

**WALLA WALLA SCHOOL DISTRICT  
SURVEY RESEARCH REPORT  
EXECUTIVE SUMMARY  
NOVEMBER 14, 2018**

The following survey research report provides some valuable information regarding community perceptions about the district's overall performance.

Throughout this executive summary, The Nelson Report identifies "key" demographics for many of the questions. Key demographics are those subgroups that respond at a higher percentage rate than the total sample for any given response. The key demographic groups for any given opinion are not necessarily the only subgroups in the survey who share that opinion. They are, however, the ones that hold that opinion most strongly.

A total of 250 respondents were interviewed between November 12 and November 13, 2018. The margin of error for this survey is +/-6.16% at the 95% level of confidence.

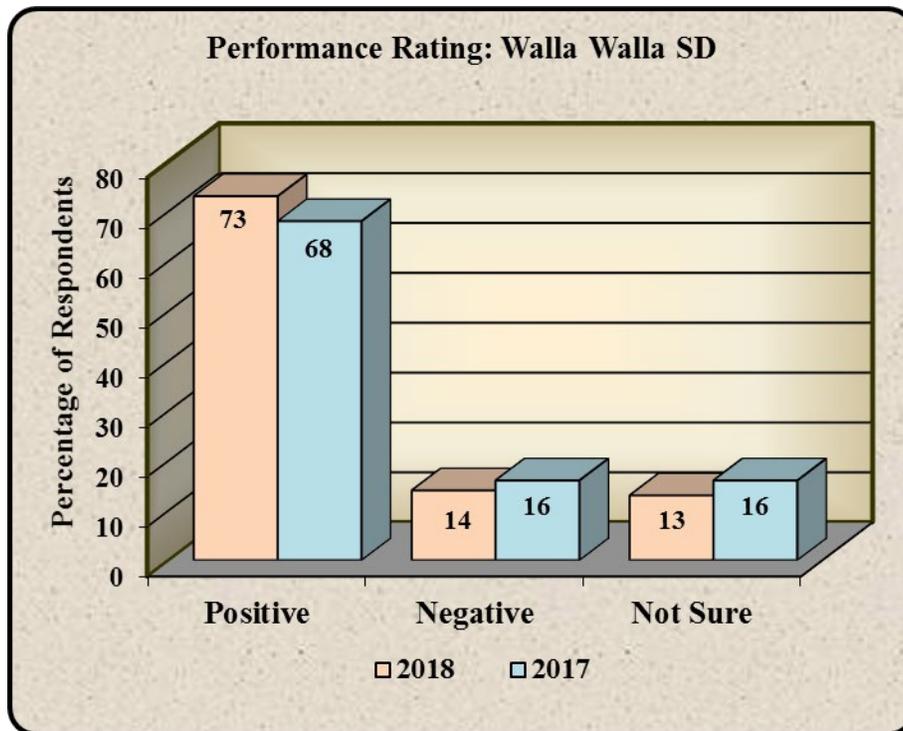
It is important to note, 84% of respondents participating in the survey were made up of older voter groups (45+ years of age and less likely to have children in school). While this was a community-wide survey, this demographic group makes up the majority of frequent and perfect voter groups (3 out of 4 and 4 out of 4 elections) and are more likely to engage in community research efforts than other age groups.

In addition, telephone survey research enables school districts to reach, engage and solicit opinions from residents that may not have regular access or contact with the school district.

## RATE: JOB PERFORMANCE WALLA WALLA SCHOOL DISTRICT

A very large percentage of respondents, 73%, gave Walla Walla School District a positive performance rating (excellent-25%, pretty good-48%), while 14% rated the district's performance negatively (only fair-12%, poor-2%). Another 13% were not sure how to rate the district's performance.

Comparing current results to those from 2017, there has been an increase (+5%) in the number of respondents giving Walla Walla School District a positive performance rating. In 2017, 68%, gave Walla Walla School District a positive performance rating (excellent-22%, pretty good-46%), 16% a negative rating (only fair-12%, poor-4%) and 16% were not sure.

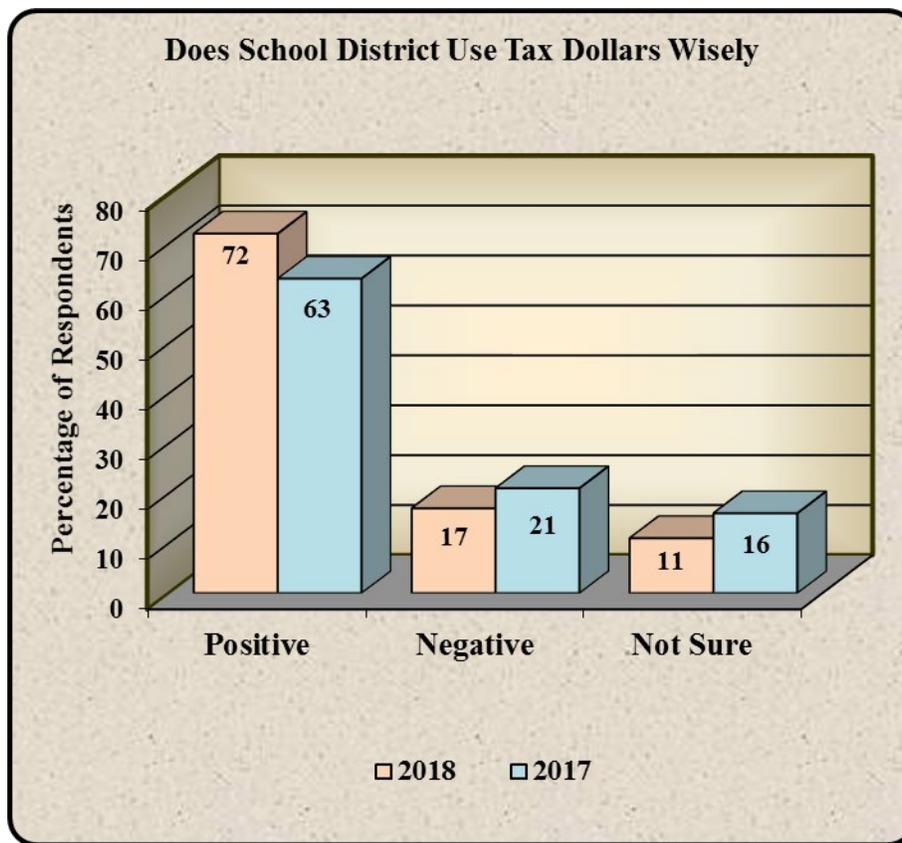


Key demographics that gave Walla Walla School District a positive performance rating were school employees (94%), parents (84%), 45-59 years old (90%), 35-44 years old (85%), and Spanish speaking households (100%).

### **DOES THE SCHOOL DISTRICT USE TAX DOLLARS WISELY**

A very large number of respondents, 72%, believed Walla Walla School District uses their tax dollars wisely, while 17% did not. Another 11% were not sure.

Comparing current results to those from 2017, there has been a noticeable increase (+9%) in the number of respondents that believe the district uses their tax dollars wisely as reflected in the following chart.



Key demographics that believed the district uses their tax dollars wisely were school

employees (88%), 18-34 years old (82%), 45-59 years old (77%), 60+ years old (73%), and Spanish speaking households (100%).

Of the limited number of respondents that did **not** believe the district uses their tax dollars wisely, key respondents were parents (18%), and 35-44 years old (23%).

Primary reasons for not believing the district spends wisely were: (17% of all respondents)

		<b>Total Universe</b>
<b>No maintenance is being done</b>	<b>19%</b>	<b>3%</b>
<b>Money is spent on unnecessary things</b>	<b>19%</b>	<b>3%</b>
<b>Taxes don't go where they say they will go</b>	<b>14%</b>	<b>2%</b>

### **AGREE/DISAGREE**

In this series, respondents were presented with a few potentially prejudicial statements regarding Walla Walla School District. Results from 2017 are displayed below current results.

Collapsed agree/disagree results are reflected in parentheses.

### **AGREE/DISAGREE STATEMENTS IN DESCENDING ORDER OF AGREEMENT**

<b>Statement</b>	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>Not Sure</b>
I would recommend Walla Walla School district to others.	58	30 (88)	4	3 (7)	5
2017	50	34 (84)	6	4 (10)	6
I believe Walla Walla School District is on the right track when it comes to educating our students.	50	28 (78)	6	7 (13)	9
2017	40	34 (74)	10	7 (17)	9
Walla Walla School District operates in an open and transparent manner.	44	32 (76)	6	7 (13)	11
2017	30	39 (69)	10	7 (17)	14

Although limited in number, key demographics that **disagreed** with the statement “I believe Walla Walla School District is on the right track when it comes to educating our students,” were parents (20%), 45-59 years old (20%), and 35-44 years old (16%).

Although limited in number, key demographics that **disagreed** with the statement “Walla Walla School District operates in an open and transparent manner,” were parents (20%), and 60+ years old (14%).

## CONCLUSIONS

1. A very large number of respondents give Walla Walla School District a positive performance rating. There has been an increase in the district’s performance rating when comparing current results to those from 2017.
2. “Students don’t get a good education” is the main reason given for a negative performance rating, although the number is limited.
3. A large percentage of respondents believe Walla Walla School District uses tax dollars wisely. Comparing current results to those from 2017, there has been a noticeable increase in the number of respondents that believe the district uses their tax dollars wisely.
4. Primary reasons for a limited number of respondents not believing the district spends tax dollars wisely are “maintenance isn’t being done,” “money is spent on unnecessary things” and “taxes don’t go where they say it will go.”
5. It is clear Walla Walla School District continues to be perceived very positively as reflected in closed-ended responses throughout the survey. It is interesting that when comparing current results to those from 2017, perceptions are even more positive in every area tested. What is even more noteworthy, however, is that a **majority** of respondents in **every** demographic group give the district a positive rating in **every** area tested (overall performance, management of tax dollars, education of students, and transparency).

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[6] Parent/Community:

TOTAL ( 250)

Parent  
22

Employee  
7

Community  
71

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[7] AGE:

TOTAL ( 250)	18-34	35-44	45-59	60+	Not Sure
	4	10	12	72	2

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[8] LANGUAGE:

TOTAL ( 250)

English  
98

Spanish  
2

Other  
0

Not Sure  
0

[1] Rate: Job performance of Walla Walla School District

TOTAL ( 250)	Excellent 25	Pretty Goo 48	Only Fair 12	Poor 2	Not Sure 13
Parent/Community:					
Parent	30	54	11	4	1
Employee	53	41	6	0	0
Community	21	46	13	2	18
AGE:					
18-34	18	36	27	0	19
35-44	23	62	15	0	0
45-59	27	63	3	0	7
60+	26	44	12	2	16
Not Sure	0	33	33	33	1
LANGUAGE:					
English	25	48	12	2	13
Spanish	50	50	0	0	0
Other	0	100	0	0	0
Not Sure	100	0	0	0	0

[2] Do you believe Walla Walla School Dist uses tax dollars wisely

TOTAL ( 250)	Yes	No	Not Sure
	72	17	11
Parent/Community:			
Parent	71	18	11
Employee	88	12	0
Community	71	17	12
AGE:			
18-34	82	0	18
35-44	65	23	12
45-59	77	17	6
60+	73	16	11
Not Sure	0	67	33
LANGUAGE:			
English	71	17	12
Spanish	100	0	0
Other	100	0	0
Not Sure	100	0	0

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[3] I would recommend Walla Walla School district to others

TOTAL ( 250)	Strng	Agre	Some	Agree	Some	Disag	Strng	Disa	Not	Sure
	58		30			4		3		5
Parent/Community:										
Parent	59		29			7		5		0
Employee	71		29			0		0		0
Community	56		31			3		3		7
AGE:										
18-34	64		36			0		0		0
35-44	65		27			0		8		0
45-59	60		30			3		3		4
60+	57		30			4		2		7
Not Sure	33		33			0		33		1
LANGUAGE:										
English	57		31			4		3		5
Spanish	100		0			0		0		0
Other	100		0			0		0		0
Not Sure	100		0			0		0		0

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[4] Walla Walla School Dist operates in an open/transparent manner

TOTAL ( 250)	Strng	Agre	Some Agree	Some Disag	Strng Disa	Not Sure
	44		32	6	7	11

Parent/Community:

Parent	41		38	11	9	1
Employee	82		12	0	6	0
Community	41		32	5	6	16

AGE:

18-34	55		27	0	9	9
35-44	38		50	4	4	4
45-59	53		30	3	7	7
60+	43		30	7	7	13
Not Sure	0		33	0	33	34

LANGUAGE:

English	42		33	6	7	12
Spanish	100		0	0	0	0
Other	100		0	0	0	0
Not Sure	100		0	0	0	0

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[5] Walla Walla Sd is on the right track educating our students

TOTAL ( 250)	Strng	Agre	Some Agree	Some Disag	Strng Disa	Not Sure
	50	28	6	7		9
Parent/Community:						
Parent	45	32	11	9		3
Employee	65	29	6	0		0
Community	50	27	5	7		11
AGE:						
18-34	55	27	0	0		18
35-44	46	38	4	12		0
45-59	53	27	10	10		0
60+	50	28	6	6		10
Not Sure	33	0	0	33		34
LANGUAGE:						
English	49	29	6	7		9
Spanish	100	0	0	0		0
Other	100	0	0	0		0
Not Sure	100	0	0	0		0