



**Online Community Survey**  
**Prepared for Kettle Moraine School District**

**Provided by Springsted Incorporated**

October 2018

## **Kettle Moraine School District**

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### **Introduction**

Springsted Incorporated was retained by Kettle Moraine School District to host an online survey of community members in order to evaluate perceptions about the district in general and to gauge support for a potential referendum under consideration by the District. This report supplements our initial presentation summarizing our overall findings and recommendations, providing details about support among different demographic groups.

The online survey was active from September 20<sup>th</sup> through October 8<sup>th</sup>. During this time, 1,236 people started the survey, and 1,075 completed it. Because the participants in the survey were self-selected from the community, it is not possible to project the results of the online survey onto the community as a whole. Instead, this report will focus on the responses received from specific demographic groups, in order to provide more information to the District about the opinions of these groups and their perspective about the District.

The online survey was structured similarly to the telephone survey. Respondents were first asked for their initial reaction to the District's proposal, then given a series of consequences that could happen if funding were not approved, followed by a series of projects that could be completed if additional funding were available. After reacting to the individual elements of the proposal, participants were again asked whether they would support it.

After the informed support benchmark, respondents were asked whether they would support tax increases at various levels, and then asked for their reaction to a handful of statements about the District.

The pages which follow show the responses to these questions, broken out by demographic group. It is our hope that this detailed data will assist the District in determining which issues and projects are most important to particular groups within the community.

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### Who Participated

The 1,076 people who completed the online survey represent a broad cross-section of the community, though some demographics are more heavily represented than others.

The table at right shows the number of participants in each demographic category, along with their proportion of the overall total for each demographic dimension.

Working through the list, we see that men were underrepresented among participants, with just 32% of the total. Approximately 14% of our participants preferred not to state their gender, or simply left the question unanswered.

Geographically, each part of the District was fairly well represented, with numbers roughly proportionate to each community's relative size. Some 30 participants indicated that they lived outside of the District, and another 62 declined to answer the question.

In terms of age, residents under the age of 35 were not well represented. The 25-34 year age group represents approximately 11% of the District's voters, but only 5% of survey participants. Only 16 residents under the age of 25 completed the survey; because of the very low numbers, we will not include these age groups in the analysis which follows. Around 13% of participants declined to state their age.

Parents were definitely overrepresented in our survey. Approximately two thirds of those completing the survey indicated that they had students in their households, which is much higher than our estimate for the electorate as a whole, at 22%.

Nearly 90% of those completing the survey said that they were registered to vote in the District. Of the 80 participants who were not registered in KMSD, 30 indicated that they lived outside the District's boundaries. The remainder are either not registered to vote, or live outside the District but declined to answer the question about their location.

Demographic	Number	Percent
Male	346	32%
Female	579	54%
Prefer not to say	111	10%
No response	39	4%
City of Delafield	206	19%
Delafield Township	183	17%
Village of Dousman	99	9%
Genesee Township	130	12%
Village of North Prairie	24	2%
Ottawa Township	125	12%
Village of Summit	73	7%
Village of Wales	143	13%
Other locations	30	3%
No response	62	6%
Under 18 years	10	< 1%
18-24 years	6	< 1%
25-34 years	50	5%
35-44 years	330	31%
45-54 years	302	28%
55-64 years	127	12%
65+ years	107	10%
Prefer not to say	110	10%
No response	33	3%
Parents	714	67%
Non-parents	325	30%
No response	36	3%
Registered to vote in KMSD	954	89%
Not registered in KMSD	80	7%
No response	41	4%

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One interesting detail to note is that voters who chose “Prefer not to say” for the questions on gender and age were consistently among the least supportive of any demographic group. We speculate that these participants may have been skeptical about the confidentiality of survey responses, and withheld their demographic information the better to protect their anonymity.

### 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 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.

In the tables which follow, rows are labeled with the demographic group being measured, along with the number of participants (“N=\_\_\_”) falling into that category. Column headers indicate the responses available for each question. There is a small amount of variability in the N values between questions, as some participants skipped some questions in the course of taking the survey.

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Q1: Initial support for increasing revenue cap.

	<b>Favor</b>	<b>Oppose</b>	<b>Undecided/ Refused</b>
Men (N=346)	44%	43%	13%
Women (N=577)	62%	21%	17%
N/A (N=111)	17%	68%	15%
25-34 (N=50)	76%	14%	10%
35-44 (N=330)	62%	22%	15%
45-54 (N=300)	55%	27%	18%
55-64 (N=127)	43%	48%	9%
65+ (N=107)	39%	43%	18%
N/A (N=110)	15%	70%	15%
Voter (N=952)	50%	36%	15%
Non-Voter (N=80)	68%	11%	21%
Parent (N=712)	59%	25%	16%
Non-Parent (N=325)	34%	52%	14%

Q16: Support for revenue cap increase after hearing details.

	<b>Favor</b>	<b>Oppose</b>	<b>Undecided/ Refused</b>	<b>Change in Favor %</b>
Men (N=346)	45%	46%	9%	1%
Women (N=578)	62%	23%	15%	0%
N/A (N=111)	14%	72%	14%	-4%
25-34 (N=50)	74%	14%	12%	-2%
35-44 (N=330)	62%	24%	14%	0%
45-54 (N=301)	56%	30%	14%	0%
55-64 (N=127)	43%	50%	7%	1%
65+ (N=107)	41%	44%	15%	2%
N/A (N=110)	14%	73%	14%	-1%
Voter (N=953)	50%	38%	12%	0%
Non-Voter (N=80)	64%	13%	24%	-4%
Student in HH (N=713)	58%	27%	15%	-1%
No students (N=325)	36%	54%	10%	2%

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### Potential Consequences

Before any items were presented, participants saw an introductory page with the following language:

“The questions on the following pages describe potential impacts related to the increase in the revenue cap being considered by the School District. For each statement, please let us know 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.”

Participants were then asked to respond to each of the following potential impacts.

Q2: How would this information affect your support for the District’s proposal: 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
Men (N=346)	33%	20%	24%	6%	14%	2%
Women (N=579)	56%	16%	17%	3%	7%	2%
N/A (N=111)	17%	11%	36%	4%	27%	5%
25-34 (N=50)	62%	14%	14%	0%	6%	4%
35-44 (N=329)	57%	16%	15%	3%	8%	1%
45-54 (N=302)	47%	18%	22%	5%	7%	2%
55-64 (N=126)	34%	20%	23%	6%	16%	1%
65+ (N=107)	30%	21%	22%	6%	18%	4%
N/A (N=110)	19%	8%	37%	3%	27%	5%
Voter (N=952)	43%	16%	22%	4%	12%	2%
Non-Voter (N=80)	53%	19%	11%	4%	10%	4%
Parent (N=712)	51%	17%	18%	4%	8%	2%
Non-Parent (N=325)	29%	17%	28%	5%	19%	2%

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Q3: How would this information affect your support for the District’s proposal: 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
Men (N=344)	27%	21%	28%	7%	15%	1%
Women (N=576)	42%	26%	20%	4%	7%	2%
N/A (N=109)	15%	8%	30%	12%	30%	5%
25-34 (N=50)	40%	28%	20%	0%	8%	4%
35-44 (N=330)	39%	27%	19%	5%	8%	2%
45-54 (N=301)	39%	22%	26%	4%	8%	2%
55-64 (N=127)	31%	15%	26%	10%	17%	0%
65+ (N=102)	24%	25%	25%	7%	16%	3%
N/A (N=109)	17%	9%	29%	9%	31%	5%
Voter (N=948)	33%	21%	25%	6%	13%	2%
Non-Voter (N=79)	41%	30%	13%	4%	9%	4%
Parent (N=713)	38%	25%	22%	5%	9%	2%
Non-Parent (N=319)	24%	17%	29%	8%	20%	1%

Q4: How would this information affect your support for the District’s proposal: 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
Men (N=345)	19%	21%	33%	7%	19%	1%
Women (N=574)	31%	26%	28%	7%	8%	0%
N/A (N=110)	14%	9%	27%	11%	36%	3%
25-34 (N=49)	39%	20%	29%	4%	8%	0%
35-44 (N=329)	30%	27%	28%	6%	9%	0%
45-54 (N=300)	23%	26%	32%	7%	11%	1%
55-64 (N=125)	25%	14%	30%	10%	22%	0%
65+ (N=106)	21%	25%	27%	7%	19%	2%
N/A (N=110)	15%	9%	31%	7%	35%	3%
Voter (N=947)	24%	22%	30%	7%	16%	1%
Non-Voter (N=80)	28%	26%	26%	10%	9%	1%
Parent (N=709)	27%	25%	29%	7%	11%	1%
Non-Parent (N=323)	20%	16%	32%	8%	22%	1%

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Q5: How would this information affect your support for the District’s proposal: 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
Men (N=344)	17%	19%	37%	8%	18%	1%
Women (N=577)	24%	24%	37%	6%	8%	1%
N/A (N=111)	11%	14%	30%	9%	34%	3%
25-34 (N=50)	34%	14%	38%	4%	8%	2%
35-44 (N=329)	22%	27%	34%	5%	10%	1%
45-54 (N=302)	18%	22%	42%	7%	10%	1%
55-64 (N=126)	24%	20%	29%	10%	18%	0%
65+ (N=106)	19%	19%	35%	11%	13%	3%
N/A (N=109)	11%	16%	30%	7%	33%	3%
Voter (N=950)	20%	21%	36%	8%	15%	1%
Non-Voter (N=80)	19%	29%	38%	3%	9%	4%
Parent (N=713)	21%	24%	37%	6%	11%	2%
Non-Parent (N=322)	19%	15%	34%	10%	21%	1%

Q6: How would this information affect your support for the District’s proposal: 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
Men (N=346)	24%	21%	27%	10%	18%	0%
Women (N=574)	42%	24%	24%	3%	7%	0%
N/A (N=110)	15%	7%	33%	10%	30%	5%
25-34 (N=50)	46%	12%	30%	2%	8%	2%
35-44 (N=327)	41%	20%	25%	5%	8%	1%
45-54 (N=302)	34%	25%	25%	5%	10%	0%
55-64 (N=127)	28%	20%	25%	9%	17%	0%
65+ (N=106)	25%	26%	22%	11%	15%	0%
N/A (N=108)	18%	10%	31%	8%	28%	5%
Voter (N=949)	32%	20%	26%	7%	13%	1%
Non-Voter (N=79)	39%	24%	22%	5%	9%	1%
Parent (N=711)	38%	22%	24%	5%	10%	1%
Non-Parent (N=322)	24%	19%	28%	9%	20%	0%



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Q7: How would this information affect your support for the District’s proposal: 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
Men (N=344)	28%	17%	28%	8%	18%	1%
Women (N=578)	44%	22%	22%	4%	8%	0%
N/A (N=110)	15%	11%	29%	7%	35%	3%
25-34 (N=50)	46%	14%	26%	4%	8%	2%
35-44 (N=330)	44%	22%	20%	5%	8%	0%
45-54 (N=302)	34%	22%	27%	5%	11%	1%
55-64 (N=127)	30%	13%	28%	9%	20%	0%
65+ (N=104)	39%	18%	19%	7%	15%	1%
N/A (N=109)	17%	13%	31%	6%	31%	2%
Voter (N=950)	35%	19%	25%	6%	15%	1%
Non-Voter (N=80)	44%	19%	21%	4%	11%	1%
Parent (N=714)	39%	21%	24%	5%	10%	1%
Non-Parent (N=321)	28%	15%	27%	6%	23%	1%

Q8: How would this information affect your support for the District’s proposal: 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
Men (N=345)	19%	17%	30%	9%	25%	1%
Women (N=574)	25%	27%	30%	7%	11%	0%
N/A (N=111)	8%	5%	32%	13%	38%	4%
25-34 (N=50)	32%	22%	26%	10%	8%	2%
35-44 (N=329)	25%	27%	29%	6%	13%	0%
45-54 (N=302)	23%	23%	34%	6%	13%	1%
55-64 (N=125)	14%	20%	22%	15%	29%	0%
65+ (N=104)	14%	16%	32%	13%	22%	3%
N/A (N=110)	13%	7%	34%	8%	35%	3%
Voter (N=948)	20%	21%	31%	8%	19%	1%
Non-Voter (N=80)	30%	24%	28%	9%	9%	1%
Parent (N=714)	25%	23%	30%	7%	14%	1%
Non-Parent (N=319)	12%	16%	30%	12%	29%	1%

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Q9: How would this information affect your support for the District’s proposal: without additional funding, the District cannot provide competitive employee benefits.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
Men (N=343)	26%	20%	27%	7%	19%	1%
Women (N=579)	39%	23%	23%	4%	9%	1%
N/A (N=111)	15%	7%	29%	6%	39%	4%
25-34 (N=50)	52%	20%	16%	2%	8%	2%
35-44 (N=330)	40%	24%	19%	5%	11%	1%
45-54 (N=302)	31%	22%	31%	6%	9%	1%
55-64 (N=125)	25%	21%	22%	5%	27%	1%
65+ (N=106)	30%	19%	23%	9%	17%	2%
N/A (N=110)	16%	10%	29%	4%	38%	3%
Voter (N=951)	32%	20%	25%	5%	17%	1%
Non-Voter (N=80)	36%	21%	24%	9%	8%	3%
Parent (N=714)	35%	23%	24%	5%	11%	1%
Non-Parent (N=322)	26%	15%	26%	6%	25%	2%

Q10: How would this information affect your support for the District’s proposal: without additional funding, the District will need to increase class sizes.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
Men (N=344)	28%	18%	28%	8%	17%	1%
Women (N=573)	53%	18%	17%	4%	6%	1%
N/A (N=111)	14%	12%	37%	9%	27%	2%
25-34 (N=50)	62%	6%	16%	4%	8%	4%
35-44 (N=329)	57%	16%	15%	3%	9%	1%
45-54 (N=298)	39%	21%	28%	4%	6%	1%
55-64 (N=125)	25%	20%	25%	11%	19%	0%
65+ (N=106)	30%	22%	21%	10%	17%	0%
N/A (N=110)	15%	13%	37%	7%	26%	2%
Voter (N=948)	39%	18%	24%	6%	13%	1%
Non-Voter (N=78)	53%	18%	14%	6%	6%	3%
Parent (N=708)	47%	18%	21%	5%	8%	1%
Non-Parent (N=323)	25%	16%	28%	9%	21%	0%

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### Potential Improvements

At the beginning of this section of questions, participants saw an introductory page with the following language:

“The next set of questions describe potential improvements to the School District's facilities. For each statement, please let us know 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.”

This section included one split-sample question. For Question 13, half of participants were asked the “A” version of the question, and the other half received the “B” version. The N values shown for these questions are correspondingly smaller.

Q11: How would this information affect your support for the District’s proposal: 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
Men (N=345)	10%	14%	34%	9%	32%	0%
Women (N=579)	14%	19%	42%	8%	16%	1%
N/A (N=111)	3%	0%	35%	10%	50%	3%
25-34 (N=50)	14%	10%	56%	4%	12%	4%
35-44 (N=330)	13%	21%	42%	7%	18%	1%
45-54 (N=302)	13%	20%	41%	7%	19%	1%
55-64 (N=127)	9%	12%	29%	13%	37%	0%
65+ (N=106)	8%	11%	32%	15%	34%	0%
N/A (N=110)	5%	1%	30%	10%	51%	4%
Voter (N=953)	10%	16%	38%	9%	27%	1%
Non-Voter (N=80)	25%	14%	43%	8%	8%	4%
Parent (N=714)	14%	18%	41%	8%	18%	1%
Non-Parent (N=324)	6%	10%	32%	10%	41%	0%

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Q12: How would this information affect your support for the District’s proposal: 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
Men (N=345)	16%	16%	31%	11%	26%	1%
Women (N=578)	21%	24%	35%	6%	14%	1%
N/A (N=111)	5%	6%	31%	12%	44%	3%
25-34 (N=50)	28%	22%	32%	8%	8%	2%
35-44 (N=330)	22%	24%	35%	5%	14%	1%
45-54 (N=302)	18%	21%	35%	9%	16%	1%
55-64 (N=125)	14%	14%	27%	15%	30%	1%
65+ (N=106)	10%	19%	33%	8%	29%	0%
N/A (N=110)	5%	6%	32%	12%	44%	2%
Voter (N=952)	16%	19%	34%	9%	22%	1%
Non-Voter (N=79)	35%	23%	27%	6%	6%	3%
Parent (N=713)	21%	22%	34%	7%	15%	1%
Non-Parent (N=323)	10%	13%	32%	11%	34%	1%

Q13A: How would this information affect your support for the District’s proposal: 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
Men (N=182)	29%	25%	21%	7%	16%	2%
Women (N=296)	40%	27%	18%	5%	10%	1%
N/A (N=56)	5%	21%	29%	2%	43%	0%
25-34 (N=26)	38%	50%	12%	0%	0%	0%
35-44 (N=171)	42%	18%	23%	5%	11%	2%
45-54 (N=147)	37%	30%	14%	6%	13%	1%
55-64 (N=73)	27%	19%	23%	10%	19%	1%
65+ (N=56)	25%	32%	16%	2%	21%	4%
N/A (N=57)	11%	19%	32%	5%	33%	0%
Voter (N=492)	31%	25%	21%	6%	16%	1%
Non-Voter (N=43)	51%	33%	5%	2%	7%	2%
Parent (N=366)	39%	26%	17%	5%	11%	1%
Non-Parent (N=168)	19%	24%	25%	6%	24%	2%

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Q13B: How would this information affect your support for the District’s proposal: 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.

	Much more	Somewhat more	No Difference	Somewhat less	Much less	No Opinion
Men (N=164)	39%	21%	20%	4%	16%	0%
Women (N=283)	44%	27%	15%	6%	7%	1%
N/A (N=55)	11%	15%	36%	7%	25%	5%
25-34 (N=24)	46%	17%	21%	4%	8%	4%
35-44 (N=159)	50%	25%	14%	5%	6%	0%
45-54 (N=155)	38%	27%	19%	5%	10%	1%
55-64 (N=54)	33%	22%	13%	11%	19%	2%
65+ (N=51)	43%	18%	22%	6%	12%	0%
N/A (N=53)	9%	11%	36%	6%	32%	6%
Voter (N=462)	39%	23%	19%	6%	13%	1%
Non-Voter (N=37)	43%	32%	16%	5%	3%	0%
Parent (N=348)	43%	26%	17%	5%	8%	1%
Non-Parent (N=157)	31%	18%	23%	6%	21%	1%

Q14: How would this information affect your support for the District’s proposal: 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
Men (N=345)	16%	19%	28%	8%	29%	1%
Women (N=577)	20%	27%	31%	6%	16%	0%
N/A (N=111)	3%	5%	32%	9%	49%	3%
25-34 (N=49)	29%	29%	27%	4%	10%	2%
35-44 (N=328)	18%	28%	32%	6%	16%	0%
45-54 (N=302)	23%	25%	29%	6%	17%	1%
55-64 (N=126)	13%	14%	25%	10%	38%	0%
65+ (N=107)	7%	21%	35%	9%	28%	1%
N/A (N=110)	5%	4%	28%	8%	53%	2%
Voter (N=951)	16%	21%	30%	8%	25%	1%
Non-Voter (N=79)	28%	27%	30%	3%	11%	1%
Parent (N=711)	21%	25%	30%	6%	18%	1%
Non-Parent (N=324)	8%	16%	30%	9%	37%	1%

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Q15: How would this information affect your support for the District’s proposal: 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
Men (N=345)	17%	18%	31%	8%	26%	1%
Women (N=577)	21%	25%	31%	6%	16%	0%
N/A (N=110)	4%	5%	33%	6%	50%	3%
25-34 (N=50)	28%	30%	26%	4%	8%	4%
35-44 (N=330)	18%	28%	31%	5%	16%	0%
45-54 (N=301)	24%	20%	33%	6%	16%	1%
55-64 (N=126)	13%	15%	26%	11%	35%	0%
65+ (N=106)	7%	21%	35%	8%	29%	1%
N/A (N=109)	6%	5%	29%	7%	51%	2%
Voter (N=950)	17%	20%	31%	7%	24%	1%
Non-Voter (N=80)	30%	20%	36%	1%	10%	3%
Parent (N=713)	22%	23%	32%	6%	17%	1%
Non-Parent (N=322)	8%	16%	30%	9%	36%	1%

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### Cost Sensitivity

After the initial and informed support levels were measured, we tested the effects of 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.

Participants were asked the \$50 tax impact first. Those who indicated that they would favor the proposal at that amount were then asked about the higher amount, and those who opposed the proposal were asked if they would support the lower tax impact.

In each case, a respondent who expressed support at one level was assumed to support the proposal at lower levels, and those opposed to lower tax impacts were assumed to oppose higher impacts. Therefore, the N values for these questions are similar, even though most participants did not receive all three questions.

The tables below are shown in order of increasing tax impact.

Q18: Annual property taxes will increase by \$25 per \$100,000 of fair market value.

	Favor	Oppose	Undecided/ Refused
Men (N=346)	56%	38%	6%
Women (N=579)	74%	18%	8%
N/A (N=111)	22%	70%	8%
25-34 (N=50)	80%	16%	4%
35-44 (N=330)	76%	19%	5%
45-54 (N=302)	69%	24%	7%
55-64 (N=127)	53%	41%	6%
65+ (N=107)	50%	40%	9%
N/A (N=110)	20%	69%	11%
Voter (N=954)	61%	32%	7%
Non-Voter (N=80)	78%	11%	11%
Parent (N=714)	71%	22%	7%
Non-Parent (N=325)	43%	50%	7%

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Q17: Annual property taxes will increase by \$50 per \$100,000 of fair market value.

	<b>Favor</b>	<b>Oppose</b>	<b>Undecided/ Refused</b>
Men (N=346)	45%	46%	9%
Women (N=579)	64%	25%	11%
N/A (N=111)	18%	74%	8%
25-34 (N=50)	74%	22%	4%
35-44 (N=330)	66%	23%	11%
45-54 (N=302)	57%	31%	12%
55-64 (N=127)	45%	46%	9%
65+ (N=107)	38%	54%	7%
N/A (N=110)	17%	75%	7%
Voter (N=954)	51%	39%	10%
Non-Voter (N=80)	73%	16%	11%
Parent (N=714)	61%	28%	11%
Non-Parent (N=325)	36%	58%	7%

Q19: Annual property taxes will increase by \$75 per \$100,000 of fair market value.

	<b>Favor</b>	<b>Oppose</b>	<b>Undecided/ Refused</b>
Men (N=346)	36%	50%	15%
Women (N=579)	48%	32%	19%
N/A (N=111)	7%	79%	14%
25-34 (N=50)	64%	28%	8%
35-44 (N=330)	53%	29%	18%
45-54 (N=302)	41%	37%	21%
55-64 (N=127)	32%	52%	16%
65+ (N=107)	25%	61%	14%
N/A (N=110)	9%	80%	11%
Voter (N=954)	39%	45%	16%
Non-Voter (N=80)	51%	24%	25%
Parent (N=714)	46%	35%	20%
Non-Parent (N=325)	27%	62%	11%



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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.

Q20: Please indicate whether you strongly agree, agree, disagree, or strongly disagree with the statement below: “Kettle Moraine schools provide an excellent education to all students.”

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Men (N=318)	37%	51%	10%	3%
Women (N=549)	36%	51%	11%	3%
N/A (N=88)	10%	44%	30%	16%
25-34 (N=45)	67%	29%	4%	0%
35-44 (N=313)	40%	47%	11%	3%
45-54 (N=286)	31%	55%	10%	4%
55-64 (N=115)	28%	57%	14%	2%
65+ (N=98)	41%	48%	9%	2%
N/A (N=88)	15%	42%	31%	13%
Voter (N=874)	34%	49%	13%	4%
Non-Voter (N=78)	40%	54%	5%	1%
Parent (N=680)	35%	50%	12%	4%
Non-Parent (N=278)	33%	51%	13%	4%

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Q21: Please indicate whether you strongly agree, agree, disagree, or strongly disagree with the statement below: "I would never vote for a tax increase, no matter what the amount or what the money raised would be used for."

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Men (N=332)	14%	8%	34%	44%
Women (N=556)	6%	6%	35%	53%
N/A (N=94)	23%	18%	37%	21%
25-34 (N=48)	4%	13%	21%	63%
35-44 (N=317)	7%	4%	35%	54%
45-54 (N=288)	7%	6%	34%	52%
55-64 (N=124)	12%	10%	36%	41%
65+ (N=102)	18%	14%	32%	36%
N/A (N=95)	26%	13%	40%	21%
Voter (N=911)	11%	8%	34%	46%
Non-Voter (N=70)	6%	3%	37%	54%
Parent (N=682)	6%	6%	35%	53%
Non-Parent (N=304)	22%	11%	32%	35%

Q21: Kettle Moraine schools receive less funding per student than most other school 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?

	<b>More Likely</b>	<b>Less Likely</b>	<b>No Difference</b>	<b>No Opinion</b>
Men (N=346)	36%	8%	52%	4%
Women (N=578)	55%	4%	34%	7%
N/A (N=111)	11%	16%	68%	5%
25-34 (N=50)	58%	8%	20%	14%
35-44 (N=329)	53%	4%	38%	4%
45-54 (N=302)	48%	3%	42%	7%
55-64 (N=127)	37%	8%	50%	5%
65+ (N=107)	36%	11%	50%	2%
N/A (N=110)	15%	18%	63%	5%
Voter (N=953)	43%	7%	45%	5%
Non-Voter (N=80)	51%	4%	34%	11%
Parent (N=713)	50%	4%	39%	6%
Non-Parent (N=325)	30%	12%	54%	4%

## **Kettle Moraine School District**

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The online survey included two open-ended questions where participants could share their thoughts in more detail:

- What do you believe is the best thing about Kettle Moraine School District?
- If you could change one thing about the school district, what would you change?

Analysis of these responses requires that they be edited for spelling and reviewed to be sure that no identifying information is revealed. Details and summaries of these open-ended questions will be included in a supplementary report once the data have been cleaned up and analyzed.

This concludes the summary of responses from the online community survey. We hope that this information proves valuable to the District as it continues its planning efforts.