Ellsworth Community School District
2017 Residential Study

The Morris Leatherman Company
Survey Methodology
2017 Ellsworth Community School District

- 400 random household sample of the Ellsworth Community School District
- Telephone interviews conducted between November 13th and 28th, 2017
- Average interview time of 22 minutes
- Non-response level of 5.0%
- Projectable within +/- 5.0% in 95 out of 100 cases
Quality of Education
2017 Ellsworth Community School District

The Morris Leatherman Company
Like Most
2017 Ellsworth Community School District

- Good Teachers: 28
- Variety of Programs: 8
- Academic Achievement: 7
- Sports: 7
- Facilities: 6
- Small Class Sizes: 6
- Good Education: 5
- Sense of Community: 4
- Good Communications: 4
- Broad Curriculum: 4
- After-School Activities: 4
- Scattered: 6
- Unsure: 10

The Morris Leatherman Company
Most Serious Issue
2017 Ellsworth Community School District

- Lack of Funding: 22%
- Poor District Spending: 8%
- High Taxes: 7%
- Drugs: 6%
- Large Class Sizes: 5%
- Lack of Discipline: 5%
- Declining Quality: 4%
- Too Focused on Facilities: 3%
- Lack of Programs: 2%
- Aging Facilities: 2%
- Retaining Teachers: 2%
- Scattered: 7%
- Unsure: 13%
- NOTHING: 13%
Meeting Student Learning Needs
2017 Ellsworth Community School District

“Most” or “Only Some”:
- Special Education, 26%
- Average, 18%
- Gifted and Talented, 16%

All 69%

Most 20%

Only Some 4%

Unsure 7%
Education Quality over Past Five Years

2017 Ellsworth Community School District

[Bar chart showing the percentage of responses to questions about education quality, with 'Much Better' at 6%, 'Somewhat Better' at 38%, 'About the Same' at 45%, 'Somewhat Worse' at 4%, 'Much Worse' at 0%, and 'Unsure' at 7%.]
District Characteristics
2017 Ellsworth Community School District

Elementary Class Sizes
Middle School Class Sizes
High School Class Sizes
Music Program
Theater Program
Visual Arts Programs
Regular Academics
World Languages
Special Education Program
Gifted and Talented
Career Tech/Vocational
Athletics
Buildings and Facilities

Favorable  Unfavorable

The Morris Leatherman Company
Specific Perceptions I
2017 Ellsworth Community School District

The Morris Leatherman Company
Perception of Property Taxes
2017 Ellsworth Community School District

The Morris Leatherman Company
Willingness for Tax Increase
2017 Ellsworth Community School District

The Morris Leatherman Company
Property Taxes for Operating Levy

2017 Ellsworth Community School District

Median: $4.50 per month
$1MM Operating Levy
2017 Ellsworth Community School District

- Support: 45%
- Strong Support: 28%
- Oppose: 14%
- Strong Oppose: 10%
- Unsure: 3%

The Morris Leatherman Company
Reasons for Operating Levy Vote
2017 Ellsworth Community School District

- Education Important: 32%
- Reasonable Cost: 26%
- Kids in District Needed: 10%
- Poor District Spending: 6%
- No Kids in District Needed: 5%
- Taxes Too High: 5%
- Not Needed: 3%
- Cost Too High: 3%

The Morris Leatherman Company
Arguments in Support
2017 Ellsworth Community School District

“Residents in the district will have a property tax decrease of $83 per $100,000 for this school year?”

“Due to lower interest rates and an increase in property values, the property tax increase from the April 2015 bond referendum was lower than projected.”

The Morris Leatherman Company
Most Effective Way
2017 Ellsworth Community School District

Mailed Newsletter: 51
Local Newspaper: 15
District Website: 11
E-mail: 10
E-newsletter: 5
Local Cable: 3
Word of Mouth: 2
School Website: 2
Scattered: 2

The Morris Leatherman Company