

**Topline Data  
Charter School Survey  
Prepared for the Center for Education Reform**

by **the polling company™, inc.**  
Kellyanne Conway, President and CEO

Completed Interviews:

800 Adults Nationwide (Margin of Error:  $\pm 3.5\%$ )  
700 Adults in California (Margin of Error:  $\pm 3.7\%$ )  
500 Adults in Georgia (Margin of Error:  $\pm 4.38\%$ )  
500 Adults in Missouri (Margin of Error:  $\pm 4.38\%$ )

Field Dates: January 5-11, 2005

A. Are you 18 years of age or older?

100% YES

B. Is there someone in the household I could speak with who is 18 or older?

100% YES

**Parental Threshold**

Please think for a moment about the public schools in your area. For each of the following statements, please tell me whether knowing this fact would make you very, somewhat, just a little bit or not at all likely to move your child out of that school after learning this information. If you do not currently have children, please imagine a niece, nephew or child of a friend. (ROTATE)

1. The child is performing poorly academically

US    CA    GA    MO

<b>53%</b>	<b>56%</b>	<b>51%</b>	<b>51%</b>	<b>LIKELY (NET)</b>
26%	30%	27%	23%	VERY LIKELY
27%	26%	24%	28%	SOMEWHAT LIKELY

<b>37%</b>	<b>35%</b>	<b>35%</b>	<b>39%</b>	<b>UNLIKELY (NET)</b>
9%	11%	11%	10%	JUST A LITTLE BIT LIKELY
28%	24%	24%	29%	NOT LIKELY AT ALL

10%	8%	13%	9%	DON'T KNOW/DEPENDS (VOLUNTEERED)
-	*	-	*	REFUSED (VOLUNTEERED)

2. The school is not meeting the standardized test score requirements set by the government

US CA GA MO

**65% 71% 73% 66% LIKELY (NET)**  
 42% 44% 45% 38% VERY LIKELY  
 23% 27% 28% 28% SOMEWHAT LIKELY

**29% 25% 23% 29% UNLIKELY (NET)**  
 10% 6% 8% 11% JUST A LITTLE BIT LIKELY  
 19% 19% 15% 18% NOT LIKELY AT ALL

6% 4% 4% 5% DON'T KNOW/DEPENDS (VOLUNTEERED)  
 - \* - 1% REFUSED (VOLUNTEERED)

3. There is negative media coverage of the school

US CA GA MO

**48% 53% 49% 37% LIKELY (NET)**  
 22% 26% 22% 12% VERY LIKELY  
 26% 27% 27% 25% SOMEWHAT LIKELY

**42% 38% 38% 53% UNLIKELY (NET)**  
 12% 10% 12% 16% JUST A LITTLE BIT LIKELY  
 30% 28% 26% 37% NOT LIKELY AT ALL

10% 9% 13% 9% DON'T KNOW/DEPENDS (VOLUNTEERED)  
 \* - - \* REFUSED (VOLUNTEERED)

4. The child feels unsafe while at school

US CA GA MO

**78% 83% 78% 79% LIKELY (NET)**  
 62% 68% 65% 60% VERY LIKELY  
 16% 15% 13% 19% SOMEWHAT LIKELY

**17% 12% 16% 18% UNLIKELY (NET)**  
 4% 4% 8% 5% JUST A LITTLE BIT LIKELY  
 13% 8% 8% 13% NOT LIKELY AT ALL

5% 4% 6% 3% DON'T KNOW/DEPENDS (VOLUNTEERED)  
 - \* - - REFUSED (VOLUNTEERED)

5. You are not able to communicate regularly with the teachers

US CA GA MO

**70%** **75%** **75%** **65%** **LIKELY (NET)**

45% 46% 45% 38% VERY LIKELY

25% 29% 30% 27% SOMEWHAT LIKELY

**24%** **21%** **20%** **31%** **UNLIKELY (NET)**

8% 8% 6% 11% JUST A LITTLE BIT LIKELY

16% 13% 14% 20% NOT LIKELY AT ALL

5% 5% 4% 4% DON'T KNOW/DEPENDS (VOLUNTEERED)

\* \* - - REFUSED (VOLUNTEERED)

6. The school building and facilities are not well-maintained or in need of repair

US CA GA MO

**68%** **71%** **66%** **65%** **LIKELY (NET)**

37% 42% 36% 30% VERY LIKELY

31% 29% 30% 35% SOMEWHAT LIKELY

**27%** **26%** **28%** **31%** **UNLIKELY (NET)**

10% 11% 12% 10% JUST A LITTLE BIT LIKELY

17% 15% 16% 21% NOT LIKELY AT ALL

5% 4% 6% 5% DON'T KNOW/DEPENDS (VOLUNTEERED)

\* \* - - REFUSED (VOLUNTEERED)

7. There are not enough after-school activities

US CA GA MO

**43%** **41%** **36%** **32%** **LIKELY (NET)**

17% 17% 14% 8% VERY LIKELY

26% 24% 22% 24% SOMEWHAT LIKELY

**51%** **56%** **59%** **64%** **UNLIKELY (NET)**

12% 15% 12% 14% JUST A LITTLE BIT LIKELY

39% 41% 47% 50% NOT LIKELY AT ALL

6% 3% 4% 4% DON'T KNOW/DEPENDS (VOLUNTEERED)

- \* - - REFUSED (VOLUNTEERED)

8. Other parents are moving their children to different schools

US CA GA MO

**39% 40% 34% 32% LIKELY (NET)**

13% 16% 10% 9% VERY LIKELY

26% 24% 24% 23% SOMEWHAT LIKELY

**53% 52% 54% 61% UNLIKELY (NET)**

11% 13% 15% 12% JUST A LITTLE BIT LIKELY

42% 39% 39% 49% NOT LIKELY AT ALL

8% 9% 12% 7% DON'T KNOW/DEPENDS (VOLUNTEERED)

- \* - - REFUSED (VOLUNTEERED)

9. The child expresses an interest in changing schools

US CA GA MO

**53% 57% 51% 48% LIKELY (NET)**

22% 24% 19% 16% VERY LIKELY

31% 33% 32% 32% SOMEWHAT LIKELY

**38% 35% 40% 44% UNLIKELY (NET)**

13% 16% 17% 14% JUST A LITTLE BIT LIKELY

25% 19% 23% 30% NOT LIKELY AT ALL

10% 8% 10% 7% DON'T KNOW/DEPENDS (VOLUNTEERED)

- \* - \* REFUSED (VOLUNTEERED)

**Level of Impact of “Buzz” Words**

I am now going to read to you a list of descriptive terms. For each, please tell me if you would feel favorable or unfavorable towards a public school that emphasized it. (And is that STRONGLY or just SOMEWHAT favorable/unfavorable)... [ROTATE 10-18]

10. “Control”

US CA GA MO

<b>76%</b>	<b>74%</b>	<b>77%</b>	<b>74%</b>	<b>FAVORABLE (NET)</b>
45%	41%	43%	43%	STRONGLY FAVORABLE
31%	33%	34%	31%	SOMEWHAT FAVORABLE
<b>15%</b>	<b>13%</b>	<b>14%</b>	<b>16%</b>	<b>UNFAVORABLE (NET)</b>
9%	7%	7%	10%	SOMEWHAT UNFAVORABLE
6%	6%	7%	6%	STRONGLY UNFAVORABLE
9%	12%	8%	10%	DON’T KNOW/DEPENDS (VOLUNTEERED)
*	*	-	*	REFUSED (VOLUNTEERED)

11. “Choice”

US CA GA MO

<b>84%</b>	<b>81%</b>	<b>83%</b>	<b>83%</b>	<b>FAVORABLE (NET)</b>
53%	54%	48%	51%	STRONGLY FAVORABLE
31%	27%	35%	32%	SOMEWHAT FAVORABLE
<b>8%</b>	<b>11%</b>	<b>7%</b>	<b>7%</b>	<b>UNFAVORABLE (NET)</b>
5%	6%	3%	3%	SOMEWHAT UNFAVORABLE
3%	5%	4%	4%	STRONGLY UNFAVORABLE
8%	8%	10%	10%	DON’T KNOW/DEPENDS (VOLUNTEERED)
1%	*	-	*	REFUSED (VOLUNTEERED)

12. “Options”

US CA GA MO

<b>85%</b>	<b>86%</b>	<b>85%</b>	<b>85%</b>	<b>FAVORABLE (NET)</b>
56%	54%	53%	52%	STRONGLY FAVORABLE
29%	32%	32%	33%	SOMEWHAT FAVORABLE
<b>5%</b>	<b>6%</b>	<b>7%</b>	<b>9%</b>	<b>UNFAVORABLE (NET)</b>
4%	4%	4%	5%	SOMEWHAT UNFAVORABLE
1%	2%	3%	4%	STRONGLY UNFAVORABLE
9%	8%	8%	7%	DON’T KNOW/DEPENDS (VOLUNTEERED)
*	*	*	*	REFUSED (VOLUNTEERED)

13. "Freedom"

US   CA   GA   MO

<b>80%</b>	<b>78%</b>	<b>80%</b>	<b>80%</b>	<b>FAVORABLE (NET)</b>
52%	48%	47%	49%	STRONGLY FAVORABLE
28%	30%	33%	31%	SOMEWHAT FAVORABLE
<b>10%</b>	<b>11%</b>	<b>10%</b>	<b>11%</b>	<b>UNFAVORABLE (NET)</b>
7%	5%	6%	6%	SOMEWHAT UNFAVORABLE
3%	6%	4%	5%	STRONGLY UNFAVORABLE
10%	11%	10%	9%	DON'T KNOW/DEPENDS (VOLUNTEERED)
*	*	-	*	REFUSED (VOLUNTEERED)

14. "Autonomy"

US   CA   GA   MO

<b>69%</b>	<b>67%</b>	<b>67%</b>	<b>66%</b>	<b>FAVORABLE (NET)</b>
34%	36%	36%	33%	STRONGLY FAVORABLE
35%	31%	31%	33%	SOMEWHAT FAVORABLE
<b>11%</b>	<b>14%</b>	<b>14%</b>	<b>14%</b>	<b>UNFAVORABLE (NET)</b>
8%	7%	7%	8%	SOMEWHAT UNFAVORABLE
3%	7%	7%	6%	STRONGLY UNFAVORABLE
20%	17%	19%	19%	DON'T KNOW/DEPENDS (VOLUNTEERED)
1%	1%	-	1%	REFUSED (VOLUNTEERED)

15. "Regulation"

US   CA   GA   MO

<b>83%</b>	<b>78%</b>	<b>78%</b>	<b>78%</b>	<b>FAVORABLE (NET)</b>
52%	48%	50%	46%	STRONGLY FAVORABLE
31%	30%	28%	32%	SOMEWHAT FAVORABLE
<b>9%</b>	<b>11%</b>	<b>13%</b>	<b>11%</b>	<b>UNFAVORABLE (NET)</b>
5%	7%	8%	7%	SOMEWHAT UNFAVORABLE
4%	4%	5%	4%	STRONGLY UNFAVORABLE
8%	10%	10%	11%	DON'T KNOW/DEPENDS (VOLUNTEERED)
*	1%	*	*	REFUSED (VOLUNTEERED)

16. "Standards"

US   CA   GA   MO

<b>90%</b>	<b>89%</b>	<b>91%</b>	<b>89%</b>	<b>FAVORABLE (NET)</b>
68%	66%	67%	66%	STRONGLY FAVORABLE
22%	23%	24%	23%	SOMEWHAT FAVORABLE
<b>5%</b>	<b>6%</b>	<b>5%</b>	<b>5%</b>	<b>UNFAVORABLE (NET)</b>
4%	3%	3%	3%	SOMEWHAT UNFAVORABLE
1%	3%	2%	2%	STRONGLY UNFAVORABLE
4%	5%	5%	5%	DON'T KNOW/DEPENDS (VOLUNTEERED)
*	*	-	*	REFUSED (VOLUNTEERED)

17. "Innovation"

US   CA   GA   MO

<b>86%</b>	<b>87%</b>	<b>85%</b>	<b>86%</b>	<b>FAVORABLE (NET)</b>
59%	61%	59%	58%	STRONGLY FAVORABLE
27%	26%	26%	28%	SOMEWHAT FAVORABLE
<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>5%</b>	<b>UNFAVORABLE (NET)</b>
4%	3%	5%	3%	SOMEWHAT UNFAVORABLE
2%	3%	2%	2%	STRONGLY UNFAVORABLE
8%	8%	7%	9%	DON'T KNOW/DEPENDS (VOLUNTEERED)
*	*	-	*	REFUSED (VOLUNTEERED)

18. "Accountability"

US   CA   GA   MO

<b>92%</b>	<b>91%</b>	<b>92%</b>	<b>92%</b>	<b>FAVORABLE (NET)</b>
74%	70%	76%	75%	STRONGLY FAVORABLE
18%	21%	16%	17%	SOMEWHAT FAVORABLE
<b>3%</b>	<b>4%</b>	<b>5%</b>	<b>5%</b>	<b>UNFAVORABLE (NET)</b>
1%	2%	2%	2%	SOMEWHAT UNFAVORABLE
2%	2%	3%	3%	STRONGLY UNFAVORABLE
5%	4%	3%	3%	DON'T KNOW/DEPENDS (VOLUNTEERED)
-	*	-	*	REFUSED (VOLUNTEERED)

**Level of Support for Key Components of Education Reform**

19. When you hear the term “charter schools” what is the first thing that you think of?  
How would you define or explain a “charter school?” (RECORD VERBATIM, OPEN ENDED, ANYTHING ELSE?)

**NATIONAL RESPONSES**

**24% TYPE OF SCHOOL (NET)**

13% PRIVATE SCHOOL  
3% SPECIALIZING IN FIELD OR SUBJECT  
2% ALTERNATIVE SCHOOL  
2% PUBLIC SCHOOL  
1% HOME SCHOOL  
1% SOMEWHERE BETWEEN PUBLIC & PRIVATE  
1% RELIGIOUS SCHOOL  
1% MAGNET SCHOOLS  
\* DIFFERENT TYPE OF SCHOOL  
\* GOVERNMENT SPONSORED  
\* SPECIALIZED  
\* SCHOOL DISTRICT USES AS EXAMPLE  
\* SMALL SCHOOL  
\* BOARDING SCHOOL  
\* OUTSIDE OF PRIMARY SCHOOL  
\* INNER CITY SCHOOL  
\* NEW SCHOOLS  
\* ACADEMIC SCHOOLS

**16% POSITIVE (NET)**

2% BETTER THAN PUBLIC SCHOOLS  
2% ACADEMICALLY BETTER THAN PUBLIC SCHOOLS  
2% FREEDOM OF CHOICE  
2% INDEPENDENT  
1% HAS BETTER TEACHERS  
1% HAS HIGHER STANDARDS  
1% A GOOD THING  
1% FAVOR THEM  
1% GIFTED  
1% SMALL CLASSES  
1% ONE ON ONE WITH TEACHERS  
1% INNOVATIVE  
\* HIGHER STANDARDS THAT CHILDREN HAVE TO LIVE UP TO  
\* BETTER MORALS & VALUES  
\* GIVES OPPORTUNITY  
\* EXCELLENT  
\* WELL MAINTAINED  
\* GOOD IN PUBLIC SCHOOLS  
\* WELL KNOWN  
\* CERTAIN LEVEL OF QUALITY  
\* AUTONOMOUS

**16% STRUCTURE (NET)**

3% PRIVATELY MAINTAINED  
2% PARENTAL INVOLVEMENT  
1% OPTION OF PLACING CHILDREN IN SCHOOL OUT OF DISTRICT  
1% WHEN IT IS NOT WORKING OUT IN PUBLIC SCHOOL  
1% GROUP WITH SPECIFIC GOAL IN A SCHOOL  
1% ALTERNATIVE TO PUBLIC SCHOOLS  
1% NOT PART OF THE STATE OR DISTRICT  
1% COMMUNITY CONTROLLED  
1% HOW IT IS MANAGED  
1% HAS ITS OWN CURRICULUM  
1% FOR ABOVE AVERAGE CHILDREN  
1% CHILDREN WITH SPECIAL NEEDS  
1% FOR AT RISK/TROUBLED KIDS  
\* FOR CHILDREN WHO ARE FAILING IN PUBLIC SCHOOL  
\* HAS OWN STANDARDS  
\* PART OF PUBLIC SCHOOL SYSTEM  
\* PART OF THE STATE  
\* NOT ACCOUNTABLE TO SCHOOL BOARD  
\* FORM CHARTER FROM STATE  
\* MEET GOVERNMENT STANDARDS  
\* PARENTAL CONTROL  
\* RUN BY THE STATE  
\* MODEL PROGRAMS FOR OTHER SCHOOLS  
\* MORE SUBJECTS/CLASSES  
\* SPECIALIZED EDUCATION FOR COLLEGE PREP  
\* STUDENTS LEARN AT OWN PACE  
\* NEW PROGRAMS  
\* ADDITIONAL ARTS  
\* ADVANCED PROGRAMS  
\* MORE DISCIPLINED ENVIRONMENT  
\* MEETS NEEDS OF CHILDREN IN PROGRAM  
\* PREP FOR PROFESSIONAL LIFE  
\* SCIENCE CLASSES  
\* UNIFORMS

<b>6%</b>	<b><u>MONEY/FUNDING (NET)</u></b>	*	TAKES GOOD STUDENTS FROM PUBLIC SCHOOLS
2%	EXPENSIVE	*	SEGREGATION
1%	PAY TO ATTEND	*	NOT GOOD FOR CHILDREN
1%	PUBLICLY FUNDED PRIVATE SCHOOL	*	RENEGADES
1%	TAKE MONEY FROM PUBLIC SCHOOLS	*	POLITICALLY MOTIVATED
1%	FOR UPPER INCOME PEOPLE		
*	FUNDED BY GRANTS		
*	RUN LIKE A BUSINESS		
<b>2%</b>	<b><u>NEGATIVE (NET)</u></b>		
2%	DON'T LIKE THEM/BAD IDEA		
*	UNREGULATED		
*	CAN'T DO AS GOOD A JOB AS PUBLIC SCHOOL		
*	TOO MANY KIDS, NOT ENOUGH TEACHERS		
*	DEFRAUDING THE POOR		
*	BAD FOR PUBLIC EDUCATION		
*	EXPLOITING CHILDREN FOR GOVERNMENT FUNDS		
*	PERFORM POORLY		
*	LACK OF ACCOUNTABILITY		
<b>1%</b>	<b><u>MISCELLANEOUS (NET)</u></b>		
1%	PEOPLE BEING BUSSED IN CHILDREN WITH LEARNING DISABILITY		
*	TRANSITIONAL		
*	EXPERIMENT		
*	SELECTIVE		
*	ELITE		
*	MORE STRUCTURED		
*	CONSERVATIVE		
*	PREPPY		
*	HAVE CHILDREN/GRANDCHILDREN THERE		
<b>31%</b>	<b>DON'T KNOW/NO ANSWER</b>		

## CALIFORNIA RESPONSES

<b>26%</b>	<b><u>STRUCTURE (NET)</u></b>	1%	LOW-INCOME KIDS
2%	PRIVATELY MAINTAINED	*	OPTION OF PLACING CHILDREN IN SCHOOL OUT OF DISTRICT
2%	PARENTAL INVOLVEMENT	*	NOT ACCOUNTABLE TO SCHOOL BOARD
2%	NOT PART OF STATE OR DISTRICT	*	FORM CHARTER FROM STATE
2%	HAS ITS OWN CURRICULUM	*	SET UP BY BUSINESSES
2%	HAS OWN STANDARDS	*	COMMUNITY CONTROLLED
1%	WHEN IT IS NOT WORKING OUT IN PUBLIC SCHOOL	*	OPTION FOR PARENTS
1%	GROUP WITH SPECIFIC GOAL IN SCHOOL	*	RUN BY STATE
1%	PART OF PUBLIC SCHOOL SYSTEM	*	MODEL PROGRAMS FOR OTHER SCHOOLS
1%	SMALL CLASSES	*	LIMITED STRUCTURE PROGRAM
1%	ONE ON ONE WITH TEACHERS	*	STUDENTS LEARNING AT OWN PACE
1%	ALTERNATIVE TO PUBLIC SCHOOLS	*	ADDITIONAL ARTS
1%	MEET GOVERNMENT STANDARDS	*	MORE DISCIPLINED ENVIRONMENT
1%	PARENTAL CONTROL	*	NOT CRAMMED INTO CLASSROOMS
1%	PARENTS AND TEACHERS WORK TOGETHER	*	DRESS CODE/UNIFORM
1%	NEW PROGRAMS		
1%	ADVANCED PROGRAMS		
1%	BASIC EDUCATION		
1%	FOR AT RISK/TROUBLED KIDS		
1%	FOR ABOVE AVERAGE CHILDREN		
1%	CHILDREN WITH SPECIAL NEEDS/DISABILITY		

**25% TYPE OF SCHOOL (NET)**

10% PRIVATE SCHOOL  
4% SPECIALIZED  
3% ALTERNATIVE SCHOOL  
3% PUBLIC SCHOOLS  
1% HOME SCHOOL  
1% SOMEWHERE BETWEEN PUBLIC & PRIVATE  
1% RELIGIOUS/PAROCHIAL SCHOOLS  
1% MAGNET SCHOOLS  
1% NEW SCHOOLS  
\* VOCATIONAL SCHOOLS  
\* INDIAN RESERVATION SCHOOL  
\* BOARDING SCHOOL  
\* EXPERIMENT

**20% POSITIVE (NET)**

3% A GOOD THING  
3% INDEPENDENT  
2% HAS HIGHER STANDARDS  
2% ACADEMICALLY BETTER THAN PUBLIC SCHOOLS  
2% FREEDOM OF CHOICE  
2% INNOVATIVE  
1% FAVOR THEM  
1% BETTER THAN PUBLIC SCHOOL  
1% AUTONOMOUS  
1% OUTSTANDING/EXCELLENT  
1% SAFE/SECURE  
\* ACHIEVEMENT/  
ACCOMPLISHMENT  
\* HAS BETTER TEACHERS  
\* HIGH TEST SCORES  
\* DOING A GOOD JOB  
\* GOOD IF DONE RIGHT  
\* BEST FOR CHILD  
\* GIVES OPPORTUNITY  
\* ACADEMIC FREEDOM  
\* FOCUSED

**5% MONEY/FUNDING (NET)**

2% PAY TO ATTEND  
1% A LOT OF MONEY  
1% PUBLICLY FUNDED PRIVATE SCHOOL  
1% FOR UPPER INCOME PEOPLE  
\* RUN FOR PROFIT  
\* SUCCESSFUL PEOPLE PAY  
\* TAKE MONEY FROM PUBLIC SCHOOLS  
\* WASTE OF MONEY

**4% NEGATIVE**

1% UNREGULATED  
1% DON'T LIKE THEM/BAD IDEA  
1% NOT SURE OF QUALITY  
1% UNNECESSARY  
\* LOWER CLASS SCHOOLS  
\* HARD TO RUN  
\* LACK OF ACCOUNTABILITY  
\* UNQUALIFIED STAFF  
\* DON'T HAVE TO BE ACCREDITED  
\* DISCRIMINATORY  
\* UPPITY  
\* TOO MUCH FREEDOM  
\* EASY WAY OUT  
\* UNSTABLE/UNSUCCESSFUL  
\* POLITICALLY MOTIVATED  
\* TAKES LONGER TO GET TO SCHOOL  
\* FAR FROM CHILDREN'S HOMES

**4% MISCELLANEOUS**

2% PEOPLE BEING BUSSED IN  
1% PICK UP SLACK FOR PUBLIC SCHOOLS  
1% SELECTIVE  
\* HAVE CHILDREN THERE  
\* NOT FOR EVERYONE  
\* COMPETITIVE  
\* NON-GOVERNMENT SPONSORED  
\* PRESTIGIOUS/ELITE  
\* RACIAL SCHOOL

**28% DON'T KNOW/NO ANSWER**

**GEORGIA RESPONSES**

**31% TYPE OF SCHOOL (NET)**

- 13% PRIVATE SCHOOL
- 6% SPECIALIZED
- 2% ALTERNATIVE SCHOOL
- 2% MAGNET SCHOOL
- 1% DIFFERENT TYPE OF SCHOOL
- 1% SOMEWHERE BETWEEN PUBLIC & PRIVATE
- 1% SPECIALIZING IN FIELD OR SUBJECT
- 1% SMALL SCHOOL
- 1% PUBLIC SCHOOL
- 1% RELIGIOUS SCHOOL
- 1% FINE ARTS SCHOOL
- 1% MONTESSORI SCHOOL
- \* MUSIC SCHOOL
- \* COUNTY SCHOOL
- \* LIKE DAVIDSON FINE ARTS SCHOOL
- \* NEW SCHOOLS
- \* EXPERIMENT/PROVISIONAL

**24% STRUCTURE (NET)**

- 3% HAS ITS OWN CURRICULUM
- 2% PARENTAL INVOLVEMENT
- 2% HAS OWN STANDARDS
- 2% FOR AT RISK/TROUBLED KIDS
- 1% OPTION OF PLACING CHILD IN SCHOOL OUT OF DISTRICT
- 1% PRIVATELY MAINTAINED
- 1% GROUP WITH SPECIFIC GOAL IN SCHOOL
- 1% ALTERNATIVE TO PUBLIC SCHOOLS
- 1% NOT PART OF STATE OR DISTRICT
- 1% NOT ACCOUNTABLE TO SCHOOL BOARD
- 1% COMMUNITY CONTROLLED
- 1% PARENTAL CONTROL
- 1% MORE SUBJECTS/COURSES
- 1% NEW PROGRAMS
- 1% ADVANCED PROGRAMS
- 1% MORE DISCIPLINED/STRICT ENVIRONMENT
- 1% MEETS NEEDS OF CHILDREN IN PROGRAMS
- 1% FOR ABOVE AVERAGE CHILDREN
- 1% BASIC EDUCATION
- \* WHEN IT IS NOT WORKING OUT IN PUBLIC SCHOOL
- \* PART OF PUBLIC SCHOOL SYSTEM
- \* SMALL CLASSES

- \* ONE ON ONE WITH TEACHERS
- \* MEET GOVERNMENT STANDARDS
- \* RUN BY STATE
- \* FRANCHISE
- \* STUDENTS LEARN AT OWN PACE
- \* ADDITIONAL ARTS
- \* SCIENCE CLASSES
- \* CHILDREN WITH SPECIAL NEEDS/LEARNING DISABILITY
- \* MORE STRUCTURED

**18% POSITIVE (NET)**

- 3% HAS HIGHER STANDARDS
- 3% BETTER THAN PUBLIC SCHOOL
- 3% INNOVATIVE
- 2% GIFTED
- 2% FREEDOM OF CHOICE
- 1% INDEPENDENT
- 1% EXCELLENT
- 1% WELL MAINTAINED
- 1% A GOOD THING
- 1% FAVOR THEM
- \* HAS BETTER TEACHERS
- \* FRESH APPROACH TO EDUCATION
- \* GIVES OPPORTUNITY
- \* FOCUSED
- \* DOING A GOOD JOB

**4% MONEY/FUNDING (NET)**

- 1% EXPENSIVE
- 1% PAY TO ATTEND
- 1% PUBLICLY FUNDED PRIVATE SCHOOL
- 1% WELL FUNDED
- \* FOR UPPER INCOME PEOPLE
- \* TAKE MONEY FROM PUBLIC SCHOOLS
- \* FOR RICH KIDS

**4% MISCELLANEOUS**

- 1% DON'T LIKE THEM/BAD IDEA
- 1% PEOPLE BEING BUSSED IN
- 1% SELECTIVE
- 1% NEW CONCEPT
- \* RACIAL SCHOOL
- \* SCHOOL DISTRICT USES AS AN EXAMPLE
- \* GOOD FOR THOSE IN BAD AREAS

**33% DON'T KNOW/ NO ANSWER**

**MISSOURI RESPONSES**

**23% TYPE OF SCHOOL (NET)**

- 10% PRIVATE SCHOOL
- 6% SPECIALIZED
- 2% ALTERNATIVE SCHOOL
- 1% SOMEWHERE BETWEEN PUBLIC AND PRIVATE
- 1% RELIGIOUS/CATHOLIC SCHOOL
- 1% MAGNET SCHOOL
- 1% INNER CITY SCHOOL
- 1% NEW SCHOOLS
- \* EXPERIMENT
- \* DIFFERENT TYPE OF SCHOOL
- \* SMALL SCHOOL

**14% STRUCTURE (NET)**

- 2% PRIVATELY MAINTAINED
- 2% FOR ABOVE AVERAGE CHILDREN
- 1% OPTION OF PLACING CHILDREN IN SCHOOL OUT OF DISTRICT
- 1% WHEN IT IS NOT WORKING OUT IN PUBLIC SCHOOL
- 1% NOT PART OF STATE OR DISTRICT
- 1% HAS OWN CURRICULUM
- 1% ADVANCED PROGRAMS
- 1% MORE DISCIPLINED ENVIRONMENT
- 1% FOR CHILDREN WHO ARE FAILING IN PUBLIC SCHOOL
- 1% SPECIALIZING IN FIELD OR SUBJECT
- 1% OUT OF DISTRICT
- 1% DRESS CODE/UNIFORM
- \* SMALL CLASSES
- \* PARENTAL INVOLVEMENT
- \* ONE ON ONE WITH TEACHERS
- \* ALTERNATIVE TO PUBLIC SCHOOLS
- \* COMMUNITY CONTROLLED
- \* RUN BY STATE
- \* MORE SUBJECTS/COURSES
- \* EDUCATION FOR COLLEGE PREP
- \* PROVIDE EXTRA HELP
- \* NEW PROGRAMS
- \* ADDITIONAL ARTS
- \* MUSIC CLASSES
- \* HAS OWN STANDARDS
- \* CHILDREN WITH LEARNING DISABILITY
- \* FOR AT RISK/TROUBLED KIDS
- \* BASIC EDUCATION
- \* SET UP BY PARENTS
- \* NEW CONCEPT

**10% POSITIVE (NET)**

- 3% BETTER THAN PUBLIC SCHOOL
- 2% HAS HIGHER STANDARDS
- 2% INDEPENDENT
- 1% FOCUSED
- 1% A GOOD THING
- 1% FREEDOM OF CHOICE
- \* GIFTED
- \* ACCOUNTABILITY
- \* EXCELLENT
- \* CREATIVE
- \* SAFE/SECURE
- \* GIVES OPPORTUNITY
- \* FRESH APPROACH
- \* ACADEMIC FREEDOM
- \* ACADEMICALLY BETTER THAN PUBLIC SCHOOLS
- \* FAVOR THEM

**3% NEGATIVE (NET)**

- 2% DON'T LIKE THEM
- 1% NOT SURE OF QUALITY
- \* UNREGULATED
- \* TOO MANY KIDS, NOT ENOUGH TEACHERS
- \* PERFORM POORLY
- \* NOT WORKING WELL

**3% MONEY/FUNDING (NET)**

- 1% PAY TO ATTEND
- 1% PAID BY TAXPAYERS
- 1% TAKE MONEY FROM PUBLIC SCHOOLS
- \* EXPENSIVE
- \* PUBLICLY FUNDED PRIVATE SCHOOL
- \* FOR UPPER INCOME PEOPLE

**3% MISCELLANEOUS (NET)**

- 2% PEOPLE BEING BUSSED IN
- 1% FAR FROM CHILDREN'S HOMES
- \* HAS SCREENING PROCESS
- \* MODEL PROGRAM FOR OTHER SCHOOLS
- \* PICK UP SLACK FOR PUBLIC SCHOOLS

**38% DON'T KNOW/NO ANSWER**

20. How would you classify charter schools—as (ROTATE) public schools, private schools, religious/parochial schools, or magnet schools?

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
38%	33%	32%	30%	PRIVATE SCHOOL
20%	29%	26%	22%	PUBLIC SCHOOL
16%	15%	21%	24%	MAGNET SCHOOL
5%	4%	3%	6%	RELIGIOUS/PAROCHIAL SCHOOL
3%	2%	2%	2%	OTHER (VOLUNTEERED)
17%	16%	15%	16%	DO NOT KNOW (VOLUNTEERED)
*	1%	-	*	REFUSED (VOLUNTEERED)

21. Do you support or oppose allowing communities to create new public schools - called charter schools - that would be held accountable for student results and would be required to meet the same academic standards/testing requirements as other public schools but not cost taxpayers any additional money?

[PROBE: AND DO YOU STRONGLY OR SOMEWHAT SUPPORT/OPPOSE?]

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
<b>78%</b>	<b>81%</b>	<b>87%</b>	<b>73%</b>	<b><u>SUPPORT (NET)</u></b>
56%	56%	62%	48%	STRONGLY SUPPORT
22%	25%	25%	25%	SOMEWHAT SUPPORT
<b>15%</b>	<b>13%</b>	<b>10%</b>	<b>19%</b>	<b><u>OPPOSE (NET)</u></b>
6%	4%	3%	6%	SOMEWHAT OPPOSE
9%	9%	7%	13%	STRONGLY OPPOSE
6%	6%	3%	7%	DON'T KNOW (VOLUNTEERED)
*	*	-	*	REFUSED (VOLUNTEERED)

22. Recently there have been reports, based on information collected by the federal government, of students' academic performance in conventional public and charter schools. These data show that students in charter schools are sometimes slightly behind students in other public schools academically. Knowing this, with which of the following opinions comes closest to your own? (ROTATE)

Person 1: Reports from the government that some charter school students are performing less well compared to conventional public school students concerns me when thinking about the quality of charter schools.

Person 2: There is other, more reliable information about charter schools besides government-based data that should be considered when thinking about the quality of such schools.

[PROBE: And would that be STRONGLY or SOMEWHAT agree with Person 1/2?]

US    CA    GA    MO

**31%**    **30%**    **28%**    **30%**    **PERSON ONE (NET)**  
 15%    16%    17%    14%    STRONGLY AGREE WITH PERSON ONE  
 16%    14%    11%    16%    SOMEWHAT AGREE WITH PERSON ONE

**55%**    **57%**    **60%**    **57%**    **PERSON TWO (NET)**  
 29%    26%    27%    30%    SOMEWHAT AGREE WITH PERSON TWO  
 26%    31%    33%    27%    STRONGLY AGREE WITH PERSON TWO

4%    4%    4%    4%    NO DIFFERENCE (VOLUNTEERED)  
 10%    8%    8%    8%    DON'T KNOW/DEPENDS (VOLUNTEERED)  
 \*    1%    \*    \*    REFUSED (VOLUNTEERED)

23. Do you (ROTATE) support or oppose considering student performance when deciding how to compensate teachers? Under this plan, a teacher whose students actually perform well would receive a higher salary and additional financial rewards.

[PROBE: AND DO YOU STRONGLY OR SOMEWHAT SUPPORT/OPPOSE?]

US    CA    GA    MO

**59%**    **54%**    **62%**    **53%**    **SUPPORT (NET)**  
 40%    34%    39%    30%    STRONGLY SUPPORT  
 19%    20%    23%    23%    SOMEWHAT SUPPORT

**34%**    **40%**    **32%**    **43%**    **OPPOSE (NET)**  
 13%    11%    8%    12%    SOMEWHAT OPPOSE  
 21%    29%    24%    31%    STRONGLY OPPOSE

5%    5%    6%    3%    DON'T KNOW (VOLUNTEERED)  
 \*    1%    -    \*    REFUSED (VOLUNTEERED)

24. I am now going to read you the opinions of two individuals, please tell me with which one you agree more.

Person 1: “In order to meet the required state standards, all schools should use the same educational program that is mandated by their local district or state so that there is continuity among schools and students.”

Person 2: “As long as the school still meets the standards set by the state, schools should have the opportunity to select their own education programs based on what might be best for the students, even if it differs from other schools in their area.”

(And do you STRONGLY or just SOMEWHAT agree with PERSON 1/2?)

US   CA   GA   MO

<b>30%</b>	<b>27%</b>	<b>37%</b>	<b>29%</b>	<b>PERSON ONE (NET)</b>
20%	17%	26%	18%	STRONGLY AGREE WITH PERSON ONE
10%	10%	11%	11%	SOMEWHAT AGREE WITH PERSON ONE
<b>63%</b>	<b>69%</b>	<b>59%</b>	<b>67%</b>	<b>PERSON TWO (NET)</b>
21%	23%	22%	24%	SOMEWHAT AGREE WITH PERSON TWO
42%	46%	37%	43%	STRONGLY AGREE WITH PERSON TWO
3%	2%	2%	2%	BOTH (VOLUNTEERED)
2%	1%	1%	1%	NEITHER (VOLUNTEERED)
2%	2%	2%	2%	DON'T KNOW/DEPENDS (VOLUNTEERED)
1%	*	*	-	REFUSED (VOLUNTEERED)

25. Currently, children attending public schools are assigned to the school they attend by the school district based on where they live. Some have suggested, however, that parents should have the option to send their children to a number of different public schools, with no additional cost, based on which is the best match for the child. Which do you believe is better: assigning children to one public school based solely on where they live or allowing the parent to choose from a number of public schools?

US   CA   GA   MO

69%	71%	68%	56%	A NUMBER OF DIFFERENT SCHOOLS
24%	22%	27%	38%	ONE SCHOOL
7%	6%	4%	5%	DEPENDS/UNSURE/ DON'T KNOW (VOLUNTEERED)
*	1%	*	*	REFUSED (VOLUNTEERED)

## Demographics

Now I have a few more questions for statistical purposes...

26. What is your age, please? (CODE RESPONSE)

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
13%	14%	13%	13%	18-24
9%	9%	9%	8%	25-29
10%	8%	10%	8%	30-34
10%	12%	9%	12%	35-39
11%	15%	16%	12%	40-44
9%	7%	9%	8%	45-49
9%	9%	9%	10%	50-54
11%	11%	11%	12%	55-64
12%	9%	7%	9%	65-74
5%	5%	6%	8%	75+
2%	1%	1%	1%	REFUSED (VOLUNTEERED)

27. Are you currently registered to vote as a (ROTATE) Republican, Democrat, Independent or are you not registered at all?

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
28%	31%	39%	29%	REPUBLICAN
32%	39%	22%	27%	DEMOCRAT
20%	13%	18%	30%	INDEPENDENT/UNAFFILIATED
13%	11%	14%	8%	NOT REGISTERED
2%	1%	1%	2%	OTHER (RECORD VERBATIM, VOLUNTEERED)
5%	4%	6%	5%	DON'T KNOW (VOLUNTEERED)

28. Thinking for a moment about your social, economic, and political views, do you generally consider yourself to be conservative or liberal?

[IF CONSERVATIVE/LIBERAL, ASK] And would you consider yourself to be VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
19%	17%	29%	23%	VERY CONSERVATIVE
25%	22%	25%	25%	SOMEWHAT CONSERVATIVE
22%	25%	26%	25%	MODERATE
17%	19%	11%	10%	SOMEWHAT LIBERAL
9%	11%	5%	9%	VERY LIBERAL
1%	1%	*	1%	OTHER (VOLUNTEERED)
5%	4%	3%	5%	DON'T KNOW (VOLUNTEERED)
2%	1%	1%	2%	REFUSED (VOLUNTEERED)

29. Are you currently . . . (CODE “ENGAGED” AS “SINGLE”) (CODE “LIVING WITH SIGNIFICANT OTHER” AS “SINGLE”)

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
57%	57%	67%	67%	MARRIED
22%	27%	19%	19%	SINGLE
9%	7%	7%	6%	DIVORCED
2%	1%	1%	1%	SEPARATED
7%	6%	5%	6%	WIDOWED
2%	1%	1%	1%	REFUSED (VOLUNTEERED)

30. What is the last grade of formal education you completed?

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
6%	3%	6%	5%	LESS THAN HIGH SCHOOL
25%	18%	19%	28%	HIGH SCHOOL GRADUATE
28%	30%	23%	28%	SOME COLLEGE/VOCATIONAL SCHOOL
26%	31%	29%	24%	COLLEGE GRADUATE
14%	17%	22%	14%	POST GRADUATE
1%	1%	1%	1%	DON'T KNOW/REFUSED (VOLUNTEERED)

31. And thinking back to when you were in elementary, middle, and high school, what type of school did you attend? (READ AND ROTATE LIST, MULTIPLE RESPONSES ACCEPTED)

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
86%	83%	88%	86%	PUBLIC
8%	10%	10%	7%	PRIVATE
8%	10%	4%	8%	RELIGIOUS
1%	*	1%	1%	HOME-SCHOOLED
1%	2%	1%	2%	OTHER (RECORD VERBATIM) (VOLUNTEERED)
*	-	-	-	DID NOT ATTEND SCHOOL (VOLUNTEERED)
*	1%	*	-	DON'T KNOW (VOLUNTEERED)
1%	*	-	1%	REFUSED (VOLUNTEERED)

32. Which of the following media sources do you consider your primary source of news and information? Would it be...?

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
26%	20%	25%	31%	YOUR LOCAL EVENING TV NEWS
26%	23%	18%	17%	A LOCAL NEWSPAPER
13%	13%	20%	13%	CABLE TELEVISION NEWS CHANNELS
8%	11%	8%	9%	RADIO
6%	11%	8%	8%	INTERNET
7%	7%	7%	5%	NATIONAL NETWORK EVENING NEWS
3%	4%	4%	2%	A NATIONAL NEWSPAPER SUCH AS USA TODAY
8%	10%	9%	14%	ALL (VOLUNTEERED)
1%	2%	1%	1%	NONE (VOLUNTEERED)
*	*	-	*	DON'T KNOW (VOLUNTEERED)
1%	*	*	*	REFUSED (VOLUNTEERED)

33. Do you have any children? (IF YES: HOW MANY?)

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
<b>75%</b>	<b>69%</b>	<b>75%</b>	<b>80%</b>	<b>YES (NET)</b>
19%	17%	18%	14%	YES, 1 (ASK Q 35)
27%	28%	29%	33%	YES, 2 (ASK Q 35)
29%	24%	28%	33%	YES, 3 OR MORE (ASK Q 35)
<b>25%</b>	<b>31%</b>	<b>24%</b>	<b>20%</b>	<b>NO (ASK Q 34)</b>
1%	1%	1%	1%	REFUSED (VOLUNTEERED)

34. How likely are you to have children in the next five years?

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
N=196	N=216	N=120	N=101	
<b>39%</b>	<b>39%</b>	<b>32%</b>	<b>28%</b>	<b>LIKELY (NET)</b>
18%	24%	19%	15%	VERY LIKELY
21%	15%	13%	13%	SOMEWHAT LIKELY
<b>50%</b>	<b>51%</b>	<b>58%</b>	<b>66%</b>	<b>UNLIKELY (NET)</b>
6%	4%	10%	13%	JUST A LITTLE BIT LIKELY
44%	47%	48%	53%	NOT LIKELY AT ALL
7%	7%	9%	4%	DON'T KNOW/DEPENDS (VOLUNTEERED)
4%	3%	2%	2%	REFUSED (VOLUNTEERED)

35. (ASK ONLY TO RESPONDENTS WITH CHILDREN) And what are the ages of your children? (MULTIPLE RESPONSES ACCEPTED)

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
N=593	N=478	N=377	N=396	
18%	19%	23%	14%	3 YEARS AND YOUNGER
16%	21%	15%	15%	4-6 YEARS OLD
15%	19%	19%	15%	7-9 YEARS OLD
18%	20%	20%	15%	10-12 YEARS OLD
17%	15%	17%	15%	13-15 YEARS OLD
17%	13%	18%	16%	16-18 YEARS OLD
25%	22%	25%	24%	19-24 YEARS OLD
35%	27%	30%	39%	25-34 YEARS OLD
30%	26%	24%	28%	35-44 YEARS OLD
16%	16%	17%	20%	45-54 YEARS OLD
3%	2%	3%	5%	55 YEARS AND OLDER
5%	8%	5%	9%	REFUSED

36. (ASK ONLY TO RESPONDENTS WITH CHILDREN) What type of school do your children currently attend or what type of school did they attend when they were younger? (READ AND ROTATE LIST, ACCEPT MULTIPLE RESPONSES)

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
N=593	N=478	N=377	N=396	
77%	78%	75%	76%	PUBLIC
11%	13%	11%	11%	PRIVATE
6%	8%	6%	11%	RELIGIOUS
2%	2%	4%	3%	HOME-SCHOOLED
4%	2%	3%	2%	OTHER (RECORD VERBATIM) (VOLUNTEERED)
6%	5%	5%	3%	DO NOT ATTEND SCHOOL (VOLUNTEERED)
*	*	1%	*	DON'T KNOW (VOLUNTEERED)
2%	*	*	-	REFUSED (VOLUNTEERED)

37. Do you have any grandchildren? (IF YES: HOW MANY?)

US   CA   GA   MO

<b>32%</b>	<b>25%</b>	<b>28%</b>	<b>35%</b>	<b>YES (NET)</b>
5%	5%	4%	6%	YES, 1
6%	5%	5%	7%	YES, 2
21%	15%	19%	22%	YES, 3 OR MORE
<b>66%</b>	<b>75%</b>	<b>72%</b>	<b>64%</b>	<b>NO</b>
2%	1%	1%	1%	REFUSED (VOLUNTEER)

38. Would you describe your racial or ethnic background as:

US   CA   GA   MO

74%	48%	62%	82%	WHITE/CAUCASIAN
11%	7%	25%	11%	BLACK/AFRICAN-AMERICAN
7%	28%	5%	2%	HISPANIC/LATINO
2%	11%	2%	1%	ASIAN
*	1%	1%	1%	MIDDLE EASTERN
2%	1%	1%	1%	NATIVE AMERICAN
2%	2%	2%	2%	OTHER (VOLUNTEERED)
2%	2%	1%	1%	DON'T KNOW/REFUSED (VOLUNTEERED)

39. Are you...? (READ CATEGORIES)

US   CA   GA   MO

25%	30%	15%	21%	CATHOLIC
46%	32%	62%	56%	PROTESTANT
2%	3%	1%	1%	JEWISH
2%	7%	2%	3%	AGNOSTIC/ATHEIST
*	1%	*	1%	MUSLIM
3%	3%	*	1%	MORMON
9%	9%	10%	9%	OTHER (SPECIFY) (VOLUNTEERED)
8%	11%	7%	6%	NONE/UNAFFILIATED (VOLUNTEERED)
4%	4%	2%	2%	REFUSED (VOLUNTEERED)

40. How often do you attend religious services?

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
2%	3%	2%	1%	EVERY DAY
30%	22%	38%	39%	A FEW TIMES PER WEEK
24%	21%	31%	25%	A FEW TIMES PER MONTH
14%	15%	9%	11%	A FEW TIMES PER YEAR
25%	34%	17%	21%	SELDOM/NEVER
5%	5%	3%	3%	DON'T KNOW/REFUSED (VOLUNTEERED)

41. How would you describe the community in which you live?  
(READ & ROTATE CATEGORIES)

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
29%	34%	22%	24%	URBAN
40%	50%	49%	36%	SUBURBAN
27%	14%	27%	38%	RURAL
3%	2%	1%	1%	DON'T KNOW (VOLUNTEERED)
1%	1%	*	1%	REFUSED (VOLUNTEERED)

42. Which of the following best describes your current work status or occupation?  
(READ RESPONSES AND ACCEPT ONE ONLY, UNLESS RESPONDENT SAYS "STUDENT" AND ANOTHER CATEGORY)

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
27%	34%	34%	30%	PROFESSIONAL/EXECUTIVE/OWNER
12%	12%	13%	13%	WHITE COLLAR/ ADMINISTRATIVE/ CLERICAL
14%	11%	15%	15%	BLUE COLLAR/ SERVICE/ MANUFACTURING
5%	6%	5%	5%	PART TIME WORK OUTSIDE OF THE HOME
8%	9%	7%	8%	STAY AT HOME/ DO NOT WORK
4%	2%	3%	3%	UNEMPLOYED
5%	7%	5%	4%	STUDENT
19%	15%	16%	20%	RETIRED
2%	2%	1%	3%	OTHER (RECORD VERBATIM-VOLUNTEERED)
*	*	*	-	NOT SURE (VOLUNTEERED)
2%	1%	1%	1%	REFUSED (VOLUNTEERED)

43. Do you, or does anyone in your household, belong to a labor union or teachers' association? [IF YES] And do they work in the PUBLIC SECTOR or the PRIVATE SECTOR?

US	CA	GA	MO	
<b>20%</b>	<b>23%</b>	<b>11%</b>	<b>19%</b>	<b>TOTAL UNION</b>
16%	18%	8%	14%	YES, PUBLIC SECTOR UNION
4%	5%	3%	5%	YES, PRIVATE SECTOR UNION
<b>73%</b>	<b>71%</b>	<b>85%</b>	<b>76%</b>	<b>NOT A MEMBER OF A LABOR UNION</b>
5%	5%	3%	4%	DON'T KNOW (VOLUNTEERED)
2%	2%	1%	1%	REFUSED (VOLUNTEERED)

44. And regarding your family's annual income...Please tell me which of the following categories best describes your family's total annual household income before taxes.

US	CA	GA	MO	
14%	9%	9%	13%	LESS THAN \$25,000
10%	6%	5%	9%	\$25,000 TO \$29,999
11%	8%	11%	11%	\$30,000 TO \$39,999
10%	7%	8%	7%	\$40,000 TO \$49,999
9%	9%	9%	8%	\$50,000 TO \$59,999
7%	8%	5%	7%	\$60,000 TO \$69,999
5%	6%	7%	7%	\$70,000 TO \$79,999
4%	5%	6%	6%	\$80,000 TO \$89,999
12%	21%	22%	15%	\$90,000 OR HIGHER
5%	5%	4%	3%	DO NOT KNOW (VOLUNTEERED)
14%	15%	15%	14%	REFUSED (VOLUNTEERED)

45. Do you currently hold any investments in stocks or stock mutual funds either directly or through a 401k or pension plan?

US	CA	GA	MO	
50%	57%	61%	58%	YES
43%	36%	30%	36%	NO
7%	8%	9%	7%	DON'T KNOW/REFUSED (VOLUNTEERED)

46. Region (National Survey Only)

6% NEW ENGLAND  
15% MID-ATLANTIC  
17% EAST NORTH CENTRAL  
7% WEST NORTH CENTRAL  
18% SOUTH ATLANTIC  
6% EAST SOUTH CENTRAL  
9% WEST SOUTH CENTRAL  
6% MOUNTAIN  
16% PACIFIC

47. GENDER

<u>US</u>	<u>CA</u>	<u>GA</u>	<u>MO</u>	
48%	49%	48%	48%	MALE
52%	51%	52%	52%	FEMALE