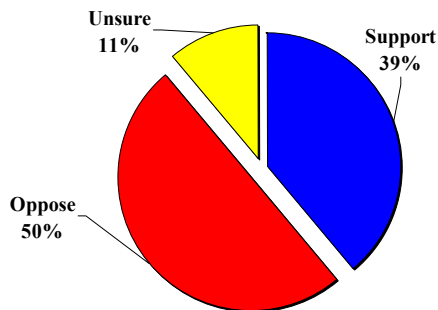


Parents and Voters Do Not Like Using Trailers for Classrooms, Even to Control Costs; Hurts the Image of the Community

SPLIT-SAMPLE QUESTION WORDING VERSION A:

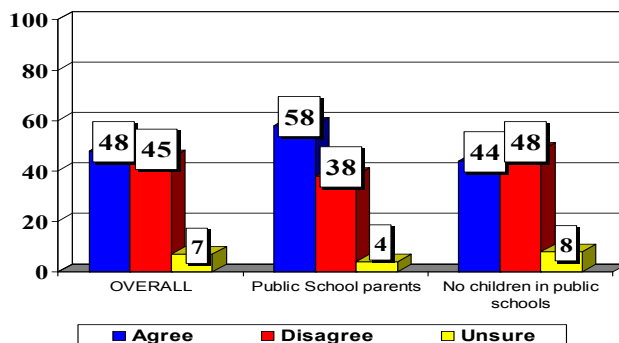
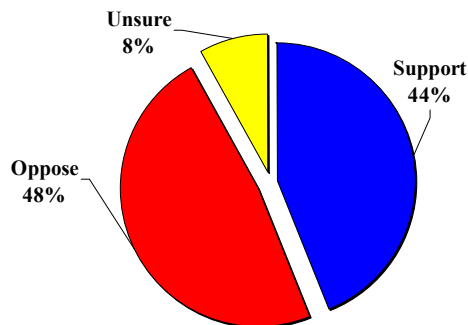
“Looking at various types of school facilities, do you support or oppose using trailers for school classrooms?”



Although trailers are used in many districts throughout Ohio, it appears to be a practice that makes voters bristle. The assertion that it is done to control costs does little to assuage the discomfort and may be viewed as feeble justification. The fact that a near-majority feel that using trailers hurts a community’s image may help to explain the sentiments, although there quite likely are other reasons, as well. As a strategic note, districts seeking approval for bonds to build classrooms that eliminate the need for trailers should not call them “modulars.” Making trailers sound more palatable will cause complacency and do little to rouse voters to support bond requests intended to eliminate them!

SPLIT-SAMPLE QUESTION WORDING VERSION B:

*“Looking at various types of school facilities, do you support or oppose using trailers for school classrooms, **in order to control costs and avoid the need to construct more classrooms or school buildings?**”*



QUESTION WORDING:

“Do you agree or disagree that using trailers for school classrooms hurts the image and reputation of the communities where they are used?”

Methods

This survey research data was gathered through telephone interviews that specially-trained interviewers conducted with 804 randomly-selected registered voters in the State of Ohio, who had valid residential or cellular telephone numbers. The interviews were performed during the period of September 9, 2014 through September 12, 2014. The overall estimated margin of sampling error is +/- 3.45%, based on a confidence level of 95%, although it varies for each individual question. This means that if this survey was repeated, 95 times out of 100 the results would be within plus or minus 3.45% of those provided herein. Adjustments were made to weight the results toward demographic and geographic characteristics of the state’s electorate, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this opinion survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias. Please note that these survey questions were not funded or commissioned by any organization or committee, nor was Fallon Research & Communications, Inc. retained by any parties of interest in this matter, in any capacity.

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