

Hawthorn School District 73 Baseline

Key findings from a survey of 143 registered voters, with 31 cell phone interviews, in Hawthorn School District 73, Illinois October 29- November 1, 2016.

Jim Hobart
jimh@pos.org



**PUBLIC OPINION
STRATEGIES**

Project #161254

Methodology

Public Opinion Strategies is pleased to present the key findings of a telephone survey conducted in Hawthorn School District 73, Illinois. The survey was completed October 29-November 1, 2016, among 143 registered voters, with 31 cell phone interviews, and has a margin of error of $\pm 8.20\%$.

Jim Hobart was the principal researcher on this project. Kyle Clark was the project director, and Christian McMullen provided analytical support.

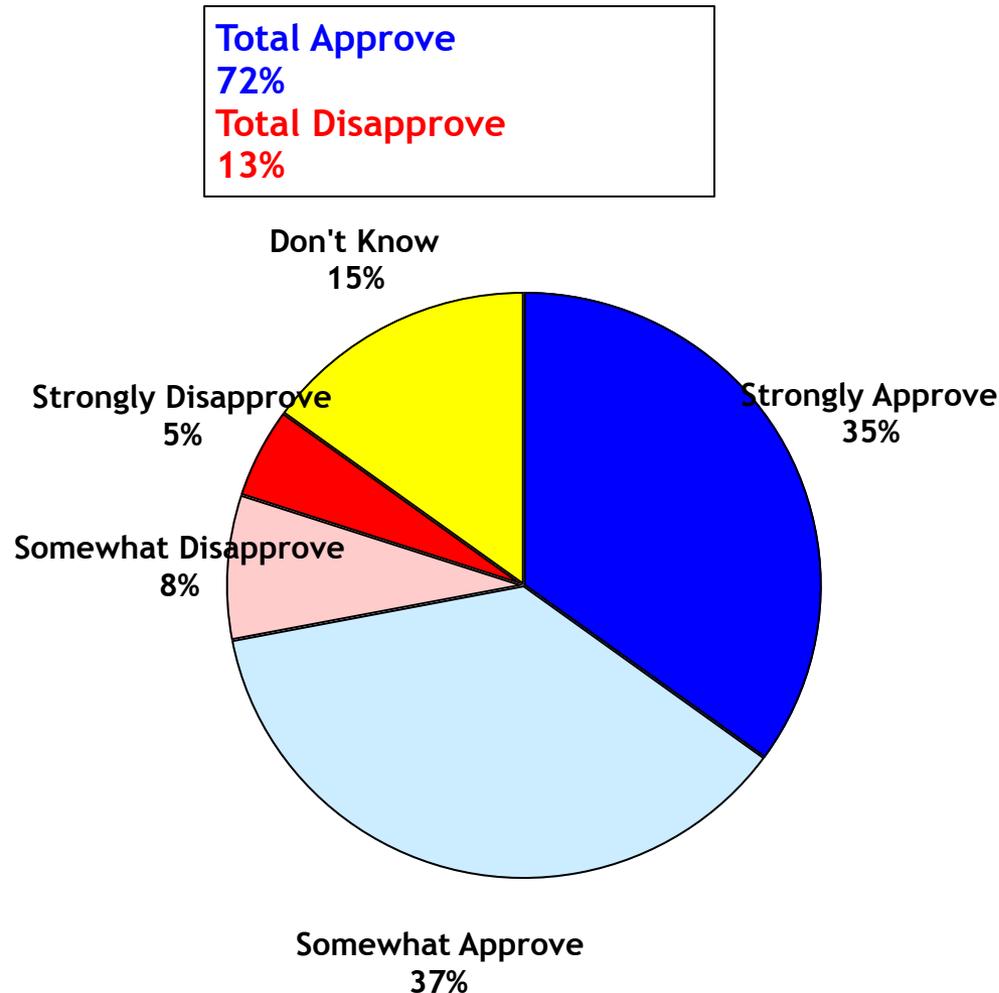




Political Environment

A strong majority of voters in Hawthorn SD-73 approve of the job the District is doing.

“And, thinking about Hawthorn School District 73, do you approve or disapprove of the job the District is doing?”

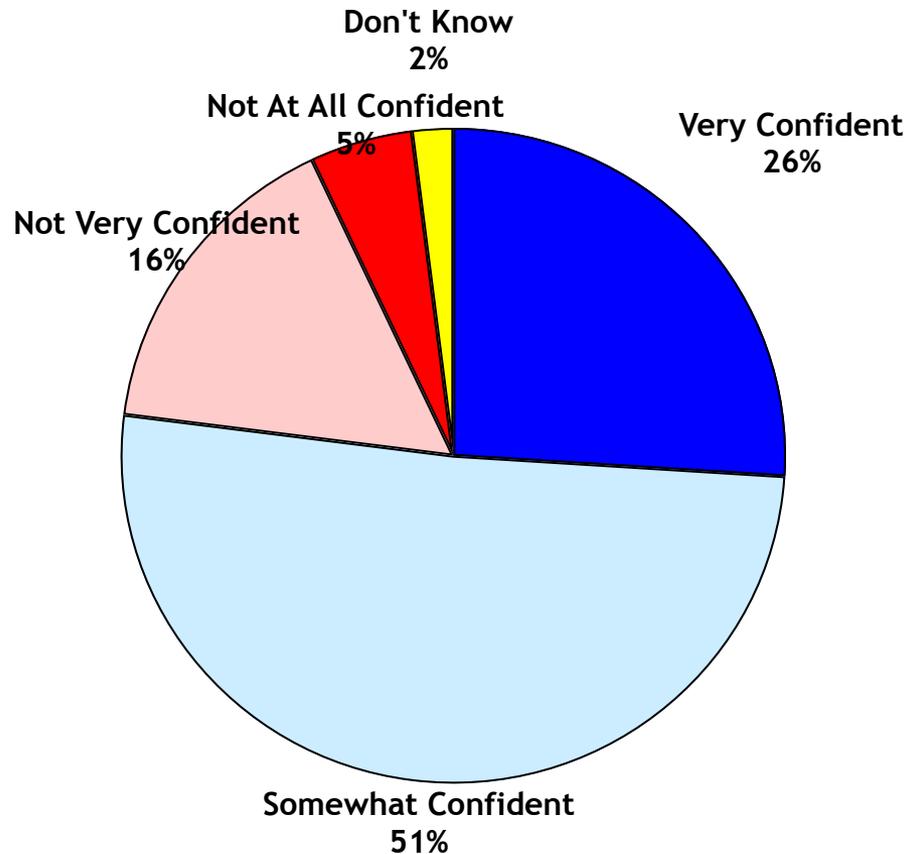


*Denotes Rounding

Voters are very confident the district is handling taxpayer money wisely.

How confident would you say you are that the Hawthorn School District 73 is handling taxpayer money wisely? Would you say you are...

Total Confident	76%*
Total Not Confident	21%

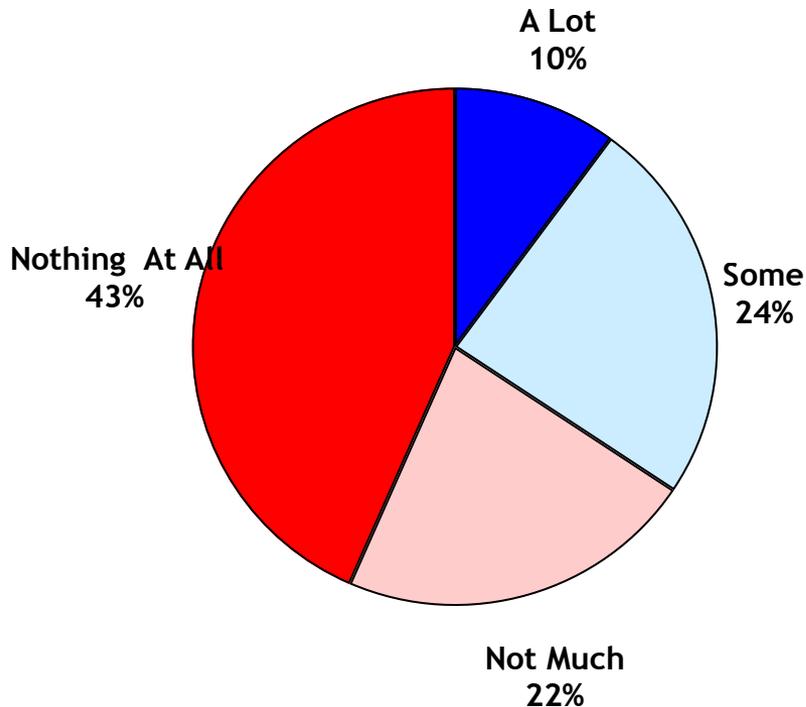


*Denotes Rounding

Only about one third of voters have heard a lot or some about the potential bond referendum.

“And, how much have you seen, read, or heard recently about the reasons for a potential bond referendum that would be used for school district improvements? Is it...”

Total A Lot/Some	34%
Total Not Much/Nothing At All	65%



Top Groups A Lot (10%)

Dads	21%
Children in District	21%
Children Pre-K-6th	19%
Children in Household	18%

Top Groups Nothing at All (43%)

Women 55+	60%
No Children in Household	59%
Ages 55-64	58%
GOP	54%
No Children in District	53%

*Denotes Rounding



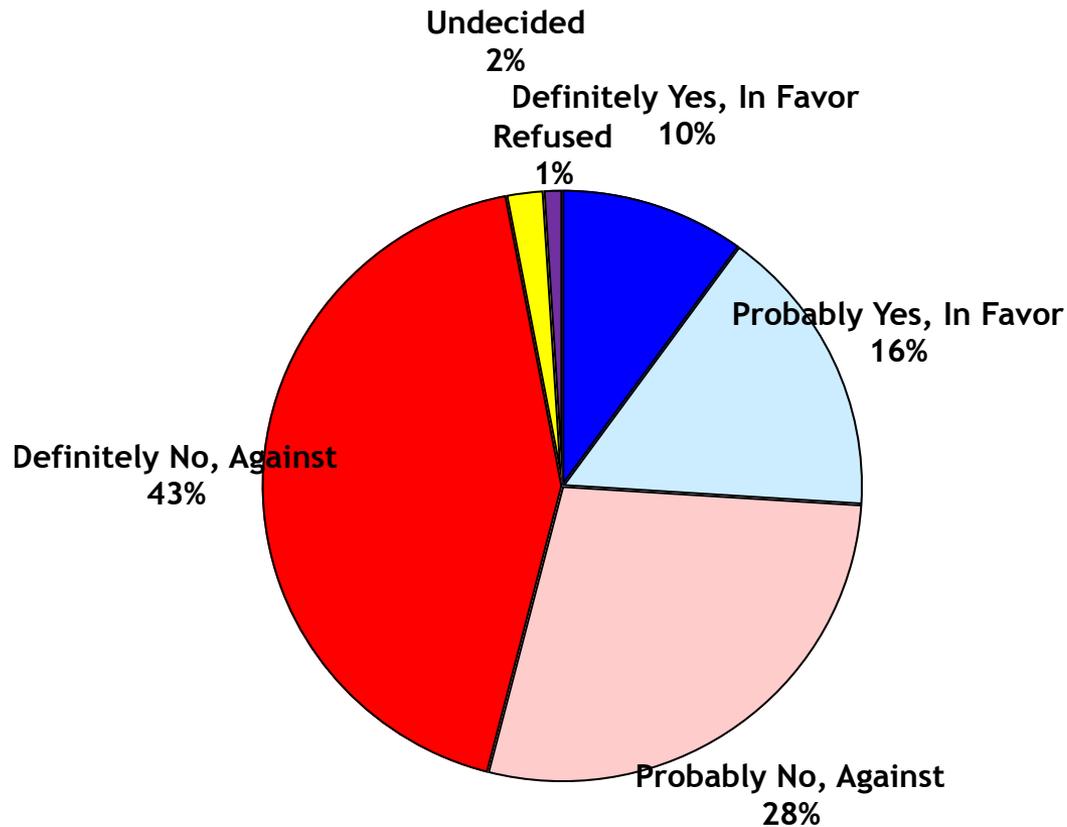
Referendum Options



There is strong opposition to the \$75 million dollar option.

“As you may know, there are several bond referendum proposals under consideration. These proposals are designed to address expected continued enrollment growth, with the district expected to add another 733 students in the next ten years. I am going to read you the cost and details of four different proposals. For each one, please tell me if you would vote YES in favor or NO against.”

Total Yes, In Favor 26%
Total No, Against 72%*

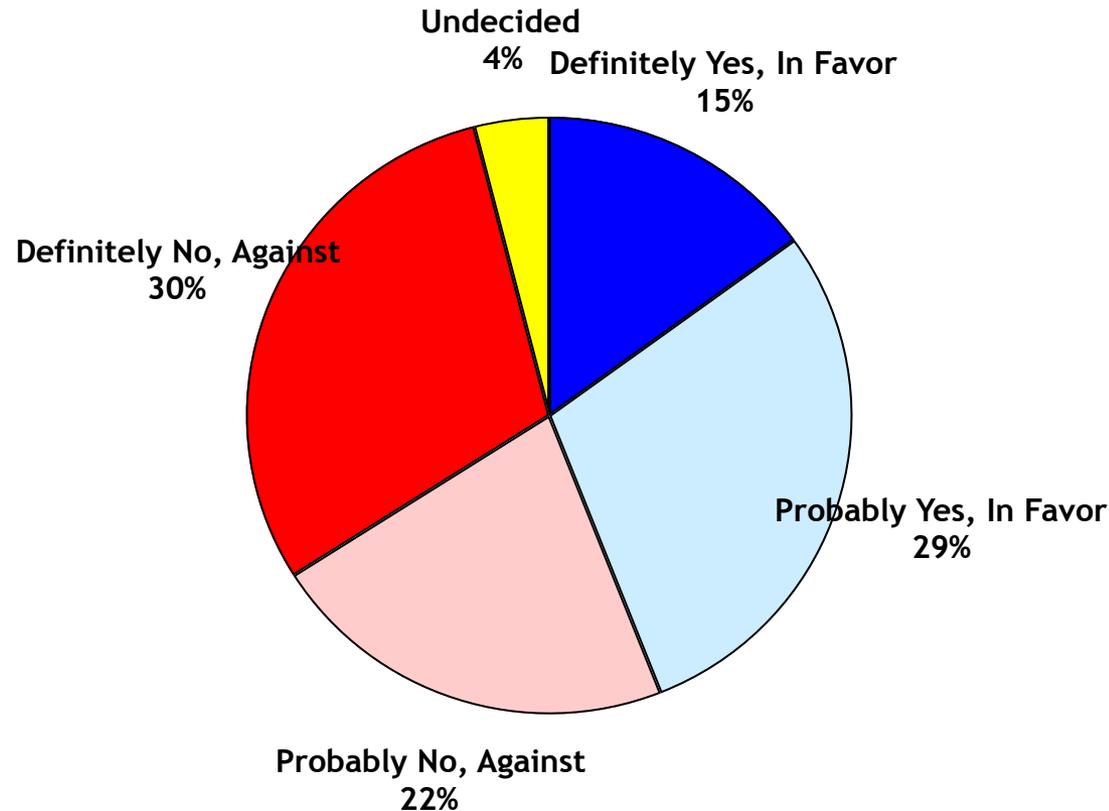


**Denotes Rounding*

There is substantially more support for the \$61.5 million dollar option.

“As you may know, there are several bond referendum proposals under consideration. These proposals are designed to address expected continued enrollment growth, with the district expected to add another 733 students in the next ten years. I am going to read you the cost and details of four different proposals. For each one, please tell me if you would vote YES in favor or NO against.”

Total Yes, In Favor 44%
Total No, Against 53%*

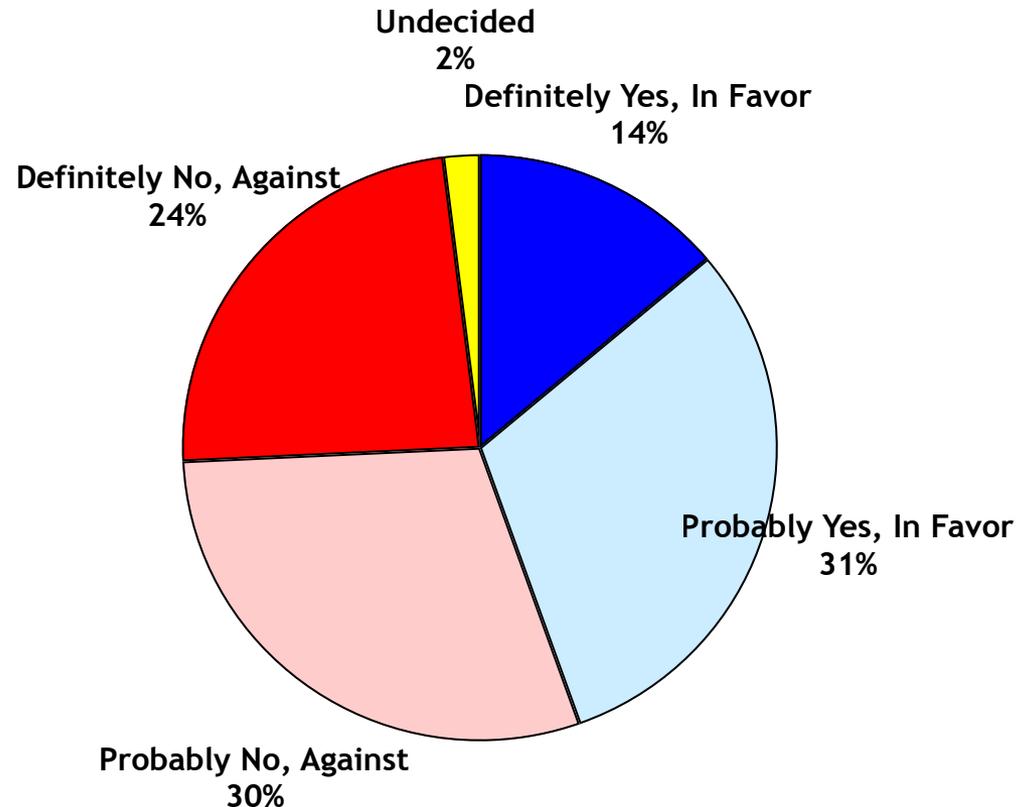


*Denotes Rounding

Support for the \$52.5 million dollar option is very similar to the \$61.5 million dollar option.

“As you may know, there are several bond referendum proposals under consideration. These proposals are designed to address expected continued enrollment growth, with the district expected to add another 733 students in the next ten years. I am going to read you the cost and details of four different proposals. For each one, please tell me if you would vote YES in favor or NO against.”

Total Yes, In Favor 45%
Total No, Against 53%*

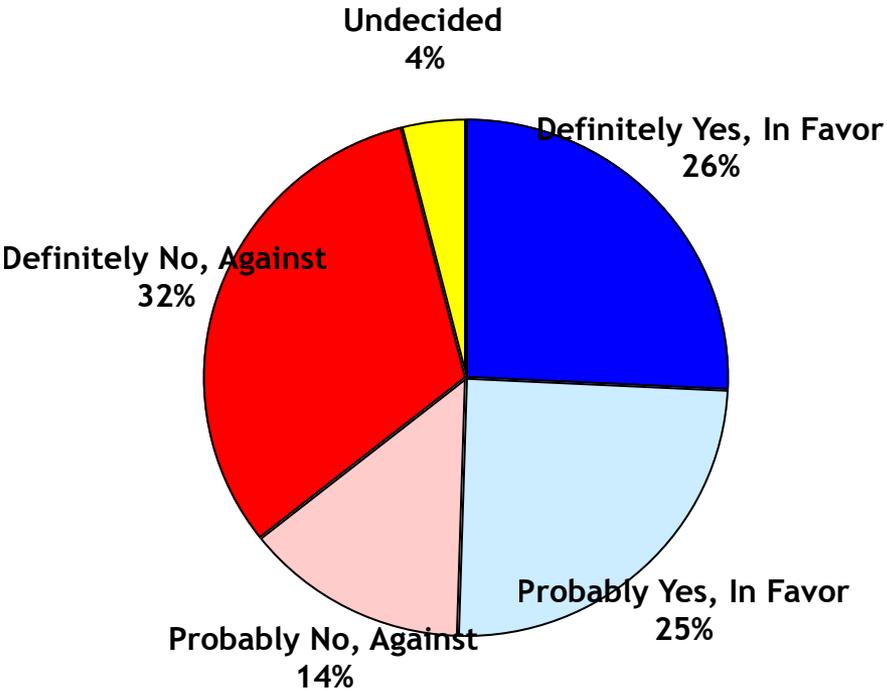


*Denotes Rounding

Voters currently narrowly favor the stay the course option.

“Knowing this, would you vote yes, in favor or no, against this proposal?.”

Total Yes, In Favor 51%
Total No, Against 45%*



Top Definitely Yes, In Favor (26%)

Men 55+	52%
GOP	41%
Ages 55-64	41%
Postgraduates	35%
Men With A Degree	35%
Men	34%

Top Definitely No, Against (32%)

Pre-K-6th Grade	47%
Age 18-44	44%
Independents	44%
Children in District	43%

**Denotes Rounding*

Those without children clearly back the stay the course measure.

Stay the course proposal by Children in Household

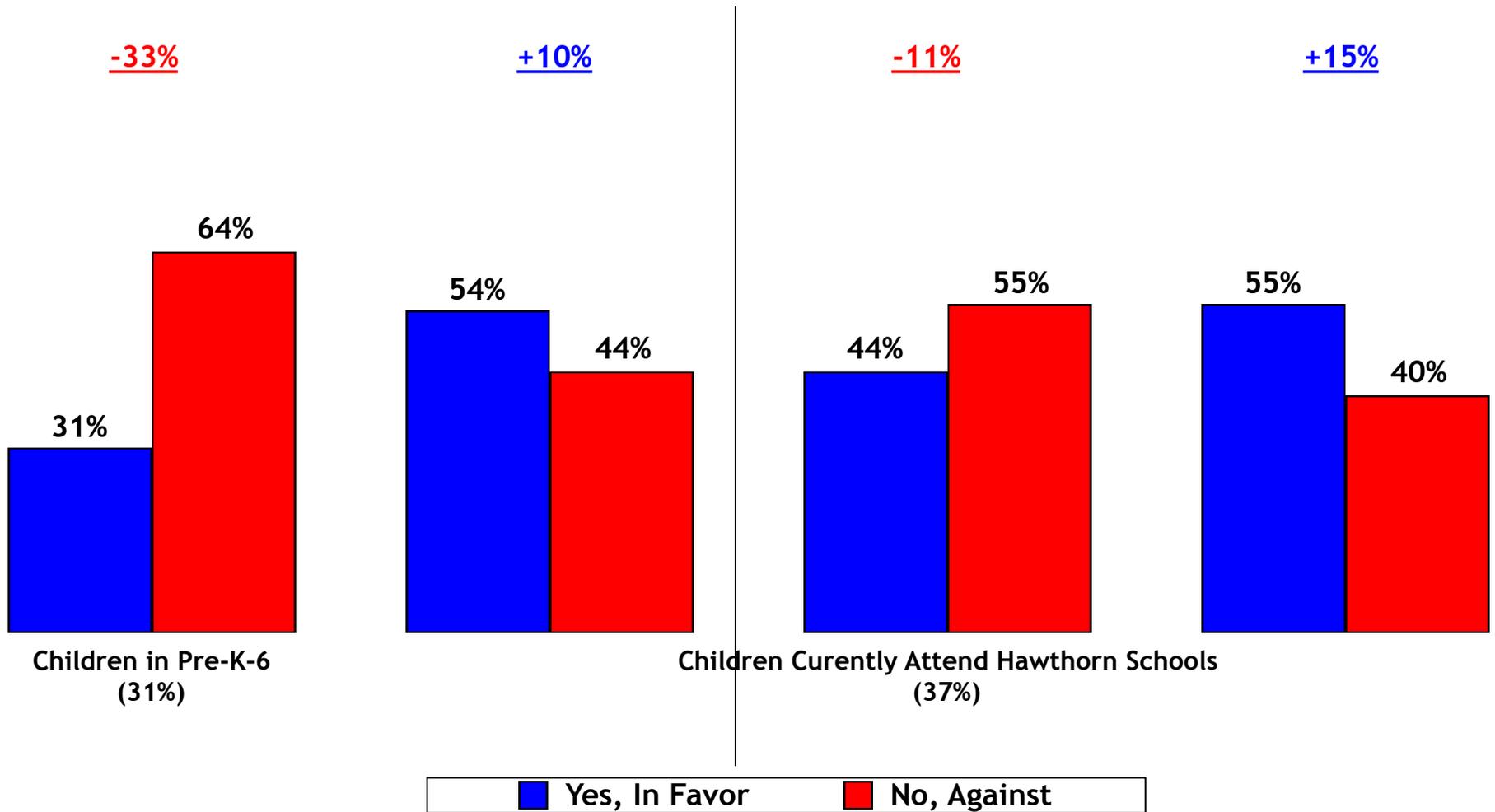


Table of All Referendum Proposals

Proposals	Definitely Yes, In Favor	Total Yes, In Favor	Total No, Against	Definitely No, Against
(Q5) \$75 Million	10%	26%	72%	43%
(Q6) \$61.5 Million	15%	44%	53%	30%
(Q7) \$52.5 Million	14%	45%	53%	24%
(Q8) Stay the Course	26%	51%	45%	32%

The Stay the Course measure boasts the most support but, half of voters prefer a proposal that would top fifty million dollars.

“And, now that you have heard all four proposals, which proposal do you MOST support?”

12%

The seventy-four million dollar proposal that would relocate both Elementary South and the dual language school.

22%

The sixty-one million dollar proposal that would build a new Elementary South.

16%

The fifty-two million dollar proposal that would build two IDEA centers, new parking facilities, and new recreation fields.

...or...

40%

The six million dollar stay the course proposal.



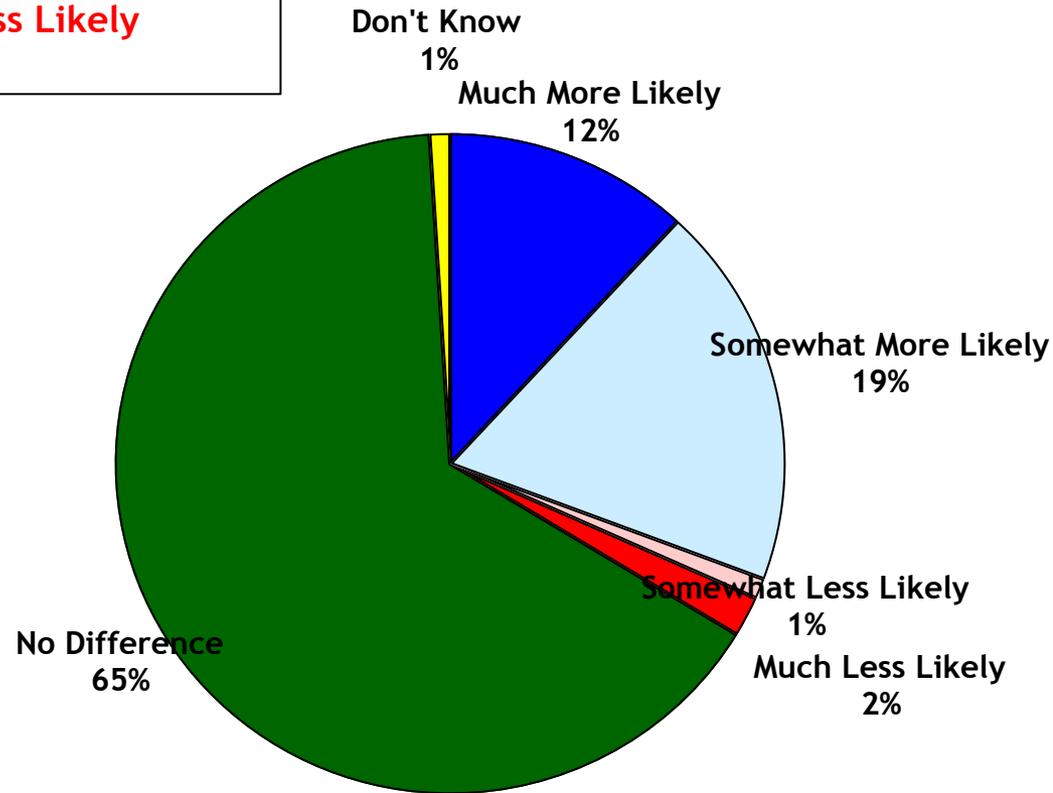
Message Testing



Contributing school funds is not a game changer to voters.

“Still thinking about this, would you be more likely or less likely to support one of these proposals if you learned that the school district will also be contributing money from their own funds, or would that make no difference to you?”

Total More Likely 31%
Total Less Likely 2%*

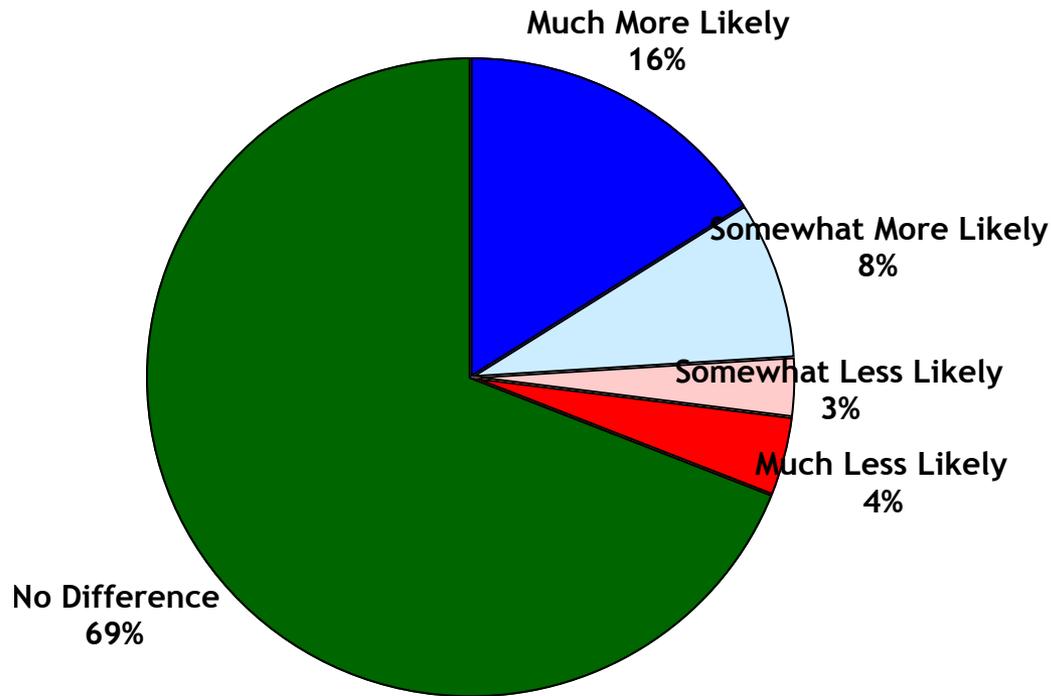


**Denotes Rounding*

Nor is the tax increase lasting only until 2024.

“Thinking specifically about taxes, after the year 2024, tax bills under ALL on campus and new elementary school options will DECREASE from the current tax levels due to retiring old debt. So, any potential tax increase would last for just seven years. Knowing this, are you more likely or less likely to support one of these proposals, or does this information make no difference to you?”

Total More Likely 24%
Total Less Likely 7%

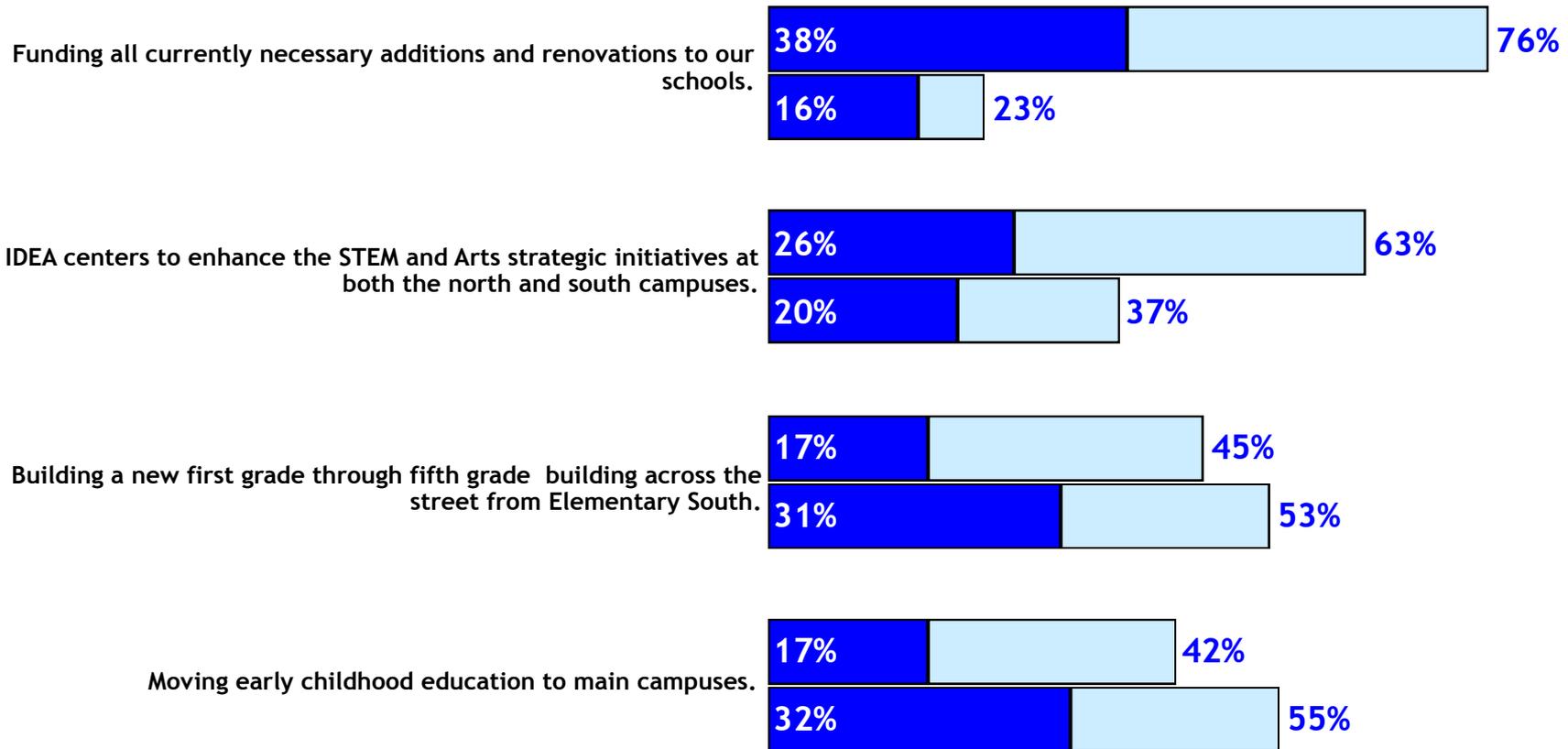


**Denotes Rounding*

Renovating the schools and adding IDEA centers are important to voters.

“I am going to read you various parts of the different proposals, and after I read each one, please tell me how important that part of one of the proposals is to you. Is it very important, somewhat important, not very important, or not at all important?”

Ranked by % Very Important

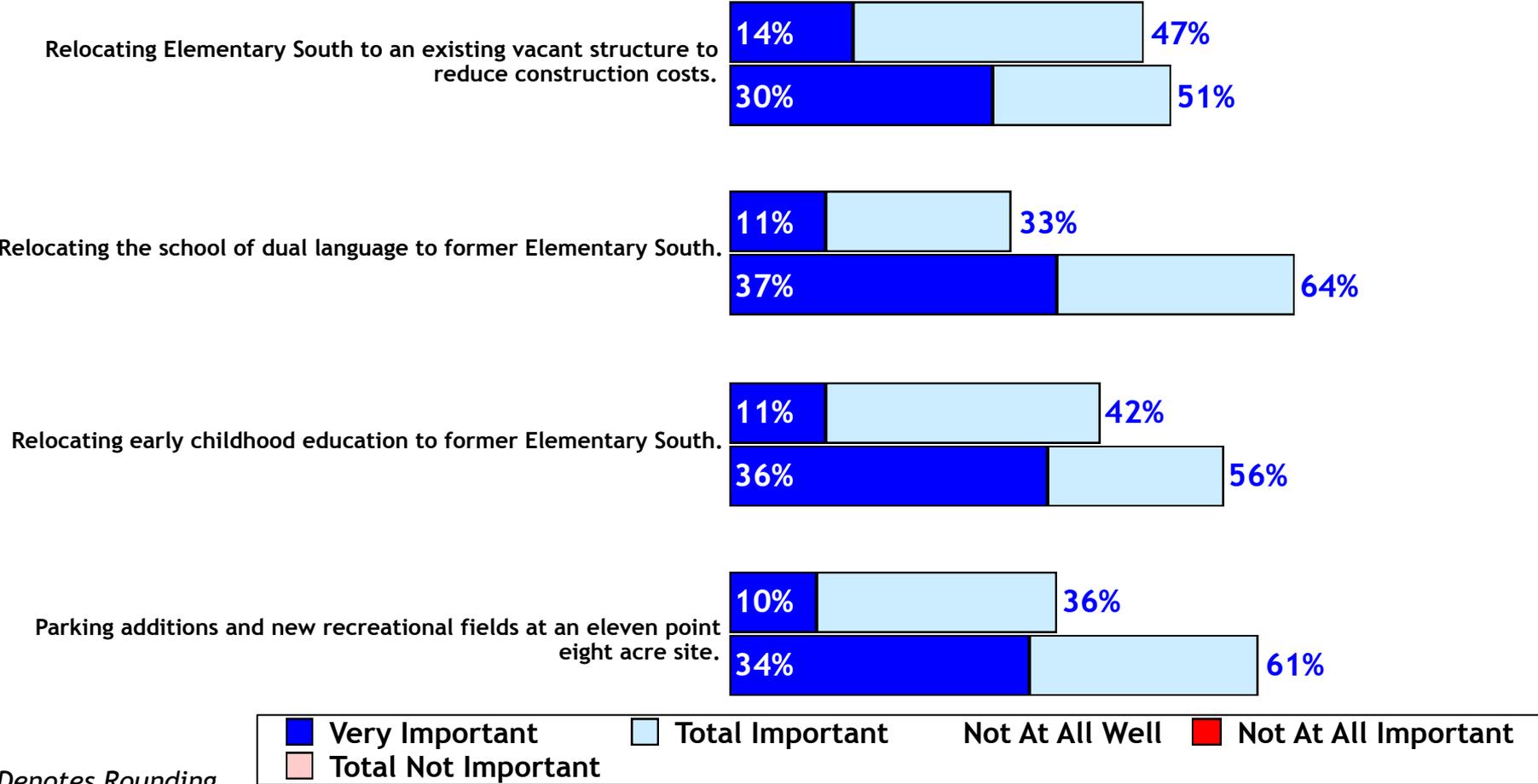


**Denotes Rounding.*

Relocating the school for dual language and accommodating for parking and recreation are least important to voters.

“I am going to read you various parts of the different proposals, and after I read each one, please tell me how important that part of one of the proposals is to you. Is it very important, somewhat important, not very important, or not at all important?”

Ranked by % Very Important



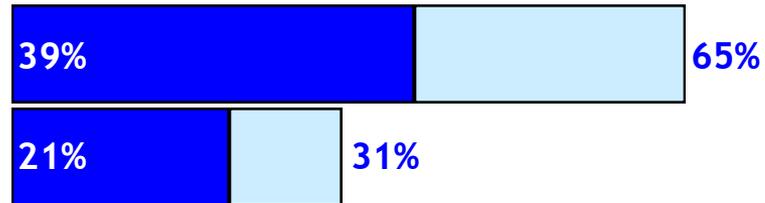
**Denotes Rounding.*

Addressing the district's problems now is a priority to voters. Creating a sense of urgency is crucial.

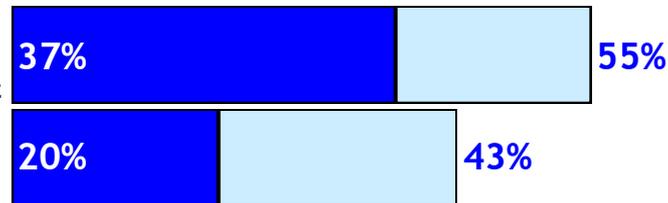
“Now I would like to read you several statements about the various bond referendum proposals. After I read each one, please tell me if you agree or disagree with that statement.”

Ranked by % Strongly Agree

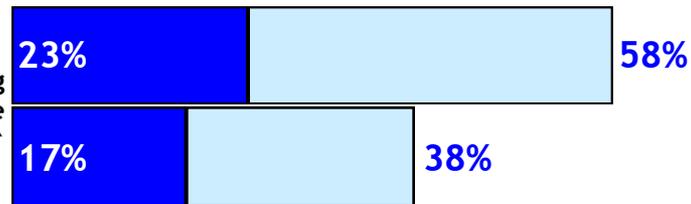
Any type of stay the course proposal would just be putting a band-aid on our problems. We need to fully address these issues now, rather than relying on short-term fixes like two years of portable classrooms. These types of portable classrooms are subject to approval every two years and there is no guarantee they would be approved again.^



These proposals are just too expensive and our community cannot afford this type of tax increase.^



IDEA centers are types of new facilities we should be prioritizing because they will do the most to prepare our students for college and for jobs in the 21st century economy.^



■ Strongly Agree
 ■ Total Agree
 Some
 ■ Strongly Disagree
 ■ Total Disagree

^ Split Sample A. N=70

^^ Split Sample B. N=73

*Denotes Rounding.