



2018-2019 ANNUAL PUBLIC EDUCATION PERCEPTIONS POLL

Taking the pulse of public opinion in Duval County

In a series of new questions in this year's poll, conducted November 26 to November 30, 2018, Jacksonville community members shared their views on what makes a high quality school. Participants said teachers and parents have a greater impact on school quality than system leaders or community groups; in essence, the closer you are to the student, the greater impact you have in the student's educational experience. Key findings include:

- Participants said teachers, parents and school leaders were the three most important factors for school quality: about 34 percent said teachers were most important, 29.8 percent said parents and 12.8 percent said school leaders. Community members and district leaders were ranked as less important.
- When determining a school's quality, participants said students' preparation for the next grade level (54.8 percent) and achievement regardless of race and income (22.5 percent) were more important than students' scores on state tests.
- The community continues to say they value the work of teachers: When choosing a school, participants said its reputation for good teachers was the most important factor in their decision, even more than the school's grade.
- As in years past, most participants (70 percent) said they would support a small tax increase to benefit public schools.





Q1: In your opinion, what is the most important issue or problem facing Jacksonville?

| | PERCENT | | |
|---------------------------|----------|---------|--------|
| | 2017 -18 | 2018-19 | CHANGE |
| Education | 25.1 | 21.3 | -3.8 |
| Economy/Jobs/Unemployment | 9.5 | 6.4 | -3.1 |
| Crime | 48.2 | 59.6 | 11.4* |
| Transportation | 7.5 | 5.6 | -1.9 |
| Taxes | 2.3 | 1.4 | -0.9 |
| Other | 5.3 | 5.2 | -0.1 |
| Don't Know/No Answer | 2.2 | 0.6 | -1.6* |

Q2: How would you currently rate the overall performance of the Duval County Public Schools?

| | PERCENT |
|----------------------|------------|
| | 2018-19 ** |
| Excellent | 2.2 |
| Good | 22.9 |
| Fair | 43.1 |
| Poor | 21.5 |
| Don't Know/No Answer | 10.3 |

Q3: Effectiveness in improving public education in Jacksonville: Duval County Public School teachers

| | PERCENT |
|----------------------|------------|
| | 2018-19 ** |
| Very effective | 26.4 |
| Somewhat effective | 47.1 |
| Somewhat ineffective | 11.7 |
| Very ineffective | 4.6 |
| Don't Know/No Answer | 10.1 |

Q4: Effectiveness in improving public education in Jacksonville: Jacksonville Mayor Lenny Curry

| | PERCENT | | |
|----------------------|----------|---------|--------|
| | 2017 -18 | 2018-19 | CHANGE |
| Very effective | 22.0 | 16.0 | -6.0* |
| Somewhat effective | 38.2 | 41.2 | 3.0 |
| Somewhat ineffective | 11.6 | 13.7 | 2.1 |
| Very ineffective | 7.7 | 10.5 | 2.8 |
| Don't Know/No Answer | 20.5 | 18.6 | -1.9 |

Q5: Effectiveness in improving public education in Jacksonville: The Jacksonville business community

| | PERCENT | | |
|----------------------|----------|---------|--------|
| | 2017 -18 | 2018-19 | CHANGE |
| Very effective | 13.9 | 14.5 | 0.6 |
| Somewhat effective | 42.5 | 43.7 | 1.2 |
| Somewhat ineffective | 15.5 | 14.1 | -1.4 |
| Very ineffective | 7.2 | 7.4 | 0.2 |
| Don't Know/No Answer | 20.9 | 20.3 | -0.6 |

“If students can guide their own learning, it will allow them to be accountable in a way that develops independent, intrinsically motivated learners.”

— Stephanie Bellino,
2018 Florida Blue Duval County Teacher of the Year





Q6: Effectiveness in improving public education in Jacksonville: Local Non-profit Organizations

| | PERCENT | | |
|----------------------|---------|---------|--------|
| | 2017-18 | 2018-19 | CHANGE |
| Very effective | 24.2 | 18.1 | -6.1* |
| Somewhat effective | 38.5 | 43.3 | 4.8 |
| Somewhat ineffective | 10.3 | 9.9 | -0.4 |
| Very ineffective | 5.4 | 6.2 | 0.8 |
| Don't Know/No Answer | 21.5 | 22.5 | 1.0 |

Q7: What is your perception of K-12 public education in Jacksonville compared to one year ago?

| | PERCENT |
|----------------------|------------|
| | 2018-19 ** |
| Better | 13.3 |
| Worse | 13.3 |
| About the same | 59.0 |
| Don't Know/No Answer | 14.3 |

Q8: The Duval County Public School district usually considers public opinion when making decisions. Do you...

| | PERCENT |
|----------------------|------------|
| | 2018-19 ** |
| Strongly Agree | 15.1 |
| Somewhat Agree | 36.6 |
| Somewhat Disagree | 24.1 |
| Strongly Disagree | 17.5 |
| Don't Know/No Answer | 6.8 |

Q9: Are you the parent or guardian of a student currently enrolled in any type of school, grades K through 12...

| | PERCENT |
|-----|---------|
| | 2018-19 |
| Yes | 31.5 |
| No | 68.5 |



“This work is a labor of love. You come because you’re going to make a difference. You never know who is in your classroom — the next president of the United States, or your next doctor or a future engineer could be sitting in my classroom.”

— Will Smith, Finalist,
2018 Florida Blue Duval County
Teacher of the Year





The following three questions were asked only to respondents who said they were parents or guardians of a student currently enrolled in any type of school, grades K through 12.

Q10: Which type of school does your child attend in Duval County?

| PERCENT | |
|-----------------------------------------------------|---------|
| | 2018-19 |
| Traditional public school in your neighborhood | 44.0 |
| Traditional public school that has a magnet program | 27.3 |
| Charter School | 4.9 |
| Home School | 1.3 |
| Virtual School | 0.4 |
| Private School | 20.4 |
| Other | 1.7 |

Q11: If it were up to you, based on your own experience, how would you grade your child's current school?*

| PERCENT | |
|----------------------|---------|
| | 2018-19 |
| A | 36.6 |
| B | 35.0 |
| C | 18.5 |
| D | 3.5 |
| F | 6.0 |
| Don't Know/No Answer | 0.4 |

Q12: Thinking about the same school, what is the school's actual school grade?*

| PERCENT | |
|----------------------|---------|
| | 2018-19 |
| A | 43.5 |
| B | 13.5 |
| C | 7.9 |
| D | 3.7 |
| F | 0.0 |
| Don't Know/No Answer | 31.4 |

Q13: Think of one of the schools in your neighborhood: if it were up to you, how would you grade that school?

| PERCENT | | |
|----------------------|----------------|---------|
| | Actual 2017-18 | 2018-19 |
| A | 24.4 | 18.7 |
| B | 25.6 | 29.1 |
| C | 36.9 | 25.7 |
| D | 11.3 | 7.5 |
| F | 1.8 | 8.1 |
| Don't Know/No Answer | | 10.9 |

Q14: What is the minimum level of education that you believe students in Duval County today must achieve to be successful in the future?

| PERCENT | | | |
|---------------------------------------------------------|----------|---------|--------|
| | 2017 -18 | 2018-19 | CHANGE |
| Less than a high school diploma | --- | 1.6 | 1.6 |
| Graduate high school | 24.5 | 30.8 | 6.3* |
| Specific technical or vocational postsecondary training | 21.5 | 25.0 | 3.5 |
| Community college (2-year degree) | 17.0 | 18.1 | 1.1 |
| Bachelor's degree (4-year degree) or higher | 34.0 | 22.7 | -11.3* |
| Don't Know/No Answer | 3.0 | 1.8 | -1.2 |



Q15: If you were enrolling a child in a school today, which of the following would be most important to you in your decision?

| PERCENT | |
|-------------------------------|------------|
| | 2018-19 ** |
| Test scores and school grades | 24.5 |
| Word of mouth | 7.8 |
| Social media and the news | 2.2 |
| Perceptions of school safety | 19.1 |
| Knowing specific teachers | 5.8 |
| Reputation for good teachers | 36.8 |
| Other | 2.0 |
| Don't Know/No Answer | 2.0 |

Q16: Would you support or oppose a small increase in taxes if those taxes specifically go to local public education needs?

| PERCENT | |
|----------------------|------------|
| | 2018-19 ** |
| Strongly support | 42.3 |
| Somewhat support | 27.6 |
| Somewhat oppose | 10.5 |
| Strongly oppose | 16.9 |
| Don't Know/No Answer | 2.6 |

Q17: Would you support or oppose a small increase in taxes if those taxes specifically go towards increasing teachers' salaries?

| PERCENT | |
|----------------------|---------|
| | 2018-19 |
| Strongly support | 61.5 |
| Somewhat support | 21.3 |
| Somewhat oppose | 6.2 |
| Strongly oppose | 9.1 |
| Don't Know/No Answer | 1.9 |

Q18: Would you support or oppose a small increase in taxes if those taxes specifically go towards improving school facilities, resources, and supplies?

| PERCENT | |
|----------------------|---------|
| | 2018-19 |
| Strongly support | 52.3 |
| Somewhat support | 26.2 |
| Somewhat oppose | 7.8 |
| Strongly oppose | 11.6 |
| Don't Know/No Answer | 2.1 |

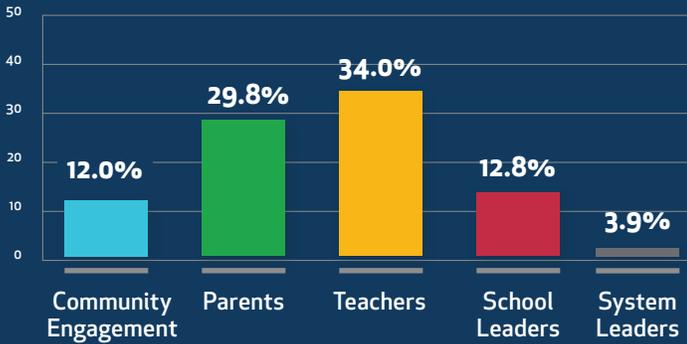
Q19: Would you support or oppose a small increase in taxes if those taxes specifically go towards school safety?

| PERCENT | |
|----------------------|---------|
| | 2018-19 |
| Strongly support | 54.8 |
| Somewhat support | 26.7 |
| Somewhat oppose | 6.6 |
| Strongly oppose | 8.7 |
| Don't Know/No Answer | 3.1 |





In your opinion, which is the most important factor for school quality?



Q20: In your opinion, which is the most important factor for school quality?

| PERCENT | |
|----------------------------------------------------------------------------------------------------------|---------|
| | 2018-19 |
| Community Engagement | 12.0 |
| Parents | 29.8 |
| Teachers | 34.0 |
| School Leaders (e.g., Principals and assistant principals) | 12.8 |
| System Leaders (e.g., superintendent, elected school board, executive director, chancellor, head master) | 3.9 |
| Other | 4.6 |
| Don't Know/No Answer | 2.9 |

Q21: In your opinion, which of the following characteristics do you see as the most important in a high quality teacher?

| PERCENT | |
|--------------------------------------------------|---------|
| | 2018-19 |
| Years of overall experience | 9.1 |
| Education Level | 5.4 |
| Positive student improvement on statewide test | 9.8 |
| Their demographics (e.g. race, gender) | 0.9 |
| Positive performance evaluation rating | 6.0 |
| Positive relationships with parents and students | 52.5 |
| Available to parents and students | 9.0 |
| Other | 4.0 |
| Don't Know/No Answer | 3.2 |

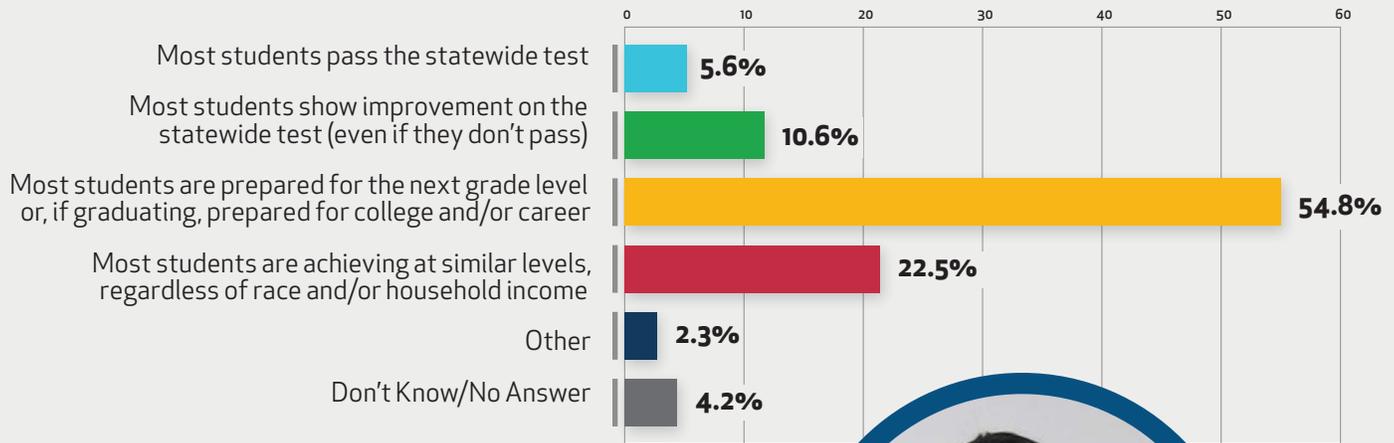
Q22: In your opinion, which of the following characteristics do you see as most important in a high quality principal or assistant principal?

| PERCENT | |
|--------------------------------------------------|---------|
| | 2018-19 |
| Years of overall experience | 13.0 |
| Education Level | 4.3 |
| Positive student improvement on statewide test | 9.9 |
| Their demographics (e.g. race, gender) | 1.1 |
| Positive performance evaluation rating | 7.8 |
| Positive relationships with parents and students | 42.3 |
| Available to parents and students | 15.3 |
| Other | 3.5 |
| Don't Know/No Answer | 2.8 |





Q23: When determining whether or not a school is high quality, which of the following is the most important to you?



“I believe that there’s more to being involved outside of joining parent-run organizations at the school level. I want to do something that I know will help more children, especially children of color.”

— Ale’ta Turner, participant in Parents Who Lead



Q24: When determining whether or not a school is high quality, which of the following is the most important to you?

| | PERCENT |
|---------------------------------------------------------------------|---------|
| | 2018-19 |
| A positive relationship between students and teachers | 43.9 |
| A positive relationship between the principals and teachers | 9.7 |
| A welcoming and collaborative environment for parents | 8.7 |
| Few instances of violence and bullying | 14.6 |
| Mental health & support services readily available for all students | 14.4 |
| Other | 2.1 |
| Don't Know/No Answer | 4.9 |

Q25: When determining whether or not a school is high quality, which of the following is the most important to you?

| | PERCENT |
|------------------------------------------------------------------------------------------------------|---------|
| | 2018-19 |
| Recruiting and retaining high quality teachers | 45.7 |
| Recruiting and retaining high quality principal and assistant principal | 5.0 |
| Strong Parent Teacher Associations (PTA) and School Advisory Council (SAC) | 12.7 |
| Diverse and high quality programming (e.g. afterschool programs, sports, visual and performing arts) | 22.1 |
| Active partners from the surrounding community | 7.1 |
| Other | 2.9 |
| Don't Know/No Answer | 4.4 |



Q26: The materials and information available to you regarding the quality of public schools are clear, complete, and understandable. Do you...***

| PERCENT | |
|----------------------|---------|
| | 2018-19 |
| Strongly Agree | 18.9 |
| Somewhat Agree | 38.3 |
| Somewhat Disagree | 19.5 |
| Strongly Disagree | 10.7 |
| Don't Know/No Answer | 12.6 |

Q27: Are you a registered Democrat, Republican, No Party Affiliation, or are you not registered to vote?

| PERCENT | |
|------------------------|---------|
| | 2018-19 |
| Democrat | 33.0 |
| Republican | 27.4 |
| No Party Affiliation | 19.5 |
| Not Registered to Vote | 9.0 |
| Other | 0.7 |
| Don't Know/No Answer | 10.4 |

Q28: Did you vote in the most recent midterm election in November 2018?

| PERCENT | |
|----------------------|---------|
| | 2018-19 |
| Yes | 66.3 |
| No | 14.3 |
| Don't Know/No Answer | 19.4 |

Q29: What is your age? Is it...

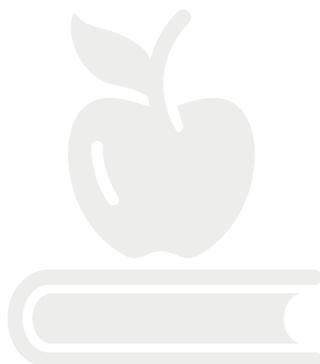
| PERCENT | |
|----------------------|---------|
| | 2018-19 |
| 18-24 | 12.1 |
| 25-34 | 20.4 |
| 35-44 | 17.2 |
| 45-64 | 32.4 |
| 65 and above | 15.8 |
| Don't Know/No Answer | 2.2 |

Q30: What is your racial background? Is it?

| PERCENT | |
|------------------------|---------|
| | 2018-19 |
| White/Caucasian | 51.8 |
| Black/African American | 27.1 |
| Hispanic | 8.7 |
| Asian | 3.1 |
| Other | 2.2 |
| Don't Know/No Answer | 7.2 |

Q31: What is the highest grade in school or year of college you have completed?

| PERCENT | |
|------------------------------|---------|
| | 2018-19 |
| Less than High School degree | 4.2 |
| High School degree | 23.8 |
| Some college | 40.9 |
| College Graduate | 19.0 |
| Post Graduate | 9.7 |
| Don't Know/No Answer | 2.4 |





PERCEPTIONS

ABOUT THIS REPORT

The survey was sponsored and funded by the Jacksonville Public Education Fund and conducted by the Public Opinion Research Lab (PORL) at the University of North Florida (UNF). The PORL is a full service research facility that has conducted over 120 public opinion surveys through the use of its 27 Computer Assisted Telephone Interviewing (CATI) stations and is a Charter Member of the American Association for Public Opinion Research Transparency Initiative. A sample of the adults over 18 years old was selected using Random-Digit-Dialing methodology for both landlines and cell phones. In the study, 78.5 percent of respondents surveyed were completed on a cellphone and 21.5 percent were completed on a landline. Survey Sampling International (SSI) provided the list of numbers. Upon reaching individuals through the landline telephone sample, respondents were selected in the household by being the first qualified participant to be available to participate. Cellphone sample respondents were selected by being the first qualified participant to answer the phone. The sample is of adult residents of Duval County, Florida (n= 503). For non-completes with a working residential or cell phone line, at least 5 callbacks were attempted. Calls were made Monday through Friday, November 26 to November 30, 2018, from 4:00 p.m. - 9:00 p.m. The results were weighted by age, sex, race, and education to the estimated 2016 American Community Survey, from the U.S. Census Bureau. Individuals from the sample who did not answer one of the demographic questions needed for weighting (age, sex, race, and education) were given a weight equal to 1 and included in the analysis. All weighted demographic variables were applied using the SPSS version 23 rake weighting function. There were no statistical adjustments made due to design effects.

ENDNOTES

- * Statistically significant change from 2017-18.
- ** Due to oversampling parents in 2017-18, these items could not be compared year to year because of observed parental differences last year.
- *** The wording of the question changed, therefore year to year comparison is not available.
- Response not available in 2017-18.
- ^ This question was open-ended.
- + Parents/guardians of students in private schools were removed because those schools do not receive grades.

Some questions may not total to 100.0 due to rounding.



For further information, visit www.jaxpef.org.

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