

Edina Public School District

2017 Pre-Referendum Residential Survey

Morris Leatherman Company

Survey Methodology

2017 Edina School District Pre-Referendum Survey

625 random sample of Edina School District Households

Telephone interviews conducted between May 23rd and 30th, 2017

Average interview time of 27 minutes

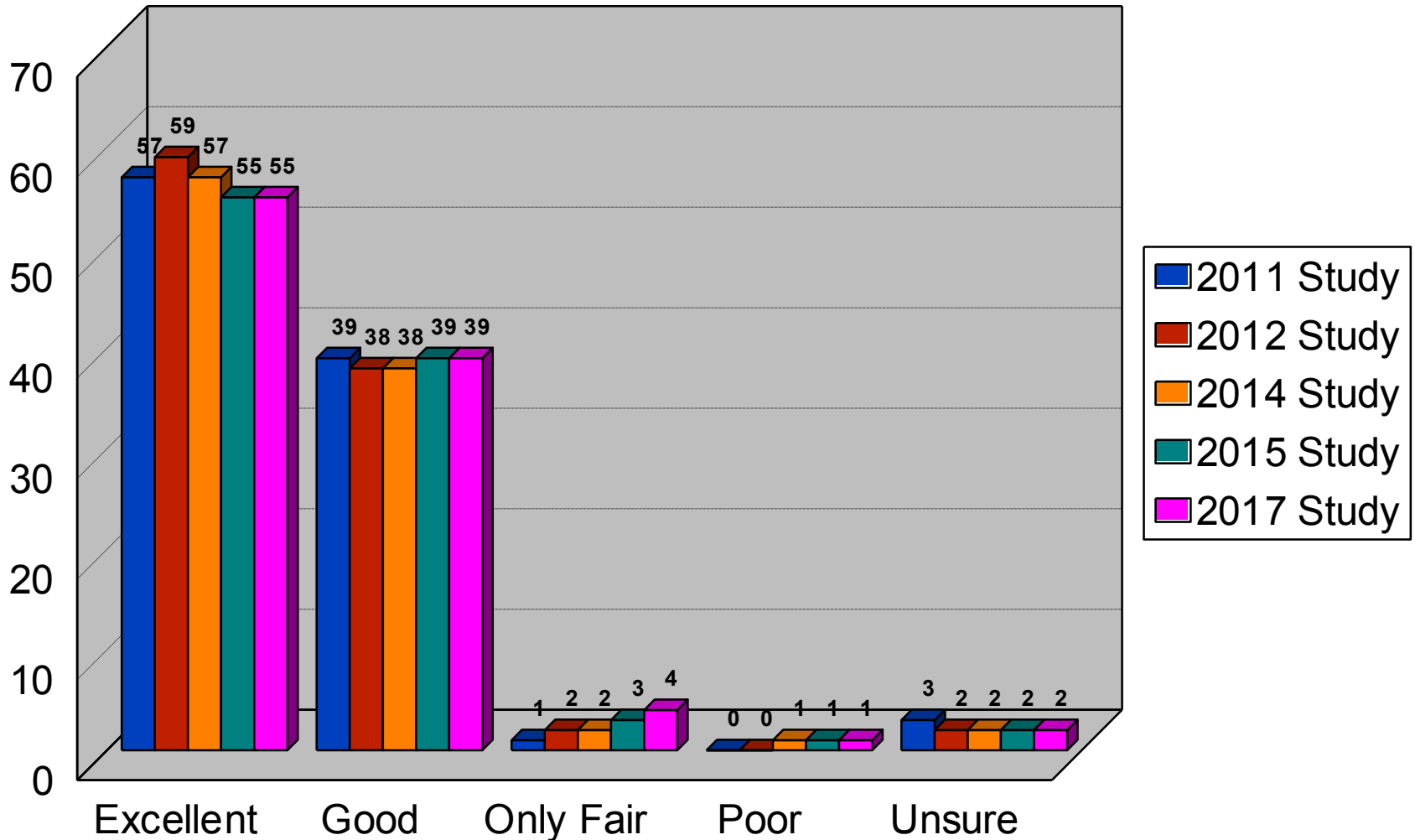
34% Cellular telephone ONLY households

Non-response rate of 3.0%

School District household sample projectable within +/- 4.0% in 95 out of 100 cases

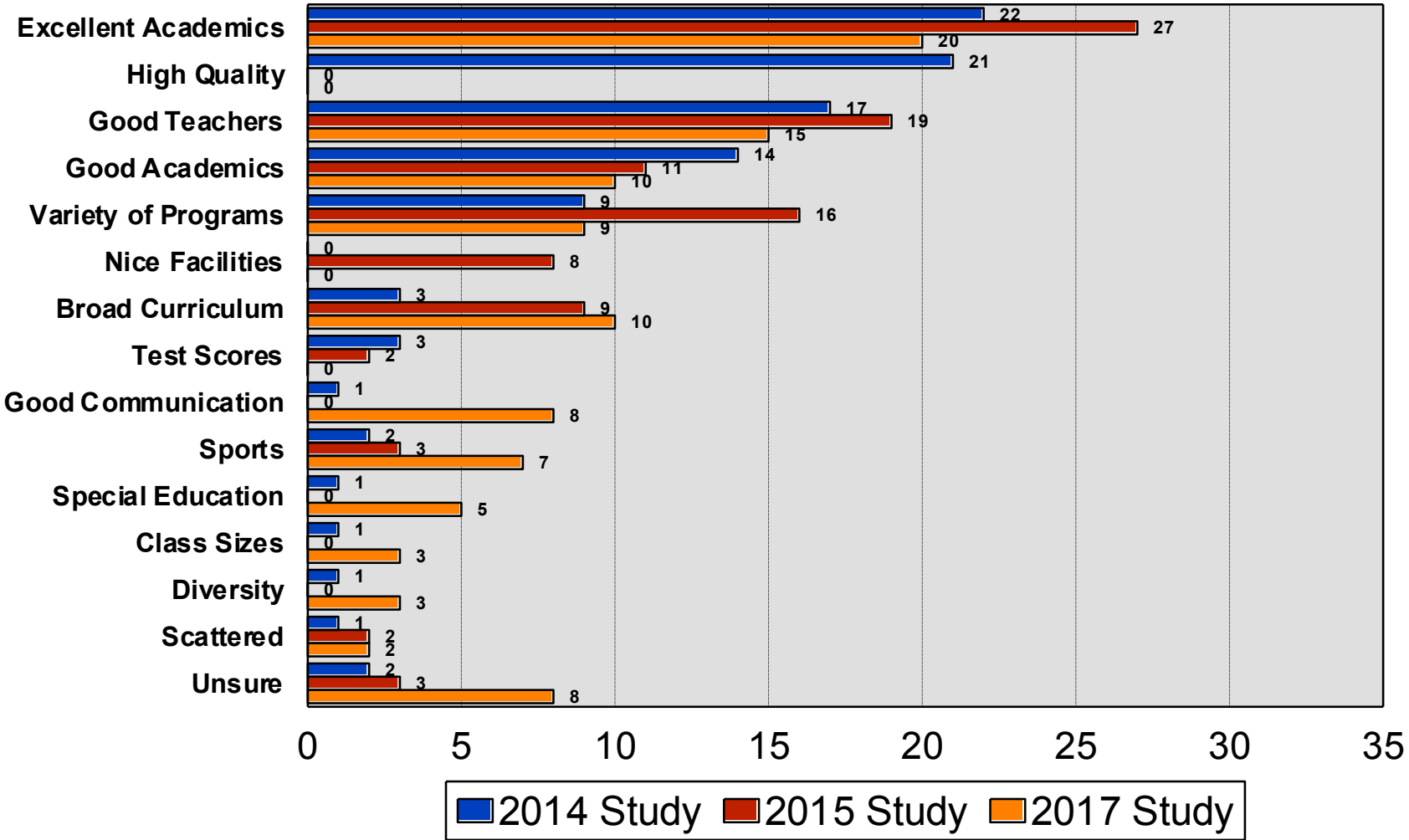
Quality of Public Schools

2017 Edina School District Pre-Referendum Survey



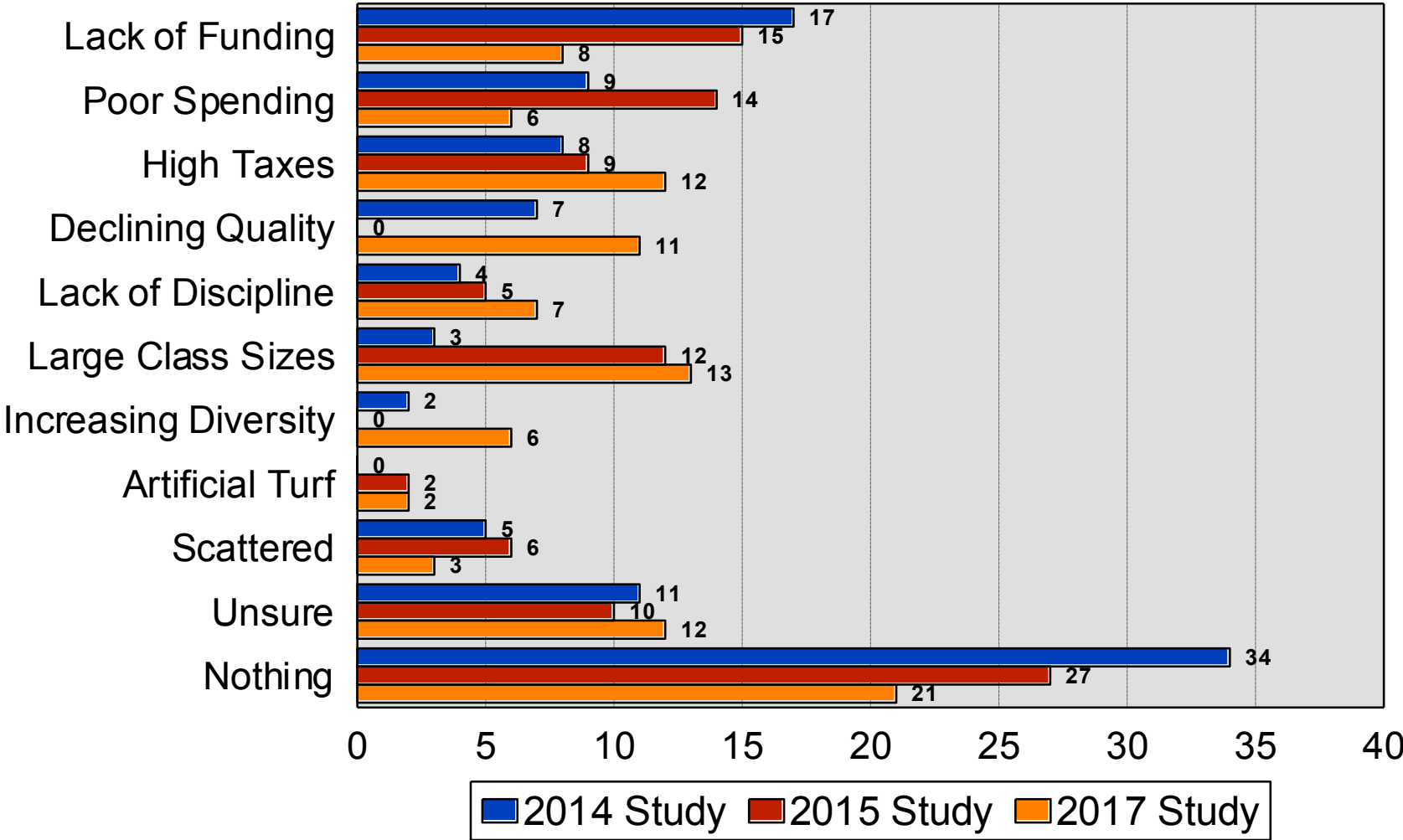
Like Most about Edina Public Schools

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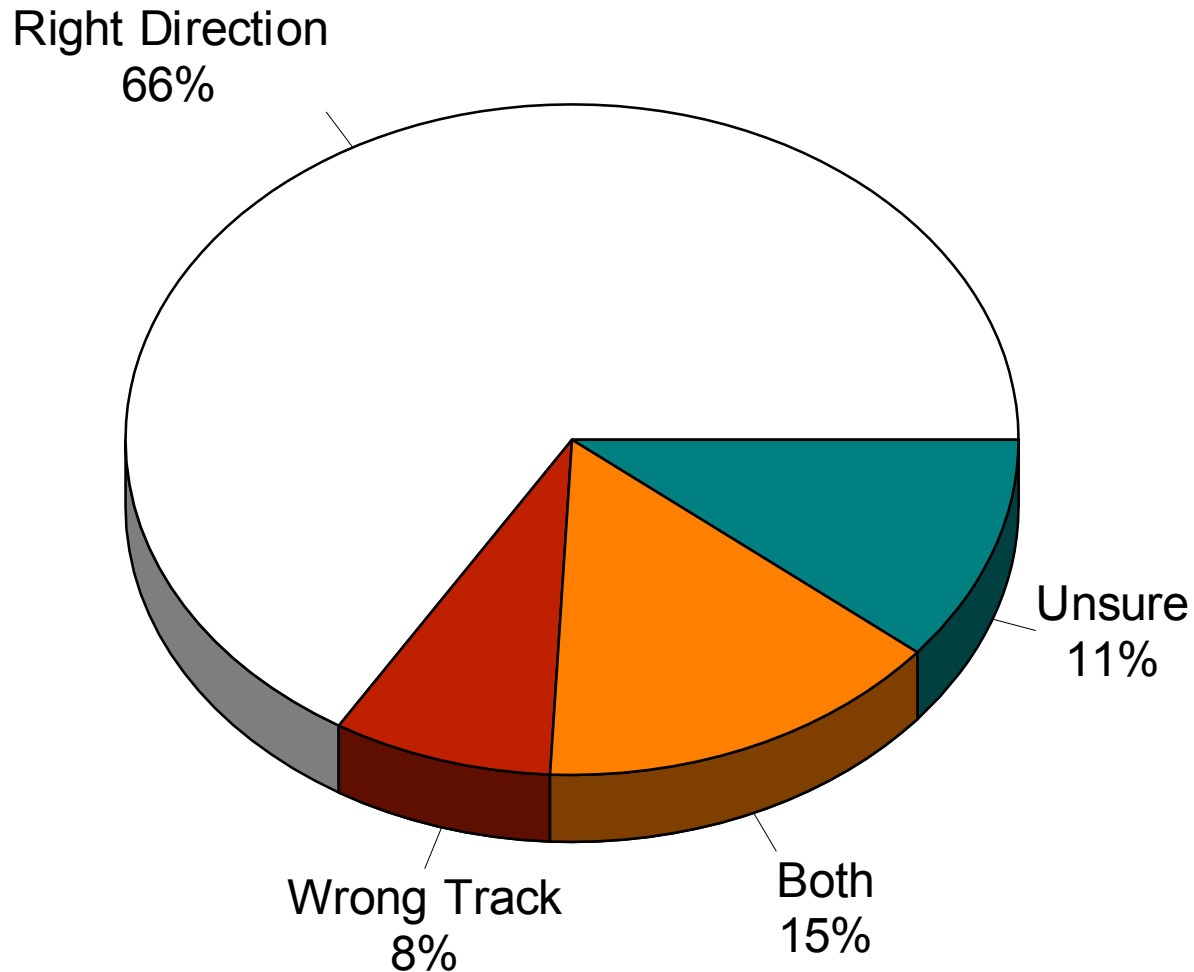
Most Serious Issue

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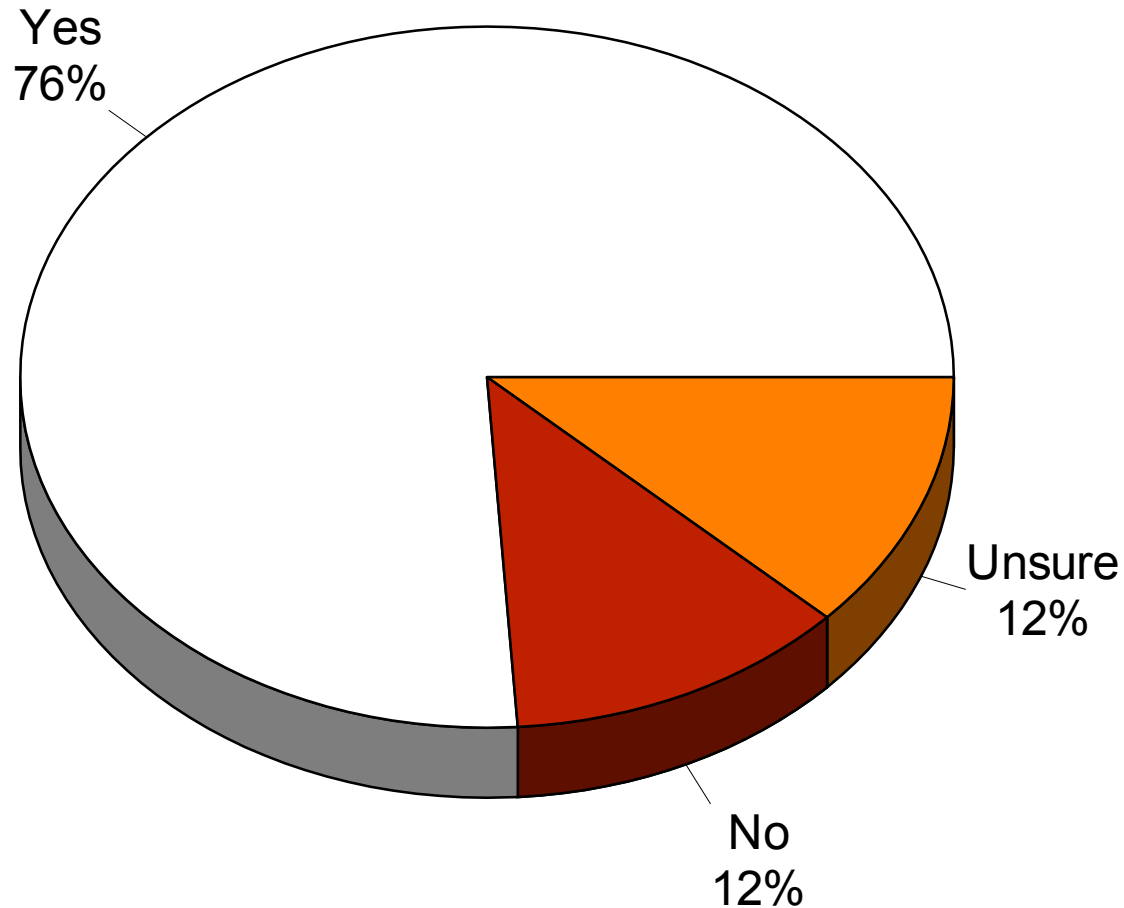
Direction of School District

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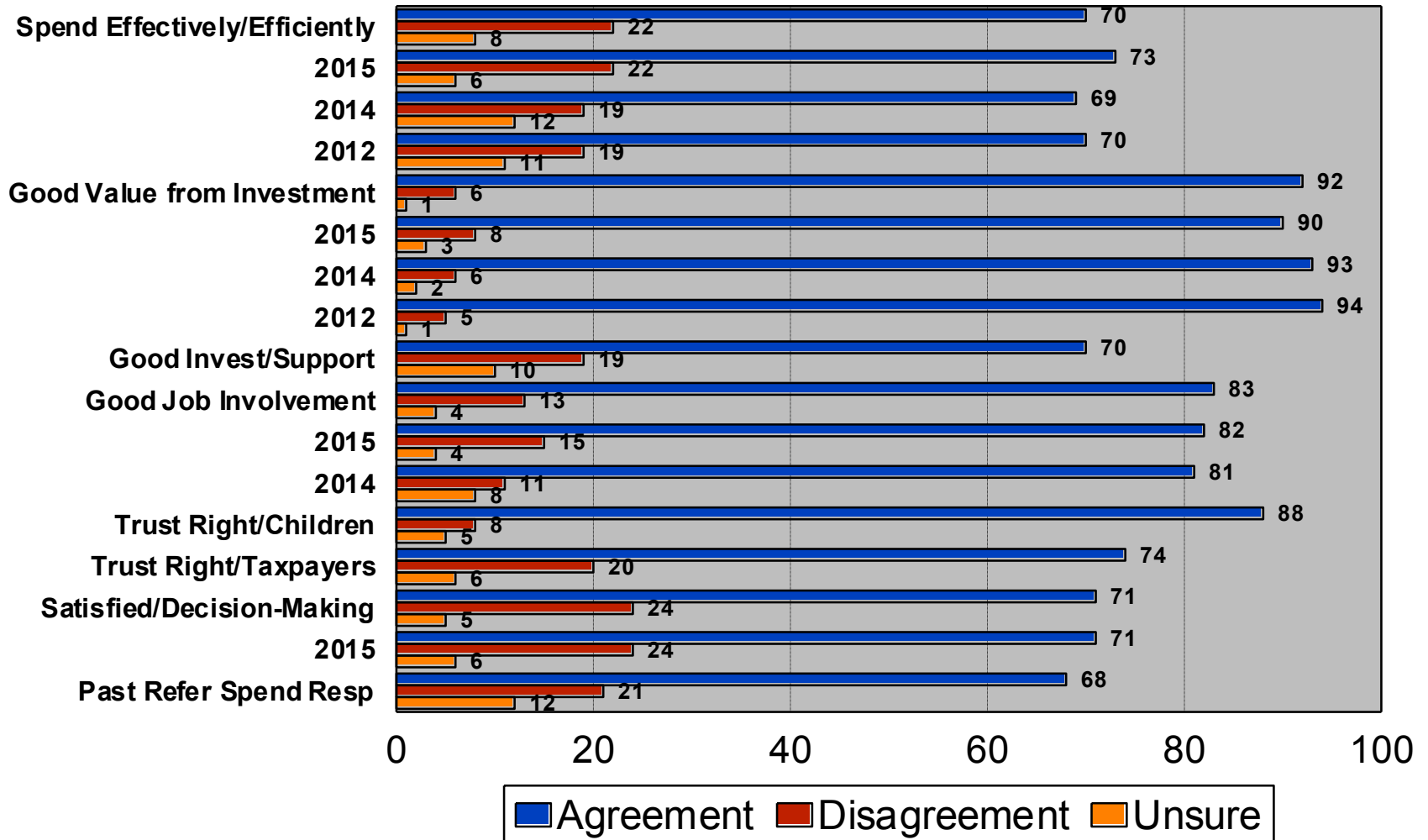
"Destination" School District

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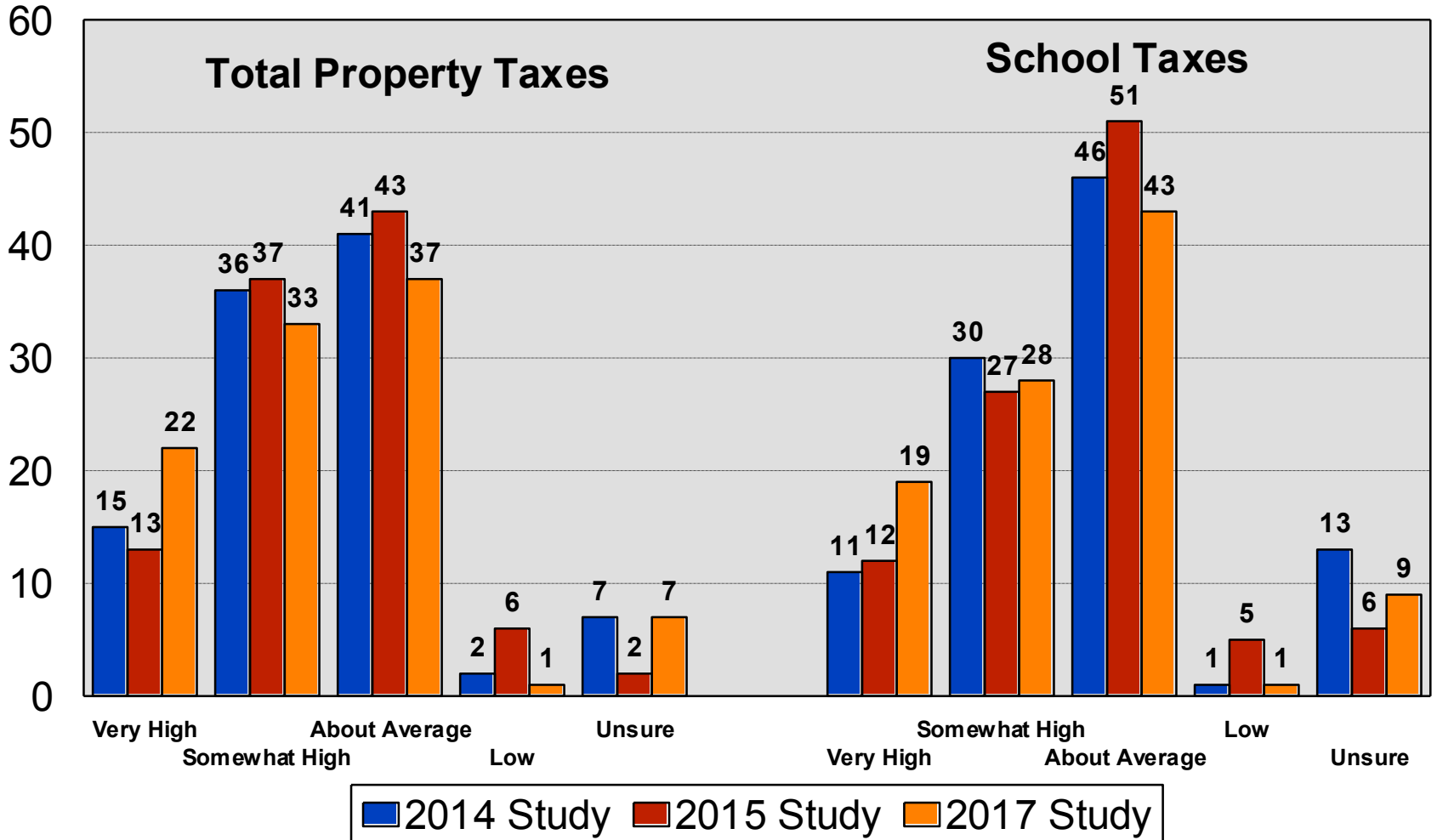
Specific School District Perceptions

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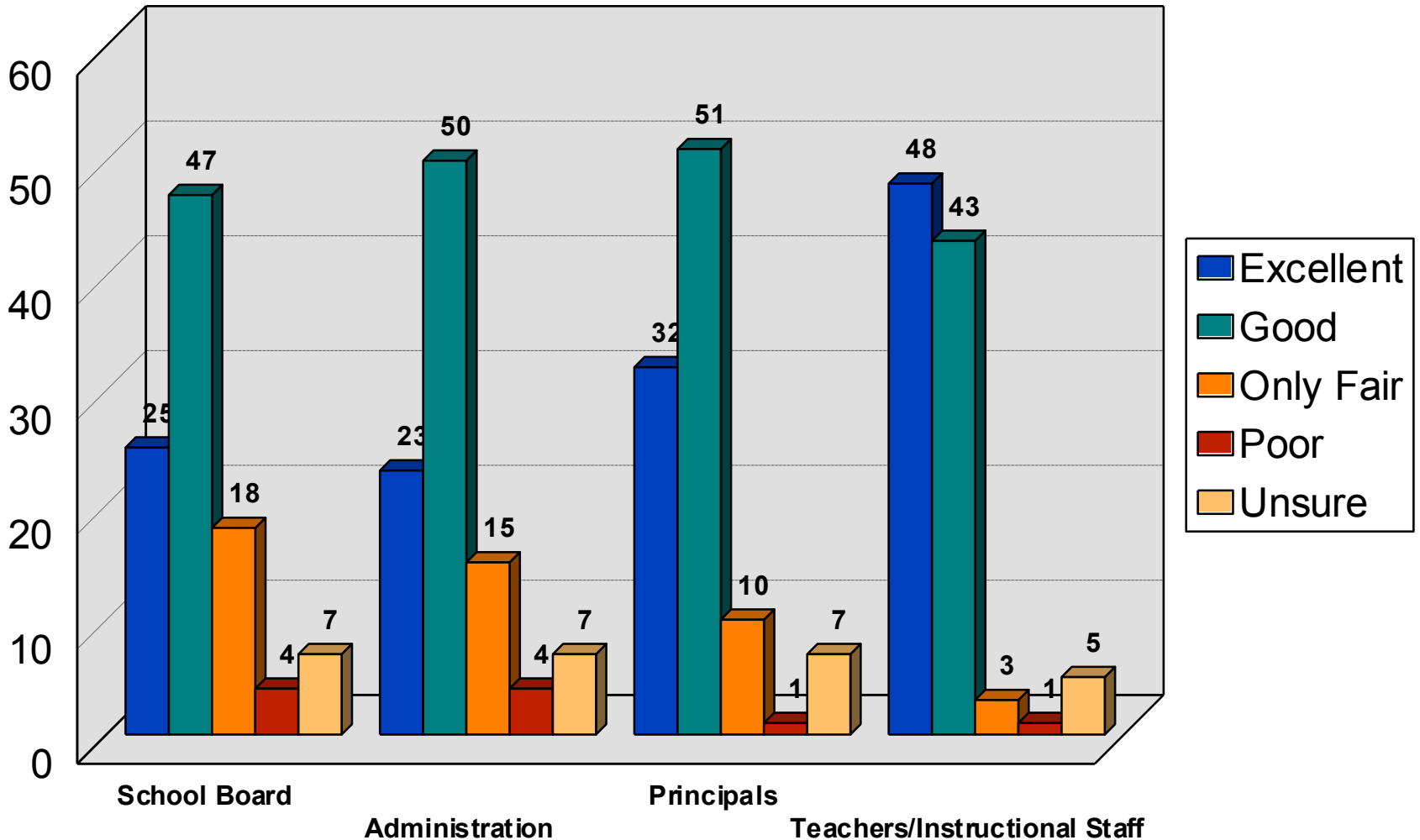
Tax Hostility

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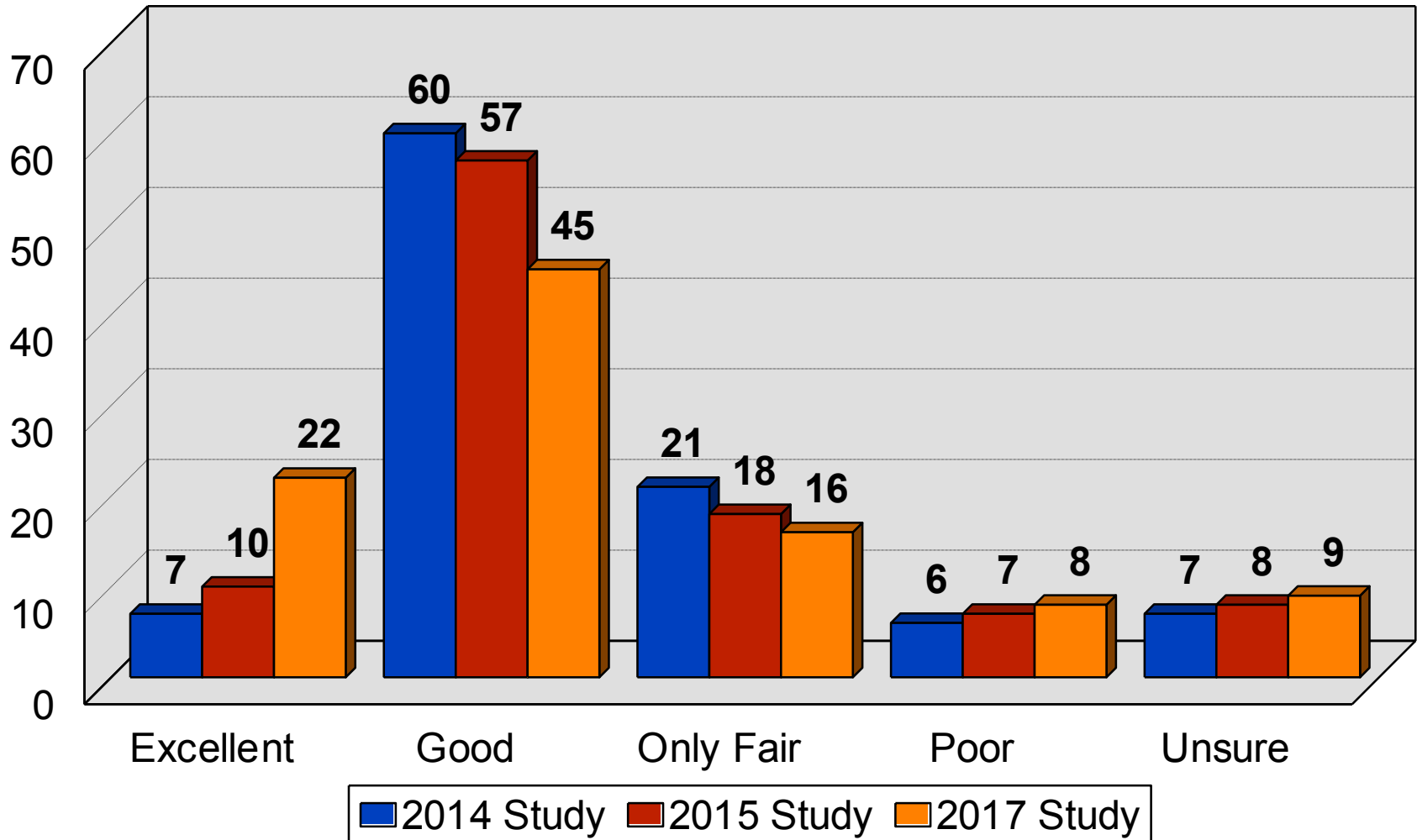
Job Performance Ratings

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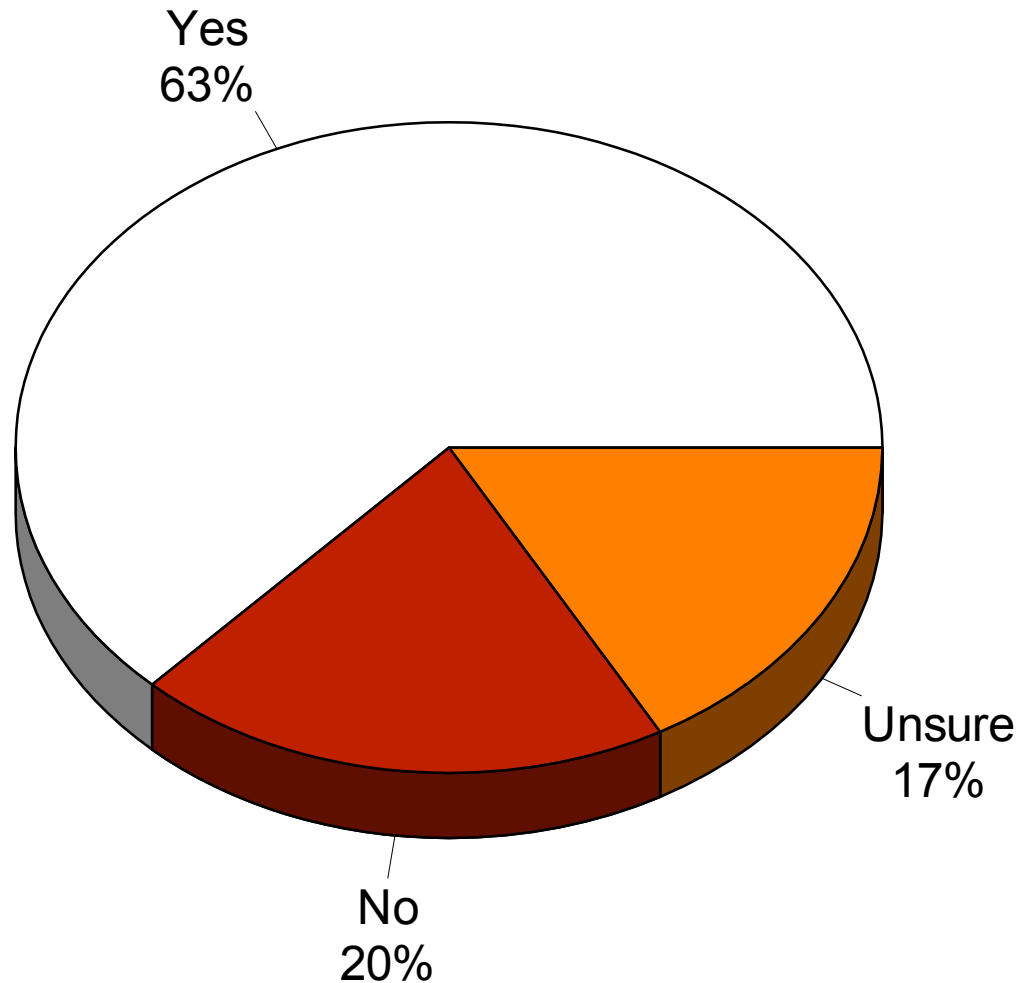
Financial Management

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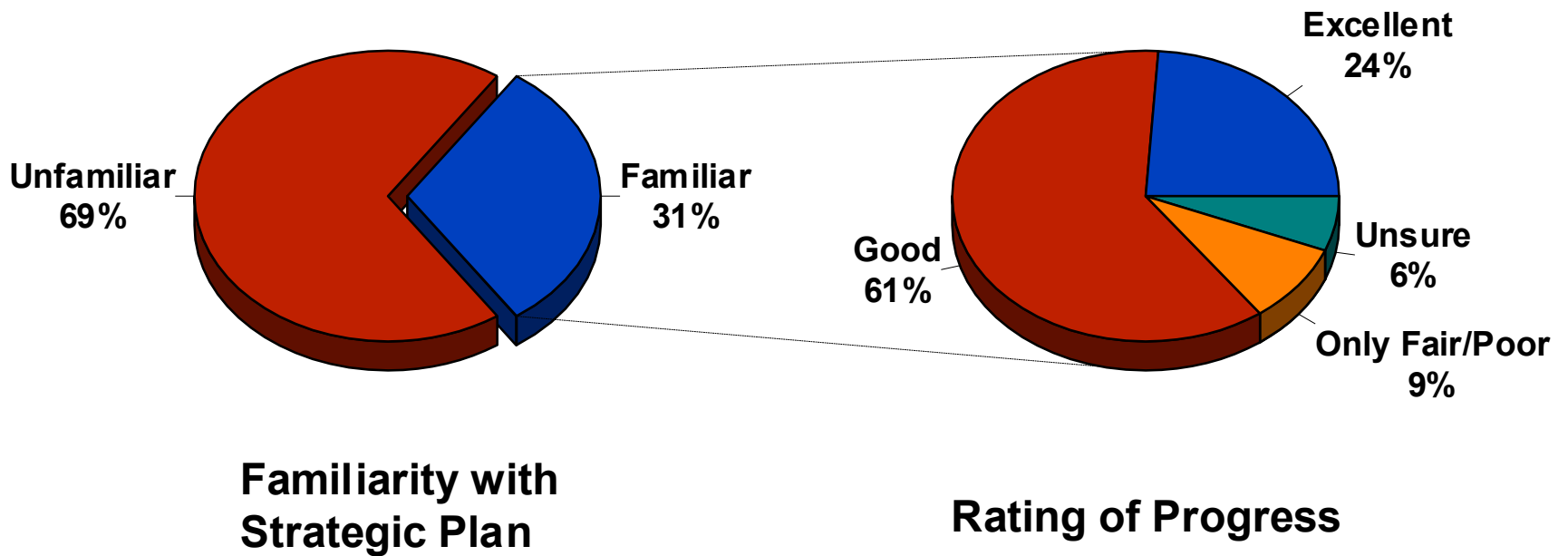
Adequately Funded

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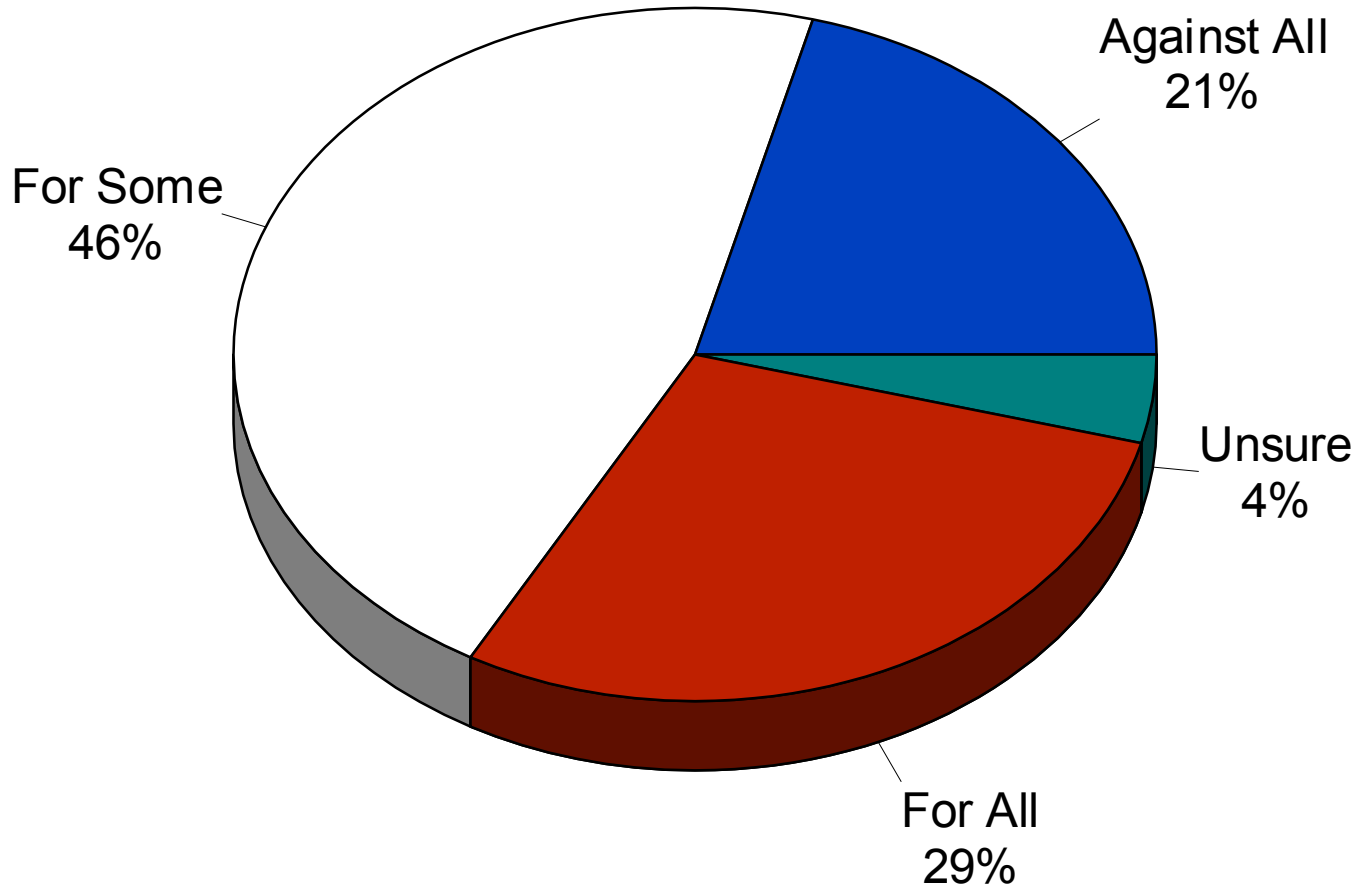
"Next Generation Learning"

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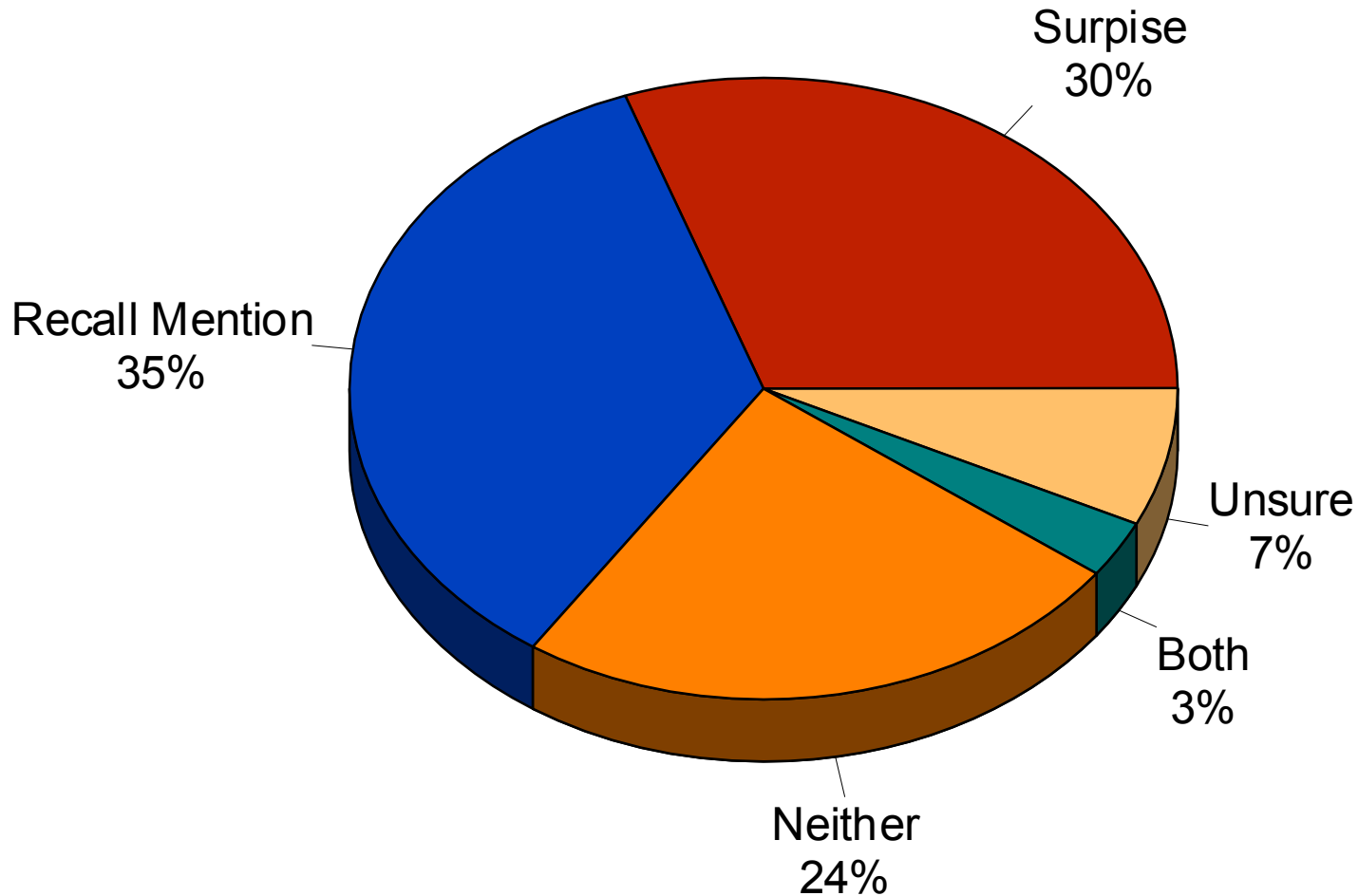
Referendum Predisposition

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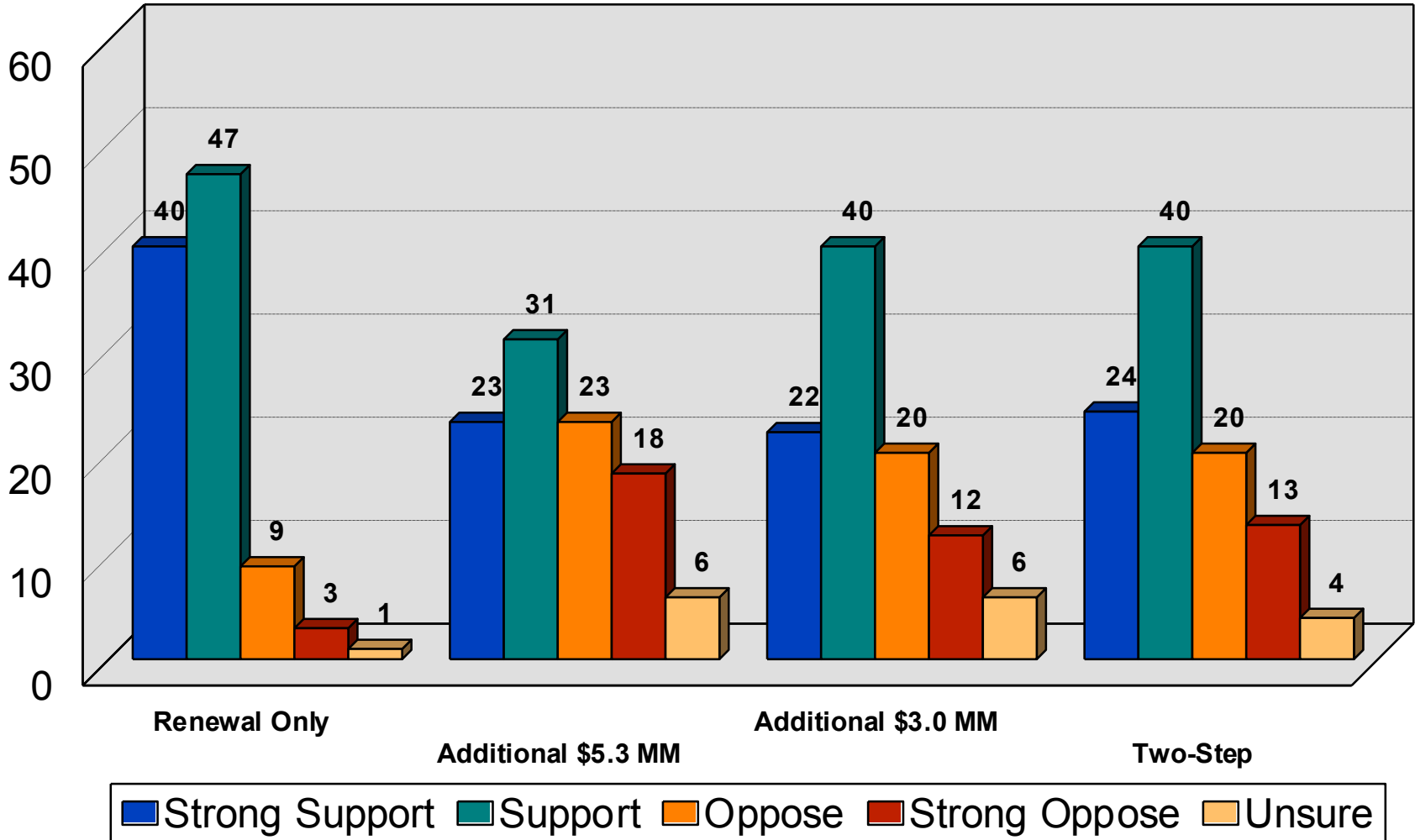
Reaction to Operating Levy

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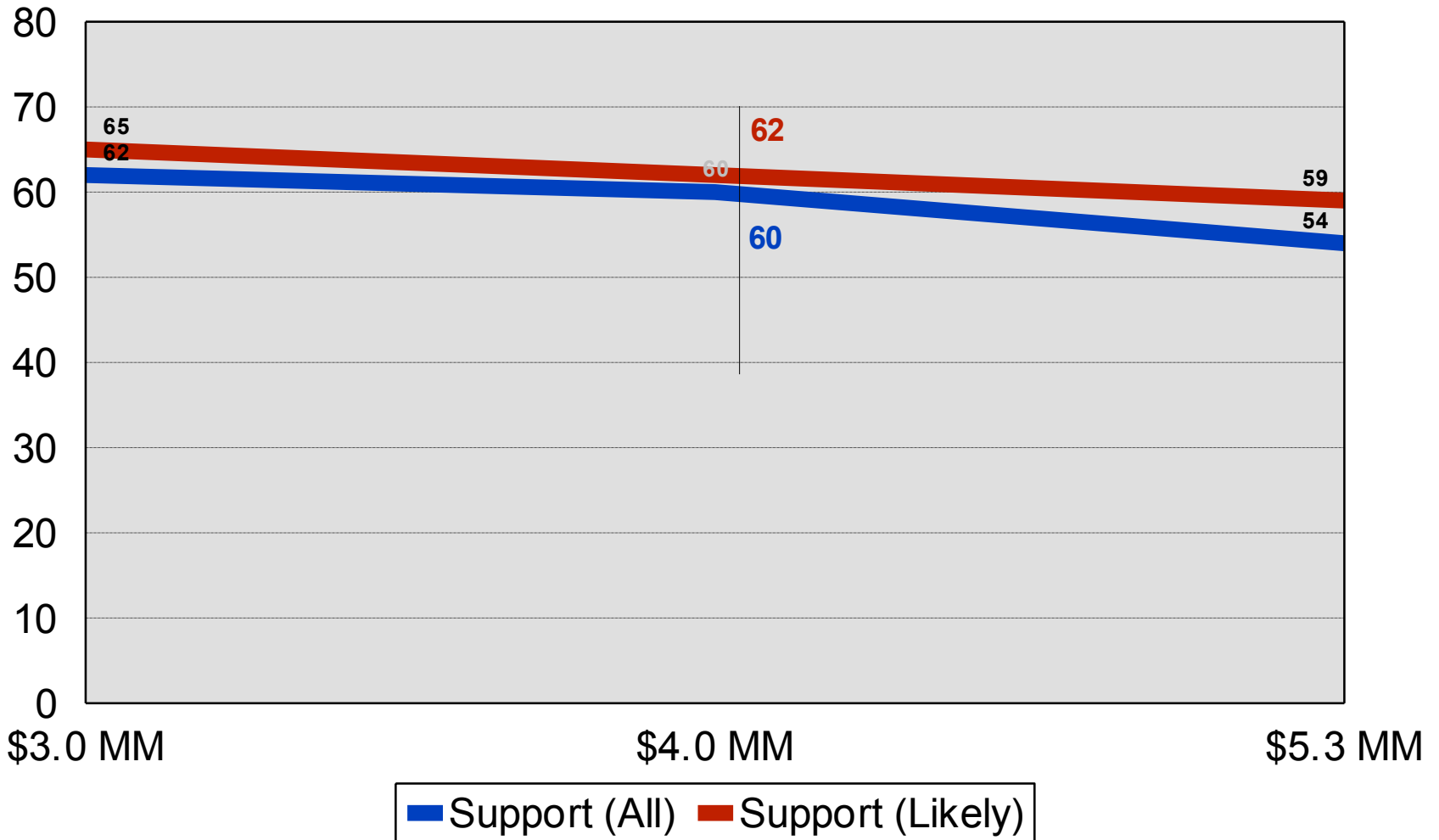
Referendum Support

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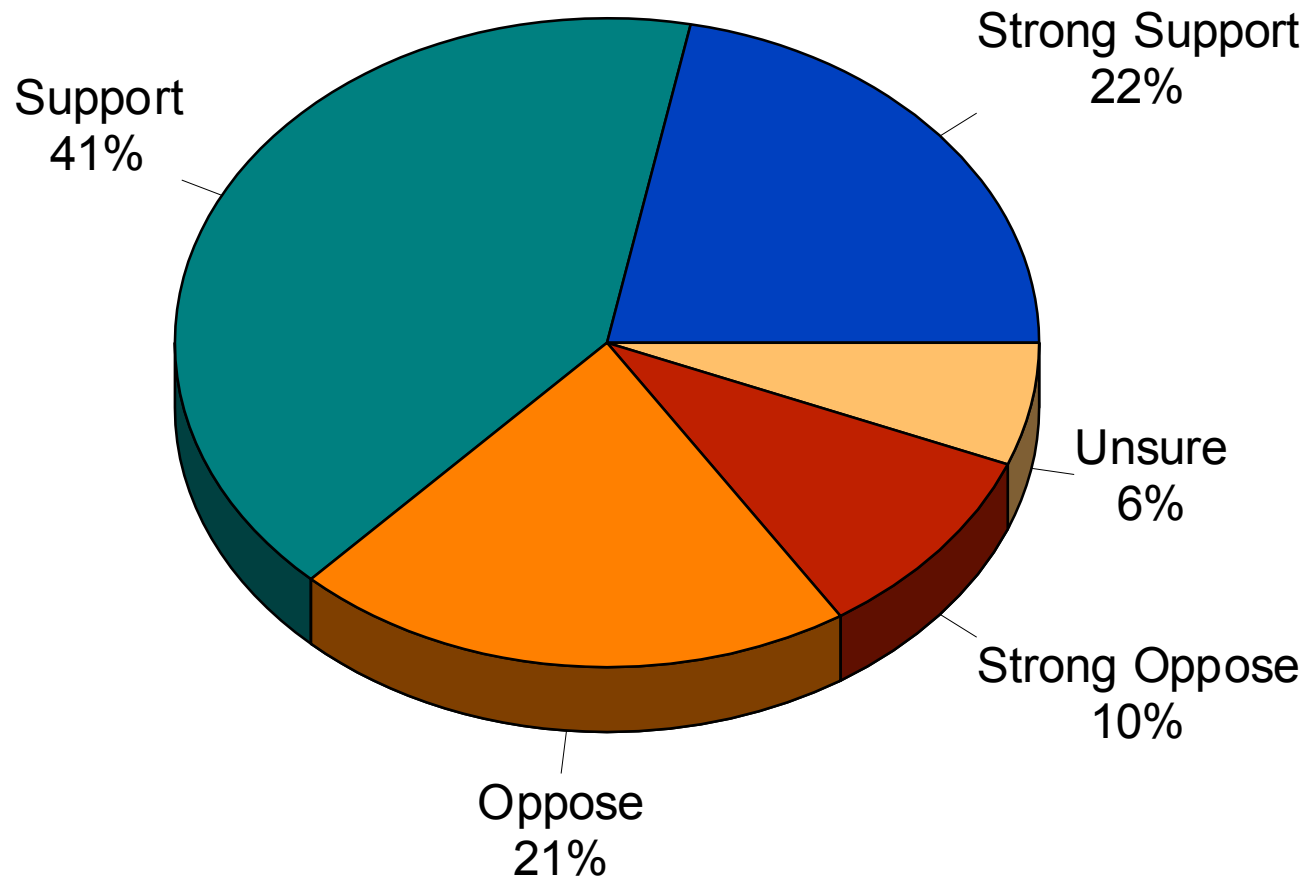
Support for Three Plans

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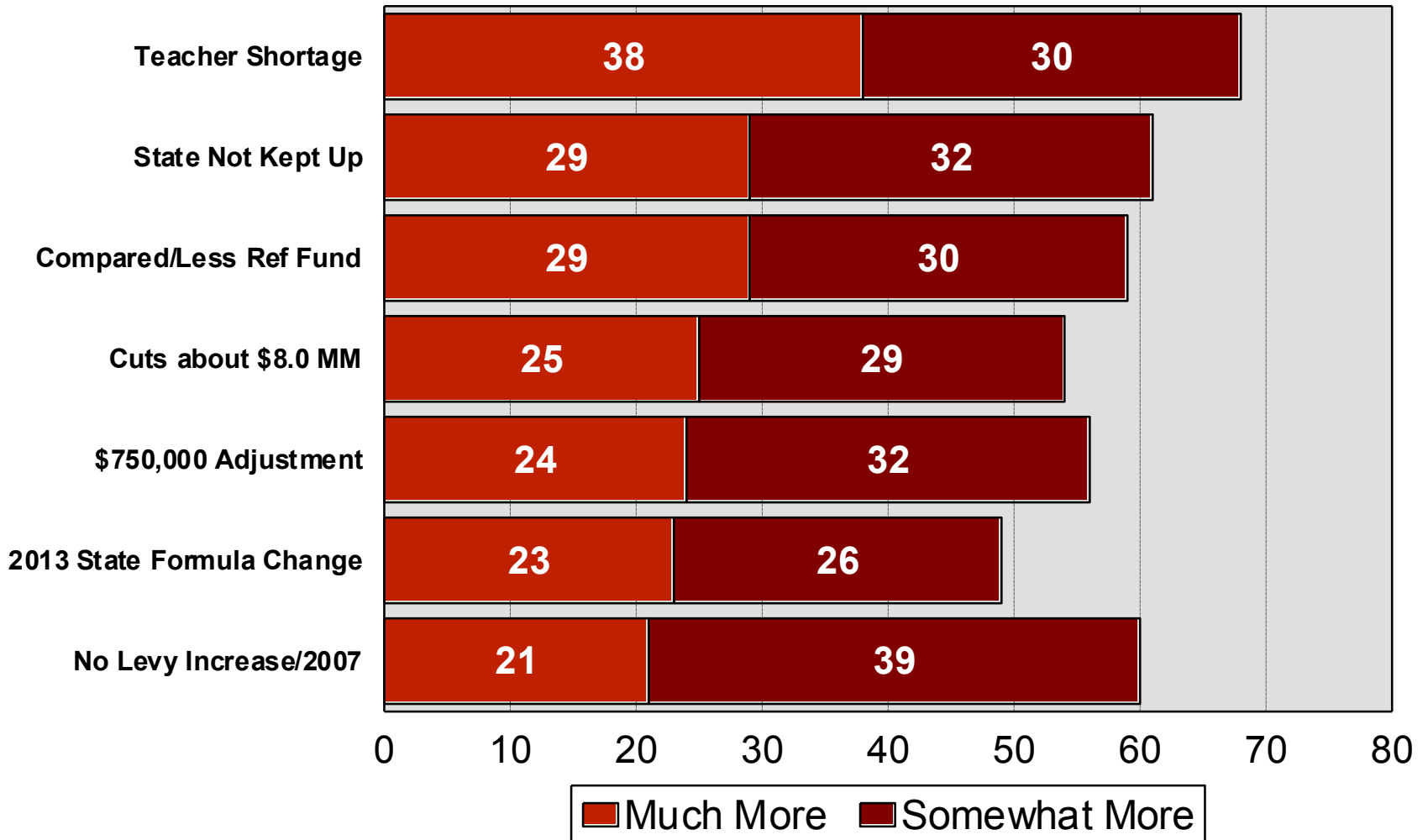
Single Question

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Reaction to Facts

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Principal Source of Information

2017 Edina School District Pre-Referendum Survey

