



# 2016 Community Survey

**Prepared for:**



**NORTH CANTON CITY SCHOOLS**

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# Executive Summary

## PERCEPTION AND TRUST

- ✓ The vast majority (87.1%) have a favorable opinion of North Canton City Schools, with nearly two-thirds (62.8%) having a very favorable view.
- ✓ Respondents were asked to rate the importance of seven factors to a district’s success. The highest rated factors were “quality of education students receive,” with an average rating of 9.74 out of 10, followed by “preparing students for college or career” (9.47), “management of finances” (9.19), “quality of communication with the community” (8.66), and “physical condition of school buildings and facilities” (8.58). Coming in at least important were “visual and performing arts,” with an average rating of 8.17 out of 10 and “athletics” (7.57).
- ✓ Respondents were also asked to rate NCCS on these seven factors as well as three others. The factors that were rated the most highly were “quality of education” and “use of technology in classrooms.” “Preparing students for college or career” and “visual and performing arts” came in rated as third and fourth. The items with the lowest rating for the district were “quality of communication with the community” and “management of finances.”

Summary Table: Perception and Trust			
		%	Valid Responses
<b>Overall Opinion of NCCS</b>	Very favorable	62.8%	379
	Somewhat favorable	24.3%	
	Somewhat unfavorable	3.7%	
	Very unfavorable	1.3%	
	No opinion	7.9%	
<b>Importance of Factors to Success of District</b> <i>(Means: 10=Very important; 1=Not at all important)</i>	Quality of education students receive	9.74	382
	Preparing students for college or career	9.47	381
	Management of finances	9.19	377
	Quality of communication with community	8.66	380
	Physical condition of schools & facilities	8.58	381
	Visual and performing arts	8.17	379
	Athletics	7.57	380
<b>Ratings of NCCS</b> <i>(Means: 5=Excellent; 1=Very poor)</i>	Quality of education students receive	4.52	368
	Use of technology in classrooms	4.42	313
	Preparing students for college or career	4.34	355
	Visual and performing arts	4.25	330
	Standardized test scores	4.19	308
	Athletics	4.16	359
	Community access to school facilities	4.12	337
	Physical condition of schools & facilities	4.08	366
	Quality of communication with community	3.94	371
	Management of finances	3.82	329





## FUNDING AND COMMUNITY SUPPORT

- ✓ When asked the value of the education provided for the taxes paid, nearly half (48.3%) rated the value as excellent. Slightly fewer (43.7%) rated it as good. A very small minority (1.6%) rated the value negatively.
- ✓ Nearly three quarters (72.5%) rated the financial position of the district as strong or very strong with fewer than 1 in 10, 7.1% rating it as weak or very weak.
- ✓ When asked to rate the first and second funding priorities of the district, the vast majority (90.0%) named academic programs as either the first (74.1%) or second (15.9%) priority of the district. Distantly behind academic programs were competitive staff salaries (39.4%), buildings and facilities (29.3%), and student safety programs (21.4%). Areas given the lowest priority were visual and performing arts (10.7%) and athletics (9.1%).
- ✓ Respondents were asked to rate the importance and strength of community partnerships with four organizations. Rated most highly in both importance and strength was the partnership with the City of North Canton. North Canton YMCA was rated second in both importance and strength, followed by Walsh University, and the North Canton Chamber of Commerce.

Summary Table: Funding and Community Support					
		%			Valid Responses
<b>Value of Education Provided for the Taxes Paid</b>	Excellent	48.3%			375
	Good	43.7%			
	Fair	6.4%			
	Poor	1.6%			
	Very poor	0.0%			
<b>Financial Position of NCCS</b>	Very strong	19.9%			342
	Strong	52.6%			
	Fair	20.5%			
	Weak	5.6%			
	Very weak	1.5%			
<b>Funding Priorities for District (1<sup>st</sup>   2<sup>nd</sup>   total)</b>	Academic programs	74.1%	15.9%	90.0%	379
	Competitive staff salaries	10.8%	28.6%	39.4%	
	Buildings and facilities	5.3%	24.0%	29.3%	
	Student safety programs	6.6%	14.8%	21.4%	
	Visual and performing arts	1.3%	9.4%	10.7%	
	Athletics	1.8%	7.3%	9.1%	
<b>Importance of Partnerships (% very important)</b>	City of North Canton	73.6%			379
	North Canton YMCA	47.6%			382
	Walsh University	39.4%			376
	North Canton Chamber of Commerce	32.1%			374
<b>Strength of Partnerships (% very strong)</b>	City of North Canton	53.9%			332
	North Canton YMCA	45.3%			333
	Walsh University	32.1%			274
	North Canton Chamber of Commerce	24.5%			274





- ✓ About seven in ten (70.6%) rated their overall level of trust with the district highly (between 8 and 10). A quarter (25.1%) gave a moderate rating (4 to 7). Just 4.3% rated their level of trust as low.
- ✓ The group most trusted regarding information about the district was teachers (35.2%). The Board of Education came in as second most trusted, with 23.9% selecting this group. District administrators and an independent citizen advisory committee were selected by roughly 15% of respondents each.
- ✓ Respondents were asked to rate five areas as important to earning their trust and also to rate the district in each of these areas. Providing quality education to students was rated most highly in both importance and for how well the district is doing. This pattern was consistent with the other four areas with the exception of transparency of finances being ranked higher in importance than the rating given for the district.
- ✓ When asked which of five improvements that could be made would improve their feelings of trust with the district, the most popular choice was providing better education to students (37.9%), followed by communicating better (22.7%), involving parents in decision making (18.4%), more transparency with district’s finances (17.6%), and involving community members in decisions (3.5%).

Summary Table: Funding and Community Support			
		%	Valid Responses
<b>Overall Trust in NCCS</b>	High (8-10)	70.6%	371
	Moderate (4-7)	25.1%	
	Low (1-3)	4.3%	
	Mean (10=Very trustworthy; 1=Not at all)	8.05	
<b>Trust Most for Information about NCCS</b>	Teachers	35.2%	364
	Board of Education	23.9%	
	Direct Administrators	15.7%	
	Independent Citizen Advisory Committee	15.4%	
	Parents	9.9%	
<b>Importance to Earning Trust</b> <i>(% very important)</i>	Providing quality education to students	98.4%	383
	Consistent communication	82.7%	382
	Transparency with district’s finances	82.3%	378
	Involving parents in decision making	64.4%	382
	Involving community members in decisions	22.3%	382
<b>Ratings of NCCS</b> <i>(Means: 5=Excellent; 1=Very poor)</i>	Providing quality education to students	4.58	370
	Consistent communication	3.91	364
	Involving parents in decision making	3.72	323
	Transparency with district’s finances	3.54	331
	Involving community members in decisions	3.46	295
<b>Most Important to Improve Feelings of Trust with NCCS</b>	Provide better education to students	37.9%	375
	Communicate better	22.7%	
	Involve parents in decision making	18.4%	
	More transparency with district’s finances	17.6%	
	Involve community members in decisions	3.5%	





- ✓ Respondents were asked about a potential levy in the future and how they would vote. The plurality (43.9%) said they would support a levy, while over one-third (39.1%) said they were undecided. Far fewer (17.0%) said they would oppose a levy.
- ✓ The most commonly cited reasons for supporting the levy were that “strong schools mean strong communities” (17.7%), that the respondent values education (15.2%), and to maintain quality of education or to stay competitive (12.8%).
- ✓ The most often cited reasons for opposing the levy were the need for better management of present funds and that taxes are high or it would be in increase (both with 24.2% of answering respondents).
- ✓ When asked if they would be more willing to support an earned income or a property tax, respondents were relatively split, with slightly more preferring an earned income tax (28.8%) over a property tax (22.0%). About the same proportion (28.0%) would support either type of levy, and less than a quarter (21.2%) would oppose both.
- ✓ Finally, when asked whether they would support a building or an operating levy, nearly half (48.5%) said they would support both levy. About a quarter (24.8%) said they would only support an operating levy.

Summary Table: Funding and Community Support			%	Valid Responses
<b>Levy Support</b>	Support		43.9%	376
	Oppose		17.0%	
	Undecided		39.1%	
<b>Reason for Supporting</b> <i>(open ended – top 3)</i>	Strong schools equal strong communities		17.7%	164
	Value education		15.2%	
	Maintain quality of education/Stay competitive		12.8%	
<b>Reason for Opposing</b> <i>(open ended – top 3)</i>	Better management needed of present funds		24.2%	62
	High taxes/Increased taxes		24.2%	
	Lack of financial transparency		14.5%	
<b>Information Needed</b> <i>(open ended – top 3)</i>	Purpose of levy/Amount needed/Mill rate		42.9%	147
	Transparency of finances		19.7%	
	Better communication/Additional information		17.7%	
<b>Support for Earned Income vs. Property Tax Levy</b>	More willing to support EARNED INCOME tax		28.8%	354
	More willing to support PROPERTY tax levy		22.0%	
	Support either levy request		28.0%	
	Oppose either levy request		21.2%	
<b>Support for Operating and Building Levy</b>	Both operating and building levy		48.5%	363
	Only support operating levy		24.8%	
	Only support building levy		11.0%	
	Oppose either type of levy request		15.7%	





### COMMUNICATION, AWARENESS, AND CONNECTION TO DISTRICT

- ✓ Respondents were asked how well informed they were about the district. Nearly one-third (32.1%) said they were very well informed. Over half (55.6%) said they were somewhat informed.
- ✓ The vast majority of respondents (84.8%) said they knew how to find information about district services, programs, and resources when they want to.
- ✓ The most popular source of information about the district was local newspapers (cited by 24.3% of respondents), followed by the district website (21.5%), *Viking Vision* newsletter (19.6%), and word of mouth (16.0%).
- ✓ When asked where they would *prefer* to receive information, the most popular choice was the *Viking Vision* newsletter, with over half (55.8%) naming it as their first or second choice. Around a quarter of respondents named either e-mail or e-newsletter (29.7%), mailings (29.4%), local newspapers (28.0%), or the district website (26.7%) as either their first or second choice for information.

Summary Table: Communication, Awareness, and Connection to District					
		%		Valid Responses	
How Well Informed about NCCS	Very well informed	32.1%		383	
	Somewhat informed	55.6%			
	Not at all informed	12.3%			
Know How to Find Info about NCCS	Yes	84.8%		382	
	No	15.2%			
Main Source of Information about NCCS	Local newspapers	24.3%		382	
	District website	21.5%			
	Newsletter, the Viking Vision	19.6%			
	Word of mouth	16.0%			
	Something else	6.0%			
	Social media sites	5.8%			
	Mailings	4.5%			
	Meetings or community forums	2.4%			
Preferred Source of Information about NCCS	Newsletter, the Viking Vision	33.7%	22.1%	55.8%	377
	E-mail or E-newsletter	18.0%	11.7%	29.7%	
	Mailings	12.7%	16.7%	29.4%	
	Local newspapers	11.1%	16.9%	28.0%	
	District website	11.9%	14.8%	26.7%	
	Social media sites	7.2%	7.9%	15.1%	
	Meetings or community forums	2.1%	7.9%	10.0%	
	Something else	3.2%	1.9%	5.1%	





- ✓ When asked the best way to communicate information about the district’s finances, 41.3% selected a dedicated financial section in the newsletter. Over one-quarter (29.5%) preferred a dedicated financial page on the website, and less than one in five (17.8%) selected e-mail or e-newsletter.
- ✓ About one-third (32.2%) of respondents have watched Channel 11. The frequency of watching the channel was evenly distributed amongst respondents with less than 1 in 10 watching it weekly.
- ✓ The Canton Repository was the most-read newspaper or newspaper website read by respondents (77.4% of respondents).
- ✓ When asked which social media sites they use, nearly two-thirds (63.3%) indicated that they use Facebook, followed by YouTube (48.7%), Pinterest (30.2%), LinkedIn (27.6%), Instagram (20.8%), and Twitter (18.8%). About one in five (22.1%) said they do not use any social media sites.

Summary Table: Communication, Awareness, and Connection to District			
		%	Valid Responses
<b>Best Way to Communicate Info on NCCS Finances</b>	Dedicated financial section in newsletter	41.3%	366
	Dedicated financial page on website	29.5%	
	E-mail or E-newsletter	17.8%	
	Community meetings or forums	6.6%	
	Dedicated financial program on cable station	3.3%	
	Something else	1.6%	
<b>How Often Watch Channel 11</b>	Once a week or more	8.4%	382
	Once or twice a month	9.7%	
	A few times a year	11.3%	
	About once a year	2.9%	
	Never	67.8%	
<b>Preferred Newspaper</b> <i>(open ended – top 3)</i>	Canton Repository	75.2%	371
	Akron Beacon Journal	6.2%	
	cantonrep.com	2.2%	
<b>Social Media Usage</b>	Facebook	63.3%	384
	YouTube	48.7%	
	Pinterest	30.2%	
	LinkedIn	27.6%	
	Instagram	20.8%	
	Twitter	18.8%	
	None	22.1%	







- ✓ The majority (70.1%) of respondents had no children in the household. Over a quarter (28.1%) had school-age children. The vast majority of these (93.5%) had children attend school in North Canton City Schools.
- ✓ Respondents were asked if they were familiar with the district in any of five different ways. The majority (81.8%) had attended an event at a district building or facility. About half (52.1%) had a child who graduated from the district. Roughly a quarter (26.3%) attended a school in the district and slightly fewer (23.2%) graduated from the district.
- ✓ Over half (54.9%) of respondents have lived in the district for more than 20 years.
- ✓ About half of respondents (55.7%) have been inside at least one of the North Canton City Schools. Slightly less than half (48.7%) have attended a sporting event, while slightly fewer (44.3%) have attended a performing arts event. Slightly more than one-third (36.5%) have attended another type of event organized by the district, and about one-fifth (22.1%) have participated in activities held at a district school or facility that was sponsored by another organization.

Summary Table: Communication, Awareness, and Connection to District			
		%	Valid Responses
<b>Children in Household</b>	School-age children in household	28.1%	384
	Children in household, not school-age	1.8%	
	No children in household	70.1%	
<b>Type of School Attended by School-Age Child</b>	North Canton City Schools	93.5%	108
	Private school	4.6%	
	Home schooled	1.9%	
	None of the above	3.7%	
<b>Ways Familiar with District</b>	Attended an event at building or facility	81.8%	384
	Have a child who graduated from district	52.1%	
	Respondent attended school in district	26.3%	
	Respondent graduated from district	23.2%	
	Employed by district – respondent or family	10.7%	
	None	9.1%	
<b>How Long Lived in District</b>	Under a year	1.3%	384
	1 to 5 years	7.0%	
	6 to 10 years	13.0%	
	11 to 15 years	13.8%	
	16 to 20 years	9.9%	
	More than 20 years	54.9%	
<b>Attendance/ Participation at NCCS Facilities in Past Year</b>	Been inside any NCCS school	55.7%	384
	Attended any sporting events	48.7%	
	Attended any performing arts events	44.3%	
	Attended any other events	36.5%	
	Participated in any activities held by other orgs	22.1%	
	None	28.1%	

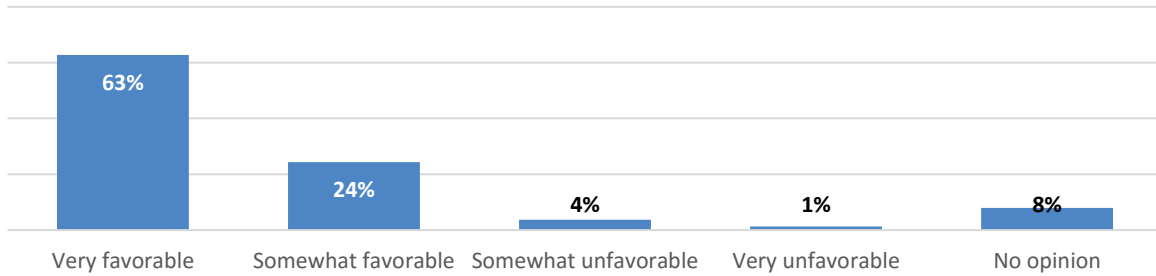




# Survey Results

## PERCEPTION AND TRUST

Overall Opinion of NCCS



Reason for Unfavorable Opinion		
	N	%
Dissatisfied with previous superintendent/school board	5	26.3%
Dissatisfied with faculty/teachers	2	10.5%
Bullying/Transferred	2	10.5%
A lot of drugs/No drug testing program	2	10.5%
Financial Mismanagement	2	10.5%
Present schools are different than previous schools	1	5.3%
Dissatisfied with administration/principals	1	5.3%
Eliminated Special Education for children with disabilities	1	5.3%
School system is hypocritical	1	5.3%
Testing	1	5.3%
MISCELLANEOUS	1	5.3%
<b>Total</b>	<b>19</b>	<b>(n=19)</b>



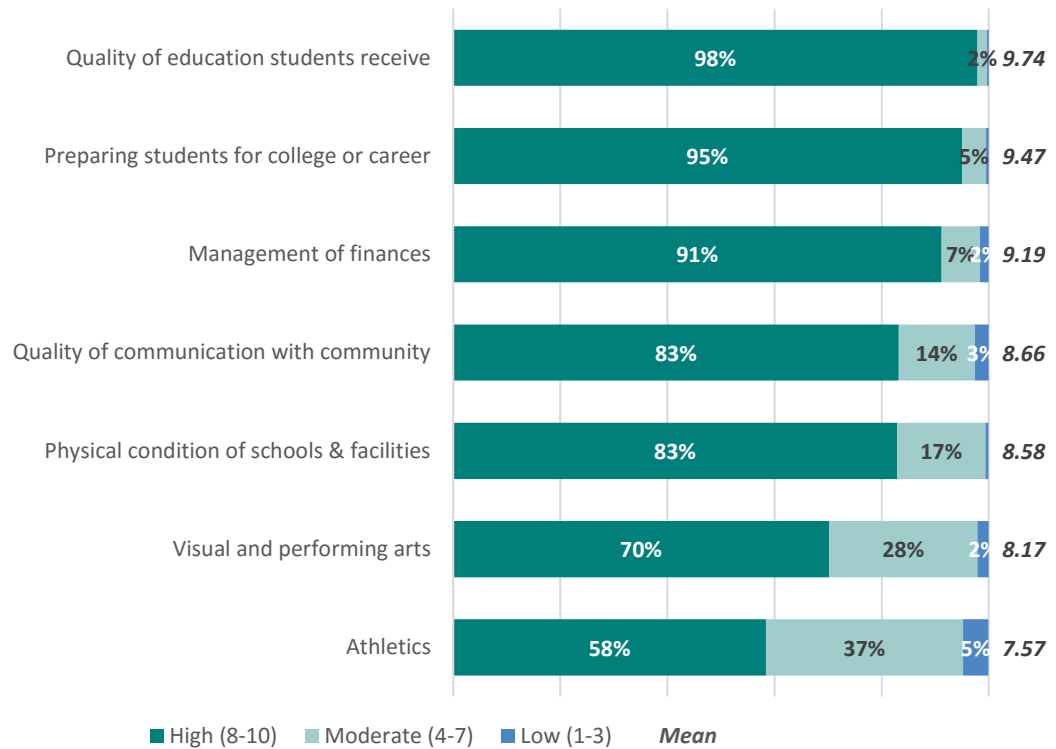


Overall Opinion of NCCS by select demographics					
		Very favorable	Somewhat favorable	Unfavorable	No opinion
All respondents		62.8%	24.3%	5.0%	7.9%
Demographic	Subgroup				
Gender	Male	60.9%	24.4%	6.4%	8.3%
	Female	64.1%	24.2%	4.0%	7.6%
Age	18-24	50.0%	41.7%	8.3%	0.0%
	25-44	56.3%	28.2%	7.0%	8.5%
	45-64	61.5%	26.6%	2.4%	9.5%
	65 and over	70.7%	15.4%	7.3%	6.5%
Income	Under \$25,000	74.3%	17.1%	2.9%	5.7%
	\$25-\$49,999	62.3%	18.8%	4.3%	14.5%
	\$50-\$74,999	71.0%	14.5%	4.8%	9.7%
	\$75,000 and over	59.5%	30.4%	5.1%	5.1%
Employment Status	Employed full-time	61.0%	28.9%	3.1%	6.9%
	Employed part-time	51.4%	29.7%	8.1%	10.8%
	Retired	71.1%	14.8%	6.3%	7.7%
	Unemployed	58.3%	33.3%	0.0%	8.3%
	Other	53.8%	26.9%	7.7%	11.5%
Education Attainment*	High School Grad or less	72.6%	14.5%	6.5%	6.5%
	Some college/Associate's	57.5%	22.1%	8.0%	12.4%
	College Grad or more	63.4%	27.7%	3.0%	5.9%
Voter Registration Status	Registered	63.5%	23.8%	5.2%	7.5%
	Not registered	50.0%	31.3%	0.0%	18.8%
Home ownership	Own	64.2%	23.6%	5.1%	7.0%
	Rent/Other	57.8%	25.0%	4.7%	12.5%
<b>Question:</b> What is your overall opinion of North Canton City Schools?					





### Importance of Factors to Success of District

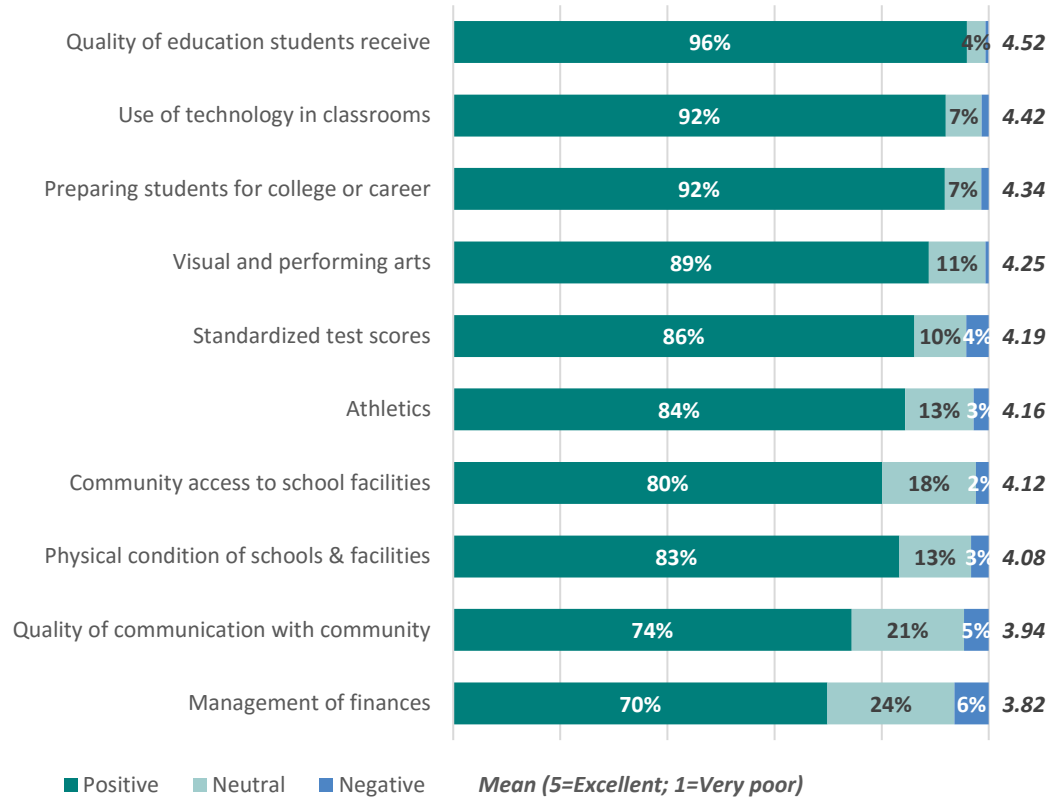


Importance of Factors to Success of District				
	High (8-10)	Moderate (4-7)	Low (1-3)	Mean
Quality of education students receive	97.9%	1.8%	0.3%	9.74
Preparing students for college or career	95.0%	4.5%	0.5%	9.47
Management of finances	91.2%	7.2%	1.6%	9.19
Quality of communication with community	83.2%	14.2%	2.6%	8.66
Physical condition of schools & facilities	82.9%	16.5%	0.5%	8.58
Visual and performing arts	70.2%	27.7%	2.1%	8.17
Athletics	58.4%	36.8%	4.7%	7.57





### Ratings of NCCS



Ratings of NCCS						
	Excellent	Good	Fair	Poor	Very poor	Mean
Quality of education students receive	56.8%	39.1%	3.5%	0.5%	0.0%	4.52
Use of technology in classrooms	51.1%	40.9%	6.7%	1.3%	0.0%	4.42
Preparing students for college or career	45.1%	46.8%	6.8%	0.8%	0.6%	4.34
Visual and performing arts	36.4%	52.4%	10.6%	0.6%	0.0%	4.25
Standardized test scores	38.0%	48.1%	9.7%	3.2%	1.0%	4.19
Athletics	35.4%	49.0%	12.8%	1.7%	1.1%	4.16
Community access to school facilities	34.1%	46.0%	17.5%	2.4%	0.0%	4.12
Physical condition of schools & facilities	29.2%	54.1%	13.4%	2.2%	1.1%	4.08
Quality of communication with community	25.1%	49.3%	21.0%	3.8%	0.8%	3.94
Management of finances	20.1%	49.8%	23.7%	4.6%	1.8%	3.82

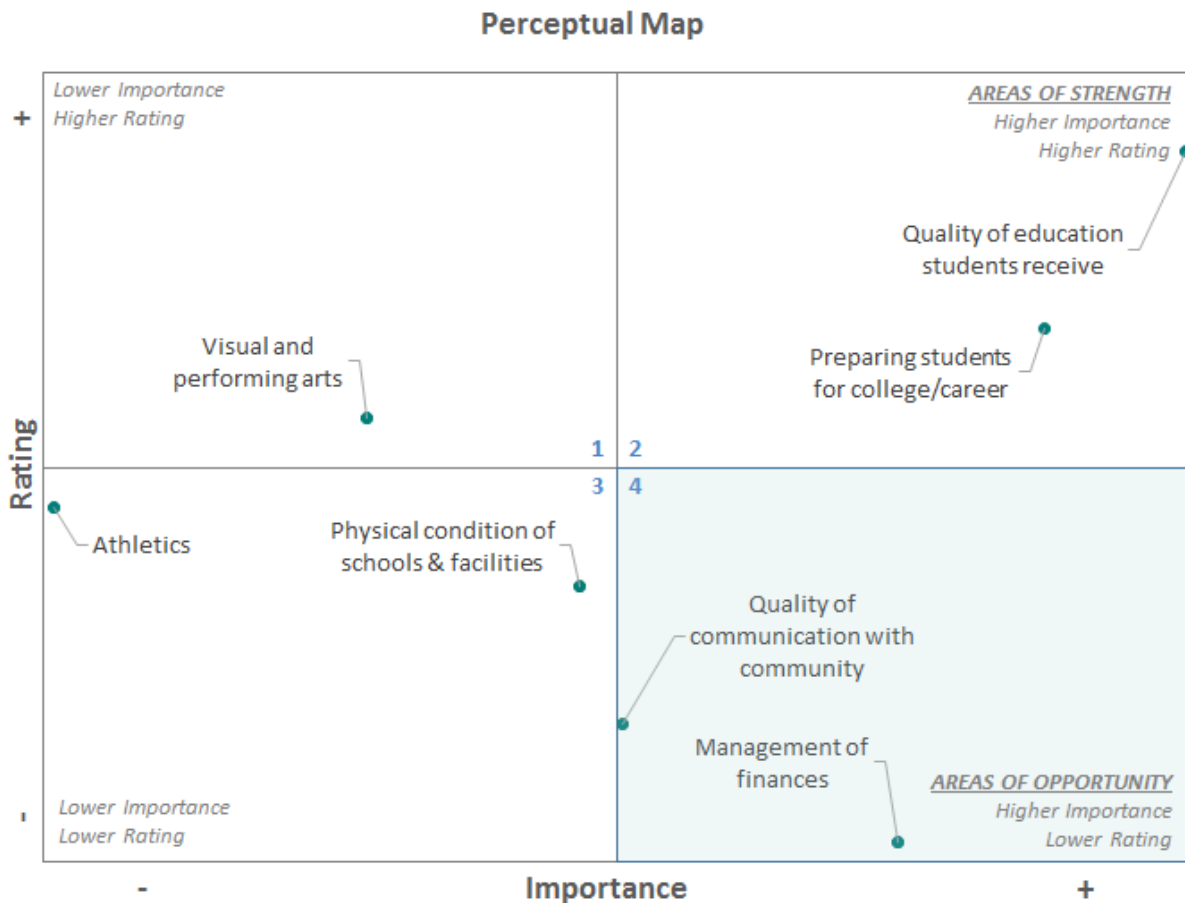




### Perceptual Mapping

In the following grid, key factors are arranged by relative importance to other factors and ratings of North Canton City Schools given by respondents. Factors rated as higher in importance appear on the right half of the grid, while factors for which NCCS rated higher appear in the top half. Factors in the bottom right section represent those that are rated high in importance and where NCCS was rated lower.

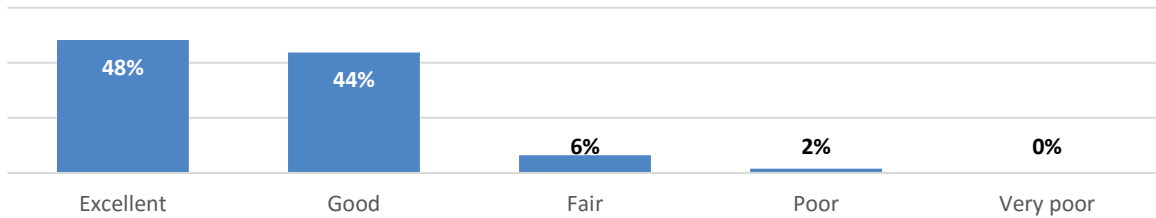
- 1: Lower in Importance, Higher Rating
- 2: Higher in Importance, Higher Rating (Areas of strength)
- 3: Lower in Importance, Lower Rating
- 4: Higher in Importance, Lower in Rating (Areas of opportunity)**





**FUNDING AND COMMUNITY SUPPORT**

Value of Education Provided for the Taxes Paid

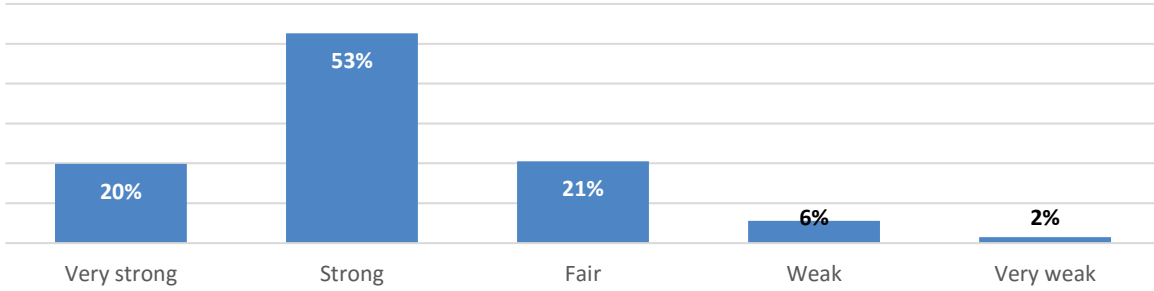


Value of Education Provided for the Taxes Paid by select demographics				
		Positive	Neutral	Negative
All respondents		92.0%	6.4%	1.6%
Demographic	Subgroup			
Gender*	Male	89.6%	9.7%	0.6%
	Female	93.7%	4.1%	2.3%
Age	18-24	91.7%	8.3%	0.0%
	25-44	84.5%	14.1%	1.4%
	45-64	95.2%	3.6%	1.2%
	65 and over	92.6%	5.0%	2.5%
Income	Under \$25,000	91.2%	8.8%	0.0%
	\$25-\$49,999	97.0%	3.0%	0.0%
	\$50-\$74,999	91.9%	8.1%	0.0%
	\$75,000 and over	90.4%	7.6%	1.9%
Employment Status	Employed full-time	89.8%	9.6%	0.6%
	Employed part-time	94.4%	5.6%	0.0%
	Retired	93.7%	4.2%	2.1%
	Unemployed	90.9%	9.1%	0.0%
	Other	92.3%	0.0%	7.7%
Education Attainment	High School Grad or less	87.1%	8.1%	4.8%
	Some college/Associate's	89.9%	7.3%	2.8%
	College Grad or more	94.6%	5.4%	0.0%
Voter Registration Status	Registered	92.2%	6.1%	1.7%
	Not registered	93.3%	6.7%	0.0%
Home ownership	Own	91.7%	6.4%	1.9%
	Rent/Other	93.4%	6.6%	0.0%
<b>Question:</b> Do you believe that the education provided to the students of North Canton City Schools is an excellent, good, fair, poor, or very poor value for the taxes paid?				





### Financial Position of NCCS



Value of Education Provided for the Taxes Paid by select demographics				
		Strong	Fair	Weak
All respondents		72.5%	20.5%	7.0%
Demographic	Subgroup			
Gender	Male	67.6%	25.2%	7.2%
	Female	75.9%	17.2%	6.9%
Age	18-24	81.8%	18.2%	0.0%
	25-44	66.7%	26.1%	7.2%
	45-64	69.3%	21.6%	9.2%
	65 and over	79.0%	16.2%	4.8%
Income*	Under \$25,000	82.8%	13.8%	3.4%
	\$25-\$49,999	87.7%	10.8%	1.5%
	\$50-\$74,999	71.9%	21.1%	7.0%
	\$75,000 and over	62.2%	28.0%	9.8%
Employment Status*	Employed full-time	66.2%	23.6%	10.1%
	Employed part-time	54.8%	29.0%	16.1%
	Retired	84.3%	13.4%	2.4%
	Unemployed	70.0%	30.0%	0.0%
	Other	78.3%	17.4%	4.3%
Education Attainment*	High School Grad or less	84.2%	10.5%	5.3%
	Some college/Associate's	74.5%	18.4%	7.1%
	College Grad or more	68.1%	24.3%	7.6%
Voter Registration Status	Registered	72.7%	20.0%	7.3%
	Not registered	63.6%	36.4%	0.0%
Home ownership	Own	70.2%	21.6%	8.2%
	Rent/Other	84.5%	13.8%	1.7%

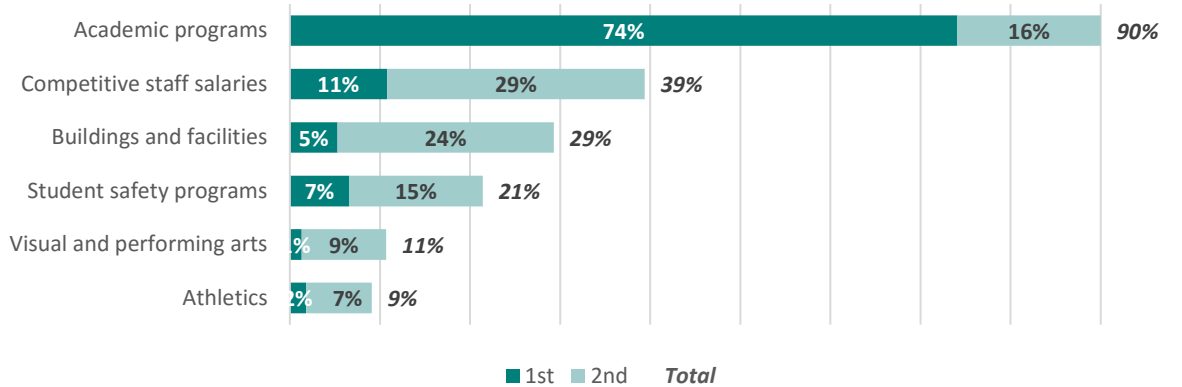
**Question:** Would you say the financial position of North Canton City Schools is very strong, strong, fair, weak, or very weak?







### Funding Priorities for District



#### Top Funding Priority by select demographics

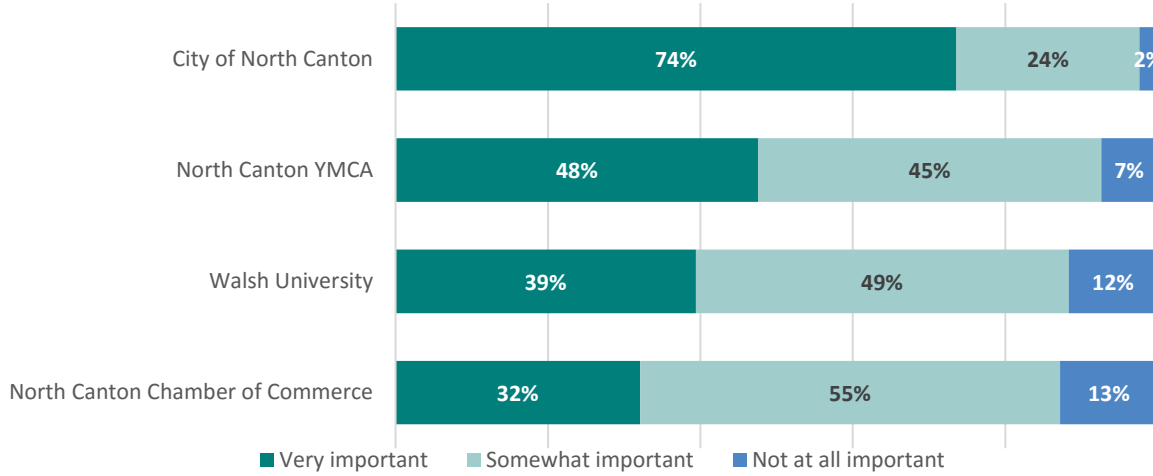
		Academic	Salaries	Buildings	Safety	Arts	Athletics
All respondents		74.1%	10.8%	5.3%	6.6%	1.3%	1.8%
Demographic	Subgroup						
Gender	Male	69.5%	11.7%	7.1%	5.8%	2.6%	3.2%
	Female	77.3%	10.2%	4.0%	7.1%	0.4%	.9%
Age	18-24	75.0%	8.3%	8.3%	0.0%	8.3%	0.0%
	25-44	67.1%	8.6%	8.6%	8.6%	2.9%	4.3%
	45-64	77.9%	8.1%	6.4%	5.2%	1.2%	1.2%
	65 and over	73.6%	16.5%	1.7%	7.4%	0.0%	0.8%
Income	Under \$25,000	67.6%	11.8%	5.9%	11.8%	0.0%	2.9%
	\$25-\$49,999	71.8%	12.7%	1.4%	8.5%	1.4%	4.2%
	\$50-\$74,999	67.2%	19.7%	4.9%	4.9%	1.6%	1.6%
	\$75,000 and over	74.2%	8.8%	8.2%	6.3%	1.9%	.6%
Employment Status	Employed full-time	73.6%	8.8%	7.5%	6.9%	1.9%	1.3%
	Employed part-time	73.0%	13.5%	10.8%	2.7%	0.0%	0.0%
	Retired	73.2%	15.5%	2.1%	7.7%	0.0%	1.4%
	Unemployed	75.0%	0.0%	0.0%	8.3%	0.0%	16.7%
	Other	84.6%	0.0%	3.8%	0.0%	7.7%	3.8%
Education Attainment*	High School Grad or less	71.0%	12.9%	3.2%	8.1%	0.0%	4.8%
	Some college/Associate's	68.8%	11.6%	3.6%	9.8%	3.6%	2.7%
	College Grad or more	78.3%	9.9%	6.9%	3.9%	0.5%	0.5%
Voter Registration	Registered	73.8%	10.8%	5.5%	6.9%	1.4%	1.7%
	Not registered	81.3%	12.5%	0.0%	0.0%	0.0%	6.3%
Home ownership	Own	74.6%	10.8%	6.0%	6.3%	1.0%	1.3%
	Rent/Other	71.0%	11.3%	1.6%	8.1%	3.2%	4.8%

**Question:** Which of the following do you think should be the TOP funding priority of NCCS?

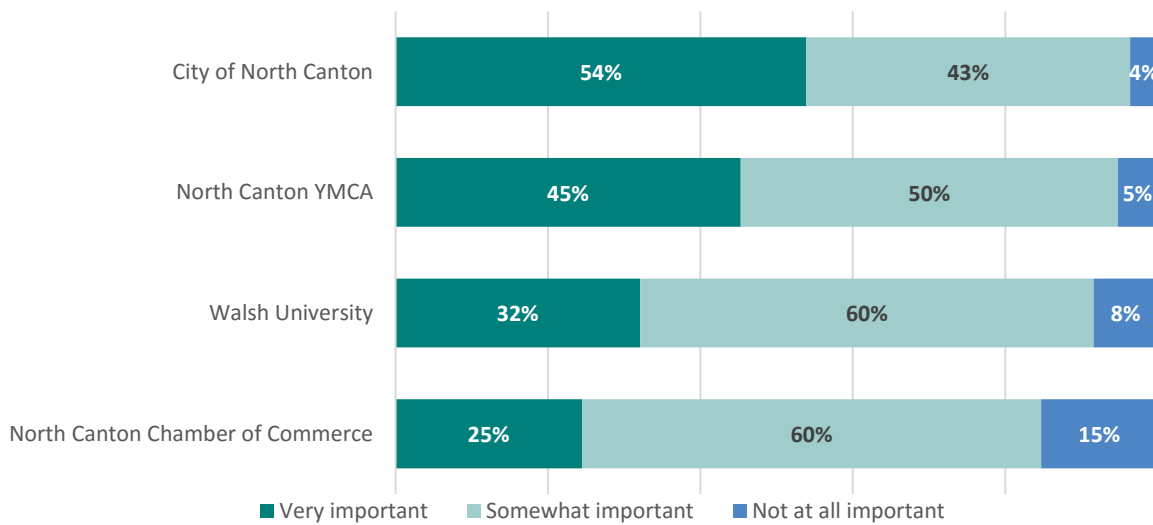




### Importance of Partnerships



### Strength of Partnerships

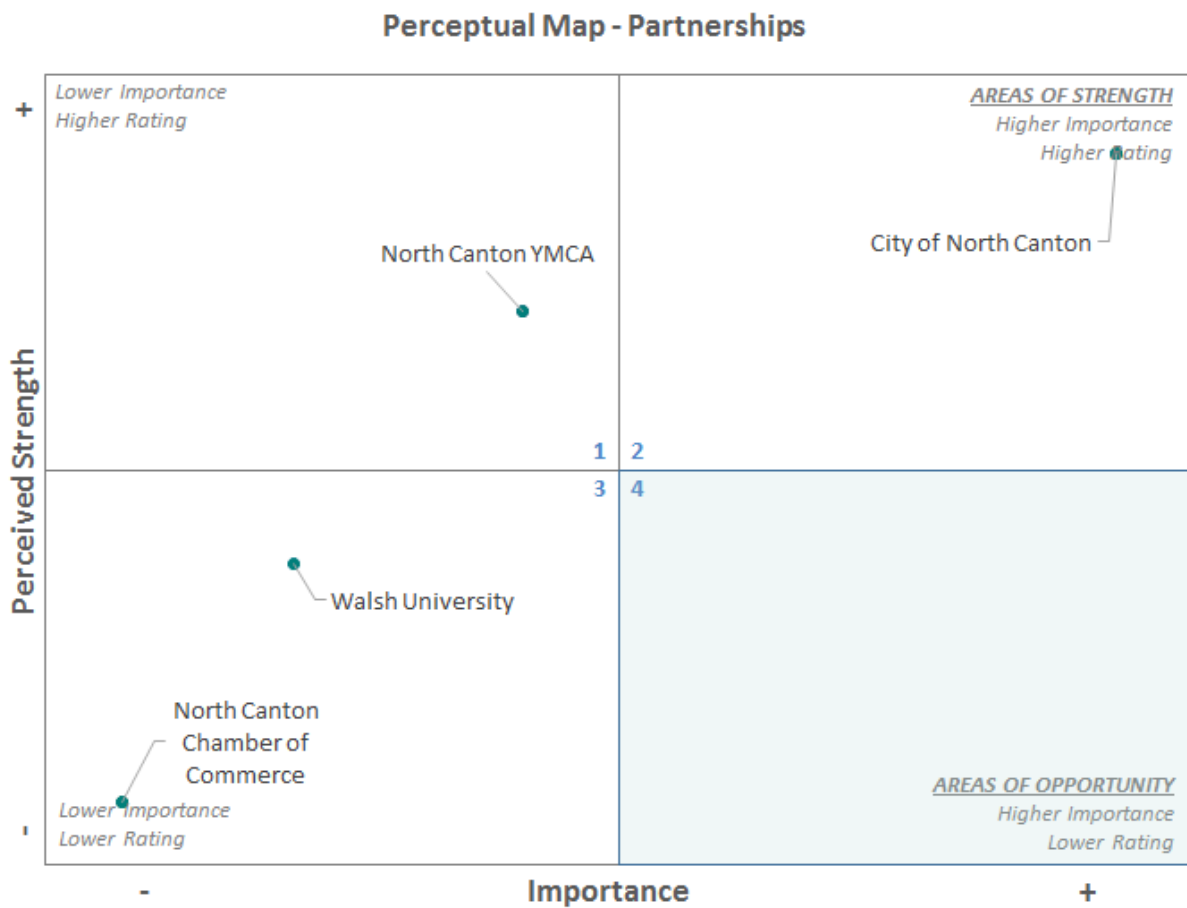




### Perceptual Mapping – Partnerships

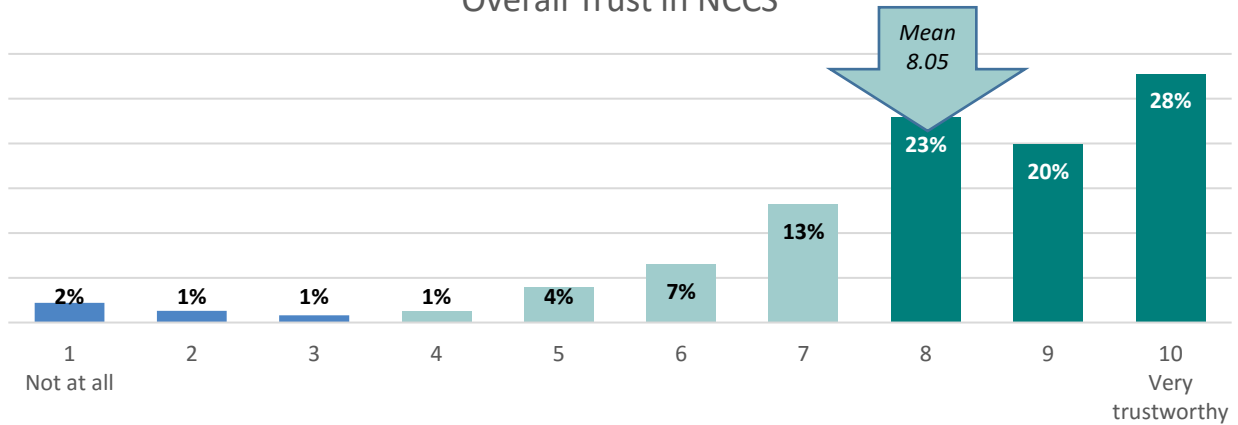
In the following grid, NCCS partnerships are arranged by relative importance to other partnerships and perceived strength of partnerships given by respondents. Partnerships rated as higher in importance appear on the right half of the grid, while partnerships for which the perceived strength was rated higher appear in the top half. Partnerships in the bottom right section represent those that are rated high in importance and where NCCS was rated lower.

- 1: Lower in Importance, Higher Rating
- 2: Higher in Importance, Higher Rating (Areas of strength)
- 3: Lower in Importance, Lower Rating
- 4: **Higher in Importance, Lower in Rating (Areas of opportunity)**





### Overall Trust in NCCS

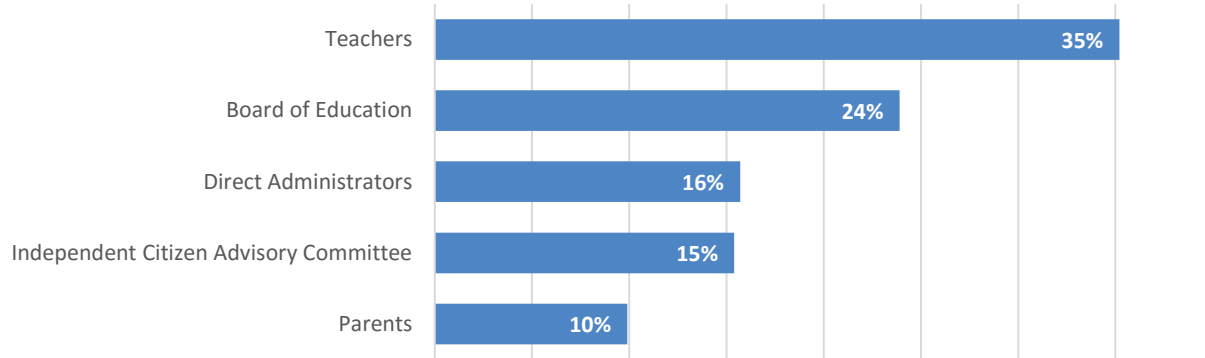


Overall Trust in NCCS by select demographics		High (8-10)	Moderate (4-7)	Low (1-3)
All respondents		70.6%	25.1%	4.3%
Demographic	Subgroup			
Gender*	Male	65.1%	27.6%	7.2%
	Female	74.4%	23.3%	2.3%
Age*	18-24	58.3%	41.7%	0.0%
	25-44	71.2%	21.2%	7.6%
	45-64	66.1%	31.5%	2.4%
	65 and over	78.5%	15.7%	5.8%
Income*	Under \$25,000	85.7%	11.4%	2.9%
	\$25-\$49,999	80.9%	17.6%	1.5%
	\$50-\$74,999	82.0%	13.1%	4.9%
	\$75,000 and over	60.8%	33.3%	5.9%
Employment Status*	Employed full-time	67.3%	28.2%	4.5%
	Employed part-time	60.6%	36.4%	3.0%
	Retired	79.0%	15.4%	5.6%
	Unemployed	81.8%	18.2%	0.0%
	Other	56.0%	44.0%	0.0%
Education Attainment*	High School Grad or less	81.7%	18.3%	0.0%
	Some college/Associate's	69.4%	23.1%	7.4%
	College Grad or more	68.2%	27.9%	4.0%
Voter Registration Status	Registered	70.3%	25.4%	4.2%
	Not registered	81.3%	12.5%	6.3%
Home ownership	Own	68.9%	26.2%	4.9%
	Rent/Other	80.0%	18.3%	1.7%
<b>Question:</b> How would you rate the amount of trust you have overall in NCCS?				





### Trust Most for Information about NCCS



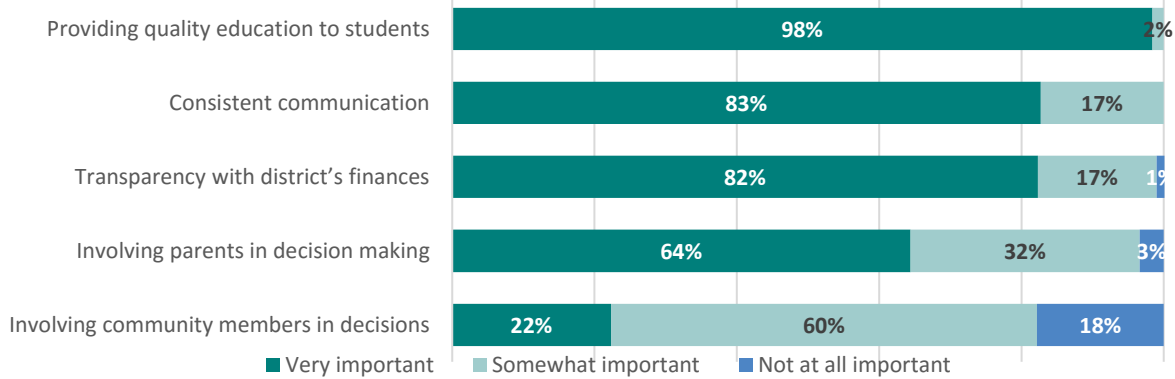
Trust Most for Information about NCCS by select demographics						
		Teachers	Board of Education	District Admins.	Advisory Committee	Parents
All respondents		35.2%	23.9%	15.7%	15.4%	9.9%
Demographic	Subgroup					
Gender	Male	31.1%	24.3%	15.5%	18.9%	10.1%
	Female	38.0%	23.6%	15.7%	13.0%	9.7%
Age	18-24	36.4%	36.4%	0.0%	9.1%	18.2%
	25-44	43.3%	19.4%	9.0%	17.9%	10.4%
	45-64	36.1%	20.7%	18.3%	14.2%	10.7%
	65 and over	28.9%	29.8%	17.5%	16.7%	7.0%
Income	Under \$25,000	21.2%	39.4%	15.2%	12.1%	12.1%
	\$25-\$49,999	46.3%	25.4%	13.4%	7.5%	7.5%
	\$50-\$74,999	42.6%	23.0%	11.5%	14.8%	8.2%
	\$75,000 and over	34.6%	19.9%	18.6%	17.3%	9.6%
Employment Status	Employed full-time	33.8%	19.1%	17.8%	19.1%	10.2%
	Employed part-time	55.9%	17.6%	8.8%	5.9%	11.8%
	Retired	29.6%	31.1%	17.0%	13.3%	8.9%
	Unemployed	36.4%	36.4%	0.0%	18.2%	9.1%
	Other	44.0%	20.0%	12.0%	12.0%	12.0%
Education Attainment	High School Grad or less	25.0%	40.0%	16.7%	6.7%	11.7%
	Some college/Associate's	38.3%	25.2%	9.3%	17.8%	9.3%
	College Grad or more	36.2%	18.4%	18.9%	16.8%	9.7%
Voter Registration Status	Registered	34.5%	23.9%	16.4%	15.5%	9.8%
	Not registered	53.3%	20.0%	0.0%	13.3%	13.3%
Home ownership	Own	33.9%	24.3%	17.8%	15.1%	8.9%
	Rent/Other	42.4%	22.0%	5.1%	15.3%	15.3%

**Question:** Who do you trust most to provide information about North Canton City Schools?

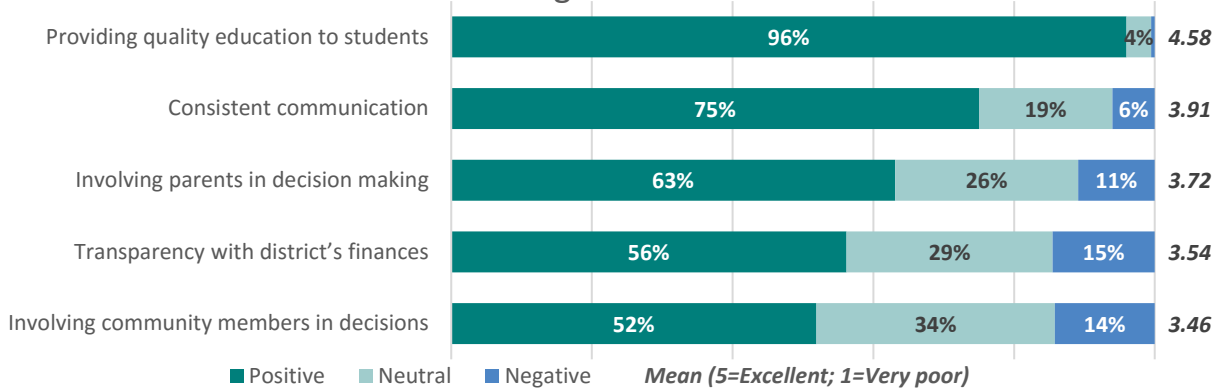




### Importance to Earning Trust



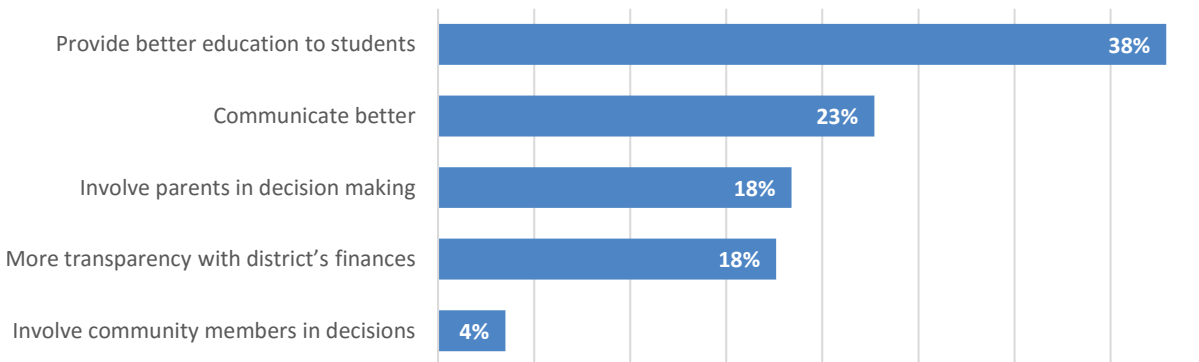
### Ratings of NCCS



### Ratings of NCCS – Trust Factors

	Excellent	Good	Fair	Poor	Very poor	Mean
Providing quality education to students	63.0%	33.0%	3.5%	0.5%	0.0%	4.58
Consistent communication	24.2%	50.8%	19.0%	4.4%	1.6%	3.91
Involving parents in decision making	21.7%	41.5%	26.0%	8.7%	2.2%	3.72
Transparency with district's finances	14.8%	41.4%	29.3%	11.8%	2.7%	3.54
Involving community members in decisions	12.2%	39.7%	33.9%	10.8%	3.4%	3.46

### Most Important to Improve Feelings of Trust with NCCS



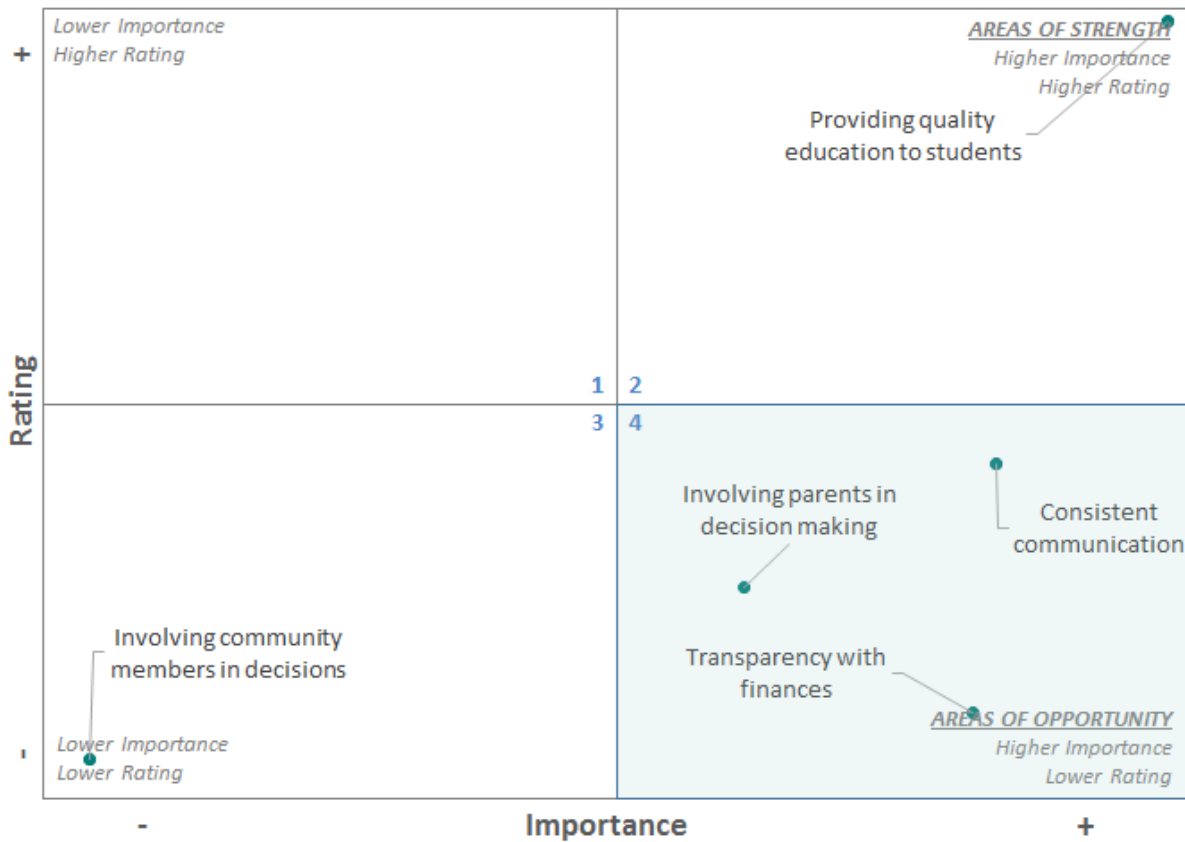


### Perceptual Mapping – Trust Factors

In the following grid, key trust factors are arranged by relative importance to other trust factors and ratings of North Canton City Schools given by respondents. Trust factors rated as higher in importance appear on the right half of the grid, while trust factors for which NCCS rated higher appear in the top half. Trust factors in the bottom right section represent those that are rated high in importance and where NCCS was rated lower.

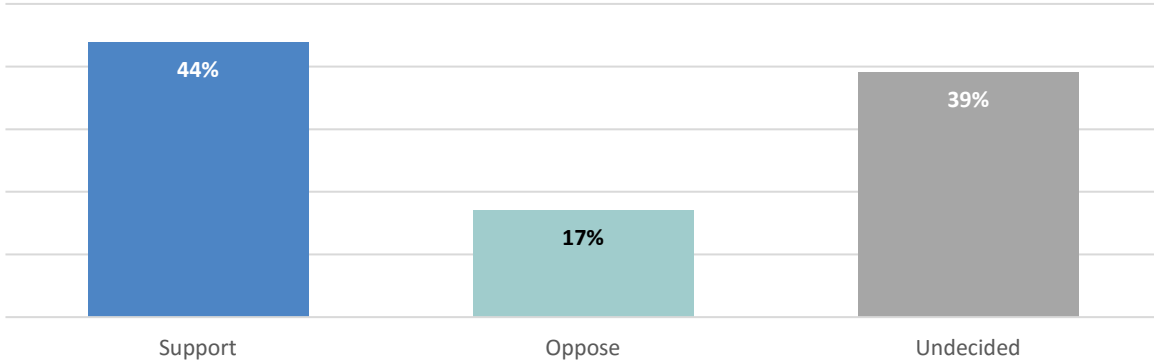
- 1: Lower in Importance, Higher Rating
- 2: Higher in Importance, Higher Rating (Areas of strength)
- 3: Lower in Importance, Lower Rating
- 4: **Higher in Importance, Lower in Rating (Areas of opportunity)**

Perceptual Map - Trust Factors





### Levy Support



Levy Support by select demographics		For	Against	Undecided
All respondents		43.9%	17.0%	39.1%
Demographic	Subgroup			
Gender*	Male	36.8%	16.4%	46.7%
	Female	48.7%	17.4%	33.9%
Age*	18-24	41.7%	8.3%	50.0%
	25-44	43.5%	5.8%	50.7%
	45-64	39.9%	17.9%	42.3%
	65 and over	51.2%	22.0%	26.8%
Income	Under \$25,000	48.5%	12.1%	39.4%
	\$25-\$49,999	34.3%	20.0%	45.7%
	\$50-\$74,999	49.2%	13.1%	37.7%
	\$75,000 and over	49.7%	14.6%	35.7%
Employment Status*	Employed full-time	43.9%	10.2%	45.9%
	Employed part-time	48.6%	10.8%	40.5%
	Retired	45.5%	20.0%	34.5%
	Unemployed	33.3%	44.4%	22.2%
	Other	36.0%	36.0%	28.0%
Education Attainment	High School Grad or less	39.0%	11.9%	49.2%
	Some college/Associate's	44.1%	18.9%	36.9%
	College Grad or more	45.6%	17.2%	37.3%
Voter Registration Status*	Registered	45.0%	17.1%	37.8%
	Not registered	15.4%	7.7%	76.9%
Home ownership*	Own	44.4%	18.7%	36.8%
	Rent/Other	42.4%	6.8%	50.8%

**Question:** Sometime in the future, North Canton City Schools may put a levy on the ballot. If the election were held today, would you vote for the levy, against the levy, or have you not made up your mind?

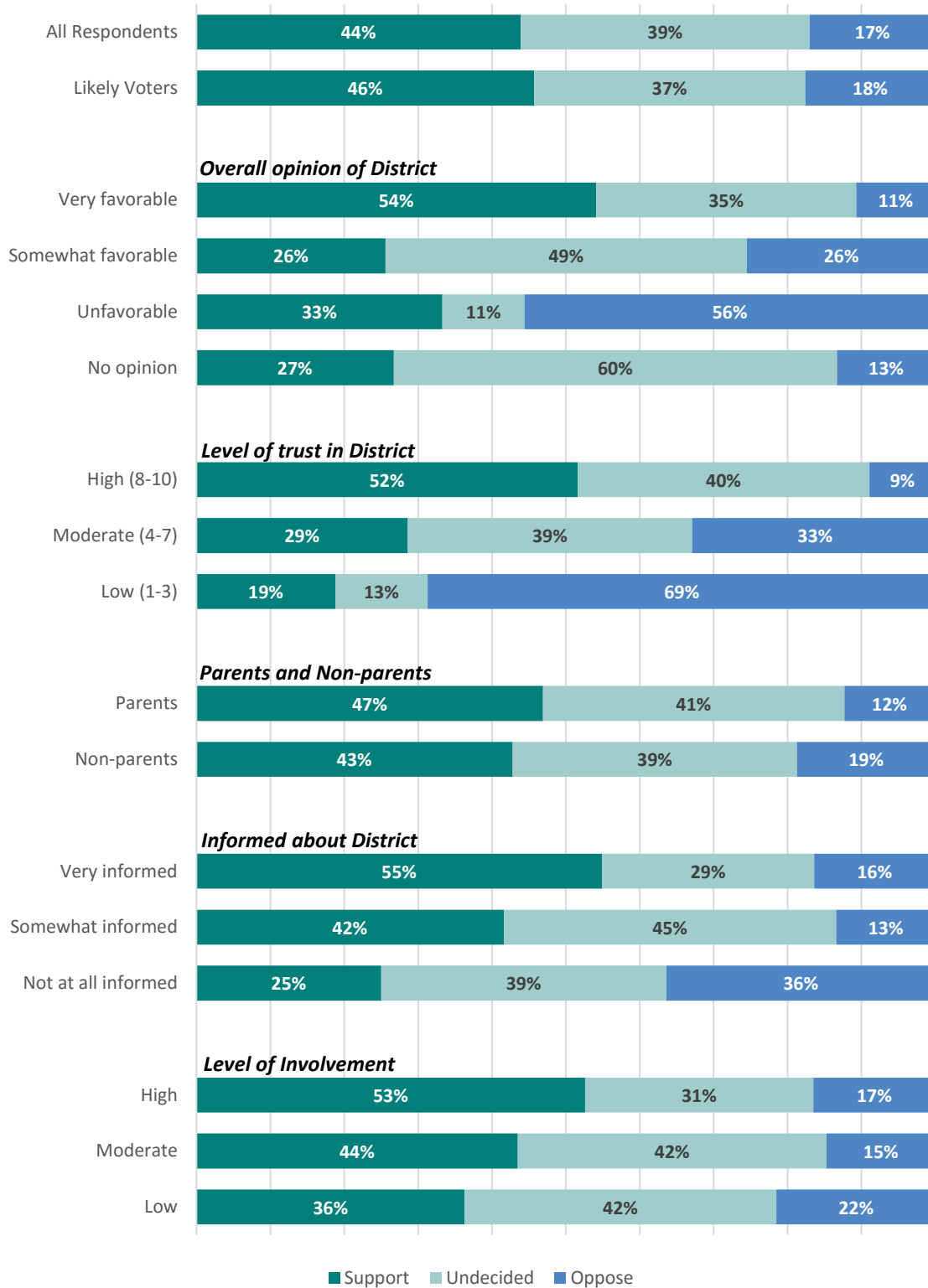




<b>Reason for Supporting Levy</b>		
	<b>N</b>	<b>%</b>
Strong schools equal strong communities	29	17.7%
Value education	25	15.2%
Maintain quality of education/Stay competitive	21	12.8%
Children/Grandchildren attend	20	12.2%
Support schools in our community	18	11.0%
Ensure ample funds	15	9.1%
Improve quality of education	11	6.7%
Property values stay strong	5	3.0%
Teacher/Retired teacher	5	3.0%
Maintain/Upgrade infrastructure	5	3.0%
Confident money will be spent wisely	3	1.8%
New administration	2	1.2%
Maintain performing arts	1	0.6%
Schools do a good job educating our students	1	0.6%
MISCELLANEOUS	3	1.8%
<b>Total</b>	<b>164</b>	<b>(n=164)</b>
<b>Reason for Opposing Levy</b>		
Better management needed of present funds	15	24.2%
High taxes/Increased taxes	15	24.2%
Lack of financial transparency	9	14.5%
Lack of trust with previous administration	4	6.5%
Limited income/Cannot afford it	4	6.5%
Have reservations about administration	3	4.8%
Too many school levies throughout the years	3	4.8%
Administrators/Top heavy/Salaries too high	2	3.2%
Financial irresponsibility	2	3.2%
Lack of communication	1	1.6%
No increase in teachers' salaries	1	1.6%
Student's request was not carried out by support staff	1	1.6%
MISCELLANEOUS	2	3.2%
<b>Total</b>	<b>62</b>	<b>(n=62)</b>
<b>Information Needed for Voting Decision</b>		
Purpose of levy/Amount needed/Mill rate	63	42.9%
Transparency of finances	29	19.7%
Better communication/Additional information	26	17.7%
Convinced of strong leadership within school system	7	4.8%
Amount of tax increase	6	4.1%
Opinions from students/faculty about levy	2	1.4%
Levy money to be spent as designated/Value of cost	2	1.4%
Improved education/academic opportunities	2	1.4%
Convinced of financial need	1	0.7%
Involvement of non-school participants in levy process	1	0.7%
To know it is not a building levy	1	0.7%
To know how Common Core will be handled	1	0.7%
To know their social agenda	1	0.7%
More information on standardized testing	1	0.7%
To know the safety program will be kept	1	0.7%
To know performing arts will be kept	1	0.7%
To know levy will be spent on repairs and wages	1	0.7%
<b>Total</b>	<b>147</b>	<b>(n=147)</b>

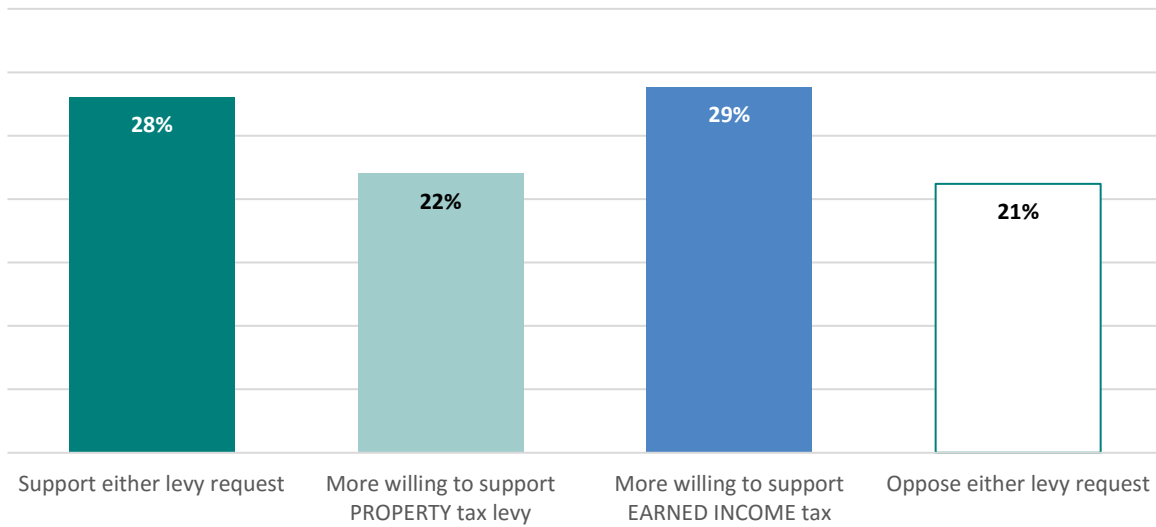


### Levy Support

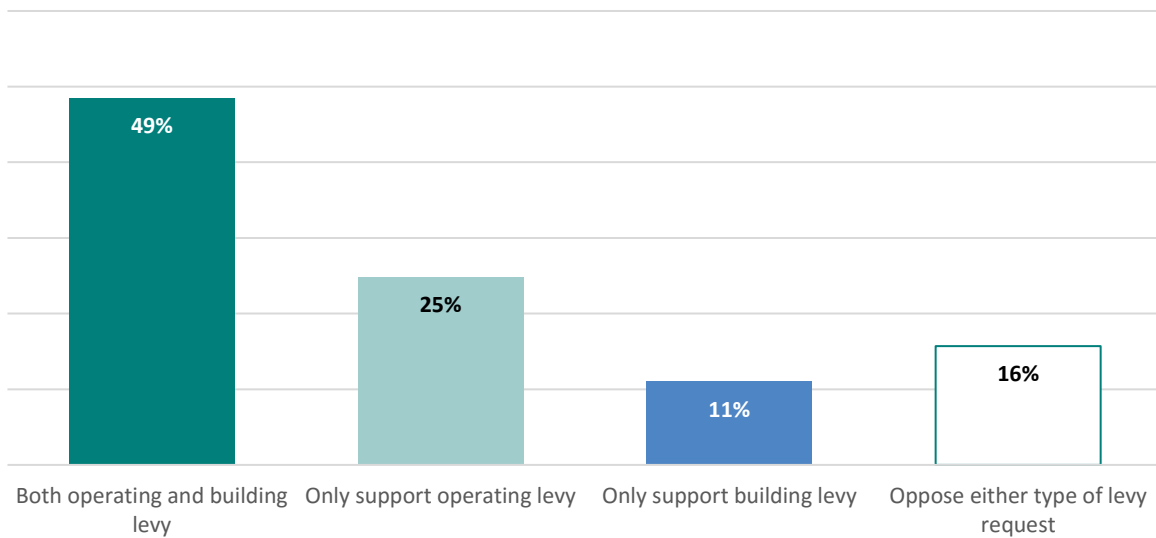




### Support for Earned Income vs. Property Tax Levy



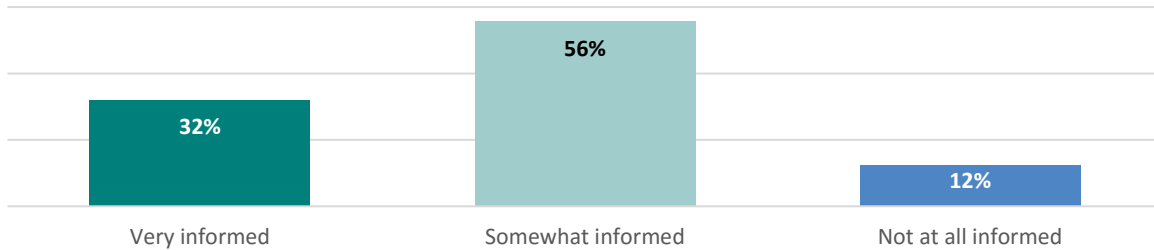
### Support for Operating vs. Building Levy





**COMMUNICATION, AWARENESS, AND CONNECTION TO DISTRICT**

How Well Informed about NCCS

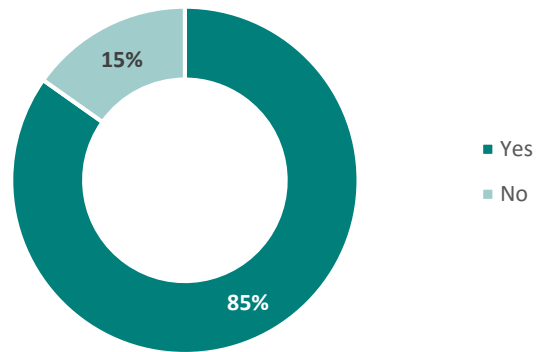


How Well Informed about NCCS by select demographics				
		Very	Somewhat	Not at all
All respondents		32.1%	55.6%	12.3%
Demographic	Subgroup			
Gender	Male	25.6%	60.9%	13.5%
	Female	36.6%	52.0%	11.5%
Age	18-24	41.7%	50.0%	8.3%
	25-44	37.1%	55.7%	7.1%
	45-64	29.5%	57.2%	13.3%
	65 and over	32.3%	53.2%	14.5%
Income	Under \$25,000	28.6%	57.1%	14.3%
	\$25-\$49,999	32.4%	52.1%	15.5%
	\$50-\$74,999	32.3%	61.3%	6.5%
	\$75,000 and over	35.2%	54.7%	10.1%
Employment Status	Employed full-time	35.4%	52.8%	11.8%
	Employed part-time	41.7%	52.8%	5.6%
	Retired	29.7%	57.9%	12.4%
	Unemployed	0.0%	75.0%	25.0%
	Other	23.1%	57.7%	19.2%
Education Attainment	High School Grad or less	30.2%	52.4%	17.5%
	Some college/Associate's	29.5%	55.4%	15.2%
	College Grad or more	34.0%	56.8%	9.2%
Voter Registration Status*	Registered	33.3%	55.5%	11.2%
	Not registered	6.3%	62.5%	31.3%
Home ownership	Own	32.2%	55.2%	12.6%
	Rent/Other	31.3%	57.8%	10.9%
<b>Question:</b> How well informed would you say you are about North Canton City Schools?				





### Know How to Find Info about NCCS

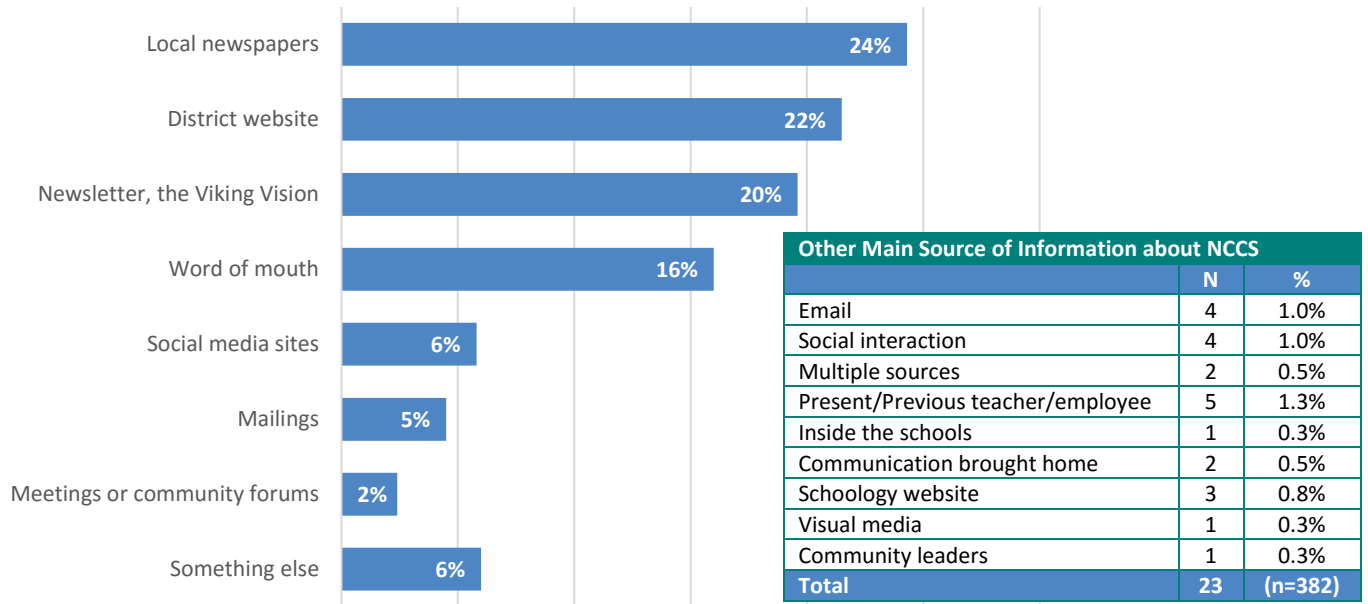


Know How to Find Info about NCCS by select demographics			
		Yes	No
All respondents		84.8%	15.2%
Demographic	Subgroup		
Gender	Male	81.3%	18.7%
	Female	87.2%	12.8%
Age	18-24	91.7%	8.3%
	25-44	84.5%	15.5%
	45-64	87.9%	12.1%
	65 and over	81.1%	18.9%
Income	Under \$25,000	80.0%	20.0%
	\$25-\$49,999	85.9%	14.1%
	\$50-\$74,999	82.5%	17.5%
	\$75,000 and over	88.7%	11.3%
Employment Status*	Employed full-time	87.0%	13.0%
	Employed part-time	89.2%	10.8%
	Retired	83.2%	16.8%
	Unemployed	50.0%	50.0%
	Other	92.3%	7.7%
Education Attainment	High School Grad or less	87.3%	12.7%
	Some college/Associate's	83.2%	16.8%
	College Grad or more	85.3%	14.7%
Voter Registration Status	Registered	85.8%	14.2%
	Not registered	68.8%	31.3%
Home ownership	Own	85.1%	14.9%
	Rent/Other	84.4%	15.6%
<b>Question:</b> Do you know how to find information about NCCS' services, programs, and resources when you want to?			

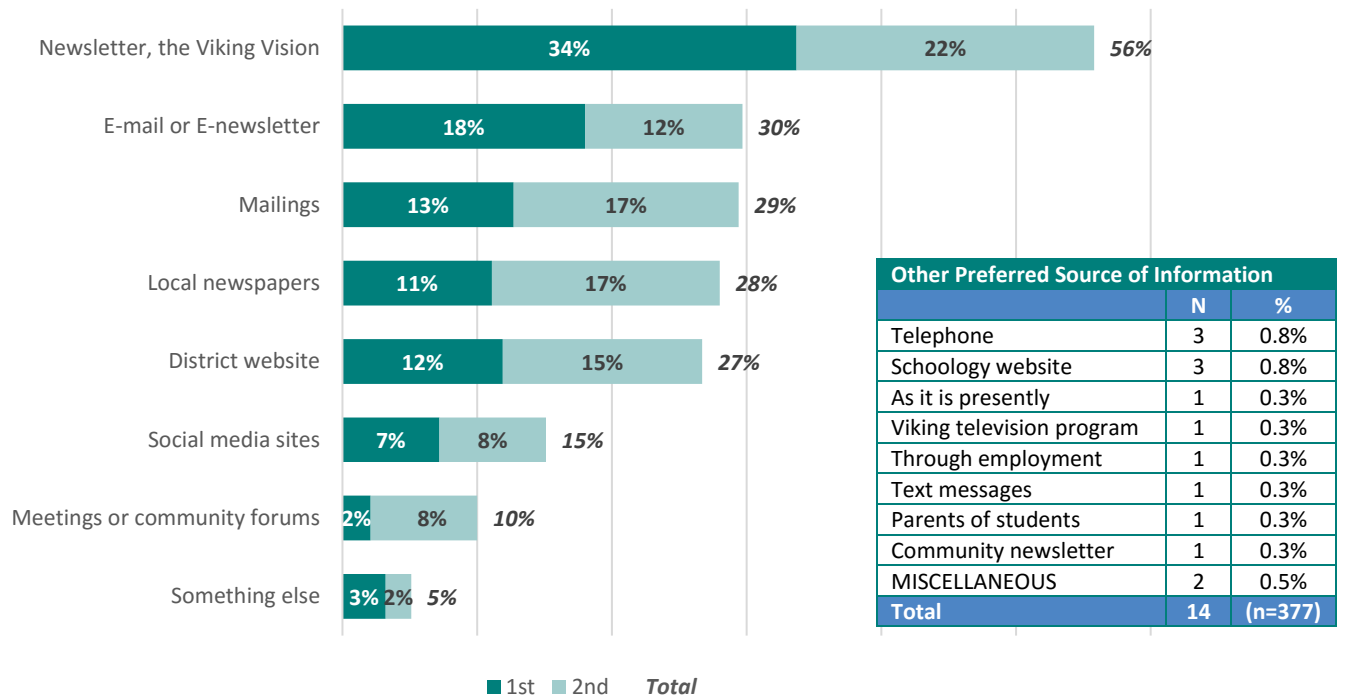




### Main Source of Information about NCCS

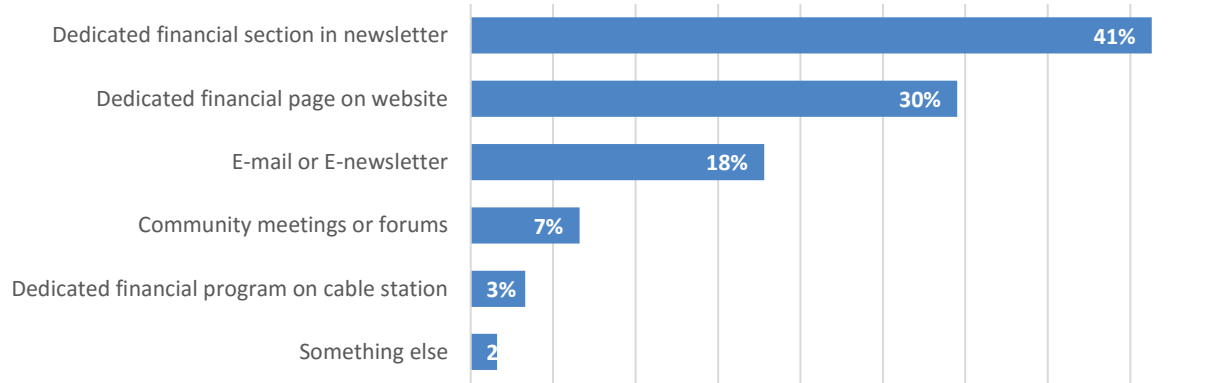


### Preferred Source of Information about NCCS

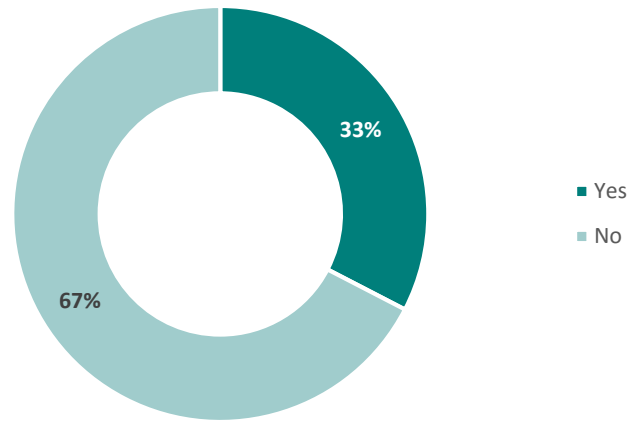




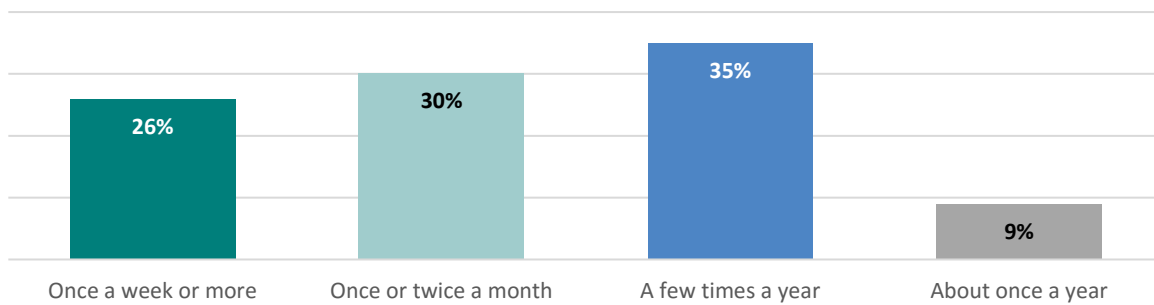
### Best Way to Communicate Info on NCCS Finances



### Watched Channel 11 in Past Year

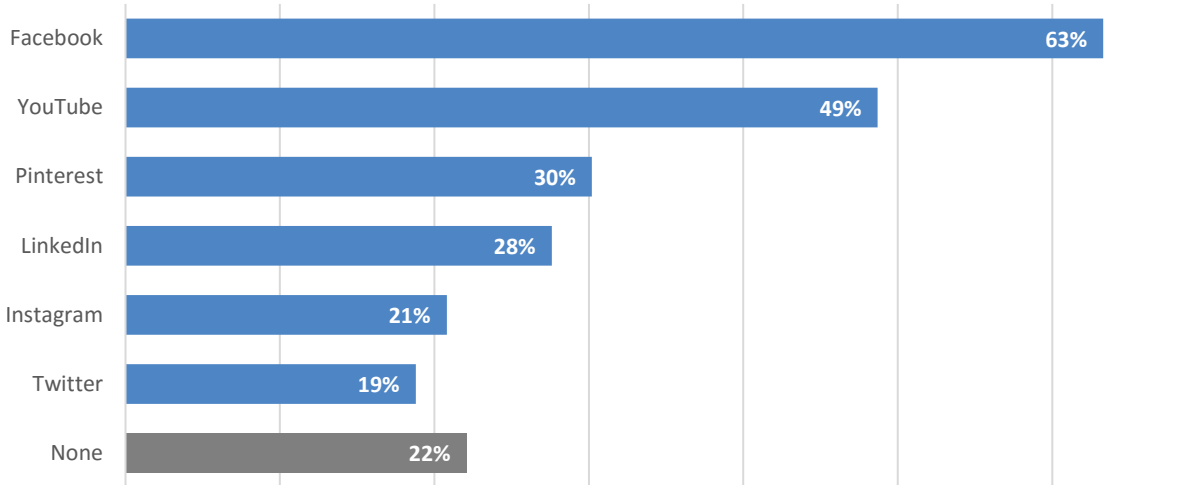


### How often Watch Channel 11 *(of those who have watched)*





### Social Media Usage



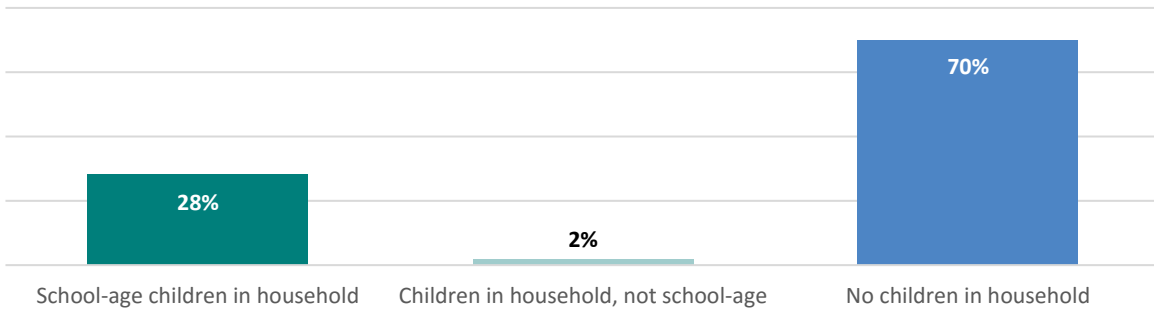
Preferred Newspaper or Newspaper Website		
	N	%
Canton Repository	279	75.2%
Akron Beacon Journal	23	6.2%
cantonrep.com	8	2.2%
internet/apps	3	0.8%
North neighbor News	3	0.8%
New York Times	2	0.5%
yahoo.com	2	0.5%
Hoover Viking	2	0.5%
northcantonohio.gov	2	0.5%
USA Today	1	0.3%
Washington Post	1	0.3%
Wall Street Journal	1	0.3%
fox8.com	1	0.3%
drudge.com	1	0.3%
foxnews.com	1	0.3%
lifeneews.com	1	0.3%
northcantonschools.org	1	0.3%
MISCELLANEOUS	1	0.3%
No Preference	25	6.7%
Do not read a paper	13	3.5%
<b>Total</b>	<b>371</b>	<b>(n=371)</b>



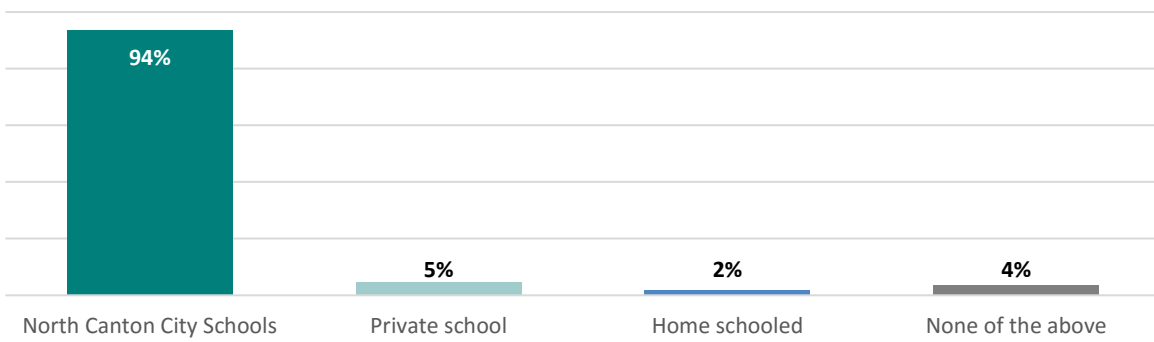




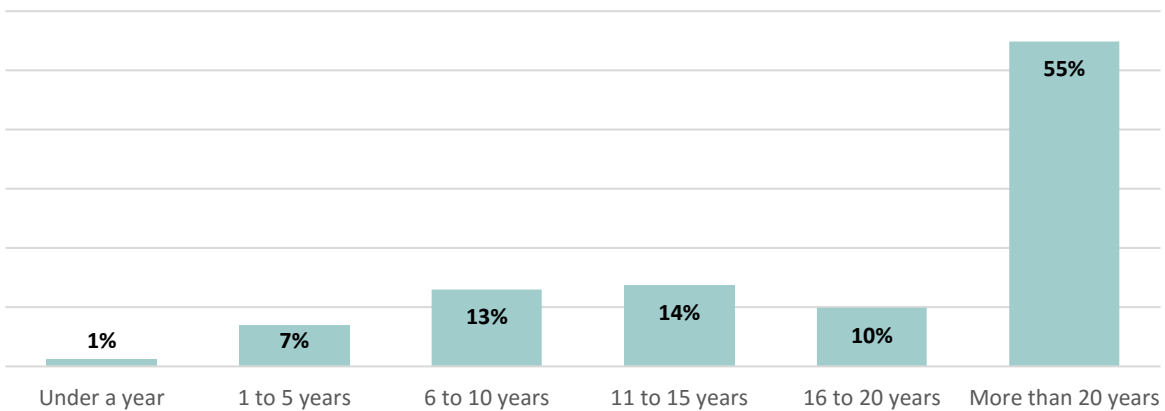
### Children in Household



### Type of School Attended by School-Age Child

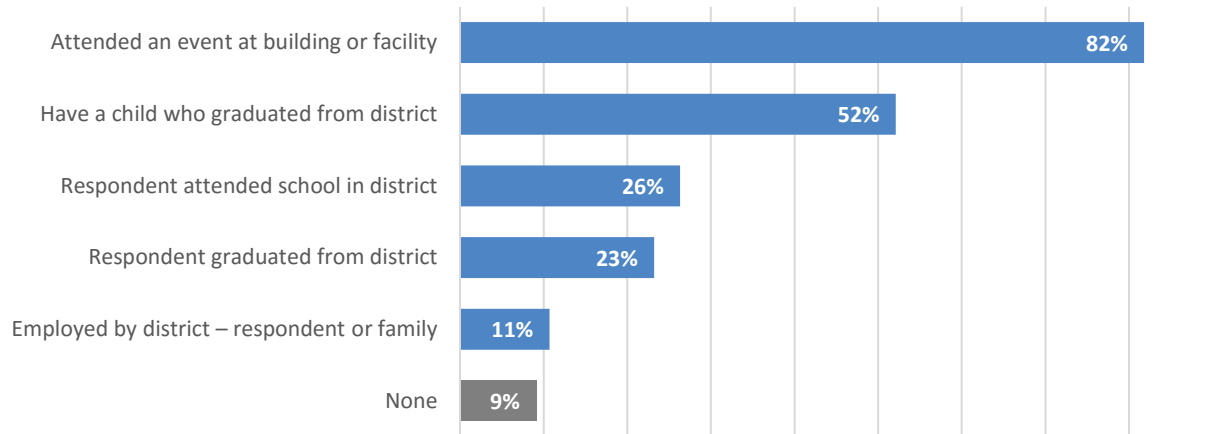


### How Long Lived in District

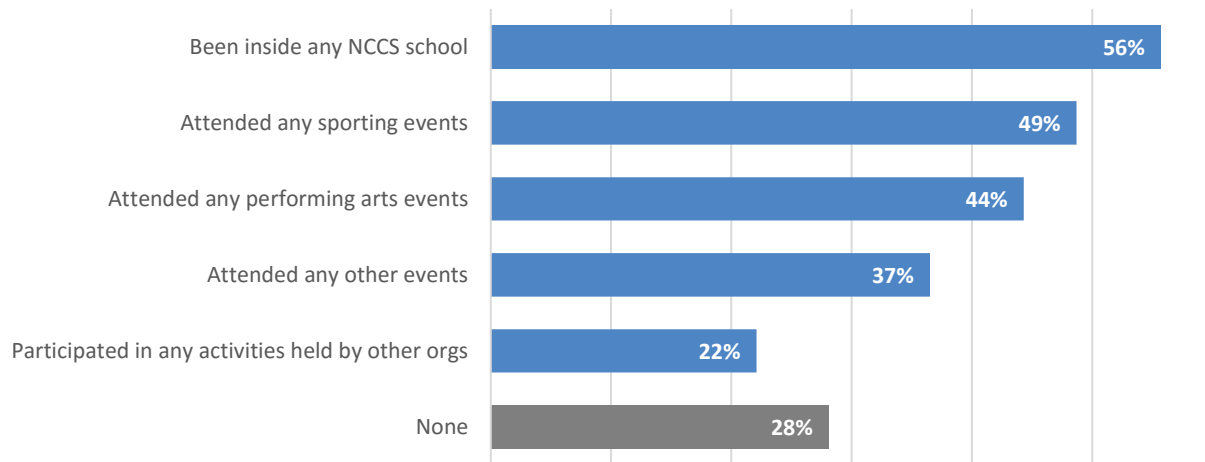




### Ways Familiar with District



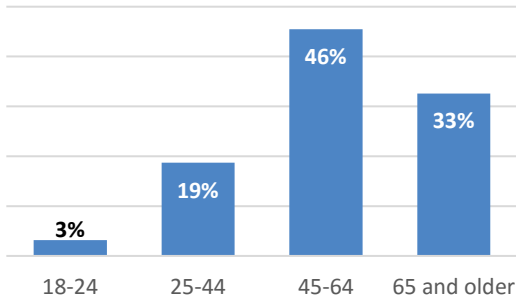
### Attendance/Participation at NCCS Facilities in Past Year





# Respondent Demographics

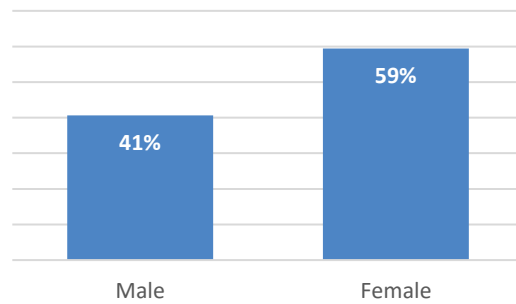
Respondent Age



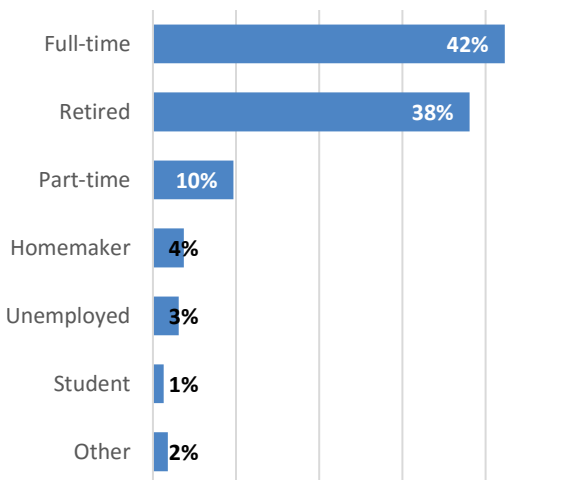
Age	N	%
18-24	12	3.2%
25-44	71	18.7%
45-64	173	45.5%
65 and over	124	32.6%
<b>Total</b>	<b>380</b>	<b>100.0%</b>

Gender	N	%
Male	156	40.6%
Female	228	59.4%
<b>Total</b>	<b>384</b>	<b>100.0%</b>

Respondent Gender



Employment Status

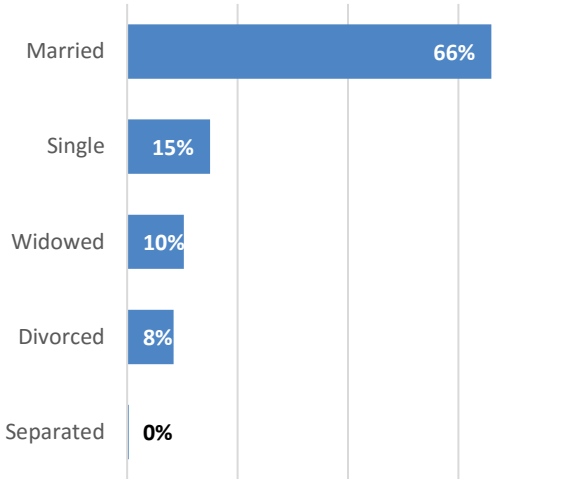


Employment Status	N	%
Full-time	161	42.3%
Retired	145	38.1%
Part-time	37	9.7%
Homemaker	14	3.7%
Unemployed	12	3.1%
Student	5	1.3%
Other	7	1.8%
<b>Total</b>	<b>381</b>	<b>100.0%</b>





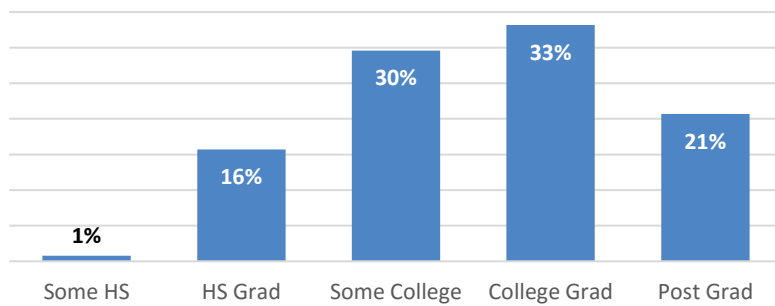
### Marital Status



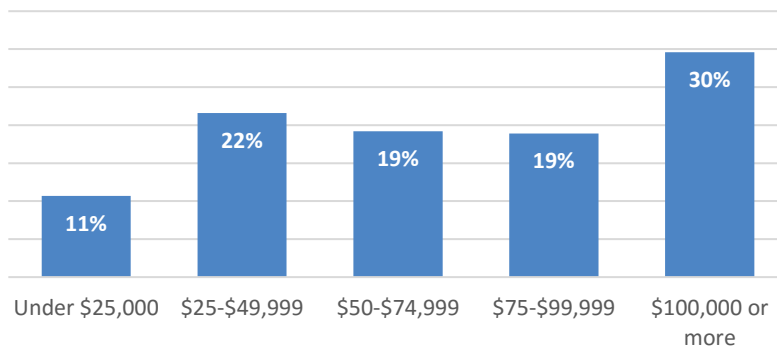
Marital Status	N	%
Married	250	66.0%
Single	57	15.0%
Widowed	39	10.3%
Divorced	32	8.4%
Separated	1	0.3%
<b>Total</b>	<b>379</b>	<b>100.0%</b>

Education	N	%
Some HS	3	0.8%
HS Grad	60	15.7%
Some College	113	29.6%
College Grad	127	33.2%
Post Grad	79	20.7%
<b>Total</b>	<b>382</b>	<b>100.0%</b>

### Education Attainment



### Household Income

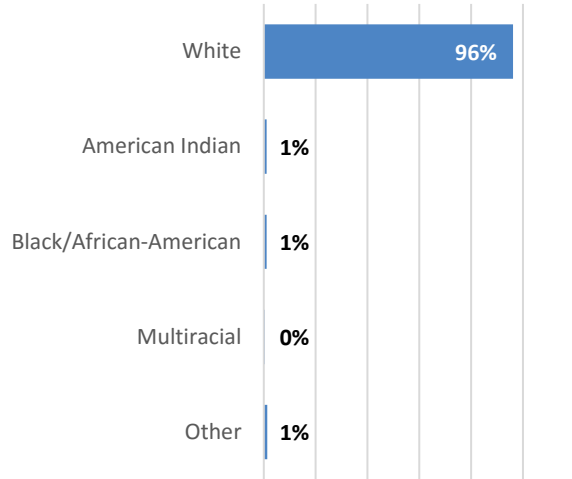


Income	N	%
Under \$25,000	35	10.7%
\$25-\$49,999	71	21.6%
\$50-\$74,999	63	19.2%
\$75-\$99,999	62	18.9%
\$100,000 or more	97	29.6%
<b>Total</b>	<b>328</b>	<b>100.0%</b>





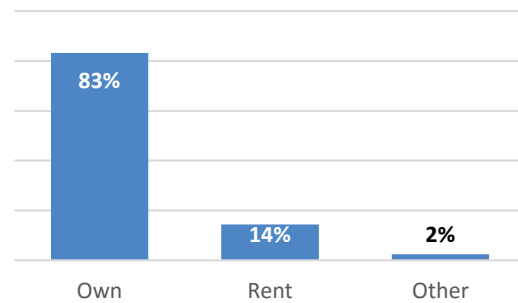
### Race



Race	N	%
White	355	96.2%
Black/African-American	4	1.1%
American Indian	4	1.1%
Multiracial	1	0.3%
Other	5	1.4%
<b>Total</b>	<b>369</b>	<b>100.0%</b>

Own/Rent	N	%
Own	318	83.2%
Rent	55	14.4%
Other	9	2.4%
<b>Total</b>	<b>382</b>	<b>100.0%</b>

### Home Ownership

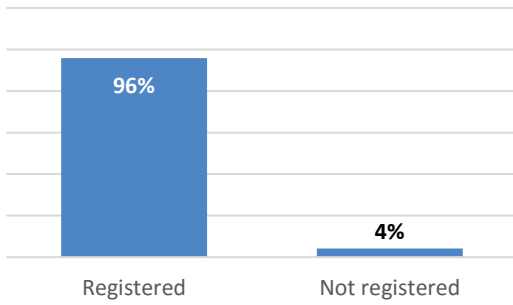


Zip Code	N	%
44720	313	83.0%
44685	42	11.1%
44709	16	4.2%
44630	2	0.5%
44646	2	0.5%
44703	1	0.3%
44718	1	0.3%
<b>Total</b>	<b>377</b>	<b>100.0%</b>





### Voter Registration Status

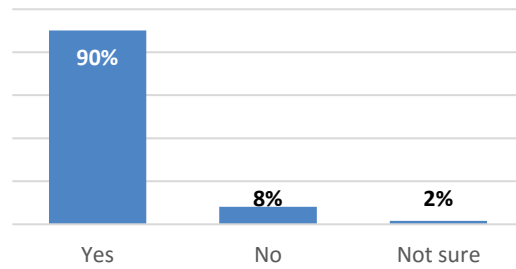


Registration	N	%
Registered	367	95.8%
Not registered	16	4.2%
<b>Total</b>	<b>383</b>	<b>100.0%</b>

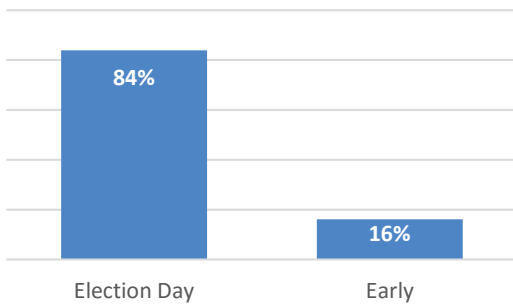
Voted in 2015	N	%
Yes	331	90.2%
No	30	8.2%
Not sure	6	1.6%
<b>Total</b>	<b>367</b>	<b>100.0%</b>

### Voted in November 2015

(registered voters)



### When Voted in 2015

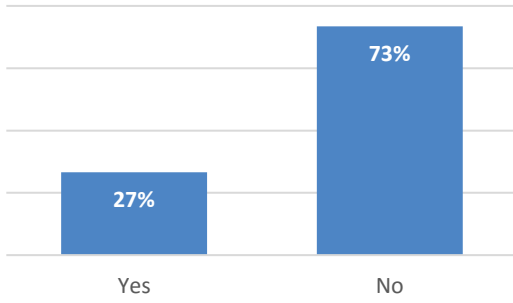


When Voted	N	%
Election Day	276	83.9%
Before	58	16.1%
<b>Total</b>	<b>329</b>	<b>100.0%</b>



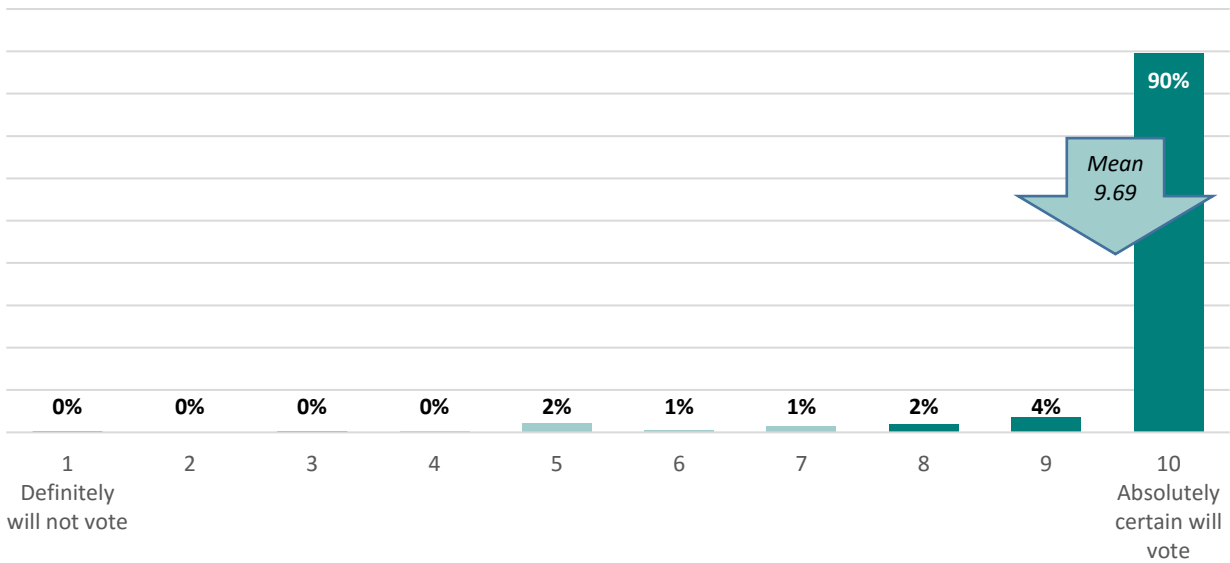


### Will Vote Early in Future



Vote Early	N	%
Yes	93	26.6%
No	257	73.4%
<b>Total</b>	<b>350</b>	<b>100.0%</b>

### Self-Reported Likelihood of voting





## Results by Involvement

Level of Involvement based on number of events/activities attended at North Canton City Schools: 4-5=High Involvement; 1-3=Moderate Involvement; 0=Low Involvement. Activities included:

- ✓ Been inside any of NCCS school
- ✓ Attended any sporting events held at NCCS
- ✓ Attended any performing arts events held at NCCS
- ✓ Attended any other events organized by NCCS
- ✓ Participated in any activities held at NCCS but sponsored by other organizations

\* indicates a statistically significant relationship.

† indicates that the variable was used in defining the group and statistical significance is irrelevant.

### PERCEPTION AND TRUST

Results by Involvement: Perception and Trust					
		All	HIGH	MODERATE	LOW
<b>Overall Opinion of NCCS*</b>	Very favorable	62.8%	65.3%	58.8%	67.3%
	Somewhat favorable	24.3%	28.6%	27.1%	15.4%
	Somewhat unfavorable	3.7%	2.0%	4.5%	3.8%
	Very unfavorable	1.3%	2.0%	1.7%	0.0%
	No opinion	7.9%	2.0%	7.9%	13.5%
<b>Importance of Factors to Success of District</b> (Means: 10=Very important; 1=Not at all important)	Quality of education students receive	9.74	9.73	9.73	9.77
	Preparing students for college or career	9.47	9.50	9.47	9.44
	Management of finances	9.19	9.11	9.26	9.13
	Quality of communication with community	8.66	8.80	8.63	8.57
	Physical condition of schools & facilities	8.58	8.61	8.58	8.54
	Visual and performing arts	8.17	8.38	8.22	7.88
	Athletics*	7.57	8.03	7.56	7.15
<b>Ratings of NCCS</b> (Means: 5=Excellent; 1=Very poor)	Quality of education students receive	4.52	4.64	4.48	4.47
	Use of technology in classrooms*	4.42	4.54	4.44	4.24
	Preparing students for college or career	4.34	4.39	4.36	4.30
	Visual and performing arts	4.25	4.28	4.30	4.12
	Standardized test scores	4.19	4.28	4.19	4.08
	Athletics	4.16	4.06	4.24	4.11
	Community access to school facilities	4.12	4.18	4.15	4.00
	Physical condition of schools & facilities*	4.08	3.81	4.16	4.20
	Quality of communication with community	3.94	4.04	3.87	3.97
Management of finances	3.82	3.86	3.78	3.84	







**FUNDING AND COMMUNITY SUPPORT**

Results by Involvement: Funding and Community Support					
		All	HIGH	MODERATE	LOW
<b>Value of Education Provided for the Taxes Paid</b>	Excellent	48.3%	55.1%	45.4%	46.6%
	Good	43.7%	39.8%	46.0%	43.7%
	Fair	6.4%	5.1%	6.3%	7.8%
	Poor	1.6%	0.0%	2.3%	1.9%
	Very poor	0.0%	0.0%	0.0%	0.0%
<b>Financial Position of NCCS*</b>	Very strong	19.9%	15.1%	21.4%	22.2%
	Strong	52.6%	43.0%	55.3%	57.8%
	Fair	20.5%	29.0%	17.0%	17.8%
	Weak	5.6%	9.7%	5.0%	2.2%
	Very weak	1.5%	3.2%	1.3%	0.0%
<b>Funding Priorities for District (total)</b>	Academic programs	90.0%	89.8%	90.6%	89.0%
	Competitive staff salaries	39.4%	34.7%	42.6%	38.5%
	Buildings and facilities	29.3%	31.6%	25.9%	32.9%
	Student safety programs	21.4%	25.5%	20.1%	19.8%
	Visual and performing arts	10.7%	9.2%	12.1%	10.0%
	Athletics	9.1%	9.2%	8.7%	9.9%
<b>Importance of Partnerships (% very important)</b>	City of North Canton	73.6%	80.6%	70.5%	72.4%
	North Canton YMCA	47.6%	54.1%	45.5%	45.3%
	Walsh University	39.4%	39.2%	39.2%	39.8%
	North Canton Chamber of Commerce	32.1%	39.8%	30.3%	27.7%
<b>Strength of Partnerships (% very strong)</b>	City of North Canton	53.9%	56.7%	52.6%	53.3%
	North Canton YMCA	45.3%	49.5%	44.5%	42.4%
	Walsh University	32.1%	32.5%	27.4%	40.3%
	North Canton Chamber of Commerce	24.5%	22.4%	26.0%	23.9%
<b>Overall Trust in NCCS</b>	High (8-10)	70.6%	68.0%	69.9%	74.3%
	Moderate (4-7)	25.1%	25.8%	26.6%	21.8%
	Low (1-3)	4.3%	6.2%	3.5%	4.0%
	Mean (10=Very trustworthy; 1=Not at all)	8.05	7.82	8.11	8.15
<b>Trust Most for Information about NCCS*</b>	Teachers	35.2%	33.3%	39.6%	29.3%
	Board of Education	23.9%	24.0%	19.5%	31.3%
	Direct Administrators	15.7%	25.0%	14.8%	8.1%
	Independent Citizen Advisory Committee	15.4%	9.4%	15.4%	21.2%
	Parents	9.9%	8.3%	10.7%	10.1%



Results by Involvement: Funding and Community Support					
		All	HIGH	MODERATE	LOW
<b>Importance to Earning Trust</b> (% very important)	Providing quality education to students	98.4%	98.0%	98.9%	98.1%
	Consistent communication	82.7%	85.7%	84.8%	76.4%
	Transparency with district's finances	82.3%	79.4%	83.7%	82.5%
	Involving parents in decision making	64.4%	58.2%	67.4%	65.1%
	Involving community members in decisions	22.3%	24.7%	24.2%	16.8%
<b>Ratings of NCCS</b> (Means: 5=Excellent; 1=Very poor)	Providing quality education to students	4.58	4.70	4.56	4.51
	Consistent communication	3.91	3.97	3.87	3.94
	Involving parents in decision making	3.72	3.63	3.73	3.81
	Transparency with district's finances	3.54	3.49	3.54	3.59
	Involving community members in decisions	3.46	3.44	3.44	3.53
<b>Most Important to Improve Feelings of Trust with NCCS</b>	Provide better education to students	37.9%	39.2%	35.3%	41.0%
	Communicate better	22.7%	21.6%	24.9%	20.0%
	Involve parents in decision making	18.4%	21.6%	17.9%	16.2%
	More transparency with district's finances	17.6%	16.5%	17.3%	19.0%
	Involve community members in decisions	3.5%	1.0%	4.6%	3.8%
<b>Levy Support</b>	Support	43.9%	52.6%	43.5%	36.3%
	Oppose	17.0%	16.5%	14.7%	21.6%
	Undecided	39.1%	30.9%	41.8%	42.2%
<b>Reason for Supporting</b> (open ended – top 3)	Strong schools equal strong communities	17.7%	17.6%	16.9%	19.4%
	Value education	15.2%	7.8%	18.2%	19.4%
	Maintain quality of education/Stay competitive	12.8%	13.7%	11.7%	13.9%
<b>Reason for Opposing</b> (open ended – top 3)	Better management needed of present funds	24.2%	18.8%	20.0%	28.6%
	High taxes/Increased taxes	24.2%	12.5%	20.0%	38.1%
	Lack of financial transparency	14.5%	18.8%	16.0%	9.5%
<b>Information Needed</b> (open ended – top 3)	Purpose of levy/Amount needed/Mill rate	42.9%	27.3%	47.3%	47.5%
	Transparency of finances	19.7%	24.2%	17.6%	20.0%
	Better communication/Additional information	17.7%	12.1%	20.3%	17.5%
<b>Support for Earned Income vs. Property Tax Levy</b>	More willing to support EARNED INCOME tax	28.8%	26.9%	27.3%	33.3%
	More willing to support PROPERTY tax levy	22.0%	22.6%	21.8%	21.9%
	Support either levy request	28.0%	37.6%	28.5%	17.7%
	Oppose either levy request	21.2%	12.9%	22.4%	27.1%
<b>Support for Operating vs. Building Levy*</b>	Both operating and building levy	48.5%	63.2%	46.3%	38.5%
	Only support operating levy	24.8%	13.7%	28.0%	29.8%
	Only support building levy	11.0%	12.6%	9.1%	12.5%
	Oppose either type of levy request	15.7%	10.5%	16.5%	19.2%



**COMMUNICATION, AWARENESS, AND CONNECTION TO DISTRICT**

Results by Involvement: Communication, Awareness, and Connection to District					
		All	HIGH	MODERATE	LOW
<b>How Well Informed about NCCS*</b>	Very informed	32.1%	55.1%	30.9%	13.1%
	Somewhat informed	55.6%	40.8%	61.2%	59.8%
	Not at all informed	12.3%	4.1%	7.9%	27.1%
<b>Know How to Find Info about NCCS*</b>	Yes	84.8%	91.8%	85.9%	76.6%
	No	15.2%	8.2%	14.1%	23.4%
<b>Main Source of Information about NCCS*</b>	Local newspapers	24.3%	13.3%	22.0%	38.3%
	District website	21.5%	38.8%	18.6%	10.3%
	Newsletter, the Viking Vision	19.6%	12.2%	21.5%	23.4%
	Word of mouth	16.0%	10.2%	19.8%	15.0%
	Something else	6.0%	14.3%	4.5%	0.9%
	Social media sites	5.8%	6.1%	5.6%	5.6%
	Mailings	4.5%	0.0%	5.6%	6.5%
	Meetings or community forums	2.4%	5.1%	2.3%	0.0%
<b>Preferred Source of Information about NCCS* (total)</b>	Newsletter, the Viking Vision	55.8%	46.9%	58.2%	60.0%
	E-mail or E-newsletter	29.7%	32.3%	24.8%	36.0%
	Mailings	29.4%	29.2%	31.2%	26.4%
	Local newspapers	28.0%	14.6%	29.0%	39.2%
	District website	26.7%	38.5%	24.9%	18.7%
	Social media sites	15.1%	24.0%	13.3%	9.8%
	Meetings or community forums	10.0%	7.3%	12.3%	9.0%
	Something else	5.1%	7.3%	6.3%	1.0%
<b>Best Way to Communicate Info on NCCS Finances*</b>	Dedicated financial section in newsletter	41.3%	24.7%	43.8%	53.0%
	Dedicated financial page on website	29.5%	43.3%	25.4%	23.0%
	E-mail or E-newsletter	17.8%	20.6%	19.5%	12.0%
	Community meetings or forums	6.6%	7.2%	5.9%	7.0%
	Dedicated financial program on cable station	3.3%	2.1%	4.1%	3.0%
	Something else	1.6%	2.1%	1.2%	2.0%
<b>How Often Watch Channel 11</b>	Once a week or more	8.4%	11.5%	7.9%	6.5%
	Once or twice a month	9.7%	11.5%	11.8%	4.6%
	A few times a year	11.3%	13.5%	9.6%	12.0%
	About once a year	2.9%	5.2%	2.8%	0.9%
	Never	67.8%	58.3%	68.0%	75.9%
<b>Preferred Newspaper (open ended – top 3)</b>	Canton Repository	75.2%	76.0%	74.6%	71.8%
	Akron Beacon Journal	6.2%	3.1%	6.2%	8.7%
	cantonrep.com	2.2%	2.1%	1.1%	3.9%





Results by Involvement: Communication, Awareness, and Connection to District					
		All	HIGH	MODERATE	LOW
<b>Social Media Usage</b>	Facebook*	63.3%	71.4%	65.7%	51.9%
	YouTube*	48.7%	56.1%	51.7%	37.0%
	Pinterest	30.2%	37.8%	30.9%	22.2%
	LinkedIn	27.6%	34.7%	27.0%	22.2%
	Instagram*	20.8%	28.6%	21.9%	12.0%
	Twitter*	18.8%	27.6%	20.2%	8.3%
	None*	22.1%	10.2%	20.8%	35.2%
<b>Children in Household*</b>	School-age children in household	28.1%	56.1%	26.4%	5.6%
	Children in household, not school-age	1.8%	1.0%	2.8%	0.9%
	No children in household	70.1%	42.9%	70.8%	93.5%
<b>Type of School Attended by School-Age Child</b>	North Canton City Schools*	93.5%	100.0%	91.5%	50.0%
	Private school	4.6%	3.6%	6.4%	0.0%
	Home schooled*	1.9%	0.0%	2.1%	16.7%
	None of the above*	3.7%	0.0%	4.3%	33.3%
<b>Ways Familiar with District</b>	Attended an event at building or facility*	81.8%	94.9%	86.5%	62.0%
	Have a child who graduated from district	52.1%	59.2%	53.4%	43.5%
	Respondent attended school in district	26.3%	31.6%	25.3%	23.1%
	Respondent graduated from district	23.2%	30.6%	21.3%	19.4%
	Employed by district – respondent or family*	10.7%	18.4%	10.7%	3.7%
	None*	9.1%	0.0%	6.7%	21.3%
<b>How Long Lived in District</b>	Under a year	1.3%	0.0%	1.1%	2.8%
	1 to 5 years	7.0%	4.1%	8.4%	7.4%
	6 to 10 years	13.0%	16.3%	12.9%	10.2%
	11 to 15 years	13.8%	18.4%	12.9%	11.1%
	16 to 20 years	9.9%	10.2%	8.4%	12.0%
	More than 20 years	54.9%	51.0%	56.2%	56.5%
<b>Attendance/ Participation at NCCS Facilities in Past Year</b>	Been inside any NCCS school†	55.7%	95.9%	67.4%	0.0%
	Attended any sporting events†	48.7%	93.9%	53.4%	0.0%
	Attended any performing arts events†	44.3%	94.9%	43.3%	0.0%
	Attended any other events†	36.5%	96.9%	25.3%	0.0%
	Participated in any activities held by other orgs†	22.1%	55.1%	17.4%	0.0%
	None†	28.1%	0.0%	0.0%	100.0%





## Results by NCCS Parents/Non-Parents

\* indicates a statistically significant relationship.

† indicates that the variable was used in defining the group and statistical significance is irrelevant.

### PERCEPTION AND TRUST

Results by NCCS Parents/Non-Parents: Perception and Trust				
		All	NCCS Parent	Non-Parent
<b>Overall Opinion of NCCS*</b>	Very favorable	62.8%	60.4%	63.7%
	Somewhat favorable	24.3%	32.7%	21.2%
	Somewhat unfavorable	3.7%	3.0%	4.0%
	Very unfavorable	1.3%	2.0%	1.1%
	No opinion	7.9%	2.0%	10.1%
<b>Importance of Factors to Success of District</b> <i>(Means: 10=Very important; 1=Not at all important)</i>	Quality of education students receive	9.74	9.69	9.76
	Preparing students for college or career	9.47	9.47	9.47
	Management of finances	9.19	9.08	9.22
	Quality of communication with community	8.66	8.54	8.70
	Physical condition of schools & facilities	8.58	8.46	8.62
	Visual and performing arts	8.17	8.14	8.18
	Athletics	7.57	7.64	7.54
<b>Ratings of NCCS</b> <i>(Means: 5=Excellent; 1=Very poor)</i>	Quality of education students receive	4.52	4.50	4.53
	Use of technology in classrooms	4.42	4.44	4.41
	Preparing students for college or career	4.34	4.26	4.38
	Visual and performing arts	4.25	4.20	4.26
	Standardized test scores	4.19	4.20	4.18
	Athletics*	4.16	3.95	4.23
	Community access to school facilities	4.12	4.13	4.11
	Physical condition of schools & facilities*	4.08	3.76	4.20
	Quality of communication with community	3.94	4.01	3.91
Management of finances	3.82	2.28	2.14	





**FUNDING AND COMMUNITY SUPPORT**

<b>Results by NCCS Parents/Non-Parents: Funding and Community Support</b>				
		<b>All</b>	<b>NCCS Parent</b>	<b>Non-Parent</b>
<b>Value of Education Provided for the Taxes Paid</b>	Excellent	48.3%	48.0%	48.4%
	Good	43.7%	42.0%	44.4%
	Fair	6.4%	9.0%	5.5%
	Poor	1.6%	1.0%	1.8%
	Very poor	0.0%	0.0%	0.0%
<b>Financial Position of NCCS*</b>	Very strong	19.9%	14.6%	22.0%
	Strong	52.6%	42.7%	56.5%
	Fair	20.5%	29.2%	17.1%
	Weak	5.6%	10.4%	3.7%
	Very weak	1.5%	3.1%	0.8%
<b>Funding Priorities for District* (total)</b>	Academic programs	90.0%	90.1%	90.0%
	Competitive staff salaries	39.4%	30.7%	42.6%
	Buildings and facilities	29.3%	38.6%	25.8%
	Student safety programs	21.4%	27.7%	19.1%
	Visual and performing arts	10.7%	6.9%	12.2%
	Athletics	9.1%	5.9%	10.3%
<b>Importance of Partnerships (% very important)</b>	City of North Canton	73.6%	78.0%	72.0%
	North Canton YMCA	47.6%	50.5%	46.6%
	Walsh University*	39.4%	29.0%	43.1%
	North Canton Chamber of Commerce	32.1%	34.7%	31.1%
<b>Strength of Partnerships (% very strong)</b>	City of North Canton	53.9%	53.9%	53.9%
	North Canton YMCA	45.3%	46.2%	45.0%
	Walsh University*	32.1%	25.7%	34.5%
	North Canton Chamber of Commerce	24.5%	22.5%	25.1%
<b>Overall Trust in NCCS</b>	High (8-10)	70.6%	67.0%	72.0%
	Moderate (4-7)	25.1%	26.0%	24.7%
	Low (1-3)	4.3%	7.0%	3.3%
	Mean (10=Very trustworthy; 1=Not at all)	8.05	7.75	8.16
<b>Trust Most for Information about NCCS</b>	Teachers	35.2%	41.2%	33.0%
	Board of Education	23.9%	16.5%	26.6%
	Direct Administrators	15.7%	19.6%	14.2%
	Independent Citizen Advisory Committee	15.4%	14.4%	15.7%
	Parents	9.9%	8.2%	10.5%



Results by NCCS Parents/Non-Parents: Funding and Community Support				
		All	NCCS Parent	Non-Parent
<b>Importance to Earning Trust</b> (% very important)	Providing quality education to students	98.4%	99.0%	98.2%
	Consistent communication	82.7%	88.1%	80.8%
	Transparency with district's finances*	82.3%	68.3%	87.4%
	Involving parents in decision making	64.4%	59.4%	66.2%
	Involving community members in decisions	22.3%	17.8%	23.8%
<b>Ratings of NCCS</b> (Means: 5=Excellent; 1=Very poor)	Providing quality education to students	4.58	4.56	4.59
	Consistent communication	3.91	3.97	3.89
	Involving parents in decision making*	3.72	3.47	3.83
	Transparency with district's finances*	3.54	3.32	3.63
	Involving community members in decisions	3.46	3.31	3.52
<b>Most Important to Improve Feelings of Trust with NCCS</b>	Provide better education to students	37.9%	39.8%	37.2%
	Communicate better	22.7%	20.4%	23.5%
	Involve parents in decision making	18.4%	20.4%	17.7%
	More transparency with district's finances	17.6%	15.3%	18.4%
	Involve community members in decisions	3.5%	4.1%	3.2%
<b>Levy Support</b>	Support	43.9%	46.9%	42.8%
	Oppose	17.0%	12.2%	18.7%
	Undecided	39.1%	40.8%	38.5%
<b>Reason for Supporting*</b> (open ended – top 3)	Strong schools equal strong communities	17.7%	4.3%	22.9%
	Value education	15.2%	17.4%	14.4%
	Maintain quality of education/Stay competitive	12.8%	8.7%	14.4%
<b>Reason for Opposing</b> (open ended – top 3)	Better management needed of present funds	24.2%	25.0%	22.0%
	High taxes/Increased taxes	24.2%	16.7%	26.0%
	Lack of financial transparency	14.5%	41.7%	8.0%
<b>Information Needed</b> (open ended – top 3)	Purpose of levy/Amount needed/Mill rate	42.9%	34.2%	45.9%
	Transparency of finances	19.7%	23.7%	18.3%
	Better communication/Additional information	17.7%	23.7%	15.6%
<b>Support for Earned Income vs. Property Tax Levy</b>	More willing to support EARNED INCOME tax	28.8%	25.3%	30.1%
	More willing to support PROPERTY tax levy	22.0%	29.5%	19.3%
	Support either levy request	28.0%	29.5%	27.4%
	Oppose either levy request	21.2%	15.8%	23.2%
<b>Support for Operating vs. Building Levy*</b>	Both operating and building levy	48.5%	55.6%	45.8%
	Only support operating levy	24.8%	17.2%	27.7%
	Only support building levy	11.0%	15.2%	9.5%
	Oppose either type of levy request	15.7%	12.1%	17.0%



**COMMUNICATION, AWARENESS, AND CONNECTION TO DISTRICT**

<b>Results by NCCS Parents/Non-Parents: Communication, Awareness, and Connection to District</b>				
		<b>All</b>	<b>NCCS Parent</b>	<b>Non-Parent</b>
<b>How Well Informed about NCCS*</b>	Very informed	32.1%	42.6%	28.4%
	Somewhat informed	55.6%	54.5%	56.0%
	Not at all informed	12.3%	3.0%	15.6%
<b>Know How to Find Info about NCCS*</b>	Yes	84.8%	92.1%	82.2%
	No	15.2%	7.9%	17.8%
<b>Main Source of Information about NCCS*</b>	Local newspapers	24.3%	6.0%	30.9%
	District website	21.5%	44.0%	13.5%
	Newsletter, the Viking Vision	19.6%	12.0%	22.3%
	Word of mouth	16.0%	13.0%	17.0%
	Something else	6.0%	12.0%	3.9%
	Social media sites	5.8%	8.0%	5.0%
	Mailings	4.5%	2.0%	5.3%
	Meetings or community forums	2.4%	3.0%	2.1%
<b>Preferred Source of Information about NCCS* (total)</b>	Newsletter, the Viking Vision	55.8%	43.7%	60.2%
	E-mail or E-newsletter	29.7%	34.3%	28.1%
	Mailings	29.4%	33.7%	27.9%
	Local newspapers	28.0%	12.3%	33.8%
	District website	26.7%	33.4%	24.3%
	Social media sites	15.1%	25.3%	11.4%
	Meetings or community forums	10.0%	7.1%	11.1%
	Something else	5.1%	10.2%	3.3%
<b>Best Way to Communicate Info on NCCS Finances*</b>	Dedicated financial section in newsletter	41.3%	19.2%	49.4%
	Dedicated financial page on website	29.5%	46.5%	23.2%
	E-mail or E-newsletter	17.8%	28.3%	13.9%
	Community meetings or forums	6.6%	2.0%	8.2%
	Dedicated financial program on cable station	3.3%	3.0%	3.4%
	Something else	1.6%	1.0%	1.9%
<b>How Often Watch Channel 11</b>	Once a week or more	8.4%	8.0%	8.5%
	Once or twice a month	9.7%	8.0%	10.3%
	A few times a year	11.3%	10.0%	11.7%
	About once a year	2.9%	5.0%	2.1%
	Never	67.8%	69.0%	67.4%
<b>Preferred Newspaper* (open ended – top 3)</b>	Canton Repository	75.2%	65.3%	77.5%
	Akron Beacon Journal	6.2%	2.0%	7.6%
	cantonrep.com	2.2%	4.0%	1.5%







Results by NCCS Parents/Non-Parents: Communication, Awareness, and Connection to District				
		All	NCCS Parent	Non-Parent
<b>Social Media Usage</b>	Facebook*	63.3%	76.2%	58.7%
	YouTube*	48.7%	57.4%	45.6%
	Pinterest*	30.2%	41.6%	26.1%
	LinkedIn*	27.6%	37.6%	24.0%
	Instagram*	20.8%	31.7%	17.0%
	Twitter*	18.8%	31.7%	14.1%
	None*	22.1%	8.9%	26.9%
<b>Children in Household†</b>	School-age children in household	28.1%	100.0%	2.5%
	Children in household, not school-age	1.8%	0.0%	2.5%
	No children in household	70.1%	0.0%	95.1%
<b>Type of School Attended by School-Age Child</b>	North Canton City Schools†	93.5%	100.0%	0.0%
	Private school	4.6%	4.0%	14.3%
	Home schooled*	1.9%	0.0%	28.6%
	None of the above†	3.7%	0.0%	57.1%
<b>Ways Familiar with District</b>	Attended an event at building or facility*	81.8%	93.1%	77.7%
	Have a child who graduated from district*	52.1%	34.7%	58.3%
	Respondent attended school in district	26.3%	31.7%	24.4%
	Respondent graduated from district	23.2%	28.7%	21.2%
	Employed by district – respondent or family	10.7%	12.9%	9.9%
	None*	9.1%	1.0%	12.0%
<b>How Long Lived in District*</b>	Under a year	1.3%	1.0%	1.4%
	1 to 5 years	7.0%	8.9%	6.4%
	6 to 10 years	13.0%	25.7%	8.5%
	11 to 15 years	13.8%	20.8%	11.3%
	16 to 20 years	9.9%	14.9%	8.1%
	More than 20 years	54.9%	28.7%	64.3%
<b>Attendance/ Participation at NCCS Facilities in Past Year</b>	Been inside any NCCS school*	55.7%	94.1%	42.0%
	Attended any sporting events*	48.7%	70.3%	41.0%
	Attended any performing arts events*	44.3%	74.3%	33.6%
	Attended any other events*	36.5%	64.4%	26.5%
	Participated in any activities held by other orgs*	22.1%	36.6%	17.0%
	None*	28.1%	3.0%	37.1%





# Results by Levy Support

\* indicates a statistically significant relationship.

† indicates that the variable was used in defining the group and statistical significance is irrelevant.

## PERCEPTION AND TRUST

Results by Levy Support: Perception and Trust					
		All	Support	Oppose	Undecided
<b>Overall Opinion of NCCS*</b>	Very favorable	62.8%	77.3%	40.3%	56.2%
	Somewhat favorable	24.3%	14.1%	37.1%	30.1%
	Somewhat unfavorable	3.7%	3.1%	11.3%	0.7%
	Very unfavorable	1.3%	0.6%	4.8%	0.7%
	No opinion	7.9%	4.9%	6.5%	12.3%
<b>Importance of Factors to Success of District</b> <i>(Means: 10=Very important; 1=Not at all important)</i>	Quality of education students receive	9.74	9.80	9.57	9.74
	Preparing students for college or career*	9.47	9.63	9.16	9.42
	Management of finances*	9.19	9.34	8.65	9.28
	Quality of communication with community*	8.66	8.85	8.14	8.64
	Physical condition of schools & facilities	8.58	8.69	8.27	8.59
	Visual and performing arts*	8.17	8.53	7.44	8.07
	Athletics*	7.57	7.96	6.39	7.65
<b>Ratings of NCCS</b> <i>(Means: 5=Excellent; 1=Very poor)</i>	Quality of education students receive*	4.52	4.66	4.28	4.47
	Use of technology in classrooms*	4.42	4.52	4.22	4.40
	Preparing students for college or career*	4.34	4.47	4.10	4.31
	Visual and performing arts*	4.25	4.41	3.92	4.18
	Standardized test scores*	4.19	4.37	3.74	4.17
	Athletics*	4.16	4.22	3.86	4.22
	Community access to school facilities*	4.12	4.28	3.73	4.13
	Physical condition of schools & facilities	4.08	4.13	3.97	4.07
	Quality of communication with community*	3.94	4.11	3.47	3.93
Management of finances*	3.82	4.06	3.23	3.81	





**FUNDING AND COMMUNITY SUPPORT**

Results by Levy Support: Funding and Community Support					
		All	Support	Oppose	Undecided
<b>Value of Education Provided for the Taxes Paid*</b>	Excellent	48.3%	62.0%	23.4%	43.7%
	Good	43.7%	35.6%	53.1%	50.0%
	Fair	6.4%	2.5%	14.1%	6.3%
	Poor	1.6%	0.0%	9.4%	0.0%
	Very poor	0.0%	0.0%	0.0%	0.0%
<b>Financial Position of NCCS*</b>	Very strong	19.9%	23.8%	27.1%	11.8%
	Strong	52.6%	47.7%	35.6%	66.9%
	Fair	20.5%	19.2%	25.4%	18.9%
	Weak	5.6%	7.3%	10.2%	1.6%
	Very weak	1.5%	2.0%	1.7%	0.8%
<b>Funding Priorities for District (total)</b>	Academic programs	90.0%	91.0%	87.9%	91.3%
	Competitive staff salaries	39.4%	47.1%	40.5%	30.3%
	Buildings and facilities	29.3%	25.4%	39.1%	29.7%
	Student safety programs	21.4%	19.2%	19.4%	24.0%
	Visual and performing arts	10.7%	9.3%	6.6%	14.1%
	Athletics	9.1%	8.1%	6.6%	10.6%
<b>Importance of Partnerships (% very important)</b>	City of North Canton*	73.6%	80.0%	59.7%	71.5%
	North Canton YMCA*	47.6%	55.2%	32.8%	45.5%
	Walsh University	39.4%	43.2%	35.9%	35.2%
	North Canton Chamber of Commerce	32.1%	35.0%	20.6%	32.9%
<b>Strength of Partnerships (% very strong)</b>	City of North Canton*	53.9%	60.1%	41.8%	51.6%
	North Canton YMCA*	45.3%	51.7%	32.1%	44.3%
	Walsh University	32.1%	40.5%	22.4%	25.5%
	North Canton Chamber of Commerce	24.5%	24.1%	13.7%	29.1%
<b>Overall Trust in NCCS*</b>	High (8-10)	70.6%	82.1%	35.9%	73.4%
	Moderate (4-7)	25.1%	16.0%	46.9%	25.2%
	Low (1-3)	4.3%	1.9%	17.2%	1.4%
	Mean (10=Very trustworthy; 1=Not at all)	8.05	8.62	6.38	8.14
<b>Trust Most for Information about NCCS*</b>	Teachers	35.2%	37.7%	32.2%	33.1%
	Board of Education	23.9%	23.9%	23.7%	24.5%
	Direct Administrators	15.7%	22.6%	10.2%	10.8%
	Independent Citizen Advisory Committee	15.4%	11.3%	20.3%	17.3%
	Parents	9.9%	4.4%	13.6%	14.4%





Results by Levy Support: Funding and Community Support					
		All	Support	Oppose	Undecided
<b>Importance to Earning Trust</b> <i>(% very important)</i>	Providing quality education to students*	98.4%	100.0%	95.3%	97.9%
	Consistent communication	82.7%	80.6%	76.6%	86.9%
	Transparency with district's finances	82.3%	85.5%	87.1%	76.9%
	Involving parents in decision making	64.4%	57.9%	64.1%	71.2%
	Involving community members in decisions	22.3%	21.2%	25.4%	20.5%
<b>Ratings of NCCS</b> <i>(Means: 5=Excellent; 1=Very poor)</i>	Providing quality education to students*	4.58	4.73	4.23	4.58
	Consistent communication*	3.91	4.07	3.45	3.94
	Involving parents in decision making*	3.72	3.86	3.13	3.82
	Transparency with district's finances*	3.54	3.76	2.93	3.56
	Involving community members in decisions*	3.46	3.67	2.91	3.46
<b>Most Important to Improve Feelings of Trust with NCCS*</b>	Provide better education to students	37.9%	36.4%	37.5%	36.6%
	Communicate better	22.7%	27.8%	17.2%	20.4%
	Involve parents in decision making	18.4%	19.8%	6.3%	23.2%
	More transparency with district's finances	17.6%	13.6%	31.3%	16.9%
	Involve community members in decisions	3.5%	2.5%	7.8%	2.8%
<b>Support for Earned Income vs. Property Tax Levy*</b>	More willing to support EARNED INCOME tax	28.8%	25.2%	22.6%	35.4%
	More willing to support PROPERTY tax levy	22.0%	27.0%	6.5%	24.4%
	Support either levy request	28.0%	46.5%	3.2%	17.3%
	Oppose either levy request	21.2%	1.3%	67.7%	22.8%
<b>Support for Operating vs. Building Levy*</b>	Both operating and building levy	48.5%	67.9%	9.4%	44.2%
	Only support operating levy	24.8%	25.9%	15.6%	27.9%
	Only support building levy	11.0%	4.9%	12.5%	17.1%
	Oppose either type of levy request	15.7%	1.2%	62.5%	10.9%





**COMMUNICATION, AWARENESS, AND CONNECTION TO DISTRICT**

Results by Levy Support: Communication, Awareness, and Connection to District					
		All	Support	Oppose	Undecided
<b>How Well Informed about NCCS*</b>	Very informed	32.1%	40.6%	31.3%	24.0%
	Somewhat informed	55.6%	52.7%	43.8%	64.4%
	Not at all informed	12.3%	6.7%	25.0%	11.6%
<b>Know How to Find Info about NCCS</b>	Yes	84.8%	91.4%	82.8%	79.6%
	No	15.2%	8.6%	17.2%	20.4%
<b>Main Source of Information about NCCS</b>	Local newspapers	24.3%	21.8%	31.3%	24.1%
	District website	21.5%	25.5%	21.9%	17.2%
	Newsletter, the Viking Vision	19.6%	22.4%	15.6%	18.6%
	Word of mouth	16.0%	11.5%	10.9%	21.4%
	Something else	6.0%	9.1%	6.3%	2.8%
	Social media sites	5.8%	4.8%	4.7%	7.6%
	Mailings	4.5%	2.4%	7.8%	5.5%
	Meetings or community forums	2.4%	2.4%	1.6%	2.8%
<b>Preferred Source of Information about NCCS (total)</b>	Newsletter, the Viking Vision	55.8%	60.0%	56.9%	51.1%
	E-mail or E-newsletter	29.7%	26.9%	32.5%	32.0%
	Mailings	29.4%	25.2%	27.6%	34.3%
	Local newspapers	28.0%	30.7%	32.5%	23.7%
	District website	26.7%	28.8%	22.8%	25.9%
	Social media sites	15.1%	15.3%	11.4%	15.7%
	Meetings or community forums	10.0%	8.6%	11.4%	10.9%
	Something else	5.1%	4.3%	4.9%	6.4%
<b>Best Way to Communicate Info on NCCS Finances*</b>	Dedicated financial section in newsletter	41.3%	44.4%	39.3%	37.7%
	Dedicated financial page on website	29.5%	31.9%	21.3%	30.4%
	E-mail or E-newsletter	17.8%	16.3%	14.8%	21.7%
	Community meetings or forums	6.6%	5.0%	13.1%	5.1%
	Dedicated financial program on cable station	3.3%	2.5%	6.6%	2.9%
	Something else	1.6%	0.0%	4.9%	2.2%
<b>How Often Watch Channel 11</b>	Once a week or more	8.4%	10.4%	10.9%	5.4%
	Once or twice a month	9.7%	8.6%	7.8%	12.2%
	A few times a year	11.3%	16.0%	9.4%	6.8%
	About once a year	2.9%	3.7%	4.7%	1.4%
	Never	67.8%	61.3%	67.2%	74.1%
<b>Preferred Newspaper (open ended – top 3)</b>	Canton Repository	75.2%	75.6%	80.6%	70.8%
	Akron Beacon Journal	6.2%	4.9%	4.8%	7.6%
	cantonrep.com	2.2%	3.0%	3.2%	0.7%





Results by Levy Support: Communication, Awareness, and Connection to District					
		All	Support	Oppose	Undecided
<b>Social Media Usage</b>	Facebook	63.3%	66.1%	67.2%	59.2%
	YouTube	48.7%	53.9%	42.2%	46.9%
	Pinterest*	30.2%	37.0%	26.6%	24.5%
	LinkedIn	27.6%	28.5%	20.3%	29.9%
	Instagram	20.8%	23.6%	17.2%	18.4%
	Twitter	18.8%	21.2%	20.3%	15.6%
	None	22.1%	18.8%	18.8%	26.5%
<b>Children in Household</b>	School-age children in household	28.1%	30.3%	20.3%	28.6%
	Children in household, not school-age	1.8%	2.4%	0.0%	2.0%
	No children in household	70.1%	67.3%	79.7%	69.4%
<b>Type of School Attended by School-Age Child</b>	North Canton City Schools	93.5%	92.0%	92.3%	95.2%
	Private school	4.6%	6.0%	7.7%	2.4%
	Home schooled	1.9%	2.0%	0.0%	2.4%
	None of the above	3.7%	4.0%	7.7%	2.4%
<b>Ways Familiar with District</b>	Attended an event at building or facility	81.8%	87.9%	76.6%	79.6%
	Have a child who graduated from district*	52.1%	60.6%	59.4%	42.2%
	Respondent attended school in district	26.3%	26.7%	29.7%	23.8%
	Respondent graduated from district	23.2%	24.8%	20.3%	22.4%
	Employed by district – respondent or family	10.7%	12.7%	6.3%	10.9%
	None	9.1%	6.1%	7.8%	11.6%
<b>How Long Lived in District*</b>	Under a year	1.3%	1.2%	0.0%	1.4%
	1 to 5 years	7.0%	3.6%	4.7%	11.6%
	6 to 10 years	13.0%	10.9%	7.8%	18.4%
	11 to 15 years	13.8%	17.6%	10.9%	11.6%
	16 to 20 years	9.9%	7.9%	7.8%	10.9%
	More than 20 years	54.9%	58.8%	68.8%	46.3%
<b>Attendance/ Participation at NCCS Facilities in Past Year</b>	Been inside any NCCS school	55.7%	61.8%	54.7%	51.0%
	Attended any sporting events	48.7%	55.8%	42.2%	45.6%
	Attended any performing arts events*	44.3%	52.7%	32.8%	40.8%
	Attended any other events	36.5%	41.2%	37.5%	32.0%
	Participated in any activities held by other orgs	22.1%	29.1%	21.9%	15.0%
	None	28.1%	22.4%	34.4%	29.3%





# Research Methodology

## Survey Methodology

The 2016 Community Survey was conducted with 384 residents from the North Canton City School District. Data Collection began on July 12 and ended on August 1, 2016. Most calling took place between the evening hours of 5:15 pm and 9:15 pm. Some interviews were conducted during the day and on some weekends to accommodate respondent schedules. The interviews took an average of 18.7 minutes.

Throughout the report, statistical significance between groups within a population (i.e. between age groups within the general population) are indicated by an asterisk (\*).

## Quality Control

The Center for Marketing and Opinion Research has a highly trained and experienced interviewing team and uses a state of the art quality control system that includes a silent monitoring protocol, dedicated supervisors, Quality Assurance Coaches and close observation of respondent demographics and area representation. All questionnaires are carefully pre-tested and strict attention is paid to respondent qualification. Frequent callbacks are made to households that do not answer the first call as well as specially supervised attempts to convert initial refusals by respondents into completed interviews.

The Center for Marketing & Opinion Research (CMOR) is a full service public opinion research firm providing professional research services to colleges and universities, hospitals, and community based organizations. From telephone, web and mail surveys to field, intercept and key informant interviews as well as focus group administration, CMOR will customize data collection to meet client needs. We help our clients make data driven decisions.





# Survey Instrument

## PERCEPTION AND TRUST

1. What is your overall opinion of North Canton City Schools? Would you say very favorable, somewhat favorable, very unfavorable, or do you not have an opinion on that?  
*IF UNFAVORABLE: Why is that?*
2. Please tell me how important you think each of the following factors are to the success of a school district on a scale from 1 to 10 where 10 means very important and 1 means not at all important.
  - Management of finances
  - Physical condition of the district's schools & facilities
  - Quality of education students receive
  - Quality of communication with the community
  - Preparing students for college or career
  - Visual and performing arts
  - Athletics
3. Please tell me how you would rate North Canton City Schools in each of the following areas. Would you say Excellent, Good, Fair, Poor, or Very Poor?
  - Management of finances
  - Physical condition of the district's schools & facilities
  - Quality of education students receive
  - Quality of communication with the community
  - Preparing students for college or career
  - Visual and performing arts
  - Athletics
  - Community access to school facilities
  - Standardized test scores
  - Use of technology in classrooms

## FUNDING AND COMMUNITY SUPPORT

4. Do you believe that the education provided to the students of North Canton City Schools is an excellent, good, fair, poor or very poor value for the taxes paid?
5. Would you say that the FINANCIAL POSITION of North Canton City Schools is very strong, strong, fair, weak, or very weak?
6. Which of the following do you think should be the TOP funding priority of North Canton City Schools?
  - (1) Student safety programs
  - (2) Academic programs
  - (3) Athletics
  - (4) Visual and performing arts
  - (5) Buildings and facilities
  - (6) Competitive staff salaries







7. Which should be the NEXT funding priority of the District?
  - (1) Student safety programs
  - (2) Academic programs
  - (3) Athletics
  - (4) Visual and performing arts
  - (5) Buildings and facilities
  - (6) Competitive staff salaries
  
8. How important do you think it is for North Canton City Schools to have partnerships with each of the following organizations? Very important, somewhat important, not at all important?
  - North Canton YMCA
  - City of North Canton
  - Walsh University
  - North Canton Chamber of Commerce
  
9. On a scale from 1 to 10, with TEN being VERY TRUSTWORTHY and ONE being NOT TRUSTWORTHY AT ALL, how would you rate the amount of trust you have OVERALL in North Canton City Schools?
  
10. Who do you trust MOST to provide information about North Canton City Schools? The Board of Education, District Administrators, Teachers, Parents, or an Independent Citizen Advisory Committee?
  
11. Please tell me how important you believe each of the following areas are to earning your trust. Are they very important, somewhat important, or not at all important?
  - Consistent communication
  - Transparency with district's finances
  - Involving parents in decision making
  - Involving community members who are not parents in decision making
  - Providing quality education for students
  
12. Please tell me how you would rate North Canton City Schools in each of the following areas. Would you say Excellent, Good, Fair, Poor, or Very Poor?
  - Consistent communication
  - Transparency with district's finances
  - Involving parents in decision making
  - Involving community members who are not parents in decision making
  - Providing quality education for students
  
13. Which of the following is MOST important for North Canton City Schools to do well in order to improve your feelings of trust with the district?
  - (1) Communicate better
  - (2) More transparency with district's finances
  - (3) Involve parents more in decision making
  - (4) Involve community members who are not parents more in decision making
  - (5) Provide a better education for students





14. How strong do you think the partnership is between North Canton City Schools and each of the following organizations? Very strong, somewhat strong, not at all strong?

- North Canton YMCA
- City of North Canton
- Walsh University
- North Canton Chamber of Commerce

15. Sometime in the future, North Canton City Schools may put a levy on the ballot. If the election were held today, would you vote for the levy, against the levy, or have you not made up your mind?

16. What is the MAIN reason you would vote for the levy?

17. What is the MAIN reason you would vote against the levy?

18. What information do you need to help you decide which way to vote?

19. The district is considering several options for future levy requests.

a. First, the district is considering either a tax upon actual wages earned from employment by district or a property tax. Thinking about future levy support, which of the following statements comes closest to your view:

- (1) I would be more willing to support an EARNED INCOME tax levy
- (2) I would be more willing to support a PROPERTY TAX levy
- (3) I would support either levy request
- (4) I would oppose either levy request

b. Next, the district is thinking about the type of levy request. An operating levy is generally used for the day to day expenses of the school district. A building or capital improvement levy can only be used to construct, add to or repair buildings and to make other improvements to school property and assets. Thinking about future levy support, which of the following statements comes closest to your view:

- (1) I would be willing to support BOTH an OPERATING and a BUILDING levy
- (2) I would ONLY be willing to support an OPERATING levy
- (3) I would ONLY be willing to support a BUILDING levy
- (4) I would oppose either type of levy request





## COMMUNICATION, AWARENESS, AND CONNECTION TO DISTRICT

20. How well informed would you say you are about North Canton City Schools? Would you say you are very, somewhat, or not at all informed?
21. Do you know how to find information about North Canton City Schools' services, programs and resources, when you want to?
22. Where do you receive MOST of your information about North Canton City Schools?
- (1) The District's newsletter, the Viking Vision
  - (2) Local newspapers
  - (3) Meetings or community forums
  - (4) District website
  - (5) Mailings
  - (6) Social media sites such as Facebook or Twitter
  - (7) Word of mouth
  - (8) Something else I didn't mention (What would that be?)
23. How would you PREFER to receive information about North Canton City Schools?
- (1) The District's newsletter ...
  - (2) Local newspapers
  - (3) Meetings or community forums
  - (4) District website
  - (5) Mailings
  - (6) Social media sites such as Facebook or Twitter
  - (7) E-mail or E-newsletter
  - (8) Something else I didn't mention (What would that be?)
24. What would your next preference be?
- (1) The District's newsletter ...
  - (2) Local newspapers
  - (3) Meetings or community forums
  - (4) District website
  - (5) Mailings
  - (6) Social media sites such as Facebook or Twitter
  - (7) E-mail or E-newsletter
  - (8) Something else I didn't mention (What would that be?)
25. Which of the following do you think would be the BEST way for North Canton City Schools to communicate information about the district's finances?
- (1) A dedicated financial section in the newsletter
  - (2) A dedicated financial page on the website
  - (3) A dedicated financial program on your cable station
  - (4) Community meetings or forums
  - (5) E-mail or E-newsletter
  - (6) Something else I didn't mention (What would that be?)





26. In the past 12 months, have you watched North Canton Schools channel 11?  
a. If yes: About how often do you watch the station?
27. How valuable is North Canton Schools channel 11 to you in terms of being kept informed about what was happening in the district? Very valuable, somewhat valuable, or not at all valuable?
28. Which newspaper do you read MOST often?
29. Do you ever use any of the following social media sites? Please say yes or no as I read the list.
- (1) Facebook
  - (2) LinkedIn
  - (3) Twitter
  - (4) YouTube
  - (5) Pinterest
  - (6) Instagram
30. Are there any children under the age of 18 residing in your home? Are any of those children school-age?
31. What type of school do they attend...North Canton City Schools, a private school, or are they home schooled?
32. I am going to read you a list of ways someone might be familiar with North Canton City Schools. After each item, please tell me if you are familiar with North Canton City Schools in that way.
- (1) I have a child who graduated from the district
  - (2) I graduated from the district
  - (3) I attended a school in the district
  - (4) I or a member of my family is currently an employee of the district
  - (5) I have attended an event at a school building or facility
33. How long have you lived in the district?
- (1) Under a Year
  - (2) 1 to 5 years
  - (3) 6-10 years
  - (4) 11-15 years
  - (5) 16-20 years
  - (6) Over 20 years
34. In the last year, have you...
- (1) Been inside any of the North Canton City Schools
  - (2) Attended any sporting events held at North Canton City Schools
  - (3) Attended any performing arts events held at North Canton City Schools such as a play, musical or concert
  - (4) Attended any other events organized by North Canton City Schools such as a fair or awards ceremony
  - (5) Participated in any activities held at North Canton City Schools but sponsored by other organizations



**DEMOGRAPHICS**

35. In what year were you born?
36. What is the highest grade of school or year of college you have completed?
37. Do you rent or own your current residence?
38. What is your PRESENT marital status? Single- never married, divorced, separated, widowed, or married?
39. Are you currently employed?  
IF YES: Are you employed full time - 35 hours or more per week or employed part-time - 34 or fewer hours per week?  
IF NO: Are you retired, homemaker-not employed outside the home, student not working or unemployed?
40. Is the total yearly income for your family ...before taxes, under..or over \$50,000.
41. And, what is your race, how would you classify yourself?
42. Many people don't get a chance to vote because they are ill, have to work, or feel they don't have good choices. Did you get a chance to vote in the 2015 November election, or are you not sure?
43. (if voted) Did you vote ON ELECTION DAY at your polling place or did you vote BEFORE ELECTION DAY by absentee ballot or at the Board of Elections.
44. Do you plan to vote early OR BY ABSENTEE in future elections?
45. Thinking about future elections...on a scale where 10 means you are absolutely certain you will vote in the election...and 1 means you definitely will not vote...how would you rate your own likelihood of voting?
46. What is your Zip Code?
47. What is the nearest intersection to your home?

RECORD RESPONDENT GENDER

