

# COLORADO SPEAKS: INVESTING IN EARLY CHILDHOOD EDUCATION IS AN ESSENTIAL PRIORITY.



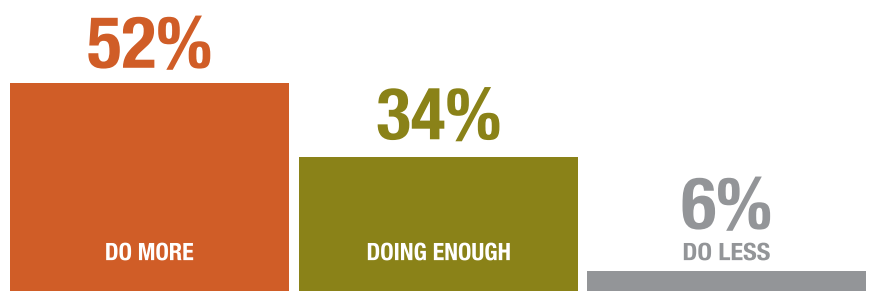
A new state poll conducted by the bipartisan team of Public Opinion Strategies and Hart Research Associates shows that Colorado voters view early childhood education as a priority issue for the state and nation<sup>1</sup>. **Majorities of Democrats, Republicans and Independents support investments in early childhood programs in the state—including teacher training, voluntary parent coaching, and expanding access to early learning or child care.** Three in four voters say investing in early childhood education will help Colorado’s economy.

**Voters place children getting a strong start in life as one of their highest priorities.** 77% say this is important, second only to increasing jobs and economic growth, ranking it far above reducing the tax burden on families (56%) and securing our borders (59%).



**Colorado voters link investments in early education to helping the state’s economy.** More than three in four (77%) believe it will strengthen the economy and only 21% say it would have little effect.

**Colorado voters sense a school readiness problem that only quality early childhood education can solve.** More than half of Colorado voters say we should do more to prepare children for kindergarten so they can start school with the knowledge and skills they need to do their best. Virtually no one – only 6% of voters – said we should be doing less.



<sup>1</sup> **Methodology:** Public Opinion Strategies and Hart Research Associates conducted a telephone survey of N=500 voters in Colorado on both landline and cell phones. The survey was conducted September 22-24, 2014, and has an overall margin of error of ±4.38%. Sampling error for subgroups within the sample will be larger. The sample was distributed proportionally throughout the state and is demographically representative of the electorate.

# COLORADO VOTERS AGREE: EARLY CHILDHOOD EDUCATION IS AN ESSENTIAL ISSUE FOR THE STATE AND THE NATION ALIKE.

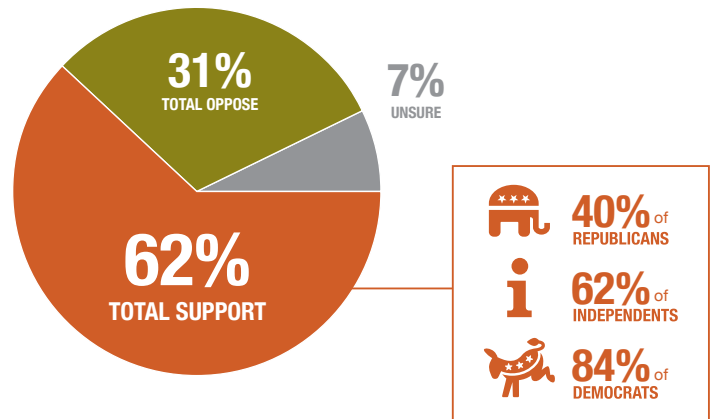
Three in five Colorado voters support a proposal that would increase federal investment to help states provide more access to high-quality early childhood programs for low- and moderate-income families. This includes 84% of Democrats, 62% of Independents and 40% of Republicans.

## Majorities of voters in every region support this plan:

- Denver: 82%
- Northern suburbs: 71%
- Western Slope: 60%

## Swing voters overwhelmingly support the proposal to fund a better start for children.

- Women ages 18-44: 78%
- Moderates: 64%
- Independents ages 18-44: 76%
- Moms: 76%



## Colorado voters show even greater support for investments in the state's early childhood education programs.

Voters favor deep, wide and varied investments in Colorado's early childhood programs from birth to age five, with majority support across the political spectrum.

		REPUBLICANS	INDEPENDENTS	DEMOCRATS
Expanding voluntary early learning classes throughout the state	73%	55%	76%	86%
Helping working families afford the high cost of child care and preschool	72%	57%	71%	86%
Training preschool and early elementary teachers in skills to meet individual children's needs	81%	71%	82%	90%
Voluntary coaching and education for new parents	79%	70%	79%	88%

## Colorado voters are more likely to vote for candidates who support early childhood education.

47% of voters say that if a candidate in Colorado supported investments in early childhood education they would be more likely to vote for him or her. Only 12% of voters said they would be less likely.

