



MARKET  
& OPINION  
RESEARCH  
SERVICES

720 Third Ave.  
Suite 1110  
Seattle, WA 98104  
(206) 652-2454

436 14th Street  
Suite 820  
Oakland, CA 94612  
(510) 844-0680

4041 North High Street  
Suite 300M  
Columbus, OH 43214  
(614) 268-1660

610 SW Alder Street  
Suite 521  
Portland, OR 97205  
(503) 444-6000

[EMCresearch.com](http://EMCresearch.com)

**2014 Bay Area Council Survey  
Report of Selected Results:  
Early Childhood Education**

**Online Panel survey of 1,018 Bay Area Residents  
April 8-15, 2014  
EMC Research, Inc.**

How do you feel things are going in each of the areas below?

<b>SCALE:</b>	<b>Headed in the right direction</b>	<b>On the wrong track</b>	<b>Don't know</b>
California	51	31	18
The Bay Area	57	27	16
Your community	58	24	18

How do you think the Bay Area economy **is doing today compared to 6 months ago?**

Much better	9
Somewhat better	44
The same	35
Somewhat worse	7
Much worse	1
Don't know	3

How do you think the Bay Area economy **will be doing 6 months from now?**

Much better	8
Somewhat better	42
The same	35
Somewhat worse	8
Much worse	1
Don't know	5

What do you think are the 3 best things about living in the Bay Area?

	<b><u>Mentioned as One of Top 3</u></b>	<b><u>Best Thing</u></b>
Weather	65	25
Diversity	46	23
Economic Strength/Jobs	29	11
Family	18	9
Arts/Culture	20	9
Outdoor recreation	32	6
Food	32	6
Pro sports teams	14	3
People	14	2
History	8	1
Public transportation	9	1
Schools	7	1
Political climate	6	1
Other	1	1

What are the 3 most serious problems facing the Bay Area today?

	<b><u>Mentioned as One of Top 3</u></b>	<b><u>Most Important Problem</u></b>
Cost of living	60	21
Housing Cost	45	19
Crime/Safety	29	11
Homelessness	22	8
Traffic	29	7
Economy/Jobs	14	5
Housing Availability	18	5
Education	12	4
Taxes	15	4
Government/Leaders	9	4
Government/Budgets	13	3
Poverty	8	2
Public Transportation	8	1
Growth/Development	4	1
Health care	6	1
Business climate	3	1
Environment	3	1
Other	1	1

How important should each of the following goals be for Bay Area government leaders?

	Not at all important			Extremely important			Don't know	Mean	
SCALE:	1	2	3	4	5	6	7		
Making it easier to start, run, and grow a business in the Bay Area	1	3	6	17	23	23	23	4	<b>5.28</b>
Improving the quality of public schools	1	0	2	7	13	23	50	3	<b>6.11</b>
Creating good-paying local jobs	1	1	3	10	15	24	42	3	<b>5.86</b>
Protecting residents from increased fees and taxes	1	1	5	11	17	22	39	3	<b>5.74</b>
Public safety and crime prevention	-	0	2	6	13	23	53	3	<b>6.22</b>
Improving streets and highways	0	1	3	12	24	28	30	2	<b>5.67</b>
Improving public transportation	1	1	4	13	18	27	34	3	<b>5.69</b>
Improving government efficiency	1	1	2	8	15	24	47	3	<b>6.07</b>
Building more housing	6	6	10	18	20	20	18	3	<b>4.78</b>
Controlling the cost of living	1	1	2	9	15	24	46	2	<b>5.97</b>
Improving access to health care	2	3	5	15	19	22	30	4	<b>5.44</b>
Building housing that lower and middle-income people can afford	3	3	5	12	17	19	38	3	<b>5.53</b>
Protecting clean air and clean water	1	1	4	9	19	24	40	3	<b>5.84</b>

Do you support or oppose increasing state and local funding for early childhood development and prekindergarten programs?

Strongly support	32
Somewhat support	37
Somewhat oppose	13
Strongly oppose	8
Don't know	11

Below are some statements from people who support early childhood education. For each one, please indicate if you agree or disagree.

<b>SCALE:</b>	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
Investing in early childhood education is essential to sustain economic growth and ensure that the next generation of Americans will be prepared to compete in tomorrow's global economy.	31	41	14	5	9
Investing today in early childhood development will save billions of dollars in future spending on remedial education, welfare, and prisons. By some estimates, every dollar spent on preschool saves \$7 in future government outlays.	28	41	14	5	13
Research shows low-income children enter kindergarten far behind their peers. As a society we should invest resources to ensure every child has an equal opportunity for success.	32	43	11	6	8
Preschool and early childhood education is a private matter for families, and the government should stay out of it	13	24	30	24	9
Children have developed 85% of their personality and intellect by the time they turn 5. By providing young kids with quality pre-kindergarten programs, we can help grow their potential when their minds are the most receptive.	31	44	11	4	10
Investing in early childhood education is simply the right thing to do. By funding these programs, we can guarantee that all kids receive the preparation for school that they deserve.	32	41	13	6	8

Now that you've heard more, do you support or oppose increasing state and local funding for early childhood development and prekindergarten programs?

Strongly support	30
Somewhat support	43
Somewhat oppose	13
Strongly oppose	7
Don't know	7

To what extent have you come to rely on your smartphone to help you to accomplish day-to-day tasks?

A great deal	33
Moderately	30
Not much	18
Not at all	6
I don't have a smartphone	13

Does your household have a landline telephone?

Yes	58
No	40
Prefer not to respond	1

How likely do you think your household to have a landline telephone 5 years from now?

Very likely	19
Somewhat likely	25
Somewhat unlikely	17
Very unlikely	38
Prefer not to respond	2

Do you own or rent your home?

Own a home or condo	54
Rent	40
Other	4
Prefer not to respond	2

How would you describe the area where you live?

Urban	38
Suburban	57
Rural	4
Prefer not to respond	2

## About how long have you lived in the Bay Area?

Less than two years	3
2-5 years	7
6-10 years	8
11-20 years	14
More than 20 years	66
Prefer not to respond	1

## Do you have children under the age of 18 living in your home?

Yes	21
No	78
Prefer not to respond	2

## Are you registered to vote as...

A Democrat	49
A Republican	14
Another party	3
No party preference	23
Not registered to vote	11

## Thinking of your political beliefs, where would you place yourself on a scale from liberal to conservative...

SCALE:	Very liberal			Very conservative			Don't know	Mean	
	1	2	3	4	5	6			7
Compared to people in the Bay Area	3	10	20	22	19	11	4	11	<b>4.07</b>
Compared to people in the United States	10	20	22	16	15	4	1	11	<b>3.26</b>

## What is your employment status?

Employed	90
Self-employed	3
Unemployed/looking for work	2
Retired	2
Student	1
Other	1
Prefer not to respond	1

Which modes of transportation do you use at least two to three times per week, for any purpose including commuting to school or work, or running errands? Choose all that apply.

Ride a public bus	12
Ride a train	15
Ride an employee shuttle bus	2
Carpool	12
Drive alone	77
Walk	27
Bike	5

What was your total household income before taxes for 2013?

Less than \$25,000	5
\$25,001-\$50,000	14
\$50,001-\$75,000	17
\$75,001-\$100,000	16
\$100,001-\$125,000	14
\$125,001-\$150,000	8
More than \$150,000	17
Prefer not to respond	10

Do you consider yourself to be:

White or Caucasian	42
Hispanic	23
African American	6
Chinese	13
Vietnamese	1
Filipino or Pacific Islander	3
South Indian, Asian Indian, Pakistani or Afghan	3
Another Asian group	4
Native American	0
Biracial or Multiracial	2
Other	1
Prefer not to respond	1

## What county do you live in?

Alameda	21
Contra Costa	14
Marin	4
Napa	2
San Francisco	13
San Mateo	10
Santa Clara	24
Solano	6
Sonoma	7

## In what year were you born?

18-29	21
30-39	19
40-49	20
50-64	25
65+	14

## Gender

Male	47
Female	53

## What is the last grade you completed in school?

Some grade school	0
Some high school	0
Graduated high school	6
Technical/Vocational	4
Some College/Associate degree	30
Graduated college	34
Graduate/Professional	25
Prefer not to respond	0