

# Takeaways from Community Survey

- ❖ Conducted to help us understand our community perspective
  - As a “pre” measure (no “sell” included in language)
  - Worked with EO Sullivan Consulting & Core Strategies
  
- ❖ 487 Respondents
  - Conducted December 12 – 17
  - Balanced (“weighted”) to represent our community’s demographics

Age		Ideology	
≤ 29	13%	Conservative	32%
30 - 44	23%	Moderate	40%
45 - 64	35%	Liberal	28%
65 +	28%		
Gender		D120 Connection	
Male	48%	Current	38%
Female	52%	Previous	29%
		No Connection	33%
Ethnicity		D120 Opinion	
White	60%	Very Favorable	40%
Hispanic	27%	Somewhat Favorable	36%
Asian	5%	Somewhat Unfavorable	9%
African American	4%	Very Unfavorable	6%
Other	4%	Unsure / No Opinion	9%
District			
D79	45%		
D75	36%		
D76	12%		
D73	7%		

# Takeaways of Community Survey

- This research indicates a high level of community support for the District
  - High participation compared to other districts
  - Overall 76% favorability score; 61% net favorable
  - Positive favorability even among those with low District connection
  - High scores for projects relative to other districts

	D120 Opinion			
	Total	Current	Previous	None
<b>Total Favorable</b>	<b>76%</b>	<b>84%</b>	<b>78%</b>	<b>66%</b>
Very Favorable	40%	50%	39%	28%
Somewhat Favorable	36%	33%	39%	37%
Somewhat Unfavorable	9%	8%	12%	6%
Very Unfavorable	6%	6%	3%	8%
Unsure / No Opinion	9%	2%	7%	20%
<b>Net Favorable</b>	<b>61%</b>	<b>69%</b>	<b>62%</b>	<b>51%</b>

*“61% net favorable response places D120 in top tier for community favorability”*  
 - Collin Corbett of Core Strategies

Net Positive Scores = Strongly Support + Somewhat Support -  
 (Somewhat Oppose + Strongly Oppose)

# Takeaways of Community Survey

Before we have informed the community on our needs, we see the highest ranking projects across the community include:

- Career & Technical Education Spaces
- Life Safety, Infrastructure & Mechanicals
- Music & Performing Arts Spaces

Our non-White community members rank the following somewhat higher: Career & Technical Education Spaces, Student Services and Outdoor Athletic Spaces

There is positive support for all projects we asked about.

Potential Individual Project	Rank	% Support	Net Positive
Career & Tech Ed Spaces	1	73%	54%
Life Safety, Infrastructure & Mech	2	76%	59%
Music & Performing Arts Spaces	3	67%	42%
Student Services	4	60%	29%
Indoor Athletic & Multi-Use Space	5	63%	32%
Parking & Student Drop Off	6	64%	35%
Outdoor Athletic Spaces	7	54%	17%
Kitchen & Cafeteria	8	69%	44%
Multimedia Center	9	59%	26%
Collaborative Spaces	10	62%	36%

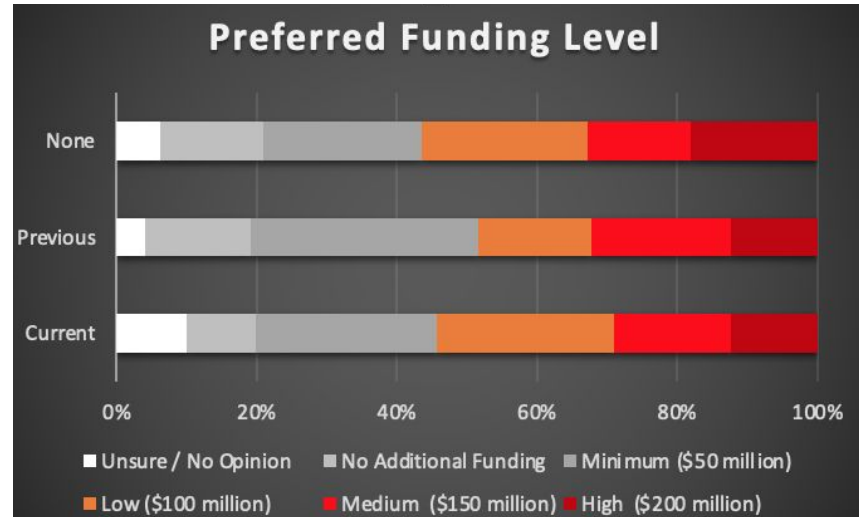
*No net negative numbers = “Strong and broad support for projects listed”*

*- Collin Corbett of Core Strategies*

Net Positive Scores = Strongly Support + Somewhat Support -  
(Somewhat Oppose + Strongly Oppose)

# Takeaways of Community Survey

- Regardless of the exposure respondents have to MHS, the majority of them (~80%) support some tax funding
- It is common that respondents “prefer” lower levels of funding than we are asking for



*This data suggests we will have a 3-month “sprint” ahead of us to engage a Community Task Force, to clarify our messaging, and to inform our community about the referendum opportunity to address our current needs and to prepare the District for the future.*