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 Washington, DC 20009
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Interviews: 802 voters and 487 swing voters
 Dates: May 27 - June 1, 2008

[109]	All Voters	Swing Voters
Male	46	45
Female	54	55

FINAL

Study #8566b
 Pre-K Now Survey
 May - June 2008

Please note: all results are shown as percentages unless otherwise stated.

1a. Are you currently registered to vote at this address?

Registered.....	100	CONTINUE
Not registered.....	-	TERMINATE
Not sure.....	-	

1b. Thinking back on all the votes you have cast in the past several years in national and state elections, which one of the following statements best represents how you have voted in these elections?

	All Voters	Swing Voters
I vote for the Democrats a large majority of the time	34	-
I vote for the Democrats a little more often than for the Republicans	7	23
I split my votes pretty evenly between the Democrats and the Republicans ...	21	50
I vote for the Republicans a little more often than for the Democrats	9	27
I vote for the Republicans a large majority of the time.....	25	-
Not sure.....	4	-

Much of this survey focuses on education.

2. How important do you think it is for THREE-YEAR-OLD children to spend time in a learning program outside the home—very important, fairly important, just somewhat important, or not very important?

	All Voters	Swing Voters
Very important	29	27
Fairly important.....	15	15
Just somewhat important.....	21	24
Not very important	27	24
Depends (VOL)	2	5
Young children should not be in a program outside the home (VOL)	5	5
Not sure.....	1	-

3. How important do you think it is for FOUR-YEAR-OLD children to spend time in a learning program outside the home—very important, fairly important, just somewhat important, or not very important?

	All Voters	Swing Voters
Very important.....	50	49
Fairly important.....	16	18
Just somewhat important.....	18	17
Not very important.....	10	9
Depends (VOL).....	3	4
Young children should not be in a program outside the home (VOL).....	2	2
Not sure.....	1	1

Throughout this survey I'm going to use the term "pre-kindergarten" or "pre-k". In a pre-kindergarten or pre-k program, children attend a learning program in which they engage in activities that encourage positive social and educational development in children their age. These are voluntary programs where they learn about letters, colors, shapes, and numbers. They are exposed to music, art, and science. They learn to listen to teachers and other children. They take turns and share. The program includes story time, snack time, nap time, teacher-organized play, and free play times.

4. Thinking of both public and private options, how many families in your neighborhood do you think can find and afford this type of pre-k program for their children--would you say that almost all parents in your neighborhood can find and afford this type of program, most parents, about half of parents, or fewer than half of parents can find and afford this type of program for their young children?

	All Voters	Swing Voters
Almost all parents.....	15	13
Most parents.....	24	24
About half of parents.....	22	24
Fewer than half of parents.....	29	31
Not sure.....	10	8

5. If there were not enough affordable pre-kindergarten programs in your neighborhood and many parents who wanted to send their children to these programs could NOT, would you consider this to be a significant problem, somewhat of a problem, not much of a problem, or not a problem at all?

	All Voters	Swing Voters
Significant problem.....	38	40
Somewhat of a problem.....	33	36
Not much of a problem.....	13	11
Not a problem at all.....	12	10
Not sure.....	4	3

6a. In your community, how many of the pre-k programs do you think are high quality, meaning they have highly trained teachers, positive learning environments, and they do a good job at educating children--would you say that almost all the programs in your community are high quality, most of them are, about half of them are, or fewer than half of them are high quality?

	All Voters	Swing Voters
Almost all are high quality.....	15	13
Most are high quality	32	38
About half are high quality	16	17
Fewer than half are high quality	14	15
Not sure.....	23	17

6b. If in your neighborhood there were not enough high quality pre-kindergarten programs, would you consider this to be a significant problem, somewhat of a problem, not much of a problem, or not a problem at all?

	All Voters	Swing Voters
Significant problem.....	45	45
Somewhat of a problem	32	34
Not much of a problem	10	10
Not a problem at all	9	8
Not sure.....	4	3

7. How important do you think it is for a pre-kindergarten program to emphasize early learning skills, such as counting, identifying letters, and problem solving—very important, fairly important, just somewhat important, or not very important?

	All Voters	Swing Voters
Very important.....	64	63
Fairly important.....	14	16
Just somewhat important.....	14	13
Not very important	6	7
Not sure.....	2	1

8. How important do you think it is for a pre-kindergarten program to emphasize social skills, such as self-discipline, following directions, sharing, and playing well with others—very important, fairly important, just somewhat important, or not very important?

	All Voters	Swing Voters
Very important.....	79	81
Fairly important.....	10	11
Just somewhat important.....	6	4
Not very important	4	3
Not sure.....	1	1

9. Please tell me which of the following statements you agree with more.

Some people say that children who attend pre-k are better off throughout their school years and throughout their lives because quality pre-k teaches important basic skills and builds the confidence children need to meet educational and life challenges. OR

Some people say that children who attend pre-k are better prepared for kindergarten and the early grades, but by third or fourth grade most children are on the same level, whether they attended quality pre-k or not.

	All Voters	Swing Voters
Children who attend pre-k better off throughout school and life.....	53	53
Most children are on the same level by third or fourth grade	36	36
Depends (VOL).....	7	6
Not sure	4	5

10. Do you think that, over the long term, having more children attend pre-k would make the United States more competitive in the global economy, or would it not really have an impact on the United States' economic competitiveness?

	All Voters	Swing Voters
Would make the U.S. more competitive in the global economy	56	57
Would not have an impact on economic competitiveness	34	34
Not sure	10	9

11. People could consider a number of factors in deciding whether a pre-k program is high quality or not. Aside from the safety and cleanliness of the program, please tell me which one or two of the following factors would be most important for you personally in deciding whether or not a pre-k program is high quality.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL VOTERS.	All Voters	Swing Voters
Getting families involved in the program.....	43	43
The education and training of the teachers.....	40	43
No more than ten children for every teacher in the classroom.....	30	27
A good curriculum to guide teachers	21	22
Having additional support staff, such as behavior specialists	12	12
Having a lot of books, toys, and other learning materials	11	11
Other (VOL)	1	1
Not sure	2	2

12. How important do you think it is for pre-kindergarten teachers to have a four-year college degree, just like kindergarten teachers do—very important, fairly important, just somewhat important, or not very important?

	All Voters	Swing Voters
Very important	46	45
Fairly important.....	21	24
Just somewhat important.....	20	19
Not very important	11	10
Not sure	2	2

13. I'm going to read you two statements about the training of pre-kindergarten teachers. Please tell me which comes closer to your point of view.

Statement A: It is very important for pre-kindergarten teachers to have four-year college degrees. Children's most important brain development occurs before age five, and highly educated teachers are best equipped to encourage this and make sure that children are developing basic learning and socialization skills in the best possible way.

Statement B: It is not that important for pre-kindergarten teachers to have four-year college degrees. As long as teachers are loving, caring people who have experience working with children they are capable of helping children develop basic learning and socialization skills.

	All Voters	Swing Voters
Statement A /important to have four-year college degrees.....	47	48
Statement B /NOT important to have four-year college degrees	50	50
Not sure	3	2

14. Do you think that state and local governments should or should not fund voluntary pre-kindergarten for all families, just as they do now for kindergarten through twelfth grade?

	All Voters	Swing Voters
Yes, should fund pre-kindergarten for all	67	65
No, should not fund pre-kindergarten for all....	26	27
Not sure	7	8

15. Overall, do you think that state and local governments are doing too much, about the right amount, or too little to make sure that all parents have access to affordable pre-kindergarten programs for their young children?

	All Voters	Swing Voters
Doing too much.....	7	4
Doing about the right amount	23	24
Doing too little	56	56
Not sure	14	16

16. I'm going to read you three statements about pre-kindergarten programs. Please tell me which one comes closest to your own point of view.

Statement A: Pre-kindergarten is a parent's responsibility. If parents want their children to attend pre-kindergarten, it is their responsibility to find the right one and pay for it.

Statement B: Like kindergarten and later grades, pre-kindergarten is an important part of a successful education. Pre-kindergarten should be funded by state and local governments and be available on a voluntary basis to all parents who want their children to attend, regardless of family income.

Statement C: State and local governments should provide full funding for children in low-income families to attend pre-kindergarten, but parents who can afford to should pay all or some of the cost of sending their children to pre-kindergarten.

	All Voters	Swing Voters
Statement A /pre-k is parents' responsibility.....	23	22
Statement B /pre-k should be provided by government and available to all.....	44	45
Statement C /pre-k should be provided by government for low-income families only.....	31	30
Not sure.....	2	3

17. Earlier, I asked you questions about both the availability and quality of pre-k programs in your area. If state and local governments were going to increase funding for pre-k, do you think the additional funds should be used to—make pre-k programs available to more children, OR to increase the quality of existing pre-k programs? **(IF "BOTH," ASK:)** Well, if you had to choose just one or the other, do you lean more toward making pre-k available to more children or do you lean more toward improving quality? *

	All Voters	Swing Voters
* Asked of one-half the respondents (FORM A).		
Making pre-k available to more children.....	49	50
Both--lean toward making pre-k available to more children....	11	12
Both--lean toward improving quality.....	5	8
Improving the quality of existing programs.....	24	23
Not sure.....	11	7

Until now we have been talking mostly about state and local government and pre-k.

18. Overall, do you think that the FEDERAL government is doing too much, about the right amount, or too little to make sure that all parents have access to affordable pre-kindergarten programs for their young children?

	All Voters	Swing Voters
Federal government doing too much.....	9	9
Federal government doing about the right amount.....	18	20
Federal government doing too little.....	56	55
Not sure.....	17	16

19a. There currently is a proposal to have the federal government provide additional funding to what state and local governments already put into pre-kindergarten programs, to increase the quality and availability of these programs. The federal government would not run these programs, but to receive federal funding states would have to meet certain standards for their pre-k programs. Would you favor or oppose the federal government adding funding to what state and local governments already put into pre-kindergarten programs? **(IF "FAVOR" OR "OPPOSE," ASK:)** And would you strongly (favor/oppose) this or somewhat (favor/oppose) this?

	All Voters	Swing Voters	
Strongly favor	44	42	Skip to Q.20
Somewhat favor.....	25	27	
Somewhat oppose.....	9	11	CONTINUE
Strongly oppose.....	18	16	
Not sure	4	4	Skip to Q.20

(ASK ONLY OF RESPONDENTS WHO SAY SOMEWHAT OR STRONGLY OPPOSE IN Q.19a.)

19b. What are some of the reasons that you oppose the federal government providing additional funding to states for pre-kindergarten programs?

(PROBE FOR MULTIPLE RESPONSES:) Any other reasons?

	All Voters	Swing Voters
Federal government should not get involved/not their responsibility	21	18
Parents should be with their children/their responsibility	17	15
Let the state, local governments take care of this	11	14
There are other/better things government should spend money on	9	3
Government is too big/too involved in our lives/has too much power	8	6
Too much red tape, regulations with federal government	8	5
Taxes are too high, pay too much already	8	5
Against pre-kindergarten programs, not necessary	7	4
Federal government is broke, has no money	5	4
Money needs to be spent better, too much waste, mismanagement	4	7
Don't know; no response	3	2

20. It is estimated that this would cost an average of forty-five dollars per taxpayer. If this is the cost, do you favor or oppose the federal government providing additional funding to states for pre-kindergarten programs? **(IF "FAVOR" OR "OPPOSE," ASK:)** And would you strongly (favor/oppose) this or somewhat (favor/oppose) this?

	All Voters	Swing Voters
Strongly favor	41	40
Somewhat favor.....	21	22
Somewhat oppose.....	10	11
Strongly oppose.....	23	22
Not sure	5	5

21. If a candidate running for Congress in your district supported increasing funding for pre-kindergarten, would you be more likely to support that candidate, less likely to support that candidate, or would it not make a difference to you either way?

	All Voters	Swing Voters
More likely to support.....	40	41
Less likely to support	15	14
No difference either way	35	33
Depends (VOL).....	8	10
Not sure	2	2

(Q.22 AND Q.23 ARE ROTATED.)

22. I'm going to read you some reasons people have given for why the federal government should NOT provide more funding for pre-kindergarten. Please tell me which one or two of the following cause you the most concern.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL VOTERS.

	All Voters	Swing Voters
Educating children before age six should be a parent's job, not the government's	26	26
The federal government has already caused a lot of problems in K-through-twelve education, it would do the same in pre-k.....	20	20
Education is the responsibility of state and local governments, the federal government should not get involved	19	22
Pre-k is not as important as other spending priorities, such as health care.....	19	20
We should not be adding to the federal deficit by increasing spending on pre-k.....	17	18
Kids need time to be kids, we already start educating children too young	17	17
None (VOL)	11	10
Not sure	7	6

23. Now I'm going to read you some reasons people have given for why the federal government should help states pay for pre-kindergarten. For each one, please tell me whether you think this reason is very convincing, fairly convincing, just somewhat convincing, or not really convincing.

NOTE: When we ask questions in polls using this type of formulation, we generally look for messages where at least 35% of respondents say the message is "very convincing." We consider any message that crosses this threshold to be effective. Given this rule of thumb, it is clear that we tested several highly effective messages in this survey.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL VOTERS WHO SAY VERY CONVINCING.	Convincing Reason				Not Sure
	Very	Fairly	Just Somewhat	Not Really	
Pre-k should not be a special program just for lower-income families or something only the wealthy can afford—it should be an opportunity for ALL children, including children from middle-class families, who often get caught between not being able to afford private pre-k programs and not qualifying for public pre-k programs					
ALL VOTERS.....	57	15	11	15	2
Swing voters.....	59	13	12	14	2
Federal spending on children has actually DECREASED by twenty-five percent since 1960. It is time for our country to start investing in children again					
ALL VOTERS.....	48	15	15	19	3
Swing voters.....	47	19	15	16	3
There is a narrow window of time in a child's development—before the age of five—when the foundation for school success is built. During this critical period, all children should have the early learning experiences they need					
ALL VOTERS.....	45	18	18	17	2
Swing voters.....	46	20	17	15	2
We have unequal access to pre-k across the country. Some states provide pre-k and some do not. Congress should reduce the inequity and make sure that ALL children have an opportunity to get a quality pre-k education					
ALL VOTERS.....	44	14	18	22	2
Swing voters.....	45	17	18	18	2
Offering pre-k has collective benefits—such as better-prepared students, fewer high school dropouts, and a more educated workforce—benefits that help all of society					
ALL VOTERS.....	41	14	19	22	4
Swing voters.....	42	16	17	21	4
The global economy is becoming more competitive, and America is falling behind. To stay competitive we need workers who are better problem solvers, and more creative thinkers--things children can learn when they are young. Investing in pre-k should be part of our long-term strategy for economic success					
ALL VOTERS.....	40	17	16	24	3
Swing voters.....	38	20	18	22	2

Q.23 Cont'd

	Convincing Reason				Not Sure
	Very	Fairly	Just Somewhat	Not Really	
We all share the responsibility of ensuring that all children are prepared to do their best in school. Pre-k is an important investment and the federal government must make it a greater priority					
ALL VOTERS.....	39	15	18	26	2
Swing voters.....	36	18	19	25	2
Society cannot wait for a stronger economy or a budget surplus to have pre-k. When the economy is weak is when we must invest in programs such as pre-k that put children on a positive path that will save society money in the long run					
ALL VOTERS.....	34	18	19	26	3
Swing voters.....	31	18	22	26	3
The federal government passed No Child Left Behind to require schools to improve and close the achievement gap. Now our government has a responsibility to help schools improve by funding pre-k so that more children enter school ready to learn and do their best					
ALL VOTERS.....	33	14	21	29	3
Swing voters.....	33	17	19	28	3

24. Thinking back on everything we have discussed, let me ask you again—would you favor or oppose the FEDERAL government adding funding to what state and local governments already put into pre-kindergarten programs? (IF "FAVOR" OR "OPPOSE," ASK:) And would you strongly (favor/oppose) this or somewhat (favor/oppose) this?

	All Voters	Swing Voters
Strongly favor	44	42
Somewhat favor.....	22	25
Somewhat oppose.....	9	10
Strongly oppose.....	20	18
Not sure	5	5

25. Studies have shown that children's attendance in pre-k programs has benefits in a number of different areas. Please tell me which one or two of the following are the most important benefits of pre-k. *

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL VOTERS.

	All Voters	Swing Voters
* Asked of one-half the respondents (FORM A).		
Lower dropout rates.....	25	27
A smarter, more motivated workforce.....	24	22
Reduced criminal activity as juveniles and adults.....	23	20
Lower reliance on welfare and other government programs.....	21	21
Children getting higher test scores in elementary school.....	20	18
Fewer children repeating grades	12	13
Greater earnings as adults	7	7
None (VOL)	8	9
Not sure	6	5

26. Some studies have shown that there can be negative consequences when children do not attend a quality pre-k program. Please tell me which one or two of the following things causes you the most concern. **

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL VOTERS.

** Asked of one-half the respondents (FORM B).

	All Voters	Swing Voters
Children are more disruptive in the classroom, which takes the teacher's attention and time away from teaching	26	28
Children are more likely to drop out of school.....	26	22
Children are more likely to later become involved in juvenile crime.....	24	24
There is greater reliance on welfare or other government programs	20	20
Children are more likely to fail and repeat grades	15	17
Children are more likely to be placed in special education	13	15
None (VOL)	13	10
Not sure	7	8

27. Some people have said that if government is going to provide more funding for pre-kindergarten education then there should be more accountability and guarantees that money is being spent wisely. Which one of the following ways do you think is most important for ensuring that there is accountability for the money being spent on pre-k programs?

	All Voters	Swing Voters
Requiring that programs be evaluated regularly to ensure that they meet important criteria for quality, such as teacher training and good teaching materials.....	26	26
Making sure that when children finish the program they have a set of basic social skills, such as following instructions and respecting other children	20	20
Requiring long-term studies be carried out to see if children who attend a program have higher test scores, lower dropout rates, and less grade repetition	19	18
Making sure that when children finish the program they have a set of basic learning skills, such as knowing letters, numbers, and shapes	17	17
Requiring that the curriculum a program uses is based on solid early childhood research	10	11
None (VOL)	4	3
Not sure	4	5

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1. Are you currently employed? **(IF CURRENTLY EMPLOYED:)** What type of work do you do?

(IF NOT CURRENTLY EMPLOYED:) Are you a student, a homemaker, retired, or unemployed and looking for work?

	All Voters	Swing Voters
<u>Currently Employed</u>		
Professional/ manager.....	25	21
White-collar worker.....	19	21
Blue-collar worker.....	14	12
Farmer, rancher.....	1	1
<u>Not Currently Employed</u>		
Student.....	3	2
Homemaker.....	7	5
Retired.....	24	30
Unemployed, looking for work.....	4	5
Other.....	-	-
Not sure.....	3	3

F2. What is the last grade that you completed in school?

	All Voters	Swing Voters
Grade school.....	1	-
Some high school.....	4	3
High school graduate.....	22	22
Some college, no degree.....	18	17
Vocational training/2-year college.....	11	11
4-year college/bachelor's degree.....	24	24
Some postgraduate work, no degree.....	2	3
2 or 3 years' postgraduate work/master's degree.....	12	13
Doctoral/law degree.....	4	3
Not sure/refused.....	2	4

F3. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties? Would you say you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

	All Voters	Swing Voters
Mostly Democratic.....	34	17
Leaning Democratic.....	8	12
Completely independent.....	21	36
Leaning Republican.....	10	15
Mostly Republican.....	22	13
Not sure.....	5	7

F4. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative?

	All Voters	Swing Voters
Liberal.....	22	15
Moderate.....	35	42
Conservative.....	36	34
Not sure.....	7	9

F5. Are you currently single and never married, married, separated, widowed, or divorced?

	All Voters	Swing Voters
Single.....	17	15
Married	62	59
Separated	2	2
Widowed.....	8	10
Divorced	8	9
Other (VOL)	-	-
Not sure/refused	3	5

F6. Are you the parent or primary guardian of any children under the age of 18?

	All Voters	Swing Voters	
Yes, kids under 18 in household.....	35	30	CONTINUE
No, no kids under 18 in household	63	65	Skip to Q.F8
Not sure	2	5	

(ASK ONLY OF RESPONDENTS WHO SAY THEY ARE A PARENT OR PRIMARY GUARDIAN IN Q.F6.)

F7. Are any of your children under the age of six?

	All Voters	Swing Voters
Yes	42	36
No.....	58	64
Not sure/refused	-	-

(ASK ONLY OF RESPONDENTS WHO SAY THEY ARE AGE 40 OR OVER IN Q.1b.)

F8. Do you have any grandchildren under age twelve?

	All Voters	Swing Voters
Yes, have grandchildren under 12.....	40	44
No, do not have grandchildren under 12....	57	52
Not sure	3	4

F9. What is your religion?

	All Voters	Swing Voters	
Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians)	49	48	CONTINUE
Catholic	25	28	
Jewish.....	2	1	Skip to Q.F11
Muslim.....	-	-	
Other	10	9	
None	9	7	CONTINUE
Not sure/refused.....	5	7	

(ASK ONLY OF PROTESTANTS IN Q.F9.)

F10. Would you describe yourself as either a fundamentalist or an evangelical Christian, or would you not describe yourself that way?

	All Voters	Swing Voters
Fundamentalist/evangelical	21	20
Neither fundamentalist nor evangelical.....	43	41
Not sure	9	10
Catholic/Jewish/Muslim (Q.F9)	27	29

F11. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than \$10,000, between \$10,000 and \$20,000, between \$20,000 and \$30,000, between \$30,000 and \$40,000, between \$40,000 and \$50,000, between \$50,000 and \$75,000, between \$75,000 and \$100,000, or would the total be more than that?

	All Voters	Swing Voters
Less than \$10,000	3	3
Between \$10,000 and \$20,000	8	7
Between \$20,000 and \$30,000	7	6
Between \$30,000 and \$40,000	8	8
Between \$40,000 and \$50,000	8	8
Between \$50,000 and \$75,000	14	17
Between \$75,000 and \$100,000	14	12
More than \$100,000	18	15
Not sure/refused	20	24

F12. For statistical purposes only, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

	All Voters	Swing Voters
18-24	4	4
25-29	7	5
30-34	13	8
35-39	7	7
40-44	6	7
45-49	13	11
50-54	12	12
55-59	8	10
60-64	9	12
65 -69	7	8
70-74	5	6
75 and over	8	9
Refused	1	1

F13. And again, for statistical purposes only and to ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background? (IF "NO," ASK:) What is your race—white, black, Asian, or something else?

	All Voters	Swing Voters
Hispanic	8	6
White	77	83
Black	10	7
Asian	1	1
Other	4	2
Not sure/refused	-	1