

# Arizona Statewide Survey

*Conducted for:*

## First Things First

*Presentation of results*

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# Methodology

- ▶ Telephone survey of likely voters in Arizona.
- ▶ A total of 800 completed interviews statewide, with oversampling in the less populated counties.
- ▶ Data weighted back to the actual distribution of the voter population across the state of Arizona.
- ▶ Surveys were conducted October 17th - 26th, 2012.
- ▶ Overall margin of error for the statewide sample = +/- 4.00 percentage points.
- ▶ Means: This report presents “mean” values for some questions. The “mean” is simply the average rating calculated by adding all the ratings together and dividing by the total number of ratings. “Don’t know” responses are excluded from the calculation.
- ▶ Where applicable, results are compared to previous surveys conducted on behalf of FTF in May 2011 and January 2010.

*As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.*

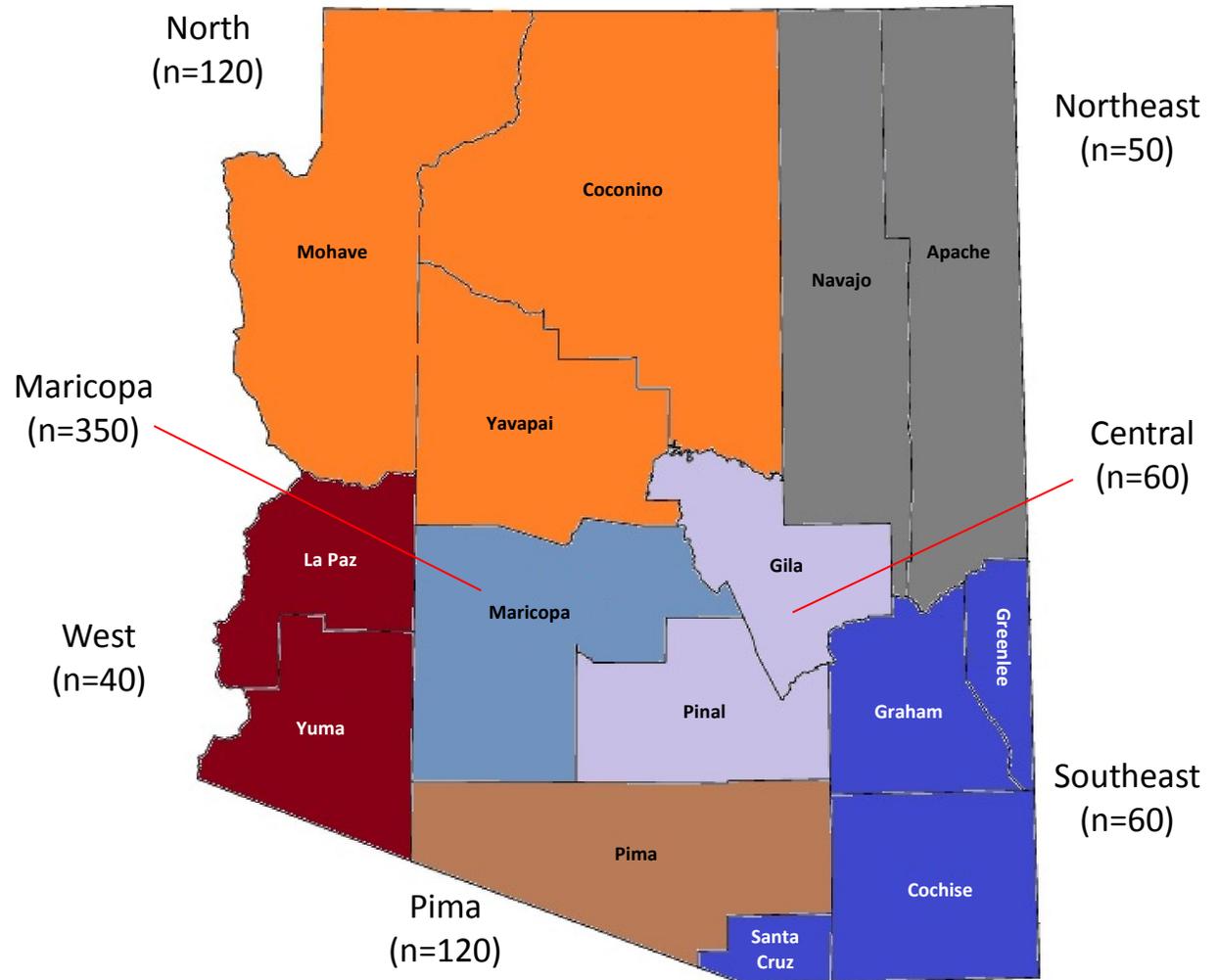
*Please note that due to rounding, percentages may not add up to exactly 100%*

# Region Breakdown

The 800 completed interviews have been partitioned into the following Regions for analysis in this presentation

Interviews by County:

- Apache 25
- Cochise 30
- Coconino 25
- Gila 10
- Graham 10
- Greenlee 10
- La Paz 10
- Maricopa 350
- Mohave 45
- Navajo 25
- Pima 120
- Pinal 50
- Santa Cruz 10
- Yavapai 50
- Yuma 30



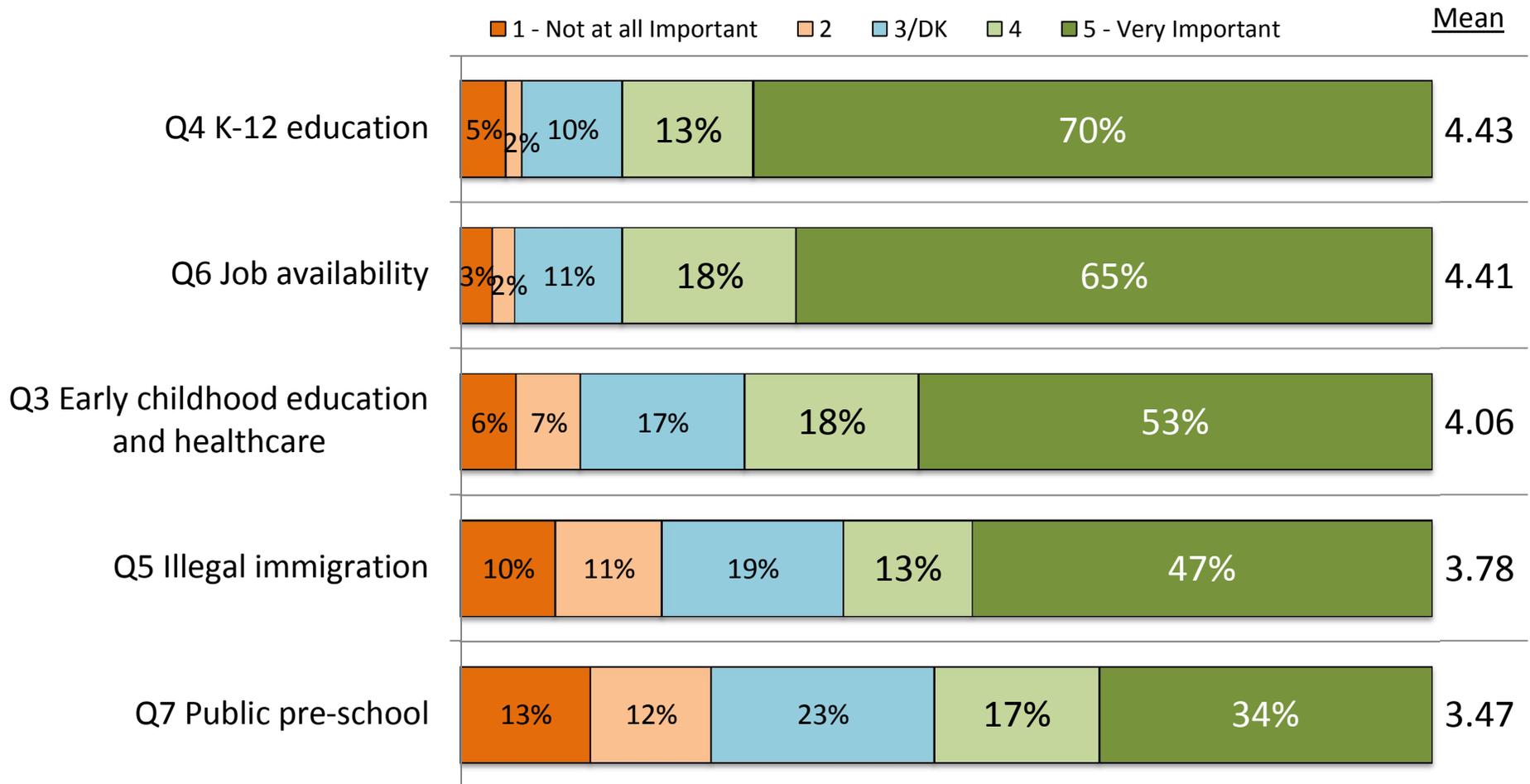
# Key Findings

- ▶ There is widespread support for Early Childhood Education.
- ▶ There is a strong, committed group of active supporters, whose support can be solidified with key messages.
- ▶ In addition to a group of committed supporters, there is a significant number of “movers” who become more supportive as they learn more about the issue.
- ▶ Most are concerned with the quality of K-12 schools and believe changes are needed; majority feels the state should put the same priority on 0-5 as K-12.
- ▶ The most compelling information to most people focuses on help for parents or giving parents and caregivers the tools they need to help children succeed.

# Issue Environment

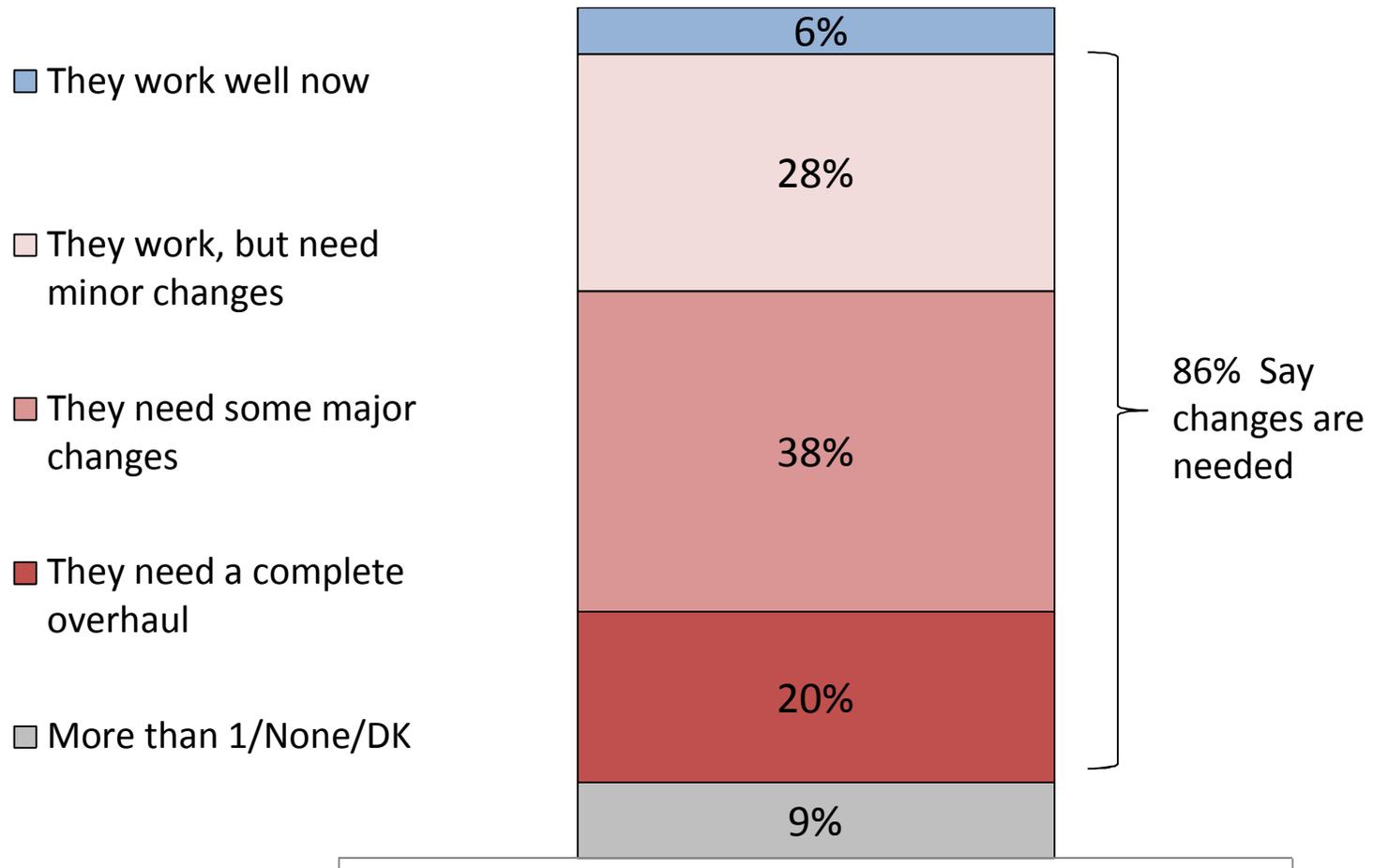
# K-12 education and jobs are the top rated issues; a majority rate ECE and Healthcare as Very Important.

I'm going to read you a list of current issues facing Arizona. Using a 1 to 5 scale, where 1 means Not At All Important and 5 means Very Important, please tell me how important each issue is to you. (Q3-7)



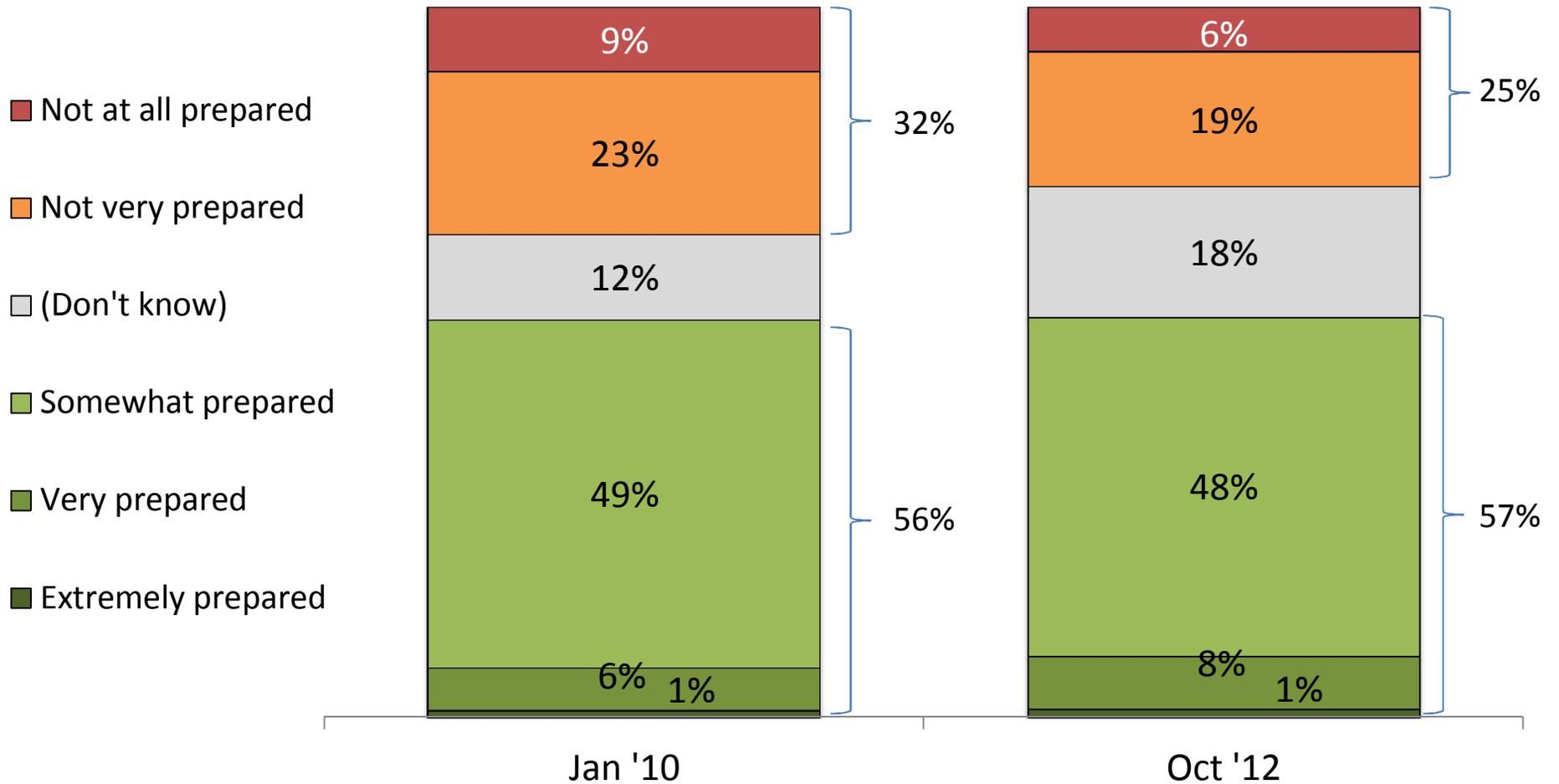
# Most think K-12 schools need at least minor changes; 58% say major changes or complete overhaul.

Q9 Thinking about K-12 public schools in Arizona, which of the following statements is closest to your opinion?



# A majority believe Arizona's children are at least somewhat prepared for learning when they enter kindergarten.

Q10 In general, how prepared do you think Arizona's children are for learning when they enter kindergarten: are they...

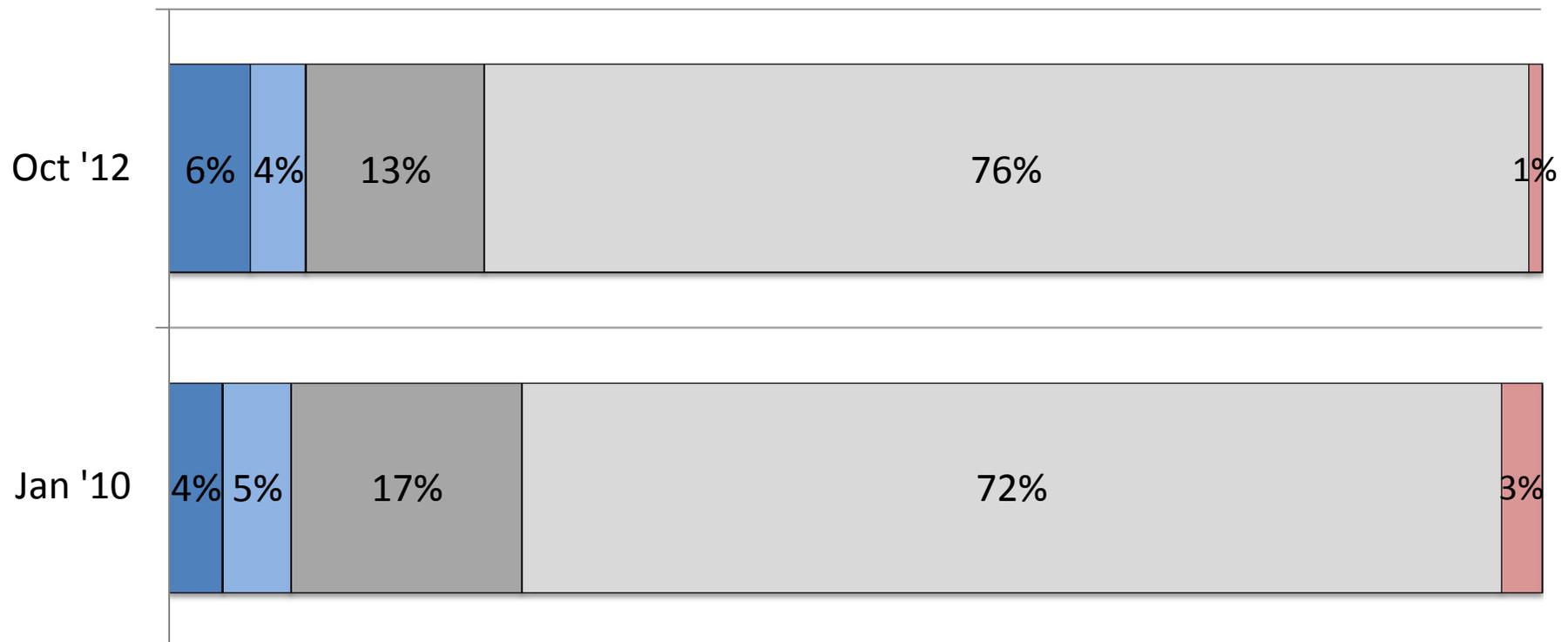


## Most have either not heard of First Things First or are not familiar with the organization.

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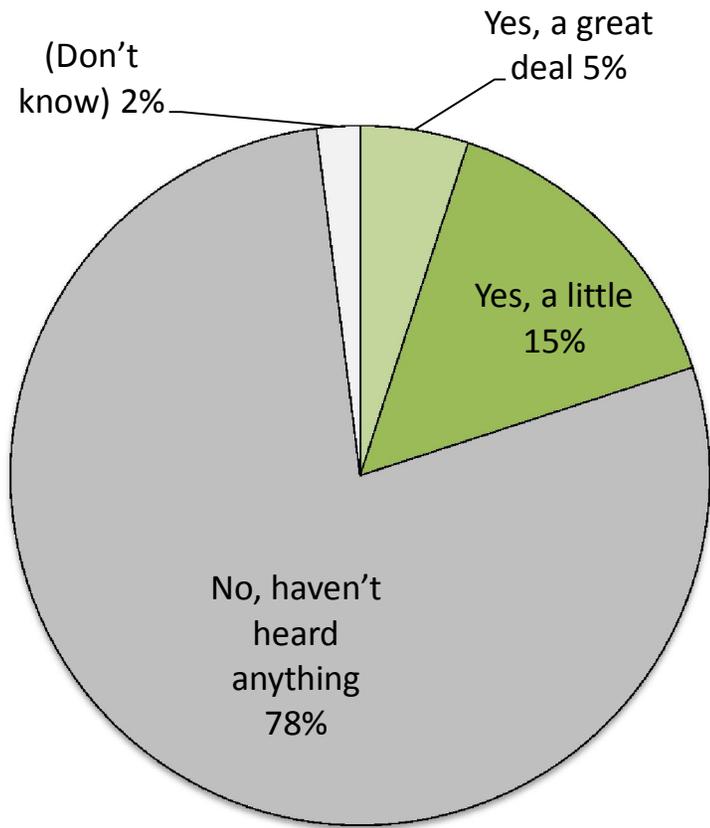
Q8 Do you have a generally favorable or unfavorable opinion of an organization called **First Things First**? If you've never heard of them, please say so?

Very favorable   Somewhat favorable   Don't Know   Never Heard   Very/Somewhat unfavorable

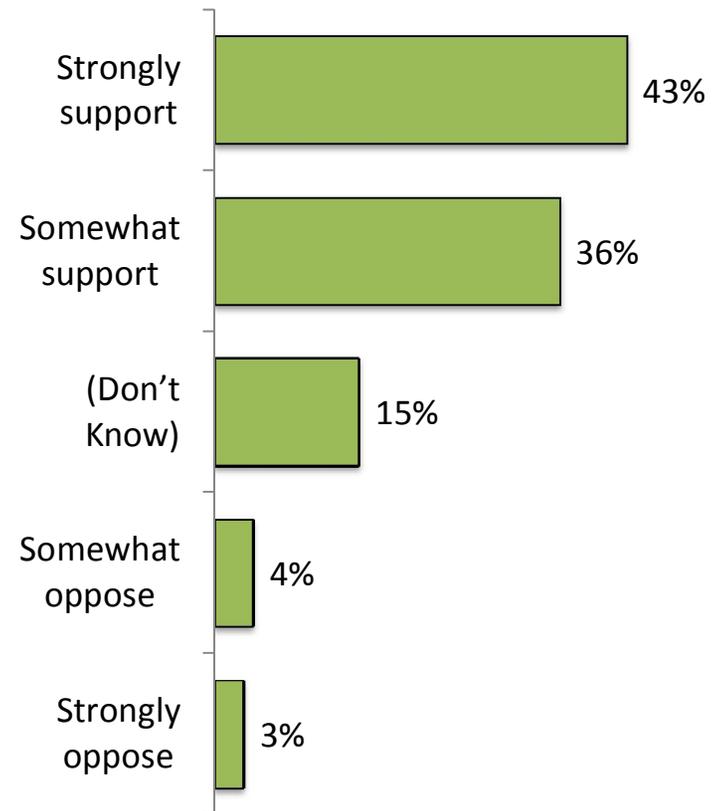


# Those who are familiar with FTF are generally very supportive.

Q16 Have you read, seen or heard anything about First Things First, a state program that supports early childhood education and health services throughout Arizona?



Q17 From what you have heard, would you say that you generally support or oppose First Things First? (n=162)



Awareness of FTF is similar to January 2010 survey;  
 “Strong” support has increased among those who are aware.

Q16 Have you read, seen or heard anything about First Things First, a state program that supports early childhood education and health services throughout Arizona?

	January 2010	October 2012
Heard a great deal	3%	5%
Heard a little	15%	15%
Heard nothing/ Don't know	82%	80%

Q17 From what you have heard, would you say that you generally support or oppose First Things First?

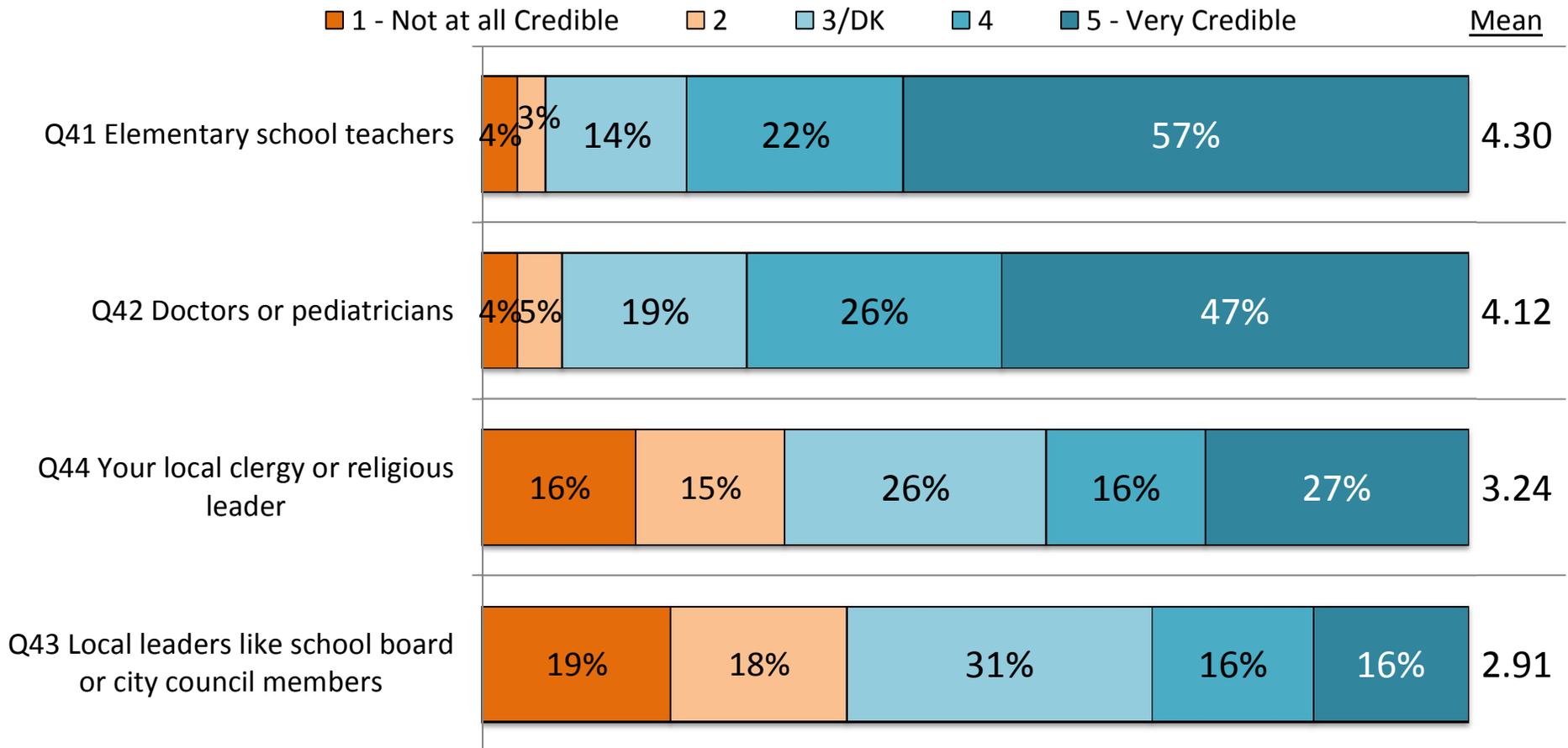
	January 2010	October 2012
Strongly Support	31%	43%
Somewhat Support	40%	36%
Don't know	17%	15%
Strongly/ Somewhat Oppose	13%	7%

# FTF awareness comparison: 2010-2012

January 2010	
Have you read, seen, or heard anything about First Things First, a state program that supports early childhood education and health services throughout Arizona?	<b>Yes = 18%</b>
Do you have a generally favorable or unfavorable opinion of an organization called First Things First? If you've never heard of them, please say so?	<b>Rated FTF = 28%</b>
May 2011	
What organizations can you think of that support early childhood education and health services in Arizona?	<b>Mention FTF = 3%</b>
Have you ever heard of First Things First?	<b>Yes = 34%</b>
October 2012	
Have you read, seen, or heard anything about First Things First, a state program that supports early childhood education and health services throughout Arizona?	<b>Yes = 20%</b>
Do you have a generally favorable or unfavorable opinion of an organization called First Things First? If you've never heard of them, please say so?	<b>Rated FTF = 24%</b>

## Elementary School Teachers and Doctors/Pediatricians are considered credible messengers on ECE issues.

Please tell me how credible each is to you, using a 1 to 5 scale, where 1 means they are Not At All Credible and 5 means they are Very Credible. (Q41-44)

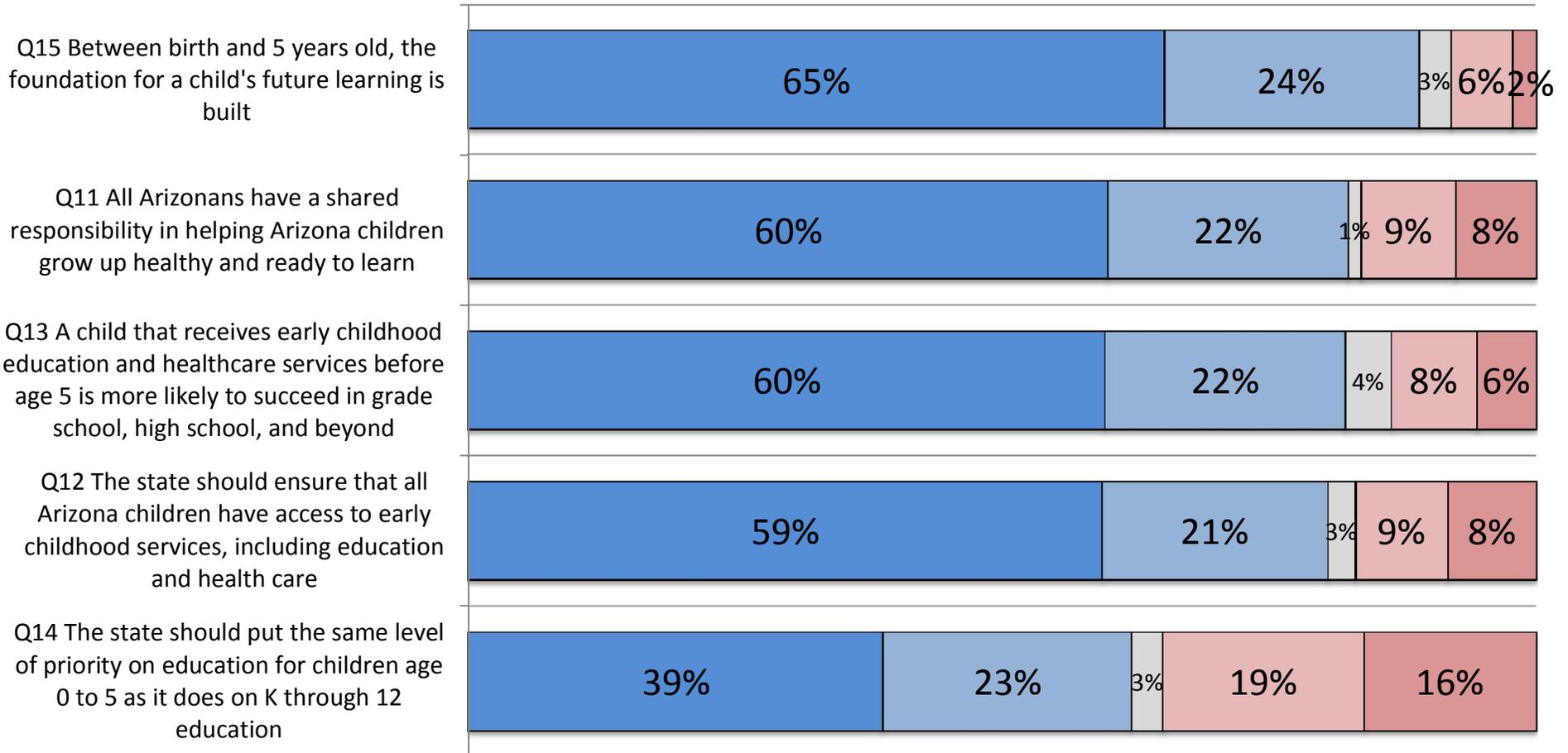


# ECE Attitudes & Program Ratings

Most recognize the importance of age 0-5 and in access to ECE for all children; majority agree that AZ should put the same priority on 0-5 as K-12.

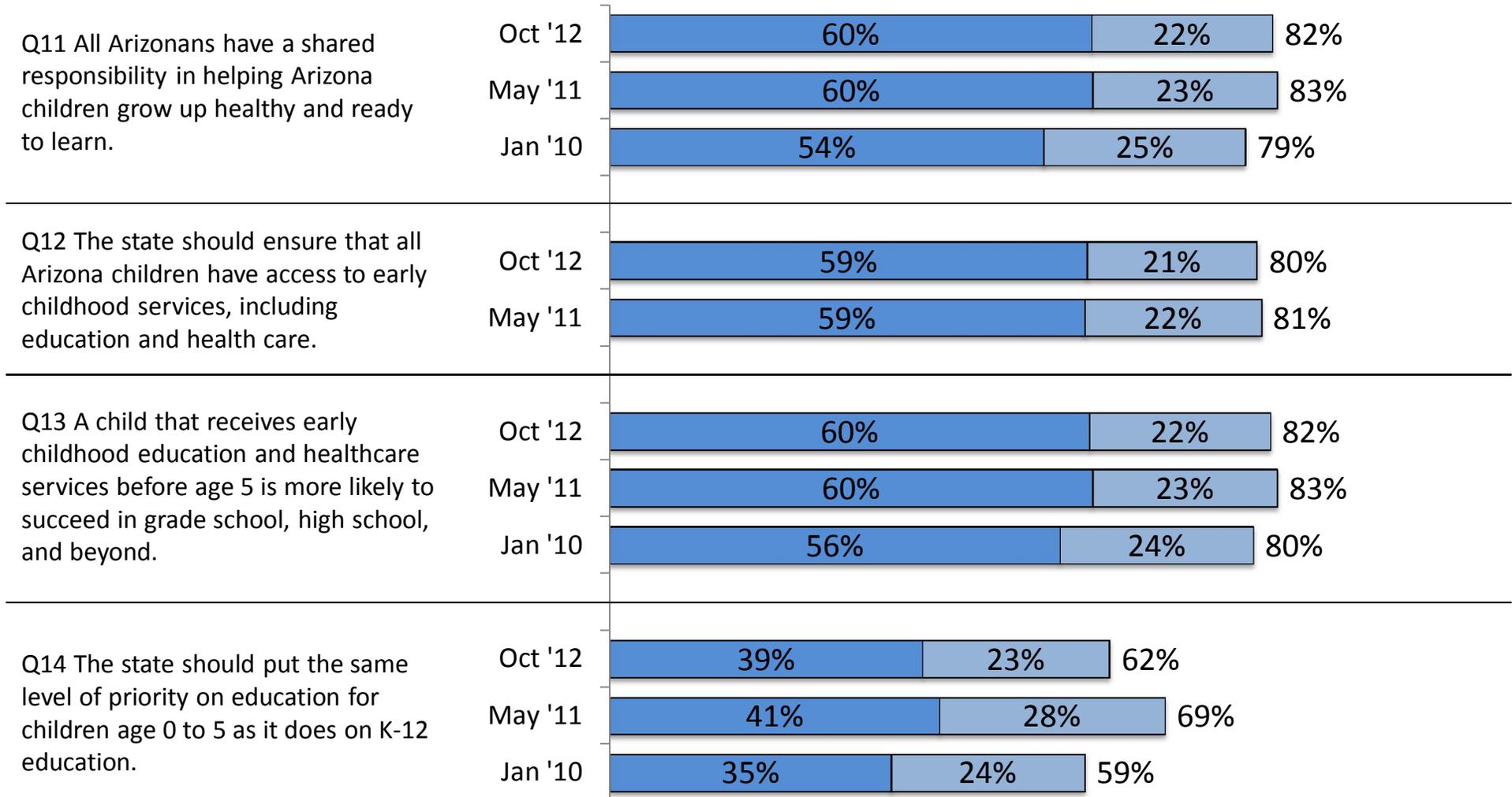
Please tell me whether you agree or disagree with each statement. (Q11-15)

Strongly agree    Somewhat agree    DK    Somewhat disagree    Strongly disagree



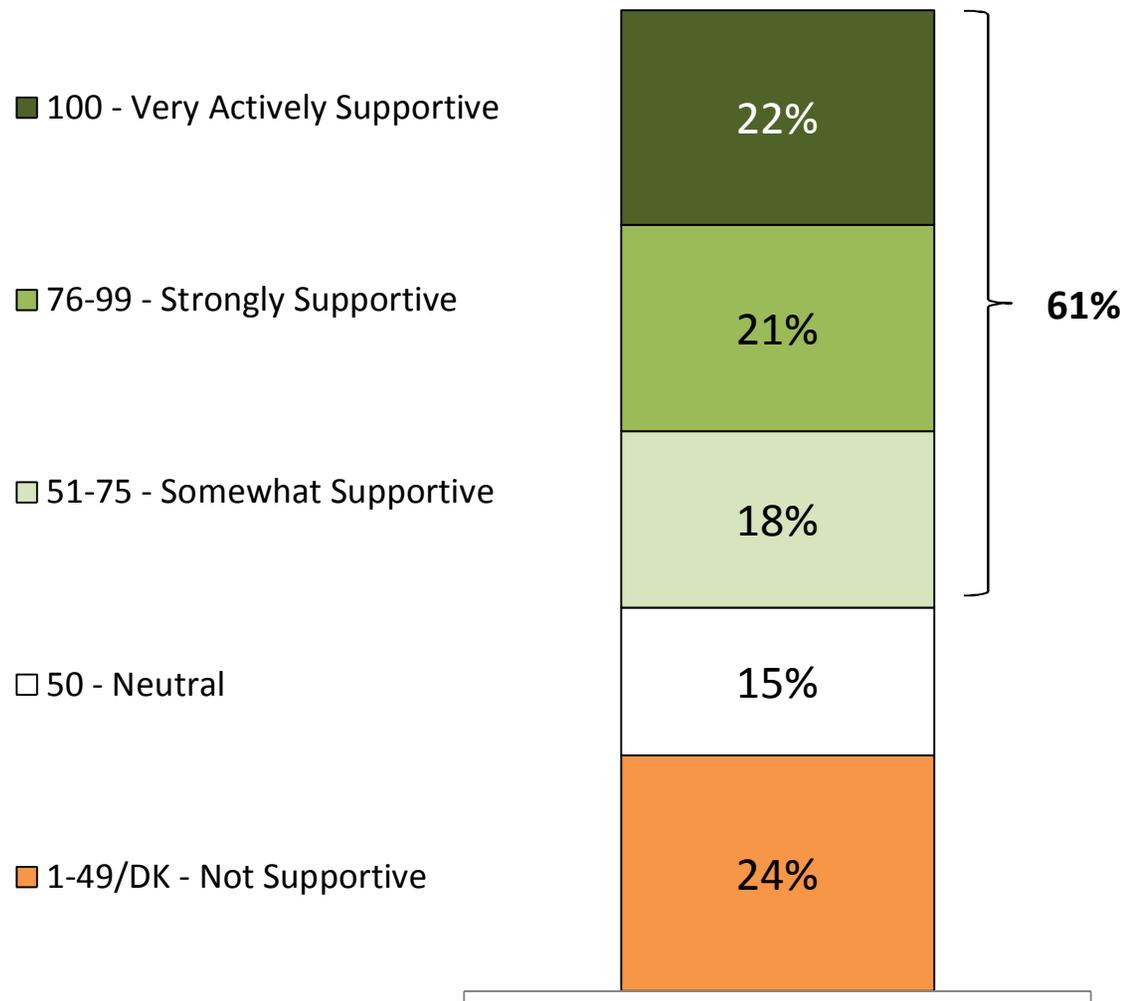
# Survey results have measured consistently supportive attitudes toward ECE and related issues among Arizonans.

■ Strongly agree   
 ■ Somewhat agree   
 Total Agree



# A majority of Arizonans rate themselves toward the positive end of the active support scale.

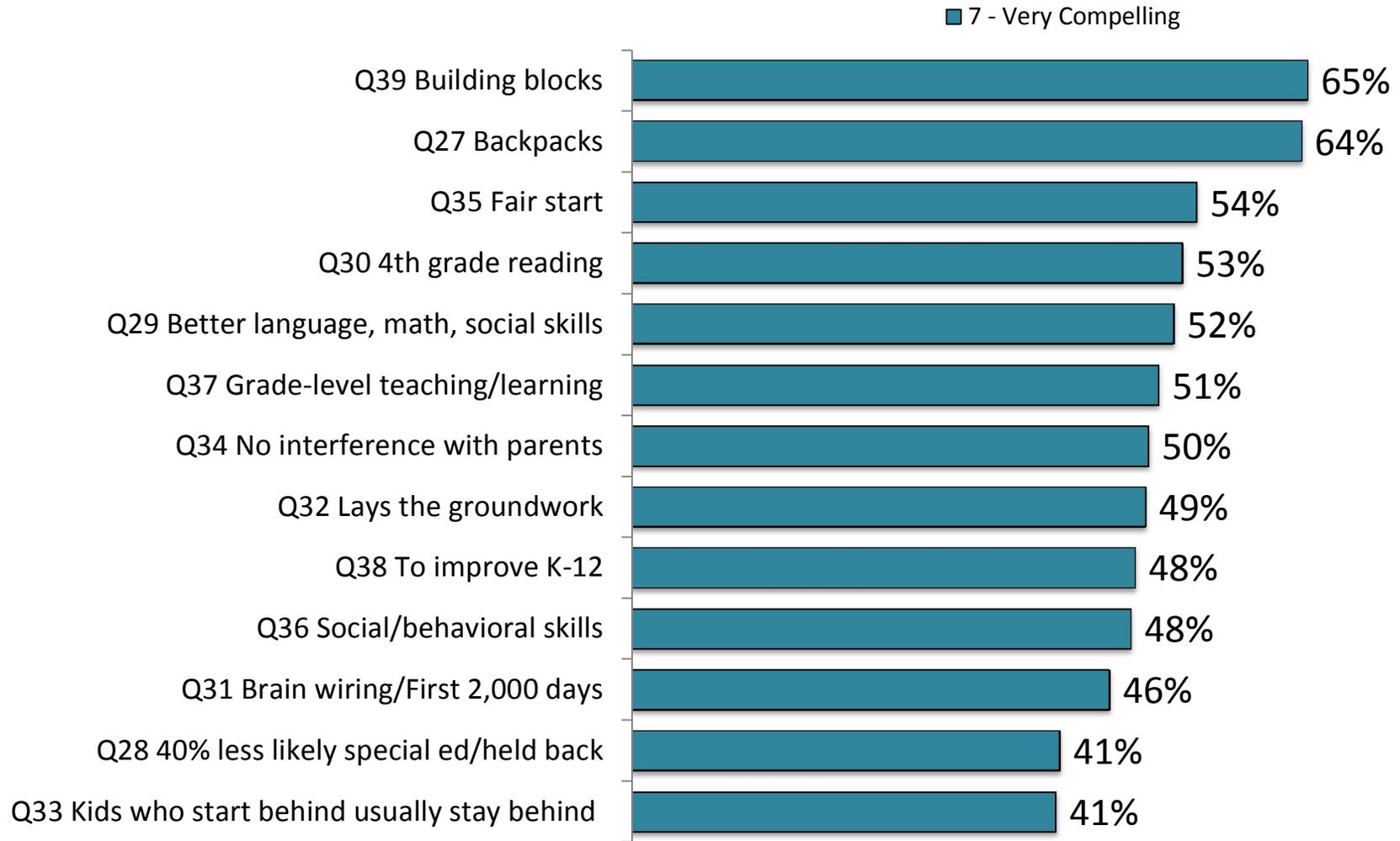
Q18 As you may know, Arizona has a statewide program that provides early education and health programs specifically for Arizona children age 0 to 5. Thinking about a scale from 1 to 100, where 1 is Very Actively Opposed to funding for early childhood programs and 100 is Very Actively Supportive of funding for early childhood programs, where would you put yourself on that scale?



# Information & Segmentation

# “Building Blocks” and “Backpacks” are the most compelling informational messages overall.

Please tell me how compelling you find each statement, using a scale of 1 to 7, where 1 means you think the statement is Not Compelling At All and 7 means you find the statement Extremely Compelling.



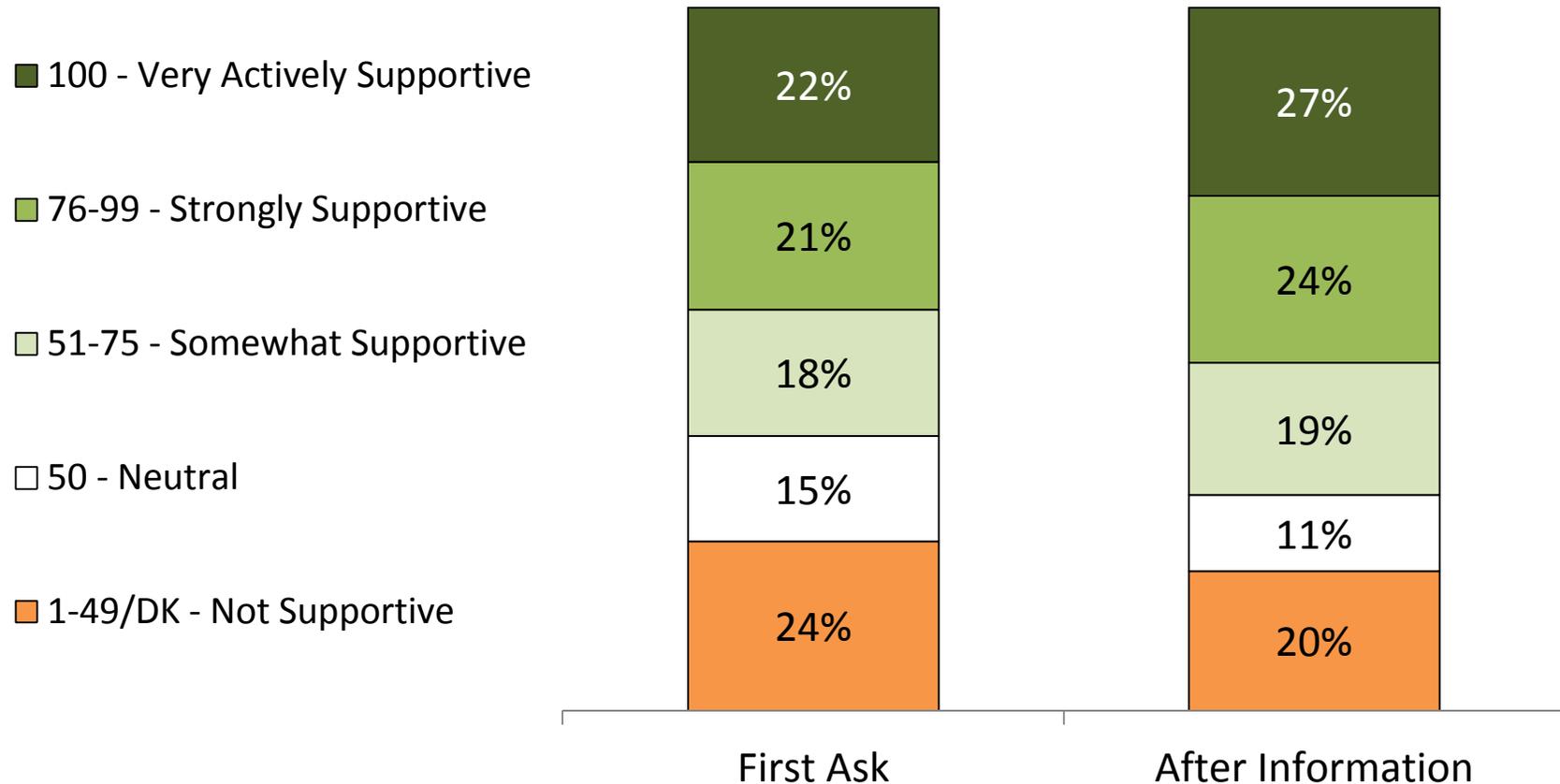
## Key information focus on giving parents and children the tools they need to succeed.

- ▶ *Q39. Building Blocks:* Strong families are the building blocks of a strong society. It's **crucial that parents have the tools they need** to support children with stable, nurturing environments in their earliest years.
- ▶ *Q27. Backpacks:* Getting children ready for school means more than packing their lunches, filling their backpacks, and getting them to the bus on time. In fact, **the job of helping children succeed** in school starts the day they're born.
- ▶ *Q35. Fair Start:* We have an obligation to provide a fair start for all Arizona children. Everyone in the classroom benefits **when each child comes to school ready** to learn.
- ▶ *Q30. 4<sup>th</sup> Grade Reading:* 44% of Arizona's 4th graders can't read at grade level. The best way to reverse this trend is to **help children develop** language skills and expose them to books before they enter kindergarten.

## After information, there is movement toward the positive end of the ECE support scale.

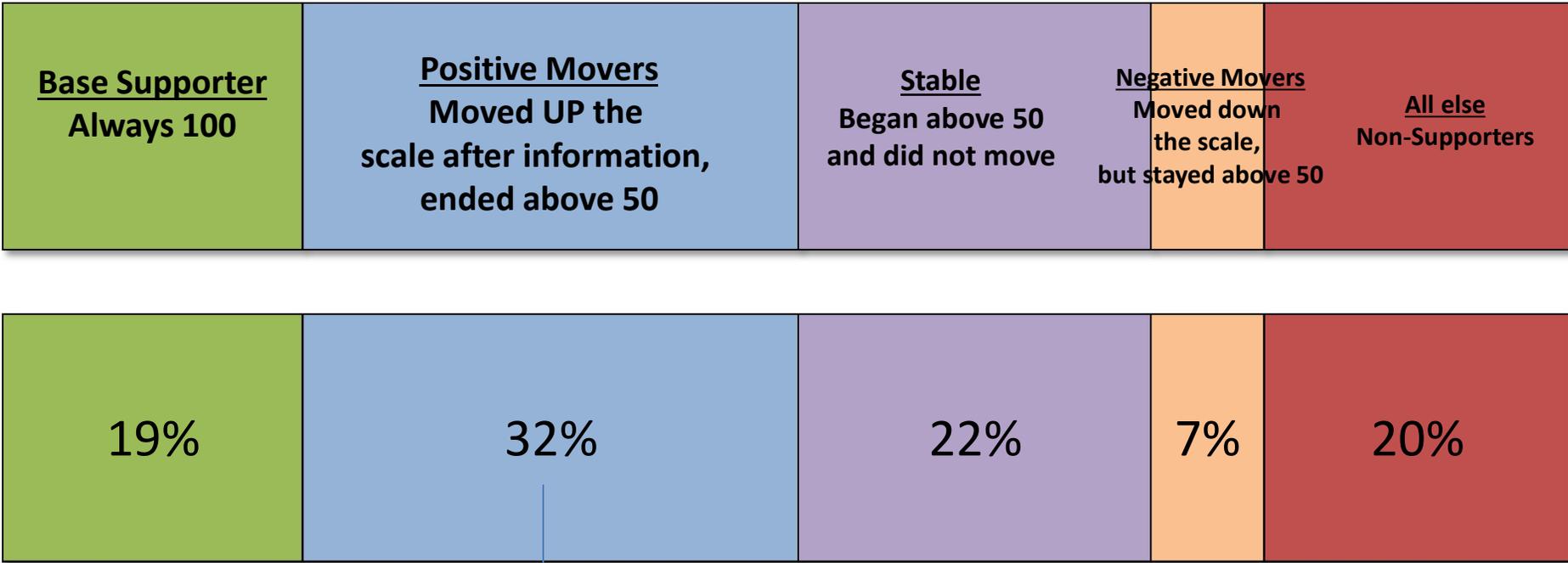
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Q40 And one last time, based on all you've heard, where would you rate yourself now on the 1 to 100 scale, where 1 is Very Actively Opposed to funding for early childhood programs and 100 is Very Actively Supportive of funding for early childhood programs?



# Segmentation Analysis

A Voter Segmentation was created using questions 18 and 40. Responses for these questions ranged from 1 to 100. The groups are defined below.



- ▶ 21% of this group starts below 50.
- ▶ 26% of this group ends at 100.

## Segmentation by select demos.

	Overall	Base	Positive Movers	Stable
Men	49%	41%	48%	54%
Women	51%	59%	52%	46%
18-29	10%	6%	16%	11%
30-39	13%	18%	10%	18%
40-49	14%	10%	18%	17%
50-64	30%	29%	26%	31%
65+	33%	37%	30%	24%
Children 0-5 in household	41%	44%	40%	57%
Children 6-10 in household	33%	45%	33%	17%
Children 11-18 in household	50%	40%	55%	46%
Maricopa	59%	59%	59%	63%
Pima	15%	16%	13%	15%
North	9%	9%	10%	7%
Northeast	4%	4%	5%	1%
Central	6%	6%	5%	9%
West	2%	1%	3%	2%
Southeast	5%	6%	6%	4%

# “Building Blocks” and “Backpacks” are the most compelling informational messages among the Positive Movers group.

**MESSAGING:** Please tell me how compelling you find each statement, using a scale of 1 to 7, where 1 means you think the statement is Not Compelling At All and 7 means you find the statement Extremely Compelling. **POSITIVE MOVERS SEGMENTATION ONLY**



*These same 4 messages were the top-rated messages overall as well.*

# Top informational messages by key sub groups.

Rank order of Top 5 messages for key demographic subgroups.  
 Number in parenthesis represents % rating a “7” on 1 to 7 “compelling” scale.

Overall	Women	Age 65+	Positive Movers	Target 2
Q39. Building Blocks (65%)	Q39. Building Blocks (73%)	Q27. Backpacks (65%)	Q39. Building Blocks (68%)	Q39. Building Blocks (63%)
Q27. Backpacks (64%)	Q27. Backpacks (72%)	Q39. Building Blocks (62%)	Q27. Backpacks (67%)	Q27. Backpacks (57%)
Q35. Fair start (54%)	Q35. Fair start (63%)	Q35. Fair start (56%)	Q35. Fair start (59%)	Q29. Better language, math, social skills (43%)
Q30. 4 <sup>th</sup> Grade Reading (53%)	Q30. 4 <sup>th</sup> Grade Reading (60%)	Q29. Better language, math, social skills (55%)	Q30. 4 <sup>th</sup> Grade Reading (59%)	Q34. No interference with parents (42%)
Q29. Better language, math, social skills (52%)	Q34. No interference with parents (59%)	Q32. Lays the groundwork (52%)	Q29. Better language, math, social skills (55%)	Q30. 4 <sup>th</sup> Grade Reading (42%)

## Conclusions & Recommendations

# Conclusions

- ▶ Most Arizonans believe Early Childhood Education is an important issue, understand the importance of early education, and also feel it is important for all children to have access to quality ECE programs and services.
- ▶ Most are concerned with the quality of K-12 schools. As such, the notion of attaching 0-5 to K-12 needs to be carefully considered.
- ▶ There is a committed group of active supporters whose support strengthens as they learn more about the issue.
- ▶ There is a significant group of people who become more supportive of Early Childhood Education programs and services as they learn more about the issues.
- ▶ The information that is most compelling to most people focuses on help for parents; i.e., helping parents help children succeed.

# Recommendations & Next Steps

- ▶ Prioritized audiences
- ▶ Message Modification
- ▶ Messengers
- ▶ Updated Benchmarks