625 random sample of Saint Cloud Area School District residents.

Telephone interviews conducted between May 11th and 20th, 2015.

Average interview time of 27 minutes.

Non-response rate of 4.5%.

Sample projectable to the universe of all adult residents within +/- 4.0% in 95 out of 100 cases.
Quality of Public Schools

2015 Saint Cloud Area Public Schools

Morris Leatherman Company

- Excellent: 23%
- Good: 58%
- Only Fair: 15%
- Poor: 2%
- Unsure: 2%
Job Performance Ratings
2015 Saint Cloud Area Public Schools

Morris Leatherman Company
Decide, then allocate (91 agree, 8 disagree)
Need personalized learning (86 agree, 13 disagree)
All of us work together (86 agree, 13 disagree)
Focus on critical skills (80 agree, 19 disagree)
Comm, coll, over mastery, scores (79 agree, 18 disagree)
Just return to basics (68 agree, 29 disagree)
Tax Increase Predisposition
2015 Saint Cloud Area Public Schools

- For Some: 56%
- Against All: 20%
- For All: 23%
- Unsure: 1%

Morris Leatherman Company
Tax Increase for Bonding
2015 Saint Cloud Area Public Schools

Median Increase = $11.35/Month

<table>
<thead>
<tr>
<th>Nothing</th>
<th>&quot;$5.00&quot;</th>
<th>&quot;$10.00&quot;</th>
<th>&quot;$15.00&quot;</th>
<th>&quot;$20.00&quot;</th>
<th>&quot;$25.00&quot;</th>
<th>&quot;$30.00&quot;</th>
<th>&quot;$35.00&quot;</th>
<th>Over $35</th>
<th>Unsure</th>
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</tbody>
</table>

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Awareness of Building Facts
2015 Saint Cloud Area Public Schools

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Major Portions of Tech High School are nearly 100 Years Old

AWARE 74%
UNAWARE 26%

Major Portions of Apollo High School are nearly 50 Years Old

AWARE 68%
UNAWARE 32%
Importance of High School Equity
2015 Saint Cloud Area Public Schools

- Very Important: 42%
- Somewhat Important: 41%
- Not Too Important: 12%
- Not At All: 4%
- Unsure: 2%

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Tax Increase for Proposals
2015 Saint Cloud Area Public Schools

- Infrastructure for Energy Cost Savings
- Enhanced Security Entrances
- Upgrade Career/Tech Education
- Upgrade Libraries/Media Centers
- Additional Classrooms/Labs
- Open Learning Spaces
- Upgrade Tech Infrastructure
- Upgrade Art/Music/Auditorium Spaces
- Individual Tech Devices
- Team Teachers in Larger Groups
- Expand Cafeteria/Lobby/Commons
- Additional Physical Education Facilities
- Upgrades for Athletics
- Flexible Classroom Furniture

Support and Oppose percentages for each proposal.
Evaluation of Plan

2015 Saint Cloud Area Public Schools

Morris Leatherman Company

- Good Idea
  - 54%
- Good Idea/Strong
  - 15%
- Bad Idea
  - 16%
- Bad Idea/Strong
  - 10%
- Unsure
  - 5%

Technology Devices, 21%
Furniture, 15%
Athletic Facilities/Stadium, 13%
Physical Education Space, 8%
Bond Referendum Support
2015 Saint Cloud Area Public Schools

$160 MM Bond
- Strong Support: 22
- Support: 38
- Oppose: 18
- Strong Oppose: 2
- Unsure: 3

$17 MM Contingent
- Strong Support: 13
- Support: 51
- Oppose: 10
- Strong Oppose: 3
- Unsure: 2

$3 MM Contingent
- Strong Support: 13
- Support: 48
- Oppose: 25
- Strong Oppose: 11
- Unsure: 3

Morris Leatherman Company
## Basis for Decision
2015 Saint Cloud Area Public Schools

<table>
<thead>
<tr>
<th>Reason</th>
<th>$160 MM Bond</th>
<th>$17 MM Bond</th>
<th>$3 MM Bond</th>
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<tbody>
<tr>
<td>Education Important Needed</td>
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<td>19</td>
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<td>Reasonable Cost</td>
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<td>Poor Past Spending</td>
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<tr>
<td>No Children in Schools</td>
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<tr>
<td>Scattered</td>
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<td>4</td>
</tr>
</tbody>
</table>

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Voting Behavior
2015 Saint Cloud Area Public Schools

For All Three  48%
For HS/No Others  8%
For Two/No on Kennedy  5%
For Two/No Clearview  2%
Against All Three  32%
Unsure  5%

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Principal Source of Information

2015 Saint Cloud Area Public Schools

- SD Mailings 22%
- Local Newspaper 27%
- SD Website 13%
- "Grapevine" 10%
- E-Mail 12%
- Cable TV 3%
- Scattered 6%
- Nothing 6%

Morris Leatherman Company
Sources of Information
2015 Saint Cloud Area Public Schools

- "Saint Cloud Times": 25 (A Lot), 33 (Some)
- The "Grapevine": 12 (A Lot), 17 (Some), 34 (Total)
- School District website: 10 (A Lot), 18 (Some), 28 (Total)
- School District employees: 12 (A Lot), 19 (Some), 31 (Total)
- Newsletters from Teachers: 13 (A Lot), 13 (Some), 26 (Total)
- District electronic newsletter: 14 (A Lot), 11 (Some), 25 (Total)
- Individual school websites: 5 (A Lot), 17 (Some), 22 (Total)
- Community Education catalog: 5 (A Lot), 16 (Some), 21 (Total)
- Newsletters from principals: 6 (A Lot), 13 (Some), 19 (Total)
- District PTAs/Advisory groups: 6 (A Lot), 13 (Some), 19 (Total)
- School Board cablecasts: 6 (A Lot), 11 (Some), 17 (Total)
- Social media: 5 (A Lot), 11 (Some), 16 (Total)
- "Star Tribune": 5 (A Lot), 11 (Some), 16 (Total)

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Preferred Communications Source

2015 Saint Cloud Area Public Schools

Mailed Newsletter/Brochure: 35%
E-Mail: 17%
Local Newspaper: 16%
District Website: 10%
Public Meetings at Schools: 7%
Flyers from School: 3%
General Public Meetings: 2%
Word of Mouth: 2%
Scattered: 3%
Unsure: 4%

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