



PUBLIC OPINION STRATEGIES

TO: STAND FOR CHILDREN - INDIANA

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SUBJECT: KEY POLL FINDINGS

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As you know, Public Opinion Strategies conducted a statewide survey of 500 likely voters in Indiana on behalf of Stand for Children. The poll was conducted September 23-26, 2013 with a margin of error of +/- 4.38% in 95 out of 100 cases.

KEY FINDINGS

1. **Implementing the Common Core State Standards has wide bi-partisan support.** Since less than one in five voters (18%) have seen, read or heard “a lot” about the Common Core State Standards, we read voters the following description of the Common Core:

“The Common Core State Standards have been adopted by forty-five states, including Indiana, which participated in their development with state governors, state school chiefs, and teachers involved in writing and reviewing them. The goal of the standards is to help all students have the knowledge and skills they need in English and math and that students would be held to consistent standards so that they will be prepared for their next steps after high school, whether they choose a college or career path.”

Based on that description, nearly seven in ten (68%) Hoosiers favor the Common Core Standards with just 24% opposed. A majority of every significant sub-group in the poll supports the Common Core, including wide majorities of men (68%), women (69%), Republicans (74%), Democrats (76%), conservatives (65%), liberals (66%), and parents of school-aged children (64%).

2. **Few voters endorse the education status quo in Indiana.** The Common Core State Standards enjoy wide support in an environment where nearly nine in ten Hoosiers are calling for either “major change” (43%) or minor change (46%) in public education. Only

6% of voters believe public education needs “almost no change at all.” The education status quo is not acceptable to Hoosiers.

3. ***Supporting the Common Core is a non-political issue.*** After hearing arguments from both supporters and opponents of the Common Core, Hoosiers overwhelmingly see the Common Core as a non-political issue. Twenty-seven percent (27%) would be more likely to vote for a state legislator who voted to keep the Common Core State Standards in place, while 49% say the issue would make no difference in their vote. Among a Republican primary audience, 27% of primary voters would be more likely to vote for that legislator, and 45% indicate the vote would make no difference to them. Contrary to political myth, supporting the Common Core is NOT a political liability.

The Bottom Line

Across the political spectrum, wide majorities of Hoosiers support implementing the Common Core State Standards. Don't buy the myth. With an overwhelming call for change in the public education in Indiana, supporting the Common Core is much more of a political winner than a loser – even in a Republican primary.