



**Champaign Unit 4 School District  
Community Survey  
July 2016**

Overview of Data
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In July 16, UNICOM•ARC conducted a telephone survey of registered voter households in the Champaign Unit 4 School District. The purpose of the survey was to better understand District residents' perceptions of and priorities for the District.

Five hundred (500) interviews were completed. Data was weighted to reflect a population of 50/50 male/female respondents. This Overview of Data provides overall results of every question included in the survey.

		%
01. Students are often given the grades A, B, C, D, and Fail to denote the quality of their academic work. Suppose the public schools across the State of Illinois were graded in the same way. What grade would you give the public schools in the State of Illinois — A, B, C, D, or Fail?	A	4.7%
	B	25.9%
	C	42.5%
	D	10.7%
	Fail	5.1%
	other, don't know	11.0%

		%
02. What about your local school district — the Champaign Unit 4 School District. What grade would you assign to your local school district — A, B, C, D, or Fail?	A	12.1%
	B	36.6%
	C	29.2%
	D	9.5%
	Fail	4.9%
	other, don't know	7.7%

		%
03A. Unit 4 is considering asking voters to approve a bond issue in order to fund facility improvements. Although an exact cost has yet to be determined, for the purpose of this question, let's assume that the proposal would ask voters to approve bonds in the amount of \$158 million to expand and renovate Central and Centennial High Schools in their current locations. If a vote were held today, would you strongly favor, favor, oppose, or strongly oppose such a proposal? (IF UNDECIDED: Well which way are you leaning — toward favor or toward oppose?)	strongly favor	23.0%
	favor	32.7%
	lean favor	.7%
	lean oppose	1.6%
	oppose	20.3%
	strongly oppose	15.5%
	undecided	3.6%
	other, don't know	2.5%
	<i>total favor</i>	<i>56.5%</i>
	<i>total oppose</i>	<i>37.4%</i>

		%
03B. Unit 4 is considering asking voters to approve a bond issue in order to fund facility improvements. Although an exact cost has yet to be determined, for the purpose of this question, let's assume that the proposal would ask voters to approve bonds in the amount of \$257 million to renovate and expand Central and Centennial High Schools, rebuild Dr. Howard Elementary School, renovate or rebuild South Side Elementary School, and renovate and expand International Prep Academy and Edison Middle School. If a vote were held today, would you strongly favor, favor, oppose, or strongly oppose such a proposal? (IF UNDECIDED: Well which way are you leaning — toward favor or toward oppose?)	strongly favor	30.3%
	favor	31.9%
	lean favor	2.8%
	lean oppose	.8%
	oppose	17.9%
	strongly oppose	13.9%
	undecided	1.3%
	other, don't know	1.2%
	<i>total favor</i>	<i>64.9%</i>
	<i>total favor</i>	<i>32.5%</i>

		%
(IF OPPOSED) What's the main reason you are opposed to a bond proposal to maintain and improve the condition of Unit 4 school buildings?	I don't know enough about the proposal	6.0%
	I don't want to pay more taxes no matter the cause	26.4%
	The school buildings are fine the way they are	5.7%
	I don't have children in Unit 4 schools	3.6%
	I'm unhappy with recent decisions made by the BOE / Administration	11.7%
	They should take care of school buildings with money on hand	4.5%
	Proposed location of the high school	7.6%
	other [specify]	30.8%
	other, don't know	3.7%

For each of the following, please rate the job performance of the Champaign Unit 4 School District as excellent, good, not so good or poor. The first is...

	<i>excellent</i>	<i>excellent/ good</i>	<i>not so good/ poor</i>	<i>other, don't know</i>
04. Earning community trust and confidence	5.5%	50.5%	45.3%	4.2%
05. Hiring and retaining a high quality teaching staff	12.8%	65.2%	24.8%	10.0%
06. Communicating with transparency regarding all aspects of the District	7.9%	53.2%	39.3%	7.4%
07. Providing safe and secure schools	13.8%	72.9%	22.6%	4.5%
08. Preparing students for success as they pursue college or a career	11.5%	63.3%	29.1%	7.6%
09. Providing up-to-date school buildings	4.7%	40.5%	54.5%	4.9%
10. Building collaborative relationships with the City and Park District	10.7%	65.4%	21.8%	12.7%
11. Encouraging residents to participate in the District's decision-making process	15.0%	58.6%	37.1%	4.4%
12. Attending to the needs of an ethnically and racially diverse student population	12.9%	64.5%	29.6%	6.0%

Next I'm going to read a few building updates and improvements that District Unit 4 has on a list of capital projects. For each building improvement that I read, please tell me if you strongly favor, favor, oppose or strongly oppose the project?

	<i>strongly favor</i>	total favor	total oppose	other, don't know
13. Expand and improve parking and bus loading areas at District schools where safety is of concern	36.3%	85.1%	11.5%	2.1%
14. Install artificial turf on fields to allow for greater use among athletic, band and community activities	14.0%	51.8%	42.9%	3.4%
15. Zone off areas at each high school so they can be used by community groups after school hours	22.1%	76.6%	20.2%	1.8%
16. Improve heating, ventilation and air conditioning systems where needed	45.0%	91.8%	5.8%	1.6%
17. Replace roofs, windows, floors and classroom doors that have been identified as in failing condition	50.4%	93.7%	4.3%	1.6%
18. Renovate science, technology and math classrooms to better support curriculum standards	44.8%	91.2%	6.9%	1.0%
19. Improve building features that support accessibility for people with disabilities	51.6%	92.8%	5.1%	1.4%
20. Replace or repair old and out of date fire alarm systems	55.0%	94.0%	4.4%	1.0%

Next I'm going to read a list of specific building improvement recommendations that have been made through a planning process led by a group of community members called the Tier Two Committee for Facility Planning. Using a 7 point scale, where 7 represents a high priority, and 1 represents low priority, chose a number between 7 and 1 that most closely indicates what priority you might assign to the recommendation. Of course you can choose any number between 7 and 1.

	<i>high priority (7)</i>	total priority (5-7)	4	total not priority (1-3)	other, don't know
21. Make needed repairs and classroom additions to, or possibly rebuild, South Side Elementary	19.6%	56.6%	18.1%	19.6%	5.6%
22. Renovate and expand Central High School at its current location to modernize classrooms and accommodate increases in student enrollment	39.2%	70.9%	8.0%	19.1%	1.9%
23. Tear down and rebuild Dr. Howard Elementary School on its current site	29.6%	58.4%	11.0%	24.0%	6.6%
24. Add gymnasium space at both Central and Centennial High Schools to support physical education and athletic programs	25.5%	58.9%	16.8%	22.3%	2.0%
25. Add athletic, activity, and physical education fields near and adjacent to Central High School	28.6%	59.6%	14.0%	24.7%	1.8%
26. Renovate and add classroom space at Edison Middle School	26.8%	67.4%	14.9%	12.9%	4.8%
27. Renovate and add classroom space at the International Prep Academy allowing the school to become a K-8 dual language program	17.7%	49.0%	18.1%	26.1%	6.7%
28. Renovate and expand Centennial High School at its current location to modernize classrooms and accommodate increases in student enrollment	30.3%	69.5%	11.9%	16.3%	2.2%
29. Improve athletic and physical education play fields at Franklin Middle and South Side Elementary to be utilized by students at these campuses as well as Central High School students	22.4%	58.5%	17.5%	21.4%	2.6%

Next I'm going to read some statements that people might make about the Champaign Unit 4 School District. For each, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree when thinking about Unit 4.

	<i>strongly agree</i>	total agree	total disagree	other, don't know
30. We must address challenges resulting from enrollment growth with several school buildings now over capacity.	50.6%	85.2%	11.2%	3.6%
31. I'm willing to support a bond proposal to make sure the quality of our schools measures up to that of other top performing districts in our area.	46.3%	75.1%	21.0%	3.9%
32. The quality of our schools is the most important factor protecting our property values.	33.1%	75.2%	21.7%	3.2%
33. Several of our school buildings are old and outdated and detract from our ability to attract young families to our community.	33.7%	65.4%	32.1%	2.4%
34. Our school district is a source of pride in this community.	31.9%	72.6%	24.1%	3.3%
35. We need more space and updated school buildings to adequately prepare students.	45.2%	79.4%	16.9%	3.7%
36. We need to take whatever steps are necessary to ensure safe and secure school buildings.	67.8%	93.5%	5.7%	.7%
37. People like me can't afford a property tax increase regardless of the cause.	28.2%	53.3%	43.9%	2.9%
38. Our property tax rate for education is low compared to surrounding school districts.	14.1%	37.7%	40.8%	21.5%

		%
39. State law requires Unit 4 to make upwards of \$6.5 million for health and safety repairs and renovations to its school buildings. If a bond issue were to pass, these costs could be paid for by funds collected from the sale of bonds. If bond money does not exist however, the Board of Education is obligated by law to determine a tax rate hike to pay for these improvements. How aware are you of these State mandated health/life safety requirements?	very aware	11.6%
	somewhat aware	28.0%
	not very aware	27.7%
	not at all aware	32.2%
	other, don't know	.4%

		%
40A. Now that you've answered a lot of questions, I'd like to ask you about the possibility of a bond proposal one more time. Unit 4 has estimated that building improvements including some new construction will cost about \$158 million to be spent over the next several years. The District is considering asking voters to approve a bond issue in this amount which would cost the owner of a home valued at \$150,000 about \$242 per year. If an election was held today, and you were adequately informed about each project, would you strongly favor, favor, oppose or strongly oppose a bond proposal? (IF UNDECIDED: Well which way are you leaning — toward favor or toward oppose?)	strongly favor	26.8%
	favor	31.1%
	lean favor	2.1%
	lean oppose	2.1%
	oppose	16.2%
	strongly oppose	17.0%
	undecided	1.3%
	other, don't know	3.5%
	<i>total favor</i>	<i>60.0%</i>
	<i>total oppose</i>	<i>35.3%</i>



		%
40B. Now that you've answered a lot of questions, I'd like to ask you about the possibility of a bond proposal one more time. Unit 4 has estimated that building improvements including some new construction will cost about \$257 million to be spent over the next several years. The District is considering asking voters to approve a bond issue in this amount which would cost the owner of a home valued at \$150,000 about \$393 per year. If an election was held today, and you were adequately informed about each project, would you strongly favor, favor, oppose or strongly oppose a bond proposal? (IF UNDECIDED: Well which way are you leaning — toward favor or toward oppose?)	strongly favor	28.6%
	favor	29.5%
	lean favor	2.7%
	lean oppose	1.6%
	oppose	15.8%
	strongly oppose	17.9%
	other, don't know	3.3%
	undecided	.7%
	<i>total favor</i>	<i>60.8%</i>
	<i>total oppose</i>	<i>35.2%</i>

		%
41. Generally speaking how well informed do you feel about Unit 4 School District?	very informed	24.8%
	somewhat informed	55.0%
	not very informed	15.6%
	not at all informed	4.3%
	other, don't know	.4%

		%
42. There are a number of ways that people receive information about their school district. What would you prefer to be your primary source of information about Unit 4?	the local newspaper, The News Gazette	36.4%
	family and friends	2.2%
	television coverage	8.5%
	the Principal's Newsletter	4.2%
	classroom teacher or staff member	2.2%
	the District's website	4.5%
	by attending a school event	1.6%
	social media like Facebook or Twitter	4.1%
	local blogs, such as Smile Politely, Chambanamoms, Board Corner Blog, etc.	1.6%
	local radio [specify]	1.1%
	other [specify]	28.5%
	no response/don't know	5.2%

		%
42A. Is there some other way you would like to receive information?	the local newspaper, The News Gazette	9.7%
	family and friends	2.2%
	television coverage	7.3%
	the Principal's Newsletter	5.5%
	classroom teacher or staff member	1.3%
	the District's website	3.0%
	by attending a school event	1.2%
	social media like Facebook or Twitter	4.2%
	local blogs, such as Smile Politely, Chambanamoms, Board Corner Blog, etc.	1.5%
	local radio [specify]	2.3%
	other [specify]	24.5%
	no response/don't know	37.3%

		%
43A. Are any children under the age of 18 living in your household?	yes	37.1%
	no	62.3%
	other, don't know	.6%

		%
43B. Do any of these children attend...?	Unit 4 elementary school	49.3%
	Unit 4 middle school	30.6%
	Unit 4 high school	35.9%
	private or parochial school at any level	7.3%
	Unit 4 early childhood program	8.1%
	other, don't know	12.8%

		%
44. How long have you lived within the Champaign Unit 4 School District?	0-2 yrs	4.3%
	3-5 yrs	5.8%
	6-10 yrs	10.9%
	11-20 yrs	21.8%
	more than 20 yrs	54.6%
	other, don't know	2.7%

		%
45. And what zip code do you live in?	61815	1.0%
	61820	19.2%
	61821	38.7%
	61822	23.8%
	61825	.2%
	61874	7.8%
	61826	.4%
	other, don't know	8.9%

		%
46. In which of the following age groups are you?	18-34	12.4%
	35-49	27.2%
	50-64	25.2%
	64-74	19.6%
	75 or over	14.0%
	other, don't know	1.6%

		%
47. What is your race or ethnicity... just stop me when I get to your category.	African-American	12.9%
	Caucasian	73.8%
	Asian	2.6%
	Congolese	.0%
	Hispanic/Latino	1.6%
	other [specify]	2.5%
	other, don't know	6.5%

		%
48. Do you or any member of your immediate family work for the Champaign Unit 4 School District?	yes	9.5%
	no	89.5%
	other, don't know	1.0%

		%
49. What was the last grade or year of school you completed?	high school	15.1%
	some college	17.6%
	college	30.7%
	post-graduate	34.6%
	other, don't know	2.0%

		%
50. How often do you use social media — daily, weekly, maybe once a month or less, or never?	daily	57.2%
	weekly	12.9%
	once a month or less	7.9%
	never	19.4%
	other, don't know	2.6%

		%
51. How often do you visit the District's website for information and updates about District Unit 4?	a few times each week	4.8%
	once a week	5.8%
	once every couple of weeks	6.1%
	once a month	25.3%
	never	55.7%
	other, don't know	2.3%

		%
52. Gender	male	50.0%
	female	50.0%
	other, don't know	.0%