



# OHIO OMNIBUS SURVEY™

## FALL, 2013 RESULTS



**The Ohio Omnibus Survey™ is a quarterly statewide telephone survey conducted of randomly-selected Ohio voters to assess their opinions and preferences about matters of policy, governance and other topics. The interviews are performed by specially-trained opinion research interviewers. Although participants commissioning questions have included trade associations, business and commerce groups, public affairs agencies, government relations agencies, labor unions and political consulting firms, it is open to any organization, association, or committee that wishes to participate, provided that there is no potential conflict of interest with any other questions being asked at the time. In addition to proprietary information for participating organizations, topical questions are often included as a public service to be shared to with citizens, interested parties and the general public.**

## **804 General Election Voters of the State of Ohio**

**Telephone Interviews Performed by Specially-trained Opinion Research Interviewers Using a Combination of Valid Residential and Cellular Telephone Listings**

**+/- 3.45% Overall Estimated Margin of Error, with a Confidence Interval of 6.9% Within Which the Results Could Vary**

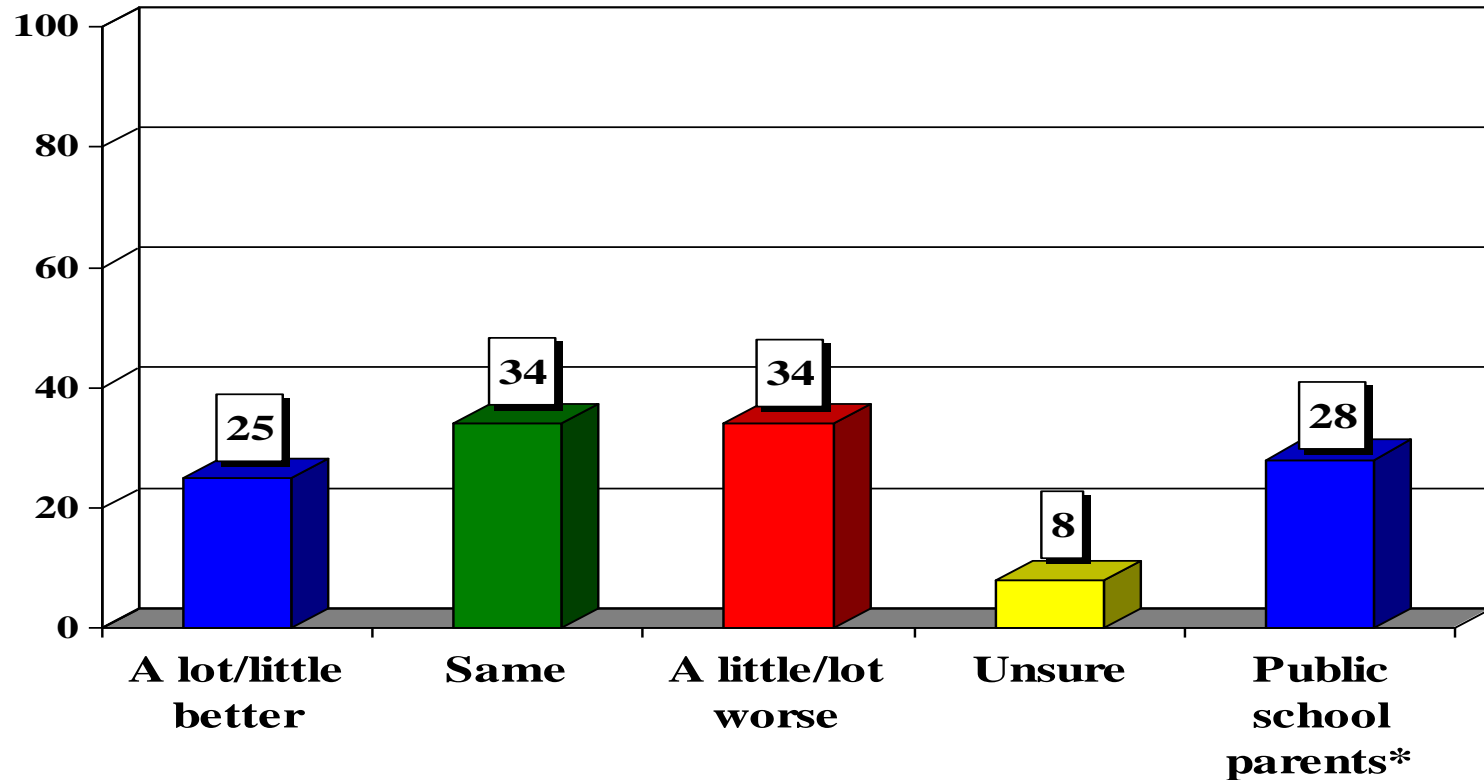
**September 4 – September 6, 2013**

**Data was Stratified so that the Differences in Vital Characteristics, such as Age, Race, Gender and Geography are Represented in Proportion to Their Percentages of the Electorate**

**Due to rounding, not all results add to 100%**

*Methods*

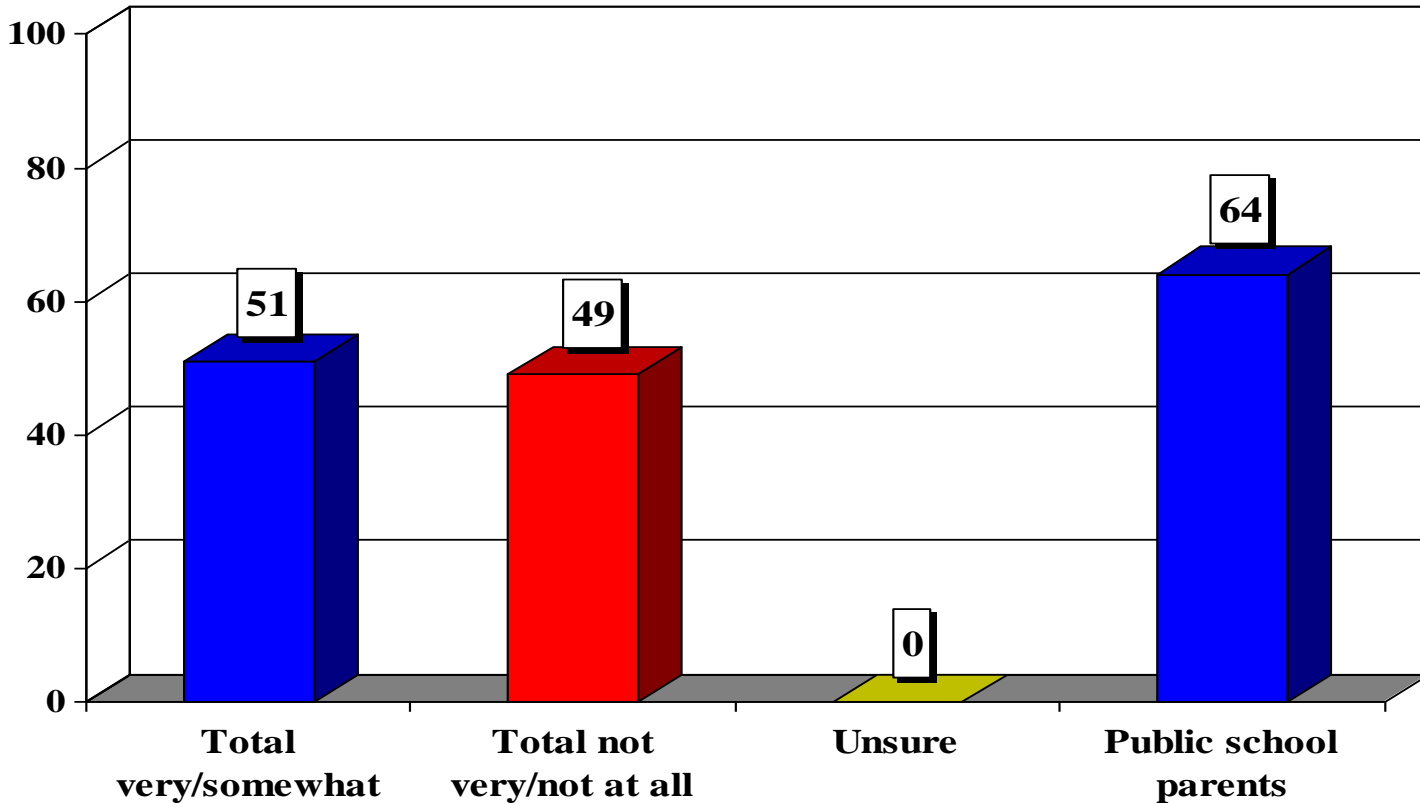
**There is no clear consensus about the future prospects for the quality of public education in Ohio, and, somewhat disconcertingly, even parents appear to be quite dubious. This indicates that there will likely be great receptivity to new initiatives**



*Looking ahead, in the next five years, do you think that elementary and secondary education in Ohio will be a lot better, a little better, about the same, a little worse, or a lot worse?*

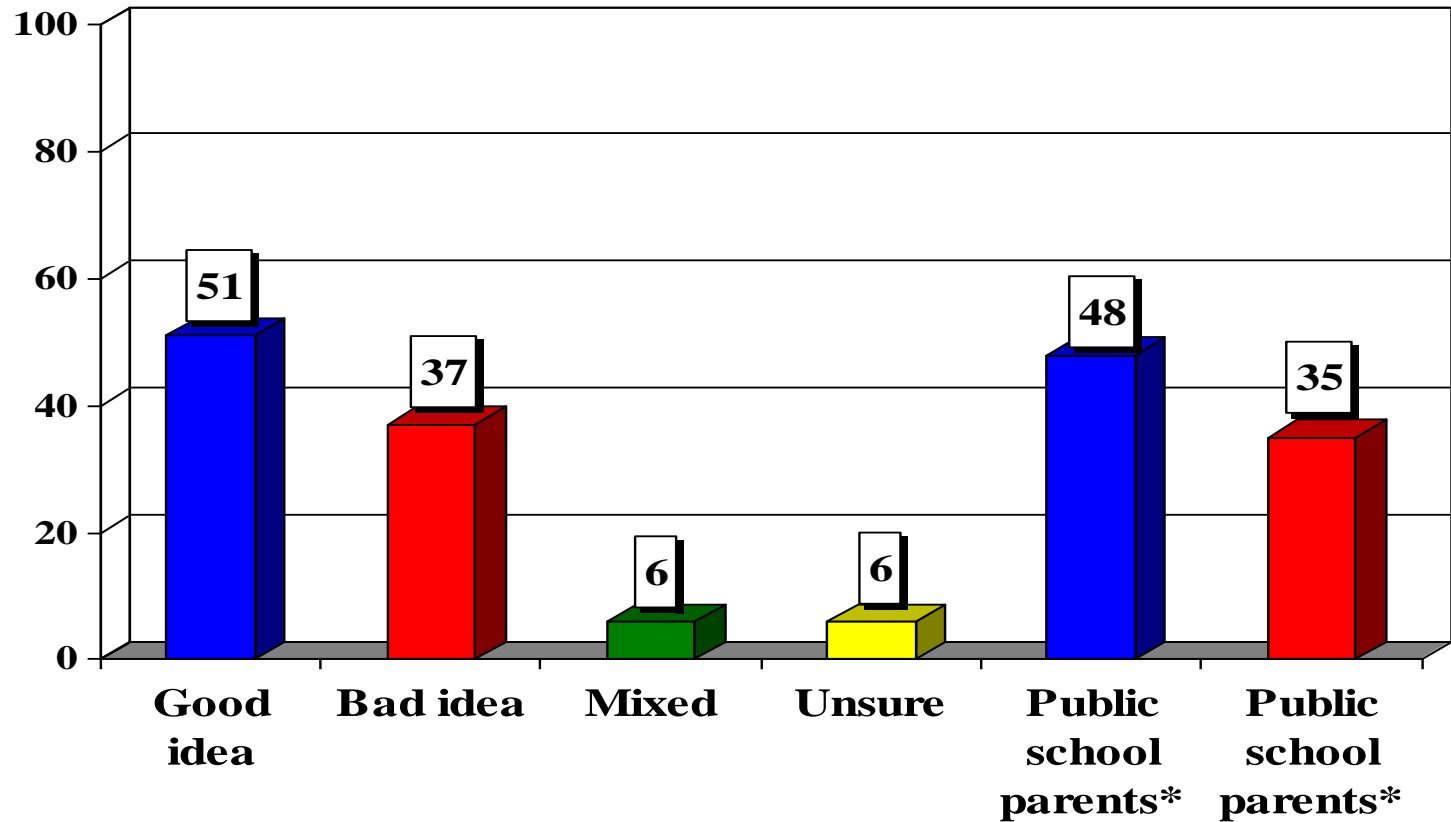
*\* Differences were not statistically significant*

The common core concept is still an emerging one that is obscure to a sizeable portion of Ohioans, although parents appear to be substantially more aware of it



*Many states, including Ohio, are adopting standards and tests to ensure students obtain a "common core" of learning and be able to meet higher standards? How familiar are you with this concept, known as common core standards?*

It appears that those aware of the common core concept are somewhat wary of it, including parents who are the most familiar and, presumably, informed about it, which suggests that its implementation may encounter some resistance



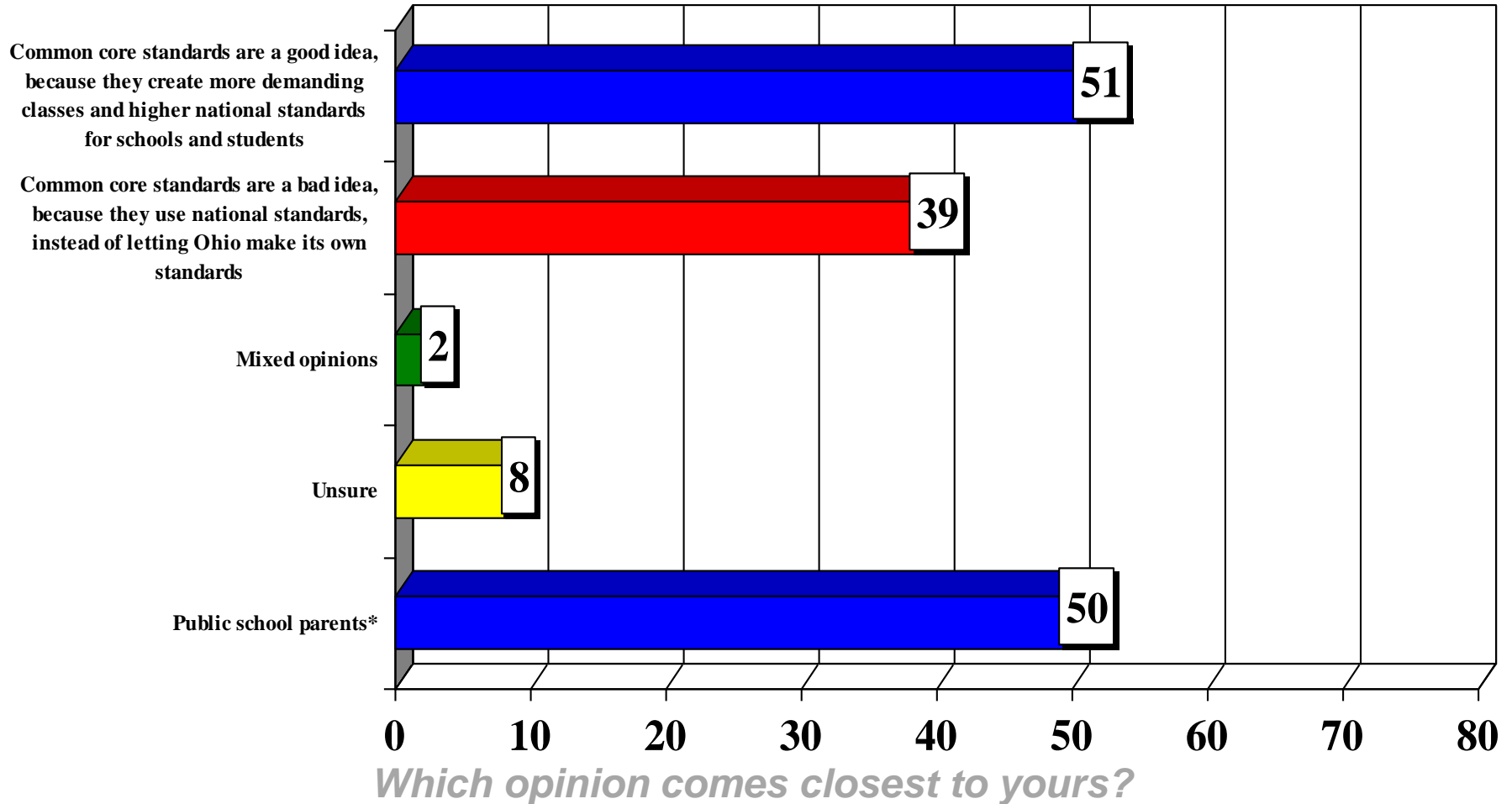
*Based on what you know about common core standards, generally speaking, do you think they are a good idea or bad idea?*

**Asked Only to Very or Somewhat Familiar**

*\* Differences were not statistically significant*

**n=409**

**Philosophical perspectives on the common core concept appear to do very little to sharpen the differences in views of the concept, suggesting that there may be other considerations affecting views of it, such as, possibly, a dearth of confidence in Ohio's ability to formulate adequate standards**

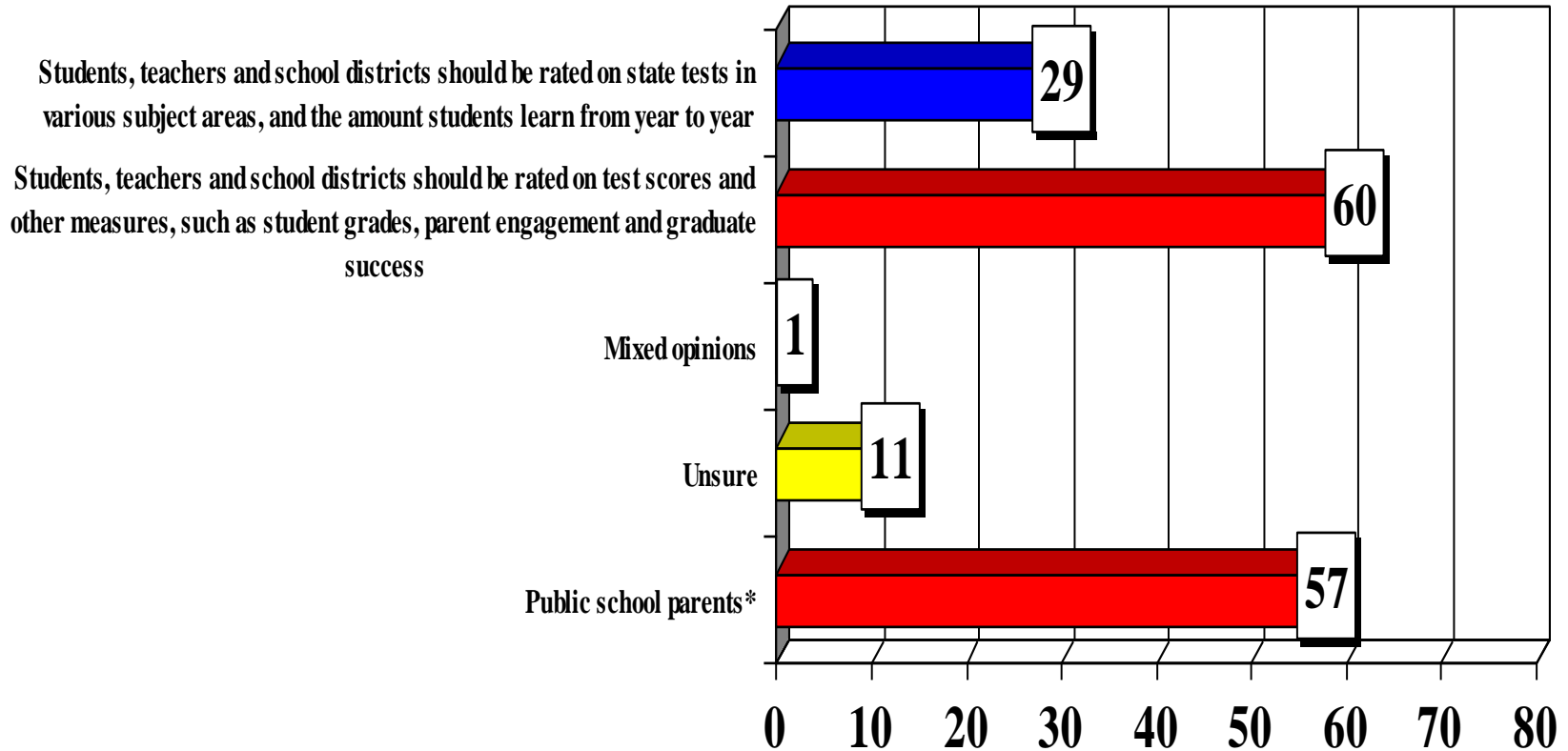


**Asked Only to Very or Somewhat Familiar**

*\* Differences were not statistically significant*

**n=409**

# Among those new to the concept, there is a decidedly-strong predilection for defining success on tangible indications of achievement, rather than aggregate and abstract test scores



*Which opinion comes closest to yours?*

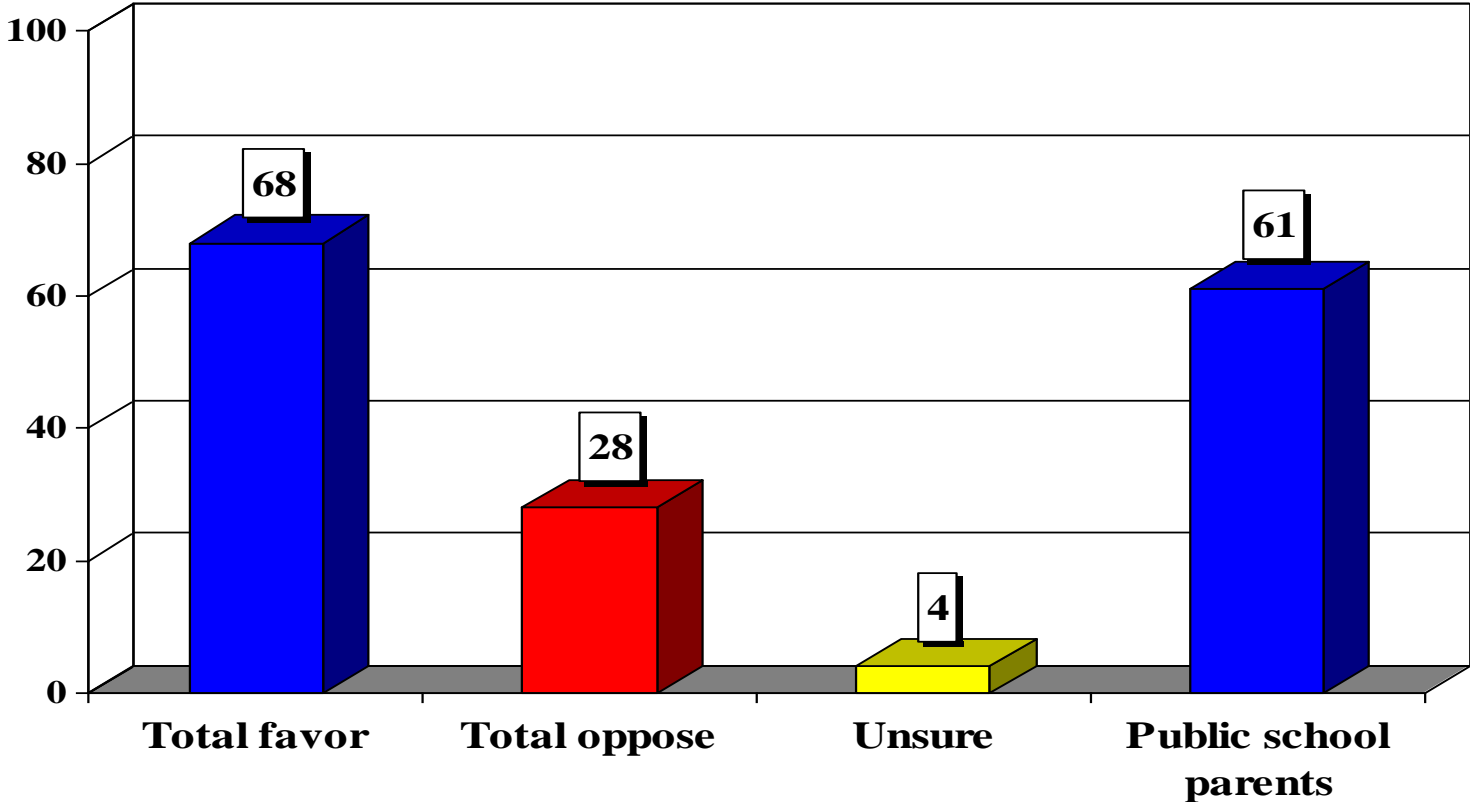
**Asked Only to Not Very or At All Familiar**

*\* Differences were not statistically significant*

**n=395**



**There seems to be robust support for the idea having students repeat a grade, in order to ensure they are adequately-prepared for higher grades, and, surprisingly, little consternation, as evinced by the very low proportion of unsure responses**



*Because third grade reading skills is one of the key indicators to predict future success in school, Ohio will soon hold back students in third grade if they cannot pass the state reading test, so they are required to repeat the year and receive more intensive reading skills training. Do you favor or oppose this policy?*

**Although it may be a difficult measure to objectively ascertain, perceptions about proficient teaching tower over other qualities as most indicative of the quality of education being provided by a school district; it should be touted to build or maintain the confidence of the public**

**FIRST CHOICE:**

- 33%**     **Having high quality teachers**
- 27%     Getting parents involved
- 15%     Offering a comprehensive curriculum
- 7%      Emphasizing technology skills
- 2%      Providing sports and extra-curricular activities
- 13%     All/combination
- 1%      Other
- 3%      Unsure

**SECOND CHOICE: (n=781)**

- 29%**     **Having high quality teachers**
- 25%     Offering a comprehensive curriculum
- 20%     Getting parents involved
- 12%     Emphasizing technology skills
- 4%      Providing sports and extra-curricular activities
- 7%      All/combination
- 1%      Other
- 2%      Unsure

*Which of the following characteristics do you think is the best indication that a school district is providing students with a high quality education?*

**Forced Choice Batteries Among All Respondents**

**Like their non-parent counterparts, parents place a high premium on teachers that ranks about other aspects, but also appear to place great emphasis on facilitating parental involvement and the importance of curriculum**

**FIRST CHOICE:**

- 34%**     **Having high quality teachers**
- 28%     Getting parents involved
- 16%     Offering a comprehensive curriculum
- 7%      Emphasizing technology skills
- 1%      Providing sports and extra-curricular activities
- 10%     All/combination
- 1%      Other
- 3%      Unsure

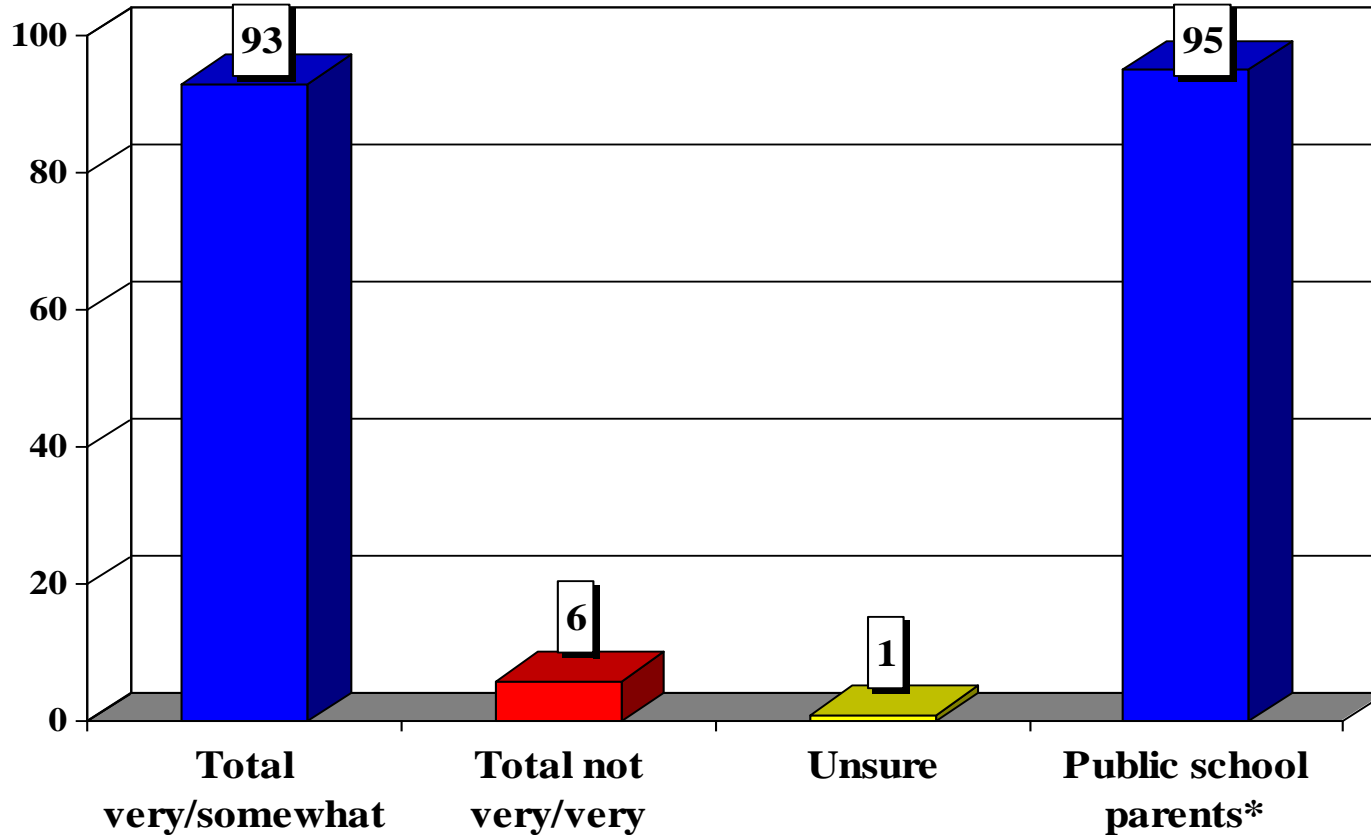
**SECOND CHOICE: (n=172)**

- 30%**     **Offering a comprehensive curriculum**
- 27%     Having high quality teachers
- 18%     Getting parents involved
- 9%      Emphasizing technology skills
- 6%      Providing sports and extra-curricular activities
- 8%      All/combination
- 1%      Other
- 2%      Unsure

*Which of the following characteristics do you think is the best indication that a school district is providing students with a high quality education?*

***Forced Choice Batteries Among Public School Parents***

Although it may pale in comparison if juxtaposed with other aspects, when rated individually extra-curricular activities garnered great importance as an essential element of the educational product, suggesting that parents and the public may feel such offerings are vital to a complete education experience



*In your opinion, how important is it for public school districts to offer programs such as student athletic teams, science fairs and academic competition and activities, in order to produce well-rounded students?*

*\* Differences were not statistically significant*



**QUESTIONS?**