

First Five Years Fund
www.ffyf.org

Key findings from a national survey of 800 registered voters conducted September 2015.



LORI WEIGEL



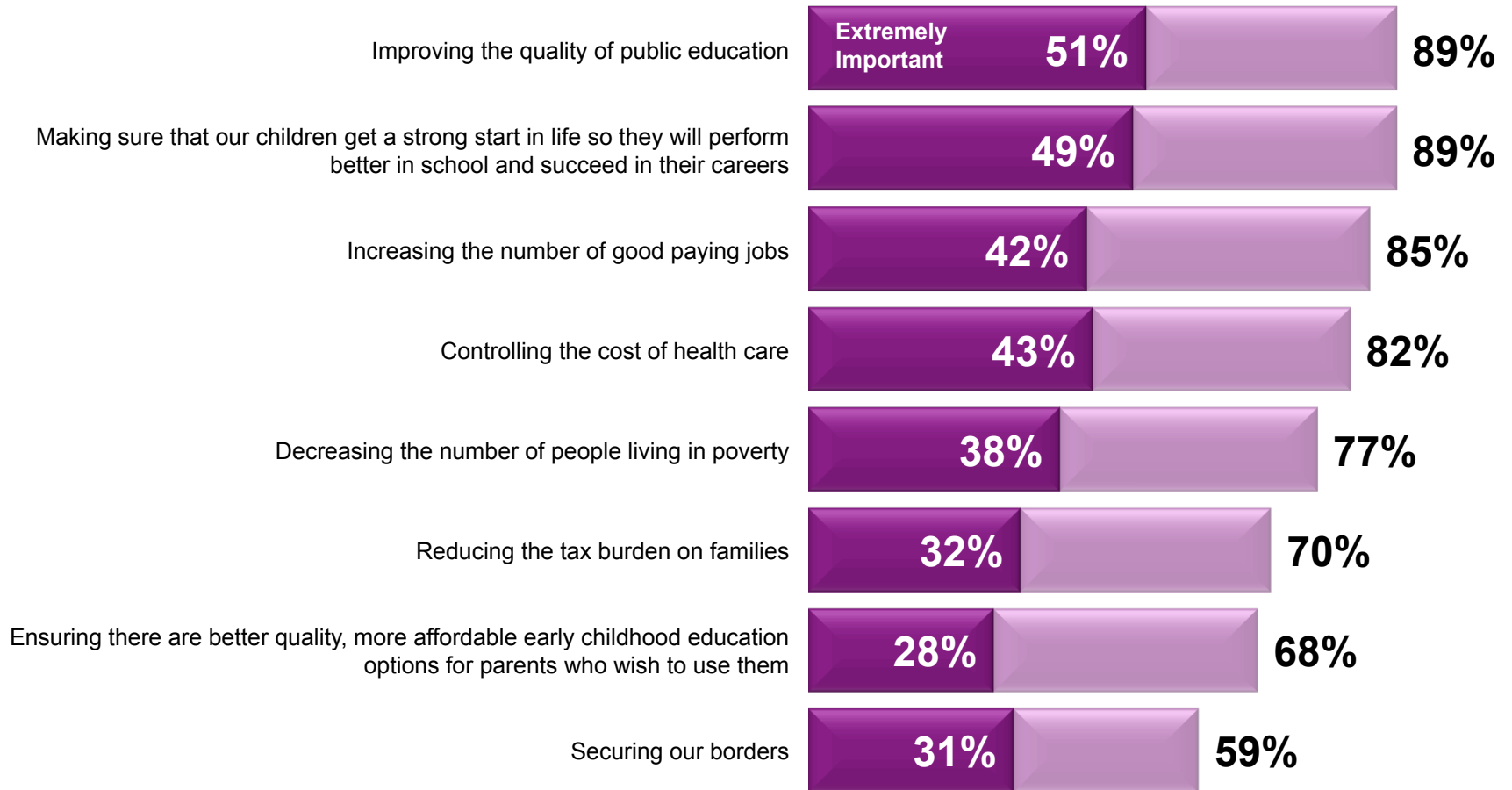
JAY CAMPBELL

Methodology

- National survey of 800 registered voters conducted on both landlines and cell phones
- Interviewing completed September 1-5, 2015
- Overall margin of error of $\pm 3.46\%$
- Sample distributed proportionally throughout the country and is demographically representative of the electorate
- Bipartisan research team of Hart Research and Public Opinion Strategies

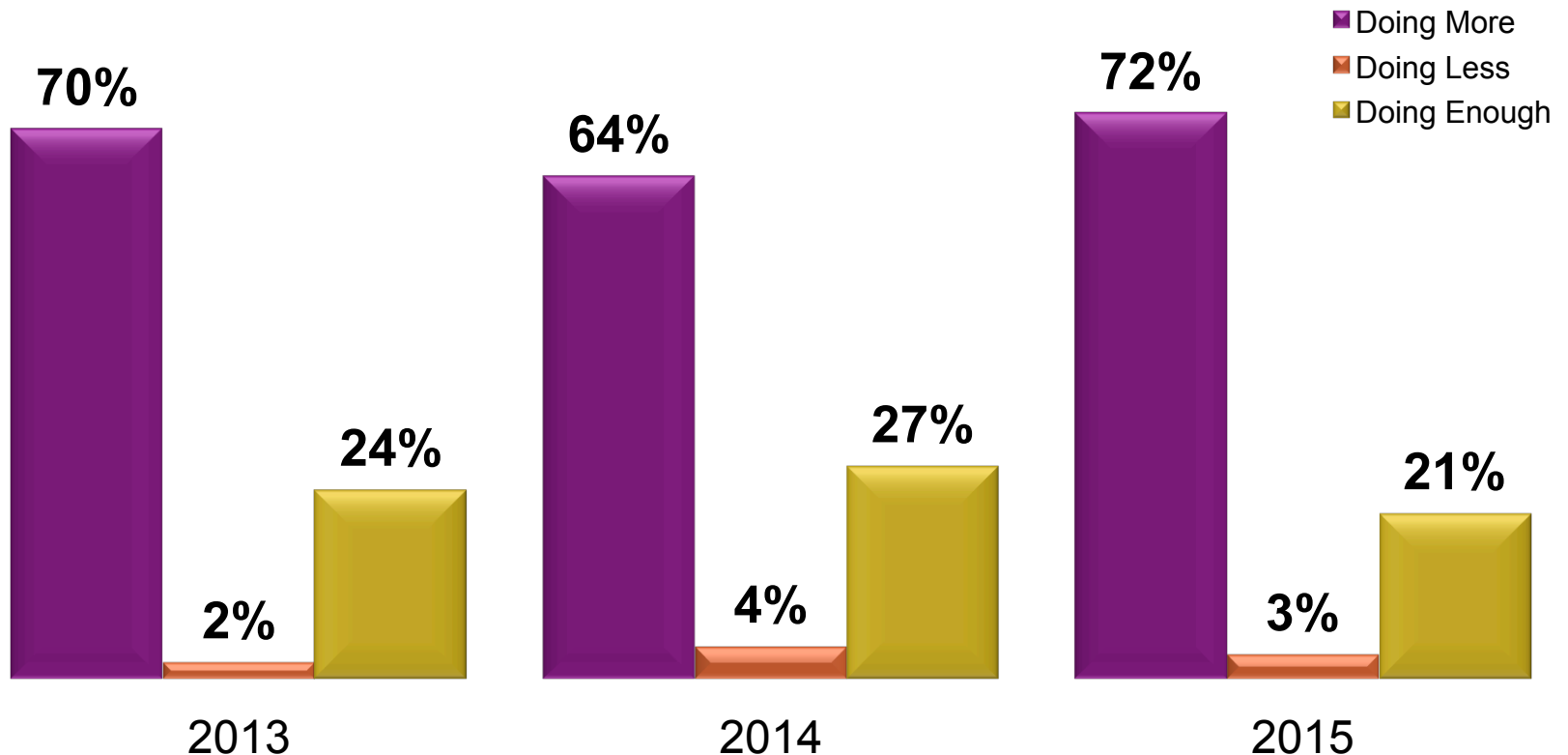
American voters view ensuring children get a strong start and good education as most important way to help the middle class.

Ranked By % Extremely/Very Important



Now thinking about some different issues that some people say would help to strengthen our country's middle class. Please tell me how important you think each one would be in helping to achieve that goal. Is it extremely important, very important, somewhat important, or not that important.

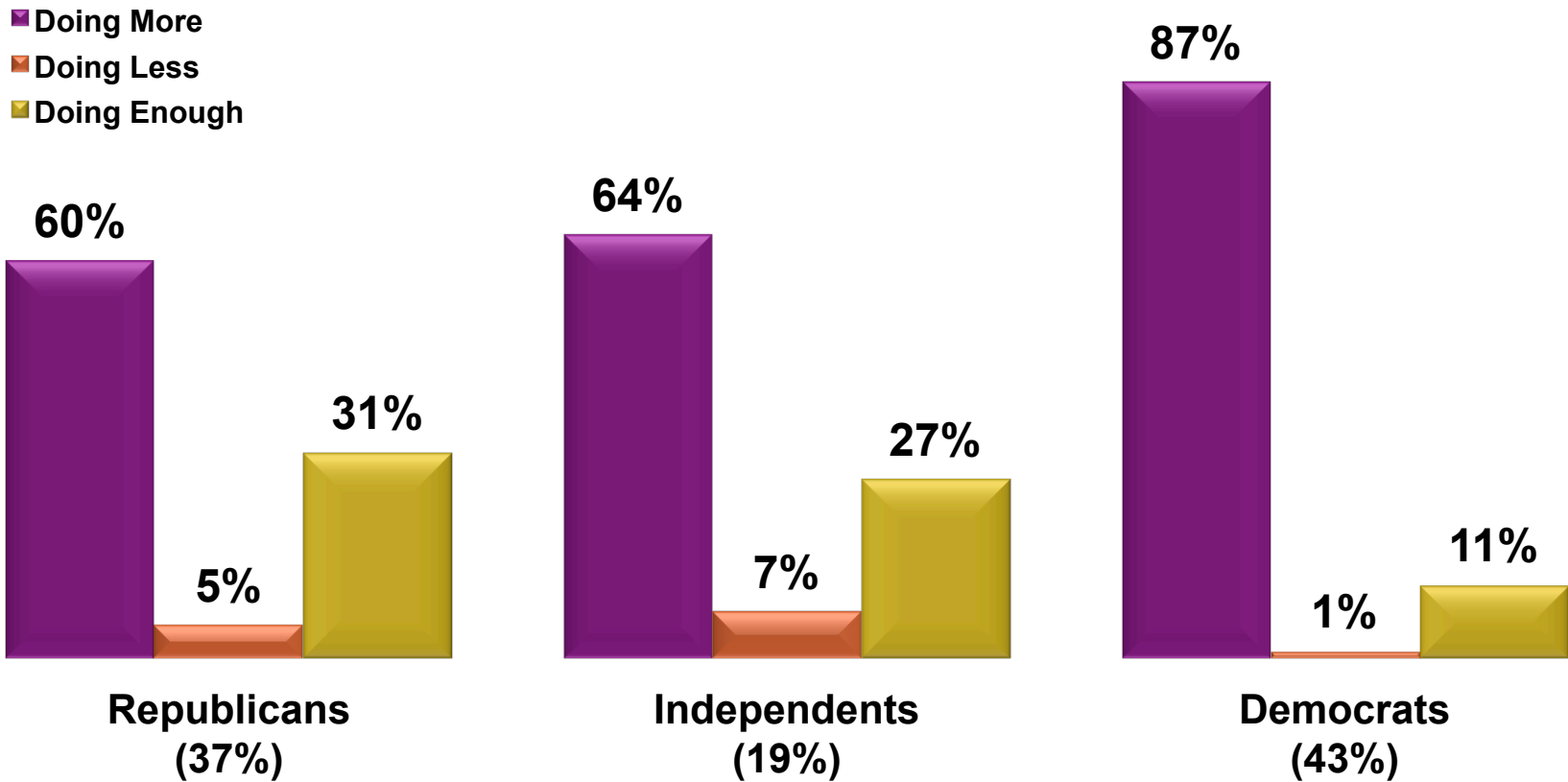
The greatest proportion to date say that we should be doing more to ensure kids start kindergarten with necessary skills.



And when it comes to ensuring that children 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 across the partisan spectrum say we should be doing more.

Start kindergarten with skills/knowledge to succeed by party



In fact, American voters say we have our education priorities reversed—call for more investment in early ed over college.

Early education, when children are beginning school and creating the foundation for their education experience

42%

Investments should be made equally

33%

College education, when children are finishing their education and deciding on careers

21%

If you had to choose, do you think it would be better to invest more in -

We see overwhelming agreement that learning in these early years is critical to the rest of a child's life.



A positive early childhood education experience lays the foundation for all of the years of education that follow.

63%

% Strongly Agree

91%

% Total Agree

Research shows that a child's brain develops most dramatically during the first five years of life. We need to ensure more children do not miss out on early learning and socialization experiences during this critical window of opportunity.

65%

% Strongly Agree

89%

% Total Agree

Now I am going to read you a few more statements. Please tell me whether you agree or disagree with each statement.

Voters do recognize we are in a different era and economy, making early childhood education a need for many families.



In today's economy, families often need two incomes to get by - and many single parents are working more than one job. Access to quality early childhood education is not a luxury, but a need for many families.

66%

% Strongly Agree

88%

% Total Agree

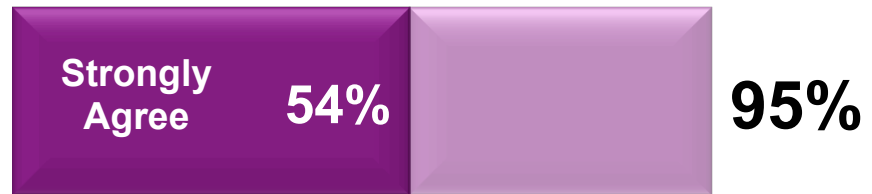
Now I am going to read you a few more statements. Please tell me whether you agree or disagree with each statement.

These concepts have almost universal acceptance, even among soft supporters of the plan.

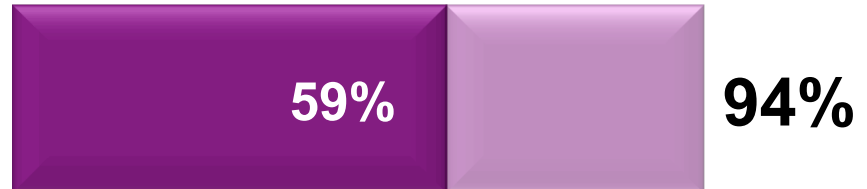
Statements by early education proposal - somewhat support

Ranked By % Total Agree

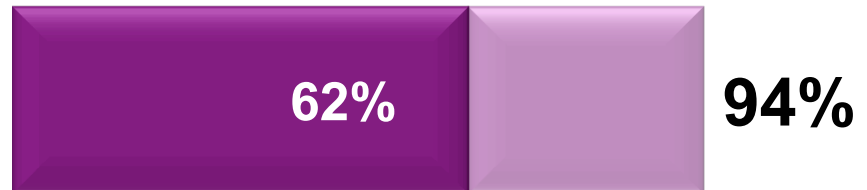
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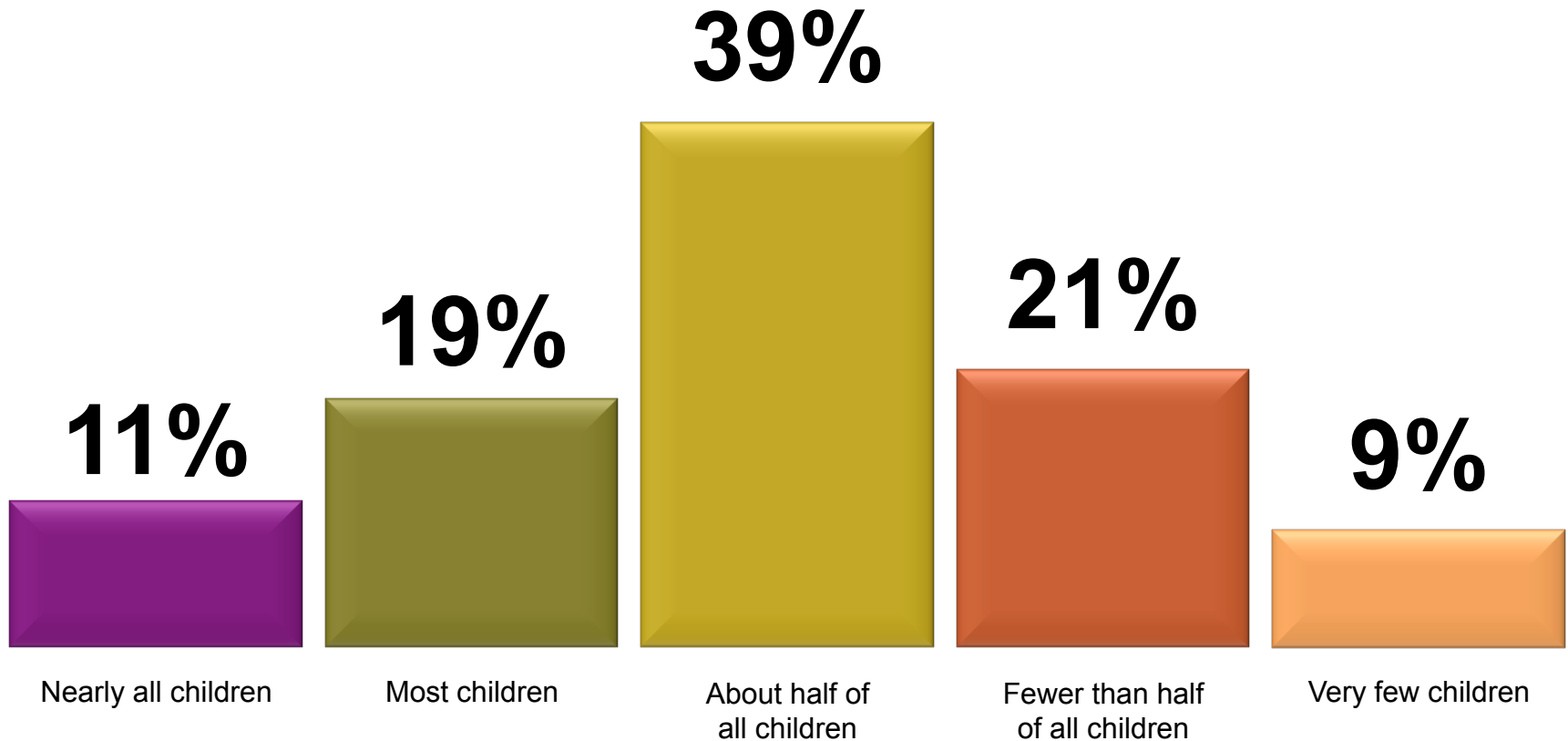


In today's economy, families often need two incomes to get by - and many single parents are working more than one job. Access to quality early childhood education is not a luxury, but a need for many families.



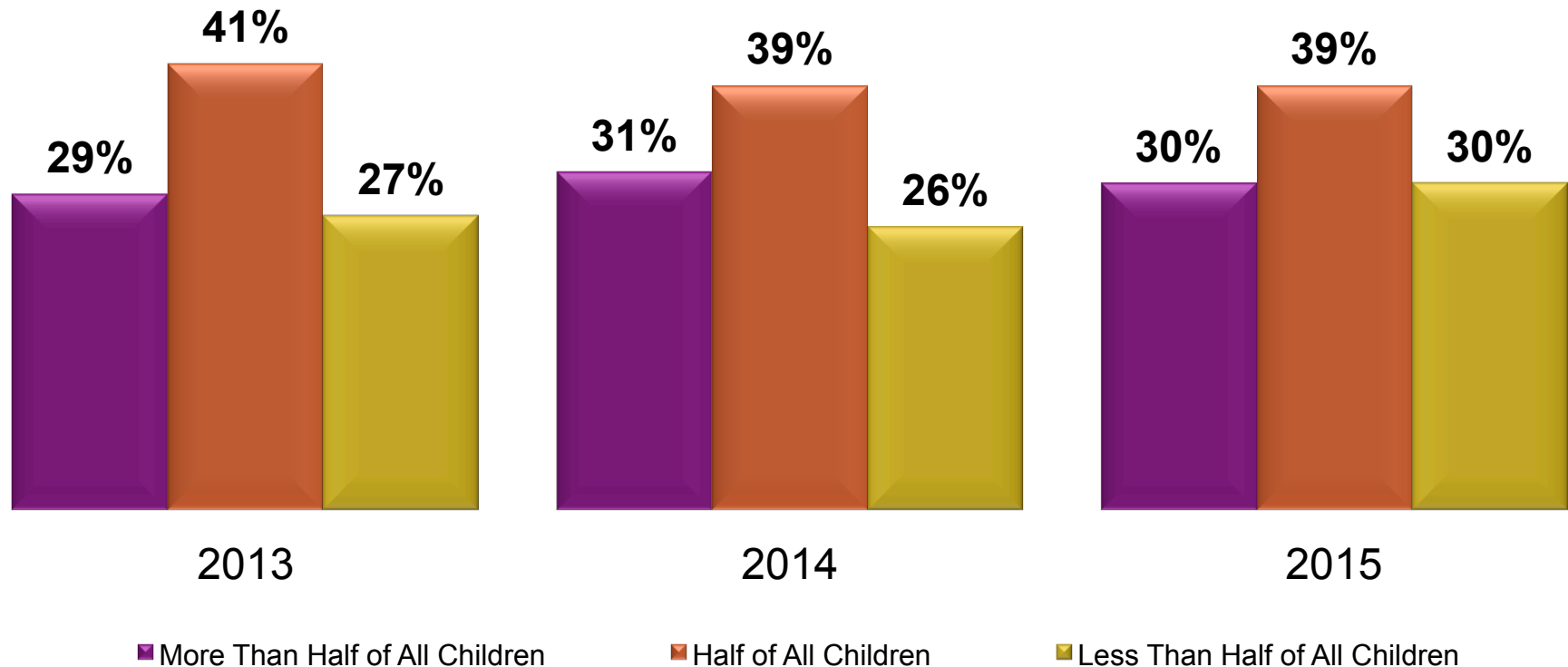
Now I am going to read you a few more statements. Please tell me whether you agree or disagree with each statement.

More than two-thirds believe children aren't prepared for kindergarten.



What proportion of children do you think begin kindergarten with the knowledge and skills they need to do their best in school--nearly all children, most children, about half of all children, fewer than half of all children, or very few children?

The U.S. electorate has been very consistent in saying that half or more of school children do not start with needed skills.



What proportion of children do you think begin kindergarten with the knowledge and skills they need to do their best in school -- nearly all children, most children, about half of all children, fewer than half of all children, or very few children?

The Proposal

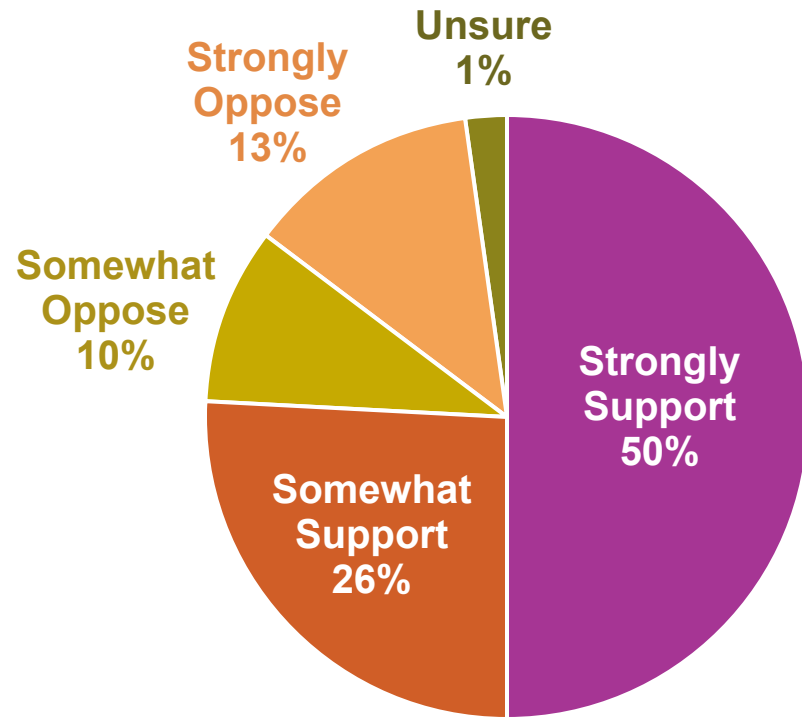
“Congress may consider a plan that helps states and local communities provide better early childhood education programs to parents of children from birth to five. It provides ten billion dollars per year for ten years in grants to states to provide all low- and moderate-income four-year-olds with voluntary 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.”*

*2013 and 2014¹ read as “is considering”

Three-quarters of the electorate support federal investment to states and local communities; 50% strongly support it.

Total Support
76%

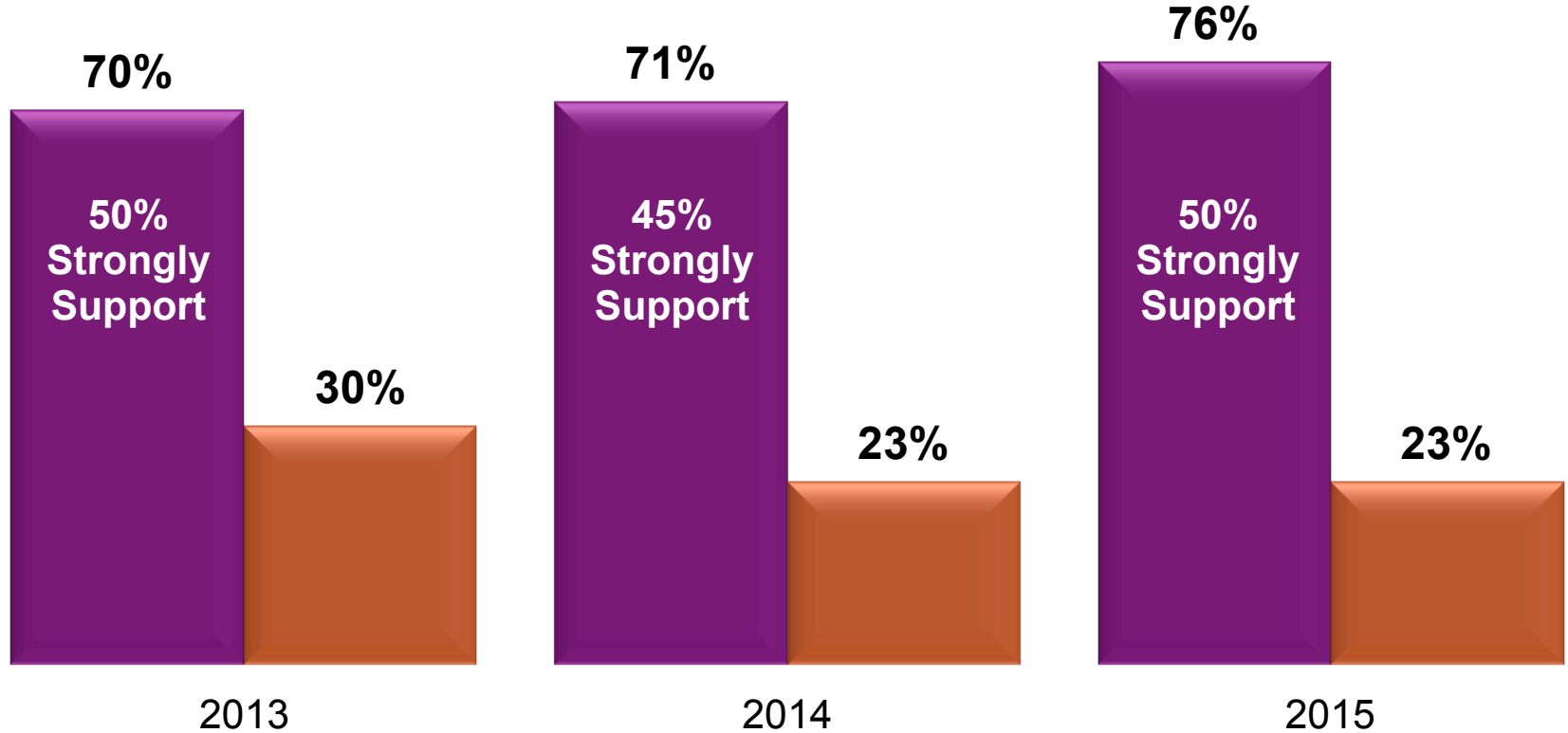
Total Oppose
23%



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

This is the strongest level of support in three years.

■ Total Support ■ Total Oppose

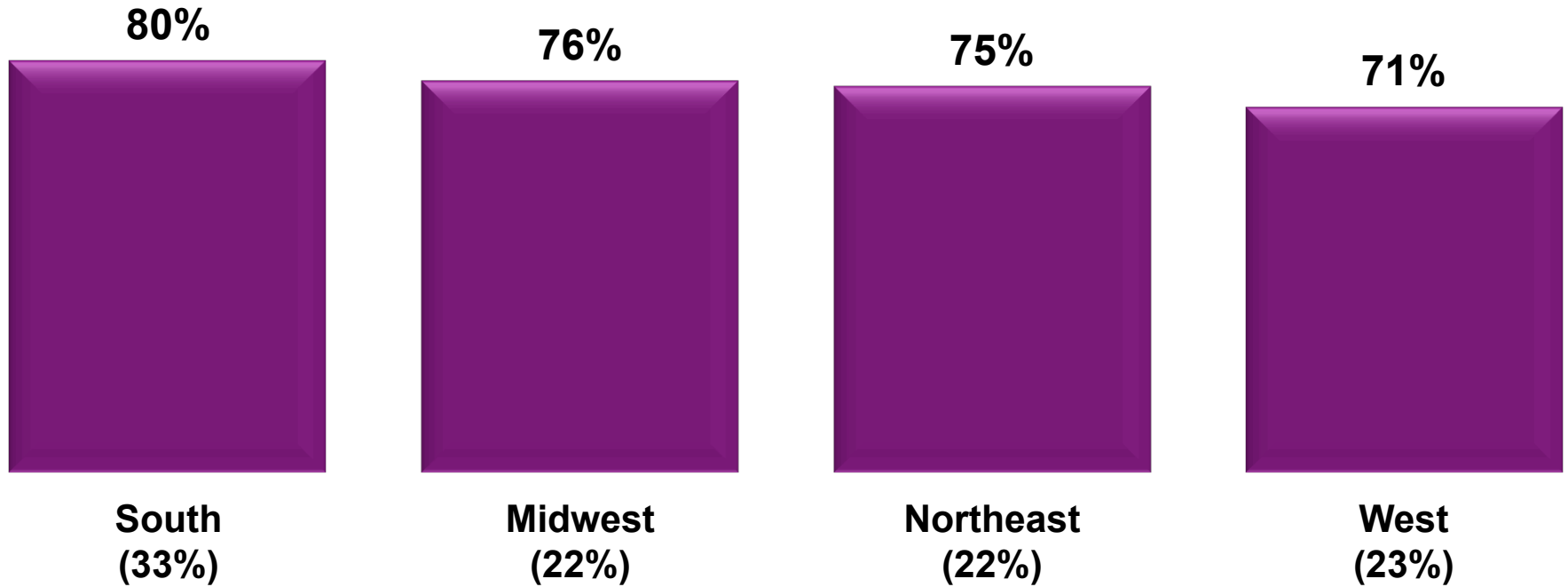


Would you support or oppose this plan to help states and local communities provide better early childhood education?

Support is evident across the nation.

Early education proposal by region

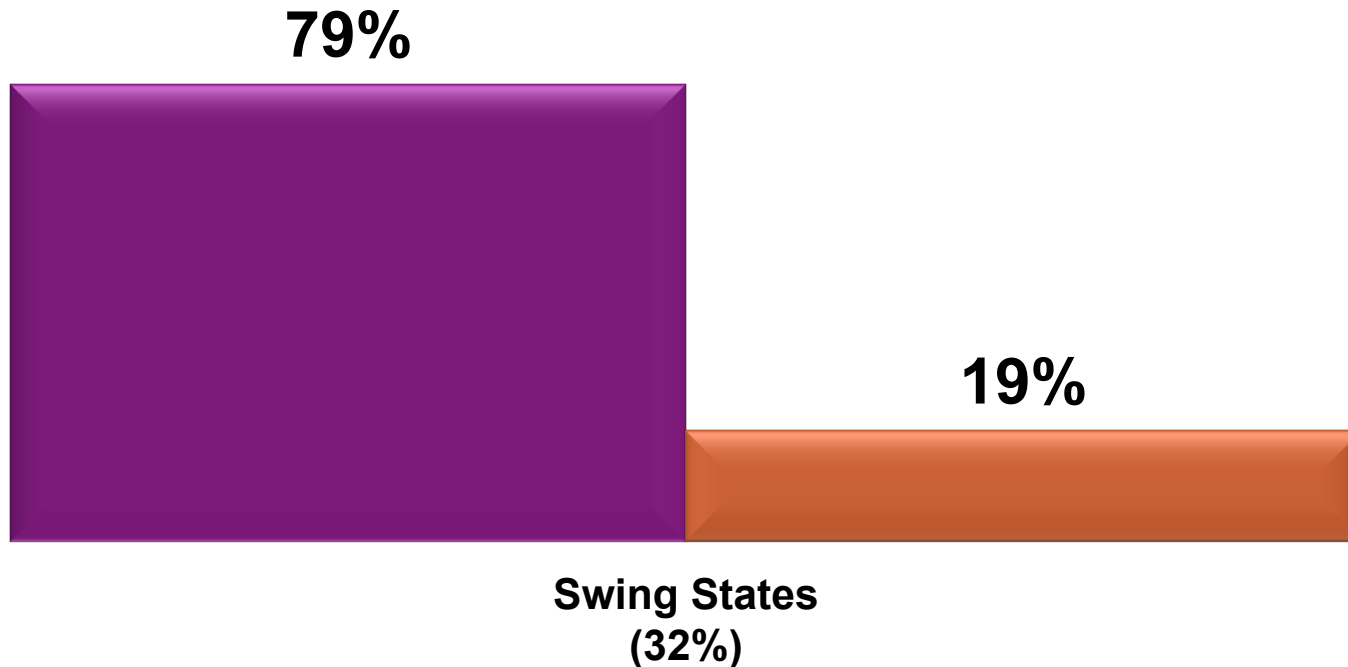
■ Total Support



And is even higher in the critical swing states that will determine the outcome of the 2016 election.

Early education proposal by presidential swing states

- Total Support
- Total Oppose

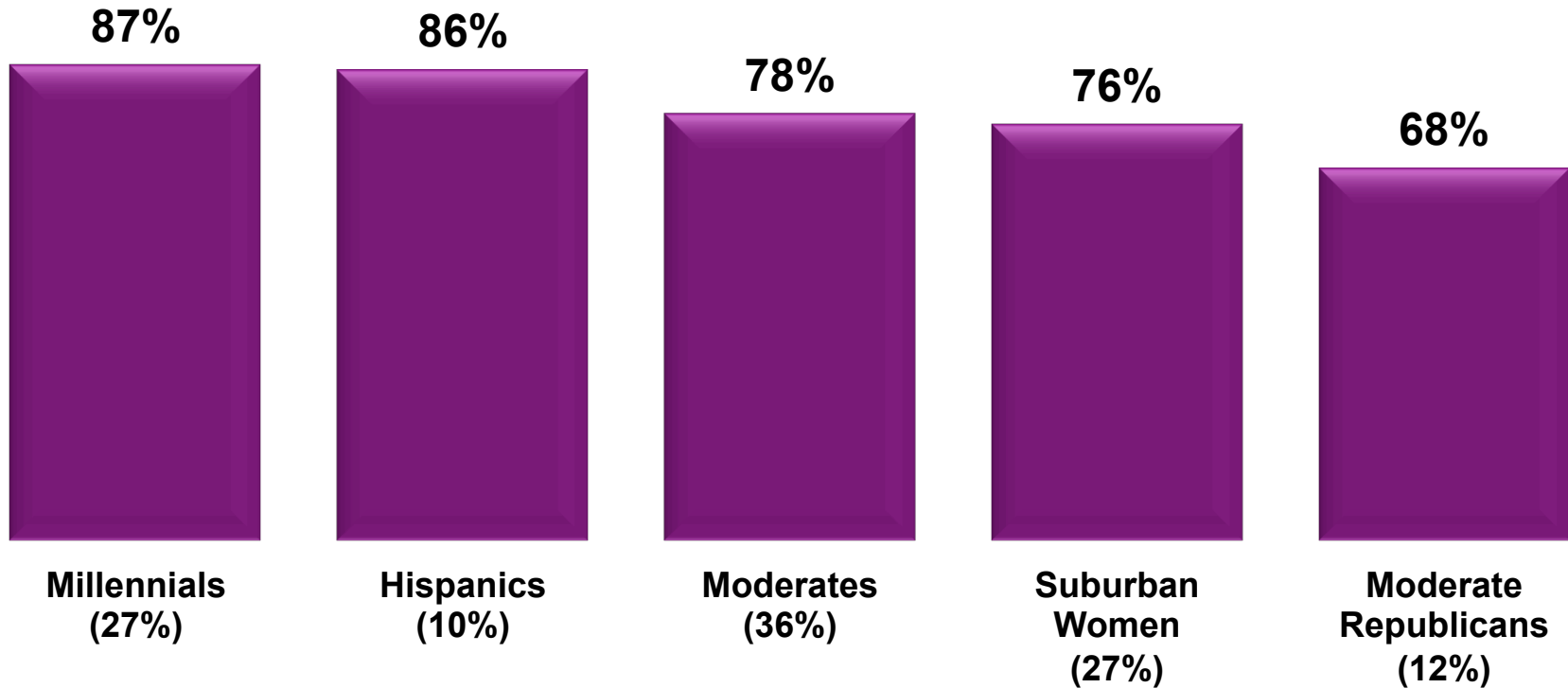


*Swing states included: Colorado, Florida, Iowa, Michigan, Minnesota, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin.

More than two-thirds of the most important swing voter sub-groups support investments in early childhood education.

Early education proposal by key sub-groups

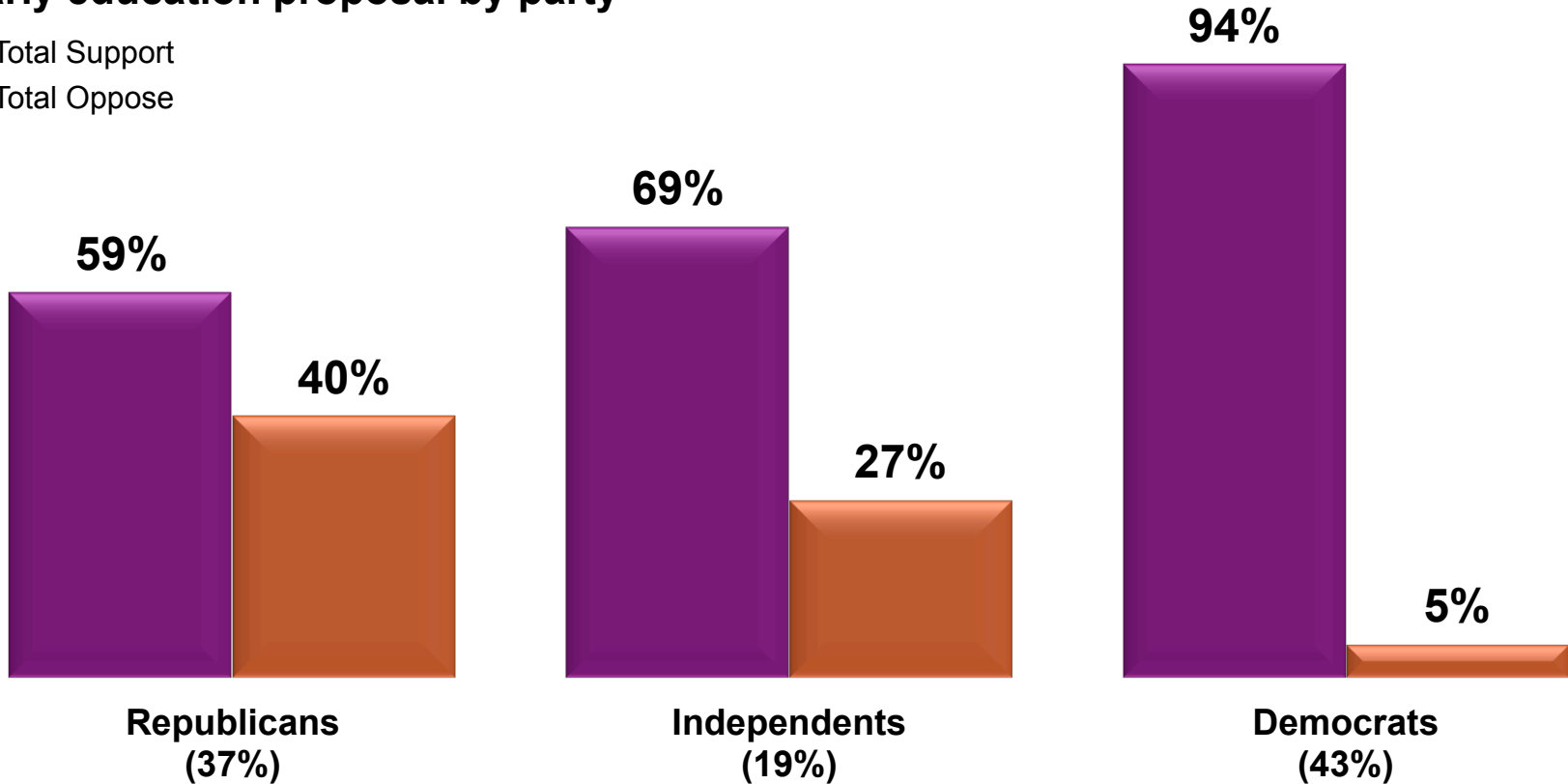
■ Total Support



Solid majorities across the political spectrum support this.

Early education proposal by party

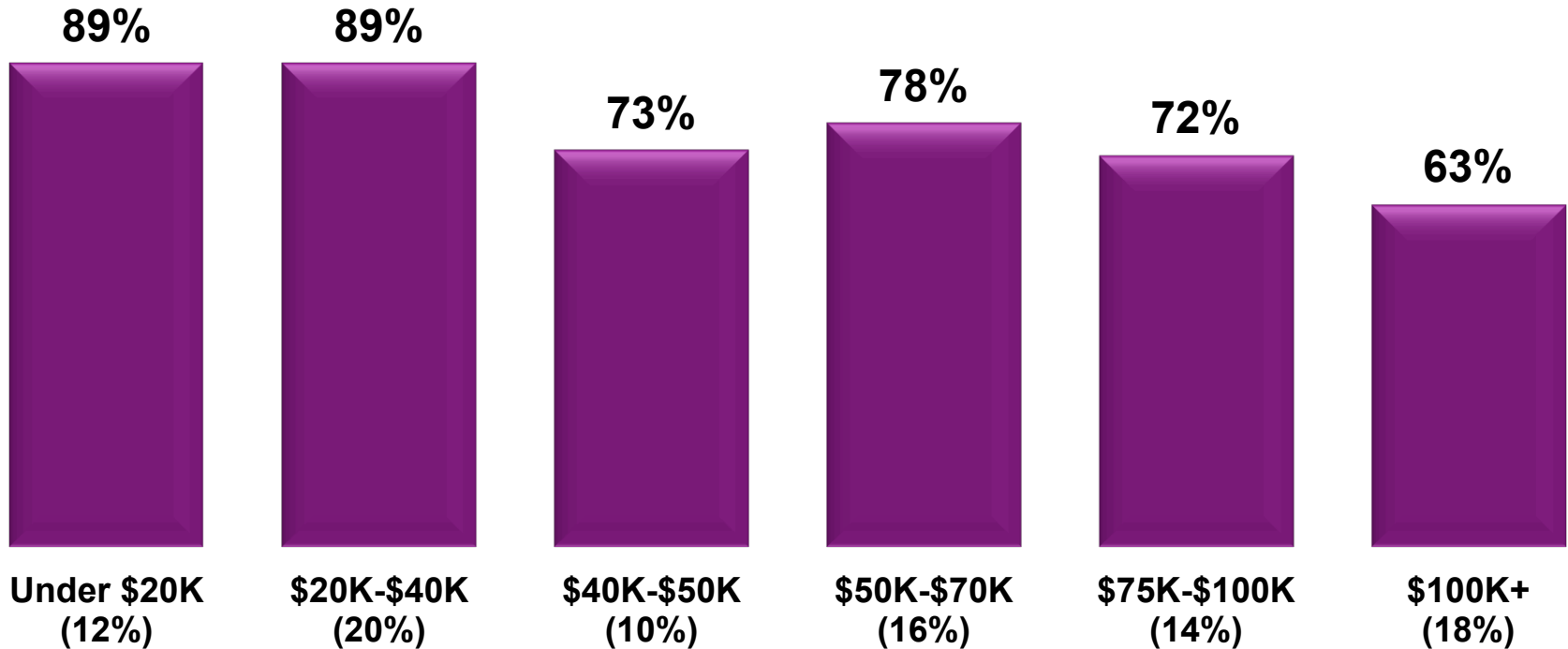
- Total Support
- Total Oppose



There is a strong relationship between support and income.

Early education proposal by income

■ Total Support



Nearly three-fourths of voters are willing to invest now in order to achieve later gains.



If it 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.

74%

Total Acceptable

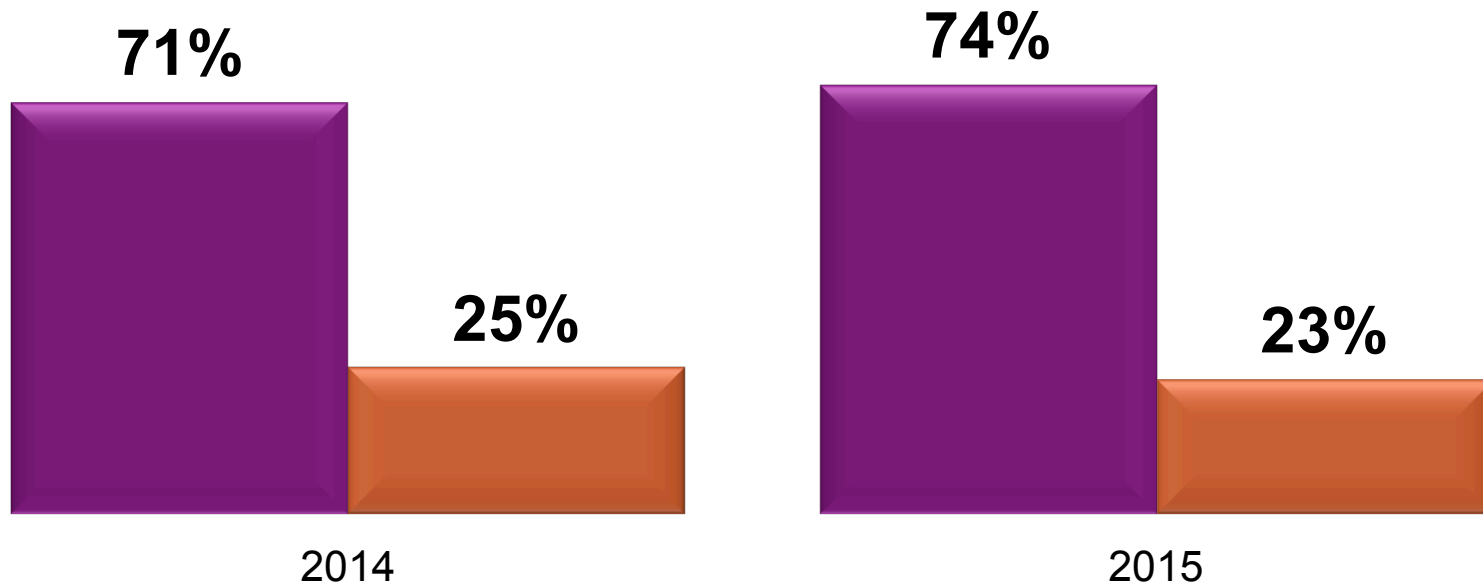
23%

Total Unacceptable

And would this proposal be acceptable or unacceptable if it 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?

This view of deficit spending has been consistent year to year.

- Total Acceptable
- Total Unacceptable



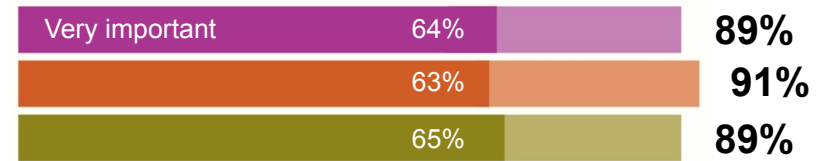
And would this proposal be acceptable or unacceptable if it increased the deficit in the short-term, but paid for itself in the long-term by improving children's education, health, and economic situations, so that less spending will be needed in these areas?

There has also been incredibly consistent support for every element of enhancing early education opportunities.

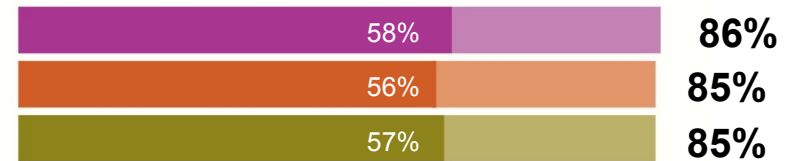
■ 2015
 ■ 2014
 ■ 2013

Ranked By % Total Important

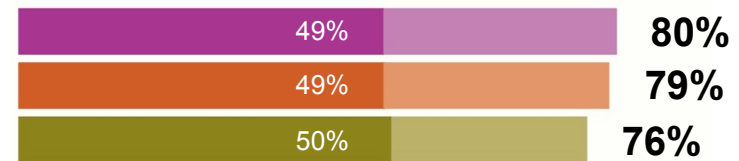
Making early education and child care more affordable for working families to give children a strong start.



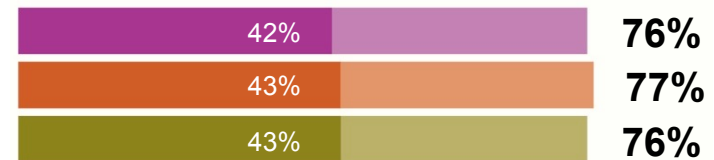
Helping states and local communities build better preschool services for parents and making them more accessible to children from low- and middle-income families.



Making available high-quality early learning programs for infants and toddlers to give them a strong start on developing school ready knowledge and social skills.



Providing voluntary home visiting and parent education programs that help first-time parents support their child's early learning, health and emotional development.



There are a few different parts to this plan. Please tell me if you think each of the following is very important, somewhat important, not that important, or not important at all.

This is not a partisan issue. Majorities of every partisan persuasion support investing in these elements.

Plan Items By Party (% Total Important)

Making early education and child care more affordable for working families to give children a strong start.



GOP

81%



INDEPENDENTS

85%



DEMS

99%

Helping states and local communities build better preschool services for parents and making them more accessible to children from low- and middle-income families.

74%

83%

98%

Making available high-quality early learning programs for infants and toddlers to give them a strong start on developing school ready knowledge and social skills.

65%

77%

94%

Providing voluntary home visiting and parent education programs that help first-time parents support their child's early learning, health and emotional development.

63%

74%

86%

Voters increasingly side with proponents of investing in early childhood education.

This proposal is a good idea. Investing in our children is investing in our future. We must do more to make sure our children begin kindergarten with the knowledge and skills they need to do their best in school. Too many families can't afford the quality early childhood education their children need to get a strong start in life. This proposal will help states expand their local early childhood programs so that children who need them can participate and do well in school and life.

58%

Year: 2014

63%

Year: 2015

This proposal is a bad idea. We can't afford another huge government entitlement program that costs billions of dollars. This is particularly true in the instance of early childhood education when we already have federal programs serving children birth to five. If we want to do more to help low-income children have access to quality early learning opportunities we should be working within these existing programs.

36%

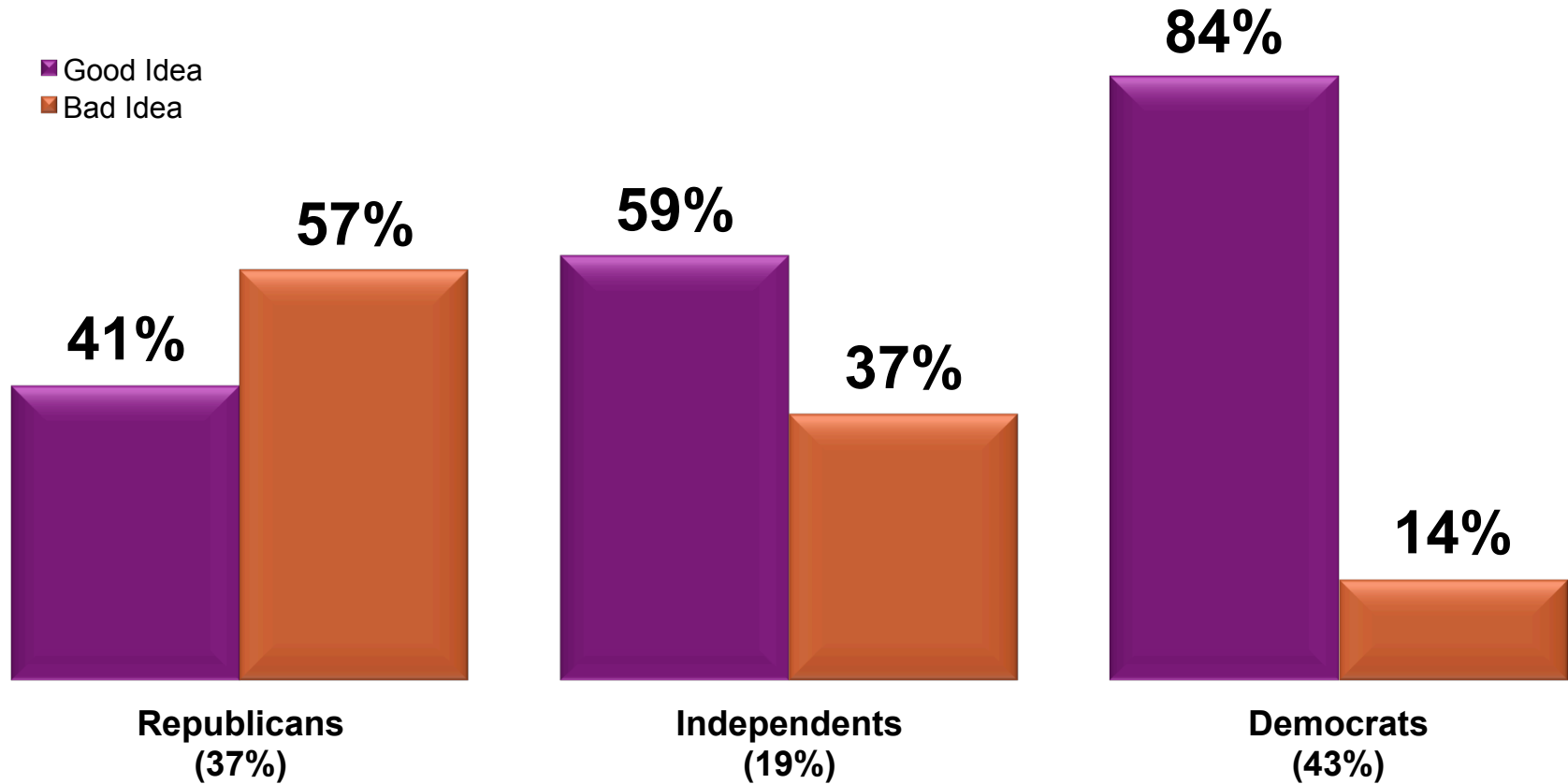
Year: 2014

34%

Year: 2015

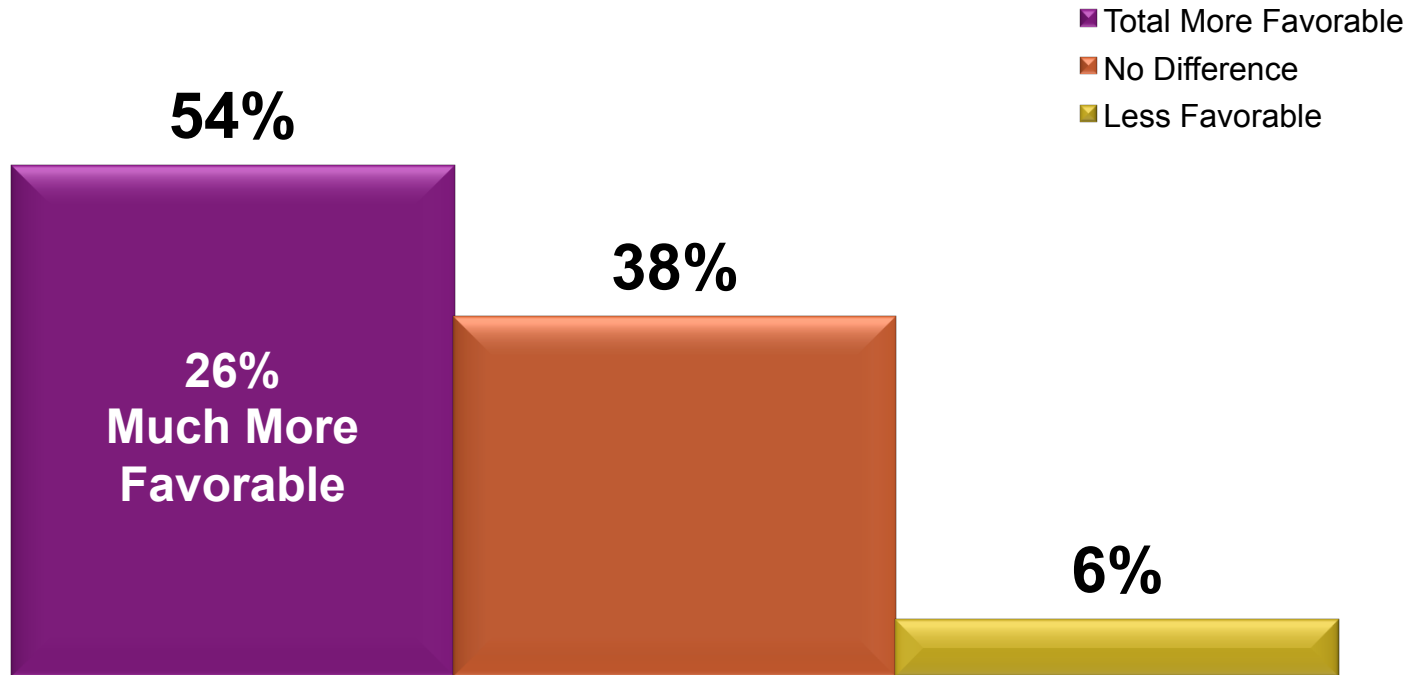
Thinking more about the proposal to invest in early childhood education. Please tell me which of the following statements comes closer to your opinion, even if neither one matches your opinion exactly.

However, there is a significant partisan reaction to these arguments.



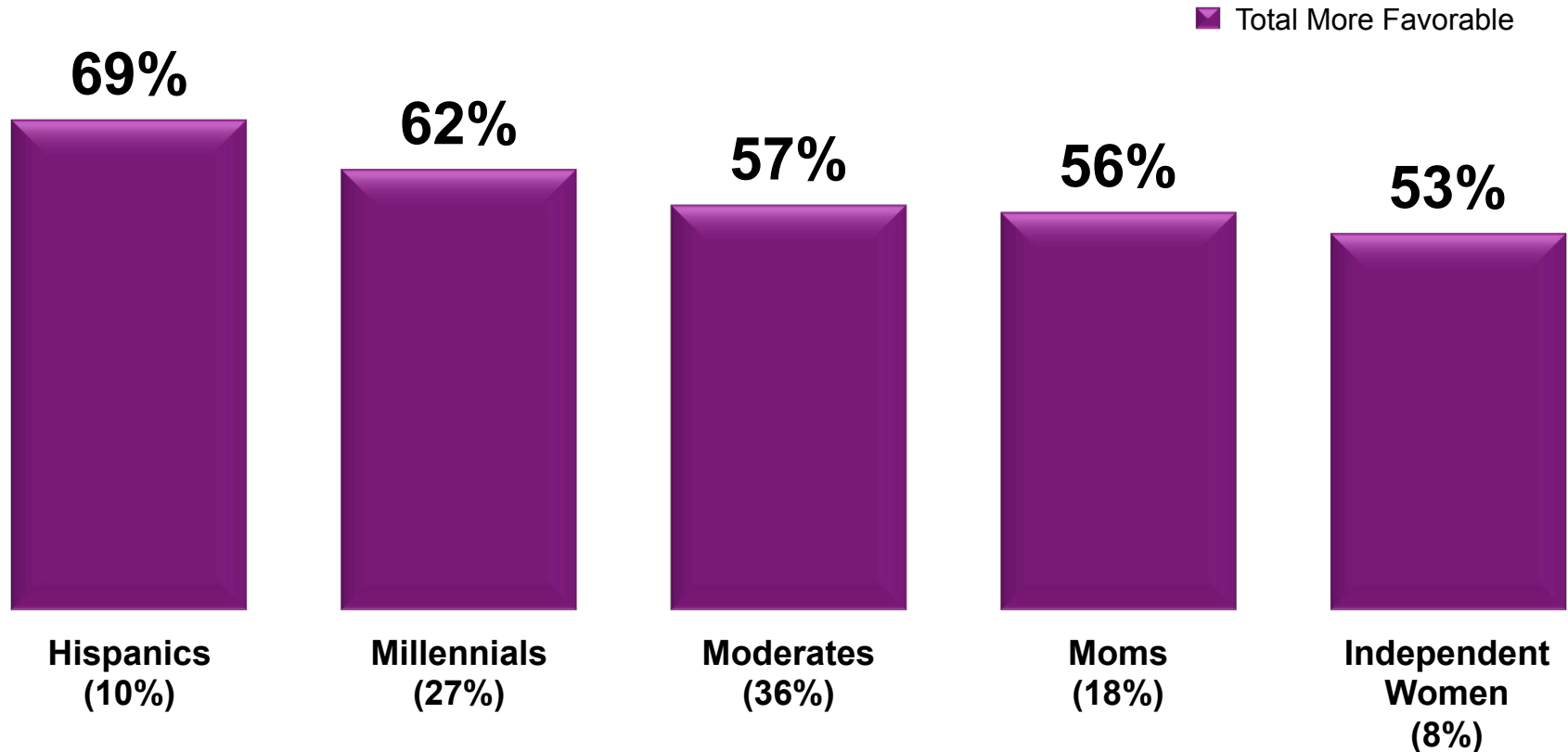
Thinking more about the proposal to invest in early childhood education. Please tell me which of the following statements comes closer to your opinion, even if neither one matches your opinion exactly.

A majority of American voters would hold a more positive view of a candidate if they supported this early education proposal.



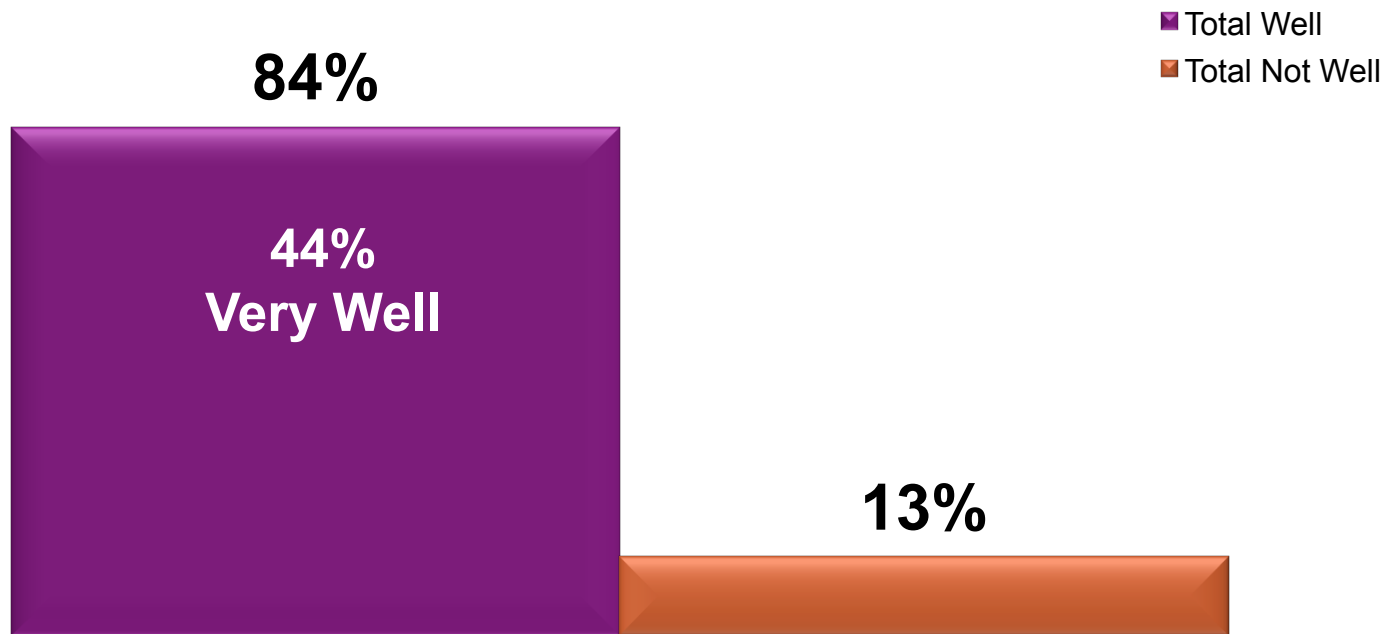
And if a candidate for president spoke in support of helping states and local communities provide better early childhood education, would you have a more favorable impression of him or her, less favorable impression or would it not affect your opinion much one way or the other?

A solid majority of the most critical swing voter sub-groups say they would be impressed with a candidate supporting this proposal to invest in early childhood education.



And if a candidate for president spoke in support of helping states and local communities provide better early childhood education, would you have a more favorable impression of him or her, less favorable impression or would it not affect your opinion much one way or the other?

And voters overwhelmingly describe a candidate who supports such investments as one who is looking out for working- and middle-class families.



Still thinking about a candidate who supports states and communities providing better early childhood education - How well would the following describe that candidate - Someone who will look out for working families and the middle class. Would it describe him or her...

The Bottom Line

- Voters say children getting a strong start in school and education are the best ways to strengthen the middle class.
- There is continued support for investments in enabling states and communities to provide early childhood education opportunities. Support is evident across the partisan spectrum.
- In fact, voters would prioritize early childhood education over college.
- Majority is favorably impressed by a presidential candidate who supports such an approach on early childhood education.

Thank You.



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