

SURVEY NAME: NEW ORLEANS COWEN INSTITUTE SURVEY
SAMPLE SIZE: 500 NEW ORLEANS SCHOOL PARENTS
FIELD DATES: OCTOBER 17-20, 2011
JOB NUMBER: 11151

TOPLINES

Hello, my name is _____ with Market Research Insight, a nationally recognized research firm. We do not sell anything. We just conduct various opinion surveys. Tonight, we are surveying New Orleans public school parents about important issues facing public education.

Just to be sure, do you currently live in the City of New Orleans (IF NO, POLITELY TERMINATE)

Do you or does anyone in this household work for:

- The news media? (IF YES, POLITELY TERMINATE)
- An advertising or public relations firm? (IF YES, POLITELY TERMINATE)
- A marketing research firm? (IF YES, POLITELY TERMINATE)

(Council District Automatically Coded by Precinct)

COUNCIL DISTRICT	
District A	20%
District B	21%
District C	22%
District D	18%
District E	18%

1. Are you the parent or guardian of a child currently in a traditional public school or public charter school in New Orleans? (IF NO, POLITELY TERMINATE)

1. ARE YOU THE PARENT OR GUARDIAN OF A CHILD IN A TRADITIONAL PUBLIC SCHOOL OR PUBLIC CHARTER SCHOOL IN NEW ORLEANS?	
Yes	100%
No	---

If you have more than one child in a New Orleans public school, please think about your child that most recently celebrated a birthday.

2. What school does this child attend? (PROBE)

2. SCHOOL NAME	
0	100%

3. What grade is this child in?

3. GRADE	
Pre-Kindergarten	3%
Kindergarten	7%
1st Grade	7%
2nd Grade	12%
3rd Grade	11%
4th Grade	6%
5th Grade	8%
6th Grade	7%
7th Grade	7%
8th Grade	5%
9th Grade	5%
10th Grade	8%
11th Grade	5%
12th Grade	3%
Uncertain/Won't Say	6%

4. Does this child have an identified special education need, an IEP, or a 504?

4. CHILD WITH SPECIAL EDUCATION NEED	
Yes	15%
No	85%

5. How does this child travel to school in the morning on most days?

5. METHOD OF TRANSPORTATION	
Riding A School-Provided Bus	47%
Driven To School	36%
Walking Or Bike Riding	13%
Taking Public Transportation	1%
Uncertain/Won't Say	2%

6. About how close in proximity to your home would you estimate the school to be?

6. SCHOOL DISTANCE FROM HOME	
Within A Mile	27%
Between 1 And 5 Miles	54%
Between 5 And 10 Miles	11%
More Than 10 Miles Away	5%
Uncertain	2%

7. How did you first hear about the school that you eventually enrolled your child in for this school year? (RECORD RESPONSE BUT DO NOT READ LIST) (PROBE AS NECESSARY)

7. FIRST HEARD ABOUT SCHOOL	
Relatives Or Neighbors Who Have Children At The School	30%
Word Of Mouth	21%
My Other Children Attend Or Attended The School	20%
The School District	12%
The School Expo Or Another School Fair	5%
The Parents Guide	2%
A Billboard, Magazine, Television, Or Internet Ad	2%
A Neutral Ground Sign, Flyers Or Brochures	2%
The Newspaper	1%
Visit From The School Staff Or Supporters	1%
Staff At Another School	1%
Other	3%
Uncertain/Don't Know	1%

How important were the following in your decision to enroll your child in this school. Please tell me if each one was extremely important, very important, somewhat important, or an unimportant factor in the decision to enroll my child there. (RANDOM ORDER QUESTIONS IN SERIES)

8. The school's academic performance

8. IMPORTANCE OF SCHOOL'S ACADEMIC PERFORMANCE	
Unimportant	1%
Somewhat Important	3%
Very Important	27%
Extremely Important	68%
Uncertain	2%

9. The school is close to your home

9. IMPORTANCE OF SCHOOL DISTANCE TO HOME	
Unimportant	13%
Somewhat Important	21%
Very Important	43%
Extremely Important	21%
Uncertain	2%

10. The school is close to your work

10. IMPORTANCE OF SCHOOL DISTANCE TO WORK	
Unimportant	30%
Somewhat Important	31%
Very Important	27%
Extremely Important	8%
Uncertain	5%

11. Safety or discipline policies at the school

11. IMPORTANCE OF SCHOOL SAFETY AND DISCIPLINE POLICIES	
Unimportant	1%
Somewhat Important	5%
Very Important	34%
Extremely Important	58%
Uncertain	1%

12. A special academic program is offered (i.e., science and technology)

12. IMPORTANCE OF SPECIAL ACADEMIC PROGRAMS	
Unimportant	5%
Somewhat Important	21%
Very Important	44%
Extremely Important	27%
Uncertain	3%

13. Sports and extracurricular activities are available

13. IMPORTANCE OF SPORTS AND EXTRACURRICULAR ACTIVITIES	
Unimportant	7%
Somewhat Important	20%
Very Important	51%
Extremely Important	19%
Uncertain	3%

14. After care or extended day is available

14. IMPORTANCE OF CHILD CARE	
Unimportant	36%
Somewhat Important	21%
Very Important	18%
Extremely Important	21%
Uncertain	4%

15. Family or friends recommended the school

15. IMPORTANCE OF SCHOOL RECOMMENDATIONS	
Unimportant	10%
Somewhat Important	21%
Very Important	34%
Extremely Important	32%
Uncertain	4%

16. My other child(ren) attends or used to attend the school

16. IMPORTANCE OF OTHER CHILDREN ATTENDING SAME SCHOOL	
Unimportant	30%
Somewhat Important	6%
Very Important	17%
Extremely Important	35%
Uncertain	11%

17. The teachers, principal and school staff

17. IMPORTANCE OF SCHOOL FACULTY AND STAFF	
Unimportant	1%
Somewhat Important	3%
Very Important	37%
Extremely Important	57%
Uncertain	2%

18. Transportation to school is available

18. IMPORTANCE OF SCHOOL TRANSPORTATION	
Unimportant	21%
Somewhat Important	12%
Very Important	26%
Extremely Important	38%
Uncertain	3%

Did you use any of the following sources to get information about the school you chose?
(READ AND MARK ALL THAT ARE "YES")

19. The School's Website

19. RECEIVED INFORMATION FROM SCHOOL WEBSITE	
Yes	69%
No	29%
Can't Remember	2%

20. The District's Website

20. RECEIVED INFORMATION FROM DISTRICT WEBSITE	
Yes	45%
No	53%
Can't Remember	2%

21. Friends Or Relatives

21. RECEIVED INFORMATION FROM FRIENDS OR RELATIVES	
Yes	79%
No	19%
Can't Remember	1%

22. Media (TV Or Radio)

22. RECEIVED INFORMATION FROM MEDIA	
Yes	24%
No	75%
Can't Remember	1%

23. Visit To The School

23. RECEIVED INFORMATION FROM VISIT TO THE SCHOOL	
Yes	94%
No	5%
Can't Remember	1%

24. Talking With The Principal Or Teachers

24. RECEIVED INFORMATION FROM THE PRINCIPAL OR TEACHERS	
Yes	86%
No	12%
Can't Remember	2%

25. The New Orleans Parents Guide

25. RECEIVED INFORMATION FROM THE NEW ORLEANS PARENTS' GUIDE	
Yes	51%
No	46%
Can't Remember	3%

26. School Flyer Or Mailer

26. RECEIVED INFORMATION FROM A SCHOOL FLYER	
Yes	42%
No	56%
Can't Remember	2%

27. The Urban League Schools Expo

27. RECEIVED INFORMATION FROM THE URBAN LEAGUE SCHOOLS EXPO	
Yes	34%
No	63%
Can't Remember	3%

I am going to read a list of the requirements that some schools have for enrollment. Please indicate whether or not your child's school required the following in order to enroll.

28. An application

28. SCHOOL REQUIRED AN APPLICATION	
Required	88%
Not Required	10%
Don t Know	1%

29. A behavior or discipline contract

29. SCHOOL REQUIRED A BEHAVIOR OR DISCIPLINE CONTRACT	
Required	31%
Not Required	64%
Don t Know	5%

30. Parental participation

30. SCHOOL REQUIRED PARENTAL PARTICIPATION	
Required	70%
Not Required	27%
Don t Know	3%

31. Academic requirements, like certain test scores, past report cards, or a writing sample

31. SCHOOL HAD ACADEMIC REQUIREMENTS	
Required	49%
Not Required	48%
Don t Know	3%

32. How many traditional public or public charter schools did you apply to for enrollment?

32. NUMBER OF SCHOOLS APPLIED FOR	
Only One	68%
Two To Four	25%
Five To Eight	2%
Uncertain	5%

33. Of the schools where you applied, how many accepted your child for enrollment?

33. NUMBER OF SCHOOLS ACCEPTING CHILD	
Only One	76%
Two To Four	19%
Five To Eight	1%
Eight Or More	0%
Uncertain	4%

34. How did you submit the necessary information to enroll your child in school? (DO NOT READ LIST BUT MARK RESPONSE; CLARIFY IF NECESSARY WITH RESPONDENT)

34. MEANS OF SUBMITTING NECESSARY INFO TO SCHOOL	
In Person At The School Site	85%
In Person At The District Central Office	7%
Online Using A Computer	1%
Over The Telephone With The School	1%
During A Home Visit With A School Official	1%
Other	1%
Uncertain	3%

35. What are your plans for enrolling your child for next school year? (IF YES, SAY...) Please tell me which of the following best describes why you plan to enroll you child in another school next year. (READ LIST 2 – 5 AND MARK ONE ANSWER)

35. REASON FOR ENROLLING IN A DIFFERENT SCHOOL NEXT YEAR	
No Plans to Enroll in Another School.	87%
His Or Her School Does Not Offer The Necessary Grade Level.	3%
His Or Her School Is Closing.	1%
I Am Unhappy With The School He Or She Attends.	1%
My Child Will Change Schools For Another Reason (SPECIFY)	1%
Uncertain/Won't Say	5%

Thinking about your child, do you agree or disagree with the following statements about traditional and public charter schools? (CONTINUE WITH...) Do you strongly (AGREE/DISAGREE) or somewhat (AGREE/DISAGREE)? (RANDOM ORDER)

36. Information about different public school options for my child was readily available to me.

36. INFORMATION ABOUT DIFFERENT PUBLIC SCHOOLS OPTIONS FOR MY CHILD IS READILY AVAILABLE TO ME	
Strongly Disagree	3%
Somewhat Disagree	6%
Uncertain	5%
Somewhat Agree	27%
Strongly Agree	59%
Total Disagree	9%
Total Agree	86%

37. It was easy to register my child for school

37. IT WAS EASY TO REGISTER MY CHILD FOR SCHOOL	
Strongly Disagree	2%
Somewhat Disagree	7%
Uncertain	3%
Somewhat Agree	27%
Strongly Agree	62%
Total Disagree	9%
Total Agree	89%

38. My child is enrolled in the school that was my first or second choice.

38. MY CHILD IS ENROLLED IN THE SCHOOL THAT WAS MY FIRST OR SECOND CHOICE	
Strongly Disagree	1%
Somewhat Disagree	1%
Uncertain	3%
Somewhat Agree	11%
Strongly Agree	84%
Total Disagree	2%
Total Agree	95%

39. I am satisfied with the decision to send my child to the school he or she attends.

39. SATISFIED WITH THE DECISION TO SEND MY CHILD TO THEIR CURRENT SCHOOL	
Strongly Disagree	%
Somewhat Disagree	%
Uncertain	%
Somewhat Agree	%
Strongly Agree	%
Total Disagree	%
Total Agree	%

40. It is important that I be able to choose what school my child attends.

40. IT IS IMPORTANT THAT I BE ABLE TO CHOOSE WHAT SCHOOL MY CHILD ATTENDS	
Strongly Disagree	0%
Somewhat Disagree	0%
Uncertain	2%
Somewhat Agree	7%
Strongly Agree	90%
Total Disagree	0%
Total Agree	97%

41. It is important that my child be able to go to our neighborhood school.

41. IT IS IMPORTANT THAT MY CHILD BE ABLE TO GO TO OUR NEIGHBORHOOD SCHOOL	
Strongly Disagree	6%
Somewhat Disagree	9%
Uncertain	3%
Somewhat Agree	27%
Strongly Agree	55%
Total Disagree	15%
Total Agree	82%

42. Overall, would you say that public schools in New Orleans are (ROTATE FIRST TWO OPTIONS) getting better, getting worse, or staying the same?

42. OVERALL DIRECTION OF NEW ORLEANS PUBLIC SCHOOLS	
Getting Better	74%
Getting Worse	6%
Staying The Same/Uncertain	21%

43. Would you say that public schools in New Orleans were (ROTATE FIRST TWO OPTIONS) better before Katrina, are better after Katrina, or about the same before and after?

43. PUBLIC SCHOOLS IN NEW ORLEANS	
Were Better Before Katrina	12%
Are Better After Katrina	66%
Are About The Same Before And After/Uncertain	21%

Thank you, that completes the opinion section of the survey. Now, a few questions for demographic purposes and we'll be finished.

44. What is your age? (RECORD ACTUAL AGE)

44. AGE	
18-24 Years	8%
25-34 Years	34%
35-44 Years	29%
45-54 Years	13%
55-64 Years	7%
65-74 Years	2%
75-84 Years	0%
85 Years & Older	---
Refused	5%

45. What is the highest level of education you have obtained to date?

45. EDUCATION	
Less Than High School	2%
High School Graduate	32%
Some College	28%
Associate's Degree	8%
Bachelor's Degree	14%
Graduate Or Professional Degree	9%

46. Which of the following categories includes your annual household income? Just stop me when I read the correct category.

46. ANNUAL HOUSEHOLD INCOME	
Under \$15,000	23%
\$15,000 to \$24,999	24%
\$25,000 to \$34,999	15%
\$35,000 to \$49,999	12%
\$50,000 to \$74,999	12%
\$75,000 to \$99,999	7%
\$100,000 And Over	6%

47. And, your gender is male or female? (CONTINUE WITH...) Are you employed outside of the home?

47. GENDER AND EMPLOYMENT STATUS	
Employed Male	24%
Not Employed Male	3%
Employed Female	59%
Not Employed Female	14%

48. In addition to being American, what do you consider to be your main ethnic background?
(RECORD RESPONSE BUT DO NOT READ CATEGORIES)

48. ETHNIC BACKGROUND	
African-American	70%
Caucasian	28%
Hispanic	1%
Asian	0%
Other	1%

This concludes our survey. Thank you for your time.