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TO: Children Now
FROM: Sara LaBatt, EMC Research
DATE: October 2016
RE: Recent findings from California poll

The following are key findings from a poll conducted September 7-19, 2016 by EMC Research among 1,000 California voters. The poll has a margin of error of ± 3.1 percentage points. The survey was conducted in English and Spanish, and included both land lines and cell phones.

Conclusion

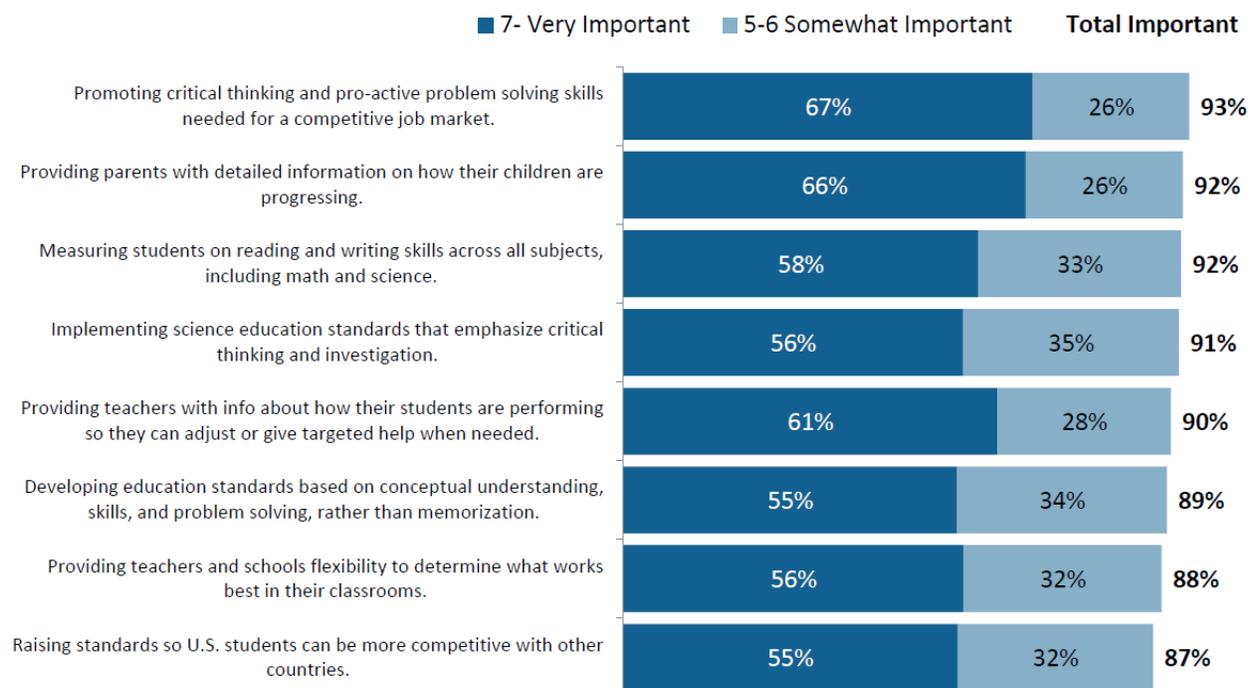
Support for Common Core State Standards in California public schools remains high and widespread. Promoting critical thinking and providing parents and teachers with information about students' progress continue to be the most important components among voters. We see especially strong support for Common Core from parents whose children have taken the test and received a score report that they felt was easy to understand.

Key Findings

- **Support for Common Core remains high.** Nearly two thirds (62%) of California voters favor the use of Common Core State Standards in California schools.
- **Support for Common Core is widespread.** Broad support is seen among a variety of key constituencies: support is widespread throughout the state with a high of 70% in Los Angeles County, 64% in San Diego, 62% in the Central Coast, and 60% in the SF Bay Area. Non-white voters are particularly supportive of Common Core, with support at 75% for Latino voters, 80% for African-American voters, and 68% for Asian voters.

- **Support for the reforms Common Core includes is overwhelmingly high, particularly when not specifically tied to the “Common Core” brand.** While California voters place a particularly high importance on promoting critical thinking and problem solving skills, providing parents with detailed progress information, and providing teachers with information on student performance, all reforms tested in the survey are said to be important by well over half.

Figure 1: Top-Rated Components of Common Core



- **While non-parents show higher levels of support for Common Core than the parent community overall, we find that those parents who received and understood the score report are the most supportive of Common Core.** With 64% of non-parents supporting Common Core, support among parents lags somewhat behind, at 58%. However, those parents who have received and understood a score report are **more** supportive of the Common Core concept, at 69% support. *This suggests that completing the cycle from new methods of teaching and testing students to presenting the results of this hard work to the parent community is a crucial component of continuing to grow support for Common Core among parents.*