



Community Survey – Telephone Results Prepared for Kettle Moraine School District

Provided by Springsted Incorporated

October 2018

Kettle Moraine School District
Community Survey – Telephone Results
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Introduction

Springsted Incorporated was retained by Kettle Moraine School District to perform a scientific random-sample survey of the District’s registered voters, to evaluate perceptions about the district in general and to gauge the community’s support for a potential referendum under consideration by the District. This report is intended to supplement our initial presentation summarizing our overall findings and recommendations, by providing additional detail about support among different demographic groups.

Our survey included a random sample of 350 registered voters in the District, who were contacted between September 24th and October 2nd. The random sample was designed to provide a representation of the District’s registered voters, with controls for age, gender, race/ethnicity, parent status, and location, among other factors. Parents and very frequent voters were oversampled, to provide more insight about the District’s most motivated voters; sample weights were adjusted to provide overall results that reflect the demographic composition of the community as a whole.

Interviews consisted of 27 questions, with an average duration of just under 12 minutes.

Given the size of our survey sample, our demographic controls, and the number of registered voters in the District, the estimated margin of error for this survey is approximately $\pm 5.2\%$. In some cases, a question was presented in two different ways, with half of participants receiving each version. In these cases, the margin of error due to the smaller sample size is approximately $\pm 7.2\%$.

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Who Was Called

Before interviews were begun, we analyzed the District’s registered voter list to determine a number of demographic targets to ensure that a representative sample of the District’s voters was surveyed. These characteristics included sex, parent status, age, voting activity, and geographic location in the district.

Voting activity is a measure of how many of the last 9 elections a voter has participated in. Our analysis defines these voters as Very Active (voting in 6 or more of the last 9 elections), Active, (voting in 3-5 elections), or Less Active/New voters (voting in 0-2 of the previous 9 elections). For the latter category, some voters may be newly registered in the community, and therefore haven’t had a chance to participate in very many elections yet. Some of these voters may migrate to one of the more active voter categories if they consistently participate in future elections.

Our completed interviews included an oversampling of parents and Very Active voters, in order to give us a better picture of the opinion of voter groups that tend to have the most significant impacts on school elections. The table at right shows the effects of this oversampling on the demographic mix as a whole. For our analysis of overall results, we have re-weighted the responses to provide a representative sample of the community. Our weighted responses are within a percentage point of their demographic targets.

Demographic	Target #	Target %	Surveyed	Difference
Male	170	48.5%	44.0%	-4.5%
Female	180	51.5%	56.0%	4.5%
Delafield City	68	19.5%	19.6%	0.1%
Delafield Township	72	20.7%	23.1%	2.4%
Dousman & Summit	60	17.1%	13.4%	-3.7%
Genesee Township	55	15.7%	18.2%	2.5%
Ottawa Township	55	15.7%	15.0%	-0.7%
Wales Village	40	11.4%	10.7%	-0.7%
Age 18-24	27	7.8%	2.7%	-5.1%
25-34	38	10.9%	8.8%	-2.1%
35-44	37	10.6%	16.9%	6.3%
45-54	63	18.1%	21.7%	3.6%
55-64	86	24.5%	15.8%	-8.7%
65+	98	28.0%	34.0%	6.0%
Parent	70	20%	40.8%	18.8%
Non-Parent	280	80%	59.2%	-18.8%
Less Active/New	114	32.7%	26.5%	-6.1%
Active	165	47.0%	46.1%	-0.9%
Very Active	71	20.3%	27.3%	7.0%

While not included as a demographic control, our survey also tracked whether callers were using cell phones or land line

phones to receive our calls. For this survey, approximately 54% of interviews were completed with participants on cell phones. The proportion of cell phone users has grown considerably over the past decade. In the second half of 2016, the National Health Interview Survey revealed that more than half of American homes were wireless-only.

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Support for Higher Revenue Cap

The pages below show details about support levels for increasing the District’s current revenue cap. The first two tables show support before and after receiving details about the potential increase.

In between the questions for initial support and informed support, participants were given two sets of statements describing specific elements of the proposal. One section gave statements in the context of consequences to the district if the funding were not available. The second section talked in terms of improvements that could be made if the additional funds were approved. Half of the interview participants received the “consequences” section first, while the other half heard the “improvement” section first.

Within each list of items, as each statement was read, participants were asked whether the specific element made them more likely or less likely to support the proposal. Elements from each list were presented to each participant in random order. By randomizing the order of items and lists, we seek to minimize the effects of question order on our responses.

A detailed look at support for the increasing the revenue cap by various demographic dimensions is shown on the following pages.

Benchmark Questions

Our survey asked a pair of benchmark questions, intended to measure voter support for a potential referendum which would increase the District’s revenue cap. Participants were asked for their reaction to the proposal given only a general introduction to the idea, and then again after hearing some details about how the money would be put to use.

The purpose of these questions is to gauge whether voters feel more supportive after learning specifics about why the District is requesting funding and what it plans to do with the revenues.

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Q5: Initial support for increasing revenue cap.

	Favor	Oppose	Undecided/ Refused
All Voters	42.1%	27.5%	30.3%
Parent	61.0%	15.1%	23.9%
Non-Parent	37.4%	30.6%	31.9%
Male	39.3%	35.4%	25.3%
Female	44.9%	20.0%	35.2%
18-24	35.6%	36.8%	27.5%
25-34	62.8%	5.9%	31.3%
35-44	49.8%	26.5%	23.8%
45-54	40.7%	29.5%	29.8%
55-64	26.6%	32.7%	40.7%
65+	47.4%	28.0%	24.5%
Delafield City	41.5%	26.7%	31.8%
Delafield Township	41.1%	26.2%	32.7%
Dousman & Summit	39.9%	24.5%	35.6%
Genesee Township	39.5%	33.3%	27.2%
Ottawa Township	43.4%	30.4%	26.2%
Wales Village	53.2%	20.9%	26.0%
Less Active/New	50.2%	17.2%	32.6%
Active	39.8%	29.0%	31.1%
Very Active	34.5%	40.7%	24.8%

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Q20: Support for revenue cap increase after hearing details.

	Favor	Oppose	Undecided/ Refused	Change in Favor %
All Voters	43.8%	22.4%	33.7%	1.7%
Parent	60.7%	14.3%	24.9%	-0.2%
Non-Parent	39.6%	24.5%	35.9%	2.1%
Male	44.0%	29.0%	27.0%	4.7%
Female	43.6%	16.1%	40.3%	-1.3%
18-24	47.2%	11.5%	41.3%	11.5%
25-34	63.2%	0.0%	36.8%	0.4%
35-44	52.2%	26.3%	21.5%	2.5%
45-54	42.5%	22.9%	34.6%	1.8%
55-64	24.8%	30.0%	45.2%	-1.8%
65+	49.5%	25.9%	24.6%	2.1%
Delafield City	44.0%	17.9%	38.1%	2.5%
Delafield Township	40.5%	23.4%	36.2%	-0.7%
Dousman & Summit	44.6%	14.4%	41.1%	4.6%
Genesee Township	37.7%	27.9%	34.4%	-1.8%
Ottawa Township	50.4%	28.3%	21.3%	6.9%
Wales Village	53.9%	19.8%	26.3%	0.8%
Less Active/New	50.8%	6.7%	42.5%	0.6%
Active	42.0%	26.7%	31.3%	2.2%
Very Active	36.7%	38.0%	25.3%	2.2%

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Potential Consequences

Half of the survey participants received this section first; the other half received it after the list of potential improvements. Items from the list were given to each participant in random order.

Before any items were read from the list, participants heard the following introductory language:

“I am going to read some statements about the increase in the revenue cap the District is considering. For each of these statements, please tell me whether the information would make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support an increase in the tax levy.”

Responses indicating participants’ reaction to each potential consequence follow.

Q6: Without additional funding, the District will need to reduce the number of teachers and staff.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	44.8%	23.9%	8.7%	4.8%	11.7%	6.1%
Parent	52.1%	19.0%	8.1%	2.7%	13.3%	4.7%
Non-Parent	43.0%	25.1%	8.9%	5.3%	11.3%	6.4%
Male	42.5%	21.1%	9.4%	4.5%	14.4%	8.1%
Female	47.0%	26.6%	8.1%	5.0%	9.2%	4.1%
Age 18-24	86.2%	0.0%	0.0%	0.0%	0.0%	13.8%
25-34	32.2%	47.9%	1.5%	1.5%	11.0%	5.9%
35-44	49.8%	16.8%	10.9%	4.8%	11.2%	6.4%
45-54	44.6%	23.1%	11.2%	1.4%	18.6%	1.2%
55-64	39.6%	25.7%	10.5%	9.4%	11.2%	3.6%
65+	41.0%	22.8%	10.0%	5.5%	11.6%	9.1%
Delafield City	47.9%	18.4%	11.4%	3.8%	9.3%	9.2%
Delafield Township	51.9%	19.0%	5.9%	2.5%	14.9%	5.8%
Dousman & Summit	44.2%	29.2%	7.1%	6.4%	11.5%	1.6%
Genesee Township	41.3%	22.8%	10.9%	8.1%	10.8%	6.2%
Ottawa Township	37.1%	28.7%	10.8%	0.0%	14.2%	9.2%
Wales Village	39.0%	35.7%	6.1%	11.9%	5.8%	1.5%
Less/New Voters	62.4%	20.3%	2.8%	0.5%	6.1%	7.9%
Active Voters	38.5%	28.1%	8.2%	7.0%	13.8%	4.4%
Very Active Voters	31.1%	20.0%	19.4%	6.4%	16.1%	7.1%

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Q7: Without additional funding, the District will need to reduce the number of course offerings for students.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	31.4%	8.2%	16.9%	4.5%	25.7%	13.3%
Parent	41.1%	17.0%	14.2%	5.7%	17.1%	4.9%
Non-Parent	29.0%	6.0%	17.6%	4.2%	27.9%	15.4%
Male	29.2%	7.8%	17.9%	4.5%	30.3%	10.4%
Female	33.6%	8.5%	16.0%	4.5%	21.3%	16.1%
Age 18-24	60.9%	0.0%	0.0%	0.0%	25.3%	13.8%
25-34	31.3%	17.5%	11.0%	1.5%	20.6%	18.2%
35-44	36.3%	9.8%	21.0%	3.3%	19.2%	10.4%
45-54	30.9%	7.8%	21.1%	2.3%	26.8%	11.2%
55-64	20.1%	4.1%	14.8%	8.1%	35.7%	17.2%
65+	31.6%	9.9%	21.6%	5.6%	21.0%	10.3%
Delafield City	38.3%	3.3%	16.5%	4.8%	16.6%	20.5%
Delafield Township	34.0%	7.6%	16.2%	4.8%	27.5%	10.0%
Dousman & Summit	26.7%	7.9%	12.4%	6.9%	37.8%	8.2%
Genesee Township	26.1%	13.2%	24.3%	3.4%	20.4%	12.6%
Ottawa Township	28.9%	7.6%	13.7%	1.5%	28.3%	20.0%
Wales Village	32.5%	10.1%	16.6%	6.7%	27.5%	6.6%
Less/New Voters	39.8%	8.7%	11.8%	3.5%	24.1%	12.1%
Active Voters	30.6%	7.0%	17.0%	2.9%	26.8%	15.7%
Very Active Voters	19.9%	9.9%	25.1%	9.7%	25.9%	9.6%

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Q8: Without additional funding, the District will need to reduce support for school libraries.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	37.6%	15.8%	9.1%	7.1%	15.0%	15.4%
Parent	41.1%	19.5%	11.5%	7.0%	14.1%	6.7%
Non-Parent	36.7%	14.8%	8.5%	7.1%	15.2%	17.6%
Male	35.2%	12.7%	11.9%	7.5%	18.4%	14.4%
Female	40.0%	18.7%	6.4%	6.7%	11.7%	16.5%
Age 18-24	49.4%	13.8%	11.5%	0.0%	11.5%	13.8%
25-34	32.3%	22.2%	0.9%	3.0%	19.3%	22.3%
35-44	30.7%	10.4%	19.2%	10.7%	12.8%	16.1%
45-54	34.4%	20.5%	13.6%	8.2%	15.4%	7.9%
55-64	42.2%	13.5%	8.5%	6.1%	11.8%	17.8%
65+	37.1%	14.7%	5.6%	9.3%	17.6%	15.8%
Delafield City	28.5%	21.0%	10.8%	1.6%	16.3%	21.8%
Delafield Township	48.5%	13.3%	3.4%	6.9%	14.5%	13.4%
Dousman & Summit	53.0%	11.3%	2.9%	6.4%	14.2%	12.2%
Genesee Township	30.8%	17.5%	15.5%	11.5%	9.3%	15.4%
Ottawa Township	26.4%	10.0%	15.6%	9.2%	21.9%	16.9%
Wales Village	33.6%	25.5%	7.9%	6.3%	15.3%	11.4%
Less/New Voters	43.3%	16.3%	6.5%	3.9%	12.7%	17.3%
Active Voters	35.1%	17.2%	8.8%	8.5%	14.7%	15.8%
Very Active Voters	34.3%	11.7%	14.4%	8.8%	19.3%	11.5%

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Q9: Without additional funding, the District will need to reduce support for school nurse services.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	38.7%	19.4%	11.2%	5.7%	17.2%	7.8%
Parent	41.4%	17.7%	8.9%	9.0%	16.7%	6.4%
Non-Parent	38.0%	19.8%	11.8%	4.9%	17.4%	8.1%
Male	34.4%	19.9%	12.9%	3.8%	21.9%	7.1%
Female	42.8%	18.9%	9.5%	7.6%	12.7%	8.4%
Age 18-24	37.9%	0.0%	11.5%	0.0%	36.8%	13.8%
25-34	42.6%	32.9%	7.1%	2.8%	14.7%	0.0%
35-44	30.2%	20.4%	25.2%	7.2%	11.0%	5.9%
45-54	39.7%	18.9%	6.6%	4.5%	25.0%	5.4%
55-64	39.1%	18.8%	10.9%	8.2%	11.6%	11.4%
65+	39.5%	20.0%	10.7%	6.6%	14.9%	8.2%
Delafield City	31.7%	20.3%	13.3%	3.7%	20.7%	10.4%
Delafield Township	39.3%	15.7%	9.9%	6.0%	19.2%	9.9%
Dousman & Summit	58.5%	13.5%	6.3%	10.1%	7.3%	4.4%
Genesee Township	37.5%	26.4%	11.0%	6.2%	15.4%	3.4%
Ottawa Township	28.8%	18.7%	16.5%	2.0%	22.8%	11.3%
Wales Village	39.8%	23.8%	10.0%	7.8%	14.1%	4.5%
Less/New Voters	45.2%	17.8%	8.8%	1.3%	18.5%	8.4%
Active Voters	38.0%	21.1%	9.1%	8.9%	15.6%	7.2%
Very Active Voters	29.7%	18.0%	19.8%	5.5%	18.9%	8.0%

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Q10: Without additional funding, the District will need to reduce support for music programs.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	41.1%	12.9%	17.0%	5.1%	14.9%	9.0%
Parent	41.4%	21.3%	10.9%	5.7%	14.6%	6.2%
Non-Parent	41.0%	10.9%	18.5%	4.9%	15.0%	9.7%
Male	40.2%	10.5%	16.8%	4.2%	20.0%	8.3%
Female	42.0%	15.3%	17.2%	5.9%	10.0%	9.7%
Age 18-24	49.4%	13.8%	11.5%	0.0%	11.5%	13.8%
25-34	46.0%	12.5%	20.4%	1.5%	13.7%	5.9%
35-44	33.6%	8.0%	25.2%	6.7%	16.1%	10.3%
45-54	35.0%	16.4%	15.4%	5.6%	22.3%	5.4%
55-64	41.1%	6.3%	20.8%	7.5%	11.6%	12.8%
65+	43.6%	18.4%	11.7%	4.8%	13.9%	7.5%
Delafield City	29.3%	17.9%	20.8%	2.8%	17.5%	11.7%
Delafield Township	49.3%	14.8%	9.6%	0.6%	15.4%	10.3%
Dousman & Summit	46.7%	8.6%	18.5%	5.4%	12.4%	8.4%
Genesee Township	33.8%	14.6%	21.8%	11.1%	9.9%	8.9%
Ottawa Township	40.1%	7.7%	19.8%	5.2%	18.3%	8.8%
Wales Village	49.0%	9.5%	14.0%	9.1%	16.8%	1.5%
Less/New Voters	48.9%	8.2%	17.7%	3.1%	10.1%	12.1%
Active Voters	35.9%	15.6%	17.1%	6.6%	18.1%	6.7%
Very Active Voters	40.5%	14.4%	15.7%	4.7%	15.3%	9.4%

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Q11: Without additional funding, the District will need to reduce support for mental health and guidance counseling.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	44.5%	15.3%	15.4%	5.2%	11.7%	7.8%
Parent	40.2%	20.6%	14.3%	6.1%	13.8%	4.9%
Non-Parent	45.6%	14.0%	15.6%	5.0%	11.2%	8.6%
Male	42.4%	12.9%	17.4%	5.9%	13.8%	7.7%
Female	46.6%	17.7%	13.4%	4.6%	9.8%	7.9%
Age 18-24	56.8%	13.8%	15.7%	0.0%	0.0%	13.8%
25-34	36.9%	16.2%	26.6%	1.5%	8.8%	10.0%
35-44	35.4%	10.1%	29.1%	5.2%	14.2%	6.1%
45-54	40.9%	14.2%	13.8%	4.3%	22.9%	3.9%
55-64	47.6%	16.8%	13.0%	6.0%	7.3%	9.4%
65+	47.2%	16.9%	8.8%	8.0%	11.9%	7.1%
Delafield City	34.4%	19.9%	16.1%	2.4%	15.8%	11.4%
Delafield Township	48.3%	14.5%	11.6%	3.6%	14.2%	7.7%
Dousman & Summit	60.5%	5.1%	14.9%	8.4%	8.9%	2.2%
Genesee Township	39.8%	16.1%	17.4%	5.7%	9.8%	11.3%
Ottawa Township	42.7%	15.0%	24.2%	3.3%	8.5%	6.3%
Wales Village	42.6%	23.0%	6.7%	13.0%	10.3%	4.5%
Less/New Voters	51.6%	14.9%	15.4%	0.9%	7.7%	9.5%
Active Voters	42.0%	15.4%	16.1%	7.1%	13.3%	6.1%
Very Active Voters	39.1%	15.9%	13.7%	7.6%	14.6%	9.0%

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Q12: Without additional funding, the District will need to reduce the number of coaches and athletic programs.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	31.1%	17.6%	10.6%	5.5%	27.4%	7.8%
Parent	39.6%	17.4%	13.4%	5.3%	18.7%	5.5%
Non-Parent	29.0%	17.6%	9.9%	5.6%	29.6%	8.4%
Male	30.5%	18.0%	11.6%	4.7%	30.5%	4.7%
Female	31.7%	17.2%	9.6%	6.3%	24.5%	10.7%
Age 18-24	49.4%	13.8%	0.0%	0.0%	23.1%	13.8%
25-34	32.1%	21.8%	14.5%	1.5%	25.9%	4.1%
35-44	32.2%	12.5%	18.9%	9.4%	18.5%	8.5%
45-54	25.4%	23.9%	10.9%	2.7%	32.4%	4.7%
55-64	32.7%	11.5%	8.9%	6.1%	31.1%	9.7%
65+	27.6%	20.1%	10.1%	8.4%	26.2%	7.6%
Delafield City	24.5%	19.6%	9.3%	3.2%	31.8%	11.7%
Delafield Township	36.9%	20.2%	3.9%	1.6%	26.4%	10.9%
Dousman & Summit	42.5%	17.8%	11.0%	12.5%	15.0%	1.2%
Genesee Township	29.7%	16.9%	18.7%	5.1%	23.0%	6.5%
Ottawa Township	23.7%	9.8%	11.8%	10.3%	35.5%	8.9%
Wales Village	25.7%	19.8%	13.0%	3.7%	36.2%	1.5%
Less/New Voters	39.7%	18.3%	12.7%	1.4%	21.6%	6.3%
Active Voters	28.9%	16.8%	6.5%	7.8%	31.2%	8.7%
Very Active Voters	22.6%	18.1%	16.6%	6.7%	28.0%	8.1%

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Q13: Without additional funding, the District cannot provide competitive employee benefits.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	31.5%	20.8%	18.6%	4.3%	16.4%	8.3%
Parent	39.2%	22.5%	15.1%	4.8%	12.8%	5.5%
Non-Parent	29.6%	20.4%	19.5%	4.1%	17.3%	9.0%
Male	30.8%	21.3%	17.3%	4.8%	18.5%	7.3%
Female	32.2%	20.4%	20.0%	3.7%	14.4%	9.3%
Age 18-24	45.2%	11.5%	0.0%	0.0%	29.5%	13.8%
25-34	18.3%	30.2%	23.2%	0.0%	18.3%	10.0%
35-44	28.6%	22.0%	20.7%	7.8%	11.8%	9.2%
45-54	38.3%	20.5%	17.0%	0.7%	17.1%	6.3%
55-64	29.7%	21.7%	22.9%	5.4%	14.6%	5.6%
65+	31.3%	18.7%	18.6%	7.1%	14.9%	9.4%
Delafield City	27.9%	15.5%	22.6%	1.4%	19.0%	13.6%
Delafield Township	42.0%	17.3%	13.2%	3.6%	15.7%	8.1%
Dousman & Summit	30.1%	27.6%	16.3%	9.6%	15.5%	1.0%
Genesee Township	23.6%	22.1%	20.6%	5.7%	16.7%	11.3%
Ottawa Township	26.7%	25.6%	24.5%	0.8%	16.0%	6.4%
Wales Village	34.9%	21.0%	16.4%	6.7%	14.6%	6.3%
Less/New Voters	37.7%	23.8%	14.7%	1.4%	13.4%	9.1%
Active Voters	31.6%	19.9%	18.9%	4.4%	17.6%	7.7%
Very Active Voters	21.7%	18.3%	24.5%	8.5%	18.5%	8.6%

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Q14: Without additional funding, the District will need to increase class sizes.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	39.4%	10.1%	16.7%	6.8%	19.7%	7.3%
Parent	46.2%	11.9%	12.8%	4.5%	19.7%	4.8%
Non-Parent	37.7%	9.6%	17.7%	7.4%	19.7%	7.9%
Male	39.2%	12.3%	19.0%	6.5%	16.8%	6.2%
Female	39.6%	7.9%	14.6%	7.2%	22.5%	8.3%
Age 18-24	45.2%	11.5%	15.7%	0.0%	13.8%	13.8%
25-34	41.2%	18.1%	26.5%	0.0%	14.2%	0.0%
35-44	43.8%	8.2%	19.5%	11.9%	11.2%	5.4%
45-54	35.8%	10.8%	15.8%	8.1%	25.6%	3.9%
55-64	38.7%	3.4%	19.2%	11.6%	18.0%	9.2%
65+	38.3%	12.6%	10.6%	4.4%	24.4%	9.6%
Delafield City	27.3%	7.9%	20.6%	4.4%	27.6%	12.2%
Delafield Township	36.8%	9.8%	10.2%	11.9%	25.3%	6.1%
Dousman & Summit	58.9%	8.7%	10.7%	3.7%	13.1%	4.9%
Genesee Township	36.3%	17.1%	21.2%	5.7%	14.1%	5.4%
Ottawa Township	41.3%	5.3%	26.8%	4.7%	12.3%	9.6%
Wales Village	44.7%	10.3%	11.3%	7.3%	21.8%	4.6%
Less/New Voters	49.6%	11.4%	18.3%	3.3%	11.6%	5.9%
Active Voters	35.9%	8.8%	16.5%	8.5%	22.3%	7.9%
Very Active Voters	30.9%	10.8%	14.9%	8.5%	26.8%	8.1%

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Potential Improvements

The earlier group of questions dealt with potential detrimental impacts that could happen if the revenue cap increase were not approved. By contrast, this set of questions deals with improvements that could be made if the additional funding were made available. As mentioned above, half of the survey participants received this section before the list of potential consequences.

Items from the list were given to each participant in random order. Before any items were read from the list, participants heard the following introductory language:

“I am going to read some statements about the facilities projects the District is considering. For each of these statements, please tell me whether the information would make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support an increase in the tax levy.”

As mentioned earlier, split-sample questions (marked with A and B identifiers) have a margin of error of ±7.2%.

Q15: If funding is approved, the District would be able to provide adequate parking areas at the high school.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	29.2%	14.5%	14.6%	14.1%	19.7%	7.8%
Parent	31.1%	16.3%	16.8%	12.9%	14.9%	8.0%
Non-Parent	28.8%	14.0%	14.1%	14.4%	20.9%	7.8%
Male	27.6%	18.4%	15.6%	10.5%	21.7%	6.1%
Female	30.8%	10.7%	13.7%	17.5%	17.8%	9.5%
Age 18-24	33.7%	13.8%	15.7%	0.0%	23.1%	13.8%
25-34	41.5%	12.9%	21.5%	7.7%	14.9%	1.5%
35-44	24.0%	11.2%	23.0%	19.0%	11.8%	11.0%
45-54	29.0%	12.4%	11.3%	16.6%	29.2%	1.5%
55-64	27.9%	13.3%	16.2%	13.8%	17.6%	11.2%
65+	26.5%	19.0%	9.2%	17.2%	19.5%	8.6%
Delafield City	15.9%	21.0%	21.3%	12.5%	18.2%	11.1%
Delafield Township	28.2%	12.0%	8.8%	22.2%	18.8%	10.0%
Dousman & Summit	54.7%	10.8%	8.0%	17.4%	5.8%	3.2%
Genesee Township	30.4%	15.2%	17.8%	9.4%	23.6%	3.6%
Ottawa Township	22.5%	17.4%	15.3%	9.4%	24.9%	10.5%
Wales Village	29.2%	8.1%	20.5%	6.3%	29.7%	6.3%
Less/New Voters	39.1%	11.0%	17.0%	7.2%	16.8%	8.9%
Active Voters	24.4%	16.1%	13.6%	17.5%	21.5%	6.8%
Very Active Voters	24.5%	16.3%	13.0%	17.2%	20.5%	8.5%

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Q16: If funding is approved, the District would be able to improve traffic flow and safety by repairing and upgrading student drop-off areas.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	29.8%	16.6%	14.7%	5.4%	18.9%	14.6%
Parent	33.1%	19.3%	16.3%	5.6%	14.5%	11.1%
Non-Parent	29.0%	15.9%	14.3%	5.3%	20.0%	15.5%
Male	27.6%	14.0%	16.9%	3.3%	24.8%	13.4%
Female	32.0%	19.1%	12.5%	7.4%	13.2%	15.8%
Age 18-24	29.5%	13.8%	15.7%	0.0%	27.3%	13.8%
25-34	45.0%	10.2%	7.4%	1.3%	14.7%	21.5%
35-44	25.4%	18.1%	10.8%	14.5%	16.6%	14.6%
45-54	26.6%	25.1%	8.1%	5.3%	23.7%	11.1%
55-64	27.6%	12.5%	19.8%	6.1%	18.5%	15.6%
65+	29.7%	17.5%	18.5%	4.4%	16.2%	13.6%
Delafield City	22.3%	20.6%	19.2%	2.7%	14.1%	21.1%
Delafield Township	34.2%	13.4%	12.6%	1.8%	25.9%	12.1%
Dousman & Summit	45.7%	21.1%	5.7%	5.9%	9.1%	12.5%
Genesee Township	31.0%	17.4%	15.0%	8.9%	17.3%	10.4%
Ottawa Township	16.1%	9.2%	21.5%	11.4%	20.0%	21.8%
Wales Village	28.5%	22.0%	13.5%	2.7%	23.9%	9.4%
Less/New Voters	40.6%	11.7%	12.9%	1.4%	18.5%	15.0%
Active Voters	24.3%	21.1%	11.9%	7.5%	20.7%	14.5%
Very Active Voters	25.4%	14.0%	24.1%	7.0%	15.3%	14.2%

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Q17A: If funding is approved, the District would be able to update its classrooms and equipment for technical education programs to prepare students for changing workforce demands.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters*	50.6%	11.9%	10.2%	4.1%	16.8%	6.4%
Parent	53.9%	15.2%	10.2%	3.0%	13.4%	4.4%
Non-Parent	49.8%	11.1%	10.2%	4.4%	17.6%	6.9%
Male	47.9%	8.8%	11.8%	3.7%	21.2%	6.6%
Female	53.2%	14.9%	8.6%	4.6%	12.5%	6.3%
Age 18-24	74.7%	0.0%	11.5%	0.0%	0.0%	13.8%
25-34	61.2%	6.9%	1.5%	3.0%	27.4%	0.0%
35-44	41.9%	21.5%	7.2%	6.8%	17.0%	5.7%
45-54	52.8%	17.5%	5.5%	0.0%	22.7%	1.5%
55-64	44.8%	4.5%	16.1%	7.7%	19.8%	7.1%
65+	46.7%	16.5%	12.1%	4.3%	10.7%	9.7%
Delafield City	43.0%	12.3%	11.7%	2.5%	18.5%	12.0%
Delafield Township	48.8%	11.2%	10.2%	6.2%	18.2%	5.4%
Dousman & Summit	69.1%	14.3%	0.7%	0.0%	14.8%	1.0%
Genesee Township	49.5%	15.6%	8.9%	3.3%	19.1%	3.7%
Ottawa Township	43.1%	12.2%	18.8%	4.6%	11.0%	10.4%
Wales Village	57.9%	1.8%	9.2%	8.6%	16.7%	5.8%
Less/New Voters	63.6%	5.2%	8.5%	3.7%	12.3%	6.7%
Active Voters	45.5%	14.0%	10.3%	4.4%	20.8%	4.9%
Very Active Voters	41.5%	17.8%	12.5%	4.3%	14.6%	9.3%

* Sample size is halved for split-sample questions; margin of error is $\pm 7.2\%$.

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Q17B: If funding is approved, the District would be able to update its classrooms and equipment for STEM programs to prepare students for changing workforce demands. (IF RESPONDENT ASKS WHAT “STEM” MEANS: “STEM is short for Science, Technology, Engineering and Math.”)

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	51.0%	12.6%	7.6%	6.5%	14.4%	7.9%
Parent	52.5%	19.2%	8.1%	4.0%	10.6%	5.6%
Non-Parent	50.5%	10.6%	7.5%	7.2%	15.6%	8.6%
Male	44.6%	11.8%	10.6%	6.4%	19.6%	7.0%
Female	57.4%	13.4%	4.6%	6.5%	9.2%	8.9%
Age 18-24	70.7%	0.0%	0.0%	0.0%	13.4%	16.0%
25-34	72.5%	7.1%	13.6%	2.0%	4.7%	0.0%
35-44	39.3%	24.3%	8.5%	11.6%	9.9%	6.4%
45-54	55.2%	12.0%	2.0%	8.0%	21.0%	2.0%
55-64	41.3%	10.4%	14.6%	5.2%	17.6%	10.9%
65+	47.1%	15.4%	6.0%	7.7%	13.4%	10.4%
Delafield City	47.0%	10.9%	6.0%	7.7%	13.3%	15.1%
Delafield Township	49.1%	14.2%	3.6%	2.4%	23.9%	6.8%
Dousman & Summit	51.6%	25.1%	0.0%	9.9%	11.7%	1.7%
Genesee Township	43.3%	10.2%	14.1%	11.0%	15.1%	6.3%
Ottawa Township	59.8%	13.0%	10.1%	1.9%	5.1%	10.2%
Wales Village	64.8%	1.3%	12.7%	9.5%	9.4%	2.2%
Less/New Voters	61.9%	9.4%	6.7%	5.0%	9.3%	7.7%
Active Voters	48.1%	14.1%	7.1%	7.1%	16.7%	6.9%
Very Active Voters	39.6%	14.6%	10.0%	7.5%	17.9%	10.3%

* Sample size is halved for split-sample questions; margin of error is ±7.2%.

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Q18: If funding is approved, the District could replace worn-out equipment and facilities in outdoor athletic areas.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	24.9%	18.2%	13.6%	10.6%	20.0%	12.7%
Parent	35.3%	13.4%	17.3%	7.2%	15.2%	11.6%
Non-Parent	22.2%	19.4%	12.7%	11.5%	21.3%	13.0%
Male	23.4%	18.7%	15.5%	9.2%	24.4%	9.0%
Female	26.4%	17.7%	11.8%	11.9%	15.8%	16.3%
Age 18-24	15.7%	27.5%	19.9%	0.0%	23.1%	13.8%
25-34	35.3%	23.4%	7.4%	3.8%	22.0%	8.1%
35-44	22.7%	9.6%	21.7%	18.8%	16.8%	10.4%
45-54	30.3%	21.8%	14.5%	2.1%	23.9%	7.4%
55-64	10.2%	13.6%	11.4%	22.8%	20.8%	21.2%
65+	35.1%	18.3%	11.8%	7.7%	16.3%	10.8%
Delafield City	15.6%	31.5%	10.9%	0.0%	22.1%	19.9%
Delafield Township	25.9%	17.5%	12.3%	12.8%	16.2%	15.4%
Dousman & Summit	34.4%	23.2%	7.0%	13.2%	10.1%	12.1%
Genesee Township	32.8%	10.4%	15.1%	11.4%	22.5%	7.9%
Ottawa Township	14.0%	10.9%	22.7%	14.7%	27.7%	10.0%
Wales Village	31.3%	14.9%	13.0%	13.1%	22.1%	5.5%
Less/New Voters	30.1%	20.0%	14.8%	5.6%	17.4%	12.0%
Active Voters	20.5%	17.4%	11.7%	13.5%	23.3%	13.7%
Very Active Voters	26.0%	16.7%	16.0%	12.5%	17.3%	11.5%

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Q19: If funding is approved, the district could implement a long-term plan to improve and maintain outdoor athletic areas.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
All Voters	26.4%	17.9%	10.4%	9.3%	21.5%	14.5%
Parent	35.3%	16.0%	13.9%	8.0%	14.8%	11.9%
Non-Parent	24.0%	18.3%	9.4%	9.7%	23.3%	15.2%
Male	26.9%	18.8%	10.6%	7.8%	25.4%	10.4%
Female	25.9%	17.0%	10.1%	10.8%	17.8%	18.5%
Age 18-24	27.3%	27.5%	4.2%	0.0%	23.1%	17.9%
25-34	39.6%	25.6%	9.3%	3.5%	15.8%	6.2%
35-44	25.4%	16.8%	12.4%	19.4%	15.4%	10.7%
45-54	30.7%	15.5%	12.1%	0.8%	31.9%	9.1%
55-64	10.2%	13.4%	10.6%	13.9%	25.6%	26.3%
65+	33.6%	17.7%	10.8%	12.0%	15.0%	10.9%
Delafield City	17.1%	29.6%	10.8%	2.2%	21.4%	18.8%
Delafield Township	27.9%	20.7%	4.1%	6.6%	19.7%	21.0%
Dousman & Summit	33.7%	18.6%	10.7%	17.2%	6.1%	13.7%
Genesee Township	30.8%	8.9%	15.7%	10.3%	24.8%	9.5%
Ottawa Township	20.3%	11.1%	13.3%	12.8%	32.4%	10.1%
Wales Village	32.7%	14.9%	11.7%	13.1%	22.1%	5.5%
Less/New Voters	36.2%	16.4%	10.7%	5.1%	16.6%	15.0%
Active Voters	18.6%	19.4%	8.5%	11.0%	27.1%	15.3%
Very Active Voters	27.0%	16.9%	14.2%	12.8%	17.4%	11.7%

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Cost Sensitivity

After the initial and informed support levels were measured, we next tested the effects of various potential tax impacts on our respondents' level of support.

Survey participants were given three potential cost levels for the proposed referendum, and asked whether they would favor or oppose the proposal based on the cost. Participants were told that the tax impacts applied to each \$100,000 of a home's fair market value.

The three tax impact levels were given in random order to each participant. This randomization helps neutralize the tendency for participants to give a response based on what they think the next prompt will be.

Responses to the tax impact questions are shown on the following pages.

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Q21: Annual property taxes will increase by \$25 per \$100,000 of fair market value.

	Favor	Oppose	Undecided/ Refused
All Voters	51.8%	26.7%	21.5%
Parent	71.9%	16.6%	11.5%
Non-Parent	46.0%	29.6%	24.4%
Male	48.7%	34.9%	16.4%
Female	55.1%	18.1%	26.8%
18-24	41.3%	0.0%	58.7%
25-34	76.2%	0.0%	23.8%
35-44	53.7%	35.3%	10.9%
45-54	59.0%	28.9%	12.1%
55-64	37.3%	45.3%	17.4%
65+	53.1%	24.0%	22.9%
Delafield City	50.3%	19.0%	30.7%
Delafield Township	60.9%	25.6%	13.5%
Dousman & Summit	58.9%	27.2%	13.8%
Genesee Township	51.6%	29.7%	18.7%
Ottawa Township	30.2%	30.2%	39.7%
Wales Village	60.8%	32.1%	7.1%
Less Active/New	58.3%	13.3%	28.4%
Active	46.4%	34.4%	19.2%
Very Active	52.9%	31.5%	15.5%

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Q22: Annual property taxes will increase by \$50 per \$100,000 of fair market value.

	Favor	Oppose	Undecided/ Refused
All Voters	40.2%	35.2%	24.6%
Parent	62.6%	20.0%	17.4%
Non-Parent	33.7%	39.5%	26.7%
Male	39.4%	41.5%	19.1%
Female	41.1%	28.5%	30.4%
18-24	41.3%	0.0%	58.7%
25-34	51.5%	9.4%	39.1%
35-44	44.7%	36.2%	19.0%
45-54	47.0%	34.5%	18.6%
55-64	27.0%	55.6%	17.4%
65+	40.3%	38.8%	20.9%
Delafield City	39.2%	24.5%	36.4%
Delafield Township	51.4%	31.5%	17.1%
Dousman & Summit	41.7%	38.4%	19.9%
Genesee Township	34.5%	46.2%	19.2%
Ottawa Township	22.2%	34.7%	43.1%
Wales Village	54.7%	40.0%	5.4%
Less Active/New	52.2%	14.0%	33.8%
Active	35.9%	43.4%	20.7%
Very Active	30.4%	51.1%	18.4%

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Q23: Annual property taxes will increase by \$75 per \$100,000 of fair market value.

	Favor	Oppose	Undecided/ Refused
All Voters	31.6%	44.5%	23.9%
Parent	48.3%	31.6%	20.1%
Non-Parent	26.7%	48.2%	25.0%
Male	31.7%	52.1%	16.2%
Female	31.5%	36.5%	32.0%
18-24	41.3%	0.0%	58.7%
25-34	44.2%	31.8%	24.1%
35-44	33.5%	42.2%	24.4%
45-54	41.1%	42.1%	16.7%
55-64	16.5%	67.0%	16.5%
65+	29.1%	47.9%	23.0%
Delafield City	28.3%	34.2%	37.5%
Delafield Township	41.4%	40.0%	18.6%
Dousman & Summit	29.0%	51.1%	19.8%
Genesee Township	31.8%	56.3%	11.8%
Ottawa Township	14.0%	43.8%	42.3%
Wales Village	45.3%	45.6%	9.1%
Less Active/New	49.3%	18.8%	31.9%
Active	21.1%	56.9%	21.9%
Very Active	25.5%	58.8%	15.7%

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Funding Environment

After the tax impact questions were asked, participants were presented with statements about the District and its funding environment, and asked whether each statement made them more likely or less likely to support the proposed levy increase.

Q24: Kettle Moraine schools receive less funding per student than most other districts in Waukesha County, based on revenue limits and the state’s school funding formula. Does knowing this fact make you more likely or less likely to support the proposed increase?

	More Likely	Less Likely	No Difference	No Opinion
All Voters	53.6%	22.9%	12.0%	11.5%
Parent	65.2%	17.1%	14.9%	2.9%
Non-Parent	50.4%	24.6%	11.1%	13.9%
Male	53.2%	26.8%	10.4%	9.6%
Female	54.1%	18.9%	13.6%	13.4%
18-24	41.3%	13.4%	16.0%	29.3%
25-34	62.9%	12.4%	13.7%	11.0%
35-44	59.4%	22.3%	14.3%	4.0%
45-54	65.1%	20.8%	8.1%	6.0%
55-64	44.8%	35.7%	14.2%	5.3%
65+	51.5%	21.1%	9.7%	17.7%
Delafield City	54.7%	6.7%	16.5%	22.1%
Delafield Township	53.6%	33.9%	7.1%	5.4%
Dousman & Summit	66.8%	17.6%	7.1%	8.5%
Genesee Township	56.3%	22.9%	11.1%	9.7%
Ottawa Township	47.2%	19.5%	16.5%	16.8%
Wales Village	42.4%	38.5%	15.1%	3.9%
Less Active/New	60.3%	11.4%	16.5%	11.9%
Active	53.8%	26.7%	8.4%	11.1%
Very Active	43.0%	32.9%	12.4%	11.8%

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Q25: Please tell me whether you agree with this statement: “Kettle Moraine schools provide an excellent education to all students.”

	Strong Agree	Agree	Disagree	Strong Disagree	No Opinion
All Voters	69.3%	5.8%	15.8%	1.4%	7.6%
Parent	82.2%	6.9%	9.4%	0.0%	1.5%
Non-Parent	65.6%	5.5%	17.7%	1.8%	9.4%
Male	63.1%	9.0%	16.9%	2.2%	8.8%
Female	75.7%	2.5%	14.8%	0.6%	6.4%
18-24	41.3%	0.0%	29.3%	0.0%	29.3%
25-34	74.4%	4.2%	11.9%	0.0%	9.5%
35-44	76.8%	2.7%	17.8%	0.0%	2.8%
45-54	64.8%	10.8%	18.4%	0.0%	5.9%
55-64	68.7%	7.7%	17.2%	3.4%	3.1%
65+	77.1%	4.7%	9.0%	2.4%	6.8%
Delafield City	54.3%	2.0%	24.9%	3.6%	15.2%
Delafield Township	81.5%	4.2%	14.3%	0.0%	0.0%
Dousman & Summit	87.4%	2.1%	2.1%	0.0%	8.5%
Genesee Township	67.0%	7.1%	16.2%	0.0%	9.8%
Ottawa Township	64.6%	7.2%	18.6%	0.0%	9.6%
Wales Village	59.8%	16.9%	11.3%	8.2%	3.9%
Less Active/New	63.5%	4.7%	18.9%	2.2%	10.7%
Active	70.7%	6.0%	16.1%	0.7%	6.6%
Very Active	75.6%	7.2%	10.5%	1.7%	5.1%

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Q26: Please tell me whether you agree with this statement: “I would never vote for a tax increase, no matter what the amount or what the money raised would be used for.”

	Strong Agree	Agree	Disagree	Strong Disagree	No Opinion
All Voters	9.3%	51.3%	18.5%	4.7%	16.2%
Parent	6.8%	66.1%	19.1%	1.9%	6.1%
Non-Parent	10.0%	47.6%	18.3%	5.4%	18.7%
Male	13.6%	51.6%	18.6%	2.8%	13.4%
Female	5.2%	51.1%	18.4%	6.4%	18.9%
18-24	0.0%	47.2%	13.8%	13.8%	25.3%
25-34	4.9%	49.9%	24.7%	1.3%	19.1%
35-44	8.4%	75.4%	13.8%	0.0%	2.4%
45-54	14.2%	47.9%	18.0%	2.2%	17.7%
55-64	13.4%	44.5%	20.0%	2.5%	19.7%
65+	7.3%	52.0%	18.2%	8.8%	13.7%
Delafield City	3.2%	51.2%	12.5%	10.7%	22.4%
Delafield Township	12.8%	53.0%	23.3%	0.9%	10.0%
Dousman & Summit	12.4%	36.4%	21.9%	5.7%	23.7%
Genesee Township	10.6%	53.6%	7.9%	6.3%	21.7%
Ottawa Township	5.4%	56.4%	21.7%	4.0%	12.5%
Wales Village	10.6%	56.0%	28.0%	0.0%	5.5%
Less Active/New	6.0%	53.8%	20.9%	3.3%	15.9%
Active	10.5%	48.6%	18.0%	4.8%	18.1%
Very Active	12.0%	53.5%	15.8%	6.6%	12.2%

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Q27: From which of the following do you receive most of your information about the School District?

	<i>Waukesha Freeman</i>	<i>Lake Country NOW</i>	Radio/ TV	Teachers/ Staff	Friends/ Neighbors	District Website	District Social Media	District Newsletter	Other
All Voters	14.2%	7.7%	1.3%	8.1%	14.6%	3.2%	4.0%	33.6%	13.3%
Parent	6.3%	5.3%	1.7%	15.2%	8.7%	7.1%	11.9%	37.5%	6.4%
Non-Parent	16.5%	8.4%	1.2%	6.1%	16.2%	2.2%	1.7%	32.5%	15.3%
Male	14.8%	4.1%	2.2%	11.7%	18.3%	4.5%	5.6%	25.7%	13.0%
Female	13.7%	11.3%	0.4%	4.4%	10.8%	1.9%	2.3%	41.6%	13.6%
Age 18-24	29.3%	4.9%	0.0%	0.0%	13.4%	0.0%	0.0%	23.1%	29.3%
25-34	20.9%	14.9%	0.0%	17.2%	7.5%	4.2%	2.3%	19.6%	13.4%
35-44	6.7%	1.5%	0.0%	21.4%	21.5%	4.8%	7.3%	29.0%	7.8%
45-54	11.6%	8.1%	5.1%	4.6%	24.4%	1.8%	10.4%	27.9%	5.9%
55-64	12.0%	11.8%	0.0%	6.3%	12.0%	4.3%	0.0%	39.2%	14.4%
65+	13.7%	5.1%	1.3%	5.3%	9.9%	3.4%	3.4%	43.4%	14.5%
Delafield City	13.9%	12.6%	1.9%	4.9%	8.7%	2.4%	6.9%	28.8%	20.0%
Delafield Township	20.9%	7.6%	2.4%	5.0%	21.7%	1.6%	2.2%	35.3%	3.3%
Dousman & Summit	6.0%	13.8%	0.0%	10.2%	19.7%	1.7%	6.3%	26.4%	16.0%
Genesee Township	13.5%	3.7%	1.8%	14.4%	15.8%	1.1%	1.1%	35.1%	13.6%
Ottawa Township	8.9%	7.3%	0.0%	7.9%	8.5%	5.2%	1.1%	43.7%	17.5%
Wales Village	17.8%	0.0%	0.0%	6.8%	9.4%	12.6%	11.3%	26.5%	15.6%
Less Active/ New Voters	22.7%	11.6%	0.6%	9.5%	13.6%	4.1%	4.3%	21.6%	12.0%
Active Voters	8.8%	5.3%	1.7%	6.5%	17.2%	3.1%	4.5%	37.0%	15.9%
Very Active Voters	12.5%	6.7%	1.7%	9.2%	10.4%	2.1%	2.3%	45.2%	9.9%

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Survey Language

The following pages contain the language used in the telephone surveys. Results in the analysis above were grouped into general categories, and do not correspond exactly to the order in which questions were posed to participants. Our analysis uses descriptions of the questions which should allow for ready identification in the survey instrument which follows.

Hello. I'm calling to conduct research on behalf of the Kettle Moraine School District. The school district has identified several operational and facility needs that I would like to ask you about. As a resident, your opinion is very valuable to the District as it decides how to address these needs.

This survey will take less than ten minutes, and your answers will be confidential. May I please speak with (NAME FROM LIST)?

IF NEEDED AT INTRODUCTION: This is a survey about needs in the Kettle Moraine School District. I am not trying to sell anything.

IF NEEDED AT INTRODUCTION: If now is not a convenient time, can you let me know a better time so I can call back?

IF NEEDED AT INTRODUCTION BECAUSE THE PERSON ASKS WHY YOU NEED TO SPEAK TO THE LISTED PERSON, OR IF THEY ASK TO PARTICIPATE INSTEAD: For statistical purposes, this survey can only be completed by this particular person.

If you are driving a car or doing any activity requiring your full attention right now, I need to call you back later. The first question is:

Q1: Are you registered to vote at [ADDRESS]?
1. Yes (GOTO Q2)
2. No (TERMINATE)
3. DK/REFUSED (TERMINATE)

Q2: Do you currently have any children who attend one of the Kettle Moraine public schools?
1. YES
2. NO
3. REFUSED

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Q3: Please tell me briefly what you believe is the best thing about Kettle Moraine school district:

Q4: If you could change one thing about the school district, please briefly describe what you would change:

Q5: The School District is considering seeking voter approval next spring in order to exceed the state’s revenue cap for 20 years. This would allow the district to maintain current staffing levels, programs and services for students; to expand mental health and guidance counseling services for students; to support maintenance projects and safety upgrades; and to provide competitive employee benefits. This proposal would generate an estimated 5.5 million dollars per year in additional tax funding. Would you favor or oppose such a proposal?

1. Favor
2. Oppose
3. UNDECIDED
4. REFUSED

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ROTATE ORDER OF GROUP A/GROUP B

(BEGIN GROUP A)

("FIRST"/"NEXT"), I am going to read some statements about the increase in the revenue cap the District is considering. For each of these statements, please tell me whether the information would make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support an increase in the tax levy.

(RANDOM ORDER Q6-Q14)

	Much More Likely	Somewhat More Likely	Somewhat Less Likely	Much Less Likely	No Difference	DK/ Refuse
Q6: Without additional funding, the District will need to reduce the number of teachers and staff.	1	2	3	4	5	6
Q7: Without additional funding, the District will need to reduce the number of course offerings for students.	1	2	3	4	5	6
Q8: Without additional funding, the District will need to reduce support for school libraries.	1	2	3	4	5	6
Q9: Without additional funding, the District will need to reduce support for school nurse services.	1	2	3	4	5	6
Q10: Without additional funding, the District will need to reduce support for music programs.	1	2	3	4	5	6
Q11: Without additional funding, the District will need to reduce support for mental health and guidance counseling.	1	2	3	4	5	6
Q12: Without additional funding, the District will need to reduce the number of coaches and athletic programs.	1	2	3	4	5	6
Q13: Without additional funding, the District cannot provide competitive employee benefits.	1	2	3	4	5	6
Q14: Without additional funding, the District will need to increase class sizes.	1	2	3	4	5	6

(END GROUP A)

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ROTATE ORDER OF GROUP A/GROUP B

(BEGIN GROUP B)

("FIRST"/"NEXT"), I am going to read some statements about the facilities projects the District is considering. For each of these statements, please tell me whether the information would make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support an increase in the tax levy.

(RANDOM ORDER Q15-Q19)

	Much More Likely	Somewhat More Likely	Somewhat Less Likely	Much Less Likely	No Difference	DK/ Refuse
Q15: If funding is approved, the District would be able to provide adequate parking areas at the high school.	1	2	3	4	5	6
Q16: If funding is approved, the District would be able to improve traffic flow and safety by repairing and upgrading student drop-off areas.	1	2	3	4	5	6
Q17A: If funding is approved, the District would be able to update its classrooms and equipment for technical education programs to prepare students for changing workforce demands.	1	2	3	4	5	6
Q17B: If funding is approved, the District would be able to update its classrooms and equipment for STEM programs to prepare students for changing workforce demands. IF RESPONDENT ASKS WHAT "STEM" MEANS: "STEM is short for Science, Technology, Engineering and Math."	1	2	3	4	5	6
Q18: If funding is approved, the District could replace worn-out equipment and facilities in outdoor athletic areas.	1	2	3	4	5	6
Q19: If funding is approved, the district could implement a long-term plan to improve and maintain outdoor athletic areas.	1	2	3	4	5	6

(END GROUP B)

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Q20: Now that you have heard some information about the District’s proposed increase in its revenue cap, would you favor or oppose such a proposal?

1. Favor
2. Oppose
3. UNDECIDED
4. REFUSED

I am going to ask you some questions about the cost of the proposal the District is considering. Each question presents you with an annual cost based on the value of a home. For each one, please tell me if knowing the cost of the proposal the District is considering would make you favor or oppose such a proposal.

(ROTATE ORDER) (IF RESPONSE IS “FAVOR,” DO NOT ASK LOWER AMOUNTS; IF RESPONSE IS “OPPOSE,” DO NOT ASK HIGHER AMOUNTS.)

	Favor	Oppose	Undecided	REFUSED
Q21: Annual property taxes will increase by \$25 per \$100,000 of fair market value.	1	2	3	4
Q22: Annual property taxes will increase by \$50 per \$100,000 of fair market value.	1	2	3	4
Q23: Annual property taxes will increase by \$75 per \$100,000 of fair market value.	1	2	3	4

Q24: Kettle Moraine schools receive less funding per student than most other districts in Waukesha County, based on revenue limits and the state’s school funding formula. Does knowing this fact make you more likely or less likely to support the proposed increase?

1. More likely
2. Less likely
3. No difference
4. DON’T KNOW/REFUSED

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I am going to read you two statements. For each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree with it.

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK
Q25: Kettle Moraine schools provide an excellent education to all students.	1	2	3	4	5
Q26: I would never vote for a tax increase, no matter what the amount or what the money raised would be used for.	1	2	3	4	5

Q27: From which of the following do you receive most of your information about the School District?
 (RANDOM ORDER 1-8)

1. The *Waukesha Freeman* newspaper
2. The *Lake Country NOW* newspaper
3. Radio or TV news
4. Teachers or staff
5. Friends or neighbors
6. The District's website
7. The District's social media, like Facebook, Twitter, or Instagram
8. The District's newsletter, called *The Communicator*
9. Other: _____
10. DK/REFUSED

END: That's the end of the survey. Thank you very much for your time.