

**First Five Years Fund**  
[www.ffyf.org](http://www.ffyf.org)

**Key findings from a national survey of 1,000  
registered voters conducted May 2017**



**LORI WEIGEL**



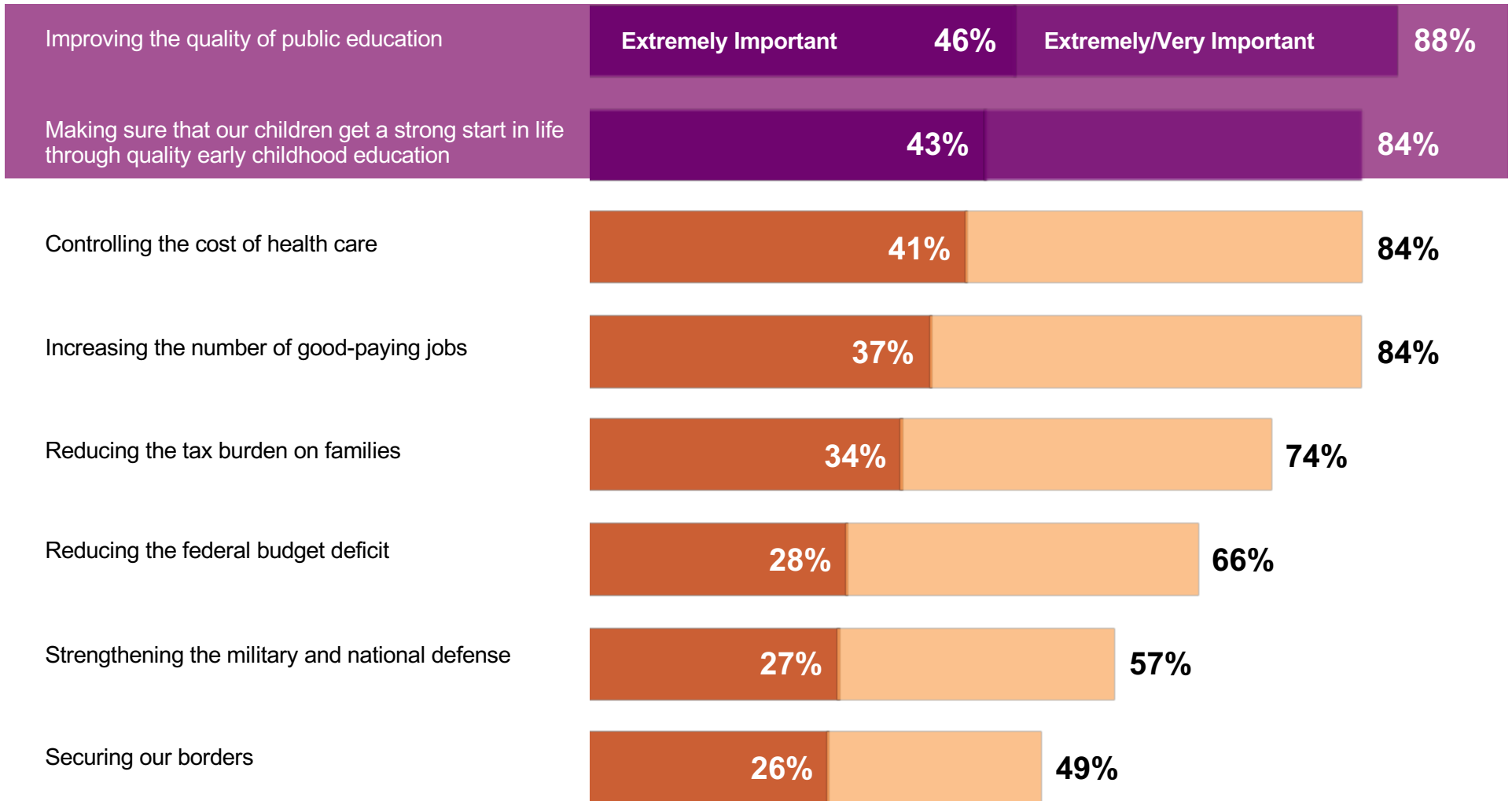
**JAY CAMPBELL**

# METHODOLOGY

- National survey of 1,000 registered voters conducted on both landlines and cell phones
- Interviewing completed April 28-May 2, 2017
- Overall margin of error of +/- 3.10%
- Sample distributed proportionally throughout the country and is demographically representative of the electorate
- Bipartisan research team of Hart Research and Public Opinion Strategies

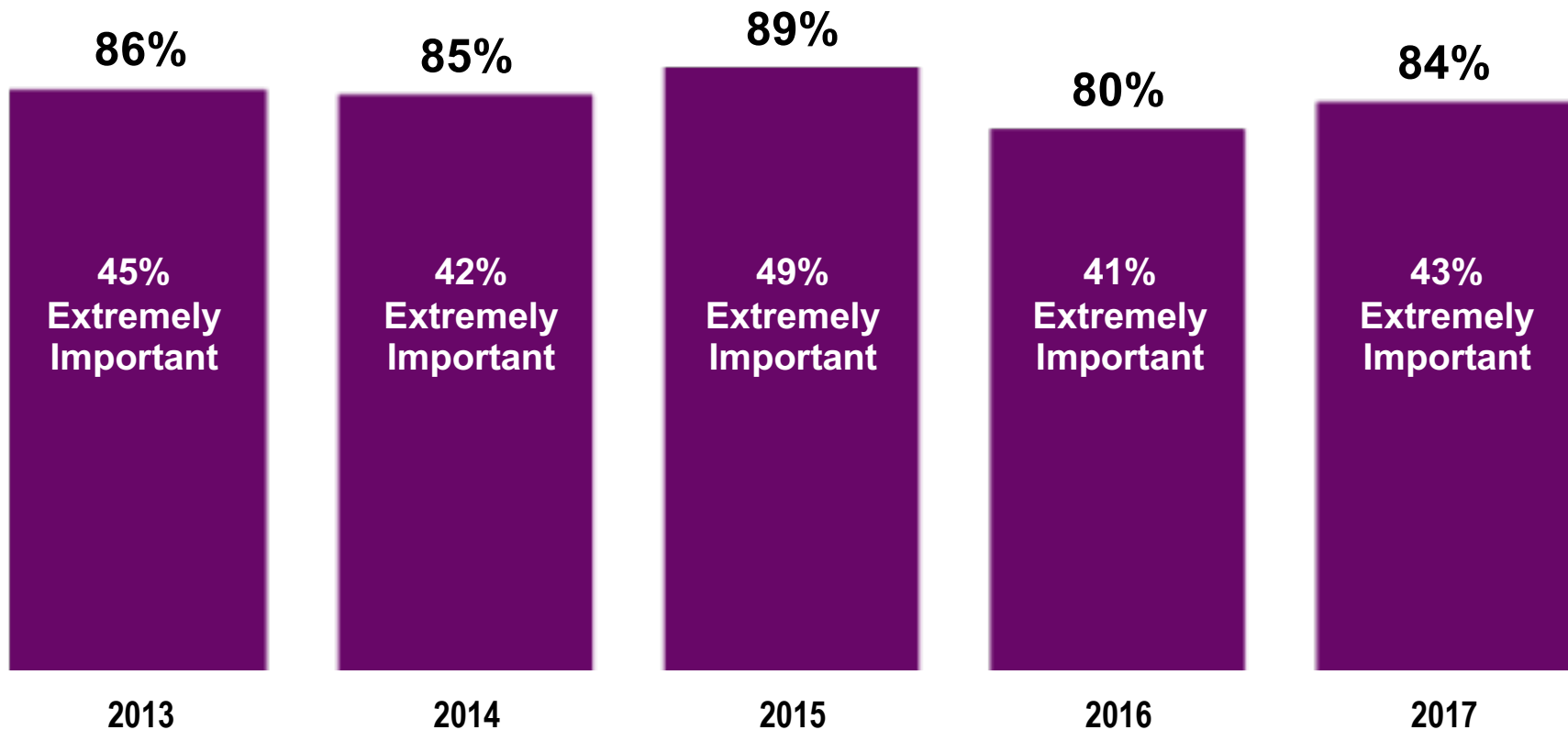
# Early childhood education and education broadly top the list of voters' priorities for the nation, eclipsing concerns about reducing the deficit.

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.

## American voters have consistently told us that quality early childhood education is an important priority for the nation.

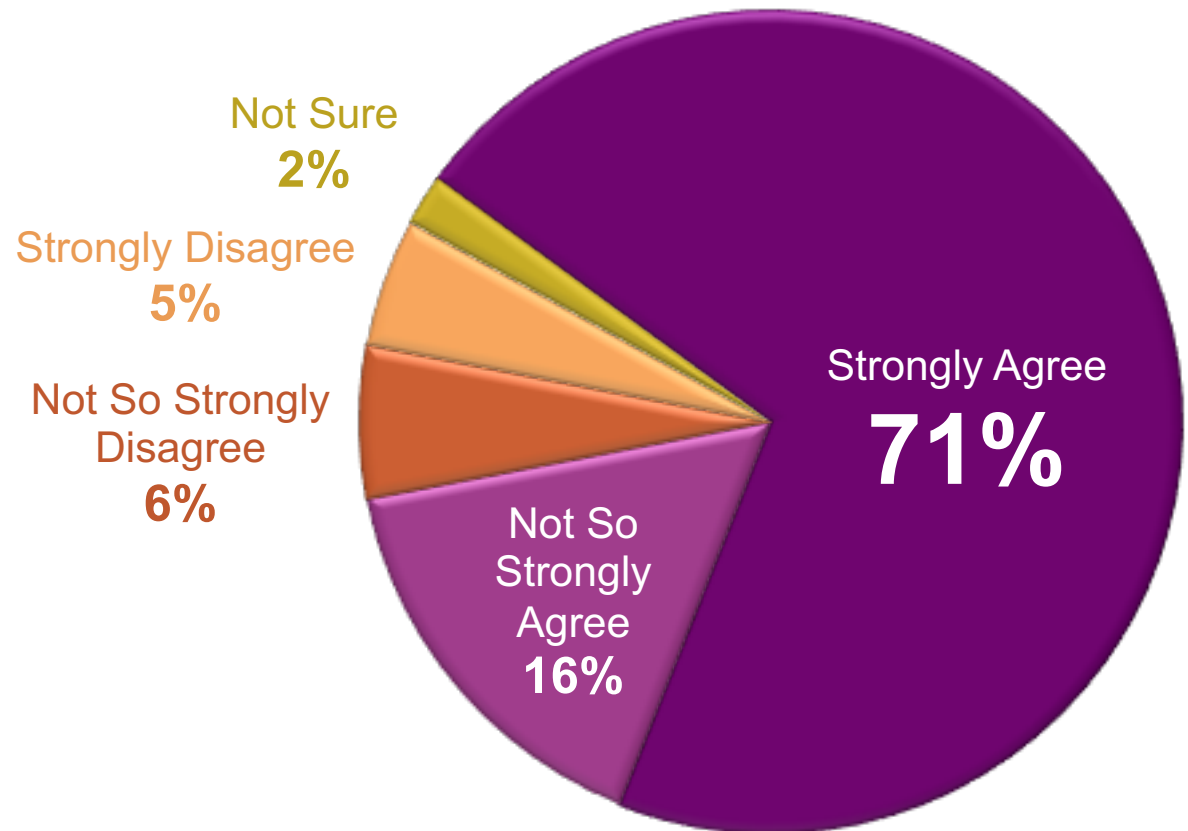


*Now I'm going to read you some goals that people might have for our country right now, and I'd like you to rate how important you personally consider each goal to be—is it extremely important, very important, somewhat important or not that important to you.*

# There is overwhelming agreement that child care should include early learning to prepare children for success in school and life.

<b>Total Agree</b>	<b>86%<sup>^</sup></b>
<b>Total Disagree</b>	<b>11%</b>

	<b>Strongly Agree</b>
Parents	<b>70%</b>
Non-Parents	<b>71%</b>

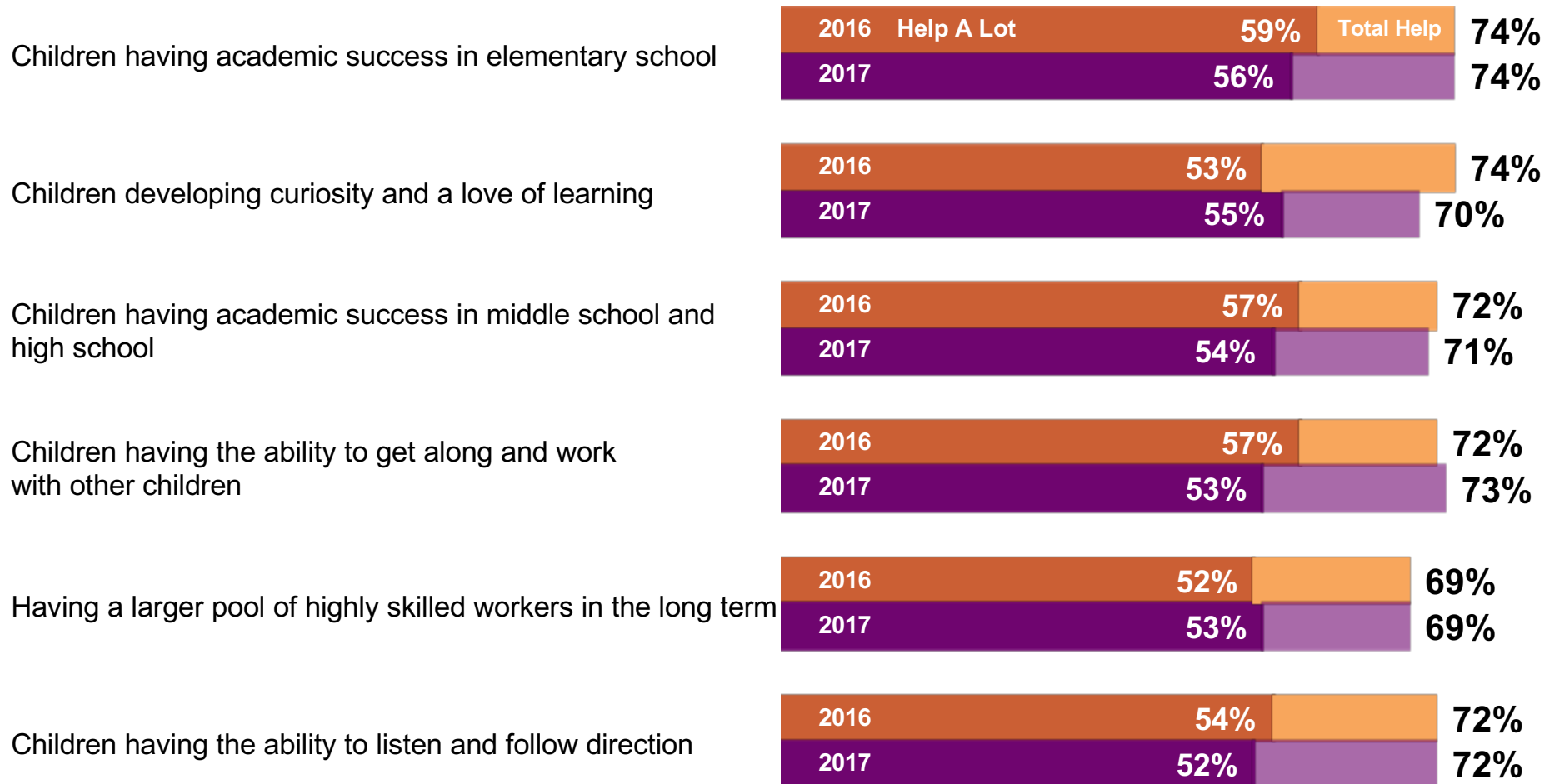


Please tell me if you agree or disagree with the following statement: Child care should include early learning that prepares children for success in school and life.

<sup>^</sup>Denotes rounding

# Voters say there are many benefits from children attending high-quality early education, including academic benefits throughout kids' school years.

Ranked by % Help a Lot



*If more children are able to attend high-quality early education programs, how much would it help in each of the following areas? Does it help a lot, a fair amount, some, very little, or not at all in each of the following areas?*

# There is strong support for essential investments in quality early childhood education from birth through age five.

Ranked by % Total Important

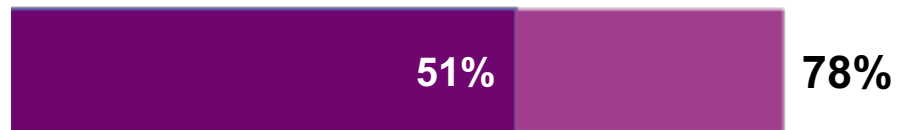
Making early education and child care more affordable for working families to give children a strong start.



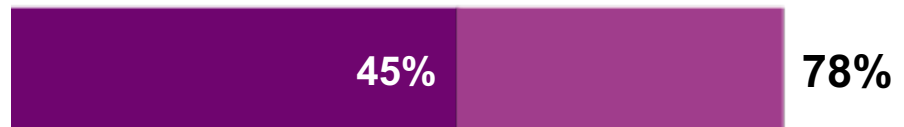
Helping states and local communities build better preschool services for parents and making them more accessible to children from low- and middle-income families.



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.



Providing voluntary home visiting and parent education programs that help first-time parents support their child's early learning, health and emotional development.



*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.*

# This is not a partisan issue. Majorities of every partisan persuasion say these investments are important.

## Plan Items by Party (% Total Important)

Making early education and child care more affordable for working families to give children a strong start.

Helping states and local communities build better preschool services for parents and making them more accessible to children from low- and middle-income families.

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.

Providing voluntary home visiting and parent education programs that help first-time parents support their child's early learning, health and emotional development.



GOP	IND	DEM
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82%      85%      97%

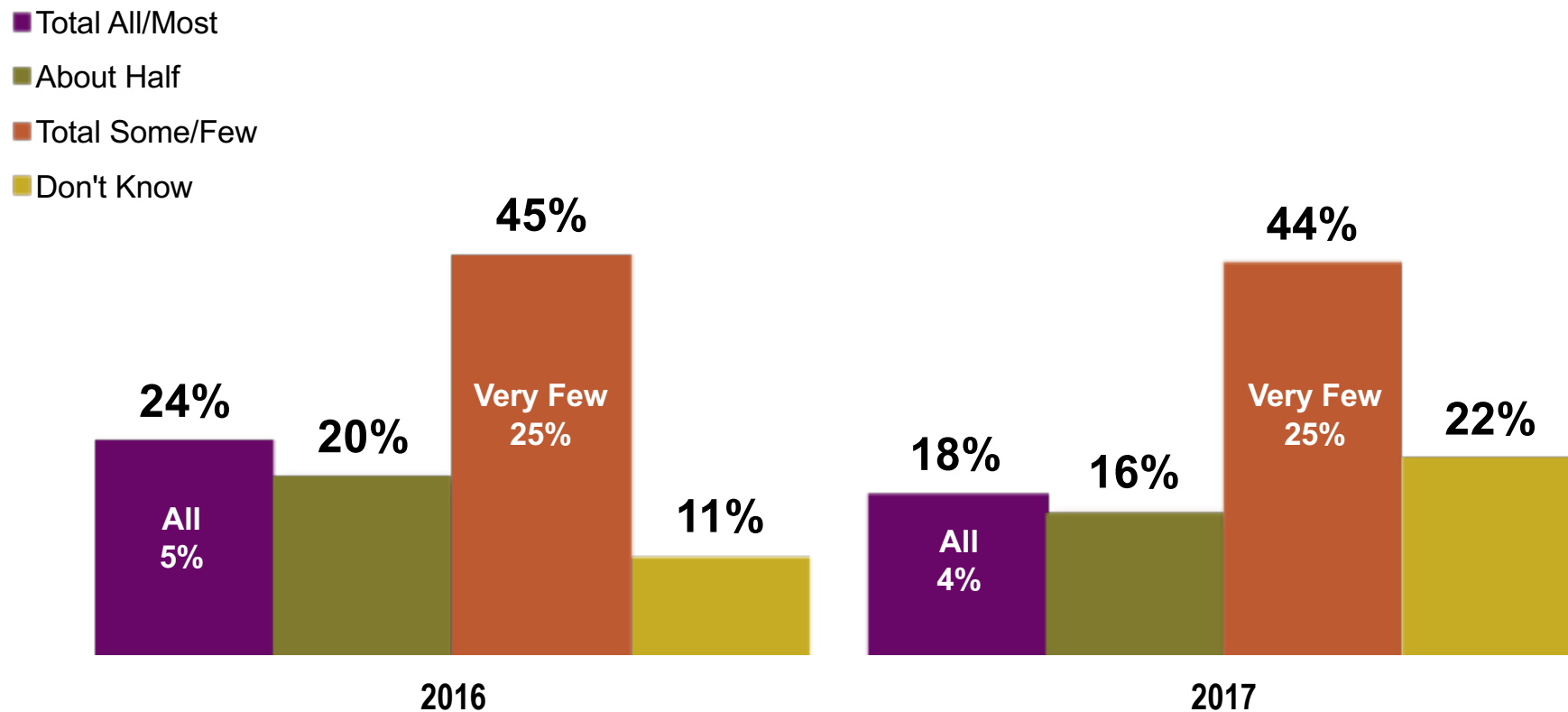
76%      84%      95%

65%      72%      91%

68%      73%      89%

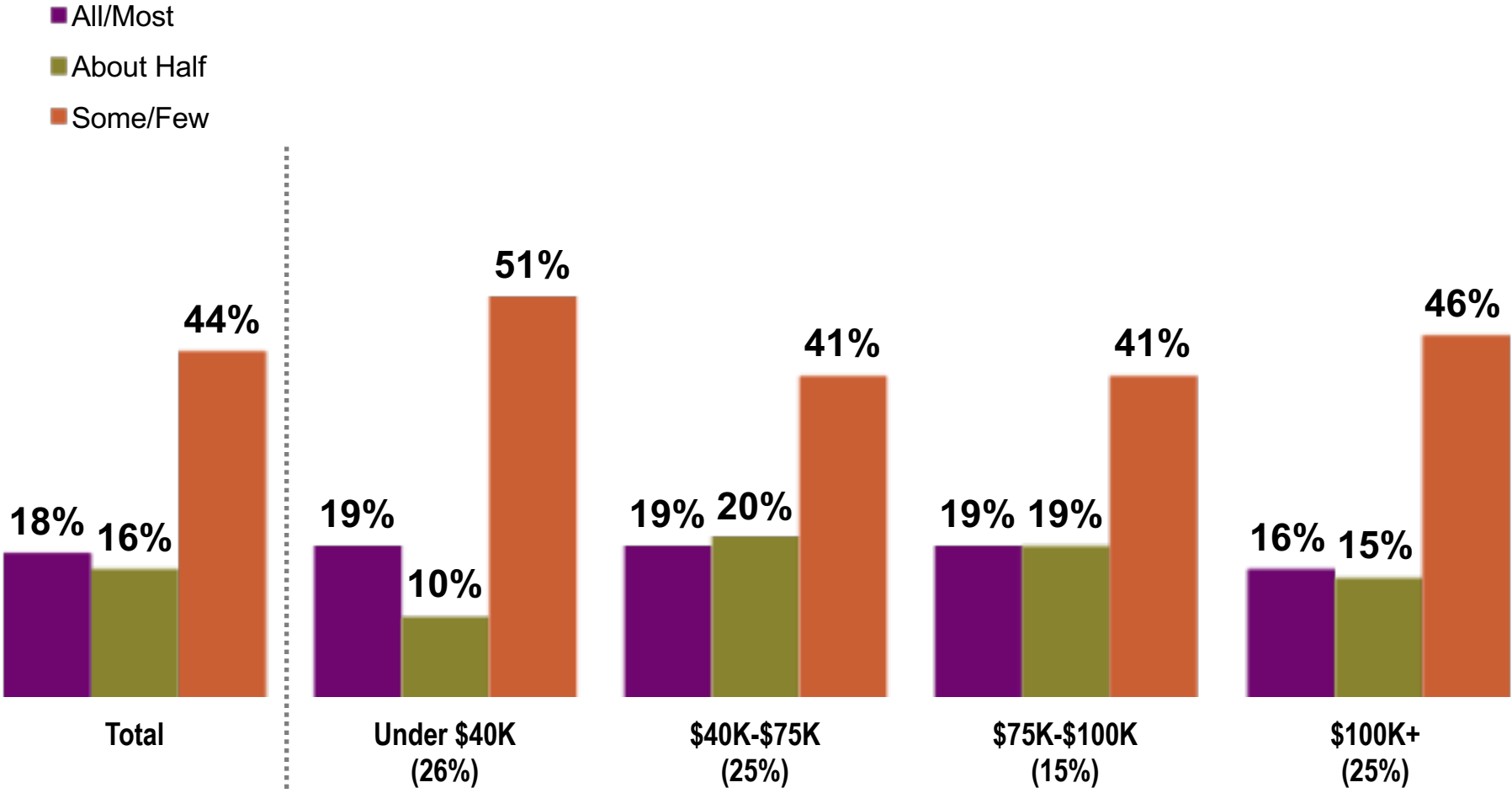


**Voters continue to see a critical lack of quality, affordable early childhood programs. Far more say that there are only some or very few programs that offer high-quality, affordable programs for lower- and middle-income families in their area.**

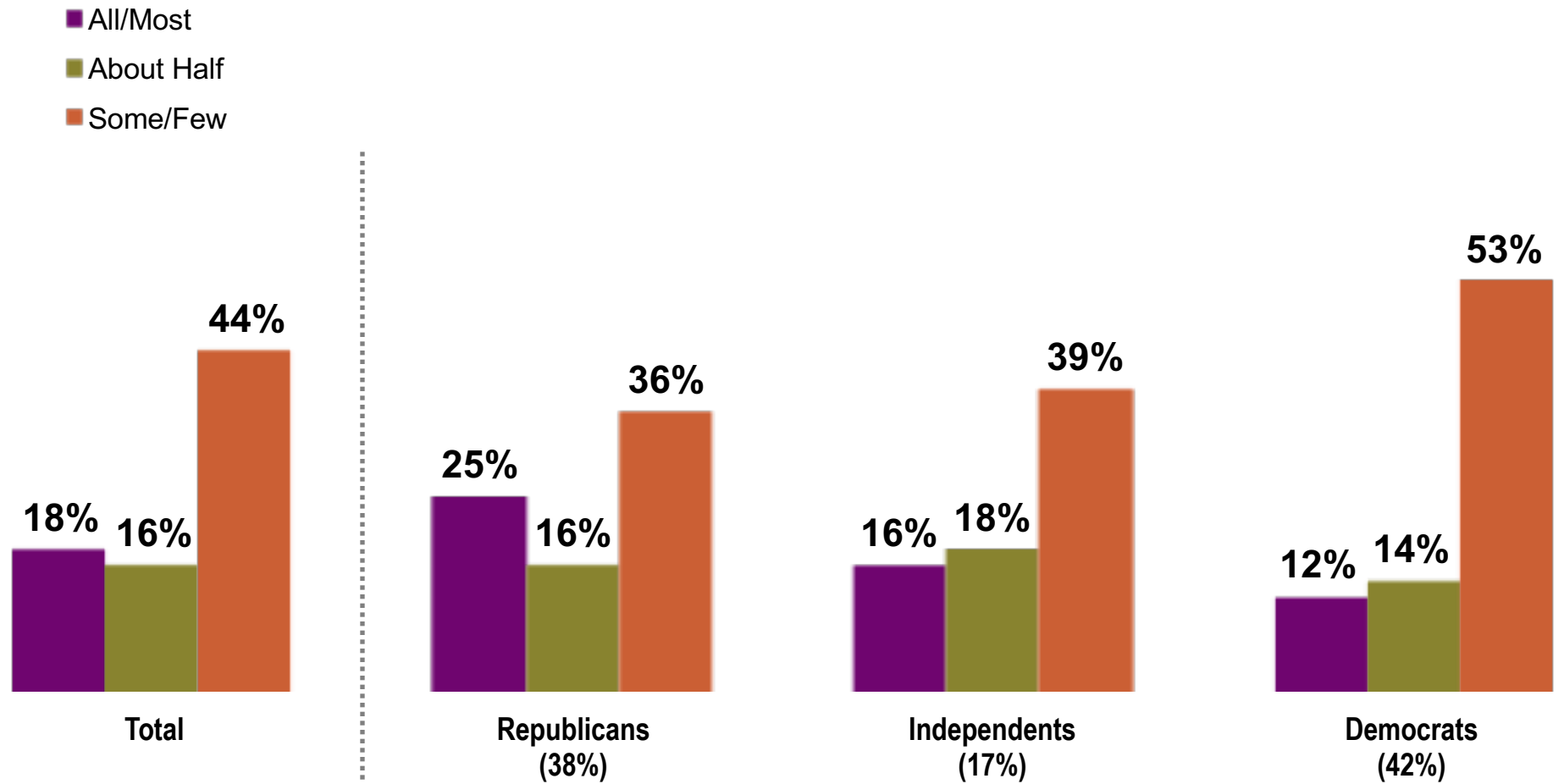


*About how many of the early education programs in your area would you say are high-quality and affordable for lower- and middle-income families?*

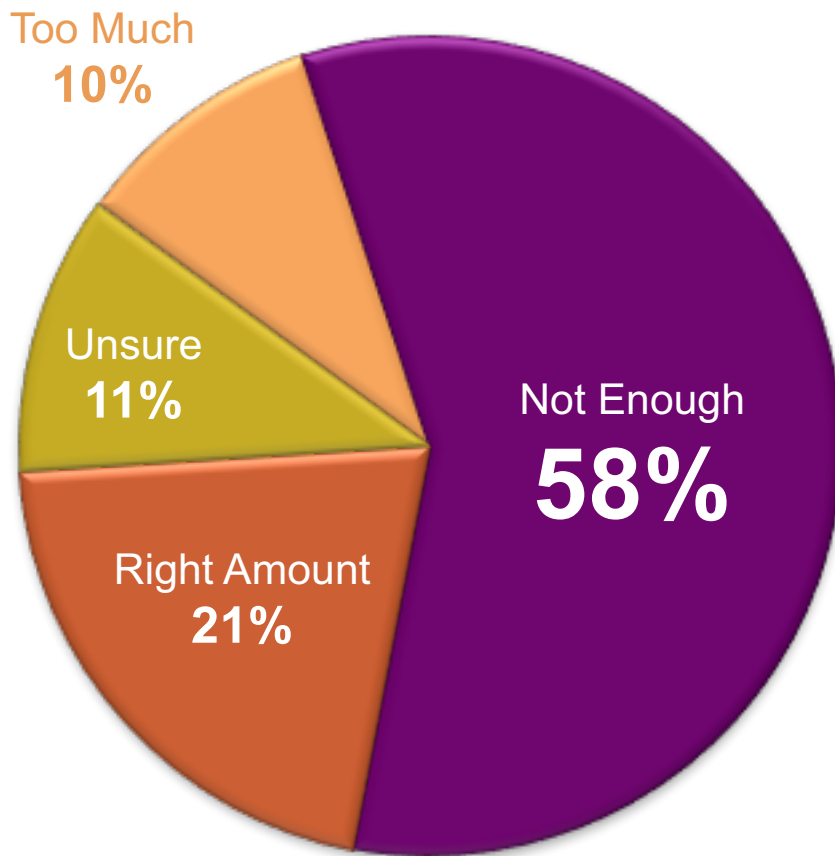
# Income has little bearing on the perceived affordability of quality early education.



# Americans across the political spectrum say that there are only some or few high-quality, affordable programs in their area.



# Less than a quarter of American voters say Congress and the president are paying enough attention to early childhood education.



	Not Enough
Ages 18-34	64%
Ages 35-44	59%
Ages 45-54	55%
Ages 55-64	53%
Ages 65+	57%
Whites	53%
Total Non-White	74%
African Americans	85%
Hispanics	69%

*In your view, has this issue gotten too much, not enough, or the right amount of attention from Congress and the president so far this year?*

## Voters support a wide range of investments—funding existing programs, expanding access, increasing tax deductions and expanding state and federal partnership.

Providing greater funding to programs like Head Start, which provides quality early education, nutrition, and support services to children in low-income families, so more children who qualify can attend.

Increasing funding for child care that directly supports greater access to quality programs for low- and middle-income children while their parents work or attend school.

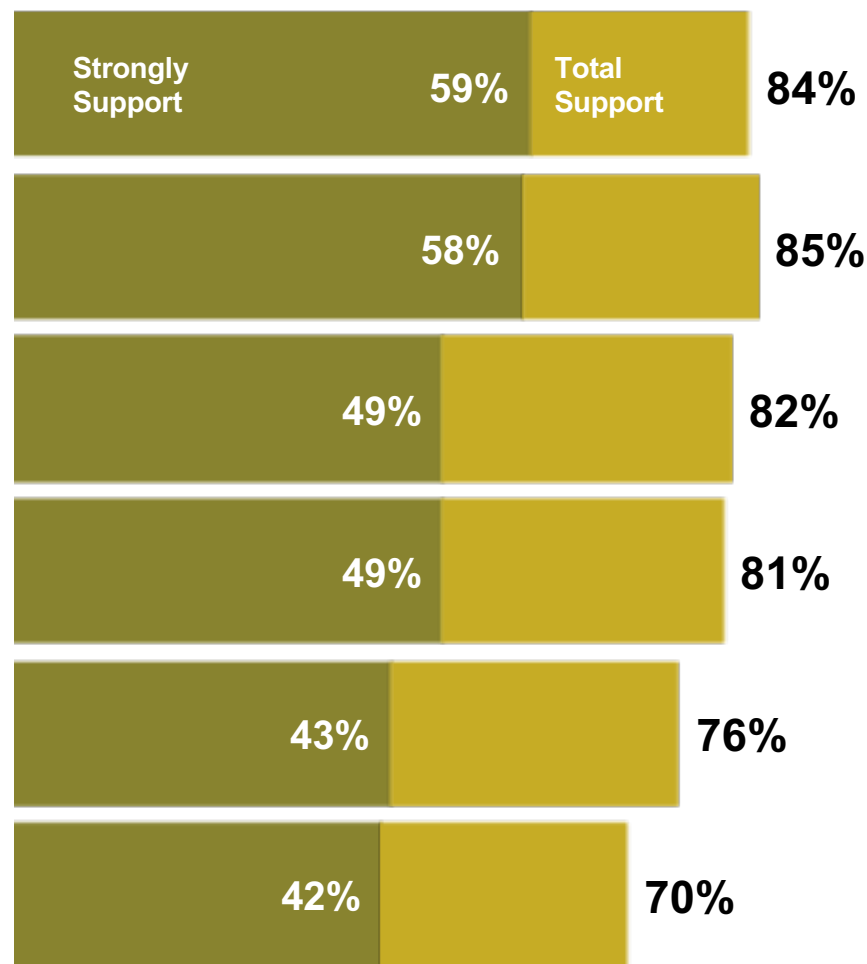
Expanding the federal partnership with states and communities through grants that will allow them to improve access to quality preschool for children from low- and middle-income families.

Providing a child care tax credit that would help parents better afford quality child care and early education programs, with low- and middle-income parents who need more help getting a larger credit.

Allowing workers who do not earn enough to pay federal taxes to still receive a child care tax credit refund to help pay for child care and early education.

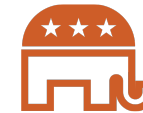
Increasing the amount of the existing child and dependent care tax credit from \$3,000 to \$9,000 for one child to better reflect today's child care costs.

Ranked by % Strongly Support



*Congress may be considering a number of proposals that could help parents with the cost of quality child care and preschool. For each one please indicate whether you would support or oppose that particular change.*

# There is majority support for each of these proposals among both Trump and Clinton voters.



Proposals Ranked by Total % Total Support by 2016 Presidential Vote

	Total	Trump Voters	Clinton Voters
Increasing funding for child care that directly supports greater access to quality programs for low- and middle-income children while their parents work or attend school.	85%	73%	96%
Providing greater funding to programs like Head Start, which provides quality early education, nutrition, and support services to children in low-income families, so more children who qualify can attend.	84%	73%	96%
Expanding the federal partnership with states and communities through grants that will allow them to improve access to quality preschool for children from low- and middle-income families.	82%	70%	94%
Providing a child care tax credit that would help parents better afford quality child care and early education programs, with low- and middle-income parents who need more help getting a larger credit.	81%	74%	90%
Allowing workers who do not earn enough to pay federal taxes to still receive a child care tax credit refund to help pay for child care and early education.	76%	62%	89%
Increasing the amount of the existing child and dependent care tax credit from \$3,000 to \$9,000 for one child to better reflect today's child care costs.	70%	60%	81%

## Similarly, there is majority support for each of these proposals across party lines.



### Proposals Ranked by Total % Total Support by Party

	Total	GOP	IND	DEM
Increasing funding for child care that directly supports greater access to quality programs for low- and middle-income children while their parents work or attend school.	85%	74%	79%	97%
Providing greater funding to programs like Head Start, which provides quality early education, nutrition, and support services to children in low-income families, so more children who qualify can attend.	84%	74%	80%	95%
Expanding the federal partnership with states and communities through grants that will allow them to improve access to quality preschool for children from low- and middle-income families.	82%	71%	79%	94%
Providing a child care tax credit that would help parents better afford quality child care and early education programs, with low- and middle-income parents who need more help getting a larger credit.	81%	73%	79%	90%
Allowing workers who do not earn enough to pay federal taxes to still receive a child care tax credit refund to help pay for child care and early education.	76%	63%	74%	88%
Increasing the amount of the existing child and dependent care tax credit from \$3,000 to \$9,000 for one child to better reflect today's child care costs.	70%	60%	66%	80%

**A vast majority of voters prioritize helping parents with the cost of early education over holding the line on deficit spending.**



These proposals are a good idea. Investing in our children is investing in our future. We must do more to make sure our children begin kindergarten with the knowledge and skills they need to do their best in school. These proposals will help parents with the very high cost of quality child care and preschool, ensuring that more children will get a strong start in life.

**70%**

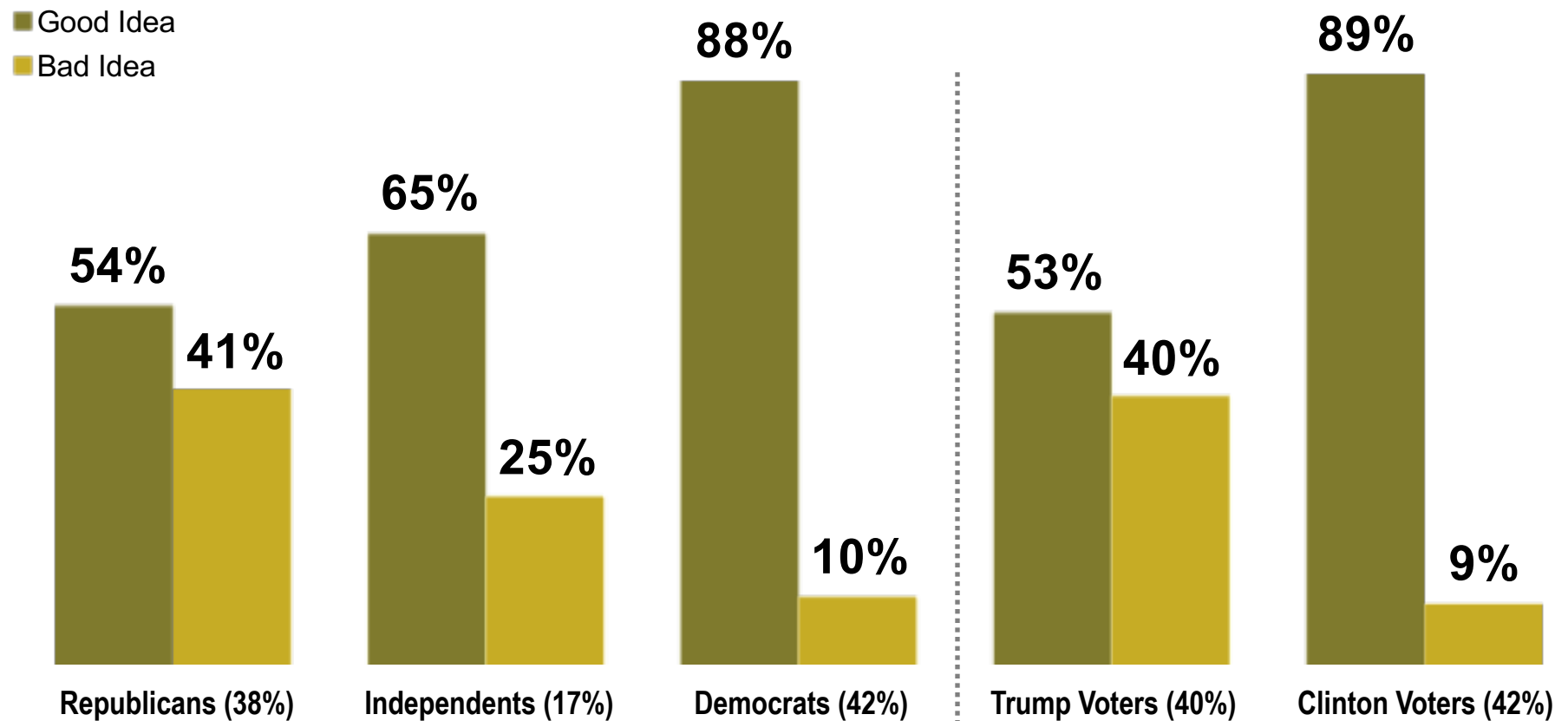
These proposals are a bad idea. We cannot afford to provide all of these tax incentives and additional funding for a small number of parents at a time when we are cutting funding to other existing programs from health care to roads. Besides these tax credits will make our \$587 billion federal budget deficit even worse.

**25%**

*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.*



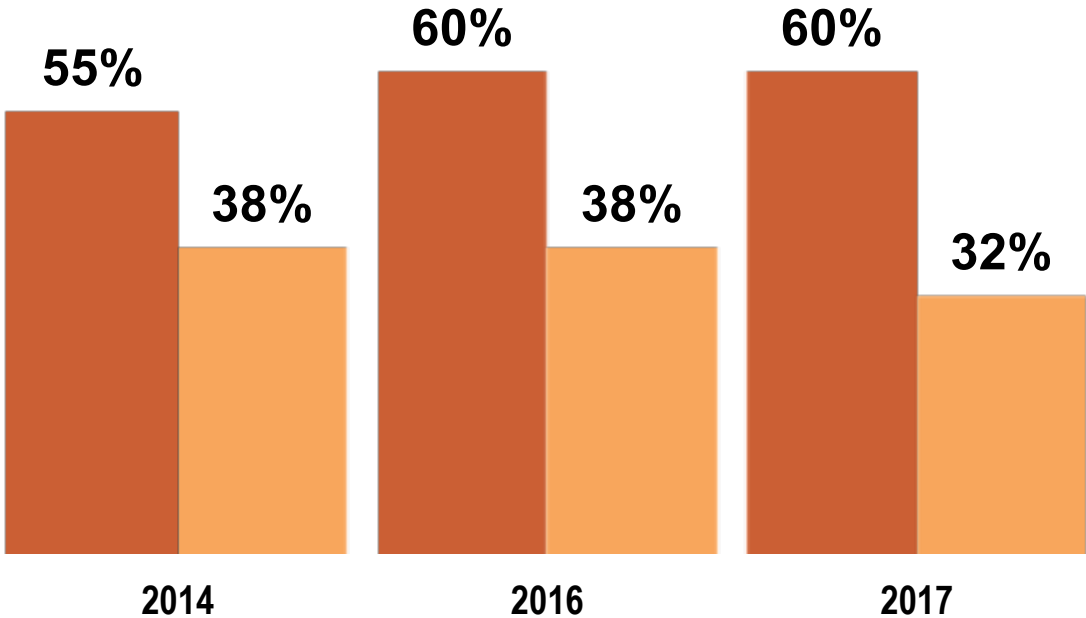
## Voters across the political spectrum are more likely to side with those supporting investments in child care and preschool.



*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.*

# Three-in-five voters say funding for national needs like education is a greater priority than holding the line on taxes and spending.

- Making sure that there is sufficient funding for needs such as education
- Holding the line on taxes and spending

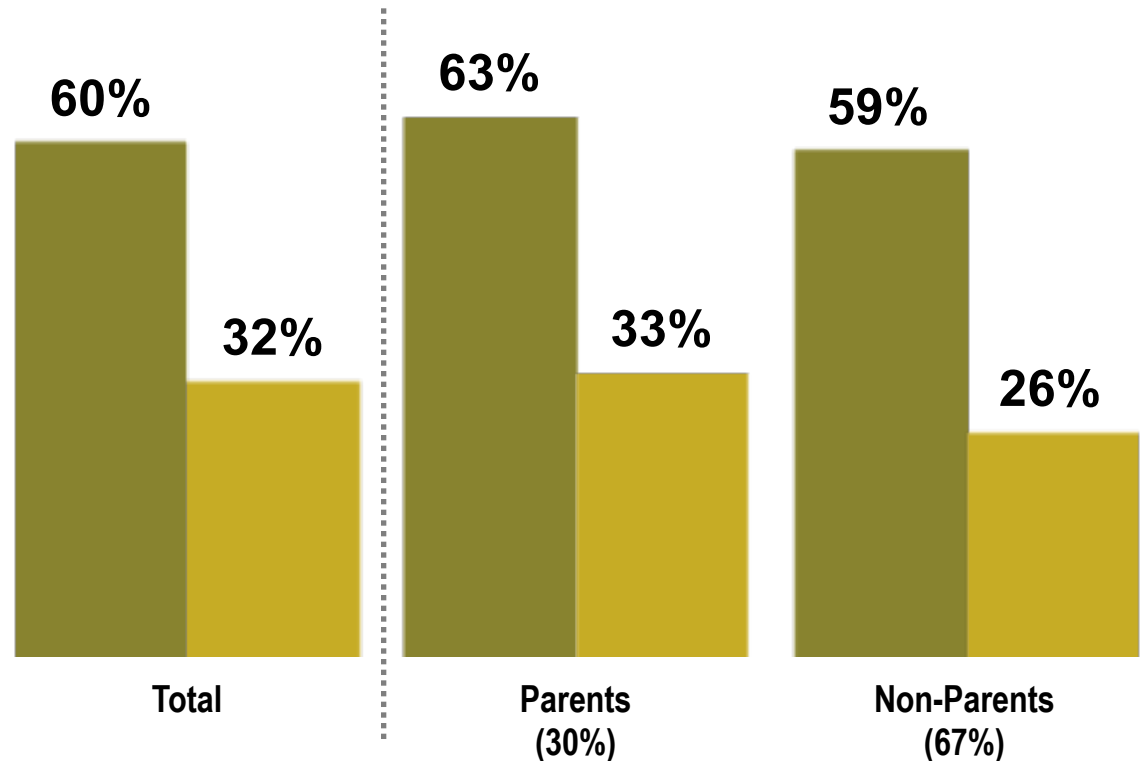


Which of the following do you think is a greater priority for the U.S. right now—holding the line on taxes and spending, or making sure that there is sufficient funding for needs such as education?

# Voters with no children at home, as much as those with children, prioritize making sure there is sufficient funding for education over holding the line on taxes and spending.

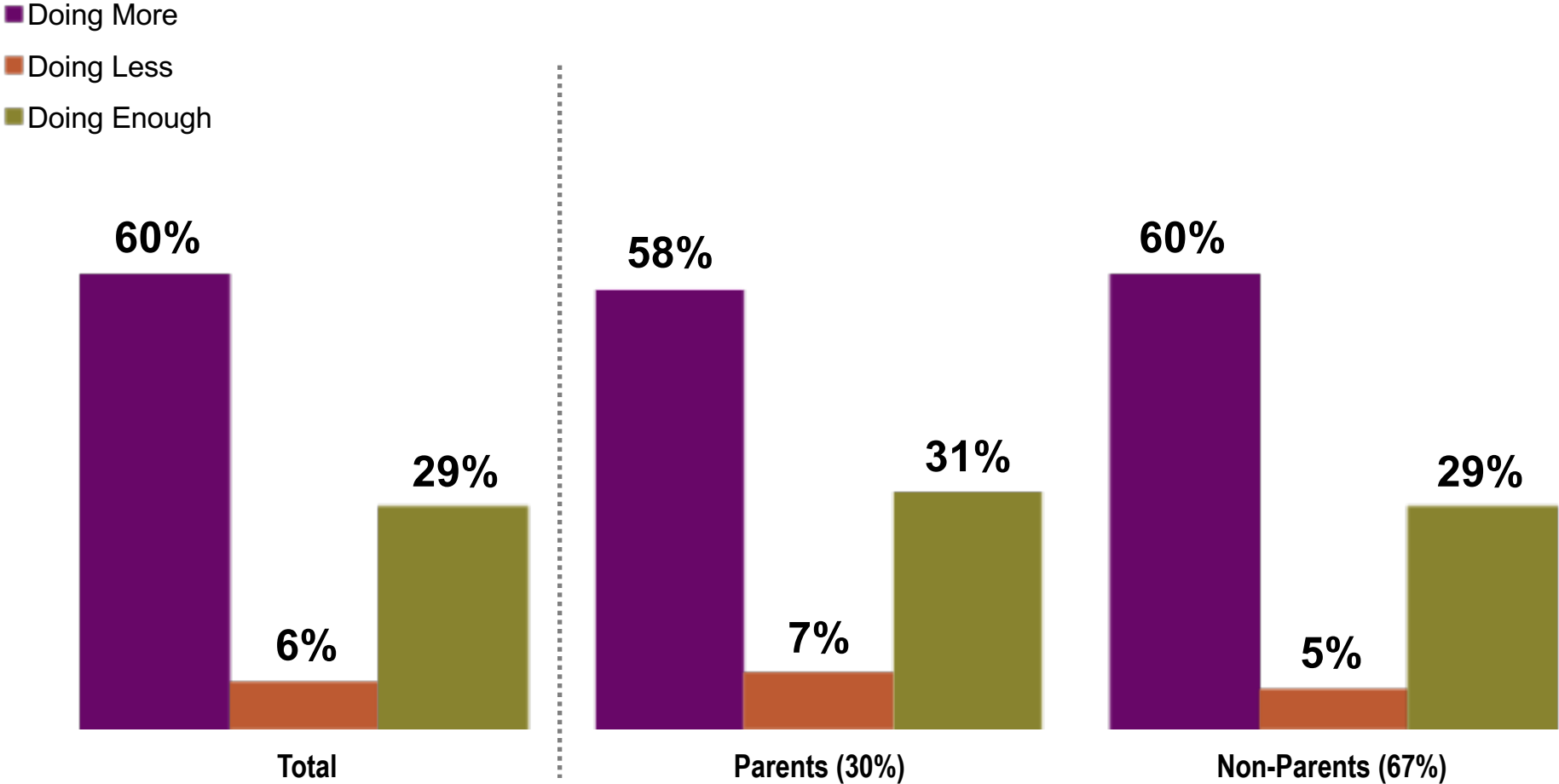


- Making sure that there is sufficient funding for needs such as education
- Holding the line on taxes and spending

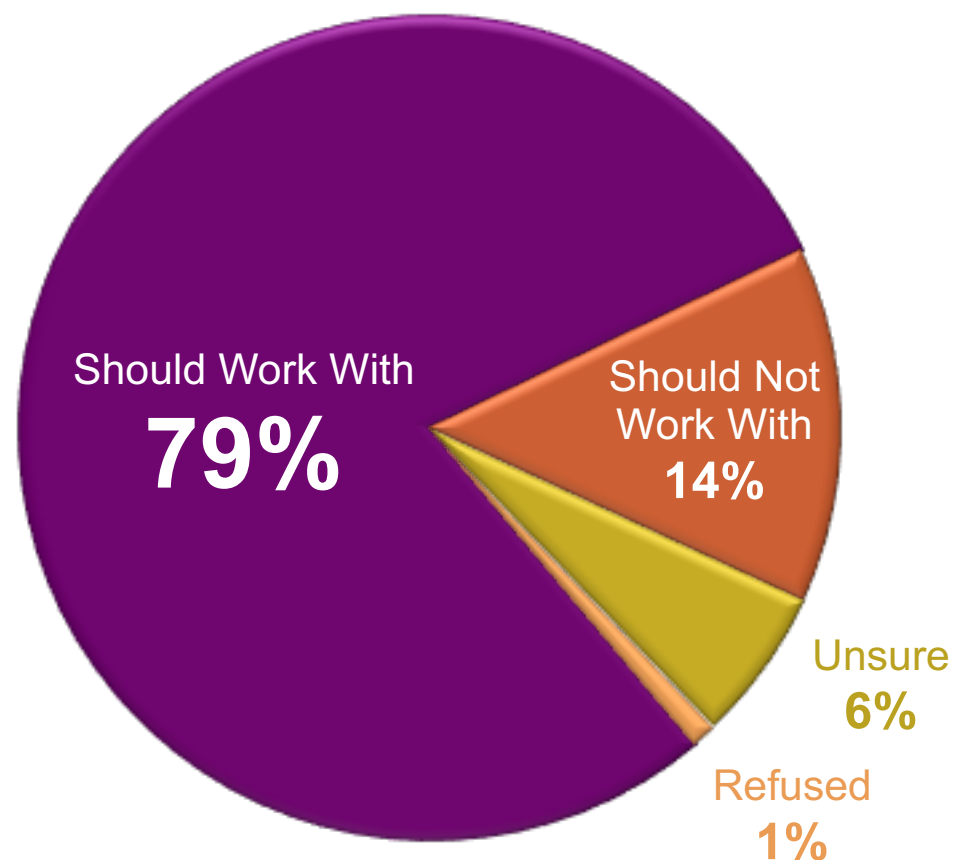


Which of the following do you think is a greater priority for the U.S. right now—holding the line on taxes and spending, or making sure that there is sufficient funding for needs such as education?

# Three-in-five say that the country needs to do more to ensure children start school with the skills and knowledge necessary to succeed.

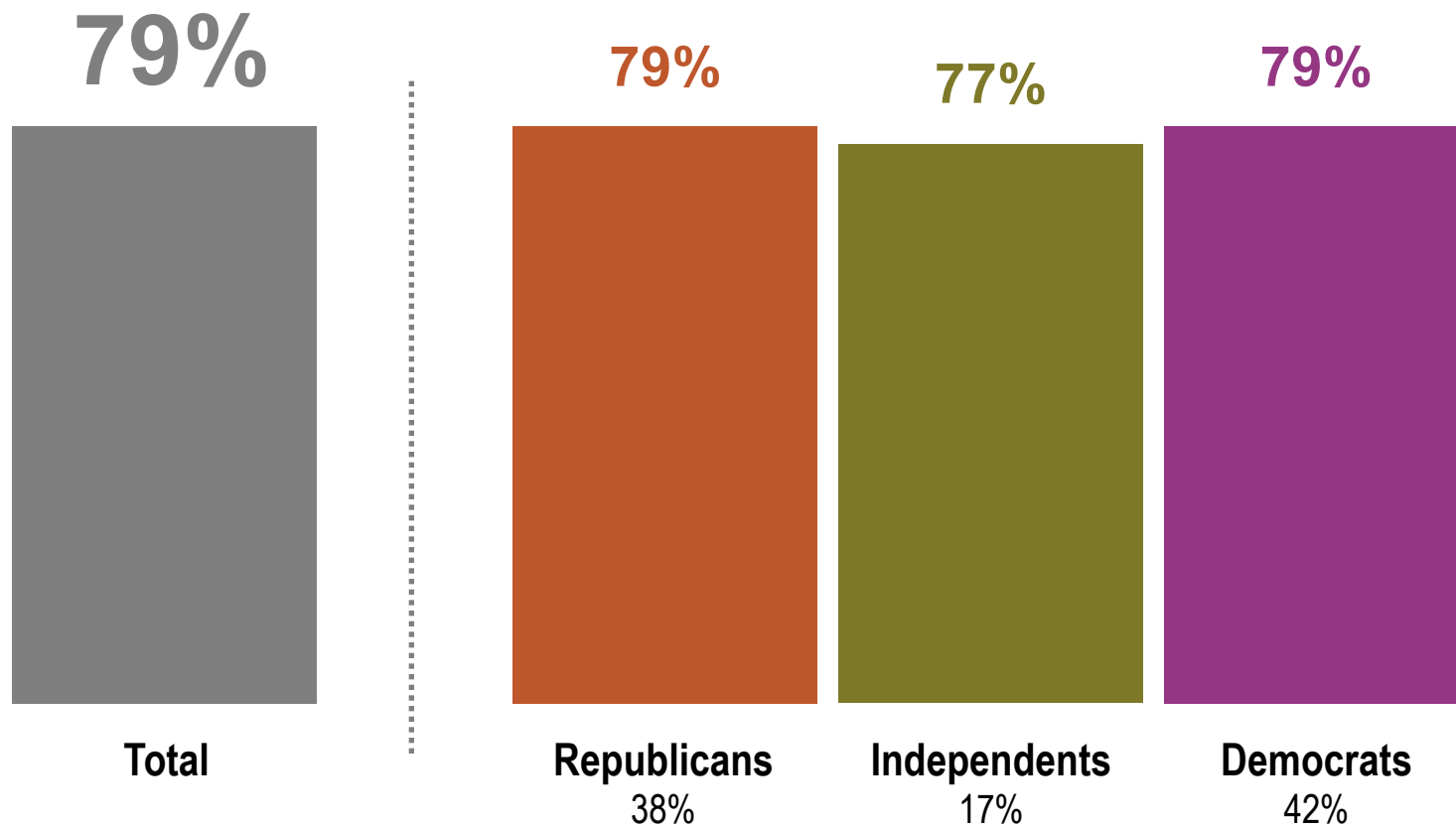


**Voters are united around early childhood education. Four-in-five say Congress and the administration should work together to improve the quality of child care and preschool, and make it more affordable.**



*Do you think your member of Congress should or should not work with President Trump and his administration to improve the quality of child care and preschool and make it more affordable for parents?*

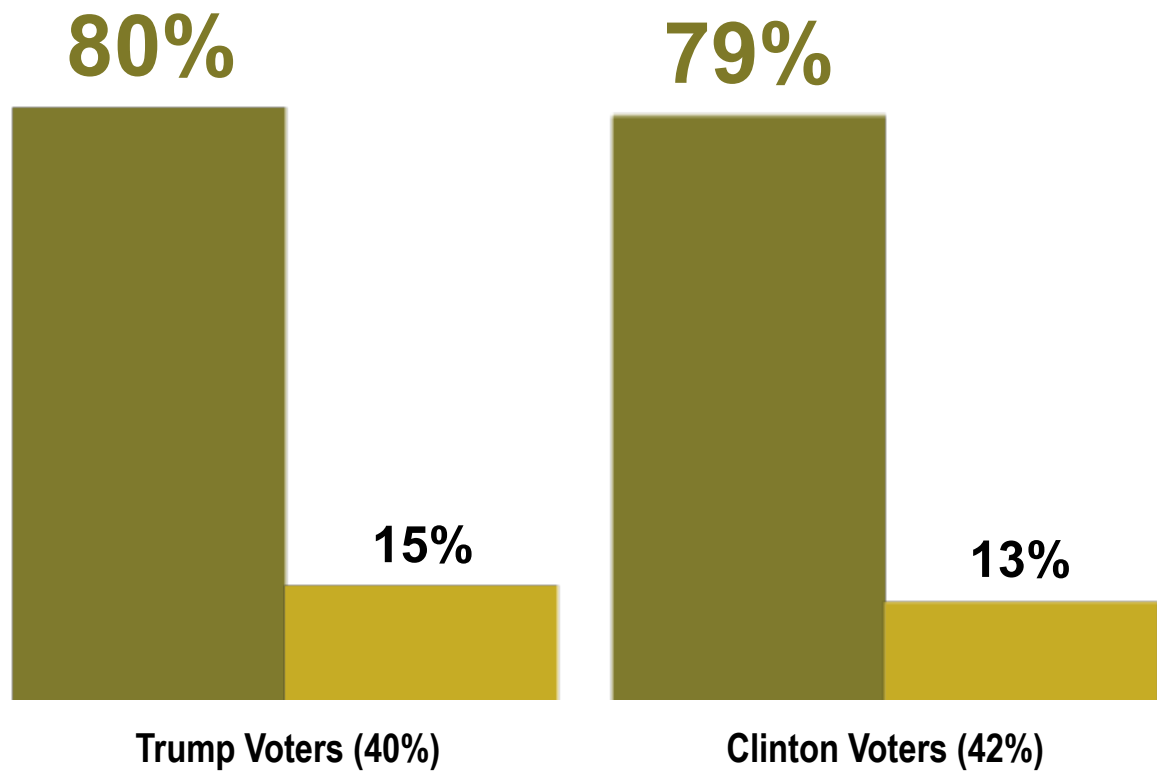
**Voters across the partisan spectrum want their member to work with the Trump administration on this issue.**



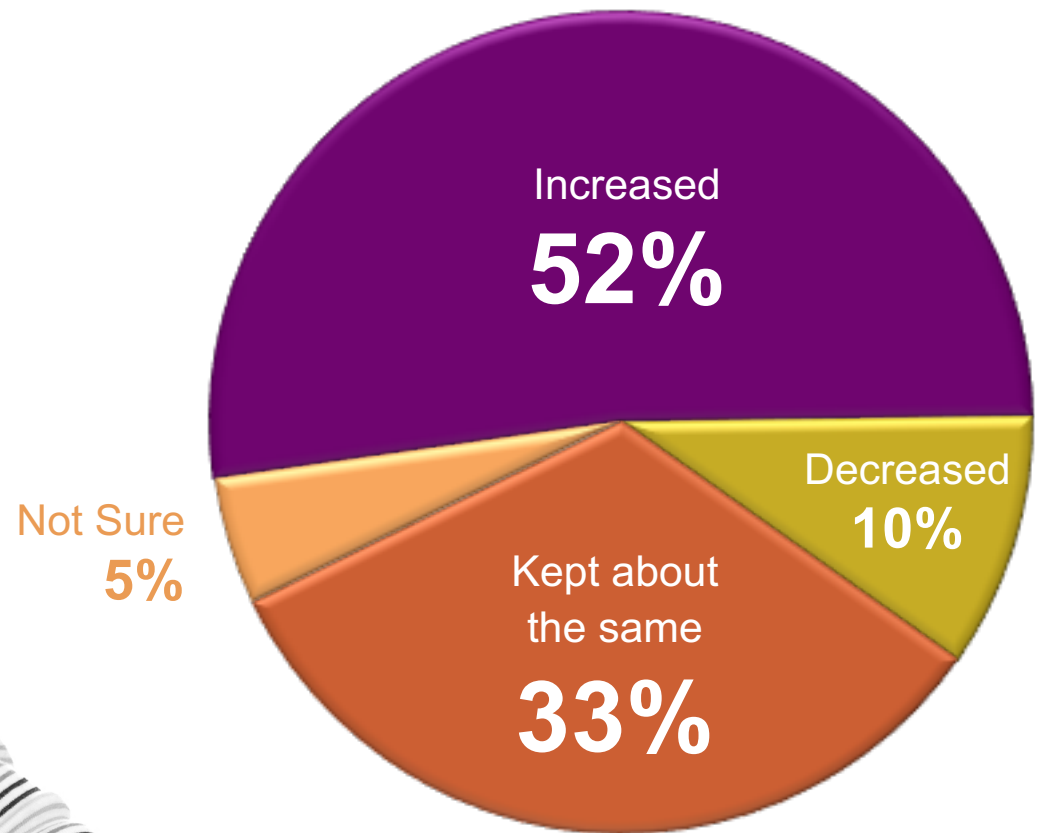
*Do you think your member of Congress should or should not work with President Trump and his administration to improve the quality of child care and preschool and make it more affordable for parents?*

# Clinton voters are just as likely as Trump voters to say they want their member of Congress to work with the administration on early childhood education.

- Should Work With
- Should Not Work With



**American voters are more than five times as likely to say federal funding for child care and preschool should be increased rather than decreased.**



*And more specifically do you think that federal funding for quality early education from birth to age five—including child care and preschool—should be increased, decreased, or kept about the same as it is today?*



**In fact, American voters say our national education funding priorities are reversed—calling for equal or more investment in early childhood education over college.**



**Early education, when children are beginning school and creating the foundation for their education experience**

**28%**

**Investments should be made equally**

**52%**

**College education, when children are finishing their education and deciding on careers**

**18%**

*If you had to choose, do you think it would be better to invest more in—*

**A majority of voters would have a more favorable impression of their member of Congress if he or she supports policies and funding for more families to have quality child care and preschool, with hardly any voters saying they would have a less favorable opinion.**

- Total More Favorable
- Total Less Favorable



**57%**



*And if your member of Congress supported policies and funding for more families to have quality child care and preschool, 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?*

# A number of key segments of the electorate are particularly impressed by a member of Congress supporting early childhood education.



■ Total More Favorable

**Low-Income Parents**  
(16%)



**Moms**  
(17%)



**Hispanics**  
(10%)



**Seniors 65+**  
(18%)



**Moderates**  
(12%)



*And if your member of Congress supported policies and funding for more families to have quality child care and preschool, 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?*

# THE BOTTOM LINE

- Voters perceive a need for improving access to quality early childhood education options.
- In fact, they say this is a priority for the nation, even when compared to other policy issues and voters are five times more likely to want federal funding increased as to see it decreased.
- Voters across party lines want their member of Congress to work with the administration to act on this issue.
- They support a range of policies to increase funding and make quality child care and preschool more affordable for parents.
- There is overwhelming agreement that child care should include an early learning element.
- Voters are more positive toward their member of Congress if he or she supports increasing funding for early education.

The image features a solid purple background with rounded corners. On the left side, there are several dotted lines in shades of yellow, orange, and purple that curve across the frame. The text "THANK YOU" is centered in a bold, white, sans-serif font.

**THANK YOU**



**Lori Weigel**  
**PARTNER**  
lori@pos.org



**Jay Campbell**  
**PARTNER**  
jcampbell@hartresearch.com