National Parent Poll Questionnaire

N=1,000 Parents
Telephone Survey*
* Approximately 600 interviews will be conducted via landline and 400 conducted via cell phone

STANDARD INTRODUCTION: Hello, I am ___ calling for Braun Research of Princeton. We are conducting an important national survey about some things that have been in the news. We are not selling anything. All your answers will be kept confidential.

CELL PHONE INTRODUCTION: Hello, I am ___ calling for Braun Research of Princeton. We are conducting an important national survey about some things that have been in the news. I know I am calling you on a cell phone. This is not a sales call.

(IF RESPONDENT SAYS DRIVING/UNABLE TO TAKE CALL: Thank you. We will try you another time...).

May I speak to a parent or guardian of a child under 18 in the household?

(IF UNAVAILABLE) I’d like to ask a few questions of a parent or guardian of any child under 18.

**GENDER OF RESPONDENT**
Male.................................................................1
Female..............................................................2

**Parent Screeners**

S1. Are you, or is anyone in your household or immediate family, employed by an advertising, public relations, marketing or market research firm?

1. Yes (TERMINATE)
2. No
3. (DK/Refused) (TERMINATE)

S2. Are you, or is anyone in your household or immediate family, employed by a newspaper, television or radio station, political party, or by a candidate for political office?

1. Yes (TERMINATE)
2. No
3. (DK/Refused) (TERMINATE)

S3. Are you the parent or guardian of a child who lives with you, and who is in any grade from preschool through high school?

1. Yes
2. No (TERMINATE)
3. (DK/Refused) (TERMINATE)
S4. How many children do you have that are in any grades from preschool through high school?

1. 0 (TERMINATE)
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9
11. 10 or more
12. (DK/Refused) (TERMINATE)

Survey Questions

STATE OF EDUCATION

For this brief interview, if you are completely unsure about your answer or have no feelings for an answer, you can say ‘I Don’t Know.’

1. Which of these is the single most important issue facing the nation? Is it the economy, education, health care, climate change, immigration issues, or the threat of terrorism? (IF UNCERTAIN SAY: If you had to pick one of these issues, what would it be?)

   1. Economy
   2. Education
   3. Health care
   4. Climate Change
   5. Immigration issues
   6. Threat of terrorism
   7. [Other (Specify)]
   8. [Don’t know]
   9. [Refused]

Now I am going to ask you some questions about education...

2. In the United States, do you feel K–12 education is generally going in the right direction, or do you feel things have gotten off on the wrong track?

   1. Right direction
   2. Wrong track
   3. [Don’t know]
   4. [Refused]
3. Thinking now of different types of schools, how would you rate the quality of education provided by the following in the United States?

RANDOMIZE a-d, ALWAYS ASK (a) BEFORE (b)
   a. Public schools
   b. Charter public schools
   c. Private schools
   d. Religious or Parochial schools

   1. Excellent
   2. Very good
   3. Good
   4. Fair
   5. Poor
   6. (Don’t know)
   7. (Refused)

SCHOOL OPTIONS/CHOICE

ASK Q4-Q9 IN ORDER FOR EACH CHILD

4. IF S4=2 (1 child): What grade level is your child in?
   IF S4=3-11 (2 or more children): You indicated you have [insert number] children in school.
   I’m going to ask you a few quick questions about each child, beginning with your oldest child. What grade level is your oldest child in? READ ANSWER CHOICES IF NECESSARY

   1. Preschool/Pre-K
   2. Kindergarten
   3. Elementary school (grades 1-5)
   4. Middle school/Junior High (grades 6-8)
   5. High School (grades 9-12)
   6. (Don’t Know)
   7. (Refused)

5. IF S4=2 (1 child): Does your child attend public or private school or is your child homeschooled?
   IF S4=3-11 (2 or more children): Does your [oldest child/second oldest child/third oldest child/etc.] attend a public or private school, or is this child home schooled? ENTER RESPONSE FOR EACH CHILD

   1. Public
   2. Private
   3. Home schooled
   4. (Other – please specify)
   5. (Don’t know)
   6. (Refused)
6. IF PUBLIC (Q5=1): Is their public school a charter school?
   1. Yes
   2. No
   3. [Don’t know]
   4. [Refused]

7. IF PRIVATE (Q5=2): Is their private school a religious or parochial school?
   1. Yes
   2. No
   3. [Don’t know]
   4. [Refused]

8. IF HOMESCHOOLED (Q5=3) Is their homeschooling through an online charter school?
   1. Yes
   2. No
   3. [Don’t know]
   4. [Refused]

9. IF PUBLIC (Q5=1): From what you remember, did you choose the school this child attends or was it a public school he or she was assigned to?
   1. Chose the school
   2. Assigned to the school
   3. (Don’t know)
   4. (Refused)

10. How much did [INSERT] factor in when you chose the current neighborhood you live in?
   a. the quality of the schools
   b. your school options
   1. A great deal
   2. Quite a bit
   3. Some
   4. Very little
   5. Not at all
   6. (Don’t know)
   7. (Refused)
11. Did you move to your current neighborhood so that your child/children could attend a specific school – either one they attend now or one they are set to attend in the future?

1. Yes
2. No
3. (Don’t know)
4. (Refused)

12. No matter what type of school your children attend now, if, for whatever reason, you do not want your child to attend the school they are assigned to, does your local school district let you pick another PUBLIC school within the district?

1. Yes
2. No
3. (Don’t know)
4. (Refused)

13. If you could select any type of school, what type of school would you select in order to obtain the best education for your children? (IF VOLUNTEER IT ISN’T THEIR DECISION, THEN SAY: “If it were your decision…”

1. Regular public school
2. Private school
3. Charter school
4. Religious or parochial school
5. Home school
6. Online or virtual school
7. Other (please specify)
8. (Don’t know)
9. (Refused)

14. Do you favor or oppose allowing students and their parents to choose which public schools in the community the students attend, regardless or where they live? (If favor/oppose: is that strongly or somewhat [favor/oppose]?)

1. Strongly favor
2. Somewhat favor
3. Somewhat oppose
4. Strongly oppose
5. (Don’t know)
6. (Refused)
Now I’d like to ask you specifically about charter schools

15. Do you know a friend or have a family member that has a child who is currently attending or has attended a charter school?
   1. Yes
   2. No
   3. (Don’t know)
   4. (Refused)

16. To the best of your knowledge, are there any charter schools in your community?
   INTERVIEWER NOTE: IF RESPONDENT SAYS THERE IS ONE, THAT COUNTS AS A “YES”
   1. Yes
   2. No
   3. (Don’t know)
   4. (Refused)

17. IF CHILD DOESN’T ATTEND CHARTER SCHOOL (Q6=2) & IF NO, DK/REF (Q16=2-4): Would you be interested in sending your children to a charter school if they were in your community, or not?
   1. Yes
   2. No
   3. (Don’t know)
   4. (Refused)

18. IF CHILD DOESN’T ATTEND CHARTER SCHOOL (Q6=2) & IF YES (Q16=1): Would you be interested in sending your children to a charter school, or not?
   1. Yes
   2. No
   3. (Don’t know)
   4. (Refused)

19. IF YES TO Q18: You said that you have charter schools in your community, and that you would be interested in sending your children to one - can you tell me why you haven’t enrolled him/her/them?
INTRODUCE CHARTERS

20. Based on what you know, or have heard from others... In general, do you have a positive or negative impression of charter schools? (If positive/negative: is that very or somewhat [positive/negative]?)

   1. Very positive
   2. Somewhat positive
   3. Neutral/No opinion
   4. Somewhat negative
   5. Very negative
   6. (Both positive and negative)
   7. (Refused)

21. Just from what you know or have heard about charter schools, please tell me which statement is true?

   1. A charter school is a public school, or
   2. A charter school is not a public school
   3. (Don’t know)
   4. (Refused)

22. Just from what you know or have heard about charter schools, please tell me which statement is true?

   1. Charter schools are free to teach religion, or
   2. Charter schools are not free to teach religion
   3. (Don’t know)
   4. (Refused)

23. Just from what you know or have heard about charter schools, please tell me which statement is true?

   1. Charter schools can charge tuition, or
   2. Charter schools can not charge tuition
   3. (Don’t know)
   4. (Refused)

Next, I’m going to read you some proposed changes some people have suggested for improving the PUBLIC SCHOOL SYSTEM. Please tell me for each of the following whether you would STRONGLY favor, SOMewhat favor, SOMewhat oppose, or STRONGLY oppose that proposal.
[READ STATEMENT] Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose that proposal?

[REPEAT PROMPT AFTER EVERY THIRD STATEMENT]

1. Strongly favor
2. Somewhat favor
3. Somewhat oppose
4. Strongly oppose
5. (Don’t know)
6. (Refused)

ROTATE Q24-Q31

24. Giving teachers more flexibility to design curriculum
25. Rewarding high quality teachers with higher pay
26. Giving schools freedom from many of the regulations traditional public schools face
27. Holding students, teachers, and parents accountable for improving student achievement
28. Providing a more structured learning environment, more student discipline, and requiring more parental involvement
29. Allowing schools to make quick, effective changes to improve student achievement
30. Giving schools more freedom to fire teachers who aren’t performing
31. Giving parents more options when choosing a public school for their children

32. The statements I just read to you are all things some charter schools do. Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations in exchange for more accountability. After hearing this, do you have a positive or negative impression of charter schools? (If positive/negative: is that very or somewhat [positive/negative]?)

1. Very positive
2. Somewhat positive
3. Neutral/No opinion
4. Somewhat negative
5. Very negative
6. (Both positive and negative)
7. (Don’t know)
8. (Refused)

33. Of the 100,000 public schools in the U.S., about 7,000 are charter schools. Based on this information, would you favor or oppose increasing the number of charter schools in the United States so that more students could enroll in them (If favor/oppose: is that strongly or somewhat [favor/oppose]?)

1. Strongly favor
2. Somewhat favor
3. Somewhat oppose
4. Strongly oppose
5. (Don’t know)
6. (Refused)
34. Would you favor or oppose a charter school opening in your community/neighborhood? (If favor/oppose: is that strongly or somewhat [favor/oppose]?)

1. Strongly favor
2. Somewhat favor
3. Somewhat oppose
4. Strongly oppose
5. (Don’t know)
6. (Refused)

35. [SKIP IF Q16 = YES] Earlier you indicated there are no charter schools in your community. Would you favor or oppose your state and local government adding them? (If favor/oppose: is that strongly or somewhat [favor/oppose]?)

1. Strongly favor
2. Somewhat favor
3. Somewhat oppose
4. Strongly oppose
5. (Don’t know)
6. (Refused)

Demographics

Finally, I would like to ask you a few questions for statistical purposes only.

D1. What is your age?

1. ENTER NUMBER
2. (Don’t know/refused)

D2. What is the last grade of school you completed?

1. Less than 9th grade
2. 9th to 12th grade, no diploma
3. High School Graduate
4. Some college or associate degree
5. Bachelor’s degree
6. Advanced degree
7. (Don’t know/refused)

D3. For most of your schooling, did you attend public, private, or parochial school or were you homeschooled as a child? ALLOW FOR MULTIPLE RESPONSES
1. Public
2. Private
3. Charter
4. Religious or parochial
5. Home schooled
6. (Other – please specify)
7. (Don’t know)
8. (Refused)

D4. For statistical purposes only, in which of the following categories does your total annual household income fall?

1. Less than $25,000
2. $25,000 to less than $50,000
3. $50,000 to less than $75,000
4. $75,000 to less than $100,000
5. $100,000 to less than $150,000
6. Over $150,000
7. (Don’t know/refused)

D5. Are you currently employed full-time outside the home, employed part-time, self-employed, looking for a job, or are you a homemaker, a student or retired?

1. Employed full-time
2. Employed part-time
3. Self-employed
4. Looking for work/unemployed
5. Homemaker
6. Student
7. Retired
8. (Don’t know/refused)

D6. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?
[IF REPUBLICAN OR DEMOCRAT:] Do you consider yourself a strong (Republican/Democrat) or a not-so-strong (Republican/Democrat)?

[IF INDEPENDENT:] Would you say that you lean more toward the Republicans or more toward the Democrats?

1. Strong Republican
2. Not-so-strong Republican
3. Independent - lean Republican
4. Independent
5. Independent - lean Democratic
6. Not-so-strong Democrat
7. Strong Democrat
8. (Other)
9. (Don’t know/Refused)

D7. How would you describe your political ideology?

1. Liberal
2. Moderate
3. Conservative
4. (Don’t know/Refused)

D8. Are you married, single, separated, widowed, or divorced?

1. Married
2. Single
3. Separated/Divorced
4. Widowed
5. (Don’t know/Refused)

D9. Are you or is anyone in your household a teacher or educator? IF YES: Is that you or someone else in your household?

1. Yes – I am
2. Yes – someone else in the household
3. Yes – both I and someone else in the household
4. No one in the household is a teacher
5. (Don't know/Refused)

D10. Are you or is any member of your household a member of a labor union? IF YES: Is that you or someone else in your household?
1. Yes – I am
2. Yes – someone else in the household
3. Yes – both I and someone else in the household
4. No one in the household is a union member
5. (Don’t know/Refused)

D11. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

1. Yes
2. No
3. (Don’t know)

D12. What is your race or origin? (READ LIST)

1. White
2. Black or African American
3. Hispanic, Latino or Spanish origin
4. Asian
5. Middle Eastern or North African
6. American Indian or Alaskan Native
7. Native Hawaiian or Other Pacific Islander
8. Some other race, ethnicity, or origin (Please specify)
9. (Don’t know / Refused)

D13. How would you describe the area in which you live – urban, suburban, or rural?

1. Urban
2. Suburban
3. Rural
4. (Don’t know / Refused)

D14. Thinking about all the phone calls you receive, do you receive more calls on your cell phone, more calls on your regular home phone, or is it about equal?

1. Receive ALL calls on your cell phone (do not have a regular home phone)
2. Receive a lot more calls on your cell
3. Receive a few more calls on your cell phone
4. About equal
5. Receive a few more calls on your regular home phone
6. Receive a lot more calls on your regular home phone
7. Receive ALL calls on your regular home phone (do not have a cell phone)
8. (Don’t know / Refused)

D15. To make sure you are marked correctly off the list, what is your zip code? ___ ___ ___ ___ ___ ___ ___
Finally, for verification, may I have just your first name?

THIS COMPLETES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME, AND HAVE A PLEASANT (DAY/EVENING)!!