

## MEMORANDUM

**TO: Alabama School Readiness Alliance**  
**FROM: Jay Campbell**  
**DATE: May 21, 2010**  
**RE: Subgroup Data On Support For Pre-K**

As Dave Sackett and I noted in our briefing to you last month, support for pre-k in Alabama—both belief in its importance for children and support for having the state fund it for all families—is strong, broad, and deep. Below are several key questions from the poll that demonstrate this support among a handful of subgroups from the electorate; you can use these numbers as proof points for the fact that Alabamans of all stripes believe in the importance of pre-k.

**Q3a** Which of the following do you think is a greater priority for Alabama right now — holding the line on state taxes and spending, or making sure that there is sufficient funding for needs such as education?

	<u>Holding Line On Taxes/Spending</u> %	<u>Funding For Needs</u> %	<u>(Funding Minus Holding Line) Differential</u> +/-
<i>All voters</i>	28	66	+38
African Americans	7	90	+83
Whites	34	59	+25
Women under age 50	15	77	+62
Men age 50 and older	40	54	+14
Parents	21	72	+51
Non-parents	31	64	+33
Income under \$30K	14	83	+69
Income \$30K-\$50K	26	66	+40
Income \$50K-\$75K	27	71	+44
Income over \$75K	31	63	+32
Urban/suburban residents	24	71	+47
Small town residents	27	69	+42
Rural residents	33	59	+26

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**Q6b** I'm going to describe an education program for young children and ask you a series of questions about the description. In such a program, children attend a center where they would engage in activities designed to promote positive social and mental development in children their age. They learn about letters, colors, shapes, and numbers. They are exposed to music, art, and science. They learn to listen to other children and teachers. They take turns and share. The program includes story time, snack time, nap time, teacher-organized play, and free play times. The program is voluntary, meaning that it is attended by children whose parents want them to attend.

Having heard this description, how important do you think it is for four-year-olds to spend time in this type of program before they enter kindergarten--very important, fairly important, just somewhat important, or not very important?

*\*\*Note that parents and non-parents say in equal numbers that pre-k is very or fairly important for four-year-olds.*

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	<b><u>Very/Fairly Important</u></b> %
All voters	74
African Americans	93
Whites	69
Women under age 50	82
Men age 50 and older	70
Parents	74
Non-parents	74
Income under \$30K	92
Income \$30K-\$50K	67
Income \$50K-\$75K	75
Income over \$75K	73
Urban/suburban residents	73
Small town residents	77
Rural residents	75

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**Q8** Overall, do you think that state government in Alabama is doing more than is necessary, about the right amount, or too little to ensure that these types of high-quality pre-kindergarten programs are available to all four-year-olds whose parents want to send them?

	<b>Right Amount/ More Than Necessary</b> %	<b>Too Little</b> %	<b>(Too Little Minus Right Amount/More) Differential</b> +/-
<i>All voters</i>	27	59	+32
African Americans	11	82	+71
Whites	31	53	+22
Women under age 50	21	68	+47
Men age 50 and older	32	56	+24
Parents	26	66	+40
Non-parents	27	57	+30
Income under \$30K	20	70	+50
Income \$30K-\$50K	23	67	+44
Income \$50K-\$75K	30	60	+30
Income over \$75K	26	59	+33
Urban/suburban residents	24	62	+38
Small town residents	35	55	+20
Rural residents	28	56	+28

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**Q9** Do you think that state government in Alabama should or should not fund this type of voluntary pre-kindergarten for all families, just as it does now for kindergarten through twelfth grade?

	<b>Should Fund %</b>	<b>Should Not Fund %</b>	<b>(Should Minus Should Not) Differential +/-</b>
<i>All voters</i>	69	28	+41
African Americans	95	5	+90
Whites	62	34	+28
Women under age 50	84	17	+67
Men age 50 and older	60	35	+25
Parents	73	26	+47
Non-parents	66	30	+36
Income under \$30K	87	8	+79
Income \$30K-\$50K	69	27	+42
Income \$50K-\$75K	74	25	+49
Income over \$75K	60	38	+22
Urban/suburban residents	69	29	+40
Small town residents	66	31	+35
Rural residents	69	27	+42

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**Q13** Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement.

Even though the economy is in bad shape, Alabama needs to continue to increase its commitment to providing high-quality pre-kindergarten education because it benefits everyone in the state when our children receive the best possible education.

	<b>Total Agree</b> <b>%</b>	<b>Total Disagree</b> <b>%</b>	<b>(Agree Minus Disagree)</b> <b>Differential</b> <b>+/-</b>
<i>All voters</i>	74	24	+50
African Americans	93	6	+87
Whites	68	30	+38
Women under age 50	81	18	+63
Men age 50 and older	64	34	+30
Parents	76	24	+52
Non-parents	72	25	+47
Income under \$30K	86	12	+74
Income \$30K-\$50K	78	21	+57
Income \$50K-\$75K	79	18	+61
Income over \$75K	65	33	+32
Urban/suburban residents	74	23	+51
Small town residents	75	25	+50
Rural residents	71	26	+45