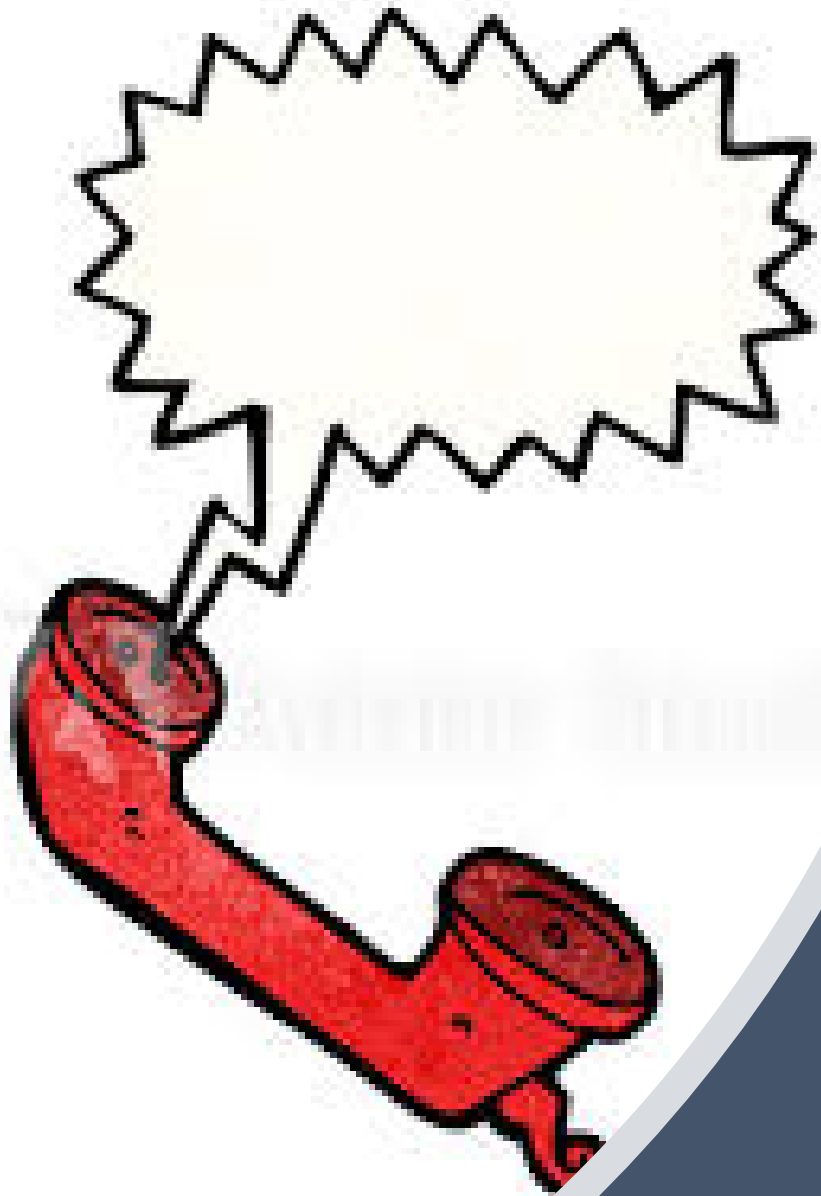


Lee's Summit R-7 2019 Community Research Topline Report

October 24, 2019

Ken DeSieghardt/Patron Insight, Inc.





Methodology

400 10- to 12-minute telephone interviews

Heads of household (male or female)

Registered voters

Divided into three (nearly) equal groups, based on the drawing area for each district high school

Results have a Margin of Error of plus or minus 4.9%

Grading the school district's performance

- Evaluation of 15 key factors (plus the district's overall performance) using the familiar A-F grading scale.
- Easy way for respondents to begin the survey.



Top scores (on a 5.00 scale)

- Quality of tech for students – 4.61
- Quality of tech/voc education – 4.49
- Performance of teachers – 4.42
- Quality of school buildings – 4.40
- Quality of education – 4.33
- Student safety – 4.21
- Preparing students to be college- and career-ready – 4.14
- Overall grade – 4.10

Ten of 15 (plus “overall”) scored at a “B” or higher



Those factors that scored below a “B”

- District’s record on fulfilling promises – 3.79
- District’s efforts to report its plans/progress to citizens – 3.71
- District’s responsiveness to citizen concerns – 3.71
- Performance of the School Board – 3.50
- District’s efforts to involve citizens in decision-making – 3.40

These will be “cross-tabbed” to see if certain demographic or geographic groups are more/less supportive.



The move of sixth-graders to middle school



The question explained the reasons behind the decision and when it would take effect. The views of the respondents were:

- Agree with the decision – 43%
- Disagree with the decision – 40%
- Don't care – 16%
- Don't know – 1%

Review of proposed projects: Methodology

- Each significant project was presented in an individual question.
- Respondents were asked if including a project in a bond issue would make them “more likely to vote in favor,” “more likely to vote against” or would it “make no difference” in their voting decision.



“More likely to vote in favor” percentages

- Safety/security upgrades – 95%
- LSHS renovation/expansion – 84%
- Mason Elem. expansion – 70%
- Renovate Prairie View for ECC facility – 68%
- Renovate existing MS – 67%
- Renovate all other schools – 62%
- MIC/Summit Technology Academy expansion – 53%
- Build fourth middle school – 41%*

**37% “More likely to vote against”*



Level of support for a potential bond issue: Methodology



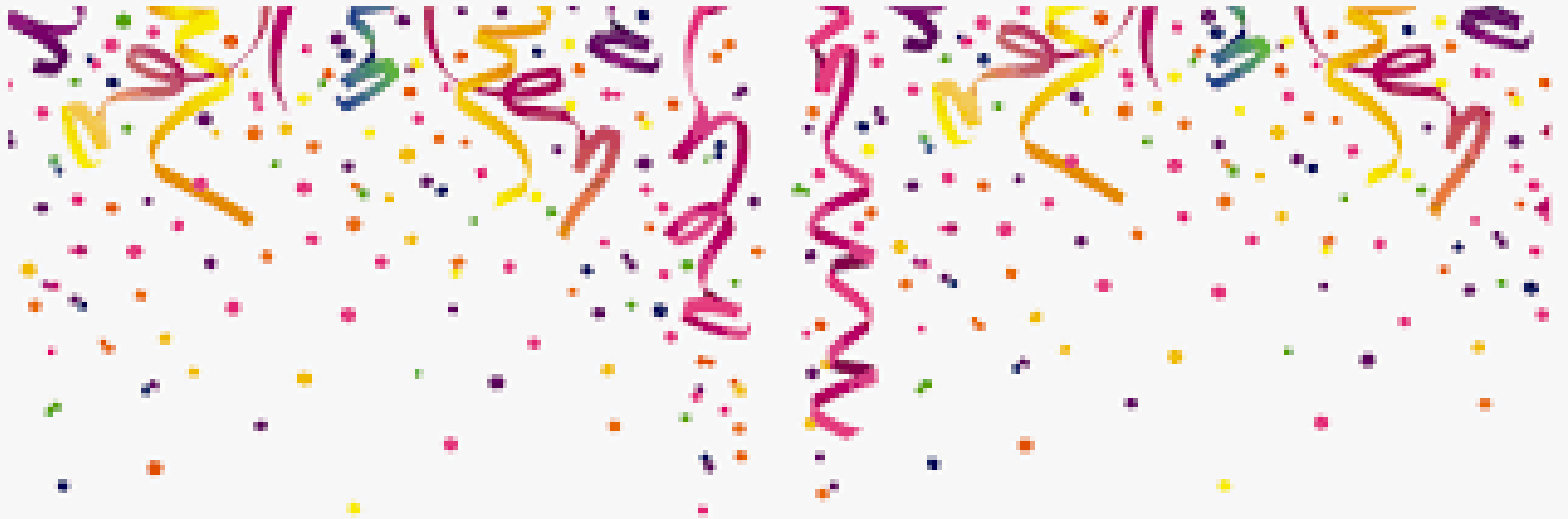
- Separate questions were asked about a bond issue in general and then a “no-tax-increase” bond issue
- Answer options were:
 - Strongly favor
 - Favor
 - Oppose
 - Strongly oppose

Level of support for a potential bond issue: Results



Combined “Strongly favor/Favor” percentages

- General idea of a bond issue: **58%**
- A no-tax-increase bond issue: **96%**



Great news!*

* *(But hold off on the celebration for now...)*

Remember, this is a hypothetical ballot issue that respondents were voting on, “if the election was held *today*.”

Where do typical patrons get news about their school district?

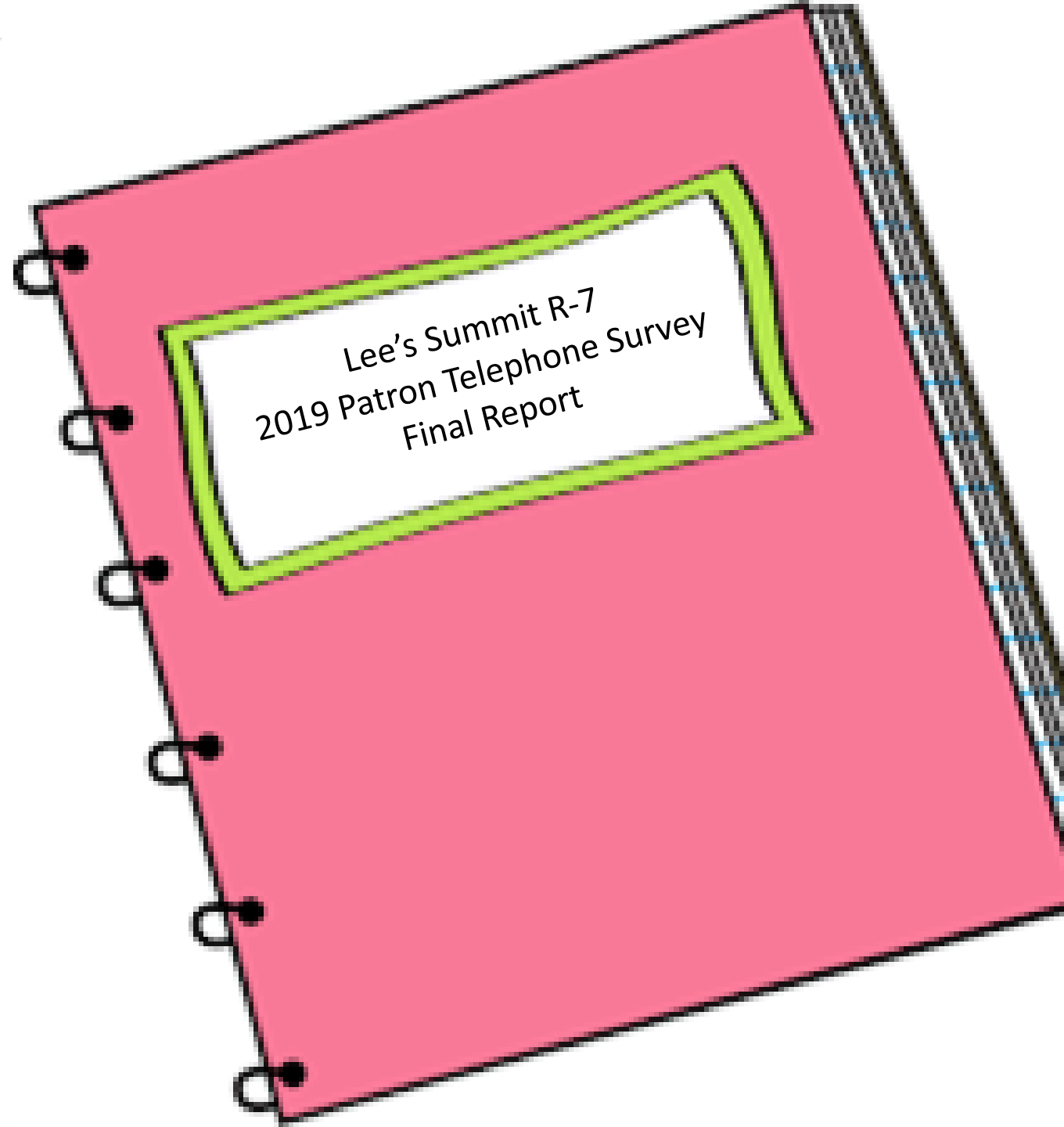


Percentage of respondents saying they consult this source “frequently” for school district news:

- Friends and neighbors – 92%
- *Our Schools* printed newsletter – 77%
- District teachers – 59%
- The BOE (in person or in the media) – 52%
- Administration (in person or in the media) – 47%
- School building marquees – 45%
- School principals in the district – 42%

Additional results to come in final report

- Strengths and areas needing improvement in the district
- Reasons why those who don't support any of the options feel that way
- Cross-tabulations of key data points by demographic and geographic factors
- Online survey results





Questions?

Comments?