

# NORTH CAROLINA K-12 & SCHOOL CHOICE SURVEY

## What Do Voters Say About K-12 Education?

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<b>Interview Dates:</b>	June 18 to 24, 2012
<b>Sample Frame:</b>	Registered Voters
<b>Sample Sizes:</b>	NORTH CAROLINA = 601 Charlotte = 164; Raleigh-Durham = 183
<b>Split Sample Sizes:</b>	“Split A” = 302; “Split B” = 299
<b>Margins of Error:</b>	NORTH CAROLINA = $\pm 4.0$ percentage points Charlotte = $\pm 7.6$ percentage points; Raleigh-Durham = $\pm 7.2$ percentage points Each Split Sample = $\pm 5.6$ percentage points

*Displayed numbers in tables are percentages, unless otherwise noted.*

*Due to rounding, percentage totals for a given question may be slightly greater or less than 100%.*

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**“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.’” [ENTER AS “DK”]**

1. How much attention do you pay to issues involving K-12 education?

**[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]**

	<b>A Lot</b>	<b>Some</b>	<b>Very Little</b>	<b>None</b>	<b>DK/Ref (VOL.)</b>
<b>NORTH CAROLINA</b>	<b>46</b>	<b>33</b>	<b>15</b>	<b>6</b>	<b>&lt; 1</b>
<b>Charlotte</b>	<b>42</b>	<b>38</b>	<b>11</b>	<b>9</b>	<b>0</b>
<b>Raleigh-Durham</b>	<b>46</b>	<b>36</b>	<b>14</b>	<b>9</b>	<b>&lt; 1</b>

2. Do you feel things in North Carolina’s K-12 education system are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

**[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]**

	<b>Right Direction</b>	<b>Wrong Track</b>	<b>DK/Ref (VOL.)</b>
<b>NORTH CAROLINA</b>	<b>29</b>	<b>55</b>	<b>16</b>
<b>Charlotte</b>	<b>32</b>	<b>52</b>	<b>16</b>
<b>Raleigh-Durham</b>	<b>33</b>	<b>58</b>	<b>10</b>

3. How would you rate North Carolina's public school system?

**[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS "DK"]**

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>DK/Ref (VOL.)</b>
<b>NORTH CAROLINA</b>	<b>5</b>	<b>40</b>	<b>41</b>	<b>11</b>	<b>3</b>
<b>Charlotte</b>	<b>11</b>	<b>37</b>	<b>41</b>	<b>10</b>	<b>1</b>
<b>Raleigh-Durham</b>	<b>1</b>	<b>46</b>	<b>41</b>	<b>9</b>	<b>2</b>

4. How much do you think is spent per year on each student in North Carolina’s public schools? Your estimate (to the nearest thousand dollars) will represent the combined expenditures of local, state, and federal governments.

**[OPEN-END. BASED ON RESPONSE, SELECT ONE OF THE FOLLOWING CATEGORIES]**

**[IF DEPENDS, PROBE ONCE, OFFERING RANGE CATEGORIES. IF STILL DEPENDS, ENTER AS "DK"]**

	Less than \$4,000	\$4,001 – \$8,000	\$8,001 – \$12,000	\$12,001 – \$16,000	Over \$16,000	DK/Ref (VOL.)
<b>NORTH CAROLINA</b>	26	12	8	5	5	45
<b>Charlotte</b>	21	15	11	4	5	44
<b>Raleigh-Durham</b>	28	14	9	3	6	40

5. *(Split A)* Do you believe that public school funding in North Carolina is at a level that is:

[ROTATE “TOO HIGH” AND “TOO LOW”]

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]

	Too High	About Right	Too Low	DK/Ref (VOL.)
<b>NORTH CAROLINA</b>	<b>9</b>	<b>20</b>	<b>66</b>	<b>6</b>
<b>Charlotte</b>	<b>11</b>	<b>23</b>	<b>60</b>	<b>6</b>
<b>Raleigh-Durham</b>	<b>8</b>	<b>13</b>	<b>72</b>	<b>7</b>

5. **(Split B)** According to the most recent information available, in North Carolina \$8,518 is being spent each year per student attending public schools. Do you believe that public school funding in NORTH CAROLINA is at a level that is:

**[ROTATE “TOO HIGH” AND “TOO LOW”]**

**[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]**

	<b>Too High</b>	<b>About Right</b>	<b>Too Low</b>	<b>DK/Ref (VOL.)</b>
<b>NORTH CAROLINA</b>	<b>14</b>	<b>27</b>	<b>50</b>	<b>9</b>
<b>Charlotte</b>	<b>15</b>	<b>30</b>	<b>49</b>	<b>6</b>
<b>Raleigh-Durham</b>	<b>13</b>	<b>32</b>	<b>45</b>	<b>11</b>

6. **(Split A)** Do you think that state taxes to fund public schools in North Carolina should increase, decrease, or stay about the same?

**[ROTATE BY REVERSE TO AVOID BIAS]**

**[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]**

	Increase A Lot	Increase Some	Stay About The Same	Decrease Some	Decrease A Lot	DK/Ref (VOL.)
<b>NORTH CAROLINA</b>	<b>7</b>	<b>37</b>	<b>8</b>	<b>4</b>	<b>42</b>	<b>3</b>
<b>Charlotte</b>	<b>6</b>	<b>39</b>	<b>9</b>	<b>6</b>	<b>37</b>	<b>2</b>
<b>Raleigh-Durham</b>	<b>9</b>	<b>37</b>	<b>7</b>	<b>4</b>	<b>40</b>	<b>3</b>



6. **(Split B)** Do you think that local taxes to fund public schools in your school district should increase, decrease, or stay about the same?

**[ROTATE BY REVERSE TO AVOID BIAS]**

**[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]**

	Increase A Lot	Increase Some	Stay About The Same	Decrease Some	Decrease A Lot	DK/Ref (VOL.)
<b>NORTH CAROLINA</b>	<b>6</b>	<b>29</b>	<b>10</b>	<b>5</b>	<b>44</b>	<b>7</b>
<b>Charlotte</b>	<b>7</b>	<b>33</b>	<b>9</b>	<b>5</b>	<b>44</b>	<b>3</b>
<b>Raleigh-Durham</b>	<b>7</b>	<b>25</b>	<b>10</b>	<b>4</b>	<b>50</b>	<b>4</b>

7. In thinking about the schools in your area, what grade would you give...

[GRADE OPTIONS: A, B, C, D, or F]

[RANDOMIZE "REGULAR PUBLIC SCHOOLS," "CHARTER SCHOOLS," "PRIVATE OR PAROCHIAL SCHOOLS"]

[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS "DK"]

(a) Regular Public Schools (or District Schools)

	A	B	C	D	F	DK/Ref (VOL.)
<b>NORTH CAROLINA</b>	11	38	34	9	4	4
<b>Charlotte</b>	11	38	34	11	4	2
<b>Raleigh-Durham</b>	9	41	31	9	6	4

7. In thinking about the schools in your area, what grade would you give...

**(b) Charter Schools**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	<b>Does Not Apply</b>	<b>DK/Ref (VOL.)</b>
<b>NORTH CAROLINA</b>	<b>21</b>	<b>33</b>	<b>14</b>	<b>4</b>	<b>3</b>	<b>7</b>	<b>21</b>
<b>Charlotte</b>	<b>18</b>	<b>37</b>	<b>9</b>	<b>3</b>	<b>1</b>	<b>9</b>	<b>23</b>
<b>Raleigh-Durham</b>	<b>21</b>	<b>28</b>	<b>17</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>20</b>

7. In thinking about the schools in your area, what grade would you give...

**(c) Private or Parochial Schools**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	<b>Does Not Apply</b>	<b>DK/Ref (VOL.)</b>
<b>NORTH CAROLINA</b>	<b>26</b>	<b>33</b>	<b>13</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>20</b>
<b>Charlotte</b>	<b>24</b>	<b>35</b>	<b>10</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>20</b>
<b>Raleigh-Durham</b>	<b>23</b>	<b>33</b>	<b>16</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>18</b>

8. If it were your decision and you could select any type of school, what type of school would you select in order to obtain the best education for your child?

**[RANDOMIZE RESPONSES TO AVOID BIAS]**

**[IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]**

	<b>Charter School</b>	<b>Homeschool</b>	<b>Private School</b>	<b>Regular Public School</b>	<b>Virtual School</b>	<b>DK/Ref (VOL.)</b>
<b>NORTH CAROLINA</b>	<b>15</b>	<b>11</b>	<b>39</b>	<b>34</b>	<b>&lt; 1</b>	<b>2</b>
<b>Charlotte</b>	<b>12</b>	<b>8</b>	<b>40</b>	<b>38</b>	<b>0</b>	<b>3</b>
<b>Raleigh-Durham</b>	<b>11</b>	<b>11</b>	<b>40</b>	<b>35</b>	<b>0</b>	<b>2</b>

9. What is the most important characteristic or attribute that would cause you to choose a **[INSERT SCHOOL TYPE FROM PREVIOUS QUESTION]** for your child? Please use one word, or a very short phrase.

**[OPEN-END. IF DEPENDS, PROBE ONCE. IF STILL DEPENDS, ENTER AS “DK”]**

**Top 15 | Specific impressions offered by respondents in the statewide sample. Numbers represent counts (n), not percentages.**

### **NORTH CAROLINA**

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<b>BETTER EDUCATION / QUALITY</b>	<b>101</b>
<b>INDIVIDUAL ATTENTION / ONE-ON-ONE</b>	<b>89</b>
<b>CLASS SIZE / STUDENT-TEACHER RATIO</b>	<b>60</b>
<b>BETTER TEACHERS / TEACHERS / TEACHING</b>	<b>49</b>
<b>DISCIPLINE / STRUCTURE</b>	<b>31</b>
<b>DIVERSITY / VARIETY</b>	<b>27</b>
<b>CURRICULUM / ACADEMICS</b>	<b>25</b>
<b>SAFETY / LESS DRUGS, VIOLENCE, BULLYING</b>	<b>25</b>
<b>SOCIALIZATION / PEERS / OTHER KIDS</b>	<b>25</b>
<b>RELIGION / RELIGIOUS REASONS</b>	<b>21</b>
<b>ENVIRONMENT / CULTURE / COMMUNITY</b>	<b>19</b>
<b>ALMA MATER / SOCIAL NETWORK</b>	<b>18</b>
<b>STANDARDS / MORE CHALLENGING</b>	<b>18</b>
<b>MORALS / VALUES / ETHICS</b>	<b>15</b>
<b>RESOURCES / FUNDING</b>	<b>13</b>

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<b>OTHER RESPONSES</b>	<b>26</b>
<b>DK / NO RESPONSE / REFUSED</b>	<b>30</b>

*The full topline will be released on 9/13/12*

**[PLEASE MAKE THE FOLLOWING TEXT AVAILABLE TO INTERVIEWERS ANYTIME A RESPONDENT ASKS ABOUT THE NATURE OF THE SURVEY SPONSOR OR FRIEDMAN FOUNDATION]**

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