



December 13, 2013

The Jacksonville Public Education Fund is pleased to present its Annual Survey of Education Perceptions in Duval County, the first in what is expected to be 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. The survey was conducted between October 28 and November 5 and includes 575 (504 complete) residents of Duval County over the age of 18, for a margin of error of +/- 4.36 percentage points. Calls were made between 5 p.m. and 9 p.m. Monday through Sunday. This survey includes the opinions from 160 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 15.6% and the cooperation rate was 32.2%.\*

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
Education	22.7
Economy	22.0
Crime	35.0
Transportation	5.8
Taxes	6.6
Something Else	5.3
Don't Know	1.9
No Answer	.8
<b>Total</b>	<b>100.0</b>

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

	Percent
Excellent	1.8
Good	27.2
Fair	40.8
Poor	20.1
Don't Know	9.0
No Answer	1.1
<b>Total</b>	<b>100.0</b>

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:

DCPS School Board

	Percent
Very effective	7.3
Somewhat effective	44.6
Somewhat ineffective	23.5
Very ineffective	10.7
Don't know	11.9
No answer	1.9
<b>Total</b>	<b>100.0</b>

Superintendent Vitti

	Percent
Very effective	12.6
Somewhat effective	37.7
Somewhat ineffective	11.7
Very ineffective	10.3
Don't know	25.1
No answer	2.5
Total	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
Strongly Agree	11.0
Somewhat Agree	44.7
Somewhat Disagree	24.7
Strongly Disagree	12.8
Don't Know	5.9
No Answer	.8
Total	100.0

The district usually considers public opinion when making decisions.

	Percent
Strongly Agree	8.9
Somewhat Agree	29.0
Somewhat Disagree	31.5
Strongly Disagree	25.0
Don't Know	5.5
No Answer	.2
Total	100.0

If you had to pick one of the following general areas from the district's strategic plan for improving schools, which would you say is the most important to address first? *(Rotate 1-4)*

	Percent
Recruit, develop & retain great teachers & leaders	30.2
Engage parents, families & the community in schools	24.5
Ensure fair, effective & efficient use of money and resources	14.7
Focus on providing a well-rounded education that includes art, music, physical education and health services	27.3
Don't Know	2.3
No Answer	1.0
<b>Total</b>	<b>100.0</b>

*(The following response options are piped based on response to previous question. Respondent only chooses from the four options listed under the general area they said was most important above.)*

[Teacher/Leader Priority] Of the following specific things the district could do in this area, which would you say is the most important to address first: *(Rotate 1-4)*

	Percent
Increase pay for all teachers	26.2
Increase pay for teachers based on merit	26.1
Better train and develop existing teachers	36.4
Reduce paperwork for existing teachers	8.7
No Answer	2.6
<b>Total</b>	<b>100.0</b>

[Parent/Community Engagement Priority] Of the following specific things the district could do in this area, which would you say is the most important to address first: *(Rotate 1-4)*

	Percent
Increase parent engagement in their children's education	51.9
Increase mentoring and volunteering in schools	18.3
Train parents on basic parenting skills	21.9
Identify more business partners	5.2
Don't Know	2.7
<b>Total</b>	<b>100.0</b>

[Resources Priority] Of the following specific things the district could do in this area, which would you say is the most important to address first: *(Rotate 1-4)*

	Percent
Improve management and oversight of existing funds	47.9
Increase local taxes to support education	14.8
Increase state funding for education	33.0
Increase donations from individuals and businesses	4.3
Total	100.0

[Whole Child Priority] Of the following specific things the district could do in this area, which would you say is the most important to address first: *(Rotate 1-4)*

	Percent
Increase safety and discipline in schools	24.3
Decrease emphasis on standardized tests	25.8
Increase participation in arts, physical education and elective courses	34.3
Increase guidance counselors and other social support services for students	14.1
Don't Know	1.5
Total	100.0

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

	Percent
A lot	6.6
Some	42.4
A little	35.7
None at all	12.3
Don't know	3.0
Total	100.0

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

	Percent
Better	18.0
Worse	15.8
About the same	49.6
Don't know	15.5
No answer	1.1
Total	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
Graduate high school	22.0
Specific technical or vocational postsecondary training	19.7
Community college (2-year degree)	18.4
Bachelor's degree (4-year degree)	26.2
Graduate degree	11.0
Don't know	2.3
No answer	.3
<b>Total</b>	<b>100.0</b>

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
Test scores and school grades	41.2
Word of mouth	19.9
Media reports	5.7
Perceptions of school safety	16.7
Something else	14.8
Don't know	1.2
No answer	.4
<b>Total</b>	<b>100.0</b>

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

Florida's current 'school grades' accountability system for evaluating school performance is fair, accurate and easy to understand.

	Percent
Strongly agree	8.5
Somewhat agree	42.3
Somewhat disagree	21.4
Strongly disagree	20.9
Don't know	6.6
No answer	.4
<b>Total</b>	<b>100.0</b>

Charter schools, which are publicly funded and privately run, but open to all students are an important school option for parents and students.

	Percent
Strongly agree	39.8
Somewhat agree	32.7
Somewhat disagree	10.7
Strongly disagree	11.4
Don't know	5.1
No answer	.3
Total	100.0

It is important for public schools to provide students with career-focused classes that lead to industry certifications.

	Percent
Strongly agree	59.7
Somewhat agree	31.6
Somewhat disagree	5.3
Strongly disagree	2.3
Don't know	.9
No answer	.2
Total	100.0

In order to prepare students for the 21st century, it is important for public schools to provide a laptop or iPad to every student for use in their classes.

	Percent
Strongly agree	34.3
Somewhat agree	30.0
Somewhat disagree	17.1
Strongly disagree	16.9
Don't know	1.6
No answer	.1
Total	100.0

It is important for Florida students to be held to the same standards as the students in other states so we can know how our students are performing compared to students nationwide.

	Percent
Strongly agree	62.7
Somewhat agree	25.9
Somewhat disagree	6.9
Strongly disagree	3.5
Don't know	.9
No answer	.1
<b>Total</b>	<b>100.0</b>

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

	Percent
Strongly support	36.5
Somewhat support	30.3
Somewhat oppose	12.1
Strongly oppose	20.2
Don't know	.9
No answer	.1
<b>Total</b>	<b>100.0</b>

If a tax increase for schools is approved, which one of these areas should receive top priority:

	Percent
Increasing pay for teachers	27.2
Renovating or rebuilding school buildings	5.3
Improving technology, such as providing laptops and iPads for students	14.8
Specialized programs to keep students from dropping out	38.3
Something else	12.5
Don't know	1.1
No answer	.8
<b>Total</b>	<b>100.0</b>



How likely are you to recommend enrolling a child in Duval County Public Schools to a colleague or friend? Use a scale from ONE to TEN, where ONE means you are not likely at all and TEN means extremely likely.

	Percent
1	13.7
2	4.9
3	5.5
4	4.8
5	17.8
6	11.2
7	11.2
8	10.9
9	4.5
10	11.8
Don't Know	2.7
No Answer	1.1
<b>Total</b>	<b>100.0</b>

A few last questions for statistical purposes only.

**Political Party Registration**

	Percent
Democrat	37.2
Republican	31.3
No Party Affiliation	16.8
Not registered to vote	7.6
Other	1.3
Don't know	.6
No answer	5.3
<b>Total</b>	<b>100.0</b>

**Age**

	Percent
18-24	11.4
25-44	35.3
45-64	37.6
65-80	12.9
Above 80	2.9
<b>Total</b>	<b>100.0</b>

Race

	Percent
Caucasian	55.9
African American	29.4
Latino or Hispanic	8.1
Asian	2.9
Other	3.7
Total	100.0

Highest level of education completed

	Percent
Less than HS graduate	5.0
HS graduate	18.5
Some college	50.8
College graduate	18.6
Post graduate	7.0
Total	100.0

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

	Percent
Yes	31.6
No	68.4
Total	100.0

Gender

	Percent
Male	48.0
Female	52.0
Total	100.0