

First Five Years Fund

Key findings from a statewide survey of 600 registered voters in Florida conducted July 19-23, 2016.



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METHODOLOGY

- Statewide survey of 600 registered voters in Florida conducted on both landlines and cell phones
- Interviewing completed July 19-23, 2016
- Overall margin of error of $\pm 4.0\%$
- Sample distributed proportionally throughout the state and is demographically representative of the electorate
- Bipartisan research team of Hart Research and Public Opinion Strategies

Ensuring adequate funding for state needs like education remains solidly more important than keeping taxes low.

2014

2016

**Making sure that there is sufficient funding
for needs such as education**

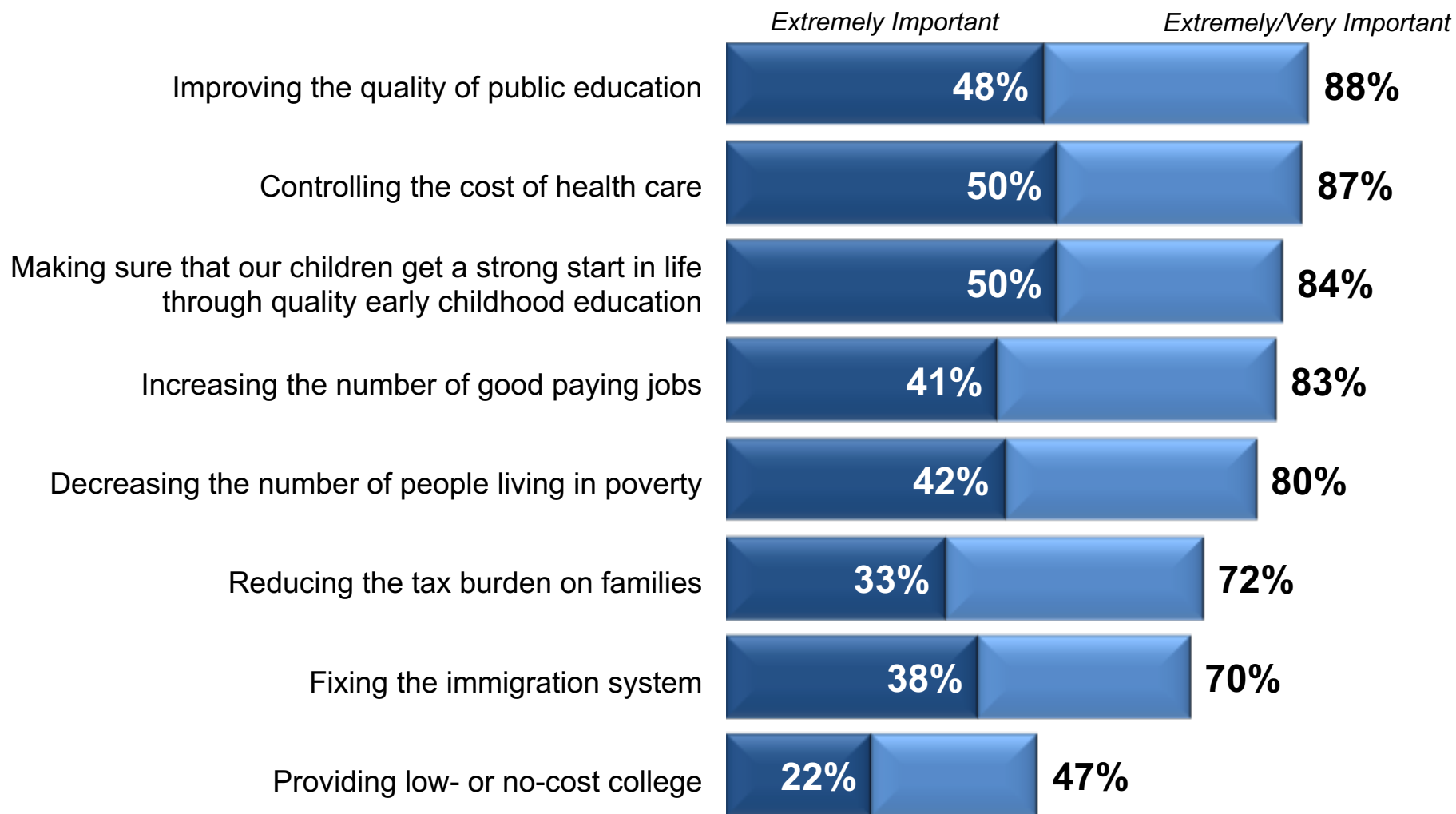
57% 58%

Holding the line on taxes and spending

38% 37%

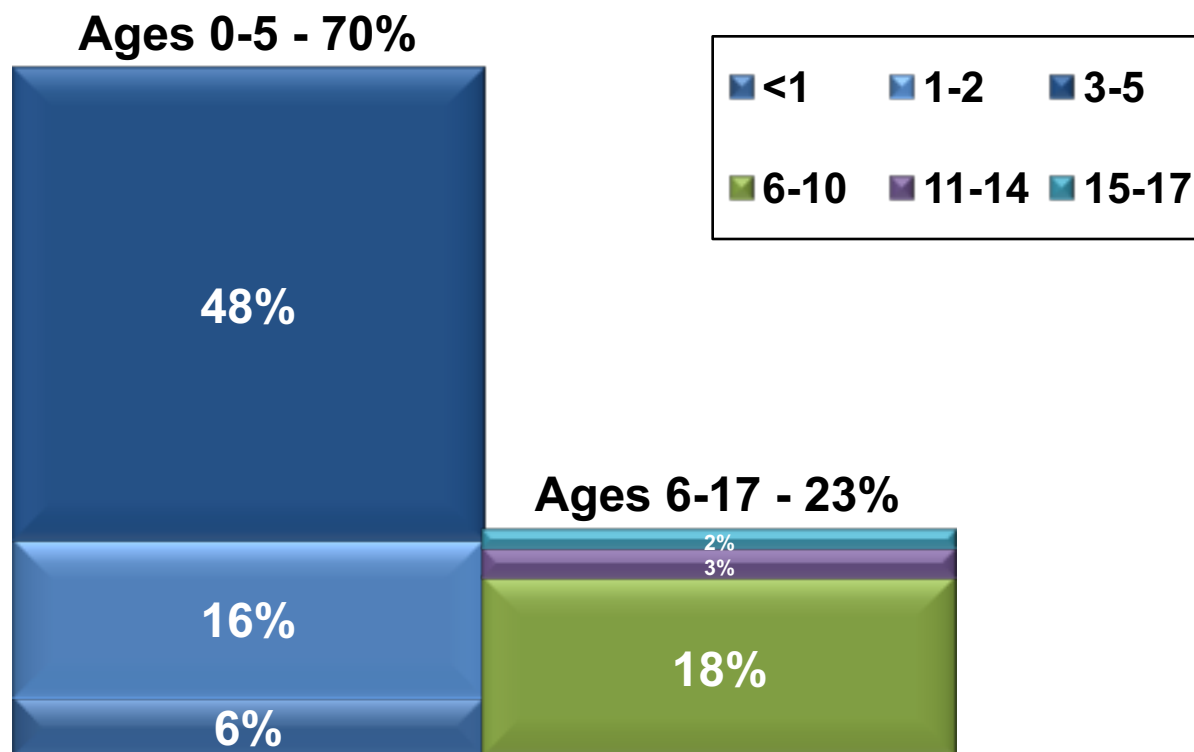
Which of the following do you think is a greater priority right now – holding the line on taxes and spending, or making sure that there is sufficient funding for needs such as education?

Early education is on par with controlling health care costs as a national priority.



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.

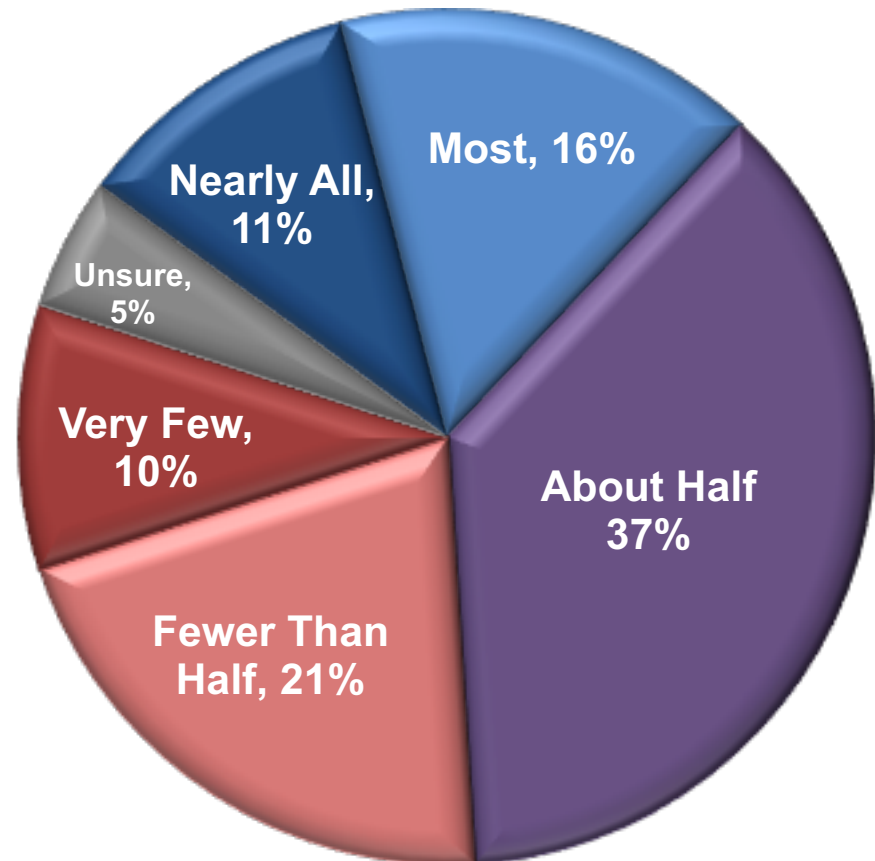
Seven-in-ten Floridians say birth to age five is the most important time for developing a child's capacity to learn.



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

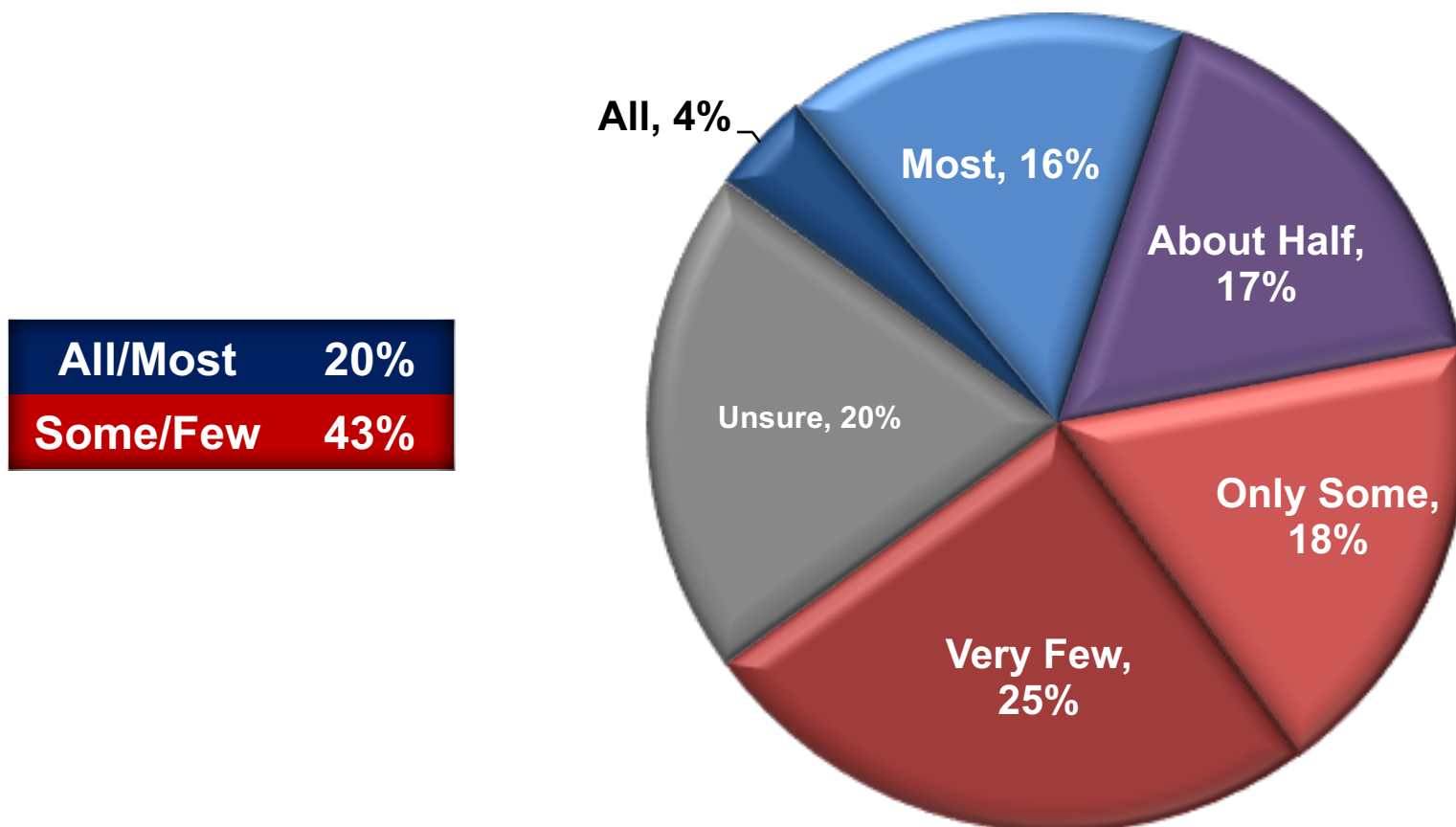
Most respondents say that half or fewer children are prepared for kindergarten.

All/Most Children	27%
Half/Less Than Half/Very Few Children	68%



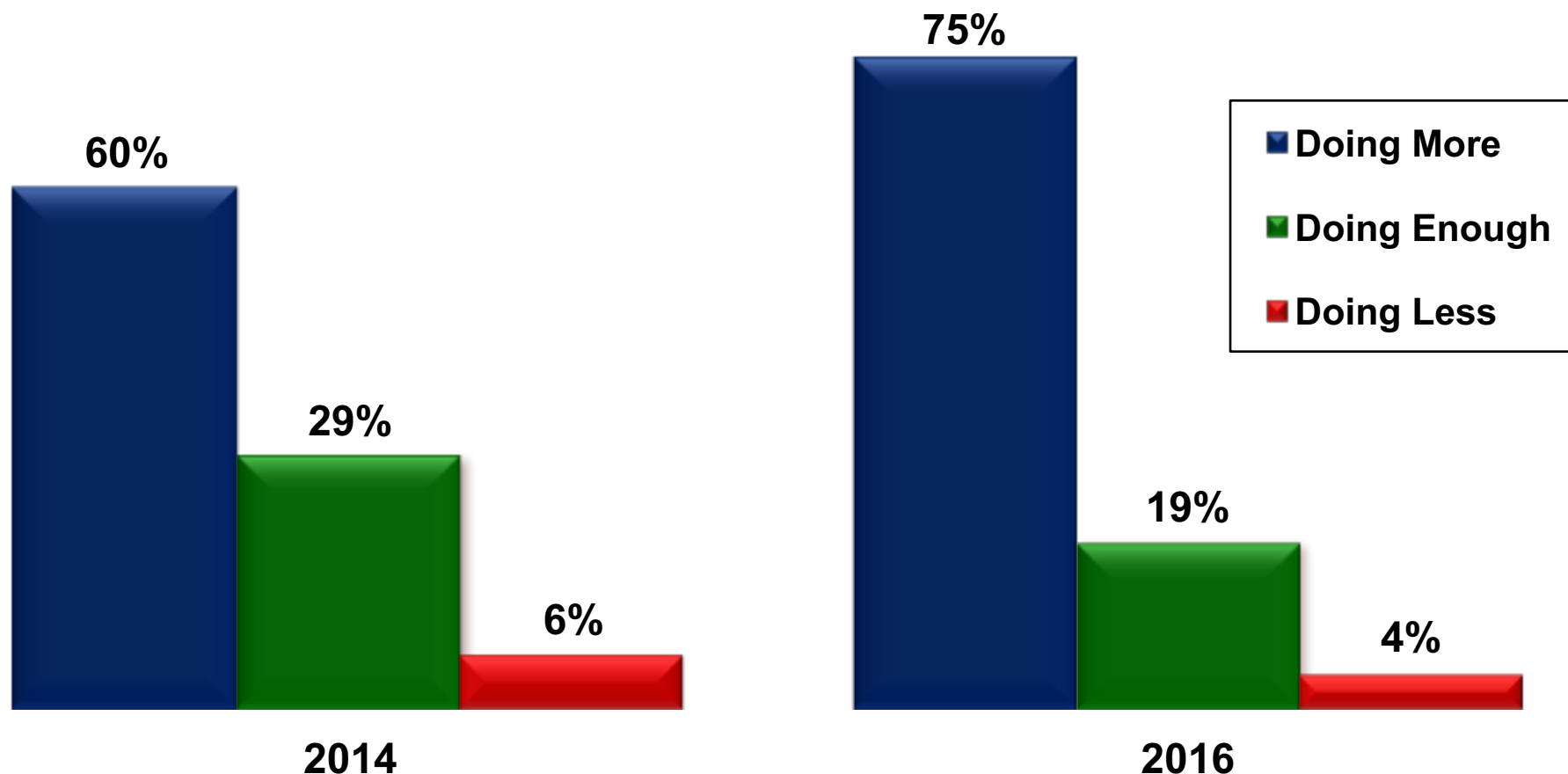
What proportion of children do you think begin kindergarten with the knowledge and skills they need to do their best in school--nearly all children, most children, about half of all children, fewer than half of all children, or very few children?

Almost half of voters feel that that early education programs in their area are not high-quality and affordable.



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?

Three-quarters of Florida voters think we should be doing more—up significantly from two years ago.



And when it comes to ensuring that children here in Florida 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?

The significant increase to 75% of state voters wanting to take action on early childhood education is evident across most sub-groups.

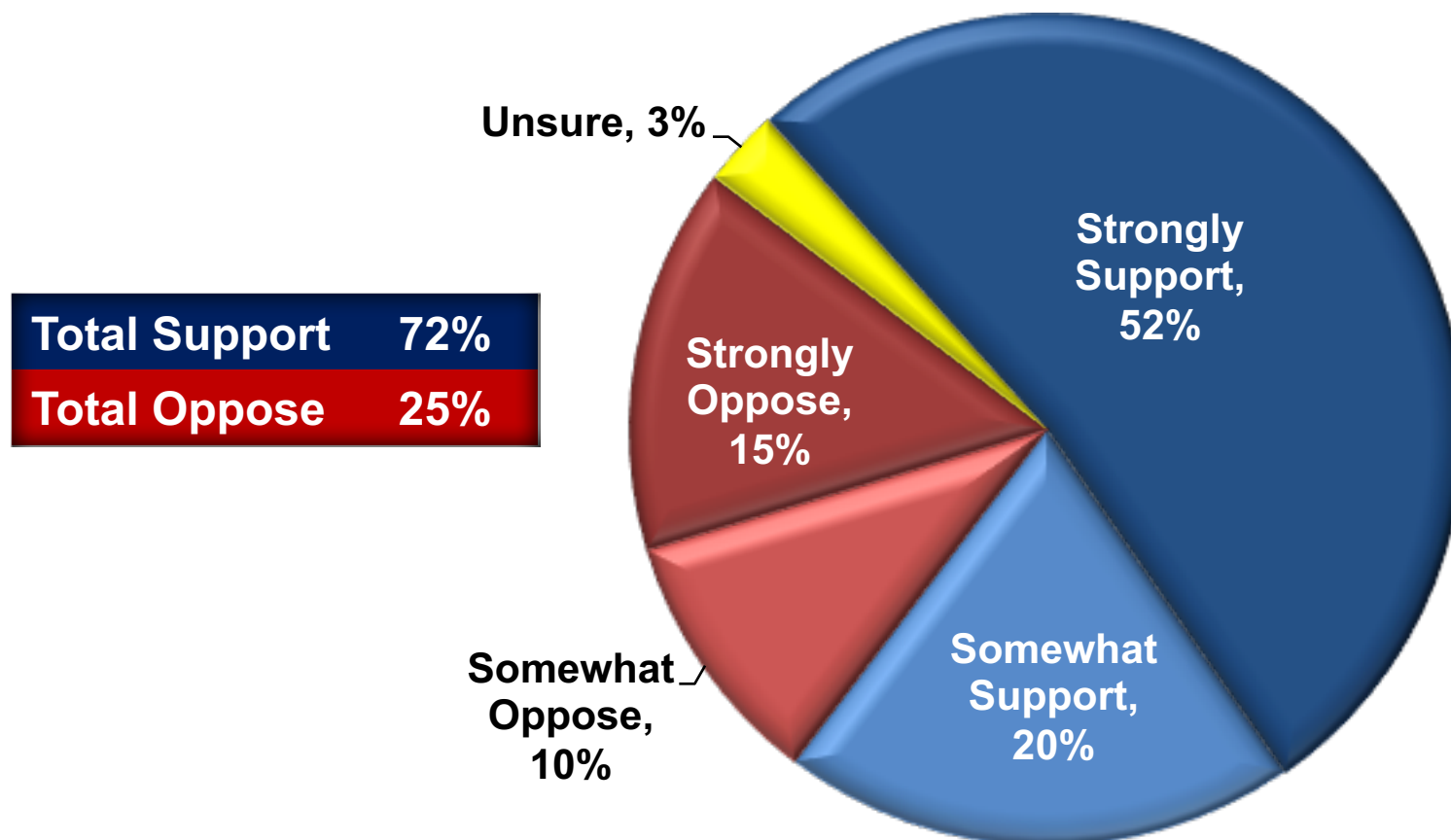
<i>Increase in Doing More (+15% Overall)</i>	2014	2016	Net Increase
Party			
Republicans	46%	61%	+15%
Independents	63%	76%	+13%
Democrats	72%	88%	+16%
Gender/Age			
Men Ages 18-44	63%	73%	+10%
Men Ages 45+	50%	71%	+21%
Women Ages 18-44	57%	79%	+22%
Women Ages 45+	66%	76%	+10%
Parents			
Dads	68%	70%	+2%
Moms	61%	73%	+12%
Men Without Kids	50%	72%	+22%
Women Without Kids	64%	79%	+15%

And when it comes to ensuring that children here in Florida 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?

FEDERAL INVESTMENT PROPOSAL

“Now, thinking about one potential national 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.”

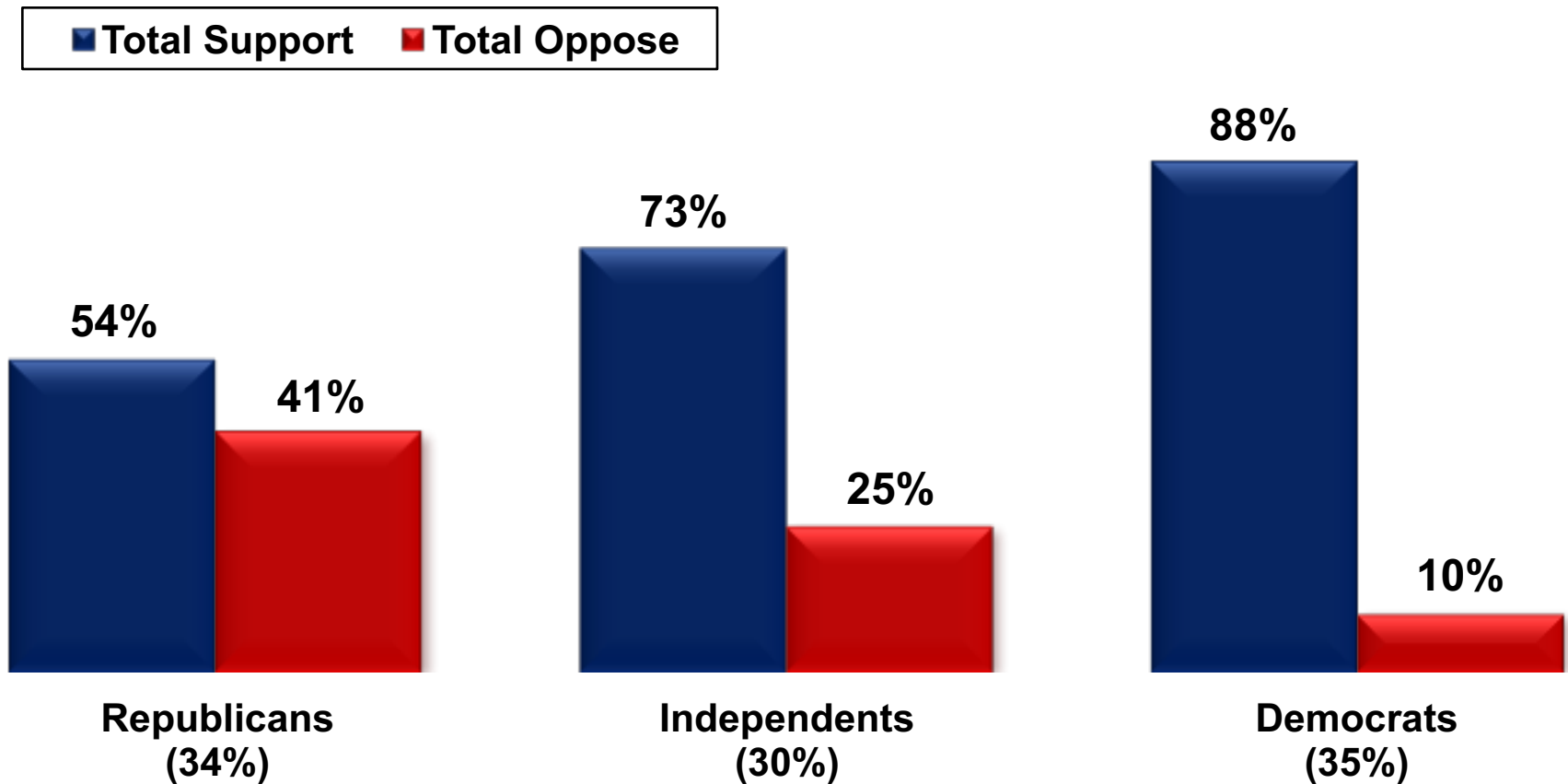
Nearly three-quarters support this significant investment by the federal government in early childhood education.



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 support this significant federal investment.

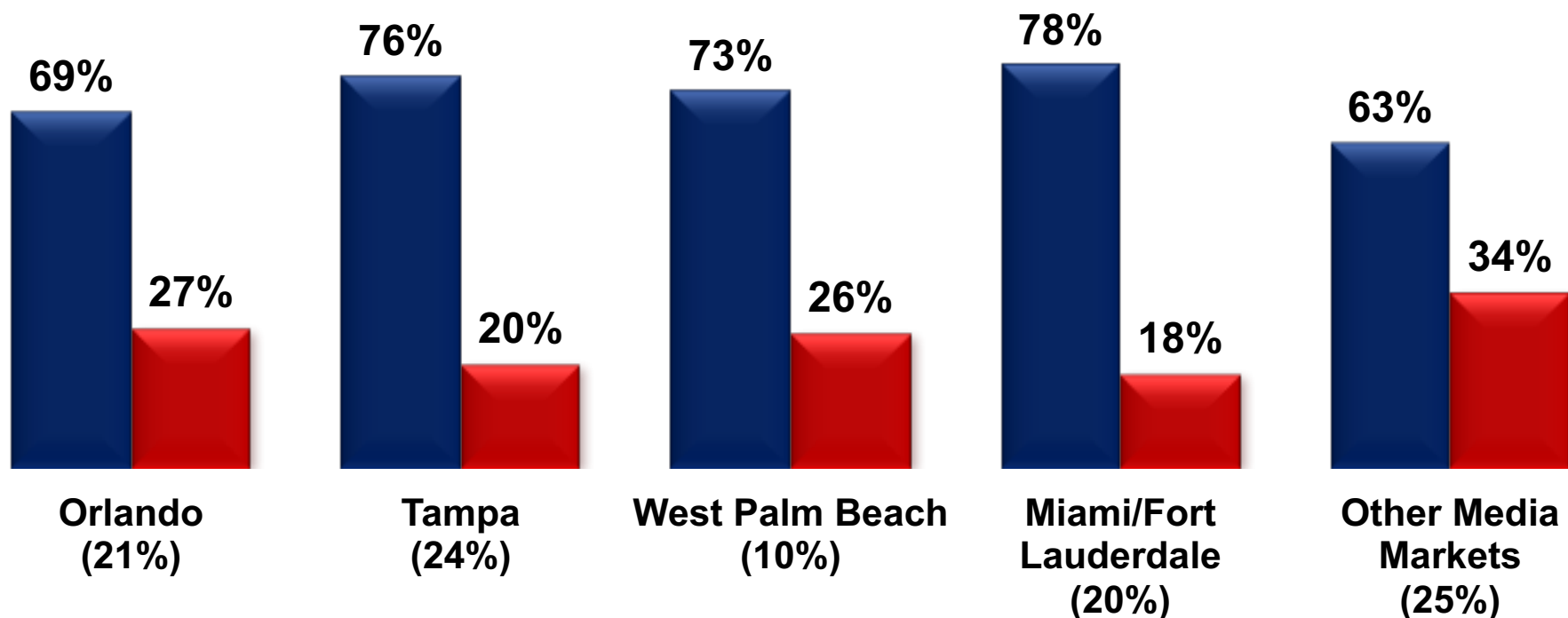
Early Education Proposal By Party



A majority in every region back this significant federal investment.

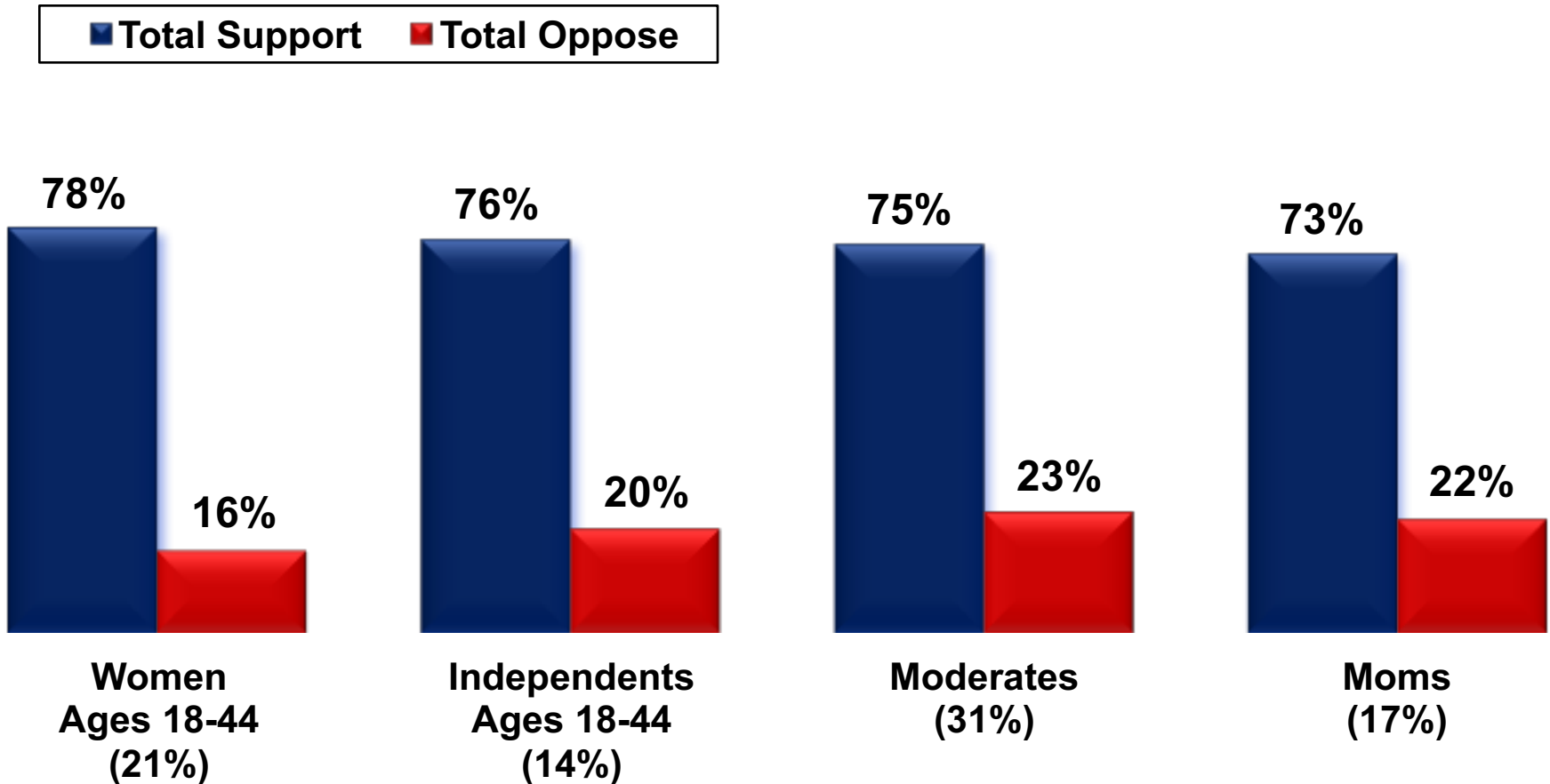
Early Education Proposal By Media Market

■ Total Support ■ Total Oppose

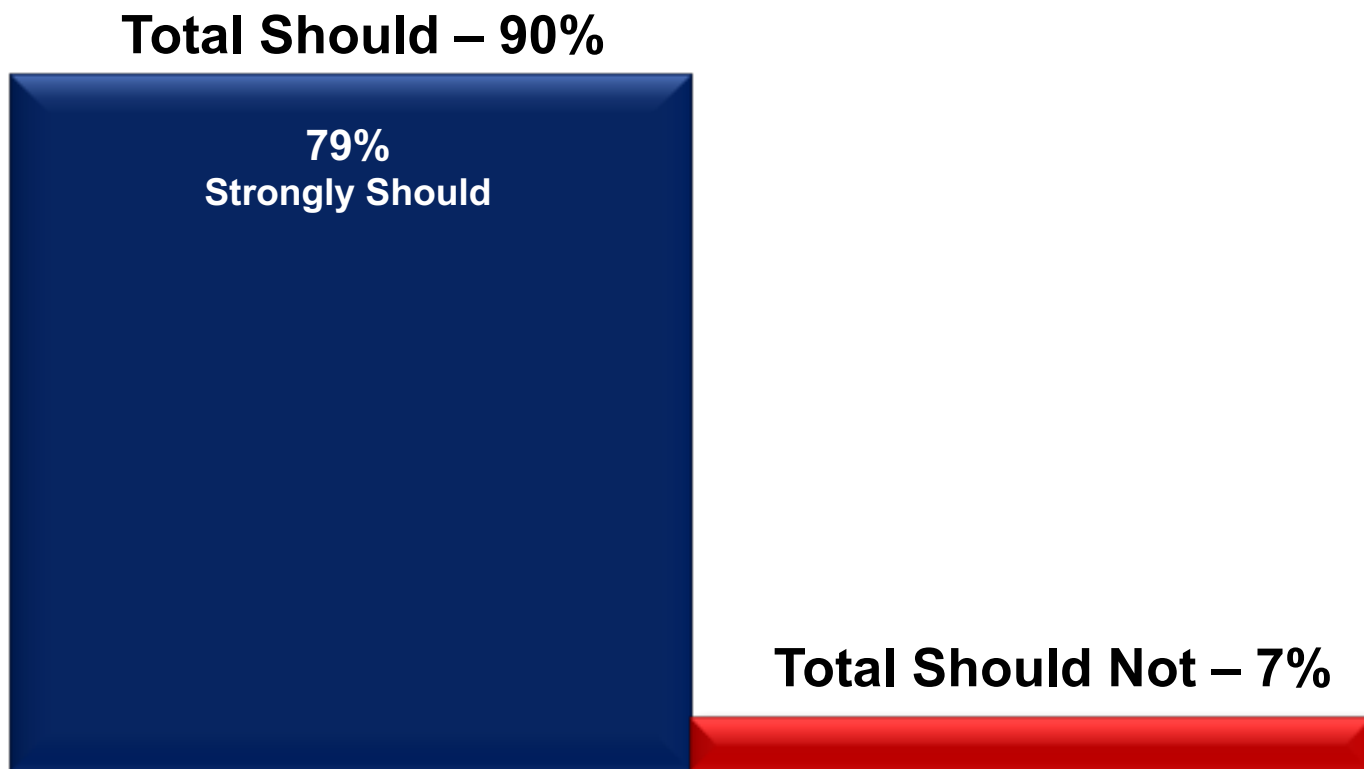


Critical swing voter sub-groups are some of the most enthusiastic about funding quality early education.

Early Education Proposal By Key Sub-groups

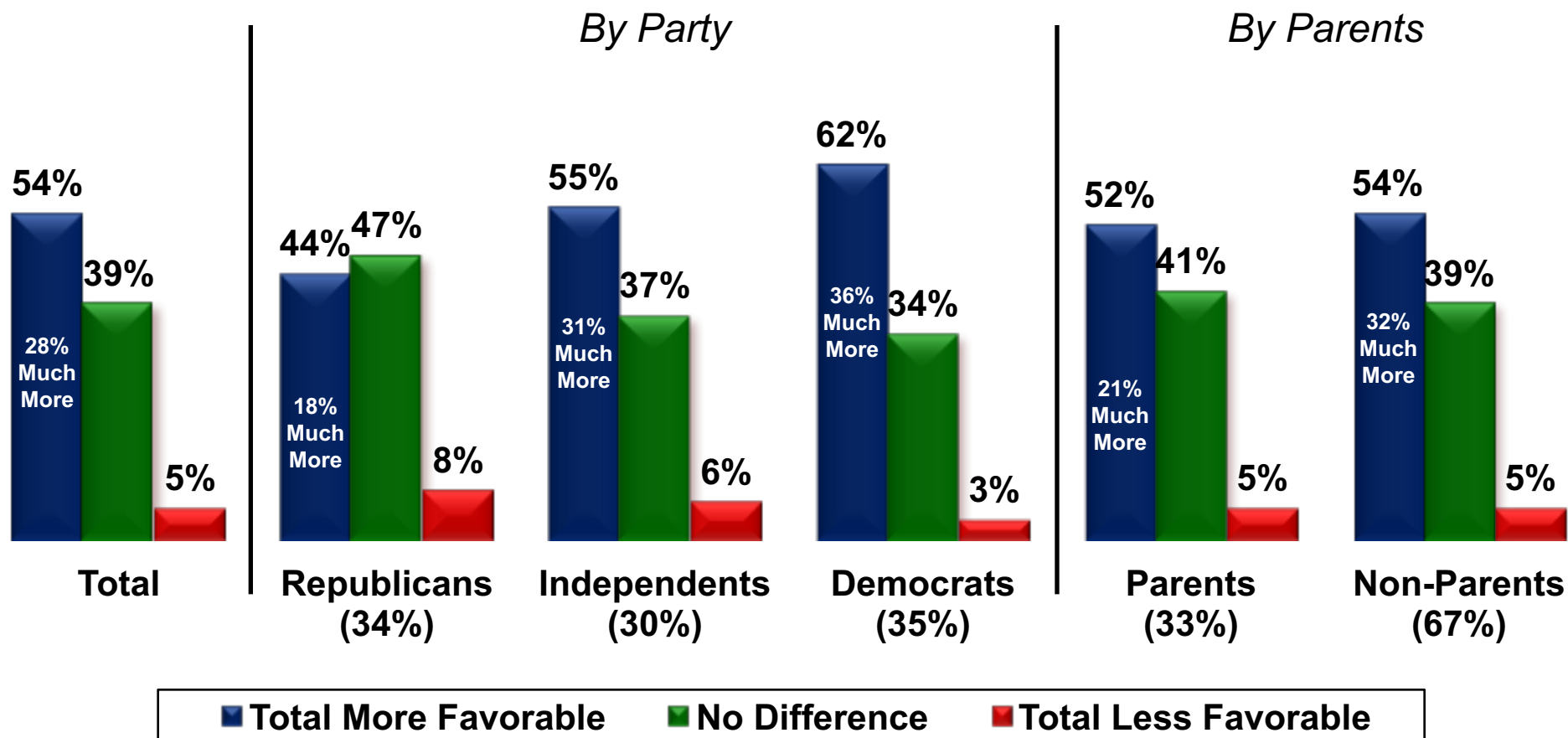


Almost all respondents feel Congress should work together with the next president to improve access to early education.



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?

A candidate's support for early education is seen as positive for more than half of Floridians overall, and negative for almost none.



And if a candidate for elected office here in Florida supported investing in 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?

Floridians express strong support for a range of specific changes in early education, including a large state investment.

Proposals Ranked by % Total Support

	Total Support	Total Oppose
<i>Investing in standards, training and classroom resources so that all preschool and elementary school teachers are able to teach each child in a way that addresses their individual needs and ensures they have a strong start in reading and school.</i>	87%	12%
<i>Providing home- and community-based education and support to parents who ask for help to improve their child's health and ensure children are ready to learn when they start school.</i>	84%	13%
<i>Increasing funding by 85 million dollars for the education of children ages five and younger to make sure they can get the quality child care and early learning they need to be successful when they enter kindergarten. This would be similar to the increase in funding that the Florida legislature recently provided for education for children in kindergarten through twelfth grade by 100 million dollars.</i>	72%	24%

Please tell me if you support or oppose each of the following...

Moreover, this support is quite intense.

Proposals Ranked by % Strongly Support

	Strongly Support	Total Support
<i>Investing in standards, training and classroom resources so that all preschool and elementary school teachers are able to teach each child in a way that addresses their individual needs and ensures they have a strong start in reading and school.</i>	71%	87%
<i>Providing home- and community-based education and support to parents who ask for help to improve their child's health and ensure children are ready to learn when they start school.</i>	53%	84%
<i>Increasing funding by 85 million dollars for the education of children ages five and younger to make sure they can get the quality child care and early learning they need to be successful when they enter kindergarten. This would be similar to the increase in funding that the Florida legislature recently provided for education for children in kindergarten through twelfth grade by 100 million dollars.</i>	44%	72%

Please tell me if you support or oppose each of the following...

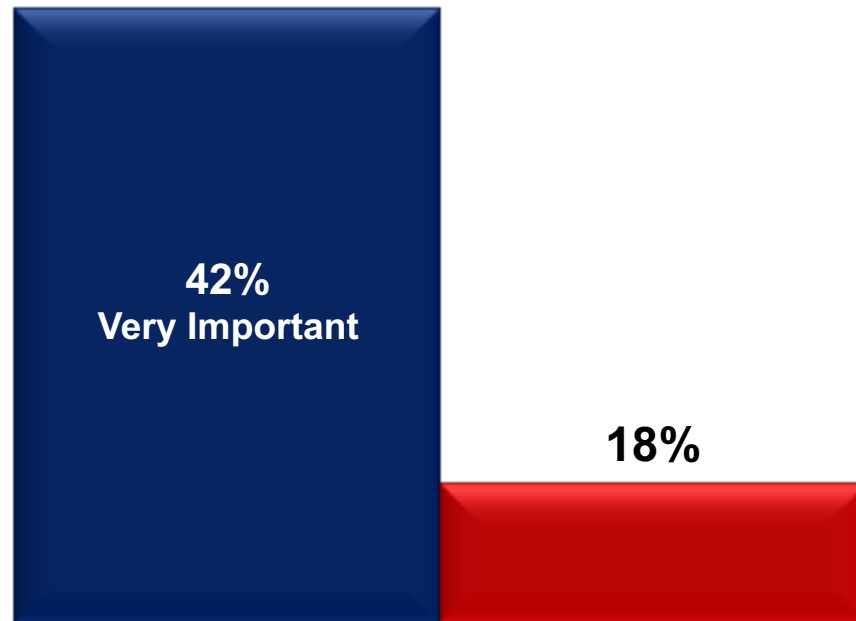
Each proposal earned majority support across party lines.

Proposals % Total Support by Party	GOP	IND	DEM
<i>Investing in standards, training and classroom resources so that all preschool and elementary school teachers are able to teach each child in a way that addresses their individual needs and ensures they have a strong start in reading and school.</i>	82%	85%	93%
<i>Providing home- and community-based education and support to parents who ask for help to improve their child's health and ensure children are ready to learn when they start school.</i>	79%	82%	92%
<i>Increasing funding by 85 million dollars for the education of children ages five and younger to make sure they can get the quality child care and early learning they need to be successful when they enter kindergarten. This would be similar to the increase in funding that the Florida legislature recently provided for education for children in kindergarten through twelfth grade by 100 million dollars.</i>	58%	73%	85%

Please tell me if you support or oppose each of the following...

The vast majority of voters say a statewide rating system for early education programs to help parents make decisions and improve quality is important.

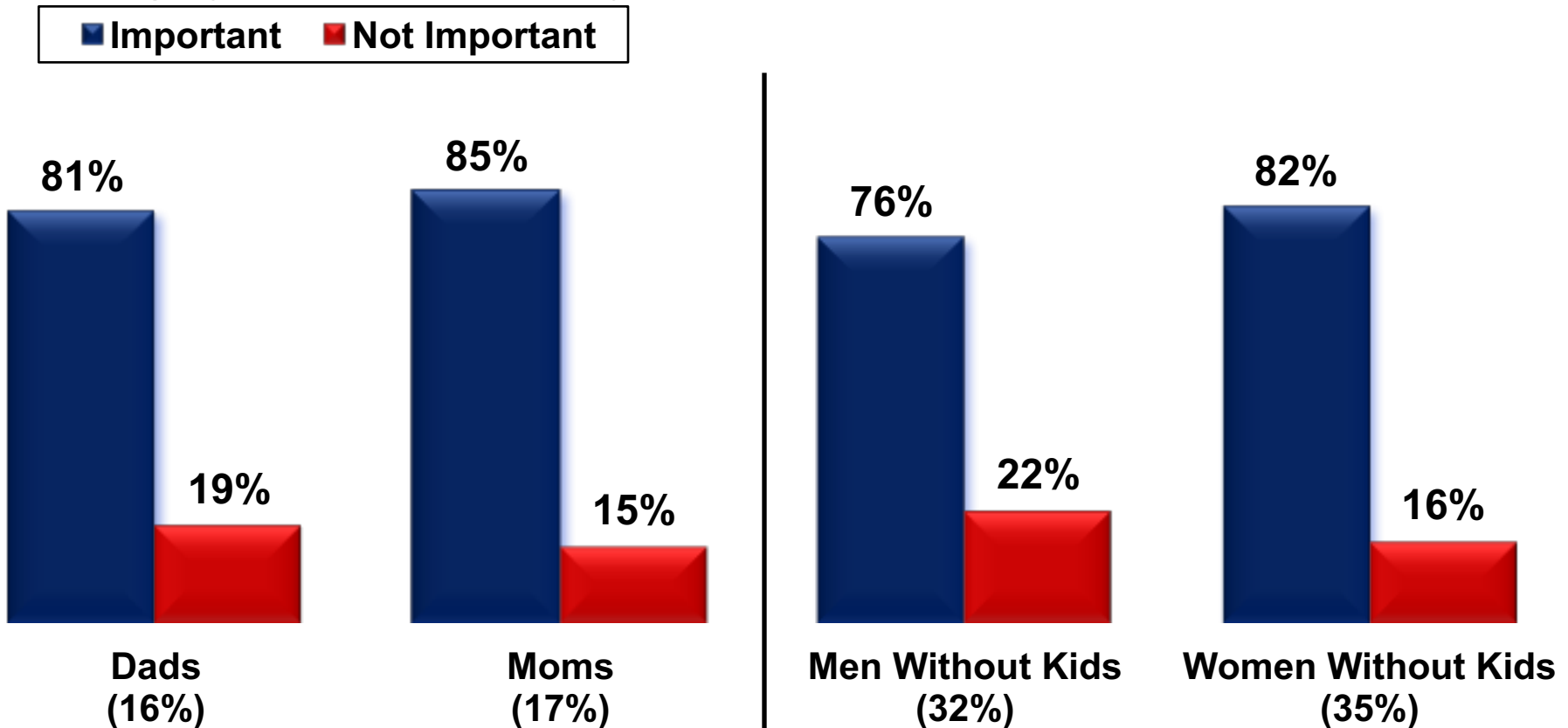
Total Important – 80%



A few Florida counties have a simple quality rating system for childcare and preschool programs that is similar to hotel or restaurant ratings. They help parents make informed decisions about their child's care and early education by easily identifying the level of quality delivered by providers. Quality ratings also encourage early learning programs to improve care and instruction. There is no statewide early learning rating system in Florida. How important do you think such a statewide system would be in Florida?

Both parents and non-parents are similarly likely to support a rating system.

Rating System Importance By Parents



Most Floridians assume there are safeguards in place for child care programs in the state when, in fact, there are not.

Statements Ranked by % Definitely True

	Definitely True	Total True
<i>All child care programs are required to be licensed, and/or are inspected by the state of Florida and all child care personnel must be background screened</i>	45%	79%
<i>All child care personnel must be at least 18 years of age</i>	39%	71%
<i>All child care programs or providers have to go through training in child development before they work with children</i>	37%	65%

I am going to read a few statements about child care in Florida. For each one, please indicate if you think that is definitely true, probably true, probably not true, or definitely not true.

Whether or not one is a parent does not affect views, although women are more likely to assume there are safeguards in place.

Statements % Total True	Dads	Moms	Men w/o Kids	Women w/o Kids
<i>All child care programs are required to be licensed, and/or are inspected by the state of Florida and all child care personnel must be background screened</i>	75%	81%	78%	81%
<i>All child care personnel must be at least 18 years of age</i>	68%	74%	74%	68%
<i>All child care programs or providers have to go through training in child development before they work with children</i>	67%	69%	59%	69%

I am going to read a few statements about child care in Florida. For each one, please indicate if you think that is definitely true, probably true, probably not true, or definitely not true.

THE BOTTOM LINE

- The state's electorate expresses strong support for federal investments that would help states meet the need for affordable, quality early childhood education options, and rates this as a top-tier goal for the nation at this time.
- An overwhelming majority of Florida voters feel it is important to have a statewide quality rating system for early education programs to improve transparency and further reveal underserved areas.
- Despite Floridians' desire for a rating system, most demonstrated they already believe that there are some base-level safeguards in place when, in fact, there are not.
- This solid and consistent support for investments and policies that help families find affordable, quality early childhood education programs is grounded in a strong sense that a need exists, and that early childhood is when children have the greatest capacity to learn.

THANK YOU



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