



## Tennessee voters continue to strongly favor implementing Tennessee’s Common Core State Standards

TO: INTERESTED PARTIES  
FROM: PUBLIC OPINION STRATEGIES & GREENBERG QUINLAN ROSNER RESEARCH  
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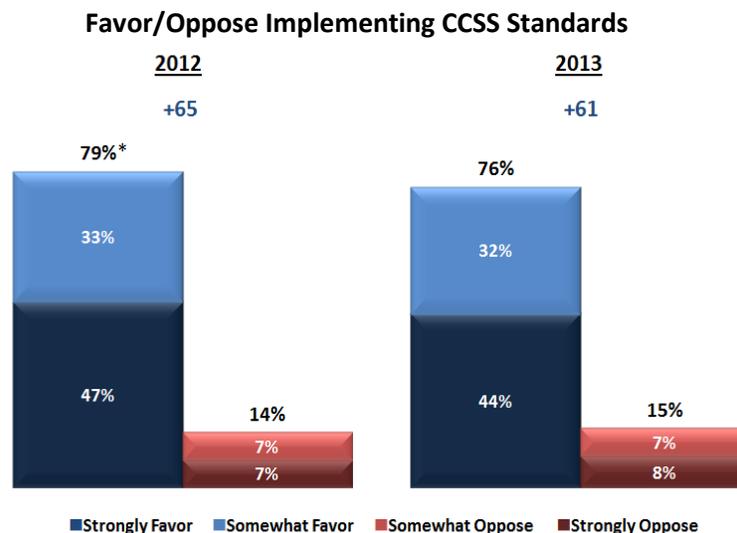
On behalf of the Tennessee State Collaborative on Reforming Education (SCORE), Public Opinion Strategies and Greenberg Quinlan Rosner Research conducted a statewide survey of N=500 registered voters in Tennessee. The survey was conducted May 6-7 & 9, 2013, and has a margin of error of  $\pm 4.4\%$ . Trend data is from a similar statewide survey of N=500 voters conducted for SCORE Sept 6-10, 2012.

### SUMMARY

With implementation of the Common Core State Standards well underway, this survey shows voter awareness is increasing. Voters who have heard at least something about the standards have a more favorable than unfavorable opinion of them. And, when all voters are provided a basic description of the Common Core State Standards, there is solid support for implementation across all major sub-groups, including across the partisan and ideological spectrum.

### KEY FINDINGS

- **There is overwhelming support for implementing Common Core State Standards.** Similar to last year’s poll, after hearing a brief description of the CCSS<sup>1</sup>, more than three-quarters of voters support implementation, with more than four-in-ten saying they “strongly” favor it.



<sup>1</sup> Now, just so everyone taking this survey has the same information, let me tell you some more about these Common Core State Standards. These new standards were developed by states and have been set to internationally competitive levels in English and math. This means that students may be more challenged by the material they study, and the tests they take will measure more advanced concepts and require students to show their work. Knowing this, do you favor or oppose implementing these new Common Core State Standards?

The standards garner majority support regardless of gender, age, ethnicity, education level, parental status, or region of the state<sup>2</sup>.

Implement CCSS By Sub-Groups	Strongly Favor	Total Favor
Male	41%	74%
Female	47%	77%
18-44	46%	77%
45+	43%	75%
White	42%	74%
African American	52%	84%
Less Than College	42%	77%
College +	47%	75%
Parents	45%	75%
Non-Parents	44%	78%
Public School Parents	46%	80%
West	53%	83%
Middle	41%	76%
East	39%	70%

Moreover, there is also strong support across the partisan and ideological spectrum.

Implement CCSS By Party/Ideology	Strongly Favor	Total Favor
Republican	44%	77%
Independent	42%	72%
Democrat	47%	81%
Conservative	43%	75%
Moderate	46%	81%
Liberal	46%	79%
Tea Party Supporters	44%	74%

- **Voter awareness about the Common Core State Standards has grown since last September, and initial impressions are more positive than negative.** Roughly one-third of voters (34%) now say they have heard “a lot” or “some” about the Common Core State Standards. This is up from the just over one-quarter (27%) who gave these responses last September. However, nearly two-thirds (65%) still say they have heard “not too much” or “nothing at all” about them. This is down from 72% in September of last year.

Fully half (50%) of those who are at least aware of the Common Core State Standards say they have a favorable impression of them based on what they have seen, read, or heard -- consistent with last year’s forty-nine percent (49%). Just about one-third (32%) say they have an unfavorable impression, and eight percent (8%) say what they have heard has had no impact on their impression of the standards.

- **Tennessee voters believe the Common Core State Standards will either raise or maintain standards.** Eighty percent (80%) of voters who are aware of the CCSS say the educational standards of public schools will be either raised by the Common Core (39%) or stay about the same (41%). Only 14% of voters expect the Common Core will lower standards.

<sup>2</sup> The West region of Tennessee includes all of the Jackson and Memphis media markets as well as the western portion of the Nashville media market. The Middle region includes the central portion of the Nashville media market as well as the Nashville collar counties. The East region includes the Chattanooga, Knoxville, and Tri-Cities media markets.