

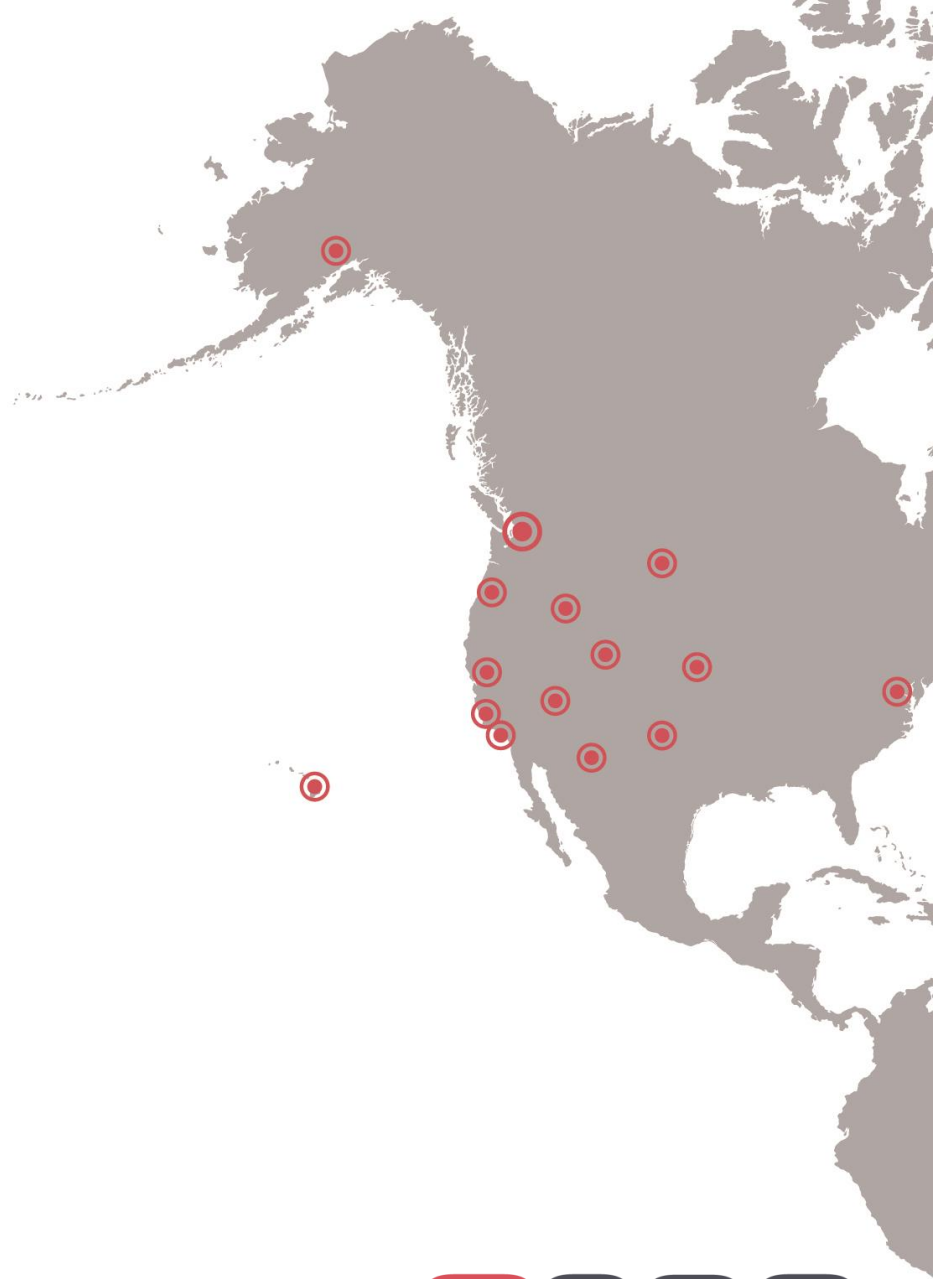
Public Attitudes Towards Education in Elmhurst School District

Key Survey Findings

August 8 2018



Methodology



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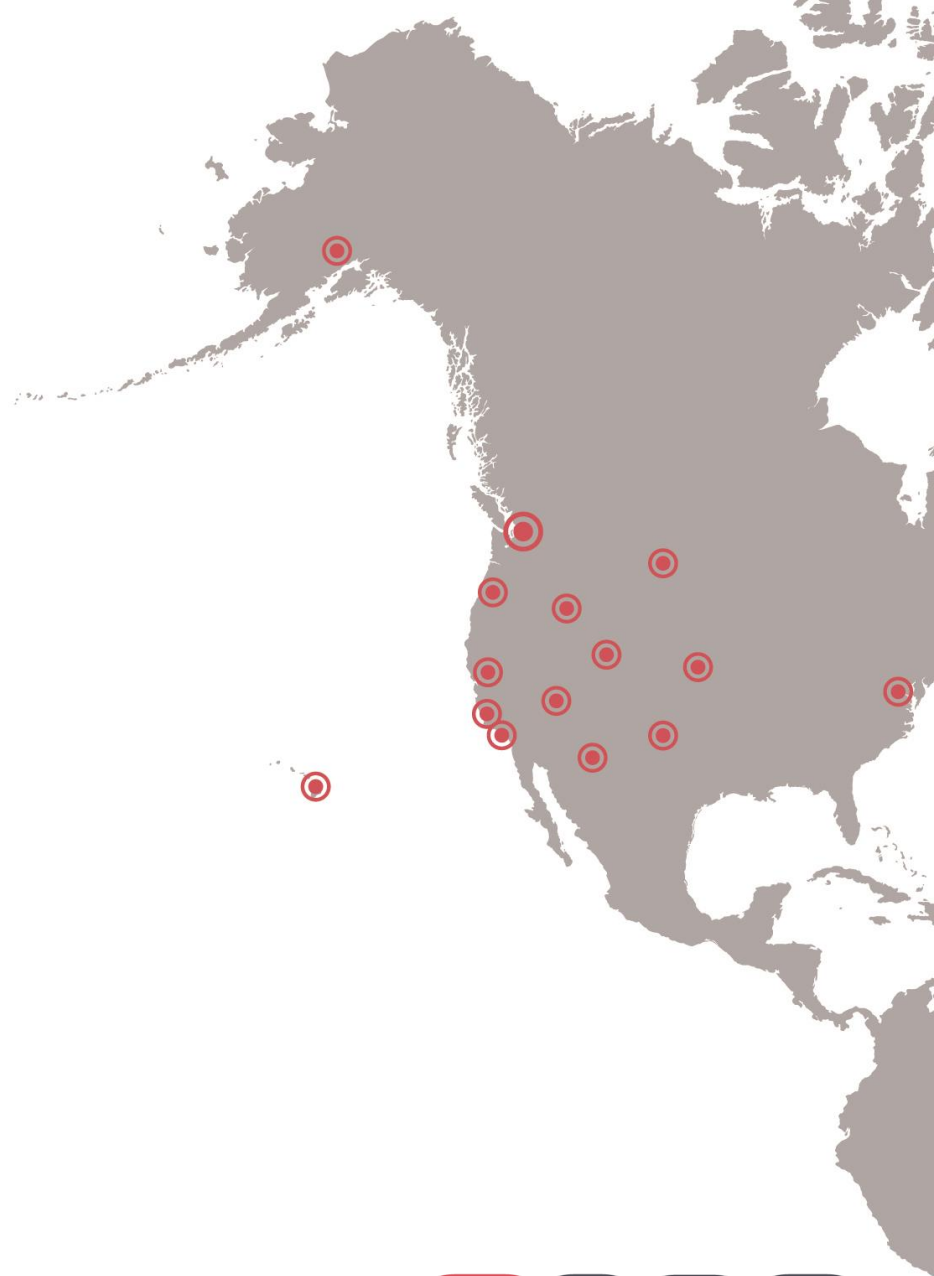


METHODOLOGY

Strategies 360 conducted a **live telephone survey** of **300** residents in Elmhurst Community Unit School District 205.

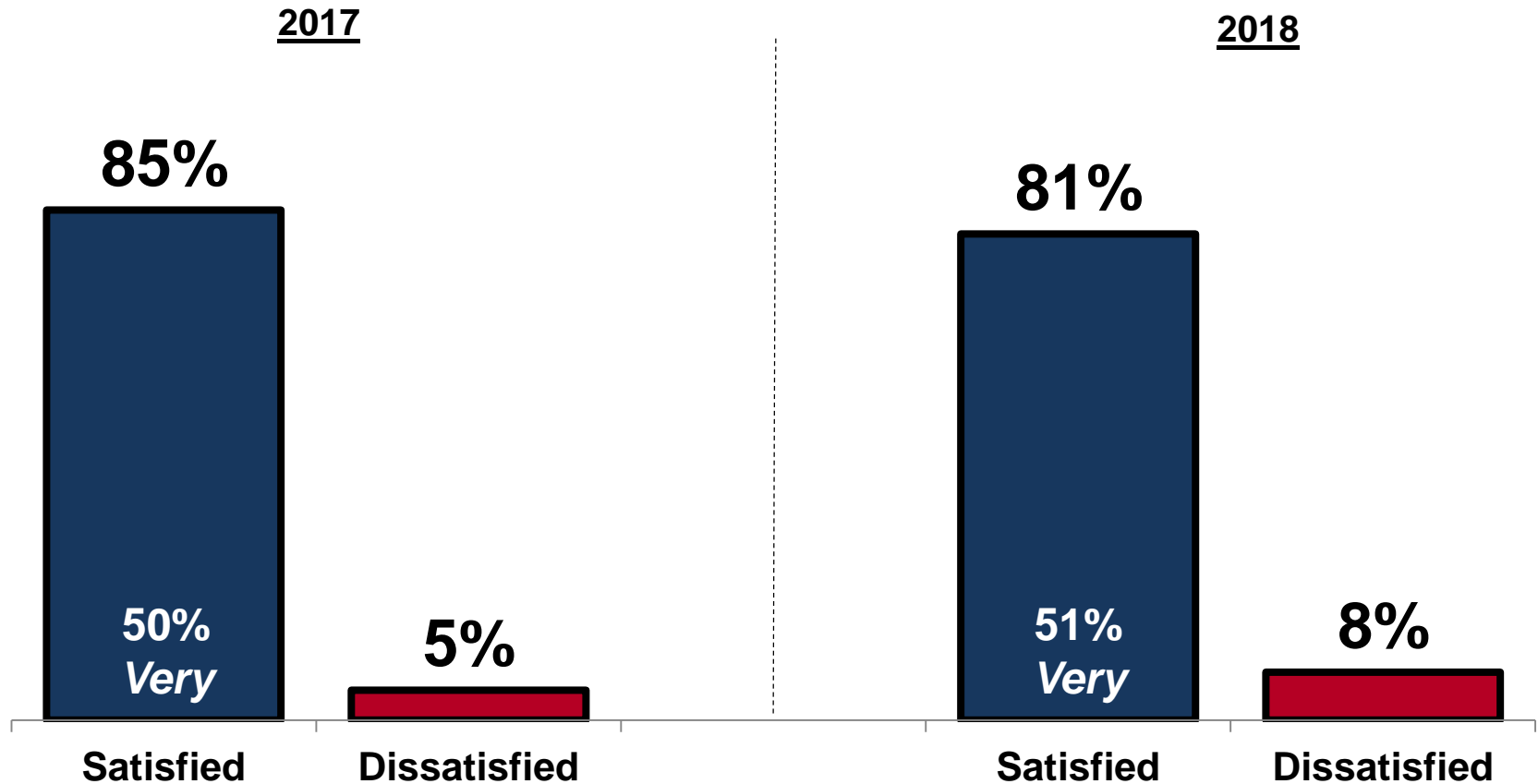
- Interviews were conducted **July 14-21, 2018**. A combination of landline and mobile phones were called to ensure greater coverage of the population sampled.
- The margin of error for a survey of 300 interviews is $\pm 5.7\%$ at the 95% confidence level. The margin of error for other subsamples may be higher.
- Other sources of error not accounted for by the stated statistical margin of error include, but are not limited to, question wording, question order, coverage bias, and response bias.

Overall Mood



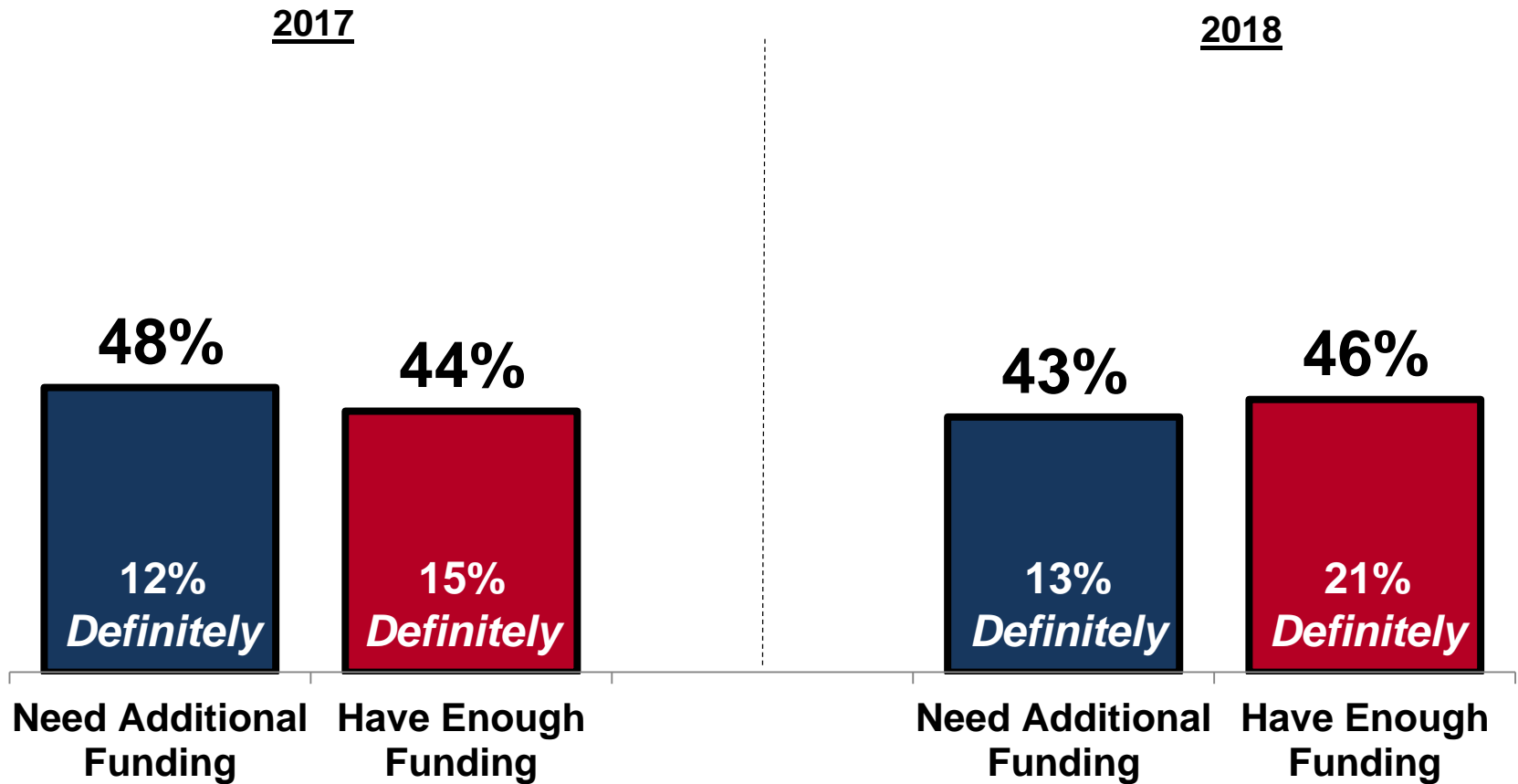
Educational satisfaction in Elmhurst remains high, with half of residents reporting that they are very satisfied.

To start, thinking about public schools here in Elmhurst District 205, would you say you are generally satisfied or dissatisfied with the quality of education children receive in Elmhurst 205's early childhood through 12th grade public schools?



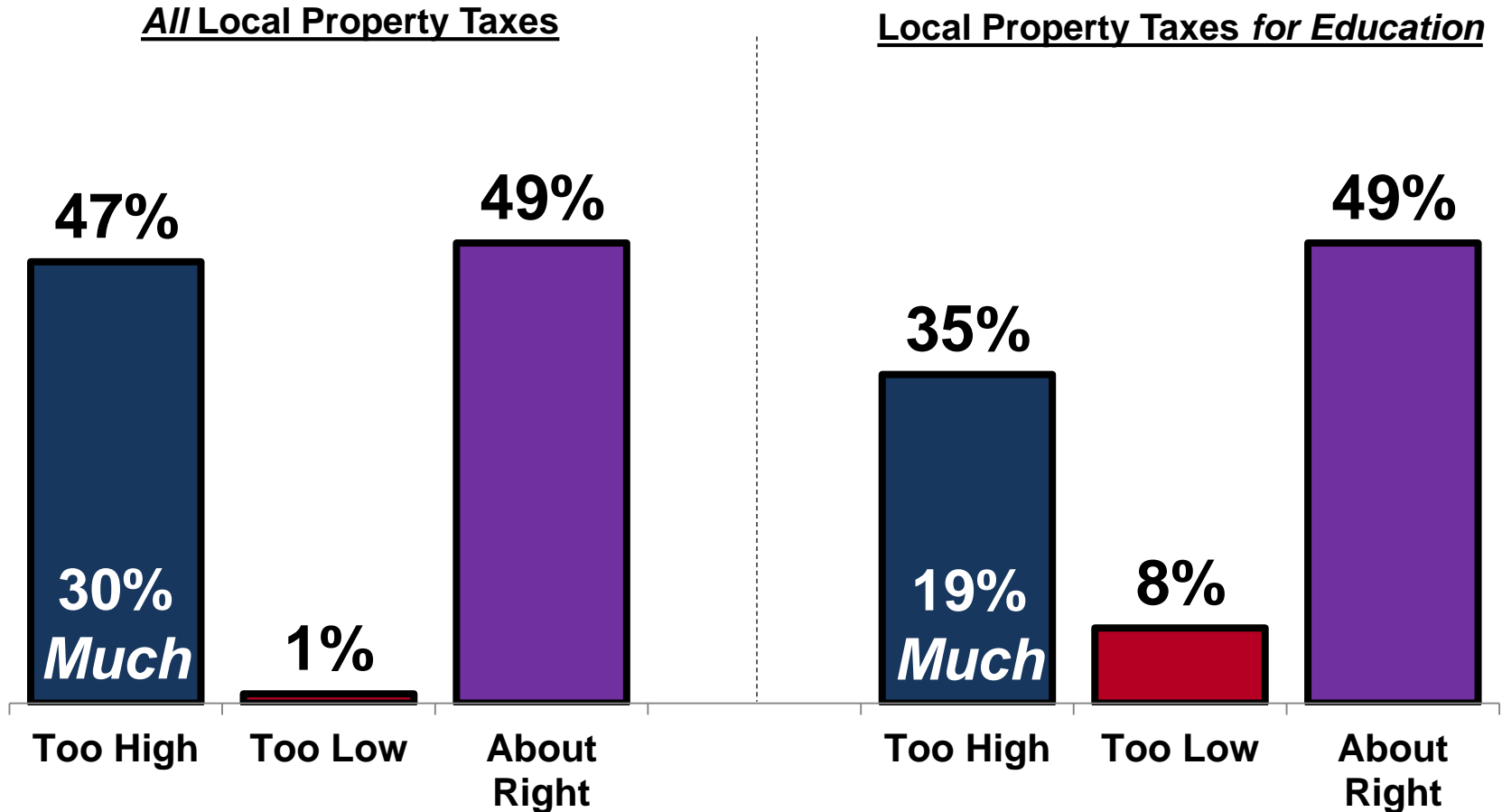
The desire for additional funding is largely unchanged from 2017.

Based on what you may have heard or read, which of the following do you think best describes Elmhurst School District 205's budget situation?

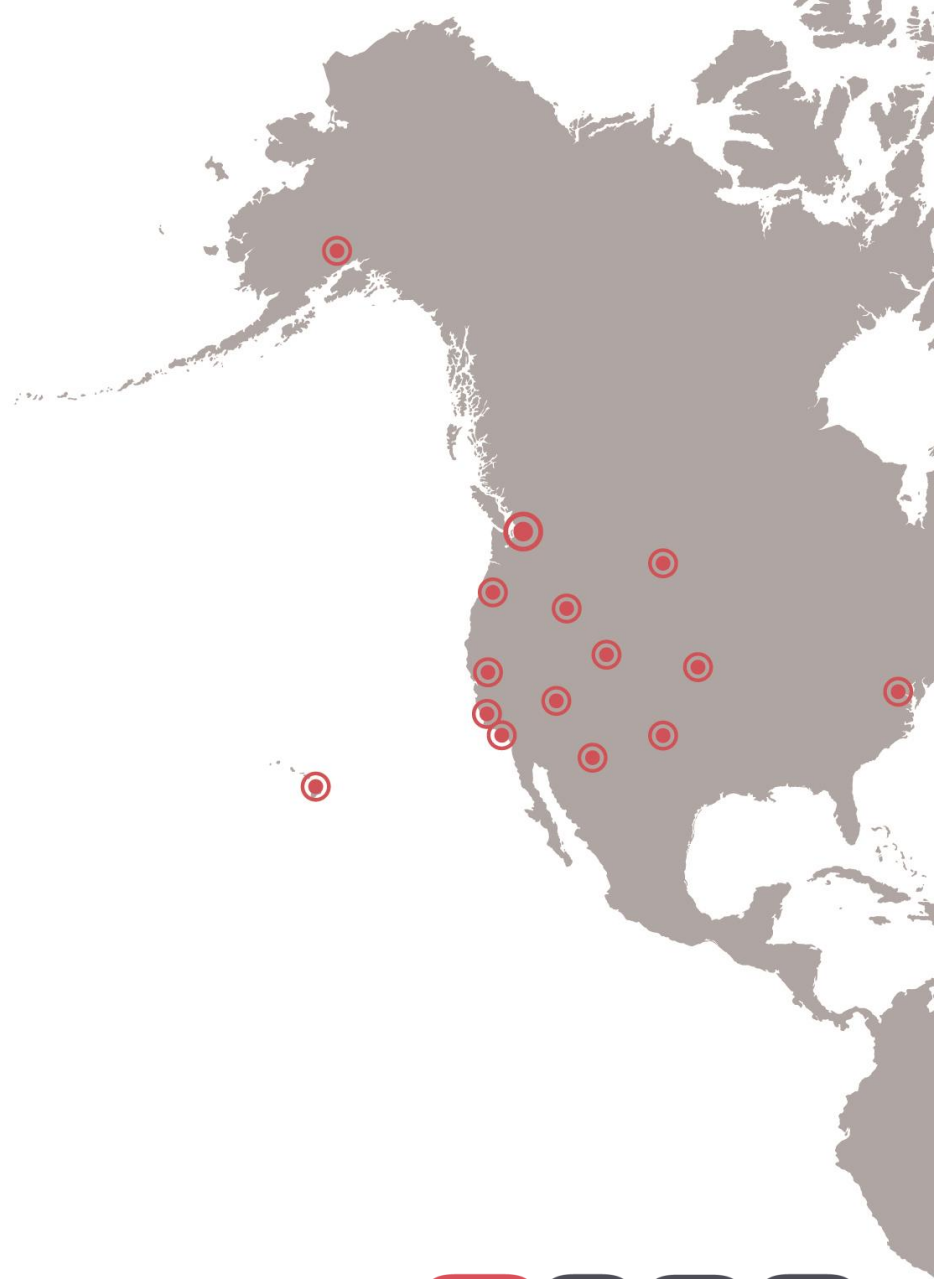


While residents are concerned about all property taxes being high, there is somewhat less tax sensitivity when it comes to taxes that go towards education.

Tax Sensitivity – Local Property Taxes



The Ballot Proposition



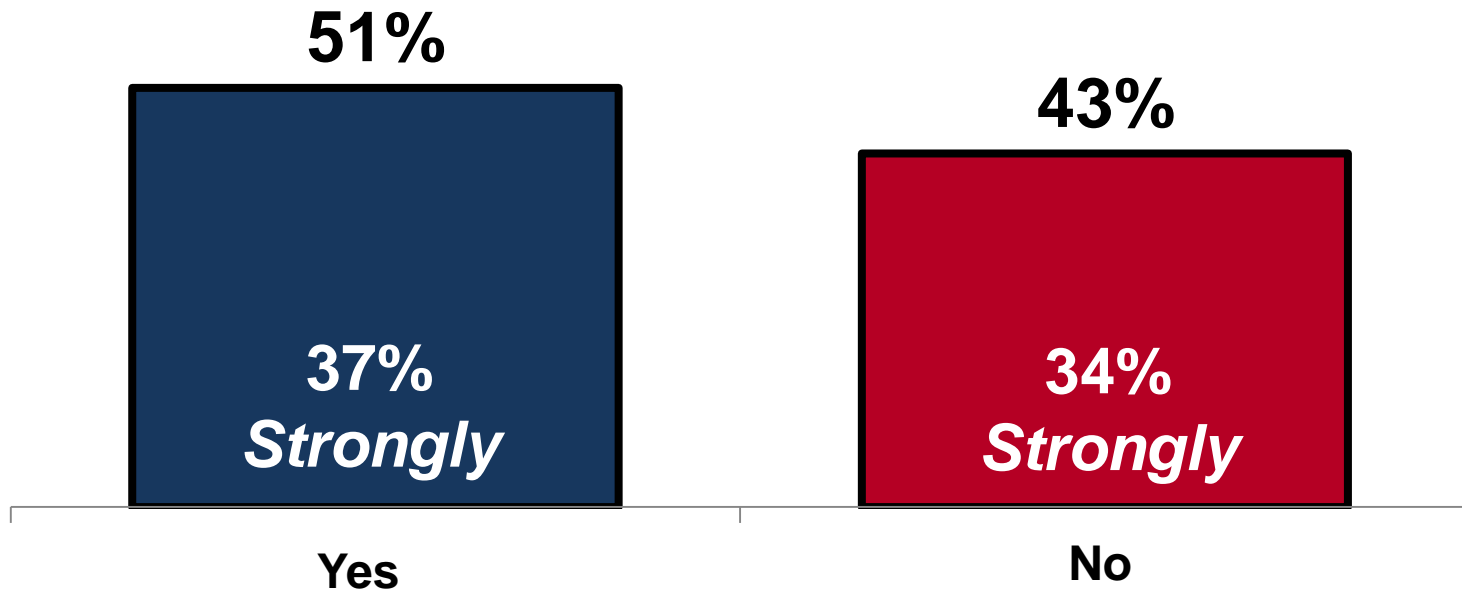
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Ballot Proposition Question

“Elmhurst School District 205 is considering a ballot proposition that would build and equip two school buildings to replace the Field and Lincoln Elementary School Buildings, build and equip additions to and alter, repair and equip existing buildings including but not limited to improving security, energy-efficiency and technology infrastructure, providing STEM (science, technology, engineering and math) facilities and adding classrooms for full-day kindergarten, improve school sites across the district. The ballot proposition would cost a total of one hundred and sixty-eight and a half million dollars (\$168,500,000).”

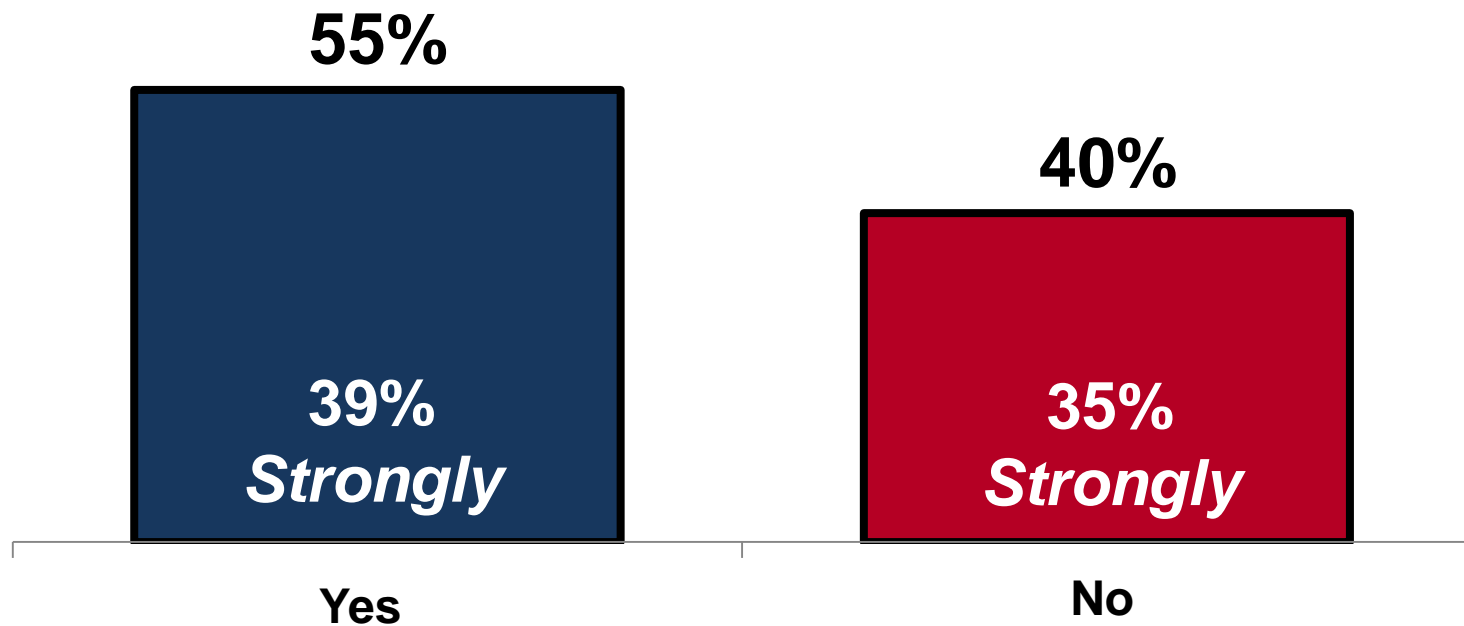
To begin, residents are split over whether the district should consider the ballot proposition. Intensity is also split.

Now let me ask you, do you think the district should consider doing this or not?



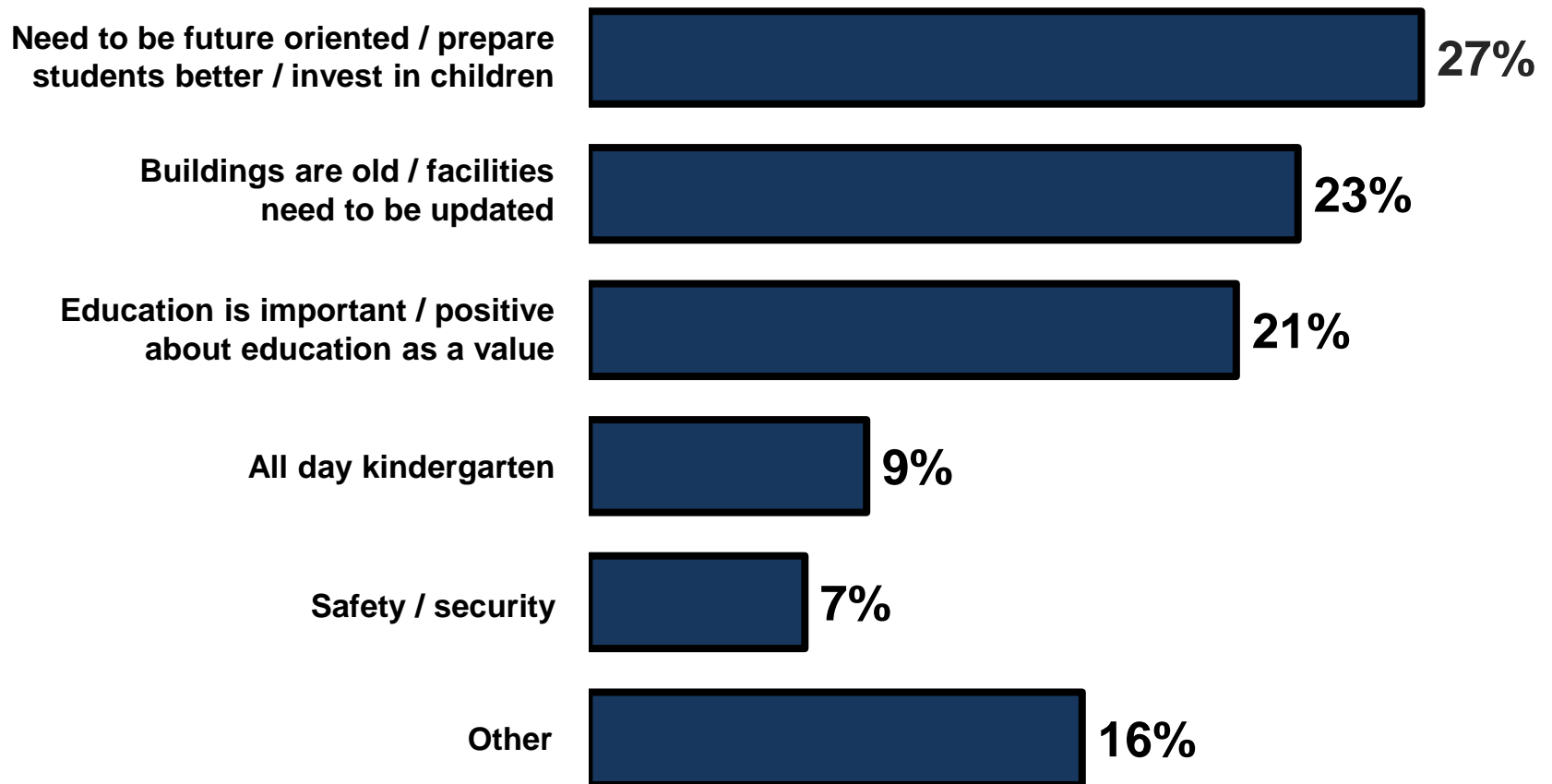
After hearing about the tax impact, more residents are supportive of the district considering the proposal.

This proposal would increase property taxes in Elmhurst School District 205 by twenty-nine dollars and eighty cents per year per 100,000 dollars of home value, or 149 dollars per year on a \$500k home. Knowing this, do you think the district should consider doing this or not?



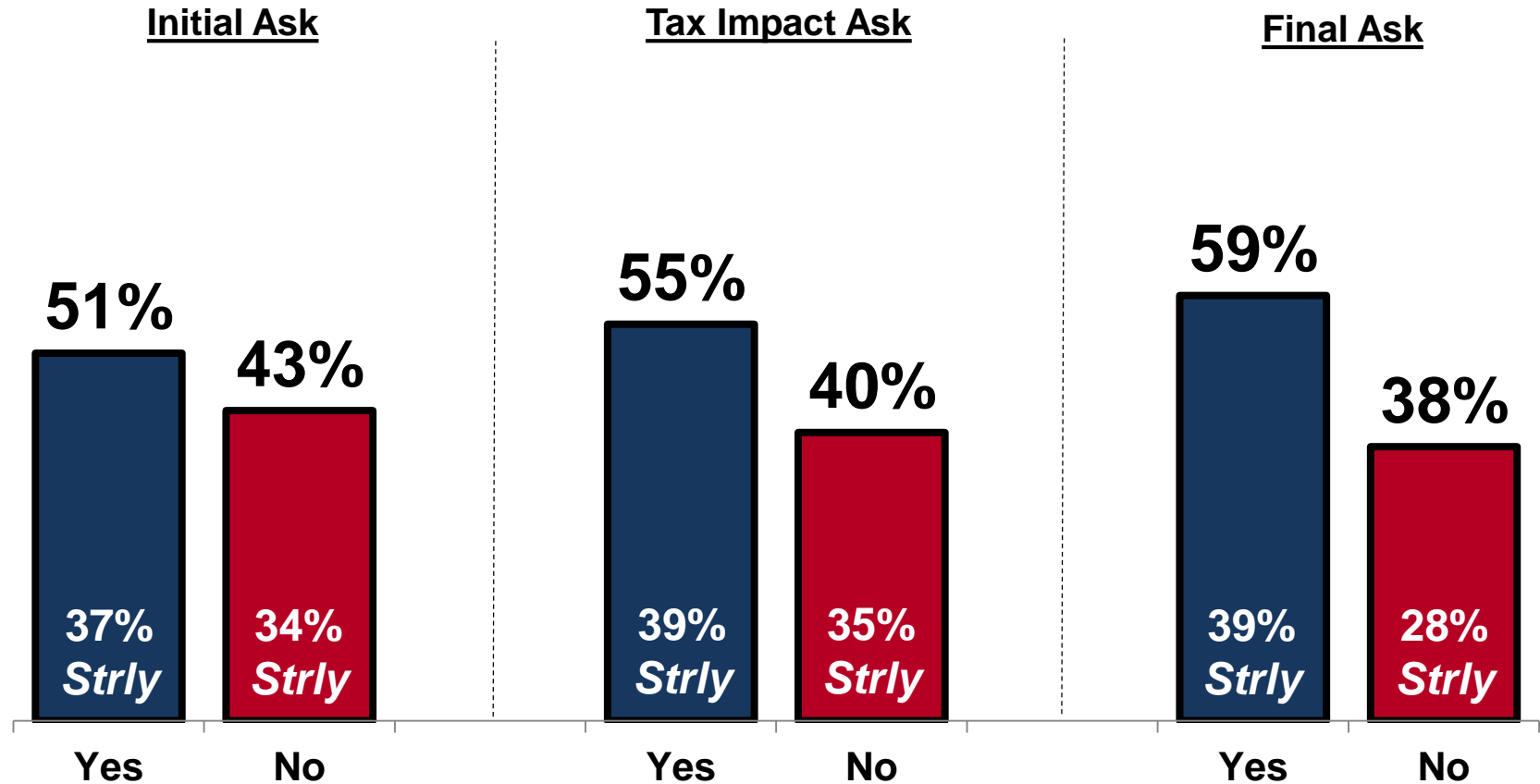
Those who champion the idea are most likely to do so because they believe in a need to invest in children, that buildings/facilities are old, and that education is important.

Please tell me what you believe is the most important reason that the district should consider this ballot proposition.



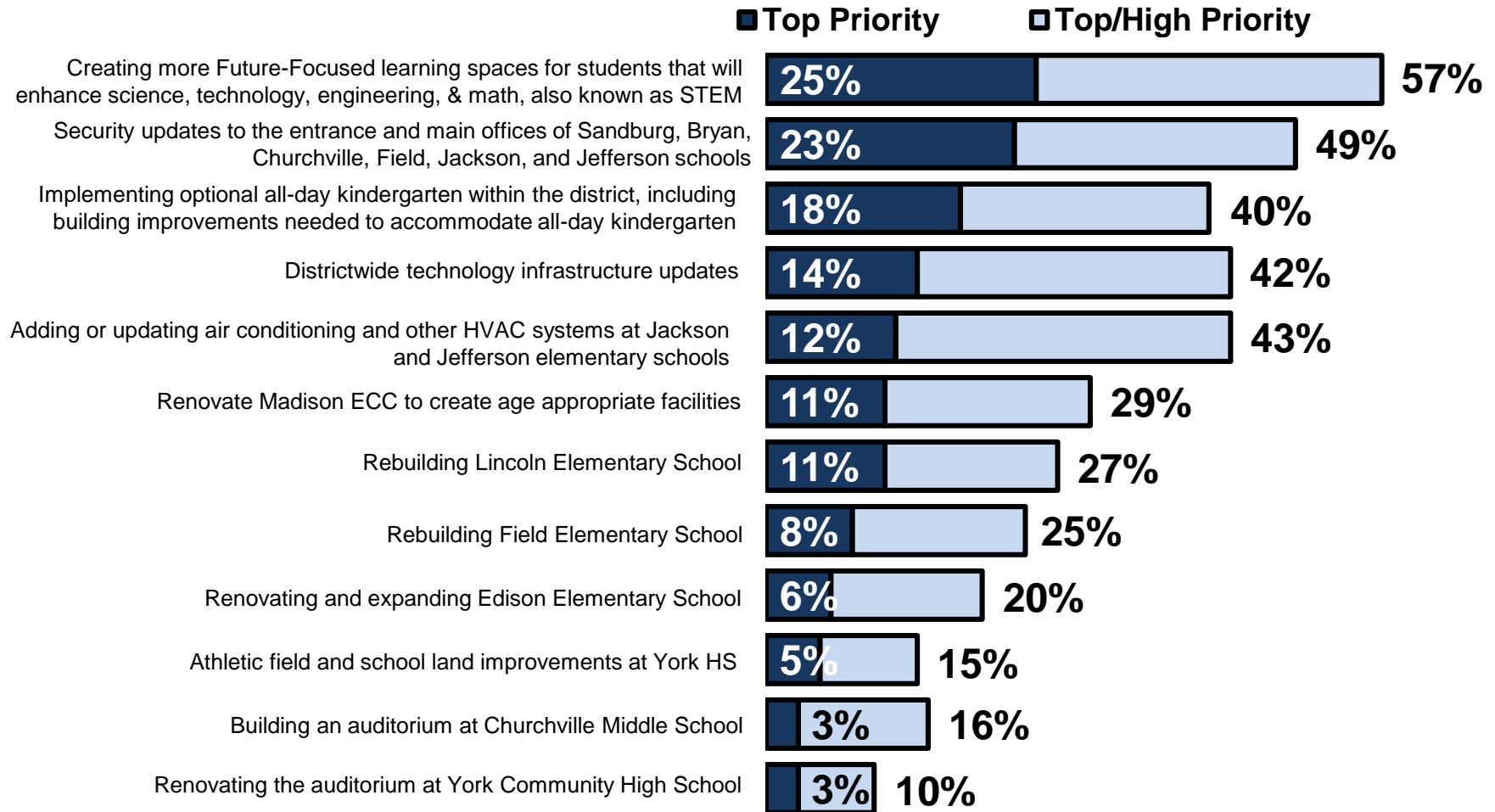
The share of residents who believe the district should consider the ballot proposition grows over the course of the survey, though intensity of support remains unchanged.

Ballot Proposition



Future-Focused learning spaces as well as security updates are the highest priorities for residents. Neither auditorium project is much of a priority.

Proposition Components



Access and equity is by far the strongest statement of support. Security is also an important talking point.

Positive Statements

■ Much More □ Total More

[ALL ACCESS] All Elmhurst School District students should be given the same opportunities regardless of their backgrounds or family's income. These projects will make improvements to every school in our district so that all students have the same opportunities and a top-quality education.



[SECURITY] These projects will enhance the safety and security of students and staff. Funding security improvements by upgrading entrances will help ensure our children are safe in case of emergency.



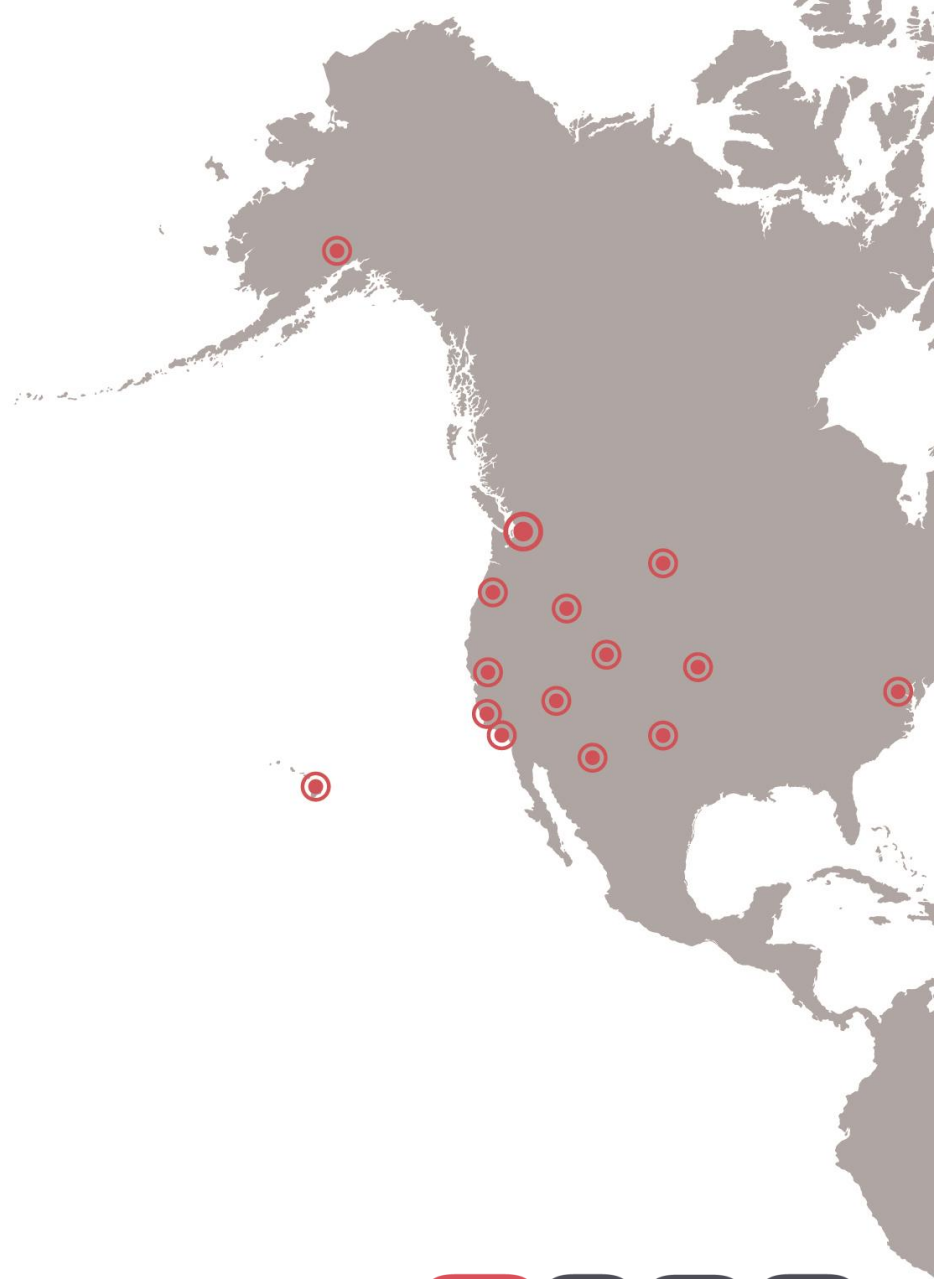
[SMART INVESTMENT] Investing in schools now is a smart, efficient, long-term approach to making sure our kids have good schools. It prioritizes our schools' most urgent needs and saves money in the long run by addressing problems now when they are cheaper to fix.



[MASTER PLAN] These projects are part of a long-term Master Facilities Plan. The District has studied and sought feedback from the community to plan ahead for the next 25 years.



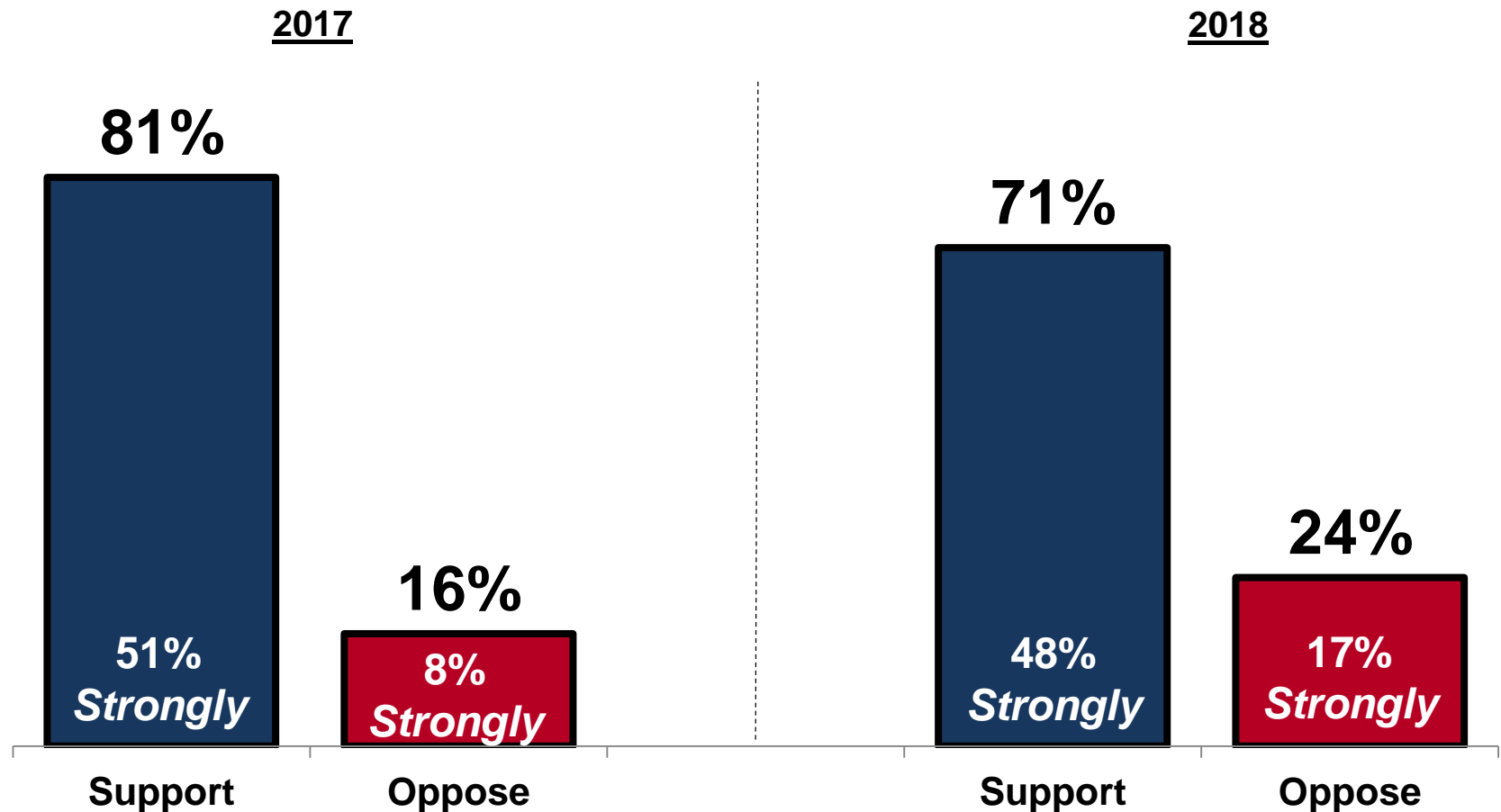
All Day Kindergarten



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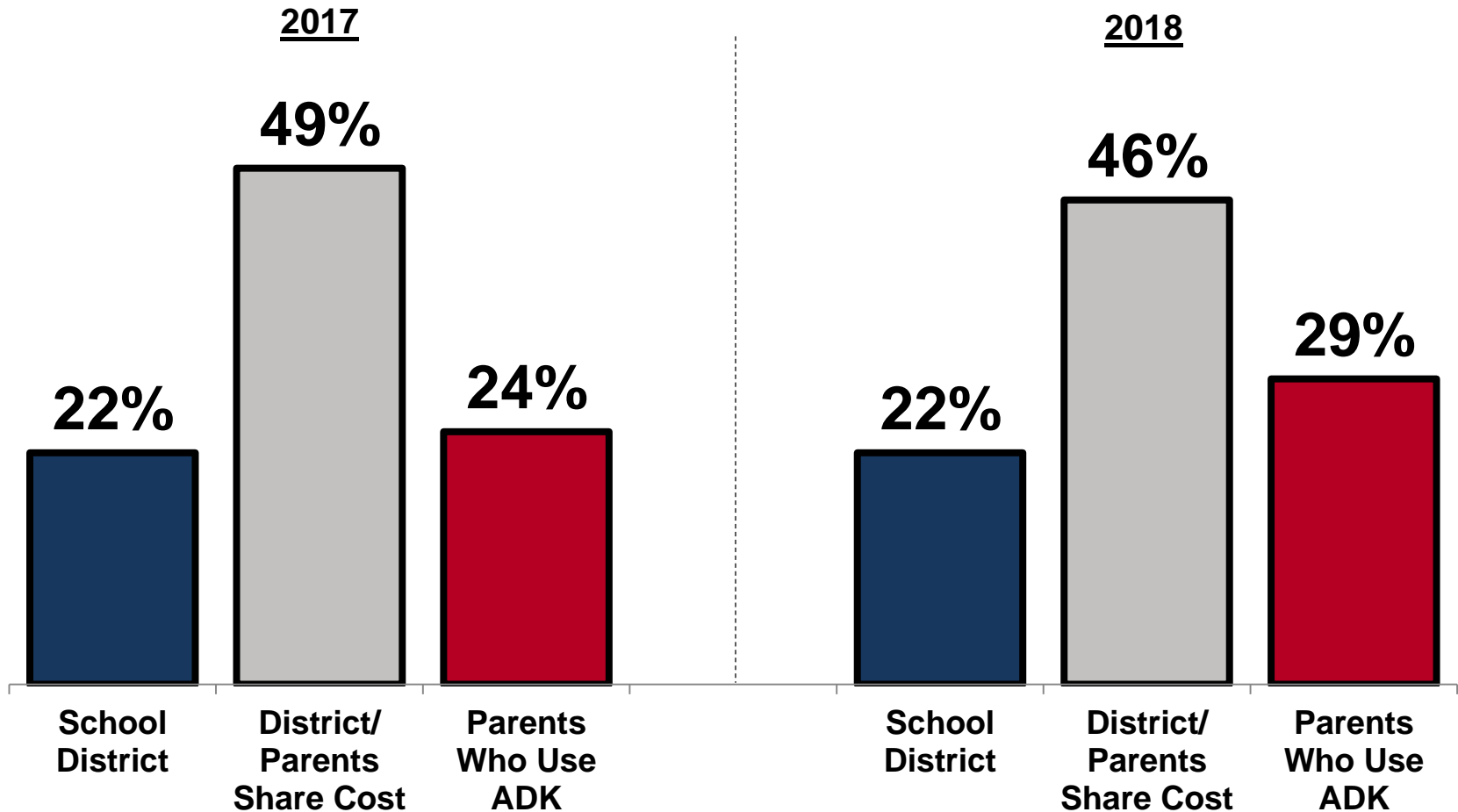
Support remains high as compared to 2017. Intensity is also maintained.

Would you support or oppose the district offering access to all day kindergarten to all incoming students?



The preferred funding mechanism of these additional costs also remains consistent from 2017.

Financial Responsibility





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