

**Chalkboard Public Opinion Poll
Highlights, April 2004**

Conducted by: Davis, Hibbitts & Midghall, Inc.



Public Opinion Research

- Most comprehensive poll ever conducted on this topic in Oregon
- Talked to 1,800 Oregonians about their attitudes, values, and beliefs regarding K-12 education
- Margin-of-error +/- 2.3%
- 6 geographic regions

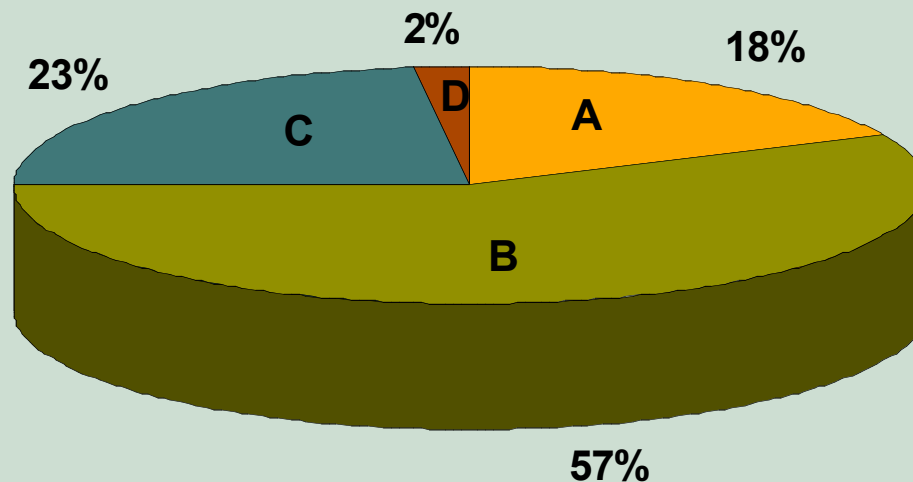


What Oregonians Want

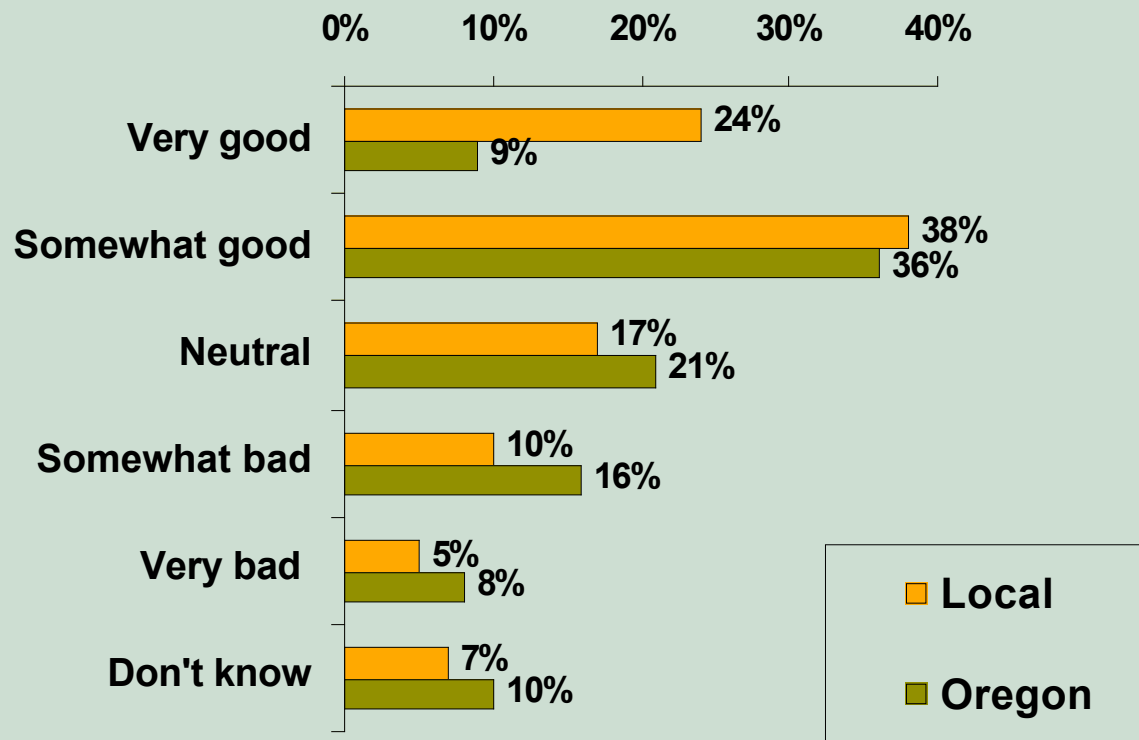
Strong belief that Oregon's K-12 public schools should be among the very best or the very best in the nation.



- A. In Oregon, we should be satisfied with an improved K-12 public education system which will be better than what we have now but does not try to compete with the very best in other states.
- B. Oregon's K-12 public education system should be among the very best in the country.**
- C. Oregon's K-12 public education system should be the VERY best in the country.**
- D. Don't know

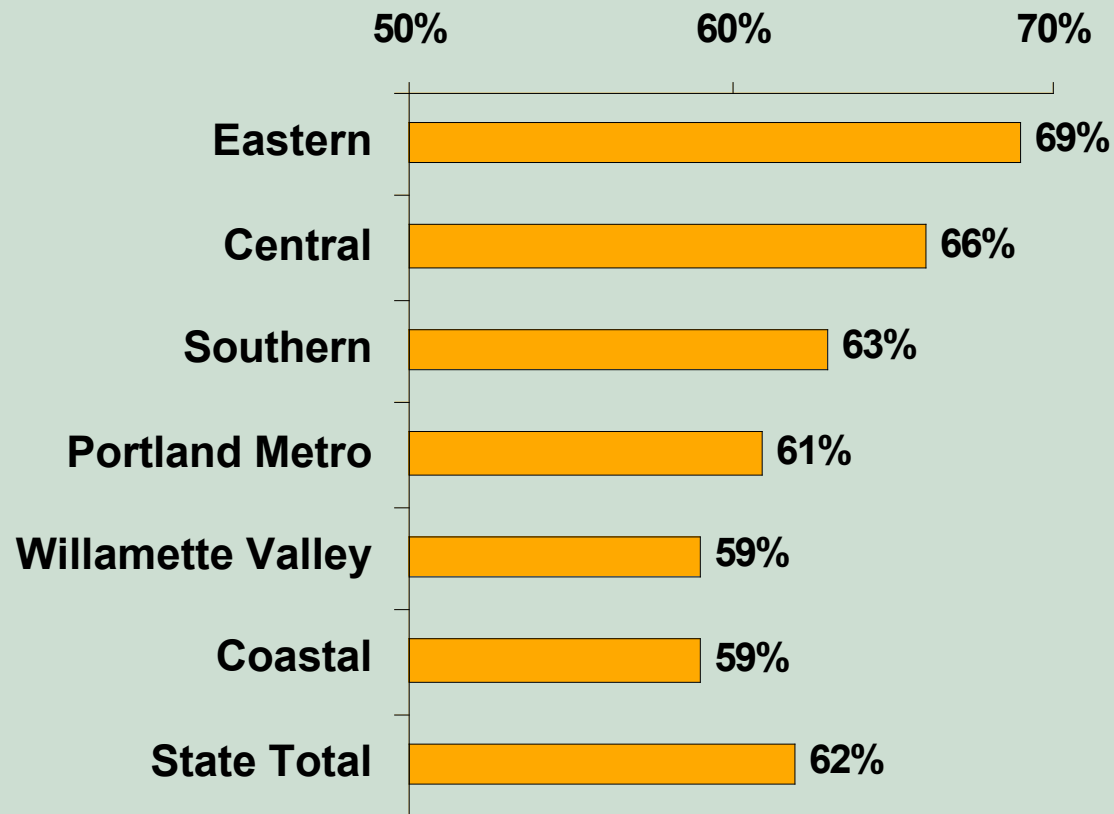


Fewer than half rate Oregon public schools as very or somewhat good.

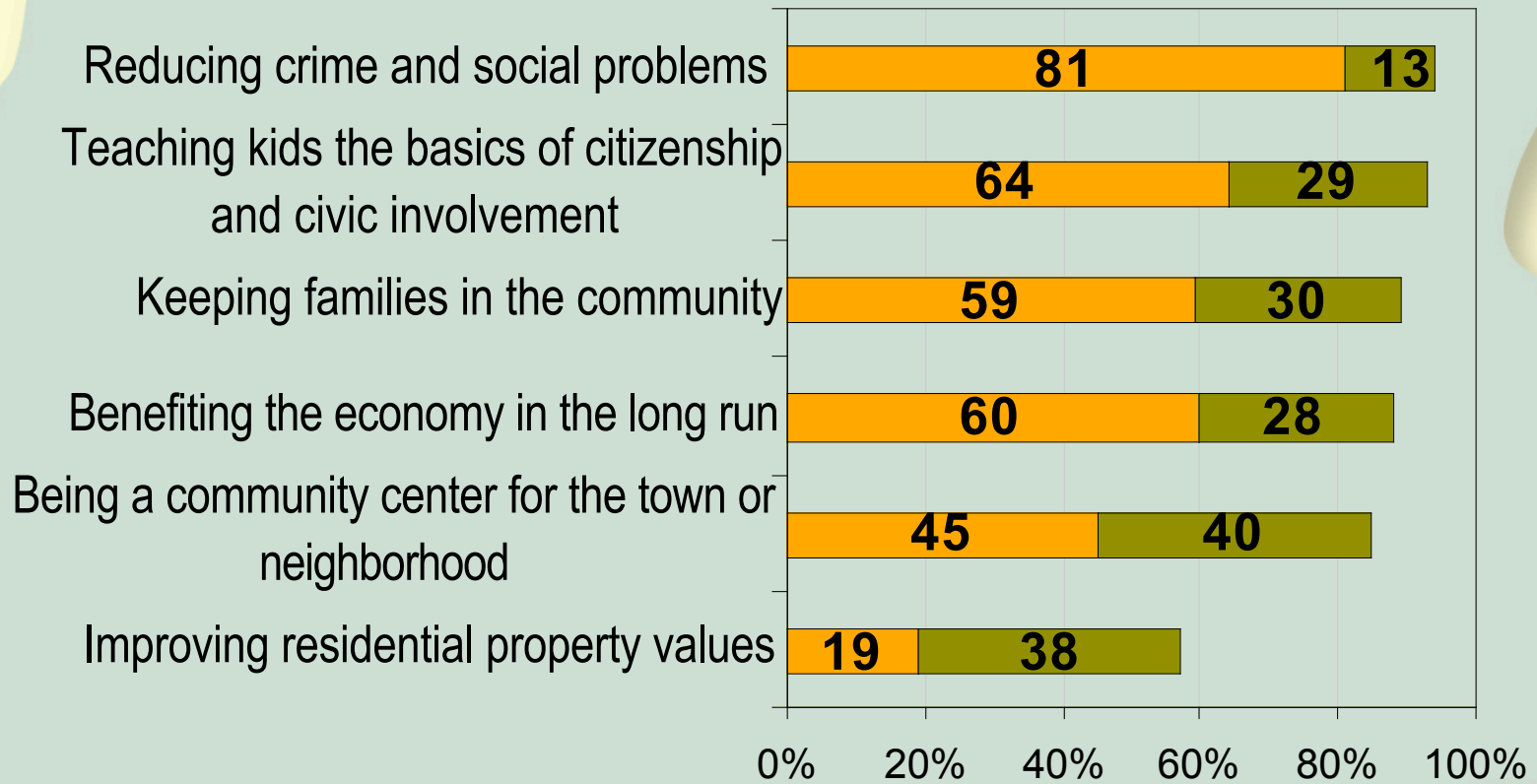


Regional Differences in Perceptions

Very good & somewhat good performance rating for local school districts



Why do we need strong schools?



Very Important Somewhat Important



Values for Public Education

What is most important for Oregon schools?
Oregonians gave practical answers.

Graduate students ready for college ... 42%

Graduate students ready for work ... 33%



Valued Skills and Subjects

Ability to do addition, subtraction, multiplication, division ...

69% Required for graduation

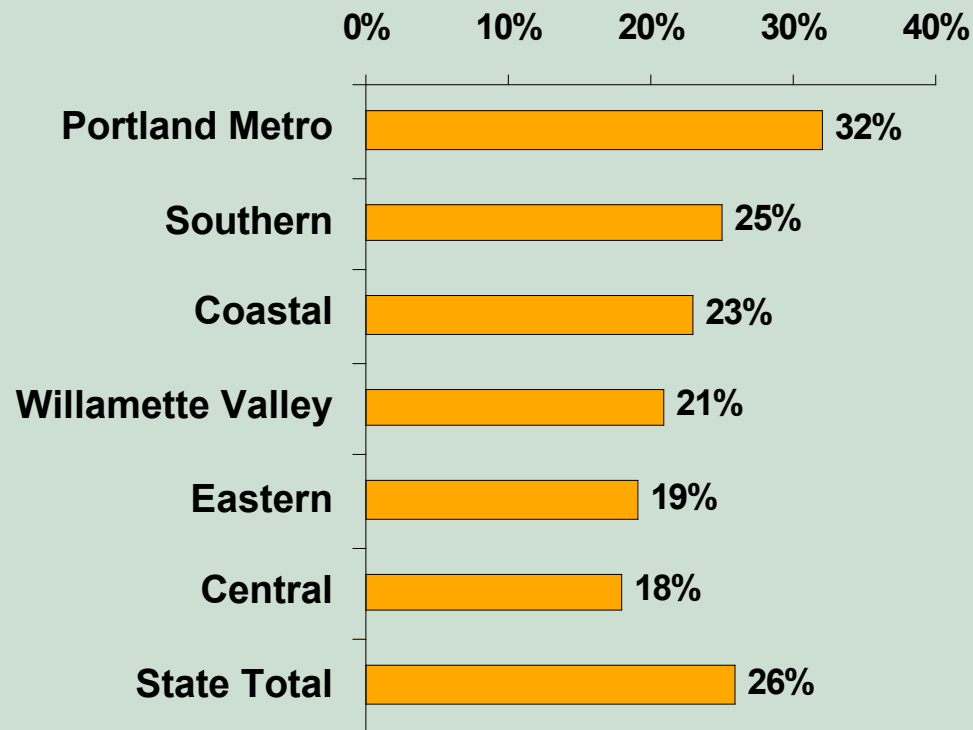
Strong reading, writing, speaking skills ...

63% Required for graduation



Regional Differences for Priorities

Closing achievement gap an urgent priority*



*Closing the achievement gap between white or affluent students and minority or poor students.



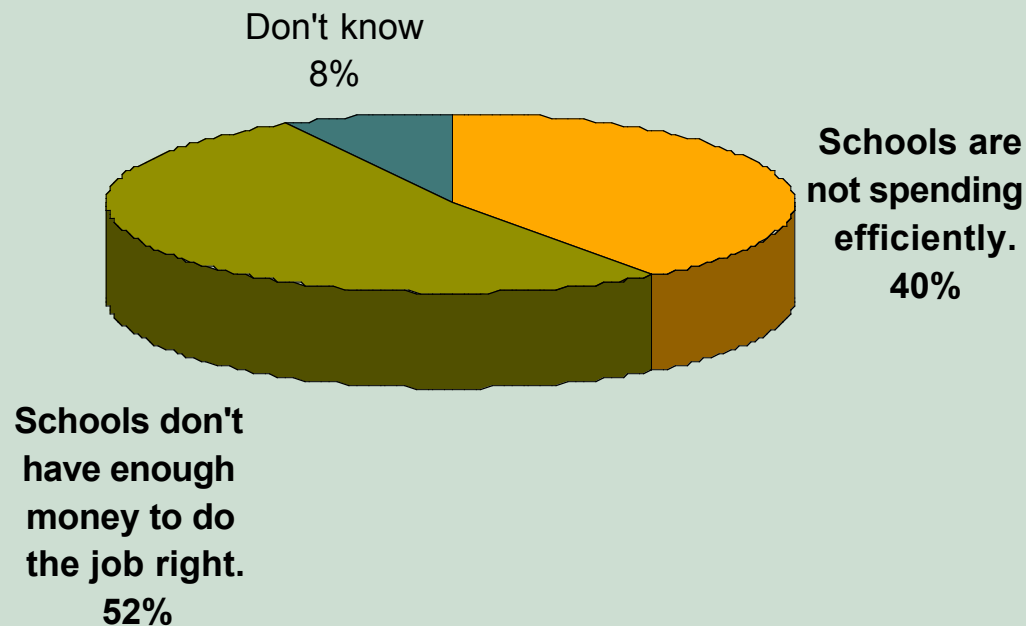
Perceived Obstacles to Success – Top 5

- Not enough direct parental support ... 83%*
- Lack of stable and adequate funding ... 82%
- Not attracting/retaining highly qualified teachers ... 71%
- Unfunded federal mandates ... 70%
- Central administration waste & inefficiency ... 70%

*Combined Very Big & Big ratings



Oregonians are split on whether schools need more money.



Need for Chalkboard Project

66% Said: Oregon's K-12 public education system needs to do more about quality, accountability, and finance.

61% Agree: Oregon needs a group of independent, non-partisan organizations to convene to improve the state's K-12 education system.

