



Data-driven Strategy

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**Wasatch County School District**

School Bond Study

*June 25, 2015*

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# Objectives and Methodology

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## Research Objectives

1. Assess quality of education at Wasatch County schools
2. Assess current conditions of Wasatch County school and pool facilities
3. Determine likelihood that the bond for two school buildings and a pool will pass
4. Determine whether or not the bond has a higher likelihood of passing if the pool is not included
5. Understand reasons for opposition to proposed bond issues
6. Determine likelihood to vote in school bond election

## Sample

- 300 registered voters in Wasatch County were surveyed
- All respondents were over the age of 18
- Respondents were representatively distributed across all age categories

## Methodology

- Surveys were conducted via landline telephone
- Results were weighted by age to align with population base

## Wasatch School District Perceptions

Most residents believe the education provided by Wasatch School District is comparable to or better than other school districts. The vast majority of residents would describe the quality of education to be good or excellent. Just over half of residents believe overcrowding is a problem in Wasatch schools, and Wasatch High was most often cited as a school with an overcrowding problem (50%).

## Existing Facility Perceptions

Generally, most residents describe Wasatch schools positively. Wasatch High school was universally acknowledged as being in good physical condition, safe, and conducive to learning. Timpanogos Intermediate school, on the other hand, is perceived to be in good physical condition by only 21% of residents, compared to Wasatch High's 87%.

## Aquatic Center Condition

A strong majority of Wasatch residents believe the current pool facility is in poor physical condition (66%). Similarly, the majority of residents do not believe the existing pool facility meets the needs of the community, nor the school district.

## Likelihood of School Bond Pass Success

Both versions of the school bond (with pool or without pool) received strong support from the residents of Wasatch County (66% for bond with pool, 56% for bond without pool). Opponents of the bond are primarily concerned with financial impact, be it increased taxes or a perceived mismanagement of public funds. Aside from financial concerns, opponents believe existing facilities are sufficient. The majority of residents (69%) say they are likely to vote in the upcoming mail-in only election.

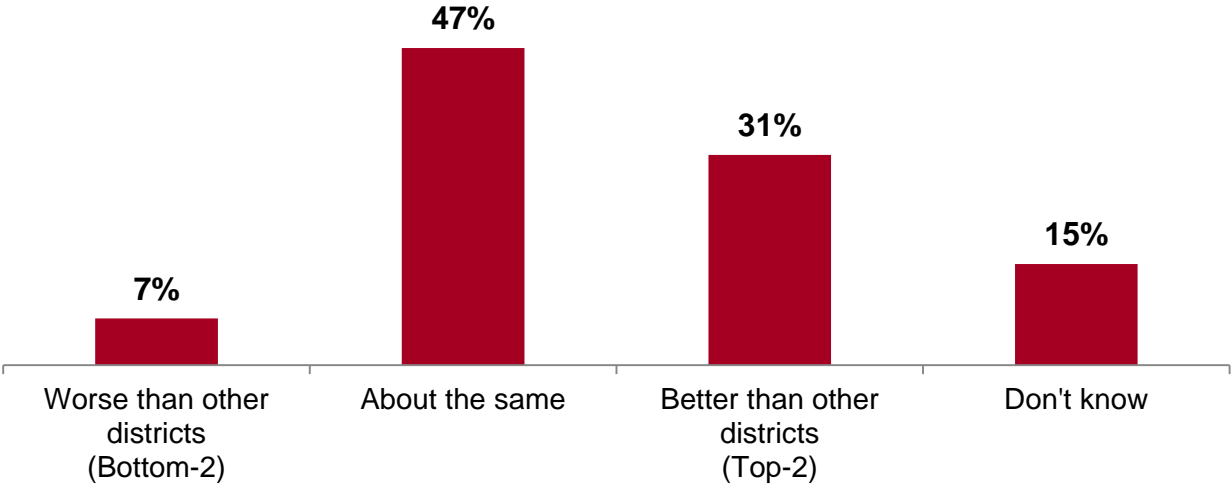
# Wasatch School District Perceptions

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**Most residents believe Wasatch School District education is on par with or better than other districts in the state...**

# Quality of Education in Wasatch County School District

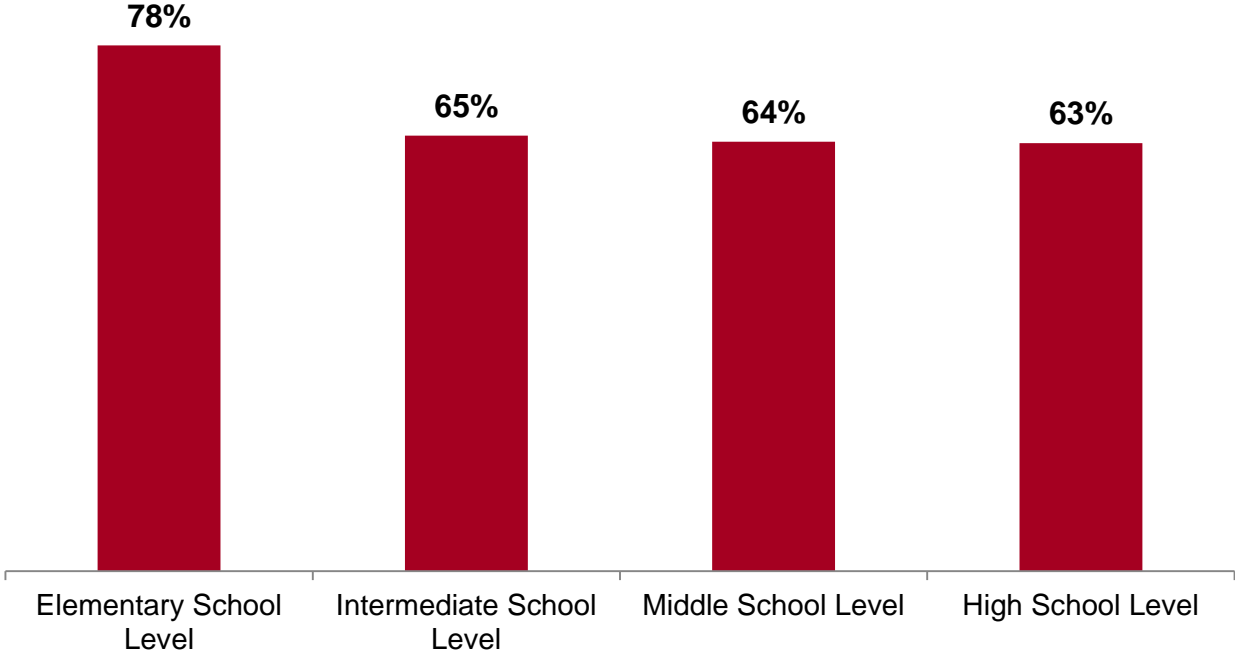
n = 298



Q1. How would you compare the quality of education offered in the Wasatch County School District compared to other school districts in the state of Utah? Would you say Wasatch County schools are superior, about the same, or inferior to other districts?

**...And regardless of school level, the majority of residents believe each school level provides quality education.**

## Quality of Education by School Level (Top-2) n = 170

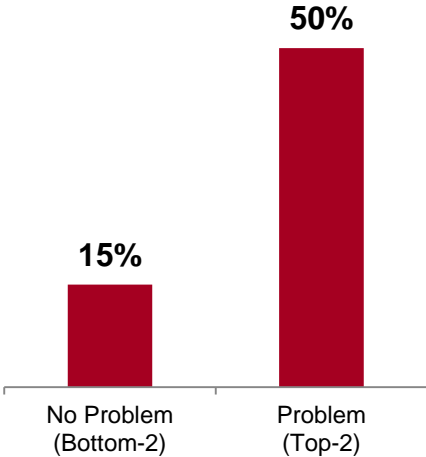


Q9-12. How would you rate the education students receive at the following levels of Wasatch County schools, using a 1-5 scale, with one as poor and five as excellent?

**However, about half of residents believe overcrowding in Wasatch schools is a problem, particularly for the higher-level schools.**

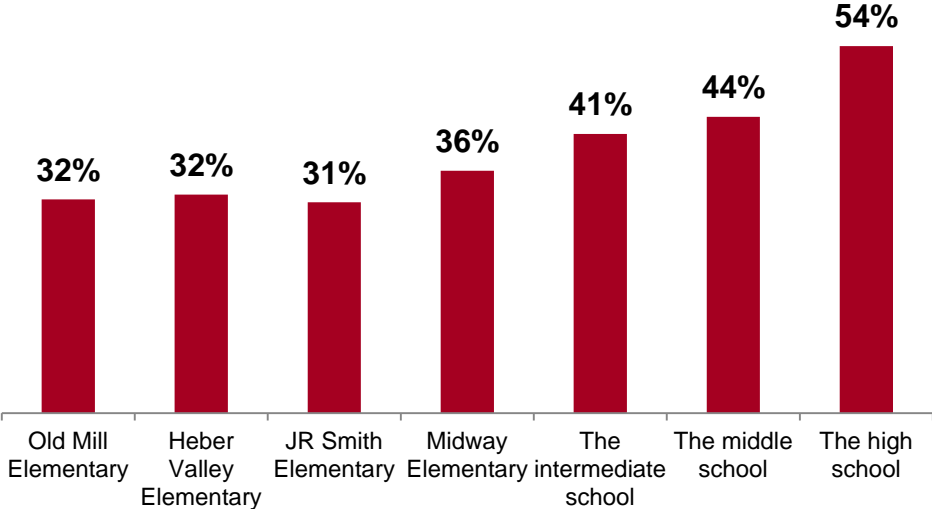
### Overcrowding a problem?

n = 298



### Which schools are overcrowded?

n = 236



Q13. From what you know or have heard, are overcrowded schools and classrooms a problem in the Wasatch County School District? Use a 1-5 scale, with one meaning there is "no problem" with overcrowded schools and classrooms and five meaning there is a "severe problem" with overcrowding.

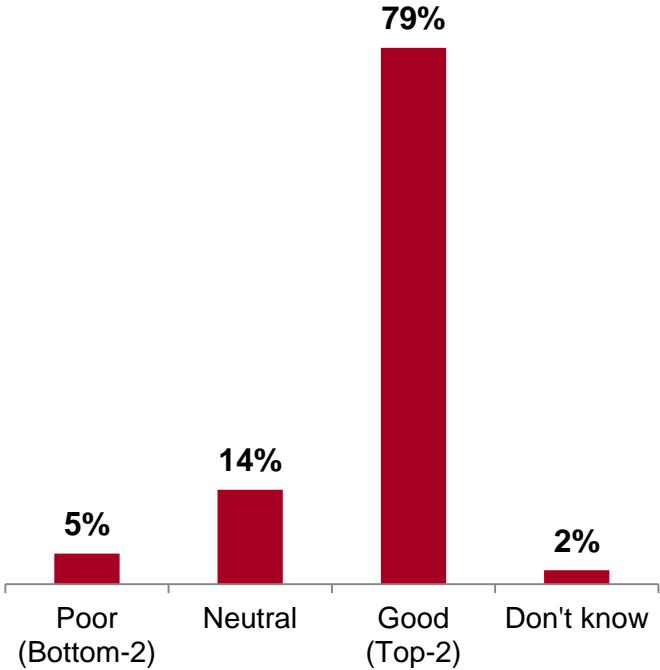
Q14-20. Which schools do you feel are overcrowded?



**Residents believe Wasatch County's school buildings are properly maintained, and that the District is responsibly and appropriately spending tax money.**

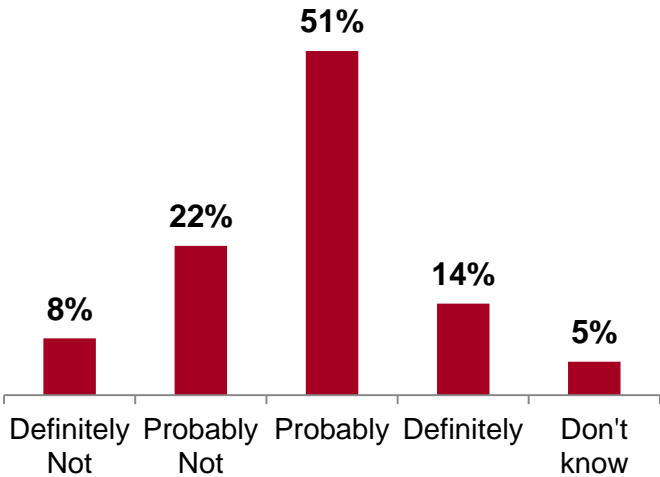
### Building Maintenance

n = 298



### Is tax money spent responsibly by the School District?

n = 298



Q43. Overall, how would you rate Wasatch County School District in its efforts to maintain its buildings?

Q48. In your opinion, are Wasatch District officials spending tax money appropriately and responsibly?

# School Facilities

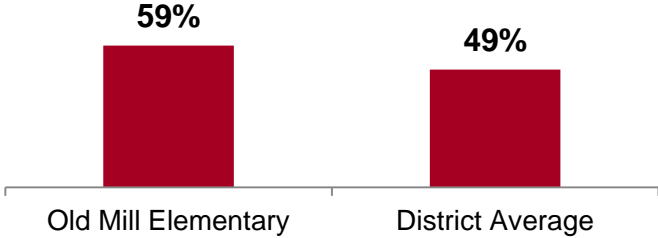
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**Residents believe Old Mill Elementary is safe, in good condition, and conducive to a positive learning environment.**

**Old Mill Elementary**

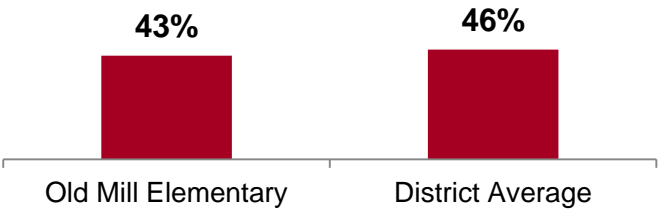
**Physical Condition of Building**

(Top-2)  
n = 298



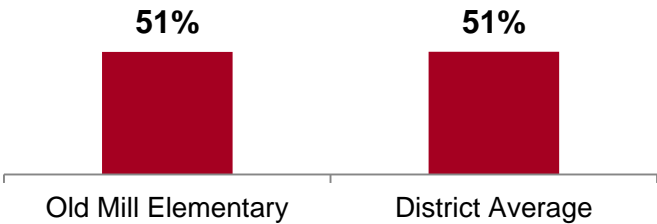
**Building Safety and Security**

(Top-2)  
n = 298



**Building is Conducive to Learning**

(Top-2)  
n = 298



Q22-42. From what you know or have heard, how would you rate the school buildings on each of the following... Use a 1-5 scale with one meaning "poor" and five meaning "excellent".

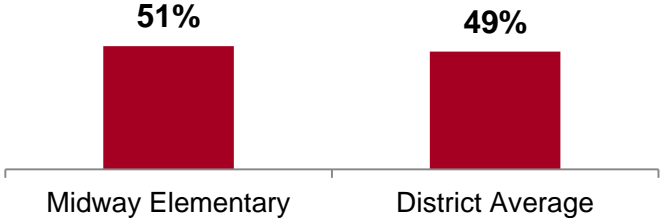
- Overall physical condition of the building
- The safety and security of the building for students, staff, and the public
- The building is conducive to a positive learning environment

**Midway Elementary is considered in good physical condition. Though it was below average in safety and conducive to learning.**

### Midway Elementary

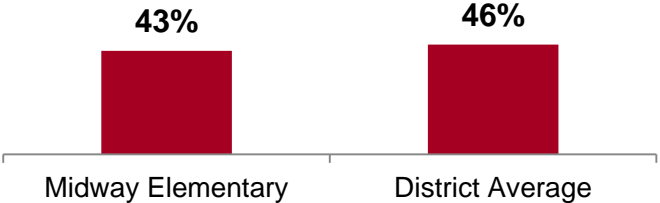
#### Physical Condition of Building

(Top-2)  
n = 298



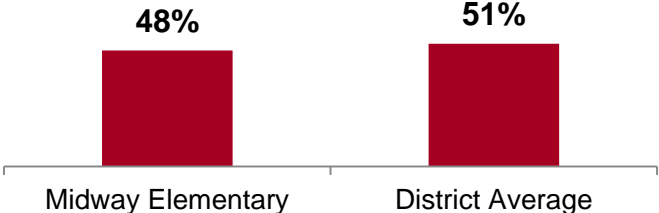
#### Building Safety and Security

(Top-2)  
n = 298



#### Building is Conducive to Learning

(Top-2)  
n = 298



Q22-42. From what you know or have heard, how would you rate the school buildings on each of the following... Use a 1-5 scale with one meaning "poor" and five meaning "excellent".

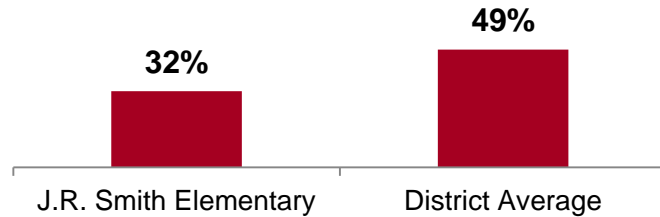
- Overall physical condition of the building
- The safety and security of the building for students, staff, and the public
- The building is conducive to a positive learning environment

# Only a third of residents believe J.R. Smith Elementary is in good condition.

## J.R. Smith Elementary

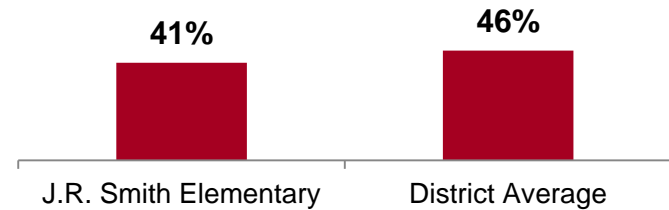
### Physical Condition of Building

(Top-2)  
n = 298



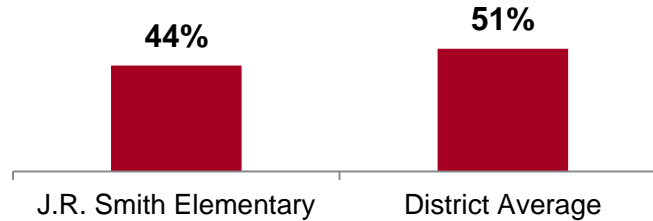
### Building Safety and Security

(Top-2)  
n = 298



### Building is Conducive to Learning

(Top-2)  
n = 298



Q22-42. From what you know or have heard, how would you rate the school buildings on each of the following... Use a 1-5 scale with one meaning "poor" and five meaning "excellent".

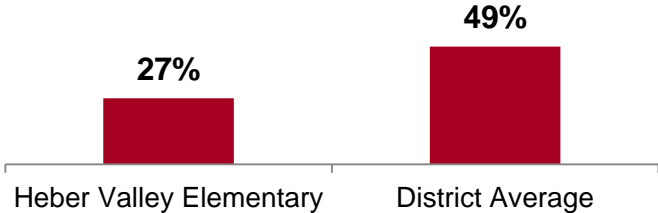
- Overall physical condition of the building
- The safety and security of the building for students, staff, and the public
- The building is conducive to a positive learning environment

**Only about a quarter of residents consider Heber Valley Elementary to be in good condition. Otherwise, it is only slightly below the district average.**

### Heber Valley Elementary

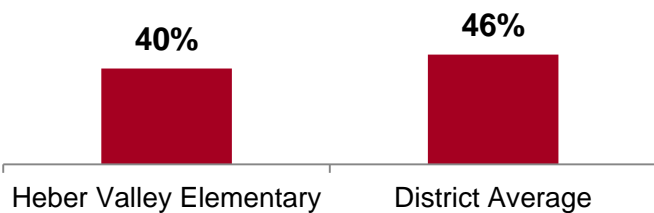
#### Physical Condition of Building

(Top-2)  
n = 298



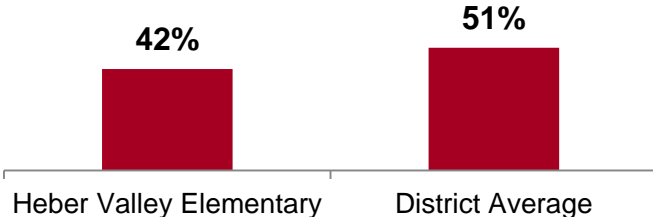
#### Building Safety and Security

(Top-2)  
n = 298



#### Building is Conducive to Learning

(Top-2)  
n = 298



Q22-42. From what you know or have heard, how would you rate the school buildings on each of the following... Use a 1-5 scale with one meaning "poor" and five meaning "excellent".

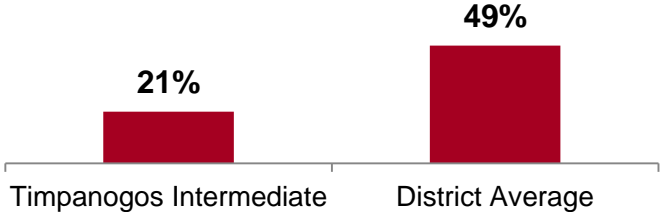
- Overall physical condition of the building
- The safety and security of the building for students, staff, and the public
- The building is conducive to a positive learning environment

**Residents rank Timpanogos Intermediate lower than any other building in the District in terms of good physical condition.**

**Timpanogos Intermediate**

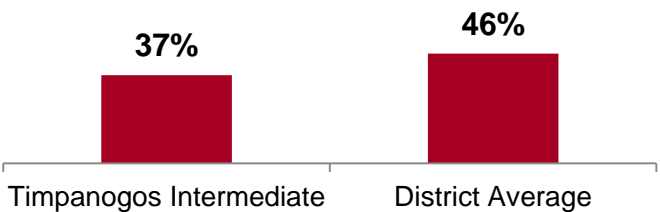
**Physical Condition of Building**

(Top-2)  
n = 298



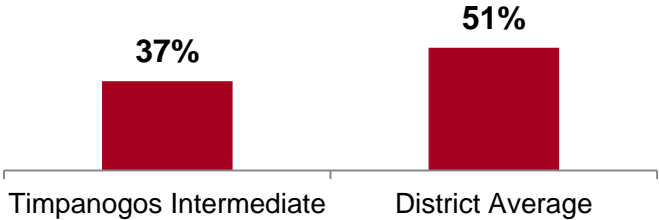
**Building Safety and Security**

(Top-2)  
n = 298



**Building is Conducive to Learning**

(Top-2)  
n = 298



Q22-42. From what you know or have heard, how would you rate the school buildings on each of the following... Use a 1-5 scale with one meaning "poor" and five meaning "excellent".

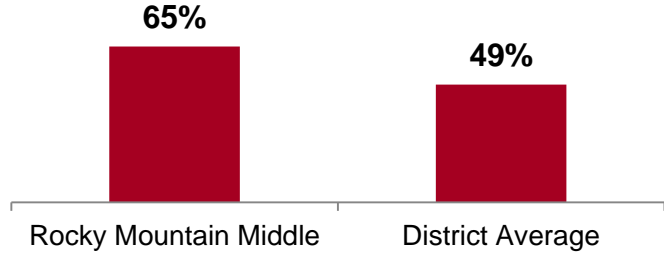
- Overall physical condition of the building
- The safety and security of the building for students, staff, and the public
- The building is conducive to a positive learning environment

***In contrast, residents perceive Rocky Mountain Middle to be in good physical condition as well as safe, secure, and conducive to learning.***

### Rocky Mountain Middle

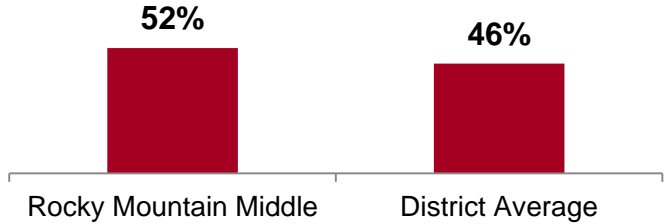
#### Physical Condition of Building

(Top-2)  
n = 298



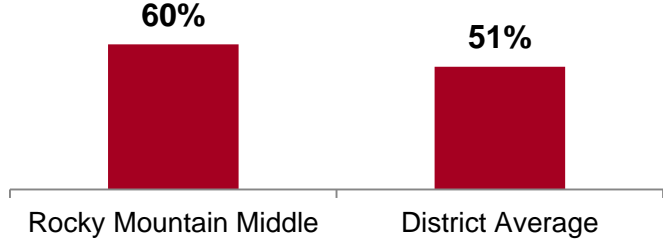
#### Building Safety and Security

(Top-2)  
n = 298



#### Building is Conducive to Learning

(Top-2)  
n = 298



Q22-42. From what you know or have heard, how would you rate the school buildings on each of the following... Use a 1-5 scale with one meaning "poor" and five meaning "excellent".

- Overall physical condition of the building
- The safety and security of the building for students, staff, and the public
- The building is conducive to a positive learning environment

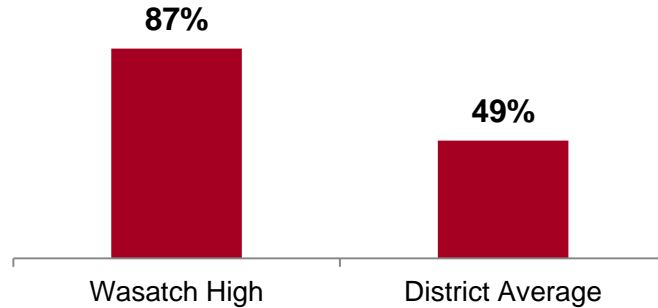


**Wasatch High received the highest ratings in the district in every category.**

## Wasatch High School

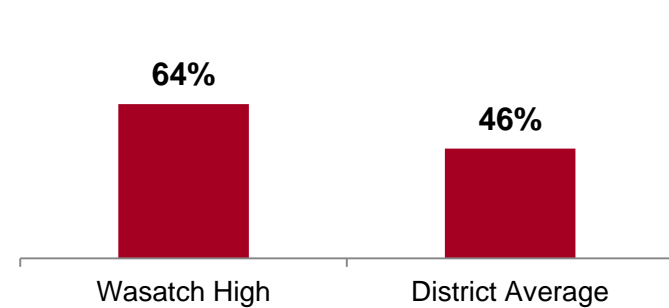
### Physical Condition of Building

(Top-2)  
n = 298



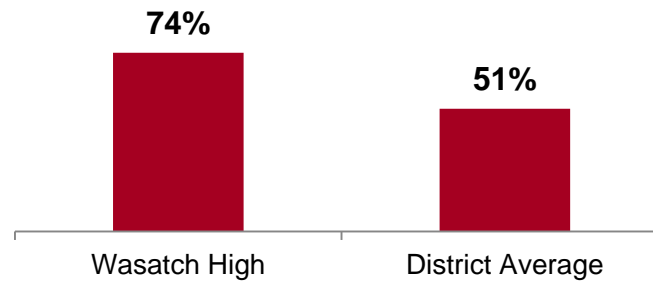
### Building Safety and Security

(Top-2)  
n = 298



### Building is Conducive to Learning

(Top-2)  
n = 298



Q22-42. From what you know or have heard, how would you rate the school buildings on each of the following... Use a 1-5 scale with one meaning "poor" and five meaning "excellent".

- Overall physical condition of the building
- The safety and security of the building for students, staff, and the public
- The building is conducive to a positive learning environment

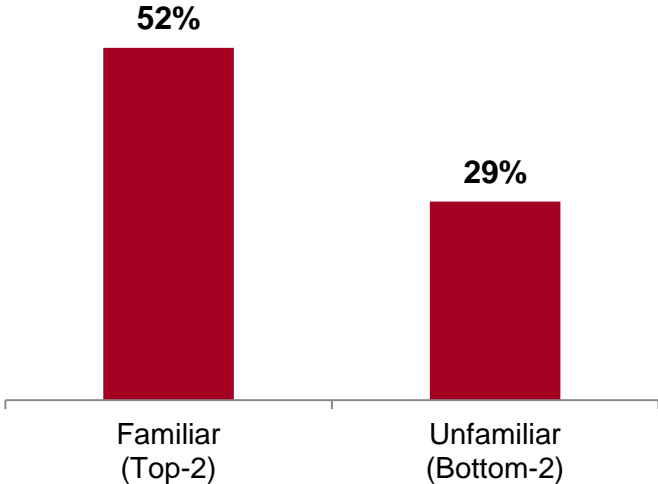
# Aquatic Center Perceptions

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**Most residents are familiar with the current pool, and they overwhelmingly feel the pool is in poor physical condition.**

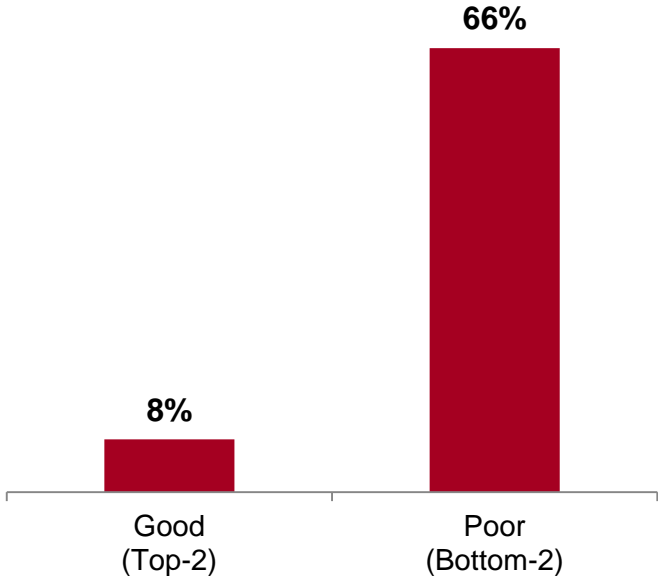
### Aquatic Center Familiarity

n = 293



### Physical Condition of Aquatic Center

n = 263



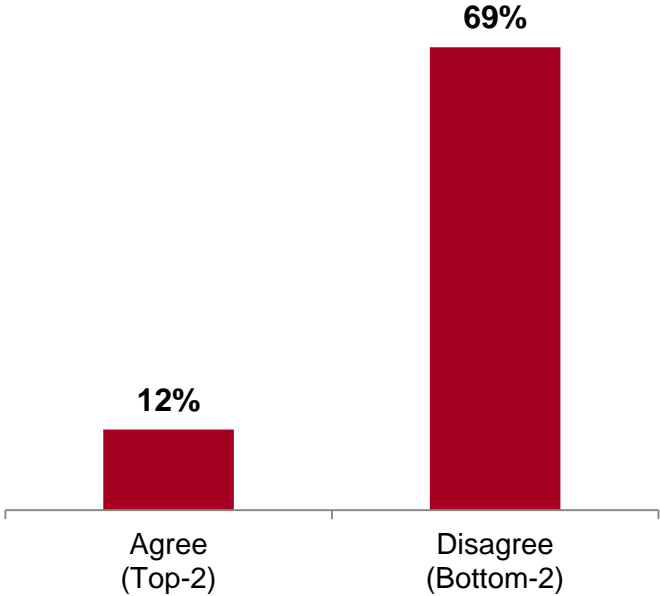
Q44. Using a scale from 1 to 5 where 1 means “not at all familiar” and 5 means “very familiar”, how familiar are you with the Wasatch School District current pool facility?  
Q45. Using a scale from 1 to 5 where 1 means “poor” and 5 means “excellent”, please rate the overall physical condition of the Wasatch School District pool facility building itself.

**The majority of residents do not believe the current pool meets the needs of the community, nor the school district.**

# The current pool facility meets the needs of the...

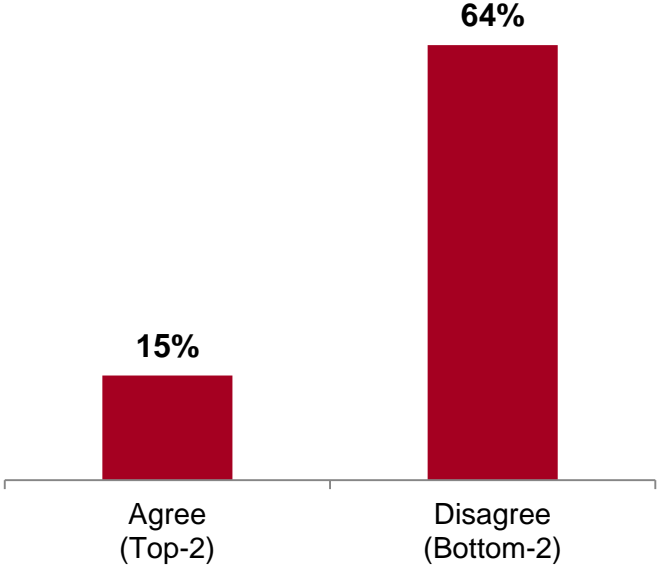
## Community

n = 298



## School District

n = 298



Using a scale from 1 to 5 where 1 means "strongly disagree" and 5 means "strongly agree", please rate the extent to which you agree or disagree with the following statements:  
Q46. The current Wasatch School District pool facility meets the needs of the community  
Q47. The current Wasatch School District pool facility meets the needs of the school district

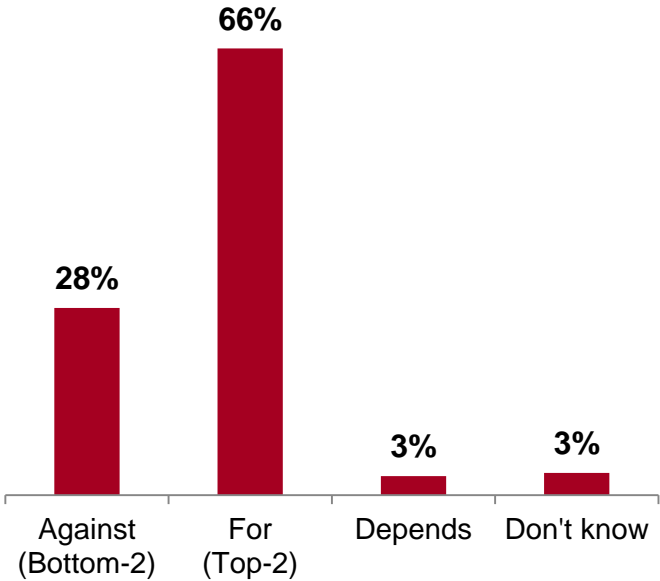
# School Bond

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**Overall support for the Wasatch School District bond is high, particularly when the bond includes funding for a competitive swimming pool.**

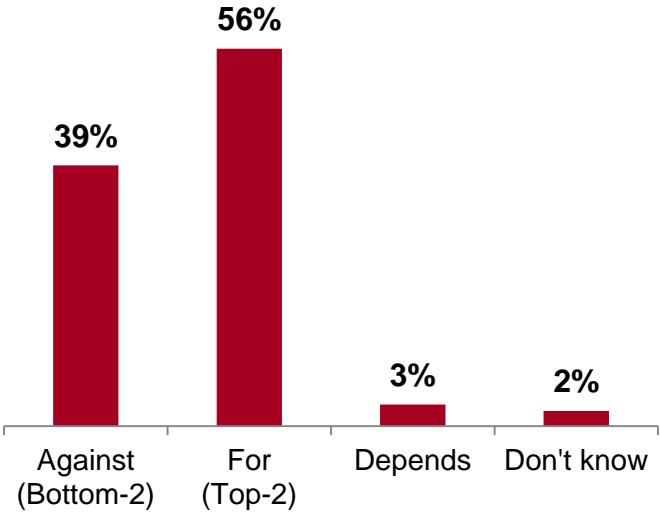
**Bond Favorability:  
With Pool**

n = 280



**Bond Favorability:  
Without Pool**

n = 282

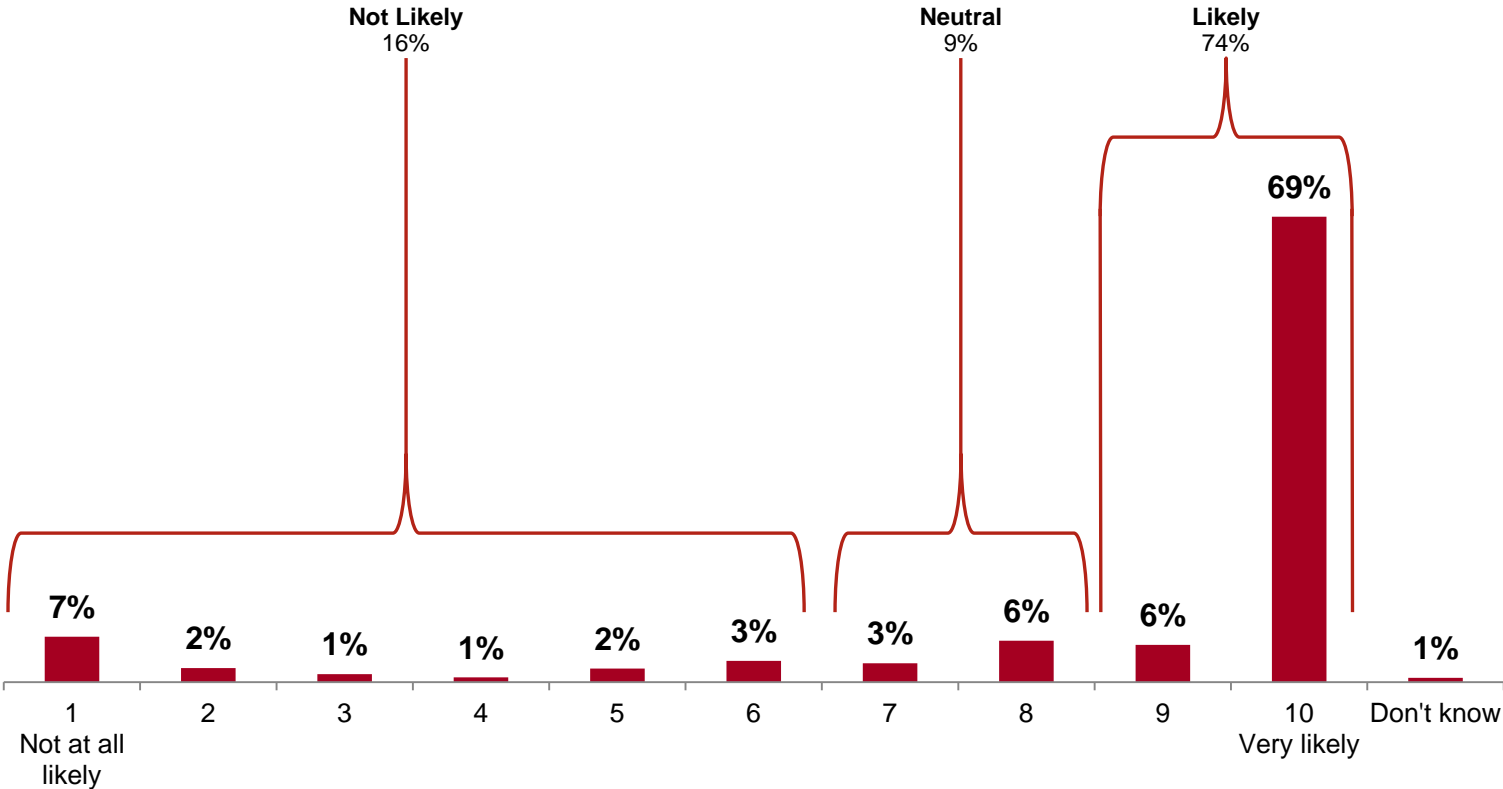


Q50. Would you vote for or against a 62 million dollar bond for a new middle school, new elementary school, and a new swimming pool facility? If approved it would mean an increase in property taxes of approximately 65 dollars per year for each 100,000 dollars of the home's assessed value.  
Q52. Would you vote for or against a 52 million dollar bond for a new middle school, and a new elementary school, but NO new swimming pool? If approved it would mean an increase in property taxes of approximately 55 dollars per year for each 100,000 dollars of the home's assessed value.

**The majority of Wasatch County residents indicate they are likely to vote in the upcoming election.**

### Likelihood to Vote

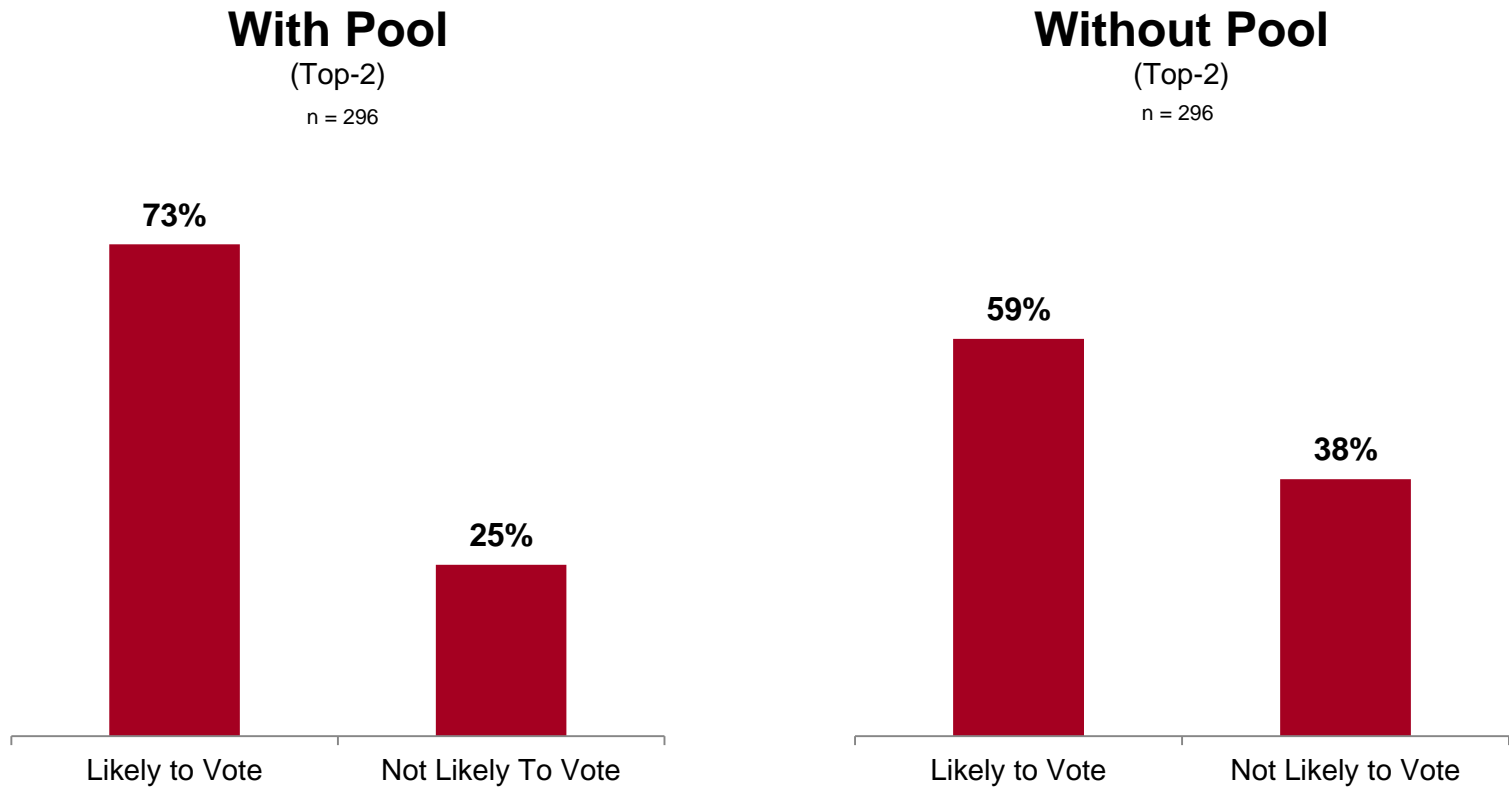
n = 298



Q49. The ballot for this bond will be mail-in only. How likely are you to vote in the upcoming mail-in only election, using a 1-10 scale, with one meaning "not at all likely" and ten meaning "very likely"?

**Residents who indicated they were likely to vote in the upcoming election were significantly more supportive of the bond than those who are unlikely to vote.**

## Bond Favorability by Likelihood to Vote



Q50. Would you vote for or against a 62 million dollar bond for a new middle school, new elementary school, and a new swimming pool facility? If approved it would mean an increase in property taxes of approximately 65 dollars per year for each 100,000 dollars of the home's assessed value.  
Q52. Would you vote for or against a 52 million dollar bond for a new middle school, and a new elementary school, but NO new swimming pool? If approved it would mean an increase in property taxes of approximately 55 dollars per year for each 100,000 dollars of the home's assessed value.



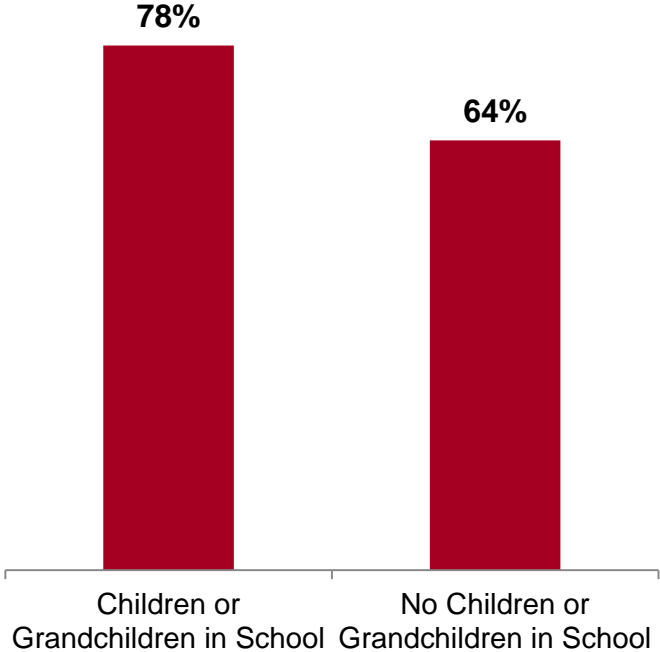
**Likely voters who have a child or grandchild in the Wasatch School District are much more likely to support the bond.**

# Bond Favorability of Likely Voters by Child/No Child

## With Pool

(Top-2)

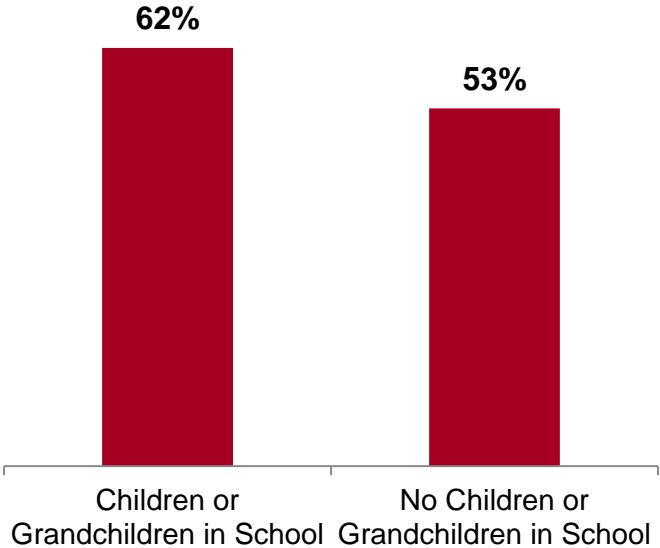
n = 222



## Without Pool

(Top-2)

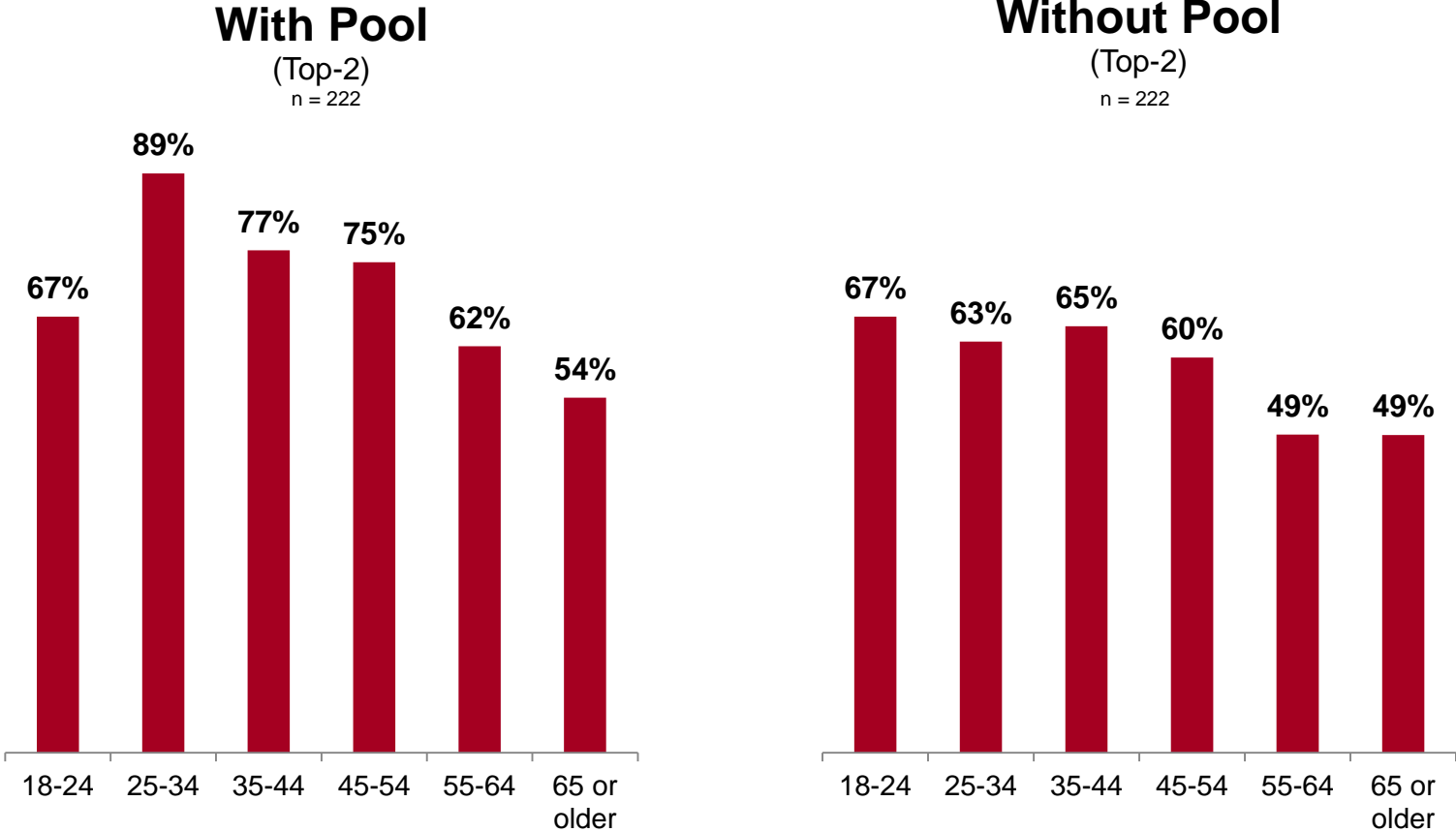
n = 222



Q50. Would you vote for or against a 62 million dollar bond for a new middle school, new elementary school, and a new swimming pool facility? If approved it would mean an increase in property taxes of approximately 65 dollars per year for each 100,000 dollars of the home's assessed value.  
Q52. Would you vote for or against a 52 million dollar bond for a new middle school, and a new elementary school, but NO new swimming pool? If approved it would mean an increase in property taxes of approximately 55 dollars per year for each 100,000 dollars of the home's assessed value.

**Of likely voters, residents between the ages of 25 and 54 showed the most support for the bond that includes a pool.**

## Bond Favorability of Likely Voters by Age

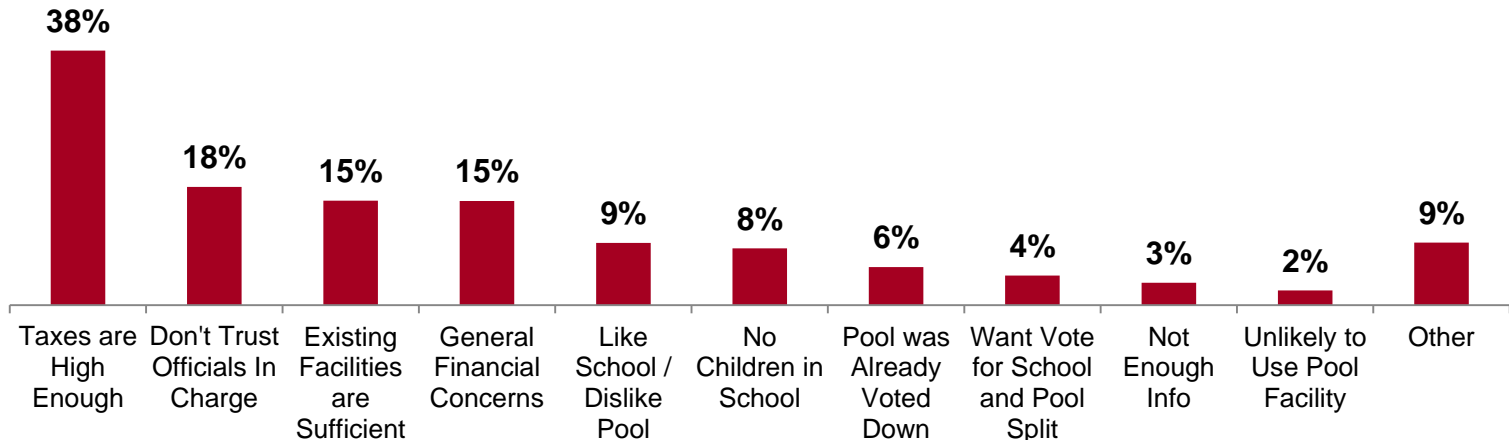


Q50. Would you vote for or against a 62 million dollar bond for a new middle school, new elementary school, and a new swimming pool facility? If approved it would mean an increase in property taxes of approximately 65 dollars per year for each 100,000 dollars of the home's assessed value.  
Q52. Would you vote for or against a 52 million dollar bond for a new middle school, and a new elementary school, but NO new swimming pool? If approved it would mean an increase in property taxes of approximately 55 dollars per year for each 100,000 dollars of the home's assessed value.

***The primary reason residents would not vote for the bond with the pool is because it is perceived as too costly.***

## Reasons for voting against the bond (with pool)

n = 83

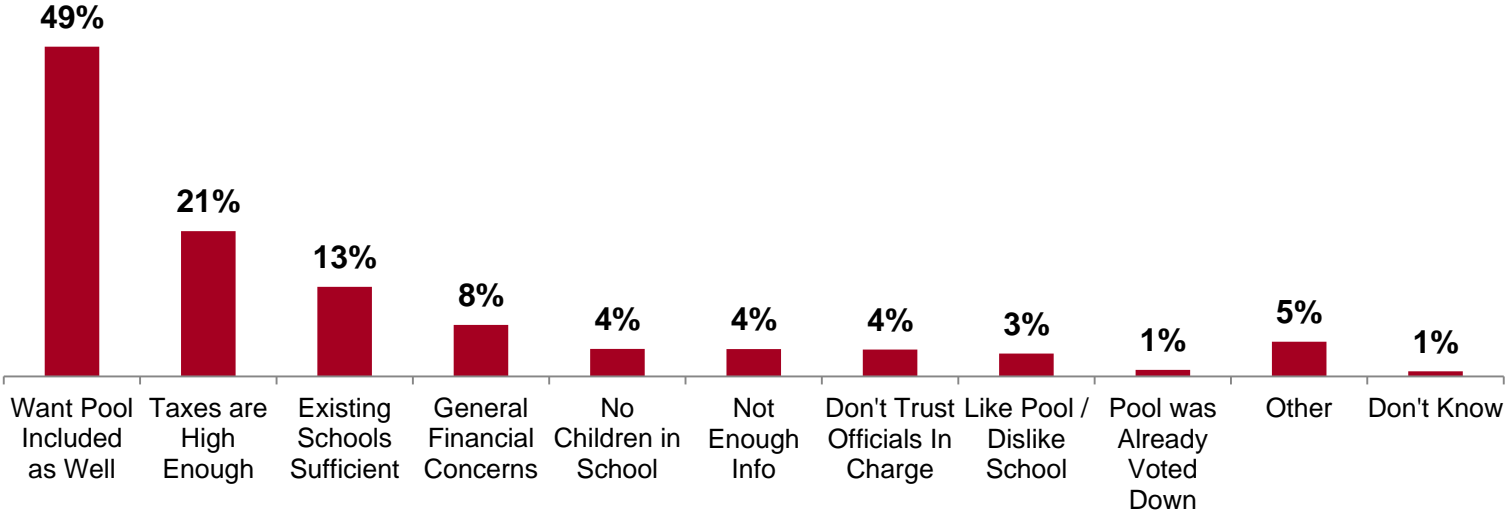


Q51. Why would you likely vote against the bond?

**Many expressed a desire to include a pool on the bond. Otherwise, residents were opposed primarily for financial reasons.**

## Reasons for voting against the bond (without pool)

n = 118



Q53. Why would you likely vote against the bond?

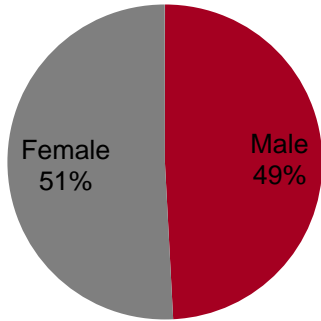
# Demographics

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# Demographics

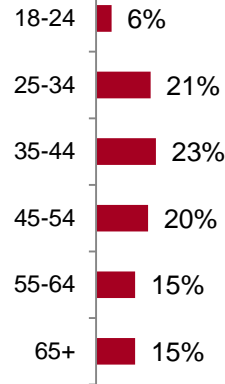
## Gender

n = 298



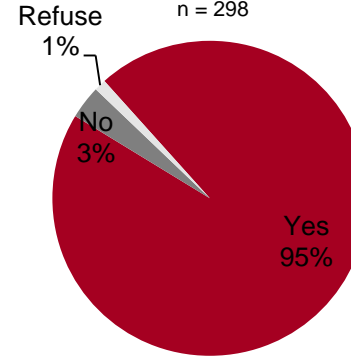
## Age

n = 298



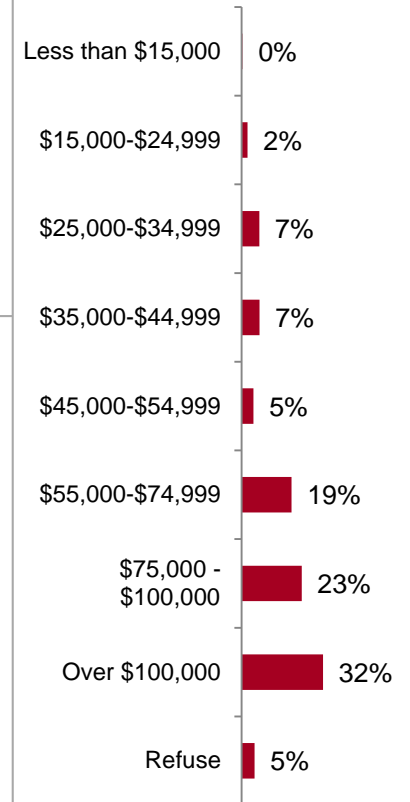
## Voter Registration Status

n = 298



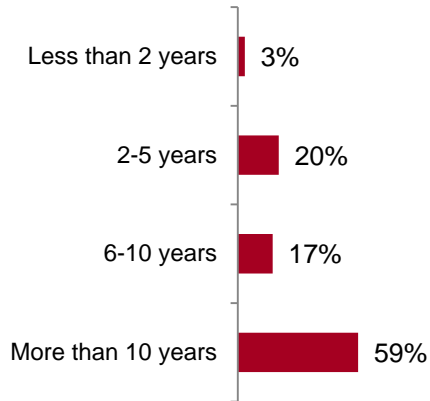
## Income

n = 298



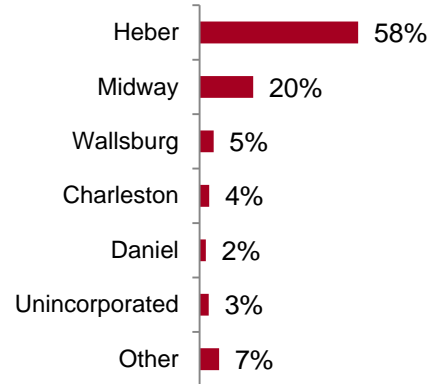
## Length of Residence

n = 298



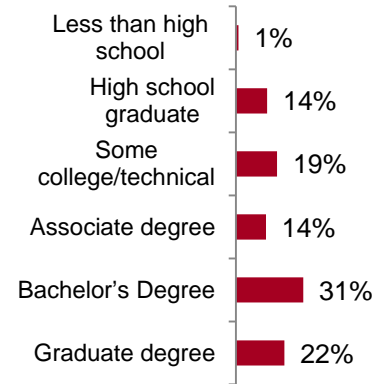
## City of Residence

n = 297



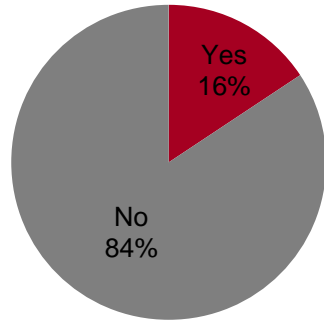
## Education

n = 298



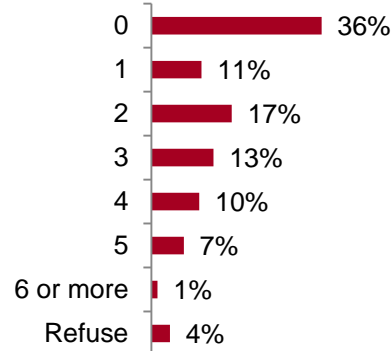
## Employed by School District?

n = 298



## Number of Children in Home

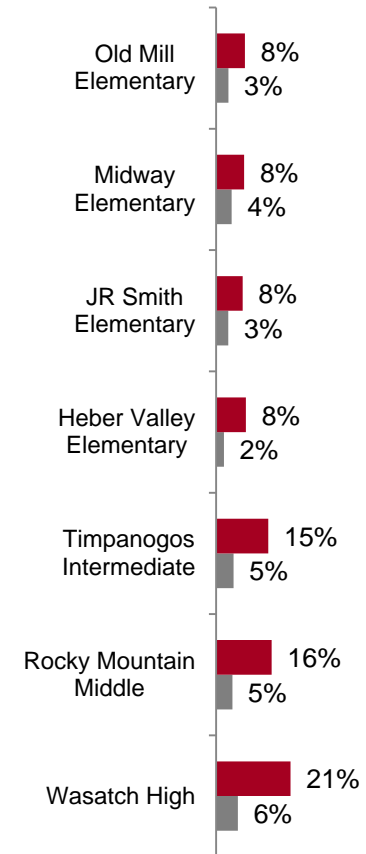
n = 298



## Children or Grandchildren attending Wasatch Schools

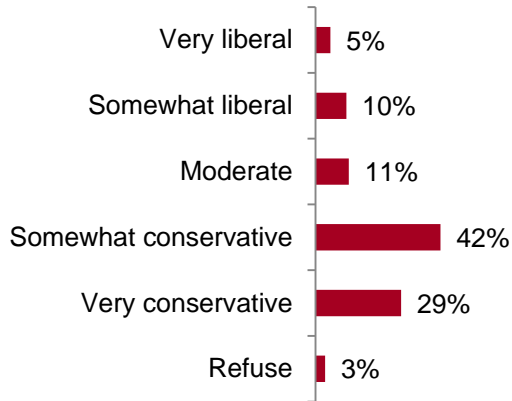
n = 298

■ Children ■ Grandchildren



## Political Ideology

n = 298



## Political Party

n = 298

