

Topline Data
Survey of Residents of Oakland, California
With an Oversample of Parents of School-Aged Children

Prepared for the Center for Education Reform
by the polling company™, inc.

Completed Interviews: Main Sample: 400 Adults (aged 18+) in Oakland, CA
 Parents: 206 Parents of School-Aged Children (5-18 years old)¹

Field Dates: February 2-6, 2007²

Margin of Error: Main Sample: ± 4.9%
 Parents: ± 6.8%

A. Are you 18 years of age or older?

<u>Main</u>	<u>Parents</u>	
100%	100%	YES

B. Do you have children under the age of 18 living at home who are currently enrolled in a school here in Oakland? If yes, what are their ages? (RECORDED, ACCEPTED MULTIPLE RESPONSES)

<u>Main</u>	<u>Parents</u>	
5%	7%	UNDER 5 ³
4%	11%	5
1%	7%	6
2%	11%	7
1%	9%	8
5%	13%	9
3%	11%	10
3%	12%	11
2%	10%	12
3%	11%	13
3%	7%	14
3%	15%	15
3%	8%	16
3%	13%	17
2%	7%	18
6%	3%	CHILDREN OVER 18 (NOT INCLUDED IN PARENTS SAMPLE)
66%	-	NO CHILDREN (NOT INCLUDED IN PARENTS SAMPLE)

¹ Includes 106 parents of school-aged children in the main sample and an oversample of 100 additional interviews

² Interviewing did not occur on Sunday, February 4 because of the Superbowl.

³ All parents with children under age 5 or over age 18 in the Parents sample also had at least one child between the ages of 5 and 18 enrolled in school in Oakland

General Opinions about Education

1. Compared to 10 years ago would you say that the quality of education here in Oakland has gotten better, gotten worse or have stayed the same? (ROTATED)

<u>Main</u>	<u>Parents</u>	
18%	31%	GOTTEN BETTER
32%	27%	GOTTEN WORSE
20%	27%	STAYED THE SAME
30%	16%	DON'T KNOW/NO BASIS TO JUDGE (VOLUNTEERED)
1%	-	REFUSED (VOLUNTEERED)

Importance in Educational Improvement

I am going to read you the names of a few people and organizations. Please tell me how important you think each individual or organization has been in improving the education in Oakland's public schools: very, somewhat, just a little bit or not at all important? If you have no opinion, or have never heard of a particular organization or person, just tell me and we'll move on. [ROTATED Qs 2-7]

2. Former Oakland Unified School District Superintendent Randy Ward

<u>Main</u>	<u>Parents</u>	
33%	36%	<u>TOTAL IMPORTANT (NET)</u>
15%	18%	VERY IMPORTANT
18%	18%	SOMEWHAT IMPORTANT
18%	19%	<u>TOTAL UNIMPORTANT (NET)</u>
9%	8%	JUST A LITTLE BIT IMPORTANT
9%	11%	NOT AT ALL IMPORTANT
12%	10%	HEARD OF/ NO OPINION
13%	10%	NEVER HEARD OF
24%	24%	<u>DON'T KNOW (VOLUNTEERED)</u>
1%	*	REFUSED (VOLUNTEERED)

3. Former Oakland Mayor Jerry Brown

Main Parents

46%	41%	<u>TOTAL IMPORTANT (NET)</u>
17%	19%	VERY IMPORTANT
29%	22%	SOMEWHAT IMPORTANT
28%	36%	<u>TOTAL UNIMPORTANT (NET)</u>
13%	18%	JUST A LITTLE BIT IMPORTANT
15%	18%	NOT AT ALL IMPORTANT
7%	6%	HEARD OF/ NO OPINION
3%	2%	NEVER HEARD OF
16%	14%	<u>DON'T KNOW (VOLUNTEERED)</u>
1%	-	REFUSED (VOLUNTEERED)

4. Oakland School Board

Main Parents

42%	46%	<u>TOTAL IMPORTANT (NET)</u>
21%	30%	VERY IMPORTANT
21%	16%	SOMEWHAT IMPORTANT
27%	32%	<u>TOTAL UNIMPORTANT (NET)</u>
13%	17%	JUST A LITTLE BIT IMPORTANT
14%	15%	NOT AT ALL IMPORTANT
9%	6%	HEARD OF/ NO OPINION
3%	2%	NEVER HEARD OF
19%	14%	<u>DON'T KNOW (VOLUNTEERED)</u>
1%	-	REFUSED (VOLUNTEERED)

5. Bill and Melinda Gates Foundation

Main Parents

36%	27%	<u>TOTAL IMPORTANT (NET)</u>
19%	16%	VERY IMPORTANT
17%	11%	SOMEWHAT IMPORTANT
9%	16%	<u>TOTAL UNIMPORTANT (NET)</u>
5%	8%	JUST A LITTLE BIT IMPORTANT
4%	8%	NOT AT ALL IMPORTANT
9%	9%	HEARD OF/ NO OPINION
19%	23%	NEVER HEARD OF
27%	26%	<u>DON'T KNOW (VOLUNTEERED)</u>
1%	-	REFUSED (VOLUNTEERED)

6. Oakland Mayor Ron Dellums

Main Parents

34%	31%	<u>TOTAL IMPORTANT (NET)</u>
21%	19%	VERY IMPORTANT
13%	12%	SOMEWHAT IMPORTANT
18%	23%	<u>TOTAL UNIMPORTANT (NET)</u>
7%	11%	JUST A LITTLE BIT IMPORTANT
11%	12%	NOT AT ALL IMPORTANT
18%	17%	HEARD OF/ NO OPINION
4%	6%	NEVER HEARD OF
25%	24%	<u>DON'T KNOW (VOLUNTEERED)</u>
*	-	REFUSED (VOLUNTEERED)

7. Bay Area Coalition for Equitable Schools

Main Parents

23%	29%	<u>TOTAL IMPORTANT (NET)</u>
11%	14%	VERY IMPORTANT
12%	15%	SOMEWHAT IMPORTANT
8%	14%	<u>TOTAL UNIMPORTANT (NET)</u>
4%	7%	JUST A LITTLE BIT IMPORTANT
4%	7%	NOT AT ALL IMPORTANT
12%	8%	HEARD OF/ NO OPINION
31%	29%	NEVER HEARD OF
25%	21%	<u>DON'T KNOW (VOLUNTEERED)</u>
1%	-	REFUSED (VOLUNTEERED)

BayCES

8. How familiar are you with Bay Area Coalition for Equitable Schools, also known as BayCES? (Pronounced like "Basis") (READ AND ROTATED, TOP TO BOTTOM, BOTTOM TO TOP)

Main Parents

15%	18%	<u>TOTAL IMPORTANT (NET)</u>
2%	2%	VERY FAMILIAR
13%	16%	SOMEWHAT FAMILIAR
73%	69%	<u>TOTAL UNIMPORTANT (NET)</u>
12%	17%	SOMEWHAT UNFAMILIAR
61%	52%	NOT AT ALL FAMILIAR
12%	13%	DON'T KNOW (VOLUNTEERED)
1%	*	REFUSED (VOLUNTEERED)

9. How would you describe Bay Area Coalition for Equitable Schools or BayCES? What first springs to mind when I say it? Anything else? (RECORDED VERBATIM, OPEN ENDED)

Main Sample (N=400)

<p><u>17% BENEFITS TO EDUCATION (NET)</u> 7% IMPROVING SCHOOLS/ EDUCATION 5% EQUALIZING EDUCATION 4% SCHOOLS EDUCATION 1% ADVOCATE FOR SCHOOLS/ EDUCATION * TRYING TO RAISE STANDARDS IN INNER CITY OAKLAND</p> <p><u>5% POSITIVE ATTRIBUTES (NET)</u> 1% VERY IMPORTANT 1% GOOD INTENTIONS 1% GOOD IDEA 1% EQUALITY 1% POSITIVE * EXTREME * OK/FINE * DOING A GOOD JOB * JUSTICE</p> <p><u>4% TYPE OF ORGANIZATION (NET)</u> 2% ORGANIZATION 1% GROUP OF SCHOOLS 1% BUREAUCRACY * CHARTER SCHOOL * PROGRAMS FOR CHILDREN * MILITARY SCHOOLS * GRASSROOTS ORGANIZATION * STUDENT LOBBY</p>	<p><u>2% FINANCES (NET)</u> 1% FUNDING FOR SCHOOLS 1% EQUALIZING RESOURCES BETWEEN SCHOOLS * SPENDS MONEY UNWISELY * MONEY (NON-SPECIFIC)</p> <p><u>1% NEGATIVE ATTRIBUTES (NET)</u> 1% NEEDS IMPROVEMENT * UNFORTUNATE</p> <p><u>* MISCELLANEOUS (NET)</u> * FRIEND WORKS FOR THEM * RACIAL BALANCE * EXCHANGING IDEAS FOR THE COMMUNITY * GETS RID OF PRIVATE SCHOOLS * BAY AREA * STEVE JEB * LIBRARIES</p> <p>2% SEEN/HEARD THE NAME 4% NEVER HEARD OF</p> <p>62% DON'T KNOW/ NO ANSWER</p>
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Parents (N=206)

<p><u>18% BENEFITS TO SCHOOLS (NET)</u> 9% IMPROVING SCHOOLS/ EDUCATION 4% SCHOOLS/EDUCATION 4% EQUALIZING EDUCATION 1% EQUALIZING RESOURCES BETWEEN SCHOOLS * TURNING LOW PERFORMING SCHOOLS INTO CHARTER SCHOOLS</p> <p><u>7% TYPE OF ORGANIZATION (NET)</u> 4% ORGANIZATION 2% PUBLIC SCHOOLS 1% PROGRAMS FOR CHILDREN * CHARTER SCHOOL * GROUP OF SCHOOLS * MILITARY SCHOOLS * BUREAUCRACY * STUDENT LOBBY</p>	<p><u>3% POSITIVE ATTRIBUTES (NET)</u> 2% POSITIVE 1% GOOD IDEA * VERY IMPORTANT * EQUALITY * ETHICS</p> <p><u>1% NEGATIVE ATTRIBUTES (NET)</u> 1% DOING A POOR JOB * HORRIFIC * NEEDS IMPROVEMENT</p> <p><u>* FINANCES (NET)</u> * FUNDING FOR SCHOOLS * MONEY (NON-SPECIFIC) * BAY AREA</p> <p>69% DON'T KNOW/ NO ANSWER</p>
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As you might know, The Bay Area Coalition for Equitable Schools (BayCES) is a nonprofit organization that has helped the Oakland Unified School District to create and fund many local public schools. BayCES schools serve a smaller number of students than traditional public schools and are often focused on a particular type of education, like technology or the arts.

10. Based on what you've heard today or other knowledge do you have a generally favorable or unfavorable opinion of the Bay Area Coalition for Equitable Schools? (READ AND ROTATED)

<u>Main</u>	<u>Parents</u>	
59%	64%	TOTAL FAVORABLE (NET)
25%	35%	STRONGLY FAVORABLE
34%	29%	SOMEWHAT FAVORABLE
10%	10%	TOTAL UNFAVORABLE (NET)
6%	5%	SOMEWHAT UNFAVORABLE
4%	5%	STRONGLY UNFAVORABLE
20%	16%	NO OPINION (VOLUNTEERED)
1%	*	DON'T KNOW (VOLUNTEERED)
11%	8%	REFUSED (VOLUNTEERED)

11. How would you classify schools operated by the Bay Area Coalition for Equitable Schools—as (ROTATED) public schools, charter schools, private schools, religious/parochial schools, or magnet schools?

<u>Main</u>	<u>Parents</u>	
24%	28%	CHARTER SCHOOL
22%	27%	PUBLIC SCHOOL
6%	9%	PRIVATE SCHOOL
4%	2%	MAGNET SCHOOL
3%	2%	RELIGIOUS/PAROCHIAL SCHOOL
1%	-	OTHER (VOLUNTEERED)
40%	32%	DO NOT KNOW (VOLUNTEERED)
1%	-	REFUSED (VOLUNTEERED)

Demographics

12. How old are you? If refused, ask for range: in which of the following age group are you?

<u>Main</u>	<u>Parents</u>	
12%	7%	18-24
13%	11%	25-29
9%	14%	30-34
9%	17%	35-39
9%	19%	40-44
8%	15%	45-49
9%	7%	50-54
5%	2%	55-59
7%	4%	60-64
15%	1%	65 AND OVER
3%	1%	REFUSED (VOLUNTEERED)

13. [ASKED ONLY TO THOSE WHO SAID “YES” IN Q. C] How would you describe the type of school your child/children currently attend? Is it... [READ AND ROTATED. ACCEPTED MULTIPLE RESPONSES]

<u>Main</u>	<u>Parents</u>	
<u>N=135</u>	<u>N=206</u>	
63%	72%	PUBLIC SCHOOL
14%	15%	PRIVATE SCHOOL
9%	10%	CHARTER SCHOOL
4%	4%	RELIGIOUS/PAROCHIAL SCHOOL
-	-	MAGNET SCHOOL
-	*	HOME-SCHOOLED
6%	1%	DO NOT KNOW (VOLUNTEERED)
10%	*	REFUSED (VOLUNTEERED)

14. Would you describe your racial or ethnic background as...(READ LIST)?

<u>Main</u>	<u>Parents</u>	
30%	22%	WHITE/CAUCASIAN
29%	32%	BLACK/AFRICAN-AMERICAN
20%	28%	HISPANIC/LATINO
14%	15%	ASIAN
1%	*	NATIVE AMERICAN
1%	*	MIDDLE EASTERN
2%	1%	OTHER (VOLUNTEERED)
3%	1%	DON'T KNOW/REFUSED (VOLUNTEERED)

15. Gender

<u>Main</u>	<u>Parents</u>	
46%	47%	MALE
54%	53%	FEMALE

16. Oakland Region⁴

<u>Main</u>	<u>Parents</u>	
24%	19%	NORTHEAST
21%	16%	NORTHWEST
31%	37%	CENTRAL
24%	27%	SOUTH

17. Interview Language

<u>Main</u>	<u>Parents</u>	
80%	73%	ENGLISH
20%	27%	SPANISH

⁴**Southern Region** includes zip codes 94621, 94603 and 94602; **Central Region** includes 94605, 94601, 94619; **Northwest** includes 94611, 94618, 94610; **Northeast** includes 94612, 94607, 94606, 94609.