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# FARMINGTON HIGH SCHOOL COMMUNITY SURVEY RESULTS

OCTOBER 2018

Prepared for:  
Farmington, Connecticut Ad Hoc Committee

Prepared by:  
The Center for Research & Public Policy, Inc.



## STATEMENT OF CONFIDENTIALITY AND OWNERSHIP

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All of the analyses, findings and recommendations contained within this report are the exclusive property of the Farmington, Connecticut Ad Hoc Committee.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, The Center for Research and Public Policy maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent.

Moreover, no information regarding these findings will be released without the written consent of an authorized representative of the Farmington, Connecticut Ad Hoc Committee.

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# 1 INTRODUCTION

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The Center for Research & Public Policy (CRPP) is pleased to present the results to a 2018 Farmington, Connecticut High School Community Survey for the Farmington Ad Hoc Committee. The survey was conducted to collect input regarding citizen attitudes towards and willingness to finance a high school renovation in Farmington, CT.

The research study included 400 completed survey responses from Farmington, CT residents.

The survey was conducted October 17 – 25, 2018.

The survey included the following areas for investigation:

- Quality of life living in Farmington;
- Current standard of living;
- Rating Farmington town services;
- Rating Farmington public schools;
- Interest in and perceived importance of Farmington High School upgrades/updates;
- Awareness levels for Statement of Need required high school repairs;
- Overall support or opposition to modifying Farmington High School;
- Support and opposition to new construction / renovation at varied cost levels / tax impact levels;
- Sources for information about the Farmington school system and town;
- Views on the 2017 high school referendum – support or opposition;
- Reasons for 2017 support or opposition in the referendum;
- Understanding of the 2017 associated high school new construction / renovation costs;
- Demographics.

Section 2 of this report discusses the Methodology used in the study, while Section 3 includes Highlights derived from an analysis of the quantitative research. Section 4 is a Summary of Findings from the survey.

Section 5 is an Appendix to the report containing the composite aggregate data, cross tabulations and the survey instrument employed.

## METHODOLOGY

Using a quantitative research design, CRPP received 400 completed phone surveys among Farmington, CT residents.

Survey input was provided by the Farmington Connecticut Ad Hoc Committee.

Survey design is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. Additionally, placement of questions is carefully accomplished so that order has minimal impact.

All telephone interviews were conducted during October 17 – 25, 2018. Residents were contacted between 5:00 p.m. and 9:00 p.m. weekdays and 10:00 a.m. and 4:00 p.m. on the weekend. Respondents qualified for the survey if they were a resident of Farmington and were 18 years of age or older.

All facets of the study were completed and managed by CRPP's senior staff and researchers. These aspects included: survey design, sample plan design, pretest, computer programming, fielding, coding, editing, verification, validation and logic checks, computer analysis, analysis, and report writing.

All population-based surveys conducted by CRPP are approximately proportional to population contributions within states, towns, and known census tract, group blocks and blocks. This distribution ensures truly representative results without significant under-or-over representation of various geographic or demographic groups within a sampling frame.

CRPP utilized a “super random digit” sampling procedure, which derives a working telephone sample of both listed and unlisted telephone numbers. This method of sample selection eliminates any bias toward only listed telephone numbers. Additionally, this process allows randomization of numbers, which equalizes the probability of qualified respondents being included in the sampling frame. A “mixed access” sample of both cell and landline phone numbers was utilized.

Statistically, a sample of 400 completed surveys has an associated margin for error of +/- 4.85% at a 95% confidence level.

Results throughout this report are presented for composite results – all 400 cases.

Cross tabulations of data were developed and are included with this report. These compare core survey questions by demographic subgroups such as: number of years in Farmington, age, residents with /without children, likeliness to vote in new high school referendum, recent high school visits, income, and gender.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Each qualified resident who lives in Farmington had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.



# 3 HIGHLIGHTS

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## ON QUALITY OF LIFE

Impressively, 99.3% of all residents surveyed reported their quality of life living in Farmington as very good (72.8%) or good (26.5%). Just 0.8% reported their quality of life as poor. No resident reported very poor.

A large majority, 90.0%, suggested their standard of living, compared to two years ago, was “improved” (22.0%) or there was “no movement but good” (68.0%). Some suggested their standard of living was “no movement and not so good” (3.0%) or “declined” (5.8%).

Resident ratings of both town services and public schools were strong and positive. The positive rating for town services was 87.9% with poor ratings at 1.8%. On public schools, 82.1% provided positive ratings while 2.8% offered poor ratings.

## ON A FRESH START

### Interest

There exists strong interest in a renewed planning process for a new or renovated Farmington High School. A large majority, 81.6%, suggested they were either very interested (53.8%) or somewhat interested (27.8%).

The need for changes at the Farmington High School was perceived as important. Over four-fifths (83.5%) suggested changes were either very important (49.5%) or somewhat important (34.0%).

### Desired Changes

In an open-end format question, survey respondents were asked to report the changes they would like considered in a new or renovated high school. The most frequently named desired changes, in declining order, included: a new roof, a safe and secure facility, temperature control, code compliance, a facility better designed to educate, enduring ADA handicap accessibility, updates, maintaining accreditation, and ensuring 21<sup>st</sup> century learning.

### Awareness

Respondents were asked how aware they were of several issues cited in a Statement of Need which need addressing in the existing high school facility. Approximately two-thirds of all residents surveyed were aware of most needs listed. Among ten issues measured, awareness was highest for: school safety and security measures, roof repairs required, and space increase needs for the auditorium, library and cafeteria.

## GOING FORWARD

Going forward, in any renewed effort to upgrade the Farmington High School, 88.0% agreed (strongly or somewhat) that public communication of a new design should distinguish between required and desired upgrades.

Another 84.3% agreed (strongly or somewhat) that they could be convinced to support new construction or renovation if they clearly understood the need.

A large majority also agreed (strongly or somewhat) that an updated / upgraded high school facility is important to maintaining property values.

Just under one-half of respondents, 48.3%, agreed (strongly or somewhat) that they could support relocating the high school if space is identified.

## SUPPORT / OPPOSITION

In an early survey support or opposition question, researchers asked respondents which of three options they were currently most interested in seeing pursued by planners. Costs or tax impacts were not included in this initial question. The highest level of support was recorded for a renovated high school where all required and some desired upgrades are accomplished.

- A newly constructed high school where about 85% is new and where all required and most of desired upgrades are considered – 32.8%;
- A renovated high school where all required and some of the desired upgrades are accomplished – 41.3%;
- A renovated high school where the minimum required upgrades are accomplished – 15.5%.

Some respondents offered “none of these options” (4.3%) or “unsure/don’t know” (6.3%).

Researchers read the following to all survey respondents: “*The committee, tasked with looking at future upgrades and updates of the Farmington High School facility, will be exploring new construction or renovation that will range in overall cost from \$75 million dollars to \$135 million dollars*”.

Following the introduction, respondents were asked to report their support or opposition to high school construction / renovation at four different cost and personal tax impact levels.

### At \$135 million...

Respondents were asked to indicate their support or opposition in a new referendum if the investment in new high school construction or renovation is \$135 million, meaning an average increase of \$511 in taxes per year over 20 years for the average Farmington residential assessment.

Just over one-half of respondents, 51.0%, indicated they definitely (29.0%) or probably would support (22.0%) a renovation plan if it cost \$511, on average, per year.



### At \$125 million...

Respondents that indicated they would probably oppose, definitely oppose or were unsure about their support of an additional \$511 in taxes to support a renovation were, in turn, asked to indicate their support or opposition if the investment in new high school construction or renovation is \$125 million, or an average increase of \$435 in taxes per year over 20 years for the average Farmington residential assessment.

An additional 3.5% of respondents indicated they would definitely or probably support the renovation at a cost of additional \$435, on average, per year, bringing the total amount of support to 54.5%.

### At \$100 million...

Respondents that indicated they would probably oppose, definitely oppose or were unsure about their support of an additional \$435 in taxes to support a renovation were, in turn, asked to indicate their support or opposition if the investment in new high school construction or renovation is \$100 million, meaning an average increase of \$348 in taxes per year over 20 years for the average Farmington residential assessment.

An additional 7.8% of respondents indicated they would definitely or probably support the renovation if it cost an additional \$348, on average, per year, bringing the total amount of support to 62.3%.

### At \$75 million...

Respondents that indicated they would probably oppose, definitely oppose or were unsure about their support of an additional \$348 in taxes to support renovation or new construction were, in turn, asked to indicate their support or opposition if the investment in high school renovation without new construction is \$75 million, meaning an average increase of \$261 in taxes per year over 20 years for the average Farmington residential assessment.

An additional 12.0% of respondents indicated they would definitely or probably support the renovation if it cost an additional \$261, on average, per year, bringing the total amount of support to 74.3%.

In an open-end format question, researchers asked respondents to identify three or four things they would need to see, hear or better understand before they would feel comfortable saying they could “definitely support” either new construction or renovation of the Farmington High School. The most frequently cited responses, in declining order, included: know more about costs / budget, justified required vs desired needs, and understanding of full, detailed plan with on-going updates.

## COMMUNICATION

The most frequently cited sources for information about the Farmington school system and town included, in declining order: friends/family/neighbors/co-workers, local print newspapers, Farmington Town newsletter, internet/websites, Farmington town website, Farmington school websites, flyers and brochures.

Social media used by respondents centered mostly on Facebook (55.5%), Instagram (18.3%) and Twitter (12.3%).

## ON HISTORY: THE 2017 REFERENDUM

Regardless of whether the respondent voted in the 2017 high school referendum or not, researchers asked each if they supported or opposed the 2017 new construction / renovation plan. A total of 44.3% reported they supported the plan either strongly (34.0%) or somewhat (10.3%) while 42.3% indicated they somewhat (7.5%) or strongly opposed (34.8%) the plan.

In an open-end format question, supporters were asked for their reasons. The most frequent reasons for support included: for the kids/investment in the kids/my kids go there, current building conditions are poor, quality education is important, and need to maintain home and property values.

The most frequently cited reasons for opposition included: price was overblown/costly/tax hikes, not convinced/not enough information/lacked communication of need, no need/not necessary, and don't need the most expensive high school in the state / nation.

Majorities agreed (somewhat or strongly) with a few statements about the 2017 referendum....

- I clearly understood the proposal for the high school that was presented in the referendum – 74.0%;
- I was confident I knew the cost to me of a new high school in additional property taxes – 71.3%;
- I saw the overall cost of the new high school as too high – 67.0%;
- The communication to the public was adequate / I had enough information to make an informed decision – 59.8%;
- Public input was sought in the planning process – 54.3%.

While 41.0% do not recall or were unsure of the cost / price tag in the 2017 referendum ballot, the largest group of respondents, 23.0%, suggested the cost was \$125 - \$150 million dollars. Some, 14.8% suggested the total price was \$175 or more.

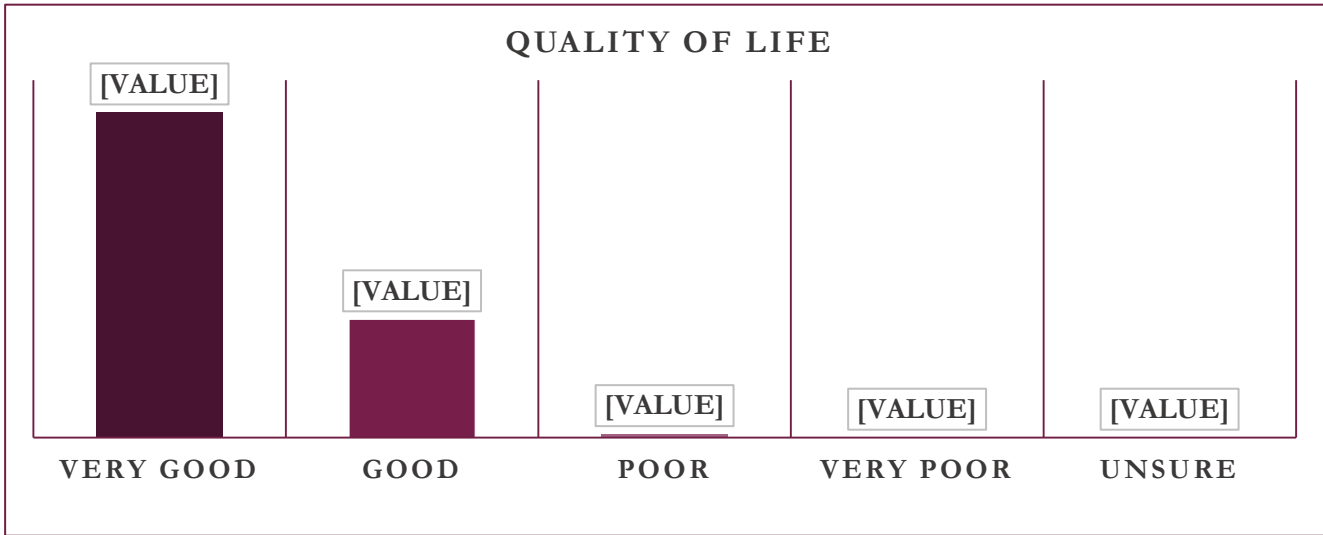
In summary, it appears that the town was evenly divided on the 2017 referendum. However, those opposed identified and turned out their voters. Those opposed prevailed on getting messages out such as the plan would result in one of the most expensive high schools in the state/nation. Voters did not see, but wanted, options presented in the run-up to the vote and had little idea of what the plan would mean to them, personally, in new taxes. Recall of the cost for the 2017 plan was limited with many unsure. Residents felt rushed into the vote at a time when expenditures for both the library and police station were under consideration.

# 4 SUMMARY OF FINDINGS

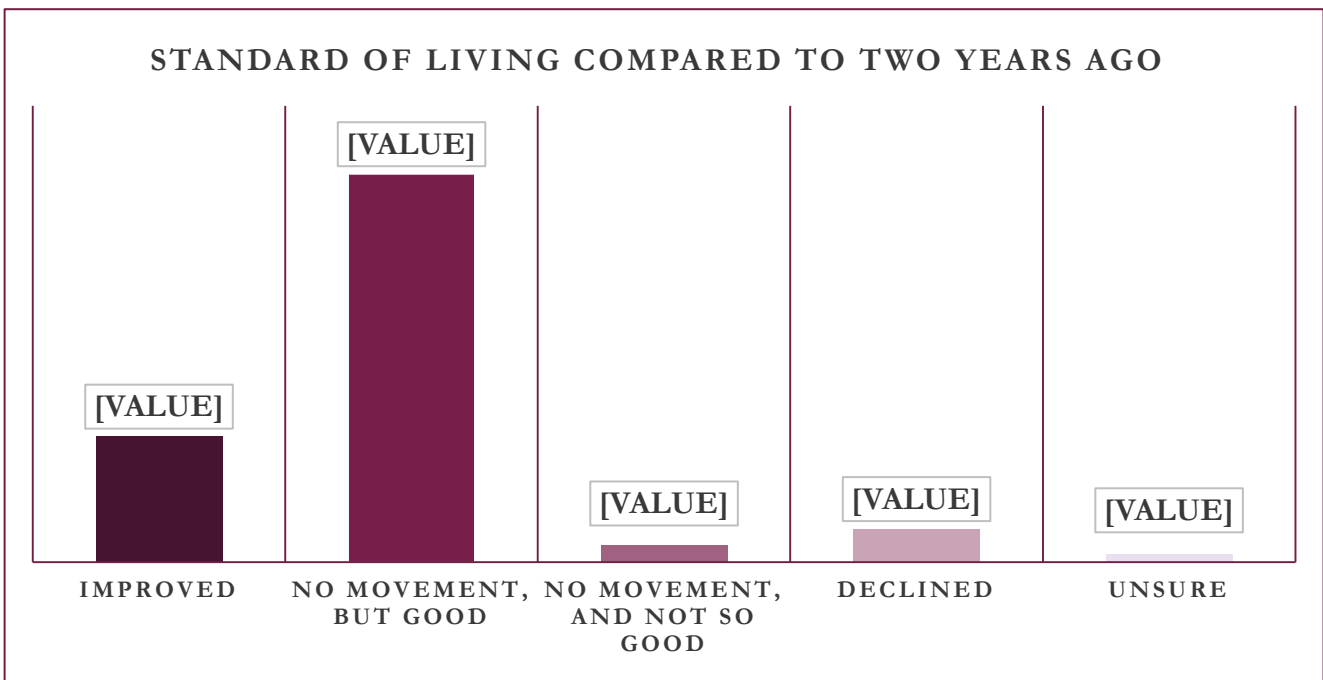
Readers are reminded that the narrative throughout this report refers to composite aggregate data – 400 residents. Text, tables and graphs throughout this report present these composite results.

## QUALITY OF LIFE

Respondents were asked to describe their overall quality of life living in Farmington. A large majority, 99.3%, suggested their quality of life was very good (72.8%) or good (26.5%).



A large percentage of respondents, 90.0% see their standard of living as improved (22.0%) or no movement but good (68.0%) compared to two years ago. Another 8.8% suggested their standard of living had no movement and not so good (3.0%) or had declined (5.8%). Results are displayed in the following graph.



Respondents were asked to rate their overall impression of the quality of Farmington town services and their overall impression of the quality of Farmington public schools using a scale of one to ten where one is very poor and ten is very good. A strong majority of respondents, 87.9%, indicated the quality of town services were good, while 82.1% of respondents indicated the quality of Farmington public schools was good.

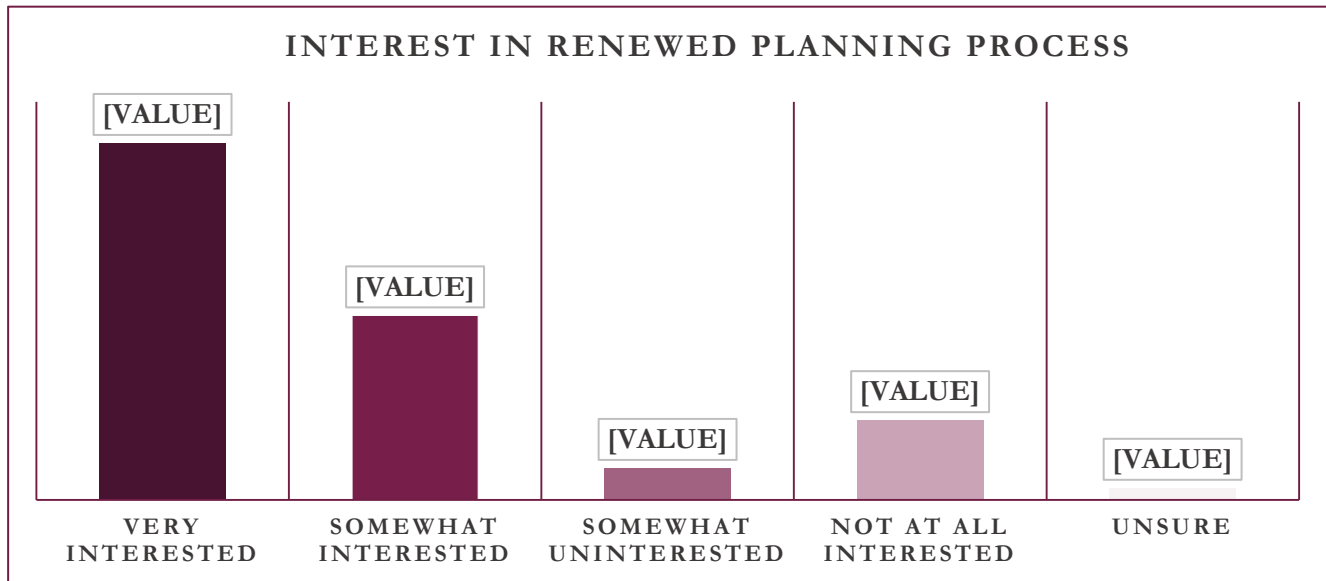
The following table shows the cumulative totals.

<b>RATING</b>	<b>PERCENT GOOD (7-10 RATING)</b>	<b>PERCENT NEUTRAL (5-6 RATING)</b>	<b>PERCENT POOR (1-4 RATING)</b>
Quality of town services	87.9	8.8	1.8
Quality of Farmington public schools	82.1	7.8	2.8

## A FRESH START

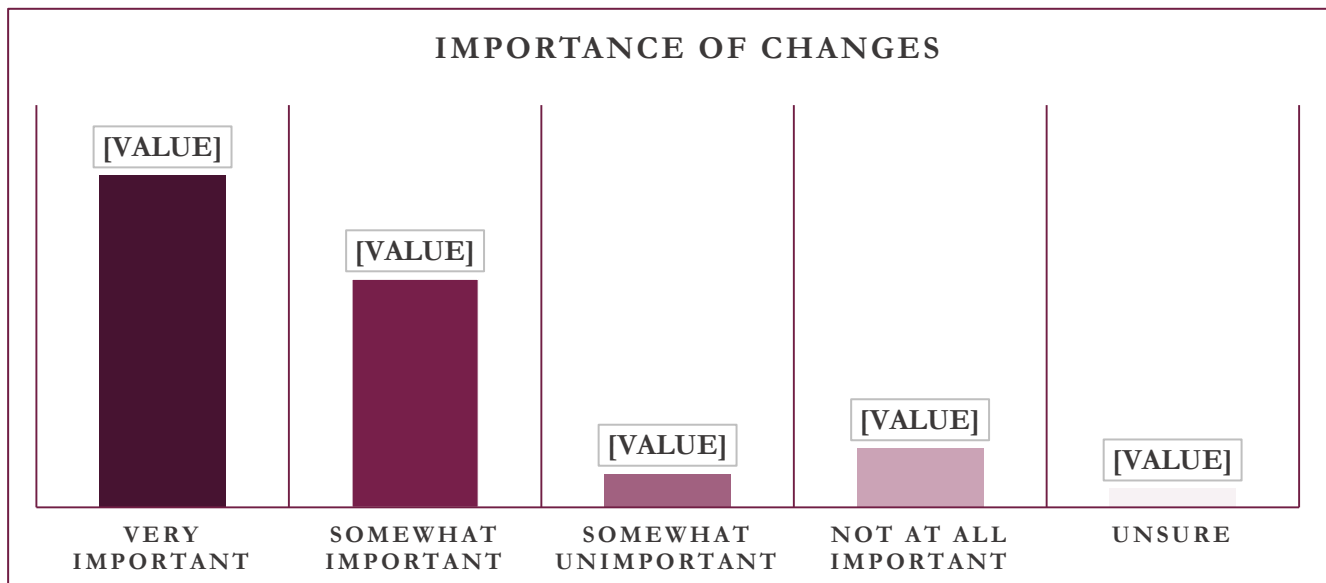
Respondents were asked how interested they were in the renewed planning process for a new or renovated Farmington High School. Over four-fifths of respondents, 81.6%, indicated they were very (53.8%) or somewhat interested (27.8%) in the renewed process.

Results are displayed in the following graph.



Respondents were asked how important it was that changes are made to the Farmington High School. Over four-fifths of respondents, 83.5%, indicated changes to the school were very (49.5%) or somewhat important (34.0%).

Results are displayed in the following graph.



Based on all they know or have heard about the existing high school, respondents were asked what facility changes the town should consider going forward. The most frequently mentioned changes included a new roof (22.3%), a facility that is safe and secure for students, faculty and staff (19.3%), and temperature control (16.5%).

Multiple responses were accepted. The following table holds the cumulative totals in declining order.

FACILITY CHANGES	PERCENT
New <b>roof</b>	22.3
A facility that is <b>safe and secure</b> for students, faculty and staff	19.3
<b>Temperature control</b>	16.5
<b>Unsure/no suggestions</b>	16.5
<b>Code compliance</b>	15.8
A facility that is better designed to <b>educate</b>	14.5
Ensuring ADA: <b>Handicap</b> accessibility	14.2
<b>Update</b> the 1928 building	14.2
Maintaining <b>accreditation</b>	14.0
Ensure <b>21<sup>st</sup> century learning</b> is available to our students	14.0
Larger <b>auditorium</b>	13.3
Larger <b>cafeteria</b>	12.3
Improving <b>energy efficiency</b>	12.0
A warm, more <b>comfortable</b> building for visitors, students, faculty and staff	10.8
<b>Gymnasium</b> – upgraded and/or ADA compliant	9.0
High school facility can be used as a <b>Community Shelter</b>	8.5
Improved and ADA accessible <b>athletic fields</b>	8.5
<b>Demolish</b> the 1928 building	7.8
A facility that is better designed to <b>attract new families</b> to town	7.5
Better <b>parking</b>	7.5
<b>Reducing the sprawl</b>	7.5
Adding a <b>second floor</b>	6.8
Maintaining the <b>historic appearance</b> / look	6.3
<b>None – no need for a new or renovated high school</b>	6.3
<b>Preserve the existing high school</b> for other uses	4.5
<b>Tennis courts</b>	3.8
<b>Keep / mothball the 1928 building</b>	3.8
Other...	22.8

**Other responses included:** Mold removal, addressing drug problems, better seating, bring back programs, build a new school, building is too spread out, don't make a new building but update, improve crowding in high school, redesign classrooms, modernization, add security cameras/personnel, more teachers, new building to reduce maintenance and cost, address athletic fields, fix sewage leaks, update bathrooms, look into elevators, more space for music classes, add a pool and have better access.

## AWARENESS

Respondents were asked how aware they were of several issues, based on a **Statement of Needs** for the high school facility, that will require repairs or upgrades at the existing high school.

Respondents were most aware of the need for school safety and security upgrades (68.0%), required roof repairs (67.5%), and increased space to accommodate students and educational needs (67.3%).

The following table holds the cumulative totals, in declining order, for those indicating they were very or somewhat aware of required repairs or upgrades at the existing high school.

<b>REQUIRED REPAIRS OR UPGRADES</b>	<b>VERY OR SOMEWHAT AWARE: PERCENT</b>
School safety and security upgrades	68.0
Roof repairs required	67.5
Increased space for the auditorium, library, cafeteria and classrooms to accommodate students and educational needs	67.3
Meet and maintain high school accreditation requirements	66.8
Improvements - to address environmental issues such as temperature, water, air, noise and light	66.0
Increased space and classroom need for educational programming	64.5
Code compliance including energy efficiency improvements	63.7
Sprawl of the building, after additions, has caused increased internal travel time, hallway congestion, wasted usable space, and the need to cross outside the building during class changes which reduces security	63.7
Meet ADA Handicap Accessibility requirements	62.7
Parking lot improvements such as traffic flow and number of spaces	59.5

## GOING FORWARD

Respondents were asked how strongly they agreed or disagreed with several statements related to the Farmington High School.

The following table holds the cumulative totals, in declining order, for those indicating they strongly or somewhat agreed with the statement.

STATEMENTS	STRONGLY OR SOMEWHAT AGREE: PERCENT
Public communication of a new design should distinguish between required and desired upgrades	88.0
I could be convinced to support new construction or renovation if I clearly understood the need	84.3
An updated and upgraded high school facility is important to maintaining home property values	82.8
If space could be identified for purchase, I would support a new high school in a different location	48.3

## SUPPORT AND OPPOSITION

Respondents were presented with three different directions for modifications of the Farmington High School facility. Each was asked which direction they would say they are leaning towards today.

Just over two-fifths of respondents, 41.3%, were interested in a renovated high school where all required and some desired upgrades are accomplished. There was less interest in a renovation where the minimum required upgrades are accomplished (15.5%).

Results are displayed in the following table.

STATEMENTS	PERCENT
A newly constructed high school where about 85% is new and where all required and most of desired upgrades are considered	32.8
A renovated high school where all required and some of the desired upgrades are accomplished	41.3
A renovated high school where the minimum required upgrades are accomplished	15.5
None of these options ( <i>Response not provided, but accepted</i> )	4.3
Unsure / Don't know ( <i>Response not provided, but accepted</i> )	6.3



Respondents were asked to indicate their support or opposition in a new referendum if the investment in new high school construction or renovation is **\$135 million**, meaning an average increase of **\$511 in taxes** per year over 20 years for the average Farmington residential assessment.

Just over one-half of respondents, 51.0%, indicated they definitely (29.0%) or probably would support (22.0%) a renovation plan if it cost \$511, on average, per year.

Over one-half, 54.8% of likely voter respondents indicated they would definitely (31.0%) or probably support (23.8%) the renovation at that tax increase.

Results are displayed in the following chart.

AVERAGE INCREASE OF \$511 / YEAR	RESPONDENTS (PERCENT)		LIKELY VOTERS (PERCENT)	
	n=400	Total support or opposition	n=361	Total support or opposition
Definitely support	29.0	<b>51.0</b>	31.0	<b>54.8</b>
Probably support	22.0		23.8	
Probably oppose	12.0	<b>40.7</b>	11.4	<b>37.7</b>
Definitely oppose	28.7		26.3	
Unsure	8.3	<b>8.3</b>	7.5	<b>7.5</b>

Respondents that indicated they would probably oppose, definitely oppose or were unsure about their support of an additional \$511.00 in taxes to support a renovation were, in turn, asked to indicate their support or opposition if the investment in new high school construction or renovation is **\$125 million**, or an average increase of **\$435 in taxes** per year over 20 years for the average Farmington residential assessment.

An additional 3.5% of respondents indicated they would definitely or probably support the renovation at a cost of additional \$435, on average, per year, bringing the total amount of support to 54.5%.

An additional 3.3% of respondents that would likely vote on the renovation indicated they would definitely or probably support the renovation if it cost an additional \$435, on average, per year, bringing the total amount of support to 58.1%.

Results are displayed in the following chart.

AVERAGE INCREASE OF \$435 / YEAR	RESPONDENTS (PERCENT)		LIKELY VOTERS (PERCENT)	
		Total support		Total support
Definitely support	+1.0	<b>54.5</b>	+1.1	<b>58.1</b>
Probably support	+2.5		+2.2	

Respondents that indicated they would probably oppose, definitely oppose or were unsure about their support of an additional \$435.00 in taxes to support a renovation were, in turn, asked to indicate their support or opposition if the investment in new high school construction or renovation is **\$100 million**, meaning an average increase of **\$348 in taxes** per year over 20 years for the average Farmington residential assessment.

An additional 7.8% of respondents indicated they would definitely or probably support the renovation if it cost an additional \$348, on average, per year, bringing the total amount of support to 62.3%.

An additional 8.6% of respondents that would likely vote on the renovation indicated they would definitely or probably support the renovation if it cost an additional \$348, on average, per year, bringing the total amount of support to 66.7%.

Results are displayed in the following chart.

AVERAGE INCREASE OF \$348 / YEAR	RESPONDENTS (PERCENT)		LIKELY VOTERS (PERCENT)	
		Total support		Total support
Definitely support	+1.3	<b>62.3</b>	+1.4	<b>66.7</b>
Probably support	+6.5		+7.2	

Respondents that indicated they would probably oppose, definitely oppose or were unsure about their support of an additional \$348.00 in taxes to support renovation or new construction were, in turn, asked to indicate their support or opposition if the investment in high school **renovation without new construction** is **\$75 million**, meaning an average increase of **\$261 in taxes** per year over 20 years for the average Farmington residential assessment.

An additional 12.0% of respondents indicated they would definitely or probably support the renovation if it cost an additional \$261, on average, per year, bringing the total amount of support to 74.3%.

An additional 12.2% of respondents that would likely vote on the renovation indicated they would definitely or probably support the renovation if it cost an additional \$261, on average, per year, bringing the total amount of support to 78.9%.

Results are displayed in the following chart.

AVERAGE INCREASE OF \$261 / YEAR	RESPONDENTS (PERCENT)		LIKELY VOTERS (PERCENT)	
		Total support		Total support
Definitely support	+2.5	<b>74.3</b>	+2.5	<b>78.9</b>
Probably support	+9.5		+9.7	

In an open-ended format, respondents were asked to identify three or four things they would need to see, hear or better understand before they would feel comfortable saying they would definitely support either new construction or renovation of the Farmington High School. The most frequently named responses are presented in the following table in declining order.

STATEMENT	PERCENT (N=285)
Know more about costs / budget	24.9
Know detailed plan with on-going updates on proposal and process	17.5
Required vs desired needs to be justified / proved	14.0
Still would not agree / against it	6.3
Only minimum needs to be met in plan	5.3
No opinion / don't know	4.6
Town to seek unbiased / fair bids, be transparent in process	4.6
Need more information overall	3.9
Minimal impact on student life and education	2.8
Better communication / publicized meetings and info	2.1
Safety of students ensured	2.1
Want to know student enrollment / projected	2.1
No new building / construction	1.4
Know how long it would take / timeline	1.1
Need ensured fiscal responsibility	0.7
Has nothing to do with me	0.7
Focus on handicap accessibility	0.7
Know that student needs are met	0.7
Everything is too expensive	0.7
Town comparisons completed	0.7
Build on new land	0.7
More time before vote	0.4
Need tour of school	0.4
New roof	0.4
Understand effects on desire to move to Farmington	0.4
Improved technology in school	0.4
Bring in more skills	0.4
Improved space for special needs	0.4

## COMMUNICATION

Respondents were asked to indicate where they usually get information about the Farmington school system and town.

Multiple responses were accepted. The following table holds the cumulative totals in declining order.

RECEIVE FARMINGTON INFORMATION FROM...	PERCENT
Friends/Family/Neighbors/Co-workers	31.5
Local Newspapers: Printed	29.0
Farmington Town newsletter	23.3
Internet / Websites	16.8
Farmington Town Website	14.2
Farmington Schools Website	13.5
Flyers/brochures	12.3
Local Newspapers: Online	11.3
Emails	11.3
Direct mail	10.0
Social media such as Facebook	9.5
Talk of Farmington	9.5
Directly from the schools / school system	8.5
Farmington Public Schools App	4.8
TV	3.8
Other	3.3
State news outlets (papers, radio, TV)	2.8
Everbridge	2.0
Opponents of school facility initiatives	1.5
Employer	1.3
Proponents of school facility initiatives	1.3
Radio	1.0
Blogs	0.8
Front Porch or similar community forum	0.5
Don't know / Unsure	0.5

**Other responses included:** Board of Education meetings, Farmington Patch, meetings/meeting minutes, discussions with local politicians, patients, school letters, text alerts, Town Hall, community board, building commission and YouTube.

Respondents were asked which, if any, social media they use. Facebook was the most popular social media platform with 55.5% of respondents using it. Multiple responses were accepted. The following table holds the cumulative totals in declining order.

SOCIAL MEDIA USED	PERCENT
Facebook	55.5
Don't Use social media	35.0
Instagram	18.3
Twitter	12.3
YouTube	8.5
Snap Chat	7.2
LinkedIn	7.0
Google Plus+ (not "Google")	6.3
Pinterest	4.3
Yelp	2.0
Other	1.3
Front Porch Forum or similar community forum	1.0
Foursquare	0.3

**Other responses included:** Reddit.

## HISTORY: THE 2017 REFERENDUM

Respondents were asked to think back to the 2017 Farmington High School new construction and renovation referendum.

Respondents were asked, regardless of whether or not they voted in the 2017 referendum or not, to indicate how strongly they supported or opposed the new high school construction and renovation as outlined on the referendum ballot.

Results are displayed in the following chart.

SUPPORT OR OPPOSITION	RESPONDENTS (PERCENT)	
		Total support or opposition
Strongly supported	34.0	<b>44.3</b>
Somewhat supported	10.3	
Somewhat opposed	7.5	<b>42.3</b>
Strongly opposed	34.8	
Had no opinion / no interest	6.5	<b>6.5</b>
Unsure / Don't know	7.0	<b>7.0</b>

Respondents who indicated they **supported** (strongly or somewhat) the 2017 new high school construction and renovation referendum were asked to provide a few reasons.

Results are displayed in the following chart.

STATEMENT	PERCENT (N=157)
For the kids, investment in the kids, my kids go there	16.0
Current building conditions are poor, need repairs, bad shape	12.1
Quality education is important, education is a top priority	9.0
Need to maintain home and property values	9.0
Need a NEW building (not renovation)	5.7
Needs renovation, updates, upgrades, modernization	5.7
It's currently dangerous, safety reasons	5.1
High School reputation does not keep up with Town's	4.5
It was a good plan, well thought out, would benefit town	3.8
Not at code	2.5
Needs to be attractive to new residents	2.0
Not convinced on price, need an investment but not that much	0.6
Need a pool	0.6

Respondents who indicated they **opposed** (strongly or somewhat) the 2017 new high school construction and renovation referendum were asked to provide a few reasons.

Results are displayed in the following chart.

STATEMENT	PERCENT (N=162)
Price was overblown, costly, taxes will increase, excessive expense	52.0
Not enough information, not convinced, lacked communication, handled poorly	8.0
No need, not necessary, fine as is	7.0
Don't need fancy new building, most expensive school in the state/nation	7.0
Renovate yes, build new no	5.0
Disagree with the plan, changes planned	4.0
Only offered one plan, no less expensive options offered, no wish list	4.0
No trust in board, lack honesty, lied, taken by surprise	4.0
Kids would be living in construction	2.0
Want new, not renovation	2.0
Waste	1.0
Debt incurred	1.0
New library and police station recently in town, same year	1.0
State budget not trustworthy	1.0

## **PERCEPTIONS OF THE 2017 REFERENDUM**

Respondents were asked how strongly they agreed or disagreed with several statements related to the 2017 Farmington High School referendum process.

Almost three-quarters of respondents, 74.0%, agreed that they clearly understood the proposal for the high school that was present in the referendum, however, just over half of respondents agreed that public input was sought in the planning process.

The following table holds the cumulative totals, in declining order, for those indicating they strongly or somewhat agreed with the statement.

<b>STATEMENTS</b>	<b>STRONGLY OR SOMEWHAT AGREE: PERCENT</b>
I clearly understood the proposal for the high school that was presented in the referendum	74.0
I was confident I knew the cost to me of a new high school in additional property taxes	71.3
I saw the overall cost of the new high school as too high	67.0
The communication to the public was adequate – I had enough information to make an informed decision	59.8
Public input was sought in the planning process	54.3

Respondents were asked to recall the amount of the total proposed cost for the Farmington High School new construction and renovation as presented in the 2017 referendum ballot.

Over two-fifths of respondents, 41.0%, were unsure or couldn't recall the proposed cost presented on the 2017 referendum ballot.

Results are displayed in the following chart.

<b>PROPOSED COST</b>	<b>PERCENT</b>
Under 50 million	1.8
50 to under 75 million	1.3
75 to under 100 million	3.3
100 to under 125 million	10.0
125 to under 150 million	23.0
150 to under 175 million	5.0
175 to under 200 million	10.0
200 million or more	4.8
Don't know / Unsure / Don't recall	41.0



## RESIDENT DEMOGRAPHICS

<b>YEARS LIVED IN FARMINGTON</b>	<b>PERCENT</b>
Less than 20 years	44.5
20 years or more	55.5
<b>AVERAGE</b>	<b>25 years</b>

<b>AGE</b>	<b>PERCENT</b>
18 to 24	5.5
25 to 34	7.0
35 to 44	17.8
45 to 54	21.3
55 to 64	21.3
65 or older	23.5
Refused	3.8

<b>ON CHILDREN</b>	<b>PERCENT</b>
No children	21.0
Have children not yet of school age (pre-school or younger)	5.8
Have children of school age currently attending Farmington schools	32.5
Have children of school age not attending Farmington schools (private school, etc.)	3.3
Have children who started in the Farmington schools but left for private or other schools	1.5
Have older (over 18) children who attended Farmington schools in the past	32.5
Have older (over 18) children who did not attend Farmington schools (such as didn't live in Farmington / attended private)	9.0
Unsure / Don't know / Refused	1.3

<b>LIKELINESS TO VOTE IN NEW REFERENDUM</b>	<b>PERCENT</b>
Very likely	79.5
Somewhat likely	10.8
Somewhat unlikely	2.0
Not at all likely	5.8
Unsure	2.0

<b>VISITS TO FHS (IN PAST TWO YEARS)</b>	<b>PERCENT</b>
Have not been in FHS over the past two years	33.3
Once	9.5
Two to five times	20.3
Six or more times	34.8
Unsure	2.3

<b>ANNUAL TOTAL FAMILY INCOME (BEFORE TAXES)</b>	<b>PERCENT</b>
Under \$50,000	3.0
\$50,000 to less than \$75,000	10.0
\$75,000 to less than \$100,000	12.0
\$100,000 to less than \$175,000	21.3
\$175,000 to less than \$200,000	7.2
\$200,000 to less than \$225,000	4.0
\$225,000 to less than \$250,000	2.0
\$250,000 to less than \$300,000	2.5
\$300,000 or more	7.5
Unsure	30.5

<b>GENDER (BY OBSERVATION)</b>	<b>PERCENT</b>
Male	43.0
Female	57.0

# 5 APPENDIX

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## INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey are presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.