



Bipartisan Policy Center

Literacy Survey Research

N=1,016 registered voters in the likely electorate
nationwide

October 28 - November 2, 2025



**Where does literacy stand as a priority
for voters?**

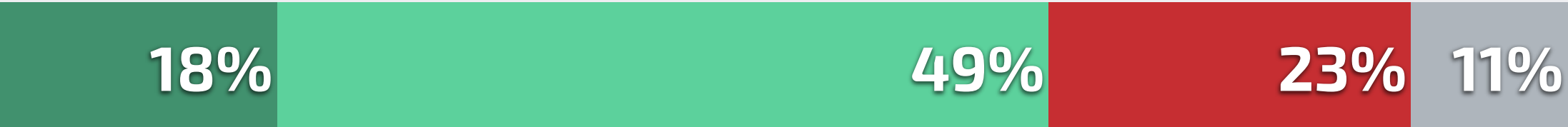


Most think their governor cares but hasn't made literacy a top priority, while seven-in-ten wish literacy was a top priority

Thinks their governor *currently*...



Total



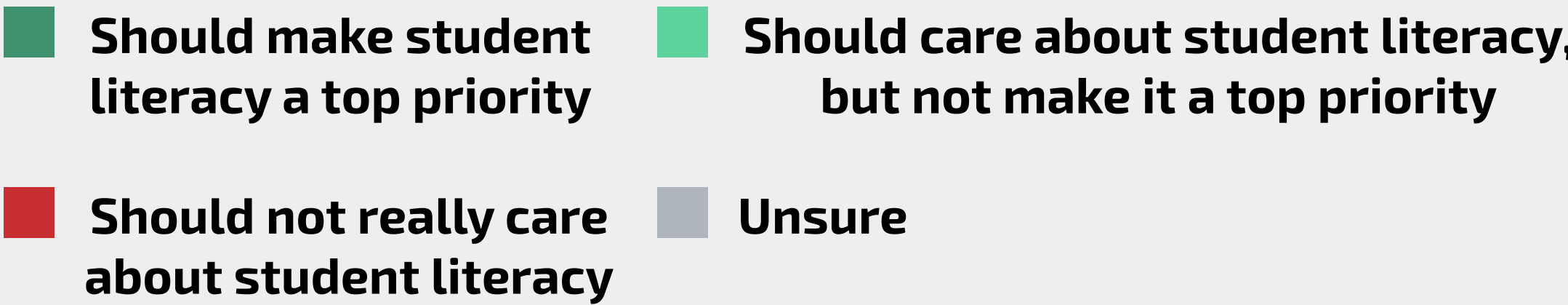
States with GOP Governors



States with Dem Governors



Thinks their governor *should*...



Total



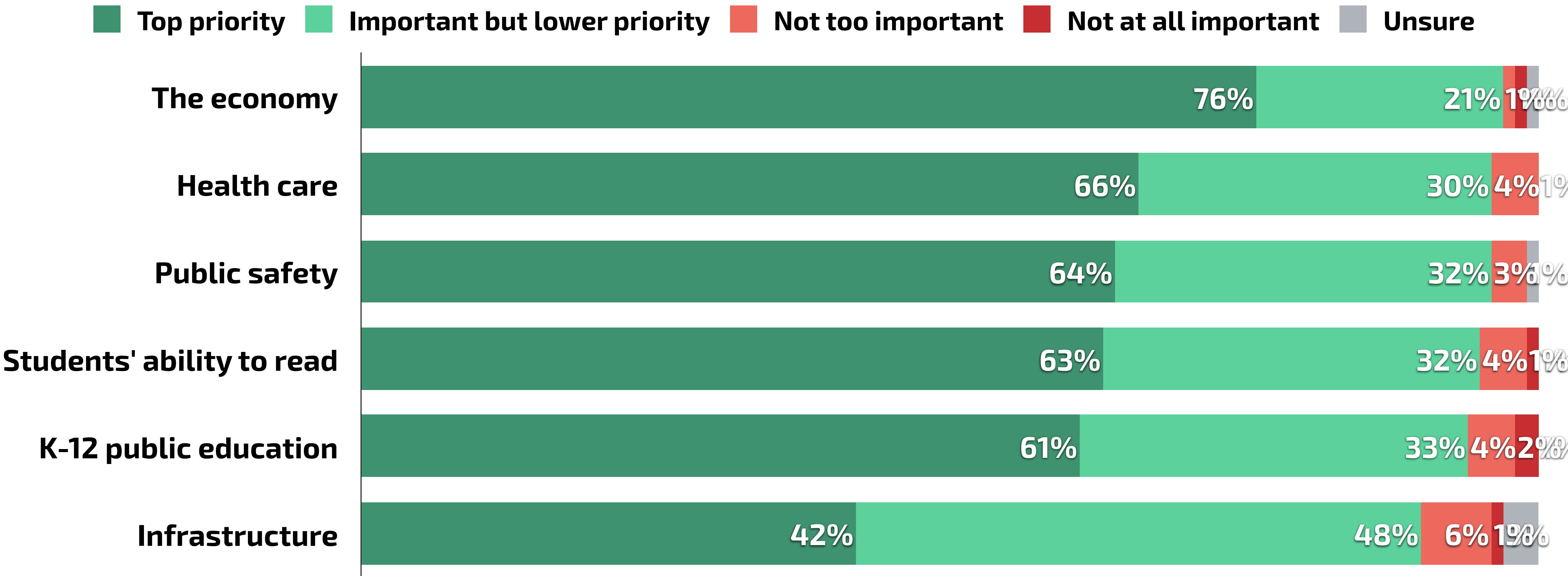
States with GOP Governors



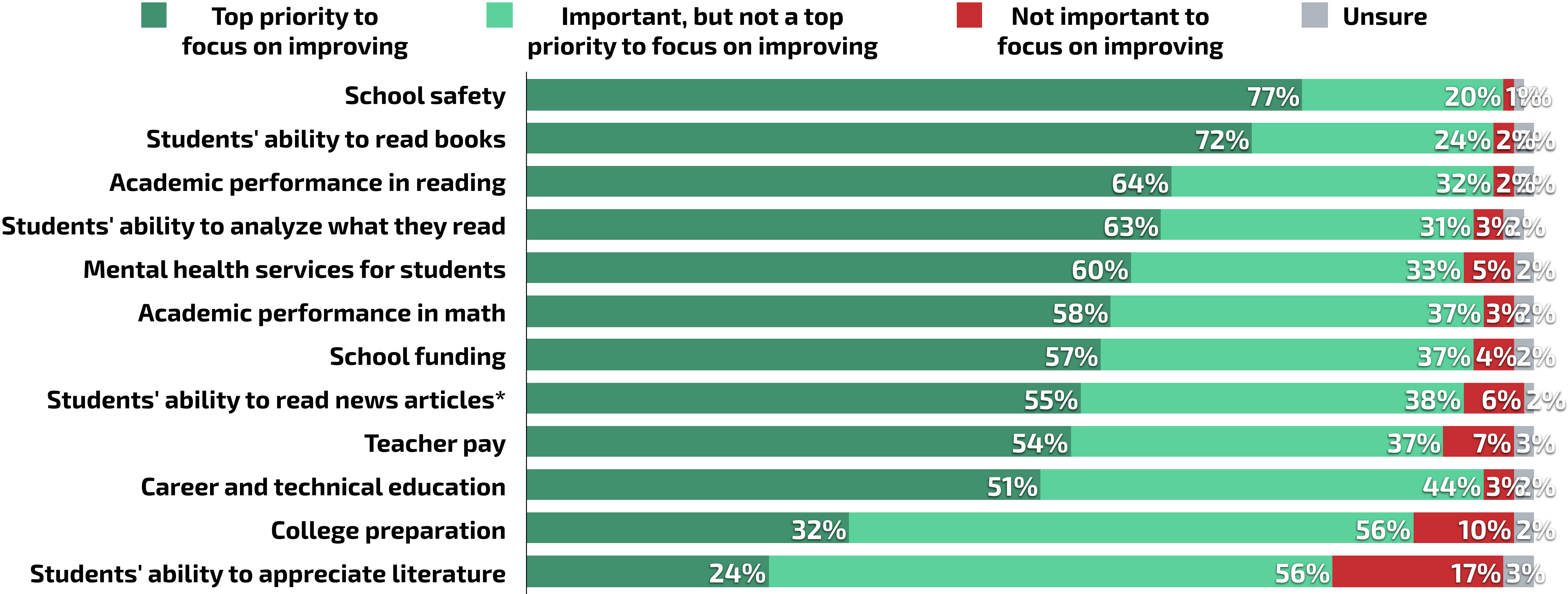
States with Dem Governors



Most voters consider it important for their governor to focus on students' ability to read



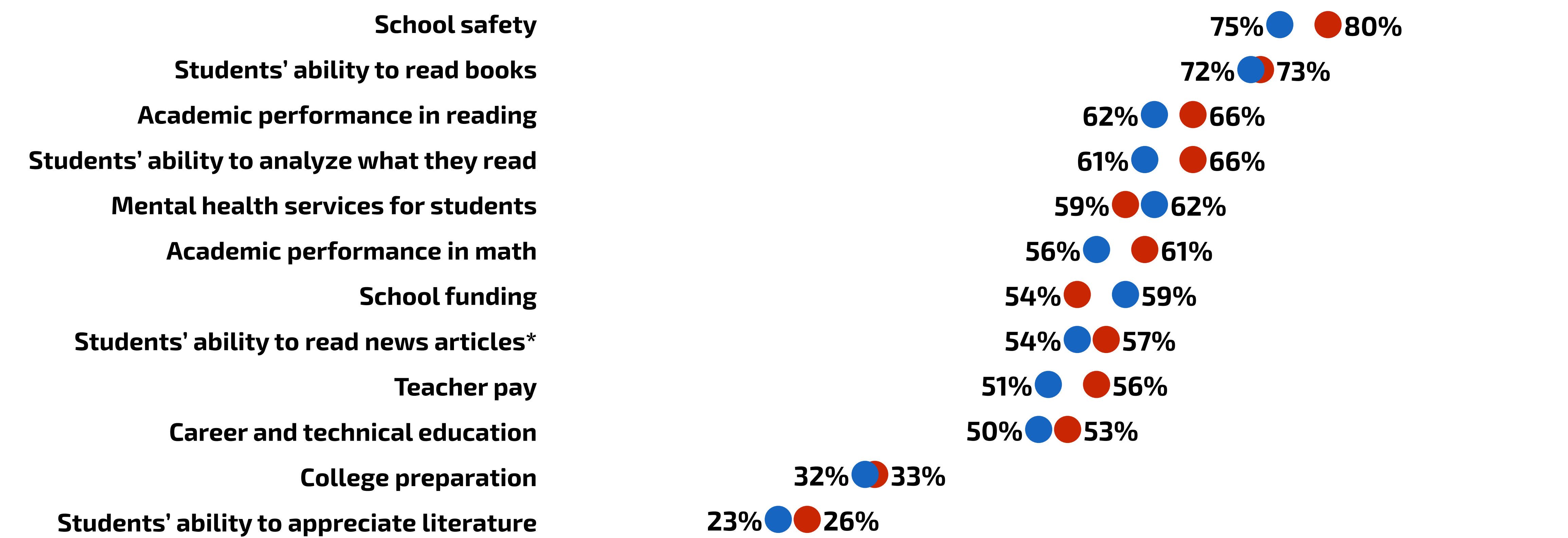
Among education priorities, voters think governors should focus on students' performance in reading and ability to read books



Q. How important do you think it should be for state governors to focus on improving each of the following aspects of the K-12 public education system?
*Answer shortened from "Students' ability to read and understand news articles"

States governed by Republicans and Democrats alike want improving literacy to be a high priority within public education

% TOP PRIORITY TO FOCUS ON IMPROVING ● States with Dem Governors ● States with GOP Governors



Q. How important do you think it should be for state governors to focus on improving each of the following aspects of the K-12 public education system?
*Answer shortened from "Students' ability to read and understand news articles"

What are the strongest messages for building support for literacy?



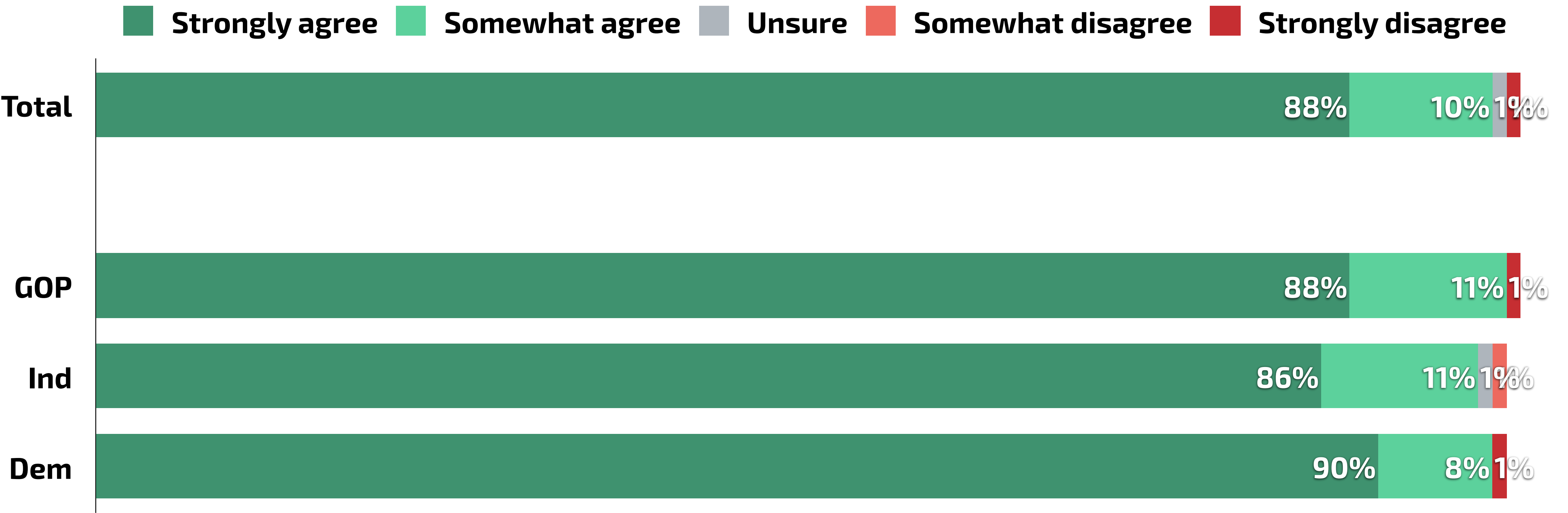
Voters strongly believe students deserve the support they need to read in order to unlock life opportunities

	Total % Agree	Total % Strongly Agree
“Every child deserves to have the support they need to learn to read.”	98%	88%
“Strong literacy skills give students better opportunities in life.”	97%	80%
“Strong literacy skills are important for the future of our democracy.”	94%	74%
“Strong readers today mean a strong workforce tomorrow.”	95%	66%
“If our state doesn’t get literacy right, we will fall behind other states.”	92%	64%
“Strong literacy skills are important for using AI tools that are a growing part of our economy.”	70%	35%



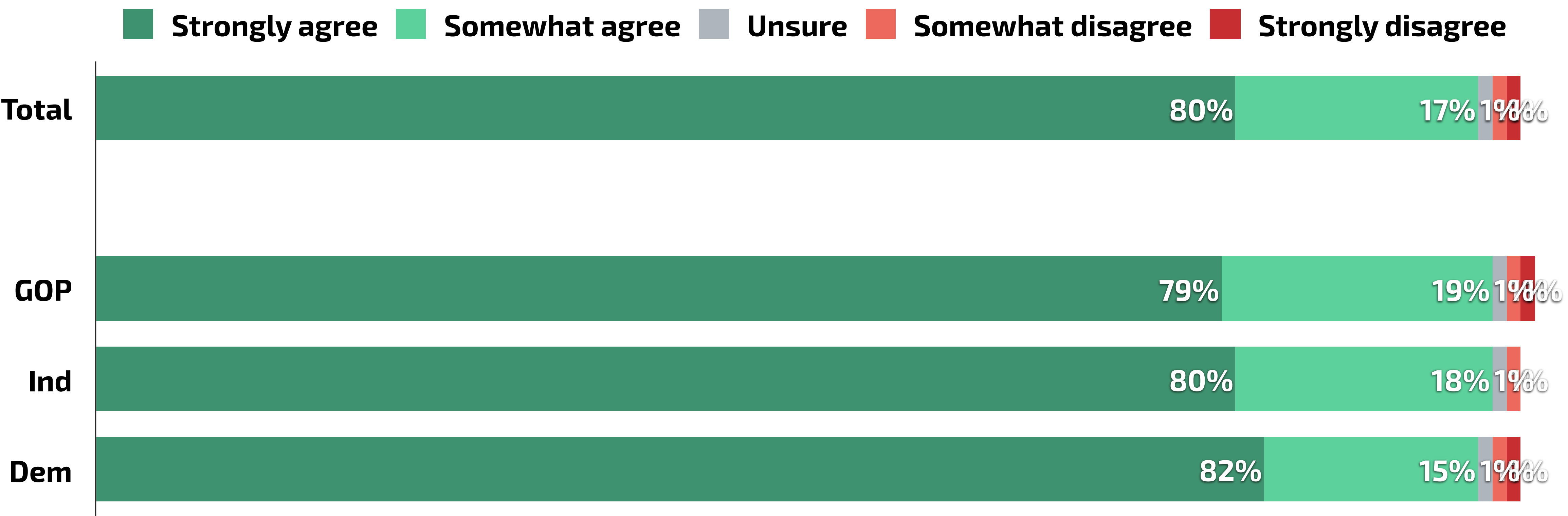
Strong bipartisan support for ensuring every child has what they need to learn to read

“Every child deserves to have the support they need to learn to read.”

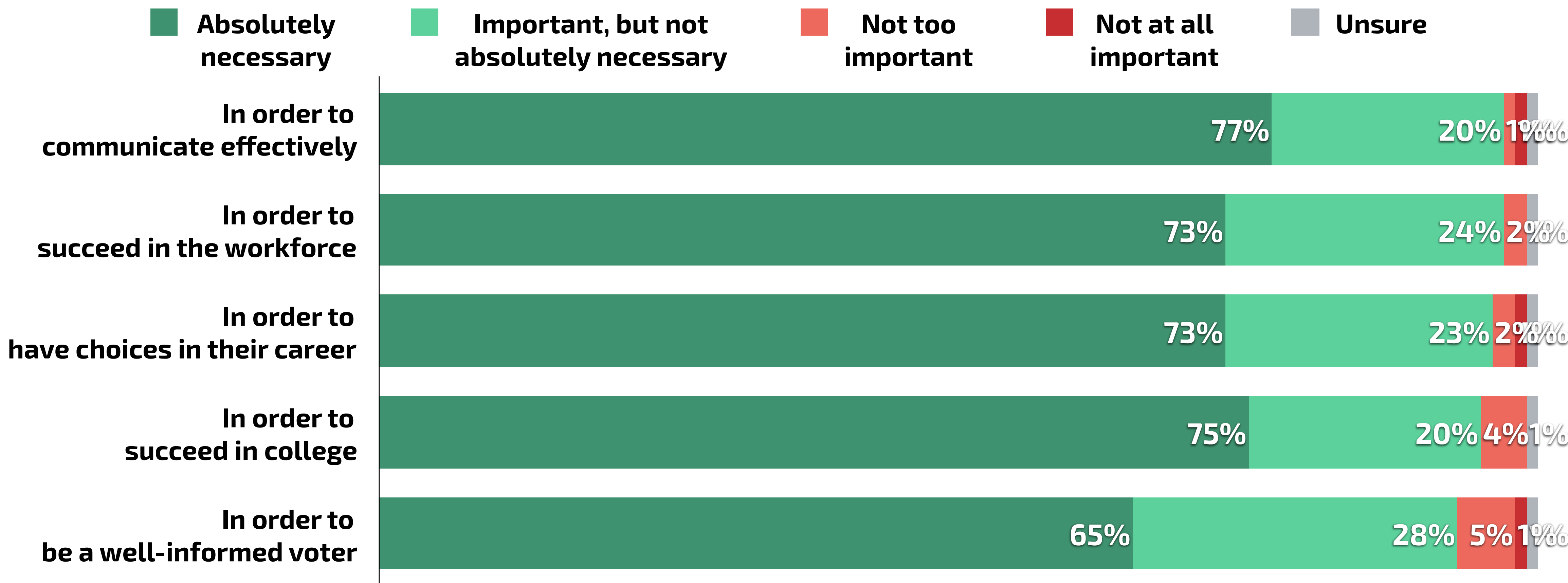


About 8 in 10 Republicans and Democrats strongly agree that literacy skills give students better opportunities

“Strong literacy skills give students better opportunities in life.”



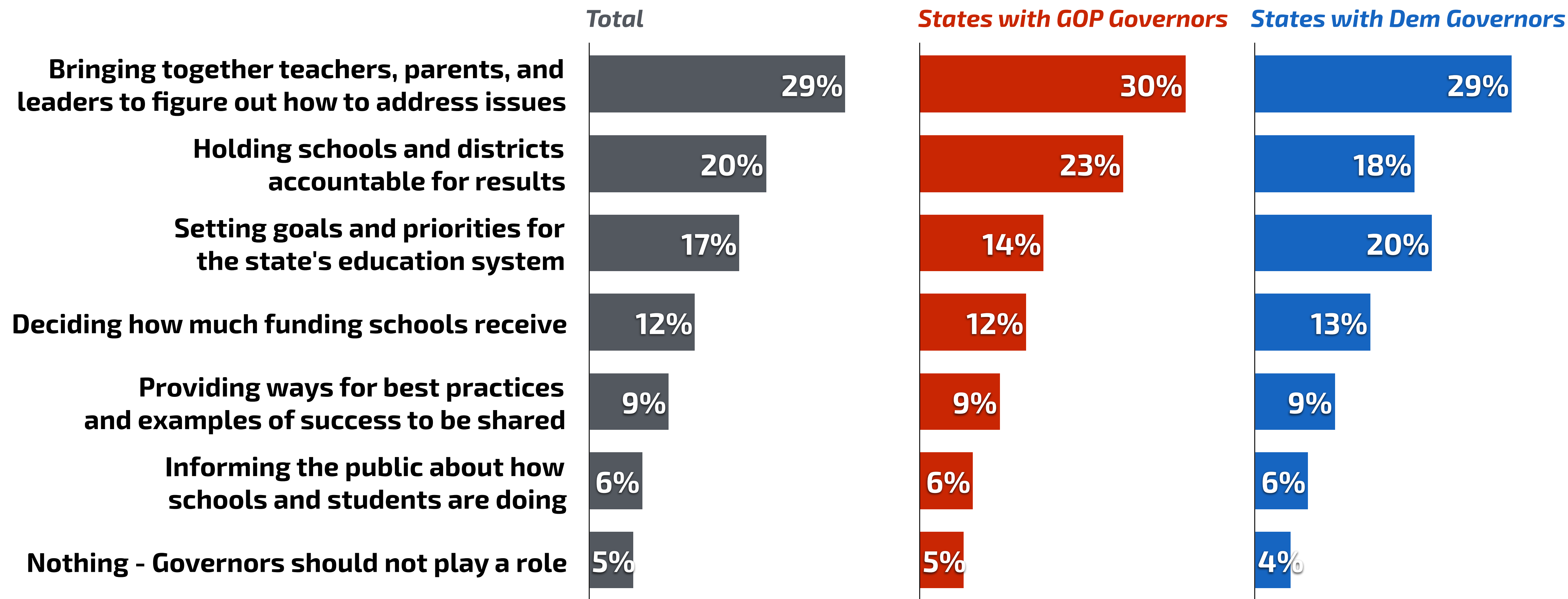
Most think strong literacy skills are absolutely necessary in order to communicate effectively and find career success



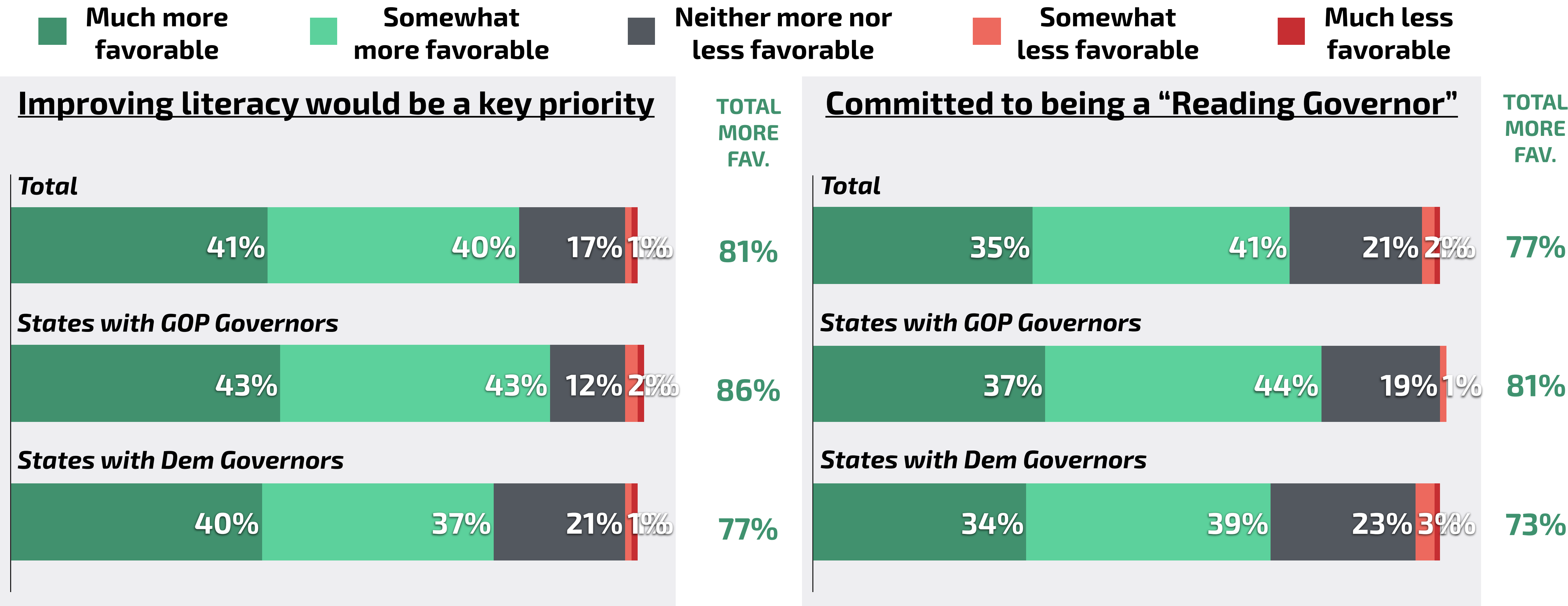
**What role do voters want to see their
Governor play on literacy?**



Voters most want their governors to convene decision-makers, hold stakeholders accountable, and set education goals



Most voters would view their governor more favorably if they announced that improving literacy would be one of their key priorities



Note: half of respondents were only shown Q1, and half were only shown Q2.
Q1. If the governor of your state announced that improving literacy was going to be one of their key priorities, would that make your opinion of them more or less favorable?
Q2. If the governor of your state said they were committed to being a "Reading Governor" and would make improving literacy one of their key priorities, would that make your opinion of them more or less favorable?



ECHELON
INSIGHTS

