

Pinellas County Schools Survey



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Pinellas County Schools
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METHODOLOGY

The survey was sponsored and funded by Pinellas County Schools (PCS) and conducted by the Public Opinion Research Lab (PORL) at the University of North Florida, which is a Charter Member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative. Surveys for this project were collected using PORL's 27-station Computer Assisted Telephone Interviewing (CATI) system. The survey was conducted in both English and Spanish, with 1,147 respondents and 82 respondents respectively. A sample of the polling universe was provided by PCS. PCS provided a series of lists containing randomly selected parent contacts from within the county's school district. First, 3,000 randomly selected parent contacts from students currently enrolled in PCS were provided. An additional sample of 1,500 randomly selected parent contacts from the City of Dunedin were also provided. A list of all parent contacts for students that are not current PCS students were also provided; from that list 2,926 parent contacts were randomly sampled from across the county and an additional 1,195 specifically from within the City of Dunedin. Finally, 2,000 randomly selected parent contacts from the District Application Program (DAP) were provided by PCS.

The breakdown of completed surveys by landline and cellphone was 13% and 87%, respectively. Upon reaching a household, the interviewer asked to speak with the parent/guardian's name identified from the PCS list. This technique was used regardless of landline telephone or cell phone. Respondents were parents/guardians (18 years of age or older) in Pinellas County, Florida with students either in a PCS school or not enrolled in a PCS school. For non-completes with a working residential or cell phone line, at least 5 callbacks were attempted. To ensure a representative sample, calls were made from 4:00 p.m. - 9:00 p.m. every night from December 12, 2017 through December 17, 2017. The resulting sample included 1,229 completed surveys from Pinellas County, 264 of which were completed surveys from the City of Dunedin. The margin of sampling error fluctuates between 3 percent and 7 percent based on the population that is analyzed. Results reflect the population of specific types of family households (i.e. currently or formerly enrolled in Pinellas County Schools or enrolled in DAP). This study had a 27.4 percent response rate. AAPOR's Response Rate 3 calculation was used which consists of an estimate of what proportion of cases of unknown eligibility are actually eligible, and does not include partial interviews as completes. There were no weights applied to results and no statistical adjustments made due to design effects.





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SUMMARY OF FINDINGS

- ▶ Families tend to choose their neighborhood school if they view it as academically successful and safe.
- ▶ Academic performance and convenience appeared as frequent factors that impact school choice, especially for families with children in neighborhood schools.
- ▶ Overall, specialty programs/curricula did not surpass academic performance when considering factors that influence school choice, regardless of school type.
- ▶ Regarding communication between families and their schools, there was a high preference to hear directly from their child's teacher, with e-mail being the preferred method, followed closely by e-mail from the school principal.
- ▶ A majority of families believe that a friendly front office staff contributes to what signals a welcoming school environment.
- ▶ Of the families that ultimately sent their children to other schools, most of them visited their neighborhood school before deciding to send their children elsewhere.
- ▶ When asked about information they would have liked to receive about their child's school, a large majority of families were satisfied with the information they had.
- ▶ Of those parents that wanted more information, teacher quality, academic performance, quality of communication from the school and special academic programs were the most requested information.



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Overall Performance

A majority of respondents in Neighborhood, Magnet/Choice, and Charter schools rate the overall performance of Pinellas County Schools favorably (Excellent/Good). However, only 33% of families with children in Out of District schools rate Pinellas County Schools favorably (Excellent/Good).

- ▶ Neighborhood school families rate PCS highest, with 22% rating Excellent and 47% Good.

Families tend to regard their child’s school more favorably than PCS as a whole, with at least 74% of families across all school types rating their own school as Excellent or Good.

How would you currently rate the overall performance of Pinellas County Public Schools/your child/children’s school?

	Neighborhood		Magnet/Choice		Charter		Out of district	
	PCS	School	PCS	School	PCS	School	PCS	School
Excellent	22%	34%	17%	43%	13%	52%	5%	49%
Good	47%	41%	52%	41%	42%	38%	28%	34%
Fair	21%	18%	22%	12%	25%	7%	30%	11%
Poor	7%	6%	6%	2%	13%	2%	22%	5%
Don’t Know ¹	3%	1%	3%	1%	7%	<1%	15%	1%

¹ Responses in red were not read to respondents



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Factors that Influence School Choice

Neighborhood Schools

- ▶ Distance/Proximity (52%), Academic Performance (23%).
- ▶ 34% of families said Distance/Proximity was the most important factor.

Magnet/Choice Schools

- ▶ Academic Performance (42%), Specialty Programs (23%), Distance/Proximity (22%), Word of Mouth/Reputation (11%), Quality of Teachers (10%), After-school enrichment (10%).
- ▶ 29% of families said Academic Performance was the most important factor.

Charter Schools

- ▶ Academic Performance (35%), Distance (16%), Word of Mouth/Reputation (13%), Quality of Teachers (13%), Specialty Programs (10%).
- ▶ 24% of families said Academic Performance was the most important factor.

Out of District Schools (Private/Religious)

- ▶ Academic Performance (28%), Individualized Instruction (14%), Distance (13%), Special Needs/Disabilities Provision (12%).
- ▶ 18% of families said Academic Performance was the most important factor.



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What factors influenced the school choice you made for your child/children? (Open Ended)

	Neighborhood n=726	Magnet/Choice n=282	Charter n=230	Out of district n=152
Academic Performance of School (A-F)	23%	42%	35%	28%
Access to Technology	1%	4%	2%	2%
After School Enrichment	3%	10%	7%	5%
Athletics	1%	1%	-	1%
Business Partnerships with the Schools	-	-	-	-
Class Size	2%	6%	23%	12%
Cost	2%	-	<1%	1%
Distance/Proximity	52%	22%	16%	13%
Field Trip Opportunities	-	<1%	<1%	-
How challenging school would be for my child	3%	5%	4%	9%
Individualized Instruction	2%	4%	7%	14%
Music, Drama, or Fine Arts	2%	6%	4%	3%
Opportunities for Project-Based Learning	<1%	3%	1%	1%
Parent/Family Involvement at the School	3%	6%	6%	2%
Peer Grouping	2%	3%	2%	6%
Personal connection to school/attended school	3%	5%	2%	2%
Quality of the Administration/Principals	3%	5%	4%	8%
Quality of School Buildings/Facilities	1%	1%	3%	1%
Quality of Teachers/Staff	8%	10%	13%	11%
Read/Seen in the News	<1%	1%	1%	-
Religion	<1%	-	-	9%
Safety	2%	6%	8%	9%
Word of Mouth/Reputation	5%	11%	13%	7%
Other	3%	4%	5%	9%
Bullying	<1%	1%	1%	3%
Special Needs/Disabilities Provision	2%	<1%	2%	12%
Zoned/Neighborhood School	11%	1%	1%	1%
Specialty Programs	8%	23%	10%	8%
Transportation	1%	-	-	1%
Testing/Test Scores	-	-	-	1%
Curriculum	1%	7%	7%	5%
Uniforms/Dress Code	<1%	-	2%	-
Behavior/Discipline	1%	1%	3%	3%
Homework Load	-	-	<1%	-
Easy Transition (K-8 or K-12)	-	1%	2%	-
School Funding/Resources	-	-	-	1%
Communication	<1%	<1%	-	2%
Don't Know	3%	1%	1%	-



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Neighborhood School Perceptions

Of families that have their children enrolled in non-neighborhood schools, when asked what would need to change or improve at their neighborhood school for it to become their top choice, families indicated the following:

Magnet/Choice Schools

- ▶ Families mostly identified Academic Performance (26%), Safety (19%), Specialty Programs (17%), and Quality of Teachers/Staff (13%).
- ▶ 14% of families said “Don’t Know.”

Charter Schools

- ▶ Families mostly identified Academic Performance (27%), Class Size (19%), Safety (14%), and Quality of Teachers/Staff (13%).
- ▶ 12% of families said “Don’t Know.”

Out of District Schools (Private/Religious)

- ▶ Families identified Academic Performance (22%) and Quality of Teachers/Staff (22%) at the same rate. These choices were followed by Safety (16%), Class Size (14%), How Challenging School Would Be (12%), Individualized Instruction (12%) and Family Involvement (10%).
- ▶ 6% of families said “Don’t Know.”



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What would need to change or improve at your neighborhood school for it to become your top choice for your child? (Open Ended)

	Neighborhood n=112	Magnet/Choice n=224	Charter n=230	Out of district n=147
Academic Performance of School (A-F)	18%	26%	27%	22%
Access to Technology	2%	2%	<1%	1%
After School Enrichment	4%	6%	6%	-
Athletics	1%	1%	-	1%
Business Partnerships with the Schools	-	-	-	-
Class Size	7%	6%	19%	14%
Cost	2%	<1%	1%	1%
Distance/Proximity	4%	1%	4%	2%
Field Trip Opportunities	1%	-	-	1%
How challenging school would be for my child	4%	2%	3%	12%
Individualized Instruction	8%	4%	7%	12%
Music, Drama, or Fine Arts	1%	2%	4%	-
Opportunities for Project-Based Learning	-	-	1%	1%
Parent/Family Involvement at the School	10%	7%	7%	10%
Peer Grouping	4%	6%	2%	5%
Personal connection to school/attended school	-	<1%	2%	1%
Quality of the Administration/Principals	7%	7%	8%	5%
Quality of School Buildings/Facilities	4%	4%	6%	1%
Quality of Teachers/Staff	14%	13%	13%	22%
Read/Seen in the News	-	1%	<1%	-
Religion	1%	-	-	2%
Safety	16%	19%	14%	16%
Word of Mouth/Reputation	3%	4%	4%	1%
Other	9%	6%	8%	11%
Bullying	4%	2%	3%	3%
Special Needs/Disabilities Provision	4%	2%	<1%	7%
Zoned/Neighborhood School	1%	2%	1%	-
Specialty Programs	10%	17%	4%	5%
Transportation	-	<1%	1%	1%
Testing/Test Scores	-	<1%	1%	2%
Curriculum	5%	3%	7%	6%
Uniforms/Dress Code	-	<1%	<1%	1%
Behavior/Discipline	6%	6%	7%	5%
Homework Load	3%	1%	1%	-
Easy Transition (K-8 or K-12)	-	-	1%	-
School Funding/Resources	1%	1%	<1%	1%
Communication	3%	3%	4%	6%
Don't Know	17%	14%	12%	6%

School Visits

54% of Magnet/Choice families visited their neighborhood school before choosing a different school.

68% and 67% of Charter and Private school families, respectively, visited their neighborhood school before choosing a different school.

Magnet/Choice Schools

- ▶ Of families that visited their neighborhood school, Magnet/Choice families identified Specialty Programs (36%) as the leading factor impacting their decision to enroll their child in their current school.

Charter Schools

- ▶ Of families that visited their neighborhood school, Charter families identified Class Size and Academic Performance (both at 18%) as the leading factors impacting their decision to enroll their child in their current school.

Out of District (Private/Religious) Schools

- ▶ Of families that visited their neighborhood school, Out of District families identified a number of factors that impacted their decision: Behavior (15%), Quality of Teachers/Staff (12%), Other (12%), Class Size (11%), Special Needs/Disability Provision (11%), Communication (11%) and Bullying (10%).

Did you visit your child/children’s neighborhood school before choosing a different school?

	Neighborhood n=112 ²	Magnet/Choice n=224	Charter n=230	Out of district n=147
Yes	58%	54%	68%	67%
No	39%	45%	31%	33%
Don’t Know	1%	<1%	<1%	-
Refusal	2%	<1%	<1%	<1%

² Due to the nature of the sample, multi-child families were able to select multiple types of schools when asked what type of school their child/children attend. Therefore, all “Neighborhood” responses are families with students in both neighborhood schools and one of the other options as well.



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What about your visit to your neighborhood school led you to enroll your child/children elsewhere? (Open Ended)

	Neighborhood n=65	Magnet/Choice n=121	Charter n=156	Out of district n=98
Academic Performance of School (A-F)	6%	8%	18%	8%
Access to Technology	-	1%	-	1%
After School Enrichment	2%	2%	3%	1%
Athletics	-	1%	-	-
Business Partnerships with the Schools	-	-	-	-
Class Size	3%	3%	18%	11%
Cost	-	-	-	-
Distance/Proximity	3%	3%	1%	1%
Field Trip Opportunities	-	-	-	-
How challenging school would be for my child	2%	2%	4%	3%
Individualized Instruction	3%	-	3%	4%
Music, Drama, or Fine Arts	-	-	1%	-
Opportunities for Project-Based Learning	-	-	-	-
Parent/Family Involvement at the School	-	-	2%	-
Peer Grouping	3%	1%	4%	1%
Personal connection to school/attended school	5%	2%	1%	1%
Quality of the Administration/Principals	5%	5%	8%	4%
Quality of School Buildings/Facilities	-	-	-	-
Quality of Teachers/Staff	-	4%	6%	12%
Read/Seen in the News	-	-	-	-
Religion	2%	-	-	3%
Safety	2%	2%	4%	7%
Word of Mouth/Reputation	6%	5%	6%	-
Other	24%	8%	17%	12%
Bullying	3%	2%	5%	10%
Special Needs/Disabilities Provision	2%	1%	1%	11%
Zoned/Neighborhood School	2%	-	1%	-
Specialty Programs	23%	36%	4%	4%
Transportation	-	-	1%	-
Testing/Test Scores	-	-	1%	3%
Curriculum	6%	9%	8%	8%
Uniforms/Dress Code	-	-	-	1%
Behavior/Discipline	5%	6%	4%	15%
Homework Load	-	-	1%	-
Easy Transition (K-8 or K-12)	-	-	1%	-
School Funding/Resources	-	2%	1%	1%
Communication	2%	2%	3%	11%
Don't Know	8%	11%	3%	5%

School Concerns

A majority of all families surveyed did not have concerns about the school their child/children currently attend. Between 21% - 28% of families polled did have concerns, and were then asked to list what those concerns were.

Neighborhood Schools

- ▶ Safety was selected most frequently as a concern at 29%, followed closely by Quality of Teachers/Staff at 22%.

Magnet/Choice Schools

- ▶ Safety at 36% and Quality of Teachers/Staff at 17% were the two most frequent selections.

Charter Schools

- ▶ Families selected “Other” most frequently at 20%, followed by both Quality of School Building/Facilities and Quality of Teachers/Staff at 12%.
- ▶ Responses in the Other category include “No recess”, “Cafeteria food”, “Virtual school was an unknown format”, “Emotional support”, and “School mission statement”.

Out of District (Private/Religious) Schools

- ▶ Safety and Academic Performance of School were the most frequent concerns at 26%, with Quality of Teachers/Staff the next most frequent response at 19%.

Did you have any concerns about sending your child/children to their current school?

	Neighborhood n=726	Magnet/Choice n=282	Charter n=230	Out of district n=152
Yes	27%	27%	21%	28%
No	73%	73%	79%	72%
Don't Know	-	-	-	1%
Refusal	<1%	-	-	-



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What were they? (Open Ended)

	Neighborhood n=197	Magnet/Choice n=77	Charter n=49	Out of district n=42
Academic Performance of School (A-F)	12%	12%	8%	26%
Access to Technology	1%	1%	-	7%
After School Enrichment	2%	3%	4%	-
Athletics	1%	-	-	-
Business Partnerships with the Schools	-	-	-	-
Class Size	9%	6%	2%	7%
Cost	-	-	-	5%
Distance/Proximity	2%	9%	4%	-
Field Trip Opportunities	-	-	-	-
How challenging school would be for my child	9%	10%	4%	10%
Individualized Instruction	6%	3%	2%	2%
Music, Drama, or Fine Arts	1%	3%	6%	-
Opportunities for Project-Based Learning	1%	-	-	7%
Parent/Family Involvement at the School	3%	3%	2%	5%
Peer Grouping	5%	5%	2%	12%
Personal connection to school/attended school	1%	-	-	2%
Quality of the Administration/Principals	10%	5%	-	2%
Quality of School Buildings/Facilities	2%	1%	12%	-
Quality of Teachers/Staff	22%	17%	12%	19%
Read/Seen in the News	-	-	-	-
Religion	1%	-	2%	2%
Safety	29%	36%	8%	26%
Word of Mouth/Reputation	5%	3%	4%	2%
Other	8%	9%	20%	7%
Bullying	12%	5%	6%	10%
Special Needs/Disabilities Provision	5%	3%	4%	5%
Zoned/Neighborhood School	-	1%	-	-
Specialty Programs	2%	4%	2%	2%
Transportation	4%	5%	4%	-
Testing/Test Scores	-	-	-	-
Curriculum	3%	3%	4%	2%
Uniforms/Dress Code	2%	-	2%	-
Behavior/Discipline	9%	5%	2%	10%
Homework Load	-	-	-	-
Easy Transition (K-8 or K-12)	1%	-	2%	-
School Funding/Resources	1%	3%	4%	-
Communication	4%	1%	2%	2%
Don't Know	1%	-	-	2%
Refusal	1%	-	-	-



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Communication

The most preferred method among all groups for receiving information about their child/children’s school was an e-mail from teacher (63% to 81%).

Other popular methods in rank order:

- ▶ Email from principal
- ▶ Phone call from teacher
- ▶ Phone call from administrator

In general, how do you prefer to receive information about your child/children’s school? (Open Ended)

	Neighborhood n=726	Magnet/Choice n=282	Charter n=230	Out of district n=152
Recorded Phone Message	18%	14%	9%	9%
Phone Call from Teacher	42%	34%	23%	27%
Phone Call from School Administrator	31%	28%	17%	21%
Email from Teacher	63%	79%	81%	74%
Email from School Principal	47%	54%	58%	57%
Text Messages	13%	13%	17%	17%
Smartphone App Messaging	1%	2%	5%	2%
PeachJar Flyer	2%	1%	<1%	-
Focus (Student Information System)	2%	1%	-	4%
School Website	2%	3%	3%	5%
School Newsletter	8%	9%	6%	7%
School Marquee	-	-	-	-
Parent/Teacher Conference	5%	4%	3%	3%
Other	1%	1%	<1%	1%
Written Note	12%	10%	11%	7%
Email and Phone	-	-	-	-
Social Media	<1%	-	1%	-
In Spanish	1%	-	-	-
In Person	1%	<1%	1%	2%
Class Website	-	-	<1%	-
Progress Report	-	-	-	-
Don’t Know	1%	<1%	<1%	3%
Refusal	-	-	-	-



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School Meetings and Welcome

Between 82% and 88% of families said that meeting with their child’s teacher was by far the most preferred/important type of interaction at school.

Friendly front office staff was the most frequent selection for what specifically signals a welcoming school environment.

- ▶ Other frequent selections included Teachers, Clean Campus, and Frequent Notifications from School.

When it comes to meetings or events at your child/children’s school, which type of interactions are the most important to you?

	Neighborhood n=726	Magnet/Choice n=282	Charter n=230	Out of district n=152
Meeting with your child’s teacher	86%	84%	88%	82%
Meeting with your child’s principal/assist princ.	28%	29%	27%	30%
Meeting with your child’s guidance counselor	32%	29%	17%	26%
Meeting with other families at the school	20%	18%	28%	24%
General parent information nights	26%	33%	23%	24%
Family science/math/reading events	21%	22%	25%	23%
Athletic events	19%	18%	27%	19%
School functions (plays, musicals, art exhibits)	32%	33%	39%	29%
All of the above	4%	6%	4%	3%
Other	1%	1%	3%	5%
PTA Meetings	1%	1%	1%	-
Don’t Know	<1%	<1%	-	3%
Refusal	<1%	-	-	2%



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What specific things at a school signal a welcoming environment? (Open Ended)

	Neighborhood n=726	Magnet/Choice n=282	Charter n=230	Out of district n=152
Clean Campus/Grounds	17%	15%	17%	13%
Friendly Front Office Staff	55%	55%	52%	50%
Frequent Family Events	9%	10%	9%	8%
Frequent Notifications from School	13%	13%	13%	11%
Family Newsletter	3%	1%	2%	1%
Opportunities to Volunteer	2%	2%	3%	3%
Other	5%	6%	4%	7%
Open Campus	1%	1%	1%	-
Principal/Administrative Staff	9%	13%	13%	13%
Teachers	19%	22%	28%	24%
Student Body	4%	6%	6%	3%
School/Class Size	<1%	<1%	3%	1%
Family Involvement	2%	5%	3%	1%
Treatment of Parents/Students	3%	2%	3%	3%
Safety	3%	5%	6%	4%
Openness/Transparency	2%	4%	3%	3%
Challenging curriculum	1%	1%	2%	3%
Student Work Displayed	<1%	1%	1%	1%
Don't Know	11%	9%	9%	9%
Refusal	1%	<1%	1%	-



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Dunedin Families

Out of the 264 Dunedin families surveyed:

- ▶ 186 are enrolled in neighborhood schools, 26 in magnet/choice schools, 68 in charter schools, and 15 in out of district schools.

Overall, families that live in Dunedin say it would not affect their school choice if their neighborhood school had a greater emphasis on the Scottish tradition.

When asked which factors influenced school choice, the most frequent factor selected by Dunedin families was Distance/Proximity at 44%, with Academic Performance as the next most frequent response at 23%.

- ▶ 27% of Dunedin families indicated Distance/Proximity as the most important factor, followed by Academic Performance at 17%.

A majority of families in Dunedin (66%) prefer to receive information about their child’s school in an email from the teacher. When asked about what method they prefer when receiving information about what their child is learning in school, an email from the teacher was again the most popular response, with 45%.

Are you currently a resident of Dunedin, Florida?

	n=1,229
Yes	21%
No	79%
Don't Know	-
Refusal	-

Would you be more or less likely to send your child/children to your neighborhood school if there was a greater emphasis on the Scottish tradition?

	n=95
More Likely	17%
Less Likely	14%
Doesn't Matter	67%
Does attend neighborhood school	-
Don't Know	2%
Refusal	-



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What factors influenced the school choice you made for your child/children? (Open Ended)

	Dunedin residents n=264
Academic Performance of School (A-F)	23%
Access to Technology	2%
After School Enrichment	5%
Athletics	1%
Business Partnerships with the Schools	-
Class Size	8%
Cost	2%
Distance/Proximity	44%
Field Trip Opportunities	-
How challenging school would be for my child	2%
Individualized Instruction	2%
Music, Drama, or Fine Arts	3%
Opportunities for Project-Based Learning	-
Parent/Family Involvement at the School	3%
Peer Grouping	2%
Personal connection to school/attended school	3%
Quality of the Administration/Principals	3%
Quality of School Buildings/Facilities	1%
Quality of Teachers/Staff	9%
Read/Seen in the News	1%
Religion	<1%
Safety	5%
Word of Mouth/Reputation	8%
Other	4%
Bullying	-
Special Needs/Disabilities Provision	2%
Zoned/Neighborhood School	9%
Specialty Programs	8%
Transportation	<1%
Testing/Test Scores	-
Curriculum	3%
Uniforms/Dress Code	<1%
Behavior/Discipline	1%
Homework Load	<1%
Easy Transition (K-8 or K-12)	<1%
School Funding/Resources	-
Communication	-
Don't Know	3%
Refusal	1%



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Of those factors you listed, which was the MOST important factor that attracted you to your child/children's school? (Open Ended)

	Dunedin residents n=264
Academic Performance of School (A-F)	17%
Access to Technology	-
After School Enrichment	3%
Athletics	-
Business Partnerships with the Schools	-
Class Size	3%
Cost	-
Distance/Proximity	27%
Field Trip Opportunities	-
How challenging school would be for my child	-
Individualized Instruction	1%
Music, Drama, or Fine Arts	2%
Opportunities for Project-Based Learning	-
Parent/Family Involvement at the School	-
Peer Grouping	<1%
Personal connection to school/attended school	2%
Quality of the Administration/Principals	<1%
Quality of School Buildings/Facilities	-
Quality of Teachers/Staff	7%
Read/Seen in the News	-
Religion	<1%
Safety	3%
Word of Mouth/Reputation	2%
Other	11%
Bullying	-
Special Needs/Disabilities Provision	1%
Zoned/Neighborhood School	7%
Specialty Programs	5%
Transportation	-
Testing/Test Scores	-
Curriculum	3%
Uniforms/Dress Code	-
Behavior/Discipline	<1%
Homework Load	-
Easy Transition (K-8 or K-12)	-
School Funding/Resources	-
Communication	1%
Don't Know	4%



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In general, how do you prefer to receive information about your child/children's school? (Open Ended)

	Dunedin residents n=264
Recorded Phone Message	17%
Phone Call from Teacher	36%
Phone Call from School Administrator	27%
Email from Teacher	66%
Email from School Principal	50%
Text Messages	11%
Smartphone App Messaging	2%
PeachJar Flyer	2%
Focus (Student Information System)	1%
School Website	1%
School Newsletter	8%
School Marquee	-
Parent/Teacher Conference	3%
Other	-
Written Note	15%
Email and Phone	-
Social Media	1%
In Spanish	2%
In Person	1%
Class Website	-
Progress Report	-
Don't Know	2%
Refusal	-



UNF Public Opinion Research Laboratory

What is your preferred method for receiving information about what your child is learning in school? (Open Ended)

	Dunedin residents n=264
Recorded Phone Message	2%
Phone Call from Teacher	12%
Phone Call from School Administrator	2%
Email from Teacher	45%
Email from School Principal	6%
Text Messages	3%
Smartphone App Messaging	1%
PeachJar Flyer	1%
Focus (Student Information System)	1%
School Website	1%
School Newsletter	2%
School Marquee	-
Parent/Teacher Conference	6%
Other	4%
Written Note	11%
Email and Phone	<1%
Social Media	-
In Spanish	-
In Person	1%
Class Website	-
Progress Report	1%
Don't Know	2%
Refusal	-