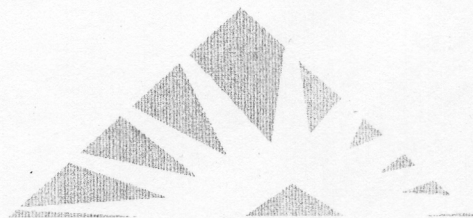


KETTERING CITY SCHOOLS

2009 Community Image Study



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INTRODUCTION

Strategic Visioning, Inc. is pleased to present the following report on the findings of the KETTERING CITY SCHOOLS 2009 COMMUNITY IMAGE STUDY. This study was commissioned to determine voters' attitudes toward Kettering City School District's academic performance, fiscal stewardship, facilities, and leadership, as well as support for upcoming levies.

SAMPLING ERROR RATE

Four hundred (400) telephone interviews were conducted with a random sampling of registered voters living in the Kettering school district. A gender quota was in place to control for the fact that men are less likely to answer the telephone in homes that also include a female resident. The interviews were conducted from December 2 and 30, 2009.

A sample of four hundred has a sampling error rate within five percentage points at the ninety-five percent confidence interval. This means that, had every household in Kettering that includes at least one registered voter been contacted, there is a ninety-five in one hundred probability that the findings would differ from those quoted here by not more than five percentage points in either direction.

Oversampling was used to increase the reliability of the information collected from the parents of Kettering City Schools students. A total of two hundred parents were interviewed for this study.

It is important to remember that the quoted sampling error figures refer only to the overall sample. If subsets are considered separately (i.e., the results from men versus those from women), the sampling error rate is higher.

In some instances, table and chart data will total over one hundred percent due to rounding.

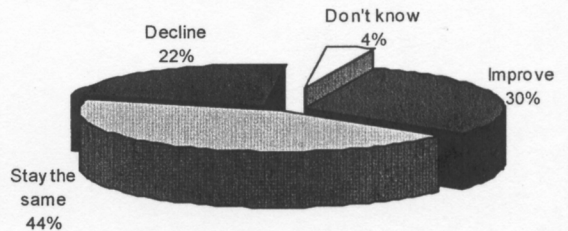
The Economic Environment

About the time this study was underway, the national economic environment began to show the first signs of recovery. Even with an improving national picture, many Kettering voters are feeling significant financial pressures that they do not anticipate will significantly lessen over the next five years.

When asked if they think the financial well-being of their households will improve, stay the same, or decline over the next five years, the largest share (44%) anticipate no change, while 22 percent look for further decline. Thirty percent of the people polled are more optimistic and anticipate an improvement in their households' finances.

The effects of the recent recession are clear. In 2005, the majority (69%) of district voters thought their economic picture would remain much the same over the following five years. That share has dropped to 44 percent in the current study. The share of voters anticipating a decline in their finances has doubled since 2007.

Q 2. How do you expect the financial well-being of your household will change over the next five years?



Q2. How do you expect the financial well-being of your household will change over the next five years?	Year of the Study		
	2009	2007	2005
Improve	30%	36%	11%
Stay the same	44%	51%	69%
Decline	22%	11%	16%
Don't know	4%	3%	2%

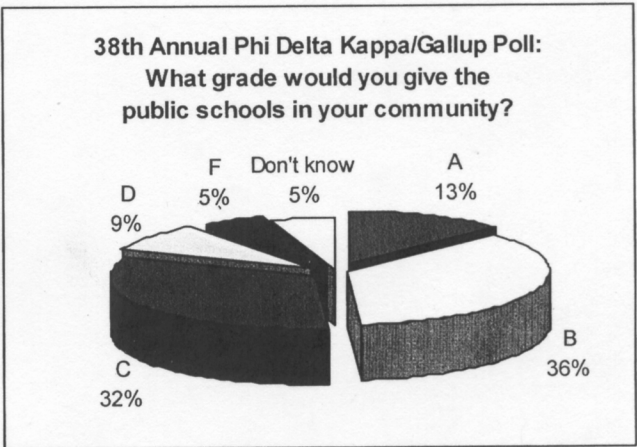
Men are more apt (27%) than women (17%) to assume things will deteriorate over the next five years. Nearly half (49%) of the women interviewed think their finances will not change, a view shared by only 38 percent of the men.

Q2. How do you expect the financial well-being of your household will change over the next five years?	Gender	
	Male	Female
Improve	30%	29%
Stay the same	38%	49%
Decline	27%	17%
Don't know	5%	4%

People under 55 years of age are far more optimistic about their financial futures than are their older neighbors. More than twice as many voters over 55 think their economic future will show a decline (26%) as do younger voters (11%)

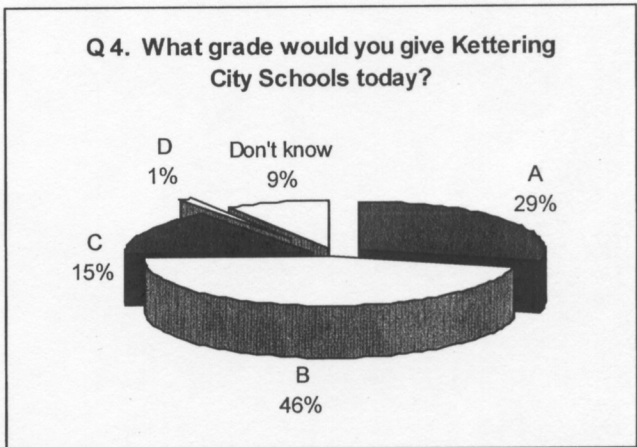
Q2. How do you expect the financial well-being of your household will change over the next five years?	Age	
	18 to 54	55 and older
Improve	48%	22%
Stay the same	34%	48%
Decline	11%	26%
Don't know	7%	5%

For the past forty-one years, Phi Delta Kappa International and Gallup Polls have conducted a nationwide study of the American people's attitudes toward public schools. One question that has been asked each year is, "Students are often given the grades of A, B, C, D and Fail to denote the quality of their work. Suppose the public schools in your community were graded the same way. What grade would you give the public schools (in your community) – A, B, C, D or Fail?" In the most recent study, released in September 2009, over half (51%) of the public rated the schools in their community as deserving an A (10 percent) or B (41 percent). This equals the highest score, which was given in 2001.



Even with a higher national average, scores from the Kettering survey continue to be significantly higher than the results of the Phi Delta Kappa/Gallup survey. Three voters in four (75%) gave the Kettering schools an A (29%) or B (46%).

Kettering voters have graded their local public schools as above average in every poll since 2004. Impressively, in the past two studies three-fourths of the voters polled have given the schools an A or B.



Q4. What grade would you give Kettering City Schools today?	Year of the Study			
	2009	2007	2005	2004
A	29%	28%	23%	19%
B	46%	47%	49%	52%
Combined A and B	75%	75%	72%	71%
C	15%	11%	11%	12%
D	1%	2%	2%	1%
F	0%	0%	1%	0%
Don't know	9%	12%	15%	15%

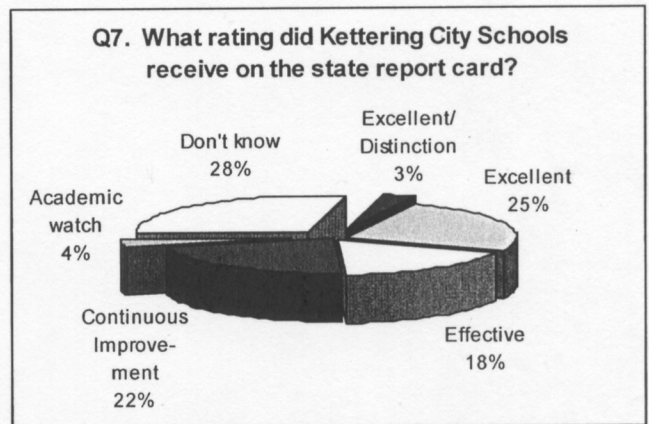
Parents of Kettering students gave the schools a higher grade than did those who do not have children enrolled. Eighty-four percent of the parents believe the district deserves an "A" or "B" as compared to seventy-three percent of those who do not have children enrolled.

Q4. What grade would you give Kettering City Schools today?	Are there any Kettering City School students living in your household?	
	Yes	No
A	41%	27%
B	43%	46%
Combined A and B	84%	73%
C	12%	15%
D	1%	1%
F	0%	0%
Don't know	1%	11%

Voters were asked about the districts' performance on the report card issued by the Ohio Department of Education. Each district is grouped into one of five categories based on performance. The categories are: Academic Emergency, Academic Watch, Continuous Improvement, Effective, Excellent, and Excellent with Distinction.

On the 2007-2008 State Report Card, Kettering City schools were rated Effective. This year they were rated Continuous Improvement. The districts results received media attention because the rating dropped even though the district met 29 of the state's 30 markers and received a Performance Index score of 100.2. The combination would have placed the district in the Excellent with Distinction category. However, because the district did not meet the Adequate Yearly Progress standards, the district's rating dropped.

When asked if they knew which rating Kettering City schools had received, 22 percent correctly selected Continuous Improvement, while more than twice that share (46%) felt the school had scored more favorably.



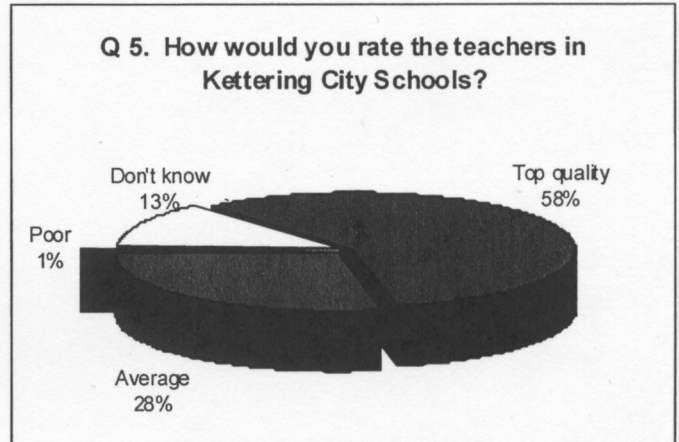
Results were consistent across demographic groups, and there is surprisingly little difference in the responses from the parents of Kettering Schools' students and voters who do not have children enrolled.

Q7. What rating did Kettering City Schools receive on the state report card?	Are there any Kettering City School students living in your household?	
	Yes	No
Excellent with Distinction	4%	2%
Excellent	30%	26%
Effective	13%	17%
Continuous Improvement	19%	21%
Academic Watch	5%	5%
Academic Emergency	1%	0%
Don't know	31%	29%

Teachers

One reason voters have such high praise for quality of education offered Kettering students is the esteem with which teachers are held. Respondents were asked if they think, "Kettering City School District has top quality teachers who really care about students and their futures, average teachers who do their jobs well but don't often go beyond what is required, or poor teachers?" More than half (58%) of the voters polled feel that the district's teachers go beyond their contractual obligations.

This question has been included in each of the last four surveys conducted for Kettering City Schools. There has been some shift in opinion, but the largest share of voters consistently choose the most complimentary rating.



Q5. How would you rate Kettering school teachers?	Year of the Study			
	2009	2007	2005	2004
Top quality teachers who really care about students and their futures	58%	56%	46%	62%
Average teachers who do their jobs well, but don't often go beyond what is required	28%	23%	32%	21%
Poor teachers	1%	2%	1%	1%
Don't know	13%	19%	21%	17%

Interestingly enough, people over fifty-five are more likely to believe the teachers are top quality (59%) than are their younger neighbors (55%). That is reflected in the fact that retired voters chose the top quality option more often (61%) than did those still in the workforce (55%).

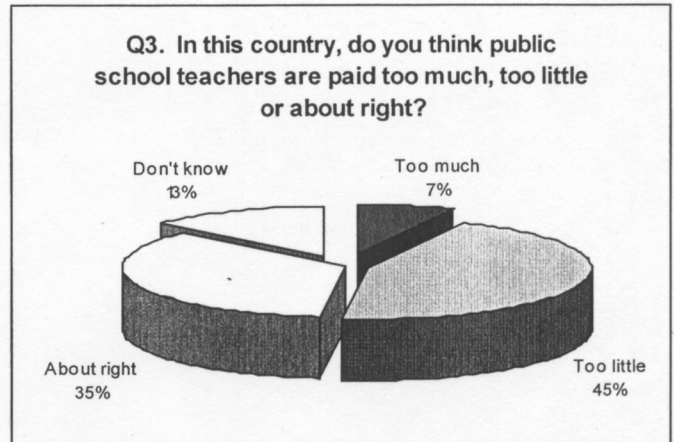
Parents of Kettering students are very complimentary of the people who teach their children. Seventy-one percent believe those teachers are top quality. The evaluation from voters who do not have children enrolled is also very favorable, with more than half (57%) calling the teachers top quality.

Q5. How would you rate Kettering school teachers?	Are there any Kettering City School students living in your household?	
	Yes	No
Top quality teachers who really care about students and their futures	71%	57%
Average teachers who do their jobs well, but don't often go beyond what is required	25%	27%
Poor teachers	1%	1%
Don't know	3%	16%

In the current economic climate, teacher compensation and benefits packages have become an point of debate in some public school districts. Three questions were developed to explore the possible impact of teacher compensation on support for future tax levies.

Voters were asked, "In this country do you think public school teachers are paid too much, too little, or about right?" Only 7 percent believe the compensation is too great, while 45 percent believe teachers deserve higher pay than they currently receive.

There is a significant difference in the opinions of men and women on this issue. Women are far more likely than men to feel teachers are underpaid. In fact, over half (53%) of the women polled believe public school teachers should receive greater compensation. Conversely, men are almost three times as likely (11%) as women (4%) to feel teachers are overpaid.



Q3. In this country, do you think public school teachers are paid too much, too little, or about right?	Gender	
	Male	Female
Too much	11%	4%
Too little	35%	53%
About right	42%	29%
Don't know	13%	14%

One indication of a difference of opinion is whether or not the voter lives with a student in Kettering City Schools. The parents of Kettering school students are more likely (57%) than are voters who do not have children enrolled (42%) to feel this country's teachers are underpaid.

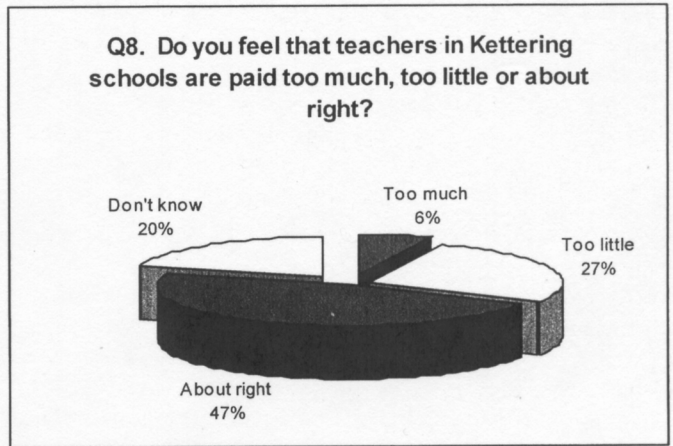
Q3. In this country, do you think public school teachers are paid too much, too little, or about right?	Are there any Kettering City School students living in your household?	
	Yes	No
Too much	3%	8%
Too little	58%	42%
About right	28%	36%
Don't know	12%	14%

The younger the students in the household, the more likely parents are to feel teachers are underpaid.

Parents of Kettering City Schools students only [n=200]			
Q3. In this country, do you think public school teachers are paid too much, too little, or about right?	What grade do your children attend?		
	High School	Middle School	Elementary School
Too much	2%	2%	3%
Too little	47%	52%	63%
About right	38%	31%	23%
Don't know	13%	16%	11%

Voters believe that the teachers who work for Kettering City Schools are paid on a more acceptable scale. When asked if they believe Kettering's teachers are paid too much, too little or about right, the largest share (47%) of people polled believes the pay scale is about right, yet one in four (27%) thinks teachers are paid too little.

When comparing the perception of teachers' pay across the United States to the pay received by Kettering's teachers, it appears that voters believe local teachers' salaries are more in line with what they consider a reasonable pay scale. Nearly half (47%) of the voters polled believe Kettering teachers are paid about right whereas only 35 percent think that would be true of the pay for teachers across the country.



Do you think teachers are paid too much, too little, or about right?	In this country	In Kettering City Schools
Too much	7%	6%
Too little	45%	27%
About right	35%	47%
Don't know	14%	20%

The differences in the opinions of men and women that were evident when discussing teachers' salaries across the country are again evident when discussing Kettering's teachers; but the differences are less pronounced.

Q8. Do you feel that teachers in Kettering schools are paid too much, too little or about right?	Gender	
	Male	Female
Too much	9%	4%
Too little	22%	31%
About right	55%	40%
Don't know	14%	25%

Parents of Kettering school students are about as likely to feel their children's teachers are paid too little (41%) as to feel their pay scale is about right (37%). People who do not have children enrolled are more likely than parents to think the scale for local teachers is about right.

Q8. Do you feel that teachers in Kettering schools are paid too much, too little, or about right?	Are there any Kettering City School students living in your household?	
	Yes	No
Too much	3%	7%
Too little	41%	26%
About right	37%	48%
Don't know	20%	20%

Once again the parents of elementary students are most likely to feel teachers deserve high salaries.

Parents of Kettering City Schools students only [n=200]			
Q8. Do you feel that teachers in Kettering schools are paid too much, too little, or about right?	What grade do your children attend?		
	High School	Middle School	Elementary School
Too much	2%	2%	2%
Too little	33%	34%	48%
About right	46%	42%	30%
Don't know	18%	22%	18%

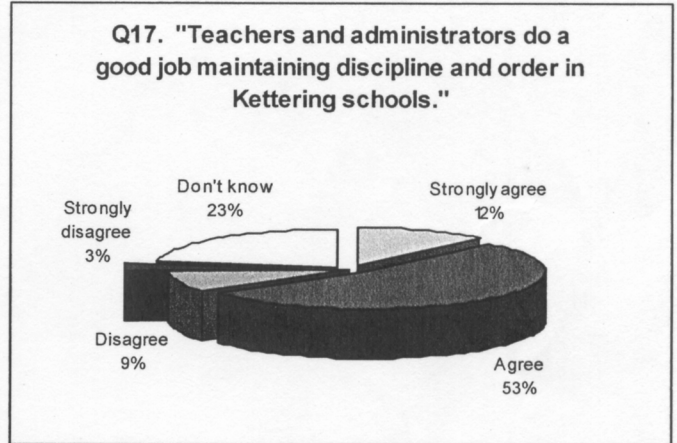
Discipline

In national studies about public education, people consistently rank funding issues as the greatest issue facing public schools in the United States. Discipline regularly ranks second.

Kettering voters may agree that discipline is a problem in public schools nationally, but they are generally satisfied with what they find in their local public schools. Nearly two Kettering voters in three (65%) agree, "Teachers and administrators do a good job maintaining discipline and order in Kettering schools." Twelve percent disagree.

People under 55 years of age are more likely (73%) than their older neighbors (62%) to believe Kettering teachers and administrators do a good job disciplining students and maintaining order.

The majority of students' parents feel Kettering teachers do a good job maintaining order in the schools. Parents of elementary students expressed the greatest agreement to the statement.



Q17. "Teachers and administrators do a good job maintaining discipline and order in Kettering schools."	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly Agree/Agree	84%	60%
Strongly Disagree/Disagree	13%	12%
Don't know	3%	28%

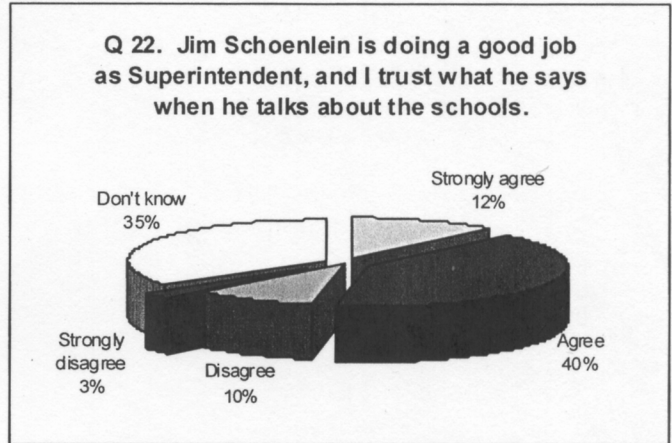
Parents of Kettering City Schools students only [n=200]			
Q17. "Teachers and administrators do a good job maintaining discipline and order in Kettering schools."	What grade do your children attend?		
	High School	Middle School	Elementary School
Strongly Agree/Agree	76%	78%	88%
Strongly Disagree/Disagree	19%	18%	9%
Don't know	6%	5%	3%

Leadership

At the end of the 2008-2009 school year, Dr. Robert Mengerink left Kettering City Schools after 11 years as superintendent. Dr. Jim Schoenlein was appointed as interim superintendent after serving as principal of Kettering Fairmont High School.

In his new role as superintendent for less than a year, 65 percent of the voters polled felt that they knew Dr. Schoenlein well enough to evaluate his job performance.

Over half (52%) of the people polled agree, “Jim Schoenlein is doing a good job as Superintendent of Kettering City School District, and I trust what he says when he talks about the schools.”



Agreement was consistent across demographic groups.

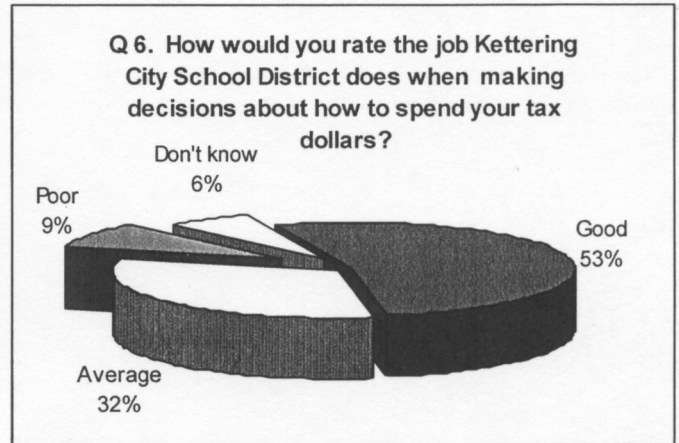
The parents of Kettering students are more likely than other voters to feel they are sufficiently familiar with the superintendent to offer an opinion. The largest share of both groups agrees that Dr. Schoenlein is doing a good job.

Q22. Jim Schoenlein is doing a good job as Superintendent of Kettering City School District, and I trust what he says when he talks about the schools.	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly agree/agree	67%	49%
Strongly disagree/disagree	8%	13%
Don't know	24%	39%

Stewardship

Although taxpayers finance the operation of their local public schools, few have more than a cursory understanding of school finance and the challenge of budgeting limited tax dollars. Kettering voters were asked if they believe their schools do a good, average, or poor job when it comes to spending tax dollars. Over half (53%) believe the schools do a good job, and an additional 32 percent gave the schools an average rating. Fewer than one voter in ten (9%) thinks there is a problem with the way the schools spend money.

Only gender indicates a significant difference in perception of the district's stewardship. In general, women hold a more positive view than men do.



Q6. How would you rate the job Kettering City School District does when making decisions about how to spend your tax dollars?	Gender	
	Male	Female
Good job	48%	57%
Average job	34%	30%
Poor job	11%	8%
Don't know	8%	5%

The greater part of both the parents of Kettering students and their neighbors who do not have children enrolled believe the schools do a good job. It is notable that 61 percent of students' parents believe the schools do a good job allocating tax dollars.

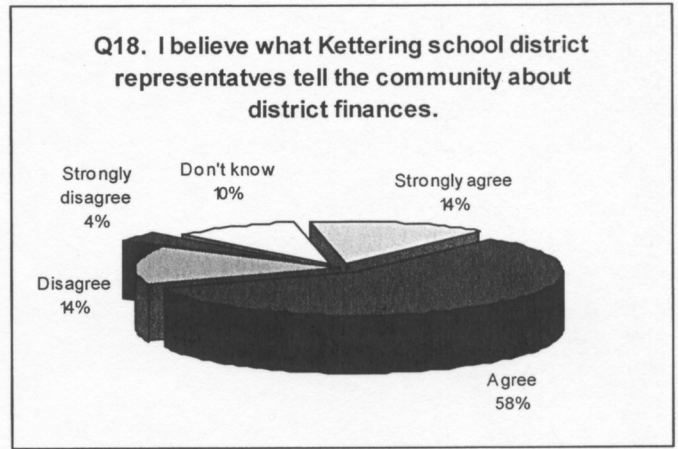
Q6. How would you rate the job Kettering City School District does when making decisions about how to spend your tax dollars?	Are there any Kettering City School students living in your household?	
	Yes	No
Good job	61%	51%
Average job	31%	32%
Poor job	4%	10%
Don't know	3%	7%

Only 9 percent of the voters polled said the district does a poor job spending tax dollars. The great majority (92%) of those voters do not have children attending a Kettering school, and 78 percent are over 55 years of age.

Three voters in four (72%) trust that the information they receive from the district concerning school finances is accurate. Only 15 percent disagree with the statement, "I believe what Kettering school district representatives tell the community about district finances."

There is little significant variation in agreement with this statement.

While the great majority of both men and women agree that the district is honest with voters about financial issues, women are more likely to agree than are men.



Q18. I believe what Kettering school district representatives tell the community about district finances.	Gender	
	Male	Female
Strongly agree/agree	69%	74%
Strongly disagree/disagree	23%	13%
Don't know	7%	13%

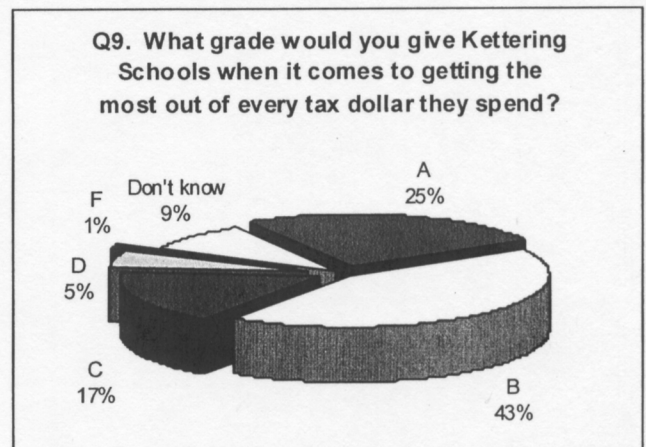
With such a favorable impression of the districts' fiscal reporting, it is not surprising that the majority of both the parents of Kettering students (74%) and voters who do not have children enrolled (71%) believe what the district tells them about the finances.

Q18. I believe what Kettering school district representatives tell the community about district finances.	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly Agree/Agree	75%	71%
Strongly Disagree/Disagree	12%	19%
Don't Know	13%	11%

Survey respondents were also asked to rate how prudently the district spends tax dollars. Again voters were complimentary. Using the A to F grading scale, more than two-thirds (68%) gave the schools an A (25%) or B (43%) when it comes to getting the most out of every tax dollar they spend.

There is surprisingly little variation in response across demographic groups.

Kettering students' parents selected the A or B grade more often (76%) than did voters who do not have children enrolled (67%).

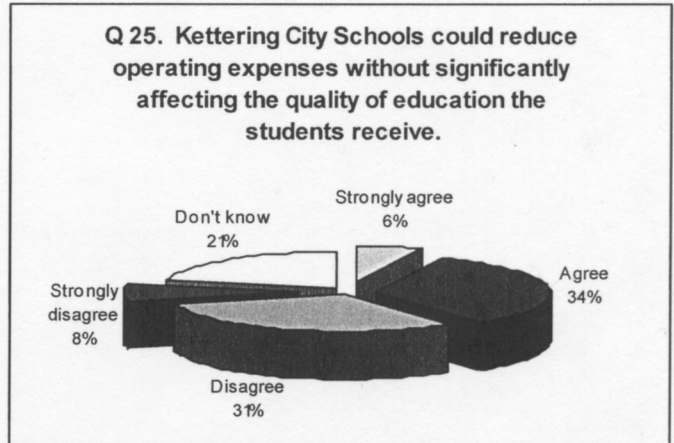


Q9. What grade would you give Kettering City Schools when it comes to getting the most out of every tax dollar it spends?	Are there any Kettering City School students living in your household?	
	Yes	No
A	30%	23%
B	47%	44%
Combined A and B	77%	67%
C	15%	17%
D	1%	5%
F	1%	1%
Don't know	6%	9%

Everyone who said the district deserved a grade of C, D or F was asked the reason for their rating. While 12 percent of those voters made only general comments, 18 percent believe too much is wasted or spent on what they consider "frills." Twelve percent believe too much is spent on extracurricular activities (including sports), eleven percent made comments critical of the recent building projects, ten percent believe the district does not have its priorities in order, ten percent do not believe that that students are receiving the quality education they expect, and eight percent believe there are too many administrators.

Regardless of their feelings about the district's budgeting practices, voters were asked if they agree or disagree with the statement, "Kettering City Schools could reduce operating expenses without significantly affecting the quality of education the students receive." Voters are almost evenly split on this issue. Forty percent agree while 39 percent believe all possible cuts have been made. The remaining 21 percent do not know whether or not additional cuts could reasonably be made.

Men are more likely to feel that the schools could further reduce operating expenses (46%) than are women (34%).



Q25. Kettering City Schools could reduce operating expenses a great deal without affecting the quality of education the students receive.	Gender	
	Male	Female
Strongly Agree/Agree	47%	34%
Strongly Disagree/Disagree	35%	41%
Don't Know	17%	24%

One third (34%) of the students' parents believe additional cuts could be made, as compared to 42 percent of those who do not have children enrolled.

Q25. Kettering City Schools could reduce operating expenses a great deal without affecting the quality of education the students receive.	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly Agree/Agree	35%	42%
Strongly Disagree/Disagree	48%	36%
Don't Know	17%	23%

The parents of high school students lean more than parents of younger students to the belief that additional cuts could be made.

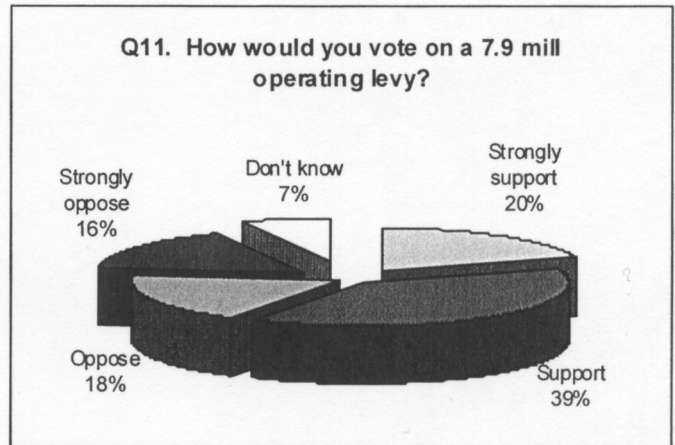
Parents of Kettering City Schools students only [n=200]			
Q25. Kettering City Schools could reduce operating expenses a great deal without affecting the quality of education the students receive.	What grade do your children attend?		
	High School	Middle School	Elementary School
Strongly Agree/Agree	36%	28%	30%
Strongly Disagree/Disagree	46%	58%	43%
Don't know	18%	13%	18%

2010 Levy request

Kettering school district will likely ask voters for additional operating dollars in 2010. During the course of this study, voters were twice asked how they would vote on such a levy - once toward the beginning of the survey and once toward the end.

The first time voters were asked how they would vote on a request for 7.9 mills of new dollars to pay for “teachers, textbooks, transportation and technology,” 59 percent said they would support such a request, while 34 percent would not.

Women are more likely (63%) than men (54%) to say they would vote “yes” on such a ballot issue.



Voters under 55 years of age are more likely to be willing to support the levy (65%) than are their older neighbors (56%), but there is surprisingly little difference in the support from retired voters (58%) and those still in the workforce (59%).

The majority of both the parents of Kettering students and those who do not have children in attendance said they would support a 7.9-mill levy. Understandably, the level of support from those parents is greater (74%) than from other voters (56%)

Q11. 2010, Kettering City Schools may ask voters to approve a levy for 7.9 mills of new money to pay for teachers, textbooks, transportation and technology. If the election were held today, how would you vote?	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly support/support	74%	56%
Strongly oppose/oppose	19%	36%
Don't know	7%	8%

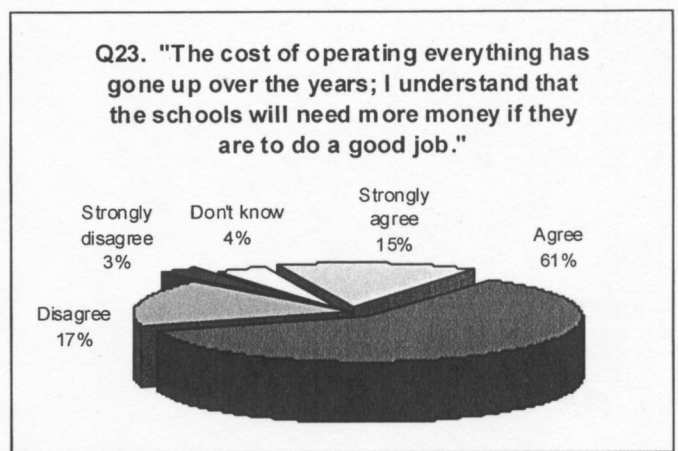
Parents of high school students are less likely than parents of younger students to be willing to support the levy request. In fact, high school parents are twice as likely (25%) as the parents of younger students (13%) to oppose such a levy.

Parents of Kettering City Schools students only [n=200]			
Q11. 2010, Kettering City Schools may ask voters to approve a levy for 7.9 mills of new money to pay for teachers, textbooks, transportation, and technology. If the election were held today, how would you vote?	What grade do your children attend?		
	High School	Middle School	Elementary School
Strongly support/support	68%	81%	78%
Strongly oppose/oppose	25%	12%	13%
Don't know	7%	6%	8%

One reason voters are willing to increase their own tax bills is an appreciation that the cost of operating the district increases over time. More than three-fourths (76%) of the people interviewed agreed with the statement, "The cost of operating everything has gone up over the years; I understand that the schools will need more money if they are to do a good job."

Once again, women are more likely to agree that the district's has a need for additional funding (83%) than do men (68%)

The parents of Kettering students agreed more often (88%) than do voters who do not have children enrolled (72%).



Q23. "The cost of operating everything has gone up over the years; I understand that the schools will need more money if they are to do a good job."	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly Agree/Agree	88%	72%
Strongly Disagree/Disagree	8%	22%
Don't know	4%	6%

The younger the parent's child, the more likely he or she is to agree that the schools need more money to continue to provide high quality educational opportunities.

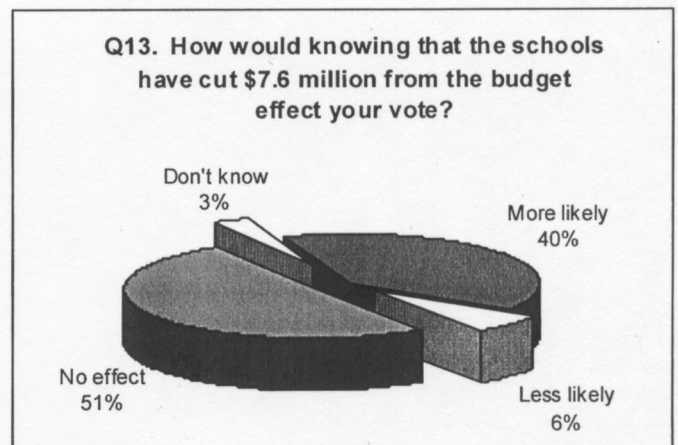
Parents of Kettering City Schools students only [n=200]			
Q23. "The cost of operating everything has gone up over the years; I understand that the schools will need more money if they are to do a good job."	What grade do your children attend?		
	High School	Middle School	Elementary School
Strongly Agree/Agree	85%	89%	91%
Strongly Disagree/Disagree	9%	8%	6%
Don't know	6%	3%	3%

After determining their initial support for new operating dollars, respondents were asked about various factors that could influence that vote.

Voters are positively influenced by the fact that the district has made \$7.6 million in budget cuts since 2006. Forty percent of the people interviewed said they would be more likely to support a tax levy after learning of those cuts.

There was little variation in response across demographic groups.

Parents of Kettering schools' students selected the "more likely" response more often (46%) than did voters who do not have children enrolled (39%).



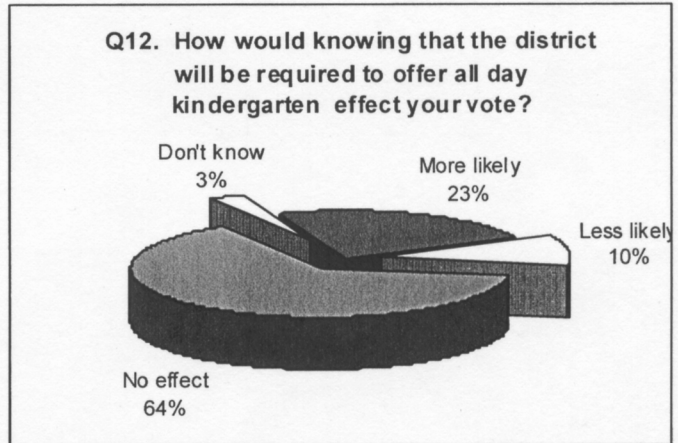
Interestingly enough, the parents of middle school students are more likely than parents of students in other grade levels to support a tax levy after learning that the district has made significant cuts to their current budget.

Parents of Kettering City Schools students only [n=200]			
Q13. Since 2006, Kettering City Schools has reduced its operating budget by \$7.6 million. Does knowing that the district has already made such cuts make you more likely to support the tax levy, less likely, or would it have no impact on your vote?	What grade do your children attend?		
	High School	Middle School	Elementary School
More likely	45%	55%	47%
Less Likely	6%	6%	3%
No Impact	44%	38%	45%
Don't know	6%	2%	5%

Sometime in the near future, Ohio school districts will be required to offer all day kindergarten. The additional expense would fall primarily on local taxpayers. Only 23 percent of the voters polled said that learning of the additional kindergarten responsibilities would make them more likely to support a 7.9-mill tax levy.

Again, responses remained fairly consistent across demographic groups.

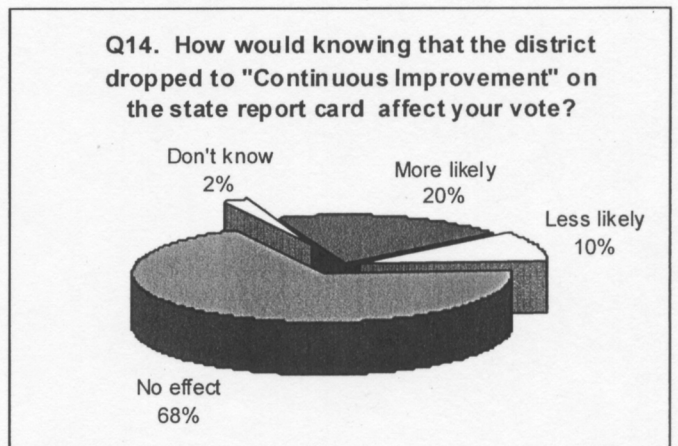
Voters who do not live with students are less influenced to support a tax levy after learning of the district's need to finance all day kindergarten. Interestingly enough, twice as many non-parents (11%) as parents (5%) said the additional cost of all day kindergarten would make them less likely to support a tax increase.



Q12. How would knowing that the district will be required to offer all day kindergarten affect your vote?	Are there any Kettering City School students living in your household?	
	Yes	No
More likely	28%	22%
Less Likely	5%	11%
No Impact	65%	63%
Don't Know	2%	4%

The district's recent drop in ranking on the state report card had less influence on levy support.

The Kettering City School District received the ranking of "Continuous Improvement" on the 2008-2009 Ohio report card, a drop from the "Effective" rating received the year earlier. Voters were asked if the less favorable rating would affect their vote on a 7.9-mill operating levy. Most (68%) said it would have no impact on their vote. Twenty percent said they would be more likely to support, and ten percent said they would be less likely to support a levy.



The change in the state rating affected women more than men. Furthermore, women were nearly four times more likely to say that the impact would be positive (27%) than negative (7%).

Q14. How would knowing that the district dropped to "Continuous Improvement" on the state report card affect your vote?	Gender	
	Male	Female
More likely	12%	27%
Less Likely	14%	7%
No effect	73%	64%
Don't know	1%	1%

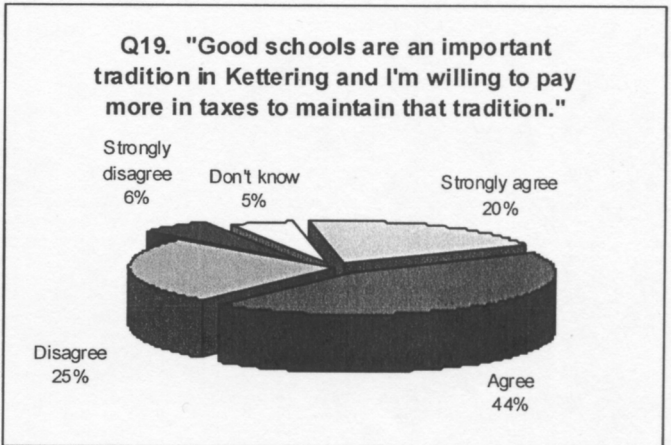
Interestingly enough, the drop in the rating on the state report card would influence 30 percent of the students' parents to support a levy while only 20 percent of the voters who do not have children enrolled would be so disposed.

Q14. How would knowing that the district dropped to "Continuous Improvement" on the state report card affect your vote?	Are there any Kettering City School students living in your household?	
	Yes	No
More likely	30%	20%
Less Likely	7%	11%
No Impact	61%	67%
Don't Know	1%	2%

Kettering's tradition of offering excellent schools is important to voters. Sixty-four percent of the voters polled said they would be willing to pay higher taxes to maintain to maintain that tradition.

Men are less willing (59%) than women (67%) to pay more in taxes to maintain the tradition of good schools.

Perhaps it is understandable that the parents of Kettering students agreed with the statement more often (77%) than did voters who do not have children enrolled (61%). In fact, one-third of the voters who do not have children in the schools are not willing to raise their taxes to maintain good schools in their community.

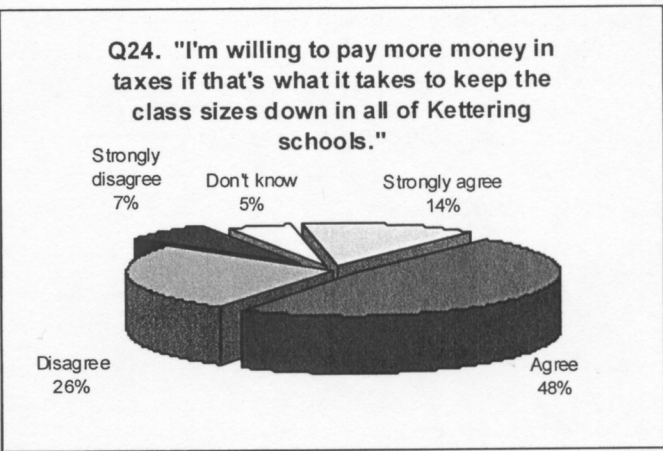


Q19. "Good schools are an important tradition in Kettering and I'm willing to pay more in taxes to maintain that tradition."	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly Agree/Agree	77%	61%
Strongly Disagree/Disagree	18%	33%
Don't Know	4%	7%

Maintaining reasonable class sizes is also important to a majority of Kettering's voters. Sixty-two percent of the people polled agreed with the statement, "I am willing to pay more money in taxes if that's what it takes to keep class sizes down in all of Kettering schools."

Again gender offers a significant indication of voters' attitudes on this point. Women agreed with the statement more often (67%) than did men (54%).

Although the majority of both the parents of Kettering schools' students (72%) and voters who do not have children enrolled (59%) agree that they would raise their taxes to keep class sizes down, there is greater agreement among parents.



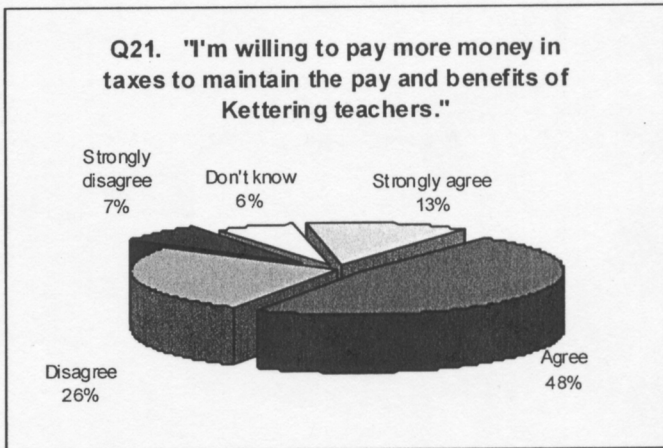
Q24. "I am willing to pay more money in taxes if that's what it takes to keep class sizes down in all of Kettering schools."	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly Agree/Agree	72%	59%
Strongly Disagree/Disagree	21%	35%
Don't Know	6%	6%

Parents of middle school students are more willing than other parents to pay additional taxes to keep class sizes down.

Parents of Kettering City Schools students only [n=200]			
Q24. "I am willing to pay more money in taxes if that's what it takes to keep class sizes down in all of Kettering schools."	What grade do your children attend?		
	High School	Middle School	Elementary School
Strongly Agree/Agree	66%	82%	77%
Strongly Disagree/Disagree	28%	13%	18%
Don't Know	7%	5%	6%

Since more than one voter in four (27%) believes the teachers in Kettering schools are paid too little, it is not surprising that a plurality (61%) of Kettering voters are willing to pay an increase in taxes to maintain teachers' pay and benefits. One voter in three (33%) will not raise their own taxes to maintain teacher's benefits.

Women are considerably more likely to agree to pay more in taxes for teachers' pay and benefits (66%) than are men (55%).



Q21. "I'm willing to pay more money in taxes to maintain the pay and benefits of Kettering teachers."	Gender	
	Male	Female
Strongly Agree/Agree	55%	66%
Strongly Disagree/Disagree	40%	25%
Don't Know	5%	9%

Retired voters are only five percent less likely to agree that they would pay more taxes to support teachers' pay (58%) than are voters still in the workforce (63%). The difference is more pronounced when results are viewed by age. Two-thirds (67%) of the people under 55 agreed with the statement as compared to only 59 percent of their older neighbors.

Once again the parents of Kettering students are more likely to be willing to pay additional taxes to maintain the benefits of their children's teachers (74%) than are voters who do not have children in the schools (58%).

Q21. "I'm willing to pay more money in taxes to maintain the pay and benefits of Kettering teachers."	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly Agree/Agree	74%	58%
Strongly Disagree/Disagree	20%	35%
Don't Know	4%	8%

Parents of high school students are least likely to be willing to increase their tax bills to maintain the teachers' pay and benefits but the great majority of those who have children in middle and elementary school are willing to pay more.

Parents of Kettering City Schools students only [n=200]			
Q21. "I'm willing to pay more money in taxes to maintain the pay and benefits of Kettering teachers."	What grade do your children attend?		
	High School	Middle School	Elementary School
More likely	68%	86%	80%
Less Likely	26%	10%	16%
Don't know	5%	4%	4%

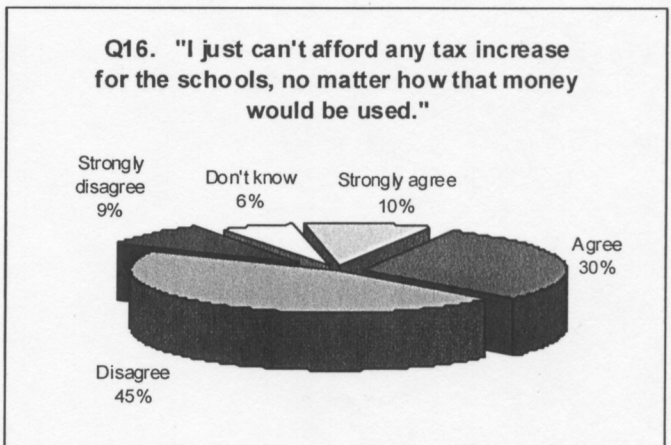
Just as the recently discussed factors could encourage someone to support a tax levy request, the currently weak economy will discourage some voters from voting "yes," even if they acknowledge the need for additional funding.

Forty percent of the voters polled agree with the statement, "I just can't afford any tax increase for the schools, no matter how that money would be used."

In this instance, men are only slightly more likely to agree with this statement (41%) than are women (39%).

Older, retired voters are more likely than younger people to feel that they just cannot afford to pay any tax increase, no matter the use of the money.

Retired voters agreed (43%) more often than voters still in the workforce (36%), which correlates to the fact that people under 55 years of age are less likely to agree with the statement (32%) than are their older neighbors (43%).



The parents of Kettering school students are less likely to agree that they cannot afford any tax increase (29%) than are voters who do not have children enrolled (42%).

Q16. "I just can't afford any tax increase for the schools, no matter how that money would be used"	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly Agree/Agree	31%	42%
Strongly Disagree/Disagree	65%	50%
Don't Know	4%	7%

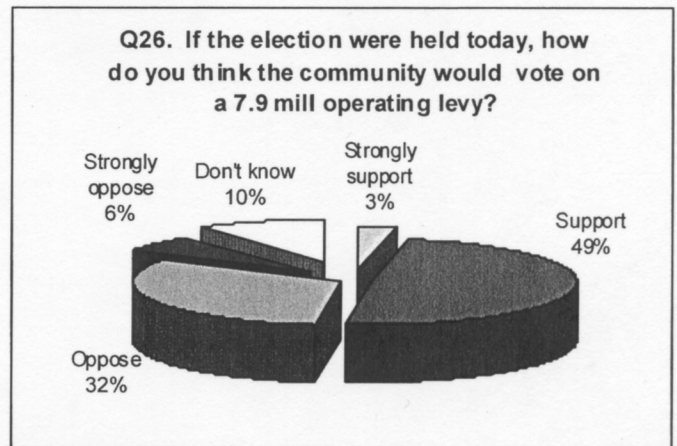
The results of this question are particularly important because the financial situation of Kettering voters may have a greater influence on support of an operating levy than even the voters themselves are aware. As discussed earlier, 59 percent of the voters polled said they would support a 7.9-mill levy to supply new money for the district's operation. However, fifteen percent of those potential supporters agreed that they cannot afford any tax increase for the schools, no matter its purpose.

Toward the end of the questionnaire, voters were asked how they believe the community would vote if a 7.9-mill levy were to be voted on at the time of the interview. About half (52%) thought it would pass.

There are some variations across demographic groups, but they are small.

Men are somewhat less likely (49%) than women (54%) to think the levy would pass.

The people under 55 are more likely (55%) than older voters (50%) to think the community would support the levy, a pattern that correlates to the fact that retired voters are less likely (49%) than those still in the workforce (55%) to think the levy would pass.



The one factor that influences opinion is the presence of Kettering students in the household. Those parents are much more optimistic about the possible passage of an operating levy (65%) than are voters who do not have children attending one of the schools (48%).

Q26. If the election were held today, how do you think the community would vote on a 7.9-mill operating levy?	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly Support/Support	65%	48%
Strongly Oppose/Oppose	26%	40%
Don't Know	9%	12%

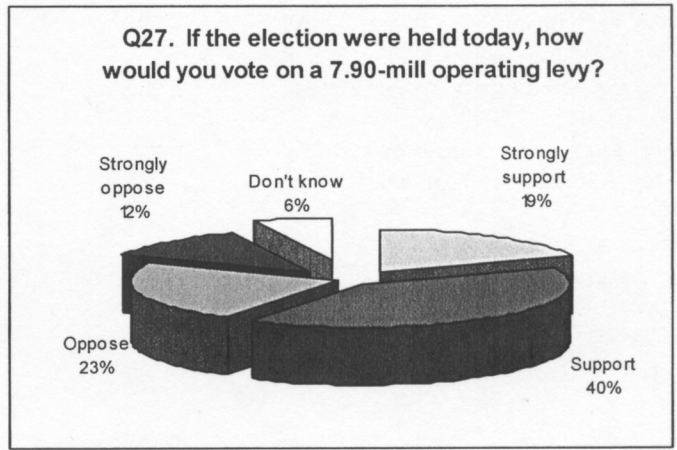
Among students' parents, those who have children attending Kettering Fairmont High School are least likely to think a levy would receive community support.

Parents of Kettering City Schools students only [n=200]			
Q26. If the election were held today, how do you think the community would vote on a 7.9-mill operating levy?	What grade do your children attend?		
	High School	Middle School	Elementary School
Strongly Support/Support	60%	67%	66%
Strongly Oppose/Oppose	29%	24%	23%
Don't Know	10%	9%	11%

When voters were asked how they would cast their own ballots, response was somewhat more favorable in that 59 percent said they would vote "yes."

Women were once more more likely (64%) to support the levy (52%) than were men (52%).

Again, the presence of a Kettering school student in the household is the strongest indicator of support. Seventy-one percent of the students' parents said they would personally support a levy while only fifty-seven percent of the voters who do not live with students would vote yes.



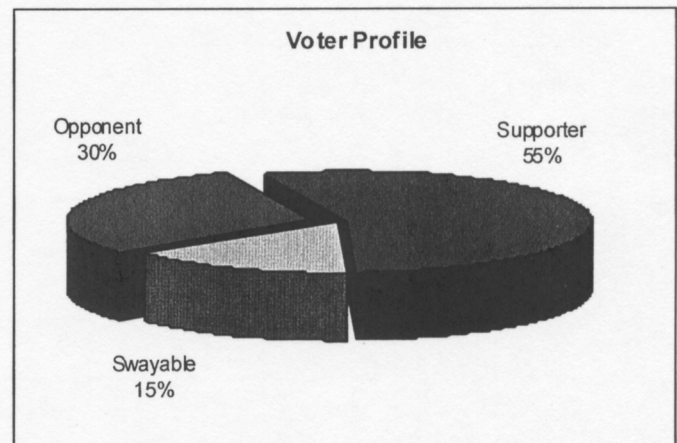
Q27. If the election were held today, how would you vote on a 7.9-mill operating levy?	Are there any Kettering City School students living in your household?	
	Yes	No
Strongly Support/Support	71%	57%
Strongly Oppose/Oppose	23%	36%
Don't Know	7%	7%

Parents of high school students are less likely than parents of younger children to say they would support an operating levy.

Parents of Kettering City Schools students only [n=200]			
Q27. If the election were held today, how would you vote on a 7.9-mill operating levy?	What grade do your children attend?		
	High School	Middle School	Elementary School
Strongly Support/Support	64%	79%	76%
Strongly Oppose/Oppose	31%	14%	15%
Don't Know	6%	6%	9%

Everyone who said they would oppose the levy was asked the reason for that negative vote. Not surprisingly, the economy's impact on voters' ability to pay any increase in taxes was cited by the greatest number of levy opponents (42%). Thirty-three percent thought the schools could do more to cut the budget and eliminate waste rather than ask voters for new funds. Fourteen percent would not support any tax increase, no matter the purpose.

By looking at the way respondents feel about the likelihood that the community would support a 7.9-mill operating levy and how they would cast their own ballots in relation to other questions in the survey, it is possible to approximate the outcome of an election if it had been held at the time of the survey. At that time, over half (55%) would have supported the 7.9-mill levy, 30 percent would definitely oppose it, and 15 percent could fall into either camp.



When the 2007 Community Image Study was conducted, the Kettering school district wanted to determine if voters would be more willing to support a 5.9-mill levy that would mean not returning to the voters during the following 4 years or 4.9 mills that could cover only 3 years. Voters knew both options were under consideration before being asked how they would cast their own votes. The table below shows the results for both options. Even though the current ask is for 7.9 mills, support is stronger than for the 5.9 mills in 2007 but less than for 4.9 mills. In 2004, the request was for 6.9 mills and received support from 63 percent of the people who took the survey that year.

If the election were held today, how would you vote the proposed operating levy?	Study Year			
	2009 7.9 mill levy	2007 5.9 mill levy	2007 4.9 mill levy	2004 6.9 mill levy
Strongly Support/Support	59%	47%	62%	63%
Strongly Oppose/Oppose	35%	52%	30%	27%
Don't Know	6%	10%	8%	11%

Communicating with Kettering's Voters

Voters were asked how they receive information about Kettering City Schools. The most commonly named resource is the district's newsletter, Blue Ribbon Report.

The schools publish two newsletters: a district-wide information newsletter called the Blue Ribbon Report and newsletters from the individual school buildings. The Blue Ribbon Report is sent to every home in the district, while the building newsletters are read primarily by students' parents. Three fourths (74%) of the voters polled rely on one or both of those newsletters to learn about Kettering City Schools.

In 2007, only about half (52%) of the poll respondents said they relied on one of the district's newsletters for information about the district.

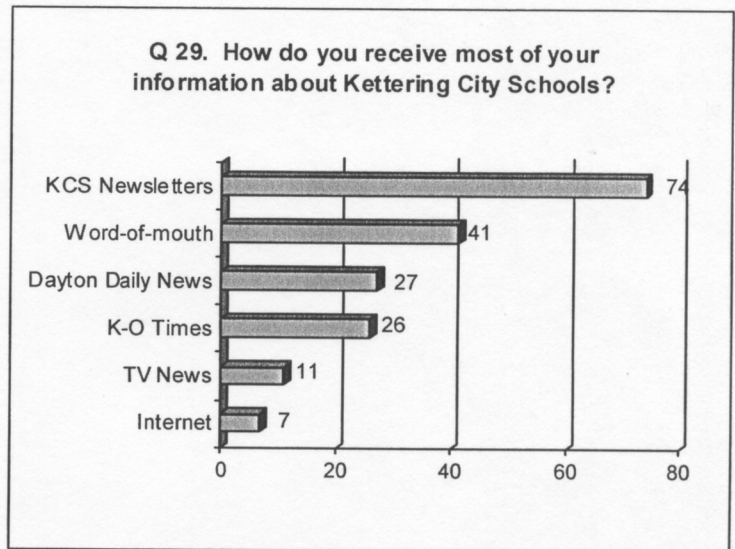
Forty-one percent of the respondents hear about the schools from family, friends, school employees, or students. This is exactly the same share that said they learn about the district via word-of-mouth in the 2007 study.

The two newspapers in the district, the Kettering-Oakwood Times (26 percent) and the Dayton Daily News (27 percent), are also a common way to learn about the schools. While the number who named the Dayton Daily News in 2007 (27%) is nearly the same as the current study, the share of voters who rely on the Kettering-Oakwood Times has dropped from 33 percent in 2007 to 26 percent today.

In 2007, only three percent of the voters polled said they rely on the internet (including the district's website) for information about the schools. While the share is still small (7%), it has more than doubled over the intervening years. Parents of Kettering students are far more likely to have used the internet for information about the schools (25%) than are other voters (4%).

There are some differences in the way parents of Kettering students learn about the schools and the way other voters do. Parents rely primarily on the district's newsletters (88%), word-of-mouth which includes information from teachers and their children (63%), and the districts' website (25%) for information.

People who do not have children enrolled in the schools also rely on the district's newsletter (71%) and word-of-mouth information (36%) but are more likely than parents to read the Dayton Daily News (30%) and Kettering-Oakwood Times (29%) or tune in to local television news reports.



Q29. How do you receive information about Kettering City Schools?	Are there any Kettering City School students living in your household?	
	Yes	No
District Newsletters	88%	71%
Word-of-mouth	63%	36%
<u>Dayton Daily News</u>	13%	30%
<u>Kettering-Oakwood Times</u>	10%	29%
TV News	7%	11%
Internet/District website	25%	4%
Cable Access	0%	4%
Schools' phone system	6%	0%
<u>Contact Kettering</u>	0%	1%
Local radio	1%	1%
Don't know	0%	2%
Receive no information	0%	2%

Although some respondents did not name the Blue Ribbon Report as an informational resource, when directly asked if they remember receiving the newsletter in their homes, 84 percent agreed that they did.

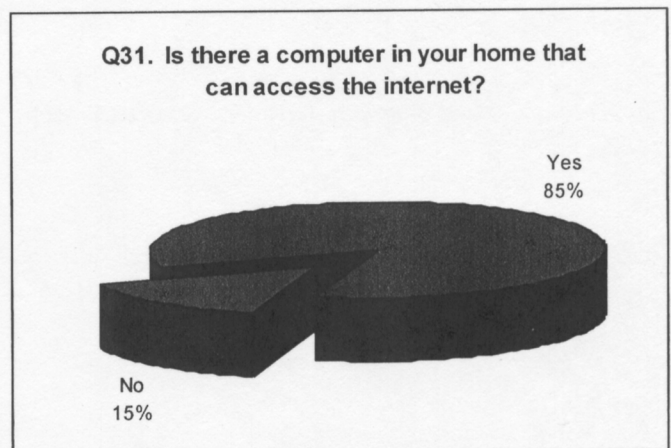
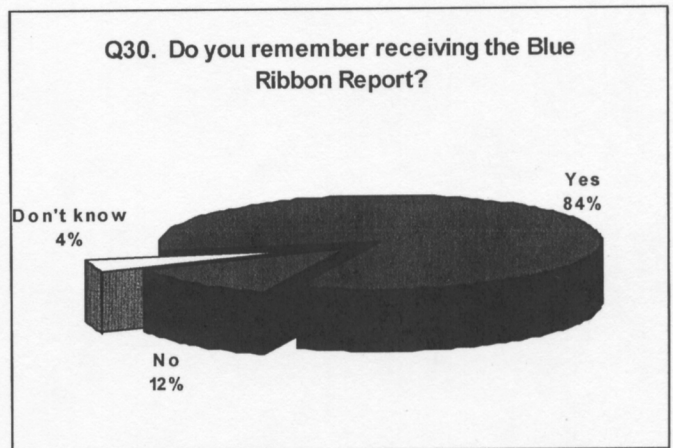
Impressively, there is no real difference in the frequency with which the parents of Kettering schools students said they receive the Blue Ribbon Report (83%) and the results from people who do not have children enrolled (84%).

People under 55 are somewhat more likely to remember the receipt of the newsletter (86%) than are their older neighbors (83%). This relates to the fact that retired voters are less likely to say they receive the newsletter (80%) than are those who are still in the workforce (87%).

Eighty five percent of the voters contacted for this study have a computer in their home that is linked to the internet. This is a 10 percentage point increase since 2005.

There continues to be a link between age and the likelihood that there is a computer in the home that is linked to the internet. Nearly all (98%) voters under the age of 55 said they do have such a computer in their home as compared to only 80 percent of their older neighbors. This is even more evident when the share of retired voters with internet access (76%) is compared to the share of voters still in the workforce (94%).

Only five percent of the households that include a Kettering student are without internet access. More than three times (18%) as many households without a student report no such access.



Nearly every household with a Kettering high school (99%) or middle school (98%) student has a computer with internet linkage. Slightly fewer (93%) homes of elementary school students have such access.

Regardless of whether or not there is internet access in their home, voters were asked if they have visited the Kettering school district's website during the six months prior to being interviewed. More than one person in four (27%) said that they had.

It is not surprising that the parents of Kettering students are more likely to have visited the website (82%) than are people who do not have children enrolled (15%).

Parents of high school (89%) and middle school (89%) students are more likely to have visited the district's website than are voters whose children are in elementary schools (78%).

1. How long have you lived in the Kettering school district?

3%	LESS THAN 5 YEARS
10%	5 TO 10 YEARS
18%	11 TO 20 YEARS
69%	LONGER THAN 20 YEARS

2. Over the next 5 years, do you think the financial well being of your household will improve, stay the same, or decline?

30%	IMPROVE
44%	STAY THE SAME
22%	DECLINE
5%	DON'T KNOW
1%	REFUSED

3. In this country, do you think public school teachers are paid too much, too little or about right?

7%	TOO MUCH
45%	TOO LITTLE
35%	ABOUT RIGHT
14%	DON'T KNOW
0%	REFUSED

4. Students are given the grades A, B, C, D, and F to rate their performance in school. Using that same system, overall what grade would you give Kettering City Schools today?

29%	A
46%	B
15%	C
1%	D
0%	F
9%	DON'T KNOW

5. Do you think that Kettering City School District has:

58%	Top quality teachers who really care about students and their futures,
28%	Average teachers who do their jobs well, but don't often go beyond what is required,
0%	or poor teachers?
14%	DON'T KNOW

6. Every school, public or private, must make decisions about how it will spend money. When it comes to decisions about how they spend your tax dollars, do you think the Kettering City School District does:

53%	a good job
32%	an average job
9%	or a poor job?
6%	DON'T KNOW

7. On the annual report card, the state of Ohio groups schools into 6 categories: academic emergency, academic watch, continuous improvement, effective, excellent and excellent with distinction. Do you know which category Kettering City School District falls into?
- | | |
|-----|----------------------------|
| 0% | ACADEMIC EMERGENCY |
| 4% | ACADEMIC WATCH |
| 22% | CONTINUOUS IMPROVEMENT |
| 18% | EFFECTIVE |
| 26% | EXCELLENT |
| 3% | EXCELLENT WITH DISTINCTION |
| 29% | DON'T KNOW / NO IDEA |
8. Do you feel that teachers in Kettering schools are paid too much, too little or are their pay about right?
- | | |
|-----|-------------|
| 6% | TOO MUCH |
| 27% | TOO LITTLE |
| 47% | ABOUT RIGHT |
| 20% | DON'T KNOW |
9. Using the grades A, B, C, D, and F, what grade would you give Kettering City School District when it comes to getting the most out of every tax dollar it spends?
- | | |
|-----|------------|
| 25% | A |
| 43% | B |
| 17% | C |
| 5% | D |
| 1% | F |
| 9% | DON'T KNOW |
11. In 2010, Kettering City Schools may ask voters to approve a levy for 7.9 mills of new money to pay for teachers, textbooks, transportation, and technology. If the election were held today, would you:
- | | |
|-----|--------------------|
| 20% | strongly support |
| 39% | support |
| 18% | oppose |
| 16% | or strongly oppose |
| 8% | DON'T KNOW |
| 0% | REFUSED |
12. In Ohio, parents cannot be charged tuition for all-day kindergarten, but next year all day kindergarten will be required in Ohio. Does knowing that Kettering Schools will need to pay new costs for all day kindergarten make you more likely to support the tax levy, less likely, or would it have not impact on your vote?
- | | |
|-----|-------------|
| 23% | MORE LIKELY |
| 10% | LESS LIKELY |
| 64% | NO IMPACT |
| 3% | DON'T KNOW |
| 0% | REFUSED |

13. Since 2006, Kettering City School District has reduced its operating budget by \$7.6 million, including the elimination of the equivalent of 58 full time positions. Does knowing that the district has already made such cuts make you more likely to support the tax levy, less likely, or would it have no impact on your vote?
- 40% MORE LIKELY
 - 6% LESS LIKELY
 - 51% NO IMPACT
 - 3% DON'T KNOW
 - 0% REFUSED
14. On the 2007-2008 State Report Card, Kettering City Schools District was rated Effective. This year it was rated Continuous Improvement. Does knowing that there was a drop in the rating on the State Report Card make you more likely to support the tax levy, less likely, or would it have no impact on your vote?
- 20% MORE LIKELY
 - 10% LESS LIKELY
 - 68% NO IMPACT
 - 1% DON'T KNOW
 - 0% REFUSED

I'd like to read you a short list of statements some people have made about Kettering City Schools. After each one, please tell me if you strongly agree, agree, disagree, or strongly disagree. If you don't know, just let me know and we'll move on.

ROTATE LIST		SA	A	D	SD	DK
15	Kettering City School District does a good job communicating with the public about what is going on in the schools.	16%	57%	16%	3%	10%
16	I just can't afford any tax increase for the schools, no matter how that money would be used.	10%	30%	46%	9%	6%
17	Teachers and administrators do a good job maintaining discipline and order in Kettering schools.	12%	53%	9%	3%	24%
18	I believe what Kettering school district representatives tell the community about district finances.	14%	58%	14%	4%	11%
19	Good schools are an important tradition in Kettering and I'm willing to pay more in taxes to maintain that tradition.	20%	44%	25%	6%	6%
20	If the quality of Kettering schools drops, my property values will also fall.	21%	57%	13%	2%	7%
21	I am willing to pay more in taxes to maintain the pay and benefits of Kettering teachers.	13%	48%	26%	7%	7%
22	Jim Schoenlein is doing a good job as Superintendent of Kettering City Schools, and I trust what he says when he talks about the schools.	12%	41%	10%	3%	35%
23	The cost of operating everything has gone up over the years; I understand that schools will need more money if they are to do a good job.	15%	61%	17%	3%	5%
24	I am willing to pay more money in taxes if that's what it takes to keep the class sizes down in all of Kettering schools.	14%	48%	26%	7%	6%

25. Kettering City Schools could reduce operating expenses a great deal without affecting the quality of education the students' receive.
- | | |
|-----|-------------------|
| 6% | Strongly agree |
| 34% | Agree |
| 31% | Disagree |
| 8% | Strongly disagree |
| 21% | DON'T KNOW |
| 0% | REFUSED |
26. As I mentioned earlier Kettering City Schools may soon ask voters to approve a 7.9-mill levy to fund the operation of the schools. If the election were held today, how do you think the community would respond? Do you think they would:
- | | |
|-----|-------------------------------|
| 3% | Strongly support |
| 49% | Support |
| 32% | Oppose |
| 6% | or strongly oppose that levy? |
| 10% | DON'T KNOW |
27. And if the election were held today, would you personally:
- | | | |
|-----|-------------------------------|-----------------|
| 19% | Strongly support | [SKIP TO Q. 29] |
| 40% | Support | [SKIP TO Q. 29] |
| 23% | Oppose | |
| 12% | or strongly oppose that levy? | |
| 7% | DON'T KNOW | [SKIP TO Q. 29] |
| 0% | REFUSED | [SKIP TO Q. 29] |
29. How do you receive information about Kettering City Schools? (MARK ALL THAT APPLY)
- | | |
|-----|---|
| 69% | DISTRICT NEWSLETTER <i>Blue Ribbon Report</i> |
| 3% | CABLE ACCESS; CHANNEL 19 |
| 9% | NETWORK T.V. NEWS |
| 26% | LOCAL NEWSPAPER: <i>Kettering-Oakwood Times</i> |
| 27% | NEWSPAPER: Dayton Daily News |
| 1% | LOCAL RADIO |
| 36% | WORD OF MOUTH: FAMILY, FRIENDS, STUDENTS |
| 13% | SCHOOL DISTRICT EMPLOYEES |
| 12% | NEWSLETTERS FROM INDIVIDUAL SCHOOLS |
| 7% | INTERNET/SCHOOL WEBSITE |
| 5% | OTHER: _____ |
| 2% | RECEIVE NO INFORMATION ABOUT THE SCHOOLS |
| 1% | DON'T KNOW |
30. Kettering schools send a newsletter called *Blue Ribbon Report* to each home in the district. Do you remember receiving this newsletter?
- | | |
|-----|------------|
| 84% | YES |
| 12% | NO |
| 4% | DON'T KNOW |
31. Is there a computer in your home that can access the internet?
- | | |
|-----|-----|
| 85% | YES |
| 15% | NO |

32. Have you visited the Kettering school district's website during the past 6 months?
 27% YES
 73% NO
33. Into which of the following groups does your age fall?
 2% 18 to 34
 28% 35 to 54
 70% 55 and over
34. Are there any children under the age of 18, living in your household?
 23% YES
 78% NO [SKIP TO Q. 37]

ASKED ONLY OF THOSE WHO HAVE CHILDREN IN THE HOME:

35. Are any of the children in your household:
 76% Students at a Kettering city school?
 14% Students at a local parochial school? [SKIP TO Q 37]
 4% Students at a local private school? [SKIP TO Q 37]
 2% Home-schooled? [SKIP TO Q 37]
 8% Or are they too young to attend school? [SKIP TO Q 37]
 1% REFUSED [SKIP TO Q 37]

ASKED ONLY OF THOSE WHO HAVE KETTERING CITY SCHOOL STUDENTS IN THE HOME:

36. Which Kettering schools do your children attend?
 44% KETTERING FAIRMONT HIGH SCHOOL
 22% KETTERING MIDDLE SCHOOL
 19% VAN BUREN MIDDLE SCHOOL
 4% BEAVERTOWN ELEMENTARY SCHOOL
 4% GREENMONT ELEMENTARY SCHOOL
 9% INDIAN RIFFLE ELEMENTARY SCHOOL
 10% J.E. PRASS ELEMENTARY SCHOOL
 12% JOHN F. KENNEDY ELEMENTARY SCHOOL
 2% ORCHARD PARK ELEMENTARY SCHOOL
 6% SOUTHDALE ELEMENTARY SCHOOL
 2% MORAIN MEADOWS ELEMENTARY SCHOOL
 7% OAKVIEW ELEMENTARY SCHOOL
 2% REFUSED
37. Is anyone in your household retired?
 50% YES
 49% NO
 1% REFUSED
38. Do you currently own your home or do you rent?
 95% OWN
 4% RENT
 1% REFUSED