



Critical Insights

Background & Methodology

- Survey of 609 registered voters in Maine.
 - 301 surveyed by landline or cellular telephone / 308 surveyed online.
 - Conducted between October 6 and October 26, 2017.
 - 20 minutes on average.
 - Questions asked on behalf of Right From the Start Coalition and other sponsors.
 - Margin of sampling error of +/- 3.9 percentage points.
 - Data reflect state demographics and give equal weight to phone and online respondents.

Many of the questions presented here were based on a national survey conducted by the First Five Years Fund. Their assistance with this research is greatly appreciated.

This is privileged and confidential information that cannot be provided to others without the explicit consent of the Right From the Start Coalition.

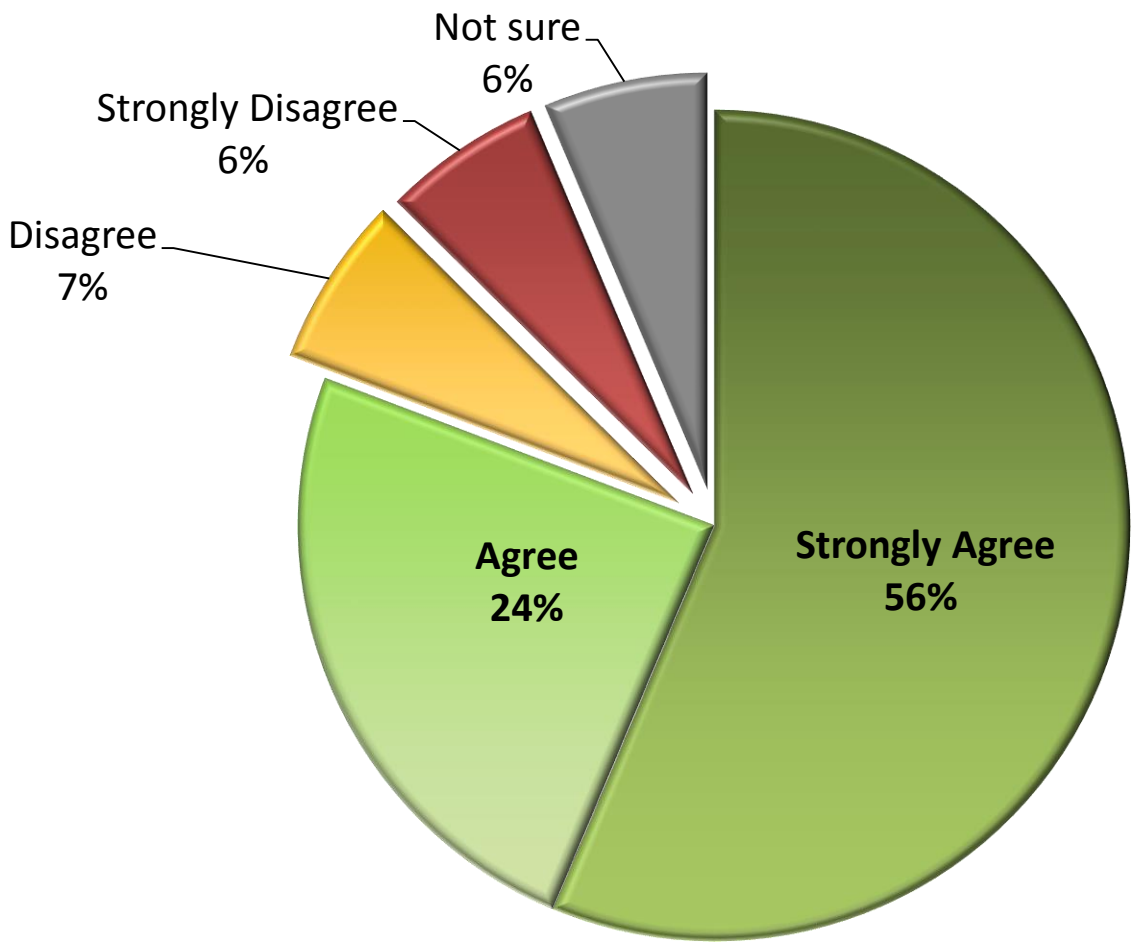
Key Findings

- Early education counts:
 - Mainers believe it is important and that it benefits individuals, families, and the state.
- Broad support for early education:
 - Mainers want to make it more available through state programs.
- Elected officials should do more to advance education in early childhood.

Importance of Early Education & Preschool

Eight out of ten agree that child care should include early learning to make children successful in school and life.

Desired Role of Education in Child Care



(n=609)

Eight out of ten feel providing affordable early education and child care programs is important.

Importance of Access and Quality

(% very or somewhat important)

Making early education/child care more affordable for working families to give children strong start



82%

Helping state/local communities build better preschool services and making them more accessible



77%

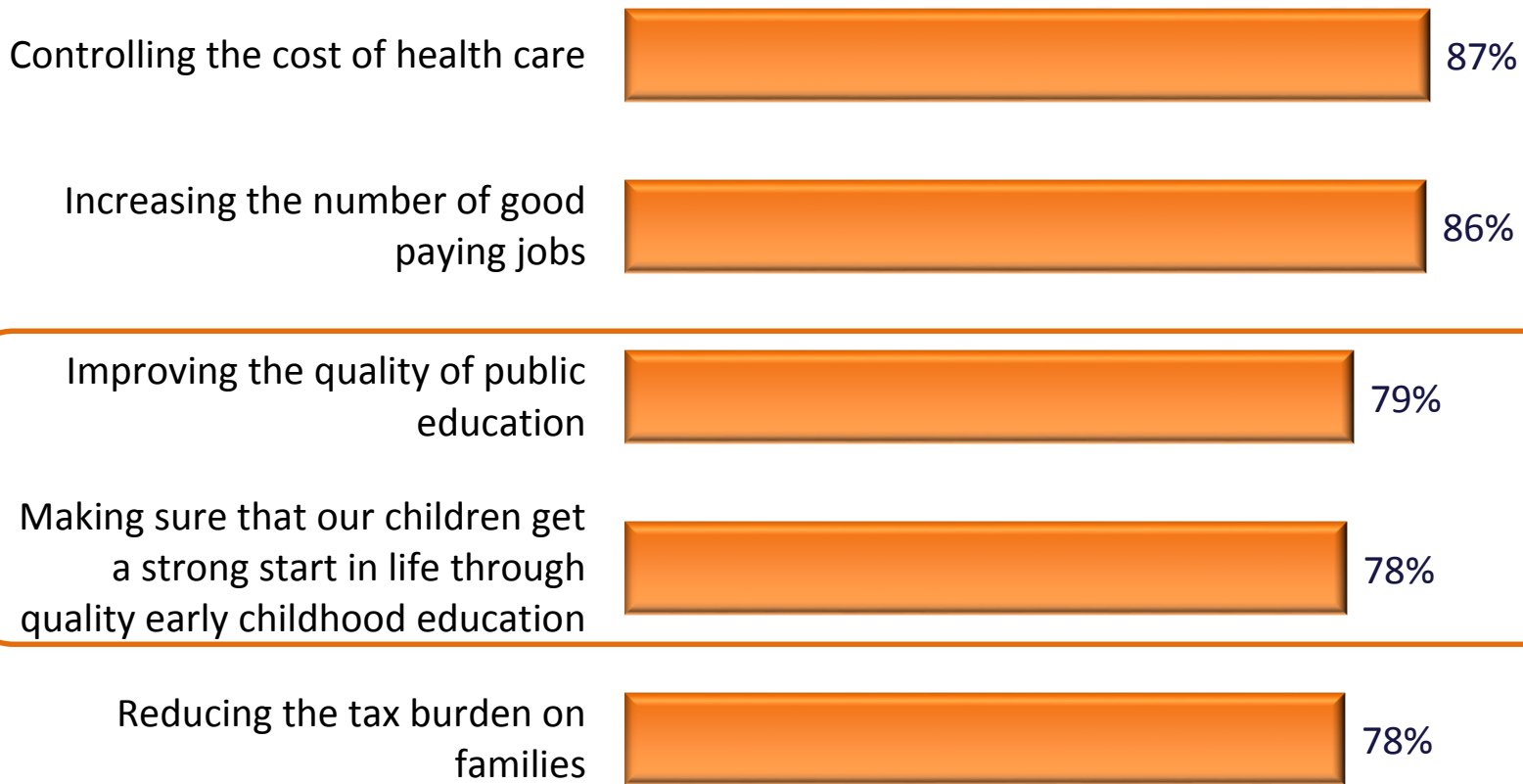
(n=609)

Nine out of ten parents of kids in early education programs say these issues are important to them.

Eight out of ten believe improving the quality of public education is important.

Importance of Issues

(% rating issue extremely or very important)

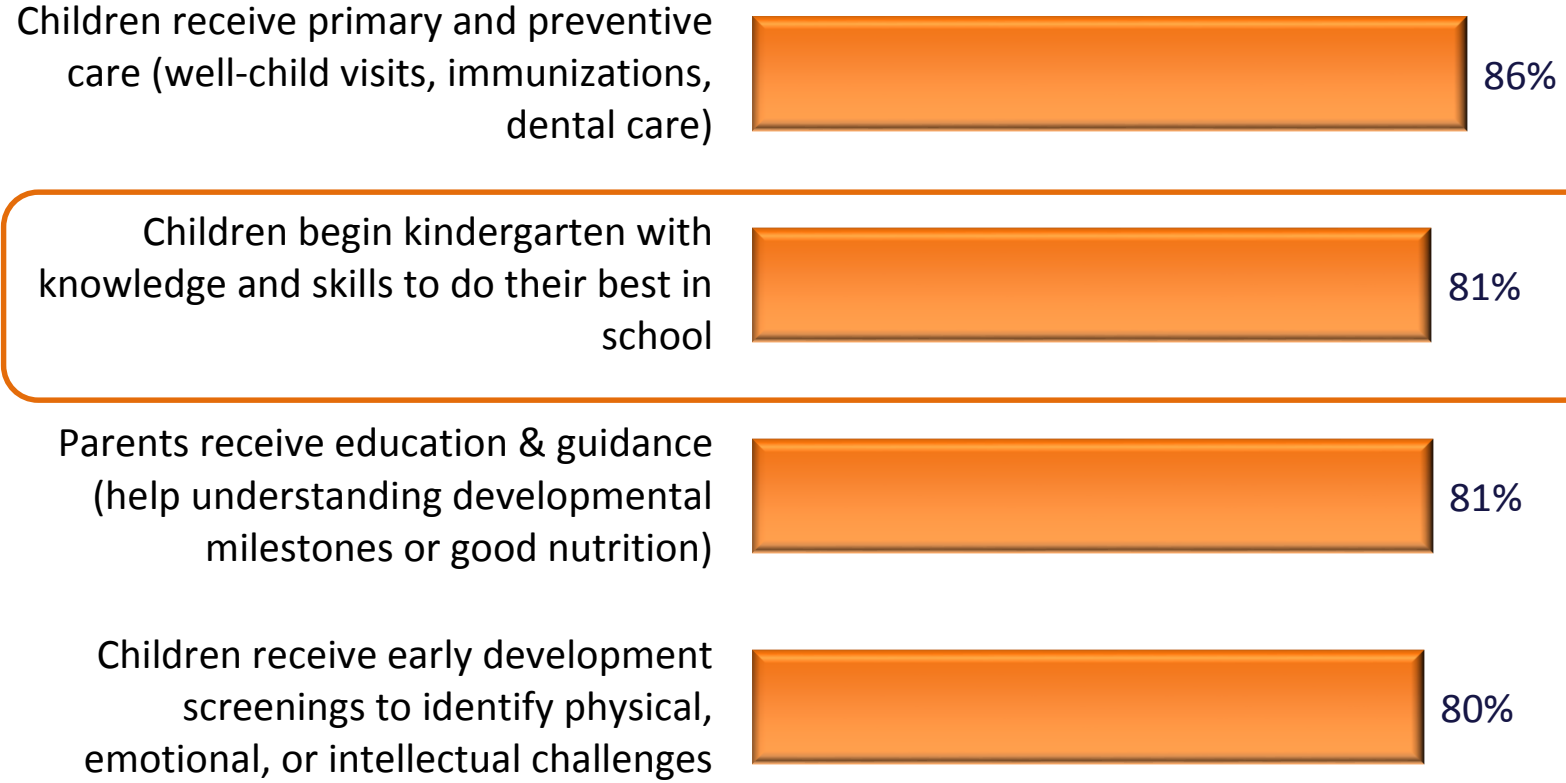


(n=609)

Eight out of ten believe starting kindergarten with knowledge and skills is important for overall well-being.

Impact of Programs on Well-being

(% somewhat or very important for overall well-being)



A strong start to school is nearly as important as medical care.


(n=609)


Most believe early education programs and other support for young families will broaden Maine's tax base.


Incentives to Retain and Attract Younger Workers to Maine

(% strongly or not so strongly agreeing with statements)

The state should improve the quality of child care and preschool so young parents want to raise children in Maine  70%

Offering high-quality early education programs is a good way to attract more young adults and families  68%

Offering affordable child care for low-/middle-income families is a good way to attract more young adults/families  67%

The state should increase support for young families to encourage them to move to Maine  65%

Six out of ten agree that more children will have a positive impact on Maine's economy (59%).

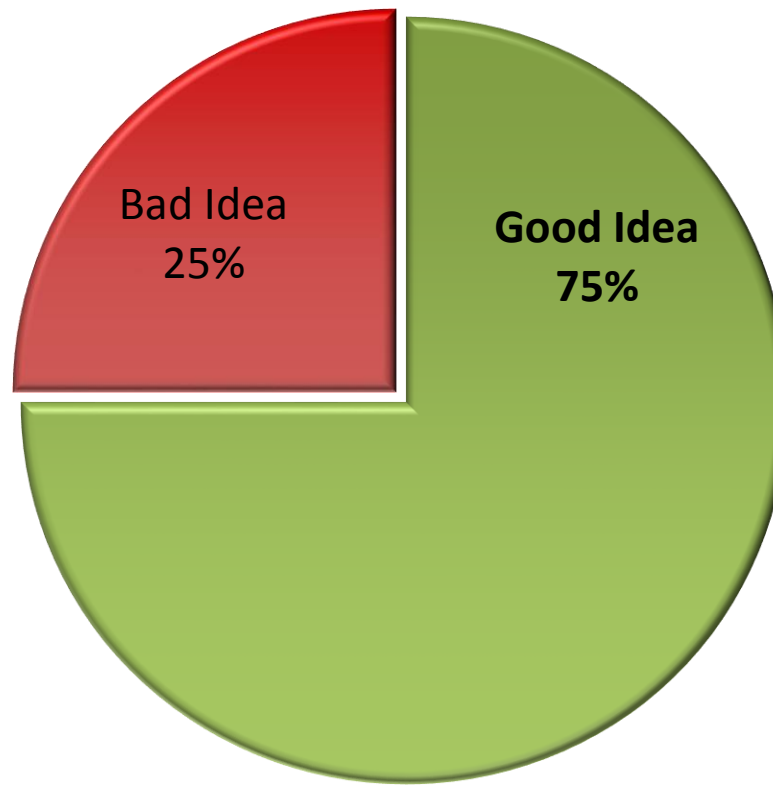
Support for Early Education & Preschool

Three out of four Mainers believe helping parents with the cost of child care and preschool is a good idea.

Views Toward State Funding for Early Education

Proposals that help parents with the cost of quality child care and preschool are...

“...a bad idea. We cannot afford to provide all of these additional programs for a small number of parents at a time when we are cutting funding to other existing programs from health care to roads. Why can't young children just be at home with their parents?”

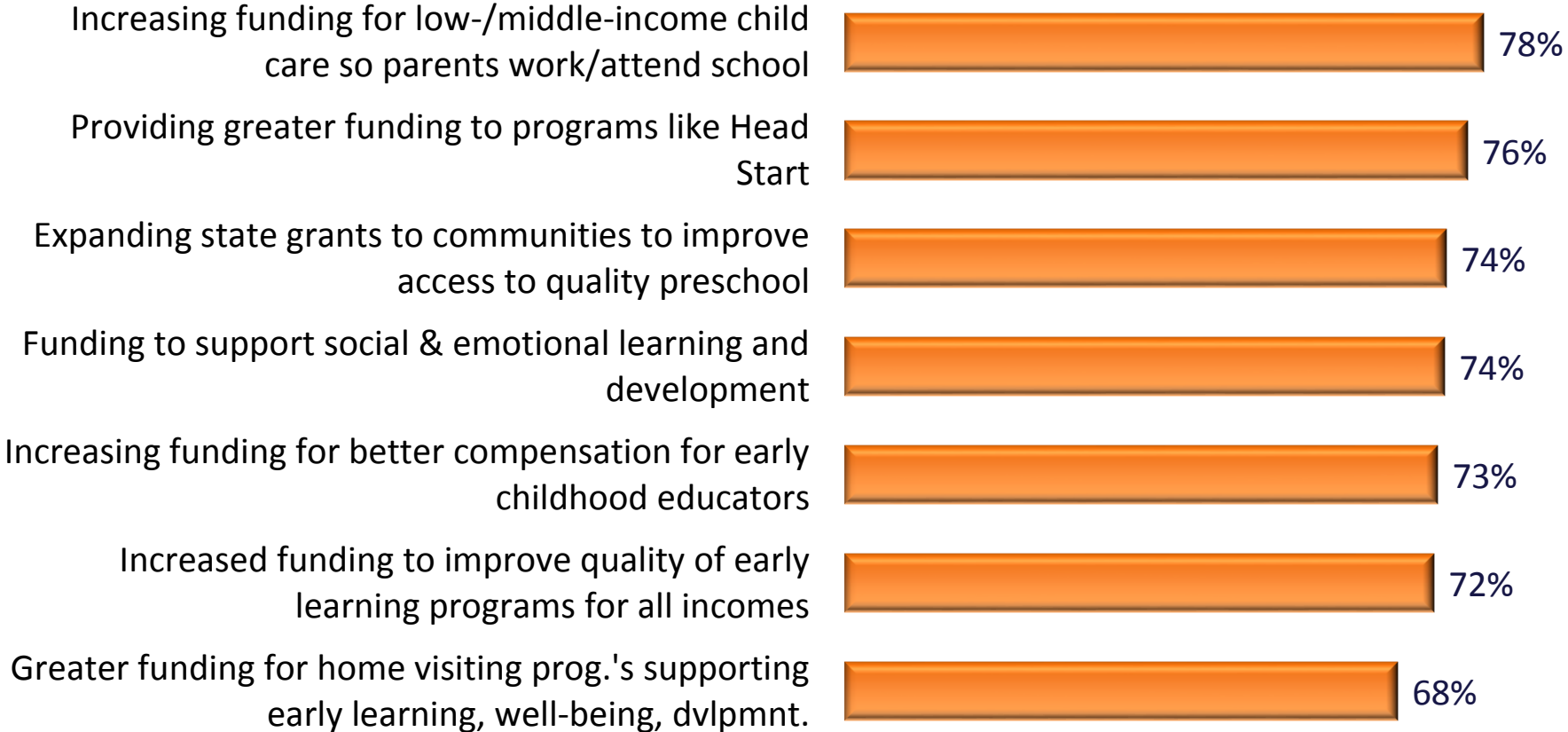


“...a good idea. Investing in our children is investing in our future. We must do more to make sure our children begin kindergarten with the knowledge and skills they need to do their best in school. These proposals will help parents with the very high cost of quality child care and preschool, ensuring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

(Among those who selected a shown option; n=510)

A large majority support a variety of proposals to increase funding for child care and early education programs.

Support for Proposals That Increase State Support



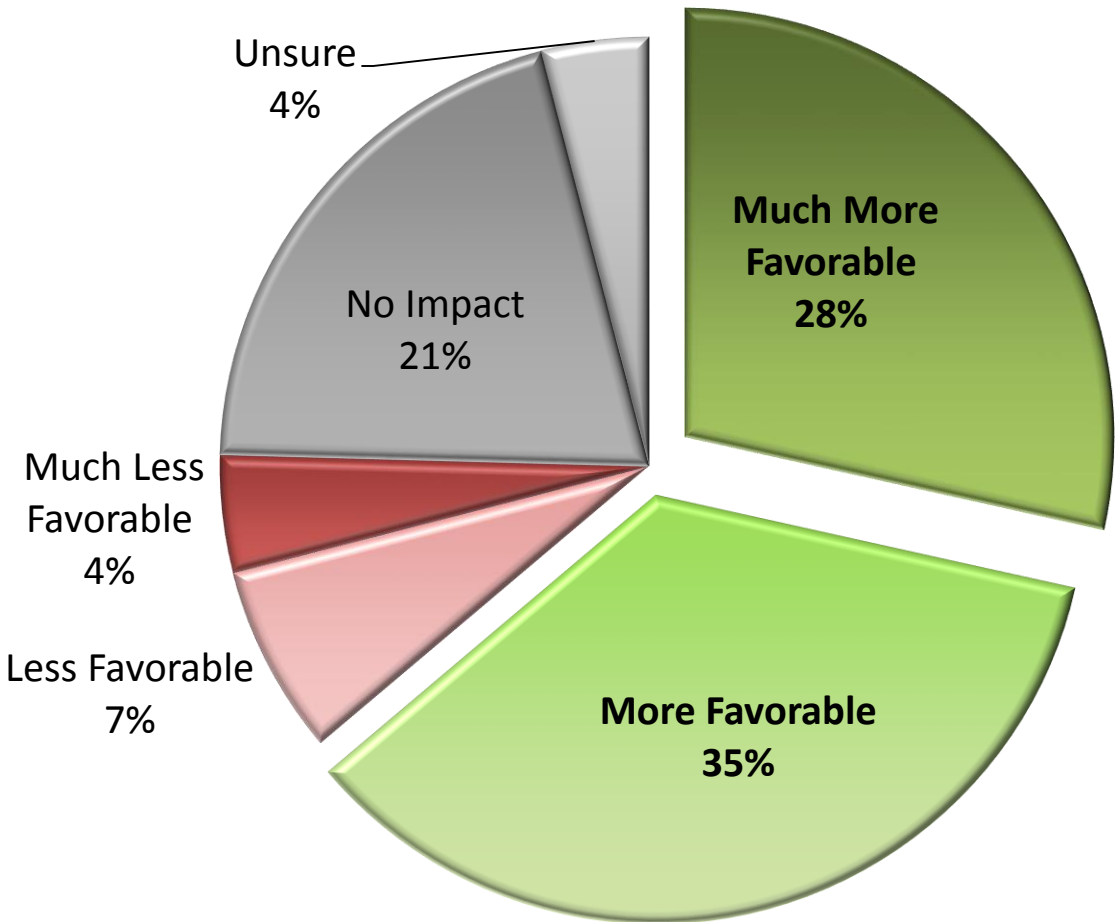
Parents of children in early education programs are especially likely to support these programs.

(n=609)

*Role of Elected Officials in Supporting Early
Education & Child Care*

Two out of three would have a more favorable impression of gubernatorial candidates supporting child care and preschool.

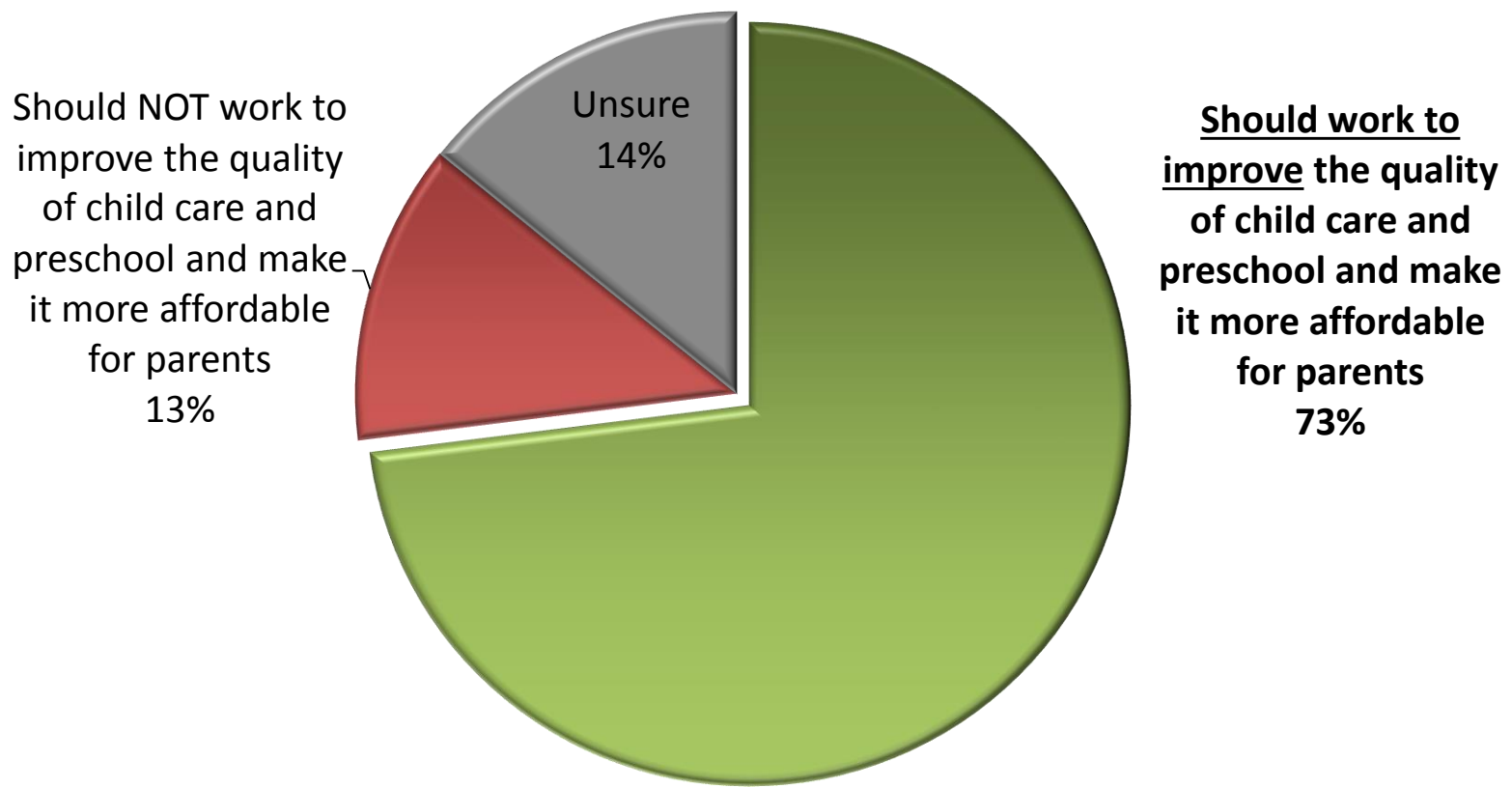
Views Toward Candidates Supporting Early Child Care



(n=609)

Three out of four believe a governor should improve the quality and affordability of child care and preschool.

Governor's Role in Improving Quality of Child Care and Preschool



(n=609)