

KPBS/CERC Education Poll
(n=405, San Diego County Adults)

Hi this is _____ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego County to ask your opinion on local issues. We are not selling anything. Most people find it interesting and all your answers will be kept strictly confidential. Please let me begin by asking . . .

Q1. What is your zipcode?	South City	15.6%
	North City	29.4
	South Burbs	10.6
	East Burbs	14.8
	North Burbs	10.9
	North Coastal	12.6
	East County	6.2

Now 'd like to ask you about education . . .

Q2. What grade would you give K through 12 education in San Diego County?	A for excellent	16.3%
	B for good	33.8
	C for only fair	16.3
	D for poor	5.9
	F for failing	3.0
	Unsure (Not read)	24.7
	G.P.A. <u>2.72</u>	

Q3. Which of the following do you believe is generally the most important factor driving a child's academic success or failure? Is it . . . <i>(Factors were rotated)</i>	The parents	39.8%
	The child's motivation	11.6
	The teachers	9.9
	The availability of books, supplies and technology	3.5
	The child's friends and fellow students	1.5
	The child's IQ	1.0
	Other <i>(Not read)</i>	1.0
	All of the above <i>(Not read)</i>	28.9
	Unsure <i>(Not read)</i>	3.0

Q4. Some parents may live in neighborhoods where public schools fail to meet required standards. Would you support or oppose giving taxpayer-funded vouchers to those parents so they could send their children to a private school.

Support vouchers, strongly	25.9%
Support vouchers, somewhat	15.3
Oppose vouchers, somewhat	16.3
Oppose vouchers, strongly	33.6
Unsure (<i>Not read</i>)	8.9

Q5. In an effort to bring underperforming schools up to state academic standards the San Diego School District has required its schools to conform to a centralized plan which mandates a certain curriculum. Do you favor this centralized approach or do you favor an approach which allows for more flexibility in the classroom?

Favor centralized, strongly	16.3%
Favor centralized, somewhat	11.1
Favor flexible, somewhat	21.2
Favor flexible, strongly	39.5
Unsure (<i>Not read</i>)	11.9

Q6. How many school age children do you have in your household?

No Children	69.9%
1 Child	14.8
2 Children	10.4
3+Children	4.9

Q7a. What is the most important indicator of how well your local public school is performing?
(*If more than one child to Q16, n=122*)

Changes seen in your child's development	32.0%
Your child's grades	19.7
Your child's standardized test scores	18.0
The school's official ranking based on test scores	12.3
What teachers or school administrators are saying	6.6
What other residents or parents are saying about the school	3.3
What the media are reporting	0.8
Unsure (<i>Not read</i>)	7.4

Q7b. What is the most important indicator of how well your local public school is performing?
(If no children to Q16. n=283)

Changes seen in a child's development	28.1%
A child's standardized test scores	15.9
The school's official ranking based on test scores	13.4
A child's grades	9.2
What other residents or parents are saying about the school	9.2
What teachers or school administrators are saying	4.6
What the media are reporting	1.2
Unsure (<i>Not read</i>)	20.1

Thanks, now just to make sure we have a representative sample . . .

Q8. What is your main ethnic or racial heritage?

White	71.9%
Hispanic or Latino	10.1
Asian	4.4
African-American	4.0
Native American	1.5
Something Else	3.0
Mixed Race (<i>Not read</i>)	4.0
Refused (<i>Not read</i>)	1.2

Q9. Please stop me when I reach your age category . . .

18 to 24	10.6%
25 to 34	13.3
35 to 44	17.3
45 to 54	22.0
55 to 64	13.1
65 to 74	13.3
75 and Over	9.6
Refused (<i>Not read</i>)	0.7

Q10. And please stop me when I reach the category closest to your household's total annual income . . .

Less than \$20,000	8.9%
\$20 to 40,000	19.0
\$40 to 60,000	20.7
\$60 to 80,000	14.6
\$80 to 100,000	8.6
More than \$100,000	12.1
Refused (<i>Not read</i>)	16.0

Thanks for your time and your opinion counts.

Q11. Gender (By Observation)	Male	46.4%
	Female	53.6
