

## **First Five Years Fund**

**Key findings from a national survey of 800 registered voters conducted July 8-11, 2013.**



**LORI WEIGEL**



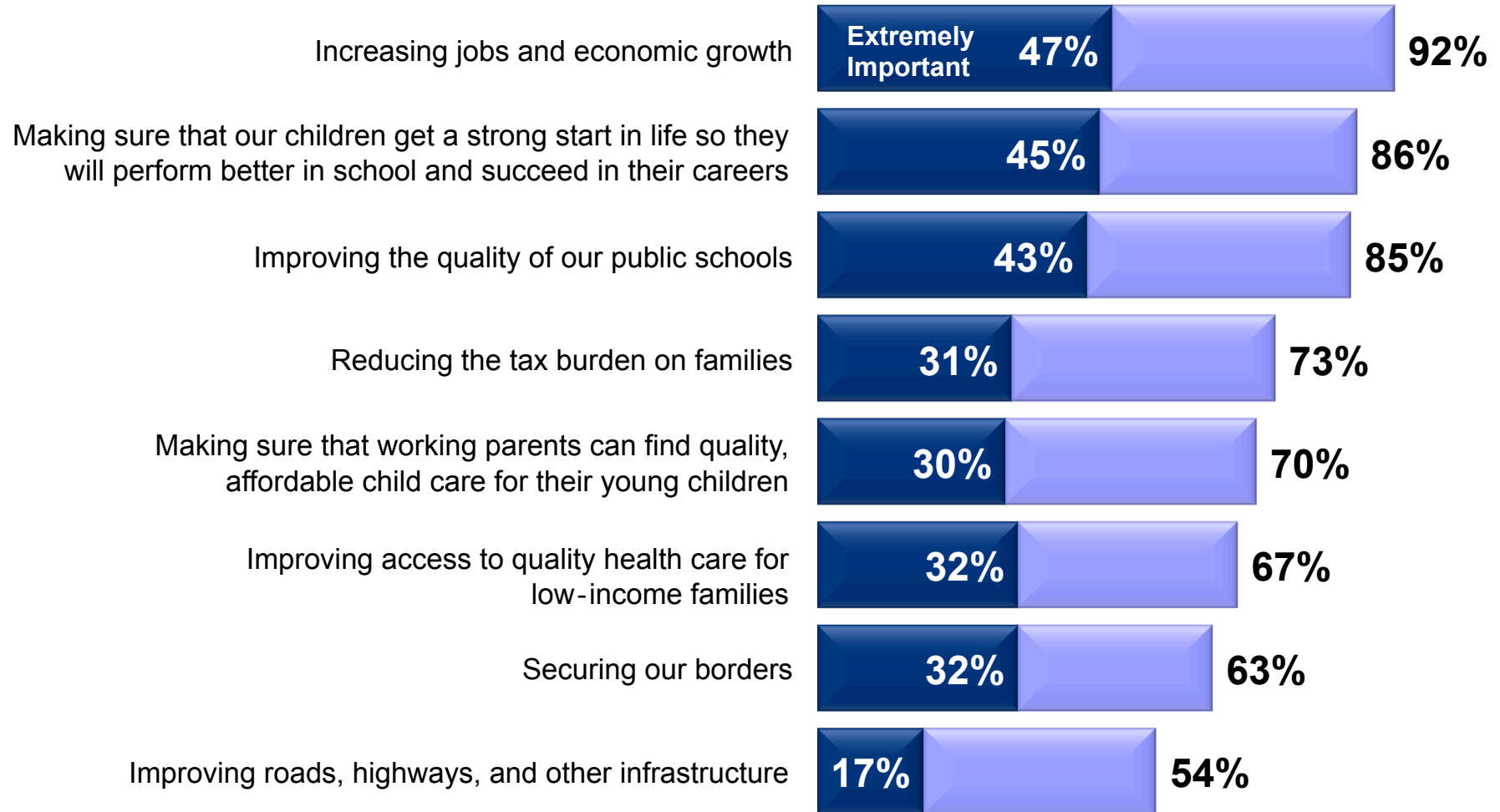
**JAY CAMPBELL**

# METHODOLOGY

- National survey of 800 registered voters conducted on both landlines and cell phones
- Interviewing completed July 8-11, 2013
- 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

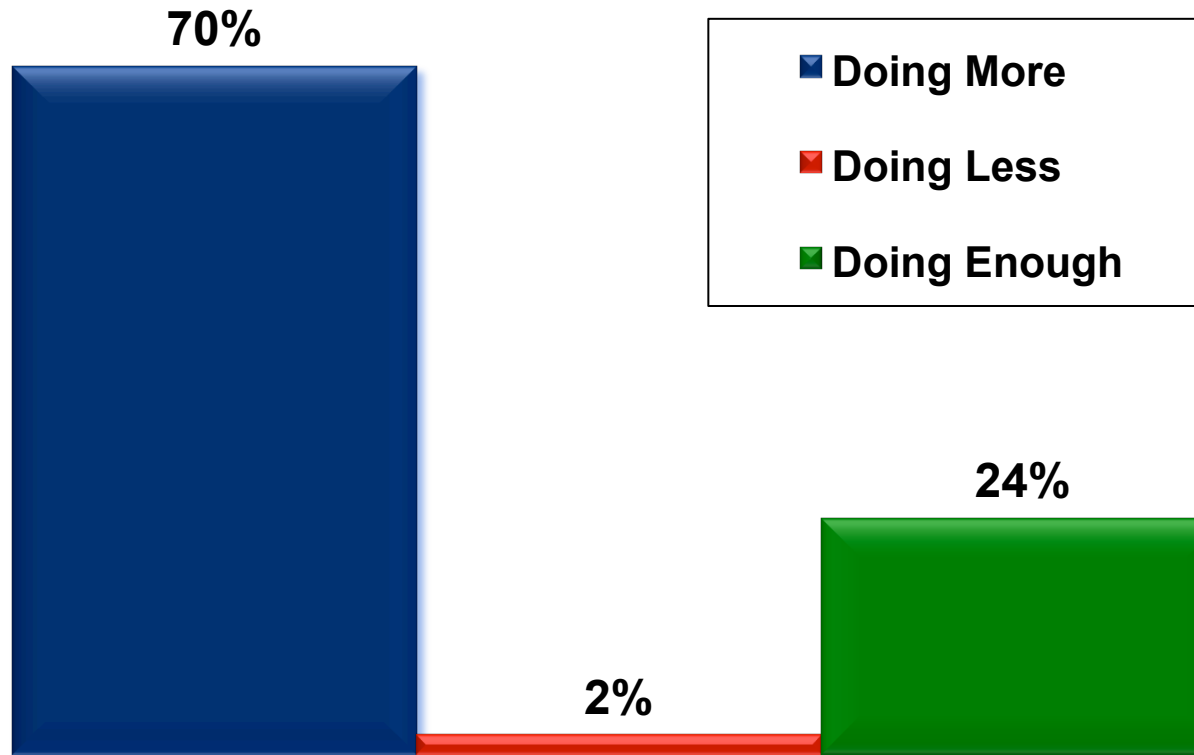
# Voters place children getting a strong start in life as one of the highest national priorities.

Ranked By % Extremely/Very Important



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.

**Overwhelmingly, voters say we should be doing more to ensure children start kindergarten ready to do their best – virtually no one says do less.**



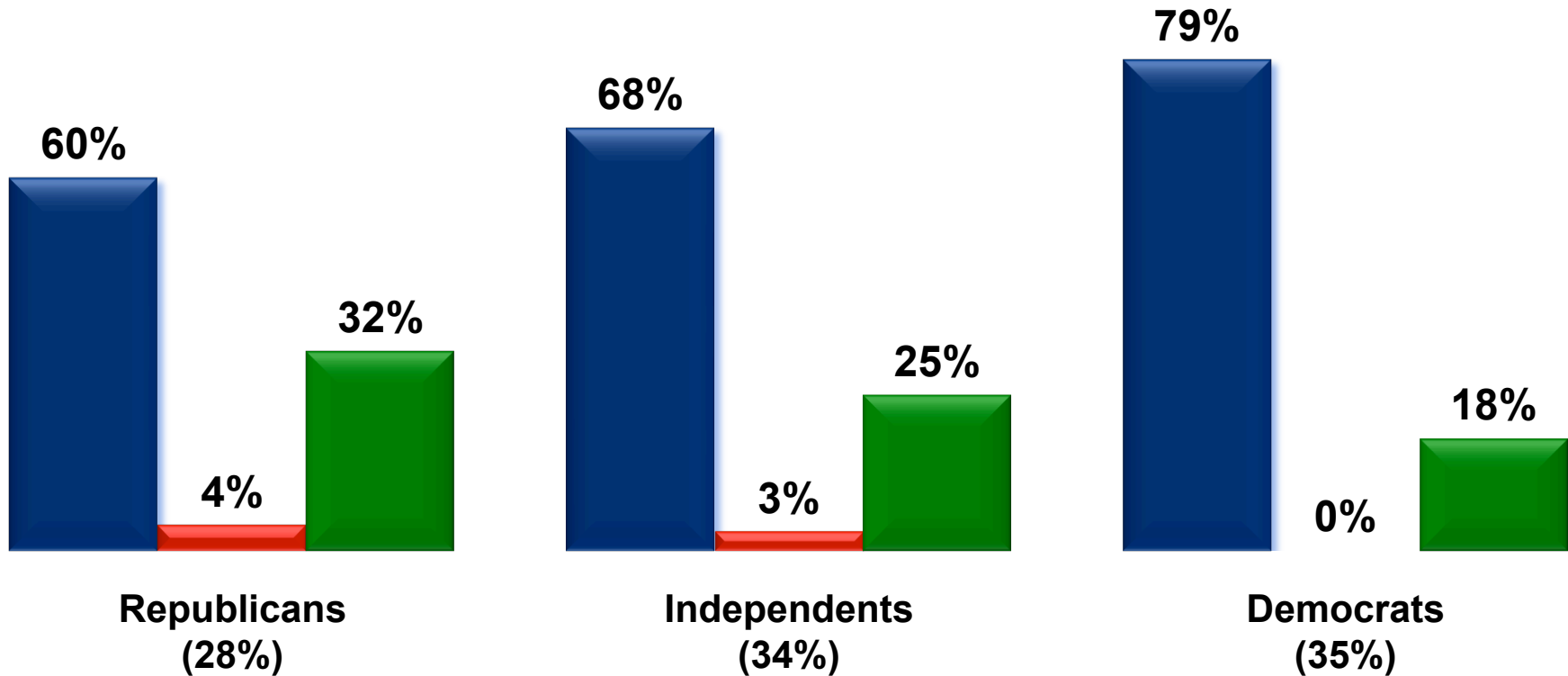
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And when it comes to ensuring that children begin kindergarten with the knowledge and skills they need to do their best in school, do you think we should be doing more, doing less, or are doing enough?

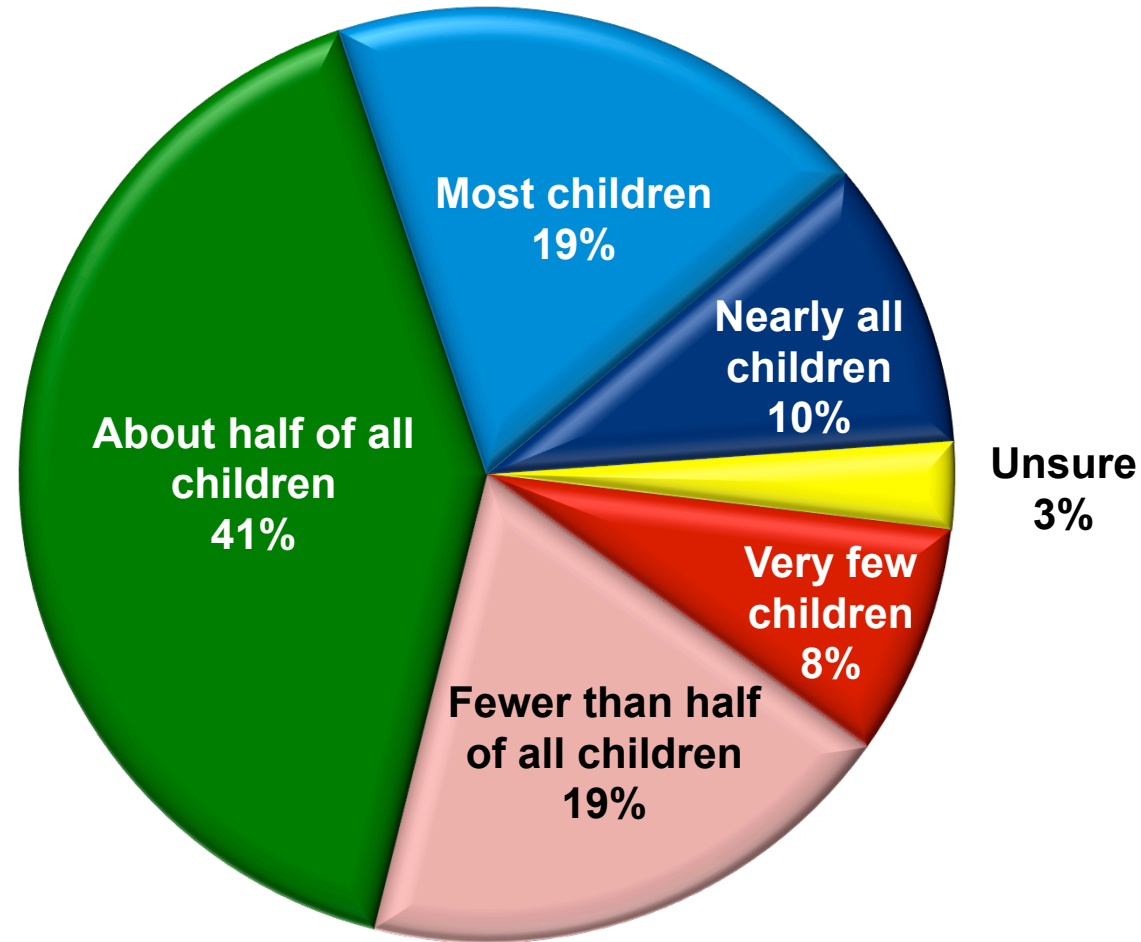
# Voters across the political spectrum say that we should be doing more.

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

■ Doing More ■ Doing Less ■ Doing Enough



## More than two-thirds say that half or fewer children start kindergarten with the needed skills.



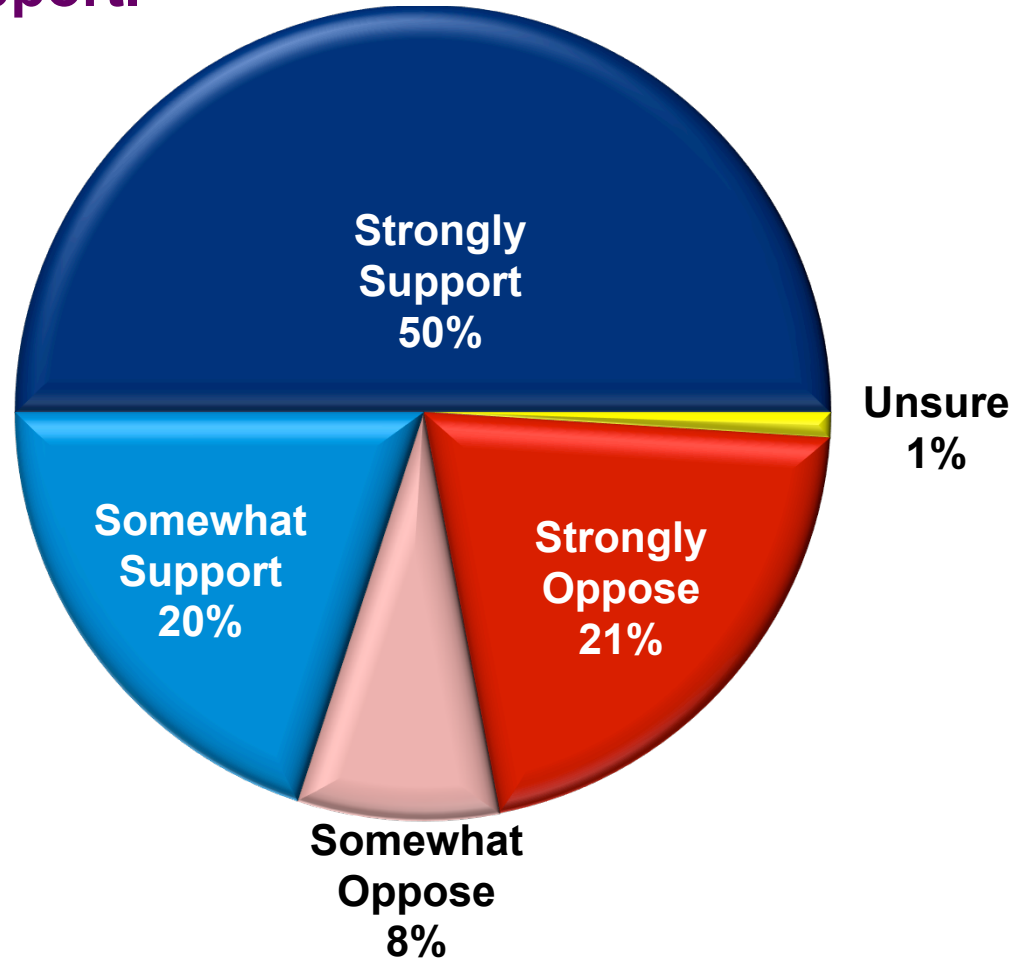
What proportion of children do you think begin kindergarten with the knowledge and skills they need to do their best in school--nearly all children, most children, about half of all children, fewer than half of all children, or very few children?

# THE PROPOSAL

**“Congress is considering 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. The plan would be paid for by a 94 cent per pack increase in the cigarette tax and not add to the federal budget deficit.”**

**Seven-in-ten support this proposal,  
with half strongly in support.**

<b>Total Support</b>	<b>70%</b>
<b>Total Oppose</b>	<b>29%</b>



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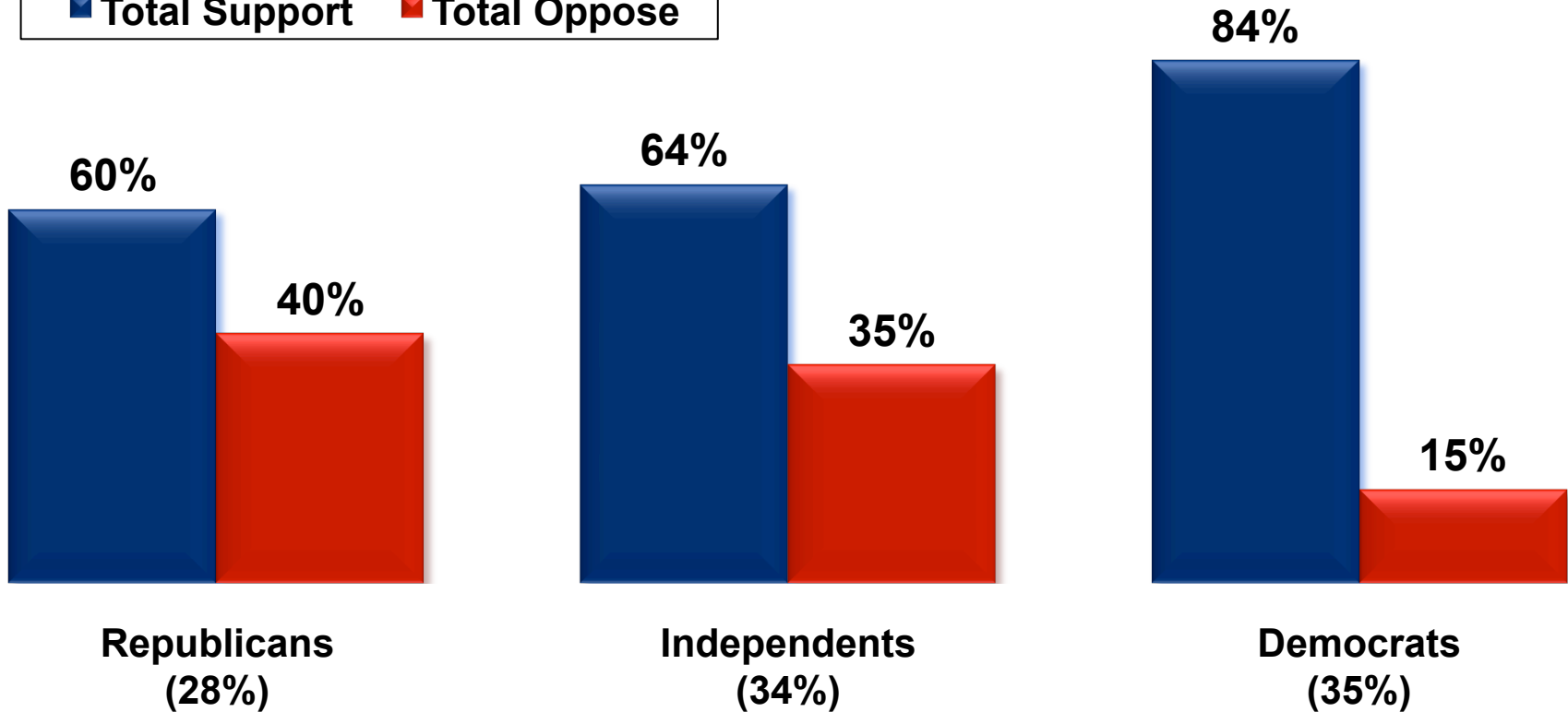
Would you support or oppose this plan to help states and local communities provide better early childhood education?



**A majority of voters across the political spectrum – including three-in-five GOP voters – indicate support for this proposal.**

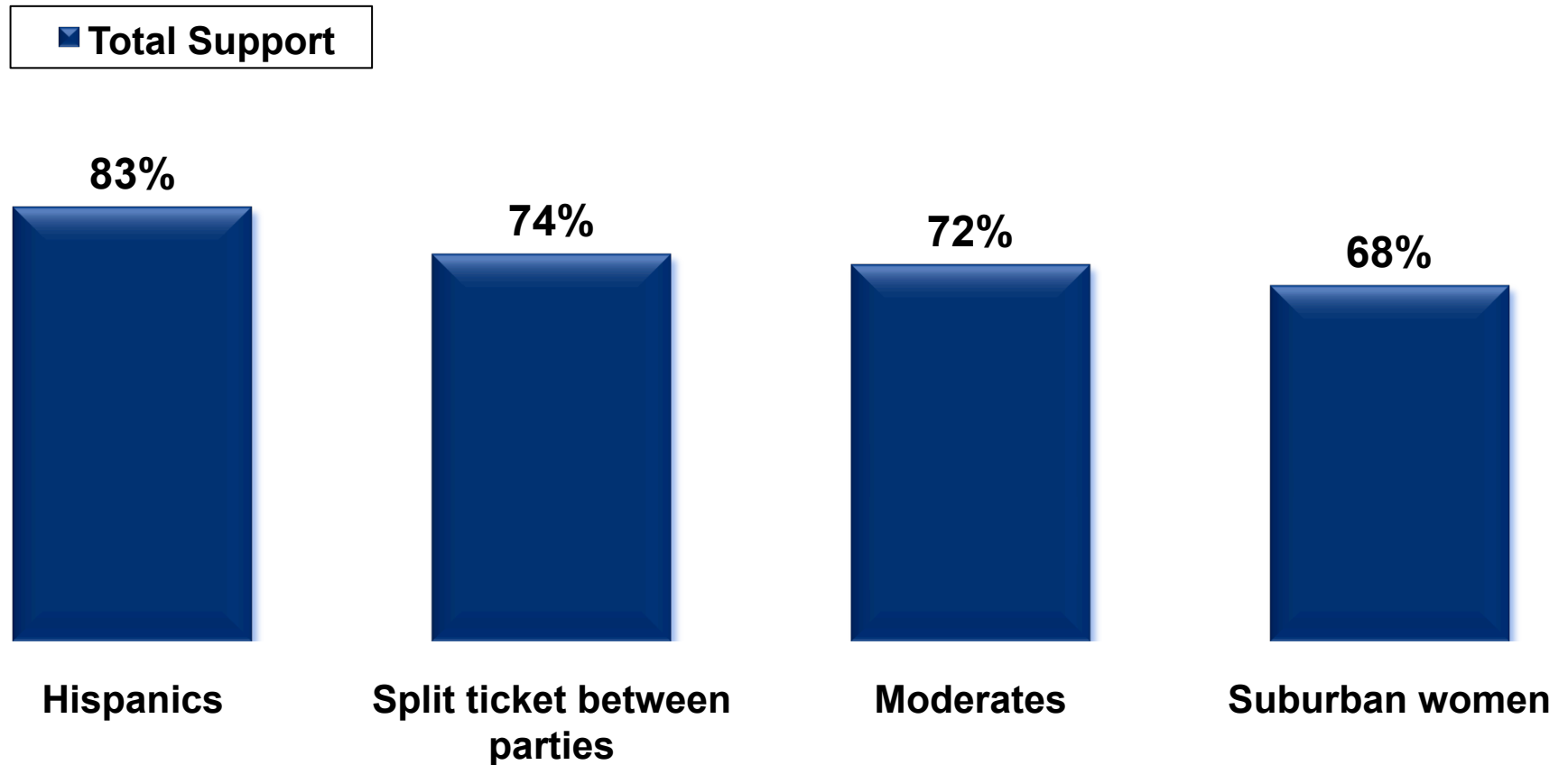
### Early Education Ballot By Party

■ Total Support ■ Total Oppose



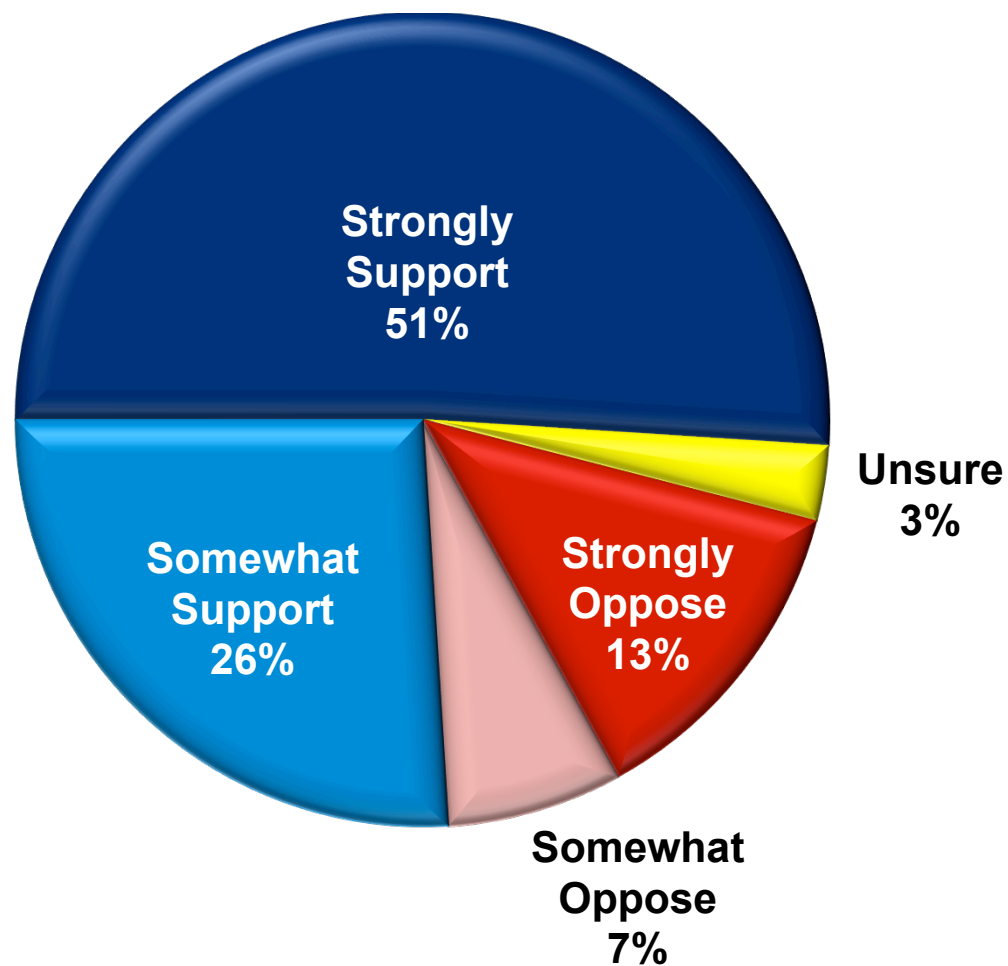
# Key swing voter sub-groups demonstrate solid support for a plan to invest in early education.

## Early Education Ballot By Key Sub-groups



Once voters know definitively that the proposal is deficit neutral, support increases further.

<b>Total Support</b>	<b>77%</b>
<b>Total Oppose</b>	<b>20%</b>



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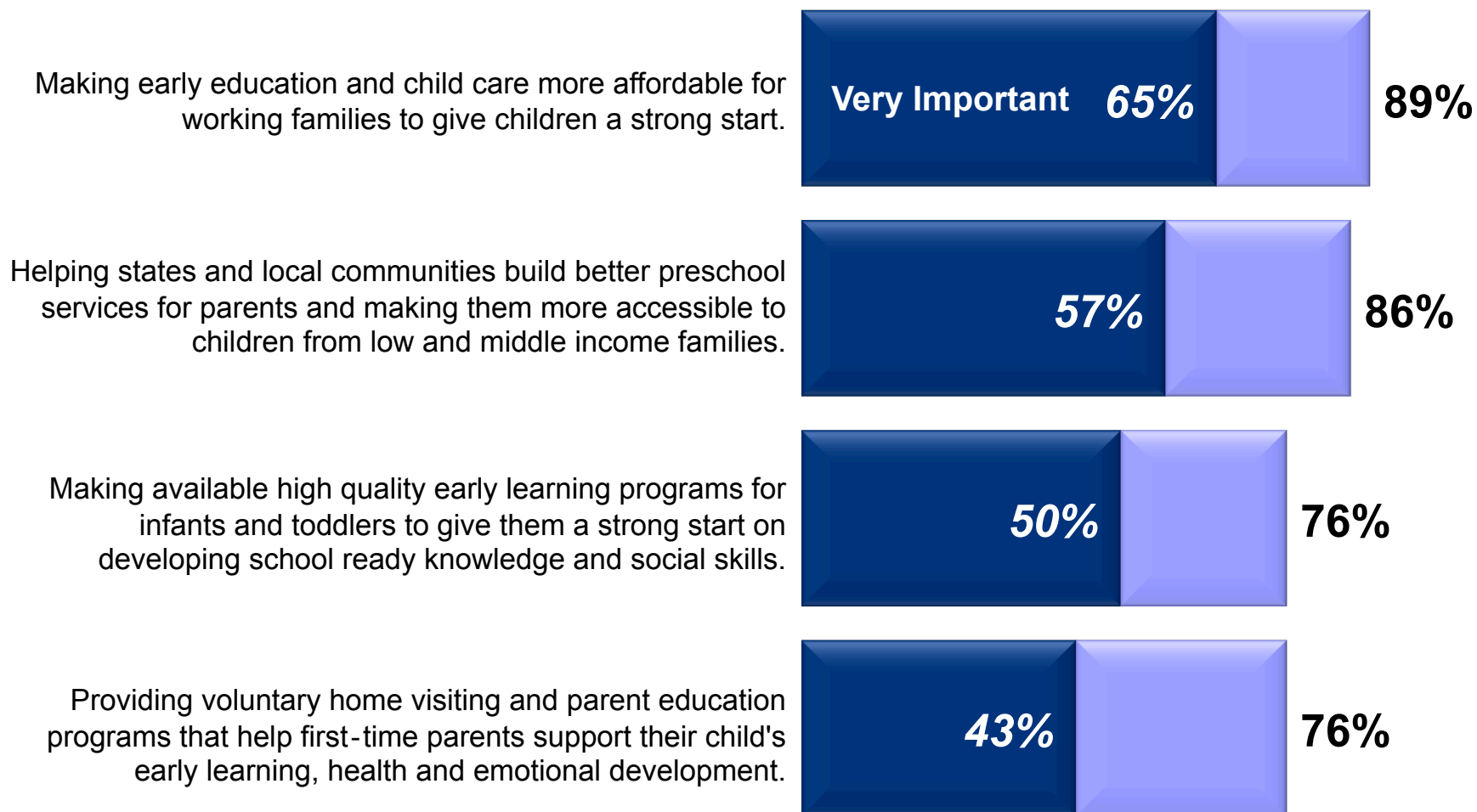
Would you support or oppose this plan if it were funded in a way that did not add to the deficit or increase debt?

## Support increases the most with GOP and Tea Party voters.

Increase in Initial Ballot Support By Party	Initial Ballot	Deficit Neutral	Difference Score
Tea Party	49%	64%	<b>+15%</b>
Republicans	60%	72%	<b>+12%</b>
Democrats	84%	88%	<b>+4%</b>
Independents	64%	71%	<b>+7%</b>

## Every element of the plan that was tested is perceived to be important.

Ranked By % Total Important



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.

# Irrespective of party there is strong support for the proposal.

Plan Items By Party (% Total Important)	GOP	IND	DEM
Making early education and child care more affordable for working families to give children a strong start.	80%	89%	97%
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%	85%	96%
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.	68%	73%	88%
Providing voluntary home visiting and parent education programs that help first-time parents support their child's early learning, health and emotional development.	65%	72%	89%

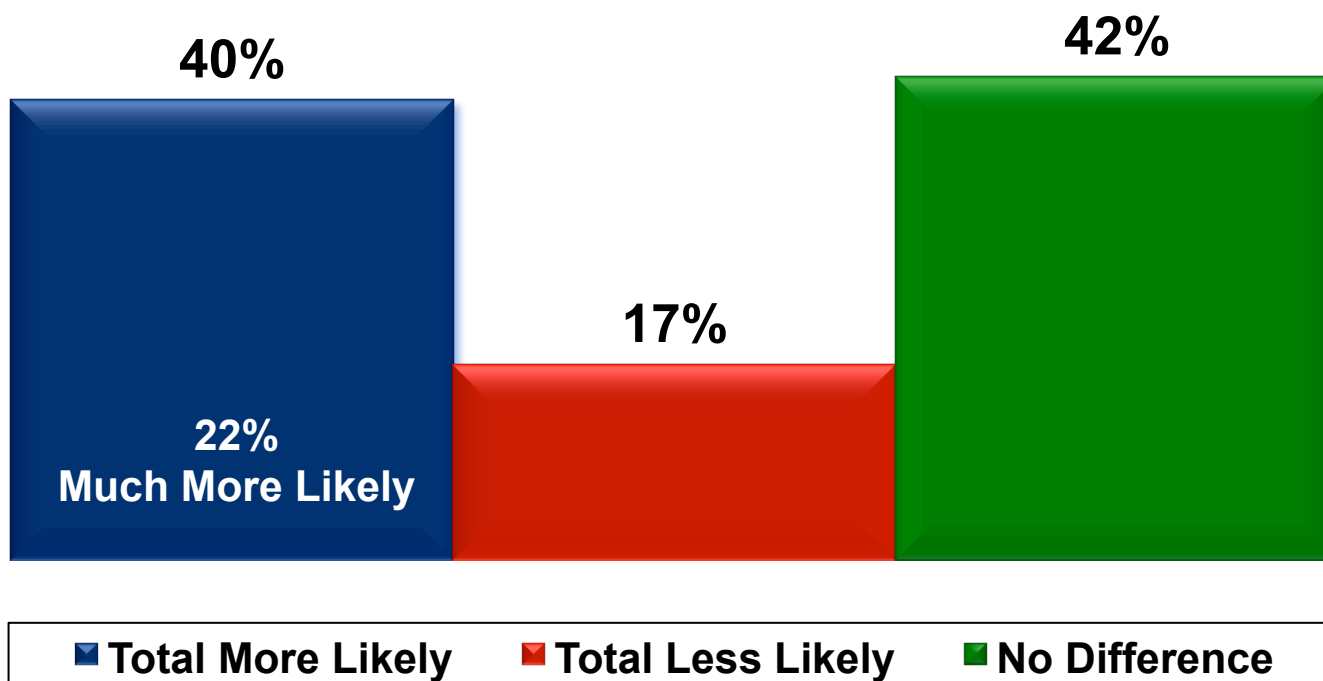
**Voters want immediate action on this issue with nearly twice as many telling Congress to act now, rather than to hold off.**



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And would you prefer that Congress...

**A vote in support of this proposal is twice as likely to be a positive for a Member of Congress.**



If your Member of Congress voted in favor of the early childhood education proposal we have been discussing, 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?



## After hearing both sides of the issue, voters remain solidly in support of the proposal.

This proposal is a good idea. Quality early childhood programs help parents give their children a strong start by building the early skills they need to succeed in school, career and life. They help boost student performance, improve high school graduation rates and ensure students can get the jobs of the 21st century with higher earnings. This proposal will provide states with the funding and flexibility to build their own high quality programs without adding to the deficit.

62%

This proposal is a bad idea. Government will be injecting itself yet again into parents' private decisions, and forcing states to create programs they may not need or want. We can't afford another huge government entitlement program that costs billions of dollars. If parents want their children to attend pre-kindergarten, it is their responsibility to find the right one and pay for it.

36%

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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.

# THE BOTTOM LINE

- It is clear that early childhood learning and the benefits it would provide in ensuring children a solid start in life are viewed as important national priorities for voters.
- There is solid support for doing more in the abstract, and a great deal more for a specific proposal to make significant investments in this arena.
- Voters perceive a need that can be addressed, and are intensely supportive once they know the plan will be deficit neutral.
- Support for the proposal withstands criticism as well.

**THANK YOU**



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