Prior Lake-Savage Area School District
2021 Residential Study

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Survey Methodology
2021 Prior Lake-Savage Area School District

400 random household sample of Prior Lake-Savage Area School District residents
  Projectable within +/- 5.0% in 95 out of 100 cases

300 random sample of PLSASD Parents
  Projectable within +/- 5.5% in 95 out of 100 cases

Telephone interviews conducted between April 27th and May 13th, 2021
Average interview time of 14 minutes
Non-response level of 5.5%

Cellphone Only Households: 51%
Landline Only Households: 9%
Both Landline and Cellphone Households: 40%

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Demographics I
2021 Prior Lake-Savage Area School District

- Less than 5 Years: 23%
- 5.1 to 10 Years: 24%
- 10.1 to 20 Years: 26%
- Over 20 Years: 27%
- 18-34 Years Old: 22%
- 35-44 Years Old: 27%
- 45-54 Years Old: 21%
- 55-64 Years Old: 15%
- 65 and Over: 15%
- Pre-School Household: 18%
- PLSASD Child Household: 33%
- Empty Nesters: 59%

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Demographics II

2021 Prior Lake-Savage Area School District

- Republican: 38%
- Democrat: 35%
- Independent: 22%
- Conservative: 42%
- Moderate: 31%
- Liberal: 24%
- White: 79%
- African-American: 6%
- Hispanic-Latino: 5%
- Asian-Pacific Islander: 5%
- Native American: 3%
- Financially Stressed: 38%
- Financially Comfortable: 53%
### Demographics III
#### 2021 Prior Lake-Savage Area School District

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renter</td>
<td>16%</td>
</tr>
<tr>
<td>Under $150K Home</td>
<td>9%</td>
</tr>
<tr>
<td>$150K-$250K Home</td>
<td>24%</td>
</tr>
<tr>
<td>$250K-$350K Home</td>
<td>18%</td>
</tr>
<tr>
<td>Over $350K Home</td>
<td>25%</td>
</tr>
<tr>
<td>High Grad or Less</td>
<td>19%</td>
</tr>
<tr>
<td>Some College</td>
<td>28%</td>
</tr>
<tr>
<td>College Graduates</td>
<td>51%</td>
</tr>
<tr>
<td>Prior Lake</td>
<td>57%</td>
</tr>
<tr>
<td>Savage</td>
<td></td>
</tr>
<tr>
<td>Townships</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>50%</td>
</tr>
<tr>
<td>Female</td>
<td>50%</td>
</tr>
</tbody>
</table>

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Quality of Education
2021 Prior Lake-Savage Area School District

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Meeting Learning Needs
2021 Prior Lake-Savage Area School District

“Most,” “Only Some,” or “Very Few”:
Average, 22%
Below Average, 14%
Special Needs, 14%
Low Income, 14%
Underachievers, 14%
Quality Over Time
2021 Prior Lake-Savage Area School District

Better

2015: 3
2018: 9
2019: 27
2021: 55

About the Same

2015: 28
2018: 30
2019: 36
2021: 55

Worse

2015: 5
2018: 8
2019: 9
2021: 7

Unsure

2015: 15
2018: 5
2019: 7
2021: 8

Legend:
- 2015
- 2018
- 2019
- 2021

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Awareness of Programs
2021 Prior Lake-Savage Area School District

La ola del lago Spanish Immersion
Overall: 55
Parents: 73

MNCAPS
Overall: 37
Parents: 52

Bridges Area Learning Center
Overall: 54
Parents: 75

SAGE Academy
Overall: 53
Parents: 75

E-STEM
Overall: 63
Parents: 78

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Specific Perceptions I
2021 Prior Lake-Savage Area School District

Spend Effectively/Efficiently/2018
- 2018: Agreement 78, Disagreement 19, Unsure 4
- 2019: Agreement 84, Disagreement 11, Unsure 5
- 2021: Agreement 64, Disagreement 13, Unsure 23

Trust To Do Right/2018
- 2018: Agreement 92, Disagreement 8, Unsure 1
- 2019: Agreement 91, Disagreement 10, Unsure 0
- 2021: Agreement 79, Disagreement 14, Unsure 8

Proud and Recommend/2018
- 2018: Agreement 94, Disagreement 4, Unsure 2
- 2019: Agreement 89, Disagreement 9, Unsure 3
- 2021: Agreement 80, Disagreement 9, Unsure 11
Specific Perceptions III
2021 Prior Lake-Savage Area School District

- Only After Careful Consideration: 15 (Agreement), 18 (Disagreement), 12 (Unsure), 67 (Total)
- Good Job Involving: 14 (Agreement), 16 (Disagreement), 24 (Unsure), 71 (Total)
- Good Investment/Tax Increase: 24 (Agreement), 24 (Disagreement), 12 (Unsure), 65 (Total)
Job Performance Ratings
2021 Prior Lake-Savage Area School District

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Financial Management
2021 Prior Lake-Savage Area School District

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Property Tax Climate
2021 Prior Lake-Savage Area School District

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Adequately Funded
2021 Prior Lake-Savage Area School District

Yes 66%
No 19%
Unsure 15%
Referendum Predisposition
2021 Prior Lake-Savage Area School District

For Some: 53%
For All: 21%
Against All: 24%
Unsure: 2%

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Tax Increase for Technology Levy
2021 Prior Lake-Savage Area School District

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$3.5MM Technology Levy (Pretest)
2021 Prior Lake-Savage Area School District

- Support: 43%
- Strongly Support: 20%
- Oppose: 14%
- Strongly Oppose: 12%
- Unsure: 12%
Reason for Levy Position
2021 Prior Lake-Savage Area School District

- Technology Important: 23
- Education Important: 19
- Needed: 7
- Children in SD: 7
- Student Need Own: 5
- Needed for Distance: 5
- Reasonable Cost: 5
- Need Software: 2
- Taxes Too High: 8
- Poor Spending: 6
- No Need: 4
- Too Focused on Technology: 3
- Cost Too High: 2

Percentage
Arguments in Support
2021 Prior Lake-Savage Area School District

Safety/Security
- Much More Likely: 52
- Somewhat More Likely: 28

Anytime/Anywhere Learning
- Much More Likely: 51
- Somewhat More Likely: 29

Like Neighboring SD
- Much More Likely: 36
- Somewhat More Likely: 31

Ranked Higher
- Much More Likely: 32
- Somewhat More Likely: 30

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Arguments in Opposition
2021 Prior Lake-Savage Area School District

Funding Adequate
- Much More Likely: 26
- Somewhat More Likely: 24

Taxes Going Up
- Much More Likely: 24
- Somewhat More Likely: 26

Too Much Emphasis
- Much More Likely: 21
- Somewhat More Likely: 17

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$3.5MM Technology Levy (Post Test)

2021 Prior Lake-Savage Area School District

Support 43%

Strongly Support 21%

Oppose 14%

Strongly Oppose 13%

Unsure 10%

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Meaning of Equity
2021 Prior Lake-Savage Area School District

- Equal Opportunities: 23
- Treat All Students the Same: 10
- High Quality For All: 10
- Equal Access: 9
- Fairness: 9
- Equal Funding: 5
- Inclusive: 4
- All at Same Level: 4
- Equal Rights: 2
- Success for All: 2
- Personalized Learning: 2
- Negative: 2
- Scattered: 2
- Unsure: 17

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Diversity Statements
2021 Prior Lake-Savage Area School District

- Support/Embrace Racial Diversity
- Teachers/Staff Understand & Respond
- Staff have Knowledge & Skills
- Staff Reach Out & Seek Input

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Primary Source of Information
2021 Prior Lake-Savage Area School District

- Word of Mouth: 21%
- Local Newspaper: 19%
- District Newsletter: 18%
- District Website: 12%
- E-mail: 12%
- Teachers/Staff: 6%
- Social Media: 4%
- Cable Television: 1%
- Scattered: 2%
- Unsure/Nothing: 6%

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Level of Information
2021 Prior Lake-Savage Area School District

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Satisfied with the Amount of Print

2021 Prior Lake-Savage Area School District

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Sources of Information I
2021 Prior Lake-Savage Area School District

- District Newsletter/2018
  - 2019: 41
  - 2021: 38
  - 2019: 55
- Cable Access/2018
  - 2019: 14
  - 2021: 12
- District Website/2018
  - 2019: 35
  - 2021: 34
- District E-mails/2018
  - 2019: 32
  - 2021: 30
- Teacher E-mails/2018
  - 2019: 24
  - 2021: 28
- Building Newsletters/2018
  - 2019: 19
  - 2021: 20

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Sources of Information II
2021 Prior Lake-Savage Area School District

Local Weekly Paper/2018
2019 37
2021 40

Superintendent's Column/2018
2019 37
2021 43

Teachers/2018
2019 27
2021 30

Informal Discussion/2018
2019 20
2021 27

Community Ed Catalog/2018
2019 11
2021 14

District Social Media/2018
2019 14
2021 20

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Newspapers
2021 Prior Lake-Savage Area School District

Prior Lake American/2015
- 2018: 49%
- 2019: 48%
- 2021: 48%

Savage Pacer/2015
- 2018: 37%
- 2019: 31%
- 2021: 17%

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Best Way to Receive Information
2021 Prior Lake-Savage Area School District

Comparison of Methods by Overall and Parents:

- E-mail: Overall 25, Parents 61
- Mailed Newsletter: Overall 24, Parents 17
- Local Newspaper: Overall 23, Parents 3
- Website: Overall 13, Parents 12
- Word of Mouth: Overall 8, Parents 2
- Social Media: Overall 4, Parents 2
- Call Text: Overall 2, Parents 0
Good Job Communicating Plans this Year
(Parents Only)
2021 Prior Lake-Savage Area School District

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Comfortable Sending in the Fall
(Parents Only)
2021 Prior Lake-Savage Area School District

Very 74%
Somewhat 18%
Not Too 3%
Not at All 2%
Unsure 3%

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Use Full-Time On-line Option (Parents Only)

2021 Prior Lake-Savage Area School District

- Not at all Likely: 66%
- Not too Likely: 15%
- Somewhat Likely: 11%
- Unsure: 4%
- Very Likely: 4%

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