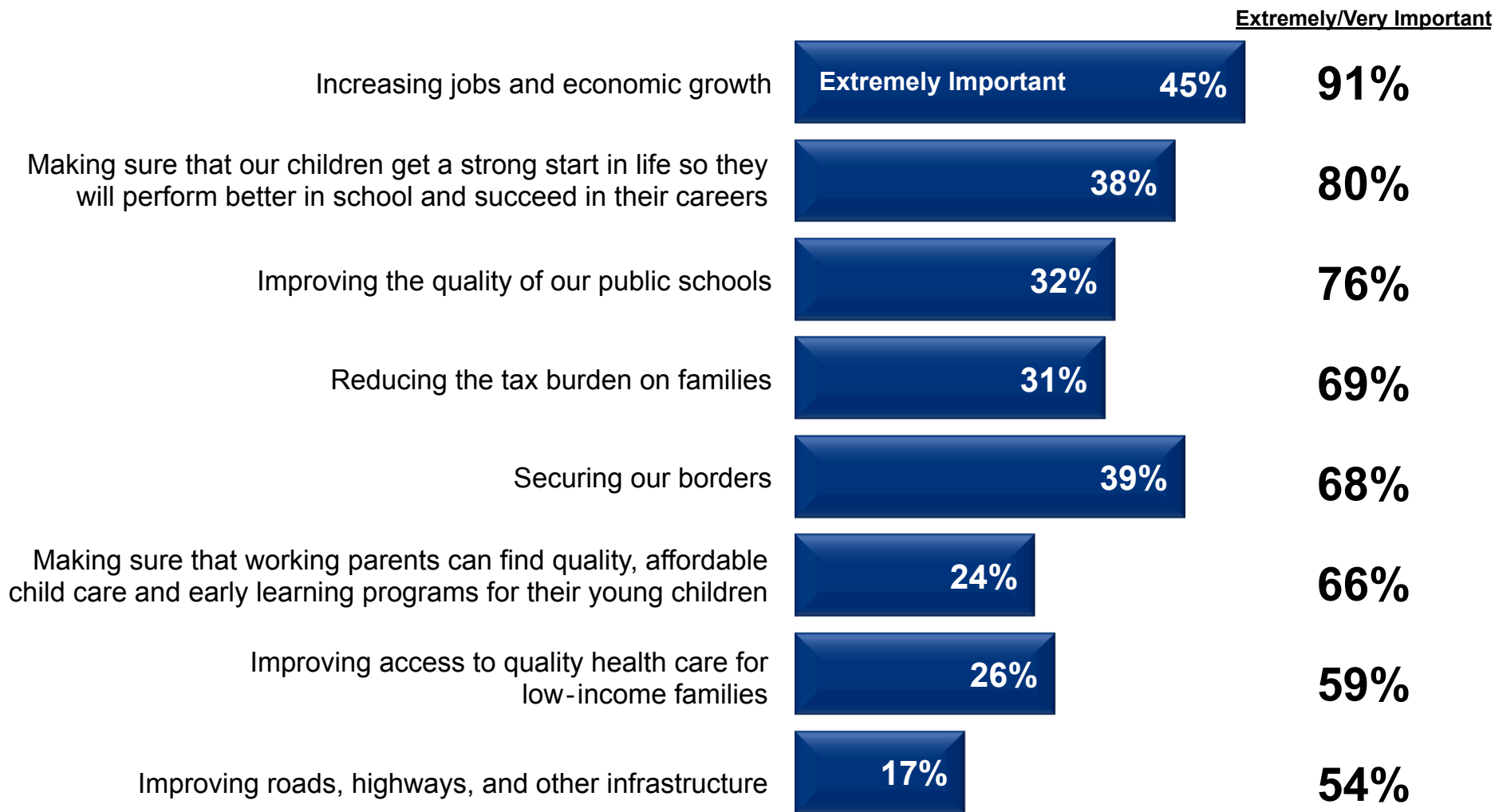
**Holding the line on taxes and spending**

**42%**

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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?*

# Voters rate giving children a strong start in life as more important than any other issue, except the economy and jobs.

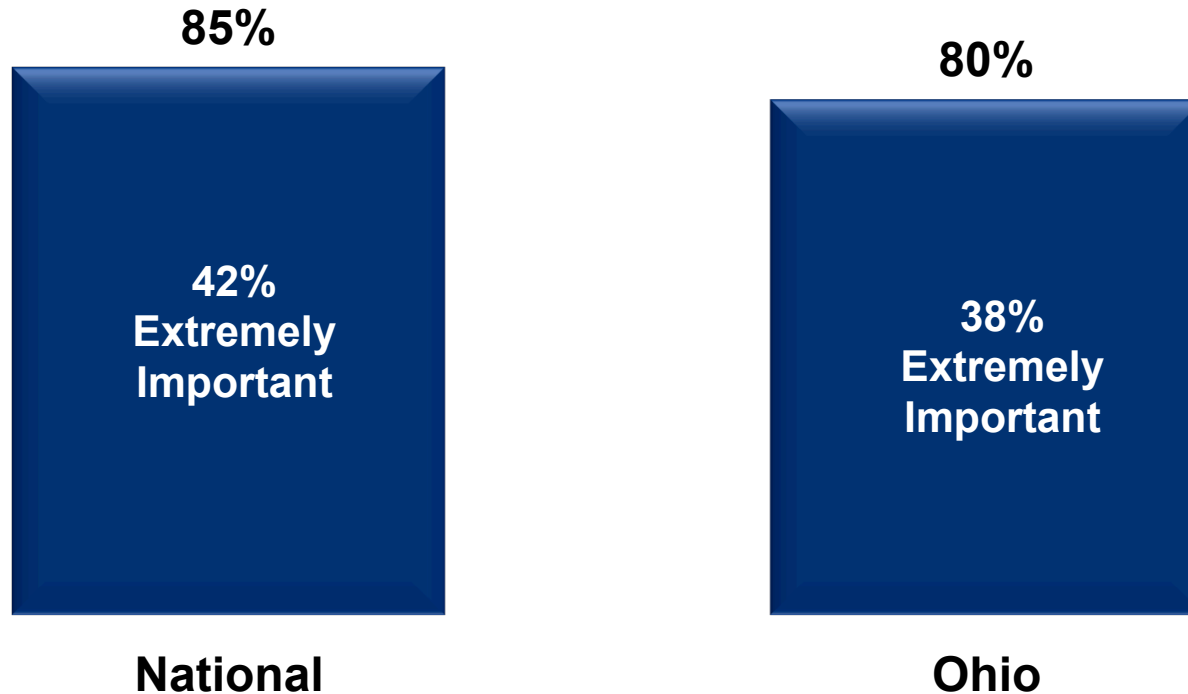


*Now I'm going to read you some goals that people might have for our country right now, and I'd like you to rate how important you personally consider each goal to be – is it extremely important, very important, somewhat important or not that important to you.*

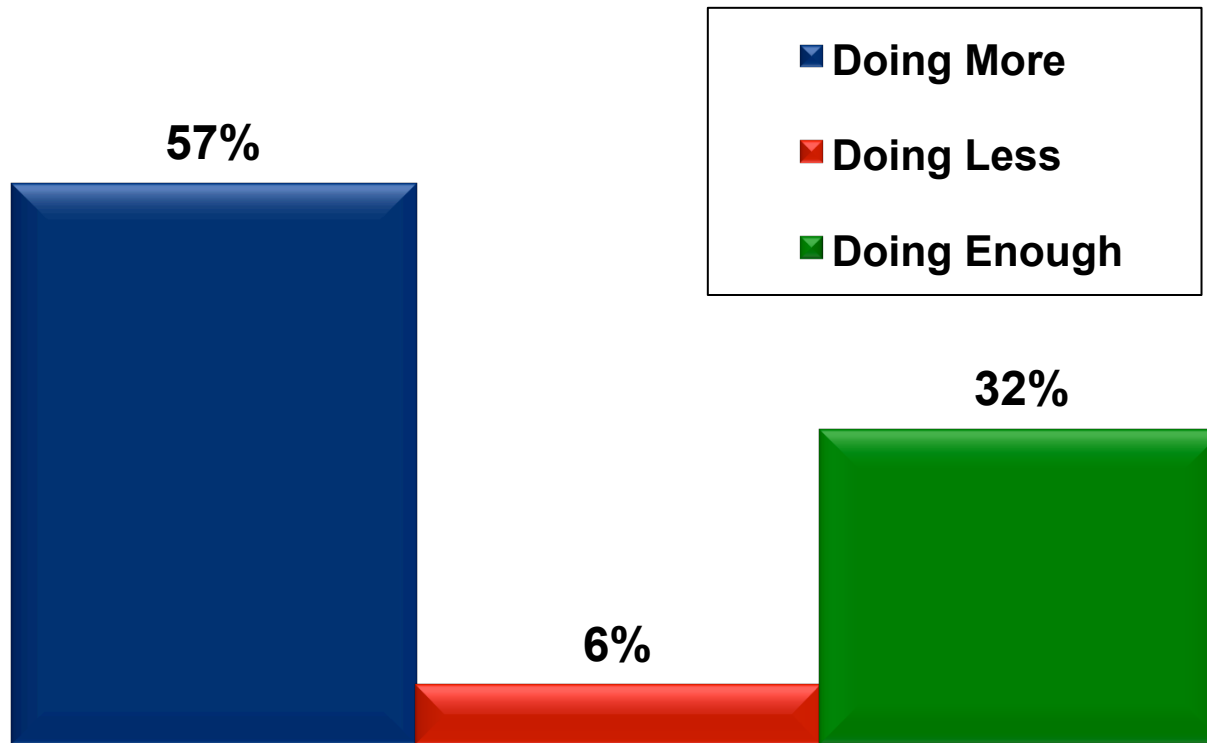
# Ohioans' attitudes are fairly similar to voters nationally.

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

■ Extremely/Very Important



# A solid majority of Ohio voters say we should be doing more to prepare children for kindergarten.



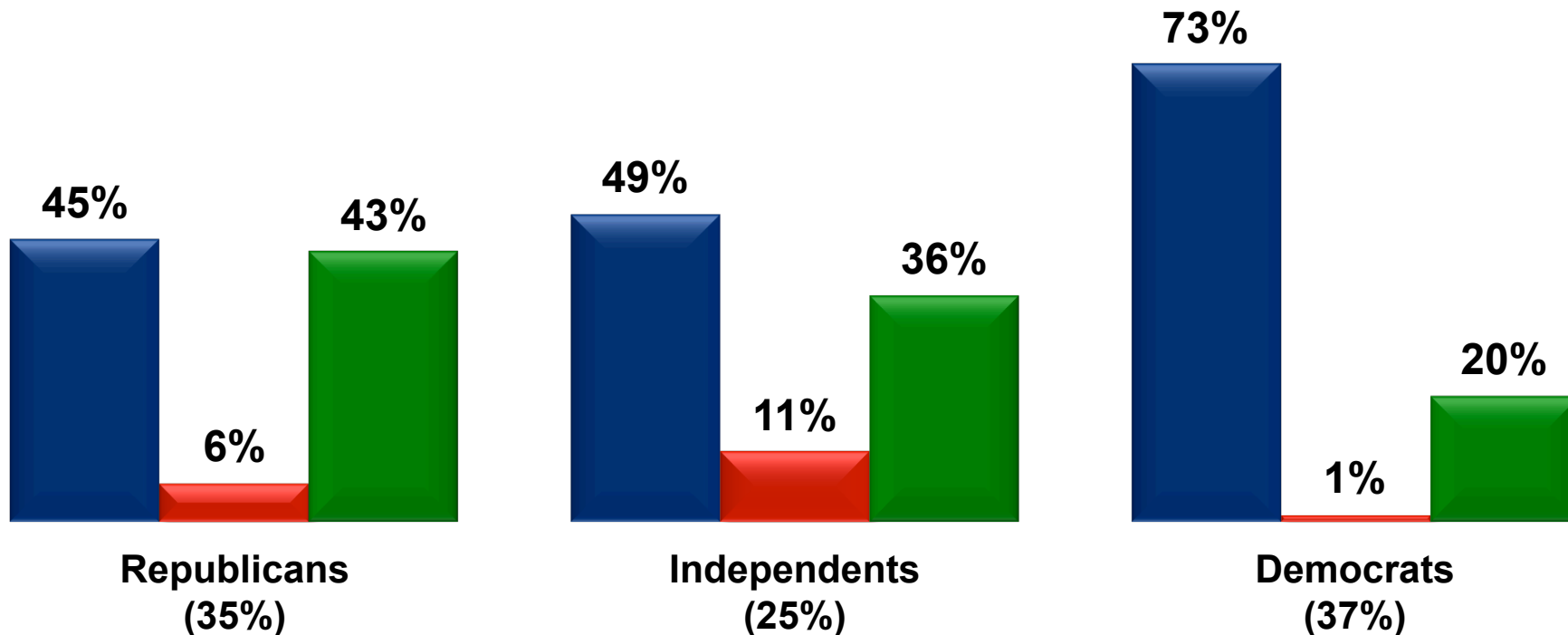
\* Split Sampled (N=249)

*And when it comes to ensuring that children here in **Ohio** 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-quarters of Democrats and pluralities of independents and Republicans say we should do more.

## Start Kindergarten in Ohio with Skills/Knowledge To Succeed By Party

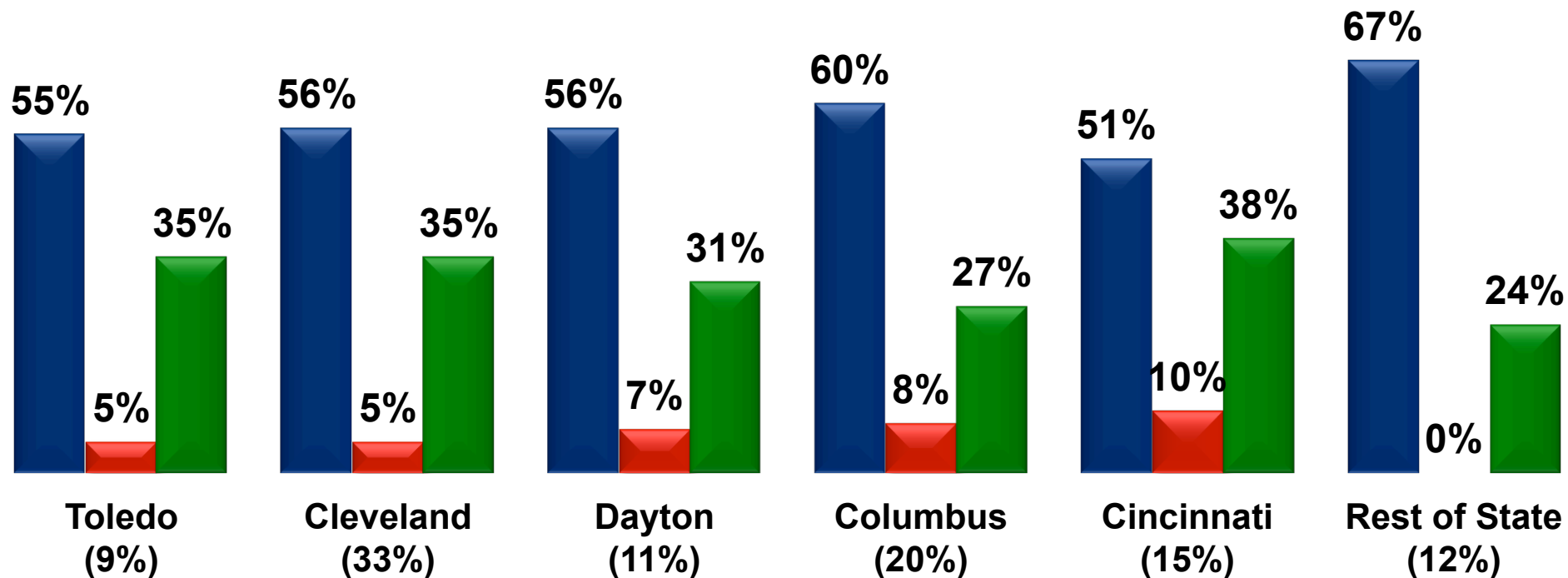
■ Doing More   ■ Doing Less   ■ Doing Enough



# Majorities in every region say we should do more for early childhood education measure.

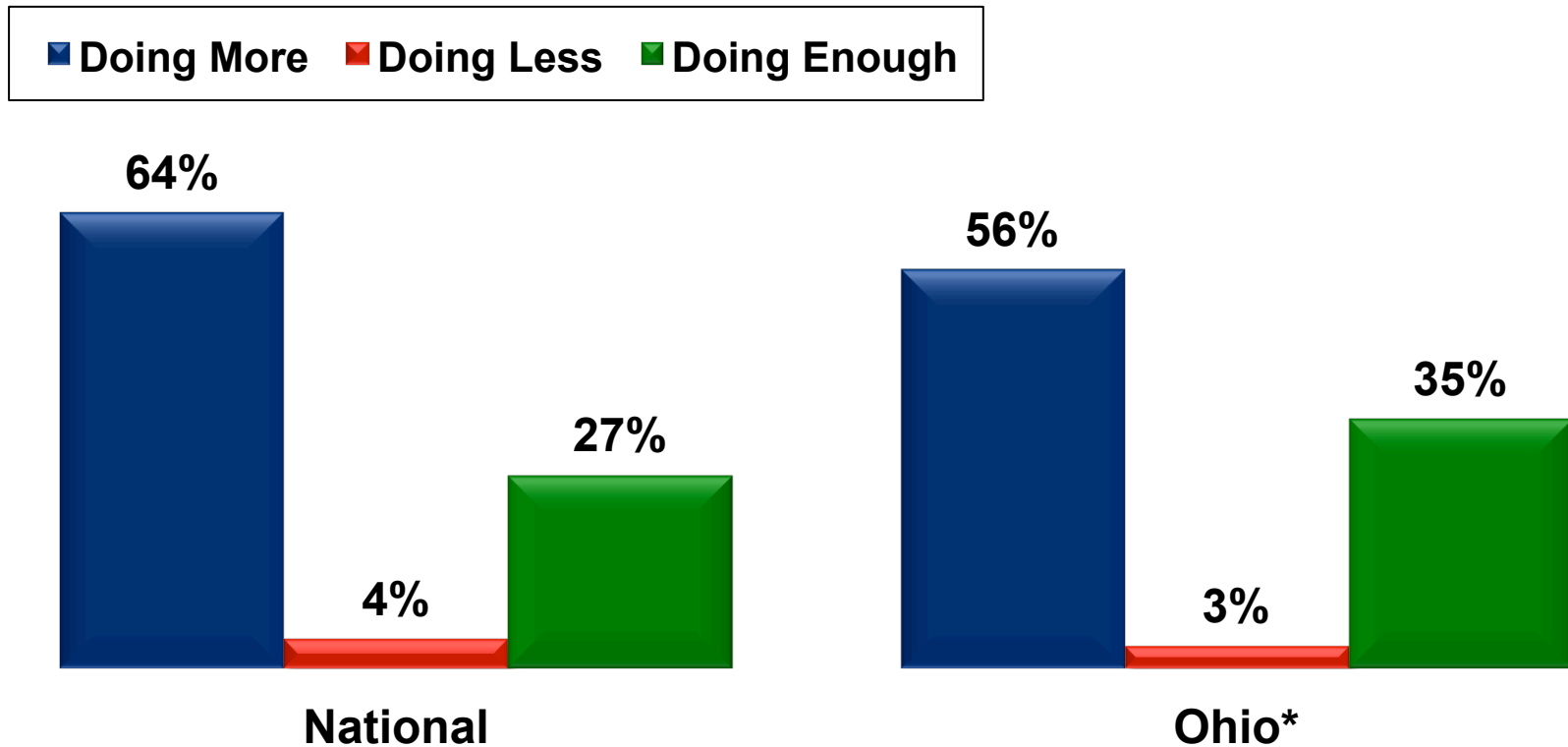
## Start Kindergarten in Ohio with Skills/Knowledge To Succeed By Region

■ Doing More   ■ Doing Less   ■ Doing Enough





# Ohioans are only slightly lower than voters nationally.



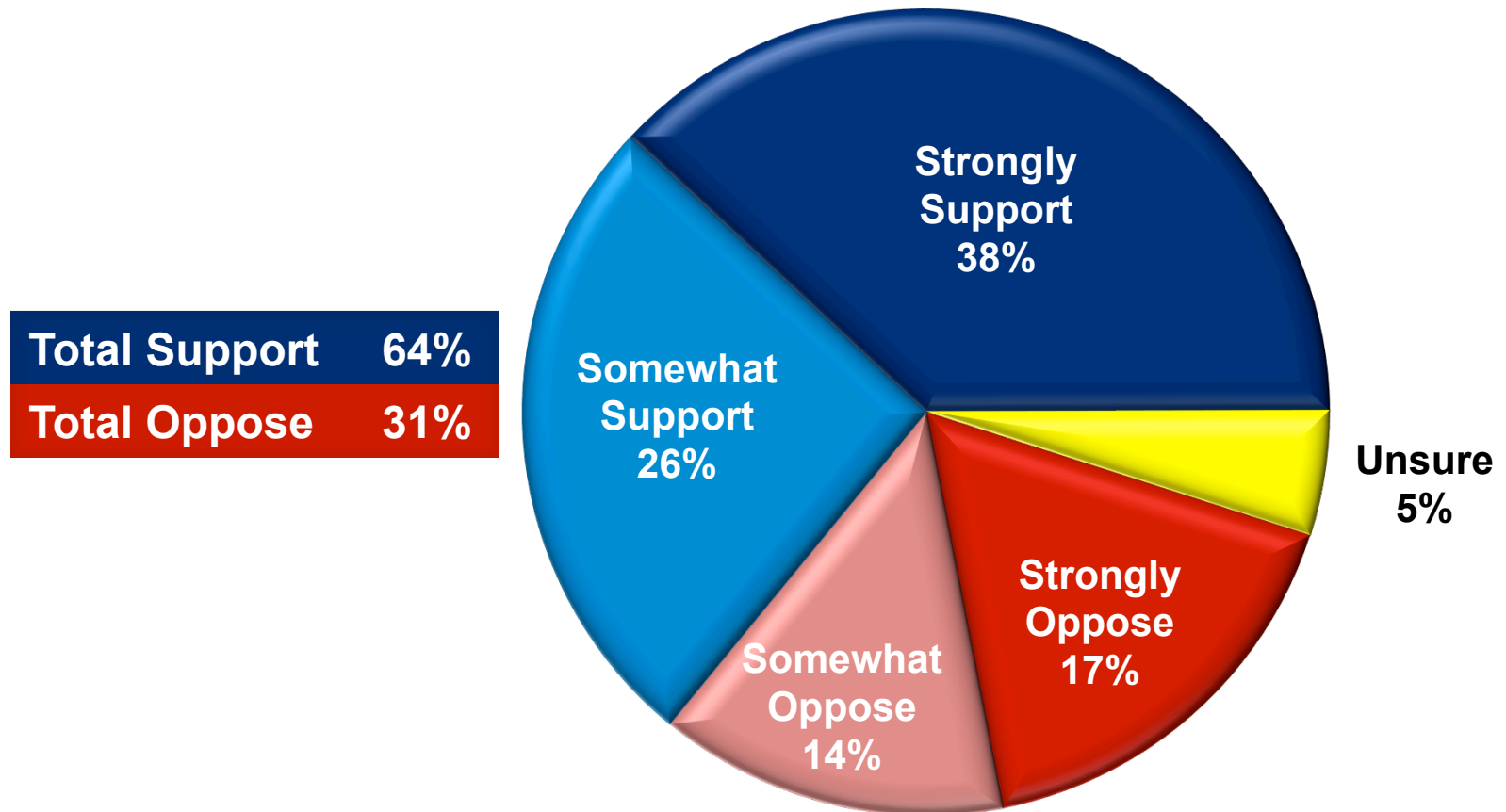
\* Split Sampled (N=251)

*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.”*

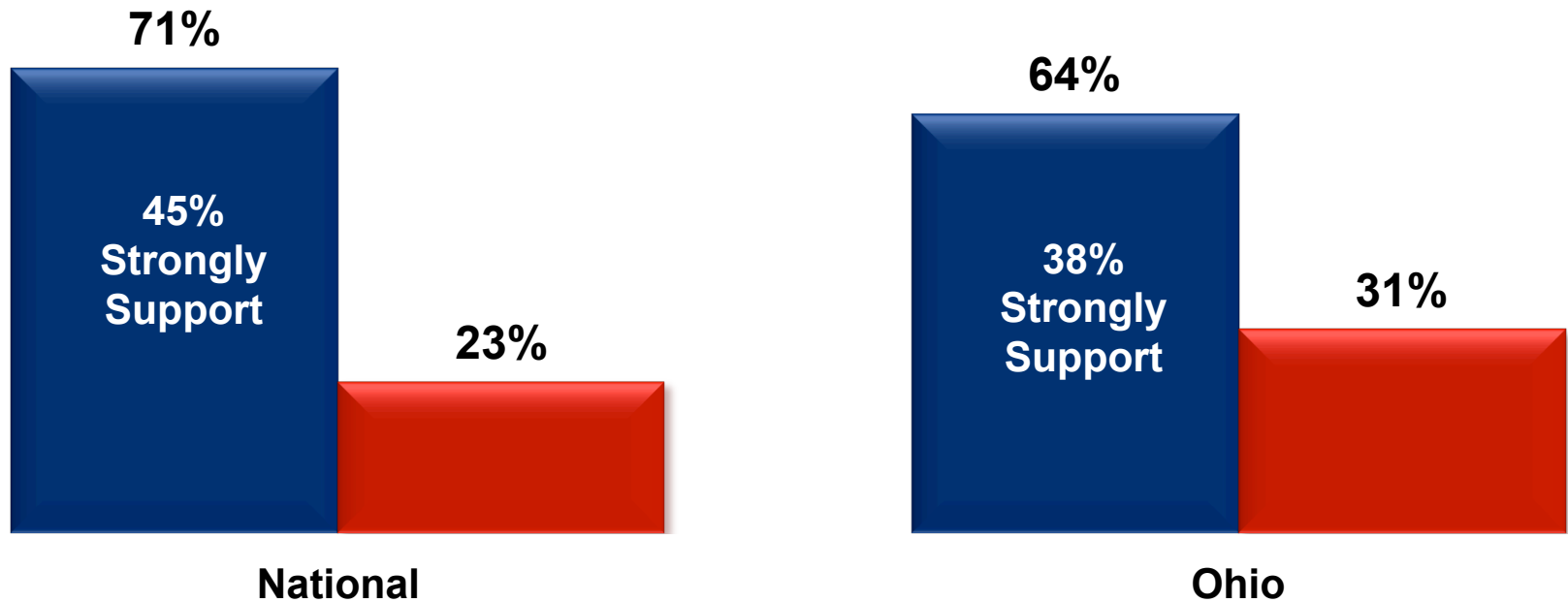
# Nearly two-thirds of Ohio voters support this proposal.



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

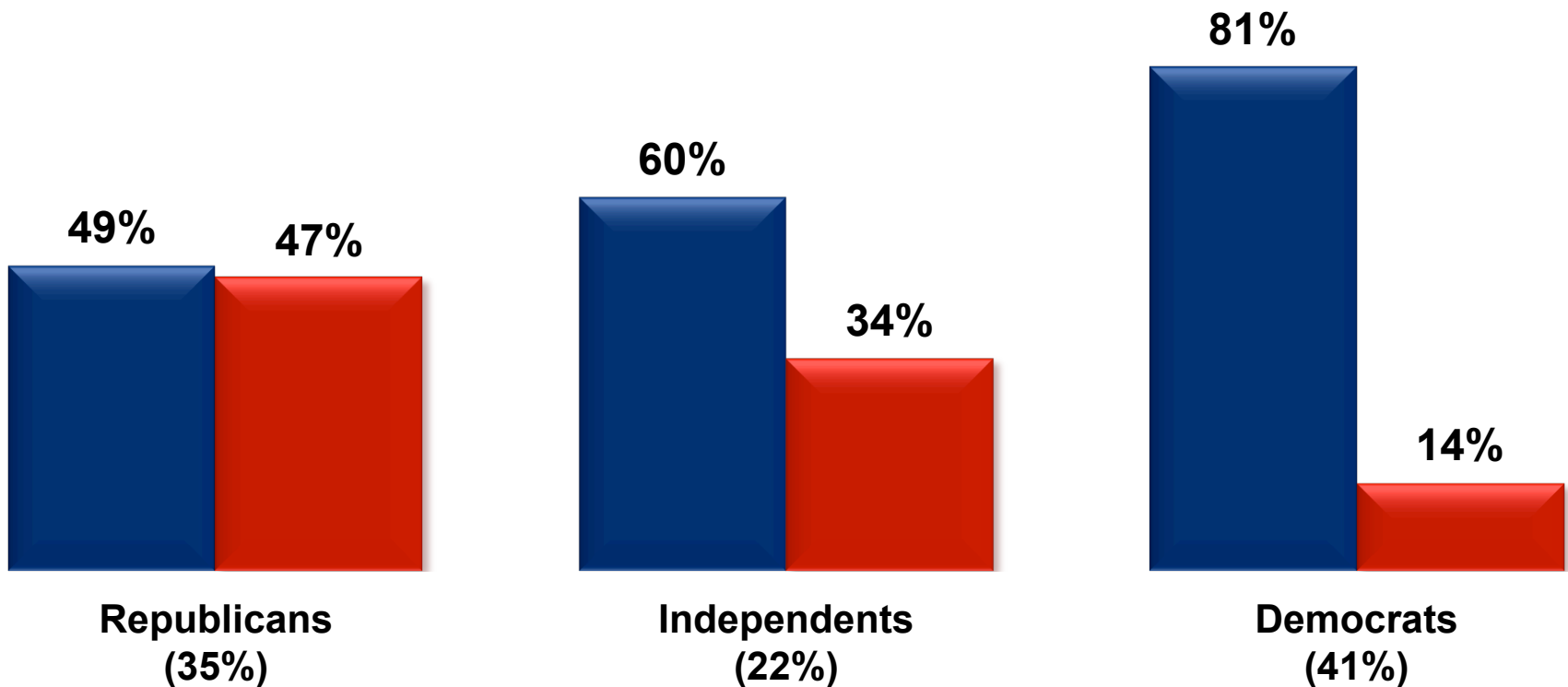
**Again, Ohio voters are somewhat lower than voters nationally.**

### Early Education Proposal Comparison



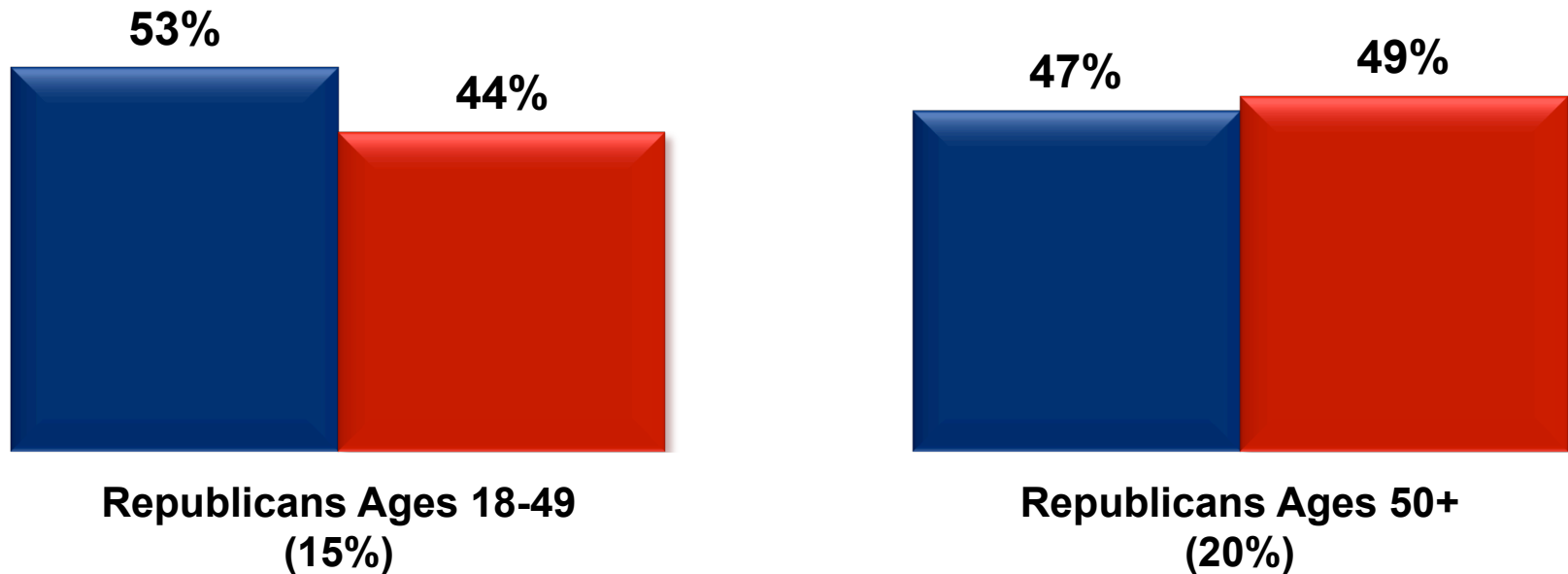
There is a clear partisan distinction, with three-in-five Independent voters supporting this proposal.

### Early Education Proposal By Party



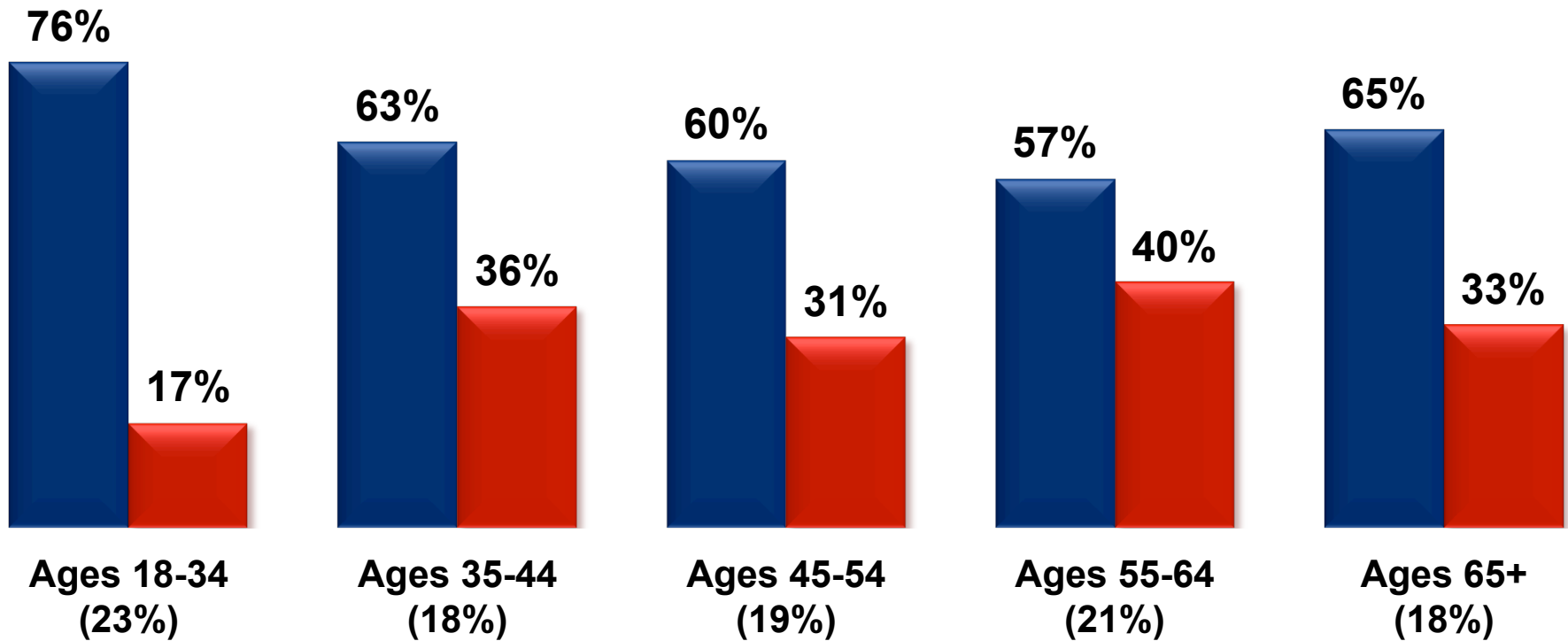
**A majority of younger GOP support the proposal, while older Republicans are divided pretty much down the middle.**

### Early Education Proposal By Republicans/Age



There is majority support across all age groups as well.

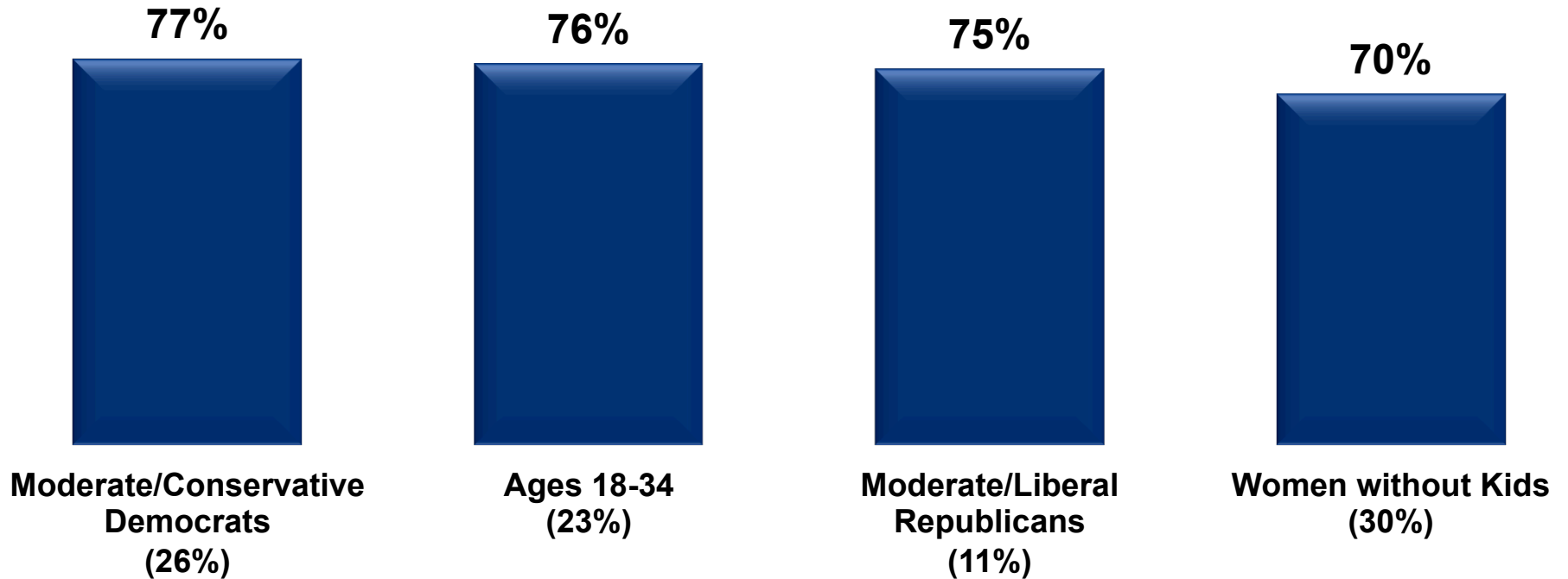
### Early Education Proposal By Age



# Key sub-groups of swing voters overwhelmingly support this proposal.

## Early Education Ballot By Key Groups

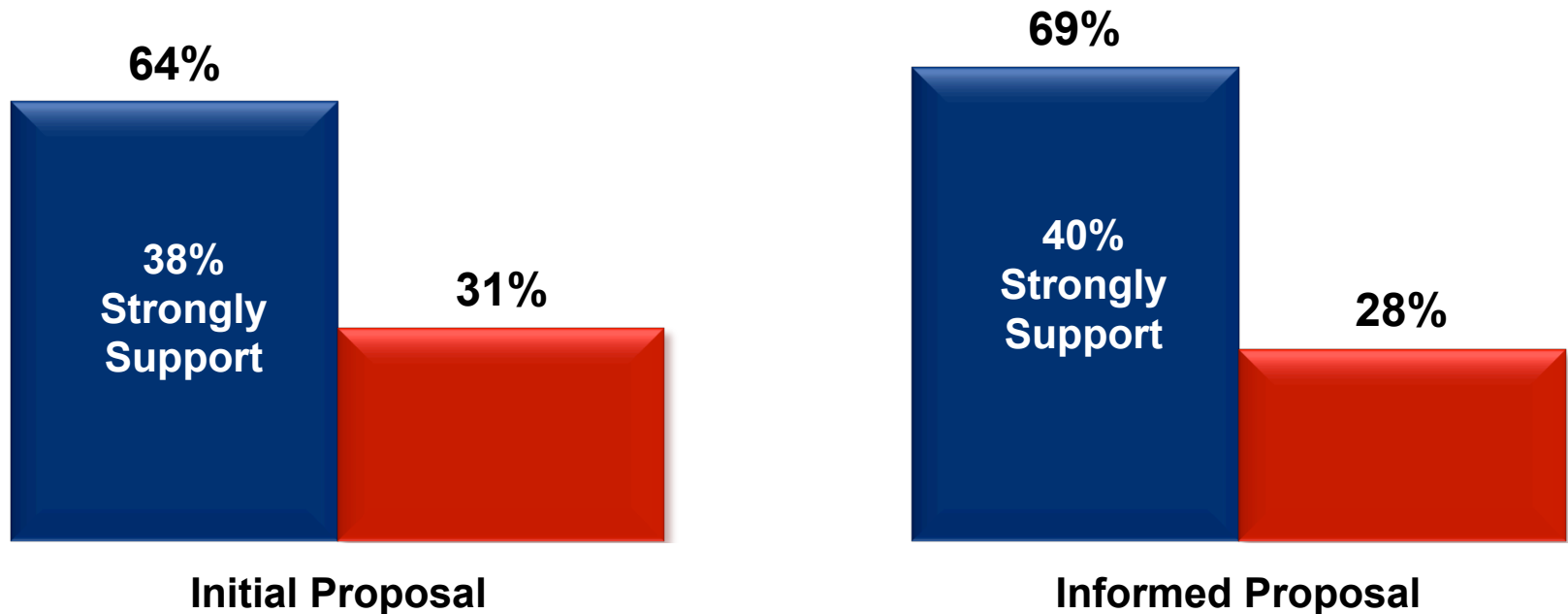
■ Total Support





# Support increases after hearing it would increase the deficit short-term, but pay for itself in the long-term.

■ 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 take action on this proposal, rather than hold off.**

**Take action on this proposal now**

**53%**

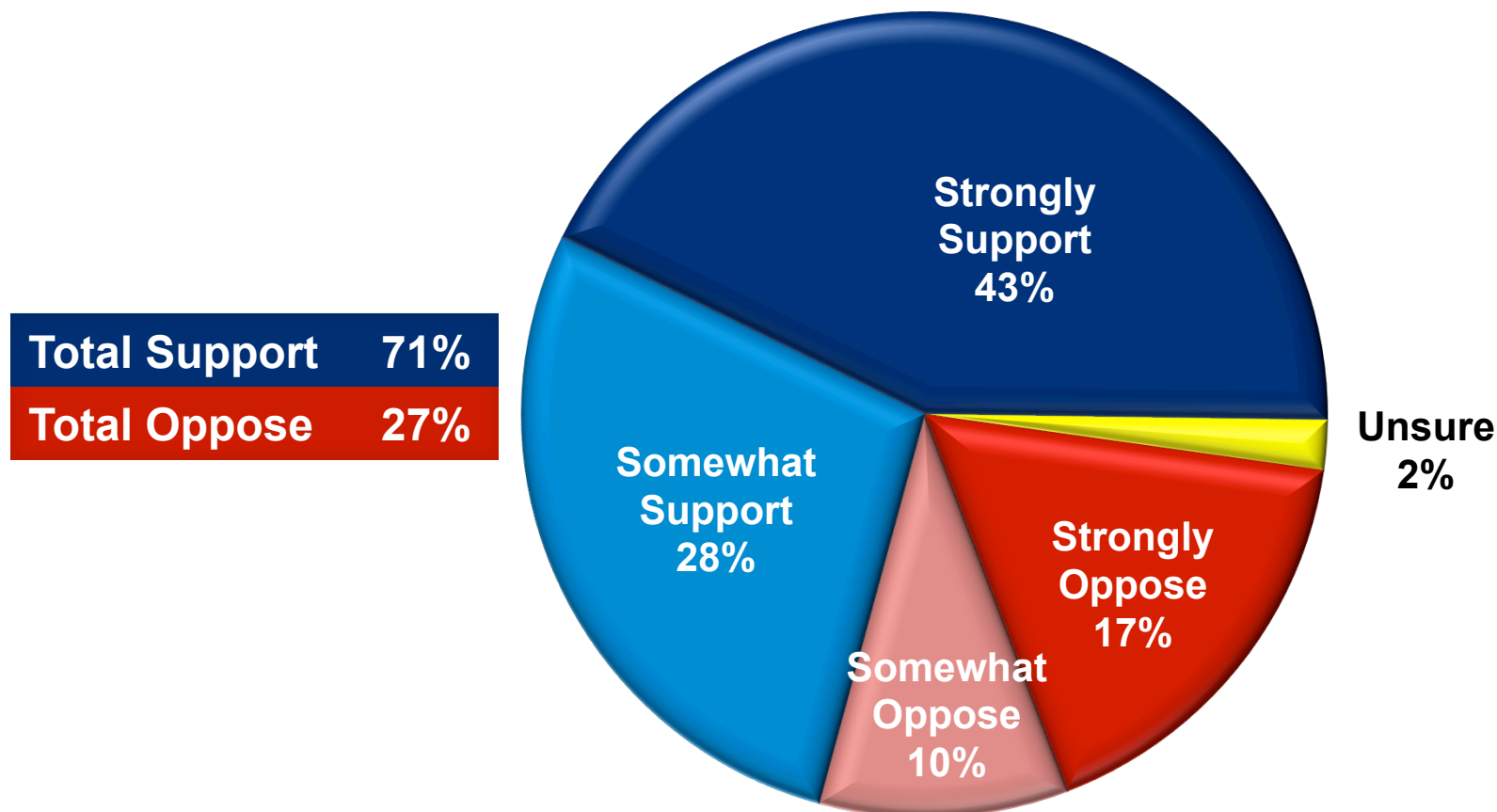
**Wait until later to consider this proposal**

**40%**

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*And would you prefer that Congress...*

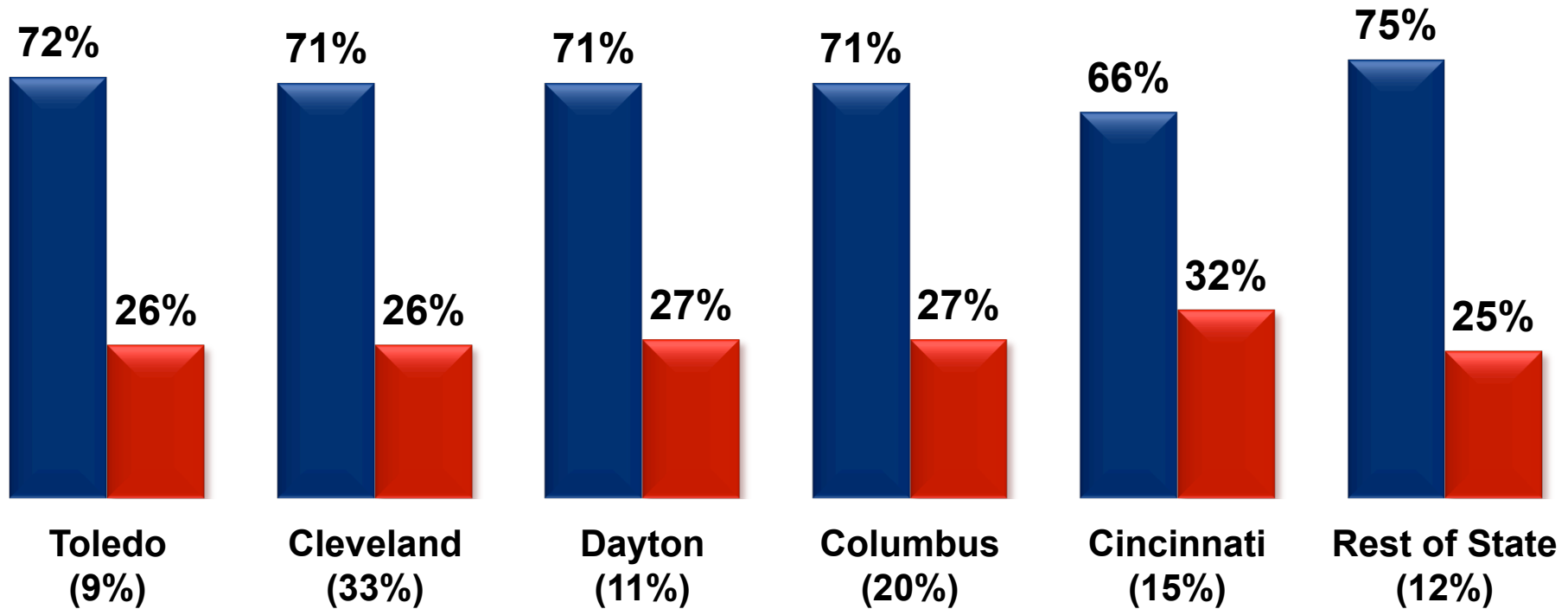
## Seven-in-ten voters support using a portion of the state budget surplus to provide more early childhood education.



*Ohio has had significant budget surpluses for two years in a row and experts anticipate we will have another surplus this year. Would you support or oppose using a portion of the state budget surplus to help local communities provide more children with quality early childhood education programs?*

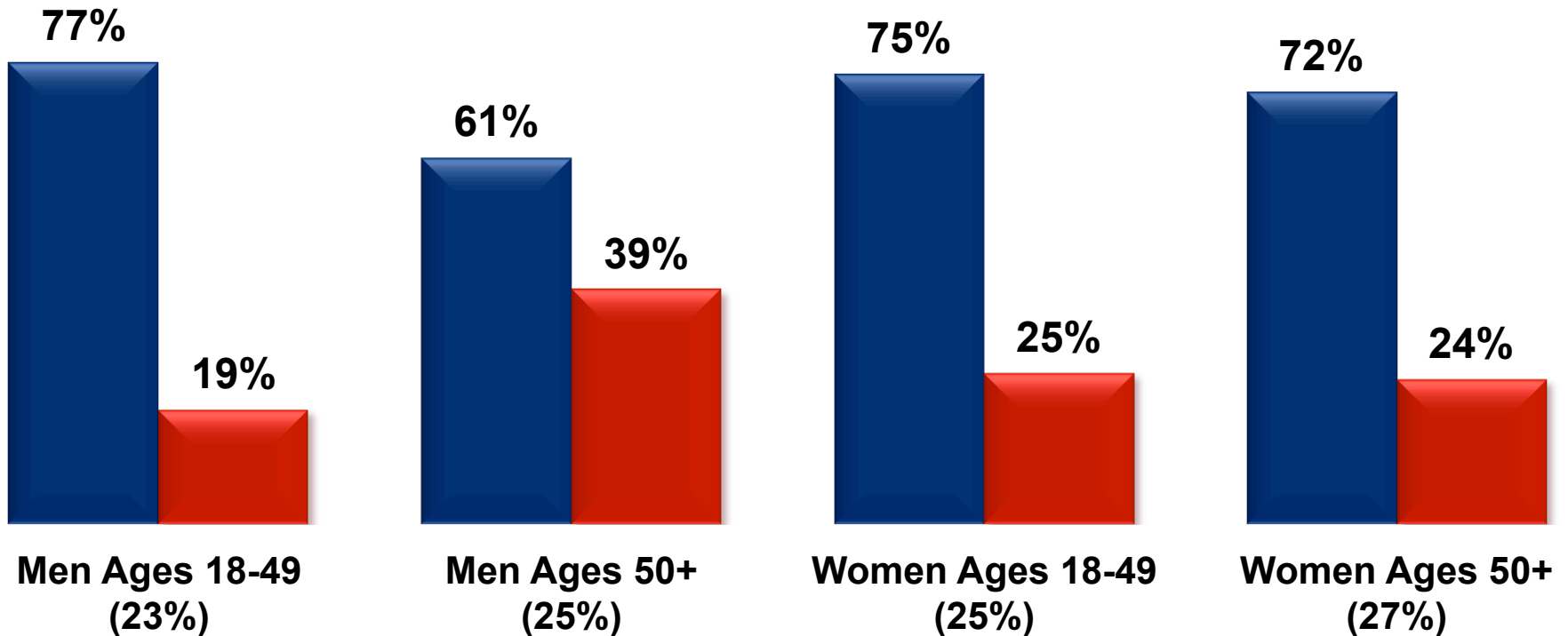
# Two-thirds or more in every region of the state support using a portion of the budget surplus for early childhood education.

## Surplus Proposal By Region

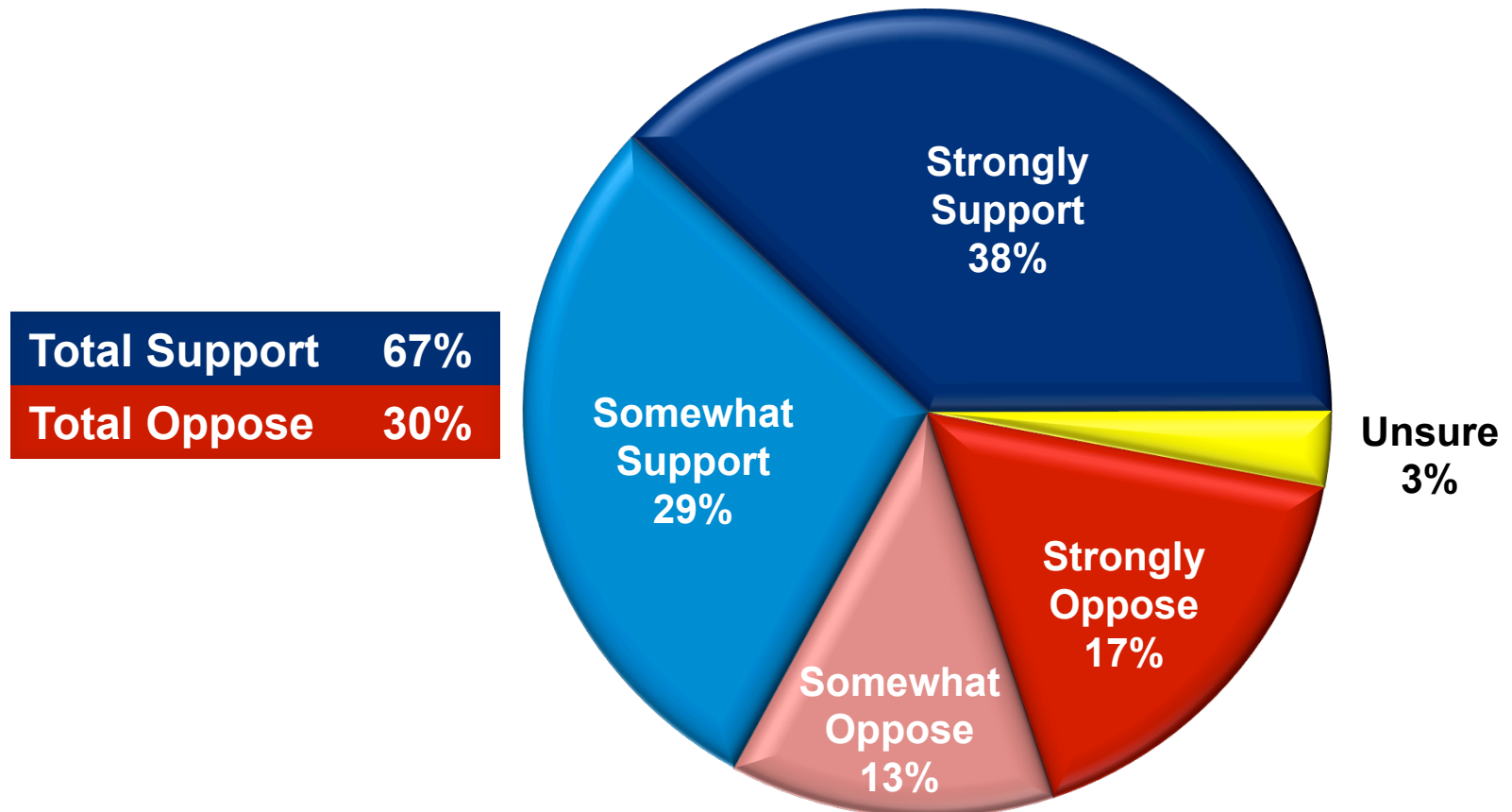


# Support is also significant across demographic sub-groups.

## Surplus Proposal By Gender/Age



## And two-thirds voice support for offering every new parent voluntary coaching and education.



*Prior to 2009, every new parent in Ohio was offered free, voluntary coaching and education from a registered nurse to help them improve their child's health and help ensure children are ready to learn when they start school. Would you support or oppose starting this program again?*

**Both of these proposals generate majority support across the partisan spectrum.**

### Education Proposals By Party (% Support)

	<b>GOP</b>	<b>IND</b>	<b>DEM</b>
Portion of Surplus for Early Education	56%	70%	87%
Home Visitation Proposal	56%	64%	79%

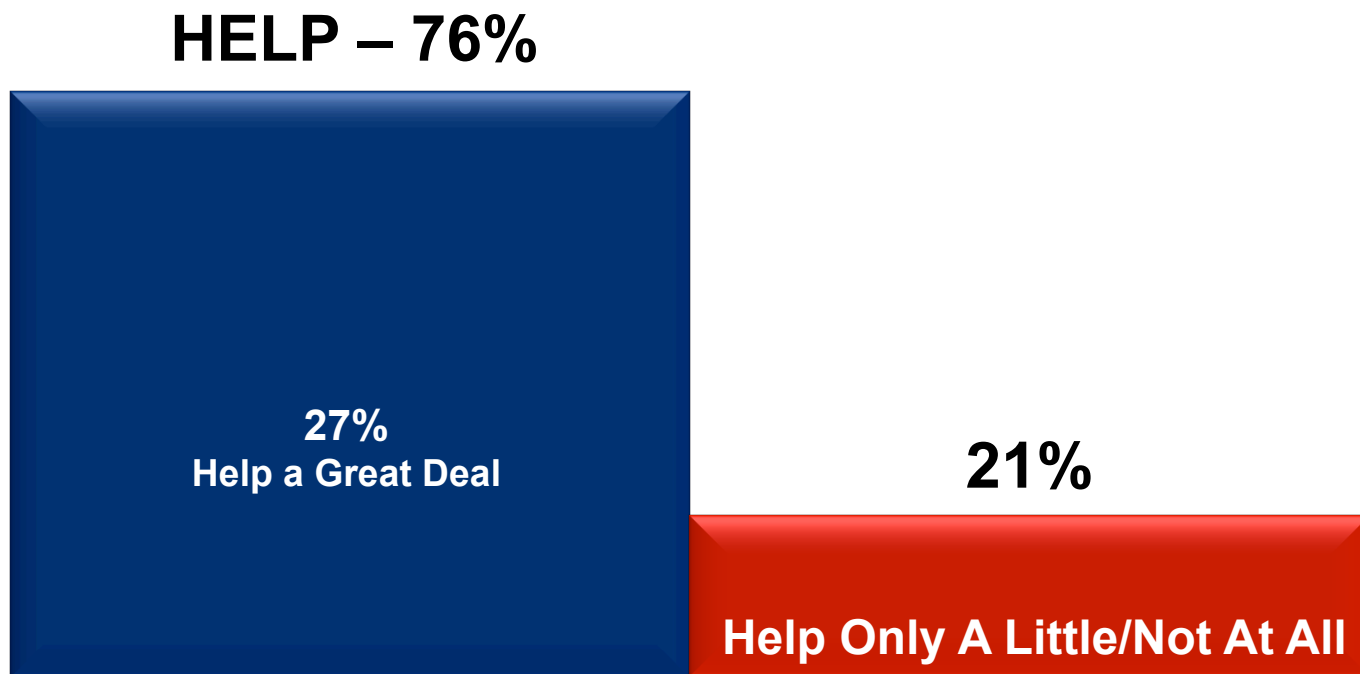
**These proposals are also supported by both parents and those without children at home.**

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

	<b>Parent</b>	<b>Non-Parent</b>
Portion of Surplus for Early Education	65%	75%
Home Visitation Proposal	66%	68%



## Three-quarters say that investments in early childhood education programs would help Ohio's economy.



*And if Ohio invested more in early childhood education programs that have demonstrated to better prepare children for success in school and life, would this help Ohio's economy...*

# THE BOTTOM LINE

- Ohio voters say preparing children for school and life is a top priority for the state and nation, second only to the economy.
- State voters want action at both the national and state level to do more to ensure our children are prepared for kindergarten. A majority want Congress to act now on the Strong Start for Children proposal.
- An overwhelming majority want the state to use a portion of the budget surplus to expand pre-school programs in the state. Majorities across the political spectrum, in every region, and of key sub-groups back this proposal. They also back voluntary “coaching” for all new parents.
- Three-quarters say early education investments would help Ohio’s economy.

**THANK YOU**



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