



# **CITIZEN SATISFACTION SURVEY**

*August, 2009*

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# **CITIZEN SATISFACTION SURVEY**

**Mariemont City School District**

**Telephone Interviews**

**300 Registered Voters**

**+/- 5.65% Overall Estimated Margin of Error, with a Confidence Interval of 11.3% Within Which the Results Could Vary**

**August 24 – August 28, 2009**

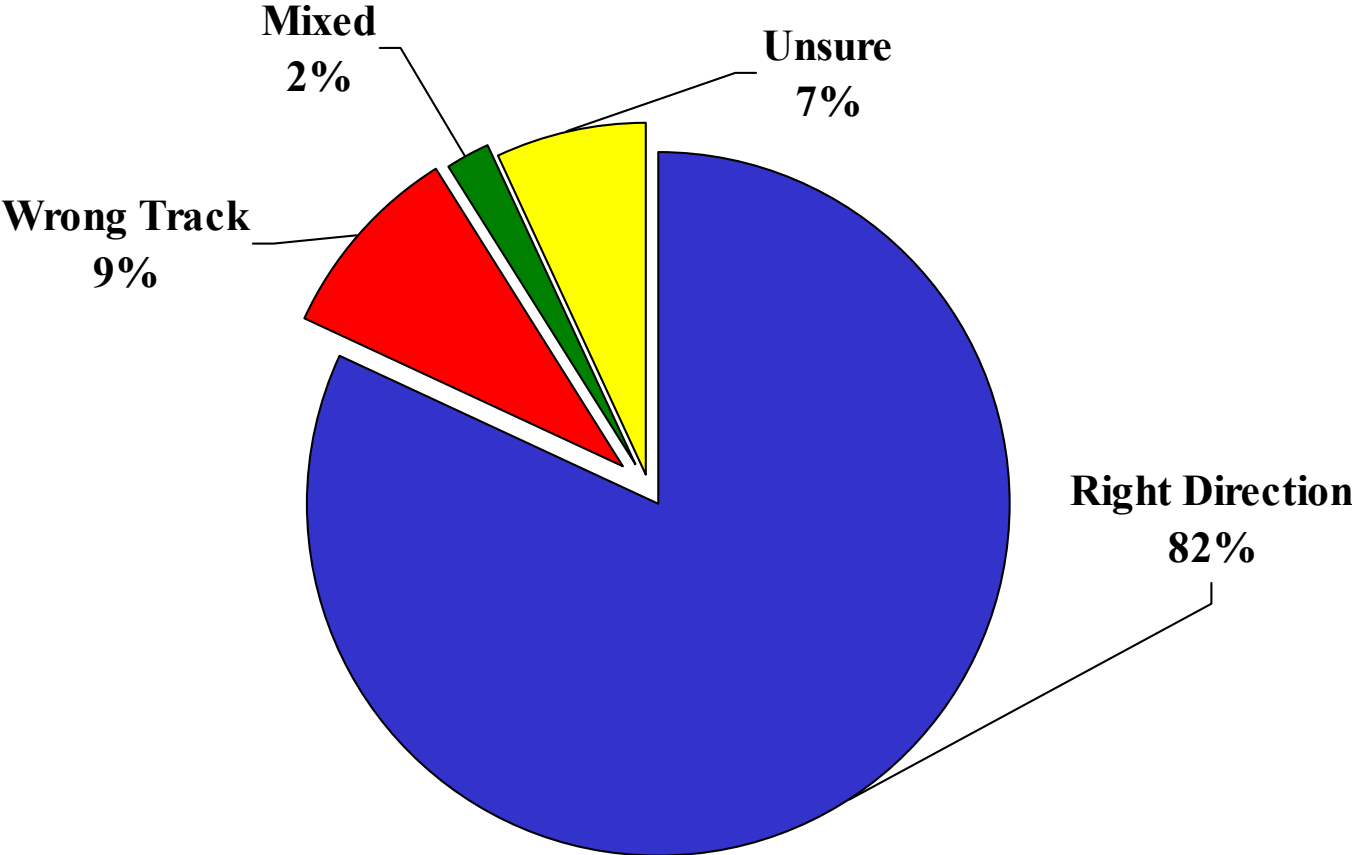


# THE OPINION ENVIRONMENT

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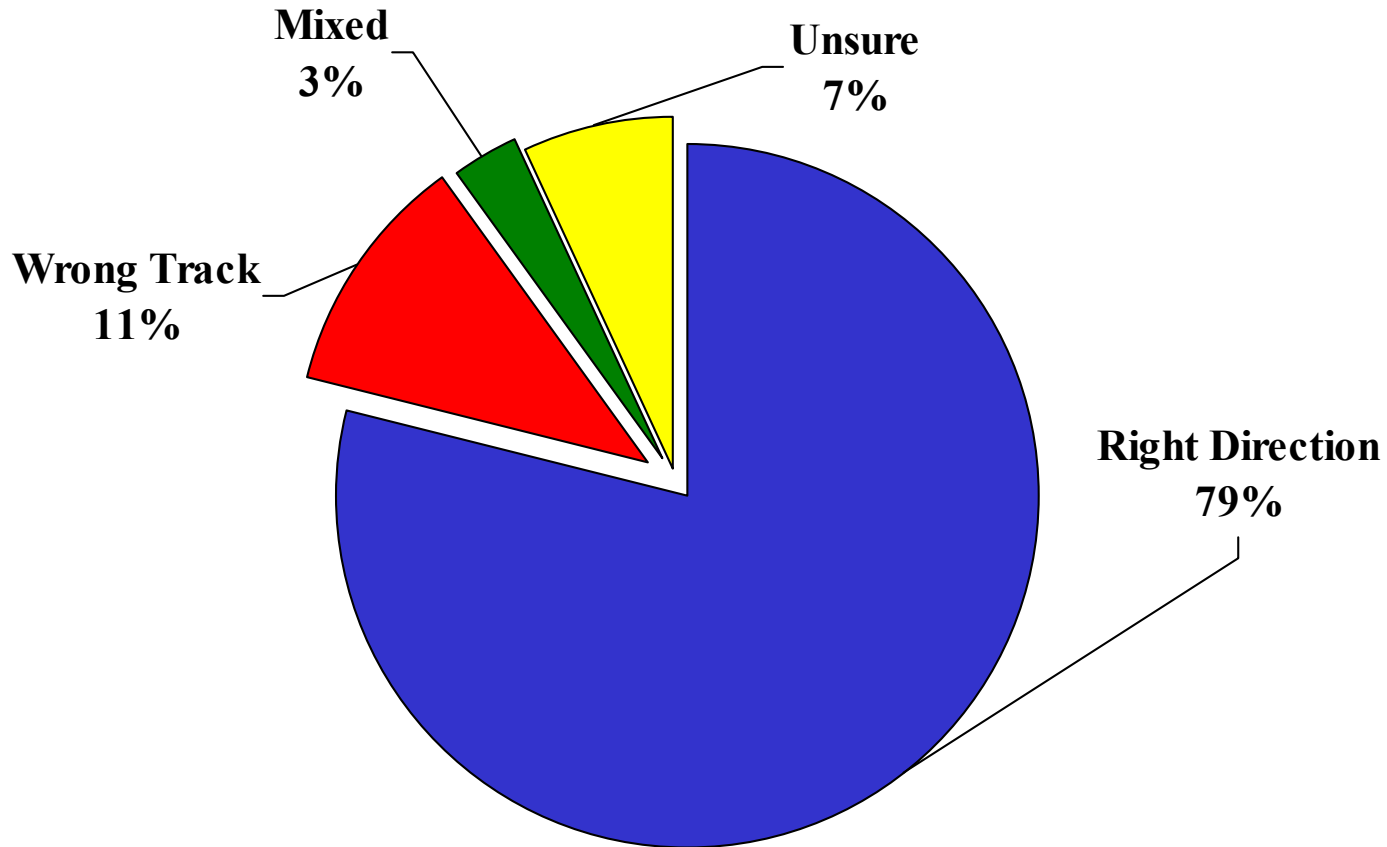
**Thinking about the Mariemont City School District that serves your community, would you say that it is generally going in the right direction, or has it gotten off onto the wrong track?**



**Thinking about the Mariemont City 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?**

		Q. 2. Thinking about the Mariemont City 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?				Table Total
		Right direction	Wrong track	Mixed/both	DK/NA	
		Row %	Row %	Row %	Row %	Row %
CHILDREN ENROLLED IN DISTRICT SCHOOL:	Yes	92%	5%	1%	1%	100%
	No	76%	11%	2%	10%	100%
Table Total		82%	9%	2%	7%	100%

**Thinking about the Mariemont City 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?**

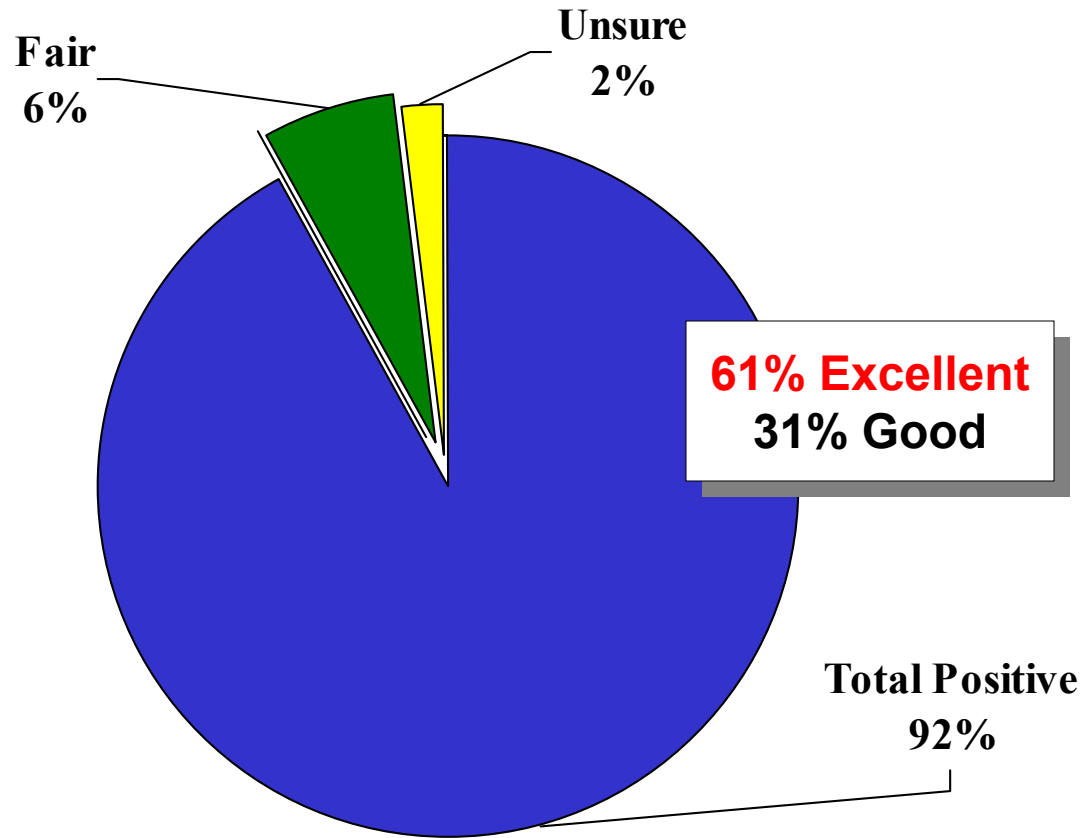


***May, 2007 Survey Results***

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# Overall, how would you rate the quality of education being provided by the Mariemont City School District?



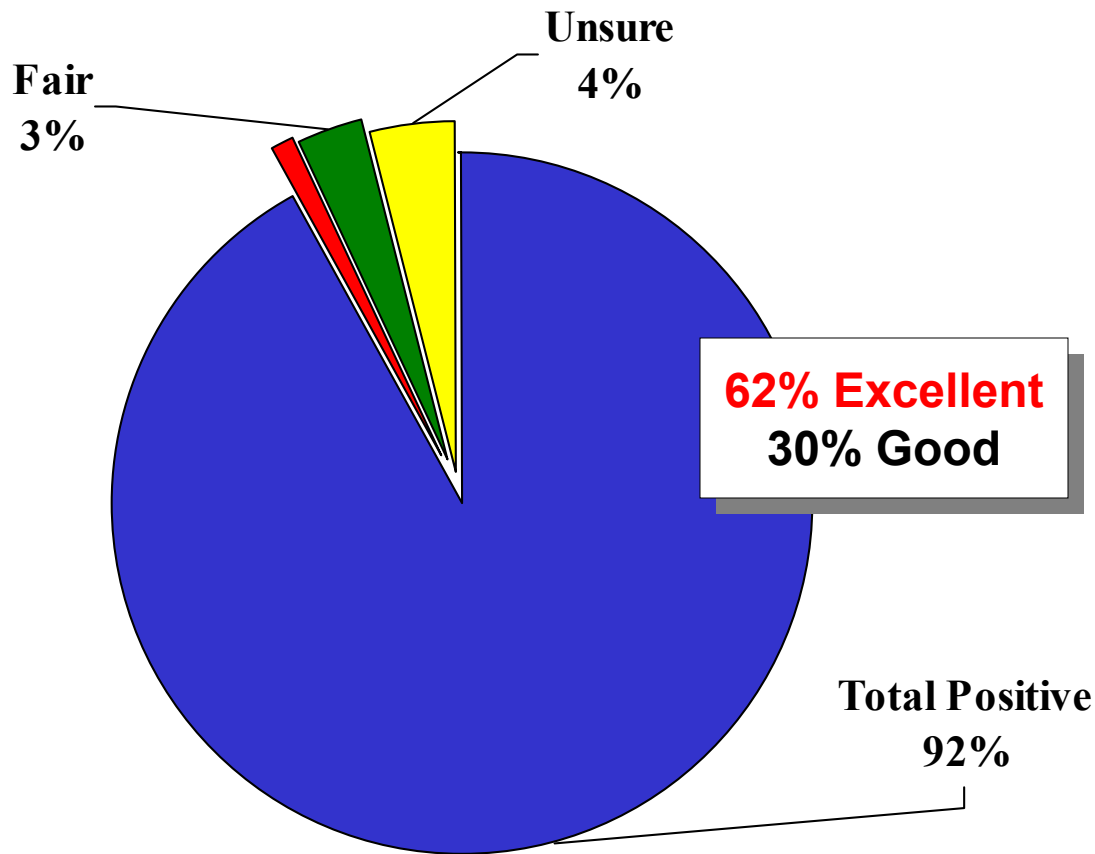
# Overall, how would you rate the quality of education being provided by the Mariemont City School District?

**98% Total  
Positive rating**

		Q. 3. Overall, how would you rate the quality of education being provided by the Mariemont City School District?				Table Total
		Excellent	Good	Fair	DK/NA	
		Row %	Row %	Row %	Row %	Row %
CHILDREN ENROLLED IN DISTRICT SCHOOL:	Yes	69%	29%	1%	0%	100%
	No	55%	32%	8%	4%	100%
Table Total		61%	31%	6%	2%	100%

**87% Total  
Positive rating**

# Overall, how would you rate the quality of education being provided by the Mariemont City School District?

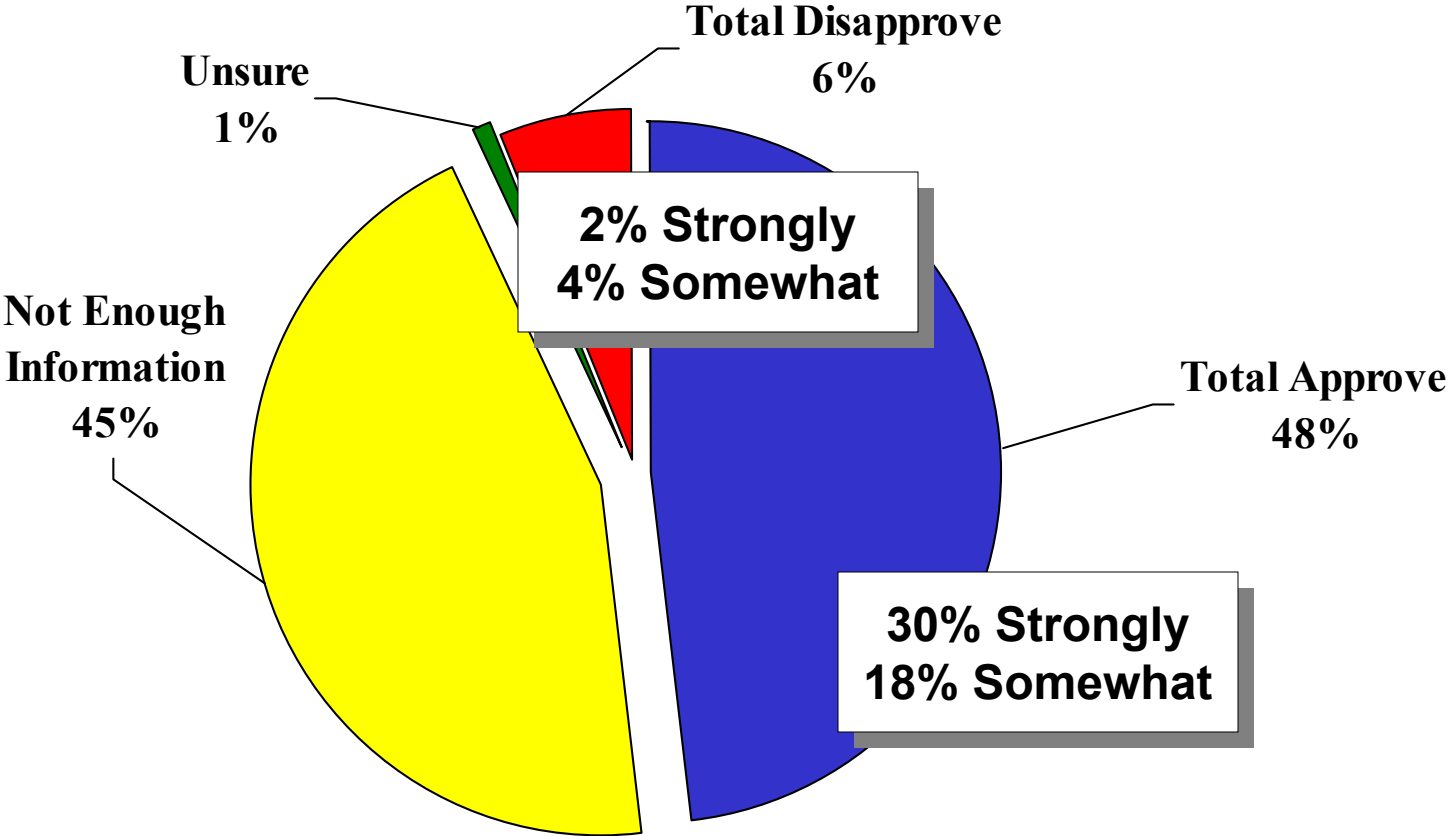


*May, 2007 Survey Results*

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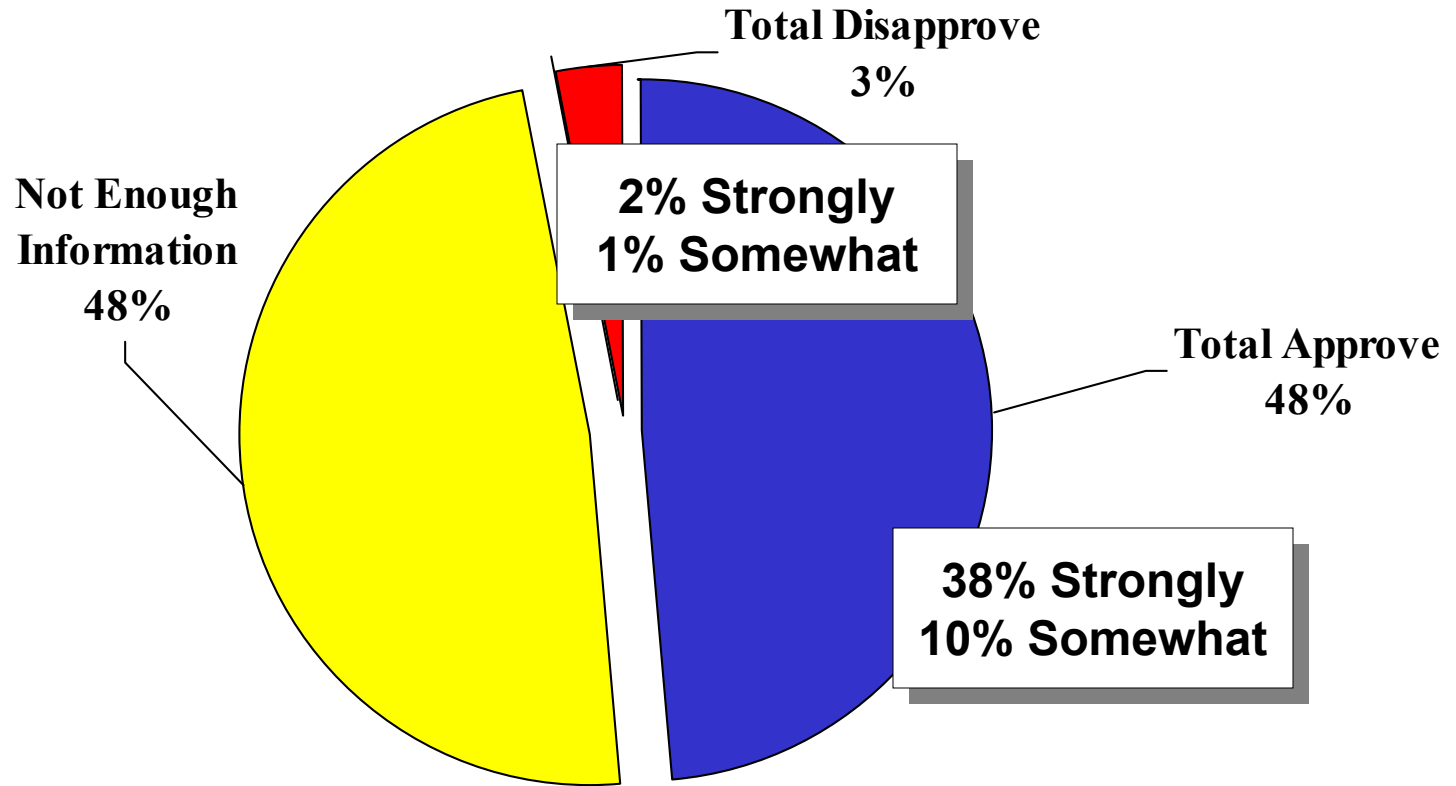
**Generally speaking, do you approve or disapprove of the job being done by the Mariemont City School District School Board or do you not have enough information to have formed an opinion?**



**Generally speaking, do you approve or disapprove of the job being done by the Mariemont City School District School Board or do you not have enough information to have formed an opinion?**

		Q. 4. Generally speaking, do you approve or disapprove of the job being done by the Mariemont City School District School Board or do you not have enough information to have formed an opinion?				Table Total
		Total approve	Total disapprove	Not informed/no opinion	DK/NA	
		Row %	Row %	Row %	Row %	Row %
AGE GROUP:	18 to 29	15%	15%	69%	0%	100%
	30 to 44	63%	3%	33%	1%	100%
	45 to 59	60%	6%	33%	1%	100%
	60 and older	38%	1%	58%	2%	100%
CHILDREN ENROLLED IN DISTRICT SCHOOL:	Yes	71%	4%	24%	1%	100%
	No	34%	7%	58%	1%	100%
Table Total		48%	6%	45%	1%	100%

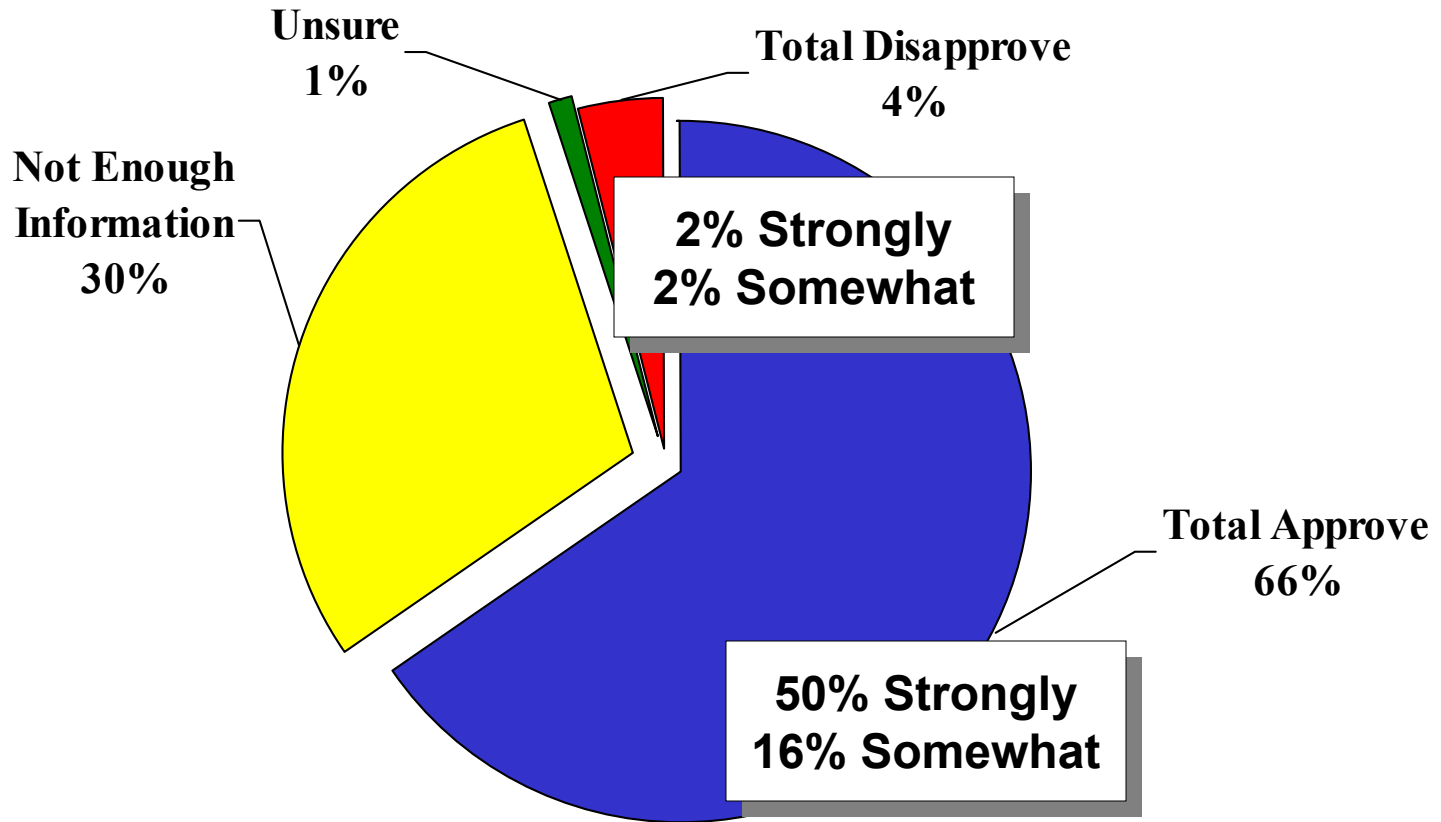
**Generally speaking, do you approve or disapprove of the job being done by the Mariemont City School District Superintendent Paul Imhoff, or do you not have enough information to have formed an opinion?**



**Generally speaking, do you approve or disapprove of the job being done by the Mariemont City School District Superintendent Paul Imhoff, or do you not have enough information to have formed an opinion?**

		Q. 5. Generally speaking, do you approve or disapprove of the job being done by the Mariemont City School District Superintendent Paul Imhoff, or do you not have enough information to have formed an opinion?				Table Total
		Total approve	Total disapprove	Not informed/n o opinion	DK/NA	
		Row %	Row %	Row %	Row %	Row %
AGE GROUP:	18 to 29	19%	6%	75%	0%	100%
	30 to 44	67%	3%	30%	0%	100%
	45 to 59	59%	5%	35%	1%	100%
	60 and older	32%	1%	67%	0%	100%
CHILDREN ENROLLED IN DISTRICT SCHOOL:	Yes	81%	2%	16%	1%	100%
	No	28%	5%	67%	0%	100%
GENDER:	Men	42%	5%	53%	1%	100%
	Women	55%	2%	43%	0%	100%
Table Total		49%	4%	48%	0%	100%

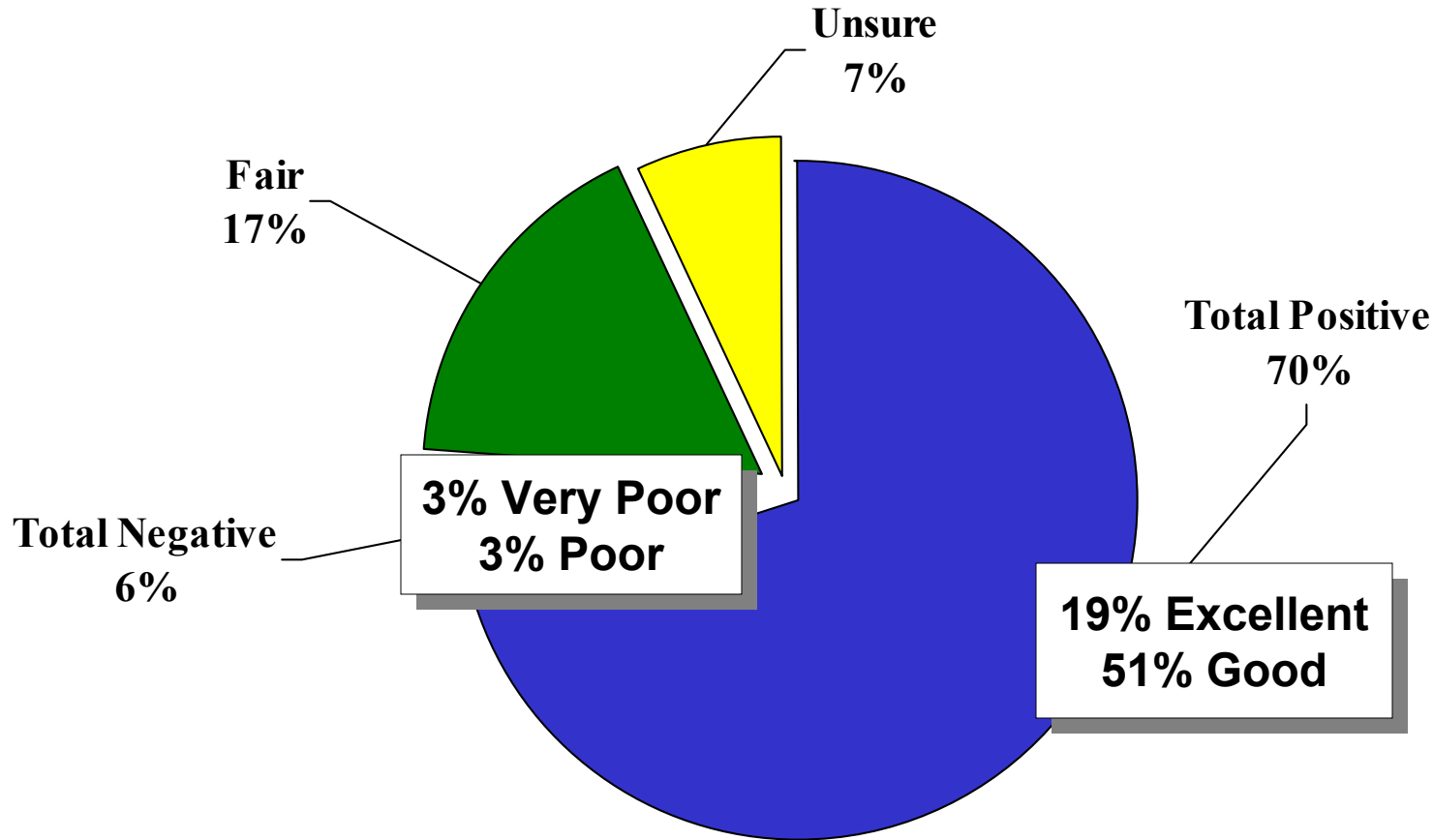
**Generally speaking, do you approve or disapprove of the job being done by the classroom teachers who work for the Mariemont City School District, or do you not have enough information to have formed an opinion?**



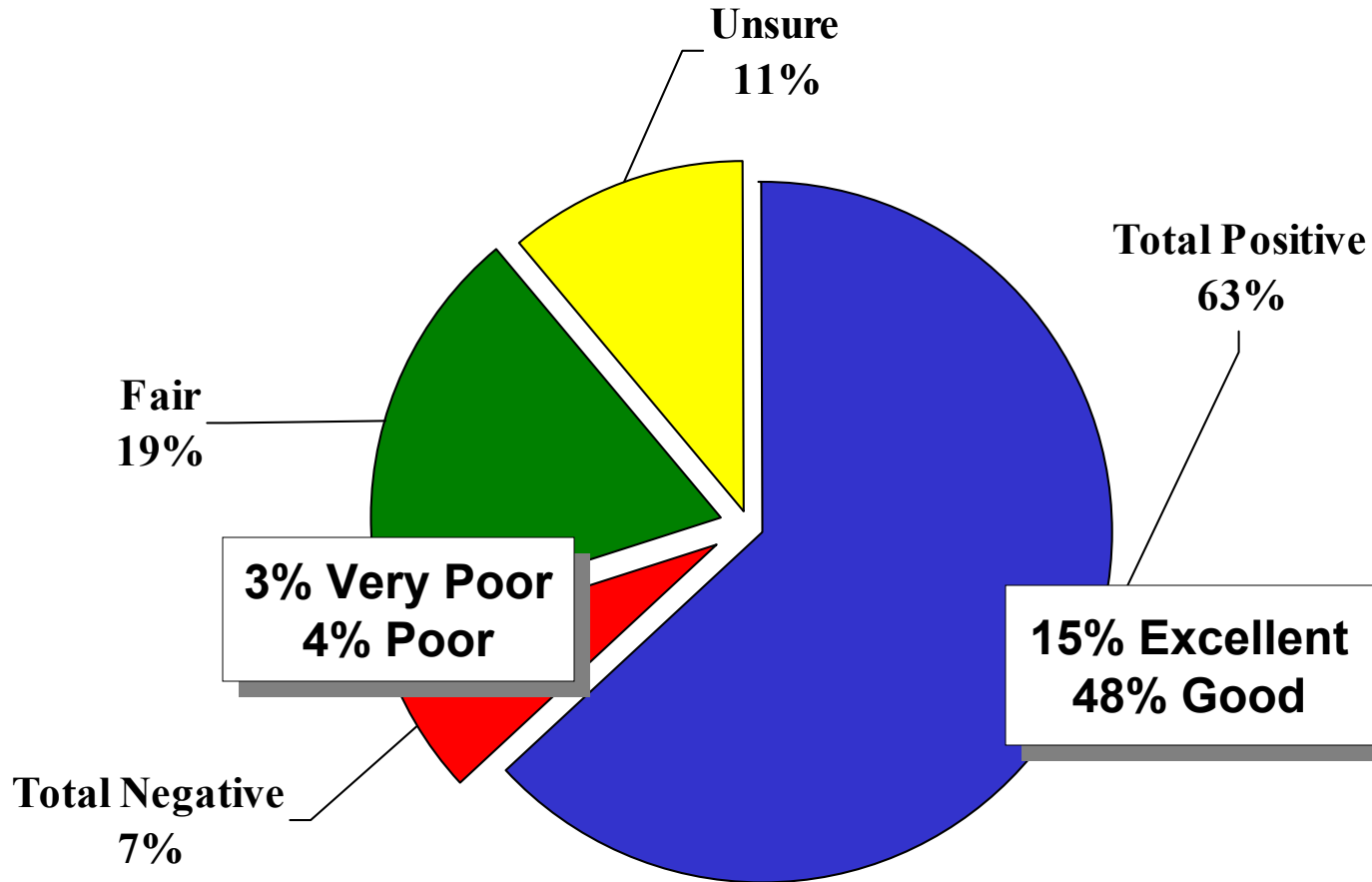
**Generally speaking, do you approve or disapprove of the job being done by the classroom teachers who work for the Mariemont City School District, or do you not have enough information to have formed an opinion?**

		Q. 6. Generally speaking, do you approve or disapprove of the job being done by the classroom teachers who work for the Mariemont City School District, or do you not have enough information to have formed an opinion?				Table Total
		Total approve	Total disapprove	Not informed/no opinion	DK/NA	
		Row %	Row %	Row %	Row %	Row %
AGE GROUP:	18 to 29	69%	12%	19%	0%	100%
	30 to 44	77%	2%	20%	1%	100%
	45 to 59	71%	3%	26%	0%	100%
	60 and older	42%	1%	55%	2%	100%
CHILDREN ENROLLED IN DISTRICT SCHOOL:	Yes	93%	3%	3%	1%	100%
	No	48%	5%	46%	1%	100%
Table Total		66%	4%	30%	1%	100%

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



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*May, 2007 Survey Results*

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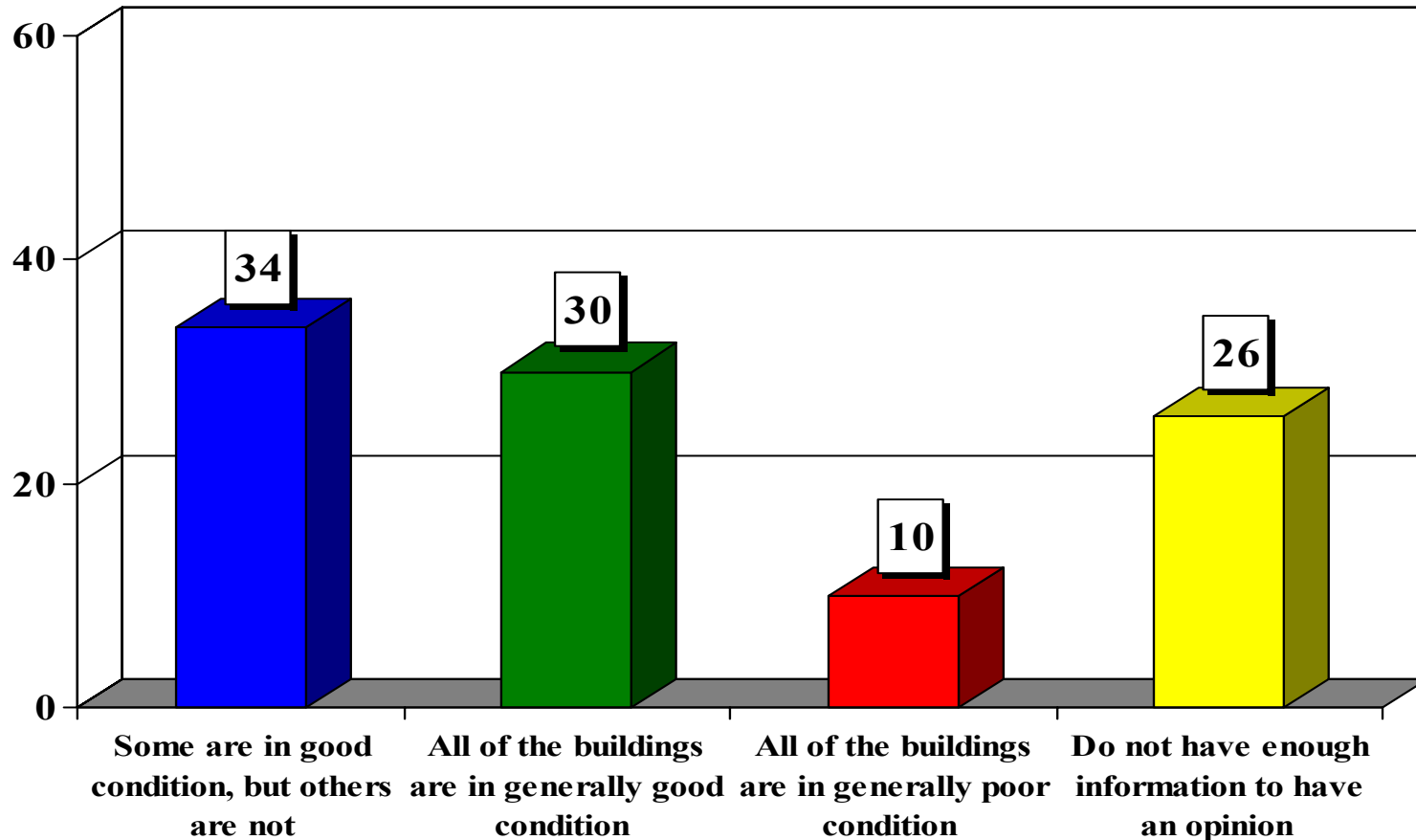


# SCHOOL FACILITIES

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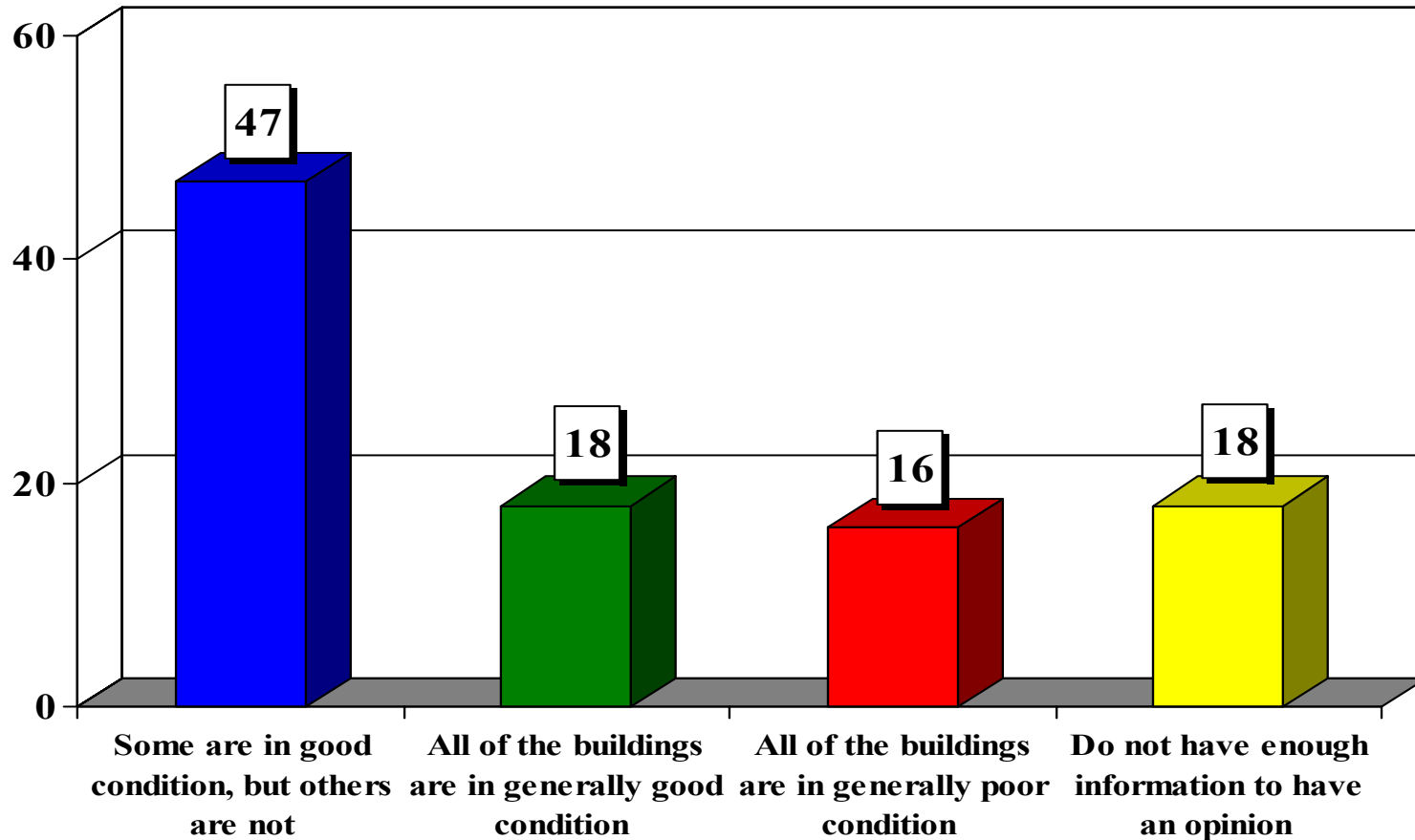


# In general, which of the following opinions comes closest to your view about the condition of the Mariemont City School District's elementary and junior high school buildings?



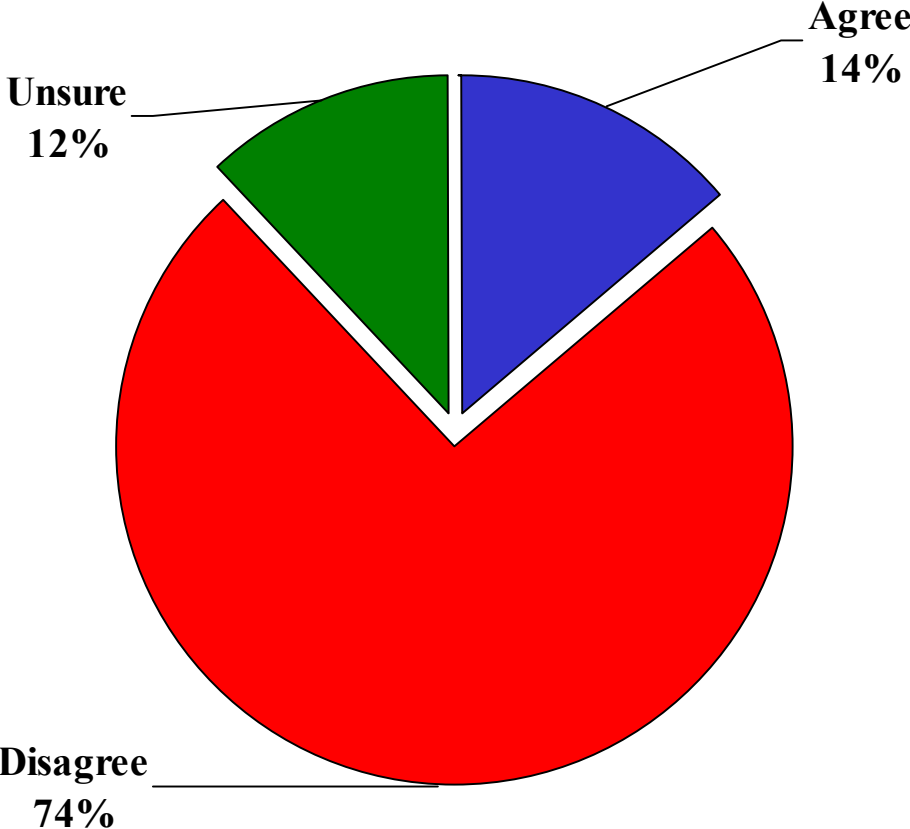
*Among All Respondents*

# In general, which of the following opinions comes closest to your view about the condition of the Mariemont City School District's elementary and junior high school buildings?



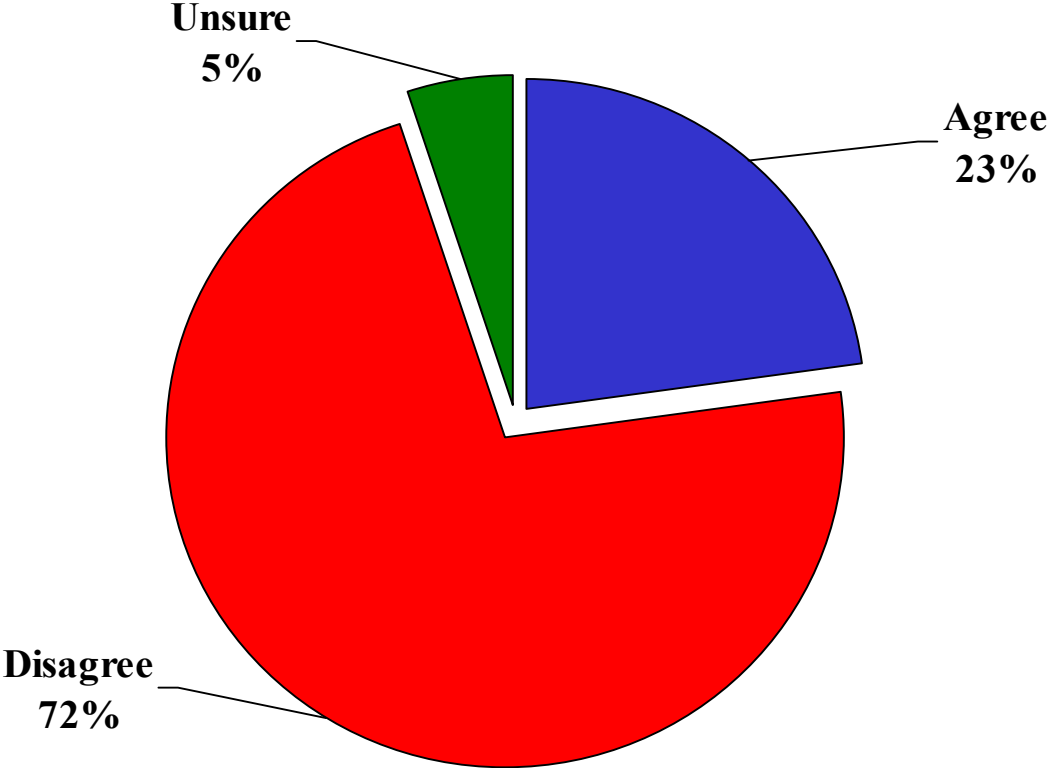
*Among District Parents*

# Do you agree or disagree with people who say that the condition of the elementary and junior high school buildings is hurting the community's image and reputation?



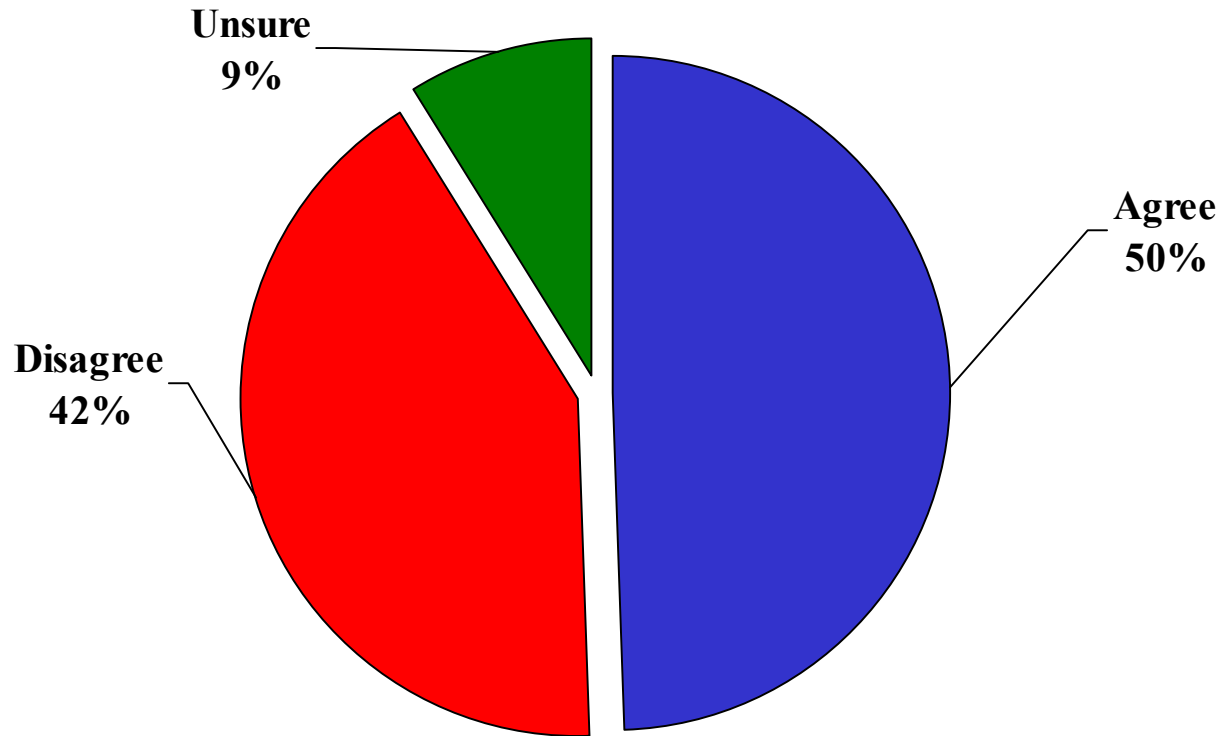
*Among All Respondents*

# Do you agree or disagree with people who say that the condition of the elementary and junior high school buildings is hurting the community's image and reputation?



*Among District Parents*

# Do you agree or disagree with people who say that new or renovated elementary and junior high buildings will improve the community's image and reputation?



*Among All Respondents*

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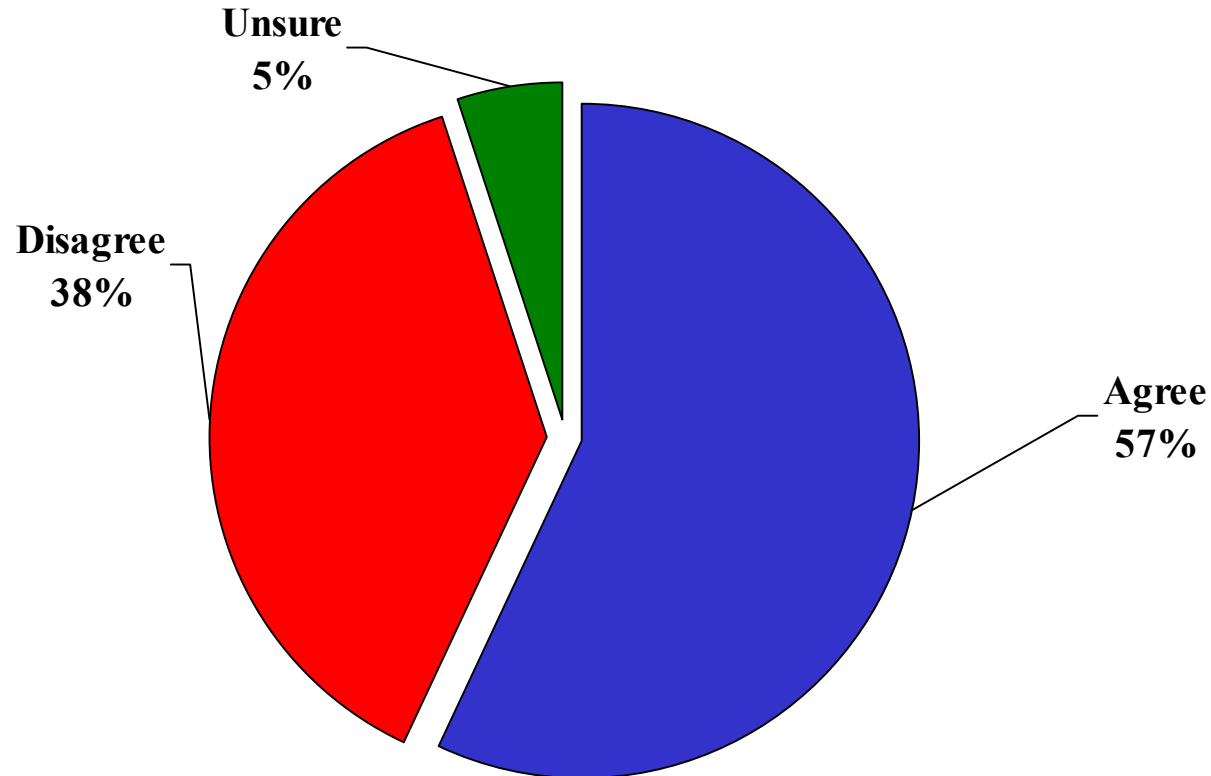


**Do you agree or disagree with people who say that new or renovated elementary and junior high buildings will improve the community's image and reputation?**

		Q. 14. Do you agree or disagree with people who say that new or renovated elementary and junior high buildings will improve the community's image and reputation?			Table Total
		Agree	Disagree	DK/NA	
		Row %	Row %	Row %	Row %
GENDER:	Men	41%	46%	12%	100%
	Women	57%	37%	6%	100%
Table Total		50%	42%	9%	100%

*Among All Respondents*

# Do you agree or disagree with people who say that new or renovated elementary and junior high buildings will improve the community's image and reputation?

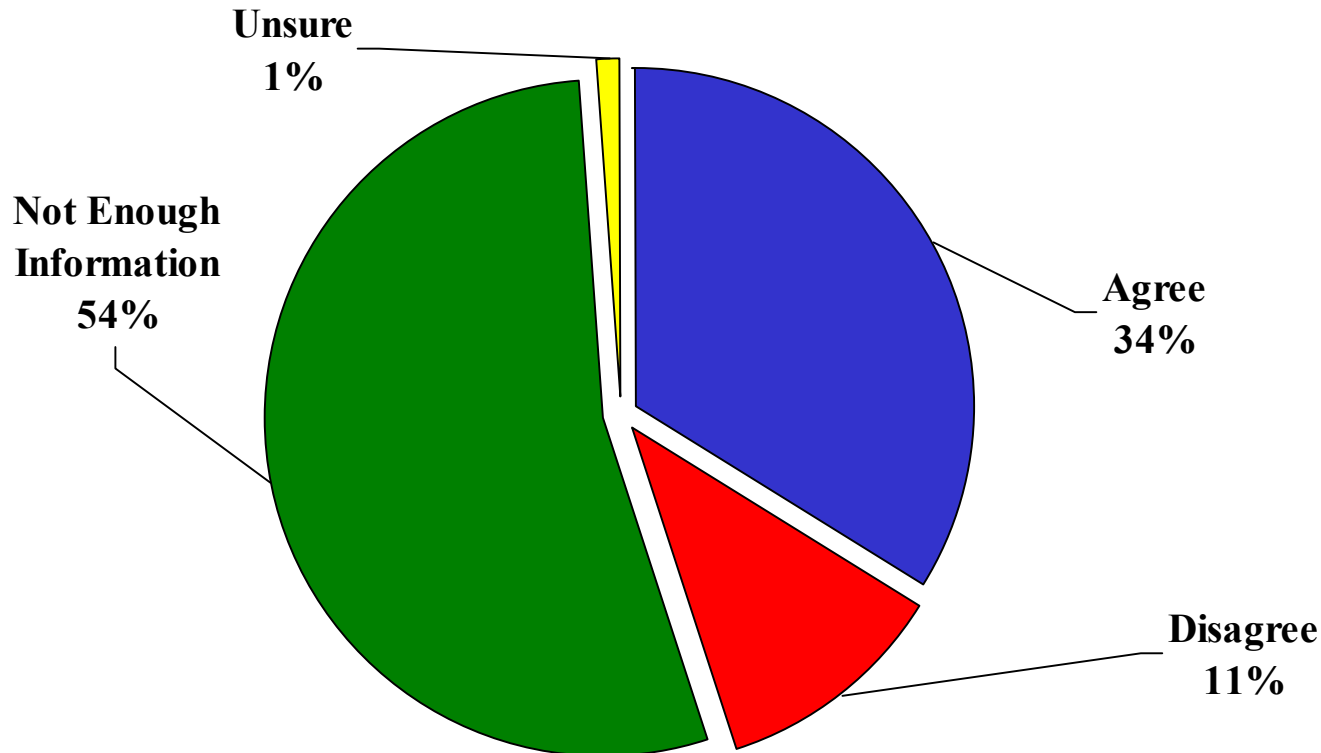


*Among District Parents*

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**Do you agree or disagree with people who say that renovated or new elementary and junior high school buildings are needed because the current buildings are becoming too expensive to maintain, or do you not have enough information to have an opinion about this?**

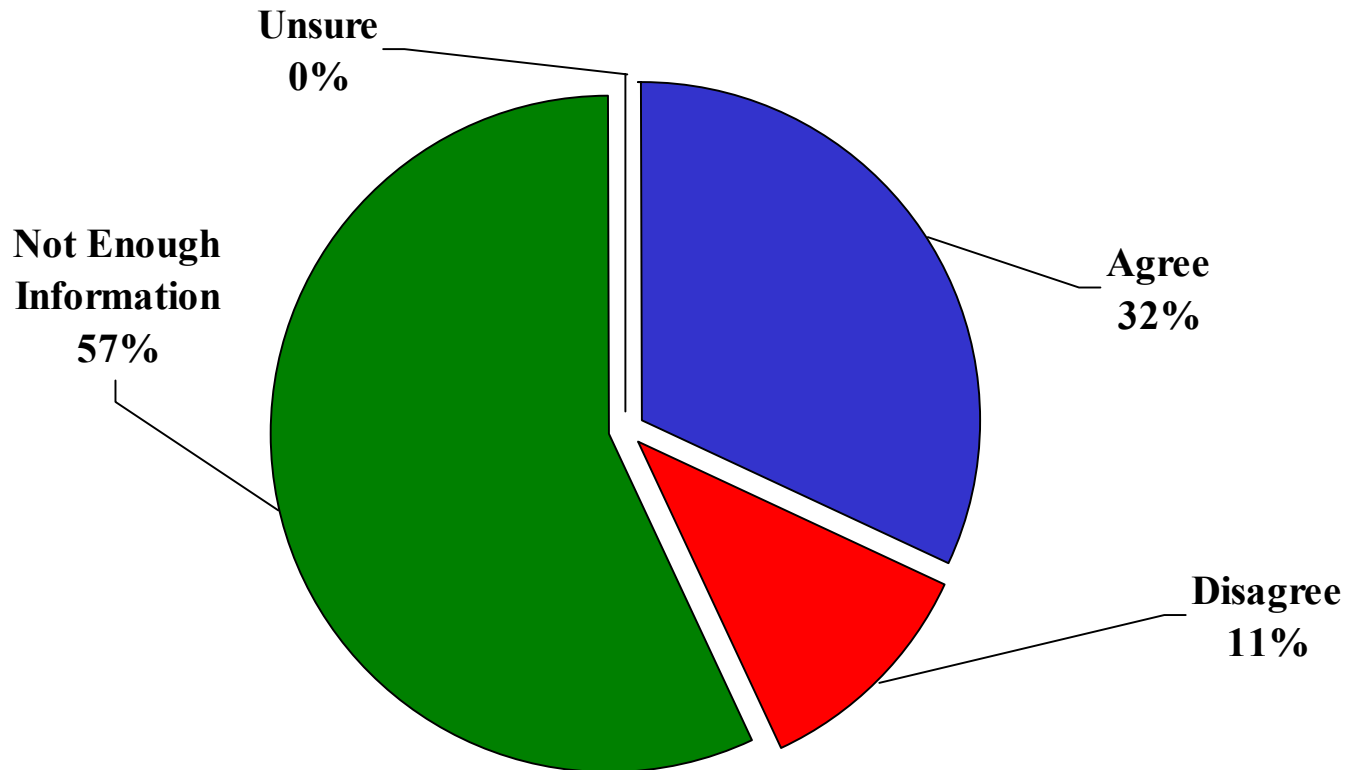


*Among All Respondents*

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*Among District Parents*

[www.FallonResearch.com](http://www.FallonResearch.com)



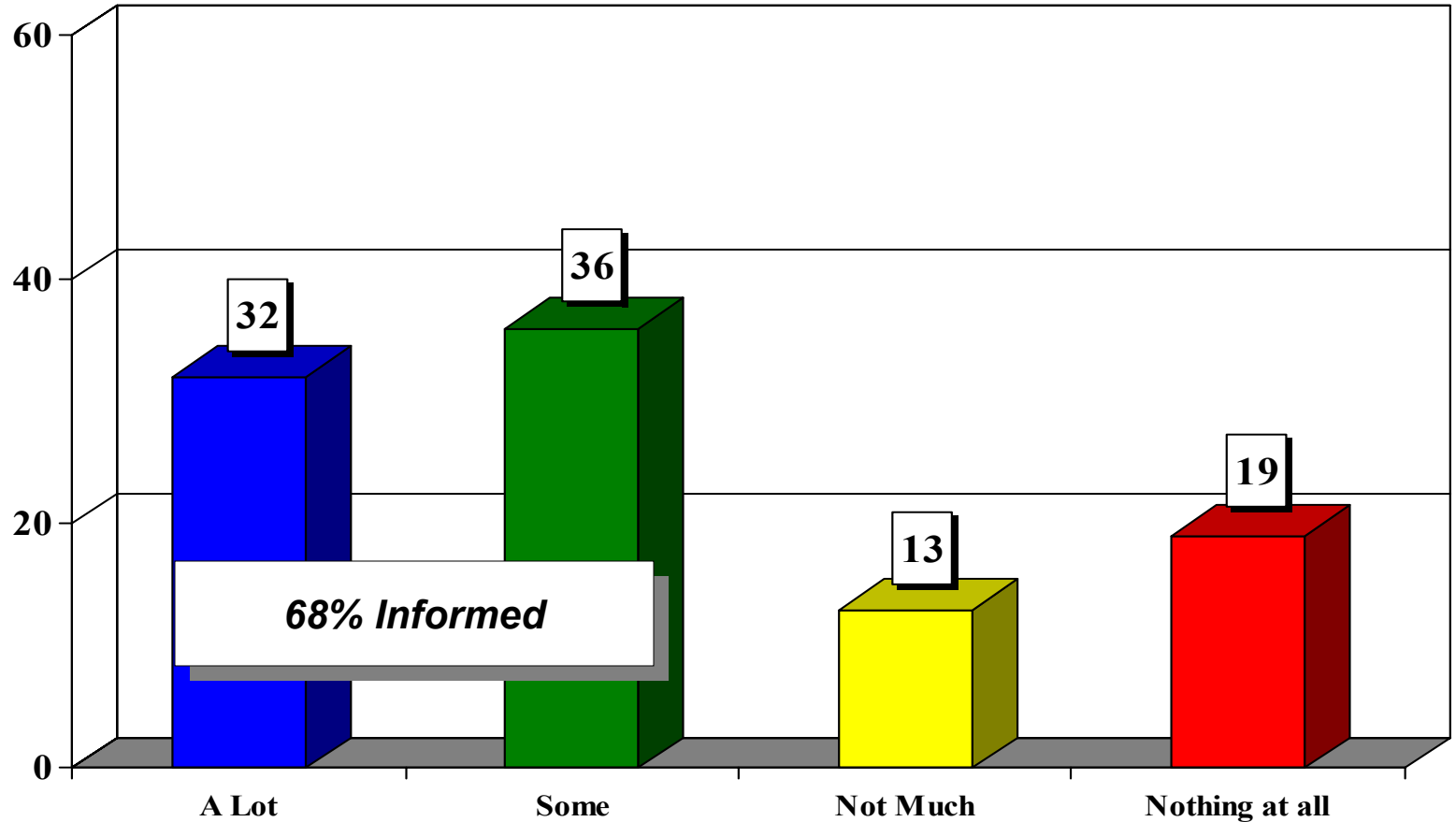


# NEW FACILITY PLANS

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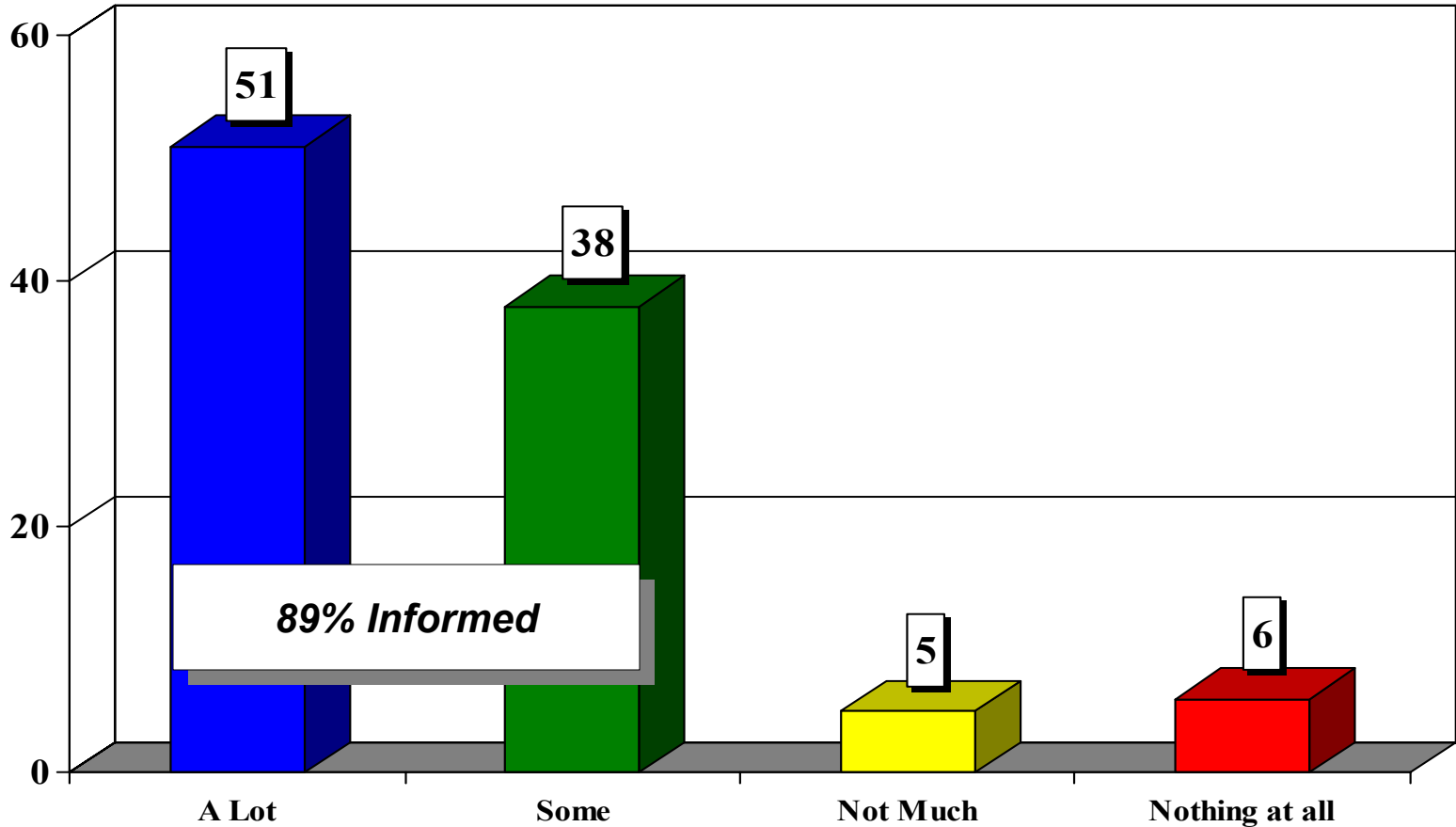


**As you may or may not know, the Mariemont City School District is considering some possible options for renovating or building new school buildings for its elementary schools and junior high school. How much information have you heard or read about this?**



*Among All Respondents*

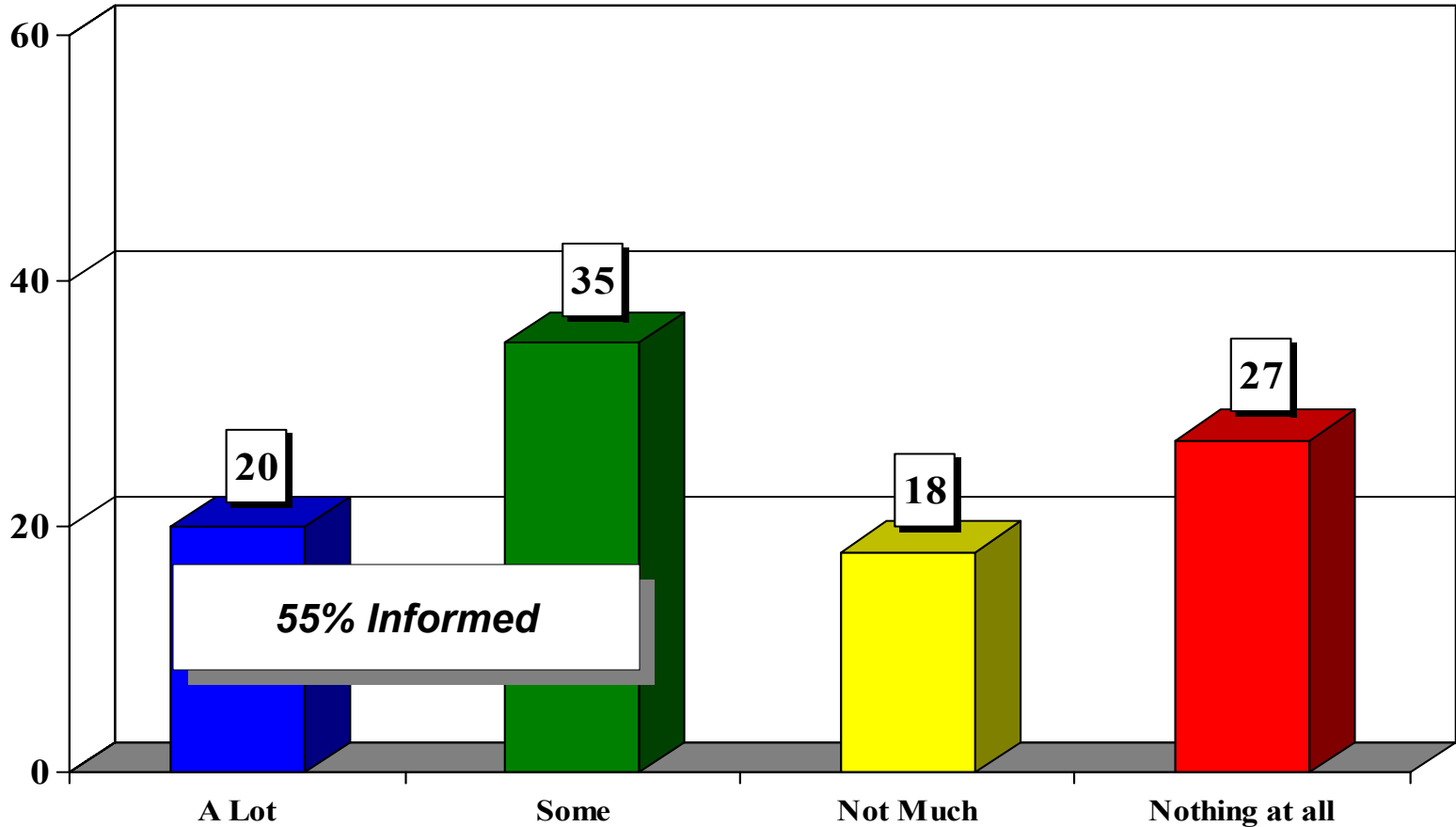
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*Among District Parents*



**As you may or may not know, the Mariemont City School District is considering some possible options for renovating or building new school buildings for its elementary schools and junior high school. How much information have you heard or read about this?**



*Among Non-Parents*



# Where have you gotten most of your information about the Mariemont City School District's options for renovating or building new school buildings for its elementary schools and junior high school?

**24%** Reading the weekly local newspaper

21% Reading school literature and publications

18% Visiting the school district's web site

12% Community meetings

9% Talking with parents of kids who attend the schools

7% Reading the daily Cincinnati Enquirer

8% Other ways

*Among All Respondents*

*n=244*

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RESEARCH  
& COMMUNICATIONS, INC.

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# Where have you gotten most of your information about the Mariemont City School District's options for renovating or building new school buildings for its elementary schools and junior high school?

**12% Reading the weekly local newspaper**

23% Reading school literature and publications

29% Visiting the school district's web site

17% Community meetings

6% Talking with parents of kids who attend the schools

2% Reading the daily Cincinnati Enquirer

10% Other ways

*Among District Parents*

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& COMMUNICATIONS, INC.

*n=117*

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# Where have you gotten most of your information about the Mariemont City School District's options for renovating or building new school buildings for its elementary schools and junior high school?

**12% Reading the weekly local newspaper (-12%)**

23% Reading school literature and publications (+2%)

29% Visiting the school district's web site (+11%)

17% Community meetings (+5%)

6% Talking with parents of kids who attend the schools (-3%)

2% Reading the daily Cincinnati Enquirer (-5%)

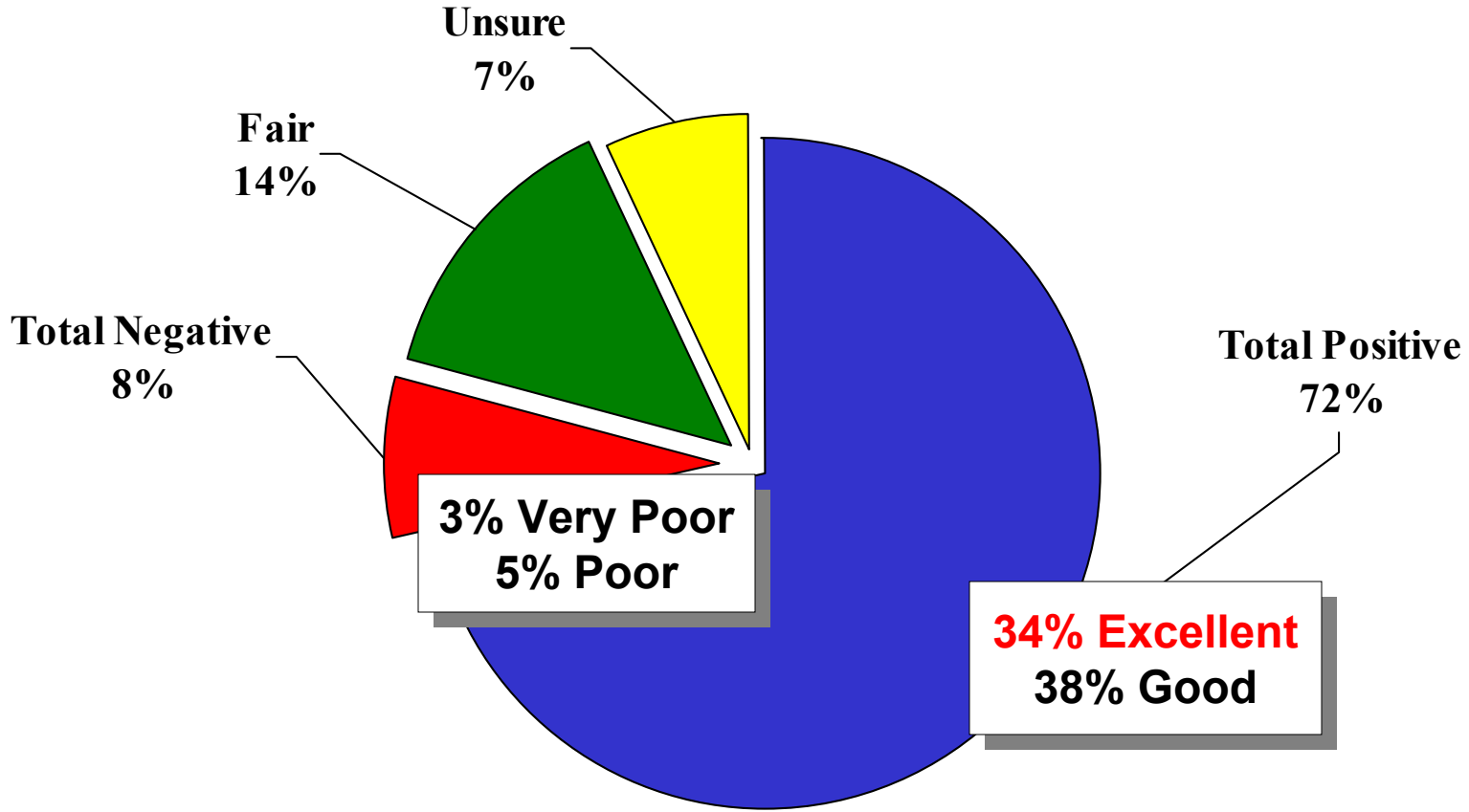
10% Other ways (+2%)

*Among District Parents*

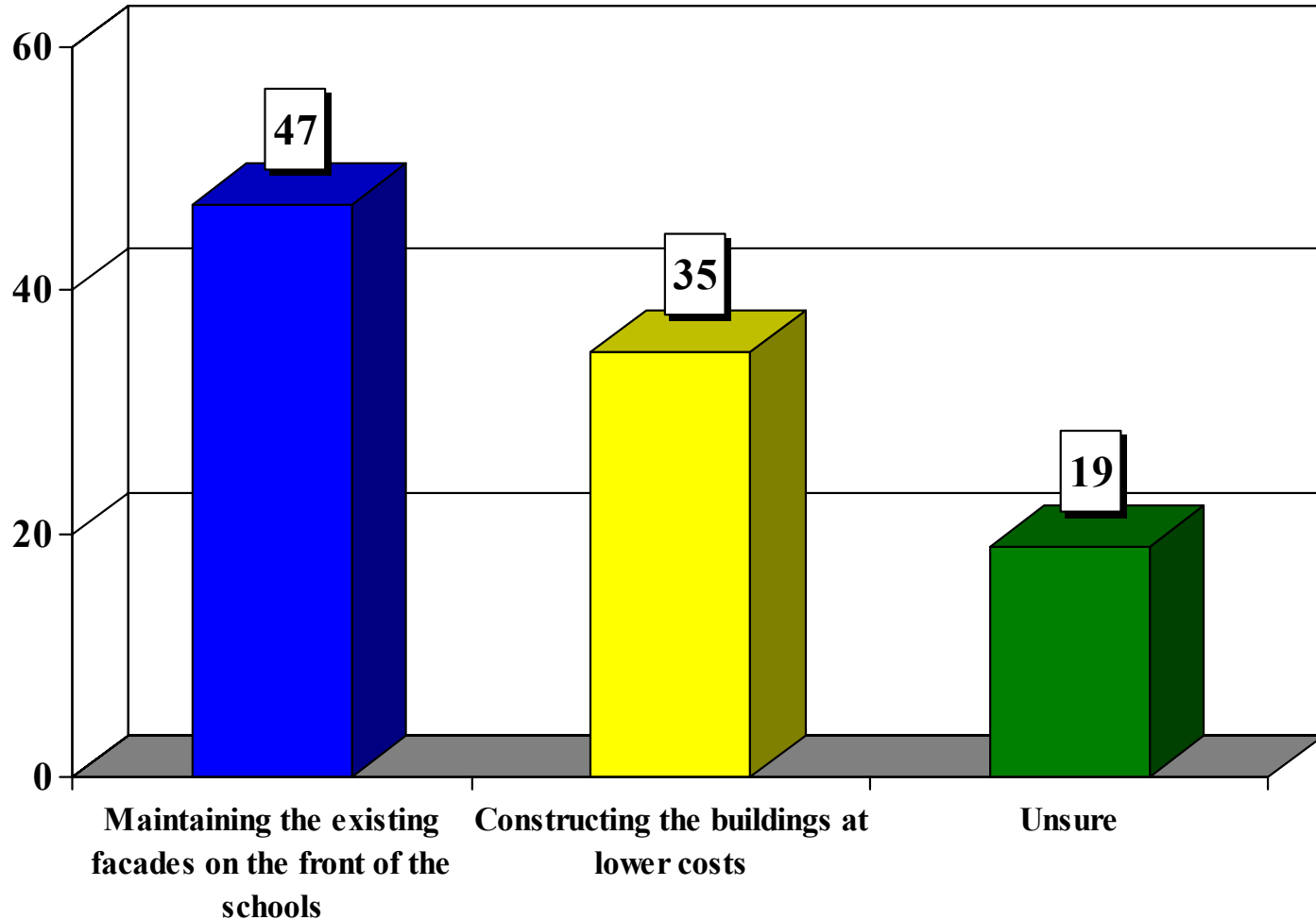


*n=117*

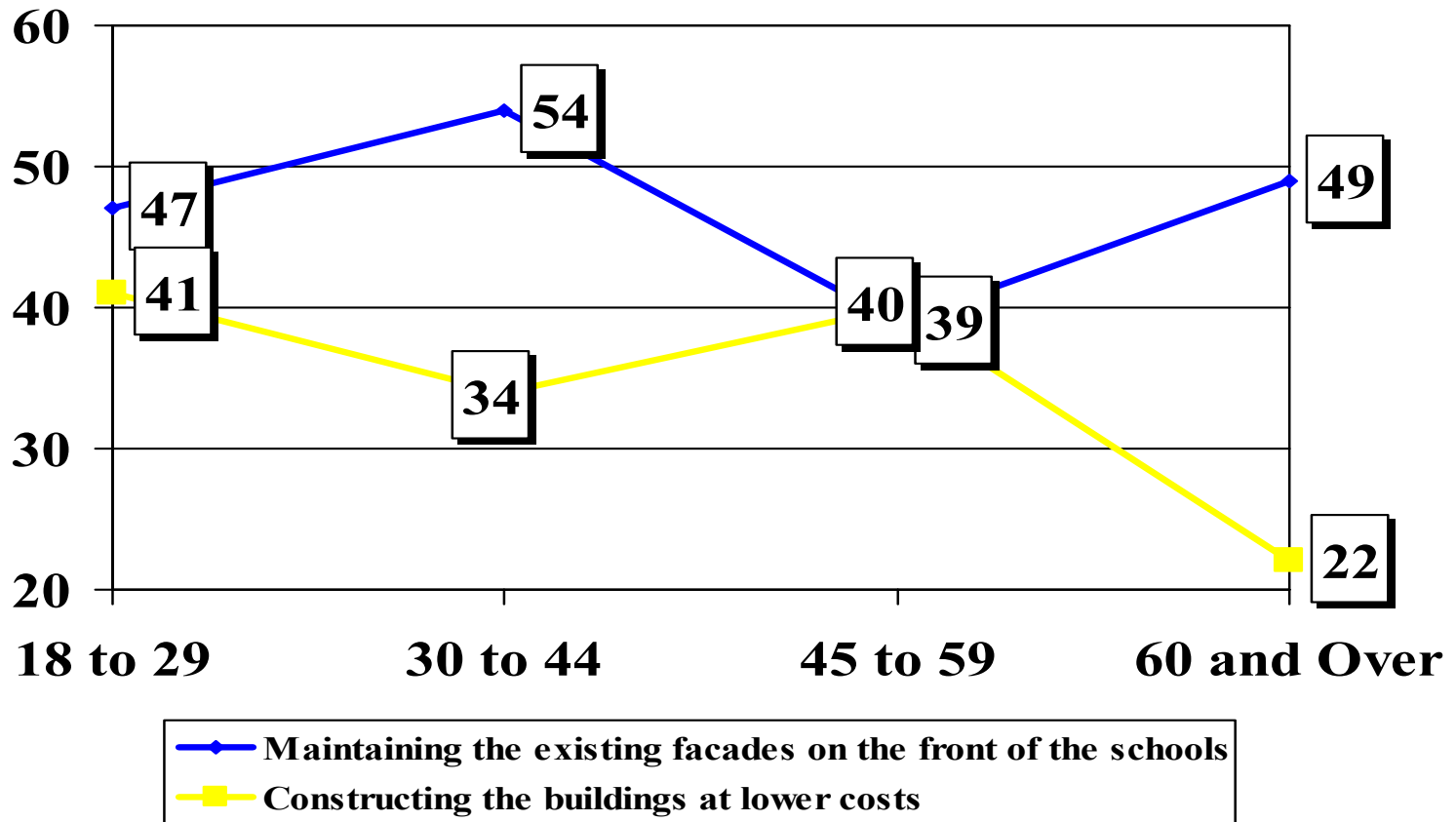
# How would you rate the job that the Mariemont City School District has done seeking input from the public about possible options for renovating or building new elementary and junior high school buildings?



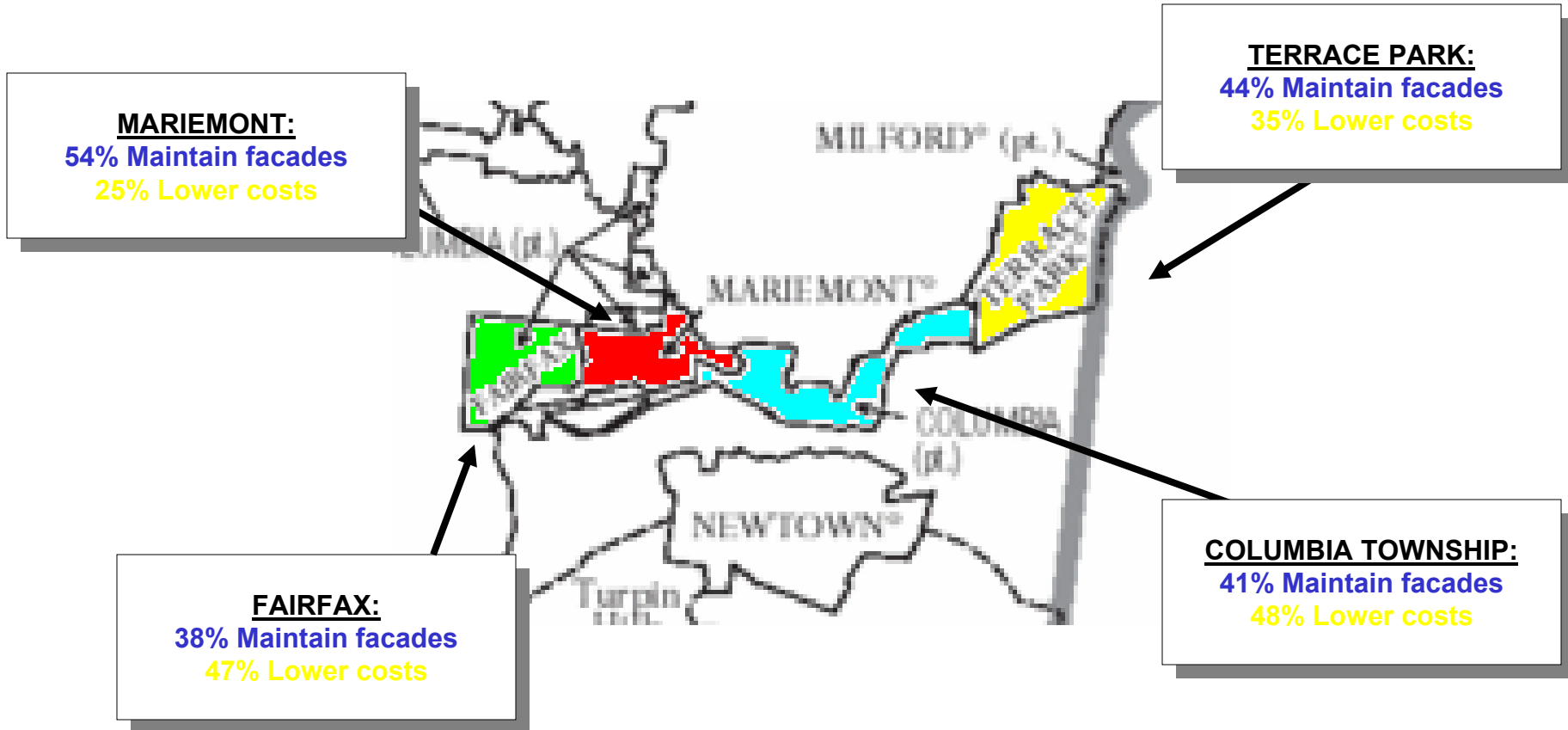
# Which one is more important?



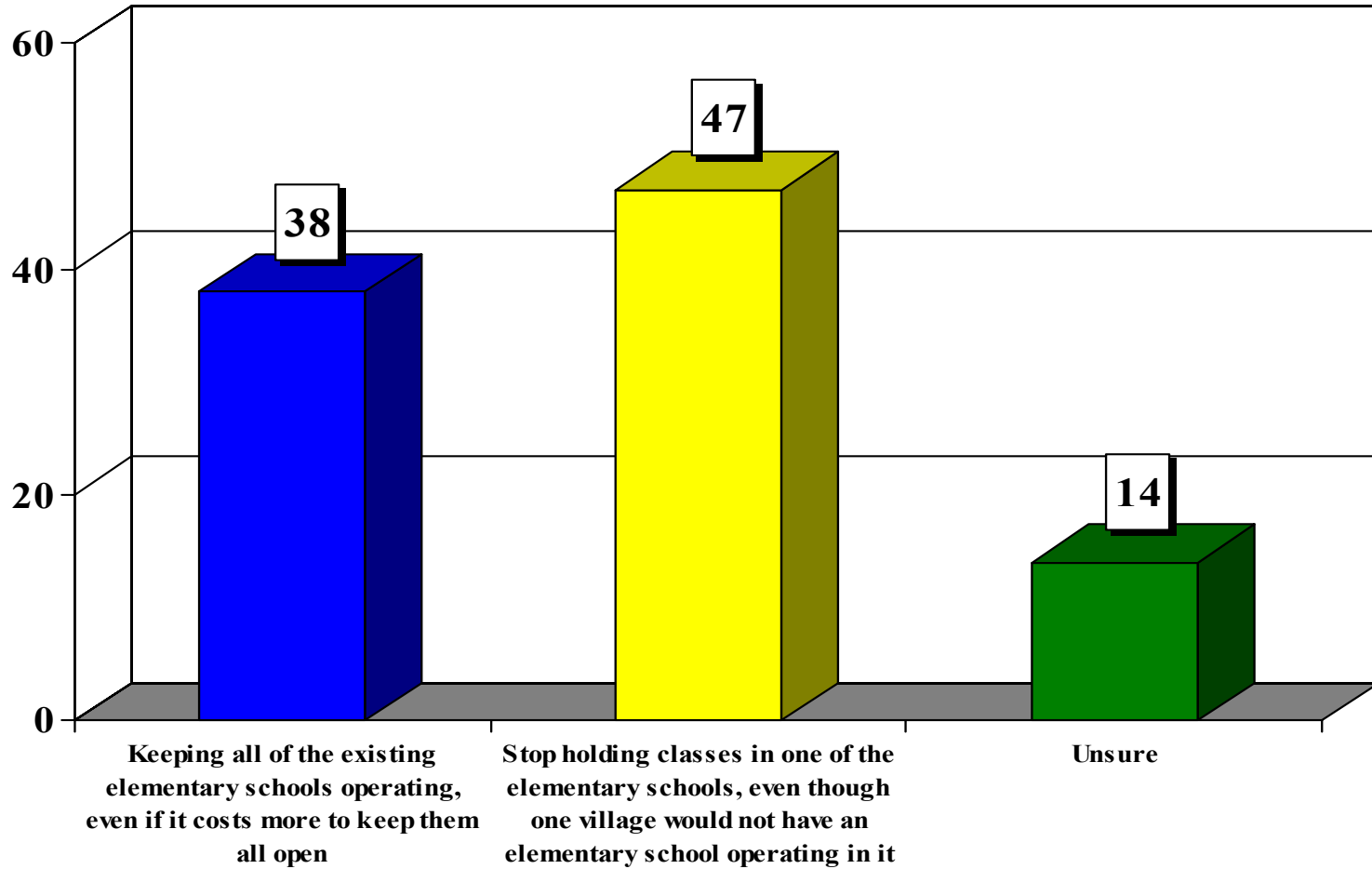
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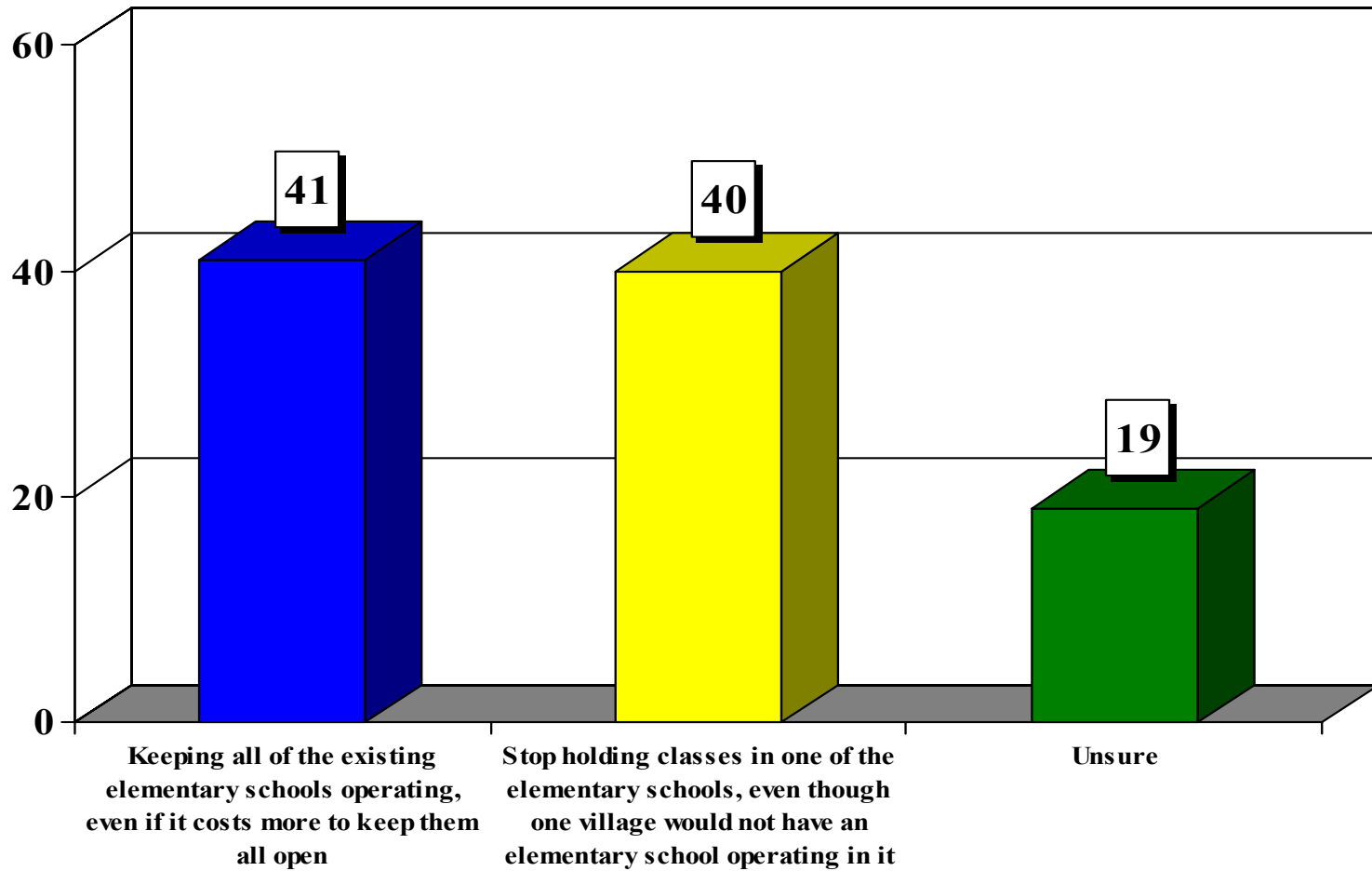
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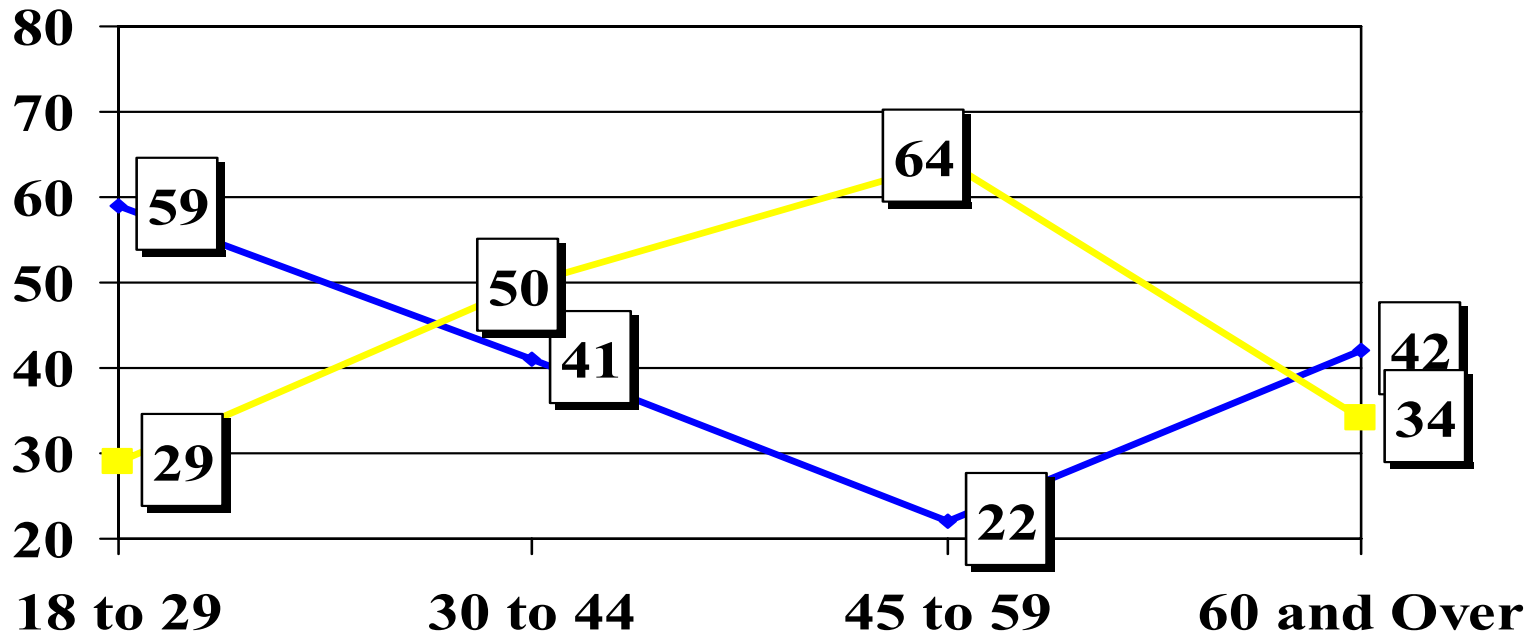


# Which one is more important?



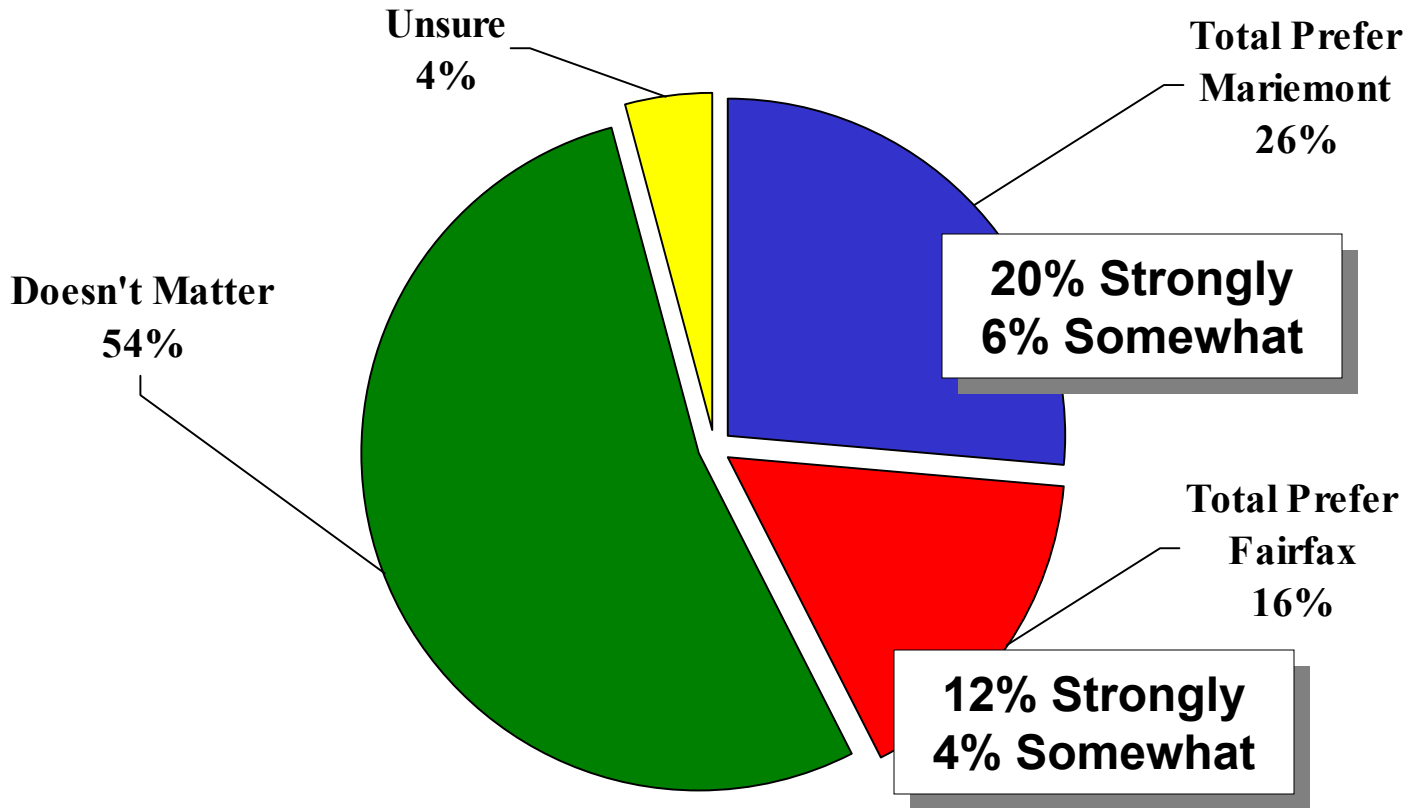
*Among Non-Parents*

## Which one is more important?



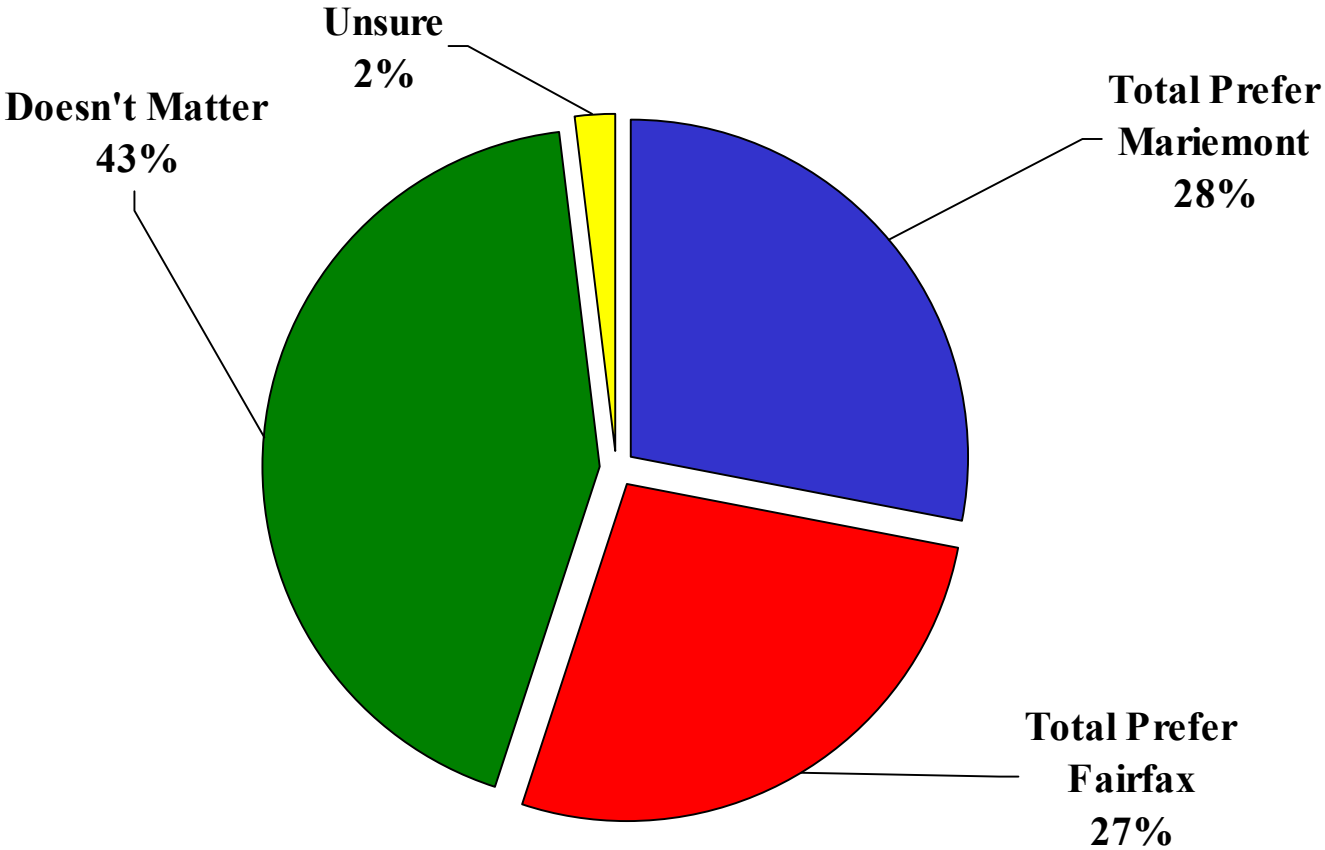
- ◆ Keeping all of the existing elementary schools operating, even if it costs more to keep them all open
- Stop holding classes in one of the elementary schools, even though one village would not have an elementary school operating in it

**Would you prefer that the junior high school be located in Mariemont, even though it means there will be no school building located in Fairfax or the junior high school be located in Fairfax or, does it not matter to you?**



*Among All Respondents*

**Would you prefer that the junior high school be located in Mariemont, even though it means there will be no school building located in Fairfax or the junior high school be located in Fairfax or, does it not matter to you?**



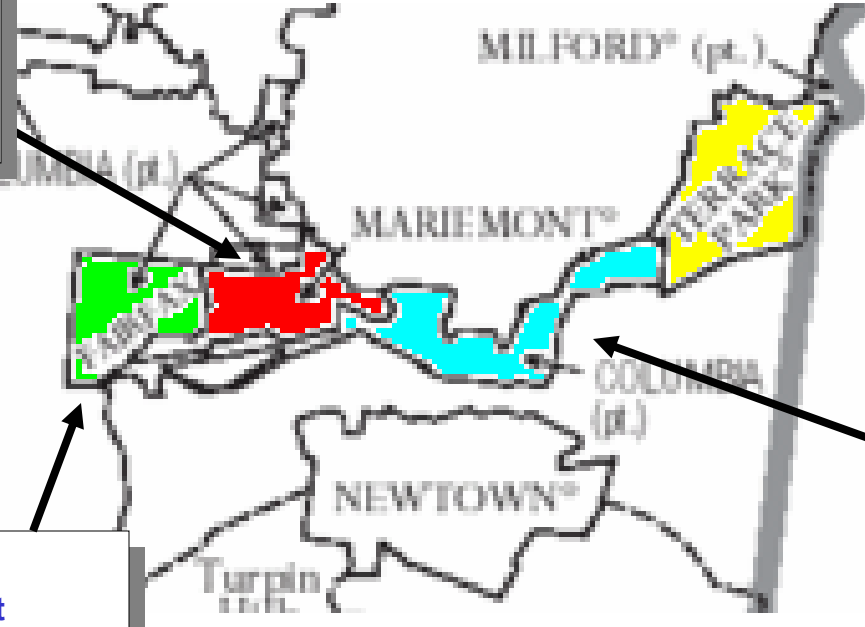
*Among District Parents*



Would you prefer that the junior high school be located in Mariemont, even though it means there will be no school building located in Fairfax or the junior high school be located in Fairfax or, does it not matter to you?

**MARIEMONT:**  
35% Mariemont  
16% Fairfax  
45% Does not matter

**TERRACE PARK:**  
30% Mariemont  
10% Fairfax  
55% Does not matter



**FAIRFAX:**  
3% Mariemont  
28% Fairfax  
62% Does not matter

**COLUMBIA TOWNSHIP:**  
26% Mariemont  
11% Fairfax  
63% Does not matter





# CONCLUSION

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# Key Findings Recap

- Voters and parents continue to express high levels of confidence in the work being done by the School District, and are particularly effusive about the quality of education provided to students
- District leaders and teachers received high performance ratings, which suggest that they can be important and influential voices in the discussion about school facility needs and other vital education matters
- The high levels of awareness indicate that the District has been very successful in its efforts to engage the public about its proposed plans for new facilities. Despite this, opinions about the current conditions of the junior high and elementary school buildings seem to vary greatly
- While a narrow majority of voters and parents believe that improved school facilities will bolster the community's image and reputation, they do not seem to feel that the current buildings are detractions. This suggests that they may not believe that there are consequences for failing to take action, and it may presage some difficulty in garnering support of voters for approval of a public financing request
- Although they have an affinity for the signature features and characteristics of the buildings that appear to be important community symbols, voters also exhibited some wariness about costs, which could make decisions about building designs polarizing, especially if the economy continues to falter
- While preferences differ geographically, most community members, and a plurality of parents are indifferent about where the junior high school should be located, but are somewhat inclined to favor austerity measures over the prospect of higher costs incurred from holding classes in every part of the district



**QUESTIONS?**

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