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MARKETING RESEARCH

Wake County Teacher Survey

Prepared for:



September 2010

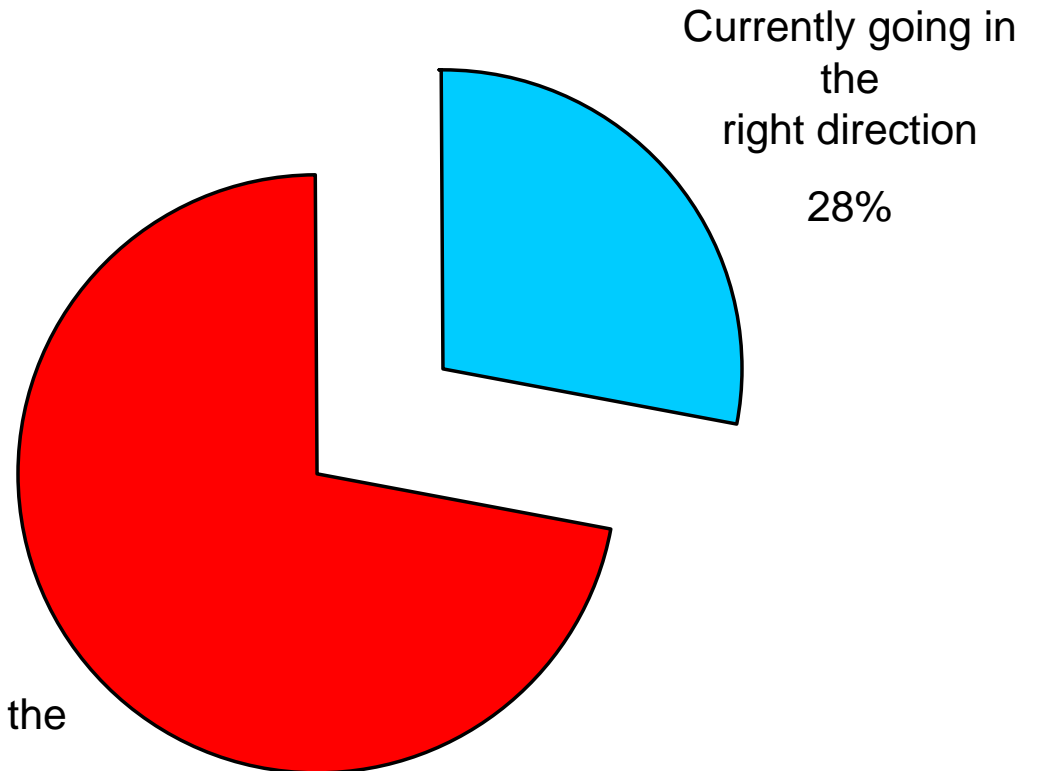
Wake County Teacher Survey

- Between September 4th and 13th, 2010, 501 telephone interviews were conducted with public school teachers in Wake County, North Carolina who are NEA members.
- Study respondents came from a random selection of NEA members in which each member had a known and equal chance of being selected for inclusion.
- The margin of error for this study is +/- 4%, worst case scenario. Typically, the +/- is around 3% for those measures over 90%.
- The study was conducted by HCM Marketing Research, a Baltimore-based firm with a 50+ year history of conducting opinion research.

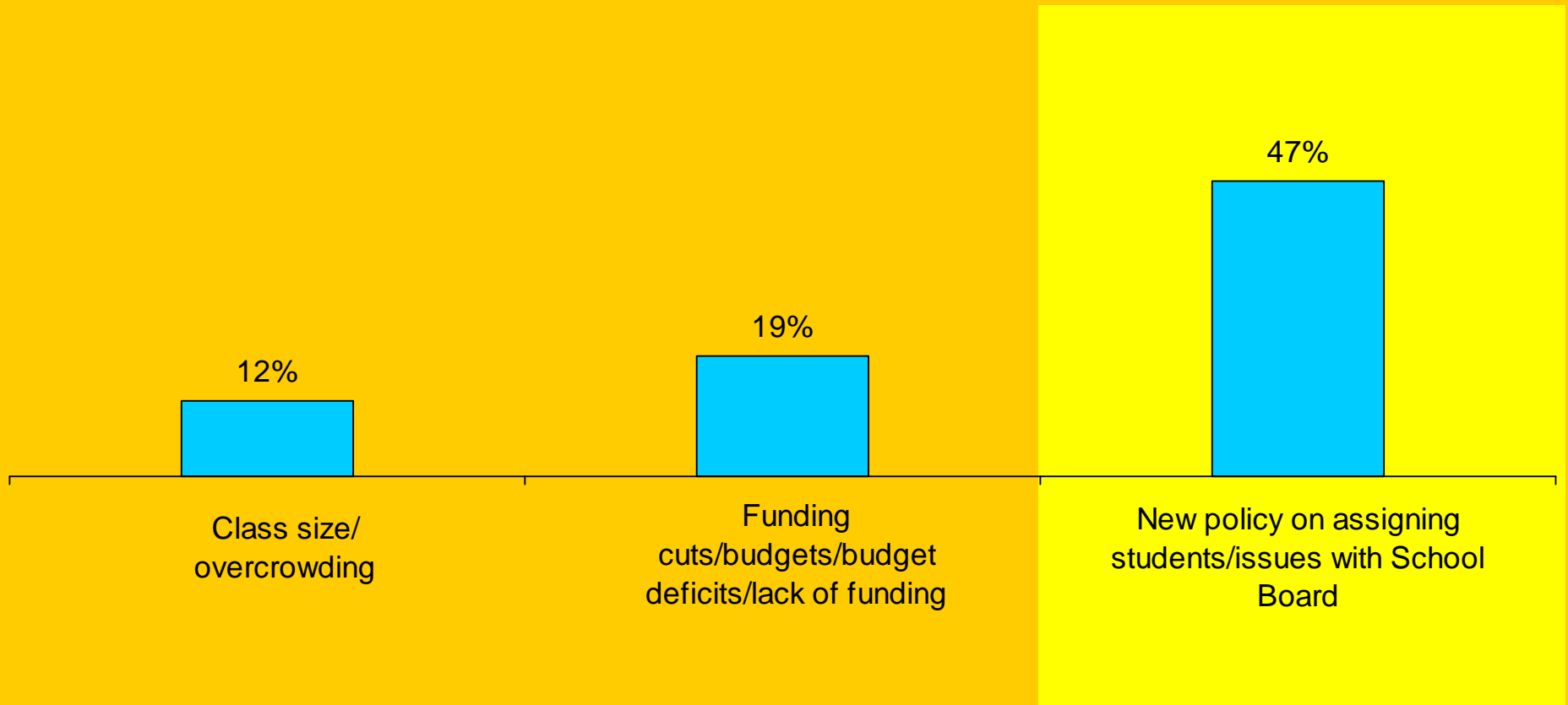
Are Public Schools in Wake County Going in the Right Direction?

Teachers overwhelmingly believe public schools in Wake County are pretty seriously off on the wrong track.

Pretty seriously off on the wrong track
72%

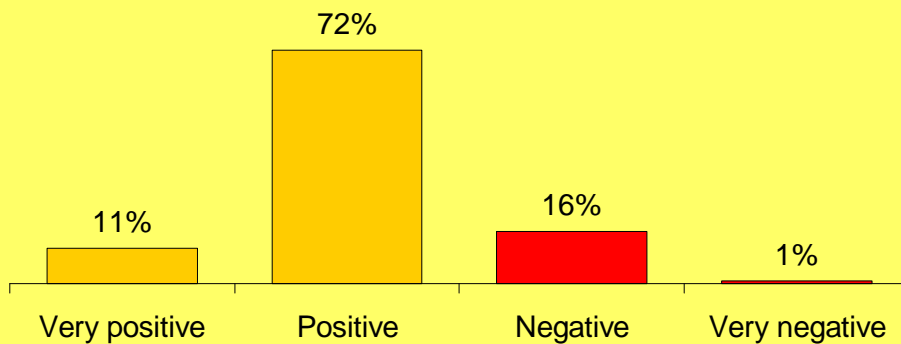


What are the biggest problems now facing public schools in Wake County?

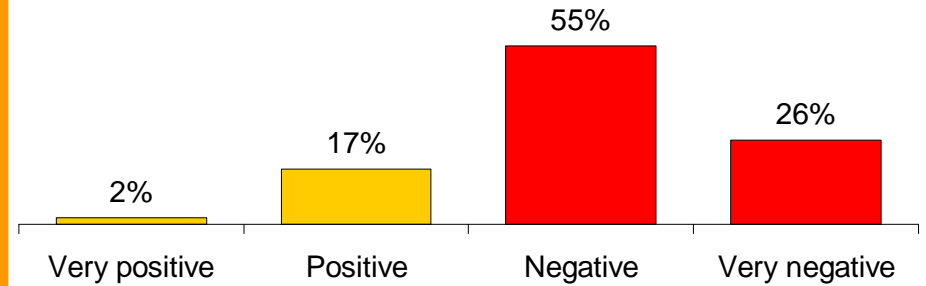


Impressions of ...

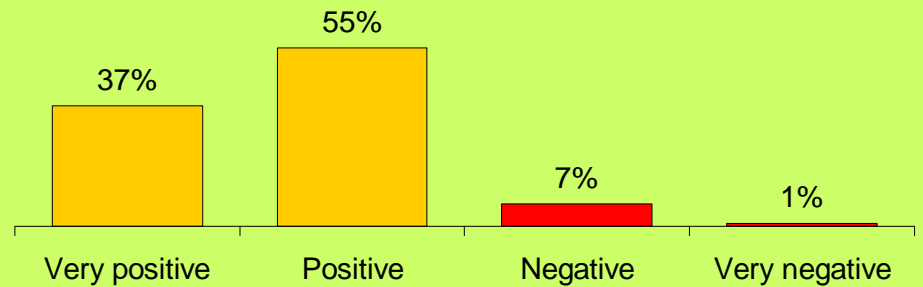
Wake County Public School System



Wake County School Board

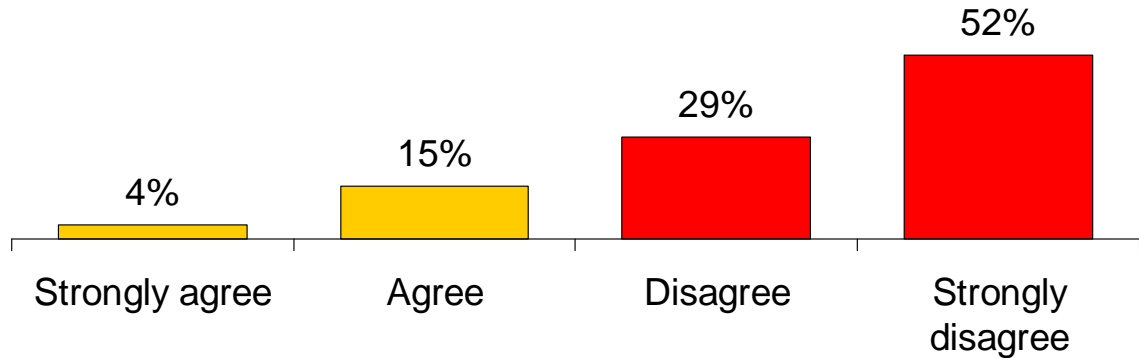


Your School

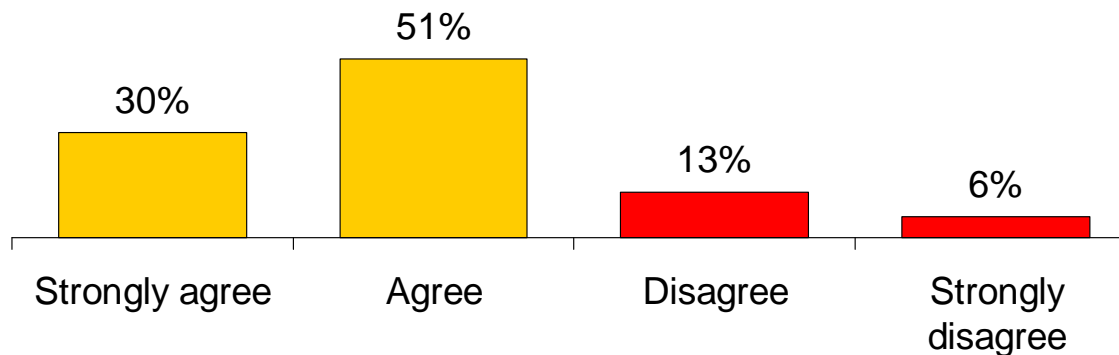


Opinion of ...

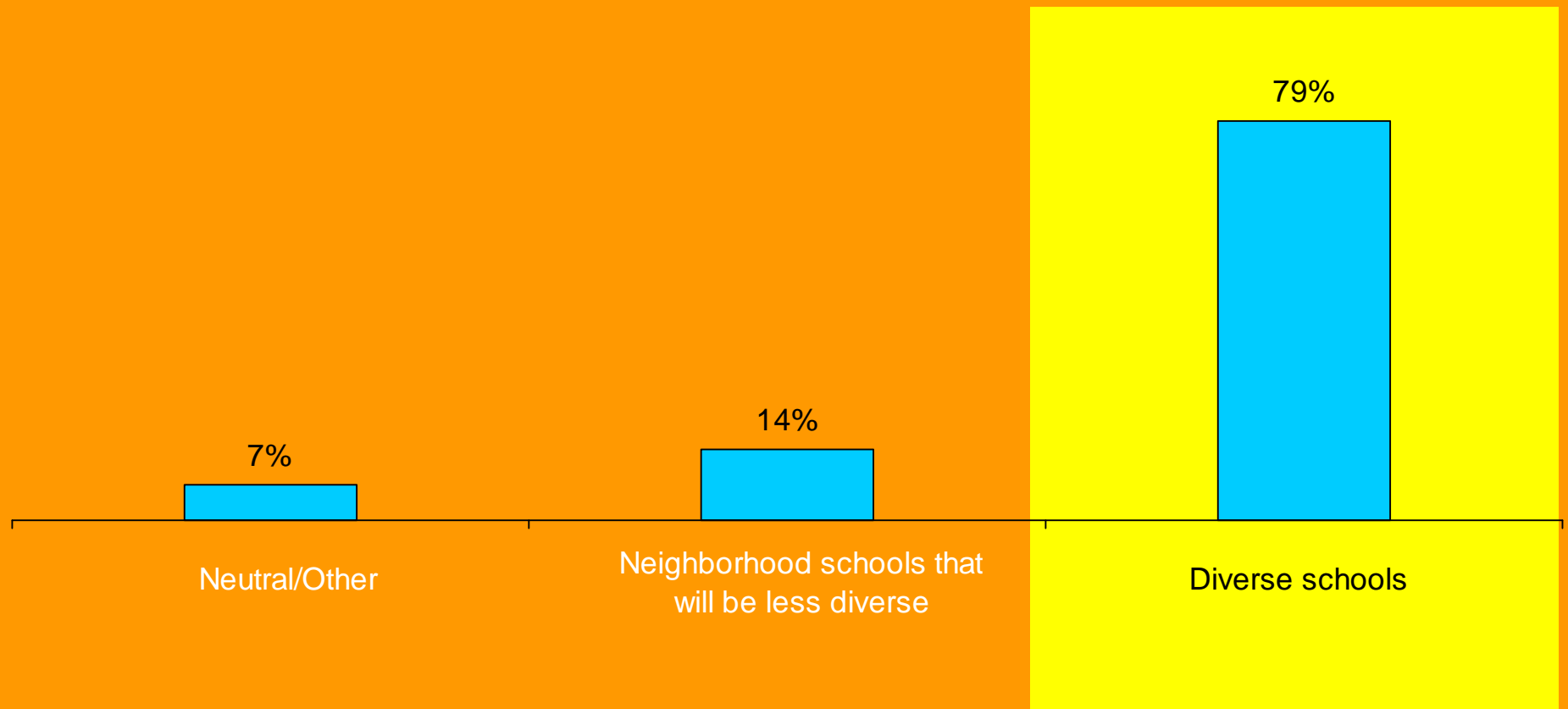
School board's decision to end the diversity policy based on socioeconomic status



The diversity policy based on socioeconomic status has had a positive impact on students' academic achievement in Wake County

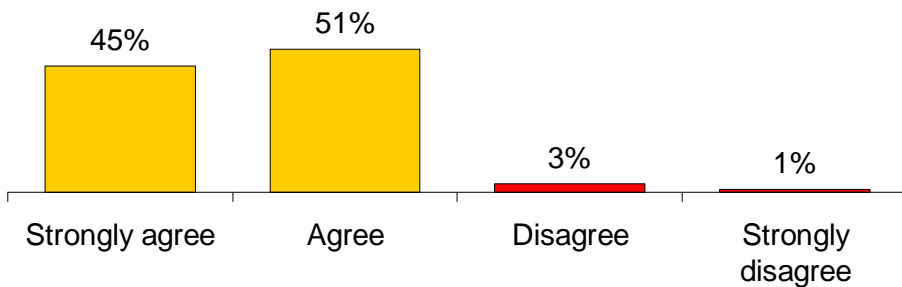


Which of these two types of schools do you believe should be the better choices for students' academic success in Wake County?

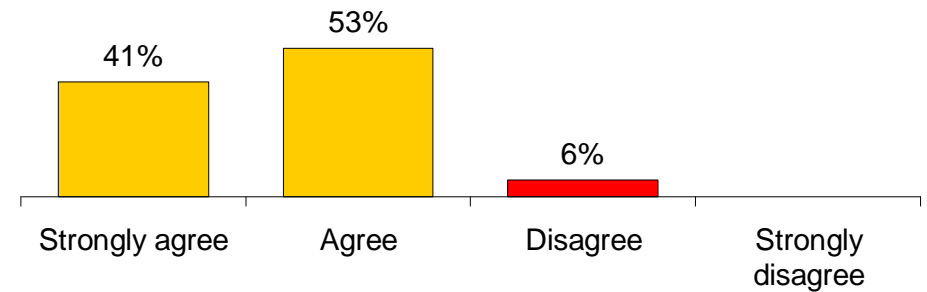


A high-poverty school ...

deserves extra financial resources



deserves more teaching assistants



should have small class sizes

