

HOW OHIOANS VIEW THE SCHOOL DISTRICT STATE REPORT CARD



VOTER & PUBLIC SCHOOL PARENT OPINION SURVEY RESULTS *February-March, 2016*

www.FallonResearch.com
All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHomnibusSurvey

This survey research data was gathered through telephone interviews that specially-trained interviewers conducted with 801 randomly-selected registered voters in the State of Ohio with histories of voting in recent even-year November general elections, who had valid residential, VOIP or cellular telephone numbers. The interviews were performed during the period of February 29, 2016 through March 2, 2016. The overall estimated margin of sampling error is +/- 3.46%, based on a confidence level of 95%, although it varies for each individual question. This means that if this survey was repeated, 95 times out of 100 the results would be within plus or minus 3.46% of those provided herein.

Adjustments were made to weight the results toward demographic and geographic characteristics of the state's electorate, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this opinion survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias. Unless otherwise noted, only statistically-significant differences that were outside the confidence interval for the overall estimated margin of sampling error have been reported in this report of key findings. Due to rounding, not all results may add up to 100%.

Methods

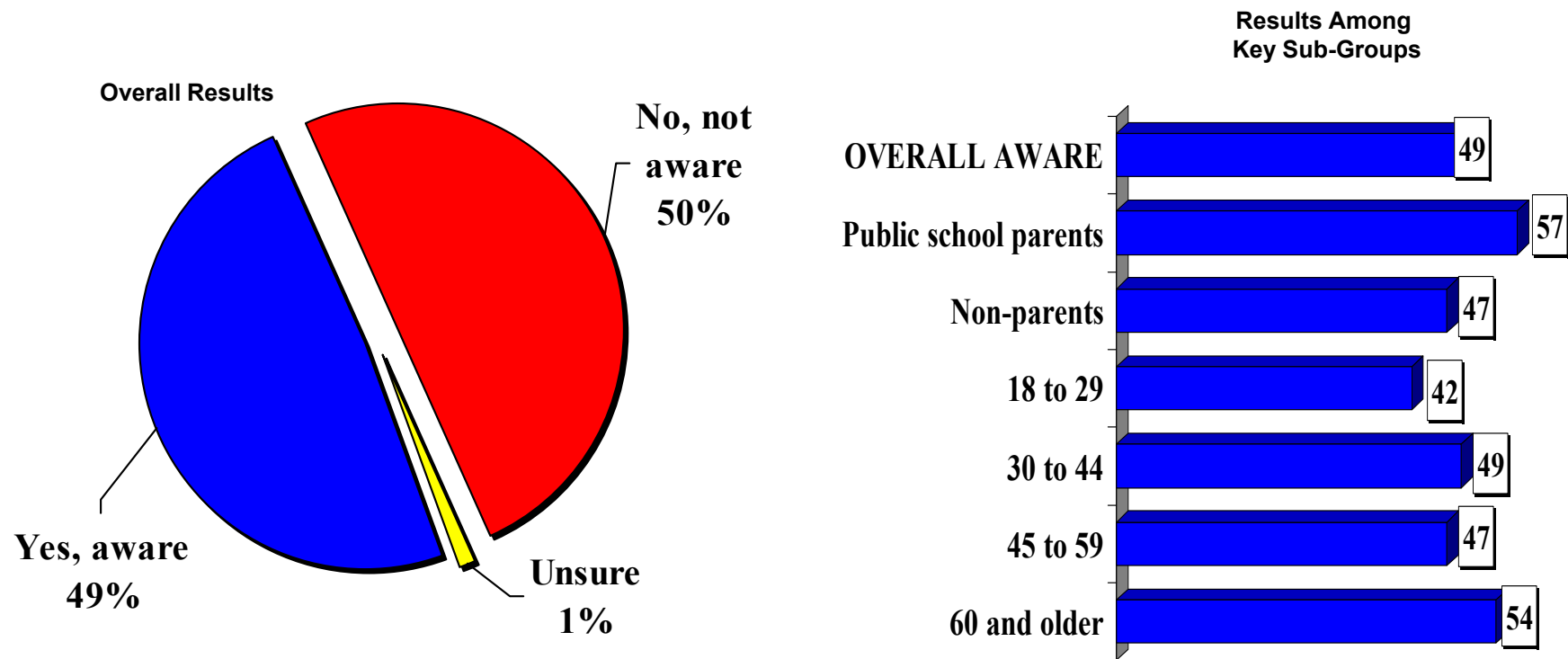
www.FallonResearch.com

All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHomnibusSurvey

Less than half of the public was aware of the recent release of the state report cards, and awareness was even quite modest among school parents, so many Ohioans may not be attuned to the matter



Looking at a recent news topic, were you aware that last week the State of Ohio released the state report cards for Ohio's public school districts?

Narrow Majority Not Aware

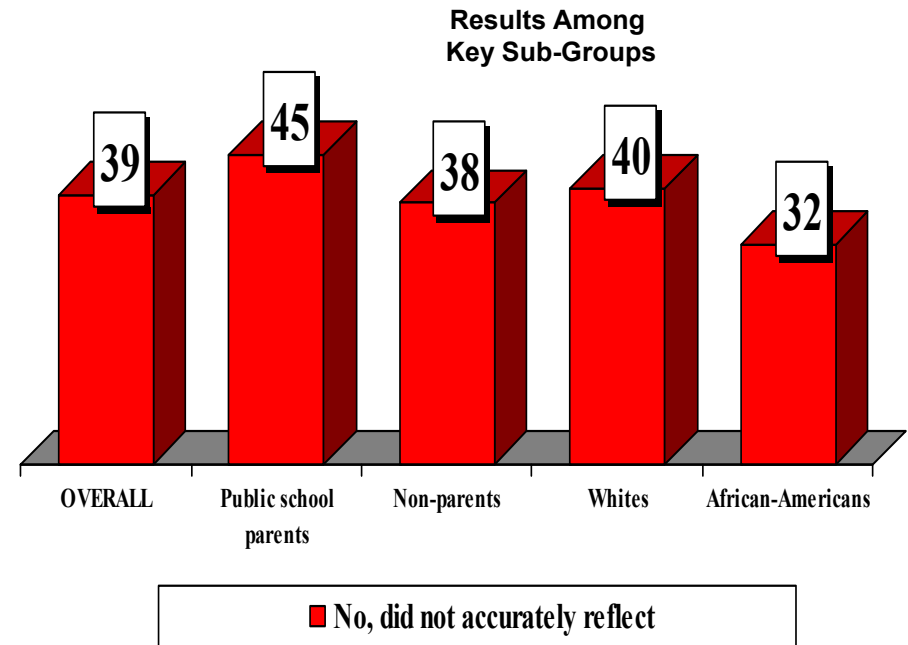
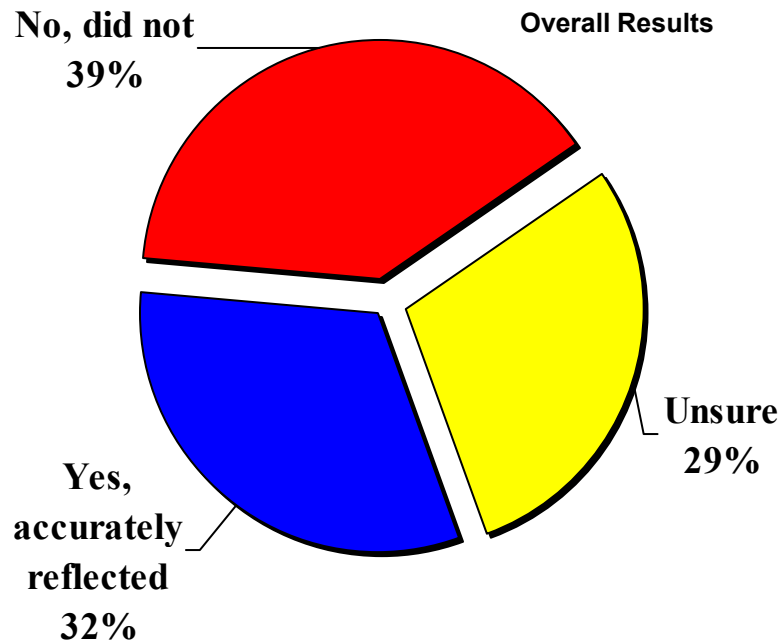
www.FallonResearch.com

All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHomnibusSurvey

There is no clear consensus about the accuracy of the state report card results, but it is evident that many Ohioans and school parents have misgivings about the accuracy of the information



Do you think that the state report card grades accurately reflected the quality of education provided by the public school district that serves your community?

* This question was asked to a subsample of 395 respondents (+/- 4.61%), based on qualifying answers given in the preceding question, in order to ensure it was only asked of those who were aware of the release of the state report card grades

Most Question or Doubt Accuracy*

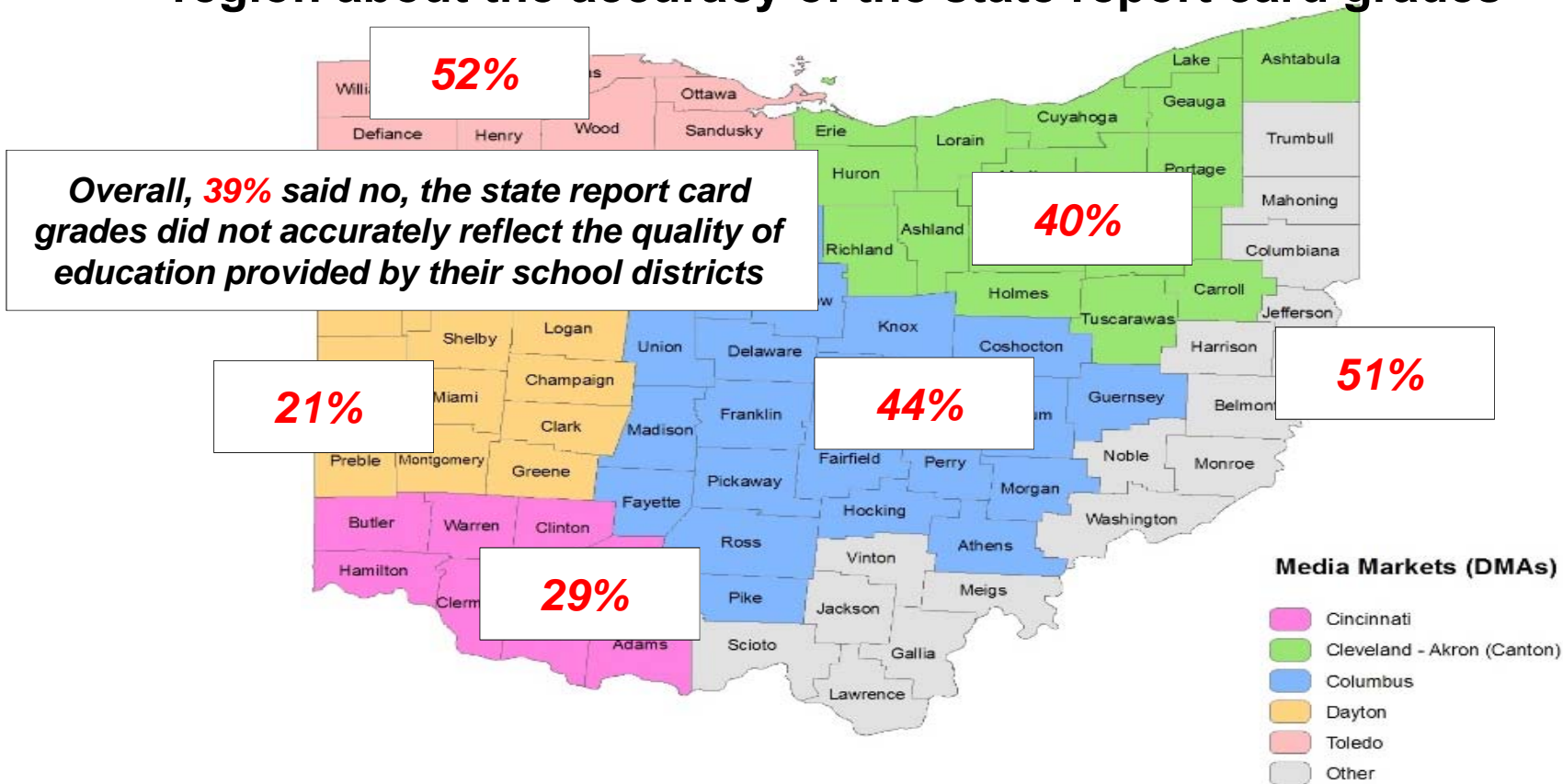
www.FallonResearch.com

All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHomnibusSurvey

Curiously, there were some rather pronounced differences by region about the accuracy of the state report card grades



Do you think that the state report card grades accurately reflected the quality of education provided by the public school district that serves your community?

* This question was asked to a subsample of 395 respondents (+/- 4.61%), based on qualifying answers given in the preceding question, in order to ensure it was only asked of those who were aware of the release of the state report card grades

Not Accurate by Media Market/DMA

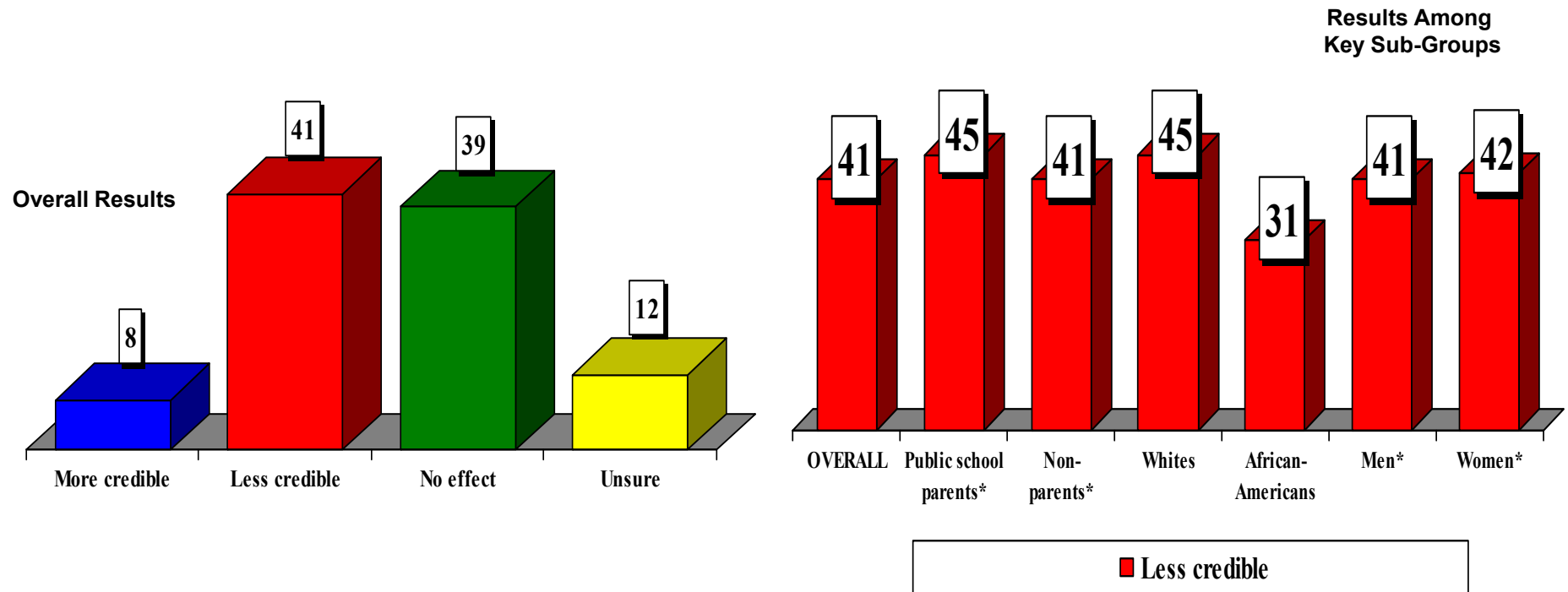
www.FallonResearch.com

All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHomnibusSurvey

A sizeable portion of Ohioans would view the state report card grades less credibly if they learned that parents can have their children opt out of the tests, and the sentiment is a largely consistent one, with the exception of differences by race



Does the fact that parents can choose for their children to forgo the tests used for the state report card grades, so not all students take them, make the results more credible, less credible or does it have no effect on your view of the state report card?

Plurality Say Less Credible

* Differences are not statistically significant

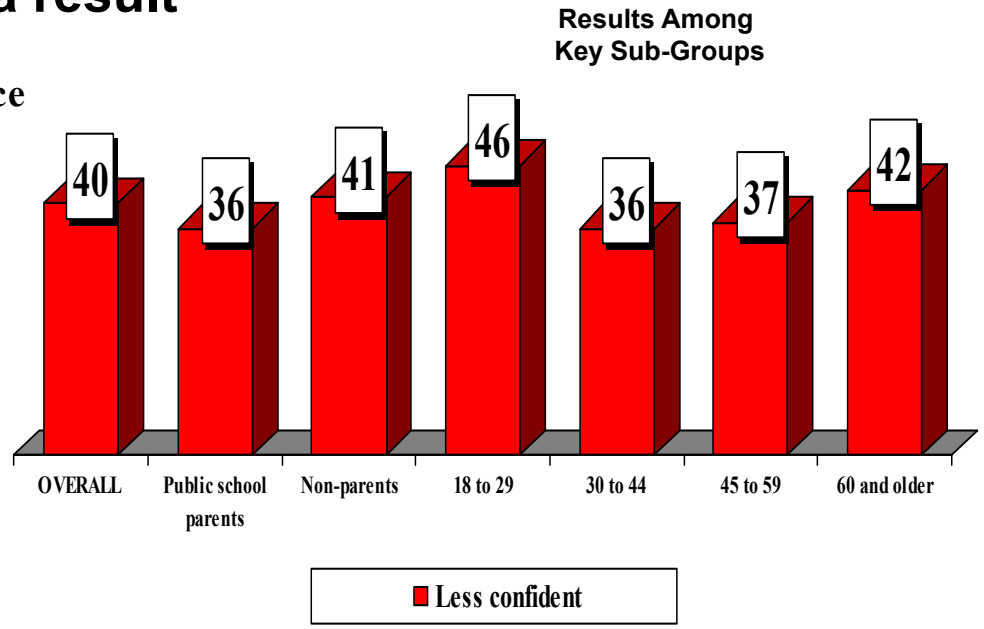
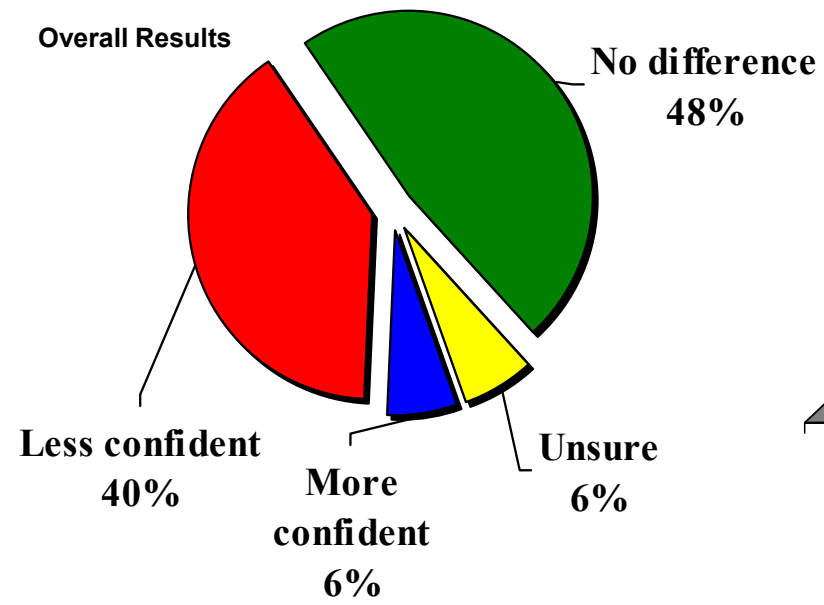
www.FallonResearch.com

All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHomnibusSurvey

Although a plurality say they would be unfazed by grades that were lower than expected, there is still a notable portion of Ohioans who indicated that their confidence in their schools might be undermined as a result



Supposing for moment that the public school district that serves your community received lower grades on the state report card than you expected, would it generally make you more or less confident about the quality of education provided by the public school district that serves your community, or would it make no difference in your view of your school district?

Plurality Say No Difference

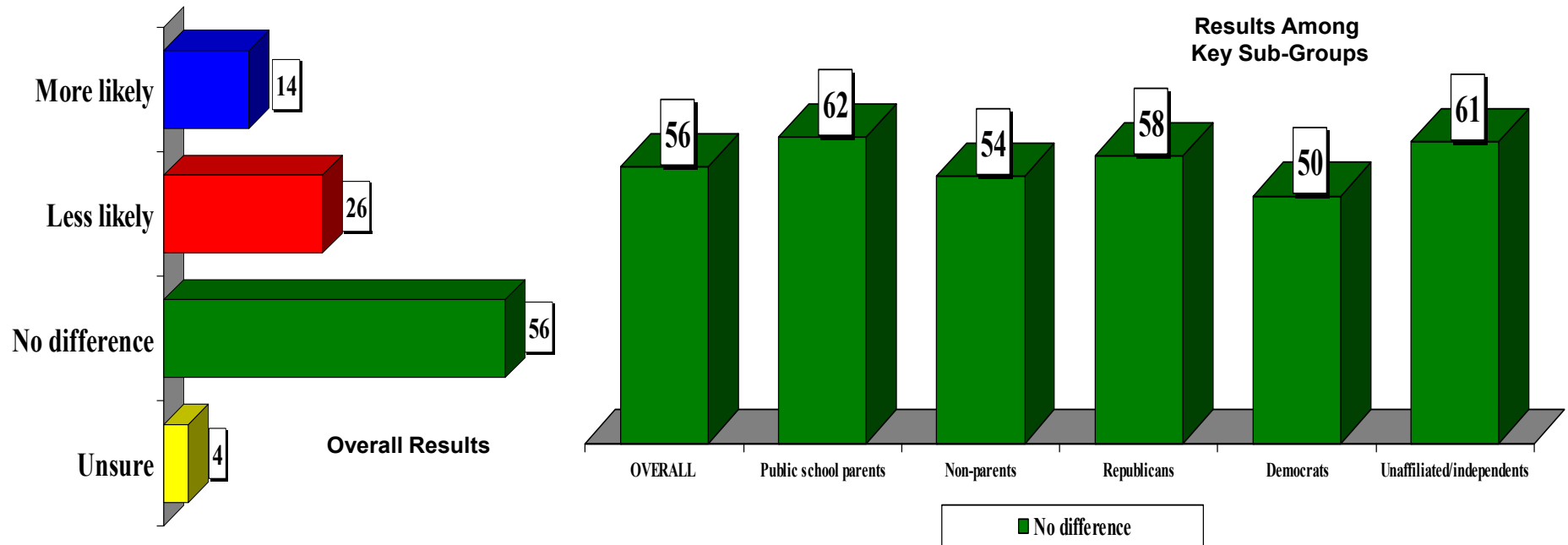
www.FallonResearch.com

All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHomnibusSurvey

It appears that poor marks on the state report cards may have little impact on voting decisions about levies, as most Ohians – regardless of party – say that low grades would not affect how they vote



Supposing for a moment that the public school district that serves your community received lower grades on the state report card than you expected, would it generally make you more or less likely to support a tax levy for school funding in your community or would it make no difference in your decision?

Majority Would be Unmoved

www.FallonResearch.com

All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHomnibusSurvey

- The modest level of awareness about the release of the most recent iteration of the state report cards means that those districts that performed well will need to loudly tout their results, in order to call the public's attention to them
- The lack of robust confidence in the accuracy of the results indicates that there may be few school districts whose standings in their respective communities will be profoundly affected by the report card grades, regardless of how well or poorly they were rated
- Paradoxically, the data seems to suggest that it is possible that a poor performance may hurt a district's standing in the community more than a good performance can help it
- Although probably not well-known, the fact that not all the students take the tests may create misgivings about how accurately the state report cards can gauge district performance and also could raise questions about the validity of the entire process
- There appears to be little or no political *"price to be paid"* at the ballot box, as performance on the state report card may have little impact on voting decisions on levies, and, frankly, limited awareness indicates that the topic may not warrant a great deal of discussion about it on the campaign trail
- Under-performing districts may be able to bolster support by shifting the focus of public dialog about performance onto other more credible metrics that past surveys and anecdotal results of focus group testing seem to suggest may carry more weight, such as college acceptance and graduation rates

Key Findings & Interpretations

www.FallonResearch.com

All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHomnibusSurvey

These survey questions were not funded or commissioned by any organization, agency or committee, nor was Fallon Research & Communications, Inc. retained by any parties of interest in this matter

Readers are welcome to download this information for their professional or personal use and share it with others who may find it to be beneficial

All rights are reserved by Fallon Research & Communications, Inc., Florida Opinion Research and The Ohio Omnibus Survey™

Information

www.FallonResearch.com

All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHOmnibusSurvey

HOW OHIOANS VIEW THE SCHOOL DISTRICT STATE REPORT CARD



For further information about these survey results, contact Paul Fallon at 614-314-7005 or Paul@FallonResearch.com

www.FallonResearch.com

All Materials and Intellectual Property ©2016 Fallon Research & Communications, Inc.



@FallonResearch
@OHomnibusSurvey