

# **South Washington County Schools**

2022 Resident Survey

The Morris Leatherman Company

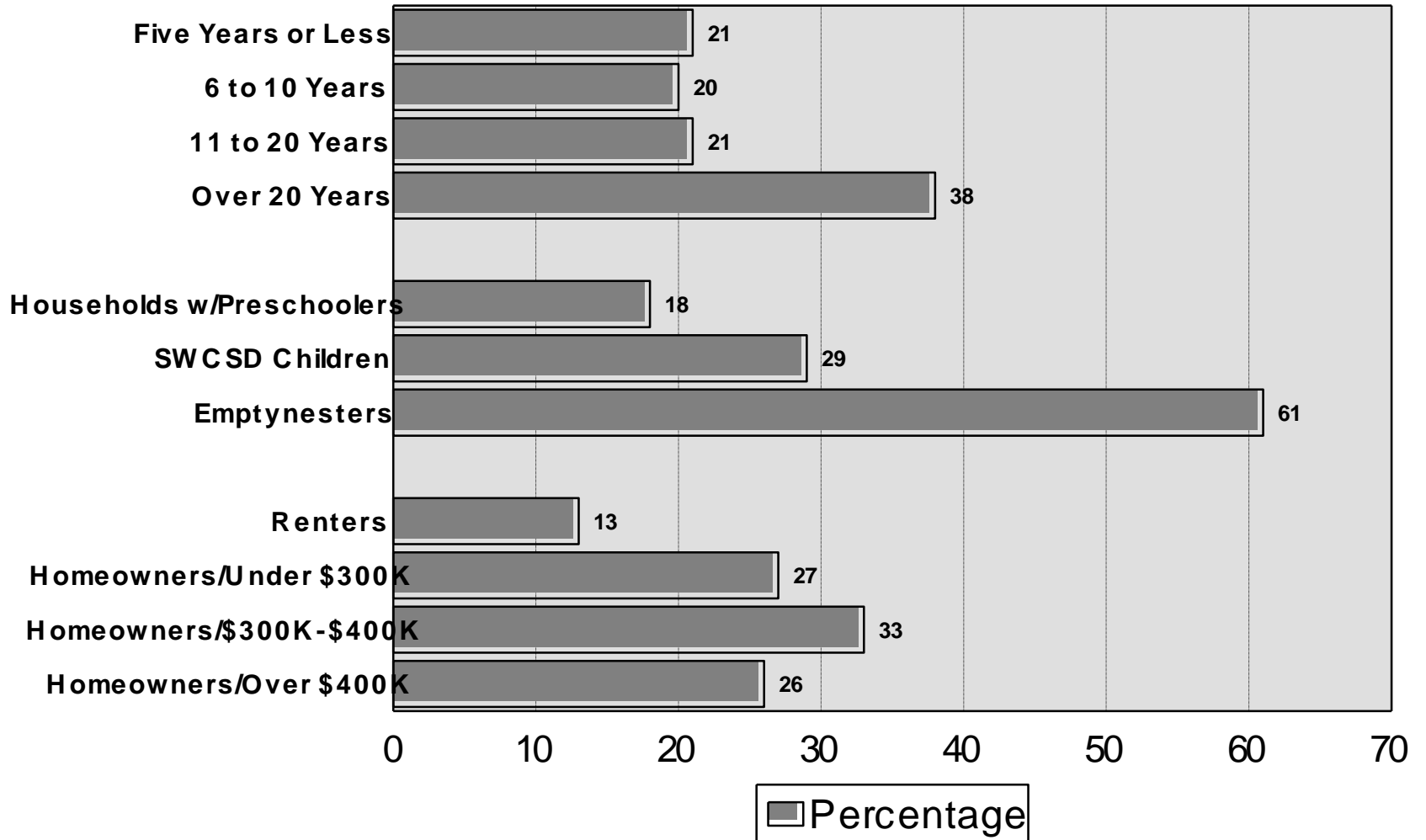
# Survey Methodology

2022 South Washington County Schools

- ① 500 random sample of South Washington County School District households
- ① Telephone interviews conducted between December 1st and 16th, 2022
- ① Average interview time of 14 minutes
- ① Non-response level of 5.0%
- ① Projectable within +/-4.5% in 95 out of 100 cases

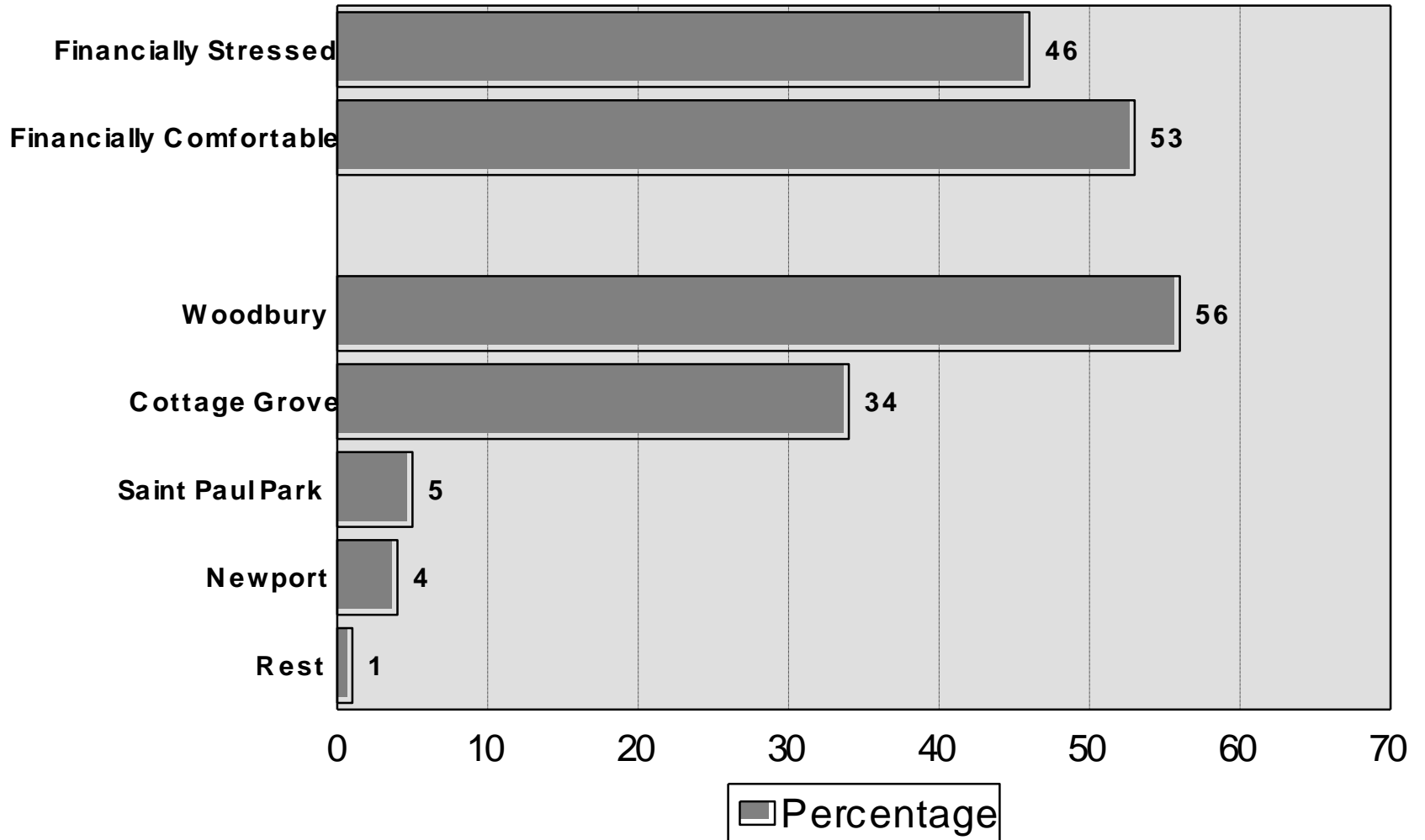
# Demographics I

## 2022 South Washington County Schools



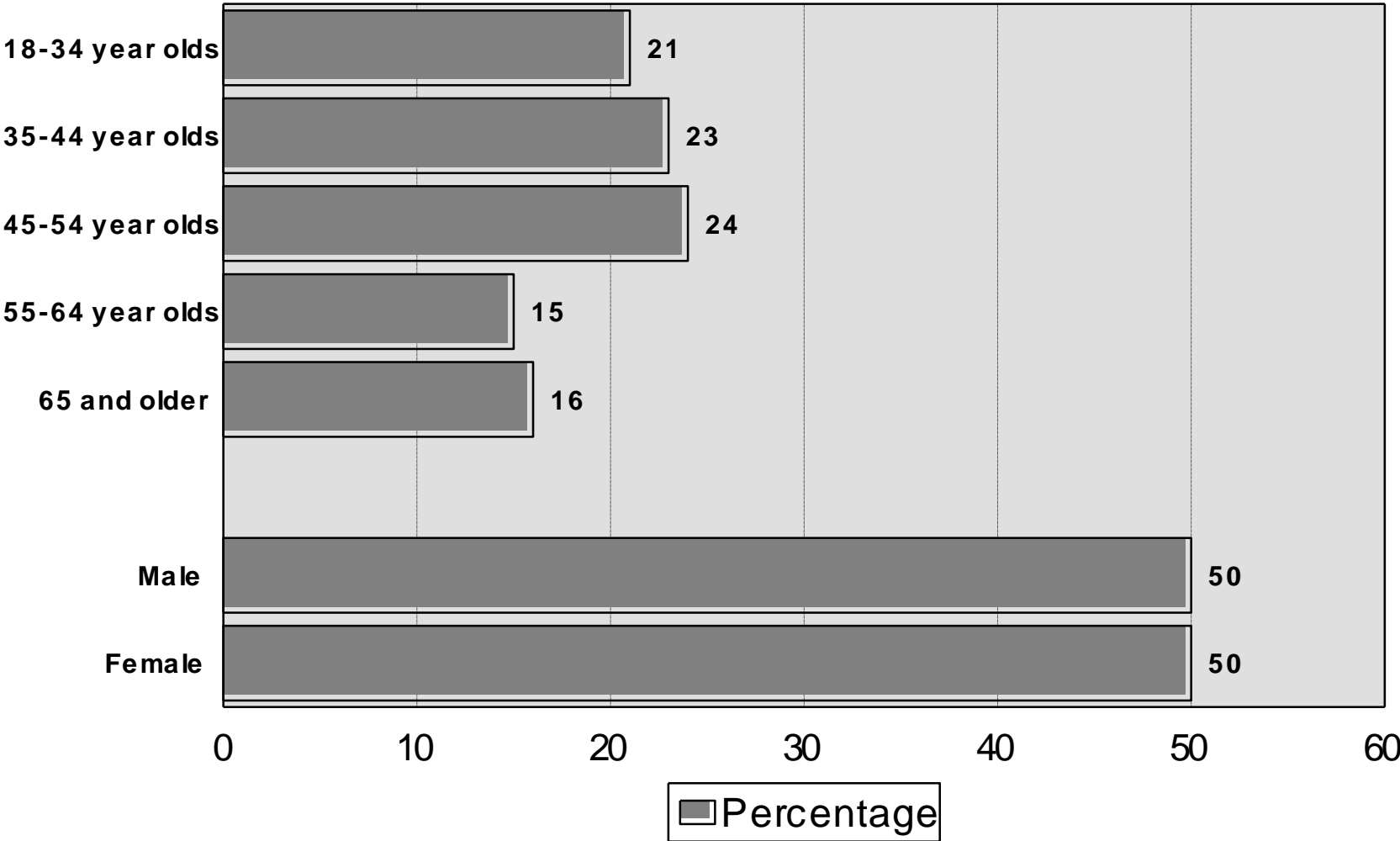
# Demographics II

2022 South Washington County Schools



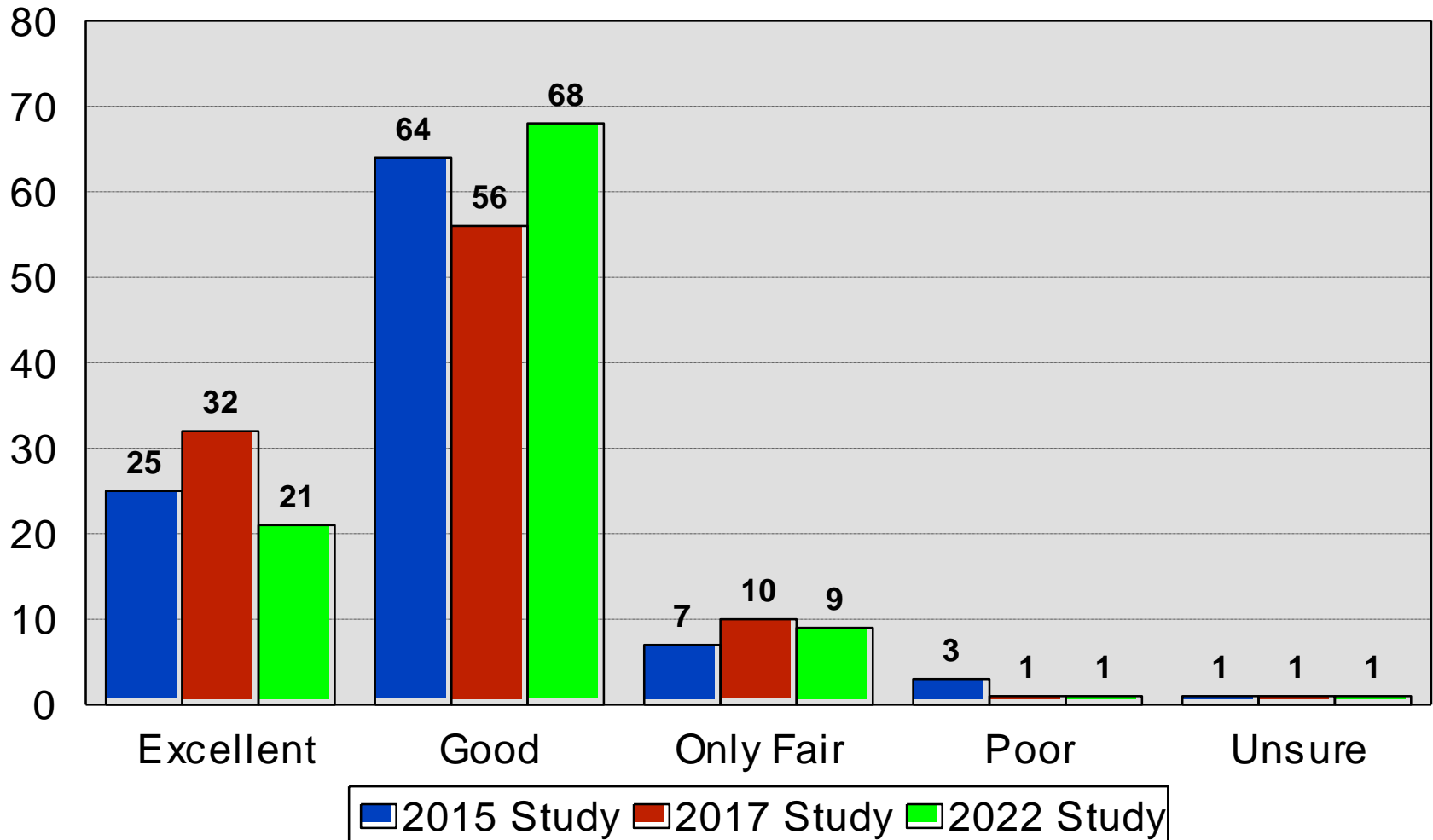
# Demographics III

2022 South Washington County Schools



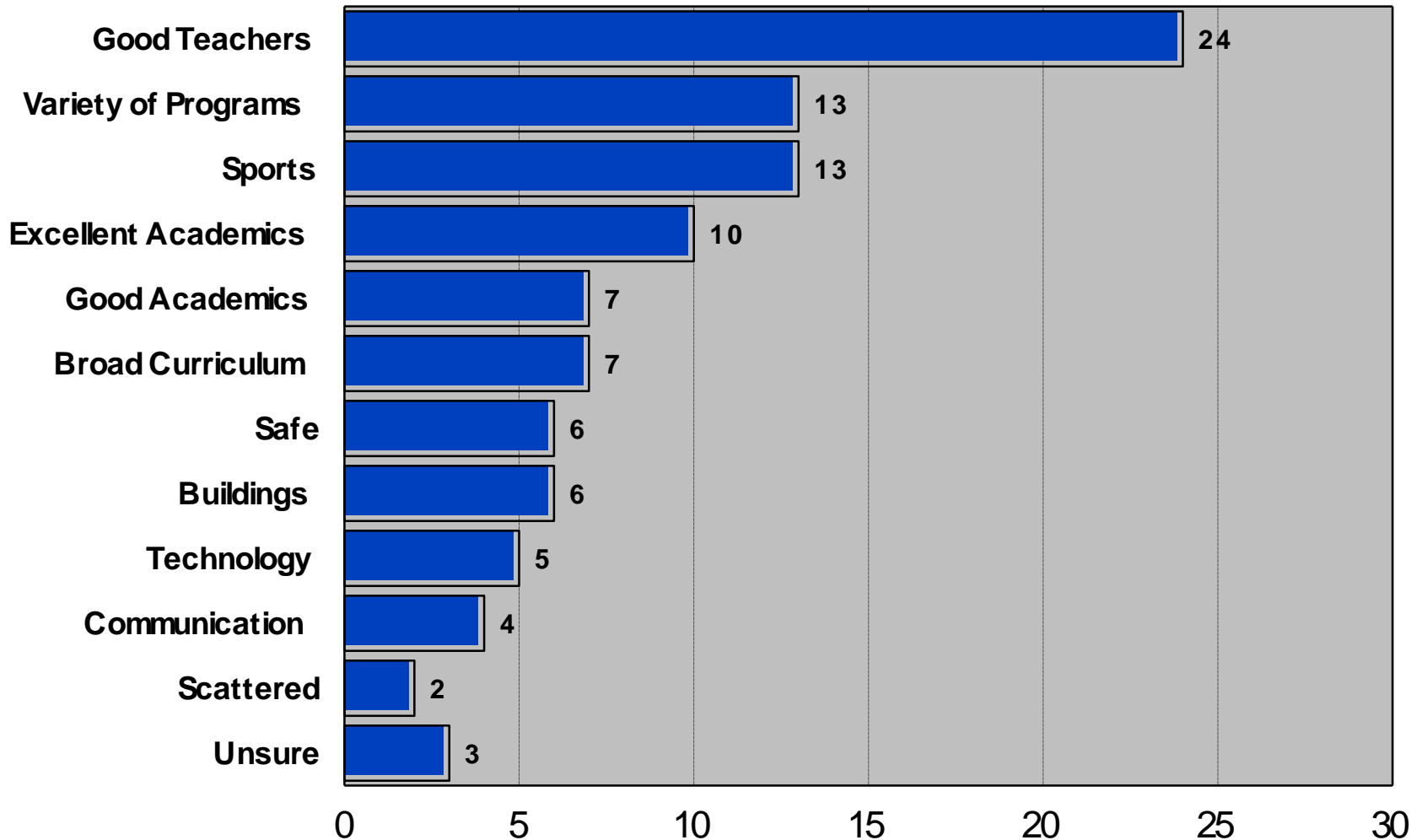
# Quality of Public Schools

2022 South Washington County Schools



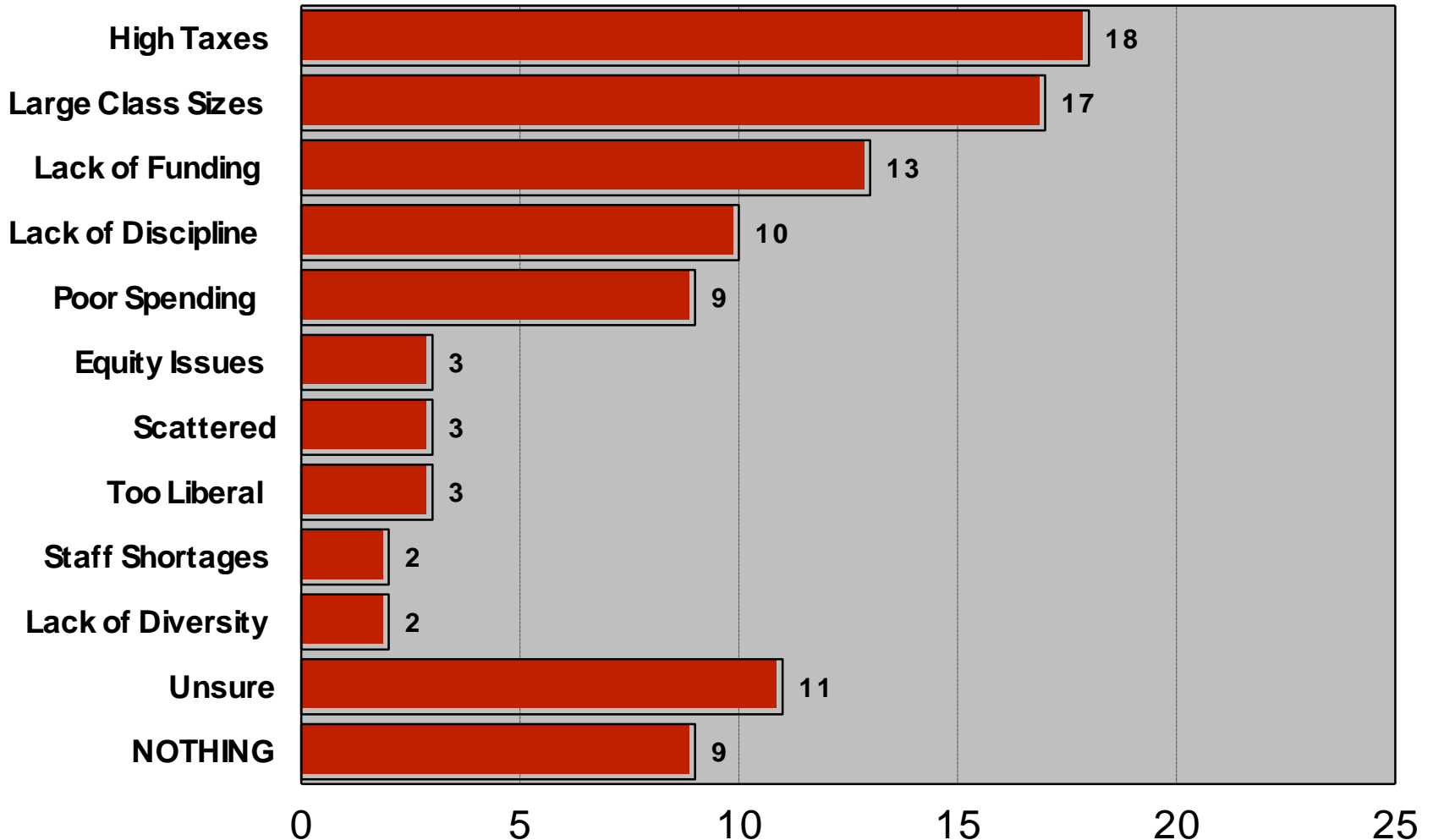
# Like Most about District

2022 South Washington County Schools



# Most Serious Issue

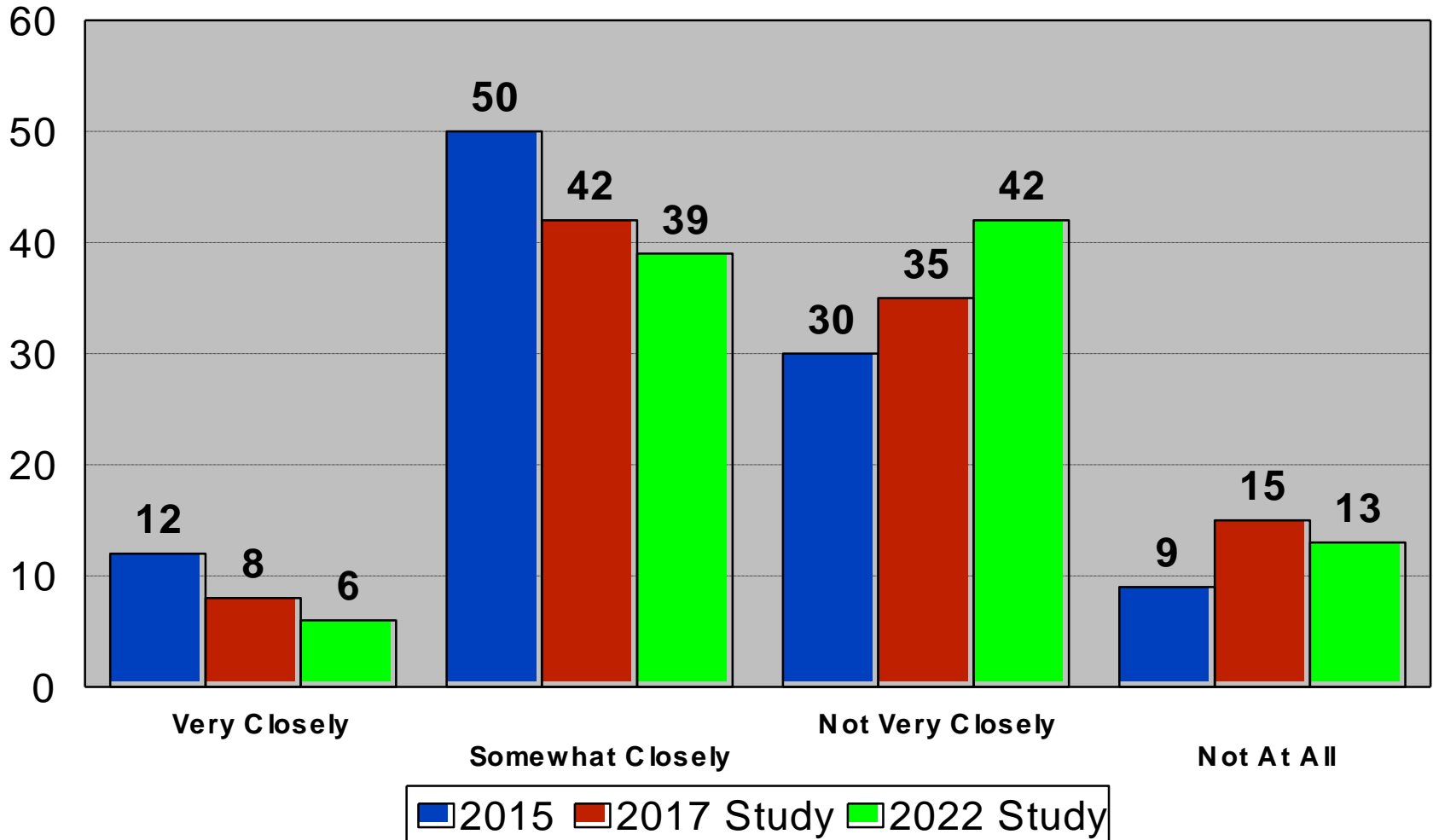
2022 South Washington County Schools





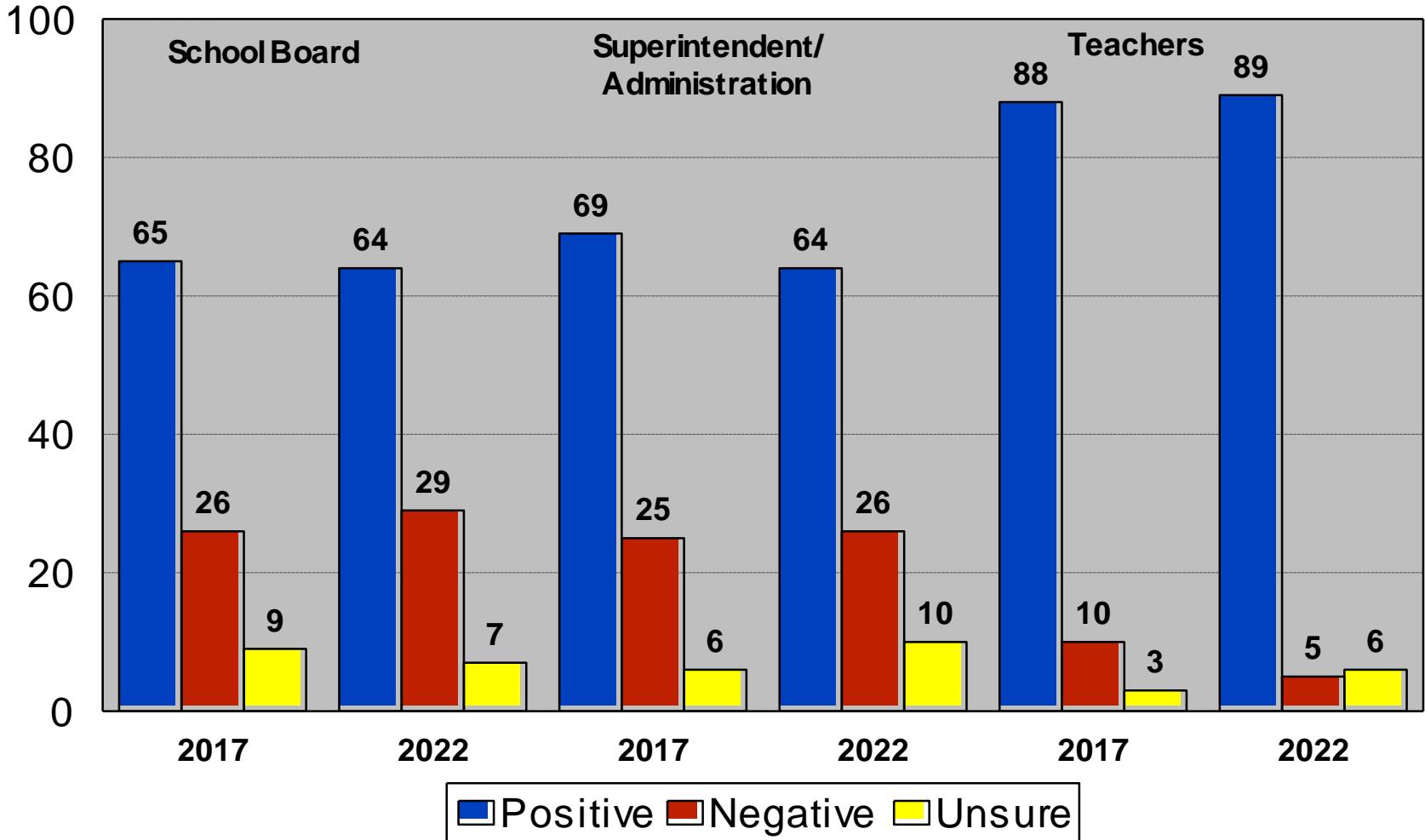
# Following School Board/Administration

## 2022 South Washington County Schools



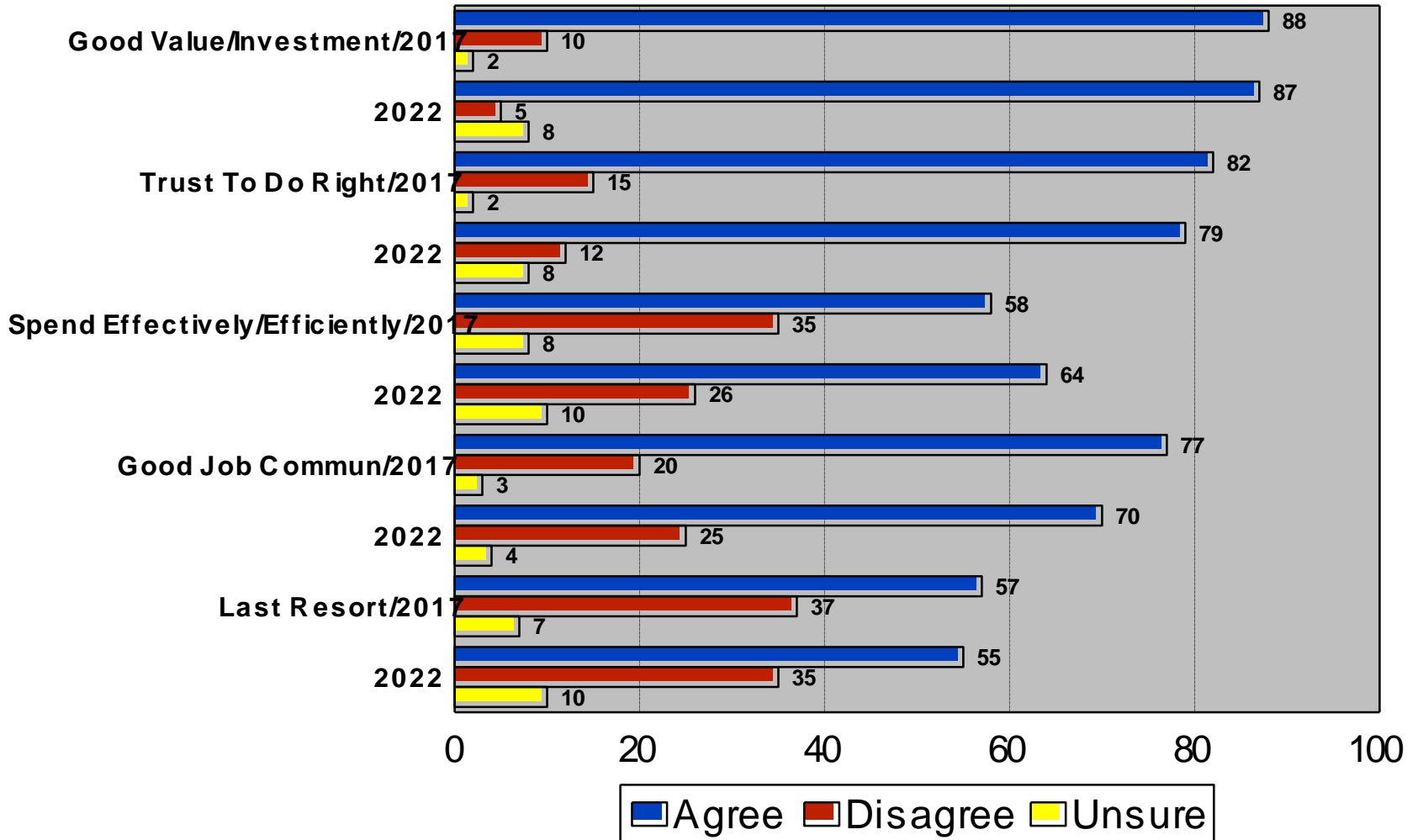
# Job Performance Ratings

2022 South Washington County Schools



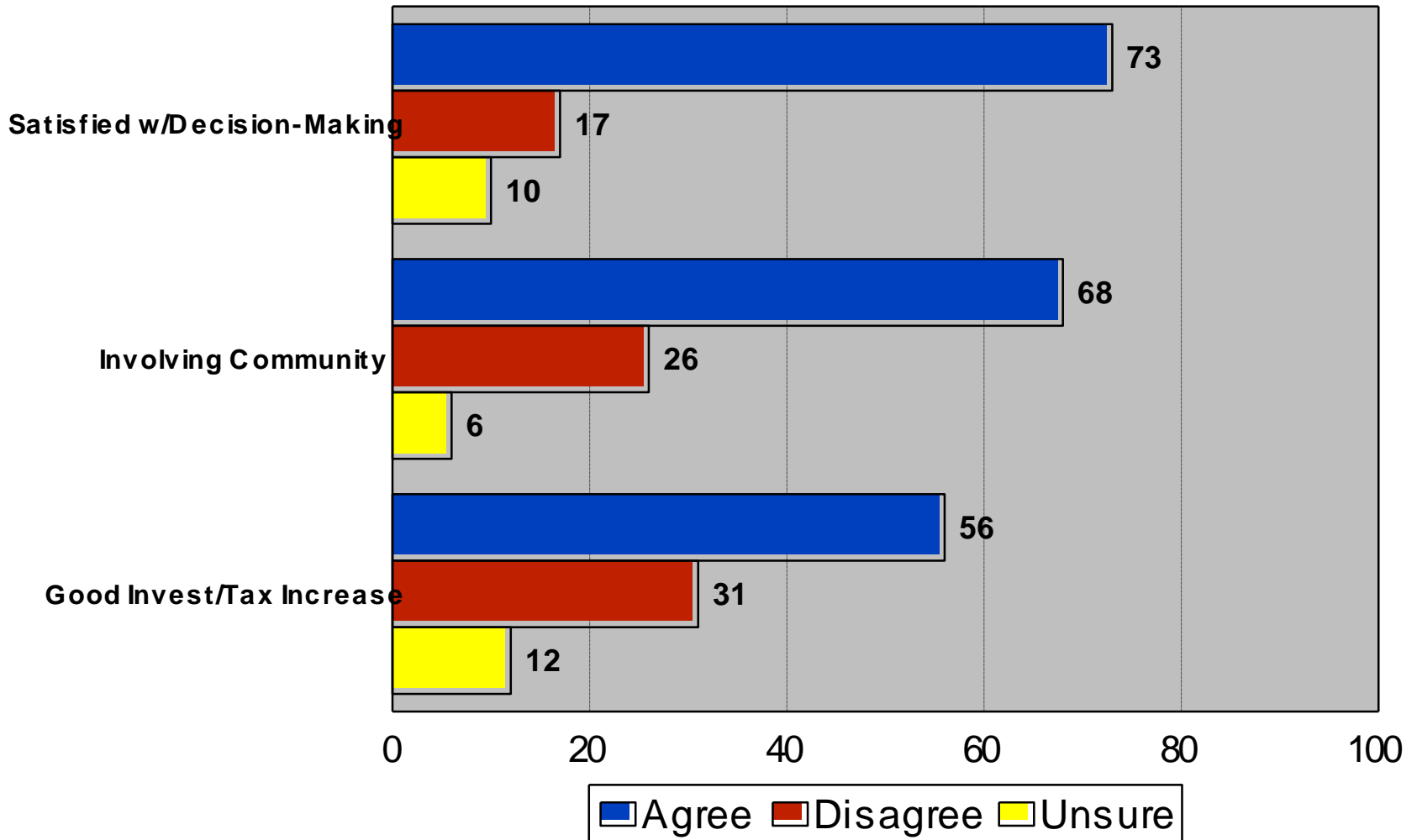
# Specific Perceptions I

2022 South Washington County Schools



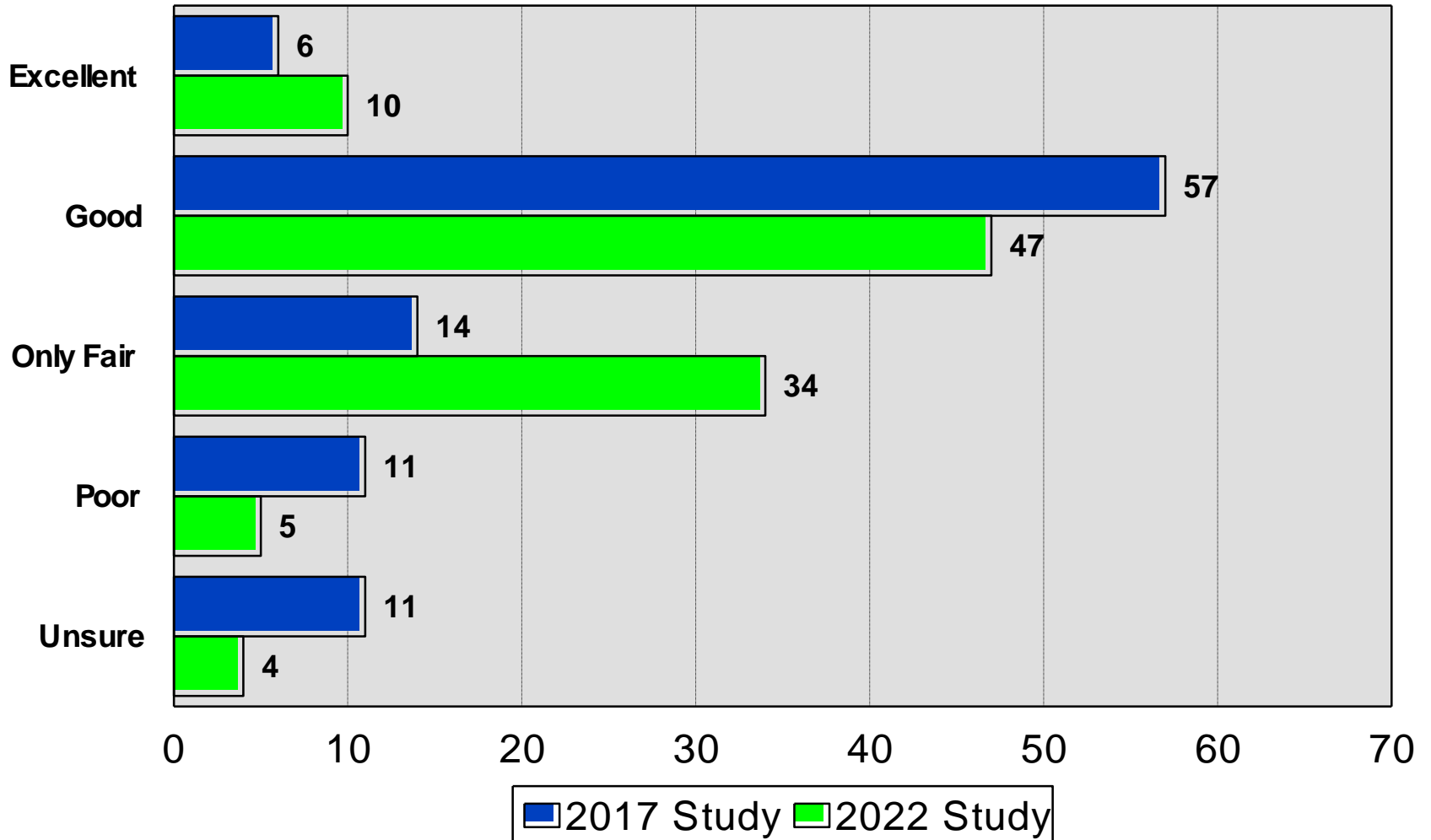
# Specific Perceptions II

2022 South Washington County Schools



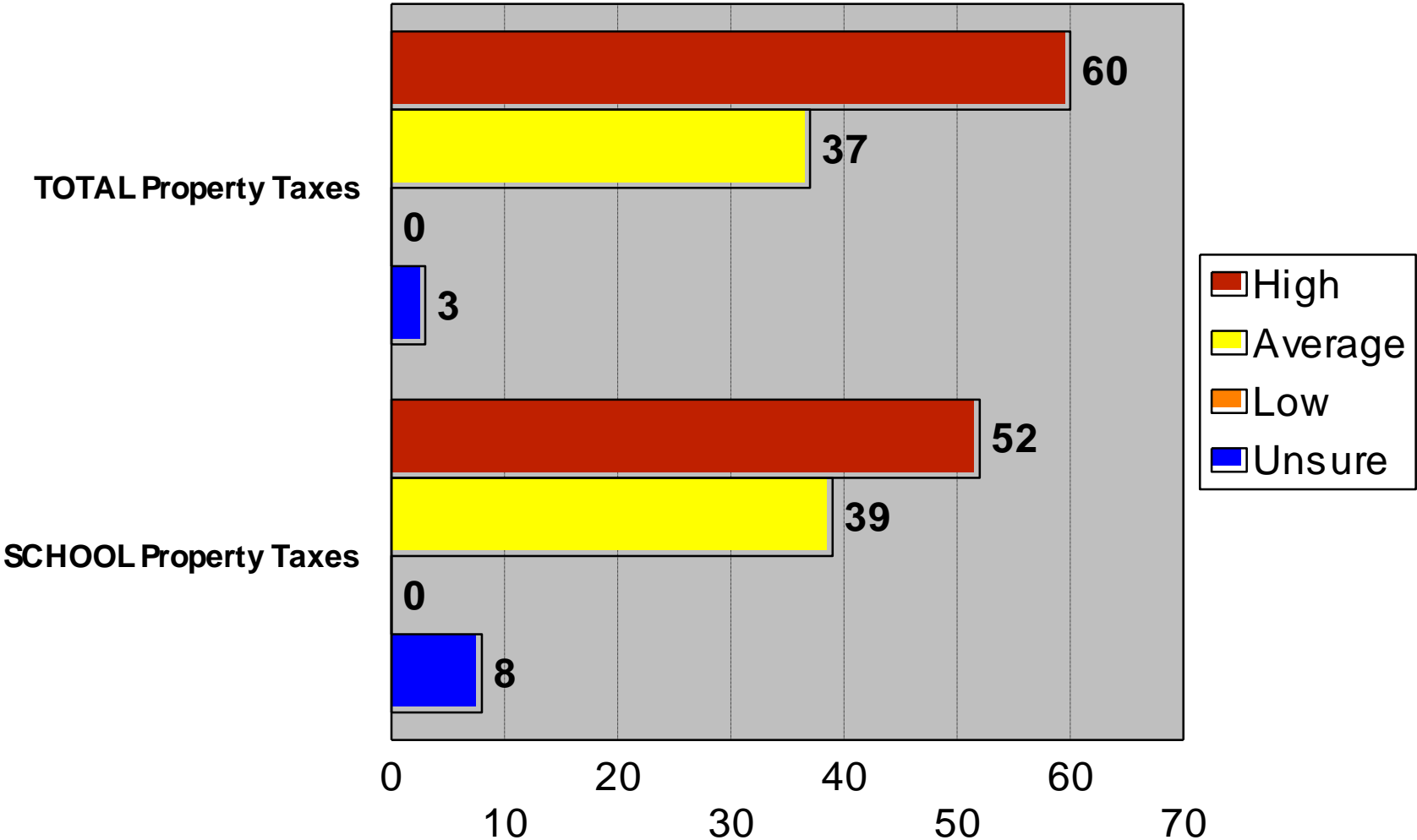
# Financial Management

2022 South Washington County Schools



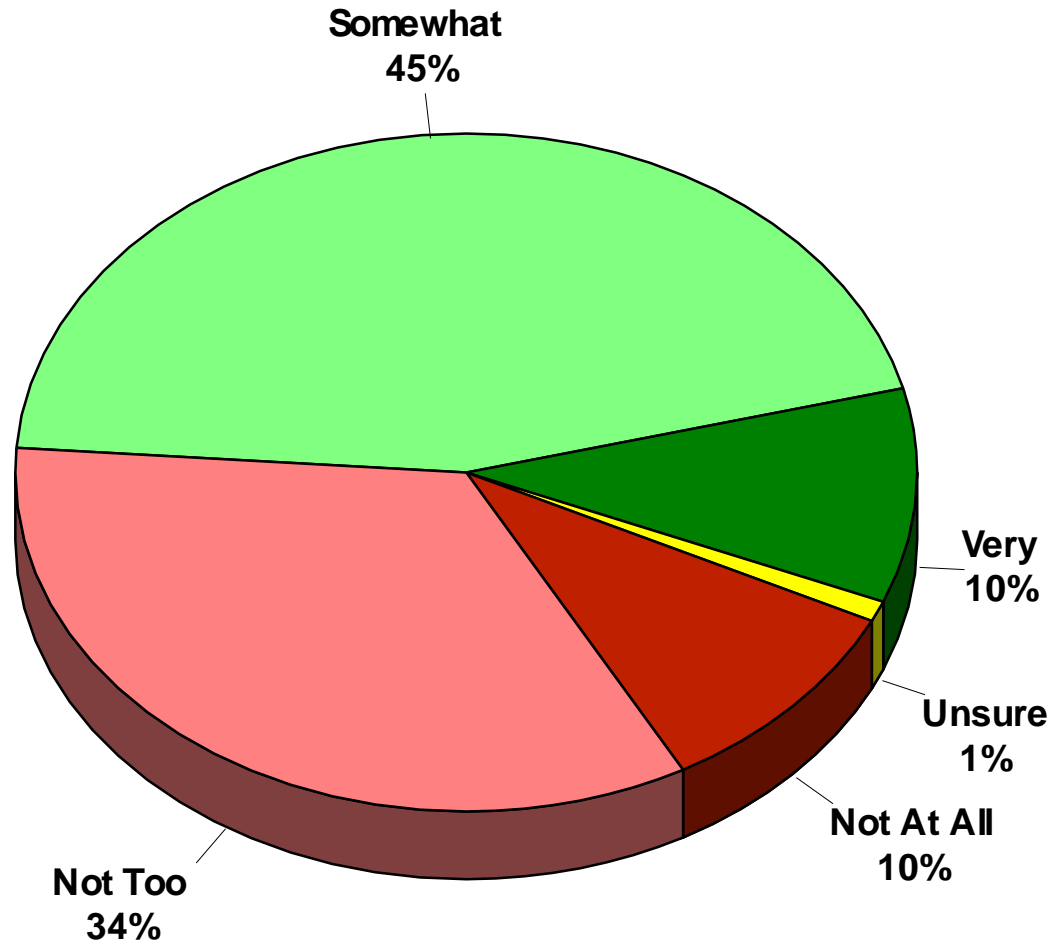
# Comparative Property Taxes

2022 South Washington County Schools



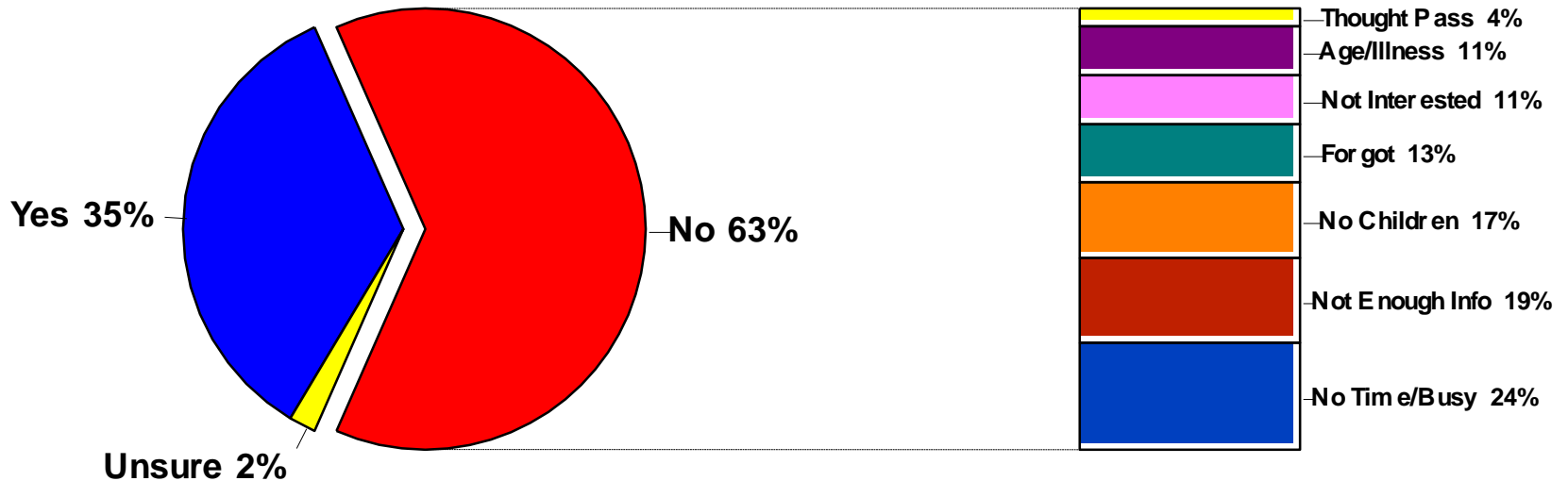
# Informed about Bond Proposal

2022 South Washington County Schools



# August 9th, 2022 Bond Referendum

## 2022 South Washington County Schools

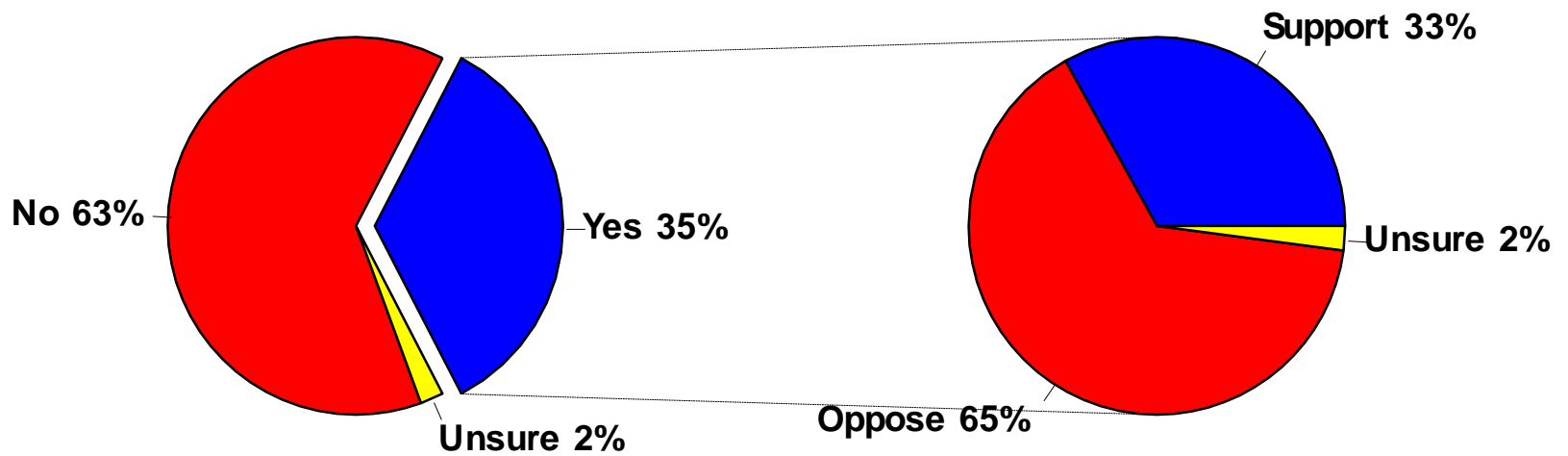


Reason for Not Voting



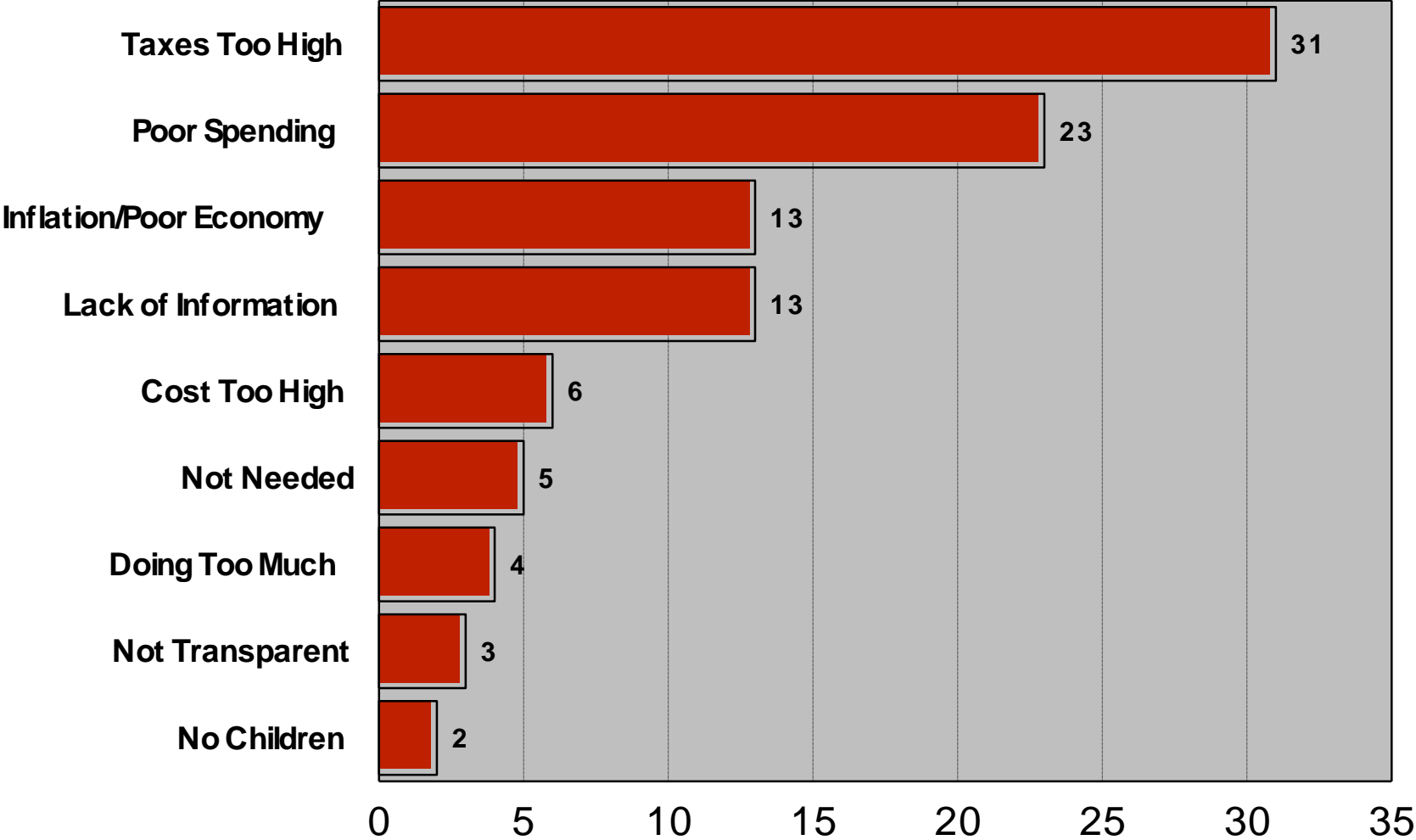
# August 9th, 2022 Bond Referendum

## 2022 South Washington County Schools



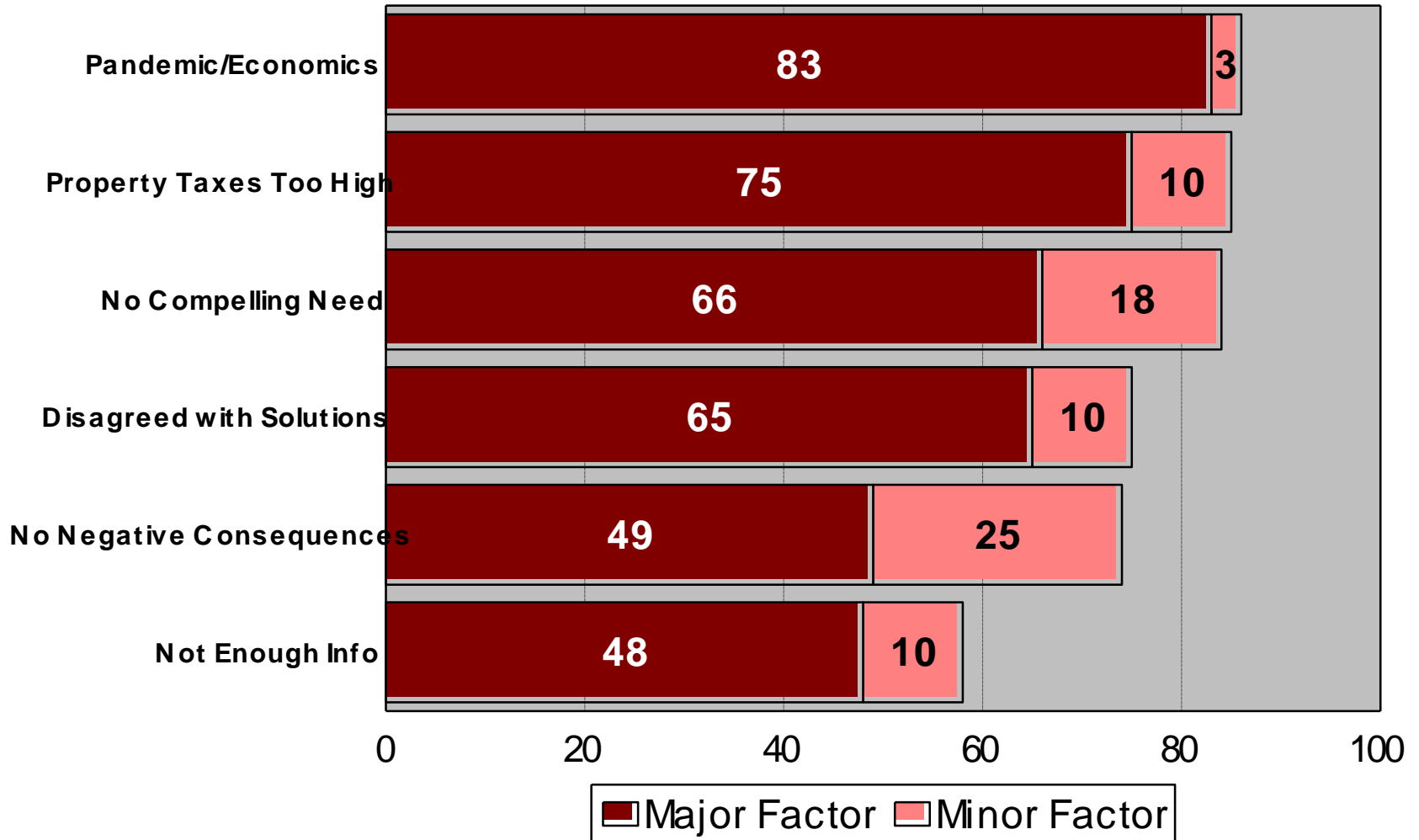
# Major Reason for Opposition

2022 South Washington County Schools



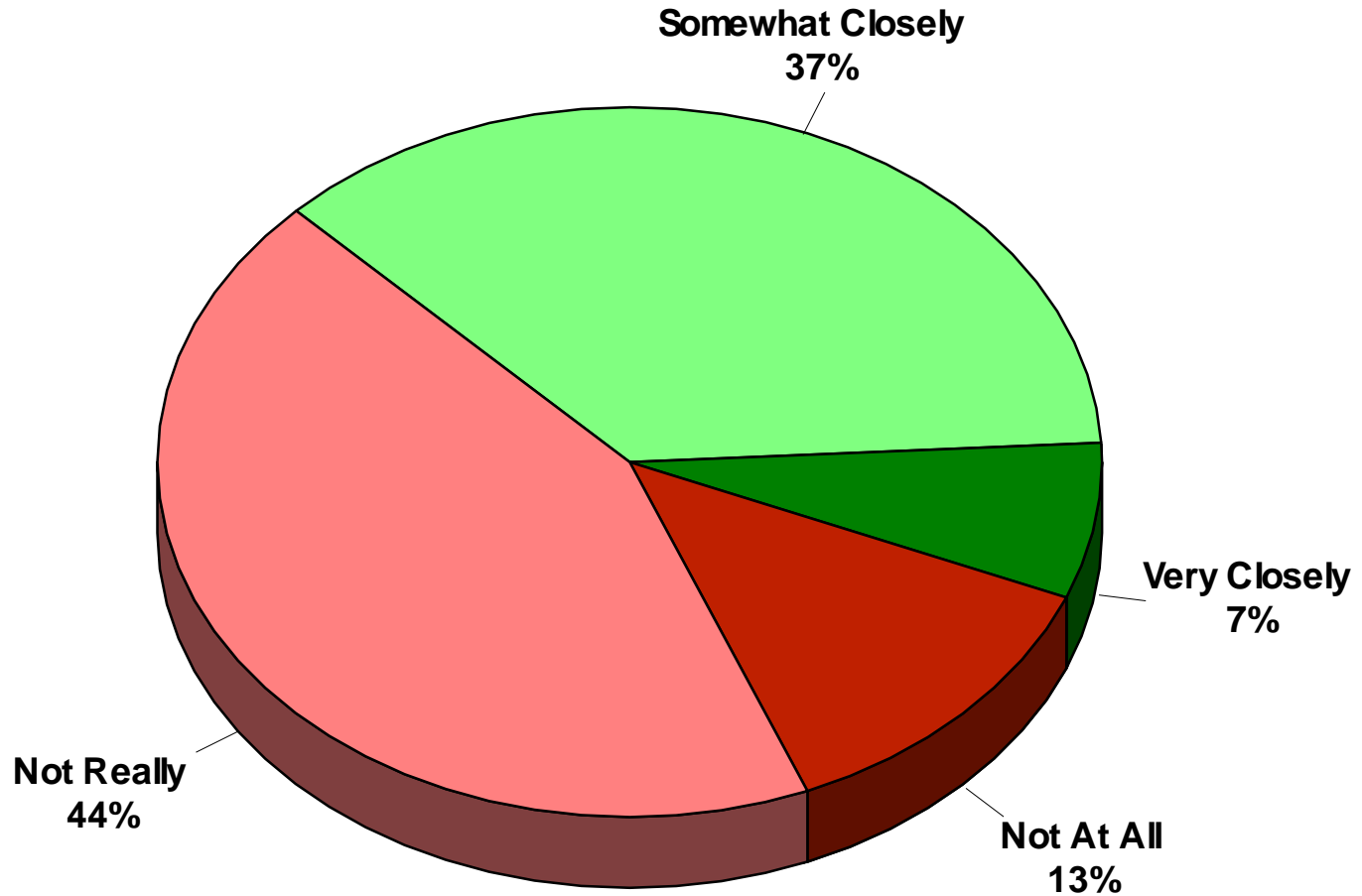
# Factors for Opposition

2022 South Washington County Schools



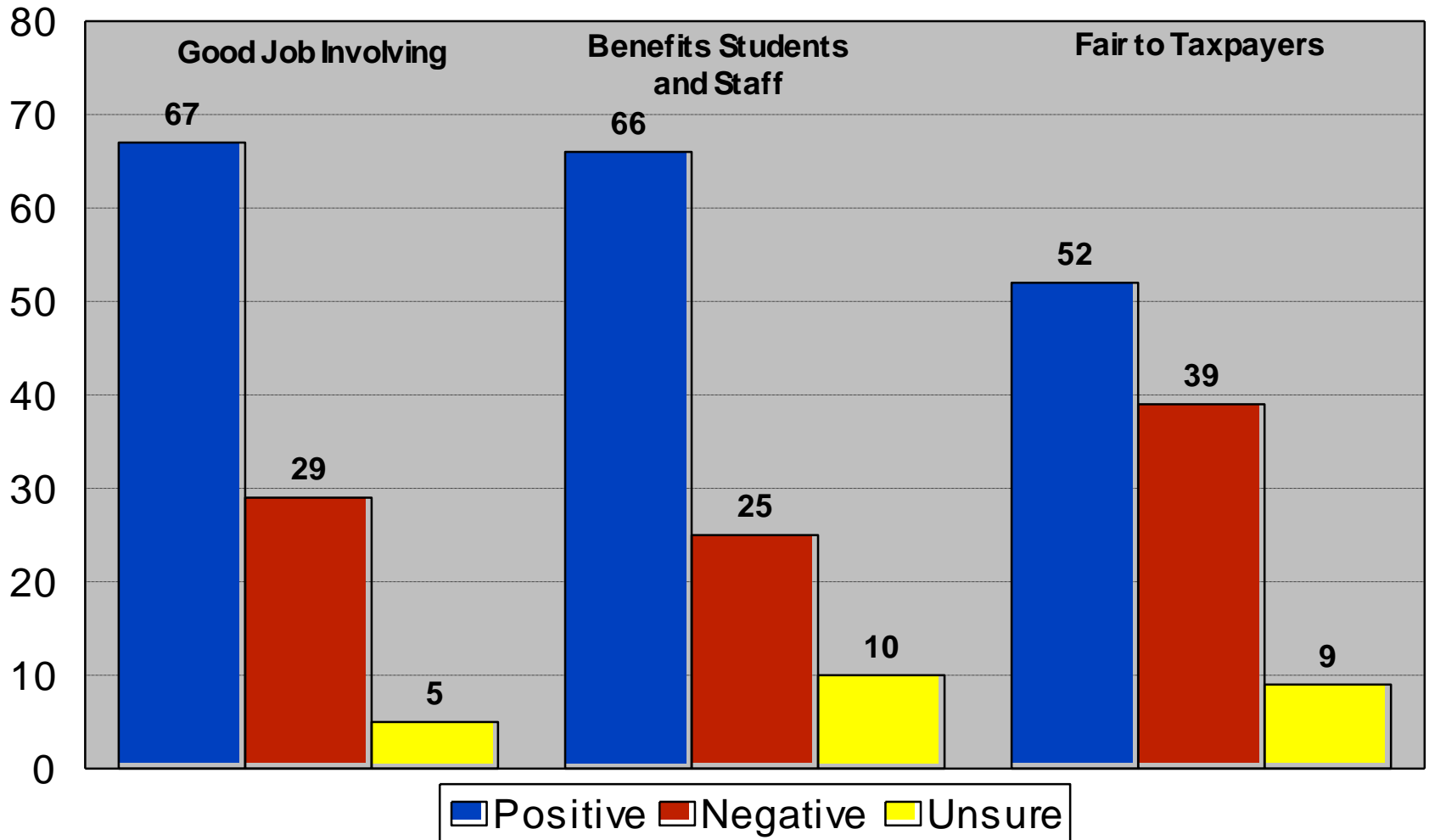
# Following Discussions

2022 South Washington County Schools



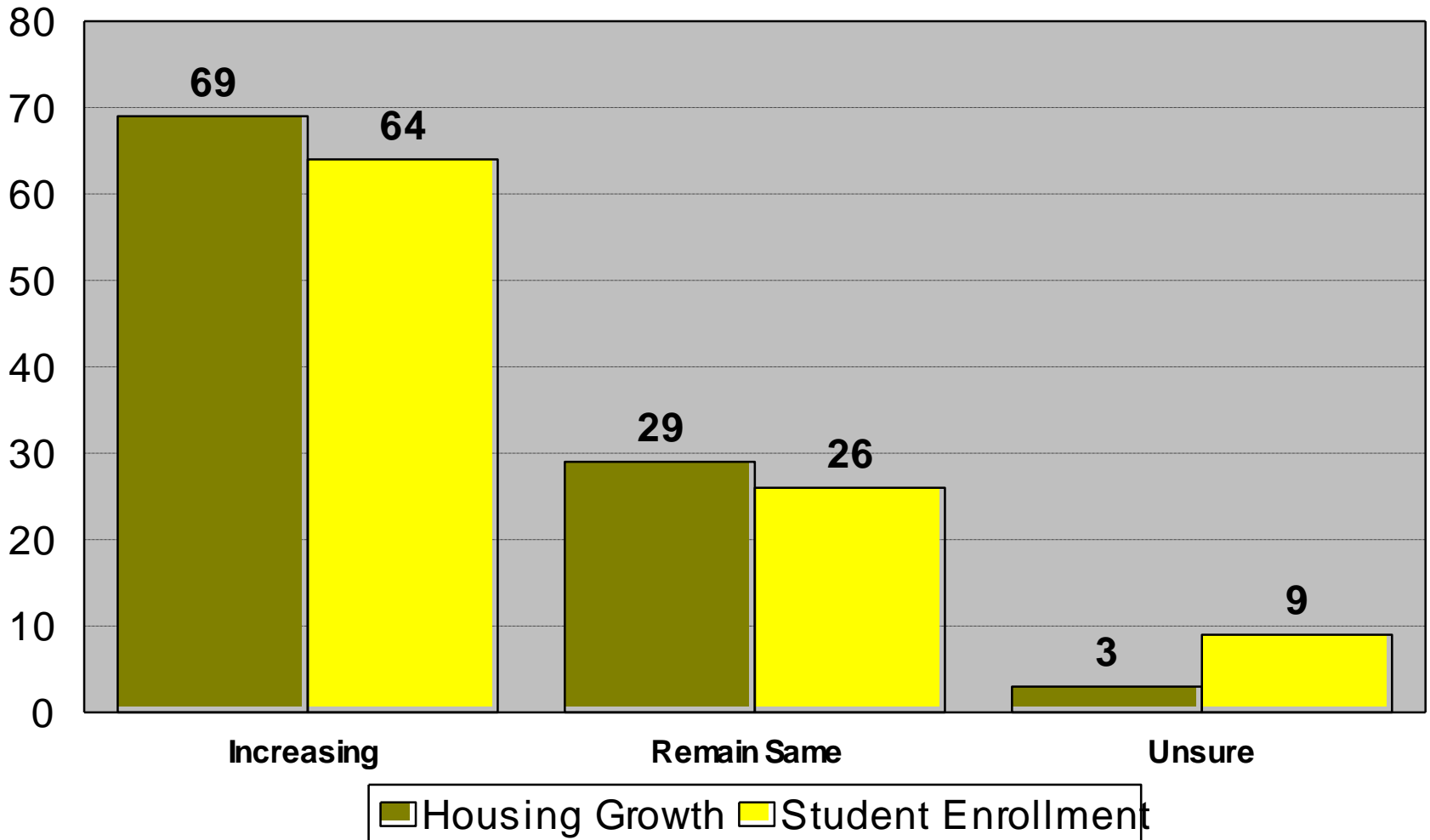
# Discussions....

2022 South Washington County Schools



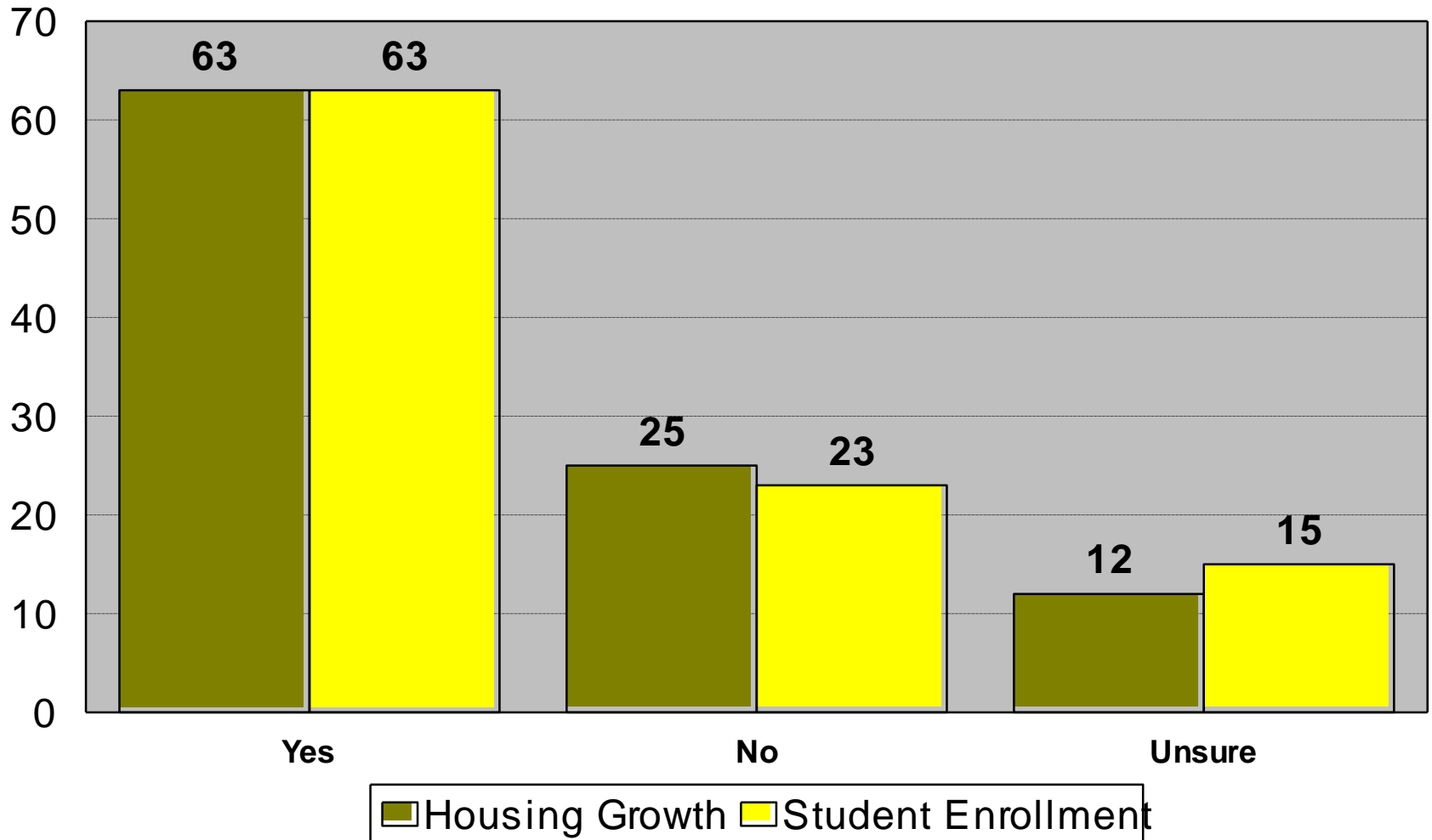
# Past Five Years

2022 South Washington County Schools



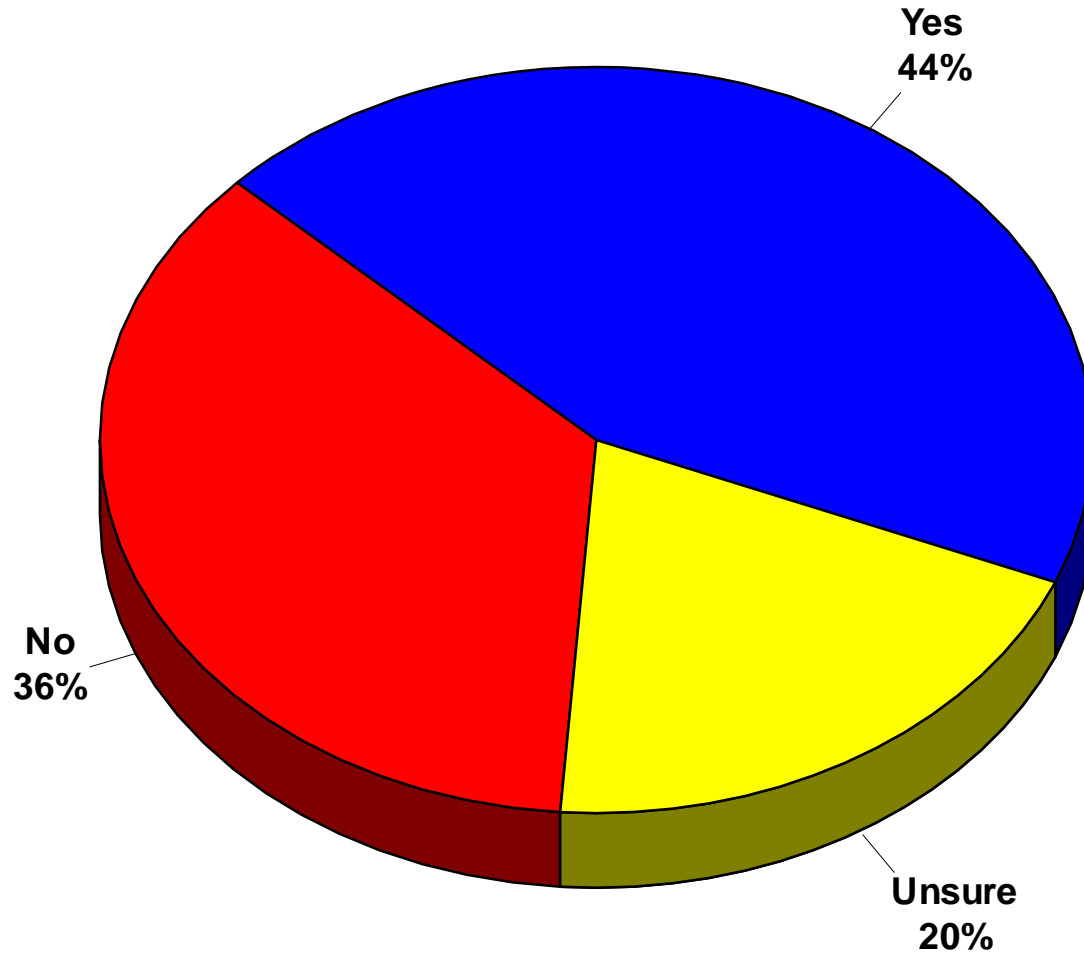
# Next Five Years

2022 South Washington County Schools



# Have Enough Space for Five Years from Now

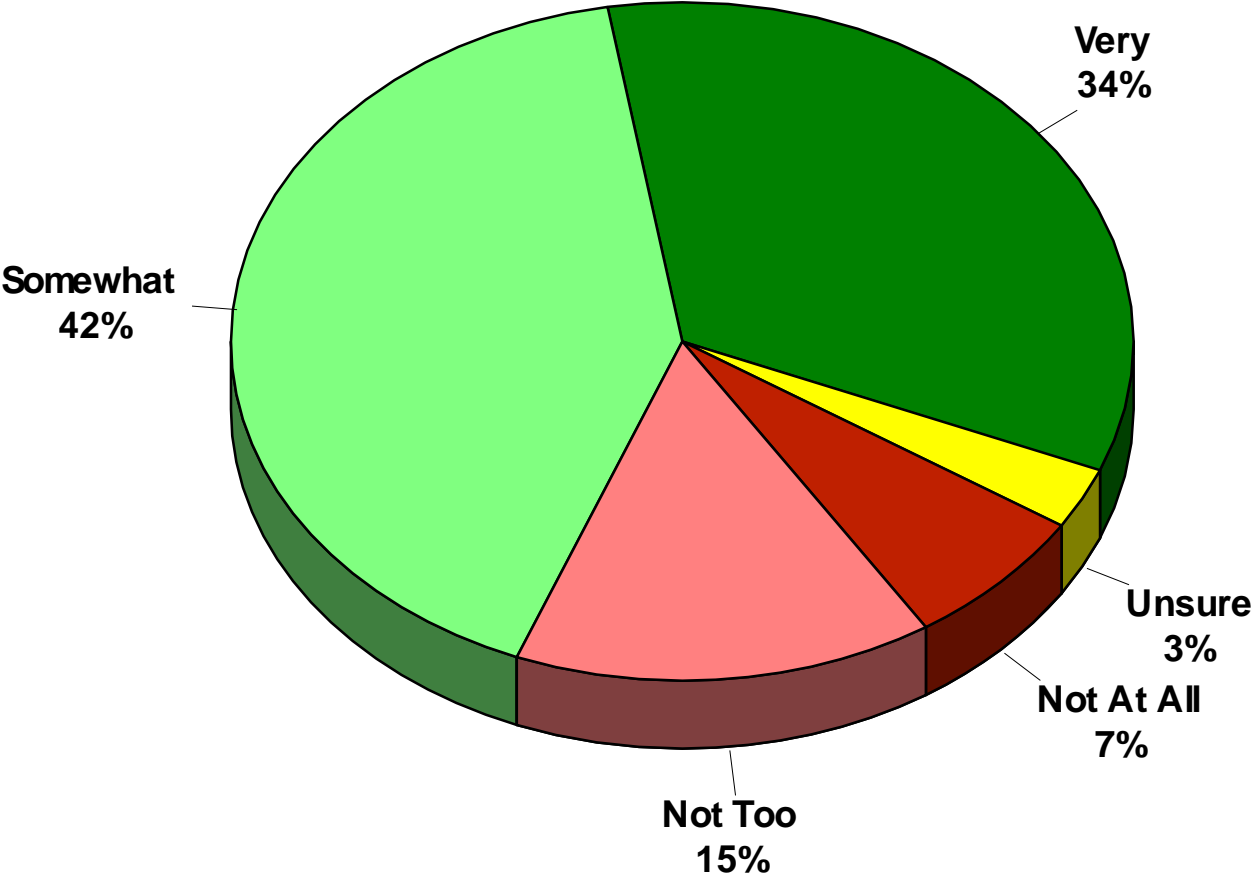
2022 South Washington County Schools





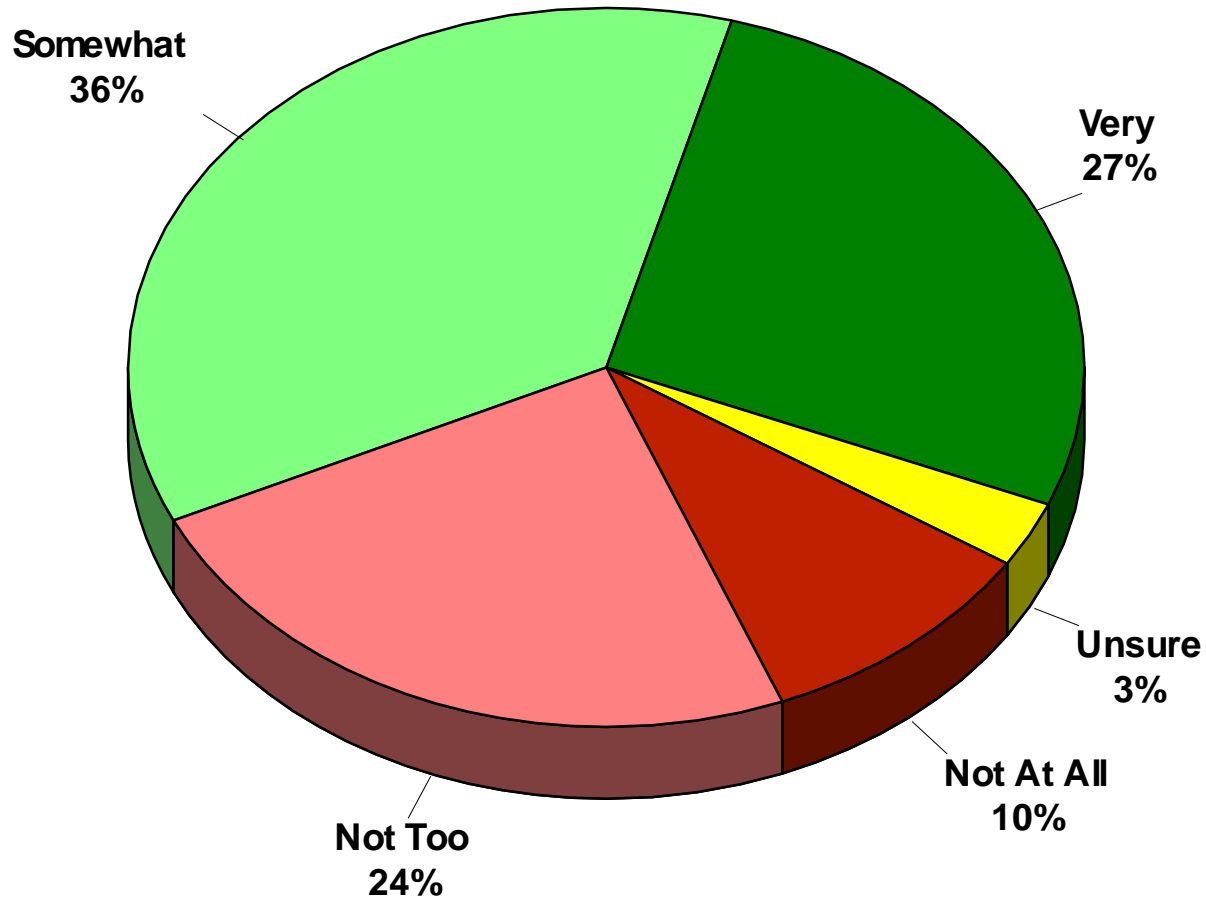
# Important to Limit Boundary Change Impacts

2022 South Washington County Schools



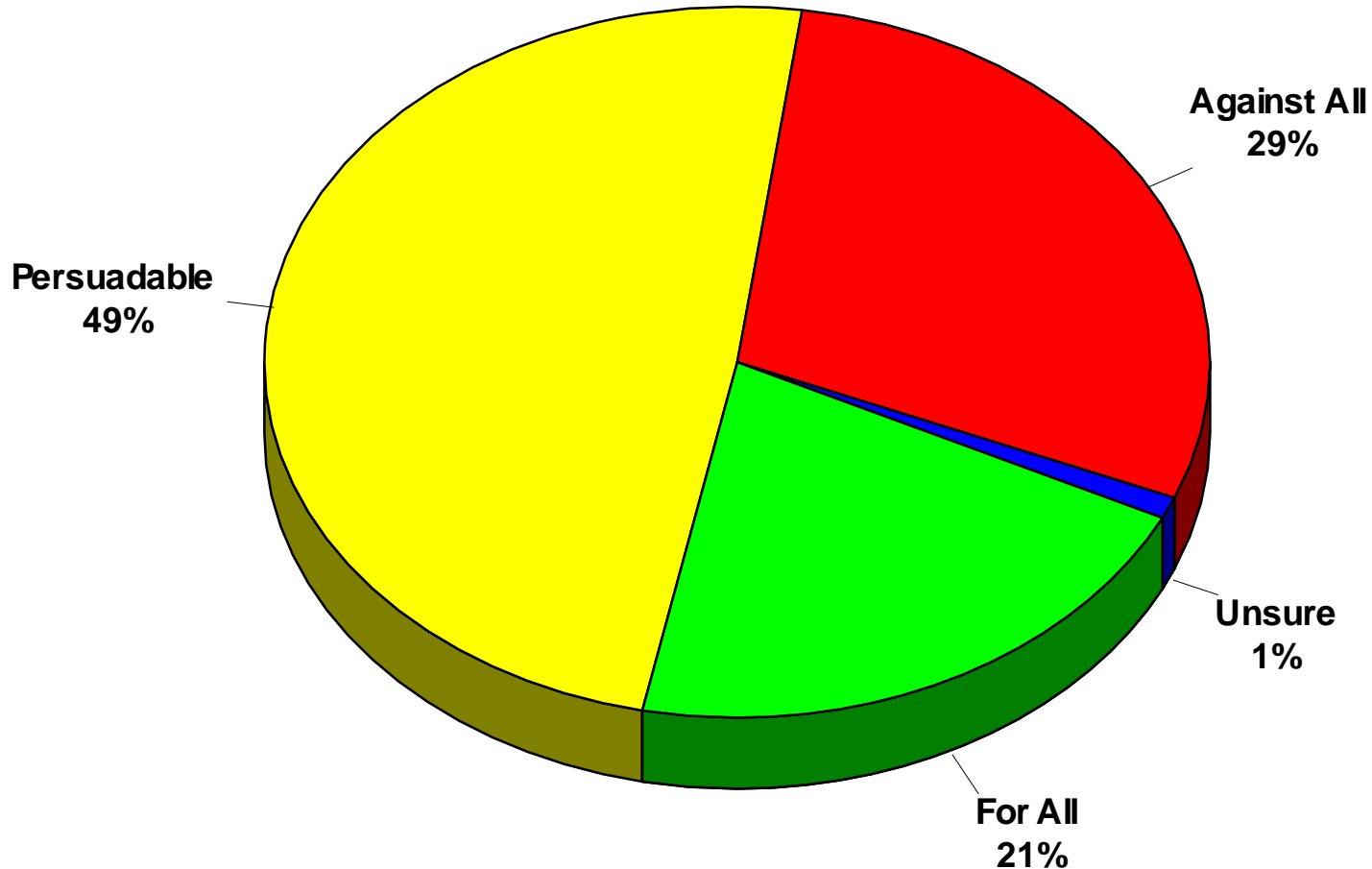
# Attend Elementary School in the City of Residence

2022 South Washington County Schools



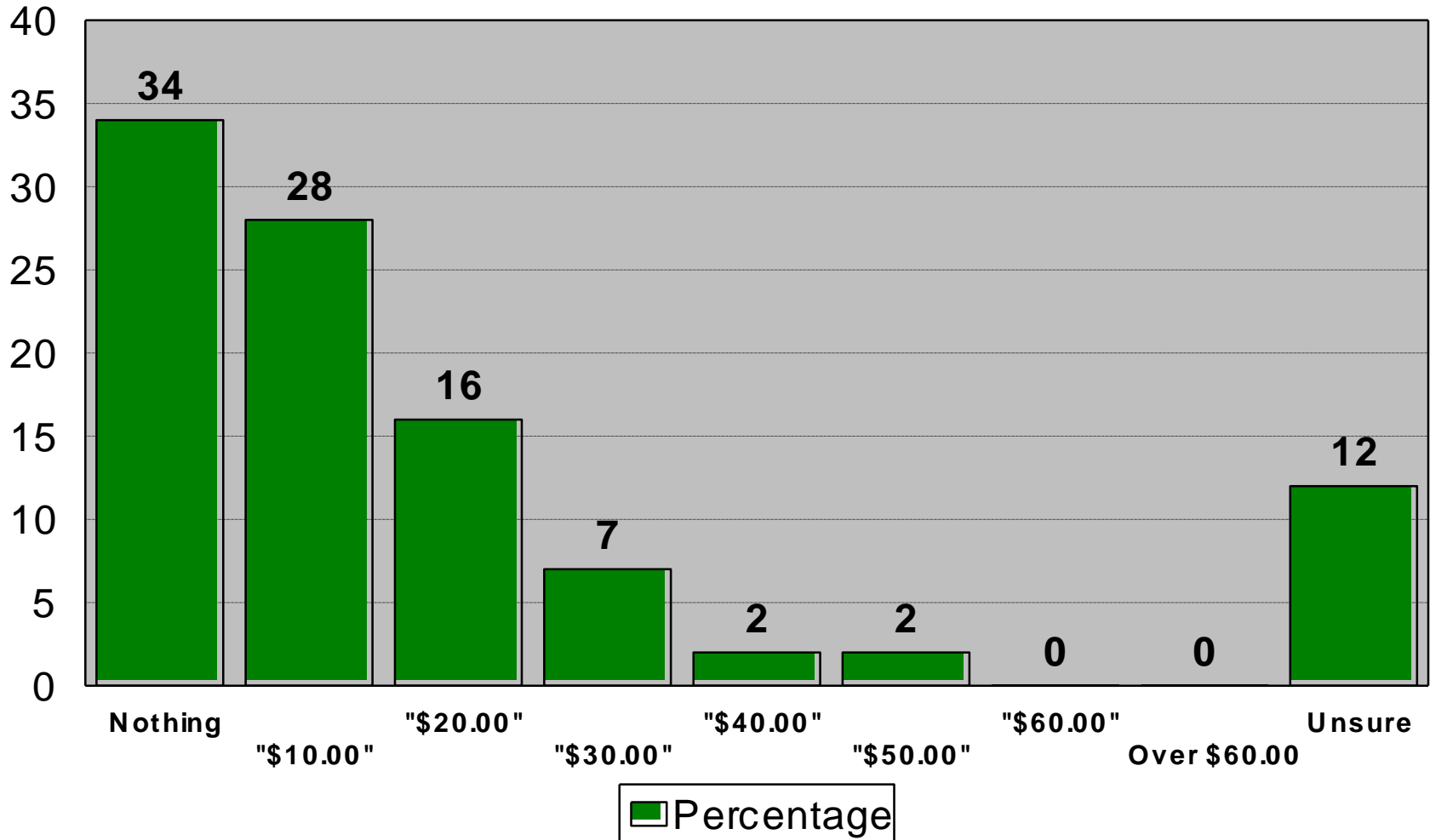
# Referendum Predisposition

2022 South Washington County Schools



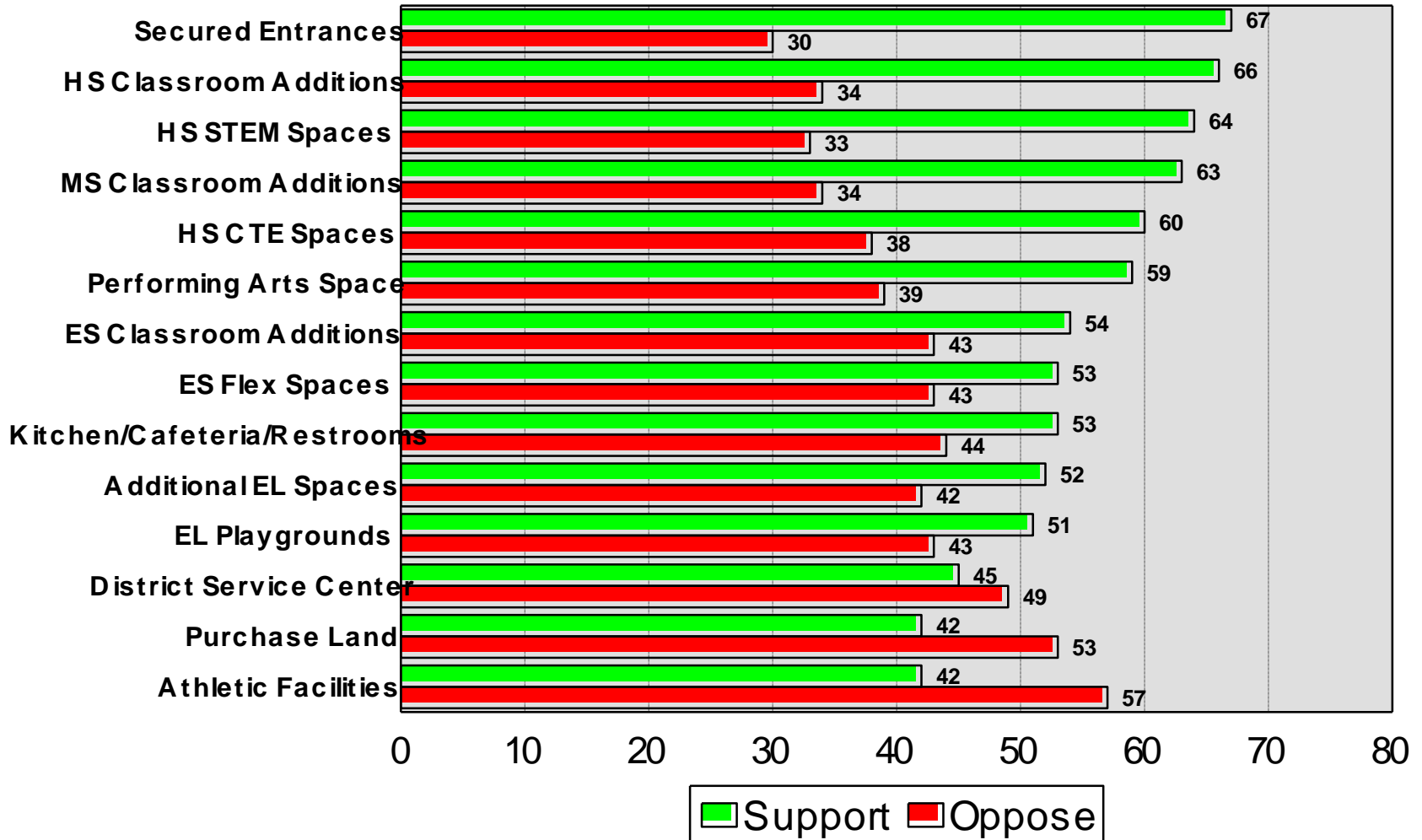
# Property Tax Increase for Bond

2022 South Washington County Schools



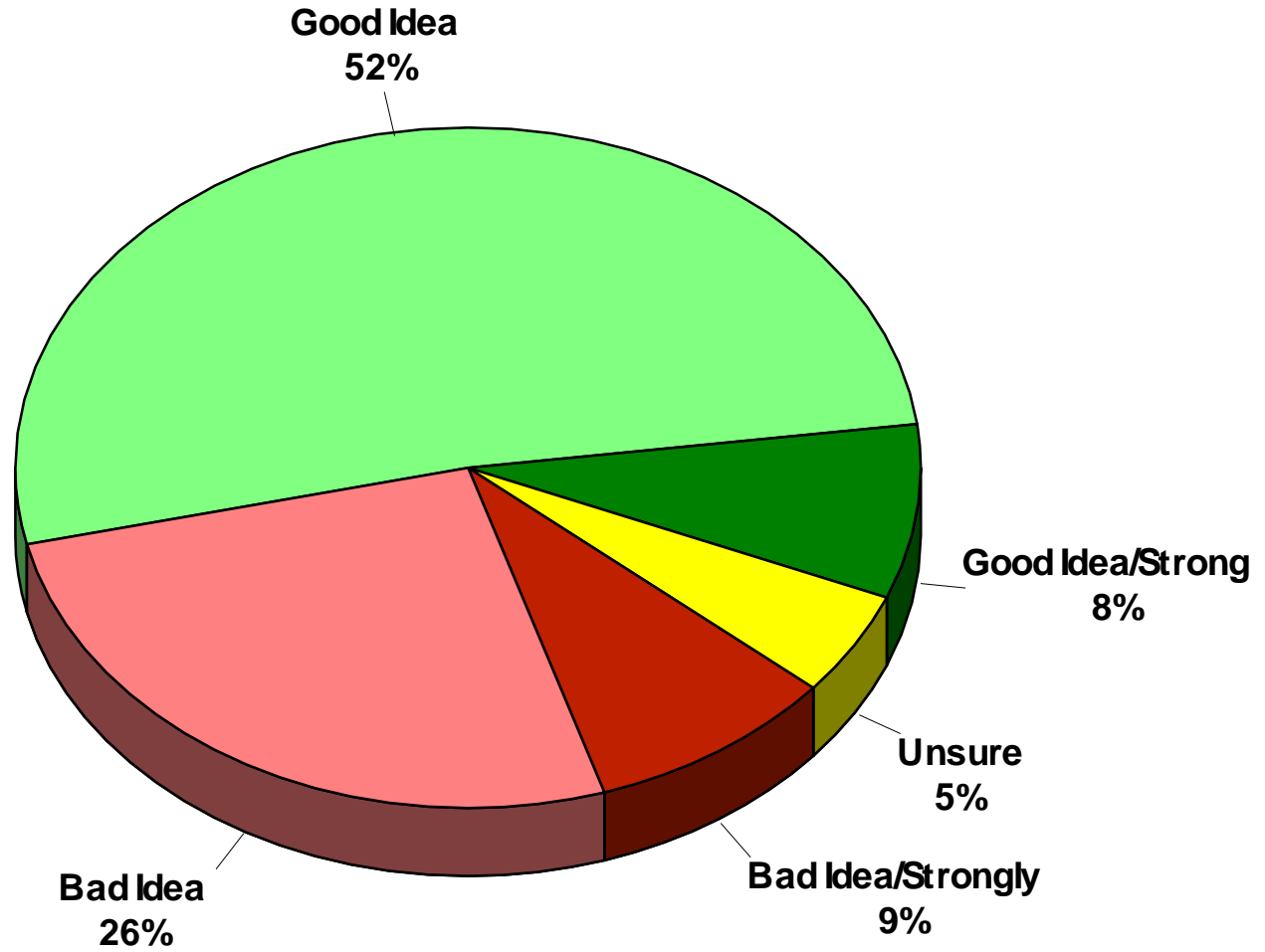
# Property Tax Increase for....

## 2022 South Washington County Schools



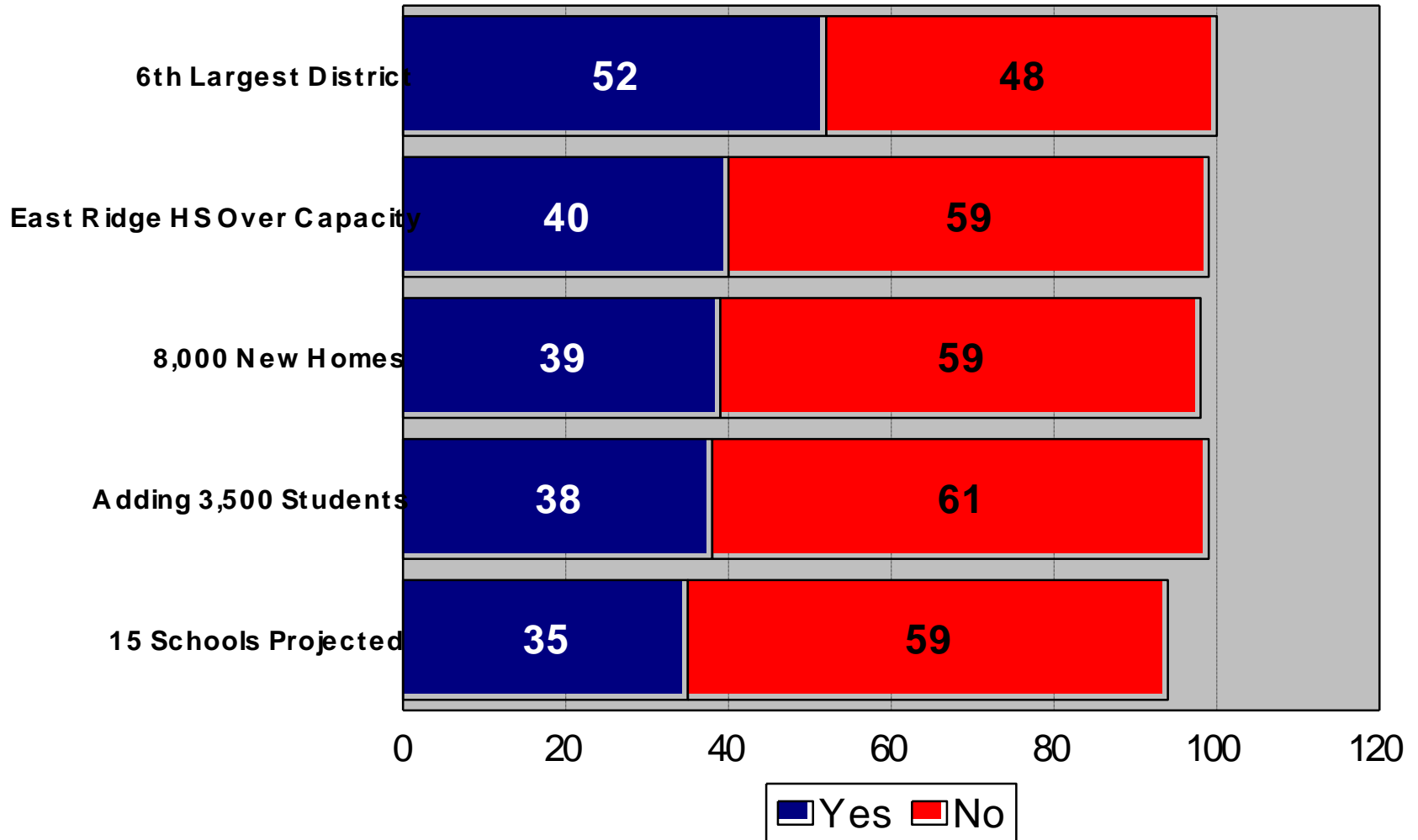
# Idea of Improvements

2022 South Washington County Schools



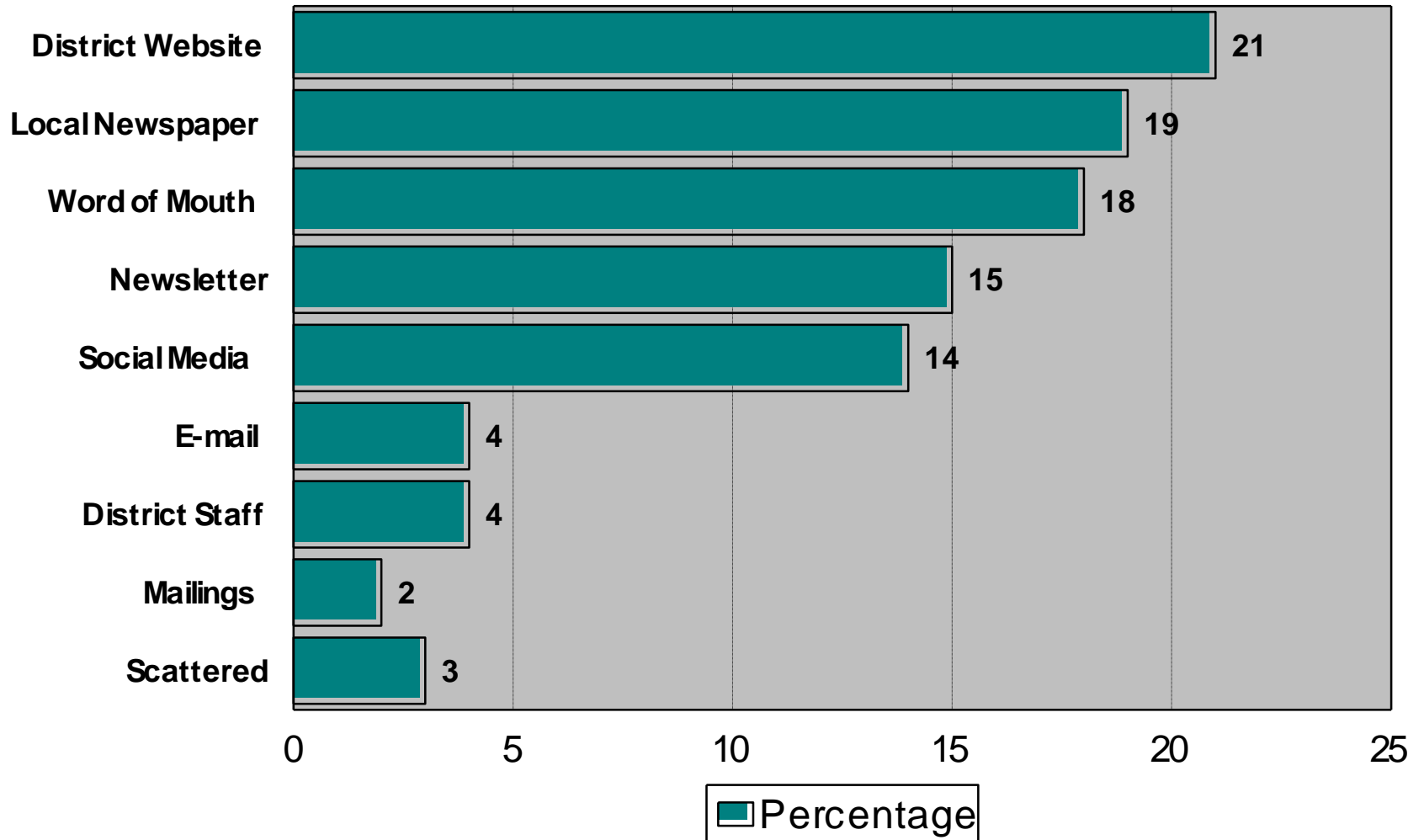
# Awareness of Facts

2022 South Washington County Schools



# Principal Source of Information

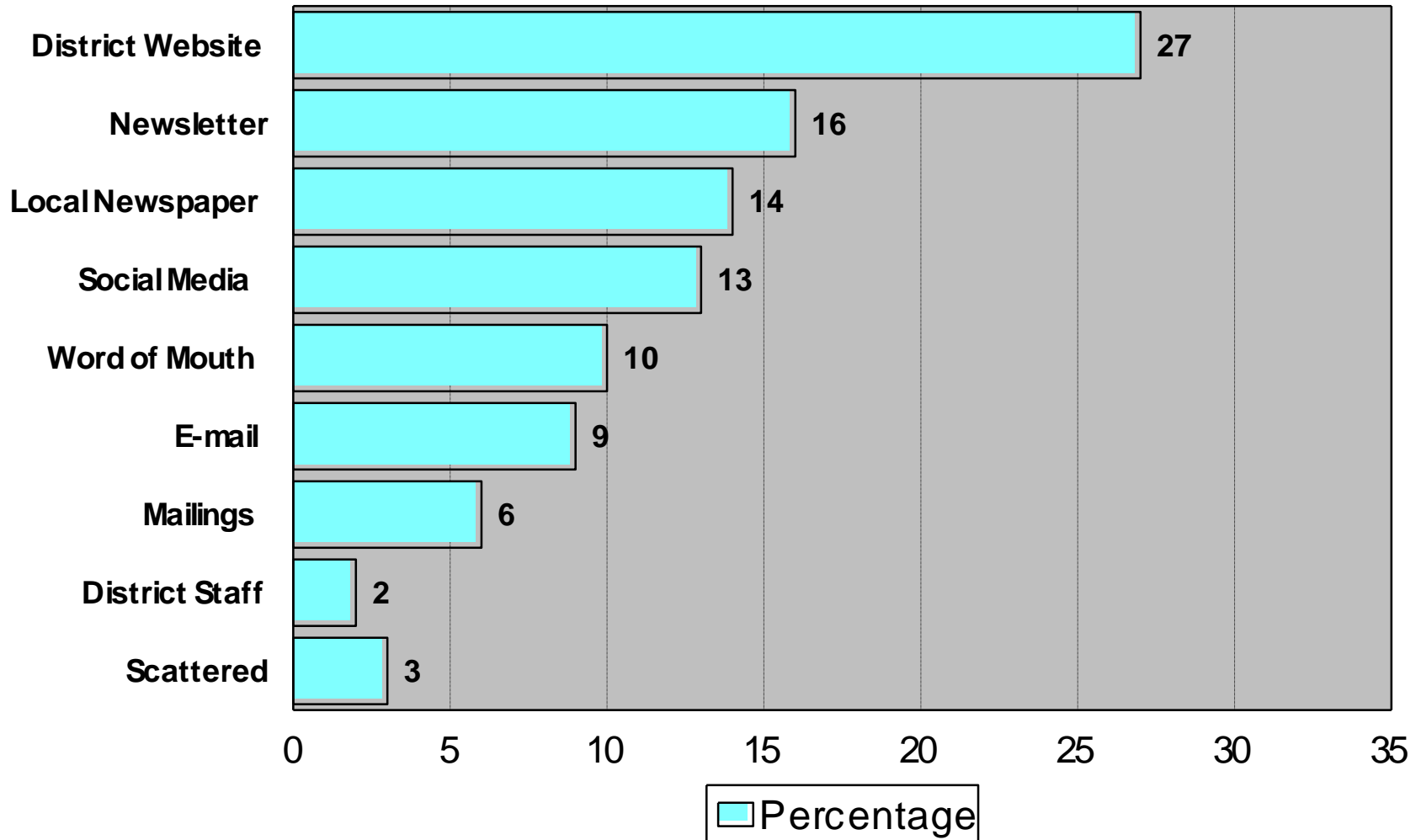
2022 South Washington County Schools





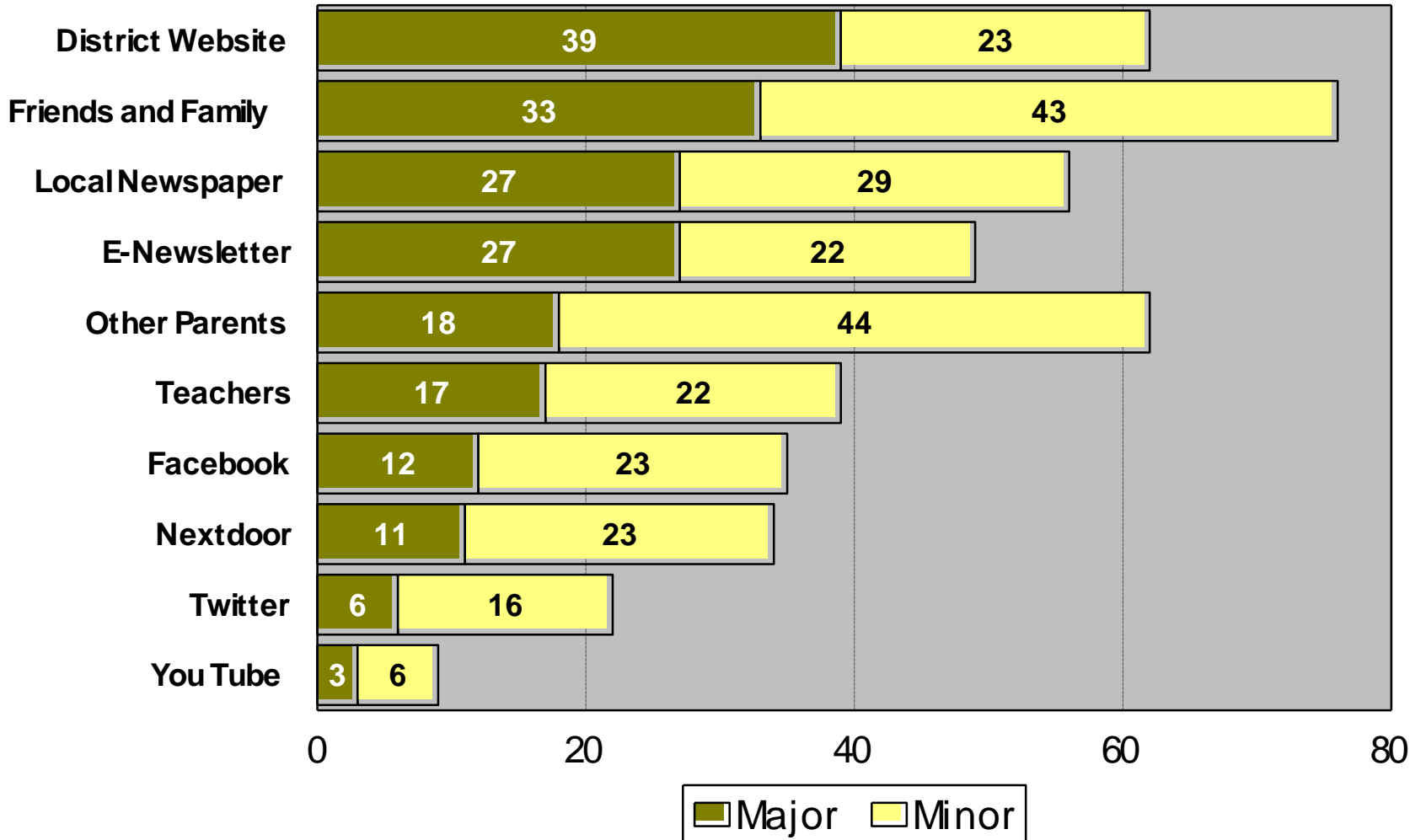
# Preferred Way to Receive Information

2022 South Washington County Schools



# Sources of Information

2022 South Washington County Schools



# Atmospherics: Takeaways and Implications

- Overall the atmospherics in the District are following trends across the Metro Area: less enthusiasm across the board.
- The ratings of financial management, the School Board and Administration are at or above Metro Area norms.
- Communication and engagement ratings are below Metro Area norms .
- While residents don't necessarily blame the District, the property tax climate is very hostile.

# August 9<sup>th</sup>, 2022: Takeaways and Implications

- Very low level of residents felt informed about the bond referendum.
- “Too busy” or “forgot” were most common responses among parents that didn’t vote.
- “Not enough information” was most common response among non-parents that didn’t vote.
- Three reasons for opposition:
  - Pandemic/Economy/Property taxes.
  - Lack of a compelling need.
  - Disagreement about solution being offered.

# Moving forward: Takeaways and Implications

- Residents believe housing and student enrollment growth has happened and will continue.
- However, only a third of residents believe the District does not have sufficient space to meet this growth.
- Even after a bond referendum campaign, less than 50% of residents are aware of facts about the growth and its impact on school capacity.
- The median property tax increase: \$15.00 a month.
- Any bond referendum package should prioritize safety and security and space needs at the District's Middle and High Schools.