



**ThrivebyFive**<sup>™</sup>  
WASHINGTON  
WITH **Foundation for Early Learning**

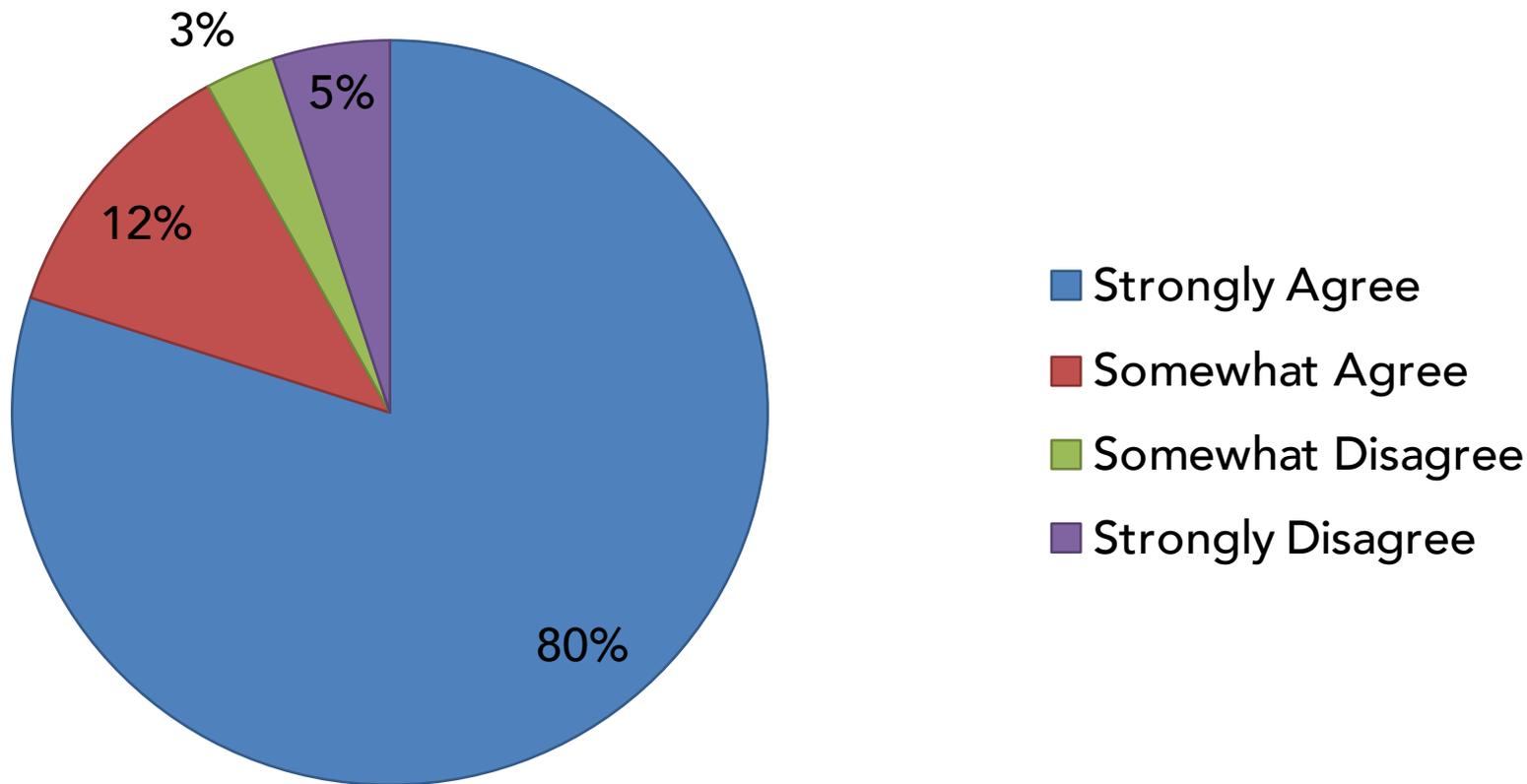
Key findings from a survey of 400 registered Washington voters conducted Sept. 25-28, 2014

**dhm** RESEARCH  
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# Methodology

- Statewide survey of 400 likely voters (voted in 3 of the last 4 elections) in Washington conducted on both landlines and cell phones
- Interviewing completed Sept. 25-28, 2014
- Overall margin of error of  $\pm 2.9\%$  and  $\pm 4.9\%$
- Conducted by Portland-based, non-partisan and independent research firm DHM Research

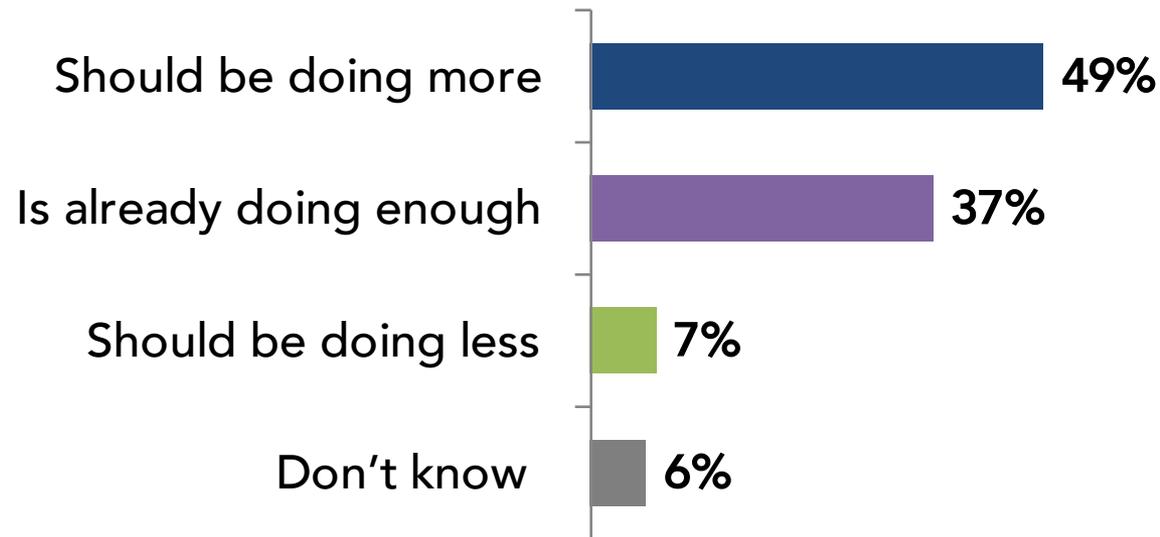
It doesn't matter where you live, how you vote or if you have young children at home, 92% of Washington voters agree the first few years of a child's life are important



DHM Research, Oct 2014

*"Do you agree or disagree that the first few years of a child's life have a significant impact on their ability to succeed in school and life?"*

# Half of voters say the state should do more to help children begin kindergarten with the knowledge and skills they need to do their best in school



DHM Research, Oct 2014

*"... when it comes to ensuring that children begin kindergarten with the knowledge and skills they need to do their best in school, do you think our state should be doing more, doing less, or that it is already doing enough?"*

# For 8 out of 10 voters, brain science and long-term impact make the case for early learning

81%

90% of brain development takes place in the first five years of life and that is why early learning – at home or in a high-quality child care setting – is so critical

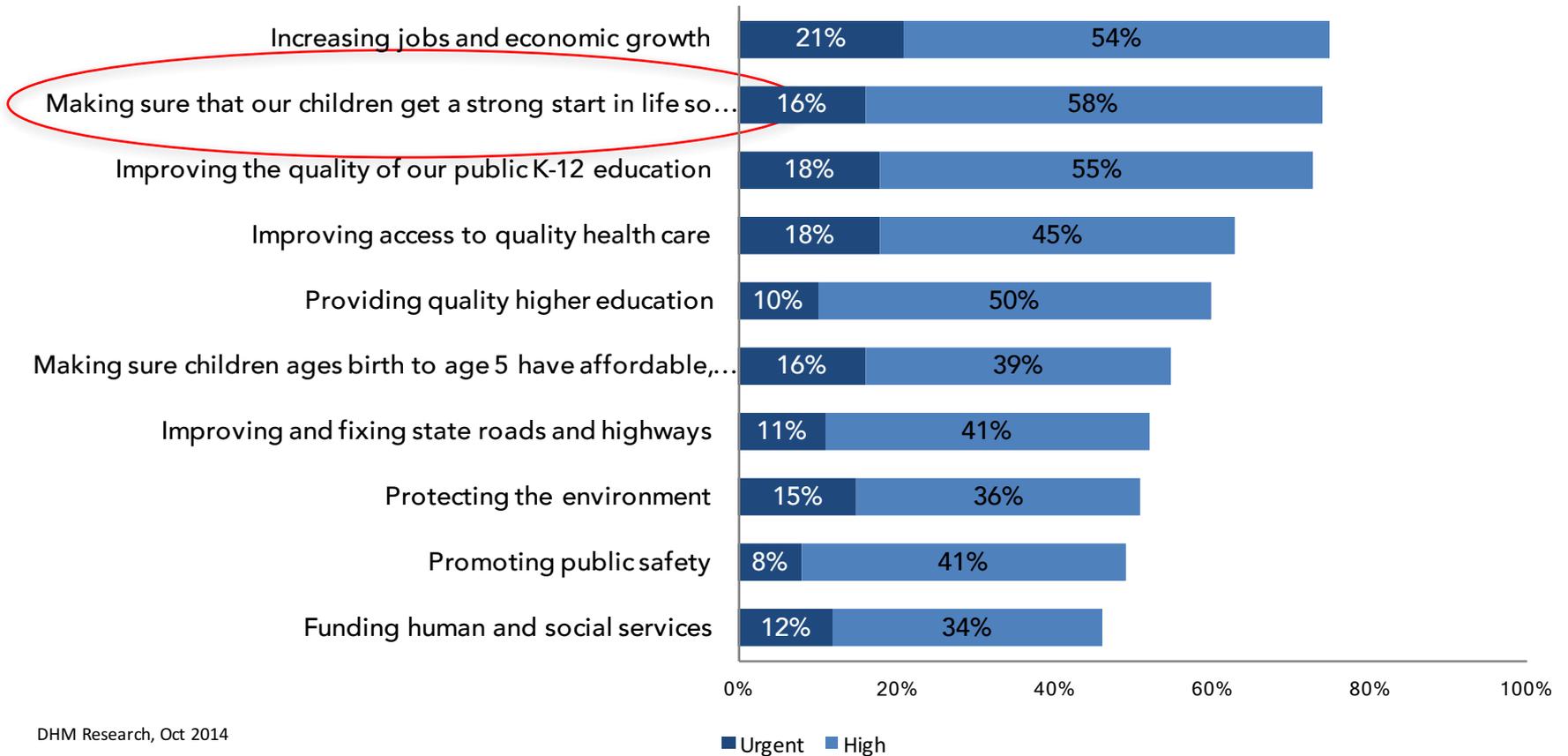
79%

Increasing the likelihood that children will be literate, skilled and employed, we decrease school dropout rates, dependency on public assistance and trouble with the law

DHM Research, Oct 2014

*Respondents were read eight reasons people give for “why Washington state should support families and care providers with information and resources to help prepare children from birth to third grade to succeed in school and thrive in life.” Data reflects those who rated these reasons “very good” or “good”*

# Voters place children getting a strong start in life as one of the highest state priorities



*"Rate how high of a priority you personally consider each goal to be for Washington state"*

## Education Continuum

76% feel it is very or somewhat important for the state to fund an education continuum that spans from preschool through 2 years of college

## Basic Education

67% consider favorably expanding the definition of "basic education" to include early learning, so that state funding supports preschool for 3- and 4-year-old children in low-income families

Washington voters clearly value early learning programs

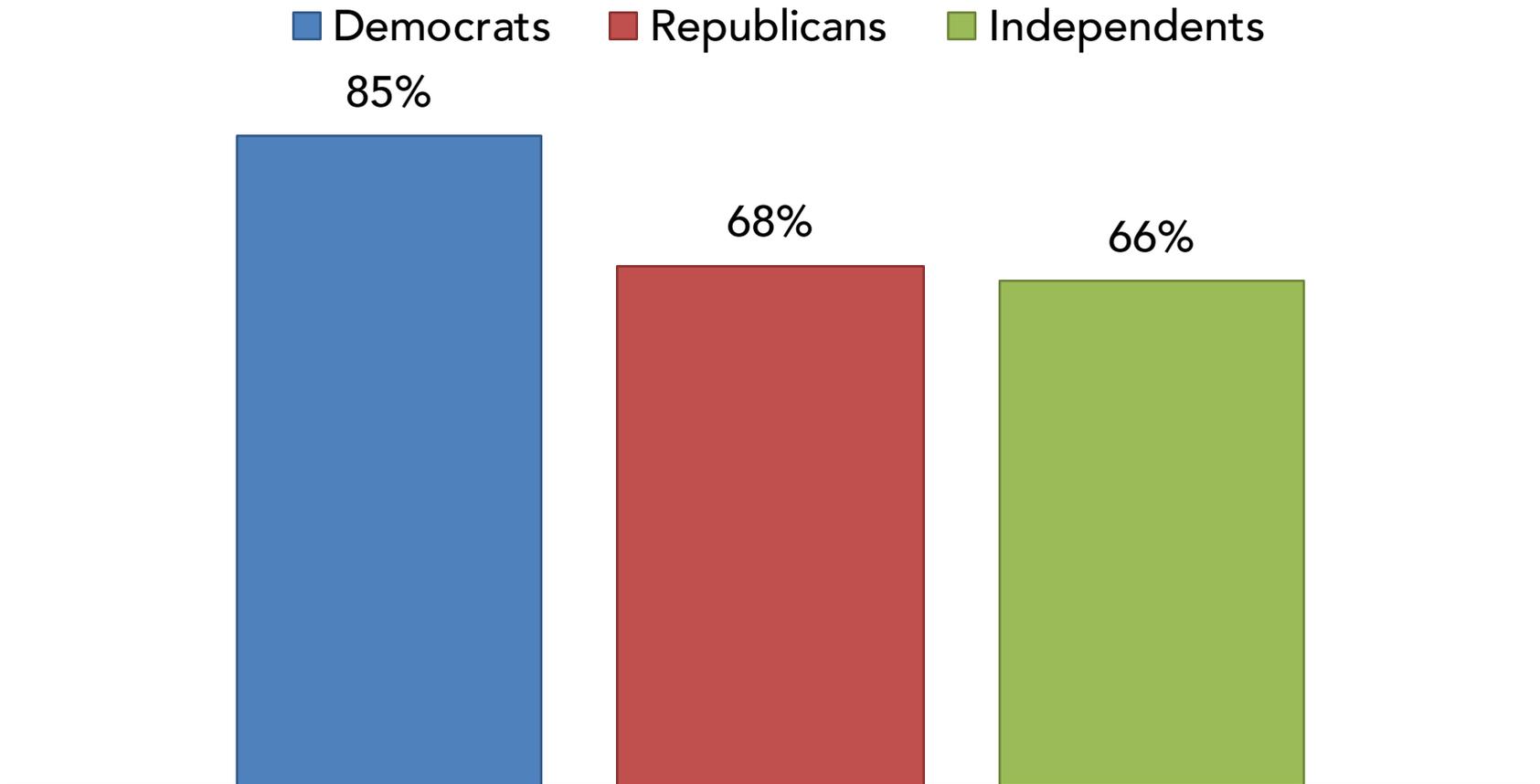
## Quality Child Care

63% support using state dollars to continue funding efforts to raise the quality of licensed child care (Early Achievers)

## Kindergarten Transition

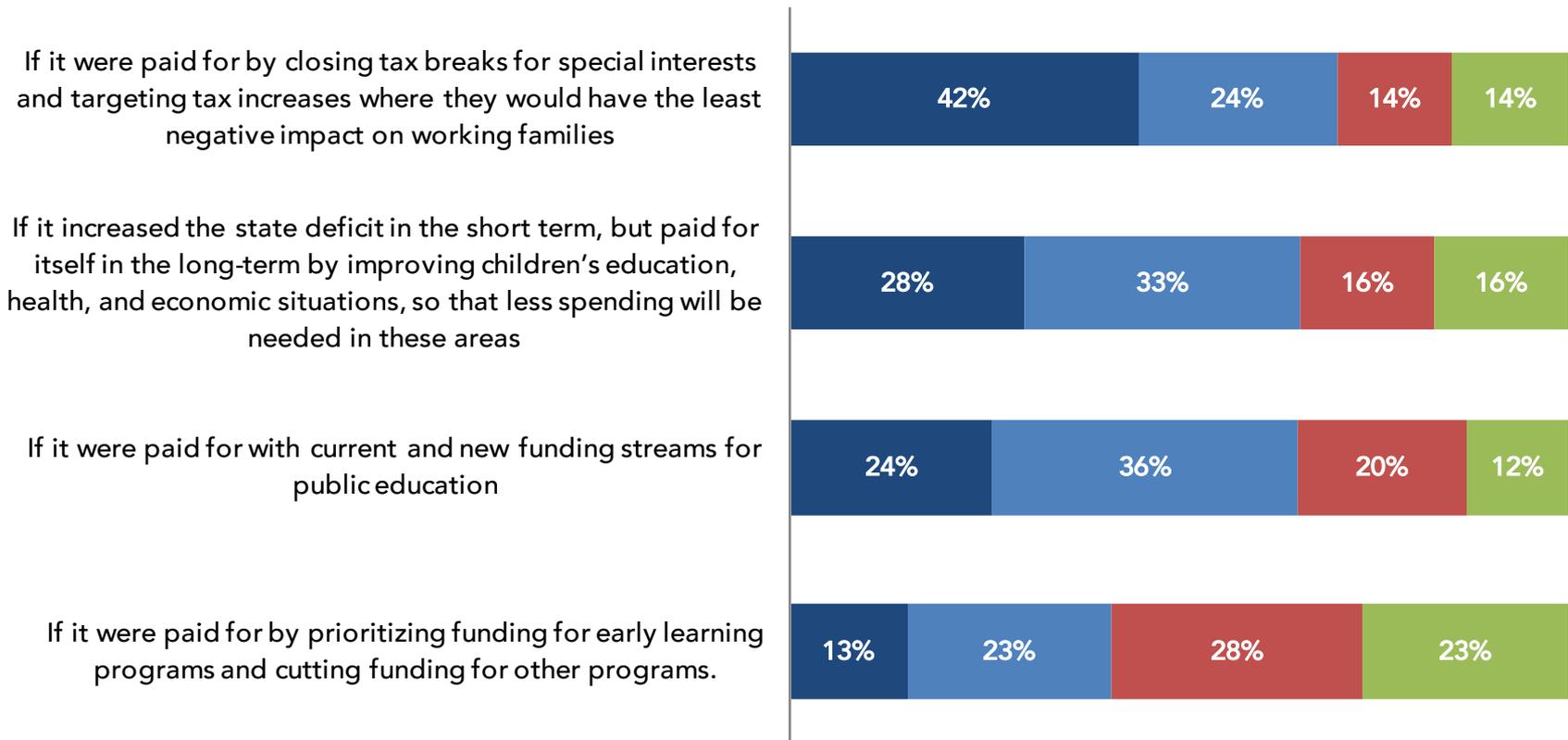
67% support using state dollars to continue funding a better kindergarten transition process that engages all of the adults in a child's life (WaKIDS)

A strong majority of voters across the political spectrum agree that when more children are ready for school, limited K-12 education dollars go further and create more opportunities for all children



# Voters look to tax breaks and targeted tax increases to pay for early learning investments

■ Much more ■ Somewhat more ■ Somewhat less ■ Much less



DHM Research, Oct 2014

*"I'm going to list some high-level strategies Washington state might use to pay for early learning investments. Please tell me if this would make you more or less likely to support funding for early learning."*