



OPINION RESEARCH HIGHLIGHTS

Launched more than a year ago, The Promise Public Engagement Campaign actively utilizes public opinion research to develop successful outreach strategies and to create effective messaging. Below are the highlights of findings from two surveys and focus groups.

PARENT SURVEY

February 2017 survey of 20,000+ parents in the Long Beach Unified School District (LBUSD)

- 66% of parents are familiar with The Promise
- 62% of parents have a favorable opinion of The Promise
- 99% of parents say college is important to their child's success
- 98% of parents say cost is an important factor for attending college
- 98% of parents would encourage their child to apply to California State University Long Beach (CSULB) if their child qualified for guaranteed admission.

MIDDLE SCHOOL FOCUS GROUPS

Spring 2016 focus groups of Caucasian, African American, Latino and Cambodian students in 6th-8th grades

- Long Beach middle schoolers have college and career paths on their minds
- Students are independent, but parents are key influencers
- Most students are aware of the College Promise in the abstract
- Money is a prime factor when considering college, especially among Latinos and Cambodians

Top messages:

- ✓ Long Beach City College (LBCC) offers a tuition-free first year
- ✓ The Promise' keeps more students in Long Beach and helps them get a college education to prepare them for a variety of careers
- ✓ The Promise guarantees admission to CSULB

LONG BEACH SURVEY

December 2015 survey of Long Beach residents

- 81% of Long Beach residents are aware of The Promise
- Participants with the most awareness are:
 - ✓ Women
 - ✓ Caucasian
 - ✓ 18-49 years of age
 - ✓ Participants with children
- 70% of participants believe that CSULB, LBCC and LBUSD are working together to provide access to an affordable pathway to college