

2017 EDUCATION SURVEY RESULTS

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Telephone interviews performed by specially-trained opinion research interviewers

Conducted with 303 randomly-selected adults 18 years of age or older residing within the Wilmette District 39 public school district, using a combination of valid residential, VOIP and cellular telephone listings

+/- 5.62% overall estimated margin of error, with a confidence interval of 11.2% within which the results can vary

December 4 – December 8, 2017

Data was stratified so that the differences in vital characteristics, such as age, race, gender and geography are represented in proportion to their percentages of estimates of the district's adult population

Due to rounding, not all results add up to 100%, and the data is presented in a different order than the questions were asked

Unless otherwise noted, only statistically-significant differences that were outside the confidence interval for the overall estimated margin of sampling error have been reported in this presentation of key findings

Methods

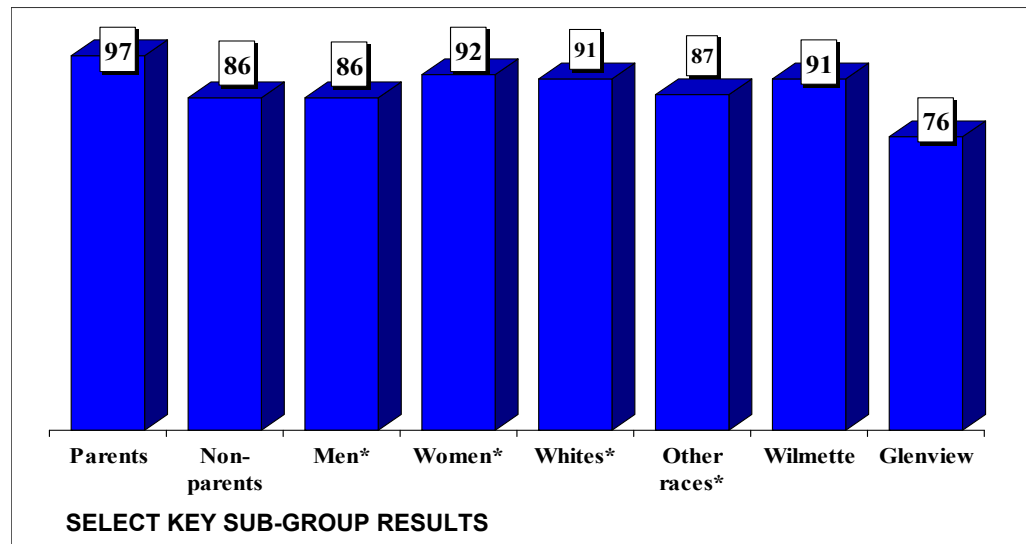
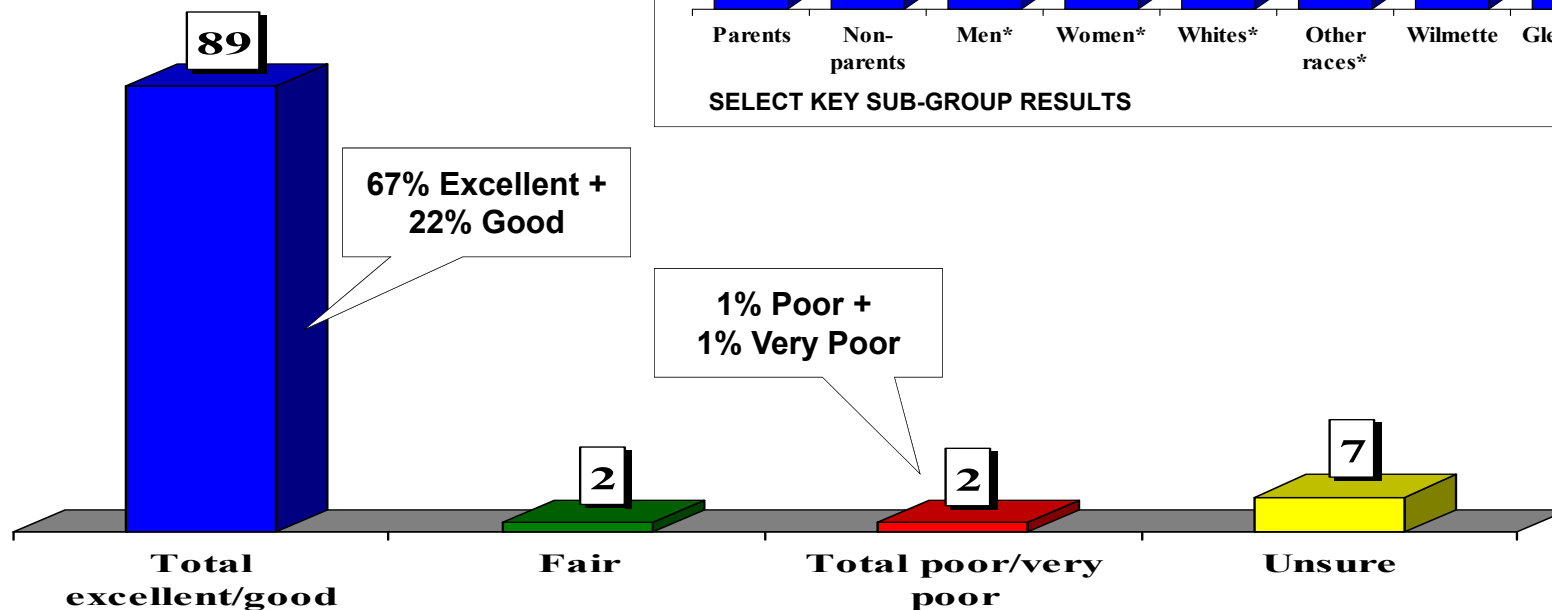
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The school system receives exceptionally high marks from parents and, impressively, the exuberance for the school system appears to be widespread among all segments of the community



Regardless of whether you have a child currently enrolled, how would you rate the quality of education provided by the Wilmette District 39 public schools?

Quality of Education

* Differences are not statistically significant

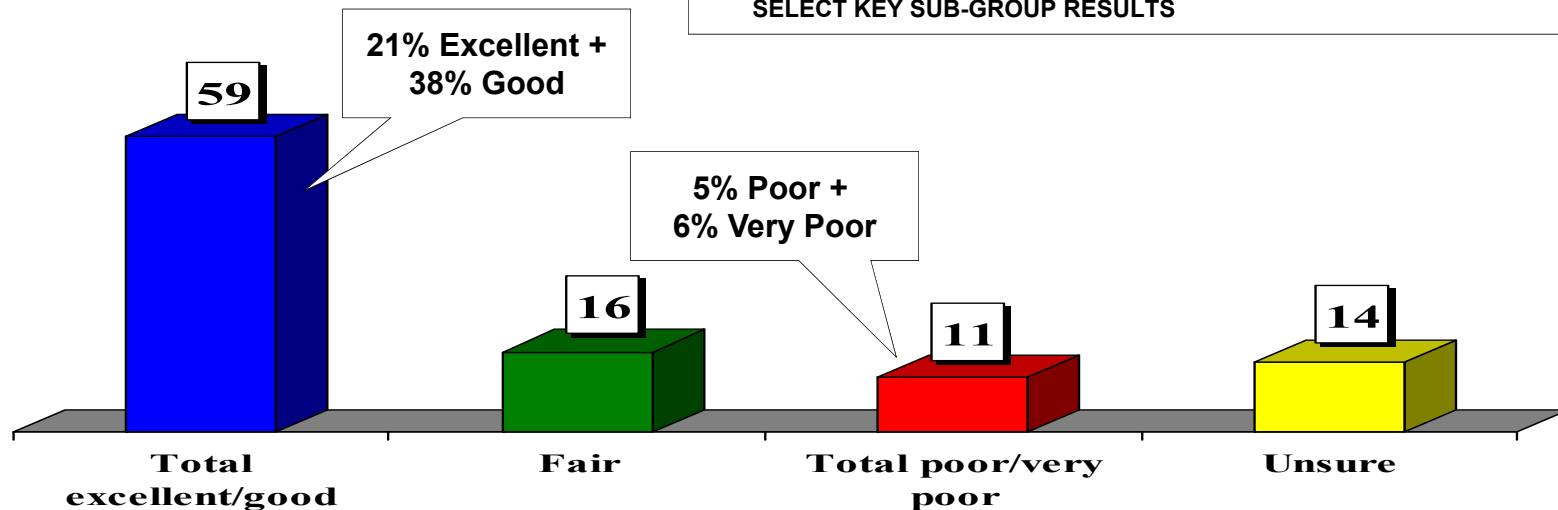
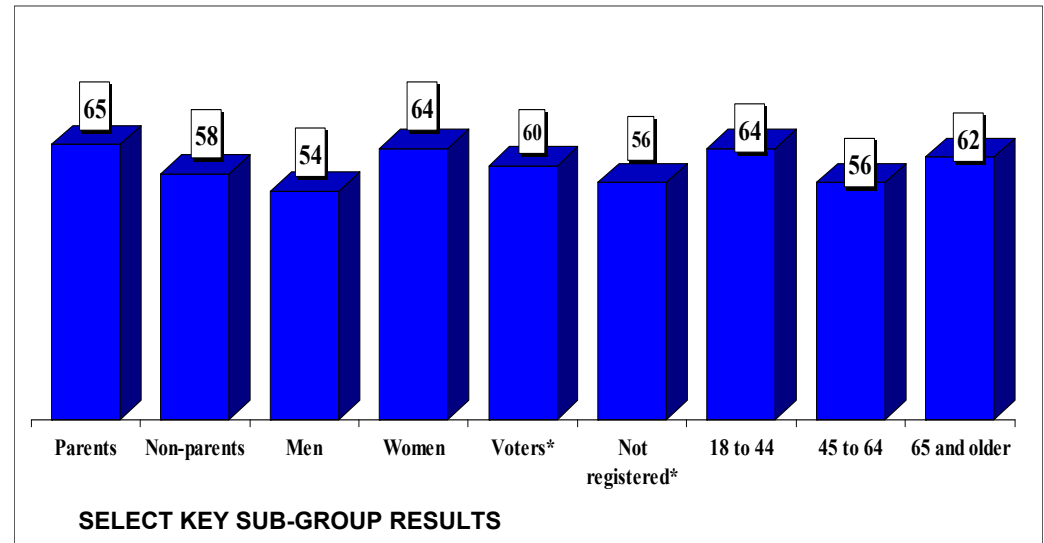
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Although lower than the rating for the quality of education – which is typical – the community also gives high marks, for this particular measure, as well, which is very reassuring as it can often elude high performing systems



How would you rate the job that the Wilmette District 39 public school system does managing and spending tax dollars?

Managing Finances

* Differences are not statistically significant

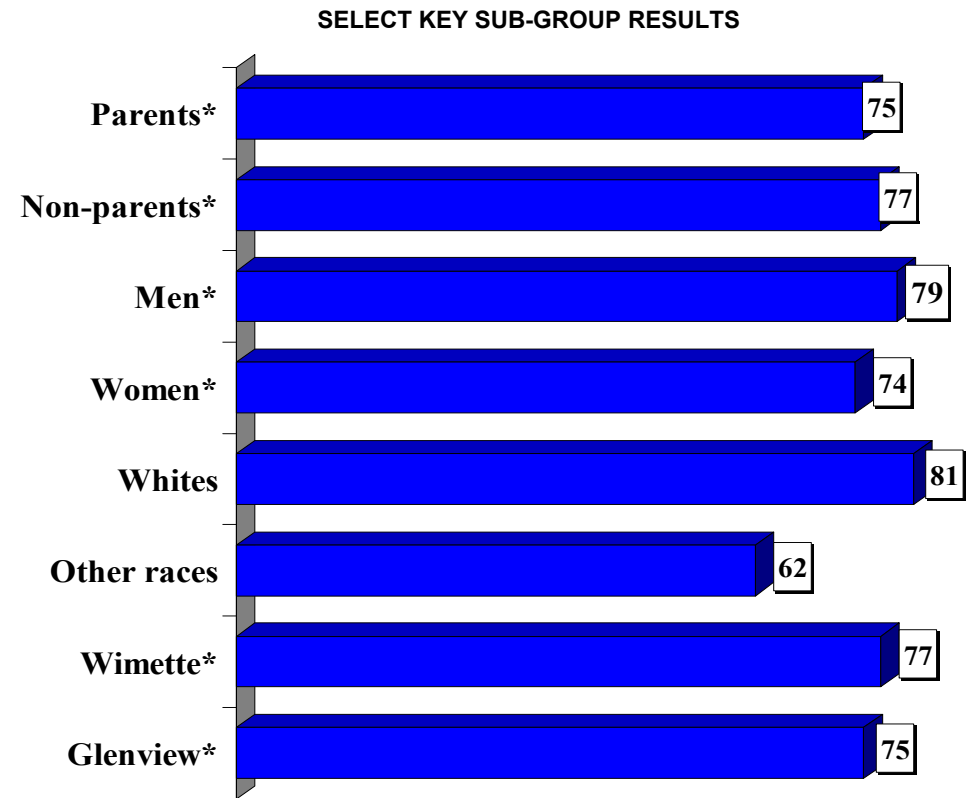
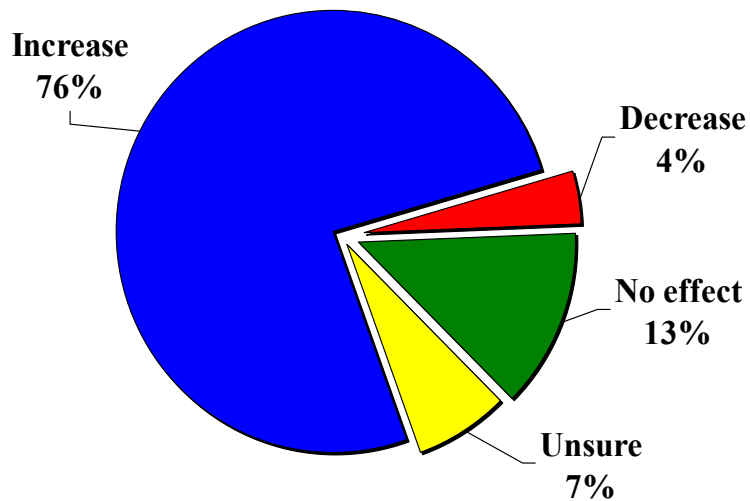
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The lion's share of residents clearly believe that there is value added by residing within the district and it is a sentiment that is largely consistent among key sub-groups



Based on what you know, would you say that being in the Wilmette District 39 public school district has helped increase or decrease property values for homes in the community, or do you think it has had no effect?

Value

* Differences are not statistically significant

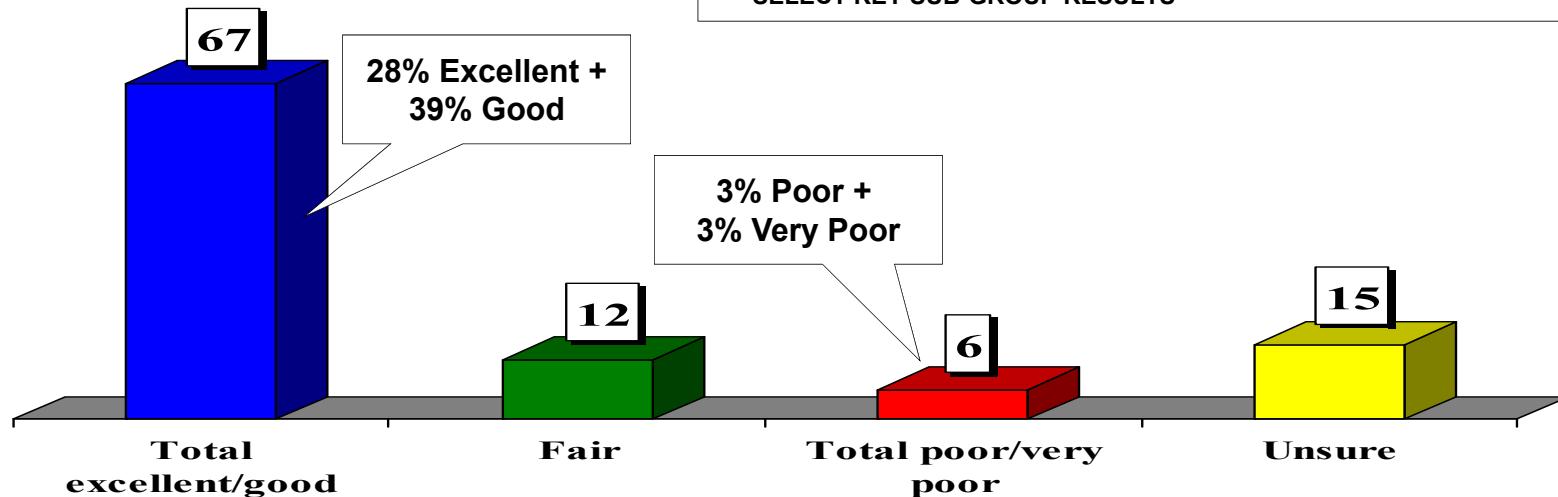
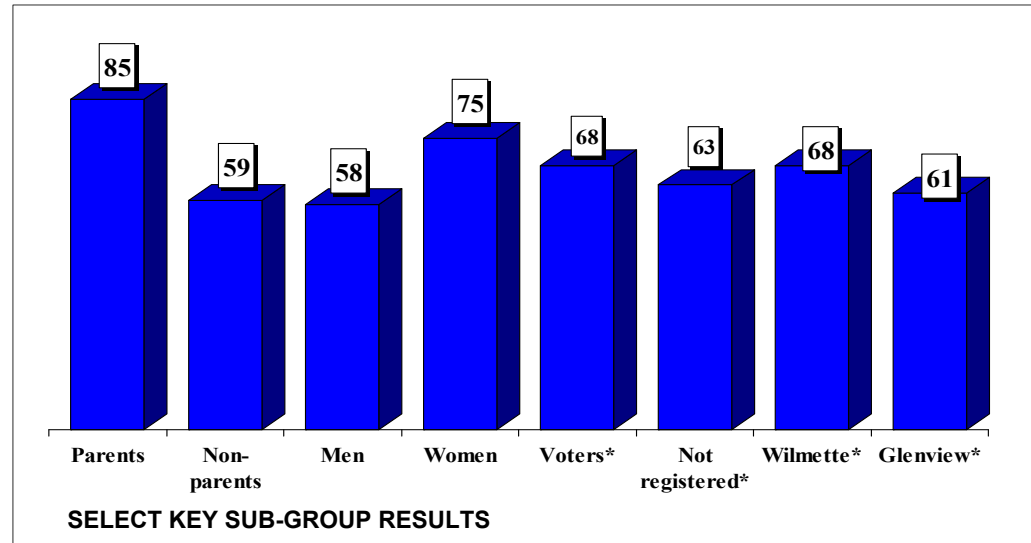
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The community appears very satisfied with the school system's efforts to engage the public, which is impressive given the increasing difficulty of this task due to fragmentation and other challenges of the information age



How would you rate the job that the Wilmette District 39 public school system does communicating with parents, the public and taxpayers?

Communicating

* Differences are not statistically significant

The vast differences in the ways parents and non-parents get their information suggest that there is no single dominant medium for reaching the entire community

<u>ALL:</u>	<u>PARENTS:</u>	<u>NON-PARENTS:</u>		
44%	68%	33%	District letters and emails	50% Women 54% Voters
12%	4%	16%	Friends and neighbors	19% 65 and older
6%	1%	5%	Parents of students	
5%	1%	6%	The Internet	
4%	2%	6%	The District's website	10% Men
4%	2%	4%	Social media	
8%	11%	6%	All/combination (volunteered)	
8%	7%	8%	Other (volunteered)	
5%	0%	7%	Do not get/seek information (volunteered)	
5%	3%	5%	Unsure	

How do you get most of your news and information about the Wilmette District 39 public schools?

** Sub-group differences may not be statistically significant for this measure due to the structure of the question and multiplicity of values for the variables*

Forced Choice Battery*

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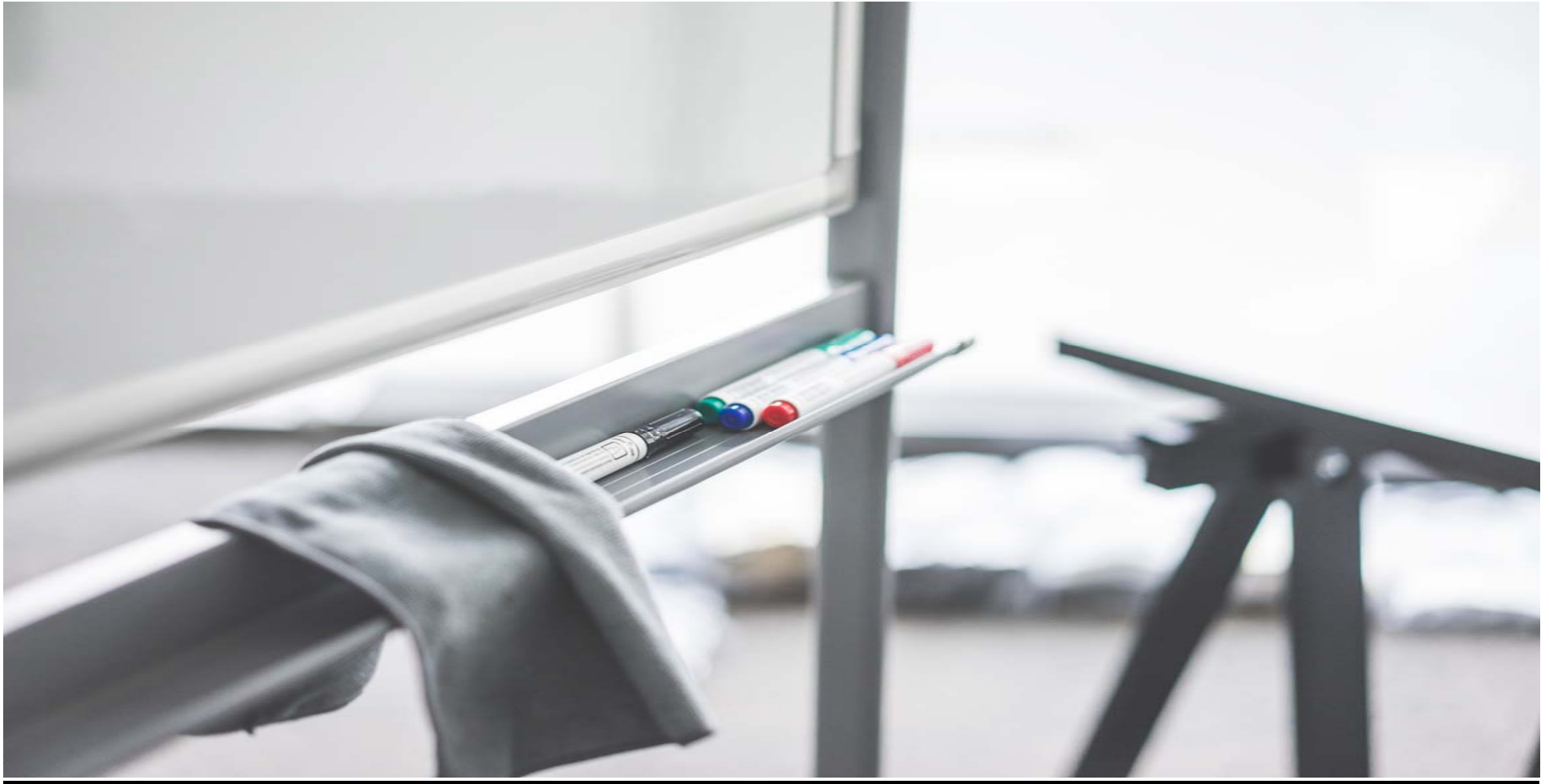
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- 30 percent of the survey respondents reported having children enrolled in the Wilmette District 39 school system, including 30 percent of Village of Wilmette respondents and 33 percent of Village of Glenview respondents*
- Just 19 percent of survey respondents said that Cook County was going in the right direction, while 53 percent say it had gotten off onto the wrong track
- A combined total of 70 percent of survey respondents said that their village was moving in the right direction, while 16 percent said it had gotten off onto the wrong track, including 70 percent of Village of Wilmette respondents saying their village was going in the right direction and 65 percent of Village of Glenview respondents*
- A 34 percent plurality of respondents said that a local weekly newspaper is their primary source of information in the community, including 40 percent of seniors 65 and older, indicating that it is an effective portal for reaching the public
- There were no significant differences observed based on length of residency

Other Findings

** Differences are not statistically significant*





QUESTIONS?

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