



FOREST HILLS LOCAL SCHOOL DISTRICT SURVEY

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FOREST HILLS LOCAL SCHOOL DISTRICT SURVEY

Hamilton County, Ohio

Telephone Interviews

305 Registered Voters

**+/- 5.61% Overall Estimated Margin of Error, with a Confidence
Interval of 11.2% Within Which the Results Could Vary**

May 23 – May 25, 2010

Commissioned and sponsored by SFA Architects, Inc.

Methods

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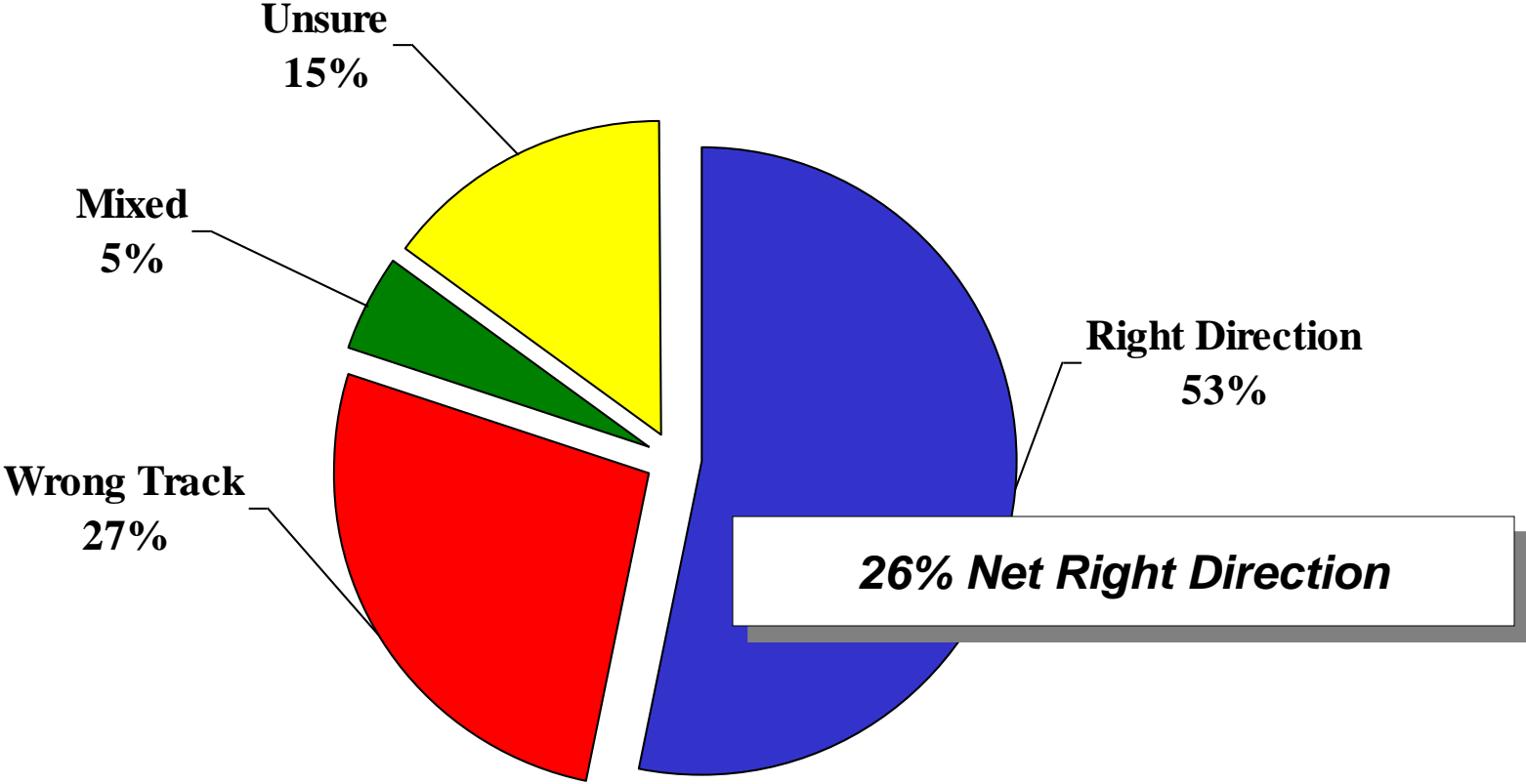


THE OPINION ENVIRONMENT

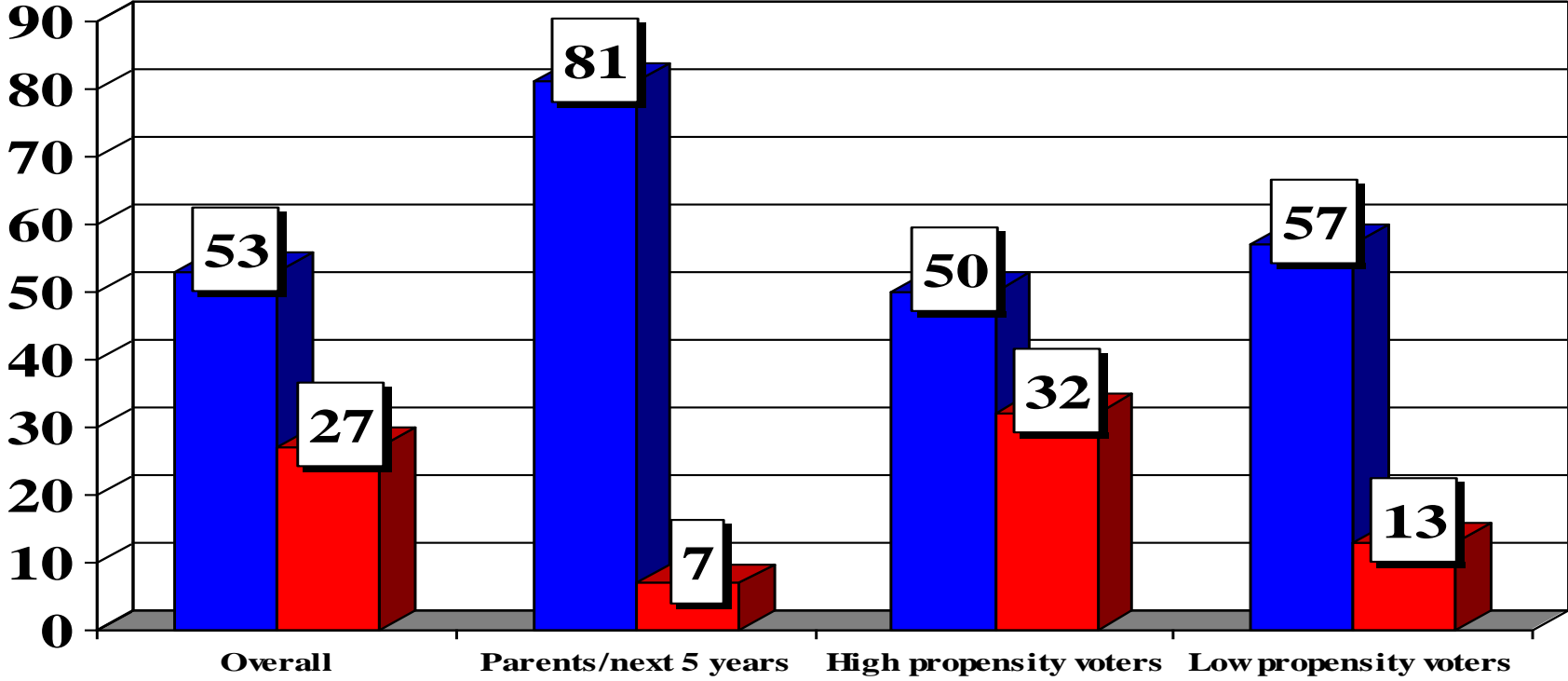
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Thinking about the Forest Hills Local School District that serves your community, would you say that it is generally going in the right direction, or has it gotten off onto the wrong track?



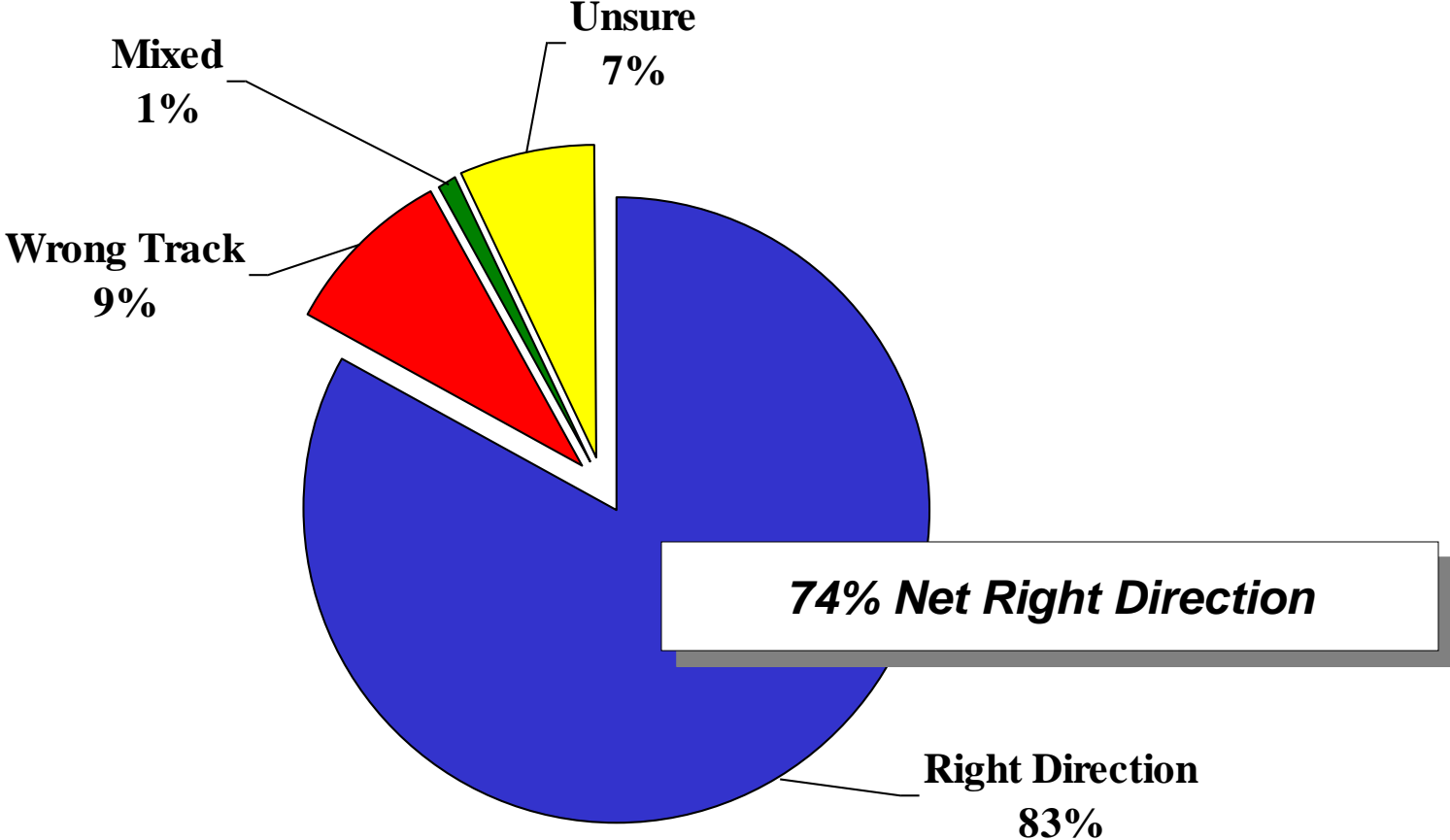
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■ Right direction ■ Wrong track

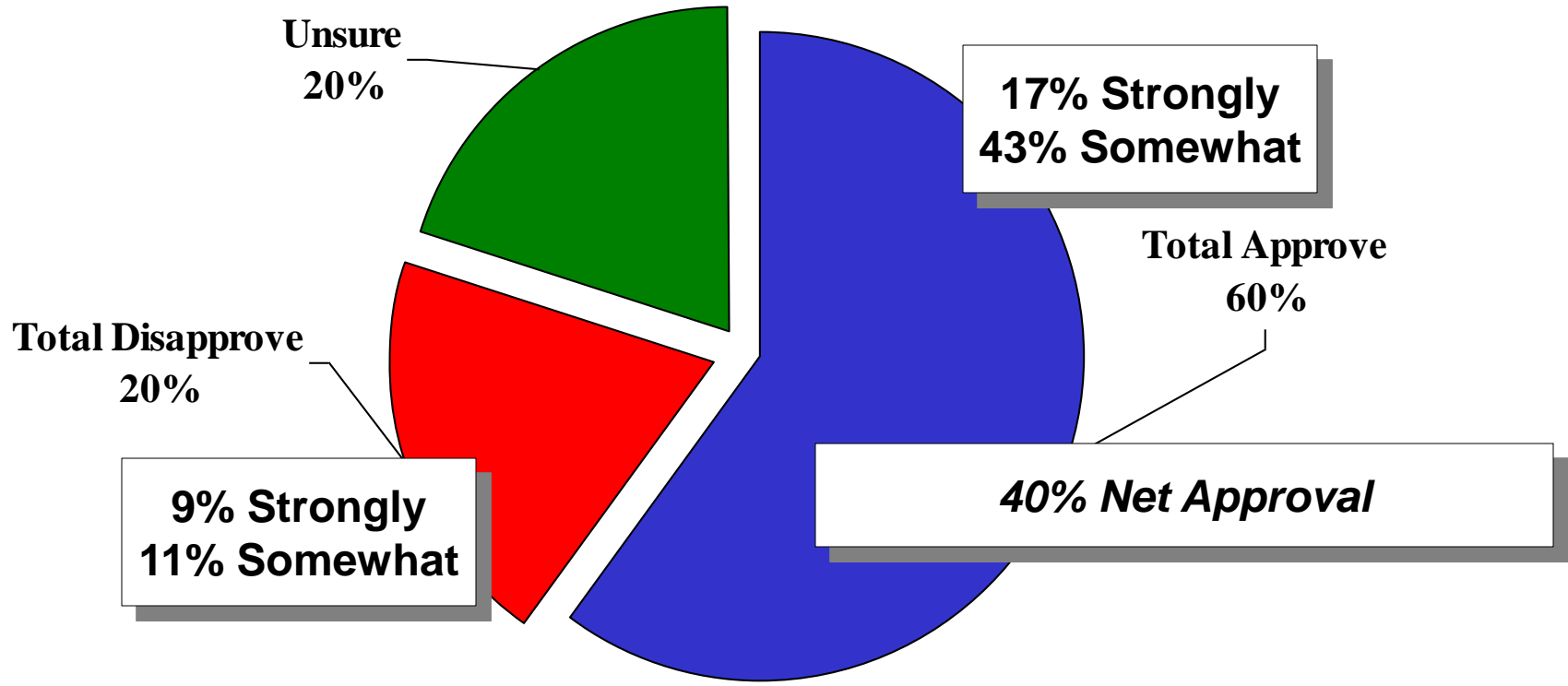


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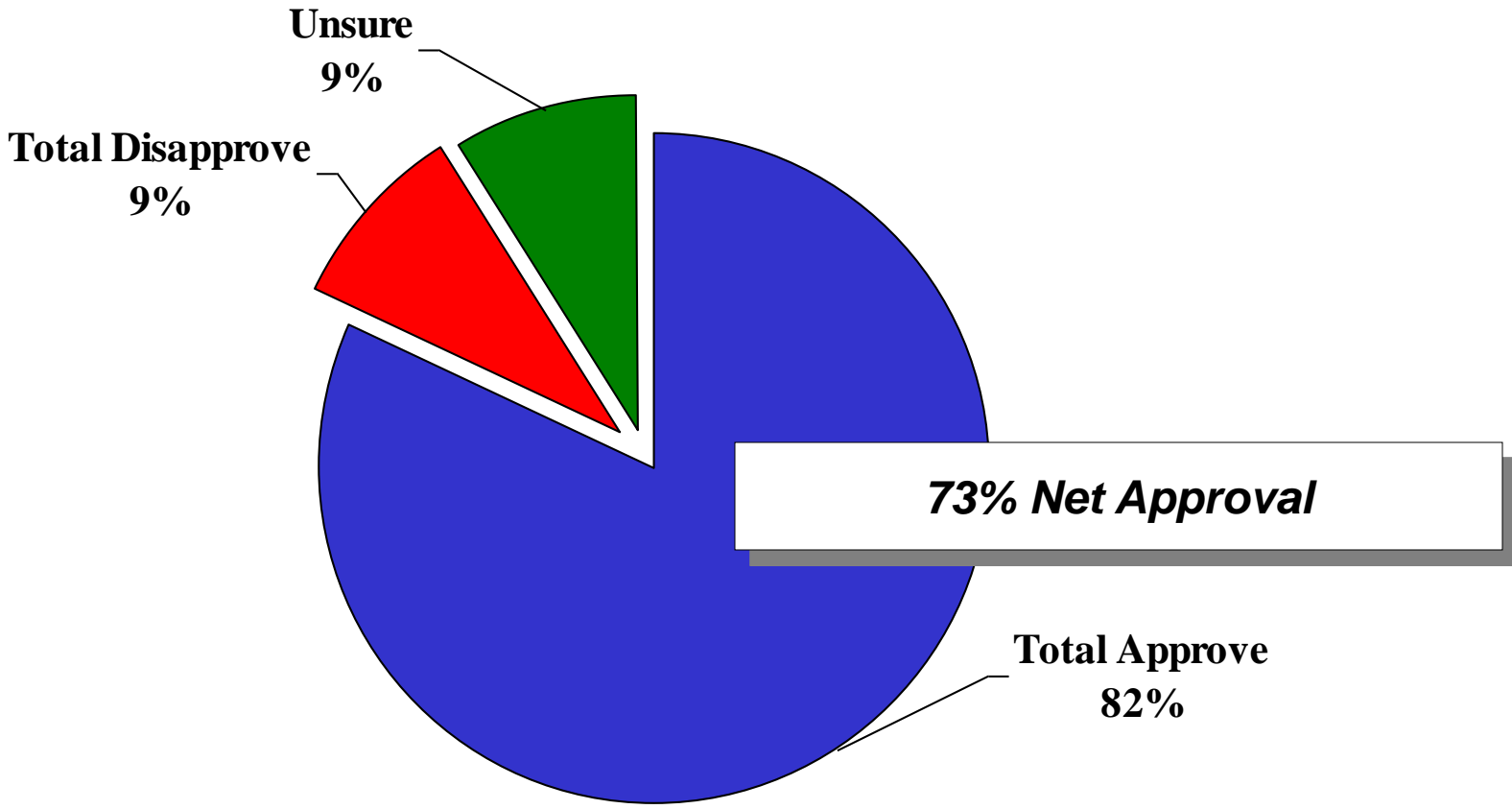
2007 Survey Results

Generally speaking, do you approve or disapprove of the work being done by the Forest Hills School District's Board of Education?



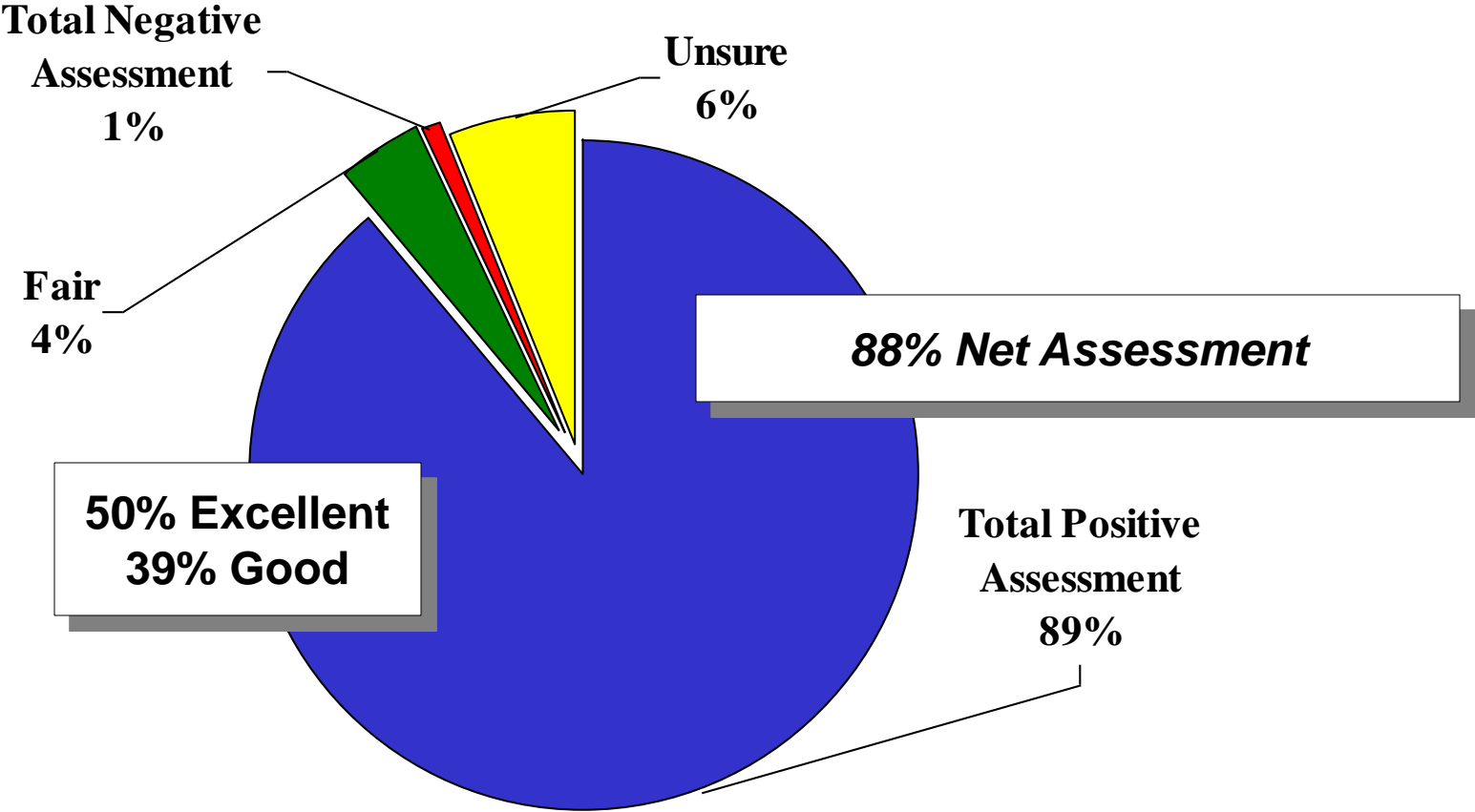
There were no statistically significant differences by sub-group for this question

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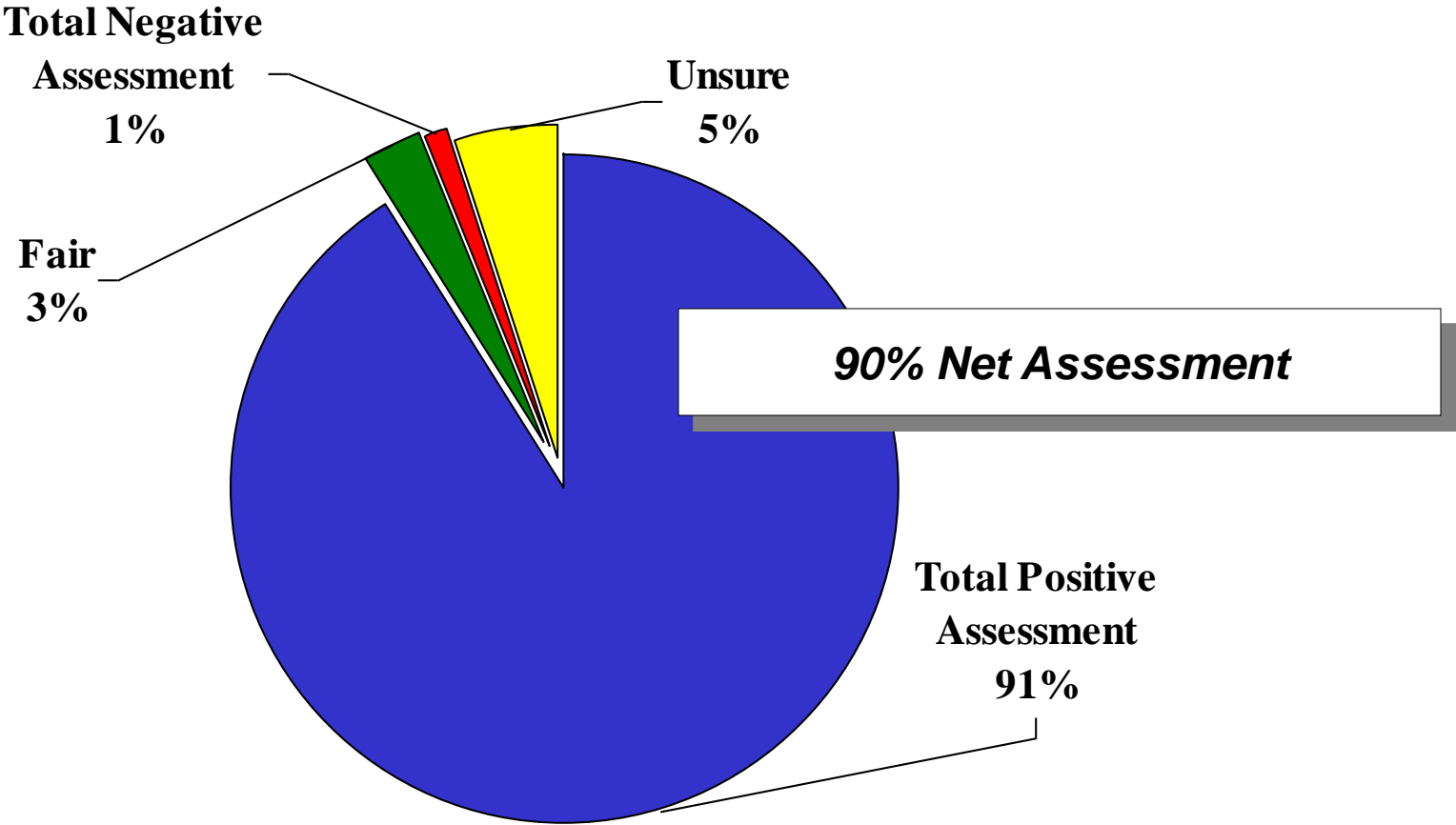


2007 Survey Results

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



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2007 Survey Results

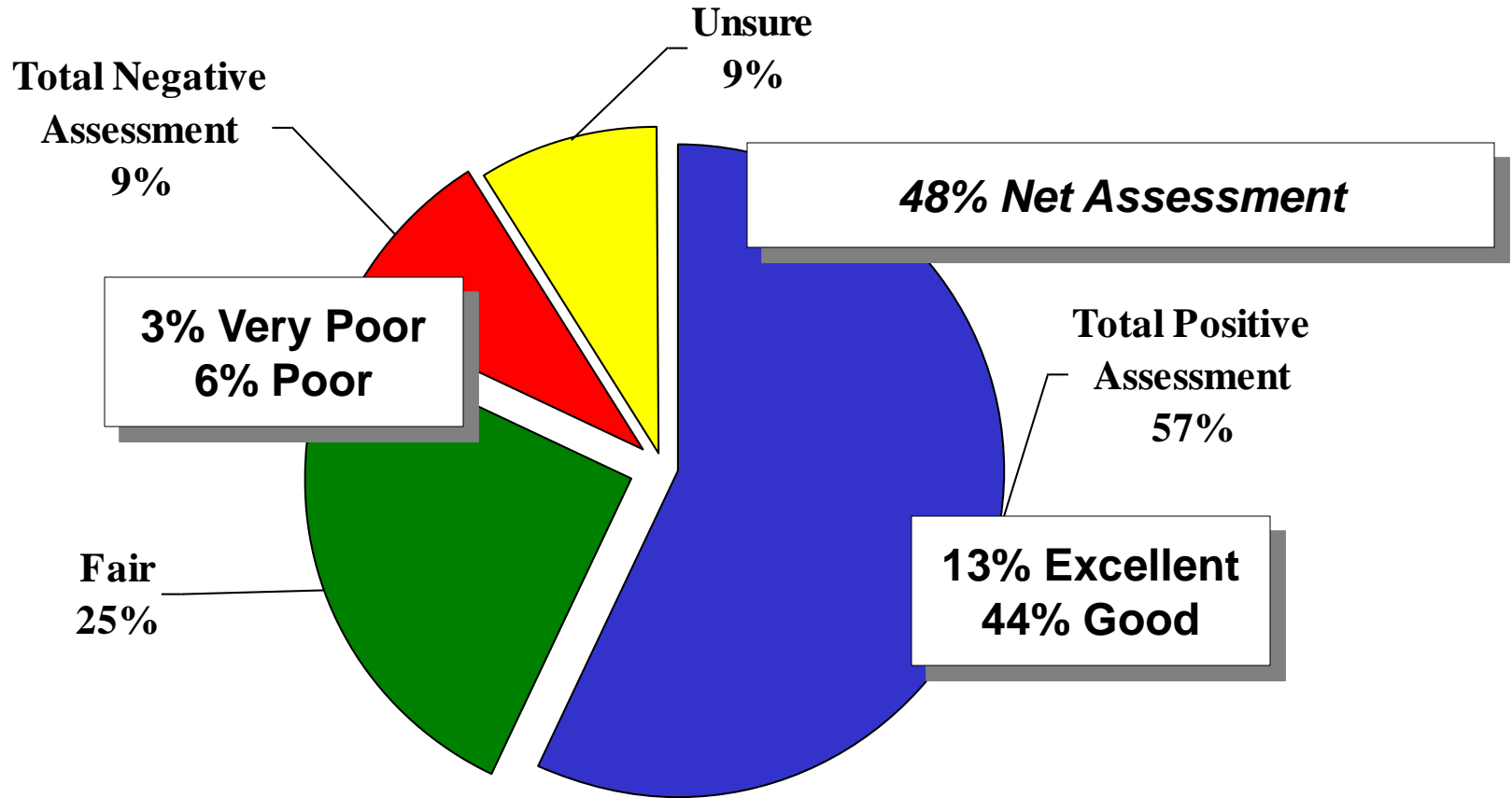


DISTRICT FINANCES

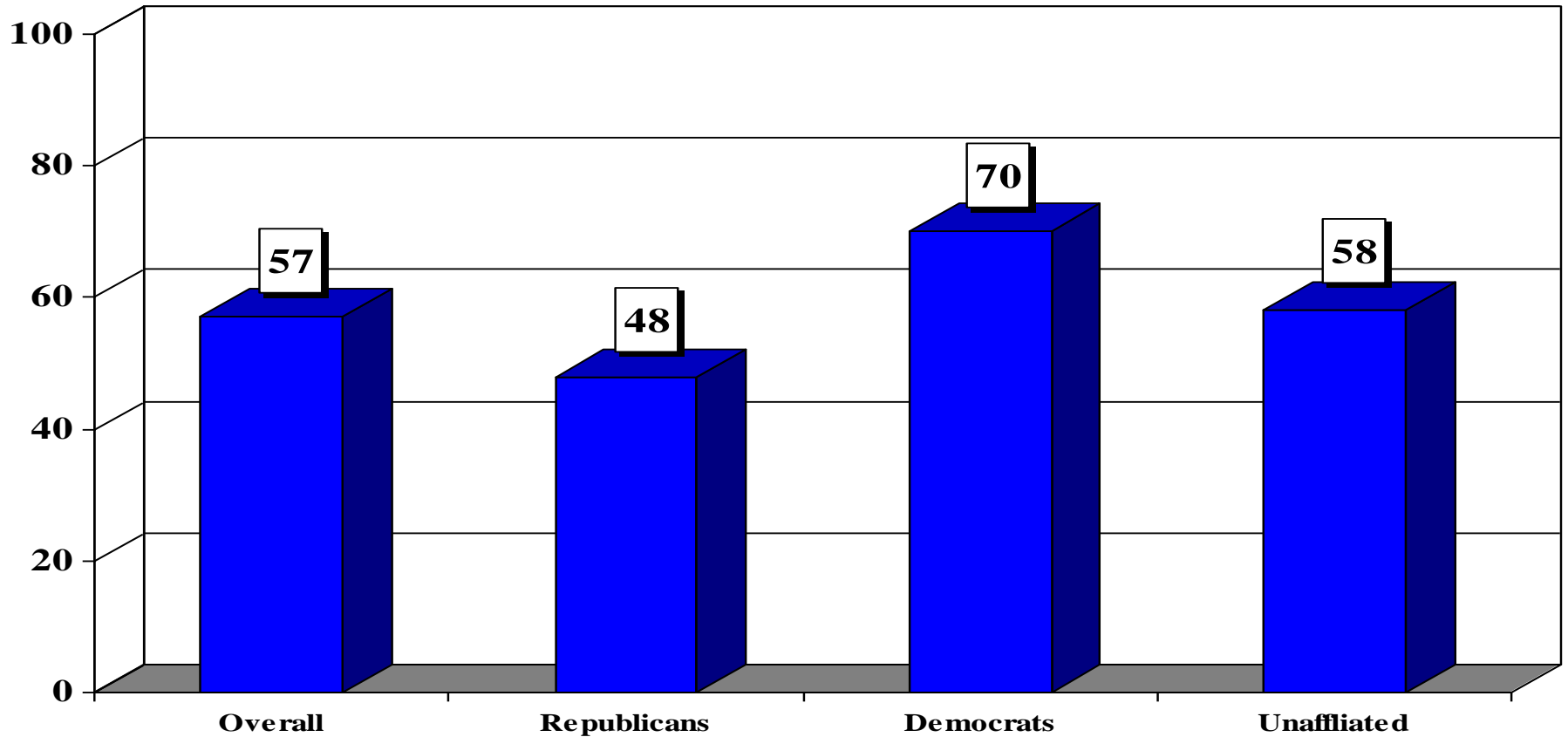
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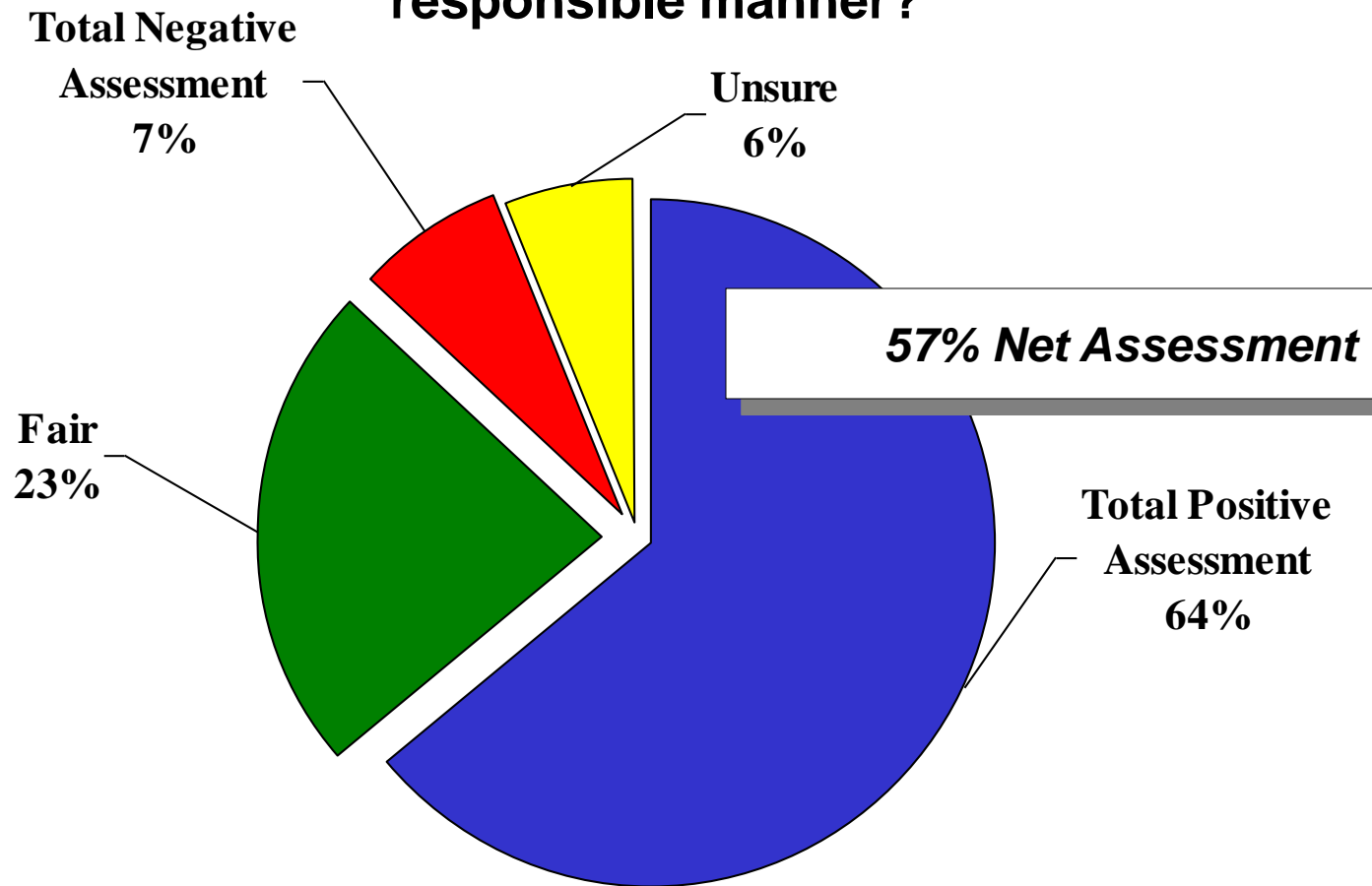
In your opinion, how would you rate the job that the Forest Hills Local School District has done spending its tax money in an effective and responsible manner?



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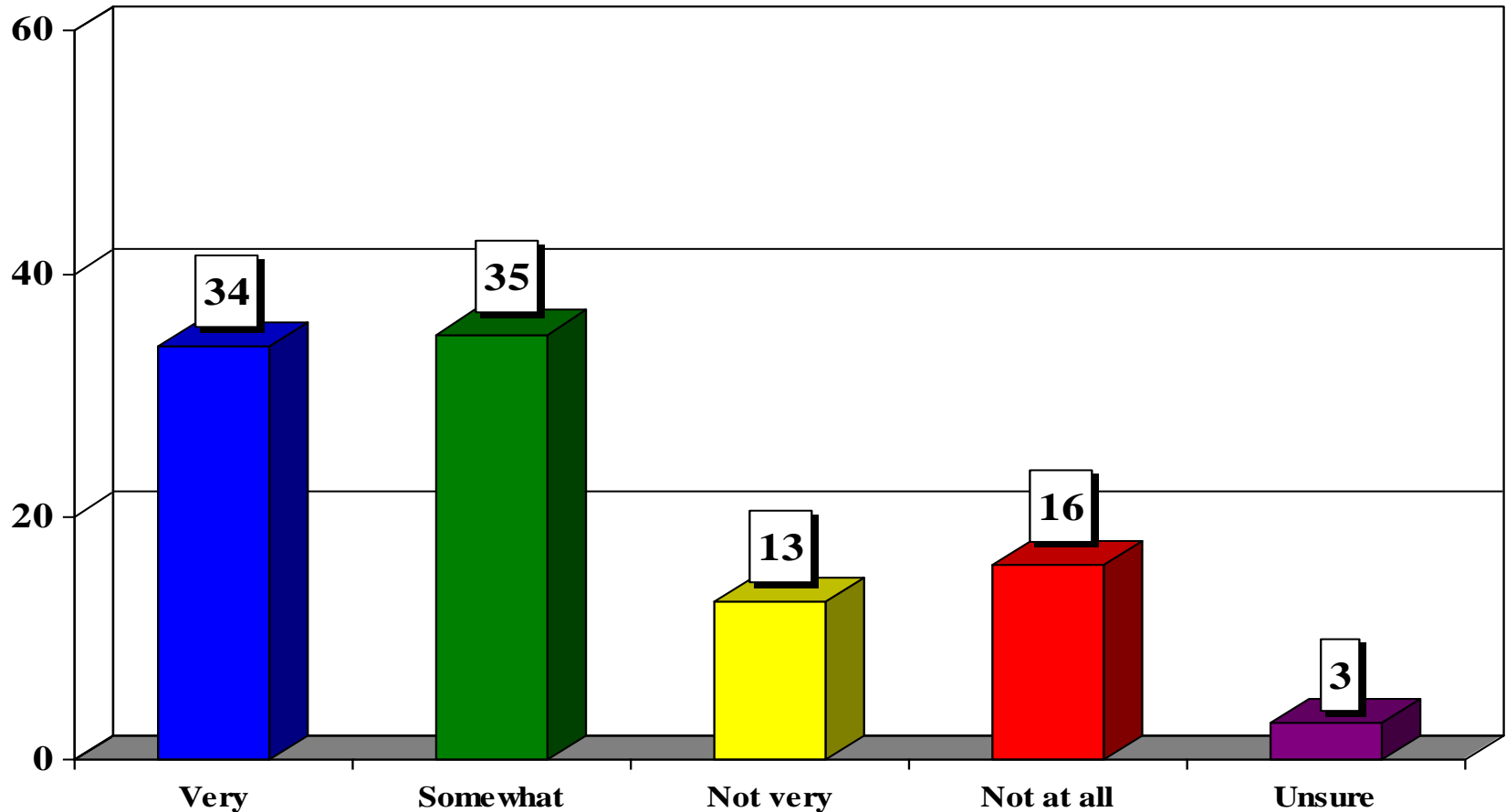


2007 Survey Results

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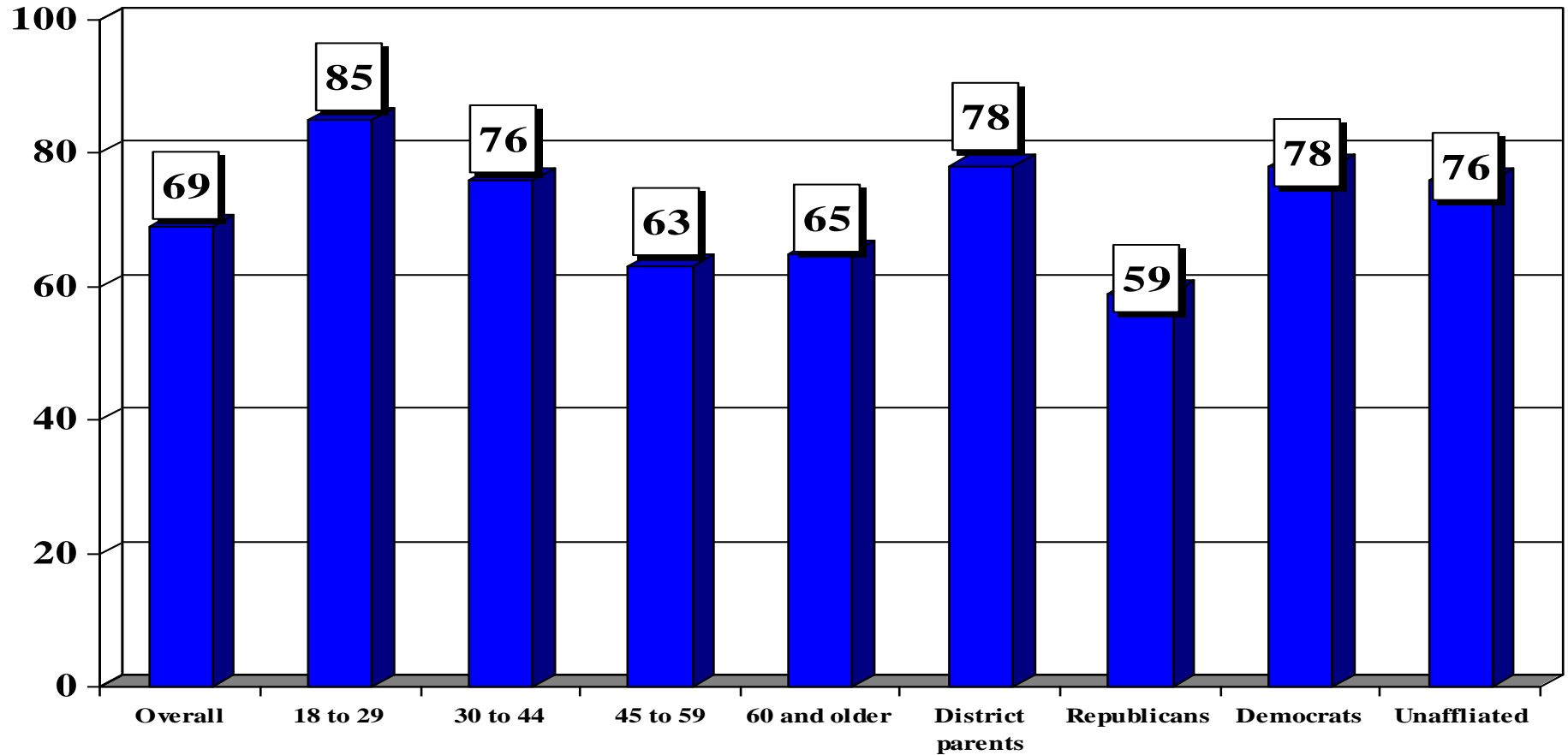
How important would you say it is for the Forest Hills Local School District to get additional operating levy funds to avoid significant cuts and reductions in services?



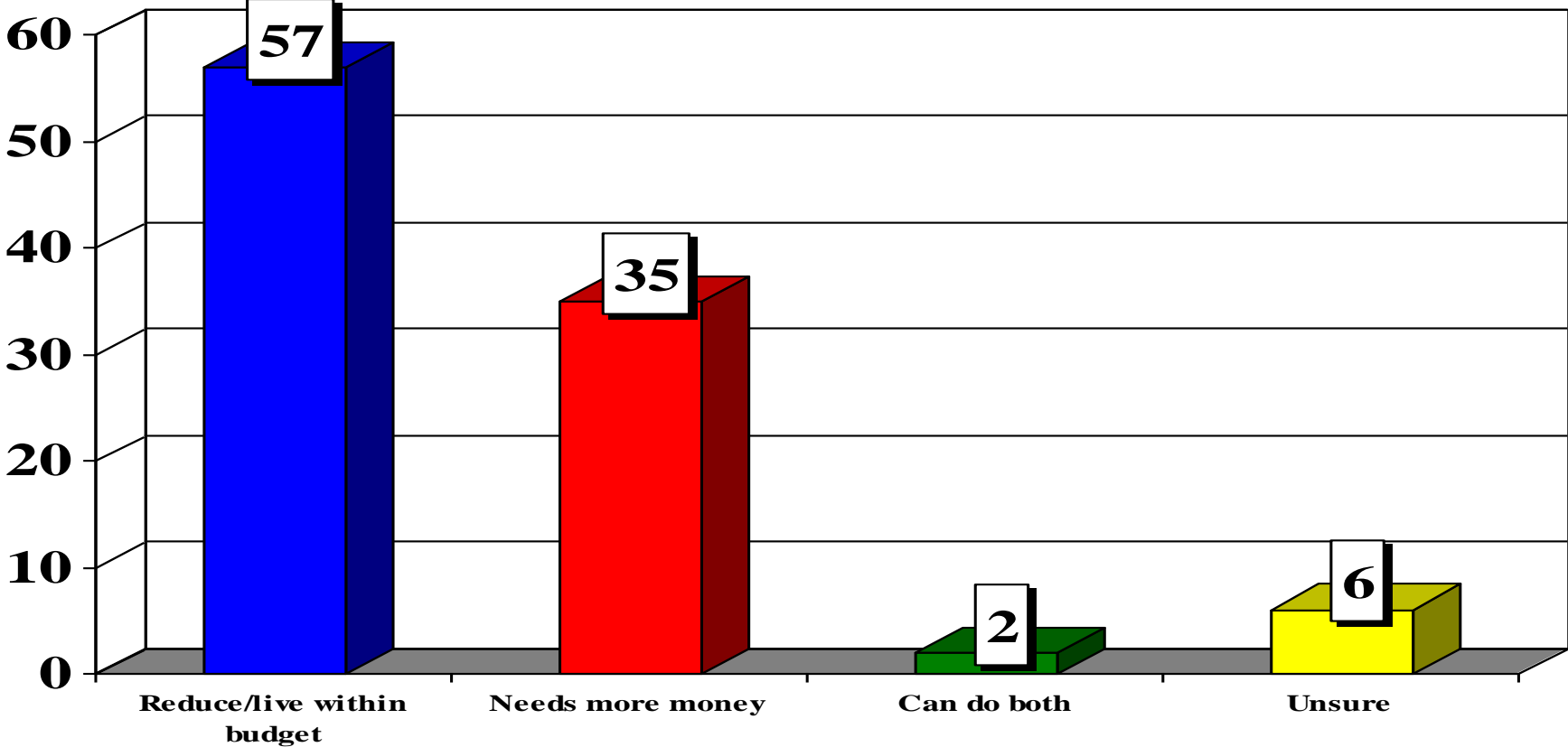
69% Very or Somewhat Important



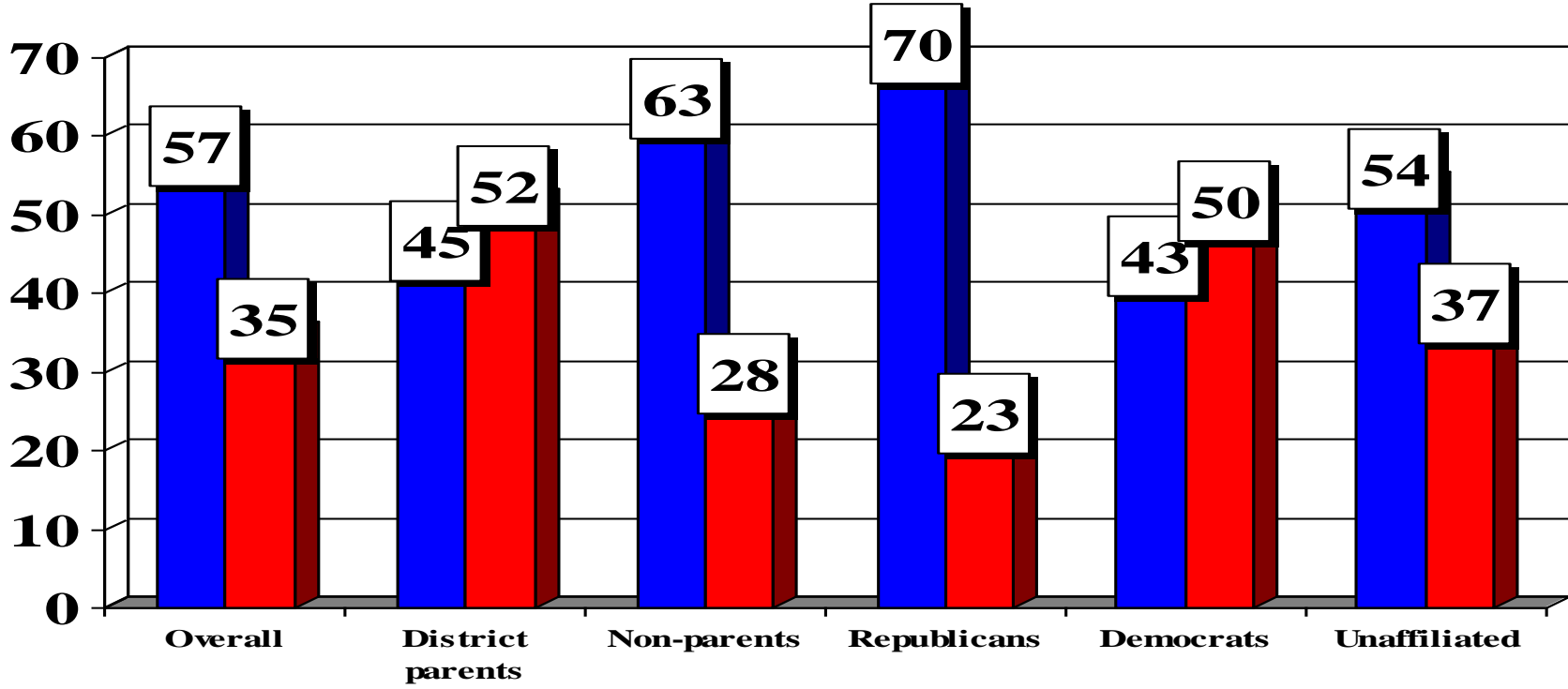
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As you may or may not know, voters in the Forest Hills Local School District recently rejected a levy for operating expenses in 2009. In your opinion, would you say that the District needs more money to keep up with inflation or would you say that it needs to reduce spending to live within its current budget?

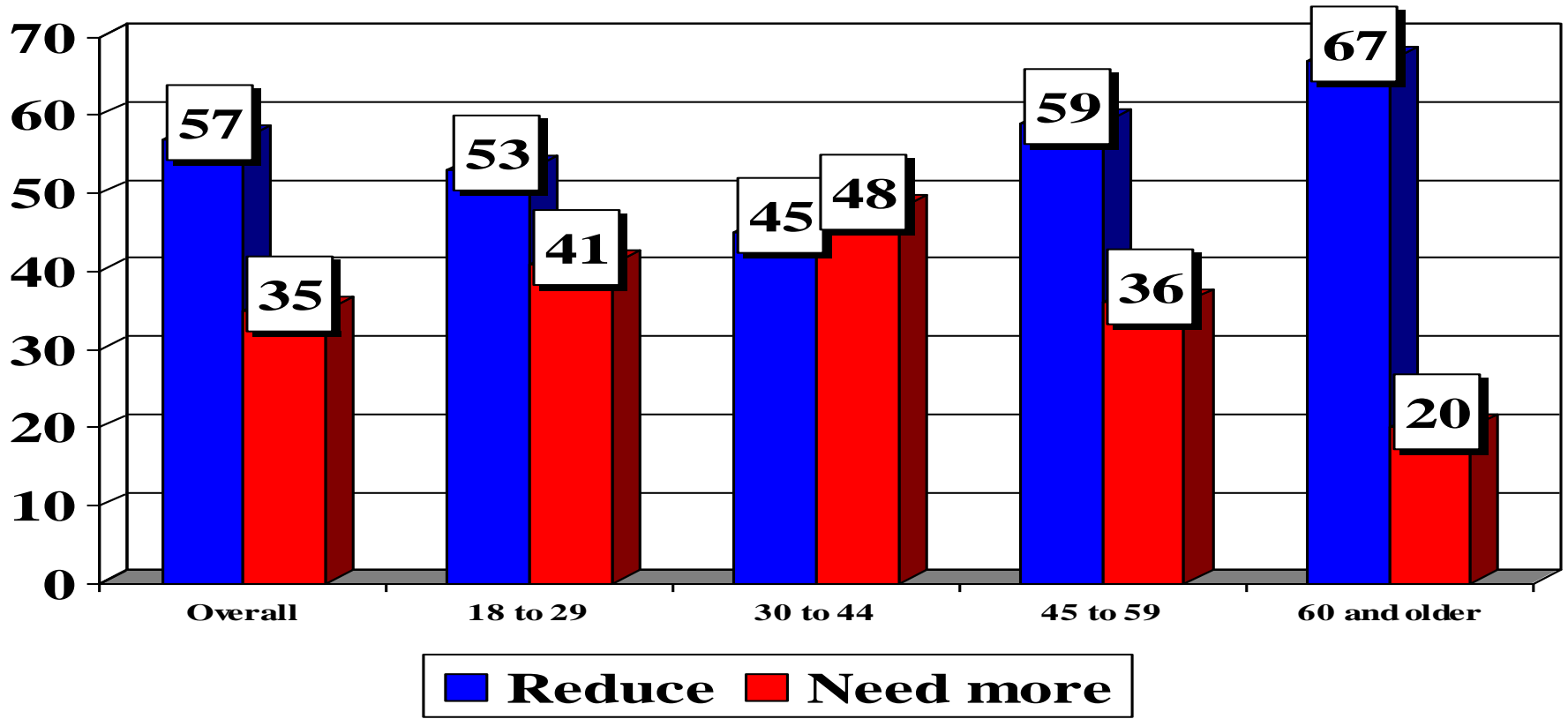


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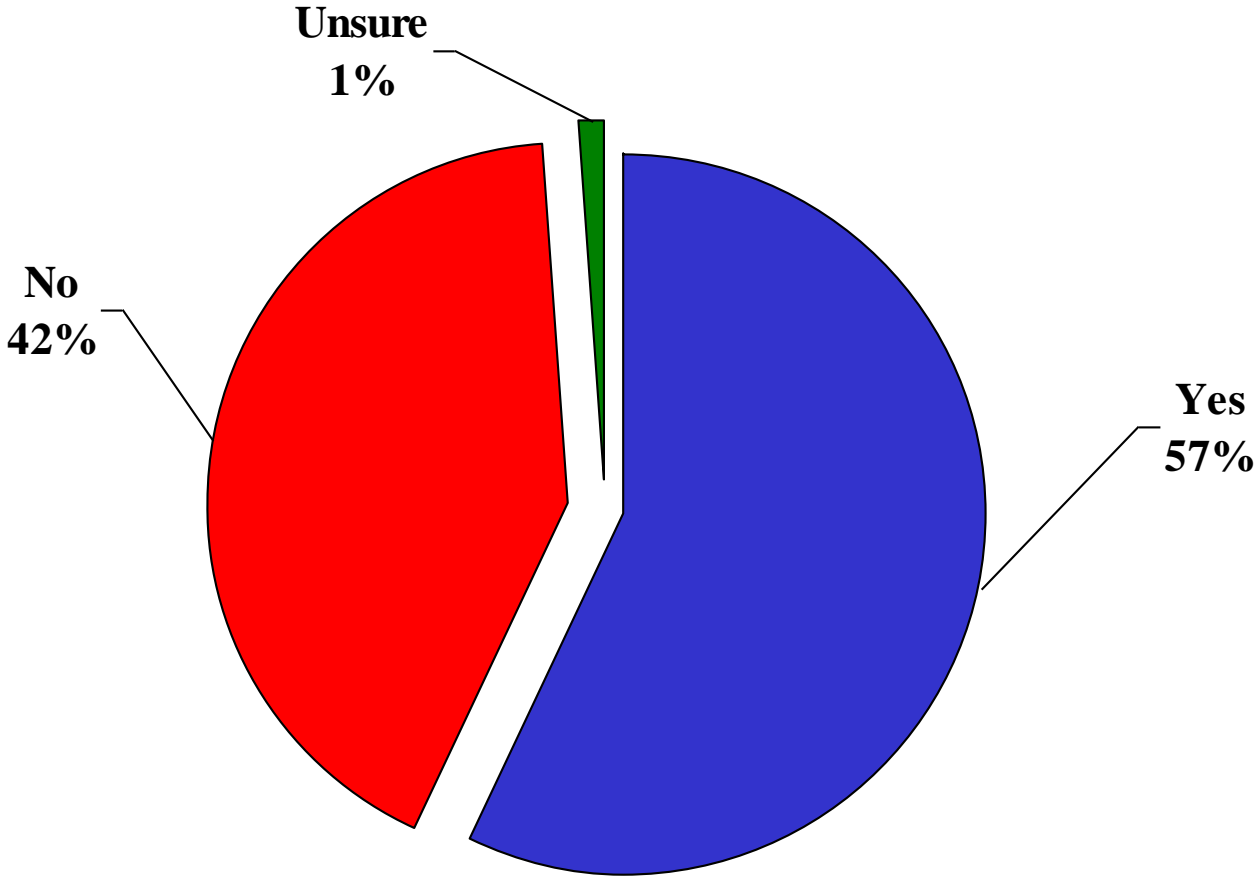


Reduce **Need more**

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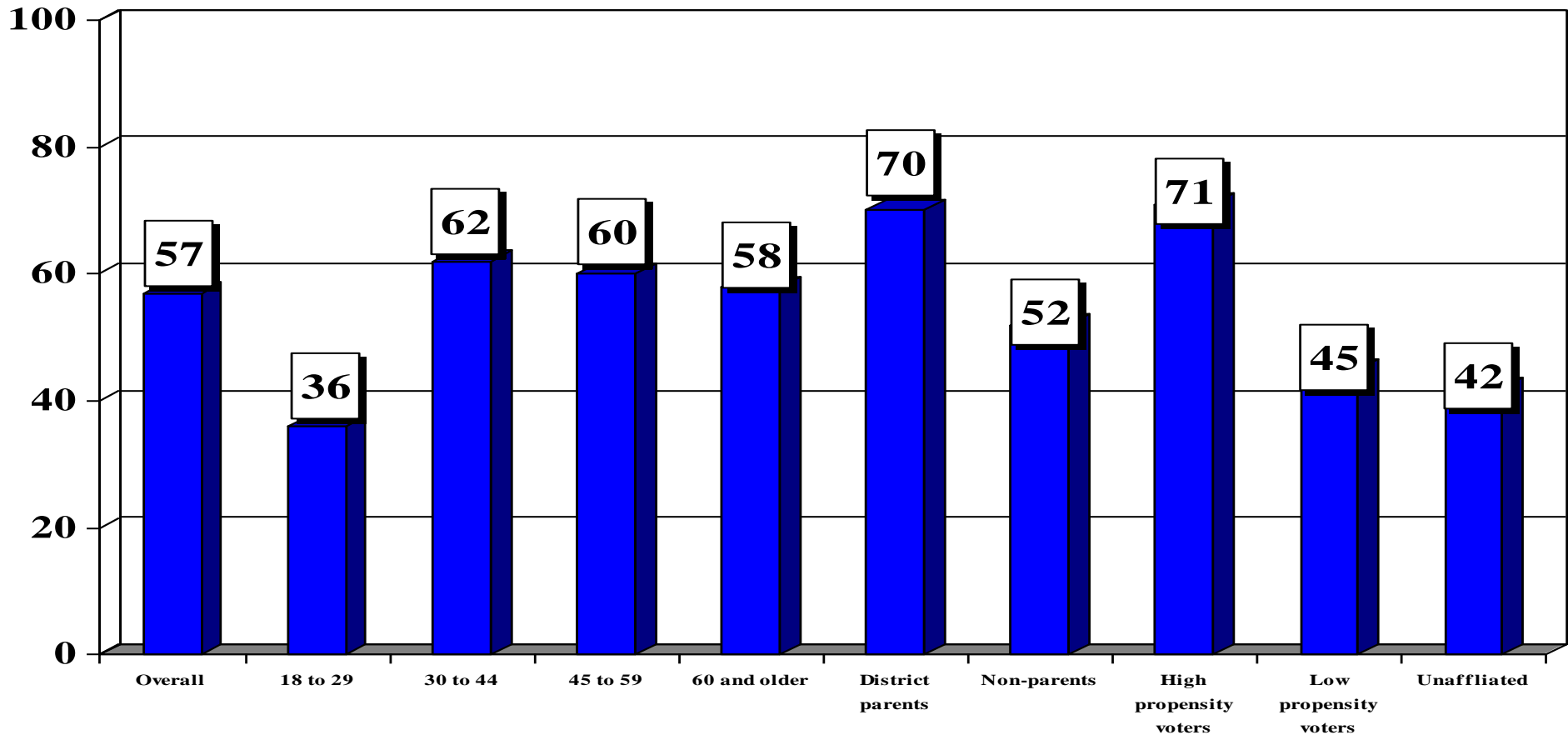


Prior to this survey, were you aware that in the past year the Forest Hills Local School District has made cuts and reductions in services that will save more than \$25 million dollars over the next four years?



57% Awareness

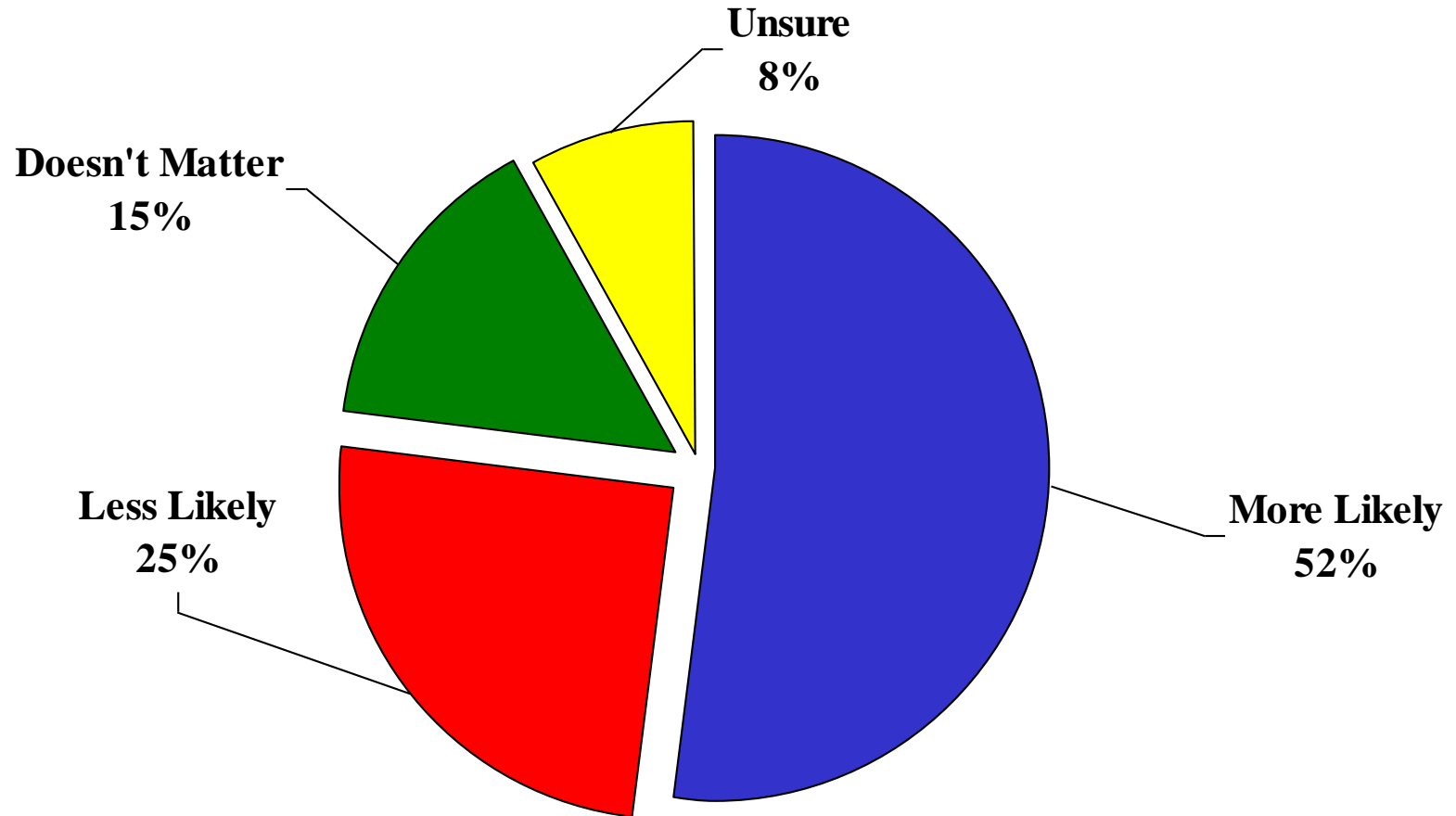
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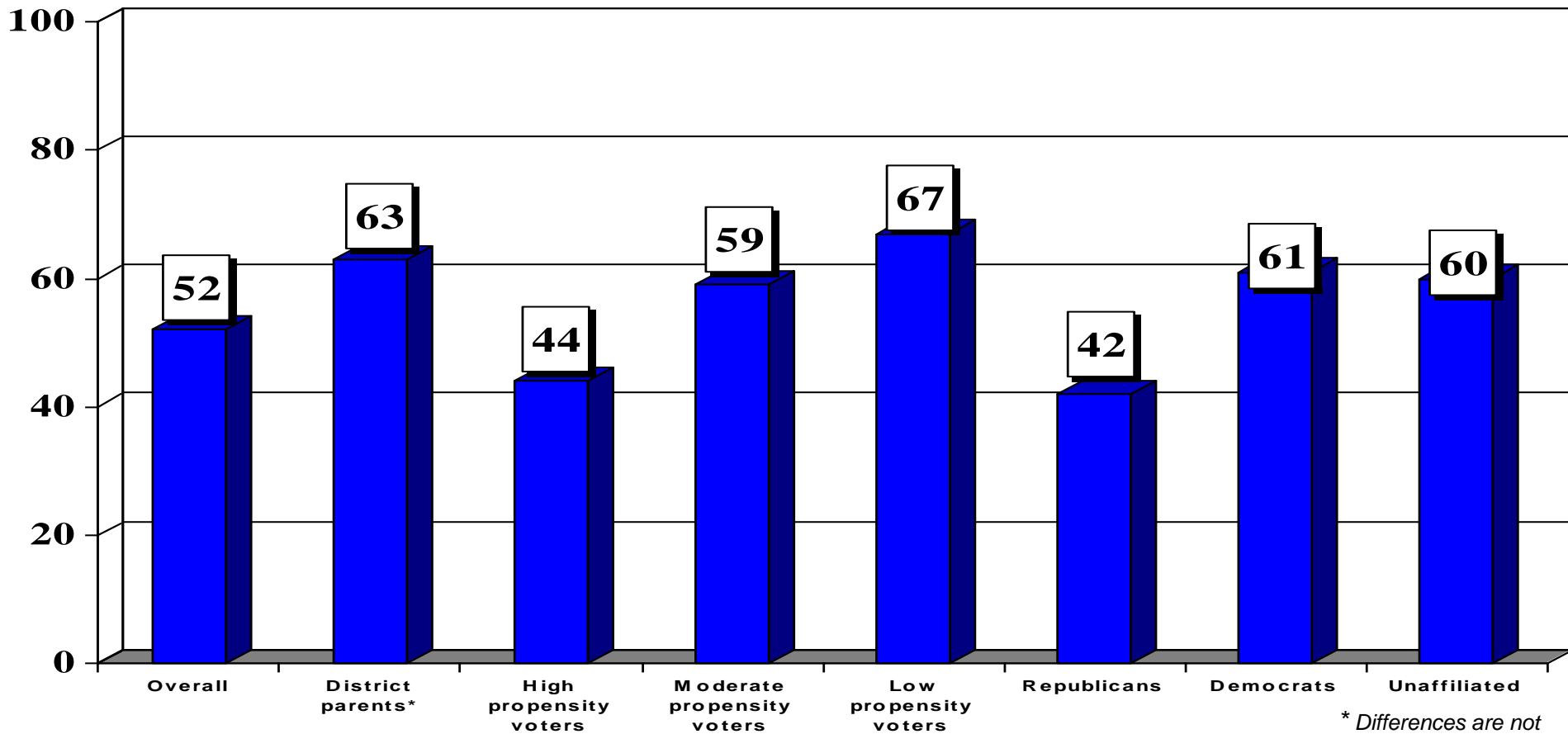


Does knowing this make you more or less likely to vote for a tax levy for the Forest Hills Local School District that will be on the ballot within the next year?



27% Net Effect

Does knowing this make you more or less likely to vote for a tax levy for the Forest Hills Local School District that will be on the ballot within the next year?

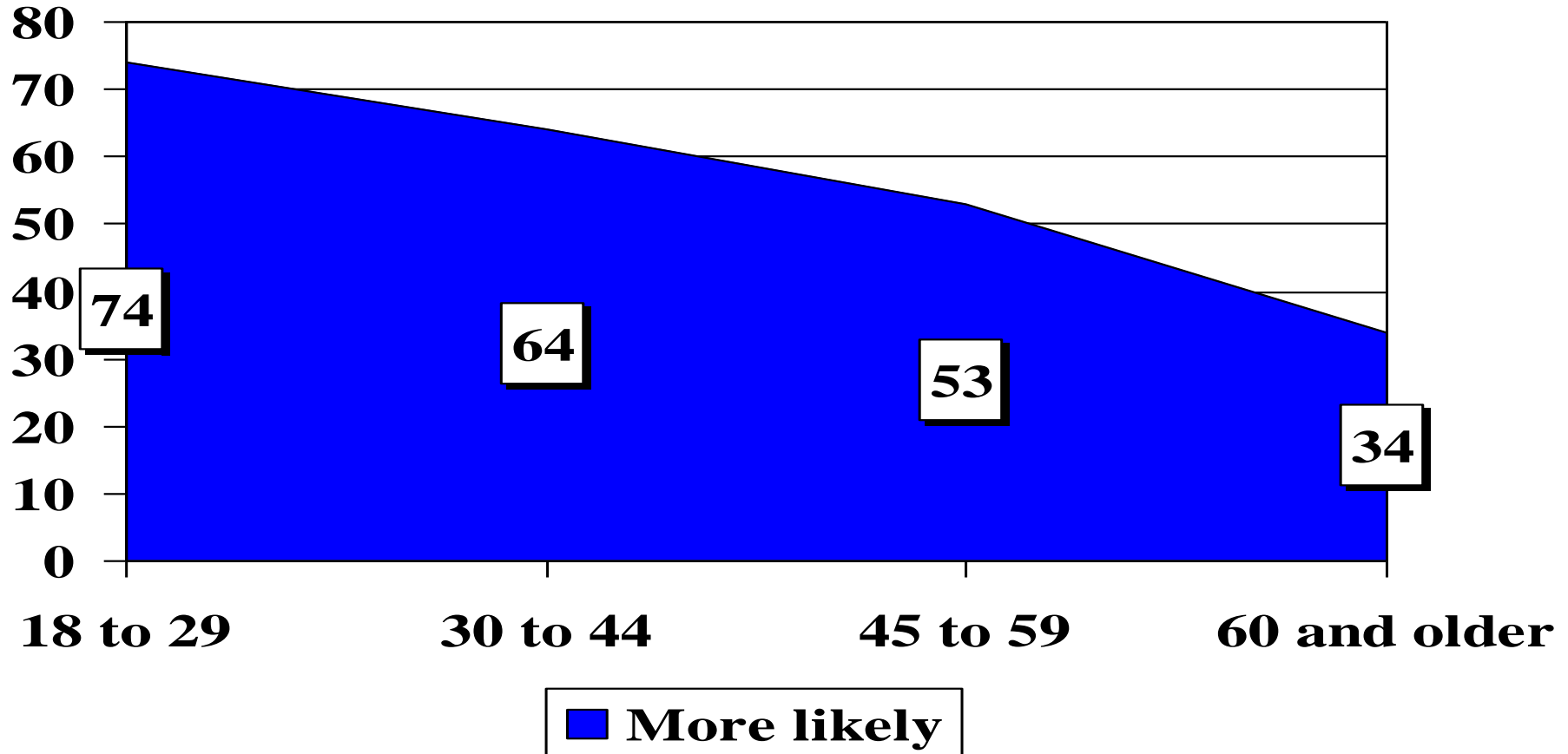


** Differences are not statistically significant*

27% Net Effect



Does knowing this make you more or less likely to vote for a tax levy for the Forest Hills Local School District that will be on the ballot within the next year?



27% Net Effect

Thinking more about the quality of education in the Forest Hills Local School District, I would like to read you two things that people have said about it. When I am done, please tell me which opinion comes closest to yours...

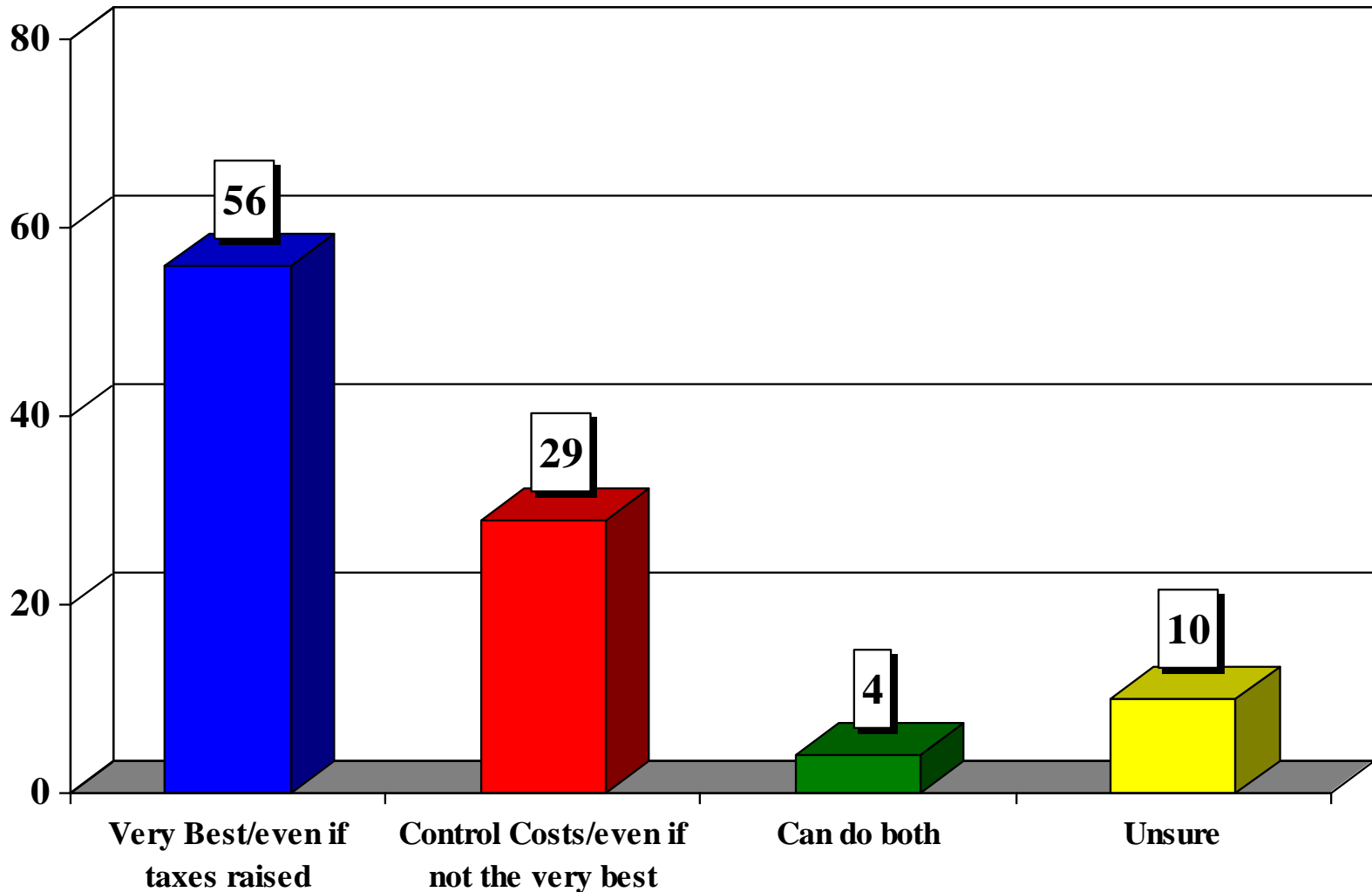
Some people say that the school district should strive to provide the very best education possible, even if it means taxes may have to be increased in order to do so...

or

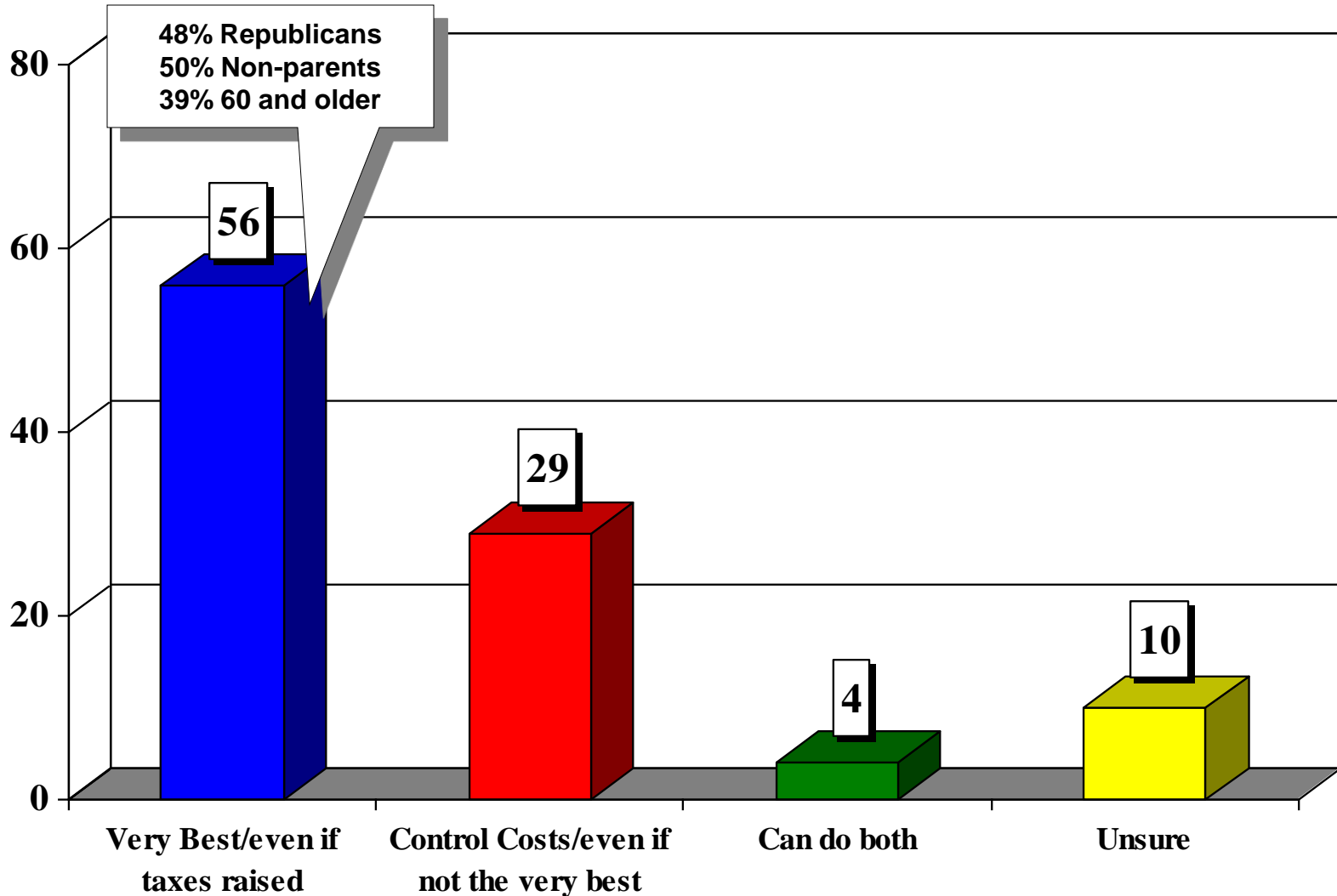
Other people say that the school district should strive to control rising operational costs and prevent tax increases, even if it means that the school district may not be able to offer the quality of education currently provided...

Which opinion comes closest to yours?

Which opinion comes closest to yours?



Which opinion comes closest to yours?



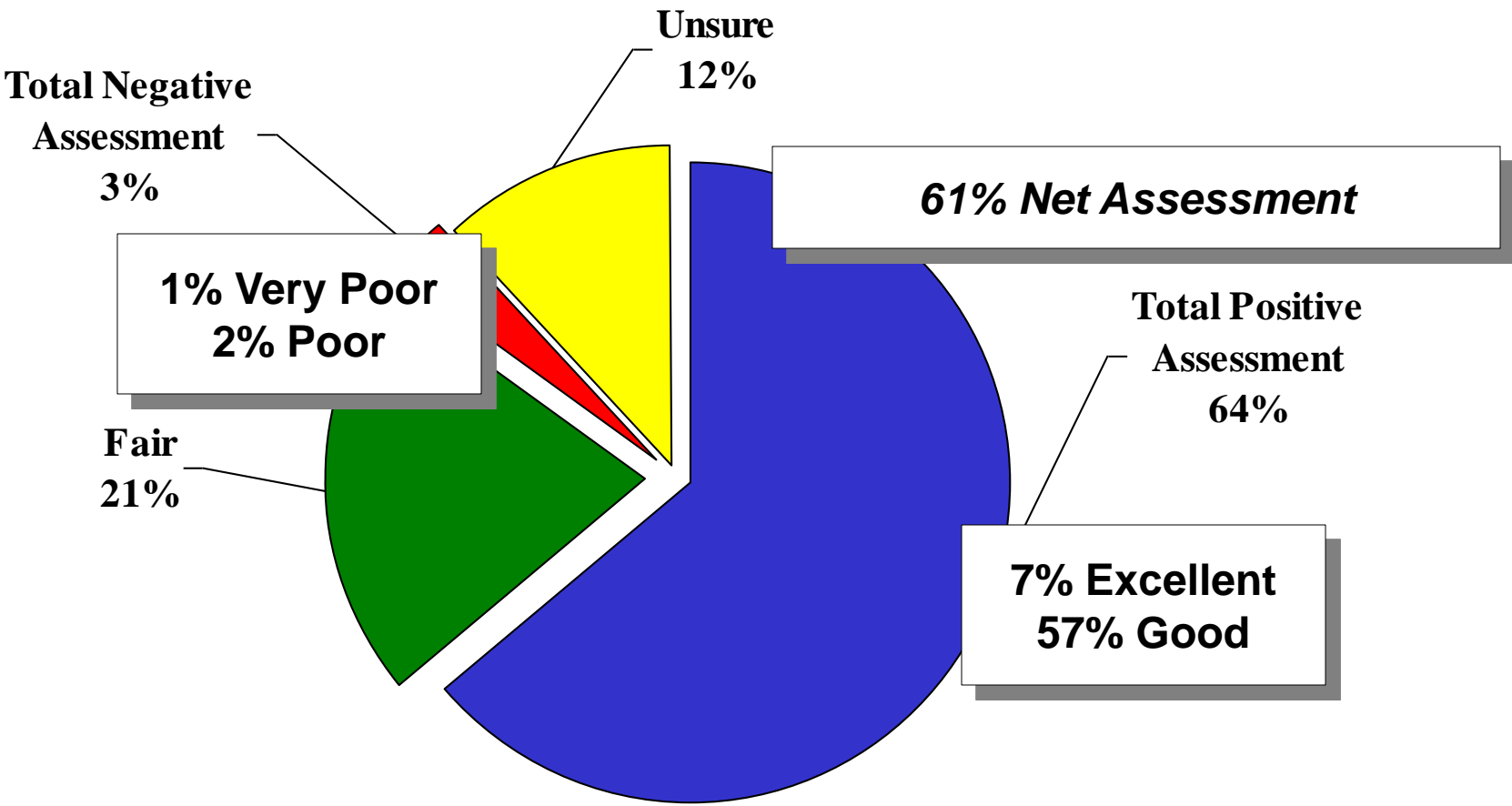


SCHOOL FACILITY CONDITIONS

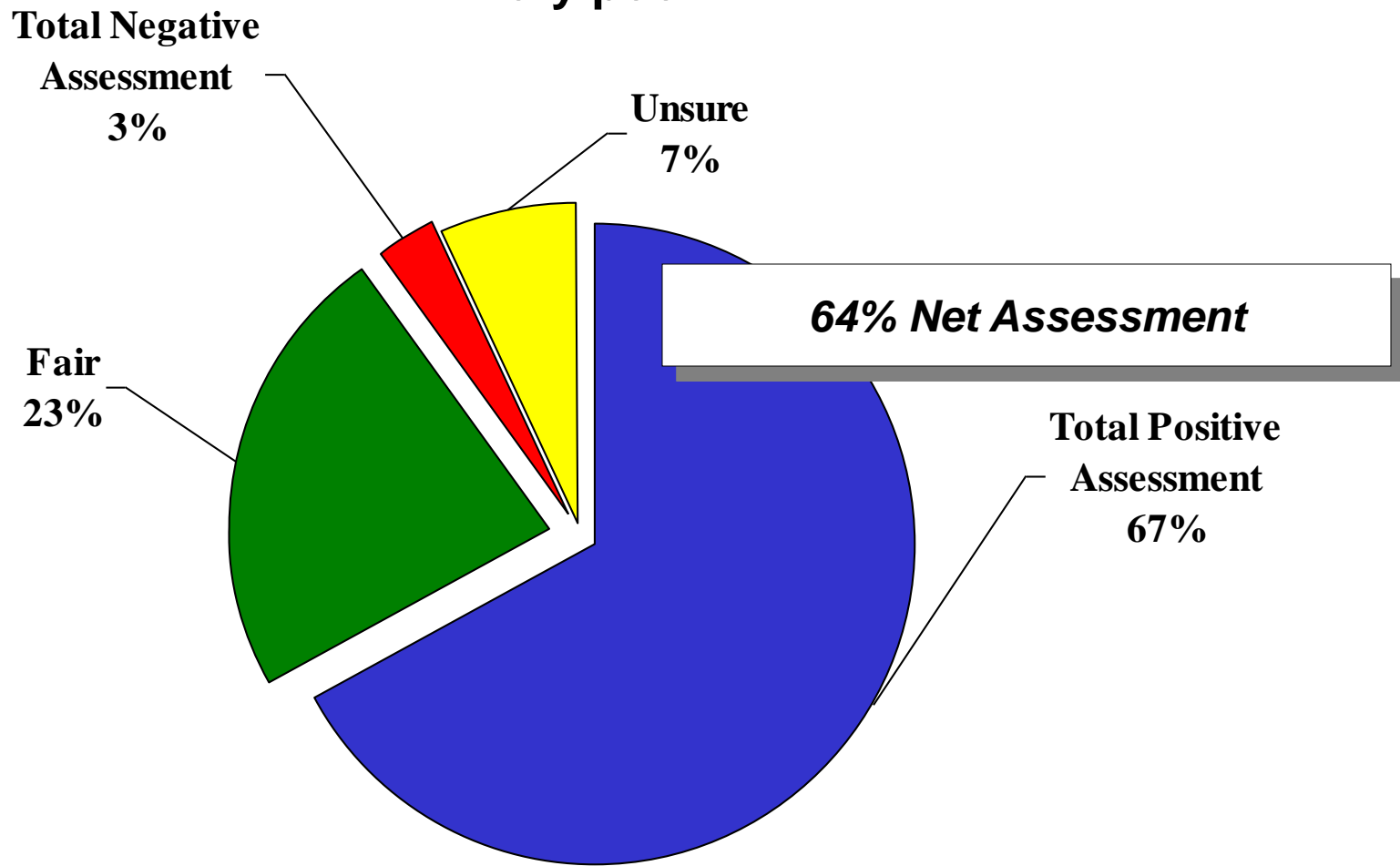
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Generally speaking, would you say that the condition of the school buildings in the Forest Hills School District is excellent, good, fair, poor or very poor?



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2007 Survey Results

Which school building would you say is in the worst condition and in the most immediate need of renovation or replacement?

| | |
|-----|----------------------------|
| 29% | Wilson Elementary School |
| 20% | Anderson High School |
| 2% | Maddux Elementary School |
| 2% | Sherwood Elementary School |
| 1% | Mercer Elementary School |
| 1% | Summit Elementary School |
| 1% | Turpin High School |
| 0 | Ayer Elementary School |
| 0 | Nagel Middle School |
| 5% | None are in poor condition |
| 1% | All are in poor condition |
| 40% | Unsure |

Which school building would you say is in the worst condition and in the most immediate need of renovation or replacement?

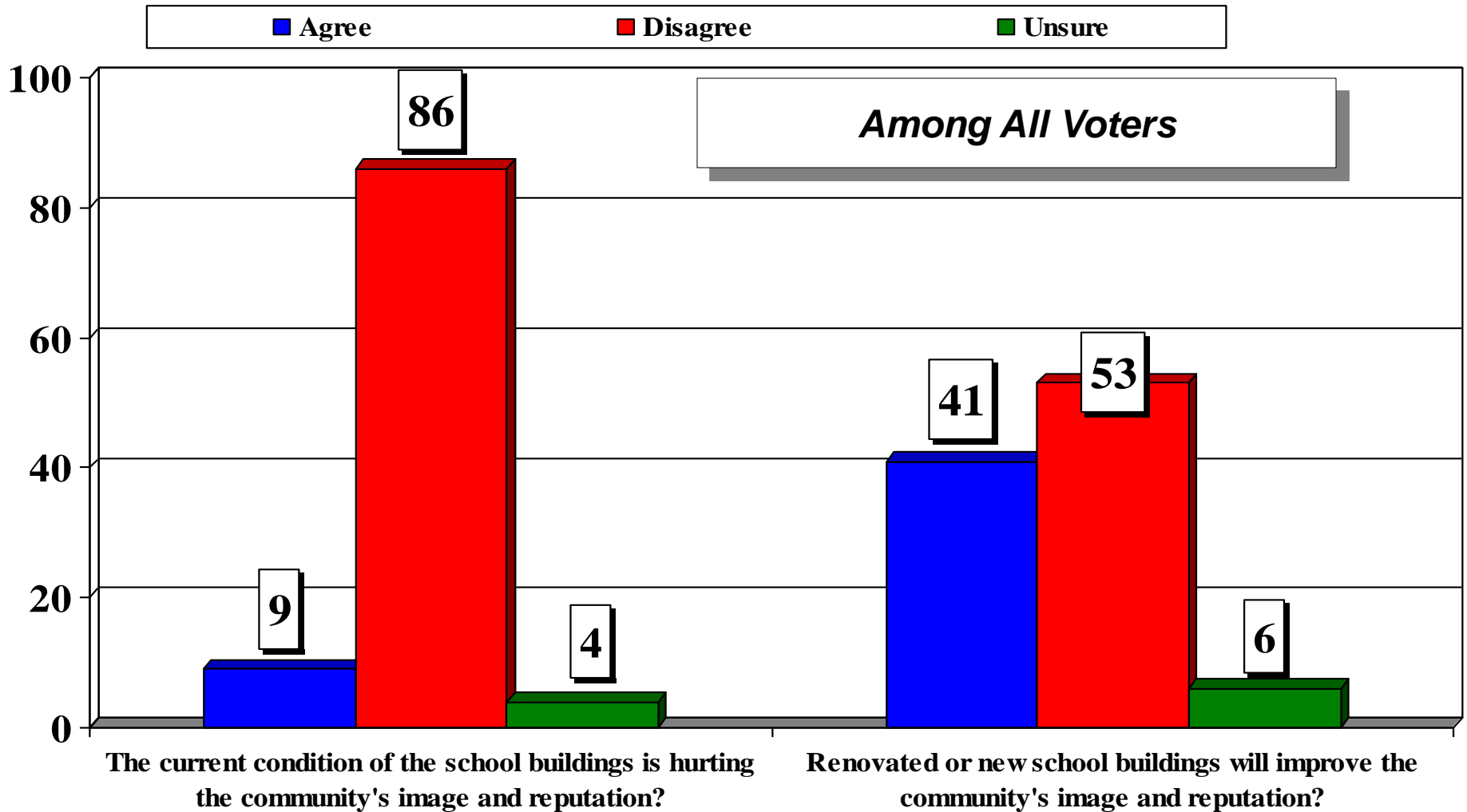
| | |
|-----|----------------------------|
| 29% | Wilson Elementary School |
| 20% | Anderson High School |
| 4% | Maddux Elementary School |
| 1% | Sherwood Elementary School |
| 0% | Mercer Elementary School |
| 2% | Summit Elementary School |
| 1% | Turpin High School |
| 0 | Ayer Elementary School |
| 0 | Nagel Middle School |
| 5% | None are in poor condition |
| 0% | All are in poor condition |
| 38% | Unsure |

2007 Survey Results

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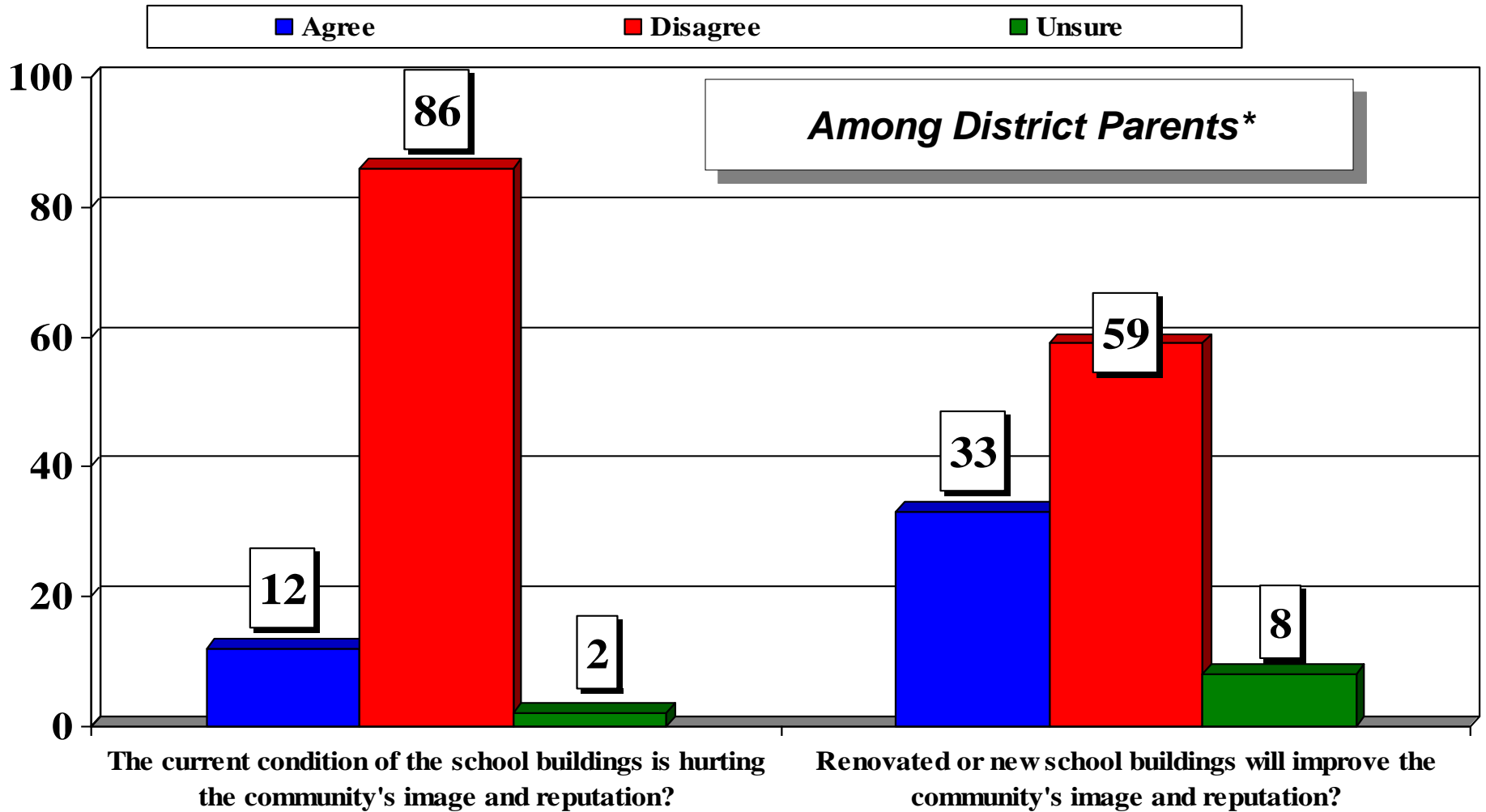


Do you agree or disagree with people who say that...



Split Sample Testing

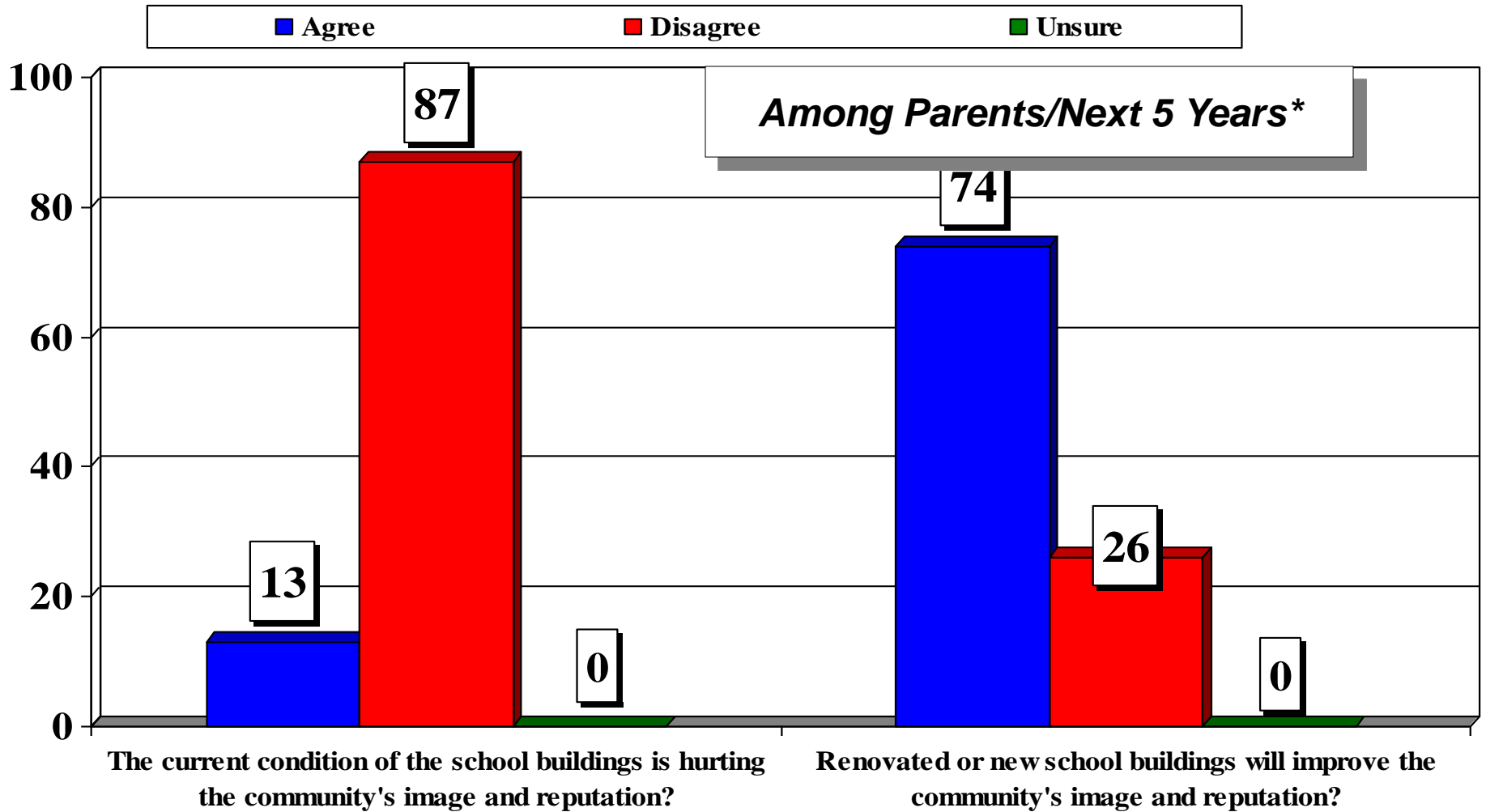
Do you agree or disagree with people who say that...



* Differences are not statistically significant

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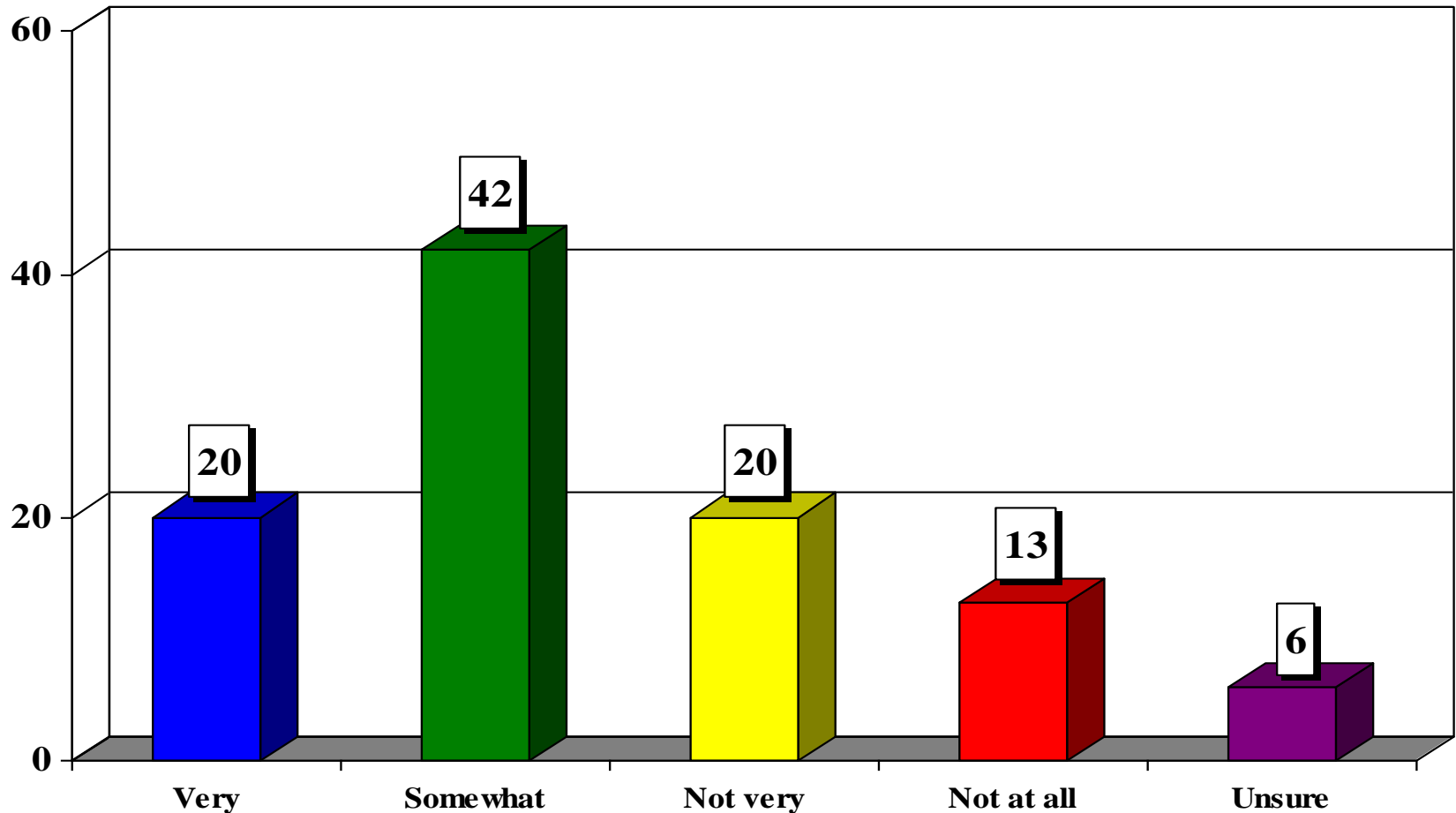


BUILDINGS & FACILITY IMPROVEMENTS

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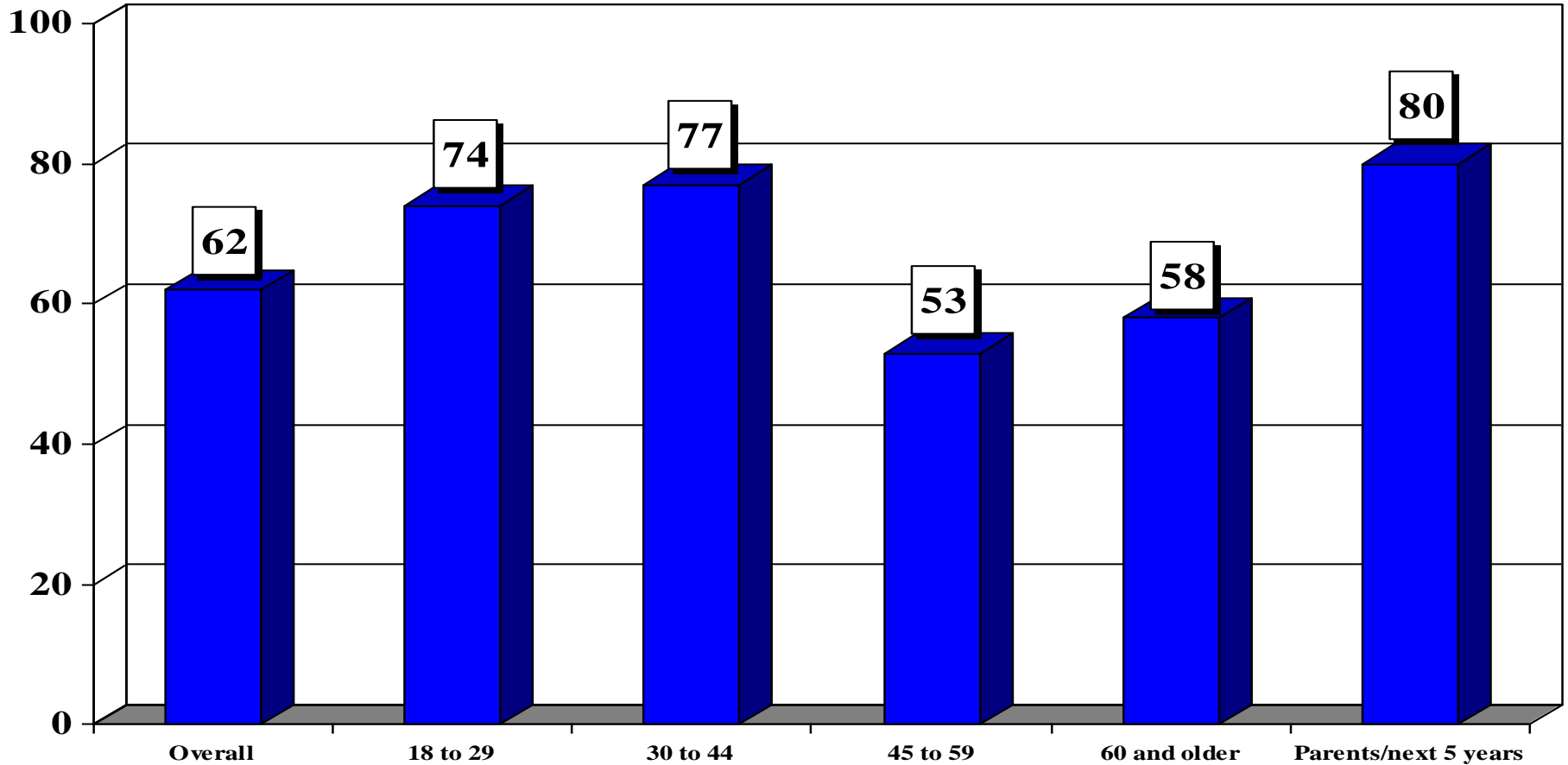


How important would you say it is for the Forest Hills Local School District to get renovated or new school facilities and classrooms?



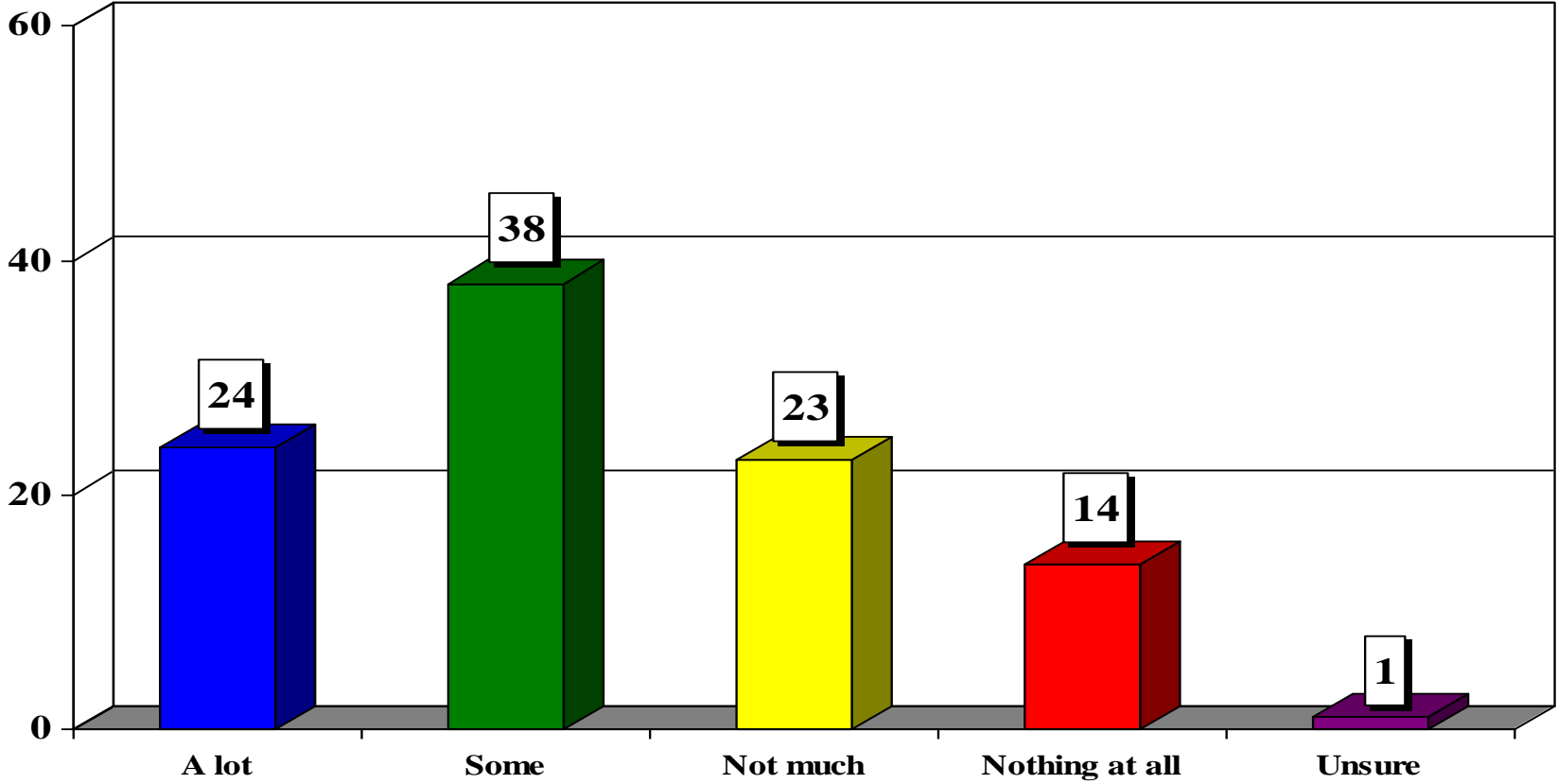
62% Very or Somewhat Important

How important would you say it is for the Forest Hills Local School District to get renovated or new school facilities and classrooms?



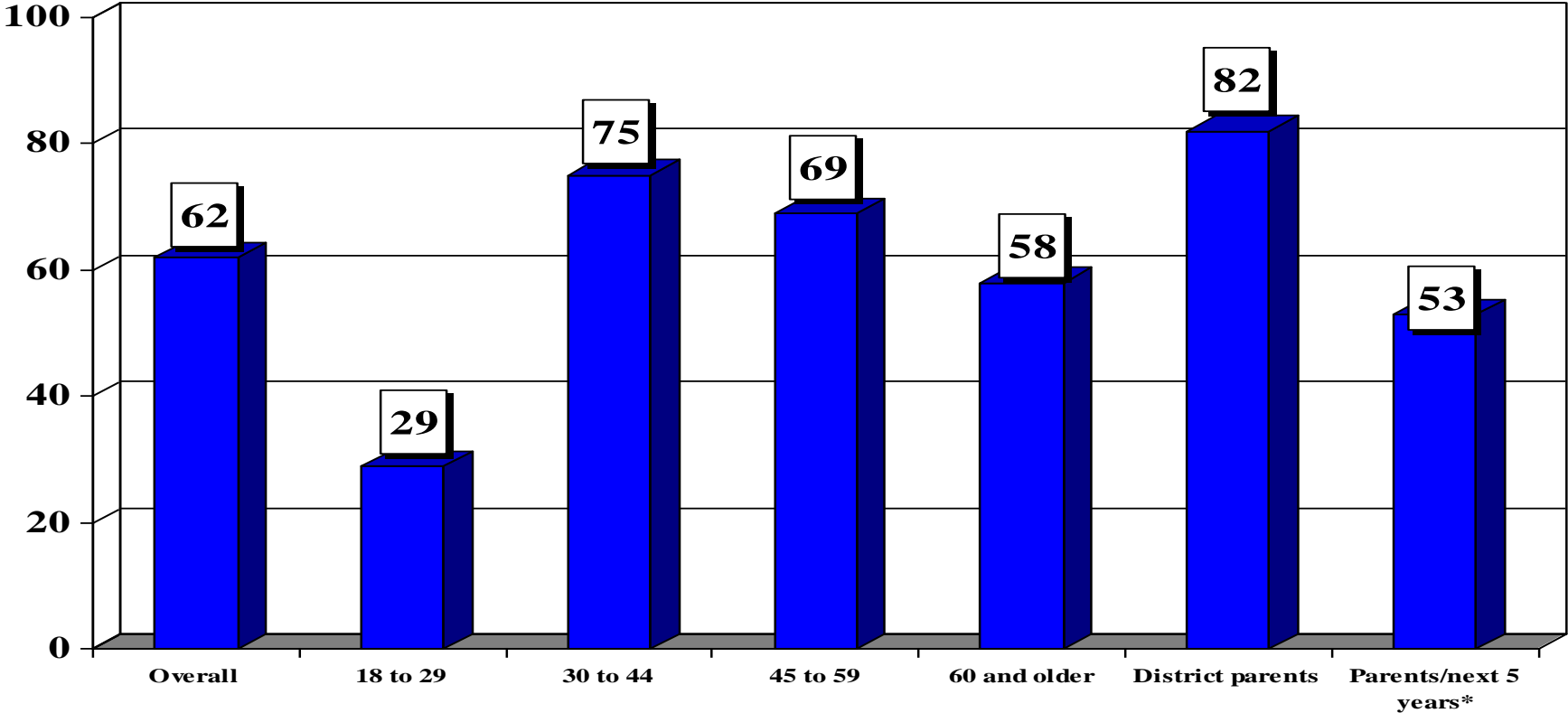
62% Very or Somewhat Important

As you may or may not know, the Forest Hills Local School District is considering some possible options for building new school buildings and renovating and expanding some existing ones. How much information have you heard or read about this?



62% Informed

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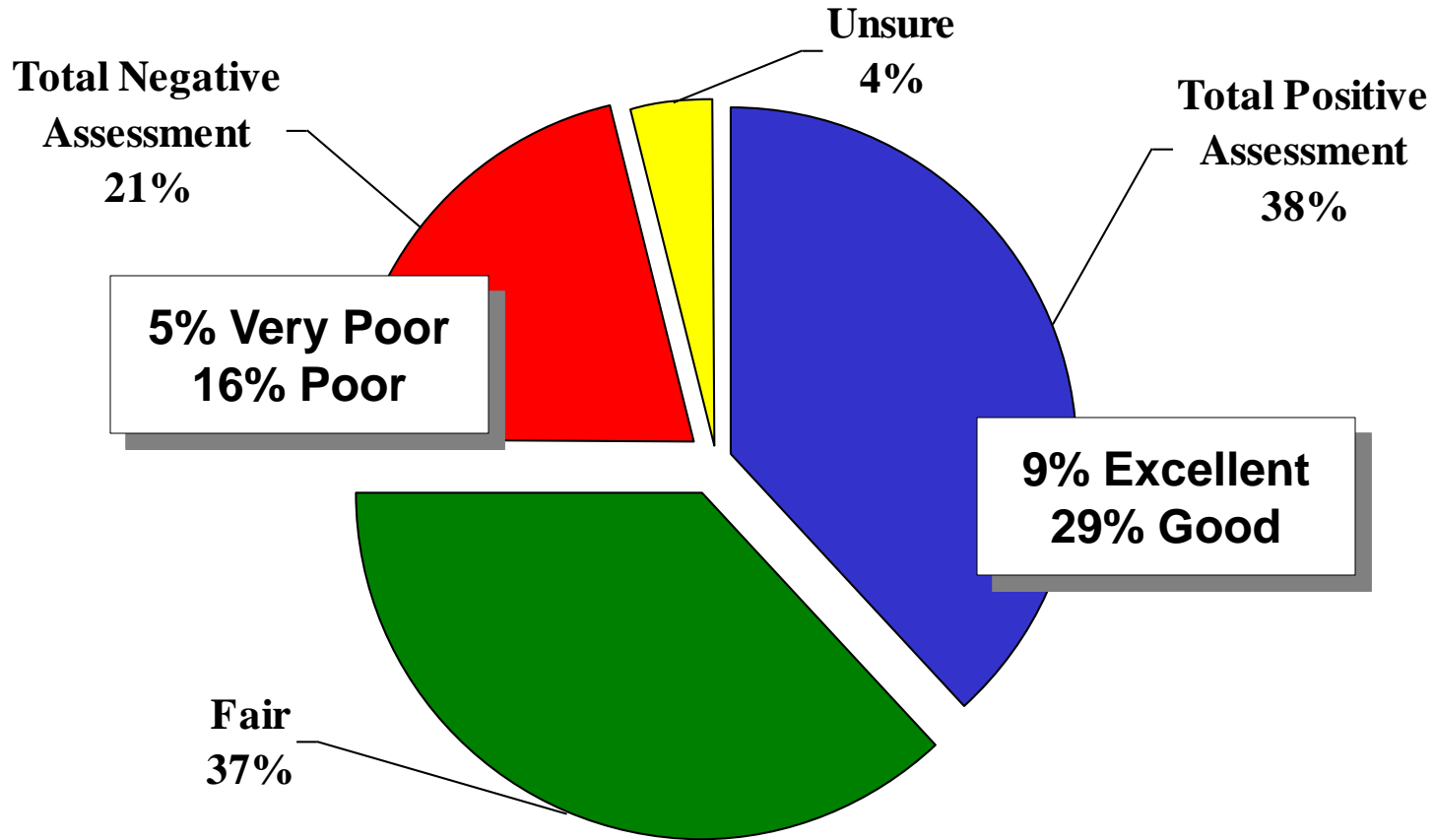


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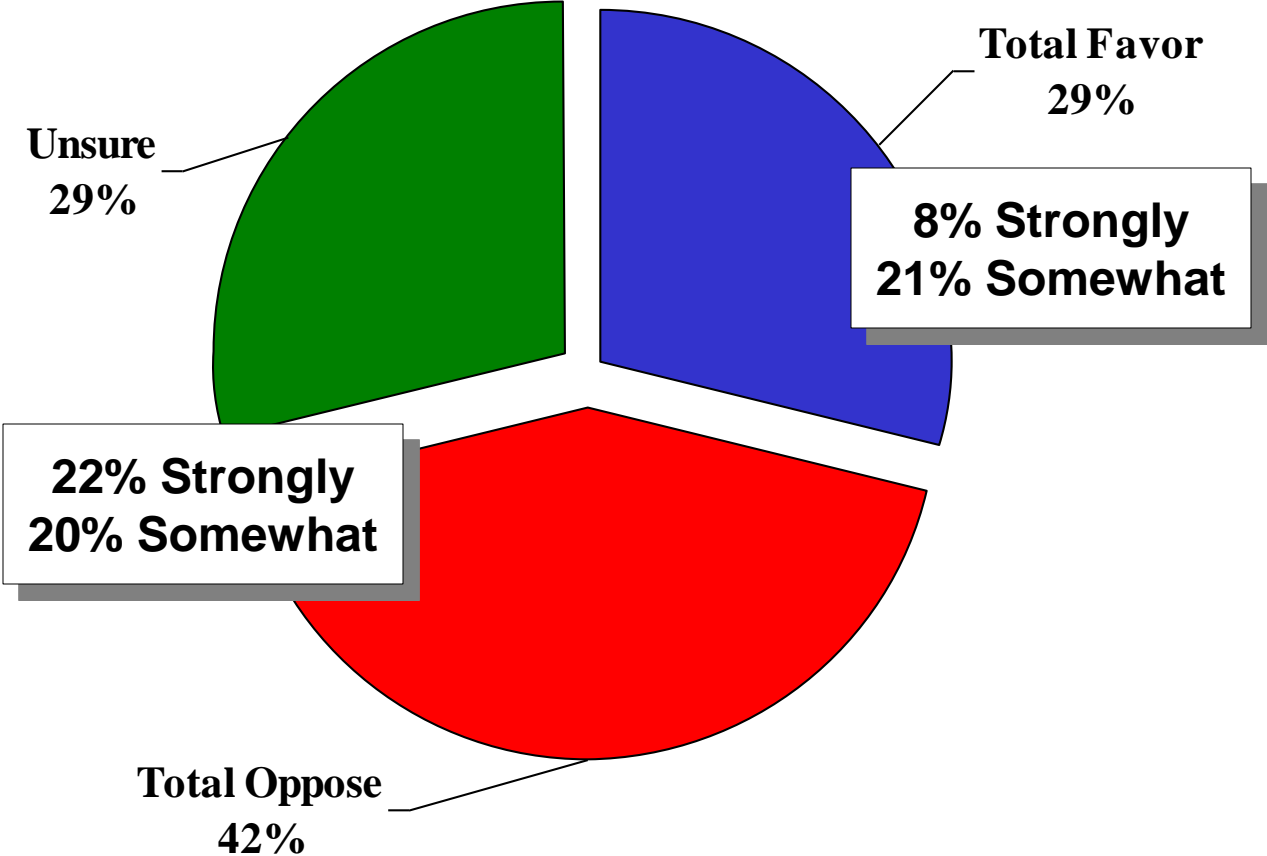
62% Informed



How would you rate the job that the Forest Hills Local School District has done seeking input from the public about possible options for renovating or building new school buildings?



Based on what you have seen, read and heard, do you favor or oppose the plans for the school buildings?



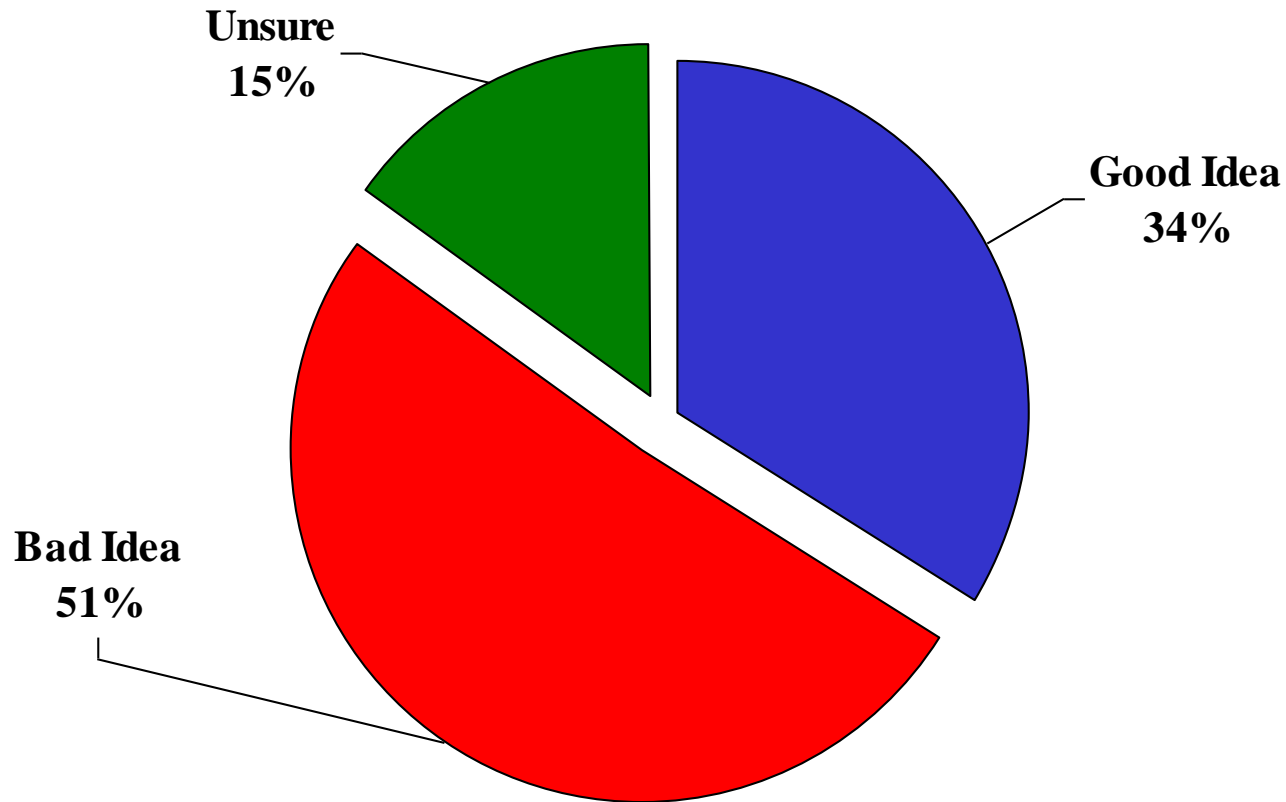


SCHOOL CONSOLIDATION

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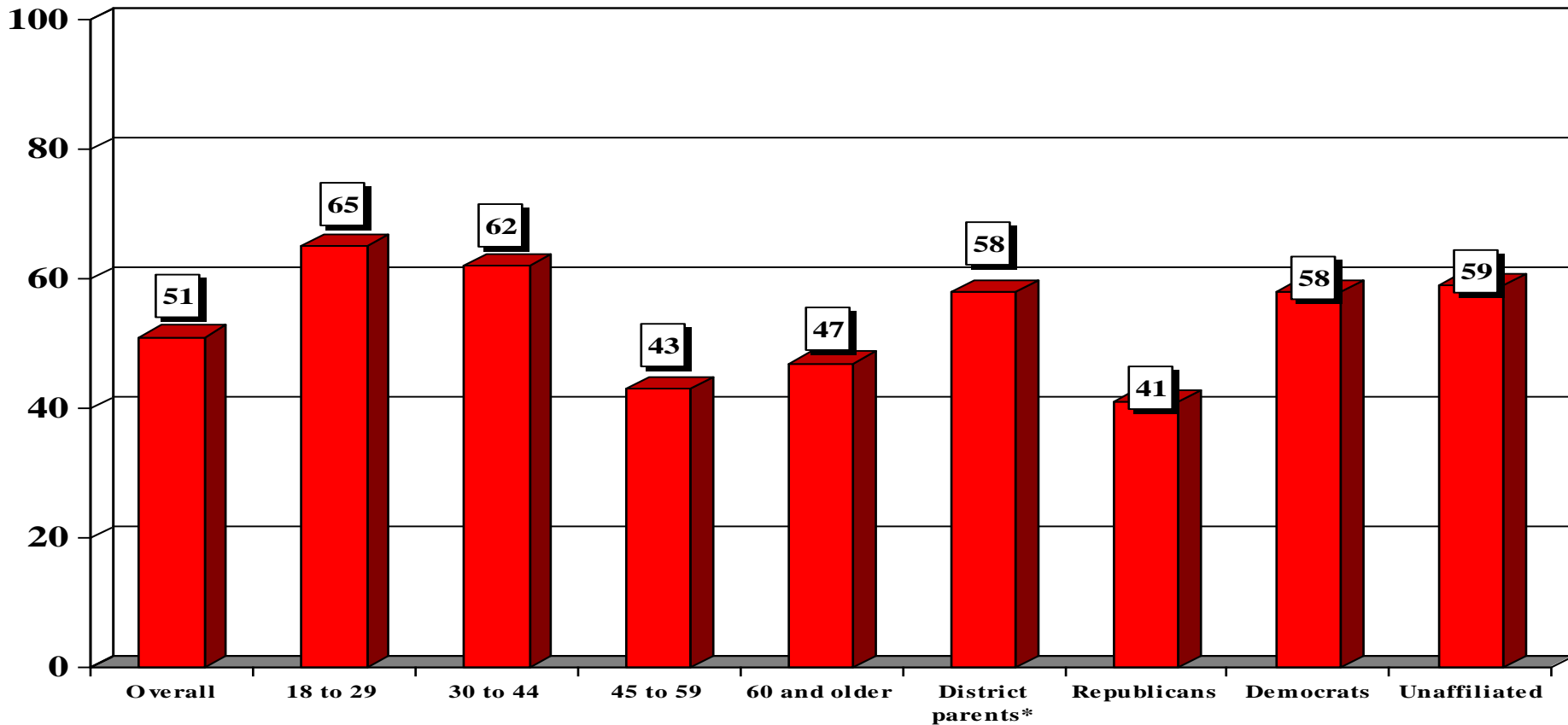


Generally speaking, do you think it is a good or bad idea to consolidate schools and reduce the number of them, in order to save money and reduce operating costs?



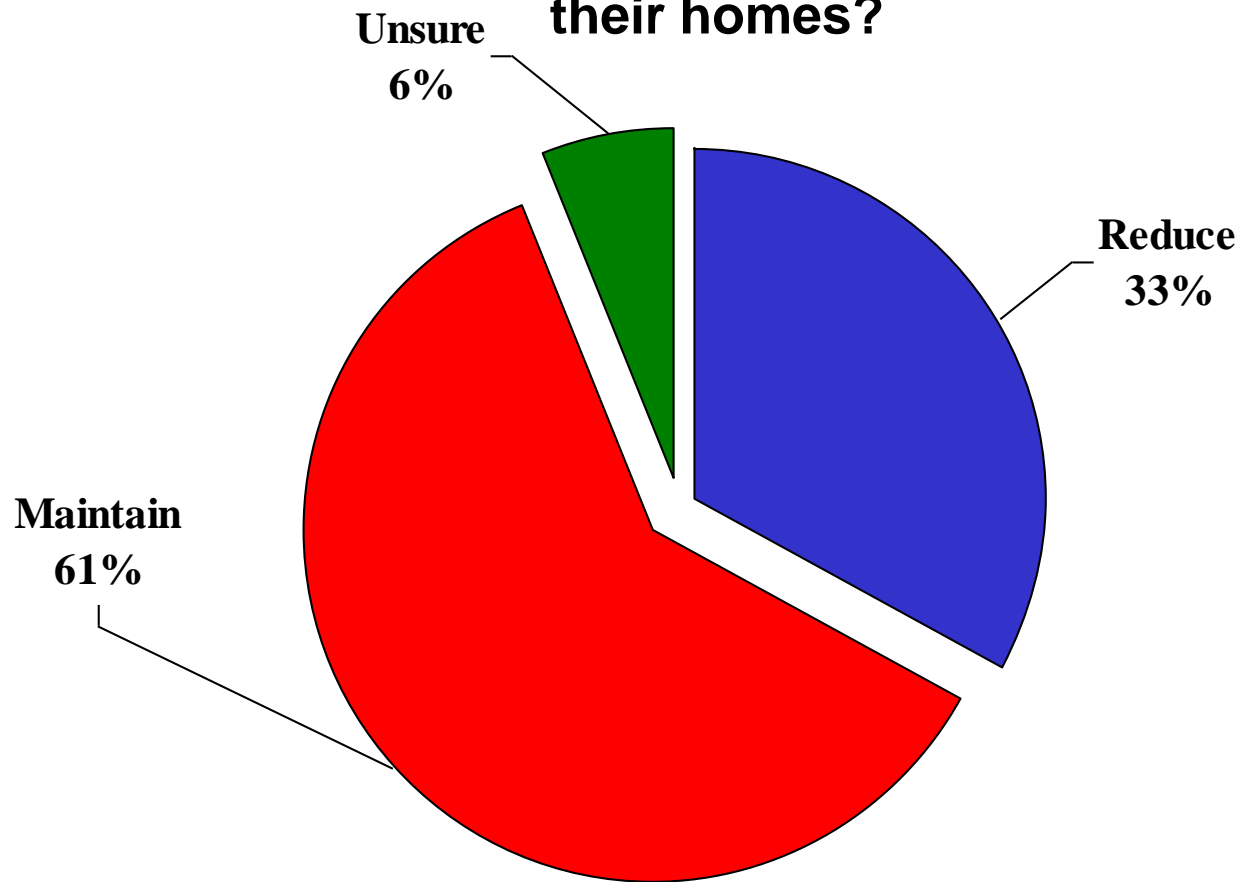
17% Net Good Idea

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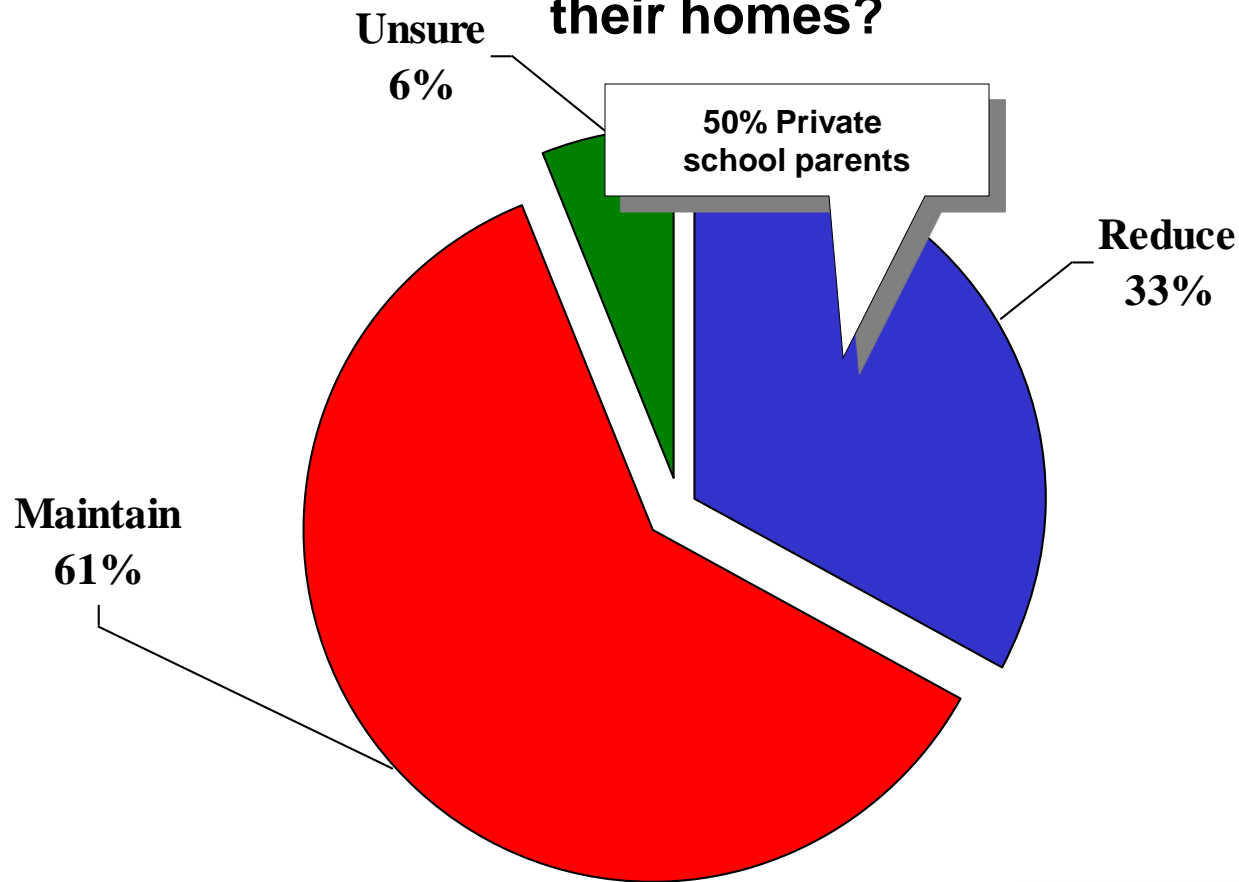


51% Bad Idea

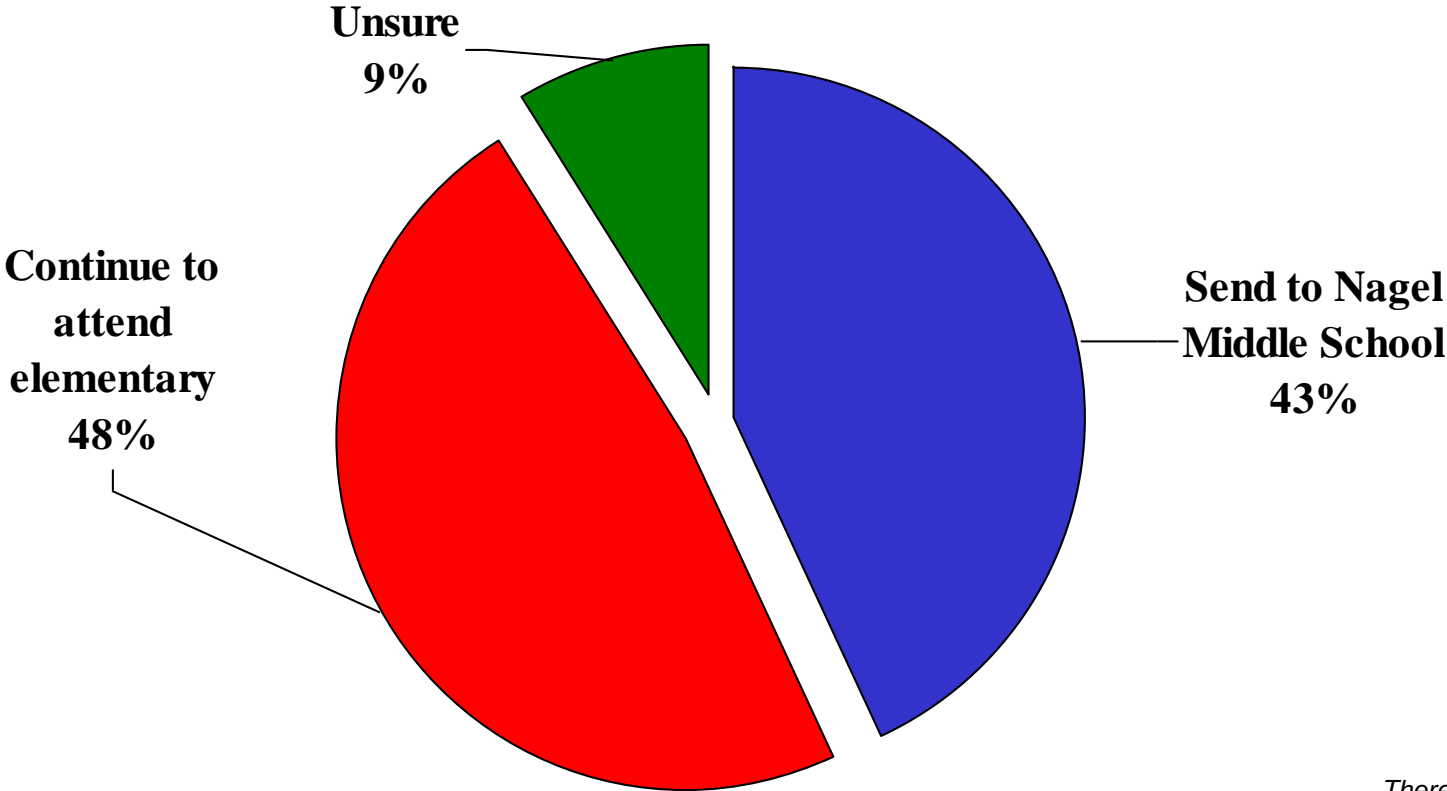
If you could choose, would you prefer to...reduce the number of elementary schools, in order to save money and lower operating costs...or...maintain the current number of elementary schools, so each neighborhood will have one and students can attend schools close to their homes?



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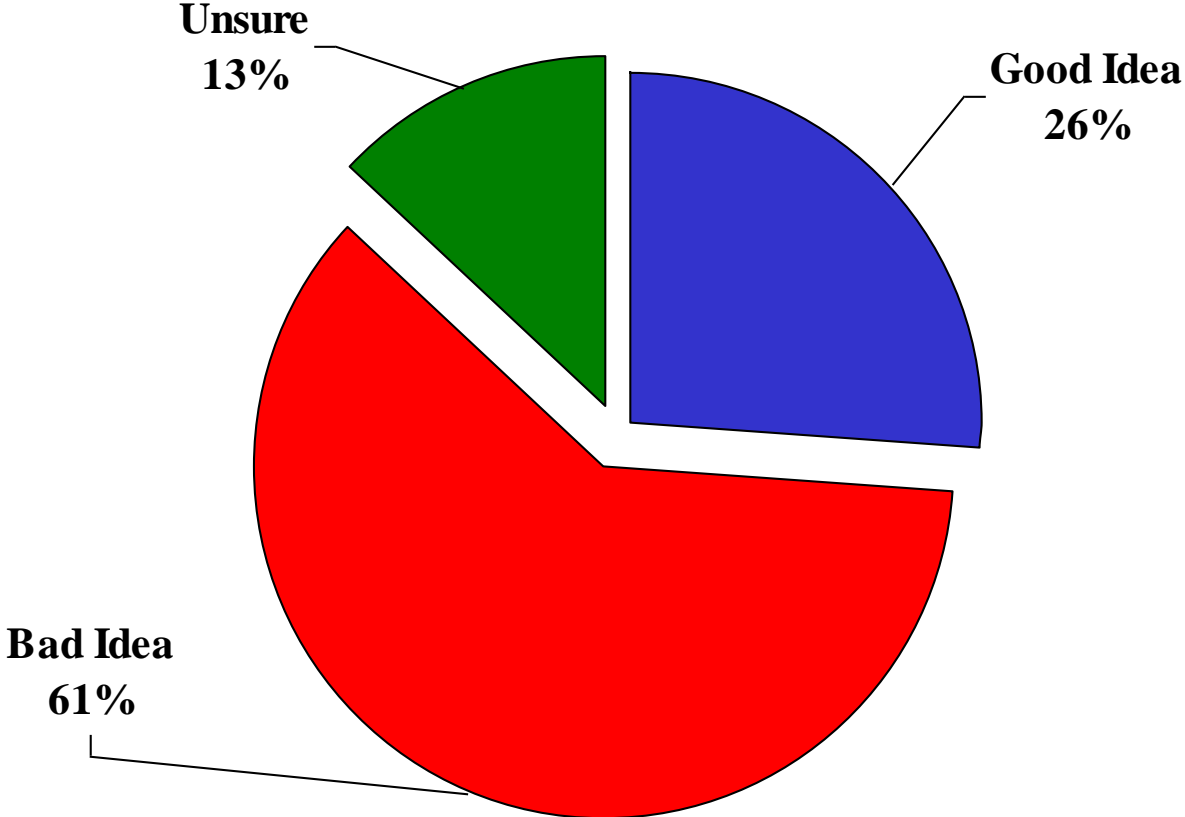
If you could choose, would you prefer to...send sixth graders to Nagel Middle School, in order to save money and lower operating costs...or...continue to have sixth graders attend elementary schools, so they are not in schools with older students?



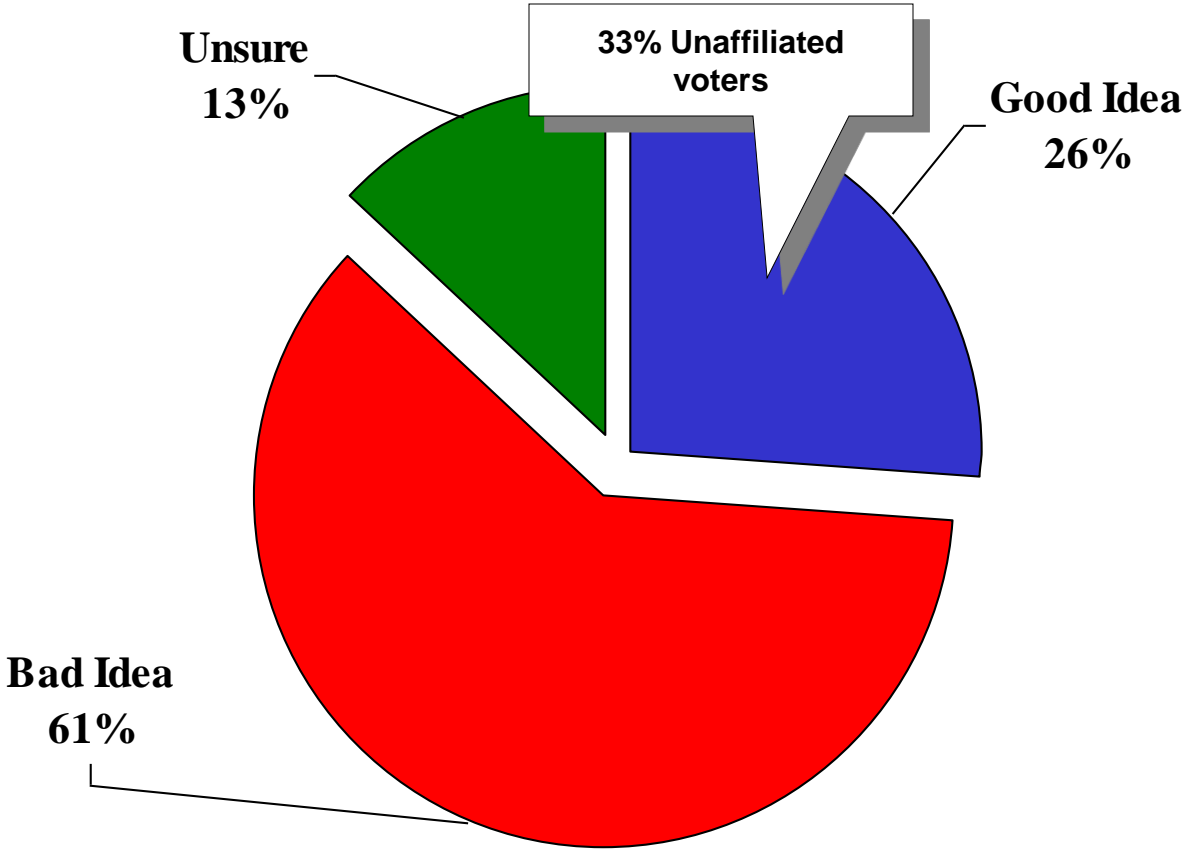
There were no statistically significant differences by sub-group for this question



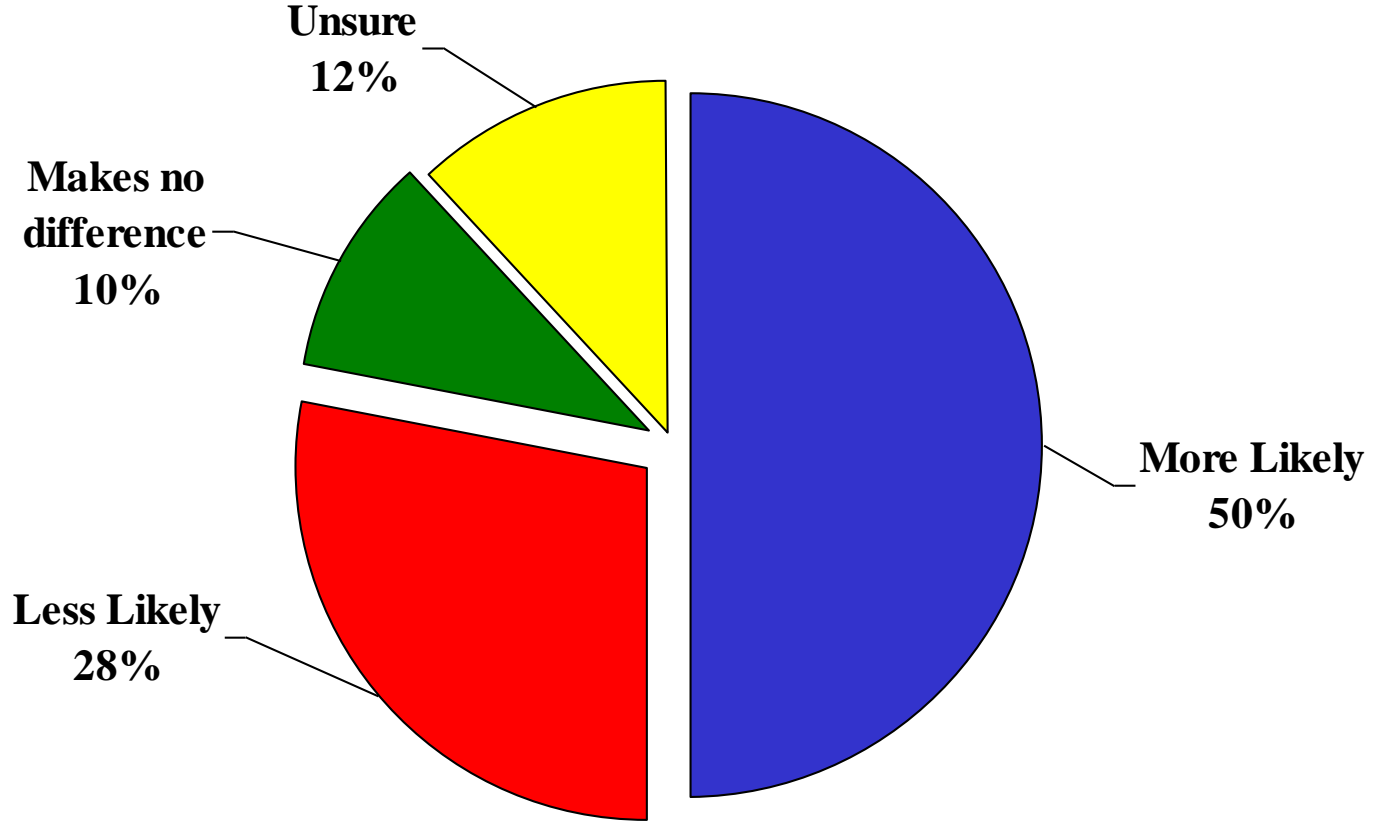
Do you think it is a good or bad idea to merge the two high schools into a single new one, in order to save money and lower operating costs?



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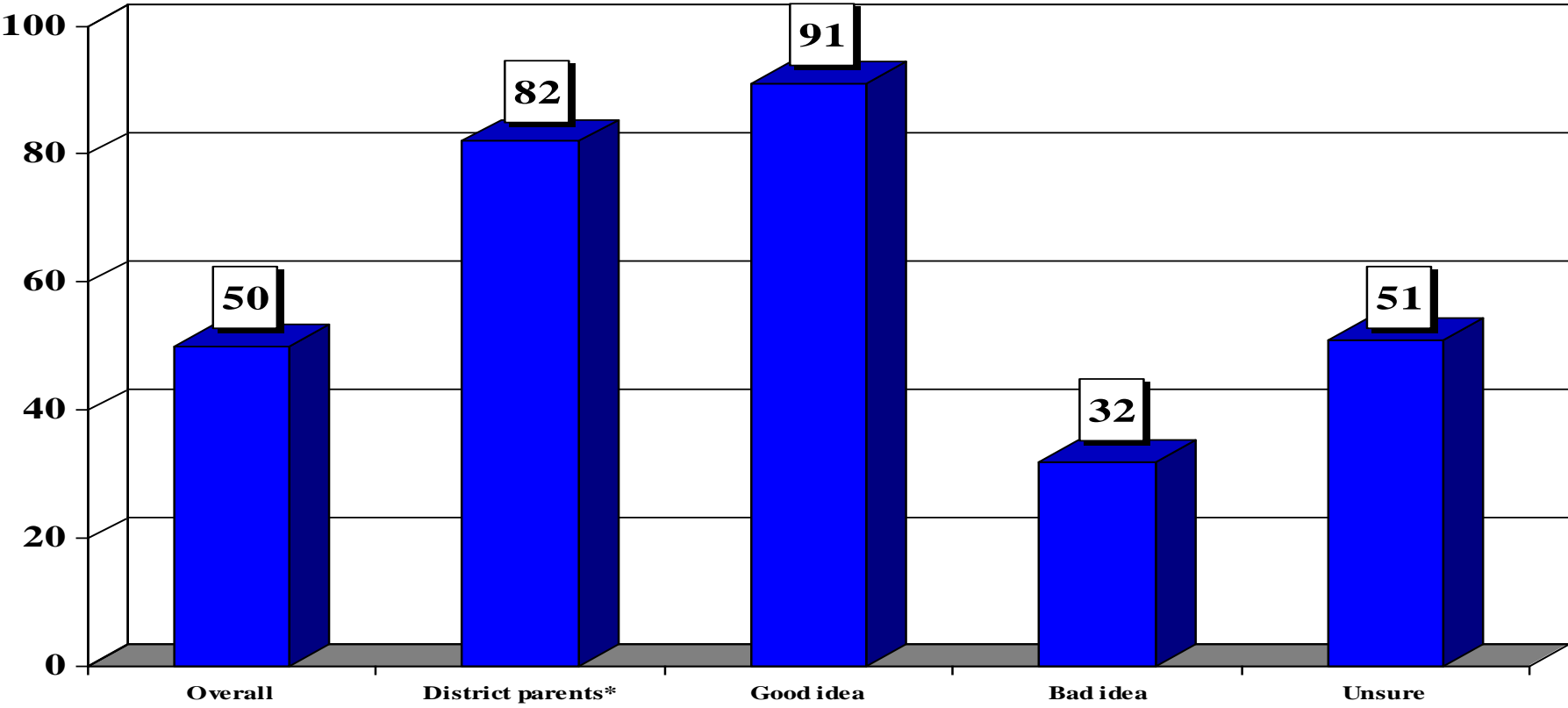


Would you be more or less likely to feel it is a good idea to merge the two high schools into a single new one if you knew that it will enhance the educational offerings and programs that can be provided to students?



22% Net Effect

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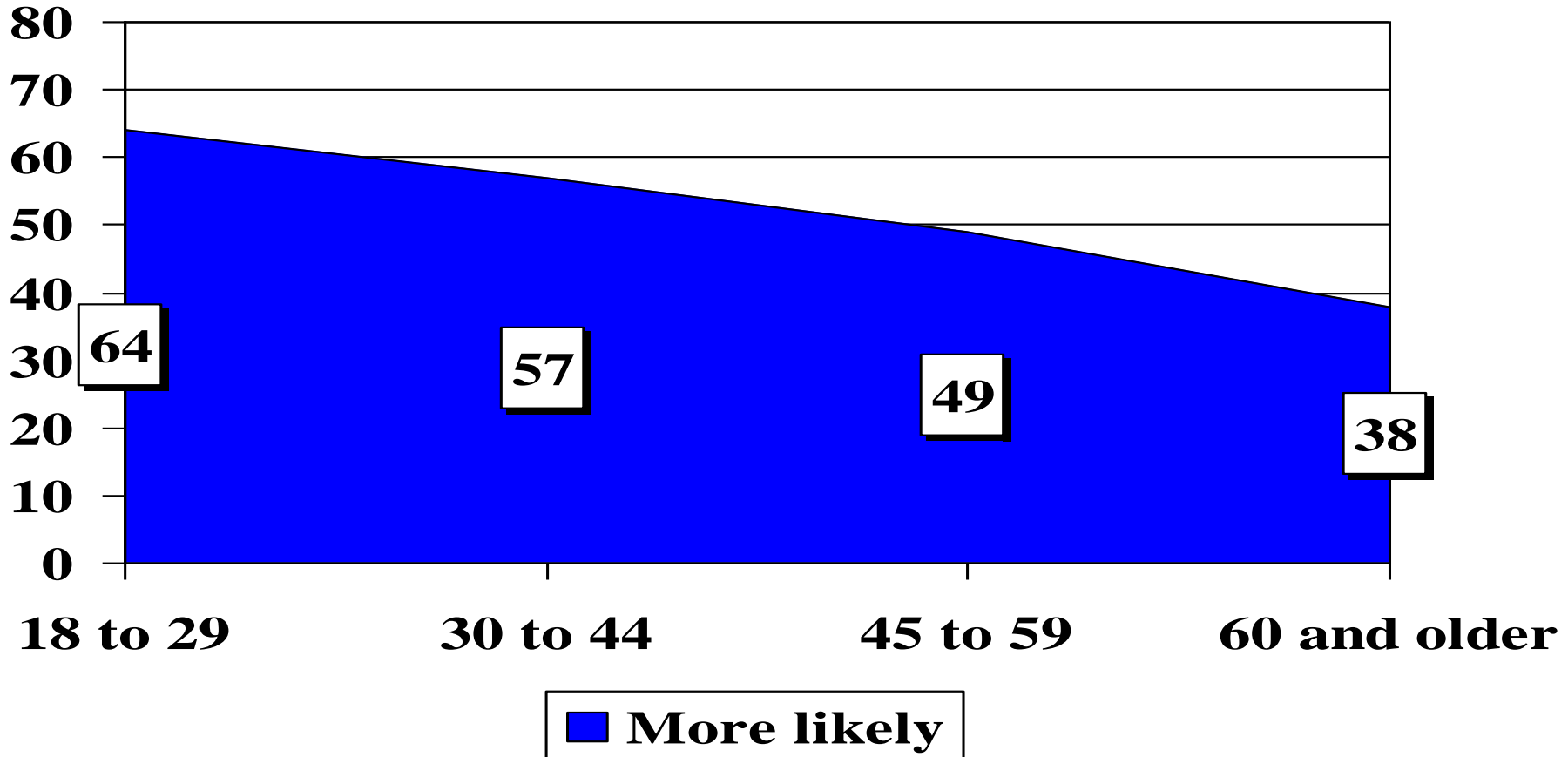


** Differences are nominally significant*

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22% Net Effect



CONCLUSION

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Key Findings Recap

- Although opinions about other aspects of the District have changed, impressions of the quality of education remain exceptionally high, and other important performance measures are still comparatively strong
- At this time, with the exception of a narrow majority of parents, most critical voting sub-groups do not appear predisposed to support a measure for additional operating funds, and may need to be buffeted with more information about cost reductions and austerity measures, especially ones that directly affect the quality of education voters and parents have come to expect
- Rancor during public deliberations studying facility needs may have tainted opinions, as a robust majority of voters seem to disapprove of what they have observed. This may be due to discussions about the highly unpopular idea of consolidation, which would require an extensive and arduous public advocacy campaign to build public support, adding another burden to the challenges facing the District. However, the clear preference for maintaining the current alignment of schools could serve as the basis for an appeal for operating funds that may be needed, in part, to stave off un-popular consolidation
- The data indicates that voters do not yet think there is a compelling reason to increase funding for operating or facilities needs, which may be due, in part, to the stellar assessments of the quality of education and current building conditions. In light of such performance measures, they may also doubt the severity of consequences for failing to act



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QUESTIONS?

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RESEARCH

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