



a Wirthlin inspired consultancy



**Envision
Utah** How we grow matters.

Utah Education Priorities Research





Prepared for and in conjunction with Envision Utah

August 2016

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WITH INNOVATIVE RESEARCH WE
YOU UNDERSTAND HOW TO ENGAGE
THE HEARTS AND MINDS OF PEOPLE
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Methodology

	<u>Phase 1</u>	<u>Phase 2</u>
 MODE	Online Illumination Lab (3)	Online Survey
 LENGTH	90-120 minutes	18 minutes
 DATES	June 20 – 21, 2016	July 25 – August 4, 2016
 AUDIENCE	n=66	n=1,010 General Public
 GEOGRAPHY	Utah residents (1) Minority Utah residents (1) Spanish-speaking Utah residents (1)	Utah residents



EXECUTIVE SUMMARY



Executive Summary: The Fundamentals on Education

- Utahns place a high value on education. It emerges as a top priority for the state to focus on, and it is viewed as critical for the state's economic development
- The vast majority of Utahns believe more education is needed to stay ahead compared to a few decades ago.
- The quality of education in Utah is not where it needs to be. Less than half of Utahns are satisfied with the quality of K-12 education in the state.
 - + A majority also believes education quality is getting worse or stagnating.
 - + Utah is not perceived as a leader among the states in education.
- Most Utahns think the state does not spend enough on education, and a slight majority are willing to pay more to increase state funding. Another third might or might not be willing.
- Most believe high parental involvement is key for improving educational outcomes.
 - + When parents or other family members are not engaged in education, responsibility is believed to fall to educators and the larger community.
 - + After parents, quality teachers are seen as most critical to education quality, and Utahns believe they should receive more support and resources.

Executive Summary – Messaging

- How to address quality in a way that resonates with all Utahns?
 - + Focus first on a shared importance of education and its link to broad state economic health (principles outlined on previous page)
 - + Acknowledge that while parents play a vital role in education, not all children have parents who can be involved. In these cases, Utahns recognize and support the community stepping up to fill the gap.
 - + Increased funding, which a majority support, is even stronger when connected to teachers and community programs that help address shortfalls in parental engagement—ensuring that “every” child gets the education they need.

Executive Summary – Values Ladder

■ There are three values ladder pathways

+ Better Community

- Higher teacher quality, more parental engagement, and higher school funding give students more knowledge and skills.
- This makes them better citizens who are able to contribute to the community, which makes life better for future generations.

+ Builds Confidence and Prepares for Life

- Higher teacher quality, more parental engagement, and higher school funding give students more knowledge and skills.
- This gives them confidence to pursue their goals and makes them prepared for life, which leads to values of success and accomplishment.

+ Better Quality of Life/Lifts Families out of Poverty

- A greater focus on making education more affordable and on STEM, along with higher teacher quality, more parental engagement, and higher school funding, gives students more knowledge and skills and better access to jobs.
- This creates a better quality of life and lifts families out of poverty, which leads to a better life for future generations.
- For Hispanics, diversity, ESL, and the needs of minorities are critical to this path.

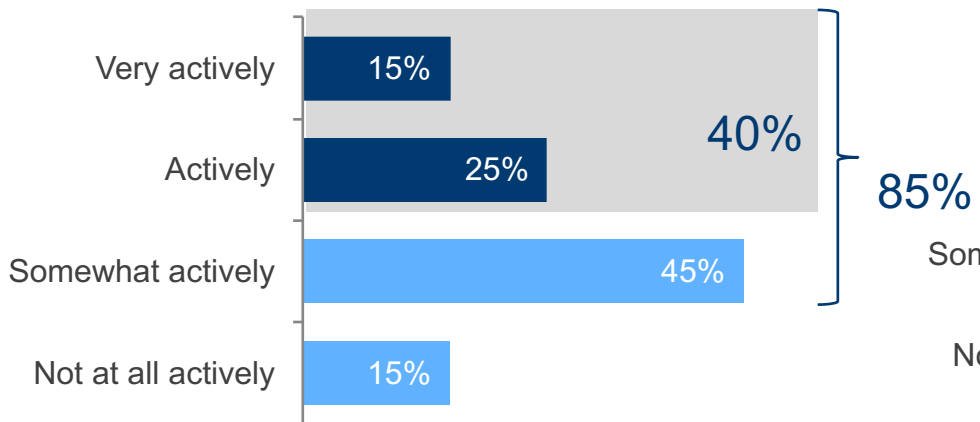


DETAILED FINDINGS

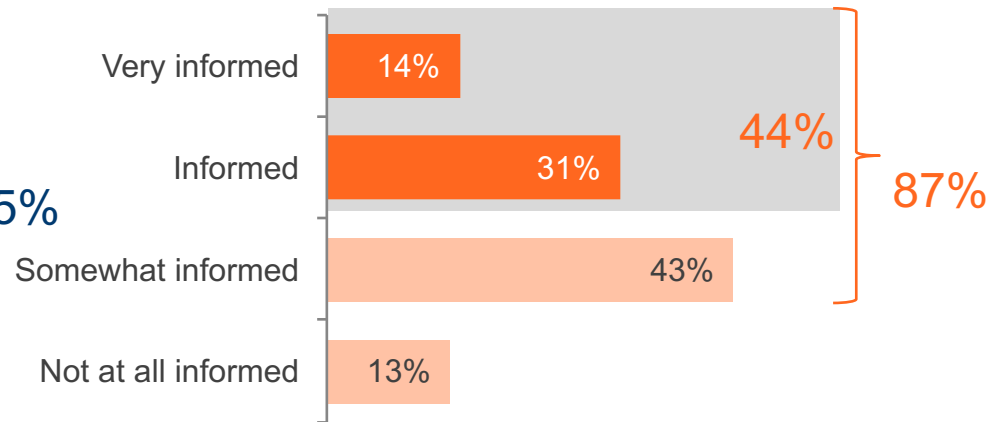
A high number of Utahns are following and are informed about education

34% Very Active/Actively Follow and Very Informed/Informed

Actively Follow Information Related to Education Issues in Utah



Informed Regarding Education Issues in Utah



Very Actively/Actively Follow:
 Post-Graduate Education: 60%
 Believe Education Funding Too High: 60%
 Income over \$75K: 53%
 Children at Home: 49%
 Ages 35-44: 48%

Very Informed/Informed
 Post-Graduate Education: 65%
 Believe Education Funding Too High: 59%
 Income over \$75K: 57%
 Children at Home: 53%
 Willing to Increase Education Spending: 51%
 Ages 35-44: 53%
 Mormons: 49%

BASE: All Respondents (n=1010)
 Q200. There are a lot of issues in the news, and it can be hard to keep track of all of them. How actively do you follow information related to education issues in Utah?
 Q205. How informed do you consider yourself to be regarding education issues in Utah?

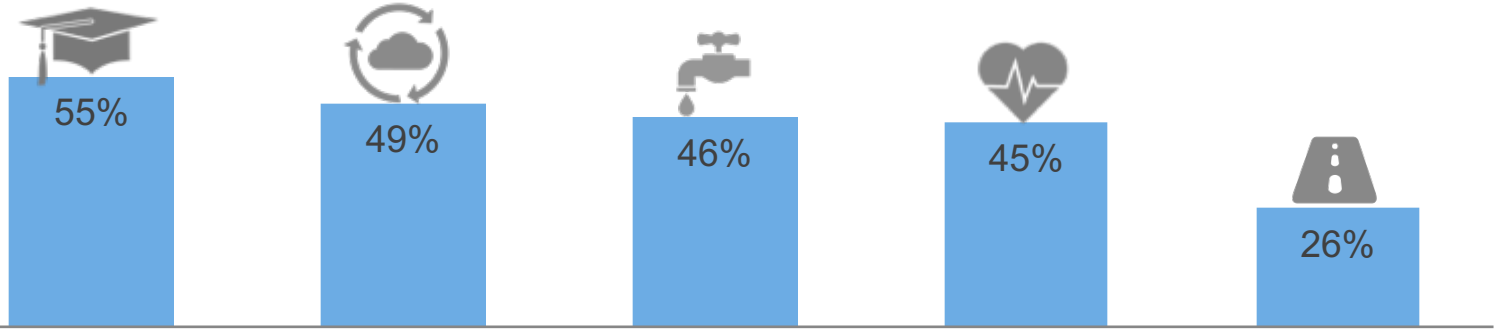
Residents believe education should be the top focus of the state

Over half believe it is very important for Utah to focus on education, more than environmental issues, healthcare or transportation.



Important for the State of Utah to Focus On
Top 2 Box (9 or 10 on a 10-point scale)

Education is also a top issue among Hispanics with 56% rating it as a 9 or 10 on a 10-point importance scale.



Education

Air quality

Water Supply

Healthcare

Transportation/Roads

Willing to Increase Education Spending: 66% 18-24: 64% Children at Home: 61% Funding Too Low: 61%	Liberals: 66% Democrats: 65% 65+: 60% Non-Religious: 57%	65+: 60% 55-64: 57% Children at Home: 53%	Liberals: 57% Democrats: 56%	55-64: 33%
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BASE: All Respondents (n=1010)

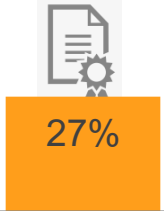
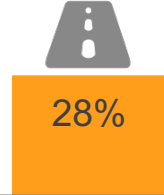
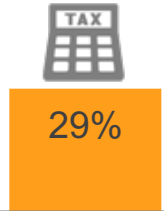
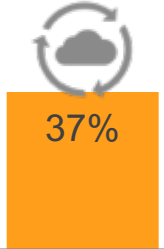
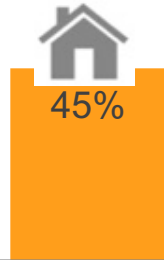
Q300. Please indicate how important you feel each of the following things are for the state of Utah to focus on, using a scale of 1 to 10 where 1 means "not at all important" and 10 means it is "extremely important". You can use any number from 1 to 10.

Utahns believe education is the most important aspect of a strong economy

Affordable costs of living are also seen as a large driver of a strong economy.

\$ Important for Strength of Economy
Top 2 Box (9 or 10 on a 10-point scale)

Hispanics also rate the effectiveness of pre-K through 12th grade education as being important for the economy (53%).



The effectiveness of pre-K through 12th grade education Affordable cost of living and doing business Air quality How business-friendly our taxes and regulations are The effectiveness of our transportation infrastructure in moving people and goods Increasing the number of people with a college degree or certificate

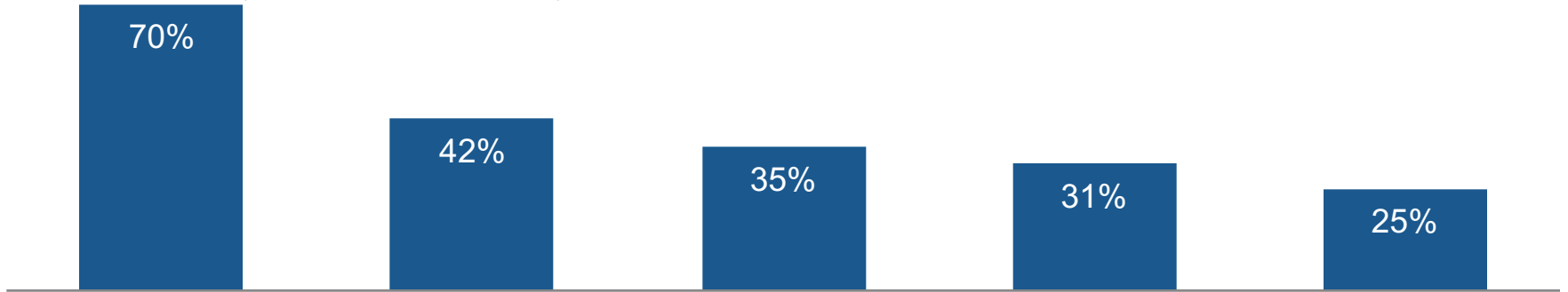
Willing to Increase Education Spending: 61% Females: 57%	\$25-\$50K: 56% Females: 55%	Liberals: 57% Democrats: 52% 65+: 50% Children at Home: 49% Some college: 46%	HS or less: 44% 65+: 42%	N/A	Liberals: 40% Democrats: 38% Females: 34%
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BASE: Split Sample (n=505)
Q302. Thinking specifically now about the strength of the economy, please indicate how important you feel each of the following things are for the strength of the economy and the availability of quality jobs in the state of Utah, using a scale of 1 to 10 where 1 means "not at all important" and 10 means it is "extremely important". You can use any number from 1 to 10.

Utahns place the most importance on improving K-12 programs



Important for Improving Education
Top 2 Box (9 or 10 on a 10-point scale)



K-12th grade education	Higher education (1, 2, 4 yr programs)	Education in home before children begin school	Adult education (for working adults)	Preschool
Willing to Increase Education Spending: 80% Funding Too Low: 76%	65+: 55% More than \$150K: 52%	65+: 47% Funding About Right: 47%	Under \$25K: 45% 18-24: 42% Liberals: 41% 35-44: 39% Democrats: 38% HS or Less: 37%	Under \$25K: 37%

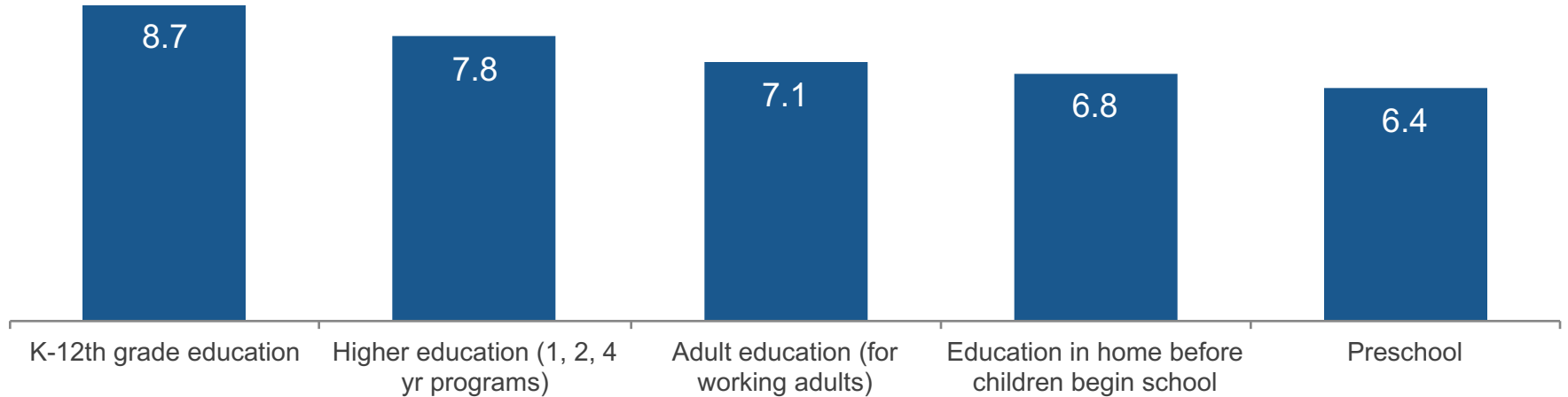
BASE: Split Sample (n=505)
Q303. Now thinking specifically about education, please indicate how important you feel each of the following things are for the state of Utah to focus on, using a scale of 1 to 10 where 1 means "not at all important" and 10 means it is "extremely important". You can use any number from 1 to 10.

But Utahns place above average importance on all levels of the education system

Perceptions of the importance of preschool need the most improvement, especially considering how important studies have shown preschool and early education to be to overall education outcomes.



Important for Improving Education
Mean Score



Satisfaction is highest with the quality of local college and lowest with the affordability of that education

Completely/Somewhat Satisfied

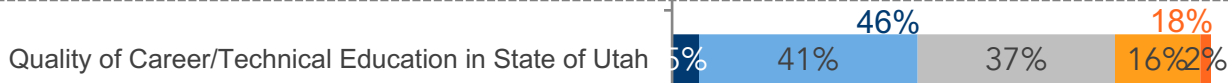
Republicans: 82%; Post-Graduate Education: 78%; \$75-\$100K: 78%; Willing to Increase Education Spending: 78%; Mormons: 74%; 45-54: 73%;



18-24: 70%; Conservatives: 61%; Mormons: 60%;



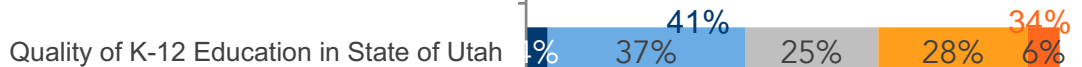
Mormons: 55%;



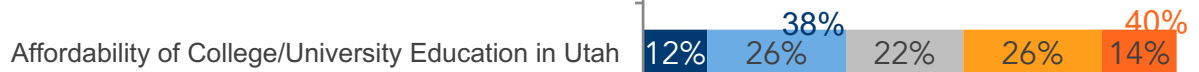
Republicans: 58%; 45-55: 54%; Mormons: 54%; Conservatives: 54%; Children at Home: 54%; Post-Graduate Education: 51%;



Republicans: 53%; 45-54: 52%; Mormons: 50%; Conservatives: 50%; \$100K+: 50%



Post-Graduate Education: 53%; Republicans: 51%; 18-24: 49%; Conservatives: 48%

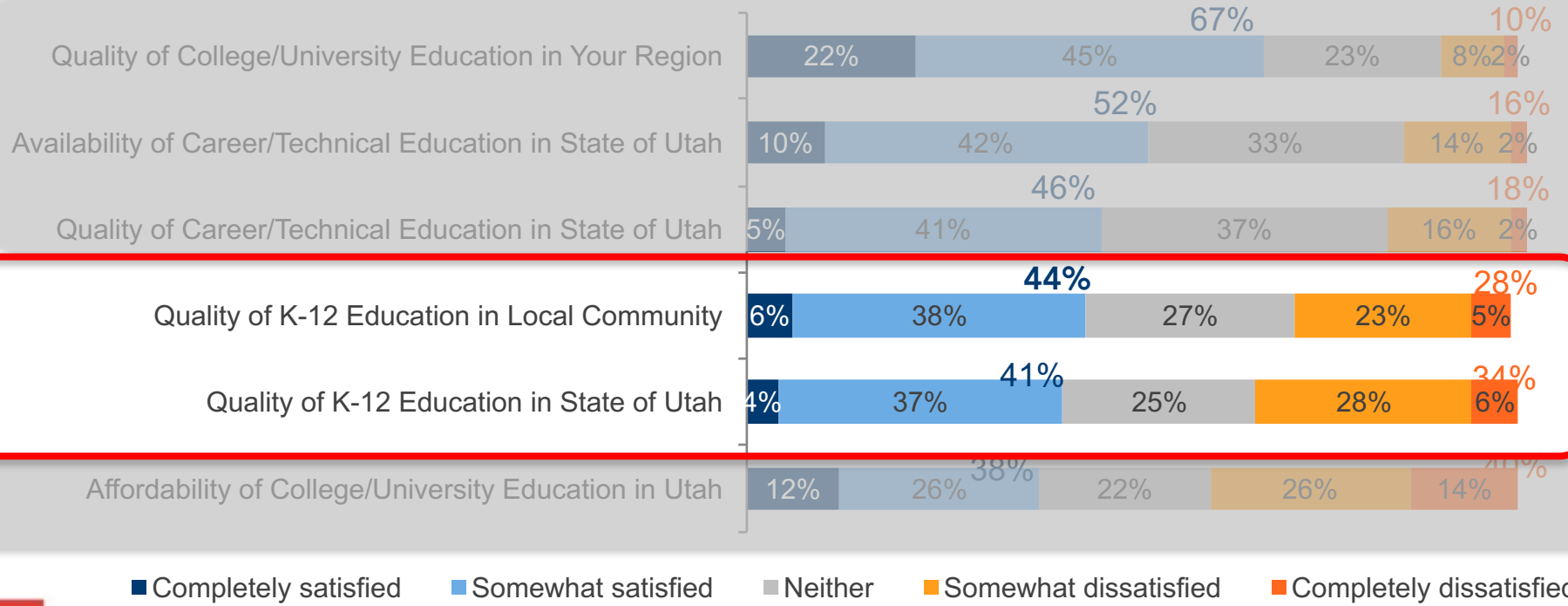


■ Completely satisfied
 ■ Somewhat satisfied
 ■ Neither
■ Somewhat dissatisfied
 ■ Completely dissatisfied

BASE: All Respondents (n=1010)

Q315. Overall, how satisfied are you with the quality of education students receive in kindergarten through 12th grade across the state of Utah today? Would you say you are....
 Q320. Thinking about your own local community. Overall, how satisfied are you with the quality of education students receive in kindergarten through 12th grade in your own local community today? Would you say you are....

Less than half of Utahns are satisfied with state and local K-12 education



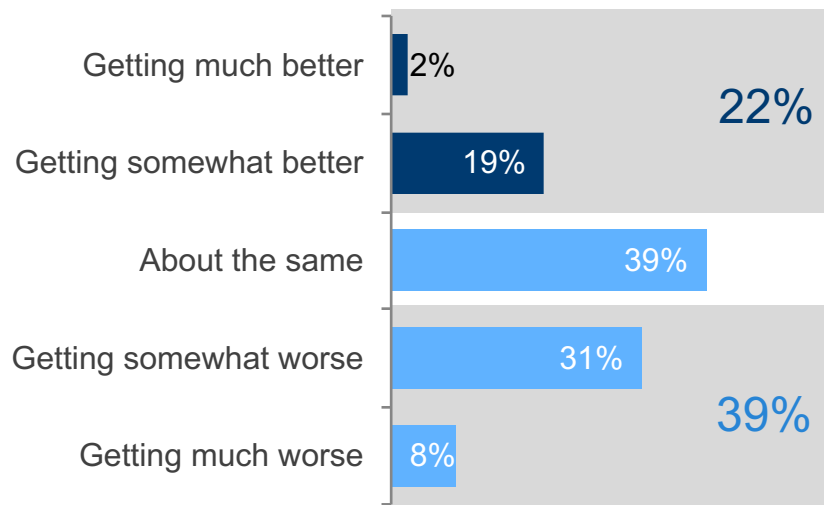
BASE: All Respondents (n=1010)

Q315. Overall, how satisfied are you with the quality of education students receive in kindergarten through 12th grade across the state of Utah today? Would you say you are....
 Q320. Thinking about your own local community. Overall, how satisfied are you with the quality of education students receive in kindergarten through 12th grade in your own local community today? Would you say you are....

Utahns see Utah's education as stagnating or getting worse and not comparing well to other states.

Fewer than one-quarter believe education in the state is getting better.

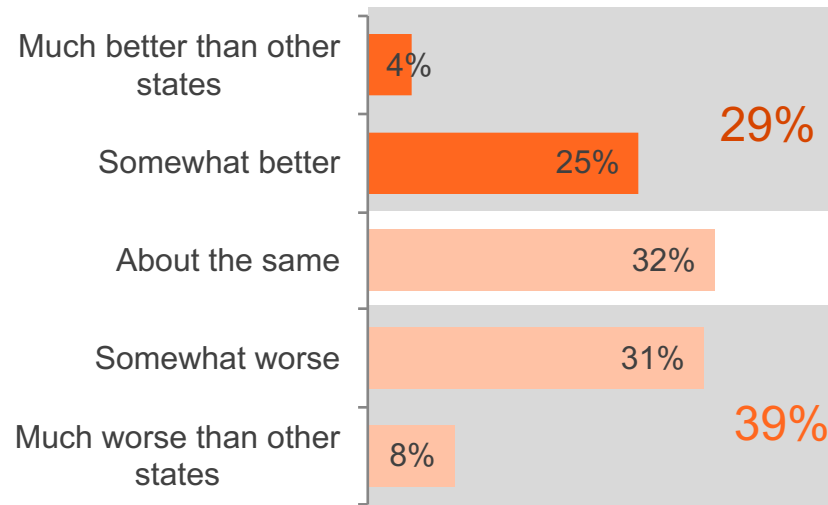
Quality of K-12 Education in State of Utah



Much/Somewhat Better

N/A

Quality of K-12 Education Compared to Other States



Much/Somewhat Better

Republicans: 41%

Conservatives: 41%

45-54: 39%

Post-Graduate Education: 37%

Mormons: 35%

BASE: All Respondents (n=1010)

Q325. Do you think the quality of education students receive in kindergarten through 12th grade in Utah today is....

Q330. Do you think the quality of education students receive in kindergarten through 12th grade in Utah today is....

Utahns understand that about a third of the state's children are at risk of remaining in a cycle of poverty.

Groups at higher risk of poverty estimate higher percentages of children at risk: High school education or less (47%), Household income less than \$25,000 (45%), ages 18-24 (41%).

Average Percentage of Utah's Child Population Thought to be at Risk of Poverty

35%



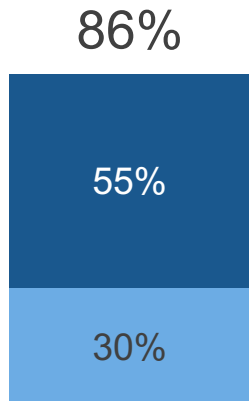
Actual 31%

Utahns see the value and importance of education beyond high school.

Those with higher education are more likely to see the importance of it.

More Education and Training is Needed

- Definitely like
- Somewhat like

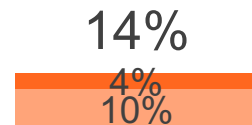
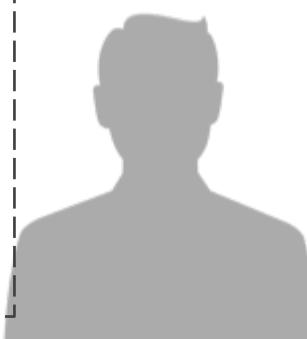


- \$150K+: 94%
- Willing to Increase Education Spending: 91%
- College degree: 90%
- Post-graduate degree: 89%

Person A believes we are living in times when our economy is driven by different kinds of jobs than there were a generation ago—to make a good living today and to stay ahead in life you need more education and training than you did a few decades ago.

High School Education is Good Enough

- Definitely like
- Somewhat like



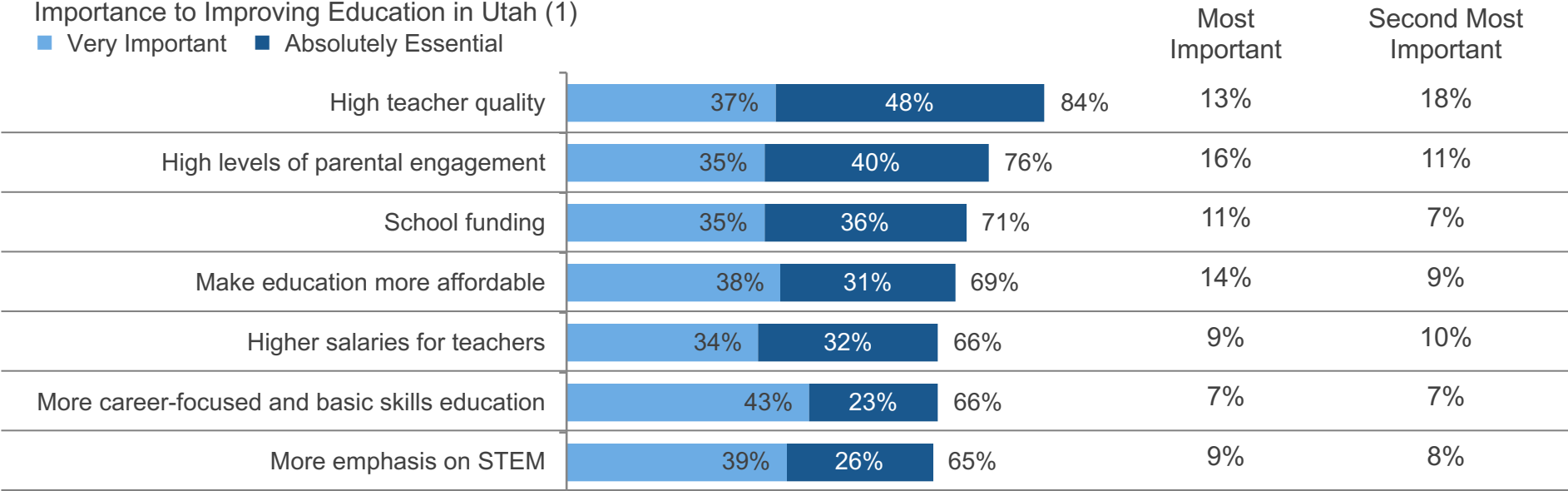
- High school education or less: 24%
- Independents: 21%

Person B believes that a high school education is good enough—there are many jobs and career paths that do not require completion of a certificate or degree after high school that can provide a good living for you and your family.

VALUES LADDERS

YOUR GOALS WITH INNOVATIVE RESEARCH WE HELP YOU
UNDERSTAND HOW TO ENGAGE THE HEARTS AND MINDS OF
PEOPLE THAT MATTER MOST TO ACHIEVING YOUR GOALS

Teacher quality, parental involvement, affordability, and school funding are seen as driving quality education



Base: All Respondents (n=1010)
 Q600. Below are items that you may or may not think are important to improving education in Utah. Please rate each item based on how important you believe it is to improving education in Utah.

Additional support for English language learners and more diversity are some of the least important elements of improving education overall among the general population

These elements are more important among Hispanics.

Importance to Improving Education in Utah (2)

■ Very Important ■ Absolutely Essential

	Very Important	Absolutely Essential	Total	Most Important	Second Most Important
A culture to obtain the most education possible	41%	22%	63%	2%	4%
Smaller class size	35%	23%	58%	5%	9%
More educational opportunities for lower income and minority students	33%	23%	56%	4%	7%
More community engagement and working together	38%	16%	54%	1%	2%
Individualized education	35%	17%	52%	6%	4%
More support for English language learners	26%	15%	41%	1%	3%
Support for cultural and ethnic diversity in curriculum, teachers and counselors	27%	12%	40%	2%	1%

Values Laddering Summary

- Utahns value improving education because it creates a better life for their children and future generations.
 - + Education leads to a better life by improving quality of life/lifting families out of poverty, giving students confidence that lasts through life, and creating positive benefits to society as a whole.
 - + Student skills and knowledge and access to better jobs drive these outcomes and are seen as being most attainable with high quality teachers and parental involvement.
 - + Hispanics place more importance on support for diversity and ESL, as well as on the access to better jobs and benefits to society that education provides.

Education Values Map

Value

Success/Accomplishment
16%

Strong families
10%

Better life for future generation
38%

Independence
7%

Pride
6%

Empowerment
7%

Joy/Happiness
12%

Psychosocial Benefits

Gives me confidence we have the best resources available for education
6%

Creates a better quality of life/lifts families out of poverty
28%

Gives students the confidence to pursue goals/prepares them for life
23%

Contributes to the community/society/State
28%

Strengthens the economy/attracts better companies and industries
10%

Benefits

More likely to believe college is in reach
7%

Access to better jobs
10%

Greater innovation and creativity
5%

More and better resources are made available
5%

Teacher quality improves
6%

Commitment to and power of "working together"
8%

Students gain knowledge and skills
23%

Improved opportunities and fewer barriers
6%

Education is personally valued
6%

More focused attention on the students
6%

Attributes

Make education more affordable
11%

More emphasis on STEM
9%

More support for ESL programs
2%

More educational opportunities for lower income/minority students
5%

More support for diversity
1%

High teacher quality
16%

Higher salaries for teachers
9%

School funding
9%

High levels of parental engagement
13%

Individualized education
5%

More career-focused and basic skills education
7%

Smaller class size
7%

Based on 1st and 2nd Most Important Issues

Education Values Map

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Success/Accomplishment
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Strong families
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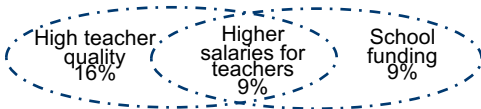
School funding
9%

High levels of parental engagement
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More career-focused and basic skills education
7%

Individualized education
5%

Smaller class size
7%



Based on 1st and 2nd Most Important Issues

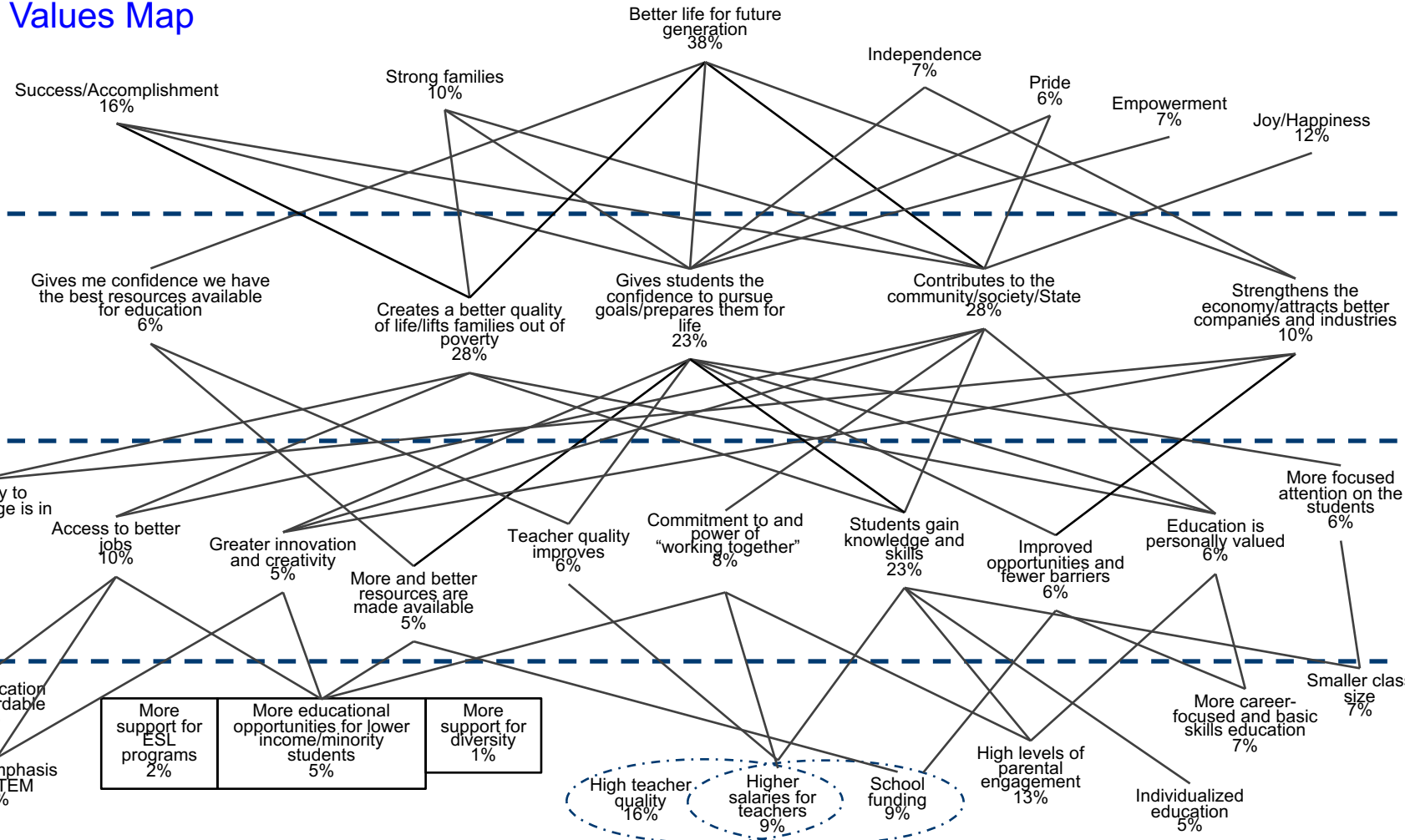
Education Values Map

Value

Psychosocial Benefits

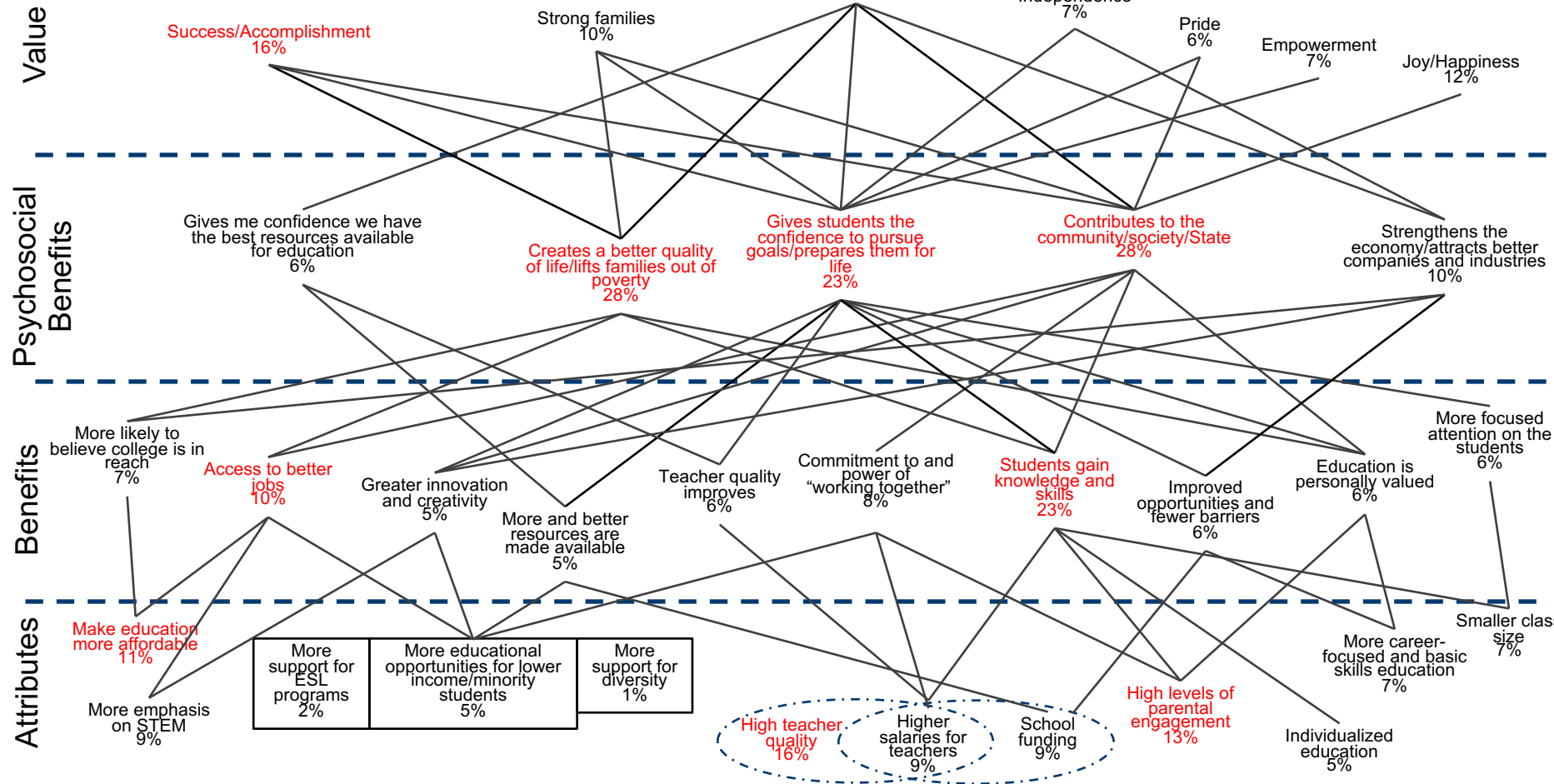
Benefits

Attributes



Based on 1st and 2nd Most Important Issues

Education Values Map



Based on 1st and 2nd Most Important Issues

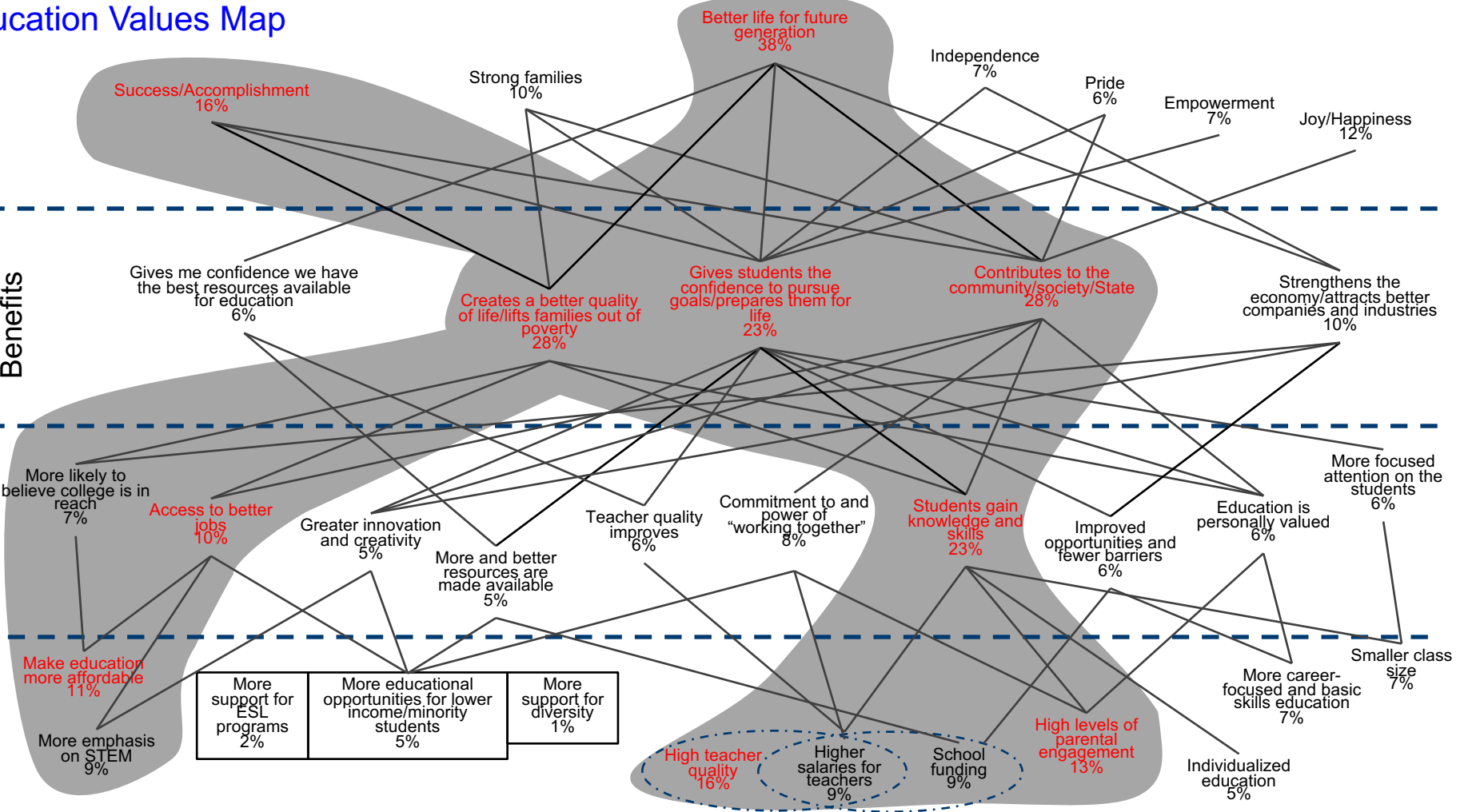
Education Values Map

Value

Psychosocial Benefits

Benefits

Attributes



Based on 1st and 2nd Most Important Issues

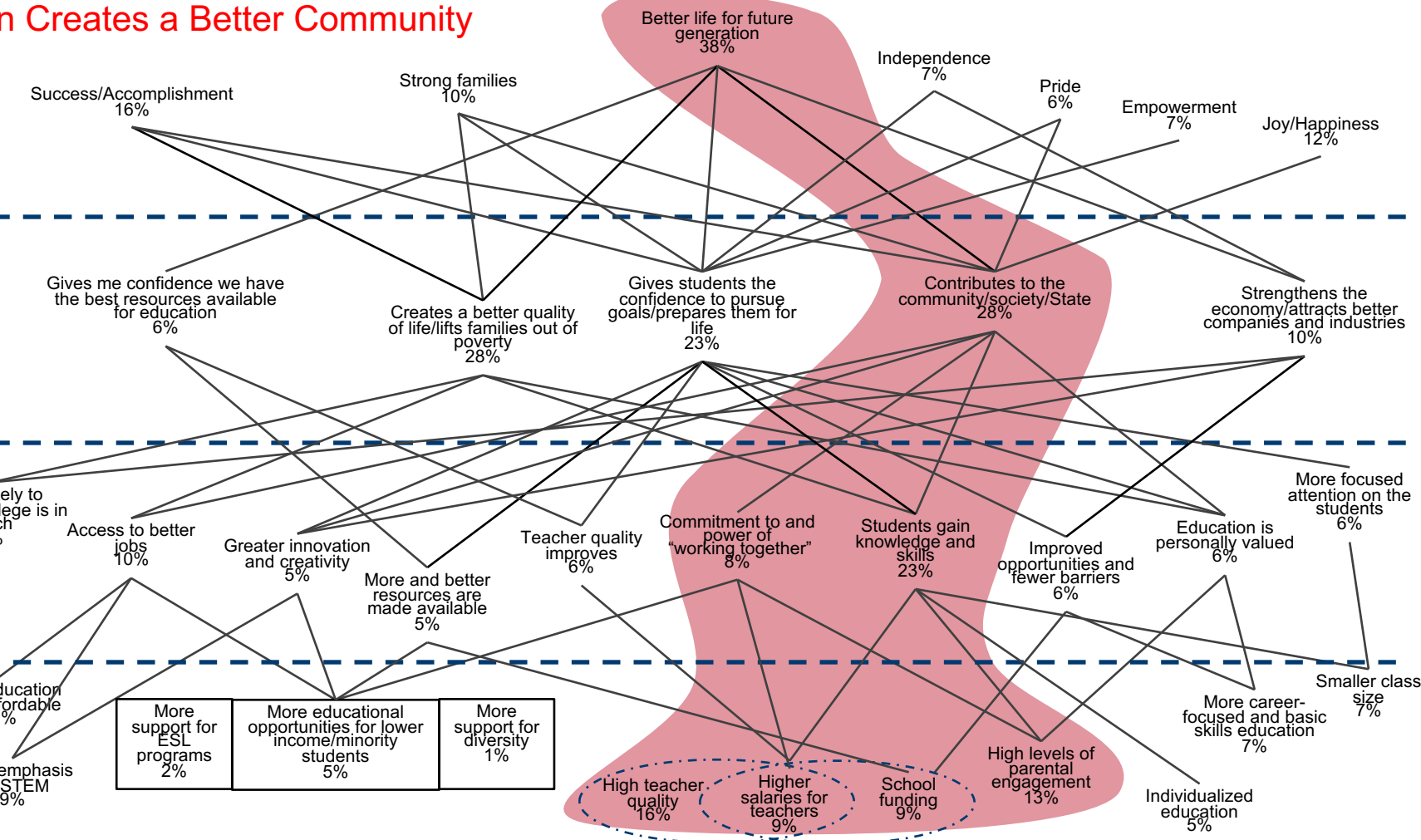
Education Creates a Better Community

Value

Psychosocial Benefits

Benefits

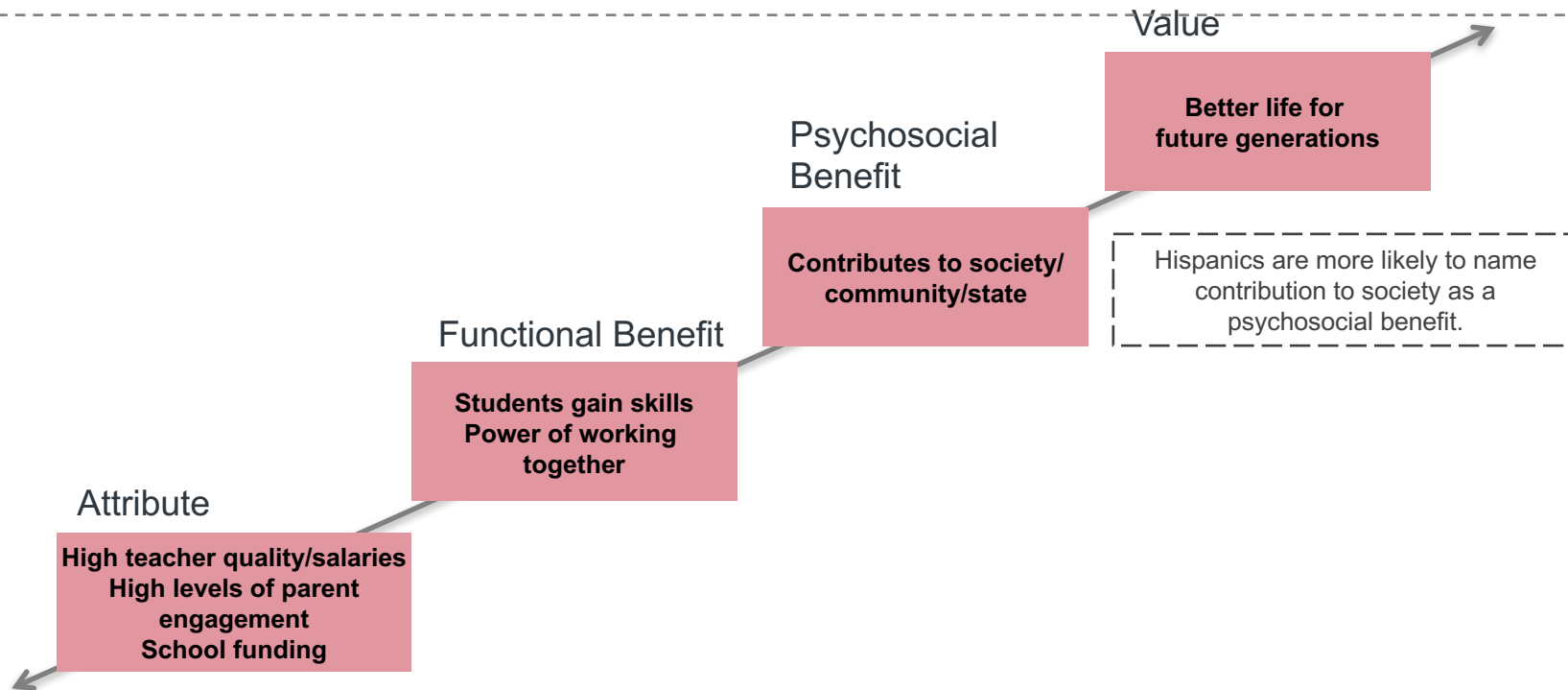
Attributes



Based on 1st and 2nd Most Important Issues

Education Creates a Better Community Ladder

Better teachers and high parent engagement give students the skills they need to contribute to society, making future generations better off.



Education Creates a Better Quality of Life

Value

Success/Accomplishment 16% Strong families 10% Better life for future generation 38% Independence 7% Pride 6% Empowerment 7% Joy/Happiness 12%

Psychosocial Benefits

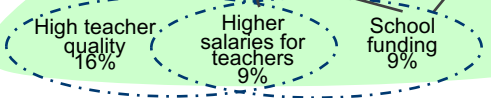
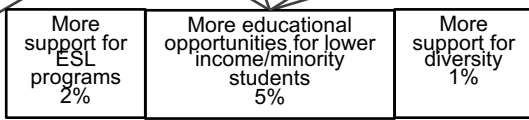
Gives me confidence we have the best resources available for education 6% Creates a better quality of life/lifts families out of poverty 28% Gives students the confidence to pursue goals/prepares them for life 23% Contributes to the community/society/State 28% Strengthens the economy/attracts better companies and industries 10%

Benefits

More likely to believe college is in reach 7% Access to better jobs 10% Greater innovation and creativity 5% Teacher quality improves 6% Commitment to and power of "working together" 8% Students gain knowledge and skills 23% Improved opportunities and fewer barriers 6% Education is personally valued 6% More focused attention on the students 6%

Attributes

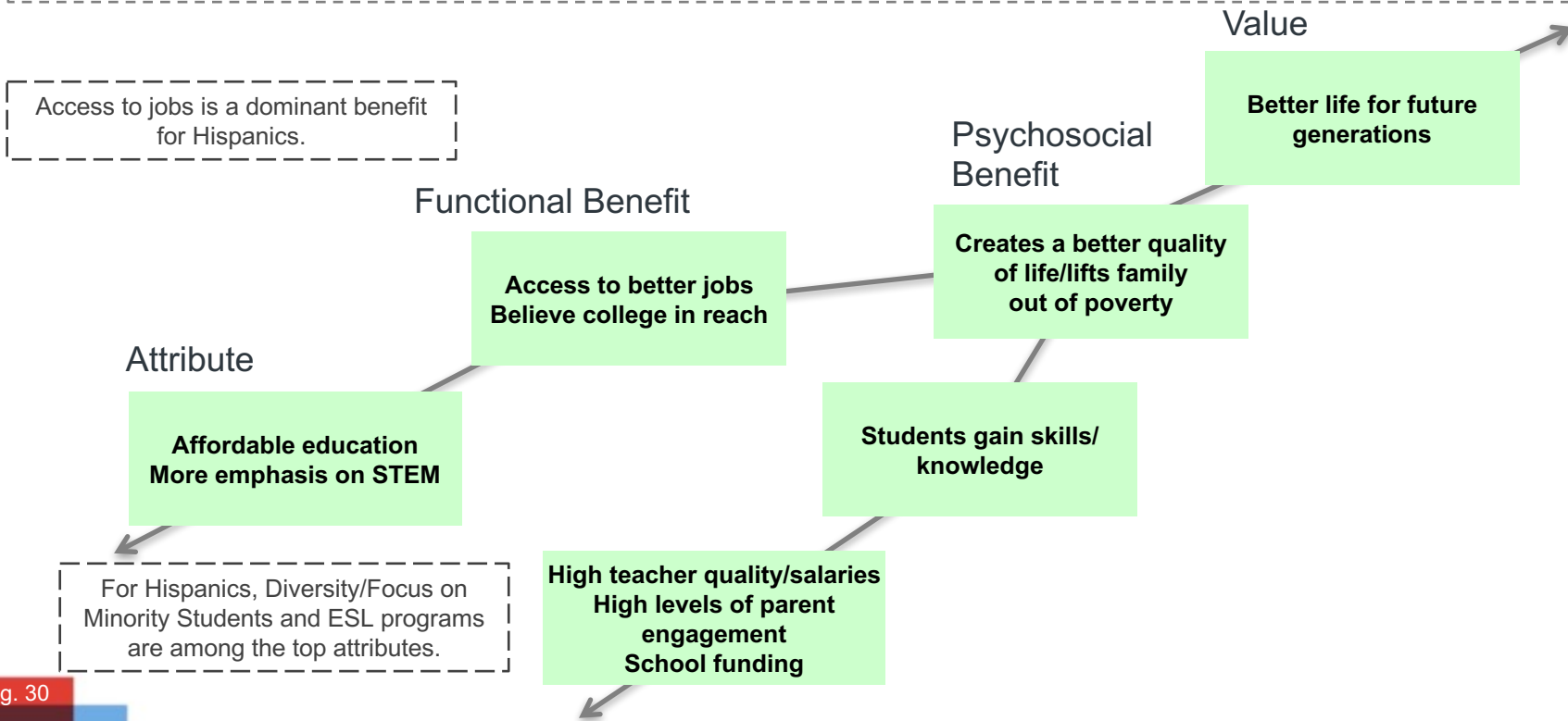
Make education more affordable 11% More emphasis on STEM 9% More support for ESL programs 2% More educational opportunities for lower income/minority students 5% More support for diversity 1% High teacher quality 16% Higher salaries for teachers 9% School funding 9% High levels of parental engagement 13% Individualized education 5% More career-focused and basic skills education 7% Smaller class size 7%



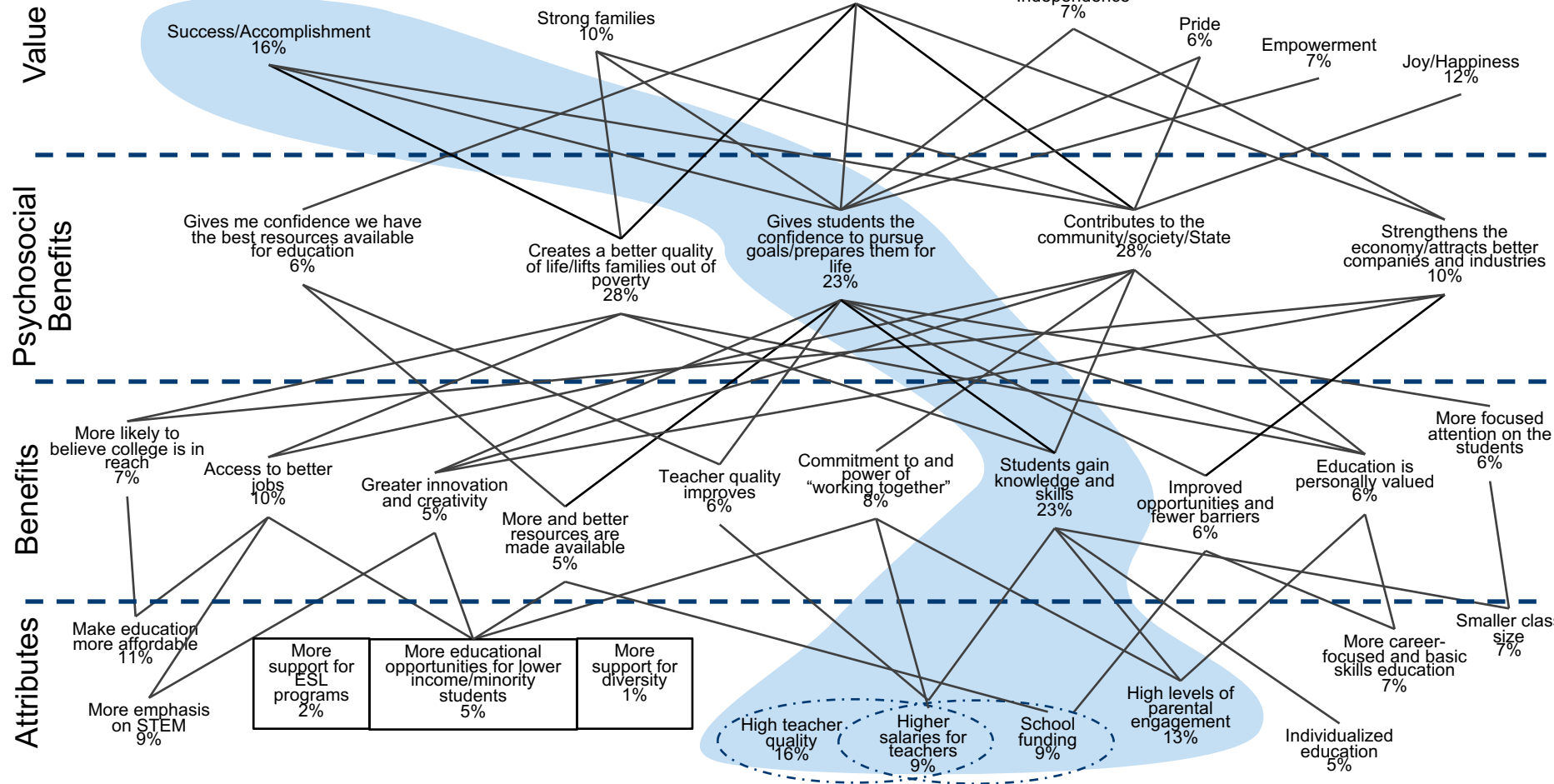
Based on 1st and 2nd Most Important Issues

Education Creates a Better Quality of Life Ladder

The Better Quality of Life ladder is particularly important for Hispanics.



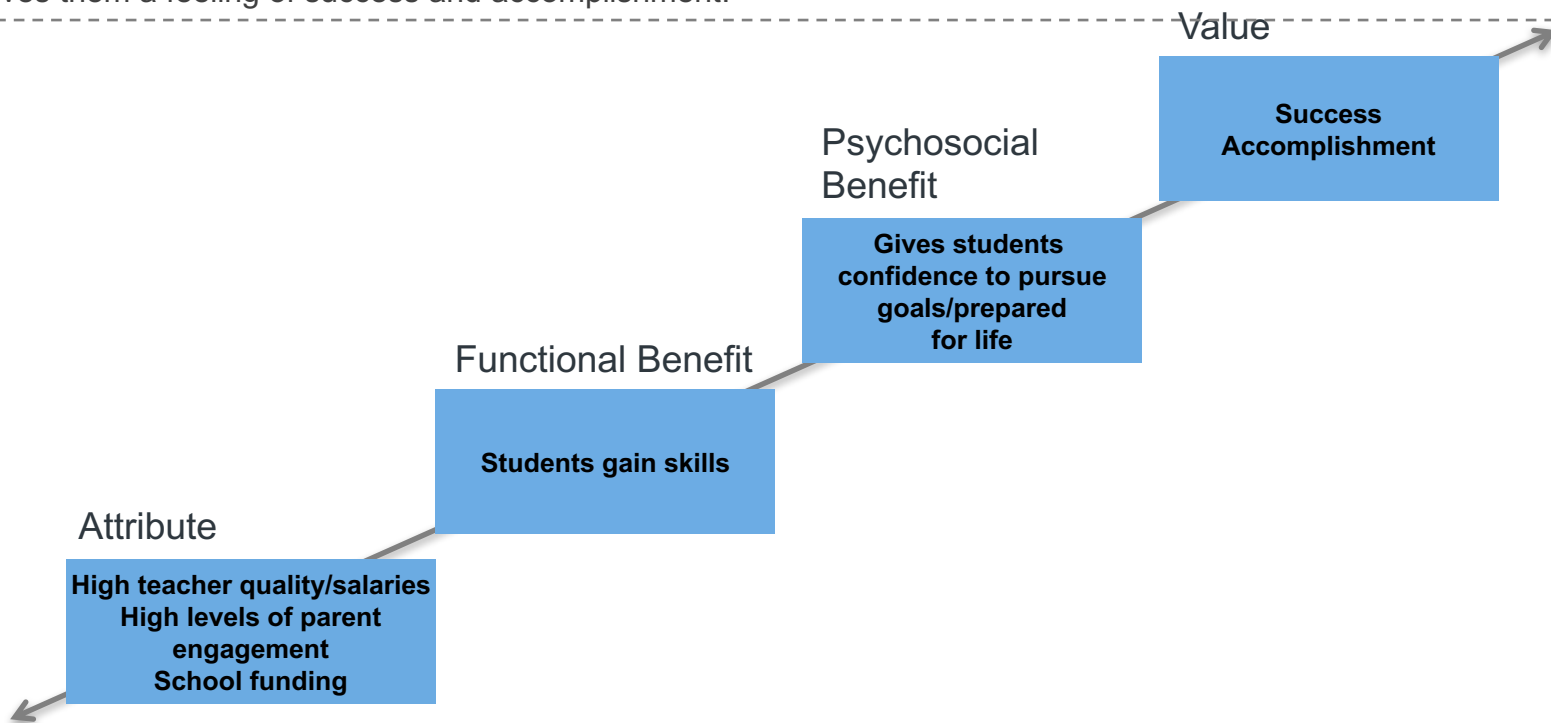
Education Builds Confidence and Prepares for Life



Based on 1st and 2nd Most Important Issues

Education Builds Confidence and Prepares for Life Ladder

Better teachers and high parent engagement also give students the confidence to pursue goals and feel prepared for life which gives them a feeling of success and accomplishment.



Education's Three Priorities

Value

Success/Accomplishment 16%
 Strong families 10%
 Independence 7%
 Pride 6%
 Empowerment 7%
 Joy/Happiness 12%

Psychosocial Benefits

Gives me confidence we have the best resources available for education 6%
Creates a better quality of life/lifts families out of poverty 28%
Gives students the confidence to pursue goals/prepares them for life 23%
Contributes to the community/society/State 28%
 Strengthens the economy/attracts better companies and industries 10%

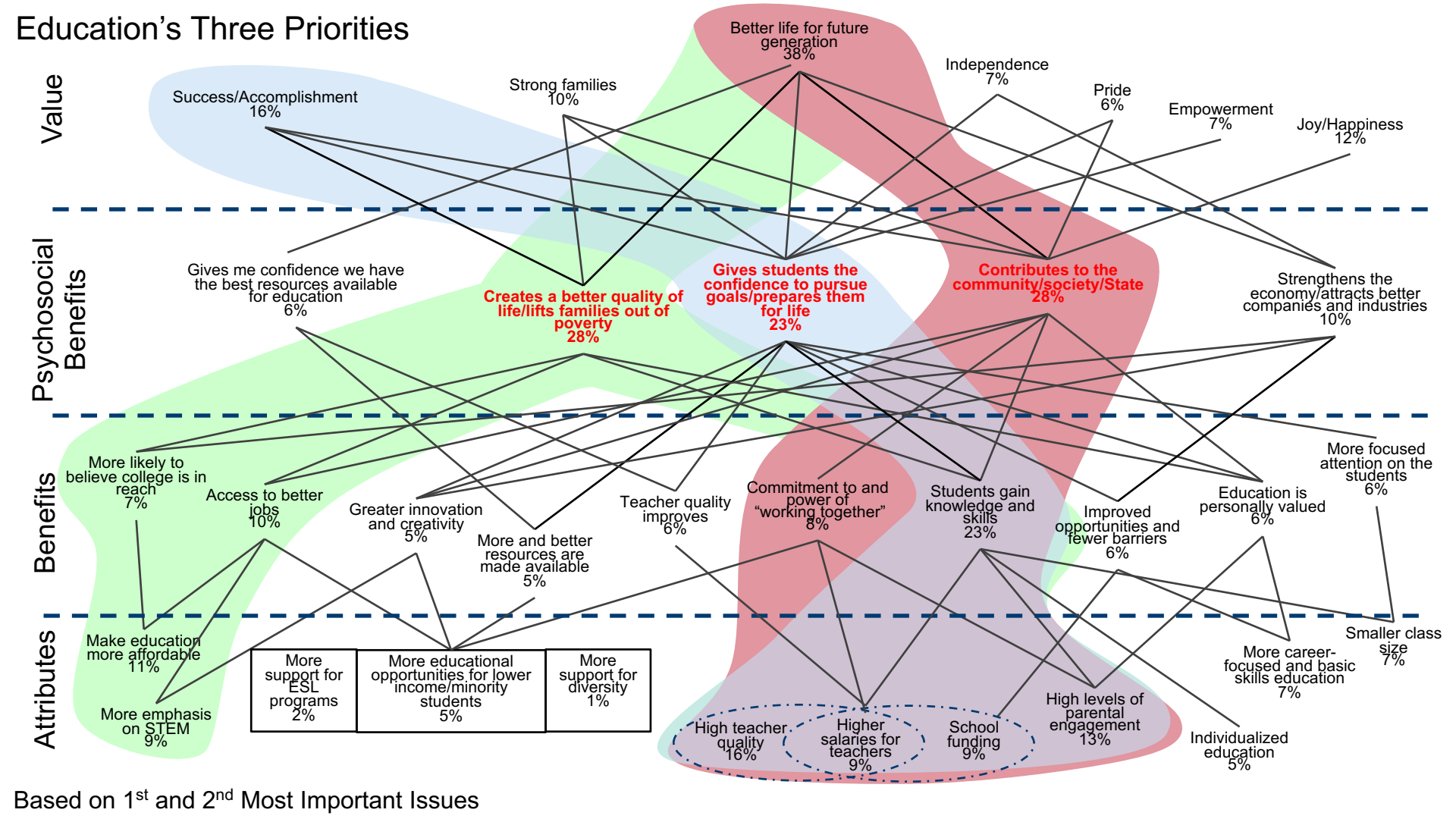
Benefits

More likely to believe college is in reach 7%
 Access to better jobs 10%
 Greater innovation and creativity 5%
 More and better resources are made available 5%
 Teacher quality improves 6%
 Commitment to and power of "working together" 8%
 Students gain knowledge and skills 23%
 Improved opportunities and fewer barriers 6%
 Education is personally valued 6%
 More focused attention on the students 6%

Attributes

Make education more affordable 11%
 More emphasis on STEM 9%
 More support for ESL programs 2%
 More educational opportunities for lower income/minority students 5%
 More support for diversity 1%
 High teacher quality 16%
 Higher salaries for teachers 9%
 School funding 9%
 High levels of parental engagement 13%
 Individualized education 5%
 More career-focused and basic skills education 7%
 Smaller class size 7%

Based on 1st and 2nd Most Important Issues



Education Values Map—Hispanics

Value

Success/Accomplishment
13%

Strong families
8%

Better life for future generation
38%

Independence
7%

Pride
7%

Empowerment
9%

Joy/Happiness
12%

Psychosocial Benefits

Gives me confidence we have the best resources available for education
5%

Creates a better quality of life/lifts families out of poverty
24%

Gives students the confidence to pursue goals/prepares them for life
22%

Contributes to the community/society/State
33%

Strengthens the economy/attracts better companies and industries
13%

Benefits

More likely to believe college is in reach
6%

Access to better jobs
17%

Greater innovation and creativity
7%

More and better resources are made available
7%

Teacher quality improves
6%

Students gain knowledge and skills
29%

Education valued by community
7%

Attributes

Make education more affordable
11%

More emphasis on STEM
9%

More support for ESL programs
6%

More educational opportunities for lower income/minority students
9%

More support for diversity
4%

High teacher quality
9%

Higher salaries for teachers
9%

School funding
10%

High levels of parental engagement
7%

Individualized education
7%

More career-focused and basic skills education
7%

Based on 1st and 2nd Most Important Issues

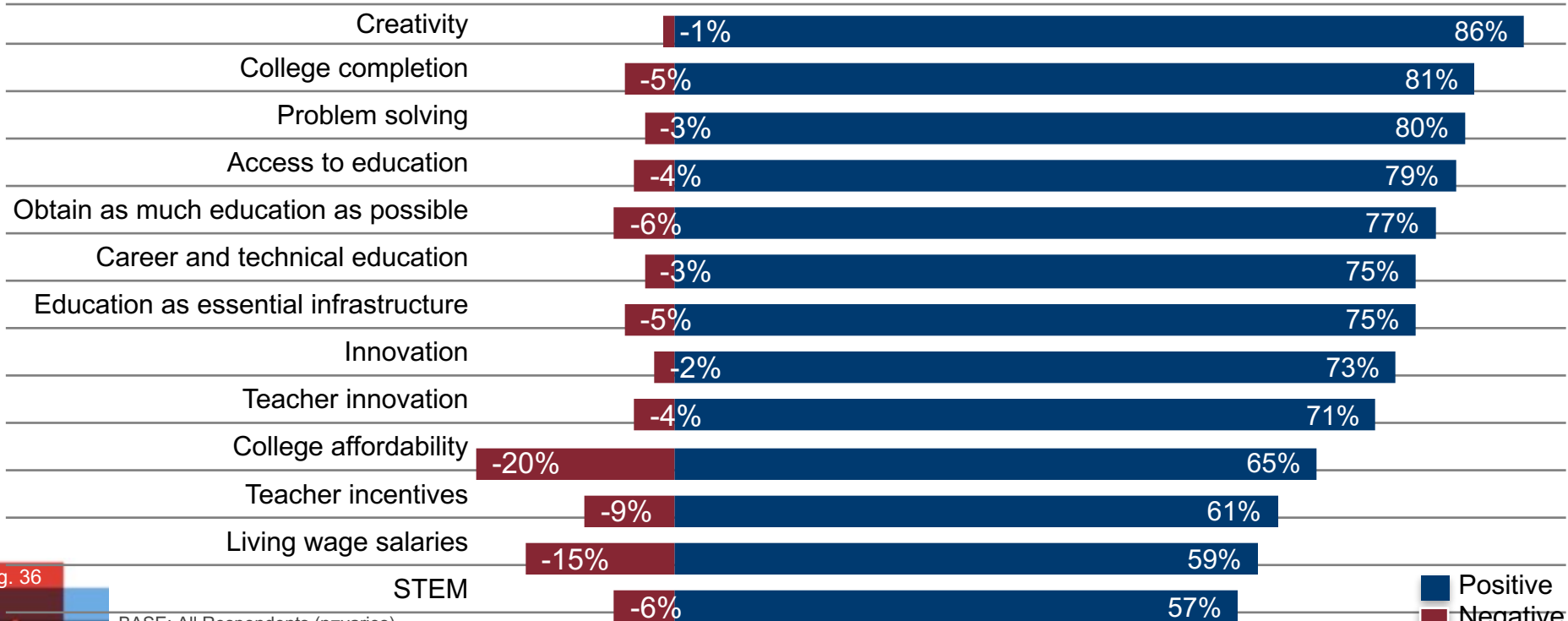
WORDS AND PHRASES TO USE

YOUR GOALS WITH INNOVATIVE RESEARCH WE HELP YOU
UNDERSTAND HOW TO ENGAGE THE HEARTS AND MINDS OF
PEOPLE THAT MATTER MOST TO ACHIEVING YOUR GOALS

Creativity, problem solving, and college completion are phrases that generate the most positive feelings

Reaction to Words/Phrases (1)

% Equity – Positive and Negative



■ Positive
■ Negative

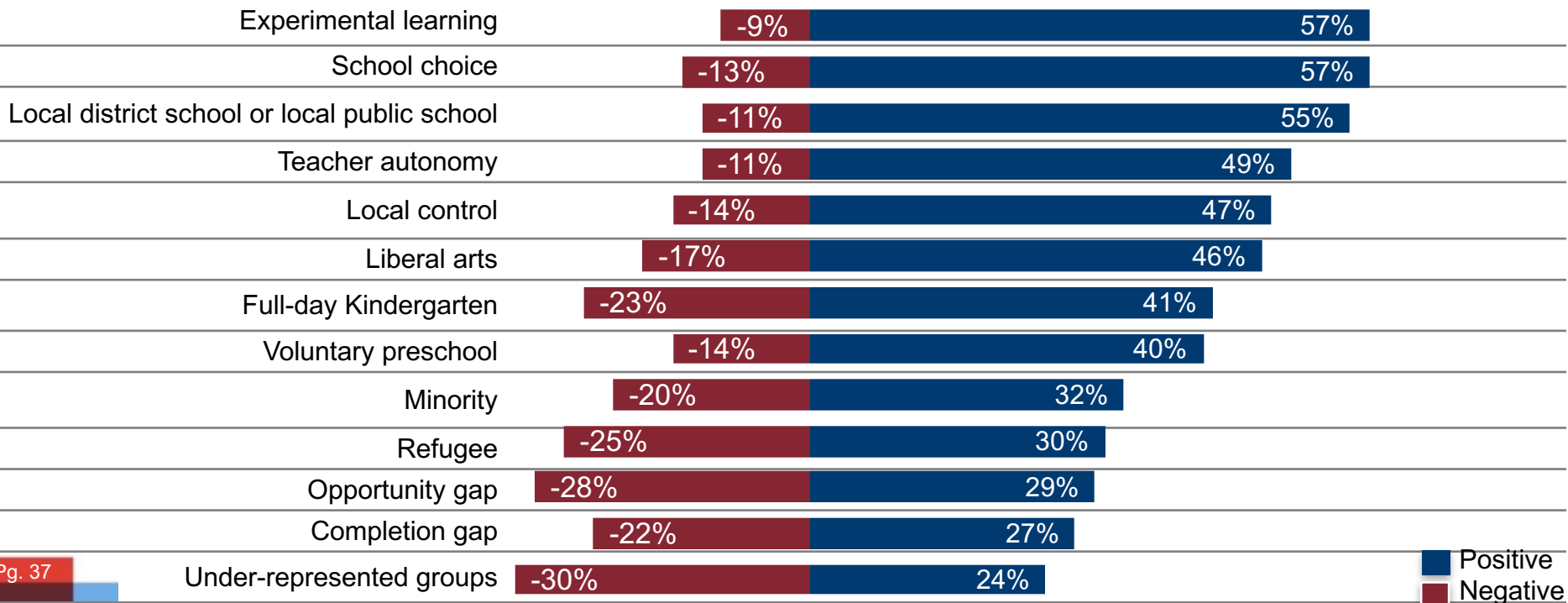
BASE: All Respondents (n=varies)

Q700. In this next section, please think about education and the words and phrases that might be used. For each of the following words and phrases, please indicate whether you have a positive, negative or neutral feeling.

Under-represented groups is a phrase that draws a negative reaction; opportunity gap, refugee and completion gap are also largely negative terms

Reaction to Words/Phrases (2)

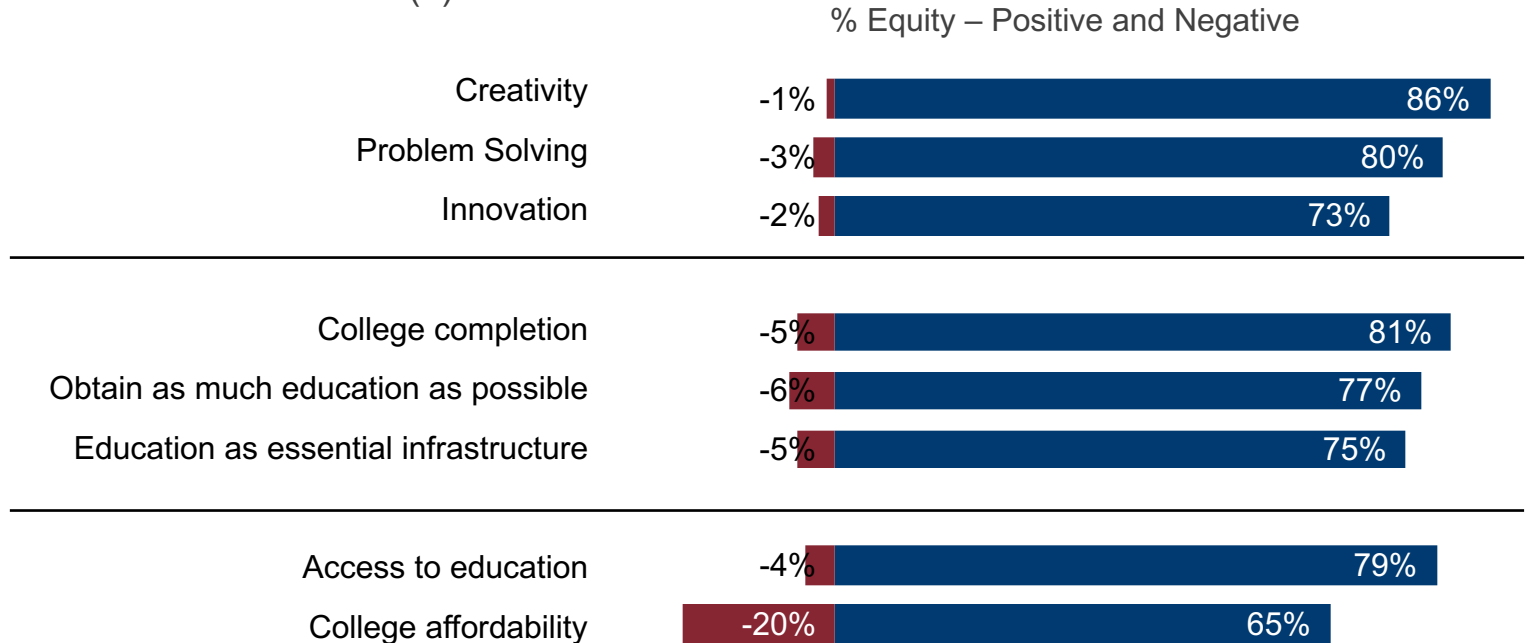
% Equity – Positive and Negative



Positive
Negative

Slight phrasing changes make a big difference in perception

Reaction to Words/Phrases (3)



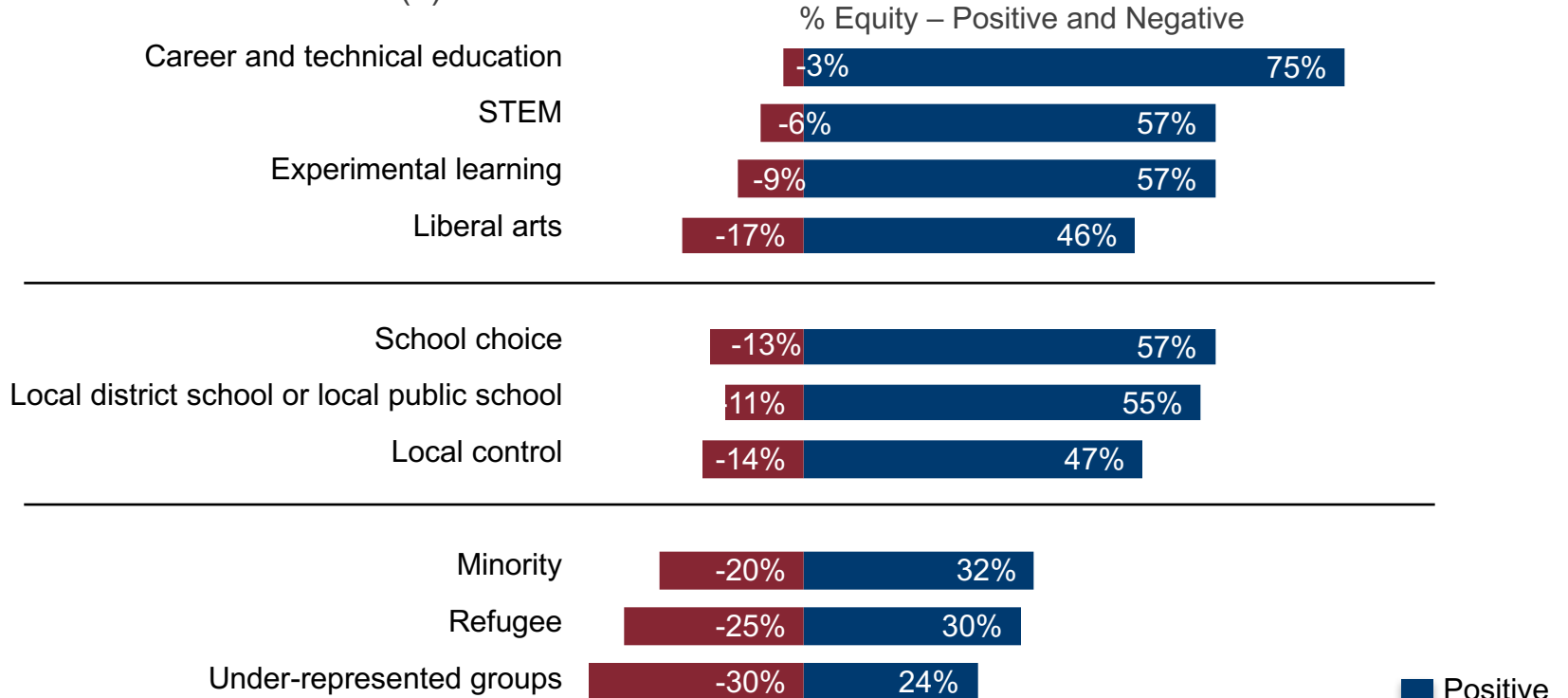
■ Positive
■ Negative

BASE: All Respondents (n=varies)

Q700. In this next section, please think about education and the words and phrases that might be used. For each of the following words and phrases, please indicate whether you have a positive, negative or neutral feeling.

Slight phrasing changes make a big difference in perception

Reaction to Words/Phrases (4)



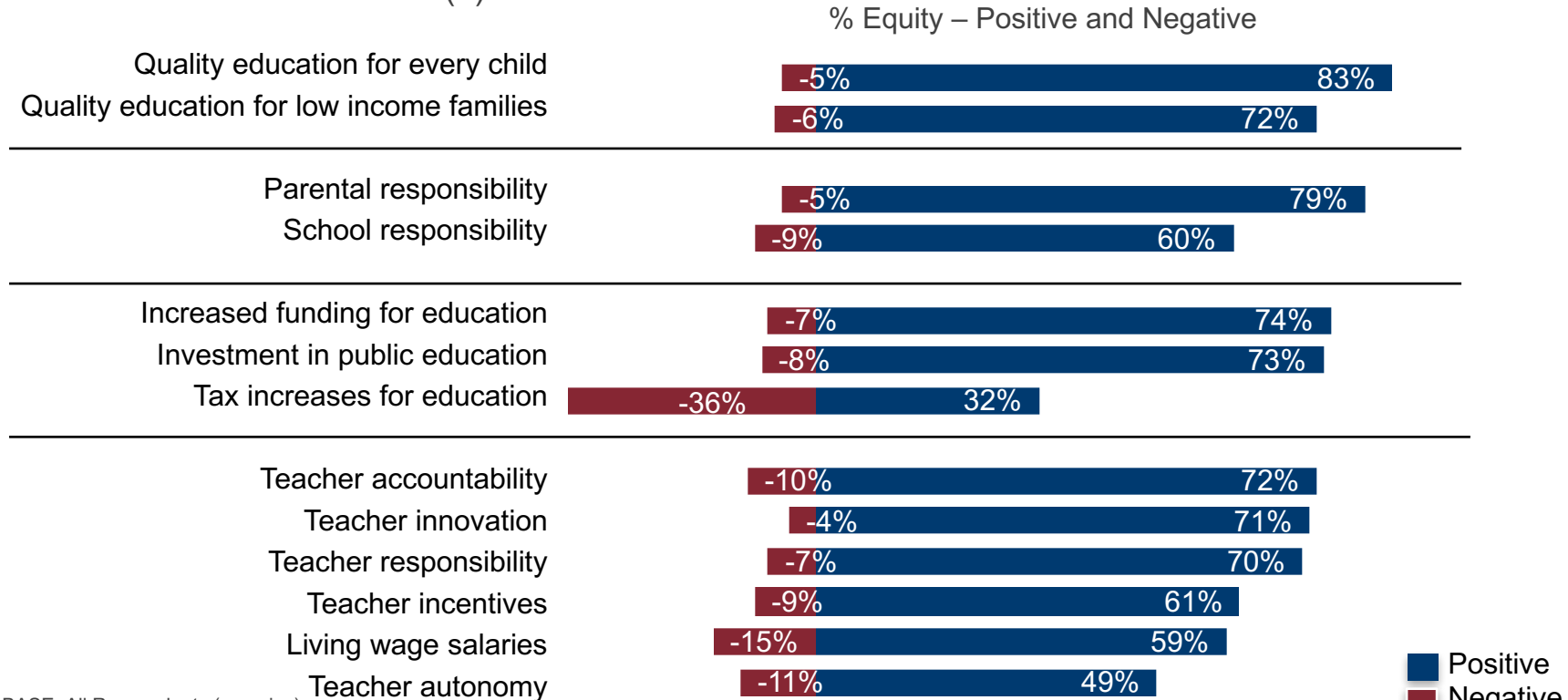
Positive
Negative

BASE: All Respondents (n=varies)

Q700. In this next section, please think about education and the words and phrases that might be used. For each of the following words and phrases, please indicate whether you have a positive, negative or neutral feeling.

Slight phrasing changes make a big difference in perception

Reaction to Words/Phrases (5)

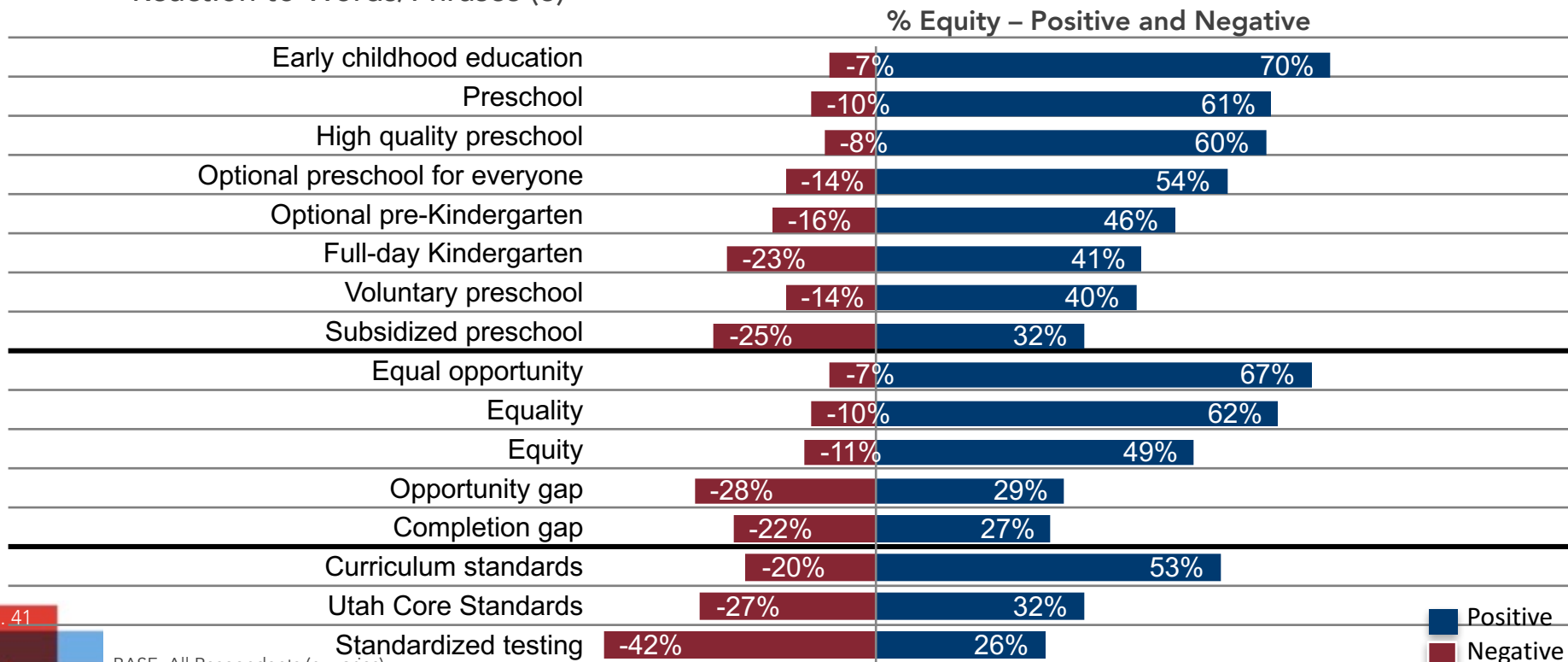


BASE: All Respondents (n=varies)

Q700. In this next section, please think about education and the words and phrases that might be used. For each of the following words and phrases, please indicate whether you have a positive, negative or neutral feeling.

Slight phrasing changes make a big difference in perception

Reaction to Words/Phrases (6)



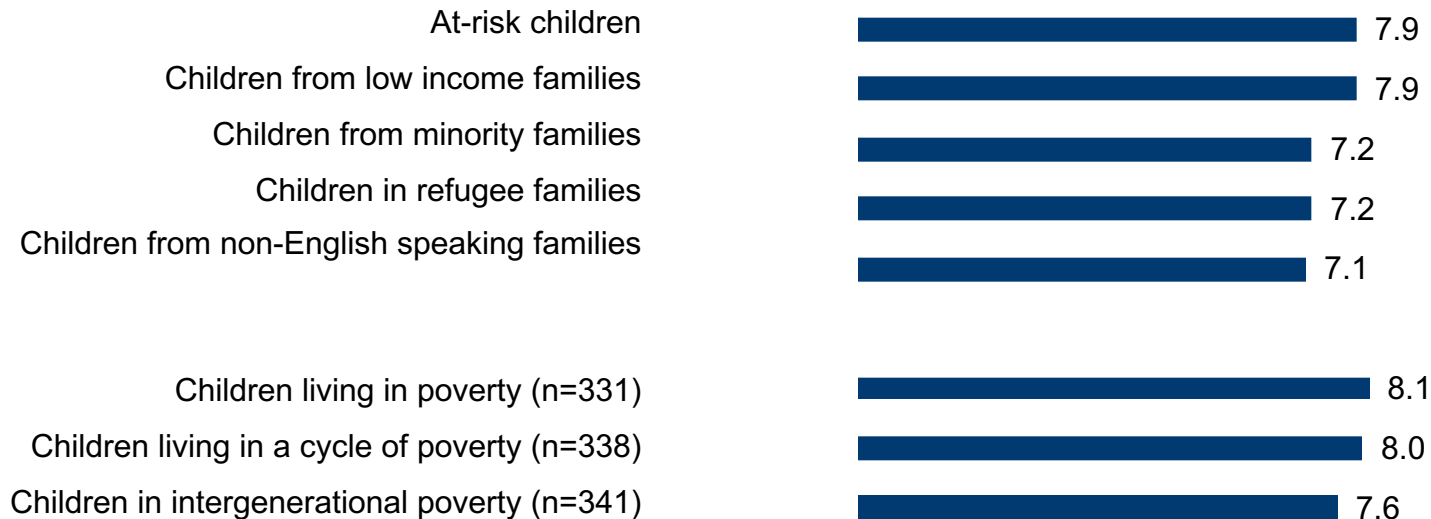
BASE: All Respondents (n=varies)

Q700. In this next section, please think about education and the words and phrases that might be used. For each of the following words and phrases, please indicate whether you have a positive, negative or neutral feeling.

“Children living in poverty” generates the most concern; there is less concern for non-English speaking and refugee children

Priority and Concern

Mean Score (on a 10-point scale)



RESPONSIBILITY & FUNDING

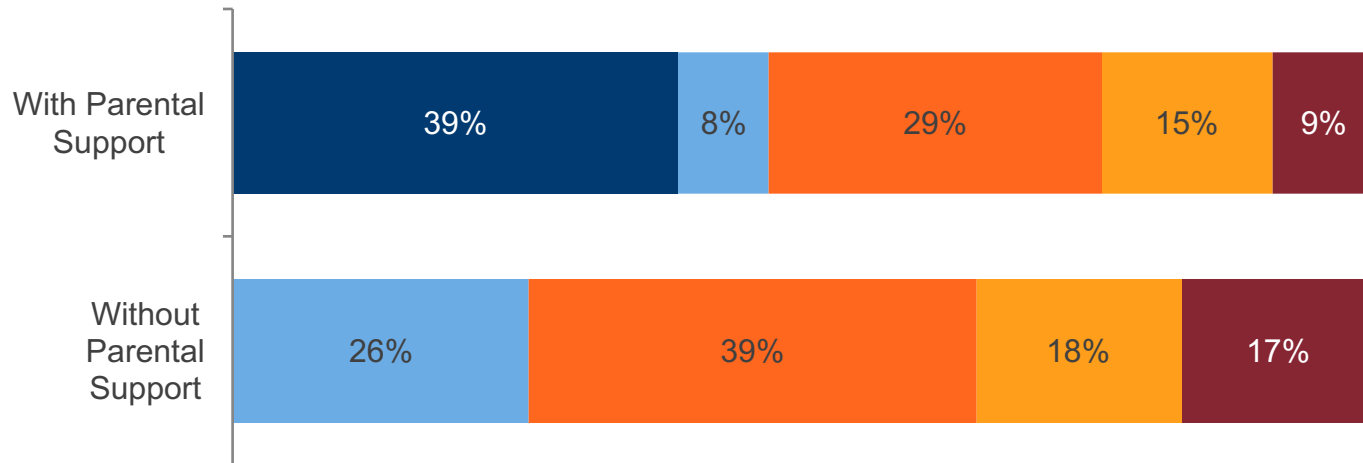
YOUR GOALS WITH INNOVATIVE RESEARCH WE HELP YOU
UNDERSTAND HOW TO ENGAGE THE HEARTS AND MINDS OF
PEOPLE THAT MATTER MOST TO ACHIEVING YOUR GOALS

Parents shoulder the bulk of the responsibility for educating children, followed by educators

If students do not receive support from family, educators and the community are expected to pick up a disproportionate share of the responsibility

Mean Allocation of Responsibility for Educating Children

■ Parents ■ Other family members ■ Educators ■ Elected officials ■ The larger community



\$150K (46%) and Mormons (41%) place more emphasis on parents. HS or Less (12%) and Under \$25K (12%) place more emphasis on the community.

18-24 (20%) and Under \$25K (20%) are more likely to say the community should step in if parents aren't available.

BASE: All Respondents (n=1010)

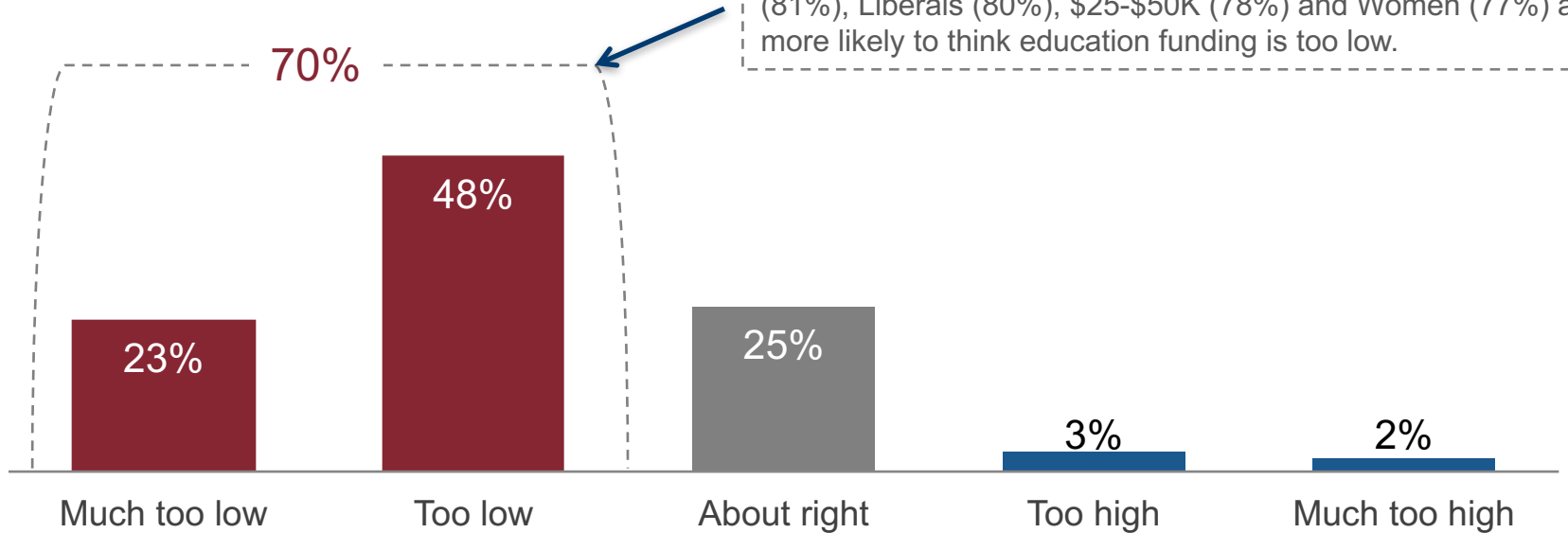
Q805A. If you had 100 points to demonstrate how much responsibility you think each person or group has when it comes to making sure children, teenagers and young adults get the education they need, how would you allocate those 100 points among...

Q805B. There are some situations where children, for one reason or another, are not receiving support from their parents to get the education they need. In these kinds of situations, thinking again of these groups, if you had 100 points to demonstrate who should be getting involved to help make sure those children, teenagers and young adults get the education they need, how would you allocate those 100 points among...

A significant majority believes the state spends too little on education

Very few people think education funding in Utah should be cut.

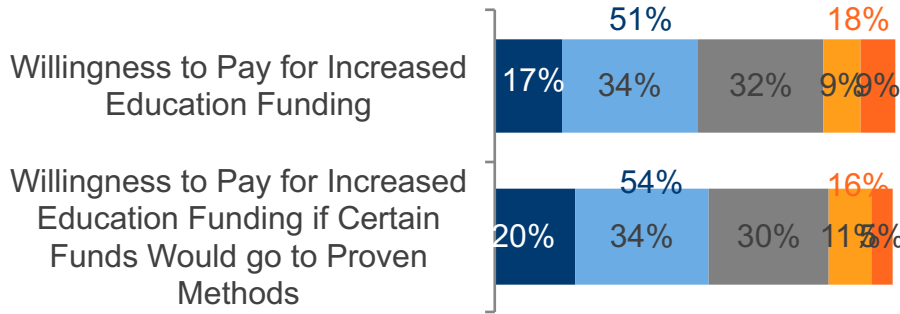
Level of Funding for K-12 Education in Utah



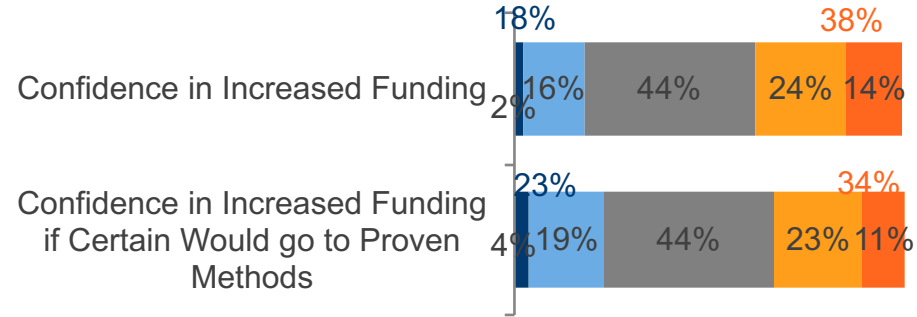
A majority of Utahns are willing to pay more to increase education funding

Roughly one-third are skeptical additional tax dollars would actually improve outcomes

Willingness to Pay for Increased Education Funding



Confidence Increased Funds Would Improve Educational Outcomes



- Definitely willing
- Might or might not
- Definitely not willing

- Probably willing
- Probably not willing

- Extremely confident
- Somewhat confident
- Not at all confident

- Very confident
- Just a little confident

BASE: Split Sample (n=509)

Q835. Imagine the state identified specific actions that had been proven to improve educational outcomes, and those actions would require additional funding. How willing would you be to pay for this increased spending?

Q840. If they were able to get increased funding for these kinds of actions, how confident would you be that this extra spending would actually improve educational outcomes?

BASE: Split Sample (n=501)

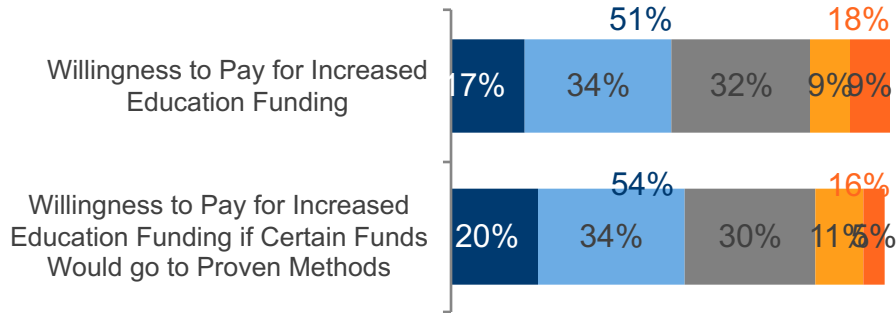
Q845. Imagine the state identified specific actions that had been proven to improve educational outcomes, and those actions would require additional funding. Imagine also that you could be certain any additional funding would go directly toward these proven efforts. How willing would you be to pay for this increased spending?

Q850. If they were able to get increased funding for these kinds of actions, how confident would you be that this extra spending would actually improve educational outcomes?

A majority of Utahns are willing to pay more to increase education funding

Roughly one-third are skeptical additional tax dollars would actually improve outcomes

Willingness to Pay for Increased Education Funding



Definitely/Probably Willing

Democrats (66%), Moderates (63%), 25-34 (61%), Education Funding Too Low (61%), Liberals (60%), No children (56%),

Liberal (73%), Democrat (68%), Non-Religious (68%), 18-24 (66%),

- Definitely willing
- Probably willing
- Might or might not
- Probably not willing
- Definitely not willing

BASE: Split Sample (n=509)

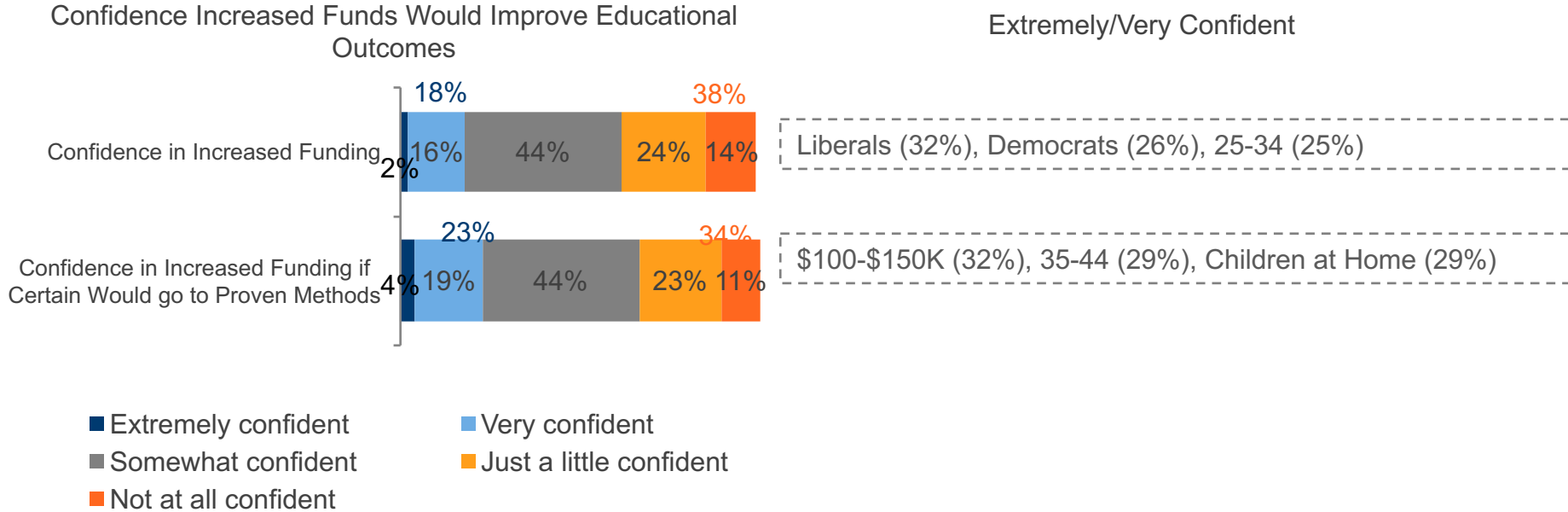
Q835. Imagine the state identified specific actions that had been proven to improve educational outcomes, and those actions would require additional funding. How willing would you be to pay for this increased spending?

BASE: Split Sample (n=501)

Q845. Imagine the state identified specific actions that had been proven to improve educational outcomes, and those actions would require additional funding. Imagine also that you could be certain any additional funding would go directly toward these proven efforts. How willing would you be to pay for this increased spending?

A majority of Utahns are willing to pay more to increase education funding

Roughly one-third are skeptical additional tax dollars would actually improve outcomes



BASE: Split Sample (n=509)

Q840. If they were able to get increased funding for these kinds of actions, how confident would you be that this extra spending would actually improve educational outcomes?

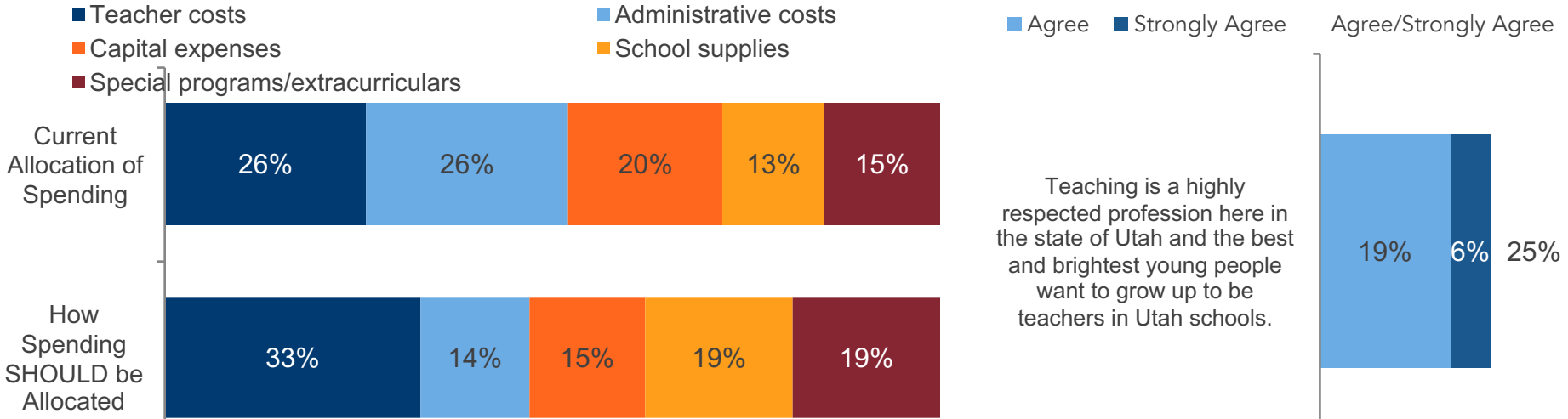
BASE: Split Sample (n=501)

Q850. If they were able to get increased funding for these kinds of actions, how confident would you be that this extra spending would actually improve educational outcomes?

Utahns significantly overestimate how much is spent on administration and would like to see more spent on teachers

An increase in spending on teachers may help change the perception that teaching is a respected profession in the state.

Allocation of Education Spending



Post-Graduate Education (41%), 65+ (41%), \$150K+ (41%), Children at Home (39%), 55-64 (38%), \$100-\$150K (38%) allocate higher amounts to how teachers should be paid.

BASE: All Respondents (n=1010)

Q860. Think of \$100 of public spending in public education. How much do you think each of the following categories currently receives out of this \$100. Please allocate the full \$100 across the following categories.

Q862. Now imagine you could allocate that same \$100 of public education spending. How much would you allocate to each of the following categories. Please allocate the full \$100 across the following categories.

Q1100. Next, we'd like to show you a number of statements about education. Please read each one and then indicate the extent to which you agree or disagree with each statement.

CONCERNS

YOUR GOALS WITH INNOVATIVE RESEARCH WE HELP YOU
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PEOPLE THAT MATTER MOST TO ACHIEVING YOUR GOALS

Consistent with the importance placed on high quality teachers, concern is highest for the state's teacher shortage

Women and self-identified Democrats are more concerned generally on most metrics.

Level of Concern Over Education Facts (1)

Very concerning

Extremely concerning

Very/Extremely Concerning

42 percent of new teachers in Utah quit within 5 years of starting

34% 45% 80%

Many districts in Utah are unable to find enough teachers to fill all their needs and the teacher shortage is rapidly increasing as the student population grows

40% 39% 79%

In math, the U.S. is ranked 25th out of 30 developed democracies

34% 42% 76%

31 percent of Utah's child population is currently experiencing economic hardship and is at risk of living in poverty as adults

41% 32% 73%

Utah used to be among the top states for educational outcomes, but now we rank in the middle of the pack by most measures

43% 29% 71%

Utah spends less per student than any other state in the nation

23% 48% 71%

Total higher education funding in Utah is 45th lowest in the nation

28% 41% 69%

Since 1992, the proportion of Utahns' income that's spent on taxes has decreased substantially, and all of the decrease—and more—has been taken from educational funding

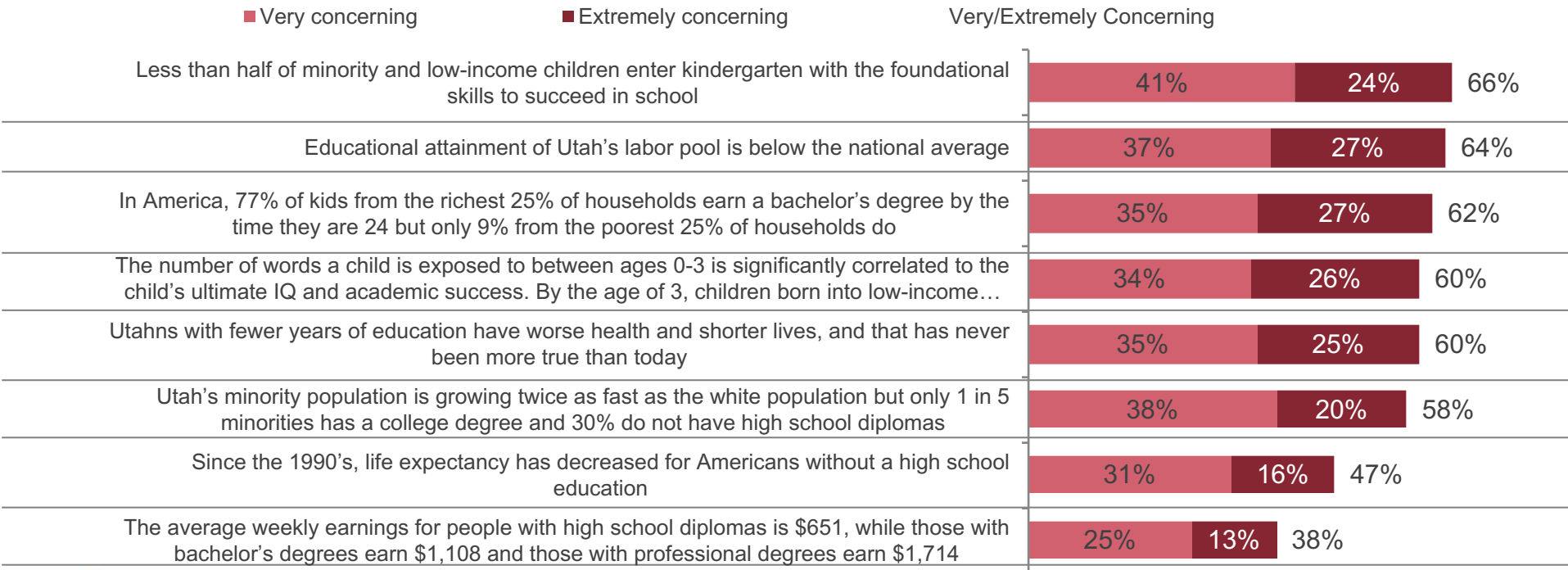
37% 32% 68%

BASE: All Respondents (n=varies)

Q900. You will now see a list of facts about education. For each one, indicate how concerning you find that fact.

Specific statistics about people with just a high school degree are seen as the least concerning

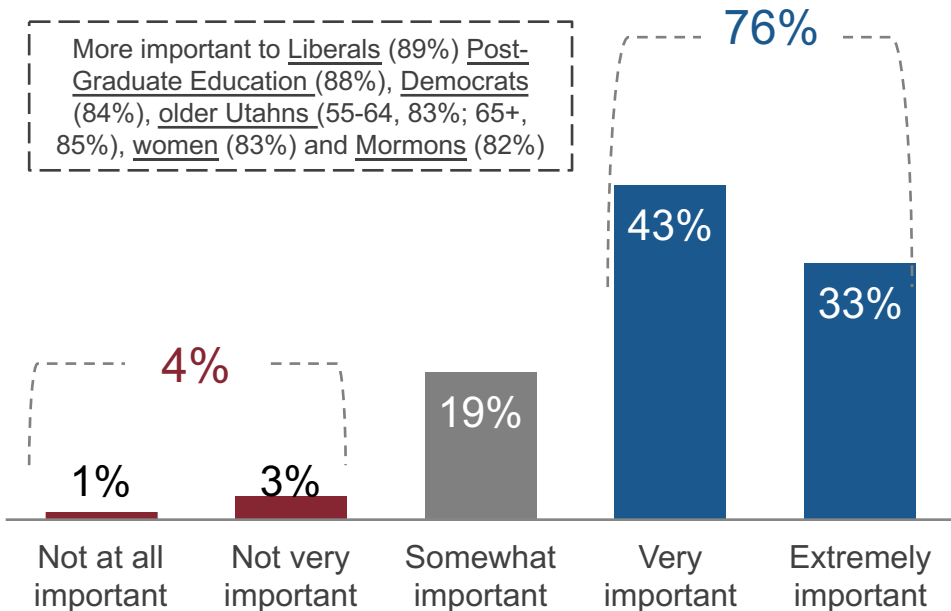
Level of Concern Over Education Facts (2)



The vast majority of Utahns believe it is important for women to be educated even if they don't plan to work outside the home.

It is important that women are educated in case they want or need a job and to be better mothers.

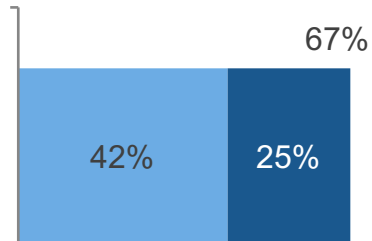
Importance of Higher Education for Stay-at-Home Moms



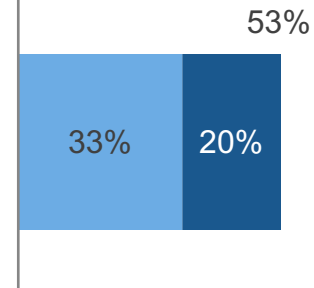
More important to Liberals (89%) Post-Graduate Education (88%), Democrats (84%), older Utahns (55-64, 83%; 65+, 85%), women (83%) and Mormons (82%)

■ Agree ■ Strongly Agree Agree/Strongly Agree

Women who are planning to stay at home with their children rather than get a job should obtain a certificate or degree because they may want or need a job someday.



Women who are planning to stay at home with their children rather than get a job should obtain a certificate or degree because it will help them be better mothers, and it will make it more likely that their children will do well in school.



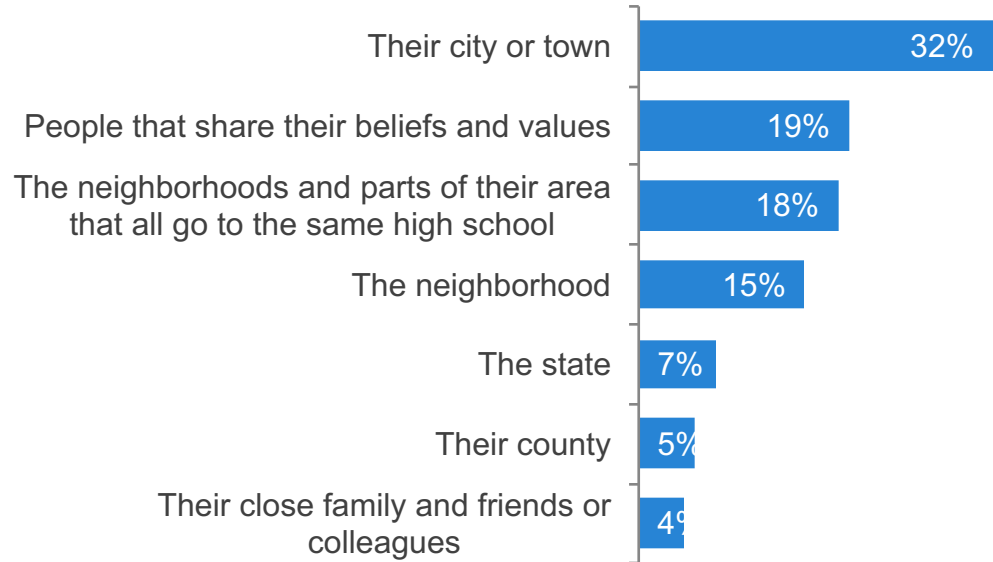
“Community” is most often seen as a local city or town

Sharing values with others can create a strong sense of community.



*I have a responsibility to help people in need in **my** community.*

What is Meant by “Community”



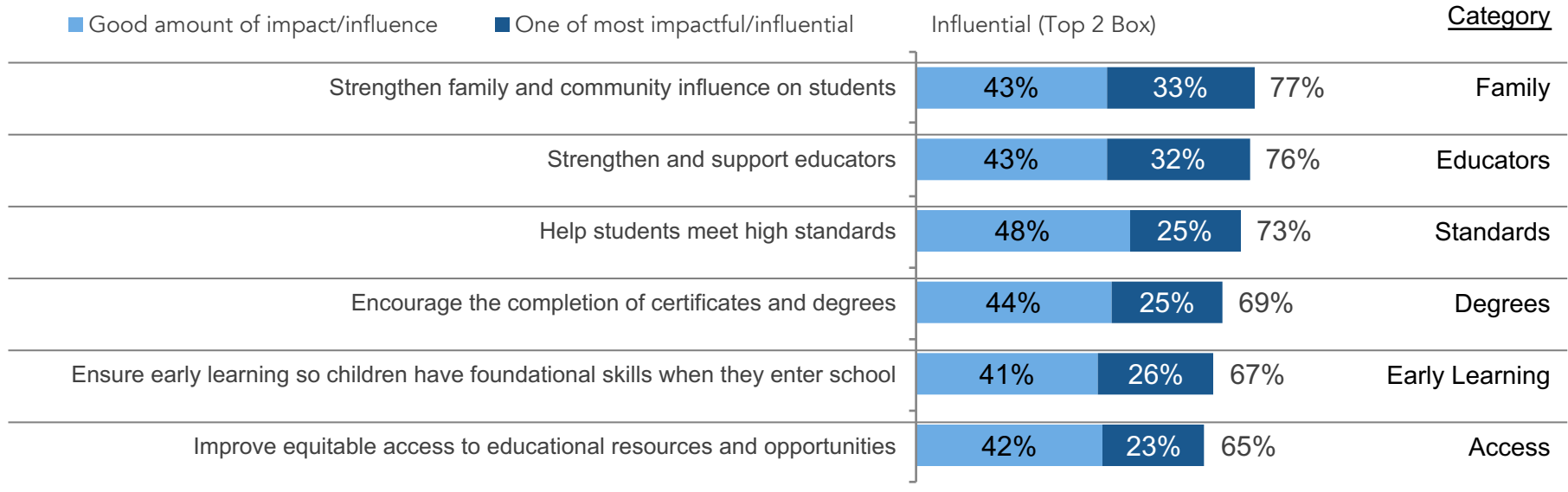
EDUCATION STRATEGIES

YOUR GOALS WITH INNOVATIVE RESEARCH WE HELP YOU
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PEOPLE THAT MATTER MOST TO ACHIEVING YOUR GOALS

Utahns identify a variety of categories of strategies as impactful, with the most support for strengthening family influence on students and support for educators.

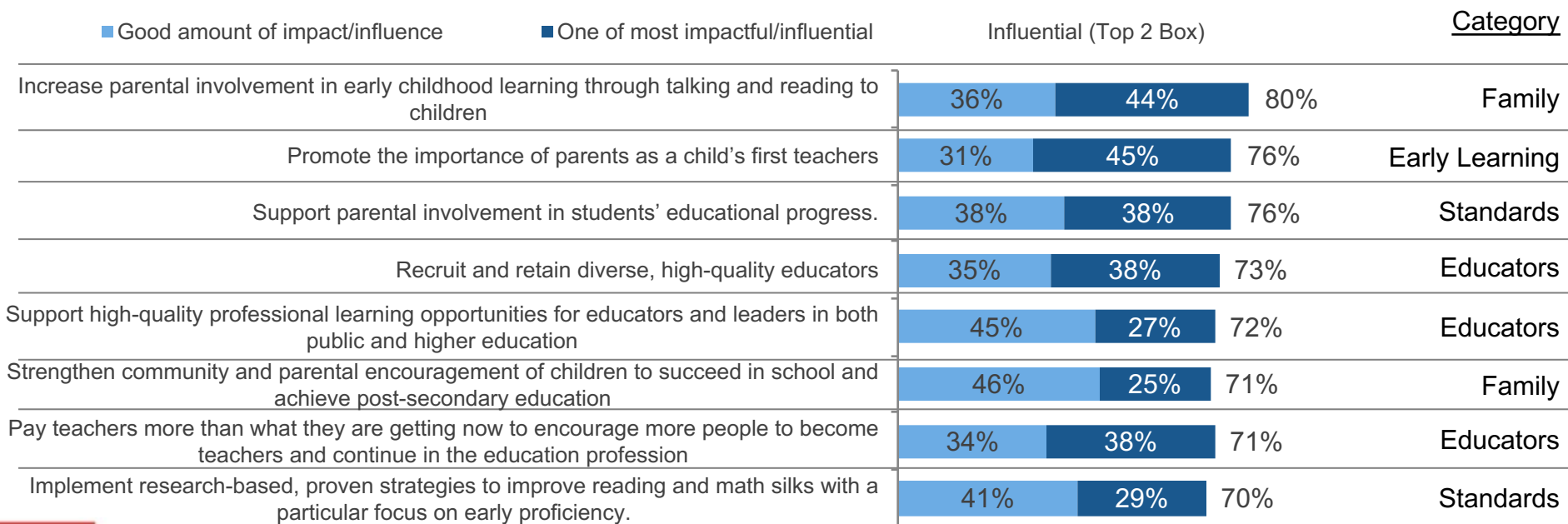
Most Influential Categories of Education Strategies:

OVERVIEW



Increasing parental involvement, in various ways, is perceived as the top strategy to impact and influence educational outcomes

Most Influential Education Strategies (1)



Two-thirds of Utahns see the importance of a variety of strategies that increase access to education for lower income and disadvantaged families

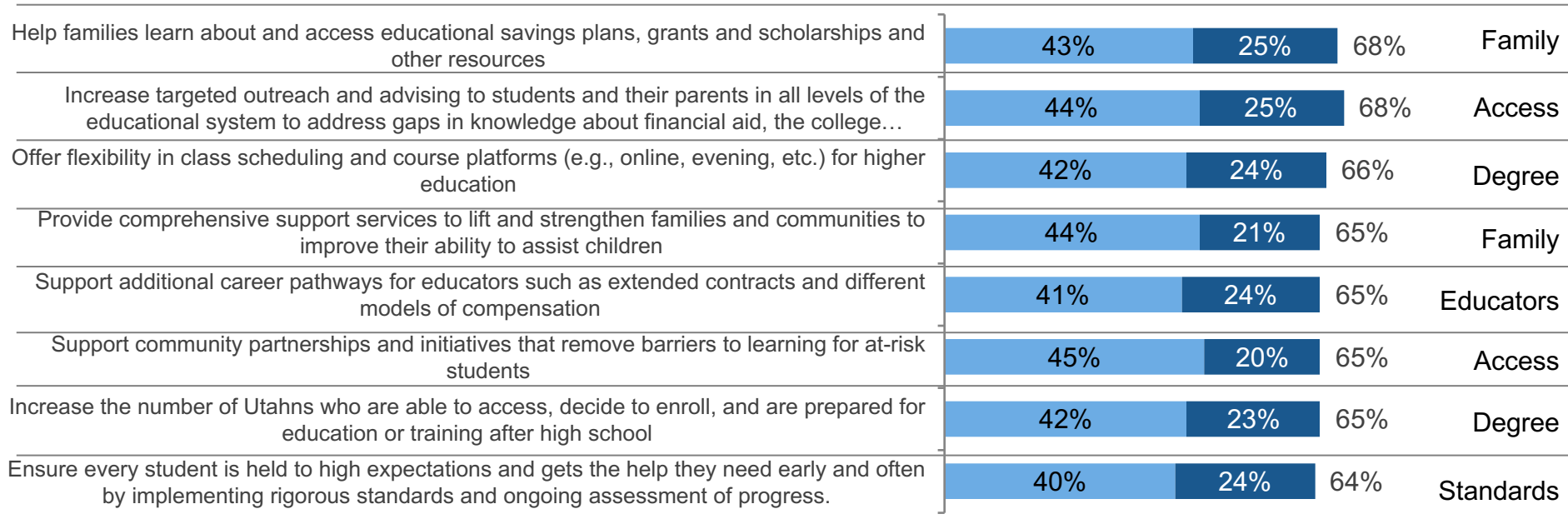
Most Influential Education Strategies (2)

■ Good amount of impact/influence

■ One of most impactful/influential

Influential (Top 2 Box)

Category



Nearly two-thirds believe increasing collaboration among parents, students and community groups will lead to better educational outcomes

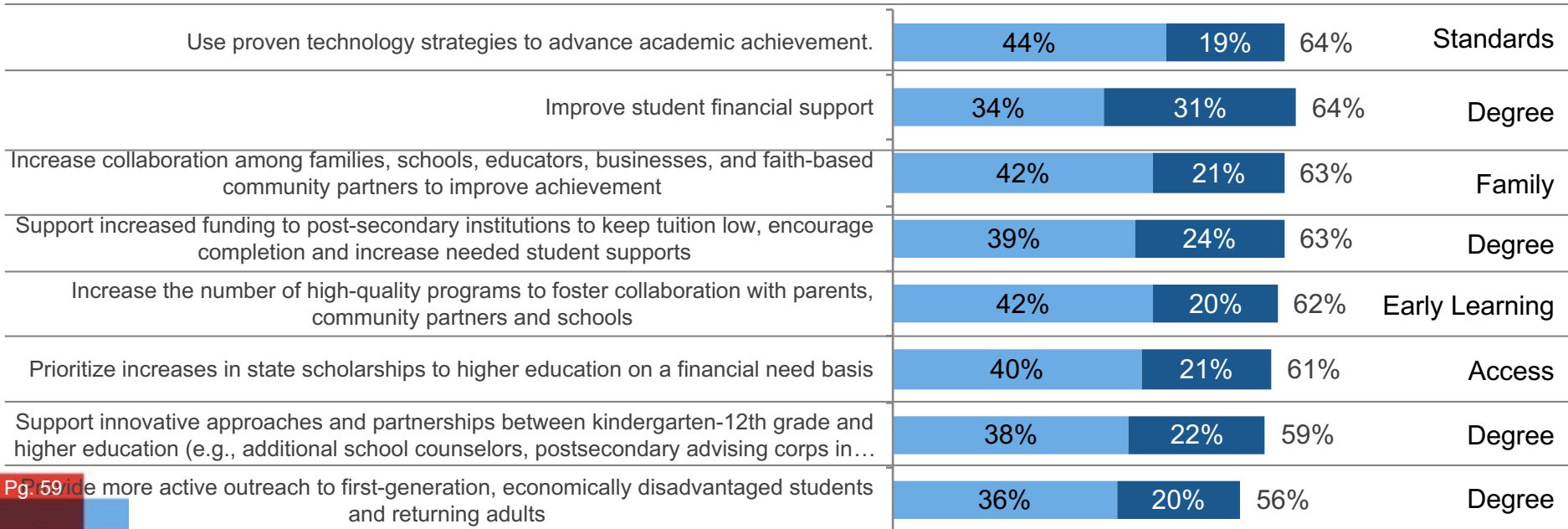
Most Influential Education Strategies (3)

■ Good amount of impact/influence

■ One of most impactful/influential

Influential (Top 2 Box)

Category

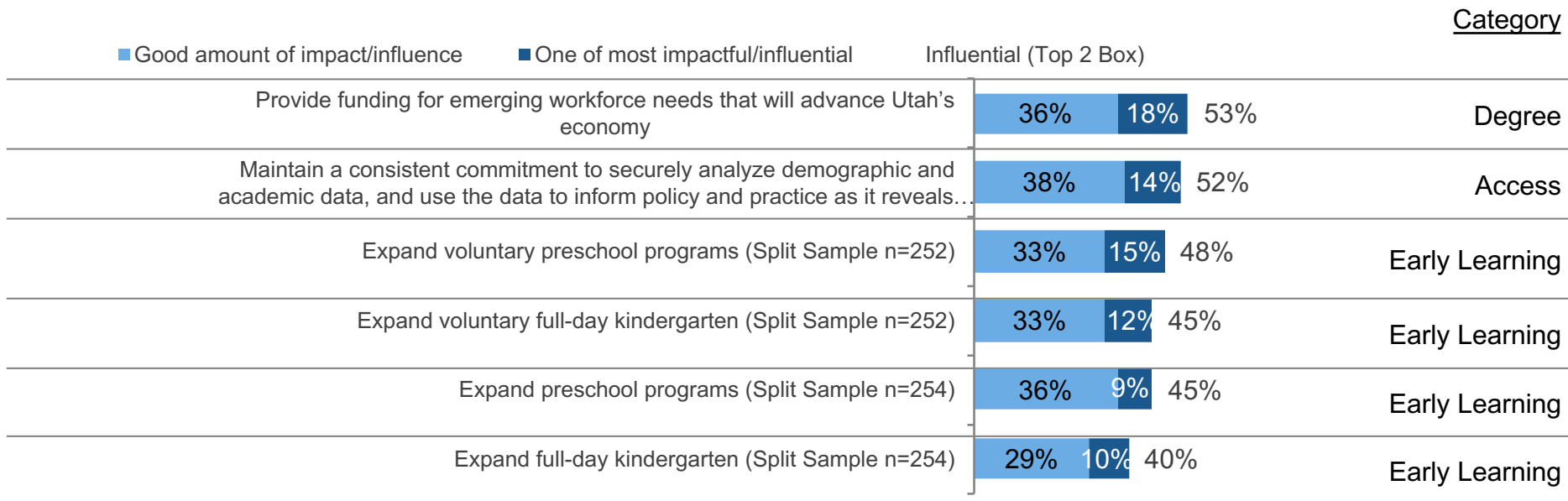


BASE: Split Sample

Q1005 – Q1030. In terms of s<INSERT OVERALL STRATEGY>, how much impact and influence do you think each of the following strategies would have?

Despite studies and literature showing the importance of early education, Utahns perceive preschool and kindergarten as having some of the lowest impact compared to other strategies

Most Influential Education Strategies (4)

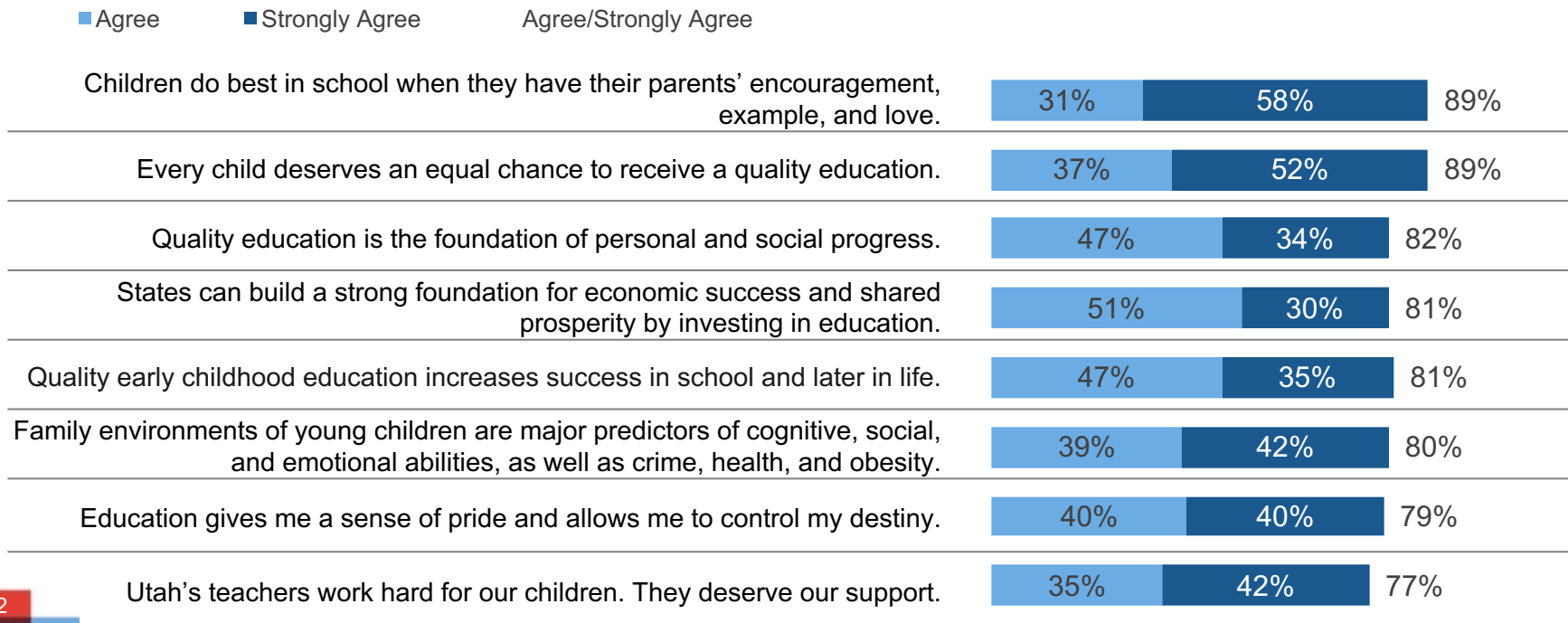


MESSAGES

YOUR GOALS WITH INNOVATIVE RESEARCH WE HELP YOU
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PEOPLE THAT MATTER MOST TO ACHIEVING YOUR GOALS

Consistent with other findings, Utahns believe children do best when parents are involved in education; focusing on “every child” rather than “disadvantaged children” is a stronger message

Most Resonant Messages (1)



BASE: All Respondents (n=varies)

Q1100. Next, we'd like to show you a number of statements about education. Please read each one and then indicate the extent to which you agree or disagree with each statement.

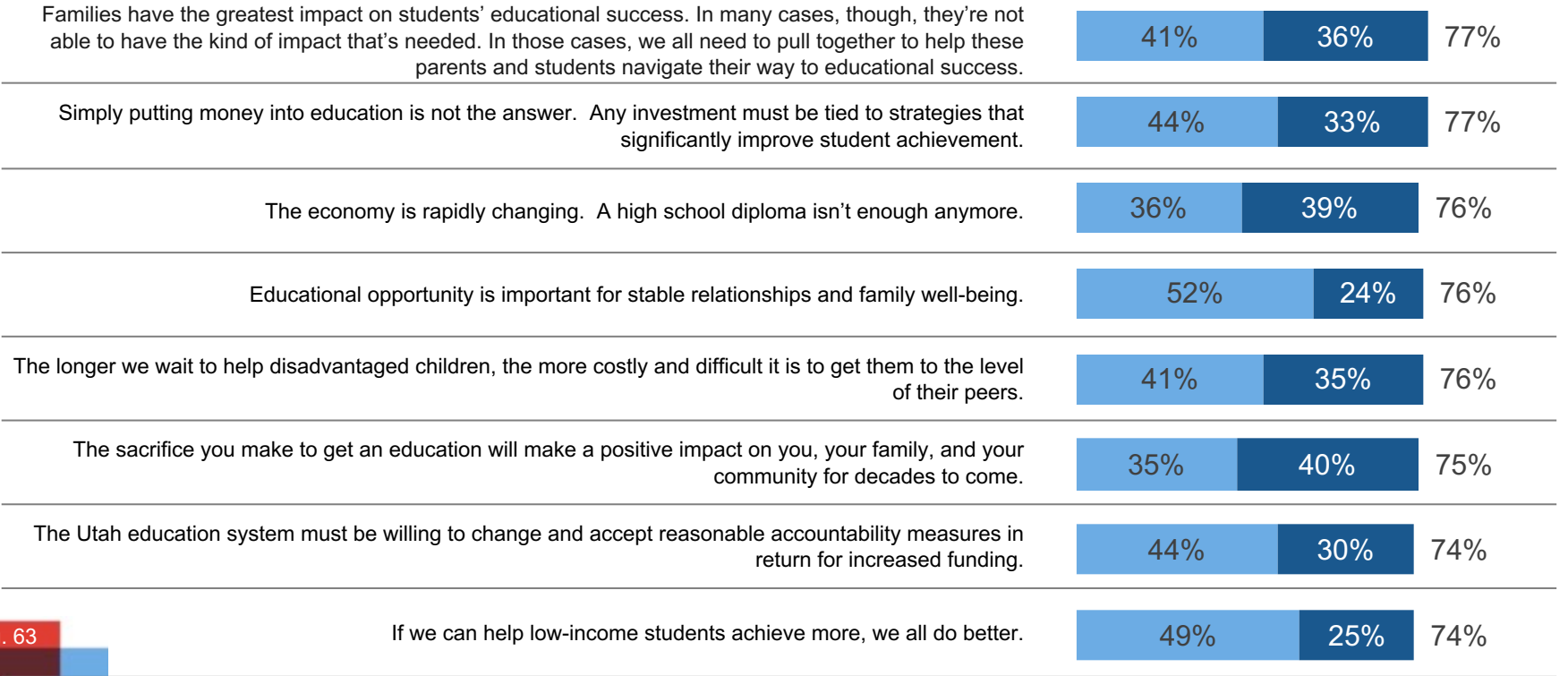
Education Messages

Most Resonant Messages (2)

■ Agree

■ Strongly Agree

Agree/Strongly Agree



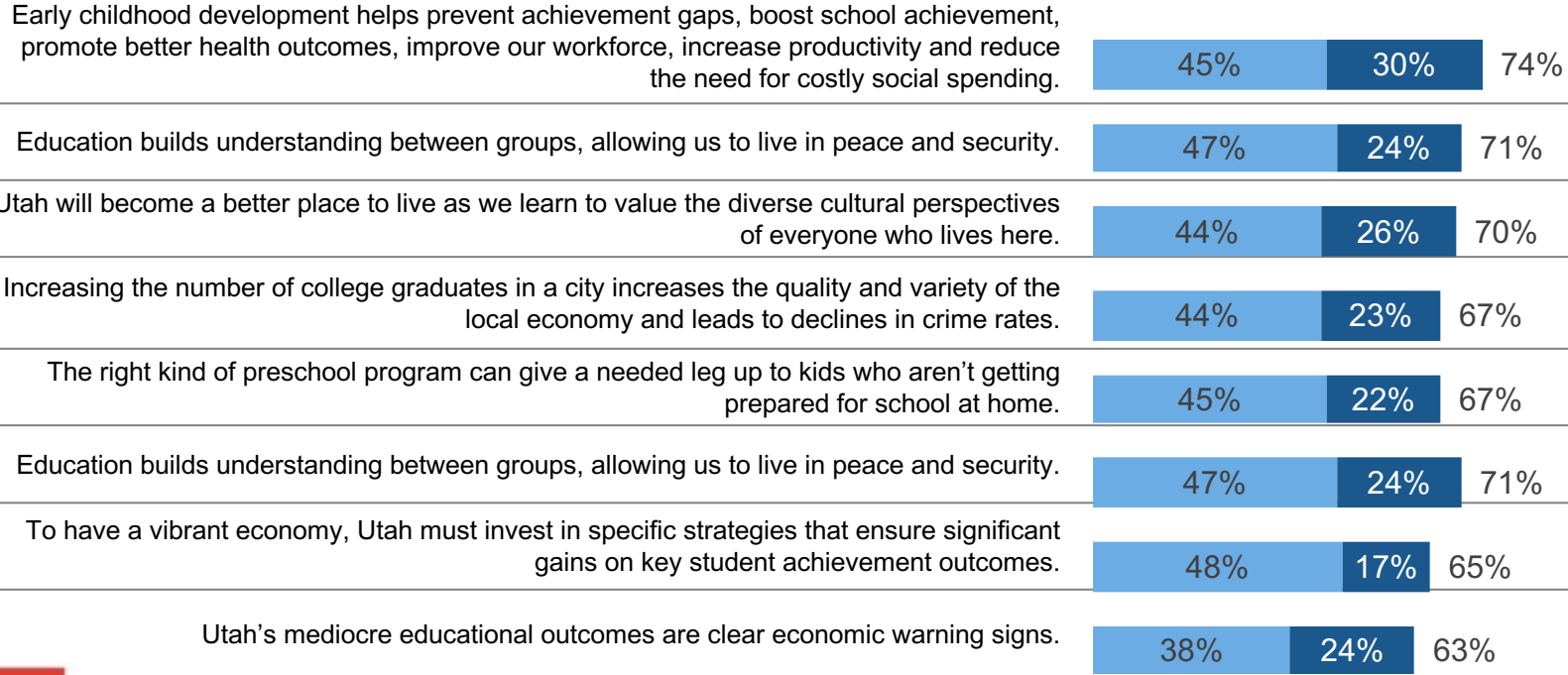
BASE: All Respondents (n=varies)

Q1100. Next, we'd like to show you a number of statements about education. Please read each one and then indicate the extent to which you agree or disagree with each statement.

Education Messages

Most Resonant Messages (3)

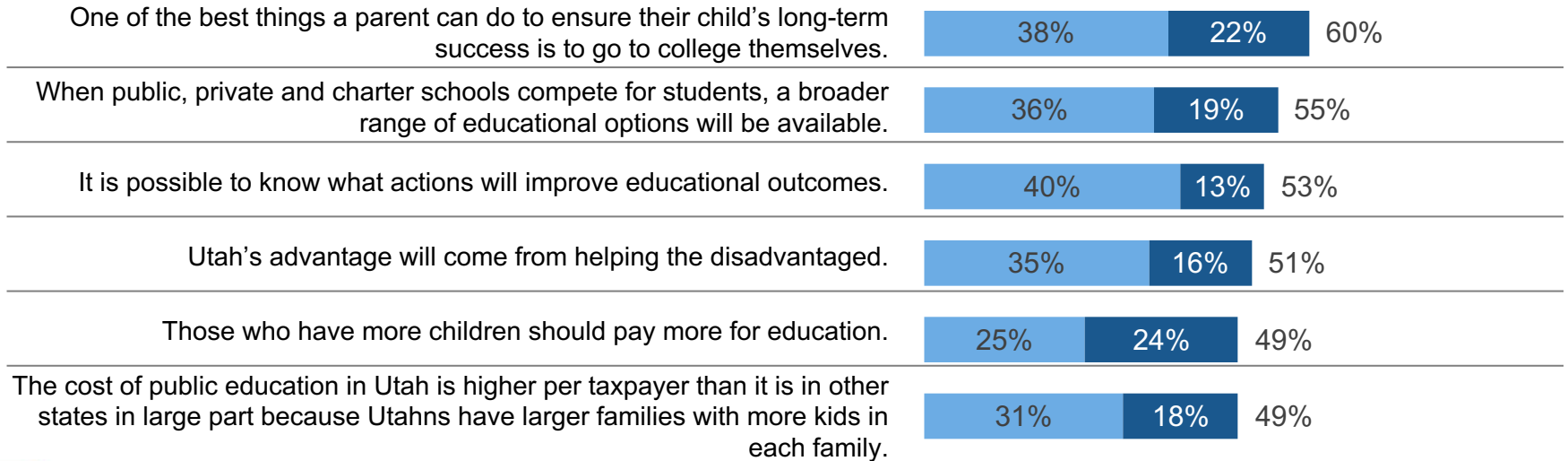
■ Agree ■ Strongly Agree Agree/Strongly Agree



Education Messages

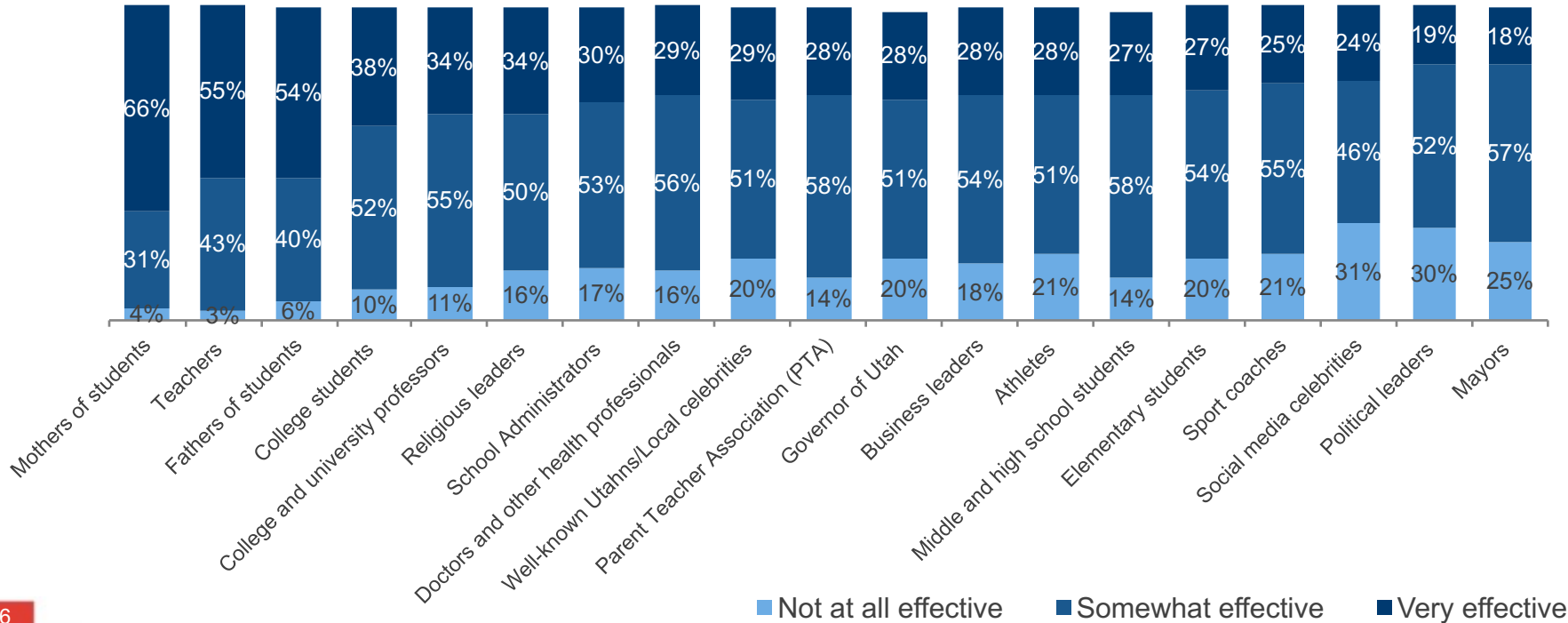
Most Resonant Messages (4)

■ Agree ■ Strongly Agree Agree/Strongly Agree



Parents, especially mothers, and teachers are the best messengers for the importance of education

Political figures are not very effective in communicating messages about education.



DEMOGRAPHICS



Demographic Data

Gender	Male	50%
	Female	50%

Age	18-24	17%
	25-34	24%
	35-44	18%
	45-54	16%
	55-64	13%
	65+	13%

Race	Caucasian/White	91%
	Black	1%
	Asian	2%
	American Indian or Alaskan Native	1%
	Native Hawaiian or Pacific Islander	1%
	Multi-race	4%

Ethnicity	Hispanic	14%
	Not Hispanic	86%

Marital Status	Married, civil union, or living w/partner	67%
	Single, never married	24%
	Widowed	2%
	Separated	*
	Divorced	6%
	Decline to answer	1%

Children	Yes, have children and living at home	41%
	Yes, have children, but none living at home	20%
	No, do not have any children	39%
	Decline to answer	1%

Religion	Christian (NET)	70%
	Mormon/Latter-day Saints	51%
	Non-Christian (NET)	3%
	Non-Religious	21%
	Other	2%
	Decline to answer	5%

Demographic Data

Education	Some high school or less	2%
	High school graduate	11%
	Career/Technical school	6%
	Some college	29%
	Bachelor's degree	34%
	Post graduate	18%
	Decline to answer	*

Income	Less than \$15,000	6%
	\$15,000 but less than \$25,000	7%
	\$25,000 but less than \$50,000	22%
	\$50,000 but less than \$75,000	21%
	\$75,000 but less than \$100,000	17%
	\$150,000 or more	6%
	Decline to answer	7%

Registered to Vote	Yes	84%
	No	13%
	Decline to answer	3%

Political Party	Republican	33%
	Democrat	21%
	Independent	27%
	Something else	9%
	Not sure	9%

Political Ideology	Conservative	33%
	Moderate	34%
	Liberal	19%
	Not Sure	9%
	Decline to answer	5%

Demographic Data

County	
Beaver	*
Box Elder	1%
Cache	4%
Carbon	*
Daggett	*
Davis	11%
Duchesne	*
Emery	*
Garfield	*
Grand	-
Iron	2%
Juab	*
Kane	*
Morgan	*
Rich	-
Salt Lake	41%
San Juan	*
Sanpete	1%
Sevier	1%
Summit	1%
Tooele	2%
Uintah	1%
Utah	21%
Wasatch	1%
Washington	6%
Wayne	*
Weber	7%

Length of Residency	
0-5 years	14%
6-9 years	8%
10-15 years	11%
16+ years	67%