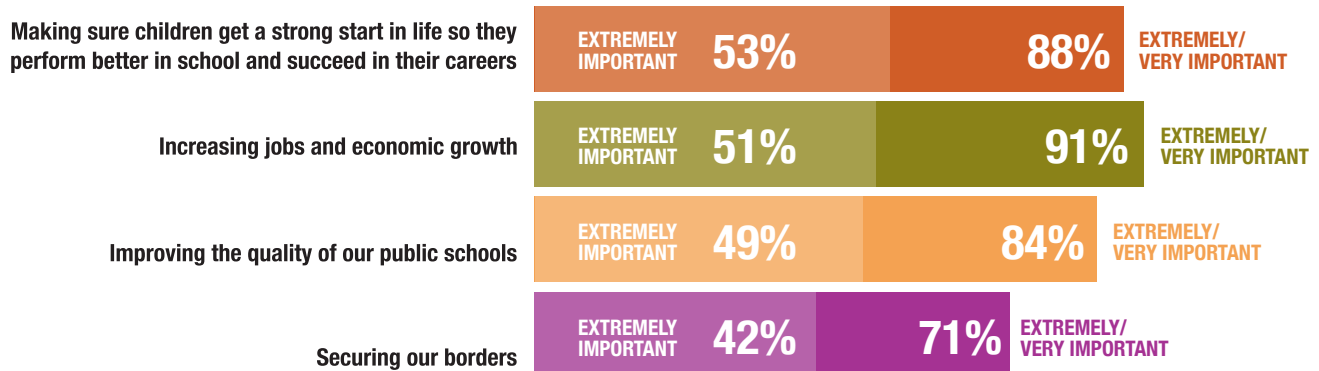


FLORIDA SPEAKS: INVESTING IN EARLY CHILDHOOD EDUCATION IS A TOP PRIORITY.



A new state poll conducted by the bipartisan team of Public Opinion Strategies and Hart Research Associates shows that Florida voters view early childhood education as critically important for the state and nation¹. **Majorities of Democrats, Republicans and Independents support increased federal investment in early childhood education as well as increased state investments in high-quality preschool, training programs for early elementary teachers and voluntary parent coaching programs that prepare children for success in school.** 54% of voters are more likely to vote for candidates who support these investments.

Making sure children get a strong start in life is considered extremely important by more voters than any other state priority—including jobs. Jobs are the number one priority overall at 91%, with 51% saying it's extremely important; a strong start for children is second overall at 88%, with 53% saying it's extremely important.



Florida voters sense a problem that only quality early childhood education can solve. Three in five voters say that we should be doing more to ensure children begin kindergarten with the knowledge and skills they need. 60% say we should do more, only 29% say we are doing enough, and virtually nobody says we should be doing less (6%).

Majorities of voters across ethnic backgrounds want more to be done:

- White voters: 57%
- African American voters: 71%
- Hispanic voters: 59%



¹ **Methodology:** Public Opinion Strategies and Hart Research Associates conducted a telephone survey of N=500 voters in Florida on both landline and cell phones. The survey was conducted September 18-21, 2014, in both Spanish and English, 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.

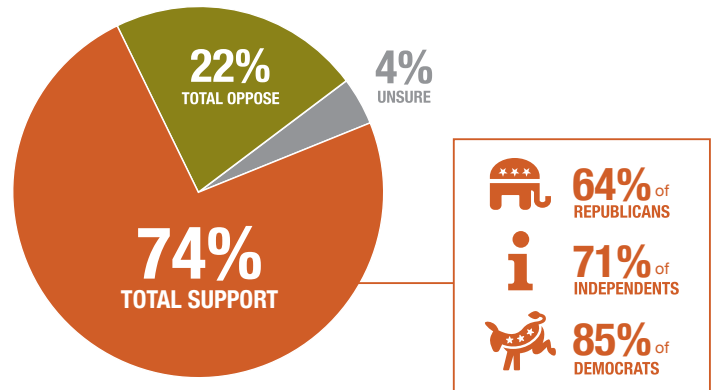
FLORIDA VOTERS AGREE: EARLY CHILDHOOD EDUCATION IS A TOP PRIORITY FOR THE STATE AND THE NATION.

Three in four Florida 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 64% of Republicans, 71% of Independents and 85% of Democrats. 75% of voters support greater investment in early childhood education 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 is needed in the future.

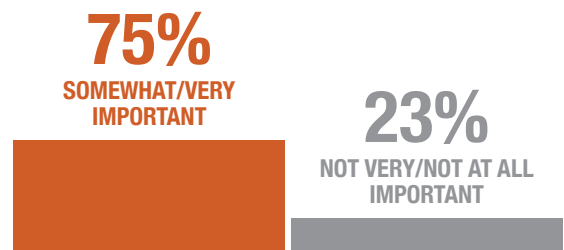
Key voter groups overwhelmingly support this proposal, including:

- Women: 76%
- Moderate/Liberal Republicans: 78%
- Moderates: 76%
- Seniors: 68%

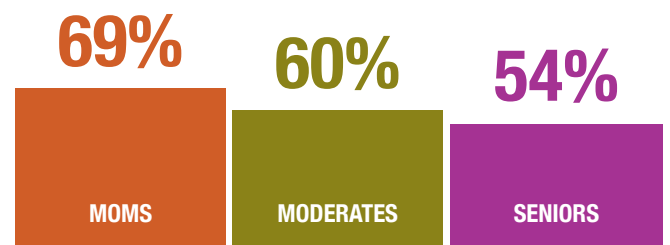
By a 14-point margin, voters want Congress to take action on this issue now. 58% of voters want Congress to take action on a federal plan now. Only 36% think this is an issue that can wait until later.



Three-quarters of state voters support a statewide early learning rating system so that parents in the state can make informed decisions. Poll respondents were presented with general background and context for this program. They were asked how important such a statewide system would be in Florida. It registered overwhelming support among the electorate, with relatively little opposition, as 75% consider it important and only 23% do not.



A majority of voters are more likely to vote for candidates who support early childhood education. 54% of voters say that if a candidate in Florida supported investments in early childhood education they would be more likely to vote for him or her. In fact, 35% say they would be much more likely, with only 14% saying they would be less likely. Key voter groups, especially mothers, are more likely to vote for a candidate who supports early childhood education.



Voters also support programs that strengthen families, like voluntary parent education programs. 81% of Florida voters support these programs, including a majority of Republicans (70%), Independents (79%) and Democrats (90%).

There is even stronger support for investments in teacher training and classroom resources—with overwhelming majorities across the political spectrum. Nearly nine in ten voters (87%) support investments so that all preschool and early elementary school teachers are able to teach each child in a way that meets his or her individual needs. This includes 82% of Republicans, 81% of Independents and 95% of Democrats.