

Champaign Community Unit School District 4
Champaign County, IL
begins 12/4/2012, 5:00 P.M. C.S.T.
N=400, listed sampling of residential and cell phone sub-samples

Hello, my name is _____. I work for Fallon (foul-un) Public Opinion Research. We are conducting a survey to evaluate important local public policy issues that can affect you. **This is not a sales call and I am not selling anything** -- I merely want to ask you a few short questions. Your answers will be kept strictly confidential.

For example, let me begin by asking...

Q. 1. Generally speaking, would you say that your community is going in the right direction, or has it gotten off onto the wrong track?

1. Right direction
2. Wrong track
3. Mixed/both (do not read)
4. DK/NA

Q. 2. 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?

1. Right direction
2. Wrong track
3. Mixed/both (do not read)
4. DK/NA
5. Do not live in district – thank and terminate

Q. 3. At this particular point in your life, how closely do you follow news and information about the Champaign Community Unit 4 School District? Would you say that you follow it...(sequentially rotate)...very closely, somewhat closely, not very closely or not at all?

1. Very
2. Somewhat
3. Not very
4. Not at all
5. DK/NA

Looking more closely at Champaign Community Unit 4 School District, or the Champaign school district, as it is informally known...

Q. 4. Which of the following do you think should be the top priority for the school district to work on during the next five years? Is it...

(randomly rotate)

1. Communicating with the public
2. Managing and spending tax dollars efficiently
3. Improving basic education
4. Upgrading school buildings and facilities
5. Increasing parental involvement...or...
6. Changing the system for assigning students to schools
7. Other _____(record in separate alpha field)
8. Combination/all (do not read)
9. No problems with schools (do not read)
10. DK/NA

Q. 5. 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? Would you say it is excellent, good, fair, poor or very poor?

1. Excellent
2. Good
3. Fair
4. Poor
5. Very poor
6. DK/NA

Q. 6. How would you rate the quality of education being provided by the Champaign school district schools? Would you say it is excellent, good, fair, poor or very poor?

1. Excellent
2. Good
3. Fair
4. Poor
5. Very poor
6. Mixed/good at some, not at others (do not read)
7. DK/NA

Q. 7. How would you rate the job that the Champaign school district has done to meet the needs of students from diverse cultures and backgrounds? Would you say it is excellent, good, fair, poor or very poor?

1. Excellent
2. Good
3. Fair
4. Poor
5. Very poor
6. DK/NA

Q. 8. 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? Would you say it is excellent, good, fair, poor or very poor?

1. Excellent
2. Good
3. Fair
4. Poor
5. Very poor
6. DK/NA

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.

Q. 9. Do you think that it is a good idea or bad idea to increase class sizes, in order to control costs and preserve tax dollars?

1. Good idea
2. Bad idea
3. Mixed opinion (do not read)
4. DK/NA

Turning to look more closely at facilities...

Q. 10. In general, do you think that the Champaign school district school buildings and classrooms are...(sequentially rotate)...good facilities that need no major improvements...adequate facilities that need some updating, but no rebuilding...or poor facilities that need to be replaced...(end rotation)...or, do you not have enough information about this to have formed an opinion?

1. Good
2. Adequate
3. Poor
4. No opinion
5. NA

Q. 11. 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?

1. Agree
2. Disagree
3. Not informed/no opinion (do not read)
4. DK/NA

(SPLIT SAMPLE – Random assignment between versions A and B)

Q. 12a. 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?

1. Agree
2. Disagree
3. DK/NA

Q. 12b. Do you agree or disagree with people who say that renovated or new school buildings will improve the community's image and reputation?

1. Agree
2. Disagree
3. DK/NA

Q. 13. Do you agree or disagree with people who say that using trailers to hold classes is hurting the community's image and reputation?

1. Agree
2. Disagree
3. DK/NA

Looking at some specific schools...

Q. 14. Do you think the current **Centennial** High School building is a...(rotate sequentially)...good facility that needs no improvements...an adequate facility that needs some upgrades and improvements...a poor facility that needs to be replaced...(end rotation)...or...do you not have enough information about this to have formed an opinion?

1. Good
2. Adequate
3. Poor
4. No opinion
5. DK/NA

Q. 15. In your opinion, should the **Centennial** High School building be replaced, renovated or have nothing done to it at this time?

1. Replaced
2. Renovated
3. Nothing
4. DK/NA

Turning to Central High School...

Q. 16. Do you think the current **Central** High School building is a...(rotate sequentially)...good facility that needs no improvements...an adequate facility that needs some upgrades and improvements...a poor facility that needs to be replaced...(end rotation)...or...do you not have enough information about this to have formed an opinion?

1. Good
2. Adequate
3. Poor
4. No opinion
5. DK/NA

Thinking more about Central High School...

Q. 17. Do you agree or disagree that the poor conditions of the **Central** High School building are starting to create an unsuitable environment for learning?

1. Agree
2. Disagree
3. Not informed/no opinion (do not read)
4. DK/NA

Q. 18. In your opinion, should the **Central** High School building be replaced, renovated or have nothing done to it at this time?

1. Replaced
2. Renovated
3. Nothing
4. DK/NA

Q. 19. Supposing for a moment that a new **Central** High School building is constructed to replace the existing one, do you think that it should...(rotate)...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?

1. Remain at its current location
2. Mover to another location
3. DK/NA

Thinking about how to fund various projects...

(ROTATE NEXT TWO QUESTION BATTERIES)

Q. 20a. 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?

1. For
2. Against
3. DK/NA

Q. 20b. 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?

1. More likely
2. Less likely
3. No difference
4. DK/NA

Q. 21a. 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?

1. For
2. Against
3. DK/NA

Q. 21b. 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?

1. More likely
2. Less likely
3. No difference
4. DK/NA

(end rotation)

Turning to information you get from the District...

Q. 22. Thinking about the amount of communication that you get from the Champaign school district, would you say it is too much, about the right amount or too little?

1. Too much
2. Right amount
3. Too little
4. DK/NA

Q. 23. How do you get most of your information about the district? It is by...

(randomly rotate)

1. Reading the newspaper
2. Reading school and district literature and publications
3. Social media, such as Twitter and Facebook
4. Talking with parents and kids who attend the schools
5. Television and radio news...or...
6. Visiting the web site

(end rotation)

7. Other _____(record in separate alpha field)
8. Combination/all (do not read)
9. Do not get information about the schools (do not read)
10. DK/NA

Q. 24. Including the on-line versions that are available over the Internet, how often would you say that you read the *News-Gazette* newspaper? Would you say that you read it...(sequentially rotate)...frequently, occasionally, rarely or not at all?

1. Frequently
2. Occasionally
3. Rarely
4. Not at all
5. DK/NA

Q. 25. Have you ever visited the Champaign Community Unit 4 School District website on the Internet?

1. Yes
2. No
3. DK/NA

Q. 26. Do you currently use any of the social networking websites and technology, such as Twitter or Facebook?

1. Yes
2. No
3. DK/NA

Finally, I have a few short questions for statistical purposes...

Q. 27. I would like to read you a list of age groups. Please stop me when I get to the one you are in.

1. 18 to 29
2. 30 to 44
3. 45 to 59
4. 60 and older
5. Refused
6. DK

Q. 28. What do you consider to be your main race?

(do not read)

1. White
2. Black/African-American
3. Hispanic/Latino
4. Asian
5. Something else (record)
6. Mixed race
7. Refused
8. DK

Q. 29. Do you have any children currently enrolled in a Champaign Community Unit 4 School District public school?

1. Yes - skip next question
2. No
3. DK/NA - skip next question

Q. 30. Do you expect to enroll any children enrolled in a Champaign Community Unit 4 School District public school within the next 5 years?

1. Yes
2. No
3. DK/NA
0. Skipped

Thank you very much for taking time to talk with me about these important questions. Have a nice day! Good-bye.

31) Respondent gender:

(Acquire by observation, ask only if necessary)

1. Male
2. Female

32) Past voting history (append from sample file):

33) Jurisdiction - ward or precinct (append from sample file):