



# **Great Schools for All Parent Survey Summary Report**

**May 2016**

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# 1. Introduction

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Great Schools for All (GS4A) promotes the concept of a network of cross-district primary and secondary magnet schools in Monroe County, offering thematic programming that no single district can afford to offer on its own. Enrollment in these Schools would be voluntary. Each school would be socioeconomically diverse.

As part of its commitment to provide high quality education throughout the county, Great Schools for All has sought to measure parental attitudes toward some of the key components of the magnet school model and gain insight on how to better position their Breakthrough Schools initiative.

## *Overview of Methodology*

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Parental attitudes regarding education are based on a number of factors. Collectively, these factors shape their opinion of education in general and specifically the education of their child or children. The first step to understanding general attitudes is to understand which factors shape those attitudes and to what degree.

The research framework for this study was developed by Metrix Matrix in conjunction with members of GS4A. Metrix Matrix discussed with GS4A the goals and approach of this study as well as concerns regarding methodology. Having identified the potential factors driving parental attitudes, Metrix Matrix subsequently designed a survey to isolate and measure some of these factors. The survey script and interviewing protocol used in this study received multiple rounds of review and edits before receiving final approval.

A total of 301 parents<sup>1</sup> of school-age children in the City of Rochester, as well as 301 parents in the surrounding suburbs within Monroe County participated in this study via telephone. Parents with only one child, in 12<sup>th</sup> grade, were excluded from the study as the child was considered to be in his/her last year of school.

Data were collected between March 26 and April 13, 2016. Countywide (Base) results are weighted to reflect the actual urban/suburban distribution of households with school age children<sup>2</sup>. A full description of the methodology used for this study is included later in this report (See Section 4).

## *Organization of Report*

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This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled Executive Summary is for you. It provides a summary of the

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<sup>1</sup> The use of the term 'parent' throughout this report also refers to guardian, as the survey screening allowed for either type of respondent to participate.

<sup>2</sup> Approximately 22,000 urban households and 77,000 suburban households.

most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question presentation of the results from the survey by topic area (see Table of Contents), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaires used for the interviews are contained at the back of this report, along with appendices containing detailed comments made by a number of respondents.

## *Acknowledgements*

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Metrix Matrix thanks the members of the Great Schools for All organization who contributed their valuable input during the design stage of this study. Their expertise, insight and local knowledge improved the overall quality of the research presented here.

Metrix Matrix would also like to acknowledge the Max and Marian Farash Charitable Foundation for its generous support in underwriting this study.

## *Disclaimer*

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The statements and conclusions in this report are those of the author (Jim Antonevich) at Metrix Matrix, Inc. and not necessarily those of Great Schools for All.

## *About Metrix Matrix*

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Metrix Matrix is a full-service survey research firm that is dedicated to providing its clients with a clear understanding of the values, perceptions, priorities and concerns of their constituents, customers and stakeholders. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, Metrix Matrix helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective communication campaigns.

During his career, Mr. Antonevich (Principal Researcher) has designed and conducted hundreds of survey research studies for public and private agencies.

## 2. Executive Summary

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The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

### *Respondent Profile*

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- All respondents self-identified their city, town or village of residence.
- All respondents self-identified as being the parent or guardian of one or more school age children.
- 44% male and 56% female.
- County-wide respondents were responsible for an average of 1.9 school age children in both the urban and suburban segments.
- Thirty-nine percent (39%) of respondents countywide were giving responses based upon a child in elementary school (PreK-5th grade), 26% middle school (6th - 8th grade) and 35% high school (9th - 11th grade<sup>1</sup>).
- Countywide 83% of respondents indicated their children attended school district public schools. The remaining 17% was divided among private (10%), charter (3%) and home school (4%).
- A representative mix of respondents based on household income as well as racial/ethnic characteristics was included in this study and can be found in the demographic section of this report.

### *Satisfaction<sup>2</sup> with Current School*

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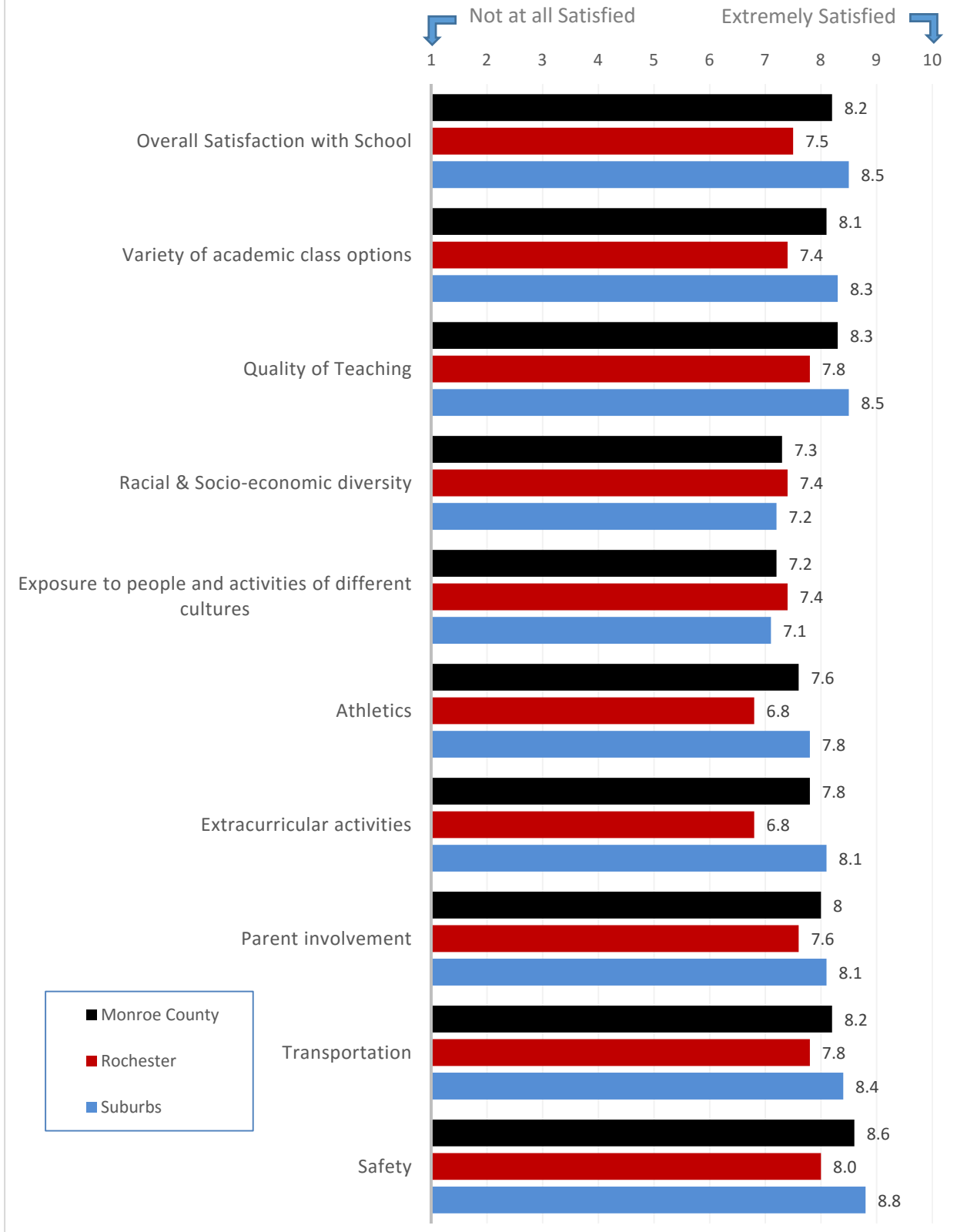
- Eighty-nine percent (89%) of all respondents were satisfied with their child's school overall, yielding an average score of 8.2 countywide with a satisfaction level of 7.5 within the city and 8.5 in the suburbs.
- The attribute receiving the highest score was safety at 8.6.  
(8.0 Rochester / 8.8 Suburbs)
- The attribute receiving the lowest score was 7.2 regarding exposure to people and activities of different cultures.  
(7.4 Rochester / 7.1 Suburbs)
- The remaining attributes within that range were Quality of Teaching (8.3), Transportation (8.2), Variety of Academic Class Options (8.1), Parent Involvement (8.0), Extra Curricular Activities (7.8), Athletics (7.6) and Racial & Socio-economic diversity (7.3).

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<sup>1</sup> Respondents with children in 12<sup>th</sup> grade were instructed to consider a younger child when responding. If there were no other school age children in the home, the respondent was disqualified as it was assumed to be the final year of the 12<sup>th</sup> grader's education and would not be eligible for a magnet school the following year.

<sup>2</sup> For the purposes of this study "Satisfied" is considered to be a response of 7 or above on a 10-point satisfaction scale.

## Current School Satisfaction



## *Racial & Socio-economic attitudes regarding education*

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- Eighty-three percent (83%) of parents indicated it was somewhat or very important to their child’s education that he or she attend a school with children from diverse ethnic, racial and socio-economic backgrounds. This sentiment was strong among both urban (88%) and suburban (81%) parents.
- Seventy-eight percent (78%) believe attending a school where children are from different ethnic, racial and socio-economic backgrounds would better prepare their child for college or work. Again, this sentiment was strong in both the city (85%) and in the suburbs (76%).
- When asked to share their reasoning for their belief (positive or negative), the most common positive themes encountered were regarding:
  - Preparation for the future
  - A reflection of the “Real World”
  - Exposure and Diversity are generally good for the child
- The most common Negative themes were:
  - No need for it
  - No value in it
  - It does not matter or has no effect

## *Magnet School Consideration*

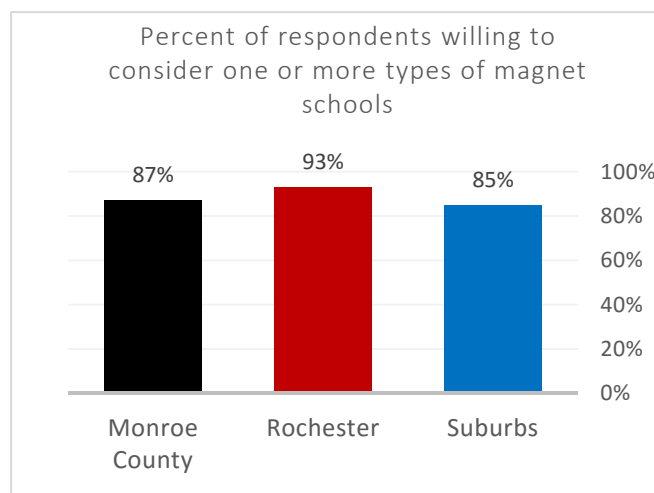
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Prior to asking questions related to magnet schools, respondents were read a definition of magnet schools for the purpose of this survey:

*A Magnet School is defined as a public school offering special instruction and programs not available elsewhere, often designed to attract a more diverse student body. Choosing to attend a Magnet school would be voluntary and at no additional cost to the parent or guardian.*

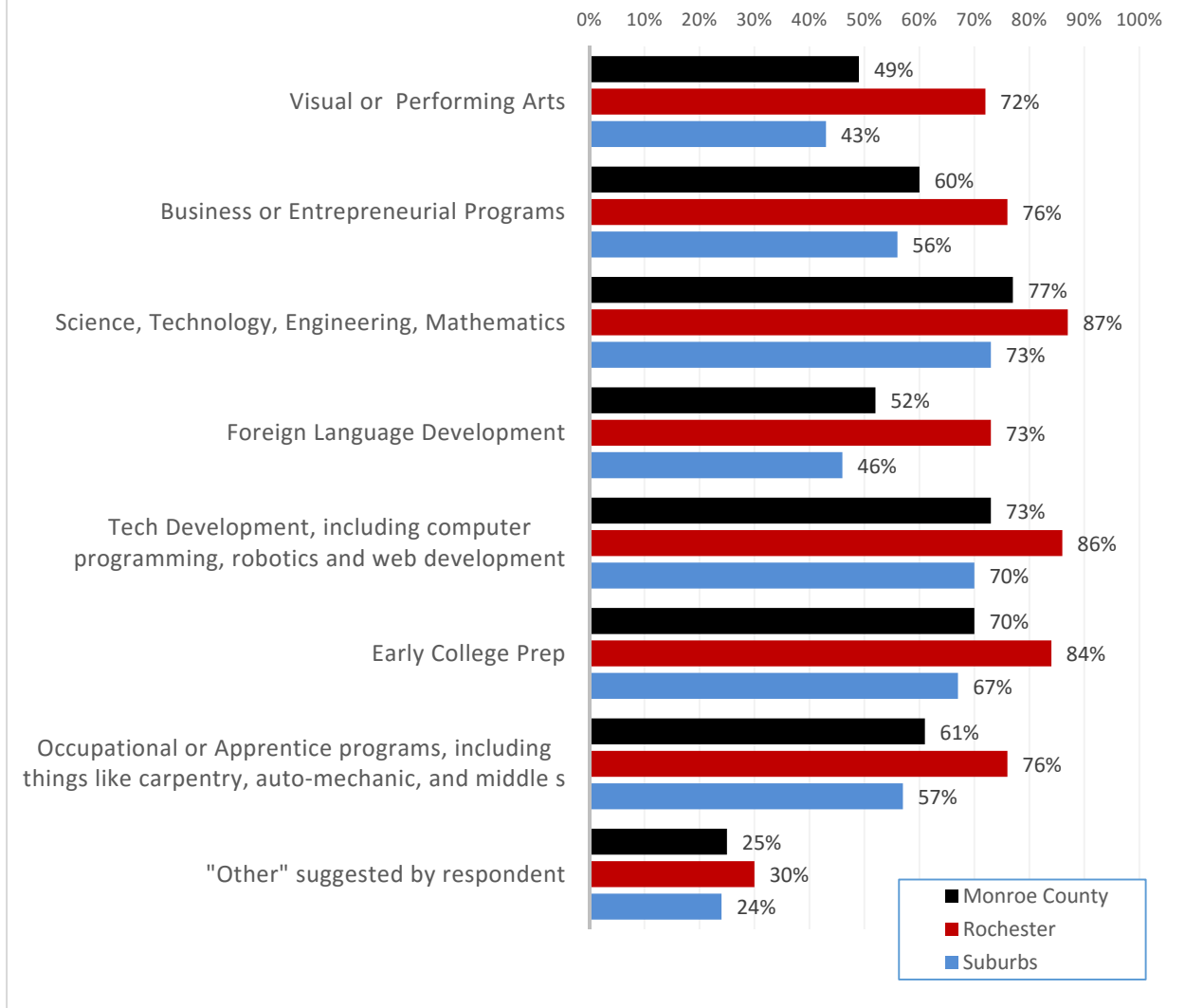
The respondent was then asked a yes/no question:

*“Would you consider sending your child to a Magnet school if that school had a unique academic program specializing in one of the following: (followed by a list of seven magnet school types)*



- Eighty-seven percent (87%) of all respondents indicated they would consider one or more of the magnet schools we listed as examples of potential options for their child. (93% Rochester / 85% Suburbs)
- Thirty-two percent (32%) indicated they would consider all seven of the magnet schools listed. (55% Rochester / 25% Suburbs)

## Consider Sending Child to Magnet School



- Among the magnet schools itemized in the survey, the option offering Science, Technology, Engineering and Mathematics (STEM) received the most (77%) affirmative responses. (87% Rochester / 73% Suburbs) and Visual or performing arts received the least (49%) affirmative responses. (72% Rochester / 43% Suburbs).
- One in four (25%) respondents suggested a magnet school in addition to the seven provided. (30% Rochester / 24% Suburbs)
- The most common themes for additional magnet school types were in the areas of:
  - Medical and Healthcare
  - Additional areas in the Arts
  - Music
  - International related studies
  - Military/ROTC
  - Culinary



## ***Magnet School Variables***

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After introducing the magnet school concept and measuring the general willingness to consider sending their child to a magnet school, we introduced potential barriers to determine how much diminishment there might be in consideration based upon these new variables.

### **Socio Economic**

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- When introducing the concept of a magnet school with half low-income and half middle-class students, 69% indicated it was likely they would consider it. (81% Rochester / 66% Suburbs)
- Sixty-one percent (61%) indicated they would likely consider sending their child to a magnet school in which their child would be in a racial minority. (69% Rochester / 59% Suburbs)

### **Transportation**

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- When introducing the transportation consideration, 63% of respondents indicated they would be willing to have their child transported to a magnet school provided it was no more than 30 minutes away. (76% Rochester / 59% Suburbs)
- Thirty-one percent (31%) of those respondents willing to have their child transported up to 30 minutes away were willing to go as high as 45 minutes (49% Rochester / 24% Suburbs), representing 20% of all survey respondents willing to have their child transported up to 45 minutes to a magnet school. (38% Rochester / 14% Suburbs)
- Half of all respondents indicated that, if necessary, they would be willing to transport their child to a magnet school if they were reimbursed for the cost. (65% Rochester / 45% Suburbs)

### **Outside School District**

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Respondents were asked, regardless of the grade their child was in, whether they would consider sending their child to a magnet school outside their home district on a voluntary basis.

- Almost three quarters (73%) of all respondents indicated they would consider sending their child to a magnet school outside their home district on a voluntary basis. (83% Rochester / 70% Suburbs)

To determine how much of an effect the current grade level had on likelihood, those respondents who had children in elementary or middle school who indicated they were unlikely to send their child out of the school district were asked how likely they were to consider it when sending them to a higher level school (middle school or high school).

The net effect of giving the respondents the additional options of considering a magnet school at the time their child is due to go to a school with higher grade levels increased the consideration rate three percentage points (3%) countywide.

## *Magnet School Incentives and Barriers*

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All respondents were asked what incentives would make it more likely to send their child to a magnet school outside their home district.

The most common responses to this open ended question fell into the following categories:

- If it were special, different or better than their current situation
- The child's interest in attending a magnet school
- Transportation

All respondents were also asked what issues, obstacles, barriers or challenges would make it less likely for them to send their child to a magnet school outside their home district?

The most common responses to this open ended question fell into the following categories:

- Distance or transportation issues
- Safety
- Whether or not the child is interested in going to a magnet school.

## *Conclusion*

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The results of this study indicate that, although generally satisfied with their child's current education, a significant majority of well over 80% of both city and suburban parents, of all racial, ethnic and socioeconomic groups say they would consider sending their children to a magnet school that provides educational opportunities not currently available. Three quarters of all parents would consider having their child cross district lines to do so.

Magnet schools are diverse by definition and one may infer the importance of diversity by the number of parents willing to consider sending their child to a magnet school. This study went beyond this inference and specifically measured parental attitudes regarding the importance of ethnic, racial and socioeconomic diversity prior to raising the topic of magnet schools. Overwhelming majorities of both city and suburban parents recognize the importance and value of a diverse student body in preparing their child for college and the workforce.

Even when introducing potential barriers to sending a child to a magnet school, (specific socioeconomic compositions, specific distances to the school and a location outside their home district) countywide the willingness to consider a magnet school for their child never dropped below 60%.

With the vast majority of Monroe County parents valuing diversity in their child's education as well as providing their child the opportunity for academic opportunities not currently available in their home district, a closer look at the magnet school concept in Monroe County is clearly warranted.

### 3. Detailed Results

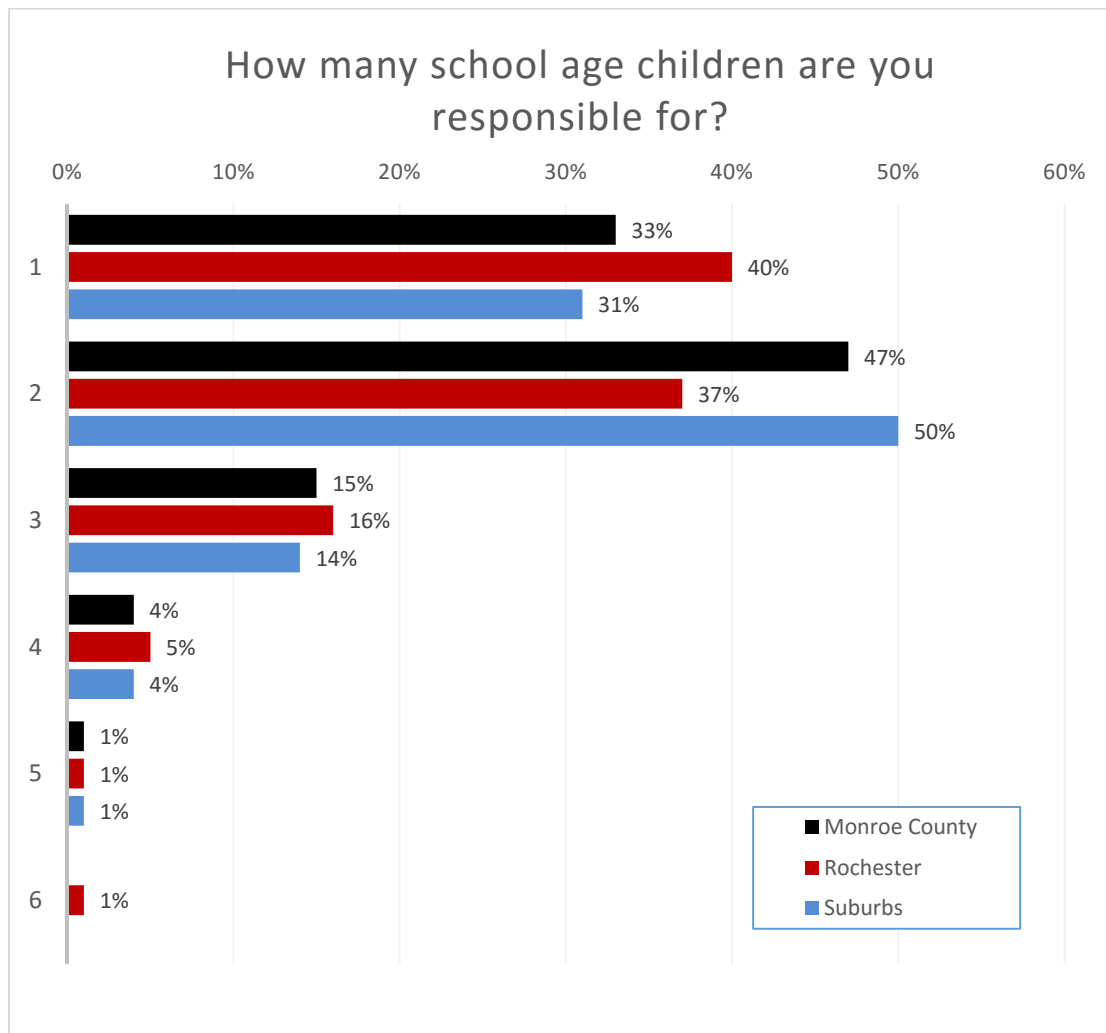
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The detailed results include tabulated and graphical summaries for the survey results by each question, in survey order and segmented by Monroe County, Rochester and the Suburbs. Monroe County results are weighted to be representative of the county's distribution of households with school-age children.

## Respondent Profile

How many school age children are you responsible for?

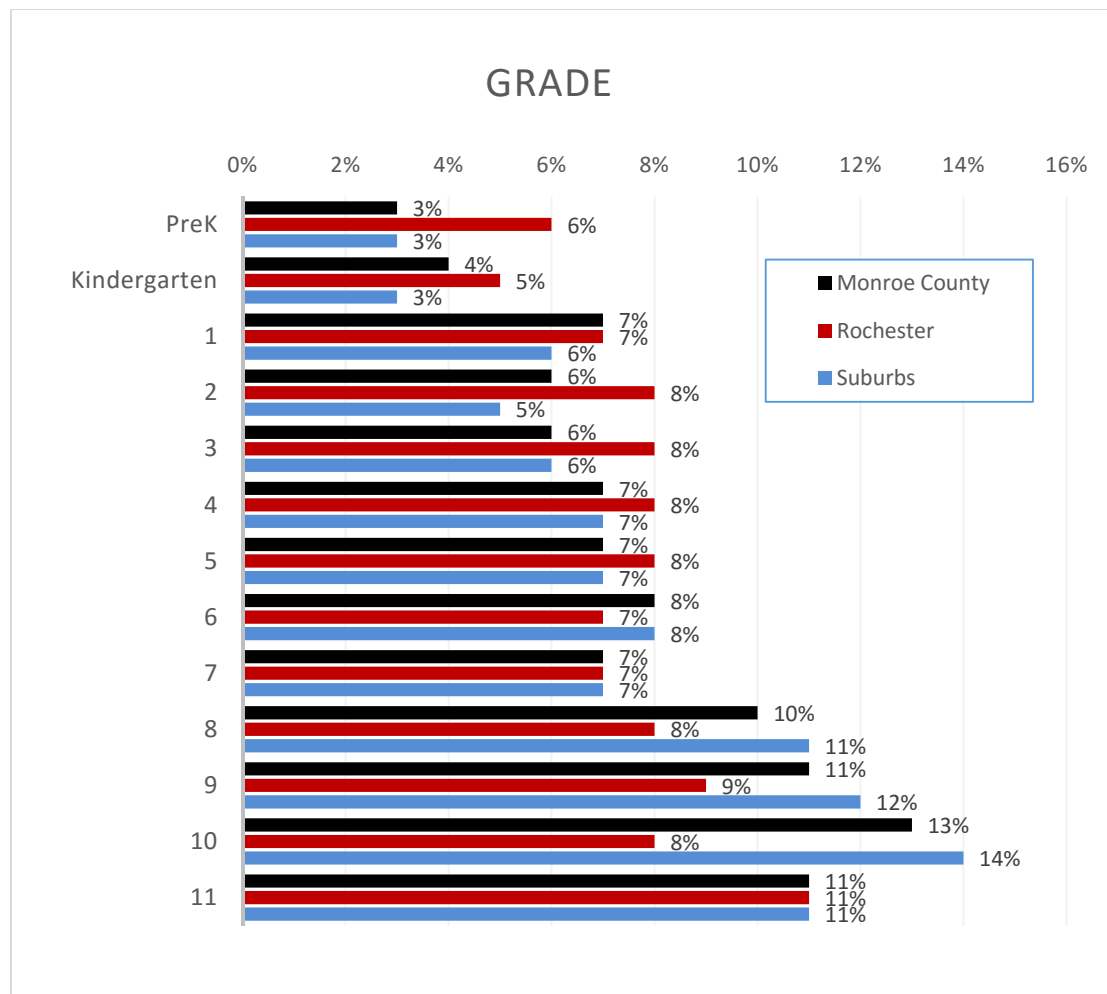
|                                                              | Location      |           |         |     |
|--------------------------------------------------------------|---------------|-----------|---------|-----|
|                                                              | Monroe County | Rochester | Suburbs |     |
| <b>How many school age children are you responsible for?</b> | 1             | 33%       | 40%     | 31% |
|                                                              | 2             | 47%       | 37%     | 50% |
|                                                              | 3             | 15%       | 16%     | 14% |
|                                                              | 4             | 4%        | 5%      | 4%  |
|                                                              | 5             | 1%        | 1%      | 1%  |
|                                                              | 6             | -         | 1%      | -   |
|                                                              | 7             | -         | -       | -   |
|                                                              | 8             | -         | -       | -   |
|                                                              | Mean          | 1.9       | 1.9     | 1.9 |



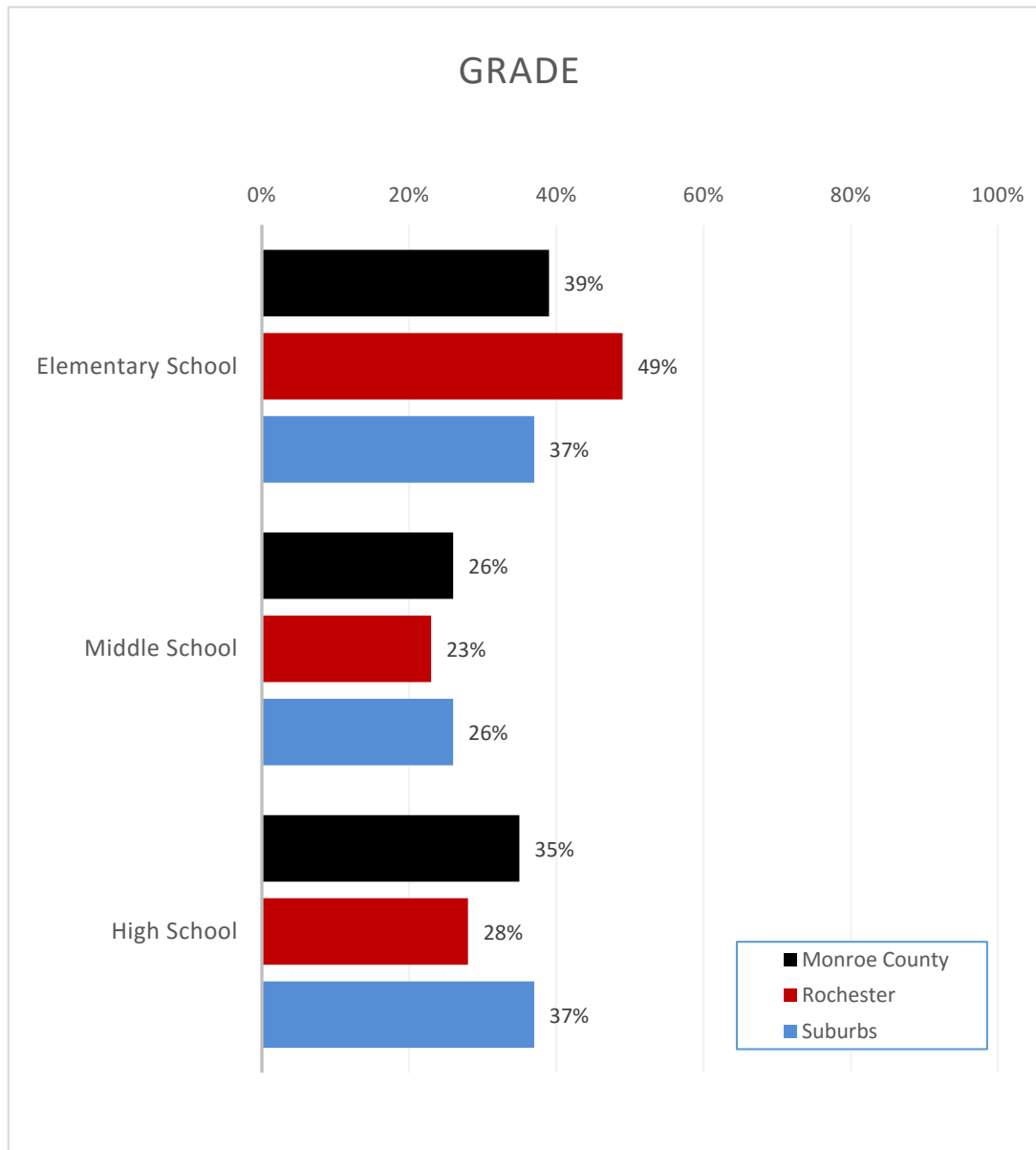
When I ask a question regarding your child, I would like you to focus on the child who most recently celebrated their birthday.

What grade is that child in?

| GRADE        | Location      |           |         |
|--------------|---------------|-----------|---------|
|              | Monroe County | Rochester | Suburbs |
| PreK         | 3%            | 6%        | 3%      |
| Kindergarten | 4%            | 5%        | 3%      |
| 1            | 7%            | 7%        | 6%      |
| 2            | 6%            | 8%        | 5%      |
| 3            | 6%            | 8%        | 6%      |
| 4            | 7%            | 8%        | 7%      |
| 5            | 7%            | 8%        | 7%      |
| 6            | 8%            | 7%        | 8%      |
| 7            | 7%            | 7%        | 7%      |
| 8            | 10%           | 8%        | 11%     |
| 9            | 11%           | 9%        | 12%     |
| 10           | 13%           | 8%        | 14%     |
| 11           | 11%           | 11%       | 11%     |

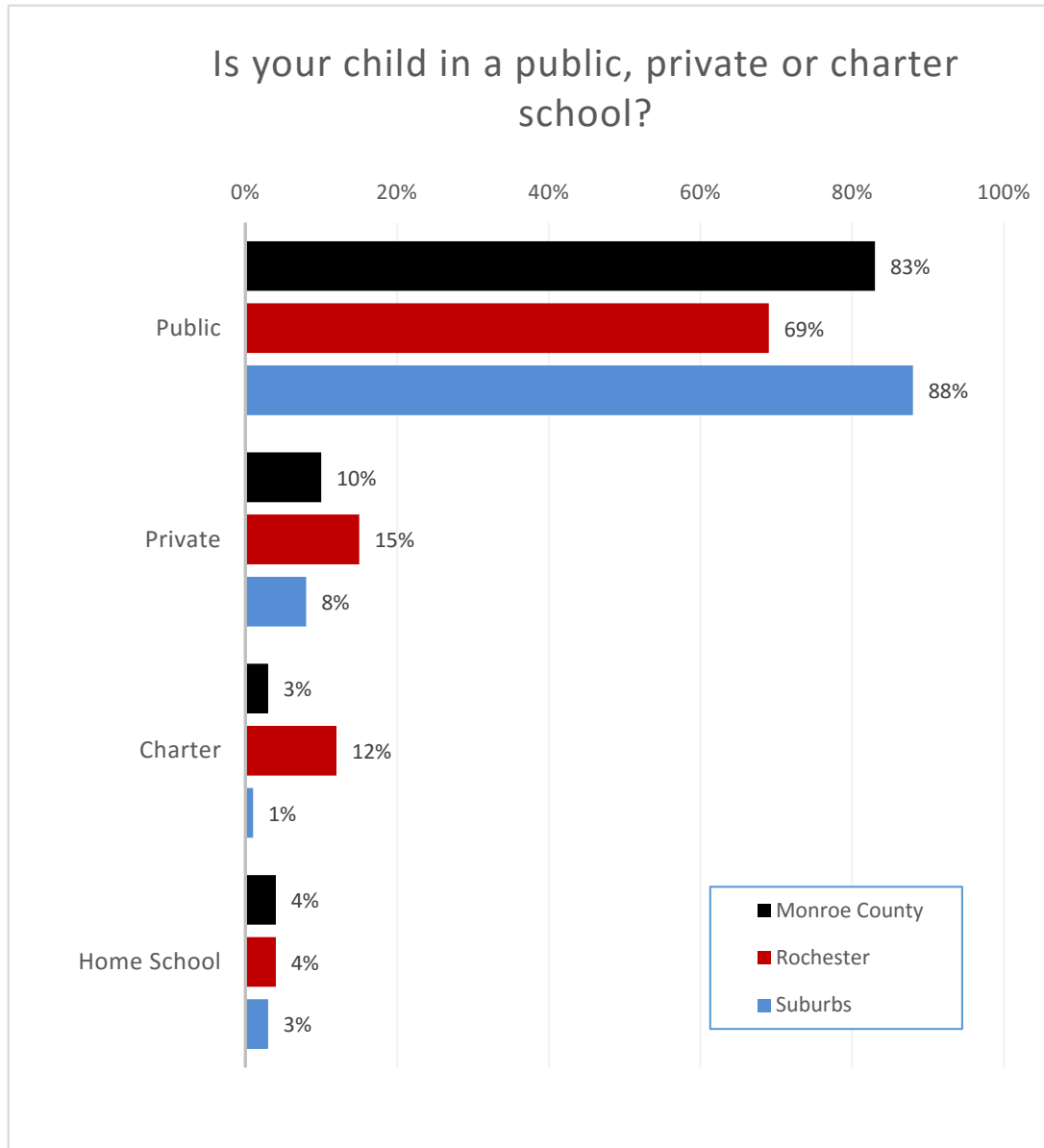


|       |                            | Location      |           |         |
|-------|----------------------------|---------------|-----------|---------|
|       |                            | Monroe County | Rochester | Suburbs |
| GRADE | Elementary School [PreK-5] | 39%           | 49%       | 37%     |
|       | Middle School [6-8]        | 26%           | 23%       | 26%     |
|       | High School [9-11]         | 35%           | 28%       | 37%     |



*Is your child in a public, private or charter school?*

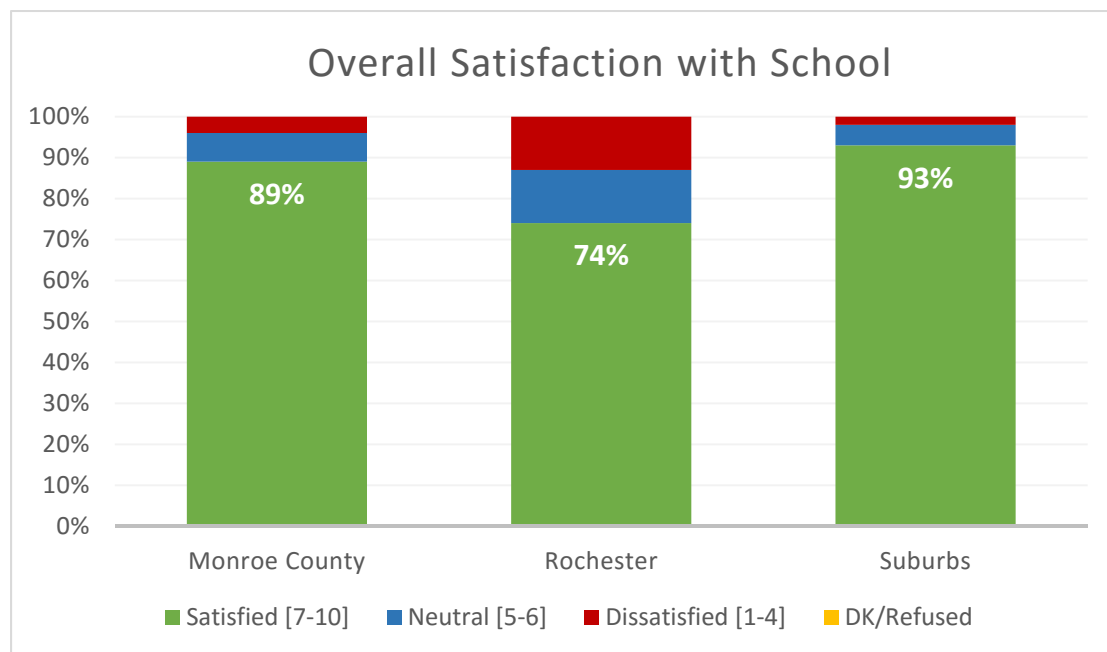
|                                                       |             | Location      |           |         |
|-------------------------------------------------------|-------------|---------------|-----------|---------|
|                                                       |             | Monroe County | Rochester | Suburbs |
| Is your child in a public, private or charter school? | Public      | 83%           | 69%       | 88%     |
|                                                       | Private     | 10%           | 15%       | 8%      |
|                                                       | Charter     | 3%            | 12%       | 1%      |
|                                                       | Home School | 4%            | 4%        | 3%      |



## Satisfaction<sup>1</sup> with Current School

Using a scale of 1-10, where 1 is not at all satisfied and 10 is extremely satisfied, overall, how satisfied are you with the school your child attends?

|                                  |                    | Location      |           |         |
|----------------------------------|--------------------|---------------|-----------|---------|
|                                  |                    | Monroe County | Rochester | Suburbs |
| Overall Satisfaction with School | Satisfied [7-10]   | 89%           | 74%       | 93%     |
|                                  | Neutral [5-6]      | 7%            | 13%       | 5%      |
|                                  | Dissatisfied [1-4] | 4%            | 13%       | 2%      |
|                                  | DK/Refused         | -             | -         | -       |
|                                  | Mean               | 8.2           | 7.5       | 8.5     |



<sup>1</sup> For the purposes of this study “Satisfied” is considered to be a response of 7 or above on the 10 point scale.

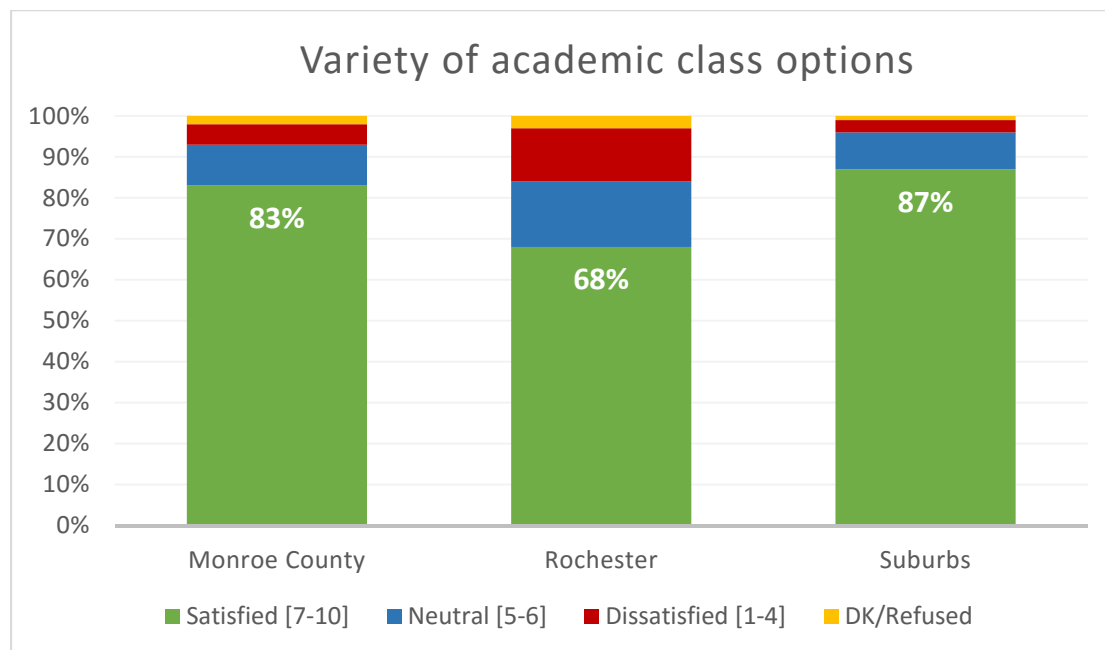


Using the same scale, how satisfied are you with each of the following regarding that school?

|                                                                |                    | Location      |           |         |
|----------------------------------------------------------------|--------------------|---------------|-----------|---------|
|                                                                |                    | Monroe County | Rochester | Suburbs |
| <b>Variety of academic class options</b>                       | Satisfied [7-10]   | 83%           | 68%       | 87%     |
|                                                                | Neutral [5-6]      | 10%           | 16%       | 9%      |
|                                                                | Dissatisfied [1-4] | 5%            | 13%       | 3%      |
|                                                                | DK/Refused         | 2%            | 3%        | 1%      |
|                                                                | Mean               | 8.1           | 7.4       | 8.3     |
| <b>Quality of Teaching</b>                                     | Satisfied [7-10]   | 89%           | 76%       | 93%     |
|                                                                | Neutral [5-6]      | 6%            | 13%       | 4%      |
|                                                                | Dissatisfied [1-4] | 4%            | 11%       | 3%      |
|                                                                | DK/Refused         | -             | -         | -       |
|                                                                | Mean               | 8.3           | 7.8       | 8.5     |
| <b>Racial &amp; Socio-economic diversity</b>                   | Satisfied [7-10]   | 65%           | 71%       | 64%     |
|                                                                | Neutral [5-6]      | 20%           | 11%       | 22%     |
|                                                                | Dissatisfied [1-4] | 10%           | 15%       | 8%      |
|                                                                | DK/Refused         | 5%            | 3%        | 6%      |
|                                                                | Mean               | 7.3           | 7.4       | 7.2     |
| <b>Exposure to people and activities of different cultures</b> | Satisfied [7-10]   | 65%           | 69%       | 64%     |
|                                                                | Neutral [5-6]      | 21%           | 16%       | 23%     |
|                                                                | Dissatisfied [1-4] | 10%           | 13%       | 9%      |
|                                                                | DK/Refused         | 4%            | 3%        | 4%      |
|                                                                | Mean               | 7.2           | 7.4       | 7.1     |
| <b>Athletics</b>                                               | Satisfied [7-10]   | 71%           | 59%       | 75%     |
|                                                                | Neutral [5-6]      | 13%           | 16%       | 12%     |
|                                                                | Dissatisfied [1-4] | 9%            | 20%       | 7%      |
|                                                                | DK/Refused         | 7%            | 6%        | 7%      |
|                                                                | Mean               | 7.6           | 6.8       | 7.8     |
| <b>Extracurricular activities</b>                              | Satisfied [7-10]   | 77%           | 60%       | 81%     |
|                                                                | Neutral [5-6]      | 10%           | 15%       | 9%      |
|                                                                | Dissatisfied [1-4] | 8%            | 19%       | 5%      |
|                                                                | DK/Refused         | 5%            | 6%        | 5%      |
|                                                                | Mean               | 7.8           | 6.8       | 8.1     |
| <b>Parent involvement</b>                                      | Satisfied [7-10]   | 80%           | 73%       | 82%     |
|                                                                | Neutral [5-6]      | 11%           | 10%       | 11%     |
|                                                                | Dissatisfied [1-4] | 7%            | 16%       | 4%      |
|                                                                | DK/Refused         | 2%            | 1%        | 3%      |
|                                                                | Mean               | 8.0           | 7.6       | 8.1     |
| <b>Transportation</b>                                          | Satisfied [7-10]   | 80%           | 73%       | 82%     |
|                                                                | Neutral [5-6]      | 9%            | 9%        | 9%      |
|                                                                | Dissatisfied [1-4] | 6%            | 13%       | 4%      |
|                                                                | DK/Refused         | 5%            | 5%        | 5%      |
|                                                                | Mean               | 8.2           | 7.8       | 8.4     |
| <b>Safety</b>                                                  | Satisfied [7-10]   | 89%           | 79%       | 92%     |
|                                                                | Neutral [5-6]      | 7%            | 7%        | 7%      |
|                                                                | Dissatisfied [1-4] | 4%            | 13%       | 1%      |
|                                                                | DK/Refused         | -             | 1%        | -       |
|                                                                | Mean               | 8.6           | 8.0       | 8.8     |

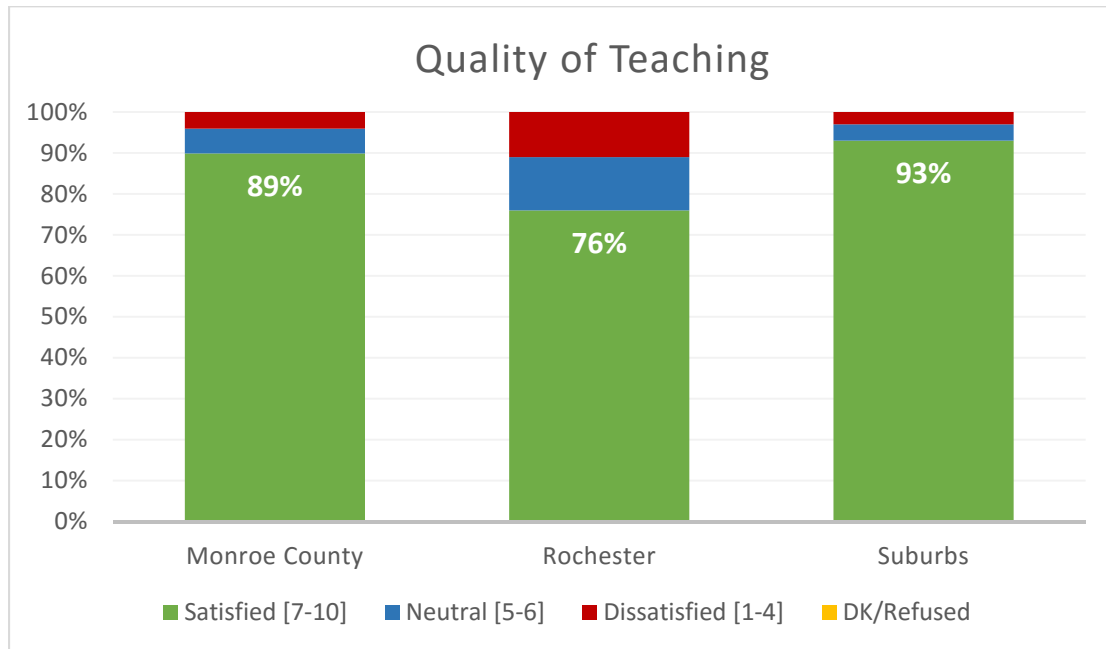
Variety of academic class options

|                                          |                    | Location      |           |         |
|------------------------------------------|--------------------|---------------|-----------|---------|
|                                          |                    | Monroe County | Rochester | Suburbs |
| <b>Variety of academic class options</b> | Satisfied [7-10]   | 83%           | 68%       | 87%     |
|                                          | Neutral [5-6]      | 10%           | 16%       | 9%      |
|                                          | Dissatisfied [1-4] | 5%            | 13%       | 3%      |
|                                          | DK/Refused         | 2%            | 3%        | 1%      |
|                                          | Mean               | 8.1           | 7.4       | 8.3     |



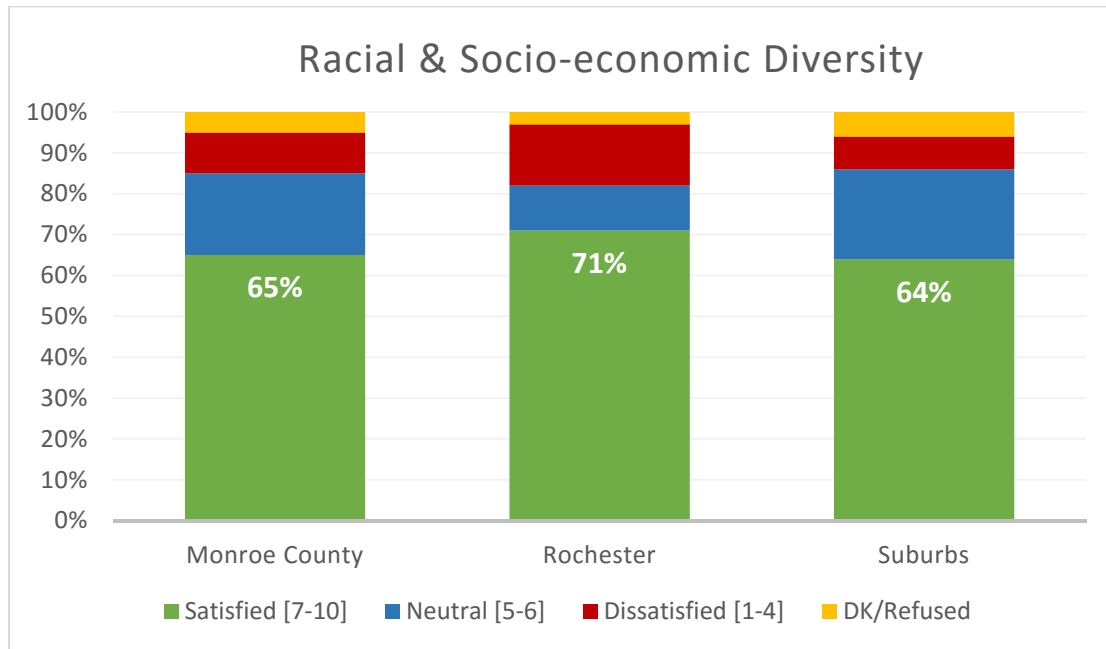
*Quality of Teaching*

|                     |                    | Location      |           |         |
|---------------------|--------------------|---------------|-----------|---------|
|                     |                    | Monroe County | Rochester | Suburbs |
| Quality of Teaching | Satisfied [7-10]   | 89%           | 76%       | 93%     |
|                     | Neutral [5-6]      | 6%            | 13%       | 4%      |
|                     | Dissatisfied [1-4] | 4%            | 11%       | 3%      |
|                     | DK/Refused         | -             | -         | -       |
|                     | Mean               | 8.3           | 7.8       | 8.5     |



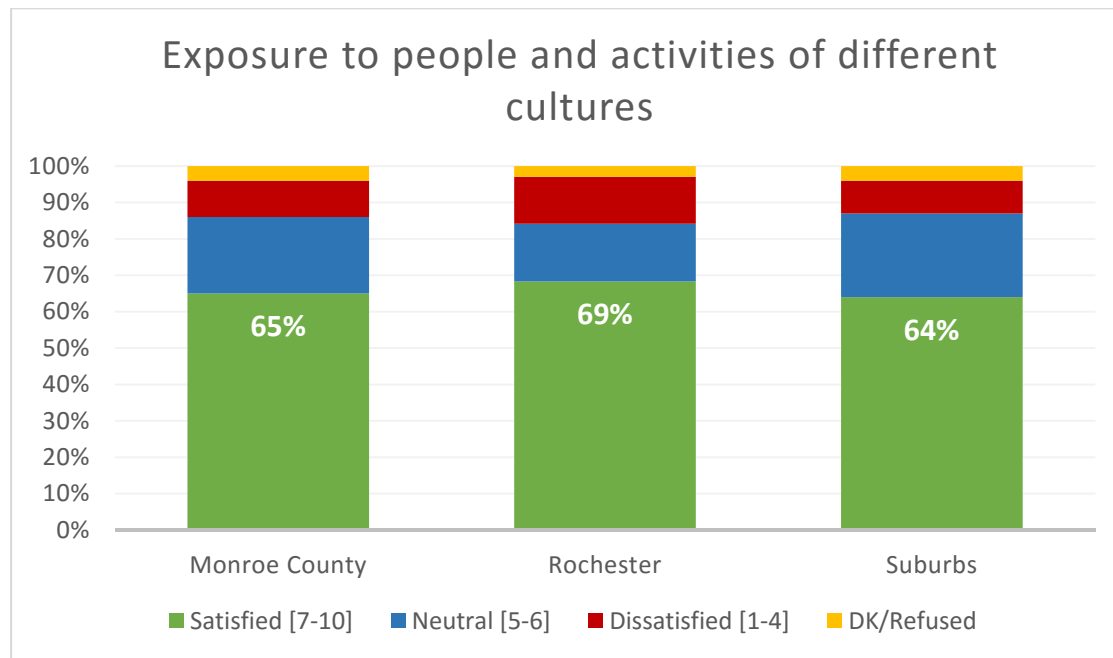
*Racial & Socio-economic diversity*

| Racial & Socio-economic Diversity |                    | Location      |           |         |
|-----------------------------------|--------------------|---------------|-----------|---------|
|                                   |                    | Monroe County | Rochester | Suburbs |
|                                   | Satisfied [7-10]   | 65%           | 71%       | 64%     |
|                                   | Neutral [5-6]      | 20%           | 11%       | 22%     |
|                                   | Dissatisfied [1-4] | 10%           | 15%       | 8%      |
|                                   | DK/Refused         | 5%            | 3%        | 6%      |
|                                   | Mean               | 7.3           | 7.4       | 7.2     |



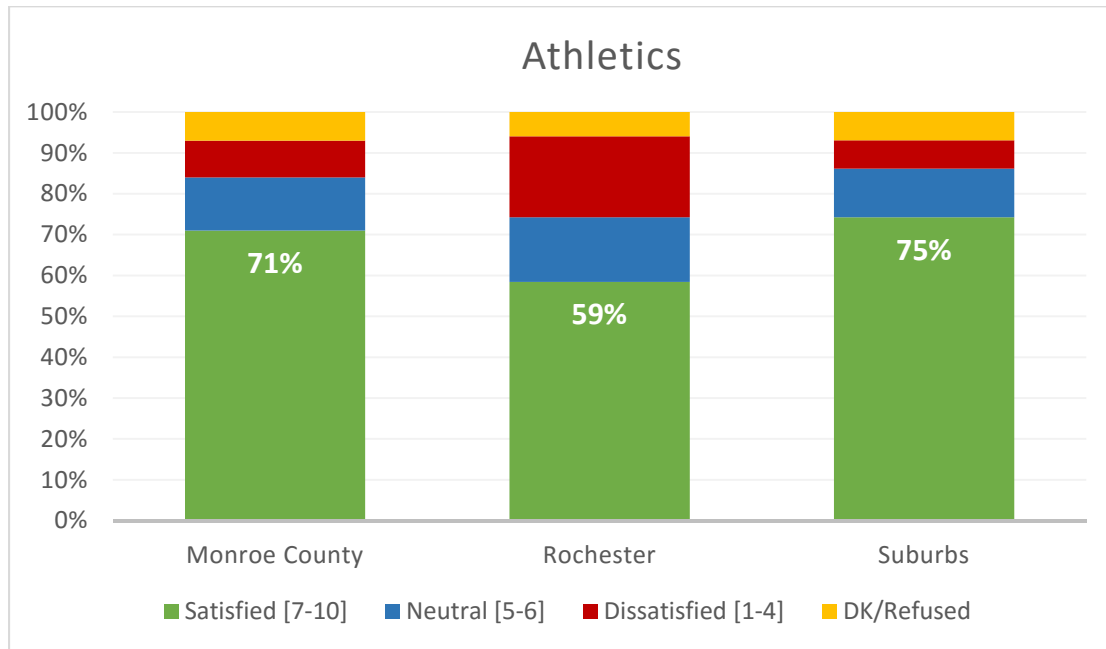
*Exposure to people and activities of different cultures*

|                                                                |                    | Location      |           |         |
|----------------------------------------------------------------|--------------------|---------------|-----------|---------|
|                                                                |                    | Monroe County | Rochester | Suburbs |
| <b>Exposure to people and activities of different cultures</b> | Satisfied [7-10]   | 65%           | 69%       | 64%     |
|                                                                | Neutral [5-6]      | 21%           | 16%       | 23%     |
|                                                                | Dissatisfied [1-4] | 10%           | 13%       | 9%      |
|                                                                | DK/Refused         | 4%            | 3%        | 4%      |
|                                                                | Mean               | 7.2           | 7.4       | 7.1     |



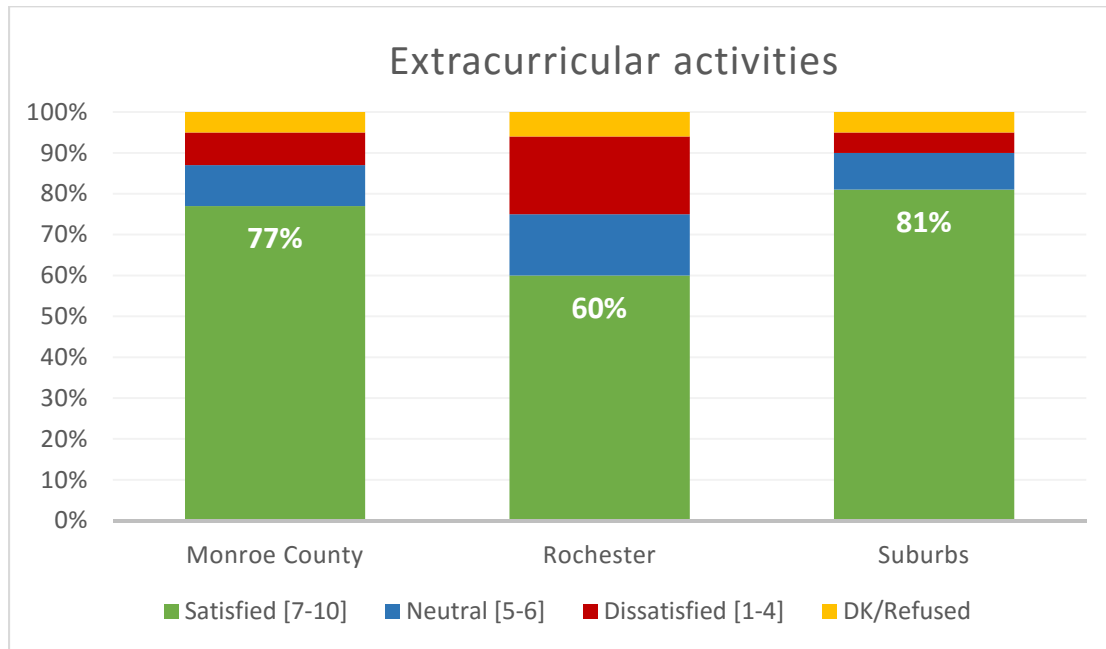
*Athletics*

|                  |                    | Location      |           |         |
|------------------|--------------------|---------------|-----------|---------|
|                  |                    | Monroe County | Rochester | Suburbs |
| <b>Athletics</b> | Satisfied [7-10]   | 71%           | 59%       | 75%     |
|                  | Neutral [5-6]      | 13%           | 16%       | 12%     |
|                  | Dissatisfied [1-4] | 9%            | 20%       | 7%      |
|                  | DK/Refused         | 7%            | 6%        | 7%      |
|                  | Mean               | 7.6           | 6.8       | 7.8     |



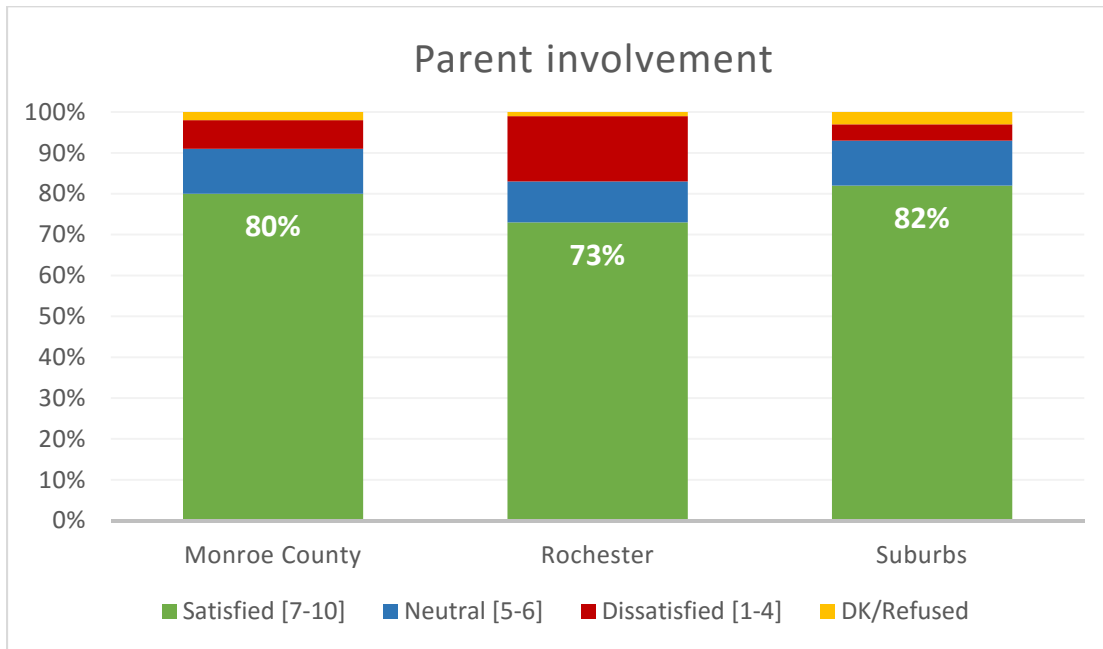
*Extracurricular activities*

|                                   |                    | Location      |           |         |
|-----------------------------------|--------------------|---------------|-----------|---------|
|                                   |                    | Monroe County | Rochester | Suburbs |
| <b>Extracurricular activities</b> | Satisfied [7-10]   | 77%           | 60%       | 81%     |
|                                   | Neutral [5-6]      | 10%           | 15%       | 9%      |
|                                   | Dissatisfied [1-4] | 8%            | 19%       | 5%      |
|                                   | DK/Refused         | 5%            | 6%        | 5%      |
|                                   | Mean               | 7.8           | 6.8       | 8.1     |



*Parent involvement*

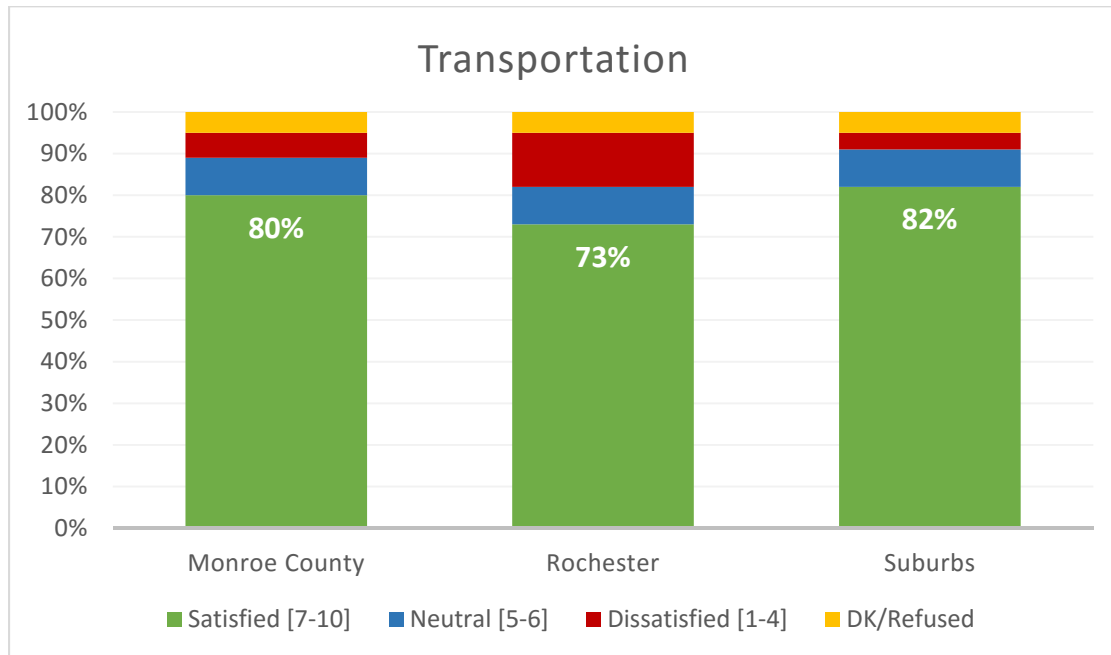
|                    |                    | Location      |           |         |
|--------------------|--------------------|---------------|-----------|---------|
|                    |                    | Monroe County | Rochester | Suburbs |
| Parent involvement | Satisfied [7-10]   | 80%           | 73%       | 82%     |
|                    | Neutral [5-6]      | 11%           | 10%       | 11%     |
|                    | Dissatisfied [1-4] | 7%            | 16%       | 4%      |
|                    | DK/Refused         | 2%            | 1%        | 3%      |
|                    | Mean               | 8.0           | 7.6       | 8.1     |





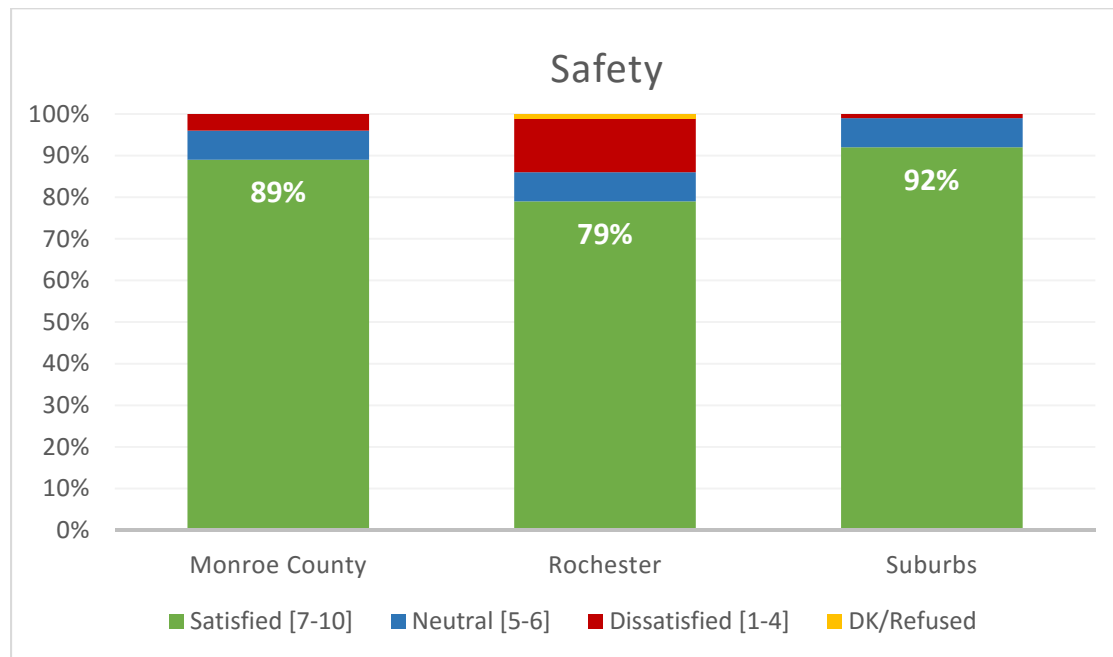
*Transportation*

|                |                    | Location      |           |         |
|----------------|--------------------|---------------|-----------|---------|
|                |                    | Monroe County | Rochester | Suburbs |
| Transportation | Satisfied [7-10]   | 80%           | 73%       | 82%     |
|                | Neutral [5-6]      | 9%            | 9%        | 9%      |
|                | Dissatisfied [1-4] | 6%            | 13%       | 4%      |
|                | DK/Refused         | 5%            | 5%        | 5%      |
|                | Mean               | 8.2           | 7.8       | 8.4     |



Safety

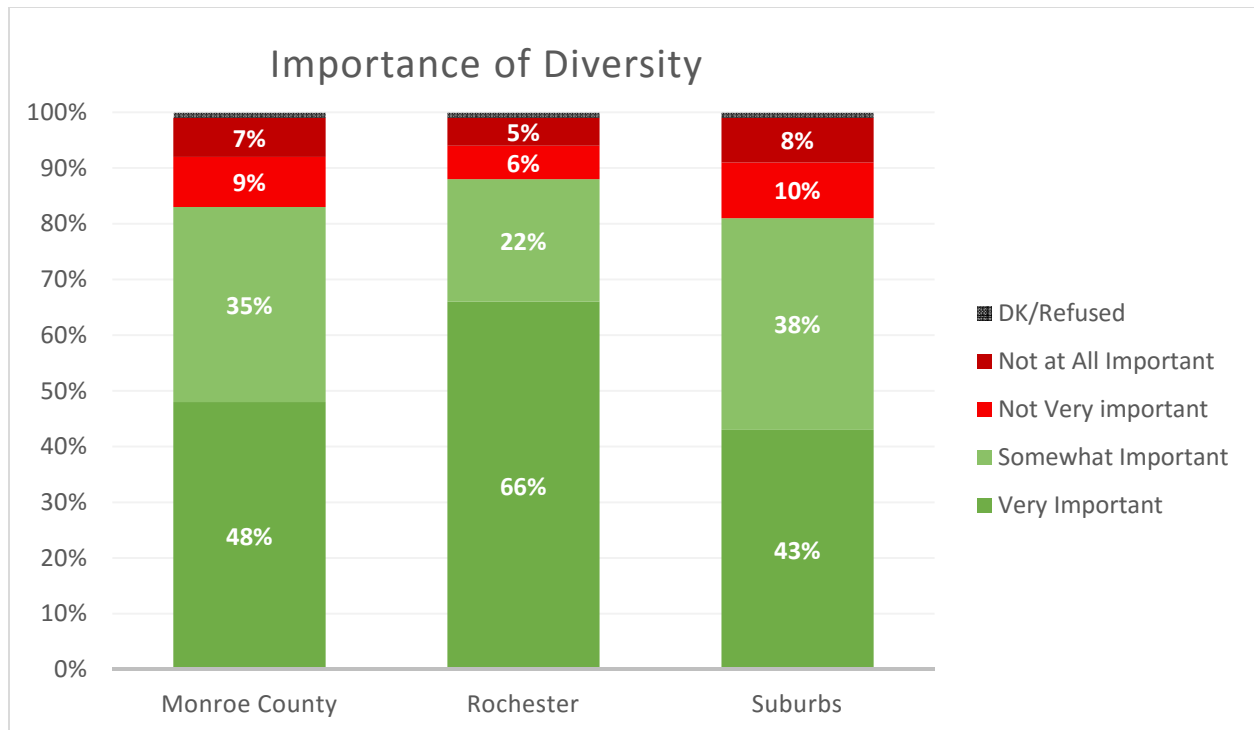
|        |                    | Location      |           |         |
|--------|--------------------|---------------|-----------|---------|
|        |                    | Monroe County | Rochester | Suburbs |
| Safety | Satisfied [7-10]   | 89%           | 79%       | 92%     |
|        | Neutral [5-6]      | 7%            | 7%        | 7%      |
|        | Dissatisfied [1-4] | 4%            | 13%       | 1%      |
|        | DK/Refused         | -             | 1%        | -       |
|        | Mean               | 8.6           | 8.0       | 8.8     |



## Racial & Socio-economic attitudes regarding education

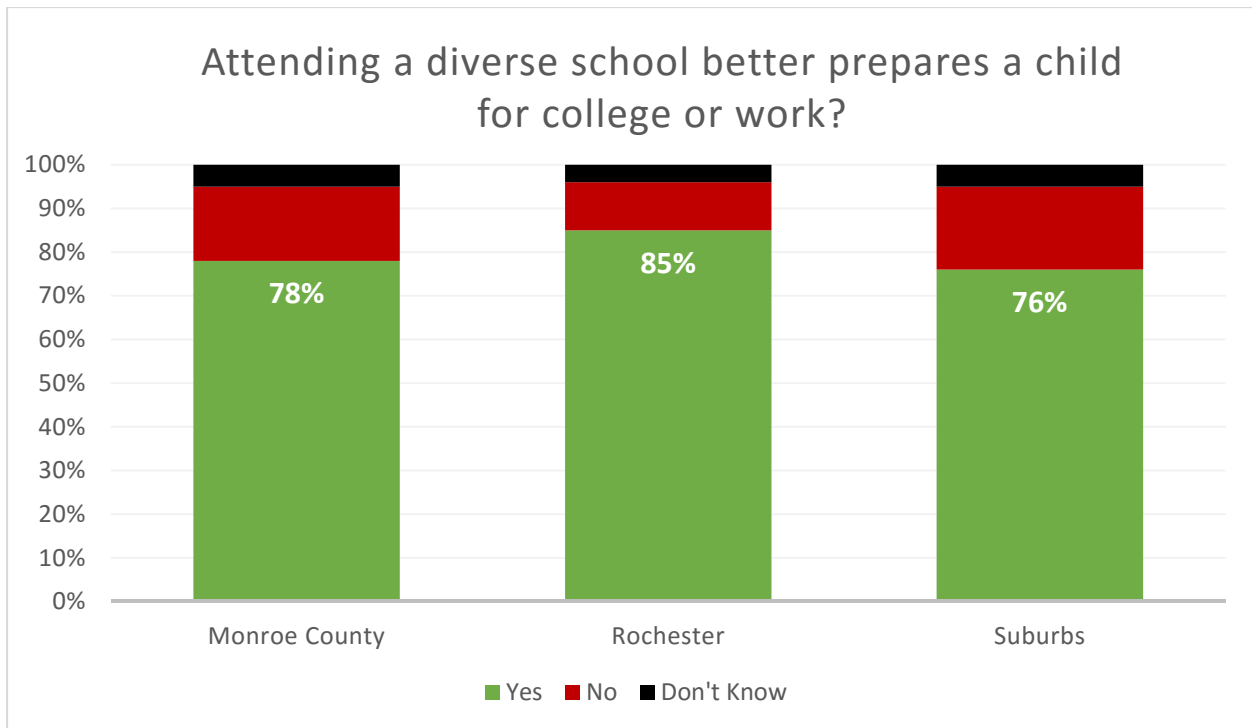
How important is it to your child's education that he or she attend a school with children from diverse ethnic, racial and socio-economic backgrounds? Would you say:

|                                                                                                                                                                              |                                                         | Location      |            |            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|---------------|------------|------------|
|                                                                                                                                                                              |                                                         | Monroe County | Rochester  | Suburbs    |
| <b>How important is it to your child's education that he or she attend a school with children from diverse ethnic, racial and socio-economic backgrounds? Would you say:</b> | <b>Net : {Very Important, Somewhat Important}</b>       | <b>83%</b>    | <b>88%</b> | <b>81%</b> |
|                                                                                                                                                                              | <i>Very Important</i>                                   | 48%           | 66%        | 43%        |
|                                                                                                                                                                              | <i>Somewhat Important</i>                               | 35%           | 22%        | 38%        |
|                                                                                                                                                                              | <b>Net : {Not Very important, Not at All Important}</b> | <b>16%</b>    | <b>11%</b> | <b>18%</b> |
|                                                                                                                                                                              | <i>Not Very important</i>                               | 9%            | 6%         | 10%        |
|                                                                                                                                                                              | <i>Not at All Important</i>                             | 7%            | 5%         | 8%         |
|                                                                                                                                                                              | Don't Know                                              | -             | 1%         | -          |
|                                                                                                                                                                              | Refused                                                 | 1%            | -          | 1%         |



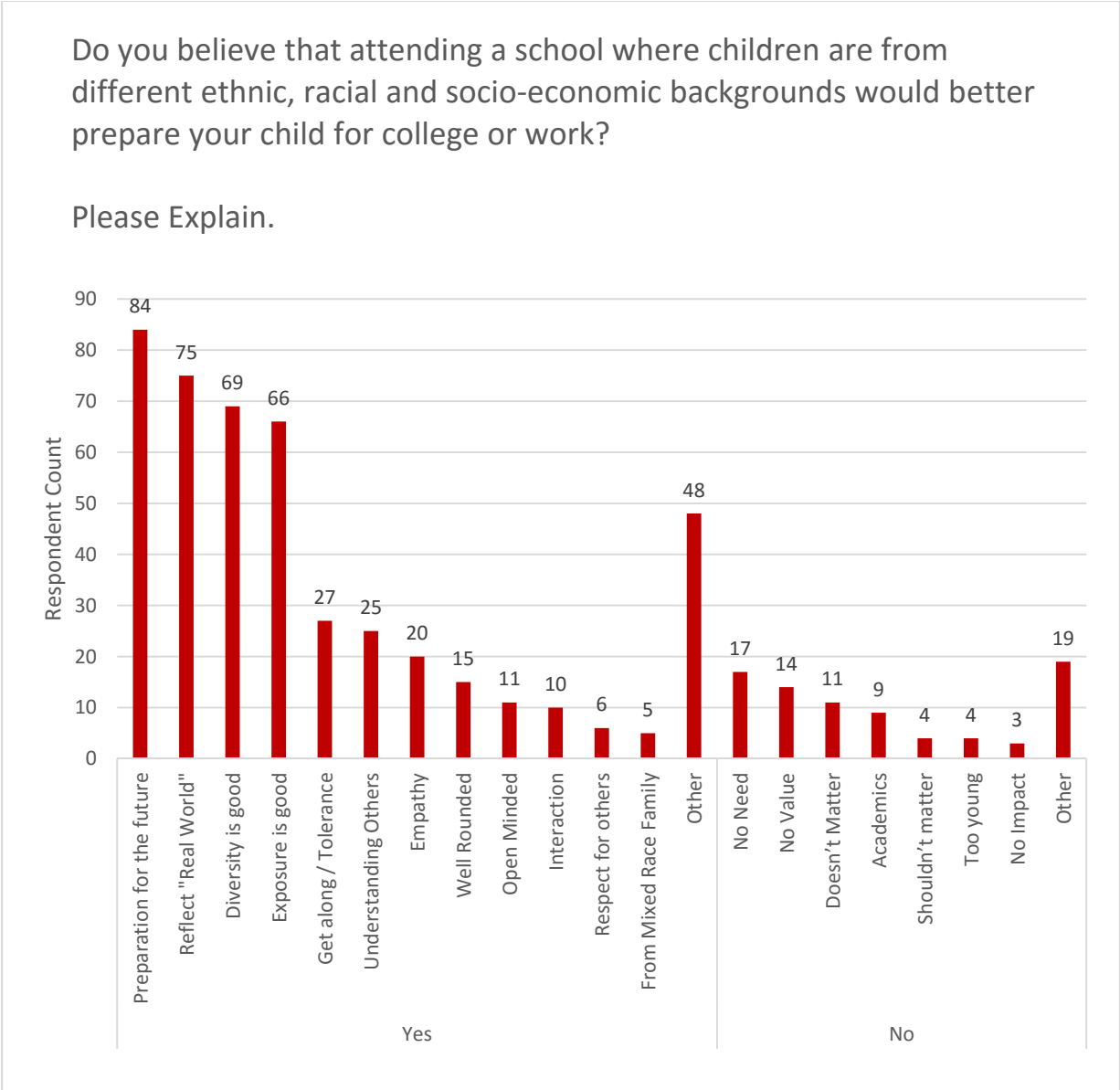
*Do you believe that attending a school where children are from different ethnic, racial and socio-economic backgrounds would better prepare your child for college or work?*

|                                                                                                                                                                                    |            | Location      |           |         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------|-----------|---------|
|                                                                                                                                                                                    |            | Monroe County | Rochester | Suburbs |
| <b>Do you believe that attending a school where children are from different ethnic, racial and socio-economic backgrounds would better prepare your child for college or work?</b> | Yes        | 78%           | 85%       | 76%     |
|                                                                                                                                                                                    | No         | 17%           | 11%       | 19%     |
|                                                                                                                                                                                    | Don't Know | 5%            | 4%        | 5%      |



Respondents who answered Yes or No as to whether they believed that attending a school where children are from different ethnic, racial and socio-economic backgrounds would better prepare them for college or work were invited to explain their answer?

The following chart shows the themes encountered in these responses along with their frequency. It should be noted that “No Need” in the “No” segment of responses indicates no need because their diversity concerns are addressed elsewhere, i.e. home, sports, etc.



## Sample of responses

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### POSITIVE

- *"I feel it is likely my children will encounter work with people who are different from them. It is important they start learning this at an early age."*
- *"Real life is experiencing people from all different backgrounds, so the more experience in school, the better you're prepared."*
- *"There's no surprise when they grow up. They will be familiar with different people. People can be uncomfortable when they're in a new situation."*
- *"Because that's the way our world is."*
- *"Expose them to the real world and let them know that different people believe different ways."*
- *"I have another son in a private school, which is more diverse, and I see he's a better student and has a better view of the real world."*

### NEGATIVE

- *"I don't feel that diversity is as important as academics. City schools are diverse anyway and because of it, they get less quality education."*
- *"I believe that a child would learn better in an environment where they are around other children with the same mindset and nationality."*
- *"It's not the responsibility of the school."*
- *"They are too little."*
- *"Those are skills that can learned at home."*

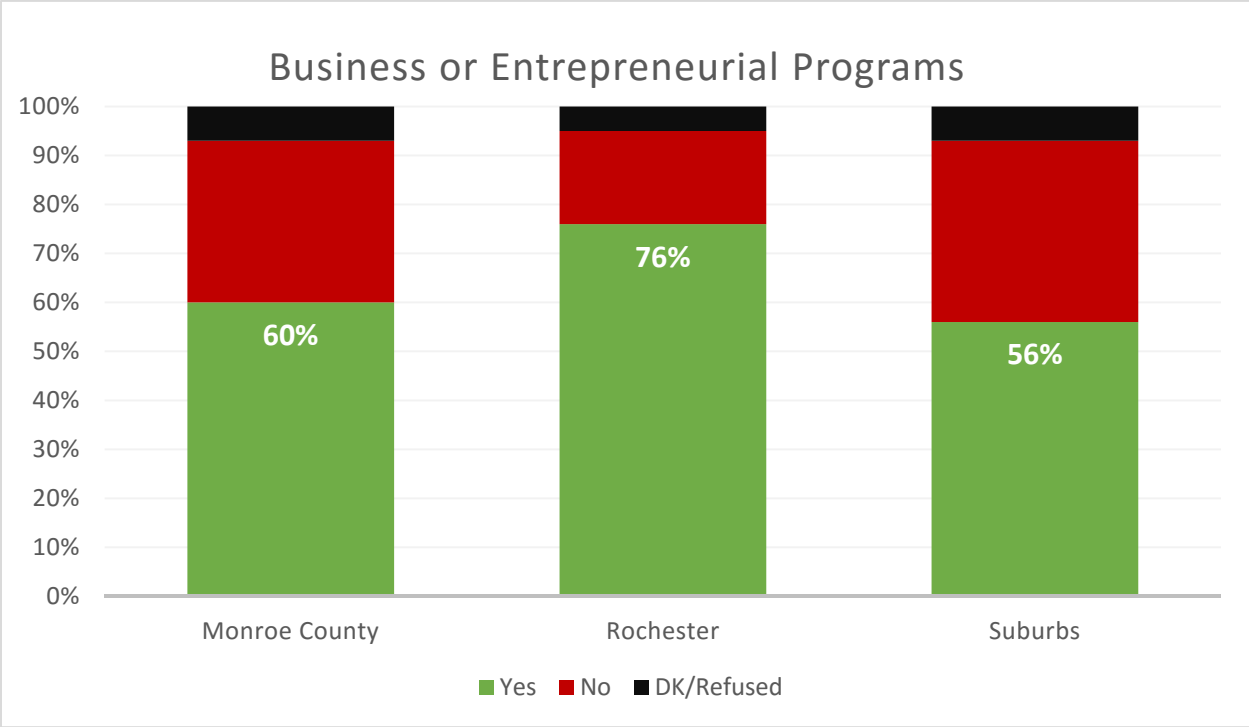
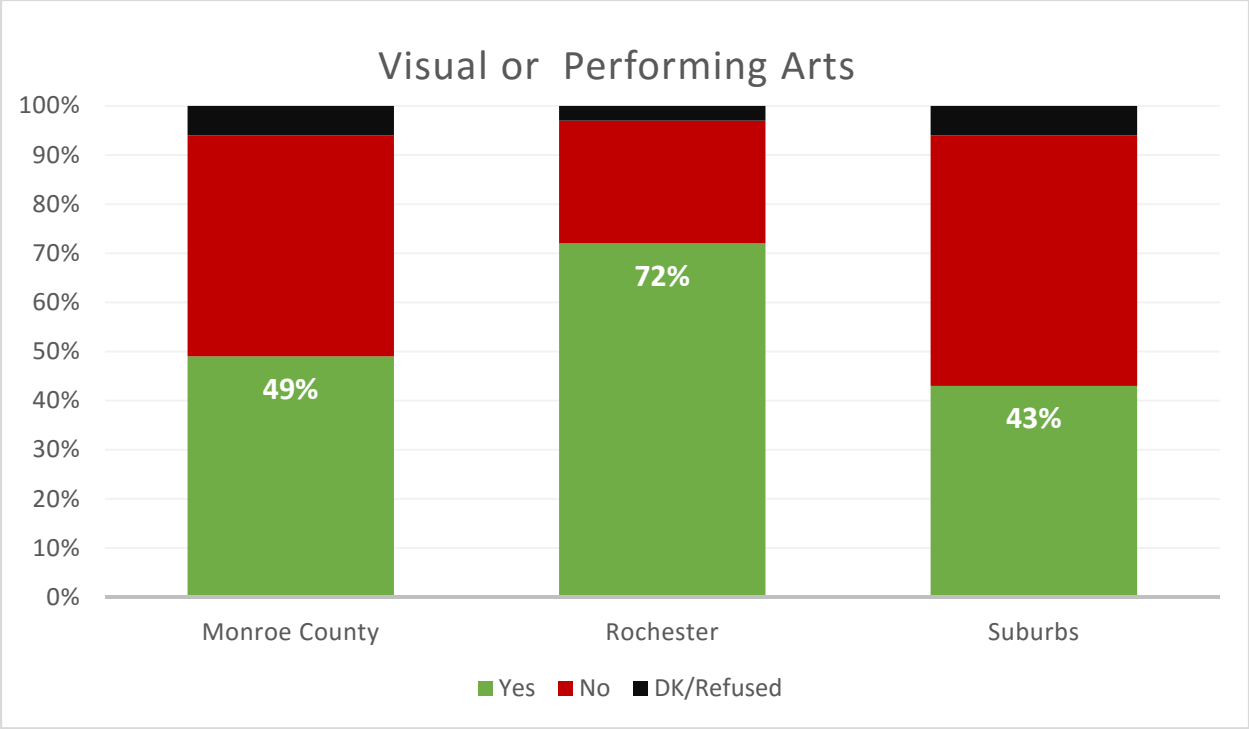
The full set of responses to this question can be found in Appendix A.

## Magnet School Consideration

Would you consider sending your child to a Magnet school if that school had a unique academic program specializing in one of the following:

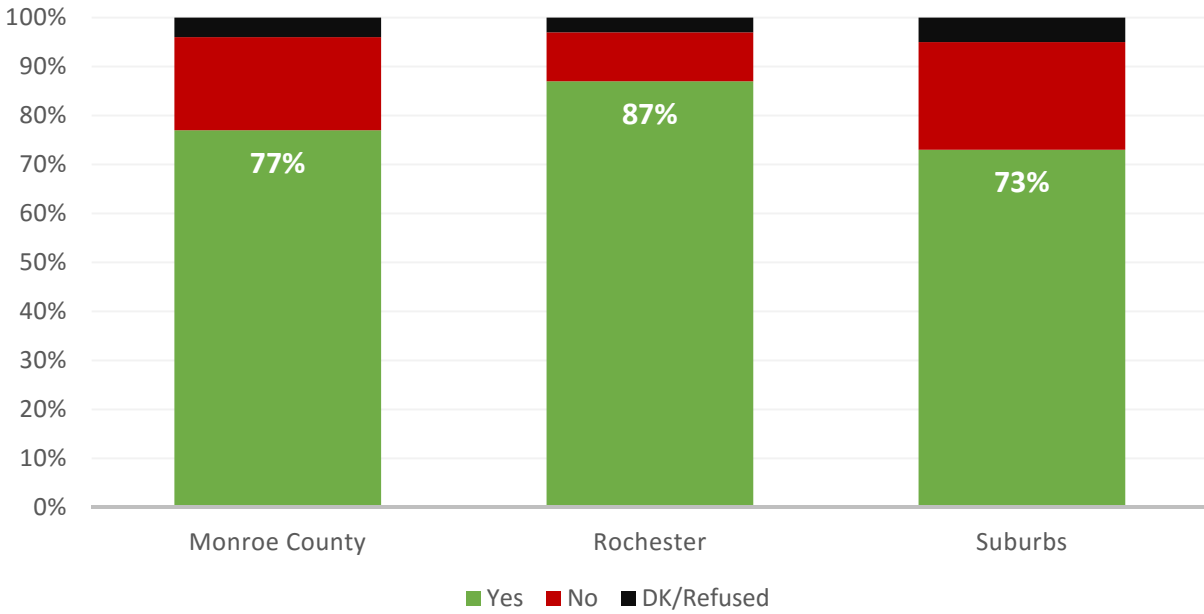
|                                                                                                                              |            | Location      |           |         |
|------------------------------------------------------------------------------------------------------------------------------|------------|---------------|-----------|---------|
|                                                                                                                              |            | Monroe County | Rochester | Suburbs |
| <b>Visual or Performing Arts</b>                                                                                             | Yes        | 49%           | 72%       | 43%     |
|                                                                                                                              | No         | 45%           | 25%       | 51%     |
|                                                                                                                              | DK/Refused | 6%            | 3%        | 6%      |
| <b>Business or Entrepreneurial Programs</b>                                                                                  | Yes        | 60%           | 76%       | 56%     |
|                                                                                                                              | No         | 33%           | 19%       | 37%     |
|                                                                                                                              | DK/Refused | 7%            | 5%        | 7%      |
| <b>Science, Technology, Engineering, Mathematics</b>                                                                         | Yes        | 77%           | 87%       | 73%     |
|                                                                                                                              | No         | 19%           | 10%       | 22%     |
|                                                                                                                              | DK/Refused | 4%            | 3%        | 5%      |
| <b>Foreign Language Development</b>                                                                                          | Yes        | 52%           | 73%       | 46%     |
|                                                                                                                              | No         | 43%           | 21%       | 49%     |
|                                                                                                                              | DK/Refused | 5%            | 6%        | 5%      |
| <b>Tech Development, including computer programming, robotics and web development</b>                                        | Yes        | 73%           | 86%       | 70%     |
|                                                                                                                              | No         | 23%           | 11%       | 26%     |
|                                                                                                                              | DK/Refused | 4%            | 3%        | 4%      |
| <b>Early College Prep</b>                                                                                                    | Yes        | 70%           | 84%       | 67%     |
|                                                                                                                              | No         | 27%           | 13%       | 31%     |
|                                                                                                                              | DK/Refused | 3%            | 3%        | 2%      |
| <b>Occupational or Apprentice programs, including things like carpentry, auto-mechanic, and middle skills</b>                | Yes        | 61%           | 76%       | 56%     |
|                                                                                                                              | No         | 34%           | 19%       | 39%     |
|                                                                                                                              | DK/Refused | 5%            | 5%        | 5%      |
| <b>Besides those mentioned, are there other programs for which you would consider sending your child to a Magnet school?</b> | Yes        | 25%           | 30%       | 24%     |
|                                                                                                                              | No         | 75%           | 70%       | 76%     |

|                                                                    | Location      |           |         |
|--------------------------------------------------------------------|---------------|-----------|---------|
|                                                                    | Monroe County | Rochester | Suburbs |
| <i>Selected one or more of the seven magnet schools mentioned.</i> | 87%           | 93%       | 85%     |

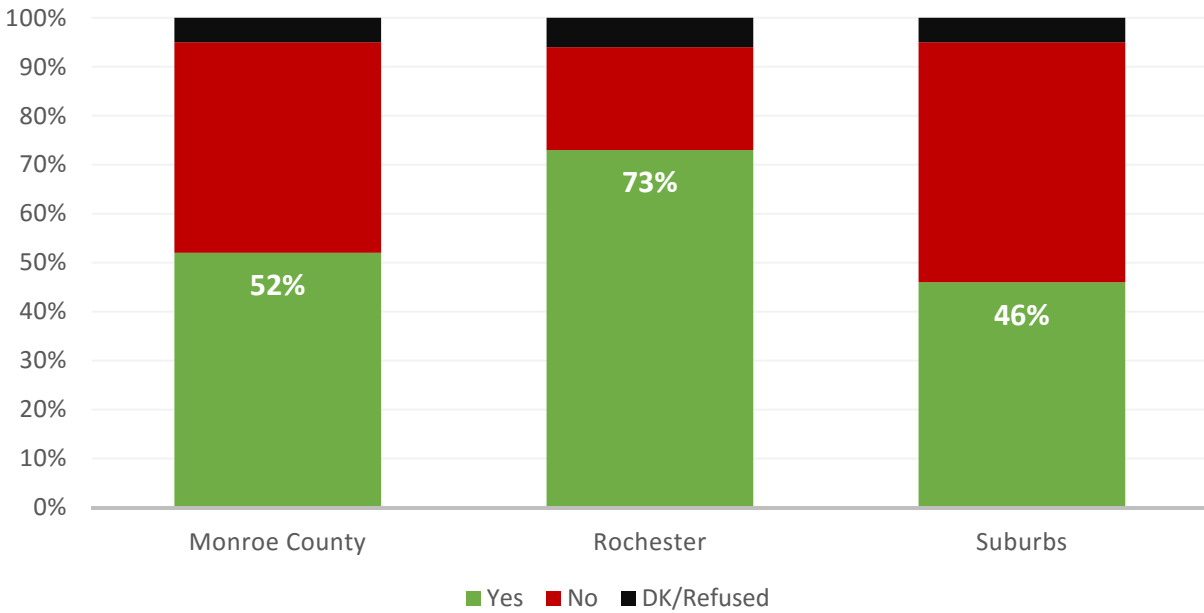




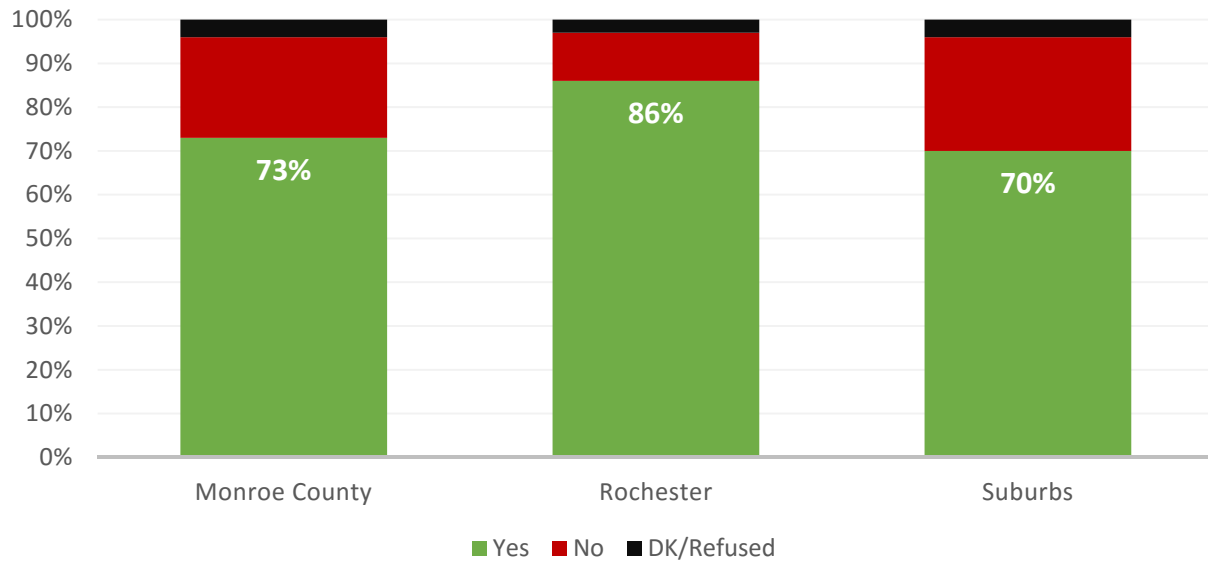
### Science, Technology, Engineering, Mathematics



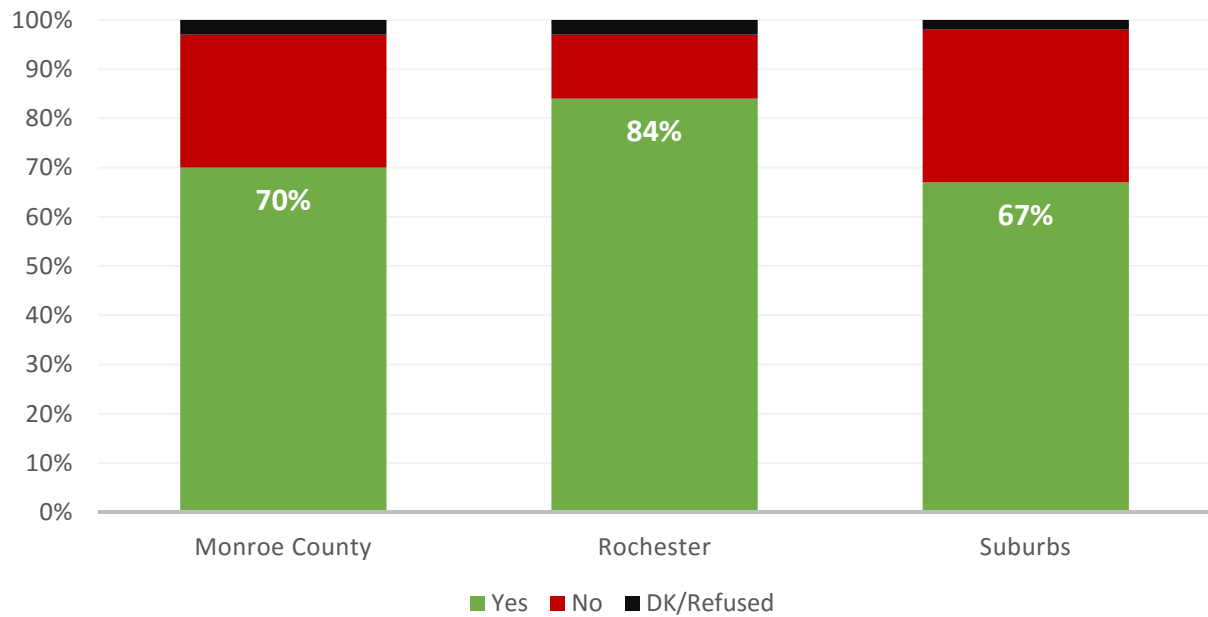
### Foreign Language Development



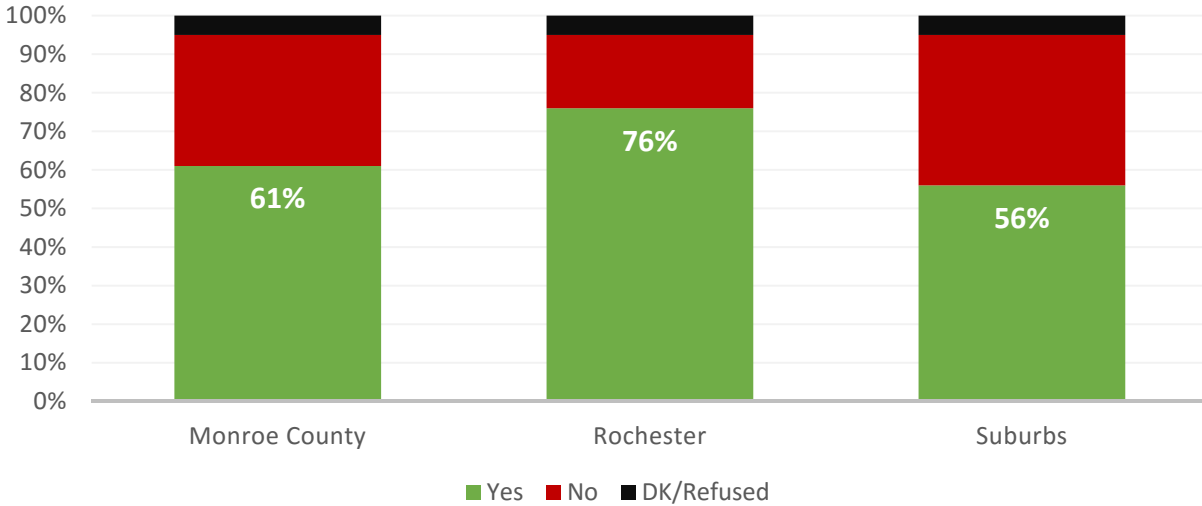
### Tech Development, including computer programming, robotics and web development



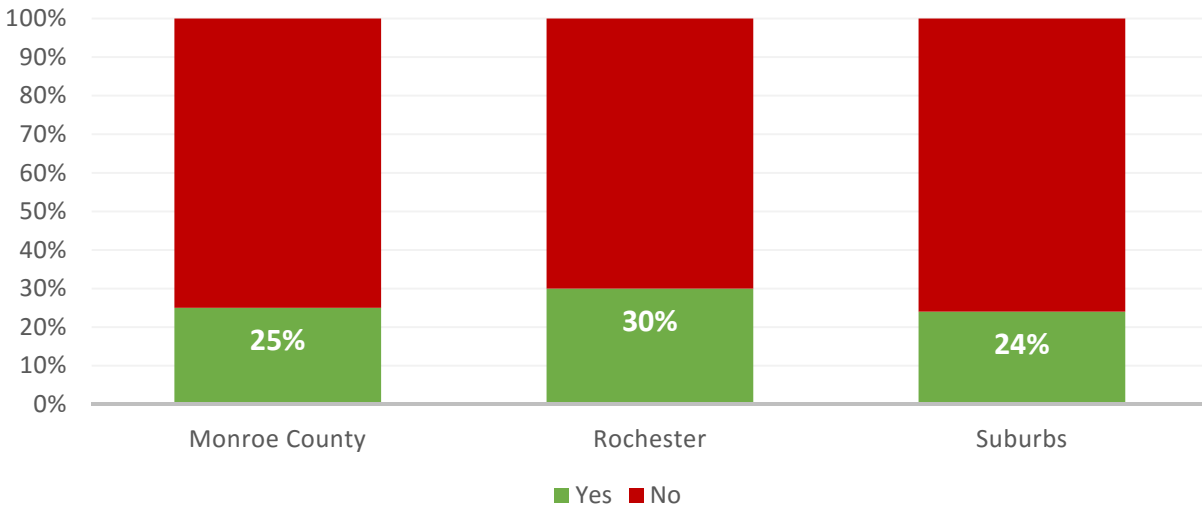
### Early College Prep



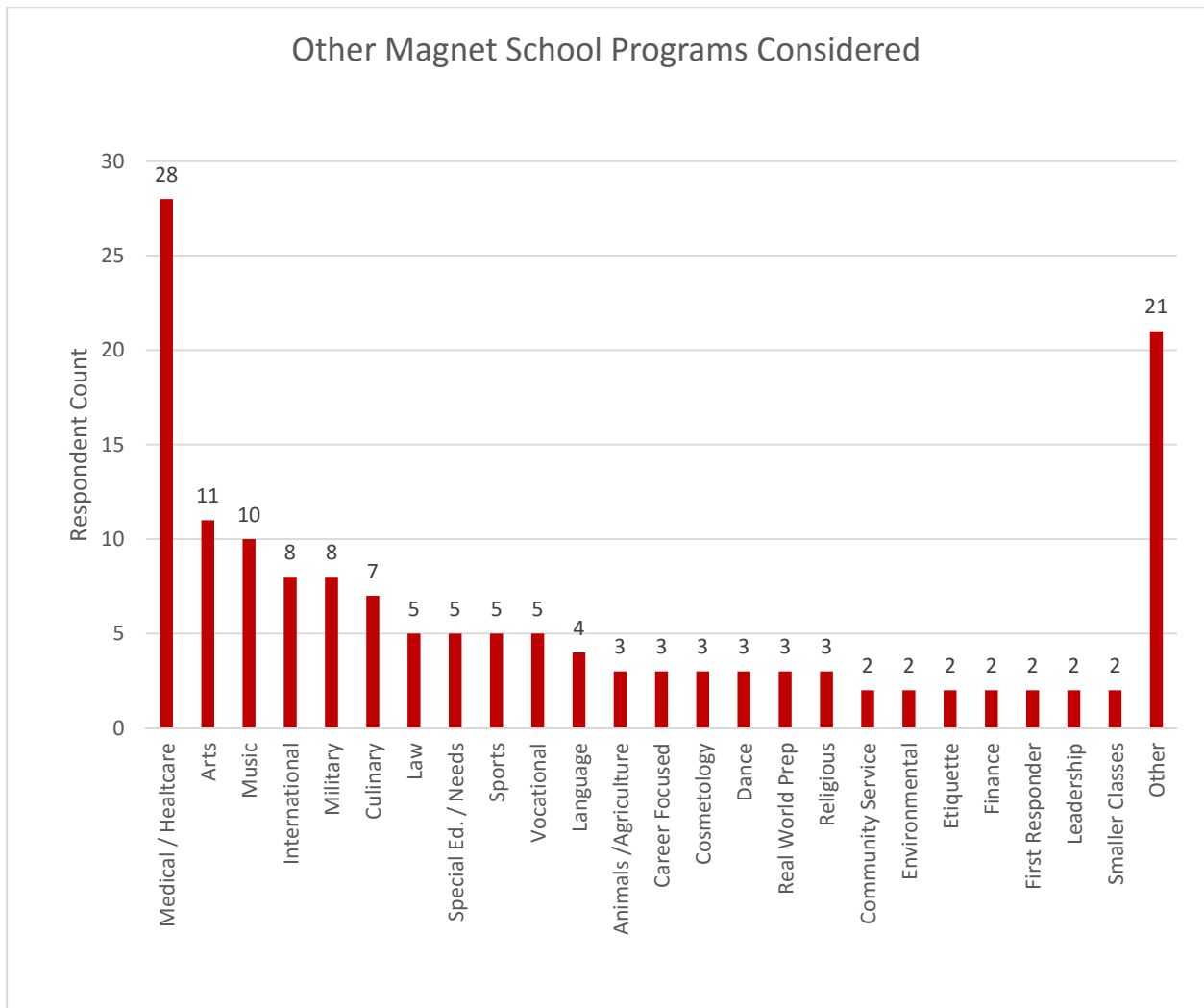
### Occupational or Apprentice programs, including things like carpentry, auto-mechanic, and middle skills



### Besides those mentioned, are there other programs for which you would consider sending your child to a Magnet school?



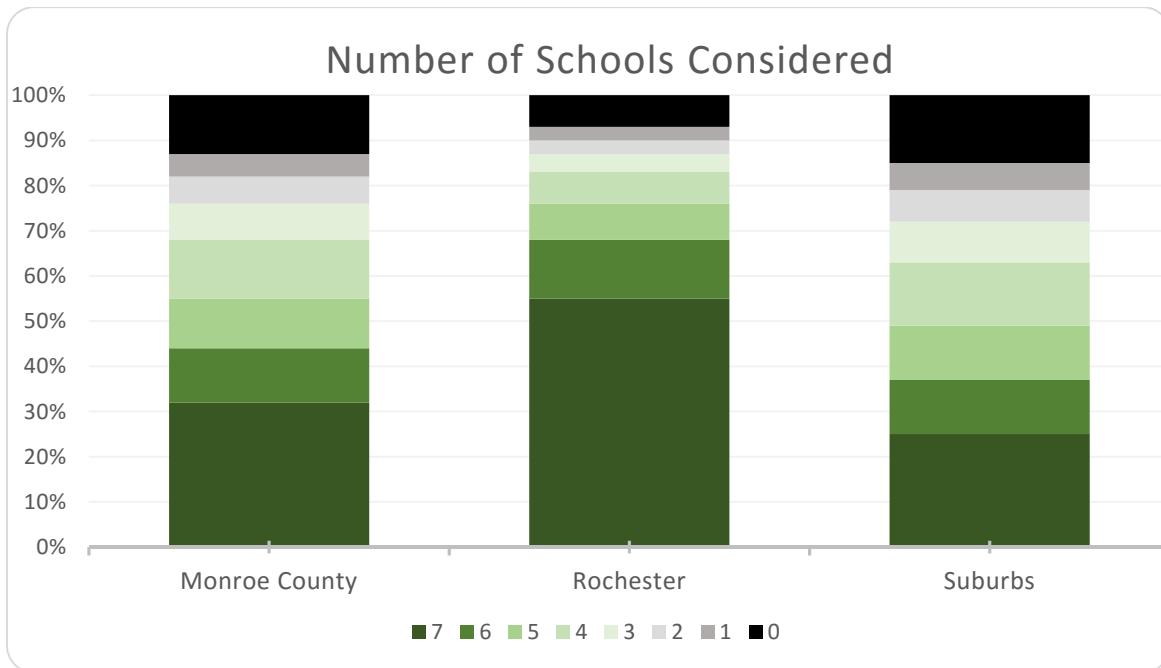
Besides those mentioned, are there other programs for which you would consider sending your child to a Magnet school? [IF YES] What Programs?



The full set of responses to this question can be found in Appendix B

A post-survey calculation was performed to determine the number of schools presented each respondent was willing to consider, excluding the schools they might suggest.

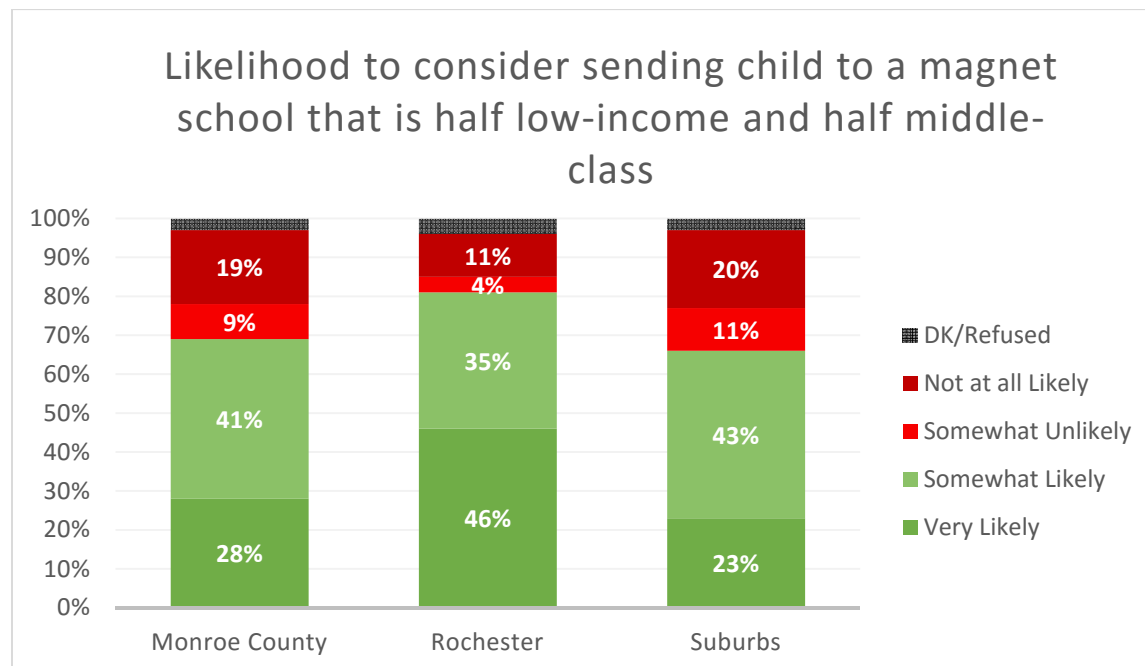
| Number of Schools Considered | Location      |           |         |
|------------------------------|---------------|-----------|---------|
|                              | Monroe County | Rochester | Suburbs |
| 7                            | 32%           | 55%       | 25%     |
| 6                            | 12%           | 13%       | 12%     |
| 5                            | 11%           | 8%        | 12%     |
| 4                            | 13%           | 7%        | 14%     |
| 3                            | 8%            | 4%        | 9%      |
| 2                            | 6%            | 3%        | 7%      |
| 1                            | 5%            | 3%        | 6%      |
| 0                            | 13%           | 7%        | 15%     |



## Magnet School Variables

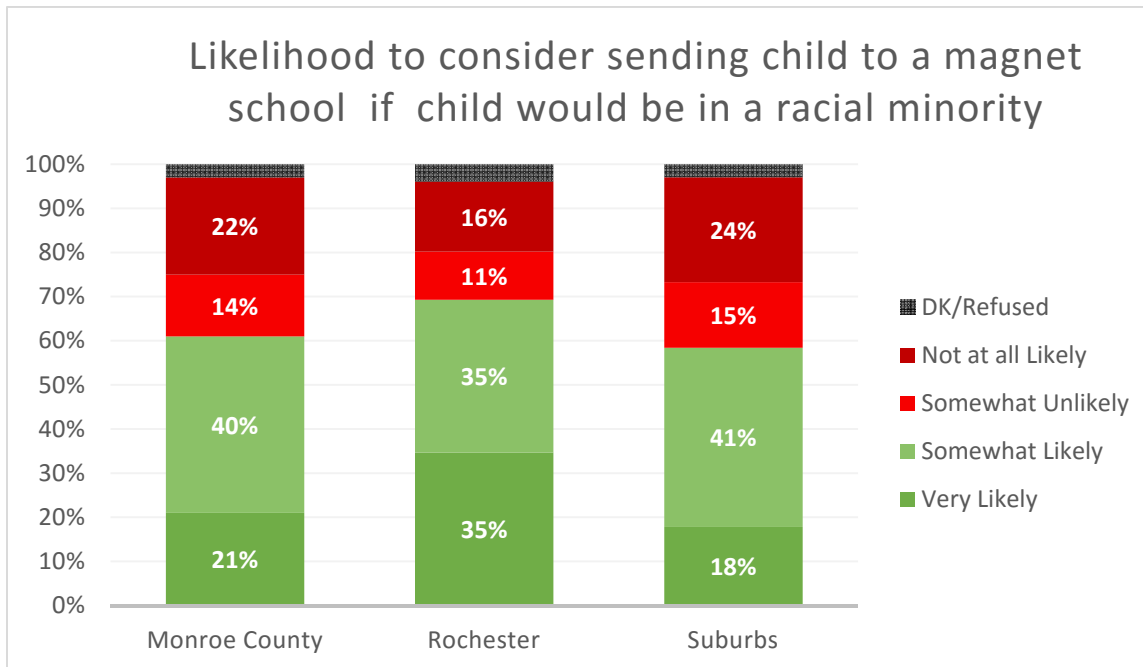
How likely is it you would consider sending your child to a magnet school that offered opportunities not available elsewhere in which about half the students are low-income and half are middle class? Would you say:

|                                                                                                                                                                                                                        |                                                    | Location      |            |            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|---------------|------------|------------|
|                                                                                                                                                                                                                        |                                                    | Monroe County | Rochester  | Suburbs    |
| How likely is it you would consider sending your child to a magnet school that offered opportunities not available elsewhere in which about half the students are low-income and half are middle class? Would you say: | <b>Net: {Very Likely, Somewhat Likely}</b>         | <b>69%</b>    | <b>81%</b> | <b>66%</b> |
|                                                                                                                                                                                                                        | <i>Very Likely</i>                                 | 28%           | 46%        | 23%        |
|                                                                                                                                                                                                                        | <i>Somewhat Likely</i>                             | 41%           | 35%        | 43%        |
|                                                                                                                                                                                                                        | <b>Net: {Somewhat Unlikely, Not at all Likely}</b> | <b>28%</b>    | <b>15%</b> | <b>31%</b> |
|                                                                                                                                                                                                                        | <i>Somewhat Unlikely</i>                           | 9%            | 4%         | 11%        |
|                                                                                                                                                                                                                        | <i>Not at all Likely</i>                           | 19%           | 11%        | 20%        |
|                                                                                                                                                                                                                        | Combine: {Don't Know, Refused}                     | 3%            | 4%         | 3%         |



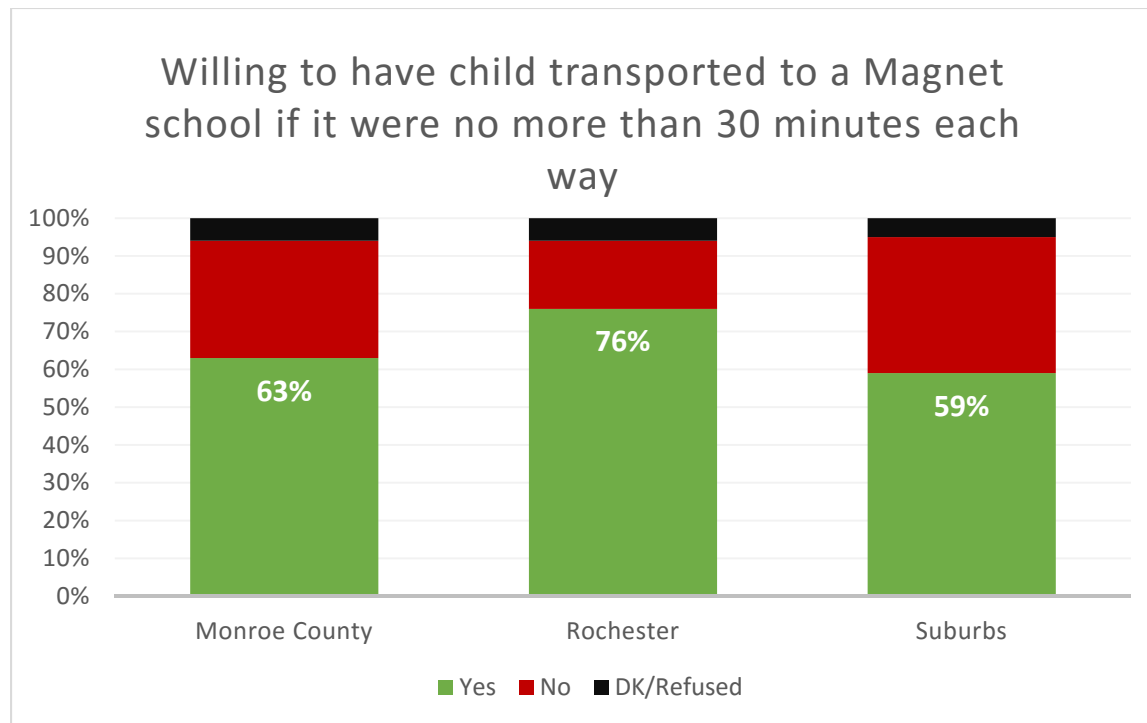
How likely is it you would consider sending your child to a magnet school that offered opportunities not available elsewhere if your child would be in a racial minority? Would you say:

|                                                                                                                                                                                          |                                                    | Location      |            |            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|---------------|------------|------------|
|                                                                                                                                                                                          |                                                    | Monroe County | Rochester  | Suburbs    |
| How likely is it you would consider sending your child to a magnet school that offered opportunities not available elsewhere if your child would be in a racial minority? Would you say: | <b>Net: {Very Likely, Somewhat Likely}</b>         | <b>61%</b>    | <b>69%</b> | <b>59%</b> |
|                                                                                                                                                                                          | <i>Very Likely</i>                                 | 21%           | 35%        | 18%        |
|                                                                                                                                                                                          | <i>Somewhat Likely</i>                             | 40%           | 35%        | 41%        |
|                                                                                                                                                                                          | <b>Net: {Somewhat Unlikely, Not at all Likely}</b> | <b>36%</b>    | <b>27%</b> | <b>38%</b> |
|                                                                                                                                                                                          | <i>Somewhat Unlikely</i>                           | 14%           | 11%        | 15%        |
|                                                                                                                                                                                          | <i>Not at all Likely</i>                           | 22%           | 16%        | 24%        |
|                                                                                                                                                                                          | Combine: {Don't Know, Refused}                     | 3%            | 4%         | 3%         |



Would you be willing to have your child transported to a Magnet school if it were no more than 30 minutes each way?

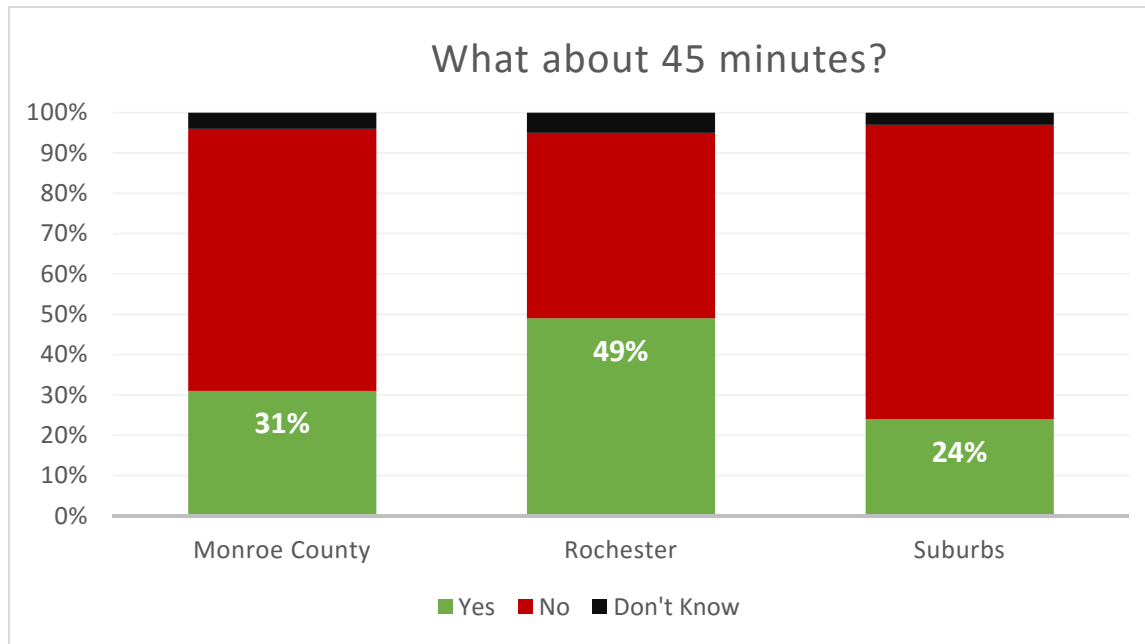
|                                                                                                                            |            | Location      |           |         |
|----------------------------------------------------------------------------------------------------------------------------|------------|---------------|-----------|---------|
|                                                                                                                            |            | Monroe County | Rochester | Suburbs |
| <b>Would you be willing to have your child transported to a Magnet school if it were no more than 30 minutes each way?</b> | Yes        | 63%           | 76%       | 59%     |
|                                                                                                                            | No         | 31%           | 18%       | 36%     |
|                                                                                                                            | DK/Refused | 6%            | 6%        | 5%      |
|                                                                                                                            |            |               |           |         |





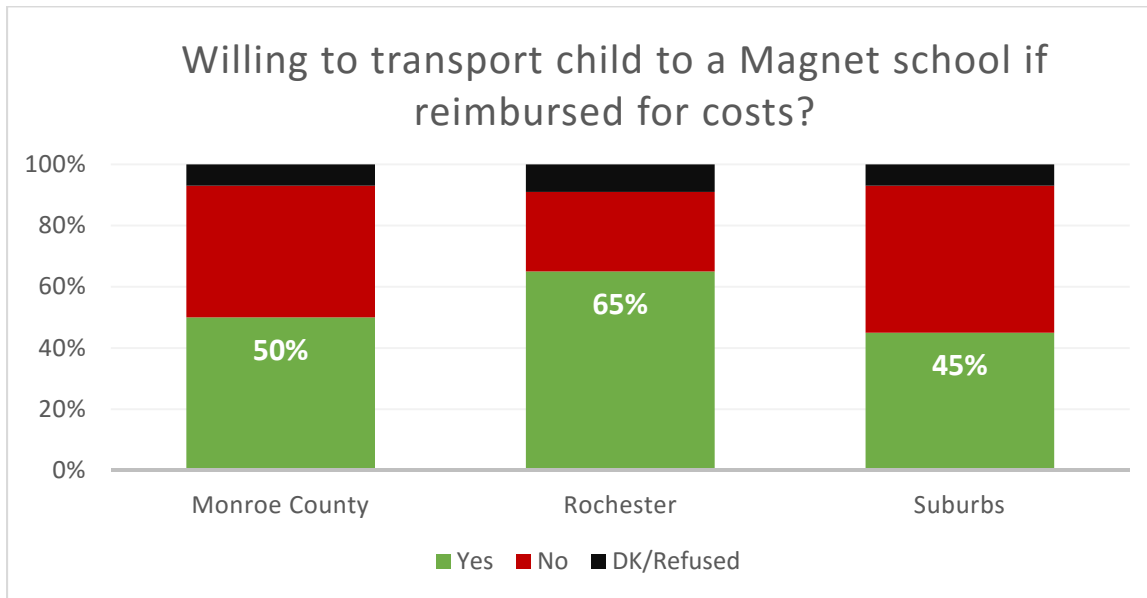
[If responded 'Yes' to 30 Minutes] What about 45 minutes?

|                        |            | Location      |           |         |
|------------------------|------------|---------------|-----------|---------|
|                        |            | Monroe County | Rochester | Suburbs |
| What about 45 minutes? | Yes        | 31%           | 49%       | 24%     |
|                        | No         | 65%           | 46%       | 73%     |
|                        | Don't Know | 4%            | 5%        | 3%      |
|                        | Refused    | -             | -         | -       |



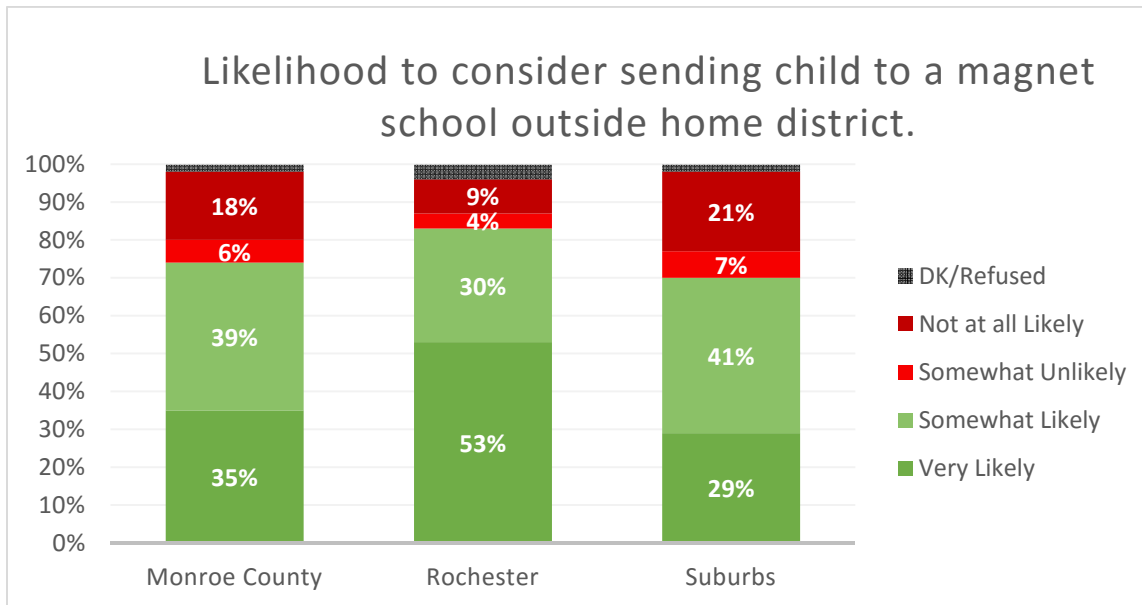
*If necessary, would you be willing to transport your child to a Magnet school if you were reimbursed for your costs?*

|                                                                                                                             |            | Location      |           |         |
|-----------------------------------------------------------------------------------------------------------------------------|------------|---------------|-----------|---------|
|                                                                                                                             |            | Monroe County | Rochester | Suburbs |
| <b>If necessary, would you be willing to transport your child to a Magnet school if you were reimbursed for your costs?</b> | Yes        | 50%           | 65%       | 45%     |
|                                                                                                                             | No         | 43%           | 26%       | 48%     |
|                                                                                                                             | Don't Know | 7%            | 7%        | 7%      |
|                                                                                                                             | Refused    | -             | 2%        | -       |



How likely would you be to consider sending your child to a Magnet school outside your home district on a voluntary basis at no additional cost to you if that school provided opportunities not available in your home district and met your transportation and safety concerns?

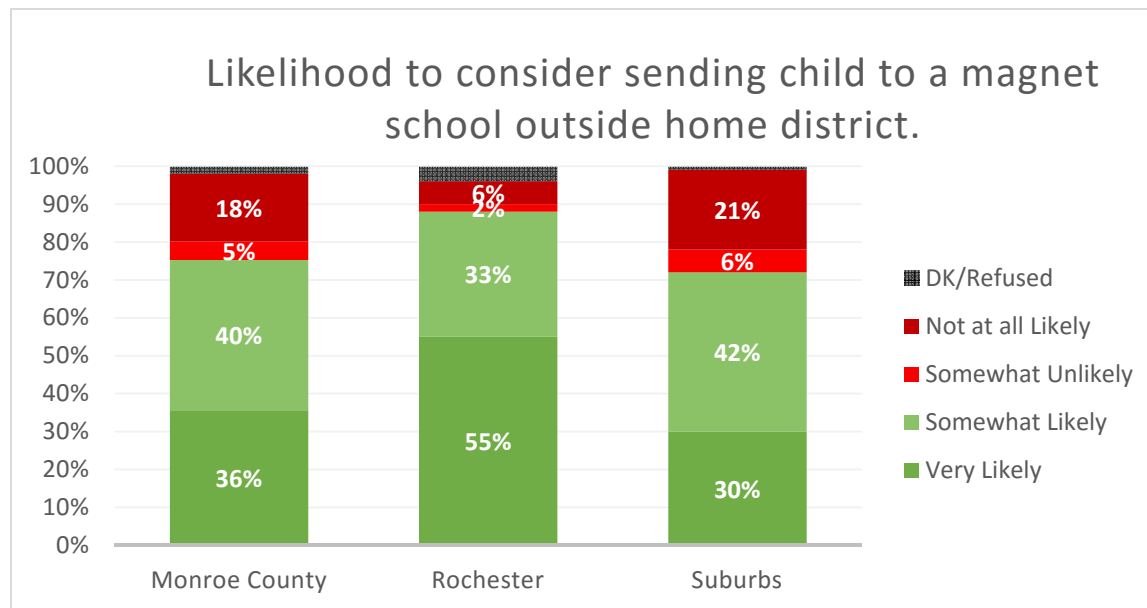
|                                                                                                                                                                                                                                                                                          |                                                    | Location      |            |            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|---------------|------------|------------|
|                                                                                                                                                                                                                                                                                          |                                                    | Monroe County | Rochester  | Suburbs    |
| <b>How likely would you be to consider sending your child to a Magnet school outside your home district on a voluntary basis at no additional cost to you if that school provided opportunities not available in your home district and met your transportation and safety concerns?</b> | <b>Net: {Very Likely, Somewhat Likely}</b>         | <b>73%</b>    | <b>83%</b> | <b>70%</b> |
|                                                                                                                                                                                                                                                                                          | <i>Very Likely</i>                                 | 35%           | 53%        | 29%        |
|                                                                                                                                                                                                                                                                                          | <i>Somewhat Likely</i>                             | 39%           | 30%        | 41%        |
|                                                                                                                                                                                                                                                                                          | <b>Net: {Somewhat Unlikely, Not at all Likely}</b> | <b>25%</b>    | <b>13%</b> | <b>28%</b> |
|                                                                                                                                                                                                                                                                                          | <i>Somewhat Unlikely</i>                           | 6%            | 4%         | 7%         |
|                                                                                                                                                                                                                                                                                          | <i>Not at all Likely</i>                           | 18%           | 9%         | 21%        |
|                                                                                                                                                                                                                                                                                          | Don't Know                                         | 1%            | 2%         | 1%         |
|                                                                                                                                                                                                                                                                                          | Refused                                            | 1%            | 2%         | 1%         |



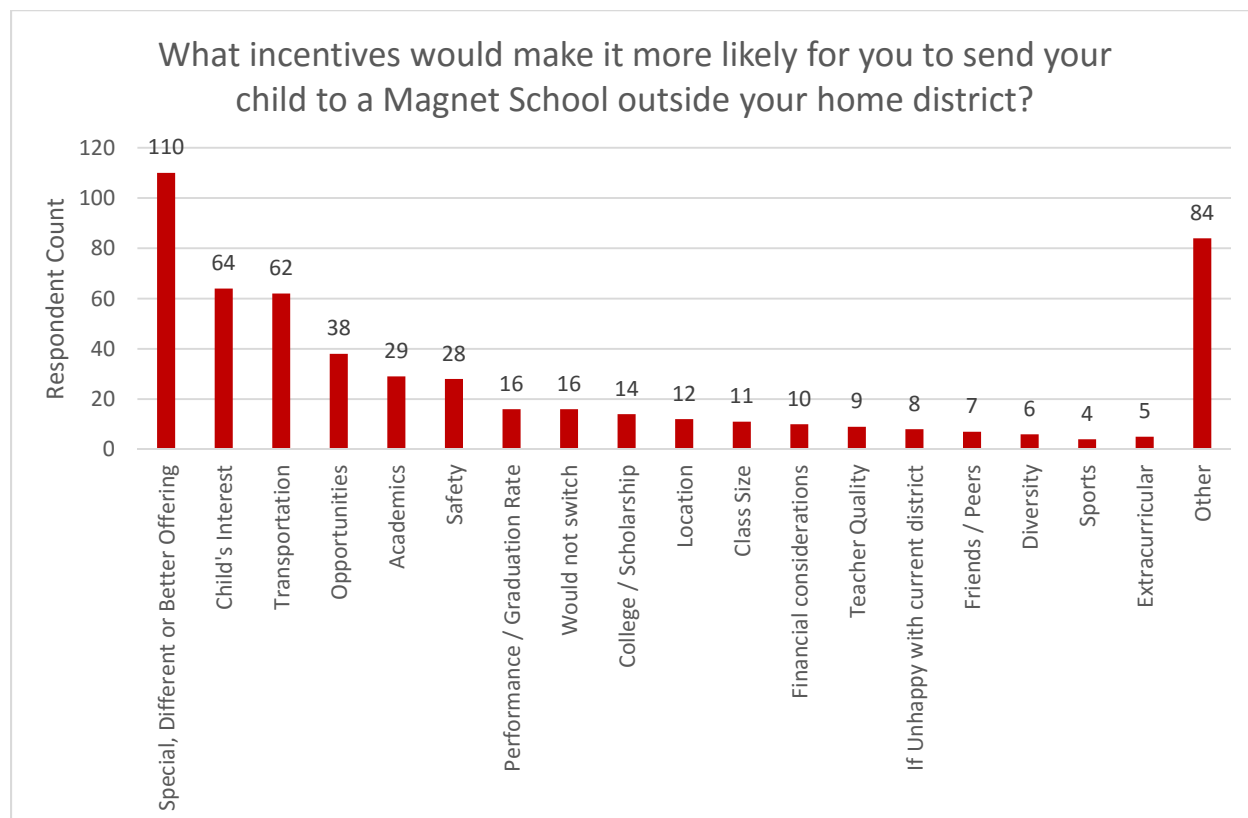
To determine how much of an effect the current grade level had on likelihood, those respondents who had children in elementary or middle school who indicated they were unlikely to send their child out of the school district were asked how likely they were to consider it when sending them to a higher level school (middle school or high school).

The net effect of giving the respondents the additional options of considering a magnet school at the time their child is due to go to a school with higher grade levels increased the consideration rate three percentage points (3%) countywide.

|                                                     | Location      |            |            |
|-----------------------------------------------------|---------------|------------|------------|
|                                                     | Monroe County | Rochester  | Suburbs    |
| <b>Net : {Very Likely, Somewhat Likely}</b>         | <b>76%</b>    | <b>88%</b> | <b>72%</b> |
| <i>Very Likely</i>                                  | 36%           | 55%        | 30%        |
| <i>Somewhat Likely</i>                              | 40%           | 33%        | 42%        |
| <b>Net : {Somewhat Unlikely, Not at all Likely}</b> | <b>23%</b>    | <b>9%</b>  | <b>27%</b> |
| <i>Somewhat Unlikely</i>                            | 5%            | 2%         | 6%         |
| <i>Not at all Likely</i>                            | 18%           | 6%         | 21%        |
| Don't Know                                          | 1%            | 2%         | -          |
| Refused                                             | 1%            | 2%         | 1%         |



What incentives would make it more likely for you to send your child to a Magnet School outside your home district?

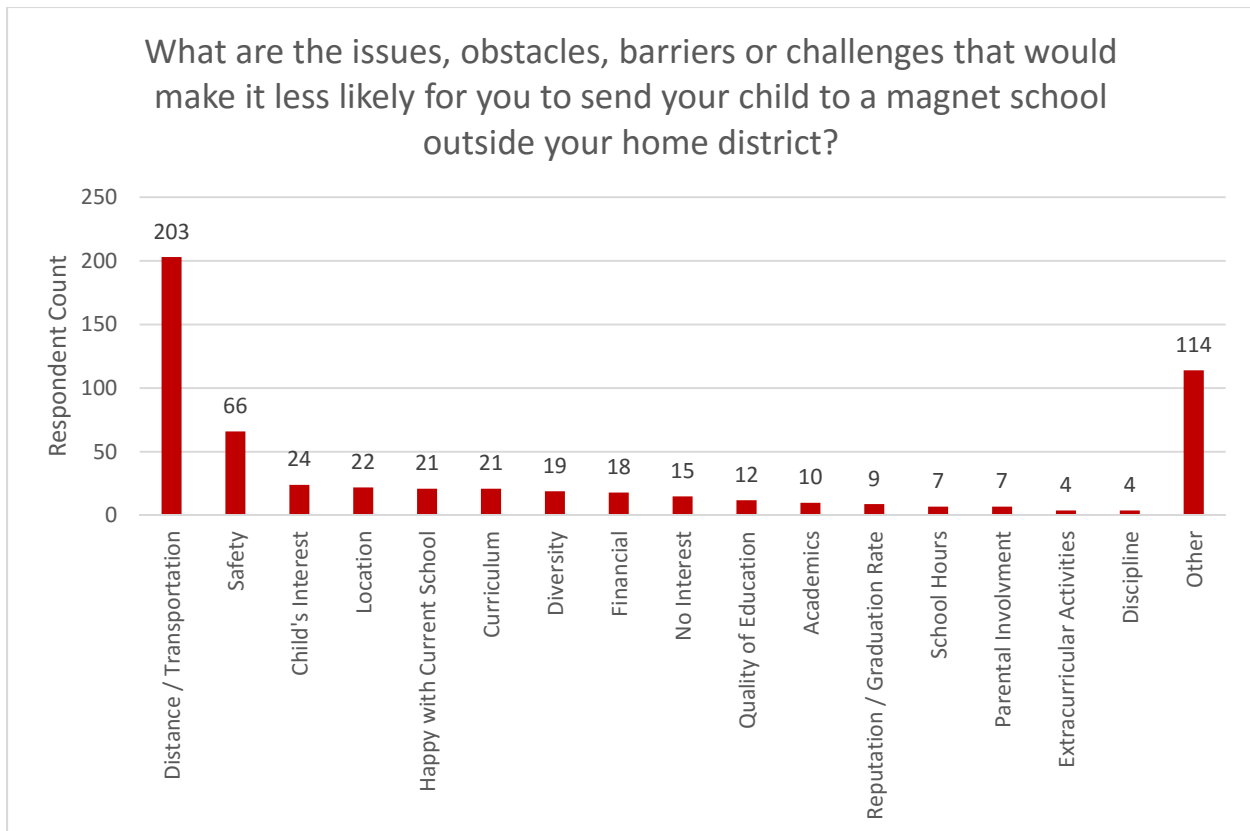


### Sample of responses

- *“If they provided transportation, offered programs that regular schools did not, and if they had better teachers.”*
- *“It would have to be a school that they really wanted to attend and that they were committed to. If my daughter, who wants to be a doctor, had some health courses for her there, I would do it in a heartbeat.”*
- *“Reliable transportation and good safety measures.”*
- *“It would really be the opportunities, the diversity, and more differentiation with regard to the teaching.”*
- *“Graduation rate above 70 percent.”*
- *“Diversity, smaller classrooms.”*

The full set of responses can be found in Appendix C.

What are the issues, obstacles, barriers or challenges that would make it less likely for you to send your child to a magnet school outside your home district?



### Sample of responses

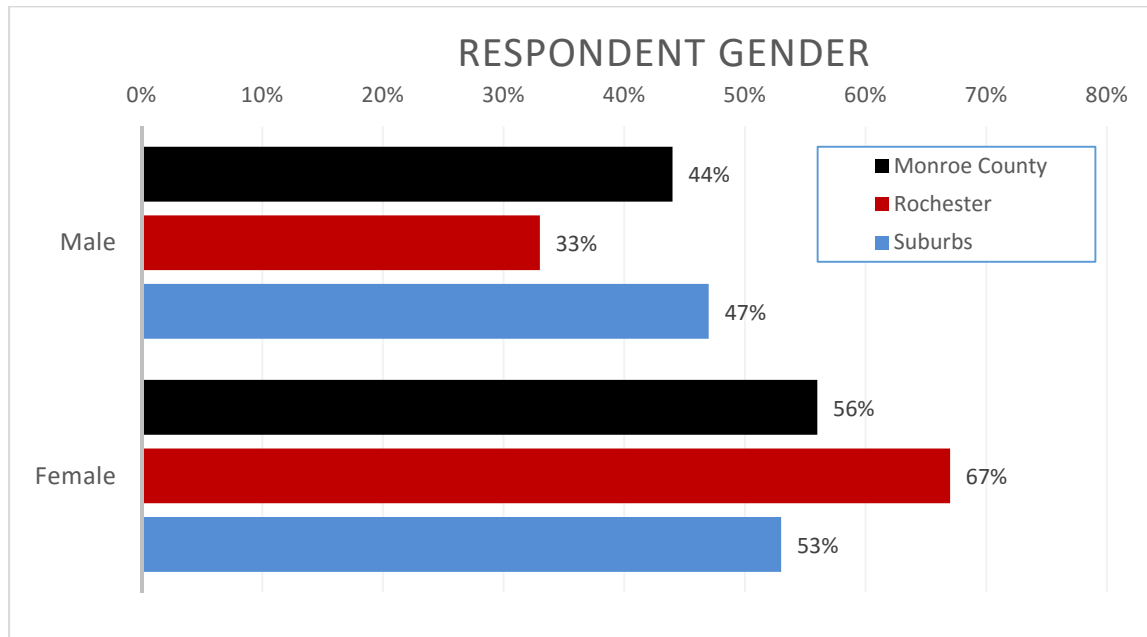
- *"Distance and location."*
- *"If the school wasn't diverse. If I thought there would be problems with bullying or my child being low income."*
- *"We're happy with our school."*
- *"If the magnet school was part of the city school district."*
- *"Moving away from their friends."*
- *"The quality of instruction and reputation of the school."*

The full set of responses can be found in Appendix D.

# Demographics

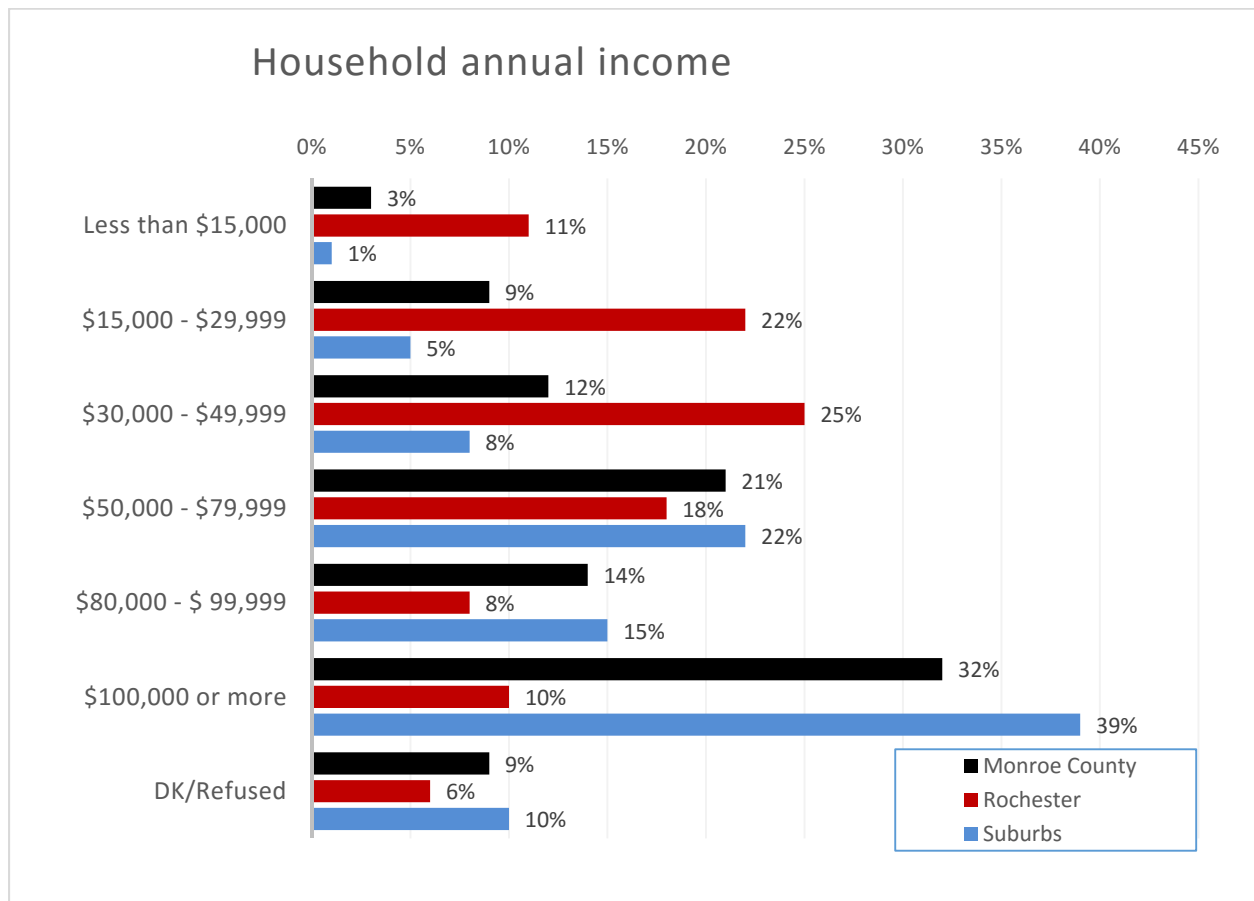
## GENDER

|               |        | Location      |           |         |
|---------------|--------|---------------|-----------|---------|
|               |        | Monroe County | Rochester | Suburbs |
| RECORD GENDER | Male   | 44%           | 33%       | 47%     |
|               | Female | 56%           | 67%       | 53%     |



Household annual income

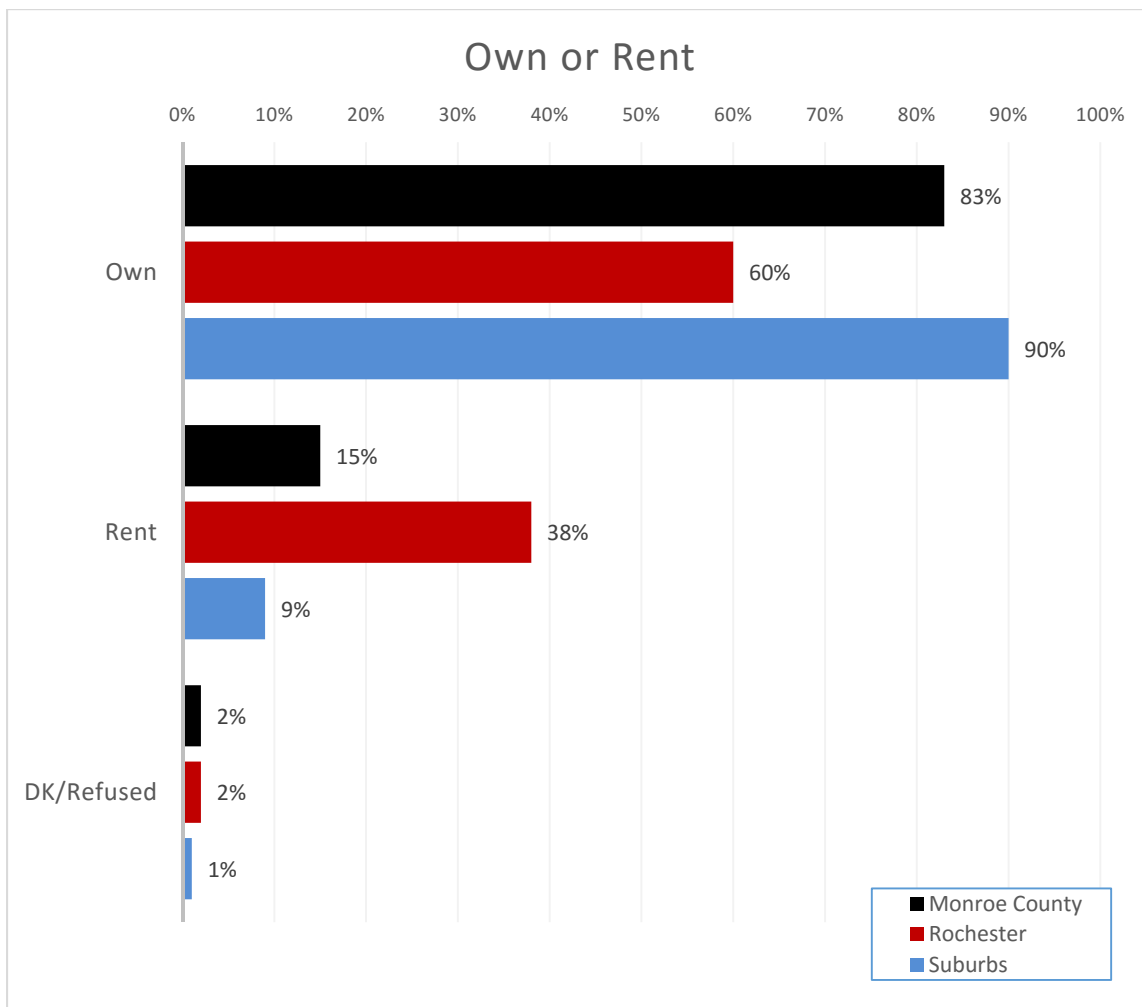
|                         |                                                                            | Location      |            |            |
|-------------------------|----------------------------------------------------------------------------|---------------|------------|------------|
|                         |                                                                            | Monroe County | Rochester  | Suburbs    |
| Household annual income | <b>Net: {Less than \$15,000, \$15,000 - \$29,999, \$30,000 - \$49,999}</b> | <b>24%</b>    | <b>58%</b> | <b>14%</b> |
|                         | <i>Less than \$15,000</i>                                                  | 3%            | 11%        | 1%         |
|                         | <i>\$15,000 - \$29,999</i>                                                 | 9%            | 22%        | 5%         |
|                         | <i>\$30,000 - \$49,999</i>                                                 | 12%           | 25%        | 8%         |
|                         | <b>Net: {\$50,000 - \$79,999, \$80,000 - \$99,999}</b>                     | <b>35%</b>    | <b>27%</b> | <b>38%</b> |
|                         | <i>\$50,000 - \$79,999</i>                                                 | 21%           | 18%        | 22%        |
|                         | <i>\$80,000 - \$99,999</i>                                                 | 14%           | 8%         | 15%        |
|                         | <i>\$100,000 or more</i>                                                   | 32%           | 10%        | 39%        |
|                         | Don't Know                                                                 | 1%            | 2%         | 1%         |
|                         | Refused                                                                    | 8%            | 4%         | 9%         |





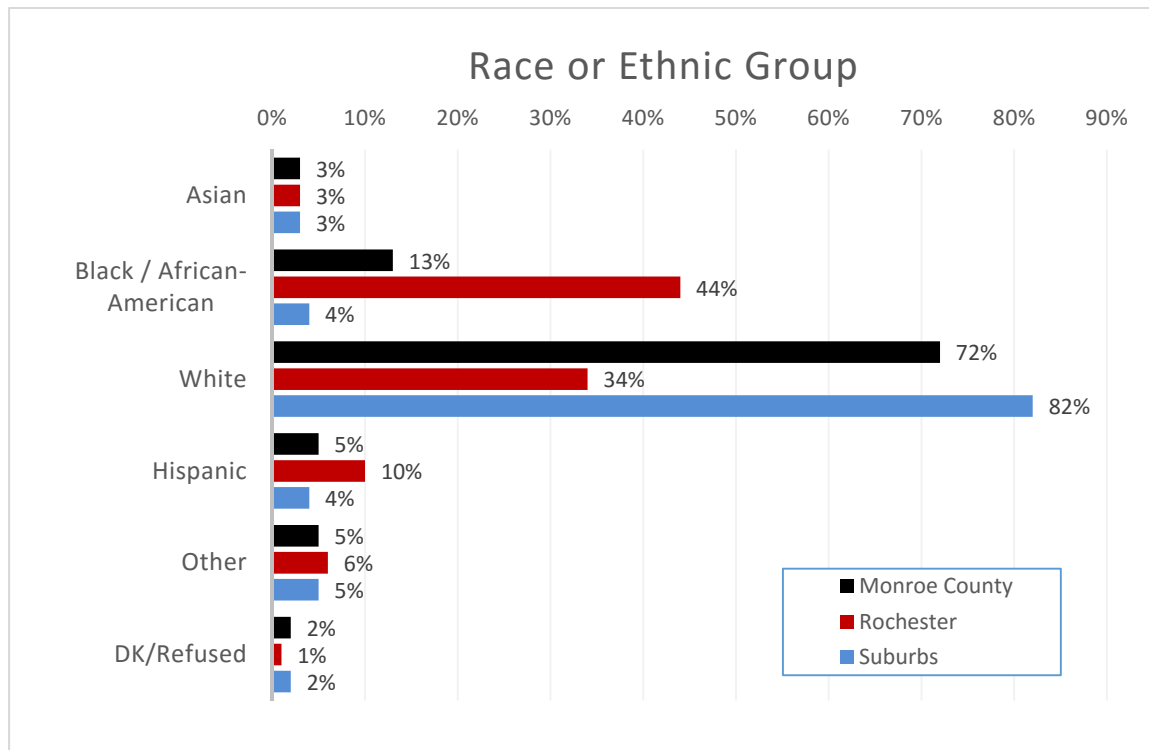
Own or Rent

|             |            | Location      |           |          |
|-------------|------------|---------------|-----------|----------|
|             |            | Monroe County | Rochester | Suburbs  |
| Own or Rent | Own        | 83%           | 60%<br>A  | 90%<br>A |
|             | Rent       | 15%           | 38%<br>B  | 9%       |
|             | Don't Know | 1%            | 1%        | -        |
|             | Refuse     | 1%            | 1%        | 1%       |

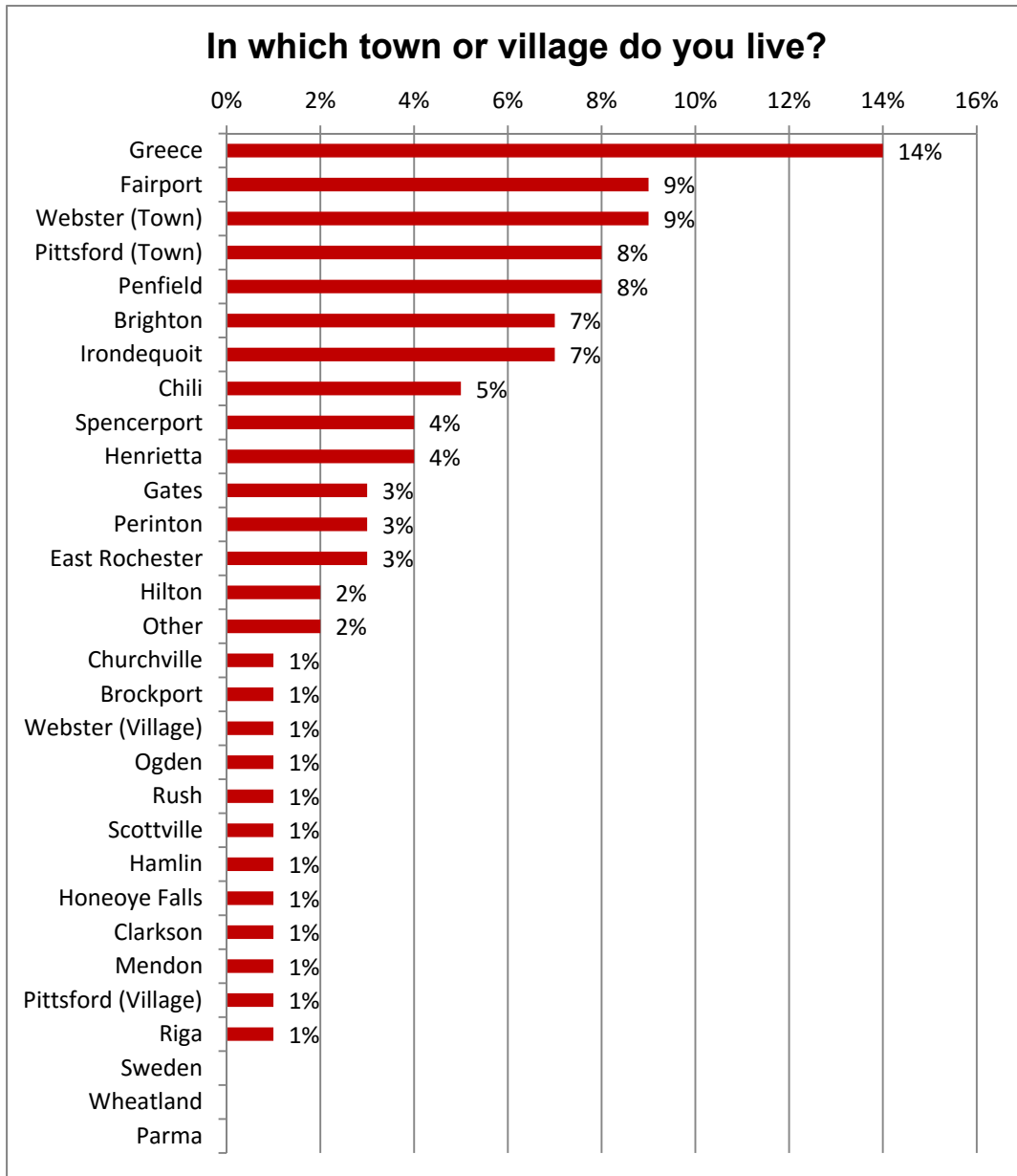


*Race or Ethnic Group*

|                      |                          | Location      |           |         |
|----------------------|--------------------------|---------------|-----------|---------|
|                      |                          | Monroe County | Rochester | Suburbs |
| Race or Ethnic Group | Asian                    | 3%            | 3%        | 3%      |
|                      | Black / African-American | 13%           | 44%       | 4%      |
|                      | White                    | 72%           | 34%       | 82%     |
|                      | Hispanic                 | 5%            | 10%       | 4%      |
|                      | Other                    | 5%            | 6%        | 5%      |
|                      | Don't Know               | -             | 1%        | -       |
|                      | Refuse                   | 2%            | 2%        | 2%      |

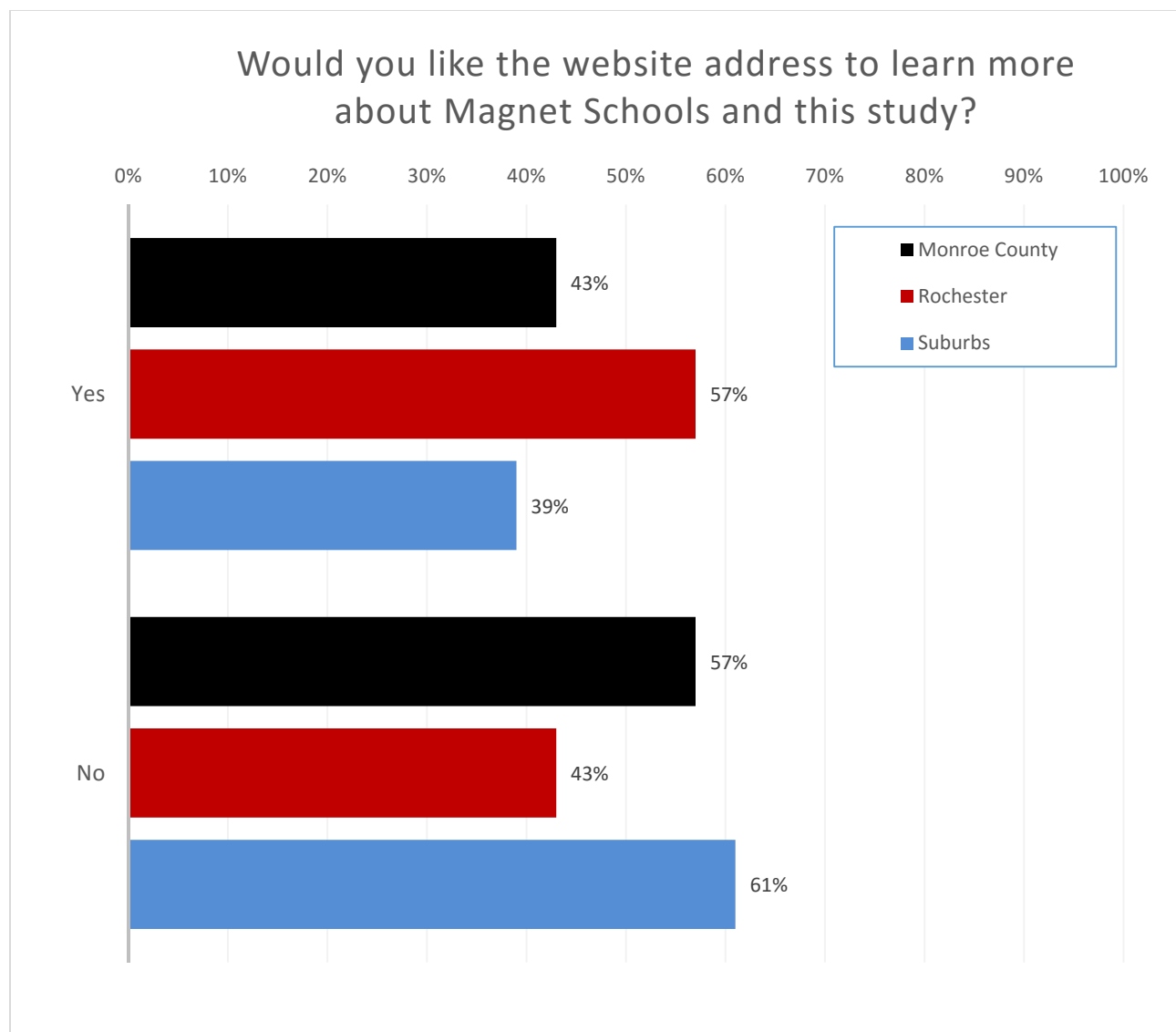


(If not in Rochester) In which town or village do you live?



Would you like the website address to learn more about Magnet Schools and this study?

|                                                                                       |                      | Location      |           |         |
|---------------------------------------------------------------------------------------|----------------------|---------------|-----------|---------|
|                                                                                       |                      | Monroe County | Rochester | Suburbs |
| Would you like the website address to learn more about Magnet Schools and this study? | Yes - It is GS4A.org | 43%           | 57%       | 39%     |
|                                                                                       | No                   | 57%           | 43%       | 61%     |



## 4. Methodology

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The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

### *Questionnaire Development*

---

Jim Antonevich of Metrix Matrix worked closely with the members of the Great Schools for All organization to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Many of the questions asked in this survey were presented only to a subset of respondents. For example, parents who would not consider a transportation time of 30 minutes were not asked about 45 minutes. The questionnaire included with this report identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

### *Programming*

---

Prior to fielding the surveys, the questionnaire was programmed into the CATI (Computer Assisted Telephone Interviewing) system to assist the live interviewers when conducting the telephone interviews. CATI automatically navigate skip patterns, randomize appropriate question items, and prevent certain types of data entry mistakes. The integrity of the questionnaires was pre-tested internally by Metrix Matrix as well as a small field test of the survey prior to formally commencing the interviewing.

### *Sampling*

---

The sample for this study was acquired from Survey Sampling International (SSI), a well-regarded sample provider in the research industry. A random Sample of 4000 landlines and 4000 cell phone numbers were drawn from the City of Rochester and another 4000 of each were drawn from all other areas of Monroe County outside of the city. However, the distribution of respondents in this report was based solely upon their response to the screening questions regarding where they lived.

### *Recruitment and Data Collection*

---

All survey recruitment and participation for this survey were performed by telephone. Contact telephone numbers were attempted up to three times to reach a respondent. Those respondents who indicated another time would be better were re-contacted at the agreed upon time. Calls were performed between 4pm and 8pm Monday through Friday and 10am to 4pm on Saturdays. Land line numbers were dialed via an automated dialing system and

cell phone numbers were hand-dialed per TCPA regulations. The average interview length was 12 minutes.

A total of 301 parents<sup>1</sup> of school-age children in the City of Rochester, as well as 301 parents in the surrounding suburbs within Monroe County participated in this study via telephone. Parents with only one child in 12<sup>th</sup> grade were excluded from the study as the child was considered to be in his/her last year of school. Data were collected between March 26 and April 13, 2016. Countywide (Base) results are weighted, representing the actual urban/suburban distribution.

## *Margin of Error*

---

By using a probability-based sampling design and monitoring the sample characteristics as data collection proceeded, Metrix Matrix ensured that the resulting sample was representative of the universe of households with children within Monroe County. The results of the sample can thus be used to estimate the opinions of all parents during this period.

Because not every parent or guardian of a school age child participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 301 urban and 301 suburban respondents, and what would have been found if all of the estimated 22,000 urban and 77,000 suburban households with school-aged children had been surveyed for the study.

Since the sampling was quota-based by urban (301) and suburban (301), countywide results were weighted to be representative of the actual population distribution.

| Segment                               | Sample | Maximum Margin of Error |
|---------------------------------------|--------|-------------------------|
| City of Rochester                     | n=301  | ±5.6%                   |
| Surrounding Area within Monroe County | n=301  | ±5.6%                   |
| Monroe County                         | n=602  | ±4.0%                   |

## *Data Processing*

---

Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing open-end responses, and preparing frequency analyses and cross tabulations. Because the research objectives involved certain weighting by demographics, certain population distributions were calculated using the US Census Bureau reports for Monroe County.

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<sup>1</sup> The use of the term ‘parent’ throughout this report also refers to guardian, as the survey screening allowed for either type of respondent to participate.

## ***Rounding***

---

Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies when comparing tables and charts for a given question.

## 5. Survey Script

---

|    |                                                                                                                                              |                                                                                                                                                                                                                                                     |
|----|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A  | INTRO                                                                                                                                        | Hello, this is <name> calling from Research America on behalf of a Monroe County Not-for-Profit group. We are contacting a small number of homes to gather valuable feedback regarding educational options in Rochester and Monroe county.          |
| A1 | Are you the parent or guardian of one or more school age children at this address? This would include children in Pre-K through high school. | Yes<br>No -> <b>THANK AND TERMINATE</b>                                                                                                                                                                                                             |
| A2 | Would you have approximately 10 minutes to participate in this very important study?                                                         | Yes<br>No -> <b>THANK AND TERMINATE</b>                                                                                                                                                                                                             |
| A3 | Do you live in Monroe County?                                                                                                                | Yes<br>No -> <b>THANK AND TERMINATE</b><br>Don't Know -> <b>THANK AND TERMINATE</b><br>Refused -> <b>THANK AND TERMINATE</b>                                                                                                                        |
| A4 | Do you live in the City of Rochester?                                                                                                        | Yes -> <b>SKIP TO A6</b><br>No<br>Don't Know -> <b>THANK AND TERMINATE</b><br>Refused -> <b>THANK AND TERMINATE</b>                                                                                                                                 |
| A5 | In which town or village do you live?                                                                                                        | Brighton<br>Brockport<br>Chili<br>Churchville<br>Clarkson<br>East Rochester<br>Fairport<br>Gates<br>Greece<br>Hamlin<br>Henrietta<br>Hilton<br>Honeoye Falls<br>Irondequoit<br>Mendon<br>Ogden<br>Parma<br>Penfield<br>Perinton<br>Pittsford (Town) |



Pittsford (Village)  
Riga  
Rush  
Scottville  
Spencerport  
Sweden  
Webster (Town)  
Webster (Village)  
Wheatland

A6 How many school age children are you responsible for?

SET CHILD=A6

[IF CHILD > 1] When I ask a question regarding your child, I would like you to focus on the child who most recently celebrated their birthday.

B CURRENT

B1 What grade is your child in?

PreK  
Kindergarten  
1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12

SET GRADE=B1

IF GRADE < 12 SKIP TO B3

[IF CHILD = 1] -> THANK AND TERMINATE

For the purposes of this survey I would like you to focus on your next-oldest child when answering these questions.

B2 What grade is that child in?

PreK  
Kindergarten  
1  
2  
3  
4  
5  
6  
7  
8

9  
10  
11

SET GRADE=B2

B3 Is your child in a public, private or charter school?

Public  
Private  
Charter  
Home School -> SKIP TO C1  
Don't Know  
Refused

B4 Using a scale of 1-10, where 1 is not at all satisfied and 10 is extremely satisfied, overall, how satisfied are you with the school your child attends?  
Using the same scale, how satisfied are you with each of the following regarding that school?

B5 Variety of academic class options  
B6 Quality of Teaching  
B7 Racial & Socio-economic diversity  
B8 Exposure to people and activities of different cultures  
B9 Athletics  
B10 Extracurricular activities  
B11 Parent involvement  
B12 Transportation  
B13 Safety

## C DIVERSITY

C1 How important is it to your child's education that he or she attend a school with children from diverse ethnic, racial and socio-economic backgrounds? Would you say:

Very Important  
Somewhat Important  
Not Very important  
Not at All Important  
Don't Know [DO NOT READ]  
Refused [DO NOT READ]

C2 Do you believe that attending a school where children are from different ethnic, racial and socio-economic backgrounds would better prepare your child for college or work?

Yes  
No  
Don't Know -> SKIP TO SECTION D  
Refused -> SKIP TO SECTION D

C3 Could you please explain?

## D MAGNET SCHOOLS

Now I would now like to ask you a few questions about Magnet Schools.

For the purposes of this survey, a Magnet School is defined as a public school offering special instruction and programs not available elsewhere, often designed to attract a more diverse student body. Choosing to attend a Magnet school would be voluntary and at no additional cost to the parent or guardian. (Would you like me to repeat that definition?)

Would you consider sending your child to a Magnet school if that school had a unique academic program specializing in one of the following:

- D1 Visual or Performing Arts
  - Yes
  - No
  - Don't Know
  - Refused
- D2 Business or Entrepreneurial Programs
  - Yes
  - No
  - Don't Know
  - Refused
- D3 Science, Technology, Engineering, Mathematics
  - Yes
  - No
  - Don't Know
  - Refused
- D4 Foreign Language Development
  - Yes
  - No
  - Don't Know
  - Refused
- D5 Tech Development, including computer programming, robotics and web development
  - Yes
  - No
  - Don't Know
  - Refused
- D6 Early College Prep
  - Yes
  - No
  - Don't Know
  - Refused
- D7 Occupational or Apprentice programs, including things like carpentry, auto-mechanic, and middle skill type jobs
  - Yes
  - No
  - Don't Know
  - Refused
- D8 Besides those mentioned, are there other programs for which you would consider sending your child to a Magnet school? [IF YES] What programs?

**E MAGNET DIVERSITY**

E1 How likely is it you would consider sending your child to a magnet school that offered opportunities not available elsewhere in which about half the students are low-income and half are middle class? Would you say:

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Not at all Likely
- Don't Know [DO NOT READ]
- Refused [DO NOT READ]

E2 How likely is it you would consider sending your child to a magnet school that offered opportunities not available elsewhere if your child would be in a racial minority? Would you say:

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Not at all Likely
- Don't Know [DO NOT READ]
- Refused [DO NOT READ]

**F TRANSPORTATION**

F1 Would you be willing to have your child transported to a Magnet school if it were no more than 30 minutes each way?

- Yes
- No -> SKIP TO F3
- Don't Know -> SKIP TO F3
- Refused -> SKIP TO F3

F2 What about 45 minutes?

- Yes
- No
- Don't Know
- Refused

F3 If necessary, would you be willing to transport your child to a Magnet school if you were reimbursed for your costs?

- Yes
- No
- Don't Know
- Refused

**G HOME DISTRICT AND SCHOOL LEVEL**

G1 How likely would you be to consider sending your child to a Magnet school outside your home district on a voluntary basis at no additional cost to you if that school provided opportunities not available in your home district and met your transportation and safety concerns? Would you say

- Very Likely -> SKIP TO G4
- Somewhat Likely ->SKIP TO G4
- Somewhat Unlikely

Not at all Likely  
Don't Know  
Refused

[IF GRADE = 9,10,11 SKIP TO G4]

[IF GRADE = 6,7,8 SKIP TO G3]

G2 How likely would you be to consider sending your child to a Magnet MIDDLE school outside your home district on a voluntary basis at no additional cost to you if that school provided opportunities not available in your home district and met your transportation and safety concerns? Would you say

Very Likely ->SKIP TO G4  
Somewhat Likely ->SKIP TO G4  
Somewhat Unlikely  
Not at all Likely  
Don't Know  
Refused

G3 How likely would you be to consider sending your child to a magnet HIGH SCHOOL outside your home district on a voluntary basis at no additional cost to you if that school provided opportunities not available in your home district and met your transportation and safety concerns? Would you say

Very Likely  
Somewhat Likely  
Somewhat Unlikely  
Not at all Likely  
Don't Know  
Refused

G4 What incentives would make it more likely for you to send your child to a Magnet school outside your home district?

G5 What are the issues, obstacles, barriers or challenges that would make it less likely for you to send your child to a magnet school outside your home district?

## H DEMOGRAPHICS

These following questions are to ensure you are well represented in this study.

H1 Which of the following best describes your household annual income? [READ LIST]

Less than \$15,000  
\$15,000 - \$29,999  
\$30,000 - \$49,999  
\$50,000 - \$79,999  
\$80,000 - \$ 99,999  
\$100,000 or more  
Don't Know [DO NOT READ]  
Refused [DO NOT READ]

H2 Do you own or rent your home?

Own  
Rent  
Don't Know [DO NOT READ]  
Refuse [DO NOT READ]

H3 To which of the following races or ethnic groups do you belong? [CHECK ALL THAT APPLY]

- Asian
- Black / African-American
- White
- Hispanic
- Other
- Don't Know [DO NOT READ]
- Refuse [DO NOT READ]

#### CLOSING

That is all the questions I have. Thank you for taking the time to participate in this very important study.

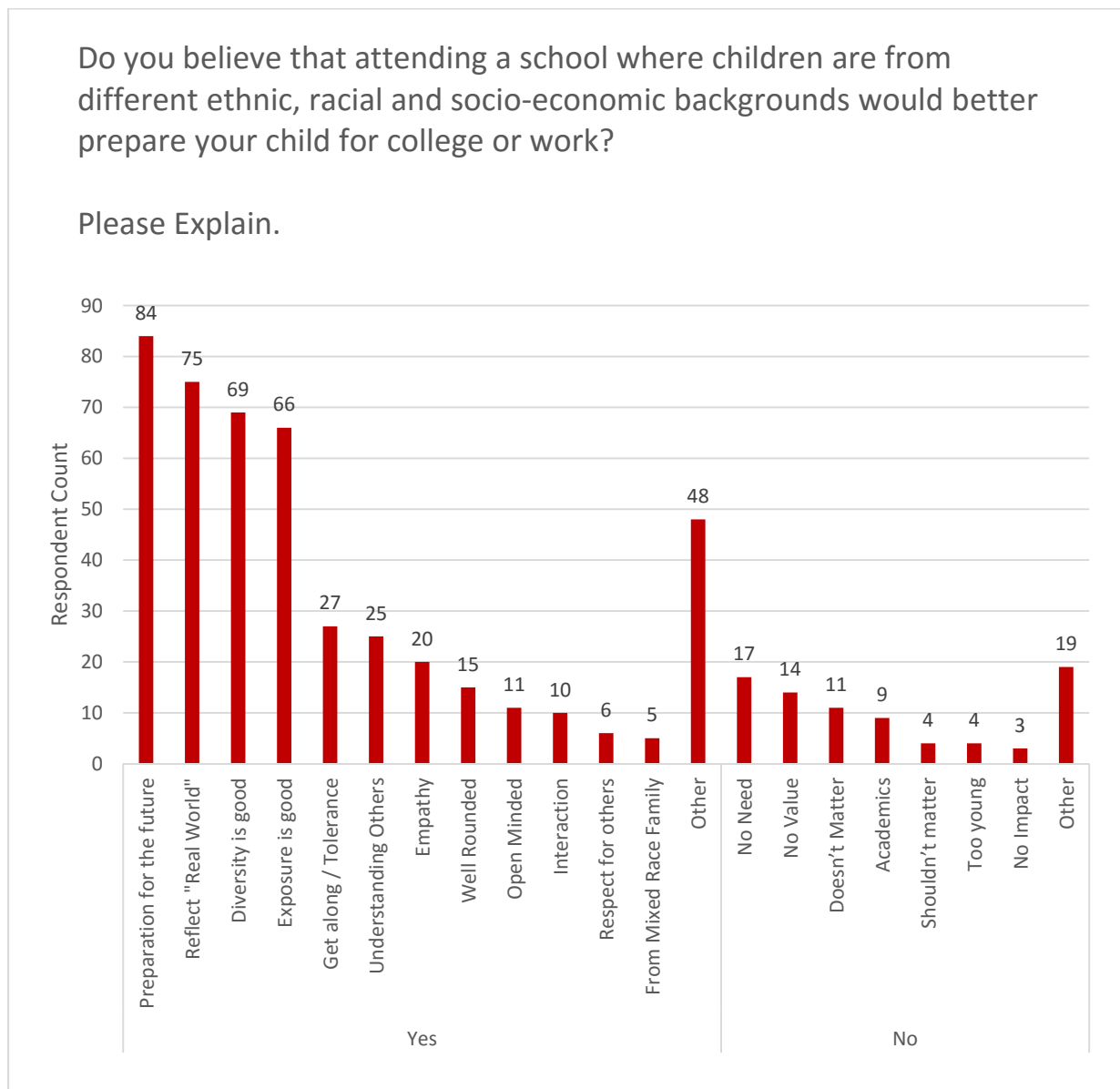
Would you like the website address to learn more about Magnet Schools and this study?

- Yes
- No

[IF YES] it is [GS4A.org](http://GS4A.org)

# Appendix A: Comments on why respondents believe socio-economic diversity may or may not better prepare their child for college or work

*Do you believe that attending a school where children are from different ethnic, racial and socio-economic backgrounds would better prepare your child for college or work?*



Respondents who answered Yes or No as to whether they believed that attending a school where children are from different ethnic, racial and socio-economic backgrounds would better prepare them college or work were invited to explain their answer?

The following open-ended responses are grouped first by sentiment (Positive then Negative) and then Location (Urban then Suburban)

**Rochester (YES)**

| Sentiment | Explanation                                                                                                                                                                                                        |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Diversity | Because it expands cultural awareness and diversity and is beneficial.                                                                                                                                             |
|           | Because they're with very different people.                                                                                                                                                                        |
|           | Different variety.                                                                                                                                                                                                 |
|           | Diversity can open up the mind to other things                                                                                                                                                                     |
|           | Diversity is important for the future of a child's life.                                                                                                                                                           |
|           | Diversity is what the country is made of.                                                                                                                                                                          |
|           | He should be around the different languages and races.                                                                                                                                                             |
|           | I believe everyone benefits from learning different cultures and personalities and experiences.                                                                                                                    |
|           | I believe it's great for the children to be around different backgrounds.                                                                                                                                          |
|           | I feel that a lot of times children do not get the opportunity to interact with other cultures. I feel children need to know about other cultures because that would enrich their learning more about one culture. |
|           | I think because my children will definitely be exposed to diversity.                                                                                                                                               |
|           | I want it to diverse for my child, as there is much diversity in the world. School needs to be just as diverse as the world is.                                                                                    |
|           | I want my child exposed to the world that is composed of different races.                                                                                                                                          |
|           | I work in a hospital where you have to be able to communicate with people of different cultural backgrounds.                                                                                                       |
|           | It is a more diverse group, so it would give them an overall view of what they're trying to get involved with or learn.                                                                                            |
|           | It is good for her to be aware of the different races.                                                                                                                                                             |
|           | It is good to get to know a different kind of people.                                                                                                                                                              |
|           | It teaches them about different people.                                                                                                                                                                            |
|           | It would open them up to other ethnic diversities.                                                                                                                                                                 |
|           | It would teach my child about different cultures.                                                                                                                                                                  |
|           | It's good to associate with different people for the world.                                                                                                                                                        |
|           | It's good to learn different races.                                                                                                                                                                                |
|           | It's good to learn with others from other backgrounds.                                                                                                                                                             |
|           | It's important for kids to be exposed to diversity or they won't do well when they leave school.                                                                                                                   |
|           | Just general. People from different cultures to learn about different backgrounds.                                                                                                                                 |
|           | Kids now days are growing up in a very diverse world. They can learn to coexist with the group, because she would have to be around them.                                                                          |
|           | Knowledge and background of people and cultures.                                                                                                                                                                   |
|           | Let them learn the culture in the world.                                                                                                                                                                           |
|           | Mixing with various backgrounds.                                                                                                                                                                                   |
|           | My child is learning and is more diverse.                                                                                                                                                                          |



|          |                                                                                                                                                                                                                                                                 |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|          | My child should be with different races and different cultures.                                                                                                                                                                                                 |
|          | They would be diversified.                                                                                                                                                                                                                                      |
|          | They're comfortable in diverse social situations and confident and relaxed around different people.                                                                                                                                                             |
|          | We live in a district where the school is the top-rated school in the county and they receive better test scores but we decided to go to the school now because of the diversity instead of the better scores.                                                  |
|          | You can learn different things from different people.                                                                                                                                                                                                           |
| Empathy  | Being able to deal with different people makes you appreciate what you have. It humbles you. Availability to deal with all backgrounds.                                                                                                                         |
|          | Diversity promotes empathy.                                                                                                                                                                                                                                     |
|          | I think everything in our country is black and white and learning about different cultures is bigger and broader than that. Our children need to know what's going on in other cultures and the less fortunate. Also, the personal adversity and bullying based |
|          | I think they will see the way the world is. They (will) be sheltered from poverty.                                                                                                                                                                              |
|          | It helps them to relate to different people from different backgrounds, which is what you encounter in the workplace, so you can relate and understand different situations.                                                                                    |
|          | It would teach them how to relate to one another. Also, other cultures and how people live.                                                                                                                                                                     |
|          | So they will know everybody is a human being.                                                                                                                                                                                                                   |
|          | They focus on English and Spanish in school so that helps in the work world. If they are around different ethnicities, they won't think anything of color later on in life.                                                                                     |
| Exposure | Because exposure to different cultures will teach them different skills.                                                                                                                                                                                        |
|          | Because my child needs to know different ethnic groups and how different ways and cultures are presented to them from their peers of other children. I want my child to know that everyone isn't going to have the same color skin as them.                     |
|          | Because you learn from ethnic backgrounds.                                                                                                                                                                                                                      |
|          | Being exposed to different cultures helps.                                                                                                                                                                                                                      |
|          | Children need to be around other children of different backgrounds.                                                                                                                                                                                             |
|          | Exposure to different cultures is always a positive experience.                                                                                                                                                                                                 |
|          | Exposure to different people from different places.                                                                                                                                                                                                             |
|          | Exposure.                                                                                                                                                                                                                                                       |
|          | From my own experience, going to a predominantly white college gave me culture shock. I want my children to have more exposure of different cultures before college.                                                                                            |
|          | Getting exposure to different cultures.                                                                                                                                                                                                                         |
|          | Great exposure to different cultures.                                                                                                                                                                                                                           |
|          | Great exposure.                                                                                                                                                                                                                                                 |
|          | Great opportunity. Exposure to cultures.                                                                                                                                                                                                                        |
|          | I feel like my daughter's school has a fair number of immigrants, which is great to have that exposure without having to travel the world. We live in a multiracial country so it's important to be exposed to different cultures and to be more metropolitan.  |
|          | I like the exposure to different cultures.                                                                                                                                                                                                                      |
|          | I think it doesn't keep them boxed in and they can experience different races and cultures.                                                                                                                                                                     |
|          | I think just having the exposure for the job market.                                                                                                                                                                                                            |
|          | I took her from a charter school to expose her to a variety of people.                                                                                                                                                                                          |
|          | I want my grandchildren to be exposed to any race and culture so they don't judge them by color but by their character.                                                                                                                                         |

|                       |                                                                                                                                                            |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                       | If they are only exposed to one ethnicity, they will not know how to act around others.                                                                    |
|                       | If you keep racial groups separated, it doesn't allow middle or lower class kids to interact.                                                              |
|                       | It will give them a chance to explore other cultures and backgrounds and what they consist of.                                                             |
|                       | It would give my child the exposure she/he needs culturally.                                                                                               |
|                       | It's very important to be surrounded with other cultures.                                                                                                  |
|                       | More opportunities to meet other people of other cultures.                                                                                                 |
|                       | She would be attending a school with people from different backgrounds and she would receive a wide variety of different cultures.                         |
|                       | So he could meet and interact with different kinds of people to let him know that everyone is different.                                                   |
|                       | So that way he can learn about different cultures and interact with different cultures and be friends with kids who are different.                         |
|                       | So they are used to being around all different people with different backgrounds.                                                                          |
|                       | So they get exposed to different cultures and environments.                                                                                                |
|                       | So they will be more familiar with other cultures and ethnic groups.                                                                                       |
|                       | There are different backgrounds and if they learn in high school, it will make a great difference                                                          |
|                       | They do not get enough knowledge of suburban peers.                                                                                                        |
|                       | They learn about different cultures, morals, history, disciplines.                                                                                         |
|                       | They will be exposed to difference backgrounds                                                                                                             |
|                       | They would be exposed to other cultures.                                                                                                                   |
|                       | To expose my children to different cultures.                                                                                                               |
|                       | To learn different cultures.                                                                                                                               |
|                       | Variety and different ways of thinking.                                                                                                                    |
| Get along / Tolerance | Able to associate with people from different backgrounds and can get along better with others.                                                             |
|                       | Because I am black and our culture is different. All cultures are different. If all cultures went to school together, it would help with all racial issues |
|                       | Different cultures teach you how to cope with each other.                                                                                                  |
|                       | How to cope and not judge.                                                                                                                                 |
|                       | I think it lets them see what the world is about and get along with other races.                                                                           |
|                       | I would like them to teach the kids to not be prejudiced.                                                                                                  |
|                       | If they know the culture of other people, they will be accepting and not prejudiced of other backgrounds.                                                  |
|                       | It exposes them to different cultures and teaches them tolerance.                                                                                          |
|                       | Learn to get along with different ethnicities.                                                                                                             |
|                       | Make them more tolerant and open-minded. It's not a luxury, but a necessity.                                                                               |
|                       | Needs to be able to get along with people from all walks of life.                                                                                          |
|                       | No matter what job you will be in, there will be contact with all groups and need to get along with everyone.                                              |
|                       | Teach him how to get along with others.                                                                                                                    |
|                       | Teach them to get along with anyone, no matter what race they are, and get together and learn.                                                             |
|                       | Teach them to get along with different ethnic backgrounds.                                                                                                 |

|                                                      |                                                                                                                                                                             |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                      | They would learn tolerance and acceptance.                                                                                                                                  |
| Interaction                                          | I feel that it shows how the children will interact with different children's backgrounds.                                                                                  |
|                                                      | I feel the different cultures helps children learn better from another.                                                                                                     |
|                                                      | It is very important for young people to be able to work with people with different backgrounds.                                                                            |
|                                                      | They can interact with other children.                                                                                                                                      |
| Mixed Race Family                                    | Because he is mixed race.                                                                                                                                                   |
|                                                      | I feel that way because my daughter is mixed.                                                                                                                               |
|                                                      | I've got biracial nephews.                                                                                                                                                  |
|                                                      | My son and I are different color.                                                                                                                                           |
| Open Minded                                          | Always good to know different opinions.                                                                                                                                     |
|                                                      | Expand thinking.                                                                                                                                                            |
|                                                      | I believe that within the US you need to be culturally exposed to all types of religions and races and be a professional to be a better person and better employee overall. |
|                                                      | I just think (they) need to see what else is outside of the home.                                                                                                           |
|                                                      | It promotes open-mindedness and opens doors to him. Where you work and live with different people.                                                                          |
|                                                      | More differences that you are exposed to gives you a more reasonable decision.                                                                                              |
| Other                                                | Because each child can share their individual culture with others.                                                                                                          |
|                                                      | Because it is a part of the community and it is important each child receives the same education as everyone else.                                                          |
|                                                      | Because the color of your skin doesn't matter, you can achieve anything in life. Being surrounded by different kids teaches them that.                                      |
|                                                      | Children need to learn that we must all come together as one.                                                                                                               |
|                                                      | I like the children get to work better (at) working with one another. The children get to learn better and they better get ready for school at this kind of school.         |
|                                                      | I think that if they see other cultures and children there won't be so much racism.                                                                                         |
|                                                      | It helps develop social skills.                                                                                                                                             |
|                                                      | It helps their social skills.                                                                                                                                               |
|                                                      | It should be the responsibility of the parents and home.                                                                                                                    |
|                                                      | It would increase the empowerment of the children.                                                                                                                          |
|                                                      | It's better for him and it's just better.                                                                                                                                   |
|                                                      | It's good for them.                                                                                                                                                         |
|                                                      | It's good social wise.                                                                                                                                                      |
|                                                      | It's important, but my son was impacted negatively in that setting.                                                                                                         |
|                                                      | It's just very important.                                                                                                                                                   |
|                                                      | It's not just one kind.                                                                                                                                                     |
|                                                      | It's typical.                                                                                                                                                               |
|                                                      | Just being around different cultures helps you grow. It helped me out a lot.                                                                                                |
|                                                      | Living in a society, it can help.                                                                                                                                           |
|                                                      | Start them early.                                                                                                                                                           |
| The parents don't care and the school system is bad. |                                                                                                                                                                             |

|             |                                                                                                                                                                                                                                         |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|             | The white people used to be the dominate race but now it's the minority, so it's good to know those things.                                                                                                                             |
|             | The world we live in, you need to be able to communicate.                                                                                                                                                                               |
|             | They are learning different languages.                                                                                                                                                                                                  |
|             | They can learn from each other.                                                                                                                                                                                                         |
|             | They will have a problem because different races would be foreign to them.                                                                                                                                                              |
|             | Well, it's important to learn about the culture.                                                                                                                                                                                        |
|             | With what's going on, it's needed with every culture.                                                                                                                                                                                   |
|             | You get to meet different people.                                                                                                                                                                                                       |
| Preparation | Attend a school that teaches diversity and help in (the) future.                                                                                                                                                                        |
|             | Because (it gives) them more experience for them to deal with different situations and people.                                                                                                                                          |
|             | Because he will have to deal with all types of people.                                                                                                                                                                                  |
|             | Because it is good so they won't be culture-shocked.                                                                                                                                                                                    |
|             | Because she will have opportunities to work with different races and give her a feel of what the world is like.                                                                                                                         |
|             | Because the world is changing and they need to know how to deal with all kinds of people.                                                                                                                                               |
|             | Because there are so many different ethnic groups now. As the child gets older, they will need to know how to deal and learn about other cultures and not be prejudiced about it.                                                       |
|             | Because they get the variety of the ethnic and different cultures and a school environment that would carry over to the college level.                                                                                                  |
|             | Because they're getting a different variety of personalities and backgrounds that would better prepare them for college.                                                                                                                |
|             | Because when you get to college, you are exposed to different cultures and races.                                                                                                                                                       |
|             | Because world is made up of all races and they will be better prepared when they are adults.                                                                                                                                            |
|             | Being around different kinds of ethnicities and to prepare for college and work.                                                                                                                                                        |
|             | Better prepared and to become more tolerant with diversity.                                                                                                                                                                             |
|             | College and work will have a variety of different people and this will get her ready for this.                                                                                                                                          |
|             | He will have a different variety of people and learn that everyone is not the same. Then he will not have to worry about fitting in when he gets to college.                                                                            |
|             | I live in an urban area. I feel that my child should be prepared to (live in) different cultures.                                                                                                                                       |
|             | I think it gives people of different backgrounds a better chance to get a job.                                                                                                                                                          |
|             | I think it helps them to be exposed to people in different ethnic backgrounds for the workforce and prepare them for the nuance of the people when they're in the workforce.                                                            |
|             | I think my kids are going to have to deal with people from different parts of the world.                                                                                                                                                |
|             | In life you have to be prepared to deal with everything.                                                                                                                                                                                |
|             | It exposes the child to the people she will deal with in the future.                                                                                                                                                                    |
|             | It gives them the experience to deal with different cultures.                                                                                                                                                                           |
|             | It helps him get ready for college and work so, as a young child, it is good to be around other children of different backgrounds.                                                                                                      |
|             | It is better to learn more about culture before entering the workforce.                                                                                                                                                                 |
|             | It would be good for them if they go into college. What I'm seeing is the way the parents are and you know how you direct your kids? What I'm saying is that if the parents don't go to college, then the kids might not go to college. |
|             | It would help them to know other cultures so they can get along in the workforce.                                                                                                                                                       |

|            |                                                                                                                                                                                                                                                        |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | It's better to have it in the educational way life to make in the work world.                                                                                                                                                                          |
|            | Learning two languages upon entering the work force carries you a long way after schooling.                                                                                                                                                            |
|            | More realistic and to the world that we live in. Prepares them for different than what they know.                                                                                                                                                      |
|            | Prepare for the real world.                                                                                                                                                                                                                            |
|            | Prepares them for life.                                                                                                                                                                                                                                |
|            | She'll have to deal with diversity in the workplace, so it's better to learn early.                                                                                                                                                                    |
|            | That's how the real world is, so if you know before then, you're prepared.                                                                                                                                                                             |
|            | That's what they'll face in the workforce.                                                                                                                                                                                                             |
|            | The world isn't just one race or culture, you'll find people of different races at colleges and jobs. It will better prepare my child to be around those people.                                                                                       |
|            | They're going to meet all kinds of people in the world.                                                                                                                                                                                                |
|            | To prepare for the real world.                                                                                                                                                                                                                         |
|            | When he has to work, he will be accustomed to different cultures, etc.                                                                                                                                                                                 |
|            | When open to diverse cultures, they are better prepared to handle different cultures and are not shocked.                                                                                                                                              |
|            | When they reach college, it's a whole new world. If they're already prepared, they won't be culture-shocked.                                                                                                                                           |
|            | When you get out into the world, there are many different types of ethnicities. If they were to go to a school with the majority of students being one race, they would not be prepared very well for when they did enter the workforce later in life. |
|            | You are going to work with people from different cultures, so it broadens your horizons.                                                                                                                                                               |
| Real World | Because it will help with real-life interaction in today's society.                                                                                                                                                                                    |
|            | Because school life and real life is not made up as one race.                                                                                                                                                                                          |
|            | Because that's the real world.                                                                                                                                                                                                                         |
|            | Because the rest of the world has a variety of people.                                                                                                                                                                                                 |
|            | I feel like he would get more exposure to the real world.                                                                                                                                                                                              |
|            | I feel my son will end up having better experiences out in the real world.                                                                                                                                                                             |
|            | If my kids move out of our primarily white, middle class town, the rest of the world is more diverse and they have not been exposed as much as I would like them to be. They have not gotten the opportunity to experience that.                       |
|            | In today's world, but it has always been, and probably always will be, an issue.                                                                                                                                                                       |
|            | It just shows real life.                                                                                                                                                                                                                               |
|            | It's a diverse world.                                                                                                                                                                                                                                  |
|            | That is the way the world is now.                                                                                                                                                                                                                      |
|            | That's how the world is made up.                                                                                                                                                                                                                       |
|            | The child is better equipped for problems in the real world.                                                                                                                                                                                           |
|            | The college and work place are diverse.                                                                                                                                                                                                                |
|            | The way of the world. To get along with everyone                                                                                                                                                                                                       |
|            | The world is full of different cultures. It is important for my child to be exposed to other cultures.                                                                                                                                                 |
|            | The world is not just one type of way, so they need to learn how to interact with different people.                                                                                                                                                    |
|            | The world they will be living and working in will be culturally diverse.                                                                                                                                                                               |
|            | They will be around a diverse background of people preparing them for the real world.                                                                                                                                                                  |

|               |                                                                                                                                                                                                                                                                |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|               | This is what the world is made of. Not everyone is the same, so it's good for all to come together                                                                                                                                                             |
|               | To gain exposure in the real world.                                                                                                                                                                                                                            |
|               | We are in a global society and people interact with racial groups.                                                                                                                                                                                             |
|               | We live in a world that is diverse. It might change how you deal with different environments.                                                                                                                                                                  |
|               | We live in the world where there is a lot of judging. The more you know...                                                                                                                                                                                     |
|               | We're a melting pot. It's not just a 'WASP' country, it's a country with more than just Anglo-Saxon people.                                                                                                                                                    |
|               | When dealing with backgrounds of diversity, it's easy for children to learn from one another. And, in turn, it enables them to gain the needed exposure for the real world.                                                                                    |
|               | With kids, there are some school that are very socially diverse and others that are not. The ones that aren't socially diverse, the children end up with social and adjustment issues. Also in life, they will meet all types of people from different places. |
|               | You have to be able to work with people of different cultures outside of school and in the real world.                                                                                                                                                         |
| Respect       | Because we all come from different countries and we learn from each other, respect each other.                                                                                                                                                                 |
|               | My child would learn to respect all kinds of people and teachers, and that's how she would earn respect.                                                                                                                                                       |
| Understanding | Because honestly, myself being Puerto Rican and African American, it allows the child to be able to understand how people live and how their culture is. So it is absolutely important.                                                                        |
|               | Because they need to see both ends of the table.                                                                                                                                                                                                               |
|               | Because you would have a better understanding of people in the workforce.                                                                                                                                                                                      |
|               | Explore other people's backgrounds.                                                                                                                                                                                                                            |
|               | Giving children opportunities to understand other cultures.                                                                                                                                                                                                    |
|               | I feel children who are exposed to different cultures will have a better understanding that there are all types of people who deserve to get an education no matter what.                                                                                      |
|               | I feel if my child sees that there are different children of different races, ethnic backgrounds and religions, it would help him understand better and to know that it is alright to socialize with children of different backgrounds.                        |
|               | I feel like she is surrounded by different backgrounds and can see how others live, what challenges they may have, and that's important.                                                                                                                       |
|               | I think if my child learns at an early age that there is a diverse group of different backgrounds, it would help him understand different cultures better.                                                                                                     |
|               | It allows understanding that not everyone has the same privileges and possibilities.                                                                                                                                                                           |
|               | It would help my child because it would give my child a better understanding of other cultures and ethnicities                                                                                                                                                 |
|               | The child will not understand the broader perspective of the world.                                                                                                                                                                                            |
|               | They cannot understand what they don't know.                                                                                                                                                                                                                   |
|               | They need to know how to deal with different backgrounds and know what to do.                                                                                                                                                                                  |
|               | They need to learn about different races and how interact with them.                                                                                                                                                                                           |
|               | They will get to know other cultures and have a broad understanding of people.                                                                                                                                                                                 |
|               | Understanding where other people come from.                                                                                                                                                                                                                    |
|               | You have to be able to deal with a diversity of people when you work and understand how to act toward them. It will prepare them for the people they will be around.                                                                                           |
| Well Rounded  | A diverse environment is important to help students understand and become well-rounded.                                                                                                                                                                        |
|               | If you are a more rounded person, that is good.                                                                                                                                                                                                                |

|                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------|
| It makes him more well-rounded.                                                                                            |
| Just a better person overall.                                                                                              |
| Makes the child a well-rounded person and accepting of people's differences.                                               |
| See different cultures to give them growth.                                                                                |
| The better the people you surround yourself, the better you become as a person. Positive energy.                           |
| The child needs to be able to interact with all walks of life. Learning about other cultures and having grace with others. |
| The more you interact with different people, the better you would be.                                                      |

**SUBURBS (YES)**

| Sentiment                                                                      | Explanation                                                                                                                                                     |
|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Diversity                                                                      | Because once they leave high school, they will have a more diverse population in college.                                                                       |
|                                                                                | Because society is becoming more diverse.                                                                                                                       |
|                                                                                | Because the world is made up of diverse people.                                                                                                                 |
|                                                                                | Because there is diversity everywhere and if they are not exposed to it, it won't help them understand different people's needs.                                |
|                                                                                | Because they are from a diverse background                                                                                                                      |
|                                                                                | Because where my child attends school right now is mostly white and they need more black and Spanish children. I go to CCP and they're diversified.             |
|                                                                                | Different cultures are good.                                                                                                                                    |
|                                                                                | Diversity is always a good thing.                                                                                                                               |
|                                                                                | Diversity is important but I would not sacrifice high levels of education or resources for that.                                                                |
|                                                                                | Diversity is important to my child's future.                                                                                                                    |
|                                                                                | Good to have variety.                                                                                                                                           |
|                                                                                | Good to see a good mixture of different races.                                                                                                                  |
|                                                                                | I believe the children should interact with more diverse people. It will help them in the long run.                                                             |
|                                                                                | I feel that students in different background is essential.                                                                                                      |
|                                                                                | I grew up in New York City with a very diverse background. I believe it's helped me take someone for who they are and not by their racial or ethnic background. |
|                                                                                | I think being exposed to different cultures and ethnic groups is better for them.                                                                               |
|                                                                                | I'm a big believer in students having normal experiences with children of different backgrounds.                                                                |
|                                                                                | I'm a teacher. A variety of everything contributes to a child's whole education.                                                                                |
|                                                                                | In the world, there's diverse backgrounds and if you're not exposed during childhood, then you have a hard time with that later in life.                        |
|                                                                                | It good thing for children with backgrounds to be together.                                                                                                     |
|                                                                                | It is a diverse world.                                                                                                                                          |
|                                                                                | It's a growing world and, I would like my children to be more culturally diverse.                                                                               |
|                                                                                | It's good to learn different cultures.                                                                                                                          |
|                                                                                | Life needs diverse cultures.                                                                                                                                    |
|                                                                                | Maybe as a child gets along with everybody, but she's introverted and exposed to different diversities when she attends college, it will help.                  |
|                                                                                | My children are Hispanic so I think it's important that they interact with other races to discover different cultures, foods, traditions and family values.     |
|                                                                                | She already takes a variety of courses that deal with the different kinds of diversity.                                                                         |
|                                                                                | The child is around other cultures.                                                                                                                             |
|                                                                                | The diversity.                                                                                                                                                  |
|                                                                                | The more peers he has, the more he can broaden his outlook.                                                                                                     |
| They should be able to mix with different cultures. The world is very diverse. |                                                                                                                                                                 |
| To mix with other kids.                                                        |                                                                                                                                                                 |
| We have a very diverse community here. I think it is a good idea.              |                                                                                                                                                                 |



|                                                                                                                                                                                                                          |                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                          | We need to be open to all races. It is very important.                                                                                                                                                                     |
| Empathy                                                                                                                                                                                                                  | Be able to appreciate others' perspective who are not the same.                                                                                                                                                            |
|                                                                                                                                                                                                                          | Because I'm from a different background and I also went to college with students that came from a different background and learned how to deal with different people.                                                      |
|                                                                                                                                                                                                                          | Because you get to learn more about people in general and it allows them to become more well-rounded.                                                                                                                      |
|                                                                                                                                                                                                                          | Being able to relate to others and being sensitive to other people's race and beliefs.                                                                                                                                     |
|                                                                                                                                                                                                                          | Being able to see things through someone else's eyes. It shows empathy.                                                                                                                                                    |
|                                                                                                                                                                                                                          | Everybody needs to relate to one another.                                                                                                                                                                                  |
|                                                                                                                                                                                                                          | I believe stops them to know all people are valuable and to get along in the world and workplace. To teach empathy and appreciation for what they have. To form friendships with people with differences.                  |
|                                                                                                                                                                                                                          | I think having to know, work with, and appreciate a variety of people with different ideas.                                                                                                                                |
|                                                                                                                                                                                                                          | I want them to have empathy and compassion too.                                                                                                                                                                            |
|                                                                                                                                                                                                                          | It helps us to know more about the range of people to know. It also helps to empathize with different people. It makes us feel connected and more worldly. It also helps us to connect with people of different religions. |
|                                                                                                                                                                                                                          | It would give people a better insight to their mannerisms, languages, and cultures.                                                                                                                                        |
|                                                                                                                                                                                                                          | They can see other kids who don't have what they have.                                                                                                                                                                     |
|                                                                                                                                                                                                                          | Exposure                                                                                                                                                                                                                   |
| Because of how the world is inter-connected today. It is important for children to be exposed to as many varied groups as possible. This would make them more authentic in how they deal with people at work and school. |                                                                                                                                                                                                                            |
| Being exposed to different culture and different viewpoints.                                                                                                                                                             |                                                                                                                                                                                                                            |
| Being with different cultures exposes them to the problems and concerns of different cultures and gives them an open mind.                                                                                               |                                                                                                                                                                                                                            |
| Exposure to different cultures at young age.                                                                                                                                                                             |                                                                                                                                                                                                                            |
| Exposure to different cultures.                                                                                                                                                                                          |                                                                                                                                                                                                                            |
| Exposure to different ideas and cultures would expand her ability to accept the outside world.                                                                                                                           |                                                                                                                                                                                                                            |
| Exposure to different people makes you well-rounded.                                                                                                                                                                     |                                                                                                                                                                                                                            |
| Exposure to different people would give greater point of view to the child.                                                                                                                                              |                                                                                                                                                                                                                            |
| Exposure to different situations are better for everybody.                                                                                                                                                               |                                                                                                                                                                                                                            |
| Great exposure different backgrounds.                                                                                                                                                                                    |                                                                                                                                                                                                                            |
| Great exposure to different cultures.                                                                                                                                                                                    |                                                                                                                                                                                                                            |
| Great exposure to people of different cultures.                                                                                                                                                                          |                                                                                                                                                                                                                            |
| Having exposure to a whole bunch of different people of different backgrounds helps.                                                                                                                                     |                                                                                                                                                                                                                            |
| I am a teacher and I think it is important to be around different people. They can learn a lot from different backgrounds and cultures.                                                                                  |                                                                                                                                                                                                                            |
| I believe the more they mix with, they won't be surprised or afraid.                                                                                                                                                     |                                                                                                                                                                                                                            |
| I believe they should be able to be around all different types of ethnic groups.                                                                                                                                         |                                                                                                                                                                                                                            |
| I think having exposure to other ethnicities gives him a better understanding of the environment he lives in.                                                                                                            |                                                                                                                                                                                                                            |
| I would rather expose my child to different situations and people in life.                                                                                                                                               |                                                                                                                                                                                                                            |
| It exposes them to ways other than ours.                                                                                                                                                                                 |                                                                                                                                                                                                                            |

|                       |                                                                                                                                                    |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
|                       | It gives the children greater exposure to the world.                                                                                               |
|                       | It would expose the child to more experiences.                                                                                                     |
|                       | My child should be exposed to all different races and ethnicities.                                                                                 |
|                       | The more people you are exposed to that are diverse, the better their communication abilities.                                                     |
|                       | Think that the exposure is just fine at the public schools.                                                                                        |
|                       | To expose my children to different cultures.                                                                                                       |
| Get along / Tolerance | A better understanding of how to work with others from other cultures.                                                                             |
|                       | Because they'll know how to deal with different people.                                                                                            |
|                       | Getting along with people from other places.                                                                                                       |
|                       | I feel that it's important that children should be involved with all people and backgrounds to learn how to get along.                             |
|                       | I think it's important to build tolerance.                                                                                                         |
|                       | Interaction with other people, tolerance.                                                                                                          |
|                       | Learn how to deal with people from different backgrounds.                                                                                          |
|                       | She's not going to be around upper middle class people all her life. It will teach her tolerance.                                                  |
|                       | They know how to get along with different kinds of people and be able to see other people like themselves.                                         |
|                       | They learn how to deal with different people and they are less discriminatory towards them.                                                        |
|                       | We all need to love each other and get along.                                                                                                      |
| Interaction           | It is good to interact with different types of people.                                                                                             |
|                       | It is helpful when you are coming in contact with people.                                                                                          |
|                       | It would be good to learn to interact with different types of people.                                                                              |
|                       | Learn to interact.                                                                                                                                 |
|                       | My wife's daughter has many different friends with different backgrounds and she loves hanging out with them. She's good friends with all of them. |
|                       | They learn from each other.                                                                                                                        |
| Mixed Race Family     | My children are adopted and they are bi-racial.                                                                                                    |
| Open Minded           | Accepting of all people whomever she meets. She not going to have a problem. This will not change anything.                                        |
|                       | I believe that more experiences will help my child become more open minded.                                                                        |
|                       | I would like child to have an open mind.                                                                                                           |
|                       | It opens up your thinking.                                                                                                                         |
|                       | The student would be open-minded to different cultures.                                                                                            |
| Other                 | Any exposure to what the society will have and face is a positive.                                                                                 |
|                       | Based on personal beliefs.                                                                                                                         |
|                       | Because we live in a global society.                                                                                                               |
|                       | I believe education and your knowledge of people and experience with different races is beneficial for all.                                        |
|                       | I think it's a better outcome for the children.                                                                                                    |
|                       | I think it's healthy for them to develop friendships.                                                                                              |
|                       | I think it's important for them to learn from each other.                                                                                          |

|             |                                                                                                                                                        |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
|             | I think the openness to different people and backgrounds improves success.                                                                             |
|             | I work in the city school district and I see how important it is to have that in the schools to help them deal with different ethnic groups.           |
|             | It makes a difference.                                                                                                                                 |
|             | It so happens that a lot of foreign students are at his private school. International students                                                         |
|             | It's good to have, but not a huge deal.                                                                                                                |
|             | It's great for my kids.                                                                                                                                |
|             | It's socially healthy.                                                                                                                                 |
|             | The world and (they) should not be sheltered                                                                                                           |
|             | They have already have those options and I think it's great.                                                                                           |
|             | They need to attend educational background that have the current world issues.                                                                         |
|             | They need to learn while they learn about all types and groups of people.                                                                              |
|             | To learn more.                                                                                                                                         |
| Preparation | Because it prepares them for the real world instead of keeping them sheltered.                                                                         |
|             | Because it prepares them for the real world.                                                                                                           |
|             | Because of the many cultures in the business industry.                                                                                                 |
|             | Because we need to interact with people of different backgrounds to survive and better understand each other to have better culture.                   |
|             | Better to prepare for the real world.                                                                                                                  |
|             | Changes are high working for a minority boss.                                                                                                          |
|             | High school. Try to prepare for life.                                                                                                                  |
|             | I believe my child will encounter children from different backgrounds and they need that experience.                                                   |
|             | I feel exposing a child to different things in life will better prepare them for life in general.                                                      |
|             | I feel it is likely my children will encounter work with people who are different from them. It is important they start learning this at an early age. |
|             | I think exposure to diversity at a young age will better prepare them for the diverse workplace.                                                       |
|             | I think if you live in the suburbs where it's less diversified, it will help to learn how to interact when exposed to other ethnicities.               |
|             | I think in college they are going to be a wide variety of people, so they should be open minded.                                                       |
|             | I would think the more diversity they are exposed to, they'll be ready to work with other people.                                                      |
|             | It would prepare them for life.                                                                                                                        |
|             | It exposes them to different cultures and backgrounds, preparing them to be able to relate.                                                            |
|             | It would be important for when he's older                                                                                                              |
|             | It would benefit my child in the future in many ways.                                                                                                  |
|             | It's important because the world is diverse and it helps the children prepare the kids for the real world.                                             |
|             | It's just better exposure for when they enter the workforce and to be better prepared.                                                                 |
|             | Kids have to work with everybody with all different backgrounds so they can know how others live and so they can prioritize.                           |
|             | Once they get to college or work they will be prepared to get along with people with different backgrounds.                                            |

|            |                                                                                                                                                                                                  |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | Real life is experiencing people from all different backgrounds, so the more experience in school, the better you're prepared.                                                                   |
|            | The fact that you have to get used to working with all different kinds of people, so you might as well learn while you're in school.                                                             |
|            | The real world is a mixture and prepares you to deal with society.                                                                                                                               |
|            | The world is a big place and children need to be prepared.                                                                                                                                       |
|            | The world is full of different kinds of people. The earlier they are exposed to it, the better prepared they will be. The diversity brings different ideas, which makes their education broader. |
|            | There's no surprise when they grow up. They will be familiar with different people. People can be uncomfortable when they're in a new situation.                                                 |
|            | They are going to have to learn about different races.                                                                                                                                           |
|            | They will be better prepared for life after school.                                                                                                                                              |
|            | They will encounter diversity and economic differences in the workplace.                                                                                                                         |
|            | They will run into that wherever they go.                                                                                                                                                        |
|            | They would be separate from others and it would be cultural shock.                                                                                                                               |
|            | They would be working with people from different backgrounds so it's best to start them young.                                                                                                   |
|            | To better prepare her with different situations in the workplace; exposing her to different ways and means people operate will better prepare her for situations outside of the home.            |
|            | To better prepare them for any situation.                                                                                                                                                        |
|            | To learn early on, living with people from other cultures.                                                                                                                                       |
|            | Wherever they work will be filled with different cultures.                                                                                                                                       |
|            | Will run into people of all backgrounds in the workforce.                                                                                                                                        |
|            | Work world. Cross section.                                                                                                                                                                       |
|            | Workforce. It's better to around all types of people.                                                                                                                                            |
|            | Workplace diversity.                                                                                                                                                                             |
| Real World | (We're a) multicultural nation and at some point my child will be exposed to this.                                                                                                               |
|            | Because all of the same will be in college or vocational setting.                                                                                                                                |
|            | Because in the real world we have to deal with different types of people.                                                                                                                        |
|            | Because it is real life.                                                                                                                                                                         |
|            | Because it's the world we live in.                                                                                                                                                               |
|            | Because that's the way our world is.                                                                                                                                                             |
|            | Because when you go to college or work, you meet people from all over the world.                                                                                                                 |
|            | Because you need to be around different people to get along in this world.                                                                                                                       |
|            | Better representation of the real world.                                                                                                                                                         |
|            | Everyone is mixed and you have to able to adapt to that.                                                                                                                                         |
|            | Expose them to the real world and let them know that different people believe different ways.                                                                                                    |
|            | He's going to encounter people from different backgrounds at work and college.                                                                                                                   |
|            | I feel the real world had different types of people. In a predominately white school, it not the real world.                                                                                     |
|            | I feel they will encounter others from different races in the adult world.                                                                                                                       |
|            | I have another son in a private school, which is more diverse, and I see he's a better student and has a better view of the real world.                                                          |

|         |                                                                                                                                                                                                                                                          |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | I just think we live in a global background where children are able to embrace different people.                                                                                                                                                         |
|         | I really don't know, but it's important to deal with all kind of people.                                                                                                                                                                                 |
|         | I think because there are different people in the world and there are different people to work with.                                                                                                                                                     |
|         | I think it represents real life. When you go into the real world, you work with people from different backgrounds.                                                                                                                                       |
|         | I think it's important you're introduced to different races and cultures, because in the real world/work world you're involved with a lot of people from different backgrounds, and it's important to respect each other and learn how to work together. |
|         | In the world there is not one kind of people that prepares my child for the way life really is.                                                                                                                                                          |
|         | In the world, he'll encounter lots of different kinds of people, and he'll learn more from different kinds of people as compared to those with the same kinds of experiences. It'll brighten his horizons and make him realize the world is not small.   |
|         | It exposes them to reality.                                                                                                                                                                                                                              |
|         | It mirrors life.                                                                                                                                                                                                                                         |
|         | It would teach real-life skills.                                                                                                                                                                                                                         |
|         | It's real life.                                                                                                                                                                                                                                          |
|         | Kids these days need to be aware of different societies and different cultures to prepare them for tomorrow's world.                                                                                                                                     |
|         | Life is full of people with all backgrounds.                                                                                                                                                                                                             |
|         | Mirrors the real world.                                                                                                                                                                                                                                  |
|         | More closely mimics the real world.                                                                                                                                                                                                                      |
|         | Real world experience.                                                                                                                                                                                                                                   |
|         | Represents the world better now.                                                                                                                                                                                                                         |
|         | School should be as close to work environment as possible.                                                                                                                                                                                               |
|         | That is what they will be dealing with outside of school in the real world.                                                                                                                                                                              |
|         | That is what they will be faced with in the world.                                                                                                                                                                                                       |
|         | That's the real world and a child needs to be able to interact and adapt to all types of people.                                                                                                                                                         |
|         | That's the real world.                                                                                                                                                                                                                                   |
|         | The workplaces in the world are diverse, so it's better to be educated in a diverse environment.                                                                                                                                                         |
|         | The world is a diverse place and the sooner they are exposed to others the better.                                                                                                                                                                       |
|         | The world is a melting pot already.                                                                                                                                                                                                                      |
|         | There are a lot of different people in the world and children should be exposed to that environment.                                                                                                                                                     |
|         | There are different types of people in the world. It would practice for the real world.                                                                                                                                                                  |
|         | To give them a better real world experience.                                                                                                                                                                                                             |
|         | To represent the real world.                                                                                                                                                                                                                             |
|         | We live in a global economy.                                                                                                                                                                                                                             |
|         | Without the exposure will give them a more real experience.                                                                                                                                                                                              |
|         | You run into all different people when you go to work and college.                                                                                                                                                                                       |
| Respect | Anytime you work in the workforce, it allows you to work around all kinds of people. I raised my child to respect people of all races. I want my kids to treat everyone equal.                                                                           |

|               |                                                                                                                                                             |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
|               | Be able to understand we live in diverse world, not everyone has differences, and to be respectful of each other.                                           |
|               | I think it's more important that they learn social skills and be a person of integrity and respectful of others.                                            |
|               | They get different perspectives of different nationalities and learn respect for different people.                                                          |
| Understanding | Beneficial brings experience give capacity for them to know children different and like from them...                                                        |
|               | Better understanding of different people.                                                                                                                   |
|               | Children need to understand other people from other places.                                                                                                 |
|               | The more they know about different races, the better they will be.                                                                                          |
|               | The more you know about others, the better.                                                                                                                 |
|               | The workforce today involves a variety of people from different ethnicities, so understanding those cultures is important.                                  |
|               | To understand that people grow (up) with various backgrounds.                                                                                               |
| Well Rounded  | A variety of ethnic backgrounds would make a more well-rounded student.                                                                                     |
|               | I feel especially for her younger child. He doesn't have a lot of tolerance, so it would help him become a well-rounded child.                              |
|               | It makes them a well-rounded person.                                                                                                                        |
|               | My children being exposed to that environment and it will make them a better person overall.                                                                |
|               | The child (world be) more rounded.                                                                                                                          |
|               | They will always be in a world diverse economically and they are better prepared and well-rounded and empathic to understand what others are going through. |

**ROCHESTER (NO)**

| Sentiment        | Explanation                                                                                                                                                                                                                                    |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Academics        | I don't feel that diversity is as important as academics. City schools are diverse anyway and because of it, they get less quality education.                                                                                                  |
|                  | It's about education, not the children attending.                                                                                                                                                                                              |
| Doesn't Matter   | Basically, it doesn't make a difference of the child's backgrounds.                                                                                                                                                                            |
|                  | Because it doesn't matter, they are all learning the same.                                                                                                                                                                                     |
|                  | It does not make a difference. The teachers are what is most important.                                                                                                                                                                        |
|                  | It doesn't make a difference to her education if there is diversity or not.                                                                                                                                                                    |
|                  | It doesn't matter about her background as far going to school.                                                                                                                                                                                 |
|                  | It doesn't matter.                                                                                                                                                                                                                             |
|                  | It doesn't matter. It's up to the child to get along with people.                                                                                                                                                                              |
|                  | It doesn't matter; it depends on the family.                                                                                                                                                                                                   |
| No Impact        | I don't think it will make a difference in my child's life.                                                                                                                                                                                    |
|                  | It is not affected.                                                                                                                                                                                                                            |
| No Need          | Because I don't think it matters because my child is friends with everybody.                                                                                                                                                                   |
|                  | I don't think it really makes a difference and, out in community, we meet many people from all over the country. I work with people from all over the world. I don't think diversity is more important than other things. It is already there. |
|                  | I feel that they will get the experience in other ways in life.                                                                                                                                                                                |
|                  | My child is her own person. Her surroundings don't affect her.                                                                                                                                                                                 |
|                  | The way they are reared at home leaves no reason for the involvement at school.                                                                                                                                                                |
|                  | They get enough interaction with others already.                                                                                                                                                                                               |
| No Value         | I don't think it will help to get a job. It's more to learn about culture.                                                                                                                                                                     |
|                  | It wouldn't be a benefit in my child's situation.                                                                                                                                                                                              |
| Other            | Equal around the board.                                                                                                                                                                                                                        |
|                  | Far too much emphasis is put into race and color.                                                                                                                                                                                              |
|                  | I believe that a child would learn better in an environment where they are around other children with the same mindset and nationality.                                                                                                        |
|                  | I feel that it's a public school. It's hard for the student to advance in Special Ed and students from other countries are getting more teaching.                                                                                              |
|                  | I think it's the upbringing in the home.                                                                                                                                                                                                       |
|                  | It depends on what the child needs in the future.                                                                                                                                                                                              |
|                  | It's not the responsibility of the school.                                                                                                                                                                                                     |
|                  | My children have attended charter and public schools in the city. They have experienced reverse racism.                                                                                                                                        |
|                  | So he can learn not to be racist                                                                                                                                                                                                               |
| Shouldn't matter | It should not matter about race.                                                                                                                                                                                                               |
|                  | That shouldn't matter.                                                                                                                                                                                                                         |

**SUBURBS (NO)**

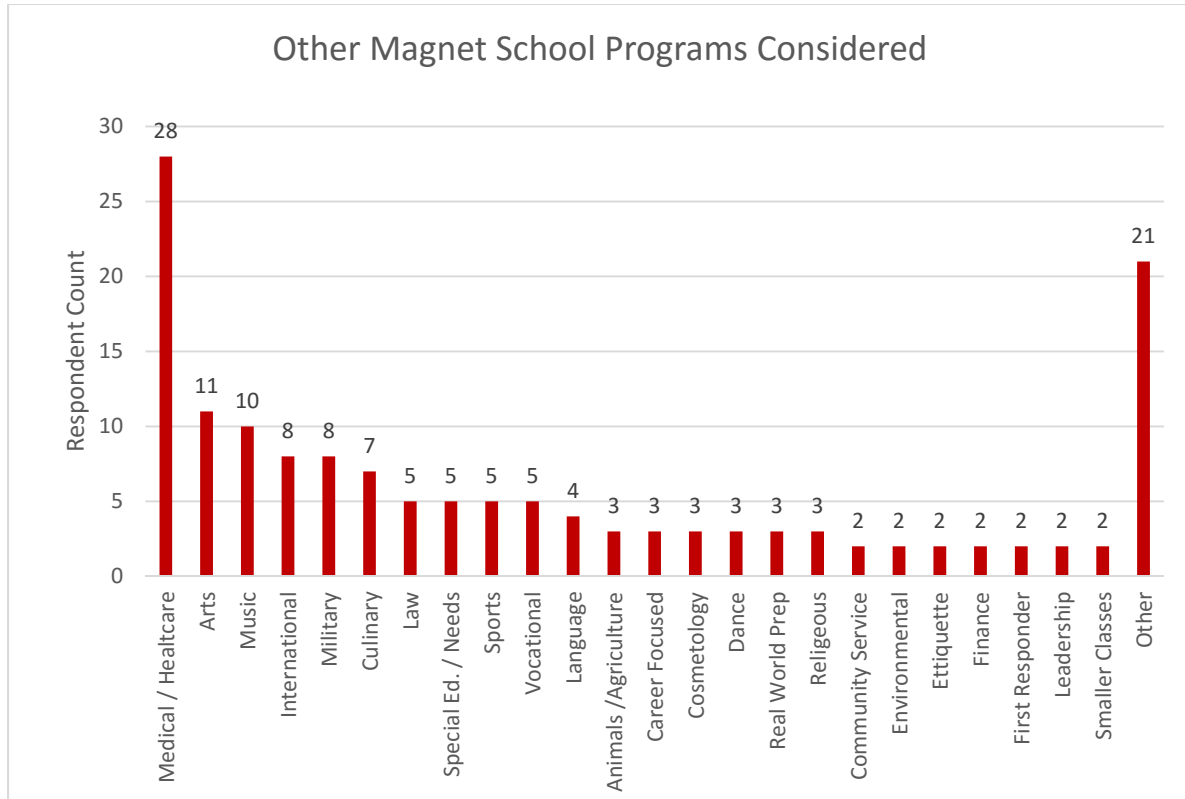
| Sentiment      | Explanation                                                                                                                                                                                                                                               |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Academics      | As long as he is focused on his school work, It's important.                                                                                                                                                                                              |
|                | I don't feel it makes a difference. It's the education that counts.                                                                                                                                                                                       |
|                | It is about education not immigration.                                                                                                                                                                                                                    |
|                | Quality of academics elements best prepare a child.                                                                                                                                                                                                       |
|                | School is for education.                                                                                                                                                                                                                                  |
|                | The most important thing is academics.                                                                                                                                                                                                                    |
|                | The right educational system can teach anyone what they need to learn                                                                                                                                                                                     |
| Doesn't Matter | I don't believe having school exposed to different backgrounds. It doesn't matter.                                                                                                                                                                        |
|                | I don't think it really matters.                                                                                                                                                                                                                          |
|                | It does not matter.                                                                                                                                                                                                                                       |
| No Impact      | It wouldn't make no difference.                                                                                                                                                                                                                           |
| No Need        | I believe all children are well-rounded.                                                                                                                                                                                                                  |
|                | I believe the way their children are being raised is okay.                                                                                                                                                                                                |
|                | I grew in small town with no minorities and I am fine.                                                                                                                                                                                                    |
|                | I think the situation is such that the amount of social and ethnic diversity they're exposed to at college and the workplace level are similar to what they're experiencing now in school. A higher level of diversity would benefit on a personal level. |
|                | I think the skills they learn in school will help them interact with other groups.                                                                                                                                                                        |
|                | I'm raising my children to love all kind of people. I don't want my children to treat people or be treated the way I was treated in school.                                                                                                               |
|                | No difference.                                                                                                                                                                                                                                            |
|                | No real difference.                                                                                                                                                                                                                                       |
|                | Shouldn't matter what cultural. (We're) all equal.                                                                                                                                                                                                        |
|                | They're well-versed with other sports outside of school where they already get that influence.                                                                                                                                                            |
|                | Those are skills that can learned at home.                                                                                                                                                                                                                |
| No Value       | A diverse environment is not going to help a child academically.                                                                                                                                                                                          |
|                | Because the racial makeup of class is not going to help child get into college.                                                                                                                                                                           |
|                | Different diversity is important. Attending college has nothing to do with surroundings.                                                                                                                                                                  |
|                | I do not see the value in this.                                                                                                                                                                                                                           |
|                | I don't think it will better prepare them. College and/or the work place will prepare them.                                                                                                                                                               |
|                | I don't think whether you are rich or poor, it doesn't matter.                                                                                                                                                                                            |
|                | I feel education is education.                                                                                                                                                                                                                            |
|                | It does not have anything to do with getting a job.                                                                                                                                                                                                       |
|                | It doesn't mean exposure means anything.                                                                                                                                                                                                                  |
|                | It is good for them, but no for as going to college.                                                                                                                                                                                                      |
|                | It's not pertinent in preparing for college.                                                                                                                                                                                                              |
|                | It's not relevant.                                                                                                                                                                                                                                        |
| Other          | I don't think colleges are mixed, but it may count in work.                                                                                                                                                                                               |



|                  |                                                                                                                                                 |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
|                  | I just feel that certain races get away with a lot.                                                                                             |
|                  | I think that they should develop a personality rather than college or career.                                                                   |
|                  | It depends on the individual.                                                                                                                   |
|                  | It depends on the location of the diverse students that are brought in.                                                                         |
|                  | It is important to be exposed to all kinds of people but some parents do not control their children which can cause problems with the teaching. |
|                  | It's not necessary for my child to succeed in school.                                                                                           |
|                  | It's up to the individual child to master the academics so the child can best be prepared for workplace.                                        |
|                  | My children are home schooled.                                                                                                                  |
|                  | You run into diversity in college and work. It will add to it.                                                                                  |
| Shouldn't matter | Because if the kids he is going to school with are intelligent, their racial background should not matter.                                      |
|                  | The color of a person's skin should not matter. My children should be able to communicate with anybody.                                         |
| Too young        | As this age, diversity is not important.                                                                                                        |
|                  | I'm just not sure that it's as important at the high school level.                                                                              |
|                  | They are too little.                                                                                                                            |
|                  | Well, they are not at the same teaching levels.                                                                                                 |

# Appendix B: Additional Magnet Schools for Consideration

Besides those mentioned, are there other programs for which you would consider sending your child to a Magnet school? [IF YES] What Programs?



| Other Magnet School Type         | Response                                                                                                      |
|----------------------------------|---------------------------------------------------------------------------------------------------------------|
| Animals /Agriculture             | Agricultural programs.                                                                                        |
|                                  | I would like to see some type of program teaching kids how to grow their own food. A type of farming program. |
|                                  | A program that deals with working with animals.                                                               |
| Arts                             | Anything with ELA, literature, creative writing.                                                              |
|                                  | Art                                                                                                           |
|                                  | Theater.                                                                                                      |
|                                  | Performing arts.                                                                                              |
|                                  | Art class.                                                                                                    |
|                                  | Yes. Arts and crafts; reading and writing.                                                                    |
|                                  | Arts                                                                                                          |
|                                  | Performing arts.                                                                                              |
|                                  | Performing arts.                                                                                              |
| Fashion design, interior design. |                                                                                                               |
| Career Focused                   | Drawing                                                                                                       |
|                                  | Career jobs.                                                                                                  |

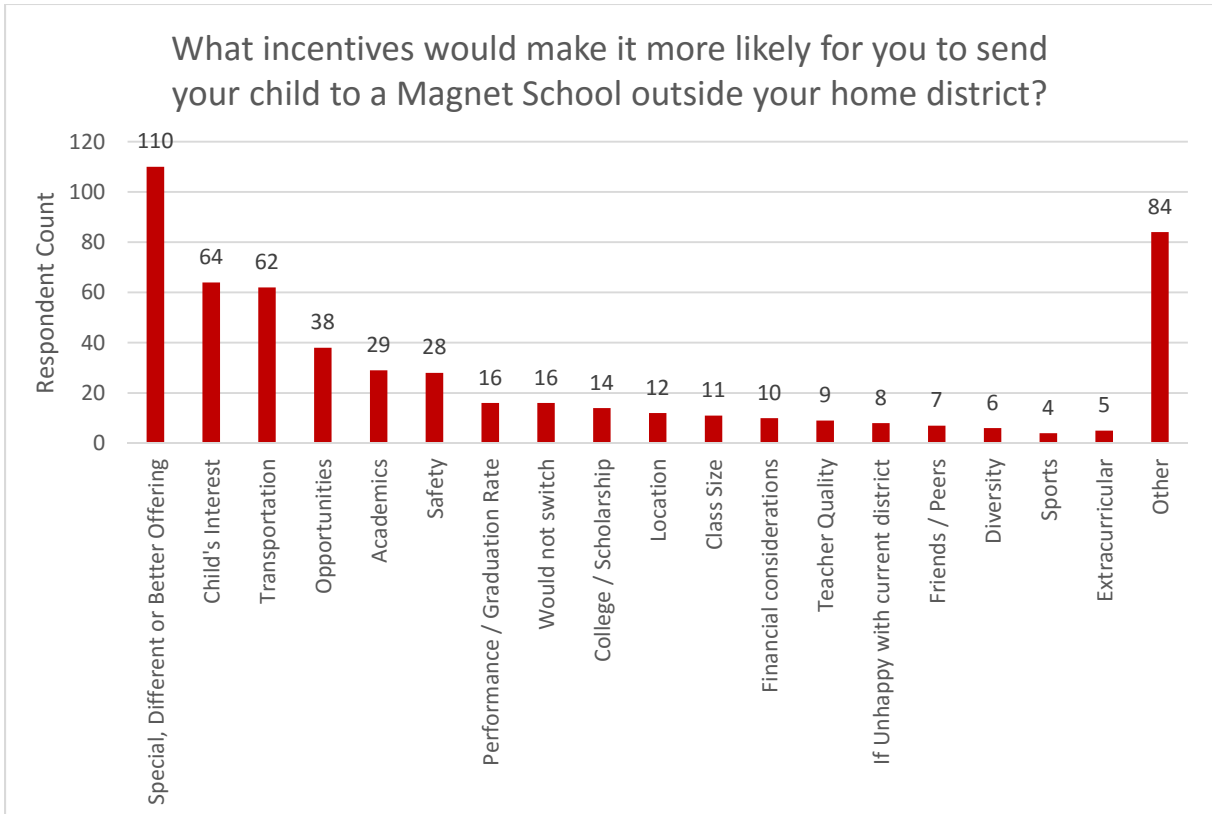
|                   |                                                                                                                                                                                                                                       |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   | Career-specific type of school                                                                                                                                                                                                        |
|                   | Career exploration programs.                                                                                                                                                                                                          |
| Community Service | Community service, interaction.                                                                                                                                                                                                       |
|                   | Community service.                                                                                                                                                                                                                    |
| Cosmetology       | Cosmetology                                                                                                                                                                                                                           |
|                   | Cosmetology and design.                                                                                                                                                                                                               |
|                   | Cosmetology                                                                                                                                                                                                                           |
| Culinary          | Culinary arts.                                                                                                                                                                                                                        |
|                   | Culinary arts.                                                                                                                                                                                                                        |
|                   | Culinary programs.                                                                                                                                                                                                                    |
|                   | Culinary schooling for food preparation.                                                                                                                                                                                              |
|                   | Culinary arts.                                                                                                                                                                                                                        |
|                   | Culinary                                                                                                                                                                                                                              |
|                   | Cooking and hotel management.                                                                                                                                                                                                         |
| Dance             | Dance                                                                                                                                                                                                                                 |
|                   | Modern dancing.                                                                                                                                                                                                                       |
|                   | Dance                                                                                                                                                                                                                                 |
|                   | If they offered something about the environment.                                                                                                                                                                                      |
|                   | One centered on environmental stuff, like things about the natural world, botany, or ecology.                                                                                                                                         |
| Etiquette         | Etiquette.                                                                                                                                                                                                                            |
|                   | After-school programs showing them how to be a young lady.                                                                                                                                                                            |
| Finance           | Financial budgeting.                                                                                                                                                                                                                  |
|                   | A financial responsibility and debt management program.                                                                                                                                                                               |
| First Responder   | Classes on being a police officer. Fire fighter, classes in the medical field.                                                                                                                                                        |
|                   | Courses for fire fighters and police officers.                                                                                                                                                                                        |
| International     | A foreign exchange program.                                                                                                                                                                                                           |
|                   | IB or middle year's programs.                                                                                                                                                                                                         |
|                   | International business, medical.                                                                                                                                                                                                      |
|                   | International studies.                                                                                                                                                                                                                |
|                   | International studies.                                                                                                                                                                                                                |
|                   | International relations, both a diverse student body and programs about international trade and politics. A political science program would be great, especially a course on government. Also, opportunities for public service.      |
|                   | IB                                                                                                                                                                                                                                    |
|                   | Cultures and ethnicity                                                                                                                                                                                                                |
| Language          | Language.                                                                                                                                                                                                                             |
|                   | Rochester City already has magnet programs like Spanish, and I would prefer a more intensive Spanish language program so she could live in other parts of the country and be bilingual. Also, Mandarin and Arabic would be important. |
|                   | I would like voice, Italian language and knowing what the world is about.                                                                                                                                                             |
|                   | Language arts.                                                                                                                                                                                                                        |
| Law               | Pre-law programs.                                                                                                                                                                                                                     |
|                   | Criminal justice                                                                                                                                                                                                                      |
|                   | Legal or criminal law                                                                                                                                                                                                                 |
|                   | Pre-law, and ethics.                                                                                                                                                                                                                  |
|                   | Us constitution.                                                                                                                                                                                                                      |
| Leadership        | Leadership and citizenship.                                                                                                                                                                                                           |
|                   | Specialized leadership program.                                                                                                                                                                                                       |

|                          |                                                                                                                                                                        |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Medical / Healthcare     | Courses in the medical field.                                                                                                                                          |
|                          | Dentistry                                                                                                                                                              |
|                          | First Aid classes.                                                                                                                                                     |
|                          | Health & medical.                                                                                                                                                      |
|                          | Health careers.                                                                                                                                                        |
|                          | Health services.                                                                                                                                                       |
|                          | Healthcare related studies.                                                                                                                                            |
|                          | Healthcare.                                                                                                                                                            |
|                          | I would like to see medical classes.                                                                                                                                   |
|                          | If there was something for pre-med or healthcare.                                                                                                                      |
|                          | Medical courses.                                                                                                                                                       |
|                          | Medical field.                                                                                                                                                         |
|                          | Medical field.                                                                                                                                                         |
|                          | Medical field.                                                                                                                                                         |
|                          | Medical or biology.                                                                                                                                                    |
|                          | Medical programs and agriculture.                                                                                                                                      |
|                          | Medical programs.                                                                                                                                                      |
|                          | Nursing                                                                                                                                                                |
|                          | Nursing                                                                                                                                                                |
|                          | Nursing or health sciences.                                                                                                                                            |
|                          | Nursing.                                                                                                                                                               |
|                          | Nursing.                                                                                                                                                               |
|                          | Opportunity to go coop somewhere else like nursing. It would be a good opportunity and on a volunteering basis in a hospital or something else in the community basis. |
|                          | Pre-med                                                                                                                                                                |
|                          | Programs geared toward the healthcare field.                                                                                                                           |
|                          | Science and nursing.                                                                                                                                                   |
|                          | Something in the healthcare field.                                                                                                                                     |
| Something on healthcare. |                                                                                                                                                                        |
| Military                 | A military                                                                                                                                                             |
|                          | Military and security courses.                                                                                                                                         |
|                          | Military prep or anything that deals with animals.                                                                                                                     |
|                          | Military prep.                                                                                                                                                         |
|                          | Military.                                                                                                                                                              |
|                          | R.o.t.c. military school.                                                                                                                                              |
|                          | Military type programs.                                                                                                                                                |
|                          | Prepare them for the military and criminal justice.                                                                                                                    |
| Music                    | Music                                                                                                                                                                  |
|                          | Music                                                                                                                                                                  |
|                          | Music                                                                                                                                                                  |
|                          | Music                                                                                                                                                                  |
|                          | Music                                                                                                                                                                  |
|                          | Music                                                                                                                                                                  |
|                          | Musical and other types of Arts.                                                                                                                                       |
|                          | Possibly something with music.                                                                                                                                         |
|                          | Programs like music and performing arts.                                                                                                                               |
|                          | Something that was focused on music education.                                                                                                                         |
| Real World Prep          | Teaching them how to live on their own.                                                                                                                                |

|                     |                                                                                                                                                     |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
|                     | Anything that would get them ready for the real world.                                                                                              |
|                     | Helping for the real world, real life things.                                                                                                       |
| Religious           | Christian education.                                                                                                                                |
|                     | Maybe Bible lessons and even how our nation started, under God, and not being so politically incorrect. We have to remember how our nation started. |
|                     | Something pertaining to his faith.                                                                                                                  |
| Smaller Classes     | Yes, for having a smaller class size.                                                                                                               |
|                     | Smaller class size.                                                                                                                                 |
| Special Ed. / Needs | Accelerated programs and extra enrichment for advanced placement of students that want to be there and excel                                        |
|                     | One with special needs and extra help.                                                                                                              |
|                     | Designed for kids that on the spectrum as well as ones that are not                                                                                 |
|                     | Multi intelligence or gifted learners.                                                                                                              |
|                     | I think special education would be important.                                                                                                       |
| Sports              | A sports magnet school.                                                                                                                             |
|                     | Sports programs such as swimming.                                                                                                                   |
|                     | Sports.                                                                                                                                             |
|                     | Sports.                                                                                                                                             |
|                     | Athletics.                                                                                                                                          |
| Vocational          | Trade school.                                                                                                                                       |
|                     | Some kind of vocational training like plumbing, electric, carpentry.                                                                                |
|                     | Plumbing.                                                                                                                                           |
|                     | Trade programs and electrical programs.                                                                                                             |
|                     | Trade.                                                                                                                                              |
| Other               | Driving instruction.                                                                                                                                |
|                     | Aviation programs.                                                                                                                                  |
|                     | Biology.                                                                                                                                            |
|                     | Teaching and learning institute                                                                                                                     |
|                     | After school programs.                                                                                                                              |
|                     | As long as academics are part of the program.                                                                                                       |
|                     | Child care educational classes or programs                                                                                                          |
|                     | Expeditionary learning                                                                                                                              |
|                     | If the school approached things more holistically so kids can move and get their energy out in a positive way.                                      |
|                     | School based on Problem-based learning.                                                                                                             |
|                     | School that had a support system.                                                                                                                   |
|                     | Science would be important, such as bio-engineering.                                                                                                |
|                     | Something tied to real world industries.                                                                                                            |
|                     | What are they offering?                                                                                                                             |
|                     | Around whole child development.                                                                                                                     |
|                     | Common sense.                                                                                                                                       |
|                     | Courses he would be interested in.                                                                                                                  |
|                     | FOR WHATEVER THEIR interests ARE.                                                                                                                   |
|                     | Social activism and politics.                                                                                                                       |
|                     | I would like a single sex school.                                                                                                                   |
|                     | A program focused on writing.                                                                                                                       |

# Appendix C: Incentives to send child to magnet school

*What incentives would make it more likely for you to send your child to a Magnet School outside your home district?*



*(As many of the responses included multiple incentives, the list cannot be segmented into categories.)*

| ROCHESTER RESPONDENT INCENTIVES                                        |
|------------------------------------------------------------------------|
| A better course offering.                                              |
| A common core change.                                                  |
| A good sports program.                                                 |
| A program that she wanted to do that was not available anywhere else.  |
| A quality education, safety, and traveling to broaden his horizons.    |
| A quality sports program.                                              |
| A really good program that provides lunch, transportation, and safety. |
| A special program.                                                     |
| A wide range of different programs.                                    |
| Academically strong program and a diverse environment.                 |
| Academics.                                                             |

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Academics. I would love it if a school based it purely on academics and behavior, not on economic status or race. If they misbehave, they are out.                                                                                                             |
| An opportunity for a better education.                                                                                                                                                                                                                         |
| Any programs my kids would excel at and also transportation.                                                                                                                                                                                                   |
| As long as I know the academics are strong and the programs would prepare her for a specific discipline.                                                                                                                                                       |
| As long as the child is getting a good education, I would send him to that school.                                                                                                                                                                             |
| Assistance with getting the child to that location.                                                                                                                                                                                                            |
| Athletic programs.                                                                                                                                                                                                                                             |
| Based on what my child is interested in and programs specifically designed for her, including academics of course.                                                                                                                                             |
| Better academics is important. I think a good college readiness program at the high school level would make it likely. Also, good career counselors would be a huge selling point. Also, a student body that is serious about academics and teachers that make |
| Better atmosphere, less fighting, and less violence.                                                                                                                                                                                                           |
| Better child to teacher ratio.                                                                                                                                                                                                                                 |
| Better education and a better environment.                                                                                                                                                                                                                     |
| Better opportunities.                                                                                                                                                                                                                                          |
| Better opportunities.                                                                                                                                                                                                                                          |
| Better quality.                                                                                                                                                                                                                                                |
| Better safety.                                                                                                                                                                                                                                                 |
| Better schooling opportunities.                                                                                                                                                                                                                                |
| Better teaching.                                                                                                                                                                                                                                               |
| Better transportation.                                                                                                                                                                                                                                         |
| Christian based classes.                                                                                                                                                                                                                                       |
| College.                                                                                                                                                                                                                                                       |
| Curriculum, academics, and sports programs.                                                                                                                                                                                                                    |
| Depending on what the school offered.                                                                                                                                                                                                                          |
| Depends on how interested my child was in the program and if I were also OK with it.                                                                                                                                                                           |
| Different programs and transportation offered.                                                                                                                                                                                                                 |
| Discipline would be key.                                                                                                                                                                                                                                       |
| Distance from the actual facility itself.                                                                                                                                                                                                                      |
| Diversity, smaller classrooms.                                                                                                                                                                                                                                 |
| Diverse programs.                                                                                                                                                                                                                                              |
| Education, teachers, and if everything goes well.                                                                                                                                                                                                              |
| Electronics, computers, and college prep training.                                                                                                                                                                                                             |
| Enhance the amount of social friends.                                                                                                                                                                                                                          |
| Extracurricular activities that she wanted to take.                                                                                                                                                                                                            |
| For a better education.                                                                                                                                                                                                                                        |
| Good curriculum and transportation.                                                                                                                                                                                                                            |
| Good programs.                                                                                                                                                                                                                                                 |
| Good safety and good programs.                                                                                                                                                                                                                                 |
| Graduation rate above 70 percent.                                                                                                                                                                                                                              |
| Guaranteed paid college tuition. Guaranteed transportation                                                                                                                                                                                                     |
| Help with transportation.                                                                                                                                                                                                                                      |

|                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I don't want to send my child to a city school, and the programs that the magnet school offers are appealing.                                                         |
| I don't want to uproot my kids and I would need proof that they had a record of success, or that they're approaching education differently.                           |
| I feel one incentive would be to make sure there are programs offered that the child would be interested in learning about and help him further his or her education. |
| I feel there is nothing that would make me send my child to a magnet school.                                                                                          |
| I guess if my child had a super desire for a certain thing, like cheerleading.                                                                                        |
| I have a child in charter school because it's hard to get them in another school. It depends on how easy it would be to get them in that school.                      |
| I have personal convictions about sending my children to any school.                                                                                                  |
| I prefer private schools.                                                                                                                                             |
| I really wouldn't send my child to a magnet school because I am happy with the education he is receiving in the school he is in now.                                  |
| I think if it were less expensive.                                                                                                                                    |
| I think the incentive would be the program itself, like electronics and robotics. He is kind of bored.                                                                |
| I would have to see the school before attending.                                                                                                                      |
| I would like to see more social academics and racial diversity.                                                                                                       |
| I would not.                                                                                                                                                          |
| I would want to make sure that the subject matter he wants to study would be available and all of his educational needs would be met.                                 |
| I wouldn't discriminate based upon extra cost. For me, it wouldn't matter where the school is.                                                                        |
| I wouldn't like that.                                                                                                                                                 |
| I'd like to know the school's information, like where it would be located and how the school's ratings are.                                                           |
| If he had the transportation.                                                                                                                                         |
| If he wants to go.                                                                                                                                                    |
| If I didn't have to pay for it.                                                                                                                                       |
| If I knew that they were going to get a good quality education, I would consider it.                                                                                  |
| If I was really motivated and devoted.                                                                                                                                |
| If it offers a good opportunity.                                                                                                                                      |
| If it was a good school in terms of academics, extra-curricular activities, and scholarships available.                                                               |
| If it was a really good magnet school, their scorecard is phenomenal, and I know that my child would have a great education.                                          |
| If it was academically excellent.                                                                                                                                     |
| If it was beneficial.                                                                                                                                                 |
| If it was inside my home district.                                                                                                                                    |
| If it was something my child was liking and If it would further help my child's education.                                                                            |
| If it was something they were interested in.                                                                                                                          |
| If it were to benefit her future.                                                                                                                                     |
| If it would give more opportunities in the school.                                                                                                                    |
| If it's for technology, I'd be interested depending on what subjects they teach.                                                                                      |
| If living on campus is an option.                                                                                                                                     |
| If my child is interested.                                                                                                                                            |
| If my child would get paid as well, like a weekly check going towards lunch tickets, or field trips they would have to take throughout the year.                      |
| If she is interested.                                                                                                                                                 |



|                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| If the child could get a bus.                                                                                                                                                                                  |
| If the child wanted to go.                                                                                                                                                                                     |
| If the classes that were offered were in addition to a regular public school curriculum, I would consider it.                                                                                                  |
| If the common core were dropped.                                                                                                                                                                               |
| If the education was improved and the child likes it.                                                                                                                                                          |
| If the kids wanted to go there.                                                                                                                                                                                |
| If the school is beneficial for my child, I am very likely to send him there.                                                                                                                                  |
| If the school specialized in something the child was interested in.                                                                                                                                            |
| If there is a quality education and it is not a catholic school.                                                                                                                                               |
| If there was a program he was interested in and If it was good fit for him.                                                                                                                                    |
| If there were better opportunities for his learning                                                                                                                                                            |
| If there were opportunities for better education as well as an integrated atmosphere.                                                                                                                          |
| If there were programs offered that were not offered in other districts.                                                                                                                                       |
| If there would be a music program and summer program and reading program.                                                                                                                                      |
| If there's something there not available at a regular school.                                                                                                                                                  |
| If they could ensure the safety of my child.                                                                                                                                                                   |
| If they had different learning styles, I would send my child there.                                                                                                                                            |
| If they had programs that were not offered at my home district                                                                                                                                                 |
| If they provided transportation, offered programs that regular schools did not, and If they had better teachers.                                                                                               |
| If this came up when he was a child, then I would have probably looked in to it. But If he is an older child, then no, I would not look in to it at this time.                                                 |
| If transportation is provided.                                                                                                                                                                                 |
| I'm not sure at this moment. My children are young and don't know what they want to do when they get older, but If there was a program offered that they really seemed interested in, then I would send them.  |
| It depends on the teaching and the ability to deal with children with behavioral issues.                                                                                                                       |
| It depends on what opportunities are available.                                                                                                                                                                |
| It depends on what programs they have.                                                                                                                                                                         |
| It must be academically superior.                                                                                                                                                                              |
| It needs to be safe, educationally nurturing, and academically supportive.                                                                                                                                     |
| It would be based on safety. That's the biggest thing for me.                                                                                                                                                  |
| It would depend on location, safety, and programs.                                                                                                                                                             |
| It would depend on the academic preparation and the graduation rates.                                                                                                                                          |
| It would depend on the school and what's best for our children.                                                                                                                                                |
| It would depend on the school.                                                                                                                                                                                 |
| It would depend on what programs were offered.                                                                                                                                                                 |
| It would have to be a program that my child is interested in and it would have to be an opportunity that would encourage them to do other things by the end of the program.                                    |
| It would have to be a school that they really wanted to attend and that they were committed to. If my daughter, who wants to be a doctor, had some health courses for her there, I would do it in a heartbeat. |
| It would have to be a top notch school, like number one in the nation.                                                                                                                                         |
| It would have to match a suburban curriculum.                                                                                                                                                                  |
| It's mainly gym problems and better activities for the kids.                                                                                                                                                   |
| It's my kid's choice If they wanted to go to that school.                                                                                                                                                      |
| Just as long as she is college prepped. As long as it gets her to college.                                                                                                                                     |

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|-------------------------------------------------------------------------------------------------------------------------------|
| Just the religion.                                                                                                            |
| Just the things I said.                                                                                                       |
| Knowing that I had transportation is all I need to know.                                                                      |
| Location.                                                                                                                     |
| Location.                                                                                                                     |
| Meets or exceeds academic standards.                                                                                          |
| Metal detectors.                                                                                                              |
| More academic programs.                                                                                                       |
| More activities, education.                                                                                                   |
| More detailed programs.                                                                                                       |
| More opportunities.                                                                                                           |
| More opportunities than are available in public schools.                                                                      |
| My child getting the best education possible.                                                                                 |
| My child loves dance, hip-hop, and ballet, so performing arts would be great. I would also like some religious education too. |
| No additional cost to me, and transportation would also be a plus.                                                            |
| No incentives.                                                                                                                |
| No tuition.                                                                                                                   |
| Not being in the minority.                                                                                                    |
| Not being too far away.                                                                                                       |
| Not really anything else that I can think of.                                                                                 |
| Only If it had a more diverse curriculum.                                                                                     |
| Only If it offers better opportunity for my child.                                                                            |
| Opportunities for learning more from classes and courses not offered in regular school.                                       |
| Opportunities such as foreign language and business programs.                                                                 |
| Opportunities to learn more about different cultures.                                                                         |
| Opportunities, programs, and future classes to help a child succeed and be successful in life.                                |
| Opportunities.                                                                                                                |
| Perhaps opportunities for scholarships.                                                                                       |
| Programs offered and location.                                                                                                |
| Programs offered and the level of education.                                                                                  |
| Programs that are not available where they live now.                                                                          |
| Programs that are not offered in their district.                                                                              |
| Programs.                                                                                                                     |
| Quality of education.                                                                                                         |
| Reliable transportation and good safety measures.                                                                             |
| Reputation and success rate.                                                                                                  |
| Safety and transportation.                                                                                                    |
| Safety is important and quality of teaching has to be top notch.                                                              |
| Safety, transportation, and a better education.                                                                               |
| Safety.                                                                                                                       |
| Safety.                                                                                                                       |
| Safety.                                                                                                                       |

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Safety.                                                                                                                                                                                                                                              |
| Small class size would be very important and specialized support services for learning disabilities.                                                                                                                                                 |
| Something he is interested in.                                                                                                                                                                                                                       |
| Specialties.                                                                                                                                                                                                                                         |
| Teacher's credentials made public record.                                                                                                                                                                                                            |
| That it's not in my home district.                                                                                                                                                                                                                   |
| That they would specialize in environmental curriculum and sports.                                                                                                                                                                                   |
| The government would have helped out with the school and approved it.                                                                                                                                                                                |
| The amount of time it takes to get to school and back.                                                                                                                                                                                               |
| The child would make new friends.                                                                                                                                                                                                                    |
| The classes offered.                                                                                                                                                                                                                                 |
| The education programs would be a factor.                                                                                                                                                                                                            |
| The educational barriers.                                                                                                                                                                                                                            |
| The opportunities that are offered.                                                                                                                                                                                                                  |
| The parents have to be involved.                                                                                                                                                                                                                     |
| The program opportunities and safety.                                                                                                                                                                                                                |
| The program, academics, and transportation.                                                                                                                                                                                                          |
| The quality of curriculum involved in my child's education.                                                                                                                                                                                          |
| The quality of education that he receives. The further away, the better the child would concentrate.                                                                                                                                                 |
| The quality of education.                                                                                                                                                                                                                            |
| The quality of education.                                                                                                                                                                                                                            |
| The right program for my child.                                                                                                                                                                                                                      |
| The right program that meets our needs and creates opportunities for her future.                                                                                                                                                                     |
| The right programs and getting them there.                                                                                                                                                                                                           |
| The school having already established a culture that's beneficial to the child as a whole, e.g. A program integrating diversity, bullying training for staff and students, and a student program that sets a foundation for openness and acceptance. |
| The schools around Rochester are not educationally fit.                                                                                                                                                                                              |
| The transportation and the safety of the children.                                                                                                                                                                                                   |
| The type of programs that are offered. The success of the program itself.                                                                                                                                                                            |
| There are good programs. There would be a good environment.                                                                                                                                                                                          |
| There isn't anything I can think of right now.                                                                                                                                                                                                       |
| There isn't anything offered unless my child is will to do it, so it's hard to answer this question right now.                                                                                                                                       |
| There really is none or nothing I can think of right now.                                                                                                                                                                                            |
| There wouldn't be one.                                                                                                                                                                                                                               |
| Timely transportation.                                                                                                                                                                                                                               |
| Transportation and after school activities.                                                                                                                                                                                                          |
| Transportation and after school programs.                                                                                                                                                                                                            |
| Transportation and art programs.                                                                                                                                                                                                                     |
| Transportation and educational opportunities not available in my district.                                                                                                                                                                           |
| Transportation and If my child is happy there.                                                                                                                                                                                                       |
| Transportation incentives (the aforementioned reimbursement factor).                                                                                                                                                                                 |
| Transportation issues.                                                                                                                                                                                                                               |

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| Transportation reimbursement.                                                                                                                                                                                                              |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Transportation.                                                                                                                                                                                                                            |
| Visitation at the school anytime.                                                                                                                                                                                                          |
| Visiting the school, sitting in the classroom, and an open door policy.                                                                                                                                                                    |
| We pay a lot of money for them and they have everything, but they would make a lot of the decision. My kid is pretty smart and would make pretty good decisions. If you have some great programs for everybody, then it could be worth it. |
| What the school is offering in the environment and excel in education.                                                                                                                                                                     |
| Whatever benefit's my child.                                                                                                                                                                                                               |
| What the school has to offer.                                                                                                                                                                                                              |
| What they have to offer.                                                                                                                                                                                                                   |

**SUBURBAN RESPONDENT INCENTIVES**

|                                                                                                            |
|------------------------------------------------------------------------------------------------------------|
| A combination of security, safety, programs, and a student body that would give them a good start in life. |
| A good match of interests.                                                                                 |
| A lower student teacher ratio.                                                                             |
| A program that met my child's interest.                                                                    |
| A quality education that is not found elsewhere.                                                           |
| A track record of success and how successful the program is.                                               |
| Academic choices.                                                                                          |
| Academics.                                                                                                 |
| An overall, well-rounded academic program.                                                                 |
| Apprenticeships for employment.                                                                            |
| As long as the logistics are taken care of.                                                                |
| As long as they get something (they are) interested in doing                                               |
| As long as they have good academic programs.                                                               |
| At this time, I don't know.                                                                                |
| Autism specialty.                                                                                          |
| Availability of course selection.                                                                          |
| Based on the programs.                                                                                     |
| Based on what types of programs it has.                                                                    |
| Be able to take partial day classes and not be enrolled full time.                                         |
| Better communication with parents.                                                                         |
| Better education for them.                                                                                 |
| Better education.                                                                                          |
| Better education.                                                                                          |
| Better education.                                                                                          |
| Better educational opportunities.                                                                          |
| Better opportunity for the child.                                                                          |
| Better preparation for future.                                                                             |
| Class size.                                                                                                |
| Classes that are not available in your district.                                                           |
| Classroom size and teacher quality.                                                                        |
| College credit for classes and some tax breaks                                                             |
| Computer programs.                                                                                         |
| Decision based on my child.                                                                                |
| Decrease in the quality of the public school district in Brighton.                                         |
| Distance and time.                                                                                         |
| Distance.                                                                                                  |
| Distance.                                                                                                  |
| Educational opportunities.                                                                                 |
| Excellent programs.                                                                                        |
| Exceptional teachers and programs.                                                                         |
| Extracurricular activities.                                                                                |
| Has to be a program that my child is interested in. Nothing monetary.                                      |

|                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Have something that is not offered in this district.                                                                                                                      |
| Higher levels of testing, graduation rates, and teaching abilities.                                                                                                       |
| How far outside the district. The distance.                                                                                                                               |
| I am not sure there is an incentive.                                                                                                                                      |
| I do not trust the bus.                                                                                                                                                   |
| I feel it is a religious choice for me as a parent.                                                                                                                       |
| I feel there would be no incentives for me to send my child to a magnet school. I am happy with the education my child is receiving at the school they are attending now. |
| I just want to do it.                                                                                                                                                     |
| I think it all depends on what my child expresses an interest in. If they offered what my child was interested in, I would consider it.                                   |
| I think my child's interest would be the most important incentive.                                                                                                        |
| I think there wouldn't be any incentives that would make me do it in our county.                                                                                          |
| I want a happy school.                                                                                                                                                    |
| I would have to have be up to par to where she is now at the private school.                                                                                              |
| I would have to see If it's worth it.                                                                                                                                     |
| I would never send my child to a magnet school.                                                                                                                           |
| I would not send my child to a magnet school.                                                                                                                             |
| I would send them If it was a better education atmosphere for my children. The teacher to student ratio.                                                                  |
| I would want to know about the teachers and their backgrounds. It would be important to know the school's location.                                                       |
| I'd have to know the graduation rate and college acceptance rate.                                                                                                         |
| If curriculum had subjects that my child was interested in and the school had high standards.                                                                             |
| If he had more time in school to complete, he's almost ready to graduate.                                                                                                 |
| If he was allowed a job after graduation.                                                                                                                                 |
| If I did not feel my school district was offering a quality education and If I felt the magnet school was better.                                                         |
| If I felt it was the correct program to meet my child's needs.                                                                                                            |
| If I felt they were not getting a good education in my home district, I would consider a magnet school.                                                                   |
| If I had the complete choice for all educational; public or private schools in my area. I would need all choices of schools available to me.                              |
| If I was not happy with being in my district.                                                                                                                             |
| If I was unhappy with my school district I would consider switching, but I am happy with the current school.                                                              |
| If I was unhappy with the school my children attend.                                                                                                                      |
| If it had a program that fit very well with their interests.                                                                                                              |
| If it is an exceptional school. The advantages would have to outweigh the disadvantages                                                                                   |
| If it was a better opportunity for my child.                                                                                                                              |
| If it was a good school, that'd be an incentive. Also, opportunities for scholarships.                                                                                    |
| If it was a program my children wanted to attend and if it benefits my children.                                                                                          |
| If it was more focused on opportunities and experience that they would not get in the school that they are already attending.                                             |
| If it was offered at an earlier grade level.                                                                                                                              |
| If it was offering the same programs as the school that my child attends now.                                                                                             |
| If it was something my son was interested in.                                                                                                                             |
| If it's an ideal match for my daughter.                                                                                                                                   |
| If it's in the budget.                                                                                                                                                    |

|                                                                                                          |
|----------------------------------------------------------------------------------------------------------|
| If my child had classmates going there.                                                                  |
| If my child wanted to go.                                                                                |
| If my child were interested and If it matched my child's strengths.                                      |
| If my children knew someone that attended.                                                               |
| If she researched the school and the school provided courses that she is interested in.                  |
| If she was in a different grade. It's not likely at her present grade.                                   |
| If subjects that my child wants were not provided by my home district.                                   |
| If the children wanted to attend, and If they couldn't access the programs that they are in now.         |
| If the home district schools didn't already offer well rounded classes.                                  |
| If the majority of his friends would go to the school, then I would consider.                            |
| If the other school might not have it and the magnet school would have it.                               |
| If the parents have involvement in the school.                                                           |
| If the school offered courses my daughter wanted.                                                        |
| If the school was the best quality.                                                                      |
| If there are better schools there.                                                                       |
| If there is a program they want to have.                                                                 |
| If there was a better opportunity that they would specialize in and If it were free.                     |
| If there was a big enough population from your area.                                                     |
| If there was a direct correlation between the magnet school and further education.                       |
| If there was a program my child was interested in, I would consider it.                                  |
| If there was nothing else available.                                                                     |
| If there were programs that would interest my child.                                                     |
| If they had close friends who also attended.                                                             |
| If they had opportunities that aren't offered at my district.                                            |
| If they had programs that weren't offered at the school my child was attending, I would consider it.     |
| If they met my work schedule.                                                                            |
| If they offer scholarships to college.                                                                   |
| If they offered a program that he had a strong interest in that was not available at his current school. |
| If they offered programs that my child would be interested in.                                           |
| If they want to go, I will send them there.                                                              |
| If you weren't happy with your district                                                                  |
| I'm not sure. If the school had a track record to get a child into a good college.                       |
| I'm thinking about it for my son.                                                                        |
| I'm unable to answer that.                                                                               |
| Increased education and no cost to me.                                                                   |
| It all comes back to behavior and how kids are held accountable.                                         |
| It depends on the curriculum.                                                                            |
| It depends on the distance traveled.                                                                     |
| It depends on the opportunities.                                                                         |
| It depends on the programs at the school.                                                                |
| It depends on transportation and classes.                                                                |
| It is hard to imagine moving outside a district.                                                         |
| It is the distance and not being in the city.                                                            |

|                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| It will depend on my child's preference.                                                                                                                                 |
| It would all depend on the opportunities offered at that school.                                                                                                         |
| It would be included in my taxes, so I wouldn't have a problem with it.                                                                                                  |
| It would be the school's reputation                                                                                                                                      |
| It would depend on If my child wanted to attend.                                                                                                                         |
| It would depend on my kid.                                                                                                                                               |
| It would depend on what is offered and the interest of the child.                                                                                                        |
| It would have to have classes offered that were not offered in my own district.                                                                                          |
| It would have to be an excellent education.                                                                                                                              |
| It would have to be something that my child desires.                                                                                                                     |
| It would have to be the place to go for a certain course.                                                                                                                |
| It would have to offer programs that my child is interested in.                                                                                                          |
| It would just depend on what they were offering.                                                                                                                         |
| It would really be the opportunities, the diversity, and more differentiation with regard to the teaching.                                                               |
| It would take a higher graduation rate and academic performance.                                                                                                         |
| It's not about incentives, it would be about the education.                                                                                                              |
| It's not likely.                                                                                                                                                         |
| Just If the was an opportunity that wasn't currently available.                                                                                                          |
| Make all the schools safer.                                                                                                                                              |
| More awareness of the school possibility of home school in their district If they knew they were going to a magnet school.                                               |
| More consideration of the child and If they were interested.                                                                                                             |
| More skills.                                                                                                                                                             |
| My child is already in a nice school.                                                                                                                                    |
| My child is so little.                                                                                                                                                   |
| My child would have to show a strong tendency to go.                                                                                                                     |
| My child's interests, the quality of the teachers and services, and other activities such as performing arts.                                                            |
| My student's interests and how driven they are to attend.                                                                                                                |
| No incentives that I can think of only the attraction of the program.                                                                                                    |
| No incentives. I believe the traditional high school setting is appropriate at times.                                                                                    |
| No opinion.                                                                                                                                                              |
| No reason and no incentive.                                                                                                                                              |
| No reason.                                                                                                                                                               |
| No way.                                                                                                                                                                  |
| No, never. I have no interest in magnet schools.                                                                                                                         |
| None, because of their friends in the area.                                                                                                                              |
| None. I love our district and would never leave it.                                                                                                                      |
| None. That's it.                                                                                                                                                         |
| None. That's it.                                                                                                                                                         |
| Not any.                                                                                                                                                                 |
| Not really because I never really thought about it before. From what I see on the news, it's not the environment I would want them in because they are not the minority. |
| Nothing. My district school is excellent.                                                                                                                                |
| Offer him an unconventional diploma.                                                                                                                                     |

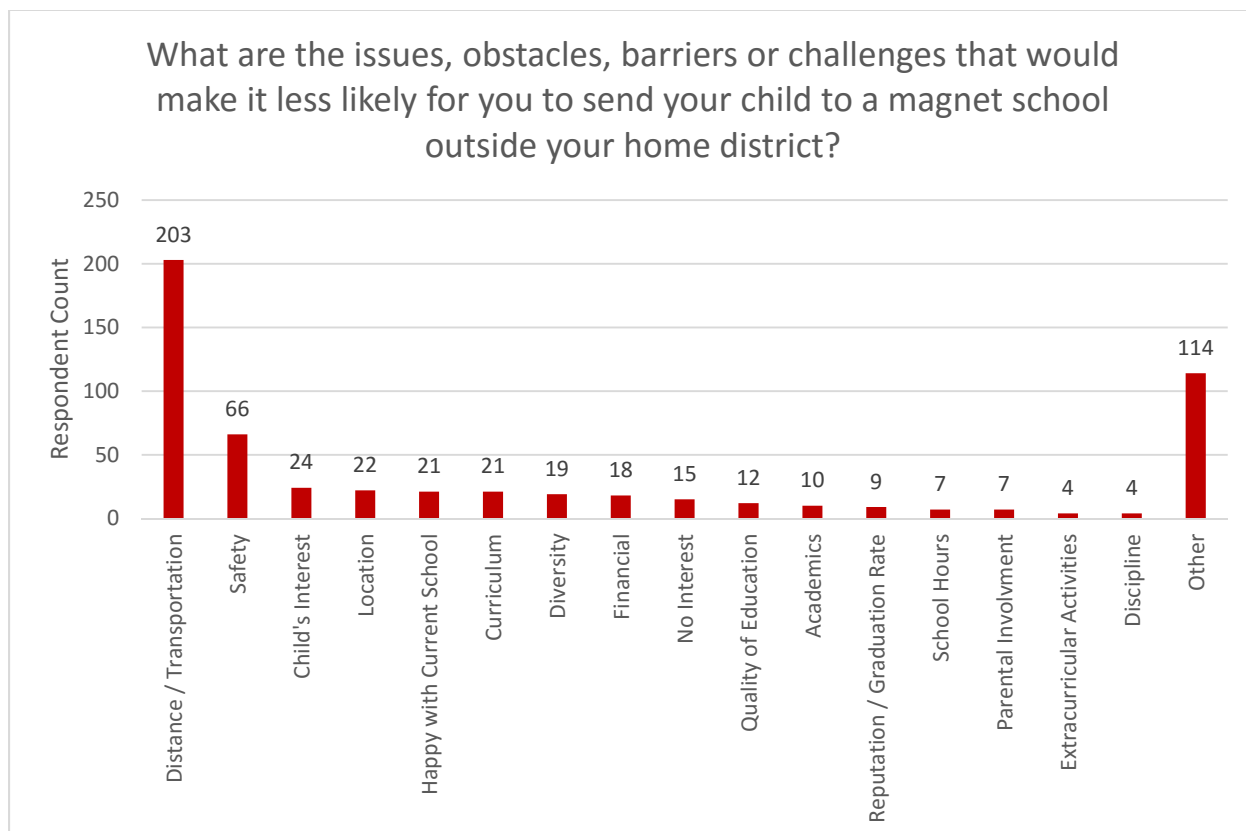


|                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Offering a wide variety of programs,                                                                                                                                                            |
| Only If it provided courses that my child was interested in.                                                                                                                                    |
| Opportunities in the real world. Not everything is learned from a textbook.                                                                                                                     |
| Opportunities not available elsewhere and safety. I want the kids to not just learn but to coexist with other cultures, and learn to respect others.                                            |
| Opportunities the child is specifically interested in and said opportunities not being available elsewhere.                                                                                     |
| Peers.                                                                                                                                                                                          |
| Possible certifications or job placement.                                                                                                                                                       |
| Programs they liked and the district doesn't offer.                                                                                                                                             |
| Proximity.                                                                                                                                                                                      |
| Quality of education.                                                                                                                                                                           |
| Really none, just the basics for his child.                                                                                                                                                     |
| Reimbursement and educational opportunities.                                                                                                                                                    |
| Safety in getting to transportation.                                                                                                                                                            |
| Safety would be #1,                                                                                                                                                                             |
| Small class size and the quality of the curriculum.                                                                                                                                             |
| Specialized course offerings such as higher end food and culinary education that is beyond the usual home economics. It would have to be an exemplary course that is a cut above other schools. |
| Statistics on the amount of students that end up with a career in that program's specialty after graduation. High graduation rates and higher education rates.                                  |
| That transportation would be there. The teachers would have to be paid appropriately for them to be better teachers. I'd like to have them in a union.                                          |
| That's If everything is provided that they say will be provided.                                                                                                                                |
| The class size would be significant, individual teaching methodologies, and their ability to adapt to my child's learning style.                                                                |
| The classes and curriculum they offer.                                                                                                                                                          |
| The compensation and proximity.                                                                                                                                                                 |
| The location.                                                                                                                                                                                   |
| The offerings would be primary.                                                                                                                                                                 |
| The overall program, and also depending on my child's individual needs and interests. The atmosphere should be caring, focused, and accepting of children where they are at.                    |
| The parent involvement.                                                                                                                                                                         |
| The programs and courses provided.                                                                                                                                                              |
| The programs offered to the students and a potential for scholarships.                                                                                                                          |
| The programs they offer.                                                                                                                                                                        |
| The quality of the education would be important.                                                                                                                                                |
| The quality of the programs offered.                                                                                                                                                            |
| The reassurance that it's a better situation than her current one in terms of her future career; particularly If it offered programs suited to her interests.                                   |
| The reputation of the school.                                                                                                                                                                   |
| The subject matter.                                                                                                                                                                             |
| The transportation has to be a short period of time so the kids are not waiting in the dark for the bus.                                                                                        |
| The type of education they provide.                                                                                                                                                             |
| The types of programs and ensuring safety.                                                                                                                                                      |
| Their safety is the most important. They have higher education and they have to qualify to get in.                                                                                              |

|                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------|
| There are no incentives that would work on that.                                                                             |
| There aren't any. We're already in a great school district.                                                                  |
| There would have to be educational incentives.                                                                               |
| There's got to be a good balance of everything.                                                                              |
| They would have to guarantee a college scholarship.                                                                          |
| They would have to offer something that the school district does not offer.                                                  |
| To make it very easy to transport my child; safety.                                                                          |
| Transportation and the coursework.                                                                                           |
| Transportation is the main concern.                                                                                          |
| Transportation reimbursement.                                                                                                |
| Transportation would be important.                                                                                           |
| Transportation.                                                                                                              |
| Transportation.                                                                                                              |
| Unique opportunities.                                                                                                        |
| Whatever would be of great interest to my child and If it is something that would strengthen a skill or talent for my child. |
| Within 30 minutes and in a safe area.                                                                                        |

# Appendix D: Obstacles, barriers or challenges to sending child to magnet school

*What are the issues, obstacles, barriers or challenges that would make it less likely for you to send your child to a magnet school outside your home district?*



*(As many of the responses included multiple incentives, the list cannot be segmented into categories.)*

| ROCHESTER RESPONDENT BARRIERS                                                |
|------------------------------------------------------------------------------|
| A poor quality of learning. Poor reinforcement of rules at the school.       |
| A very long waiting list.                                                    |
| Afraid of the unknown                                                        |
| Already at a good school.                                                    |
| Also, it would depend on the courses offered and the interests of the child. |
| Bad curriculum or lack of discipline.                                        |
| Bad curriculum.                                                              |
| Basically, just transportation is a barrier.                                 |
| Better teaching,                                                             |
| Bullying, violence, and racial discrimination.                               |
| Closer to home.                                                              |
| Common core.                                                                 |

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| Concerns about safety issues.                                                                                                                                                                                                                       |
| Convenience. Not being able to get there in time frame I would like to.                                                                                                                                                                             |
| Cost and transportation.                                                                                                                                                                                                                            |
| Costs.                                                                                                                                                                                                                                              |
| Depends on the age. Ages seven and eight are too young.                                                                                                                                                                                             |
| Depends on what programs they are offering my child.                                                                                                                                                                                                |
| Discipline.                                                                                                                                                                                                                                         |
| Distance and graduation rates.                                                                                                                                                                                                                      |
| Distance and location.                                                                                                                                                                                                                              |
| Distance and my child's interest in the school.                                                                                                                                                                                                     |
| Distance and safety.                                                                                                                                                                                                                                |
| Distance of travel and safety.                                                                                                                                                                                                                      |
| Distance, safety.                                                                                                                                                                                                                                   |
| Distance, time, and not enough parent-teacher interaction.                                                                                                                                                                                          |
| Distance.                                                                                                                                                                                                                                           |
| Distance.                                                                                                                                                                                                                                           |
| Distance.                                                                                                                                                                                                                                           |
| Distance.                                                                                                                                                                                                                                           |
| Distance.                                                                                                                                                                                                                                           |
| Distance.                                                                                                                                                                                                                                           |
| Distance.                                                                                                                                                                                                                                           |
| Distance.                                                                                                                                                                                                                                           |
| Distance. They are in music and sports. They are very busy. They don't have time to sit on a bus for one hour a day. I am not going to send them to a school based on economic wealth or their race. I want it based solely on grades and behavior. |
| Distances.                                                                                                                                                                                                                                          |
| Diversity and distance of the school. Accessible to teachers and classrooms                                                                                                                                                                         |
| Diversity.                                                                                                                                                                                                                                          |
| Does the school have a good track record of success?                                                                                                                                                                                                |
| Education.                                                                                                                                                                                                                                          |
| Feedback of the school.                                                                                                                                                                                                                             |
| Finances and location.                                                                                                                                                                                                                              |
| Finances.                                                                                                                                                                                                                                           |
| Have no transportation.                                                                                                                                                                                                                             |
| His age concerns me. He's only thirteen.                                                                                                                                                                                                            |
| I do not like the bullying. They go to learn not fight.                                                                                                                                                                                             |
| I feel magnet schools take valuable resources away from public schools where it is needed.                                                                                                                                                          |
| I feel the only issue I would have is If his educational needs were not being supported and met.                                                                                                                                                    |
| I just don't want to uproot them.                                                                                                                                                                                                                   |
| I just feel my child is getting the best education at the school she is attending now.                                                                                                                                                              |
| I just want to make sure my child is safe wherever they are.                                                                                                                                                                                        |
| I prefer a catholic education.                                                                                                                                                                                                                      |
| I think I pay taxes in my area and I am fine staying there. The school she attends now, she gets all those things there.                                                                                                                            |
| I think the only issue would be If the buses were late getting my child to school. It would go against his record of attendance.                                                                                                                    |
| I would be very wary of a new program unless I was involved in its development or unless it stemmed from an existing program, or unless I knew the players involved in its creation.                                                                |
| I wouldn't do it.                                                                                                                                                                                                                                   |
| If he's not willing to go.                                                                                                                                                                                                                          |
| If I did not have transportation.                                                                                                                                                                                                                   |
| If I felt my child is not treated fairly                                                                                                                                                                                                            |

|                                                                                                                                                                                                                                  |
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| If I found out my child was being mistreated and there was racial tensions.                                                                                                                                                      |
| If I had to miss work.                                                                                                                                                                                                           |
| If I had to provide the transportation.                                                                                                                                                                                          |
| If I had to transport he and something happened to my car.                                                                                                                                                                       |
| If I'm aware of there being a lot of racial tensions. Also, if I hear there is a lot of fighting and negative behaviors. Also, if I hear the school has poor classroom management and they are not able to control the students. |
| If it is a school my child would not be bullied and singled out from others.                                                                                                                                                     |
| If it was in a bad area.                                                                                                                                                                                                         |
| If it was just too far.                                                                                                                                                                                                          |
| If it was not a diverse school.                                                                                                                                                                                                  |
| If it was not a safe environment.                                                                                                                                                                                                |
| If it wasn't good for my child.                                                                                                                                                                                                  |
| If it wasn't in a good area.                                                                                                                                                                                                     |
| If my child was being bullied either by teachers or students, it would definitely hinder me to sending them there.                                                                                                               |
| If my child would be comfortable.                                                                                                                                                                                                |
| If the child didn't want to go.                                                                                                                                                                                                  |
| If the credentials of the teachers were not public record.                                                                                                                                                                       |
| If the curriculum didn't match and the safety of my child.                                                                                                                                                                       |
| If the curriculum wasn't of her interests and didn't show exactly where it would improve her quality of learning.                                                                                                                |
| If the grading system was below the educational guidelines.                                                                                                                                                                      |
| If the school did not meet my expectations.                                                                                                                                                                                      |
| If the school didn't offer the resources my child needs.                                                                                                                                                                         |
| If the school has programs that are the same as you have.                                                                                                                                                                        |
| If the school was too far.                                                                                                                                                                                                       |
| If the school wasn't diverse. If I thought there would be problems with bullying or my child being low income.                                                                                                                   |
| If the teachers don't motivate the students to achieve higher education. They should be interested in what the kids have to say and want for the future.                                                                         |
| If the teaching was bad.                                                                                                                                                                                                         |
| If there is a lack of diversity or interest in student body diversity and insensitivity towards diversity.                                                                                                                       |
| If there was no transportation and too expensive, and if I would find out there was bullying. I would not send my child to school there.                                                                                         |
| If there were no challenges.                                                                                                                                                                                                     |
| If there were no college prep program.                                                                                                                                                                                           |
| If there were no transportation.                                                                                                                                                                                                 |
| If they cannot take the bus.                                                                                                                                                                                                     |
| If they didn't have the education I was looking for.                                                                                                                                                                             |
| If they didn't have the subject your child was interested in, a strong program                                                                                                                                                   |
| If they were in a school where they are the minority.                                                                                                                                                                            |
| If they were in an area with pushy transgenders or homosexuals. I would not want my kids around that.                                                                                                                            |
| If they weren't getting a better education than regular school, then I wouldn't change schools.                                                                                                                                  |
| If they weren't wanted there.                                                                                                                                                                                                    |
| If transportation needs were not met.                                                                                                                                                                                            |
| It doesn't matter. I do home school with my children.                                                                                                                                                                            |
| It they didn't discipline the students.                                                                                                                                                                                          |
| It would depend on the distance of the school.                                                                                                                                                                                   |
| It would depend on what the district is and it would have to be better than his current education.                                                                                                                               |
| It would have to be somewhere close.                                                                                                                                                                                             |

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| It would have to do with safety issues and the way instructions were done in the school.                                                                                                                                                                       |
| It would just be the transportation.                                                                                                                                                                                                                           |
| It's up to my kids. I cannot speak for them.                                                                                                                                                                                                                   |
| Keep in school of home district.                                                                                                                                                                                                                               |
| Lack of diversity and transportation.                                                                                                                                                                                                                          |
| Lack of neighborhood friends.                                                                                                                                                                                                                                  |
| Lack of safety, transportation, and non-quality teaching experience.                                                                                                                                                                                           |
| Lack of teacher support.                                                                                                                                                                                                                                       |
| Lack of transportation first and foremost issue to me.                                                                                                                                                                                                         |
| Large classrooms.                                                                                                                                                                                                                                              |
| Location is the biggest thing. I don't want more than 30 minutes away.                                                                                                                                                                                         |
| Location, safety, and focus on character development.                                                                                                                                                                                                          |
| Location.                                                                                                                                                                                                                                                      |
| Long distances.                                                                                                                                                                                                                                                |
| Money and transportation.                                                                                                                                                                                                                                      |
| More than thirty minutes. It's too far.                                                                                                                                                                                                                        |
| My transportation needs because I don't have a car.                                                                                                                                                                                                            |
| My two children with behavior issues. Once the parent is called, she has the leave immediately leave to get her from school                                                                                                                                    |
| No access to school. No appointments.                                                                                                                                                                                                                          |
| No common core knowledge.                                                                                                                                                                                                                                      |
| No transportation.                                                                                                                                                                                                                                             |
| None. I just prefer not to.                                                                                                                                                                                                                                    |
| Not in my community.                                                                                                                                                                                                                                           |
| Not knowing the type of people that would be there.                                                                                                                                                                                                            |
| Nothing really, as long as it met my child's needs and there were no safety issues such as location, etc.                                                                                                                                                      |
| Nothing really. Except I heard they have a type of lottery to pick how many kids they can accept into certain schools, that would be the only thing for me If they weren't picked.                                                                             |
| Nothing. I would not send him.                                                                                                                                                                                                                                 |
| One of the things that would turn me off would be the idea that a lottery (were held). It shouldn't be like the lotto where people are crying If they lose and shouting If they win. So the school should create the impression not that students are drawn at |
| Only transportation.                                                                                                                                                                                                                                           |
| Other than transportation, not at all.                                                                                                                                                                                                                         |
| Poor safety, no parent involvement, lack of communication, and bullying.                                                                                                                                                                                       |
| Racism.                                                                                                                                                                                                                                                        |
| Racism.                                                                                                                                                                                                                                                        |
| Safety and drug use.                                                                                                                                                                                                                                           |
| Safety and If the education was not good.                                                                                                                                                                                                                      |
| Safety issues.                                                                                                                                                                                                                                                 |
| Safety, my child's interest, and transportation.                                                                                                                                                                                                               |
| Safety, If it did not meet our academic needs.                                                                                                                                                                                                                 |
| Safety.                                                                                                                                                                                                                                                        |
| Safety.                                                                                                                                                                                                                                                        |
| Security.                                                                                                                                                                                                                                                      |
| Some places don't want city kids in the outside districts, so I don't want her to be forced to go.                                                                                                                                                             |
| Something unknown, which is very unlikely.                                                                                                                                                                                                                     |
| Switching at the last year.                                                                                                                                                                                                                                    |
| Teachers. There are some that shouldn't be teaching.                                                                                                                                                                                                           |
| That the magnet school would not provide religious studies.                                                                                                                                                                                                    |
| That would be a struggle with my job for work hours.                                                                                                                                                                                                           |



|                                                                                       |
|---------------------------------------------------------------------------------------|
| Transportation.                                                                       |
| Transportation.                                                                       |
| Transportation.                                                                       |
| Transportation.                                                                       |
| Transportation.                                                                       |
| Transportation.                                                                       |
| Transportation..                                                                      |
| Travel could be a challenge. Also, teachers would have to have diversity training.    |
| Travel distance.                                                                      |
| Travel time, safety, and school hours.                                                |
| Travel time.                                                                          |
| Unless there's a racial problem.                                                      |
| Violence and racial problems.                                                         |
| When the teachers are not receptive.                                                  |
| Where they were coming from inner city and not being treated properly or singled out. |
| Willingness of the child to attend.                                                   |





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| Distance.                                                                                                                                                                                                                                                      |
| Distance.                                                                                                                                                                                                                                                      |
| Distances and cost. The comfort level of my child.                                                                                                                                                                                                             |
| Establishing a network with new people.                                                                                                                                                                                                                        |
| Extended transportation times.                                                                                                                                                                                                                                 |
| Far distance and choice of programs offered.                                                                                                                                                                                                                   |
| Far distance.                                                                                                                                                                                                                                                  |
| High tuition costs.                                                                                                                                                                                                                                            |
| His grades are great here.                                                                                                                                                                                                                                     |
| How far it is from our home district and If my child wants to attend it.                                                                                                                                                                                       |
| I can't think of anything. He's in a good school and he does not want to switch.                                                                                                                                                                               |
| I don't see a benefit.                                                                                                                                                                                                                                         |
| I don't vote in other districts, which would be a barrier.                                                                                                                                                                                                     |
| I feel a lack of opportunity to interact with other children in their own community.                                                                                                                                                                           |
| I feel their friends will be farther away.                                                                                                                                                                                                                     |
| I guess it would have to be the timing of it all. When the school starts.                                                                                                                                                                                      |
| I guess transportation and getting the child to leave all his friends                                                                                                                                                                                          |
| I have concerns for her safety outside my district.                                                                                                                                                                                                            |
| I just want my children's education to be broad-based.                                                                                                                                                                                                         |
| I just won't.                                                                                                                                                                                                                                                  |
| I prefer district that I live in.                                                                                                                                                                                                                              |
| I prefer my kids closer to home.                                                                                                                                                                                                                               |
| I really like my district. I really like all my kids to go to the same schools. Also, I have an ongoing relationship with teachers. My school district is good at many things and doesn't focus on one area. Also, I like it that my child goes to school with |
| I think before and after school care and scheduling issues.                                                                                                                                                                                                    |
| I think if it's in the child comfort zone, both parents are on board with it, and taking a chance.                                                                                                                                                             |
| I want parents who are involved with the kids' education. It is hard to have situations where the parents are not participants in the child's education.                                                                                                       |
| I would choose not to send them to a school like that.                                                                                                                                                                                                         |
| I would have to say commuting time.                                                                                                                                                                                                                            |
| I would have to say convenience and time constraints of being closer to home school.                                                                                                                                                                           |
| I would not choose to send my child outside of the district.                                                                                                                                                                                                   |
| I would say distance from where we live, the reputation of the school, and I would like to prepare my kids for college.                                                                                                                                        |
| I would say transportation and safety issues.                                                                                                                                                                                                                  |
| I would send them.                                                                                                                                                                                                                                             |
| I wouldn't send them If the distance was too far away.                                                                                                                                                                                                         |
| I'd rather see opportunities at a regular school.                                                                                                                                                                                                              |
| If I don't know much about them, who the people in charge are, where it was located, how safety is guaranteed.                                                                                                                                                 |
| If I had to pay, I would not send them there.                                                                                                                                                                                                                  |
| If I were not happy with our own district.                                                                                                                                                                                                                     |
| If it didn't provide a program that involved robotics, because both of my children are involved in those programs where they attend now.                                                                                                                       |
| If it was an underperforming school.                                                                                                                                                                                                                           |
| If it was too far or If she didn't want to go.                                                                                                                                                                                                                 |
| If it was unsafe.                                                                                                                                                                                                                                              |
| If it would have materials or curricula that lacked in quality.                                                                                                                                                                                                |
| If it's outside my district.                                                                                                                                                                                                                                   |
| If my child did not desire to go or specific programs, like athletics, were not offered.                                                                                                                                                                       |

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| If my child didn't like friends.                                                                                                                                                                                                                    |
| If my district was good and didn't offer a variety of choices. The distance is also important. Distance.                                                                                                                                            |
| If the child did not want to go.                                                                                                                                                                                                                    |
| If the magnet school was part of the city school district.                                                                                                                                                                                          |
| If the school setting wasn't so challenging.                                                                                                                                                                                                        |
| If there was any kind of violence or safety issues afoot there.                                                                                                                                                                                     |
| If there was 'outside interference' in regard to the school's curriculum.                                                                                                                                                                           |
| If there was violence and trouble within school.                                                                                                                                                                                                    |
| If there were no busing. If it were in an area that's not safe.                                                                                                                                                                                     |
| If there were no transportation and costs above beyond what I pay for taxes.                                                                                                                                                                        |
| If there were safety concerns.                                                                                                                                                                                                                      |
| If they follow common core.                                                                                                                                                                                                                         |
| If they had a program that addressed learning disabilities.                                                                                                                                                                                         |
| If we didn't have the programs that are offered here, it would be a consideration for me.                                                                                                                                                           |
| I'm not going to send my child to outside districts.                                                                                                                                                                                                |
| I'm not interested at all.                                                                                                                                                                                                                          |
| I'm not interested.                                                                                                                                                                                                                                 |
| I'm thinking about it.                                                                                                                                                                                                                              |
| Inconvenience of travel.                                                                                                                                                                                                                            |
| It would be based on economics and If the school in my home district offered the same programs.                                                                                                                                                     |
| It would depend on the location.                                                                                                                                                                                                                    |
| It would depend on the teachers' knowledge, the environment, and location                                                                                                                                                                           |
| It's just the logistical concerns and the area. Is it in the city? A refurbished school? What's the neighborhood like and their view of the school? I'd be concerned If my child came from an affluent home, If he'd be welcomed by that community. |
| It's our personal choice to home school.                                                                                                                                                                                                            |
| Just be packing up the child to go to a school that he would not be used to.                                                                                                                                                                        |
| Just the quality of programs overall.                                                                                                                                                                                                               |
| Lack of being with their peers.                                                                                                                                                                                                                     |
| Logistics of transportation.                                                                                                                                                                                                                        |
| Logistics.                                                                                                                                                                                                                                          |
| Low quality of education.                                                                                                                                                                                                                           |
| Magnet school.                                                                                                                                                                                                                                      |
| Medical issues, extracurricular activities, and distance.                                                                                                                                                                                           |
| Mostly it's something I've never heard before and I prefer my kids be close to where I live.                                                                                                                                                        |
| Moving away from their friends.                                                                                                                                                                                                                     |
| My child has friends locally.                                                                                                                                                                                                                       |
| My child is shy and at an age where I want to keep her more comfortable.                                                                                                                                                                            |
| My employment would make it a challenge to transport her, but If her transportation needs were provided for I'd be ok with that.                                                                                                                    |
| My husband.                                                                                                                                                                                                                                         |
| My son being happy where he is at.                                                                                                                                                                                                                  |
| No reason to switch.                                                                                                                                                                                                                                |
| None come to mind. Again, I like the traditional high school setting at this time.                                                                                                                                                                  |
| Not a public school. Not funded by taxpayers or funded by corporations.                                                                                                                                                                             |
| Not being the offered the opportunity.                                                                                                                                                                                                              |
| Not having that specialty.                                                                                                                                                                                                                          |
| Not If it were more than 30 minutes travel time. The type of extracurricular activities and not past freshman year.                                                                                                                                 |
| Not offering classes (the child is) interested in.                                                                                                                                                                                                  |
| Nothing for-profit organization schools.                                                                                                                                                                                                            |

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| Only If it was so focused on specialties like sports that it didn't give the well-rounded high school experience.                       |
| Outside the district.                                                                                                                   |
| Performance of school.                                                                                                                  |
| Performance. The current school performs well. The magnet school would have to perform at higher level.                                 |
| Picking the kids up outside of the school district makes it difficult.                                                                  |
| Probably just not knowing the students that are there and not being a familiar place.                                                   |
| Probably the transportation time because now it's a five-minute trip. A half hour is too much.                                          |
| Property taxes.                                                                                                                         |
| Public school is free and the magnet school might have to pay.                                                                          |
| Quality of programs.                                                                                                                    |
| Racial diversity.                                                                                                                       |
| Racially integrated and an equal opportunity.                                                                                           |
| Really, proximity.                                                                                                                      |
| Safety and discipline.                                                                                                                  |
| Safety and distance would be my issues.                                                                                                 |
| Safety and my child's own choice.                                                                                                       |
| Safety and regular classes included.                                                                                                    |
| Safety concerns, resources available (quality of building/ac, grounds), outdated computers.                                             |
| Safety issues.                                                                                                                          |
| Safety record of the school.                                                                                                            |
| Safety, discipline, and long distance.                                                                                                  |
| Safety, location, and distance.                                                                                                         |
| Safety, proximity.                                                                                                                      |
| Safety, students that want to be educated, and disciplinary issues.                                                                     |
| Safety, transportation, and distance.                                                                                                   |
| Safety.                                                                                                                                 |
| Safety.                                                                                                                                 |
| Safety.                                                                                                                                 |
| Safety.                                                                                                                                 |
| Safety.                                                                                                                                 |
| Safety. Poor academic program.                                                                                                          |
| Schedules.                                                                                                                              |
| Sending my child to an unfamiliar setting.                                                                                              |
| Special programs.                                                                                                                       |
| Taxes are being paid and it's not necessary to go to a magnet school.                                                                   |
| That a school does not try to make the kids believe what they think.                                                                    |
| That's If he don't feel comfortable at the school. Also If he's not doing well at the school and getting the proper attention he needs. |
| The advantages didn't outweigh the local schools.                                                                                       |
| The area of the school.                                                                                                                 |
| The biggest thing would be my child's comfort level. Also, it depends on what's offered and If my child is interested.                  |
| The cost of transportation to and from.                                                                                                 |
| The distance.                                                                                                                           |
| The environment and social aspect of the school.                                                                                        |
| The expense of transportation, depending on location.                                                                                   |
| The fact that he wouldn't know anyone and I wouldn't know the other children's parents.                                                 |
| The fear of not knowing something about the school.                                                                                     |
| The further we get away from home, the more difficult it will be.                                                                       |
| The inconvenience because of location.                                                                                                  |
| The knowledge of the available programs.                                                                                                |

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|---------------------------------------------------------------------------------------------------------------------|
| The length of transportation, the quality of the programming, parental involvement, and the expertise of the staff. |
| The quality of education being less than where I am now.                                                            |
| The responsiveness of staff, bullying would be a concern, or If I felt it wasn't supportive of my child's needs.    |
| The right fit for the student and the interest of the child                                                         |
| The safety and quality of the education.                                                                            |
| The safety issues. Lack of educational, and entertainment.                                                          |
| The transportation, primarily, and the time involved in it.                                                         |
| The travel to and from.                                                                                             |
| The work schedule and transportation.                                                                               |
| There is no need.                                                                                                   |
| There is no reason. The school system is good.                                                                      |
| There would be nothing that would convince me.                                                                      |
| They take away from public education.                                                                               |
| Time and distance.                                                                                                  |
| Time and distance.                                                                                                  |
| Time of travel.                                                                                                     |
| Time.                                                                                                               |
| Time. Transportation and starting and ending times.                                                                 |
| Too difficult or too far.                                                                                           |
| Transportation time. Distance.                                                                                      |
| Transportation and being able to get to them in case of emergency.                                                  |
| Transportation and finances.                                                                                        |
| Transportation and I believe my home district has the highest quality education.                                    |
| Transportation and safety.                                                                                          |
| Transportation and the fact of whether she would want to do it or not.                                              |
| Transportation costs and safety concerns.                                                                           |
| Transportation is the main issue I can think of.                                                                    |
| Transportation is the main obstacle.                                                                                |
| Transportation time.                                                                                                |
| Transportation, and If it were tied to a curriculum to funding.                                                     |
| Transportation.                                                                                                     |
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| Transportation.                                                                                                     |
| Transportation.                                                                                                     |
| Transportation. I would not drive him If no buses were available.                                                   |
| Transportation...                                                                                                   |
| Transportation time.                                                                                                |
| Travel is important and thirty-five minutes would be the maximum.                                                   |
| Travel time.                                                                                                        |
| Travel time.                                                                                                        |

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|-------------------------------------------------------------------------------------------------|
| Travel time.                                                                                    |
| Trouble on the bus. The safety.                                                                 |
| Trying to juggle too many things at once.                                                       |
| Unsafe.                                                                                         |
| We have a nice school already.                                                                  |
| We have the best school in the district here now, so no, I wouldn't send my kids anywhere else. |
| We're happy with our school.                                                                    |