

Methodology

Pre-K for PA Question on Terry Madonna Opinion Research Omnibus Survey, September 2014

The document presents the findings of a survey of 800 Pennsylvania registered voters conducted during September, 2014. The survey was designed by Terry Madonna Opinion Research and the interviewing was conducted by First Contact Now in Rehoboth, Delaware. The sample error for the total sample is plus or minus 3.5 percent. Telephone numbers for the survey were generated from state-wide voter registration lists. The final sample was weighted (gender, party and region) to correct for differential probabilities of selection and non-response using an iterative weighting procedure.

In addition to sampling error, this poll is also subject to other sources of non-sampling error. Generally speaking, two sources of error concern researchers most. Non-response bias is created when selected participants either choose not to participate in the survey or are unavailable for interviewing. Response errors are the product of the question and answer process. Surveys that rely on self-reported behaviors and attitudes are susceptible to biases related to the way respondents process and respond to survey questions.

Economy League of Greater Philadelphia

Priority of pre-k education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top priority	145	18.1	18.1	18.1
	High priority	359	44.9	44.9	62.9
	Low priority	192	24.0	24.0	86.9
	Very low priority	64	8.0	8.0	94.9
	DK	41	5.1	5.1	100.0
	Total	800	100.0	100.0	

Registered to vote

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	800	100.0	100.0	100.0

Party registration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	295	36.9	36.9	36.9
	Democrat	398	49.7	49.7	86.6
	Ind, Other	107	13.4	13.4	100.0
	Total	800	100.0	100.0	

Educational attainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	297	37.1	37.6	37.6
	Some college	200	25.0	25.3	63.0
	College degree	292	36.5	37.0	100.0
	Total	788	98.5	100.0	
Missing	System	12	1.5		
Total		800	100.0		

Adults in household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	124	15.4	15.4	15.4
	2	535	66.9	66.9	82.3
	3	98	12.2	12.2	94.6
	4	31	3.8	3.8	98.4
	5	4	.5	.5	98.9
	6	1	.2	.2	99.1
	8	7	.9	.9	100.0
	Total	800	100.0	100.0	

Economy League of Greater Philadelphia

Children under 18 living in home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	196	24.6	24.6	24.6
	No	590	73.8	74.0	98.6
	DK	11	1.4	1.4	100.0
	Total	798	99.7	100.0	
Missing	Missing	2	.3		
Total		800	100.0		

Children attending public school

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	136	17.0	69.4	69.4
	No	58	7.2	29.4	98.8
	DK	2	.3	1.2	100.0
	Total	196	24.6	100.0	
Missing	Missing	604	75.4		
Total		800	100.0		

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	523	65.4	65.4	65.4
	Single	119	14.9	14.9	80.2
	Divorced	66	8.3	8.3	88.5
	Widowed	70	8.8	8.8	97.3
	DK	21	2.7	2.7	100.0
	Total	800	100.0	100.0	

Racial background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	629	78.7	78.7	78.7
	Non-white	146	18.3	18.3	97.0
	DK	24	3.0	3.0	100.0
	Total	800	100.0	100.0	

Own or rent home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owner	626	78.3	78.3	78.3
	Renter	132	16.5	16.5	94.7
	DK	42	5.3	5.3	100.0
	Total	800	100.0	100.0	

Economy League of Greater Philadelphia

Household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$50,000	343	42.9	42.9	42.9
	More than \$50,000	365	45.6	45.6	88.5
	DK	92	11.5	11.5	100.0
	Total	800	100.0	100.0	

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	384	48.0	48.0	48.0
	Female	416	52.0	52.0	100.0
	Total	800	100.0	100.0	

Region of state

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Phila & SE	265	33.1	33.1	33.1
	NE	98	12.2	12.2	45.3
	Alleg & SW	161	20.1	20.1	65.4
	NW	70	8.7	8.7	74.1
	CENT	207	25.9	25.9	100.0
	Total	800	100.0	100.0	

Respondent age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 34	83	10.3	10.5	10.5
	35 - 54	301	37.7	38.3	48.8
	55 and over	403	50.3	51.2	100.0
	Total	787	98.3	100.0	
Missing	System	13	1.7		
Total		800	100.0		

Economy League of Greater Philadelphia

Table 1

		Priority of pre-k education				
		Top priority	High priority	Low priority	Very low priority	DK
		Row N %	Row N %	Row N %	Row N %	Row N %
Sex	Male	14%	41%	31%	9%	6%
	Female	22%	48%	18%	7%	4%
Household income	Less than \$50,000	15%	43%	28%	9%	5%
	More than \$50,000	21%	47%	20%	8%	5%
	DK	17%	45%	25%	6%	7%
Racial background	White	17%	46%	24%	8%	5%
	Non-white	25%	41%	23%	7%	5%
Educational attainment	High school or less	17%	45%	24%	8%	6%
	Some college	18%	46%	24%	8%	3%
	College degree	19%	45%	23%	8%	6%
Respondent age	18 - 34	20%	49%	17%	8%	6%
	35 - 54	15%	50%	22%	8%	5%
	55 and over	20%	41%	26%	7%	5%
Region of state	Phila & SE	18%	46%	24%	7%	4%
	NE	13%	46%	31%	6%	4%
	Alleg & SW	18%	41%	27%	7%	6%
	NW	21%	44%	14%	12%	9%
	CENT	19%	47%	22%	9%	4%
Child in home and school status	no children	17%	44%	25%	8%	6%
	no public school children	12%	57%	16%	12%	4%
	public school children	27%	41%	22%	7%	3%
Party registration	Republican	14%	43%	27%	12%	4%
	Democrat	22%	48%	19%	6%	6%
	Ind, Other	13%	40%	32%	7%	7%