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2015 ANNUAL **PUBLIC EDUCATION PERCEPTIONS POLL**

Taking the pulse of public opinion in Duval County

DECEMBER 2015

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

This survey was sponsored, funded, and analyzed by the Jacksonville Public Education Fund. The survey was conducted by the Public Opinion Research Laboratory at the University of North Florida using 27 Computer Assisted Telephone Interviewing stations. The survey was conducted in Spanish for those respondents who wished to complete the survey in Spanish. The sample was selected from the target population of Duval County adults (18 years or older) through the use of Random-Digit-Dialing methodology for both landlines and cell phones. The resulting sample is of adults from Duval County, Florida (n= 534). To ensure a representative sample, an enhanced wireless sample of African-Americans was used. Scientific Telephone Samples provided the list of numbers. The results were weighted by age, gender, education, and race to the estimated 2014 American Community Survey from the U.S. Census Bureau. The survey was conducted Monday through Friday between the dates of November 2- November 9, 2015, from 5:00 pm to 9:00 pm. For non-completes with a working phone line, at least 5 call-backs were attempted. The margin of sampling error for this survey was +/- 4.24%.





“Public education is one of the most important issues facing the city of Jacksonville ... it will have a direct impact on employment, crime, poverty, housing and health in Jacksonville for years to come.”

— Ronnie King, Community Advisory Team Co-Chair

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

	Percent		
	2014	2015	Change
Education	18.2	19.1	0.9
Economy	13.4	12.4	-1.0
Crime	50.3	50.8	0.5
Transportation	4.5	4.2	-0.3
Taxes	3.3	2.1	-1.2
Other	6.8	9.4	2.6
Don't Know/No Answer	1.8	1.9	-0.1

Q2 On a scale of 0 to 100, what do you think the current Duval County Public Schools high school graduation rate is?

Mean: 61.1%

Q3 How would you currently rate the overall performance of the Duval County Public Schools?

	Percent		
	2014	2015	Change
Excellent	2.6	2.4	-0.2
Good	26.3	24.7	-1.6
Fair	41.5	49.0	7.5
Poor	20.6	19.1	-1.4
Don't Know/No Answer	9.0	4.7	-4.3

Q4 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		
	2014	2015	Change
Very Effective	7.7	8.3	0.6
Somewhat Effective	42.7	49.8	7.1
Somewhat Ineffective	23.7	19.2	-4.5
Very Ineffective	11.2	14.5	-3.3
Don't Know/No Answer	14.7	8.2	-6.5

Q5 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: Superintendent of Duval County Public Schools, Dr. Nikolai Vitti

	Percent		
	2014	2015	Change
Very Effective	14.9	17.4	2.5
Somewhat Effective	36.6	37.1	0.5
Somewhat Ineffective	12.9	12.7	-0.2
Very Ineffective	10.1	11.5	1.4
Don't Know/No Answer	25.5	21.3	-4.2

Q6 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 Public School Teachers

	Percent	
	*	2015
Very Effective		22.5
Somewhat Effective		54.1
Somewhat Ineffective		12.3
Very Ineffective		5.4
Don't Know/No Answer		5.7

* not asked in 2014

Q7 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: Jacksonville Mayor Lenny Curry

	Percent		
	2014 (Mayor Alvin Brown)	2015 (Mayor Lenny Curry)	Change
Very Effective	14.6	16.7	2.1

Somewhat Effective	42.4	31.6	-10.8
Somewhat Ineffective	19.0	9.6	-9.4
Very Ineffective	12.6	5.7	-6.9
Don't Know/No Answer	11.4	36.4	25.0

Q8 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: *The Jacksonville Business Community*

	Percent		
	2014	2015	Change
Very Effective	14.5	15.9	1.4
Somewhat Effective	46.1	42.8	-3.3
Somewhat Ineffective	16.7	15.1	-1.6
Very Ineffective	9.6	11.2	1.6
Don't Know/No Answer	13.2	15.0	1.8

Q9 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: *Local Non-profit Organizations*

	Percent		
	2014	2015	Change
Very Effective	26.9	26.2	-0.7
Somewhat Effective	42.3	39.3	-3.0
Somewhat Ineffective	10.7	9.7	-1.0
Very Ineffective	5.1	7.1	2.0
Don't Know/No Answer	15.1	17.7	2.6

Q10 Please tell me the primary source you get information about public schools in Duval County from.

	Percent		
	2014	2015	Change
Community Groups/ Events	1.5	1.7	0.2
Newspaper	10.8	11.0	0.2
TV/Radio	25.0	26.3	1.3
Internet	15.9	20.4	-4.5
Friends/Coworkers	17.9	15.7	-2.2
Directly from the School District	19.0	12.2	-6.8
Students/Children	2.8	6.8	4.0
Other	4.5	4.5	0.0
Don't Know/No Answer	2.5	1.3	-1.2



“I was pleasantly surprised to learn recently how much Duval’s graduation rate has gone up. This is an important achievement for the community and it speaks volumes about the improvement in public education in Jacksonville.”

— Florida Senator Aaron Bean

For Questions 11- 12: 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:

Q11 The materials and information available to me on pending education issues are clear, complete, and understandable.

	Percent		
	2014	2015	Change*
Strongly Agree	12.2	15.3	3.1
Agree	34.5	41.5	7.0
Disagree	28.9	20.4	-8.5
Strongly Disagree	16.8	17.3	0.5
Don't Know/No Answer	7.6	5.4	-2.2

*Significant improvement from 2014 to 2015

Q12 The district usually considers public opinion when making decisions

	Percent		
	2014	2015	Change
Strongly Agree	9.3	9.6	0.3
Agree	29.9	29.5	-0.4
Disagree	27.3	24.7	-2.6
Strongly Disagree	28.0	29.6	1.6
Don't Know/No Answer	5.5	6.6	1.1



It is not surprising to me that test scores and school grades are less important to families than they were a year ago. I know several amazing teachers in our district who teach with passion for their subject and love for their students. As a parent, this means so much more to me than a test score that simplifies the student experience into a single number.

— Amber Jubinsky, parent

Q13 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.

	Percent		
	2014	2015	Change
Recruit, develop, & retain great teachers & leaders	16.0	23.7	7.7*
Engage parents, families & the community in schools	25.6	27.6	2.0
Ensure fair, effective, and efficient use of money & resources	11.7	9.9	-1.8
Focus on providing a well-rounded education that includes art, music, physical education, and health services	23.1	20.4	-2.7
Don't Know/No Answer	23.5	18.4	-5.1

*Significant increase from 2014 to 2015

Q14 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.

	Percent		
	2014	2015	Change
Recruit, develop, & retain great teachers & leaders	18.9	17.1	-1.8
Engage parents, families & the community in schools	16.4	18.4	2.0

Ensure fair, effective, and efficient use of money & resources	29.5	23.5	-6.0**
Focus on providing a well-rounded education that includes art, music, physical education, and health services	19.7	27.1	7.4*
Don't Know/No Answer	15.4	13.9	-1.5

*Significant increase from 2014 to 2015

**Significant decrease from 2014 to 2015

Q15 How much responsibility do you think people in Duval County take for ensuring there are quality public schools in the district?

	Percent		
	2014	2015	Change
A lot	11.1	10.5	-0.6
Some	40.5	35.3	-5.2
A little	35.7	40.0	4.3
None at all	9.8	11.5	1.7
Don't Know/No Answer	2.9	2.7	-0.2

Q16 What is your perception of K-12 public education in Jacksonville compared to one year ago?

	Percent		
	2014	2015	Change
Better	17.5	19.6	2.1
Worse	13.2	9.3	-3.9
About the same	58.6	61.7	3.1
Don't Know/No Answer	10.7	9.4	-1.3

Q17 What is the minimum level of education that you believe students in Duval County today must achieve to be successful in the future?

	Percent		
	2014	2015	Change
Graduate high school	21.4	21.1	-0.3
Specific technical or vocational postsecondary training	19.8	15.4	-4.4
Community college (2yr degree)	14.5	22.8	8.3
Bachelor's degree (4 yr degree) or higher	30.5	37.1	6.6
Don't Know/No Answer	13.7	3.5	-10.2

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



Q18 If you were enrolling a child or grandchild in school today, which of the following would be most important to you in your decision?

	Percent		
	2014	2015	Change
Test scores and school grades	46.0	39.2	-6.8**
Word of mouth	14.7	18.0	3.3
Media reports	2.5	2.5	0.0
Perceptions of school safety	20.8	18.3	-2.5
Teachers	*	6.3	-
Other	12.0	11.7	-0.3
Don't Know/No Answer	3.9	3.9	0.0

*Not listed as a category in 2014

**Significant decrease from 2014 to 2015

For Questions 19- 21: 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.

Q19 Each year Florida issues A-F grades to public schools based largely on standardized test results of their students. This year, Florida students took a new test for the first time and some have argued that the state should wait a year before releasing the school's grades to avoid problems with comparing the old test to the new test. Others have argued that the school's

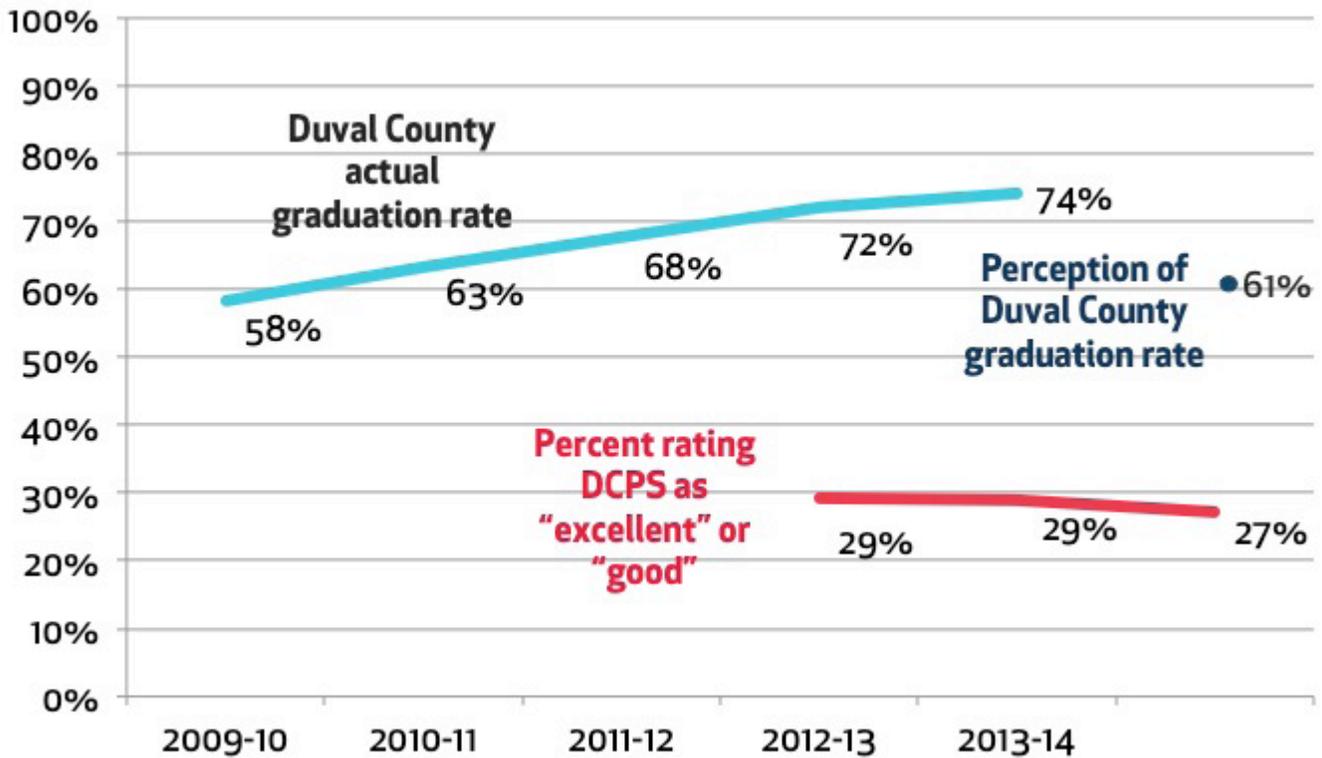
grades should be released for transparency purposes. Do you agree or disagree that the state should wait a year before releasing the school's grade based on the new test during this year of transition?

	Percent
	2015
Strongly Agree	29.9
Agree	11.8
Disagree	16.3
Strongly Disagree	34.3
Don't Know/No Answer	7.7

Note: Question not asked in 2014

Q20 Parents in Duval County should be allowed to enroll their children in any public school in the district, regardless of where they live.

	Percent		
	2014	2015	Change
Strongly Agree	56.7	59.0	2.3
Agree	20.4	15.6	-4.8
Disagree	9.5	7.8	-1.7
Strongly Disagree	11.3	11.6	0.3
Don't Know/No Answer	2.1	6.0	3.9



Q21 You understand the district's financial situation and know how to find out what they are spending on specific programs or schools.

	Percent		
	2014	2015	Change
Strongly Agree	17.6	20.0	2.4
Agree	25.0	21.7	-3.3
Disagree	20.1	17.4	-2.7
Strongly Disagree	33.1	31.0	-2.1
Don't Know/No Answer	4.3	9.8	5.5

For Questions 22- 25: I'm going to read you a few statements and would like you to tell me how much you would support or oppose each of them:

(For comparison to 2014) If a tax increase for schools is approved, which one of these areas should receive top priority?

	Percent
	2014
Renovating or rebuilding old schools	16.3
Expanding technology use in classrooms by providing a laptop or tablet for every student	35.9
Upgrading or expanding district-wide transportation opportunities	7.7

Improve Safety and security of school buildings and other properties	31.4
Don't Know/No Answer	8.5

Q22 If the school district had the necessary funds available to do some of the following things, how much would you support the following priorities? Renovating or rebuilding old schools

	Percent
	2015
Strongly Support	58.4
Somewhat Support	26.7
Somewhat Oppose	4.6
Strongly Oppose	4.2
Don't Know/No Answer	6.2

Q23 If the school district had the necessary funds available to do some of the following things, how much would you support the following priorities? Building new schools in areas where the population is growing

	Percent
	2015
Strongly Support	62.1
Somewhat Support	25.2
Somewhat Oppose	4.5
Strongly Oppose	2.7
Don't Know/No Answer	5.5

Q24 If the school district had the necessary funds available to do some of the following things, how much would you support the following priorities? Expanding technology use in classrooms by providing a laptop or tablet for every student

Percent	
	2015
Strongly Support	49.8
Somewhat Support	22.8
Somewhat Oppose	9.7
Strongly Oppose	11.6
Don't Know/No Answer	6.1

Q25 Would you support or oppose a small increase in taxes if those taxes go to public education?

	Percent		
	2014	2015	Change*
Strongly Support	32.4	44.9	12.5
Somewhat Support	27.2	25.1	-2.1
Somewhat Oppose	11.5	6.7	-4.8
Strongly Oppose	25.0	15.6	-9.4
Don't Know/No Answer	3.9	7.7	3.8

*Significant increase from 2014 to 2015

Q26 Are you a registered Democrat, Republican, No party affiliation or are you not registered to vote?

	Percent		
	2014	2015	Change
Democrat	34.1	31.7	-2.4
Republican	29.3	25.4	-3.9
No party affiliation	18.0	20.4	2.4
Not registered to vote	13.2	9.3	-3.9
Other	0.0	0.4	0.4
Don't Know/No Answer	5.4	12.8	7.4

Q27 Did you vote in the most recent Jacksonville mayoral election on May 19th, 2015?

	Percent		
	2014 (Nov. 4 th)	2015 (May 19 th)	Change
Yes	72.0	64.7	-7.3
No	27.8	34.6	6.8
Don't Know/No Answer	0.2	0.7	0.5

Note: The November 4th, 2014 election was a general election, while the May 19th, 2015 election was a mayoral election

Q28 What is your age?

	Percent		
	2014	2015	Change
18-24	15.6	11.5	-4.1
25-44	33.9	35.3	1.4
45-64	33.9	30.5	-3.4
65-80	11.2	14.5	3.3
Above 80	4.1	2.1	-2.0
Don't Know/No Answer	1.3	6.2	4.9

Q29 Are you of a Latino or Hispanic ethnic background?

	Percent		
	2014	2015	Change
Yes	7.6	8.3	0.7
No	91.2	87.9	-3.3
Don't Know/No Answer	1.1	3.8	2.7

Q30 What is your racial background?

	Percent		
	2014	2015	Change
Caucasian	57.3	57.5	0.2
African-American	32.4	30.9	-1.5
Asian	3.8	4.7	0.9
Other	2.6	2.9	0.3
Don't Know/No Answer	3.6	4.1	0.5

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

	Percent		
	2014	2015	Change
Less than high school	7.3	6.9	-0.4
High school graduate	20.3	22.4	2.1
Some college	44.3	45.6	1.3
College graduate	17.5	17.1	-0.4
Post graduate	9.1	7.4	-1.7
Don't Know/No Answer	1.5	0.6	-0.9

Q32 Are you a parent or guardian of a student currently enrolled in Duval County Public Schools?

	Percent		
	2014	2015	Change
Yes	29.4	24.1	-5.3
No	69.6	75.8	6.2
Don't Know/No Answer	0.9	0.1	-0.8

Q33 Method of Contact

Percent	
	2015
Landline	27.6
Cell Phone	71.0
Don't Know/No Answer	1.3

Q34 Respondent gender (Interviewer selected)

Percent			
	2014	2015	Change
Male	46.3	47.3	1.0
Female	53.7	52.7	-1.0
Don't Know/No Answer	0.0	0.0	0.0

Q35 What language was this survey completed in? (Interviewer selected)

Percent			
	2014	2015	Change
English	97.6	98.6	1.0
Spanish	2.4	1.4	-1.0
Don't Know/No Answer	0.0	0.0	0.0

ABOUT THIS REPORT

Some questions may not total to 100.0 due to rounding.

For further information, interactive visualizations with subgroups and additional research reports and publications, visit www.jaxpef.org. For any questions, contact Jason Rose, Jacksonville Public Education Fund Director of Data & Research, at Jason@jaxpef.org or (904) 356-0921 or Daniel Snook, Research Analyst at the Jacksonville Public Education Fund at Daniel@jaxpef.org or (904) 503-6421.