



PENN
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2011 POLL OF CHAPPAQUA CENTRAL SCHOOL DISTRICT RESIDENTS

11.15.2011

CHAPPAQUA CENTRAL SCHOOL DISTRICT

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OVERVIEW OF PENN SCHOEN BERLAND

- Research-based strategic communications firm founded in 1975.
- Transform conventional corporate research by applying a political approach.
- Work for the world's most admired brands.
- Full range of capabilities.
- Global firm with offices in the US, UK, China, India and UAE.
- We deliver our clients the insights necessary to seize competitive advantage – what we call

 WINNING KNOWLEDGE™



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RESEARCH OBJECTIVES

1

Evaluate perceptions of the Chappaqua Central School District

2

Determine which programs, activities, and services are seen as most important

3

Assess attitudes about local taxes

RESEARCH METHODOLOGY



252 phone interviews of CCSD Residents

- Includes 110 with kids currently attending CCSD



October 5 - 9, 2011



Margin of error for all interviews is $\pm 6\%$

HOW IS 252 INTERVIEWS ENOUGH?

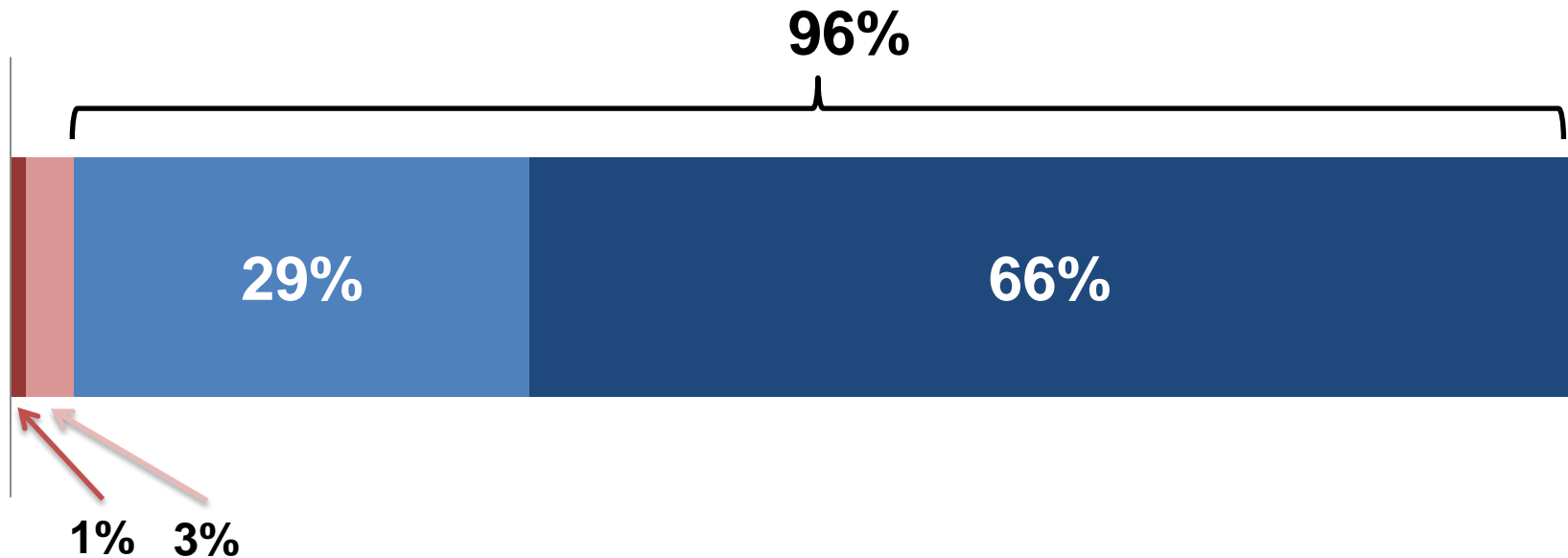
$$M = 1/\text{SQRT}(252)$$



VIEWS OF THE SCHOOL DISTRICT

First, how favorable or unfavorable is your opinion of the Chappaqua Central School District?

■ Very unfavorable ■ Somewhat unfavorable ■ Somewhat favorable ■ Very favorable



QUALITY OF EDUCATION

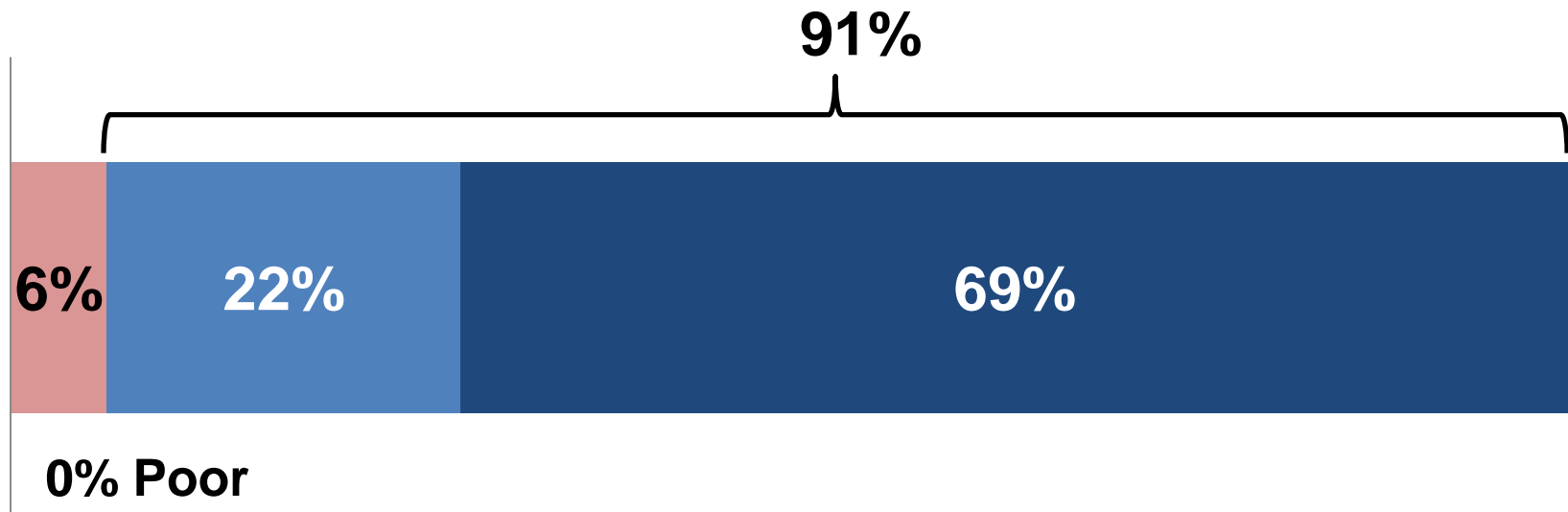
How would you rate the quality of education provided by the Chappaqua Central School District?

■ Poor

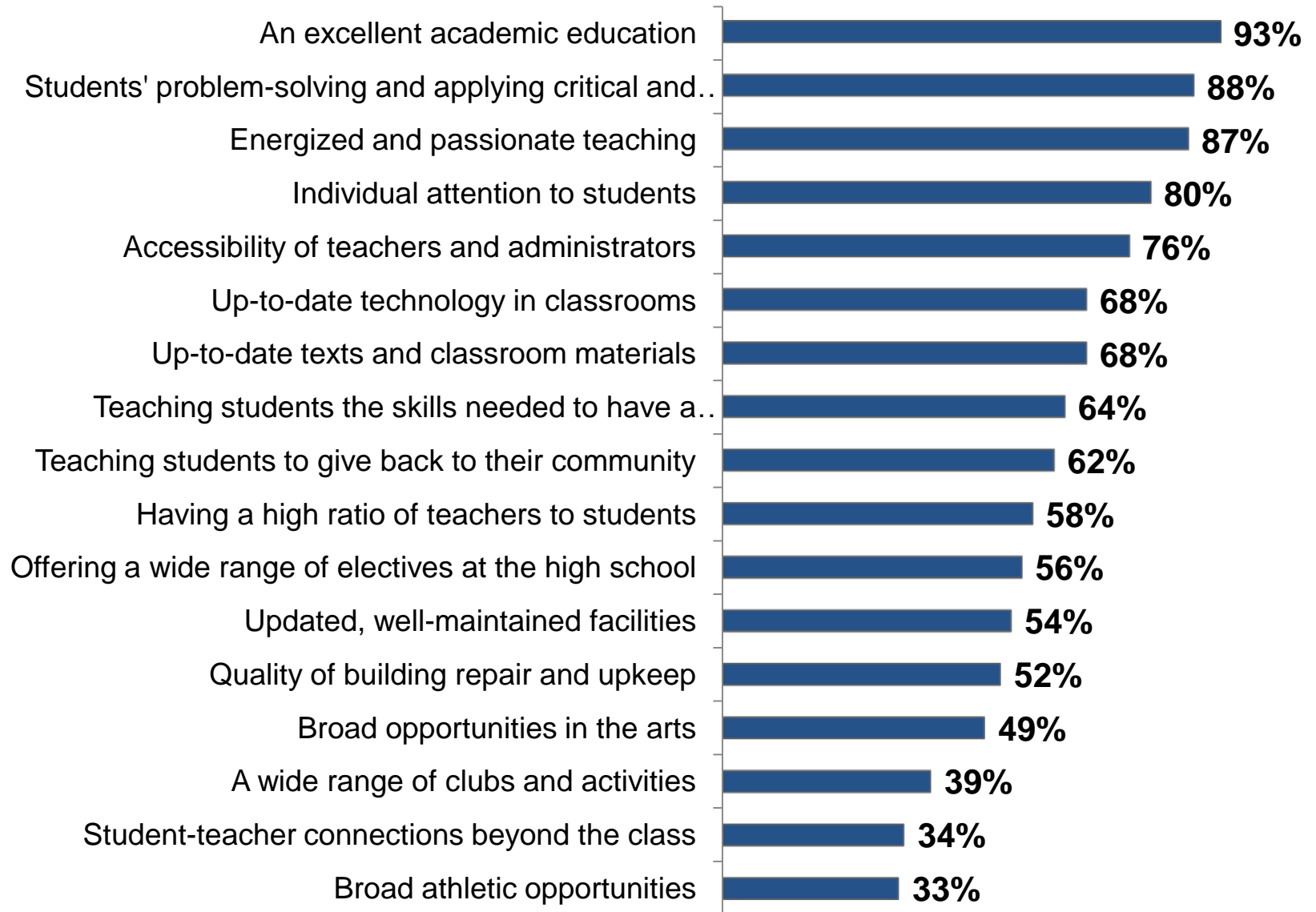
■ Fair

■ Good

■ Excellent



IMPORTANCE OF PROGRAMS, ACTIVITIES, SERVICES



LOCAL SCHOOL TAXES

Which of the following is closest to your view?

69%



*Local school taxes are **already too high**, and Chappaqua Central School District should **work within existing funding levels** to deliver a high quality education.*

29%



*A **modest increase** in local school taxes is **justifiable** in order to **maintain the high quality of education** provided by the Chappaqua Central School District.*

LOCAL SCHOOL TAXES

Looking ahead, over the next five years do you expect your local school taxes to:

■ **Go Up**

■ **Stay the Same**

■ **Go Down**



INVESTMENTS IN TEACHING

Which is closest to your view?

44%



We should **invest about the same** in teaching as comparable districts.

40%



We should **invest more** in teaching than comparable districts if that's what it takes to **attract and hold the strongest teachers**.

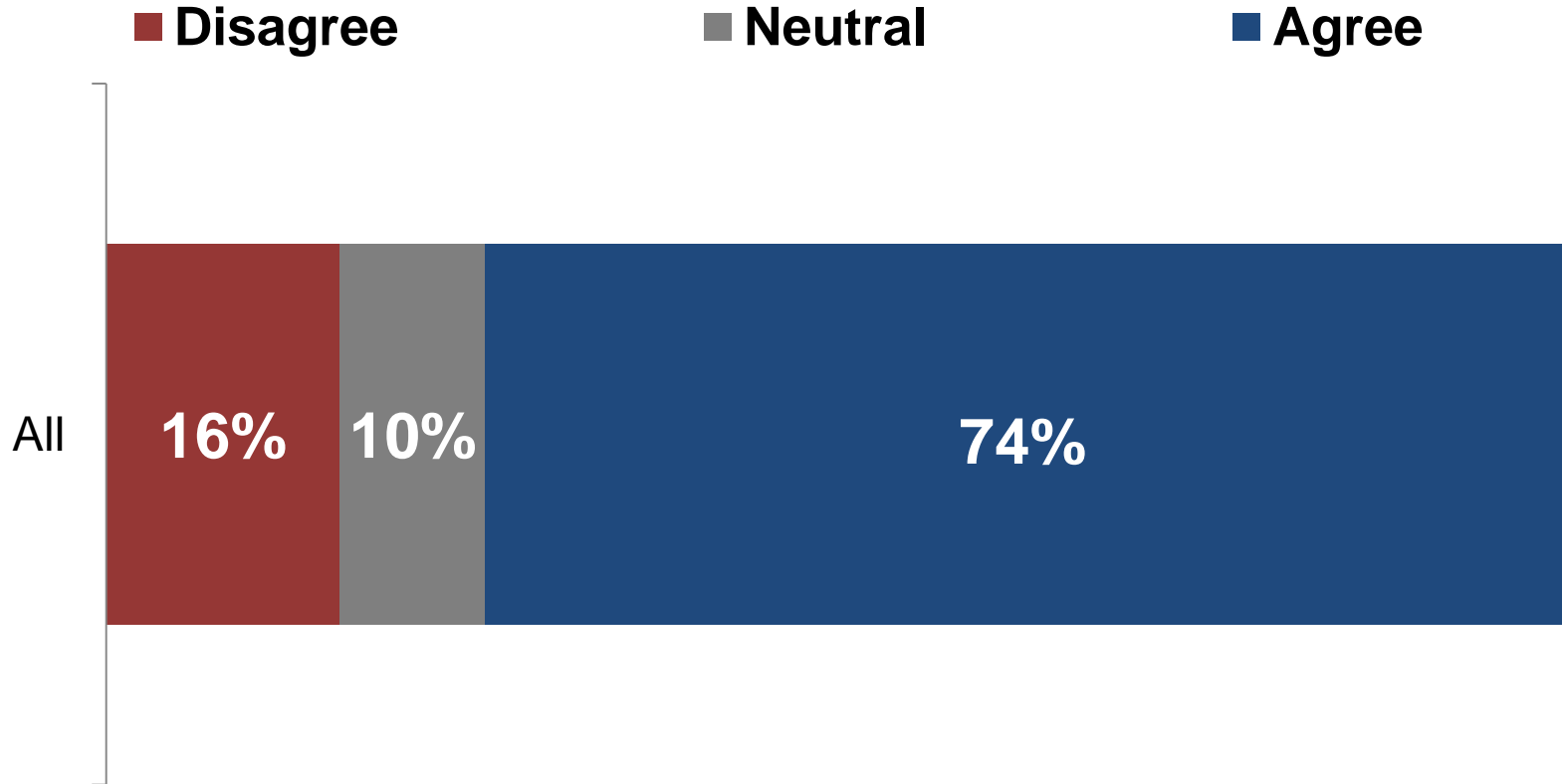
11%



We should **invest less in teaching** than comparable districts because **Chappaqua will always attract strong teachers**, regardless.

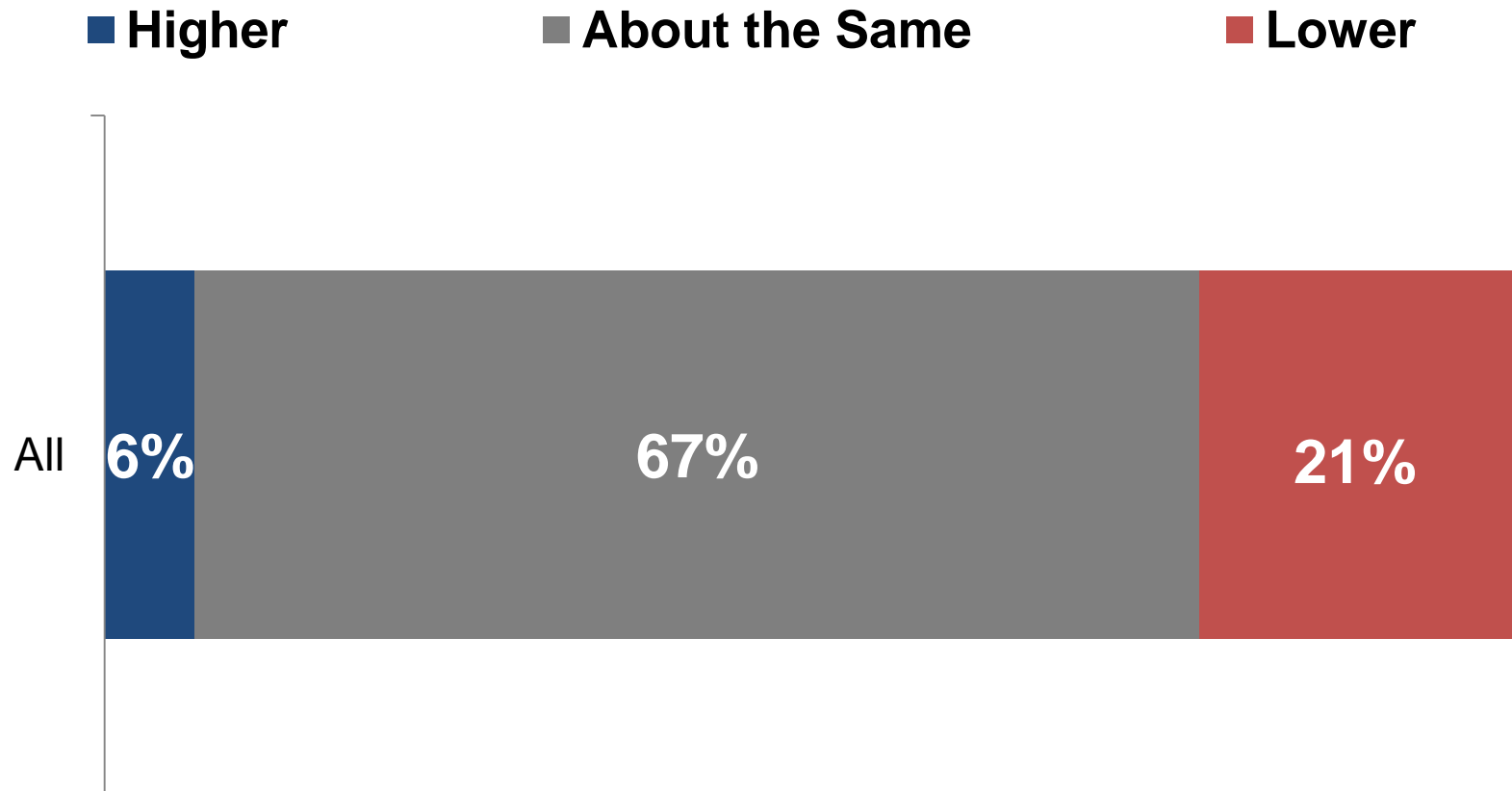
PROPERTY VALUES AND PUBLIC SCHOOLS

To what extent do you agree that property values in the community will fall if the quality of the public school system declines in the future?



ADMINISTRATORS PER STUDENT

Do you think Chappaqua should have a higher, lower, or about the same ratio of administrators to students as comparable districts?



ADMINISTRATIVE RESOURCES

Which of the following is closest to your view?

85%



*Having more administrators per student **would not necessarily provide** better support, oversight, leadership and service for students and parents, and **other factors should be considered.***

11%



*Having more administrators than comparable districts would **definitely provide** students, parents and teachers better support, oversight, leadership and service.*

BUILDINGS AND GROUNDS

Which is closest to your view?

74%



The **current condition** of buildings and grounds **is acceptable**. We should go on **investing at about the same levels** to continue to maintain this standard.

12%



The current condition of buildings and grounds is **not up to the appropriate standard**; if we need to invest more to improve, then we should.

7%



We **can't afford to pay** what we're currently paying. We should **reduce investment in our facilities now**, even if that means they deteriorate and we have to issue bonds in the future to take care of deferred work.

BUSING RESOURCES

Which is closest to your view?

60%



*The current busing situation is **adequate**. We should **continue to maintain the walking distances** adopted by Chappaqua Schools and invest as needed to maintain the **present quality**.*

19%



*We **cannot afford** what we are currently paying and should **increase student walking distance** limits.*

8%

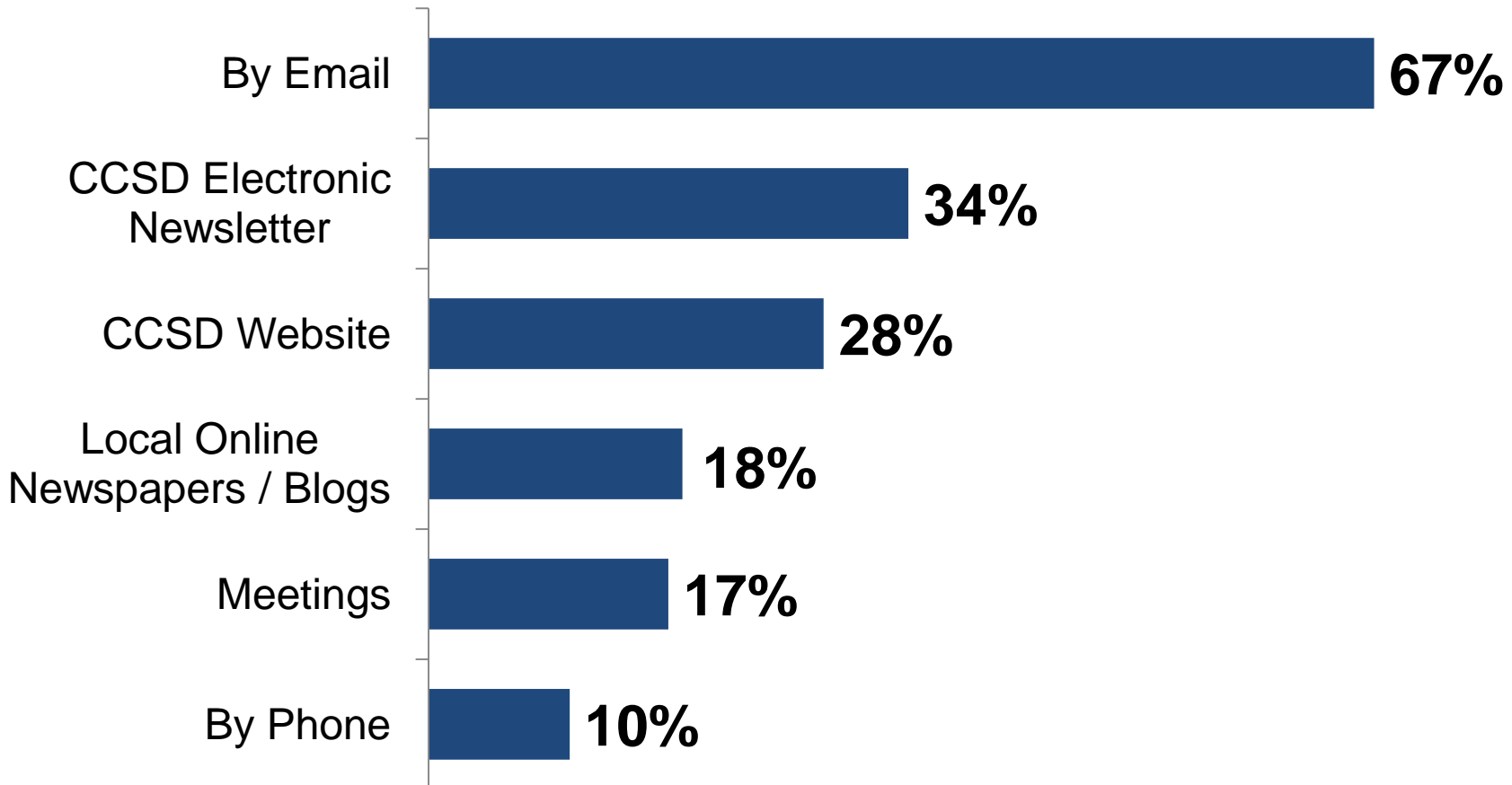


*The current busing is **not up to the appropriate standard**. If we need to add buses to improve safety and timely use, we should do so.*

COMMUNICATION CHANNELS

Which of the following are the best ways for the Chappaqua Central School District to communicate information to you?

You may select up to two responses.



ADDITIONAL COMMENTS FROM RESPONDENTS

- *We don't want taxes to go up but we don't want services to go down, either. I don't know where they could save money, but they need to be mindful of costs.*
- *I think my kids have gone through an excellent program, but I don't think my taxes should be increased, due to the economy.*
- *Think about a bond each year to cover expenses. Cut out (hypothetically) all sports, and bond it. Everyone will pay for it. That way you keep your teachers, stay within the percentage cap, and we all get what we want.*
- *Do not cut programs, teachers and teaching assistants. It's worth modest tax increases to keep quality classroom employees.*
- *I think that property taxes are way too high, and it's hurting peoples' ability to sell their houses.*
- *As the school goes so goes the community, so we have to have a good school system.*



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THANK YOU!

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CHAPPAQUA CENTRAL SCHOOL DISTRICT

LIST OF SURVEY QUESTIONS

1. First, how favorable or unfavorable is your opinion of Chappaqua Central School District?
 - 1) Very favorable
 - 2) Somewhat favorable
 - 3) Somewhat unfavorable
 - 4) Very unfavorable
 - 5) Don't know
2. Why do you say that?
3. How would you rate the quality of education provided by Chappaqua Central School District?
 - 1) Excellent
 - 2) Good
 - 3) Fair
 - 4) Poor
 - 5) Don't know

LIST OF SURVEY QUESTIONS

4. How important is it to you that Chappaqua Central School District offer the following programs, activities, and services?

- 1) Very important
- 2) Somewhat important
- 3) Not very important
- 4) Not at all important
- 5) Don't know

- An excellent academic education
- Teaching students to give back to their community
- Teaching students the skills needed to have a healthy balance in their lives
- Energized and passionate teaching
- Broad opportunities in the arts
- Broad athletic opportunities
- A wide range of clubs and activities
- Individual attention to students
- Accessibility of teachers and administrators
- Students' problem-solving and applying critical and creative thinking to content
- Student-teacher connections beyond the class
- Updated, well-maintained facilities
- Up-to-date texts and classroom materials
- Up-to-date technology in classrooms
- Quality of building repair and upkeep
- Offering a wide range of electives at the high school
- Having a high ratio of teachers to students

LIST OF SURVEY QUESTIONS

5. Now, which of the following are the best ways for the Chappaqua Central School District to communicate information to you? You may select up to two responses.
- 1) The district's website
 - 2) The district's electronic newsletter
 - 3) By email
 - 4) By phone
 - 5) Meetings
 - 6) Local online newspapers or blogs
 - 7) Other
 - 8) None of the above
 - 9) Don't know
6. When you think about the resources that Chappaqua devotes to instruction, which is closest to your view?
- 1) We should invest more in teaching than comparable districts if that's what it takes to attract and hold the strongest teachers.
 - 2) We should invest about the same in teaching as comparable districts.
 - 3) We should invest less in teaching than comparable districts because Chappaqua will always attract strong teachers, regardless.
 - 4) Don't know
7. Do you think Chappaqua should have a higher ratio of administrators to students than comparable districts, should it be lower or should it be about the same?
- 1) Higher
 - 2) Lower
 - 3) About the same
 - 4) Don't know

LIST OF SURVEY QUESTIONS

8. When you think about the resources that Chappaqua devotes to administration, which is closest to your view?
- 1) Having more administrators than comparable districts would definitely provide students, parents and teachers better support, oversight, leadership and service.
 - 2) Having more administrators per student would not necessarily provide better support, oversight, leadership and service for students and parents, and other factors should be considered.
 - 3) Don't know
9. When you think about the resources that Chappaqua devotes to its building and grounds, which is closest to your view?
- 1) The current condition of buildings and grounds is not up to the appropriate standard; if we need to invest more to improve, then we should.
 - 2) The current condition of buildings and grounds is acceptable. We should go on investing at about the same levels to continue to maintain this standard.
 - 3) We can't afford to pay what we're currently paying. We should reduce investment in our facilities now, even if that means they deteriorate and we have to issue bonds in the future to take care of deferred work.
 - 4) Don't know
10. When you think about the resources that Chappaqua devotes to transportation busing, which is closest to your view?
- 1) The current busing is not up to the appropriate standard. If we need to add buses to improve safety and timely use, we should do so.
 - 2) The current busing situation is adequate. We should continue to maintain the walking distances adopted by Chappaqua Schools (up to .5 miles in elementary and middle school and up to .9 miles in high school) and invest as needed to maintain the present quality.
 - 3) We cannot afford what we are currently paying and should increase student walking distance limits.
 - 4) Don't know

LIST OF SURVEY QUESTIONS

11. Which of the following is closest to your view?
- 1) A modest increase in local school taxes is justifiable in order to maintain the high quality of education provided by Chappaqua Central School District.
 - 2) Local school taxes are already too high, and Chappaqua Central School District should work within existing funding levels to deliver a high quality education.
 - 3) Don't know
12. Looking ahead, over the next five years do you expect your local school taxes to:
- 1) Go up
 - 2) Stay the same
 - 3) Go down
 - 4) Don't know
13. To what extent do you agree with the following statement?
“Property values in the community will fall if the quality of the public school system declines in the future”.
- 1) Strongly agree
 - 2) Somewhat agree
 - 3) Neither agree nor disagree
 - 4) Somewhat disagree
 - 5) Strongly disagree
 - 6) Don't know
14. Is there anything else you would like us to know that would help us understand your thinking about Chappaqua's educational and financial priorities?

DEMOGRAPHICS

	Total Sample	Very Favorable	Less Than Very Favorable
Gender			
Male	38%	38%	38%
Female	62%	62%	62%
Age			
18-24	1%	1%	0%
25-34	2%	2%	2%
35-44	16%	14%	19%
45-54	30%	29%	32%
55-64	26%	30%	20%
65+	21%	22%	18%
Don't know / Decline to answer	4%	2%	8%
Education			
Grade school	0%	0%	0%
Some high school	0%	0%	1%
High school graduate	4%	4%	5%
Some college	4%	4%	4%
College graduate	36%	36%	33%
Graduate school	54%	54%	55%
Technical school	2%	2%	2%
Don't know / Decline to answer	0%	1%	0%
Marital Status			
Married or have a partner	85%	86%	83%
Single	3%	3%	4%
Widowed	5%	6%	2%
Divorced	5%	4%	7%
Other	1%	1%	1%
Don't know / Decline to answer	2%	1%	2%
Home Ownership			
Own	94%	96%	92%
Rent	3%	3%	4%
Don't know	2%	1%	5%

DEMOGRAPHICS

	Total Sample	Total Very Favorable	Total Less Than Very Favorable
Family Relationship with School District			
No children	7%	7%	7%
Pre-school children	8%	8%	7%
Children in elementary school	16%	14%	20%
Children in middle school	20%	19%	23%
Children in high school	22%	20%	26%
Empty nester - children attended Chappaqua schools	48%	50%	45%
Empty nester - children never attended Chappaqua schools	2%	3%	1%
Faculty member	2%	3%	1%
Staff member	1%	2%	0%
Don't know / Decline to answer	2%	2%	1%
Number of Children Attending CCSD (Among those with Children Attending CCSD)			
Average Number of Children Currently Attending District	2%	2%	2%
Duration of Residency			
0-2 years	2%	3%	1%
3-5 years	8%	8%	7%
6-10 years	12%	12%	11%
11-20 years	27%	25%	31%
20 or more years	50%	51%	50%
Don't know / Decline to answer	1%	1%	0%
Income			
Less than \$35,000	2%	2%	1%
\$35,000-\$59,999	3%	4%	1%
\$60,000-\$99,999	9%	9%	8%
\$100,000 - \$250,000	31%	28%	36%
More than \$250,000	31%	30%	33%
Don't know / Decline to answer	25%	28%	20%