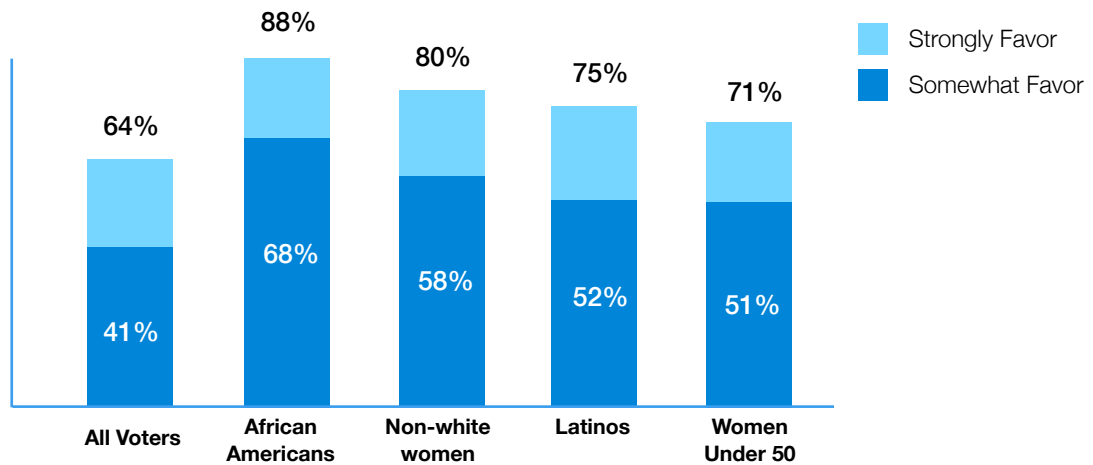


California Voters Overwhelmingly Support More Funding for Child Care and Early Education

A recent poll of likely 2014 voters in California conducted for advocacy and labor organizations in the Raising California Together coalition by Anzalone Liszt Grove Research found that nearly **two-thirds (64%) of voters want to increase state funding for child care and early education**. Support is especially strong among African Americans (88%), non-white women (80%), Latinos (75%) and women under 50 (71%), with majorities of each of these groups strongly backing more funding.¹

Do you favor or oppose increasing state funding for child care and early childhood education in California?



California voters continue to strongly support more funding even after hearing from opponents.

When voters are presented with views both for and against more funding, they continue to side with the need to increase investment by a 22-point margin (58% support / 36% oppose) over the argument that it would create higher taxes, a bigger budget deficit, and reduce funding for other key priorities. The margin expands to 46 points among Hispanics and to 41 points among African Americans.

Which statement do you agree with more?

We need to increase investment in child care and early education to reduce child care costs for families and ensure that children are safe and getting the critical early learning they need to help them succeed.

58%

We just can't afford to increase investment in child care and early education right now. It would mean higher taxes, less funding for other key priorities, and a bigger budget deficit.

36%

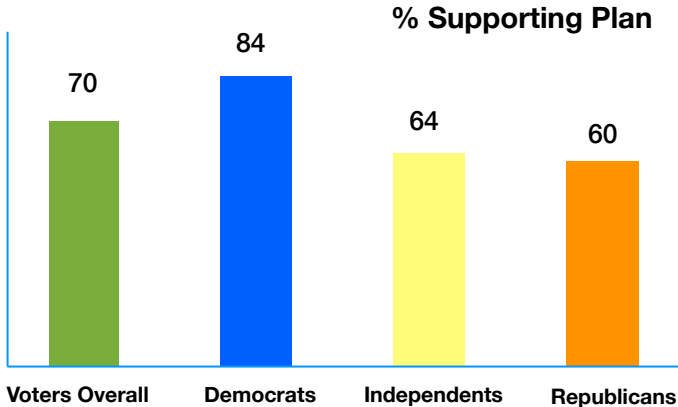
¹ The poll was conducted by Anzalone Liszt Grove Research between April 29 and May 5, 2013. The poll consisted of n=800 interviews of 2014 likely voters in California, including n=600 interviews with voters statewide and oversamples of n=100 Latino likely voters and n=100 voters in Central Valley. 20% of all interviews were conducted over cellphones and bilingual dialers were used to call Latino households. The margin of error for the statewide sample is plus or minus 4.0% percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Nationally, voters across the political spectrum strongly back an initiative to improve early childhood education and see the issue as a top priority

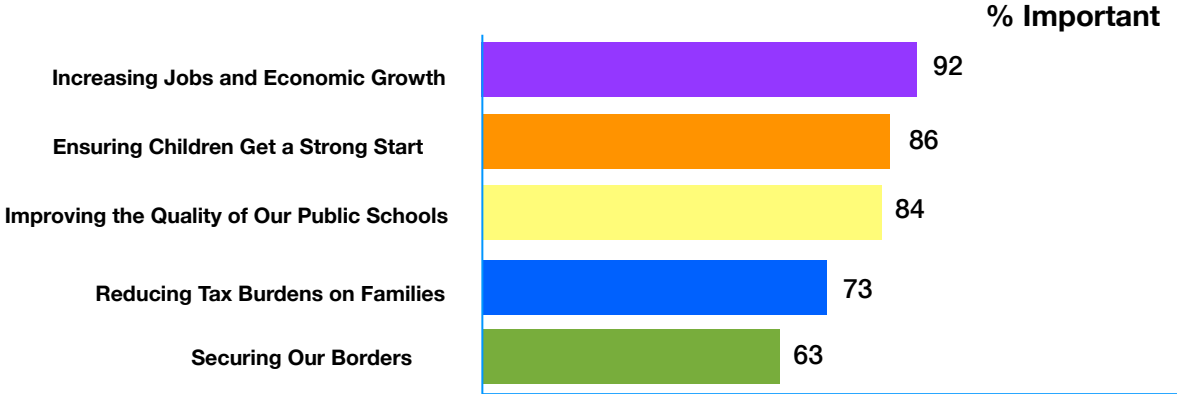
Public Opinion Strategies and Hart Research recently completed a survey of 800 voters throughout the United States for First Five Years Fund.²

Seven-in-ten American voters support a federal plan to help states and local communities provide better early childhood education. Respondents were presented with a plan put before Congress, which broadly outlined the plan’s features as well as how the \$10 billion-per-year-for-ten-year initiative would be financed. Support extended across partisan lines — with strong majorities of support among Republicans (60%), Independents (64%) and Democrats (84%).

“Congress is considering a plan that helps states and local communities provide better early childhood education programs to parents of children from birth to five. It provides ten billion dollars per year for ten years in grants to states to provide all low and moderate income four year olds with voluntary access to high quality preschool programs. It also makes available voluntary programs in high quality early education and child care for infants and toddlers, as well as home visiting and parent education. The plan would be paid for by a 94-cent per pack increase in the cigarette tax and not add to the federal budget deficit.”



American voters rate ensuring children get a good start in life as an important national priority. In fact, 86% say this is important, second only to increasing jobs and economic growth.



² Public Opinion Strategies and Hart Research conducted a telephone survey of N=800 voters throughout the country on both landline and cell phones. The survey was conducted July 8-11, 2013 and has an overall margin of error of +3.4%. Sampling error for subgroups within the sample will be larger. The sample was distributed proportionally throughout the nation and is demographically representative of the electorate.