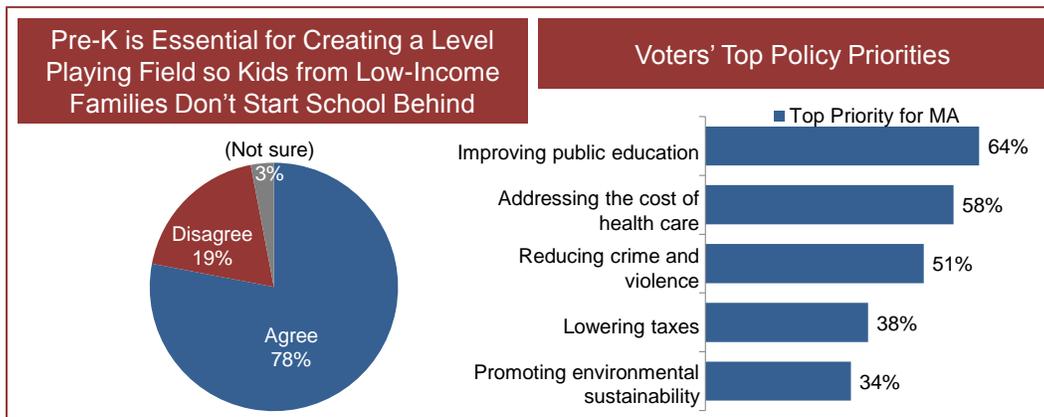


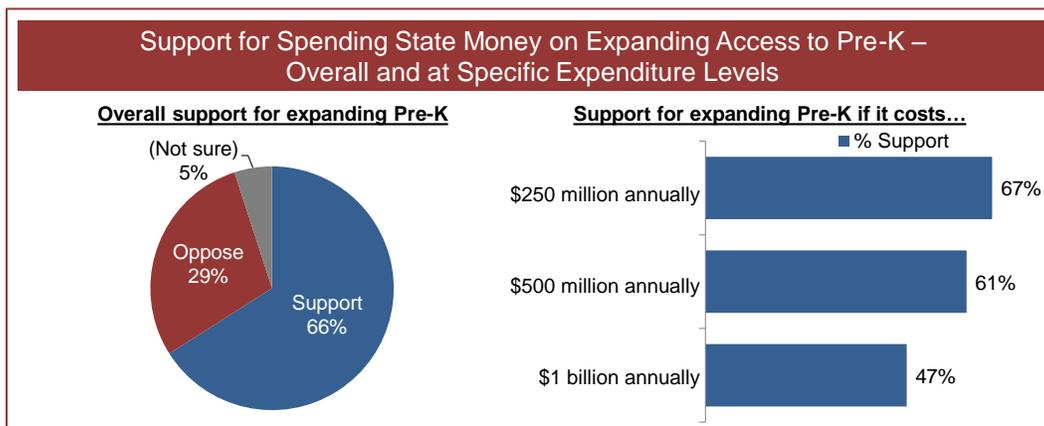
This memorandum reports on a statewide telephone survey of 605 Massachusetts voters conducted March 17 – 22, 2015.

## Findings

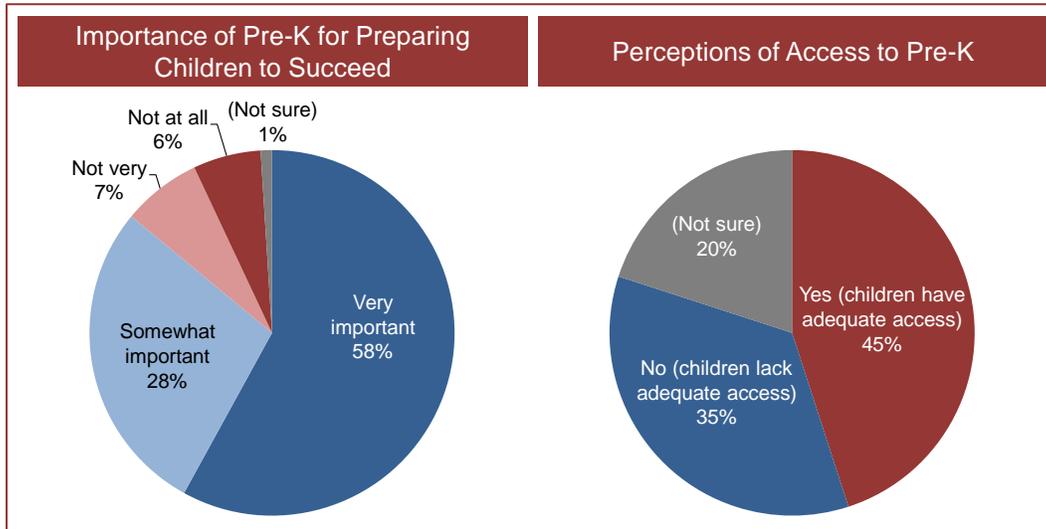
Massachusetts voters are strongly supportive of spending measures designed to expand access to high-quality pre-k. Improving public education is a top priority for voters, and expanding pre-k access is seen as providing children a major educational benefit. Voters believe expanding access is essential to giving kids from lower-income families a fair chance of keeping in school.



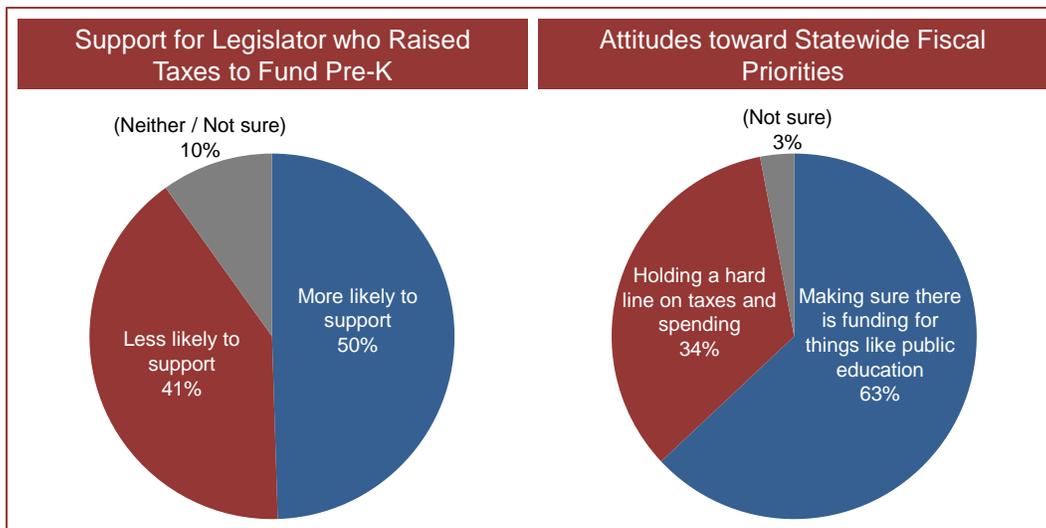
Not only do voters support spending to improve access to pre-k, but they believe the state should invest significant resources in the effort. Majorities of both Democrats and Republicans support spending at least \$250 million, as do majorities of every demographic group. Women (especially college-educated women), more liberal voters, blacks, and Latinos are particularly supportive.



Support for expanding pre-k is driven in large part by two factors: broad recognition of the importance of pre-k, and a belief that children in the Commonwealth lack access to quality programs.



Even with the state facing a budget deficit, voters believe the state should prioritize adequately funding public education over holding a hard line on taxes and spending. Underscoring the importance of this belief, voters are more likely to vote for state legislators who support expanding pre-k – *even those that would raise taxes to do so.*



## Methodology

605 Massachusetts voters were interviewed as part of this poll. Interviews were conducted by trained professionals working from a central, monitored location between the dates of March 17 – 22, 2015. Telephone numbers were randomly selected, and respondents were contacted on both landline and cell phones. The overall results have a margin of error of  $\pm 3.5\%$ ; the margin of error within individual subgroups is higher.

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### *About Anderson Robbins Research*

*Anderson Robbins Research is a Boston-based firm specializing in providing highly accurate research to political and corporate clients. ARR president Chris Anderson has provided polling to a presidential campaign, numerous ballot initiative campaigns, local and state political candidates, and is currently the Democratic pollster on a bipartisan team that conducts a regular national telephone poll of 1,000 voters on behalf of the FOX News Channel.*