

CHARLES STEWART MOTT FOUNDATION





Survey Methodology

Lake Snell Perry & Associates and The Tarrance Group designed and administered this telephone survey. The survey reached 800 adults nationwide, 18 years or older, who indicated they are registered to vote, plus an oversample of 300 registered voters in Washington, DC and 300 registered voters in Iowa. The survey was conducted between August 17 and August 20, 1998. Interviews were conducted by telephone; all interviewers were professionally trained and supervised. The margin of error is +/-3.5%.

Telephone numbers for these interviews were generated by a random digit dial process, thereby allowing access to all listed and unlisted phones. The two oversamples were weighted into the base sample to reflect their actual contribution to registered voters nationwide. The sample size with these weights applied is 800 cases. The data were weighted by party identification nationwide, and by race in the DC oversample to ensure that it accurately reflects the population.



Strategic Summary



Strategic Summary

Context:

- Voters say lack of parental involvement is the biggest problem facing children in their community. Few mention lack of quality after school and summer programs and even fewer say lack of quality child care as the biggest problem facing children. This is not a top of mind concern for many voters.
- Voters want to see these problems, the lack of parental involvement and the breakdown of the family, addressed. When defining the program, we need to make sure we address these concerns and how the program can help these problems.
- However, there is an opening to begin a dialogue with voters around this issue. When they think about the hours after school, voters are most worried about children being alone and unsupervised, followed by peer influence, and watching television. Concerns which can be addressed by quality after school programs.
- Given voters concern about children being alone and unsupervised, there is near unanimous agreement that there should be some type of organized activity or place for children and teens to go after school. Nearly seven out of ten voters across all demographic groups strongly agree with this statement.
- There is little difference in perception between after school programs in the nation and in respondents' community, although there is greater intensity behind programs in the community versus the nation. They are generally positive towards both.
- However, voters perceive it is more difficult for others to find after school programs than it is for them in their own communities.



Strategic Summary

- Younger voters are more likely to have a positive view towards after school programs, while seniors are more unsure. Voters under 30 are the most positive towards the programs.
- Urban DC is more positive towards programs in their community than are rural Iowans, while Iowans think it is more difficult to find programs.
- Voters think finding affordable programs is the biggest problem facing parents when it comes to after school programs, followed by finding the program and finding programs which are close-by and accessible. Finding safe programs is seen as less of a problem.
- Not surprisingly, the biggest problem for rural residents is finding the program, while in urban areas it is affordability.
- Currently, voters split between having daily after school programs (41 percent) and either not having programs or not having enough (40 percent). Among those with programs, many say they are excellent or good (62 percent), while 26 percent say fair or poor.
- Small town and rural areas are more likely to say their areas do not provide programs.
- Nearly three-quarters of voters would be upset if after school programs were not available to children in their area. At least two-thirds of every demographic group say they would be upset.



Strategic Summary

- Throughout this data we see seniors supportive of after school programs, but having less intensity around the issue. Voters under 30 are particularly favorable throughout the survey. Additionally, while voters with no children in the home are favorable throughout, they too have less intensity than voters with children still in the home.
- No name tested hit a home run. Voters think enrichment programs, youth development and extended learning are the most descriptive of the program. However, voters are more favorable towards the names after school programs, youth development, community learning, and enrichment programs.
- Voters favor providing school based enrichment programs during after school hours in their community (92 percent favor, 75 percent strongly favor). Two-thirds of every demographic group strongly favor these programs. Support remains unchanged when referred to as making daily after school programs available to all children (93 percent, 74 percent strong). At least six out of ten voters strongly favor providing these programs to all children.
- Support for community programs, as well as programs for all children crosses partisan lines, as well as regional boundaries.
- When moving from the intellectual concept to the financial reality, support drops, especially in intensity, but the numbers are still good.
- Voters are willing to pay for these programs. Eighty percent of voters are willing to have their taxes increased by \$10/year (44 percent very willing) to pay for school-based programs in their community (17 percent oppose). Overall support dips slightly in voters' willingness to have their taxes increased to provide programs to all children, but the intensity remains the same (75 percent, 44 percent very willing) and 25 percent oppose.



Strategic Summary

- Men are slightly more willing to pay more for school-based programs in their community (81 percent willing, 46 percent very willing) than women (78 percent, 41 percent), while women are more willing to pay more for programs for all children (78 percent, 46 percent) than men (71 percent, 42 percent). No demographic group is unwilling to pay more no matter what phrase is used.
- Even two-thirds of seniors are willing to pay for these programs. While 85 percent of voters with children in the home are willing to pay more, even 76 percent of voters without children in the home are willing to pay more. Parents with younger children under 6 are most willing to pay more.
- While Democrats are equally willing to pay additional tax dollars when it is phrased as school-based programs in the community or programs available to all children, Republicans and Independents are voters are slightly more willing to pay when it is phrased as school-based programs in the community. Democrats are most favorable towards both programs, followed by Independents and Republicans.
- There is significantly less intensity when voters are told how much each program will cost (\$35,000 to \$200,000 per year). While overall support is diminished, support remains high (school-based community program -- 70 percent willing, 26 percent very willing; programs available to all children -- 65 percent, 30 percent).
- While seniors are less willing to pay for these programs than their younger cohorts, a majority of seniors are willing to pay more for school-based community programs, while support falls below 50 percent when phrased as programs for all children.



Strategic Summary

- Voters say parents are responsible for paying for after school programs, followed by the different levels of government -- state, federal, and local.
- In order to succeed, we need to make sure voters realize the parents will share in the responsibility for paying for the program. We cannot let voters think it is a purely federal government run program.
- Every subgroup places the burden on parents, except for single parents who say it is the responsibility of the federal government.
- When forced to choose, voters divide between it being the responsibility of parents or taxpayers, with little difference between phrasing it as after school care or after school programs.
- Seniors are more likely to say both parents and taxpayers are responsible for paying than their younger cohorts, but parents remain primarily responsible for all ages.
- Single parents put the responsibility on taxpayers over parents.
- Democrats say taxpayers or both are responsible (25 percent parents, 31 percent taxpayers, 32 percent both), while Independents say both (26 percent, 25 percent, 32 percent), and Republicans say parents (38 percent, 25 percent, 31 percent).
- Seniors and voters with no children in the home are not a lost cause, but they should not be the focus in this first phase. Parents, voters under 30, and single parents emerge as the most supportive of programs and are willing to pay for these programs.



Strategic Summary

Where Should We Put After School Programs:

- Just as voters place the responsibility of paying for after school programs on parents, they also place the responsibility for setting up programs on parents, followed by community organizations, local government, and school districts.
- However, this is more diffuse and essentially there is no one group which comes across as being responsible for making sure this happens. It is not one's job to put these programs in place. This could be a problem when attempting to set up the programs.
- Nearly half, however, would like to see after school programs located in public schools.
- The most important reasons voters see for placing these programs in schools are that schools already have the facilities, it is a safe place for children, they are trusted in the community, the ease of transportation, and convenience. Less important reasons focus on the provision of personnel, space, and helping the less advantaged.
- Voters think it is very important to have after school programs in elementary school, followed by middle school, and high school. When forced to choose, voters place more importance on elementary school, followed by middle school, and high school.
- Nearly every demographic subgroup places elementary school as the most important, except for Hispanics, families with children ages 13 to 18, Republicans, especially Republican men, young Republicans, and Western voters who place middle school higher.



Strategic Summary

Activities and Benefits of After School Programs:

- The most important items voters would like to see after school programs provide for children include getting them off the street, providing a safe place to go, structured supervision, and discipline.
- Parents think it is most important to get kids off the streets, provide a safe place, and access to computers and technology, while voters with no children in the home focus on getting them off the streets and providing adult supervision. Seniors see the most important items as providing discipline and getting kids off the streets.
- Less important items, but still ranked high, include provision for a creative outlet, providing sports and recreation, a place where homework can be done, tutoring, and creating excitement for learning.
- While voters think it is important for after school programs to provide safety and structure to children, when they think of the specific activities they would like to see after school programs provide, many focus on academic endeavors. They are more favorable towards programs which include tutoring and homework help, teach computer skills, and reinforce basic skills.
- They are less favorable towards programs which provide athletic activities, opportunities for community service, opportunities for competition, fine arts instruction, and offers a chance to learn games of skill.



Strategic Summary

- Keeping kids safe is one the best things, as well as one of the things most likely to happen as a result of children attending after school programs. While they think preventing juvenile crime and promoting confidence are good things that could happen, they are less sure these are likely to happen. Defining a new vision for schools is less positive and less likely to happen in these voters' minds.

Message -- Continue the Learning Process After School and Invest in the Work Force of the Future:

- Voters are more likely to support providing school-based after school programs after hearing messages which say the hours after school are just as important as the time spent in school and we need to continue the learning process after school (94 percent more likely, 53 percent much more likely) and that we need to invest in quality after school programs for the work force of the future (90 percent, 52 percent).
- In a second tier they place crime prevention and safety. While voters are less intensely supportive of these messages, overall support is still over 90 percent for both messages.
- In a third tier they place providing latch key kids with a stimulating and safe environment, providing working parents with peace of mind, and we are all stakeholders. Again the intensity is less with these messages, but nearly nine out of ten voters say they would be more likely to support after school programs based on these statements.



Strategic Summary

- A parental responsibility message also makes voters more supportive of after school programs. Even when phrased in the negative, voters continue to support the need for after school programs.
- Voters with kids in the home and those with no kids in the home, seniors and voters under 45, and across all regions are more likely to support these programs based on messages which focus on continuing the learning process and investing in the work force of the future.

Actions Willing to Undertake for After School Programs:

- Voters say they are willing to take action around this issue, but there is no great intensity behind their willingness. They are most willing to increase their taxes by \$10/year, followed by contacting their principal or school board, volunteering at an after school program, contacting a state legislator, and calling a toll free number.
- Seniors are the least willing to do anything, however, their top two actions would be increasing their taxes by \$10/year and contacting principals or school boards in their area. These are also the top two actions for voters under 45, voters with children in the home, and voters with no children in the home.



Context

Mott Foundation, August 1998

Lake Snell Perry/The Tarrance Group



Context

- The lack of parental involvement and discipline, drugs and the breakdown of the family unit are the biggest problems facing children today, according to voters.
- African-American women differ dramatically from African-American men and whites in their perception that drugs and not the lack of parental involvement is the biggest problem facing children in their community.
- When thinking of after school hours, voters worry most that children are alone and unsupervised and secondly, that children are too influenced by their peers.
- In terms of after school hours, married parents are more concerned about children being alone and unsupervised, while single parents have a diffuse set of concerns.
- As opposed to African-Americans, Hispanics agree with whites that being alone and unsupervised worries them most, however, they are less concerned about peer influence as a cause for major concern.
- Voters under 45 are most worried about children being alone and unsupervised during the after school hours, while older voters split their concerns.



Context

- Given voters worry about children being alone and unsupervised, voters overwhelmingly agree that there should be some type of organized activity or place for children and teens to go after school, including more than three-fourths who agree strongly. Nearly seven out of ten voters across all demographic groups strongly agree with this statement.
- Although all age groups strongly agree, voters under 30 are the most intense about the need for organized activities in after school hours, while older voters are less intense.
- Strong support for organized activities in after school hours also extends across party lines.
- Single parents are slightly more likely to agree that there should be organized after school activities. Parents of children six and under are also more likely to agree than parents of slightly older children.
- Voters are slightly more likely to have more positive impressions of after school programs in their own communities over those across the nation, with the intensity on the side of community programs.
- Independent voters show the least intensity about after school programs on both the national level and in their own communities.



Context

- While all age groups are slightly more likely to see programs in their own community in a more positive light, younger voters see both programs in their community and across the nation more positively than do older voters.
- Small city and small town voters are equally positive about both the schools in their communities and those across the nation.
- A strong majority of voters believe it is difficult to find after school programs. However, they believe it is less difficult to find after school programs in their own communities than across the nation.
- While a majority of all demographic groups find it difficult to find after school programs both nationally and locally, voters living in rural areas are most likely to find it difficult.
- Voters believe parents have the most problems finding affordable programs, finding the programs, and finding programs that are close-by and accessible.
- Affordability is the biggest problem across age groups. However, younger voters are more concerned with accessibility, while older voters worry more about actually finding the programs.



Context

- Rural voters in Iowa are much more concerned with finding an after school program in their community, while affordability tops the concerns for more urban D.C. voters.
- Only four in ten voters say their community currently provides daily after school programs.
- While urban voters are in keeping with voters overall, rural voters differ drastically, with over half saying programs are not provided in their community. Among parents, dads are more likely to think programs are provided than moms.
- Voters with children ages seven to twelve are more likely to think that their community provides after school programs. While more voters with older children think that their community doesn't.
- Of those who currently have after school programs in their communities, more than six in ten say the programs are excellent or good. However, a quarter of voters say the quality of their programs is just fair or poor. No demographic group rates programs more negatively than positively.
- Voters aged 40-49 are more likely to give a good rating to programs in their community. Among parents with children at home, those with kids between age 7 and 12 are most likely to give programs in their community just a fair rating.



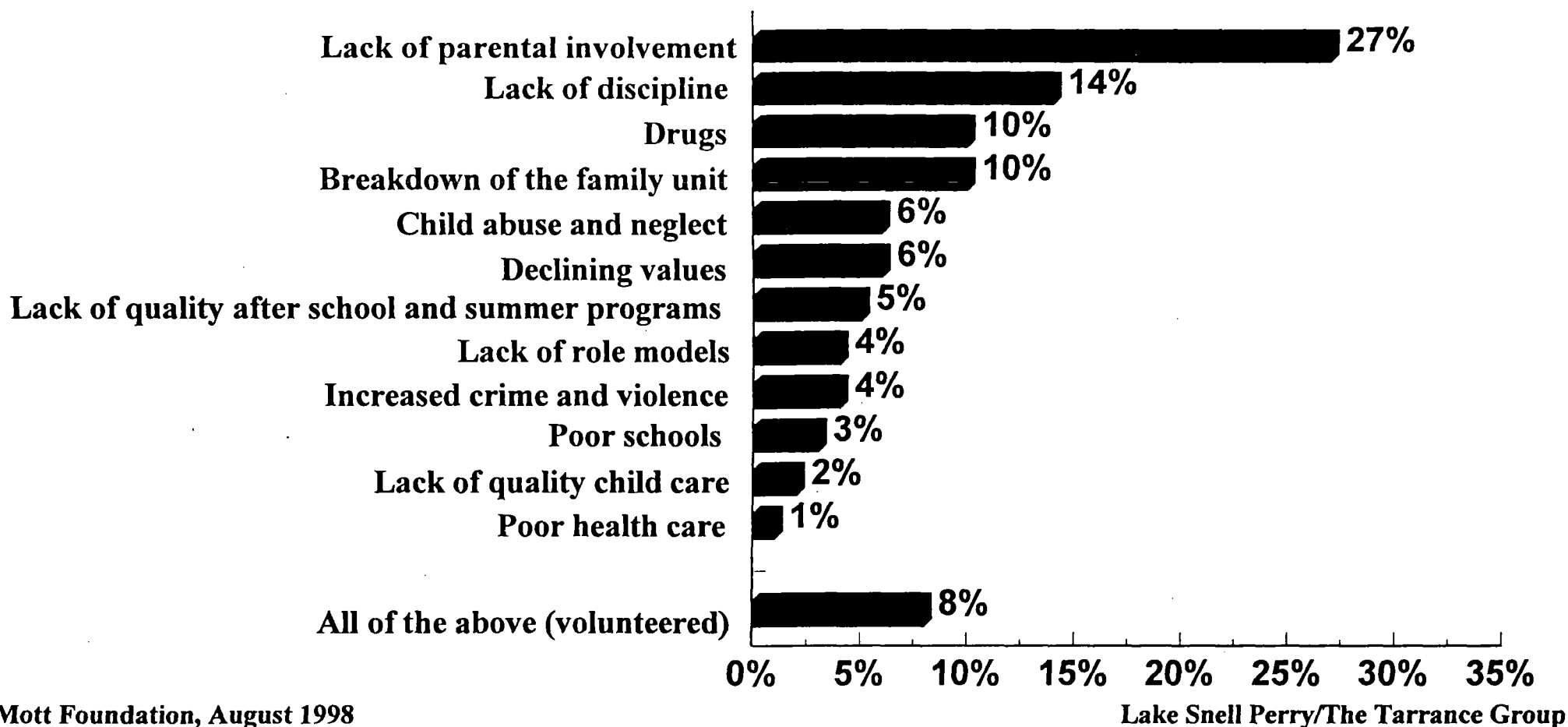
Context

- More than three-fourths of voters would be upset if after school programs were not available in their area -- including a plurality who would be very upset. At least two thirds of every demographic group says they would be upset.
- Voters who would be the most upset because after school programs were not available to children in their areas tend to be younger men living in small cities who vote independently.
- Although a majority of all voter groups would be upset to find that there are no programs available in their areas, voters without grandchildren would be more upset than those with grandchildren -- likewise urban voters would be more upset than rural voters.



The lack of parental involvement and discipline, drugs and the breakdown of the family unit are the biggest problems facing children today, according to voters.

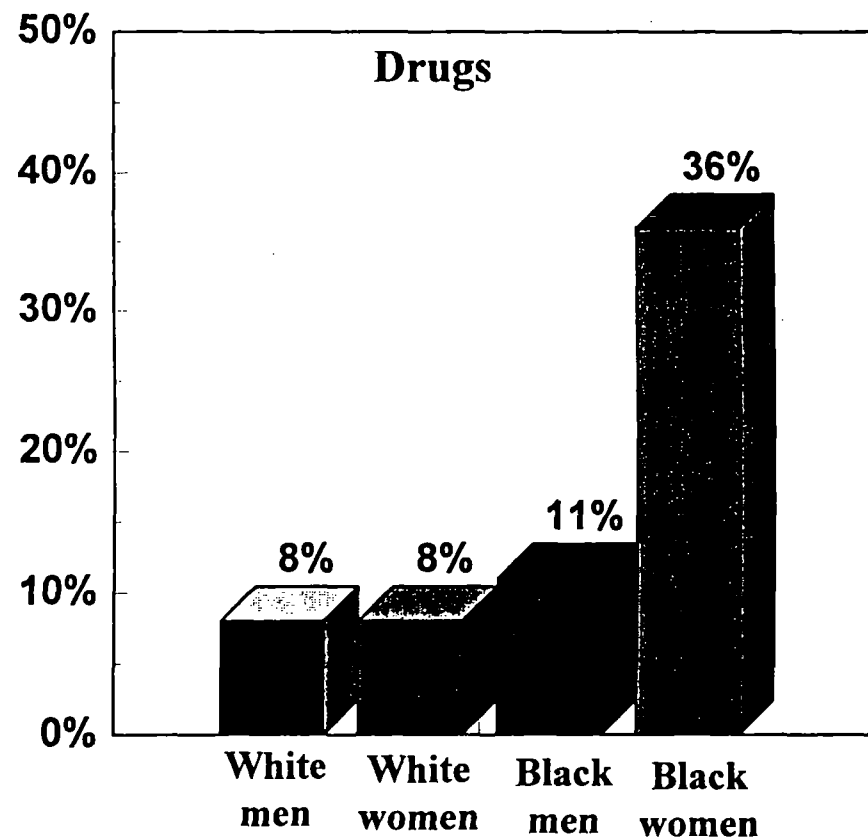
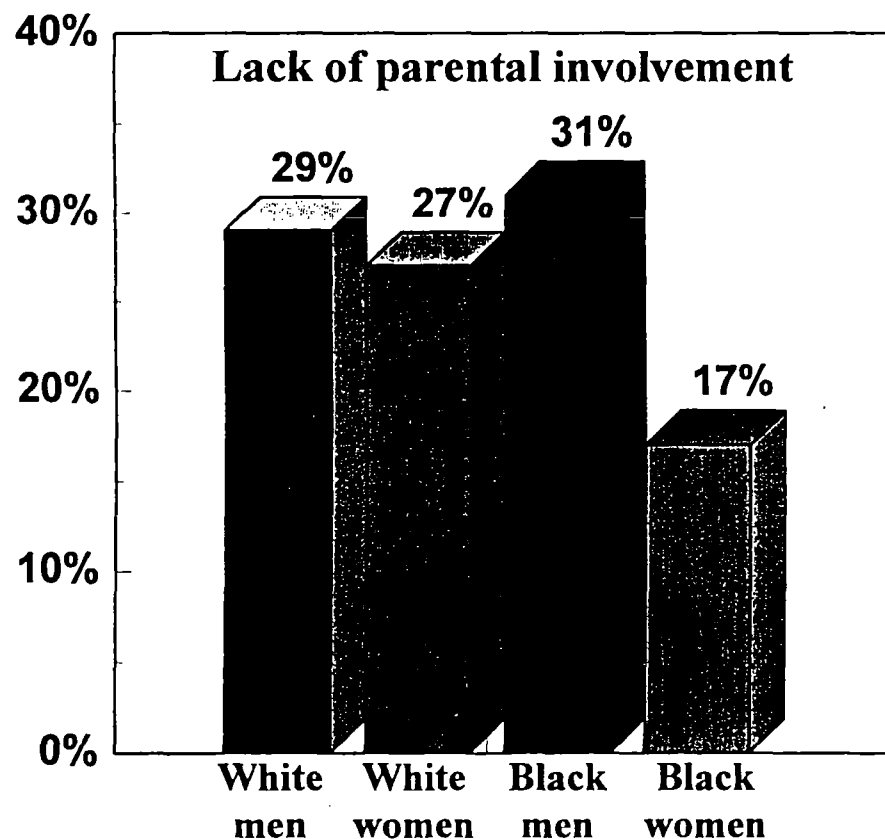
Now I'm going to read you a list of problems facing children, please tell me which of the following would you say is the biggest problem currently facing children in your community?





African-American women differ dramatically from African-American men and whites in their perception that drugs and not the lack of parental involvement is the biggest problem facing children in their community.

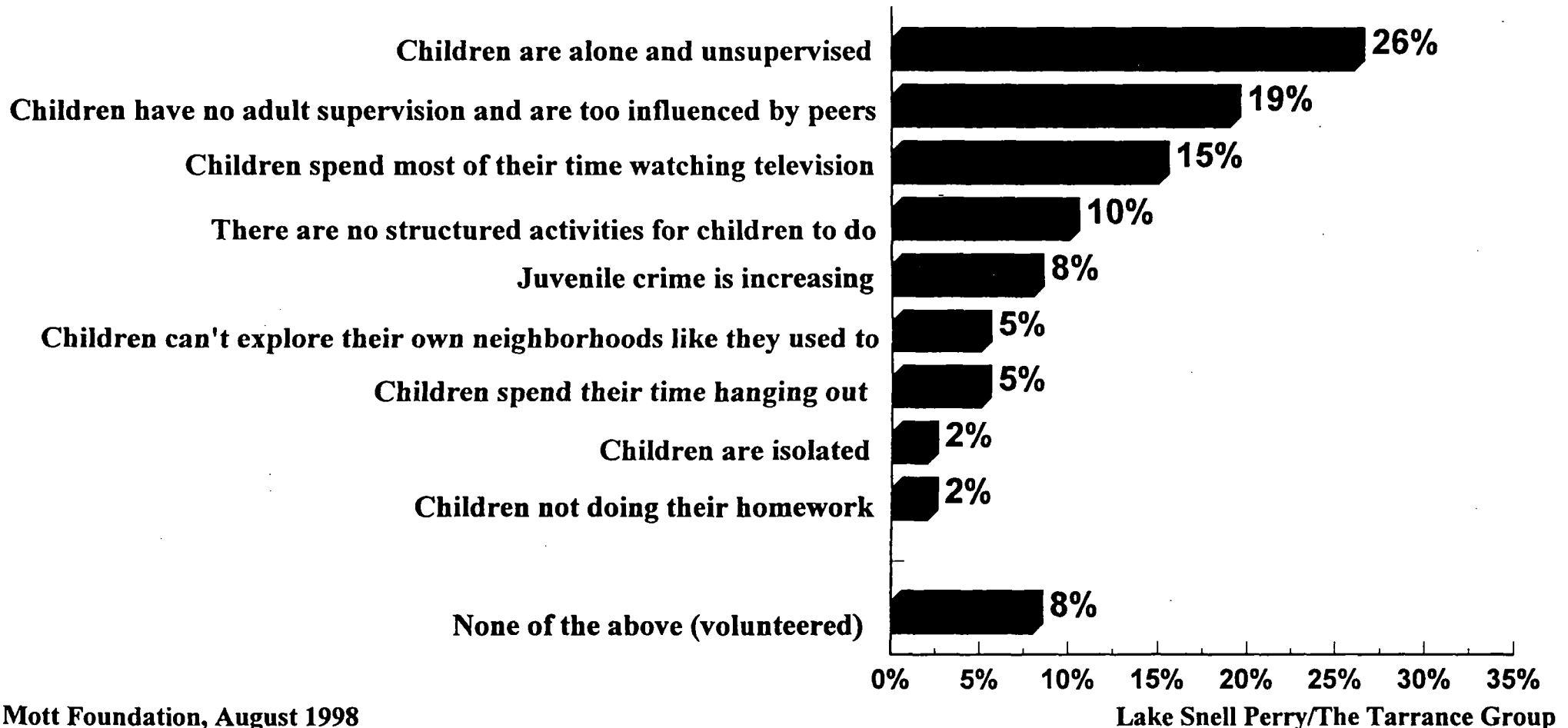
Now I'm going to read you a list of problems facing children, please tell me which of the following would you say is the biggest problem currently facing children in your community?





When thinking of after school hours, voters worry most that children are alone and unsupervised and secondly, that children are too influenced by their peers.

Thinking specifically about the time children spend after school hours, of the following what worries you most about this time after school?

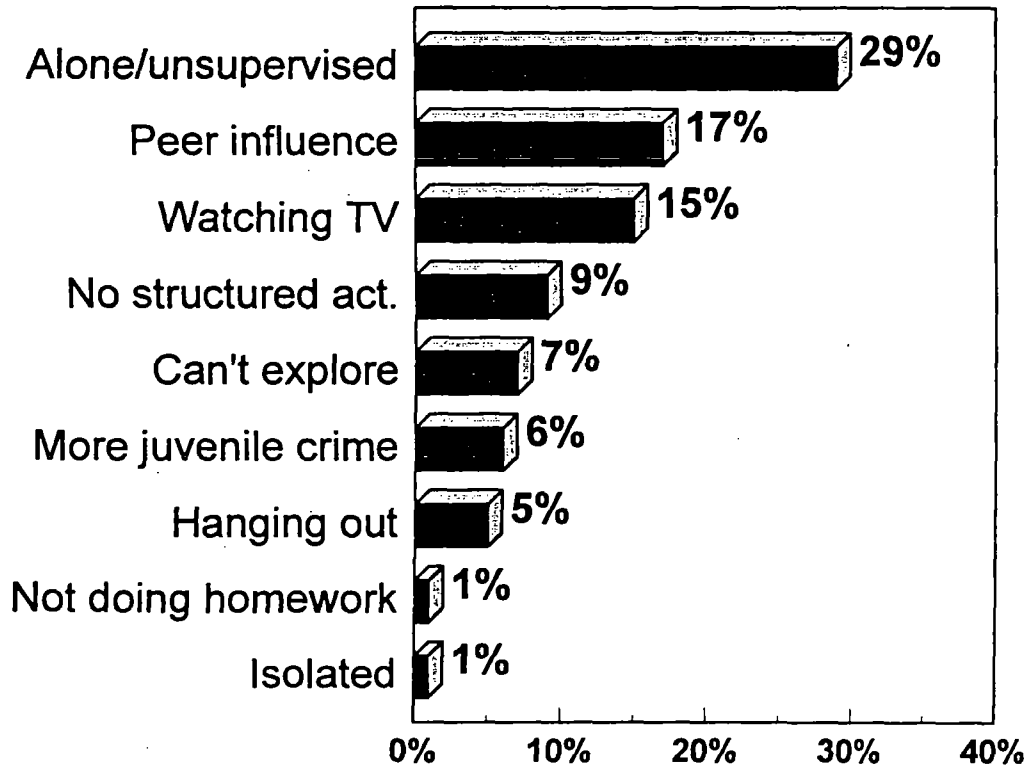




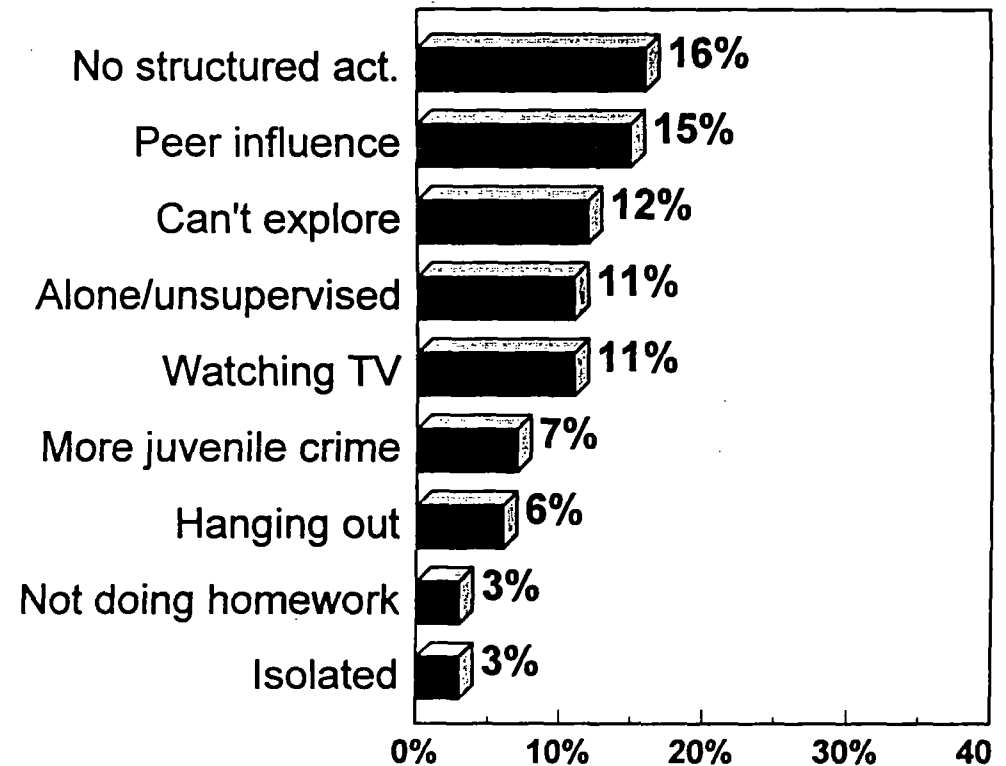
In terms of after school hours, married parents are more concerned about children being alone and unsupervised, while single parents have a diffuse set of concerns.

Thinking specifically about the time children spend after school hours, of the following what worries you most about this time after school?

Married with kids



Single Parents

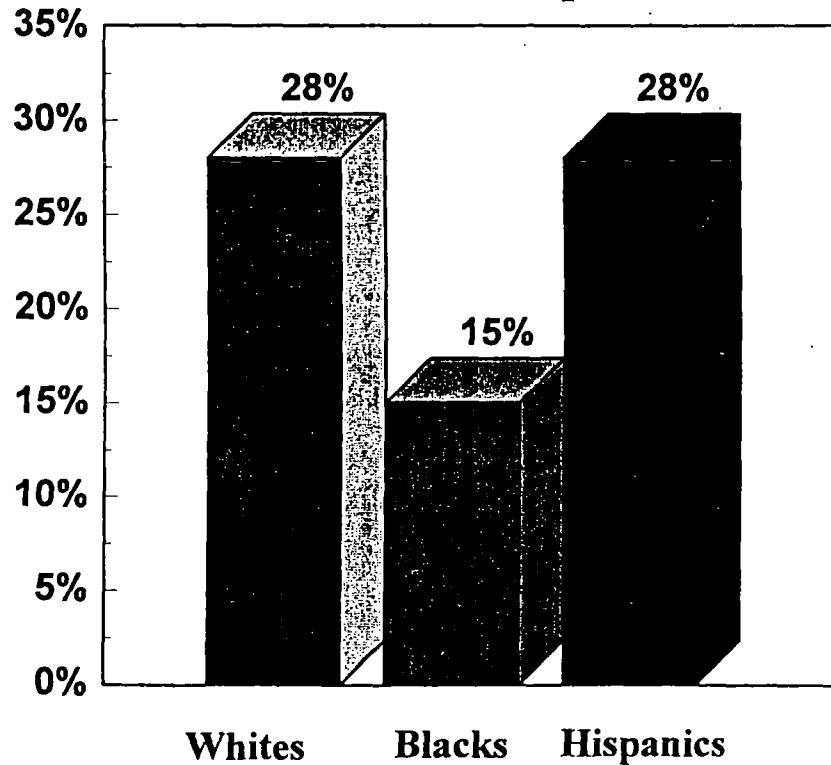




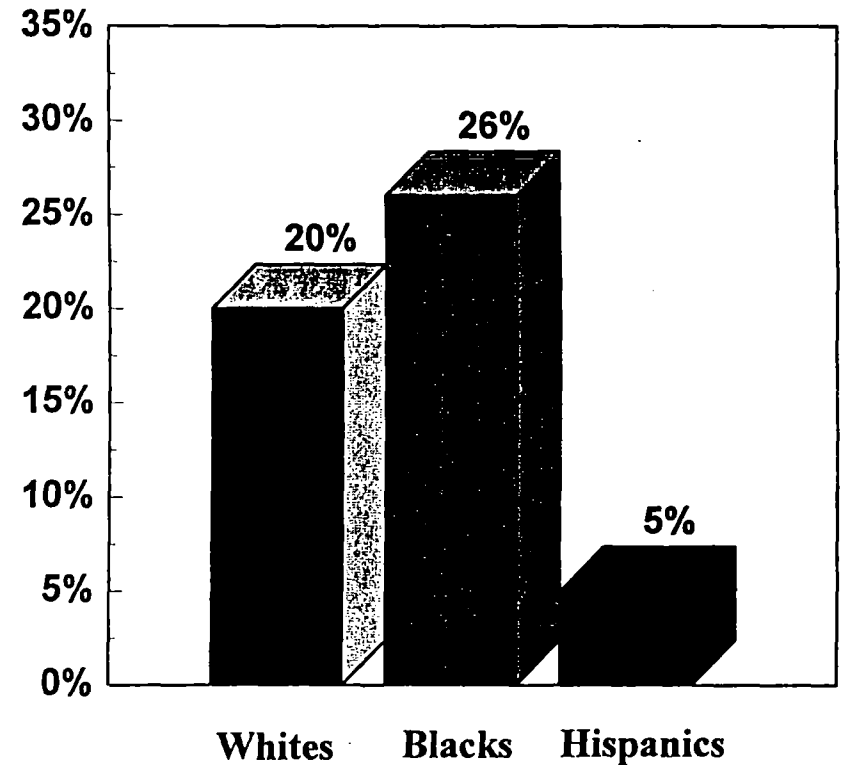
As opposed to African-Americans, Hispanics agree with whites that being alone and unsupervised worries them most, however, they are less concerned about peer influence as a cause for major concern.

Thinking specifically about the time children spend after school hours, of the following what worries you most about this time after school?

Alone and unsupervised



Peer influence

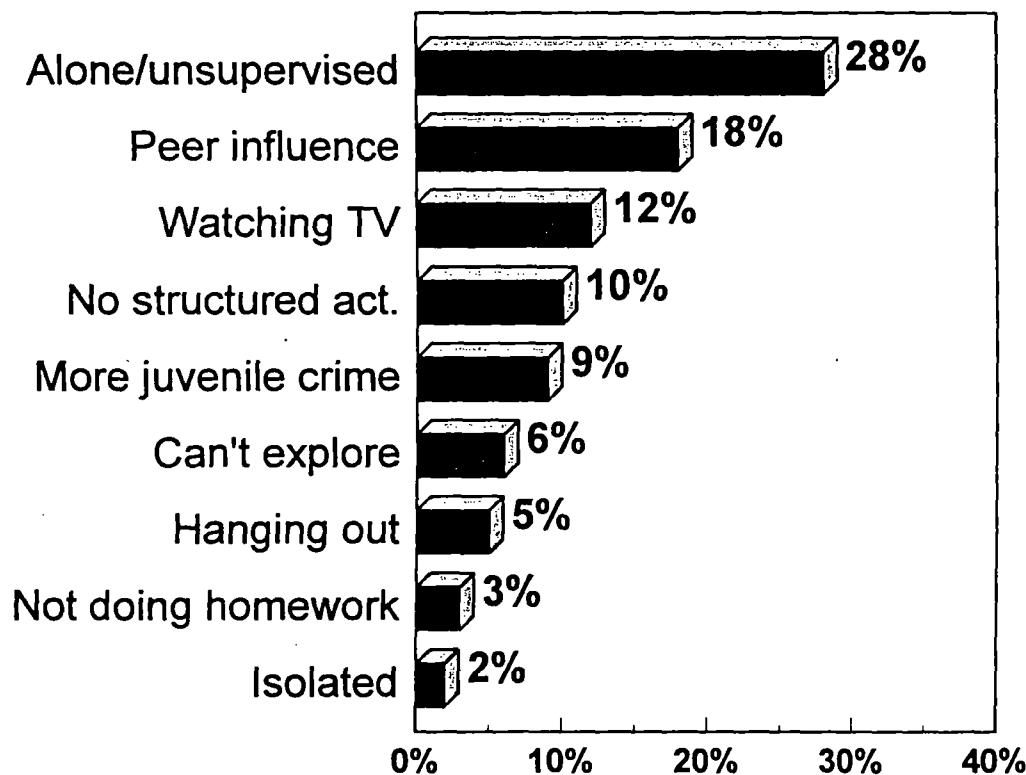




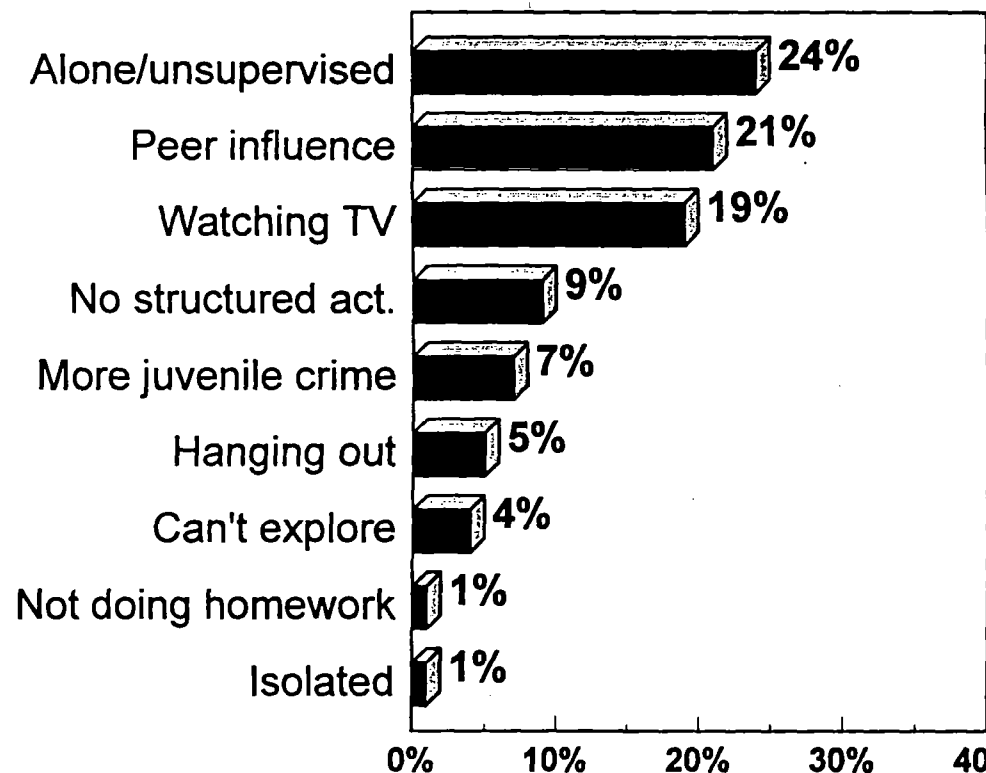
Voters under 45 are most worried about children being alone and unsupervised during the after school hours, while older voters split their concerns.

Thinking specifically about the time children spend after school hours, of the following what worries you most about this time after school?

Under 45

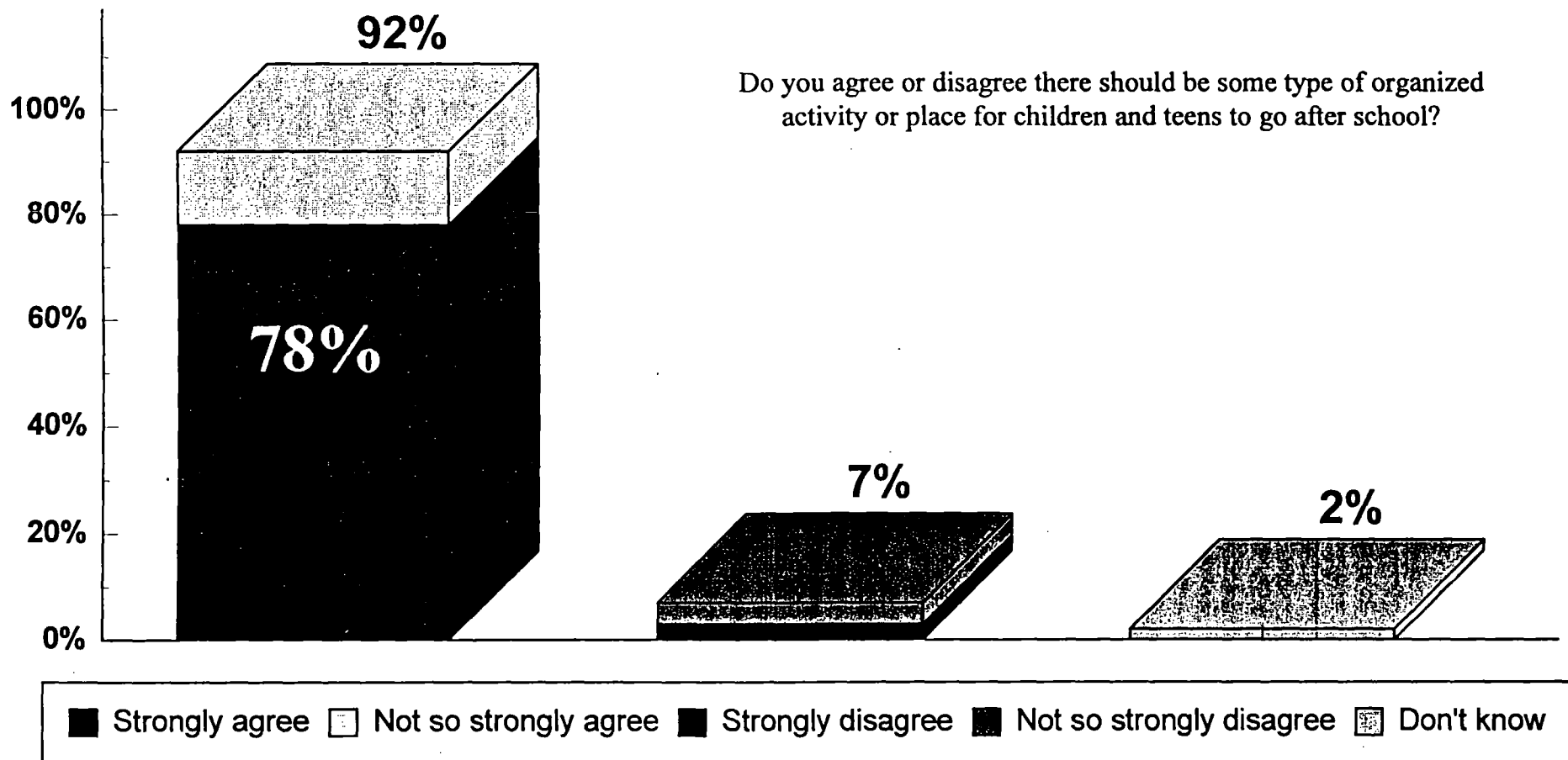


45 & Over





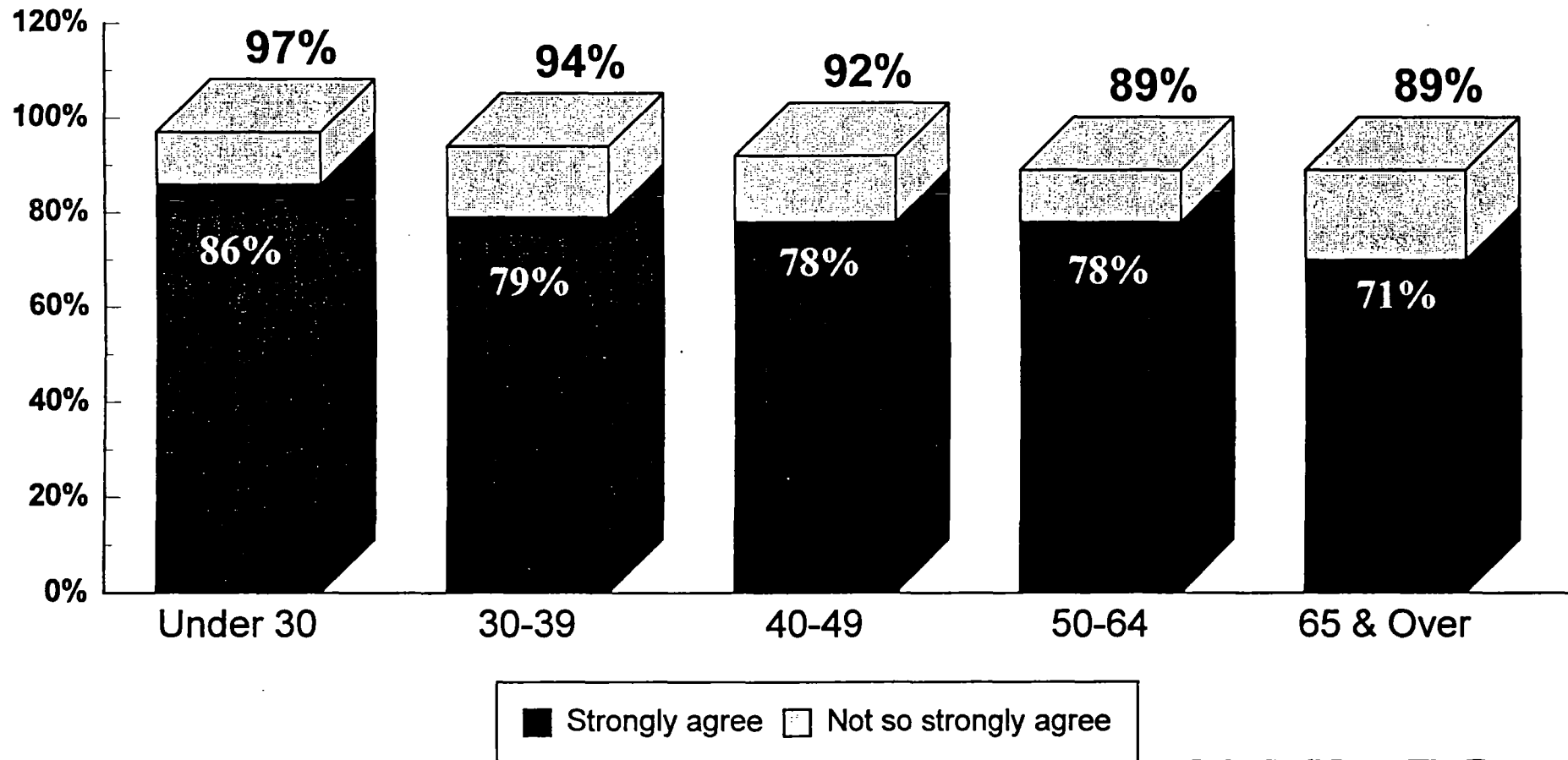
Given voters worry about children being alone and unsupervised, voters overwhelmingly agree that there should be some type of organized activity or place for children and teens to go after school, including more than three-fourths who agree strongly. Nearly seven out of ten voters across all demographic groups strongly agree with this statement.





Although all age groups strongly agree, voters under 30 are the most intense about the need for organized activities in after school hours, while older voters are less intense.

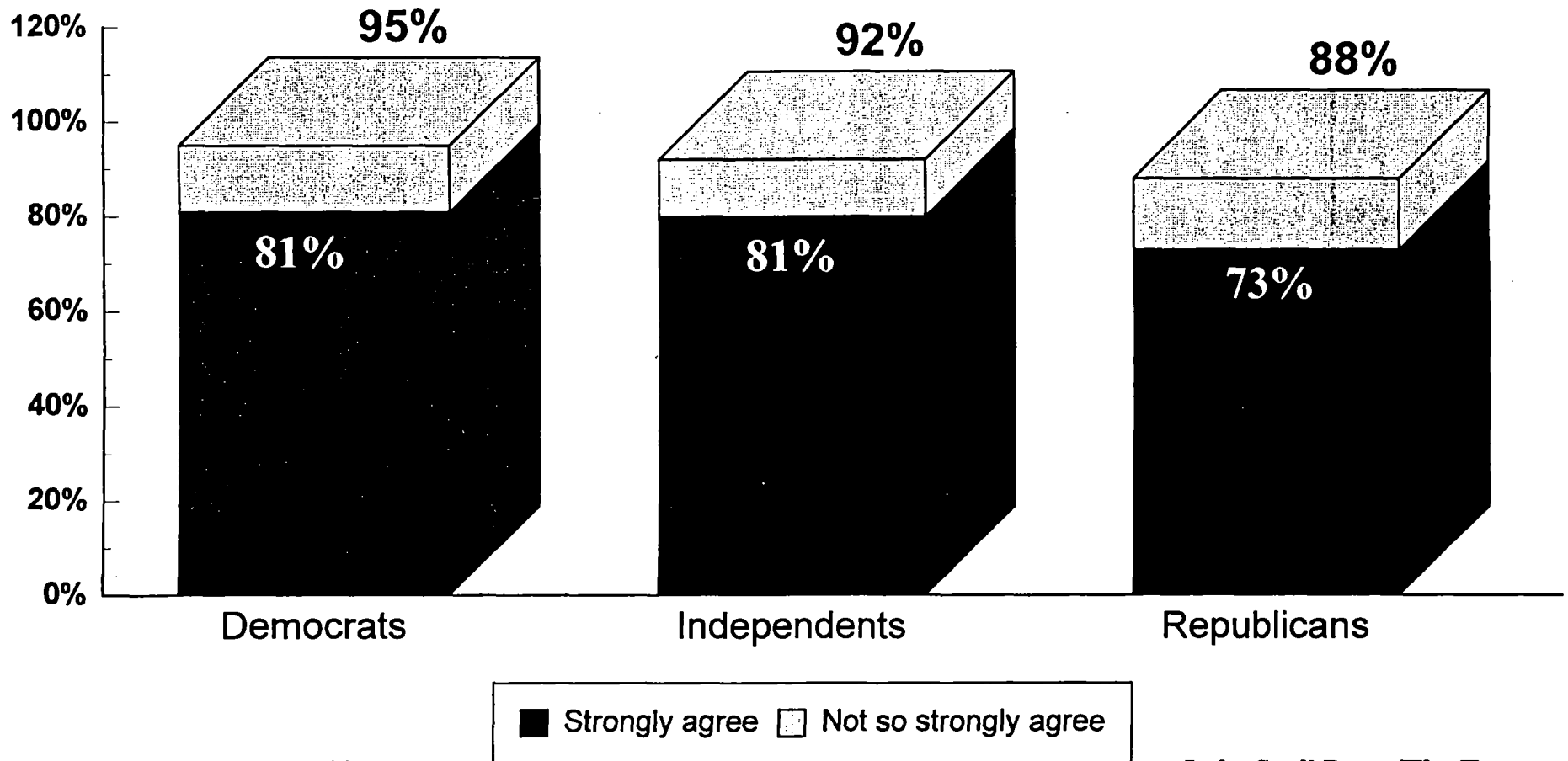
Do you agree or disagree there should be some type of organized activity or place for children and teens to go after school?





Strong support for organized activities in after school hours also extends across party lines.

Do you agree or disagree there should be some type of organized activity or place for children and teens to go after school?



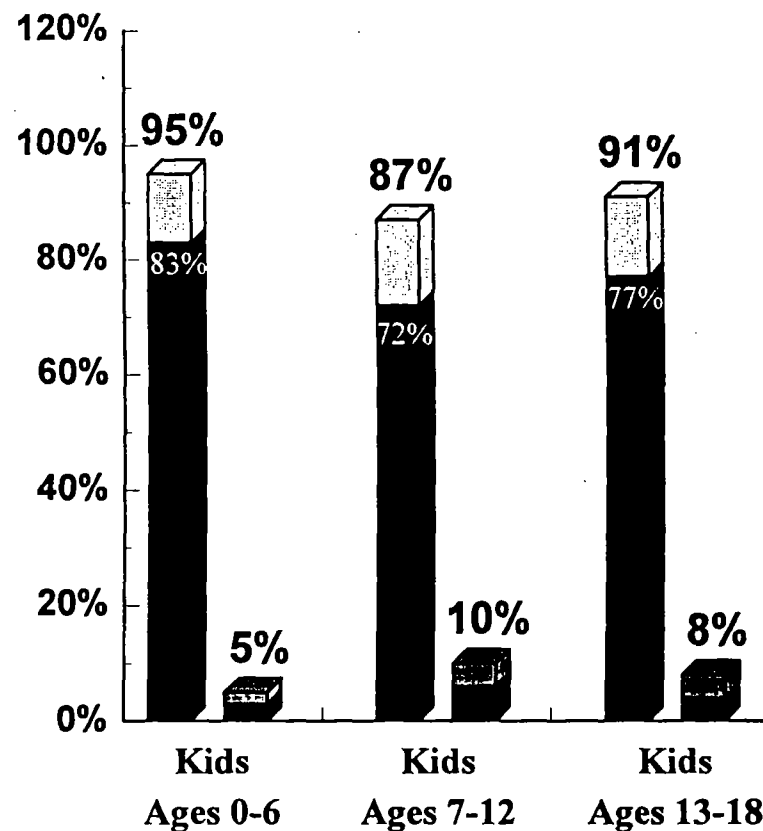
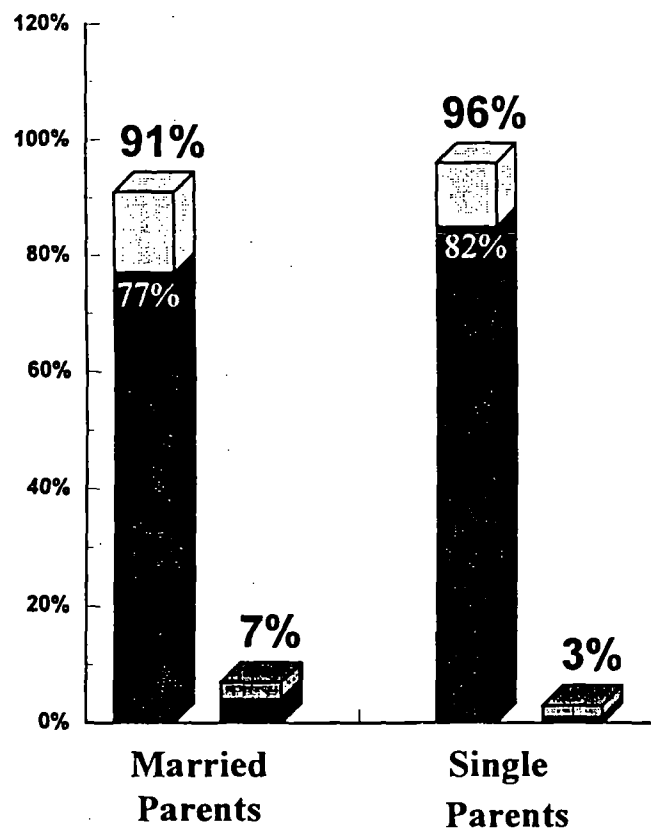
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Single parents are slightly more likely to agree that there should be organized after school activities. Parents of children six and under are also more likely to agree than parents of slightly older children.

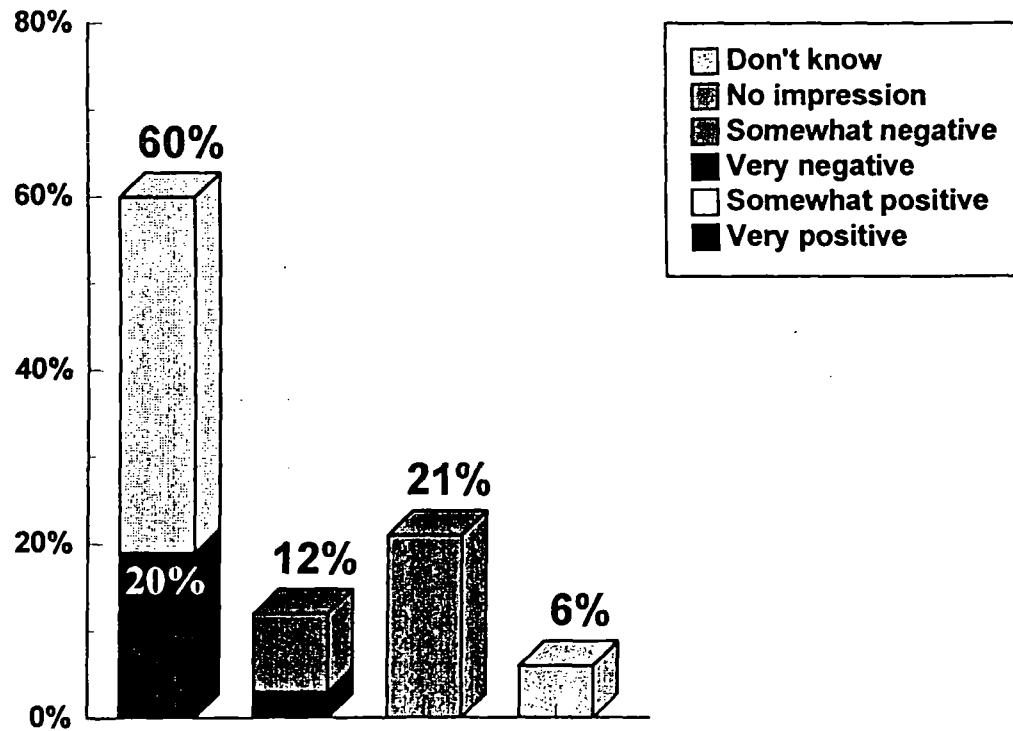
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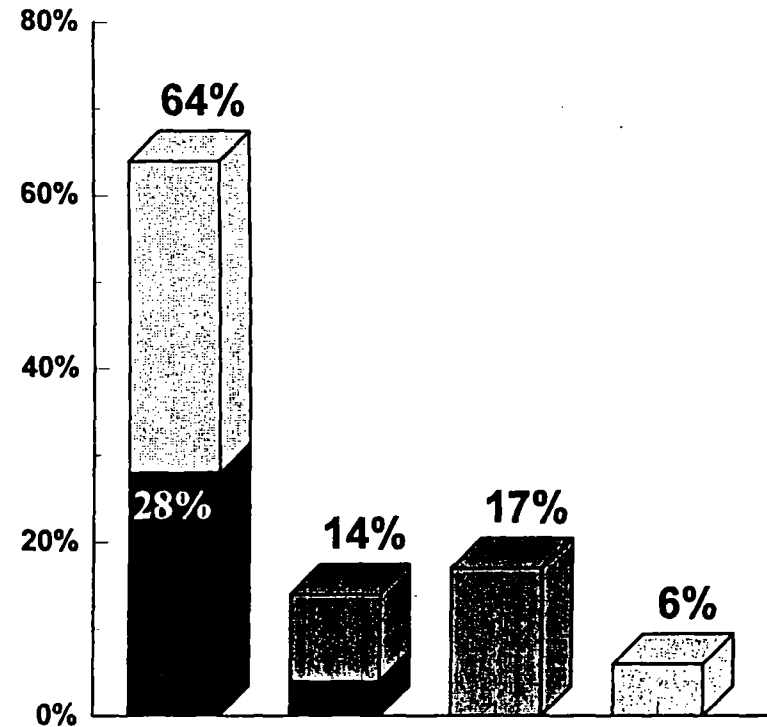


Voters are slightly more likely to have more positive impressions of after school programs in their own communities over those across the nation, with the intensity on the side of community programs.

*Is your general impression of most after school programs in the nation very positive, somewhat positive, somewhat negative, very negative, or don't you have an impression?



*Is your general impression of most after school programs in your community very positive, somewhat positive, somewhat negative, very negative, or don't you have an impression?



* Asked of only half the respondents

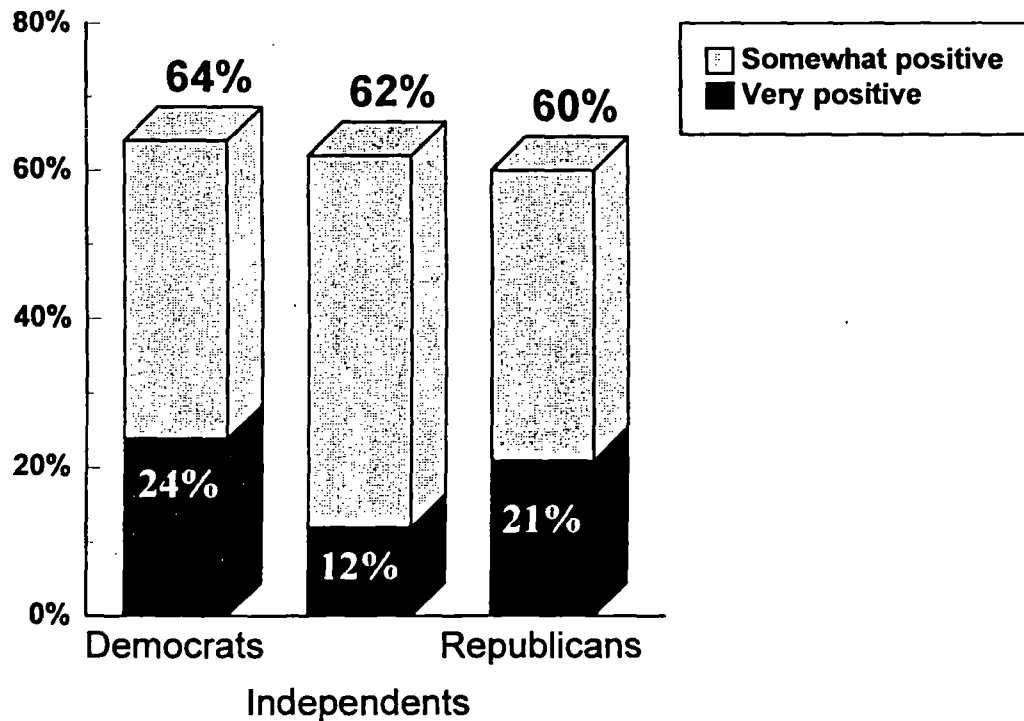
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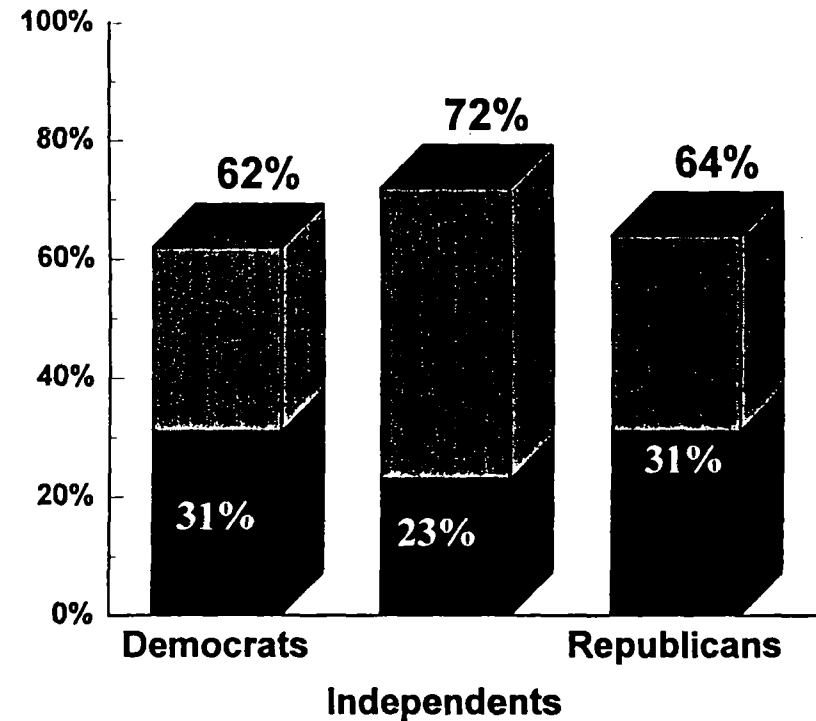


Independent voters show the least intensity about after school programs on both the national level and in their own communities

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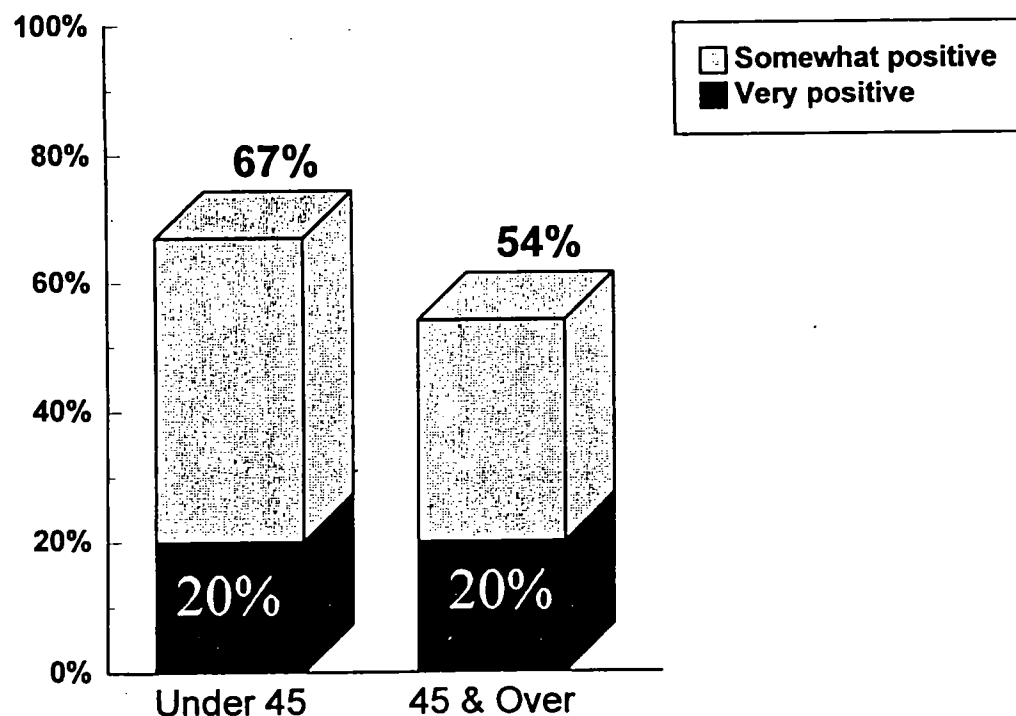


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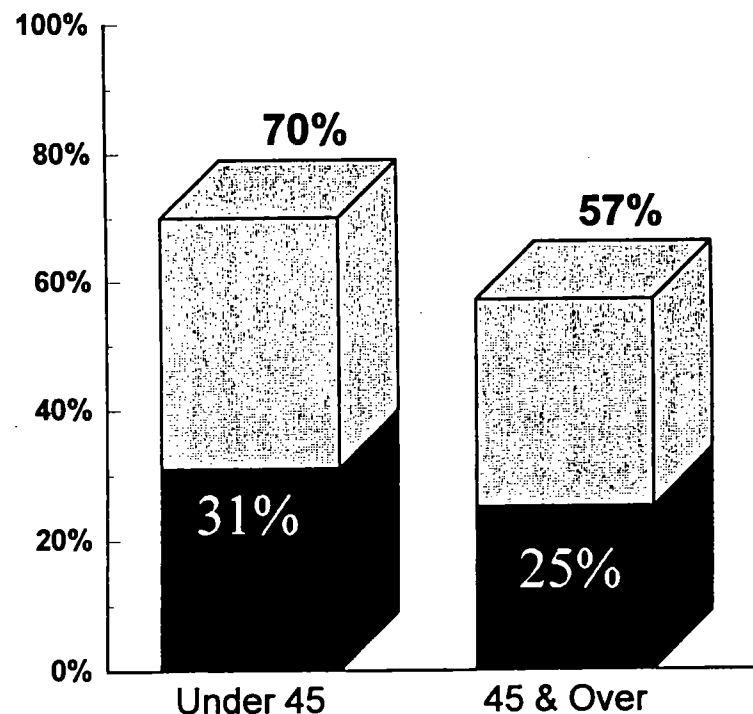


While all age groups are slightly more likely to see programs in their own community in a more positive light, younger voters see both programs in their community and across the nation more positively than do older voters.

***Is your general impression of most after school programs in the nation very positive, somewhat positive, somewhat negative, very negative, or don't you have an impression?**



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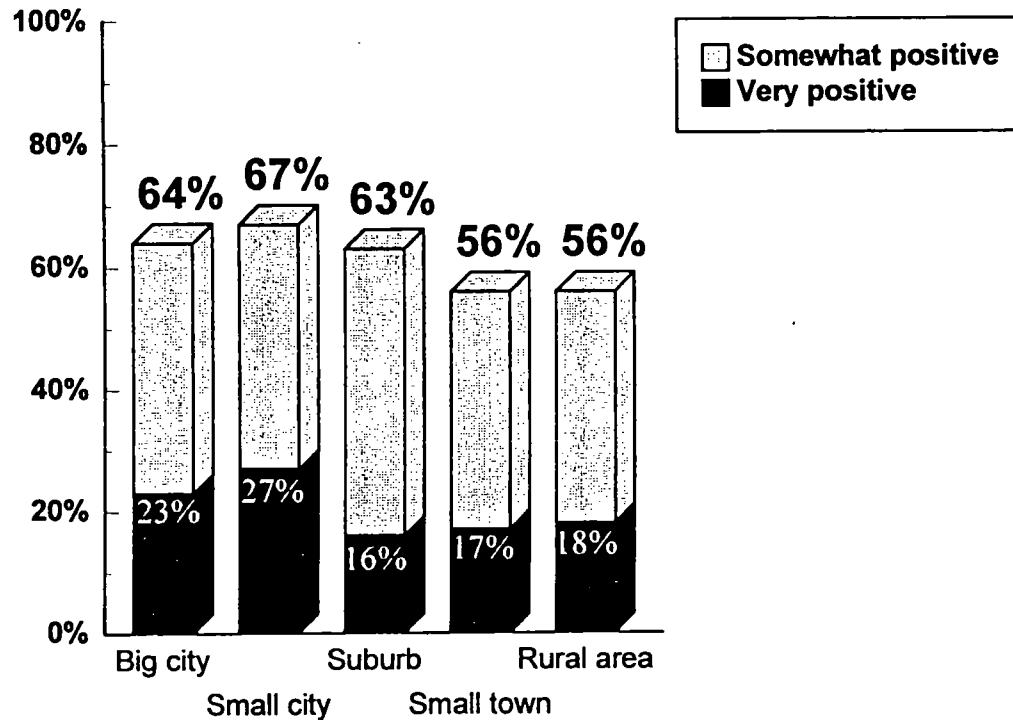


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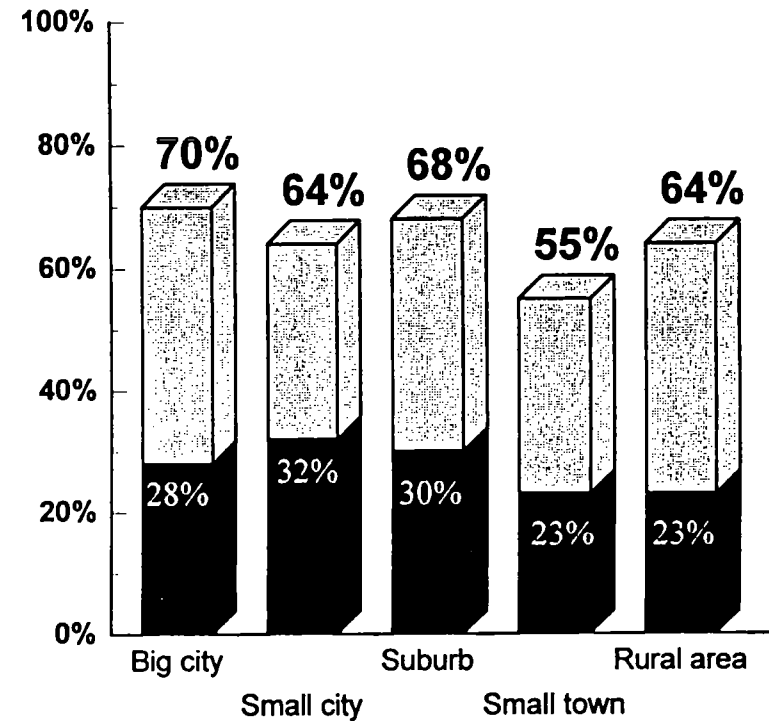


Small city and small town voters are equally positive about both the schools in their communities and those across the nation.

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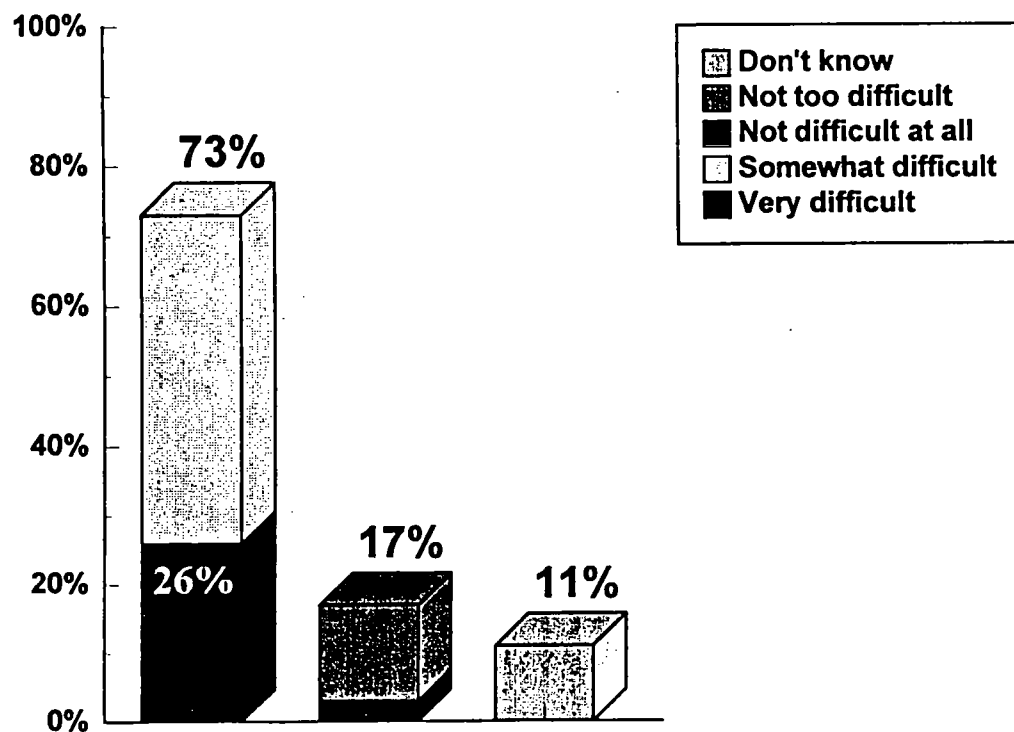


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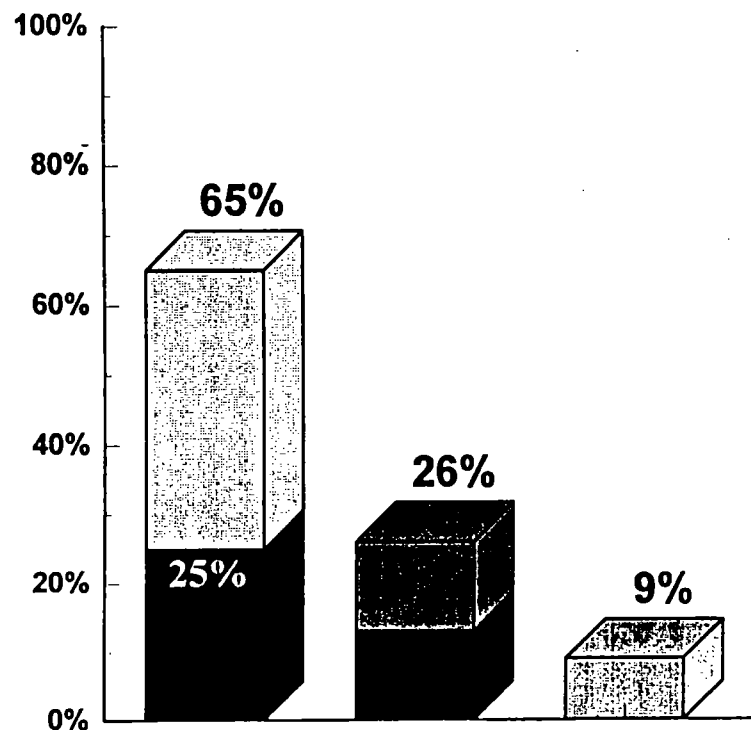


A strong majority of voters believe it is difficult to find after school programs. However, they believe it is less difficult to find after school programs in their own communities than across the nation.

*How difficult do you think it is for most parents to find after school programs in the nation -- very difficult, somewhat difficult, not too difficult, or not difficult at all?



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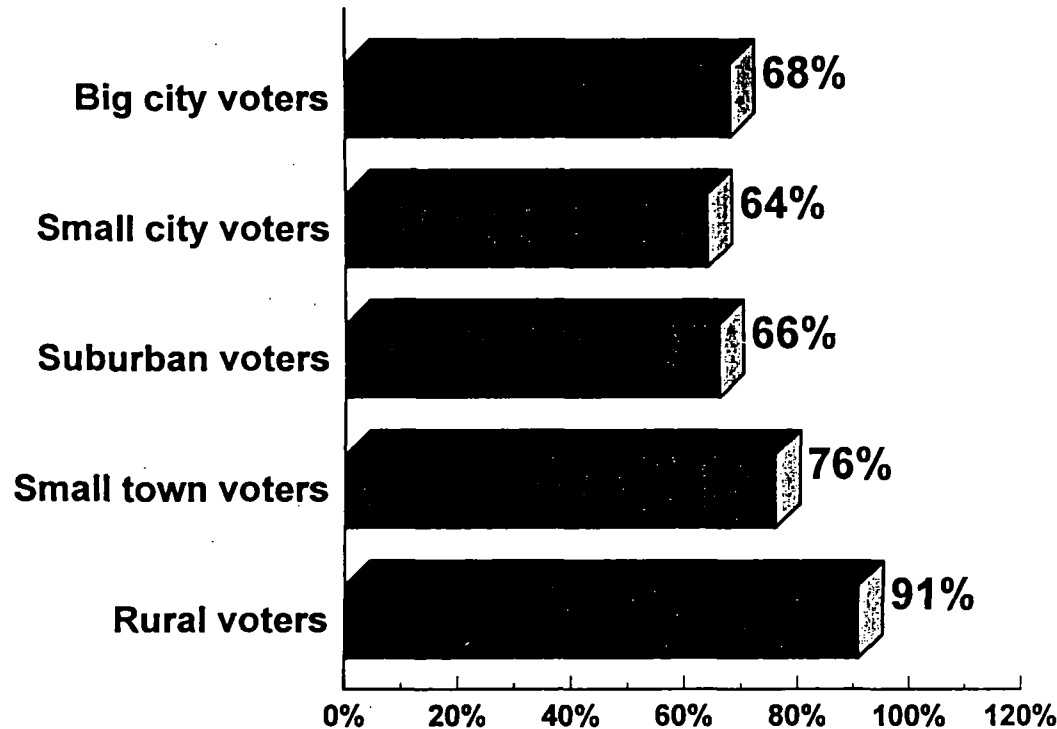
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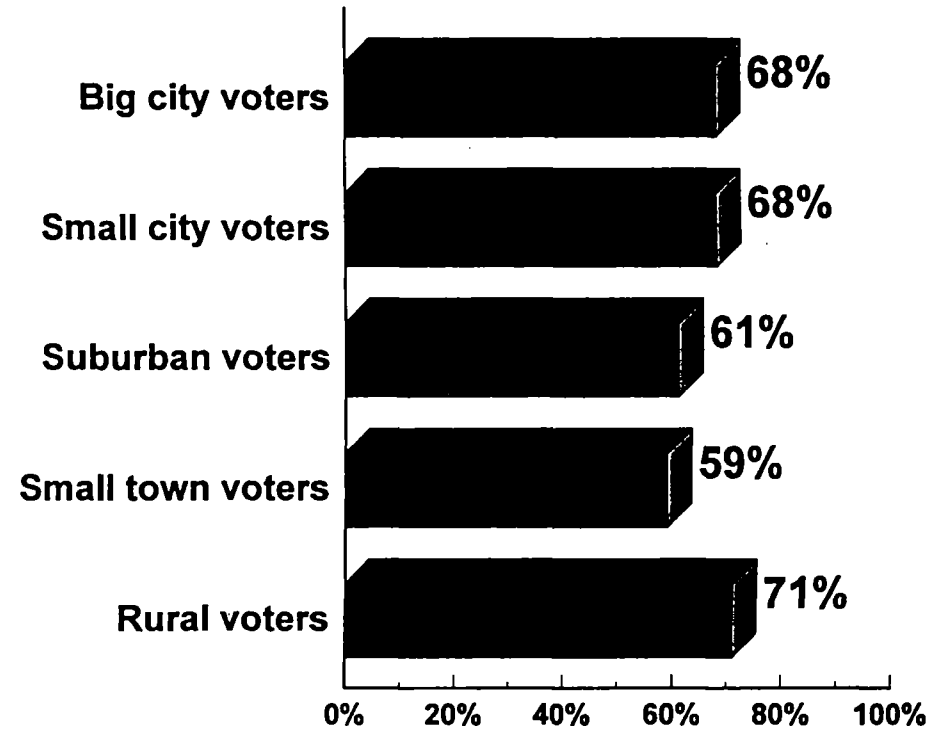
While a majority of all demographic groups find it difficult to find after school programs both nationally and locally, voters living in rural areas are most likely to find it difficult.

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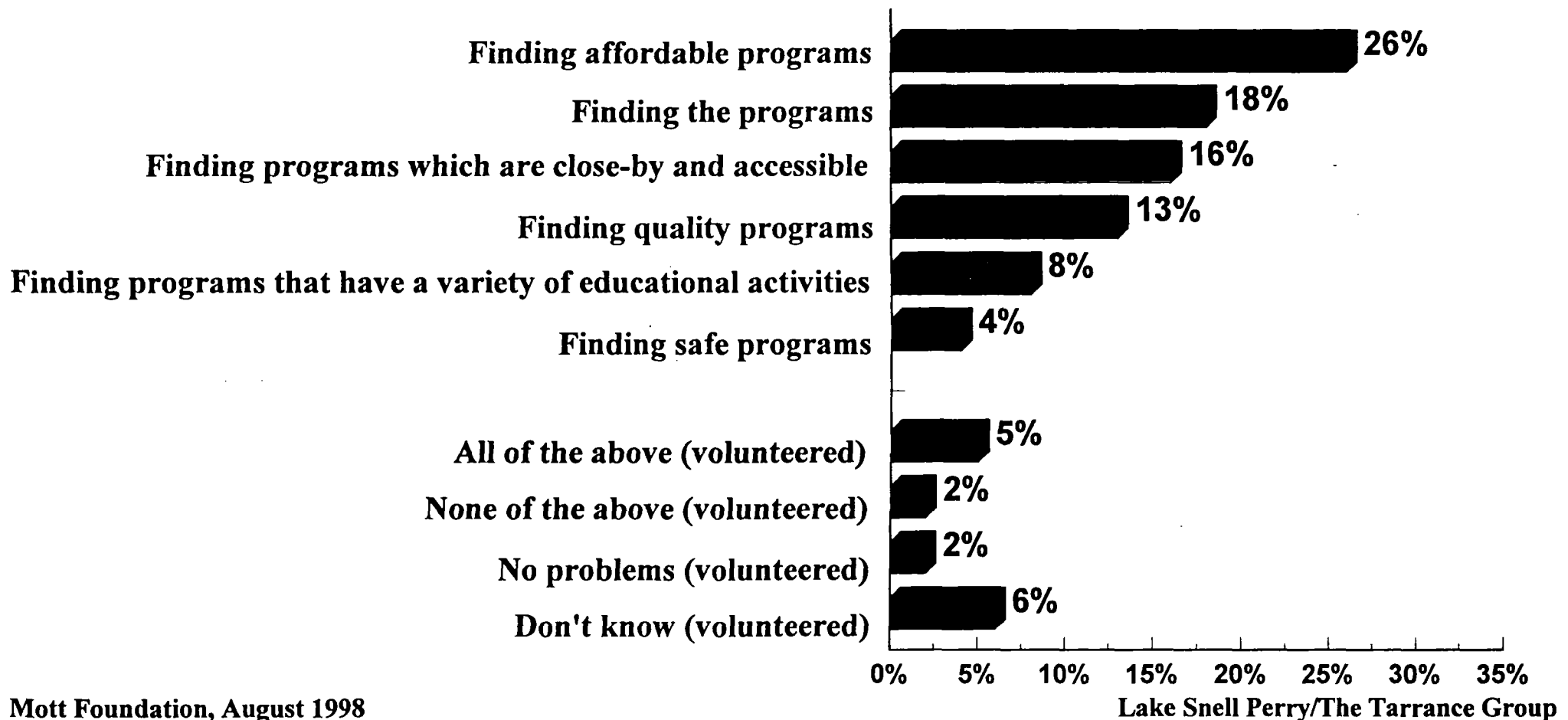
***How difficult do you think it is for most parents to find after school programs in your community -- very difficult, somewhat difficult, not too difficult, or not difficult at all?**





Voters believe parents have the most problems finding affordable programs, finding the programs, and finding programs that are close-by and accessible.

Which of the following would you say is the biggest problem facing parents in your community when it comes to after school programs?

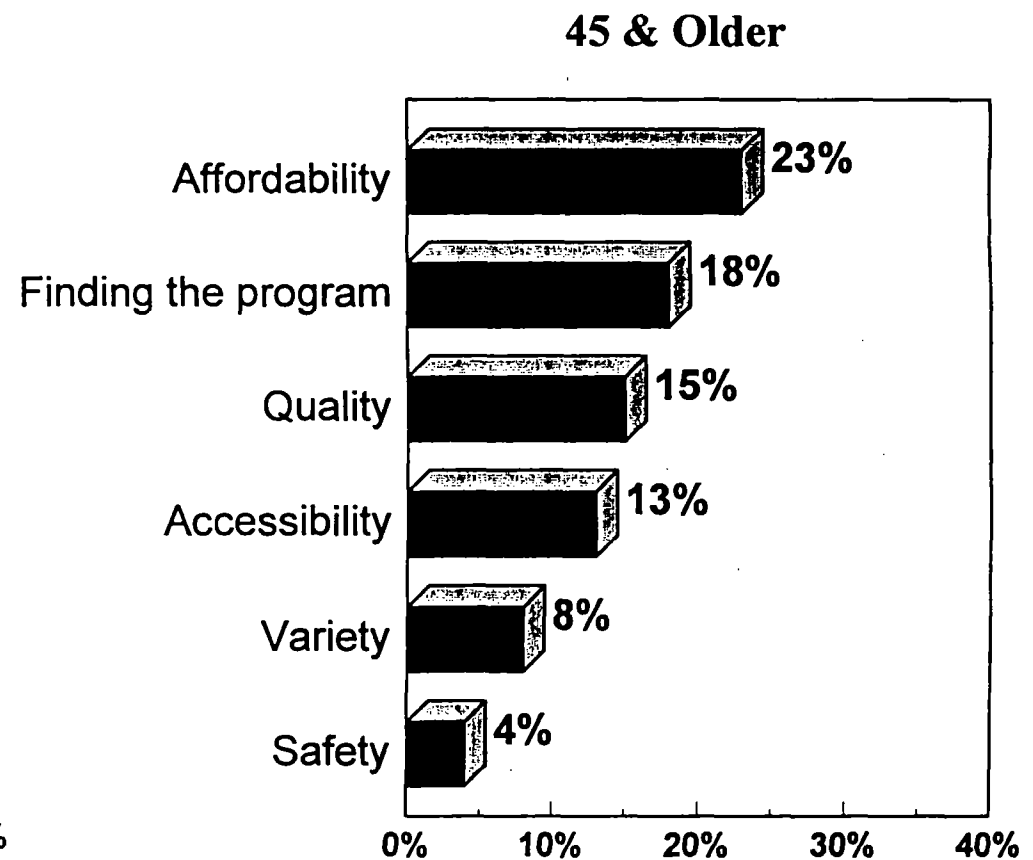
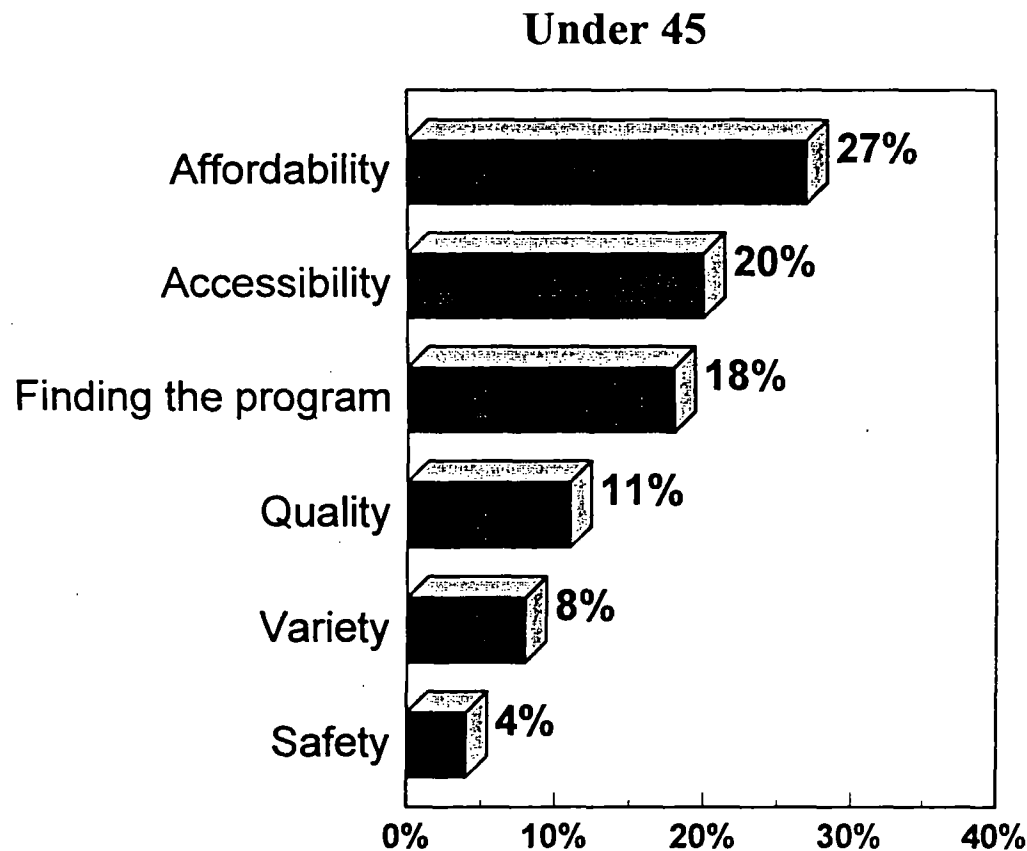


Mott Foundation, August 1998



Affordability is the biggest problem across age groups. However, younger voters are more concerned with accessibility, while older voters worry more about actually finding the programs.

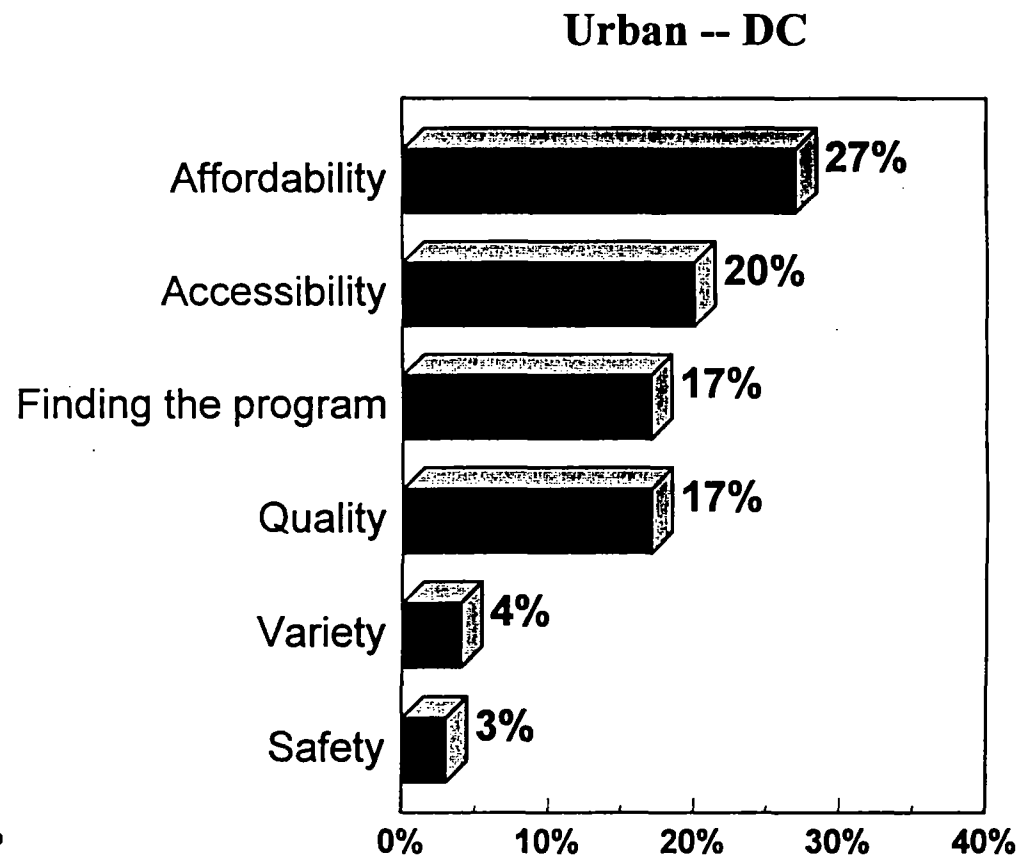
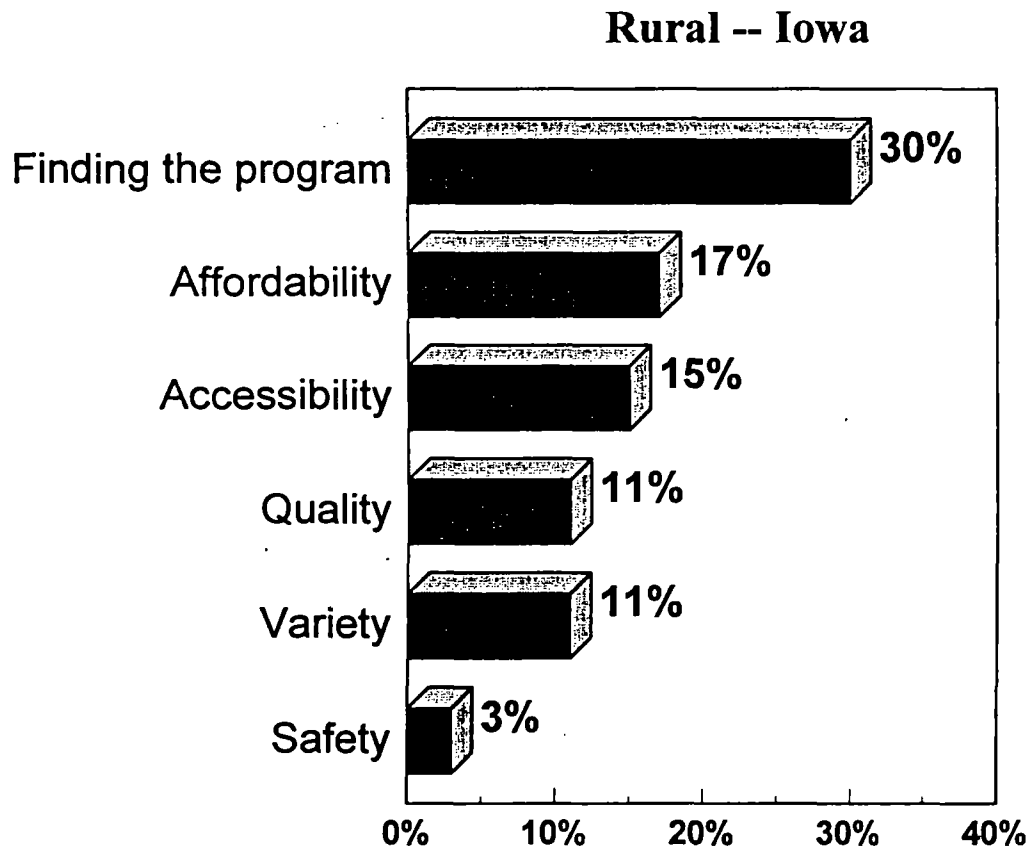
Which of the following would you say is the biggest problem facing parents in your community when it comes to after school programs?





Rural voters in Iowa are much more concerned with finding an after school program in their community, while affordability tops the concerns for more urban D.C. voters.

Which of the following would you say is the biggest problem facing parents in your community when it comes to after school programs?



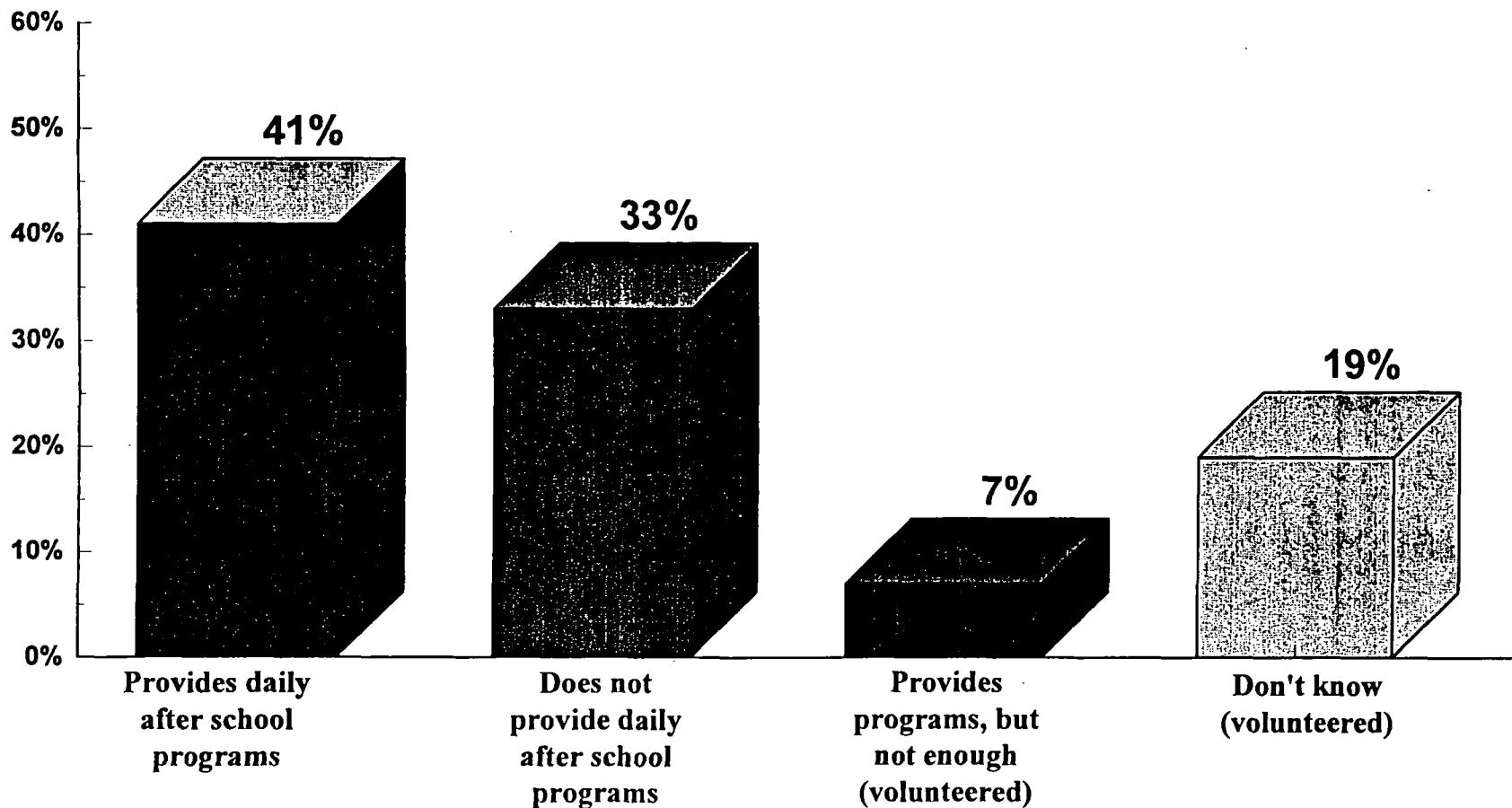
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Only four in ten voters say their community currently provides daily after school programs.

Does your community currently provide daily after school programs or does it not provide daily after school programs?



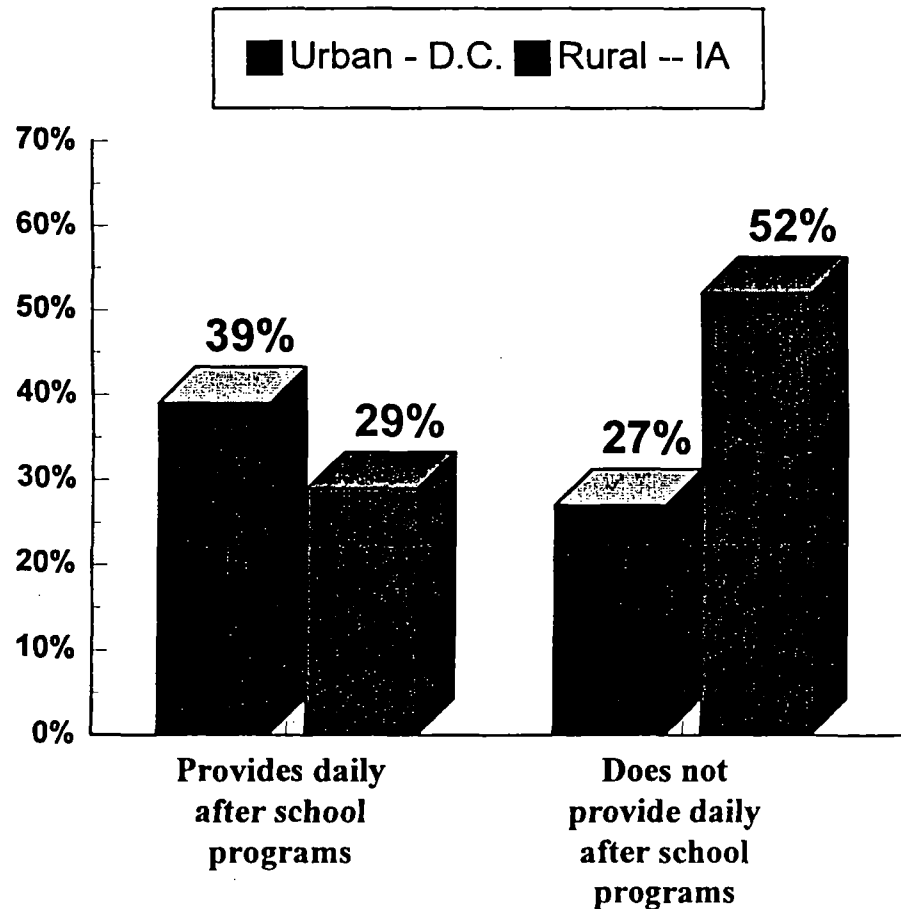
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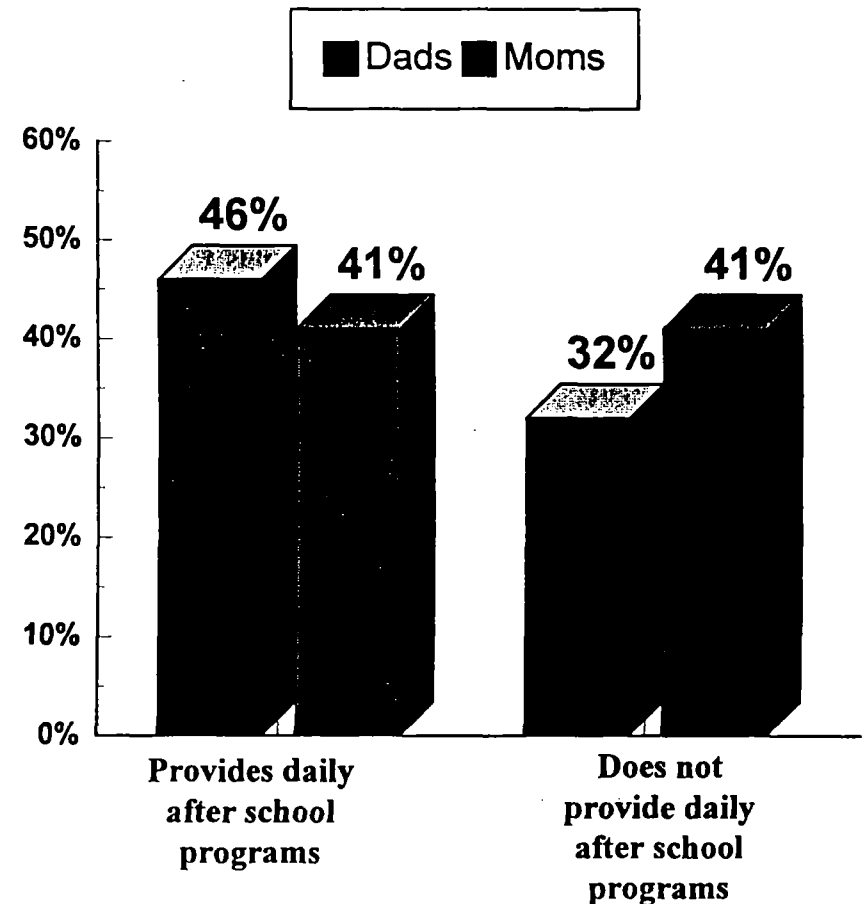


While urban voters are in keeping with voters overall, rural voters differ drastically, with over half saying programs are not provided in their community. Among parents, dads are more likely to think programs are provided than moms.

Does your community currently provide daily after school programs or does it not provide daily after school programs?



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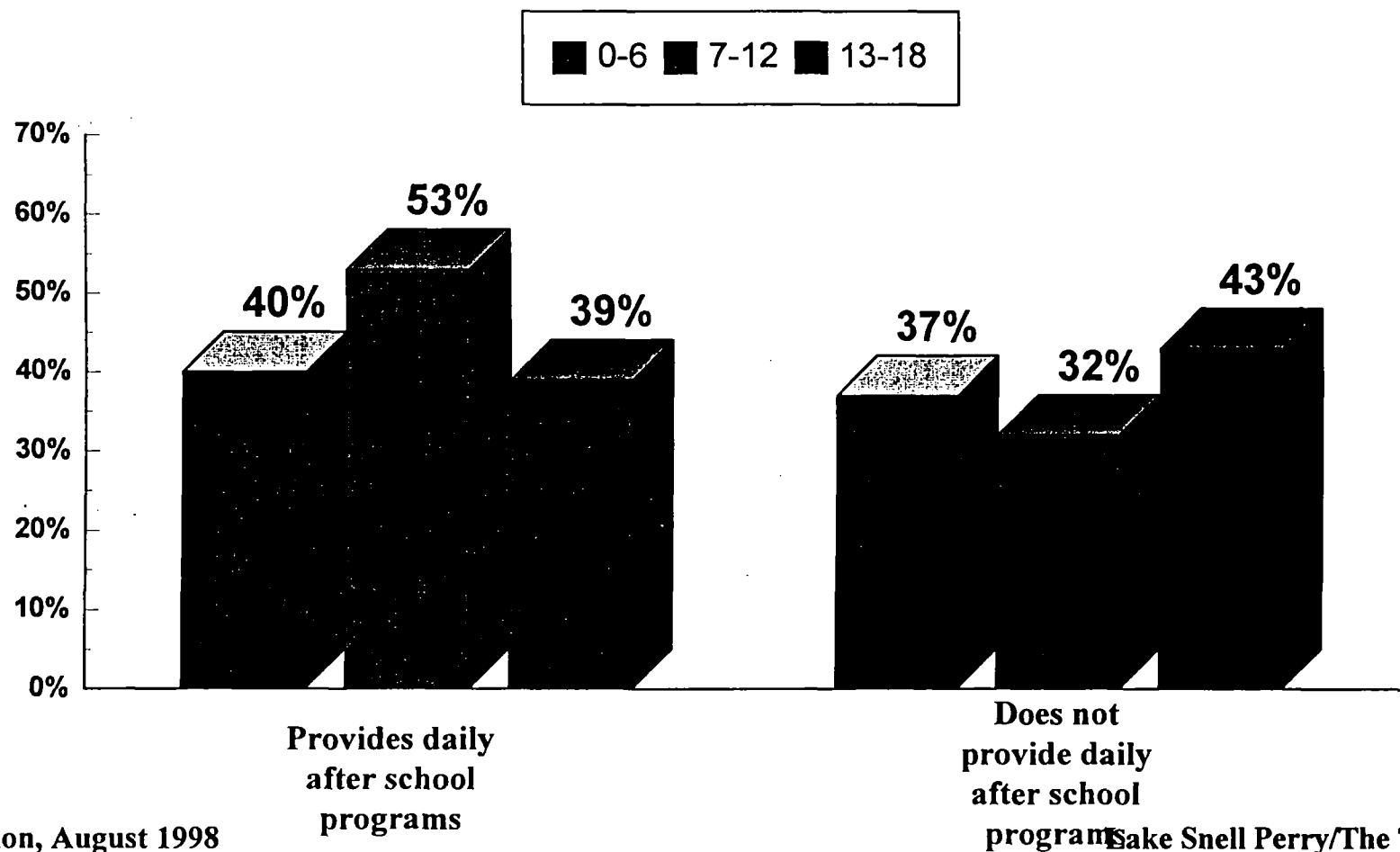


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Voters with children ages seven to twelve are more likely to think that their community provides after school programs. While more voters with older children think that their community doesn't.

Does your community currently provide daily after school programs or does it not provide daily after school programs?

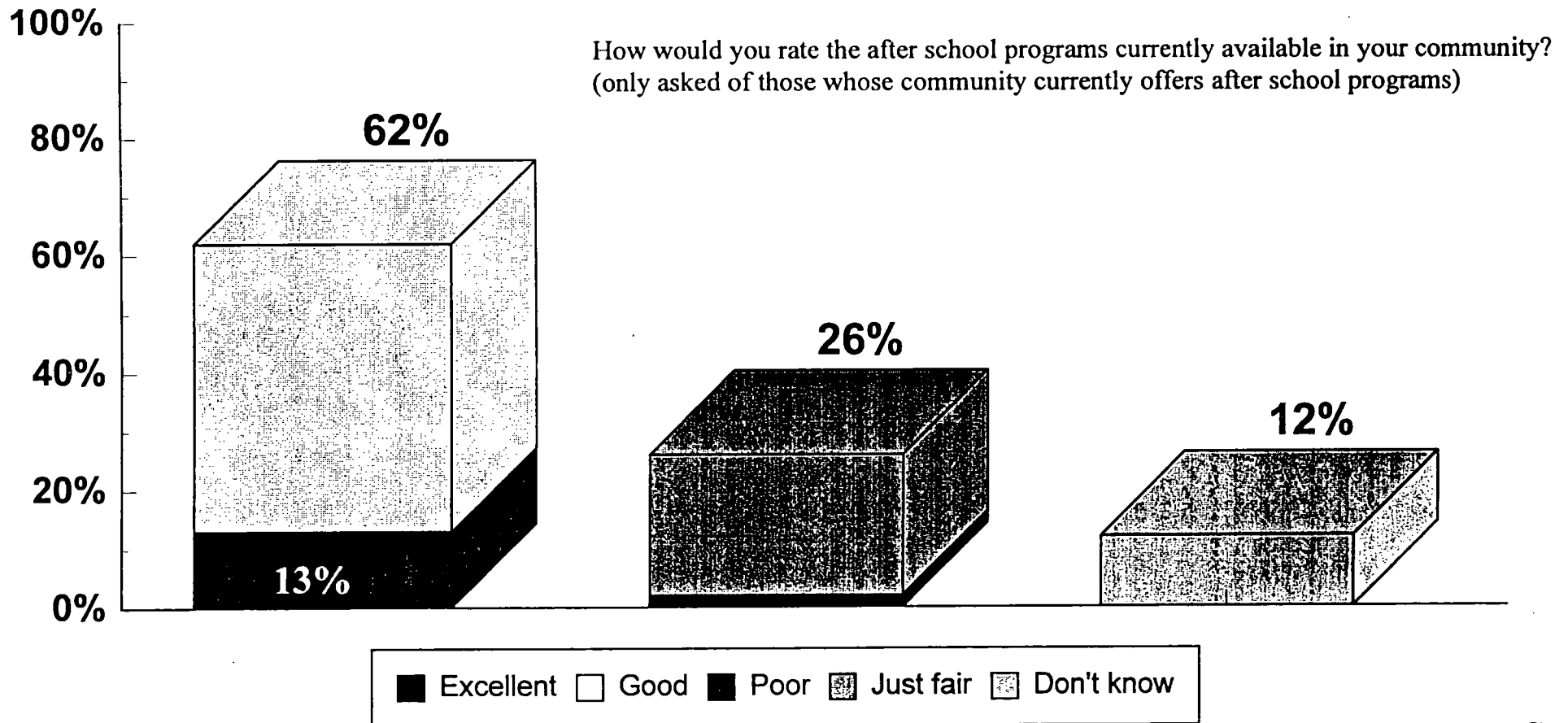


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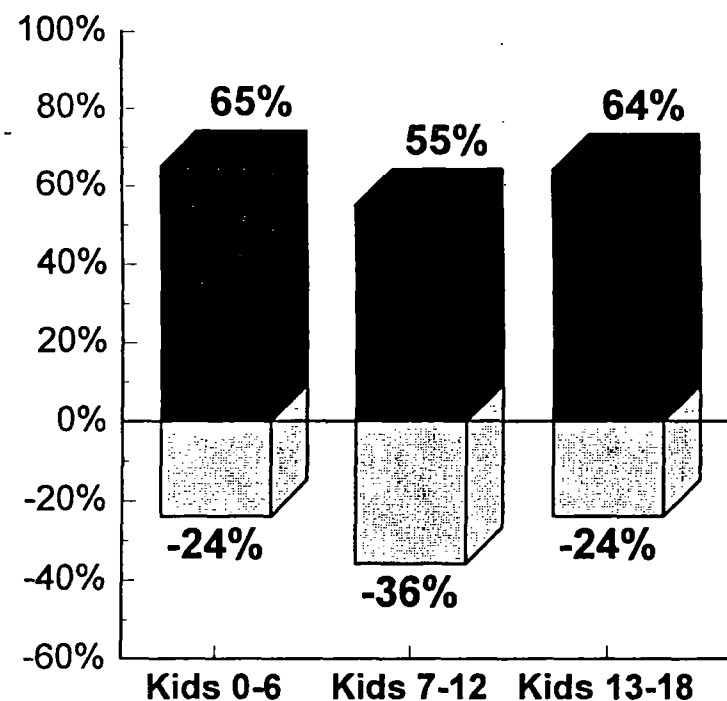
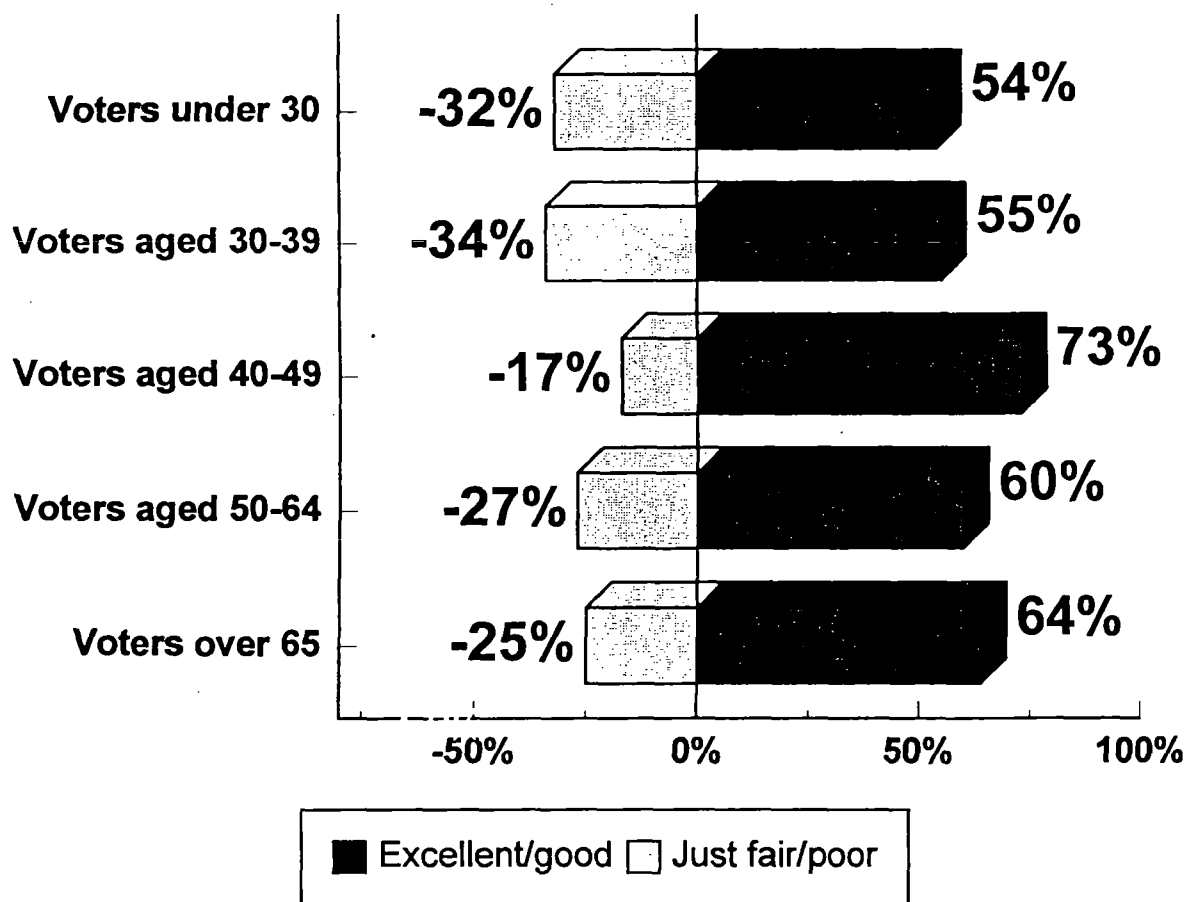
Of those who currently have after school programs in their communities, more than six in ten say the programs are excellent or good. However, a quarter of voters say the quality of their programs is just fair or poor. No demographic group rates programs more negatively than positively.





Voters aged 40-49 are more likely to give a good rating to programs in their community. Among parents with children at home, those with kids between age 7 and 12 are most likely to give programs in their community just a fair rating.

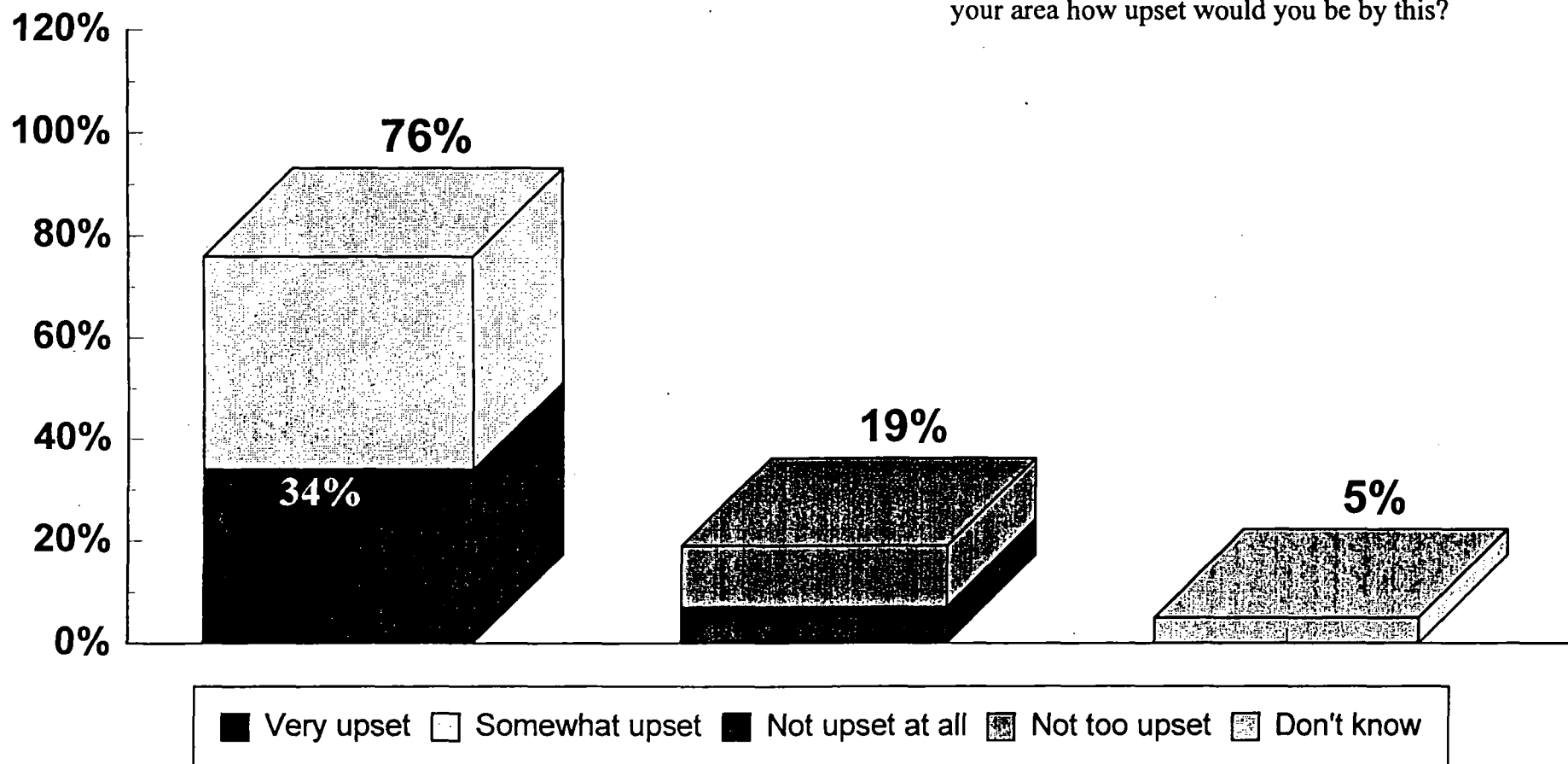
How would you rate the after school programs currently available in your community?
(only asked of those whose community currently offers after school programs)





More than three-fourths of voters would be upset if after school programs were not available in their area -- including a plurality who would be very upset. At least two thirds of every demographic group says they would be upset.

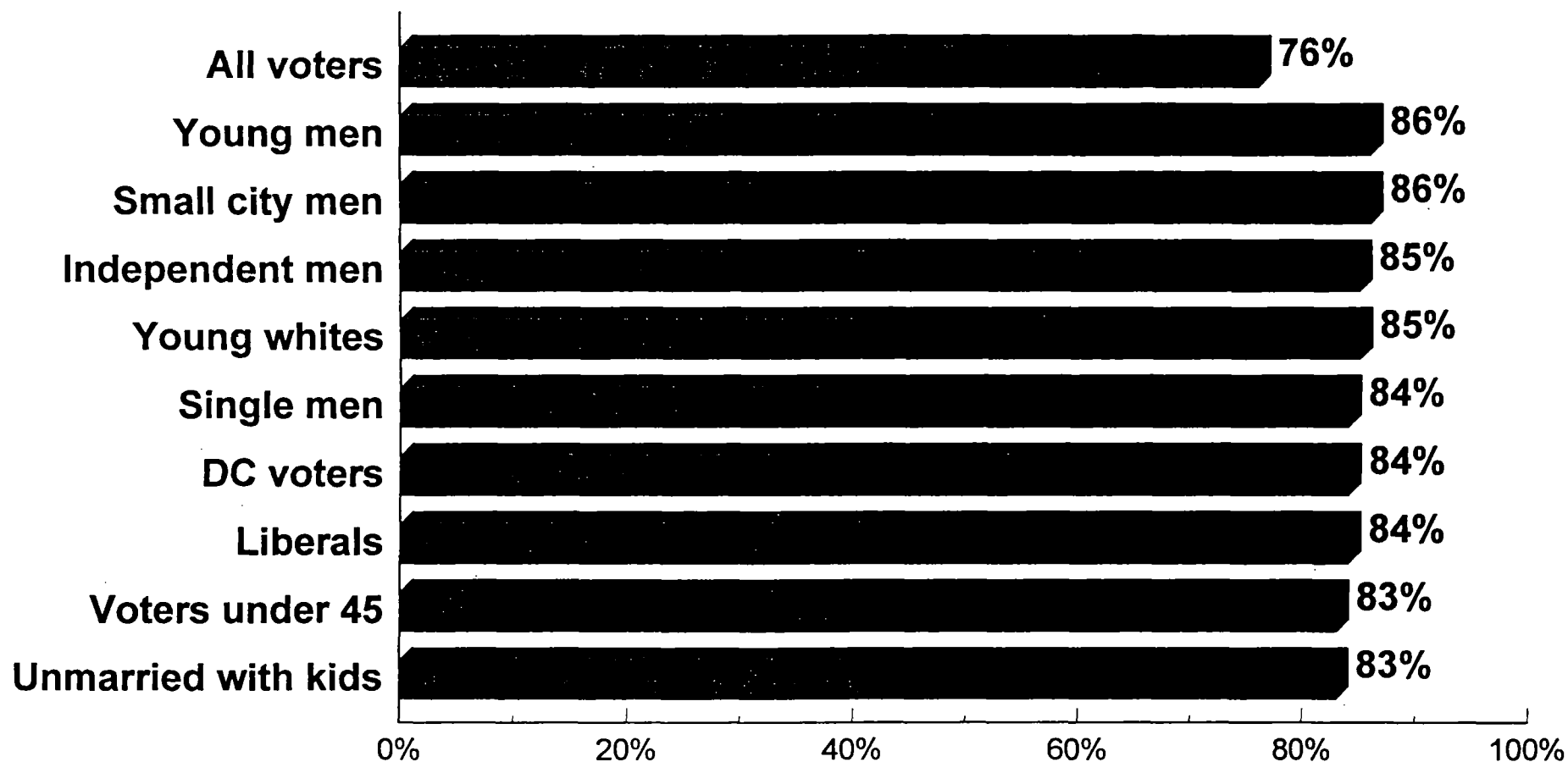
If after school programs are not available to children in your area how upset would you be by this?





Voters who would be the most upset because after school programs were not available to children in their areas tend to be younger men living in small cities who vote independently.

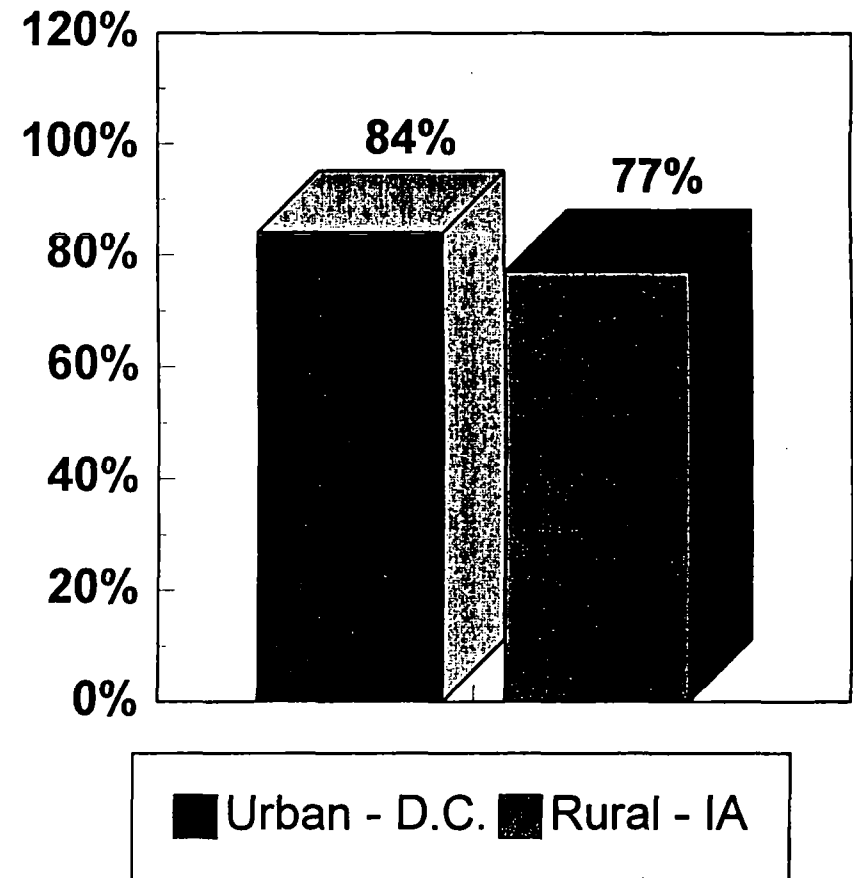
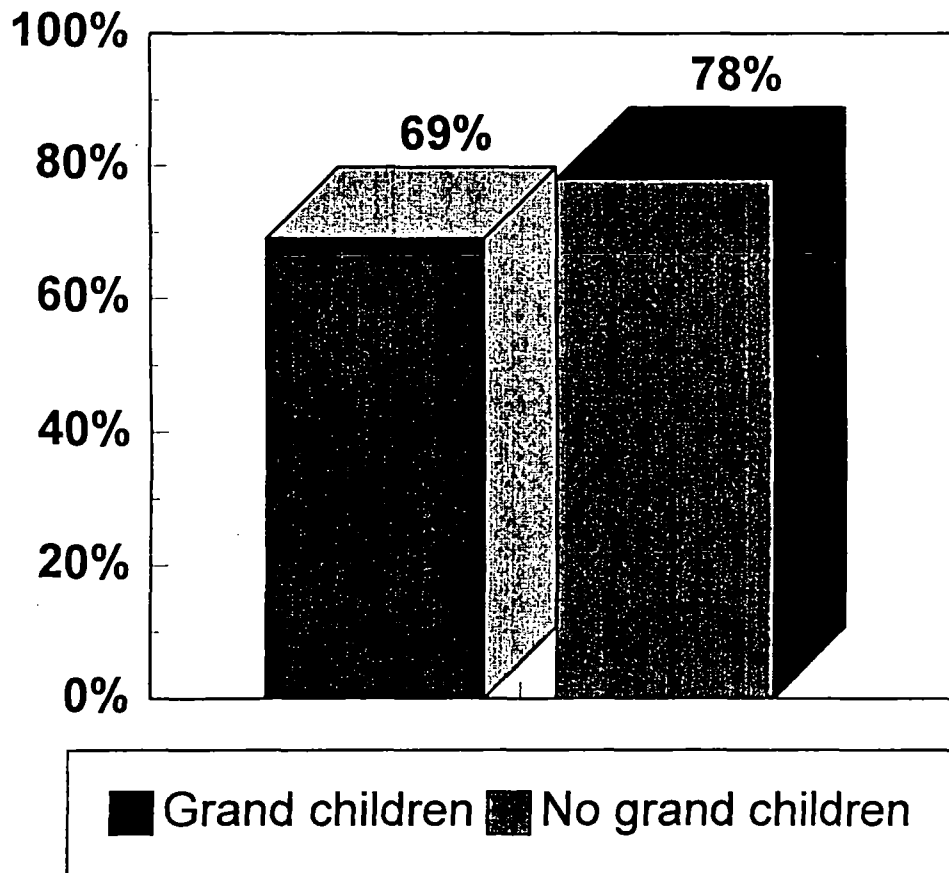
If after school programs are not available to children in your area how upset would you be by this?





Although a majority of all voter groups would be upset to find that there are no programs available in their areas, voters without grandchildren would be more upset than those with grandchildren -- likewise urban voters would be more upset than rural voters.

If after school programs are not available to children in your area how upset would you be by this?





The Program



Support for after school programs

- Voters overwhelmingly favor an after school program in public school buildings after hearing the description, with a full two-thirds favoring it strongly. Strong majorities of every demographic group strongly favor this program.
- Strong support for this program runs across all age categories. However, voters ages 30 to 39 are slightly more likely to favor the program.
- Voters intensity for school-based after school programs increases by the end of the survey.
- Eighty-five percent of voters remain solidly in favor of this after school program, while there is a net shift of 0 between favor and oppose. At least three-fourths of every sub-group remains solidly in favor.
- Voters most likely to shift their position in favor of school-based after school programs are older conservative Independent voters and women living in small cities. Younger African-American men and parents with children between the ages of 13 and 18 are most likely to shift away from favorable.
- While a full two-thirds of voters overall are strongly in favor of this program, Hispanic men, single parents, and Democratic men are the most enthusiastic about this program.



Support for after school programs

- According to voters, enrichment programs, youth development and extended learning best describe the school-based program, but none really hit a home run.
- Much like voters overall, voters who are favorable toward this program believe that "enrichment programs," "youth development," and "extended learning" are the most descriptive while they are the most favorable towards "after school programs."
- Voters feel the most favorable toward the names "after school programs," "youth development," "community learning center," and "enrichment programs."
- Overwhelmingly, voters favor providing school-based enrichment programs during after school hours in their own community. Support remains unchanged when referred to as making daily after school programs available to all children.
- Both younger and older voters are equally favorable toward providing school-based enrichment programs in their community and for all children.
- At least nine out of ten voters across all three political parties favor providing school-based after school programs both in their community and to all children, with strong intensity behind these views.



Support for after school programs

- In addition, more than seven in ten voters are willing to pay to make these programs available, with more than four in ten saying they are very willing. Slightly more voters are willing to pay \$10 more in taxes a year for programs in their community than are to make programs available to all children, but the intensity remains.
- Younger voters are the most willing to pay \$10 more in taxes a year for programs in their community.
- While voters across all parties are willing to pay \$10 more in taxes a year, Republicans are slightly less willing than both Democrats and Independents, especially when the programs would be available to all children.
- Voters are less willing to fund these school based programs when they hear they cost between \$35,000 and \$200,000 a year, especially if it is to make these programs available to all children. There is a sharp drop in intensity from the previous question.
- When they hear the programs cost between \$35,000 and \$200,000 a year, older voters are less willing to pay for these programs than are younger people, particularly when they hear the programs are available to all children.
- Democrats are the most willing to pay when they hear the programs cost between \$35,000 and \$200,000 a year, although strong majorities of all three parties are willing to pay. Voters across political parties are more willing to pay when the programs are for the local communities.



Support for after school programs

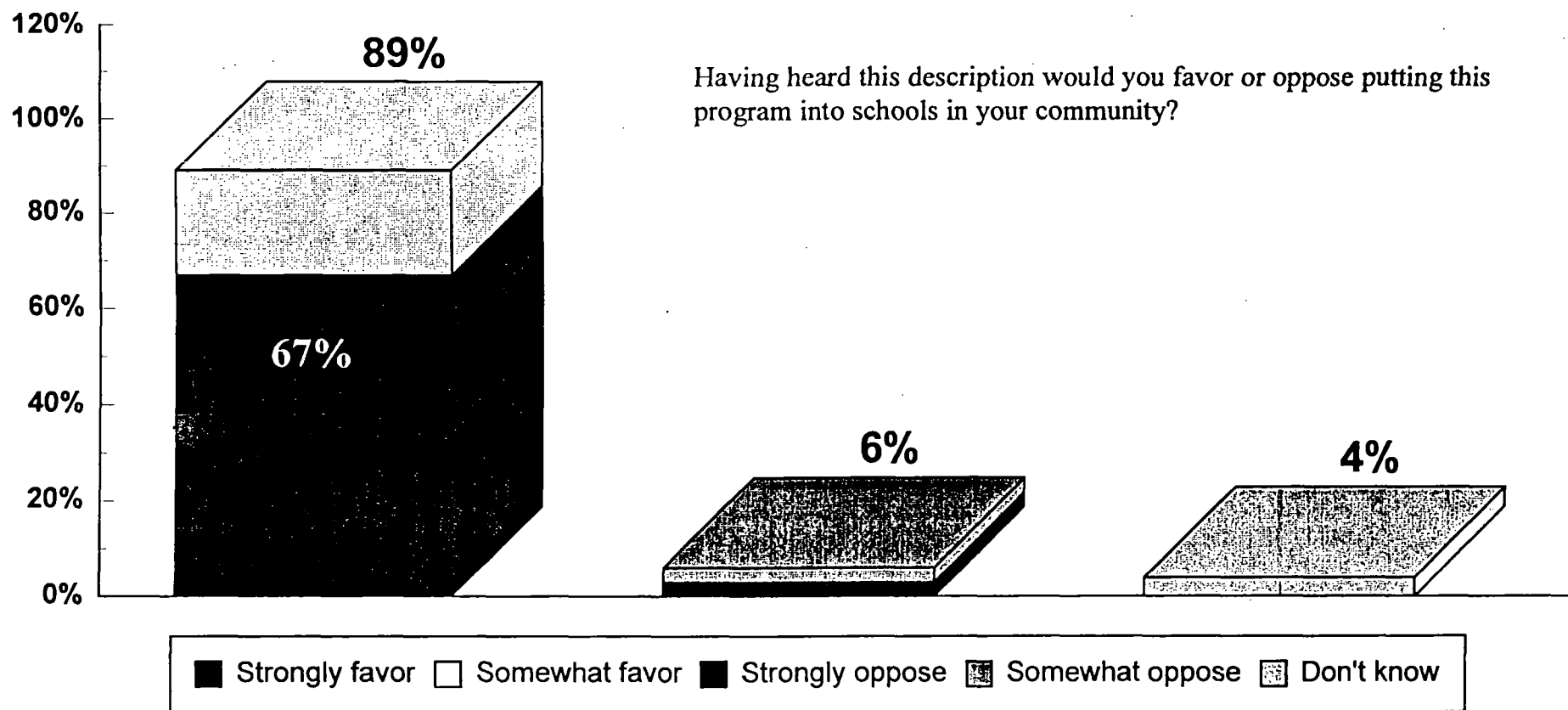
- Younger, Democratic, white, men are most favorable and willing to pay to provide school-based enrichment programs in their community.
- Although a majority of all groups are willing to pay for community school-based programs, whites, voters under 45 and voters with children in their homes are more willing than their counterparts.
- When described as an after school program available to all children, Hispanic voters, younger voters and voters with children in the home are the most willing to pay.
- While they favor school-based enrichment programs in their community, African-American men, voters who are widowed, and seniors are least willing to pay for it.
- Voters most willing to pay for daily after school programs available to all children are younger, Democratic, with children who are six years old or younger.
- Younger African-Americans and Midwestern voters tend to be more unwilling to pay for daily after school programs available to all children.



Now let me read you a program which some people have recommended implementing. This program would use public school buildings during after school hours to provide children with fun, enriching learning opportunities that extend beyond school's traditional academic style, that challenge them, and that give them more individualized attention.



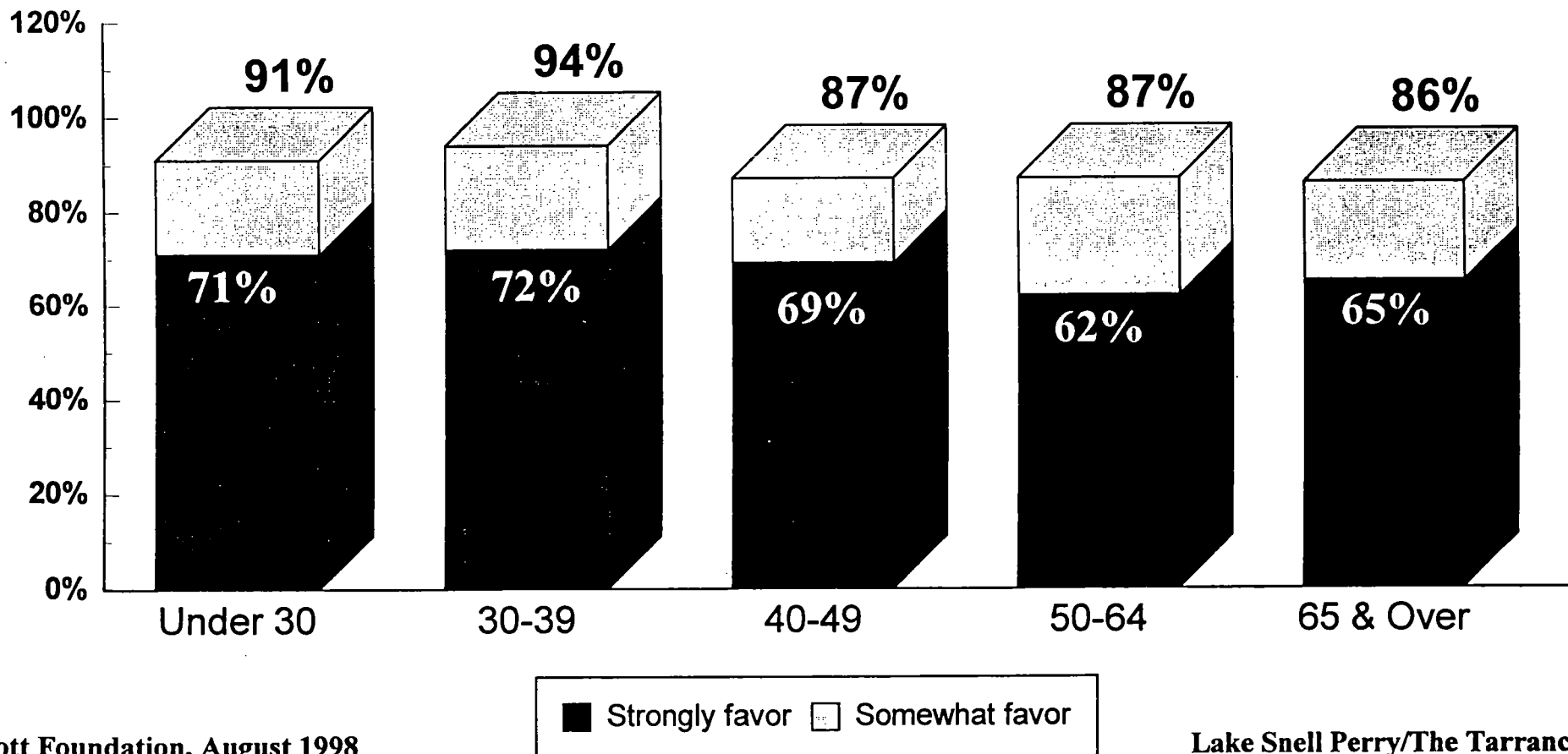
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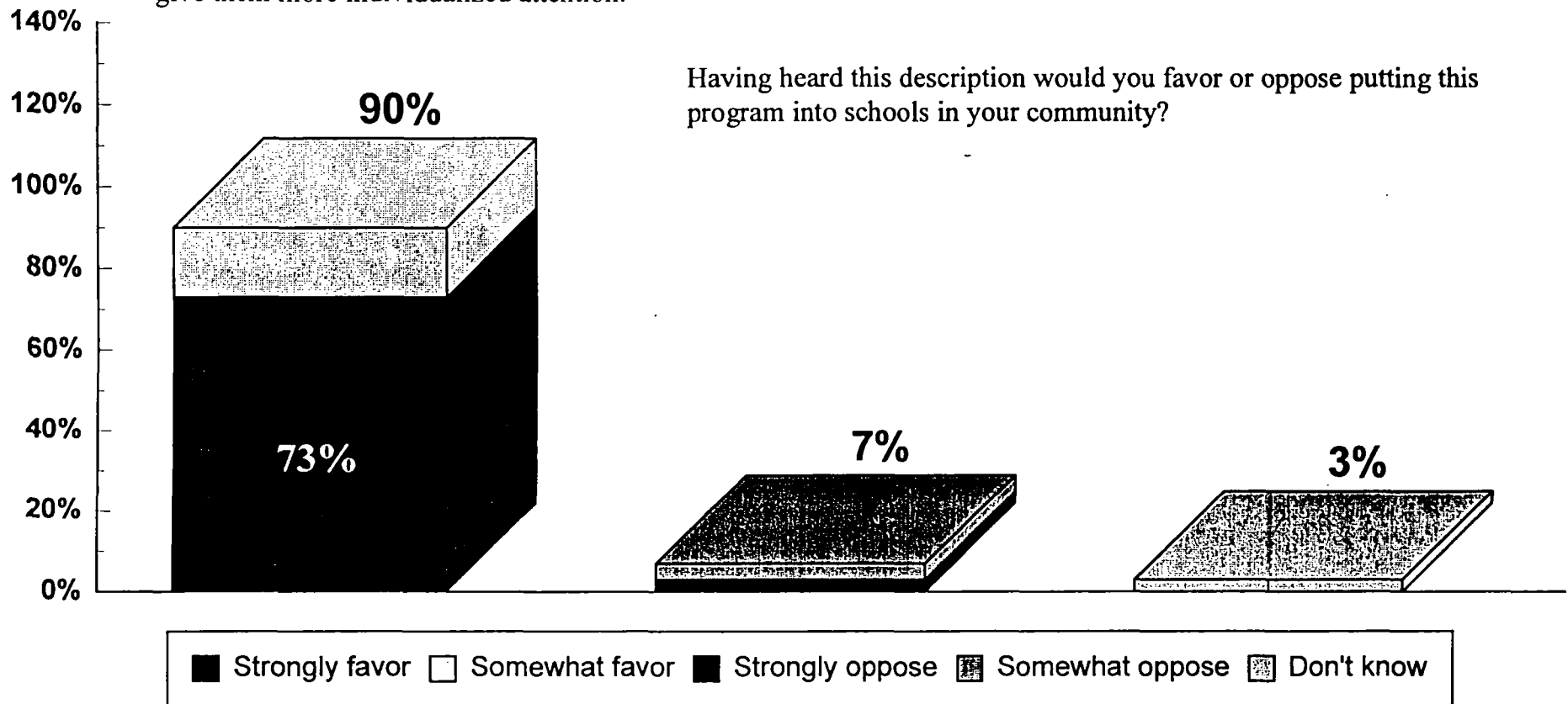
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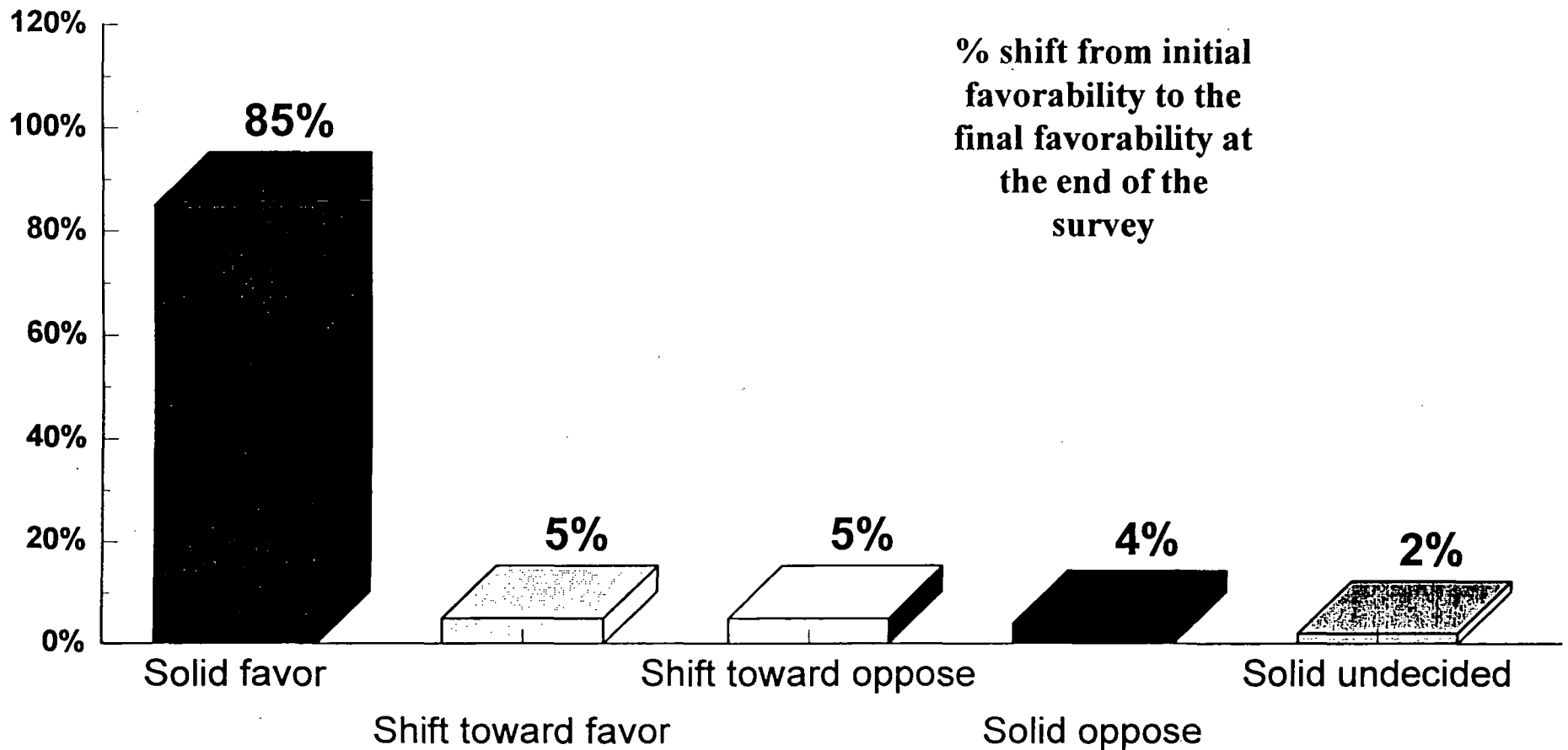
Voters intensity for school-based after school programs increases by the end of the survey.

Sometimes during the course of a survey people change their minds. Now let me read you a program which some people have recommended implementing. This program would use public school buildings during after school hours to provide children with fun, enriching learning opportunities that extend beyond school's traditional academic style, that challenge them, and that give them more individualized attention.





Eighty-five percent of voters remain solidly in favor of this after school program, while there is a net shift of 0 between favor and oppose. At least three-fourths of every sub-group remains solidly in favor.



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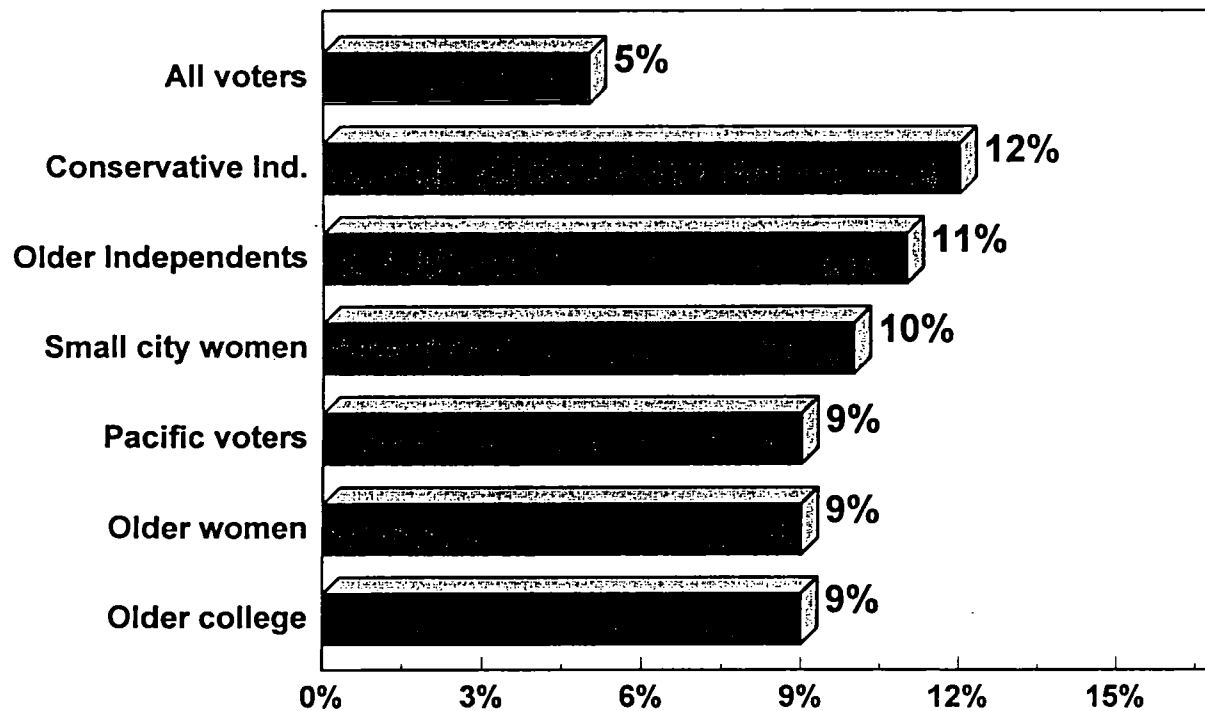


Voters most likely to shift their position in favor of school-based after school programs are older conservative Independent voters and women living in small cities. Younger African-American men and parents with children between the ages of 13 and 18 are most likely to shift away from favorable.

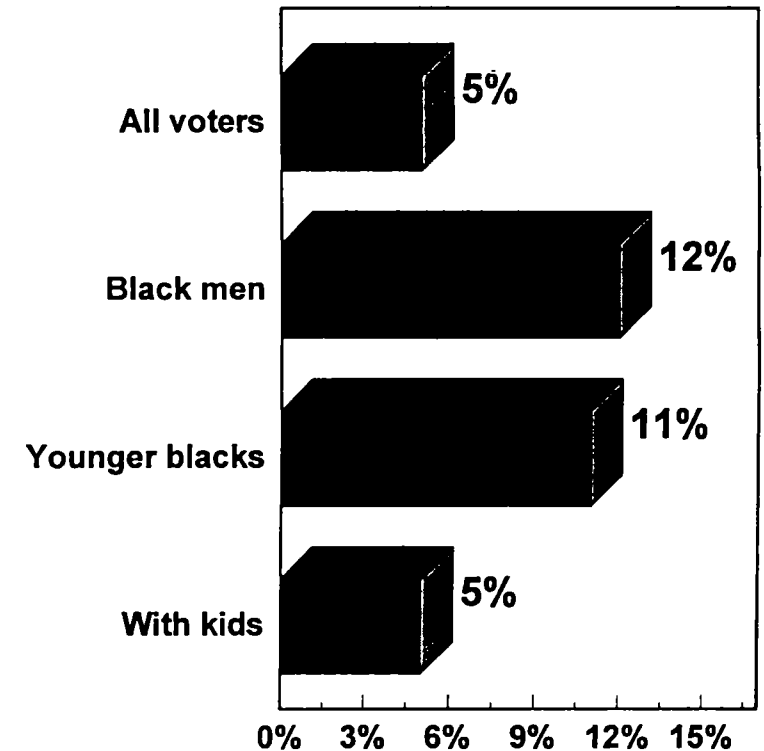
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Having heard this description would you favor or oppose putting this program into schools in your community?

(% of voters who shift to favorable)



(% of voters who shift to unfavorable)



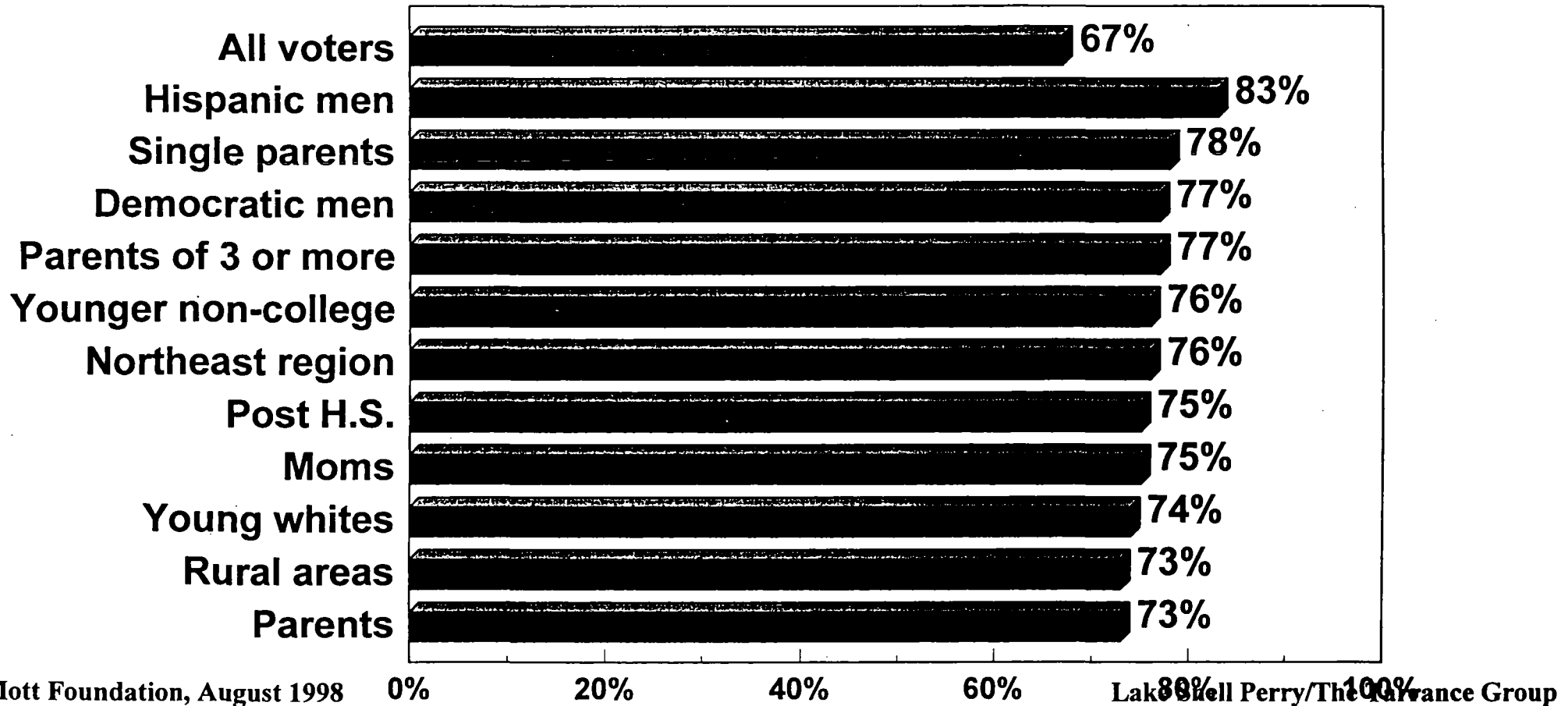
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While a full two-thirds of voters overall are strongly in favor of this program, Hispanic men, single parents, and Democratic men are the most enthusiastic about this program.

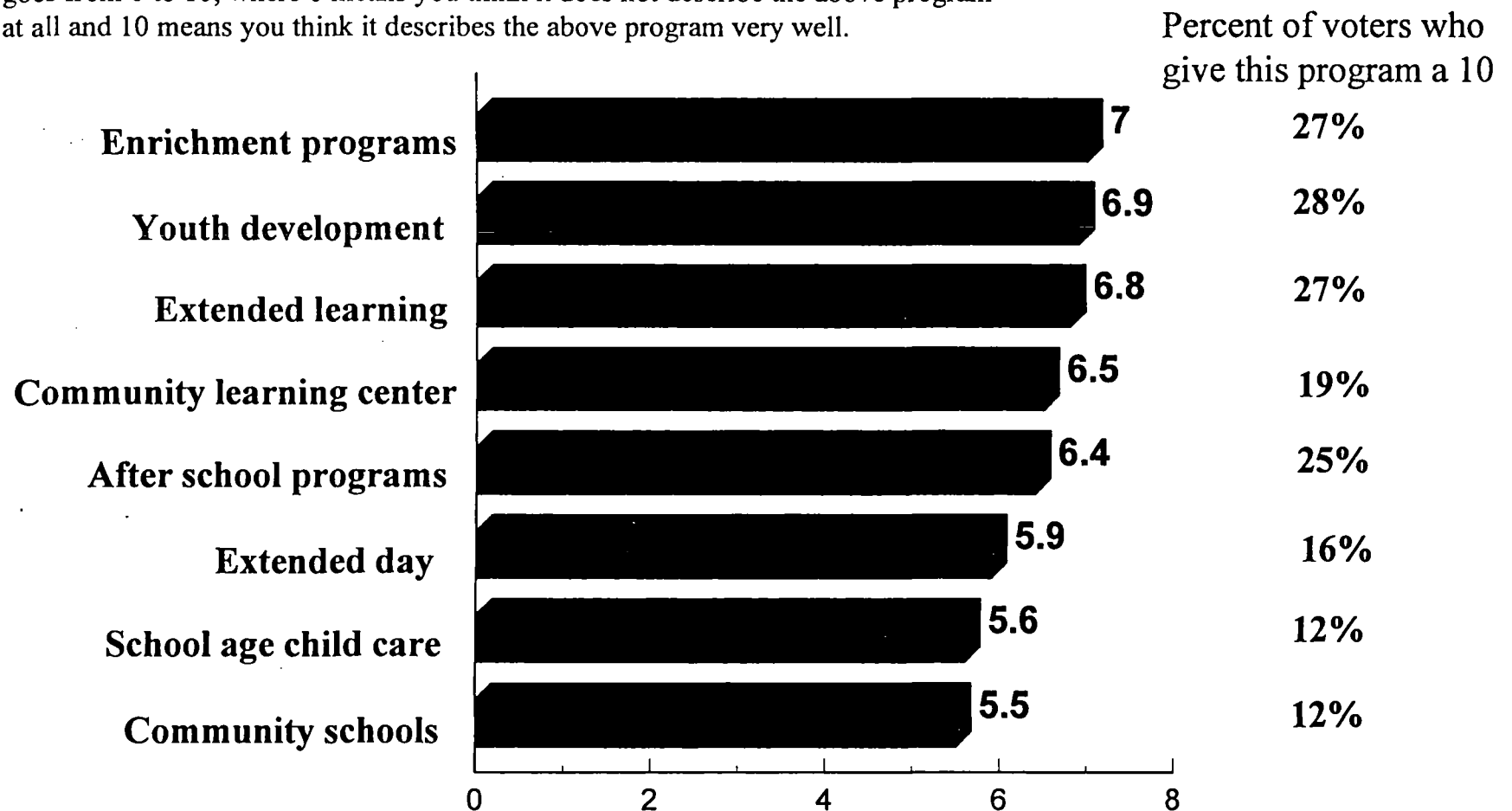
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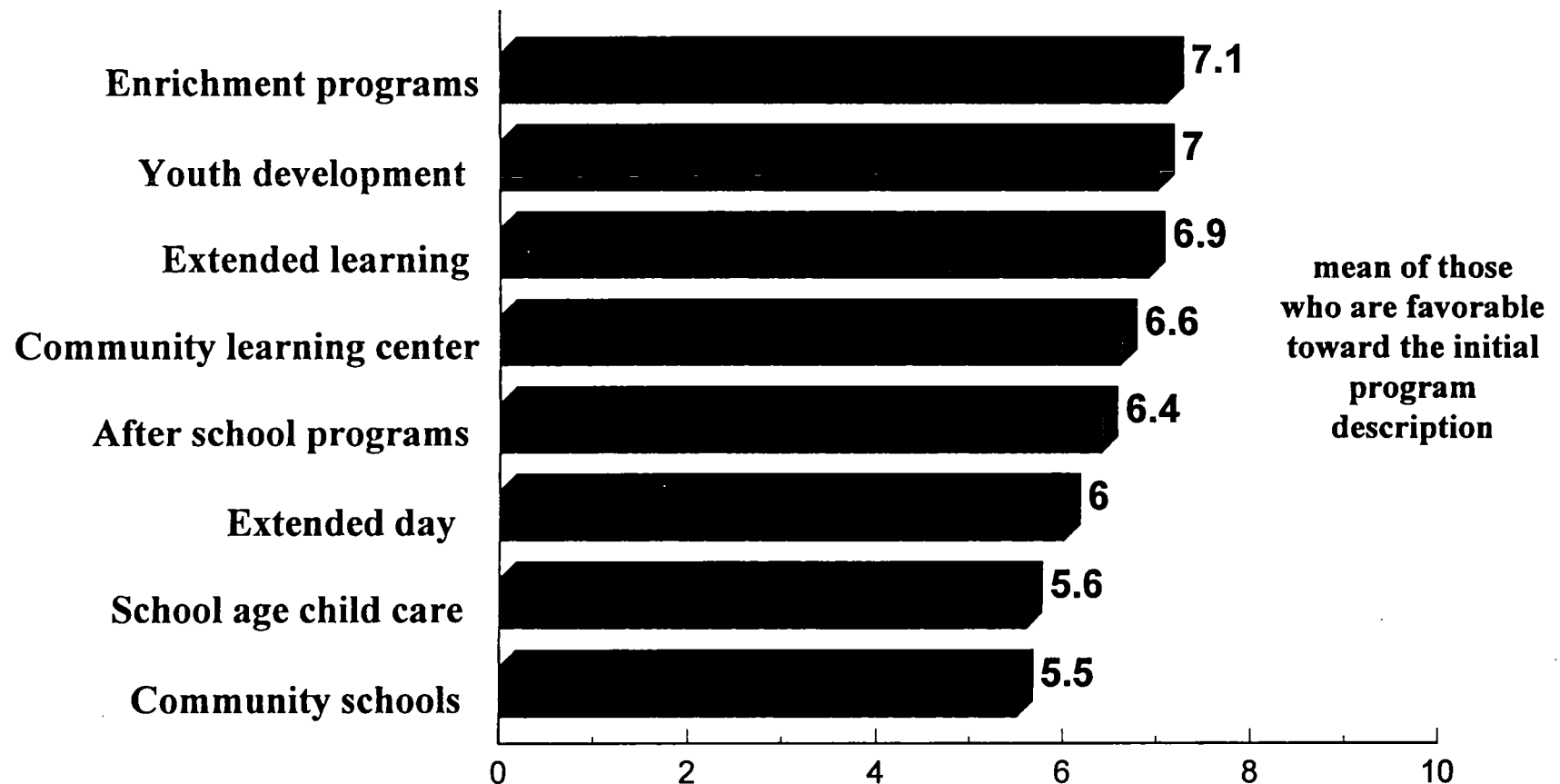
Now let me read you some different names other people have given for the school-based program I just read to you. For each one, please rate on a scale which goes from 0 to 10, where 0 means you think it does not describe the above program at all and 10 means you think it describes the above program very well.





Much like voters overall, voters who are favorable toward this program believe that "enrichment programs," "youth development," and "extended learning" are the most descriptive while they are the most favorable towards "after school programs."

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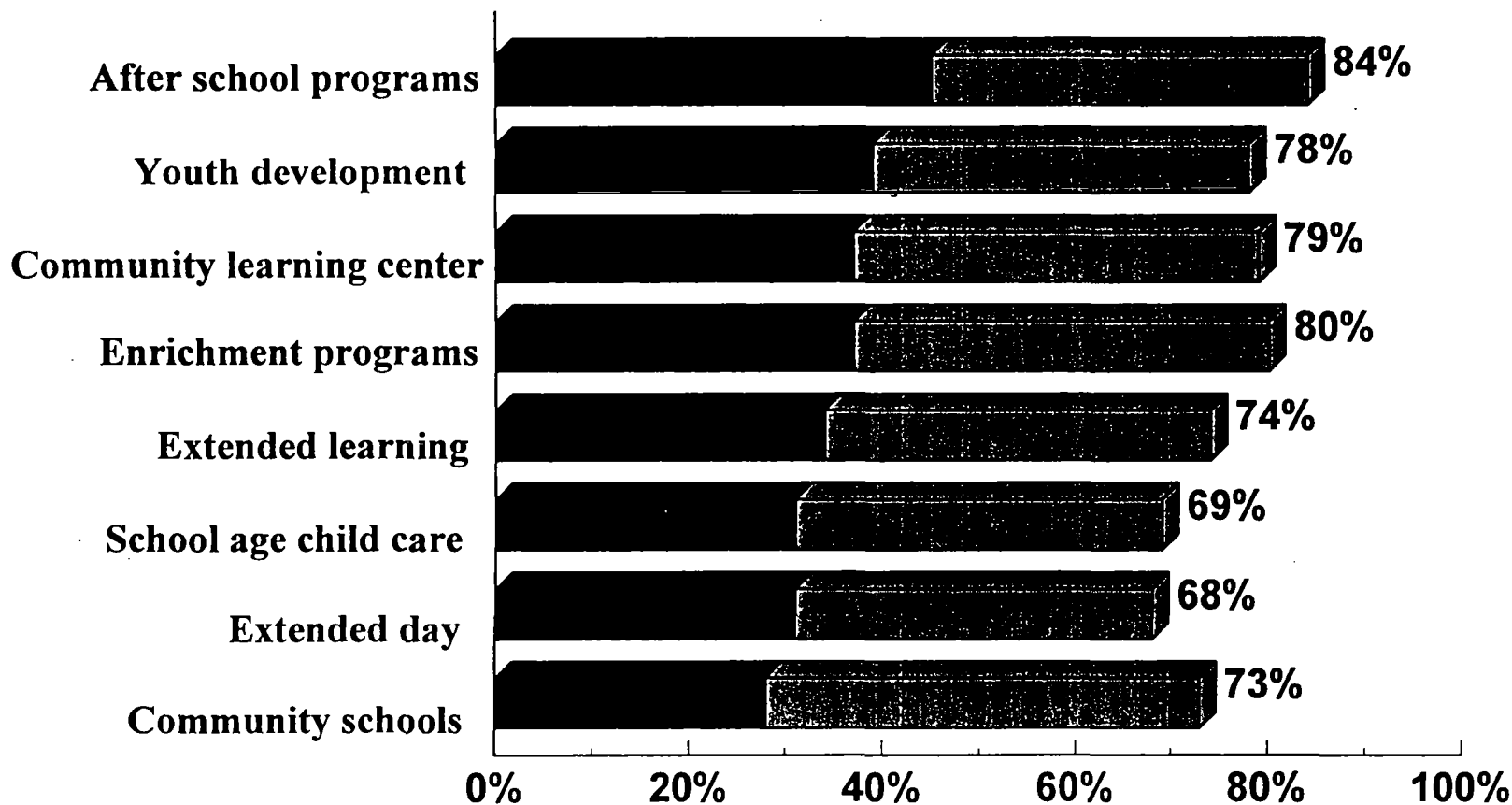
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Voters feel the most favorable toward the names "after school programs," "youth development," "community learning center," and "enrichment programs."

Now let me read you some different names other people have given for the school-based program I just read to you. For each one, please tell me how favorable you feel towards each name -- very favorable, somewhat favorable, not too favorable, or not favorable at all.



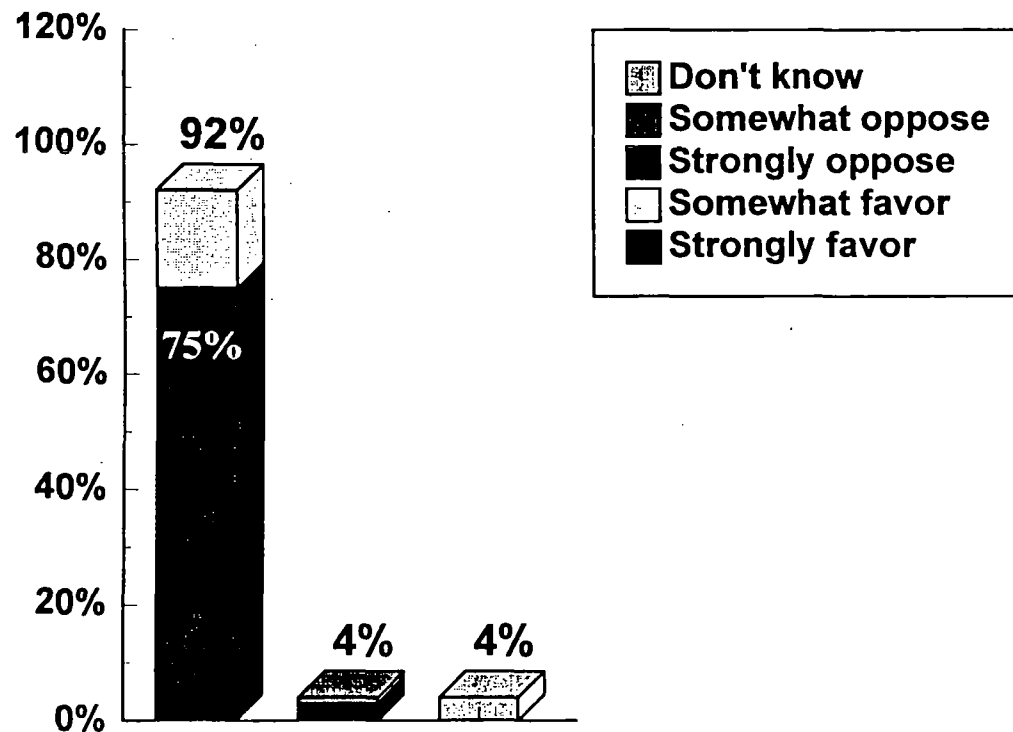
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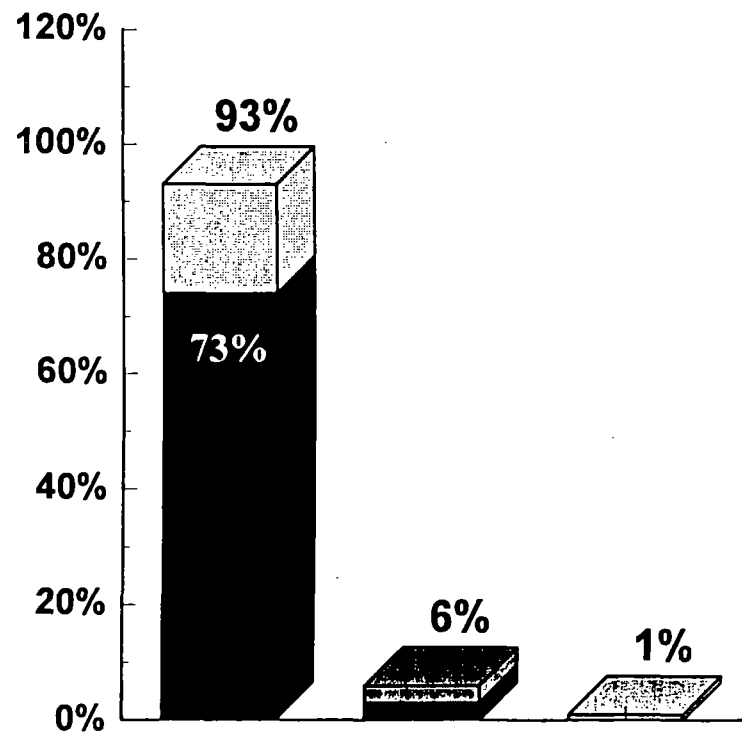


Overwhelmingly, voters favor providing school-based enrichment programs during after school hours in their own community. Support remains unchanged when referred to as making daily after school programs available to all children.

*Do you favor or oppose providing school-based enrichment programs during after school hours in your community?



*Do you favor or oppose making daily after school programs available to all children?



*Asked of only half the respondents

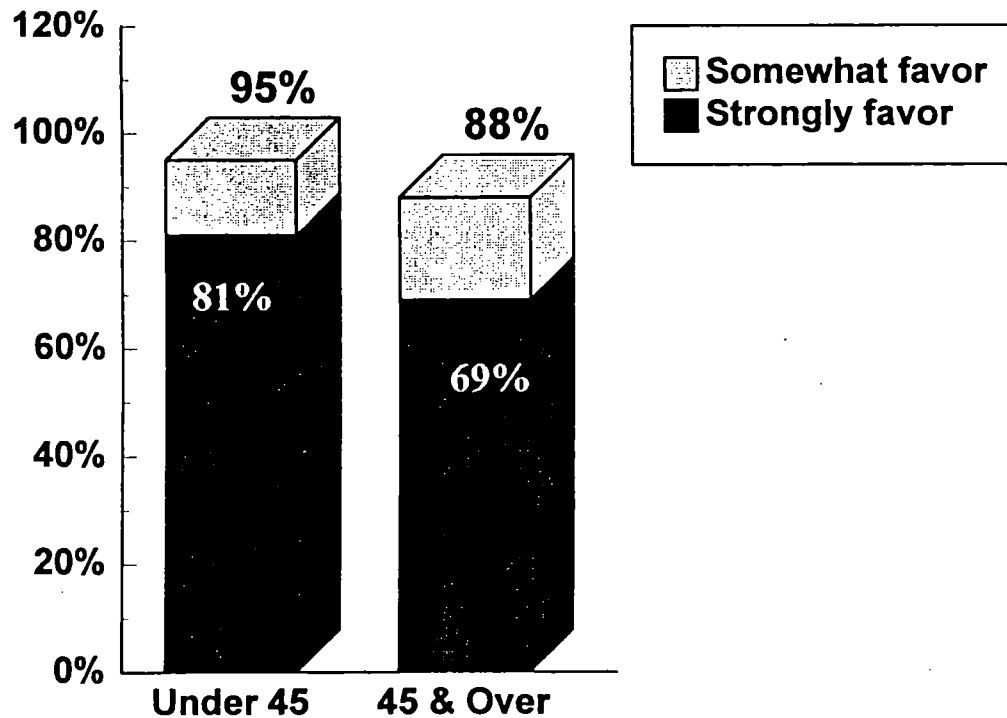
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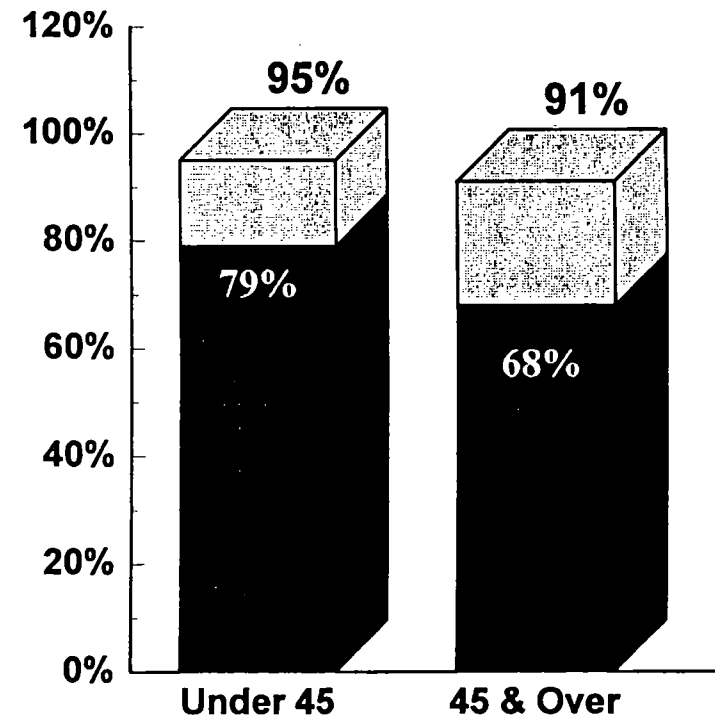


Both younger and older voters are equally favorable toward providing school-based enrichment programs in their community and for all children.

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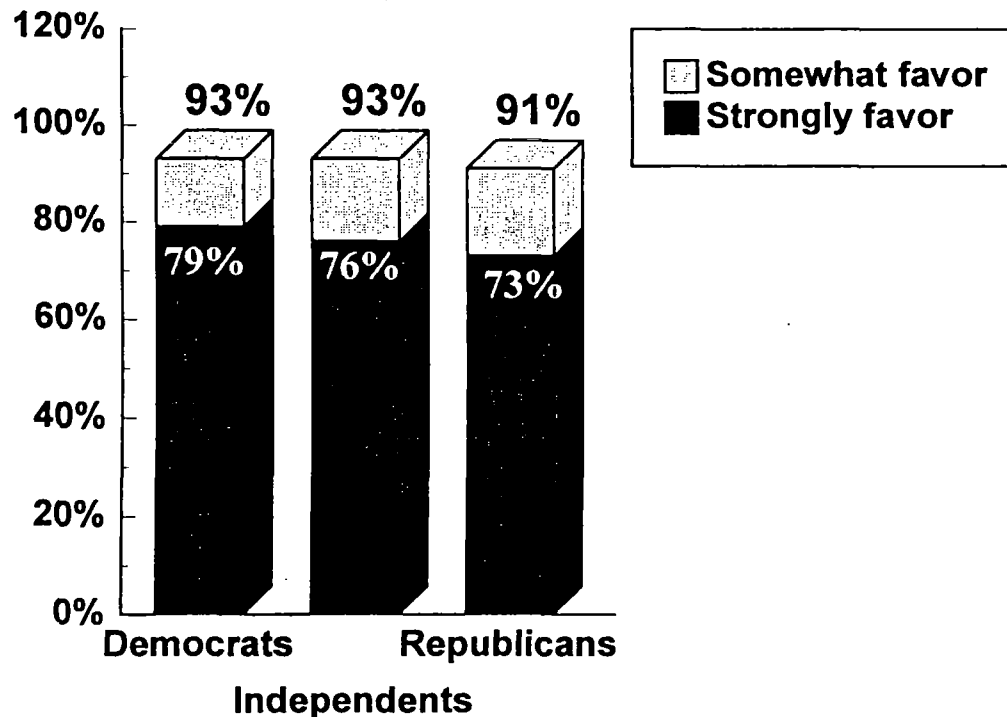
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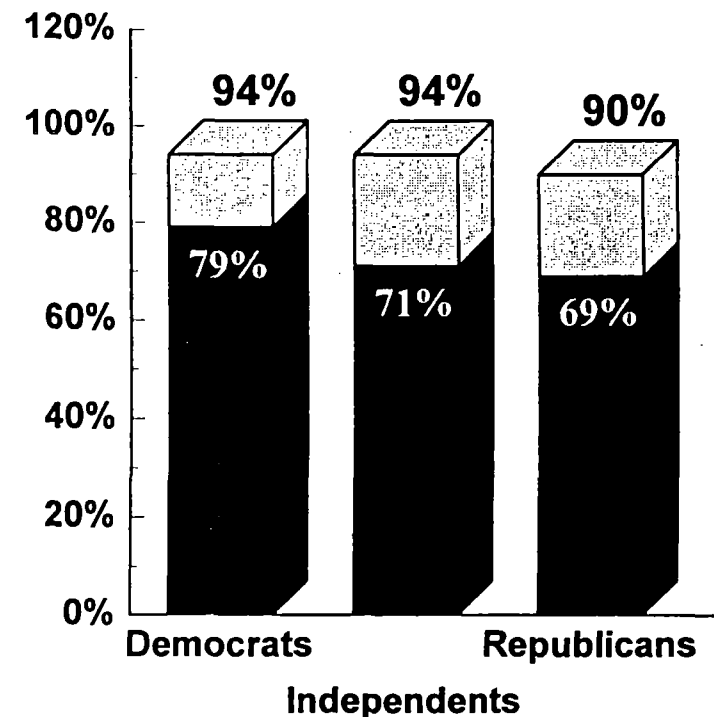


At least nine out of ten voters across all three political parties favor providing school-based after school programs both in their community and to all children, with strong intensity behind these views.

***Do you favor or oppose providing school-based enrichment programs during after school hours in your community?**



***Do you favor or oppose making daily after school programs available to all children?**



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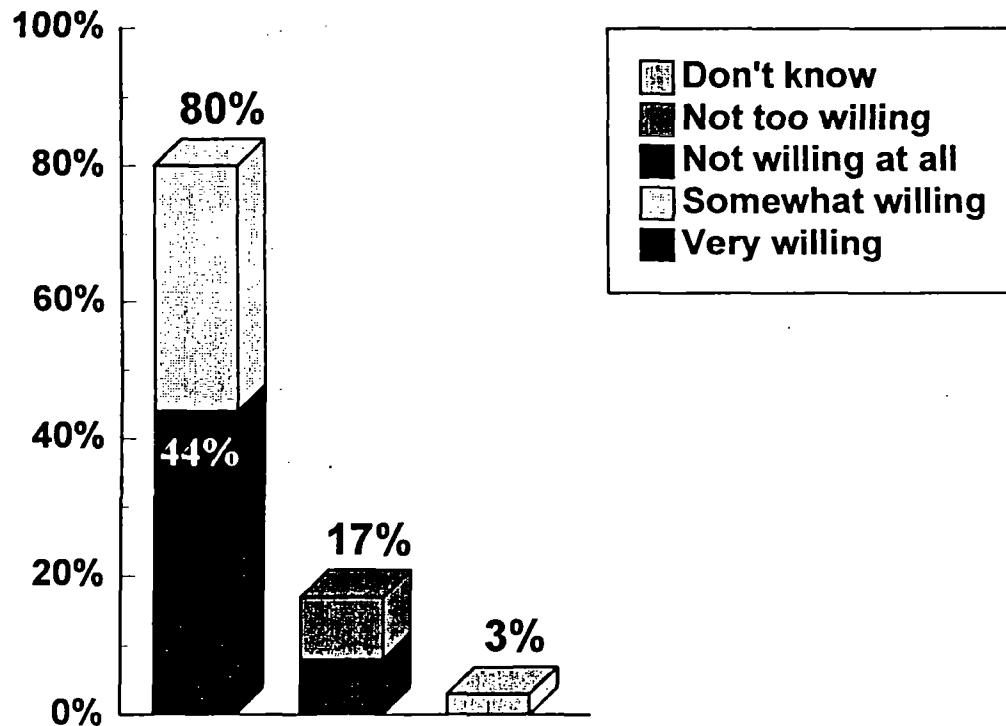
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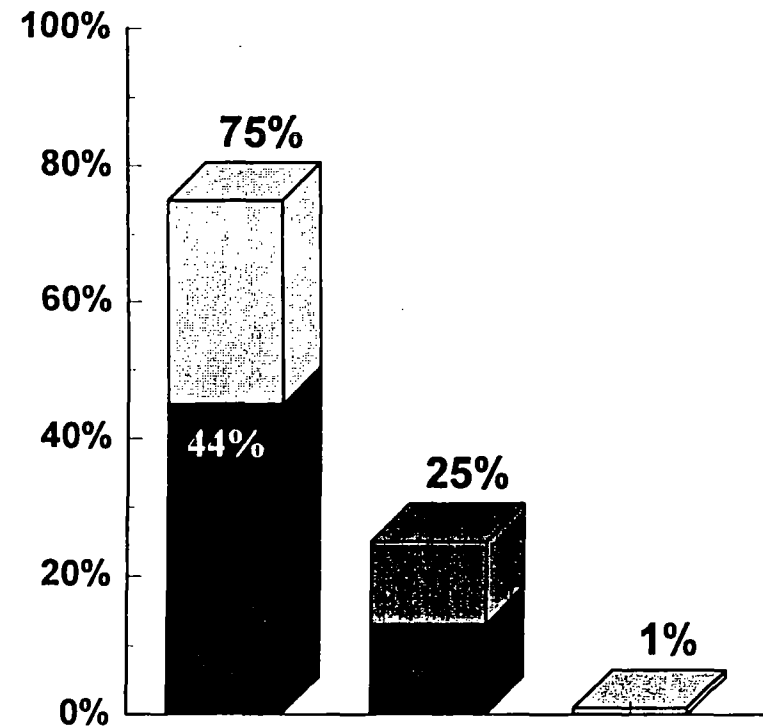


In addition, more than seven in ten voters are willing to pay to make these programs available, with over four in ten voters saying they are very willing. Slightly more voters are willing to pay \$10 more in taxes a year for programs in their community than are to make programs available to all children, but the intensity remains.

*This program will cost \$1,000 per child, per school year, how willing would you be to use additional federal or state taxpayer money to put these school-based programs in your community even if it raises your taxes \$10 a year?



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