

Parental Threshold

Please think for a moment about the public schools in your area. For each of the following statements, please tell me whether knowing this fact would make you very, somewhat, just a little bit or not at all likely to move your child out of that school after learning this information. If you do not currently have children, please imagine a niece, nephew or child of a friend. (ROTATE)

1. The child is performing poorly academically

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. JUST A LITTLE BIT LIKELY
4. NOT LIKELY AT ALL
5. DON'T KNOW/DEPENDS (VOLUNTEERED)
6. REFUSED (VOLUNTEERED)

2. The school is not meeting the standardized test score requirements set by the government

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. JUST A LITTLE BIT LIKELY
4. NOT LIKELY AT ALL
5. DON'T KNOW/DEPENDS (VOLUNTEERED)
6. REFUSED (VOLUNTEERED)

3. There is negative media coverage of the school

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. JUST A LITTLE BIT LIKELY
4. NOT LIKELY AT ALL
5. DON'T KNOW/DEPENDS (VOLUNTEERED)
6. REFUSED (VOLUNTEERED)

4. The child feels unsafe while at school

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. JUST A LITTLE BIT LIKELY
4. NOT LIKELY AT ALL
5. DON'T KNOW/DEPENDS (VOLUNTEERED)
6. REFUSED (VOLUNTEERED)

5. You are not able to communicate regularly with the teachers

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. JUST A LITTLE BIT LIKELY
4. NOT LIKELY AT ALL
5. DON'T KNOW/DEPENDS (VOLUNTEERED)
6. REFUSED (VOLUNTEERED)

6. The school building and facilities are not well-maintained or in need of repair

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. JUST A LITTLE BIT LIKELY
4. NOT LIKELY AT ALL
5. DON'T KNOW/DEPENDS (VOLUNTEERED)
6. REFUSED (VOLUNTEERED)

7. There are not enough after-school activities

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. JUST A LITTLE BIT LIKELY
4. NOT LIKELY AT ALL
5. DON'T KNOW/DEPENDS (VOLUNTEERED)
6. REFUSED (VOLUNTEERED)

8. Other parents are moving their children to different schools

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. JUST A LITTLE BIT LIKELY
4. NOT LIKELY AT ALL
5. DON'T KNOW/DEPENDS (VOLUNTEERED)
6. REFUSED (VOLUNTEERED)

9. The child expresses an interest in changing schools

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. JUST A LITTLE BIT LIKELY
4. NOT LIKELY AT ALL
5. DON'T KNOW/DEPENDS (VOLUNTEERED)
6. REFUSED (VOLUNTEERED)

Level of Support for Key Components of Education Reform

10. When you hear the term “charter schools” what is the first thing that you think of?
How would you define or explain a “charter school?” (RECORD VERBATIM,
OPEN ENDED, ANYTHING ELSE)

11. How would you classify charter schools—as (ROTATE) public schools, private schools, religious/parochial schools, or magnet schools?

1. PRIVATE SCHOOL
2. PUBLIC SCHOOL
3. MAGNET SCHOOL
4. RELIGIOUS/PAROCHIAL SCHOOL
5. OTHER
6. DO NOT KNOW
7. REFUSED

12. Do you support or oppose allowing communities to create new public schools - called charter schools - that would be held accountable for student results and would be required to meet the same academic standards/testing requirements as other public schools but not cost taxpayers any additional money?

[PROBE: AND DO YOU STRONGLY OR SOMEWHAT SUPPORT/OPPOSE?]

1. STRONGLY SUPPORT
2. SOMEWHAT SUPPORT
3. SOMEWHAT OPPOSE
4. STRONGLY OPPOSE
5. DON'T KNOW
6. REFUSED

13. Do you (ROTATE) support or oppose considering student performance when deciding how to compensate teachers? Under this plan, a teacher whose students actually perform well would receive a higher salary and additional financial rewards.

[PROBE: AND DO YOU STRONGLY OR SOMEWHAT SUPPORT/OPPOSE?]

1. STRONGLY SUPPORT
2. SOMEWHAT SUPPORT
3. SOMEWHAT OPPOSE
4. STRONGLY OPPOSE
5. DON'T KNOW
6. REFUSED

14. Currently, children attending public schools are assigned to the school they attend by the school district based on where they live. Some have suggested, however, that parents should have the option to send their children to a number of different public

schools, with no additional cost, based on which is the best match for the child.
Which do you believe is better: assigning children to one public school based solely on where they live or allowing the parent to choose from a number of public schools?

1. A NUMBER OF DIFFERENT SCHOOLS
2. ONE SCHOOL
3. DEPENDS/UNSURE/ DON'T KNOW
4. REFUSED

Demographics

Now I have a few more questions for statistical purposes...

15. What is your age, please? (CODE RESPONSE)

US MO

13%	13%	18-24
9%	8%	25-29
10%	8%	30-34
10%	12%	35-39
11%	12%	40-44
9%	8%	45-49
9%	10%	50-54
11%	12%	55-64
12%	9%	65-74
5%	8%	75+

2% 1% REFUSED (VOLUNTEERED)

16. Are you currently registered to vote as a (ROTATE) Republican, Democrat, Independent or are you not registered at all?

US MO

28%	29%	REPUBLICAN
32%	27%	DEMOCRAT
20%	30%	INDEPENDENT/UNAFFILIATED
13%	8%	NOT REGISTERED

2% 2% OTHER (RECORD VERBATIM, VOLUNTEERED)

5% 5% DON'T KNOW (VOLUNTEERED)

17. Thinking for a moment about your social, economic, and political views, do you generally consider yourself to be conservative or liberal?

[IF CONSERVATIVE/LIBERAL, ASK] And would you consider yourself to be VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

US MO

19%	23%	VERY CONSERVATIVE
25%	25%	SOMEWHAT CONSERVATIVE
22%	25%	MODERATE
17%	10%	SOMEWHAT LIBERAL
9%	9%	VERY LIBERAL

1% 1% OTHER (VOLUNTEERED)

5% 5% DON'T KNOW (VOLUNTEERED)

2% 2% REFUSED (VOLUNTEERED)

18. Are you currently . . . (CODE "ENGAGED" AS "SINGLE") (CODE "LIVING WITH SIGNIFICANT OTHER" AS "SINGLE")

US MO

57%	67%	MARRIED
22%	19%	SINGLE
9%	6%	DIVORCED
2%	1%	SEPARATED
7%	6%	WIDOWED
2%	1%	REFUSED (VOLUNTEERED)

19. What is the last grade of formal education you completed?

US MO

6%	5%	LESS THAN HIGH SCHOOL
25%	28%	HIGH SCHOOL GRADUATE
28%	28%	SOME COLLEGE/VOCATIONAL SCHOOL
26%	24%	COLLEGE GRADUATE
14%	14%	POST GRADUATE
1%	1%	DON'T KNOW/REFUSED (VOLUNTEERED)

20. And thinking back to when you were in elementary, middle, and high school, what type of school did you attend? (READ AND ROTATE LIST, MULTIPLE RESPONSES ACCEPTED)

US MO

86%	86%	PUBLIC
8%	7%	PRIVATE
8%	8%	RELIGIOUS
1%	1%	HOME-SCHOOLED
1%	2%	OTHER (RECORD VERBATIM) (VOLUNTEERED)
*	-	DID NOT ATTEND SCHOOL (VOLUNTEERED)
*	-	DON'T KNOW (VOLUNTEERED)
1%	1%	REFUSED (VOLUNTEERED)

21. Which of the following media sources do you consider your primary source of news and information? Would it be...?

US MO

26%	31%	YOUR LOCAL EVENING TV NEWS
26%	17%	A LOCAL NEWSPAPER
13%	13%	CABLE TELEVISION NEWS CHANNELS
8%	9%	RADIO
6%	8%	INTERNET
7%	5%	NATIONAL NETWORK EVENING NEWS
3%	2%	A NATIONAL NEWSPAPER SUCH AS USA TODAY
8%	14%	ALL (VOLUNTEERED)
1%	1%	NONE (VOLUNTEERED)
*	*	DON'T KNOW (VOLUNTEERED)
1%	*	REFUSED (VOLUNTEERED)

22. Do you have any children? (IF YES: HOW MANY?)

US MO

75%	80%	<u>YES (NET)</u>
19%	14%	YES, 1 (ASK Q 35)
27%	33%	YES, 2 (ASK Q 35)
29%	33%	YES, 3 OR MORE (ASK Q 35)
25%	20%	<u>NO (ASK Q 34)</u>
1%	1%	REFUSED (VOLUNTEERED)

23. How likely are you to have children in the next five years?

US MO
N=196 N=101

39%	28%	<u>LIKELY (NET)</u>
18%	15%	VERY LIKELY
21%	13%	SOMEWHAT LIKELY
50%	66%	<u>UNLIKELY (NET)</u>
6%	13%	JUST A LITTLE BIT LIKELY
44%	53%	NOT LIKELY AT ALL
7%	4%	DON'T KNOW/DEPENDS (VOLUNTEERED)
4%	2%	REFUSED (VOLUNTEERED)

24. (ASK ONLY TO RESPONDENTS WITH CHILDREN) And what are the ages of your children? (MULTIPLE RESPONSES ACCEPTED)

US MO
 N=593 N=396

18%	14%	3 YEARS AND YOUNGER
16%	15%	4-6 YEARS OLD
15%	15%	7-9 YEARS OLD
18%	15%	10-12 YEARS OLD
17%	15%	13-15 YEARS OLD
17%	16%	16-18 YEARS OLD
25%	24%	19-24 YEARS OLD
35%	39%	25-34 YEARS OLD
30%	28%	35-44 YEARS OLD
16%	20%	45-54 YEARS OLD
3%	5%	55 YEARS AND OLDER
5%	9%	REFUSED

36. (ASK ONLY TO RESPONDENTS WITH CHILDREN) What type of school do your children currently attend or what type of school did they attend when they were younger? (READ AND ROTATE LIST, ACCEPT MULTIPLE RESPONSES)

US MO
 N=593 N=396

77%	76%	PUBLIC
11%	11%	PRIVATE
6%	11%	RELIGIOUS
2%	3%	HOME-SCHOOLED
4%	2%	OTHER (RECORD VERBATIM) (VOLUNTEERED)
6%	3%	DO NOT ATTEND SCHOOL (VOLUNTEERED)
*	*	DON'T KNOW (VOLUNTEERED)
2%	-	REFUSED (VOLUNTEERED)

37. Do you have any grandchildren? (IF YES: HOW MANY?)

US MO

32% 35% YES (NET)

5% 6% YES, 1
6% 7% YES, 2
21% 22% YES, 3 OR MORE

66% 64% NO

2% 1% REFUSED (VOLUNTEER)

38. Would you describe your racial or ethnic background as:

US MO

74% 82% WHITE/CAUCASIAN
11% 11% BLACK/AFRICAN-AMERICAN
7% 2% HISPANIC/LATINO
2% 1% ASIAN
* 1% MIDDLE EASTERN
2% 1% NATIVE AMERICAN

2% 2% OTHER (VOLUNTEERED)
2% 1% DON'T KNOW/REFUSED (VOLUNTEERED)

39. Are you...? (READ CATEGORIES)

US MO

25% 21% CATHOLIC
46% 56% PROTESTANT
2% 1% JEWISH
2% 3% AGNOSTIC/ATHEIST
* 1% MUSLIM
3% 1% MORMON

9% 9% OTHER (SPECIFY) (VOLUNTEERED)
8% 6% NONE/UNAFFILIATED (VOLUNTEERED)
4% 2% REFUSED (VOLUNTEERED)

40. How often do you attend religious services?

US MO

2%	1%	EVERY DAY
30%	39%	A FEW TIMES PER WEEK
24%	25%	A FEW TIMES PER MONTH
14%	11%	A FEW TIMES PER YEAR
25%	21%	SELDOM/NEVER
5%	3%	DON'T KNOW/REFUSED (VOLUNTEERED)

41. How would you describe the community in which you live?
(READ & ROTATE CATEGORIES)

US MO

29%	24%	URBAN
40%	36%	SUBURBAN
27%	38%	RURAL
3%	1%	DON'T KNOW (VOLUNTEERED)
1%	1%	REFUSED (VOLUNTEERED)

42. Which of the following best describes your current work status or occupation?
(READ RESPONSES AND ACCEPT ONE ONLY, UNLESS RESPONDENT SAYS "STUDENT" AND ANOTHER CATEGORY)

US MO

27%	30%	PROFESSIONAL/EXECUTIVE/OWNER
12%	13%	WHITE COLLAR/ ADMINISTRATIVE/ CLERICAL
14%	15%	BLUE COLLAR/ SERVICE/ MANUFACTURING
5%	5%	PART TIME WORK OUTSIDE OF THE HOME
8%	8%	STAY AT HOME/ DO NOT WORK
4%	3%	UNEMPLOYED
5%	4%	STUDENT
19%	20%	RETIRED
2%	3%	OTHER (RECORD VERBATIM-VOLUNTEERED)
*	-	NOT SURE (VOLUNTEERED)
2%	1%	REFUSED (VOLUNTEERED)

43. Do you, or does anyone in your household, belong to a labor union or teachers' association? [IF YES] And do they work in the PUBLIC SECTOR or the PRIVATE SECTOR?

US MO

20%	19%	<u>TOTAL UNION</u>
16%	14%	YES, PUBLIC SECTOR UNION
4%	5%	YES, PRIVATE SECTOR UNION
73%	76%	<u>NOT A MEMBER OF A LABOR UNION</u>
5%	4%	DON'T KNOW (VOLUNTEERED)
2%	1%	REFUSED (VOLUNTEERED)

44. And regarding your family's annual income...Please tell me which of the following categories best describes your family's total annual household income before taxes.

US MO

14%	13%	LESS THAN \$25,000
10%	9%	\$25,000 TO \$29,999
11%	11%	\$30,000 TO \$39,999
10%	7%	\$40,000 TO \$49,999
9%	8%	\$50,000 TO \$59,999
7%	7%	\$60,000 TO \$69,999
5%	7%	\$70,000 TO \$79,999
4%	6%	\$80,000 TO \$89,999
12%	15%	\$90,000 OR HIGHER
5%	3%	DO NOT KNOW (VOLUNTEERED)
14%	14%	REFUSED (VOLUNTEERED)

45. Do you currently hold any investments in stocks or stock mutual funds either directly or through a 401k or pension plan?

US MO

50%	58%	YES
43%	36%	NO
7%	7%	DON'T KNOW/REFUSED (VOLUNTEERED)

46. Region (National Survey Only)

6% NEW ENGLAND
15% MID-ATLANTIC
17% EAST NORTH CENTRAL
7% WEST NORTH CENTRAL
18% SOUTH ATLANTIC
6% EAST SOUTH CENTRAL
9% WEST SOUTH CENTRAL
6% MOUNTAIN
16% PACIFIC

47. GENDER

US MO

48% 48% MALE
52% 52% FEMALE