



## **SURVEY RESULTS**

A total of 309 people completed the survey. None of the respondents reported being 18 or younger, one person reported being between 19 and 25 years old, 15 people (4.9% of respondents) were 26 to 34, 150 (48.5%) were 35 to 44, 110 (35.6%) were 45 to 54, 25 (8.1%) were 55 to 64, and 8 (2.6%) were 67 or older.

Approximately 46.9% of respondents reported living in the City of Middleton, 9.4% reported living in the Village of Cross Plains, 23.9% reported living in the Town of Middleton, 7.1% reported living in the Town of Springfield, 1.3% reported living in the Town of Cross Plains, 0.3% reported living in the Town of Berry, 0.0% reported living in the Town of Westport, 10.7% reported living in the City of Madison, and 0.3% answered "Other."

When asked, "How long have you lived in your community?", 8.7% of respondents said they had lived in the community for less than 2 years, 13.9% answered "between 2 and 5 years," 27.5% answered "between 5 and 10 years," 34% answered "between 10 and 20 years," 7.8% answered "between 20 and 30 years," and 7.8% answered "more than 30 years."

When asked to select all of the options that applied to them:

- 88.3% of respondents chose "I have school-aged children."
- 21.0% of respondents chose "I have preschool-aged children."
- 77.0% of respondents chose "I have children who currently attend or have attended a MCPASD school."
- 0.6% of respondents chose "I have grandchildren who currently attend or have attended a MCPASD school."
- 10.0% of respondents chose "I have attended a MCPASD school."
- 2.6% of respondents chose "I am a community member who has never had children attending a MCPASD school."
- 0% of respondents chose "I am currently a student at a MCPASD school."
- 1.3% of respondents chose "Other."

When respondents were asked, "If you have school-aged children, which schools do your children attend?":

- 34.6% of respondents chose "Middleton High School."
- 0.3% of respondents chose "Clark Street Community School."
- 15.9% of respondents chose "Kromrey Middle School."
- 14.2% of respondents chose "Glacier Creek Middle School."

- 11.0% of respondents chose “Elm Lawn Elementary School.”
- 12.3% of respondents chose “Northside Elementary School.”
- 7.1% of respondents chose “Park Elementary School.”
- 5.8% of respondents chose “Sauk Trail Elementary School.”
- 15.9% of respondents chose “Sunset Ridge Elementary School.”
- 7.8% of respondents chose “West Middleton Elementary School.”
- 0.0% of respondents chose “Public school outside of the district.”
- 0.6% of respondents chose “Private school.”
- 0.3% of respondents chose “My children are home-schooled.”
- 2.3% of respondents chose “Other.”

Please note that the total percentages exceed 100% for questions that encouraged respondents to check more than one answer.

When asked, “Did you vote in the November 6, 2012 election?”, 97.4% answered “Yes” and 2.6% answered “No.”

When asked, “How did you vote on Question #1, regarding the rebuilding and expansion of Kromrey Middle School and the expansion of Glacier Creek Middle School?”, 250 answered “I voted ‘yes’” and 42 answered “I voted ‘no’.”

When asked, “How did you vote on Question #2, regarding the operational costs for the schools,” 242 answered “yes” and 47 answered “no.”

Among those who voted no on one or both of the referendum questions, none were 18 or younger, between 19 and 25 years old, or 26 to 34, 29.3% were 35 to 44, 110 or 43.9% were 45 to 54, 17.1% were 55 to 64, and 9.8% were 65 or older.

Approximately 29.3% of respondents who voted no on one or both of the referendum questions reported living in the City of Middleton, 9.8% reported living in the Village of Cross Plains, 34.1% reported living in the Town of Middleton, 14.6% reported living in the Town of Springfield, 4.9% reported living in the Town of Cross Plains, 2.4% reported living in the Town of Berry, none reported living in the Town of Westport, 4.9% reported living in the City of Madison, and 0.9% answered "Other."

It is interesting to note that approximately 84% of parents voted for both questions compared with approximately 86% of non-parents.

When asked, “Where do you get most of your information about the schools and the district? (Select all that apply),” people who voted yes on both of the referendum questions answered as follows:

- 13.8% Postcards
- 52.5% School newsletters
- 63.3% District newsletters

- 33.8% District website
- 38.8% Articles in the local newspaper
- 3.3% Facility videos
- 14.2% Engagement sessions at schools
- 2.1% Presentation at a club/organization that I belong to
- 4.6% District Facebook and Twitter pages
- 59.6% Email messages
- 17.9% From district employee(s)
- 19.2% From neighbors
- 11.3% From the advocacy group
- 5.8% Other

For an open response item asking respondents what they felt the most credible source of information was and why, responses varied. The most common response was that information from the district and district employees was most credible.

When asked “Where do you get most of your information about the schools and the district? (Select all that apply),” people who voted no on one or both of the referendum questions answered as follows:

- 14.6% Postcards
- 9.0% School newsletters
- 63.4% District newsletters
- 39.0% District website
- 58.5% Articles in the local newspaper
- 2.4% Facility videos
- 17.1% Engagement sessions at schools
- 4.9% Presentation at a club/organization that I belong to
- 0.0% District Facebook and Twitter pages
- 29.3% Email messages
- 9.8% From district employee(s)
- 4.9% From neighbors
- 0.0% From the advocacy group
- 19.5% Other

For an open response item asking respondents what they felt the most credible source of information was and why, responses varied. The most common response was that the local newspaper was most credible.

When asked to rank the issues that were most important to them from most to least important, with regard to the referendum, respondents who voted yes on both of the referendum items answered as follows (composite rankings):

- 1) Overcrowding at elementary schools
- 2) Mold issues at Kromrey
- 3) Other facility issues at Kromrey

- 4) Technology issues at Kromrey
- 5) Tax impact for this referendum was significantly less than last time
- 6) Inequitable learning experiences between the middle schools
- 7) There was one question only this time about facility needs
- 8) Other reasons

When asked, "If you ranked 'other reasons' in your top 3, please explain what those were," the responses of the very few people who did so ranged considerably, with no clear unified theme.

When asked to rank the issues that led them to vote the way they did, respondents who voted no on one or both of the referendum items answered as follows (composite rankings):

- 1) Tax impact was too high
- 2) Capital question was too expensive
- 3) Tough economic times made it impossible to vote for any tax increase
- 4) Didn't want operational because it's an every year expense
- 5) Don't believe schools are overcrowded
- 6) Other reasons

When asked, "If you ranked 'other reasons' in your top 3, please explain what those were," representative responses included "Amount for Kromrey renovation was too high," "I believed it was needed but could have been done for less," "the district seems to spend too much on non-educational capital expenses," and "I didn't like it that my children would be going to middle school when they are 10/11 years old. I don't believe that age group is ready for no recess and a bigger school. I know a lot of schools have made this transition but why don't you add on to the elementary school instead?"

When asked, "How would you describe MCPASD to someone new to the district?" The following were some responses:

"A great school district, with great teachers."

"Great school district, children learned/learn a lot, have lots of opportunity, but will be glad when our youngest child graduates because there are so many rules at the high school that aren't meant for all but all have to deal with. Unfortunate that some ruin it for those who don't need them."

"Great teachers, great families, great kids."

"MCPASD is an excellent school district, with strong academic programs and a wonderful music program. There are many opportunities for students, especially in the middle and high school levels."

It is worth noting here that comments were generally very positive among both those who voted for and against the referendum.

When asked about the degree to which they agreed with the statement, “I feel satisfied with the Middleton-Cross Plains Area School District,” respondents who voted yes on both referendum questions answered as follows:

- 46.7% said that they “Strongly agree.”
- 48.3% said that they “Agree.”
- 2.9% said that they “Disagree.”
- 0.8% said that they “Strongly disagree.”
- 0.4% said that they had “No opinion.”

Respondents who voted no on one or both of the referendum questions answered as follows:

- 7.3% said that they “Strongly agree.”
- 39.0% said that they “Agree.”
- 17.1% said that they “Disagree.”
- 17.1% said that they “Strongly disagree.”
- 19.5% said that they had “No opinion.”

When asked the degree to which they agreed with the statement, “I would recommend the Middleton-Cross Plains Area School District to others,” respondents who voted yes on both referendum questions answered as follows:

- 58.7% said that they “Strongly agree.”
- 37.6% said that they “Agree.”
- 1.2% said that they “Disagree.”
- 0.4% said that they “Strongly disagree.”
- 1.2% said that they had “No opinion.”

Respondents who voted no on one or both of the referendum questions answered as follows:

- 12.2% said that they “Strongly agree.”
- 41.5% said that they “Agree.”
- 17.1% said that they “Disagree.”
- 9.8% said that they “Strongly disagree.”
- 19.5% said that they had “No opinion.”

When participants were asked, “What areas would you like to hear more about?” and were encouraged to select all that apply, those who voted yes on both referendum questions answered as follows:

- 73.6% News about academic programs
- 17.4% News about athletics
- 31.4% Recreation department information
- 39.7% School board and committee meeting agenda and minutes

- 34.7% News about the theatre and performing arts programs
- 22.7% News about parent associations
- 28.9% News about the budget
- 37.2% Accomplishments of present and past students, including college acceptance of recent graduates
- 6.2% News for alumni, such as class updates and reunion information
- 5.0% Other

Those who voted no on one or both of the referendum questions answered as follows:

- 46.3% News about academic programs
- 17.1% News about athletics
- 22.0% Recreation department information
- 8.8% School board and committee meeting agenda and minutes
- 17.1% News about the theatre and performing arts programs
- 12.2% News about parent associations
- 65.9% News about the budget
- 19.5% Accomplishments of present and past students, including college acceptance of recent graduates
- 4.9% News for alumni, such as class updates and reunion information
- 4.9% Other

When respondents were asked “What is the best way for us to share information with you?” the overwhelming majority answered “by email.”

When asked “What information would you like to receive that you are not currently receiving?” most answered “Nothing.” However, a minority answered “School board agenda and board information.” Among those who voted no on one or both of the referendum questions, some asked.

When asked, “What is the most important thing that the district and schools could do to immediately improve their communications with you?” most respondents answered that they wanted more information by email. One indicative response was “More email (I can’t believe I said that).”

When asked the degree to which they agreed with the statement, “I favor having parent-teacher conferences scheduled on the same day or night for an entire school because it allows me to see multiple teachers at the same time,” respondents answered as follows:

- 24.3% said that they “Strongly agree.”
- 34.6% said that they “Agree.”
- 8.1% said that they “Disagree.”
- 3.2% said that they “Strongly disagree.”
- 29.8% said that they had “No opinion.”

When asked the degree to which they agreed with the statement, “I favor allowing teachers to schedule conferences individually because it gives me more flexibility to schedule a time that is convenient for me,” respondents answered as follows:

- 21.7% said that they “Strongly agree.”
- 33.0% said that they “Agree.”
- 13.3% said that they “Disagree.”
- 4.2% said that they “Strongly disagree.”
- 27.8% said that they had “No opinion.”