

Westonka School District

2023 Residential Study

The Morris Leatherman Company

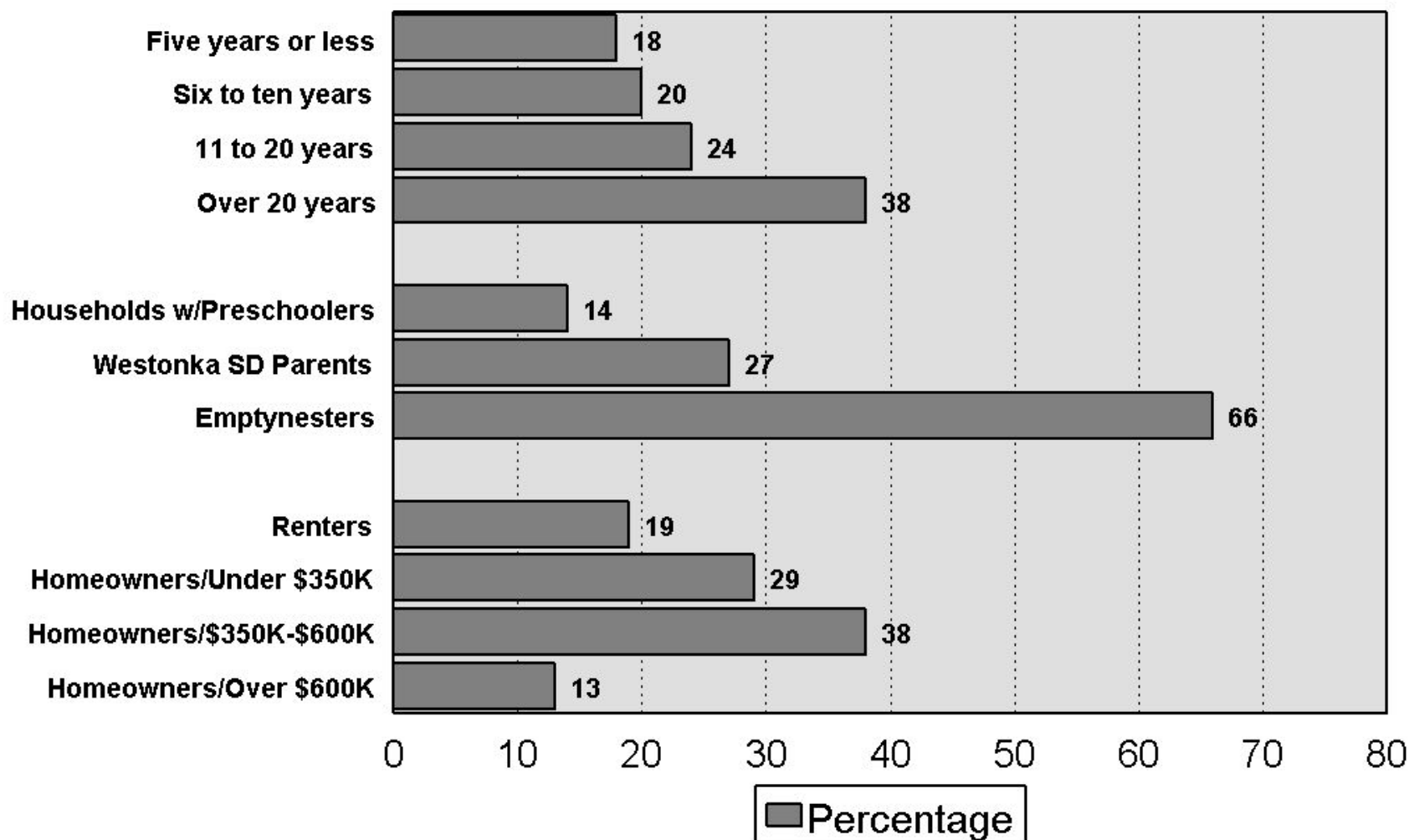
Survey Methodology

2023 Westonka School District Study

- ❑ 625 random household sample of School District residents
- ❑ Telephone interviews conducted between April 19th and May 4th, 2023
- ❑ Average interview time of 7 minutes
- ❑ Non-response level of 4.5%
- ❑ Projectable within +/- 4.0% in 95 out of 100 cases
- ❑ Cellphone Only Households: 55%
- ❑ Landline Only Households: 10%
- ❑ Both Landline and Cellphone Households: 35%

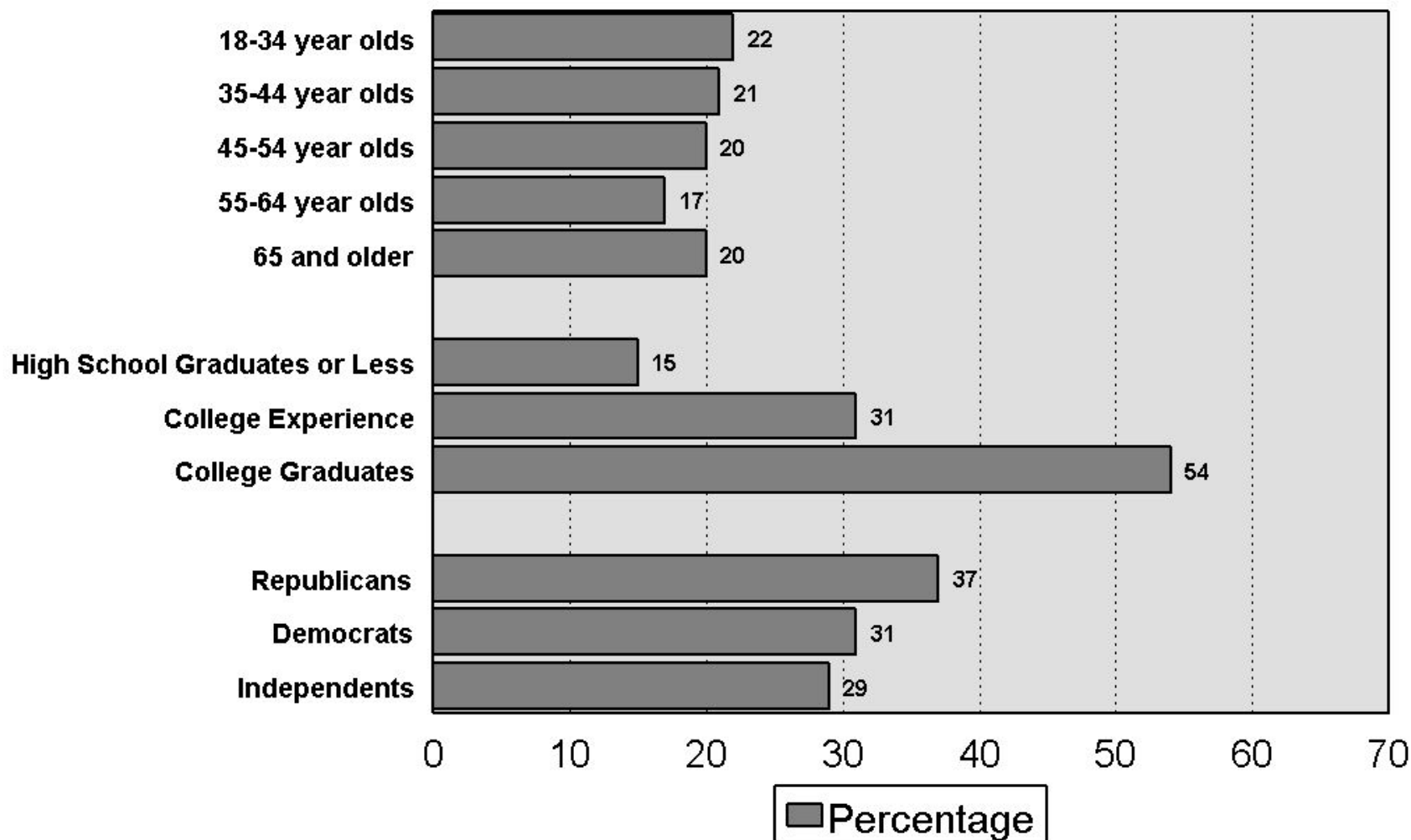
Demographics I

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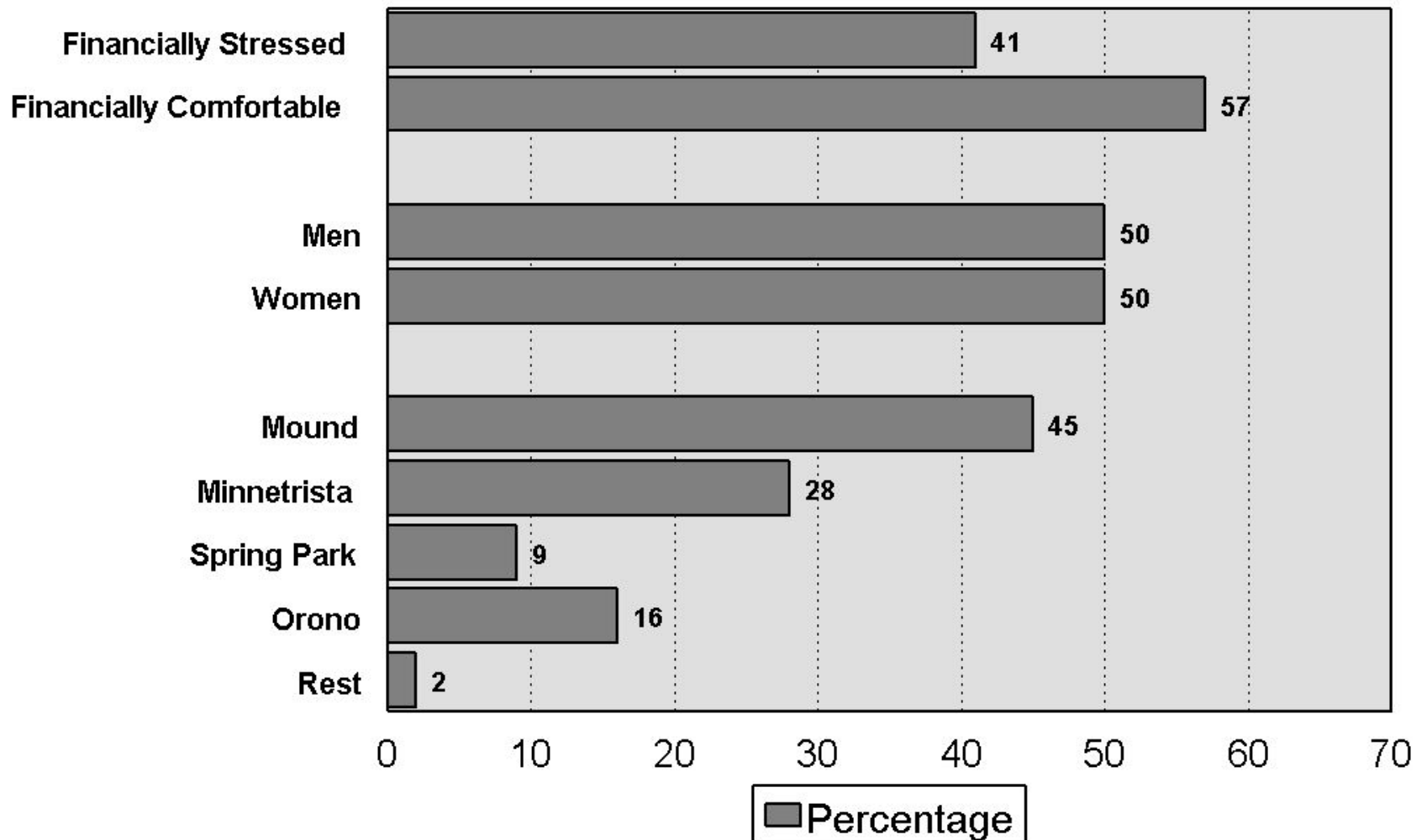
Demographics II

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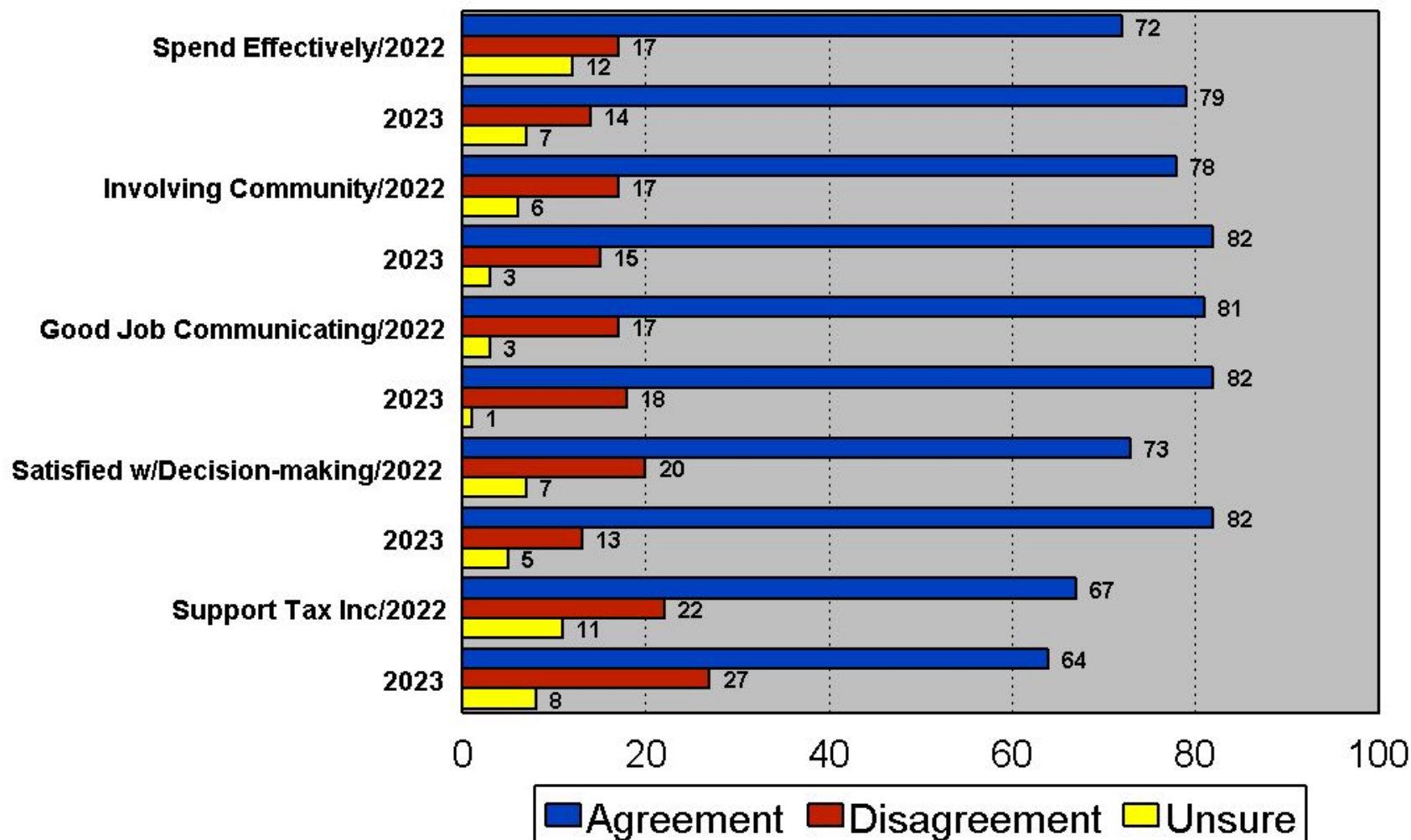
Demographics III

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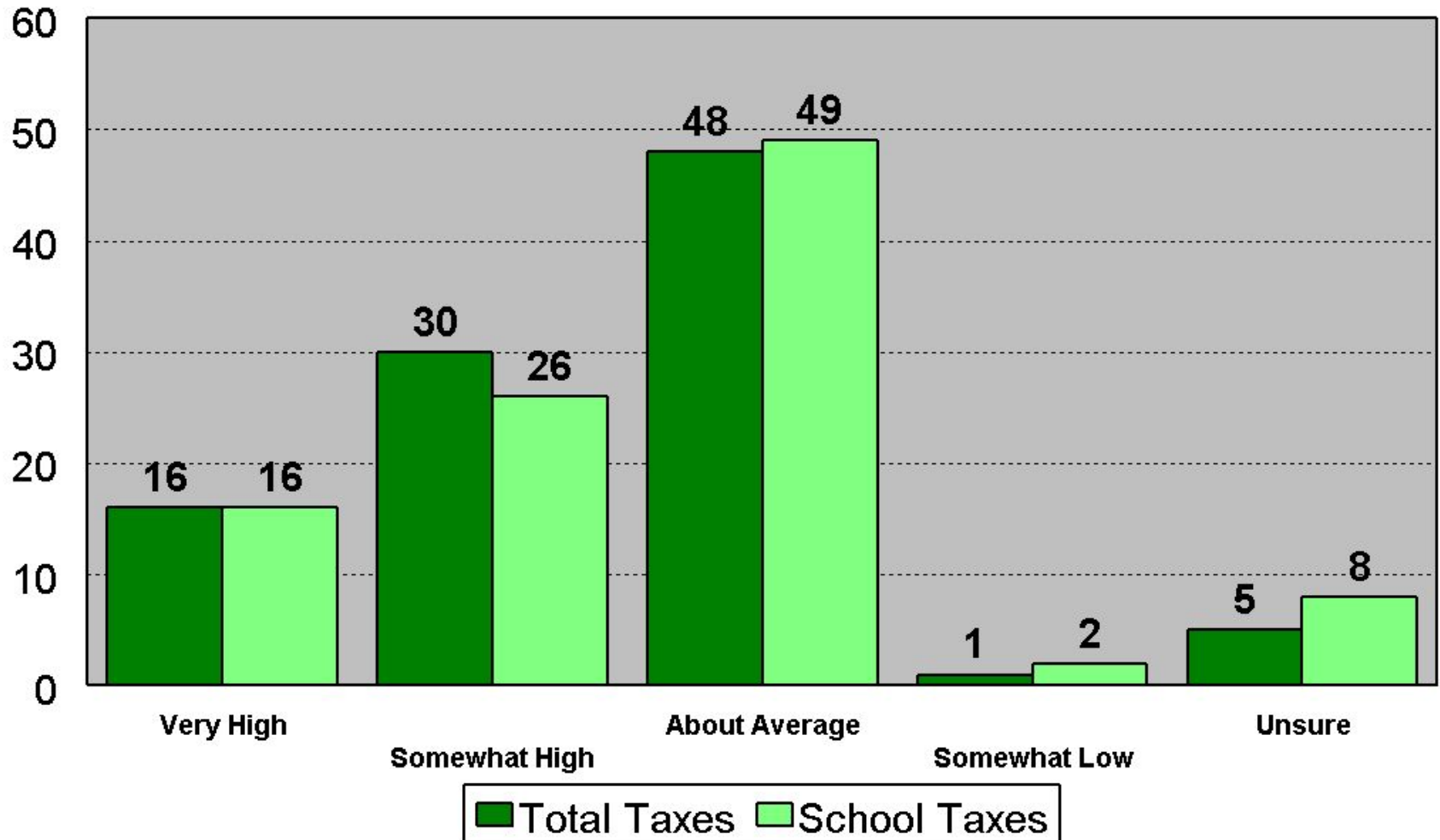
School District Perceptions

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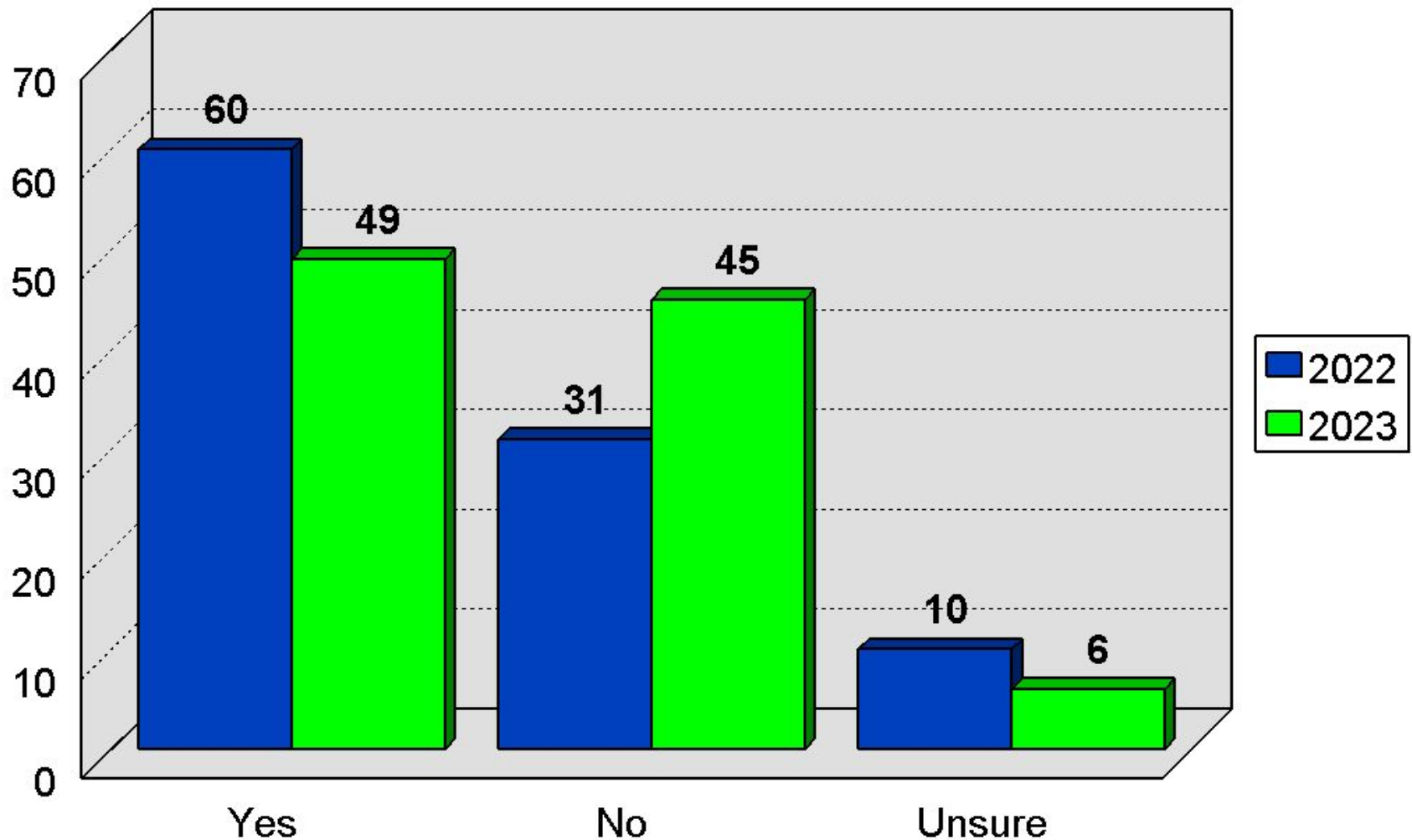
Property Tax Comparisons

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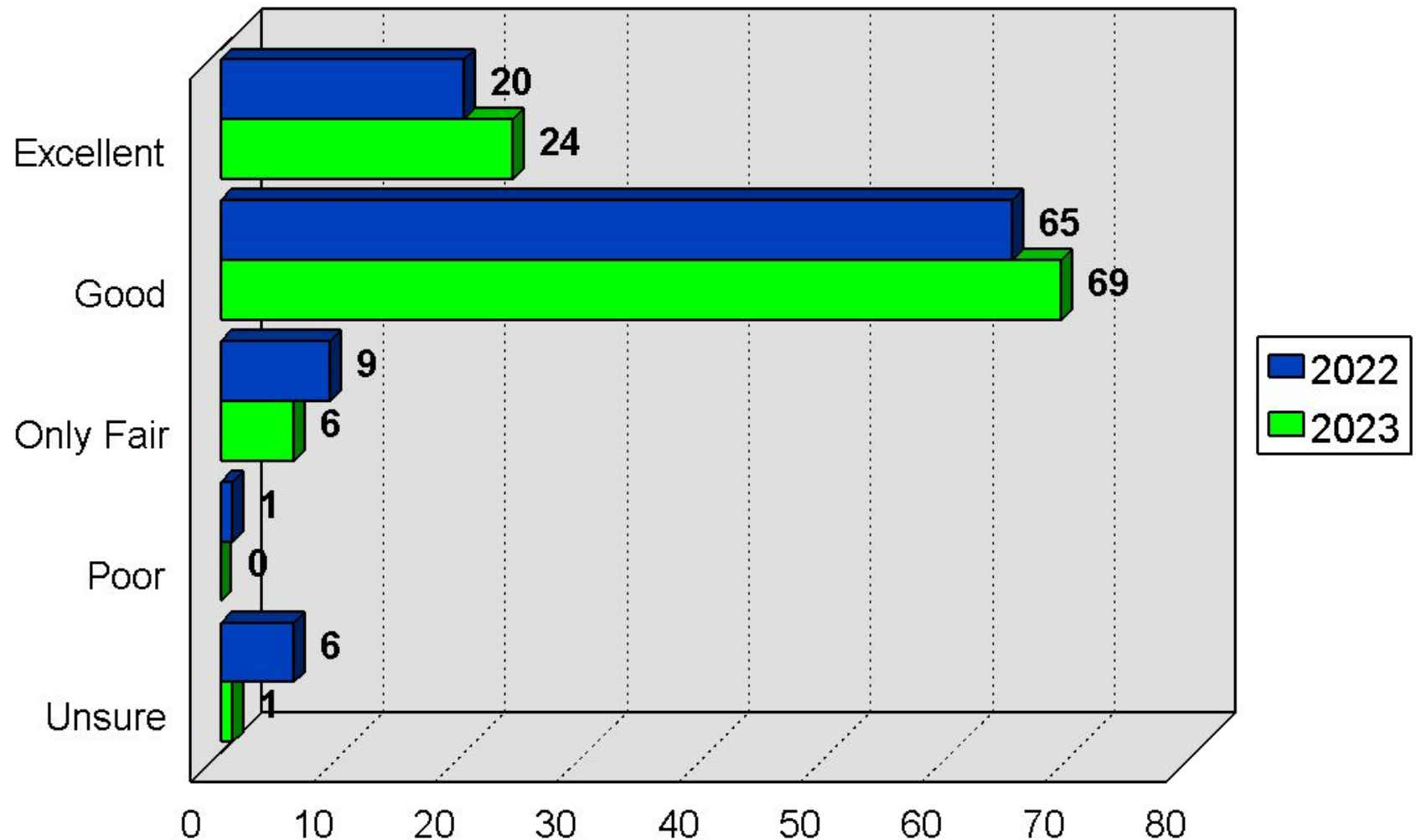
Adequately Funded

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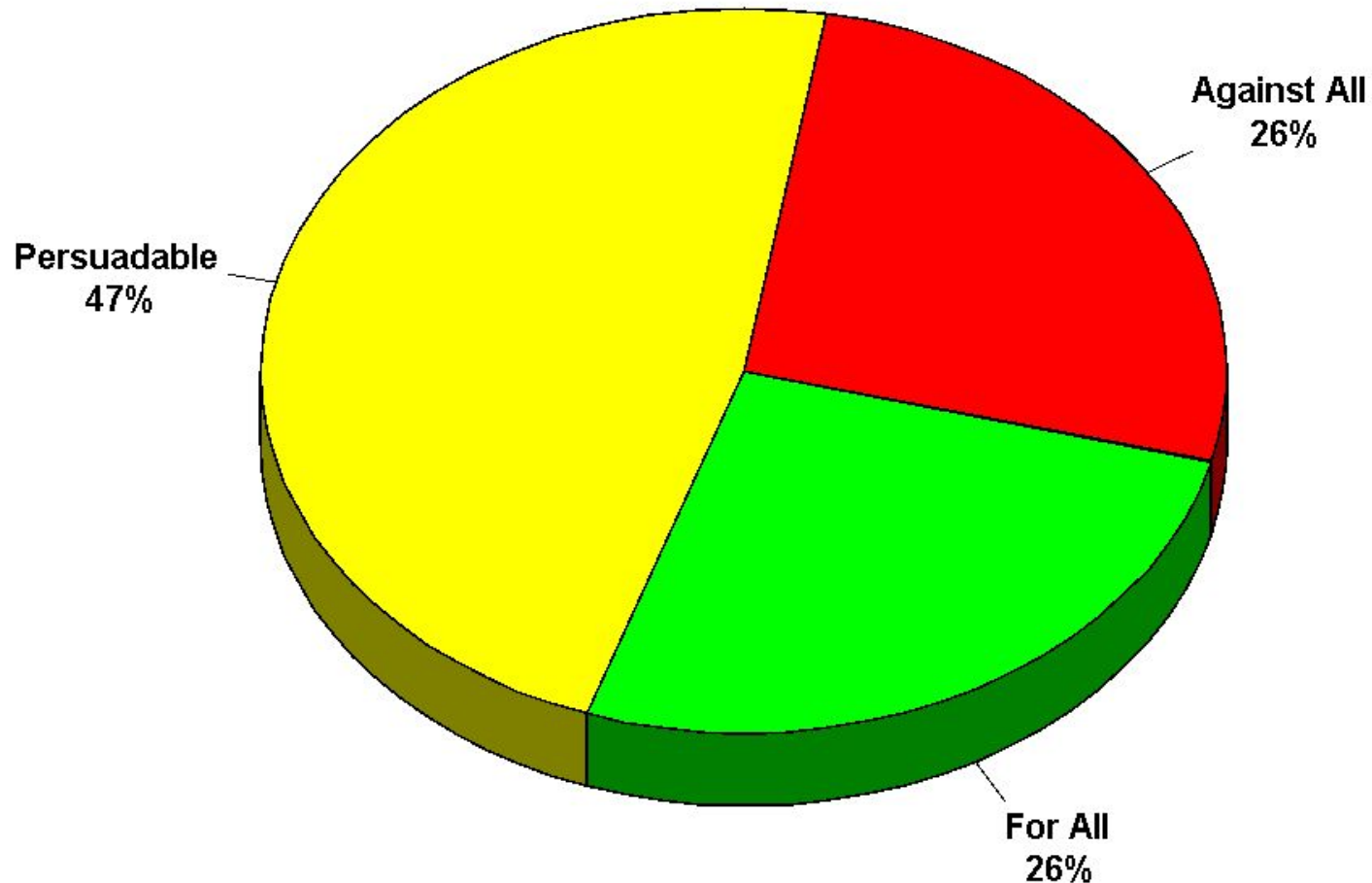
School Buildings and Facilities

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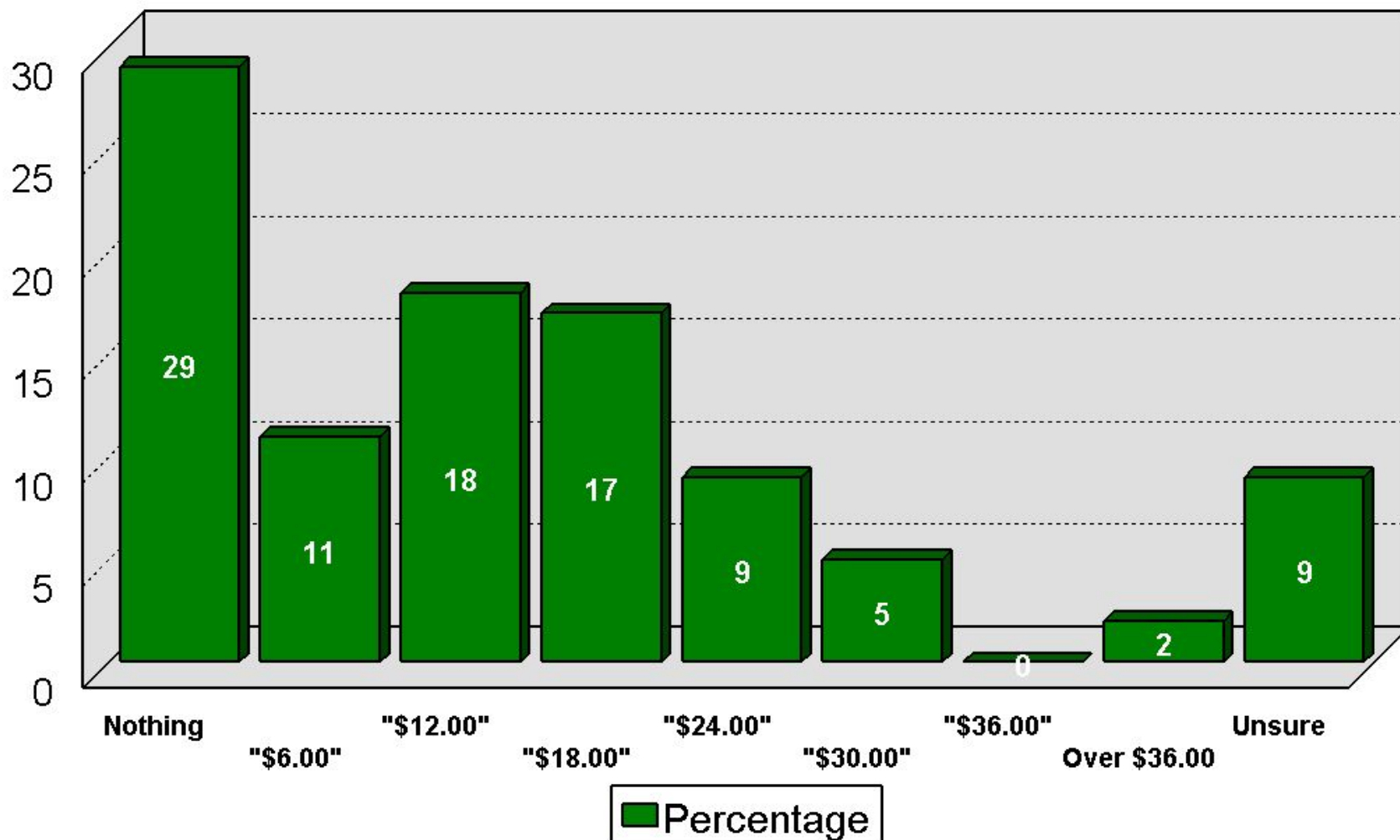
Referendum Predisposition

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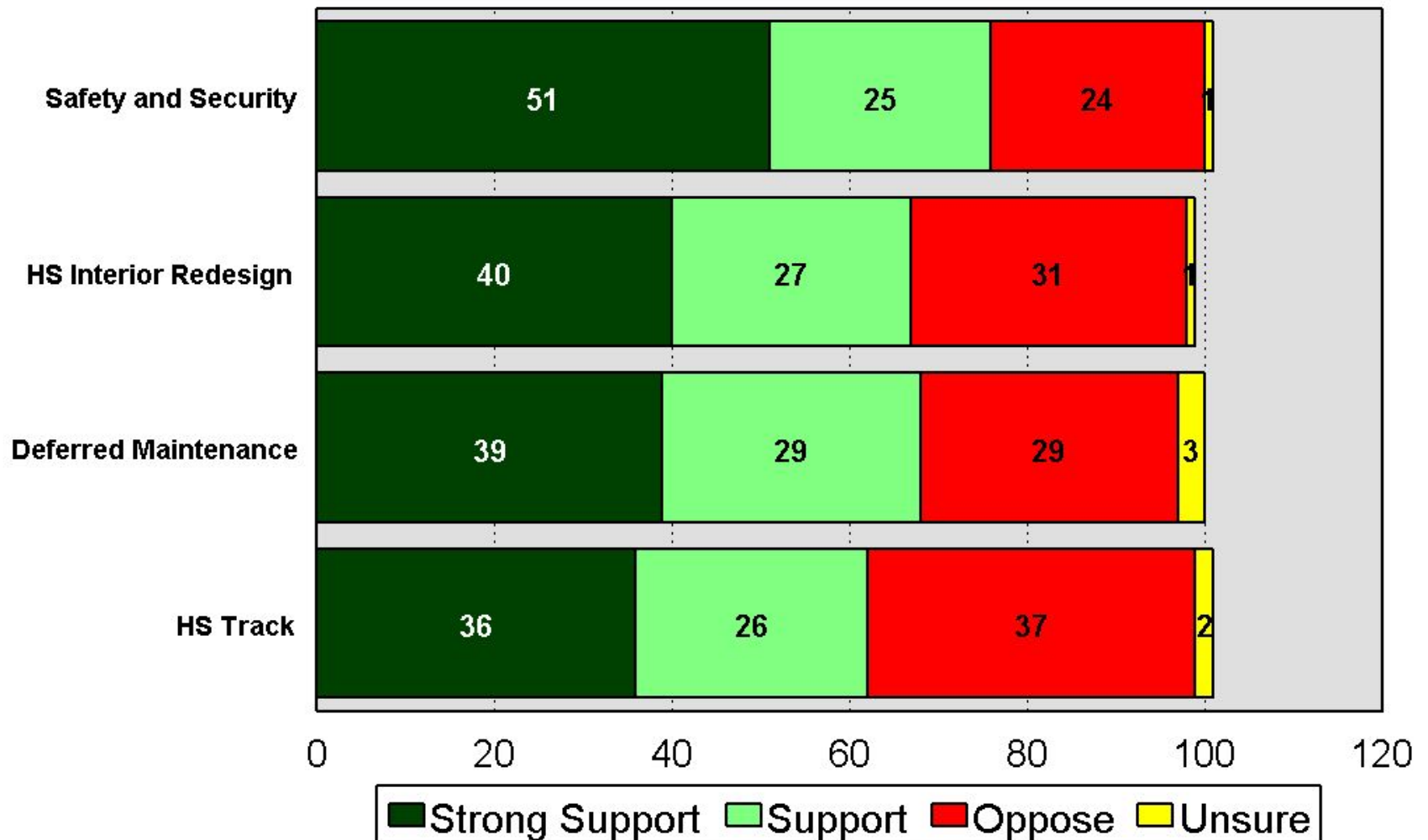
Property Tax Increase

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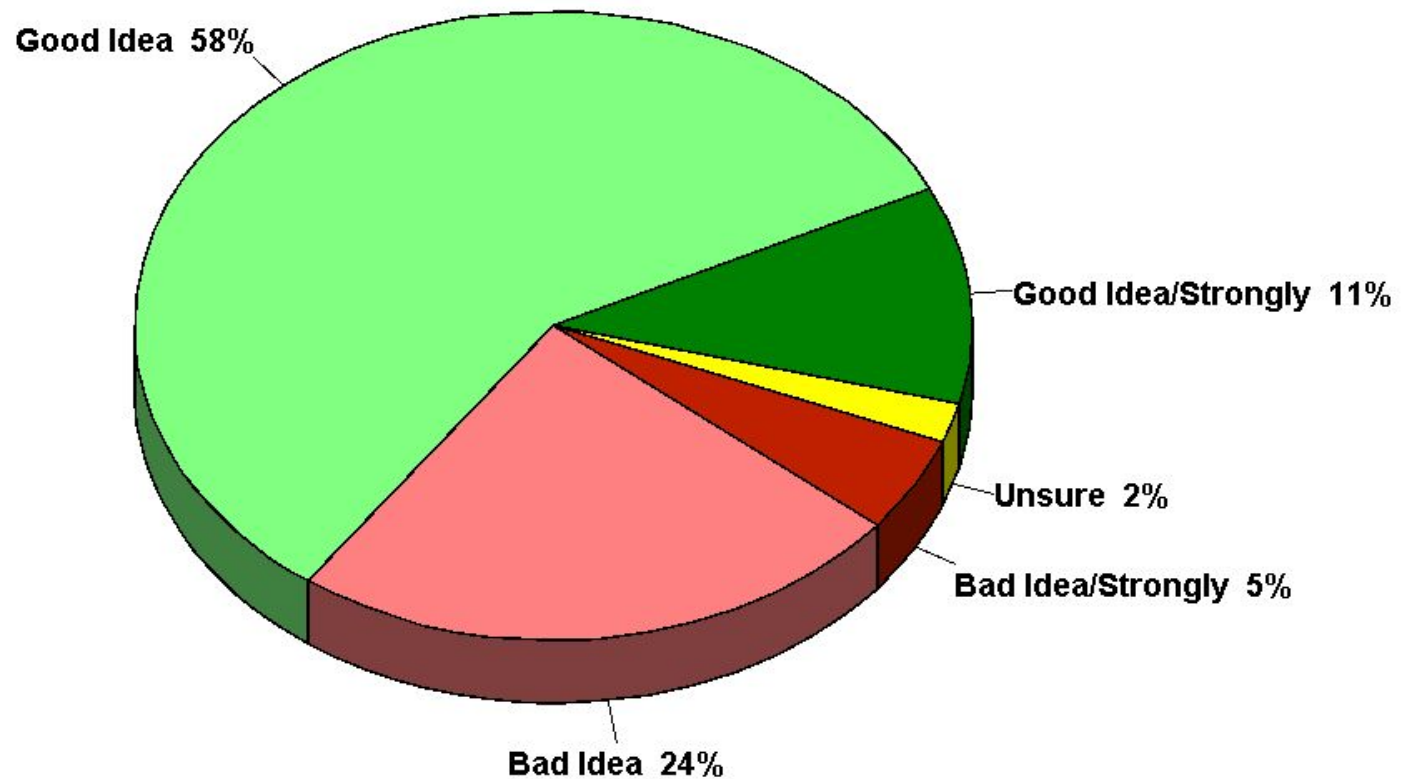
Property Tax Increase for....

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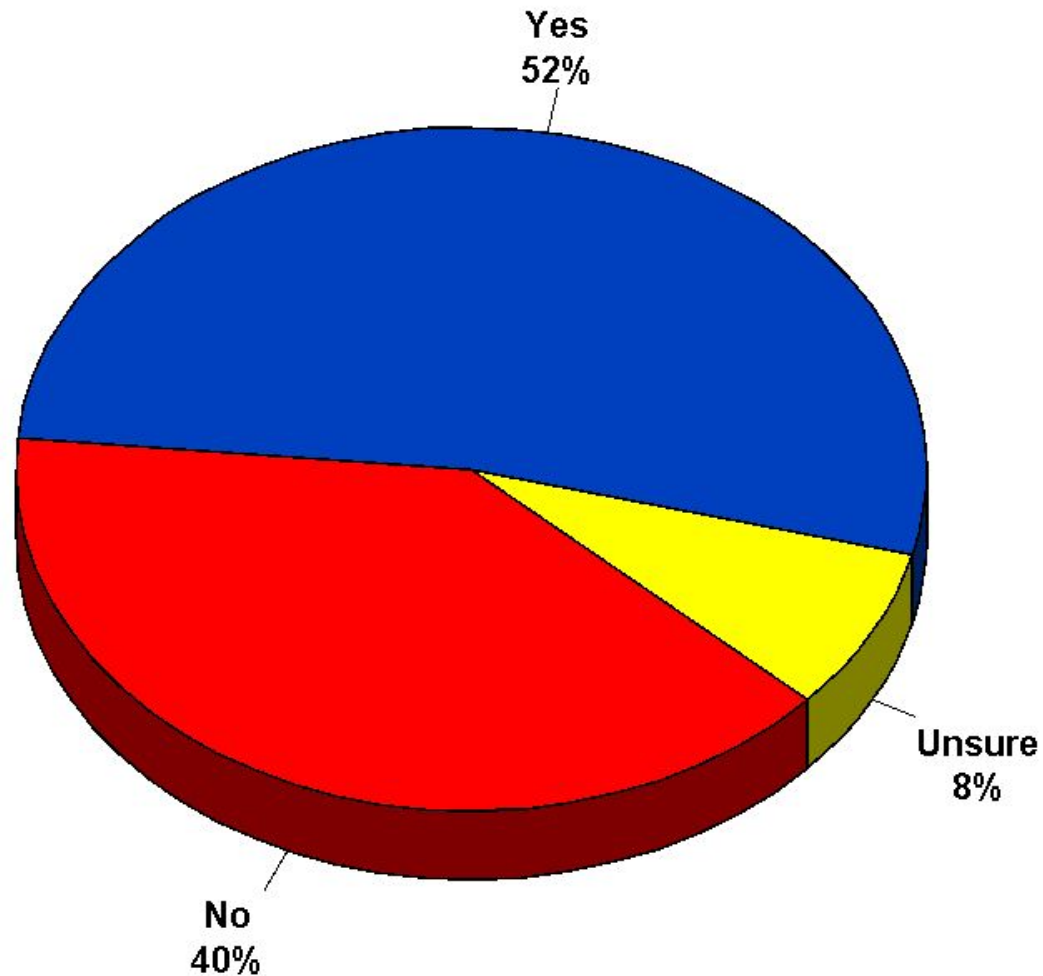
Idea of Improvements

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\$93MM Fair Price

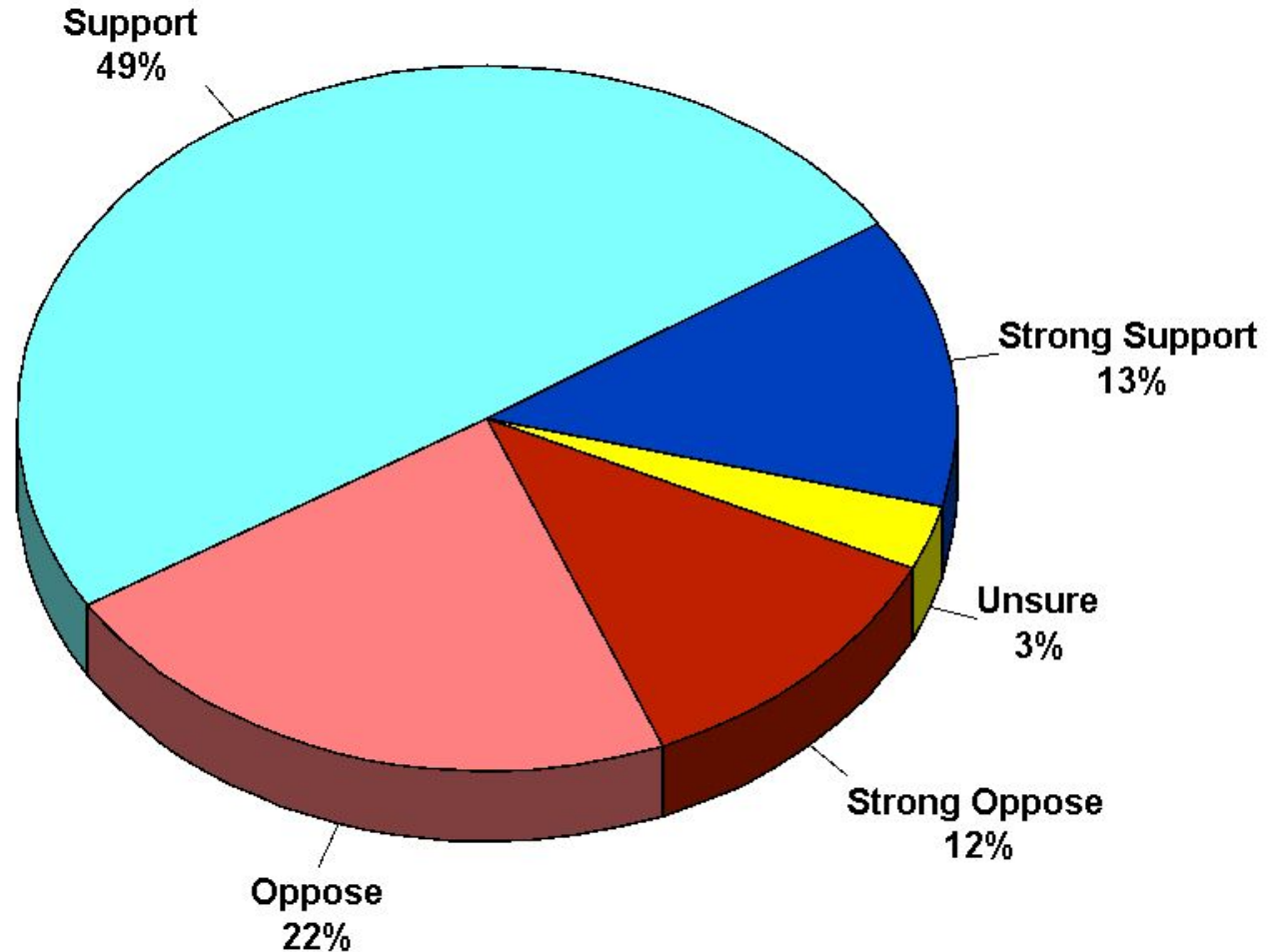
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\$93MM Bond Referendum

(Overall)

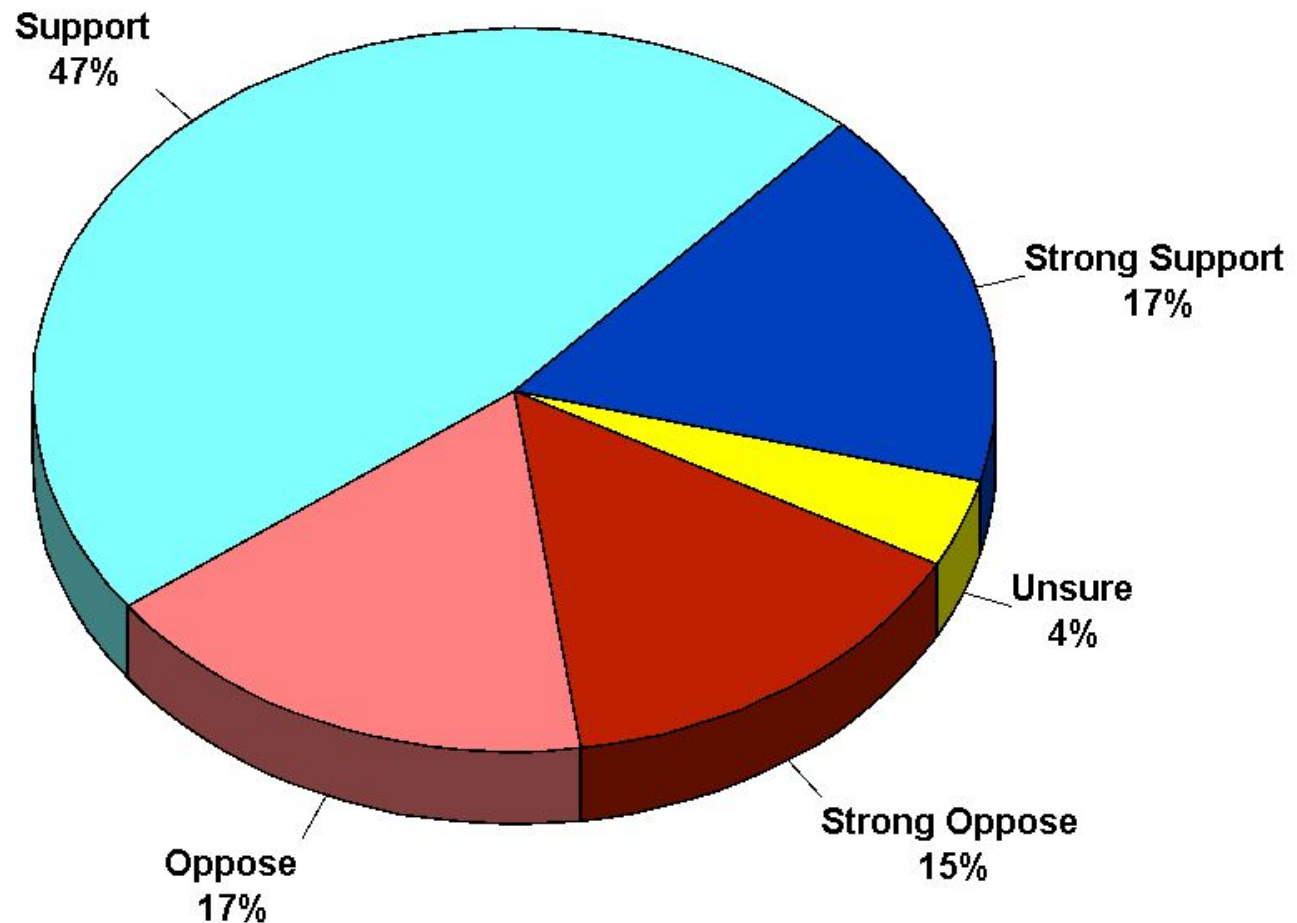
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\$93MM Bond Referendum

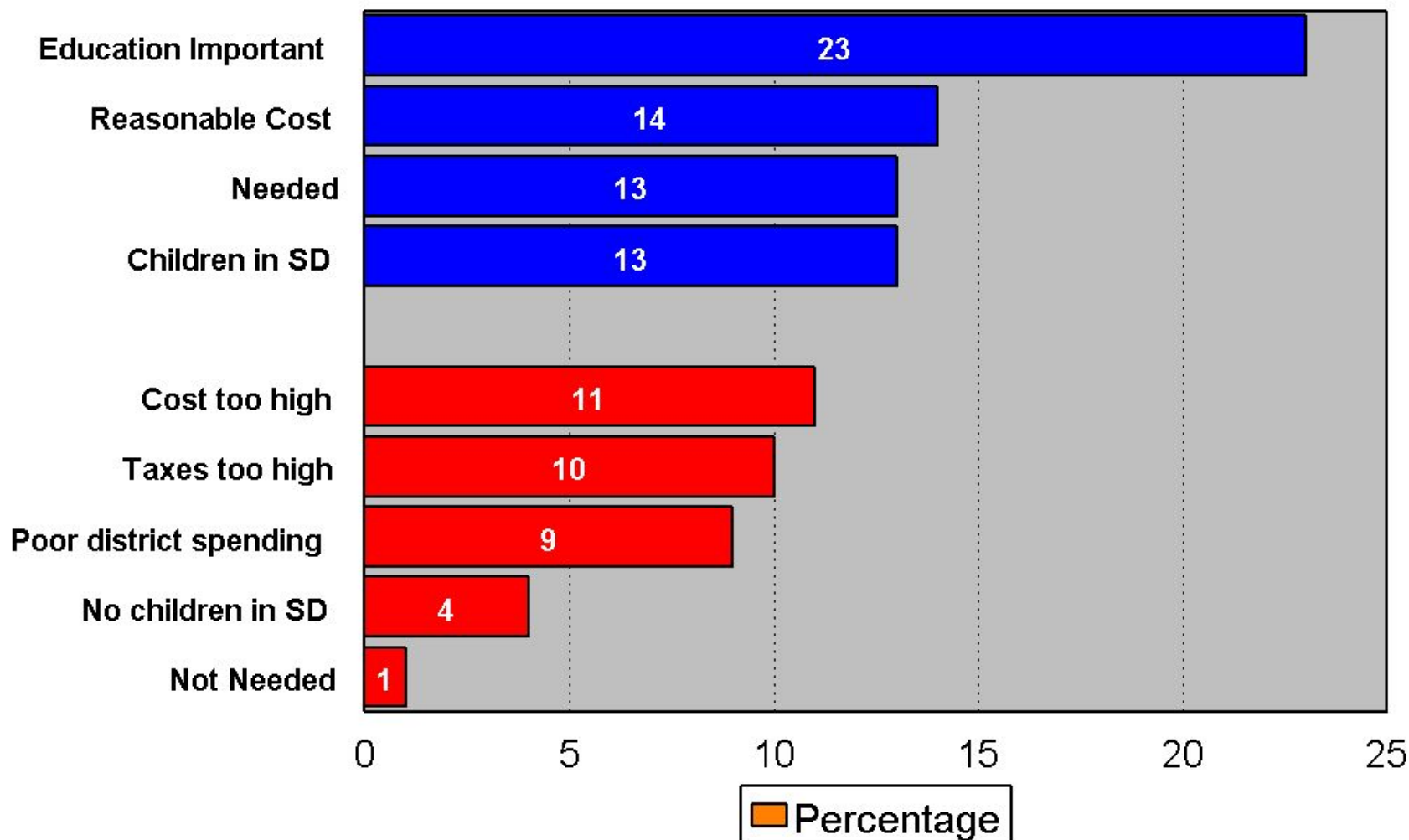
(Likely Voters)

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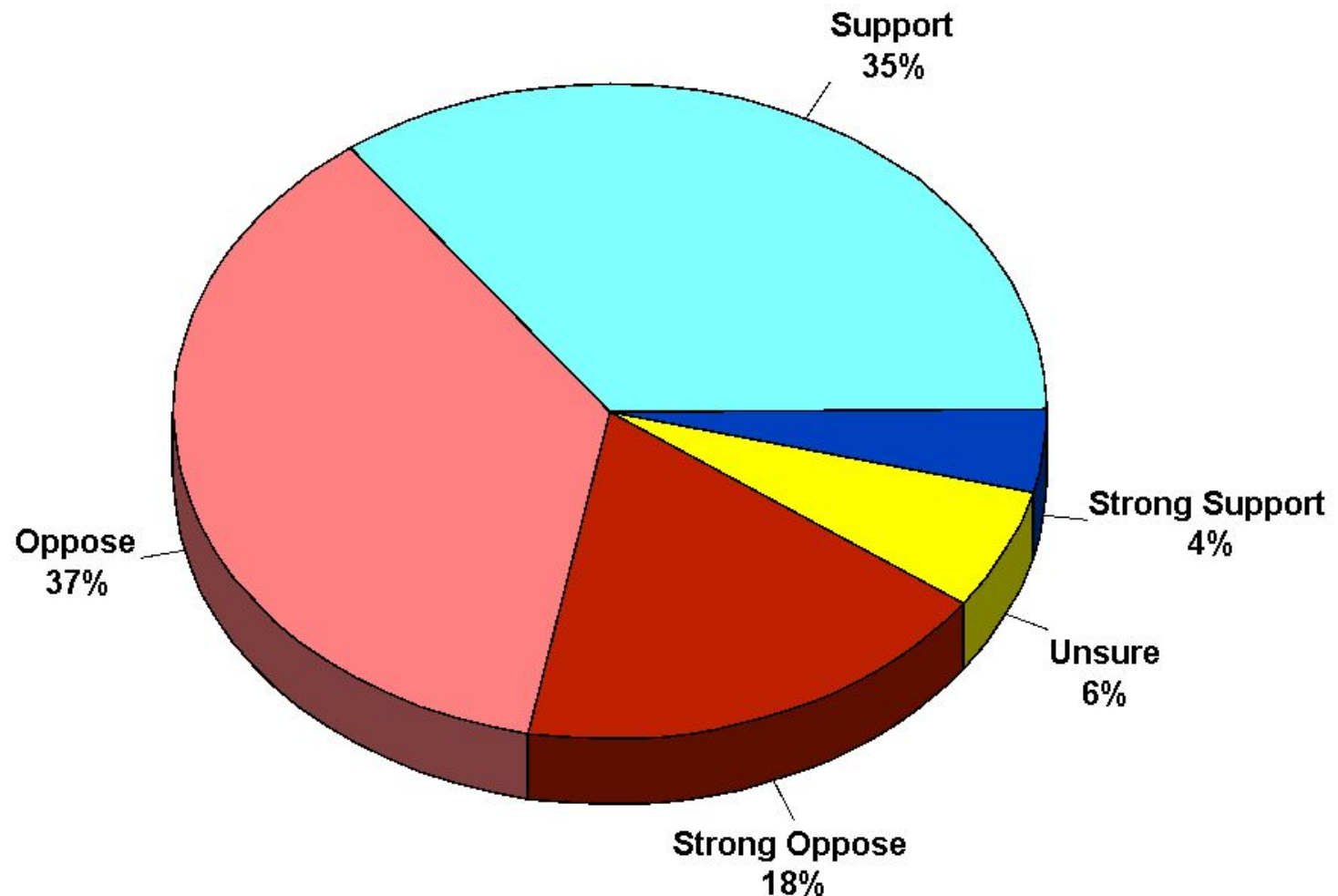
Reason for Bond Position

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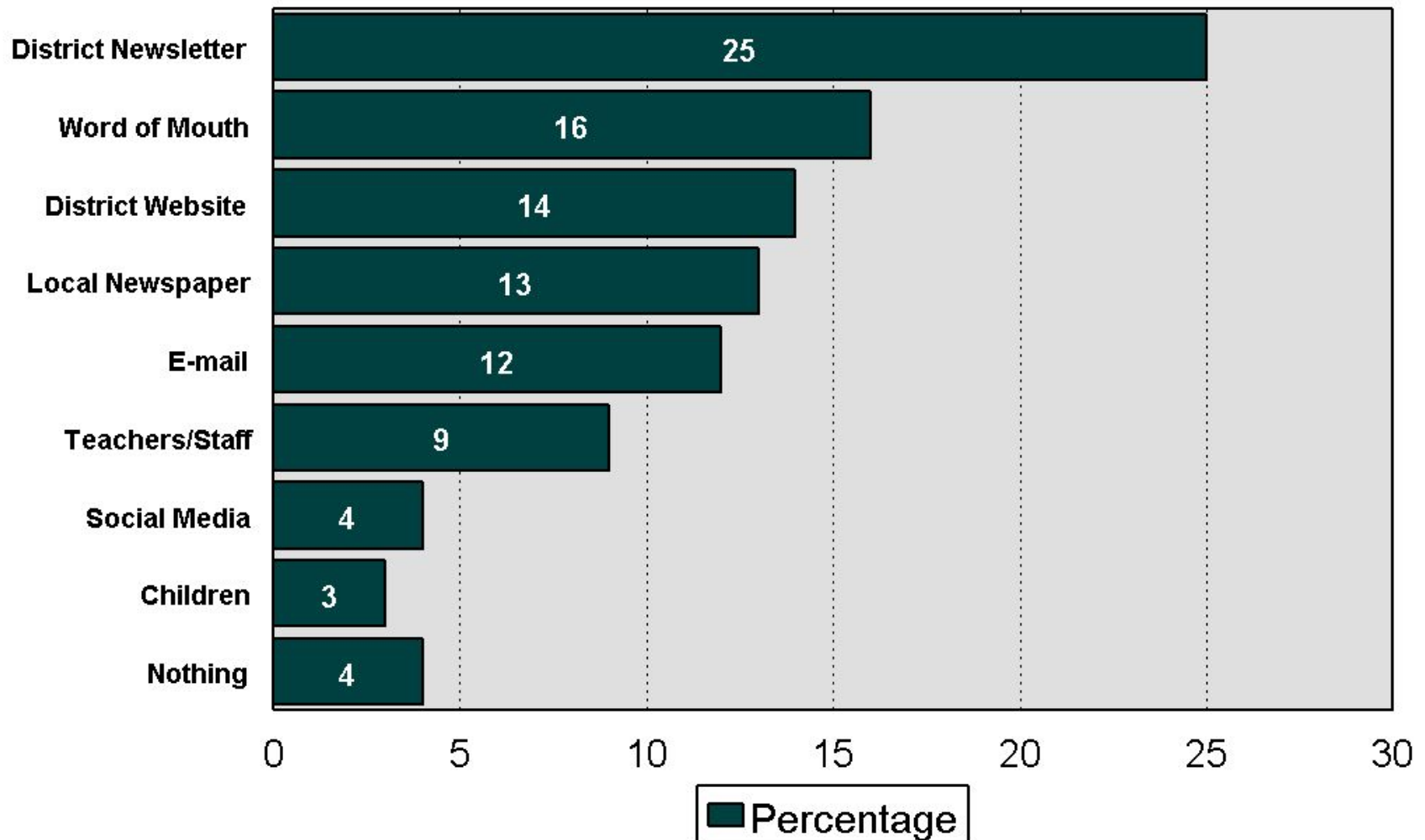
Purchasing Land for Future Needs

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Principal Source of Information

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Most Effective Way

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