

**Champaign Community Unit 4 School District
2014 Patron Telephone Study
Final Report
Presented: June 30, 2014**

Finding 1: The survey participants were active voters, with 343 of the 400 having voted in at least two of the three targeted elections (November 2008, 2010 and 2012) and 194 of them having voted in all three.

In June 2014, a 10-minute telephone study was conducted with 400 randomly selected, head-of-household, registered voters in the Champaign Community Unit 4 School District to learn their views on the district’s options for the location of the new Central High School.

Calls were placed to numbers generated through a list of voting patterns, to insure that the participants were active voters. Calls to respondents on this list were placed at random, however, with targets set up for frequency of voting in the last three main November elections – 2008, 2010 and 2012.

The final participants included 194 individuals who had voted in all three of these elections, 149 who had voted in two out of the three, 56 who had voted in the November 2012 election only, and one who had voted in the November 2010 only. (This information was confirmed from the calling list, rather than asked of the respondent. However, respondents were asked to confirm their name and that they were, in fact, a registered voter, to confirm the basic identity information on the list.)

Voting history of respondents.

Election	Percent of respondents who voted
November 2008	56%
November 2010	89%
November 2012	95%

Frequency of voting

Election	Number of respondents who voted
November 2008, 2010 and 2012	194
Two of three	149
November 2012 only	56
November 2010 only	1

Good AFTERNOON/EVENING. I'm NAME, calling from Market Research Associates. I'm not selling anything. I'm calling today to ask your opinion on some important educational issues in your community. My questions will take approximately 10 minutes and your answers are completely confidential. May I continue?

Question 1, which followed, asked if the person was the male or female head of the household. Question 2 asked if he or she was a registered voter. This information was collected to confirm the sample file's accuracy.

- 3. Also, again, to make certain we have people from all parts of the school district, can you tell me the ZIP code at you residence?**

Response	Percentage
61820	31%
61821	40%
61822	27%
61874	1%
All other	1%

Finding 2: “Teachers,” the district’s “diverse community/student body/faculty” and “good curriculum/academics” were identified as strengths. A total of 137 respondents could not identify an area needing improvement, while those who were able to do so, focused on discipline issues, curriculum and improving communication.

After confirming their eligibility to participate in the survey, respondents were presented with two open-ended questions that asked them to share their views on the district’s strengths, and on areas that needed improvement.

The responses were coded – meaning common words, phrases and ideas were gathered together to identify the most frequent responses. In doing so, “Teachers” (89 mentions), “Diverse community/student body/faculty” (74 mentions) and “Good curriculum/academics” (57 mentions) were the most frequently noted strengths.

When asked to identify an area needing improvement, 137 participants said, “Don’t know.” The most commonly mentioned areas of need were “Need better discipline/enforce rules in schools” (57 mentions), “Focus on the basics in the classroom” (48 mentions) and “Improve communication” (40 mentions).

In addition, there were a number of responses that were either very individual, or that contained multiple thoughts. These are listed below the charts that accompany each question. In reviewing these, it is important to remember that each one is one answer by one person. If they had been indicative of a trend, they would have appeared in sufficient quantity to be displayed in the charts.

4. I want to start with a couple of general questions about the Champaign Community Unit 4 School District. First of all, what do you think are the district’s strengths? Please be as specific as you can. Responses below were coded from open-ended comments, based on common words, phrases and ideas. Numbers, rather than percentages, displayed below.

Response	Number
Teachers	89
Diverse community/student body/faculty	74
Good curriculum/academics	57
Don’t know	56
Other (see below)	42
Plenty of extracurricular activities	36
Good communication with patrons	28
Good administration/leadership	18

Verbatim “other” comments

It is kept very clean; very good school buildings. I would have no problem sending children to Unit 4 Schools.

I don't think they have any.

Fairly well-maintained buildings.

The focus on specialty schools.

The AP classes at the high school level.

I don't see strengths in the school district. That is why I send my kids to private schools.

Strong values with their students.

They have some excellent teachers. I love the gifted/talented program at the elementary level.

My kids are all grown now, but when they did go to school there, I thought they had good teachers.

I think they have good class sizes, dedicated teachers and a diverse student body.

They try to involve the community in decisions.

I know they have more recently focused on getting in touch with parents. They also have ways to follow students online. There has also been a big push for reading.

Academic excellence. Genuine focus on students.

The quality of the education for students in the district, and they have committed teachers. I think the education my children received in Unit 4 was second to none.

The year-round school for elementary students is very positive. It is a good system for the arts and bands.

It's pretty good. There are nice teachers at the schools. Other than that, the district needs work.

The gifted program.

It is close to a very educated community. The University of Illinois is located here.

None.

The teachers and their accelerated program are very good.

Good locations.

The AP classes offered.

They strive to be fair in educating all children, no matter how they progress.

I don't think they have any right now.

Centennial has a very good music department.

They offer many AP classes and other things to bridge to college at the high school level. They also offer many extracurricular activities.

I think, overall, the school has a pretty good reputation of graduating kids and sending them to college.

Diversity; depth of knowledge; leadership.

The resources available with the college being here.

I haven't found one. They have some issues with the teachers at some of the schools.

None.

The teachers and good principals.

The strength is that the University of Illinois being here attracts a good class of people, which, in turn, produces a good class of students.

The teachers and the fact that we have a university right here.

It's an excellent school district.

The teachers and the curriculum. They have police officers in middle schools and high schools. They are adding on and improving all of the grade schools.

Our children went through Unit 4, and I think they do a good job.

I think it's a pretty good district.

They provide an excellent social and academic environment for children's growth.

I know they have problems and they are trying to fix them. They do have some good teachers.

I'm very happy with the resources and the magnet school, especially math and science. Also, the good teachers are a strength.

They have good teachers and administrators. They take time for all the kids. I think they are excellent.

- 5. Where do you think the district needs to improve, or go in a different direction? Again, please be as specific as possible.** *Responses below were coded from open-ended comments, based on common words, phrases and ideas. Numbers, rather than percentages, displayed below.*

Response	Number
Don't know	137
Other (see below)	59
Need better discipline/enforce rules in schools	57
Focus on the basics in the classroom	48
Improve communication	40
Manage money better	33
Need to find funding to support the budget	26

Verbatim "other" comments

While volunteering in schools, I have only looked for strengths. I refrain from this question.

The facilities need improvement, as the population grows. Probably also need help preparing kids for when they graduate, and include options other than college.

Why are they just now getting public opinion when it is pretty much decided? They should have had more public input.

I think they are doing OK.

Perhaps stress math and science more.

Their fairness. They need to work on actual diversification on all levels.

The curriculum; discipline at the elementary, middle and high school levels.

They need to worry less about politics and focus more on education.

We have been unhappy with the administration at the elementary level. They've made some choices without involving parents.

They need to stop having days off, because it is disrupting to the learning process.

I think it's ignorant to put a school all the way north.

We live a block from the school, and they wanted to bus my kids, so we choose to send them to a parochial school. So, I don't feel kids should be bused if they live close to a school.

They need a middle ground between gifted and regular classes.

Certainly, some of the buildings need to be renovated or worked on.

I think the district is doing the best it can with the resources it has.

Teacher pay needs to be based on merit – on what they produce, not just on how long they have been working.

They should let the voters know more about what they are doing. We are never informed. Just asked to pay more taxes on things.

They need to improve the inside of the buildings.

Administration needs to decide what is important to the students regarding the building of the new school.

They need to improve on trade skills, industrial arts.

They need to be a tad more open, and if they have an opinion poll they should be sure they have a cross-section of the community participating.

Leadership and discipline.

The direction of education needs to improve. We need more funds. We need the government to stay out of it. We need more teacher and parent input. I feel like people who pay taxes should have more say than people who don't pay taxes. I feel like the tax structure needs to change.

Community relations.

The kids should have better qualifications for entering college.

I know they are trying to find a new location for Central High.

Even though they have good teachers, I think some of the older ones should learn to be a little more tolerant.

The closing of Knotty was a mistake. Citizens need to be involved in the decisions to close schools.

The caliber of the teachers for the sophomore and freshman classes.

I'd like for them to keep all administrators in their present locations. They took a middle school principal and made him a high school principal. It left Edison in a lurch.

There is weak leadership on the part of the Board.

Centralize a high school and have only one.

Facilities improvements.

They need to pay more attention to the music area. They have teachers that have backgrounds in strings for classes that are not being used. They need better administration oversight in the music area.

Transitioning new families in the middle of the year. My children were in gifted classes in Ohio and when we moved here they couldn't be in those classes, because the school year was almost over.

There could be a little more focus on students headed to college. More academic counseling for those seeking selective colleges.

They are rated so poorly. Teachers need more incentives. Some of the facilities need updating.

Stop building. Stop Schools of Choice. Return to neighborhood schools.

They need to hurry up and select a new location for the new high school.

More clarified goals.

We need more teachers. Also, they must enforce the rules that they started out with at the beginning of the school year.

Trying to water down the standards.

I'd like to think they're in a good place right now.

Funding for buildings and keeping promises.

I know they need to improve their buildings. And they probably don't pay their teachers enough.

Diversity: economic, not just racial.

I think discipline and structure should start at home first and that would make better schools.

They need to address issues with the kids not meeting the standards.

Racial tension surrounding the Decree. That had the largest negative impact to Unit 4 in my lifetime.

More support for the teachers on discipline.

Core standards.

The whole "two high schools" thing. It creates diversion and division in the city. The district needs to wake up and have one high school.

Keeping up with technology.

I would like to see some sort of policy put in place for incoming students' parents, to require them to fill out a form on weapons. If they have them, are they locked up to prevent students from accessing them?

They need to communicate with the community better. Improve their teachers and improve the facilities.

Expansion of middle school capacity.

They need more staff! We could use so many more aides and teachers, and more money to hire staff.

I honestly don't have any complaints.

They need to improve on the attendance of students and teachers.

Finding 3: When presented with the core information about the two potential locations for the new Central High School, respondents expressed a preference for Interstate Drive and Neil Street (49%) over Spalding Park (38%). Those who preferred the Interstate Drive and Neil Street location noted the cost, the available space and the ability to begin construction immediately. Those who chose Spalding Park were attracted to its central location and to the fact that it would likely produce fewer transportation concerns.

At this point, respondents were presented with brief descriptions of each of the locations being considered for the new Central High School. To eliminate the risk of order bias, approximately half of the respondents heard the description for the Interstate Drive and Neil Street location first, while the other half heard the information about Spalding Park first.

After the descriptions were read, participants were asked to identify the site they would prefer, and 49% selected Interstate Drive and Neil Street, 38% chose Spalding Park and 14% said, “Don’t know” – a choice that was not provided, but which was recorded by the interviewer, if mentioned by the respondent.

In reviewing the results by demographic characteristics and by where a respondent lived, it is important to note the “n” number – which denotes the number of respondents in each group. The smaller the “n” number, the greater the likelihood that the results represented could be influenced by a small handful of respondents.

For example, while it is interesting to note that those who identified themselves as “Hispanic or Latino” had the largest percentage of support for the Interstate Drive and Neil Street location among the “racial/ethnic” subgroups, it is important to remember that this group consisted of only 15 respondents. As such, they are more likely to have a larger difference from the “overall” score than a group such “African-American, or Black,” or “Caucasian, or White,” would.

With that in mind, the subgroup results showed the following:

- No subgroup preferred the Spalding Park location over the Interstate Drive/Neil Street location.
- Those who identified themselves as “Mostly/somewhat Liberal” were more supportive of the Interstate Drive/Neil Street location than were those who identified themselves as either “Mostly/somewhat Conservative” or “Neither Conservative nor Liberal.” Those who said they would likely vote for the Democratic, rather than the Republican, candidate in a race where they knew little about each one, were also more supportive of this location.

- Newer residents were the most supportive of the Interstate Drive/Neil Street location, among the “length of residence” groups.
- Support among the three age groups for this location was identical, and was nearly so based on gender.
- The only relatively close “vote” among the ZIP codes group was in 61820, where 45% preferred the Interstate Drive/Neil Street location and 41% preferred Spalding Park.
- Half of the current student families selected Interstate Drive and Neil Street, while 39% selected Spalding Park.
- Income level bounced around a bit, with lower income households (HHI of \$50,000 or less) and those with a household income of \$100,000 to \$150,000 being the most supportive.

Each person was then asked to share the reasons for his or her preference or, in the case of those who said, “Don’t know,” what additional information he or she would need to identify a preference.

- Those who selected Interstate Drive and Neil Street pointed to the fact that it would be “Less expensive” (63 mentions), had “Lots of room for facilities and growth” (41 mentions), and that the district “Could begin building immediately” (35 mentions).
- Respondents who chose Spalding Park liked the fact that it was “Centrally located” (82 mentions) and commented that there would be “Less bussing,” because it was “Closer to where the students are” (35 mentions).
- Those who did not name a preference were led by those who said, “Don’t like either location” (22 mentions), followed by “Just want one high school” (19 mentions).

While each group has some compelling reasons for its preferences, statistically speaking, the Interstate Drive/Neil Street group has the meaningful edge, as of the time this survey was conducted.

6. As you may know, the school district is evaluating options to build a new **Central High School in a new location.** *Descriptions were rotated – meaning approximately half heard one first, while half heard the other one first – and the two descriptions were connected with “The other location...”*

One location being considered is located northeast of Interstate Drive and Neil Street. This location costs 5 and one-half million dollars for the land. It would be a large enough property to allow for the immediate construction of a comprehensive, 21st century school, with space for trade skill programming, band and athletic facilities, and with room to grow, as needed. This site is located on the perimeter of the city.

One location being considered is located at Spalding Park, meaning it would be closer to the center of Champaign. If the high school was located here, it would be a multi-story, micro-urban campus. This location costs 25 million dollars for the land. It would require phasing in over time and the acquisition of homes to provide enough space.

As you think about it today, which location would you prefer for the new Central High School, the Interstate Drive and Neil Street location, or the Spalding Park location? *Descriptions were re-read, if requested.*

Response	Percentage
Interstate Drive and Neil Street	49%
Spalding Park	38%
Don't know (not read)	14%

Cross-tabulation: Location preference by age, length of time living in the district and gender. Note: “n” equals the number of respondents in each group, and “age” will not square with “overall,” because 15 respondents refused to answer this question.

Location	Overall score	18-34 (n=63)	35-54 (n=164)	55 or older (n=158)	Up to 5 years (n=29)	5 to 15 years (n=80)	More than 15 years (n=291)	Female (n=221)	Male (n=179)
Interstate Drive and Neil Street	49%	49%	49%	49%	59%	46%	48%	48%	49%
Spalding Park	38%	40%	39%	36%	31%	40%	38%	40%	36%
Don't know	14%	11%	12%	15%	10%	14%	14%	12%	16%

Cross-tabulation: Location preference by student status and the three primary ZIP codes. Note: “n” equals the number of respondents in each group, and “ZIP code” will not square with “overall,” because the three most frequent ZIP codes are displayed.

Location	Overall score	Current student family (n=111)	Past student family (n=168)	Private/parochial/home-school family (n=17)	“Never” student family (n=104)	61820 (n=122)	61821 (n=161)	61822 (n=109)
Interstate Drive and Neil Street	49%	50%	45%	47%	53%	45%	50%	50%
Spalding Park	38%	39%	39%	29%	38%	41%	38%	35%
Don't know	14%	11%	17%	24%	10%	14%	12%	15%

Cross-tabulation: Location preference by self-identified political slant, and by how the respondent would likely vote if he or she knew nothing about a candidate. Note: “n” equals the number of respondents in each group. “Political slant” will not square with “overall,” because seven respondents said, “It depends on the issue,” and 29 respondents refused to answer this question. “How would you vote?” will not square with “overall,” because 111 respondents said either “Wouldn’t vote” or “Don’t know” or refused to answer this question.

Location	Overall score	Mostly/somewhat conservative (n=160)	Neither (n=73)	Mostly/somewhat liberal (n=131)	Would vote GOP (n=136)	Would vote Democratic (n=153)
Interstate Drive and Neil Street	49%	46%	48%	53%	45%	55%
Spalding Park	38%	39%	37%	37%	37%	35%
Don’t know	14%	15%	15%	11%	18%	10%

Cross-tabulation: Location preference by income level and by racial/ethnic group. Note: “n” equals the number of respondents in each group. “Income level” will not square with “overall,” because 61 respondents refused to answer this question. “Racial/ethnic group” will not square with “overall,” because only top four groups – in terms of representation in the survey group – are shown.

Location	Overall score	Up to \$50K (n=96)	More than \$50K to \$100K (n=121)	\$100K to \$150K (n=66)	More than \$150K (n=56)	African-American or Black (n=51)	Caucasian or White (n=290)	Hispanic or Latino (n=15)	Multi-racial (n=24)
Interstate Drive and Neil Street	49%	55%	45%	53%	46%	47%	49%	60%	42%
Spalding Park	38%	30%	40%	35%	43%	35%	39%	33%	38%
Don’t know	14%	15%	14%	12%	11%	18%	12%	7%	21%

- 7. What, specifically, do you like about the Interstate Drive and Neil Street location?** *Asked only of the 194 respondents who chose “Interstate Drive and Neil Street” in question 6. Responses below were coded from open-ended comments, based on common words, phrases and ideas. Numbers, rather than percentages, displayed below. After answering this question, respondents skipped to question 10.*

Response	Number
Less expensive	63
Lots of room for facilities and growth	41
Could begin building immediately	35
Other (see below)	24
Don't need to acquire homes	21
Less crowded area	10

Verbatim “other” comments

There is unlimited space for sports and other extracurricular activities. It can be built now. I like the Spalding option, but it wouldn't have the necessary room.

The kids are supposed to have more room and less traffic north of the city.

Well, I teach at the school they would want to acquire. If they bought the school for the promised amount, then I think it would be fine.

Because it's not taking away people's homes. It's less money.

Champaign is moving more outward, because of growth. There is more space and it's cheaper. The name should change from “Central.”

I think it has a mindfulness for the future. It's good for space and cost. Transportation can be solved in a creative way, if it's a problem.

I actually work at the current Central School location. The bussing would be easier at the Interstate location. There are many Hispanic families that have to walk from the north end to get to school. The Metro bus does not go out that far.

I like it, because there's more room; it's cheaper and they can build it right away.

It might be easier for students to reach. I'd go with the less-expensive plan.

It costs less and it does have a lot more space for growth, without acquiring houses.

The kids get all the amenities they need and want.

It would be all new property; and the price.

Overall, it is a better location, because the band and athletic facilities would be close, and the parking would be better.

Where is Spalding Park? It's a small city, so go with the best facility, and if there are issues with transportation, it can be figured out.

It is away from a lot of housing and is not in a rural neighborhood.

It's a growing area and lots of apartments around there. The kids could walk to school.

The ability to get there from different locations and room to grow.

I think the opportunity to have sports facilities, because the space is available.

I think that the park shouldn't be taken away. The people have worked too hard to keep up that park.

We would get more for our money, and I like the idea of the trade school skills.

It would be cheaper and more spread out. Space, cost and time.

Would have a large area for athletic fields.

It would have much easier access and less land costs.

The location and the surroundings.

- 8. What, specifically, do you like about the Spalding Park location?** *Asked only of the 152 respondents who chose "Spalding Park" in question 6. Responses below were coded from open-ended comments, based on common words, phrases and ideas. Numbers, rather than percentages, displayed below. After answering this question, respondents skipped to question 10.*

Response	Number
Centrally located	82
Less bussing/closer to where students are	35
Other (see below)	21
Other location is too far north	14

Verbatim “other” comments

The area is closer and probably would have less traffic.

You don't have to cross the interstate to get there.

It's more central and it would be cheaper, the way they are talking.

The location is more central. The district hasn't made the case of why they would need so much land for the other choice. Interstate Drive/Neil Street is based on the needs of varsity teams, while inconveniencing other students.

The other one is too far out and the traffic is really bad.

It goes with the tradition of “central” high school and the community would support it.

Because if your kid got sick that far north, it's bad driving that far, and Spalding Park is centrally located.

It's actually in the center. The one on the perimeter is in a congested area and has a lot more temptations for students.

I think for neighborhoods and students, it's better, because of the location. The school should be just as nice and updated in either location.

The area is more representative of the community.

Has easy access for the students.

The kids would have an easier time getting there.

It's more neighborhood-oriented.

I think it's a poor decision to use land in the inner city, because the poorer people wouldn't have the option of relocation to a newer high school.

The other area is too congested for young drivers and students walking.

It's closer to where the kids live, and they could walk to school. I don't think they need all that space for athletics. They need to put more effort into education.

Kids could walk to school.

The location; the accessibility. It's more central and accessible for everybody.

The other option is too far out. Spalding is more central. Kids are safe, and they can reach it easier.

I do think it's more accessible and more centrally located. However, I'm concerned they won't have enough room to build all they have planned.

I like the location. Schools enhance the neighborhoods and make them better. That neighborhood needs their positive influence.

- 9. What additional information do you need to know before you could decide which site you would prefer?** *Asked only of the 54 respondents who said, "Don't know" in question 6. Responses below were coded from open-ended comments, based on common words, phrases and ideas. Numbers, rather than percentages, displayed below.*

Response	Number
Don't like either location	22
Just want one high school	19
Other (see below)	13

Verbatim "other" comments

I don't agree with either one. Why are we looking at an additional \$20 million just to have it moved?

Don't want taxes raised and I don't like the idea of making people move.

I'm actually more concerned about education. I'm not interested in buildings and crap. I wouldn't need any information, because they don't need a new school site.

I need to know the actual dollar amount for each location. I would also like to know what they have done with all the money they received in the past.

The first is too far out. It will be problematic for those without cars. I need to know how transportation will be handled. Also, I'm concerned with the safety of the students on both sites.

I have fear of students in traffic out there at Interstate. I'm against people losing their homes at Spalding, even though it's closer. I would need to know if they could figure out traffic control at the Interstate location.

I don't care for the idea of eminent domain, but prefer it to be centrally located.

I need more information on how many homeowners would be affected, because I'm against eminent domain.

I would need to know the curriculum that would be offered to the students.

I would need to know whether or not there are any other alternatives.

Not sure I could support either one, as I don't want to spend more money.

The Neil Street location is too far out. The Spalding Park location is too close to the train tracks. It could be distracting.

The transportation issues.

Finding 4: A total of 47% of survey respondents said they would “Strongly favor” or “Favor” a referendum that included the high school location they preferred, and that resulted in a tax increase of \$160.58 per year for each \$100,000 of home value. When opponents, or those who were undecided, were asked about a \$128.47 per year increase instead, total support stood at 52%. When continuing opponents (or undecided respondents) were asked about a \$96.35 per year option instead, total support grew to 56%.

After weighing in on the high school location – and sharing the reasons for their preference – respondents were then presented with up to three different tax increase scenarios.

Beginning with a potential increase, via referendum, of \$160.58 per year for each \$100,000 of home value, respondents were asked what they would do if the district proposed such a referendum, and it included the high school location they preferred. A total of 47% said they would either “Strongly favor” or “Favor” such a proposal.

Those who were opposed at that level (or who were undecided) were then presented with the same scenario, but at a cost of \$128.47 instead, and total support grew to 52% (combining those who were supportive at \$160.58, with those who became supportive at \$128.47).

Total support increased again, to 56% combined “Strongly favor/Favor,” when continuing opponents – and those who were still undecided – were offered a \$96.35 per year option instead.

It is important to incorporate the Margin of Error into these results in two ways.

First, for each of the individual tax levels, it is vital to add and subtract 5%, to understand the range of support for each tax level, at the time this survey was taken.

Second, the differences in support between the individual levels are each 5% or less meaning that, statistically speaking, these results are identical. However, the difference between the highest tax increase level proposed and the lowest one is 9%, meaning that such a drop did make a statistical impact on the results.

In looking at the cross-tabulations, the following results are seen:

- As is typical, younger and middle-age respondents are more positive about all three tax levels than are those who are 55 or older. Also, as is typical, current student families are most positive among the student status groups – although “past” and “never” student families are notably low in their support, particularly at the higher tax levels.

- Those who live in 61822 were the most supportive among the ZIP code groups, although the differences were mostly modest.
- Female respondents were notably more positive than male respondents.
- Once again, those who identify themselves as “Mostly/somewhat Liberal” or those who would vote for the Democratic candidate, if they knew little about each one, were notably more positive on all tax levels than their counterparts.
- Income level, interestingly, did not seem to have that much of an impact.
- Also, while those who selected the Interstate Drive/Neil Street location were more positive on all three tax levels than were those who chose Spalding Park, the differences were, statistically speaking, modest.

10. What if the district proposed a referendum, and it included the high school location you preferred and other projects you thought were a good idea, and it resulted in a tax increase of 160 dollars and 58 cents per year for each \$100,000 of home value. If the election were held today, would you...Choices (except as indicated) were read to respondents.

Response	Percentage
Strongly favor it	12%
Favor it	35%
Lean favor (not read)	4%
Lean oppose (not read)	<1%
Oppose it	28%
Strongly oppose it	14%
Don't know (not read)	7%

11. What if, instead, the district proposed a referendum, and it included the high school location you preferred and other projects you thought were a good idea, and it resulted in a tax increase of 128 dollars and 47 cents per year for each \$100,000 of home value. If the election were held today, would you... *Asked only of the 197 respondents who did not say, "Strongly favor it," "Favor it" or "Lean favor" on question 10. Percentages below for the three "Favor" categories represent the combined percentages for questions 10 and 11, under the assumption that an individual who was supportive of a higher tax increase would be supportive of a lower one as well. Choices (except as indicated) were read to respondents.*

Response	Percentage
Strongly favor it	12%
Favor it	40%
Lean favor (not read)	4%
Lean oppose (not read)	0%
Oppose it	26%
Strongly oppose it	14%
Don't know (not read)	5%

12. What if, instead, the district proposed a referendum, and it included the high school location you preferred and other projects you thought were a good idea, and it resulted in a tax increase of 96 dollars and 35 cents per year for each \$100,000 of home value. If the election were held today, would you... *Asked only of the 176 respondents who did not say, "Strongly favor it," "Favor it" or "Lean favor" on question 11. Percentages below for the three "Favor" categories represent the combined percentages for questions 10, 11 and 12, under the assumption that an individual who was supportive of a higher tax increase would be supportive of a lower one as well. Choices (except as indicated) were read to respondents.*

Response	Percentage
Strongly favor it	12%
Favor it	44%
Lean favor (not read)	4%
Lean oppose (not read)	0%
Oppose it	24%
Strongly oppose it	13%
Don't know (not read)	4%

Cross-tabulation: Combined “Strongly favor/Favor” percentage for each potential tax increase level by age, length of time living in the district and gender. Note: “n” equals the number of respondents in each group, and “age” will not square with “overall,” because 15 respondents refused to answer this question.

Combined “Strongly favor/Favor” percentage for the following tax increase levels	Overall score	18-34 (n=63)	35-54 (n=164)	55 or older (n=158)	Up to 5 years (n=29)	5 to 15 years (n=80)	More than 15 years (n=291)	Female (n=221)	Male (n=179)
\$160.58 per \$100,000 of home value	47%	54%	51%	41%	48%	46%	47%	50%	44%
\$128.47 per \$100,000 of home value	52%	62%	54%	47%	48%	51%	53%	57%	46%
\$96.35 per \$100,000 of home value	56%	65%	56%	53%	48%	58%	56%	62%	49%

Cross-tabulation: Combined “Strongly favor/Favor” percentage for each potential tax increase level by student status and the three primary ZIP codes. Note: “n” equals the number of respondents in each group, and “ZIP code” will not square with “overall,” because the three most frequent ZIP codes are displayed.

Combined “Strongly favor/Favor” percentage for the following tax increase levels	Overall score	Current student family (n=111)	Past student family (n=168)	Private/parochial/home-school family (n=17)	“Never” student family (n=104)	61820 (n=122)	61821 (n=161)	61822 (n=109)
\$160.58 per \$100,000 of home value	47%	64%	41%	24%	42%	43%	48%	50%
\$128.47 per \$100,000 of home value	52%	68%	48%	35%	44%	49%	53%	55%
\$96.35 per \$100,000 of home value	56%	68%	54%	47%	48%	54%	55%	62%

Cross-tabulation: Combined “Strongly favor/Favor” percentage for each potential tax increase level by self-identified political slant, and by how the respondent would likely vote if he or she knew nothing about a candidate. Note: “n” equals the number of respondents in each group. “Political slant” will not square with “overall,” because seven respondents said, “It depends on the issue,” and 29 respondents refused to answer this question. “How would you vote?” will not square with “overall,” because 111 respondents said either “Wouldn’t vote” or “Don’t know” or refused to answer this question.

Combined “Strongly favor/Favor” percentage for the following tax increase levels	Overall score	Mostly/somewhat conservative (n=160)	Neither (n=73)	Mostly/somewhat liberal (n=131)	Would vote GOP (n=136)	Would vote Democratic (n=153)
\$160.58 per \$100,000 of home value	47%	40%	49%	56%	39%	55%
\$128.47 per \$100,000 of home value	52%	44%	59%	60%	45%	59%
\$96.35 per \$100,000 of home value	56%	49%	60%	64%	48%	63%

Cross-tabulation: Combined “Strongly favor/Favor” percentage for each potential tax increase level by income level and by racial/ethnic group. Note: “n” equals the number of respondents in each group. “Income level” will not square with “overall,” because 61 respondents refused to answer this question. “Racial/ethnic group” will not square with “overall,” because only the top four groups – in terms of representation in the survey group – are shown.

Combined “Strongly favor/Favor” percentage for the following tax increase levels	Overall score	Up to \$50K (n=96)	More than \$50K to \$100K (n=121)	\$100K to \$150K (n=66)	More than \$150K (n=56)	African-American or Black (n=51)	Caucasian or White (n=290)	Hispanic or Latino (n=15)	Multi-racial (n=24)
\$160.58 per \$100,000 of home value	47%	49%	43%	50%	46%	51%	47%	53%	46%
\$128.47 per \$100,000 of home value	52%	55%	49%	55%	48%	57%	52%	53%	50%
\$96.35 per \$100,000 of home value	56%	57%	55%	59%	54%	59%	56%	60%	54%

Cross-tabulation: Combined “Strongly favor/Favor” percentage for each potential tax increase level by location preference. Note: “n” equals the number of respondents in each group, and “Location preference” will not square with “overall,” because only those respondents who selected a preference are displayed.

Combined “Strongly favor/Favor” percentage for the following tax increase levels	Overall score	Preferred Interstate Drive/Neil Street (n=194)	Preferred Spalding Park (n=152)
\$160.58 per \$100,000 of home value	47%	52%	48%
\$128.47 per \$100,000 of home value	52%	55%	53%
\$96.35 per \$100,000 of home value	56%	60%	57%

Finding 5: The demographic questions provided the data necessary to create the cross-tabulations by group. The results of these questions show a diverse group of participants in the survey process.

The final section of the survey gathered key demographic information that, along with the ZIP code data collected earlier, allowed for the creation of the cross-tabulation analysis shown earlier.

My last few questions will help us divide our interviews into groups.

13. How long have you, yourself, lived within the boundaries of the Champaign Unit 4 School District? Is it...*Choices were read to respondents.*

Response	Percentage
Less than 2 years	2%
2 years to 5 years	6%
More than 5 years to 10 years	8%
More than 10 years to 15 years	12%
More than 15 years	54%
I've lived here all my life	19%

14. In what age group are you? Is it...*Choices (except as indicated) were read to respondents.*

Response	Percentage
18 to 24	1%
25 to 34	15%
35 to 44	21%
45 to 54	20%
55 to 64	22%
65 or older	18%
Refused (not read)	4%

15. Do you have any children or grandchildren who attend school in the Champaign Unit 4 School District right now? Numbers, rather than percentages, shown below.

Response	Number
Yes, children	103
Yes, children and grandchildren	8
Yes, grandchildren	57
No	232

16. Do you have any children or grandchildren who previously were students in the district, but who have graduated? *Asked only of the 289 respondents who did not answer either “Yes, children” or “Yes, children and grandchildren” on question 15. Numbers, rather than percentages, displayed below.*

Response	Number
Yes, children	150
Yes, children and grandchildren	18
Yes, grandchildren	2
No	119

17. Do you have any children or grandchildren who attend private or parochial school, or who are home-schooled, rather than attending school in the Champaign Unit 4 School District? *Asked only of the 121 respondents who did not answer either “Yes, children” or “Yes, children and grandchildren” on question 16. Numbers, rather than percentages, displayed below.*

Response	Number
Yes, children	16
Yes, children and grandchildren	1
Yes, grandchildren	5
No	99

My last four questions help us make certain that we have a variety of different people participating in this study. Remember, all of your answers are confidential.

18. First, which of the following terms would you probably use if you were asked to describe your political views by someone you just met? Would you say you were... *Choices (except as indicated) were read to respondents.*

Response	Percentage
Mostly conservative	21%
Somewhat conservative	20%
Neither conservative nor liberal	18%
Somewhat liberal	14%
Mostly liberal	19%
Depends on the issue (not read)	2%
Don't know (not read)	0%
Refused (not read)	7%

19. If you didn't know much about either candidate in a race, but you wanted to vote, would you most likely vote for the Republican candidate or the Democratic candidate? *Choices (except as indicated) were read to respondents.*

Response	Percentage
Republican	34%
Democratic	38%
Wouldn't vote (not read)	4%
Don't know (not read)	17%
Refused (not read)	6%

20. Which of the following best describes your racial or ethnic group? Is it... *Choices (except as indicated) were read to respondents.*

Response	Percentage
African-American, or black	13%
Asian	1%
Caucasian, or white	73%
Hispanic or Latino	4%
Multi-racial	6%
Other*	1%
Refused (not read)	4%

* One respondent said "American Indian" and one respondent said, "Swedish."

21. And finally, I'm going to read some ranges for household income. Now, I don't want to know your exact income, but if you would, please say stop when I get to the range that best describes your total household income, before taxes, for 2013. *Choices (except as indicated) were read to respondents.*

Response	Percentage
Less than \$25,000	7%
\$25,000 to \$50,000	17%
More than \$50,000 up to \$70,000	18%
More than \$70,000 up to \$100,000	13%
More than \$100,000 up to \$150,000	17%
More than \$150,000 up to \$200,000	8%
More than \$200,000	6%
Refused (not read)	15%

22. RECORD GENDER

Response	Percentage
Female	55%
Male	45%

Summary

The survey of 400 randomly selected, head-of-household, frequent voters in the Champaign Community Unit 4 School District suggests the presence of a community that believes the school district is performing well in the classroom, and that has clearly been in tune with the conversations going on about the location for the “new” Central High School.

Whatever the decision is from the district about that location, these results provide a clear road map to the objections that will need to be overcome for any referendum to have a chance at success.

For the Interstate Drive/Neil Street location, location and the perception of traffic will be the issues. For Spalding Park, the higher cost and the need to acquire homes are the sticking points. It really does come down to demonstrating why the selected location is best for all concerned – with a laser focus on how it benefits students – recognizing that not everyone will ever be completely pleased.

**Champaign Community Unit 4 School District
2014 Patron Telephone Study
Topline Report**

A topline report is a “work in progress,” presenting the data from the closed-ended questions for the entire survey group. The final report will contain responses from the open-ended question, the cross-tabulations, and the complete written analysis. Percentages may add to more or less than 100%, due to rounding.

Voting history of respondents. *This information was recorded from data provided via the sample file used for calling. The specific percentages of those who voted in November 2010 or November 2012 only, those who voted in two of the three targeted elections, and those who voted in all three of the targeted elections will be presented in the final report. The percentage of “voted in November 2008” is lower, because those who only voted in that election (of the three targeted elections) did not participate.*

Response	Percentage
Voted in November 2008	56%
Voted in November 2010	89%
Voted in November 2012	95%

Question 1 asked if the person was the male or female head of the household. Question 2 asked if he or she was a registered voter. This information was collected to confirm the sample file’s accuracy.

- 3. Because we want to speak to a variety of people as part of this research, can you tell me, as you think about it today, how likely do you think it is that you will be voting in the November, 2014 election? Would you say it is...Choices (except as indicated) were read to respondents.**

Response	Percentage
Very likely	91%
Somewhat likely	7%
Not very likely	2%
Not at all likely	0%
Don’t know (not read)	0%

4. Also, again, to make certain we have people from all parts of the school district, can you tell me the zip code at you residence?

Response	Percentage
61821	40%
61820	36%
61822	21%
61874	2%
All other	1%

5. I want to start with a general question. Thinking about the community as a whole, do you believe things are, generally speaking, going in the right direction, or has it gotten off track?

Response	Percentage
Right direction	57%
Off track	31%
Mixed/Both (not read)	8%
Don't know (not read)	4%

6. What about the Champaign Community Unit 4 School District? Based on what you know, or on what you may have heard from others, do you think the school district is, generally speaking, going in the right direction, or has it gotten off track?

Response	Percentage
Right direction	38%
Off track	42%
Mixed/Both (not read)	10%
Don't know (not read)	9%

As you may know, the school district has been looking to the future and considering options for facility and program needs. A series of ideas has been identified and discussed with various members of the community over the last several years. The purpose of this survey is to see what a larger group of residents think about these ideas.

7. **Years of data collection and study have led to changing educational practices. Many districts throughout the United States are converting from kindergarten through fifth grade and middle schools, to kindergarten through eighth grade schools. Many school districts have found this to be effective in reducing disciplinary incidents and improving student achievement. Would you support the establishment of at least one K-8 school in the district, for families that prefer that option?**

Response	Percentage
Yes	69%
No	27%
Don't know/Not sure (not read)	4%

8. **What additional information do you need before you might have an opinion on this topic?** *Asked only of the 15 respondents who said “Don’t know” or “Not sure” on question 7. All other respondents skipped to question 9. Answers were coded based on common words, phrases and ideas. Numbers, rather than percentages, displayed below. ANSWERS WILL BE SHOWN IN FINAL REPORT.*

9. **The elementary schools in the district are at 98 percent capacity this school year, in terms of the number of students, and are projected to be over capacity by the 2015-2016 school year. To help deal with this overcrowding, the district is considering replacing Dr. Howard Elementary School. As you think about it today, would you...***Choices (except as indicated) were read to respondents.*

Response	Percentage
Strongly favor this plan	11%
Favor this plan	37%
Lean favor on this plan (not read)	3%
Lean oppose on this plan (not read)	2%
Oppose this plan	20%
Strongly oppose this plan	13%
Depends on the cost (not read)	2%
Depends on the location (not read)	4%
Don't know (not read)	8%

10. The other major project being considered is at the high school level. The plans that are being discussed include the building of a new Central High School in a new location, the renovation of the current Central High School building so that it could be used for other educational purposes, and additions and renovations to Centennial High School. As you think about it today, would you...Choices (except as indicated) were read to respondents.

Response	Percentage
Strongly favor this plan	9%
Favor this plan	41%
Lean favor on this plan (not read)	2%
Lean oppose on this plan (not read)	<1%
Oppose this plan	19%
Strongly oppose this plan	10%
Depends on the cost (not read)	2%
Depends on the location (not read)	13%
Don't know (not read)	5%

There are a lot of factors involved in the plans being considered at the high school level. I'm now going to share with you a short list of those factors, to find out your thoughts on each one.

11. One issue is the location for the new Central High School. Currently, the location being considered is located North East of Industrial Drive and Neil Street. Knowing this, does it make you...Choices (except as indicated) were read to respondents.

Response	Percentage
More supportive of the plan	16%
Less supportive of the plan	58%
Does not impact how you feel about the plan	23%
Don't know (not read)	3%

12. One issue is the cost of the property where the new Central High School would be located. While the location and the cost are both important factors, which of the following best describes how you feel? Choices (except as indicated) were read to respondents.

Response	Percentage
I would be willing to accept a location that wasn't my first choice if the cost for the land is significantly less for one site than for another	54%
Location is important enough that I would support the district paying up to \$5 million more for a location that I prefer	26%
Location is important enough that I would support the district paying up to \$10 million more for a location that I prefer	5%
Location is important enough that I would support the district paying up to \$15 million more for a location that I prefer	2%
Location is important enough that I would support the district paying up to \$20 million more for a location that I prefer	4%
Don't know (not read)	10%

13. One issue is whether or not the location for the new Central High School would have enough space to make the new Central and a renovated Centennial High School equitable, in terms of facilities and on-site amenities for students. Which of the following best describes how you feel about this? Choices (except as indicated) were read to respondents.

Response	Percentage
Having equitable high school facilities and on-site amenities should be the top priority, even if it means a significant extra expense to do so	18%
Having equitable high school facilities and on-site amenities should be a priority, as long as the extra expense to do so was minimal	47%
Having equitable high school facilities and on-site amenities is not as important as the cost	27%
Don't know (not read)	9%

14. One issue is whether or not the location for the new Central High School would make it necessary to acquire homes in the area to make room for the new school. Which of the following best describes how you feel about this possibility? Choices (except as indicated) were read to respondents.

Response	Percentage
If getting the best location for the new Central High School means acquiring some homes in the area, that's what should be done.	18%
I'd rather that it not be necessary to acquire homes, but would accept it if that's what ended up needing to happen	36%
I'd rather have the district change to a different location for the new high school, if the location they have in mind means that homes would have to be acquired.	23%
This doesn't affect how I feel about the plan.	14%
Don't know (not read)	9%

15. If the best location involved acquiring some homes in the area, it would likely be several years before enough land would be available to have the new Central High School have all the same on-site amenities as Centennial High School. Knowing that it might take years to have the two high schools have equivalent amenities, does that make you... Choices (except as indicated) were read to respondents.

Response	Percentage
More supportive of selecting a location that would require acquiring homes	10%
Less supportive of selecting a location that would require acquiring homes	37%
Does not impact how you feel about selecting a location	51%
Don't know (not read)	2%

16. If the best location involved acquiring some homes in the area, it might require the use of eminent domain, should the homeowners not wish to sell. This is a process in which property is acquired by a government entity for public use – in this case, it would be for the new Central High School – with the property owners being paid for their property. Knowing that it might require eminent domain, if the location selected required acquiring homes, does that make you...Choices (except as indicated) were read to respondents.

Response	Percentage
More supportive of selecting a location that would require acquiring homes	6%
Less supportive of selecting a location that would require acquiring homes	52%
Does not impact how you feel about selecting a location	34%
Don't know (not read)	8%

17. Thinking about the high school plan in general, does knowing that it currently includes renovations and improvements at Centennial High School make you...Choices (except as indicated) were read to respondents.

Response	Percentage
More supportive of the plan	31%
Less supportive of the plan	22%
Does not impact how you feel about the plan	41%
Don't know (not read)	6%

As we have been discussing, there are a lot of factors involved in the plans being considered at the high school level. I'm now going to share with you four specific plans, with the cost for each one. You could like one choice, more than one choice, or none at all. The first three have the new Central High School at one location, while the fourth option has it at a different location.

18. What if the district proposed a plan to build a new Central High School on district owned property North East of Interstate Drive and Neil Street AND to renovate and build additions onto Centennial High School so that the two schools would be equitable? If an election on such a proposal was held today, and it resulted in a tax increase of 195 dollars per year or \$16.25 per month for each \$100,000 of home value, would you...Choices (except as indicated) were read to respondents.

Response	Percentage
Strongly favor the proposal	7%
Favor it	26%
Lean favor (not read)	2%
Lean oppose (not read)	2%
Oppose it	32%
Strongly oppose it	27%
Don't know (not read)	5%

19. What if, instead, the district proposed a plan was to build a new Central High School at the Interstate Drive and Neil Street location, and to renovate and build additions onto Centennial High School, as we just discussed, AND to replace Dr. Howard Elementary? If an election on such a proposal was held today, and it resulted in a tax increase of 240 dollars and 50 cents per year or about \$20 per month for each \$100,000 of home value. Would you...Choices (except as indicated) were read to respondents.

Response	Percentage
Strongly favor the proposal	2%
Favor it	19%
Lean favor (not read)	3%
Lean oppose (not read)	1%
Oppose it	43%
Strongly oppose it	30%
Don't know (not read)	3%

20. What if, instead, the district proposed a plan to build a new Central High School at the Interstate Drive and Neil Street location, and to renovate and build additions onto Centennial High School, as we just discussed, AND to replace Dr. Howard Elementary, AND to renovate the existing Central High School so that it became the District’s Administration Center and Novak Academy, along with other academic and community use purposes? If an election on such a proposal was held today, and it resulted in a tax increase of 279 dollars and 50 cents per year or a little more than 23 dollars per month for each \$100,000 of home value. Would you...Choices (except as indicated) were read to respondents.

Response	Percentage
Strongly favor the proposal	4%
Favor it	17%
Lean favor (not read)	1%
Lean oppose (not read)	4%
Oppose it	41%
Strongly oppose it	28%
Don’t know (not read)	5%

21. What if, instead, the district proposed a plan to build a new Central High School at a different location? Specifically, the new Central High School would be on a site that would include Spalding Park, Judah (JEW-duh) Christian, some commercial properties in the area, and approximately 65 homes, AND to renovate and build additions onto Centennial High School so that the two schools would be equitable? This plan would NOT include a new Dr. Howard Elementary and it would NOT include renovations to the current Central High School so that it could be used for other purposes. If those projects happened, it would be at a later date. If an election on such a proposal was held today, and it resulted in a tax increase of 221 dollars per year or \$18.40 per month for each \$100,000 of home value. Would you...Choices (except as indicated) were read to respondents.

Response	Percentage
Strongly favor the proposal	12%
Favor it	30%
Lean favor (not read)	3%
Lean oppose (not read)	1%
Oppose it	22%
Strongly oppose it	26%
Don’t know (not read)	6%

22. Thinking about all the options, which one is your preference? Is it...*Choices (except as indicated) were re-read to respondents. Interviewers were permitted to remind respondents about costs of various options, if asked.*

Response	Percentage
The new Central High at Interstate Drive and Neil Streets, plus the renovation and additions to Centennial High	14%
The new Central High at Interstate Drive and Neil Streets, plus the renovation and additions to Centennial High, plus a new Dr. Howard Elementary	3%
The new Central High at Interstate Drive and Neil Streets, plus the renovation and additions to Centennial High, plus a new Dr. Howard Elementary, plus renovation to the current Central High so that it could be used for district and community purposes	8%
The new Central High School at the Spalding Park and Judah (JEW-duh) Christian location, that would include acquiring commercial properties in the area, and approximately 65 homes, AND that would including renovations and additions to Centennial High School	42%
Don't know (not read)	3%
Don't like any of them (not read)	30%

23. Why do you think you would oppose the proposal, if the election were held today? *Asked only of the 120 respondents who answered “Don't like any of them” on question 22. All other respondents skipped to question 24. ANSWERS WILL BE SHOWN IN FINAL REPORT.*

My last few questions will help us divide our interviews into groups.

24. How long have you, yourself, lived within the boundaries of the Champaign Unit 4 School District? Is it...*Choices were read to respondents.*

Response	Percentage
Less than 2 years	4%
2 years to 5 years	6%
More than 5 years to 10 years	9%
More than 10 years to 15 years	14%
More than 15 years	47%
I've lived here all my life	21%

25. In what age group are you? Is it...*Choices (except as indicated) were read to respondents.*

Response	Percentage
18 to 24	2%
25 to 34	17%
35 to 44	20%
45 to 54	21%
55 to 64	23%
65 or older	15%
Refused (not read)	3%

26. Do you have any children or grandchildren who attend school in the Champaign Unit 4 School District right now? *Numbers, rather than percentages, displayed below.*

Response	Number
Yes, children	122
Yes, children and grandchildren	5
Yes, grandchildren	49
No	224

27. Which school or schools do they attend? *Asked only of the 127 respondents who answered either “Yes, children” or “Yes, children and grandchildren” on question 26. All others skipped to question 28. Numbers, rather than percentages, displayed below.*

Response	Number
Early Childhood Center	3
Barkstall Elementary School	7
Booker T. Washington Elementary School	4
Bottenfield Elementary School	10
Carrie Busey Elementary School	1
Dr. Howard Elementary School	15
Garden Hills Elementary School	2
International Prep Academy	0
Kenwood Elementary School	1
Robeson Elementary School	9
South Side Elementary School	8
Stratton Elementary School	4
Westview Elementary School	0
Edison Middle School	17

Franklin Middle School	9
Jefferson Middle School	13
Central High School	20
Centennial High School	11
Novak Academy	0
Refused (not read)	14

28. Do you have any children or grandchildren who previously were students in the district, but who have graduated? *Asked only of the 273 respondents who answered question 26 either “Yes, grandchildren” or “No.” Numbers, rather than percentages, displayed below.*

Response	Number
Yes, children	130
Yes, children and grandchildren	27
Yes, grandchildren	8
No	108

29. Do you have any children or grandchildren who attend private or parochial school, or who are home-schooled, rather than attending school in the Champaign Unit 4 School District? *Asked only of the 116 respondents who answered question 28 either “Yes, grandchildren” or “No.” Numbers, rather than percentages, displayed below.*

Response	Number
Yes, children	13
Yes, children and grandchildren	0
Yes, grandchildren	9
No	94

My last four questions help us make certain that we have a variety of different people participating in this study. Remember, all of your answers are confidential.

30. First, which of the following terms would you probably use if you were asked to describe your political views by someone you just met? Would you say you were...*Choices (except as indicated) were read to respondents.*

Response	Percentage
Mostly conservative	17%
Somewhat conservative	24%
Neither conservative nor liberal	13%
Somewhat liberal	16%
Mostly liberal	20%
Depends on the issue (not read)	7%
Don't know (not read)	0%
Refused (not read)	5%

31. If you didn't know much about either candidate in a race, but you wanted to vote, would you most likely vote for the Republican candidate, or the Democratic candidate?

Response	Percentage
Republican	29%
Democratic	40%
Wouldn't vote (not read)	3%
Don't know (not read)	21%
Refused (not read)	7%

32. Which of the following best describes your racial or ethnic group? Is it...*Choices (except as indicated) were read to respondents.*

Response	Percentage
African-American, or black	10%
Asian	2%
Caucasian, or white	78%
Hispanic or Latino	5%
Multi-racial	3%
Refused (not read)	2%

33. And finally, I'm going to read some ranges for household income. Now, I don't want to know your exact income, but if you would, please say stop when I get to the range that best describes your total household income, before taxes, for 2013. Choices (except as indicated) read to respondents.

Response	Percentage
Less than \$25,000	4%
\$25,000 to \$50,000	16%
More than \$50,000 up to \$70,000	14%
More than \$70,000 up to \$100,000	15%
More than \$100,000 up to \$150,000	26%
More than \$150,000 up to \$200,000	6%
More than \$200,000	8%
Refused (not read)	13%

34. RECORD GENDER

Response	Percentage
Female	52%
Male	48%