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April 11, 2017

TO: John Hamstra

FR: Paul Fallon

RE: Key Findings Summary Overview

As you requested, I have reviewed the recent community survey results to provide you with this summary overview of the most important findings:

First, the District's core performance ratings for the quality of education and managing tax dollars are largely consistent with previous survey results and, once again, the former fares much better than the latter measure. It appears there is widespread satisfaction with the job being done educating students;

Second, a considerable impediment to new facilities is sensitivity to property taxes, which is moderately high and appears associated with opposition to the options that were tested. This suggests there is a substantial segment of the community that will be resistant to any proposal, regardless of its merits;

Third, it appears that parents and non-parents are cognizant of imminent enrollment growth and seemed poised to embrace steps needs to preclude school overcrowding. Simply put, there is broad consensus that it is a problem that needs to be averted. Moreover, it appears that there is much more ardent interest in solving this problem than there was in building conditions, which we tested in previous surveys;

Fourth, among the various options tested, the most popular was to renovate the high school, replace the junior high school building with a new one and construct 2 new elementary schools at different locations in the district. However, it did not garner a majority of support among non-parents and may need to be more fully-developed to explain how it can prevent classroom overcrowding, and promulgate achievement of aspirational goals, such as ensuring more robust delivery of science curricula and advanced coursework students will need for college or to compete in the workforce;

Lastly, at the end of the survey, after hearing about the various building options – and their costs – as well as the goals that could be accomplished by them, the vast majority of respondents indicated that they would generally support new, expanded and upgraded school buildings, which indicates that the environment is a propitious one for further exploration of the idea.

If you have any questions about the information herein, feel free to call me at 614-341-7005.

This information is based on survey research data that was gathered through telephone interviews that specially-trained interviewers conducted with 300 randomly-selected registered voters residing within the Southwest Local School District of Ohio, who had valid residential, VOIP or cellular telephone numbers. The interviews were performed during the period of March 27, 2017 through March 30, 2017. The overall estimated margin of sampling error is +/- 5.65%, based on a confidence level of 95%, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 5.65% of those provided herein. Some adjustments were made to weight the results toward demographic and geographic characteristics of the district's electorate, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages.