

WYOMING CITY SCHOOL DISTRICT FACILITIES STUDY

2024 Public Opinion Research Results

March, 2024

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Methods

This opinion research data was gathered through a combination of live telephone interviews and secure SMS/text-to-web surveys conducted with 207 adults 18 years of age or older residing within the Wyoming City School District of Hamilton County, Ohio, who had valid residential, VOIP or cellular telephone numbers.

The interviews and surveys were completed during the period of March 5, 2024 through March 19, 2024.

The overall estimated margin of sampling error is +/- 6.81 percent, based on a confidence level of 95 percent, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 6.81 percent of those provided herein.

Some adjustments were made to weight the results toward estimates of demographic and geographic characteristics of the adult population within the school district, 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.

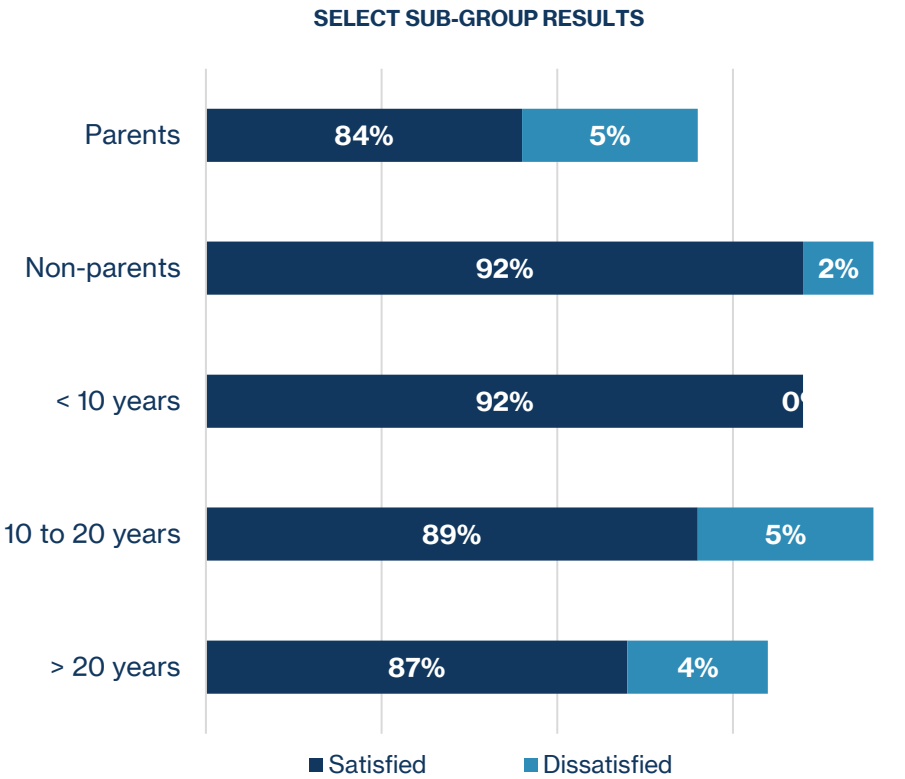
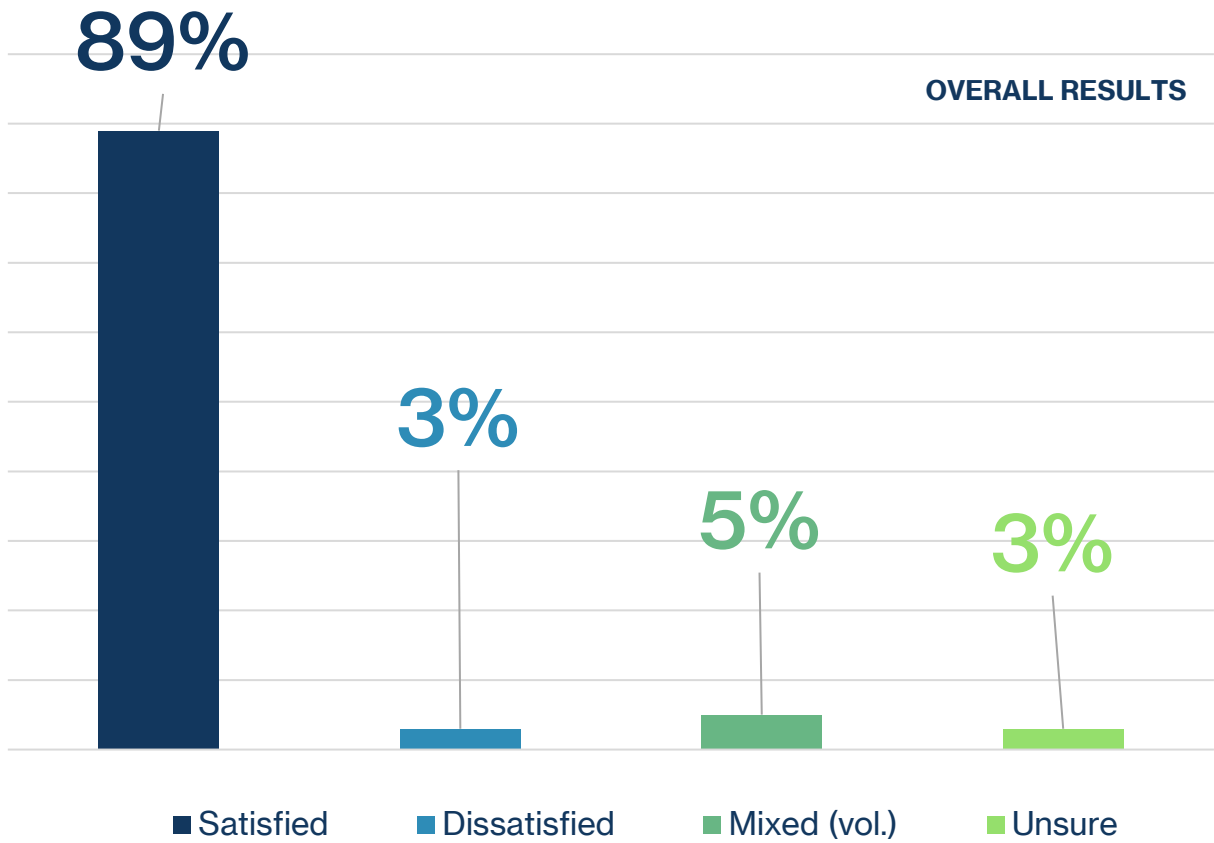
Due to computational rounding, not all results add up to 100 percent.

The results are presented in a different order than the questions were asked.

Wyoming City School District

Opinion Environment

At this time would you generally say that you are satisfied or dissatisfied with the quality of life in the Wyoming area?





Forced Choice Battery Question

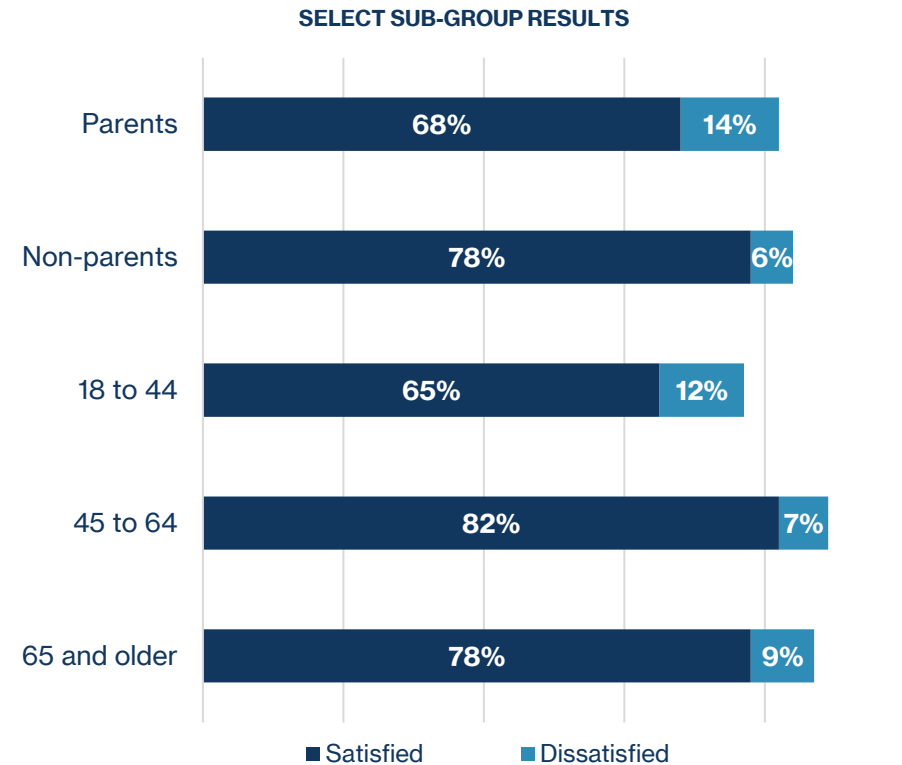
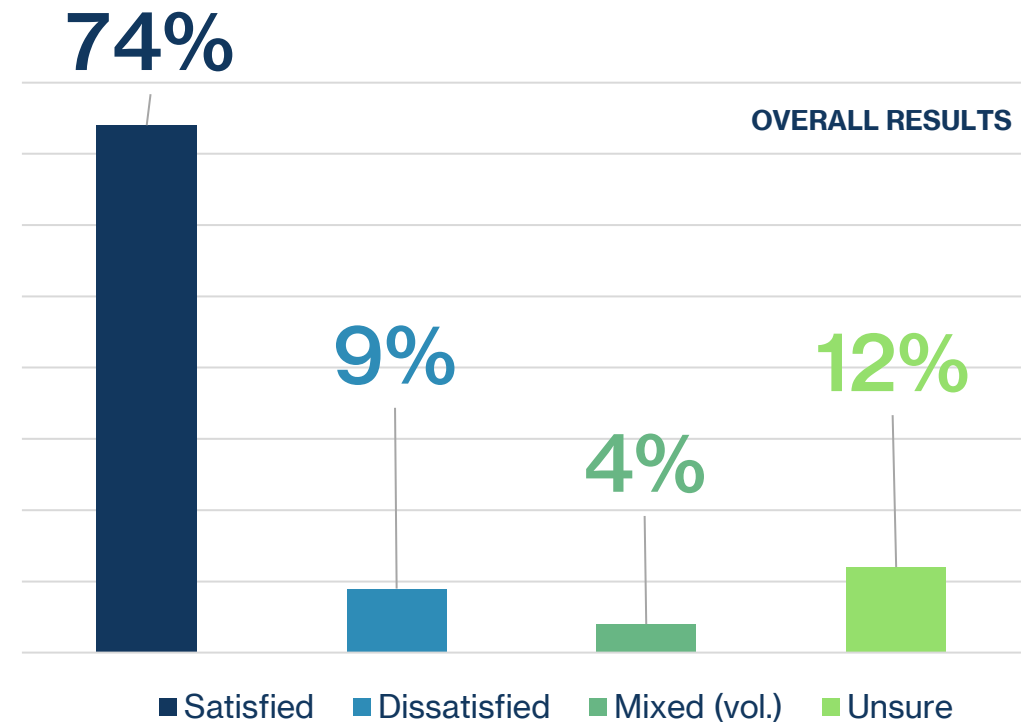
Which of the following is the biggest reason that you moved to, or have stayed in, the area?

- 49% The quality of the schools
- 13% You were born or raised there
- 10% To be near family
- 8% To be near employment
- 1% The low cost of living and housing
- 12% All/combination (volunteered)
- 5% Other (volunteered)
- 3% Unsure

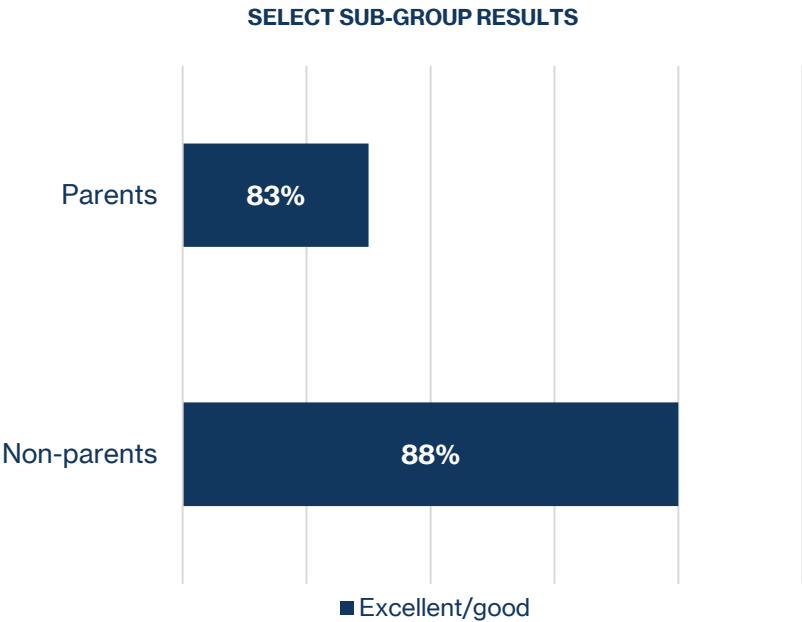
51% Parents
72% Future parents*
68% 45 to 64
59% < 10 years

** Caution should be taken when interpreting results for sub-groups with small sub-sample sizes because of greater random variance due to larger margins of error*

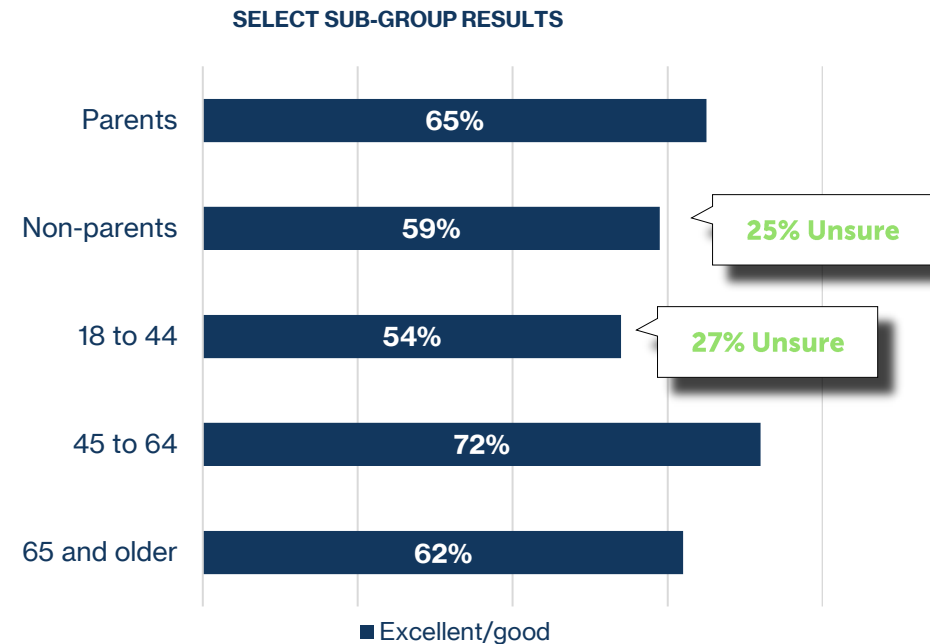
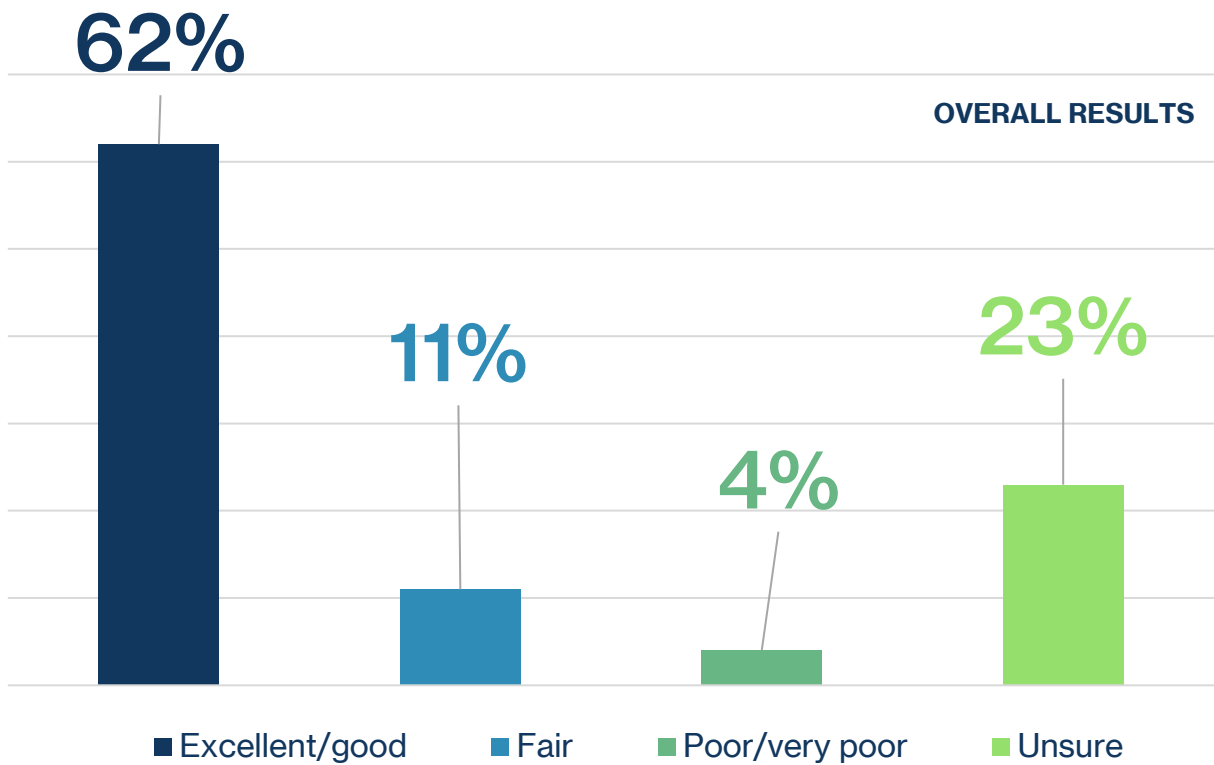
Turning to education, at this time would you generally say that you are satisfied or dissatisfied with the Wyoming City School District that serves your community?



Overall, how would you rate the quality of education being provided by the Wyoming schools?



How would you rate the job the Wyoming City School District does managing its budget and finances?



Wyoming City School District

Communications



How do you get most of your information about the Wyoming City School District schools?

AMONG
ALL:

- 19% Reading school emails and publications
- 15% Social media
- 13% Reading City of Wyoming publications
- 12% Talking with parents and kids who attend the schools
- 5% Visiting the school district website
- 3% Talking with teachers that work at the schools
- 30% All/combination (volunteered)
- 1% Other (volunteered)
- 1% Unsure



Forced Choice Battery Question

How do you get most of your information about the Wyoming City School District schools?

AMONG ALL:	AMONG PARENTS:	
19%	24%	Reading school emails and publications
15%	12%	Social media
13%	3%	Reading City of Wyoming publications
12%	17%	Talking with parents and kids who attend the schools
5%	4%	Visiting the school district website
3%	2%	Talking with teachers that work at the schools
30%	37%	All/combination (volunteered)
1%	1%	Other (volunteered)
1%	1%	Unsure



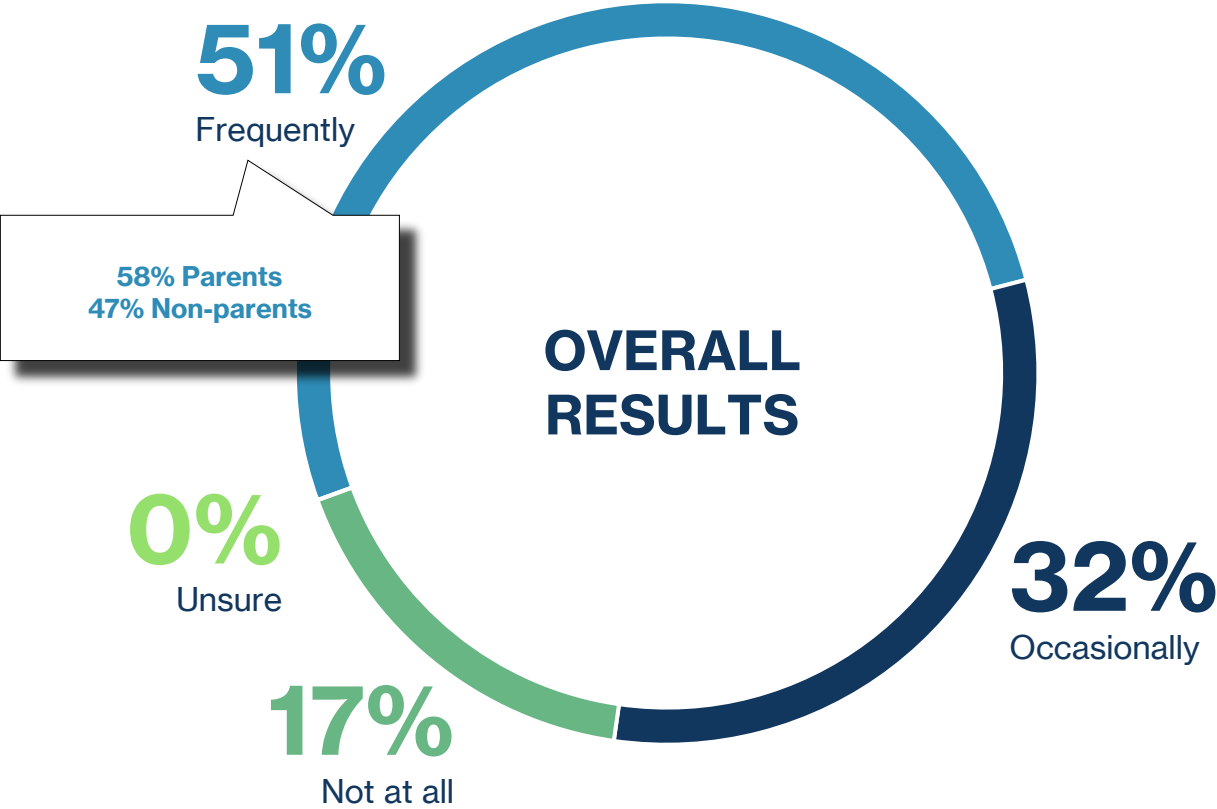
How do you get most of your information about the Wyoming City School District schools?

AMONG ALL:	AMONG PARENTS:	AMONG NON-PARENTS:	
19%	24%	16%	Reading school emails and publications
15%	12%	17%	Social media
13%	3%	19%	Reading City of Wyoming publications
12%	17%	9%	Talking with parents and kids who attend the schools
5%	4%	6%	Visiting the school district website
3%	2%	3%	Talking with teachers that work at the schools
30%	37%	25%	All/combination (volunteered)
1%	1%	2%	Other (volunteered)
1%	1%	2%	Unsure

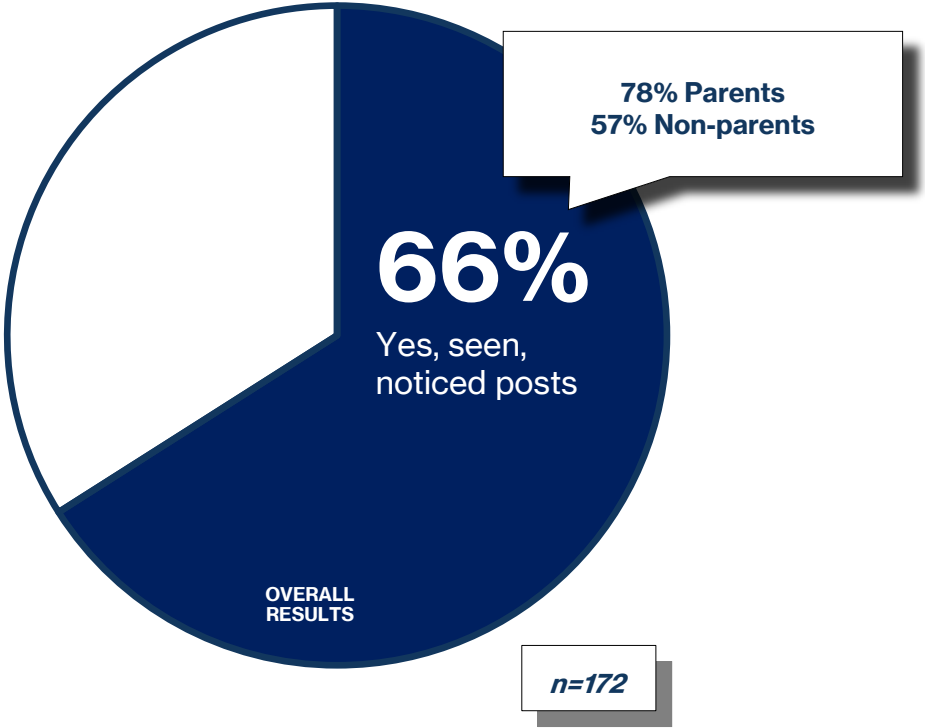


Social Media Usage

How often do you use social media, such as Facebook, Twitter X or Instagram?



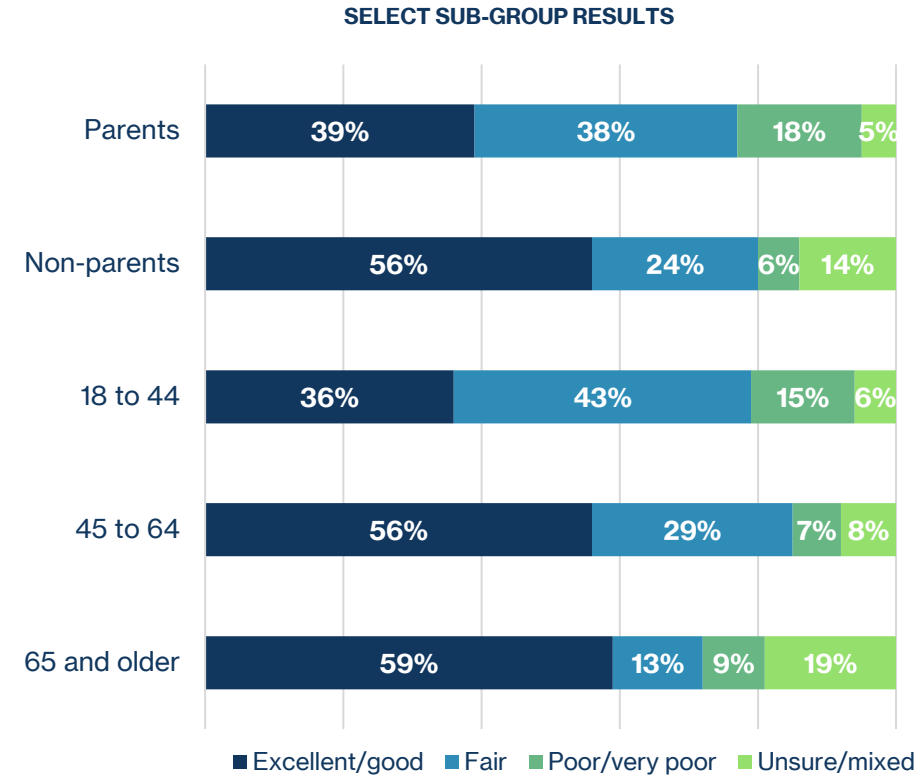
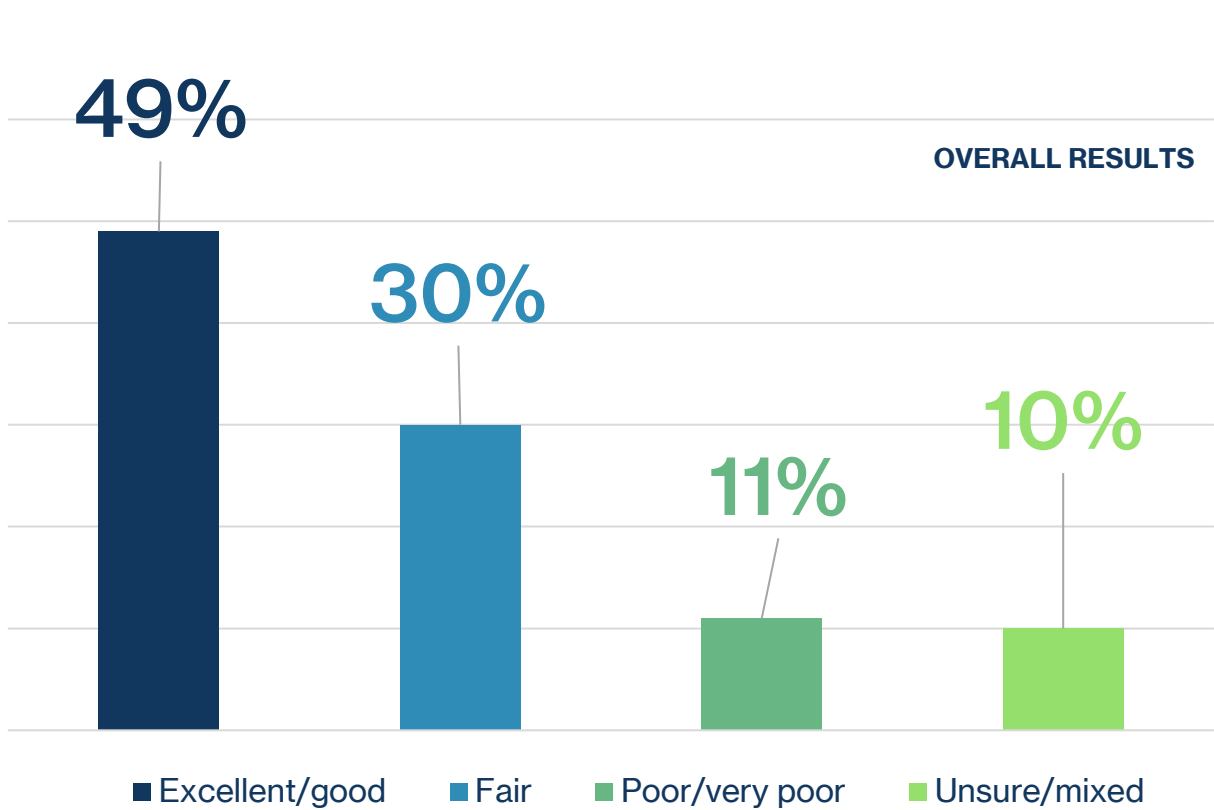
Over the last year, have you seen or noticed any news, information or posts about the Wyoming schools on the social media accounts of friends, parents or others in the community?



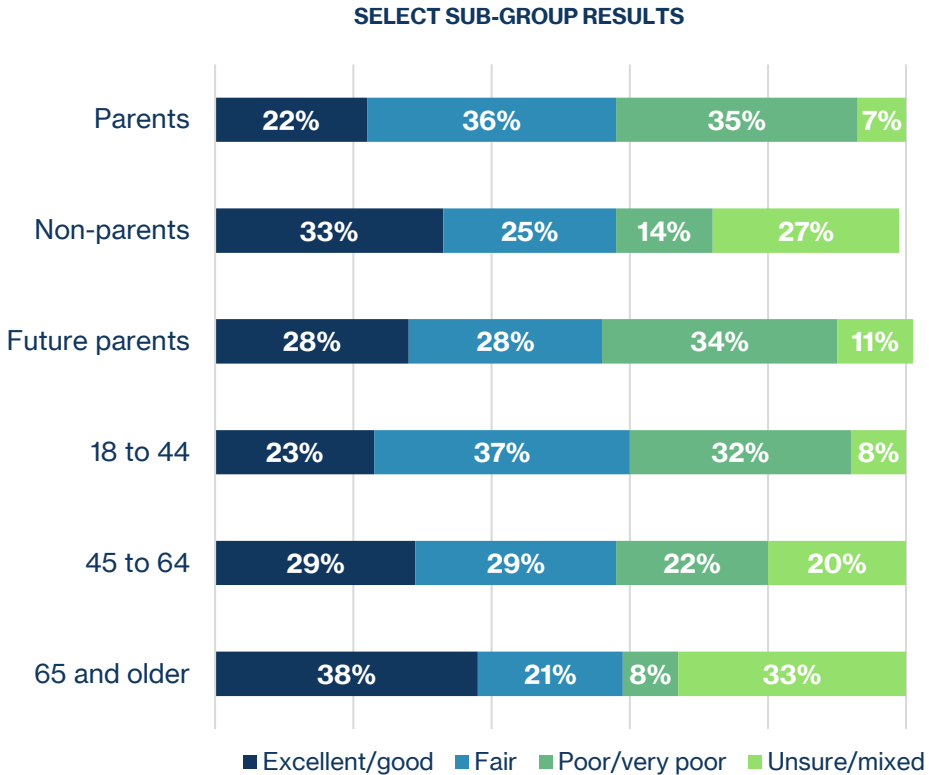
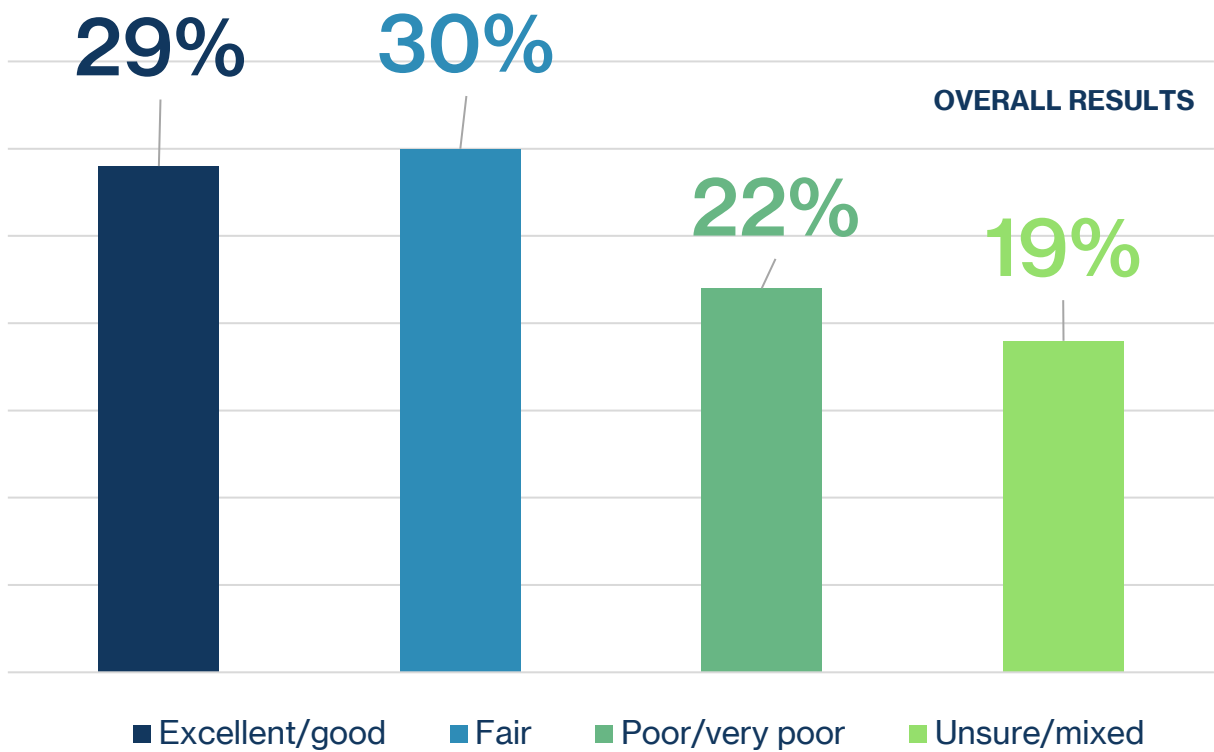
Wyoming City School District

Facilities

How would you generally rate the overall conditions of all of the Wyoming school buildings and facilities?



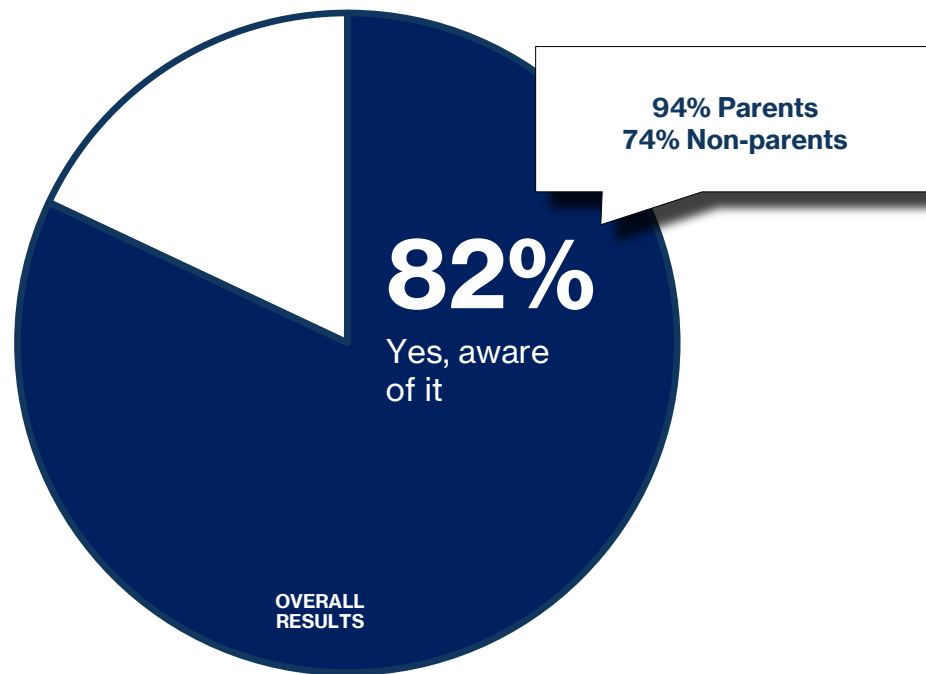
How would you rate the conditions of the Wyoming primary school buildings and facilities for kindergarten through grade 4?



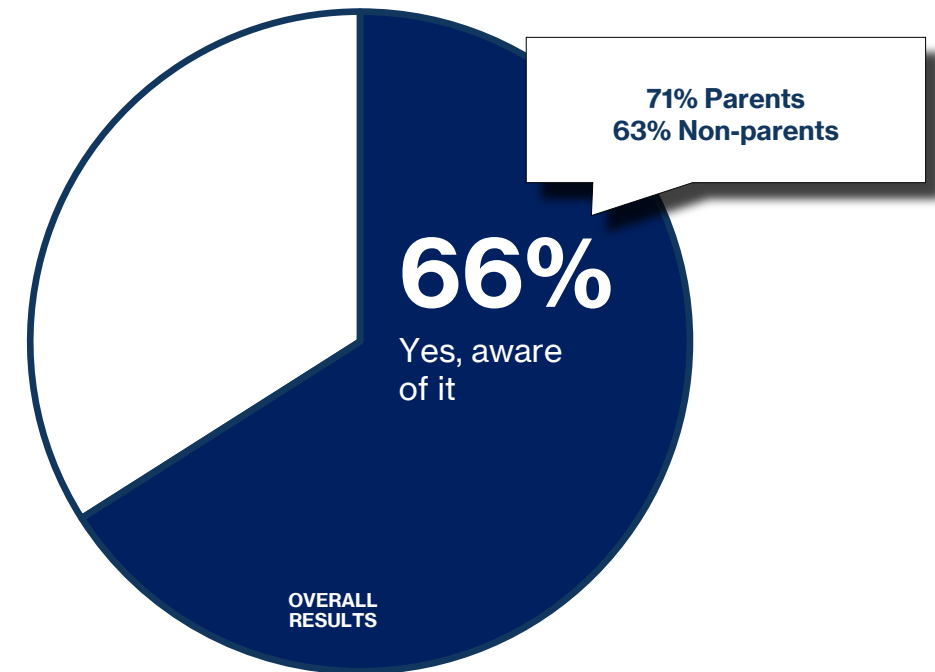


Awareness

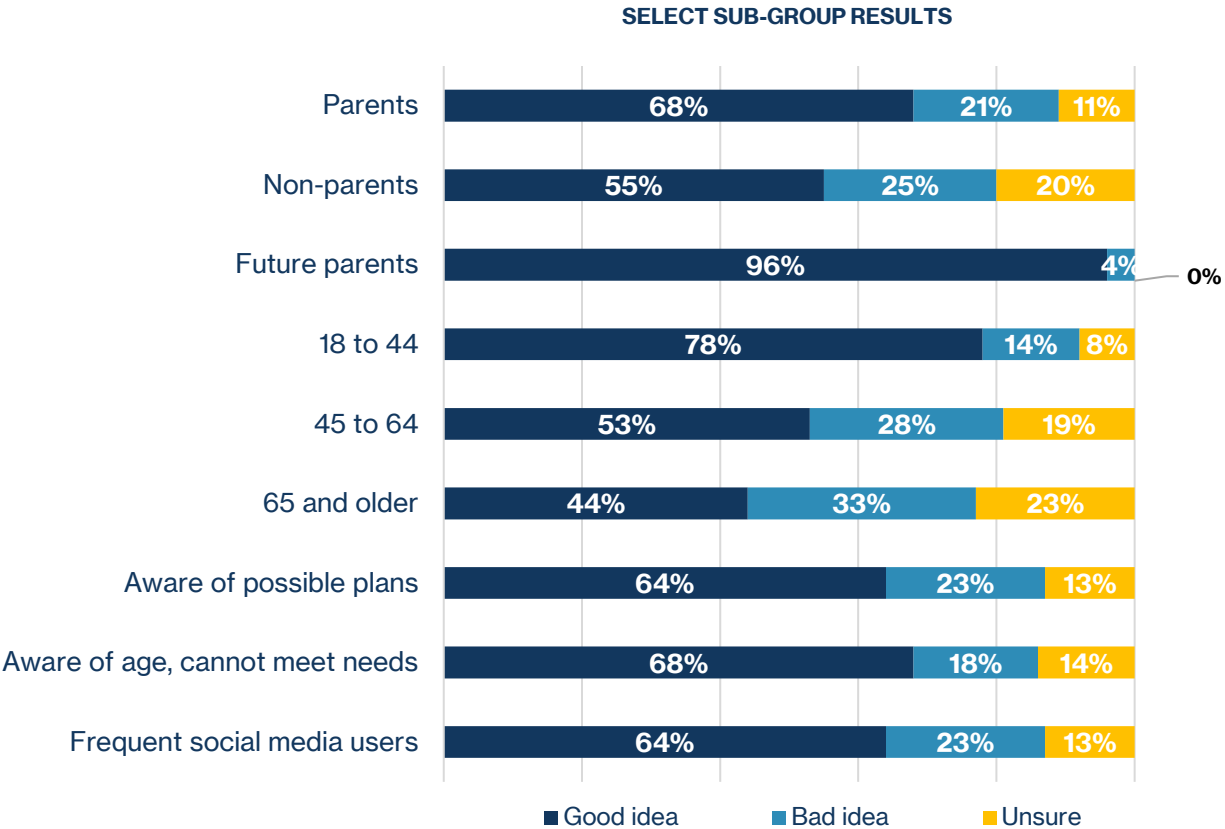
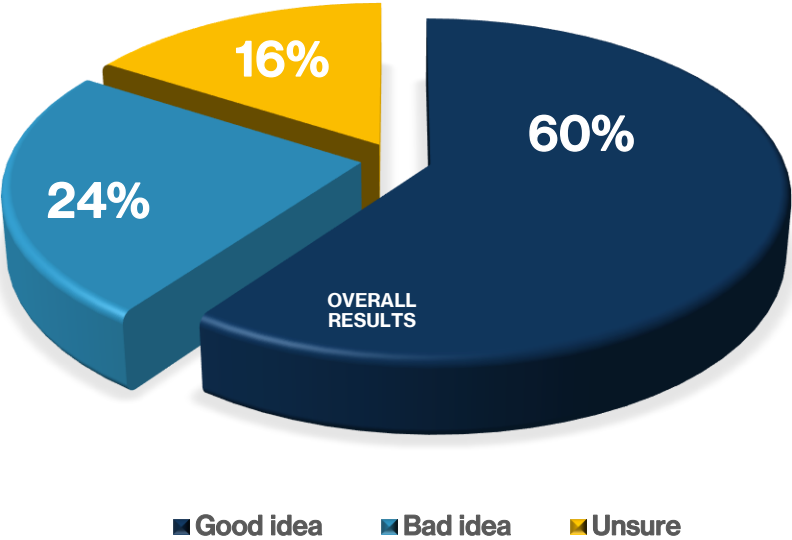
Prior to this survey were you aware that the Wyoming City School District is considering possible plans to replace the primary school buildings and facilities for kindergarten through grade 4 with new ones?



Prior to this survey were you aware that the Wyoming City School primary school buildings are all more than 70 years old, and they no longer can meet the needs and demands of modern education, such as security measures to prevent intrusions?

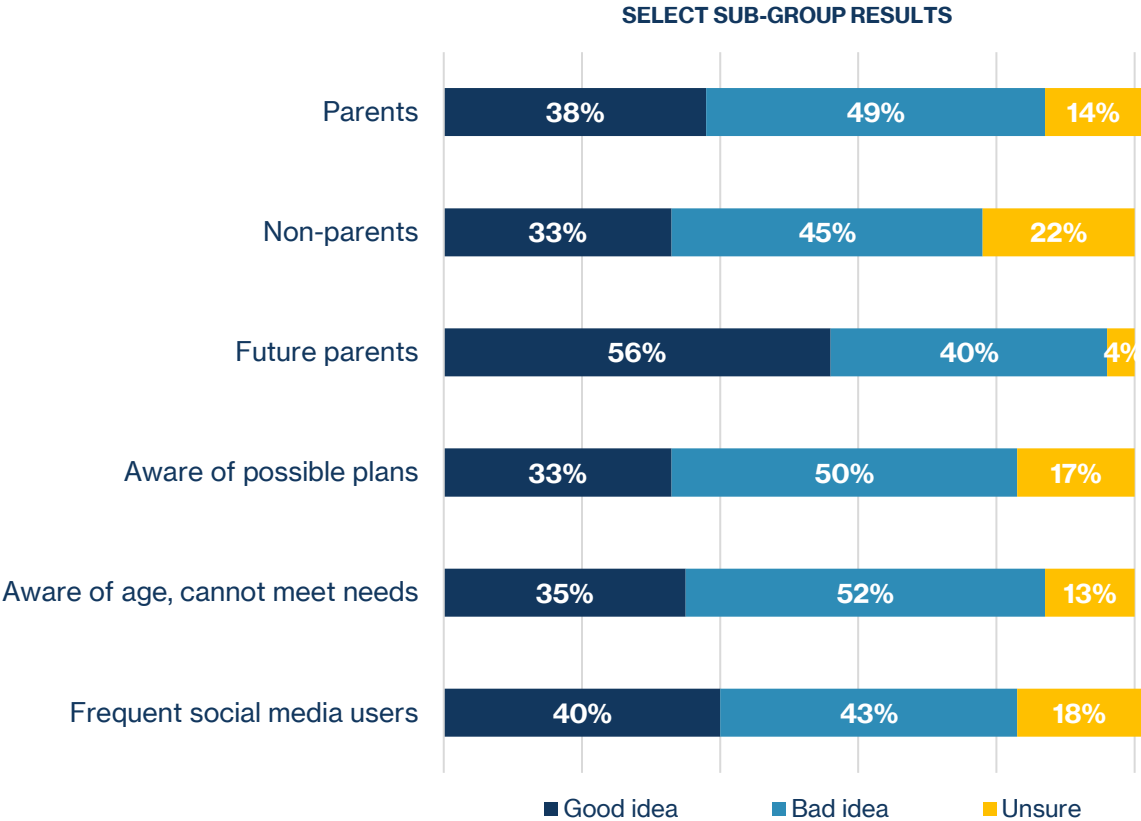
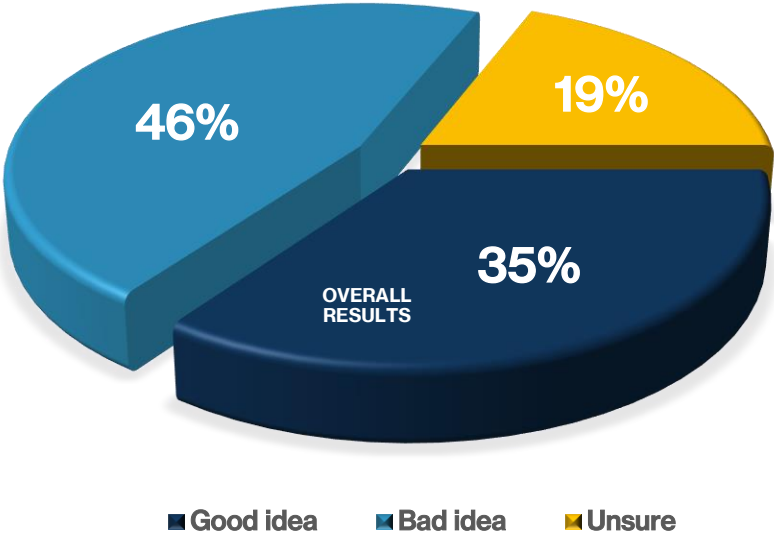


Do you think it is a good idea or bad idea to replace all 3 of the current primary schools with new kindergarten through grade 4 school buildings that would all be located in the same locations?



Grade Band Option

Do you think it is a good idea or bad idea to replace all 3 of the current primary schools with a new kindergarten through second grade school building at Elm, a new kindergarten through second grade school building at Vermont and a new school building for the third and fourth grades at Hilltop?




***THEY GO TOO FAR. THEY
HAVEN'T LOOKED
REALISTICALLY AT WHAT TO
DO; IT'S AN ALL-FOR-NOTHING
PROPOSITION.***


*In a few words, what is the biggest reason that you think
both building options are bad ideas? (n=26)*



***[IT IS] UNNECESSARY AND NO
COMPELLING REASON FOR
REPLACEMENT HAS BEEN
PROVIDED.***

*In a few words, what is the biggest reason that you think
both building options are bad ideas? (n=26)*





***IT WOULD BE MORE
COST-EFFICIENT TO
UPGRADE THE
EXISTING BUILDINGS.***

*In a few words, what is the biggest reason that you think
both building options are bad ideas? (n=26)*

Wyoming City School District

Conclusion

Key Findings Recap

Residents, and parents, exhibited high levels of satisfaction with the community and school district, suggesting there were no substantive underlying areas of concern that could have tainted views about the school system or facilities.

It appears the school system has been a magnet to attract people and keep them, which underscores its centrality to the social fabric of Wyoming, as well as the commensurate importance that facilities have on its future direction and the community's character.

Like many communities and government entities, the school district appears to face challenges reaching the public, due to the absence of a single dominant medium.

Many residents appeared aware of the exploration of new facility plans, and assessments about the conditions of facilities for lower grades were quite mixed, which were indications that the public is poised for a dialogue about ways to rectify the situation.


Among the 2 options tested, replacing the 3 primary schools garnered the most favorable reaction, while the grade-banding option met with ambivalence from parents and the public alike .

Performance ratings for the school district's work educating students and managing its budget were exceptionally high, which has likely created a vast reservoir of trust & confidence that the school district can draw upon to reassure parents and the public about whatever decisions are made about the future of facilities in the Wyoming community.



Questions?

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