



Northbrook School District 28

Community Survey Executive Summary

November 2024

In November 2024, Creative Entourage conducted an online survey of residents in Northbrook School District 28. The purpose of the survey was to better understand area residents' perceptions of and priorities for the District. One thousand one hundred (1100) respondents completed the survey, and results are weighted by gender and parent/non-parent.

Perceptions of the District

When asked to grade public schools across the state of Illinois, two in five (39.6%) rated schools in the state an "A" (11.6%) or "B" (28.0%), while one in ten (10.5%) graded Illinois schools "D" or "Fail."

More than four in five (85.6%) respondents rated Northbrook District 28 an "A" (57.6%) or "B" (28.0%), and very few (2.9%) rated the District "D" or "Fail."

Respondents were also asked about their familiarity with "with the recently held Building Tomorrow Together Community Workshops that were held at Northbrook Junior High." About two in five (41.5%) were very (16.2%) or moderately (19.3%) familiar with the meetings or said they had attended (6.0%). More than half said they were not very (22.4%) or not at all (36.1%) familiar with the workshops.

Statements about the District

Respondents were presented with several “statements that people might make about District 28” and asked to indicate how strongly they agreed or disagreed with each. Respondents were most likely to agree with statements about the importance of the District to the community and the value they receive from the District.

- Supporting our elementary district is one of the best things we can do to protect our property values and the investment we’ve made in our home. (82.9%, strongly/somewhat agree)
- We get excellent value in education for the taxes we pay to District 28. (81.8%)
- I’m willing to pay more in taxes to keep our elementary schools competitive with other schools in our area. (63.3%)
- I trust District 28 leadership to make the right decisions about improving our school district. (56.8%)
- People like me can’t afford higher property taxes, no matter how good the cause. (46.7%)
- Our schools look fine on the outside. But when you go inside, you can see problems with crowding and out-of-date classrooms. (44.1%)
- We are falling behind area districts in providing up-to-date elementary schools. (33.0%)
- Our school facilities are fine just the way they are. Nothing needs to be done to improve them. (31.2%)

Priorities for the District

When asked to place priorities on “facility improvements that are under consideration,” safety, security, accessibility and infrastructure were among those most likely to be cited as high priorities by respondents.

- Safety and security upgrades including secure entrances and updating fire, sprinkler and PA systems (60.1%, high priority)
- Facilities are accessible to all students (54.9%)
- Repair and renovation of building conditions -- things like roofs, windows, doors, and electrical, plumbing and heating and cooling systems (49.8%)
- Classrooms that accommodate best practices in curriculum and instruction (46.5%)
- Added classrooms to alleviate overcrowding (43.8%)
- Added classrooms to eliminate the need for special-subject teachers to travel from class to class with a cart because they don’t have their own classroom (25.3%)

- Adequate cafeteria space (24.9%)
- Improved energy efficiency and sustainability (24.6%)
- Additional space for small-group and individualized instruction (21.5%)

Respondents were also told that “studies show that it is cost-effective to replace, rather than repair, Meadowbrook Elementary School. Renovation and repair of that school costs 64% of the price of new construction. New construction results in a school with minimal maintenance and repair costs for 20 to 30 years.” When then asked whether they would support new construction for Meadowbrook as part of the facility improvement plan, a majority (52.3%) favored this approach, while three in ten (29.7%) were opposed.

Statements About a Possible Proposal

When asked about how strongly they agreed or disagreed with several “statements people might make about a possible bond proposal to improve District 28 schools,” respondents were most likely to agree with statements that touched on the future benefits to the community and the need to accommodate current best practices.

- Investing in improved school buildings now will benefit future generations of students and homeowners. (79.7%, strongly/somewhat agree)
- While education has changed, our buildings have not. It is important to make these upgrades so our schools can accommodate today’s best practices in curriculum and instruction. (64.7%)
- Our district has been a good steward of tax dollars, living within its means and maintaining buildings with no debt for 40+ years. But many things about our buildings have reached the end of their useful life. It’s time for a comprehensive building improvement program. (59.3%)
- Our schools are crowded and a moderate increase in enrollment is on the way. We need to make these upgrades for today’s and tomorrow’s students. (59.1%)
- People have a choice where they live. We have great neighborhoods, but if we don’t upgrade our schools, property values will suffer when people decide to live in other school districts. (59.0%)
- If we pass this proposal now, we can start a long-range building improvement cycle and fund the replacement and renovation of schools without an additional tax rate increase. (56.8%)
- For a median home value of \$500,000, the cost of this proposal is \$1.88 a day. That’s a short trip on the tollway and not much to pay for high-quality schools. (53.6%)

- Part of the cost of facility improvements will be covered by \$20 million of funding from the district to offset the total cost. (50.8%)
- Walk through any building during the school day and you'll see overcrowded schools, teachers on carts, inadequate cafeteria space and out-of-date labs. It's time for these upgrades. (47.0%)
- Our schools and kids are fine. We should leave well enough alone and not increase our taxes. (36.7%)
- I'm voting no on any plan that includes construction of new elementary schools. (30.7%)

Possible Bond Proposal

Near the start of the survey, respondents were told that "District 28 is considering a \$94.9 million bond proposal to replace Meadowbrook Elementary and improve all other district buildings by completing the projects identified in our facilities master plan including accessibility, safety and security, maintenance and updates that support student learning." When asked how strongly they would favor or oppose such a proposal, a majority (51.1%) said they would favor such a proposal, while three in ten (29.9%) were opposed.

When told that "this proposal would cost the owner of a \$500,000 house an estimated \$685 per year or about \$57 per month," two in five (43.2%) indicated that they favored the proposal, while a similar percentage (41.3%) were opposed.

Near the end of the survey, respondents were asked to reconsider a possible \$94.9M District bond proposal, and fewer than half (45.8%) answered that they favored a proposal. More than a third (36.8%) said that they were opposed.

**Northbrook School District 28
Community Survey
November 2024**

Overview of Data

In November 2024, Creative Entourage conducted an online survey of residents in Northbrook School District 28. The purpose of the survey was to better understand area residents' perceptions of and priorities for the District. One thousand one hundred (1,100) respondents completed the survey, and results are weighted by gender and parent/non-parent. Complete results of every question asked are below.

	%
Students are often given the grades A, B, C, D, and A	11.6%
Fail to denote the quality of their work. Suppose the B	28.0%
public schools across Illinois were graded in the C	30.8%
same way. What grade would you give the public D	6.5%
schools in the state of Illinois? Fail	4.0%
Other, don't know	19.1%

	%
What about your local elementary school district? A	57.6%
What grade would you assign to Northbrook District B	28.0%
28? C	6.9%
D	1.4%
Fail	1.5%
Other, don't know	4.7%

		%
District 28 is considering a \$94.9 million bond proposal to replace Meadowbrook Elementary and improve all other district buildings by completing the projects identified in our facilities master plan including accessibility, safety and security, maintenance and updates that support student learning. If this proposal was on the ballot, is it something you would...	Strongly favor	26.3%
	Favor	24.8%
	Oppose	12.5%
	Strongly oppose	17.4%
	Undecided	16.2%
	Other, don't know	2.9%
	<i>Total favor</i>	<i>51.1%</i>
	<i>Total oppose</i>	<i>29.9%</i>

		%
This proposal would cost the owner of a \$500,000 house an estimated \$685 per year or about \$57 per month. Knowing this, is the proposal something you would...	Strongly favor	17.9%
	Favor	25.3%
	Oppose	17.0%
	Strongly oppose	24.3%
	Undecided	14.4%
	Other, don't know	1.1%
	<i>Total favor</i>	<i>43.2%</i>
	<i>Total oppose</i>	<i>41.3%</i>

Next are statements that people might make about District 28. For each, indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

	<i>Strongly agree</i>	Strongly/ somewhat agree	Strongly/ somewhat disagree	Other, don't know
	%	%	%	%
Supporting our elementary district is one of the best things we can do to protect our property values and the investment we've made in our home.	42.8%	82.9%	15.4%	1.7%
People like me can't afford higher property taxes, no matter how good the cause.	19.9%	46.7%	49.4%	3.9%
I trust District 28 leadership to make the right decisions about improving our school district.	20.2%	56.8%	33.4%	9.8%
Our school facilities are fine just the way they are. Nothing needs to be done to improve them.	11.6%	31.2%	55.8%	13.0%
We are falling behind area districts in providing up-to-date elementary schools.	11.9%	33.0%	44.6%	22.4%
We get excellent value in education for the taxes we pay to District 28.	41.8%	81.8%	13.9%	4.3%
Our schools look fine on the outside. But when you go inside, you can see problems with crowding and out-of-date classrooms.	18.3%	44.1%	32.9%	23.0%
I'm willing to pay more in taxes to keep our elementary schools competitive with other schools in our area.	29.6%	63.3%	32.3%	4.4%

	%
How familiar are you with the recently held Building Tomorrow Together Community Workshops that were held at Northbrook Junior High?	
Attended	6.0%
Very familiar but not attended	16.2%
Moderately familiar	19.3%
Not very familiar	22.4%
Not at all familiar	36.1%

Next is a list of facility improvements that are under consideration. For each, indicate if you think it is a high priority, a medium priority, a low priority or not a priority at all.

	High priority	Medium priority	Low priority	Not a priority at all	Other, don't know
	%	%	%	%	%
Added classrooms to alleviate overcrowding	43.8%	31.1%	13.7%	6.3%	5.1%
Safety and security upgrades including secure entrances and updating fire, sprinkler and PA systems	60.1%	26.0%	7.0%	3.3%	3.6%
Repair and renovation of building conditions — things like roofs, windows, doors, and electrical, plumbing and heating and cooling systems	49.8%	38.2%	5.9%	2.8%	3.4%
Adequate cafeteria space	24.9%	41.1%	23.6%	6.0%	4.5%
Classrooms that accommodate best practices in curriculum and instruction	46.5%	30.9%	11.4%	7.2%	4.0%
Facilities are accessible to all students	54.9%	27.1%	9.1%	4.6%	4.3%
Additional space for small-group and individualized instruction	21.5%	38.4%	24.7%	11.0%	4.3%
Added classrooms to eliminate the need for special-subject teachers to travel from class to class with a cart because they don't have their own classroom	25.3%	28.2%	27.8%	15.1%	3.6%
Improved energy efficiency and sustainability	24.6%	39.3%	21.4%	11.8%	2.9%

		%
Studies show that it is cost-effective to replace, rather than repair, Meadowbrook Elementary School. Renovation and repair of that school costs 64% of the price of new construction. New construction results in a school with minimal maintenance and repair	Strongly favor	23.1%
	Favor	29.2%
	Oppose	13.5%
	Strongly oppose	16.2%
	Undecided	14.3%
	Other, don't know	3.7%
	<i>Total favor</i>	<i>52.3%</i>
	<i>Total oppose</i>	<i>29.7%</i>

Next are statements people might make about a possible bond proposal to improve District 28 schools. For each, indicate if you...

	<i>Strongly agree</i>	Strongly/ somewhat agree	Strongly/ somewhat disagree	Other, don't know
	%	%	%	%
Investing in improved school buildings now will benefit future generations of students and homeowners.	45.3%	79.7%	16.6%	3.7%
Our district has been a good steward of tax dollars, living within its means and maintaining buildings with no debt for 40+ years. But many things about our buildings have reached the end of their useful life. It's time for a comprehensive building impro	25.9%	59.3%	28.3%	12.5%
I'm voting no on any plan that includes construction of new elementary schools.	18.7%	30.7%	56.9%	12.4%
Our schools are crowded and a moderate increase in enrollment is on the way. We need to make these upgrades for today's and tomorrow's students.	25.6%	59.1%	27.5%	13.4%
If we pass this proposal now, we can start a long-range building improvement cycle and fund the replacement and renovation of schools without an additional tax rate increase.	26.3%	56.8%	25.4%	17.8%
For a median home value of \$500,000, the cost of this proposal is \$1.88 a day. That's a short trip on the tollway and not much to pay for high-quality schools.	28.4%	53.6%	38.9%	7.5%
Our schools and kids are fine. We should leave well enough alone and not increase our taxes.	17.7%	36.7%	54.6%	8.7%
Part of the cost of facility improvements will be covered by \$20 million of funding from the district to offset the total cost.	26.3%	50.8%	10.7%	38.6%
While education has changed, our buildings have not. It is important to make these upgrades so our schools can accommodate today's best practices in curriculum and instruction.	29.8%	64.7%	28.3%	7.0%
People have a choice where they live. We have great neighborhoods, but if we don't upgrade our schools, property values will suffer when people decide to live in other school districts.	29.8%	59.0%	37.9%	3.1%
Walk through any building during the school day and you'll see overcrowded schools, teachers on carts, inadequate cafeteria space and out-of-date labs. It's time for these upgrades.	22.6%	47.0%	31.9%	21.0%

		%
As mentioned earlier, District 28 is considering a \$94.9 million bond proposal to replace Meadowbrook Elementary and improve all other district buildings by completing the projects identified in our facilities master plan including accessibility, safety and security, maintenance and updates that support student learning and what students need to be prepared for high school. This proposal would cost the owner of a \$500,000 house an estimated \$685 per year or about \$57 per month. If this proposal was on the ballot, is it something you would...	Strongly favor	20.7%
	Favor	25.1%
	Oppose	13.8%
	Strongly oppose	23.0%
	Undecided	14.4%
	Other, don't know	3.0%
	<i>Total favor</i>	<i>45.8%</i>
	<i>Total oppose</i>	<i>36.8%</i>

	%
How long have you lived in District 28?	
0-2 years	5.2%
3-5 years	12.5%
6-10 years	15.0%
11-20 years	19.9%
20+ years	46.3%
Other, don't know	1.1%

	%
Indicate below what describes you best. (Check as many as apply)	
Parent/guardian with children 18 or younger	35.7%
Parent/guardian with children in a District 28 school	33.8%
Parent/guardian with children older than 18	37.1%
District 28 staff	8.5%
Resident of District 28	70.0%

	%
In which of the following age groups are you?	
18-34	4.3%
35-49	35.2%
50-64	29.5%
65-74	14.8%
75 or over	11.3%
Prefer not to answer	5.0%

	%
In which attendance area do you live?	
Westmoor	24.1%
Greenbriar	29.7%
Meadowbrook	43.4%
Other, don't know	2.7%

	%
Are you... Prefer to self describe	.4%
Male	45.8%
Female	45.7%
Prefer not to answer	8.2%