



December 10, 2014

The Jacksonville Public Education Fund is pleased to present its Annual Survey of Education Perceptions in Duval County, the second in an annual poll measuring the viewpoints of residents in Duval County on key issues in public education.

The Public Opinion Research Laboratory at University of North Florida conducted the survey with the use of a 27-station telephone-polling laboratory on campus. A sample of the polling universe was selected through the use of Random-Digit-Dialing methodology. An additional cell phone sample was used to increase representation. The survey was conducted in Spanish for those respondents who wished to complete the survey in Spanish. Gender, age, education and race are weighted to statistics from census for the state of Florida; party registration is weighted to data from the Florida Division of Elections. The survey was conducted between November 10 and November 16 and includes 641 (514 complete) residents of Duval County over the age of 18, for a margin of error of +/- 4.32 percentage points. Calls were made between 5 p.m. and 9 p.m. Monday through Sunday. This survey includes the opinions from 137 parents and guardians of students currently enrolled in DCPS, grades K through 12. Using the American Association of Public Opinion Research (AAPOR) eligibility calculations, the survey response rate was 16.6% and the cooperation rate was 27.5%. \*

For further information and additional research reports and publications, visit [www.jaxpef.org](http://www.jaxpef.org). For any questions, contact Jason Rose, Jacksonville Public Education Fund Director of Data & Research, at [Jason@jaxpef.org](mailto:Jason@jaxpef.org) or (904) 356-0921.

\* These rates are based on Rate 4 of the Standard Definitions and Eligibility Calculation documents at <http://www.aapor.org>.

In your opinion, what is the most important issue or problem facing Jacksonville? (Rotate 1-5)

	Percent		
	2013	2014	Change
Education	22.7	18.2	-4.5
Economy	21.9	13.4	-8.5
Crime	35.1	50.3	15.2
Transportation	5.8	4.5	-1.3
Taxes	6.6	3.3	-3.3
Something Else	5.3	6.8	1.5
Don't Know	1.9	1.6	-0.3
No Answer	0.8	0.2	-0.6
Total	100.0	100.0	

How would you rate the overall performance of Duval County Public Schools?

	Percent		
	2013	2014	Change
Excellent	1.8	2.6	0.8
Good	27.3	26.3	-1.0
Fair	40.8	41.5	0.7
Poor	20.1	20.6	0.5
Don't Know	8.9	7.1	-1.8
No Answer	1.1	1.9	0.8
Total	100.0	100.0	

I'm going to read you the names of some individuals and organizations, and would like you to tell me your opinion of how effective each one is in helping improve public education in Jacksonville:

Duval County School Board

	Percent		
	2013	2014	Change
Very effective	7.3	7.7	0.4
Somewhat effective	44.7	42.7	-2.0
Somewhat ineffective	23.5	23.7	0.2
Very ineffective	10.7	11.2	0.5
Don't know	11.8	12.9	1.1
No answer	1.9	1.8	-0.1
Total	100.0	100.0	

Superintendent of Duval County Public Schools, Dr. Nikolai Vitti

	Percent		
	2013	2014	Change
Very effective	12.7	14.9	2.2
Somewhat effective	37.7	36.6	-1.1
Somewhat ineffective	11.7	12.9	1.2
Very ineffective	10.3	10.1	-0.2
Don't know	25.1	22.8	-2.3
No answer	2.4	2.7	0.3
Total	100.0	100.0	

Jacksonville Mayor Alvin Brown

	Percent		
	2013	2014	Change
Very effective	16.1	14.6	-1.5
Somewhat effective	46.9	42.4	-4.5
Somewhat ineffective	15.6	19.0	3.4
Very ineffective	12.5	12.6	0.1
Don't know	7.9	9.6	1.7
No answer	1.0	1.8	0.8
Total	100.0	100.0	

The Jacksonville Business Community

	Percent		
	2013	2014	Change
Very effective	12.3	14.5	2.2
Somewhat effective	45.8	46.1	0.3
Somewhat ineffective	16.4	16.7	0.3
Very ineffective	11.5	9.6	-1.9
Don't know	13.6	12.0	-1.6
No answer	0.3	1.2	0.9
Total	100.0	100.0	

Local Nonprofit Organizations

	Percent		
	2013	2014	Change
Very effective	25.4	26.9	1.5
Somewhat effective	37.9	42.3	4.4
Somewhat ineffective	10.7	10.7	0.0
Very ineffective	8.2	5.1	-3.1
Don't know	17.1	13.4	-3.7
No answer	0.7	1.7	1.0
Total	100.0	100.0	

I'm going to read you two statements and would like you to tell me how much you agree or disagree with each of them:

The materials and information available to me on pending education issues are clear, complete and understandable.

	Percent		
	2013	2014	Change
Strongly Agree	11.1	12.2	1.1
Somewhat Agree	44.6	34.5	-10.1
Somewhat Disagree	24.7	28.9	4.2
Strongly Disagree	12.8	16.8	4.0
Don't Know	6.0	6.7	0.7
No Answer	0.8	0.9	0.1
Total	100.0	100.0	

The district usually considers public opinion when making decisions.

	Percent		
	2013	2014	Change
Strongly Agree	8.8	9.3	0.5
Somewhat Agree	29.0	29.9	0.9
Somewhat Disagree	31.5	27.3	-4.2
Strongly Disagree	25.0	28.0	3.0
Don't Know	5.5	5.2	-0.3
No Answer	0.2	0.3	0.1
Total	100.0	100.0	

How much responsibility do you think people in Duval County take for ensuring there are quality public schools in the district?

	Percent		
	2013	2014	Change
A lot	6.7	11.1	4.4
Some	42.3	40.5	-1.8
A little	35.7	35.7	0.0
None at all	12.3	9.8	-2.5
Don't know	3.1	2.9	-0.2
Total	100.0	100.0	

What is your perception of K-12 public education in Jacksonville compared to one year ago?

	Percent		
	2013	2014	Total
Better	18.0	17.5	-0.5
Worse	15.8	13.2	-2.6
About the same	49.5	58.6	9.1
Don't know	15.6	8.9	-6.7
No answer	1.2	1.8	0.6
Total	100.0	100.0	

What is the minimum level of education that you believe students in Duval County today must achieve to be successful in the future?

	Percent		
	2013	2014	Change
Graduate high school	22.0	21.4	-0.6
Specific technical or vocational postsecondary training	19.6	19.8	0.2
Community college (2-year degree)	18.4	14.5	-3.9
Bachelor's degree (4-year degree)	26.2	30.5	4.3
Graduate degree	11.1	*	
Don't know	2.4	10.7	8.3
No answer	0.3	3.0	2.7
Total	100.0	100.0	

\* Was not asked in the 2014 administration of the poll

If you were evaluating a school to enroll a child in today, which of the following would be most important to you in your decision: *(Rotate 1-4)*

	Percent		
	2013	2014	Change
Test scores and school grades	41.2	46.0	4.8
Word of mouth	19.9	14.7	-5.2
Media reports	5.8	2.5	-3.3
Perceptions of school safety	16.7	20.8	4.1
Something else	14.8	12.0	-2.8
Don't know	1.2	2.3	1.1
No answer	0.3	1.6	1.3
Total	100.0	100.0	

Would you support or oppose a small increase in property taxes if those taxes go to public education?

	Percent		
	2013	2014	Change
Strongly support	36.5	32.4	-4.1
Somewhat support	30.4	27.2	-3.2
Somewhat oppose	12.1	11.5	-0.6
Strongly oppose	20.1	25.0	4.9
Don't know	0.9	2.4	1.5
No answer	0.1	1.5	1.4
Total	100.0	100.0	

2014 Questions Only

Please tell me the primary source you get information about public schools in Duval County from.

*(Rotate 1-6)*

	Percent
	2014
Community Groups or Events	1.5
Newspaper	10.8
TV/Radio	25.0
Internet	15.9
Friends/Coworkers (Word of Mouth)	17.9
Directly from School District	19.0
Other	4.5
Students/Children (VOL)	2.8
Don't Know	1.3
No Answer	1.2
Total	100.0

Duval County Public Schools has a strategic plan that includes four major goals for continuous improvement. I'm going to read you the four goals and for this question, I want you to tell me which one you think the district has made the most improvement on in the past year. *(Rotate)*

	Percent
	2014
Recruit, develop & retain great teachers & leaders	16.0
Engage parents, families & the community in schools	25.6
Ensure fair, effective & efficient use of money and resources	11.7
Focus on providing a well-rounded education that includes art, music, physical education and health services	23.1
Don't Know	14.4
No Answer	9.1
Total	100.0

I'm going to read the four goals again, and for this question I want you to tell me which one you think the district has made the least improvement on in the past year. *(Rotate)*

	Percent
	2014
Recruit, develop & retain great teachers & leaders	18.9
Engage parents, families & the community in schools	16.4
Ensure fair, effective & efficient use of money and resources	29.5
Focus on providing a well-rounded education that includes art, music, physical education and health services	19.7
Don't Know	11.7
No Answer	3.7
Total	100.0

I am going to read you two questions and I would like you to tell me how informed you are about those statements.

This year, Florida is replacing the FCAT 2.0 with a new statewide test for measuring annual student performance in reading and mathematics called the Florida Standards Assessments, or “FSAs”.

How informed do you feel about this change and what it means for students and schools?

	Percent
	2014
Very informed	9.9
Somewhat informed	22.2
Somewhat uninformed	22.6
Very uninformed	41.6
Don't know	3.6
No answer	0.1
Total	100.0



This year, Florida is also changing the way it calculates school grades. How informed do you feel about the way school grades are changing and what it means for students and schools?

	Percent
	2014
Very informed	5.8
Somewhat informed	16.4
Somewhat uninformed	20.6
Very uninformed	50.9
Don't know	4.4
No answer	1.9
Total	100.0

I am going to read you a few statements and would like you to tell me how much you agree or disagree with each of them:

(Alternating 19A/B Sample)

As you may know, in the last few years Florida has been deciding whether or not to use the Common Core, which are standards for reading and math that are the same across the states. In the states that have these standards, they will be used to hold public schools accountable for their performance. Do you agree or disagree with the use of the Common Core standards in Florida?

	Percent
	2014
Strongly Agree	35.9
Agree	26.5
Disagree	10.3
Strongly Disagree	19.9
Don't know	4.7
No answer	2.8
Total	100.0

As you may know, in the last few years Florida has been deciding whether or not to use standards for reading and math that are the same across the states. In the states that have these standards, they will be used to hold public schools accountable for their performance. Do you agree or disagree with the use of these standards in Florida?

	Percent
	2014
Strongly Agree	31.9
Agree	31.0
Disagree	14.8
Strongly Disagree	14.0
Don't know	7.6
No answer	0.7
Total	100.0

Parents in Duval County should be allowed to enroll their children in any public school in the district, regardless of where they live. Do you:

	Percent
	2014
Strongly Agree	56.7
Agree	20.4
Disagree	9.5
Strongly Disagree	11.3
Don't know	1.6
No answer	0.5
Total	100.0

All public schools in Duval County should have school uniform requirements for students. Do you:

	Percent
	2014
Strongly Agree	41.4
Agree	19.8
Disagree	13.1
Strongly Disagree	23.7
Don't know	0.8
No answer	1.2
Total	100.0

I understand the district’s financial situation and know how to find out what they are spending on specific programs or schools. Do you:

	Percent
	2014
Strongly Agree	17.6
Agree	25.0
Disagree	20.1
Strongly Disagree	33.1
Don’t know	3.7
No answer	0.5
Total	100.0

If a tax increase for schools is approved, which one of these areas should receive top priority?  
(Rotate 1-4)

	Percent
	2014
Renovating or replacing old school buildings and facilities	16.3
Expanding technology use in classrooms by providing a laptop or tablet for every student	35.9
Upgrading or expanding districtwide transportation options	7.7
Improve safety and security of school buildings and other properties	31.4
Don't know	3.8
No answer	4.7
Total	100.0

A few last questions for statistical purposes only.

Are you a registered Democrat, Republican, No Party Affiliation or are you not registered to vote?

	Percent
	2014
Democrat	34.1
Republican	29.3
No Party Affiliation	18.0
Not registered to vote	13.2
Other	0.0
Don't know	0.9
No answer	4.5
Total	100.0

Did you vote in the most recent election on November 4<sup>th</sup>, 2014?

	Percent
	2014
Yes	72.0
No	27.8
No Answer	0.2
Total	100.0

What is your age? Is it:

	Percent
	2014
18-24	15.6
25-44	33.9
45-64	33.9
65-80	11.2
Above 80	4.1
No Answer	1.3
Total	100.0

Are you of Latino or Hispanic ethnic background? (If yes, will skip next question about racial background)

	Percent
	2014
Yes	7.6
No	91.2
No Answer	1.1
Total	100.0

What is your racial background? Is it:

	Percent
	2014
Caucasian	57.3
African American	32.4
Asian	3.8
Something else	2.6
Don't Know	0.2
No Answer	3.6
Total	100.0

What is your highest grade in school or year of college you have completed?

	Percent
	2014
Less than high school diploma	7.3
High school graduate	20.3
Some college	44.3
College graduate	17.5
Post graduate	9.1
No Answer	1.5
Total	100.0

Are you the parent or guardian of a student currently enrolled in Duval County Public Schools, grades K-12?

	Percent
	2014
Yes	29.4
No	69.6
No Answer	0.9
Total	100.0

What is the zip code where you live? (ZIP codes categorized into regions)

	Percent
Arlington	10.5
Beaches	3.6
Downtown	2.3
Mandarin	10.0
Missing	34.0
Northside	8.6
Northwest	4.3
Outside	0.8
Southside	11.7
Westside	14.2
Total	100.0

Gender (Interviewer selected)

	Percent
Male	46.3
Female	53.7
Total	100.0

What language was the survey completed in?

	Percent
English	97.6
Spanish	2.4
Total	100.0