

The AlaskaPoll



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Information for Solutions

- ❖ Market Research
- ❖ Public Opinion Analysis
- ❖ Political and Government Research
- ❖ Focus Groups

OPINIONS AND PERCEPTIONS OF ANCHORAGE SCHOOL DISTRICT RESIDENTS:

2011 THIRD QUARTER TRACKING SURVEY

Prepared for:



**Anchorage
School District**



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Methodology



**Overview**

During the period October 2 - 11, 2011, three hundred eighty nine (n=389) Alaskans residing within Anchorage School District boundaries and over the age of 18 were personally contacted via telephone by professional interviewing employees of Dittman Research & Communications (DRC). The sample error associated with a sample of this size in Anchorage is $\pm 5.0\%$. The views and opinions of the Anchorage residents were recorded on a strictly confidential basis.

Research Design

A random sample design was featured which provided that all households listed in the most current telephone directory for Anchorage and Eagle River had essentially an equal chance of being included. Individual respondents were randomly selected from current telephone subscribers listed in the most current directory.

Processing the Data

DRC employees completed coding, editing, data entry and verification, while data processing was completed through the in-house DRC computer system featuring the Statistical Package for the Social Sciences (SPSS) program. The SPSS program is one of the most sophisticated research-oriented data processing and analytical systems available, and is designed specifically for the processing and analysis of survey research data.

Weighting Statement

Results were weighted to equalize gender and to bring political party registration (where applicable) into alignment with current municipal voter registration.

II Findings

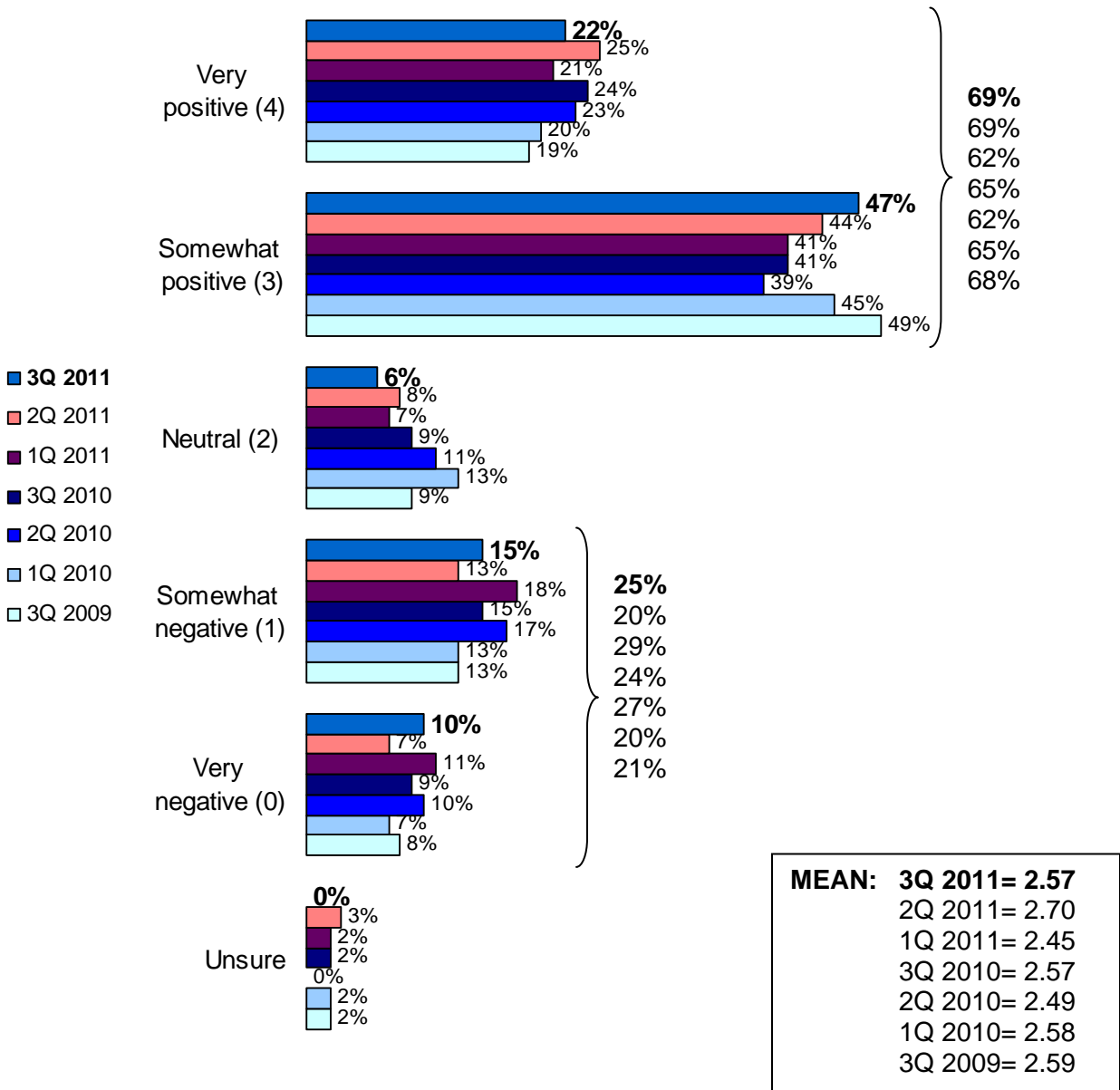




Positive feelings toward the Anchorage School District match the all-time high set in this year's second quarter, with 69% of Anchorage residents reporting a "very" or "somewhat positive" opinion. However, the mean rating declined slightly this quarter due to a small increase in negative ratings.

Question: Overall, are your feelings toward the Anchorage School District positive, or negative?

Anchorage School District



Note: "Unsure" responses not included in mean calculations.

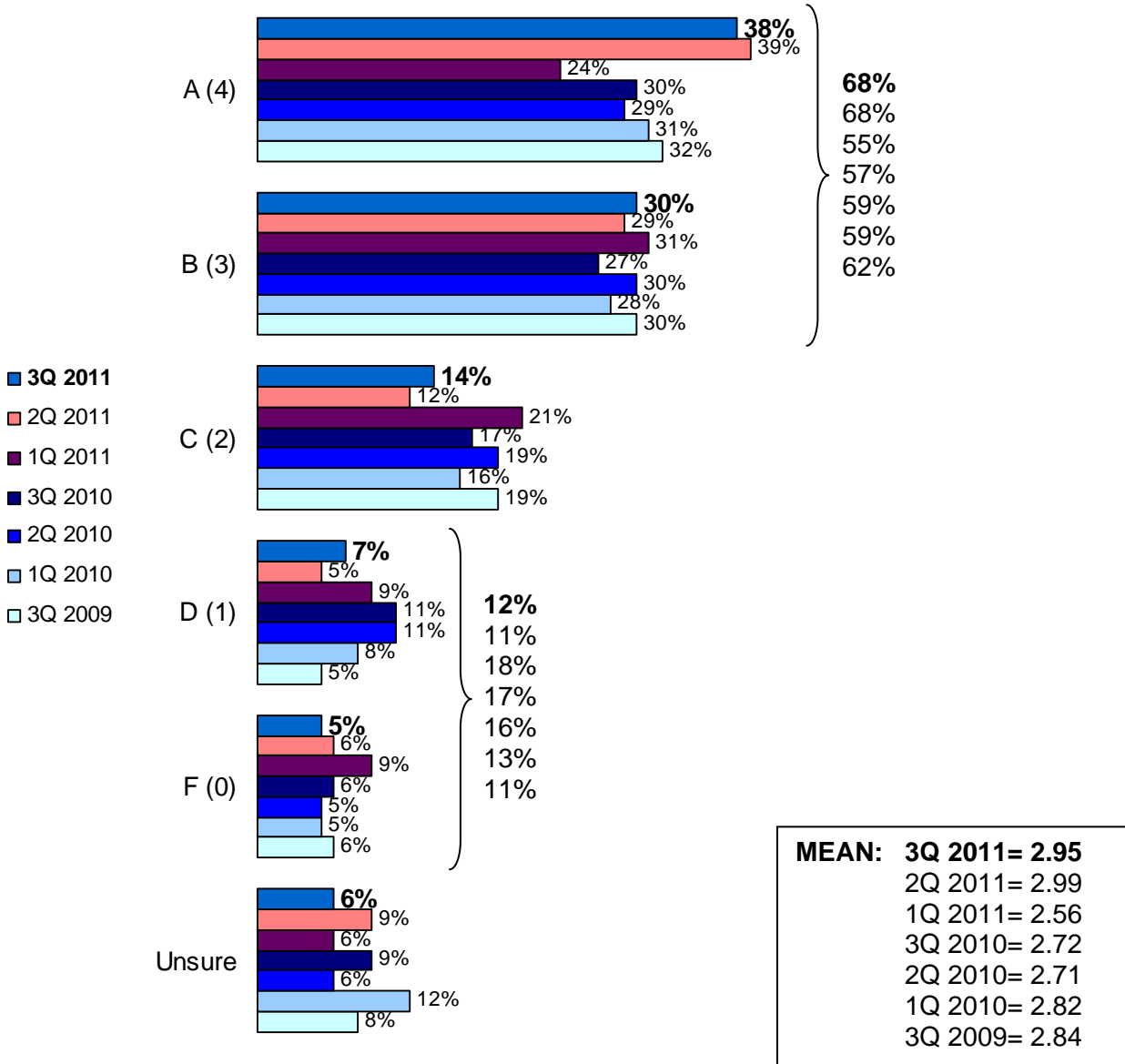




Similarly, performance ratings for Superintendent Comeau match last quarter's all-time high of 68% combined "A" and "B" grades. Additionally, "A" grades alone remain very high at 38%.

Question: On a scale of A, B, C, D or F, what grade would you give for the performance of...

Superintendent Carol Comeau



Note: "Unsure" responses not included in mean calculations.

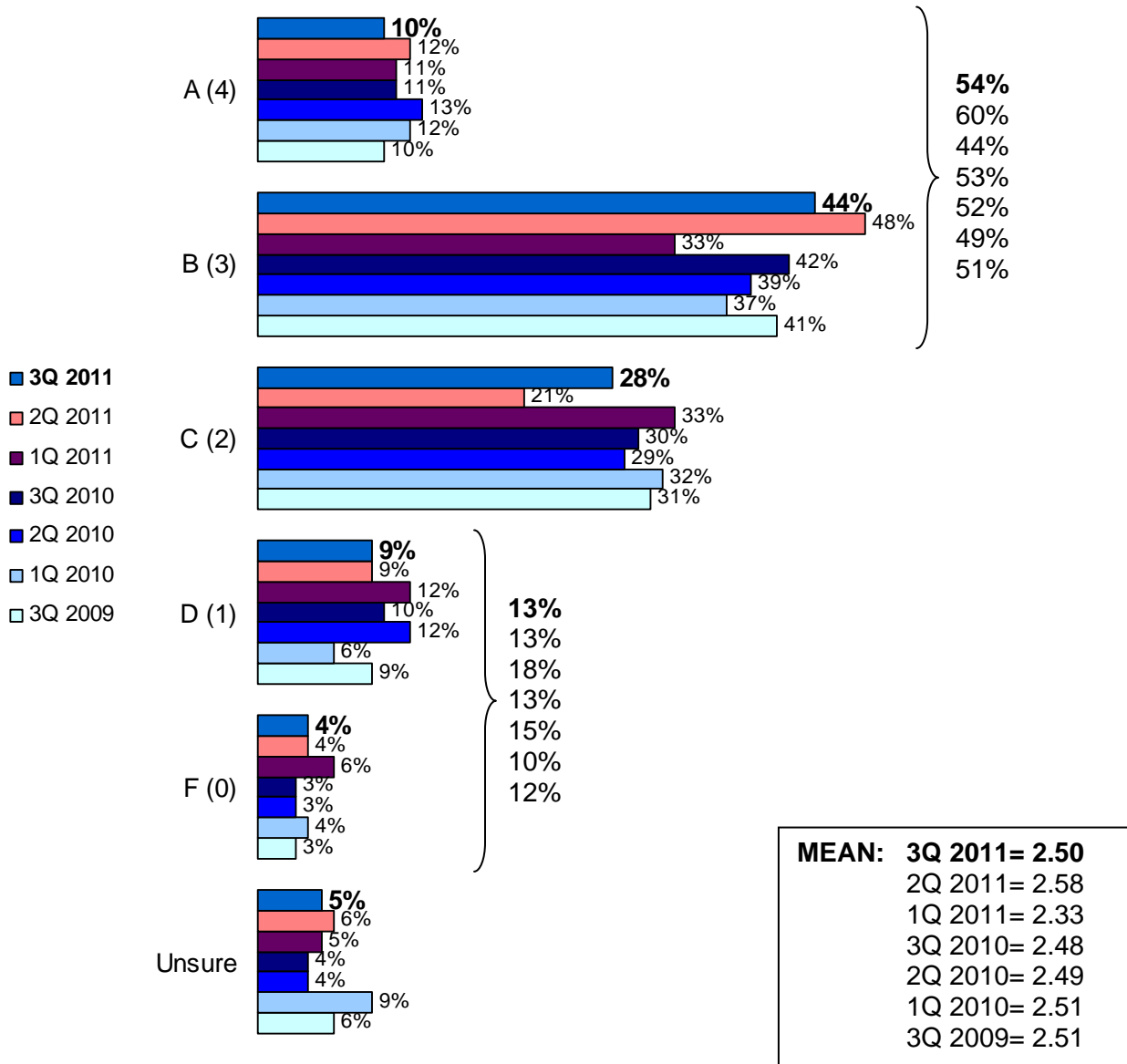




Positive perceptions of Anchorage Public Schools have decreased slightly from the second quarter, but are still relatively high with 54% of respondents rating their performance an “A” or “B”.

Question: On a scale of A, B, C, D or F, what grade would you give for the performance of...

Anchorage Public Schools



Note: “Unsure” responses not included in mean calculations.

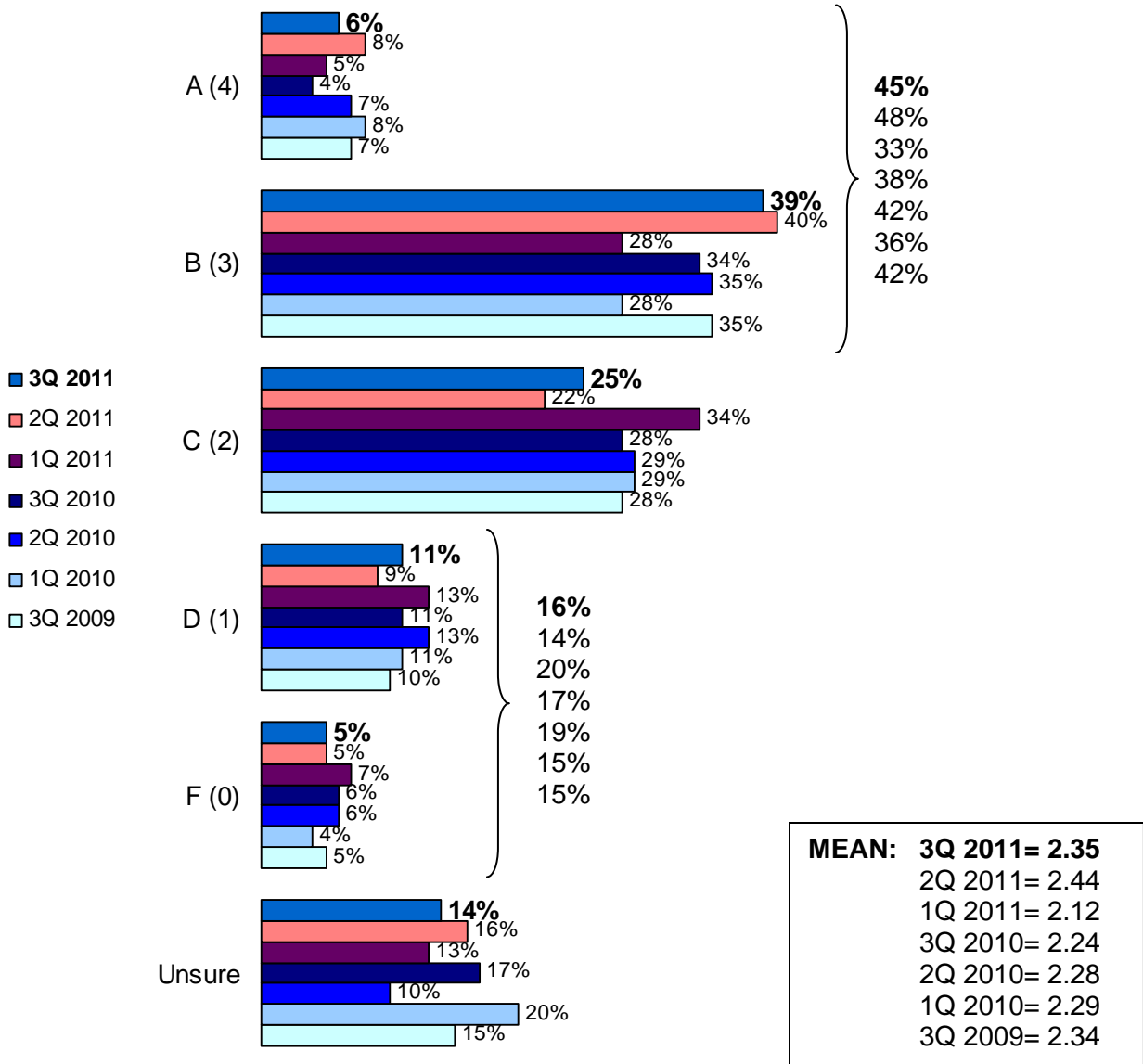




Combined “A” and “B” ratings for the Anchorage School Board, remain relatively high at 45% and declined only slightly since last quarter’s all-time high.

Question: On a scale of A, B, C, D or F, what grade would you give for the performance of...

The Anchorage School Board



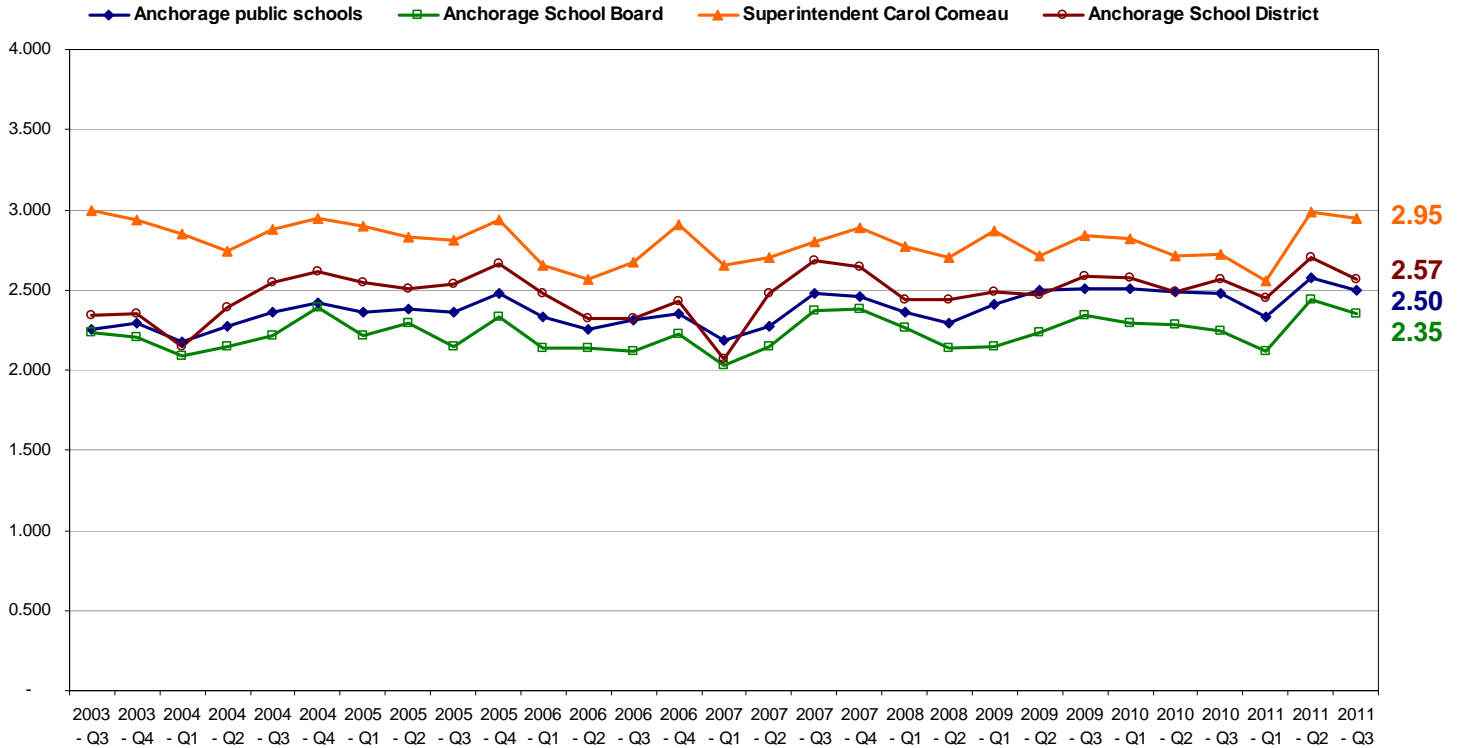
Note: “Unsure” responses not included in mean calculations.





All third quarter mean ratings remain above their long-term average and have declined only slightly since the record highs in the second quarter of 2011. Superintendent Comeau maintains a relatively large lead ahead of the remainder of the field, with the Anchorage School District widening that gap as it declined somewhat more sharply than the rest.

MEAN RATING COMPARISONS
2003 to present



Note: "Unsure" responses not included in mean calculations.



Crosstabulations



Overall, are your feelings toward the Anchorage School District positive, or negative?
MEAN=2.57

		Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Unsure	BASE
TOTAL		10%	15%	6%	47%	22%	1%	100.0%
Time in Anchorage	0-4 years	8%	16%	9%	30%	27%	10%	11.2%
	5-9 years	3%	6%	10%	51%	30%	0%	7.9%
	10-14 years	13%	13%	9%	53%	12%	0%	11.6%
	15-19 years	3%	18%	9%	52%	19%	0%	7.6%
	20+ years	11%	16%	3%	48%	22%	0%	61.7%
Registration	Democrat	5%	13%	2%	48%	31%	1%	15.2%
	Republican	14%	22%	5%	43%	16%	0%	25.7%
	Non-partisan/	7%	13%	8%	49%	22%	1%	49.1%
	Other	22%	5%	0%	51%	14%	7%	5.4%
	Not registered	11%	11%	6%	39%	28%	6%	4.6%
Age	18-34	7%	6%	15%	55%	13%	4%	12.9%
	35-44	7%	20%	2%	49%	22%	0%	13.2%
	45-54	7%	14%	4%	49%	26%	0%	21.3%
	55+	12%	16%	5%	44%	22%	1%	52.6%
Children in ASD	Kids not ASD	22%	23%	0%	46%	9%	0%	4.3%
	Kids in ASD	4%	13%	3%	49%	31%	0%	24.3%
	No kids 5-18	11%	15%	7%	47%	19%	2%	71.5%
Zip Code	South Anc	6%	16%	5%	47%	23%	3%	26.5%
	West Anc	12%	18%	5%	46%	19%	0%	25.1%
	East Anc	12%	12%	6%	45%	26%	0%	36.4%
	Eagle River	8%	14%	7%	56%	12%	4%	12.0%
Household Income	Refused/ Unsure	12%	14%	12%	45%	14%	2%	14.5%
	Less than \$40K	12%	7%	11%	49%	19%	1%	18.8%
	\$40-80K	8%	18%	2%	50%	19%	2%	26.7%
	\$80K+	8%	16%	3%	45%	27%	1%	40.1%
Gender	Male	12%	15%	4%	49%	18%	1%	49.9%
	Female	7%	15%	7%	45%	25%	1%	50.1%

**On a scale of A, B, C, D or F, what grade would you give for the performance of...
 Superintendent Carol Comeau
 MEAN=2.95**

		F (0)	D (1)	C (2)	B (3)	A (4)	Unsure	BASE
TOTAL		5%	7%	14%	30%	38%	6%	100.0%
Time in Anchorage	0-4 years	0%	6%	8%	21%	28%	37%	11.2%
	5-9 years	3%	6%	16%	33%	39%	4%	7.9%
	10-14 years	10%	4%	13%	32%	36%	4%	11.6%
	15-19 years	0%	4%	24%	27%	35%	10%	7.6%
	20+ years	6%	8%	13%	32%	40%	1%	61.7%
Registration	Democrat	1%	3%	9%	35%	46%	6%	15.2%
	Republican	8%	11%	15%	32%	31%	3%	25.7%
	Non-partisan/ Undeclared	4%	5%	14%	29%	41%	6%	49.1%
	Other	20%	10%	12%	24%	27%	7%	5.4%
	Not registered	0%	0%	17%	22%	28%	33%	4.6%
Age	18-34	0%	2%	20%	24%	29%	25%	12.9%
	35-44	2%	9%	14%	36%	35%	4%	13.2%
	45-54	3%	5%	15%	39%	32%	7%	21.3%
	55+	8%	8%	11%	27%	43%	2%	52.6%
Children in ASD	Kids not ASD	5%	11%	23%	31%	28%	0%	4.3%
	Kids in ASD	2%	6%	12%	38%	34%	7%	24.3%
	No kids 5-18	6%	6%	13%	28%	40%	7%	71.5%
Zip Code	South Anc	3%	13%	11%	33%	32%	8%	26.5%
	West Anc	10%	4%	14%	30%	39%	2%	25.1%
	East Anc	3%	3%	13%	31%	41%	8%	36.4%
	Eagle River	7%	6%	21%	23%	38%	5%	12.0%
Household Income	Refused/ Unsure	5%	7%	10%	35%	33%	11%	14.5%
	Less than \$40K	8%	3%	15%	31%	33%	10%	18.8%
	\$40-80K	4%	2%	18%	34%	38%	5%	26.7%
	\$80K+	5%	11%	11%	26%	41%	4%	40.1%
Gender	Male	7%	7%	12%	35%	34%	5%	49.9%
	Female	4%	7%	15%	25%	42%	7%	50.1%

**On a scale of A, B, C, D or F, what grade would you give for the performance of...
Anchorage public schools
MEAN=2.50**

		F (0)	D (1)	C (2)	B (3)	A (4)	Unsure	BASE
TOTAL		4%	9%	28%	44%	10%	4%	100.0%
Time in Anchorage	0-4 years	2%	6%	15%	40%	20%	17%	11.2%
	5-9 years	0%	3%	24%	65%	2%	6%	7.9%
	10-14 years	7%	10%	30%	44%	9%	0%	11.6%
	15-19 years	0%	5%	43%	34%	12%	5%	7.6%
	20+ years	4%	11%	29%	44%	9%	3%	61.7%
Registration	Democrat	1%	1%	31%	48%	14%	5%	15.2%
	Republican	8%	14%	31%	42%	3%	2%	25.7%
	Non-partisan/ Undeclared	3%	7%	28%	47%	11%	5%	49.1%
	Other	7%	24%	27%	17%	17%	7%	5.4%
	Not registered	0%	11%	17%	44%	22%	6%	4.6%
Age	18-34	0%	5%	22%	59%	5%	8%	12.9%
	35-44	0%	8%	33%	46%	12%	1%	13.2%
	45-54	0%	10%	30%	45%	13%	3%	21.3%
	55+	7%	10%	28%	40%	10%	5%	52.6%
Children in ASD	Kids not ASD	11%	22%	18%	40%	4%	5%	4.3%
	Kids in ASD	0%	7%	26%	52%	15%	0%	24.3%
	No kids 5-18	5%	9%	30%	42%	9%	6%	71.5%
Zip Code	South Anc	4%	7%	29%	42%	11%	7%	26.5%
	West Anc	6%	11%	28%	44%	9%	3%	25.1%
	East Anc	1%	10%	26%	48%	12%	3%	36.4%
	Eagle River	8%	9%	34%	40%	6%	4%	12.0%
Household Income	Refused/ Unsure	7%	5%	33%	43%	3%	8%	14.5%
	Less than \$40K	5%	8%	29%	39%	12%	7%	18.8%
	\$40-80K	2%	9%	28%	52%	5%	4%	26.7%
	\$80K+	3%	11%	27%	42%	15%	2%	40.1%
Gender	Male	4%	11%	25%	47%	10%	3%	49.9%
	Female	4%	7%	32%	41%	10%	5%	50.1%

**On a scale of A, B, C, D or F, what grade would you give for the performance of...
The Anchorage School Board
MEAN=2.35**

		F (0)	D (1)	C (2)	B (3)	A (4)	Unsure	BASE
TOTAL		5%	11%	25%	39%	6%	13%	100.0%
Time in Anchorage	0-4 years	2%	12%	11%	29%	12%	33%	11.2%
	5-9 years	4%	12%	19%	42%	8%	15%	7.9%
	10-14 years	10%	9%	26%	40%	3%	12%	11.6%
	15-19 years	0%	7%	34%	42%	5%	12%	7.6%
	20+ years	6%	11%	27%	40%	6%	9%	61.7%
Registration	Democrat	1%	10%	17%	50%	8%	14%	15.2%
	Republican	8%	19%	30%	33%	5%	5%	25.7%
	Non-partisan/ Undeclared	5%	8%	27%	40%	6%	14%	49.1%
	Other	20%	10%	22%	24%	7%	17%	5.4%
	Not registered	0%	6%	11%	44%	11%	28%	4.6%
Age	18-34	0%	2%	24%	34%	4%	36%	12.9%
	35-44	0%	17%	14%	52%	2%	15%	13.2%
	45-54	7%	14%	27%	33%	9%	10%	21.3%
	55+	7%	10%	28%	40%	7%	7%	52.6%
Children in ASD	Kids not ASD	7%	17%	32%	35%	4%	5%	4.3%
	Kids in ASD	4%	10%	24%	42%	9%	12%	24.3%
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Zip Code	South Anc	6%	12%	25%	41%	6%	11%	26.5%
	West Anc	8%	12%	20%	43%	7%	10%	25.1%
	East Anc	3%	8%	28%	38%	7%	17%	36.4%
	Eagle River	7%	15%	29%	32%	6%	11%	12.0%
Household Income	Refused/ Unsure	4%	11%	26%	30%	5%	24%	14.5%
	Less than \$40K	6%	13%	13%	44%	9%	15%	18.8%
	\$40-80K	4%	9%	33%	40%	1%	13%	26.7%
	\$80K+	7%	11%	25%	40%	9%	7%	40.1%
Gender	Male	9%	11%	22%	42%	6%	9%	49.9%
	Female	2%	11%	28%	36%	7%	16%	50.1%

**ASD 3RD QUARTER SURVEY
VOLUNTEERED COMMENTS
OCTOBER 2011**

The every day math is an issue for me.

Carol Comeau is very approachable and attached to the Anchorage community. She's in the trenches! She's very attuned to teachers and their needs and concerns. My opinion of the school district may change when she leaves. The school district runs smoothly; she is good at public relations and is in with the parents, the teachers, the community, and the children. I'm sorry she's leaving! No one can replace her -- she's the best of the six I've worked for.

Not happy with the Chugiak [football] thing.

They are having a tough time with the budget.

The kids growing up need good support through the schools.

As a result of the Chugiak football incident ["F" for Anchorage School Board].