

## **First Five Years Fund**

**Key findings from a national survey of 800  
registered voters conducted May 2016**



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# Methodology

- National survey of 800 registered voters conducted on both landlines and cell phones
- Interviewing completed May 19-23, 2016
- 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

**By a three-to-one margin, voters prefer the next President be someone who focuses on solutions to the country's problems.**



Someone who focuses more on finding solutions to the country's problems, but who does not share voters' anger and frustration with the political system

**66%**

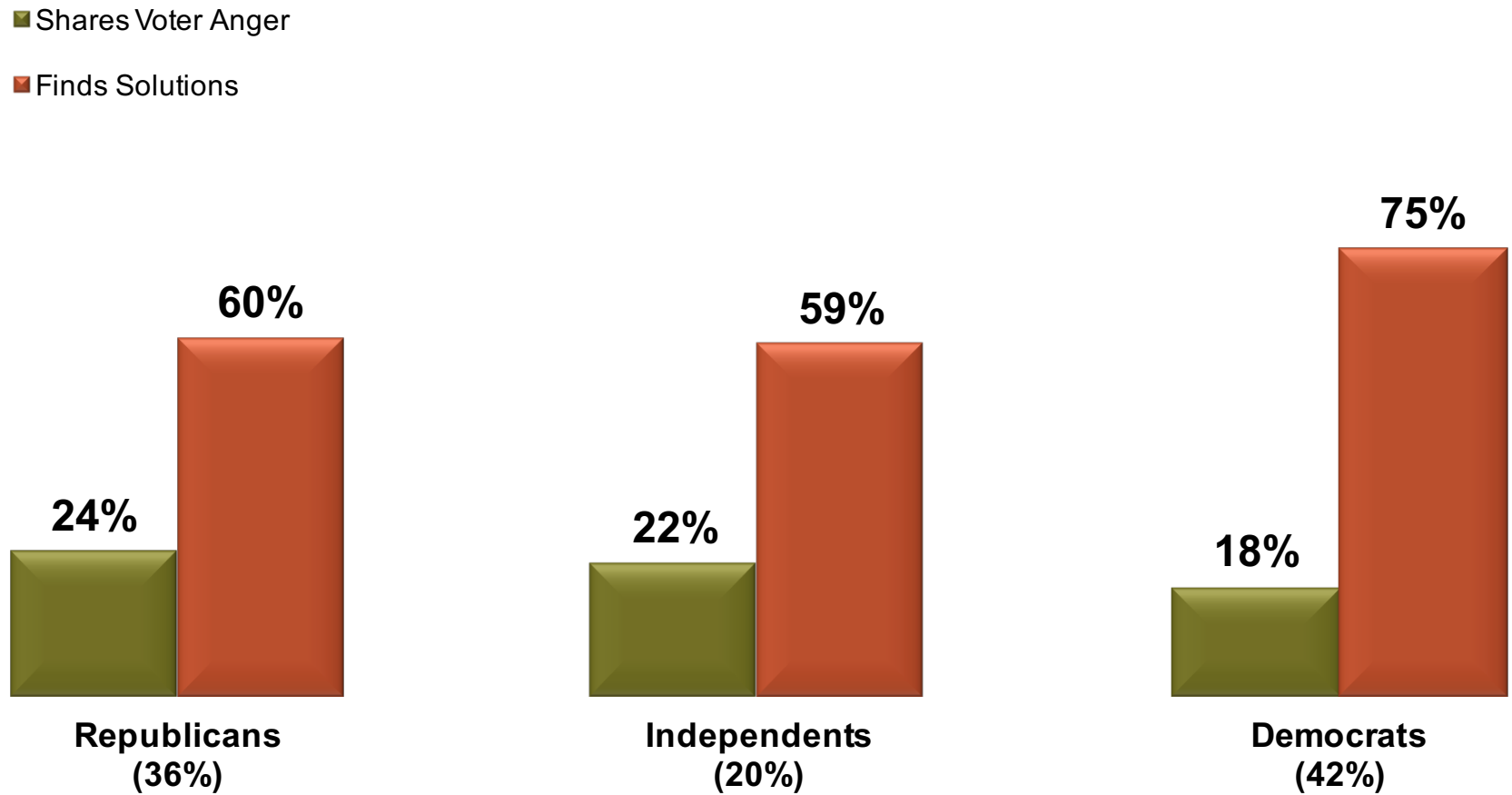
Someone who shares voters' anger and frustration with the political system, but who focuses less on finding solutions to the country's problems

**21%**

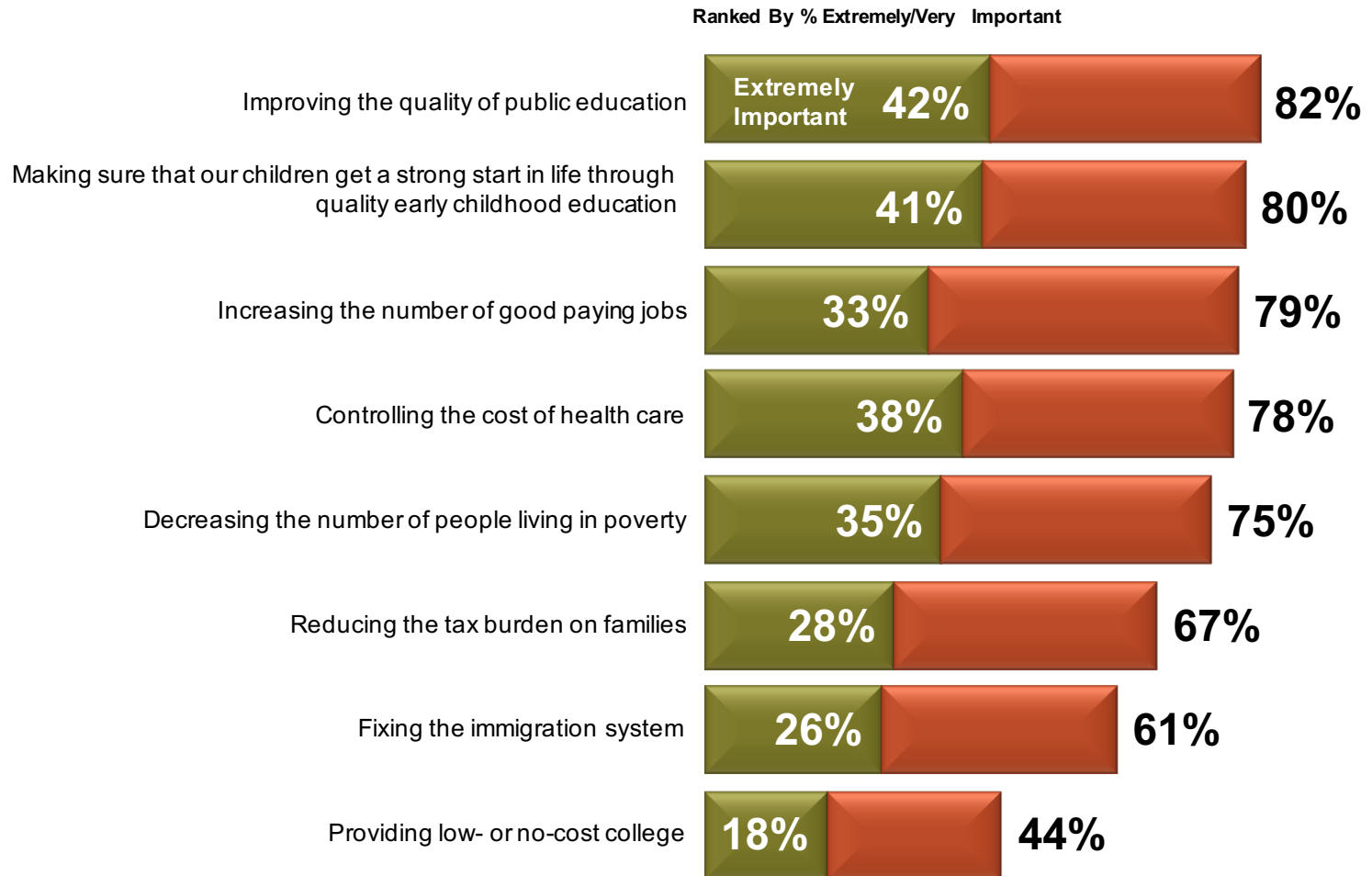
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*Would you prefer that the next president be...*

## There is a moderate partisan trend for this preference.



# Early childhood education and education broadly top the list of voters' goals for the nation.

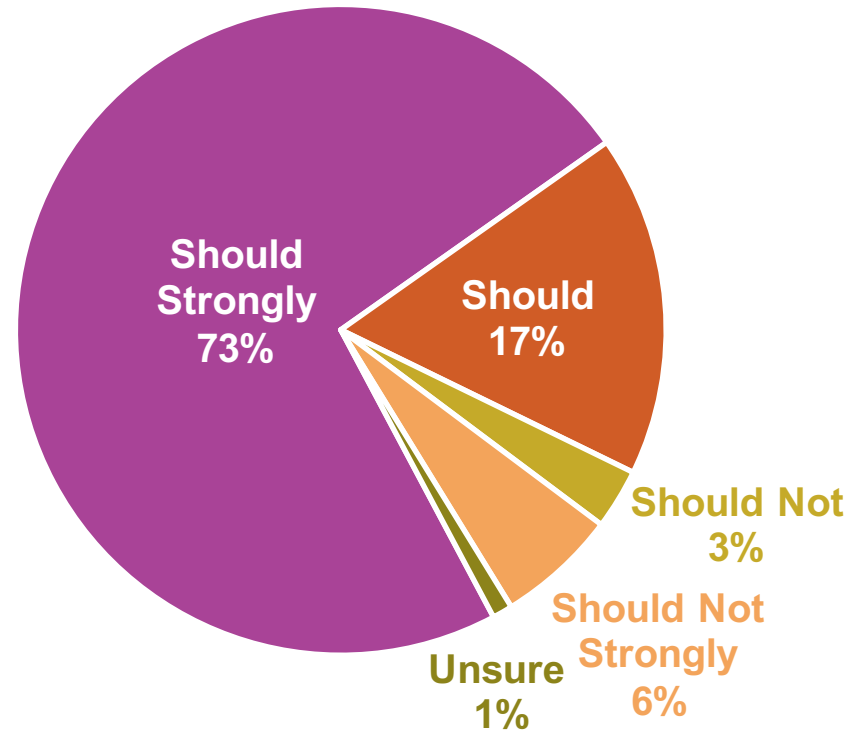


*Now I'm going to read you some goals that people might have for our country right now, and I'd like you to rate how important you personally consider each goal to be – is it extremely important, very important, somewhat important or not that important to you.*

**Nine-in-ten say that the next President and Congress should work together to improve access to early education.**

Total Should  
**90%**

Total Should Not  
**8%**

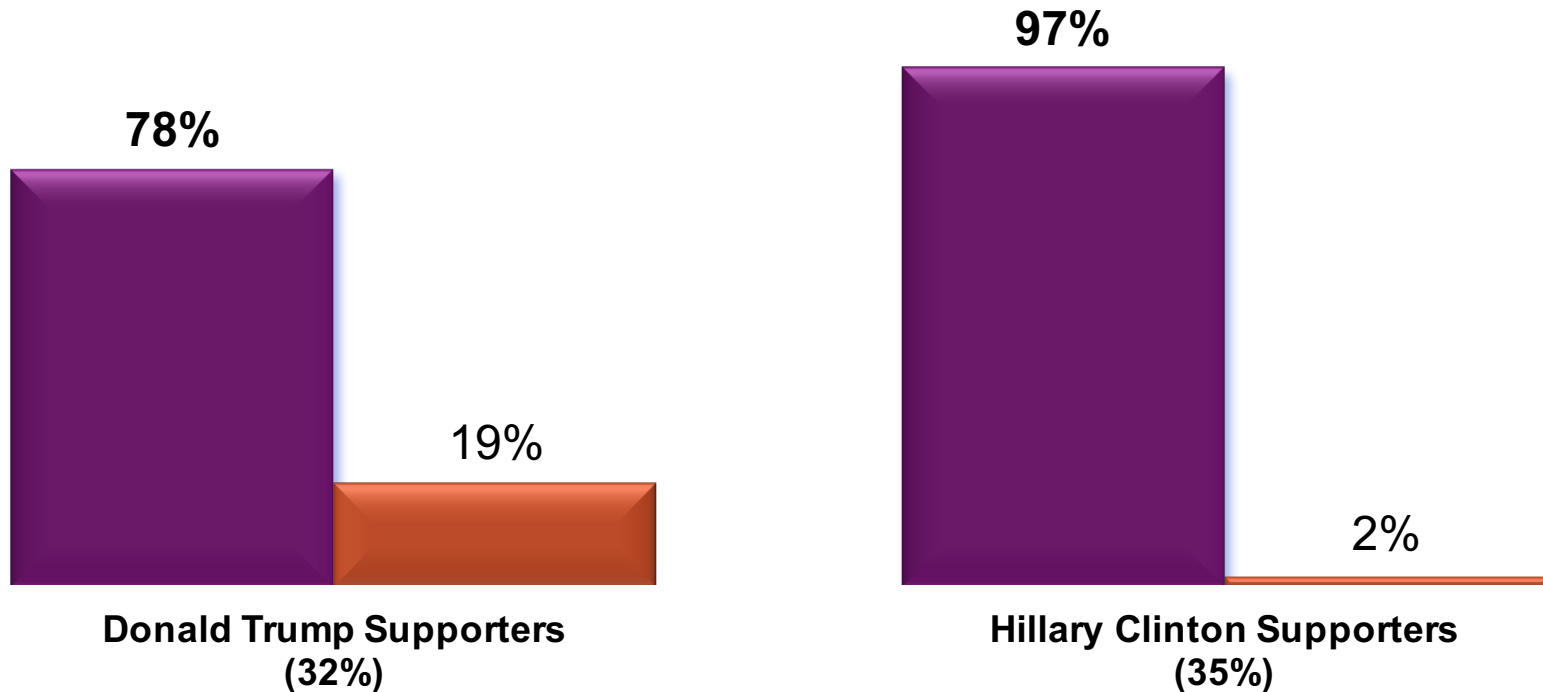


*Even if they are from different political parties, do you think the next president and Congress should or should not work together to improve access to quality early childhood education?*

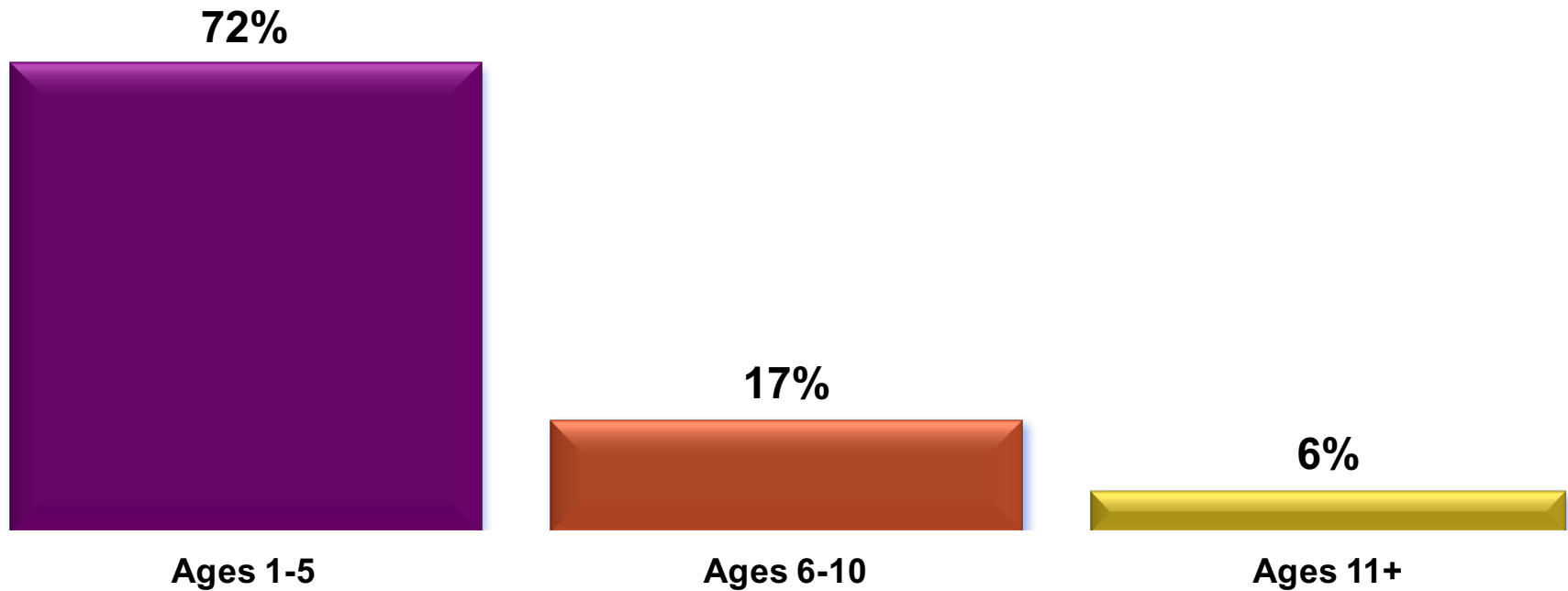
**Both Trump and Clinton supporters strongly favor cooperation between Congress and the next President when it comes to early education.**

■ Total Should

■ Total Should Not



**American voters recognize that early ages are most important for learning.**



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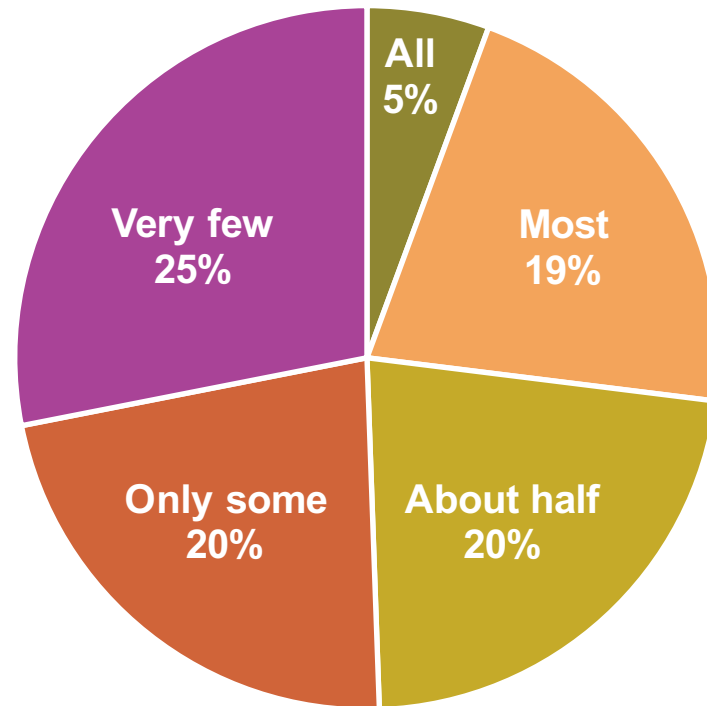
*What do you think is the most important age for developing a child's capacity to learn? Is it...*



**Voters see a critical lack of quality, affordable early childhood education. Far more say that there are only some or very few programs that offer high-quality, affordable programs for lower- and middle-income families in their area.**

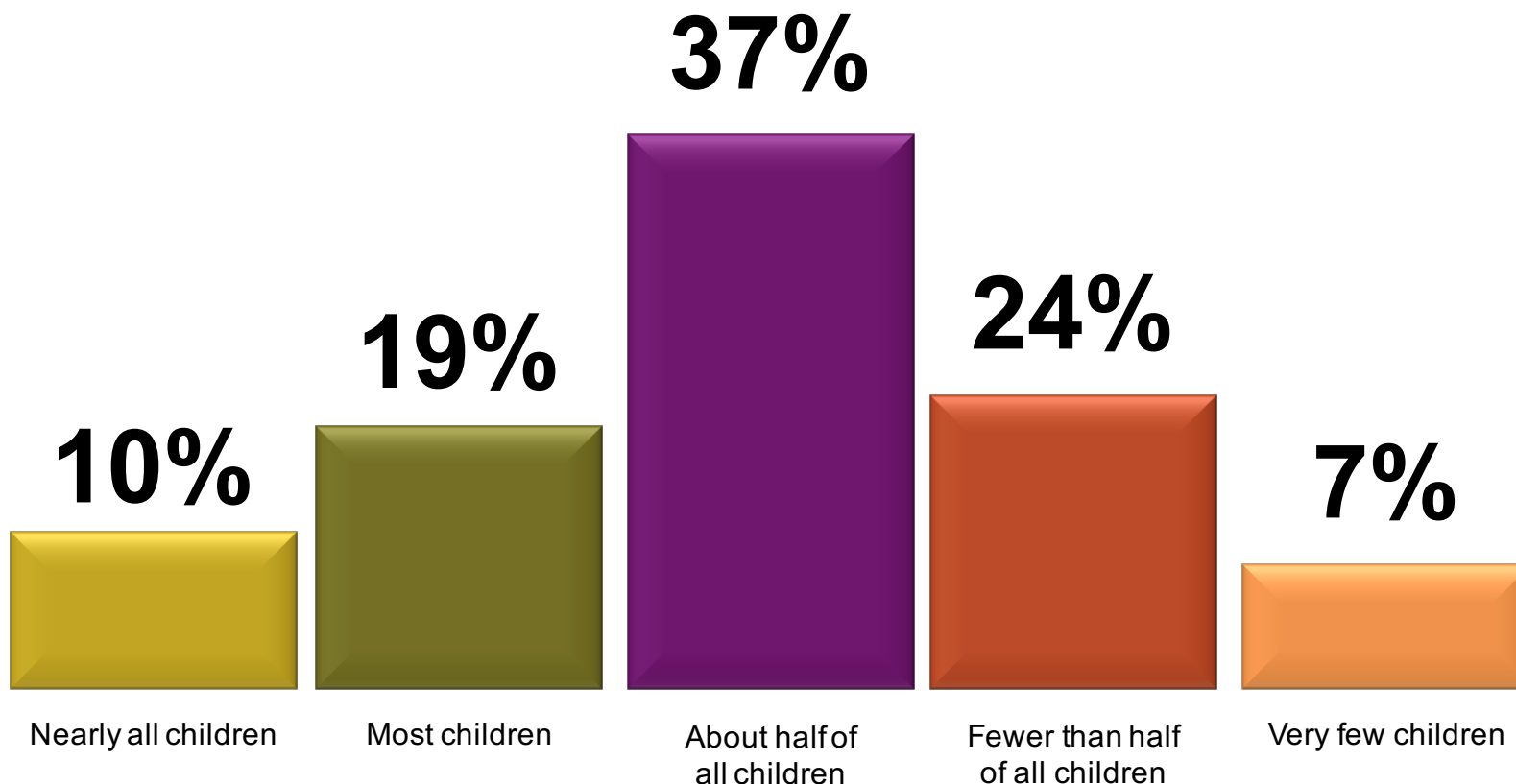
**All/Most**  
**24%**

**Some/Few**  
**45%**



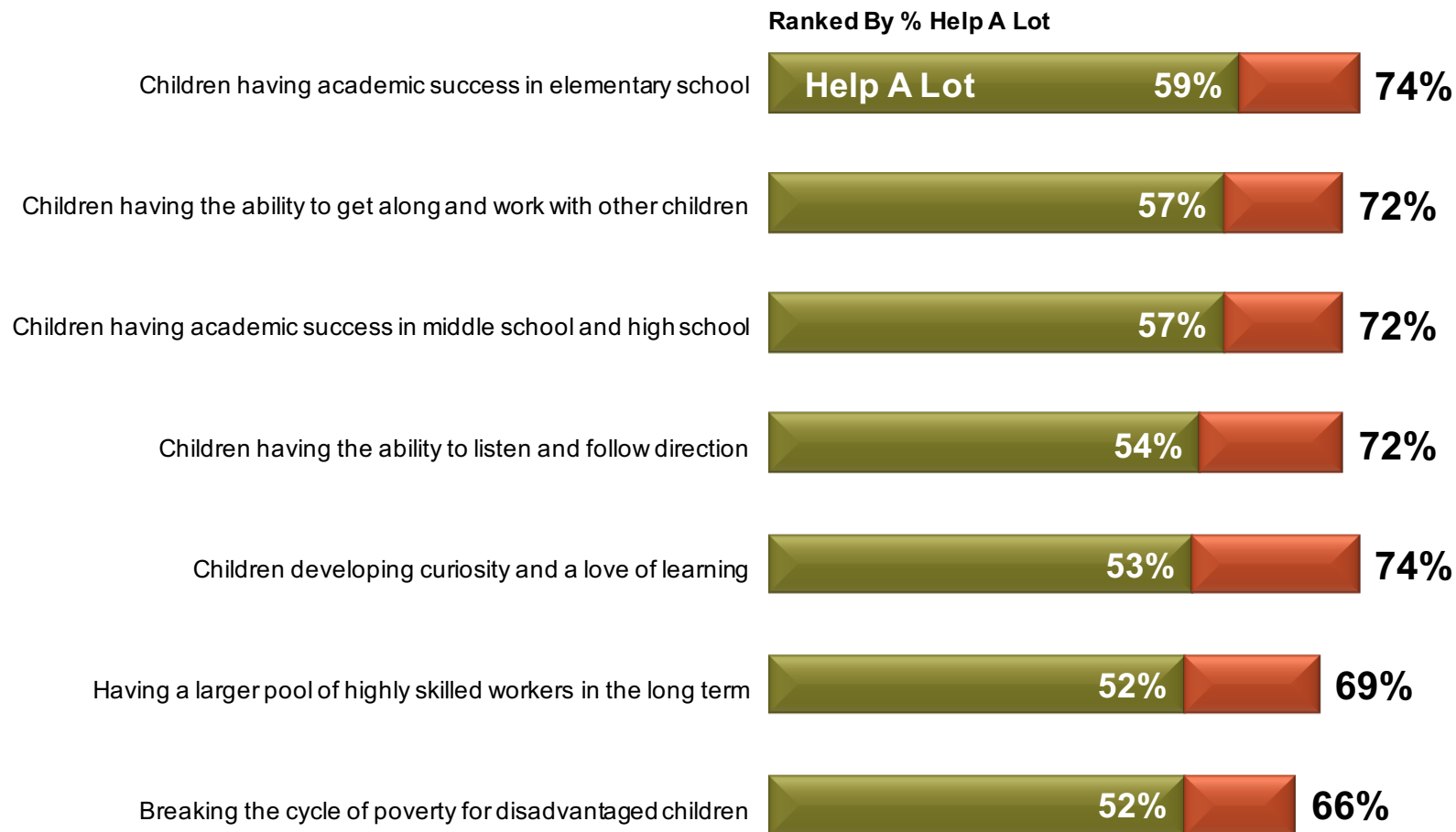
*About how many of the early education programs in your area would you say are high-quality and affordable for lower- and middle-income families?*

## 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?*

## Voters say there are many benefits from children attending high-quality early education including seeing academic benefits throughout kids' school years.



*If more children are able to attend high-quality early education programs, how much would it help in each of the following areas? Does it help a lot, a fair amount, some, very little, or not at all in each of the following areas?*

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

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

**31%**

Investments should be made equally

**51%**

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

**14%**

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

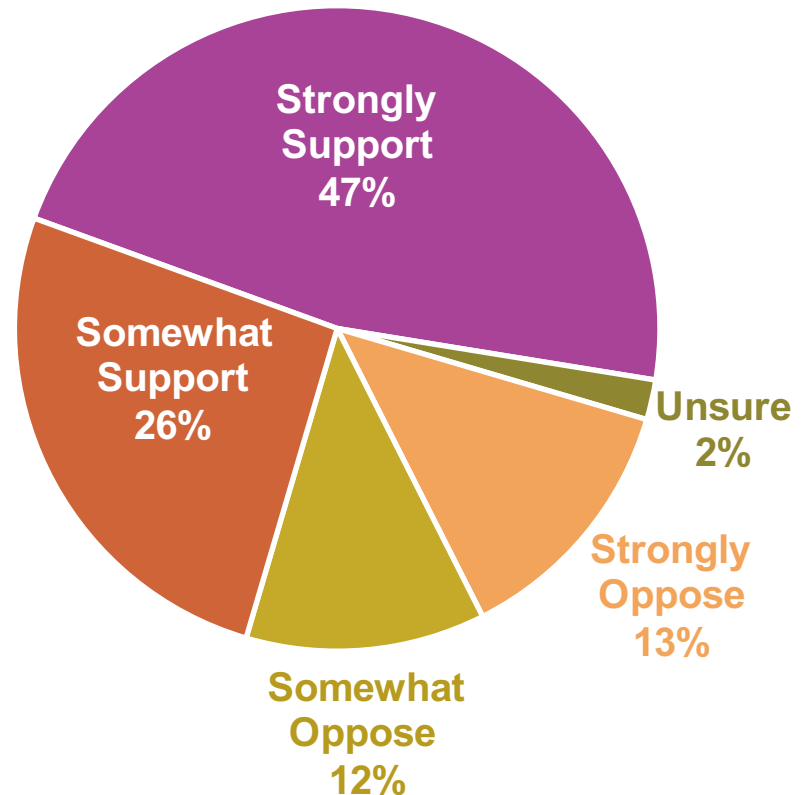
# The Proposal

*Congress could consider a plan that helps states and local communities provide better early childhood education programs to low- and moderate-income parents of children from birth to age five. The plan will make available ten billion dollars per year, for ten years, in grants to states in order to provide voluntary access to high-quality early childhood education through child care for infants and toddlers, preschool programs, home visiting and parent education.*

**Nearly three-quarters of the electorate support a federal plan that helps states and local communities provide better early childhood education.**

Total Support  
**73%**

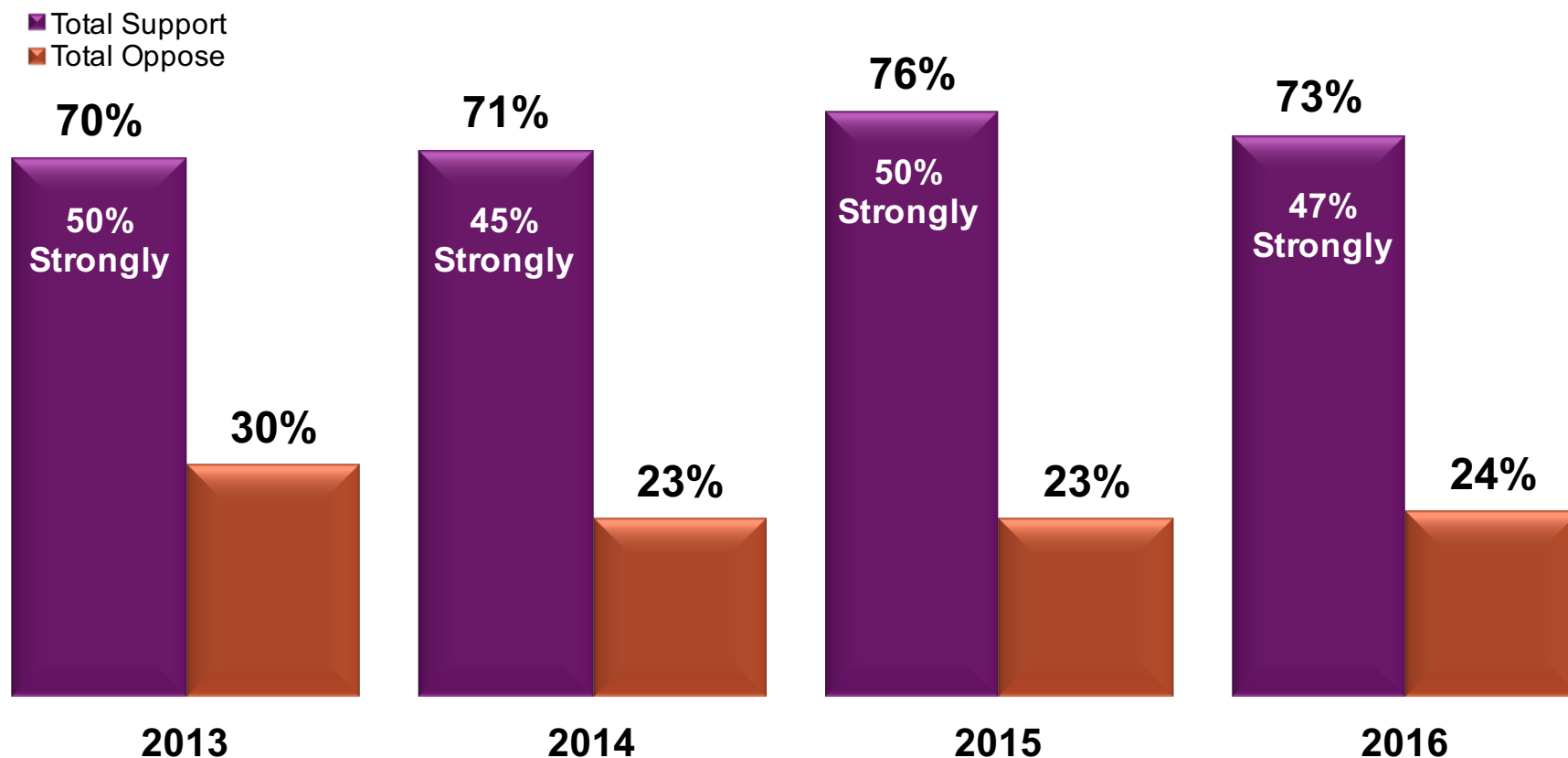
Total Oppose  
**24%**



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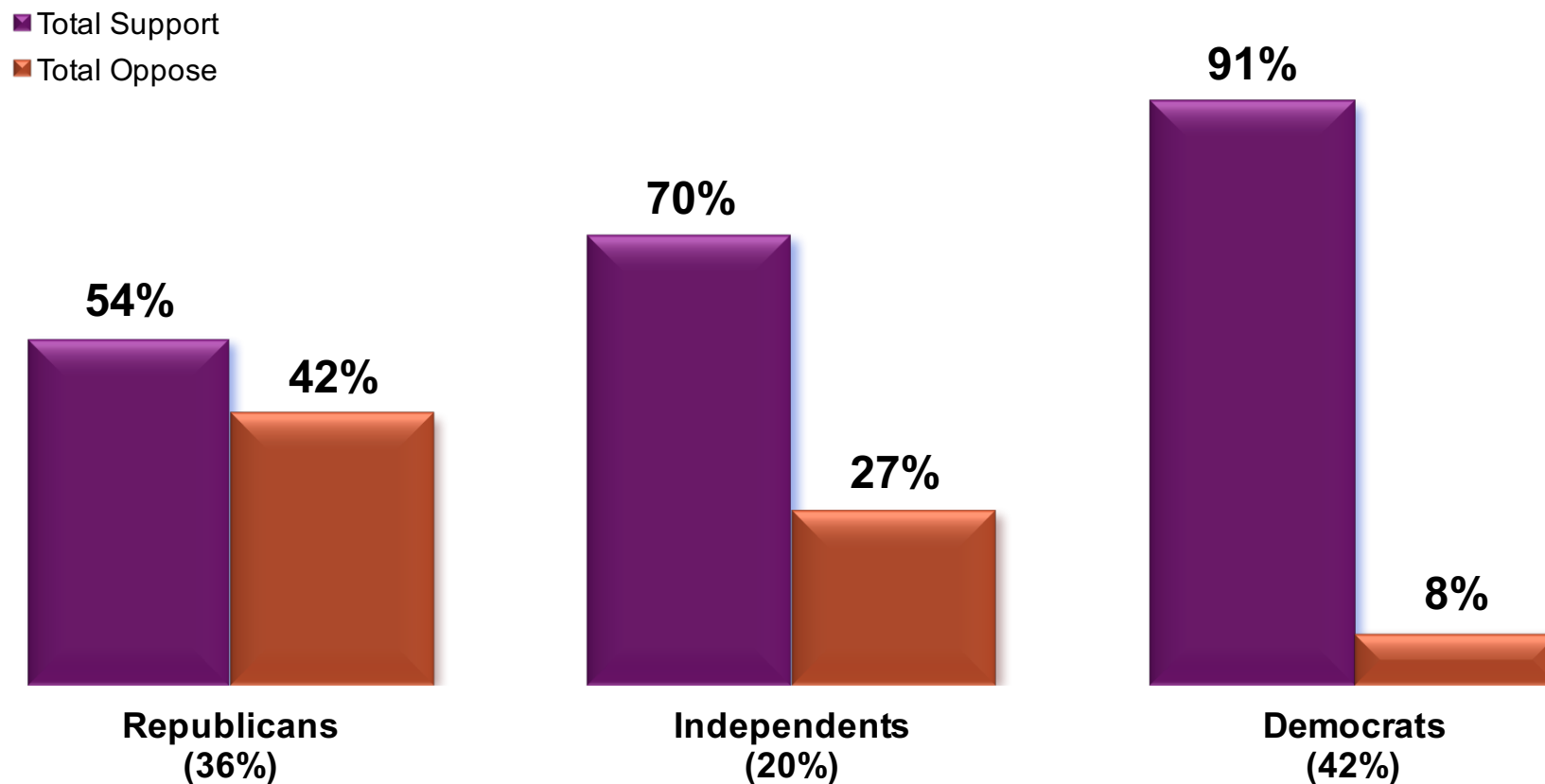
*Would you support or oppose this plan to help states and local communities provide better early childhood education?*

**This is about as consistent as you can get – vast majority continue to support a policy proposal investing in early childhood education programs.**



*(Language slightly modified through the years). Would you support or oppose this plan to help states and local communities provide better early childhood education?*

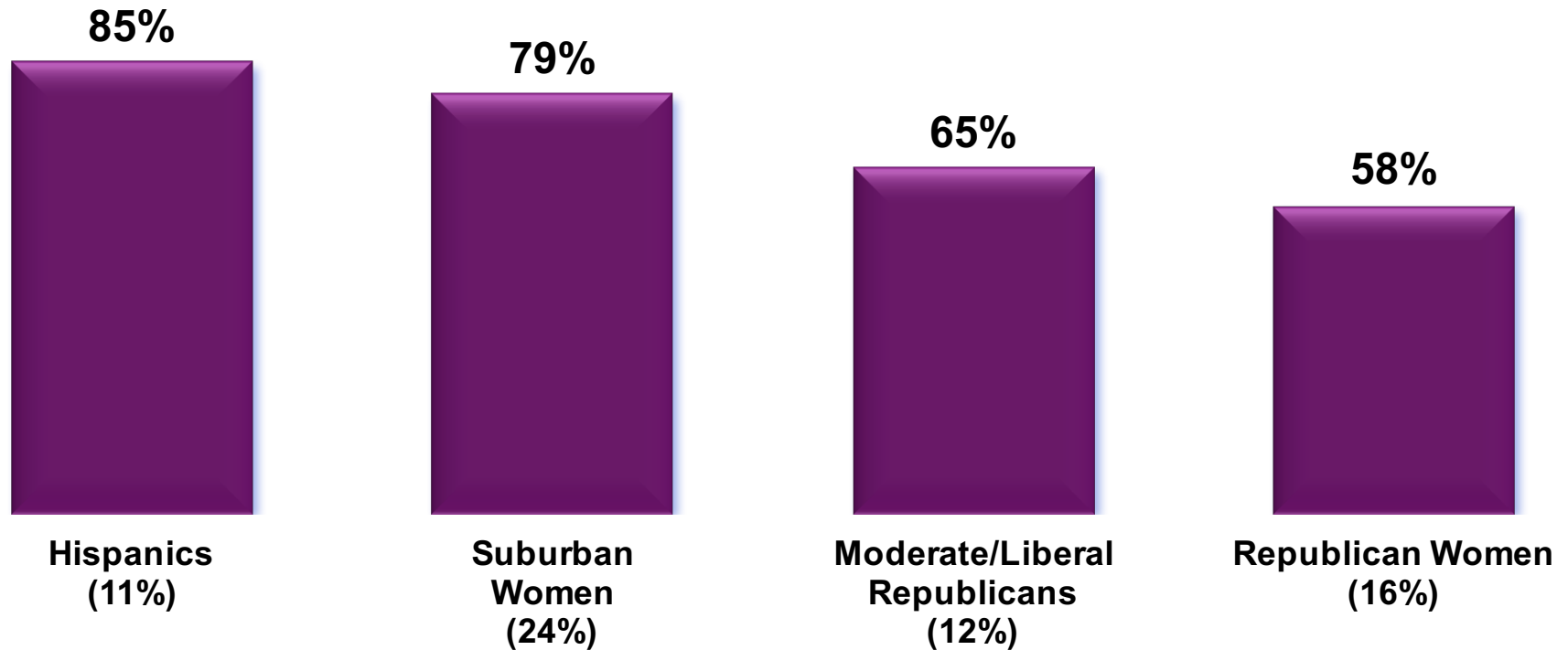
## There is majority support across the partisan spectrum.





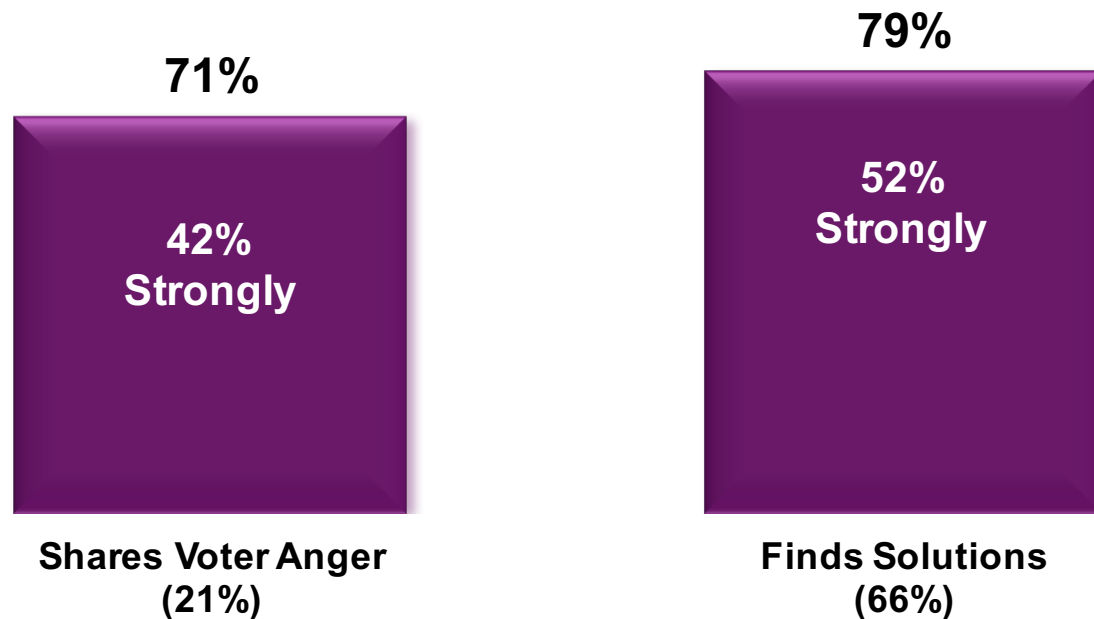
## More than two-thirds of the most important swing voter sub-groups support investments in early childhood education.

■ Total Support



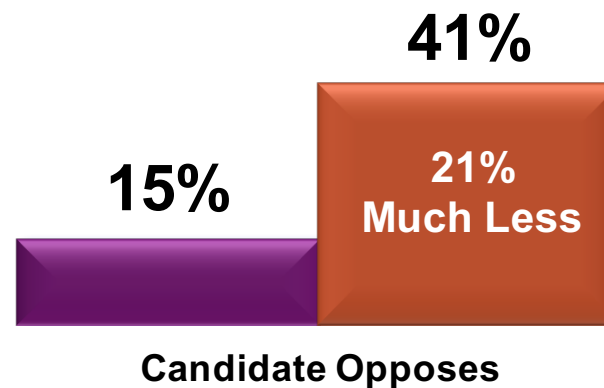
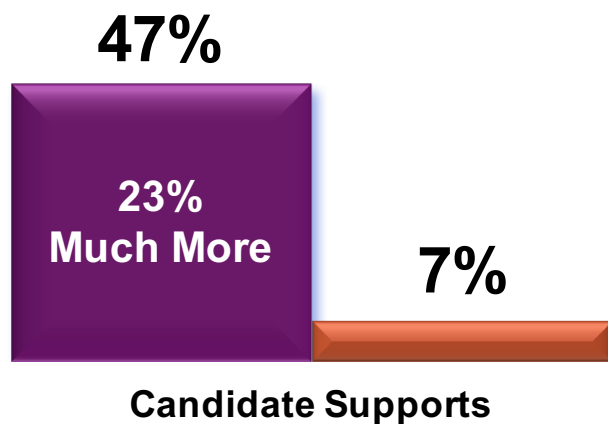
**Even those who say they are seeking a presidential candidate that shares voter anger strongly support this early childhood education “solution.”**

■ Total Support



## A candidate's position on early education matters to voters.

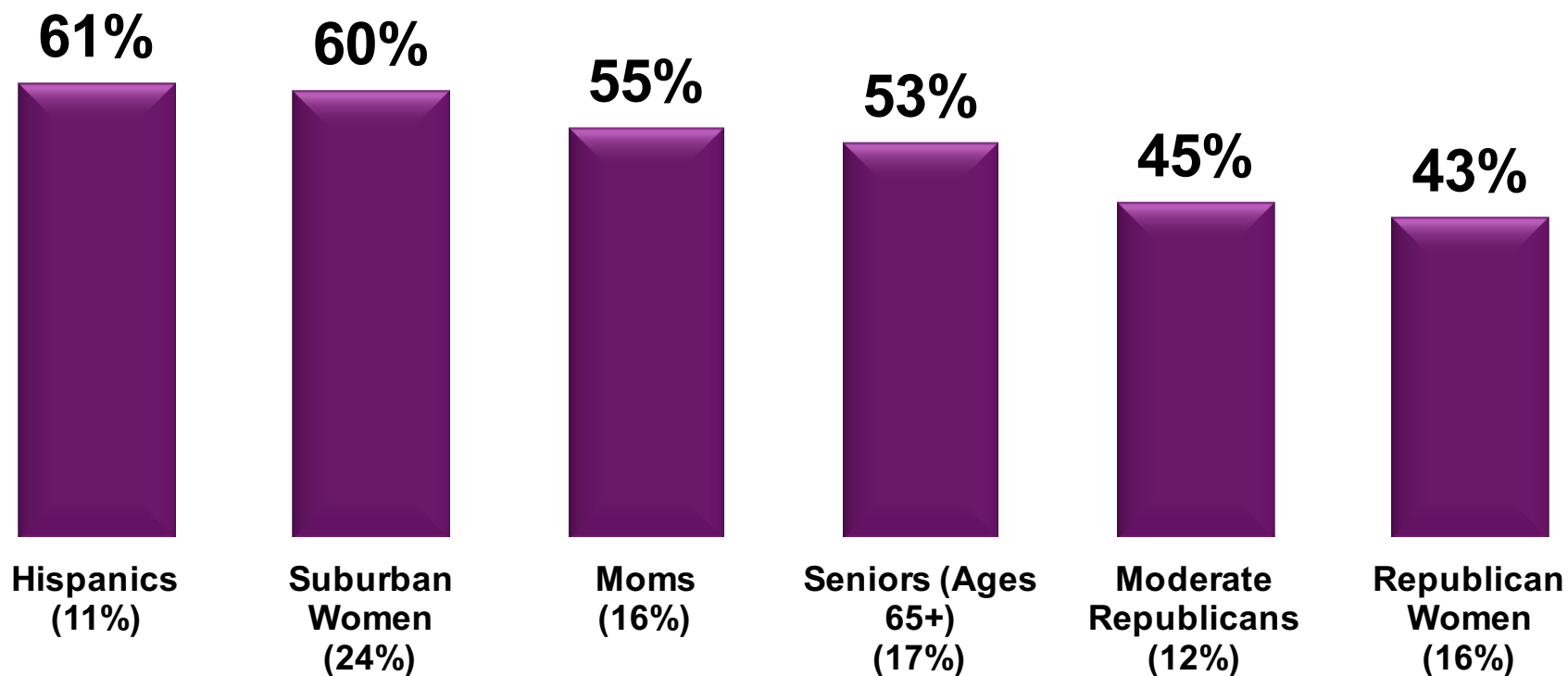
■ Total More Favorable



*And if a candidate for president [supported/opposed] helping states 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 number of key segments of the electorate are particularly impressed by a candidate supporting early childhood education.

■ Total More Favorable



*And if a candidate for president supported helping states 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?*

## Voters have consistently sided with those who support 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.

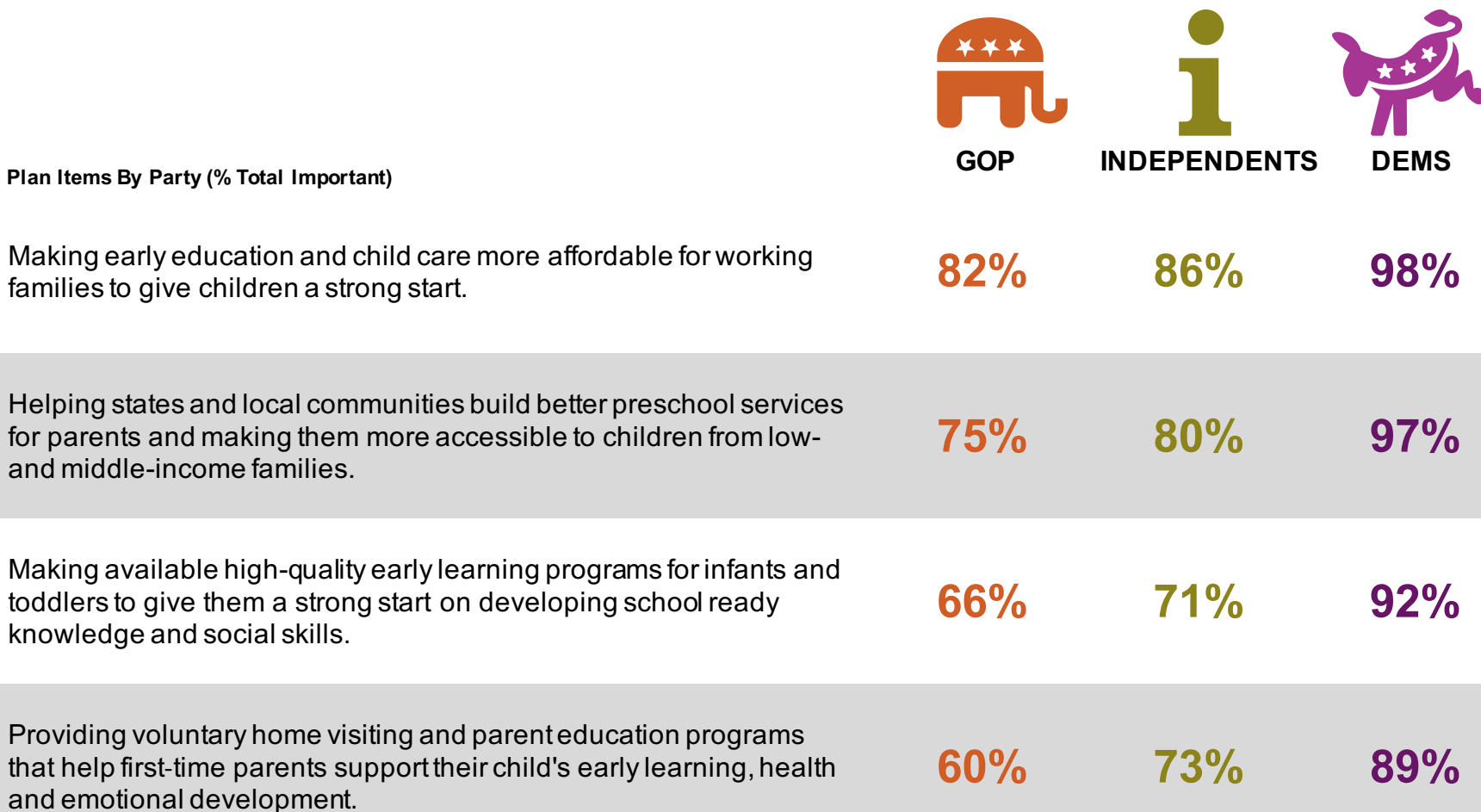
**58%** **63%** **62%**  
Year: 2014 Year: 2015 Year: 2016

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%** **34%** **35%**  
Year: 2014 Year: 2015 Year: 2016

*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.*

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



# The Bottom Line

- Voters perceive a need for improving access to quality early childhood education options.
- In fact, they say this is a priority for the nation, even when compared to other policy issues.
- There continues to be solid support for a specific proposal to make significant federal investments in this arena.
- Even those who are more focused on an outlet for their anger in this presidential election support this policy “solution.”
- Support remains solid after voters hear more about it.
- Nine-in-ten voters say the next President and Congress should act on this – Trump supporters & Clinton supporters share this view.

**Thank You.**





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