



North Canton City Schools
 Parent Survey Summary Results
 May 2018

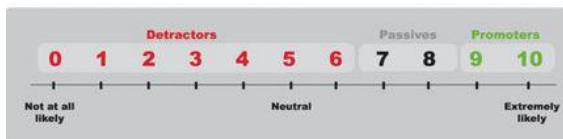
| Survey Metrics | 2016 | 2017 | 2018 |
|----------------|------|------|------|
| Audience Size | 4061 | 4847 | 4577 |
| Respondents | 671 | 717 | 827 |
| Response Rate | 17% | 15% | 18% |

| How do you rate us in terms of: | 2016 | 2017 | 2018 |
|---|-------------|-------------|-------------|
| The quality of education provided? | 4.10 | 4.35 | 4.34 |
| The quality of service from our staff? | 3.86 | 4.17 | 4.16 |
| The quality of our co and extra-curricular programs/services? | 3.71 | 3.95 | 3.91 |
| Our friendliness, attitude, etc.? | 3.75 | 4.02 | 3.97 |
| Our communication regarding the district? | 3.67 | 4.00 | 4.00 |
| Your overall satisfaction with our district? | 3.73 | 4.1 | 4.04 |
| Section Average | 3.80 | 4.10 | 4.07 |

| 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% |

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 |



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