

CHARDON SCHOOLS

SURVEY RESULTS OVERVIEW

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Telephone interviews performed by specially-trained opinion research interviewers

Conducted with 501 randomly-selected registered voters, residing within the Chardon Local School District, using a combination of valid residential, VOIP and cellular telephone listings

+/- 4.37% overall estimated margin of error, with a confidence interval of 8.74% within which the results can vary

May 8 – May 12, 2017

Data was stratified so that the differences in vital characteristics, such as age, gender and geography, are represented in proportion to their percentages of the district's electorate

Due to rounding, not all results add up to 100%, and the data is presented in a different order than the questions were asked

Unless otherwise noted, only statistically-significant differences that were outside the confidence interval for the overall estimated margin of sampling error have been reported in this presentation of key findings

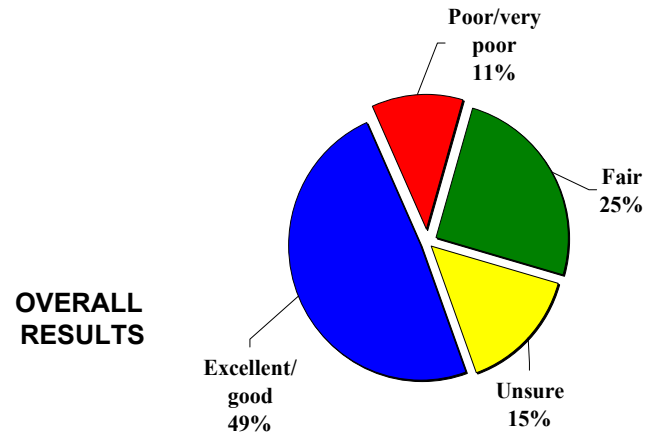
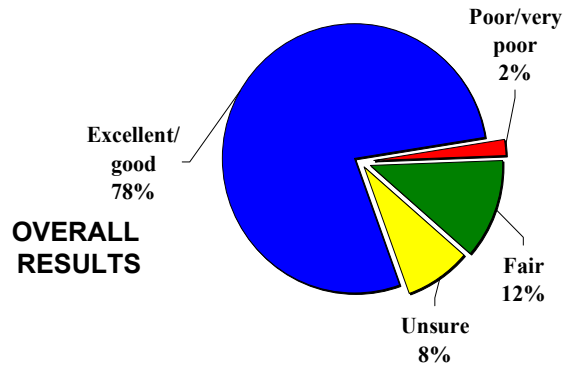
Methods

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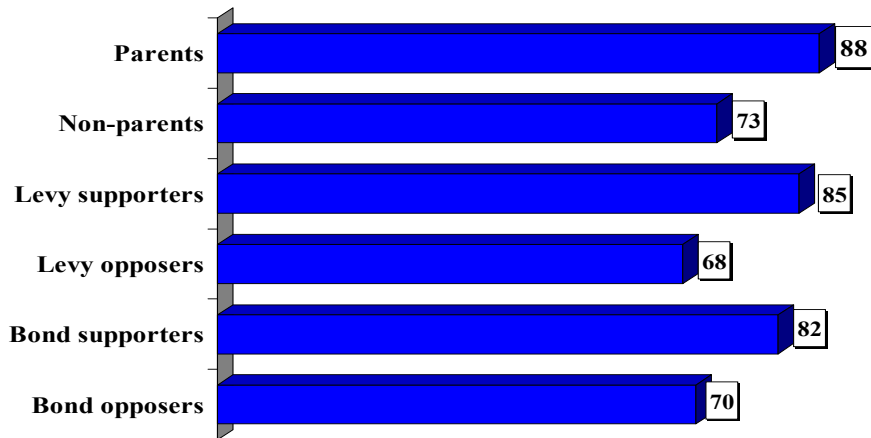
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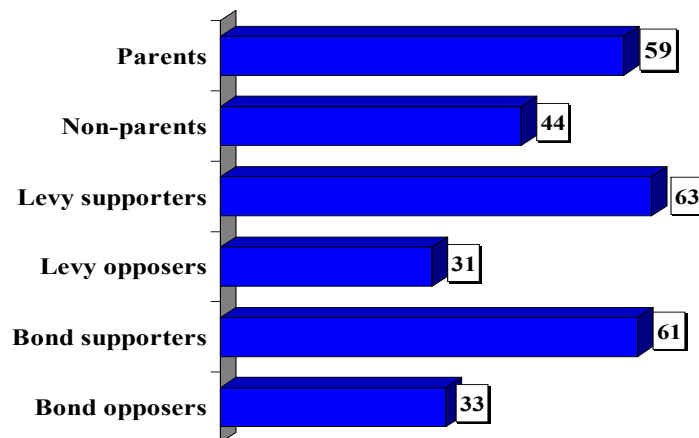
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SELECT KEY SUB-GROUP RESULTS



SELECT KEY SUB-GROUP RESULTS



Overall, how would you rate the quality of education being provided by the Chardon Local School District?

In your opinion, how would you rate the job that the Chardon Local School District does spending tax money and managing its budget?

Key Performance Ratings

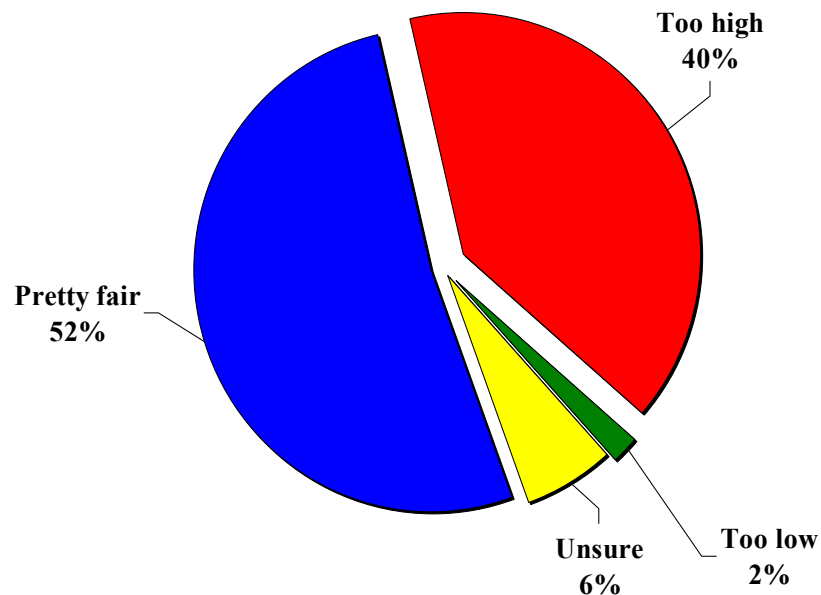
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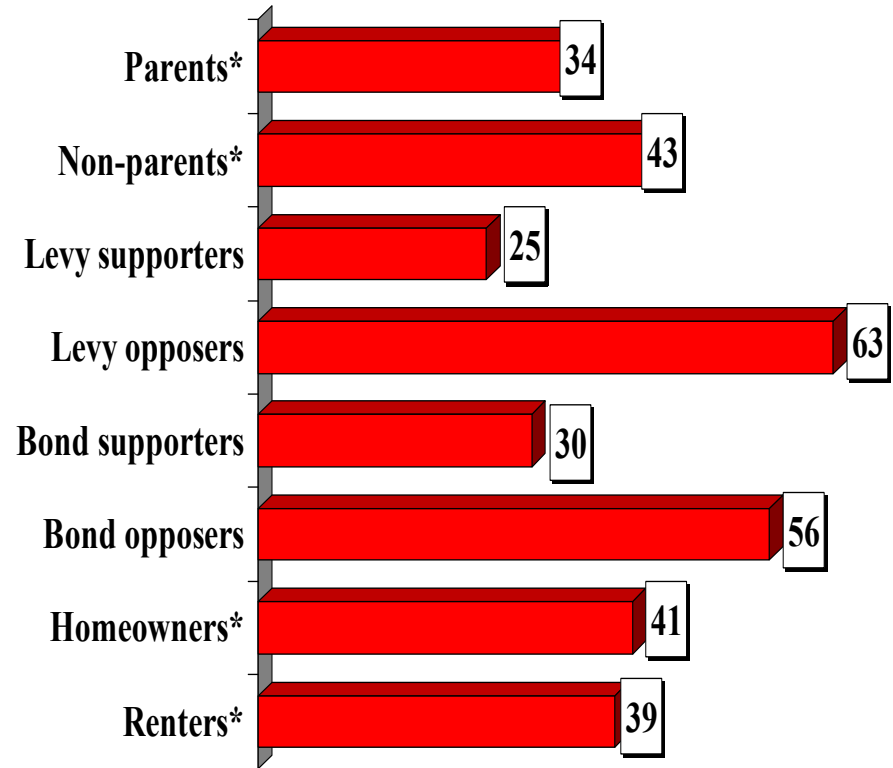


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OVERALL RESULTS



SELECT KEY SUB-GROUP RESULTS



Do you think that property taxes in the area where you live are too high, generally pretty fair or too low?

Tax Sensitivity

* Differences are not statistically significant

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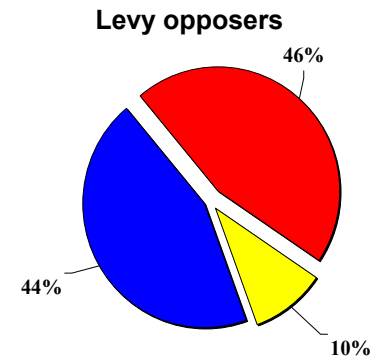
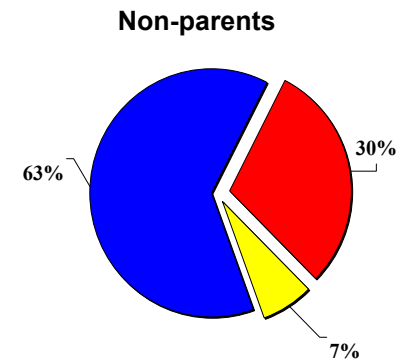
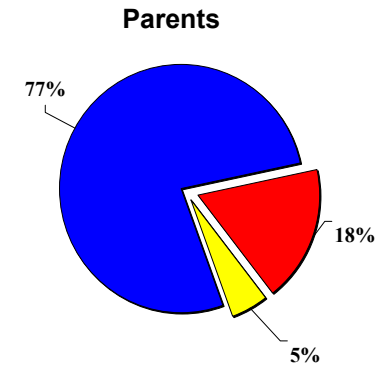
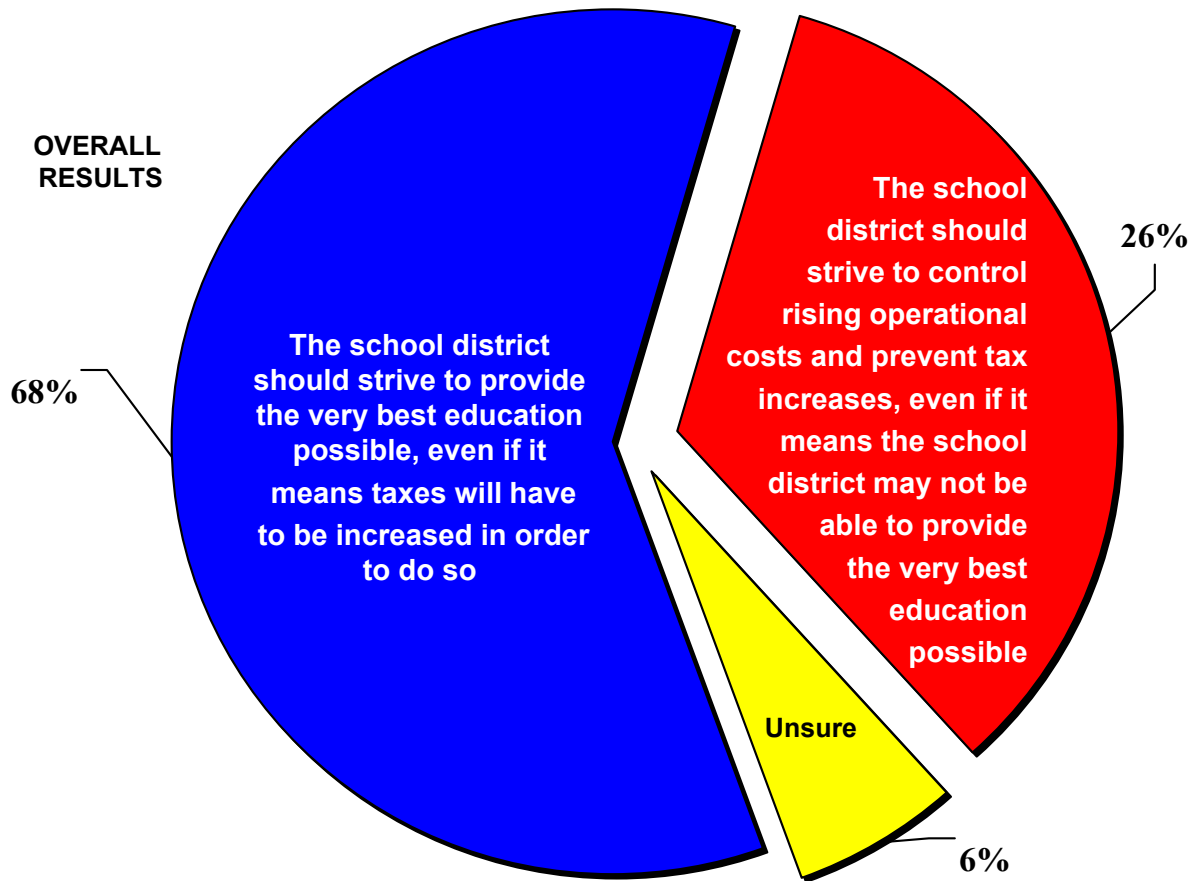
Operations Funding

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I would like to read you two things people have said about taxes being paid for local public schools and education in your community. When I am done, please tell me which opinion comes closest to yours...

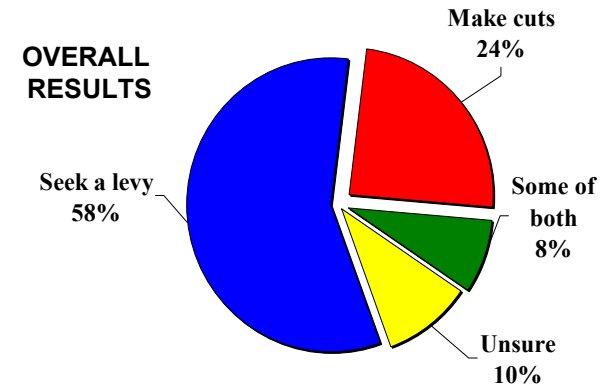
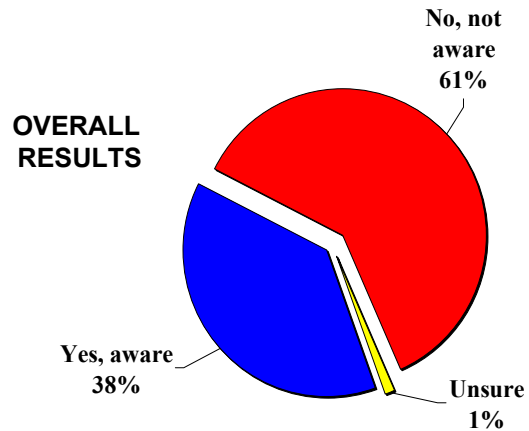
Juxtaposing Excellence and Cost

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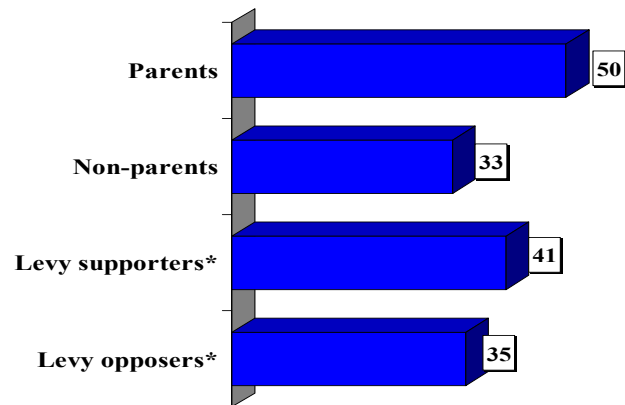
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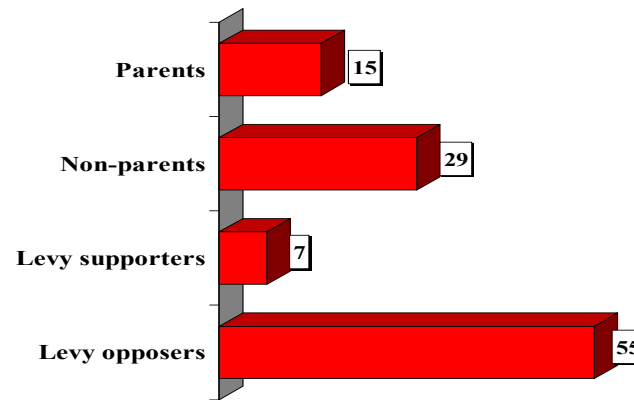
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SELECT KEY SUB-GROUP RESULTS



SELECT KEY SUB-GROUP RESULTS



Prior to this survey, were you aware that the Chardon Local School District has recently lost approximately \$1.3 million dollars in annual funding because of changes in tax laws for businesses and lower state funding?

Within the next few years the Chardon Local School District will be facing an operating deficit. As a result, do you think that the School District should make more cuts and reductions, so they do not need any more money or seek approval for an operating levy, in order to maintain current staffing and service levels?

* Differences are not statistically significant

Funding Needs

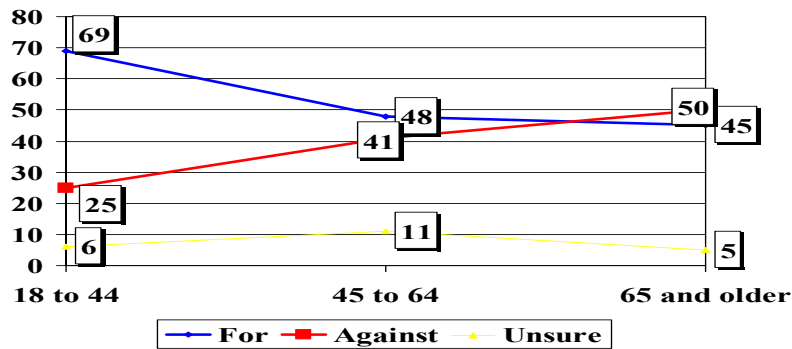
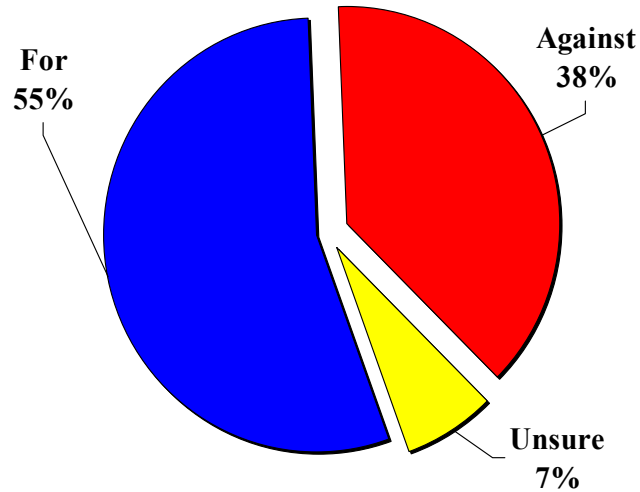
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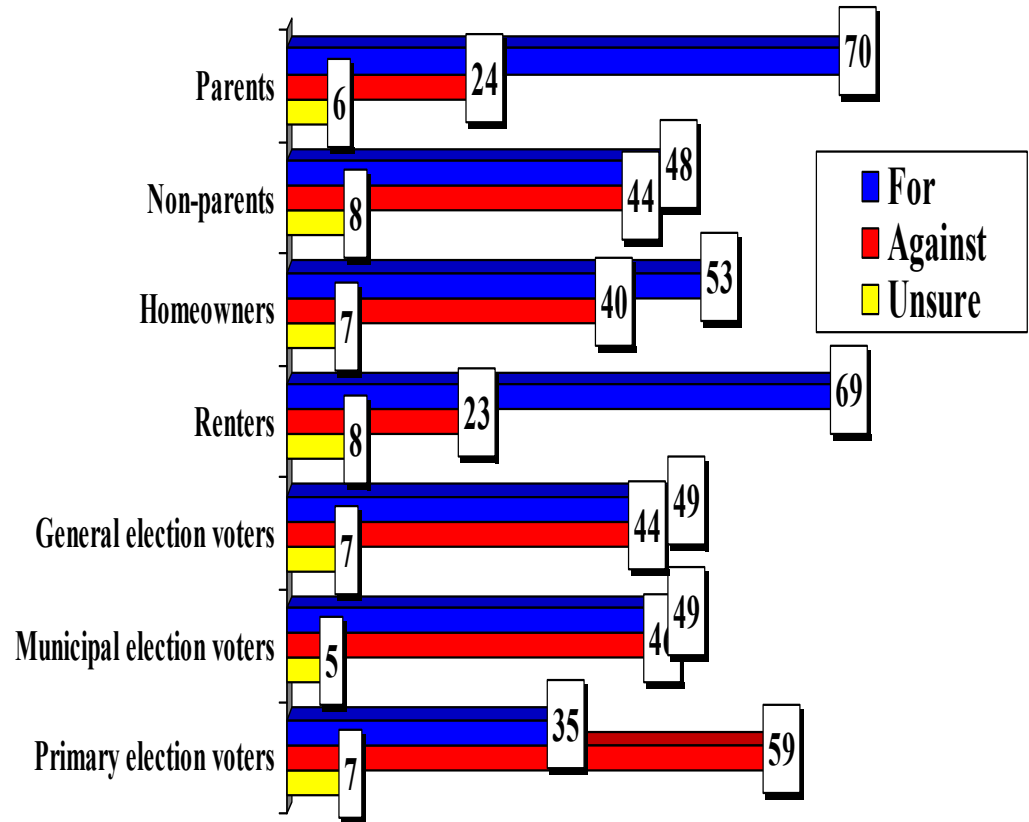


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OVERALL RESULTS



SELECT KEY SUB-GROUP RESULTS



In order to fund current district operations, and to ensure that the current teaching staff and existing programs can continue to be offered, would you vote for or against a property tax levy on the ballot that would be collected for a continuing period of time, and would cost the taxpayers approximately \$136 per year per \$100,000 dollars of property valuation?

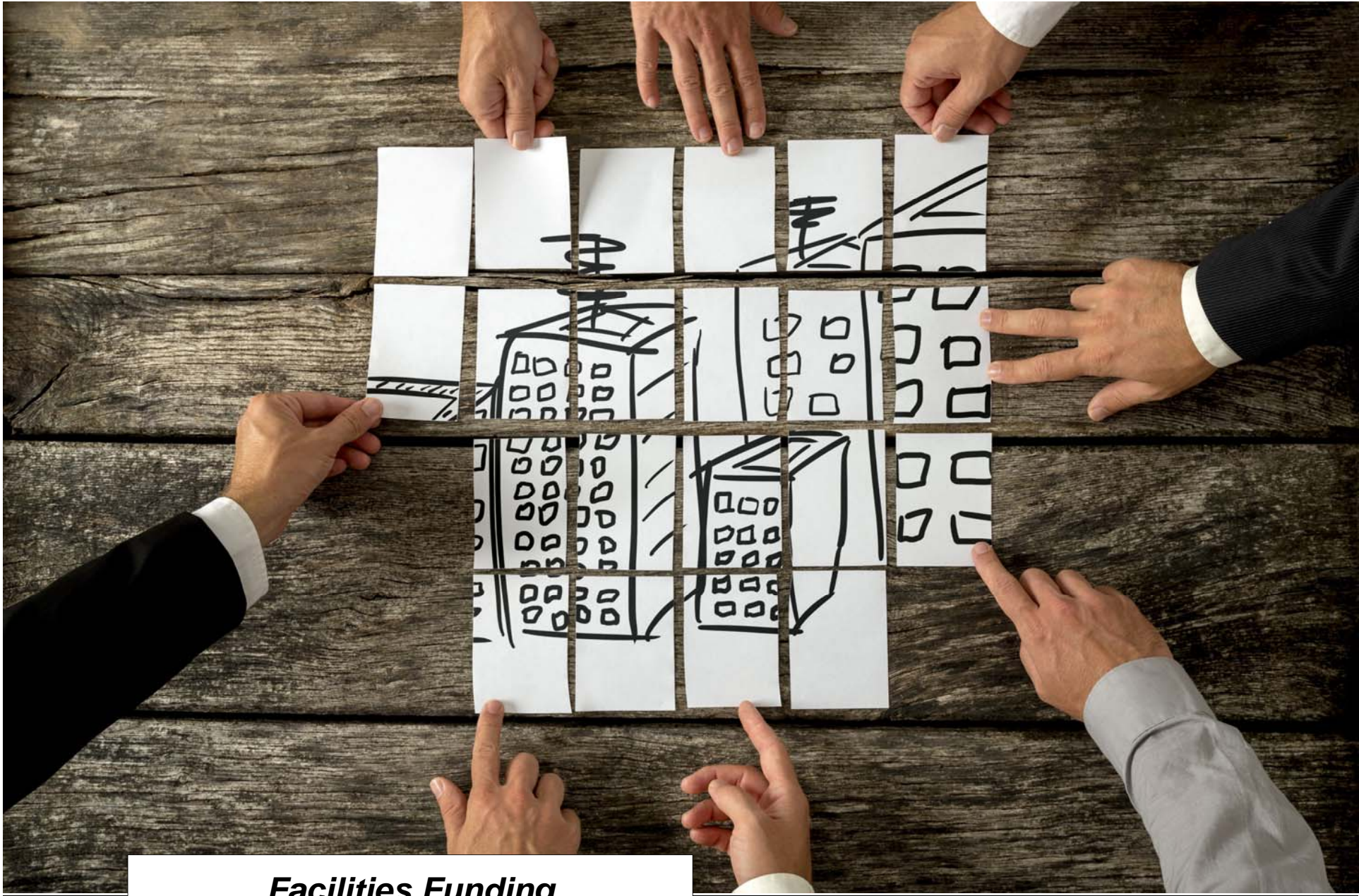
Funding Support Concept Test

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Facilities Funding

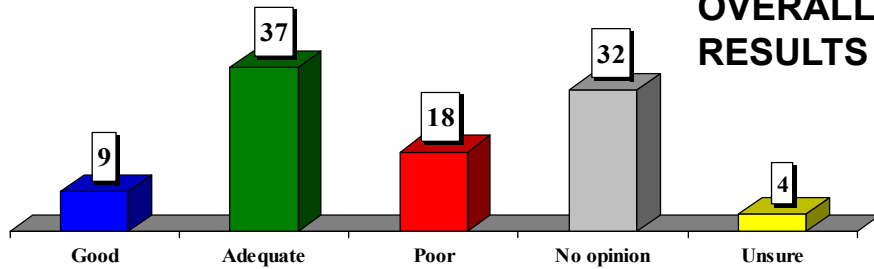
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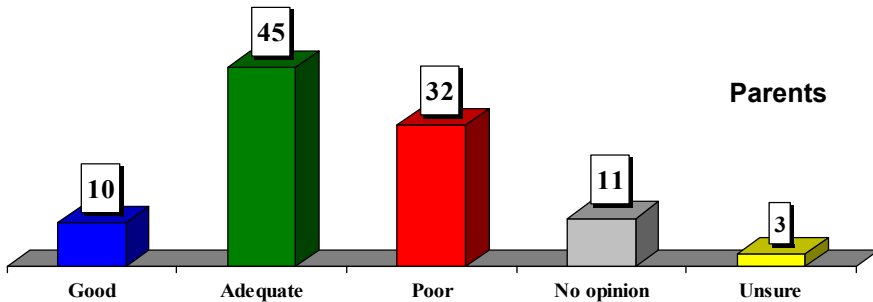


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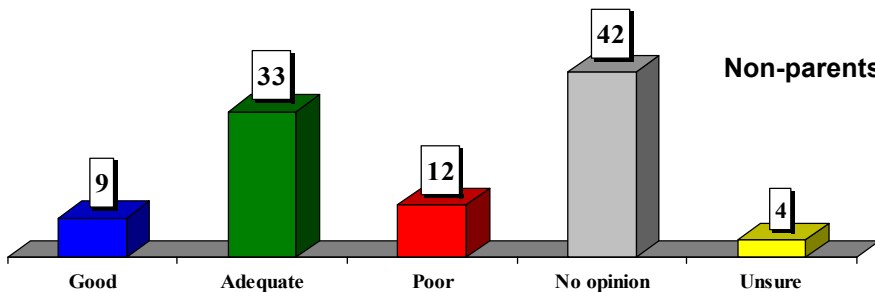
OVERALL RESULTS



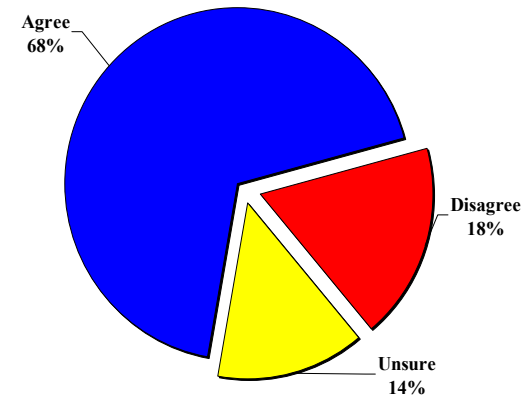
Parents



Non-parents

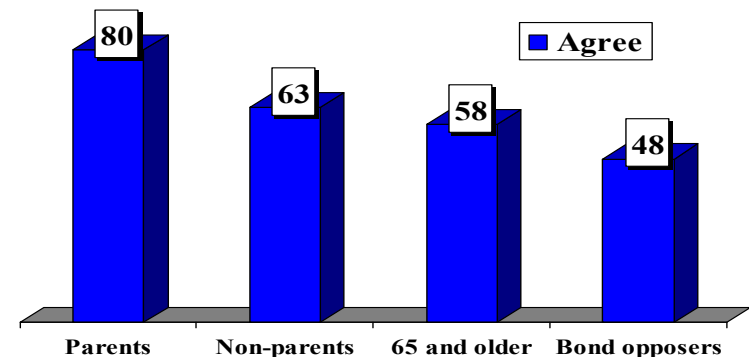


In general, do you think that the Chardon Local School District school buildings are good facilities that need no improvements, adequate facilities that need some upgrades and improvements or poor facilities that need to be replaced, or do you not have enough information about this to have formed an opinion?



Do you agree or disagree with people who say that, even though the schools may be well-maintained and serviceable, work needs to be done on the inside to modernize the facilities and technology infrastructure to ensure students are getting the kind of advanced education that people have come to expect from the Chardon schools?

SELECT KEY SUB-GROUP RESULTS



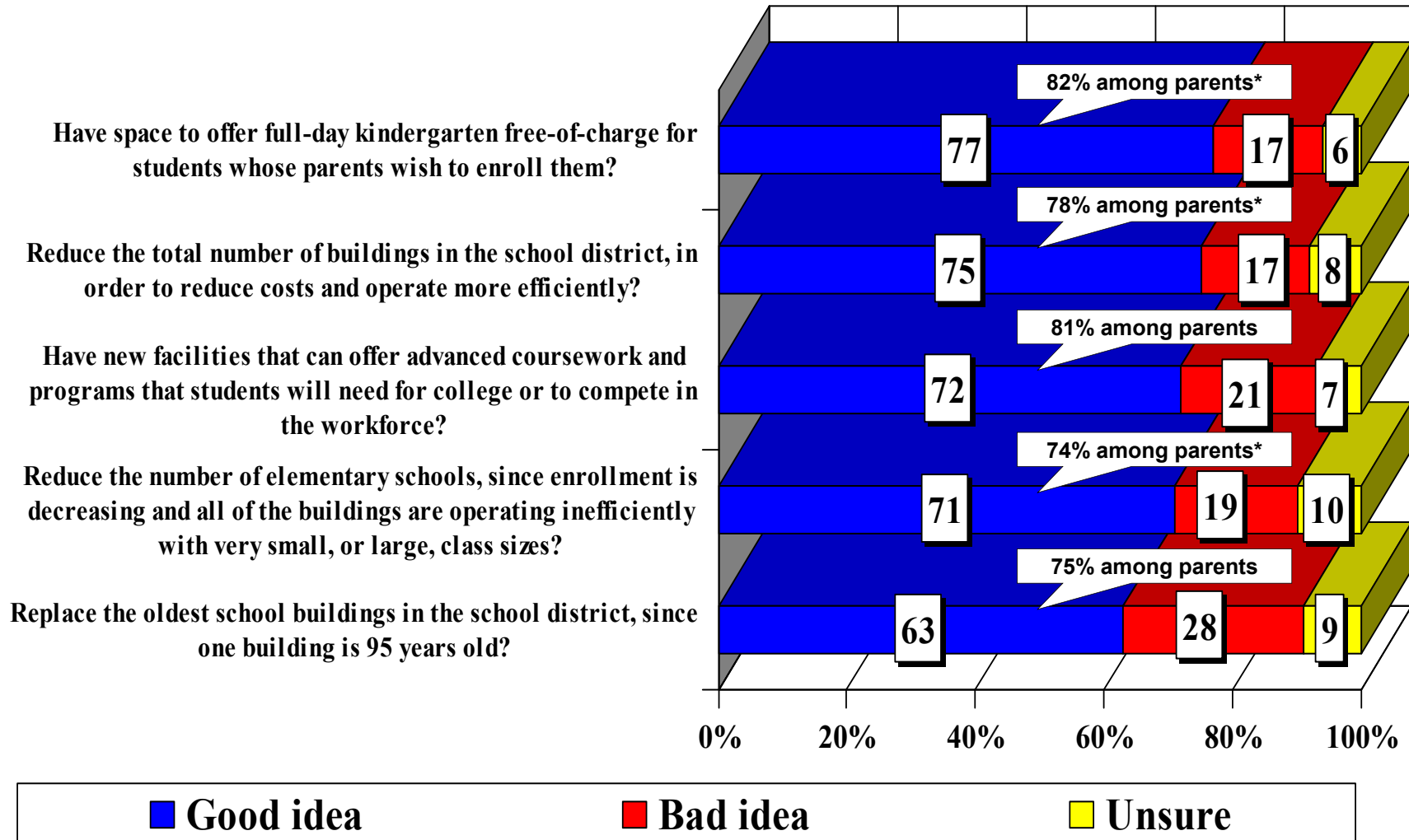
Building Situation

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Do you think it is a good or bad idea to...

First Tier/Most Popular Building Plans

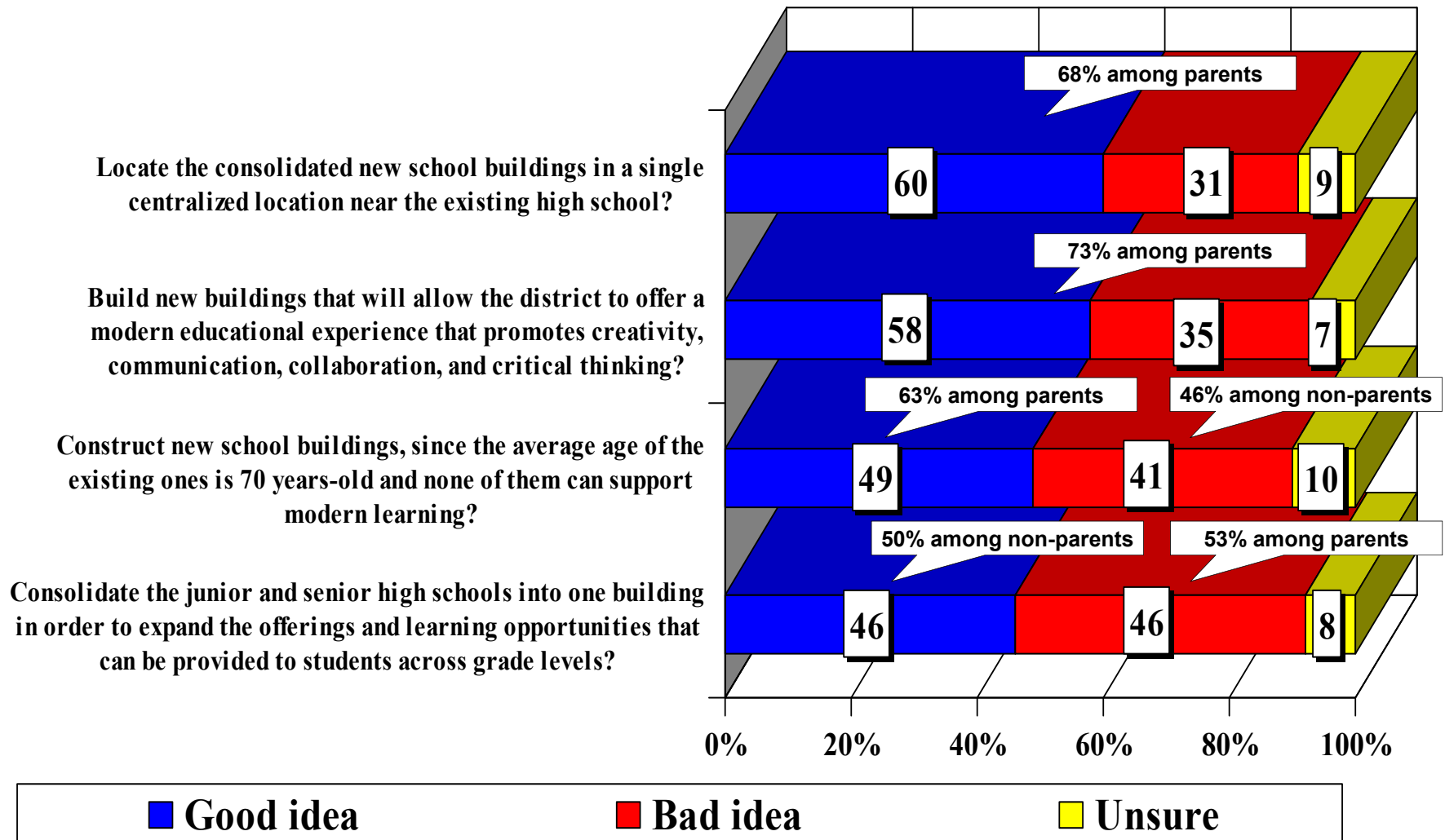
** Differences are not statistically significant*

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Do you think it is a good or bad idea to...

Second Tier/Less Popular Building Plans

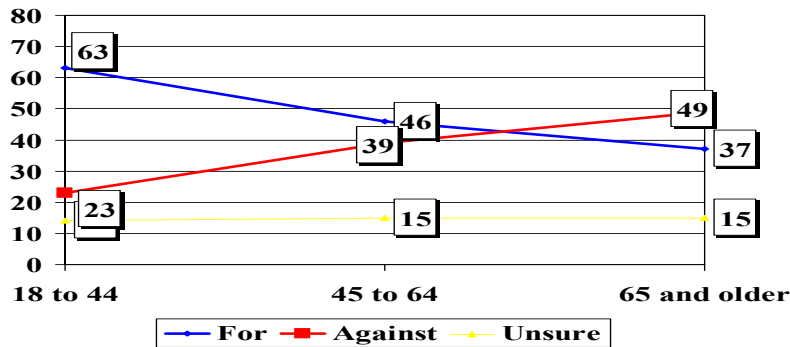
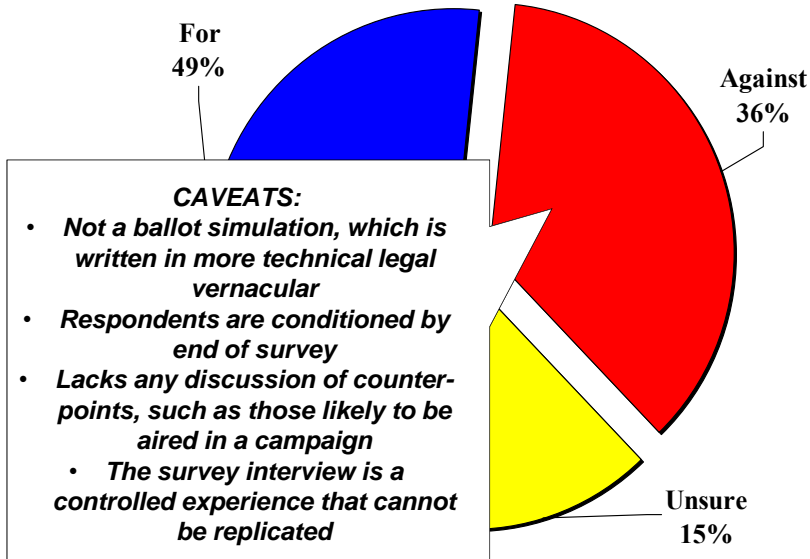
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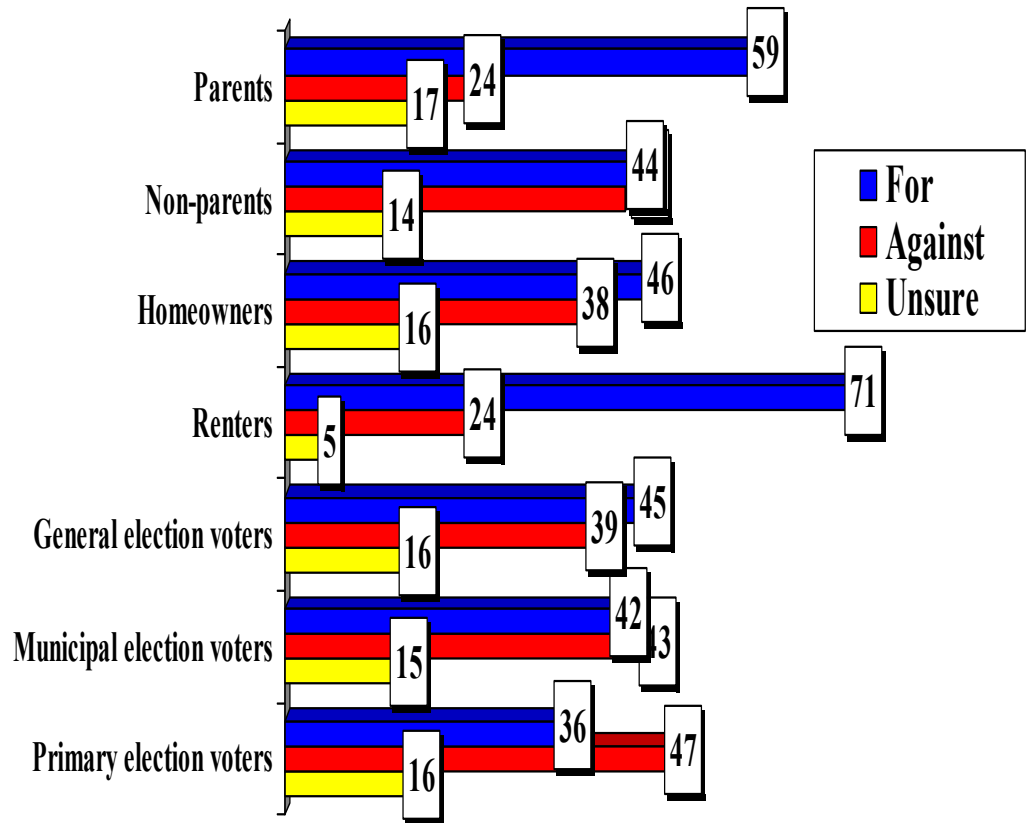


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OVERALL RESULTS



SELECT KEY SUB-GROUP RESULTS



Supposing a bond issue was on ballot for \$85 million dollars that would be collected for a 37-year period of time, in order to fund construction of new buildings, would you vote for or against it?

Funding Support Concept Test

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- 24% New buildings are not needed/should repair existing buildings
- 23% Taxes are too high/do not want taxes to increase
- 11% Money should not be spent this way/money is not being spent properly
- 11% Costs too much/cannot afford it
- 6% Need more information/do not know enough about it
- 4% No children in the schools
- 19% Other
- 1% Unsure

**VERBATIM RESULTS
STATISTICS:**

“Tax(es)” - 32
“Money” - 24
“Building” - 22
“High” - 16
“Cost” - 11

Key word frequency counts

VERBATIM RESPONSES:

“I think taxes are very high already; schools should be held to tighter budgets, just like businesses.”

“I believe that the old buildings suffice.”

“It's too high. It's too much money. Maybe if they could do half and see where that goes and then go from there.”

“They can look at buildings like houses and they can be remodeled. Why can't they remodel the schools?”

What is the biggest reason that you would vote against it?

Open-Ended Question

n=176

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Conclusion

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- Overall, 74 percent of Chardon LSD voters said that Geauga County was moving in the right direction
- Overall, 62 percent of Chardon LSD voters said that the Chardon Local School District was moving in the right direction, including 77 percent of parents and 55 percent of non-parents, indicating general contentment with the school system
- If a new operating levy is not approved or pursued, a 35 percent-plurality, including 39 percent of parents, favor privatizing services to balance the budget, while 22 percent, including 26 percent of parents, prefer to close some of the buildings
- There also were substantial and significant differences in results based on partisan registration, which suggest that the timing and intraparty competitiveness of a primary election could prove to have decisive effects on the outcome of funding requests
- In contrast, there were very few sizeable differences in results based on gender, which is somewhat rare among education funding issues
- 32 percent of voters indicated they had children in their homes enrolled in Chardon Local School District schools (parents), and 9 percent indicated that they rented their homes

Other Notable Findings

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- Although the opinion environment is a largely placid one, with a great deal of contentment and satisfaction with the quality of education, sensitivity to taxes is casting a cloud over the ideas of funding for operational and building needs
- Parents and non-parents appear philosophically committed to the highest quality of education, but the levy simulation show tenuous support, which may be affected by timing, but also ambivalence among older voters and non-parents who, among other characteristics, are less attuned to the district's financial woes
- There seems to be complacency about building conditions, even among some parents, and the limited support for the bond issue funding is being driven, in part, by the resulting absence of urgency...as well as the cost
- Despite that, most of the elements of the building plan are popular ones that warrant discussion during the dialog with the public about why facility revitalization is needed. Impressively, even many seniors and those who oppose the bond issue agree with the central premise that facility modernization is important
- The least popular aspect, which could divide the community, is consolidating the junior and senior high schools, which received tepid responses from both parents and non-parents and, intuitively, could be an emotionally-charged topic that undermines support for the idea
- A closing note is that, despite challenges facing the district to build consensus about funding needs for operations and buildings, it is important to note that even dissenters give the district good marks for the quality of education, which indicates that opposition to the ideas tested has little or nothing to do with what is happening in the classrooms. As a result, the public discussion leading up to the decisions can focus on the needs and merits of the prospective requests

Key Findings Recap

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