



THE GLOVER PARK GROUP

To: Todd Ziebarth, Tim McClung
From: The Glover Park Group
Date: 11/23/09
Re: Survey Findings

The Glover Park Group conducted a survey of 502 Registered Voters in the state of West Virginia between November 5 and November 9, 2009. The margin of error on a sample size of 502 is +/-4.4%. The margin of error of subgroups is higher due to a lower sample size. Approximately 100 respondents of the overall sample were reached via cell phone.

Current State of Education

- Public schools generally receive mediocre grades across the state with the plurality of West Virginia voters giving schools a “C” grade (44 percent).

Grading West Virginia Public Schools	
What grade would you give Public Schools across West Virginia?	
A/B	40
C	44
D/F	14

Support for More Public School Options

- *There is overwhelming support for providing parents with more public school options when choosing a school for their child (86% favor).*

Support for More Public School Options	
As you may know, some states are considering proposals to create more options for parents when choosing a <u>public</u> school for their children. Would you favor or oppose giving West Virginia parents more options when choosing a public school for their children?	
Favor	86
Oppose	10
(Don't Know/Refused)	4

- Five times as many voters believe that more options will improve (55%) the public school system than harm (11%) the public school system.

Impact of More Public School Options	
Do you think that giving West Virginia parents the ability to choose the public school, they think best meets the needs of their children will (rotate) improve the public school system, harm the public school system, or make no difference.	
Improve	55
Make no difference	30
Harm	11
(DK/Refused)	4

Support for Elements of a Charter School Education

- *There is strong support for many of the things charter schools do that differentiate them from traditional public schools.* Indeed, all but one element receives majority support. Voters particularly value charter schools for their accountability, structure, and flexibility.

Support for Elements of a Charter Education	
I'm going to read you some proposed changes some people have suggested for improving public schools in West Virginia. Please tell me for each of the following whether you would favor or oppose that proposal being implemented in West Virginia.	
% Ranked by Total Favor	% Favor
Providing a more structured learning environment, more student discipline, and requiring more parental involvement	94
Holding students, teachers, and parents accountable for improving student achievement	90
Giving schools more freedom to fire teachers who aren't performing	87
Allowing schools to make quick, effective changes to improve student achievement	87
Giving parents more options when choosing a public school for their children	87
SPLIT SAMPLE A*: Giving schools more flexibility to design curriculum	86
Putting schools that fail to educate students under new management	84
SPLIT SAMPLE B*: Giving teachers more flexibility to design curriculum	84
Rewarding high quality teachers with higher pay	83
Creating new schools that are given more independence from local school board in exchange for greater accountability for improved student achievement	80
Promoting PUBLIC school choice by allowing the money to follow the student to any PUBLIC school the student and parent selects	75
Giving the people who run public schools greater ability to decide whom they hire and how they spend their budgets	72
Giving schools freedom from many of the regulations traditional public schools face	61
Increasing the length of school day and school year	48

*Asked of Half of Respondents

Support for Charter Schools

- While a majority of voters (56%) currently do not know enough about charter schools to have an opinion, those who do are more than four times more likely to favor than oppose charter schools (36% favor; 8% oppose).
- ***When people learn more about charter schools, support increases significantly. After hearing elements of charter schools, over 70% are in favor of creating charter schools in West Virginia (71% favor; 17% oppose).***

Support for Charter Schools throughout Survey		
	Initial¹	Final²
<i>Total Favor</i>	36	71
<i>Total Oppose</i>	8	17
(Don't Know/Refused)	56	12

¹ From what you know or have heard, do you favor or oppose charter schools, or aren't you sure?

² The statements I just read to you are all things some charter schools do. Currently there are no charter schools in West Virginia. The West Virginia state legislature will be considering a bill in the next session to create charter schools in the state. Based on this information, would you favor or oppose creating charter schools in West Virginia?