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Mercer Island School District

May 2012 Telephone Survey

Presentation of Results

- ▶ Telephone survey in the City of Mercer Island
- ▶ 300 total interviews
- ▶ Overall Margin of Error ± 5.7 points at the 95% confidence interval
- ▶ Conducted May 30th – June 5th, 2012
- ▶ Survey conducted by trained, professional interviewers calling from a central, monitored location.

Please note that due to rounding, some percentages may not add up to exactly 100%.

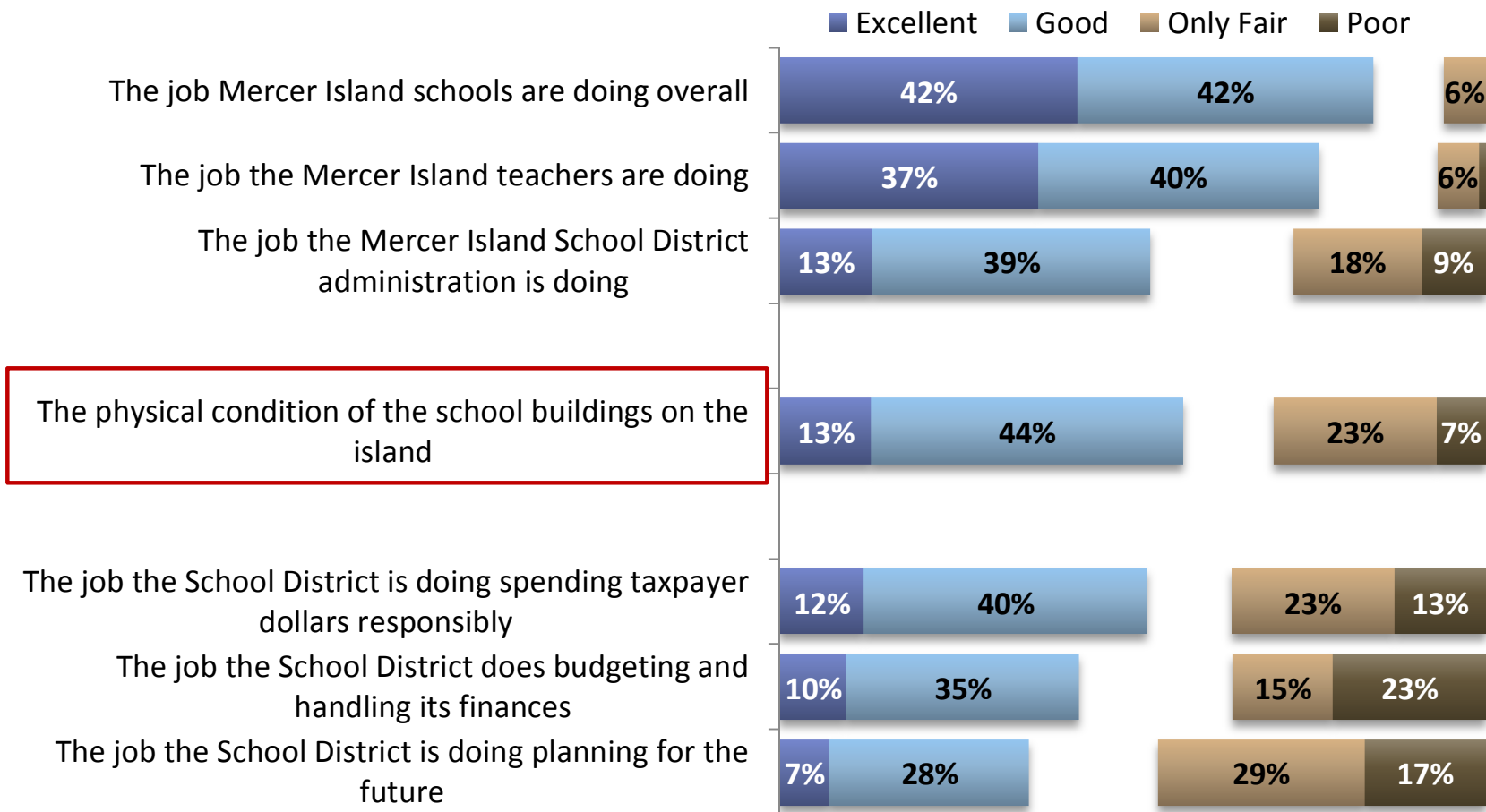
School and District Ratings



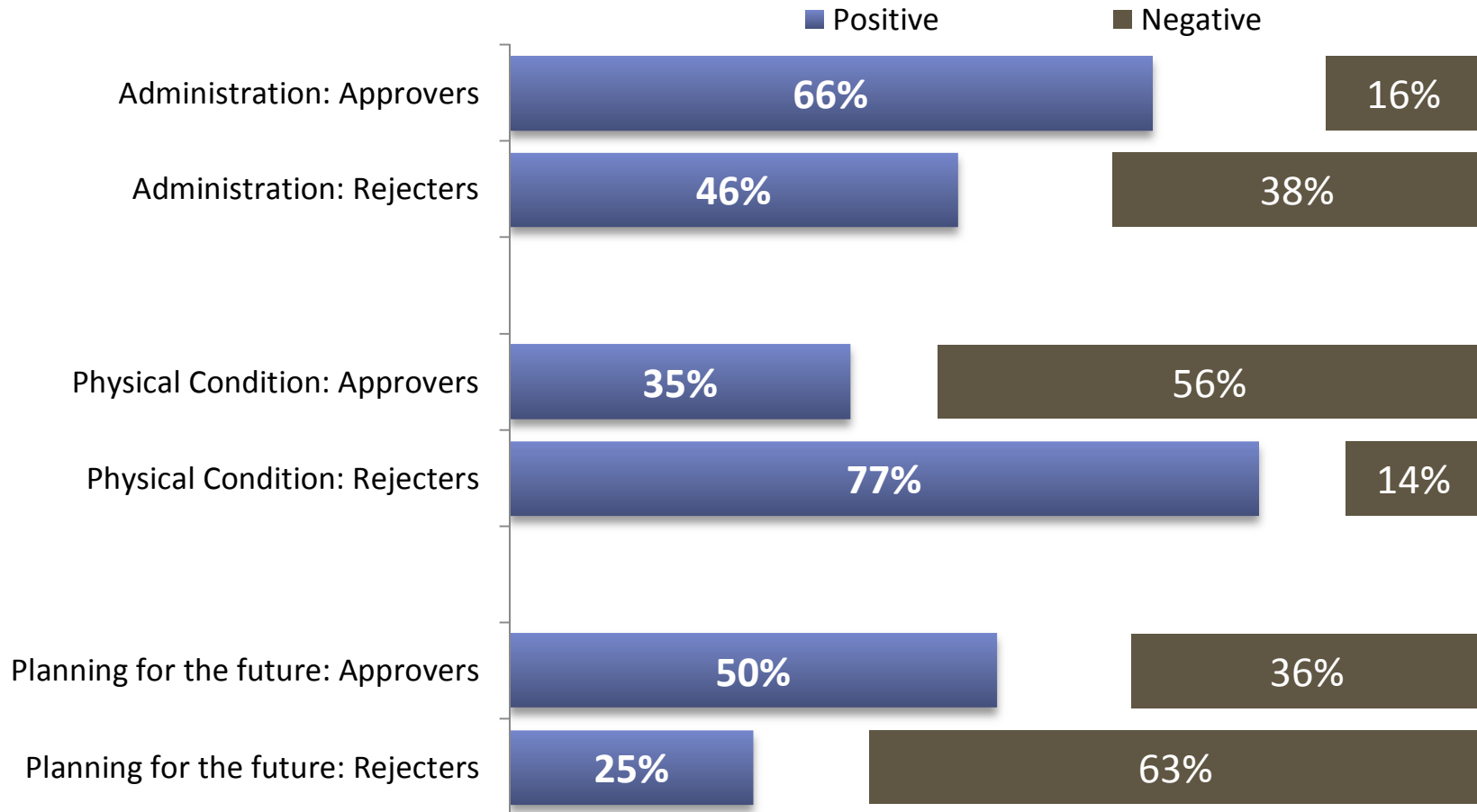
School District Job Ratings



Q2-8. Regardless of whether you have children in the school district, using a scale of excellent, good, only fair, or poor, how would you rate...

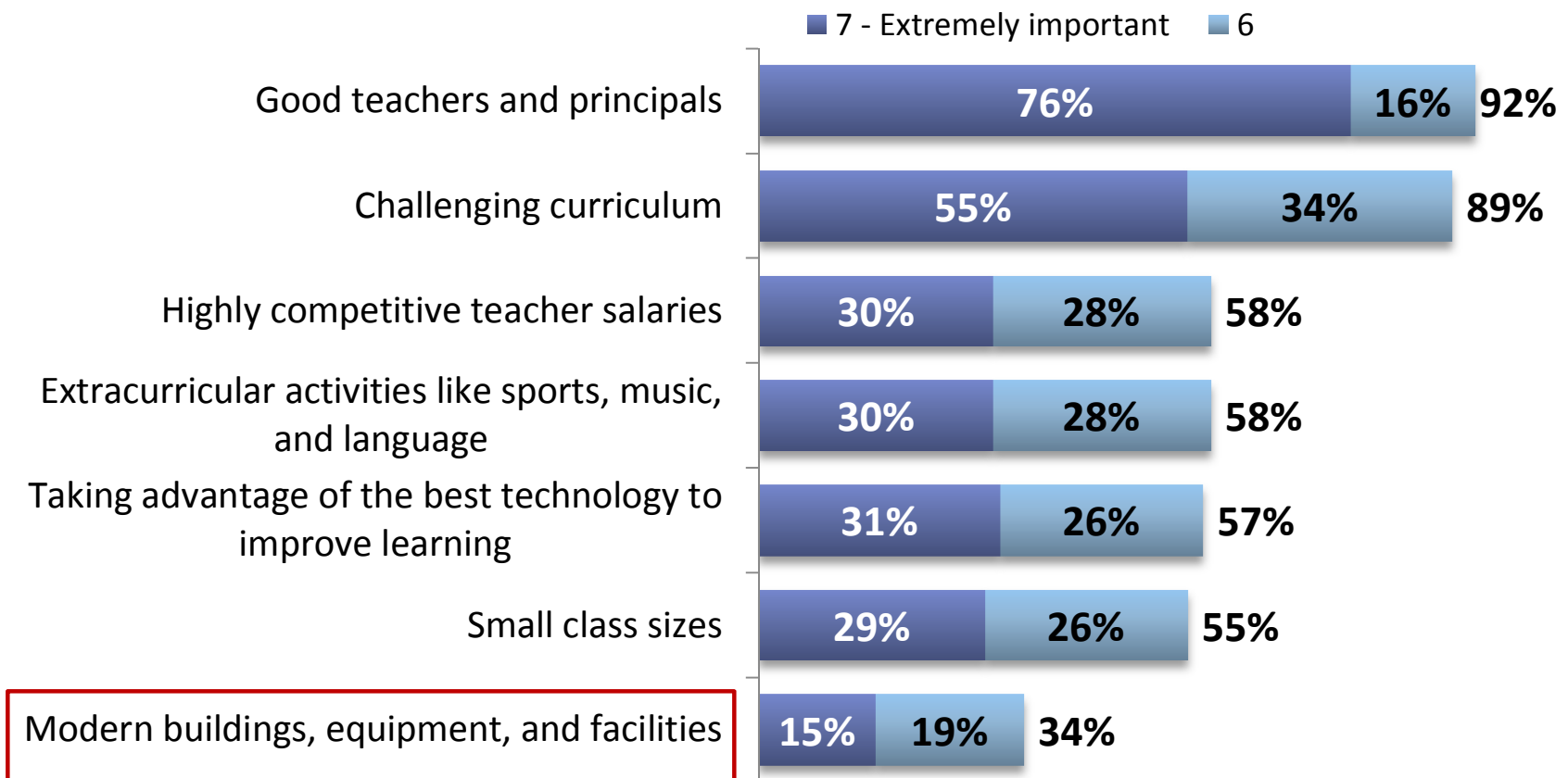


Ratings by Approvers/Rejecters



Contributors to a Good Education

Now I'd like you to rank a list of items on their importance in contributing to a good education. Use a scale of one to seven, where one means that item is not important at all, and seven means that item is extremely important. You can use any number on the scale. If you do not have an opinion one way or the other, please just say so. **(REPEAT AFTER EACH UNTIL UNDERSTOOD: How important is that item in contributing to a good education on a scale of one to seven where one is not important at all and seven is extremely important?)**



Bond Measure



Measure Awareness

Q16. As you may know, residents were asked to vote on a measure last April for the Mercer Island School District. Based on what you know, please describe in a few words what the measure would have done if it was approved. If you are not sure or didn't pay attention to the measure, please just say so. (ONE RESPONSE)

New schools/Renovate 35%

4 New schools (i.e. 3 elementaries and the middle school) 13%

Wasted/Too much money/Increased taxes/A Levy/Bond 12%

Build/Rebuild 3 elementaries 9%

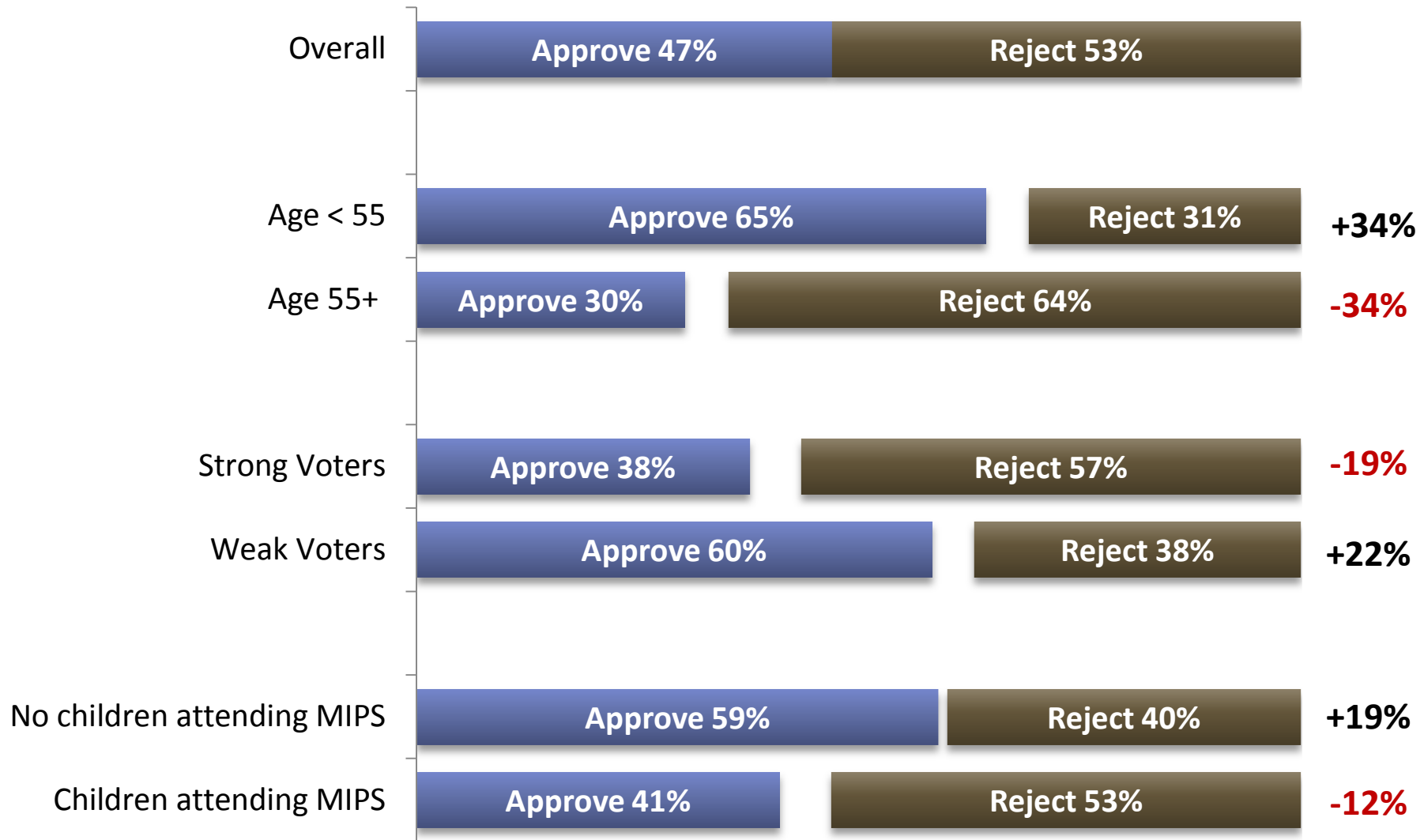
Tear down all and rebuild 6%

Eliminate overcrowding/Lower class sizes 4%

Other 20%

➔ **63%**

Approval/Rejection by Subgroups



Reasons to Reject

Q19. **(IF REJECT)** Why did you vote to reject the measure? Anything else?

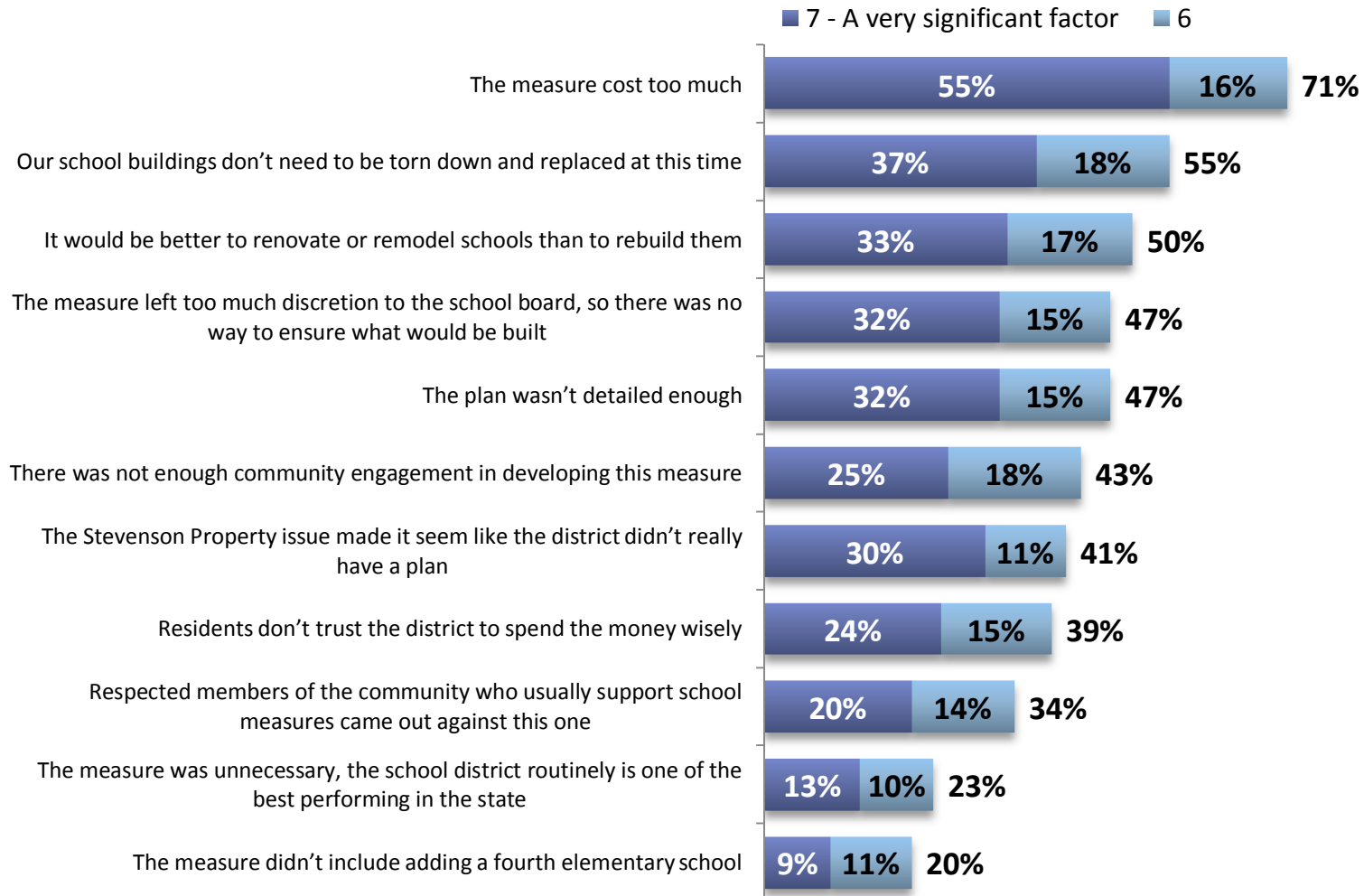
Cost/Expensive/Poor economy/Raised taxes	32%
Unnecessary construction/No work needed/Buildings are fine/Wasteful	26%
Poorly planned/Lack of information	23%
Not realistic/Too ambitious	8%
Should have/consider other options/alternatives	7%
Other	6%

Q20. (IF APPROVE) Why did you vote to approve the measure? Anything else?

School construction needed/Need to improve/update buildings	20%
I always support schools/children/Important for the community	19%
Eliminate overcrowding/Reduce class sizes	17%
I believe in the proposal/measure/District needs it	13%
Will provide for a good/quality education	12%
I have/will have children in the school system	8%
Will increase/preserve property values	8%
Other	3%

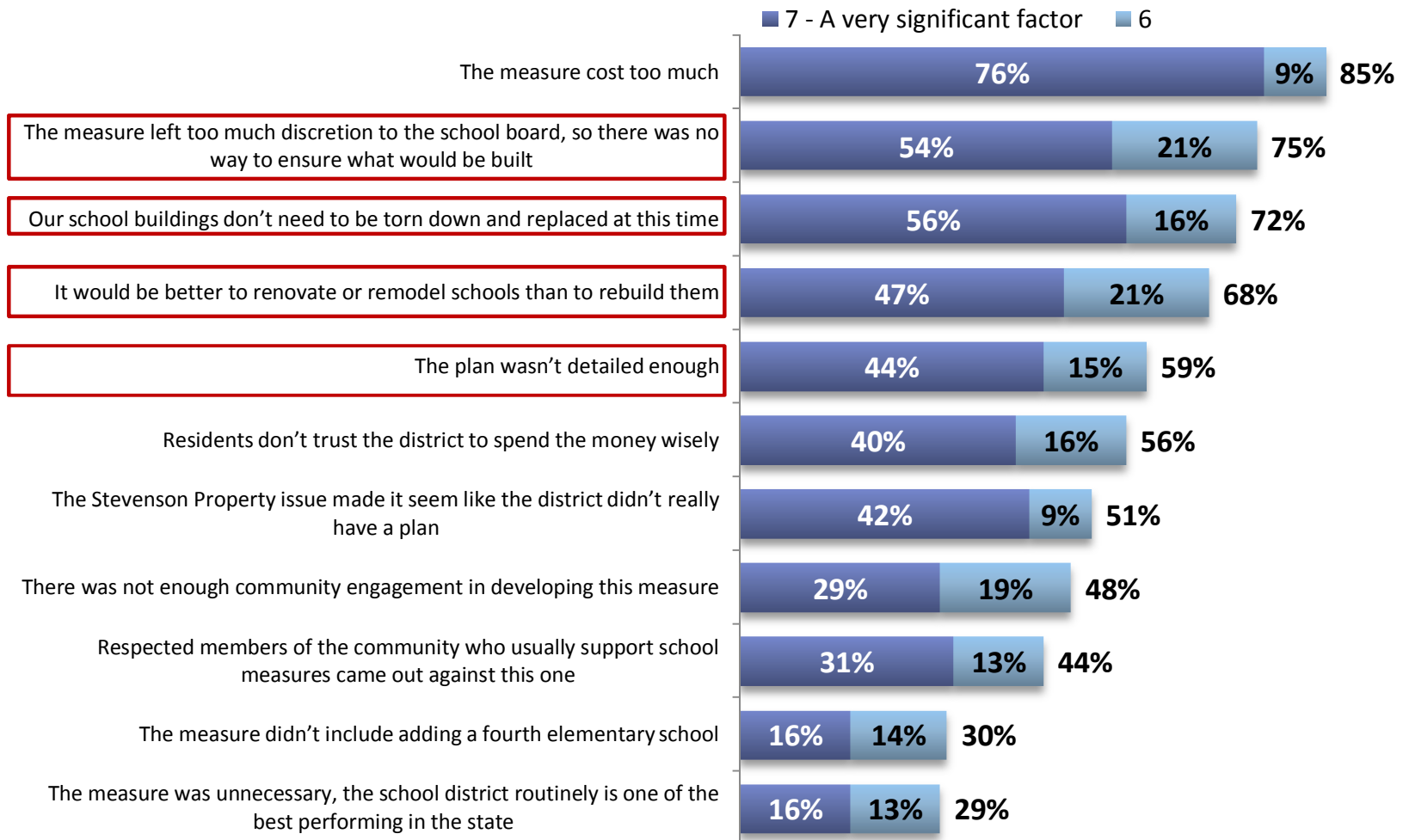
Reasons Measure Failed- Overall

Last April's school measure was voted down. I'll read some reasons it might have failed, for each one please tell me how significant a factor you think that item was in the measure's defeat. Use a scale where 1 means that item was not a factor at all and 7 means that item was a very significant factor in the measure's defeat. If you do not have an opinion please just say so.



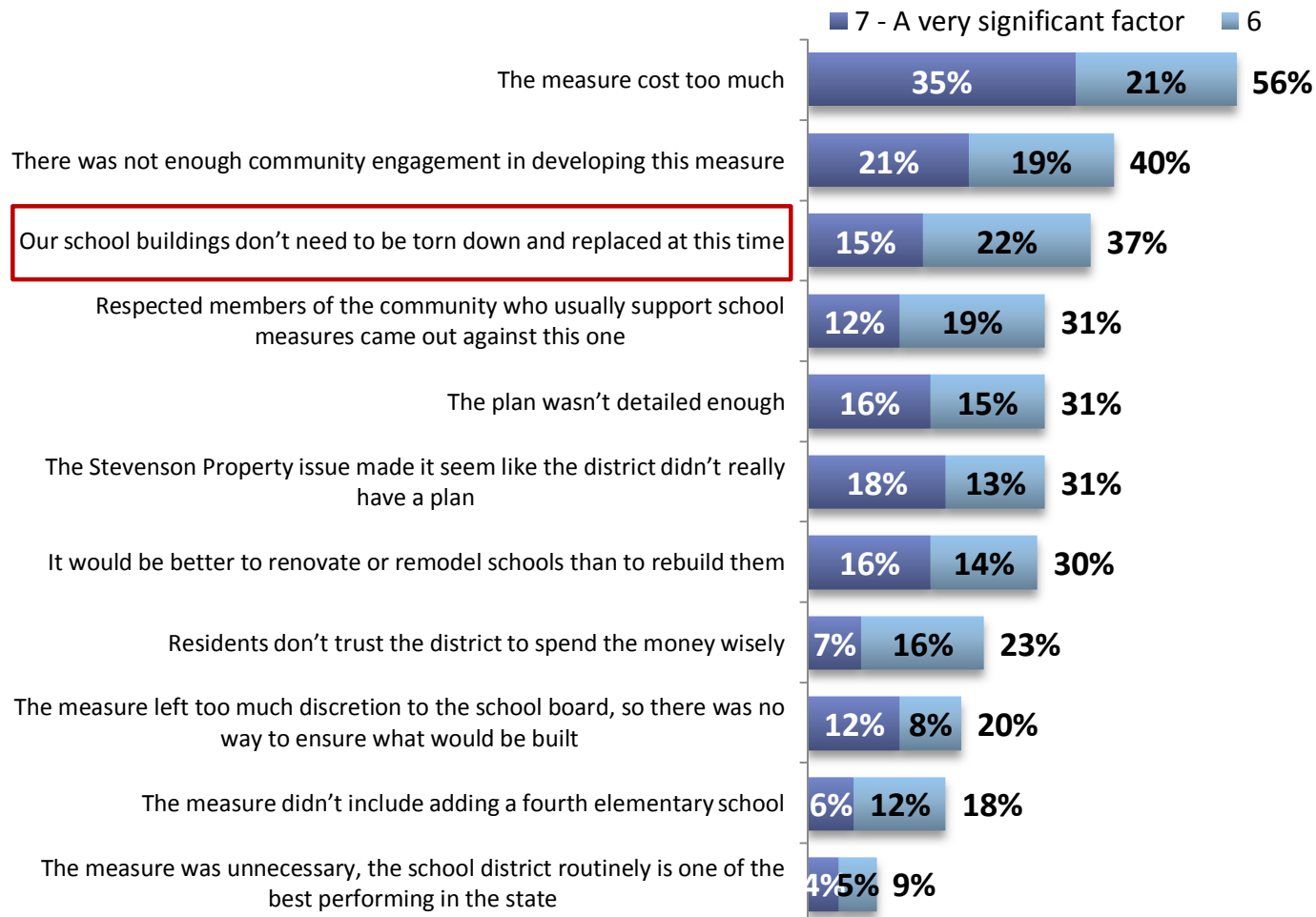
Reasons Measure Failed - Rejecters

Last April's school measure was voted down. I'll read some reasons it might have failed, for each one please tell me how significant a factor you think that item was in the measure's defeat. Use a scale where 1 means that item was not a factor at all and 7 means that item was a very significant factor in the measure's defeat. If you do not have an opinion please just say so.



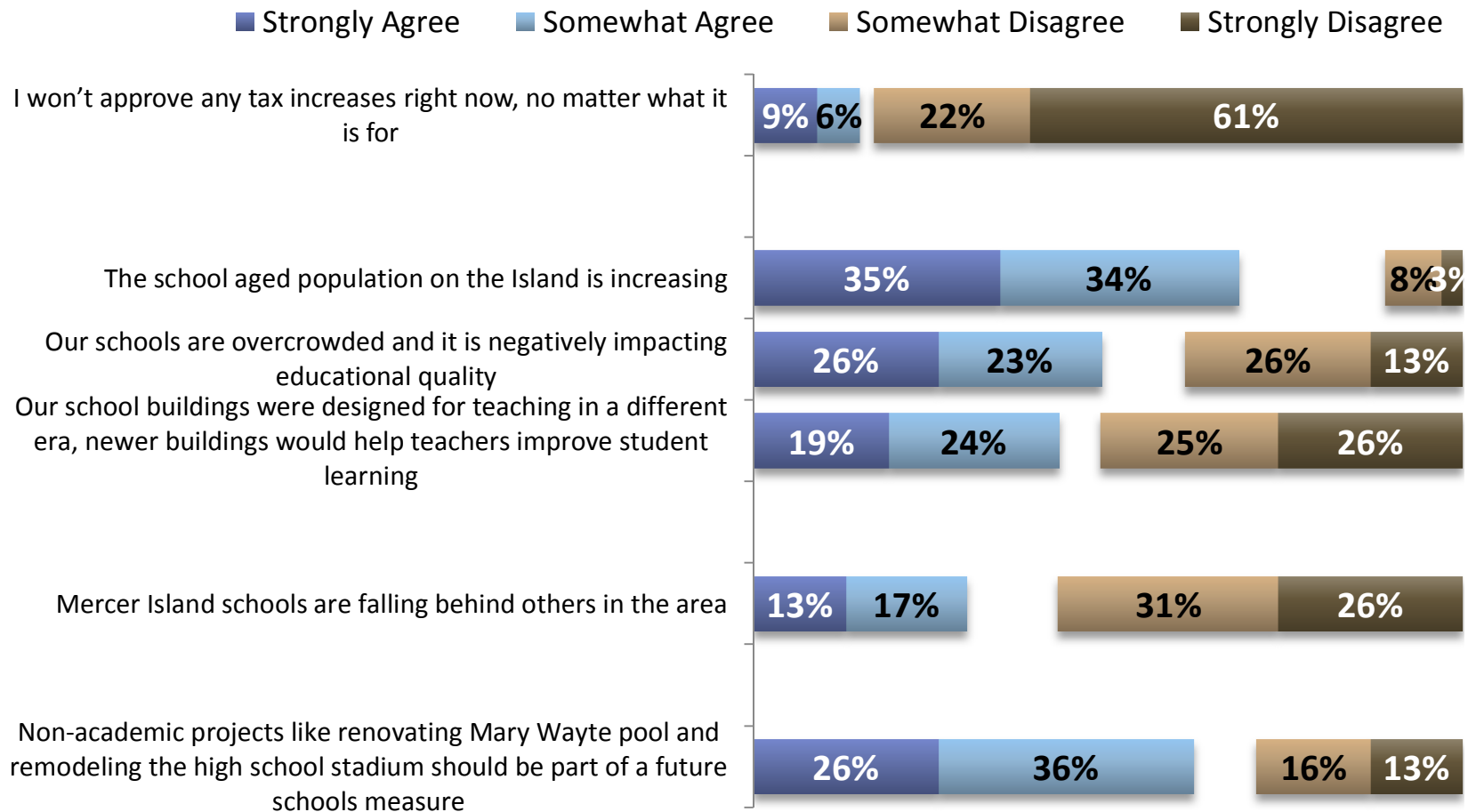
Reasons Measure Failed - Supporters

Last April's school measure was voted down. I'll read some reasons it might have failed, for each one please tell me how significant a factor you think that item was in the measure's defeat. Use a scale where 1 means that item was not a factor at all and 7 means that item was a very significant factor in the measure's defeat. If you do not have an opinion please just say so.



Opinions and Concerns

Now I'm going to read you some statements about Mercer Island schools in general. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. If you do not have an opinion one way or the other, please just say so.

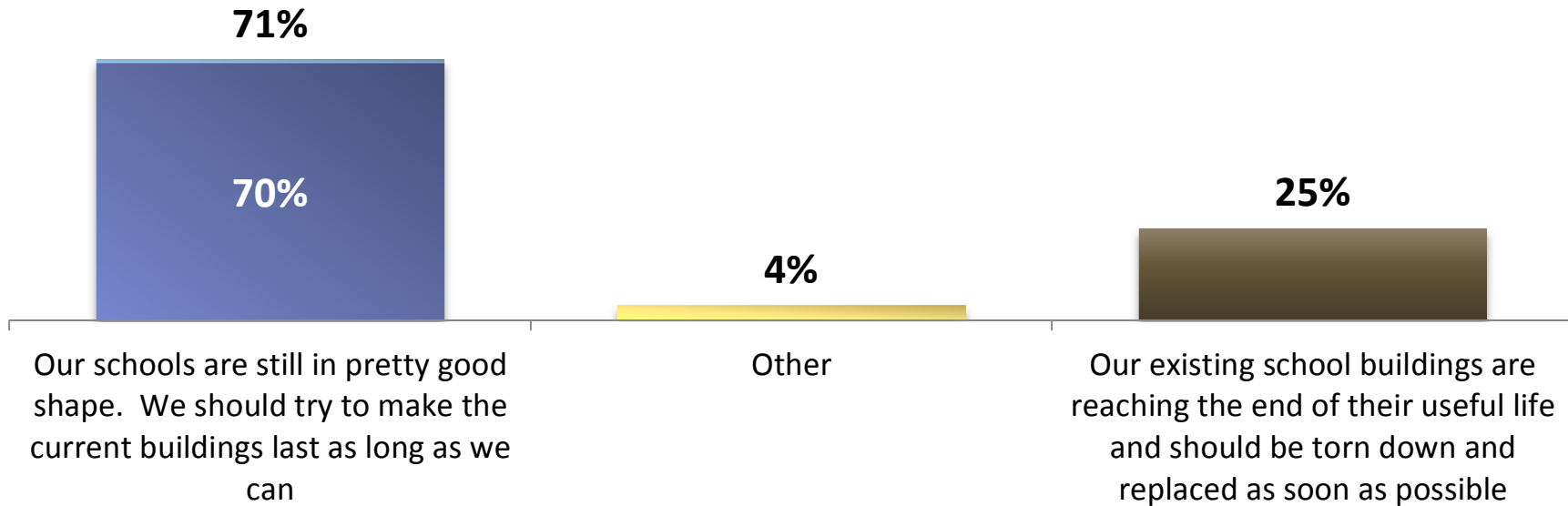


Moving Forward



Keep or Replace

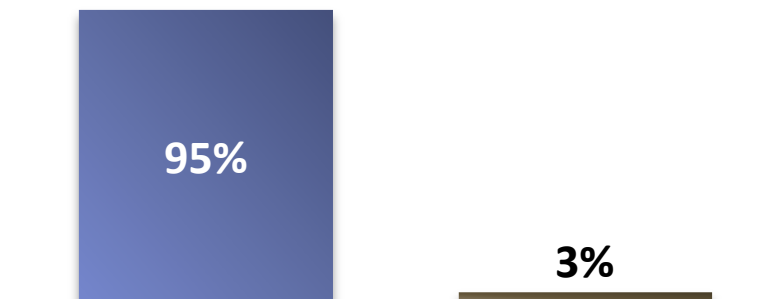
Overall



Approvers

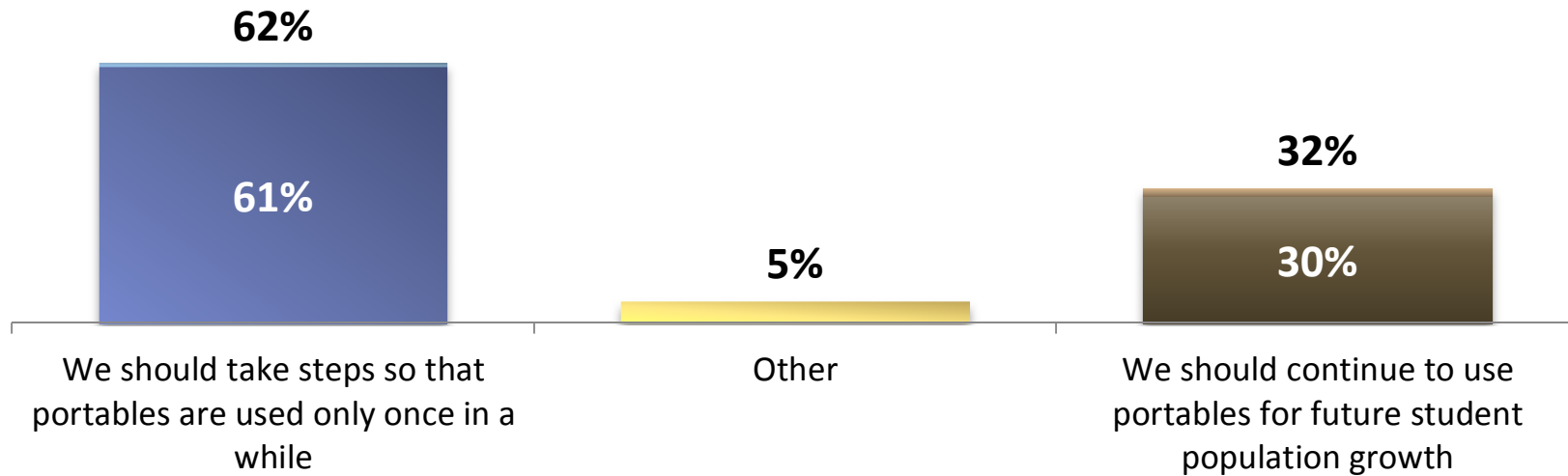


Rejecters

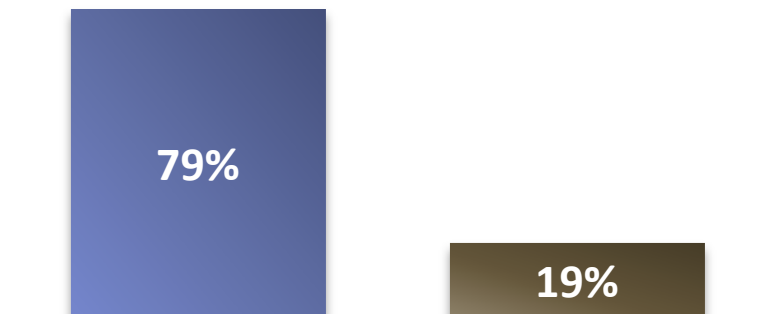


Use of Portable Classrooms

Overall



Approvers

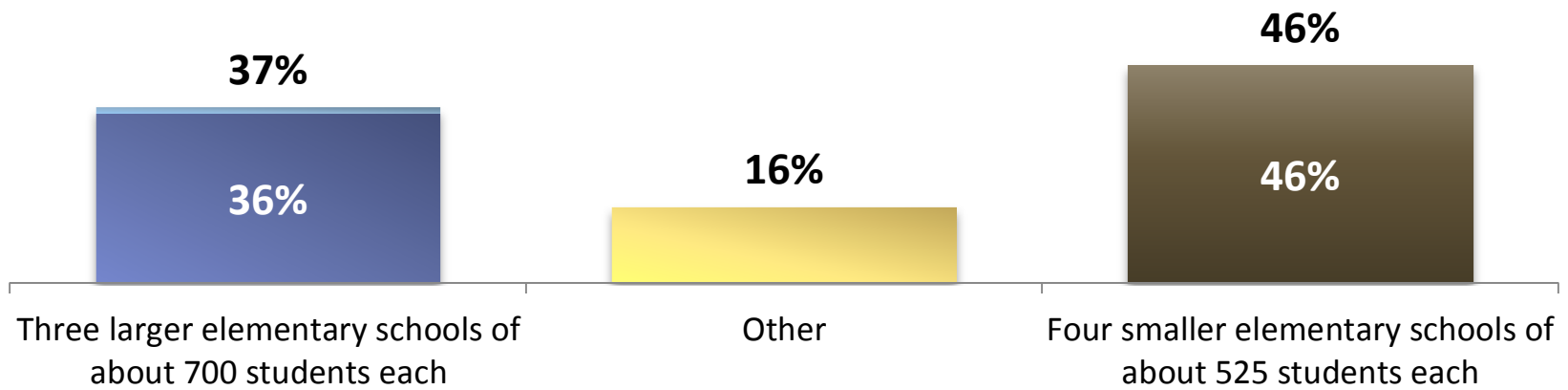


Rejecters



School Size

Overall



Approvers

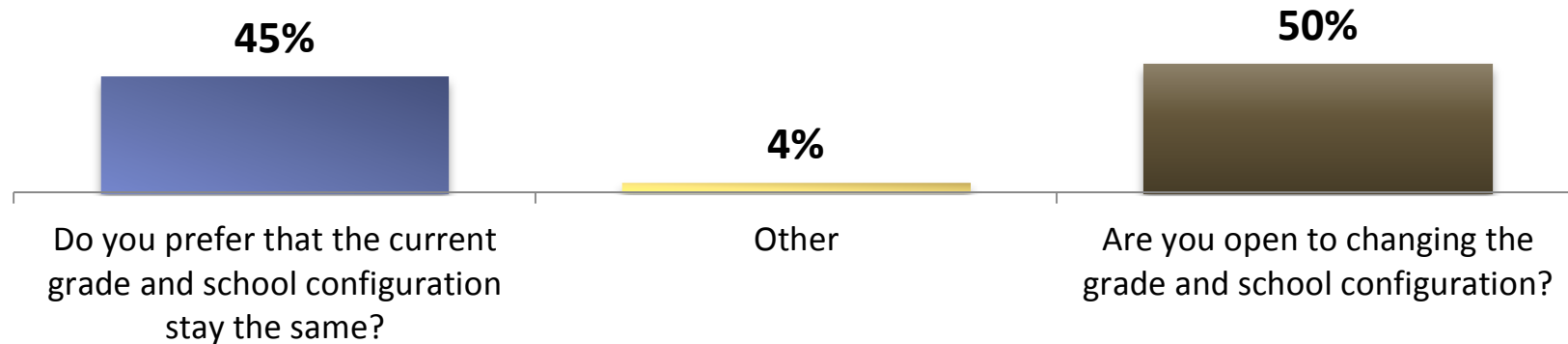


Rejecters



Grade and School Configuration

Q43. The school district is facing a few choices on how to deal with an increasing school aged population. Currently, the school district's grade configuration is elementary schools housing kindergarten through fifth grade, middle school with grades six through eight, and high school. In general...



Kids in MISD Now/Previously

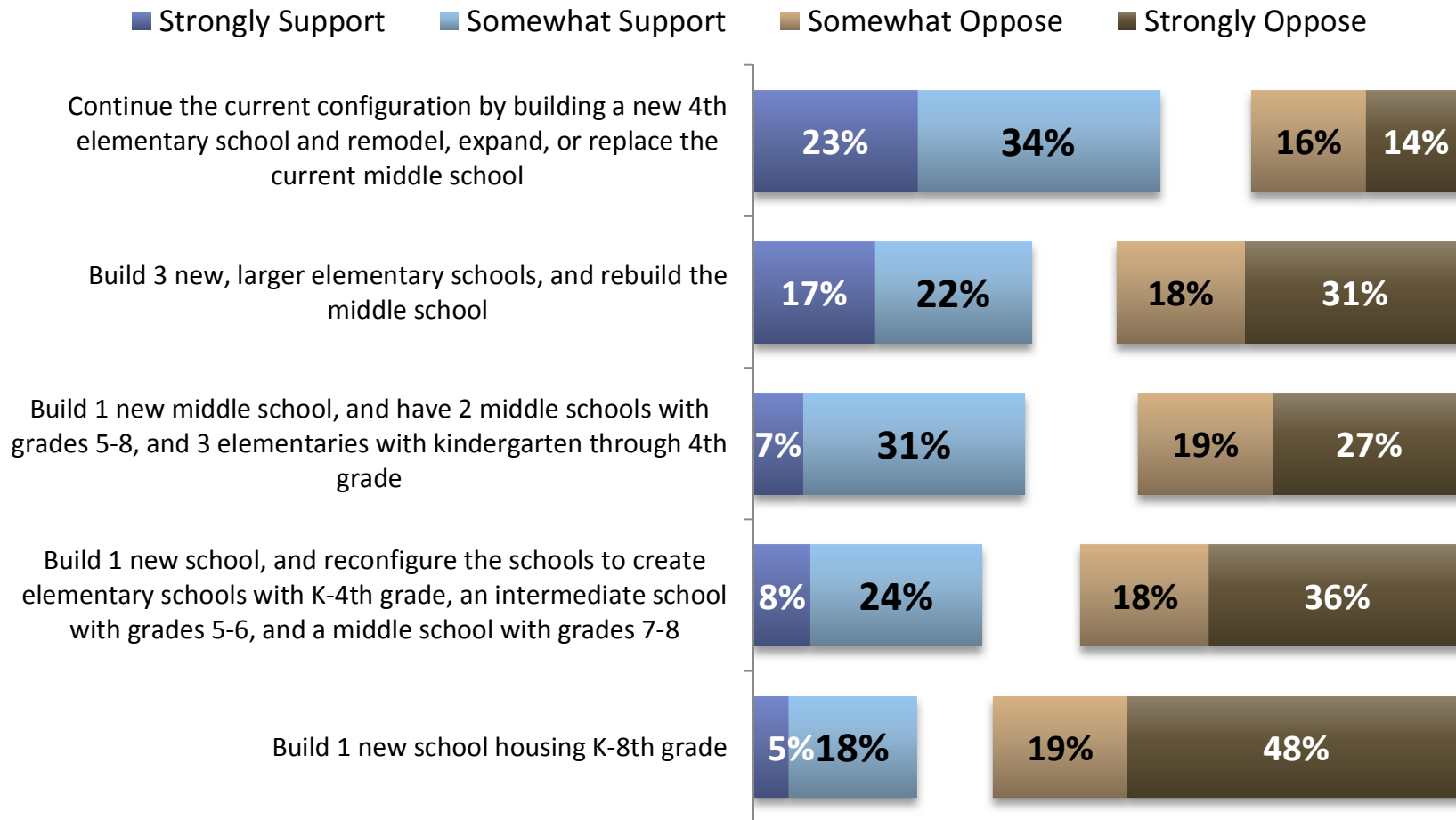
No Kids in MISD



More on Grade and School Configuration



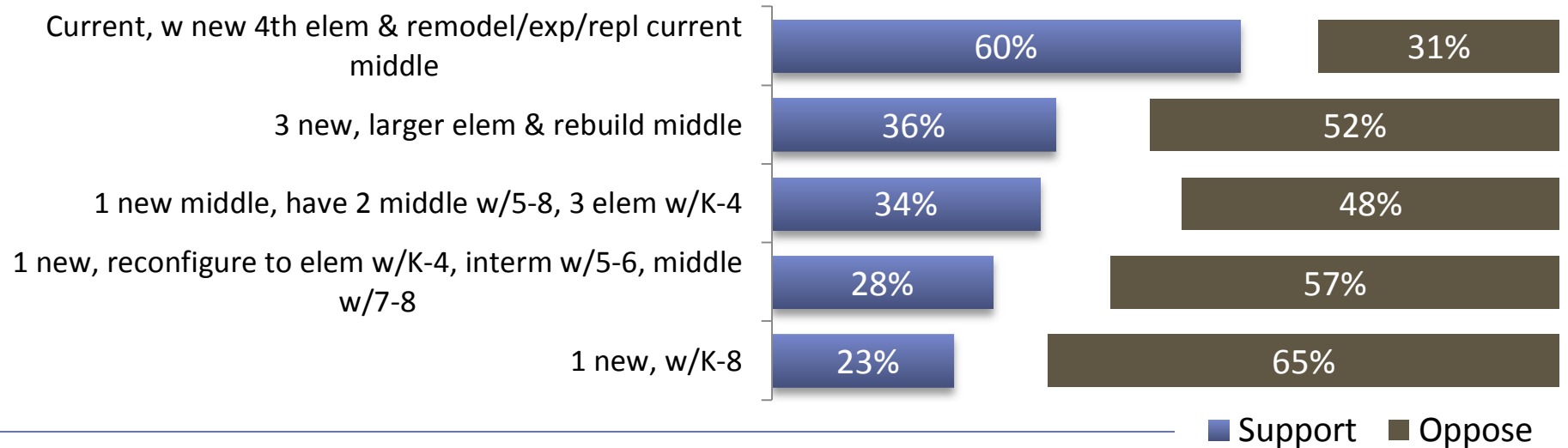
Q44-48. I'd like to know more of your thoughts on school grade configuration and what that means for the district. I'll read the options, all of which would address the increasing school age population, rate them using a scale of strongly support, somewhat support, somewhat oppose, and strongly oppose. If you don't have an opinion, please just say so.



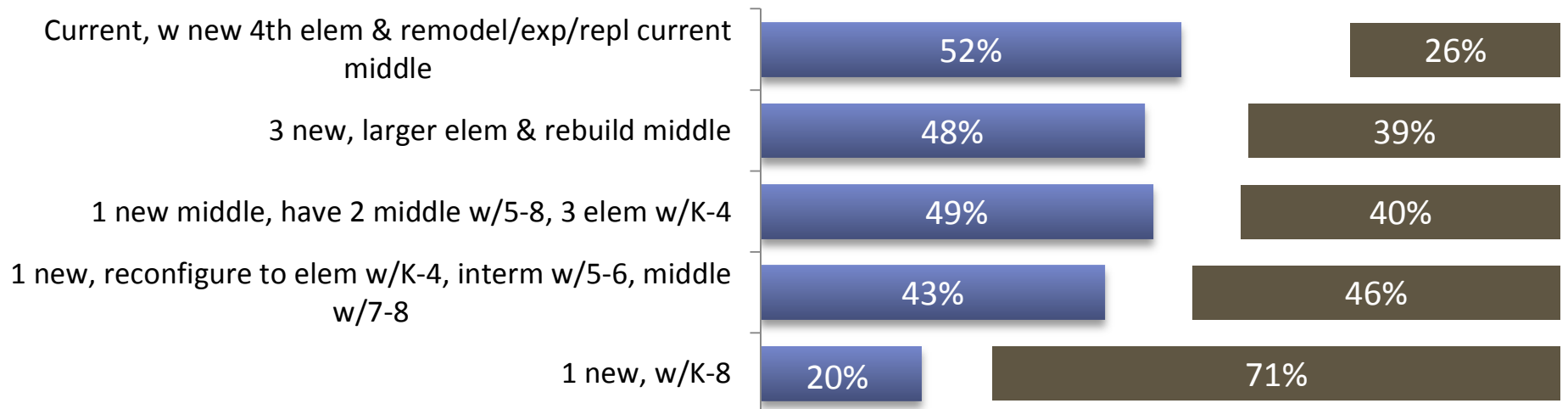
More on Grade and School Configuration



Parents w/Kids in MISD Now/In Past

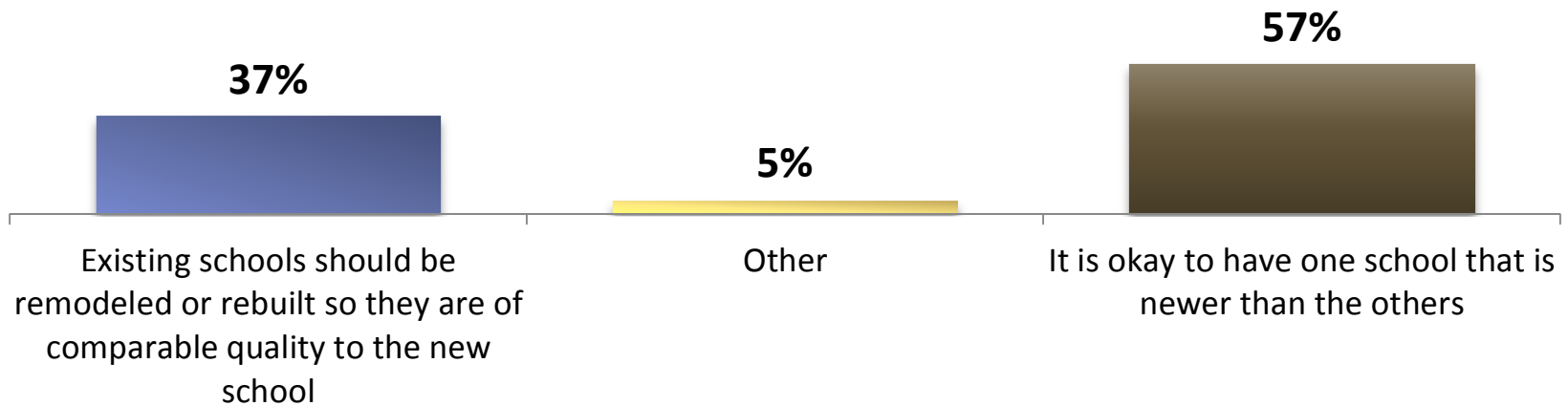


No Kids in MISD



School Age Equity

Q49. If we do build a new school, which comes closer to your view...



Kids in MISD Now/Previously

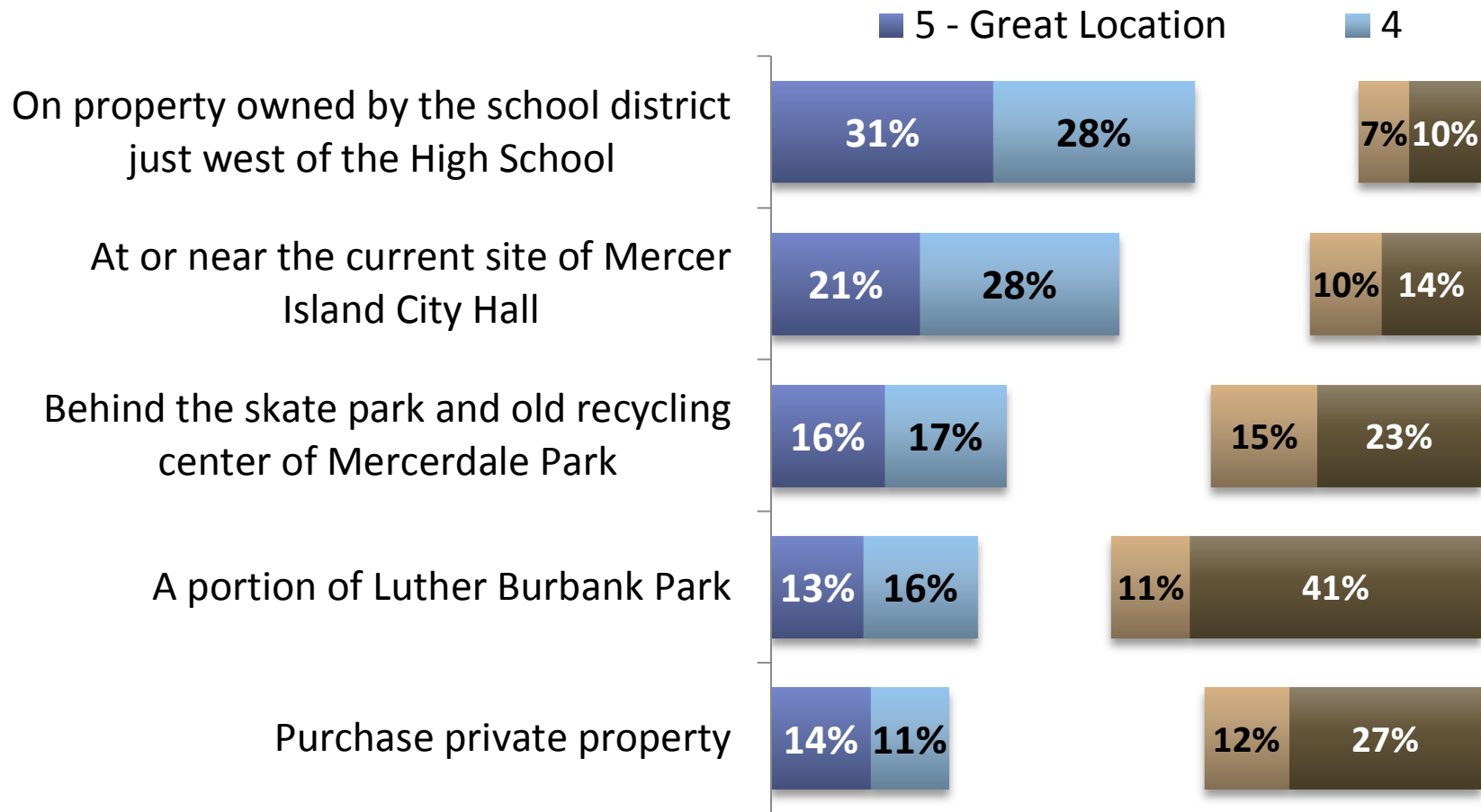


No Kids in MISD



New School Location

Q50-54. Whatever you think of school configuration, if a new school were to be built, I'd like you to rate each of the following sites where that new school could be located. Use a scale of one to five where five means that is a great location, and one means it is a poor location. You can use any number on the scale.



Key Findings

There is a sharp division between those who approved the measure and those who rejected it on key questions throughout the survey, highlighting a clear divergence in opinion among voters.

The school district gets positive ratings for its overall performance, but weak or negative ratings on budgeting and planning for the future.

The primary causes of the measure's failure can be attributed to

- The overall cost of the measure
- A shared sense that the current buildings are in good shape, making the measure unnecessary
- That modern buildings are among the least important contributors to a good education

A majority are fine with having one school that is newer than the others, including parents with children currently/formerly in MISD.