



**Community Consolidated School District 181
2015 Community and Staff Online Research Study
Final Report
September 24, 2015**

At the same time a statistically reliable telephone survey was being conducted with residents of the Community Consolidated School District 181, similar online surveys were made available to residents (via the district's website) and to staff members (through an e-mail distribution of a survey link).

A total of 609 community members and 165 staff members chose to take part in the survey, though not all those who participated answered all the questions – a situation that is typical with online surveys.

The results of these online surveys are shown below, in a form that allows for direct comparison to the more statistically reliable telephone survey of randomly selected, registered voter, heads-of-household in the district. As such, all online data should be considered supplemental information.

Because the numbering varies between the telephone and online surveys, the results below are shown in the order in which the questions appeared in the online survey, but without question numbers. All wording reflects the online survey wording, meaning that phrases, such as “As we just discussed,” and other language which would take place during a phone conversation, have been replaced with more directive language for respondents who were completing the survey on their own. In cases where there were slight differences in the wording between the two online surveys (to reflect the differences in the audience), the staff survey wording is displayed.

All questions with percentages (except for the information source question) may add to more or less than 100%, due to rounding.

Topic: Evaluation of the district’s performance

The results on the “grading” questions in the online surveys show hints of a typical pattern – community members were somewhat more critical in general, while staff members gave solid grades for building-level personnel and the work that these individuals do. Community members who chose to participate in the online survey gave their highest grades to “Safety of students in the district,” “Quality of education,” “Performance of teachers” and “Academic preparation of students for high school.” While the scores varied somewhat, these factors also constituted the top four answers in the telephone survey.

Staff members were also fairly close to the telephone survey participants in terms of the factors that were at the top of their list. Their top four were “Performance of teachers,” “Quality of education,” “Academic preparation of students for high school,” and “Performance of the superintendent.”

What grade (A, B, C, D or F) would you give District 181 on each of the following items? *A weighted 5-point scale was applied to evaluate the factors. Factors that scored at 3.80 or higher are the statistical equivalent of a “B” (or better).*

Factor	5-point weighted scale rating/ Telephone survey (n=400)	5-point weighted scale rating/ Community online survey (n=609)	5-point weighted scale rating/ Staff online survey (n=165)
Safety of students in the district	4.71	4.36	4.57
Quality of education	4.52	4.26	4.76
Academic preparation of students for high school	4.41	4.20	4.75
Performance of teachers	4.30	4.21	4.79
The commitment by the district to provide appropriate technology for student use	4.30	3.97	3.90
Class sizes, meaning the number of students in each classroom	4.24	3.90	3.83
Social and emotional preparation of students for high school	4.20	4.06	4.39
Performance of school principals	4.16	4.18	4.14
Value received for the tax dollars spent	4.08	3.79	4.37
Overall grade	4.08	4.01	4.37
Quality of the school facilities	3.84	3.27	3.80
Performance of the superintendent	3.79	3.82	4.63
Efforts of the district to report its plans and progress to citizens	3.79	3.98	4.51
Efforts of the district to involve citizens in decision-making	3.70	3.86	4.40
The district’s record on making and fulfilling promises	3.67	3.38	3.83
The district’s responsiveness to citizen concerns	3.66	3.37	4.15
Performance of the District 181 Board of Education	3.49	3.46	3.54

Topic: Awareness of the facility issues at Hinsdale Middle School

Considering that respondents to an online survey have to make a specific effort to take the survey (and, therefore, are generally more passionate about the issues than are typical residents), it comes as no surprise that the awareness of the facility issues at Hinsdale Middle School was extremely high in both the community and staff online surveys.

When those who claimed they were aware of facility issues at HMS were asked what those issues were, the responses were specific, highly accurate.

As you may have read or heard yourself or perhaps heard about from others, Hinsdale Middle School has been dealing with a number of significant facility issues. Do you remember hearing or reading about any of these issues?

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Yes	89%	97%	91%
No	11%	2%	4%
Don't know	n/a	1%	5%

What specifically do you recall reading or hearing about regarding the facility issues at Hinsdale Middle School? *Responses below shown for online surveys only. Question was available to only those respondents who answered “yes” on the previous question. Responses were coded, based on common words, phrases and ideas. Numbers, rather than percentages, displayed.*

Community online survey (567 eligible respondents chose to answer this question; responses will total more than 567, because numerous respondents provided more than one answer.)

Response	Number
Mold/health/safety concerns	386
Overcrowding/lack of space/class sizes	235
Old/outdated building – needs significant repairs or be replaced	191
Water damage/flooding/frozen pipes	186
Ineffective design/not conducive to learning (third floor gym, lack of restrooms)	139
Mobile/shared classrooms/trailers – inadequate/not ready	104
Roof damage/leaks/new roof needed	77

HVAC issues/inconsistency/better facilities management	44
Other (see below)	32
Asbestos issues	29
School temporarily closed/students sent to CHMS	29
Poor financial/long-term planning/costly repairs	13
Some people are demanding/discussing a new building	10
Poor parking/pick-up/drop-off	6
Lack of/poor technology/modern resources	4
Need auditorium	3

Verbatim “other” comments

Mostly, that the original design that was followed by dividing the open space into classes has made it a difficult place to manage and to adapt to the growing numbers of students. The lack of a maintenance plan or addressing the need of that school has made Band-Aid solutions to what has been the norm for, it seems, decades.

HMS is awful. Not updated at all, and they need a new school.

That there are significant maintenance issues that need to be dealt with.

Everything the district’s provided me and news from the local media.

I understand that HMS is a complete disaster. My wife and I are considering other options, if this is not rectified by the time our children are ready to enter. The perception is that this has been a problem for some time, but the school system chose to seek out short-term solutions to protect themselves, rather than looking out to the future for the students and residents of Hinsdale.

Media and newsletters and my daughter at CHMS, when we did the split schedule.

Let’s just say my kids call it “The Hinsdale Moldy School.”

Have various plans for residents to view.

Poor building conditions. Students involved with detrimental social issues.

Spending \$2 million on renovations of the school, when it should have been torn down!

The desire for community approval for capital funding program.

Building isn't worthy of the district.

The building issues two winters ago and ongoing space issues. I attended a meeting this past May, so I'm kinda caught up on it all.

I have children at the school, so I know firsthand the issues experienced.

I am new to the area (two months) but have heard that the issue of the condition of the HMS facilities has been a topic of discussion/disagreement going back many years.

That the administration is at fault for not having classrooms ready for our students and that they are very disorganized and miss all important deadlines. It really is atrocious. NOTHING was organized for back to school this year. It was chaos. Perhaps the administration needed to work over the summer to better meet the deadline of our children returning to school on August 26th.

The place is a dump.

The former facilities person did a terrible job. Also, heard that the mold had been there for a while, but the superintendent and facilities person swept the problem under the rug. Disgusting, considering that while teachers and administrators were getting raises, teachers and students at HMS were sitting in unhealthy conditions.

Closing due to structure issues...odd to happen...not common for schools!

Recently, there were major renovations made to the school that were immediate fixes but not long-term solutions.

They would not be ready for the start of the year.

I have been to a focus group meeting and heard about the plans to either renovate or rebuild the school.

Issues were due to bad weather and have been resolved.

Mix of issues and the ensuing construction and improvements that followed.

The superintendent failed to address facility issues caused by failure to maintain the school, despite concerns from teachers.

I've heard for years about the material and unsafe building issues, but I have yet to hear a clear path and timeline toward a permanent solution.

Complaints from the teachers.

Mold was removed and school is mold-free.

So embarrassing to be paying the taxes we do and sending our kids to this building.

Improvements have been promised, and plans are narrowed down to two options.

Troubled building, sunk cost, outdated.

I am aware of all issues – have attended Board meetings, spoke with members of facilities committee, etc.

Staff online survey (145 eligible respondents chose to answer this question; responses will total more than 145, because numerous respondents provided more than one answer.)

Response	Number
Mold/health/air quality concerns	116
Overcrowding/lack of space/class sizes	79
Water damage/flooding/frozen pipes	64
Old/outdated building – needs significant repairs or be replaced	27
Roof damage/leaks/new roof needed	27
Ineffective design/not conducive to learning (third floor gym, lack of restrooms)	25
Mobile/shared classrooms/trailers – inadequate/not ready	20
HVAC issues/inconsistency/better facilities management	19
Parking issues	15
Other (see below)	9
Safety issues	7
School temporarily closed/students sent to CHMS	7
Asbestos issues	4

Verbatim “other” comments

The facilities do not meet the educational needs of the students and staff. The building is not constructed in a way to best facilitate learning.

Not much.

A great deal of money was spent taking care of the mold issues. It was a temporary fix, until a long-term decision was made.

Outdated since the day it opened; massive water damage, due to melting snow; terrible configuration; not enough parking; student drop-off brings traffic to a halt in the middle of rush hour in downtown Hinsdale, etc.

Mold, air quality, not enough parking for teachers and parents, safety issues for staff and students on stairwells and hallways, because of overcrowding, temperature issues within the building, water pressure and hot water needed, auditorium-like place for musicals, etc.

Hearing.

Mold issues. Space issues. Maintenance/upkeep costs.

All classrooms were to be updated. Unfortunately, there has been a great deal of inequality; some were updated, and it is evident that some still have equipment from the ‘80s.

Mold, overcrowding, lack of parking, lack of technology, old/recycled furniture, inefficient space use, noise, illogical building (208 not above 108), lack of “regular” size instructional spaces, dripping, outside falling apart – cement, etc., ugly rusting building, no windows in some classrooms, windows that don’t open, not easily ADA, no self-contained lunchroom.

Topic: Initial impressions of the options for Hinsdale Middle School and then the selection of a preference

As was the case with the telephone survey, online participants were presented with the details about each of the Hinsdale Middle School options being considered, and then were asked to describe their reactions.

The answers for the Renovation/Expansion option were very similar to the telephone survey, as 38% of the participating community members chose either “I like it a lot” or “I like it somewhat,” while 30% of the staff survey participants said the same thing. On the telephone survey, the result was 32%.

Although the enthusiasm for the New Construction option was strong among telephone survey participants, it was even more dramatic in the two online surveys. The combined “I like it a lot/I like it somewhat” percentages were as follows: Telephone survey, 64%; community online survey, 82%; and staff online survey, 90%.

That enthusiasm carried over to the question that asked the respondent to “select the option you think is best.” New Construction was the clear first choice, with a score of 62% on the telephone survey, 73% on the community online survey, and 83% on the staff online survey.

(Following the introductory language regarding the facility planning process and its focus on Hinsdale Middle School, this question was asked.)

One option is to extensively renovate and expand onto the existing Hinsdale Middle School building. This renovation and expansion would address the overcrowding problems, offer a solution to the building issues, and create a better learning environment for students. If this option was selected, the district would need to make arrangements to accommodate the needs of Hinsdale Middle School students while the expansion and renovation was underway. Based on this information, which of the following statements best describes your reaction to the option to renovate the existing Hinsdale Middle School?

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
I like it a lot	10%	12%	9%
I like it somewhat	22%	26%	21%
I’m neutral	17%	10%	9%
I dislike it somewhat	13%	16%	18%
I dislike it a lot	34%	30%	41%
Don’t know (not read to telephone survey respondents, but available to online survey participants)	4%	5%	2%

One option is to rebuild Hinsdale Middle School adjacent to the current school on the same piece of property. The option to rebuild would address the overcrowding problems, offer a solution to the building issues, and create a better learning environment for students. Students would continue to use the current Hinsdale Middle School while the new one is being built. The existing school would then likely be torn down, once the new HMS was completed. While the construction of the new school was underway, green space on the property would be limited and there would need to be a new traffic pattern. Based on this information, which of the following best describes your reaction to the option to build a new Hinsdale Middle School on the same piece of property where the current one is today?

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
I like it a lot	41%	63%	73%
I like it somewhat	23%	19%	17%
I'm neutral	13%	4%	5%
I dislike it somewhat	2%	4%	1%
I dislike it a lot	19%	10%	1%
Don't know (not read to telephone survey respondents, but available to online survey participants)	3%	1%	2%

Now that you have read about each option, which do you think is the better solution? Remember, questions about the cost differences are next. Right now, please select the option that you think is best.

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Renovating the current Hinsdale Middle School	18%	10%	8%
Building a new Hinsdale Middle School on the same piece of property where the current HMS stands today	62%	73%	83%
Like both (not read to telephone survey respondents, but available to online survey participants)	1%	7%	8%
Like neither (not read to telephone survey respondents, but available to online survey participants)	9%	7%	0%
Can't answer without the cost information (not read to telephone survey respondents and not available to online survey participants)	5%	n/a	n/a
Don't know (not read to telephone survey respondents, but available to online survey participants)	5%	3%	3%

Topic: Impact of the cost on a respondent's preference

The next set of questions introduced the approximate costs for each option. Separate questions were used, so that respondents could be directed to a “cost question” that was worded to reflect the preference they had just stated. The goal was to determine if the difference in cost would cause the respondents to change their preferences.

In short, the effect was minimal. When asked to state how the costs did, or did not, impact their selection, the combined “(I would be) much more in favor/Somewhat more in favor (of my preference)” percentages were as follows:

- Preference for Renovation/Expansion – Telephone survey, 80%; community online survey, 65%; staff online survey, 53%. (In reviewing these percentages it is important to keep in mind that this option was the preference of only 18%, 10% and 8%, respectively. In other words, while their commitment to this option after hearing the costs was strong, their numbers were relatively small.)
- Preference for New Construction – Telephone survey, 73%; community online survey, 86%; and staff online survey, 74%.

In the case of those who said “Like both” or “Like neither,” the results were mixed. But remembering that only 10% (Telephone survey), 14% (Community online survey) and 8% (Staff survey) provided one of these two answers, the number of respondents in each group is fairly small.

Asked of those who said they preferred renovation/expansion

The estimated cost of renovating and expanding the existing Hinsdale Middle School is \$50 million, resulting in a tax increase of \$190 per year for the owner of a home valued at \$500,000. The estimated cost of building a new Hinsdale Middle School, instead, is approximately \$65 million. This would result in a tax increase of \$253 per year, again, for the owner of a home valued at \$500,000. In either case, the cost might be significantly lower, depending on how the project is financed. But, as of today, these are the costs for each option. How does this information impact your preference for renovation, if at all? Does it make you... *This question was available only to those respondents who selected “Renovating the current Hinsdale Middle School” as their preference; 64 community members and 13 staff members chose to answer in their respective online survey.*

Response	Percentage/Telephone survey	Percentage/Community online survey	Percentage/Staff online survey
Much more in favor of renovation than building a new building	51%	52%	38%
Somewhat more in favor	29%	13%	15%
It has no impact on my views	14%	11%	38%
Somewhat more opposed	0%	13%	8%
Much more opposed	1%	11%	0%
Don't know (not read to telephone survey respondents, but available to online survey participants)	5%	2%	0%

Does this mean that you would now prefer building a new Hinsdale Middle School, instead of renovating the current building, or does it mean you are now not in favor of either option? *This question was available only to those respondents who selected one of the “Opposed” options in the previous question as their preference; 15 community members and one staff member chose to answer in their respective online survey.*

Response	Percentage/Telephone survey	Percentage/Community online survey	Percentage/Staff online survey
Yes, I now prefer building a new Hinsdale Middle School	0%	27%	0%
I am now not in favor of either option	100%	67%	0%
Don't know (not read to telephone survey respondents, but available to online survey participants)	0%	7%	100%

Asked of those who said they preferred building a new middle school

The estimated cost of building a new Hinsdale Middle School is approximately \$65 million. This would result in a tax increase of \$253 per year for the owner of a home valued at \$500,000. The estimated cost of renovating and expanding the existing Hinsdale Middle School is \$50 million, resulting in a tax increase of \$190 per year, again, for the owner of a home valued at \$500,000. In either case, the cost might be significantly lower, depending on how the project is financed. But, as of today, these are the costs for each option. How does this information impact your preference for building a new Hinsdale Middle School, if at all? Does it make you...*This question was available only to those respondents who selected "Building a new Hinsdale Middle School on the same piece of property where the current HMS stands today" as their preference; 64 community members and 13 staff members chose to answer their respective online survey.*

Response	Percentage/Telephone survey	Percentage/Community online survey	Percentage/Staff online survey
Much more in favor of building a new Hinsdale Middle School than renovating the current building	68%	80%	66%
Somewhat more in favor	5%	6%	8%
It has no impact on my views	18%	11%	18%
Somewhat more opposed	6%	2%	4%
Much more opposed	2%	1%	0%
Don't know (not read to telephone survey respondents, but available to online survey participants)	0%	1%	4%

Does this mean that you would now prefer renovating the current Hinsdale Middle School, instead of building a new school on the same piece of property, or does it mean you are now not in favor of either option? *This question was available only to those respondents who selected one of the “Opposed” options in the previous question as their preference; 12 community members and five staff members chose to answer their respective online survey.*

Response	Percentage/Telephone survey	Percentage/Community online survey	Percentage/Staff online survey
Yes, I now prefer renovating the current building	59%	17%	20%
I am now not in favor of either option	0%	42%	0%
Don't know (not read to telephone survey respondents, but available to online survey participants)	41%	42%	80%

Asked of those who said they “liked both”

The estimated cost of renovating and expanding the existing Hinsdale Middle School is \$50 million, resulting in a tax increase of \$190 per year for the owner of a home valued at \$500,000. The estimated cost of building a new Hinsdale Middle School, instead, is approximately \$65 million. This would result in a tax increase of \$253 per year, again, for the owner of a home valued at \$500,000. In either case, the cost might be significantly lower, depending on how the project is financed. But, as of today, these are the costs for each option. Knowing this information, do you now prefer one over the other, or do you still like both? *This question was available only to those respondents who said they “Like both” as their preference; 40 community members and 12 staff members chose to answer their respective online survey.*

Response	Percentage/Telephone survey	Percentage/Community online survey	Percentage/Staff online survey
Prefer renovating the current building	0%	15%	8%
Prefer building a new Hinsdale Middle School	33%	43%	25%
Still like both	67%	35%	50%
Like neither one	0%	5%	0%
Don't know (not read to telephone survey respondents, but available to online survey participants)	0%	3%	17%

Asked of those who said that they “liked neither”

The estimated cost of building a new Hinsdale Middle School is approximately \$65 million. This would result in a tax increase of \$253 per year for the owner of a home valued at \$500,000. The estimated cost of renovating and expanding the existing Hinsdale Middle School, instead, is \$50 million, resulting in a tax increase of \$190 per year, again, for the owner of a home valued at \$500,000. In either case, the cost might be significantly lower, depending on how the project is financed. But, as of today, these are the costs for each option. Knowing this information, do you now prefer one option more than the other? This question was available only to those respondents who said they “Like neither” or “Don’t know” as their preference; 59 community members and four staff members chose to answer their respective online survey.

Response	Percentage/Telephone survey	Percentage/Community online survey	Percentage/Staff online survey
Prefer renovating the current building	8%	10%	0%
Prefer building a new Hinsdale Middle School	5%	17%	0%
Like both	0%	0%	0%
Still like neither one	45%	68%	0%
Don’t know (not read to telephone survey respondents, but available to online survey participants)	42%	5%	100%

Topic: Support level for each option, if it was selected for a referendum

In separate questions, research participants were asked how they would likely vote “if the election were held today” on a referendum for the Renovation/Expansion option and then on one for the New Construction option.

There were no surprises in the responses, as 34% of telephone survey participants said they would either “Strongly favor” or “Favor” a referendum with the Renovation/Expansion option. A total of 24% of community online survey participants said the same thing, as did 44% of the staff participants.

For the New Construction option, the results were 58% among telephone survey participants, 79% of community online survey respondents and 77% of staff online survey responses.

(While it is encouraging to see the support from the staff members who completed the online survey, it is important to note that only 18% of them said that they lived within the boundaries of the district – meaning that a large portion of these supporters would not be able to take their support to the ballot box.)

If District 181 put a referendum on the ballot to fund the renovation and expansion of Hinsdale Middle School, instead of building a new HMS, how do you think you would vote, if the election were held today? Would you...*Asked of all the respondents; in the case of the telephone survey, it was 399 respondents – all but the individual who initially had a preference, but who changed to “Now, I don’t like either one,” when the costs were presented.*

Response	Percentage/Telephone survey (n=399)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Strongly favor it	8%	7%	10%
Favor it	26%	17%	34%
Lean favor (not read to telephone survey respondents and not available to online survey participants)	<1%	n/a	n/a
Lean oppose (not read to telephone survey respondents and not available to online survey participants)	2%	n/a	n/a
Oppose	24%	32%	28%
Strongly oppose	32%	35%	11%
Don’t know (not read to telephone survey respondents, but available to online survey participants)	8%	10%	16%

How about if District 181 put a referendum on the ballot to fund the building of a new Hinsdale Middle School, instead of renovating the current building? How do you think you would vote, if the election were held today? Would you...*Asked of all the respondents; in the case of the telephone survey, it was 399 respondents – all but the individual who initially had a preference, but who changed to “Now, I don’t like either one,” when the costs were presented.*

Response	Percentage/Telephone survey (n=399)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Strongly favor it	41%	59%	39%
Favor it	17%	20%	38%
Lean favor (not read to telephone survey respondents and not available to online survey participants)	1%	n/a	n/a
Lean oppose (not read to telephone survey respondents and not available to online survey participants)	<1%	n/a	n/a
Oppose	13%	5%	6%
Strongly oppose	20%	10%	1%
Don’t know (not read to telephone survey respondents, but available to online survey participants)	8%	6%	16%

Topic: Preference on financing options

When asked to state their preference between having a bond with a lower monthly cost, but a higher total cost, or one that had a higher monthly cost, but a lower total cost, both telephone and community online survey participants preferred the lower monthly cost option.

The staff members who participated in their online survey expressed a modest preference for the higher monthly cost option. But, again, only 18% of those who participated live in the district and would be affected by this decision.

Generally speaking, do you think it’s best for a school district bond to have a lower monthly cost for taxpayers, which would mean a longer period to pay off the bonds, or a higher monthly cost to taxpayers, which would mean a shorter period to pay off the bonds?

Choices, except as indicated, were read to respondents.

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Lower monthly cost, higher total cost	68%	51%	26%
Higher monthly cost, lower total cost	20%	26%	33%
Don’t like either one/Don’t want any tax increase (not read to telephone survey respondents and not available to online survey participants)	5%	n/a	n/a
Don’t know (not read to telephone survey respondents, but available to online survey participants)	7%	23%	41%

Topic: Reaction to the “Big Ideas”

The survey then presented respondents with the district’s “Big Ideas” – projects that are being considered for Hinsdale Middle School (no matter which option was selected).

Generally speaking, the pattern seen in the telephone survey (strong support for S.T.E.M.-specific space, and for a parking garage or something similar) carried through to the results from the community and staff online surveys.

For all five Big Ideas, the staff members who participated in their online survey had the highest combined “Very important/Somewhat important” percentage among the three different surveys. Community online survey participants had a higher score than what was seen on the telephone survey on four out five of the Ideas. (The lone exception was the parking garage, where the difference was minimal, and both scores were over 70%.)

(Following the introductory language regarding the process utilized to identify the “Big Ideas,” respondents were asked to state how important they thought each one was.) **A Performance Center that would be used for music and theater by the school district and also the community.**

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Very important	18%	19%	26%
Somewhat important	26%	37%	42%
Neither important nor unimportant	12%	12%	14%
Not very important	16%	16%	12%
Not at all important	24%	14%	2%
Don’t know (not read to telephone survey respondents, but available to online survey participants)	4%	2%	3%

Space that would be dedicated specifically for instruction in Science, Technology, Engineering and Math, also known as STEM, with facilities that could include new science labs, a planetarium, a robotics station and an engineering center.

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Very important	45%	47%	37%
Somewhat important	29%	31%	43%
Neither important nor unimportant	10%	7%	9%
Not very important	2%	7%	5%
Not at all important	12%	6%	1%
Don't know (not read to telephone survey respondents, but available to online survey participants)	3%	1%	4%

A wellness area that could include a walking track and a fitness center, both of which would be available to students and to community members.

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Very important	11%	18%	30%
Somewhat important	27%	28%	32%
Neither important nor unimportant	13%	13%	13%
Not very important	18%	19%	10%
Not at all important	30%	21%	11%
Don't know (not read to telephone survey respondents, but available to online survey participants)	2%	1%	4%

Having an environmentally-friendly school that would feature an energy-efficient design and could also include a greenhouse, a nature observatory and a community garden that students and the community could work on together, producing fruits and vegetables that could help organizations, such as Hinsdale Family Services.

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Very important	20%	22%	27%
Somewhat important	27%	30%	33%
Neither important nor unimportant	14%	16%	21%
Not very important	15%	16%	11%
Not at all important	22%	16%	4%
Don't know (not read to telephone survey respondents, but available to online survey participants)	2%	1%	4%

A parking garage or a similar solution that would have spaces for school staff and visitors, as well as parking spaces for public use to help alleviate the parking challenges in downtown Hinsdale.

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Very important	44%	34%	66%
Somewhat important	29%	37%	24%
Neither important nor unimportant	9%	10%	4%
Not very important	6%	8%	3%
Not at all important	10%	9%	0%
Don't know (not read to telephone survey respondents, but available to online survey participants)	2%	1%	3%

Topic: The importance of having equivalent school facilities

There was general support for the idea that school facilities within a district should be equivalent, “although not always identical.”

In the telephone survey, 63% of the participants said that this was either “Very important” or “Somewhat important” to them. Interestingly, results in the community and staff online surveys were lower, albeit slightly. The totals were 58% for the community online survey and 60% for the staff version.

In some school districts, the available school facilities may differ from school to school, while in other districts they are equivalent, although not always identical. How important is it to you that Hinsdale Middle School and Clarendon Hills Middle School have equivalent school facilities? Is it...

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Very important	38%	25%	19%
Somewhat important	25%	33%	41%
Neither important nor unimportant	11%	14%	18%
Not very important	7%	12%	11%
Not at all important	18%	14%	9%
Don't know (not read to telephone survey respondents, but available to online survey participants)	1%	1%	2%

Topic: Support or opposition to adding a series of projects, besides finding a solution for Hinsdale Middle School, to a referendum

As the survey was drawing to a close, respondents heard (or read) an explanation of the comprehensive facility analysis that had been completed for the school district. That analysis revealed that there would be a series of needs at the district’s other schools over the next 10 years, such as roof replacements and parking lot repairs.

Participants in the three surveys were then asked to say how adding these projects (and the additional \$79 a year in taxes for the typical homeowner that would be necessary to pay for them) would impact their support or opposition to a referendum.

While the individuals who participated in the online surveys were more positive than those who were interviewed for the telephone survey, they were still below 50%. Specifically, the combined percentage of respondents who said “(I would be) much more likely to support the referendum” and “Somewhat more likely” (if these projects were included at this cost) was only 15% for the telephone survey, 34% for the community online survey, and 48% for the staff online survey.

Besides addressing Hinsdale Middle School, the district has also been completing a comprehensive facility analysis for the other eight schools. That analysis has identified a number of needs to be addressed over the next 10 years in each school, such as roof replacements, parking lot repairs, door and window upgrades, and plumbing improvements. If these projects were included in the referendum and the cost increased by \$79 for the owner of a \$500,000 home, would this make you...

Response	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Much more likely to support the referendum	4%	17%	20%
Somewhat more likely	11%	17%	28%
Somewhat less likely	19%	13%	7%
Much less likely	21%	10%	5%
Would have no impact on my support or opposition	42%	36%	20%
Other (not read to telephone survey respondents and not available to online participants; 1% represents two participants in the telephone survey)	1%	n/a	n/a
Don’t know (not read to telephone survey respondents, but available to online survey participants)	2%	7%	19%

Topic: Sources consulted frequently for school district news

The survey then presented respondents with a list of 17 potential sources of school district news, and asked them to identify which of them they consulted “frequently” for such news (besides weather-related school closing information).

Remembering that those who participated in the online surveys had to make a special effort to do so (and are, therefore, more engaged in the district’s news than the typical residents who are represented in the telephone survey), the results for the two online surveys should be considered very supplemental data to the statistically reliable telephone survey information.

There are just a few more questions. First, where do you turn for information about District 181, BESIDES news about weather-related school closings? Below is a short list of people and places where you might turn for district news. If you consult this source frequently, please check the box. If you consult it only every so often, or you don’t consult it at all for district news, do not check the box.

Source	Percentage/Telephone survey (n=400)	Percentage/Community online survey (n=609)	Percentage/Staff online survey (n=165)
Friends and neighbors	80%	64%	26%
<i>The Hinsdalean</i> newspaper	68%	58%	26%
The district’s printed <i>Annual Report</i>	54%	16%	16%
The conversation at school sports events and social activities	53%	34%	10%
The district’s administration, either in person, or when a member of administration is quoted in the news media	50%	9%	25%
The School Board, either in person by attending a School Board meeting, by reading the Board summary or by listening to the Board podcast	47%	23%	32%
The district’s electronic or “e” newsletter	46%	61%	45%
Teachers in the district	46%	18%	66%
The school district’s website	45%	44%	61%
<i>The Doings</i> newspaper	41%	28%	27%
School principals in the district	39%	22%	50%
Individual school newsletters	35%	49%	36%
The Parent Teacher Organization, also known as the PTO	32%	57%	28%
<i>The Suburban Life</i> newspaper	24%	9%	10%
Social networking sites, like Facebook, Twitter and Instagram	19%	17%	8%
Local broadcast and cable television stations	18%	8%	12%
<i>The Clarendon Courier</i> newspaper	13%	8%	5%

Topic: Demographics and final questions regarding a possible referendum

The survey closed with a series of demographic questions to identify who had taken part in each of the three surveys. The questions for the online participants reflected not only the demographic differences between the community and staff participants, but also demonstrated the somewhat more limited opportunity to gather this information in an online format, because of the respondents' potential (although unfounded) concerns about privacy.

In the community online survey (as with the telephone survey) participants were asked to state how recently they had been inside Hinsdale Middle School. Not surprisingly – again, considering that online survey participants are more engaged than the typical resident – the participants in the online survey were much more regular visitors than their counterparts in the telephone survey.

When asked to predict what they thought would happen if an election on a referendum was “held today,” online research participants were more optimistic than the 28% of telephone survey respondents who said that it would either “Definitely pass” or “Probably pass.” For the community online participants, the total was 59%, while the staff checked in with 49%.

The final question asked respondents how they thought they would vote, if a ballot issue from another taxing entity was on the ballot at the same time as one for District 181. The staff results are a bit of moot point, considering the low percentage of participants who live in the district.

In terms of the community online participants, the percentage of those who said they would vote “Yes on both” was somewhat higher than on the telephone survey – 29% versus 18% – but still low enough to suggest that it would be a challenge to pass both issues. A notable percentage (39%) of the community online participants said, “Don’t know.”

Questions for the community online survey participants

Which middle school do children in your neighborhood typically attend? Telephone responses were based on a set quota. Online responses were not; 585 community online respondents chose to answer this question.

Response	Percentage/Telephone survey	Percentage/Community online survey
Hinsdale Middle School	50%	72%
Clarendon Hills Middle School	50%	28%
Don't know (not read to telephone survey respondents, but available to online survey participants)	n/a	<1%
Neither; I don't live in the district(not read to telephone survey respondents, but available to online survey participants)	n/a	0%

Do you currently have a child who goes to a District 181 school? Answers displayed below for the community online survey only. The telephone survey used a series of “student status” questions that were not part of the online survey process and, as such, are not displayed here; 36% of the telephone survey respondents had a current district student in the family.

Response	Percentage/Community online survey
Yes	87%
No	13%

Did you, yourself, attend school in District 181?

Response	Percentage/Telephone survey	Percentage/Community online survey
Yes	10%	17%
No	90%	83%

When was the last time you, yourself, were inside Hinsdale Middle School?

Response	Percentage/Telephone survey	Percentage/Community online survey
This month	15%	29%
Within the last three months	8%	17%
Within the last year	17%	27%
More than one year ago	53%	14%
I’ve never been inside Hinsdale Middle School	6%	13%
Don’t know/Don’t remember (not read to telephone survey respondents, but available to online survey participants)	<1%	1%

What do you think would happen, if an election on a referendum to address the issues that were described above was held today?

Response	Percentage/Telephone survey	Percentage/Community online survey
Definitely pass	1%	10%
Probably pass	27%	49%
Probably not pass	30%	18%
Definitely not pass	7%	6%
Not sure (read to telephone survey respondents and available to online respondents)	36%	17%

What if there was an additional ballot issue from another taxing entity on the ballot at the same time as a proposal from District 181? Assuming that the proposal from District 181 and the proposal from the other taxing entity seemed sensible, would you be likely to vote “yes” on both, vote “yes on one but “no” on the other, or vote “no” on both?

Response	Percentage/Telephone survey	Percentage/Community online survey
Yes on both	18%	29%
Yes on the District 181 proposal and no on the other one	30%	21%
Yes on the other one and no on the District 181 proposal	1%	2%
No on both	14%	8%
Would depend on the other proposal and its cost (read to telephone survey respondents, but not available to online respondents)	23%	n/a
Don't know (not read to telephone survey respondents, but available to online respondents)	16%	39%

Questions for the staff online survey participants

Are you a member of the...

Response	Percentage/Staff online survey
Certified staff	82%
Classified staff	12%
Administrative staff	4%
Exempt	2%

Do you live inside the boundaries for District 81, or do you live outside?

Response	Percentage/Staff online survey
Inside	18%
Outside	82%

What do you think would happen, if an election on a referendum to address the issues that were described above was held today?

Response	Percentage/Telephone survey	Percentage/Staff online survey
Definitely pass	1%	4%
Probably pass	27%	45%
Probably not pass	30%	26%
Definitely not pass	7%	1%
Not sure (read to telephone survey respondents and available to online respondents)	36%	25%

What if there was an additional ballot issue from another taxing entity on the ballot at the same time as a proposal from District 181? Assuming that the proposal from District 181 and the proposal from the other taxing entity seemed sensible, would you be likely to vote “yes” on both, vote “yes on one but “no” on the other, or vote “no” on both?

Response	Percentage/Telephone survey	Percentage/Staff online survey
Yes on both	18%	17%
Yes on the District 181 proposal and no on the other one	30%	16%
Yes on the other one and no on the District 181 proposal	1%	6%
No on both	14%	8%
Would depend on the other proposal and its cost (read to telephone survey respondents, but not available to online respondents)	23%	n/a
Don't know (not read to telephone survey respondents, but available to online respondents)	16%	53%