



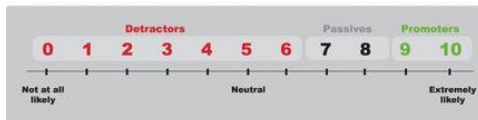
North Canton City Schools
 Parent Survey Summary Results
 June 2020

Survey Metrics	2016	2017	2018	2019	2020
Audience Size	4061	4847	4577	4398	4367
Respondents	671	717	827	597	748
Response Rate	17%	15%	18%	14%	17%
How do you rate us in terms of:					
The quality of education provided?	4.10	4.35	4.34	4.38	4.41
The quality of service from our staff?	3.86	4.17	4.16	4.17	4.41
The quality of our co and extra-curricular programs/services?	3.71	3.95	3.91	3.99	4.18
Our friendliness, attitude, etc.?	3.75	4.02	3.97	4.07	4.32
Our communication regarding the district?	3.67	4.00	4.00	4.05	4.32
Your overall satisfaction with our district?	3.73	4.1	4.04	4.16	4.33
Section Average	3.80	4.10	4.07	4.14	4.33

Continue Education?		Yes	No	Not Sure / No Answer
Do you plan to continue sending your student(s) to our district to complete their K-12 education?	2016	88.06%	1.19%	10.75%
	2017	90.24%	2.23%	7.11%
	2018	88.27%	1.93%	9.79%
	2019	88.95%	3.00%	8.05%
	2020	91.10%	0.05%	8.40%

On a scale of 1 to 10, how likely would you be to recommend our district to a friend or colleague?

	Overall	Promoter	Passives	Detractors
2016 Net Promoter Score ** updated 6-17	28.06	49.7	28.66	21.64
2017 Net Promoter Score	54.96	64.4	26.04	9.05
2018 Net Promoter Score	46.29	60.8	24.67	14.51
2019 Net Promoter Score	52.36	63.34	25.68	10.98
2020 Net Promoter Score	71.1	76.34	18.41	5.24



NPS = % of PROMOTERS (9s and 10s) - % of DETRACTORS (0 through 6)

NPS Score	Category
75 to 100	World Class
50 to 74	Excellent
0 to 49	Good
-100 to -1	Needs Improvement

NPS Score	Category
70 to 100	Excellent
30 to 69	Great
0 to 29	Good
-100 to -1	Needs Improvement