



Early Childhood Education: The Public is Ready for Action — FFYF analyzed years of polling and found unwavering support for greater investment in ECE.

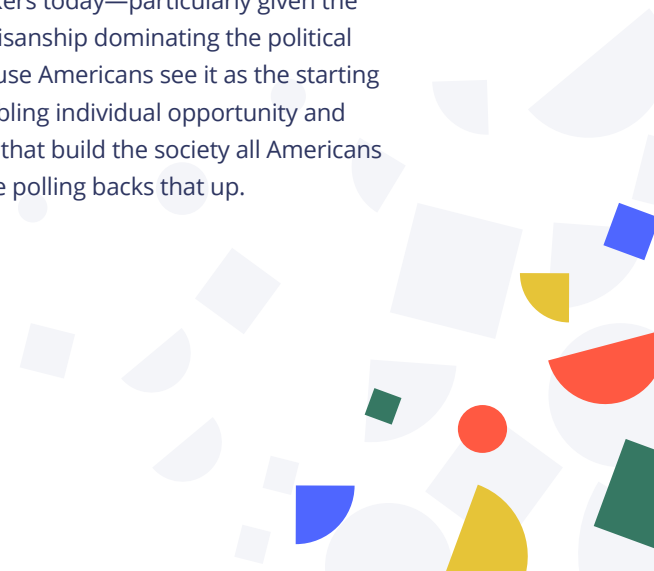
The First Five Years Fund (FFYF) has conducted analysis that consolidates and synthesizes the findings of our years of publicly available research with that of other national and state polls – some of which have never been released publicly.

Beginning in 2013, FFYF's bipartisan national polling has served as a trusted benchmark of voter support for quality early childhood education (ECE). Year after year, the annual findings convey a consistent and growing desire among Americans across the political spectrum for innovation and investment in programs and opportunities that support the care and education of children from birth through age five—particularly those from low-income families.

FFYF's evidence does not stand not alone. Many others conduct polling on this issue, testing important concepts that show Americans of all stripes are ready for action on early learning. With a steady release of new and diverse research findings, the public has access to informative and timely opinion data at its disposal. As a result, we and our partners have an evidence-based vision of where Americans stand on investing in high-quality ECE, and where policymakers can make stronger connections with their constituents' priorities. **This arsenal of individual polls paints an even brighter picture when studied together as a collective body of research.**

Our analysis of this aggregate survey data found that national polling over the last decade shows quality early childhood education is a top priority issue for Americans of every political persuasion. They know the importance of early childhood education starting from birth, as well as the importance of program quality and parent engagement. They know what quality programs are, want them, and say they are too hard to find – and even harder to afford. And they worry we are not doing enough to give children a strong start and prepare them for success in school and life.

Early learning is a truly unique opportunity-issue for policymakers today—particularly given the extreme partisanship dominating the political arena—because Americans see it as the starting point for enabling individual opportunity and achievement that build the society all Americans want. And the polling backs that up.



Key Findings

- Americans understand the value of early childhood education.
- Early childhood education is consistently ranked as one of the top priorities for Americans.
- A vast majority of Americans support public funding, including federal funding for state and local implementation of early childhood education programs.
- Americans believe that early education begins at birth.
- Parents want early childhood education to help them raise well-rounded, capable individuals who contribute to society.
- Americans know what quality early childhood education is—and want access to it.
- Early childhood education supplements family life; it doesn't replace it.
- Parents struggle to find high-quality, affordable early childhood education.
- Teacher quality is very important; so is professionalism.
- Americans are willing to pay for public investment in high-quality early childhood education.
- Americans want universal access to early childhood education through targeted support.
- Candidates for office benefit politically from supporting increased investment in early childhood education.

Guidelines for gaining greater perspective.

As an organization that commissions research to inform bipartisan decision-making, we want to be transparent about how we selected and analyzed the research included in this report:

- This is not intended to be an exhaustive review of all available research; we don't have access to all research.
- We used First Five Years Fund's publicly available research, publicly available research used by a variety of our colleague organizations and publicly available research by organizations with whom we have no relationship. In a few instances, we include proprietary research provided to us specifically for this analysis.
- All publicly available research is cited at the end of this report, so readers can see full reports and, in many cases, more detailed cross-tab analyses. Proprietary research is marked as private.
- The absence of negative perceptions of early childhood education is because strong negative impressions do not surface across the body of research. Early childhood education is not an issue that garners strong negative reactions, even in instances where some Americans do not identify it as a priority.
- We refer to "Americans" and "parents" in this analysis—and consider them interchangeable for this report. Most Americans have had children and view the issue as parents. The studies of parent aspirations we reference only comprised of parents who were registered voters. However, we make note of instances where Americans with children in the household differ from Americans without children in the household.
- We use the term "early childhood education" to characterize the full range of early care and developmental supports from birth to age five. We acknowledge there is a wide range of terms, such as "infant and toddler care," "child care," "early learning" and "preschool" used across questions surveyed by different organizations. Large majorities of Americans support all of these opportunities and consider them part of a broad "education" umbrella. Therefore, we default to "early childhood education" in characterization and include any specific program terms in the survey results to enable the reader to determine its applicability.

Key Findings: Investing in Early Childhood Education — The Issue That Resonates Universally.

Americans Understand the Value of Early Childhood Education

They believe it is essential to provide all children with a strong start by aiding in their early physical, intellectual, and emotional development. This sentiment has been evident among a majority of Americans since 2009 and has grown more intense over time.

- In 2015, First Five Years Fund found that 91% of voters agree that a positive ECE experience lays the foundation for all of the years of education that follow. 63% of voters said they strongly agreed with that statement (*First Five Years Fund, 2015*).
- Heckman Equation polling in 2009 found that “most voters care a lot about early childhood development, demonstrated by their high levels of interest (61%) and strong views on taking action to improve access and quality (58% agree important)” (*Heckman Equation, 2009*).
- A Gallup poll of Nebraskans found that 68% of residents understand that early care and education have a great impact on the long-term success of students in school and in life (*Buffett Early Childhood Institute & Gallup, 2016*).
- Parents believe child care has lasting effects on a child’s overall well-being, health, and success in their education and career (*Robert Wood Johnson Foundation and NPR, 2016*).
- Research commissioned by Trust for Learning found that most parents feel children do best with at least some out-of-home education in early childhood, and 70% feel that a formal ECE program would be best. Parents understand quality ECE and want it for their children (*Trust for Learning, 2017*).
- Battleground voters—Colorado, Florida, Ohio, Virginia, and Wisconsin—universally agree (90%) on the importance of ECE (*Save the Children Action Network, 2015*).

● Early childhood education is consistently ranked as one of the top priorities for Americans.

When asked as part of a list of topical concerns, early childhood education most often ends up in the top two or three priorities, with very strong feelings of importance. It most frequently ranks second only to increasing good paying jobs, education, or health care, and usually trails by just one or two percentage points. ECE consistently outperforms actions such as reducing taxes and holding the line on deficits.

- First Five Years Fund's polling since 2013 has found that ECE and education broadly top the list of voter priorities, even over concerns about reducing the deficit. It's consistently more important to voters to help parents with the cost of ECE over holding the line on deficit spending. This is constant across party lines and among voters with no children at home. Voters consistently identify quality ECE as an important priority for the nation (*First Five Years Fund, 2017*).
- First Five Years Fund's 2017 poll also found that 88% of voters support improving the quality of public education, and 84% of voters support making sure that our children get a strong start in life through quality early childhood education, tying with voters' support for controlling the cost of health care. Both of these rank higher than reducing the tax burden on families and securing our borders (*First Five Years Fund, 2017*).
- Save the Children Action Network found that between 90-93% of voters in Tennessee, New Hampshire, Iowa, Colorado, and South Carolina said that improving the education system, including preschool, should be a top priority for candidates ahead of investing in infrastructure, protecting the environment, and fighting local crime. Cutting taxes was not included in the top three priorities in any of these states (*Save the Children Action Network, 2018*).
- Thrive Washington found that quality pre-K ranks highly among voters' most urgent priorities, ahead of increasing jobs and economic growth, public safety, and infrastructure improvements (*Thrive Washington, 2017*).
- 88% of North Carolina voters ranked "ensuring that children get a strong start in life through early quality childhood education" extremely important, ahead of controlling the cost of health care, reducing tax burden on families, and reducing the tax burden on businesses and employers (*North Carolina Early Childhood Foundation, 2018*).

It's consistently more important to voters to help parents with the cost of ECE over holding the line on deficit spending.

◆ Americans believe that early education begins at birth.

Americans see early education as starting from birth, with children and parents needing different early learning resources at different times of development.

Americans support a wide range of programs, from home visiting to Early Head Start to Head Start and access to other private and public preschool programs.

- In 2009, voters agreed that investing in the healthy development of children from birth to age five is smart for a strong economic future (*Heckman Equation, 2009*).
- Voters support a wide range of types of investments, from funding existing programs like Head Start to increasing tax ECE deductions and expanding state and federal funding partnerships. 78% of voters support investments in high-quality early learning programs for infants and toddlers to give them a strong start on developing school-ready knowledge and social skills (*First Five Years Fund, 2017*).
- First Five Years Fund's polling from 2013-2017 demonstrates that American voters consistently recognize that early ages are the most important for learning and development and understand there are many benefits from children attending high-quality early education programs (*First Five Years Fund, 2013-2017*).
- First Five Years Fund's 2017 national poll found that 72% of voters recognize that the early ages are the most important for learning. Its state polling in 2016 found similar results:
 - 79% of North Carolinians feel that birth to age five is the most important time for developing a child's capacity to learn.
 - 79% of Ohioans say birth to age five is the most important time for developing a child's capacity to learn.
 - 70% of Floridians agree that birth to age five is the most important time for developing a child's capacity to learn.
- 68% of Coloradans feel children develop the most capacity to learn between ages zero and five.
- The National Association for the Education of Young Children (NAEYC) found that more than 6 in 10 voters recognize birth to age five as the most important time in a child's development and overwhelmingly agree on the benefits to society that would result from increased access to early education, including readying children to learn and reducing the achievement gap (*National Association for the Education of Young Children, 2015*).

Americans see early education as starting from birth, with children and parents needing different early learning resources at different times of development.

- Save the Children Action Network found that voters surveyed in Tennessee (96% total importance), New Hampshire (93% total importance), Iowa (96% total importance), Colorado (94% total importance), and South Carolina (97% total importance) believe that ages zero to five are extremely important to the

learning, growth, and development of children
(*Save the Children Action Network, 2018*).

- In 2017, Thrive Washington found that 93% of voters agree that the first five years of a child's life have a significant impact on future school and life success, including 94% of likely voters, 95% of Democrats, 90% of Republicans, and 96% of Independents. 89% support expanding high-quality pre-K (*Thrive Washington, 2017*).
- Along partisan lines, we see agreement with 87% of Republicans, 89% of Independents, and 94% of Democrats stating that the early development years are critical (*Save the Children Action Network, 2015*).
- Research on the opinions of engaged citizens, policymakers, and influencers found wide agreement that the first three years of life set the foundation for learning and for social and emotional development. Though citizens and policymakers push back on the idea that the first three years are completely determinative, policymakers see this period as foundational and recognize both the child- and community-focused benefits of giving children a strong start (*Pritzker Children's Initiative, 2018*).

◆ Parents want early childhood education to help them raise well-rounded, capable individuals who contribute to society.

While parents and Americans value early childhood education to prepare children for success in school, they see it as being so much more than academic. They want to develop a complete set of intellectual, social and emotional, and moral skills that prepares children for success in school and adulthood.

- Voters say there are many benefits from children attending high-quality early education, including academic benefits throughout kids' school years. 74% of voters agree that high-quality early childhood education prepares children to have academic success in elementary school, and 70% of voters say quality early education helps children develop curiosity and a love of learning. 69% of voters say this experience results in a larger pool of highly skilled workers in the long term (*First Five Years Fund, 2017*).
- Research commissioned by Trust for Learning found that parents want ECE experiences that prepare their children to become capable, well-rounded members of society. This is linked to the enduring, lifelong values they aspire for their children to develop, which include connection, self-reliance, fulfillment, and purpose (*Trust for Learning, 2017*).
- As early as 2009, Heckman Equation research found that survey respondents most likely agreed (57%) with the concept that “we are not looking at the full picture when it comes to the development of human potential. We focus on the development of cognitive skills where knowledge can be tested, but we ignore the development of social skills—such as attentiveness, persistence and working with others. When social skills are combined at an early age with cognitive skills, they help create more capable and productive citizens. Professor Heckman says that we must invest in the early development of the cognitive AND social skills package in order to create better success for individuals and society” (*Heckman Equation, 2009*).
- NAEYC's 2015 polling found that 79% of voters believe that increased access to early childhood would create economic opportunity and break the cycle of poverty for some children. Overall, voters believe increased access to early education will have broad benefits for society (*National Association for the Education of Young Children, 2015*).
- Robert Wood Johnson Foundation and NPR found that 96% of parents believe that child care has a long-term impact on a child's well-being—86% of parents said it has a major impact. The same poll found that 85% of parents said child care has an impact on one's job success later in life (*Robert Wood Johnson Foundation and NPR, 2016*).
- More than 70% of parents nationwide want their children to become honest, ethical, compassionate, and hard-working adults (*Pew Research Center, 2015*).

Americans know what quality is—and want access to it.

Both parents and non-parents believe that quality early childhood programs are necessary to produce quality outcomes for children. They want access to quality, not just access to anything.

- Research commissioned by Trust for Learning found that parents know what quality is and that they have trouble getting it. Social and emotional development are parents' highest priorities for ECE, and they understand that it provides the foundation for success in childhood and adulthood. Practical barriers related to access interfere with accomplishing outside-the-home ECE goals—cost, availability, logistics, and distance (*Trust for Learning, 2017*).
- The Trust also found that African American and Hispanic parents are most likely to agree that the best-possible ECE programs are worth whatever time, effort, or money it takes to get their child enrolled (*Trust for Learning, 2017*).
- 60% of voters say that the country needs to be doing more to ensure children start school with the skills and knowledge they need to succeed (*First Five Years Fund, 2017*).
- First Five Years Fund also found that 79% of Americans want Congress and the administration to work together to improve the quality of child care and preschool and make it more affordable. Voters across the partisan spectrum support this notion—79% of Republicans, 77% of Independents, and 79% of Democrats (*First Five Years Fund, 2017*).
- 75% of voters support a plan that would expand access to affordable, quality child care (*Make it Work, 2015*).

● Early childhood education supplements family life; it doesn't replace it.

Parents across the socio-economic spectrum believe they hold the primary responsibility in the early education of their children, confirming the adage that parents are children's first and foremost teachers. Early childhood education is seen as a supplement to what families do in the home, enabling parents to work but also complementing everyday childrearing such as daily interaction, reading together, and religious and cultural experiences.

- 78% of voters support voluntary home visiting and parent education programs that help first-time parents support their child's early learning, health, and emotional development (*First Five Years Fund, 2017*).
- 81% of North Carolinians support voluntary home visiting and parent education programs that help parents improve their child's healthy development and help ensure children are ready to learn when they start school (*North Carolina Early Childhood Foundation, 2018*).
- Most parents feel children do best with a combination of in-home and out-of-home education in early childhood. Parents see early childhood programs as a supplement to family activities, such as spending quality time together (80% major focus), modeling good habits and relationships (74%), including them in errands and activities (67%), and teaching academic skills (63%) (*Trust for Learning, 2017*).
- Research by Pritzker Children's Initiative found that while voters feel that "it takes a village" to raise a child, parents are the most important nurturers in children's lives (*Pritzker Children's Initiative, 2018*).

◆ Parents struggle to find high-quality, affordable early childhood education.

Finding affordable providers is a very challenging first step. Finding affordable programs that are also high-quality is seen as very difficult. Cutting across availability and costs are physical barriers, such as location, transportation, and schedule. Americans with and without young children agree that finding quality, affordable ECE is a challenge for families.

- 89% of voters rate making early education and child care more affordable for working families as important (67% very important). Further, Americans across the political spectrum say that there are only some or few high-quality, affordable programs in their area (*First Five Years Fund, 2017*).
- Income has little bearing on the perceived affordability of quality early education. First Five Years Fund found that voters across the spectrum feel that half or fewer of the programs in their area are high-quality and affordable (*First Five Years Fund, 2017*).
- “Conservatives and liberals alike perceive the cost as a primary challenge to accessing quality care” (*Bipartisan Policy Center, 2018*).
- Six in ten Americans agree with making child care and pre-K free for all children, with support being highest among women (65%) and young adults 18-34 years (70%) (*Gallup, 2016*).
- Gallup and Buffett Early Childhood Institute found that Nebraskans do not believe high-quality early care and education is available or affordable for all families in the state: just 11% of Nebraska residents strongly agree that high-quality early care and education is available to every family in the state; 6% agree it’s affordable for every family (2016). When asked to rate the potential challenges of finding high-quality early care and education for young children, 66% of Nebraskan parents with at least one young child rate cost as the first or second challenge to obtaining early care and education (*Buffett Early Childhood Institute & Gallup, 2017*).
- Make it Work Poll found that 62% of voters believe that child care is not affordable (*Make it Work, 2015*).
- Barriers such as cost often interfere with accomplishing outside-the-home parental ECE goals and that these “barriers weigh heavily on parents who feel worry, guilt and even helplessness in providing what they feel strongly are keys to their children’s lifelong success” (*Trust for Learning, 2017*).
- 52% of North Carolina voters said that “only some” or “very few” child care and other early education programs for infants and toddlers are high-quality and affordable for lower and middle-income families (*North Carolina Early Childhood Foundation, 2018*).

Teacher quality is very important; so is professionalism.

From the parent standpoint, the teacher is their partner and the face of the program. Americans express a willingness to invest in quality teachers, teacher training, and professional compensation.

- NAEYC's 2015 poll found that 88% of voters view teaching young children as important work, coming in behind both firefighters and nurses, which polled at 96% (*National Association for the Education of Young Children, 2015*).
- 90% of parents rate the quality of teachers and staff as extremely or very important when choosing care and education for their child (*Trust for Learning, 2017*).
- 61% of voters believe that early childhood educators are paid too little (*National Association for the Education of Young Children, 2015*).
- NAEYC's 2015 polling also found that significant majorities view a range of teacher qualities and leadership as important to quality:
 - Ensures that teachers and staff meet regularly to support each other and improve the program (82%).
 - Ensures that supervisors, teachers and support staff, and families meet regularly (82%).
 - Has teachers who are leaders in their field (81%).
- 65% of likely voters say increasing the pay for child care teachers and providers would increase the quality of care (*Breglio & Lake, CCMC, 2017*).
- Voters support increasing the wages for early educators who work in a variety of settings, including those who work in communities with limited access to ECE (83% support) and those who work in low-income communities (75% support) (*National Association for the Education of Young Children, 2015*).
- Communications Consortium Media Center (CMCC) found that 74% of likely voters support increasing pay for child care workers. 52% of voters strongly support this notion (*Breglio & Lake, CCMC, 2017*).
- 85% of Oklahoma voters say teacher pay is less than it should be (*Oklahoma Education Association, 2017*).

● A vast majority of Americans support government funding, including federal funding for state and local implementation.

While Democrats, Independents, and Republicans have different views on the role of federal government, there is bipartisan agreement that government should help parents with access to early childhood education according to need. A large majority favors federal investment in early childhood education and believes federal investment should support high-quality state and local innovation and implementation.

- Heckman Equation polling in 2009 found that over half of voters care enough about early childhood development (55%) that they believe it is important for the government to make significant investments (*Heckman Equation, 2009*).
- Voters under the age of 50 are more likely to agree that government should help families afford the cost of child care and early learning (68%) (*Breglio & Lake, CCMC, 2017*).
- Women (75%), Independents (68%), and voters ages 18-34 (76%) agree that “America’s children would be better off if government did more to support parents and families, and they reject the argument that families would be better off if government ‘got out of the way.’” Parents (74%), including Republican parents (57%), are also in agreement that children would benefit from increased government support (*Children’s Leadership Council, 2016*).
- Large majorities of Nebraskans in counties with a small town/isolated rural area (76%), large rural town (73%), and an urban core (77%) say funds for early care and education programs for children from low-income families should come from public or private sources rather than solely fees paid by those families (*Buffett Early Childhood Institute & Gallup, 2017*).
- First Five Years Fund’s 2015 and 2016 national polls demonstrate steady agreement that the federal government should support states and local communities in providing better ECE (*First Five Years Fund, 2015-2016*).
- In 2016, First Five Years Fund found that 73% of voters would support a proposal that provided \$10 billion per year for 10 years in grants to states to provide all low- and moderate-income 4-year-olds with voluntary access to high-quality preschool programs. First Five Years Fund’s state polling in the same year found similar levels of support:
 - Colorado: 69% support
 - Florida: 72% support
 - North Carolina: 74% support
 - Ohio: 74% support
- 80% of voters across North Carolina support doubling investment in early education—an annual increase in state funding from 1% to 2%. A majority of voters across all political persuasions support this investment: 57% Republicans, 85% Independents, 94% Democrats (*North Carolina Early Childhood Foundation, 2018*).

● Americans are willing to pay for government investment in high-quality early childhood education.

Consistent with ranking early childhood education as a priority, Americans demonstrate a willingness to pay for greater investments in ECE through either more debt and/or higher taxes. This willingness to pay survives tough “for and against” positions, including distrust in government and concerns about wasteful spending. This is driven by a now almost-intuitive understanding that investments in human development result in far greater returns in economic and social productivity combined with a reduced need for expressive social spending.

- 70% of voters prioritize helping parents with the cost of early education over holding the line on deficit spending. Only 25% of the electorate did not support priority funding for ECE (*First Five Years Fund, 2017*).
- Research by the Heckman Equation found this trend beginning in 2009, with over half of voters (52%) willing to pay more taxes to fund government programs in the area of early childhood development. When informed that investing in ECE results in a 10% return on every dollar invested in providing access to children who would otherwise not receive high-quality ECE, the willingness to invest in locally run programs rose to 78% (*Heckman Equation, 2009*).
- In 2018, Bipartisan Policy Center found that many Americans, liberal and conservative, urban and rural, would be willing to pay higher taxes to address children’s issues, even if their own children wouldn’t directly benefit (54%) (*Bipartisan Policy Center, 2018*).
- Save the Children Action Network found that the majority of voters in five states want preschool to be offered to all four-year-olds. It also found that the majority of voters in Tennessee, New Hampshire, Iowa, Colorado, and South Carolina support investing more in programs that improve the lives of children in their respective states, even if it means a slight increase in their taxes (*Save the Children Action Network, 2018*).
- With nearly all battleground voters agreeing on the importance, a significant majority also support increasing access to and improving the quality of ECE and are willing to pay for it. There is a variety of funding methods with broad support, and results show voters across a broad range of key voting groups would back investing in ECE, even if it means a slight increase in their taxes (*Save the Children Action Network, 2015*).
- 71% of all battleground voters would support (48% strongly support) increasing access to and improving the quality of ECE programs, even if it means a slight increase in their taxes. This includes 55% of Republicans, 69% of Independents, and 89% of Democrats (*Save the Children Action Network, 2015*).
- 63% of K-12 superintendents disagree or strongly disagree that high-quality early childhood care and education is available to every family in their state (*Gallup, 2017*).

◆ Universal access through targeted support.

Voters are supportive of universal ECE but understand that it may not be economically feasible. However, they see the cost of early education as being so high that all parents, regardless of socio-economic status, may need help in affording it. Americans consistently support helping the most disadvantaged children with the most resources and aiding low- and middle-income children on a sliding scale.

- 86% of voters rate helping states and communities build better preschool services for parents and making those services accessible to children from low- and middle-income families as important (60% very important). The support for these investments is consistent across party lines (*First Five Years Fund, 2017*).
- Half of Nebraskans strongly agree or agree that the state should provide early care and education for all children from low-income families who choose to use it, and only two in 10 residents (19%) strongly agree or agree that Nebraska is doing enough to help children from low-income families be ready for success in life (*Buffett Early Childhood Institute & Gallup, 2016*).
- 66% of Minnesota voters say low-income children should be the top priority for government funding of pre-K education (*Minnesota Post, 2015*).
- CCMC found that people strongly favor direct financial assistance on a sliding scale (77% total favor). Voters overwhelmingly prefer extending child care on a sliding scale than picking income levels to cap support, and support for providing child care benefits to everyone on a sliding scale extends across demographics (*Camp, CCMC, 2017*).

There is only an upside for candidates who support more investment in early childhood education.

Americans are more likely to support elected officials and candidates who prioritize investment in early childhood programs. More conservative and fiscally-minded Americans who don't favor such investments are not likely to vote against candidates who support them. Candidates who support ECE can attract key constituencies such as women, Independents, African-Americans, Latinos, younger voters, and millennials without alienating their core base.

- 57% of voters are more positive toward their member of Congress if he or she supports increasing funding for early education. Only 6% of the electorate says they would have a less favorable opinion of their member if he or she voted in favor of increased funding for quality early learning and care (*First Five Years Fund, 2017*).
- Adults are more likely to support a candidate who commits to expanding child care assistance and early education programs (58%); this is particularly high among millennials (73%) (*Children's Leadership Council, 2016*).
- Make it Work Poll found that 68% of women, people of color and young people, and 56% of all American voters are more likely to vote for a candidate who supports children (*Make it Work, 2015*).
- Save the Children Action Network found that statewide, voters in Tennessee, New Hampshire, Iowa, Colorado, and South Carolina were more likely to vote for a candidate who addressed issues such as preschool access, child care assistance, and quality child care. Further, a majority of voters would still be likely to vote for a candidate who was in favor of investing in high-quality ECE programs and child care, even if it meant raising taxes (*Save the Children Action Network, 2018*).
- If a presidential candidate came out in favor of increasing spending to provide more access to and improve the quality of ECE, 59% of all battleground voters would be more likely to vote for that candidate. This includes 63% of white millennials and 73% of unmarried women (*Save the Children Action Network, 2015*).
- "Parents, African Americans, Latinos and Democrats are more likely than others to favor policies that allow families to get tax benefits due to child care expenses. Republicans are more in favor of deductions than tax credits" (*Breglio & Lake, CCMC, 2017*).
- Candidates that commit to expanding child care assistance and ECE can expect to gain the most support from African Americans (76%), Democrats (73%), and millennials (73%) (*Children's Leadership Council, 2016*).

Americans are more likely to support elected officials and candidates who prioritize investment in early childhood programs.

- Make it Work poll found broad bipartisan support for their family-friendly policy solutions and that candidates who support these solutions stand to gain—a majority of voters (56%) said they would be more likely to support a candidate who favored the five-point plan. This is particularly true among Democrats (81% more likely) but also among more swing audiences, such as young Republicans (50%), Independents (68%), and young Independents (61%) (*Make it Work, 2015*).
- Save the Children Action Network found that 63% of white millennial voters in battleground states (CO, FL, OH, VA, and WI) said they were more willing to vote for a candidate who supports increasing access to and improving the quality of ECE (*Save the Children Action Network, 2015*).

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