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2016 - 2017 ANNUAL **PUBLIC EDUCATION PERCEPTIONS POLL**

Taking the pulse of public opinion in Duval County

JANUARY 2017

The Jacksonville Public Education Fund is pleased to present its Annual Survey of Education Perceptions in Duval County, the fourth 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= 510). 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 2015 American Community Survey from the U.S. Census Bureau. The survey was conducted Monday through Friday between the dates of January 9 - January 15, 2017 from 5:00 p.m. to 9:00 p.m. For non-completes with a working phone line, at least 5 call-backs were attempted. The margin of sampling error for this survey was +/- 4.34%. Notations indicate where the change from the previous year was statistically significant.





Education remains one of the most important issues in Jacksonville. Our community is recognizing our shared duty to ensure that all of our children have the best chances to learn, grow and become successful adults.

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

	Percent		
	2015-16	2016-17	Change
Education	19.2	20.6	1.4
Economy	12.4	12.5	0.1
Crime	50.9	48.6	-2.3
Transportation	4.1	7.4	3.3*
Taxes	2.1	2.5	0.4
Other	9.4	6.6	-2.8
Don't Know/No Answer	1.9	1.8	-0.1

* Significant change from 2015-16 to 2016-17

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

	Percent		
	2015-16	2016-17	Change
Mean	61.1	62.3	0.95

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

	Percent		
	2015-16	2016-17	Change
Excellent	2.4	3.5	1.1
Good	24.8	23.5	-1.3
Fair	49.0	44.9	-4.1
Poor	19.1	24.7	5.6*
Don't Know/No Answer	4.7	3.3	-1.4

* Significant change from 2015-16 to 2016-17

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		
	2015-16	2016-17	Change
Very Effective	8.2	7.8	-0.4
Somewhat Effective	49.8	48.1	-1.7
Somewhat Ineffective	19.3	22.2	2.9
Very Ineffective	14.4	12.1	-2.3
Don't Know/No Answer	8.2	9.9	1.7

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		
	2015-16	2016-17	Change
Very Effective	17.4	16.1	-1.3
Somewhat Effective	37.1	36.4	-0.7
Somewhat Ineffective	12.7	11.6	-1.1
Very Ineffective	11.4	13.4	2.0
Don't Know/No Answer	21.3	22.5	1.2

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		
	2015-16	2016-17	Change
Very Effective	22.4	25.9	3.5
Somewhat Effective	54.0	51.0	-3.0
Somewhat Ineffective	12.3	12.6	0.3
Very Ineffective	5.4	3.1	-2.3
Don't Know/No Answer	5.8	7.4	1.6



The community recognizes the importance of coming together to support the systems that support our children. Confidence in Duval County Public Schools leadership remains strong.

Q10 Are you the parent or guardian of a student currently enrolled in Duval County Public Schools, grades K through 12?

	Percent	
	**	2016-17
Yes		25.3
No		74.7

** not asked in 2015-16

Questions 11 - 14 were asked only to parents.

Q11 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: Your child's current school

	Percent	
	**	2016-17
Very Effective		48.9
Somewhat Effective		27.3
Somewhat Ineffective		16.7
Very Ineffective		4.9
Don't Know/No Answer		2.1

** not asked in 2015-16

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		
	2015-16	2016-17	Change
Very Effective	16.7	20.4	3.7
Somewhat Effective	31.5	40.3	8.8*
Somewhat Ineffective	9.6	12.3	2.7
Very Ineffective	5.8	8.4	2.6
Don't Know/No Answer	36.4	18.7	-17.7

* Significant change from 2015-16 to 2016-17

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		
	2015-16	2016-17	Change
Very Effective	15.9	19.8	3.9
Somewhat Effective	42.8	43.9	1.1
Somewhat Ineffective	15.0	14.0	-1.0
Very Ineffective	11.3	9.1	-2.2
Don't Know/No Answer	15.0	13.2	-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 Nonprofit Organizations

	Percent		
	2015-16	2016-17	Change
Very Effective	26.2	22.4	-3.8
Somewhat Effective	39.3	40.7	1.4
Somewhat Ineffective	9.7	11.9	2.2
Very Ineffective	7.1	7.4	0.3
Don't Know/No Answer	17.8	17.7	-0.1



Q14 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 I want you to tell me which one you think the district has made the *most* improvement in the past year.

	Percent		
	2015-16	2016-17	Change
Recruit, develop & retain great teachers and leaders	23.6	15.5	-8.1*
Engage parents, families & the community in schools	27.6	28.5	0.9
Ensure fair, effective, and efficient use of money & resources	9.9	11.7	1.8
Focus on providing a well-rounded education that includes art, music, physical education, and health services	20.5	27.6	7.1*
Don't Know/No Answer	18.4	16.7	-1.7

*Significant change from 2015-16 to 2016-17

Q15 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		
	2015-16	2016-17	Change
Recruit, develop, & retain great teachers & leaders	17.1	21.0	3.9
Engage parents, families & the community in schools	18.4	16.5	-1.9
Ensure fair, effective, and efficient use of money & resources	23.5	28.7	5.2
Focus on providing a well-rounded education that includes art, music, physical education, and health services	27.2	22.3	-4.9
Don't Know/No Answer	13.9	11.5	-2.4

We need the talents and contributions of all children to be available to our city in the future.

High quality teaching is a top concern of poll respondents when it comes to our city's future and the quality of our public schools.

Q12 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: *Your child's current teacher(s)*

	Percent	
	**	2016-17
Very Effective		45.2
Somewhat Effective		41.2
Somewhat Ineffective		6.1
Very Ineffective		4.3
Don't Know/No Answer		3.3

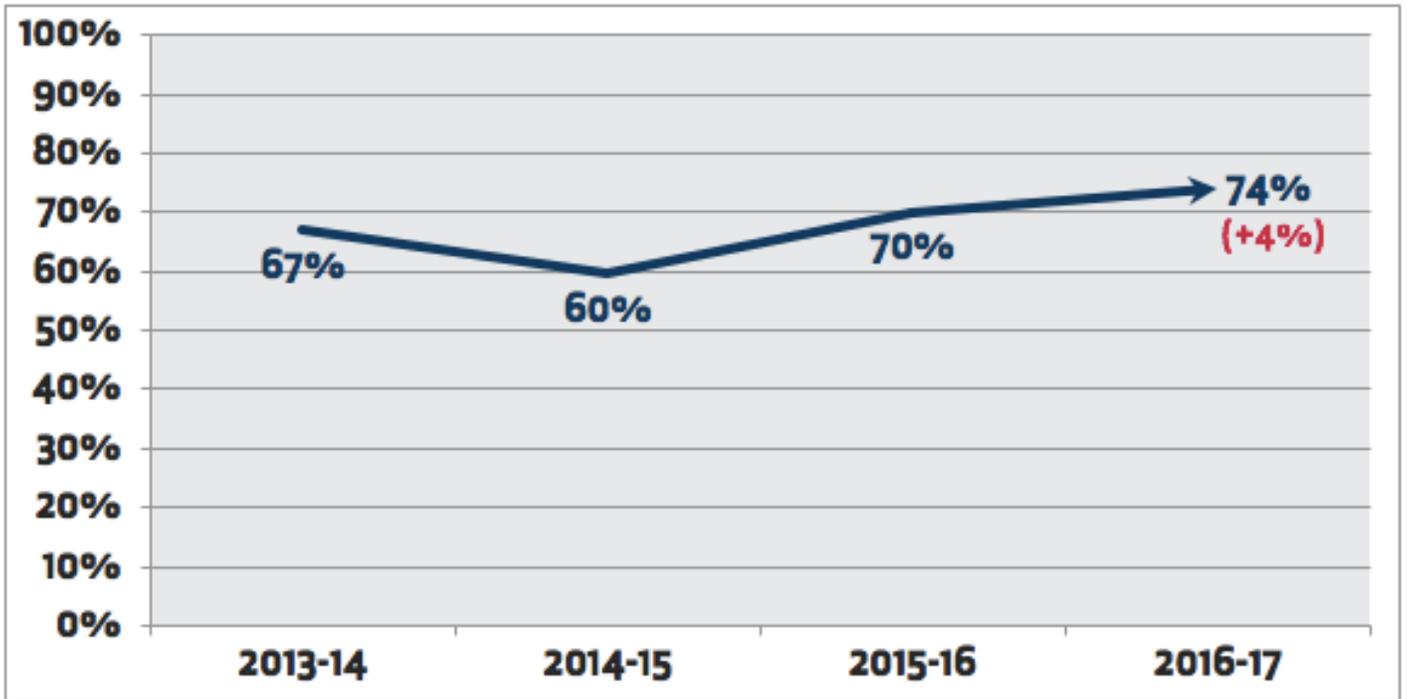
** not asked in 2015-16

Q13 If it were up to you, based on your own experience, how would you grade your child's current school?

	Percent	
	DCPS Actual 2015-16 **	2016-17
A	17	35.6
B	19	31.1
C	37	20.7
D	22	6.5
F	5	6.1

** not asked in 2015 - 2016

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



Q16 How much responsibility do you think people in Duval County take for ensuring there are quality public schools in the district?

	Percent		
	2015-16	2016-17	Change
A lot	10.6	10.9	0.3
Some	35.5	36.2	0.7
A little	40.2	41.3	1.1
None at all	11.5	9.9	-1.6
Don't Know/No Answer	2.3	1.7	-0.6

Q17 What is your perception of K-12 public education in Jacksonville compared to one year ago?

	Percent		
	2015-16	2016-17	Change
Better	19.6	19.6	0.0
Worse	9.3	11.5	2.2
About the same	61.7	59.5	-2.2
Don't Know/No Answer	9.4	9.3	-0.1

Q18 What is the minimum level of education that you believe students in Duval County today must achieve to be successful in the future?

	Percent		
	2015-16	2016-17	Change

Graduate high school	21.1	25.0	3.9
Specific technical or vocational postsecondary training	15.4	19.6	4.2
Community college (2yr degree)	22.8	20.6	-2.2
Bachelor's degree (4 yr degree) or higher	37.1	33.2	-3.9
Don't Know/No Answer	3.5	1.6	-1.9

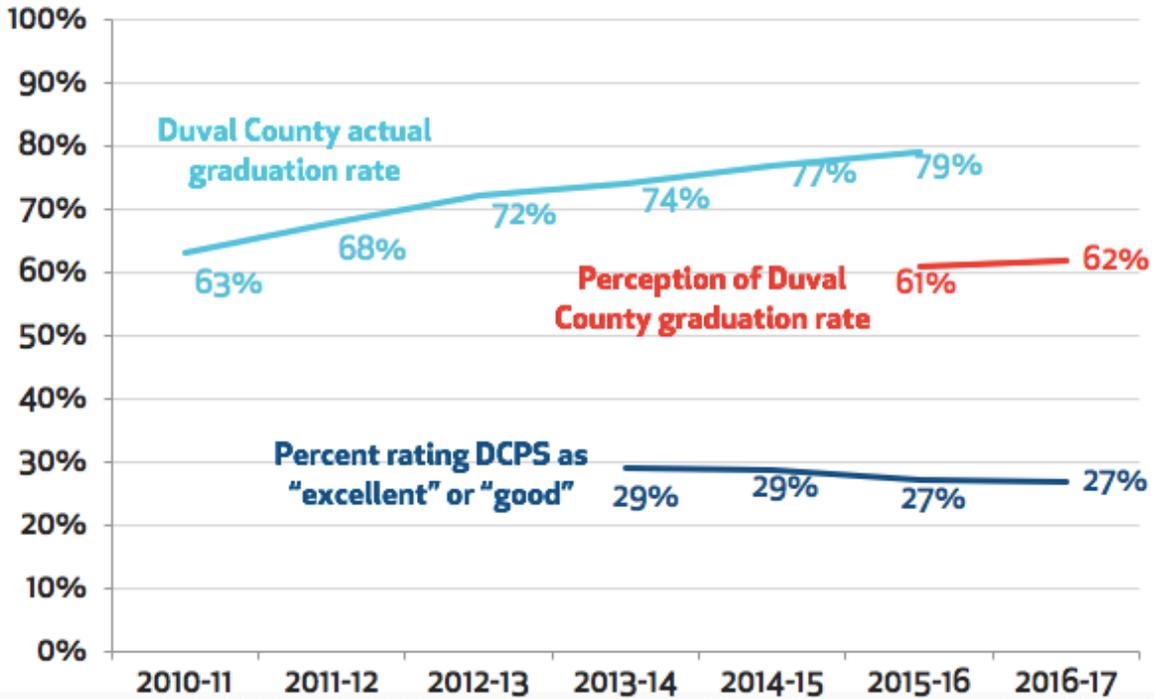
Q19 If you were enrolling a child or grandchild in school today, which of the following would be most important to you in your decision?

	Percent		
	2015-16	2016-17	Change
Test scores and school grades	39.2	25.9	-13.3*
Word of mouth	18.0	12.1	-5.9*
Media reports	2.5	1.6	-0.9
Perceptions of school safety	18.3	15.2	-3.1
Teachers***	6.3	32.1	25.8*
Other	11.7	11.1	-0.6
Don't Know/No Answer	3.9	2.1	-1.8

* Significant change from 2015-16 to 2016-17

*** Note: Response option not explicitly offered in 2015-16 and was added in 2016-17 due to frequency of it being volunteered in 2015-16

Perception is not keeping pace with the reality of education improvement.



Q20 Would you support or oppose a small increase in taxes if those taxes go to local public education needs?

	Percent		
	2015-16	2016-17	Change
Strongly Support	44.9	42.4	-2.5
Somewhat Support	25.1	31.6	6.5
Somewhat Oppose	6.7	6.8	0.1
Strongly Oppose	15.6	16.1	0.5
Don't Know/No Answer	7.7	3.1	-4.6

For Questions 21 - 23: 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:

Q21 Parents in Florida should be allowed to enroll their children in any public school in Florida, with space available, regardless of where they live.

	Percent	
	**	2016-17
Strongly Agree		69.1
Agree		15.2
Disagree		8.5
Strongly Disagree		7.2

** not asked in 2015 - 2016

Q22 The materials and information available to you on pending education issues are clear, complete and understandable.

	Percent		
	2015-16	2016-17	Change
Strongly Agree	15.4	22.2	6.8*
Agree	41.6	32.1	-9.5*
Disagree	20.4	22.2	1.8
Strongly Disagree	17.2	15.0	-2.2
Don't Know/No Answer	5.4	8.6	3.2*

* Significant change from 2015-16 to 2016-17

Q23 The Duval County Public School district usually considers public opinion when making decisions.

	Percent		
	2015-16	2016-17	Change
Strongly Agree	9.6	13.6	4.0*
Somewhat Agree	29.6	35.0	5.4
Somewhat Disagree	24.7	22.5	-2.2
Strongly Disagree	29.6	23.9	-5.7*
Don't Know/No Answer	6.6	5.0	-1.6

* Significant change from 2015-16 to 2016-17

For Questions 24 - 26, choose the one in each pair that you think is the most important for the district to focus on to reach this goal:

Q24 In order to identify and monitor teacher quality, administrators should rely primarily on:

Percent	**	2016-17
Statistical analysis of how much each teacher's students improve on standardized tests throughout the year		31.5
Classroom observations conducted by principals and administrators throughout the year		58.7
Both		4.8
Neither		1.6
Don't Know/No Answer		3.4

** not asked in 2015 - 16

Q25 In order to support high-quality teaching in every classroom, the district should focus on:

Percent	**	2016-17
Identifying ineffective teachers and replacing them with new teachers		40.5
Providing more professional development and training for all teachers		51.7
Both		6.7
Neither		0.1
Don't Know/No Answer		1.0

** not asked in 2015 - 16

Q26 In order to recruit and retain the highest-quality teachers in Duval County over the long-term, the district should invest more money in:

Percent	**	2016-17
Paying teachers more (either in base salary or bonuses)		45.3
Providing more support staff and infrastructure in schools (such as teachers' aides, behavioral specialists, automate)		41.2
Both		10.6
Neither		1.0
Don't Know/No Answer		1.9

** not asked in 2015 - 16

Questions 27 - 32 reflect the sample demographics from the current year's poll.

Q27 Are you a registered Democrat, Republican, No party affiliation or are you not registered to vote?

Percent	
Democrat	32.2
Republican	31.7
No party affiliation	21.8
Not registered to vote	9.3
Other	1.4
Don't Know/No Answer	3.6

Q28 Did you vote in the most recent presidential election on November 8th, 2016?

Percent	
Yes	86.6
No	12.4
Don't Know/No Answer	1.0

Q29 What is your age?

Percent	
18-24	12.9
25-34	17.5
34-44	18.4
45-64	33.5
65-80	14.4
Above 80	1.9
Don't Know/No Answer	1.4

Q30 Are you of a Latino or Hispanic ethnic background?

	Percent
Yes	8.4
No	89.6
Don't Know/No Answer	2.1

Q31 What is your racial background?

	Percent
Caucasian	57.1
African-American	30.3
Asian	4.3
Other	3.3
Don't Know/No Answer	5.0

Q32 What is your highest grade in school or year of college you have completed?

	Percent
Less than high school	6.7
High school graduate	24.4
Some college	42.2
College graduate	18.1
Post graduate	7.8
Don't Know/No Answer	0.8

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 Vice President of Data & Research, at Jason@jaxpef.org or (904) 356-0921 or Dr. Kimberly Allen, Research Analyst at the Jacksonville Public Education Fund at Kim@jaxpef.org or (904) 710-4984.