

## **First Five Years Fund**

**Key findings from a statewide survey of 500 registered voters in Florida conducted September 18-21, 2014.**



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# METHODOLOGY

- Statewide survey of 500 registered voters in Florida conducted on both landlines and cell phones
- Interviewing completed September 18-21, 2014, in both Spanish and English
- Overall margin of error of  $\pm 4.38\%$
- Sample distributed proportionally throughout the state and is demographically representative of the electorate
- Bipartisan research team of Hart Research and Public Opinion Strategies

**By a 19 point margin, Florida residents favor funding needs such as education over halting spending.**

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

**57%**

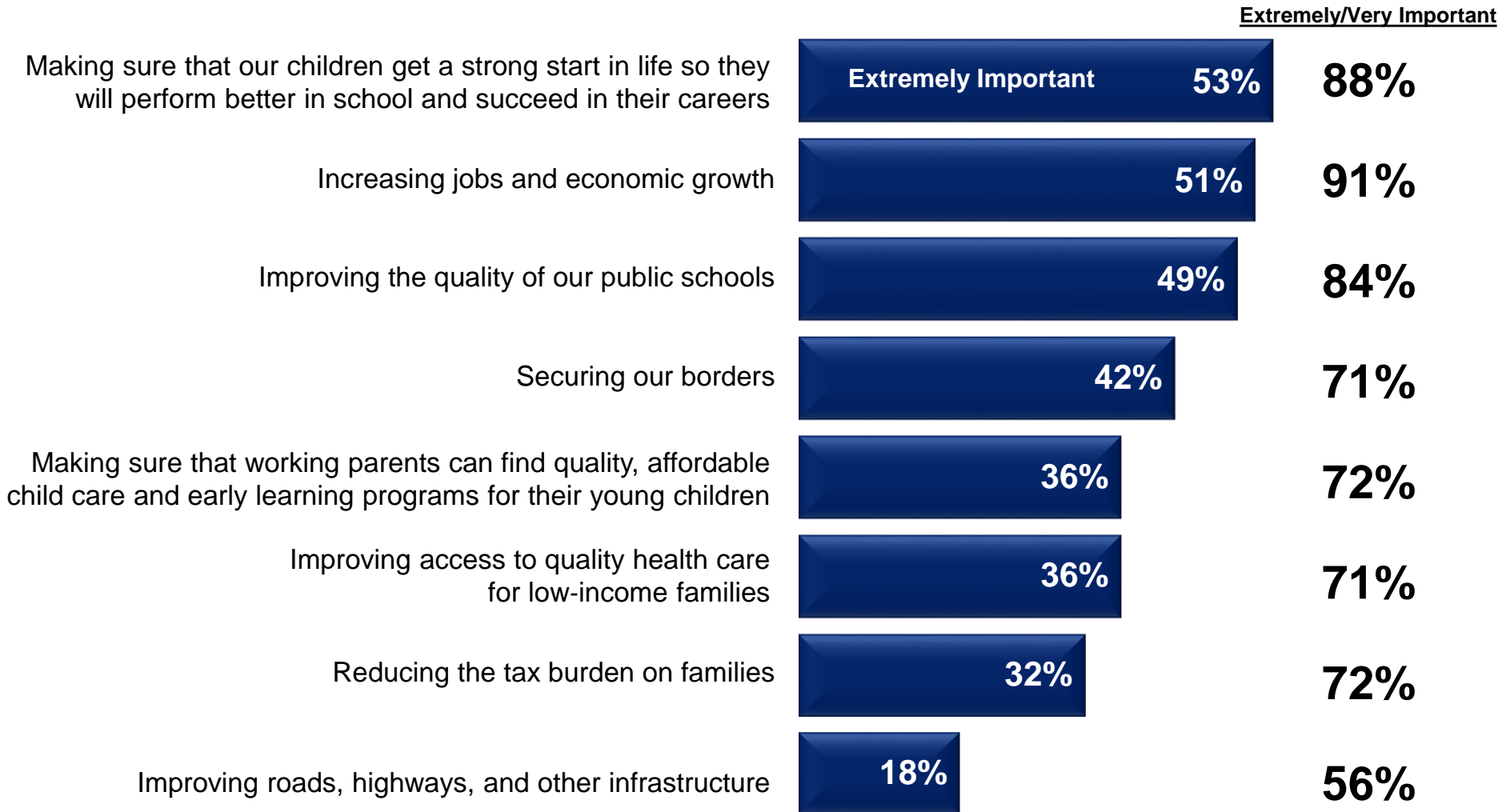
**Holding the line on taxes and spending**

**38%**

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*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?*

# More voters say that giving children a strong start in life is extremely important than any other issue.

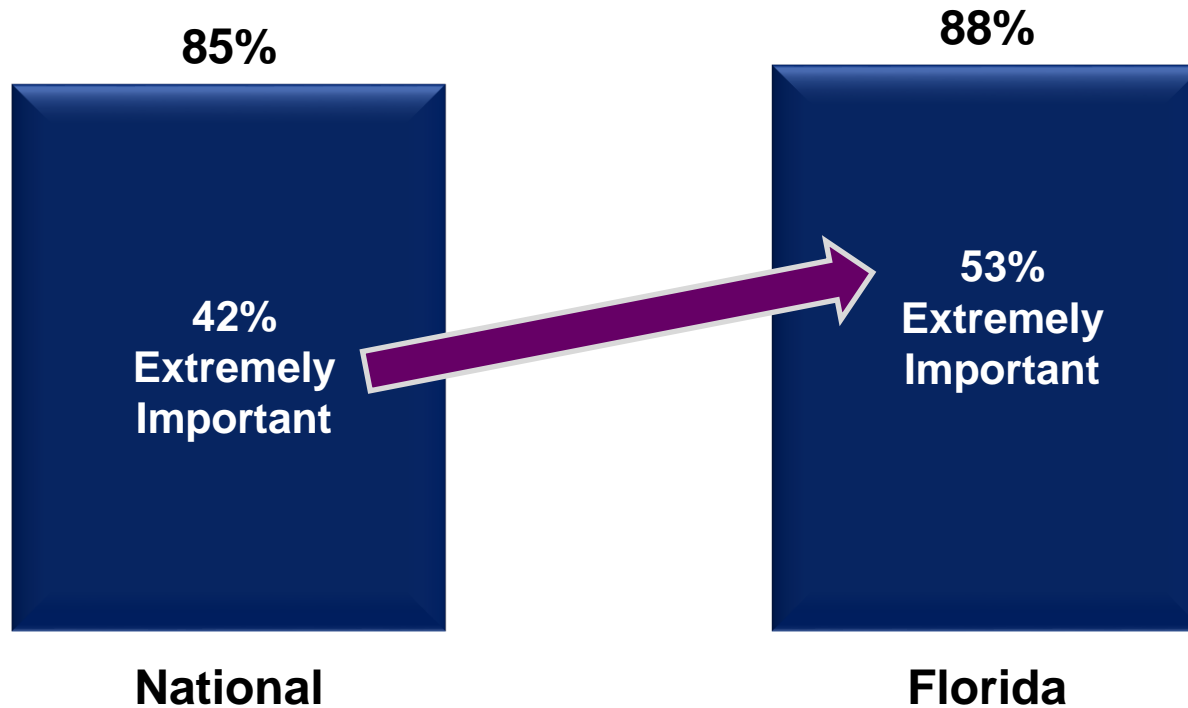


*Now I'm going to read you some goals that people might have for our country right now, and I'd like you to rate how important you personally consider each goal to be – is it extremely important, very important, somewhat important or not that important to you.*

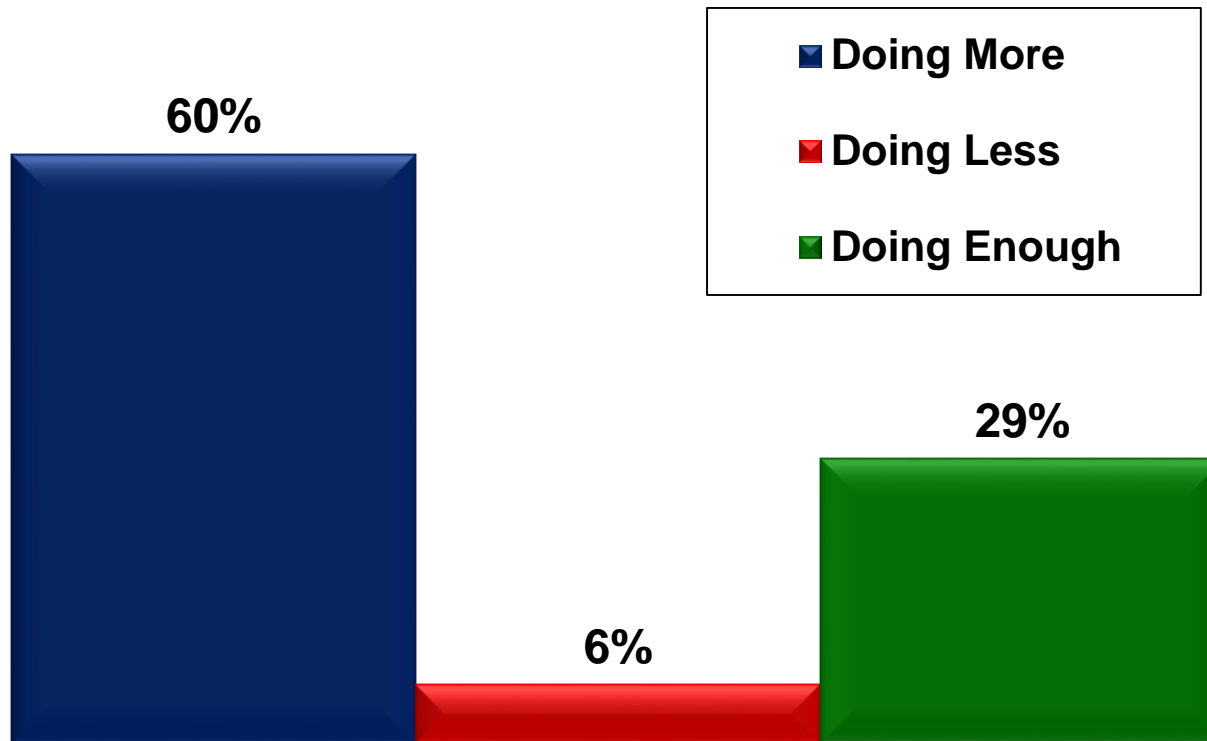
**In fact, more Florida voters say this is extremely important than do Americans overall.**

**Making Sure that our Children Get a Strong Start in Life (Comparison)**

■ **Extremely/Very Important**



# Three-in-five Florida voters say we should be doing more to prepare children for kindergarten.

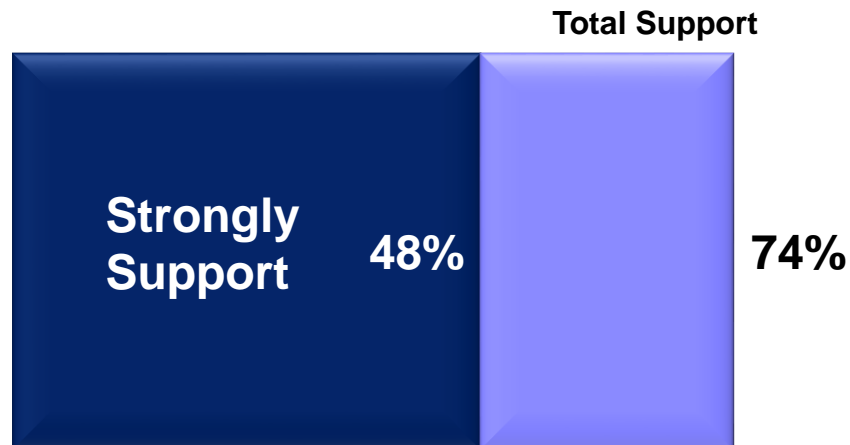


*And when it comes to ensuring that children here in **Florida** begin kindergarten with the knowledge and skills they need to do their best in school, do you think we should be doing more, doing less, or are doing enough?*

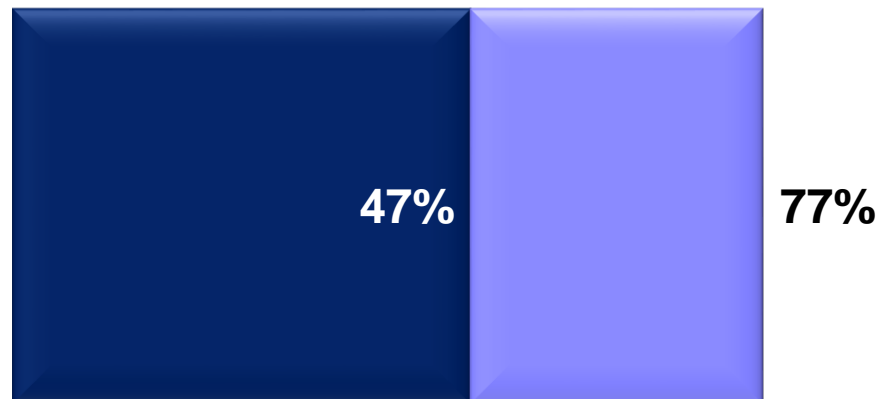
# Florida State Funding

## Even when specific dollar amounts are introduced, three-quarters or more register support for early education investments in Florida.

Increasing state funding by 500 dollars per child toward quality instruction and standards, so all Florida four-year olds who can now attend voluntary pre-school truly will gain the knowledge and skills they need when they enter kindergarten.



Dedicating 25 million dollars more to our school readiness program—an increase of less than 5 percent—to make more Florida children get the child care and early learning they need to be successful in school.

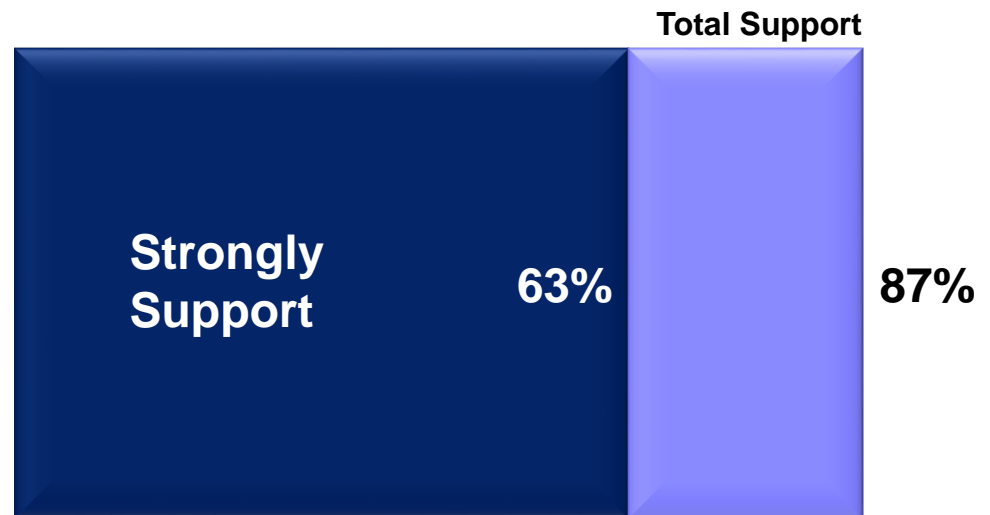


*Please tell me if you support or oppose each of the following...*



# The overwhelming majority of Florida voters support state investments in preparing early education teachers with the skills they need.

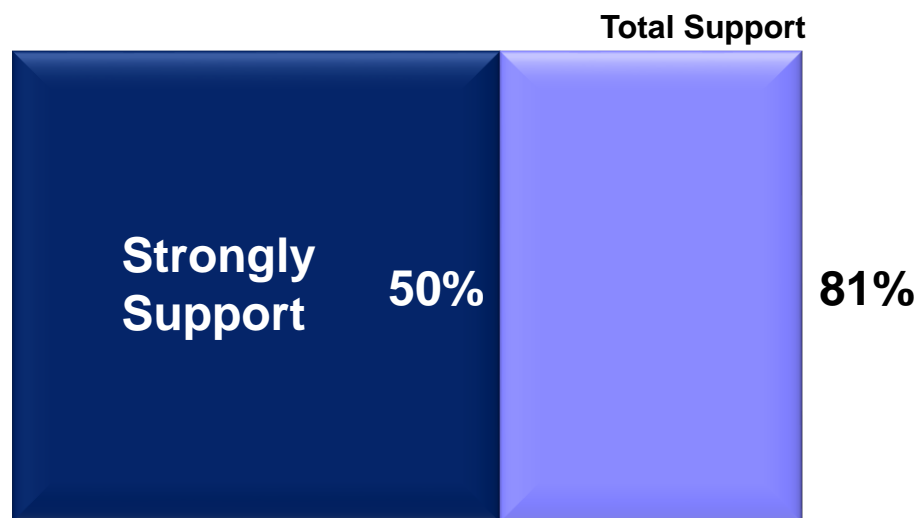
Investing in standards, training and classroom resources so that all pre-school and early elementary school teachers are able to teach each child in a way that addresses their individual needs and ensures they have a strong start in reading and school.



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

## More than four-in-five back programs to “coach” and educate parents; half strongly support this.

Providing voluntary coaching and education to help parents improve their child's health and help ensure children are ready to learn when they start school.



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

**While there is some relationship between support and party affiliation, more than three-in-five GOP voters and more than seven-in-ten independents support each state level policy.**

### **Education Proposals By Party (% Support)**

	<b>GOP</b>	<b>IND</b>	<b>DEM</b>
Teacher Training Proposal	82%	81%	95%
Voluntary Coaching Proposal	70%	79%	90%
\$25 Million Towards School Readiness Program	67%	73%	90%
Increase State Funding \$500 Per Child	63%	70%	87%

**While support is predictably higher among parents, more than seven-in-ten without children at home also back these proposals.**

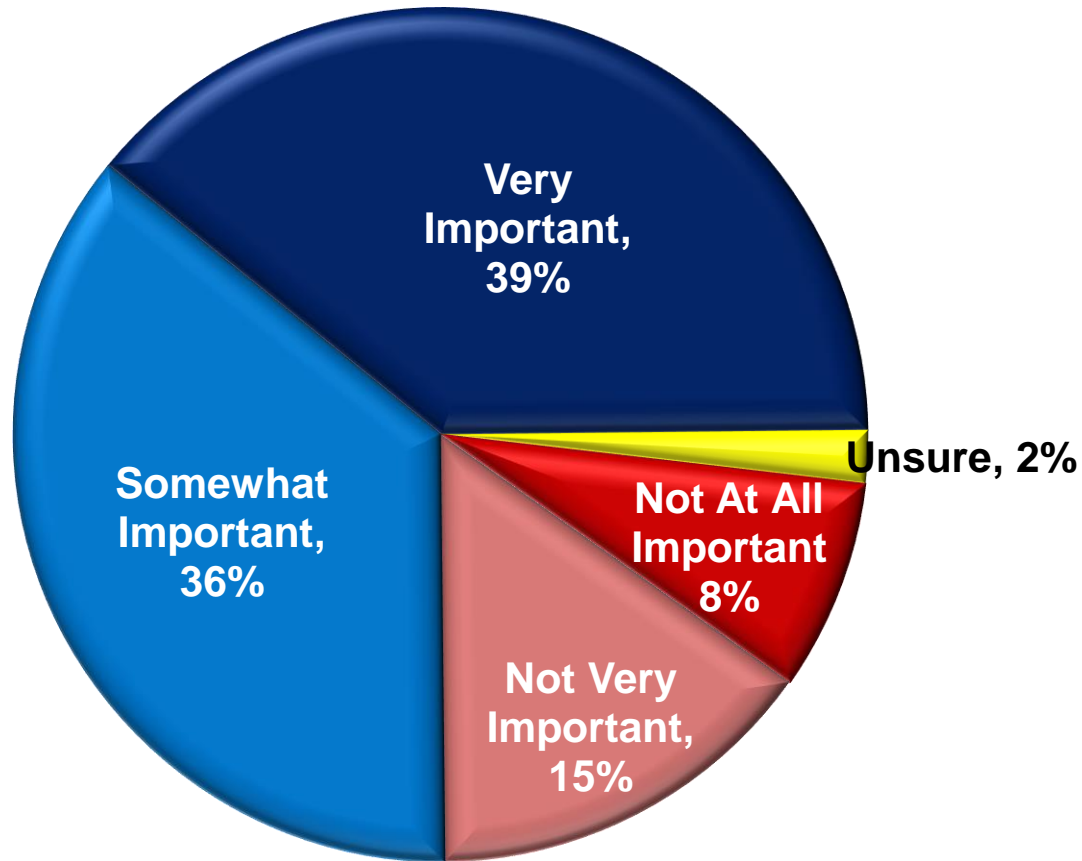
### **Education Proposals By Parent Status (% Support)**

	<b>Parent</b>	<b>Non-Parent</b>
Teacher Training Proposal	90%	85%
Voluntary Coaching Proposal	86%	78%
\$25 Million Towards School Readiness Program	82%	75%
Increase State Funding \$500 Per Child	82%	71%

# QUALITY RATING SYSTEM

*“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?”*

**Three-quarters say this is at least somewhat important to them – far more than have children at home.**

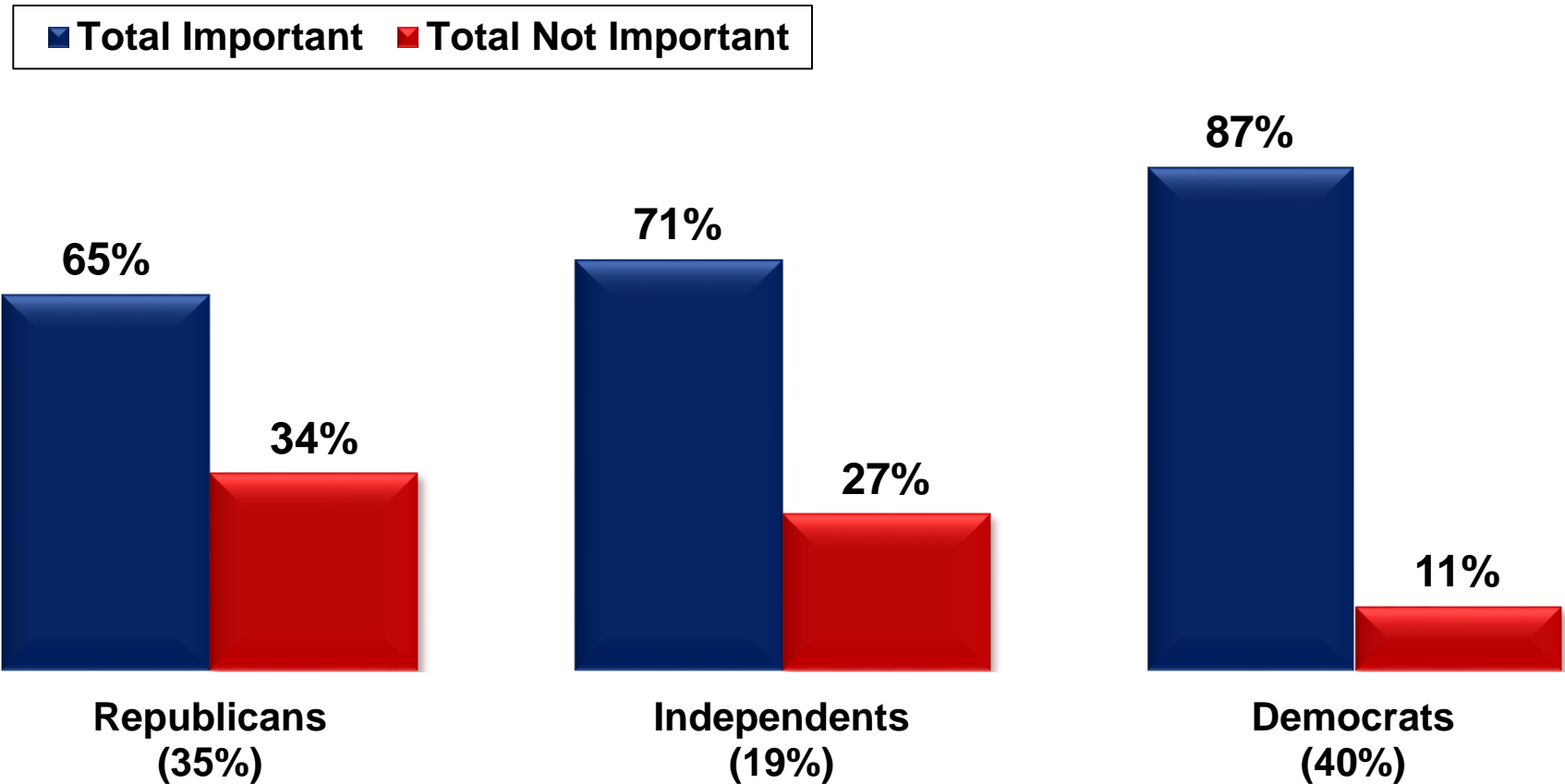


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*How important do you think such a statewide system would be in Florida?*

**This view is widely shared, including across party lines.**

### Quality Rating System By Party



# THE BOTTOM LINE

- Florida voters of all political persuasions say preparing children for school and life is a top priority for the state and nation, barely topping the economy as an issue for these voters.
- State voters want policymakers to do more to ensure our children are prepared for kindergarten and to act now, rather than deal with other issues.
- An overwhelming majority want the state to invest more in pre-school and early elementary teacher training, provide parent “coaching” programs, and provide more access for Florida children to quality pre-school even when a price tag is attached to it.
- Three-quarters say a child care rating system is important to implement.