

SURVEY METHODOLOGY

The poll was conducted by Mercury Public Affairs from September 20 to October 1. The telephone poll was conducted on both landline and cell phones in both English and Spanish. It surveyed 1,150 voters throughout communities within the Los Angeles Unified School District, 400 interviews conducted district-wide in addition to 350 interviews in South L.A. and 400 interviews in East L.A., Southeast L.A. and the East Valley. The regional oversamples were combined into the district-wide sample, weighted down to their proportional contribution to the population of the L.A. Unified School District. The margin of error of the poll was ±2.9%.

[ALL]

Hello, I am [name] calling from Survey Sampling, a national market research company, and we are speaking to people about local policy issues that concern citizens in Los Angeles. We are not selling anything.

(IF CELL SAMPLE)

1. First, are you in a place right now where you can safely take the survey?

Yes/Safe	100
No	-
Refused	-

(CONTINUE TO ALL)

2. Are you registered to vote in Los Angeles County, California?

Yes	100
No	-
Don't Know/Refused	-

3. Gender:

Male	47
Female	53

4. In what year were you born? ____ (ENTER 9999 FOR REFUSED)

18-34	21
35-44	18
45-54	16
55-64	19
65+	22
Refused	4

5. Are you or is a member of your immediate family from a Latino or Hispanic background?
IF SAID "NO" OR "DON'T KNOW/REFUSED" IN PREVIOUS Q, ASK:
 6. What is your main racial background?

Hispanic	52
White	30
African American/Black	9
Asian American	6
Other	3
Refused	1

(CONTINUE TO ALL)

7. Which of the following is the most important issue you think the elected leadership in this area of Los Angeles needs to address first, before all other issues? **(READ AND RANDOMIZE CHOICES)**

Local schools	21
Job creation	16
Crime	12
Transportation and infrastructure	11
Immigration	11
Health care	10
Welfare and social safety nets	7
Taxes	5
The environment	5
DK/Refused (DO NOT READ)	2

Now I am going to read you the names of some organizations involved in education. Please tell me if you have a favorable, unfavorable, or neutral opinion of each one? If you have never heard of it, just say so. **(IF FAVORABLE/UNFAVORABLE, ASK: And would you say very (FAVORABLE/UNFAVORABLE) or just somewhat (FAVORABLE/UNFAVORABLE)?)**

	(RANDOMIZE LIST)	TOTAL FAV	TOTAL UNFAV	Very Fav	Smwt Fav	Neutral	Smwt Unfav	Very Unfav	Never Heard Of
8.	United Teachers of Los Angeles, the local teacher's union	37	17	18	19	31	8	10	15
9.	Los Angeles public charter schools	43	14	20	23	35	7	7	8
10.	Your neighborhood public school	45	15	21	24	30	9	6	9
11.	Los Angeles Unified School District	37	30	12	25	29	16	14	4
12.	Your local public school classroom teachers	48	8	25	24	32	5	3	12

(IF FAVORABLE L.A. PUBLIC CHARTER SCHOOLS, ASK)

13. What are the one or two main reasons why you have a favorable impression of Los Angeles public charter schools?

Answered question	93
Don't know	6
Refused	1

(IF UNFAVORABLE L.A. PUBLIC CHARTER SCHOOLS, ASK)

14. What are the some of the reasons why you have an unfavorable impression of Los Angeles public charter schools?

Answered question	91
Don't know	9

(CONTINUE TO ALL)

15. Which of the following words do the best job describing the public schools near you?
(RANDOMIZE LIST – READ ALL BEFORE ACCEPTING CHOICE – ACCEPT MULTIPLE RESPONSES)

Trying	42
Under-performing	32
Struggling	32
Caring	29
Involved	22
Succeeding	21
Well-run	18
Dysfunctional	18
Failing	16
Innovative	15
Exceptional	13
<i>None of these (Do Not Read)</i>	3
<i>Don't Know/Refused (Do Not Read)</i>	8

16. Like all public schools, public charter schools are free to students who attend them. Run independent from the school district, they hire their own principals and teachers, and are responsible for the school's curriculum. Currently, over fifteen percent of public school students in LA Unified attend public charter schools. Do you favor or oppose Los Angeles' having public charter schools? **(IF FAVOR/OPPOSE, ASK) Would you say you STRONGLY (favor/oppose) or just SOMEWHAT (favor/oppose)?**

TOTAL FAVOR	72
TOTAL OPPOSE	19
Strongly favor	42
Somewhat favor	31
Somewhat oppose	9
Strongly oppose	10
DK/Refused (DO NOT READ)	8

Each of the following statements express a possible goal for LA schools. For each, please tell me if it is something you strongly support, somewhat support, somewhat oppose or strongly oppose. The first/next one is... RANDOMIZE

	(RANDOMIZE LIST)	TOTAL SUPPORT	TOTAL OPPOSE	Strg. Supp.	Smwt. Supp.	Smwt. Opp.	Strg. Opp.	DK/ Ref
17.	Expand the number of public charter schools in your neighborhood	69	24	42	27	10	14	7
18.	Double the number of students in LA Unified that are able to attend public charter schools	64	28	36	28	11	17	8
19.	Expand public charter schools in areas where public schools under-perform	74	22	50	25	8	14	4
20.	Invest in existing public schools to create more successful programs like magnet schools	88	7	68	20	3	5	5
21.	Make sure every student in a district with an underperforming public school has a choice of attending a higher performing school.	88	9	65	23	4	5	4
22.	Reform the public education system in LA	87	8	64	22	5	3	5

23. I'm going to read you two arguments made both for and against the expansion of public charter schools in areas of LA with under-performing public schools. **(READ AND ROTATE)**

- Supporters of public charter schools say that students who live in neighborhoods with under-performing public schools that don't prepare them for life after high school deserve better. Parents have waited too long for public schools to improve and deserve choices so their children have access to a high-quality education.
- Opponents say public charter schools divert needed funding from public schools, while cherry-picking their best students. They say the expansion of charter schools is an attempt by billionaires like Eli Broad to privatize schools, undermine teachers unions and dismantle the public school system. They say we should focus on improving under-performing schools rather than giving up on them.

After hearing both sides, would you favor or oppose the expansion of public charter schools in in areas of LA with under-performing public schools? **(IF FAVOR/OPPOSE, ASK) Would you say you STRONGLY (favor/oppose) or just SOMEWHAT (favor/oppose)?**

TOTAL FAVOR	64
TOTAL OPPOSE	31
Strongly favor	40
Somewhat favor	24
Somewhat oppose	13
Strongly oppose	18
DK/Refused (DO NOT READ)	5

(ROTATE BLOCKS)

BEGIN SUPPORTER BLOCK

Now I'm going to read you some statements from SUPPORTERS of expanding charter schools in areas of LA with under-performing public schools. After hearing each statement, please tell me if it makes you more likely or less likely to favor the expansion of charter schools. If the statement does not sway you one way or the other, just say so. **(IF MORE/LESS LIKELY, ASK: And would you say you would be much (MORE/LESS) LIKELY or just somewhat (MORE/LESS) LIKELY to favor expanding charter schools?) (RANDOMIZE SERIES)**

		TOTAL MORE LIKELY FAVOR	Much MORE likely favor	Smwt MORE likely favor	Smwt LESS likely favor	Much LESS likely favor	Does Not Sway	DK/ Ref
24.	Students in neighborhoods with under-performing public schools have waited too long for schools to improve. Parents need choices now so students can get a quality education.	68	46	22	6	10	14	3
25.	Any parent with a child in an under-performing school should have the option of choosing a high-quality public charter school in their neighborhood.	76	53	23	6	7	9	2
26.	The expansion of charter schools will reduce the number of students in LA's failing schools by fifty percent.	54	34	20	9	15	18	4
27.	Within eight years, the expansion of charter schools will allow half of all students in LA Unified the option to choose a charter school.	63	38	25	9	11	14	3
28.	No matter where they live, no matter what their income, all families deserves to have a high-quality public school in their neighborhood.	76	60	17	4	8	10	2
29.	Multiple studies show charter schools do a better job of educating students, which is why increasing the number of public charter schools is the best way to get students out of failing schools and on the road to a great education.	66	40	25	7	12	13	2

	SUPPORTER BLOCK CONTINUED	TOTAL MORE LIKELY FAVOR	Much MORE likely favor	Smwt MORE likely favor	Smwt LESS likely favor	Much LESS likely favor	Does Not Sway	DK/ Ref
30.	The expansion of charter schools will allow more students to have access to arts and music education programs that many low performing public schools do not offer.	71	49	21	6	9	11	3
31.	The expansion of charter schools means more money spent in the classroom where it counts and less spent on school bureaucracy and administration.	62	42	20	11	10	15	2
32.	With tens of thousands of students on the wait list for charter schools and high-performing public schools like magnet schools over-enrolled, parents are demanding more choices of schools that work.	65	41	24	5	10	17	3

END SUPPORTER BLOCK

BEGIN OPPONENT BLOCK

Now I'm going to read you some statements from OPPONENTS of expanding charter schools in areas of LA with under-performing schools. After hearing each statement, please tell me if it makes you more likely or less likely to favor the expansion of charter schools. If the statement does not sway you one way or the other, just say so. **(IF MORE/LESS LIKELY, ASK: And would you say you would be much (MORE/LESS) LIKELY or just somewhat (MORE/LESS) LIKELY to favor expanding charter schools?) (RANDOMIZE SERIES)**

		TOTAL LESS LIKELY FAVOR	Much MORE likely favor	Smwt MORE likely favor	Smwt LESS likely favor	Much LESS likely favor	Does Not Sway	DK/ Ref
33.	Expanding charter schools will divert funding from public schools, which will make our most challenged schools even worse and will harm students left behind in under-funded traditional public schools.	47	17	11	20	27	20	5
34.	Organizations that want to expand charter schools are backed by billionaires.	39	18	13	17	22	26	4
35.	Organizations that want to expand charter schools have an anti-union agenda aimed at privatizing public education.	42	17	15	17	25	21	5

	OPPONENT BLOCK CONTINUED	TOTAL LESS LIKELY FAVOR	Much MORE likely favor	Smwt MORE likely favor	Smwt LESS likely favor	Much LESS likely favor	Does Not Sway	DK/ Ref
36.	Increasing the number of charter schools is an attempt to dismantle the traditional public school system.	37	22	14	16	21	21	5
37.	Charter schools are privately run and are not publicly accountable.	43	20	12	18	25	20	5
38.	Charter schools only perform better because they cherry-pick the best students, and leave those who need more help to the traditional public schools.	44	20	12	20	24	20	4
39.	Nothing's wrong with your neighborhood public school --- if it got the same money that charters schools get.	32	20	17	17	14	25	6
40.	Charter schools are run by organizations that feel like corporations, using a one size fits all curriculum and don't share our neighborhood values.	49	11	11	23	26	25	4
41.	Charter schools are known for harsh discipline and repetitive memorization drills and don't let kids be kids.	39	17	12	16	23	25	7

END OPPONENTS BLOCK

42. Now after hearing all of this, would you favor or oppose the expansion of public charter schools in neighborhoods with under-performing performing schools? **(IF FAVOR/OPPOSE, ASK) Would you say you STRONGLY (favor/oppose) or just SOMEWHAT (favor/oppose)?**

TOTAL FAVOR	67
TOTAL OPPOSE	27
Strongly favor	43
Somewhat favor	24
Somewhat oppose	9
Strongly oppose	18
DK/Refused (DO NOT READ)	6

Finally, just a few questions for demographic purposes.....

43. Do you have children? **(IF YES)** Are they... **(ACCEPT MULTIPLE RESPONSES)**

TOTAL YES	56
Younger than school age	10
In school from K thru 12	21
In post-secondary school such as vocational, college, graduate school, or something else	19
Out of school	21
No children	41
DK/Refused (DO NOT READ)	3

(IF SCHOOL AGE CHILDREN, ASK)

44. Are any of those children enrolled in any of the following types of schools in this area? **(READ) (ALLOW MULTIPLE ANSWERS)**

BASE=Households w/ school aged children	
A traditional public school in the Los Angeles Unified School District	54
A public charter school	32
A magnet school	14
A private or parochial school	22
DK/Refused (DO NOT READ)	11

(CONTINUE TO ALL)

45. What is the last grade of formal education you completed? **(READ)**

Less than high school	4
High school graduate	15
Some college	25
College graduate with 4 year degree	30
Post Grad degree	17
Technical or Vocational School	5
Don't Know/Refused (DO NOT READ)	4

46. Are you, or is someone in your household a member of a union?

	USD
Yes	25
No	71
Don't Know/Refused (DO NOT READ)	4