

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

WINONA AREA PUBLIC SCHOOLS
RESIDENTIAL STUDY
FINAL MAY 2022

Hello, I'm _____ of the Morris Leatherman Company, a national survey research firm located in Minneapolis. We are speaking with a random sample of residents about topics facing the school system. Even if you do not have children in the Winona Area Public Schools, the School District is interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

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| 1. Approximately, how many years have you lived in the Winona Area Public School District? | LESS THAN FIVE YEARS....8% |
| | 5.1 TO TEN YEARS.....20% |
| | 10.1 TO TWENTY YRS.....25% |
| | 20.1 TO THIRTY YRS.....22% |
| | OVER THIRTY YEARS.....25% |
| | DON'T KNOW/REFUSED.....0% |

As you may know, there are many types of elections. In Presidential and Gubernatorial elections, Minnesota has very high voter turnout. In off-year and special elections, voter turnout is much lower.

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| 2. In the past, have you voted in all elections, most elections, some elections or do you rarely vote? | ALL.....30% |
| | MOST.....36% |
| | SOME.....24% |
| | RARELY.....11% |
| | DON'T KNOW/REFUSED.....0% |
| 3. Did you vote in the November 2020 Presidential election? | YES.....83% |
| | NO.....17% |
| | DON'T KNOW/REFUSED.....0% |
| 4. Do you think you are absolutely certain to vote, very likely, are the chances 50-50, or will you probably not vote in the election this November? | ABSOLUTELY CERTAIN.....30% |
| | VERY LIKELY.....28% |
| | 50-50.....24% |
| | PROBABLY NOT VOTE.....18% |
| | DON'T KNOW/REFUSED.....1% |

Moving on....

5. How would you rate the quality of education provided by the Winona Area Public Schools -- excellent, good, only fair, or poor?

EXCELLENT.....	19%
GOOD.....	59%
ONLY FAIR.....	16%
POOR.....	2%
DON'T KNOW/REFUSED.....	4%

6. What do you like most about the Winona Area Public Schools?

UNSURE, 6%; NOTHING, 4%; GOOD ACADEMICS, 8%; GOOD TEACHERS, 23%; VARIETY OF PROGRAMS, 17%; SPORTS, 11%; HIGH RANKINGS, 4%; GOOD COMMUNICATION, 4%; COMMUNITY INVOLVEMENT, 8%; EXTRA-CURRICULARS, 3%; SMALL CLASS SIZES, 4%; TECHNOLOGY, 2%; SMALL SCHOOLS, 2%; SCATTERED, 4%.

7. What is the most serious issue, if anything, facing the School District?

UNSURE, 13%; NOTHING, 16%; LACK OF FUNDING, 18%; LACK OF DISCIPLINE, 10%; LARGE CLASS SIZES, 3%; POOR SPENDING, 8%; DIVERSITY ISSUES, 4%; TOO POLITICAL, 2%; MENTAL HEALTH ISSUES, 2%; HIGH TAXES, 4%; DECLINING QUALITY, 5%; LOSING ENROLLMENT, 2%; LIBERAL CURRICULUM, 4%; LACK OF PROGRAMS, 2%; UNDERPAID TEACHERS, 2%; SCATTERED, 5%.

I would like to read you a short list of statements others have told us. For each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree. If you don't know, just say so.

8. During the last couple of years, the Winona Area Public School District Administration and Board have spent tax money effectively and efficiently.

STRONGLY AGREE.....	9%
AGREE.....	61%
DISAGREE.....	11%
STRONGLY DISAGREE.....	6%
DON'T KNOW/REFUSED.....	14%

9. Our community receives a good value from its investment in local public schools.

STRONGLY AGREE.....	18%
AGREE.....	64%
DISAGREE.....	9%
STRONGLY DISAGREE.....	1%
DON'T KNOW/REFUSED.....	8%

10. The Winona Area Public School District Board and Administration have spent past referendum funds responsibly.

STRONGLY AGREE.....	16%
AGREE.....	55%
DISAGREE.....	15%
STRONGLY DISAGREE.....	2%
DON'T KNOW/REFUSED.....	13%

11.	When the Winona Area Public Schools ask voters to approve a referendum after all other budget alternatives have been considered.	STRONGLY AGREE.....14% AGREE.....57% DISAGREE.....16% STRONGLY DISAGREE.....3% DON'T KNOW/REFUSED.....9%
12.	I trust the current Winona Area Public School Board and Administration to do what is right for children in this district.	STRONGLY AGREE.....17% AGREE.....58% DISAGREE.....14% STRONGLY DISAGREE.....2% DON'T KNOW/REFUSED.....10%
13.	I am satisfied with the School District's decision-making.	STRONGLY AGREE.....7% AGREE.....48% DISAGREE.....26% STRONGLY DISAGREE.....5% DON'T KNOW/REFUSED.....15%

IF A RESPONSE IS GIVEN, ASK:

14. Is there a specific issue you (**agree/disagree from Question #13**) with the School District's decision-making? (IF "YES," ASK:) What issue is that?

AGREE:

- PROGRAMS/CURRICULUM, 15%
- COVID PROTOCOLS, 11%
- FINANCIAL MANAGEMENT, 6%
- SPORTS/EXTRA-CURRICULARS, 6%
- HIGH ACADEMIC STANDARDS, 5%
- HIGH QUALITY TEACHERS, 5%
- COMMUNITY INVOLVEMENT, 5%
- MENTAL HEALTH SUPPORT, 4%

DISAGREE:

- FINANCIAL MANAGEMENT, 14%
- TOO POLITICAL, 3%
- TOO FOCUSED ON SPORTS, 3%
- DIVERSITY ISSUES, 2%
- COVID PROTOCOLS, 2%

- SCATTERED, 12%
- UNSURE, 1%
- NO, 6%

15.	The Winona Area School Board and Administration do a good job of involving community leaders, parents, and interested citizens in decisions about the schools.	STRONGLY AGREE.....14% AGREE.....59% DISAGREE.....14% STRONGLY DISAGREE.....4% DON'T KNOW/REFUSED.....9%
16.	The Winona Area Public Schools are a good investment, and I would support a tax increase to protect that investment.	STRONGLY AGREE.....16% AGREE.....45% DISAGREE.....14% STRONGLY DISAGREE.....9% DON'T KNOW/REFUSED.....17%

Moving on....

17.	Compared to neighboring areas, do you consider total property taxes in your community to be very high, somewhat high, about average, somewhat low, or very low?	VERY HIGH.....12% SOMEWHAT HIGH.....22% ABOUT AVERAGE.....58% SOMEWHAT LOW.....3% VERY LOW.....0% DON'T KNOW/REFUSED.....6%
18.	Compared to other neighboring school districts, do you think that school taxes in the Winona Area School District are very high, somewhat high, about average, somewhat low, or very low?	VERY HIGH.....12% SOMEWHAT HIGH.....27% ABOUT AVERAGE.....48% SOMEWHAT LOW.....0% VERY LOW.....0% DON'T KNOW/REFUSED.....13%
19.	Do you think the Winona Area Public Schools are adequately funded?	YES.....49% NO.....42% DON'T KNOW/REFUSED.....9%
20.	How would you rate the financial management of the Winona Area Public Schools -- excellent, good, only fair, or poor?	EXCELLENT.....12% GOOD.....44% ONLY FAIR.....26% POOR.....12% DON'T KNOW/REFUSED.....7%

Let's shift the conversation to talk about the management of our local schools.

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| 21. | Would you say that you follow the work of the School Board and Administration in the Winona Area Public Schools -- very closely, somewhat closely, not very closely or do you really not follow their work at all? | VERY CLOSELY.....7%
SOMEWHAT CLOSELY.....44%
NOT VERY CLOSELY.....34%
NOT AT ALL.....15%
DON'T KNOW/REFUSED.....0% |
| 22. | Overall, how would you rate the job performance of the Winona Area School Board members -- excellent, good, only fair or poor? | EXCELLENT.....12%
GOOD.....46%
ONLY FAIR.....29%
POOR.....6%
DON'T KNOW/REFUSED.....8% |
| 23. | How would you rate the job performance of the Superintendent -- excellent, good, only fair or poor? | EXCELLENT.....18%
GOOD.....39%
ONLY FAIR.....22%
POOR.....8%
DON'T KNOW/REFUSED.....13% |
| 24. | And, how would you rate the job performance of the teachers and instructional staff in the Winona Area Public Schools -- excellent, good, only fair, or poor? | EXCELLENT.....41%
GOOD.....35%
ONLY FAIR.....10%
POOR.....1%
DON'T KNOW/REFUSED.....14% |

Thinking about school buildings and facilities....

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|-----|---|---|
| 25. | From what you have heard or seen, how would you rate District's Elementary Schools -- excellent, good, only fair or poor? | EXCELLENT.....13%
GOOD.....56%
ONLY FAIR.....18%
POOR.....3%
DON'T KNOW/REFUSED.....11% |
|-----|---|---|

IF "ONLY FAIR" OR "POOR," ASK: (N=82)

26. Why did you rate it as (only fair or poor)?

NEED MORE CLASSROOM SPACE, 6%; NEED MAINTENANCE, 26%;
NEED FLEXIBLE LEARNING SPACES, 14%; OLD AND OUTDATED,
45%; NEED TECHNOLOGY UPGRADES, 5%; SCATTERED, 4%.

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| 27. | From what you have heard or seen, how would you rate District's Middle School -- excellent, good, only fair or poor? | EXCELLENT.....17%
GOOD.....68%
ONLY FAIR.....3%
POOR.....1%
DON'T KNOW/REFUSED.....12% |
|-----|--|--|

IF "ONLY FAIR" OR "POOR," ASK: (N=15)

28. Why did you rate it as (only fair or poor)?

NEED CLASSROOM SPACE, 7%; NEED MAINTENANCE, 27%;
IMPROVE SAFETY AND SECURITY, 60%; BETTER PARKING LOT,
7%.

29. From what you have heard or seen,	EXCELLENT.....	18%
how would you rate Winona Senior	GOOD.....	61%
High School -- excellent, good,	ONLY FAIR.....	9%
only fair, or poor?	POOR.....	2%
	DON'T KNOW/REFUSED.....	10%

IF "ONLY FAIR" OR "POOR," ASK: (N=44)

30. Why did you rate it as (only fair or poor)?

NEED CLASSROOM SPACE, 30%; NEED FLEXIBLE LEARNING
SPACES, 11%; IMPROVE CTE SPACE, 7%; IMPROVE SECURITY
AND SAFETY, 50%; SCATTERED, 2%.

31. From what you have heard or seen,	EXCELLENT.....	13%
how would you rate the Winona Area	GOOD.....	64%
Learning Center -- excellent, good,	ONLY FAIR.....	2%
only fair, or poor?	POOR.....	1%
	DON'T KNOW/REFUSED.....	21%

IF "ONLY FAIR" OR "POOR," ASK: (N=8)

32. Why did you rate it as (only fair or poor)?

NO GYMNASIUM, 75%; IMPROVE SECURITY AND SAFETY, 25%.

There has been some discussion about the need today for public school buildings to contain flexible learning spaces, so students can learn in one-on-one, small group and large group settings. As a result, programs can be better tailored to meet individual learning needs, and more innovative teaching approaches can be employed.

33. How important do you think class-	VERY IMPORTANT.....	40%
room design is to student learning	SOMEWHAT IMPORTANT.....	44%
-- very important, somewhat impor-	NOT TOO IMPORTANT.....	11%
tant, not too important, or not at	NOT AT ALL IMPORTANT....	3%
all important?	DON'T KNOW/REFUSED.....	2%

34. From what you have seen or heard, can Winona Area Public School buildings currently provide for sufficient flexible learning spaces, to meet a variety of instruction and learning styles?

YES.....	55%
NO.....	27%
DON'T KNOW/REFUSED.....	18%

For the last few months, the Winona Area School District has been discussing options for a long-term facilities plan to meet current and future space, health, safety and educational needs. Independent experts conducted an assessment of the current schools, including the quality of classrooms, the adequacy of space, security measures, safety, air quality and operating costs.

35. Would you say you are following these discussions very closely, somewhat closely, not really that closely or not following it at all?

VERY CLOSELY.....	5%
SOMEWHAT CLOSELY.....	48%
NOT REALLY CLOSELY.....	34%
NOT FOLLOWING AT ALL...	14%
DON'T KNOW/REFUSED.....	0%

36. Do you think the District is doing a good job of involving parents, local citizens and community leaders in the discussions about future facilities needs? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY YES.....	20%
YES.....	53%
NO.....	12%
STRONGLY NO.....	2%
DON'T KNOW/REFUSED.....	13%

37. Thinking about these discussions, do you believe the District is trying to find a plan that benefits students and staff of the Winona Area School District? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY YES.....	22%
YES.....	55%
NO.....	6%
STRONGLY NO.....	3%
DON'T KNOW/REFUSED.....	15%

38. Do you believe the District is trying to find a plan that is fair to local taxpayers? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY YES.....	13%
YES.....	46%
NO.....	15%
STRONGLY NO.....	9%
DON'T KNOW/REFUSED.....	18%

Changing topics....

39.	Which of the following three statements best describes your feelings: A. I would vote against almost any tax increases for the schools; B. I would vote for a tax increase under some conditions, but against it under other conditions; C. I would vote for almost any tax increases for the schools.	STATEMENT A.....26% STATEMENT B.....47% STATEMENT C.....25% NONE OF ABOVE.....1% DON'T KNOW/REFUSED.....2%
40.	How much would you be willing to pay per month in additional property taxes in order to fund a bond referendum for facility improvements? [SELECT RANDOM STARTING POINT, MOVE UP OR DOWN DEPENDING ON ANSWER] How about \$__ per month? (REPEAT)	NOTHING.....29% \$6.00.....25% \$12.00.....18% \$18.00.....11% \$24.00.....2% \$30.00.....1% \$36.00.....0% OVER \$36.00.....0% DON'T KNOW/REFUSED.....15%

To address facilities needs, the School District is considering the following options. For each of the following, please tell me if you would strongly support a property tax increase for that purpose, somewhat support, somewhat oppose or strongly oppose a property tax increase for that purpose. (ROTATE)

	STS	SMS	SMO	STO	DKR
41. Deferred maintenance improvements, including HVAC, ADA accessibility, roofs and carpeting across all district schools?	42%	34%	14%	6%	4%
42. Renovate the current shop space to support Career-Technical Education at the High School?	36%	34%	12%	9%	9%
43. Upgrade the sound and acoustic systems in the auditorium and renovate the current music classrooms at the High School?	35%	25%	19%	17%	5%
44. Remodel classrooms at all three Elementary Schools and the High School to have flexible learning spaces and new furniture?	42%	32%	13%	12%	2%
45. Construction of an additional gymnasium with locker rooms at the High School?	29%	26%	18%	22%	5%

46. Renovate the bathrooms and perform needed maintenance, including replacing the artificial turf at Paul Giel Field? 31% 25% 18% 22% 4%

The total cost to complete all of these improvements could be as much as \$87 million dollars.

47. Does this sound like a fair price - \$87 million dollars - for these improvements? YES.....53%
NO.....33%
DON'T KNOW/REFUSED.....15%

If voters approved an \$87 million bond referendum to fund these improvements, the owner of a \$200,000 home would see a monthly property tax increase of about \$17 per month or \$203 per year for twenty years; while the owner of an agricultural homestead valued at \$5,000 per acre would see a monthly increase of about 5 cents per acre per month or 56 cents per acre per year.

48. If the election were today, would you support or oppose this bond referendum? (WAIT FOR RESPONSE) Do you feel strongly that way? that way? STRONGLY SUPPORT.....18%
SUPPORT.....38%
OPPOSE.....25%
STRONGLY OPPOSE.....15%
DON'T KNOW/REFUSED.....5%

IF A POSITION IS TAKEN, ASK: (N=381)

49. Could you tell me one or two reasons why you feel that way? DON'T KNOW/REFUSED.....0%
EDUCATION IMPORTANT....20%
NEEDED.....9%
COST IS REASONABLE.....12%
TAXES ARE TOO HIGH.....6%
COST IS TOO HIGH.....9%
NOT NEEDED.....6%
POOR DISTRICT SPEND....10%
CHILDREN IN SD.....17%
NO CHILDREN IN SD.....9%
SCATTERED.....2%

Continuing....

As you may know, two elementary schools, Jefferson and W-K, were built in the 1930s and are registered as historic buildings. Goodview was built in 1971.

Given these facts....

50. Do you think the three elementary schools can meet the needs of educating children today? YES.....59%
 NO.....23%
 DON'T KNOW/REFUSED.....18%

There has been some discussion about building a new elementary school instead of remodeling the three current schools.

51. Do you support remodeling the District's three elementary schools or building a new elementary school? (WAIT FOR RESPONSE) Do you feel strongly that way? REMODEL/STRONGLY.....29%
 REMODEL.....25%
 BUILD NEW.....6%
 BUILD NEW/STRONGLY.....2%
 NEITHER (VOL.).....30%
 DON'T KNOW/REFUSED.....9%

IF "BUILD NEW" OR "BUILD NEW/STRONGLY," ASK: (N=31)

If a new elementary school were built it could cost between 30% to 40% more than the cost to remodel all three elementary schools. It would also be difficult to find undeveloped land for the new school, so it would likely be located outside of the city limits of Winona. Finally, the School District would likely need to close all three of the current elementary schools to accommodate a new building.

52. Know this, would you still support building a new elementary school instead of remodeling the current schools? YES.....45%
 NO.....55%
 DON'T KNOW/REFUSED.....0%

Changing topics....

53. In general, how informed do you feel about decisions made by the School Board and Administration -- very informed, somewhat informed, not too informed, or not at all informed? VERY INFORMED.....18%
 SOMEWHAT INFORMED.....48%
 NOT TOO INFORMED.....26%
 NOT AT ALL INFORMED.....8%
 DON'T KNOW/REFUSED.....1%

54. What do you consider to be the most credible sources of information about the Winona Area Public School District?

DISTRICT NEWSLETTER, 24%; E-NEWSLETTER, 2%; E-MAIL, 4%;
 DISTRICT WEBSITE, 17%; LOCAL NEWSPAPER, 24%; SOCIAL MEDIA, 6%;
 WORD OF MOUTH, 17%; ON-LINE NEWSPAPERS, 2%; NOTHING, 3%;
 SCATTERED, 2%.

55.	What is the most effective way for you to receive information about the Winona Area School District -- mailed newsletter, electronic newsletter, e-mail, School District web-site, local newspaper, social media, such as Facebook or Twitter, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	DON'T KNOW/REFUSED.....2% MAILED NEWSLETTER.....29% ELECTRONIC NEWSLETTER....2% E-MAIL.....7% DISTRICT WEBSITE.....16% LOCAL NEWSPAPER.....24% SOCIAL MEDIA.....9% WORD OF MOUTH.....8% SCATTERED.....3%
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Now, just a few more questions for demographic purposes....

The Winona Area Public Schools offers a wide variety of community education programs. These include adult education classes, early childhood family education, pre-school programs, after-school and summer recreation opportunities, and others.

56.	During the past year, have you or any members of your household used any of the community education programs offered by the School District?	YES.....22% NO.....76% DON'T KNOW/REFUSED.....2%
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IF "NO," ASK: (N=304)

57.	Have you or any members of your household used any of the community education programs offered by the School District anytime in the past?	YES.....22% NO.....76% DON'T KNOW/REFUSED.....1%
58.	Which of the following ranges contains your age? Please stop me when I reach the correct one.	18-24.....9% 25-34.....15% 35-44.....21% 45-54.....17% 55-64.....18% 65 AND OVER.....21% REFUSED.....0%
59.	What is the highest level of formal education you completed?	LESS THAN HS GRAD.....3% HIGH SCHOOL GRAD.....24% VO-TECH SCH/TCH COLL...15% SOME COLLEGE.....19% COLLEGE GRADUATE.....36% POST-GRADUATE.....4% REFUSED.....0%

60. Are there pre-schoolers in this household? YES.....14%
 NO.....85%
 REFUSED.....1%

61. Are there school-aged children in this household? (IF "YES," ASK:) NO.....71%
 Do they attend public schools in this district, public schools in another district, parochial or private schools, charter schools, or home school? YES/WINONA SD.....23%
 YES/OTHER PUBLIC.....3%
 YES/PAROCHIAL-PRIVATE...3%
 YES/CHARTER SCHOOLS.....0%
 YES/HOME SCHOOL.....0%
 COMBINATION (VOL).....0%
 REFUSED.....0%

IF RESPONSES #3-#6, ASK: (N=24)

62. Why doesn't your child attend the Winona Area Public Schools?

POOR CURRICULUM, 33%; LOW ACADEMIC STANDARDS, 42%;
 LACK OF PROGRAMS, 4%; LOCATION, 8%; LOW RANKINGS, 8%;
 POOR DISCIPLINE, 4%.

IF "NO," ASK: (N=284)

63. Have you ever had children in the Winona Area Public Schools? YES.....43%
 NO.....57%
 DON'T KNOW/REFUSED.....0%

64. Do you own or rent your present residence? (IF "OWN," ASK:) Which of the following categories contains the approximate value of your residential property -- under \$100,000, \$100,000-\$150,000, \$150,000-\$200,000, \$200,000-\$250,000, or over \$250,000? RENT.....20%
 OWN/UNDER \$100,000.....11%
 OWN/\$100K-\$150K.....23%
 OWN/\$150K-\$200K.....24%
 OWN/\$200K-\$250K.....13%
 OWN/OVER \$250,000.....7%
 OWN/UNSURE.....3%
 DON'T KNOW/REFUSED.....0%

65. Which political party do you consider yourself most closely aligned with? REPUBLICAN.....38%
 DEMOCRAT.....42%
 INDEPENDENCE PARTY.....0%
 GREEN PARTY.....0%
 INDEPENDENT (VOL).....20%
 SOMETHING ELSE (VOL)....1%
 DON'T KNOW/REFUSED.....0%

66.	Do you live in the City of Winona, another city, in a rural non-farm area, or on a farm?	WINONA.....67% ANOTHER CITY.....18% RURAL NON-FARM AREA....12% FARM.....3% SOMETHING ELSE (VOL.)...0% DON'T KNOW/REFUSED.....0%
67.	Finally, thinking about your household finances, how would you describe your financial situation, would you say that -- A) Your monthly expenses are exceeding your income; B) You are meeting your monthly expenses but are putting aside little or no savings; C) You are managing comfortably while putting some money aside; D) Managing very well?	STATEMENT A.....4% STATEMENT B.....38% STATEMENT C.....38% STATEMENT D.....20% DON'T KNOW/REFUSED.....1%
68.	Gender	MALE.....50% FEMALE.....50%