



Californian's Attitudes Toward Education

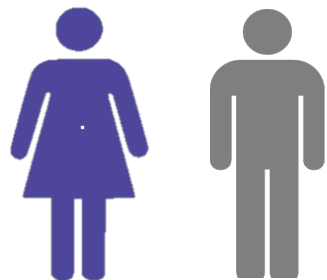
Key findings from an exit poll survey of actual 2024 voters

Methodology

- Lake Research Partners and the Tarrance Group designed and administered this survey that was conducted online from October 30-November 5, 2024. The survey reached a total of 601 voters in CA as well as 1,000 actual voters nationwide and additional samples of 100 Black voters, 100 Latinx voters, 100 Asian American voters, and 100 Indigenous registered voters; 100 voters aged 18-24; 200 voters in each AL, LA, ME, MI, OK, VA, WA, WI, and WV; 200 business leaders nationwide; 200 educators nationwide; and a convenience sample of 71 district leaders and principals.
- The California sample was weighted by gender, region, age, race and ethnicity, and the ballot to reflect the demographics of voters in California.
- The margin of error is +/- 4.0 percentage points.

Demographics of California Voters in the Sample

GENDER



52%

47%

AGE

Under 30	---	16%
30-39	---	17%
40-49	---	16%
50-64	---	24%
65+	---	27%

EDUCATION

High School or Less	---	16%
Post-H.S. / Some College	---	41%



College Graduate	---	30%
Post-Graduate	---	14%

44%
College Grad
or Post Grad

PARTY IDENTIFICATION



Democrat

53%



Republican

39%



Independent

4%

RACE

White	---	51%
Black	---	7%
Latinx	---	26%
Asian/PI	---	14%
Indigenous	---	5%

REGION



	LA county	25%
	Bay Area	21%
	Sacramento	12%
Central Coast	Inland Empire	11%
Fresno	Orange	9%
North	San Diego	9%

VOTE

Trump	---	39%
Harris	---	56%

CHILDREN IN HOUSEHOLD

Yes	---	27%
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Key Findings

Californians strongly support:

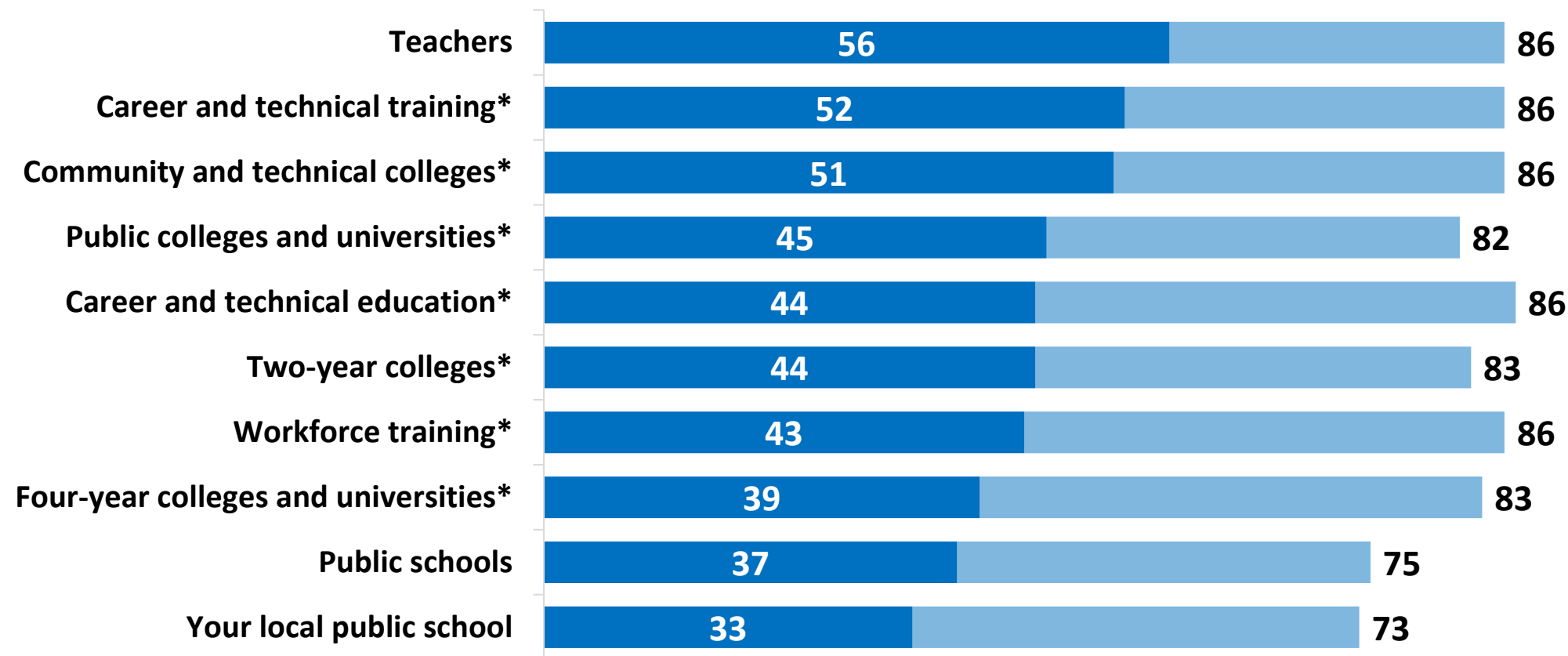
- ✓ **Public education and public-school funding**
- ✓ **Connecting education, jobs, and careers**
- ✓ **Opportunities for all students**



Education Funding

California voters are widely favorable toward education.

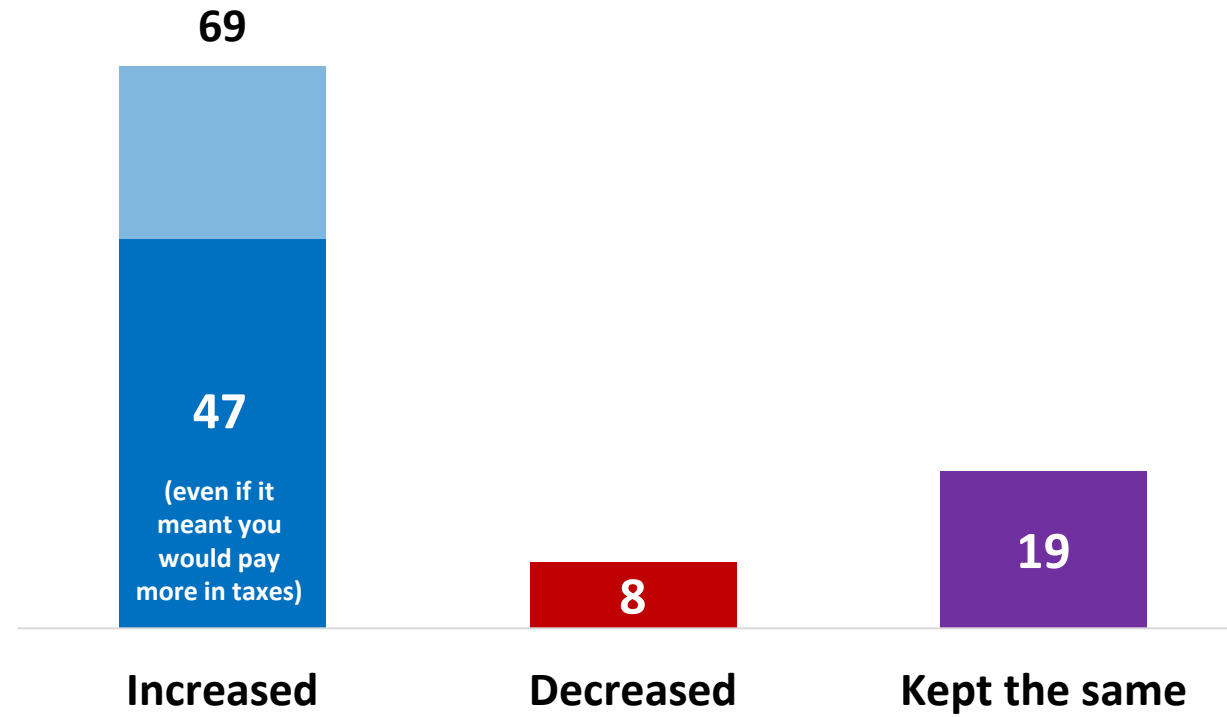
Below is a list of people or groups. For each, please indicate how favorable you are of that person or group. If you haven't heard of it or if you don't know enough about it to have an impression, please indicate that. (TOP TIER)



*split sampled

Nearly 7 in 10 voters (69 percent) would rather increase federal education funding than decrease or keep it the same.

Do you think federal funding for public schools and public education should be increased, decreased, or kept at the same level? And do you think federal funding for public schools should be increased even if it meant you would pay more in taxes or not?

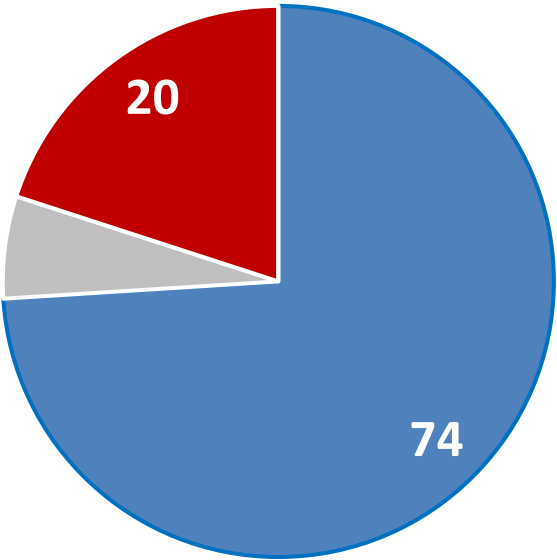


Three-quarters of Californians would rather increase funding for public schools than increase funding for vouchers.

Which approach do you favor more?

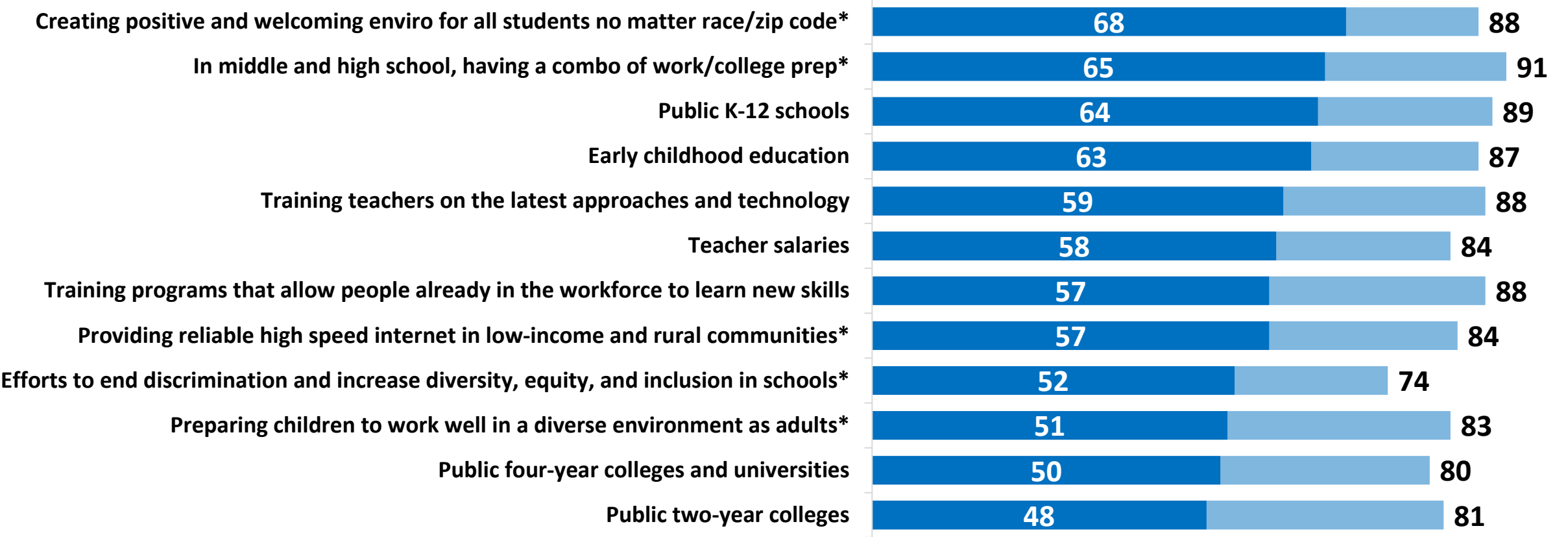
We should increase funding to give parents vouchers so they can send their child to the school that best meets their needs

We should increase funding to improve public schools so that they better meet the needs of students for the jobs and careers of the future



California voters also support increasing federal funding for all areas of education.

If the federal government increased funding for education, how important do you think it is to increase funding for each of the following?

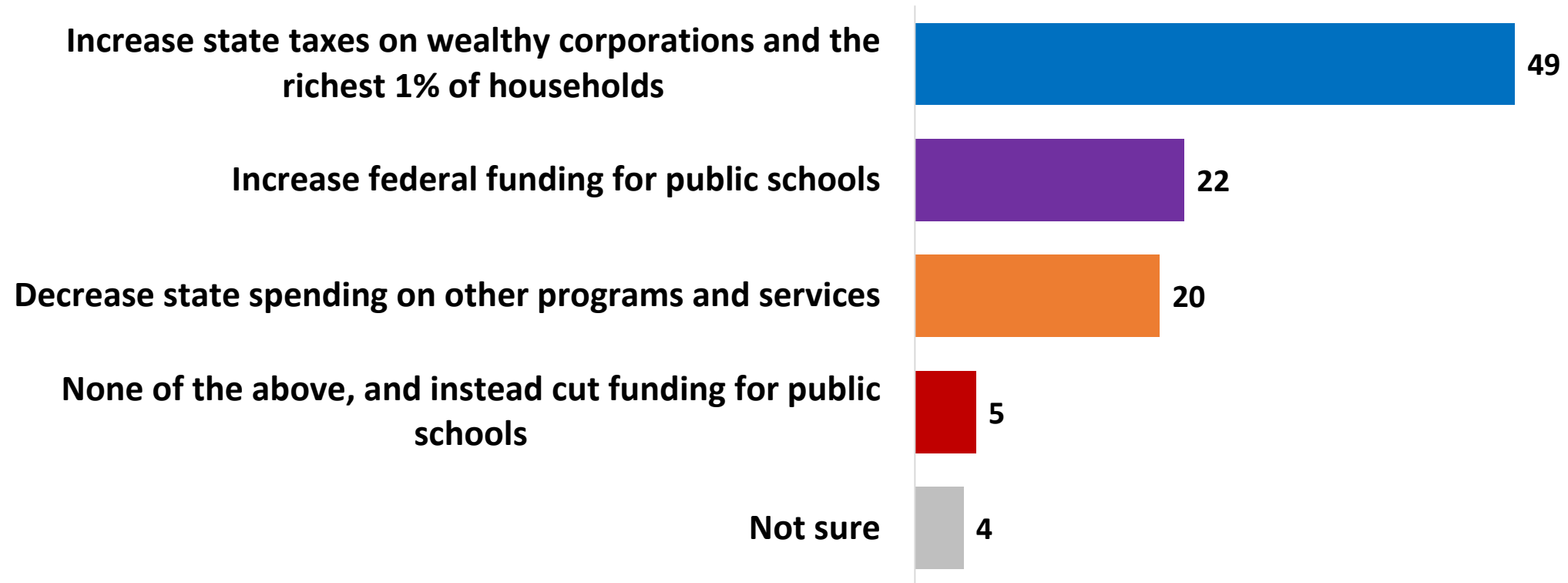


 Somewhat important
 Very important

*split sampled

California voters do not want their state to decrease education funding – nearly half would rather increase taxes on wealthy corporations and the 1 percent in order to fund public schools.

If your state were to have a budget deficit that threatened funding for public schools, which of the following actions would you prefer to happen?





Connecting Education, Jobs, and Careers

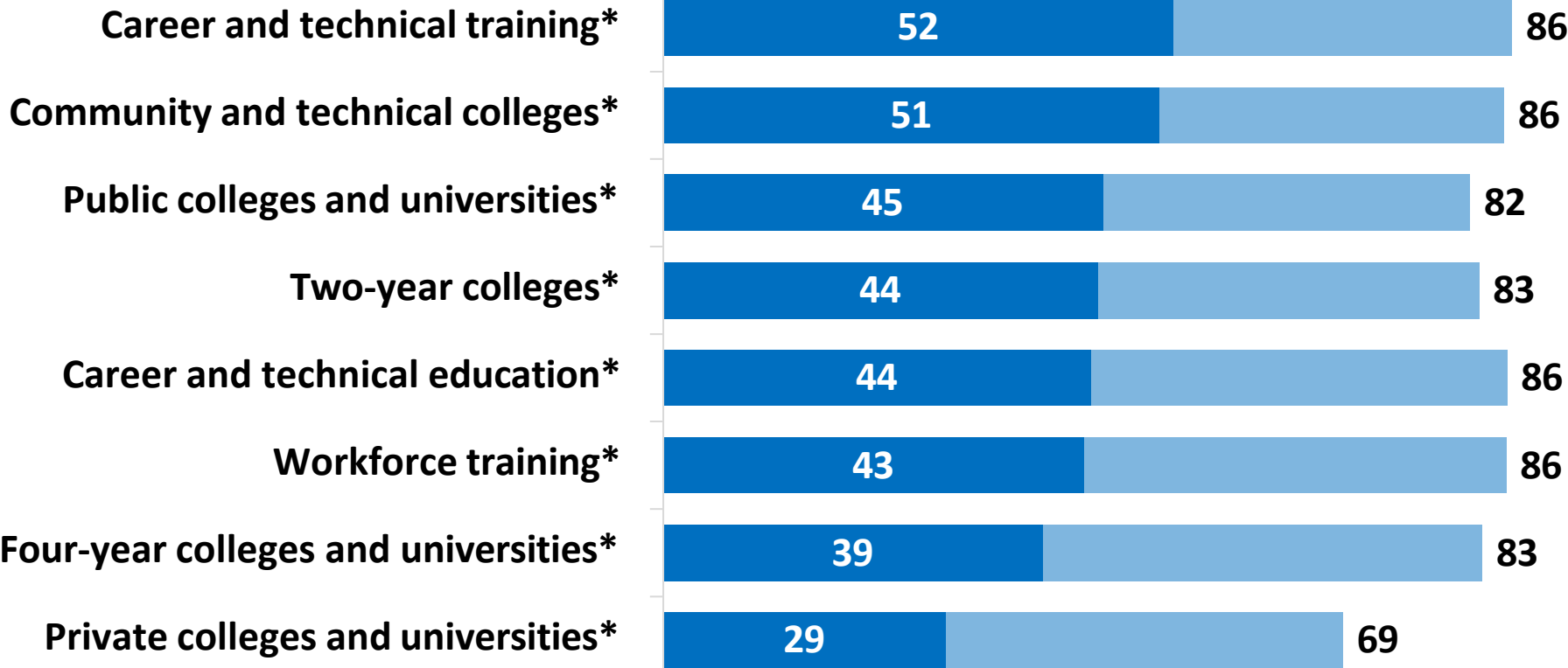


THE TARRANCE GROUP

Californians value college and career education.

Below is a list of people or groups. For each, please indicate how favorable you are of that person or group. If you haven't heard of it or if you don't know enough about it to have an impression, please indicate that.

Most voters like these programs no matter what we call them, though there is some drop-off among independents for “workforce training,” which we have seen tends to invoke a narrower scope of training for one particular job rather than providing tools that could help in many jobs or careers.



Somewhat favorable
 Very favorable

*split sampled

Voters also agree that there is a strong need to provide lifelong learning options, expand options for quality and affordable college and training, and rethink our approach to education and job skills training to adapt to our changing economy.

Please indicate if you agree or disagree with each of the following statements.

Our education system should include options for people at all stages of life to learn.



We need to expand the options people have through more quality job training, affordable college, skills education, and mid-career training



We need to rethink our approach to education and job skills training to adapt to our changing economy and the jobs of tomorrow.



We need to make sure anyone can afford a four-year degree in order to maintain a flourishing middle class.



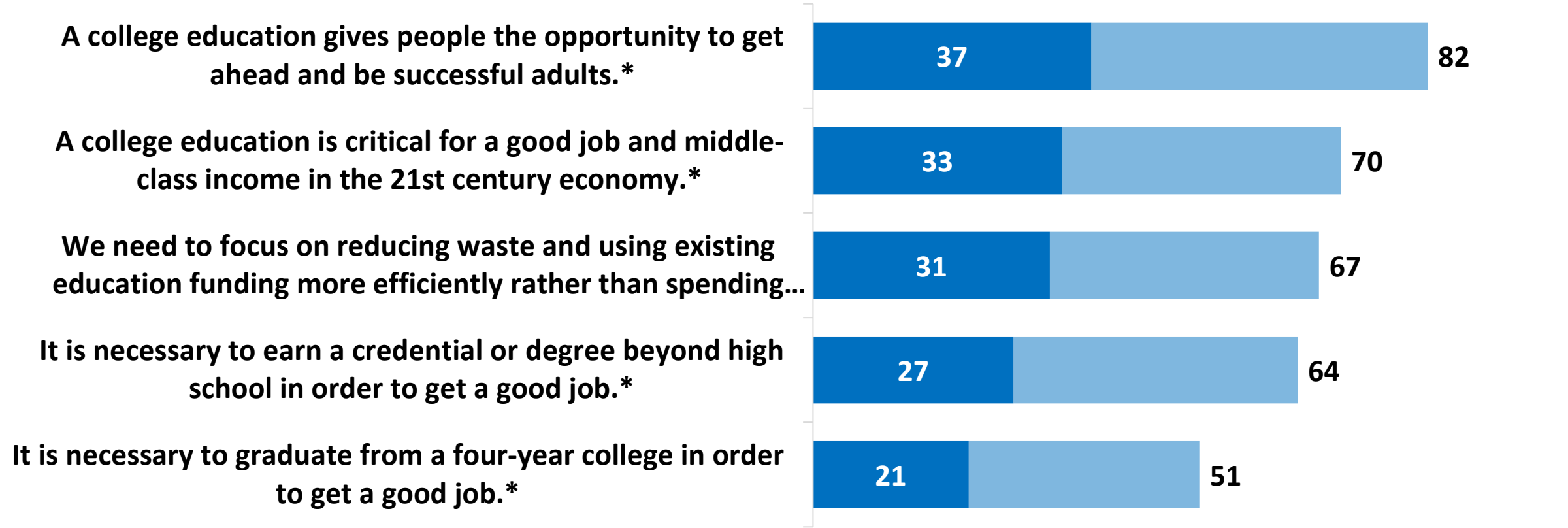
Somewhat agree

Strongly agree

*split sampled

Voters believe a combination of work-based learning, college credits, career counseling, and workforce development would best help students after high school.

Please indicate if you agree or disagree with each of the following statements.



Somewhat agree
Strongly agree

*split sampled





Californians strongly support making colleges and training more affordable.

Thinking more about education, would you be more or less likely to support a candidate for US Senate or Congress who commits to the following positions, or would it make no difference?

Make four-year colleges and universities, workforce training, and career and technical training more affordable so that students can earn degrees and credentials without debt.*

Increase funding to ensure that people can attend public community colleges, four-year colleges and universities, and career and technical education without debt.*



  Somewhat more likely
  Much more likely

*split sampled

California voters would be more likely to support a Senate or Congressional candidate who commits to both making programs like internships available to all students and providing students with career-connected learning.

Thinking more about education, would you be more or less likely to support a candidate for US Senate or Congress who commits to the following positions, or would it make no difference?

Make programs like paid internships available so that all students, wealthy or not, have the opportunity to learn and apply skills, explore careers, and gain work experience.*

Provide students with career-connected learning, including internships, apprenticeships, career advising, college credits, and credentials that employers seek.*

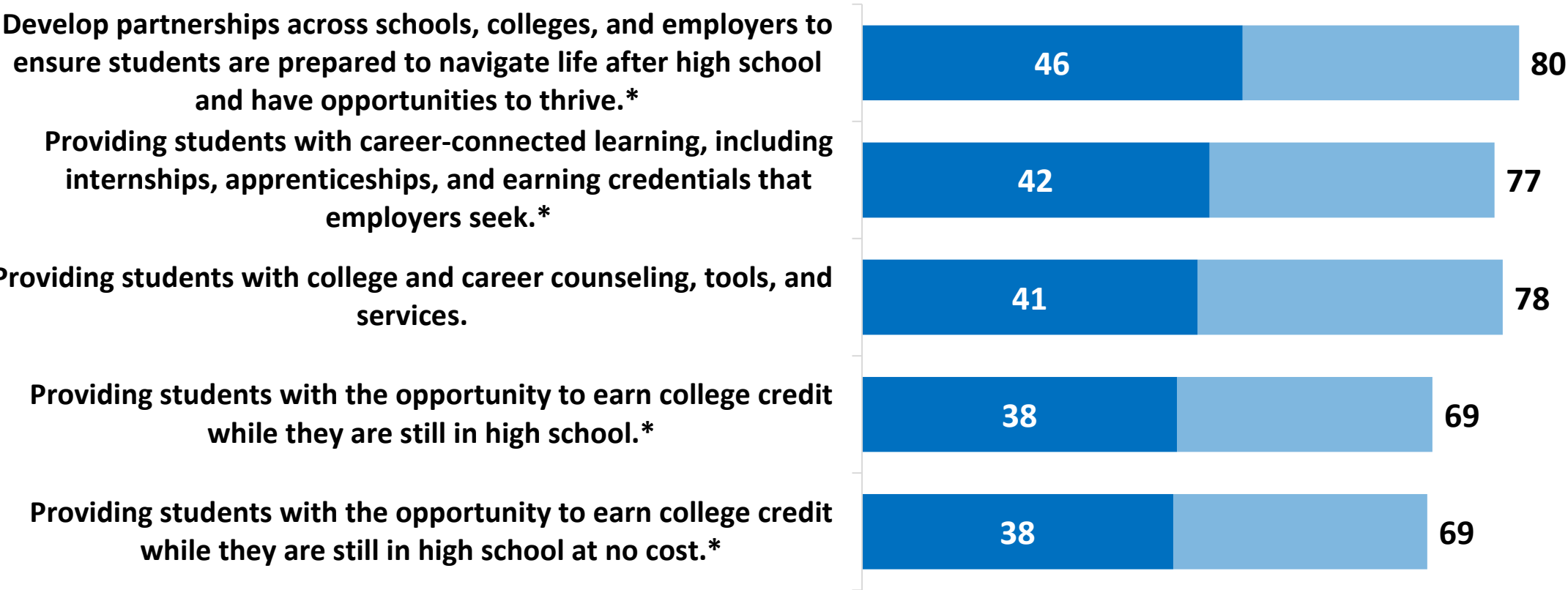


Somewhat more likely
 Much more likely

*split sampled

Californians think it is important for K-12 schools to provide career and skills opportunities for students, particularly by providing career-connected learning and developing partnerships with colleges and employers so that students have opportunities to thrive after high school.

How important do you think it is for K-12 public schools to focus on each of the following?



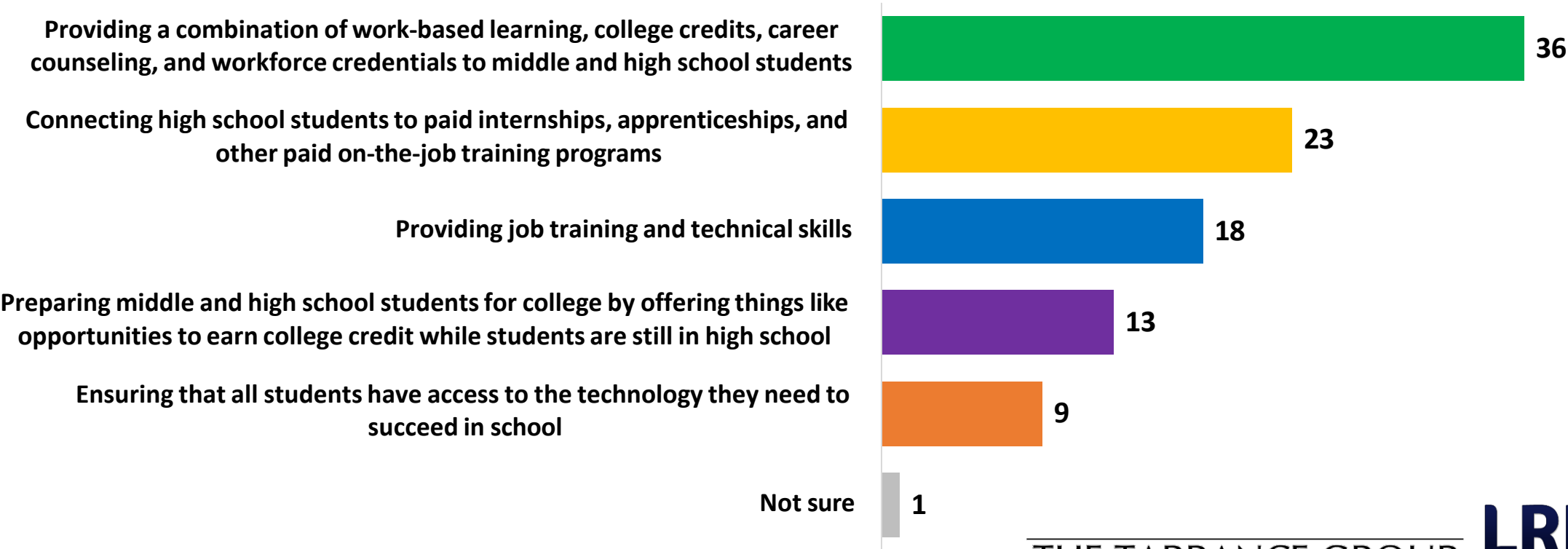
Very important

Extremely important

*split sampled

Voters are interested in options for education beyond university and believe a combination of work-based learning, college credits, career counseling, and workforce credentials would best help students after high school.

Which of the following do you think would help students the most after high school?





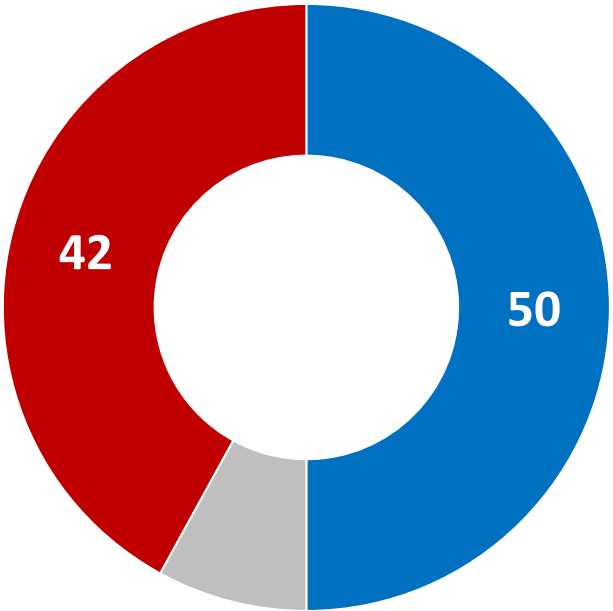
Opportunities for All Students

Voters value diversity and think it is important to create a positive and welcoming environment for all students as well as prepare children to work in a diverse environment as adults.

Which of the following is closer to your opinion?

Everyone should have an equal opportunity to attend higher education. DEI amounts to affirmative action and makes it harder for deserving students to get into a good school and be rewarded for their hard work and abilities.

Students learn best when they learn alongside people from different backgrounds and cultures. Colleges and universities that value diversity, equity, and inclusion better prepare their students for the diversity of the real world.*



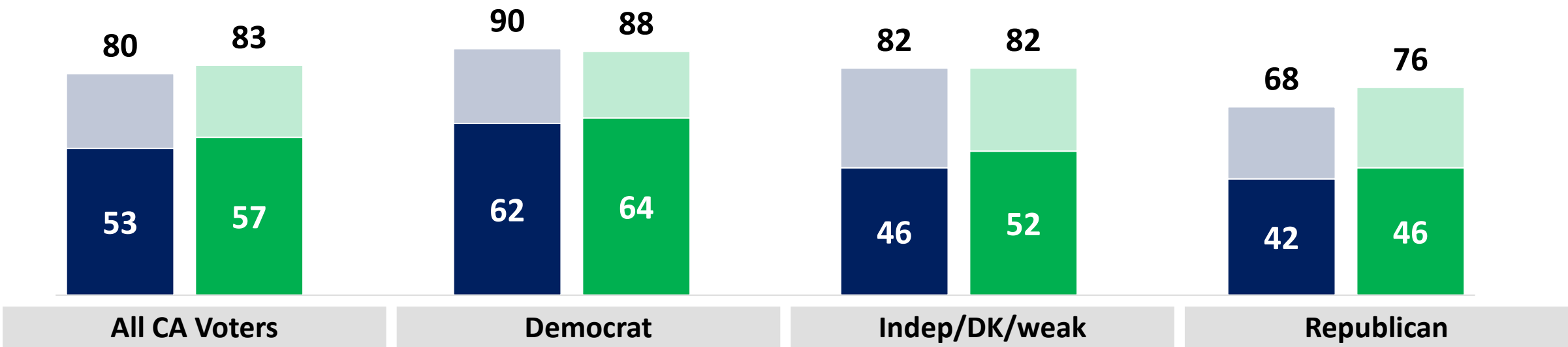
*split sampled

Voters strongly believe that it is important to ensure our schools are safe and welcoming for all students.

How important do you think it is for K-12 public schools to focus on each of the following?

Ensuring our schools are safe and welcoming for every child, no matter how they learn, what language they speak at home, or whether they are transgender or not.*

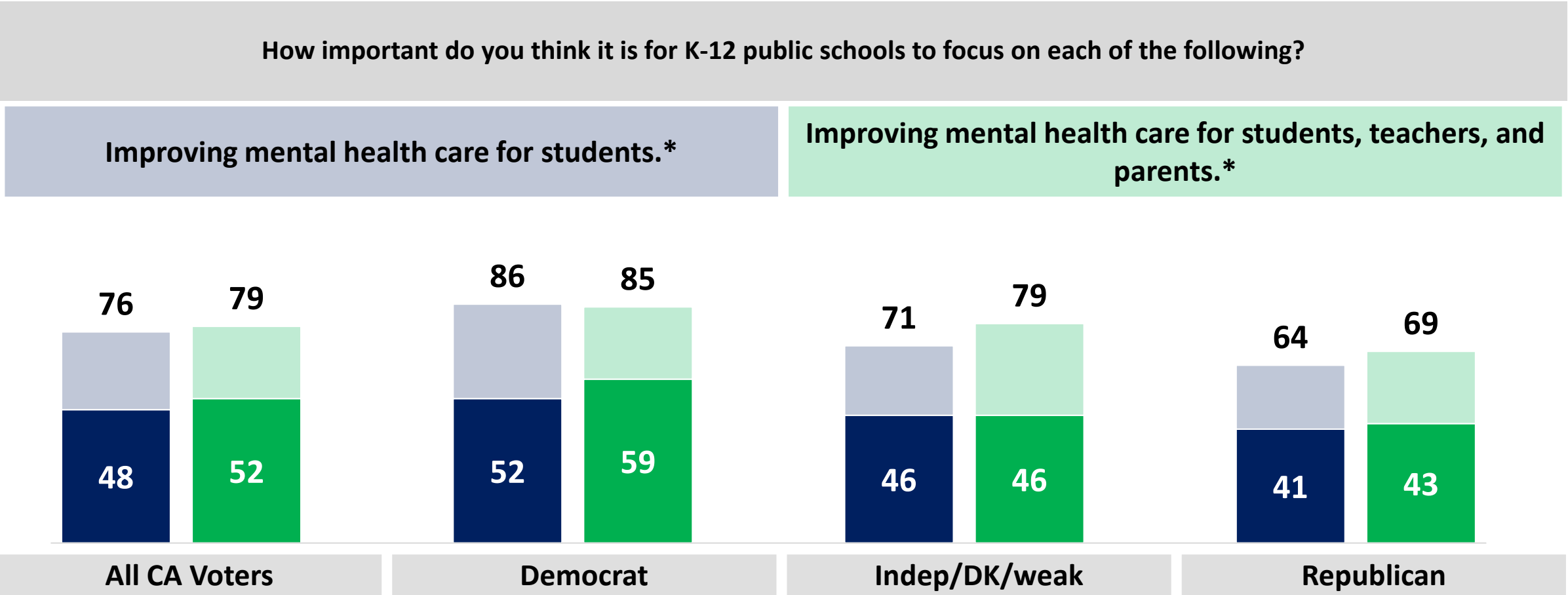
Ensuring our schools are safe and welcoming for every child, no matter how they learn, what language they speak at home, or where they are from.*



Very important
Extremely important

*split sampled

Improving mental health care is a priority for Californians.



Very important
Extremely important

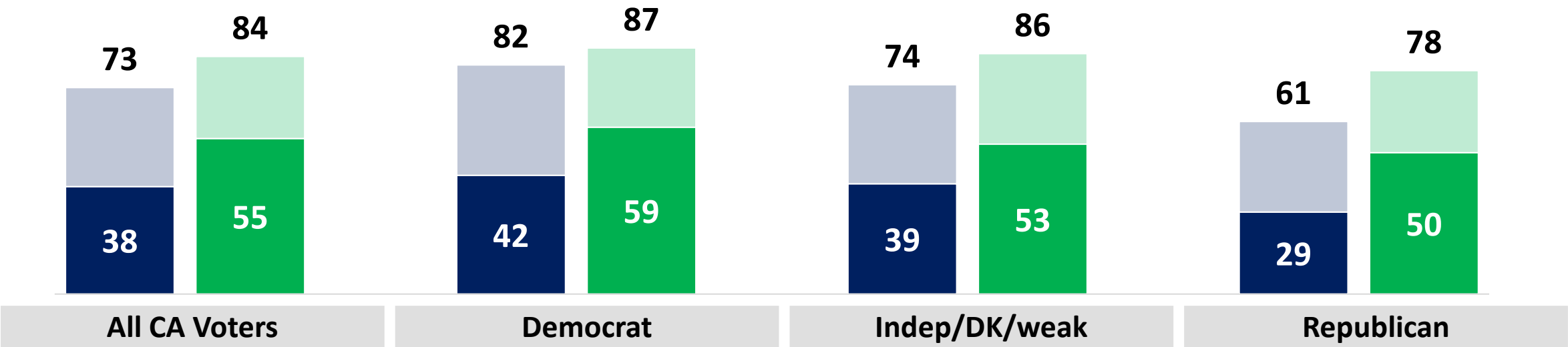
*split sampled

Voters strongly value the elements of social emotional learning, but using the actual term decreases importance among some voters.

How important do you think it is for K-12 public schools to focus on each of the following?

Providing social emotional learning, which helps develop skills like self-confidence, decision-making, and communication skills.*

Helping students develop skills like self-confidence, decision-making, and communication skills.*



Very important
Extremely important

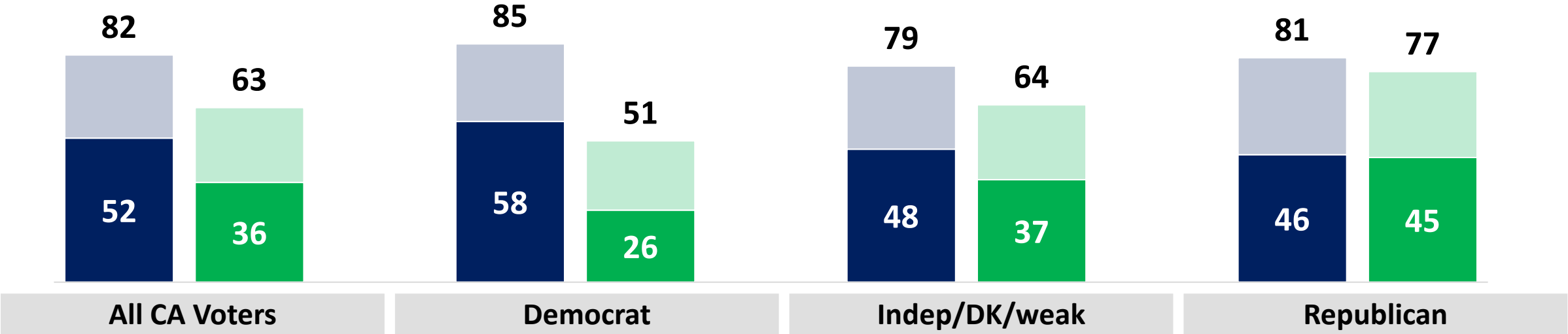
*split sampled

Californians think it is more important to teach students an honest, accurate, and age-appropriate education than it is to ensure parents have a say in what their child learns.

How important do you think it is for K-12 public schools to focus on each of the following?

Teaching students an honest, accurate, and age-appropriate education that includes both the good and the bad of our history so we can avoid making the same mistakes and create a better future.*

Ensuring parents have the right to have a say in what their child learns.*

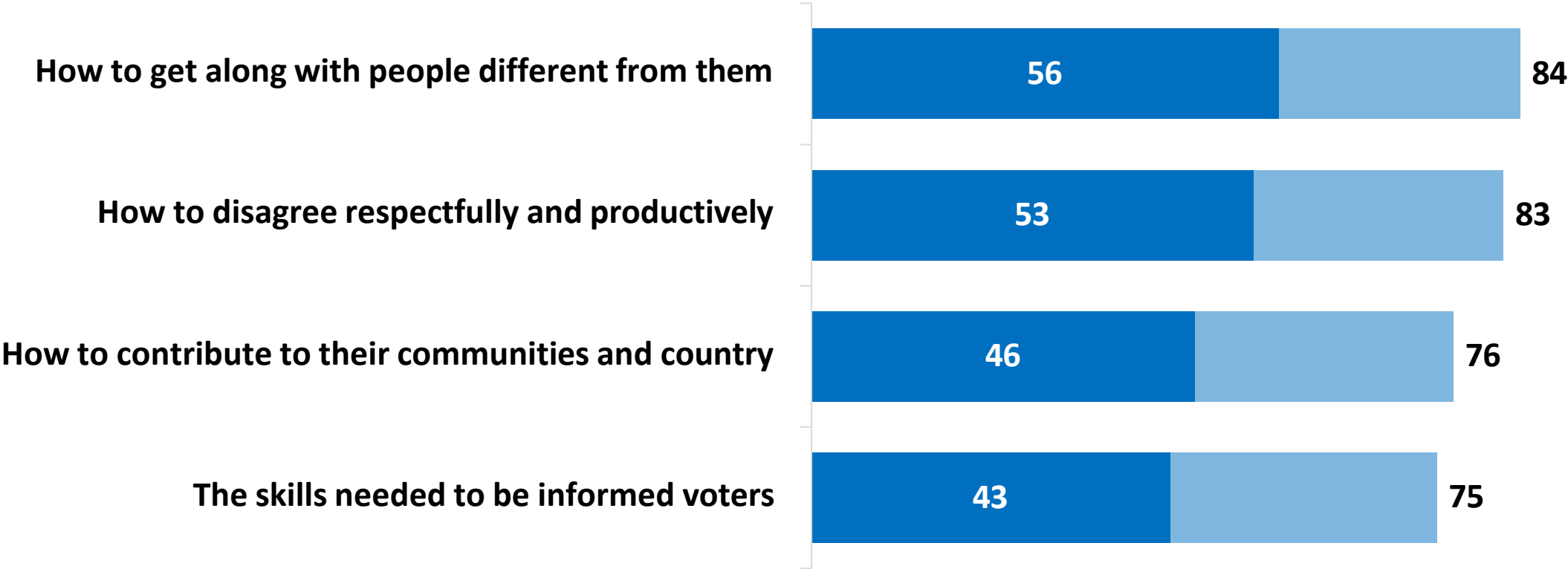


Very important
Extremely important

*split sampled

California voters place strong importance on K-12 schools teaching students how to get along with people different from them and disagree respectfully and productively. Teaching how to contribute to their communities and country and to be informed voters are slightly lower-tier priorities, but still strong.

How important do you think it is for K-12 public schools to teach young people the following? [CA ONLY]



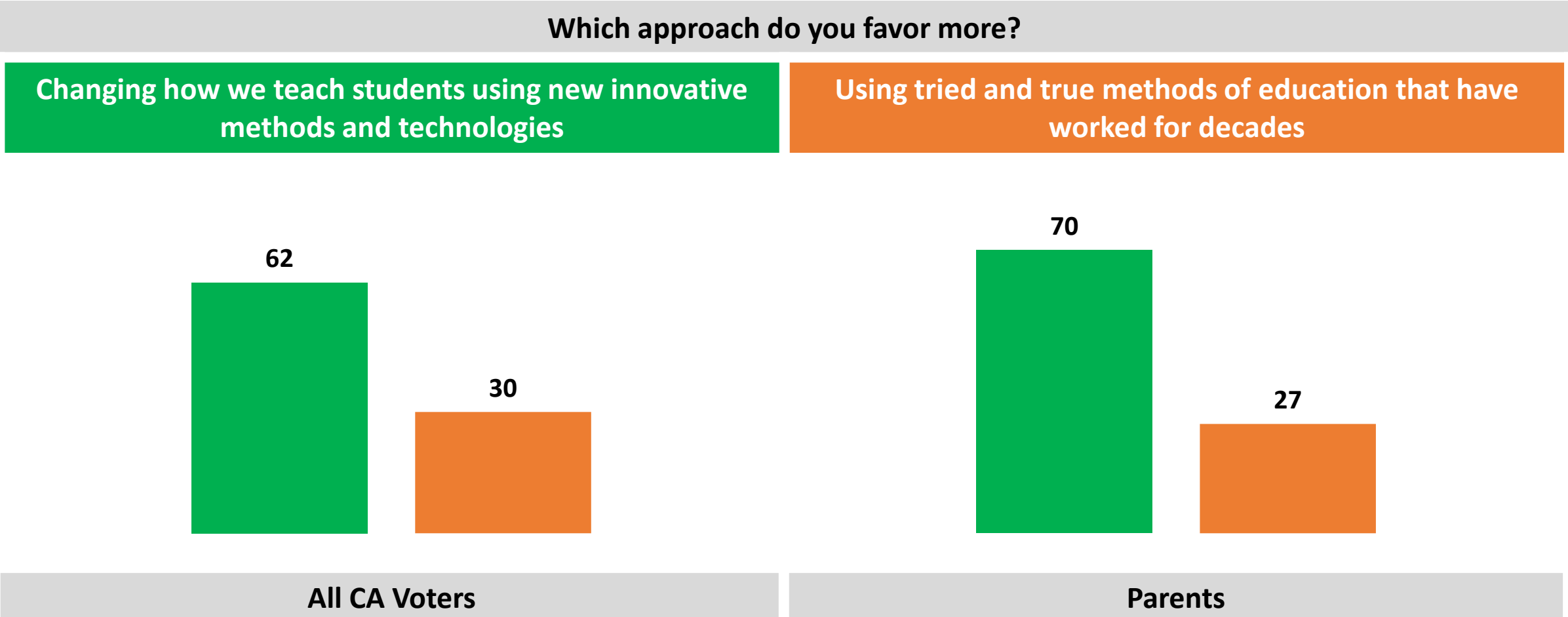
Very important
Extremely important

*split sampled



Science of Learning

A majority of California voters, including 70 percent of parents, prefer changing how we teach students using new innovative methods and technologies over using tried and true methods.



Though it is a lower priority overall, voters and particularly parents think it is important to integrate the scientific process and our collective knowledge of how kids learn and invest in researching new and innovative approaches to more effectively teach our students.

How important do you think it is for K-12 public schools to focus on each of the following?

Integrating the scientific process and our collective knowledge of how kids learn into the school experience.*

Investing in researching new and innovative approaches to more effectively teach our students.*



Very important
Extremely important

*split sampled





Voters are far more interested in Senate and Congressional candidates making sure every family has the technology they need for students to succeed than they are in investing in research on AI.

Thinking more about education, would you be more or less likely to support a candidate for US Senate or Congress who commits to the following positions, or would it make no difference?

Make sure that every family has access to the technology they need for students to succeed in school.*

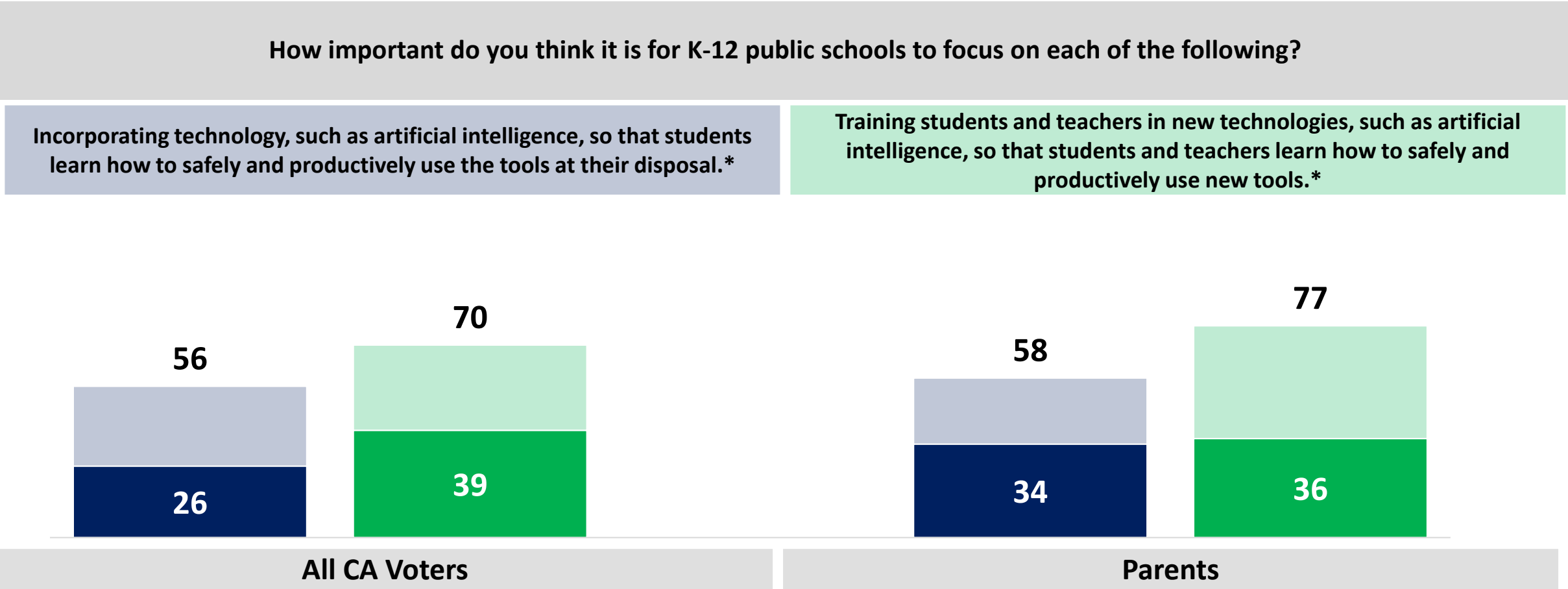
Invest in research on AI, or artificial intelligence, so that schools and teachers can adapt to the future and strengthen learning and teaching with the latest technology.*



  Somewhat more likely
  Much more likely

*split sampled

Voters think it is more important to train teachers and students in technologies like AI than to incorporate technology. Though intensity is lower than other issues, non-college voters (especially men) and white voters are most likely to say training teachers and students in new technologies is extremely important.



Very important
Extremely important

*split sampled



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