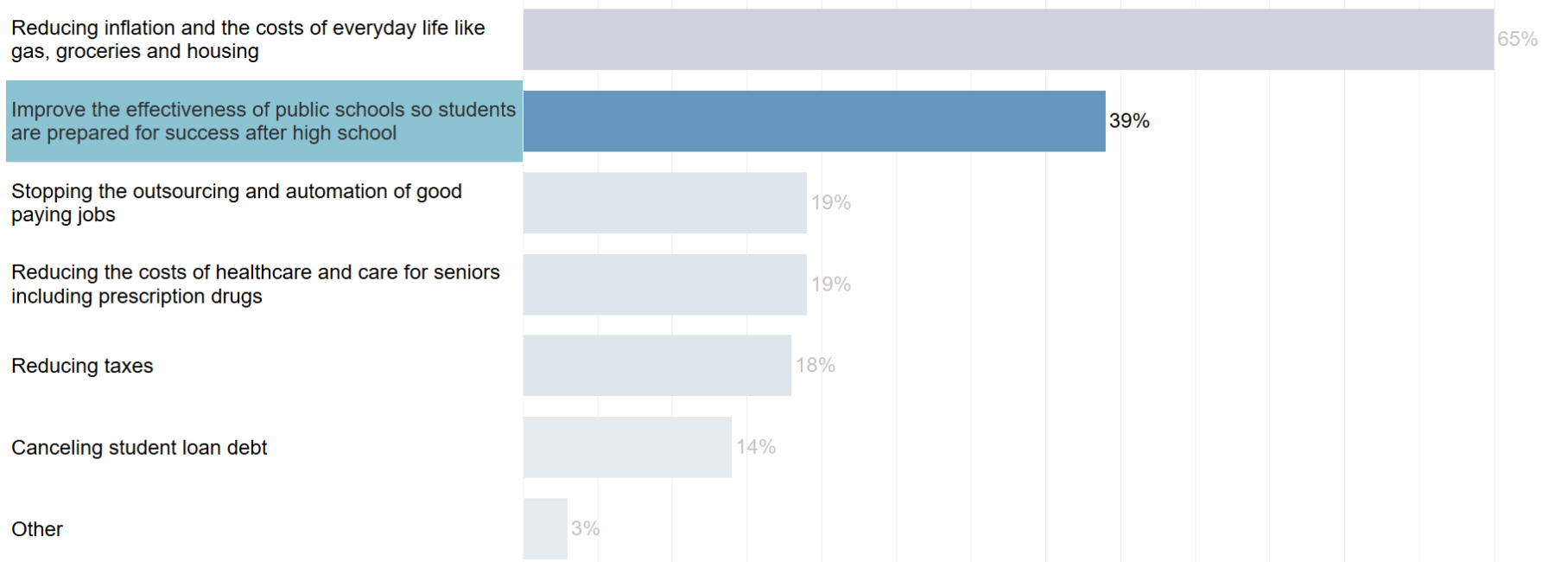


To: Interested Parties
Fr: Education Reform Now Advocacy
Date: January 27th, 2024
Re: Combined Pennsylvania State Education Poll Results and Recommendations

Education Reform Now Advocacy recently completed multiple rounds of statewide polling with Pennsylvania voters and public school parents. Our findings show that Pennsylvanians are deeply concerned about their families’ economic security and prioritize improvements to public schools as being essential to addressing those concerns. Our research included an [oversampling of parents with household incomes below \\$150K annually who live within the attendance boundaries of a low-achieving school](#).

PA voters rated improving public education second overall behind only reducing inflation: When asked to prioritize issues for elected leaders to focus on in order to improve economic outcomes for young people, **improving public education was the top rated issue for Black voters (60%), and Latino voters (42%) were also more likely to prioritize improving public education** than White voters (+24 and +6 respectively).

In general in America, each generation has tried to have a better life than their parents, with a more secure financial future, better standard of living, higher paying jobs, and better homes. If you had to say, which of the following is the most important issue for elected leaders to focus on in order for today’s young people to be better off financially?



SurveyUSA interviewed 1,258 registered voters drawn proportionately from the states of Pennsylvania, Michigan, and Wisconsin 09/22/23 through 09/24/23, using a sample of internet panel members. SurveyUSA interviewed 1,000 parents of children who attend public school in the state of Pennsylvania 01/19/24 through 01/22/24, using sample of internet panel members

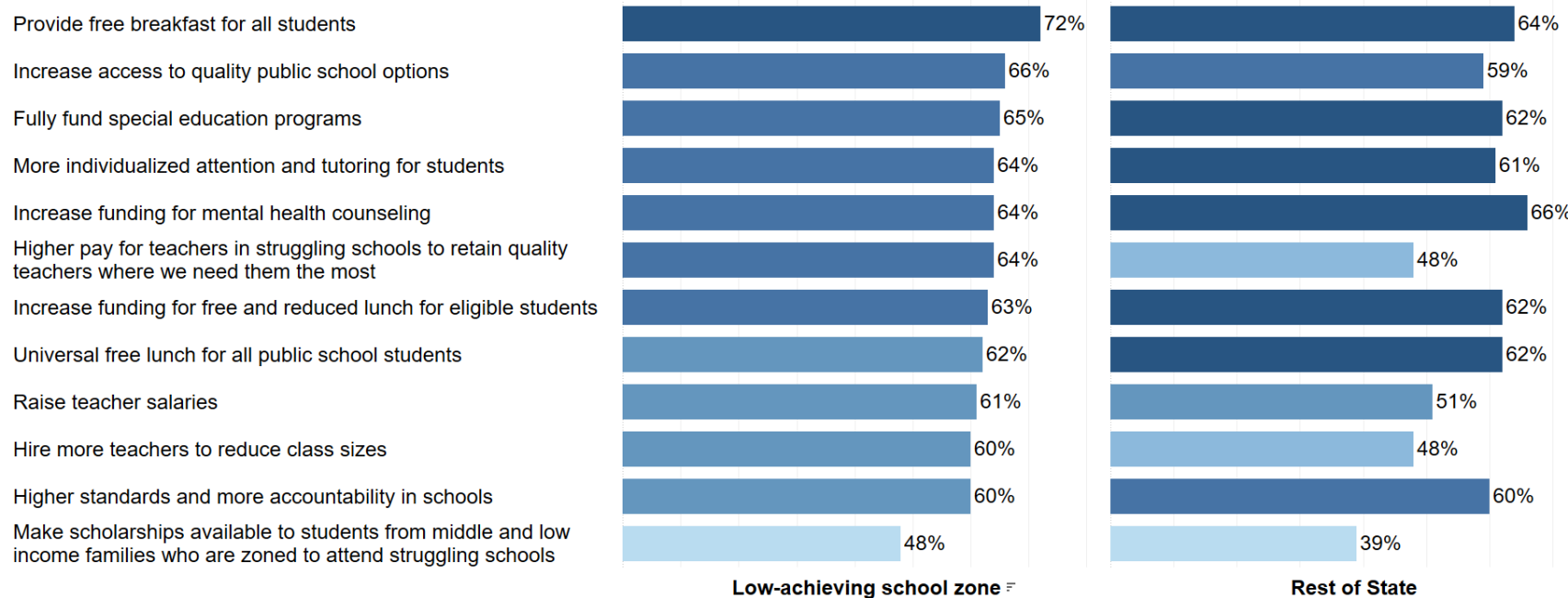
Parents view public schools as critical to both economic success and their communities' well-being overall: Improving the quality of education by **improving access to good school options is much more important to parents than increasing the quantity of choices or more funding alone.** Parents simply want better schools. Individualized attention and tutoring is especially important along with a focus on ensuring students learn essential skills. There is also a persistent view that college is not for everyone and parents believe the risk of racking up unnecessary debt is very real, and they want public schools to adapt to that reality.

Public school parents are broadly supportive of Governor Shapiro's school funding initiatives: Parents zoned for low-achieving schools in the bottom 15 percent of their designation were overall more supportive than parents in the rest of the state, with strong support staying above 60% for any proposal, with the exception of private school scholarships for low and middle income parents zoned for struggling schools.

The largest differences in opinion were all related to teacher pay or hiring. 64% of parents zoned for a low-achieving school strongly supported higher pay for teachers in struggling schools: +16 compared with the rest of the state. Similarly, parents not zoned for low-achieving schools were less supportive of hiring more teachers across the board and raising teacher salaries: -12 and -10, respectively.

Percentages of parents who said they strongly support each proposal:

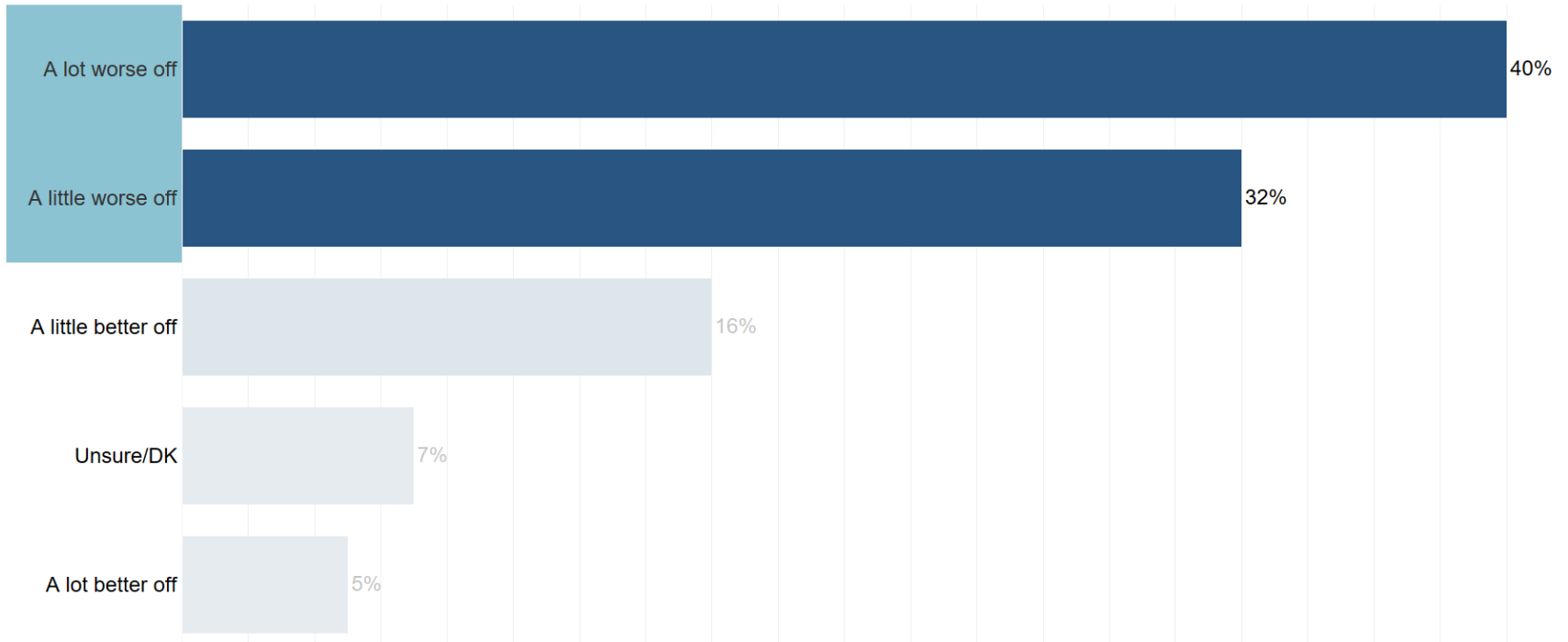
As you may know, the Governor and State Legislature have significantly increased funding for public schools across the state. Please tell me if you support or oppose funding each of the following proposals...



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7 of 10 PA voters say young people today will be worse off financially than previous generations: An overwhelming majority of Pennsylvanians believe young people will be less able to contribute to the economy, take care of themselves financially, and are more likely to be a burden on their families and their communities.

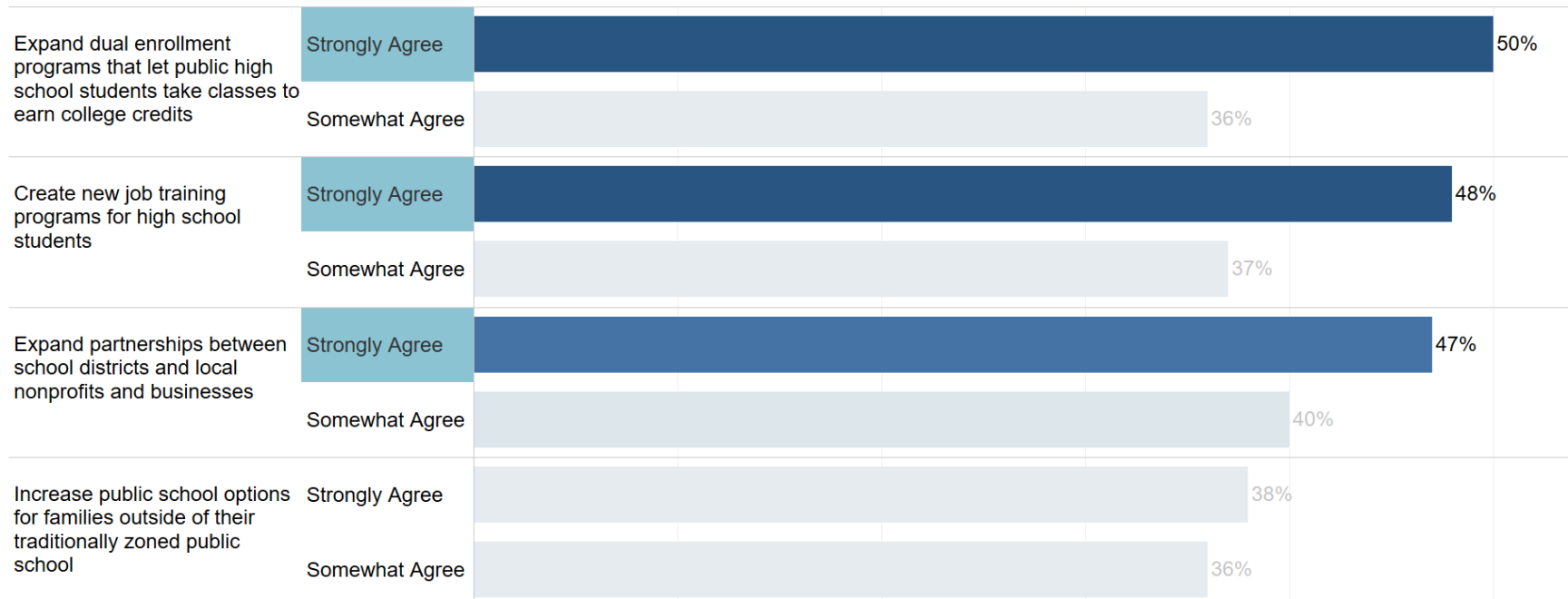
In general, do you think young people today will be better off or worse off financially than previous generations of Americans?



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Strong support for a menu of policy initiatives to improve options within the public school system: Each initiative enjoyed support, ranging from 74% to 87%, among PA voters. Expanding dual enrollment programs and partnerships between schools and local nonprofits and businesses were the most strongly favored. There is a great deal of support for these options in part because they are perceived to be beneficial to everyone; if students and parents are able to choose pathways that work for their goals and needs, parents believe it will help with other issues like behavioral problems and overcrowded classrooms. Additionally these proposals directly address the priorities parents consistently express—a need for public schools to prepare students for the real world after high school and teach essential skills that can be beneficial for college or other post secondary pathways.

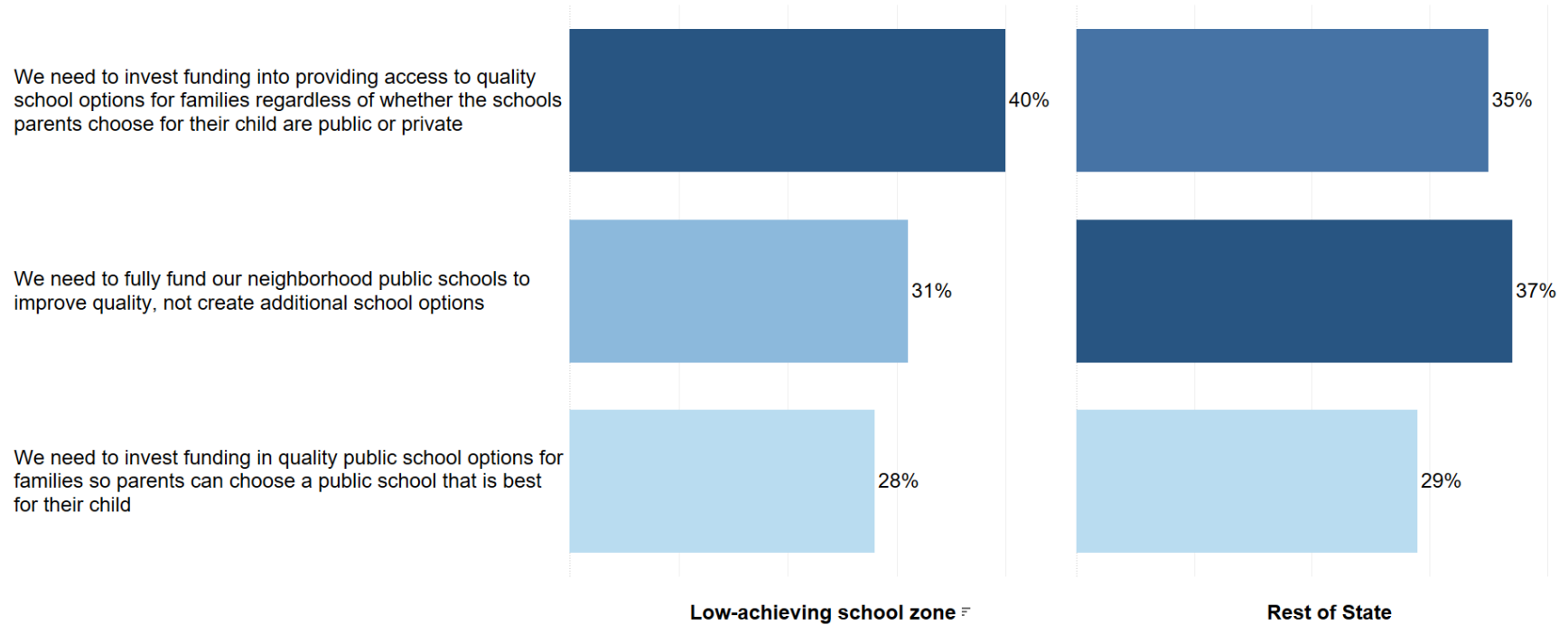
Do you agree or disagree with each of these statements aimed at improving public education to make today's young people better off financially?



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Public/Private/Funding alone: There is overwhelming support among parents for improving access to quality school options. 68% of parents zoned for low-achieving schools support investment in options (public or private) while 31% support only traditional public school funding alone.

Lastly, which of the following statements comes closest to your view about improving the quality of schools in Pennsylvania?



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