Fargo Public Schools
Community Survey (Phone and Online)
December 2024

Overview of Data

In November 2024, Creative Entourage conducted a phone survey of residents in the Fargo Public Schools district. The purpose of the survey was to better understand area residents' perceptions of and priorities for the District. Four hundred (400) respondents completed the survey, and results are weighted by gender. An online survey was also conducted. One thousand two hundred fifty six (1,256) online surveys were completed, and results were weighted by gender and parent/non-parents. Results of every question are included below.

		Phone	Online
Suppose the public schools throughout North Dakota were evaluated on a five-point scale where a '5' means outstanding and a '1' means poor. How would you evaluate the North Dakota public schools. You can use any number between 5 and 1?	Poor (1)	.8%	2.4%
	2	4.9%	4.7%
	3	23.3%	30.4%
	4	43.0%	46.2%
	Outstanding (5)	15.4%	10.2%
	Other, don't know	12.6%	6.0%

		Phone	Online
What about your local district - using that same 5-point scale, how would you evaluate the Fargo Public Schools. Again, a '5' means outstanding, and a '1' mean poor and you can use any number between 5 and 1.	Poor (1)	2.8%	5.1%
	2	7.4%	8.8%
	3	22.3%	24.8%
	4	37.5%	42.5%
	Outstanding (5)	22.6%	13.6%
	Other, don't know	7.3%	5.2%

CREATIVE ENTOURAGE RESEARCH

		Phone	Online
While no decision has been made, Fargo Public Schools is considering a $350 million bond proposal, raising the millage 49.95, equal to $4.50 on each $1,000 of taxable valuation, to build new schools to replace consolidated elementary schools, build a middle school and early childhood education center, and rebuild, repair and renovate existing schools. Is this proposal something you would strongly favor, favor, oppose or strongly oppose?	Strongly Favor	17.4%	19.5%
	Favor	35.8%	21.4%
	Lean Favor	2.2%	
	Lean Oppose	1.1%	
	Oppose	24.7%	14.8%
	Strongly Oppose	14.7%	31.7%
	Undecided	2.4%	11.2%
	Other, don't know	1.7%	1.4%
	Total favor	*55.4%*	*40.8%*
	Total oppose	*40.6%*	*46.6%*

		Phone	Online *Only asked to those who were undecided on previous question
This proposal would cost homeowners about $18.73 per month for every $100,000 of market value of their house. Knowing this, would you strongly favor, favor, oppose or strongly oppose this possible proposal?	Strongly Favor	12.2%	.6%
	Favor	34.5%	11.4%
	Lean Favor	1.3%	
	Lean Oppose	.4%	
	Oppose	27.6%	30.1%
	Strongly Oppose	21.9%	7.8%
	Undecided	1.6%	44.5%
	Other, don't know	.5%	5.7%
	Total favor	*48.0%*	*12.0%*
	Total oppose	*49.9%*	*37.9%*

Following are some statements that people might make about their local public schools. For each, indicate how strongly you agree or disagree when thinking about the Fargo Public Schools.

	Phone				Online			
	Strongly agree	Strongly/ somewhat agree	Strongly/ somewhat disagree	Other, don't know	*Strongly agree*	Strongly/ somewhat agree	Strongly/ somewhat disagree	Other, don't know
	%	%	%	%	%	%	%	%
Supporting Fargo Public Schools is the best thing we can do to protect our property values.	*21.9%*	66.0%	30.3%	3.6%	*19.7%*	55.3%	37.8%	6.8%
People like me can't afford higher property taxes, no matter how good the cause.	*25.3%*	53.1%	44.0%	2.9%	*32.5%*	56.8%	39.9%	3.3%
Neighborhood schools should remain open regardless of the number of students enrolled.	*26.1%*	56.5%	40.4%	3.1%	*20.9%*	46.3%	49.4%	4.3%
Our school facilities are fine just the way they are. Nothing needs to be done to improve them.	*9.3%*	30.1%	63.7%	6.1%	*12.2%*	31.2%	63.1%	5.8%
I'm willing to pay more to support building improvements to make sure Fargo Public Schools are successful.	*26.7%*	67.7%	30.2%	2.1%	*22.9%*	56.4%	39.9%	3.7%
We need to renovate our old school buildings to accommodate up-to-date teaching and learning methods.	*36.0%*	72.1%	22.6%	5.3%	*30.0%*	67.5%	28.6%	3.9%
Elementary schools that have low enrollment and are underutilized should be combined with other schools.	*26.7%*	67.7%	27.2%	5.1%	*25.9%*	60.6%	34.5%	4.9%
We need to keep our school buildings up-to-date and in good condition to protect our community's investment in those facilities.	*57.7%*	95.1%	4.2%	.7%	*43.8%*	84.0%	14.2%	1.7%

Next are ideas being considered for Fargo Public School facilities. Rate each on a seven-point scale. On this scale a “7” means a great idea — a “1” means a poor idea. Of course, you can use any number between “7” meaning great idea — and “1” meaning poor idea.

	Phone					Online				
	Great idea (7)	Total positive (5-7)	4	Total negative (1-3)	Other, don't know	*Great idea (7)*	Total positive (5-7)	4	Total negative (1-3)	Other, don't know
	%	%	%	%	%	%	%	%	%	%
Strengthen safety and security systems throughout the district, including front entrances.	*43.2%*	83.9%	6.0%	8.4%	1.7%	37.7%	69.8%	15.8%	14.4%	n/a
Consolidate under-utilized and old elementary schools into right-sized and up-to-date new or renovated schools.	*18.0%*	62.7%	15.2%	19.6%	2.5%	17.8%	49.0%	19.8%	31.2%	n/a
Address aging building conditions by renovating and repairing windows, doors, roofs, walls, and electrical, plumbing and heating, ventilation and cooling systems.	*34.7%*	80.1%	11.6%	7.7%	.6%	27.7%	71.4%	15.9%	12.7%	n/a
Replacing Ben Franklin Middle School with a newly built middle school.	*10.4%*	32.7%	17.4%	41.7%	8.1%	15.2%	32.5%	19.5%	48.0%	n/a
Provide modern classrooms and labs, where needed, throughout the district.	*33.2%*	71.3%	13.6%	13.5%	1.6%	20.1%	56.5%	19.3%	24.1%	n/a
Providing a new and expanded early childhood education facility.	*27.5%*	57.3%	15.2%	24.6%	2.9%	19.3%	41.9%	16.9%	41.2%	n/a
Ensuring building conditions are similar for all students in terms of program offerings, class sizes and number of students in the school.	*36.5%*	75.3%	12.2%	12.0%	.5%	24.6%	58.1%	17.2%	24.7%	n/a
Replacing buildings that are too old and expensive to renovate or operate and moving those students to a better educational environment.	*23.8%*	69.0%	13.7%	16.2%	1.1%	20.5%	52.3%	17.3%	30.4%	n/a
Redrawing attendance boundaries to eliminate overcrowded conditions in portions of the district.	*27.8%*	76.8%	12.1%	10.3%	.8%	28.3%	66.7%	15.3%	18.1%	n/a
Lower long-term operating costs by consolidating underutilized schools and reducing the total number of schools in the district.	*17.1%*	57.1%	17.3%	22.8%	2.7%	20.0%	50.0%	18.1%	31.9%	n/a

Next are statements people might make about a possible bond proposal. For each, indicate if the statement makes you much more inclined to support a bond proposal, somewhat more, somewhat less or much less inclined to support the proposal…

	Online				Phone			
	Much more	Much/ somewhat more	Much/ somewhat less	Other, don't know	*Much more*	Much/ somewhat more	Much/ somewhat less	Other, don't know
	%	%	%	%	*%*	%	%	%
Great schools are a source of pride for our community — we must continue to keep them in good condition.	*33.5%*	78.2%	18.0%	3.8%	*26.9%*	70.1%	22.2%	7.7%
Investing in improved school buildings now will benefit many future generations of students and homeowners.	*35.4%*	76.5%	21.9%	1.6%	*25.6%*	64.1%	28.3%	7.7%
If we don't upgrade our schools, when people move to this area, they'll opt to live in the West Fargo or Moorhead districts.	*23.2%*	54.0%	41.9%	4.1%	*20.6%*	42.9%	47.0%	10.1%
I'm voting 'no' on any proposal that closes neighborhood schools.	*15.9%*	40.0%	53.4%	6.6%	*16.6%*	31.9%	45.0%	23.2%
It's been nearly a quarter of a century since we've implemented a comprehensive, long-term facility improvement program for our schools.	*20.5%*	56.7%	35.0%	8.2%	*16.4%*	45.5%	36.4%	18.1%
In total, the school buildings in Fargo Public Schools represent an estimated $1.4 billion investment by our community. We must protect that investment...	*40.4%*	82.6%	14.5%	2.9%	*24.7%*	63.1%	28.6%	8.3%
Now is just not a good time to place a proposal like this on the ballot.	*19.1%*	44.7%	49.4%	5.8%	*20.7%*	37.4%	44.1%	18.6%
Consolidating six old and underutilized elementary schools into three modern and up-to-date new schools will save the district millions in operating...	*22.1%*	59.0%	36.2%	4.8%	*20.1%*	48.2%	38.1%	13.7%
If we don't make these improvements now, it will only cost more in the future as our buildings continue to age and deteriorate.	*32.0%*	71.8%	25.1%	3.1%	*25.1%*	56.7%	33.4%	9.9%
Kids in every part of our district should have the same access to good schools and up-to-date facilities.	*54.0%*	86.3%	12.0%	1.7%	*36.5%*	66.3%	26.5%	7.2%

		Phone	Online
As mentioned earlier, Fargo Public Schools is considering a $350 million bond proposal to finance building improvements. This proposal would cost homeowners about $18.73 per month for every $100,000 of market value of their house. Is this proposal something you would strongly favor, favor, oppose or strongly oppose?	Strongly Favor	15.4%	16.7%
	Favor	35.8%	21.6%
	Lean Favor	2.2%	
	Lean Oppose	1.7%	
	Oppose	18.5%	12.5%
	Strongly Oppose	24.2%	35.8%
	Undecided	.7%	11.7%
	Other, don't know	1.6%	1.7%
	Total favor	*53.4%*	*38.3%*
	Total oppose	*44.3%*	*48.3%*

		Phone
And now, a few final questions for classification purposes: Do any children under the age of eighteen live in your household?	yes	24.3%
	no	75.7%
	other, don't know	.0%

		Online
Indicate below what describes you best. (Check as many as apply — for example, if you are a parent with children 18 and younger and a resident check both categories)	Resident of the Fargo Public Schools district	83.3%
	Parent/guardian with children 18 or younger	36.6%
	Parent/guardian with children in the Fargo Public Schools	31.6%
	Parent/guardian with children older than 18	23.7%
	Fargo Public Schools staff	22.3%
	Fargo Public Schools student	.7%

		Phone
Do any of these children attend Fargo Public Schools?	yes	63.1%
	no	36.9%
	other, don't know	.0%

		Phone	Online
How interested are you in most local elections - would you say very interested, moderately interested, not very interested, or not interested at all?	very	57.1%	64.7%
	moderately	33.4%	30.3%
	not very	7.7%	3.2%
	not at all	1.8%	.8%
	other, don't know	.0%	1.1%

		Phone	Online
In which of the following age groups are you?	18-34	7.8%	10.7%
	35-49	24.7%	36.6%
	50-64	24.1%	24.0%
	65-74	23.0%	18.3%
	75 or over	19.3%	5.5%
	prefer not to answer	1.0%	4.8%

		Phone	Online
In which high school attendance area do you live?	North	34.4%	34.8%
	South	33.6%	30.2%
	Davies	22.8%	25.0%
	other, don't know	9.2%	10.0%

		Phone	Online
Gender	male	50.1%	45.3%
	female	49.9%	45.2%
	not sure/don't know	.0%	9.5%