

COMMUNITY SURVEY FOR LAKE BLUFF SCHOOL DISTRICT 65

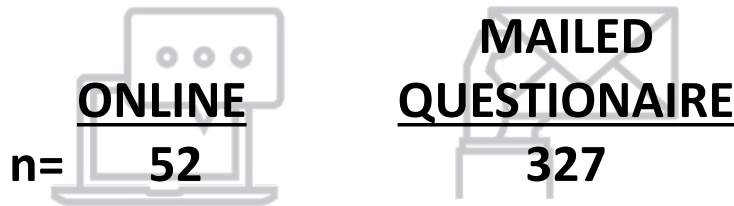
JANUARY 16, 2018 PRESENTATION

aQity Research & Insights

Evanston, IL

Research Methods

- Research findings based on a community survey with n=379 households in Lake Bluff SD 65 boundaries. SD 65 questions were part of a larger survey which included questions for the Village and Lake Bluff Park District (research co-sponsors).
- Data collection: October 14 and November 16, 2017. Response rate was 12.3%.
- Residents were given several response options (mail questionnaire, online survey, and phone interview).



- Sample of survey respondents was weighted to match 2016 US Census data for Lake Bluff and Knollwood (by region, gender, age, ethnicity, and percentage of households with children).
- Assuming no sample bias, the margin of error is +/- 5.0% (at the 95% confidence level).

Methods: Sample Demographics

(weighted to reflect US Census data for Lake Bluff and Knollwood)

Gender*	
Male	47%
Female	53%

Age*	
Under 35	7%
35-44	18%
45-54	23%
55-64	23%
65+	29%
<i>Mean (years)</i>	55

Children in Household*	
Yes	38%
No	62%

Children in District 65	
Yes	23%
No	77%

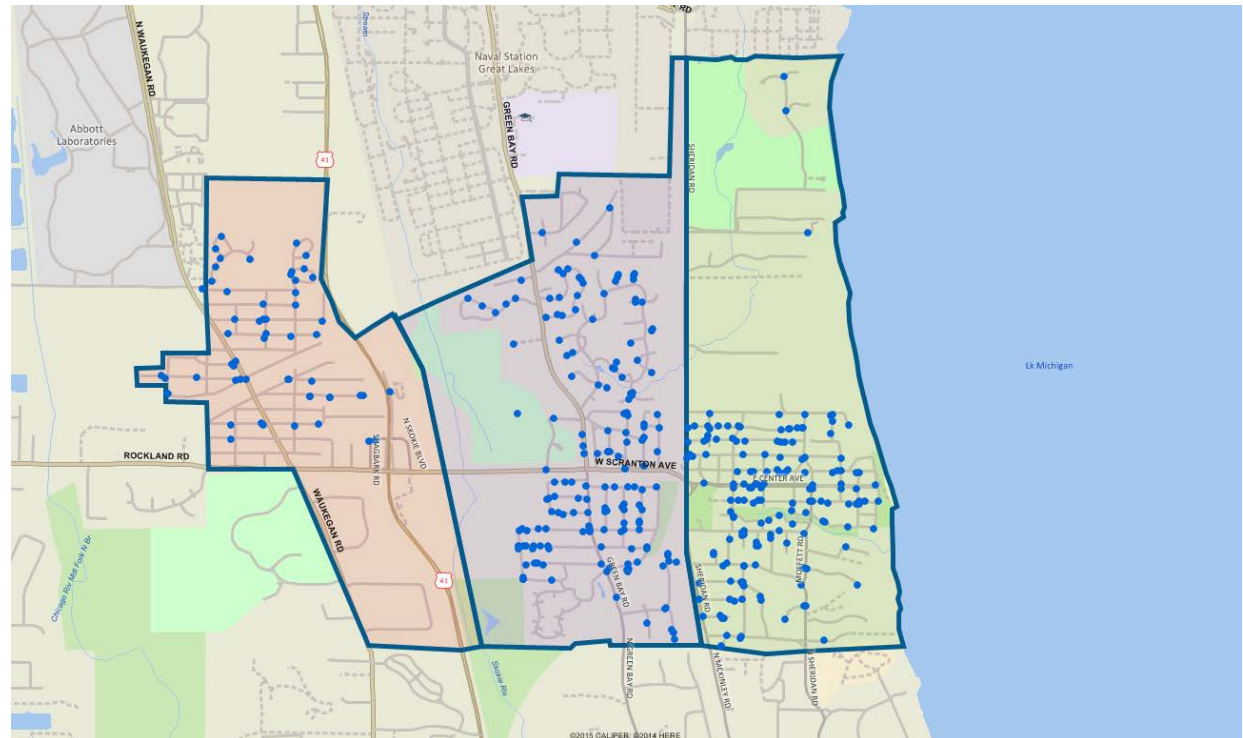
Length of Residence in Area	
Less than 6 years	20%
6-14 years	21%
15-24 years	24%
25+ years	36%
<i>Mean (years)</i>	21

Ethnicity*	
White	93%
Non-White	7%

*Weighted to 2016 Census data.

Methods: Regional Distribution of Survey Respondents

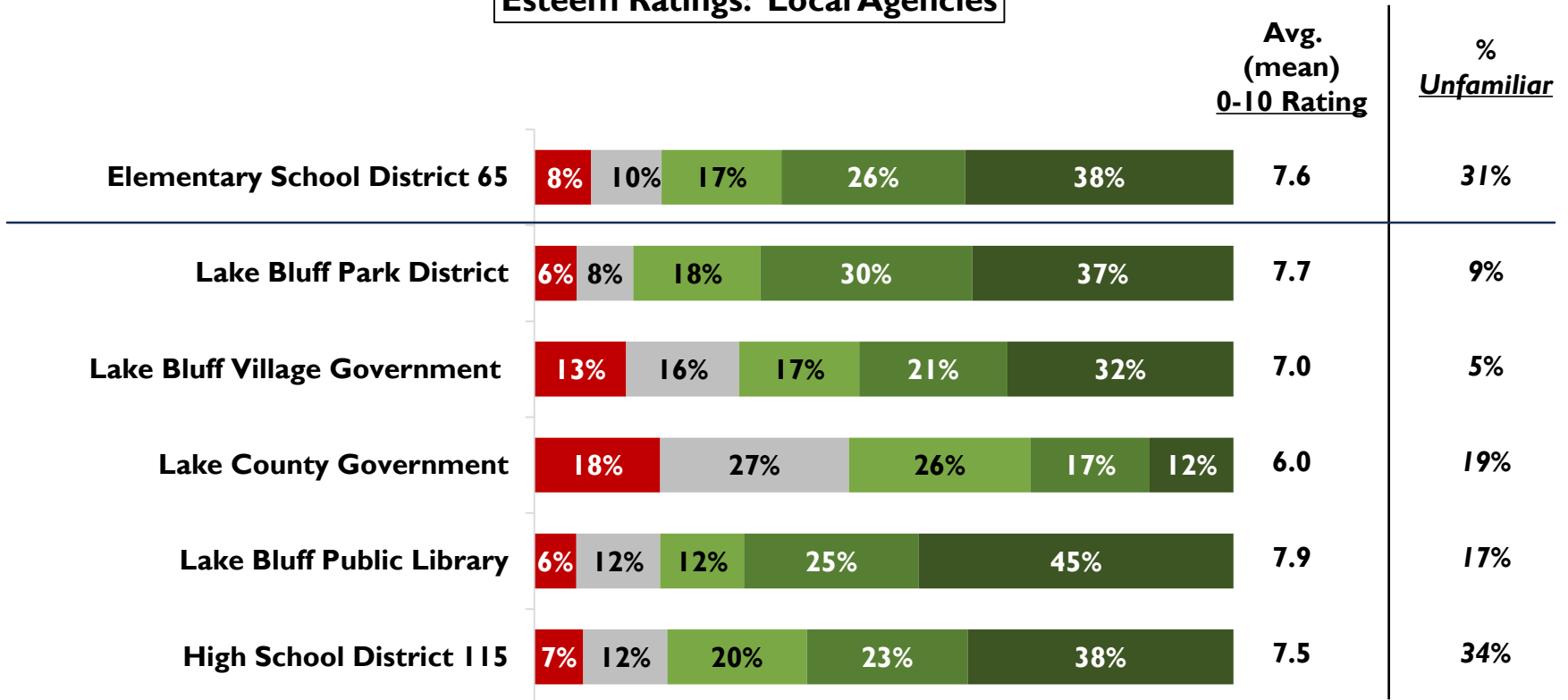
Regions*	
West	26%
Central	46%
East	28%



*Weighted to 2016 Census data.

Residents give District 65 very strong esteem ratings overall.

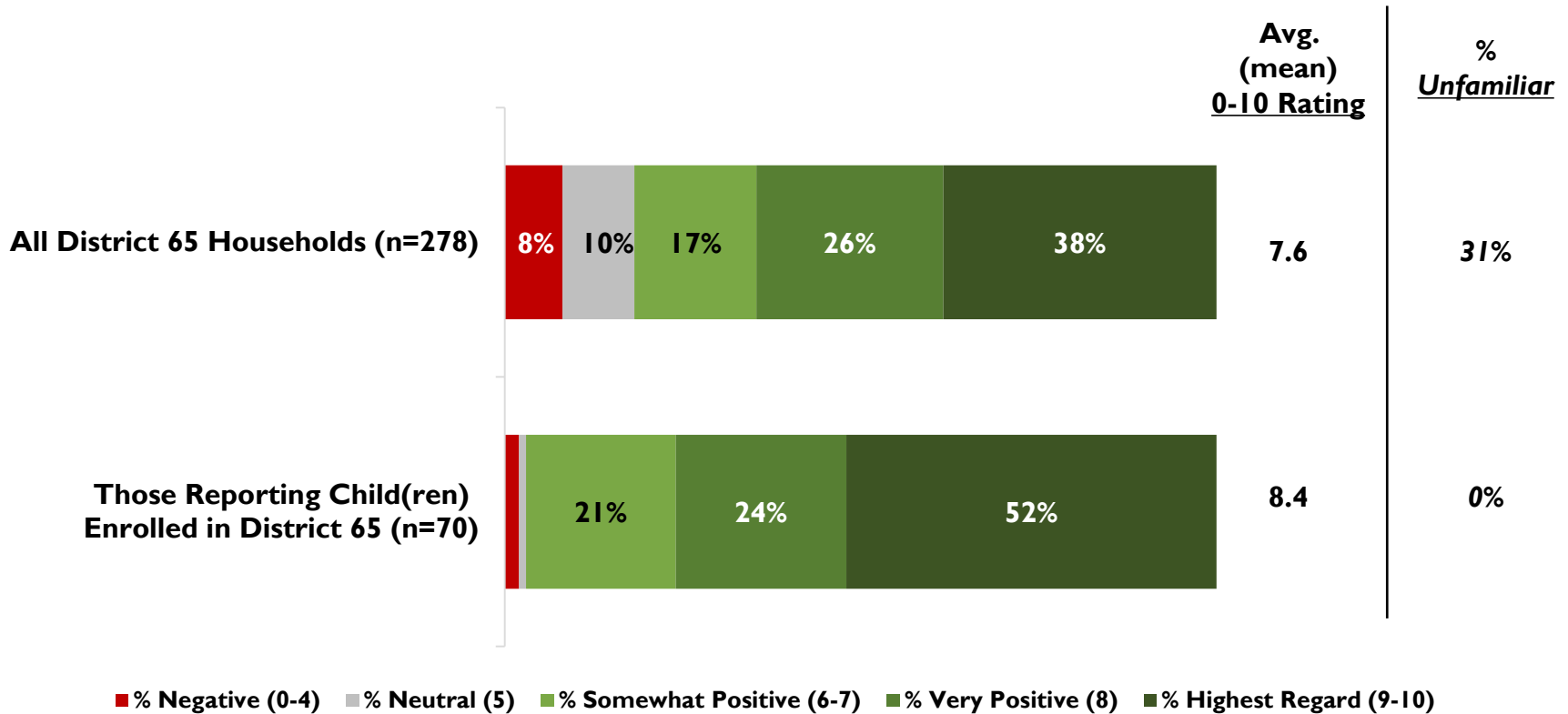
Esteem Ratings: Local Agencies



■ % Negative (0-4) ■ % Neutral (5) ■ % Somewhat Positive (6-7) ■ % Very Positive (8) ■ % Highest Regard (9-10)

Parents of current District 65 students are especially favorable toward the District.

School District 65 Esteem Ratings



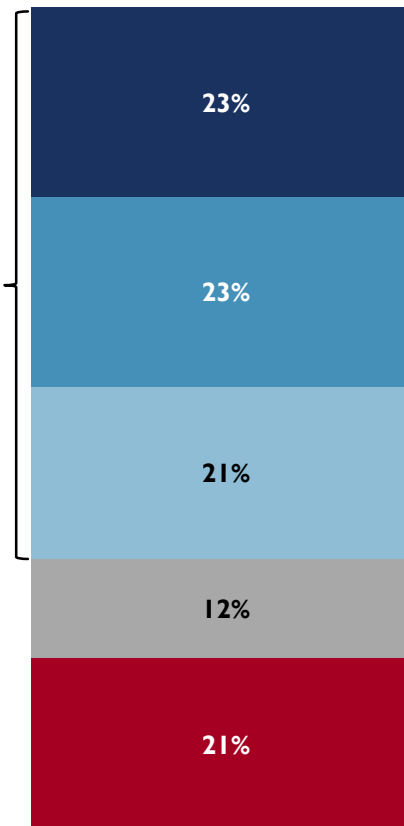
When informed that 40% of their property taxes go to District 65 Schools, residents feel it represents a fairly good overall value.

Perceived Value of D65 Relative to Property Tax Share

Avg. (mean) Rating:

6.4

67%
Positive
Value



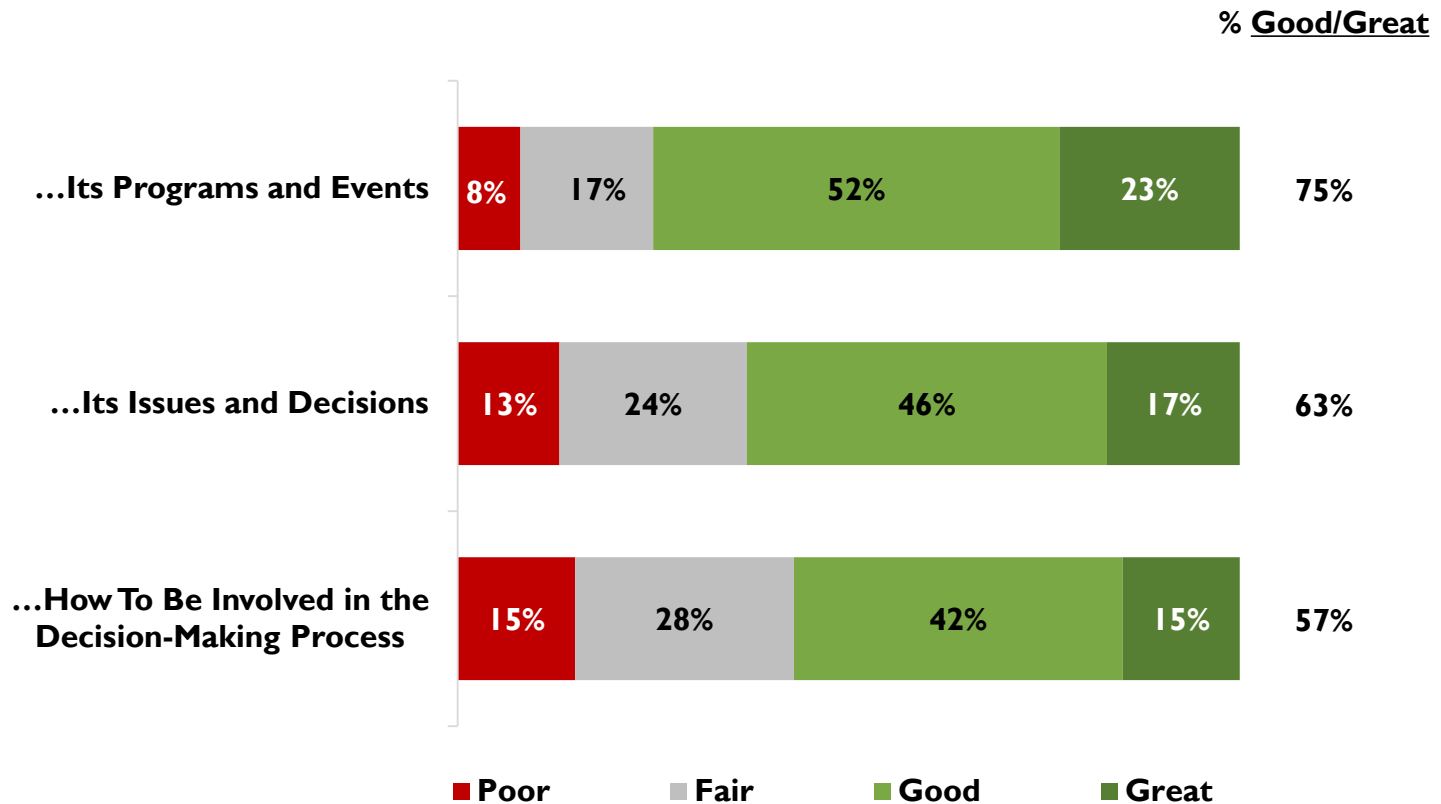
- Excellent (9-10)
- Great Value (8)
- Good Value (6-7)
- Neutral (5)
- Poor Value (0-4)

Q31. As you may know, the Lake Bluff Elementary School District 65 represents about 40% of your total property tax bill. Thinking about the quality of education, teachers, facilities, staff, and programs that it provides, please rate the overall value that Elementary District 65 represents given its share of property taxes.

Elementary District 65

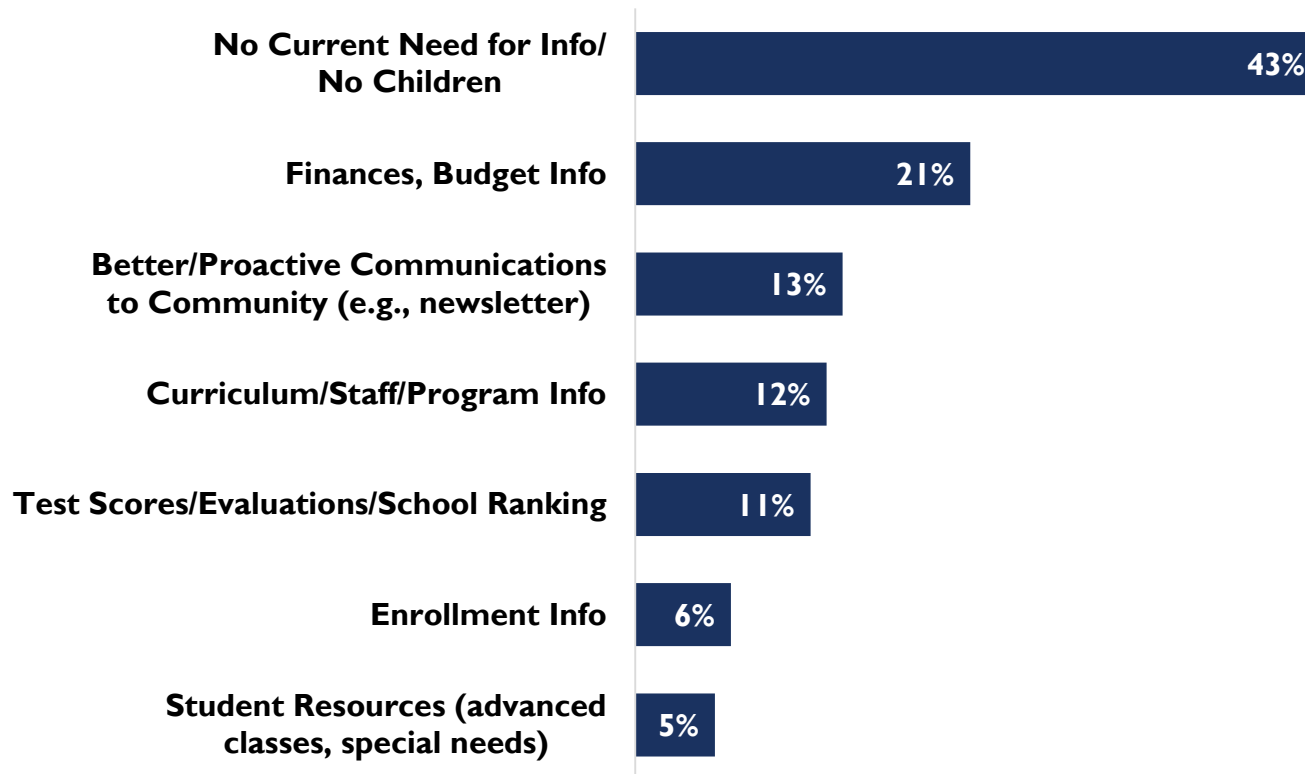
School District 65 receives positive grades on its effectiveness in informing residents of its events and decisions on key issues.

School District 65 Ratings: Informing Residents on Various Topics



Those with information requests for District 65 most often seek to understand its finances and budget.

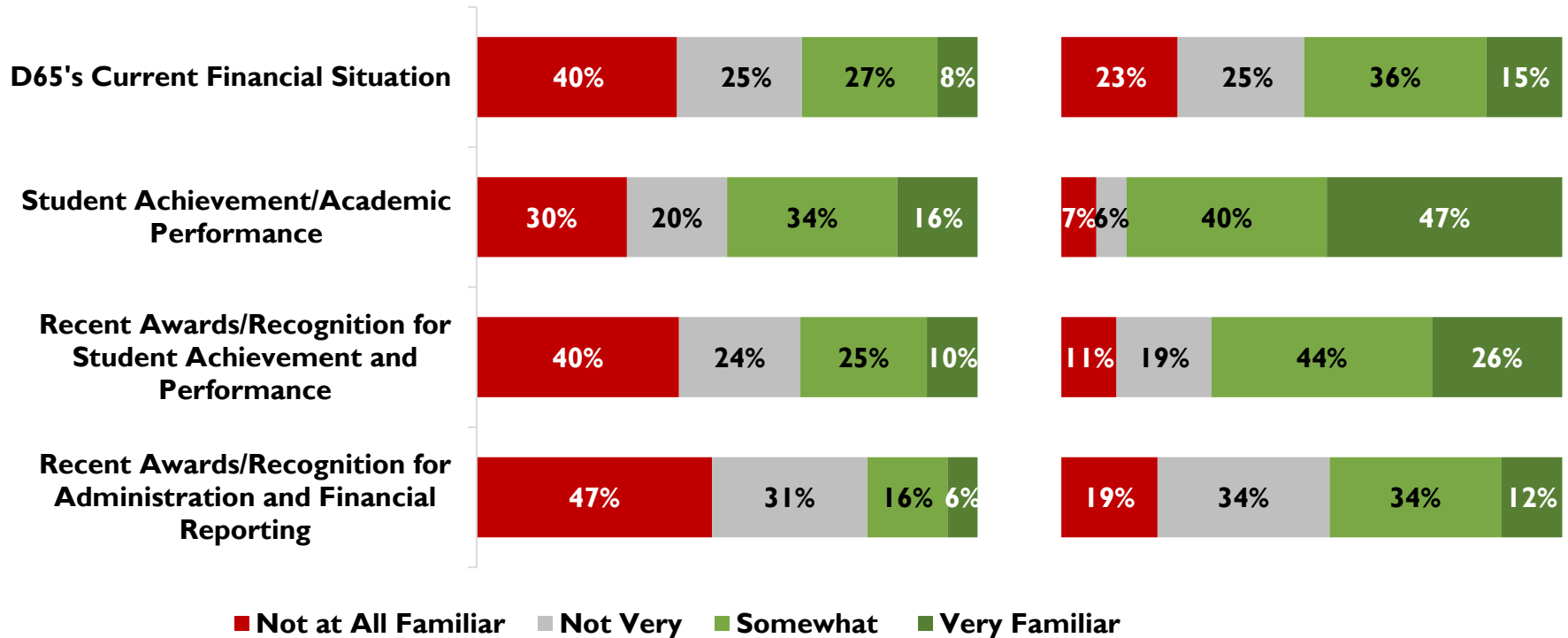
**Top Information Needs from School District 65
(n=159 providing answers, top multiple open-ended responses)**



Most District residents are unaware of key D65 topics, especially those pertaining to finances and recent student and admin recognition.

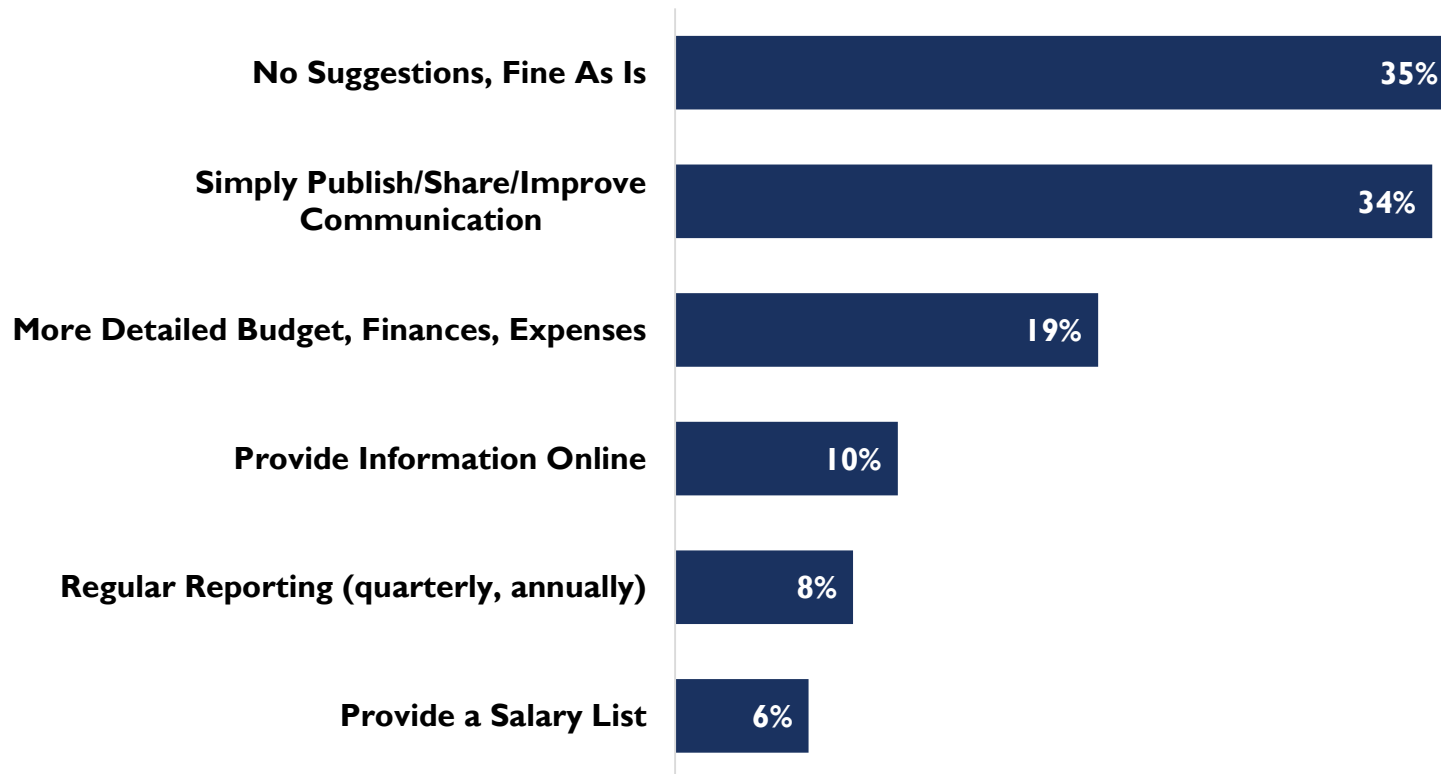
**Awareness of Key Topics:
All D65 Residents**

**Awareness of Key Topics:
D65 Parents Only**



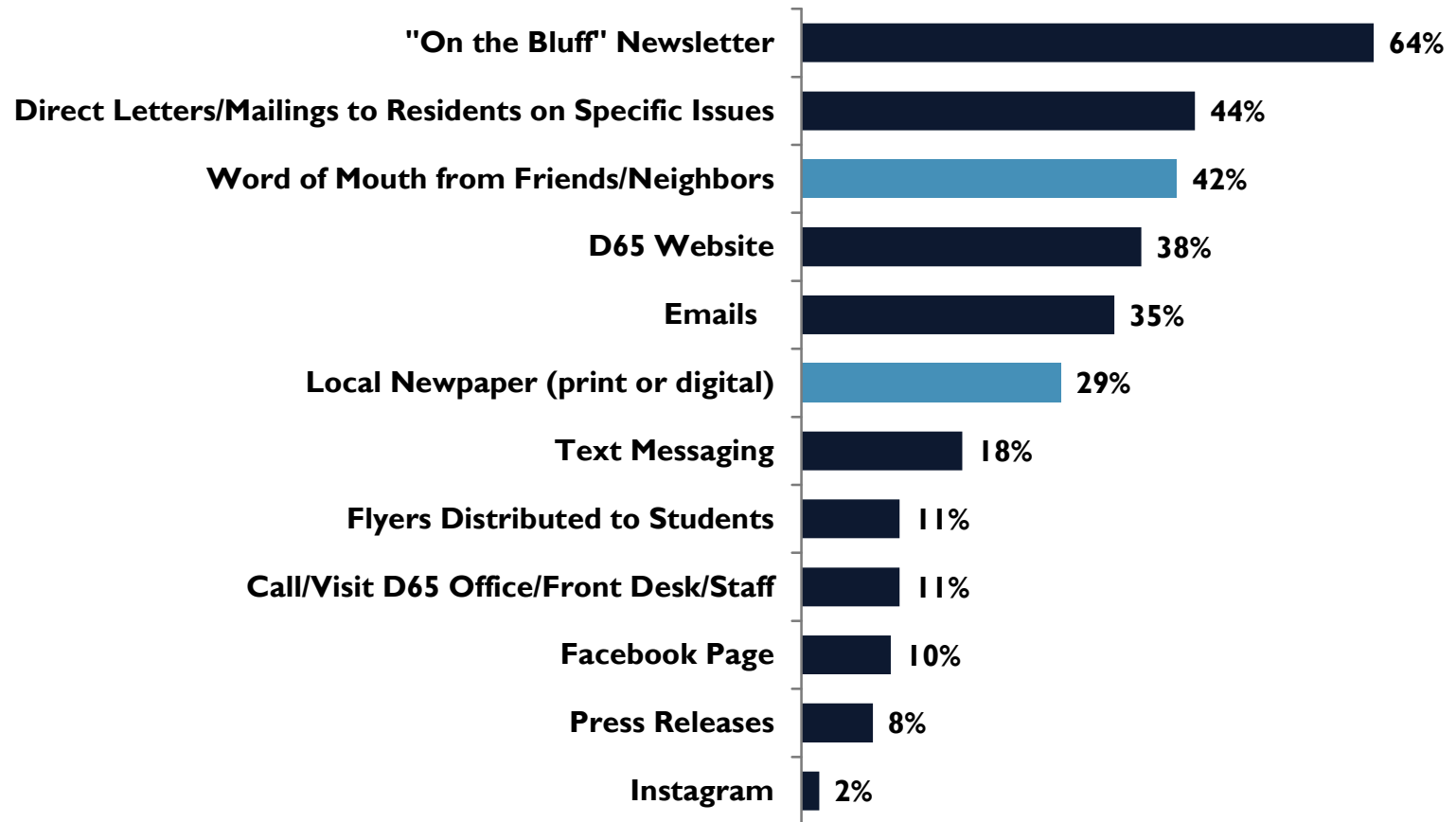
Regarding improved communications and transparency of District 65 finances, residents offer a wide range of suggestions.

**Suggestions for Greater D65 Financial Transparency
(n=126 providing answers, top multiple open-ended responses)**



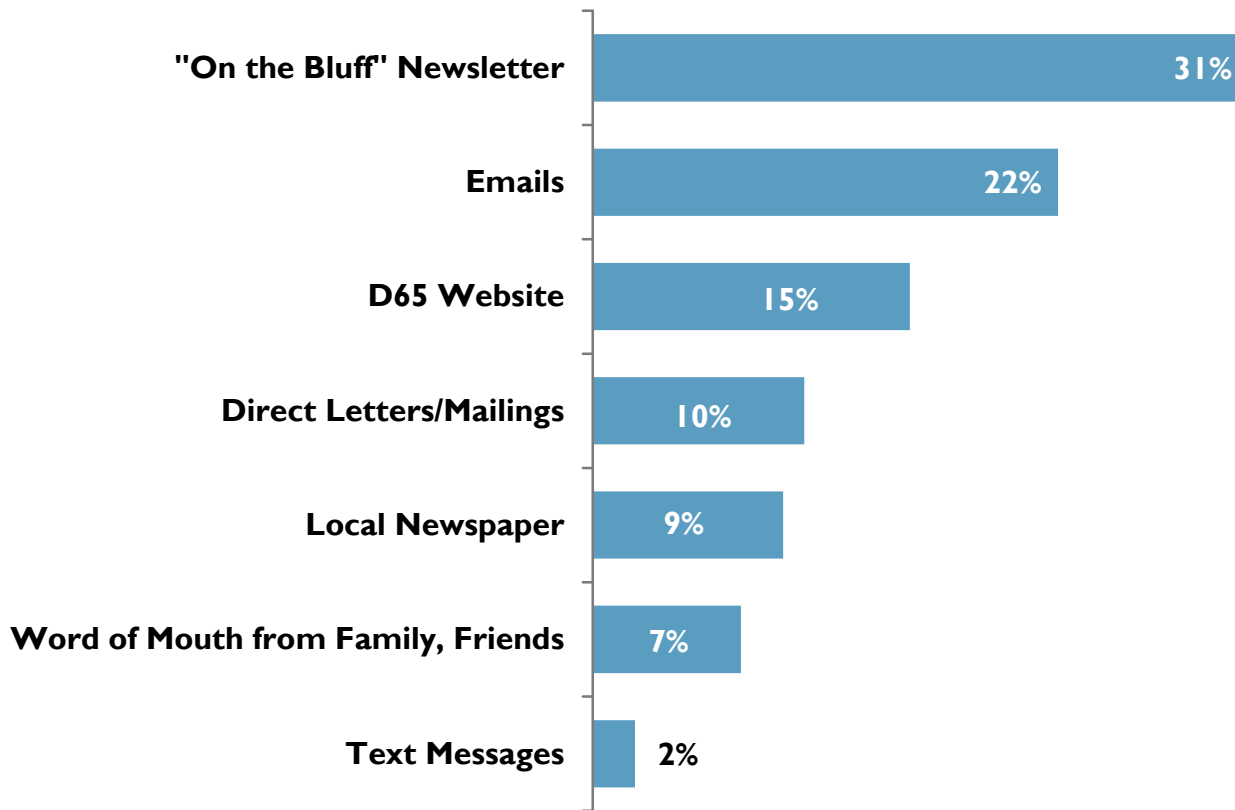
Nearly half of local residents look to “On The Bluff” for D65 information.

**Most Used Current Sources for D65 Information
(n=286 responding)**



In terms of preferred information sources about District 65, residents rely on three main channels.

Preferred Sources for D65 Information



Q33. What is your preferred source of information about Elementary School District 65?

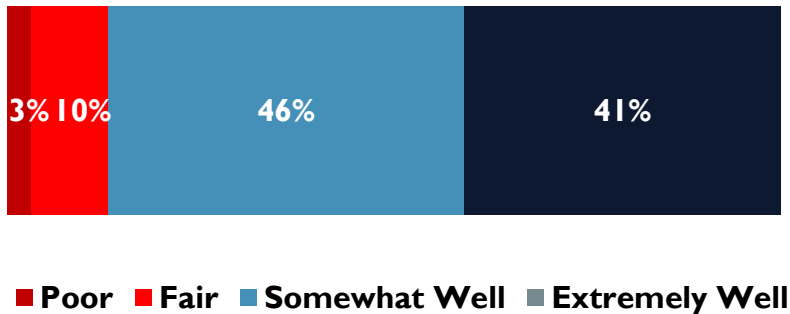
Among those familiar with the District website (mostly D65 parents), most find it to be very user-friendly.

D65 Website: Overall Ease of Use
(n=92 who responded)

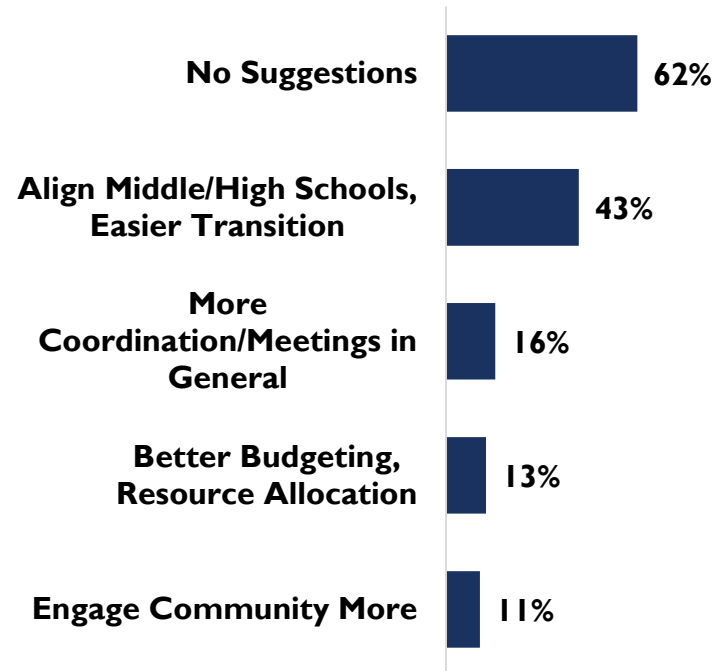


Most residents (63%) are not familiar with the degree to which D65 cooperates/coordinates with other local agencies.

How Well Does D65 Cooperate With Other Agencies? (n=128 responding)



Suggestions for Greater D65 Cooperation (n=46 responding, top open-ended responses)

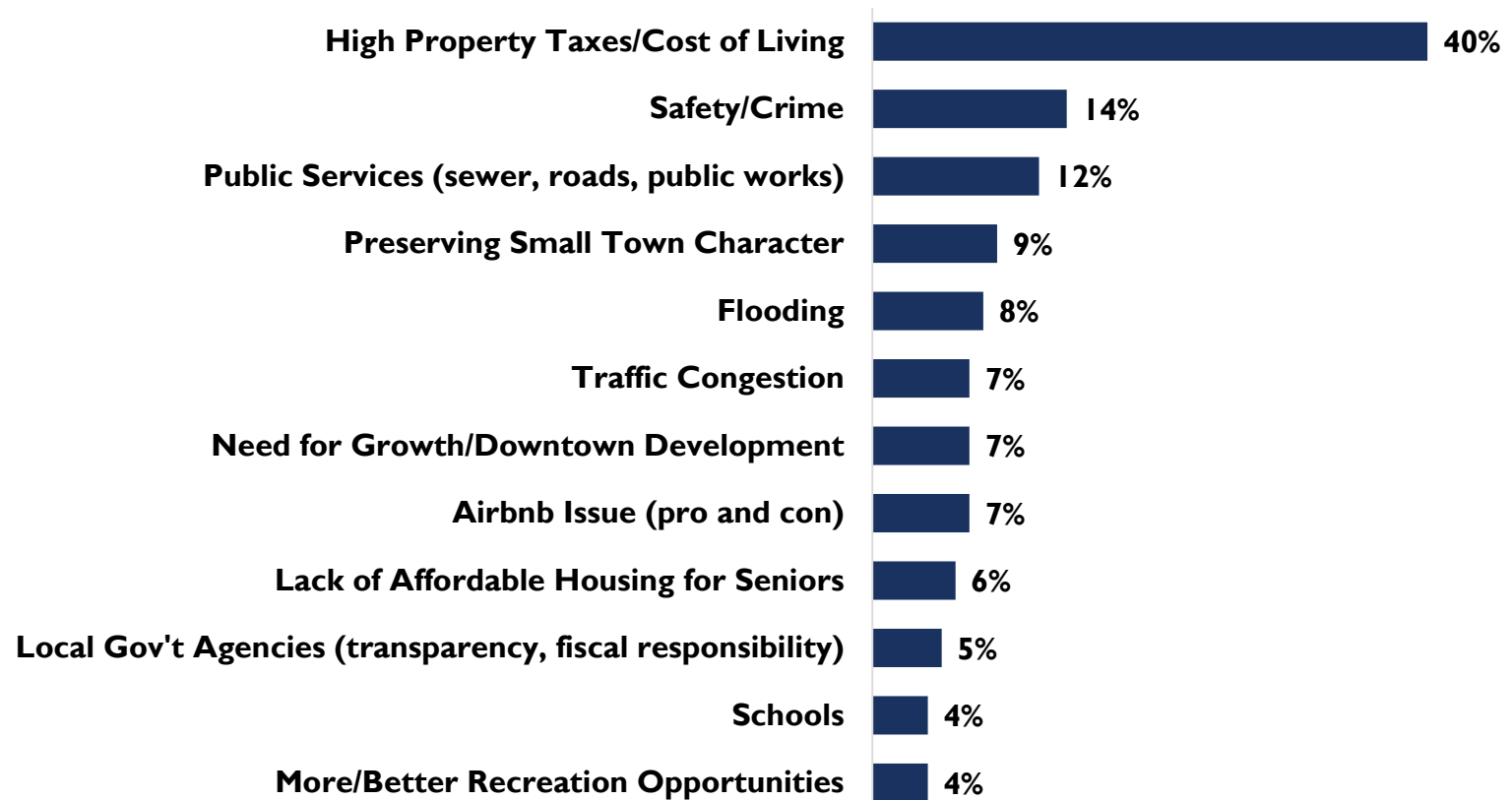


Q29. How well does Lake Bluff Elementary School District 65 cooperate with other local agencies, such as the Village, the Park District, Lake Forest High School, and other local organizations or groups?

Q30. How could Elementary School District 65 coordinate and cooperate more effectively with these other agencies and groups?

Property taxes (and ultimately the cost to live in Lake Bluff) dominate as the top issue facing D65 residents.

**Most Important Local Issue/Problem Facing Lake Bluff Residents
(multiple open-ended responses)**



Q2. In your opinion, what is the most important local issue or problem facing residents in this community? (n=319 D65 respondents who responded)