

BELLBROOK SUGARCREEK LOCAL SCHOOL DISTRICT SURVEY RESULTS

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch

Telephone interviews performed by specially-trained opinion research interviewers

Conducted with 252 randomly-selected registered voters, residing in the Bellbrook Sugarcreek Local School District of Ohio, using a combination of valid residential, VOIP and cellular telephone listings

+/- 6.17% overall estimated margin of error, with a confidence interval of 12.34% within which the results can vary

June 11 – June 14, 2019

Data was stratified so that the differences in vital characteristics, such as age, race, 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

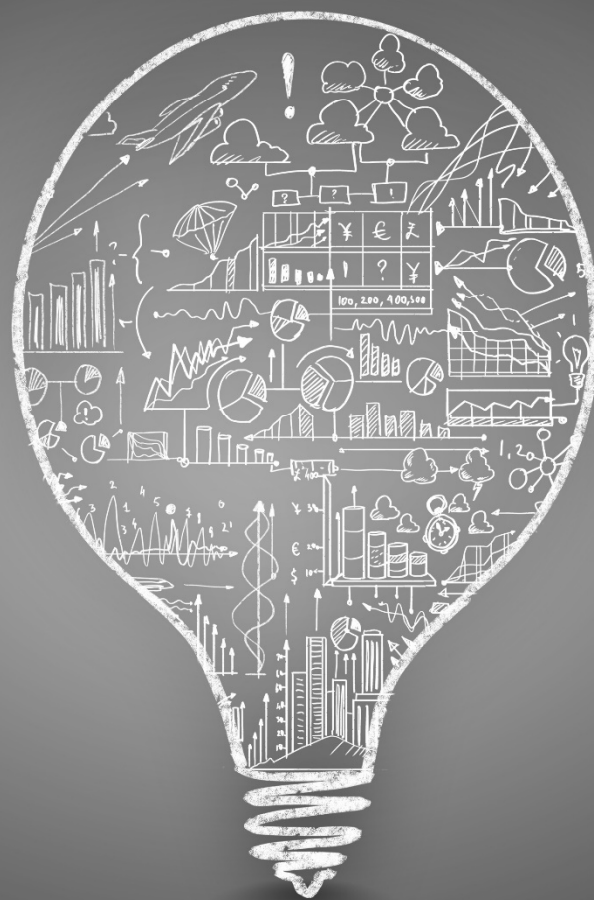
Methods

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch



Opinion Environment

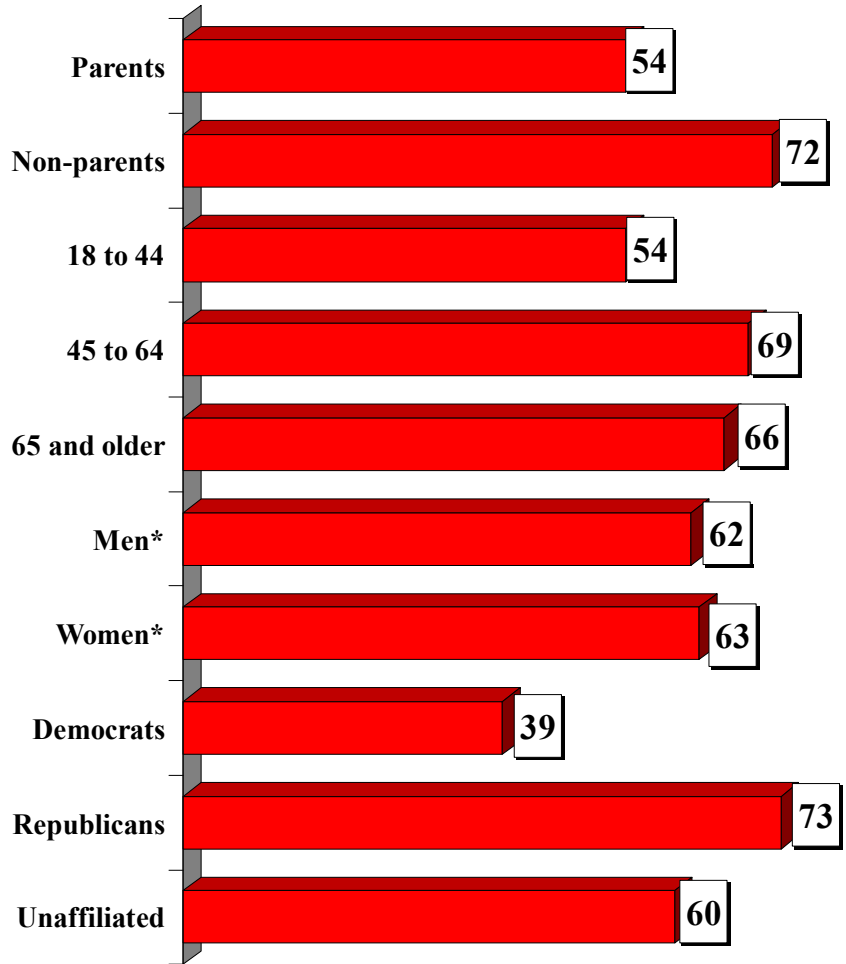
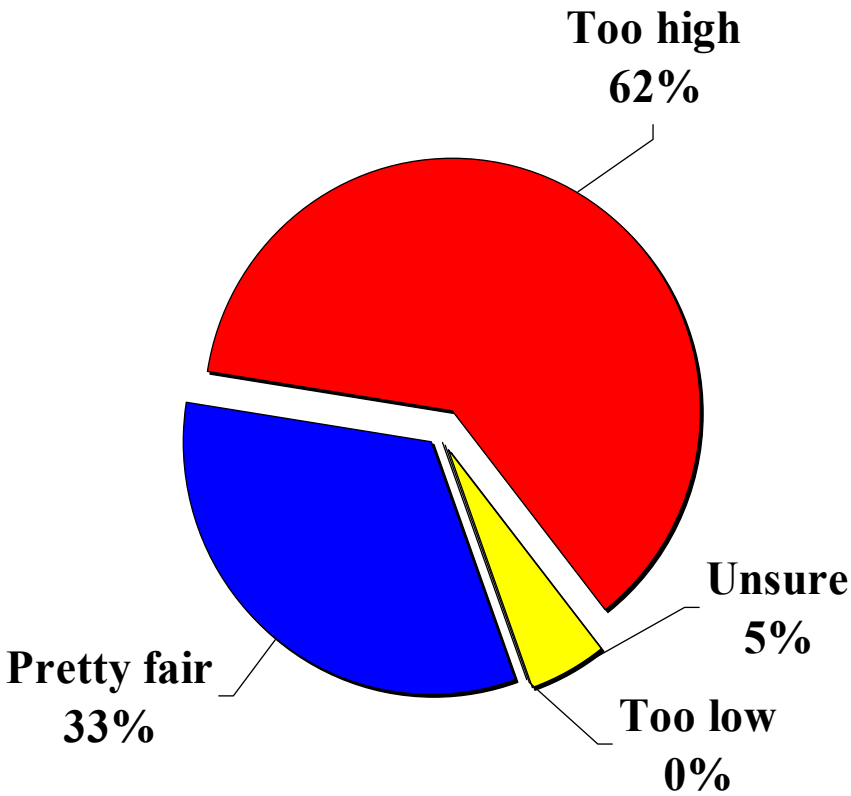
www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch

TOO HIGH 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?

* Differences are not statistically significant

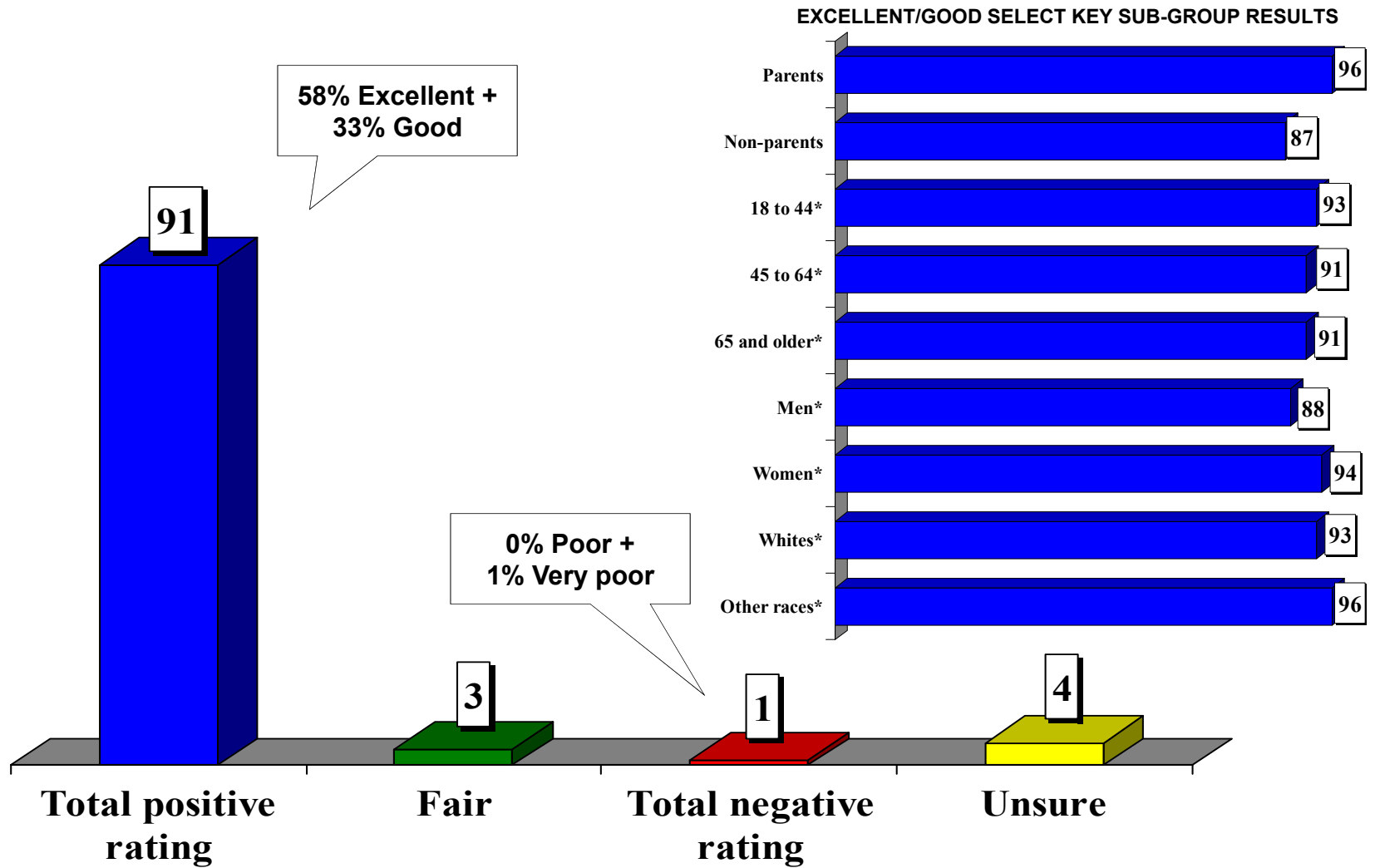
Property Taxes

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch



Overall, how would you rate the quality of education being provided by the Bellbrook Sugarcreek schools?

Rating Education

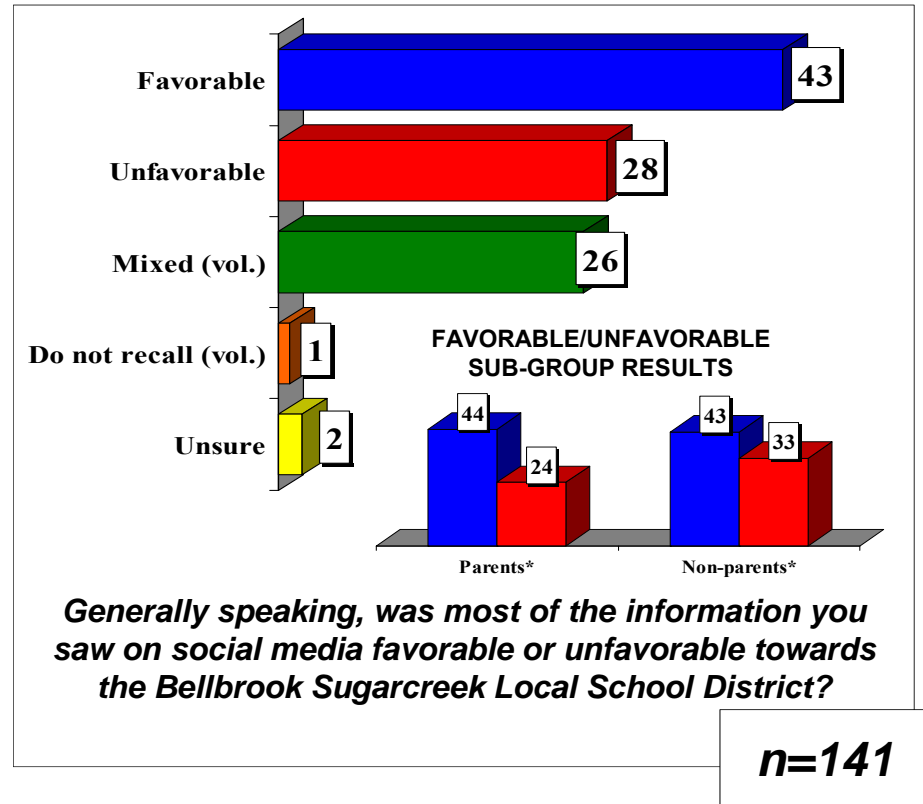
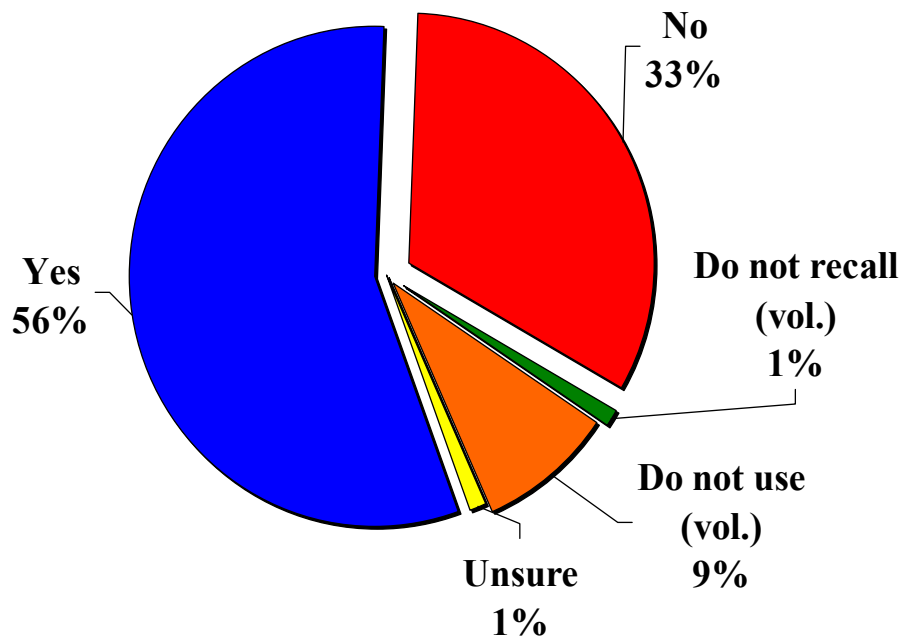
* Differences are not statistically significant

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch



Over the last year, have you seen or noticed any news, information or posts about the Bellbrook Sugarcreek Local School District on social media, such as the Facebook and Twitter accounts of friends, parents or others in the community?

Social Media

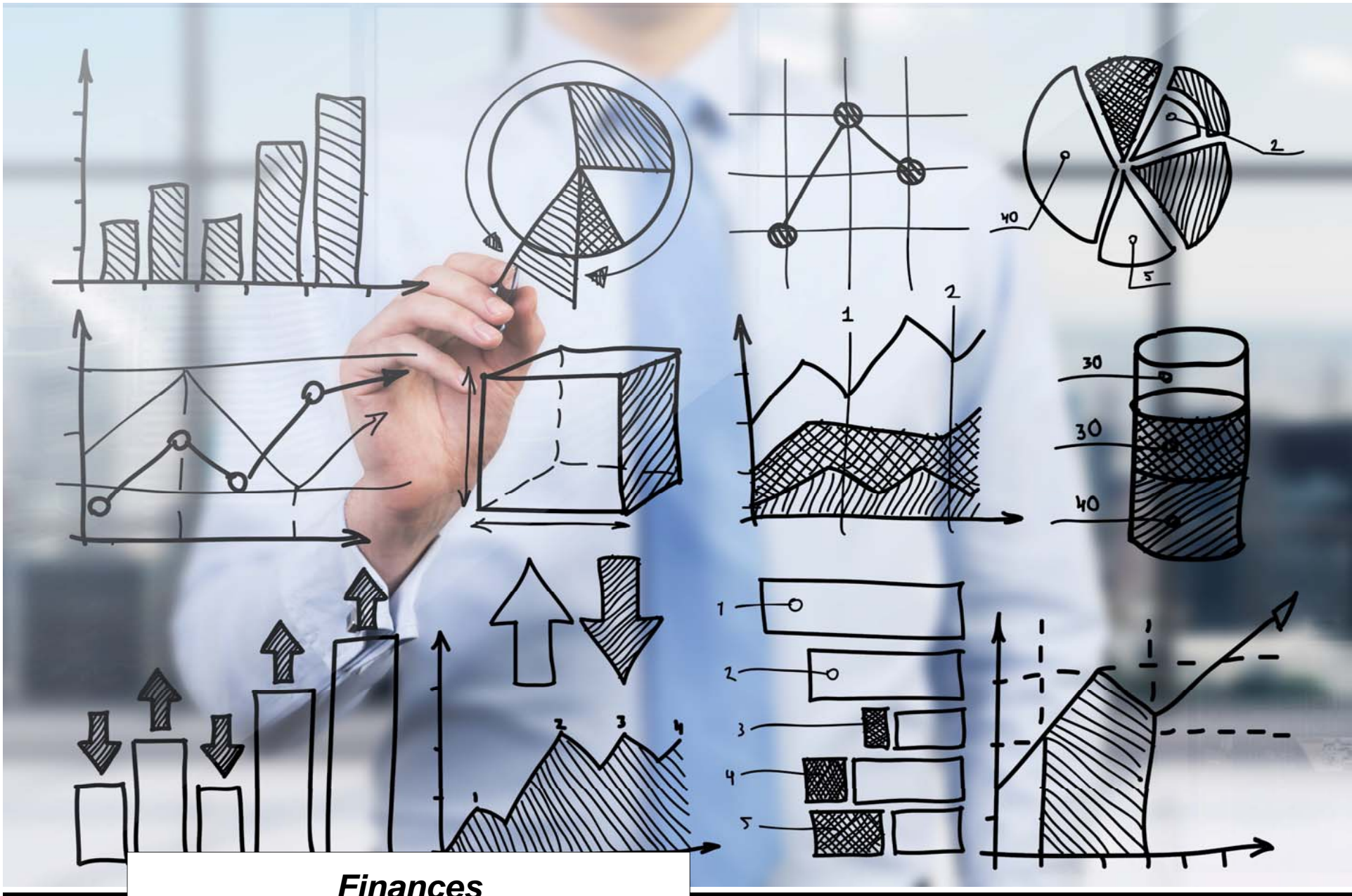
* Differences are not statistically significant

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch



Finances

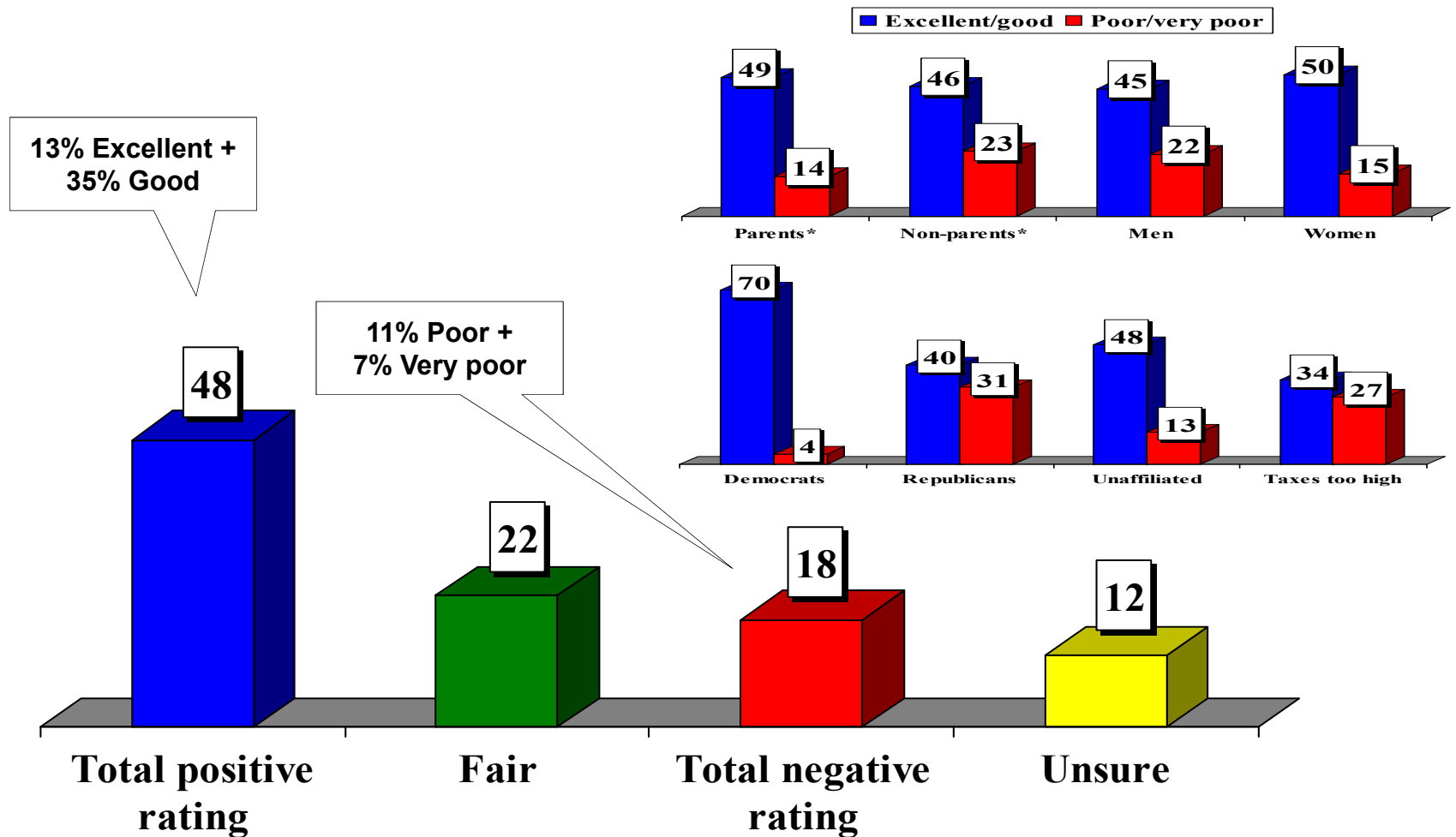
www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch

EXCELLENT/GOOD & POOR/VERY POOR SELECT SUB-GROUP RESULTS



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

Managing & Spending

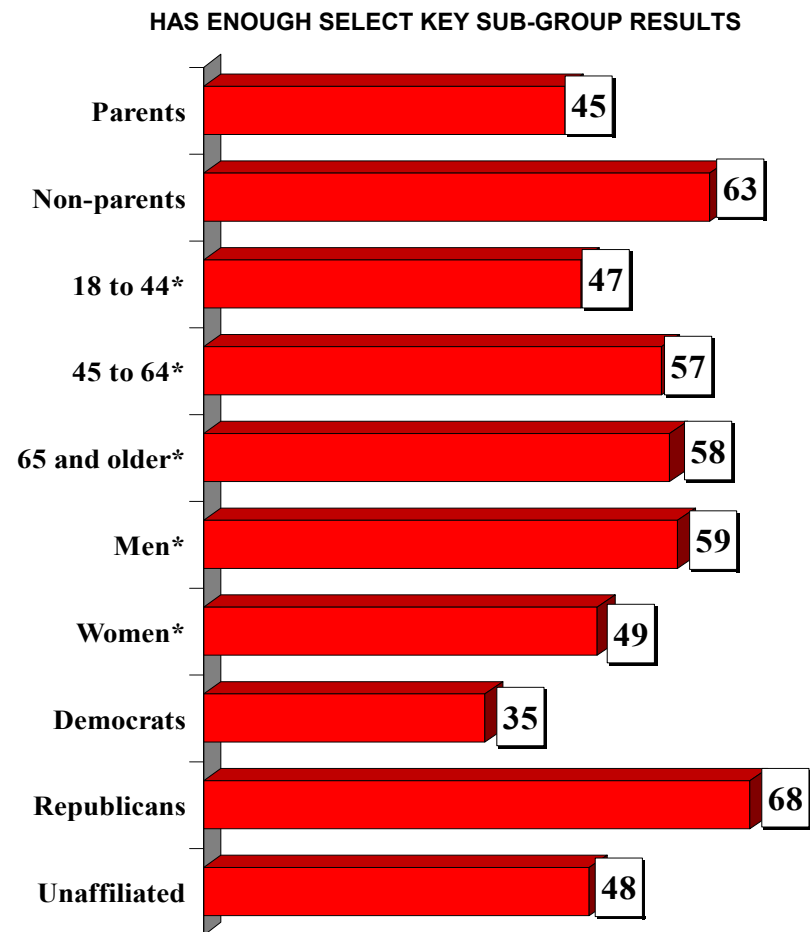
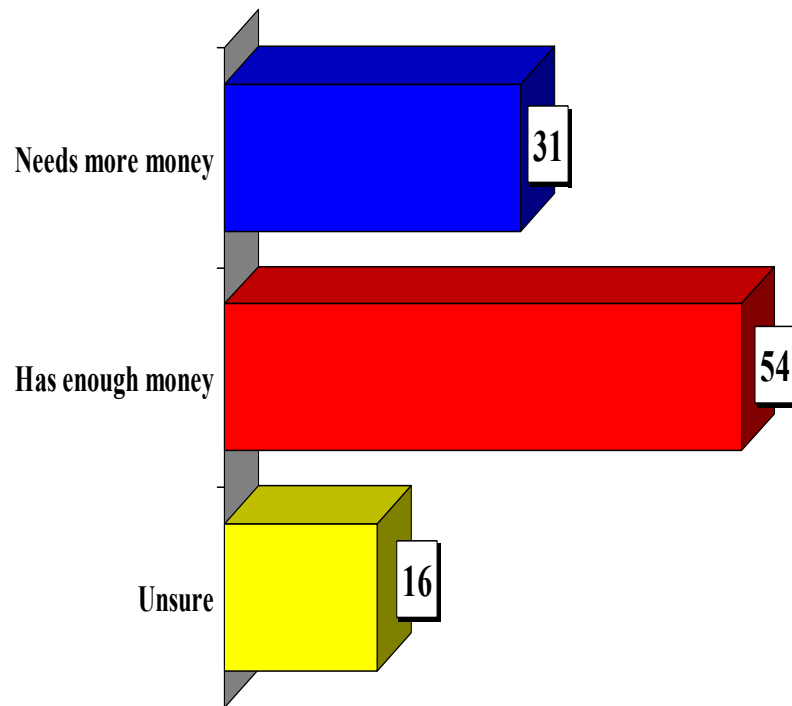
* Differences are not statistically significant

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch



Do you think the Bellbrook Sugarcreek Local School District needs more money, regardless of whether it comes from the local taxpayers or the state or has enough money, but needs to do a better job of spending it?

* Differences are not statistically significant

Need For Funding

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch

41% Voters could not afford the additional taxes

18% Voters did not think the money was needed

13% The school district did not seek enough community input

5% The school district should have gotten more state money

0% Voters were unhappy with the quality of education in the schools

9% Combination (vol.)

10% Other (vol.)

4% Unsure

NOTABLE SUB-GROUP RESULTS:

**43% 65 and older
46% Non-parents
44% Men**

NOTABLE SUB-GROUP RESULTS:

**24% 18 to 44
21% Parents
31% Other races**

NOTABLE SUB-GROUP RESULTS:

**17% 65 and older
17% Democrats**

As you may or may not know, in May an operating levy for additional funding for the Bellbrook Sugarcreek Local School District was defeated. Which of the following would you say is the biggest reason that voters in your community voted against it?

Forced Choice Battery*

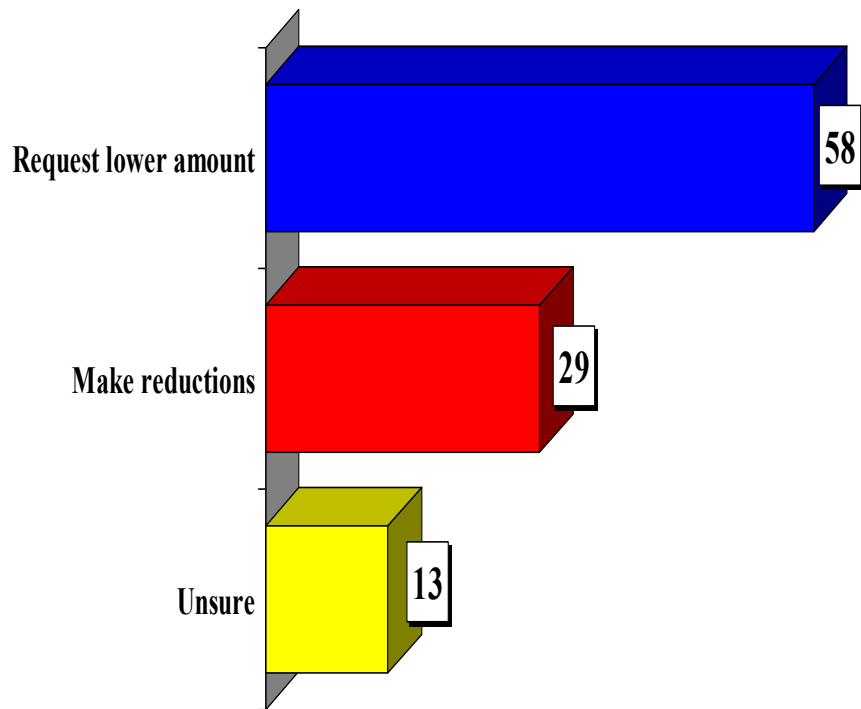
** Sub-group differences may not be statistically significant for this measure due to the structure of the question and multiplicity of values for the variables*

www.FallonResearch.com

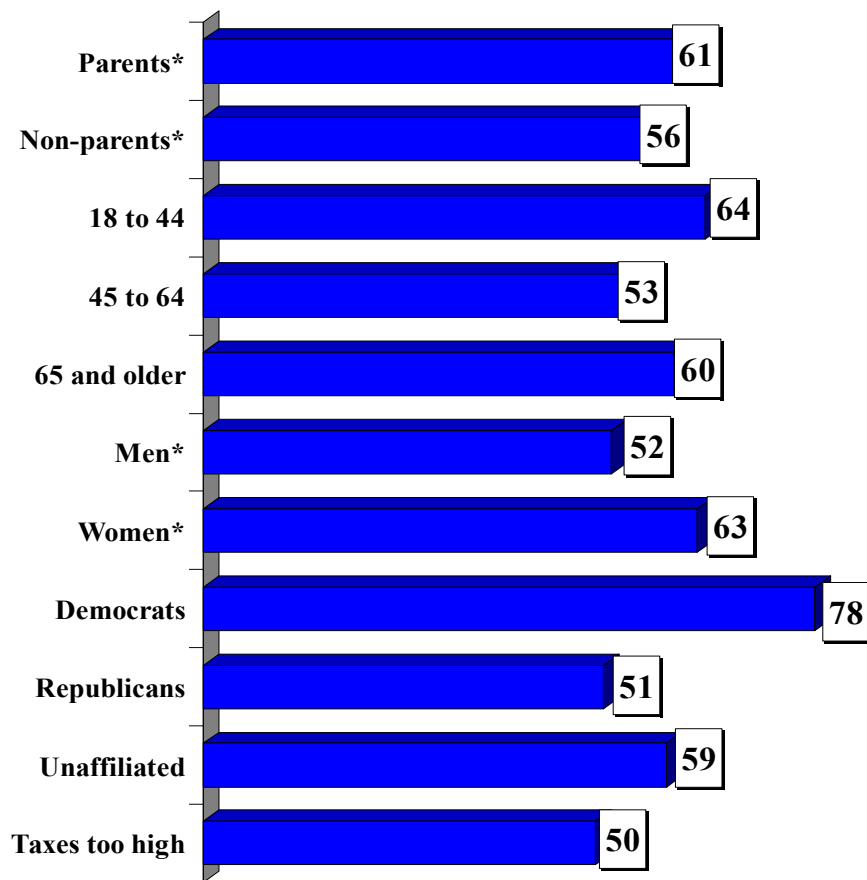
All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch



LOWER AMOUNT SELECT KEY SUB-GROUP RESULTS



As a result of the levy defeat, do you think the school district should request a lower amount next year and make moderate reductions in spending and staffing or avoid increasing taxes altogether and make major reductions in spending and staffing?

* Differences are not statistically significant

Next Steps

www.FallonResearch.com

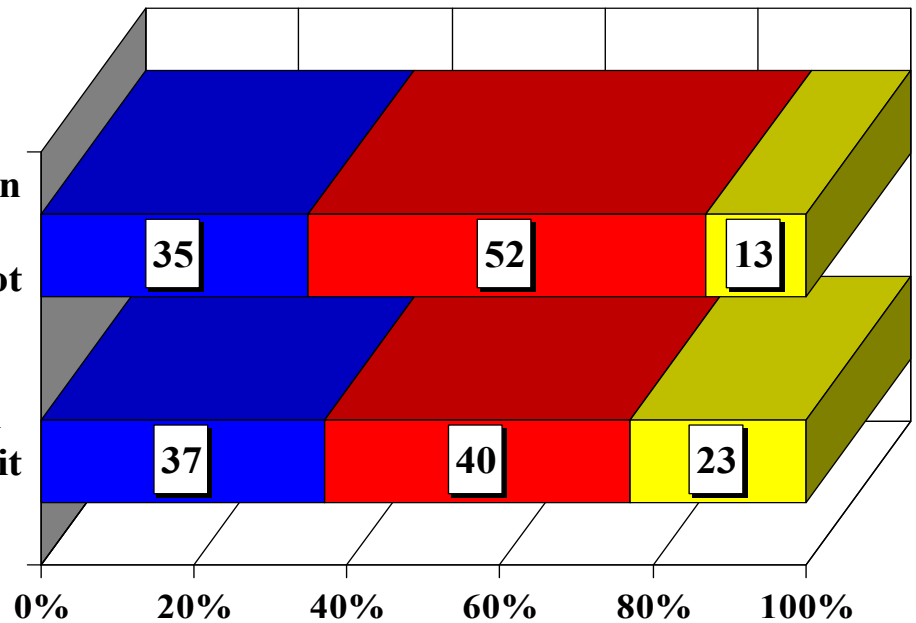
All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



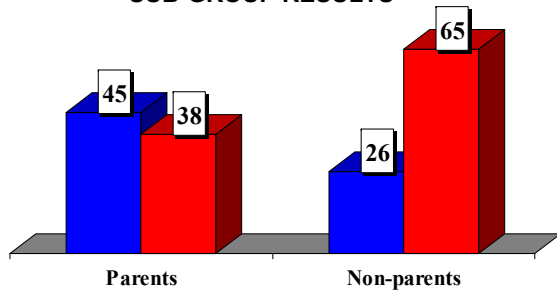
@FallonResearch

VERSION A: Would you support or oppose an additional 5.9 mill property tax levy for a continuing period of time, if it was on the ballot next year?

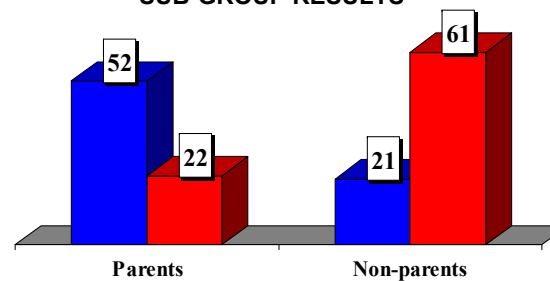
VERSION B: Would you support or oppose an additional 3 mill property tax levy for 5 years, if it was on the ballot next year?



VERSION A SUPPORT/OPOSE SUB-GROUP RESULTS



VERSION B SUPPORT/OPOSE SUB-GROUP RESULTS



Split Sample Testing

- 50%** **Taxes are too high/do not want taxes to increase**
- 24%** **Financial mismanagement/wrong spending priorities**
- 11%** **Cannot afford it/financial hardship**
- 4%** **The levy amount is too high**
- 10%** **Other**
- 2%** **Unsure**

VERBATIM RESULTS STATISTICS:

“Tax(es)” - 60
“Too” - 37
“High” - 33
“Money” - 29
“Need” - 29

Top 5 key word frequency counts

VERBATIM QUOTES

“Both of us are retired, so our income drops dramatically and so we need to budget.”

“The budget is adequate as it exists, they need to reduce their spending.”

“Property taxes are definitely on the high end in this area.”

“I don’t see the justification on why they need more money in the school system.”

What is the biggest reason that you would oppose it?

Open-ended Question

n=115

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch

31% **Make class sizes a little bigger**

31% Parents

18% **Reduce busing transportation**

21% Parents

16% **Cut some sports and extracurricular programs**

4% **Eliminate some art, music, physical education and STEM classes**

3% **Reduce the number of teachers**

8% **None of them (vol.)**

6% **Combination (vol.)**

6% **Other (vol.)**

10% **Unsure**

25% **Eliminate some art, music, physical education and STEM classes**

28% Parents

21% **Reduce the number of teachers**

21% Parents

13% **Reduce busing transportation**

12% **Make class sizes a little bigger**

10% **Cut some sports and extracurricular programs**

6% **None of them (vol.)**

8% **Combination (vol.)**

1% **Other (vol.)**

6% **Unsure**

*Supposing that the district does have to reduce spending, which of the following would you **prefer to have done** to lower the budget?*

Forced choice battery response options

*Still supposing that the district does have to reduce spending, which of the following do you most strongly feel should **not be done** in order to lower the budget?*

* Sub-group differences may not be statistically significant for these measures due to the structure of the questions and multiplicity of values for the variables

Austerity Measures*

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch



Conclusion

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch

- 62 percent said that the School District was moving in the right direction, which indicated contentment and suggested very little discord
- 71 percent said that they are getting about the right amount of information from the school district and only 21 percent said they were getting too little
- 78 percent rated the work of classroom teachers as excellent or good, including 91 percent of parents and 65 percent of non-parents
- A plurality of 44 percent said they did not have opinions about the amount of compensation for teachers, while 31 percent said teachers were getting about the right amount
- A plurality of 45 percent said they did not have opinions about the amount of money the School District was receiving from the State of Ohio, while 43 percent said it was getting too little
- Overall, 27 percent said their primary source of information about the School District was the newsletter, including 20 percent of parents and 35 percent of non-parents

Other Important Findings

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch

- First, high tax sensitivity loomed as an impediment that appeared to be tainting views of local funding solutions, which is outside the control of the district. Even bolstering the modest confidence in spending practices may not ameliorate this sentiment
- Second, the lion's share of voters seemed to think that the district had enough money, irrespective of their views about the adequacy of state funding, so addressing the latter sentiment may not affect views of the former one
- Third, in concept, voters were receptive to additional taxes for the school system, if accompanied by additional austerity measures. However, neither of the millage amounts tested garnered robust support, even among district parents, which is telling of the magnitude of challenge to build a consensus
- Fourth, teachers appeared to be highly popular and sentiments begrudging their pay were quite isolated. It did not appear to be an extant concern in the opinionscape of the community
- Fifth, though highly fragmented, the community was content with the volume of information from the school system, and that which was gleaned from the freewheeling social media space had been largely laudatory
- Finally, the public did not appear to conflate disenchantment about funding matters with performance, as the rating for the quality of education was exceptional

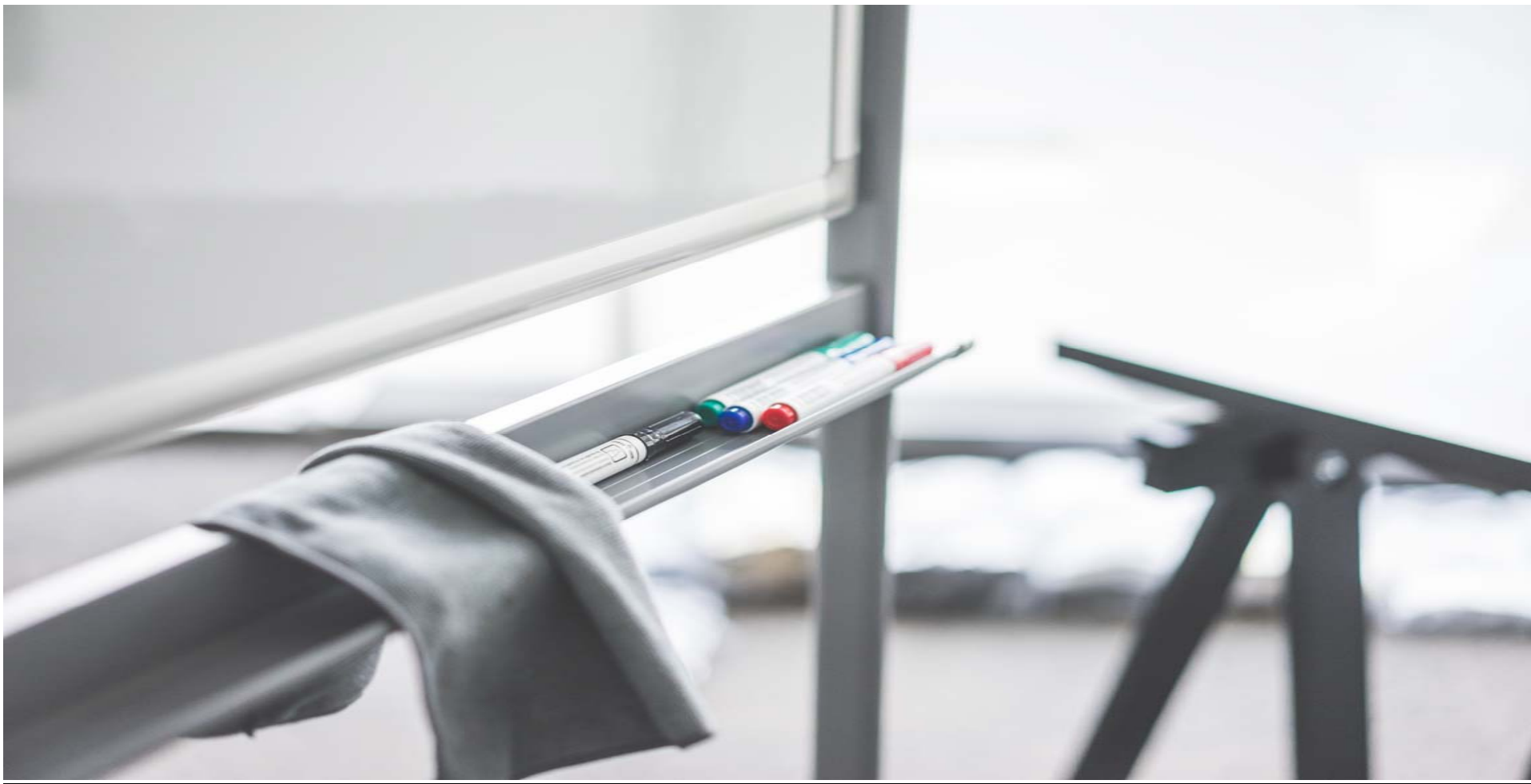
Key Findings Recap

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch



QUESTIONS?

www.FallonResearch.com

All Materials and Intellectual Property ©2019 Fallon Research & Communications, Inc.



@FallonResearch