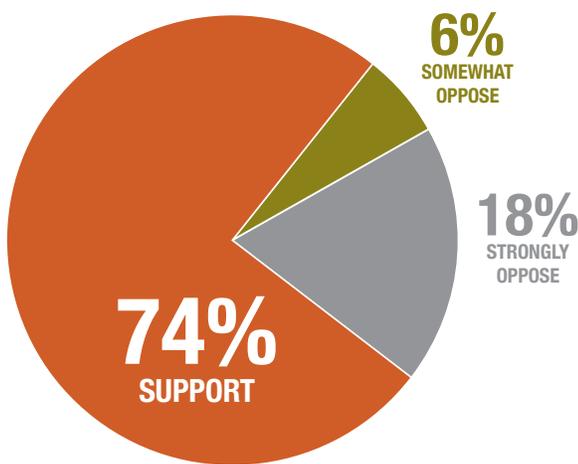


GEORGIA SPEAKS: INVESTING IN OUR CHILDREN IS INVESTING IN GEORGIA'S FUTURE.



A new state poll conducted by the bipartisan team of North Star Opinion Research and The Schapiro Group shows that Georgia voters view early childhood education as critically important for our state and nation. Majorities of Democrats, Republicans and Independents support investments in early childhood programs—including expanding access to and using a portion of lottery funds for Georgia Pre-K.

Voter demand for early childhood education. Quality early childhood education is an issue that all voter groups support in our state. A recent poll of likely Georgia voters conducted by the bipartisan team of The Schapiro Group and North Star Opinion Research shows overwhelming support for early childhood education and a desire for Congress to act within the next year to ensure that our state's young children get a strong start in life.¹ Voters were asked about a plan to expand access to early childhood programs which is currently under consideration in the next Congressional term.² 74% of Georgia voters support this plan to provide better early childhood education. (55% strongly support, 19% somewhat support, 6% somewhat oppose, 18% strongly oppose, 2% DK/Ref.)



51% of Georgia voters feel that passage of a federal plan to expand access to early childhood programs should be an absolute priority this year.

The most important factor in the support of this proposed plan, regardless of party affiliation, is that it would make early education and child care more affordable for working families. 87% of voters agree that it is important to make early education and child care more affordable for working families (65% of voters agreed this is very important, 22% somewhat important, 4% not that important, 7% not important at all, 2% DK/Ref.) This is true across party lines, as a majority of likely voters feel that this is an important issue to remedy. Voters also believe that investing in our children is investing in our future. After voters learn new information about and hear reasons to favor and oppose the plan, they remain solidly supportive of the proposal.

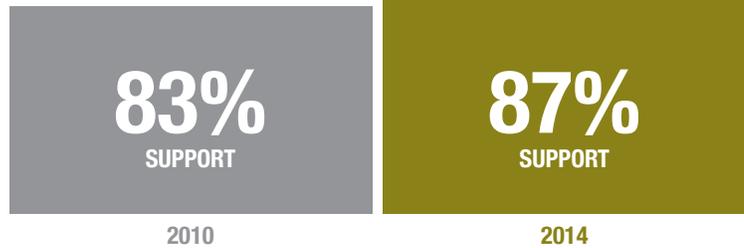
Support for making early education and child care more affordable for working families



GEORGIA VOTERS AGREE: INVESTING IN OUR CHILDREN IS INVESTING IN GEORGIA'S FUTURE.

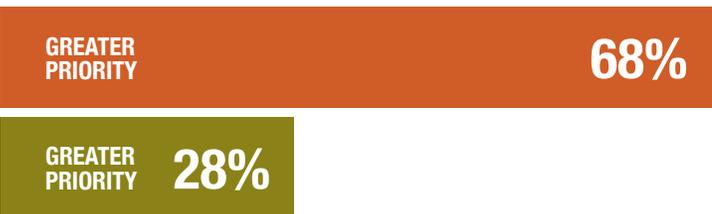
Statewide support for Georgia Pre-K. Georgians overwhelmingly support lottery funded Pre-K, and that support has remained solid over the last 4 years. 87% of Georgia voters support using a portion of lottery funds to provide voluntary Pre-K programs for 4-year olds, compared to 83% in 2010. 67% of voters strongly support Georgia using a portion of lottery funds to provide voluntary Pre-K, with strong support from a majority of every demographic group.

Support for using a portion of lottery funds to provide voluntary Pre-K programs for 4-year olds



Georgia voters prioritize funding for education over restricting taxes and spending. Likely voters were asked whether the state should hold the line on taxes and spending or make sure that there is sufficient funding for needs such as education. Just over two-thirds (68%) believe it is more important to ensure adequate funding, while 28% prefer holding the line on taxes. This is true regardless of party affiliation, as majorities of Republicans, Democrats, and Independents believe that Georgia should place a higher priority on making sure there is sufficient funding for needs such as education.

Making sure that there is sufficient funding for needs such as education



Holding the line on taxes and spending

¹ **Methodology:** The Schapiro Group and North Star Opinion Research conducted a scientific telephone survey of 400 likely voters throughout Georgia on both landline and cell phones. Using live interviewers, the survey was conducted in August 2014. The overall margin of sampling error is $\pm 4.9\%$, and the sample is representative both geographically and demographically. Topics included priorities for education in Georgia, support for early education, and support for the national plan to provide states with grants for early education. Several questions are identical or similar to a 2010 survey of registered Georgia voters.

² The federal early childhood education plan was described initially to voters in the following way: "Congress is considering a plan to help states and local communities provide better early childhood education programs to parents of young children. This ten-year program would provide states with ten billion dollars in grants each year for providing voluntary access to high quality preschool programs to all low and moderate income families with four-year-old children. It would also make available voluntary child care for infants and toddlers, as well as parenting skills education."