

# CA Latino Voter Poll: Early Learning is a Winning Issue

Key findings from statewide survey  
Conducted July 2010  
for



# Latinos In California

- ◆ Latinos represent nearly a quarter (22%) of the registered voters in California.
- ◆ Starting in 2006, a majority of new registrants in California have been Latinos.
- ◆ Latinos will be California's largest ethnic group by 2020.

# Latino Children In California

- ◆ Latino children account for more than half of all kids under age 5 in CA.
- ◆ By 2025, Latinos will make up almost half of new labor force in CA.
- ◆ Our state's future depends on ensuring young Latino children have opportunity to access early education.
  - Builds foundation to excel in K-12
  - Places on pathway to success in college, careers

# Survey Methodology

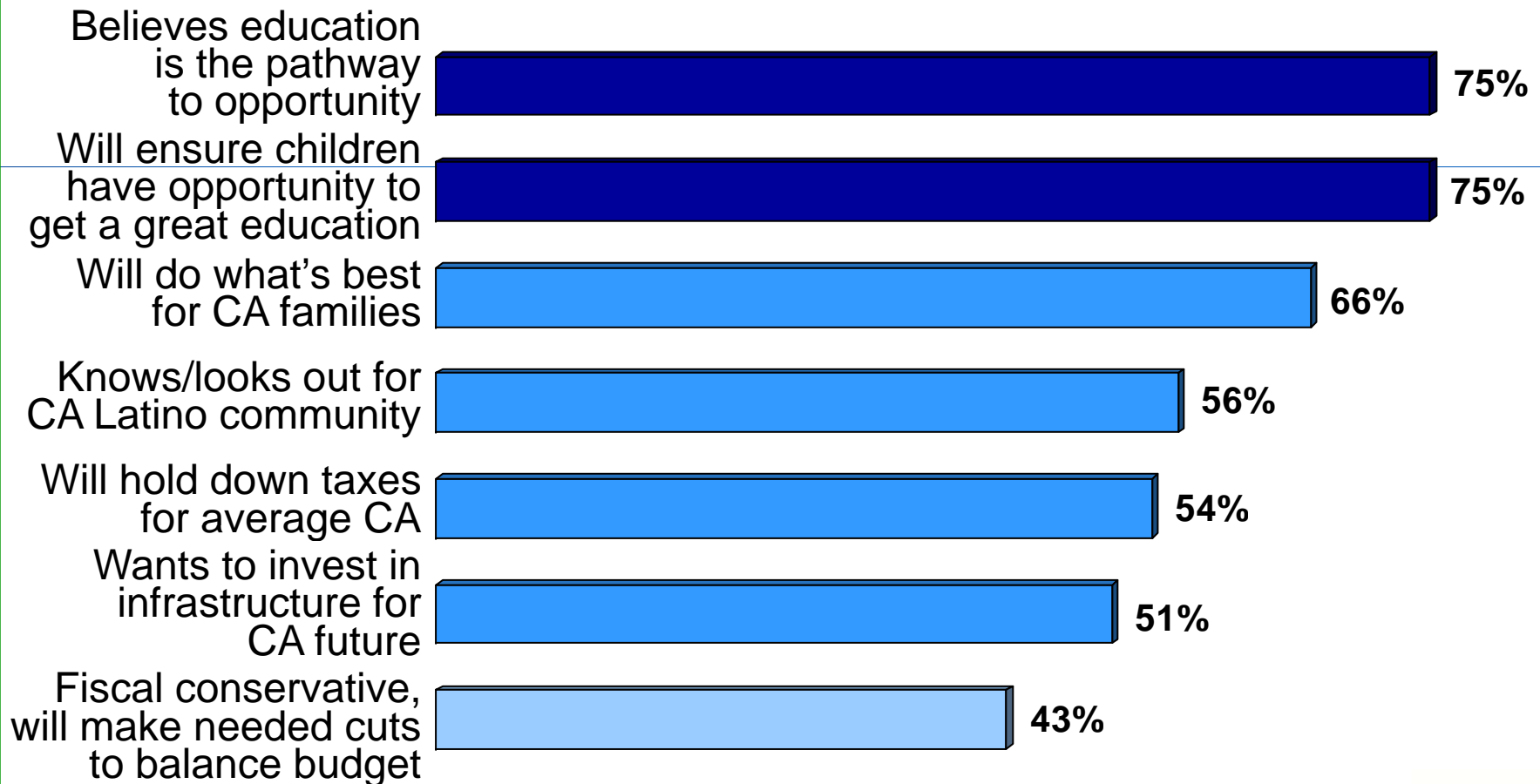
- ◆ Statewide telephone survey conducted July 19 – 25, 2010, among 895 registered Latino voters in California.
- ◆ Bilingual interviewers were used for all interviews; 252 respondents took the survey in Spanish.
- ◆ Margin of error =  $\pm 3.4$  percentage points.

# Summary Of Key Findings

- ◆ Education is a top priority for Latino voters as a pathway to opportunity, but Latino voters give California poor marks when it comes to providing those educational opportunities.
- ◆ Latino voters see preschool as a critical piece of the state's educational mission and believe preschool provides important benefits to children.
- ◆ Latinos face multiple barriers to preschool, so even in the context of the state's fiscal challenges and competing priorities, Latino voters support expanding access to quality preschool.
- ◆ Latino voters support candidates who support preschool and early learning funding, and would oppose candidates who would decrease such funding.

# Education Candidate Is Most Appealing

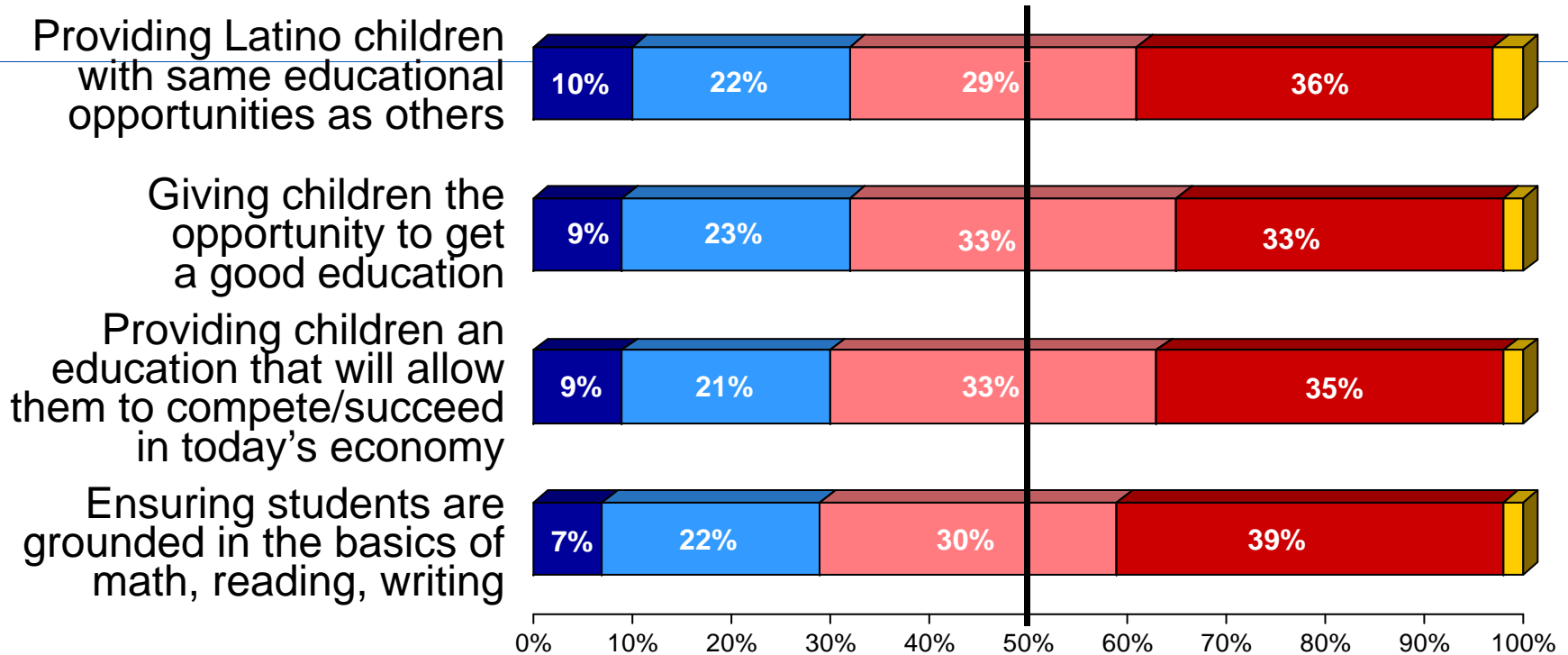
*% saying each candidate description for governor/legislator appeals a great deal*



# State Receives Poor Marks On Education

## Evaluation of California's Performance in Selected Areas

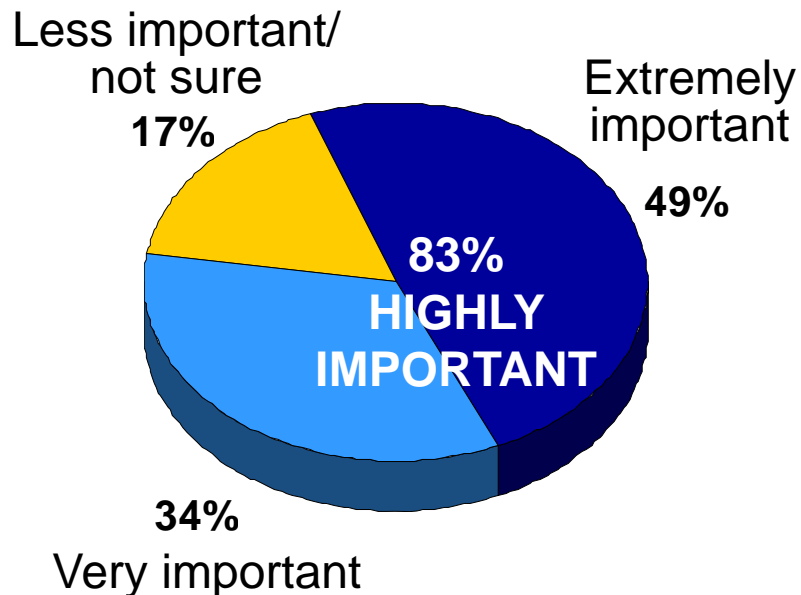
■ Excellent job  
 ■ Good job  
 ■ Fair job  
 ■ Poor job  
 ■ Not sure



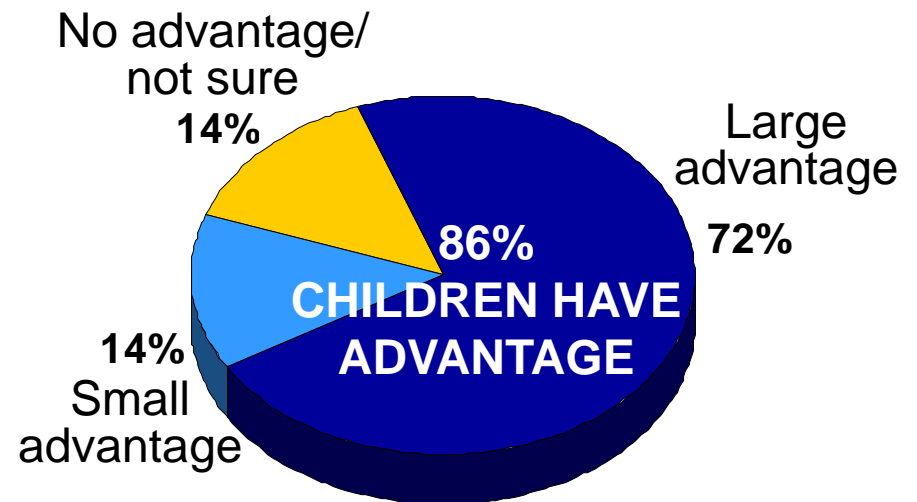
# Latinos Believe Preschool Is Important, Gives Children An Advantage

Description of Preschool Programs: “Organized learning programs outside the home for young children that help children develop social skills and introduce them to early reading and math”

## Importance of Attending Preschool before Kindergarten

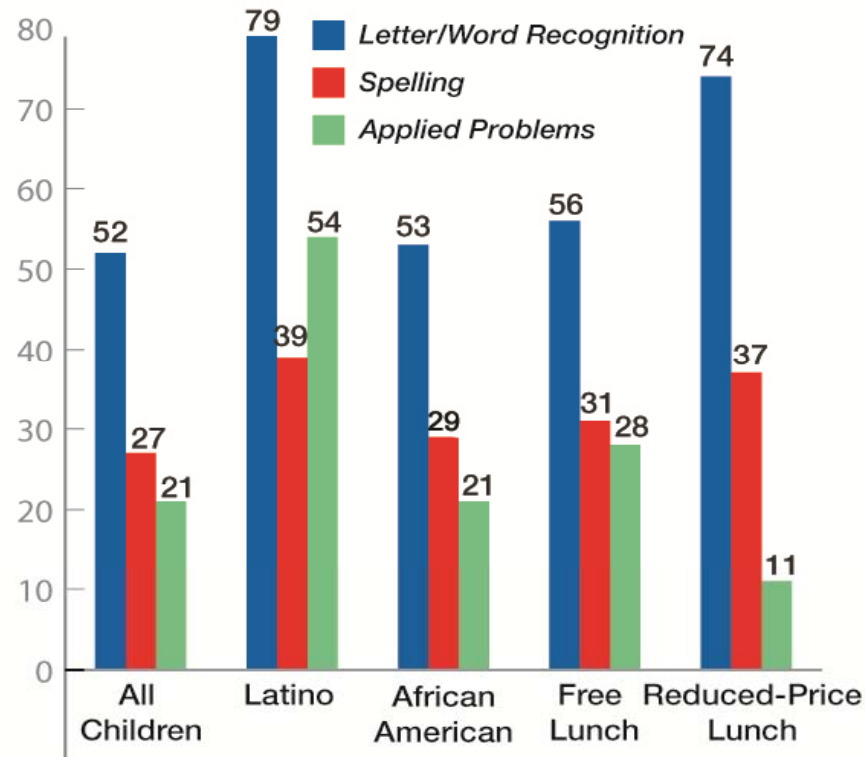


## Children's Advantage in School after Attending Preschool



# Ready for Kindergarten: Greatest Gains for Kids Who Need It Most

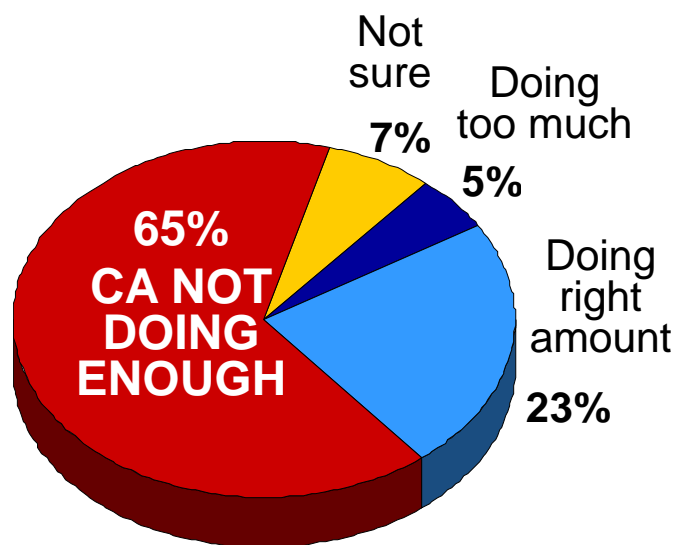
Gains by Children in Oklahoma's Pre-K Program



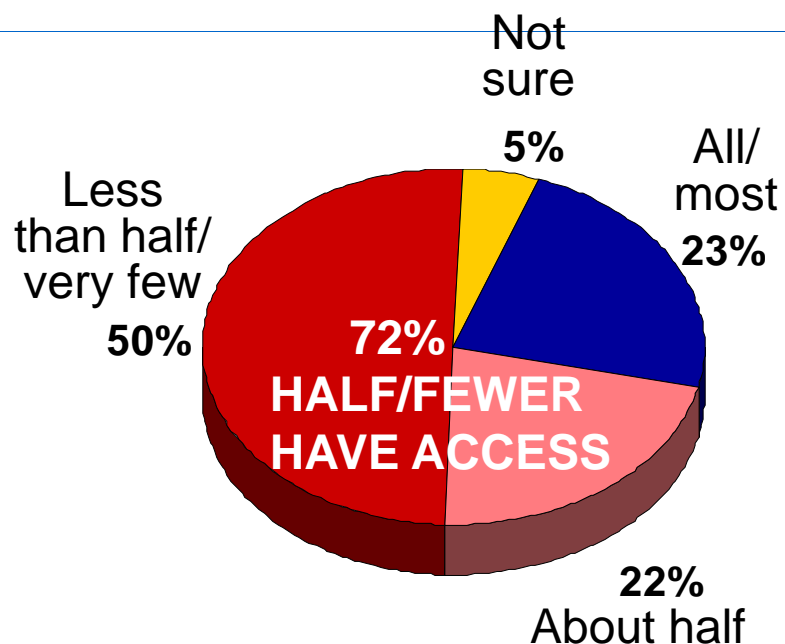
Source: *The Effects of Oklahoma's Universal Pre-Kindergarten Program on School Readiness (2004)*

# California Not Doing Enough To Ensure Preschool Access

California's Efforts to Ensure Quality Preschool Available and Affordable to All



How many families in your community have access to affordable quality preschool programs?



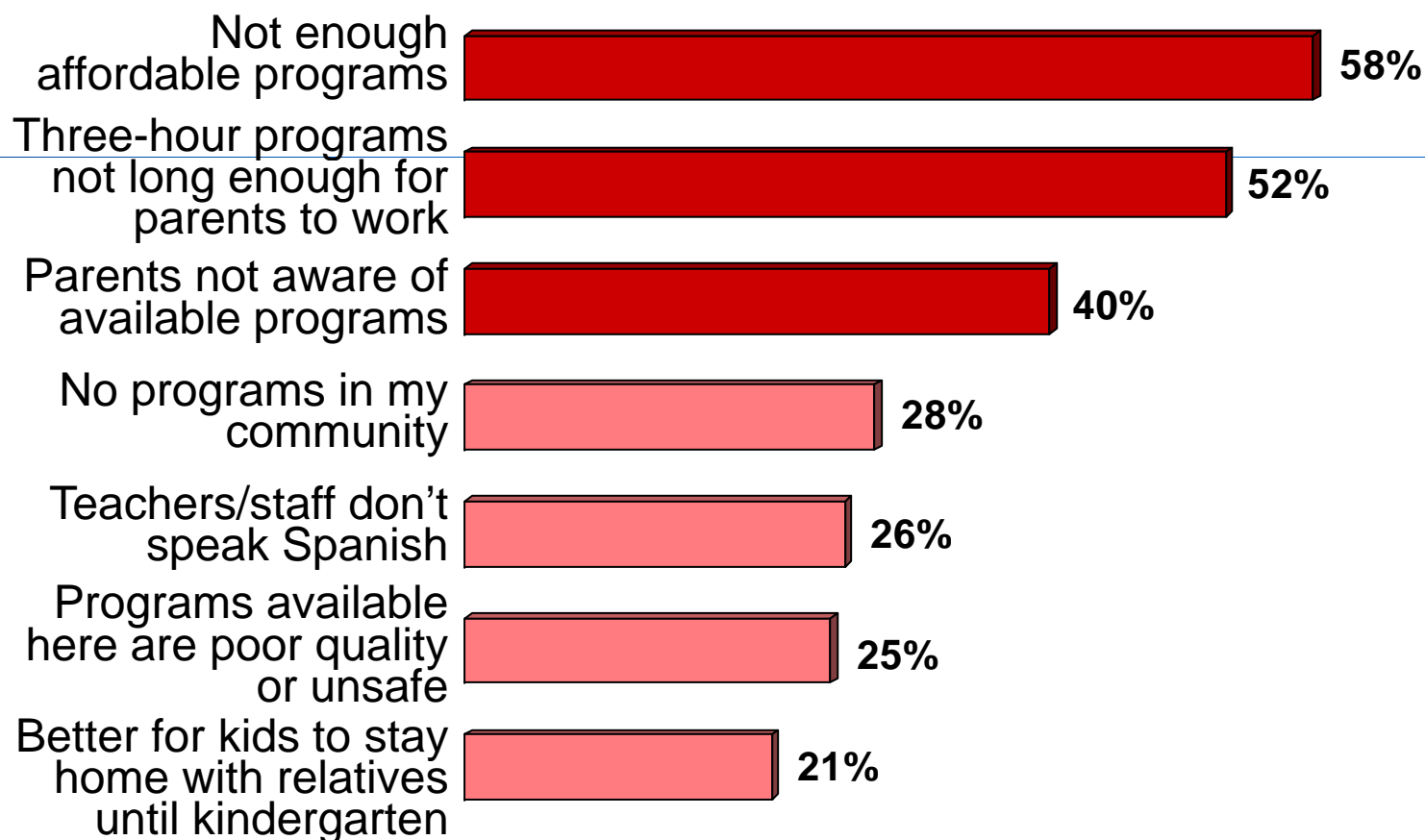
# What Groups of Children Are Least Likely To Be In High-quality Preschool?

Percent of children in high-quality preschool that prepares them for success in school:

- ◆ 14% of Latino children
- ◆ 13% of low-income children
- ◆ 12% of children whose mothers have high school diploma or less
- ◆ 5% of African American children

# Reasons Children Don't Attend Preschool

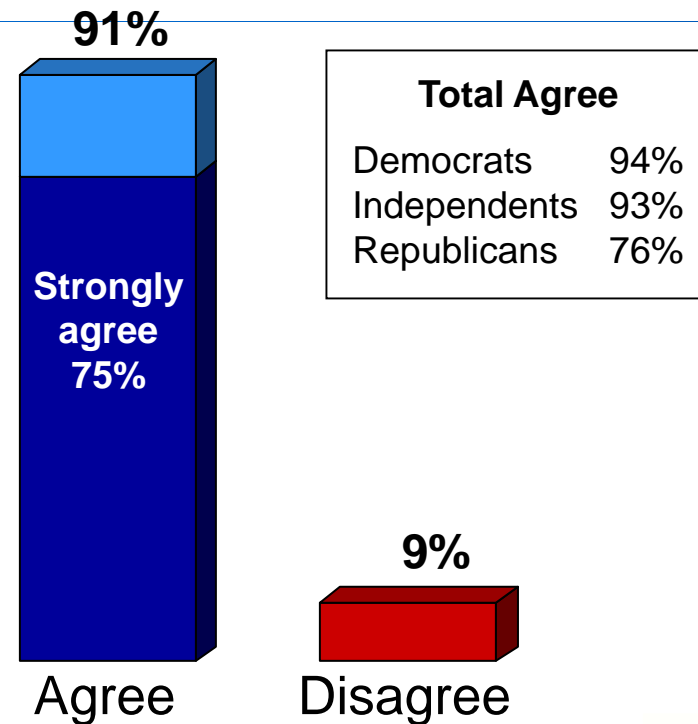
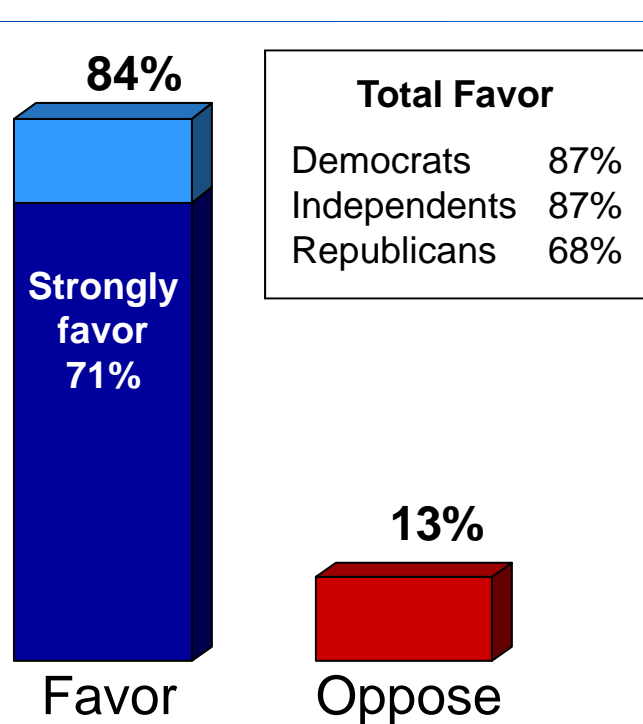
*% saying each is a major reason why some children might not attend preschool*



# Strong Support For Greater Preschool Investment, Even In Current Budget/Economic Environment

Support for CA Ensuring Low-Income Families Have Access to Voluntary, Quality Preschool

“Even though CA economy and budget are in bad shape, CA needs to continue to support access to high-quality preschool to prepare children for success in kindergarten and beyond.”



# Messages That Resonate With Latino Voters

**% saying the following are convincing arguments for why CA should make quality preschool more accessible and affordable**

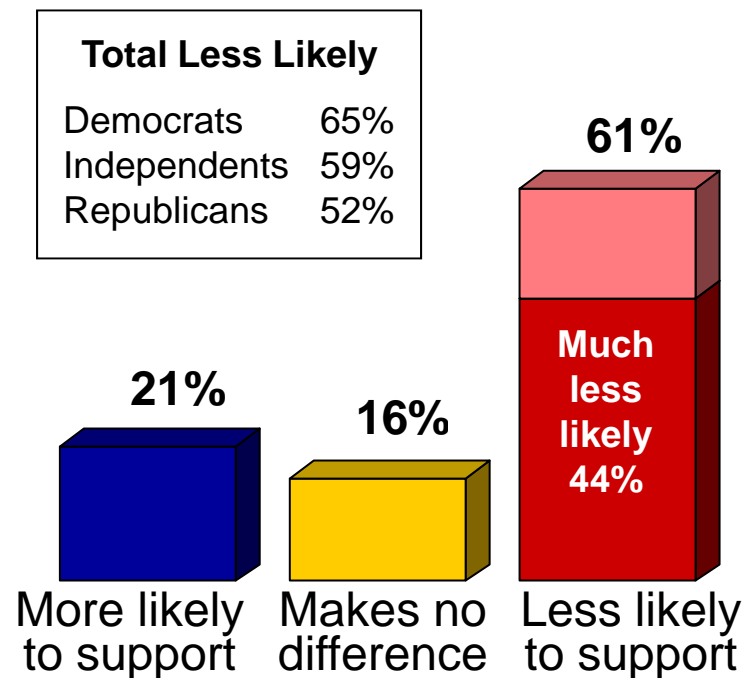
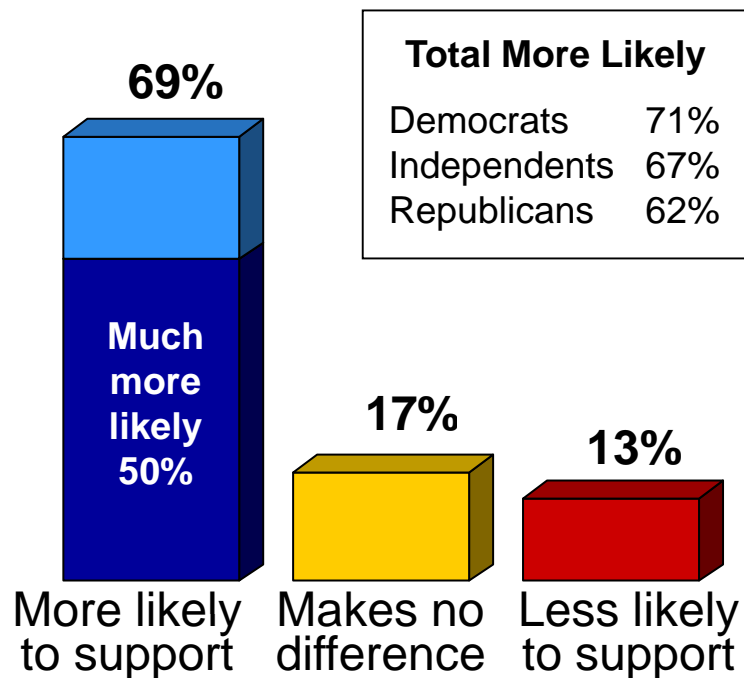
- ◆ Before age 5, children's brains are like sponges, and they are eager to learn. We should take advantage of this important opportunity to stimulate and feed their minds. **(89%)**
- ◆ Preschool helps kids develop social skills, cooperation, problem solving and a love of learning. **(86%)**
- ◆ Attending preschool leads to better student performance, including better reading and math scores in kindergarten and beyond. **(82%)**

# Latino Voters Support Candidates Who Support Preschool & Early Learning

Support for Candidate for Governor/Legislator who wants to:

**INCREASE** Funding For  
Preschool/Early Learning

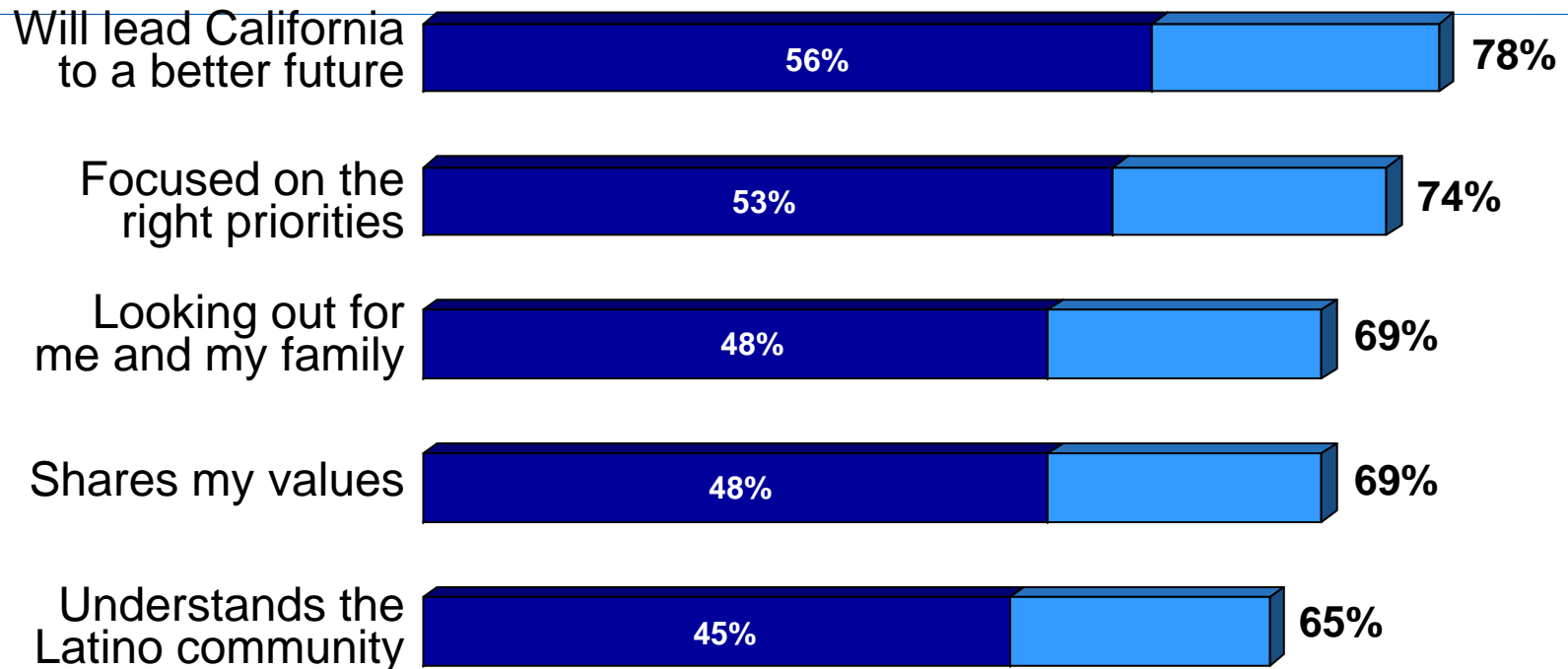
**DECREASE** Funding for Preschool/  
Early Learning to Balance Budget



# Profile Of A Pro-Preschool, Early Learning Candidate

How well does this describe a candidate who wants to increase funding to make quality preschool, early learning more affordable/accessible?

■ Describes pro-preschool candidate very well    ■ Describes fairly well





THE TARRANCE GROUP

# Thank you!

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