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

- Improving the quality of public education in grades Kindergarten through 12: 27% Voters, 36% Parents
- Making college education more affordable: 14% Voters, 11% Parents
- Controlling the cost of health care: 14% Voters, 14% Parents
- Increasing the number of good paying jobs: 13% Voters, 4% Parents
- Cutting wasteful government spending: 11% Voters, 11% 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
- Helps build a qualified and educated workforce
- Results in direct returns for our state and communities
Preschool: *Quality, Access and Affordability*

- Only 24% of voters rate access to preschool as excellent or above average.
- Just 22% of voters believe the quality of preschool is excellent or above average.
- 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

- Strongly support: 53% (Voters) 58% (Parents)
- Somewhat support: 23% (Voters) 21% (Parents)
- Total support: 76% (Voters) 80% (Parents)
- Don’t know: 5% (Voters) 2% (Parents)
- Total oppose: 20% (Voters) 18% (Parents)
- Somewhat oppose: 8% (Voters) 9% (Parents)
- Strongly oppose: 12% (Voters) 10% (Parents)
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