

Princeton School District

2020 Residential Survey

The Morris Leatherman Company

Survey Methodology

2020 Princeton School District

400 random household sample of Princeton School District residents

Telephone interviews conducted between December 3rd and 18th, 2020

Average interview time of 18 minutes

Non-response level of 5.0%

Projectable within +/- 5.0% in 95 out of 100 cases

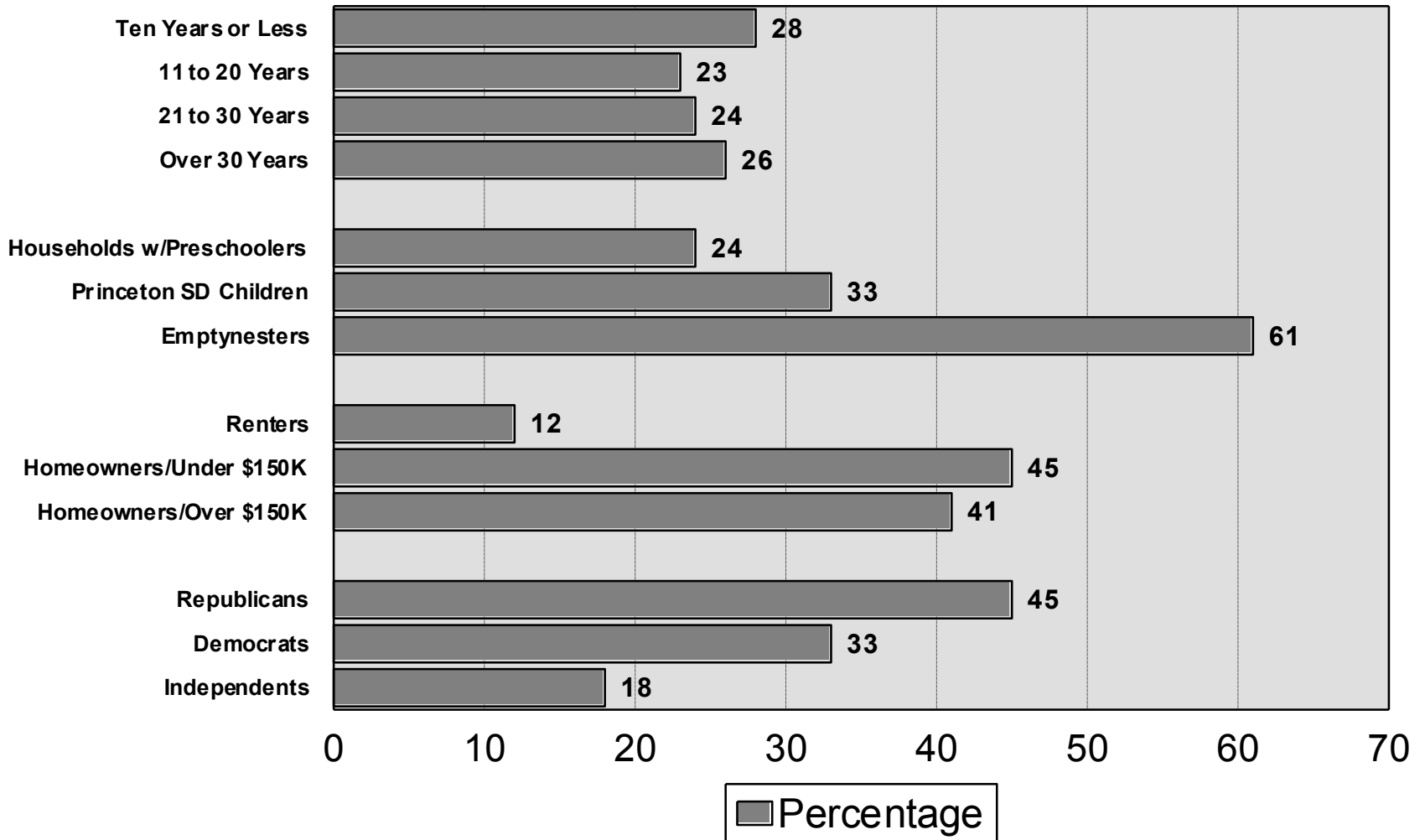
Cellphone Only Households: 39%

Landline Only Households: 15%

Both Landline and Cellphone Households: 46%

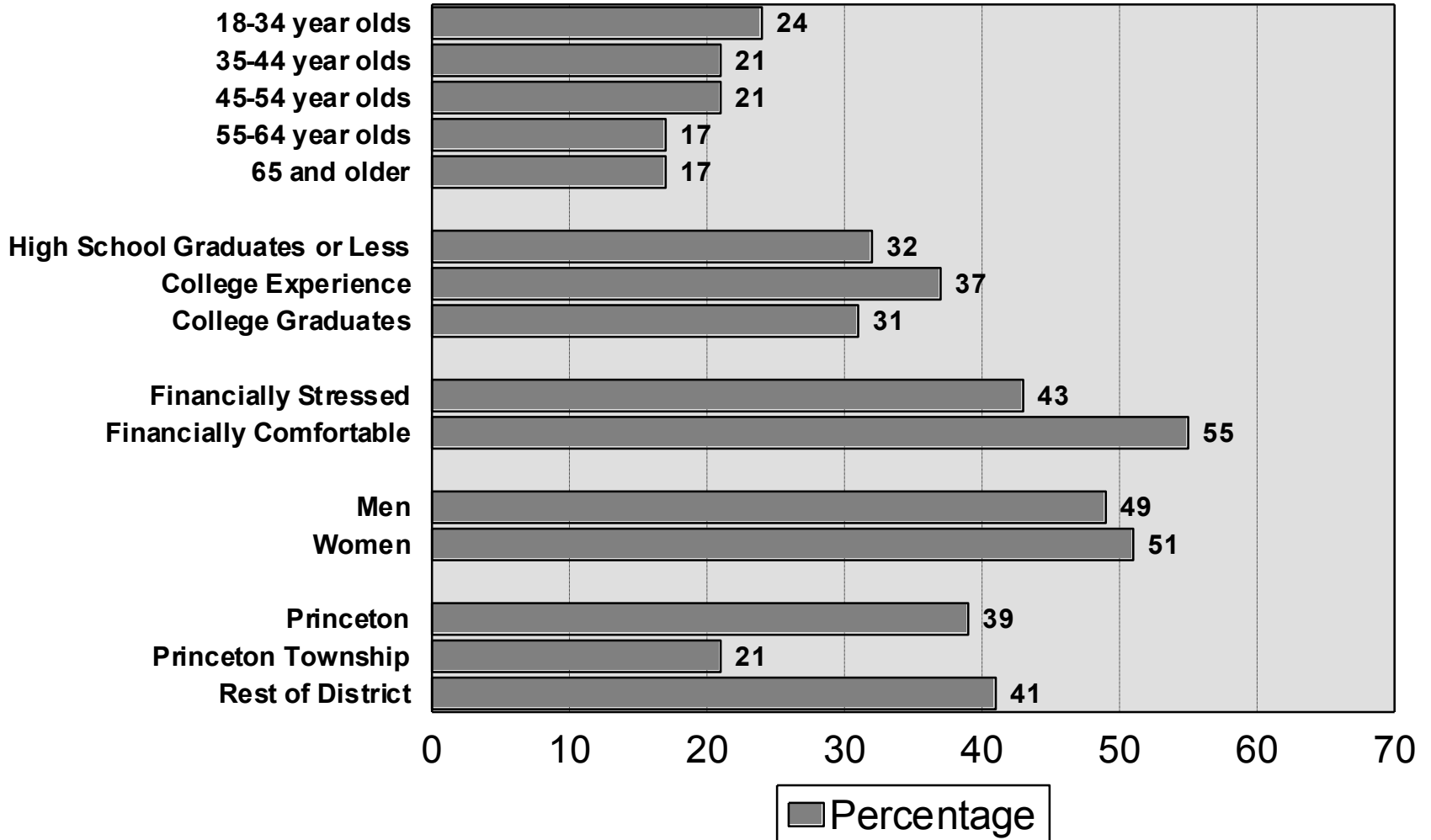
Demographics I

2020 Princeton School District



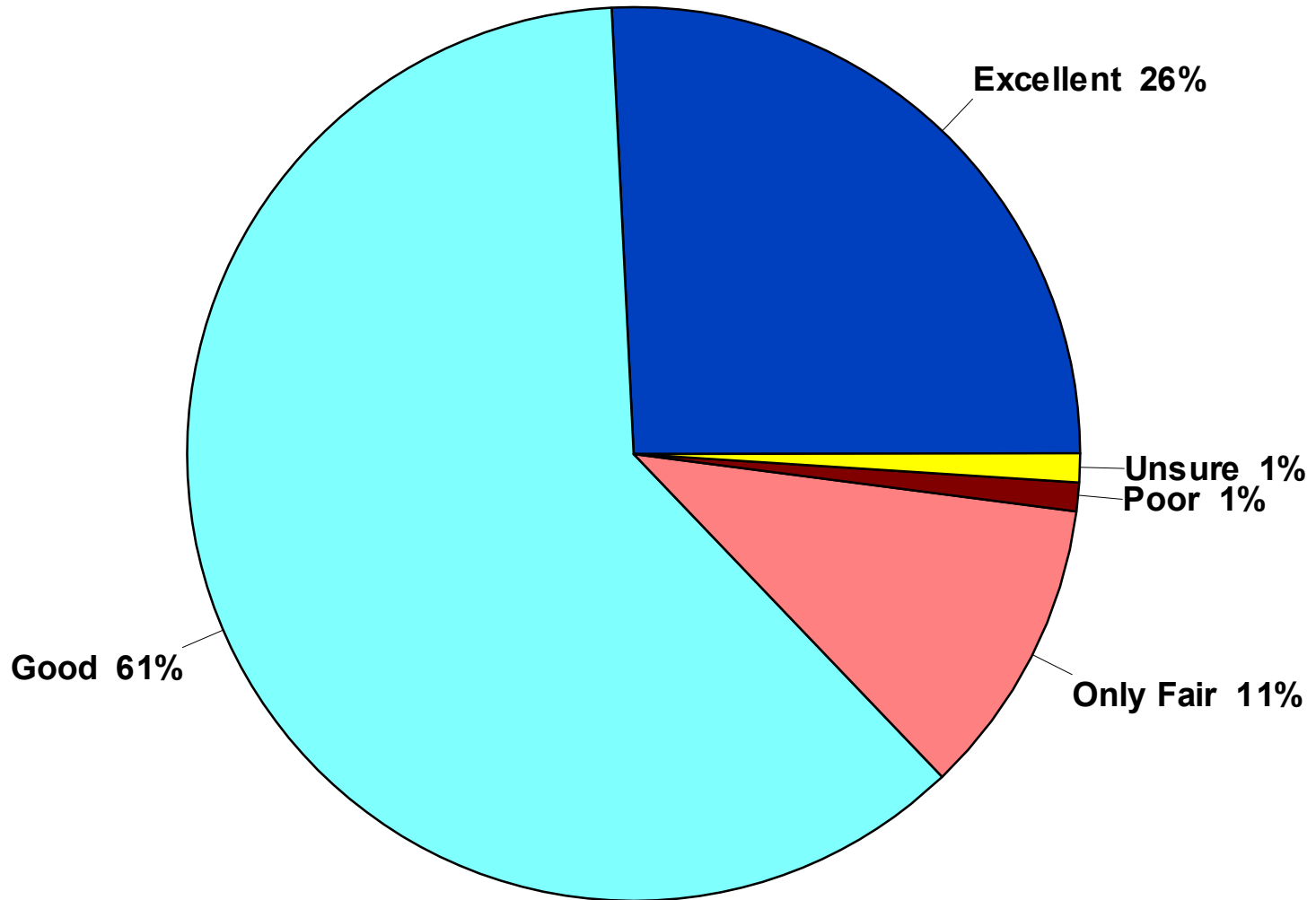
Demographics II

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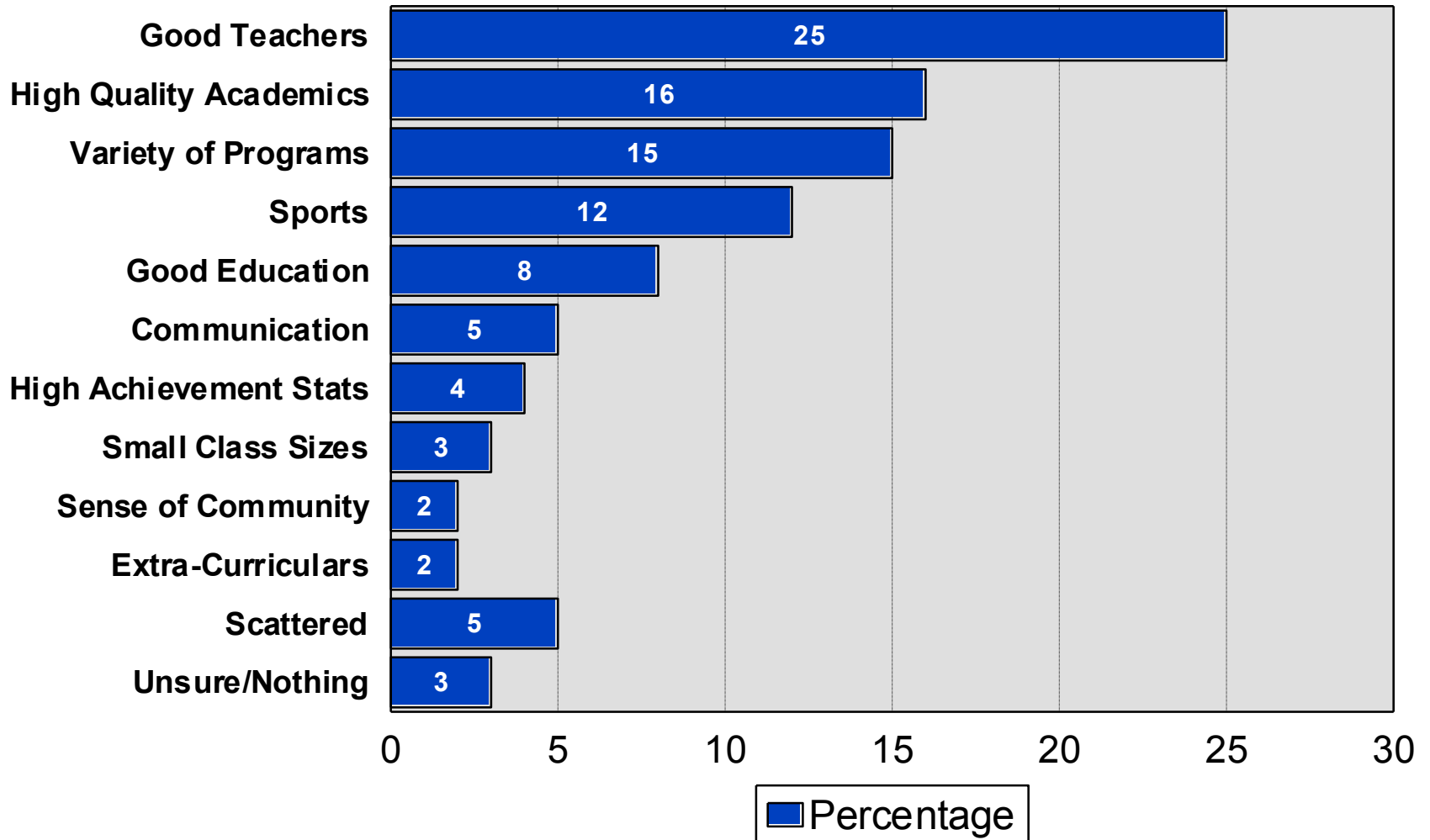
Quality of Public Schools

2020 Princeton School District



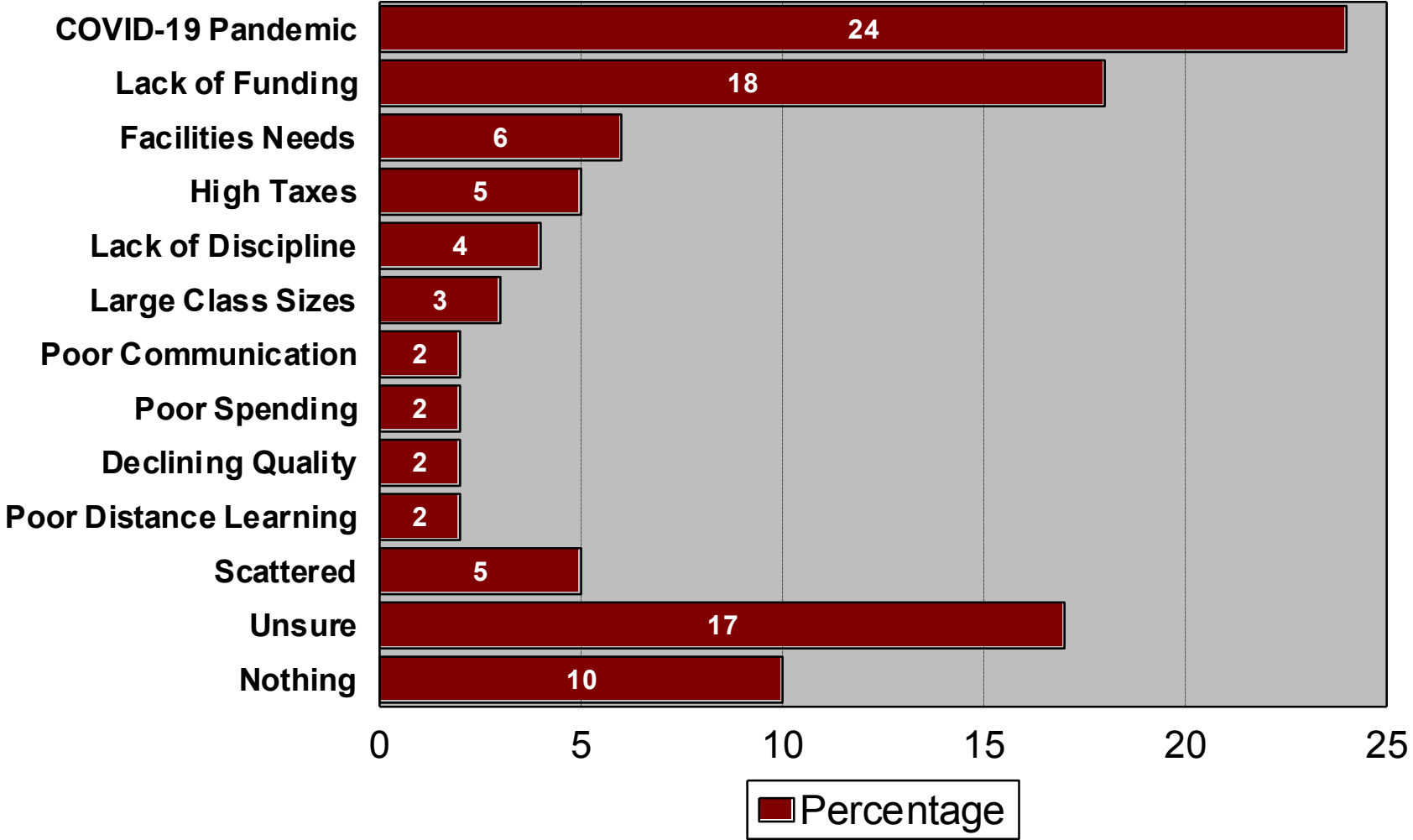
Like Most about District

2020 Princeton School District



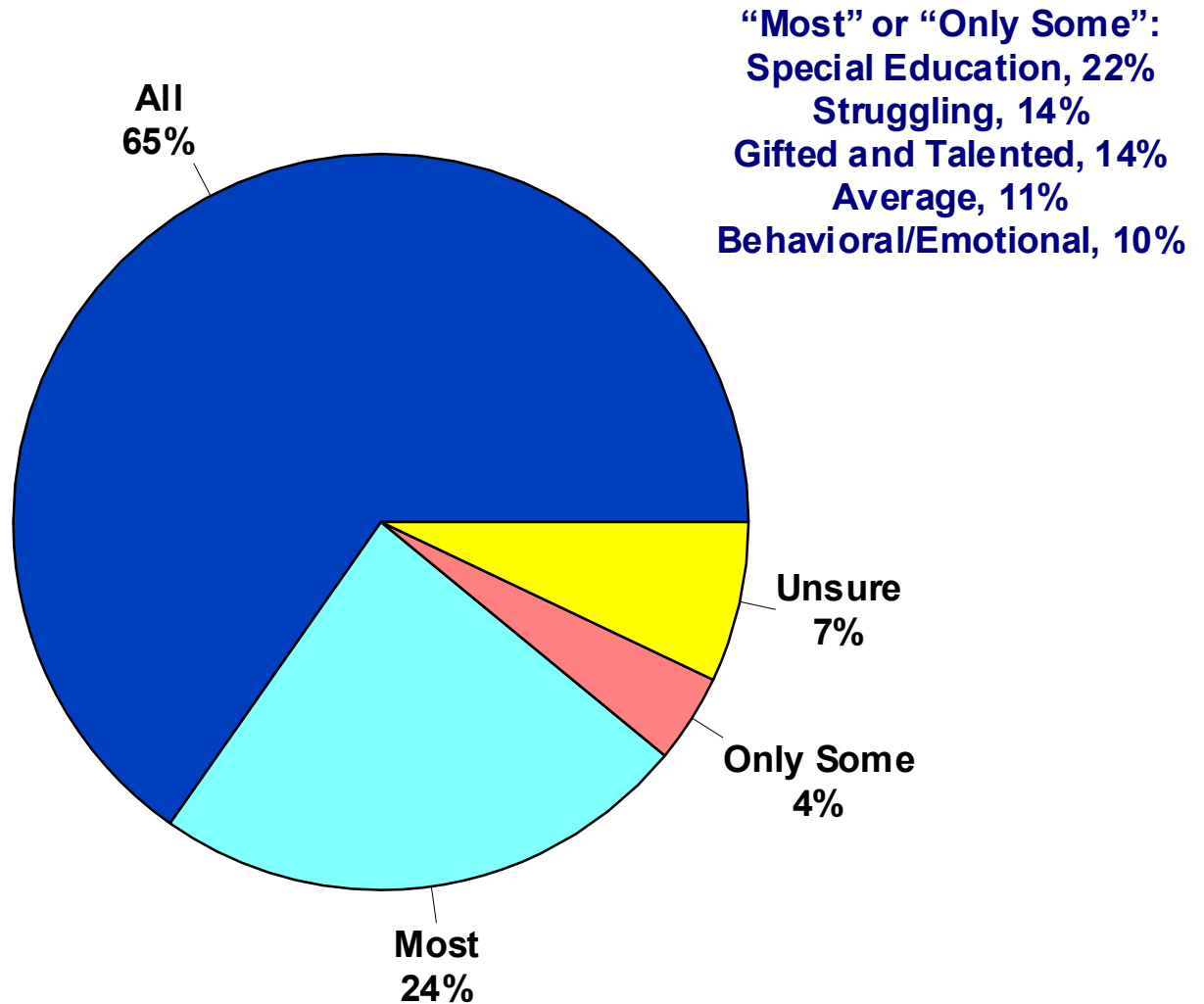
Most Serious Issue facing District

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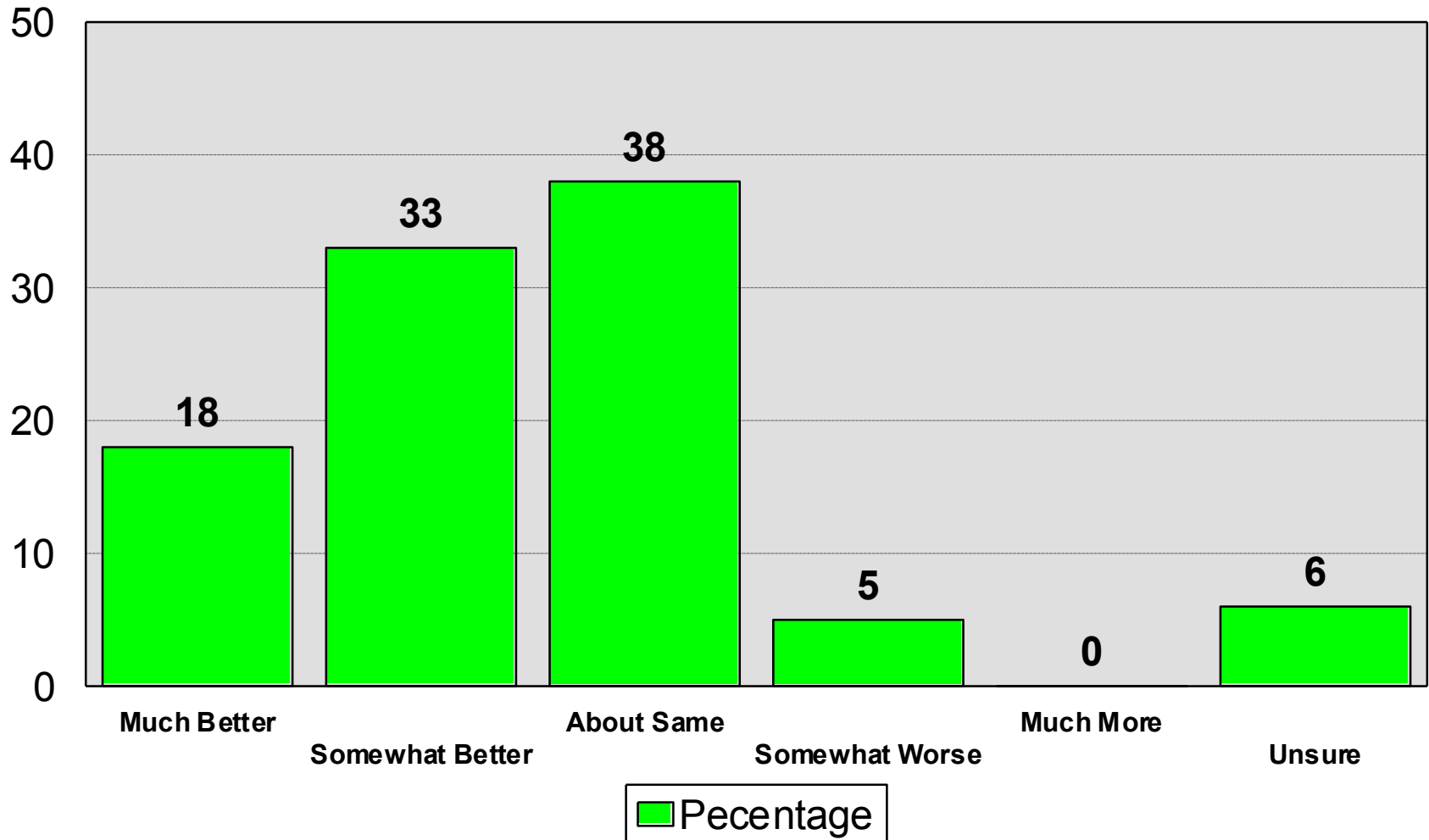
Meet Learning Needs of Students

2020 Princeton School District



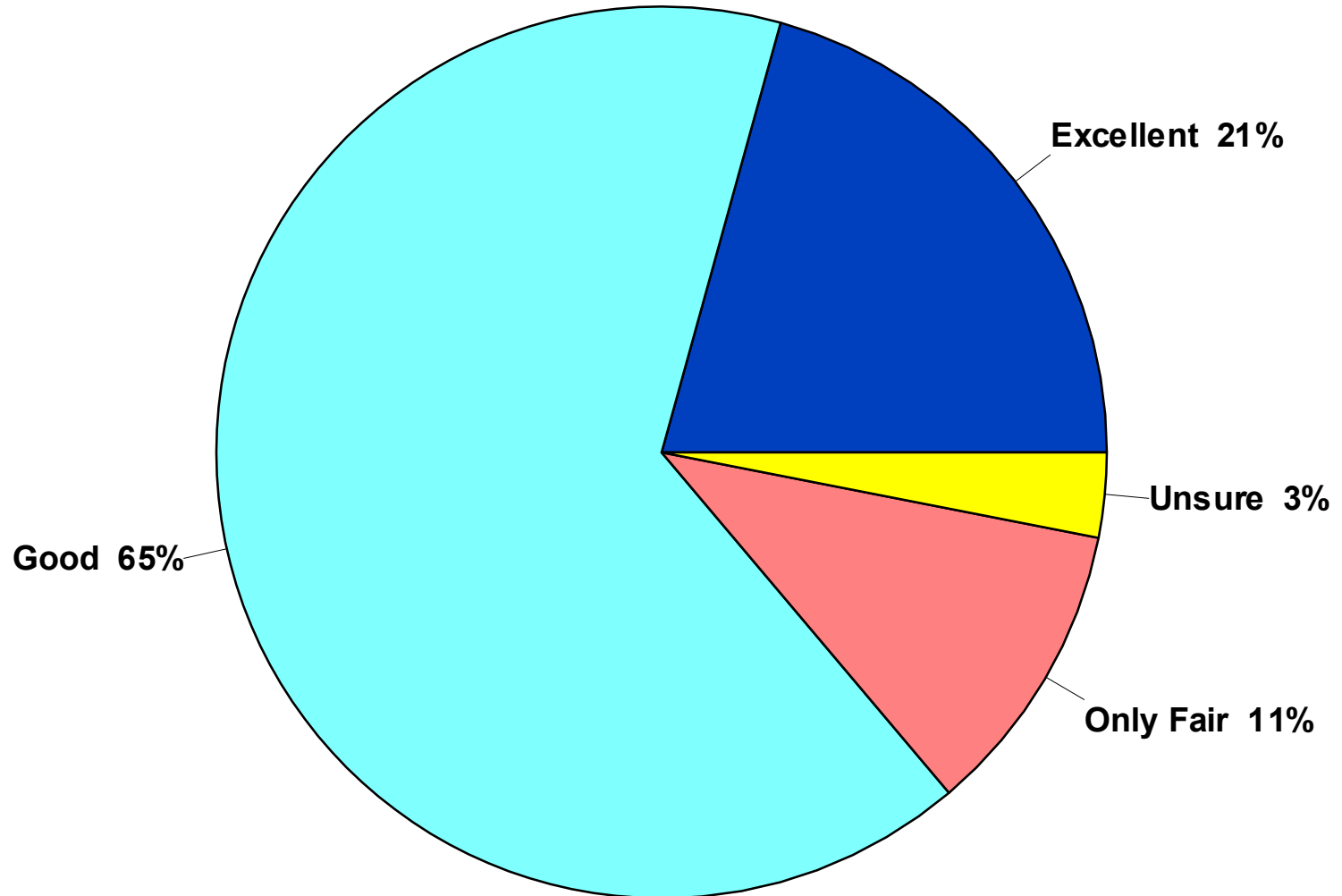
Quality of Education Compared to Five Years Ago

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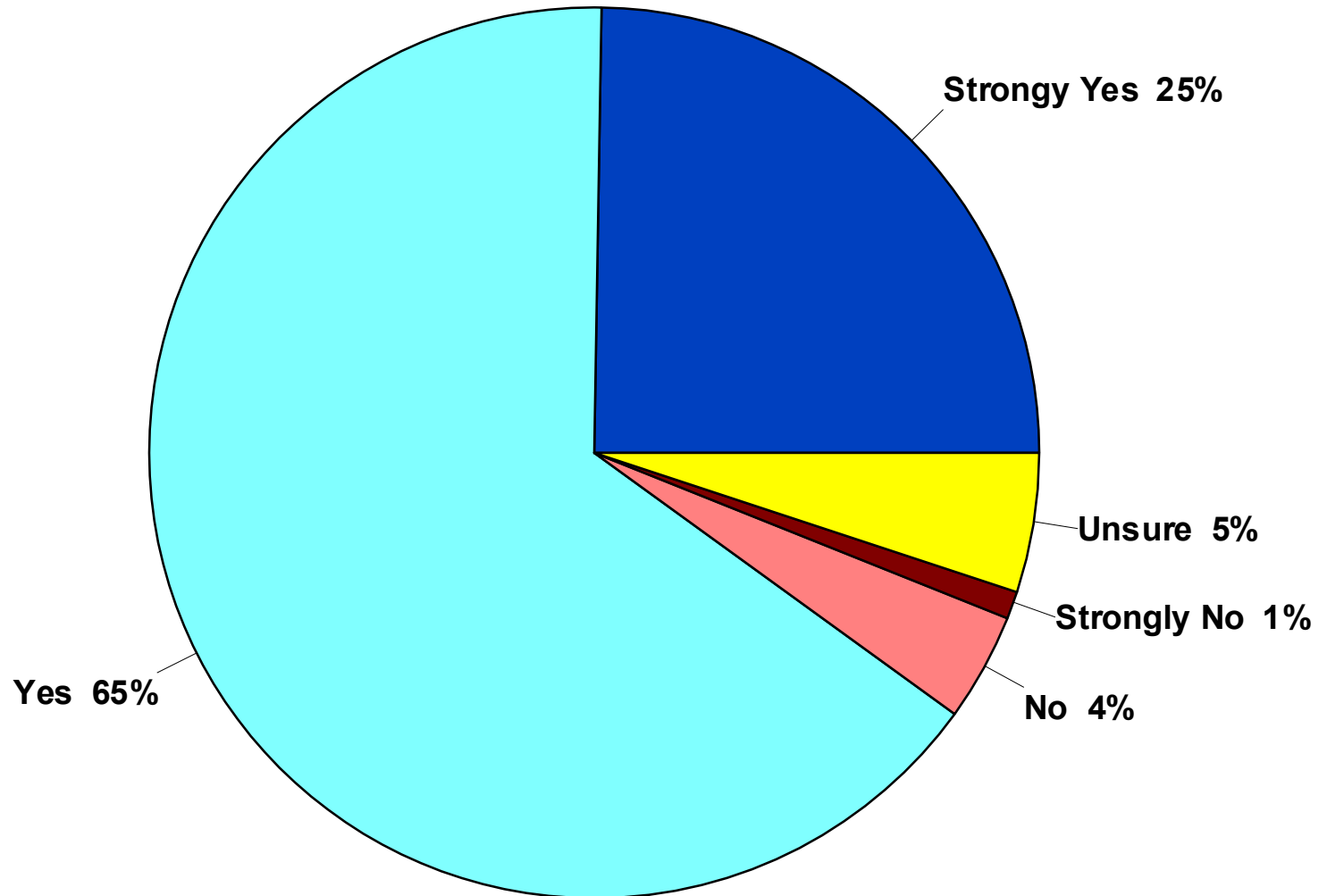
Job Implementing COVID Mandates

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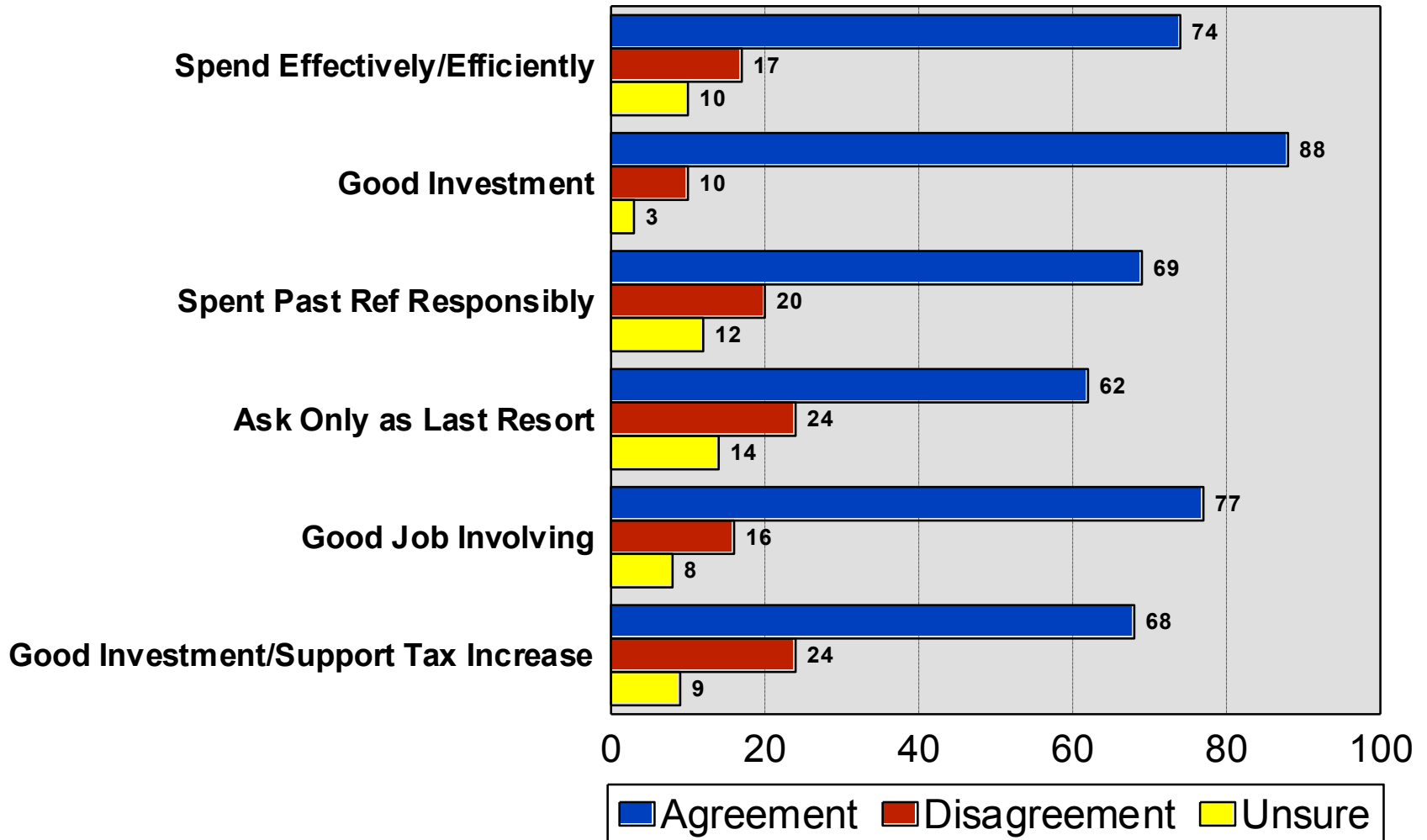
Good Job Communicating Handling Pandemic

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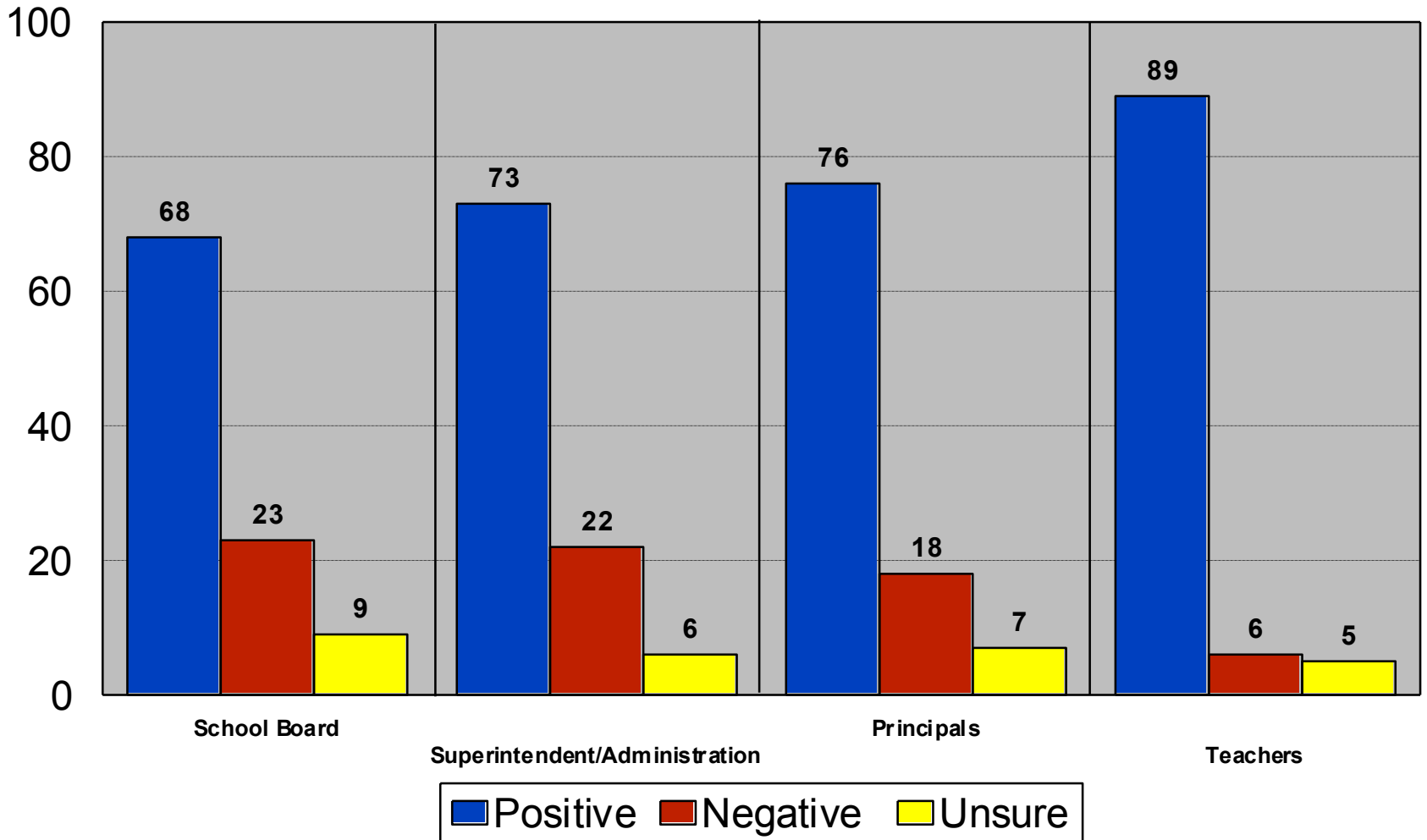
School District Perceptions

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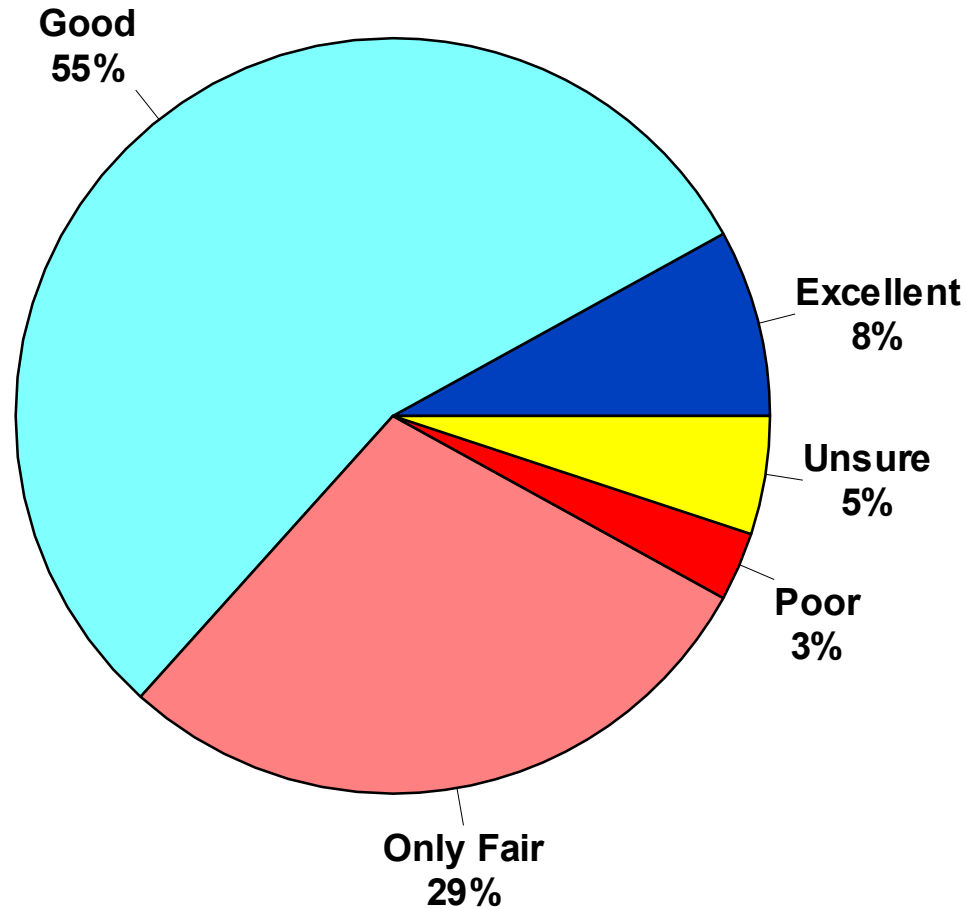
Job Performance Ratings

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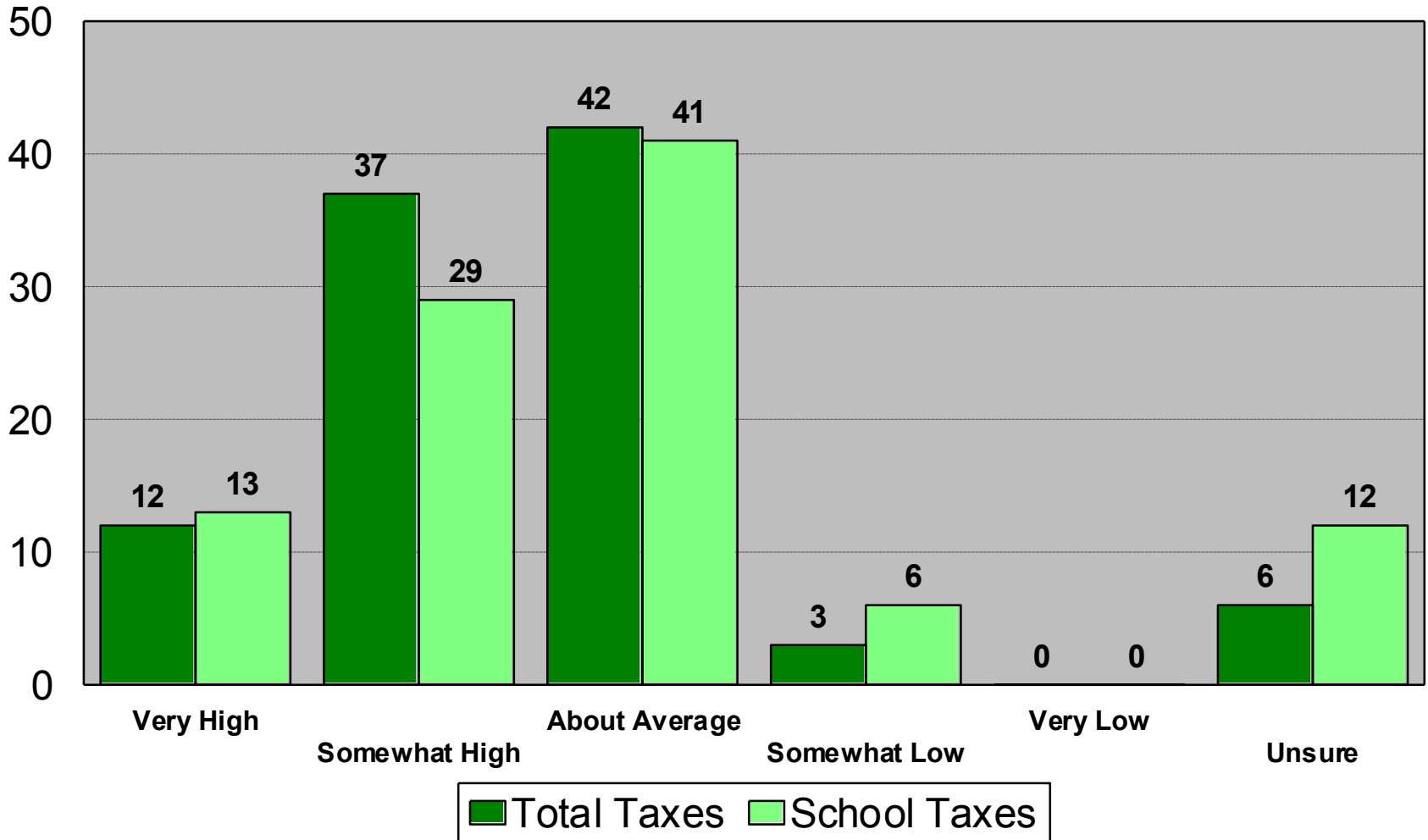
Financial Management

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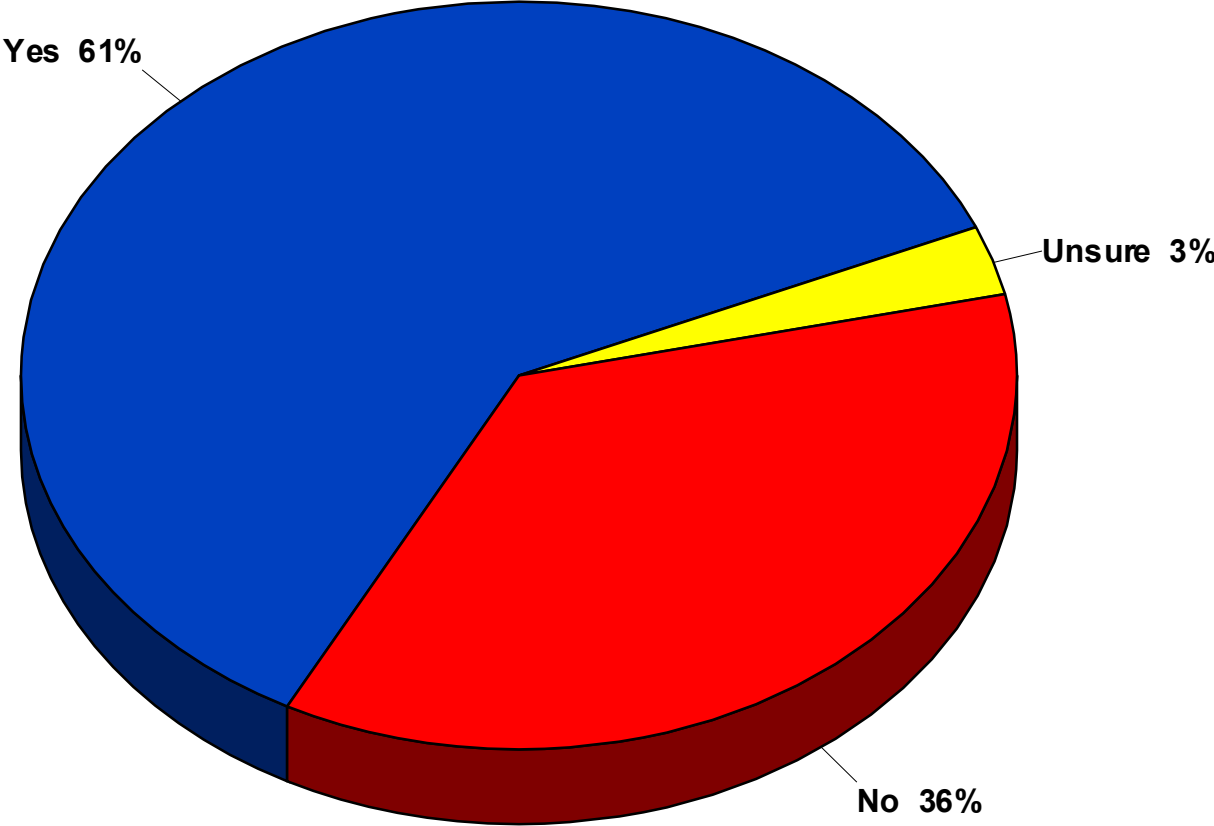
Property Tax Comparisons

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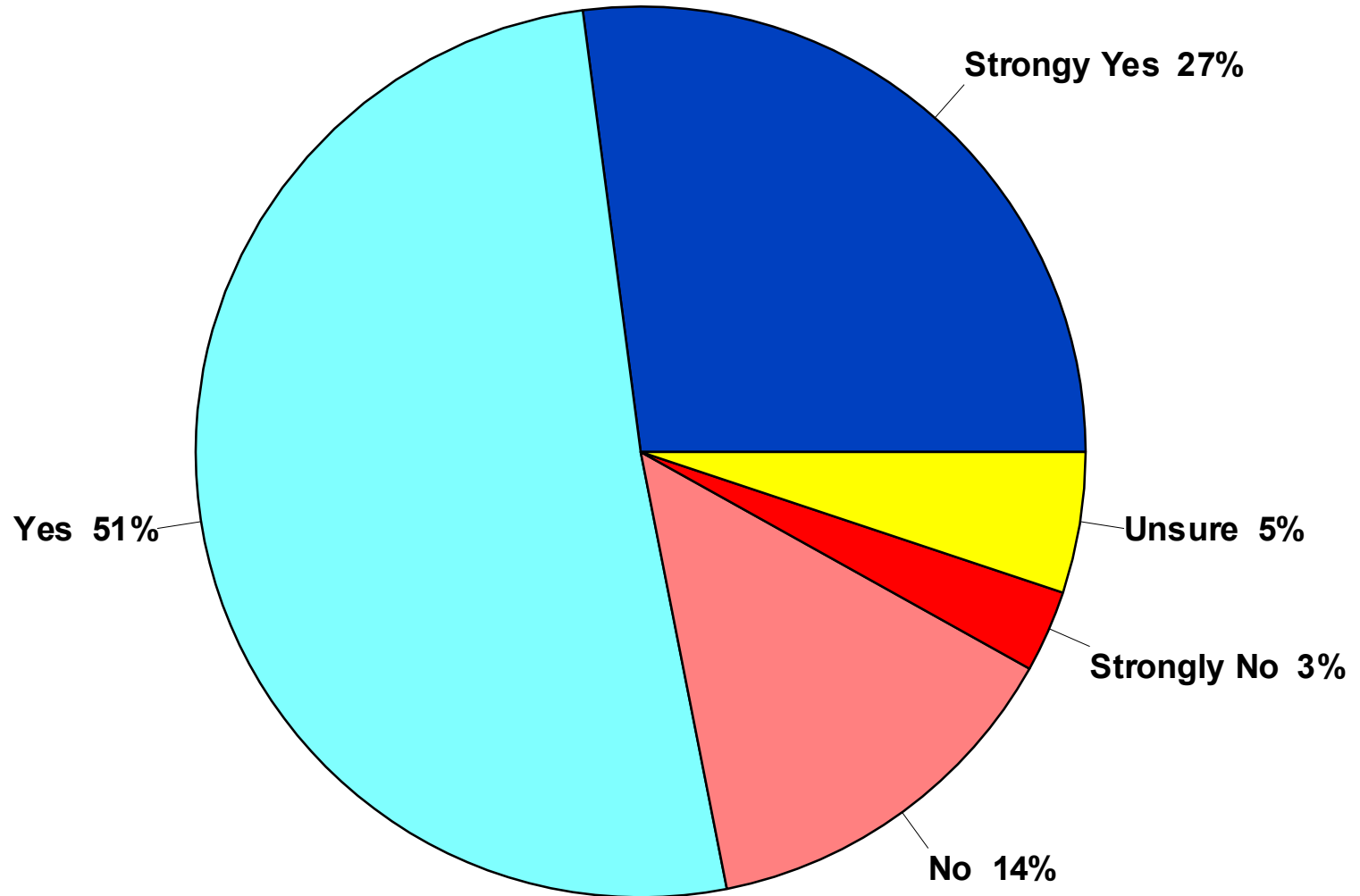
Adequately Funded

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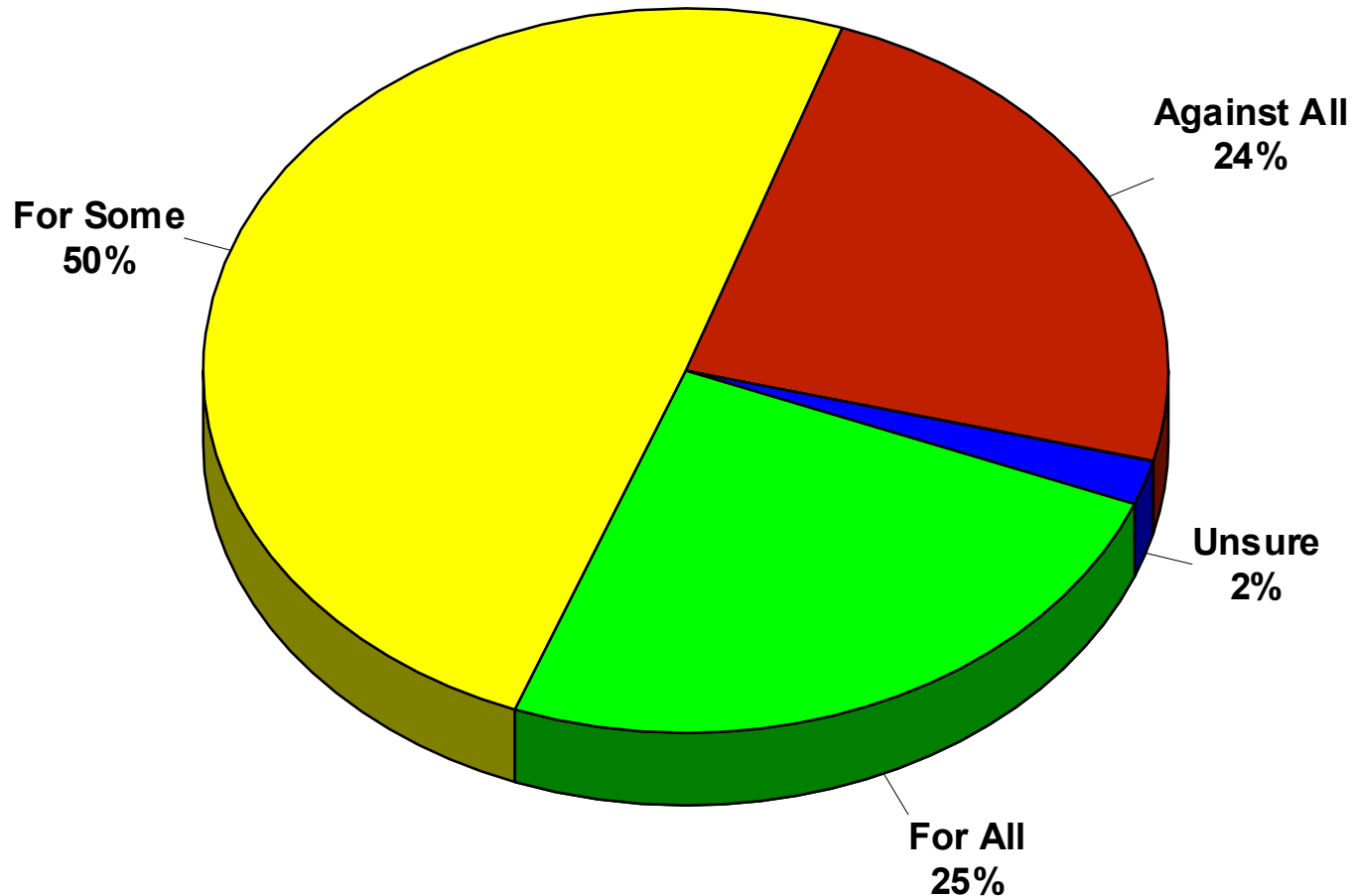
Buildings Meet Needs of Educating Children

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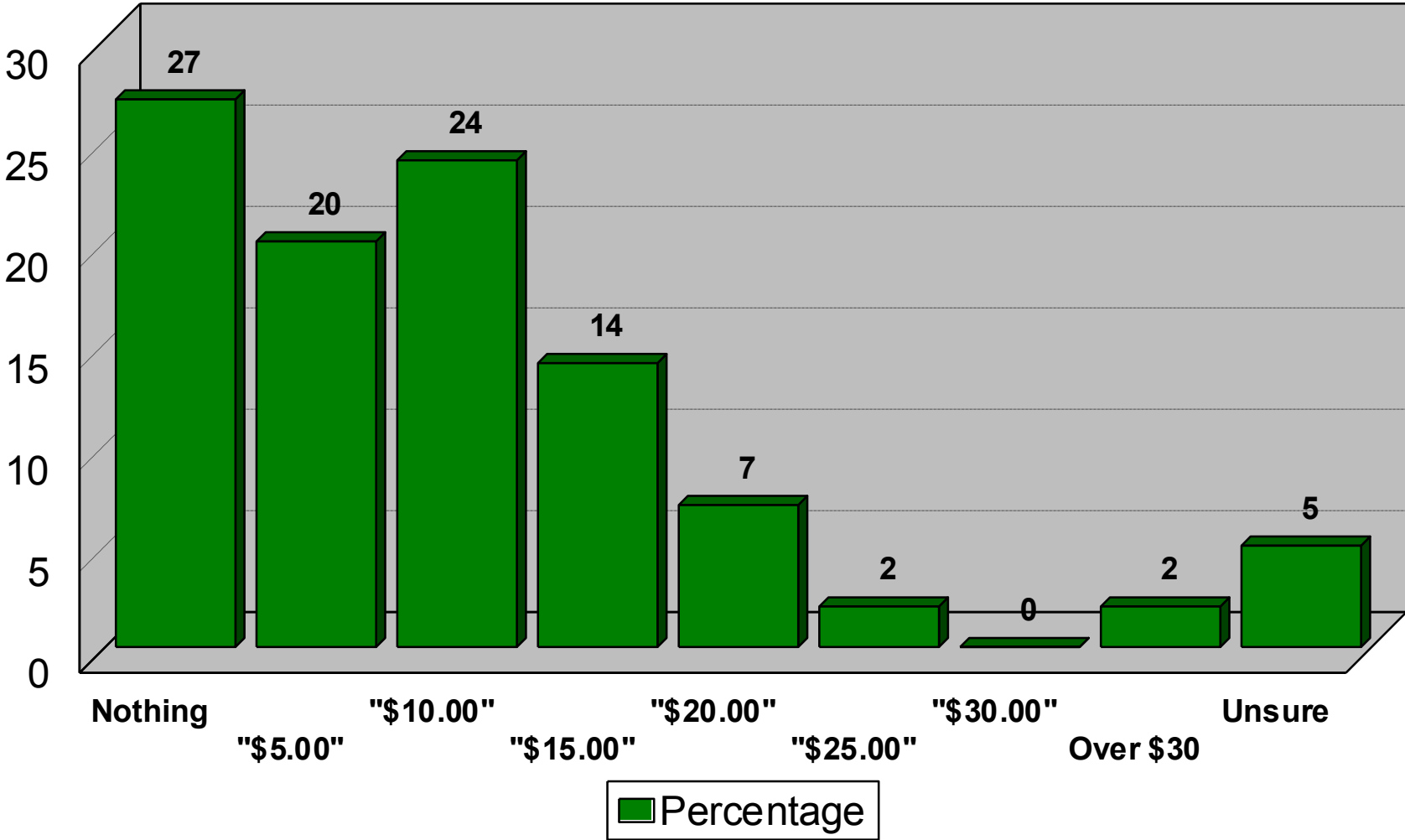
Tax Increase Predisposition

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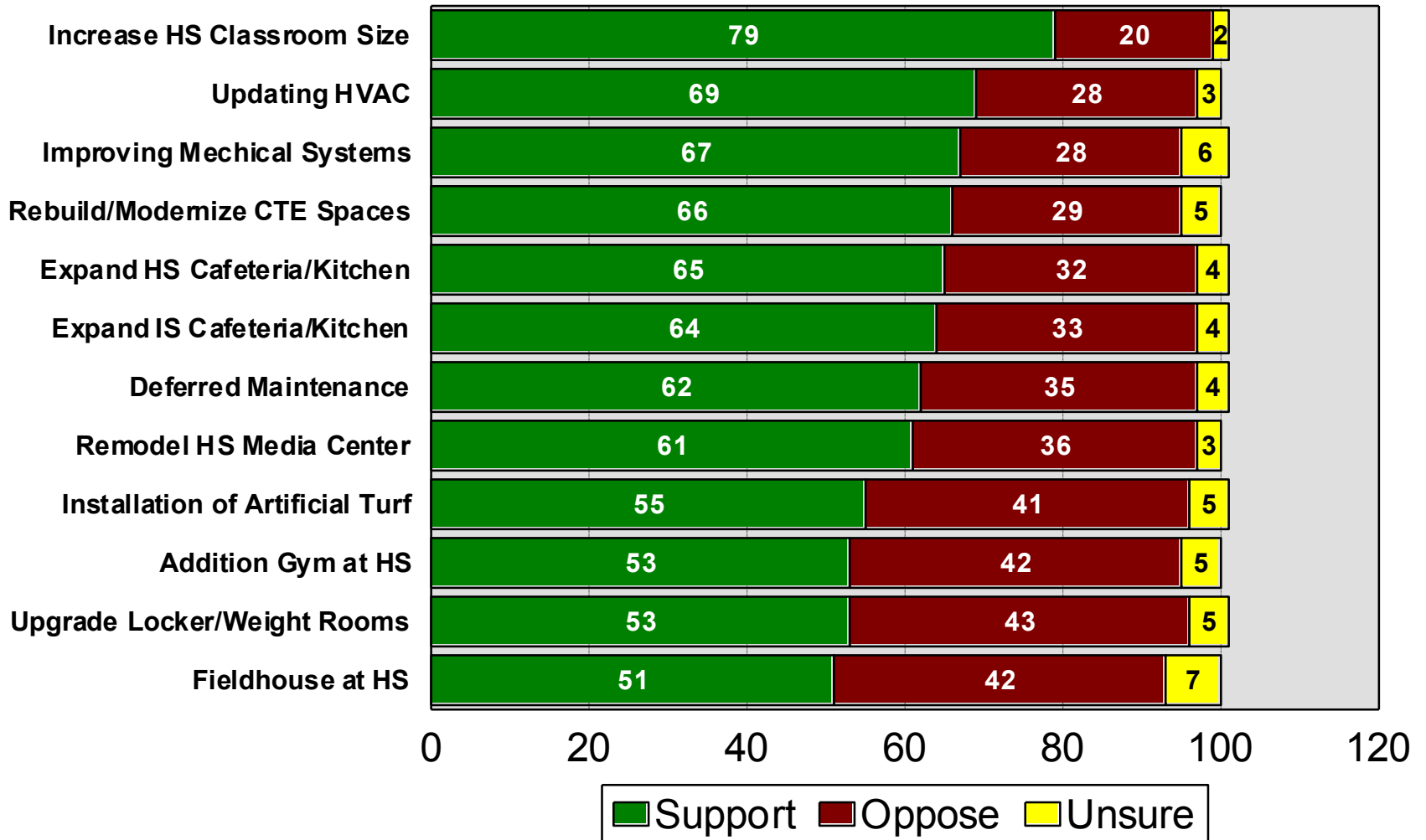
Tax Increase for Bond Referendum

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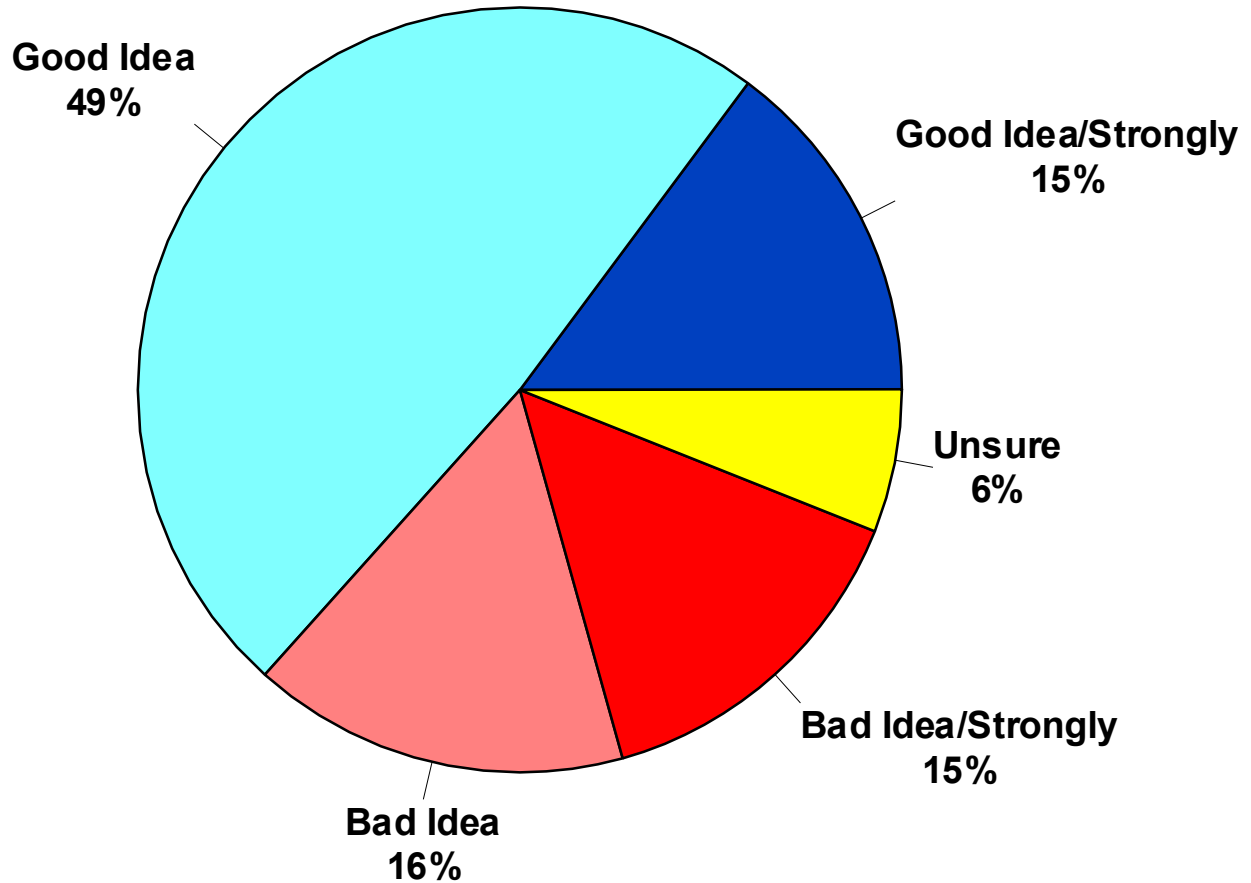
Property Tax Increase for....

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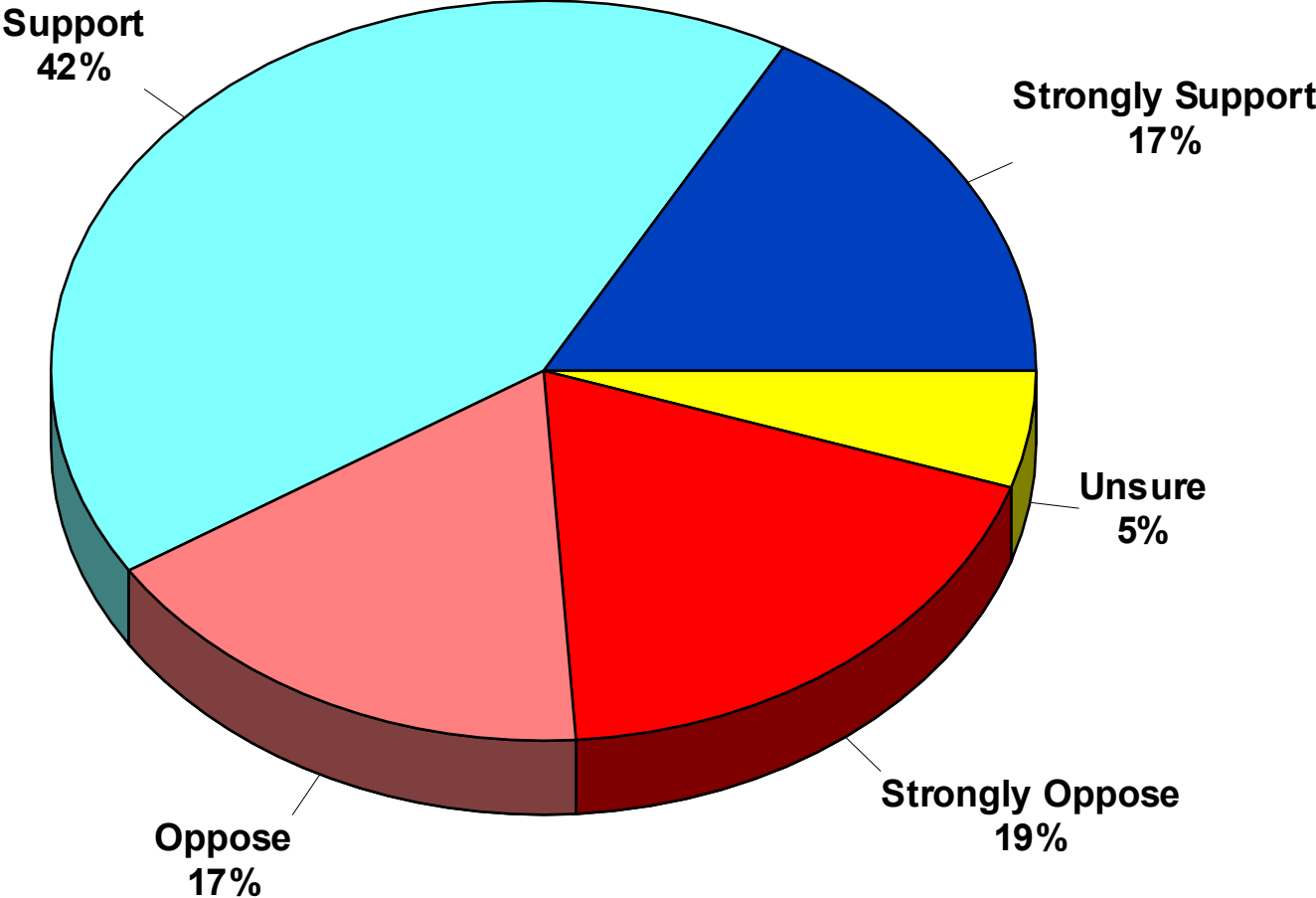
Options are....

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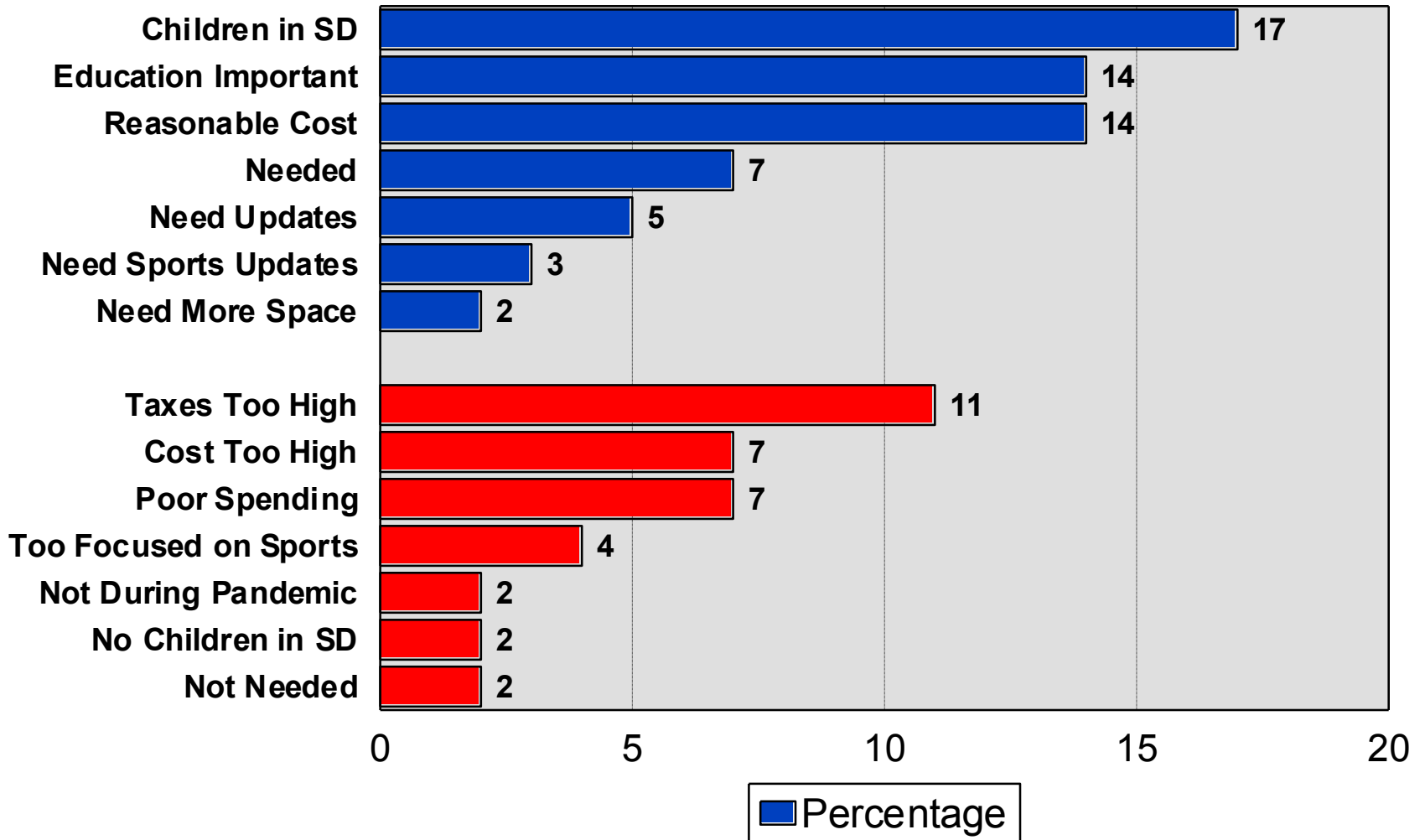
\$49MM Bond Referendum (Pretest)

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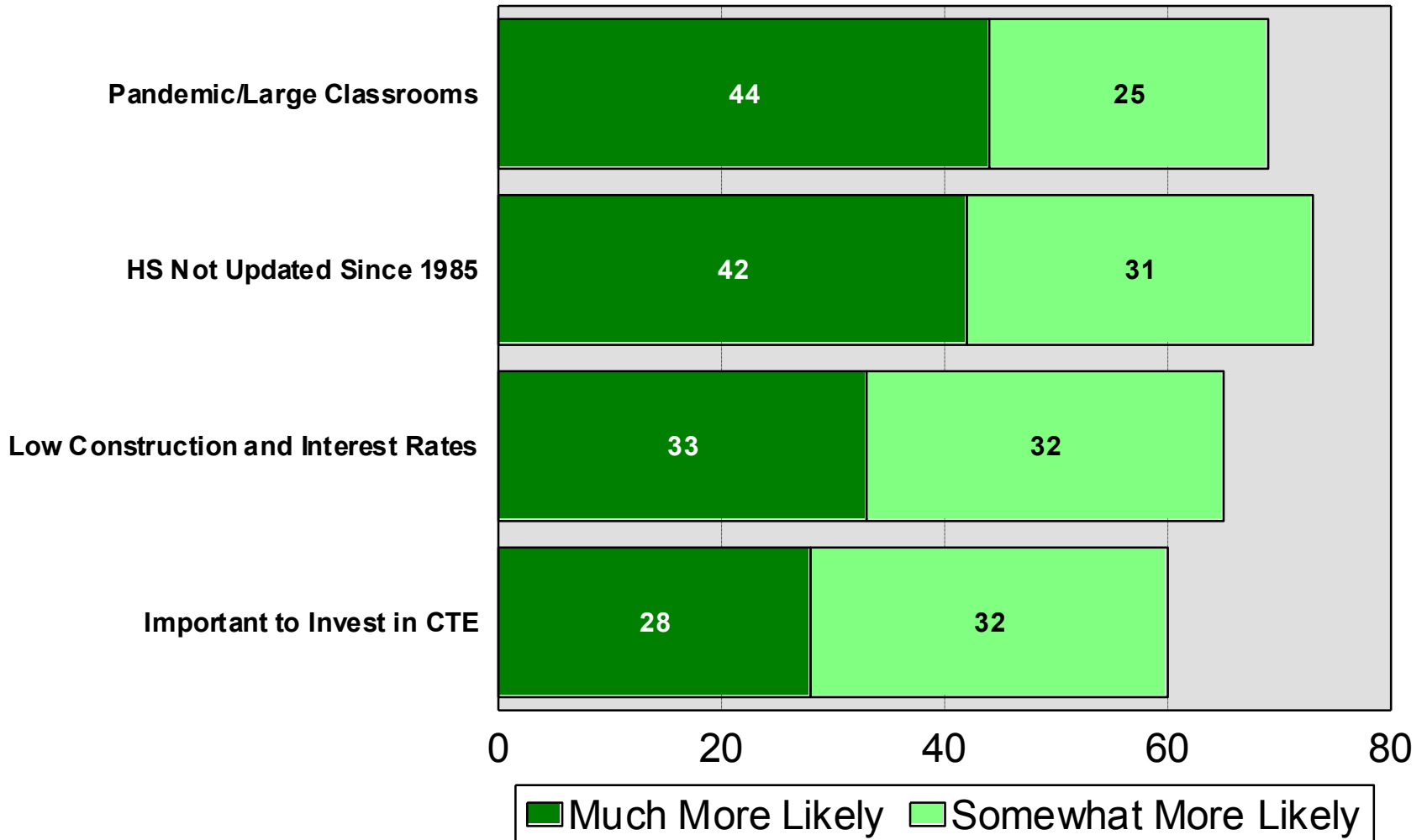
Reason for Bond Decision

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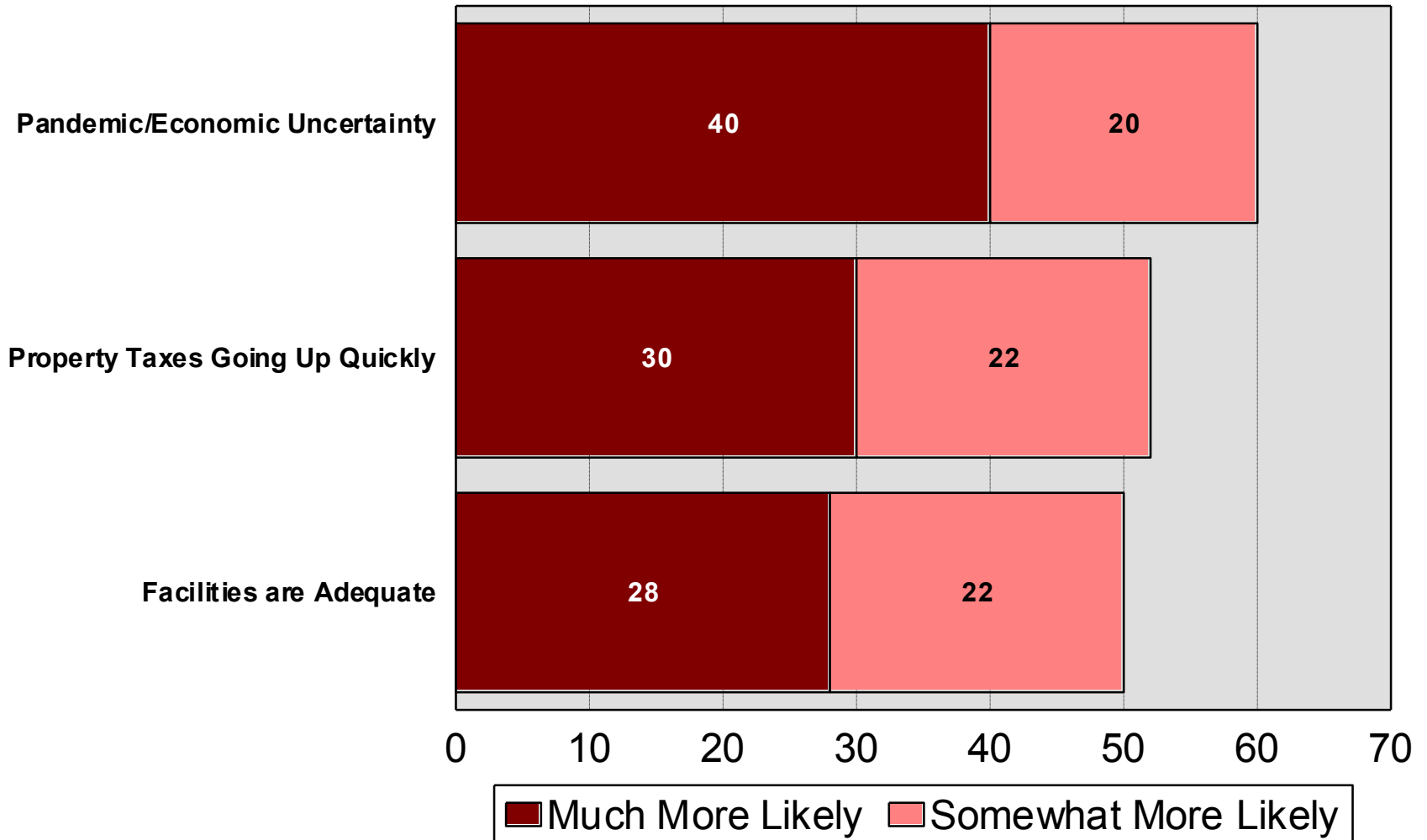
Arguments in Support

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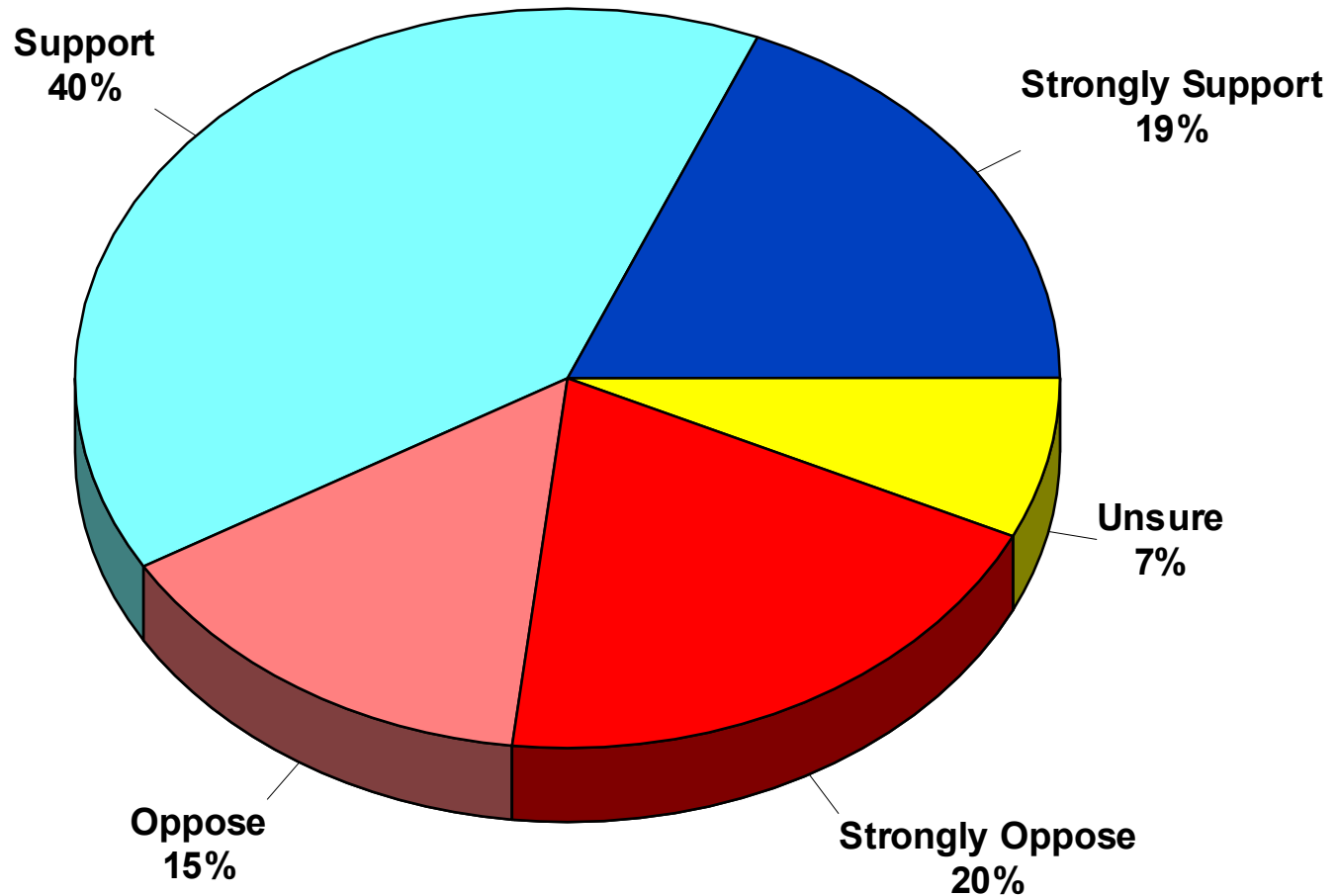
Arguments in Opposition

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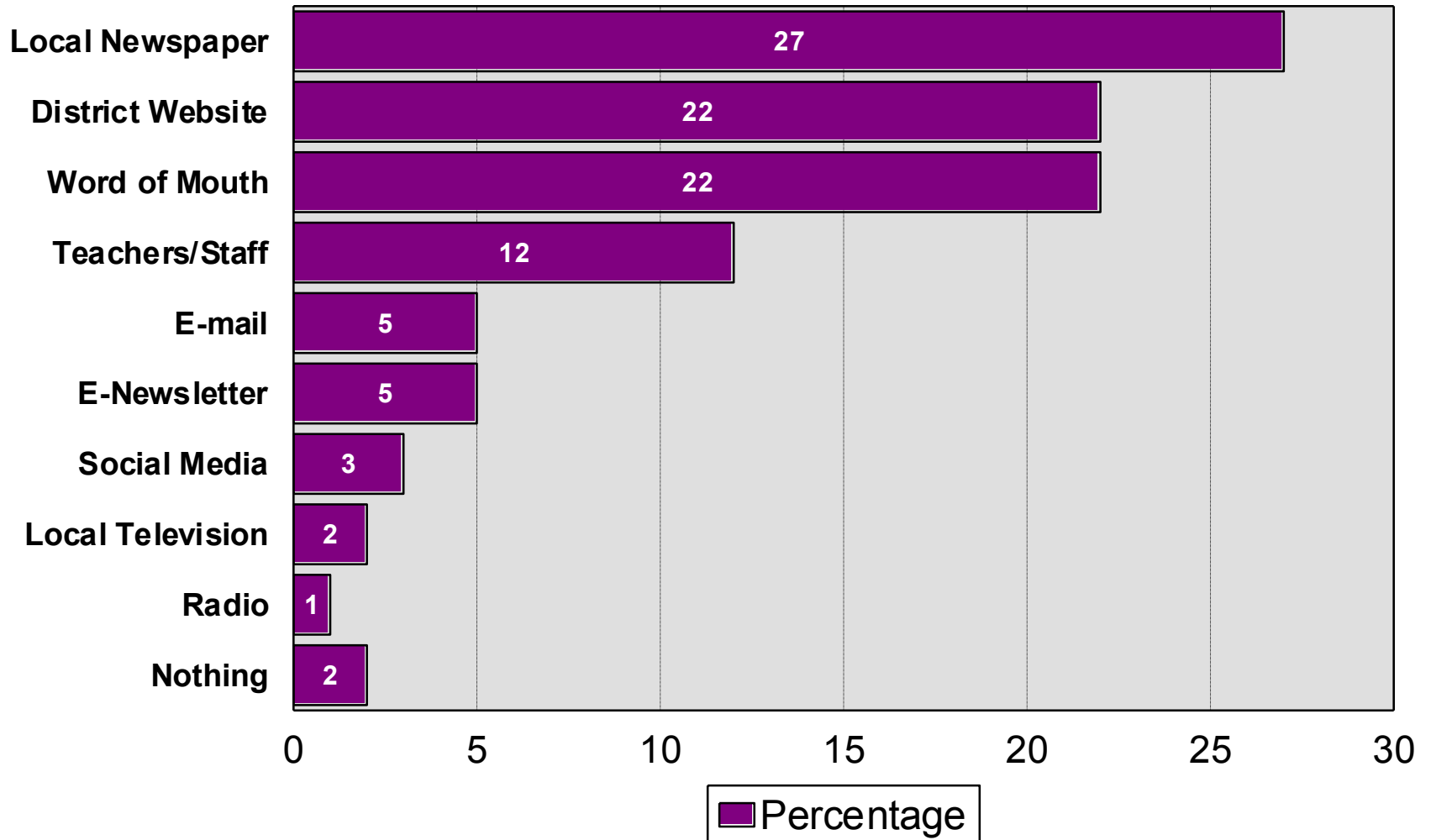
\$49MM Bond Referendum (Post Test)

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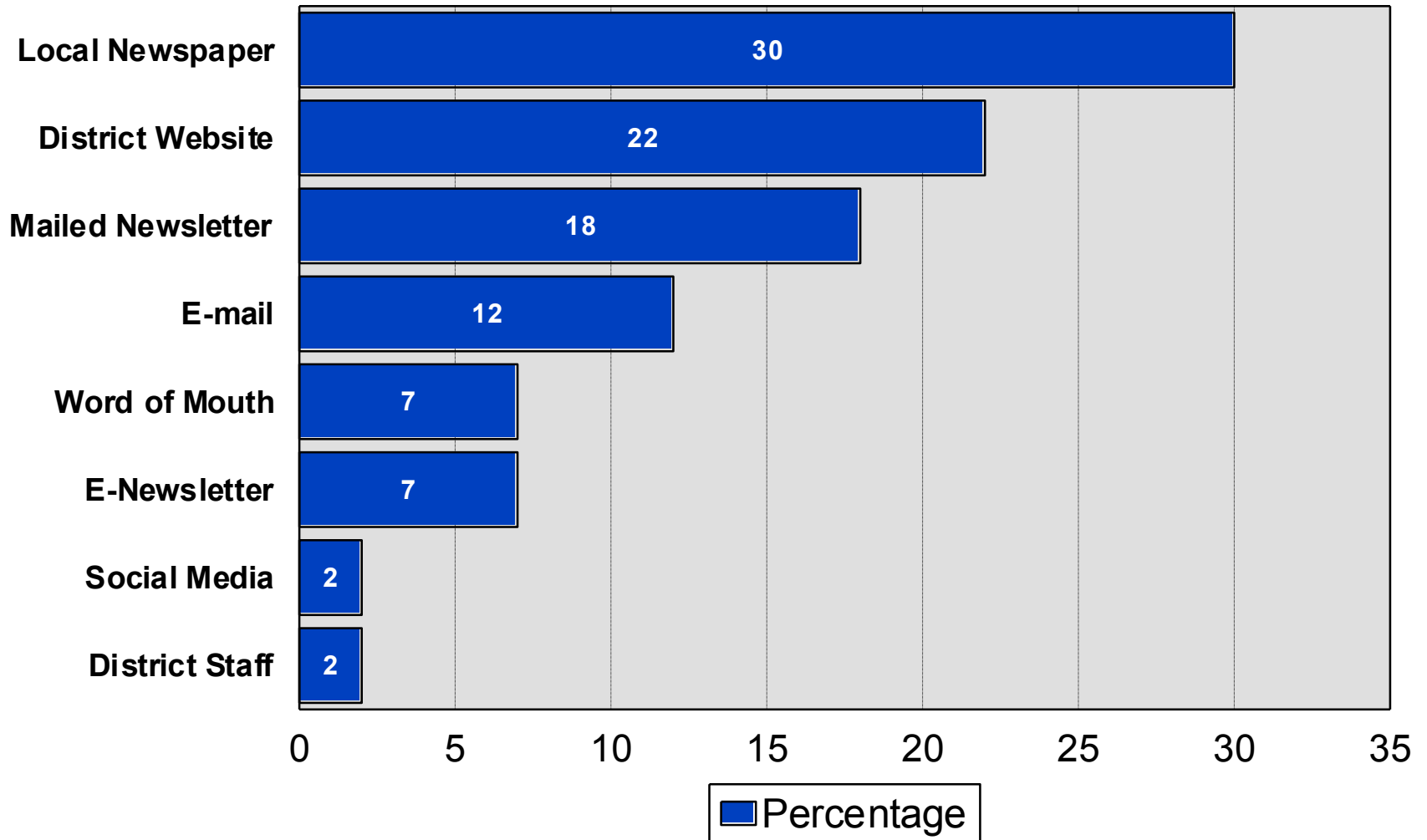
Principal Source of Information

2020 Princeton School District



Most Effective Way to Receive Information

2020 Princeton School District



Sources of Information

2020 Princeton School District

