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Interviews: 895 registered Latino  
voters in California  
Dates: July 19-25, 2010

**FINAL**

Study #9890b  
Preschool California Latino Survey  
July 2010

44 Male 56 Female <b>[109]</b>
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***Please note: all results are shown as percentages unless otherwise stated.***

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1a. How long have you been a full-time resident of California?

Less than 1 year .....	-	<b>[139]</b>
1 to 4 years .....	2	
5 to 9 years .....	3	
10 to 19 years .....	11	
20 years or more .....	84	
Not sure .....	-	

1b. Many people do not register to vote for a variety of reasons. How about you, are you currently registered to vote in California?

Yes, registered .....	100	<b>CONTINUE</b>	<b>[140]</b>
No, not registered .....	-	<b>TERMINATE</b>	
Not sure/refused .....	-		

**(NOT ASKED)**

2a. What language is this interview being conducted in?

English .....	81	<b>[142]</b>
Spanish .....	19	

**(ASK ONLY OF RESPONDENTS TAKING SURVEY IN ENGLISH.)**

2b. Are you from a Latino, Hispanic, or Spanish-speaking background?

Yes, Latino/Hispanic .....	100	<b>CONTINUE</b>	<b>[143]</b>
No, not Latino/Hispanic .....	-	<b>TERMINATE</b>	
Not sure/refused .....	-		

3. Generally speaking, do you think things in California are moving in the right direction or are they pretty seriously off on the wrong track?

Right direction.....	23	<b>[146]</b>
Wrong track.....	67	
Not sure .....	10	

4. Thinking about this year's elections for governor and state legislature in California, I'm going to describe a few types of candidates for public office, and please tell me whether each one appeals to you a great deal, quite a bit, just some, or very little.

*THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY APPEALS A GREAT DEAL*

	<b>Appeals</b>				Not Sure	
	A Great Deal	Quite A Bit	Just Some	Very Little		
Someone who believes that education is the pathway to opportunity....	75	17	4	3	1	<b>[150]</b>
Someone who will make sure children have the opportunity to get a great education.....	75	16	4	4	1	<b>[147]</b>
Someone who will do what is best for California's families .....	66	16	10	7	1	<b>[148]</b>
Someone who understands and looks out for the needs of California's Latino community.....	56	18	15	10	1	<b>[153]</b>
Someone who will hold down taxes for average Californians .....	54	19	16	9	2	<b>[149]</b>
Someone who wants to invest in infrastructure for California's future....	51	22	13	11	3	<b>[151]</b>
Someone who is a fiscal conservative and will make the cuts needed to balance the state budget.....	43	18	18	18	3	<b>[152]</b>

5. Thinking specifically about the issues affecting children age five and under, including infants and toddlers, what are some of the most important issues and concerns affecting young children in California? **[154-160]**

Education, schools, children need a good education	36%
Health care, no health insurance, access to good/affordable health care	23
Nutrition, obesity, healthy diet	12
Better parents/parental skills/educate parents/should get involved	8
Pre-school, better, more facilities, more affordable	8
Affordable day care, more child care facilities	7
Don't know; no response	10%

6. Would you say that California is doing an excellent job, good job, fair job, or a poor job when it comes to **(READ ITEM)?**

*THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY EXCELLENT OR GOOD JOB*

	Excellent Job	Good Job	Fair Job	Poor Job	Not Sure	
Providing Latino children with the same educational opportunities as other children .....	10	22	29	36	3	<b>[164]</b>
Giving children the opportunity to get a good education.....	9	23	33	33	2	<b>[161]</b>
Providing children with an education that will allow them to compete and succeed in today's economy.....	9	21	33	35	2	<b>[163]</b>
Ensuring that students are grounded in the basics of math, reading, and writing .....	7	22	30	39	2	<b>[162]</b>

**For the remainder of this interview I would like to focus on organized learning programs outside the home for young children that help children develop social skills and introduce them to early reading and math.**

**(ASKED ONLY OF RESPONDENTS TAKING THE SURVEY IN SPANISH.)**

7. What term do you use most often for the type of program I just described—pre-escolar or pre-kinder?

Pre-escolar.....	57	<b>[165]</b>
Pre-kinder.....	37	
Neither/other (VOL).....	2	
Not sure.....	4	

8. How important do you think it is for young children to spend time in this type of preschool program before they enter kindergarten--extremely important, very important, fairly important, just somewhat important, or not very important?

Extremely important.....	49	<b>[166]</b>
Very important.....	34	
Fairly important.....	7	
Just somewhat important.....	5	
Not very important.....	4	
Not sure.....	1	

9. When it comes to doing well in school, do you think that children who attend preschool have an advantage over children who have not attended preschool? **(IF "YES," ASK:)** Do you think they have a large advantage or a small advantage?

Yes, large advantage.....	72	<b>[167-168]</b>
Yes, small advantage.....	13	
Yes, not sure.....	1	
No advantage.....	12	
Not sure.....	2	

10. I'm going to mention benefits that some people say children might receive from preschool. Please tell me which one or two of these benefits you think are most important for young children to get from these programs. **(IF MORE THAN TWO, ASK:)** Well, which one or two would you say are the most important?

*THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE*

Learning to listen, behave, and follow instructions.....	37	<b>[169]</b>
Building early literacy skills through singing, rhyming, storytelling.....	36	>
Learning to make friends, share and cooperate with other children.....	32	
Gaining self-confidence.....	30	
Developing a love of learning.....	26	
Other/none (VOL).....	1	
Not sure.....	1	

11. Overall, do you think that the state of California is doing too much, the right amount, or too little to make sure that high-quality preschool is available and affordable to all young children whose parents want to send them?<sup>1</sup>

Too much.....	5	<b>[170]</b>
The right amount.....	23	
Too little .....	65	
Not sure .....	7	

<sup>1</sup> Asked among 392 respondents.

12. In your local community, how many families do you think have access to high-quality preschool programs that they can afford--would you say that almost all families have access, most families have access, about half of the families have access, fewer than half of families, or very few families in your community have access to good preschool programs that they can afford?

Almost all families have access.....	9	<b>[171]</b>
Most families have access .....	14	
About half of families have access .....	22	
Fewer than half of families have access....	20	
Very few families have access .....	30	
Not sure.....	5	

13. Next I'm going to mention reasons that some children might NOT attend preschool. For each one, please say whether you think it is a major reason, minor reason, or not a reason why some preschool-aged kids in your community do NOT attend preschool.

*THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY MAJOR REASON*

	<u>Major Reason</u>	<u>Minor Reason</u>	<u>Not A Reason</u>	<u>Not Sure</u>	
There are not enough preschool programs that parents can afford.....	58	21	17	4	<b>[172]</b>
Some preschool programs only last three hours, which does not give parents enough time to work while their kids are in school.....	52	25	20	3	<b>[178]</b>
Parents are not aware of the preschool programs that are available in your community .....	40	32	24	4	<b>[177]</b>
There are no preschool programs located in your local community.....	28	29	36	7	<b>[174]</b>
Preschool teachers and staff do not speak Spanish.....	26	33	36	5	<b>[176]</b>
The preschool programs that are available in your local community are poor quality or unsafe .....	25	28	39	8	<b>[175]</b>
It is better for kids to stay home with their parents or relatives until kindergarten.....	21	26	50	3	<b>[173]</b>

14. Considering the different issues and priorities facing California, do you favor or oppose the state government ensuring that students from low-income families have access to voluntary, high-quality preschool? (IF "YES" OR "NO", ASK:) And do you feel strongly about that, or not?

<b>Favor</b>	<b>84</b>	
Feel strongly.....	71	<b>[179-180]</b>
Do NOT feel strongly.....	13	
<b>Oppose</b>	<b>13</b>	
Do NOT feel strongly.....	4	
Feel strongly.....	9	
Not sure.....	3	

15. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement. Even though California's economy and budget are in bad shape, California needs to continue to support access to high-quality preschool programs to prepare children for success in kindergarten and beyond.

Strongly agree.....	75	<b>[208]</b>
Somewhat agree.....	16	
Somewhat disagree.....	3	
Strongly disagree.....	6	
Not sure.....	-	

**Next let me ask you about some different positions on education that a candidate for governor or state legislature might take, and then get your reaction.**

**(ALTERNATE ORDER OF Q.16 AND Q.17 EVERY OTHER INTERVIEW)**

16a. Suppose a candidate running for governor or state legislature wanted to INCREASE funding to make quality preschool and early learning more affordable and accessible in California. 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? **(IF MORE/LESS LIKELY TO SUPPORT, ASK:)** Would you be much (more/less) likely to support that candidate, or just somewhat (more/less) likely to support them?

Much more likely to support.....	50	<b>[209]</b>
Somewhat more likely to support.....	19	
Somewhat less likely to support.....	5	
Much less likely to support.....	8	
No difference either way.....	17	
Not sure.....	1	

16b. Again, suppose a candidate for public office wants to INCREASE funding to make quality preschool and early learning more affordable and accessible in California. I'm going to read you a few phrases, and please tell me whether you think each phrase describes a candidate who wants to increase preschool funding very well, fairly well, just somewhat well, or not well at all.

*THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY DESCRIBES VERY WELL*

	<b>Describes</b>					
	<u>Very Well</u>	<u>Fairly Well</u>	<u>Just Somewhat Well</u>	<u>Not Well At All</u>	<u>Not Sure</u>	
Will lead California to a better future.....	56	22	12	9	1	<b>[213]</b>
Focused on the right priorities.....	53	21	14	10	2	<b>[210]</b>
Shares my values.....	48	21	18	12	1	<b>[212]</b>
Looking out for me and my family.....	48	21	16	13	2	<b>[211]</b>
Understands the Latino community.....	45	20	20	13	2	<b>[214]</b>

17a. Suppose a candidate running for governor or state legislature wanted to DECREASE funding for preschool and early learning in order to balance the state budget. 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? **(IF MORE/LESS LIKELY TO SUPPORT, ASK:)** Would you be much (more/less) likely to support that candidate, or just somewhat (more/less) likely to support them?

Much more likely to support .....	14	<b>[215]</b>
Somewhat more likely to support .....	7	
Somewhat less likely to support .....	17	
Much less likely to support .....	44	
No difference either way .....	16	
Not sure .....	2	

17b. Again, suppose a candidate for public office wants to DECREASE funding to make quality preschool and early learning more affordable and accessible in California. I'm going to read you a few phrases, and please tell me whether you think each phrase describes a candidate who wants to decrease preschool funding very well, fairly well, just somewhat well, or not well at all.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY DESCRIBES VERY WELL

	Describes				Not Sure	
	Very Well	Fairly Well	Just Somewhat Well	Not Well At All		
Will lead California to a better future .....	41	16	16	26	1	<b>[219]</b>
Focused on the right priorities .....	38	19	18	23	2	<b>[216]</b>
Looking out for me and my family .....	35	19	16	28	2	<b>[217]</b>
Shares my values .....	34	17	19	28	2	<b>[218]</b>
Understands the Latino community .....	33	17	19	29	2	<b>[220]</b>

18a. Overall, do candidates for public office in California talk about issues facing the Latino community too much, too little, or the right amount?

Too much .....	11	<b>[221]</b>
Too little .....	60	
Right amount .....	26	
Not sure .....	3	

18b. I'm going to mention a few things that a candidate for public office in California might say about improving education. For each one, please tell me whether that sounds like **(a)** a candidate who is truly in-step with your priorities, or **(b)** a candidate who is not speaking to your priorities.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY (A) TRULY IN-STEP WITH YOUR PRIORITIES

	(A)	(B)	Not Sure	
	Truly In-Step With Your Priorities	Not Speaking To Your Priorities		
We need to make higher education more affordable .....	91	8	1	<b>[226]</b>
We need to ensure that students from all backgrounds can get a world-class education .....	90	9	1	<b>[222]</b>
We need to make preschool accessible and affordable for more families.....	86	13	1	<b>[225]</b>
We need to use more technology and computers in the classroom.....	82	16	2	<b>[227]</b>
We need to improve California's schools without raising taxes or making the budget deficit worse .....	79	19	2	<b>[223]</b>

Q.18b (cont'd)

	(A) Truly In-Step With Your Priorities	(B) Not Speaking To Your Priorities	Not Sure	
The best thing we can do to improve schools is to reduce class sizes.....	73	24	3	[228]
We need to reduce the amount of education funding that is wasted on administration and bureaucracy .....	67	31	2	[224]

19. Next I'm going to read you some reasons that people have given for why it is important for California to increase funding to make quality preschool more accessible and affordable. For each one, please tell me whether you find this to be a very convincing argument, a fairly convincing argument, just somewhat of a convincing argument, or not that convincing an argument.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY CONVINCING ARGUMENT

	Convincing Argument				Not Sure	
	Very	Fairly	Just Some- what	Not That		
Before age five, 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.....	76	13	6	5	-	[239]
Preschool helps kids develop social skills, cooperation, problem-solving, and a love of learning .....	73	13	9	5	-	[235]
Preschool helps Latino students and others learning English as a second language improve their English and do better in school .....	67	16	10	6	1	[232]
Attending preschool leads to better student performance, including better reading and math scores in Kindergarten and beyond .....	66	16	10	7	1	[234]
Preschool can make the state's whole education system work better, all the way up to higher education .....	60	18	12	10	-	[238]
By giving kids a good start to their education experience, preschool helps reduce the school dropout rate.....	60	17	11	11	1	[233]
Latino children are the future of California, and the Latino community should support preschool to help turn them into the state's leaders of tomorrow.....	59	16	14	10	1	[240]
Preschool improves elementary school for all children because every kid starts on equal footing. ....	58	18	12	11	1	[230]
Expanding access to preschool in California would create a better-educated workforce, which would attract businesses, create jobs, and make California more competitive in the global economy .....	58	18	12	11	1	[236]
Investing in preschool saves us money later on crime prevention and welfare .....	54	17	13	15	1	[231]
Investing in preschool leads to fewer students having to repeat a grade or be placed in special education .....	52	20	13	13	2	[229]
Preschool can help close the achievement gap between rich and poor students....	47	18	15	19	1	[237]

20. Considering the different issues and priorities facing California, do you favor or oppose the state government ensuring that students from low-income families have access to voluntary, high-quality preschool? (IF "YES" OR "NO", ASK:) And do you feel strongly about that, or not?

<b>Favor</b>	<b>87</b>	<b>[241-242]</b>
Feel strongly.....	76	
Do NOT feel strongly.....	11	
<b>Oppose</b>	<b>11</b>	
Do NOT feel strongly.....	4	
Feel strongly.....	7	
Not sure.....	2	

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

F1. How old are you? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

18-24.....	17	<b>[144-145]</b>
25-29.....	7	
30-34.....	9	
35-39.....	10	
40-44.....	10	
45-49.....	9	
50-54.....	9	
55-59.....	9	
60-64.....	7	
65-69.....	4	
70-74.....	3	
75 and over.....	5	
Refused.....	1	

F2a/b. Are you currently employed? (IF "NO," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work? (IF "CURRENTLY EMPLOYED." ASK:) What type of work do you do?

<b>Currently Employed</b>	<b>56</b>	<b>[243-250]</b>
Professional/manager.....	19	
White-collar worker.....	19	
Blue-collar worker.....	18	
<b>Not Currently Employed</b>	<b>41</b>	
Student.....	8	
Homemaker.....	8	
Retired.....	12	
Unemployed, looking for work.....	11	
Volunteer (VOL).....	-	
Disabled (VOL).....	2	
Not sure/refused.....	3	

F3. What is the last grade that you completed in school?

Grade school.....	8	<b>[251-252]</b>
Some high school.....	8	
High school graduate .....	23	
Some college, no degree .....	23	
Vocational training/2-year college .....	8	
4-year college/bachelor's degree.....	16	
Some postgraduate work, no degree .....	1	
2 or 3 years' postgraduate work/master's degree.....	9	
Doctoral/law degree .....	1	
Not sure/refused.....	3	

F4. 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 that you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

Mostly Democratic .....	46	<b>[253]</b>
Leaning Democratic .....	15	
Completely independent .....	17	
Leaning Republican .....	6	
Mostly Republican.....	10	
Not sure .....	6	

F5. Are you currently single and never married, single and living with a partner, married, separated, widowed, or divorced?

Single.....	28	<b>[254]</b>
Single, living with a partner .....	6	
Married.....	52	
Separated .....	2	
Widowed .....	4	
Divorced.....	5	
Other (VOL) .....	-	
Not sure/refused .....	3	

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

Yes.....	40	<b>[255]</b>
No .....	57	
Not sure/refused .....	3	

F7. Have you ever had a child under age five enrolled in a preschool program? (IF "YES," ASK:) Do you currently have a child under age five in a preschool program or was it in the past?

Yes, child is currently enrolled in a preschool program .....	5	<b>[256-257]</b>
Yes, child was enrolled in a preschool program in the past, but not currently .....	40	
Yes, child enrolled in a preschool program in both currently and in the past (VOL) ....	3	
Yes, not sure .....	1	
No, never had a child under age 5 in a preschool program.....	47	
Not sure/refused .....	4	

F8a. Which ONE of the following sources do you rely on the most to get news and information about what is happening in California and your local area?

TV news .....	51	<b>[258]</b>
Newspaper.....	12	>
Radio .....	7	
Internet .....	26	
None/other (VOL).....	1	
Not sure/refused .....	3	

F8b. Do you follow the news mostly in Spanish, mostly in English, or an even mix of both?

Mostly in Spanish.....	12	<b>[259]</b>
Mostly in English.....	46	
Even mix of both .....	38	
Not sure/refused .....	4	

F9a. Were you born in the United States?

Yes, born in the United States.....	61	<b>Skip to Q.F9c</b>	<b>[260]</b>
No, not born in the United States .....	36	<b>CONTINUE</b>	
Not sure/refused.....	3	<b>Skip to Q.F9c</b>	

**(ASK ONLY OF RESPONDENTS BORN OUTSIDE THE UNITED STATES IN Q.F9a)**

F9b. In what country were you born? **[261-267]**

Mexico	73%
El Salvador	10
Other Central American countries, Costa Rica, Panama, Honduras	3
Guatemala	2
Caribbean, Cuba	2
South America, Brazil, Bolivia	2
Colombia	2
Nicaragua	1
Philippines	1
Argentina	1
Spain	1
Others in Europe	1
----- Refused	1%

**(ASK ONLY OF RESPONDENTS BORN IN THE UNITED STATES IN Q.F9a)**

F9c. Were both of your parents born in the United States, both of them born abroad, or was one born in the U.S. and one born abroad?

Both parents born in the United States.....	35	<b>[268]</b>
Both parents born abroad.....	41	
One parent born in the U.S. and one abroad.....	18	
Not sure/refused .....	6	