



**California  
Parent Poll  
Summary**

Prior to the end of the 2020-21 school year, J. Wallin Opinion Research conducted a telephone survey of voters who are parents of one or more high-school aged youths throughout the state of California. The project was fielded to reveal parental opinions about public high school education in the state.

**Our research revealed a landscape of parental appetite for educational options that advance:**

**Equal and fair access to education and opportunity** - Ensure all students have equal access to academic resources, technology and social-emotional support to succeed in a positive and safe learning environment.

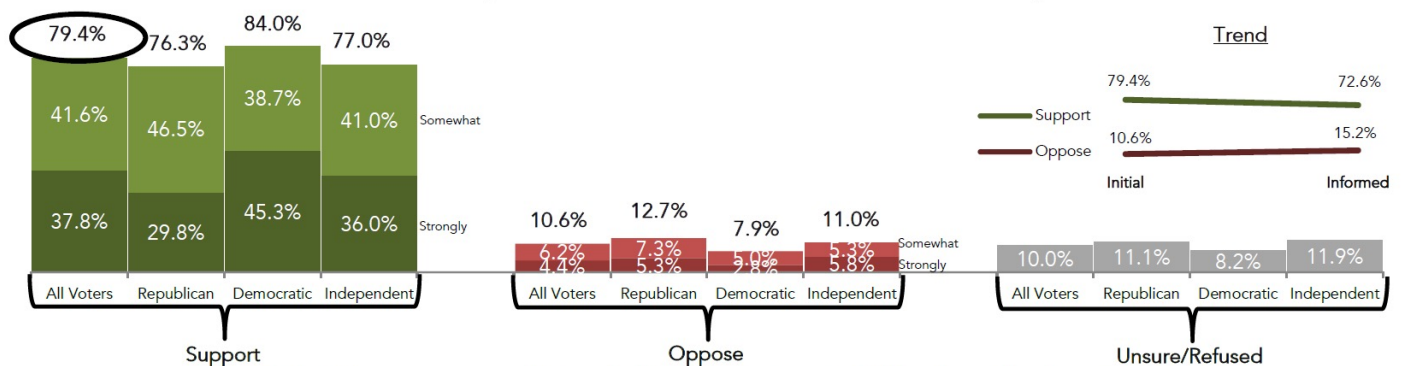
**Personalized learning with trauma-informed practices** - Tailor curriculum and wrap-around services with trauma-informed care, flexible and specific to what the individual student needs.

**Job and Life Skills Training** - Give students a jump-start on their futures with social-emotional learning and job skills training to provide businesses a skilled workforce.

**A Flexible Model That Serves California's At-Risk Students Enjoys High Parental Support**

Education clearly is a core driver of voter sentiment and behavior: nearly three-quarters (73%) support the model, even after hearing messages opposed to it (intensity of opinion is HIGH in well over one-third of respondents):

**Nearly 8 in 10 (79%) Support the Model**

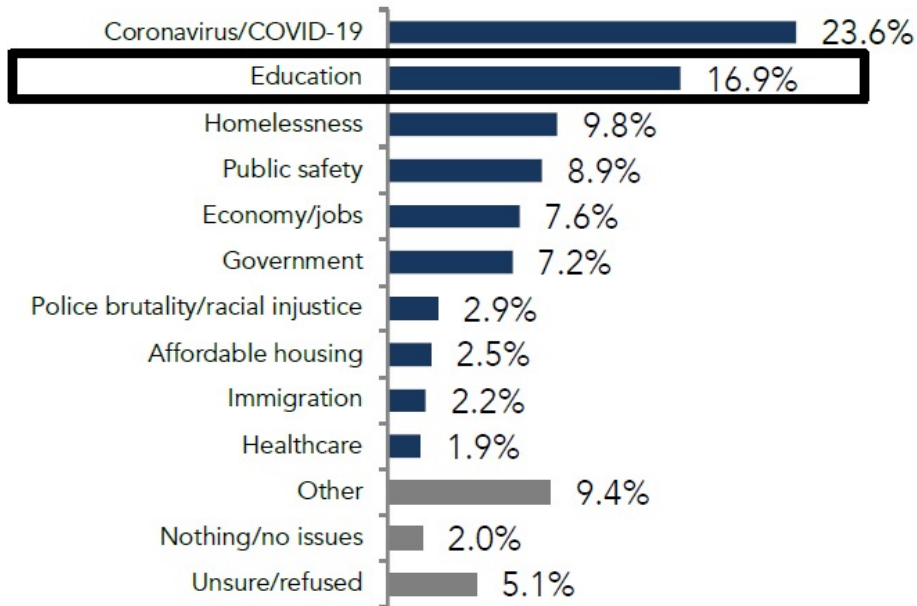


*Question: "California is home to a unique network of nonprofit public schools for high-school aged children that provides students with flexible, one-on-one instruction, small group learning and curriculum plans tailored to the individual student, career training and life skills. Many students have to work, some are teen parents, some have to care for siblings or aging family members and some just aren't succeeding in traditional classroom education. Whatever the reason, this education model offers a free, flexible and innovative approach; a hybrid of in-person and remote learning, completely focused on one-on-one learning, small group learning and curriculum plans tailored to the individual student. Do you support or oppose this unique model of free public high schools for California's underserved and at-risk populations? [IF SUPPORT/ OPPOSE>>>] And would you say you strongly (support/oppose) or somewhat (support/oppose)?"*

## Motivations for Support

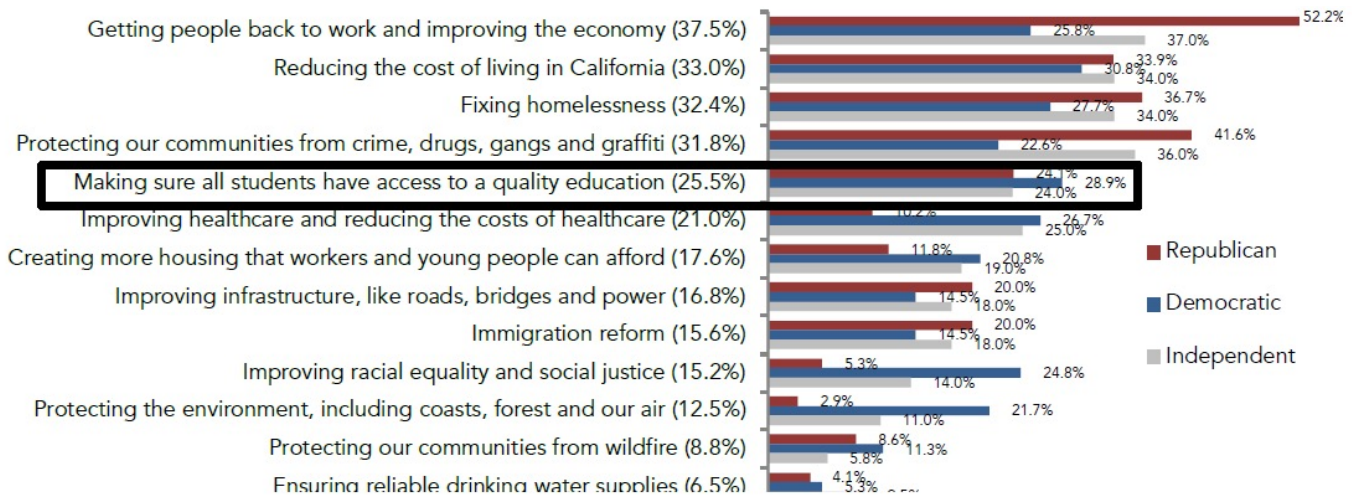
The desire of the state’s voting parents to embrace such a model of education for underserved communities is unsurprising, as education is both top-of-mind to those voters as well as one of the top issues they want their state elected officials to prioritize:

### Coronavirus and Education are the Leading “Dinner Table Conversation” Topics



Question: “What is the most important issue facing your community today?”

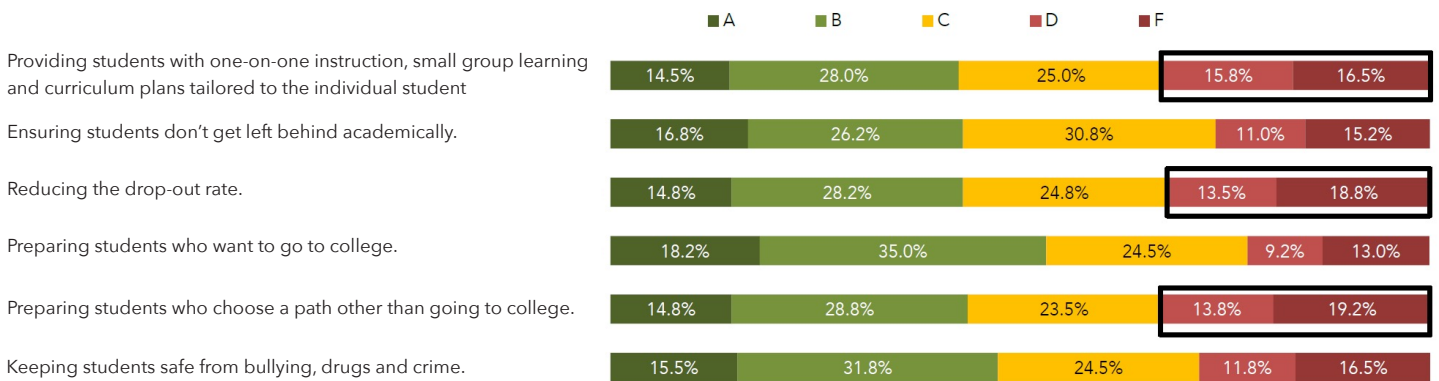
### What Are the Top Issues that Respondents Want California’s Elected Leaders to Prioritize?



Question: “Now I am going to read a list of several issues that may be facing California. Please listen to each and then tell me which three issues - OTHER than fixing the Coronavirus pandemic - should be the top priorities of the Governor and Legislature? Choose THREE.”

## How Parents View California's Education System

### One-third of Parents Give the State a D/F Grade on Three Key Responsibilities



Question: "Now, I am going to read a list of several issues that are the responsibility of California's public high-schools. Please listen to each and then grade California on the job you feel it has done handling that issue for California since the onset of COVID-19."

## What is Important to Parents?

92%

say it's important to **ensure students advance from grade to grade based on their competency in the subject matter**, rather than how much time they sit in a classroom.

91%

feel it is important to **understand the unique challenges faced by individual students and provide additional support** to overcome those barriers.

89%

say it is important to **structure school to serve individual students**, rather than forcing a "one-size-fits-all" approach.

86%

say that it is important to **help address societal inequalities by keeping kids connected** to food, counseling and technology such as Wi-Fi, especially in rural areas and for students of color.

86%

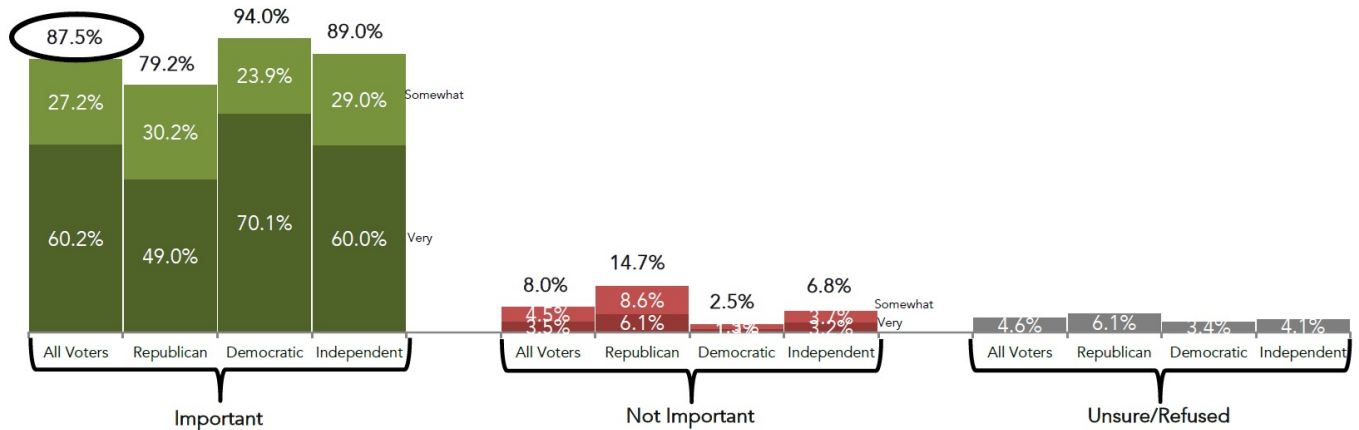
say that it is important to **treat the behaviors associated with trauma-induced stress and grief as opportunities to teach life skills**, not as discipline cases.

Preamble: "Now, I am going to read list of several issues that face educators of California's at-risk high-school students. Please listen to each and then let me know if you feel that issue is very important, somewhat important, not very important or not at all important towards best preparing those students for success in life?"

## Responsibility of the Governor and State Legislature

Parents hold the Governor and Legislature responsible for delivering visible results. Support for prioritizing programs that get at-risk youth education and preparation that they need provides a viable path for elected officials to do so:

### 88% Say it's Important for CA's Governor and Legislature to Prioritize Programs that Get At-Risk Youth Education and Preparation They Need



Question: "Every twenty-six seconds, a student in America drops out of high-school. And in California more than three-hundred-fifteen-thousand students who are in high school right now will not graduate, which disproportionately affects at-risk youth groups, including African Americans, Latinos, foster youths, socioeconomically disadvantaged and youths with disabilities. Do you think it is very important, somewhat important, not very important or not at all important for California's Governor and State Legislature to prioritize programs that get these youths the education and preparation they need for a fair chance at success in life?"

## Conclusion

With parental support for the education concepts testing so remarkably high (many of those discussed above were in the 80-90 percent range), this research reflects a broad and deep appreciation - regardless of political party affiliation, gender, age group or geographic location - for statewide support of a model of personalized learning for underserved and at-risk student populations.

Methodology: From Friday, March 19 through Wednesday, March 31, 2021, J. Wallin Opinion Research conducted a telephone survey of voters who are parents of one or more high-school aged youths throughout the state of California. We interviewed 800 (plus an oversample of 71 additional African American respondents to equal 100 total of that demographic). The survey was administered in Spanish and English languages and contacting both mobile and landlines (78.4% of this survey was completed on mobile phones - of these, 62.0% - or 30.0% of the total sample - of the survey was completed via text-to-online). A survey of this size yields a margin of error of +/-3.7% (95% confidence interval).

About the Firm: J. Wallin Opinion Research specializes in opinion research on behalf of business, government, media and political clients. Company CEO Justin Wallin is a regular guest on Fox News, CNN and BBC. His research, commentary and analysis can be found in leading newspapers, RealClearPolitics, Politico, Roll Call, Campaigns & Elections, Public CEO and Inside Politics with Nathan Gonzales. He is a featured speaker throughout the nation on matters of strategy, marketing and messaging.