



MOORE INFORMATION
OPINION RESEARCH • STRATEGIC ANALYSIS

Idaho Voters and Early Learning

May 2017



Idaho Association for the Education of Young Children

Methodology

Sample

N=406 interviews among a representative sample of registered voters statewide in Idaho, plus an oversample of parents of children ages 0-5, for a total of 103 interviews among "parents."

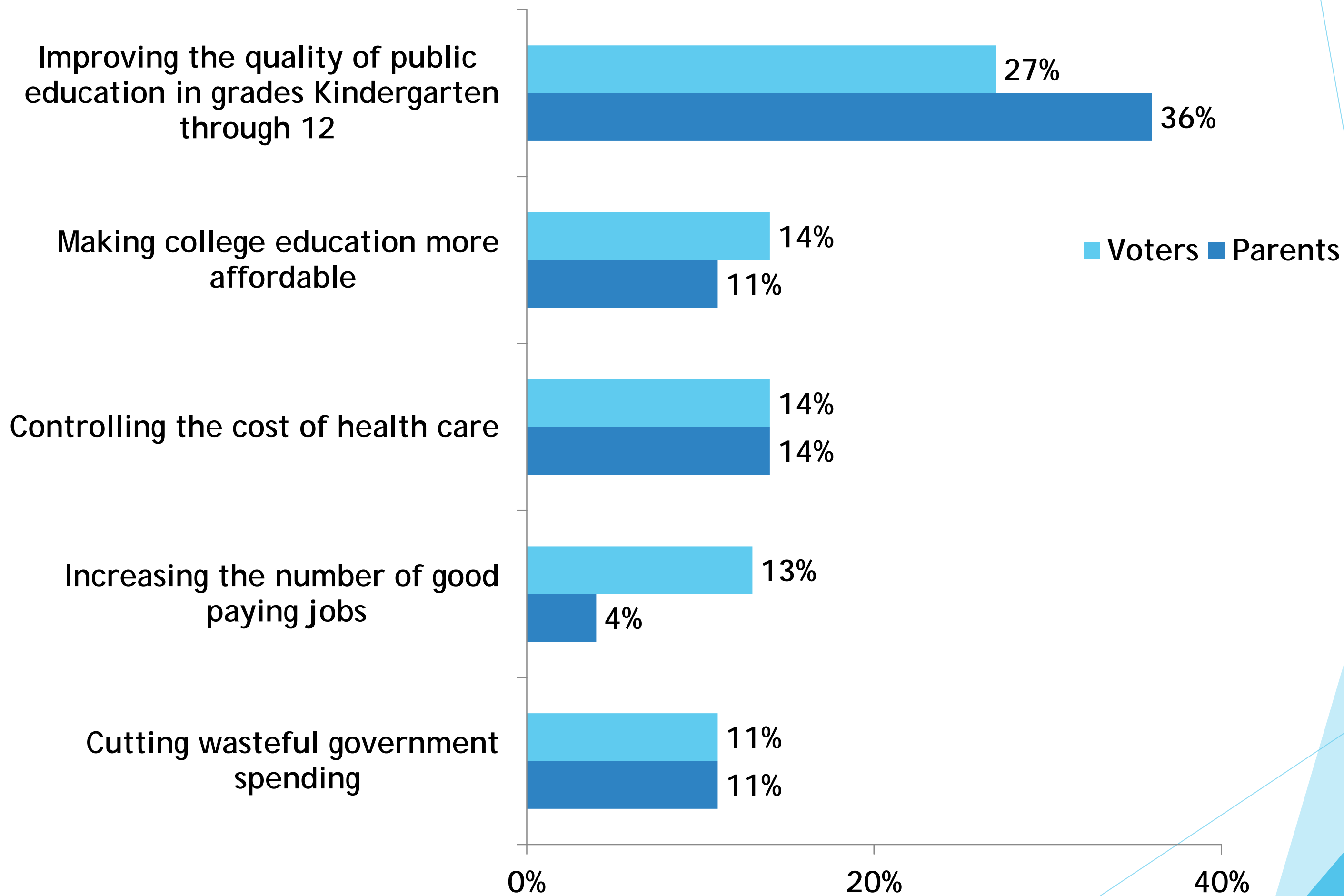
Method

Landline and cell phone interviews conducted April 27-May 2, 2017.

Sampling Error

Plus or minus 5% for N=406 and plus or minus 10% for N=103 at the 95% confidence level.

Education Issues Tops for Idaho Parents

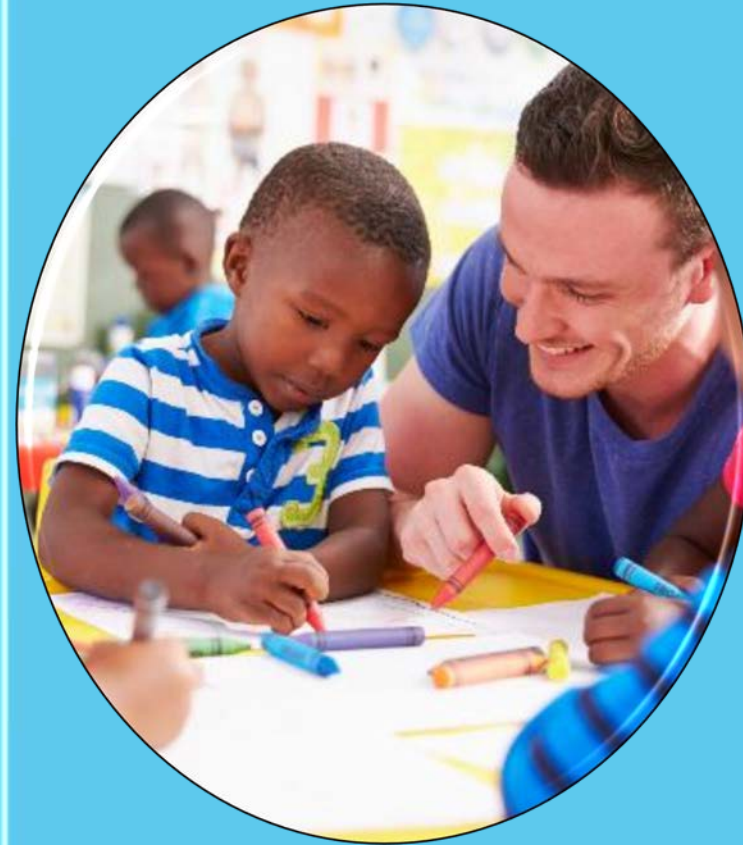




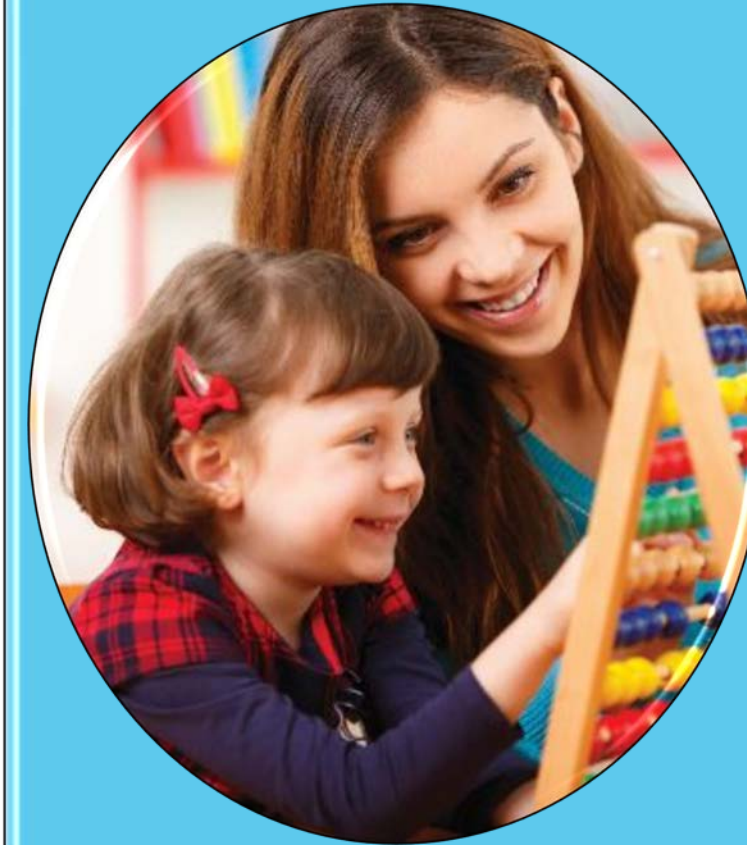
76% of parents say 0-5 years is most important for brain development



Only 25% of parents say most Idaho kids are ready for Kindergarten



70% of parents do now or plan to send their child to preschool



76% of parents would utilize public preschool



Over **80%**
of voters
believe quality,
affordable
preschool....

Enhances
educational
performance in
elementary
school

Results in
direct returns
for our state
and
communities

Helps build a
qualified and
educated
workforce

Preschool: *Quality, Access and Affordability*

24%

▶ Only 24% of voters rate access to preschool as excellent or above average.

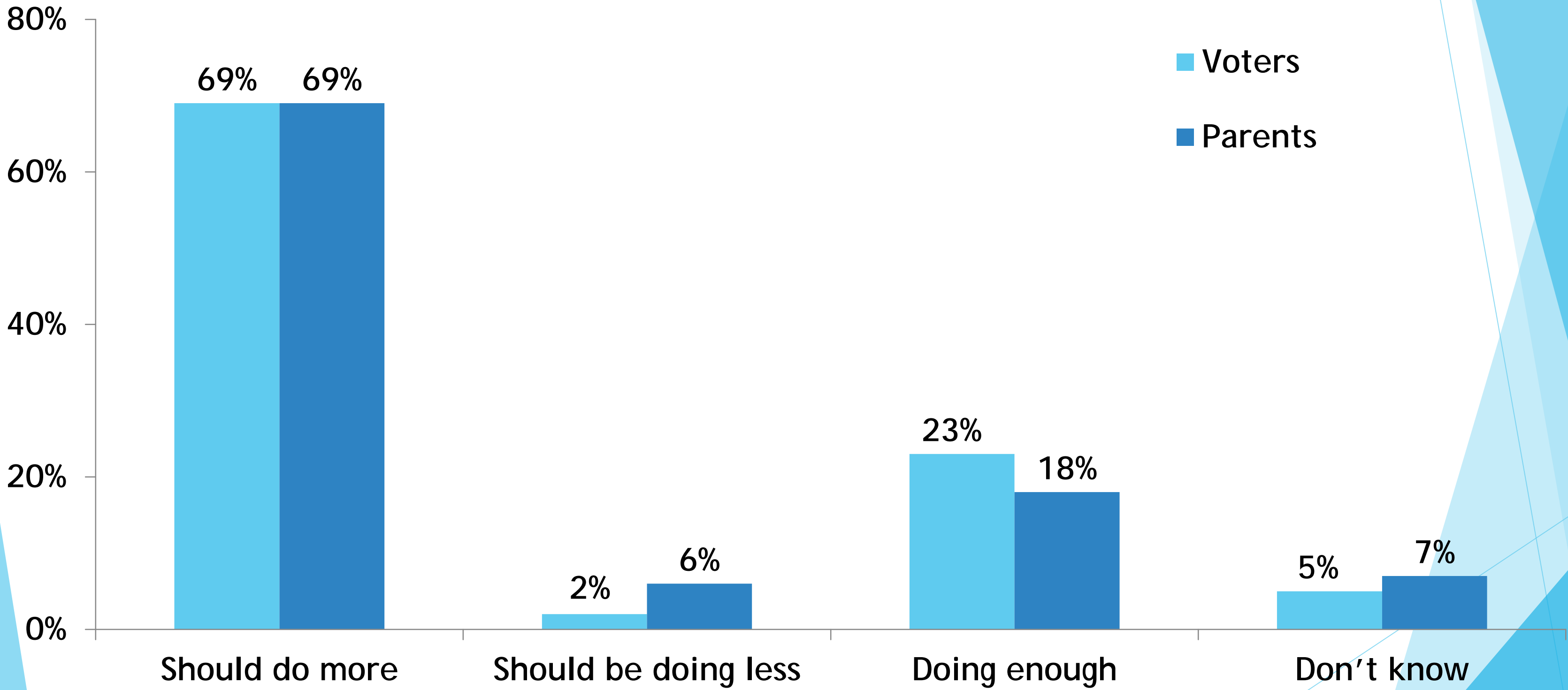
22%

▶ Just 22% of voters believe the quality of preschool is excellent or above average.

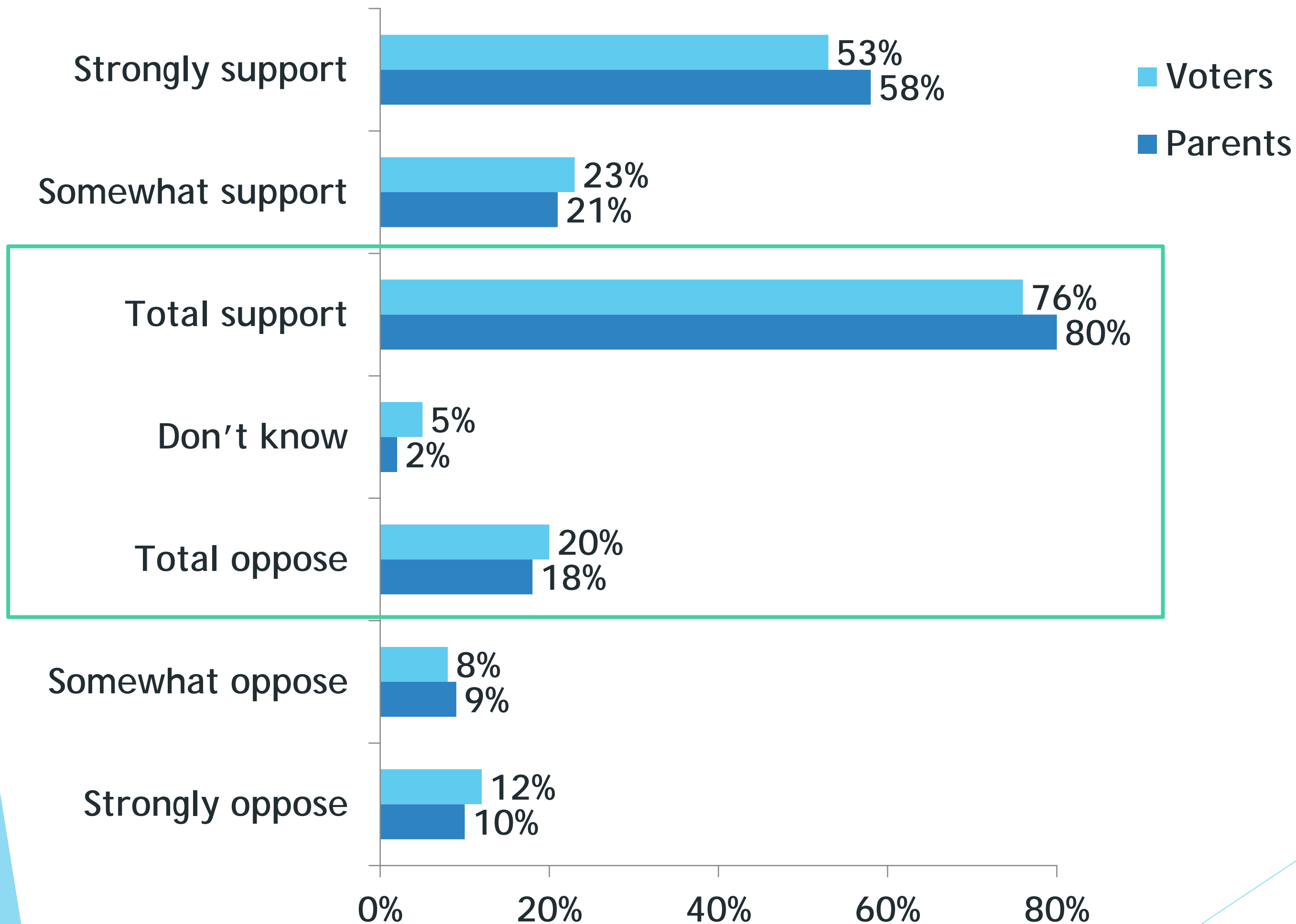
55%

▶ 55% of parents believe preschool is unaffordable.

Idaho's Efforts in Early Learning: *Most Say We Should Do More*



Wide Majority Supports State Investment in Preschool





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