Introduction, Purpose & Approach

This report addresses the methodology and findings derived from public opinion research conducted by George K. Baum & Company on behalf of Maine Township High School District 207.

Approximately 48,000 registered voter households within the District received a public opinion mail survey. The questionnaire served as an invitation for public reaction to a funding proposal.

The mail survey included a total of 17 questions, including one open-ended question. Included with the mail survey questions was background information on the District’s capital facility needs and proposed improvements.

The mail questionnaire used for this research is not a scientifically poll, but a tool for collecting input and understanding the general tone of the public’s receptiveness to the issues presented. The overall summaries and conclusions drawn in this report are therefore not presented as predictors of an issue’s likely success or failure at the polls. They are only presented to assist the District with another means for collecting community input and initial reaction to the proposal.

George K. Baum & Company acknowledges that this particular questionnaire functions as an opportunity to disseminate information and as an information-gathering tool, and in no way represents a scientific survey, or one that estimates statistical margins of error. The chief distinction in this questionnaire was a survey tool for collecting input and understanding the general tone of the public’s receptiveness to the issues presented, as opposed to the returns representing a scientific sub-sample of the registered voter population. The returns are subjective and limited in interpretation based on the volume of returns, not the science of returns. Think of this document as a written collection of comments from people who would have stood up and participated in a public hearing, but instead preferred to express their feelings through written form.

A total of 3,695 surveys were completed and processed for responses as of June 13, 2018. This represents a response rate of approximately 7.6 percent. Previous mail surveys conducted by George K. Baum & Company have typically yielded response rates between 8 and 17 percent.

Summary of Approach

- Survey mailed to approximately 48,000 households within District 207
- Expected 8-17% response rate
- 3,695 replied (7.6% response rate) as of June 13, 2018
- Not a scientific poll
- Not a predictor of a ballot measure’s likely success or failure
- Provides general undertone of the electorate

Demographics of Survey Respondents

Age of Respondents

- 75 years+, 1%
- 65-74 years, 15%
- 55-64 years, 24%
- 45-54 years, 15%
- 35-44 years, 14%
- 25-34 years, 14%
- 18-24 years, 1%

Likely Voters

- 18-24: 1%
- 25-34: 10%
- 35-44: 16%
- 45-54: 18%
- 55-64: 20%
- 65-74: 15%
- 75+: 14%

Survey Respondents

- 18-24: 1%
- 25-34: 2%
- 35-44: 10%
- 45-54: 18%
- 55-64: 20%
- 65-74: 15%
- 75+: 17%
- 80+: 15%
Demographics of Survey Respondents

Gender

- Male, 32%
- Female, 44%
- More than One Person Responded, 19%
- No Response, 4%

District Employees

- Non-Employee, 99%
- Employee, 2%
- No Response, 2%

Community of Residence

<table>
<thead>
<tr>
<th>Community of Residence</th>
<th>Number of Respondents</th>
<th>Percentage of Respondents</th>
<th>Percentage of Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park Ridge</td>
<td>1,513</td>
<td>41.0%</td>
<td>31.0%</td>
</tr>
<tr>
<td>Des Plaines</td>
<td>1,308</td>
<td>35.4%</td>
<td>43.5%</td>
</tr>
<tr>
<td>Niles</td>
<td>445</td>
<td>12.0%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Morton Grove</td>
<td>125</td>
<td>3.4%</td>
<td></td>
</tr>
<tr>
<td>Glencoe</td>
<td>71</td>
<td>1.9%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>64</td>
<td>1.7%</td>
<td></td>
</tr>
<tr>
<td>Harwood Heights</td>
<td>66</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>Norridge</td>
<td>22</td>
<td>0.6%</td>
<td></td>
</tr>
<tr>
<td>Rosemont</td>
<td>6</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>5</td>
<td>0.1%</td>
<td></td>
</tr>
<tr>
<td>No Response</td>
<td>79</td>
<td>2.1%</td>
<td></td>
</tr>
</tbody>
</table>

Grade the District

- A, 10%
- B, 33%
- C, 22%
- D, 7%
- F, 4%
- Don't Know, 20%
- No Response, 3%

A + B = 43%
C + D + F = 33%
Level of Awareness
Before receiving the enclosed information, how much had you read, seen, or heard about District 207’s proposed facility improvements and funding proposal?

A Lot, 17%
Some, 51%
Hardly Anything, 15%
Nothing At All, 14%
No Response, 2%

A Lot + Some = 68%

Level of Satisfaction With Information Received
How satisfied are you with the amount of information you have received regarding District 207’s proposed facility improvements and funding proposal?

Very Satisfied, 29%
Somewhat Satisfied, 38%
Not Very Satisfied, 20%
Don’t Know/Unsure, 8%
No Response, 5%

Very Satisfied + Somewhat Satisfied = 67%

Confidence in District 207 Handling Taxpayer Money Wisely
How confident are you that District 207 is handling taxpayers’ money wisely?

Very Confident, 8%
Somewhat Confident, 33%
Not Very Confident, 21%
Not At All Confident, 24%
Don’t Know/Unsure, 12%
No Response, 2%

Very Confident + Somewhat Confident = 41%
Not Very + Not At All = 45%

Priority Placed on Parts of Tax Proposal: Improvements at All Three Schools

<table>
<thead>
<tr>
<th>Main Parts of Proposal</th>
<th>High Priority</th>
<th>Medium Priority</th>
<th>Low Priority</th>
<th>Not at All</th>
<th>Very Unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving safety and security by constructing new front entrances with secure vestibules to prevent visitors from entering the buildings before being cleared by personnel</td>
<td>13%</td>
<td>6%</td>
<td>11%</td>
<td>14%</td>
<td>53%</td>
</tr>
<tr>
<td>Installing new fire suppression systems</td>
<td>11%</td>
<td>8%</td>
<td>18%</td>
<td>21%</td>
<td>38%</td>
</tr>
<tr>
<td>Replacing outdated plumbing, electrical and mechanical systems to extend the useful life of the existing buildings, reduce costly emergency repairs and improve energy efficiency</td>
<td>15%</td>
<td>8%</td>
<td>18%</td>
<td>27%</td>
<td>33%</td>
</tr>
<tr>
<td>Updating classrooms and labs to create flexible learning spaces that leverage instructional technology, enhance current teaching methods and promote collaboration</td>
<td>21%</td>
<td>12%</td>
<td>21%</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>Right sizing and relocating special education spaces to better meet the needs of students</td>
<td>18%</td>
<td>10%</td>
<td>24%</td>
<td>22%</td>
<td>17%</td>
</tr>
</tbody>
</table>
**Priority Placed on Parts of Tax Proposal: Improvements at All Three Schools (cont.)**

<table>
<thead>
<tr>
<th>Main Parts of Proposal</th>
<th>Low Priority (%)</th>
<th>(1)</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>High Priority (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving the Library Media Centers to increase functionality and access for all students and staff</td>
<td>22%</td>
<td>15%</td>
<td>23%</td>
<td>21%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Expanding undivided fine arts spaces</td>
<td>28%</td>
<td>16%</td>
<td>25%</td>
<td>18%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Relocating offices of counselors, deans, psychologists and other support personnel into one area at each school. This will enhance student access to these services while also maintaining student privacy/confidentiality</td>
<td>35%</td>
<td>17%</td>
<td>29%</td>
<td>13%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Creating flexible learning spaces for students to study individually and in small groups</td>
<td>32%</td>
<td>19%</td>
<td>25%</td>
<td>18%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Adding and expanding tutoring space at each building</td>
<td>31%</td>
<td>25%</td>
<td>23%</td>
<td>14%</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

**Priority Placed on Parts of Tax Proposal: School-Specific Improvements**

<table>
<thead>
<tr>
<th>Main Parts of Proposal</th>
<th>Low Priority (%)</th>
<th>(1)</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>High Priority (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adding a handicapped-accessible hallway at Maine East, connecting the west wing to the center court, improving students’ traffic flow and access throughout.</td>
<td>15%</td>
<td>9%</td>
<td>21%</td>
<td>23%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Relocating and expanding the dining area and renovating the food service area at Maine South to ease congestion, as well as replacing the 50-year-old equipment.</td>
<td>25%</td>
<td>15%</td>
<td>22%</td>
<td>20%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Constructing a new fieldhouse at Maine West to consolidate athletic/physical education space in one location. This will allow greater resource sharing and an ability to secure the rest of the building during after-hours events.</td>
<td>30%</td>
<td>13%</td>
<td>22%</td>
<td>17%</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>

**Priority Placed on Parts of Tax Proposal: School-Specific Improvements, Cont.**

<table>
<thead>
<tr>
<th>Main Parts of Proposal</th>
<th>Low Priority (%)</th>
<th>(1)</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>High Priority (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanding and improving the Career and Technical Education instructional space at Maine South, including adding business presentation rooms.</td>
<td>20%</td>
<td>18%</td>
<td>23%</td>
<td>19%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Creating an Entrepreneurial/Professional Development Center at Maine East by repurposing the old pool area located in the lower level of the building</td>
<td>31%</td>
<td>17%</td>
<td>24%</td>
<td>19%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Expanding the dining to the lower level at Maine West, providing a more efficient connection to student services and support programs.</td>
<td>31%</td>
<td>18%</td>
<td>25%</td>
<td>14%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>
Arguments in Favor of Bond Proposal

- The last time voters in District 207 approved additional funding for building improvements was in 1967—51 years ago.
  - Not At All Convincing (1) (2) (3) (4) Very Convincing (5) NR

As borrowing and construction costs continue to rise, it’s important to address facility improvements as soon as possible. The longer the District waits, the more it will cost.

- Not At All Convincing (1) (2) (3) (4) Very Convincing (5) NR

Arguments Against Bond Proposal

- Quality instruction is what drives quality schools, not the facilities. Much of what is proposed should be eliminated, especially improvements like a new fieldhouse and updated locker rooms.
  - Not At All Convincing (1) (2) (3) (4) Very Convincing (5) NR

The District should be putting more than $45.7 million toward the projects. That’s less than 20% of the total cost.

- Not At All Convincing (1) (2) (3) (4) Very Convincing (5) NR

Tax Sensitivity

For homeowners in District 207, the estimated annual tax impact of the proposed $195 million bond measure is $7.59 per month, or about $91.02 per year, per $100,000 of a home’s market value (as determined by the county assessor). For example, the annual tax impact on a $250,000 home would be about $228. How concerned are you about the impact of the possible tax increase on your family’s budget?

- Extremely + Very Concerned: 61%
- Somewhat + Not Very Concerned: 38%
- Don’t Know/Unsure, 1%
- No Response, 1%
Ballot Question

If a local election were held today, would you vote "Yes" in favor, or "No" to oppose, a $195 million bond measure to address facility improvements to Maine Township High School District 207's three high schools, including safety and security improvements, ADA upgrades, replacement of outdated mechanical systems, classroom and lab upgrades, and other capital facility improvements?

Yes: 44%  No: 48%

Support for Ballot Question by Age

Support for Ballot Question: Employee Vs. Non-Employee

Support for Ballot Question: By Gender
Support for Ballot Question:
More Than One Person Completed Survey

Yes: 32%
No: 62%
n: 714

Support for Ballot Question:
Community of Residence

Definitely Yes: 14%
Probably Yes: 18%
Probably No: 15%
Definitely No: 47%
Don't Know: 7%

Support for Ballot Question:
Parent of District 207 Student

Maine South: 22%
Maine West: 25%
Maine East: 24%

Support for Ballot Question:
District 207 Parents (Combined)

Definitely Yes: 23%
Probably Yes: 22%
Definitely No: 31%
Don't Know: 6%
No Response: 4%
Support for Ballot Question: Parent of District 207 Feeder School Student

|          | Definitely Yes | Probably Yes | Probably No | Definitely No | Don't Know | No Response |
|----------|----------------|--------------|-------------|---------------|------------|-------------
| CCSD 22 | 27%            | 32%          | 15%         | 15%           | 10%        | 10%         |
| EMSD 63 | 30%            | 27%          | 25%         | 24%           | 18%        | 18%         |
| PRNED 04| 26%            | 30%          | 18%         | 27%           | 21%        | 25%         |
| PSD 78  | 18%            | 25%          | 12%         | 34%           | 28%        | 23%         |
| No Response | 15%   | 25%          | 12%         | 34%           | 28%        | 23%         |

Support for Ballot Question: Feeder School Parents (Combined)

|          | Definitely Yes | Probably Yes | Probably No | Definitely No | Don't Know | No Response |
|----------|----------------|--------------|-------------|---------------|------------|-------------
| Yes: 57% | 27%            | 30%          | 12%         | 24%           | 7%         | 15%         |
| No: 36%  | 18%            | 21%          | 27%         | 39%           | 34%        | 17%         |
| n: 825   |

Support for Ballot Question: By Likely Voter Status

|          | Definitely Yes | Probably Yes | Probably No | Definitely No | Don't Know | No Response |
|----------|----------------|--------------|-------------|---------------|------------|-------------
| Likely Voter | 17%     | 26%          | 16%         | 33%           | 7%         | 1%          |
| Unlikely Voter | 17%   | 28%          | 16%         | 29%           | 8%         | 2%          |
| Yes: 43% | 27%            | 30%          | 15%         | 24%           | 7%         | 15%         |
| No: 49%  | 18%            | 21%          | 27%         | 39%           | 34%        | 17%         |
| n: 3,048 |

Main Concerns

<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cost</td>
<td>3.0%</td>
</tr>
<tr>
<td>Fixed Income Concerns</td>
<td>2.8%</td>
</tr>
<tr>
<td>Positive Commentary</td>
<td>2.4%</td>
</tr>
<tr>
<td>Proposal Should Be Scaled Back</td>
<td>1.0%</td>
</tr>
<tr>
<td>Oversight/Use of Bond Proceeds</td>
<td>1.5%</td>
</tr>
<tr>
<td>District Management</td>
<td>7.5%</td>
</tr>
<tr>
<td>Tax Impact</td>
<td>26.2%</td>
</tr>
<tr>
<td>No Response</td>
<td>153 surveys did not have a likely/unlikely designation</td>
</tr>
</tbody>
</table>
Concerns...In Their Own Words

Tax Impact (20.2%)
- "I will vote against any tax increase!"
- "Real estate taxes are already too high. You need to limit expenditures to current revenue. Too many taxing authorities all wanting a little bit more."
- "I am concerned that the FRPD, the library, city council, SID #64, and the state will also increase their tax burdens in the next 2 years."

District Management (7.5%)
- "A district should be fiscally responsible. Don’t believe money is spent wisely & closely watched as to how it is spent."
- "Improvements should have been made gradually. Discipline and quality teachers appear to be primary issues."
- "They have not used taxpayer money wisely in the past—so they won’t now."

Oversight/Use of Bond Measure Proceeds (6.5%)
- "Construction schedule and staying on budget. I don’t mind the increase in taxes, but the projects need to be managed well."
- "Money will be wasted by corrupt unions."
- "The money would be wasted and not put to the needs that they should be."

Proposal Should BeScaled Back (5.0%)
- "Scale back to security building electric/plumbing, fire—what’s it—study impact of internet on future of building campuses."
- "Has the project really been thought out? List only critical improvements."

Fixed Income Concerns (3.8%)
- "Paying the real estate tax from a 3-digit social security deposit."
- "I recently moved here from the city. I’m retired and on a budget. I’m not sure if I can squeeze anymore out of my retirement money."

Positive Commentary (3.4%)
- "The kids deserve the very best. Doing these improvements sends them a clear message. You’re valued."
- "We must keep moving in all aspects to compete for our country & children."

Total Cost (3.0%)
- "Cost—are you kidding?"

Summary of Results
- Respondents trend older than likely voter base for November 2018
- Park Ridge over represented in responses compared to all registered voters
- Fairly strong level of awareness of the bond proposal
- Marks roughly in line with the national average, with 43% of survey respondents giving the District an A or B
- There is limited support for the $195 million tax proposal, with a total of 44% support
  - Support intensity is lower than opposition intensity
  - Support is strongest with respondents between the ages of 25 and 44
  - District 207 employees are supportive, but not as strong as would be expected
  - Women are more supportive than men
- Surveys reporting multiple respondents are much less supportive

Summary of Results
- Tax sensitivity is high for the $195 million bond proposal, with 61% of survey respondents either extremely or very concerned about the estimated tax impact
- Highest priority placed on safety and security upgrades and replacing plumbing, electrical and mechanical systems
- Lowest priority on adding and expanding tutoring space
- Of the school-specific improvements, highest priority placed on handicap-accessible hallway at Maine East
- Arguments against the proposal tested stronger than arguments for the proposal
- Messages that were strongest were tied to safety and security upgrades, ADA accessibility enhancements and saving taxpayers money through replacing aging infrastructure systems
- Concerns regarding the proposal are focused on:
  - Tax impact
  - District management and oversight of proceeds
  - Proposal’s scope and total cost
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