

MEMO

TO: Interested Parties

FROM: Scott McBride, President, HCM Marketing Research

RE: Wake County teacher survey

DATE: 10/4/10

Wake County teachers have serious concerns about the Wake County School Board and overwhelmingly disagree with the Board's decision to end the school system's diversity policy, according to a recent telephone survey conducted by HCM Marketing Research on behalf of the National Education Association.

By an 81 to 19 percent margin, the Wake County teachers surveyed said they disagreed with the Board's decision to end the system's longstanding diversity policy and listed it as the top problem facing the system.

In addition, 72 percent of teachers surveyed say the school system is headed in the "wrong direction" and 91 percent have a "negative or very negative" view of the School Board. By contrast, 93 percent of teachers surveyed have a "positive or very positive" view of the school where they teach.

The random telephone survey of 501 NEA teacher members in Wake County was conducted from September 4 to September 12, 2010.

The survey also revealed that a vast majority of teachers believe the diversity policy has had a positive impact on students' academic achievement. Teachers also say diverse schools, rather than neighborhood schools, are the better choice for both students' academic success and 95 percent agree that high poverty schools deserve more resources.

Survey results are included.

HCM Marketing Research, based in Baltimore, has provided full service, custom marketing and opinion research since 1949. Since its founding, the firm has conducted

over 8,000 projects for many Fortune 500 companies as well as educational, government and non-profit organizations.

Appendix Data Tables

Do you think that public schools in Wake County are currently going in the right direction, or do you feel things are pretty seriously off on the wrong track?

N	%	
124	28%	Right direction
313	72%	Wrong track
437	100%	Total

I am going to read some groups or persons. I'd like you to rate your general impression of each one as very positive, positive, negative, or very negative. If you are not familiar with a particular group or person, just say so and we'll go on.

a. Wake County School Board

N	%	
8	2%	Very positive
78	17%	Positive
251	55%	Negative
117	26%	Very negative
454	100%	Total

b. Wake County Public School System

N	%	
51	11%	Very positive
350	72%	Positive
78	16%	Negative
4	1%	Very negative
483	100%	Total

c. Your school

N	%	
183	37%	Very positive
277	55%	Positive
35	7%	Negative
3	1%	Very negative
498	100%	Total

What do you think is the biggest problem now facing public schools in Wake County?

	Tota
New policy on assianina students and issues with School	47%
Funding cuts / budgets / budget deficits / lack of funding	19%
Class size / overcrowding	12%

To what extent do you agree or disagree with the school board's decision to end the diversity policy based on socioeconomic status? Do you ...

N	%	
20	4%	Strongly agree
68	15%	Agree
132	29%	Disagree, or
241	52%	Strongly disagree
461	100%	Total

To what extent do you agree or disagree that the diversity policy based on socioeconomic status has had a positive impact on students' academic achievement in Wake County? Do you ...

N	%	
137	30%	Strongly agree
239	51%	Agree
62	13%	Disagree, or
26	6%	Strongly disagree
464	100%	Total

Overall, which of these two types of schools do you believe should be the better choice for students' academic success in Wake County -- diverse schools or neighborhood schools that will be less diverse?

N	%	
376	79%	Diverse schools
64	14%	Neighborhood schools that will be less diverse
34	7%	Neutral/Other answer
474	100%	Total

Overall, which schools do you believe should be the better choice for students' social achievement in Wake County -- diverse schools or neighborhood schools that are less diverse?

N	%	
385	82%	Diverse schools
67	14%	Neighborhood schools that will be less diverse
19	4%	Neutral/Other answer
471	100%	Total

A high-poverty school deserves extra financial resources.

<i>N</i>	<i>%</i>	<i>Response</i>
218	44%	Strongly agree
249	51%	Agree
18	4%	Disagree, or
3	1%	Strongly
488	100%	Total