



CHAMPAIGN COMMUNITY UNIT 4 SCHOOL DISTRICT COMMUNITY SURVEY RESULTS

www.FallonResearch.com

FALLON

RESEARCH

& COMMUNICATIONS, INC.

APPLICATIONS & LIMITATIONS

Qualitative research, such as focus group interviewing, is conducted to gain understanding of the rationales for attitudes, rather than provide quantitatively precise or absolute findings

The results of the sessions are not generalizable to draw conclusions about the attitudes of other voters, taxpayers, or citizens, and only reflect the opinions and interactions of the respondents who participated

This is due to the limited size of the sample of respondents and the means in which they are recruited. The results of focus group research are qualitative in nature and cannot necessarily be projected to represent larger populations

Although a trained focus group and public opinion researcher can provide insight about possible conclusions and the significance of the information, interpretations of focus group research are subjective

Focus Group Research

www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

Parent & Non-parent Focus Groups

- There was some disenchantment among non-parents because of test scores, second-hand information about students who were falling behind and classroom disciplinary problems
- Some parents lamented the school assignment policy and perceived lack of consistency in the quality of the education, which they said varies from school-to-school
- Parents of students in lower grades expressed high satisfaction with the schools, but many conceded they had trepidations about the quality of education at the higher grade levels
- The respondents in both groups appeared to have somewhat favorable impressions of teachers, and felt that they were making earnest efforts to teach, but were burdened by administrative demands and the prevalence of disrespectful students. Some also said they felt the District was not providing teachers with adequate support and materials
- One of the greatest point of divergence during the two sessions was during the discussions of assessments about the school system's performance providing students with rigorous exposure to fundamental coursework
- While the non-parents had no recall substantive recall of the Consent Decree and little awareness of school assignment policies, parents complained of the latter, and its lack of transparency

Key Findings

www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

Parent & Non-parent Focus Groups

- The two groups gave similar assessments of the District's performance communicating with the public, which about half in each session rated as poor. However, few seemed to have taken steps to acquaint themselves with school leaders or recently view the District's website
- Views about the conditions of the buildings varied greatly from school to school, with some dissension, or lack of awareness, about assessments of the Centennial High School building, but nearly all agreeing that Central High School was in need of improvement. Most respondents cited Central's age, appearance and lack of sports facilities
- The idea of replacing the Central High School building met with great enthusiasm, but many of the respondents were ambivalent about re-locating it to another area
- In contrast, just a couple of parents believed Edison was no longer in a safe condition, and most seemed content with conditions of the other buildings
- There was little awareness of enrollment trends and no palpable concern about the ability accommodate current and future students in the existing facilities. However, there were many parents and non-parents who bristled at the fact that classes were being held in trailers, which they said was unfair
- Reactions to a hypothetical bond issue for building construction and renovation were mixed; while few summarily discounted the idea, some worried about the cost of such an undertaking, and others were uncertain of the impact that it would have

Key Findings cont.

www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

CHAMPAIGN COMMUNITY UNIT 4 SCHOOL DISTRICT

Champaign County, IL

**Telephone Interviews Using a Combination of Valid Residential
and Cellular Telephone Listings**

400 Registered Voters

**+/- 4.9% Overall Estimated Margin of Sampling Error, with a Confidence
Interval of 9.8% Within Which the Results Could Vary**

December 4 – December 7, 2012

**Data was Stratified so that the Differences in Vital Characteristics, such as Age, Race,
Gender and Geography are Represented in Proportion to Their Percentages of the
Electorate**

**Due to rounding, not all results add to 100%, and the data is presented in a different
order than the questions were asked**

Survey Methods

www.FallonResearch.com

**FALLON
RESEARCH
& COMMUNICATIONS, INC.**

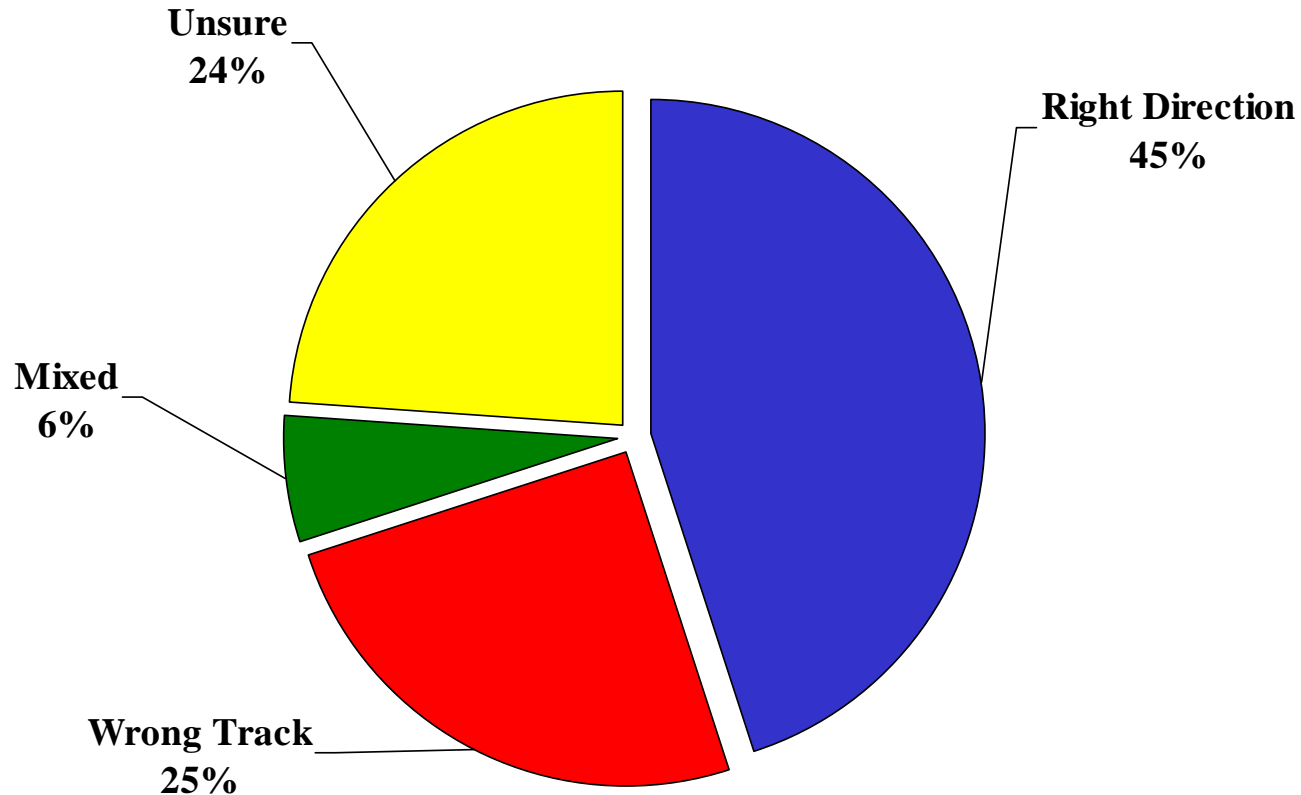


THE OPINION ENVIRONMENT

www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

Thinking about the Champaign Community Unit 4 School District that serves your community, would you say that it is generally going in the right direction, or has it gotten off onto the wrong track?

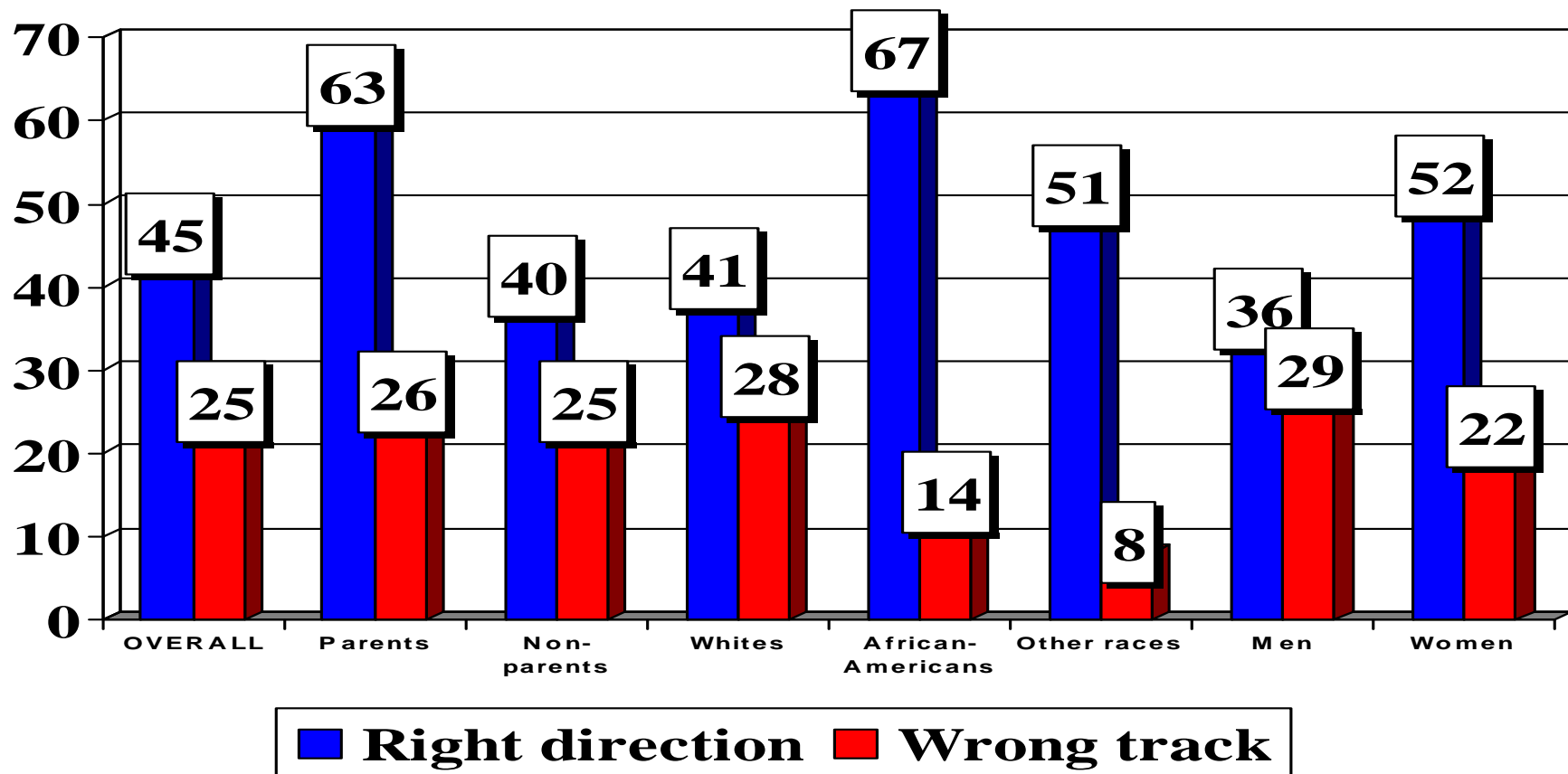


20% Net Right Direction

www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

Thinking about the Champaign Community Unit 4 School District that serves your community, would you say that it is generally going in the right direction, or has it gotten off onto the wrong track?



Which of the following do you think should be the top priority for the school district to work on during the next five years?

43% **Improving basic education**

15% Increasing parental involvement

14% Managing and spending tax dollars efficiently

8% Upgrading school buildings and facilities

7% Changing the system for assigning students to schools

3% Communicating with the public

3% Other

5% Combination

0% No problems with schools

3% Unsure

Forced Choice Battery

www.FallonResearch.com

FALLON

RESEARCH

& COMMUNICATIONS, INC.

Which of the following do you think should be the top priority for the school district to work on during the next five years?

- 37%** **Improving basic education**
- 18% Increasing parental involvement
- 17% Upgrading school buildings and facilities

- 9% Changing the system for assigning students to schools
- 7% Managing and spending tax dollars efficiently
- 0% Communicating with the public

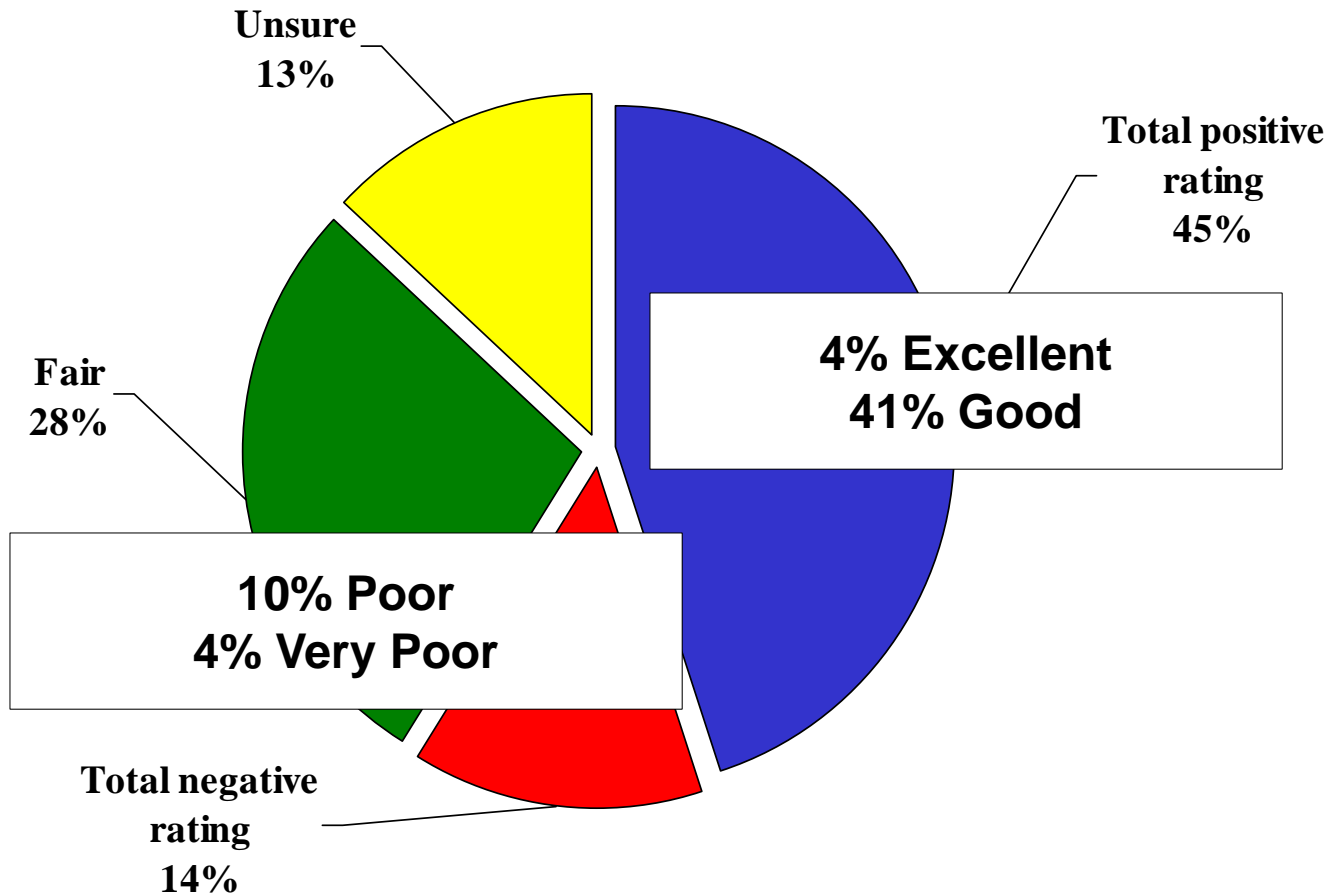
- 4% Other
- 6% Combination
- 0% No problems with schools
- 1% Unsure

Among Parents

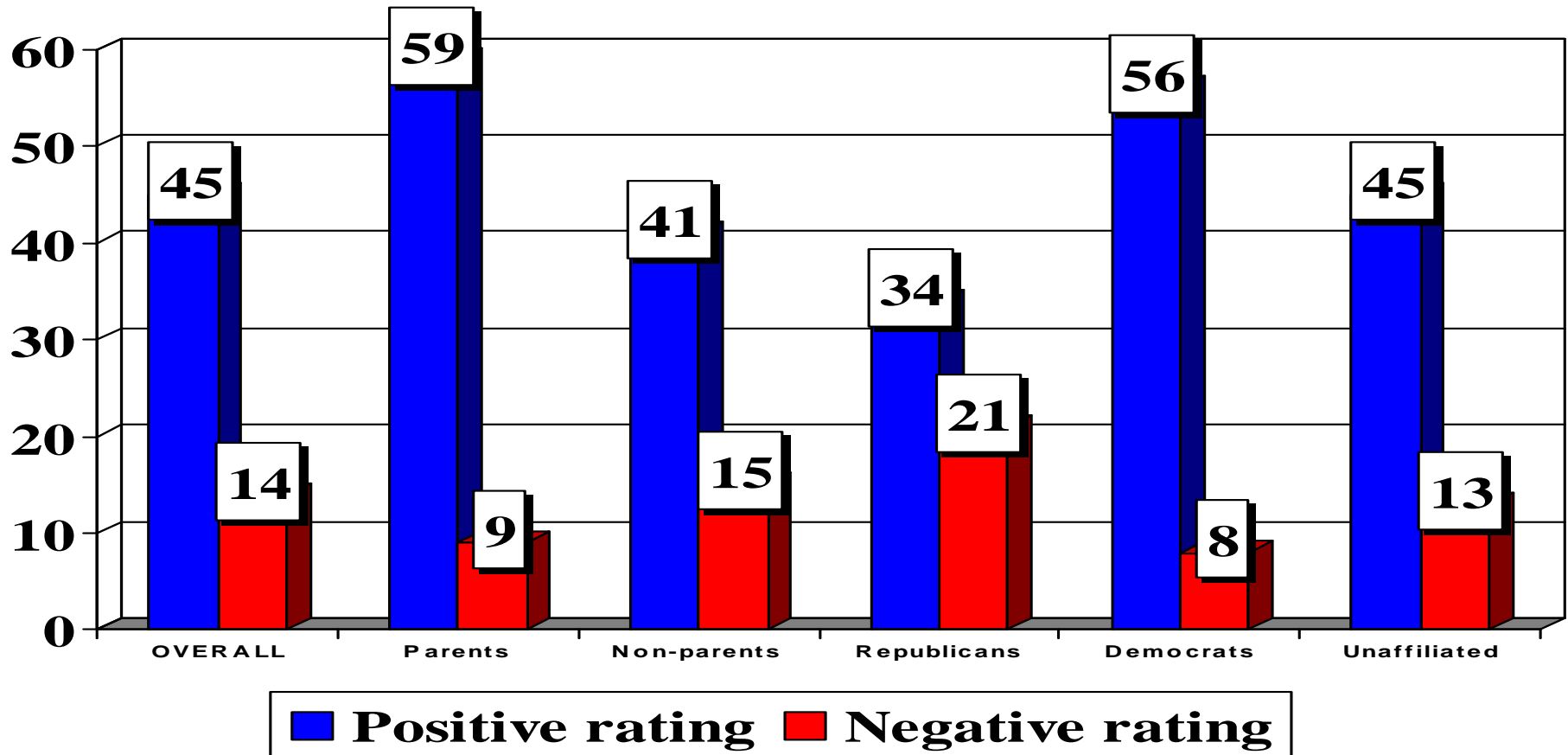
www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

In your opinion, how would you rate the job that the Champaign school district has done spending its tax money in an effective and responsible manner?



In your opinion, how would you rate the job that the Champaign school district has done spending its tax money in an effective and responsible manner?



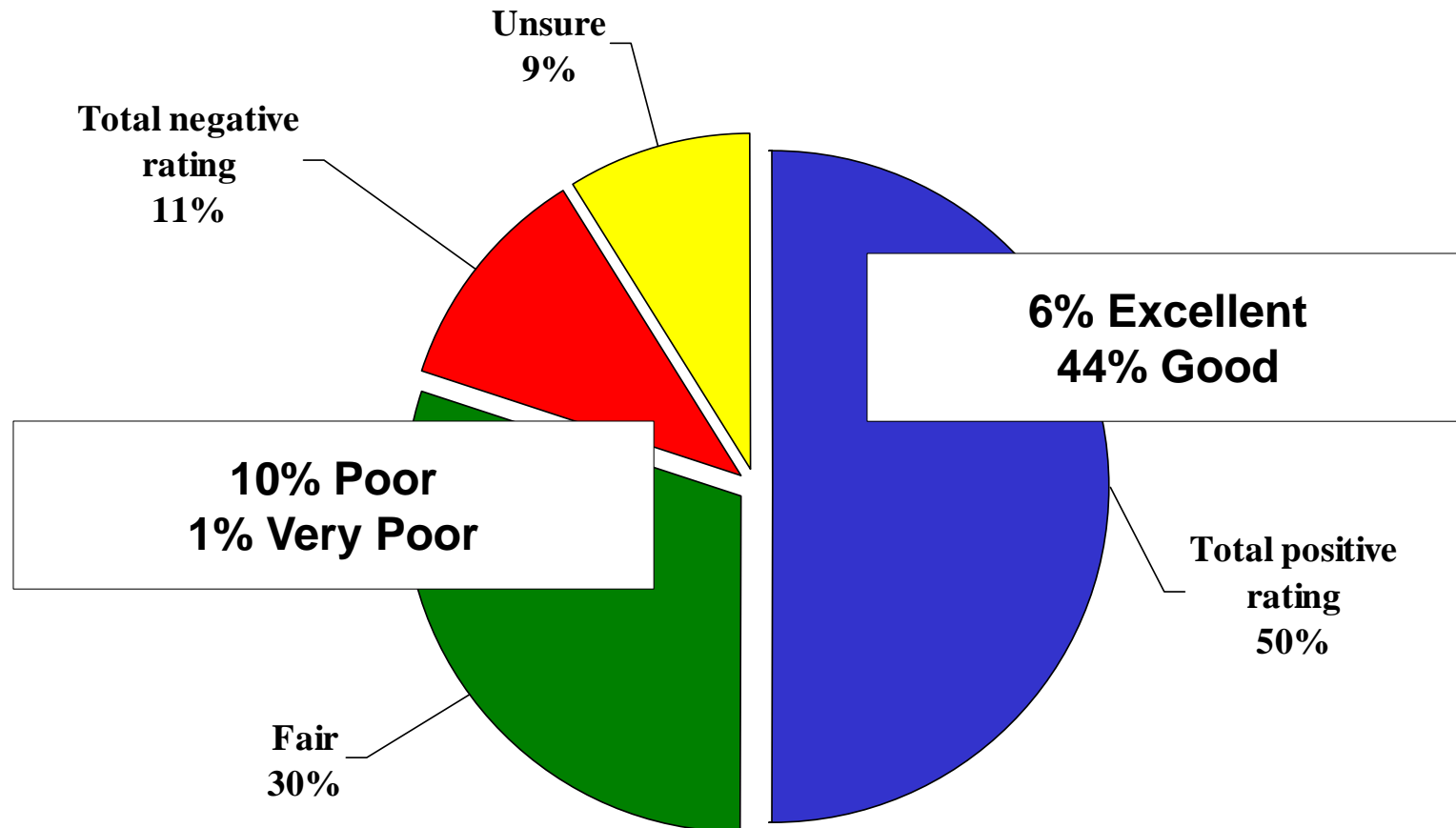


EDUCATION

www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

How would you rate the quality of education being provided by the Champaign school district schools?

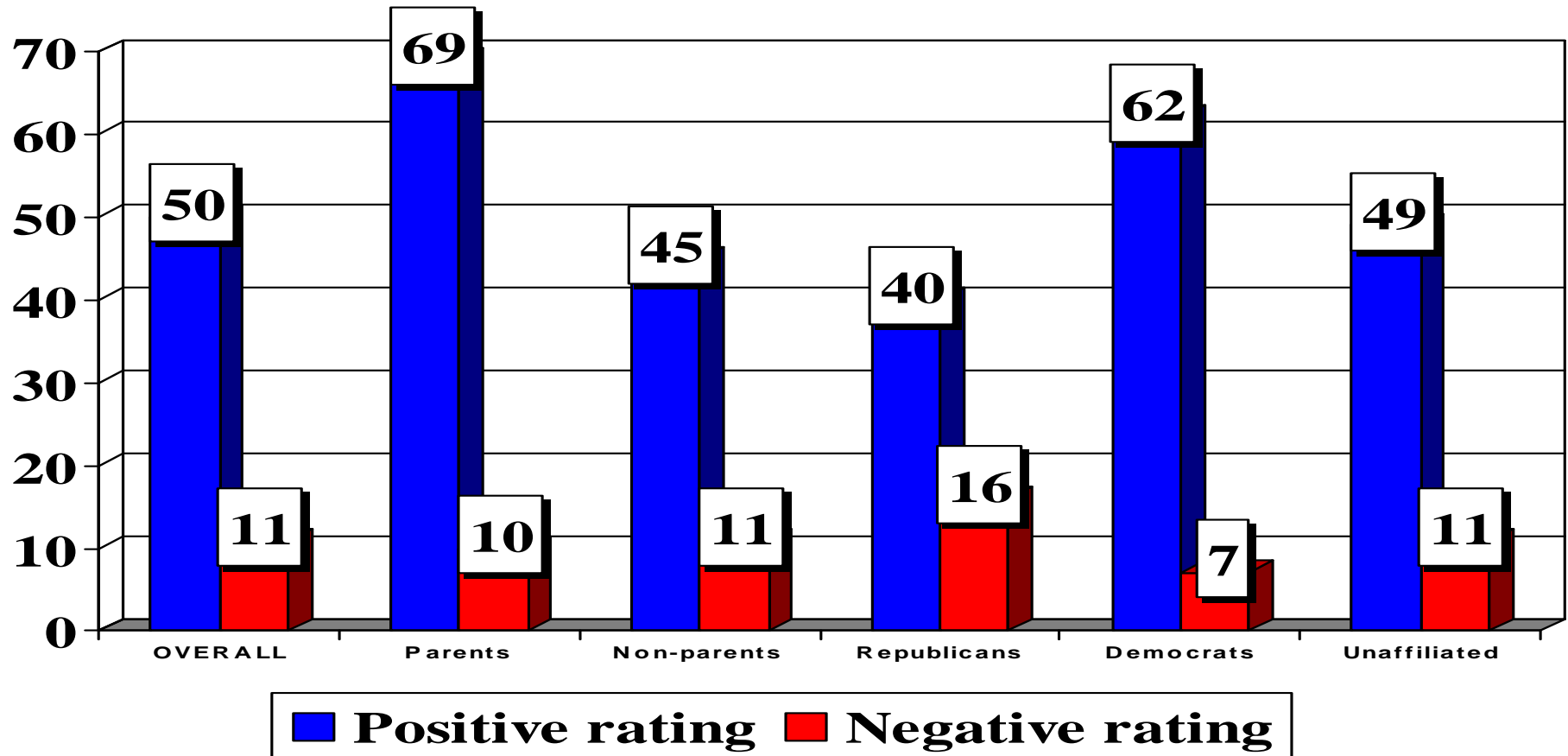


39% Net Positive Rating

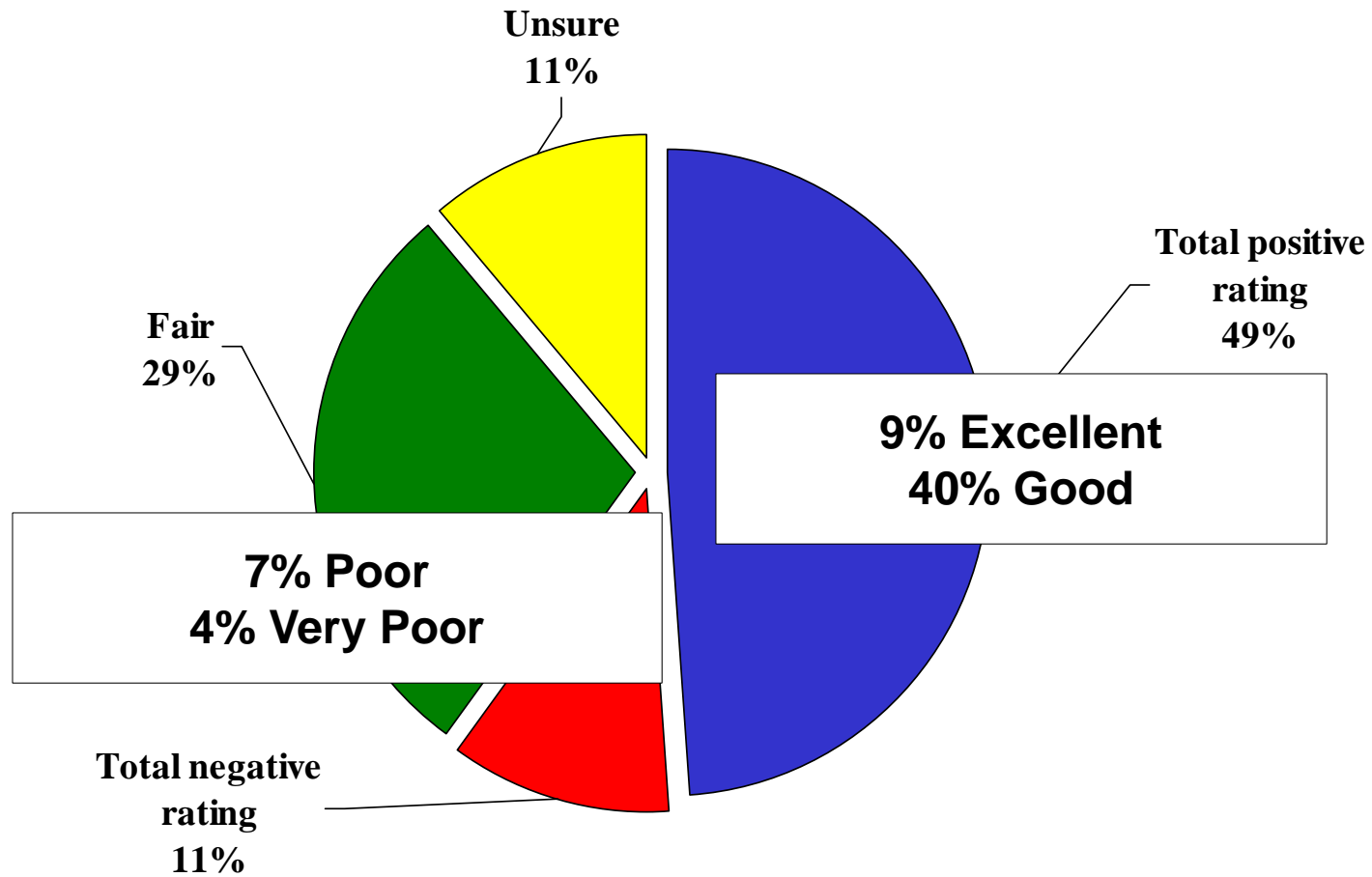
www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

How would you rate the quality of education being provided by the Champaign school district schools?



How would you rate the job that the Champaign school district has done to meet the needs of students from diverse cultures and backgrounds?

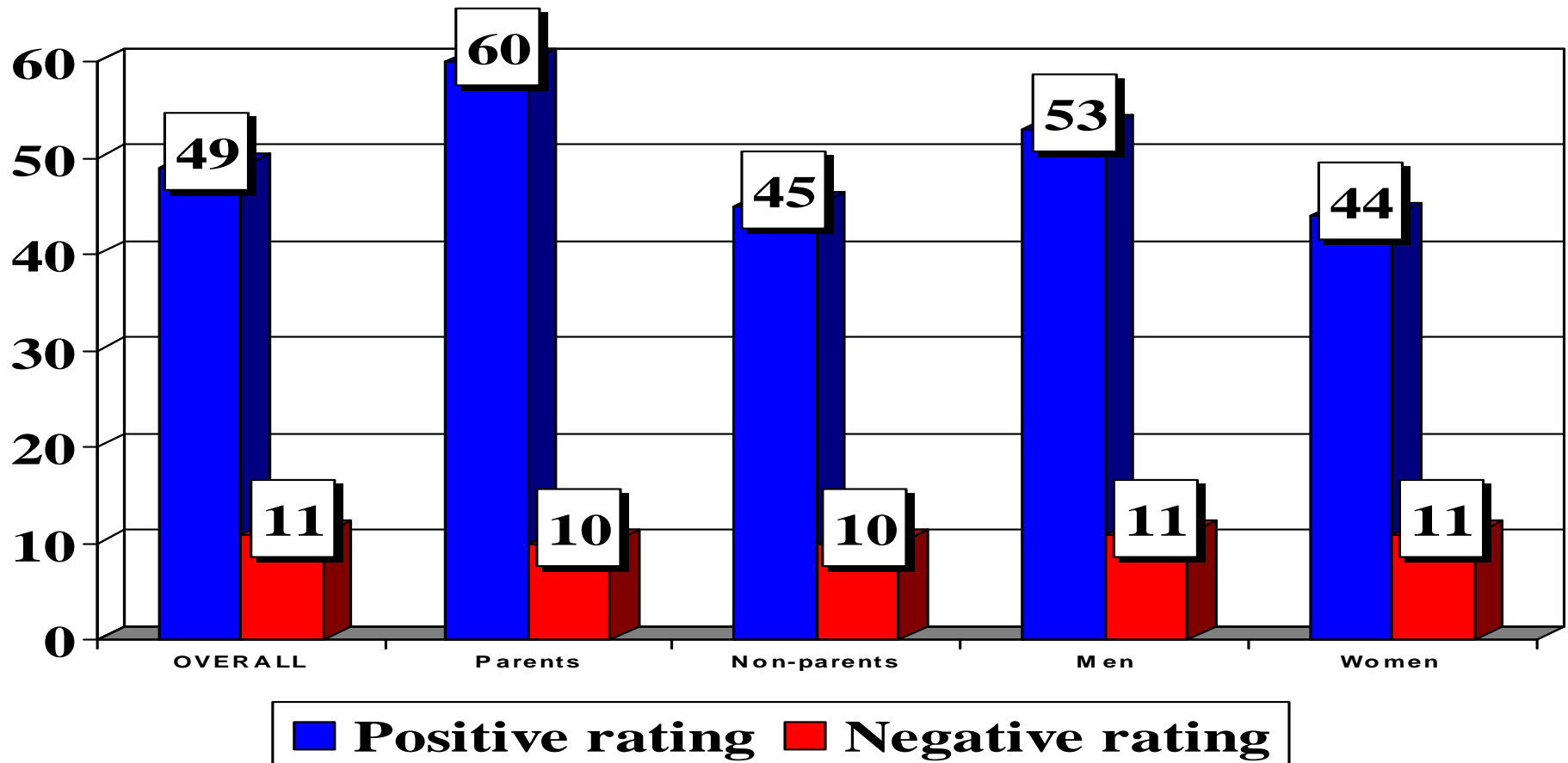


38% Net Positive Rating

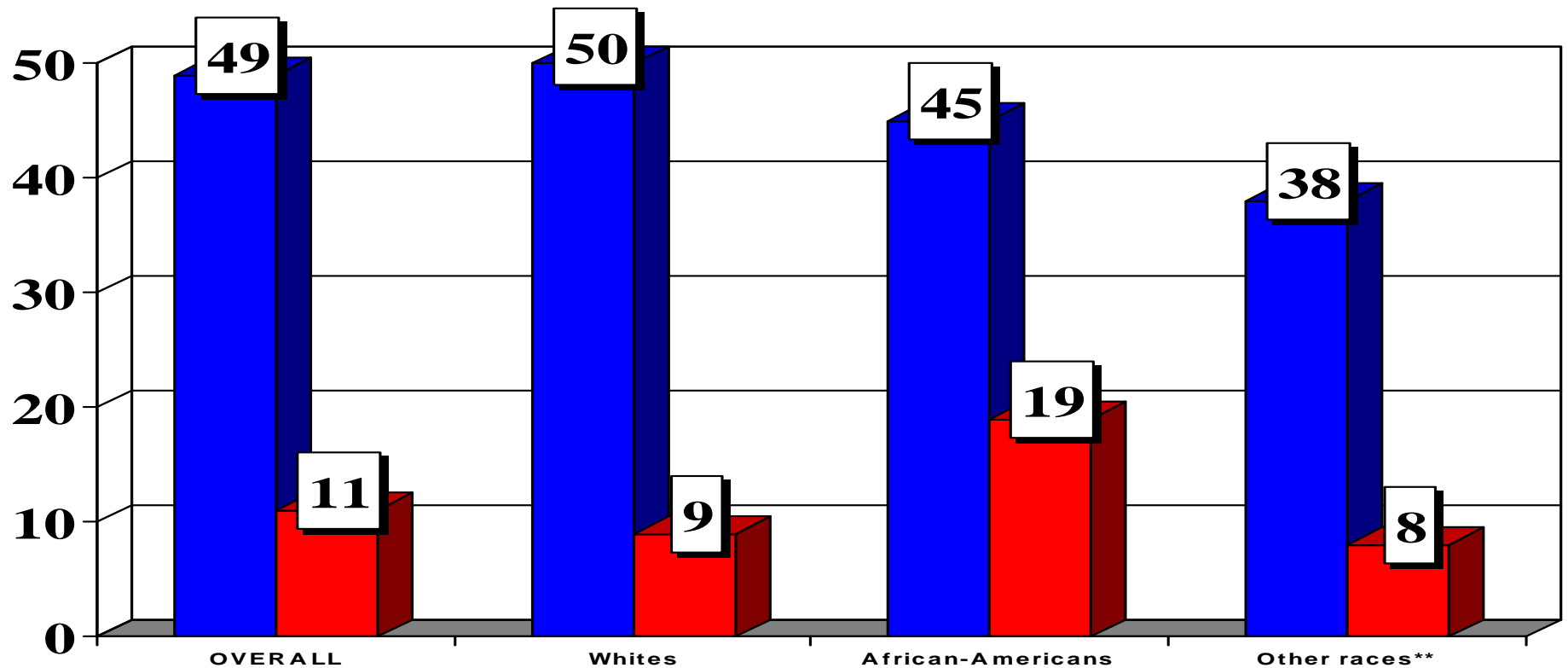
www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

How would you rate the job that the Champaign school district has done to meet the needs of students from diverse cultures and backgrounds?



How would you rate the job that the Champaign school district has done to meet the needs of students from diverse cultures and backgrounds?



Positive rating **Negative rating**

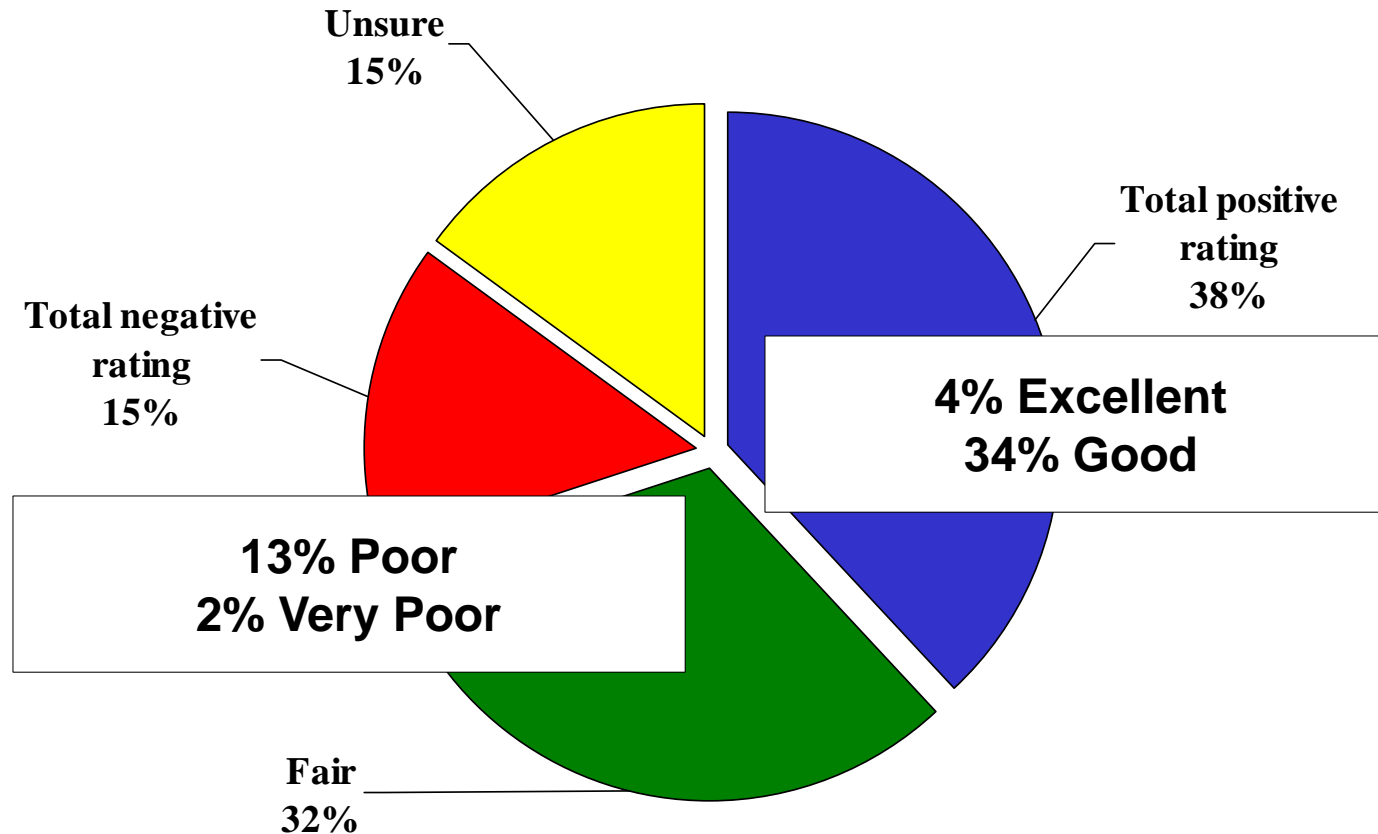
** The statistically significant differences by race for this question were nominal
** Plurality rated it as fair*

By Race*

www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

How would you rate the job that the Champaign school district has done to ensure that the quality of education is consistent from school to school throughout the District

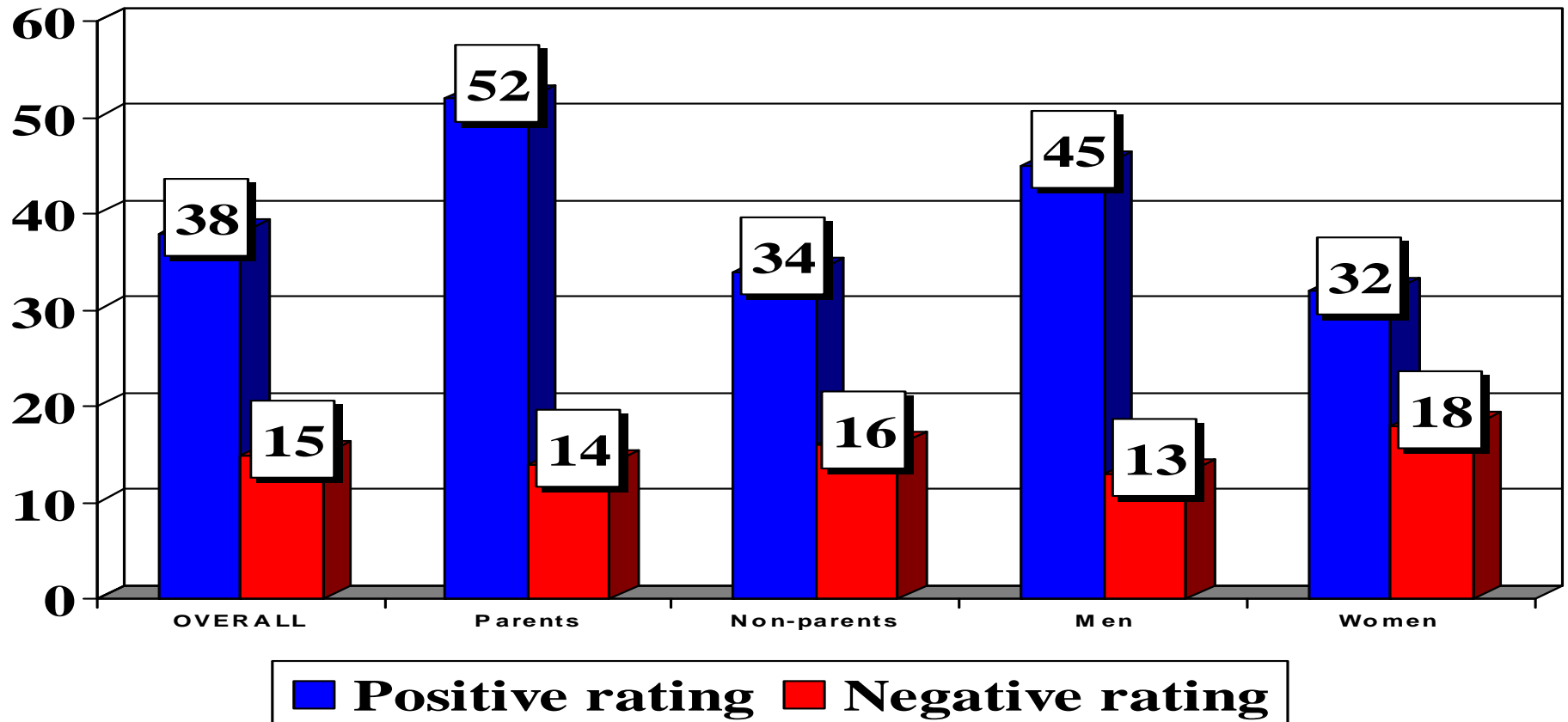


23% Net Positive Rating

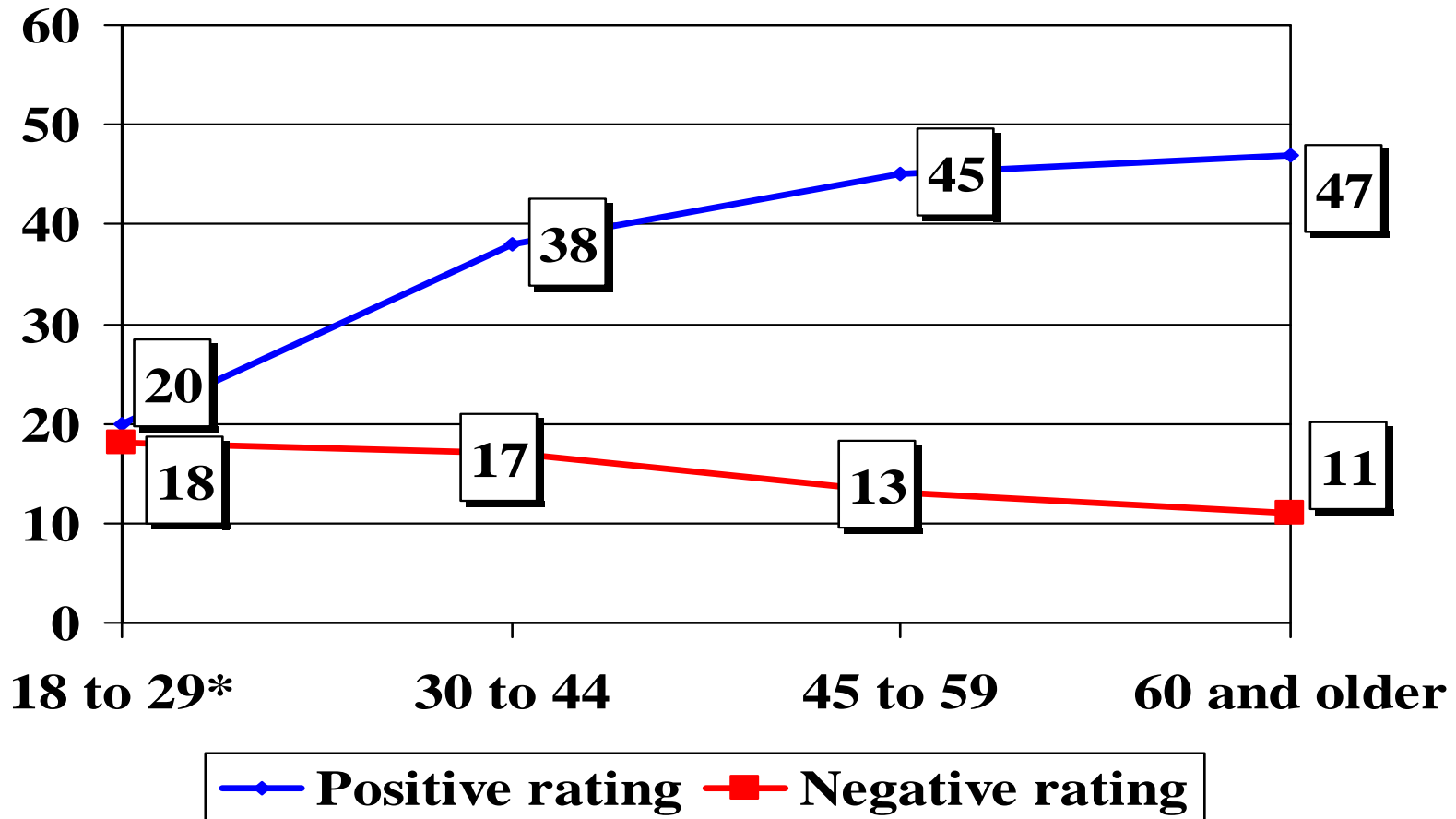
www.FallonResearch.com



How would you rate the job that the Champaign school district has done to ensure that the quality of education is consistent from school to school throughout the District



How would you rate the job that the Champaign school district has done to ensure that the quality of education is consistent from school to school throughout the District



* Plurality rated it as fair

By Age Group

www.FallonResearch.com



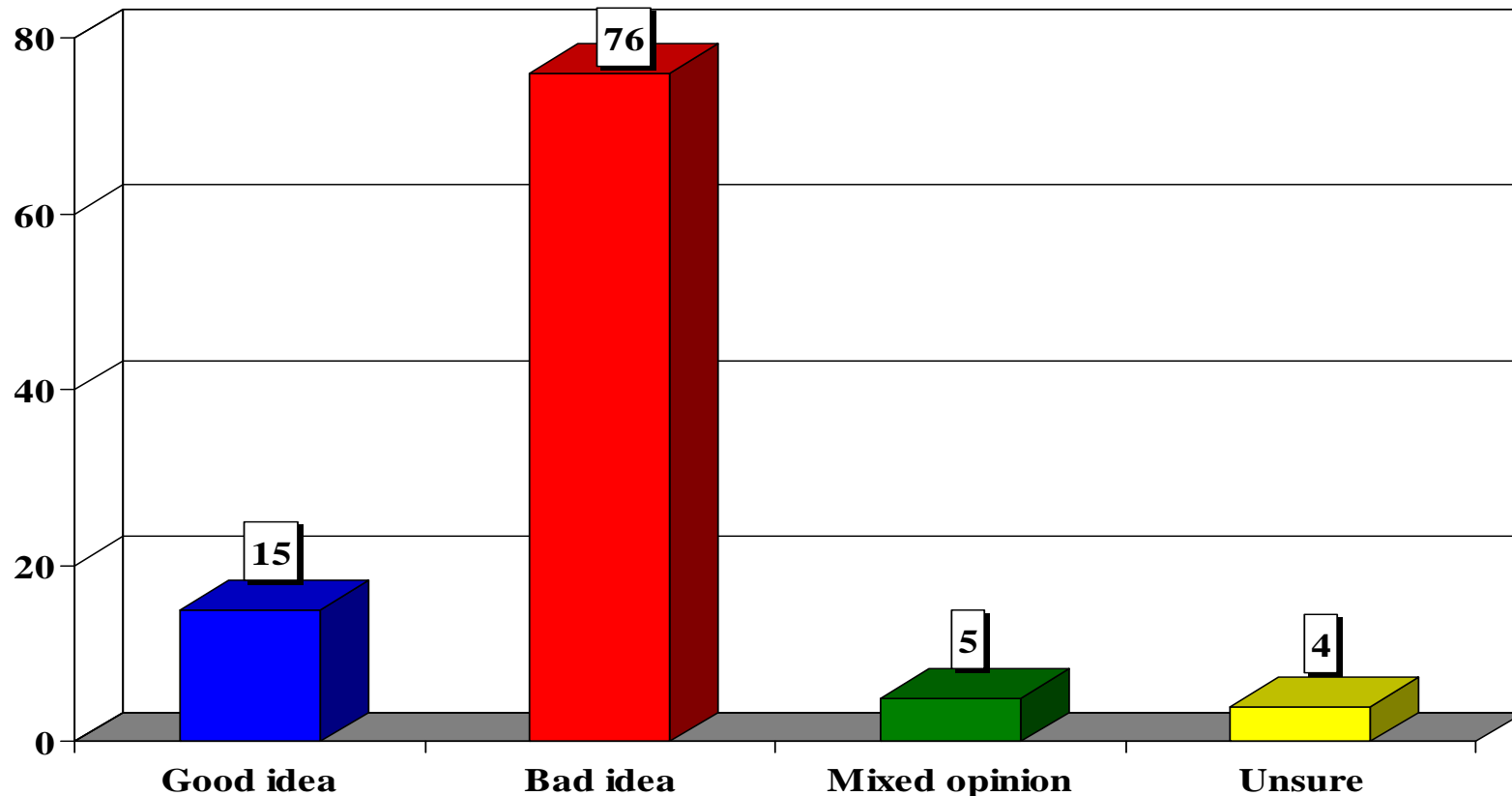


FACILITIES

www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

As you may or may not know, the enrollment continues to increase. As a result, some of the Champaign school district school buildings are expected to exceed their capacity within the next few years. Do you think that it is a good idea or bad idea to increase class sizes as a long-term solution, in order to control costs and preserve tax dollars?

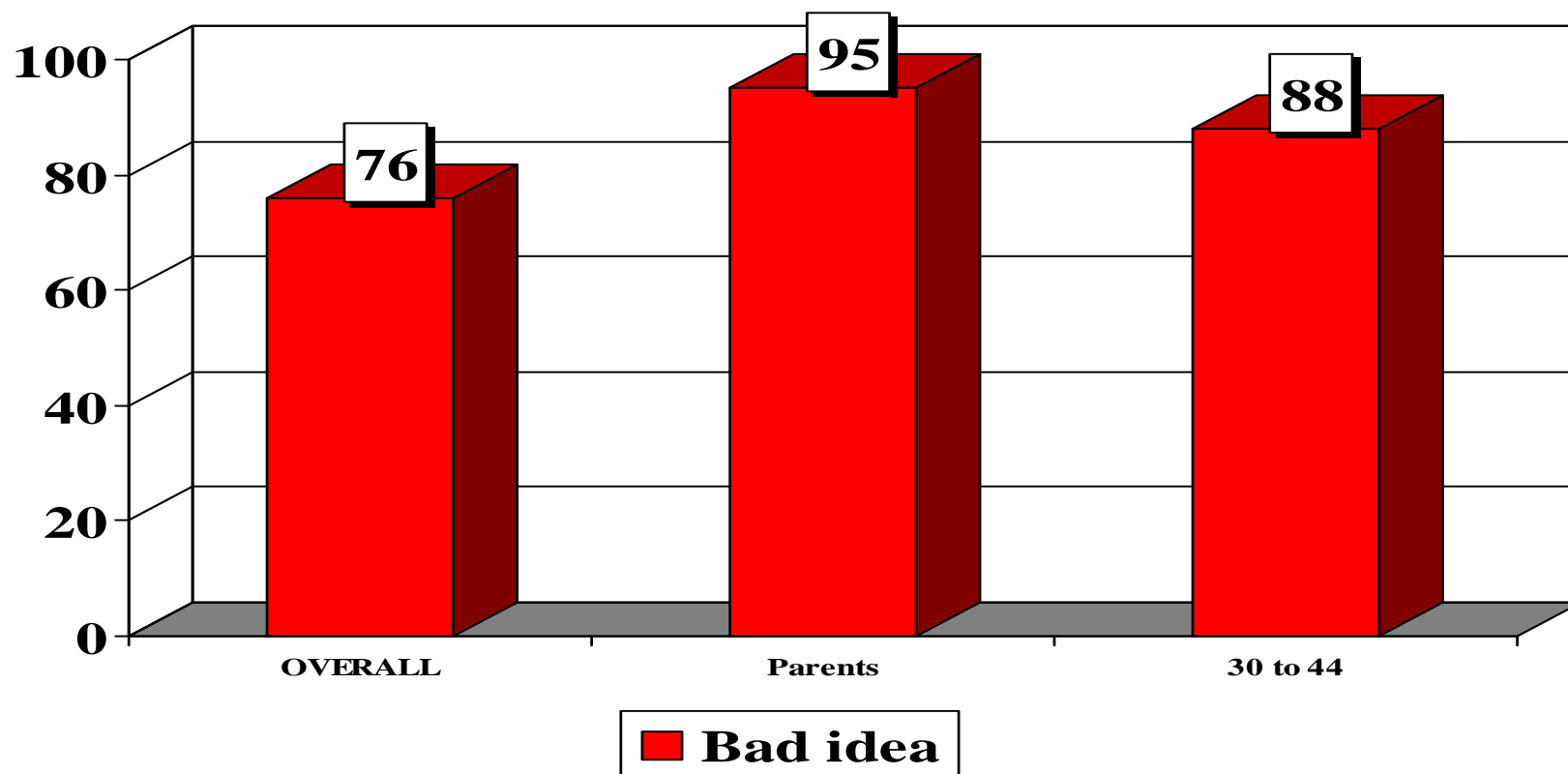


-61% Net Good Idea

www.FallonResearch.com

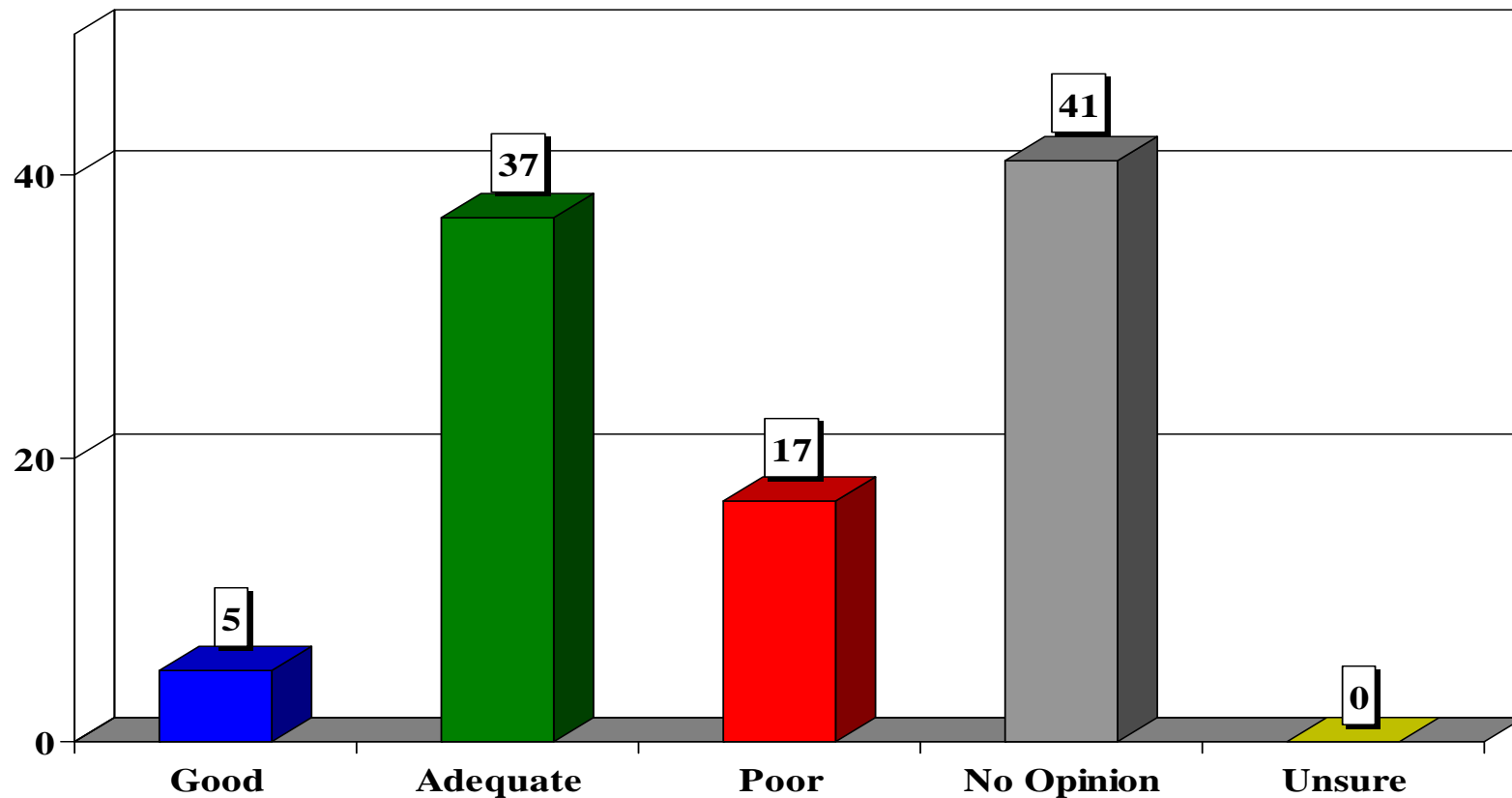


As you may or may not know, the enrollment continues to increase. As a result, some of the Champaign school district school buildings are expected to exceed their capacity within the next few years. Do you think that it is a good idea or bad idea to increase class sizes as a long-term solution, in order to control costs and preserve tax dollars?*

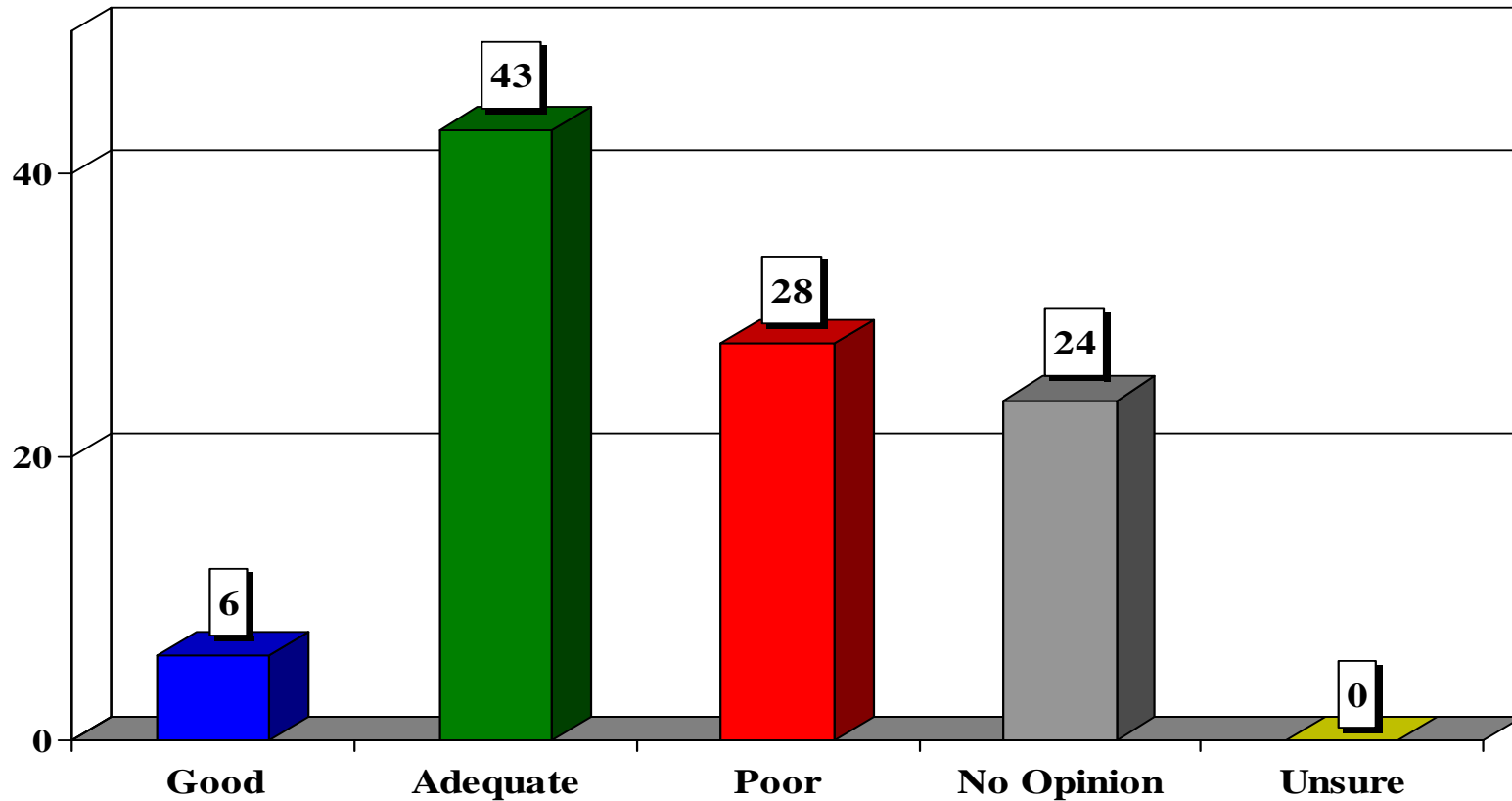


* Opposition was not below 50% for any major sub-group in the survey

In general, do you think that the older Champaign school district school buildings and classrooms are good facilities that need no major improvements, adequate facilities that need some updating, but no rebuilding or poor facilities that need to be replaced, or, do you not have enough information about this to have formed an opinion?



In general, do you think that the older Champaign school district school buildings and classrooms are good facilities that need no major improvements, adequate facilities that need some updating, but no rebuilding or poor facilities that need to be replaced, or, do you not have enough information about this to have formed an opinion?

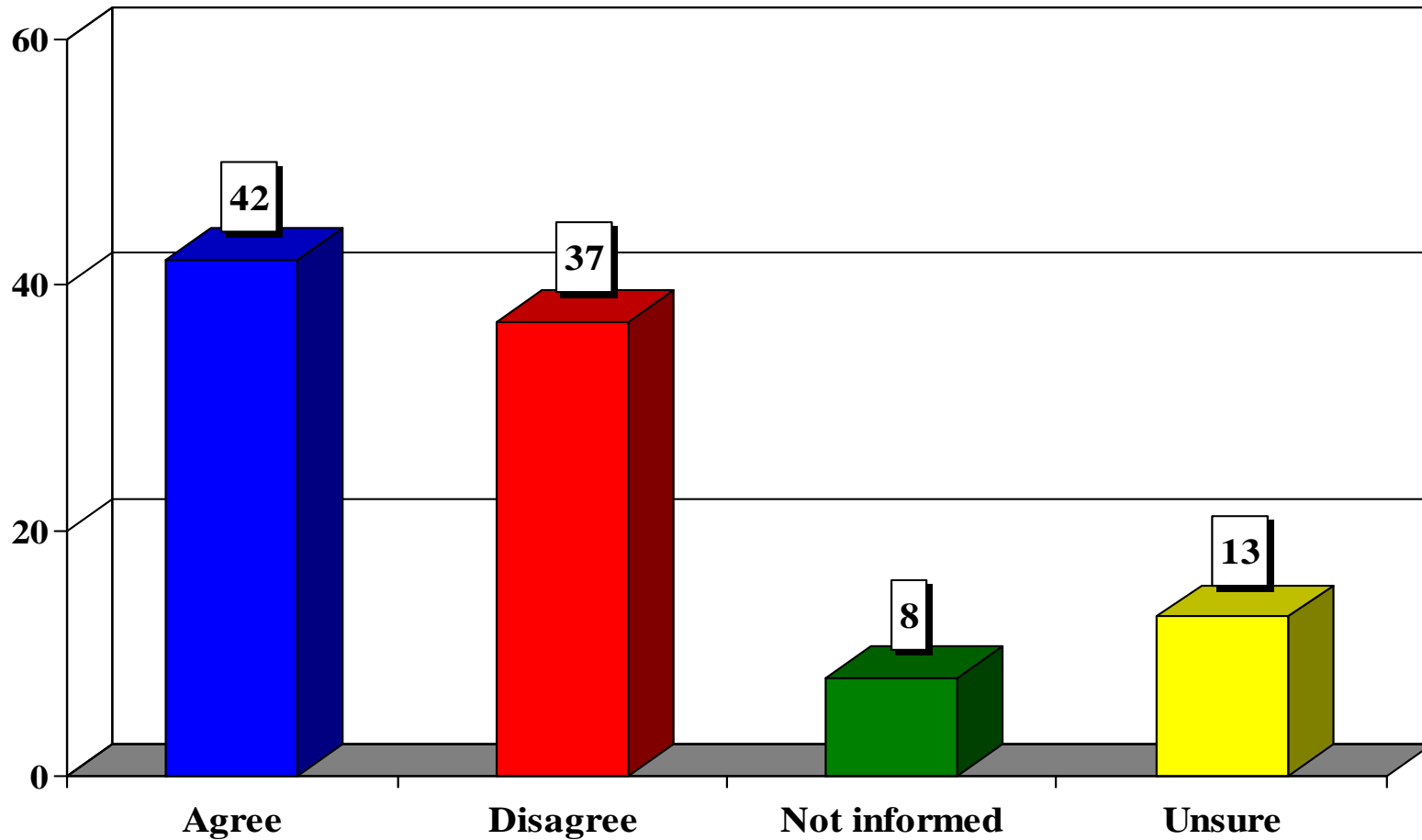


Among Parents

www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

Do you agree or disagree that the poor conditions of some of the Champaign school district school buildings are starting to create an unsuitable environment for learning?

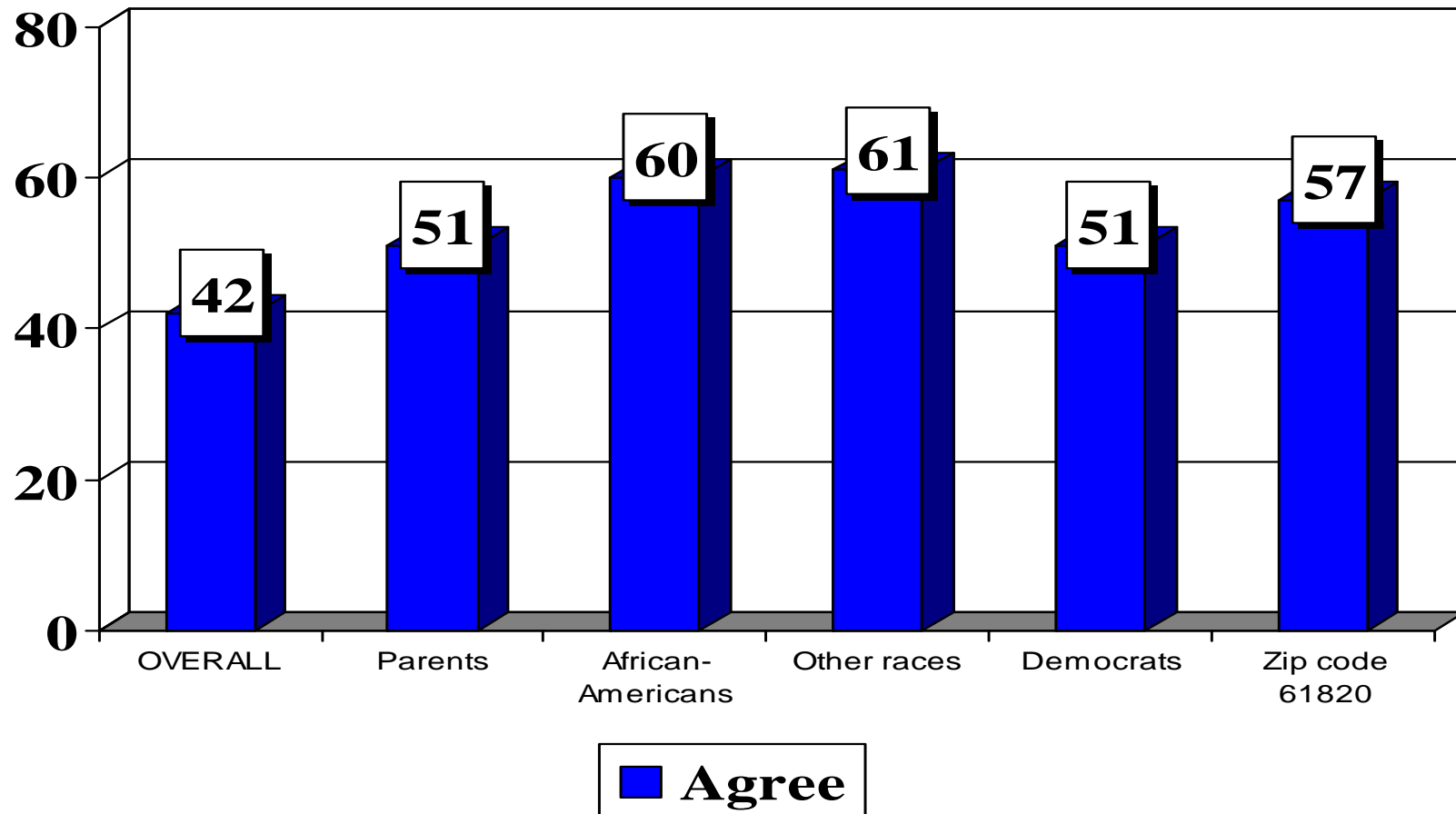


5% Net Agreement

www.FallonResearch.com

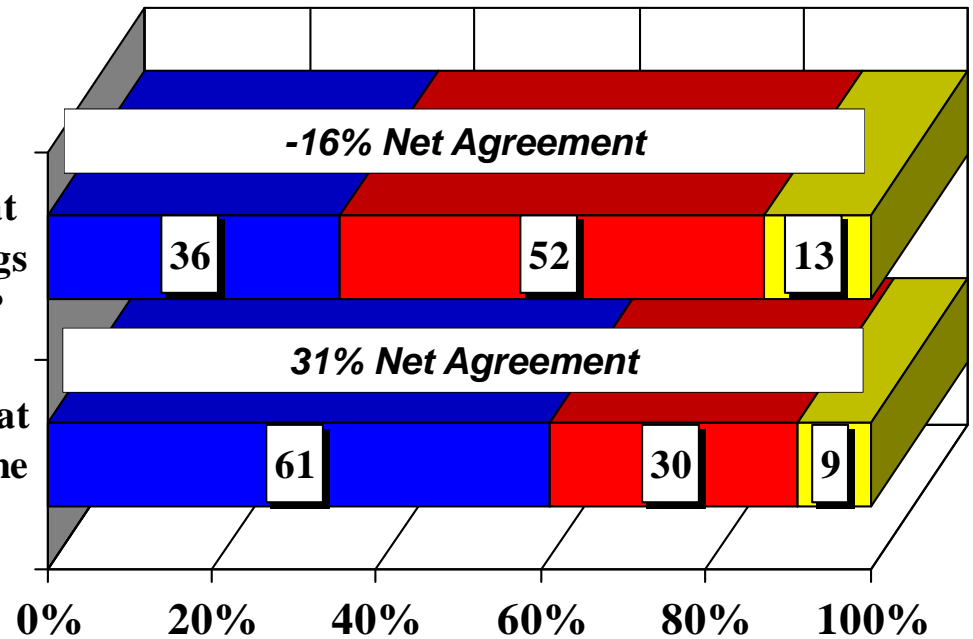


Do you agree or disagree that the poor conditions of some of the Champaign school district school buildings are starting to create an unsuitable environment for learning?



Do you agree or disagree with people who say that the current condition of some of the school buildings is hurting the community's image and reputation?

Do you agree or disagree with people who say that renovated or new school buildings will improve the community's image and reputation?



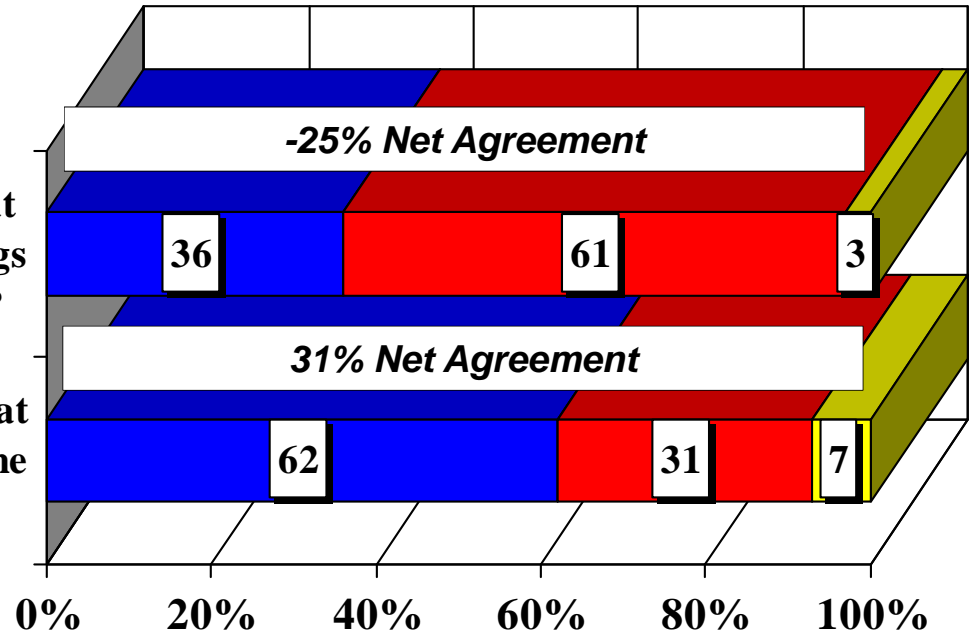
Split Sample Testing

www.FallonResearch.com



Do you agree or disagree with people who say that the current condition of some of the school buildings is hurting the community's image and reputation?

Do you agree or disagree with people who say that renovated or new school buildings will improve the community's image and reputation?



■ Agree

■ Disagree

■ Unsure

Among Parents

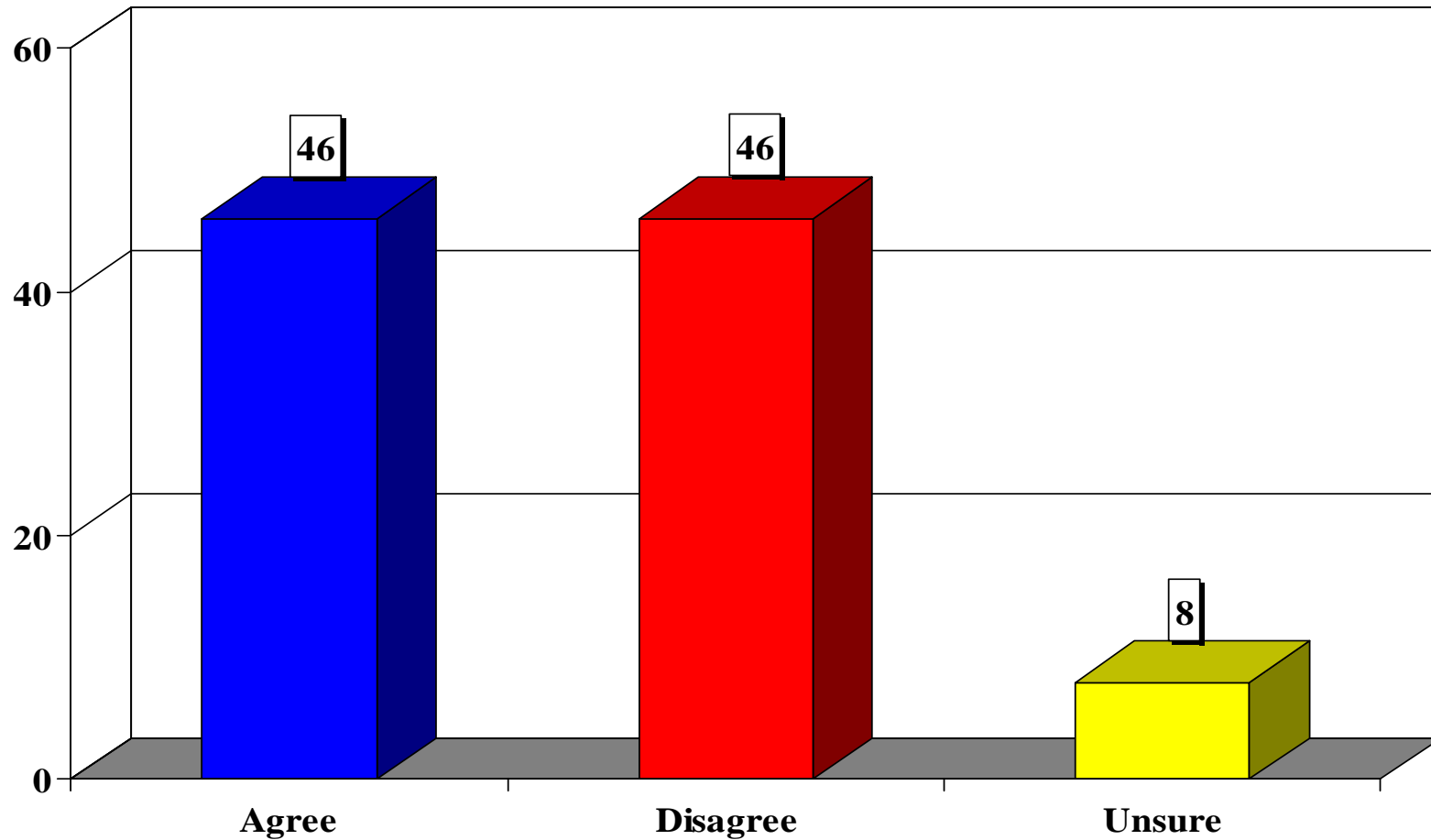
www.FallonResearch.com

FALLON

RESEARCH

& COMMUNICATIONS, INC.

Do you agree or disagree with people who say that using trailers to hold classes is hurting the community's image and reputation?

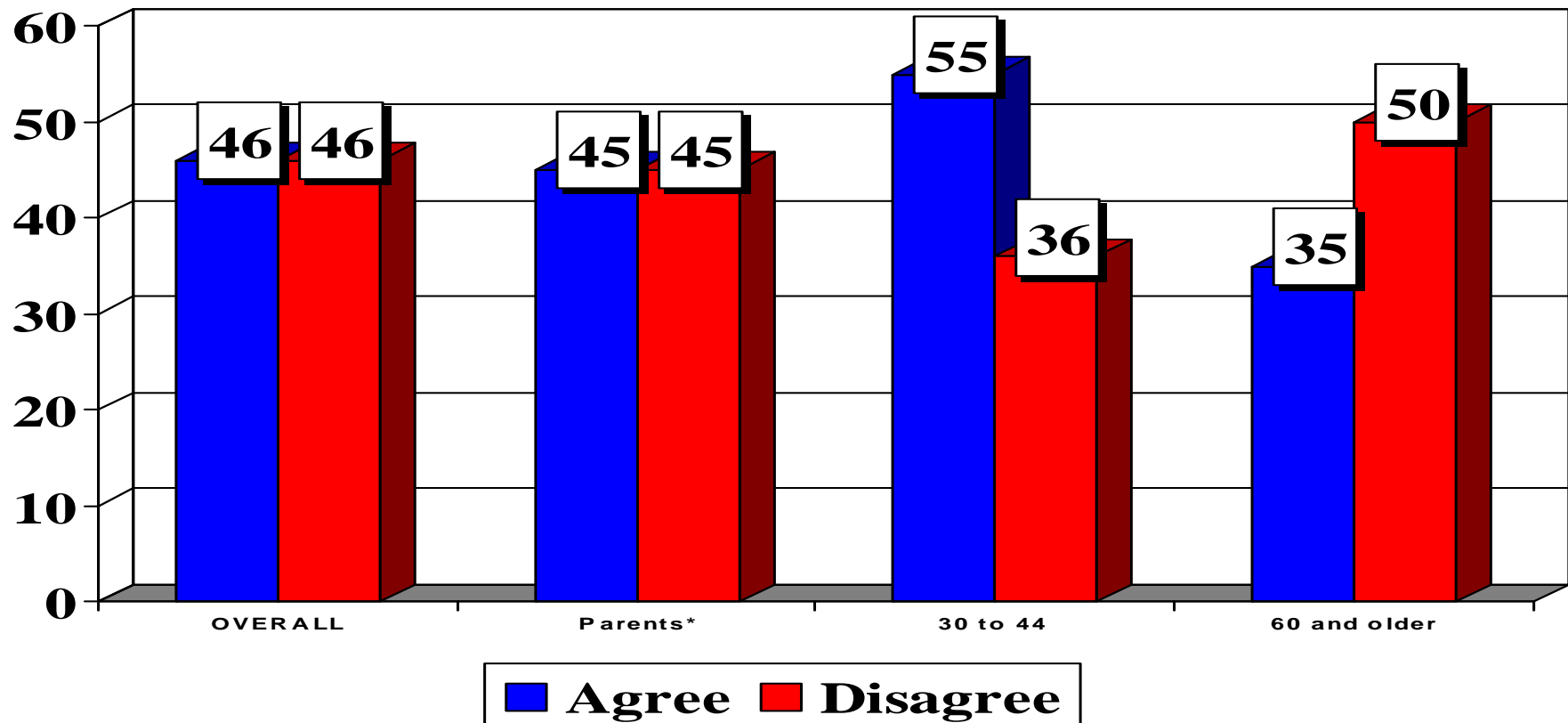


0% Net Agreement

www.FallonResearch.com

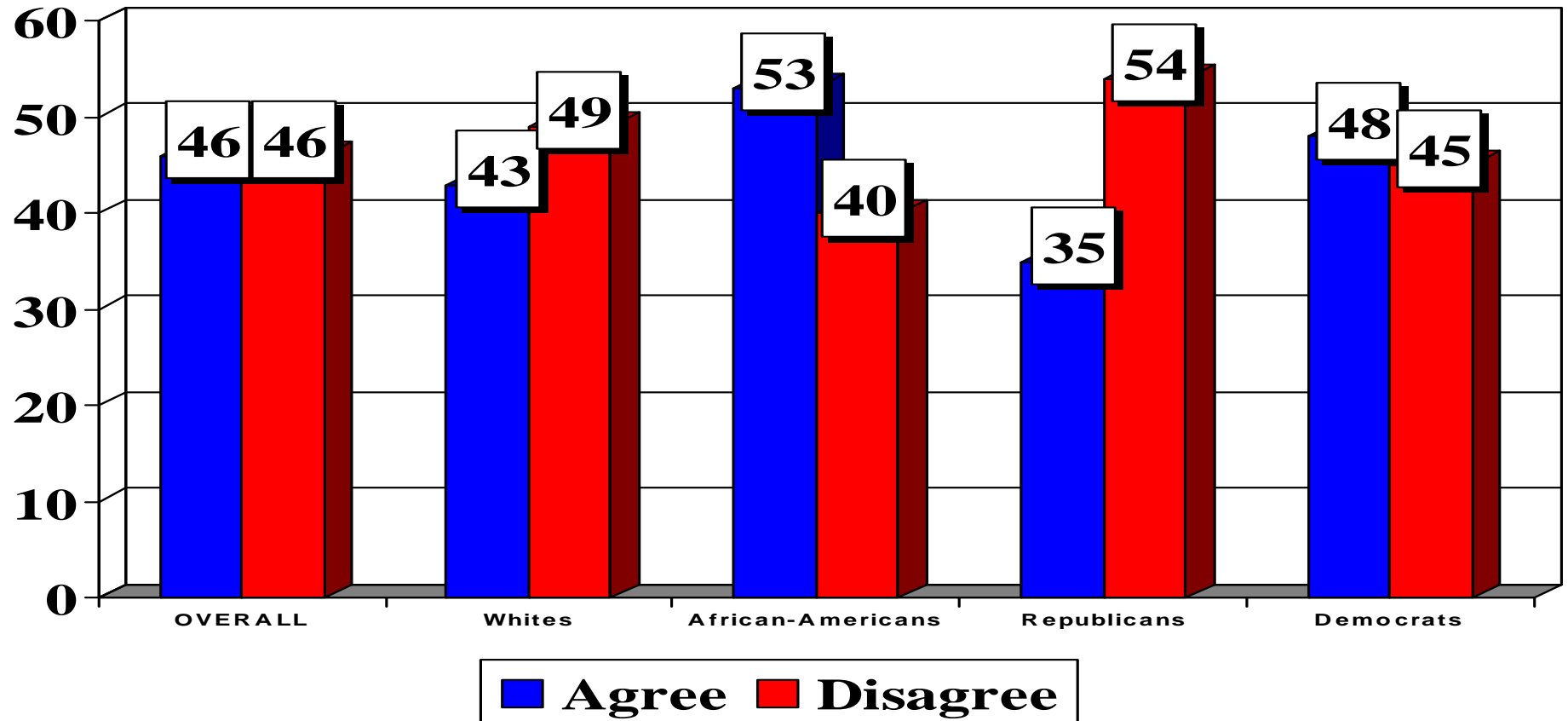
FALLON
RESEARCH
& COMMUNICATIONS, INC.

Do you agree or disagree with people who say that using trailers to hold classes is hurting the community's image and reputation?

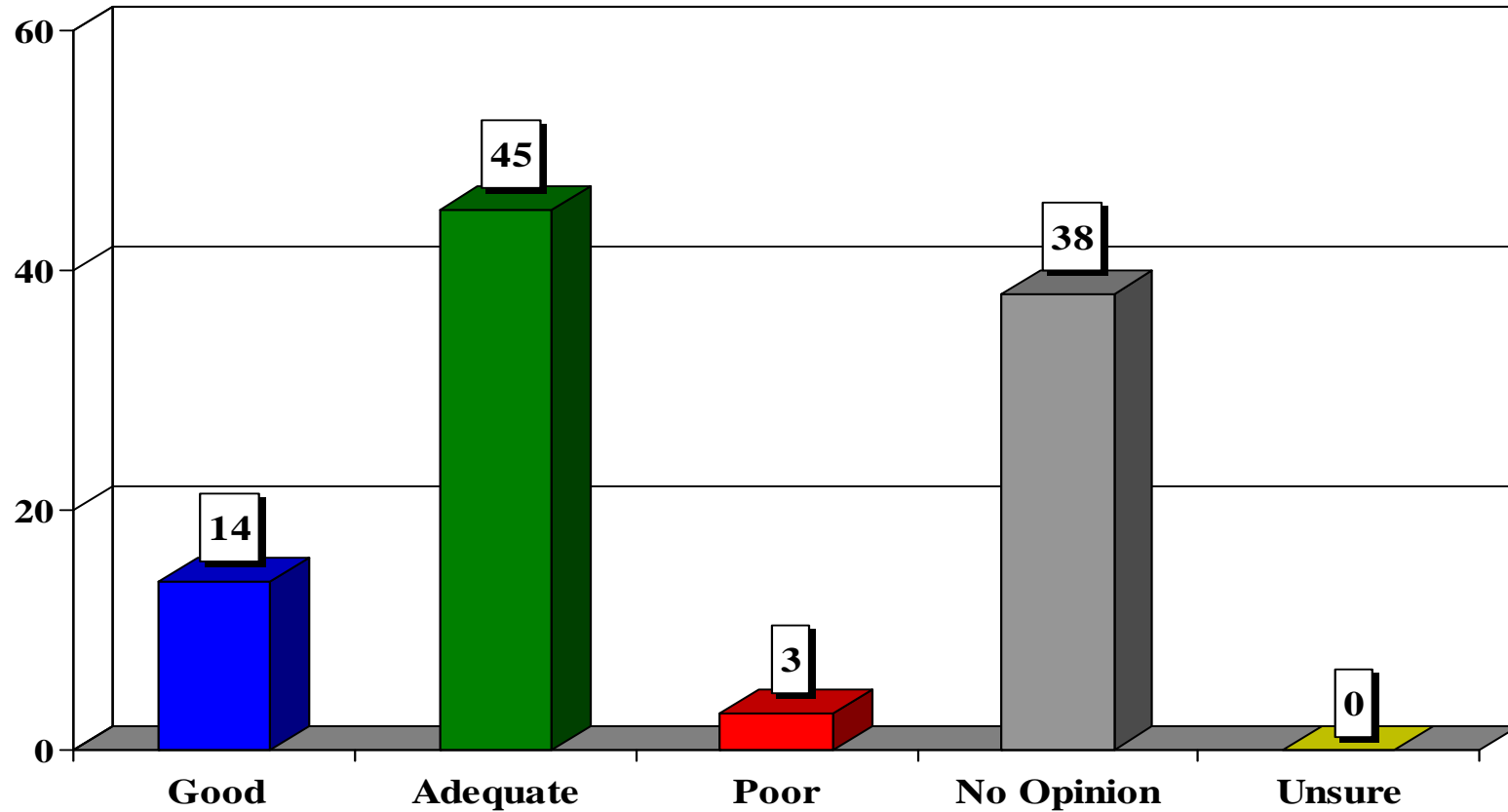


** Differences were not statistically significant*

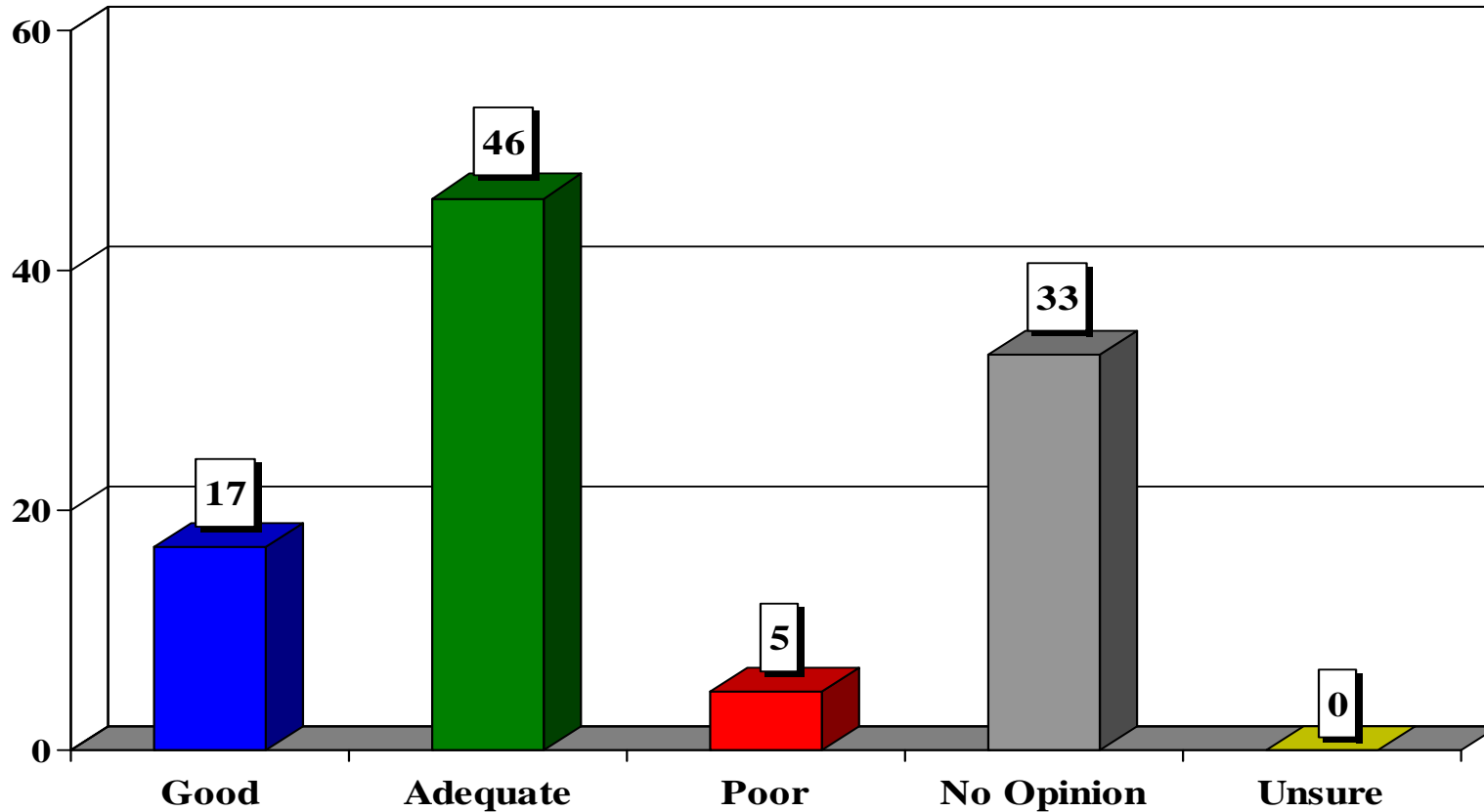
Do you agree or disagree with people who say that using trailers to hold classes is hurting the community's image and reputation?



Do you think the current **Centennial High School** building is a good facility that needs no improvements, an adequate facility that needs some upgrades and improvements, a poor facility that needs to be replaced or do you not have enough information about this to have formed an opinion?



Do you think the current **Centennial High School** building is a good facility that needs no improvements, an adequate facility that needs some upgrades and improvements, a poor facility that needs to be replaced or do you not have enough information about this to have formed an opinion?



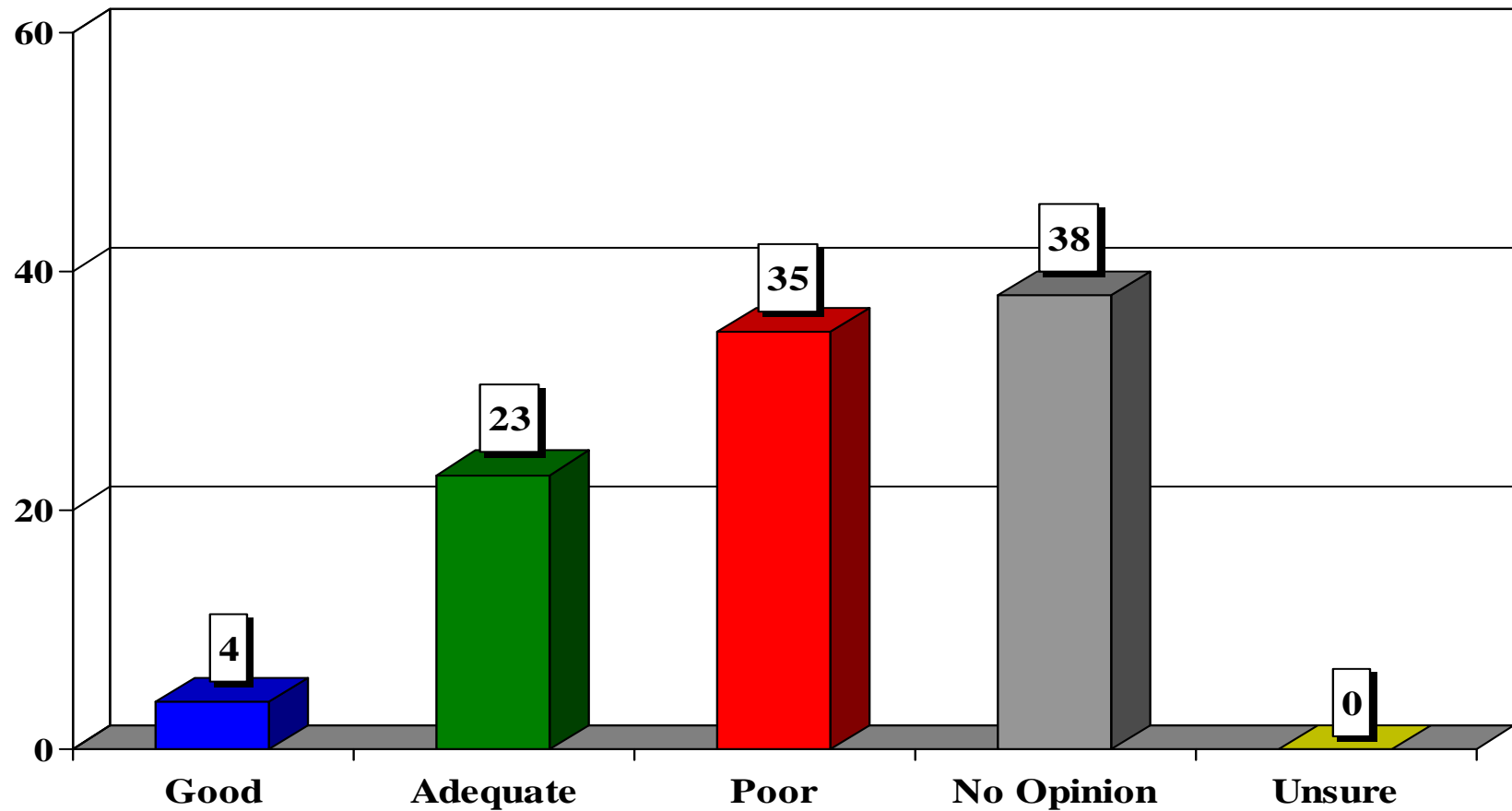
** Differences were not statistically significant*

Among Parents*

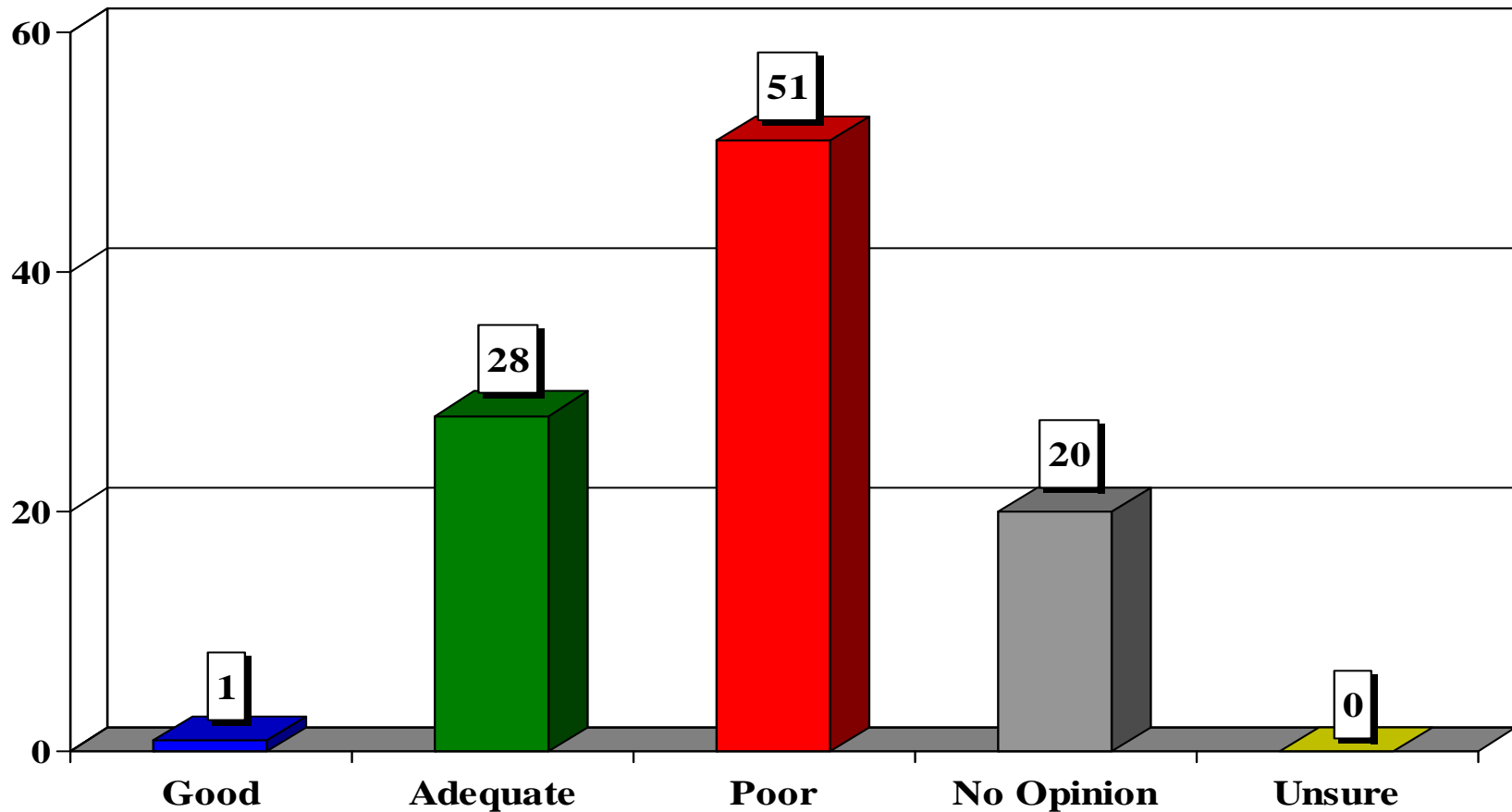
www.FallonResearch.com



Do you think the current **Central High School** building is a good facility that needs no improvements, an adequate facility that needs some upgrades and improvements, a poor facility that needs to be replaced or do you not have enough information about this to have formed an opinion?



Do you think the current **Central High School** building is a good facility that needs no improvements, an adequate facility that needs some upgrades and improvements, a poor facility that needs to be replaced or do you not have enough information about this to have formed an opinion?

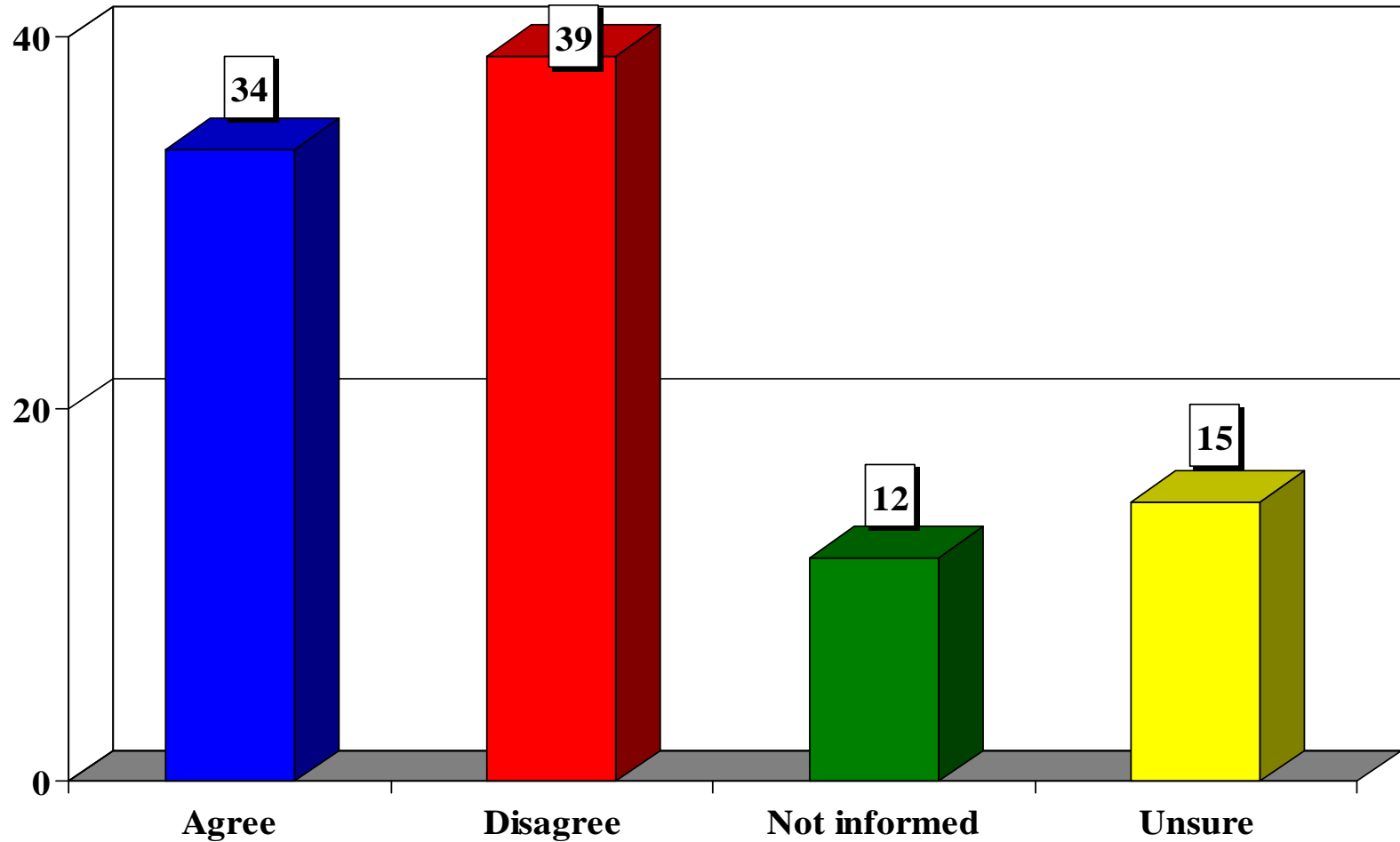


Among Parents

www.FallonResearch.com



Do you agree or disagree that the poor conditions of the Central High School building are starting to create an unsuitable environment for learning?

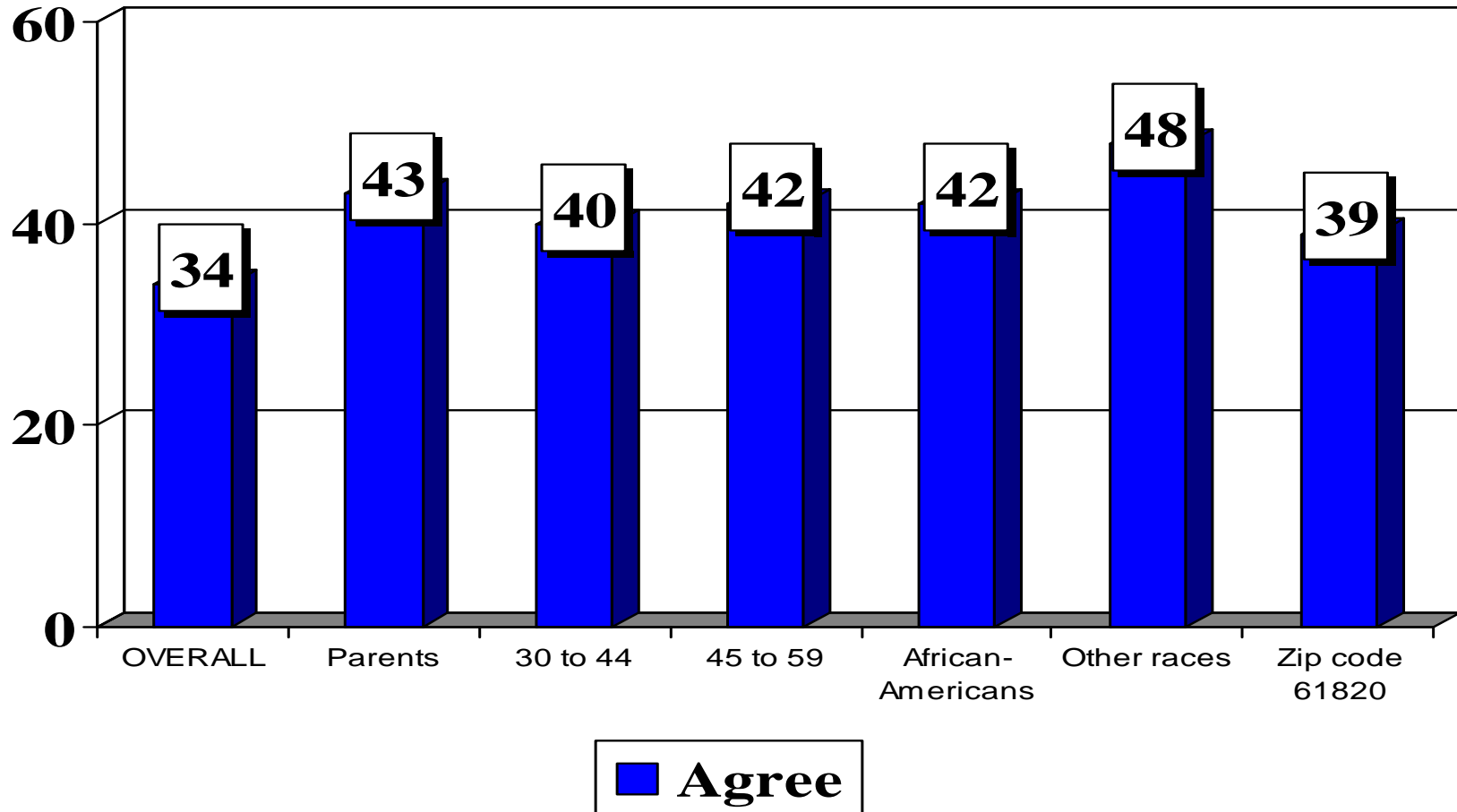


-5% Net Agreement

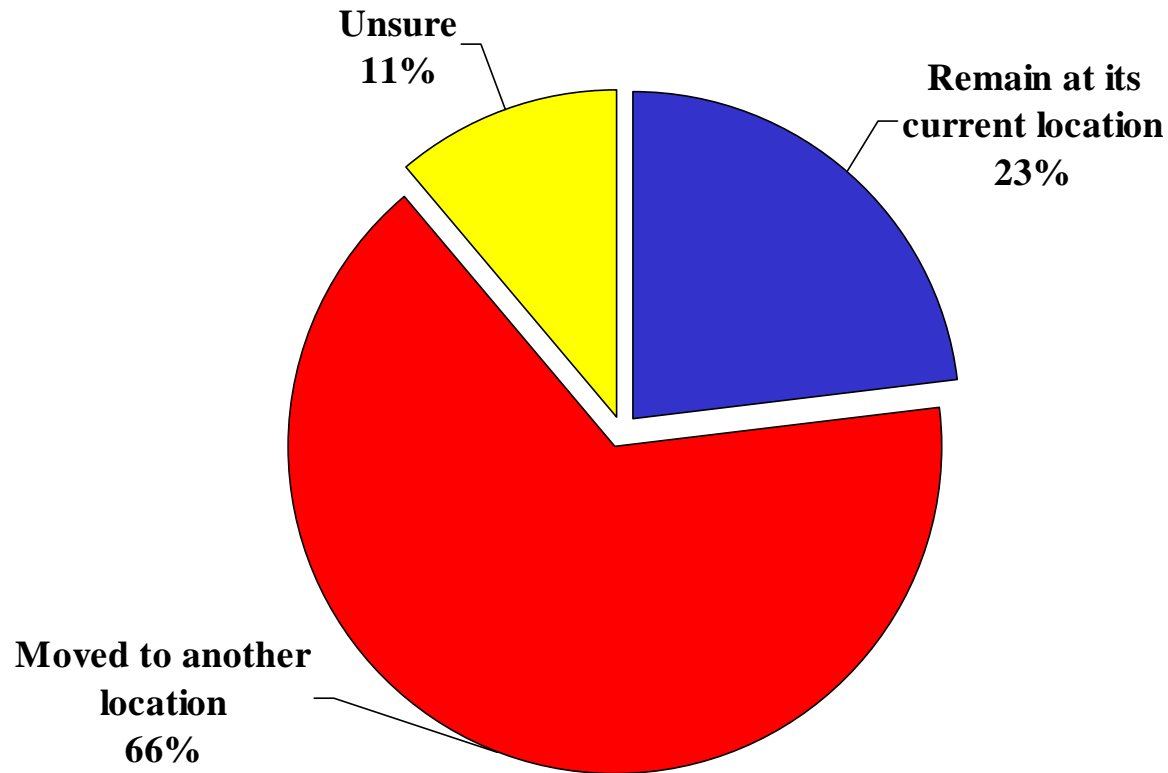
www.FallonResearch.com



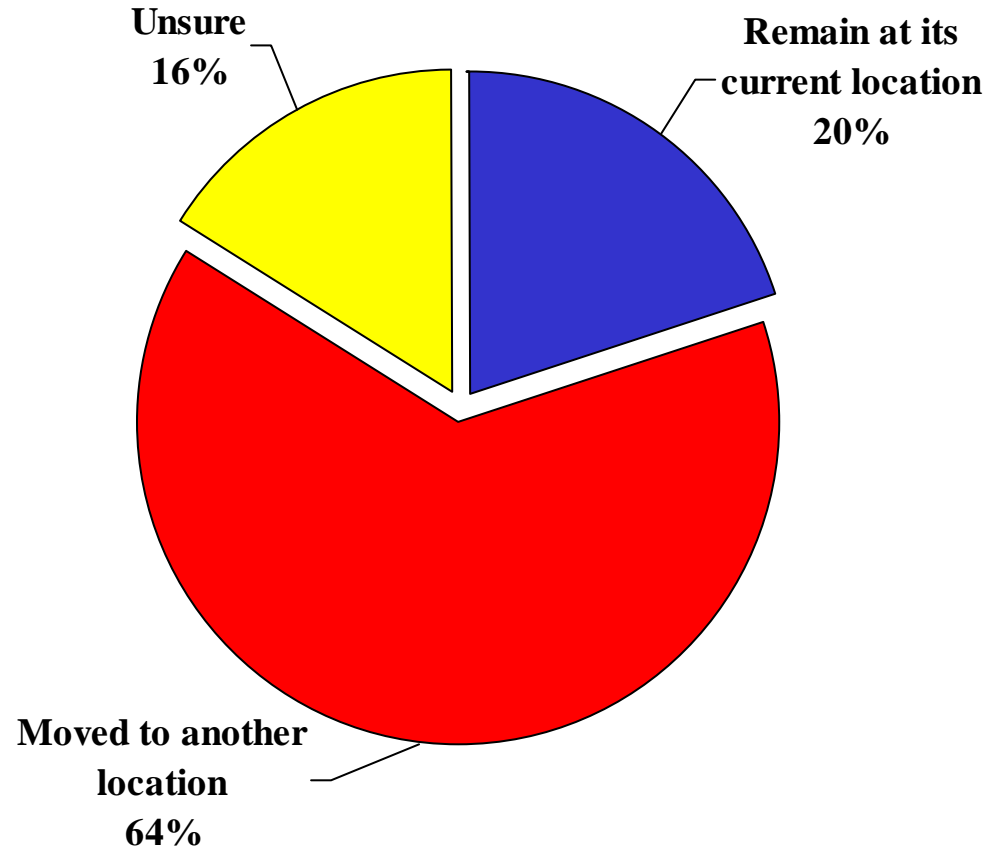
Do you agree or disagree that the poor conditions of the Central High School building are starting to create an unsuitable environment for learning?



Supposing for a moment that a new Central High School building is constructed to replace the existing one, do you think that it should remain at its current location, so it can continue to serve the adjacent neighborhoods or be moved to another location, where there is room for athletic fields and facilities that are not available to students at the current site?



Supposing for a moment that a new Central High School building is constructed to replace the existing one, do you think that it should remain at its current location, so it can continue to serve the adjacent neighborhoods or be moved to another location, where there is room for athletic fields and facilities that are not available to students at the current site?



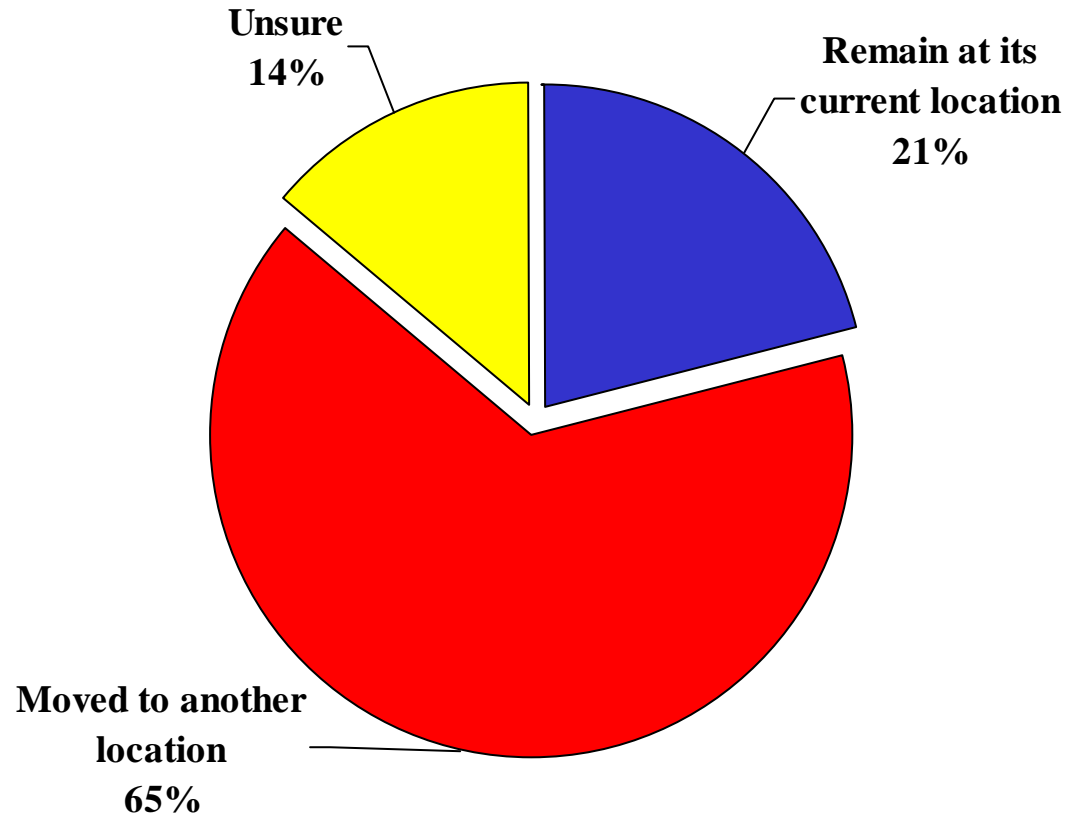
** The statistically significant differences by race for this question were nominal*

Among Parents*

www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

Supposing for a moment that a new Central High School building is constructed to replace the existing one, do you think that it should remain at its current location, so it can continue to serve the adjacent neighborhoods or be moved to another location, where there is room for athletic fields and facilities that are not available to students at the current site?



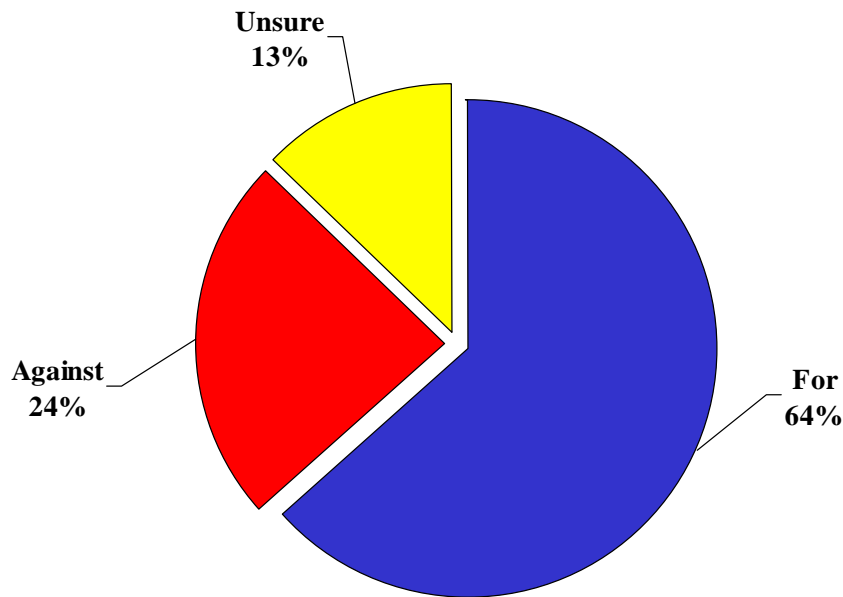
** Differences were not statistically significant*

Zip Code 61820*

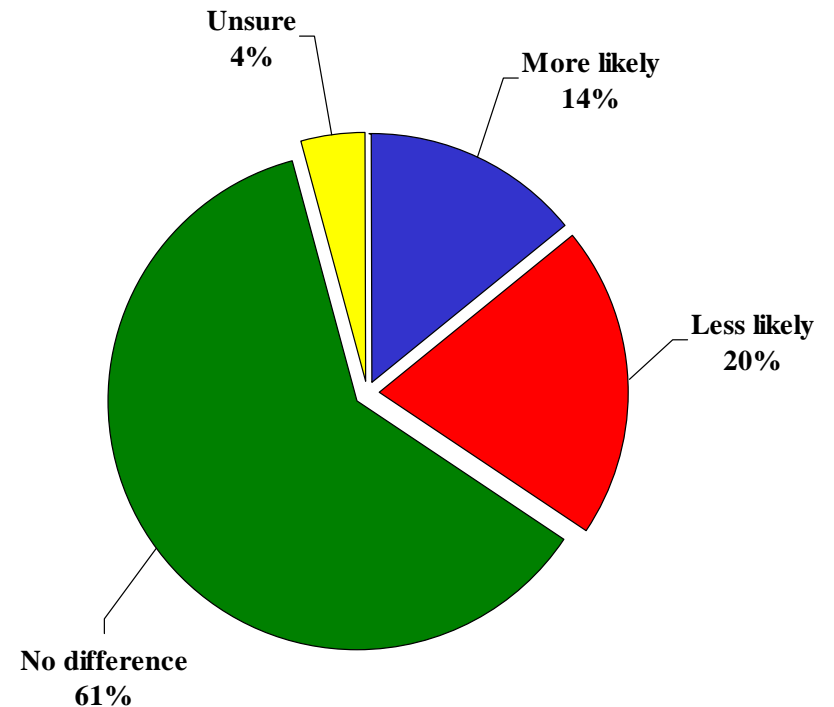
www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

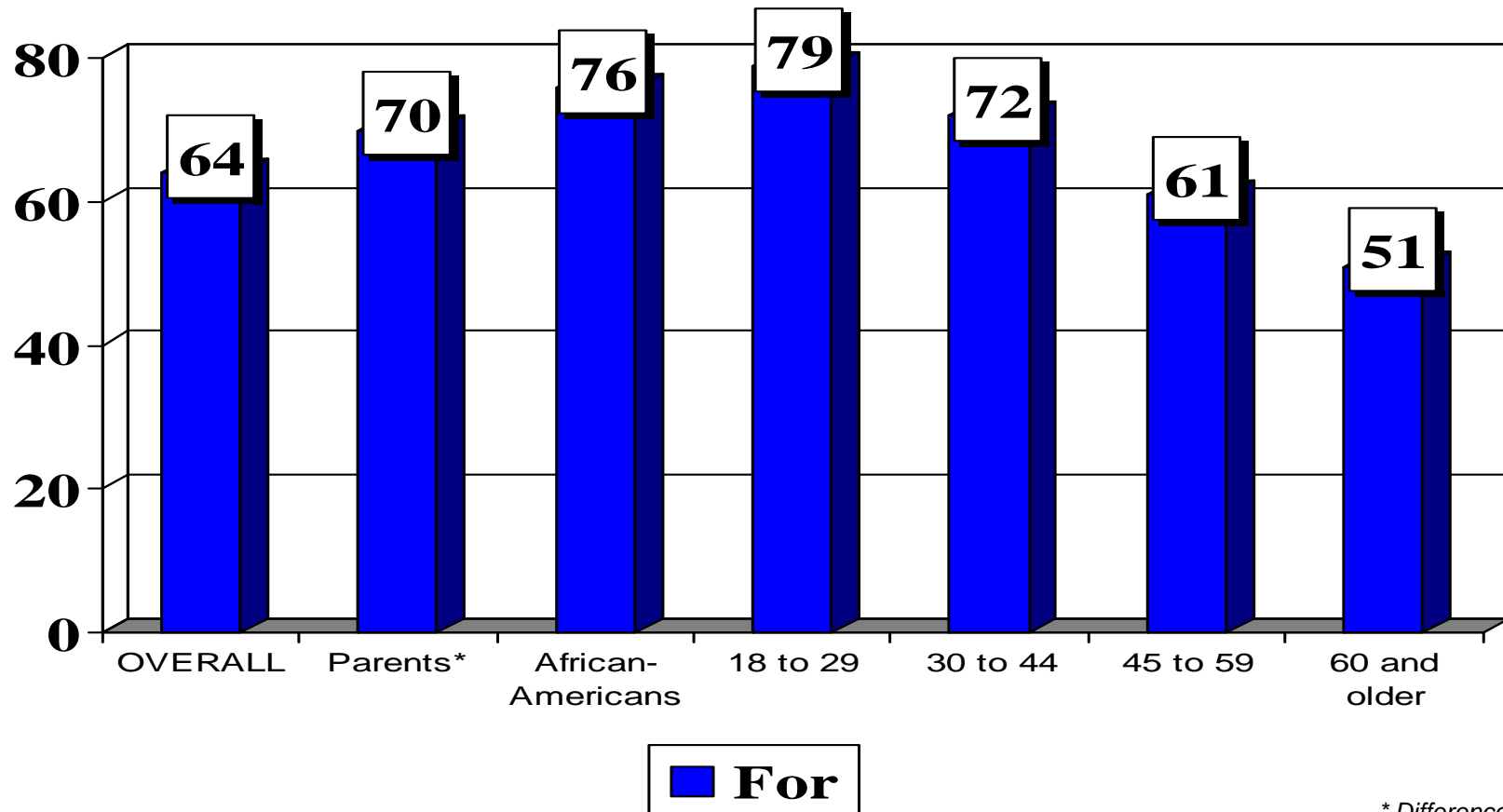
Supposing for a moment that a 20-year bond issue for \$80 million dollars was on the ballot to pay for construction to replace Central High School and make some basic repairs or renovations to other schools that are in poor condition, would you vote for or against it?



Does knowing that it will cost homeowners \$96 per year for each one hundred thousand dollars of property, make you more or less likely to vote for it, or does it make no difference in your decision?

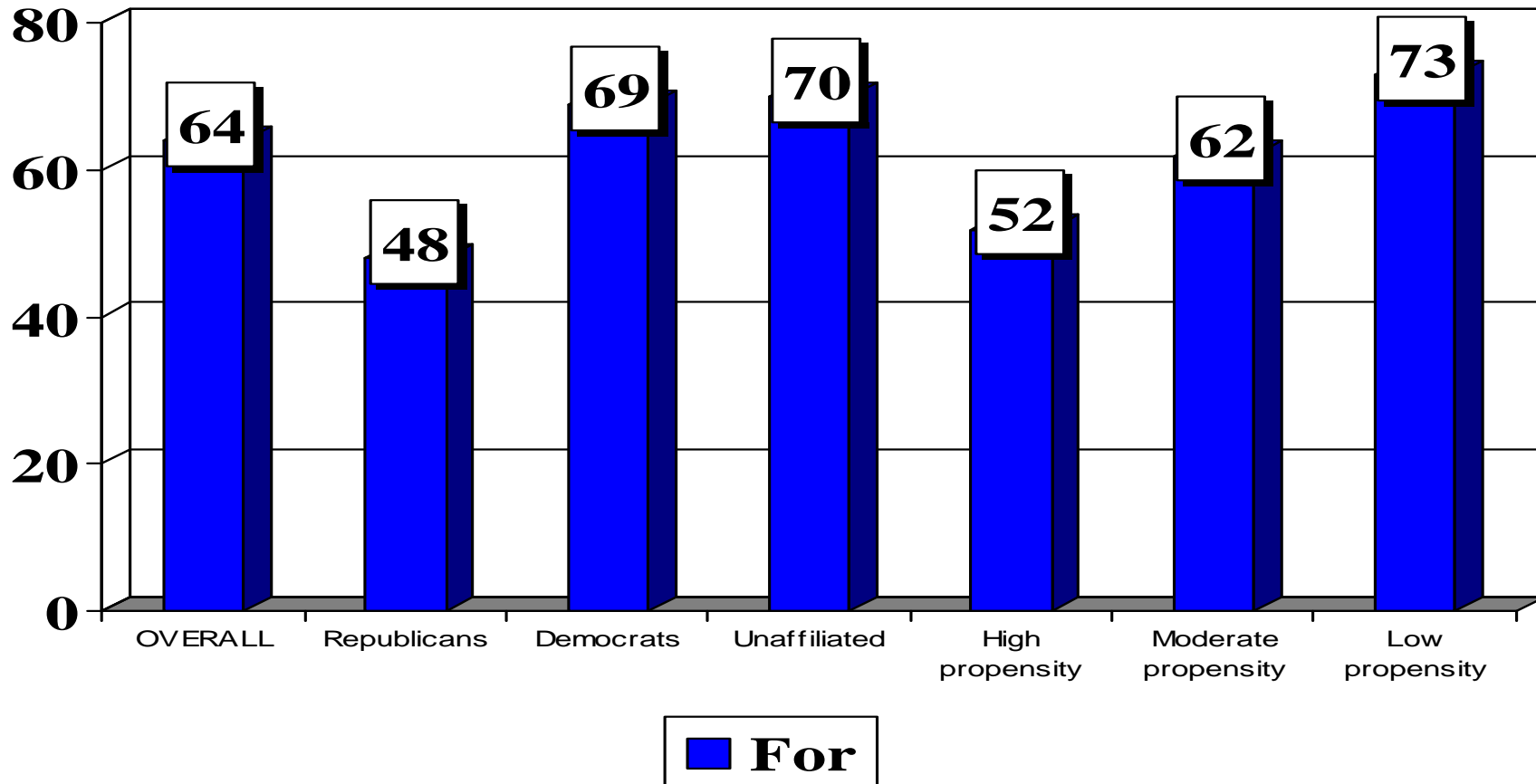


Supposing for a moment that a 20-year bond issue for \$80 million dollars was on the ballot to pay for construction to replace Central High School and make some basic repairs or renovations to other schools that are in poor condition, would you vote for or against it?

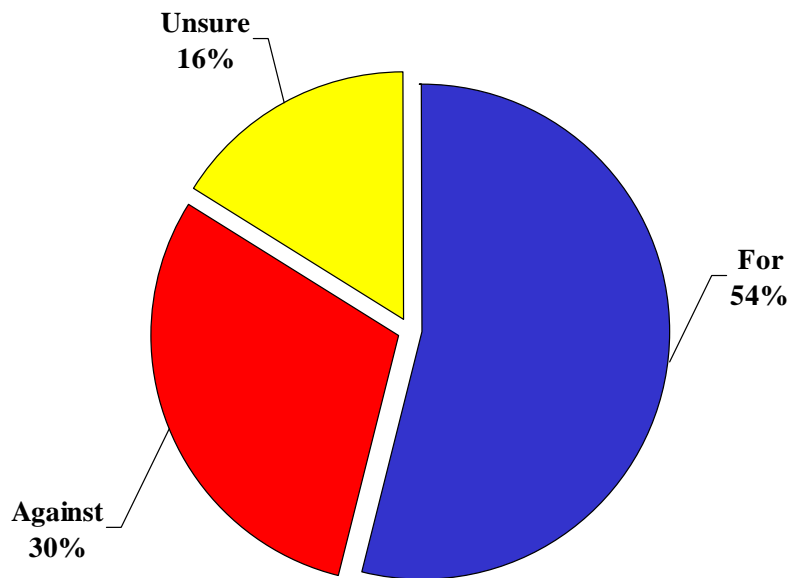


** Differences were not statistically significant*

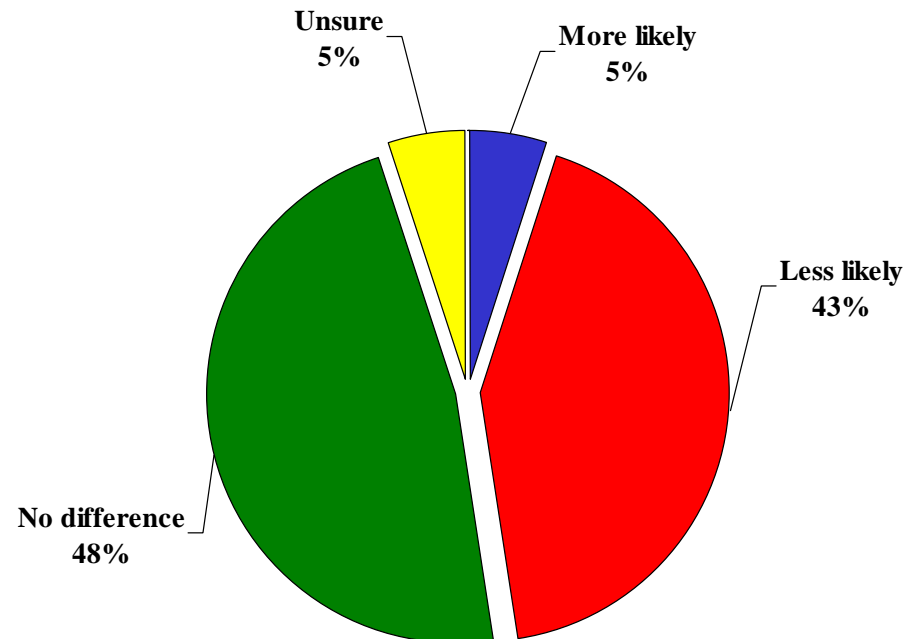
Supposing for a moment that a 20-year bond issue for \$80 million dollars was on the ballot to pay for construction to replace Central High School and make some basic repairs or renovations to other schools that are in poor condition, would you vote for or against it?



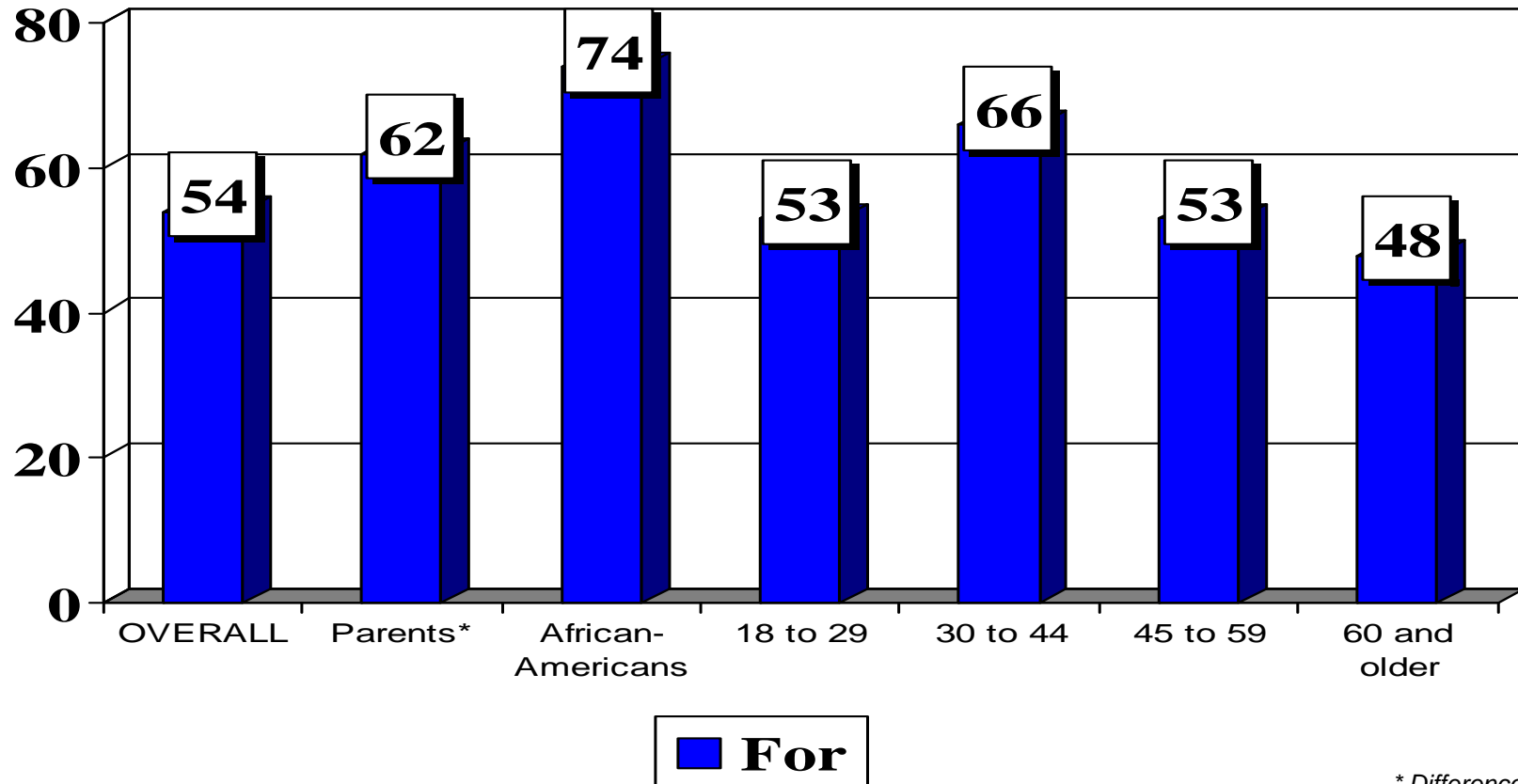
Supposing for a moment that a 20-year bond issue for \$206 million dollars was on the ballot to pay for construction to replace Central High School, build new schools for lower grades to accommodate growing enrollment, and make repairs or renovations to upgrade many of the other schools, would you vote for or against it?



Does knowing that it will cost homeowners \$251 per year for each one hundred thousand dollars of property, make you more or less likely to vote for it, or does it make no difference in your decision?

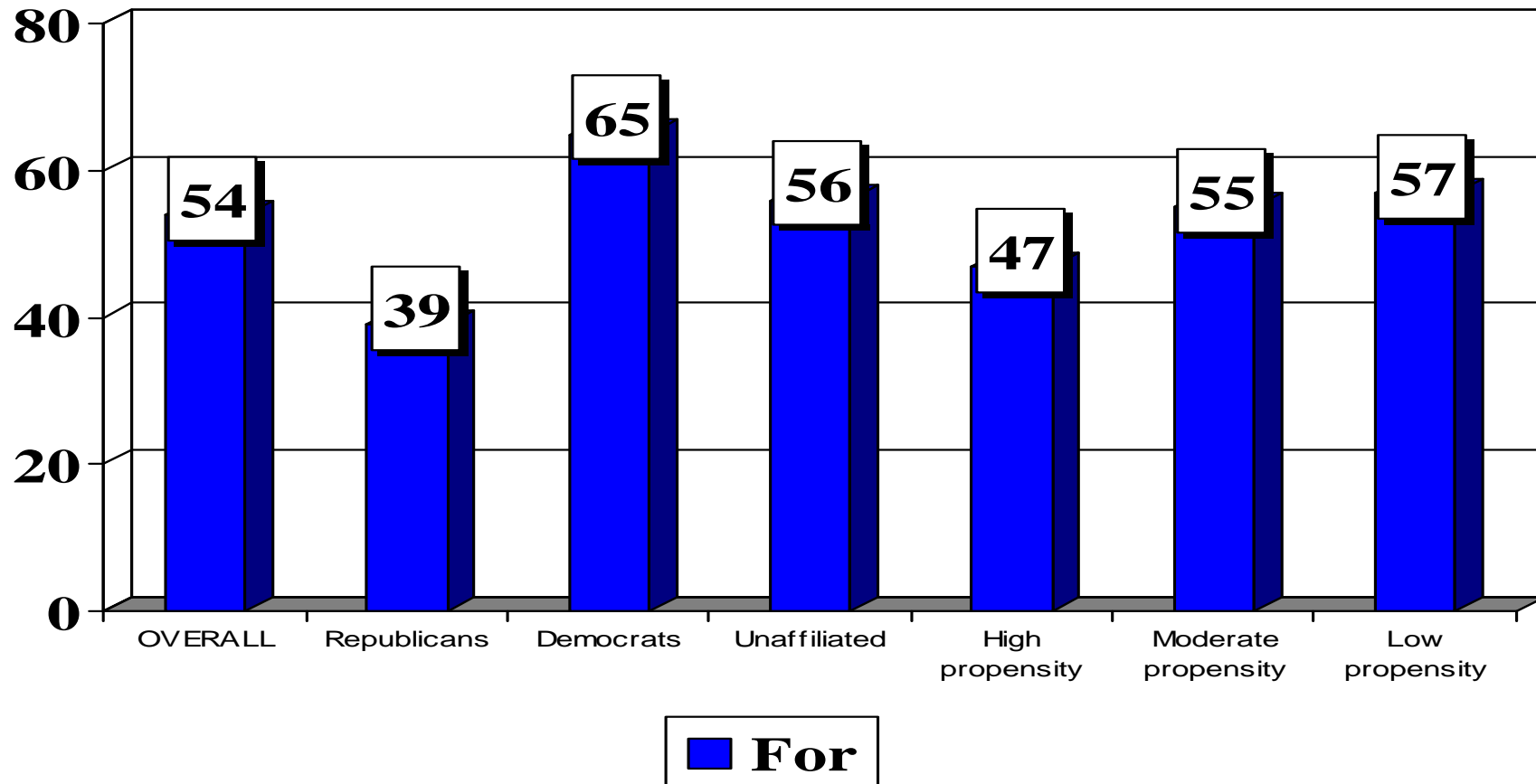


Supposing for a moment that a 20-year bond issue for \$206 million dollars was on the ballot to pay for construction to replace Central High School, build new schools for lower grades to accommodate growing enrollment, and make repairs or renovations to upgrade many of the other schools, would you vote for or against it?



* Differences were not statistically significant

Supposing for a moment that a 20-year bond issue for \$206 million dollars was on the ballot to pay for construction to replace Central High School, build new schools for lower grades to accommodate growing enrollment, and make repairs or renovations to upgrade many of the other schools, would you vote for or against it?



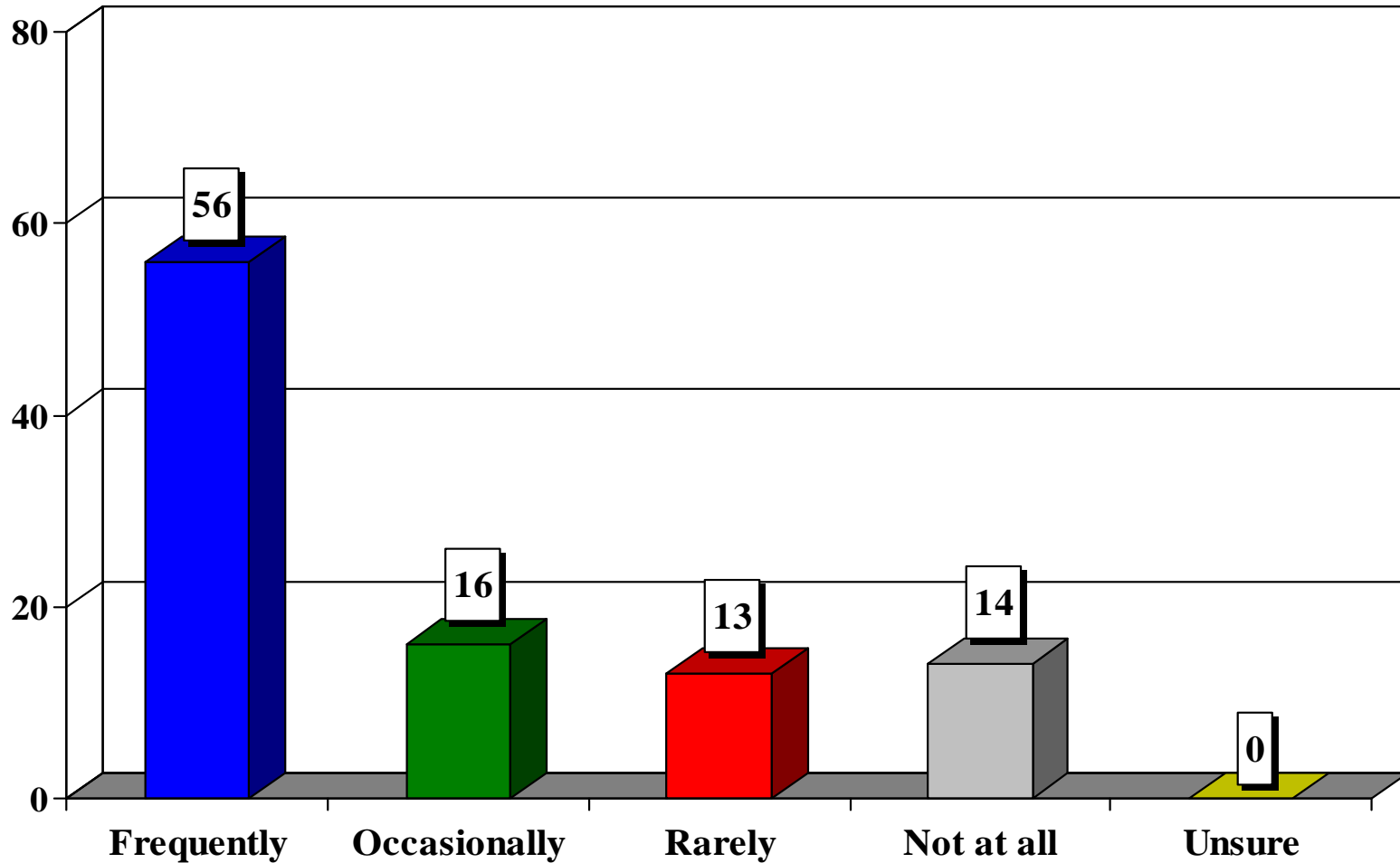


COMMUNICATIONS

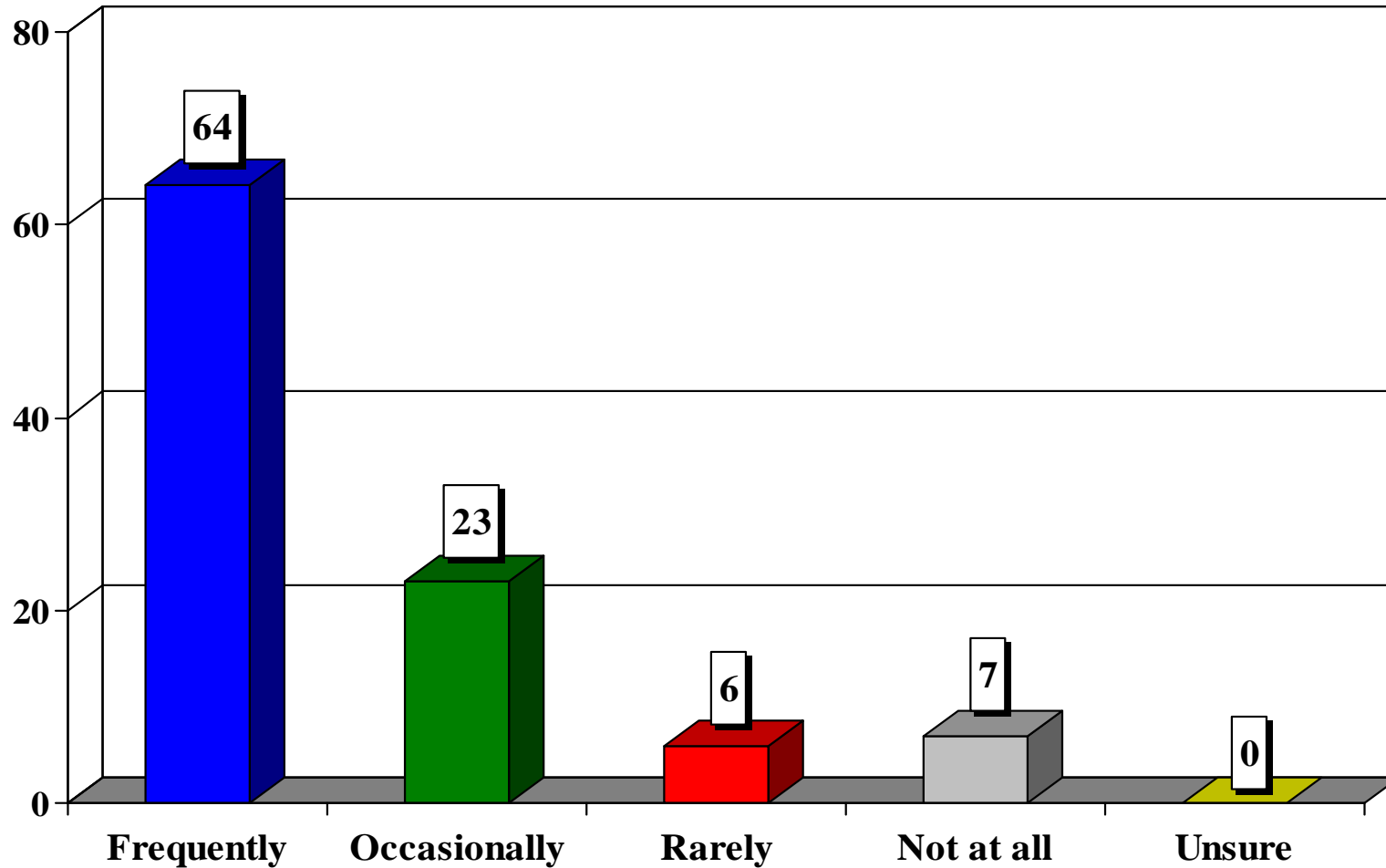
www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

Including the on-line versions that are available over the Internet, how often would you say that you read the News-Gazette newspaper?



Including the on-line versions that are available over the Internet, how often would you say that you read the News-Gazette newspaper?



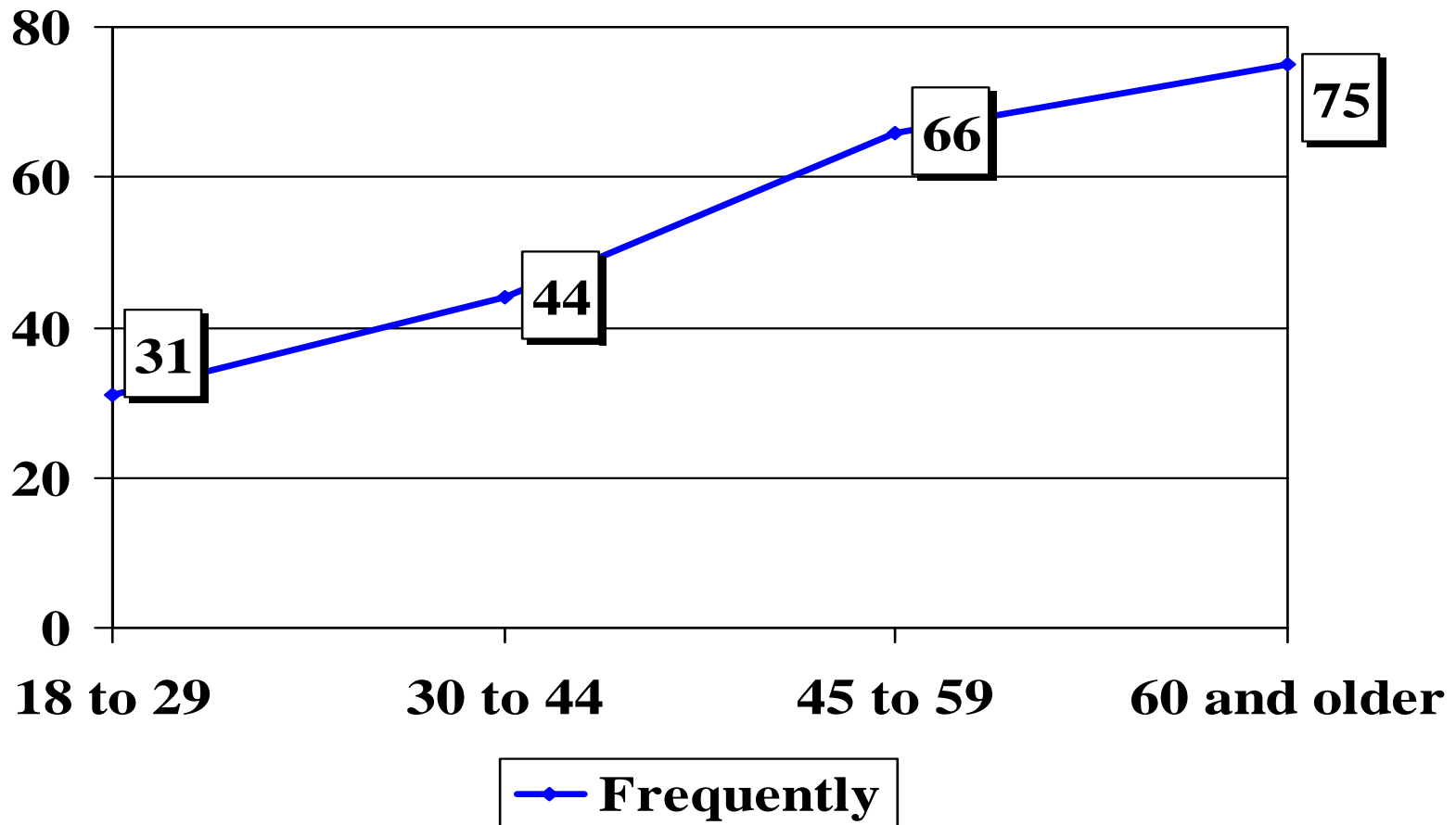
** Differences were not statistically significant*

Among Parents*

www.FallonResearch.com



Including the on-line versions that are available over the Internet, how often would you say that you read the News-Gazette newspaper?

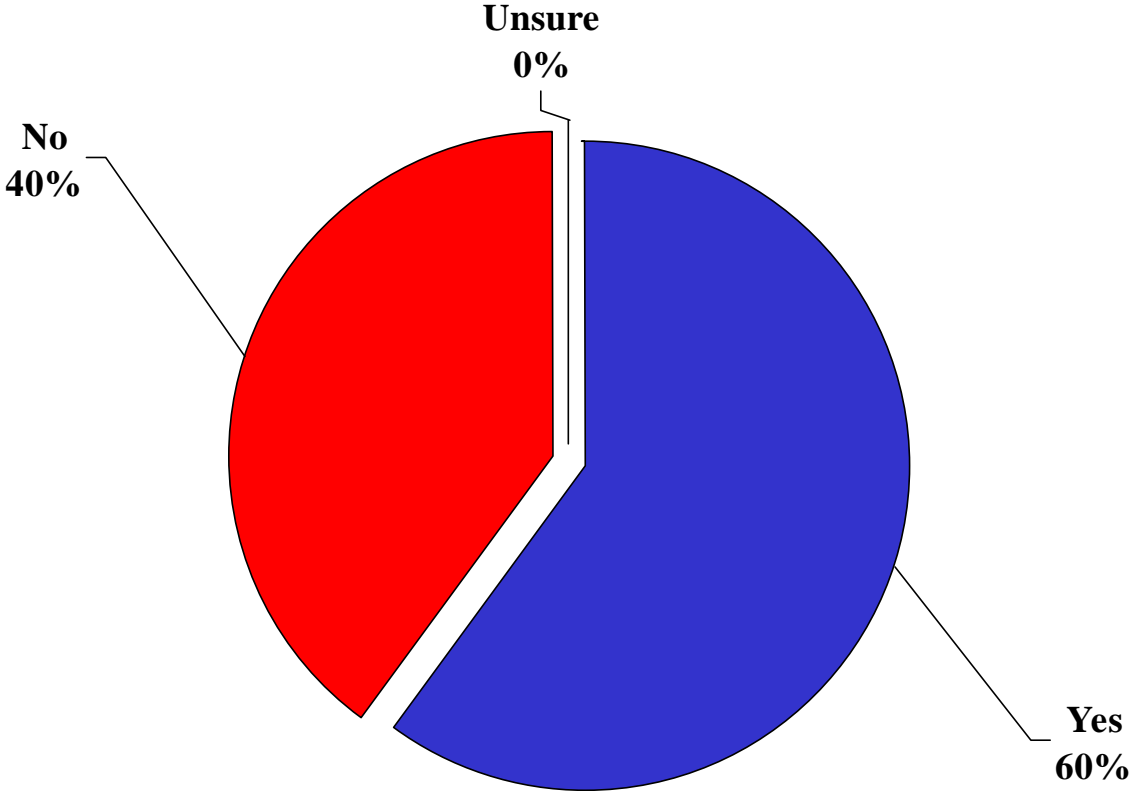


By Age Group

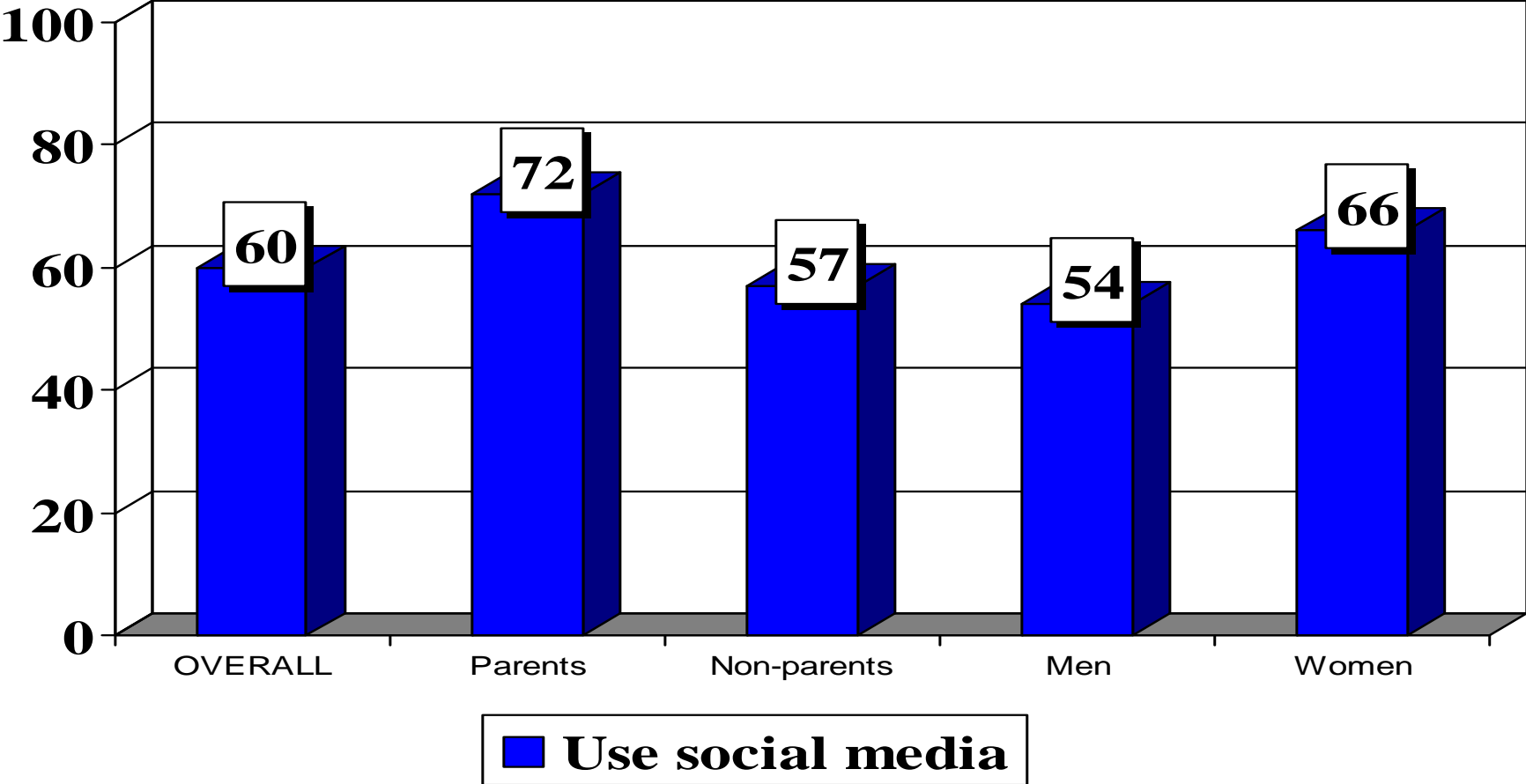
www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

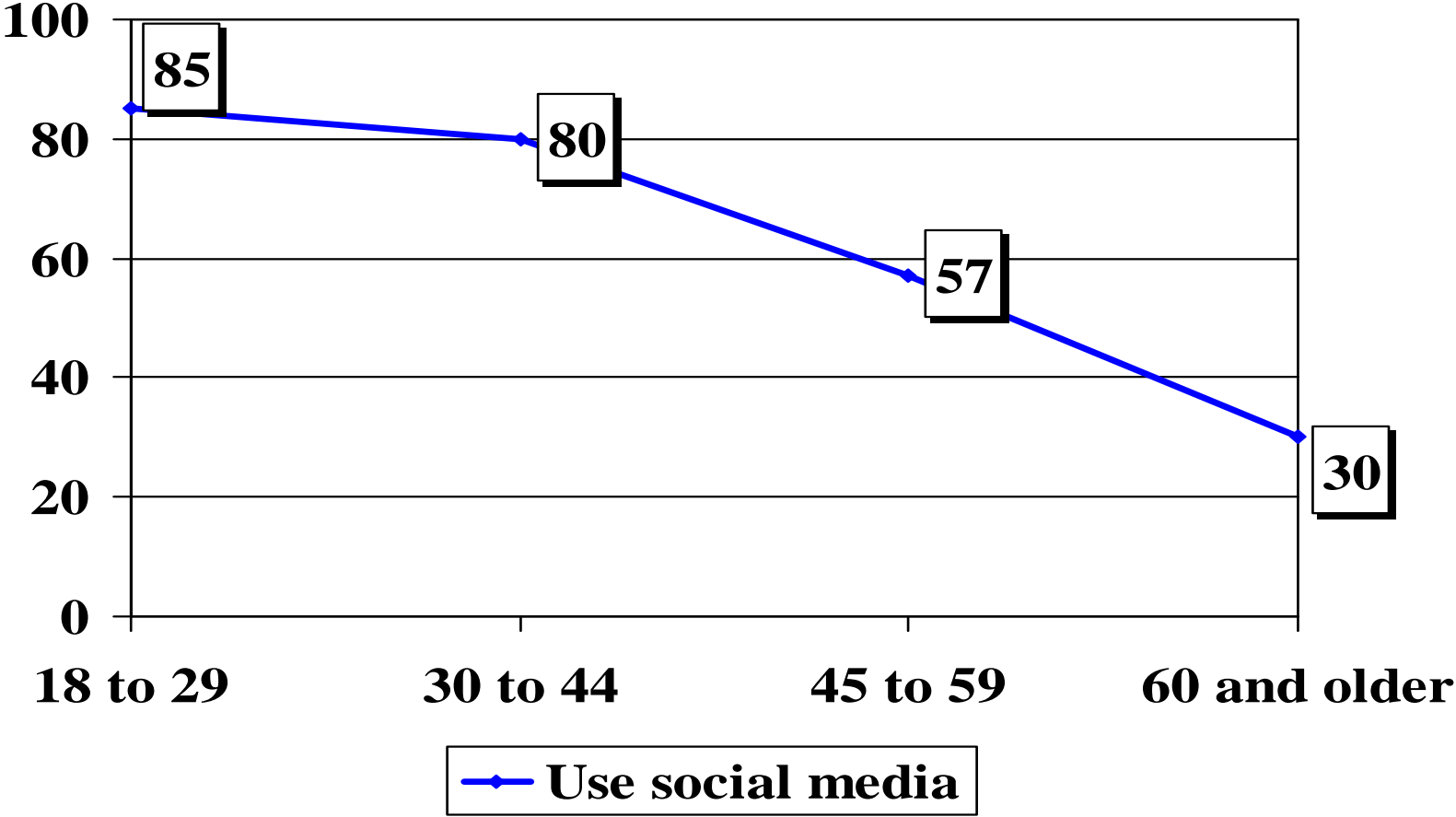
Do you currently use any of the social networking websites and technology, such as Twitter or Facebook?



Do you currently use any of the social networking websites and technology, such as Twitter or Facebook?

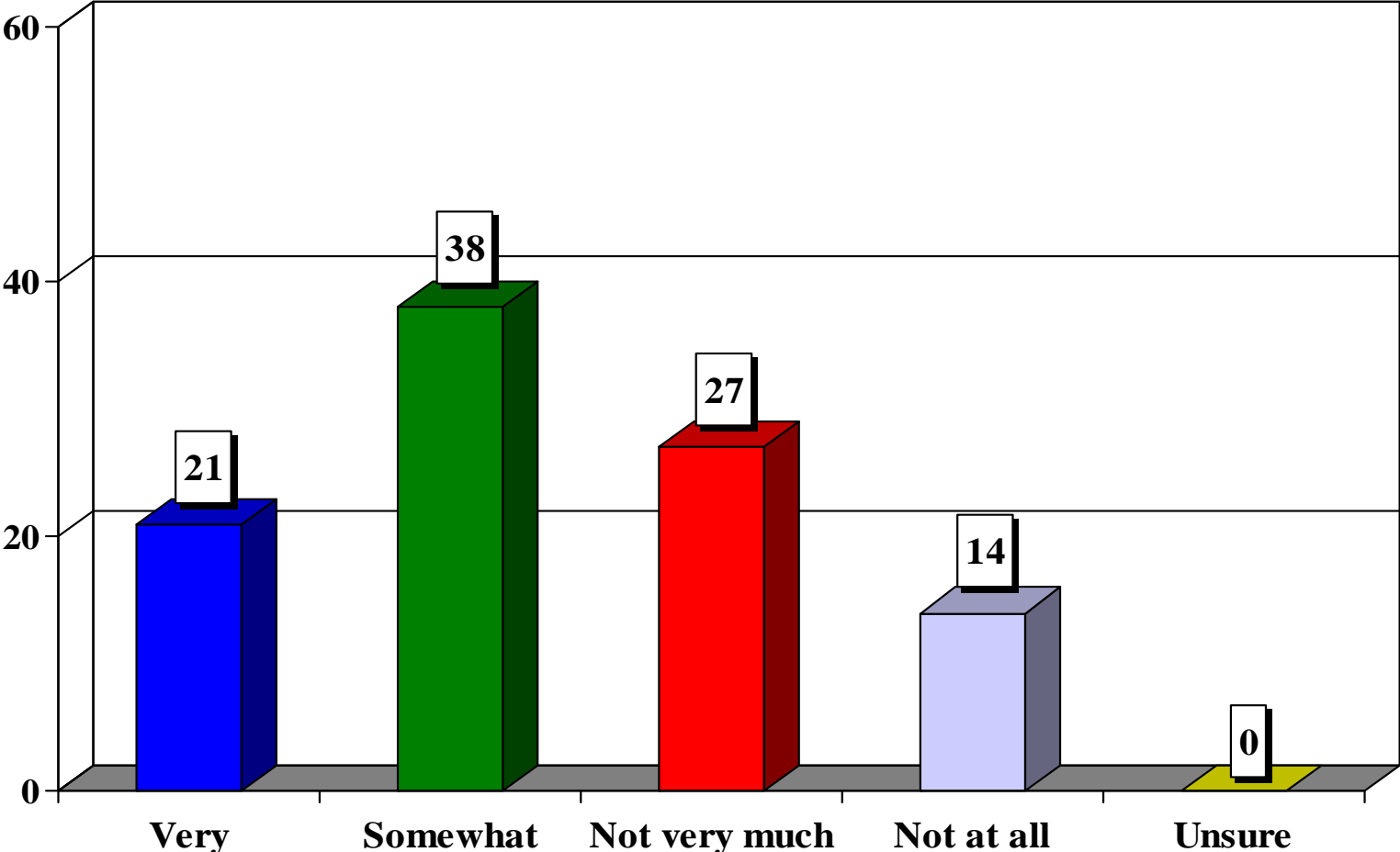


Do you currently use any of the social networking websites and technology, such as Twitter or Facebook?

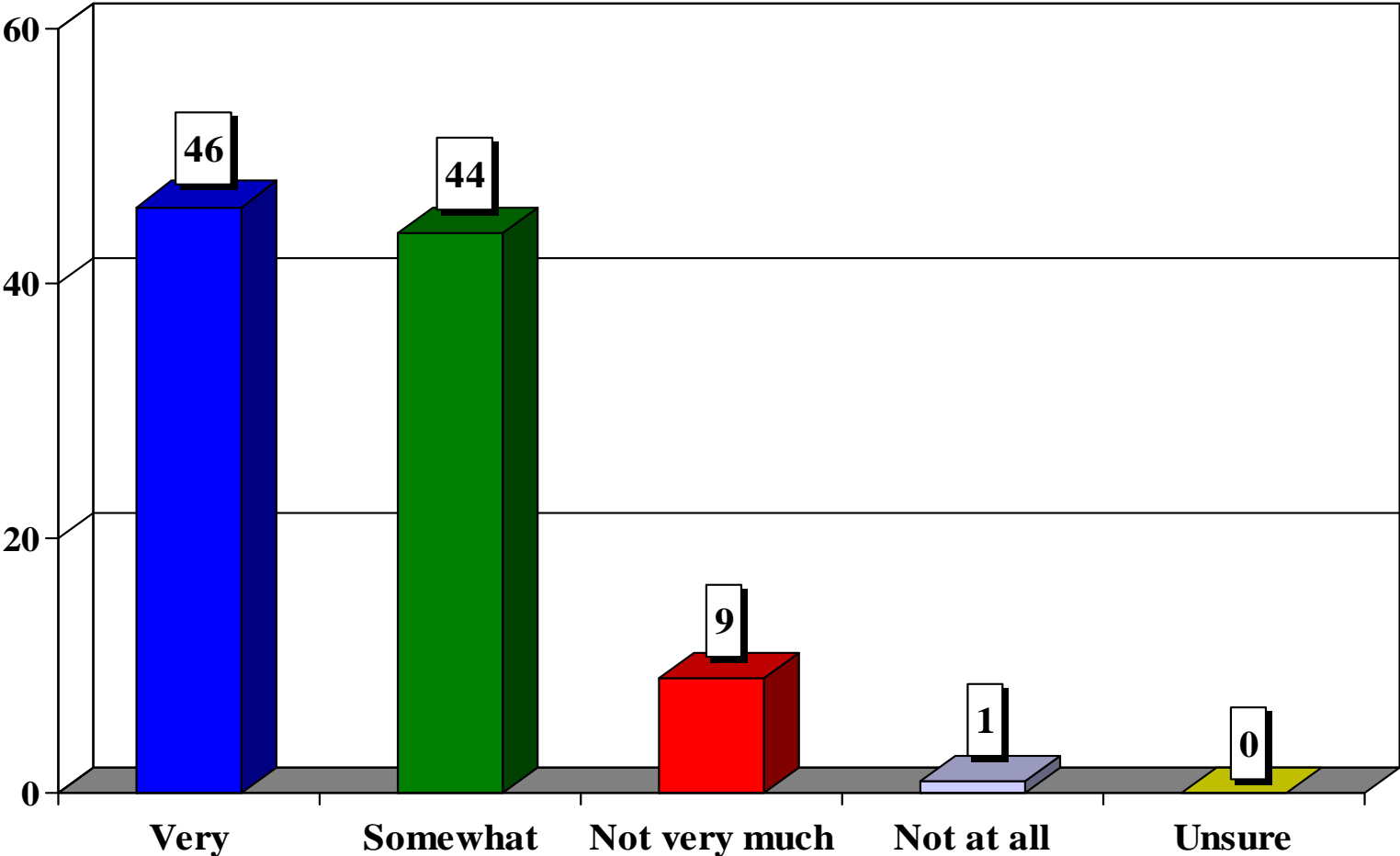


By Age Group

At this particular point in your life, how closely do you follow news and information about the Champaign Community Unit 4 School District?



At this particular point in your life, how closely do you follow news and information about the Champaign Community Unit 4 School District?



Among Parents

www.FallonResearch.com



How do you get most of your information about the district?

- 32%** **Reading the newspaper**
- 19% Television and radio news
- 17% Talking with parents and kids who attend the schools
- 5% Reading school and district literature and publications
- 4% Visiting the web site
- 1% Social media, such as Twitter and Facebook
- 6% Other
- 14% Combination
- 3% Do not get information about the schools
- 1% Unsure

Forced Choice Battery

www.FallonResearch.com

FALLON

RESEARCH

& COMMUNICATIONS, INC.

How do you get most of your information about the district?

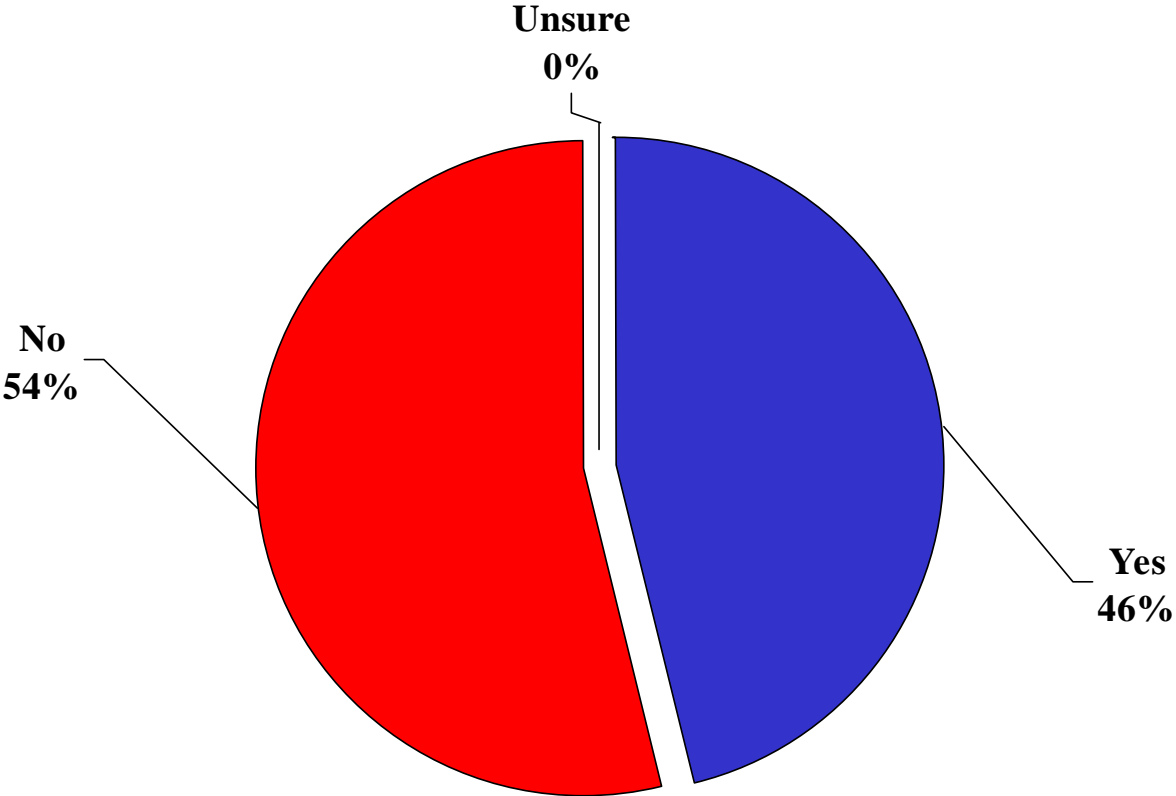
- 26%** **Reading the newspaper**
- 17% Talking with parents and kids who attend the schools
- 11% Reading school and district literature and publications
- 9% Television and radio news
- 7% Visiting the web site
- 1% Social media, such as Twitter and Facebook
- 13% Other
- 16% Combination
- 1% Do not get information about the schools
- 0% Unsure

Among Parents

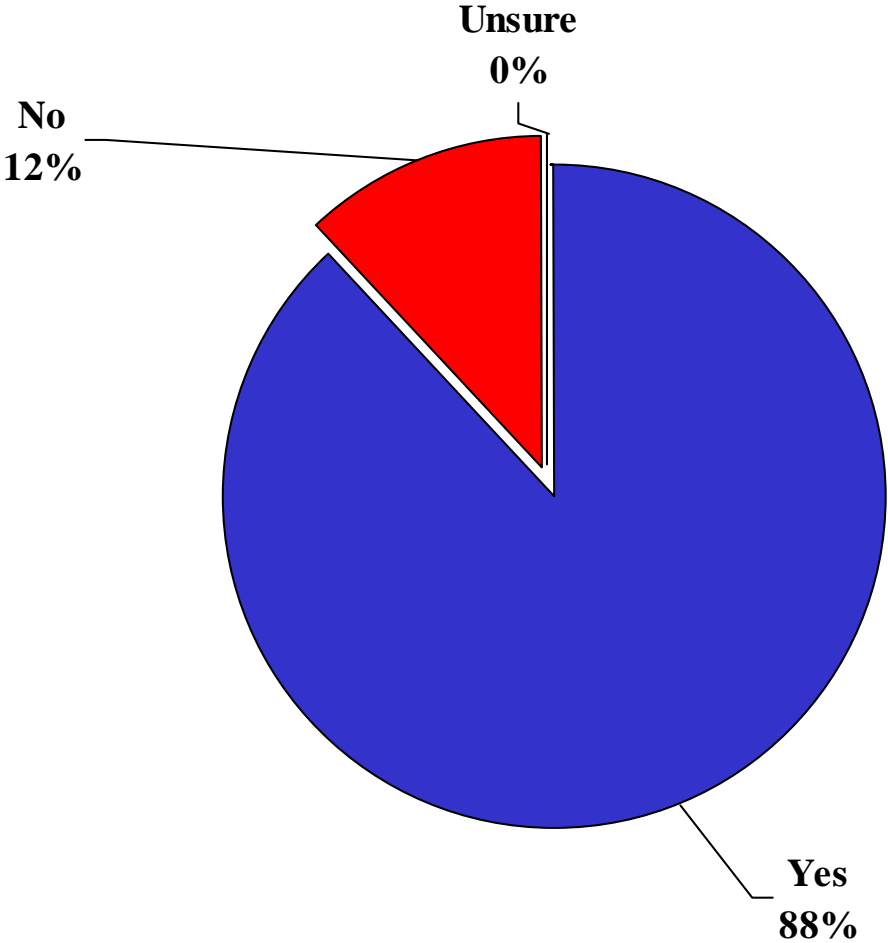
www.FallonResearch.com

FALLON
RESEARCH
& COMMUNICATIONS, INC.

Have you ever visited the Champaign Community Unit 4 School District website on the Internet?



Have you ever visited the Champaign Community Unit 4 School District website on the Internet?



Among Parents

www.FallonResearch.com





QUESTIONS?

www.FallonResearch.com

FALLON

RESEARCH

& COMMUNICATIONS, INC.