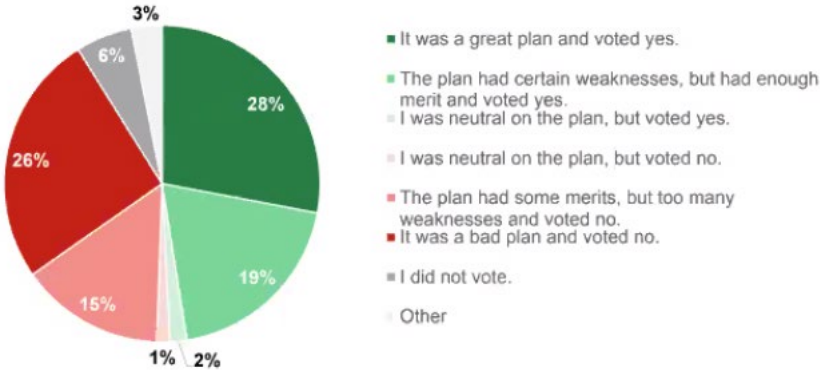
Survey #1 Design Summary

- Survey was open to all Medfield residents
- Survey was communicated via:
  - Patch, Hometown Weekly, school email, social media, blogs / newsletters (elected officials and others) and communication among neighbors
- Survey included two demographic questions:
  - How did you vote in the prior vote
  - What is your current relationship with regard to your children and the Medfield Public Schools
- Survey respondents were then asked to rank what was important to them across 11 different criteria
  - Rankings were then scored using traditional NPS methodology (score = % of "5" votes less % of "1-3" votes)
  - See appendix for additional details on NPS methodology
- Survey results will be used to understand initial differences across demographic groups as the SBC engages with the Town throughout the current process
- Survey received 1,112 responses

Survey #1 – Overall Survey Responses

The town voted down the proposed new elementary school building adjacent to Wheelock. Which statement best describes your position on the prior vote?



N=1,112

Initial observations: Medfield Public School tenure

Dale next four years	Current MPS but not Dale	Children out of MPS
▪ N=436	▪ N=317	▪ N=307
▪ 74% voted yes, 7% did not vote	▪ 49% voted yes, 5% did not vote	▪ 21% voted yes, 4% did not vote
▪ Educational programs most important (NPS = 46)	▪ Educational programs (NPS=35) and cost (NPS=28) most important	▪ Cost (NPS=34) and location (NPS=30) most important
▪ Historic preservation, SBC process, construction impact and environmental impact least important with NPS' of -75, -48, -48 and -41, respectively.	▪ Historic preservation, construction impact and SBC process least important with NPS' of -58, -44 and -32, respectively	▪ Historic preservation least important (NPS= -33)

I have never had children in MPS: 45 responses, 87% voted no.

NPS by Medfield Public School relationship

