

2016 Mail Survey Results
LaSalle-Peru Township High School District 120



Introduction, Purpose & Approach

This report addresses the methodology and findings derived from public opinion research conducted by George K. Baum & Company on behalf of LaSalle-Peru Township High School District 120.

A public opinion questionnaire was mailed to **10,163 registered voter households within LaSalle-Peru Township High School District 120 on May 18, 2016**. The mailing list included all registered voter households within the district, versus a subset of active or likely voter households. **The questionnaire served as an invitation for public reaction to a bond measure.**

The mail survey included a total of 13 questions, including three open-ended questions. Included with the mail survey questions was background information on the capital millage proposal.

The mail questionnaire used for this research is not a scientific poll, but a tool for collecting public input and understanding the general tone of the public's receptiveness to the issues presented. The overall summaries and conclusions drawn in this report are therefore not presented as predictors of an issue's likely success or failure at the polls. They are only presented to aid the District with another means for collecting community input and initial reaction to the proposal.

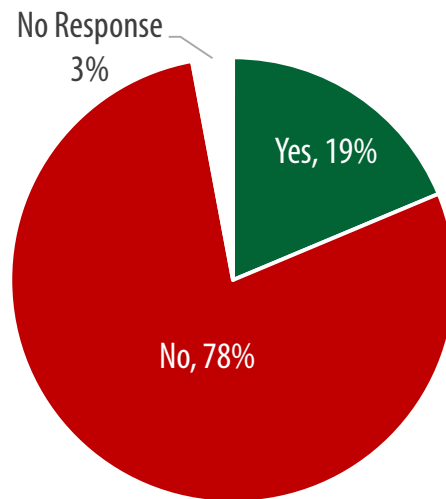
George K. Baum & Company acknowledges that this particular questionnaire functions as an opportunity to disseminate information and as an information-gathering tool, and in no way represents a scientific survey, or one that estimates statistical margin of error. **The chief distinction is that this questionnaire was returned in lieu of people attending a public hearing (a non-representative sample of the registered voter population) as opposed to the returns representing a scientific sub-sample of the registered voter population. The results are subjective and limited in interpretation based on the volume of returns, not the science of returns. Think of this document as a written collection of comments from people who would have stood up and participated in a public hearing, but instead preferred to express their feelings through written form.**

A total of **1,595 surveys were returned** and processed for responses as of June 9, 2016. This represents **a response rate of 16 percent**. Previous mail surveys conducted by George K. Baum & Company have typically yielded response rates between 8 and 17 percent.

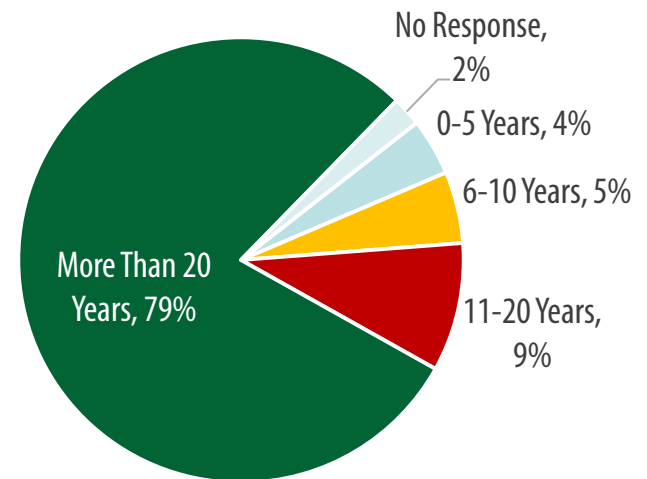


Demographics of Respondents

Child Under 19 in Home

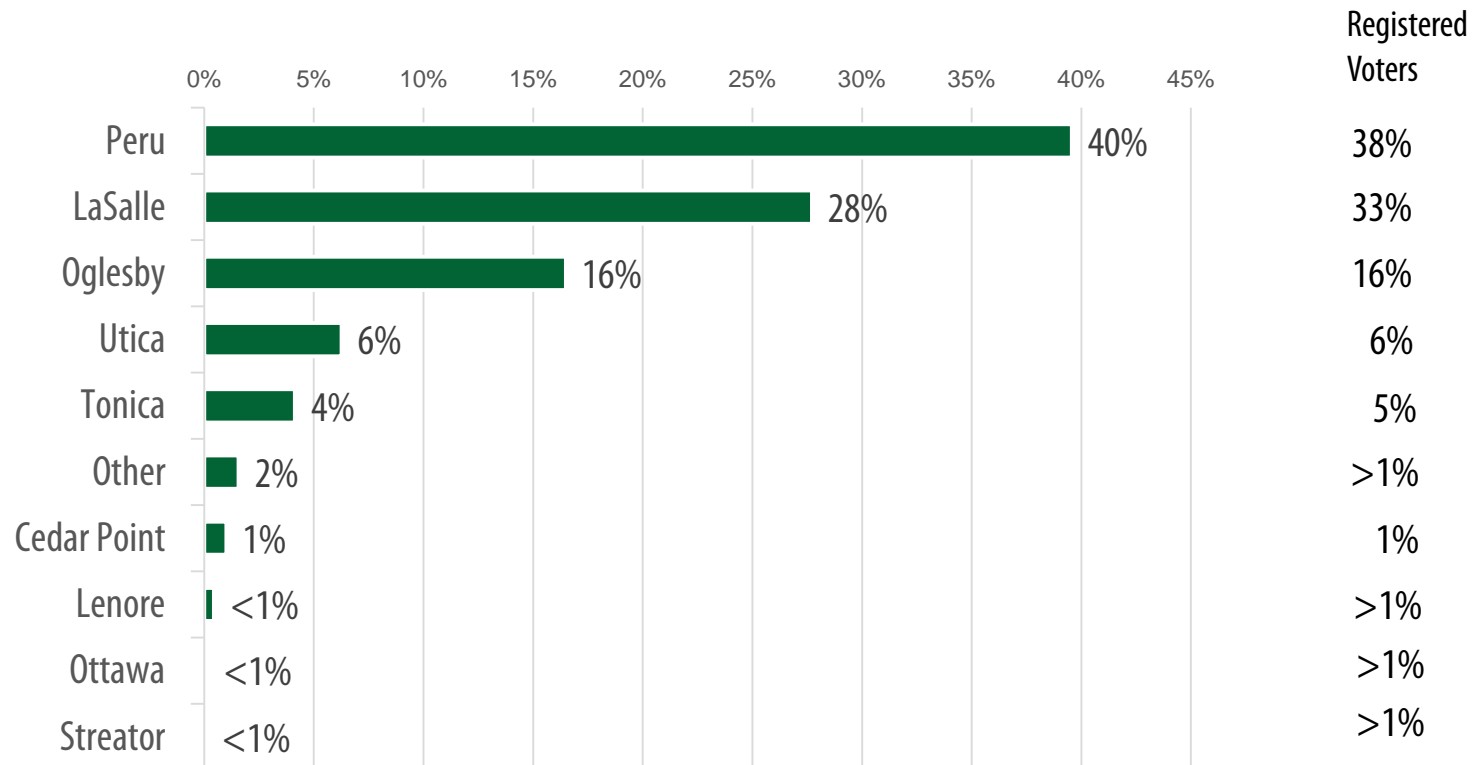


Length of Residency in Area



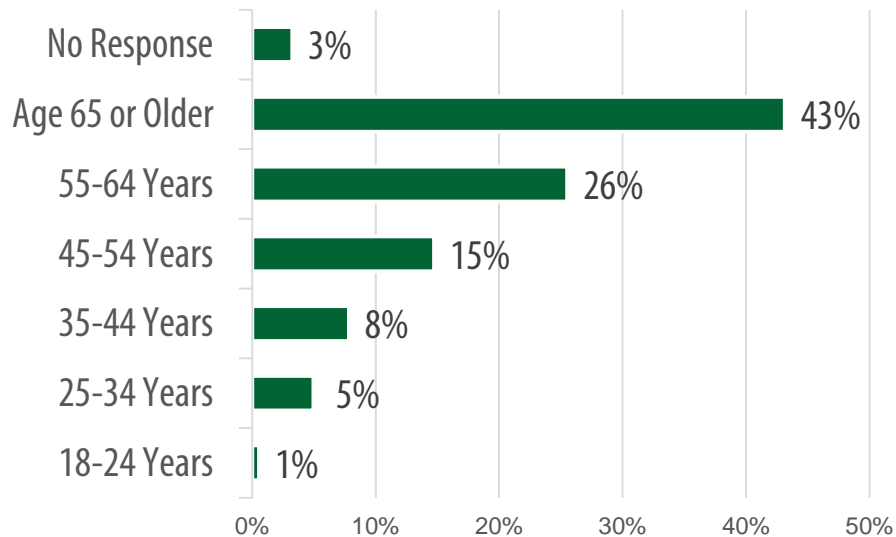
Demographics of Respondents

Where do you live?

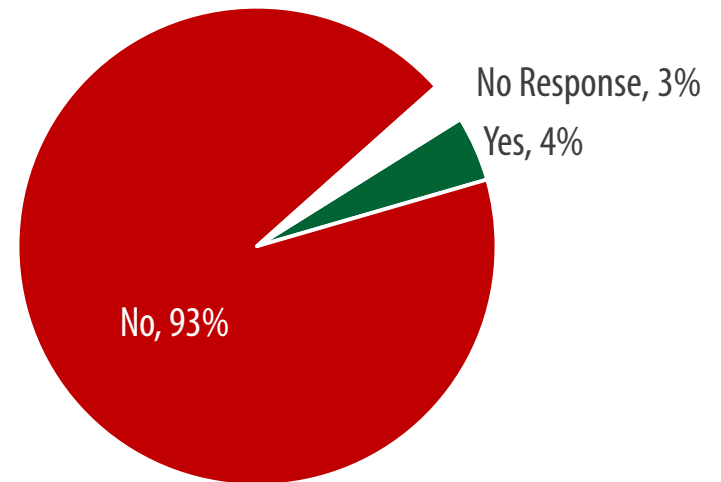


Demographics of Respondents

What is your age?



District employee in household?



Likely 2016 Voters:

18-40 Years Old: 24%

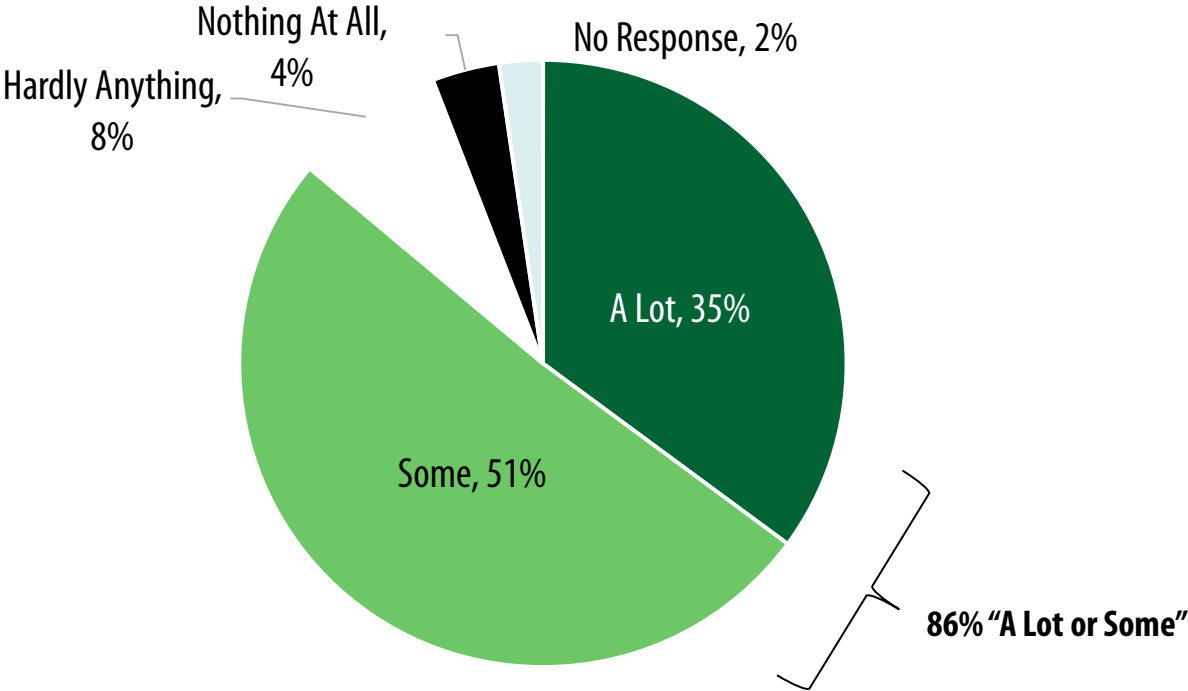
41-60 Years Old: 43%

>60 Years Old: 33%



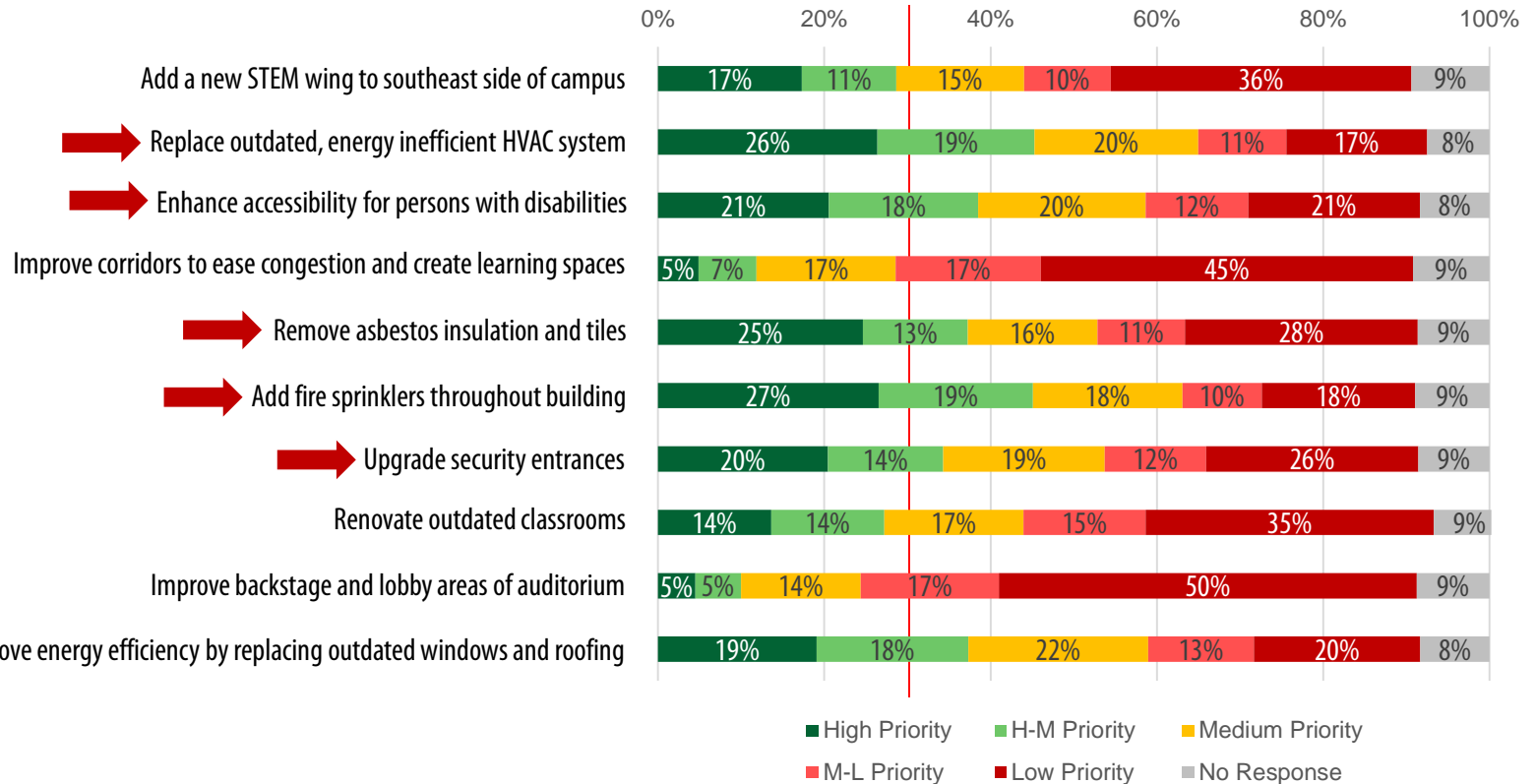
Level of Awareness

Before receiving the enclosed information, how much had you read, seen or heard about LaSalle-Peru High School District 120 considering placing a bond measure on this fall's ballot to fund improvements to LaSalle-Peru Township High School?



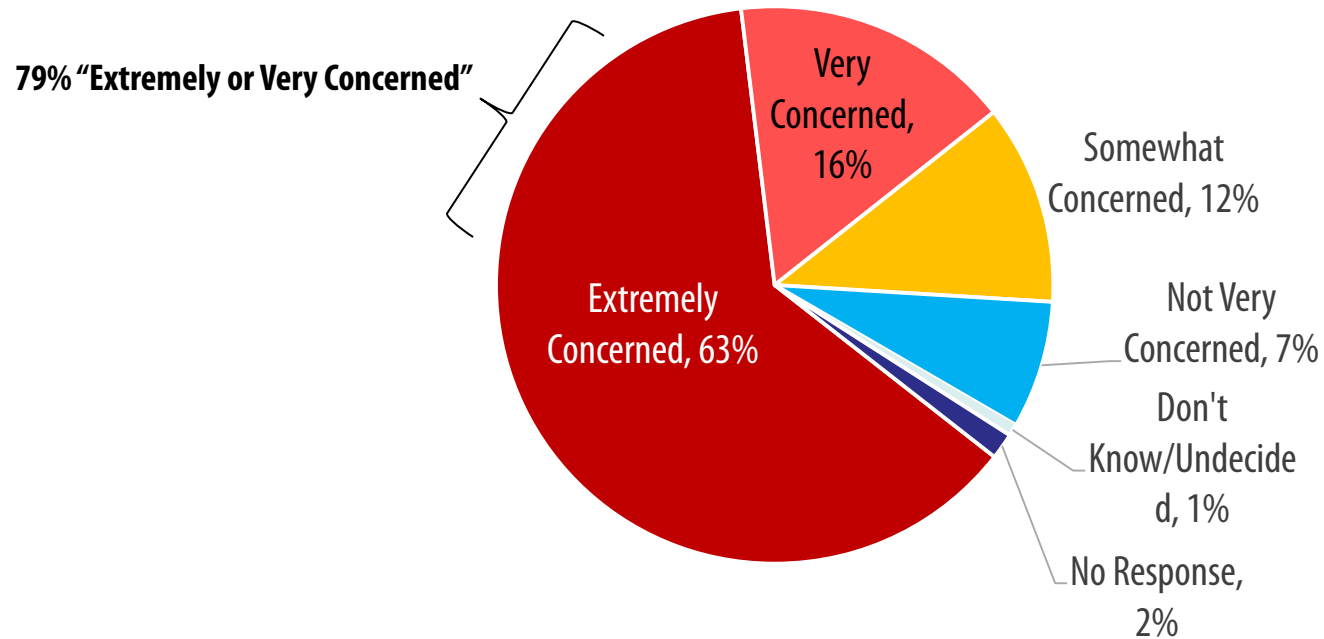
Priority Placed on Parts of Bond Measure

There are a number of building improvements that the proposed bond measure would address. On a scale of 1 to 5, what priority should be placed on funding each of the following items?



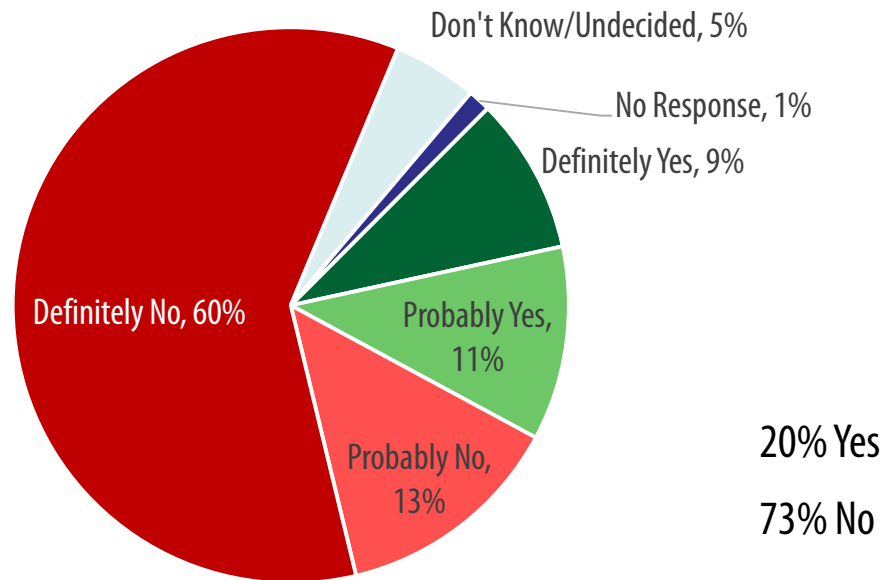
Tax Sensitivity

The estimated tax impact of the proposed bond measure is \$21.41 per month for a home with a \$100,000 actual value.
How concerned are you about the impact of the proposed tax on your family's budget?



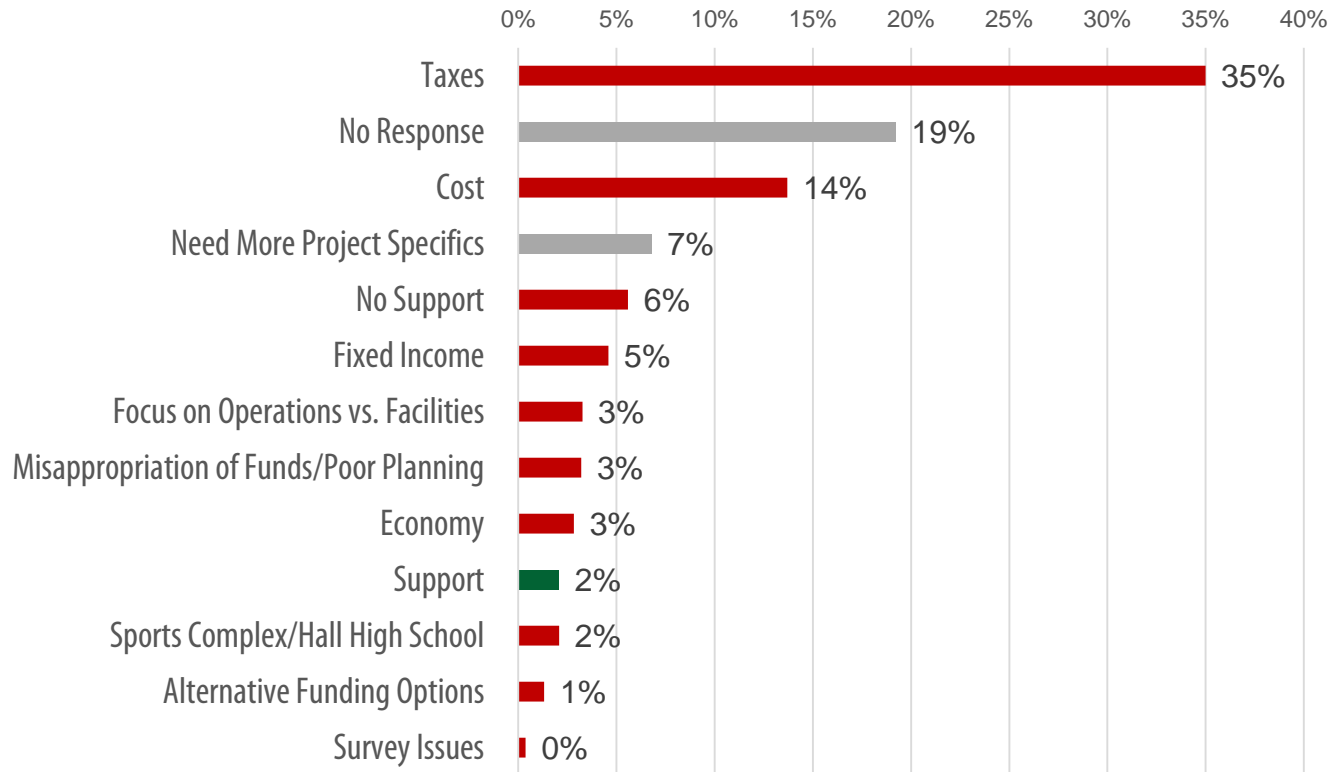
Ballot Question

If an election were held today, would you vote “Yes” (in favor) or “No” (to oppose) a \$67 million bond measure to fund improvements to LaSalle-Peru Township High School, including a new Science, Technology, Engineering and Math wing, life safety and security improvements, energy efficiency upgrades, replacement of outdated HVAC system, classroom and technology improvements, and roof and masonry repairs?



Main Concern

What is your main concern, if any, regarding the proposal to fund improvements to LaSalle-Peru Township High School?



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