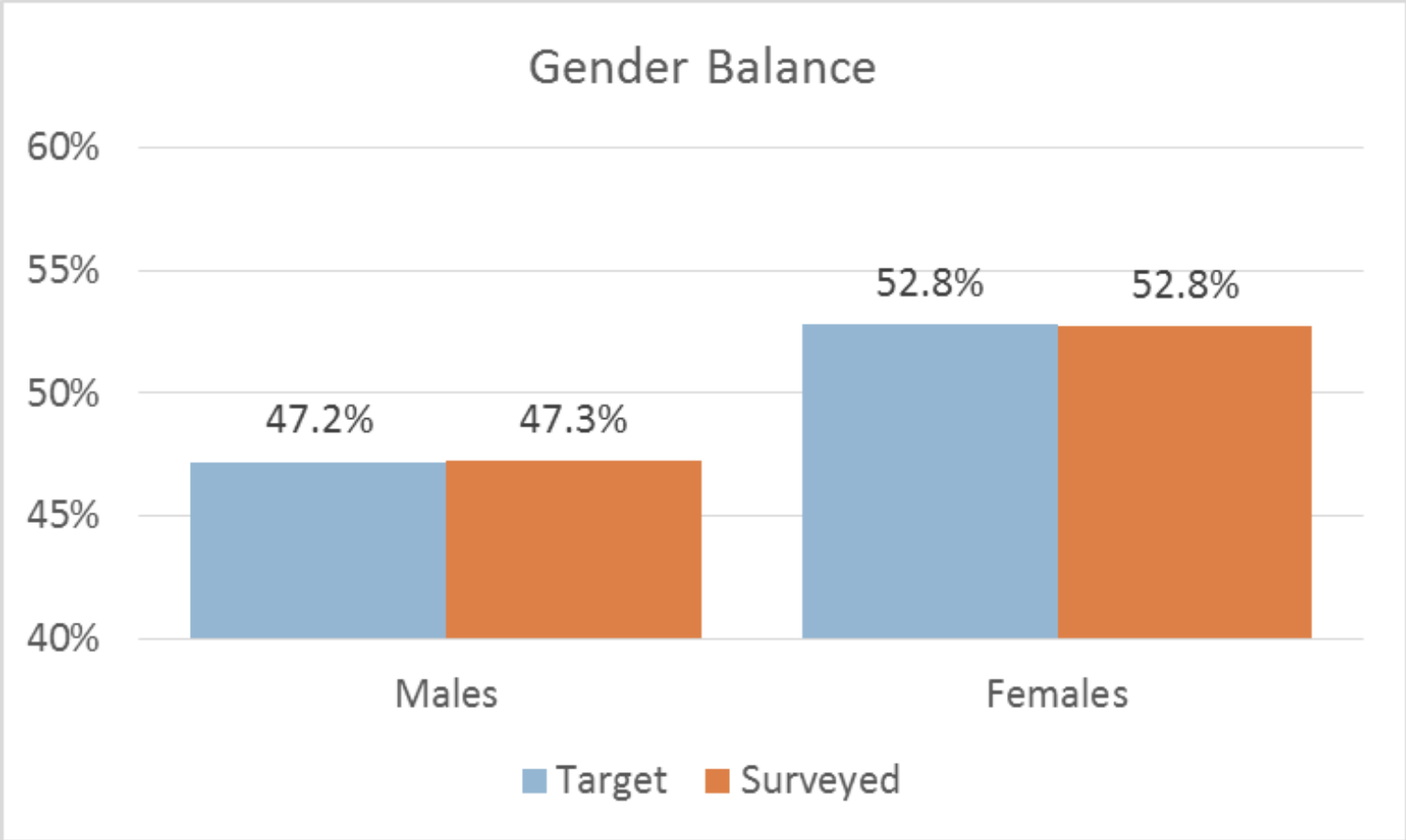# Survey outline

- Survey included interviews with 400 registered voters in the District

- Interviews were completed in mid to late May of 2016
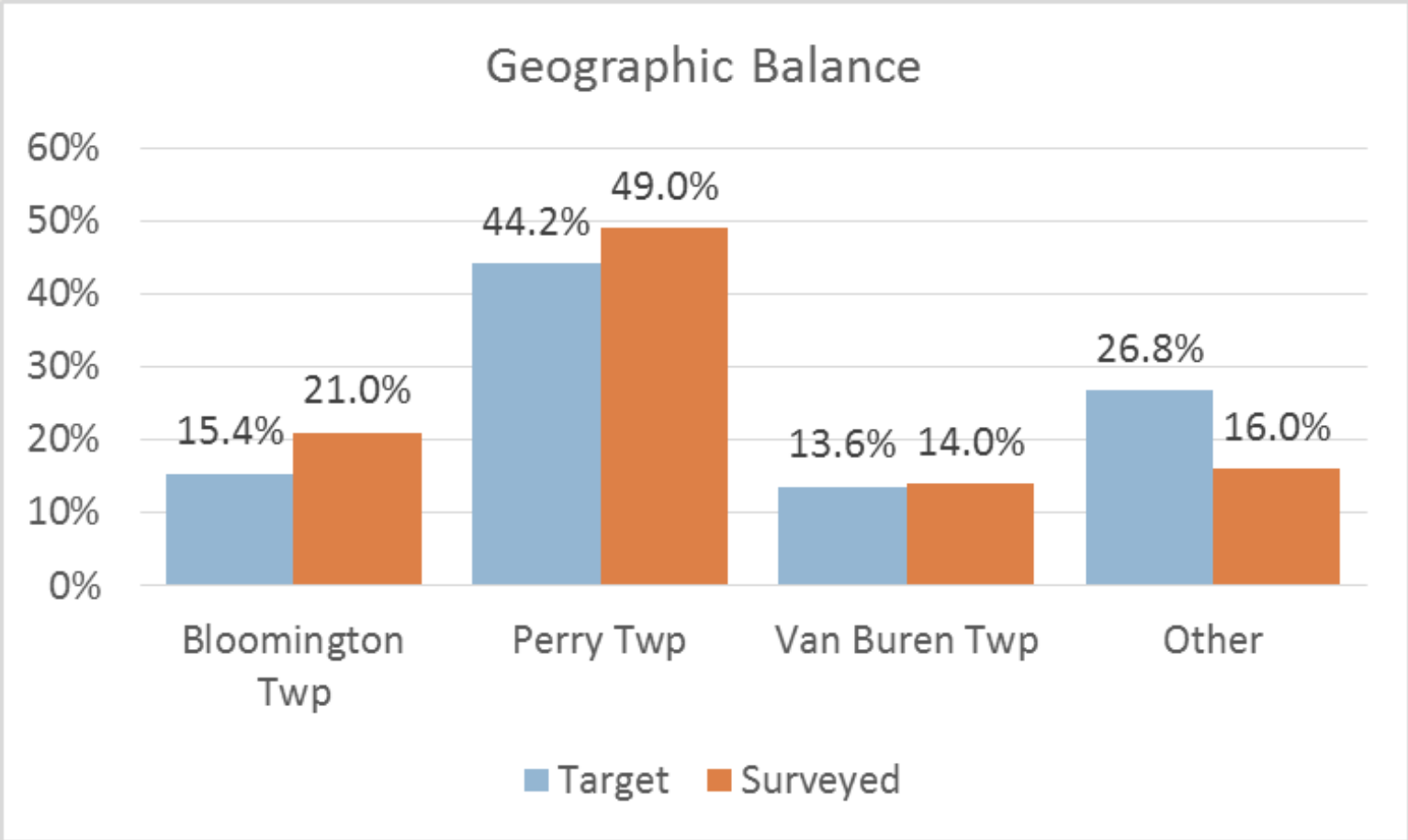
- Approximate margin of error is ±4.5%

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Who we called

- Interviews included demographic targets intended to provide a representative sample of voters in the district

- Actual interviews came very close to targets

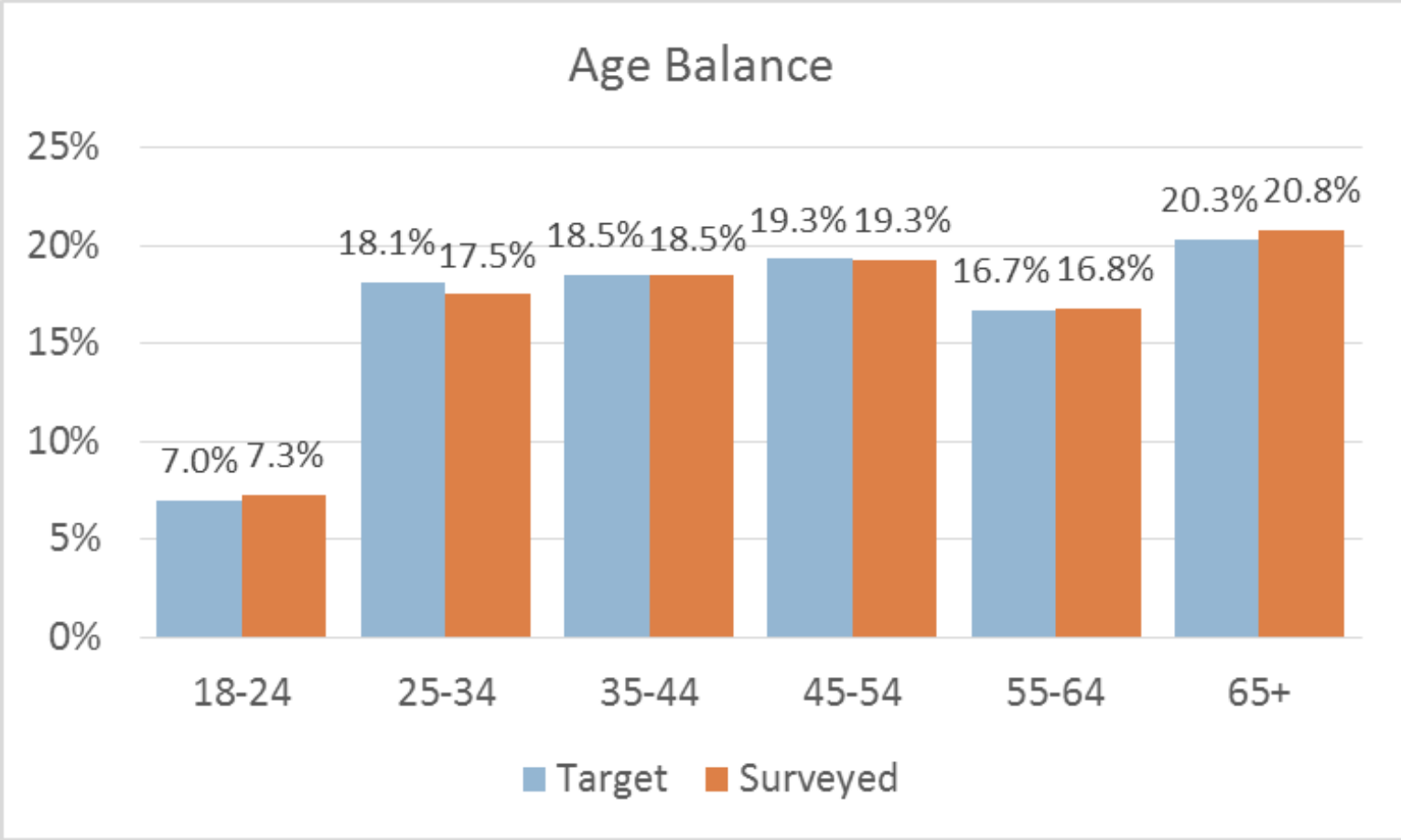- Cell phones were tracked, but were not a demographic target

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Who we called: Gender

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Who we called: Location

Geographic Balance

	Bloomington Twp	Perry Twp	Van Buren Twp	Other
Target	15.4%	44.2%	13.6%	26.8%
Surveyed	21.0%	49.0%	14.0%	16.0%

■ Target ■ Surveyed

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Who we called: Age

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Who we called: Parent households

Parent Balance

	Parent	Non-Parent
Target	23.0%	77.0%
Surveyed	24.5%	75.5%

Springsted
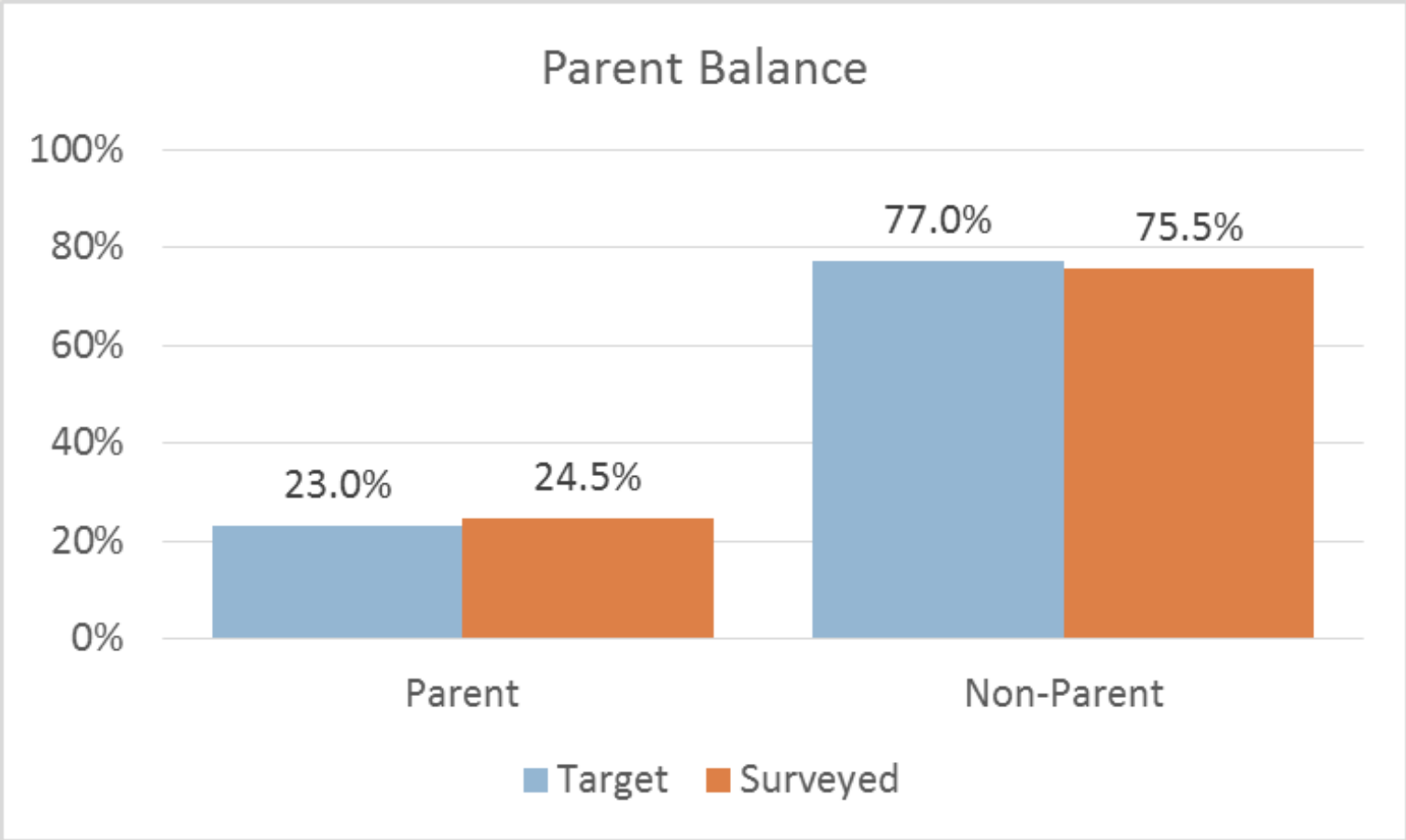
Who we called: Cell phones

Type of Phone

43% 57%

- Cell phone
- Land line

Springsted
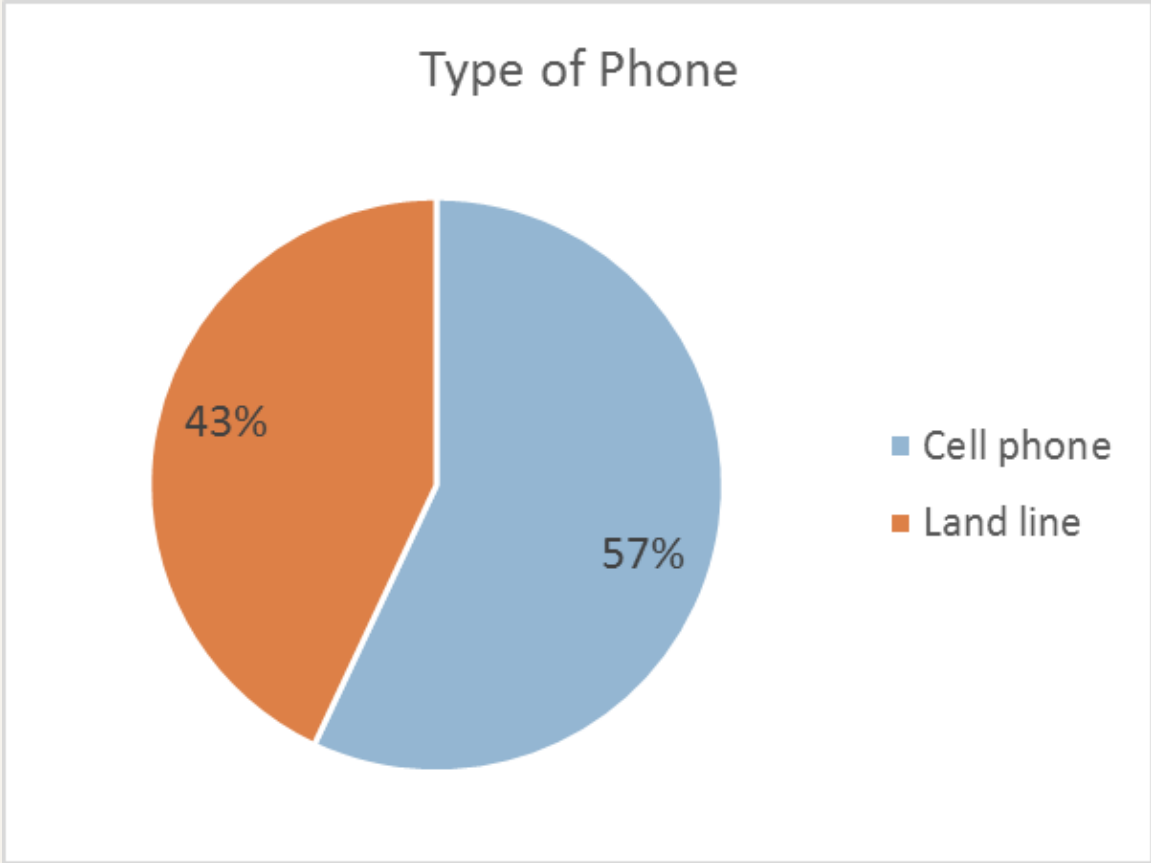
Proposal: Continue the local referendum

- Respondents were asked two versions of a question about their support for continuing the existing local referendum

  - Half asked about continuing the referendum and reducing tax rate and cost to property owners

  - Half asked about continuing the referendum without any additional language

- Because of the smaller sample size, margin of error is higher (±6.9%)

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Proposal: Version 1A

"The budget of the Monroe County Community School Corporation includes local funds raised by a school referendum approved by voters in 2010.

Later this year, the School Corporation will ask voters to continue this local school referendum. Voters will be asked to continue the existing school referendum and to reduce the tax rate and cost to property owners.
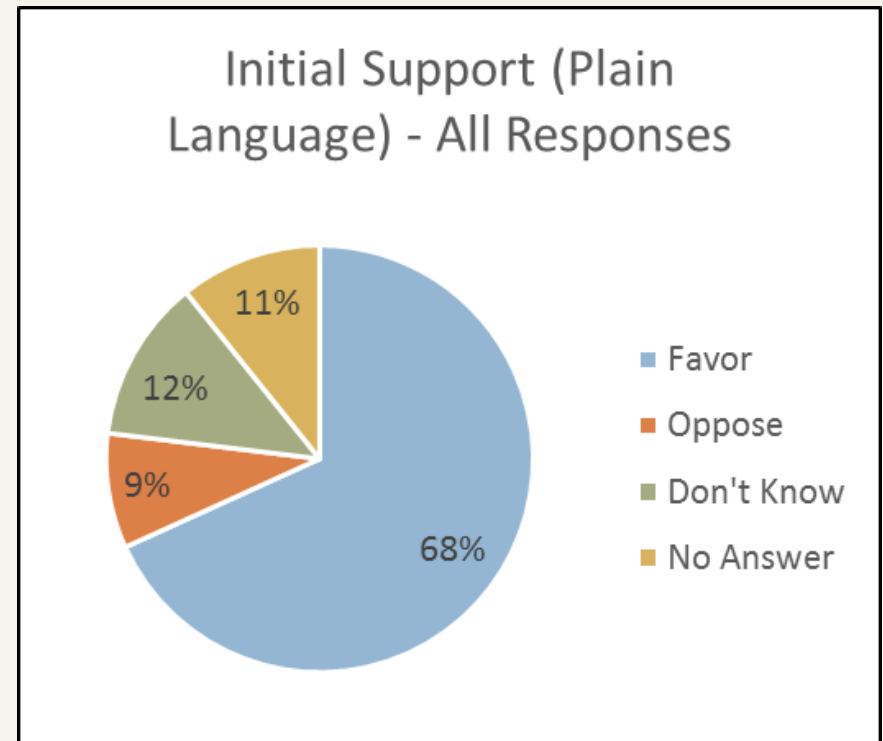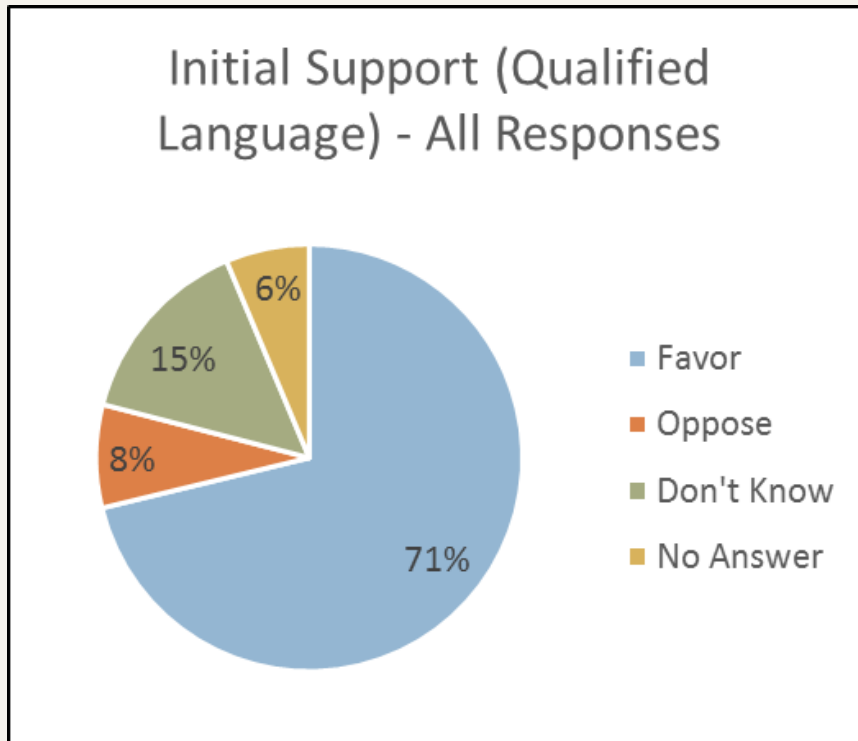
Would you favor or oppose such a proposal?"

Springsted

Proposal: Version 1B

"The budget of the Monroe County Community School Corporation includes local funds raised by a school referendum approved by voters in 2010.

Later this year, the School Corporation will ask voters to continue this local school referendum.

Would you favor or oppose such a proposal?"

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Initial support

Initial Support (Qualified Language) - All Responses

- Favor 71%
- Oppose 8%
- Don't Know 15%
- No Answer 6%

Initial Support (Plain Language) - All Responses

- Favor 68%
- Oppose 9%
- Don't Know 12%
- No Answer 11%

- Initial support levels very strong
- Little difference in support between the two versions

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Trends in initial support

Initial Support Over Time
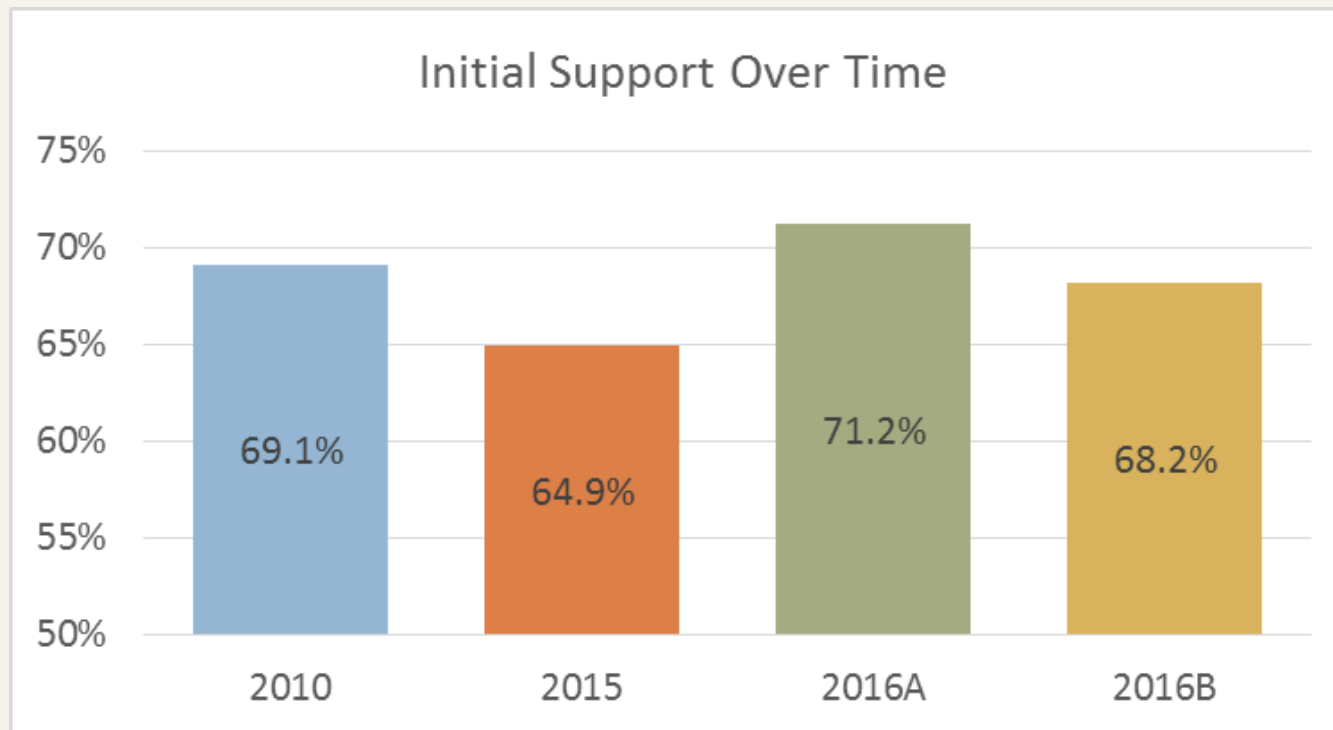
- Initial support has varied between 65% and 72%
- Wording for initial support question has not been identical in each survey

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Effects of information about referendum

"I am going to read some statements about the funds raised by the School Corporation's existing referendum.

Please tell me whether the information in each statement would make you more likely or less likely to vote to continue the referendum. "

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Elements of local referendum

- Funds allow the School Corp. to attract and retain high-quality teachers.

- 93% of funds support teachers and staff.

- Funds support programs at the Alternative High School.

- Funds support extracurricular activities for all students.

- Funds allow the School Corp. to provide instructional supplies and materials needed for Special Education classes.

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Elements of local referendum *(cont.)*

- Funds allow the School Corp. to maintain the Bradford Woods Program and the Honey Creek Schoolhouse Program.
  - Half of participants were told that Bradford Woods is an outdoor, hands-on science program, and that Honey Creek Schoolhouse is a cultural heritage program that focuses on life in 19th Century rural Monroe County.
- Funds allow the School Corp. to offer specialized services to students who need them.
- Funds allow the School Corp. to provide students with up-to-date library books and digital resources.

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Support for elements of referendum

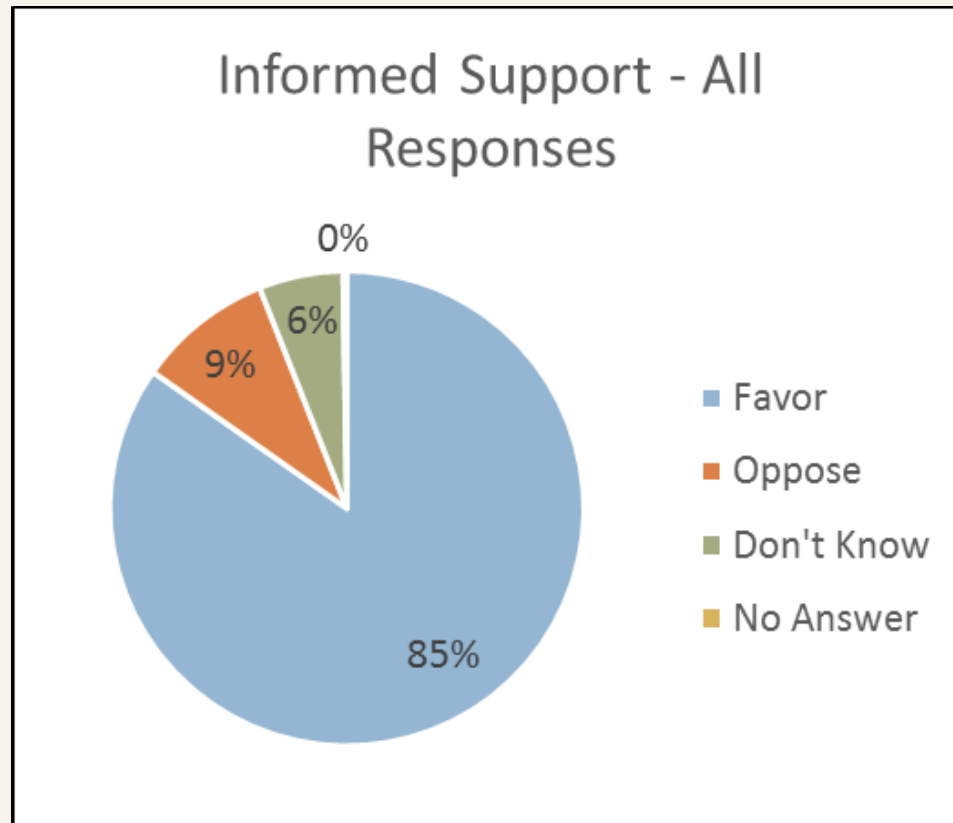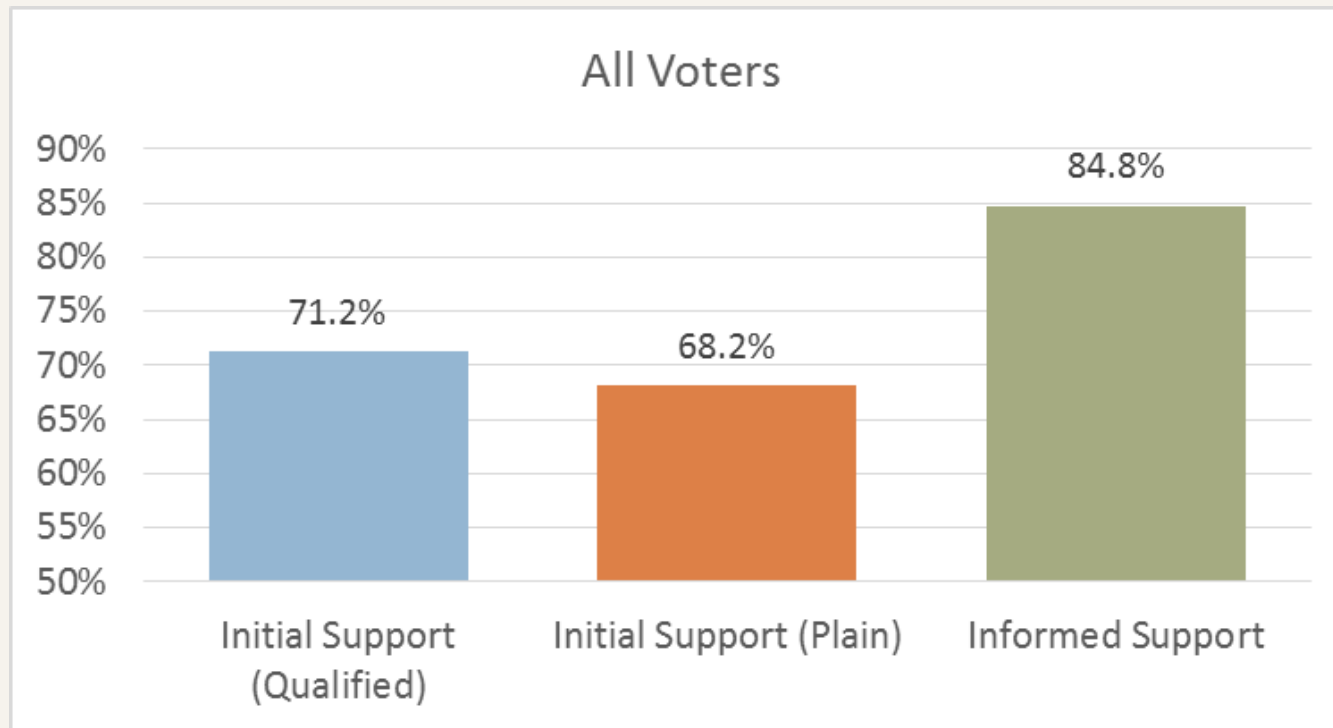% More Likely to Support Based on Prompt

Springsted
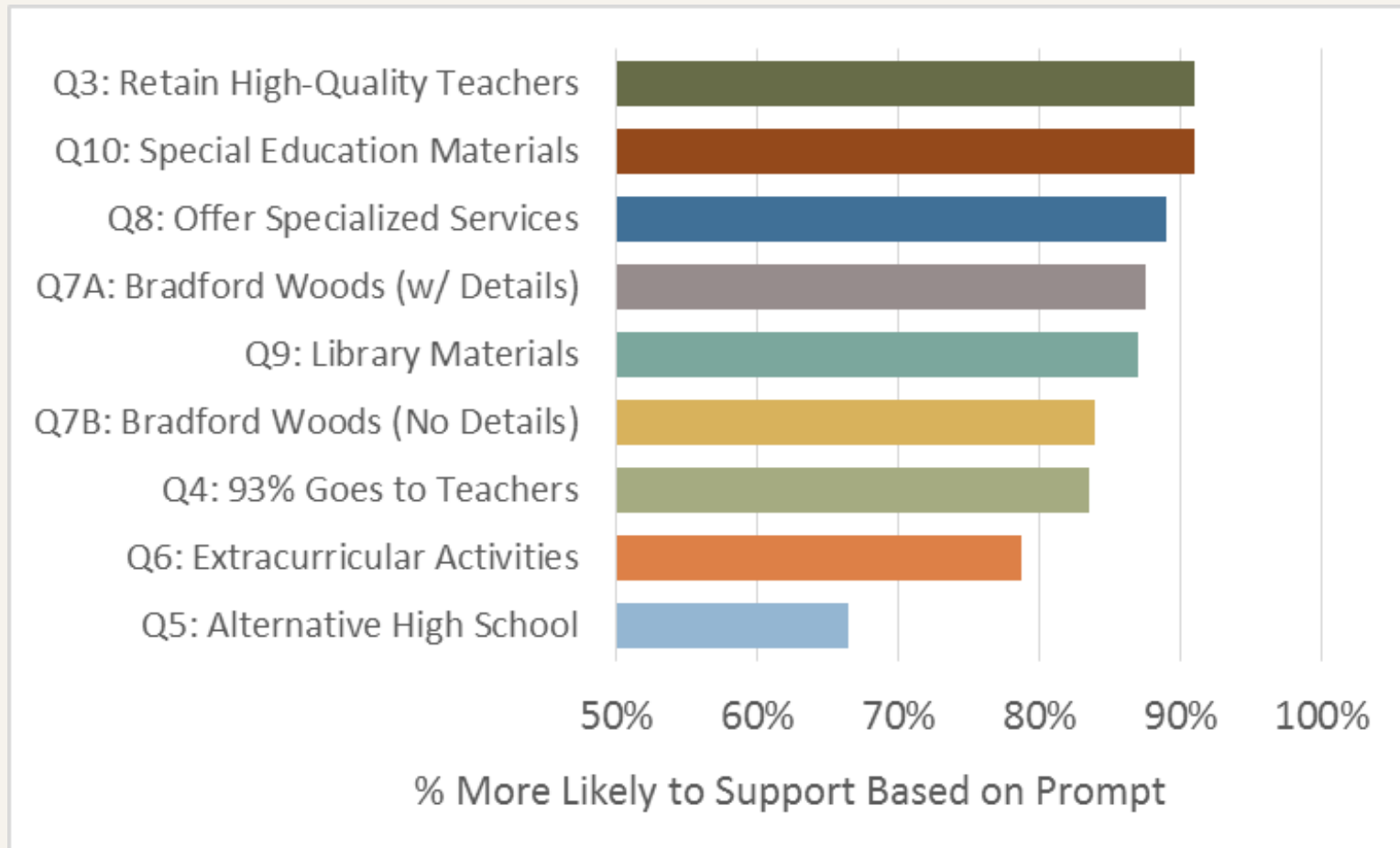
Impact of information

"Now that you have heard some information about the way school referendum funds are used by the School Corporation, I want to see if this information has changed your opinion.

Would you favor or oppose a proposal that would continue the School Corporation's existing school referendum?"
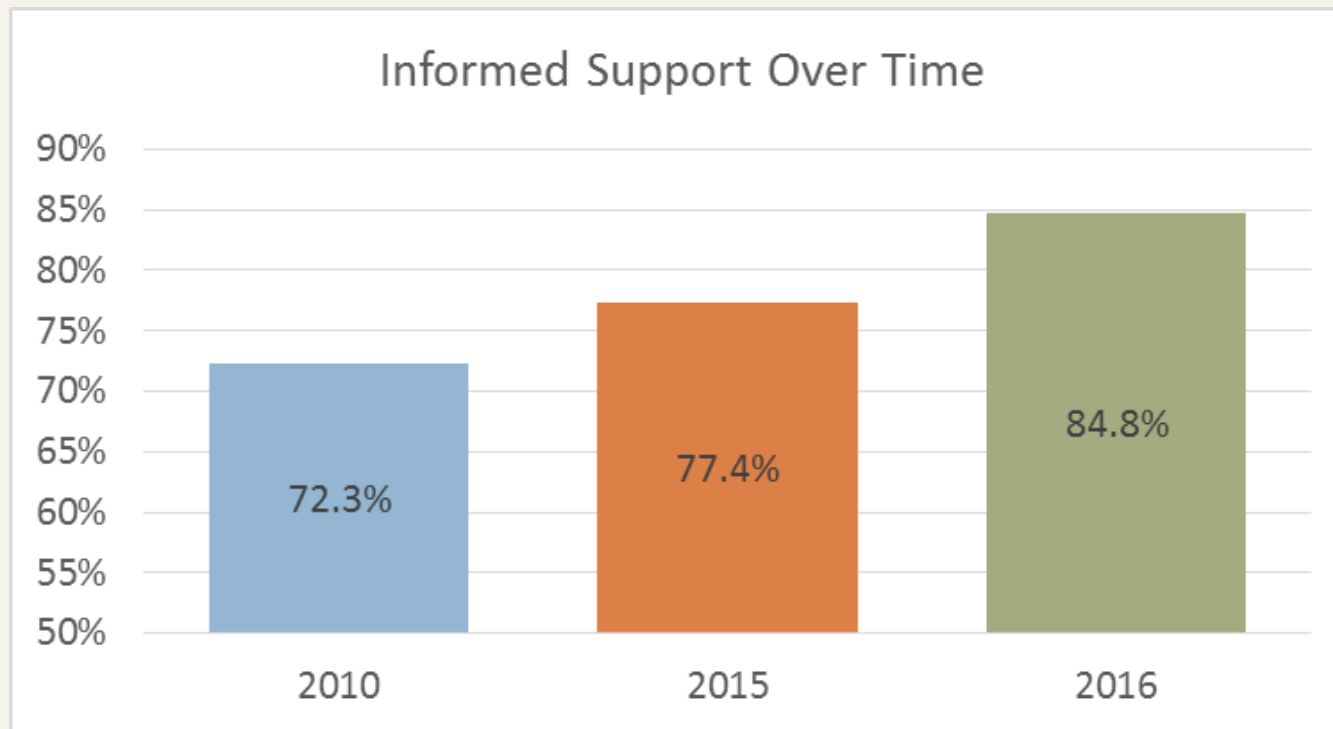
Impact of information *(cont.)*

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Impact of information *(cont.)*

All Voters

- Initial Support (Qualified): 71.2%
- Initial Support (Plain): 68.2%
- Informed Support: 84.8%

- Average of initial support is 69.7%

- Support after information is 15% higher

  – Margin of error is ±6.9% on initial, ±4.5% on informed

Trends in informed support

Informed Support Over Time
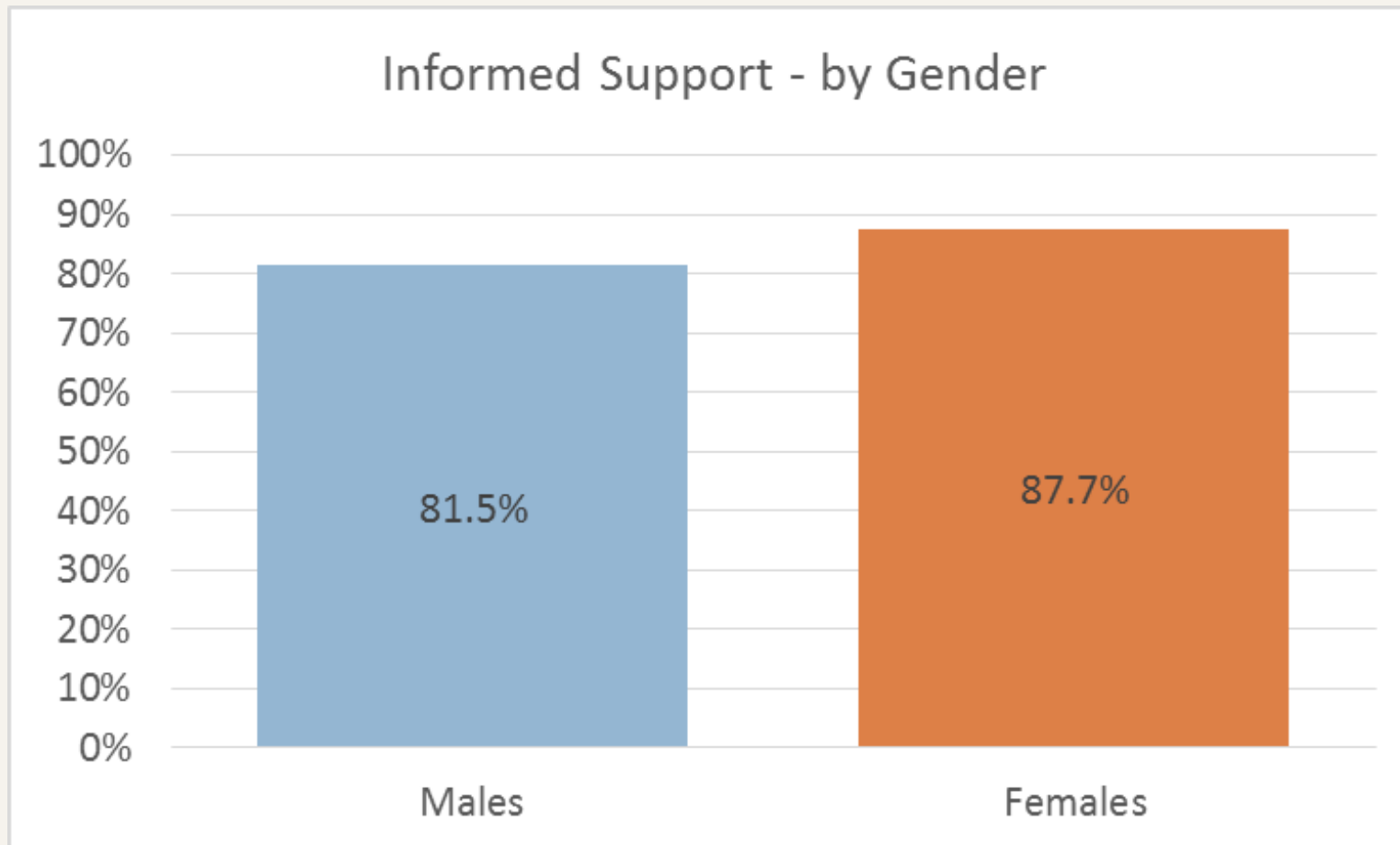
- 2010: 72.3%
- 2015: 77.4%
- 2016: 84.8%

- Support after information has been growing
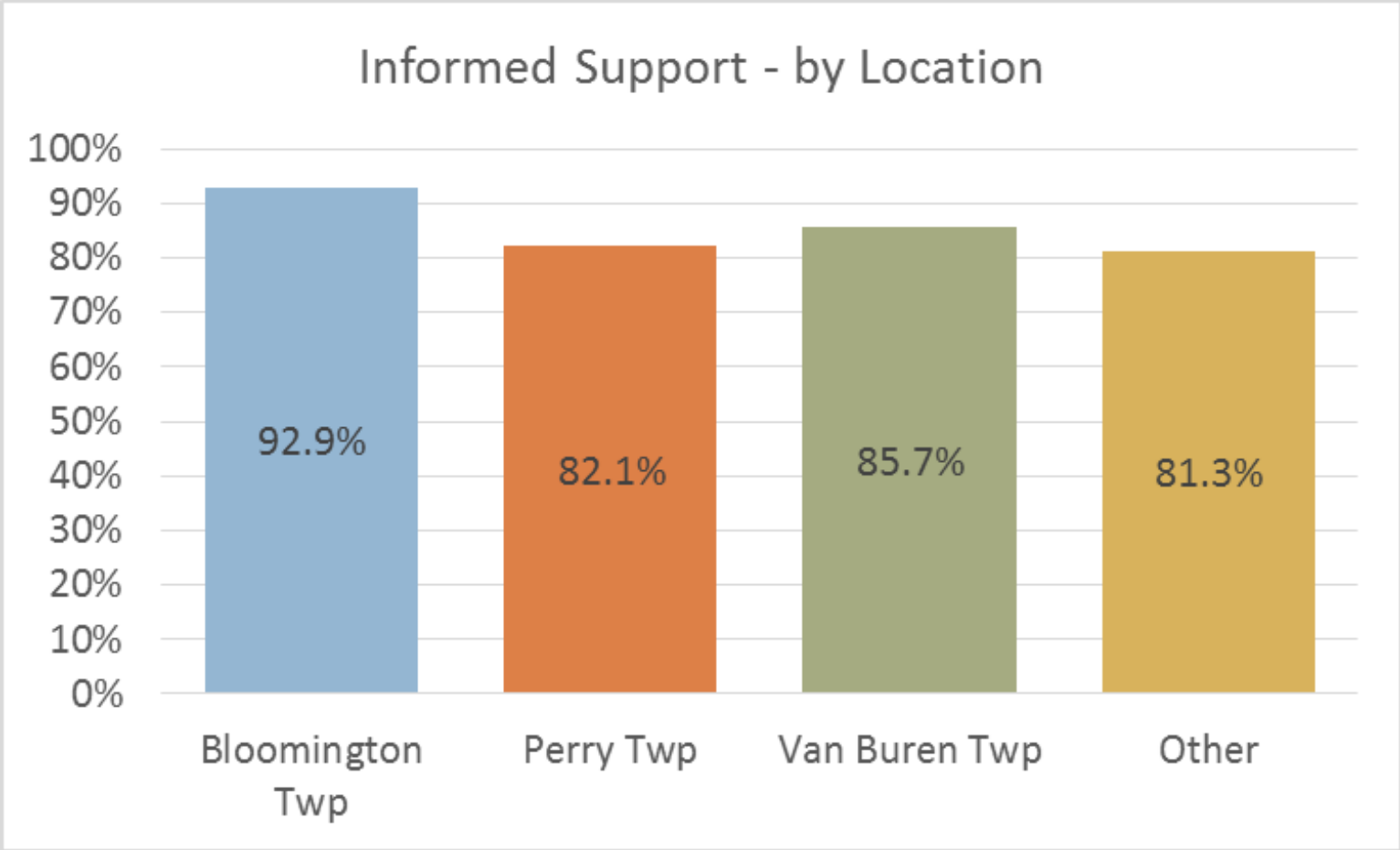- Prompts about uses of funding were different in earlier surveys

Demographic differences

- The following slides show a quick snapshot of differences in support between demographic groups
  - Gender
  - Location
  - Age
  - Parent households
  - Voter activity
- Charts show % of favorable responses after hearing information about the proposed levy

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Demographic differences

Informed Support - by Gender

Males: 81.5%
Females: 87.7%

Demographic differences *(cont.)*

Informed Support - by Location

Location	Informed Support
Bloomington Twp	92.9%
Perry Twp	82.1%
Van Buren Twp	85.7%
Other	81.3%

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Demographic differences *(cont.)*

Informed Support - by Age Group

Age Group	Percentage
18-24	100.0%
25-34	91.4%
35-44	83.8%
45-54	89.6%
55-64	77.6%
65+	75.9%

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Demographic differences *(cont.)*

Informed Support - by Parent Status

	Parents	Alumni Parents	Non-Parents
	90.8%	78.6%	85.8%

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Demographic differences *(cont.)*

Informed Support - by Voting Activity

- Very active voters: 75.5%
- Active voters: 85.5%
- Less active/new voters: 91.3%

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Perceptions about the schools

- Following the questions about the referendum, participants were asked their agreement with a general value statement about public education and a more specific statement related to referendum funding:
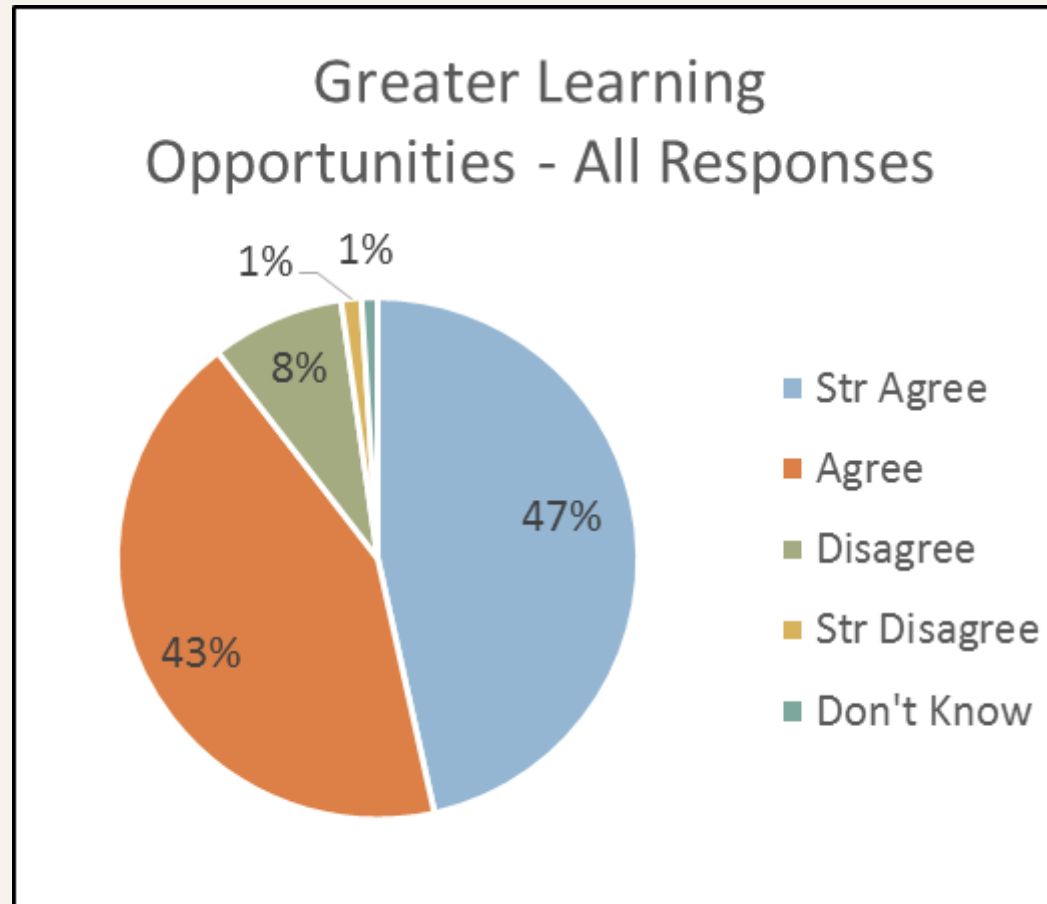
  "Strong schools build strong communities."

  "Referendum funds mean local students have greater opportunities for learning."

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Voter perceptions –
Strong schools, strong communities
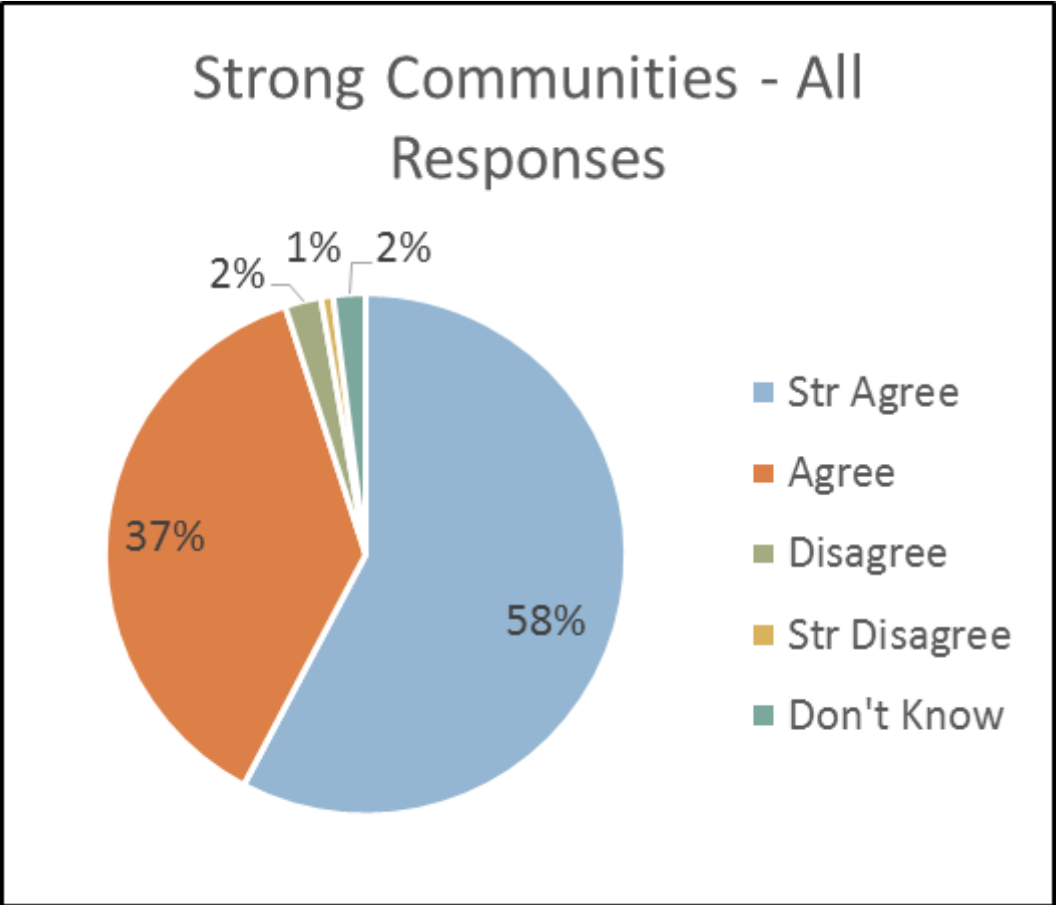
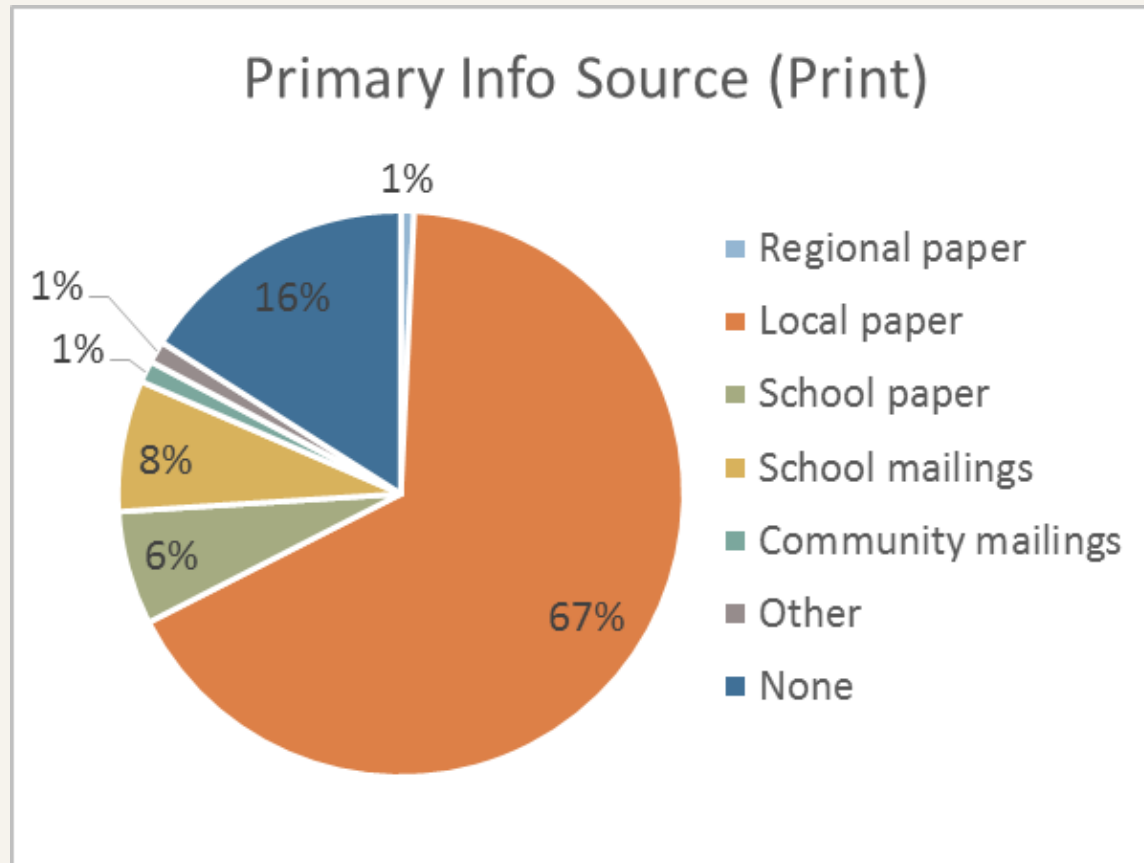# Voter perceptions – Local funds bring greater opportunities

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Information sources

- At the conclusion of the survey, participants were asked how they stay informed about School Corporation events

Sources of information – printed

- Participants were asked which printed source they used most often:
    - Regional newspaper (Indy Star, Louisville Courier Journal)
    - Local newspaper (Herald Times)
    - School newspaper (Daily Student)
    - Mailings from the School Corporation
    - Mailings from community groups
   - Other print sources

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Sources of information – printed *(cont.)*

Primary Info Source (Print)

- Regional paper — 1%
- Local paper — 67%
- School paper — 6%
- School mailings — 8%
- Community mailings — 1%
- Other — 1%
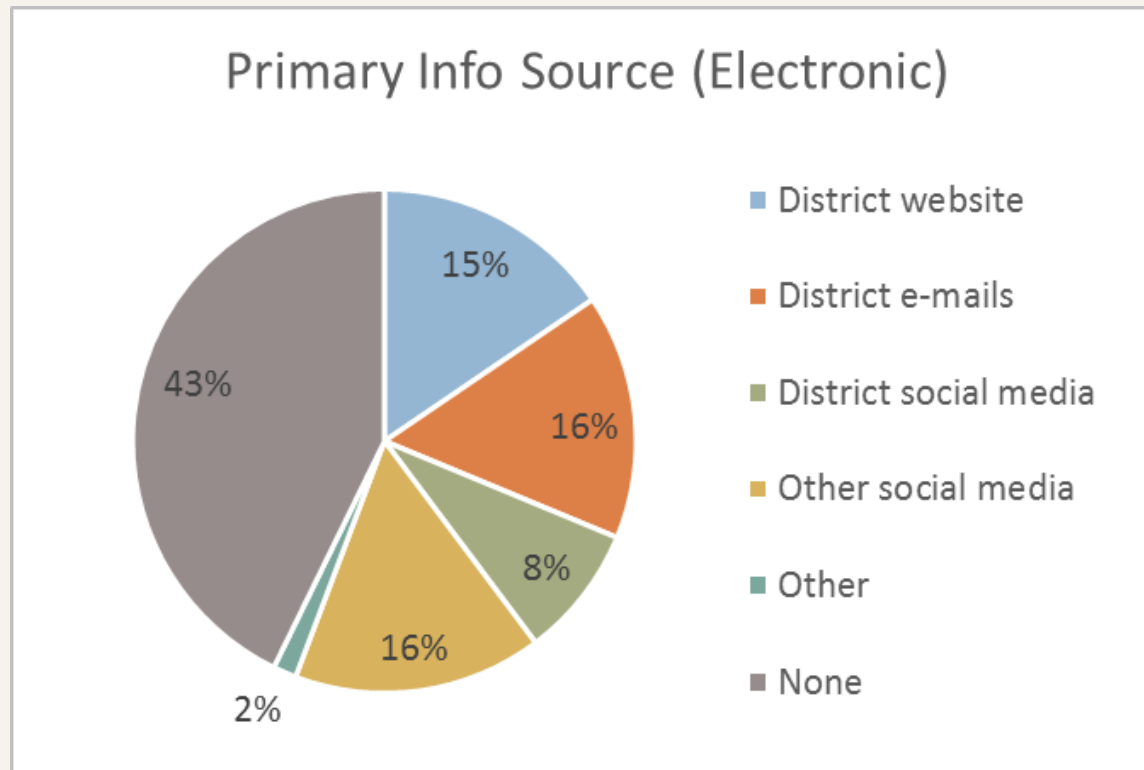- None — 16%

Print sources - comparison

- Same question was asked in 2015 survey

- In 2016, significant shift from regional newspapers to local newspaper

- For comparison, we looked only at participants who use print sources

Sources of Information (Print)

Springsted
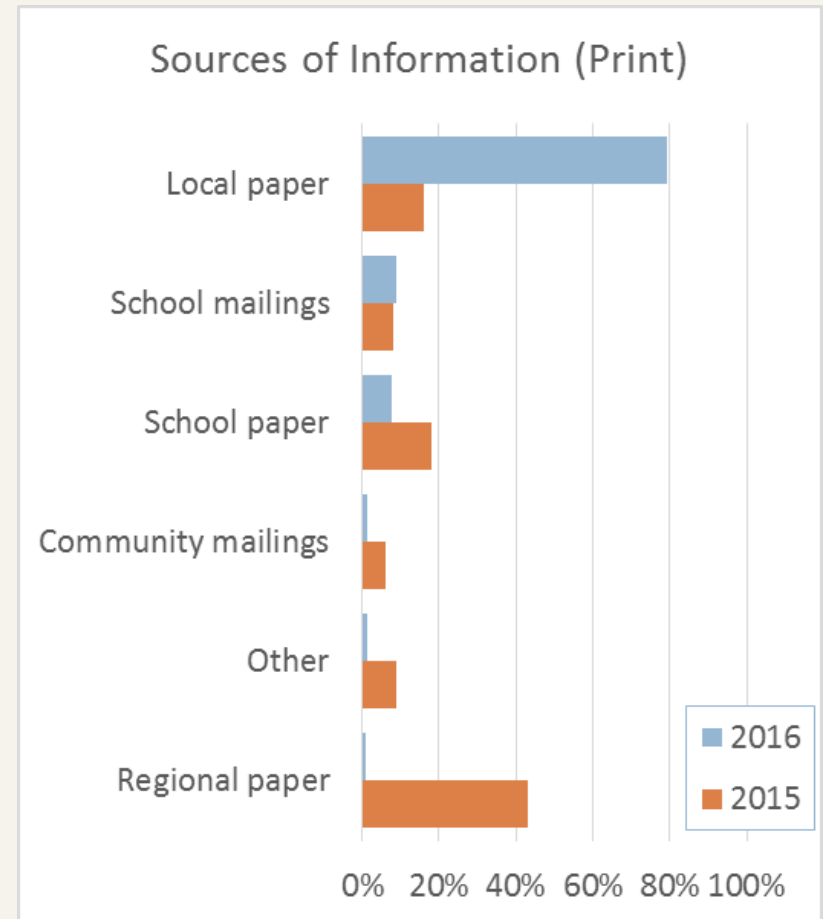
Sources of information – electronic

- Participants were asked which electronic information source they used most often:
  - School Corporation website
  - School Corporation e-mails
  - School Corporation social media (Facebook, Twitter)
  - Other community social media accounts
  - Other electronic sources
  - No electronic sources

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Sources of information – electronic *(cont.)*

Primary Info Source (Electronic)

- District website — 15%
- District e-mails — 16%
- District social media — 8%
- Other social media — 16%
- Other — 2%
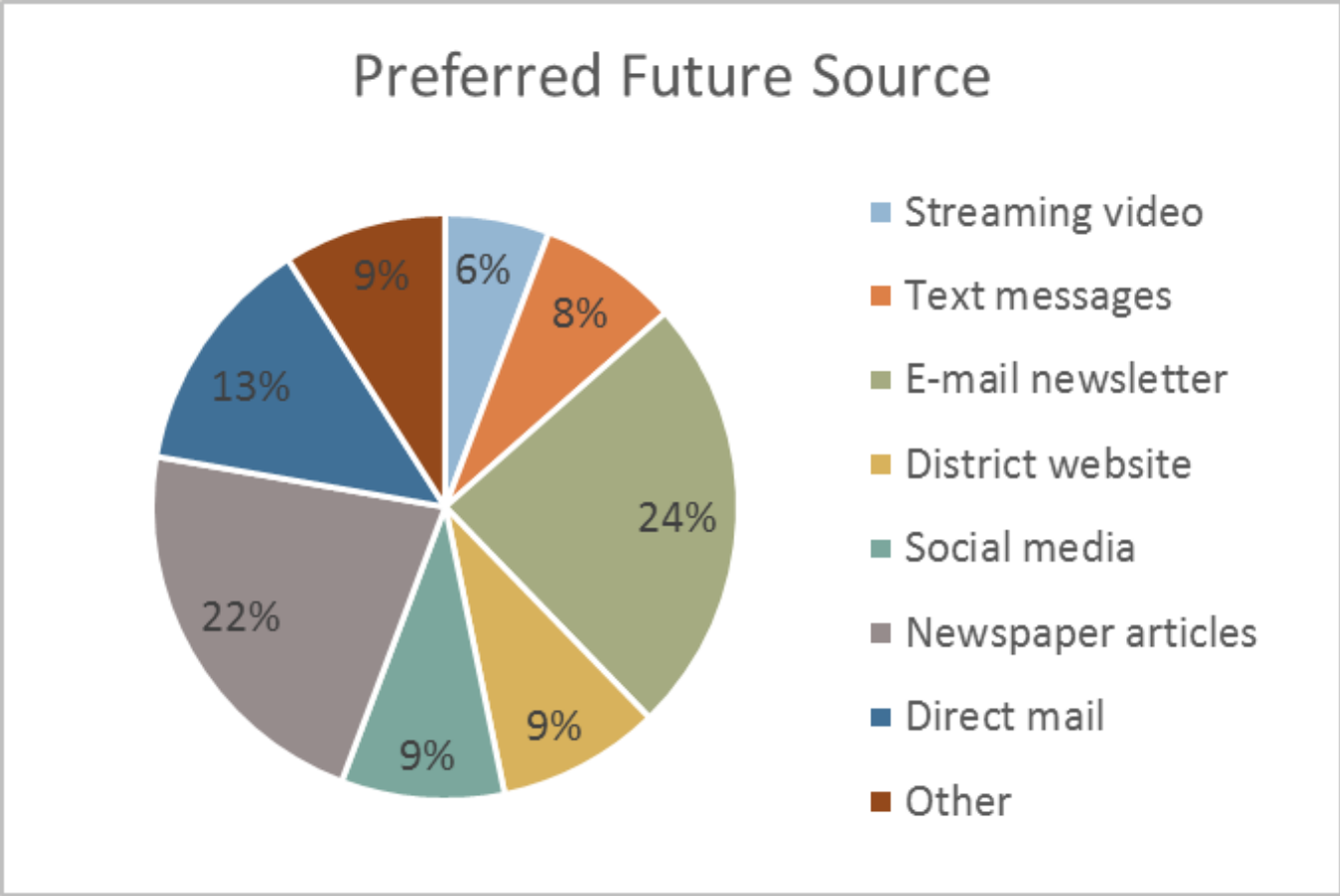- None — 43%

Electronic sources - comparison

- Same question was asked in 2015 survey

- In 2016, more use of community social media, fewer responses for "Other"

- For comparison, we looked only at participants who use electronic information sources

Sources of Information (Electronic)

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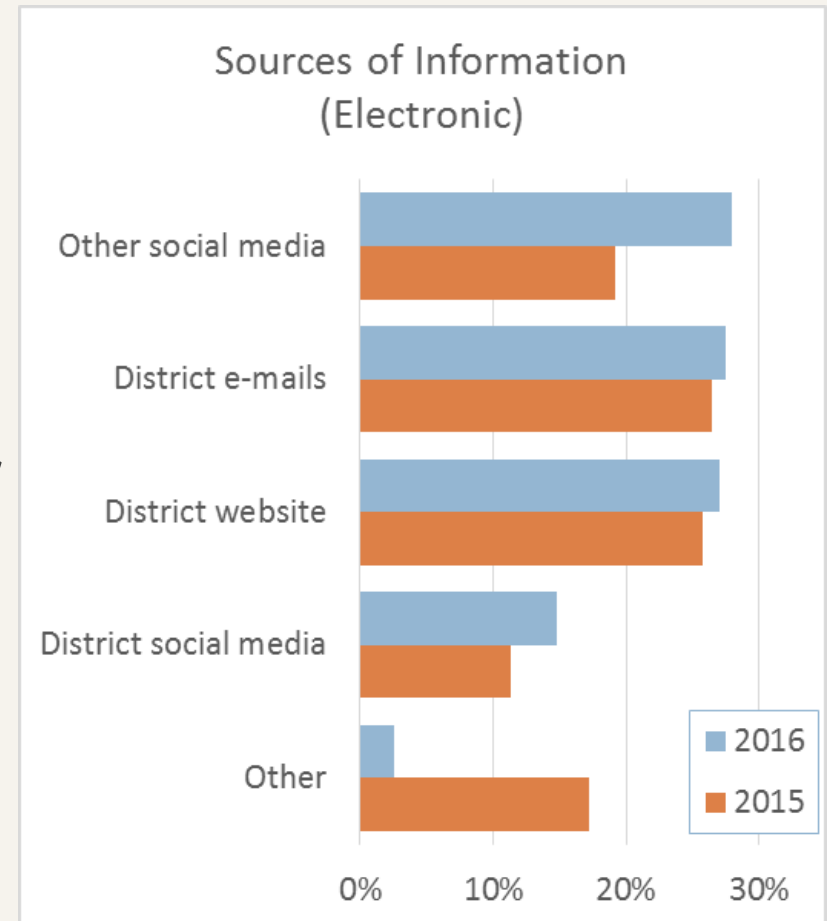
Preferred sources – future

- Participants were asked how they would like to receive information in the future:
  - Streaming video
  - Text messages to mobile devices
  - E-mail newsletters
  - School websites
  - Social media posts
  - Newspaper articles
  - Direct mail and printed newsletters
  - Other

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Preferred sources – future *(cont.)*

Preferred Future Source

- Streaming video — 6%
- Text messages — 8%
- E-mail newsletter — 24%
- District website — 9%
- Social media — 9%
- Newspaper articles — 22%
- Direct mail — 13%
- Other — 9%

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Preferred sources – comparison

- Same question was asked in 2015 survey

- In 2016, more preference for e-mail newsletters, less for newspapers and direct mail

Preferred Information Sources

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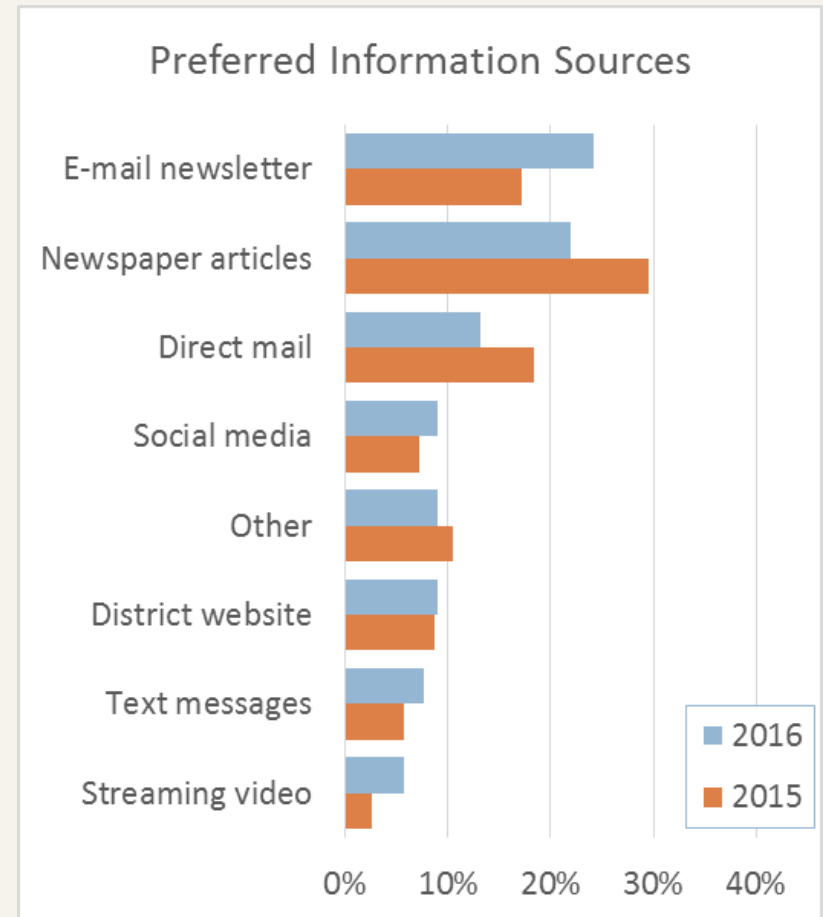
Findings

- Very strong support for referendum
  - Initial support averaged 69.7% between the two questions
  - Informed support was 84.8%
  - Impact of information was significantly higher than margin of error

Findings *(cont.)*

- Respondents given 8 statements about uses of referendum funds

  – All 8 caused 65% or more of respondents to express increased support for the proposal

  – 6 statements had positive impact higher than 80%

- From results, we can infer that community broadly approves of current uses of funds

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Questions?

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