Magnet Applicant Survey Results Over Four Years

Survey Participation*

	2008-09	2009-10	2010-11	2011-12
Number of Surveys Sent	7269	6743	9091	3510
Number of Completed Surveys	2420	2250	2338	1135
Response Rate	33.3%	33.4%	25.7%	32.3%

Notes: The 2010-11 survey was sent to e-mail addresses of all school choice applicants, includir
round and traditional calendar. A follow-up e-mail instructed non-magnet applicants not to compl
survey. The 2011-12 survey was sent to online magnet applicants only; it was not sent to applica
applied to Wake Early College, NCSU STEM Early College, or the Leadership Academies.

Grade Level of Applicants

	2008-09	2009-10	2010-11	2011-12
Elementary	44%	49%	47%	55%
Middle	41%	37%	40%	37%
High	22%	25%	23%	15%

Factors Rated as 'Very Important' in Decision to Apply to a Particular Program

	2008-09	2009-10	2010-11	2011-12
Magnet program theme	80%	79%	77%	75%
School reputation	76%	81%	81%	78%
Your impressions of the principal	43%	41%	44%	45%
Diversity	31%	43%	41%	37%
School assignment stability	54%	54%	52%	45%
Pathway to a prefered magnet middle or high school	52%	49%	46%	42%
Transportation options	37%	36%	36%	34%
Dissatisfaction with assigned base school*	46%	41%	43%	36%
Uncertainty about getting into proximity school choices				26%

Note: The 2011-12 survey asked about "dissatisfaction with 'proximity school choices'

Overall Quality of the Magnet School Open Houses Visited*

	2010-11	2011-12
Excellent	48%	38%
Good	36%	40%
Fair	11%	16%
Poor	5%	6%

Note: For each rating, the average for all magnet schools was calculated.

Number of Programs Applied

	2008-09	2009-10	2010-11	2011-12
0	5%	0%	3%	0%
1	47%	44%	45%	52%
2	26%	27%	26%	25%
3	22%	28%	27%	12%
4				4%
5				6%

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