



Latino
Policy
Coalition



CALIFORNIA STATE CONFERENCE
NAACP



California Early Childhood Education Funding Ballot Measure Survey

*Survey Conducted for Latino Policy Coalition and California NAACP
September 5-12, 2017*

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Survey Methodology

- ✓ Survey conducted September 5-12, 2017
- ✓ 898 randomly-selected California voters likely to vote in the November 2018 statewide election
 - N=798 statewide
 - N=100 oversample of African-American voters
- ✓ Interviewing was conducted via landlines and cellular telephones with live interviewers
- ✓ Margin of error for the full sample is +/-3.5% at the 95% confidence interval
- ✓ Some numbers may not sum up to 100 due to rounding errors

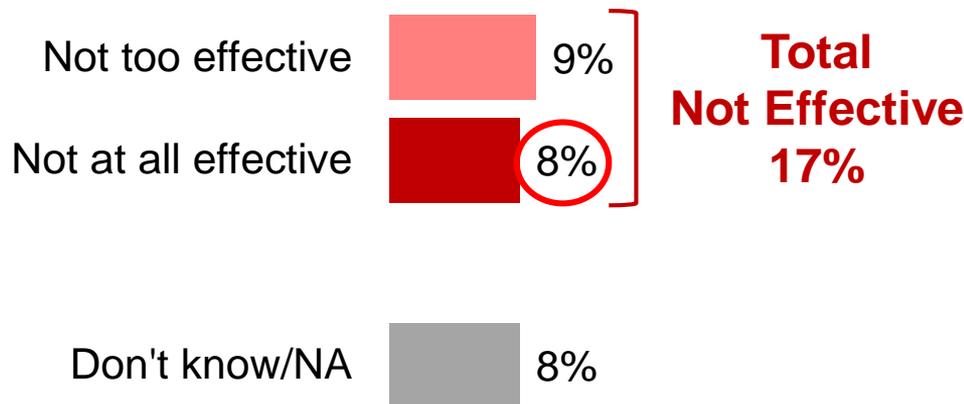




Attitudes about Early Childhood Education

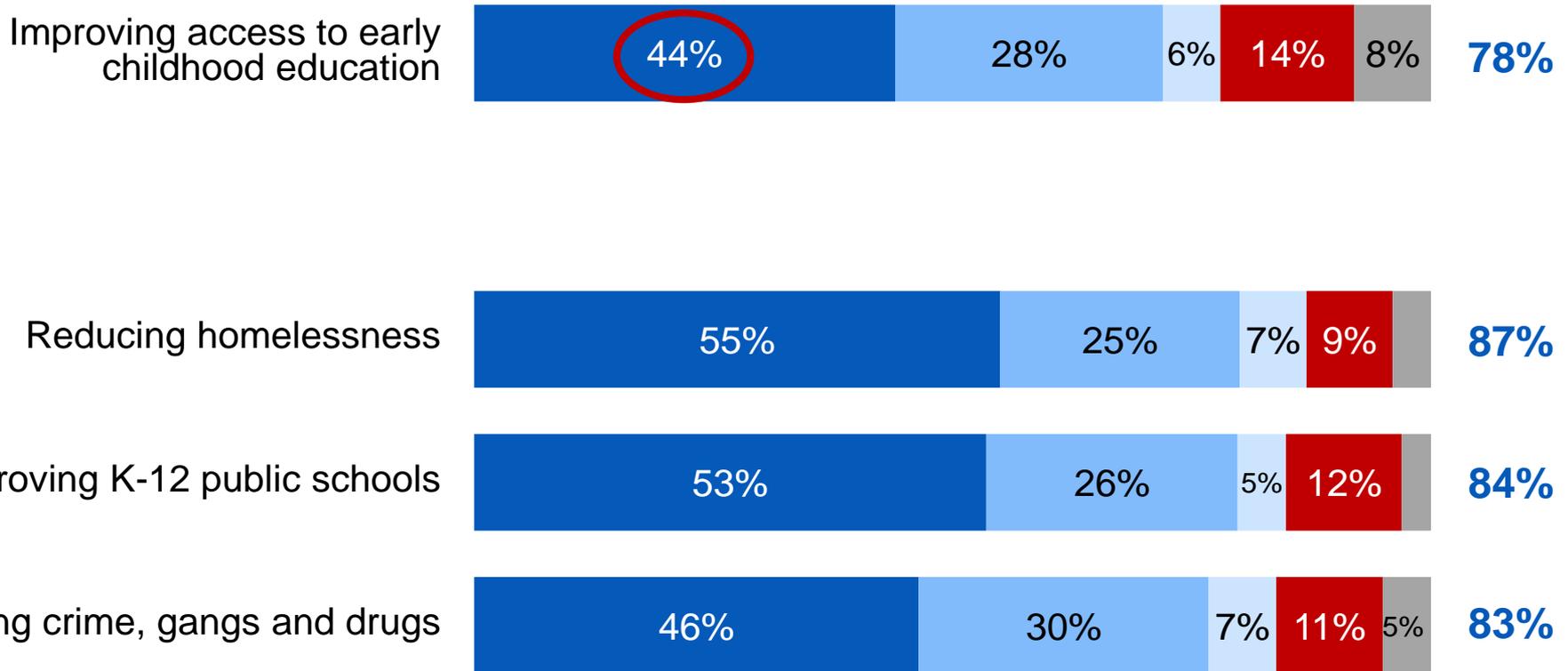
By a four-to-one ratio, voters believe that early childhood education programs are effective in preparing students for school.

Regardless of how you may vote on this particular ballot measure, how effective do you think early childhood education programs for children from birth to age 5 are in preparing students for school?



Nearly eight-in-ten voters see a need for additional funding to improve access to early childhood education, nearly the same level as voters' top priorities.

■ Great Need ■ Some Need ■ Little Need ■ No Need ■ DK/NA **Total Need**





Attitudes on Early Childhood Education Funding Measure

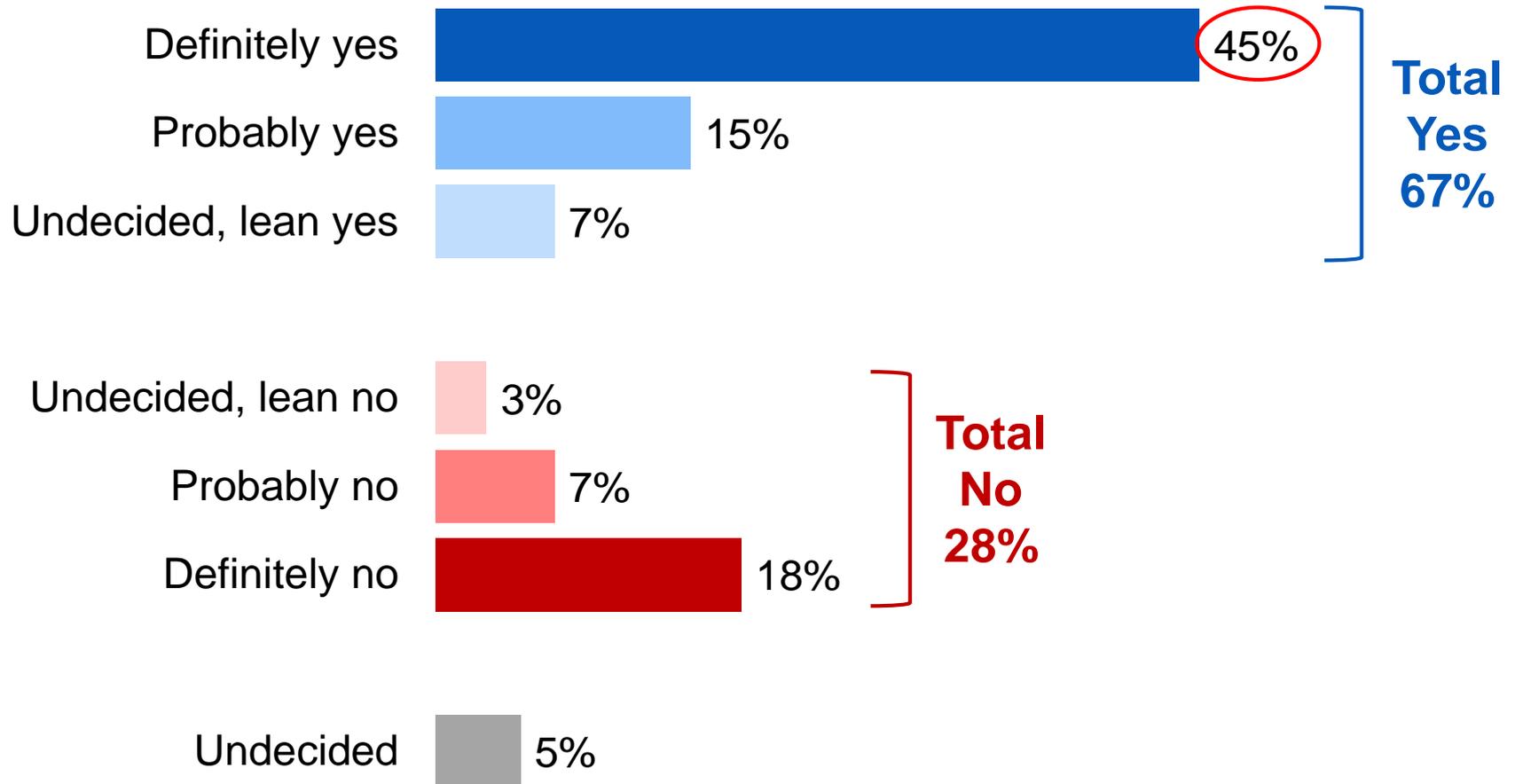
Early Childhood Education Expansion and Funding. Tax on Personal Incomes Above \$1 Million.

- Increases personal income tax by 1% on income over \$1 million to generate an average of \$1.5 billion per year for a dedicated state fund to expand and improve early childhood education programs for children from birth to age 5;
- \$900 million to increase the salaries and benefits of early childhood educators/teachers to improve retention and quality;
- \$300 million to expand the availability of early childhood education programs, including those serving active duty military families/veterans;
- \$300 million to repair/create early childhood education classroom facilities;
- Creates Early Childhood Care and Education Accountability Commission to review and approve expenditures from the dedicated state fund; and
- Prohibits state from decreasing funding levels for early childhood education below current levels.

Summary of Fiscal Impact:

- Additional state revenues of \$1.5 billion per year, likely increasing annually thereafter.
- Unknown state and local savings from expanded county early childhood education services, potentially amounting to as much as the low hundreds of millions of dollars annually.

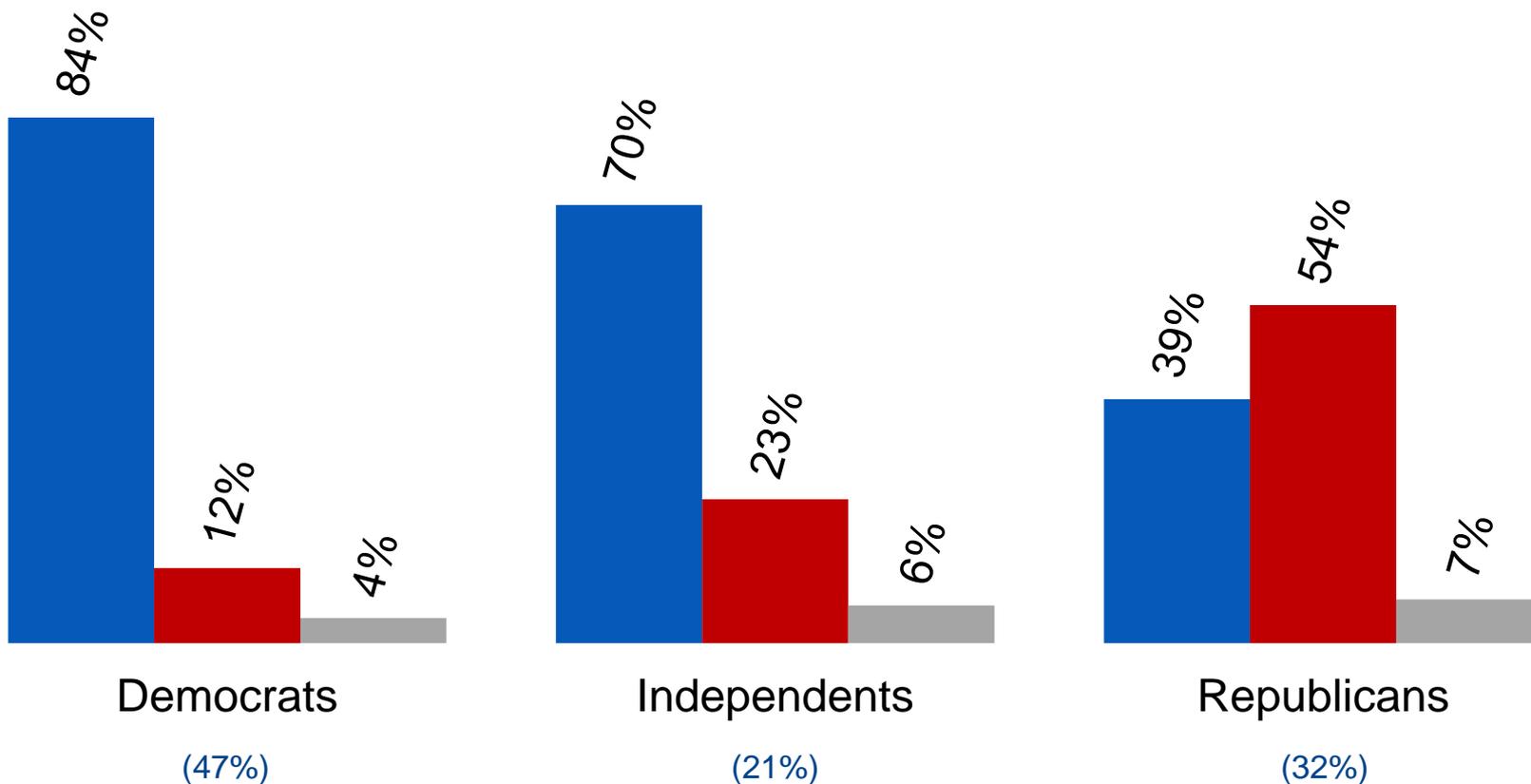
Two-thirds of voters support the early childhood education funding measure, including 45% who say “Definitely Yes.”



Democrats and Independents overwhelmingly support the measure and nearly 40% of Republicans also support it.

Initial Vote by Party

■ Total Yes ■ Total No ■ Undecided

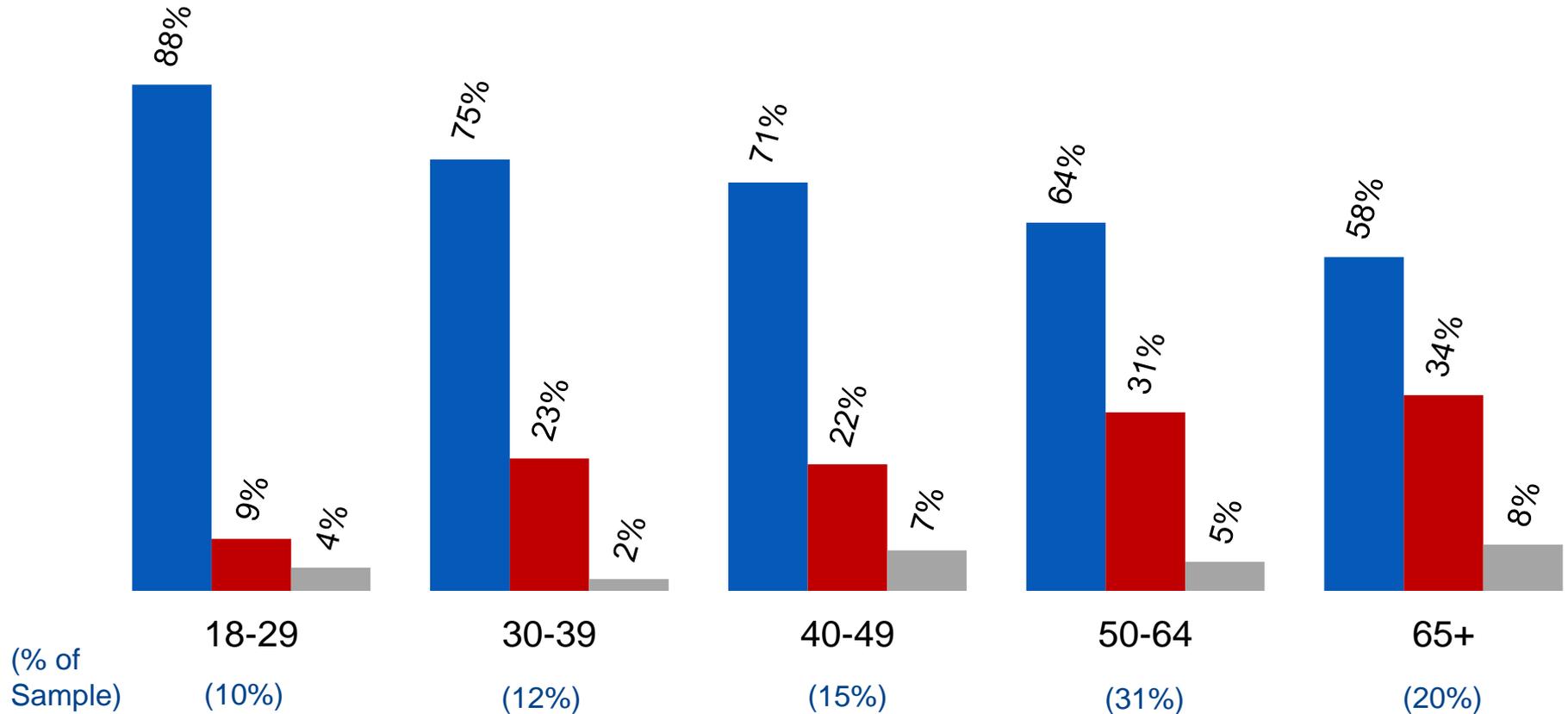


(% of Sample)

A majority of voters in each age group support the ballot measure.

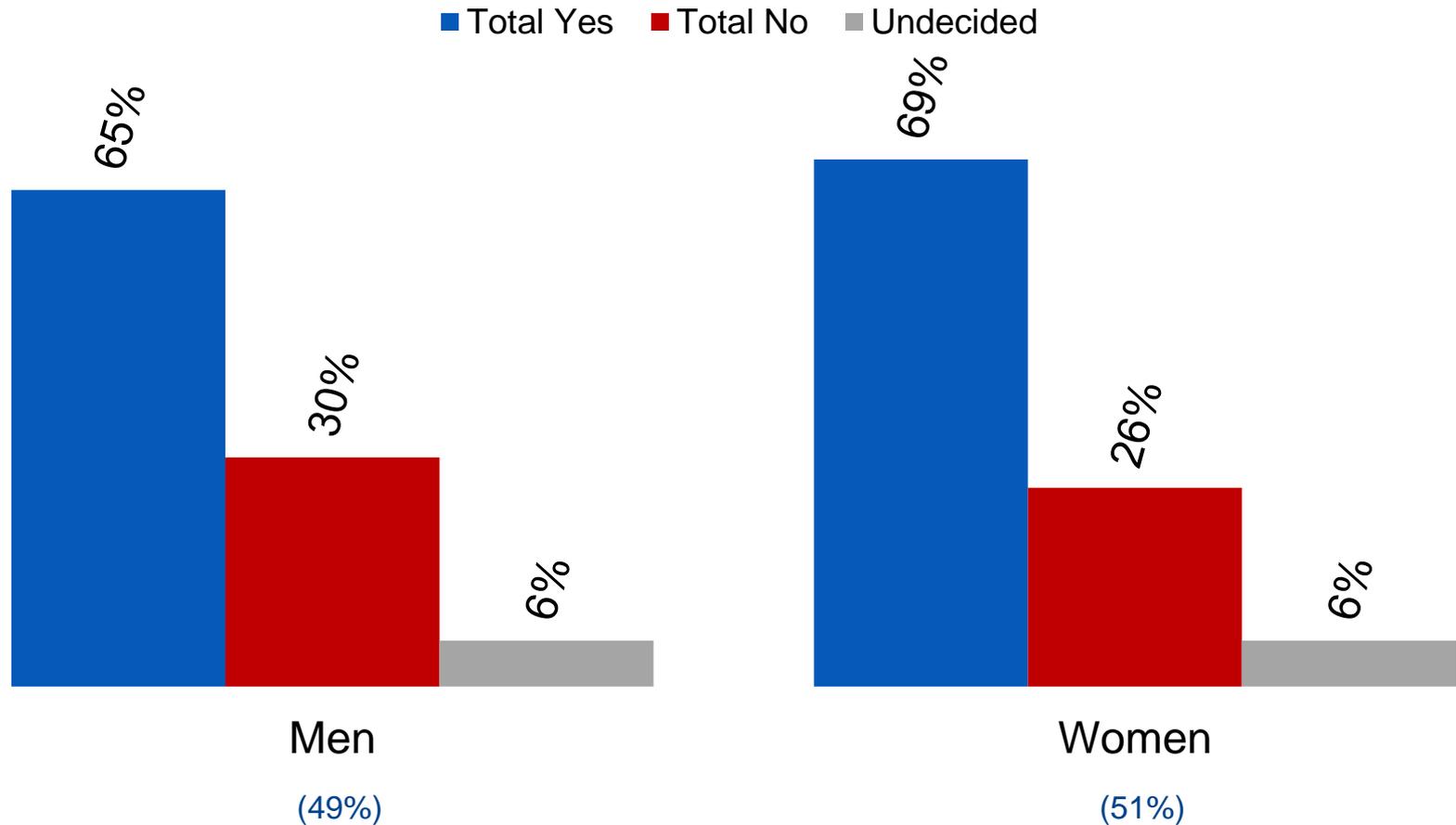
Initial Vote by Age

■ Total Yes ■ Total No ■ Undecided



There is a small gender gap with women being slightly more supportive.

Initial Vote by Gender



(% of Sample)

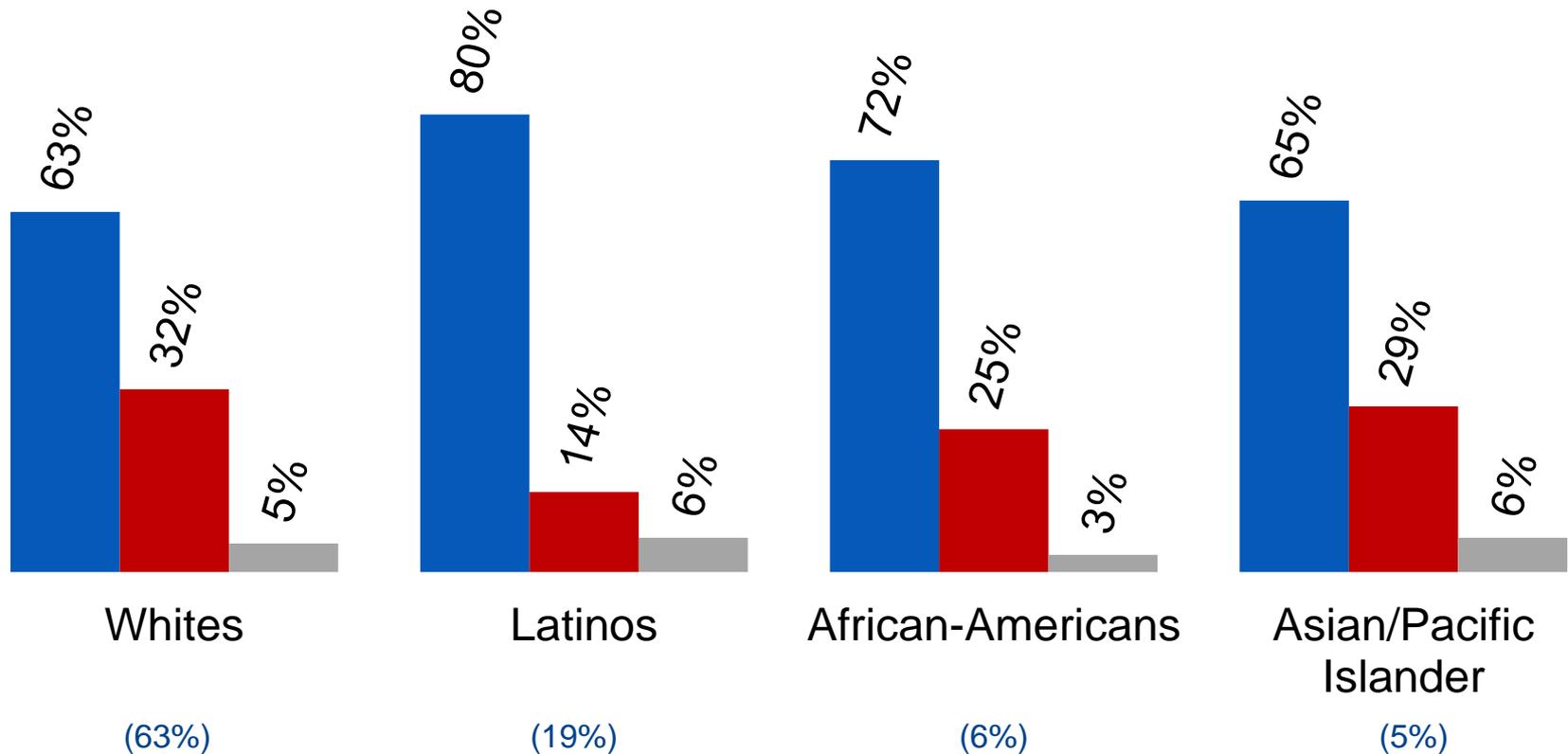
Men
(49%)

Women
(51%)

Support is strong across racial/ethnic groups.

Initial Vote by Ethnicity

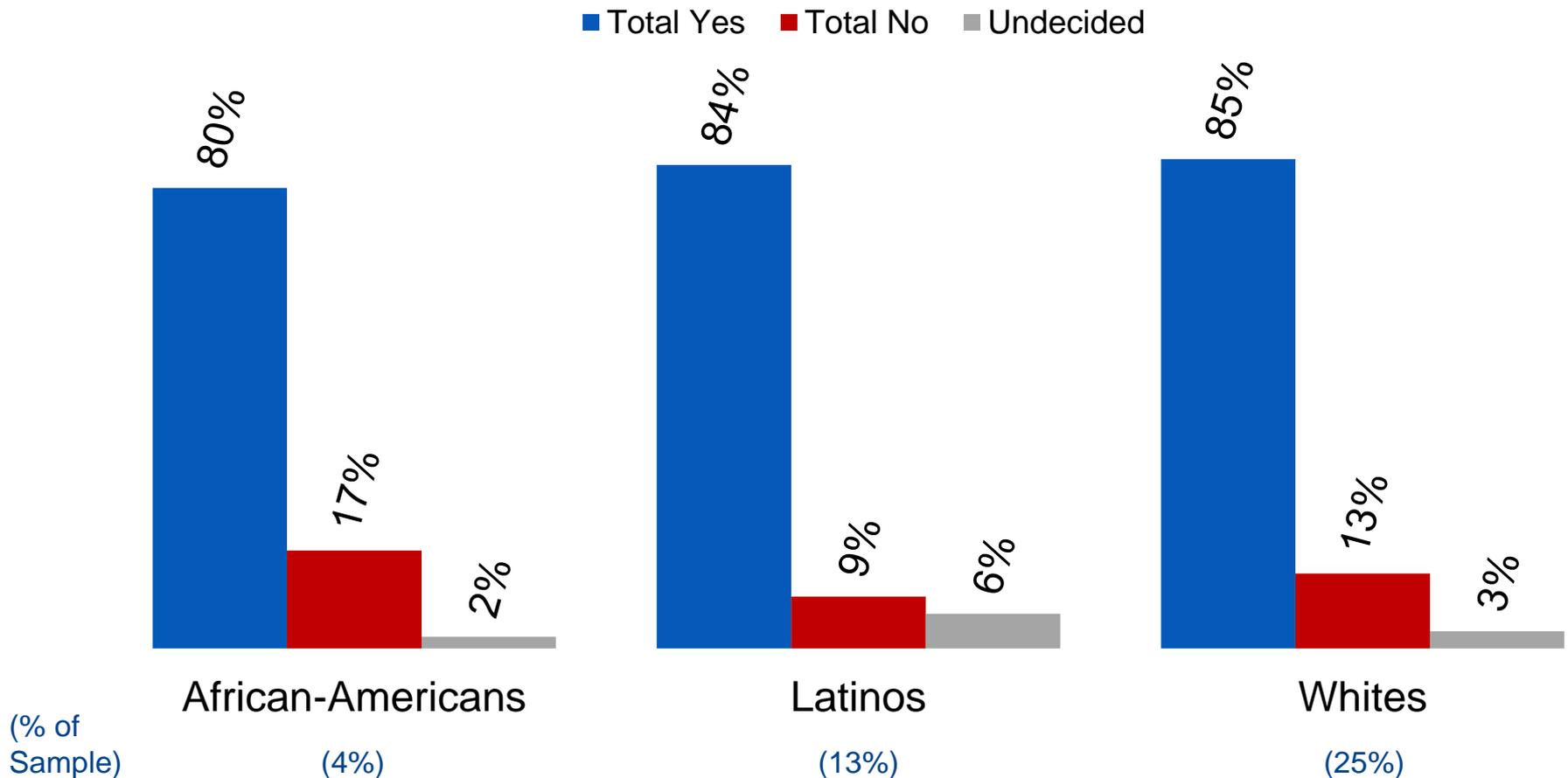
■ Total Yes ■ Total No ■ Undecided



(% of Sample)

Among Democrats, there is strong consistency in support by race/ethnicity.

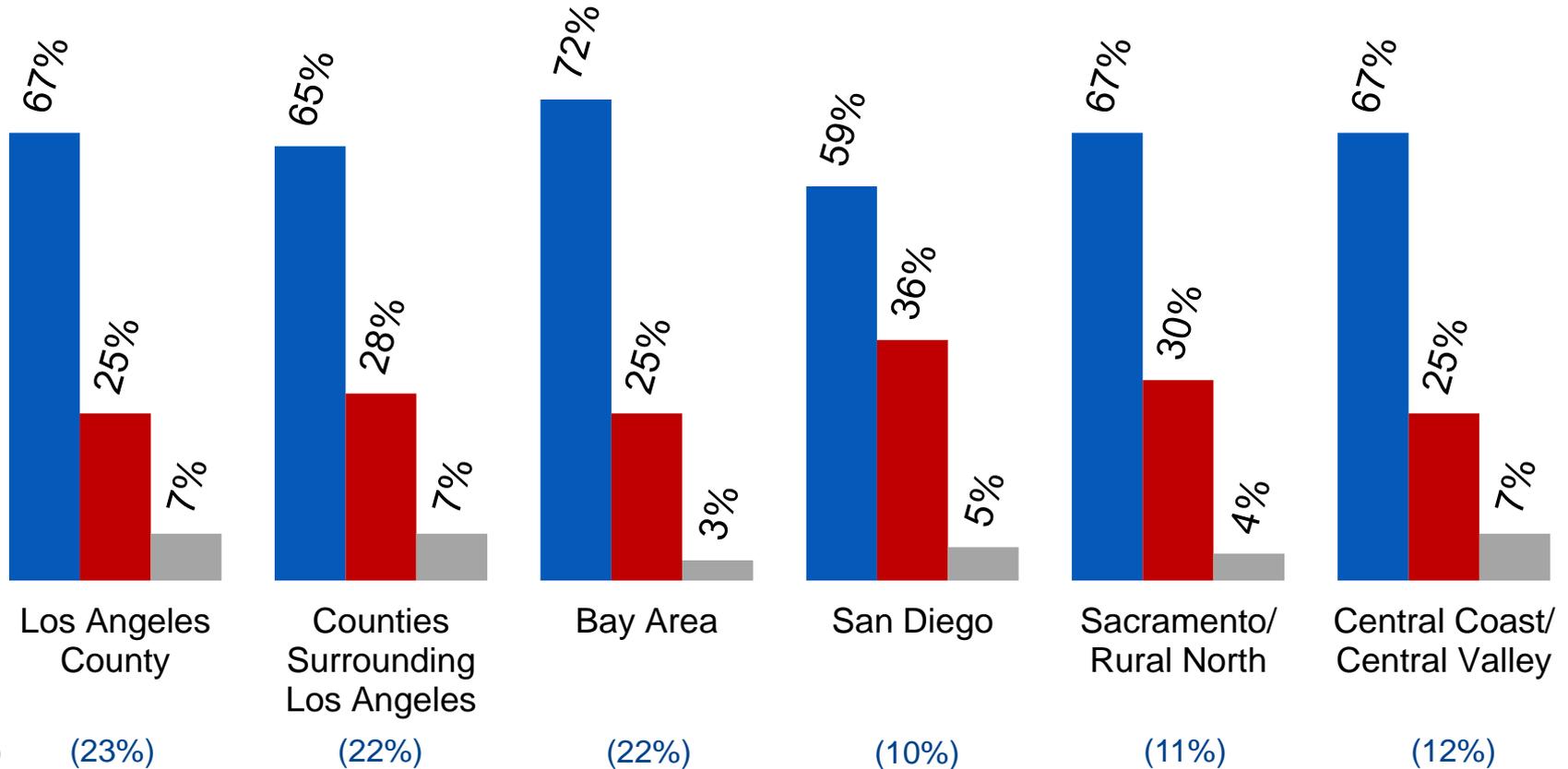
Initial Vote by Democrats by Ethnicity



Support is strong in all regions of the state.

Initial Vote by Region

■ Total Yes ■ Total No ■ Undecided

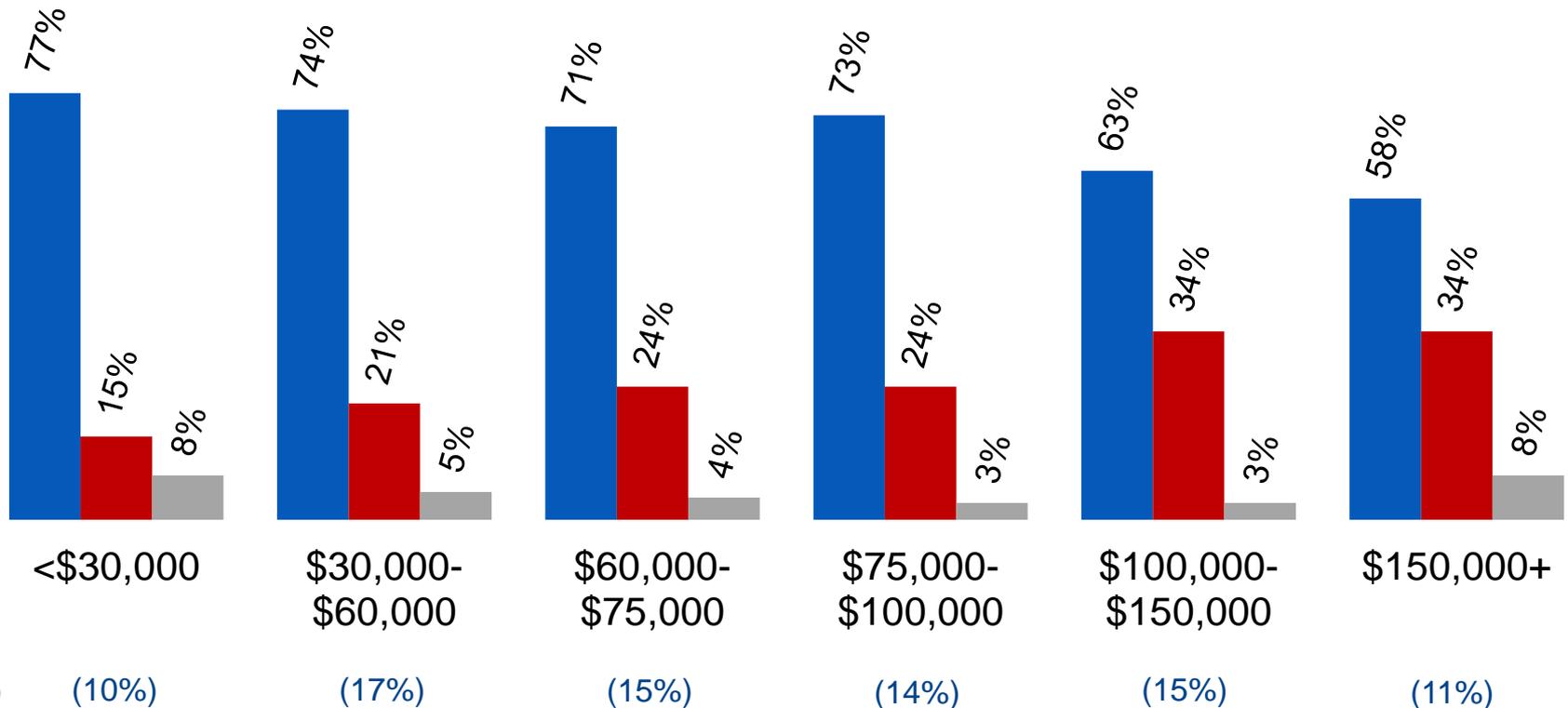


(% of Sample)

Voters who make \$100,000 or less all support the measure at nearly equal levels, and support does not drop dramatically at upper income levels.

Initial Vote by Household Income

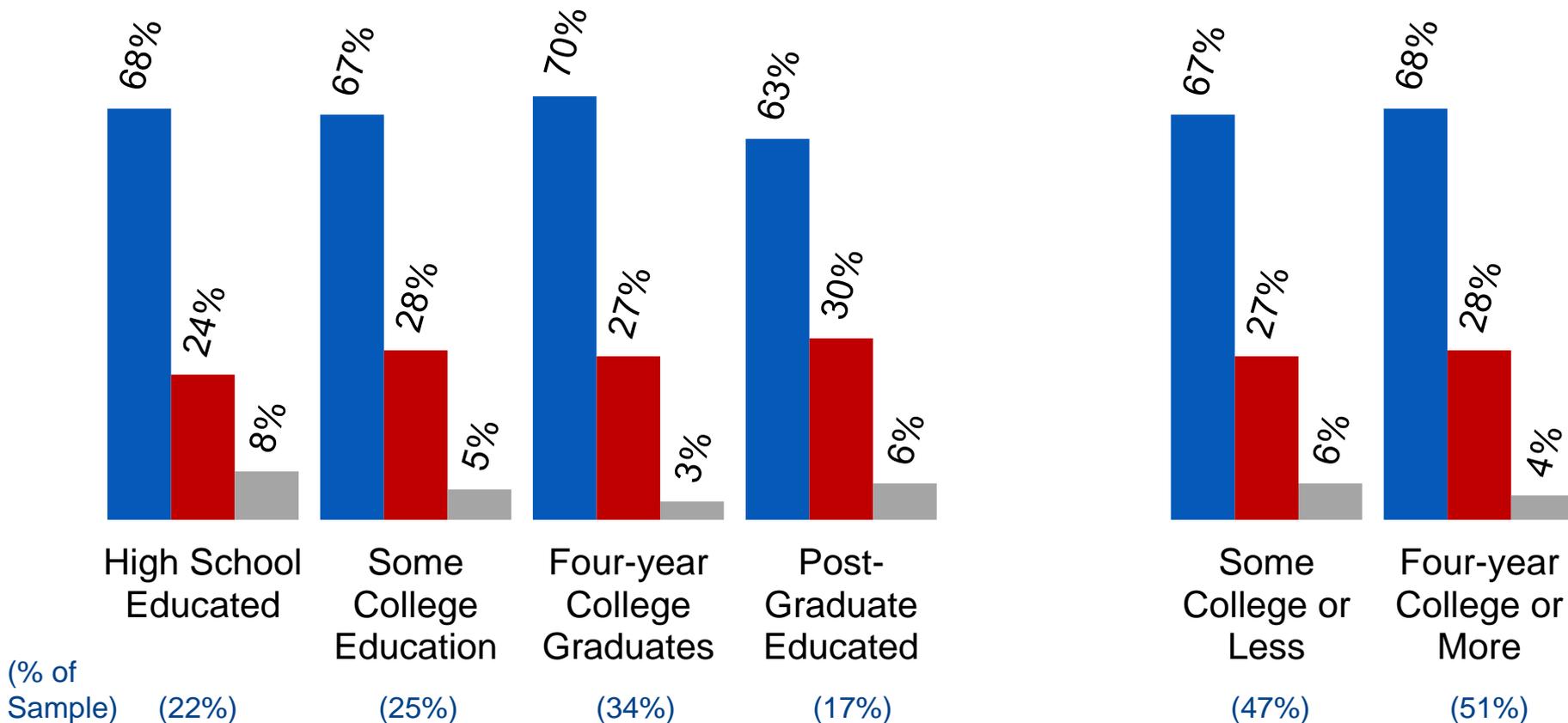
■ Total Yes ■ Total No ■ Undecided



There are high levels of support across all levels of educational attainment.

Initial Vote by Education

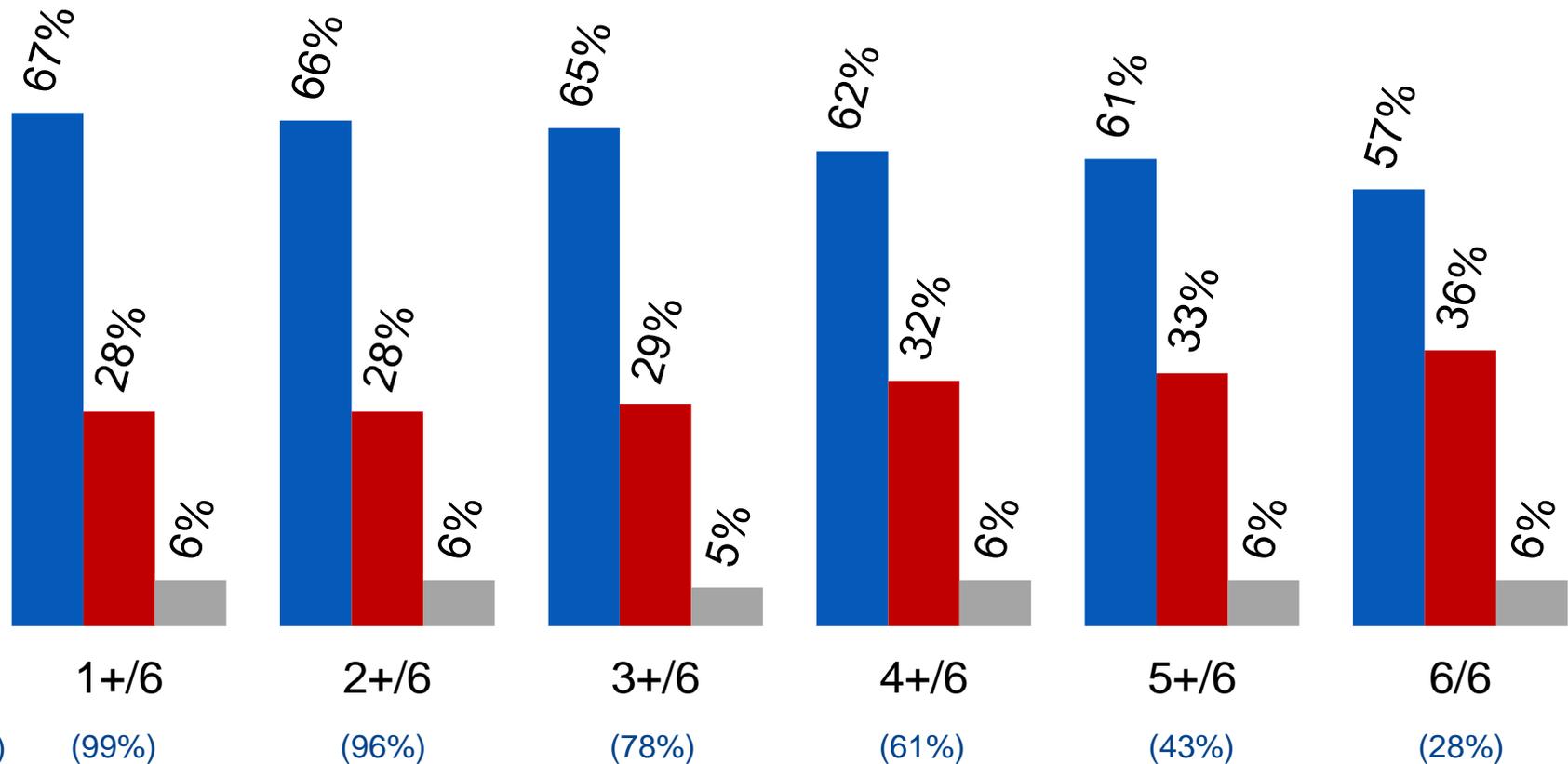
■ Total Yes ■ Total No ■ Undecided



Voters who have a greater history of voting in statewide elections support the measure at roughly equal levels as those who do not.

Initial Vote by Voting History

■ Total Yes ■ Total No ■ Undecided

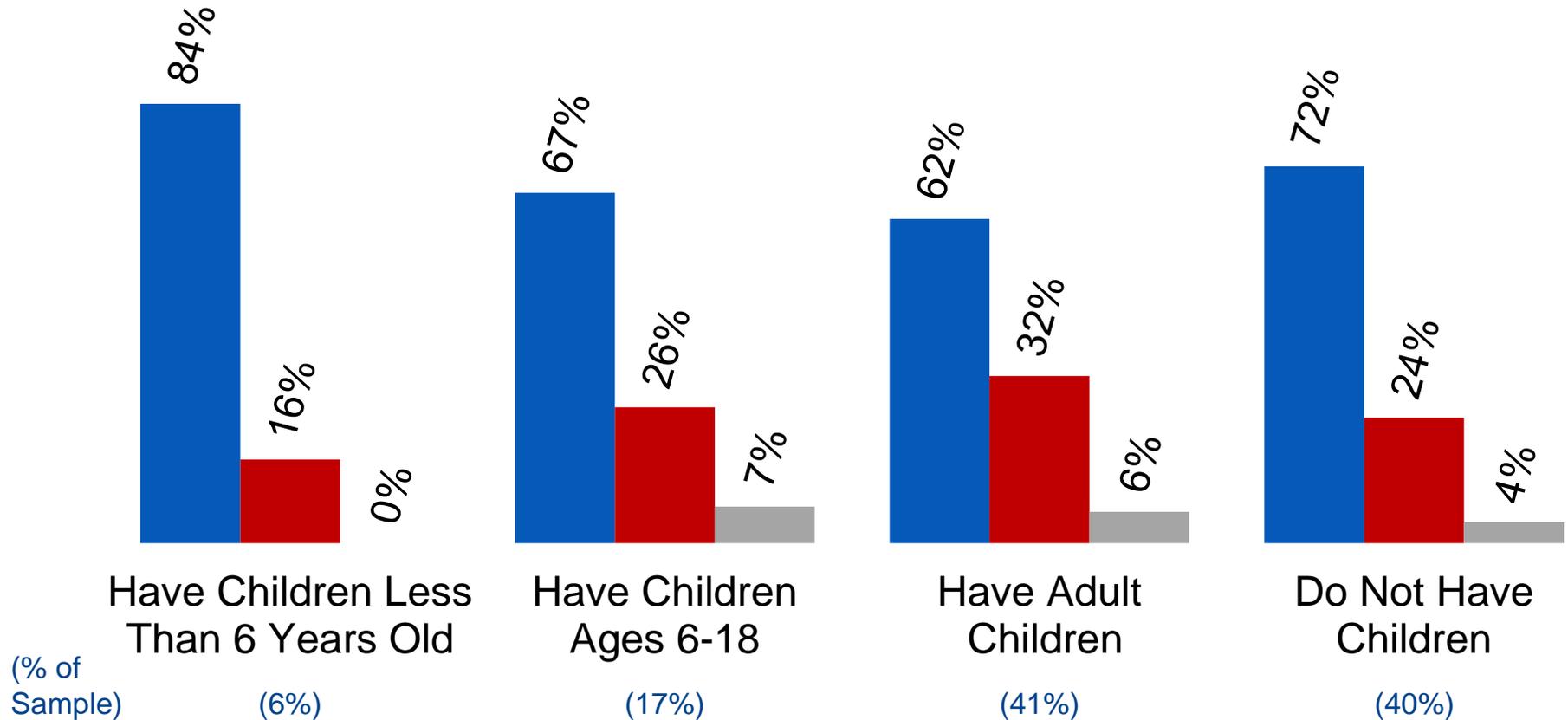


(% of Sample)

Seven-in-ten of the voters who do not have children support the ballot measure.

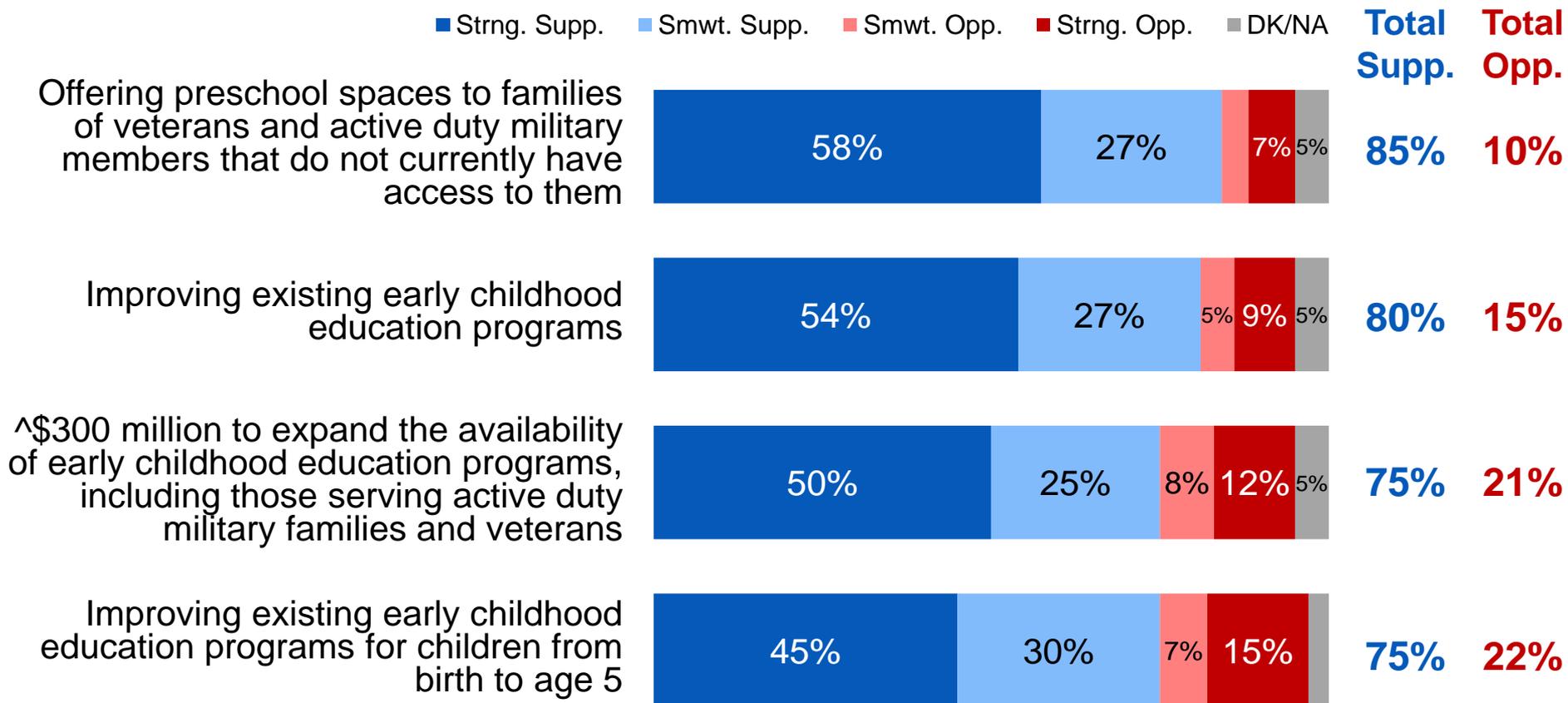
Initial Vote by Children

■ Total Yes ■ Total No ■ Undecided



Voters most strongly support using funds to improve existing ECE programs and providing services to families of veterans/military.

I am going to read you a list of some of the specific programs and services that might be funded by this measure and provisions that could be included. Please tell me if you would support or oppose that program, service or provision of the measure.



A majority strongly supports the tax on millionaires to expand/improve early childhood education.

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ DK/NA **Total Supp.** **Total Opp.**

Repairing and upgrading early childhood education classrooms



74% **22%**

^\$300 million to repair/create early childhood education classroom facilities



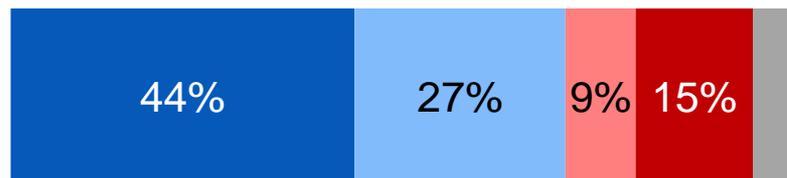
71% **23%**

Increases personal income tax by 1% on income over \$1 million to generate \$1.5 billion per year in dedicated funding for expanding and improving early childhood education programs for children from birth to age 5



70% **25%**

Prohibiting the state from decreasing funding levels for early childhood education below current levels

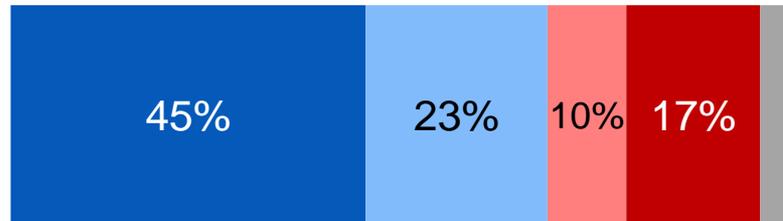


70% **24%**

Support is also high for increasing teacher salaries and benefits.

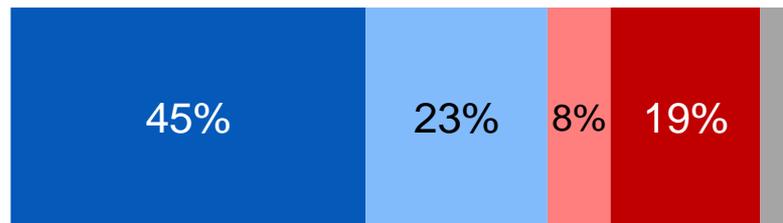
■ Strng. Supp.
 ■ Smwt. Supp.
 ■ Smwt. Opp.
 ■ Strng. Opp.
 ■ DK/NA
 Total Supp. **Total Opp.**

^\$900 million to increase the salaries and benefits of early childhood educators and teachers to improve retention and quality



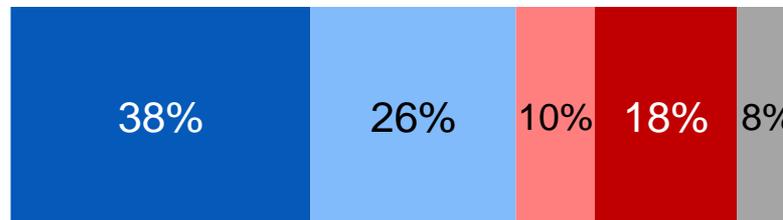
68% **27%**

Increases personal income tax by 1% on income over \$1 million to generate \$1.5 billion per year in dedicated funding for expanding and improving early childhood education programs



68% **27%**

Creates Early Childhood Care and Education Accountability Commission to review and approve funds and expenditures



64% **28%**

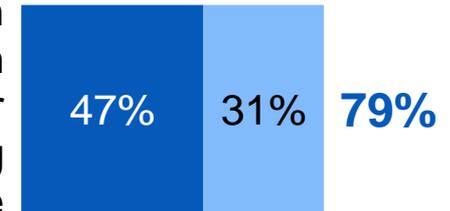


Impacts of Messaging

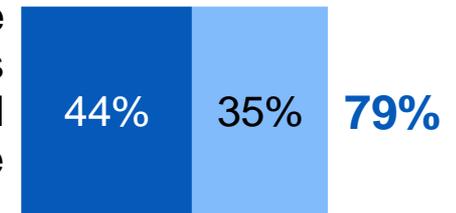
Messages that directly speak to the benefits of early childhood education (Strong Start, Next Generation and Brain Development) are convincing.

■ Very Conv. ■ Smwt. Conv.

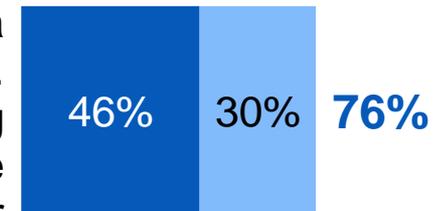
(STRONG START) Children who come to kindergarten without the skills they need often stay behind and struggle in school. With so much brain development before the age of 5, quality early childhood education programs not only prepare children for reading and math, but also for paying attention, following directions, being respectful, and getting along with others. Early childhood education programs give children a chance to learn, become excited about school and be better students.



(NEXT GENERATION) American researchers and educators have proven to the world that early care and education helps most students succeed, helps working families advance financially, reduces crime and incarcerations, and makes local economies stronger. Investing in the next generation not only helps working parents, but all of us.



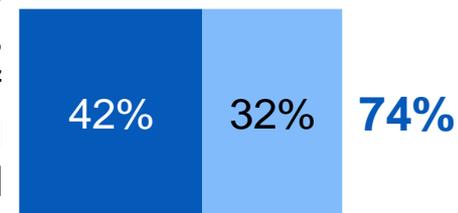
(BRAIN DEVELOPMENT) Research shows that a child's brain develops most dramatically during the first 5 years of life. This critical period is a window of opportunity to lay the foundation for all of the years that follow. This measure gives our kids the best possibility to succeed by expanding quality early childhood education opportunities and ensuring we have the best educators to work with our children during this critical period of their development.



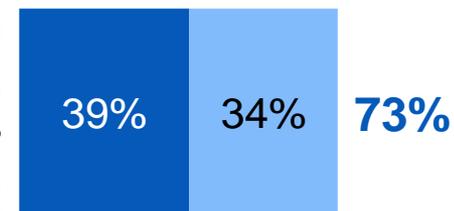
Messages that emphasize the need for quality, the measure's supporters and early childhood education's impact on crime also resonate strongly.

■ Very Conv. ■ Smwt. Conv.

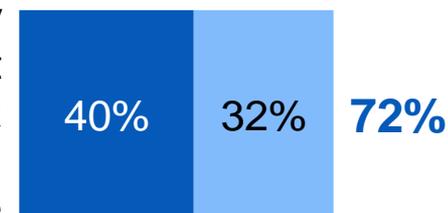
^(**QUALITY FOR ALL**) Quality early childhood education programs have been shown to increase literacy rates, math scores, and graduation rates for the kids who attend. This measure will give hundreds of thousands of children in California the opportunity to attend a quality early childhood education program with a qualified teacher and a safe, well-equipped classroom.



(**MESSENGERS**) This measure expands quality early childhood education programs and repairs and upgrades classrooms for children from birth to age 5. The benefits to our community's education, safety, health and well-being, and economy are so vast that this measure is supported by a broad coalition of community leaders including nurses, firefighters, sheriffs and police chiefs, teachers, parents, economists, and even seniors' organizations.



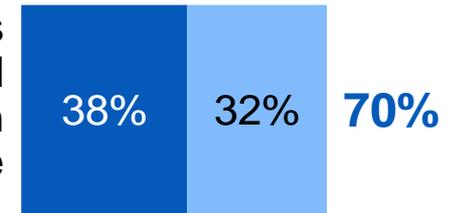
^(**CRIME**) Police chiefs say that children who attend quality early childhood education programs are more likely to stay in school, not get involved with crime, drugs and gangs, and stay out of jail. In fact, a long-term study found that children who did not participate in a preschool program were 70% more likely to be arrested for a violent crime by age 18.



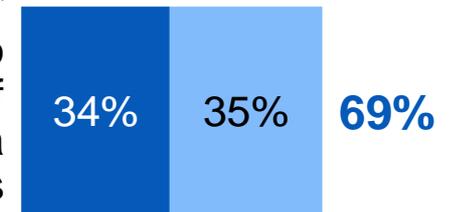
Messages that emphasize fighting poverty and the return on investment of early childhood education programs also resonate with more than two-thirds of voters.

■ Very Conv. ■ Smwt. Conv.

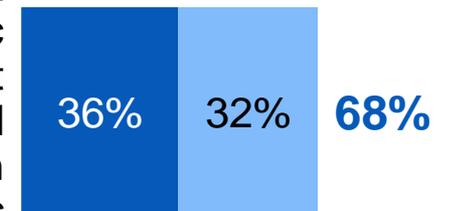
(WAITING LISTS) Over 300,000 children in California are on waiting lists for state early childhood education programs. This measure will expand and improve early childhood education programs that prepare children for kindergarten, keep them healthier and make them less likely to be involved in crime as they get older.



(POVERTY) California has more children living in poverty than any other state. The best way to reduce the child poverty crisis in California is to ensure that all children have training to develop their skills regardless of their socio-economic background. Children living in poverty in California who attend high-quality preschool programs perform as well as high-income children on English and math in elementary school.



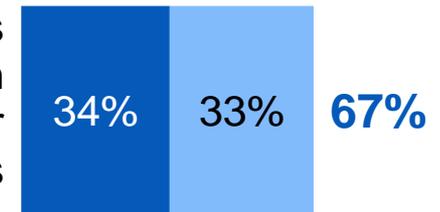
(R.O.I.) Business leaders know that quality early learning programs are a smart investment. In fact, studies show that for every dollar the public invests in early childhood education, we get at least \$8 back because it costs less in the long-term if more of our young people attend high-quality early education programs and have the skills to learn and be successful, rather than paying for welfare and other public assistance programs.



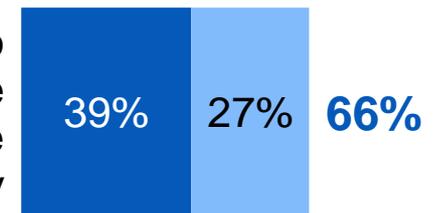
A statement about the \$1.5 billion shortage for early childhood education programs resonates with two-thirds of voters.

■ Very Conv. ■ Smwt. Conv.

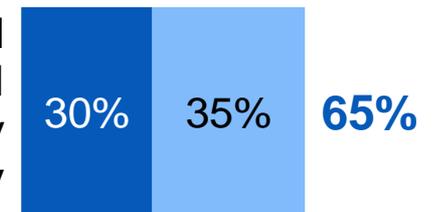
(SHORTAGE) The measure will address the \$1.5 billion shortage for early childhood education programs in the state budget that leaves hundreds of thousands of low-income children in California without an early childhood education program that could prepare them for kindergarten. And as the cost of rent goes up, early learning programs are closing and the problem is getting worse.



(TAKEN TOLL) California is facing a crisis: we can't keep quality early childhood teachers from leaving for other jobs. Many of the teachers to our youngest children are paid extremely low hourly wages. These teachers, who are mainly women, face true income inequality because even though many are college educated, their pay is too low and salary cuts force many of them to seek public assistance just to get by.



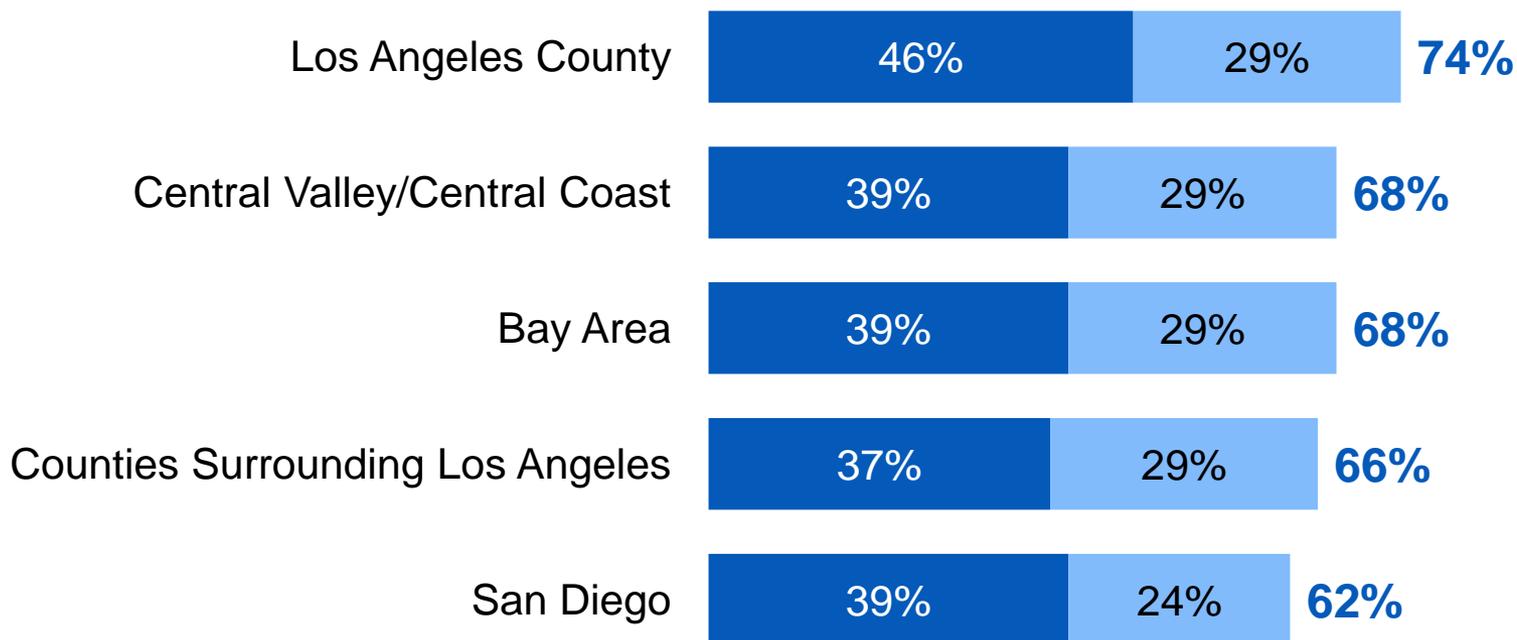
(ACCOUNTABILITY) This measure has strong accountability requirements to ensure that funds are spent efficiently and as promised to voters. It requires citizens' oversight of all spending, annual independent financial and performance audits, and requires that early childhood education programs meet state and local standards for quality and safety in order to receive funding.



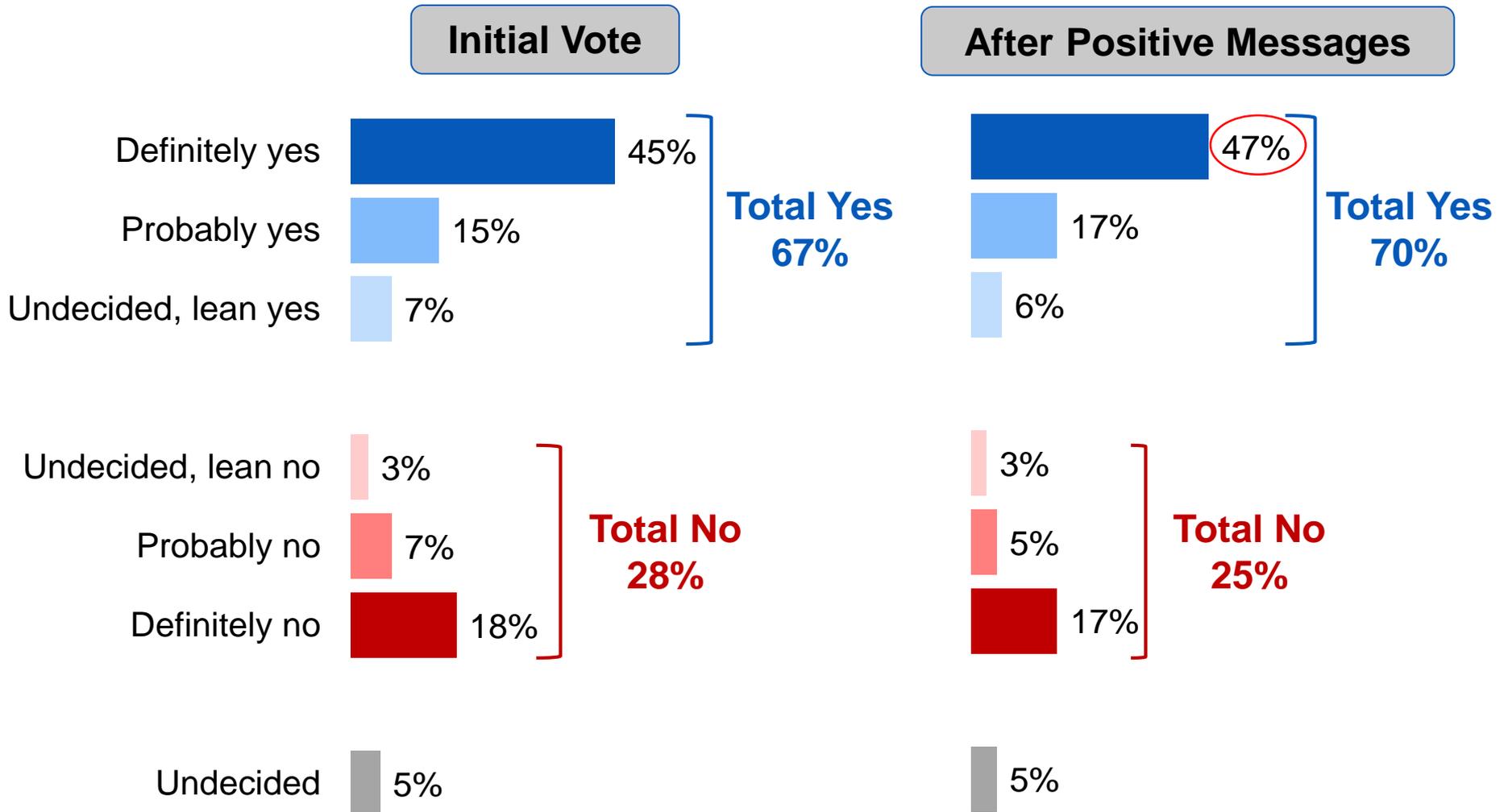
A targeted regional message on expanding and improving early childhood education programs resonated with voters throughout the state, especially in Los Angeles County.

Almost 40% of the children in (REGION) are on waiting lists for state early childhood education programs. This measure will expand and improve early childhood education programs that prepare children for kindergarten, keep them healthier and make them less likely to be involved in crime as they get older.

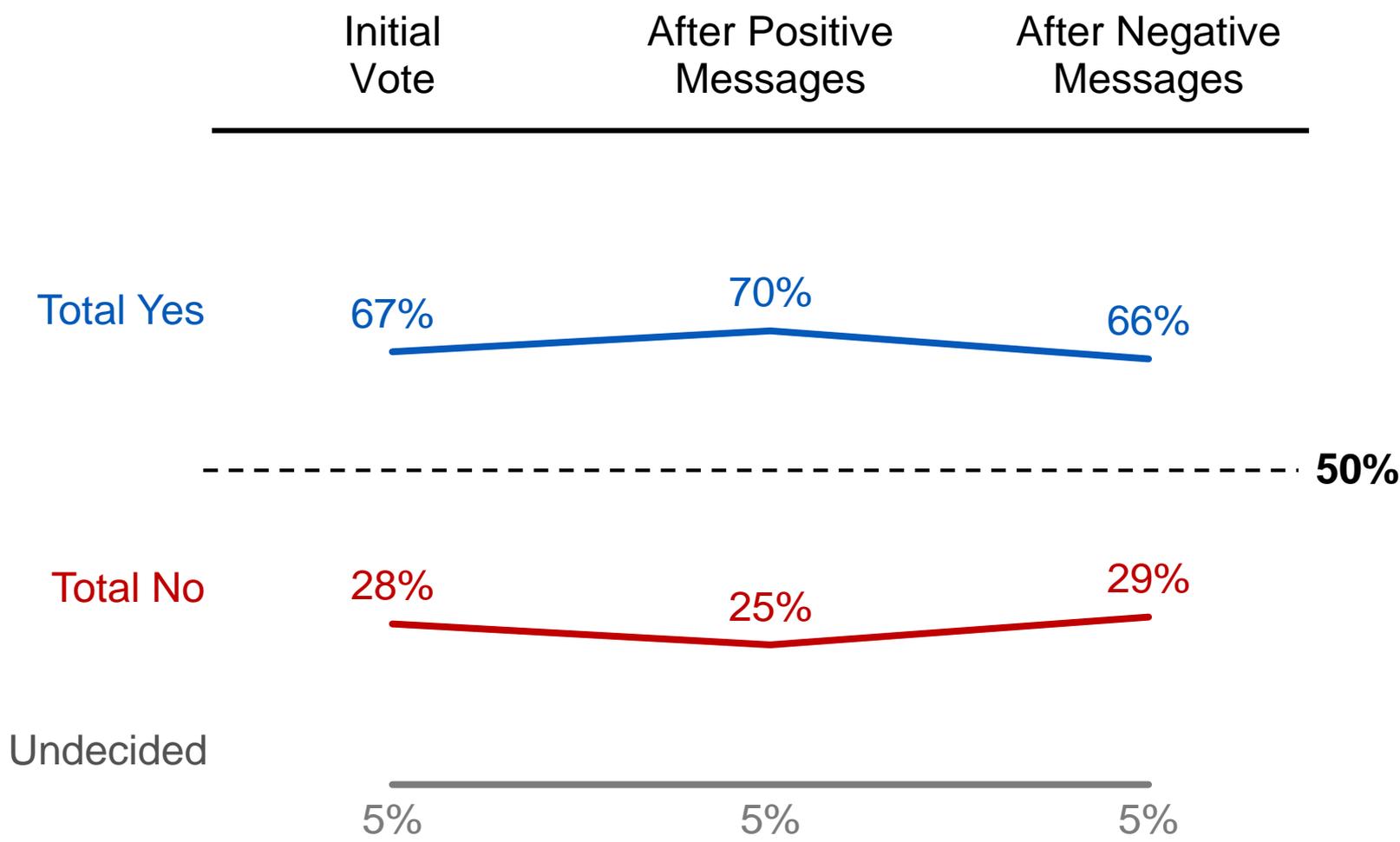
■ Very Conv. ■ Smwt. Conv.



After positive messaging, the “Definite Yes” vote is nearly 50%.



Two-thirds of voters support the measure after all positive and negative messaging, well above the 50% threshold.





Conclusions

Conclusions

- ✓ Support for a ballot initiative to create a millionaire's tax for early childhood education (ECE) is strong with 67% “yes,” including 45% “definitely yes” on the initial vote.
- ✓ ECE is seen as an important issue with more than 70% saying it is effective, in need of additional funding and supporting the basic concept of taxing millionaires to provide more ECE services.
- ✓ Well over a majority of voters support the measure across a number of demographic categories including region, age, gender, race/ethnicity, income, educational attainment, and voting history.
- ✓ Messaging for and against the ballot measure does not significantly change the overall dynamics: the measure is still well-positioned with two-thirds support.

For more information, contact:



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