

HILLIARD CITY SCHOOL DISTRICT

Franklin County, Ohio

11/12/2018 – 11/14/2018

N=303, +/- 5.62%

Registered Voters with District Parent Oversampling

(percentages may not add up to 100% due to rounding)



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Q. 1. Generally speaking, would you say that Franklin County is going in the right direction, or has it gotten off onto the wrong track?

- 64.4% Right direction
- 14.4 Wrong track
- 5.3 Mixed/both (volunteered)
- 16 Unsure/no answer

Turning to the schools...

Q. 2. Thinking about the Hilliard 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?

- 73.2% Right direction
- 16 Wrong track
- 2.3 Mixed/both (volunteered)
- 8.5 Unsure/no answer

Thinking more about the school system...

Q. 3. Overall, how would you rate the quality of education being provided by the Hilliard City School District? Would you say it is very good, good, fair, poor or very poor?

84.9% TOTAL POSITIVE RATING

- 48.1 Very good
- 36.8 Good

9.3% Fair

3.1% TOTAL NEGATIVE RATING

- 2.4 Poor
- .7 Very poor

2.8% Unsure/no answer

Turning to a related topic...

Q. 4. Were you aware that in mid-September the State of Ohio released the state report card for Ohio's public school districts?

59% Yes, aware
39.7 No, not aware – skipped next question
1.3 Unsure/no answer – skipped next question

Q. 5. Do you think that the state report card grades accurately reflected the quality of education provided by the Hilliard City School District schools?

n=179

37.5% Yes
39.4 No
23.1 Unsure/no answer

Q. 6. Supposing for a moment that you were making the decision, what overall letter grade would you give to the Hilliard City School District?

35.8% A
40.1 B
12.3 C
2.7 D
.7 F (or E)
8.5 Unsure/no answer

Turning to finances...

Q. 7. In your opinion, how would you rate the job the Hilliard City School District has done spending its money in an effective and responsible manner? Would you say it is very good, good, fair, poor or very poor?

64.7% TOTAL POSITIVE RATING

23.8 Very good
40.9 Good

16.2% Fair

10.1% TOTAL NEGATIVE RATING

6.7 Poor
3.4 Very poor

9% Unsure/no answer

As you may or may not know, the Hilliard City School District may have a levy on the ballot in the year 2020 for operating expenses...

(ROTATED NEXT 2 QUESTIONS)

Q. 8. Supposing the tax levy request was for a 5-mill levy that would be collected for a continuing period of time for operating expenses, would you vote for or against it?

45.7% For
37.6 Against
16.7 Unsure/no answer

Q. 9. Supposing the tax levy request was for a half percent income tax on earned income that would be collected for a continuing period of time for operating expenses, would you vote for or against it?

49.3% For
37.3 Against
13.4 Unsure/no answer

Q. 10. Generally speaking, would you prefer that the tax levy request in 2020 be... (rotated)...an earned income tax, which is charged only on work wages...or...a property tax, which is charged only to property owners?

55.6% Earned income tax
24.2 Property tax
2.2 Mixed/some of both (volunteered)
6.7 Neither (volunteered)
11.2 Unsure/no answer

Q. 11. Prior to this survey, were you aware that renters pay property taxes, which are included in the rent charged by their landlords?

54.7% Yes, aware
42.4 No, not aware
2.9 Unsure/no answer

Now, thinking about news and information...

Q. 12. Overall, how would you rate the job that the Hilliard City School District does communicating with parents and the community? Would you say it is very good, good, fair, poor or very poor?

73.1% TOTAL POSITIVE RATING

37.6 Very good
35.5 Good

14% Fair

6% TOTAL NEGATIVE RATING

4.7 Poor

1.3 Very poor

6.8% Unsure/no answer

Q. 13. Overall, how would you rate the job that the school district has done to listen to people like you, so they feel like stakeholders whose opinions are valued by school leaders? Would you say it is very good, good, fair, poor or very poor?

61.2% TOTAL POSITIVE RATING

21.7 Very good

39.5 Good

16.3% Fair

14.4% TOTAL NEGATIVE RATING

10.4 Poor

4 Very poor

8.1% Unsure/no answer

Q. 14. Generally speaking, how do you currently get most of your information about the Hilliard City School District? Is it by...

(randomly rotated)

6.8% Reading the daily *Columbus Dispatch* newspaper

9.3 Reading the weekly *This Week News* newspaper

1 The Ohio Department of Education's state report card

11.6 Reading school district newsletters mailed to your home

36.3 E-mail or "e-news" messages from the District...or...

5.1 Visiting the school district's website

17.7 All/combination (volunteered)

8.7 Other (recorded – volunteered)

3.4 Unsure/no answer

Q. 15. Generally speaking, how useful would you rate the information that you get from the school district newsletters that are mailed to your home? Would you say very useful, somewhat useful or not useful?

25% Very useful

52.7 Somewhat useful

13.3 Not useful

6.7 Do not receive/recall getting newsletters (volunteered)

2.3 Unsure/no answer

Q. 16. How frequently do you visit the Hilliard City School District's website on the Internet? Is it...

8.5% Very frequently
23.4 Somewhat frequently
27.1 Not very frequently
40.2 Not at all
0 Only on special occasions (volunteered)
.7 Do not use/have Internet access (volunteered)
0 Unsure/no answer

Q. 17. How much news and information about the Hilliard City School District schools do you see or read on social media accounts of friends, parents or others in the community? Would you say that you see or read a lot, some, not very much or nothing at all?

8.4% A lot
30.8 Some
26.8 Not very much
31.1 Nothing – skipped next question
2.9 Unsure/no answer – skipped next question

Q. 18. Generally speaking, was most of the information you saw on social media favorable or unfavorable towards the Hilliard schools?

n=200

75.4% Favorable
5.1 Unfavorable
8.9 Mixed/some of both (volunteered)
2.1 Do not recall (volunteered)
8.5 Unsure/no answer

Finally, I have a few short questions for statistical purposes...

Q. 19. I would like to read you a list of age groups. Please stop me when I get to the one you are in.

40.8% 18 to 44
24.8 45 to 64
33.4 65 and older
1 Unsure/no answer

Q. 20. Which of the following do you consider to be your main race? Is it...

75.2% White
6.7 African-American
4.4 Hispanic or Latino
5.9 Asian or Indian...or...
5.4 Something else

.7 Mixed race (volunteered)
1.7 Unsure/no answer

Q. 21. Do you own or rent your current home?

76.6% Own
22.8 Rent
.3 Other (volunteered)
.3 Unsure/no answer

Q. 22. Do you have any children currently enrolled in a Hilliard City School District public school?

50.3% Yes
49.4 No – skipped next 2 questions
.3 Unsure/no answer – skipped next 2 questions

Q. 23. Do you currently receive information through emails or text messages from the Hilliard City School District through a system known as School Messenger?

n=153
77.4% Yes
18.9 No – skipped next question
3.8 Unsure/no answer – skipped next question

Q. 24. Generally speaking, how useful would you rate the information that you get from the School Messenger system? Would you say very useful, somewhat useful or not useful?

n=118
52% Very useful
40.7 Somewhat useful
4.1 Not useful
3.3 Unsure/no answer

Gender:

47.2% Male
52.8 Female