

USC Education Survey August 2012

M4 Strategies

#PROJ-12-07-936

Sample: 1,041 Registered California Likely Voters (550 parents, 491 non-parents)

Mode: Online

Fielding Dates 8/03/12 - 8/07/12

Data weighted and stratified by age, gender, party, ethnicity, geography, and education

Margin of Error = +/- 3.0% at 95th percent confidence interval

FINAL TOPLINE

1. Are you registered to vote in the state of California?

Yes 100%

No TERMINATE

2. Are you, or is anyone living in your household, employed by a market research company, a newspaper, magazine, television or radio station, a political party or by a candidate for political office?

Yes TERMINATE

No 100%

3. A lot of times people are busy and do not vote. This November, there will be a general election for President, U.S. Senate, and other offices and issues. How likely are you to vote in that election? Will you definitely vote, probably vote, are the chances 50-50, will you probably not vote, or will you definitely not vote?

Definitely vote 86.8%

Probably vote 9.5%

50-50 3.7%

Probably not vote TERMINATE

Definitely not vote TERMINATE

4. Generally speaking, would you say the state of California is on the right track, or would you say things are off on the wrong track?

	Right track	Wrong track	Unsure
Total	22.0%	59.3%	18.7%
Parent	22.7%	57.1%	20.2%
Non-parent	21.2%	61.9%	16.9%

5. Thinking about the challenges facing California as a state, please select the THREE most important issues in any order facing the governor and state legislature. [ROTATE A TO N]

	Parents	Non-parent	Total
Jobs	36.2%	42.0%	39.0%
Economy	41.9%	44.5%	43.1%
State budget deficit	39.2%	36.7%	38.0%
Wasteful government spending	30.0%	30.5%	30.2%
Taxes	20.0%	19.5%	19.7%
State government regulations	5.6%	4.1%	4.9%
Public employee pension reform	13.6%	9.6%	11.7%
Education	25.2%	25.4%	25.3%
Funding cuts to schools	26.0%	19.8%	23.1%
Immigration/illegal immigration	23.9%	21.3%	22.7%
Crime/gangs/drugs	14.2%	8.8%	11.7%
Healthcare	20.8%	18.1%	19.5%
Transportation/roads/infrastructure	7.5%	10.2%	8.8%
Special interest money/influence/campaign donations	7.1%	9.5%	8.3%
Other	.4%	2.6%	1.4%
Unsure	.4%	1.1%	.7%

6. And thinking about the presidential election this November, if the election for president were held today and the candidates were President Barack Obama, the Democrat, and businessman Mitt Romney, the Republican, for whom would you vote?

	Strongly Obama	Somewhat Obama	Somewhat Romney	Strongly Romney	Other	Unsure	Obama	Romney	Obama-Romney
Total	40.9%	14.7%	10.5%	22.2%	3.7%	8.0%	55.6%	32.7%	22.9%
Parent	39.8%	16.3%	9.7%	24.0%	2.0%	8.2%	56.1%	33.7%	22.4%
Non-parent	42.1%	13.0%	11.3%	20.1%	5.6%	7.8%	55.1%	31.4%	23.7%

7. [SPLIT SAMPLE A] Students are often given the grades A, B, C, D and F to rate the quality of their work at school. Suppose the California public schools were graded in the same manner. In the past few years, what grade would you give California public schools?

	A	B	C	D	F/Fail	Don't know	Average grade
Total	1.5%	13.2%	36.4%	28.0%	13.8%	7.2%	C
Parent	1.8%	15.6%	35.8%	28.4%	11.2%	7.3%	C
Non-parent	1.1%	10.4%	37.1%	27.6%	16.7%	7.1%	C

8. [SPLIT SAMPLE B] Students are often given the grades A, B, C, D and F to rate the quality of their work at school. Suppose your local public schools were graded in the same manner. In the past few years, what grade would you give your local public schools?

	A	B	C	D	F/Fail	Don't know	Average grade
Total	6.0%	21.7%	37.3%	16.1%	9.8%	9.1%	C
Parent	8.7%	21.5%	35.1%	16.4%	10.2%	8.0%	C
Non-parent	3.1%	21.9%	39.6%	15.8%	9.4%	10.3%	C

9. (SPLIT SAMPLE A) In the past few years, would you say California public schools have gotten better, worse or have stayed about the same?

	Gotten better	Gotten worse	Stayed the same	Don't know
Total	6.6%	57.4%	26.7%	9.3%
Parent	7.6%	56.2%	29.2%	7.1%
Non-parent	5.5%	58.9%	23.8%	11.8%

10. (SPLIT SAMPLE B) In the past few years, would you say your local public schools have gotten better, worse or have stayed about the same?

	Gotten better	Gotten worse	Stayed the same	Don't know
Total	10.7%	45.3%	33.3%	10.7%
Parent	11.8%	44.1%	35.8%	8.3%
Non-parent	9.5%	46.7%	30.5%	13.3%

How would you rate the job California's public schools do in the following areas? Please score each area from 0-10, where 10 is a perfect score and the state does an excellent job, 0 is the worst score and means the state is doing a terrible job, and 5 means the state is doing a mediocre job. You can answer anywhere between 0 and 10.

		Mean	Mode	SD
11. Providing adequate funding for local schools, students and classrooms.	Total	4.2	5	2.6
	Parent	4.2	5	2.6
	Non-parent	4.3	5	2.6
12. Ensuring every student has a quality teacher.	Total	4.1	5	2.5
	Parent	4.1	5	2.5
	Non-parent	4.2	5	2.5
13. Not spending too much on bureaucracy.	Total	3.4	1	2.7
	Parent	3.4	1	2.8
	Non-parent	3.3	1	2.7
14. Holding principals, teachers and parents accountable for student performance.	Total	4.3	5	2.7
	Parent	4.4	5	2.7
	Non-parent	4.3	5	2.6
15. Teaching students the basics of reading, write and math.	Total	5.0	5	2.6
	Parent	5.1	5	2.7
	Non-parent	4.9	5	2.5
16. Offering music, art, drama, sports and other extracurricular activities.	Total	4.1	1	2.7
	Parent	4.2	1	2.8
	Non-parent	3.9	1	2.6
17. Preparing students for a four-year university	Total	4.3	5	2.6
	Parent	4.4	5	2.7

	Non-parent	4.1	5	2.5
18. Preparing students for well-paying jobs	Total	4.0	5	2.5
	Parent	4.1	5	2.6
	Non-parent	3.9	5	2.4
19. Offering career-technical and vocational education programs so students graduate high school ready for employment.	Total	3.9	5	2.5
	Parent	3.9	1	2.6
	Non-parent	4.0	5	2.4
20. Providing parents with a choice of public schools to send their child.	Total	4.2	5	2.7
	Parent	4.2	1	2.7
	Non-parent	4.3	5	2.6
TOTAL INDEX SCORE	Total	41.5	50	20.1
	Parent	41.9	40	20.6
	Non-parent	41.0	50	19.5

Please read the Ballot Label for Proposition 30 followed by the Title and Summary.

Ballot Label

30 - TEMPORARY TAXES TO FUND EDUCATION. GUARANTEED LOCAL PUBLIC SAFETY FUNDING. INITIATIVE CONSTITUTIONAL AMENDMENT.

Increases taxes on earnings over \$250,000 for seven years and sales taxes by 1/4 cent for four years, to fund schools. Guarantees public safety realignment funding. Fiscal Impact: Increased state tax revenues through 2018-19, averaging about \$6 billion annually over the next few years. Revenues available for funding state budget. In 2012-13, planned spending reductions, primarily to education programs, would not occur.

Title and Summary

OFFICIAL TITLE AND SUMMARY **PREPARED BY THE ATTORNEY GENERAL**

TEMPORARY TAXES TO FUND EDUCATION. GUARANTEED LOCAL PUBLIC SAFETY FUNDING. INITIATIVE CONSTITUTIONAL AMENDMENT.

- Increases personal income tax on annual earnings over \$250,000 for seven years.
- Increases sales and use tax by ¼ cent for four years.
- Allocates temporary tax revenues 89% to K-12 schools and 11% to community colleges.
- Bars use of funds for administrative costs, but provides local school governing boards discretion to decide, in open meetings and subject to annual audit, how funds are to be spent.
- Guarantees funding for public safety services realigned from state to local governments.

Summary of Legislative Analyst's Estimate of Net State and Local Government Fiscal Impact:

- Additional state tax revenues of about \$6 billion annually from 2012-13 through 2016-17. Smaller amounts of additional revenue would be available in 2011-12, 2017-18, and 2018-19.
 - These additional revenues would be available to fund programs in the state budget. Spending reductions of about \$6 billion in 2012-13, mainly to education programs, would not take effect.
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21. Do you support or oppose this ballot initiative?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure	Total support	Total Oppose	Support - Oppose
Total	22.8%	31.7%	12.6%	23.3%	9.6%	54.5%	35.9%	18.6%
Parent	23.5%	30.3%	11.4%	25.0%	9.8%	53.8%	36.4%	17.4%
Non-parent	21.9%	33.3%	13.9%	21.5%	9.4%	55.2%	35.4%	19.8%

22. Proposition 30 funds two main areas: education, including K-12 schools and community colleges, and local public safety, including helping counties pay for new law enforcement and incarceration responsibilities shifted to them from the state. Which of these two areas, education or public safety, makes you more likely to support the initiative?

	Education	Public Safety	Both equally	Another reason	Unsure
Total	51.7%	8.4%	37.8%	.7%	1.3%
Parent	51.6%	6.8%	40.8%	0.0%	.7%
Non-parent	51.9%	10.2%	34.5%	1.4%	2.0%

There will be another initiative, Proposition 38, on the ballot, as well. Please read the Ballot Label for the initiative first followed by the Title and Summary. Then, you will be asked your support or opposition for the initiative.

Ballot Label

38 - TAX TO FUND EDUCATION AND EARLY CHILDHOOD PROGRAMS. INITIATIVE STATUTE.

Increases taxes on earnings using sliding scale, for twelve years. Revenues go to K-12 schools and early childhood programs, and for four years to repaying state debt. Fiscal Impact: Increased state tax revenues for 12 years-roughly \$10 billion annually in initial years, tending to grow over time. Funds used for schools, child care, and preschool, as well as providing savings on state debt payments.

Title and Summary

OFFICIAL TITLE AND SUMMARY PREPARED BY THE ATTORNEY GENERAL

TAX TO FUND EDUCATION AND EARLY CHILDHOOD PROGRAMS. INITIATIVE STATUTE.

- Increases personal income tax rates on annual earnings over \$7,316 using sliding scale from .4% for lowest individual earners to 2.2% for individuals earning over \$2.5 million, for twelve years.
- During first four years, allocates 60% of revenues to K-12 schools, 30% to repaying state debt, and 10% to early childhood programs. Thereafter, allocates 85% of revenues to K-12 schools, 15% to early childhood programs.
- Provides K-12 funds on school-specific, per-pupil basis, subject to local control, audits, and public input.
- Prohibits state from directing new funds.

Summary of Legislative Analyst's Estimate of Net State and Local Government

Fiscal Impact:

- Increase in state personal income tax revenues from 2013 through 2024. The increase would be roughly \$10 billion in 2013-14, tending to increase over time. The 2012-13 increase would be about half this amount.
- In each of the initial years, about \$6 billion would be used for schools, \$1 billion for child care and preschool, and \$3 billion for state savings on debt payments. The 2013-14 amounts likely would be higher due to the additional distribution of funds raised in 2012-13.
- From 2017-18 through 2024-25, the shares spent on schools, child care, and preschool would be higher and the share spent on debt payments lower.

23. Do you support or oppose this ballot initiative?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure	Total support	Total Oppose	Support - Oppose
Total	11.0%	28.7%	18.5%	30.4%	11.4%	39.7%	48.9%	-9.2%
Parent	12.3%	28.6%	16.6%	31.8%	10.7%	40.9%	48.4%	-7.5%
Non-parent	9.6%	28.8%	20.7%	28.8%	12.2%	38.4%	49.5%	-11.1%

24. How likely are you to support both Proposition 30 and Proposition 38?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Unsure	Total likely	Total unlikely	Likely - unlikely
Total	11.2%	28.7%	16.5%	30.0%	13.5%	39.9%	46.5%	-6.6%
Parent	11.7%	29.8%	13.6%	32.4%	12.4%	41.5%	46.0%	-4.5%
Non-parent	10.7%	27.4%	19.7%	27.3%	14.8%	38.1%	47.0%	-8.9%

25. If either or both Proposition 30 and Proposition 38 are passed, please select the THREE most important areas in any order that new education money should be spent. [SELECT TOP 3]

	Parents	Non-parent	Total
Reduce the state's debt and balance the budget	33.6%	34.2%	33.9%
Hire more teachers	34.5%	29.2%	32.0%
Strengthen school administration	9.1%	8.8%	9.0%
Reduce class sizes	38.7%	35.3%	37.1%
Increase teachers' salaries	15.4%	16.2%	15.8%
Increase time in school	23.6%	17.8%	20.9%
Invest in new technology	18.6%	19.5%	19.0%
Prevent more budget cuts to local schools	48.0%	41.3%	44.8%
Restore cuts in programs and services at local schools	46.8%	46.5%	46.7%
Provide additional support services (nurses, counselors) in schools	12.6%	8.0%	10.5%
Other	4.3%	6.4%	5.3%
Unsure	5.0%	8.3%	6.6%

26. Assuming that the governor’s tax initiative does not pass and cuts need to be made, how should school districts make the cuts? [CHECK ALL THAT APPLY]

	Parents	Non-parents	Total
Shorten the school year	29.7%	31.7%	30.6%
Lay off teachers	9.8%	8.8%	9.3%
Increase class sizes	28.0%	35.8%	31.7%
Reduce teacher salaries	16.9%	17.1%	17.0%
Cut transportation of students to school	36.4%	28.3%	32.6%
Eliminate extra-curricular programs like sports and music	23.5%	21.7%	22.7%
Other	29.6%	28.3%	29.0%

27. Are you more or less likely to support a tax increase if, in addition to schools, part of the new money is used to pay down debt and balance the state’s budget?

	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Unsure	Total more likely	Total less likely	More likely – less likely
Total	12.8%	31.5%	17.8%	21.2%	16.8%	44.3%	39.0%	5.3%
Parent	13.0%	30.1%	18.6%	23.4%	14.9%	43.1%	42.0%	1.1%
Non-parent	12.4%	33.0%	16.9%	18.7%	18.9%	45.5%	35.6%	9.9%

28. Which argument better represents your views?

	Supporters of Prop 30 say that after years of deficit spending, Governor Brown has cut billions in spending. We have made progress but we still have serious budget problems. We should take a stand against further budget cuts to schools and public safety, make the wealthy pay their fair share, and help balance the budget.	Opponents of Proposition 30 say that Sacramento politicians need to cut wasteful spending before raising our taxes. The State Legislature just voted to spend billions of dollars on a high-speed train to nowhere, raised salaries for their senior staff, and just found millions of dollars in unspent funds.	Unsure
Total	35.1%	48.7%	16.1%
Parent	33.2%	51.3%	15.5%
Non-parent	37.3%	45.9%	16.8%

29. Should the state provide additional funding for schools and school districts that educate large percentages of economically-disadvantaged children?

	Yes	No	Unsure
Total	51.8%	25.9%	22.3%
Parent	49.9%	27.2%	22.9%
Non-parent	53.9%	24.4%	21.7%

30. [IF YES TO Q29] Would you still support providing additional funding for schools and school districts that educate large percentages of economically-disadvantaged children even if it means less spending in schools in your community?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure	Total support	Total Oppose	Support - Oppose
Total	26.0%	47.4%	15.0%	3.8%	7.7%	73.4%	18.8%	54.6%
Parent	28.2%	43.9%	15.5%	5.2%	7.2%	72.1%	20.7%	51.4%
Non-parent	23.8%	51.2%	14.5%	2.4%	8.1%	75.0%	16.9%	58.1%

31. [IF YES TO Q29] Would you still support providing additional funding for schools and school districts that educate large percentages of economically-disadvantaged children even if it means you will pay higher taxes?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure	Total support	Total Oppose	Support - Oppose
Total	25.5%	45.5%	17.2%	6.2%	5.6%	71.0%	23.4%	47.6%
Parent	27.2%	42.2%	16.8%	7.8%	5.9%	69.4%	24.6%	44.8%
Non-parent	23.6%	48.8%	17.6%	4.6%	5.3%	72.5%	22.2%	50.3%

32. Should the state provide additional funding for schools and school districts that educate large percentages of children who do not speak English as their first language?

	Yes	No	Unsure
Total	31.0%	52.0%	17.1%
Parent	29.8%	54.1%	16.1%
Non-parent	32.2%	49.6%	18.1%

33. [IF YES TO Q32] Would you still support providing additional funding for schools and school districts that educate large percentages of children who do not speak English as their first language **even if it means less spending in schools in your community?**

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure	Total support	Total Oppose	Support - Oppose
Total	30.6%	47.4%	11.9%	3.3%	6.9%	78.0%	15.2%	67.8%
Parent	34.5%	43.0%	12.4%	5.1%	5.0%	77.5%	17.5%	60.0%
Non-parent	26.5%	51.9%	11.4%	1.4%	8.8%	78.4%	12.8%	65.6%

34. [IF YES TO Q32] Would you still support providing additional funding for schools and school districts that educate large percentages of children who do not speak English as their first language **even if it means you will pay higher taxes?**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	32.2%	45.4%	9.6%	6.2%	6.5%	77.6%	15.8%	61.8%
Parent	39.8%	38.4%	9.9%	5.6%	6.3%	78.2%	15.5%	62.7%
Non-parent	24.3%	52.7%	9.4%	6.9%	6.7%	77.1%	16.2%	60.8%

Please indicate whether you agree or disagree with the following statements.
[Scale: Strongly agree, somewhat agree, somewhat disagree, strongly disagree, unsure]

35. Students should graduate from high school with the skills they need to get a job.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	65.1%	27.7%	4.7%	.7%	1.8%	92.8%	5.4%	87.4%
Parent	70.7%	24.6%	3.4%	.5%	.8%	95.3%	3.9%	91.4%
Non-parent	58.8%	31.2%	6.3%	.9%	2.8%	90.0%	7.2%	82.8%

36. To get a good job a student needs to go to college.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	29.2%	40.6%	21.4%	5.8%	3.1%	69.8%	27.1%	42.6%
Parent	29.8%	41.9%	20.9%	5.2%	2.2%	71.8%	26.1%	45.7%
Non-parent	28.4%	39.1%	21.9%	6.5%	4.1%	67.6%	28.3%	39.2%

37. There are many good jobs that don't require a college education.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	25.5%	47.2%	15.6%	8.1%	3.6%	72.7%	23.8%	48.9%
Parent	29.2%	46.2%	12.6%	9.5%	2.5%	75.4%	22.1%	53.2%
Non-parent	21.3%	48.3%	19.0%	6.6%	4.8%	69.6%	25.6%	44.0%

38. Some students just aren't good at academic subjects.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	33.8%	45.8%	12.3%	4.9%	3.1%	79.7%	17.2%	62.4%
Parent	38.4%	43.7%	11.3%	4.8%	1.7%	82.2%	16.1%	66.1%
Non-parent	28.6%	48.2%	13.5%	5.0%	4.6%	76.8%	18.5%	58.3%

39. Career-technical education is for students who don't do well in school.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	16.2%	32.0%	25.5%	19.4%	6.8%	48.2%	44.9%	3.3%
Parent	17.2%	32.3%	25.1%	19.0%	6.3%	49.6%	44.1%	5.4%
Non-parent	15.2%	31.6%	26.0%	19.9%	7.4%	46.7%	45.8%	0.9%

40. High school education should focus on helping students master core academic subjects, especially English and math.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	52.0%	37.7%	6.3%	1.1%	2.9%	89.7%	7.4%	82.3%
Parent	56.6%	36.2%	5.0%	.9%	1.3%	92.8%	5.9%	86.9%
Non-parent	46.8%	39.4%	7.8%	1.3%	4.7%	86.2%	9.1%	77.2%

41. Schools should teach academic subjects in ways that connect them to skills that will be useful on the job.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	55.1%	36.5%	4.2%	.8%	3.4%	91.6%	5.0%	86.6%
Parent	58.9%	36.0%	3.1%	.4%	1.7%	94.8%	3.5%	91.4%
Non-parent	50.8%	37.1%	5.4%	1.4%	5.3%	88.0%	6.8%	81.2%

42. Schools should teach practical skills to help students get jobs when they graduate from high school.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	53.3%	37.0%	5.1%	1.4%	3.3%	90.3%	6.4%	83.8%
Parent	56.6%	36.6%	3.9%	1.2%	1.7%	93.2%	5.1%	88.0%
Non-parent	49.6%	37.4%	6.4%	1.6%	5.1%	87.0%	7.9%	79.1%

43. Which of these two choices is closer to how you feel?

We need to fundamentally change our approach to education. We need to make our students competitive in an increasingly global economy. We spend too much time taking standardized tests and “teaching to the test.” Instead, we need a new approach where we focus more on real-world work skills so our students can compete for good-paying jobs.

We need to maintain our approach to education but do a better job of educating students in the basics. Too many students are graduating high school without the ability to read, write or do math well enough to succeed. Students simply can’t be trained for real-world work skills unless they can read and write.

Unsure

Total	50.7%	41.6%	7.7%
Parent	50.3%	43.9%	5.9%
Non-parent	51.2%	39.1%	9.6%

44. Resources are limited, community colleges should properly focus what they have. Please apportion the percentage of resources community colleges should spend on each of the options below - the total must add up to 100% when you are done.

		Mean
Students seeking a degree or planning to transfer to a 4-year university	Total	40.6%
	Parent	40.4%
	Non-parent	40.9%
Training programs that prepare students for jobs in the local economy that don't necessarily require a 4-year university degree	Total	36.4%
	Parent	37.1%
	Non-parent	35.6%
Courses that give community members of all ages opportunities to gain new knowledge and skills	Total	23.0%
	Parent	22.5%
	Non-parent	23.5%

45. Schools should invest more in computers and other technology to improve student performance.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	28.2%	49.6%	14.0%	3.5%	4.6%	77.9%	17.5%	60.3%
Parent	30.0%	50.4%	12.2%	3.9%	3.5%	80.4%	16.1%	64.3%
Non-parent	26.2%	48.8%	16.0%	3.1%	5.9%	75.0%	19.1%	55.9%

46. Greater use of technology will improve the quality of education in California schools.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	27.8%	44.5%	15.1%	5.7%	7.0%	72.3%	20.8%	51.5%
Parent	31.2%	42.1%	14.7%	5.8%	6.2%	73.3%	20.5%	52.8%
Non-parent	23.9%	47.3%	15.6%	5.5%	7.8%	71.1%	21.1%	50.1%

47. Schools should invest in new technologies, even if it means hiring fewer teachers.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	8.8%	26.7%	34.0%	21.3%	9.2%	35.6%	55.3%	-19.7%
Parent	9.6%	27.4%	34.2%	20.5%	8.2%	37.1%	54.7%	-17.6%
Non-parent	7.9%	25.9%	33.7%	22.2%	10.3%	33.8%	55.9%	-22.0%

48. Computers can never replace teachers.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	56.4%	26.9%	9.6%	3.6%	3.5%	83.4%	13.2%	70.2%
Parent	59.2%	25.8%	9.4%	2.6%	3.0%	85.0%	12.0%	73.0%
Non-parent	53.3%	28.3%	9.9%	4.6%	3.9%	81.5%	14.5%	67.0%

49. Greater use of technology will reduce the cost of education in California schools.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	11.8%	36.2%	23.4%	10.4%	18.2%	48.0%	33.8%	14.1%
Parent	12.9%	35.2%	23.4%	12.0%	16.5%	48.1%	35.4%	12.7%
Non-parent	10.6%	37.3%	23.5%	8.6%	20.0%	47.9%	32.1%	15.8%

50. Students should be able to take classes on-line instead of going to school.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	9.3%	28.5%	21.6%	32.6%	8.0%	37.8%	54.2%	-16.4%
Parent	8.3%	28.0%	24.9%	29.4%	9.4%	36.2%	54.4%	-18.2%
Non-parent	7.1%	27.3%	28.7%	25.8%	11.0%	34.4%	54.5%	-20.1%

51. Teachers need training to integrate new technologies in their classrooms.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	39.4%	47.1%	6.9%	1.3%	5.4%	86.4%	8.2%	78.2%
Parent	45.1%	41.1%	8.9%	1.1%	3.7%	86.2%	10.1%	76.2%
Non-parent	32.9%	53.8%	4.6%	1.5%	7.2%	86.7%	6.1%	80.5%

52. Students know more about digital technologies than their teachers do.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	24.8%	51.7%	10.5%	2.6%	10.5%	76.5%	13.1%	63.4%
Parent	26.4%	49.5%	12.7%	2.3%	9.1%	75.9%	15.0%	61.0%
Non-parent	23.0%	54.0%	8.0%	2.9%	12.0%	77.0%	10.9%	66.1%

53. Students should spend part of each day working independently on-line, and part working with a teacher.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	13.0%	43.4%	19.8%	10.6%	13.2%	56.4%	30.4%	25.9%
Parent	15.1%	42.8%	18.6%	11.4%	12.0%	57.9%	30.1%	27.8%
Non-parent	10.6%	44.0%	21.2%	9.6%	14.5%	54.6%	30.8%	23.8%

54. If the state had additional funding for education and you were only given the two options below, where should the state spend the money?

	Invest in new technology	Hire more teachers	Unsure
Total	34.2%	49.5%	16.3%
Parent	37.6%	48.3%	14.1%
Non-parent	30.3%	50.9%	18.7%

55. The state should leave decisions about how to spend money to local school boards and administrators.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	22.9%	45.8%	15.4%	8.0%	7.8%	68.8%	23.4%	45.4%
Parent	26.3%	43.8%	14.7%	8.8%	6.4%	70.1%	23.5%	46.6%
Non-parent	19.2%	48.1%	16.2%	7.1%	9.4%	67.3%	23.3%	44.0%

56. Schools and school districts should have more flexibility to spend money in response to local needs.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	30.9%	53.0%	8.3%	2.3%	5.5%	83.9%	10.6%	73.3%
Parent	36.4%	49.5%	8.4%	2.8%	2.9%	85.9%	11.2%	74.7%
Non-parent	24.7%	56.9%	8.3%	1.7%	8.5%	81.6%	9.9%	71.7%

57. State officials have too much control over local decisions about education.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total agree	Total disagree	Agree - disagree
Total	36.2%	37.9%	11.4%	2.3%	12.3%	74.0%	13.7%	60.4%
Parent	42.0%	35.3%	9.5%	2.7%	10.6%	77.3%	12.2%	65.1%
Non-parent	29.6%	40.8%	13.5%	1.8%	14.2%	70.4%	15.3%	55.1%

58. Do you support or oppose the DREAM Act, which provides a path to citizenship for children who were brought to this country illegally as minors, have graduated from U.S. high schools, and have lived in the country continuously for at least five years prior to the bill's enactment?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure	Total support	Total Oppose	Support - Oppose
Total	27.9%	26.9%	12.7%	22.8%	9.6%	54.8%	35.5%	19.3%
Parent	29.0%	25.9%	13.4%	23.6%	8.0%	54.9%	37.0%	17.9%
Non-parent	26.7%	28.1%	12.0%	21.8%	11.5%	54.8%	33.8%	21.0%

59. Do you support or oppose Proposition 13, the statewide ballot initiative voters passed in 1978 that limits how much property taxes can increase every year?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure	Total support	Total Oppose	Support - Oppose
Total	48.3%	24.9%	8.7%	7.5%	10.7%	73.1%	16.1%	57.0%
Parent	52.0%	25.7%	7.2%	6.5%	8.6%	77.7%	13.7%	64.0%
Non-parent	44.1%	23.9%	10.3%	8.5%	13.2%	68.0%	18.8%	49.2%

60. [SPLIT SAMPLE A] Would you support or oppose changing Proposition 13 so that counties would reassess large commercial properties and tax them at their current market value while leaving Proposition 13 in place for residential properties?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure	Total support	Total Oppose	Support - Oppose
Total	26.2%	32.4%	11.6%	12.1%	17.7%	58.6%	23.7%	34.9%
Parent	27.7%	34.5%	12.3%	13.0%	12.6%	62.2%	25.3%	36.9%
Non-parent	24.6%	30.1%	10.8%	11.2%	23.3%	54.7%	22.0%	32.7%

61. [SPLIT SAMPLE B] Would you support or oppose changing Proposition 13 so that counties would reassess large commercial properties and tax them at their current market value while reducing property taxes for homeowners?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure	Total support	Total Oppose	Support - Oppose
Total	28.5%	28.0%	12.6%	14.5%	16.4%	56.5%	27.1%	29.3%
Parent	31.3%	28.0%	10.4%	14.9%	15.2%	59.4%	25.4%	34.0%
Non-parent	25.2%	27.9%	15.2%	14.0%	17.7%	53.1%	29.2%	23.9%

62. Which of the two statements about Proposition 13 below do you agree with more?

Supporters say reforming Proposition 13 will make big corporations pay their fair share. Many highly profitable businesses, like Apple and Chevron, are paying property taxes based on assessed values from over 30 years ago. Also, corporations use loopholes to avoid re-assessing their property even when the property changes ownership. This reform will bring in needed additional revenues for local schools and services.

Opponents say California already has the highest taxes in the country. The last thing we should do is raise taxes on businesses by billions of dollars. Many businesses will likely move to Nevada or other places where taxes are lower, taking jobs with them. We should cut wasteful spending before raising taxes.

Unsure

Total	40.3%	42.2%	17.5%
Parent	40.1%	45.3%	14.6%
Non-parent	40.5%	38.7%	20.8%

Now you will see a video clip in favor of Proposition 30, “Temporary Taxes to Fund Education Guaranteed Local Public Safety Funding. Initiative Constitutional Amendment” and listen to an audio clip against Proposition 30. You will be asked to rate each clip while you watch or listen to them. Please make sure your sound is on.

For this question we want you rate a video clip in favor of Proposition 30 as you watch it play on your screen. PLEASE MAKE SURE YOUR SOUND IS ON AND THE VOLUME IS TURNED UP. Whenever you see or hear something that is INTERESTING or COMPELLING about the initiative, move the slider to the right UP towards +10. Whenever you see or hear something that is LESS INTERESTING or COMPELLING, move the slider DOWN towards -10. Please remember, every word has meaning so we need you to continuously move the slider depending on how you feel. Click "Continue" when you are ready.



63. [AG] Did the video play properly?

Yes	100%
No	0.0%

64. [IF A FOR Q63] How persuasive was the video you just saw? Please choose a number on the scale below between 0 and 100, where 100 means you really liked the video and 0 means you did not like the video at all. You can use any number from 0 to 100.

	Mean	Mode	SD
Total	59.3	100	31.3
Parent	61.1	100	30.4
Non-parent	57.3	100	32.2

[Proposition 30 – Against Audio Clip]

65. [AG] Did the audio play properly?

Yes	100%
No	0.0%

66. [IF A FOR Q65] How persuasive was the audio you heard? Please choose a number on the scale between 0 and 100 in the box below, where 100 means you really liked the audio and 0 means you did not like the audio at all. You can use any number from 0 to 100.

	Mean	Mode	SD
Total	58.9	100	31.5
Parent	61.5	100	30.8
Non-parent	55.9	100	32.0

67. Now that you have seen or heard arguments for and against Proposition 30, do you support or oppose this ballot initiative?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure	Total support	Total Oppose	Support - Oppose
Total	20.8%	31.5%	12.0%	21.8%	13.9%	52.3%	33.8%	18.5%
Parent	21.6%	30.8%	11.9%	22.5%	13.3%	52.4%	34.4%	18.0%
Non-parent	19.9%	32.4%	12.1%	21.0%	14.7%	52.3%	33.1%	19.2%

DEMOGRAPHICS

68. What is your current party registration?

Republican	31.5%
Democratic	45.6%
Decline to State/ Independent	21.5%
Another political party	1.3%
Not currently registered	TERMINATE

69. How would you describe your political ideology?

Very conservative	10.6%
Somewhat conservative	23.8%
Somewhat liberal	23.0%
Very liberal	12.3%
Moderate/Independent	22.3%
Libertarian	2.4%
Other	1.5%
Unsure	4.2%

70. How would you further describe your political ideology?

Fiscally conservative, socially conservative	22.6%
Fiscally conservative, socially liberal	37.6%
Fiscally liberal, socially liberal	20.1%
Fiscally liberal, socially conservative	3.4%
Other	5.1%
Unsure	11.4%

71. Are you male or female?

Male	48.6%
Female	51.4%

72. Which of the following categories reflects your age?

17 and younger	TERMINATE
18 to 29	15.3%
30 to 39	14.7%
40 to 49	18.8%
50 to 64	29.7%
65 and older	21.5%
Refused	TERMINATE

73. What best describes your racial or ethnic heritage?

White/Non Hispanic	68.6%
Latino/Hispanic	17.3%
Black/African American	5.5%
Asian/Pacific Islander	7.8%
Other	.7%

74. Are you or your spouse or partner a current or retired member of a public or private labor union?

Yes, public employee non-teachers union	8.5%
Yes, public employee teachers union	6.4%
Yes, private employee union	6.3%
Yes, both public employee union and private employee union	.7%
No	74.7%
Unsure	3.4%

75. Are you a teacher? If you are not a teacher, please respond with whether anyone in your family is a teacher?

Yes, self	6.1%
Yes, family member	9.2%
Yes, both	1.1%
No	82.3%
Unsure	1.2%

76. In 2011 what was your total family income from all sources before taxes?

Less than \$30,000	20.2%
\$30,000 to under \$75,000	37.1%
\$75,000 to under \$150,000	29.3%
\$150,000 under \$500,000	7.2%
\$500,000 and over	.7%
Unsure	.7%
Refused	4.8%

77. What is the last year of schooling that you have completed?

1 st – 11 th grade	2.7%
High school graduate	16.0%
Non-college post H.S./Technical School	3.0%
Some college/Two-year college/Associate's degree	28.3%
Four-year college graduate/Bachelor's degree	30.8%
Graduate school	19.2%

78. Do you have a Smartphone, meaning a phone that can access the internet and/or can download applications?

Yes	50.0%
No	50.0%

79. Which of the following best describes your phone use?

I only have a landline phone in my household and no cell phone	7.8%
I have both a landline and a cell phone	65.8%
I only have a cell phone	25.6%
I do not own a landline or cell phone	.8%

80. Do you have children?

Yes	52.9%
No	47.1%

81. [AG] [IF A TO Q80] How many children do you have?

1	30.0%
2	38.9%
3	19.3%
4	6.6%
5	3.1%
Greater than 5	2.1%

82. [AG] [IF A TO Q80] Do you have any children who are 18 or under years of age?

Yes	44.5%
No	55.5%

83. [AG] [IF A TO Q80] Do you have children currently in school in California?

Yes	44.6%
No	55.4%

84. [AG] [IF YES, TO Q83] What type of school do your children attend?

Public school	81.3%
Public charter school	3.7%
Private or parochial school	13.4%
Home schooled	1.5%

85. What best describes your occupation?

White Collar	33.3%
Blue Collar	11.5%
Student	5.3%
Unemployed	12.6%
Homemaker	9.8%
Part-time	6.7%
Other	19.4%
Unsure	1.3%

86. Geographic breakdown

Los Angeles	27.1%
Orange County	9.0%
Inland Empire	9.7%
San Diego	9.0%
Central Valley	17.6%
Central Coast	2.9%
Bay Area	21.6%
Northern/Sierra	3.1%

*“Bay Area” is Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma Counties.

“North/Sierra” is Alpine, Amador, Butte, Colusa, Del Norte, El Dorado, Glenn, Humboldt, Inyo, Lake, Lassen, Mendocino, Modoc, Mono, Nevada, Placer, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Yolo, and Yuba Counties.

“Central Coast” is Monterey, San Luis Obispo, Santa Barbara, Santa Cruz and Ventura Counties.

“Central Valley” is Calaveras, Fresno, Kern, Kings, Madera, Mariposa, Merced, Sacramento, San Benito, San Joaquin, Stanislaus, Tulare, and Tuolumne Counties.

“Inland Empire” is Imperial, Riverside, and San Bernardino Counties.

“Orange County,” “Los Angeles” and “San Diego” are each independent counties.