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# 2017 - 2018 ANNUAL **PUBLIC EDUCATION PERCEPTIONS POLL**

Taking the pulse of public opinion in Duval County

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**JANUARY 2018**

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=698). There was an effort to over-sample parents (adult residents of Duval County, Florida), who had a child currently enrolled in a public school (n=301). An Enhanced Wireless © sample was used to target parents with children. Scientific Telephone Samples provided the list of numbers. The results were weighted by age, gender, education, and race to the estimated 2016 American Community Survey from the U.S. Census Bureau. The survey was conducted Monday through Sunday between the dates of November 27 - December 8, 2017 from 4:00 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 +/- 3.71%.





*“The passion and expertise [of Duval’s educators] led me to see a new side of education and instilled in me a desire to give back to my community that I love so dearly. Our area is on the verge of achieving something truly great and our education system plays a key role.”*

— Clayton Levins, Public Ed Ambassador

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

	Percent		
	2016-17	2017-18	Change
Education	20.6	25.1	4.5
Economy	12.5	9.5	-3.0
Crime	48.6	48.2	-0.4
Transportation	7.4	7.5	0.1
Taxes	2.5	2.3	-0.2
Other	6.6	5.3	-1.3
Don't Know/No Answer	1.8	2.2	0.4

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

	Percent		
	2016-17	2017-18	Change
Excellent	3.5	2.7	-0.8
Good	23.5	30.7	7.2*
Fair	44.9	42.5	-2.4
Poor	24.7	17.8	-6.9*
Don't Know/No Answer	3.3	6.3	3.0*

**Q3 What is your perception of K-12 public education in Jacksonville compared to one year ago?**

	Percent		
	2016-17	2017-18	Change
Better	19.6	13.3	-6.3*
Worse	11.5	12.5	1.0
About the same	59.5	59.5	0.0
Don't Know/No Answer	9.3	14.8	5.4*

**Q4-Q15 were asked only to respondents who identified as parents of a public school student.**

**Q4 Which type of school does your child attend in Duval County?\*\*\***

	Percent	
	2017-18	
Traditional Public School	84.0	
Charter School	12.3	
Home School	0.2	
Other	2.1	
Don't Know/No Answer	1.4	

**Q5 Based on your experience, how effective is your child’s current teacher(s)? (Note: worded slightly differently in 2016-17)**

	Percent		
	2016-17	2017-18	Change
Very Effective	45.2	43.4	-1.8
Somewhat Effective	41.2	42.0	0.8
Somewhat Ineffective	6.1	8.2	2.1
Very Ineffective	4.3	2.8	-1.5
Don't Know/No Answer	3.3	3.6	0.3

**Q6 How often do you communicate with your child’s teacher?\*\*\***

	Percent	
	2017-18	
Daily	18.9	
Weekly	38.6	
Monthly	21.6	
Rarely	15.6	
Never	3.5	
Don't Know/No Answer	1.9	



*“[Ms. Hultgren] does not just teach students, she prepares them for a lifetime of service, collaboration, innovation, integrity, equity and excellence.”*

— Jessica Mastromatto, Principal,  
Frank H. Peterson Academies of Technology

**Q7 When you do communicate with your child’s teacher, what is the primary way that you communicate? \*\***

Percent	
	2017-18
Planner	11.0
Phone	13.3
Parent-Teacher Conference	10.6
When I pick up or drop off my child	9.7
Email	39.7
Texting	4.9
Other	4.7
ClassDojo App***	5.2
Don't Know/No Answer	0.9

**Q8 If it were up to you, based on your own experience, how would you grade your child’s current school:**

Percent				
	Actual 2016-17 Grades	2016-17	2017-18	Change
A	27.1	35.6	37.9	2.3
B	24.1	31.1	31.9	0.8
C	38.2	20.7	22.7	2.0
D	10.0	6.5	3.2	-3.3
F	0.6	6.1	2.8	-3.3
Don't Know/No Answer	0.0	0.0	1.4	1.4

**For questions Q9-Q13 we asked parents if they have been involved in any of the following activities:**

**Q9 Parent Teacher Association (PTA)\*\***

Percent	
	2017-18
Yes	30.7
No	67.3
Don't Know/No Answer	1.9

**Q10 School Advisory Council (SAC) \*\***

Percent	
	2017-18
Yes	11.6
No	86.3
Don't Know/No Answer	2.0

**Q11 Volunteering at a school, other than chaperoning a class field trip or party \*\***

Percent	
	2017-18
Yes	42.3
No	56.2
Don't Know/No Answer	1.4

**Q12 Attended a school board meeting \*\***

Percent	
	2017-18
Yes	24.0
No	74.6
Don't Know/No Answer	1.4

**Q13 Contacted a school board member \*\***

Percent	
	2017-18
Yes	25.3
No	73.0
Don't Know/No Answer	1.6



*“I truly believe that all children can be successful and will rise to the expectations that they are given. I have high expectations for my students and it brings me great joy to watch them meet and exceed them each and every year.”*

— Latrece Brown-Sudduth,

2017 Florida Blue Duval County Teacher of the Year

**Q14 Do you happen to know the name of the school board representative for your district? \*\***

Percent	
2017-18	
Scott Shine	1.1
Ashley Smith Juarez	0.9
Paula D. Wright	1.5
Warren A. Jones	0.2
Becki Couch	1.3
Lori Hershey	0.4
Someone else	0.8
Don't Know/No Answer	93.8

**Q15 Do you happen to know the name of the principal at your child's school? \*\***

Percent	
2017-18	
Yes	61.1
No/Don't Know	38.0
No Answer	0.8

**For Q16 - Q21, respondents were asked their opinion of how effective each of the following individuals or organizations is in helping improve public education in Jacksonville.**

**Q16 Duval County School Board**

Percent			
	2016-17	2017-18	Change
Very effective	7.8	8.7	0.9
Somewhat effective	48.1	53.5	5.4
Somewhat ineffective	22.2	18.9	-3.3
Very ineffective	12.1	8.9	-3.2
Don't Know/No Answer	9.9	10.0	0.1

**Q17 Superintendent of Duval County Public Schools, Dr. Patricia Willis \*\***

Percent	
2017-18	
Very effective	9.6
Somewhat effective	33.4
Somewhat ineffective	7.9
Very ineffective	4.4
Don't Know/No Answer	44.6

**Q18 Duval County Public School teachers**

Percent			
	2016-17	2017-18	Change
Very effective	25.9	29.0	3.1
Somewhat effective	51.0	48.8	-2.2
Somewhat ineffective	12.6	12.7	0.1
Very ineffective	3.1	1.9	-1.2
Don't Know/No Answer	7.4	7.6	0.2

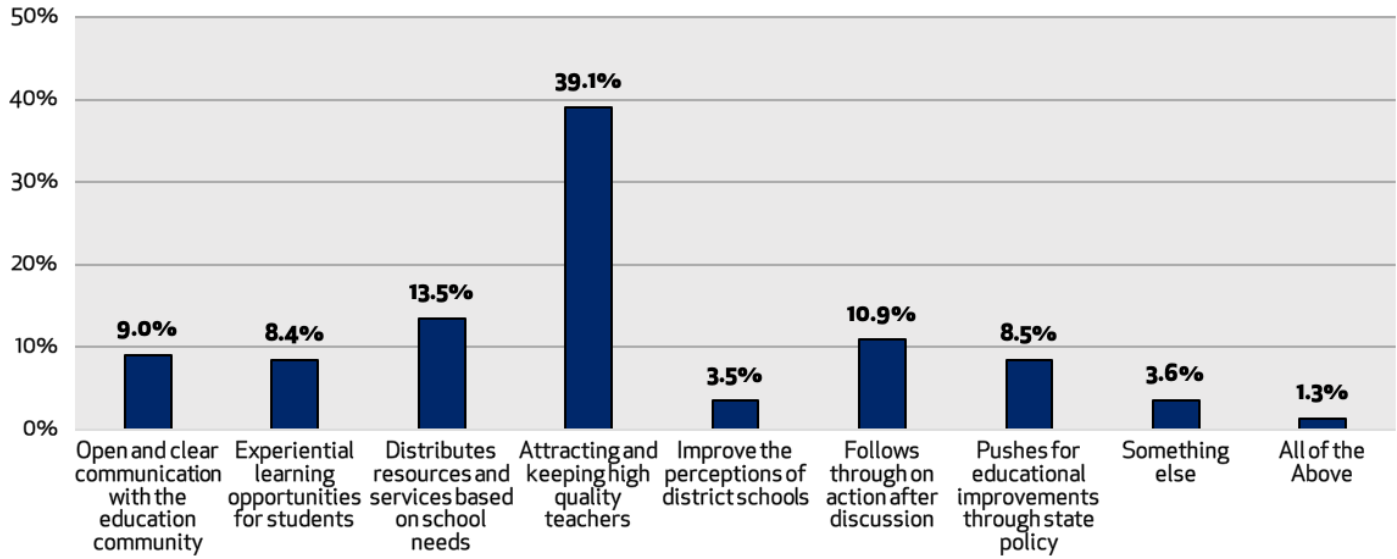
**Q19 Jacksonville Mayor Lenny Curry**

Percent			
	2016-17	2017-18	Change
Very effective	20.4	22.0	1.6
Somewhat effective	40.3	38.2	-2.1
Somewhat ineffective	12.3	11.6	-0.7
Very ineffective	8.4	7.7	-0.7
Don't Know/No Answer	18.7	20.5	1.8

**Q20 The Jacksonville business community**

Percent			
	2016-17	2017-18	Change
Very effective	19.8	13.9	-5.9*
Somewhat effective	43.9	42.5	-1.4
Somewhat ineffective	14.0	15.5	1.5
Very ineffective	9.1	7.2	-1.9
Don't Know/No Answer	13.2	20.9	7.7*

**From the following list of priorities, which do you believe to be THE most important for the next superintendent?**



**Q21 Local nonprofit organizations**

	Percent		
	2016-17	2017-18	Change
Very effective	22.4	24.2	1.8
Somewhat effective	40.7	38.5	-2.2
Somewhat ineffective	11.9	10.3	-1.6
Very ineffective	7.4	5.4	-2.0
Don't Know/No Answer	17.7	21.5	3.8

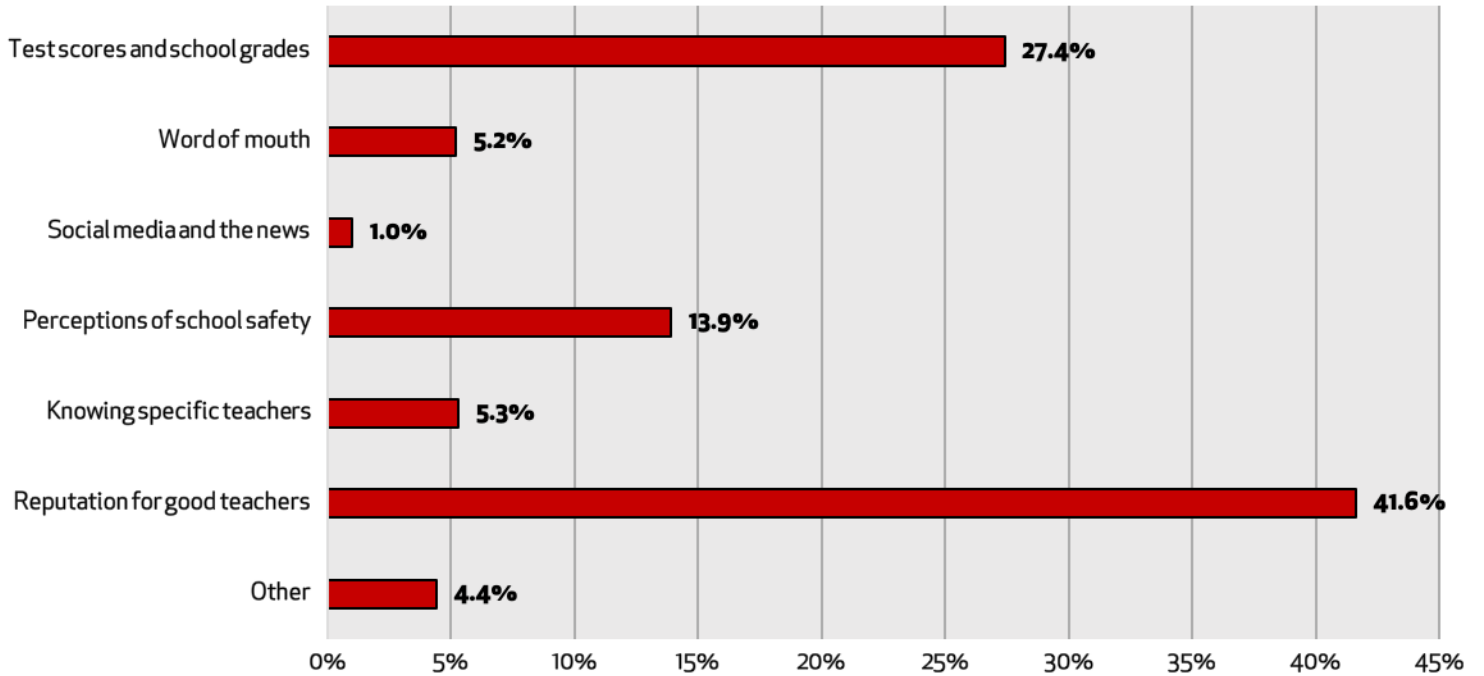
**Q22 Prior to this survey, were you aware that the Duval County School Board is currently in the process of searching for a new superintendent to permanently replace former superintendent Dr. Nikolai Vitti? \*\***

	Percent
	2017-18
Yes	61.3
No	37.6
Don't Know/No Answer	1.1

**Q23 In case you were unaware, the Duval County School Board is in the process of searching for a superintendent to permanently replace Dr. Nikolai Vitti. As a result, we would like to know from the following list of priorities, which do you believe to be THE most important for the next superintendent: \*\***

	Percent
	2017-18
Open and clear communication with the education community	9.0
Experiential learning opportunities for students	8.4
Distributes resources and services based on school needs	13.5
Attracting and keeping high quality teachers	39.1
Improve the perceptions of district schools	3.5
Follows through on action after discussion	10.9
Pushes for educational improvements through state policy	8.5
Something else	3.6
All of the above	1.3
Don't Know/No Answer	2.3

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



**Q24 What is the minimum level of education that you believe students in Duval County today must achieve to be successful in the future:**

	Percent		
	2016-17	2017-18	Change
Graduate high school	25.0	24.5	-0.5
Specific technical or vocational postsecondary training	19.6	21.5	1.9
Community college (2-year degree)	20.6	17.0	-3.6
Bachelor's degree (4-year degree) or higher	33.2	34.0	0.8
Don't Know/No Answer	1.6	3.0	1.4

**Q25 If you were enrolling a child or grandchild in a school today, which of the following would be most important to you in your decision:**

	Percent		
	2016-17	2017-18	Change
Test scores and school grades	25.9	27.4	1.5
Word of mouth	12.1	5.2	-6.9
Social media and the news (media reports)	1.6	1.0	-0.6
Perceptions of school safety	15.2	13.9	-1.3
Knowing specific teachers		5.3	
Reputation for good teachers		41.6	
Teacher (options not aligned year to year)	32.1		
Other	11.1	4.4	-6.7
Don't Know/No Answer	2.1	1.1	-1.0

**Q26 Would you support or oppose a small increase in taxes if those taxes go to local public education needs?**

	Percent		
	2016-17	2017-18	Change
Strongly Support	42.4	43.8	1.4
Somewhat Support	31.6	31.2	-0.4
Somewhat Oppose	6.8	10.9	4.1*
Strongly Oppose	16.1	11.7	-4.4*
Don't Know/No Answer	3.1	2.3	-0.8

**Q27 Teachers who get the best results from their students should have a higher salary than teachers who do not get the best results from their students:**

	Percent
	2017-18
Strongly Agree	31.8
Somewhat Agree	26.4
Somewhat Disagree	20.0
Strongly Disagree	19.7
Don't Know/No Answer	2.2

**Q28 The materials and information available to you on pending education issues are clear, complete & understandable.**

	Percent		
	2016-17	2017-18	Change
Strongly Agree	22.2	21.5	-0.7
Somewhat Agree	32.1	34.0	1.9
Somewhat Disagree	22.2	21.2	-1.0
Strongly Disagree	15.0	13.9	-1.1
Don't Know/No Answer	8.6	9.5	0.9

**Q29 The Duval County Public School district usually considers public opinion when making decisions.**

	Percent		
	2016-17	2017-18	Change
Strongly Agree	13.6	15.3	1.7
Somewhat Agree	35.0	30.5	-4.5
Somewhat Disagree	22.5	21.8	-0.7
Strongly Disagree	23.9	24.2	0.3
Don't Know/No Answer	5.0	8.2	3.2*

*One of the district's top priorities over the past several years has been to support and improve quality teaching available to all students. In the next three questions, I'm going to ask you some specific things about teachers.*

**Q30 Based on your best guess, what is the annual salary of a Duval County first-year teacher with a Bachelor's degree? \*\***

Average = \$34,765.84      Median = \$35,000

**Q31 Actually, the annual salary for a Duval County first-year teacher with a Bachelor's degree is \$39,500. Do you think this amount should: \*\***

	Percent
	2017-18
Decrease	1.6
Stay the same	28.8
Increase	68.9
Don't Know/No Answer	0.7

**Q32 What do you think the annual salary for a Duval County first-year teacher with a Bachelor's degree should be? \*\***

Average = \$48,173.58      Median = \$45,000

*Questions 33 - 36 reflect the sample demographics from the current year's poll.*

**Q33 Are you a registered Democrat, Republican, No Party Affiliation or are you not registered to vote?**

	Percent
Democrat	30.4
Republican	29.1
No party affiliation	24.6
Not registered to vote	13.2
Other	0.7
Don't Know/No Answer	2.0

**Q34 What is your age? Is it:**

	Percent
18-24	12.7
25-34	20.6
35-44	16.5
45-64	33.7
65 and above	16.5

### Q35 What is your racial background? Is it:

	Percent
Caucasian	54.7
African American	29.0
Hispanic	8.6
Asian	4.4
Other	3.3

### Q36 What is the highest level of education you have attained?

	Percent
Less than High School degree	5.8
High School degree	19.6
Some College	46.6
College Graduate	18.3
Post Graduate	9.8

#### End Notes

\* Significant change from 2016-17.

\*\* Not asked in 2016-17.

\*\*\* This was not an option, but enough people mentioned this to list.

### 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](http://www.jaxpef.org). For any questions, contact Dr. Kimberly Allen, Jacksonville Public Education Fund Director of Data & Research, at [Kimberly@jaxpef.org](mailto:Kimberly@jaxpef.org) or Laura Alrutz, Jacksonville Public Education Fund Senior Manager of Policy Analysis, at [Laura@jaxpef.org](mailto:Laura@jaxpef.org) or (904) 356-7757.