



# Arlington Heights School District 25 Survey

Key findings from a survey of 250 registered voters, including  
150 cell phone respondents, conducted February 16-21, 2022.

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Project #220094



# Methodology

Public Opinion Strategies is pleased to present the key findings of a telephone survey conducted in Arlington Heights School District 25, Illinois. The survey was completed February 16-21, 2022, among 250 registered voters, with 150 cell phone respondents, and has a margin of error of  $\pm 6.2\%$ .

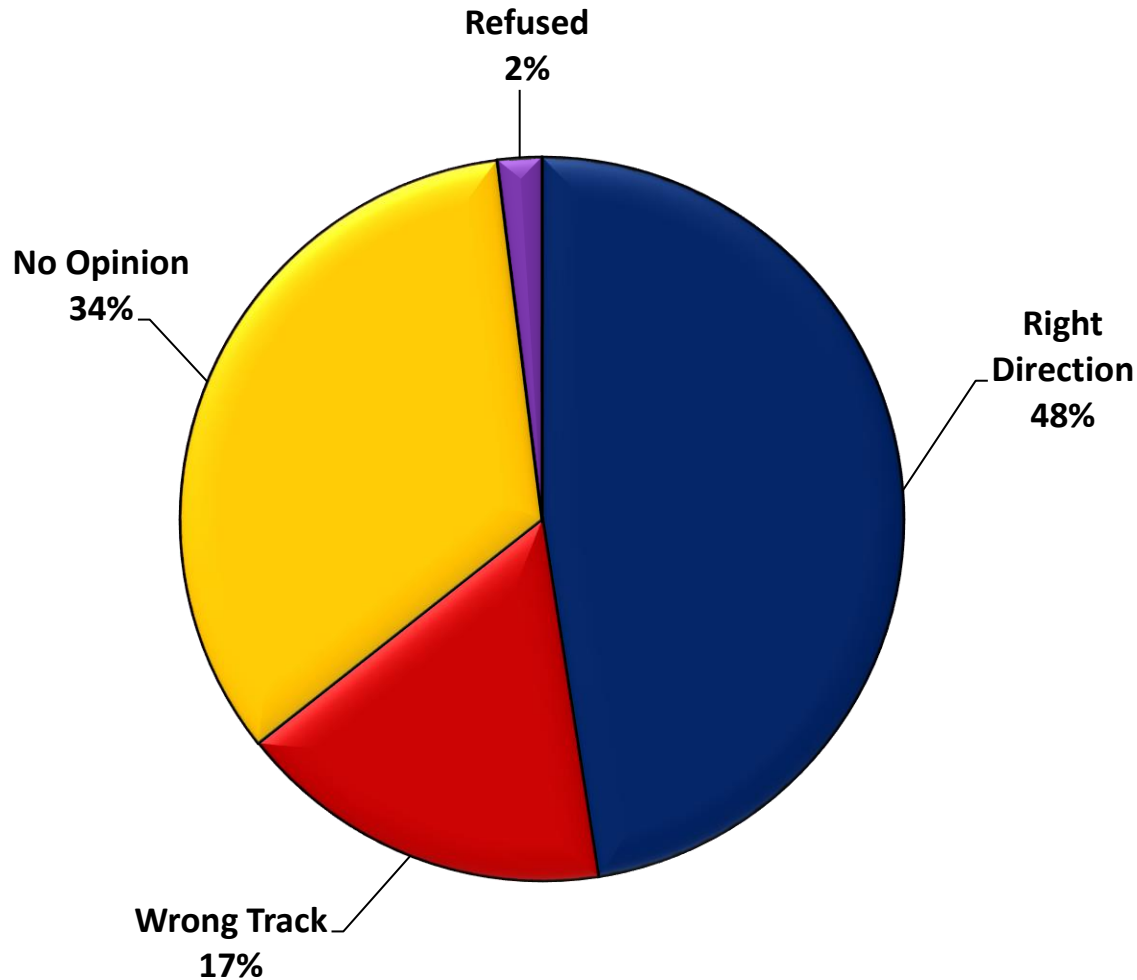
Jim Hobart was the principal researcher on this project. Torie Bolger was the project director, and Katie Connolly provided analytical support.



# Political Environment

# A plurality of voters believe the school district is headed in the right direction.

*“Would you say that things in Arlington Heights School District 25 are going in the right direction, or have they pretty seriously gotten off on the wrong track?”*



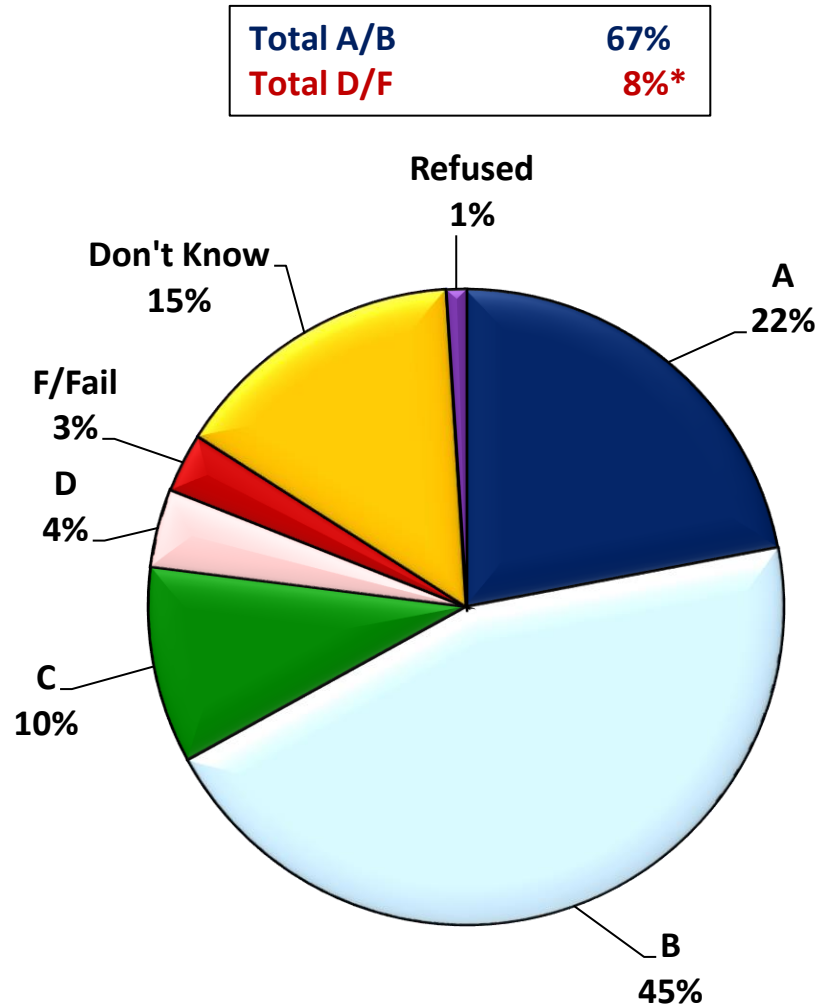




# The School District

# Two-thirds of voters would give the district schools an A/B grade.

*"Schools often use the letters A, B, C, D or F for Fail to grade students. Suppose you had the chance to grade the District 25 schools, what grade would you give them - A, B, C, D or F for fail?"*



# Soft GOPers and voters who give high marks to the buildings and district's pandemic response are likely to give an A rating.

## Grading District 25 Schools

### Top Groups – A (22%)

<b>Buildings/Facilities: A</b>	<b>42%</b>
<b>Soft/Lean GOP</b>	<b>32%</b>
<b>Pandemic: Strongly Approve</b>	<b>32%</b>
<b>Age 55-64</b>	<b>30%</b>
<b>Pandemic: Don't Know</b>	<b>30%</b>
<b>Age 18-34</b>	<b>29%</b>
<b>Offering Full Day: Prepare Kids</b>	<b>29%</b>
<b>Base Dem</b>	<b>28%</b>
<b>District Mood: Right Direction</b>	<b>28%</b>

### Top Groups – B (45%)

<b>Buildings/Facilities: B</b>	<b>74%</b>
<b>Soft/Lean Dem</b>	<b>69%</b>
<b>Middle School Child</b>	<b>57%</b>
<b>Children Attending District 25: Yes</b>	<b>56%</b>
<b>Full Day Kindergarten: Strongly Oppose</b>	<b>53%</b>
<b>Pandemic: Strongly Approve</b>	<b>52%</b>
<b>Total Dem</b>	<b>51%</b>
<b>Age 35-44</b>	<b>51%</b>

### Top Groups – Don't Know (15%)

<b>Buildings/Facilities: Don't Know</b>	<b>55%</b>
<b>Pandemic: Don't Know</b>	<b>37%</b>
<b>Soft/Lean GOP</b>	<b>27%</b>
<b>South Region</b>	<b>21%</b>
<b>Children Attending District 25: No</b>	<b>21%</b>

# A plurality of voters say District 25 schools are better than schools in other parts of Illinois.

*“Would you say that District 25 schools are better, about the same, or not as good as schools in other parts of the state?”*

*Overall*

**46%**

***Better***

**36%**

***About The Same***

**6%**

***Not As Good***

**12%**

***Don't Know/Refused***

*Top Groups – Better (46%)*

Soft/Lean Dem 66%

Pandemic: Strongly Approve 63%

District Mood: Right Direction 58%

Full Day Kindergarten: Strongly Favor 57%

Pre K-6th Grade Child 55%

Age 55-64 53%

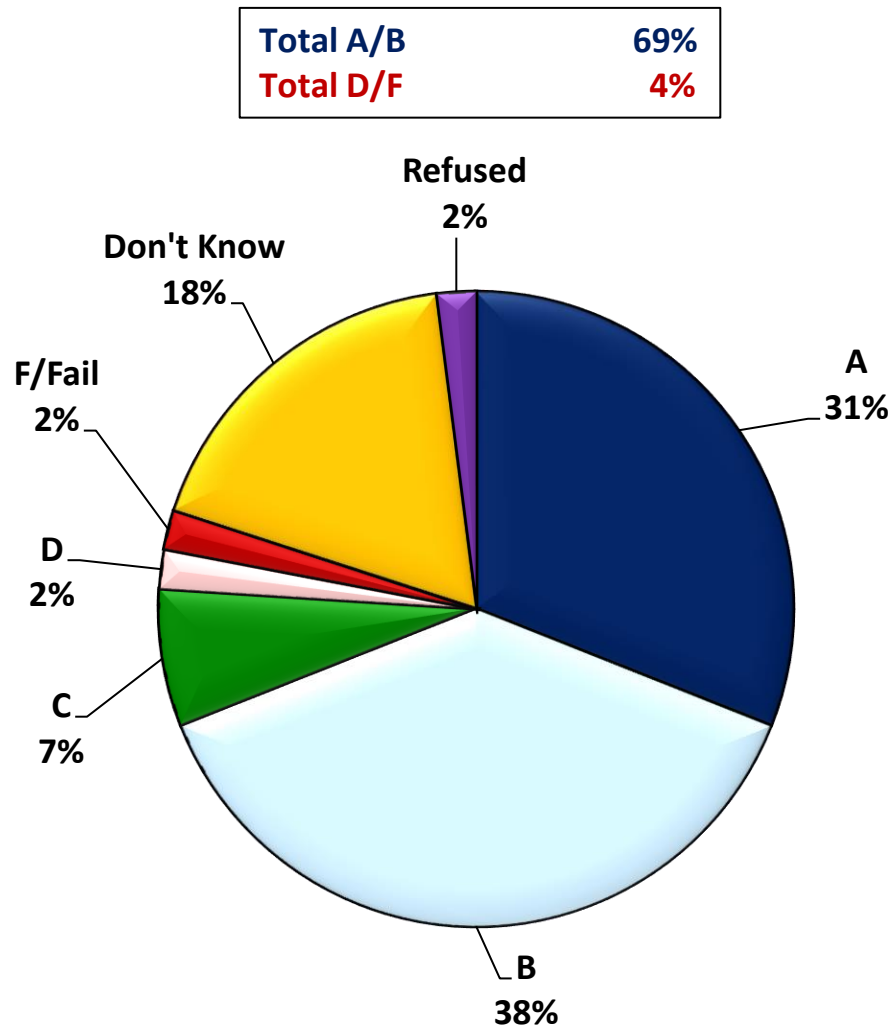
Offering Full Day: Prepare Kids 53%

Total Dem 52%



# More than 30% of voters give the buildings and facilities in Arlington Heights School District 25 an A grade.

*“What if you were to grade the adequacy of Arlington Heights School District 25 buildings and facilities, what grade would you give those campuses - A, B, C, D or F for fail, or do you not have enough information to judge?”*



# Younger voters, voters without children in the district, and home renters are unlikely to be able to rate the facilities.

## *Grading District 25 Buildings and Facilities*

### *Top Groups – A (31%)*

District 25: A	61%
Pandemic: Strongly Approve	45%
Age 45-54	44%
Children Attending District 25: Yes	44%
Dads	43%
Soft/Lean Dem	41%
District Mood: Right Direction	40%
Middle School Child	39%
Men 18-54	38%
Pre K-6th Grade Child	38%
Full Day Kindergarten: Strongly Favor	38%

### *Top Groups – B (38%)*

District 25: B	62%
Men 55+	50%
Full Day Kindergarten: Oppose	50%
Don't Have Children	47%
Full Day Kindergarten: Strongly Oppose	47%
Pandemic: Approve	46%
Soft/Lean GOP	45%
Age 65+	45%

### *Top Groups – Don't Know (18%)*

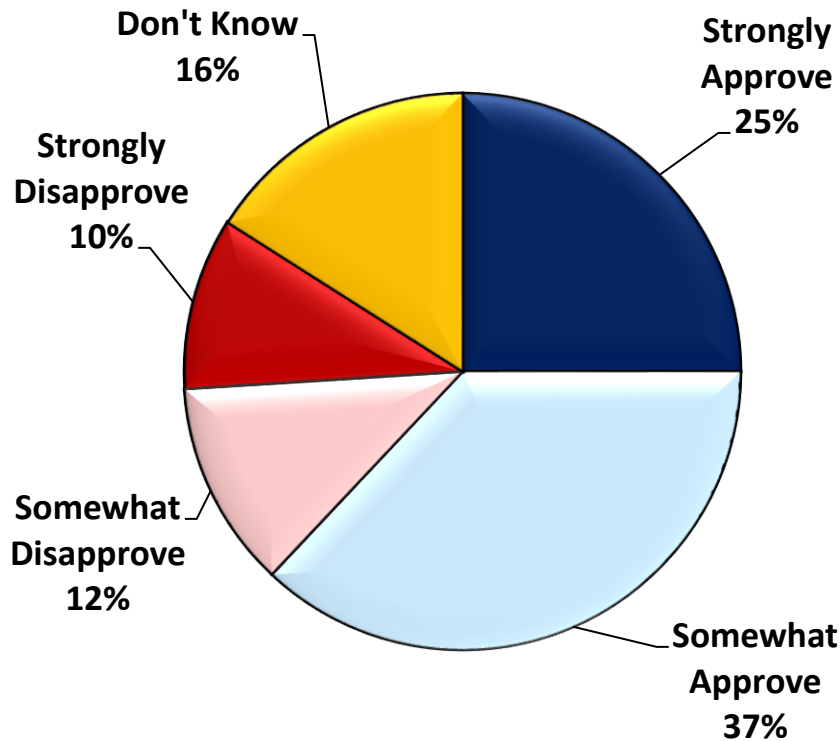
District 25: Don't Know	63%
Pandemic: Don't Know	38%
Children Attending District 25: No	26%
Home Renters	26%
South Region	25%
Age 18-34	24%
Age 35-44	24%

# Parents, especially moms, solidly approve of the way the district has handled the pandemic.

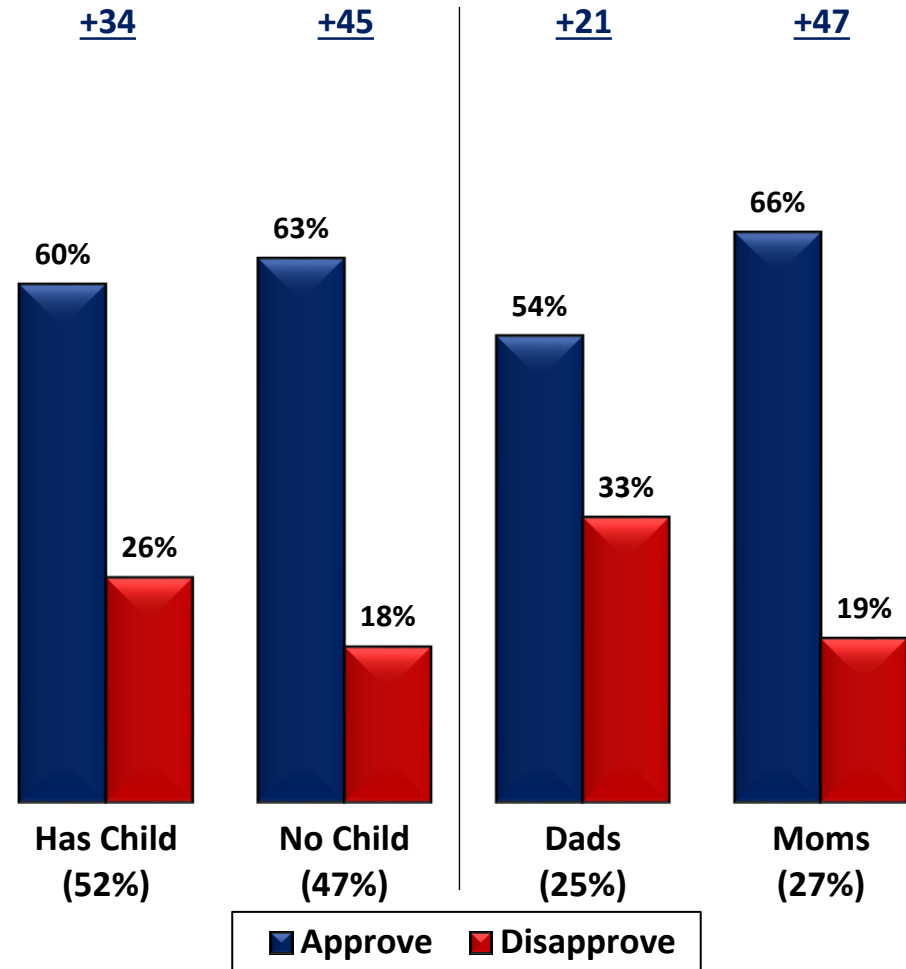
*"And, do you approve or disapprove of the way Arlington Heights School District 25 has handled the COVID-19 pandemic?"*

**Overall**

Total Approve	62%
Total Disapprove	22%



**By Parents**





# Proposals

# The Ballot Measure

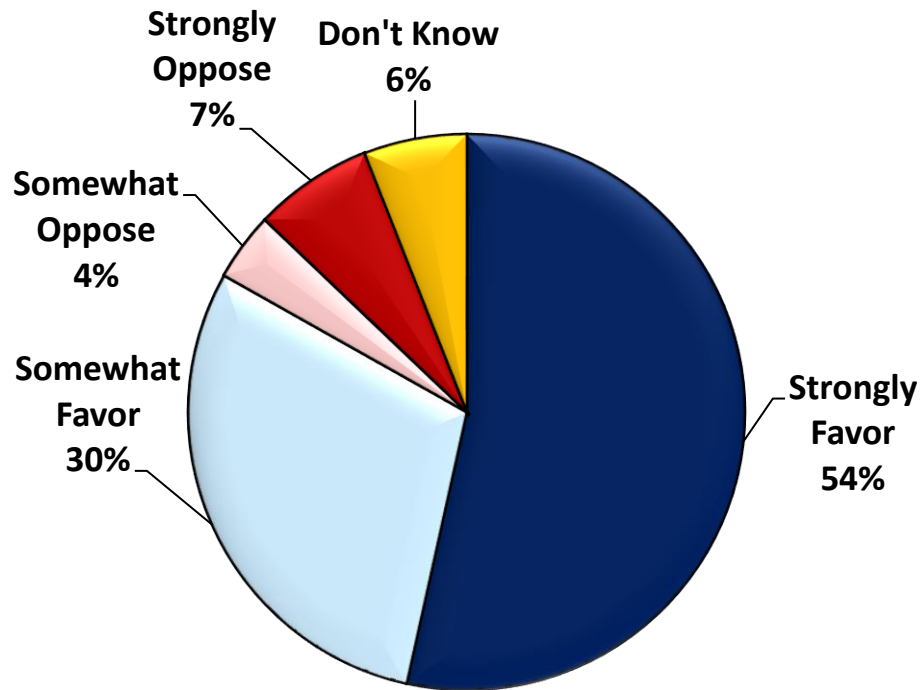
*“Shall the Board of Education of Arlington Heights School District Number 25, Cook County, Illinois, improve the sites of, build and equip additions to and alter, repair and equip existing buildings, including, without limitation, building classrooms for full day kindergarten and replacing windows, flooring, roofing, plumbing, electrical equipment and HVAC systems, and issue bonds of said School District to the amount of sixty million dollars for the purpose of paying the costs thereof?”*



# Voters solidly favor offering full day kindergarten but are more conflicted on the ballot measure.

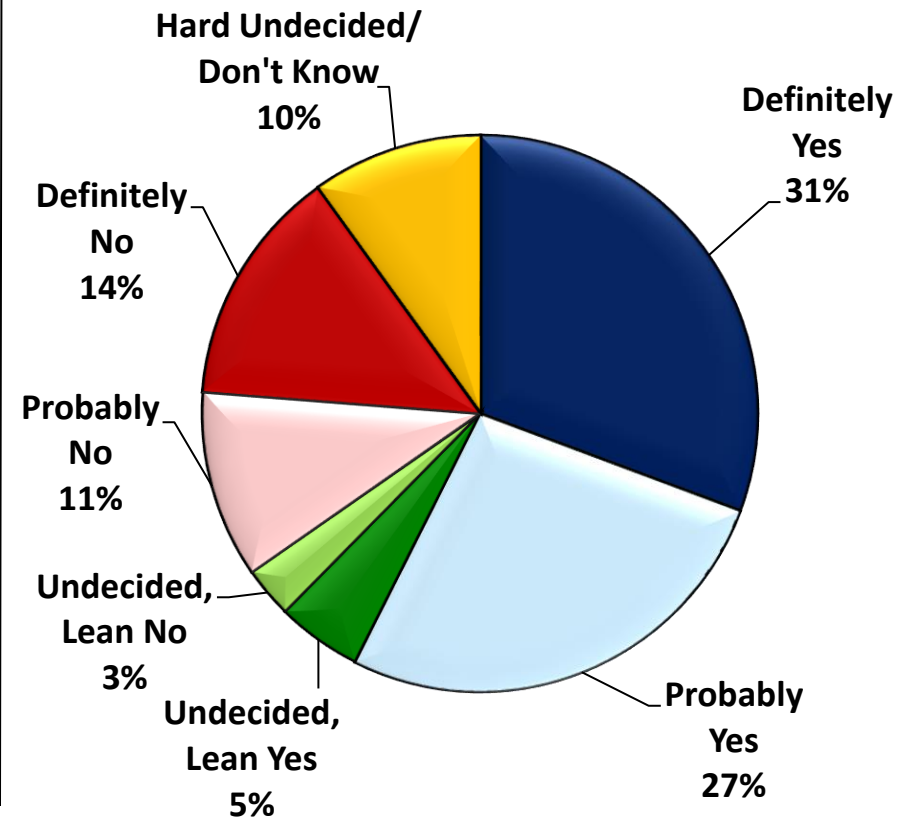
*"Would you favor or oppose District 25 offering full day kindergarten for all district families?"*

<b>Total Favor</b>	<b>83%*</b>
<b>Total Oppose</b>	<b>10%*</b>



*"I am going to read you a ballot measure that voters in your area may be asked to consider in June of 2022. When I'm finished, please tell me how you would vote if the election were being held today."*

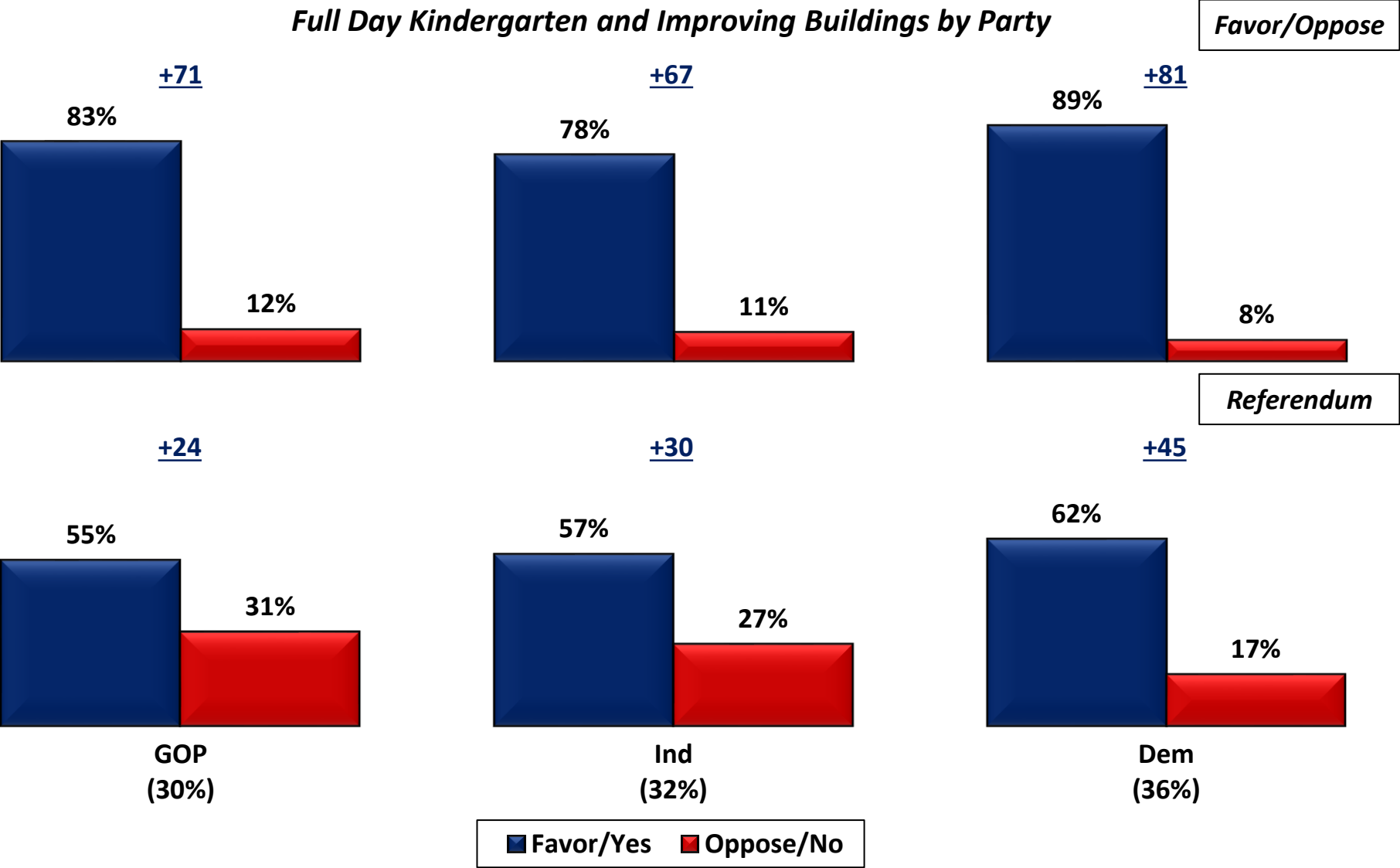
<b>Total Yes</b>	<b>58%</b>
<b>Total No</b>	<b>25%</b>



\*Denotes Rounding.

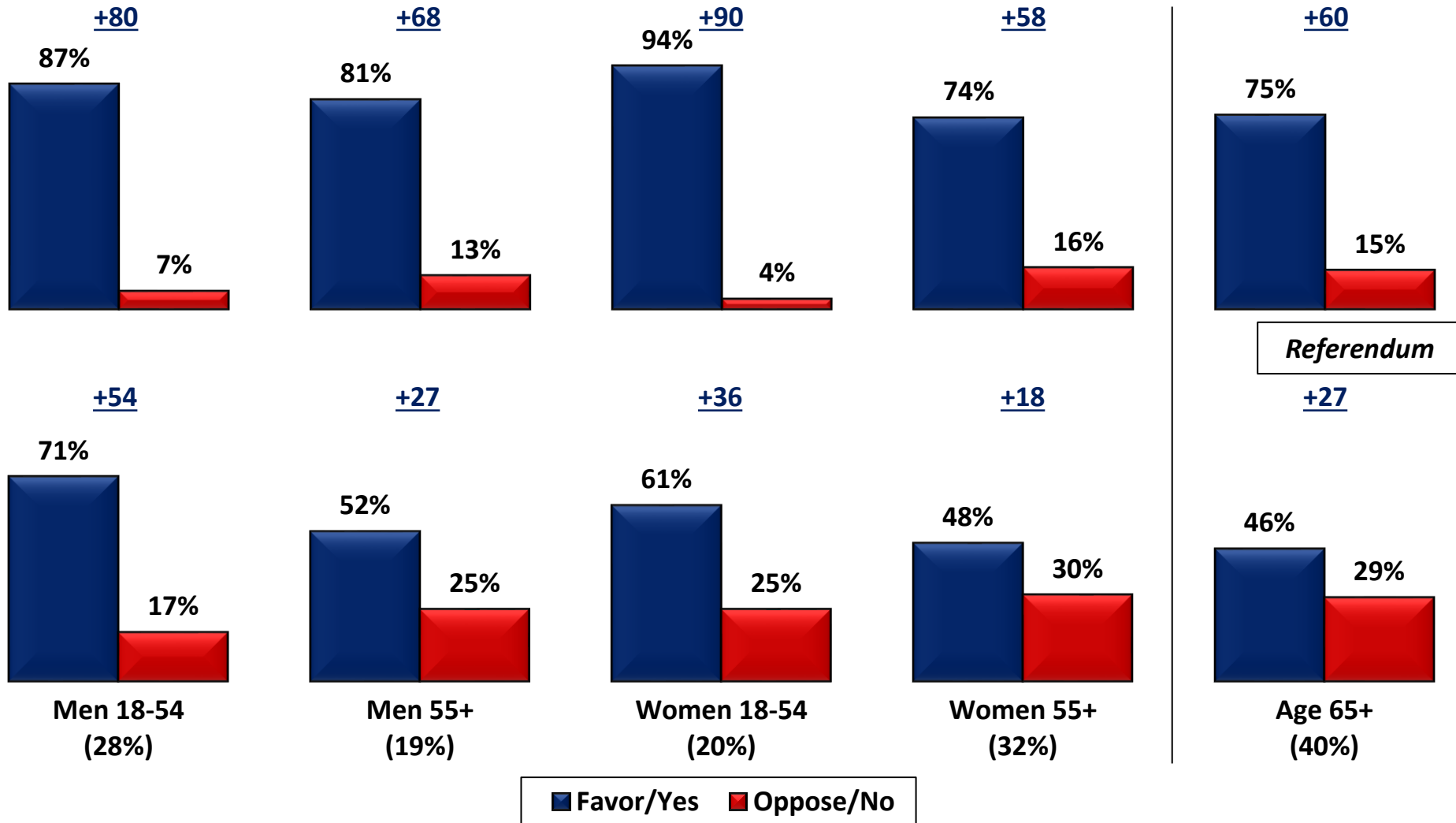
# Voters across party lines favor offering full day kindergarten and improving the existing buildings.

Full Day Kindergarten and Improving Buildings by Party



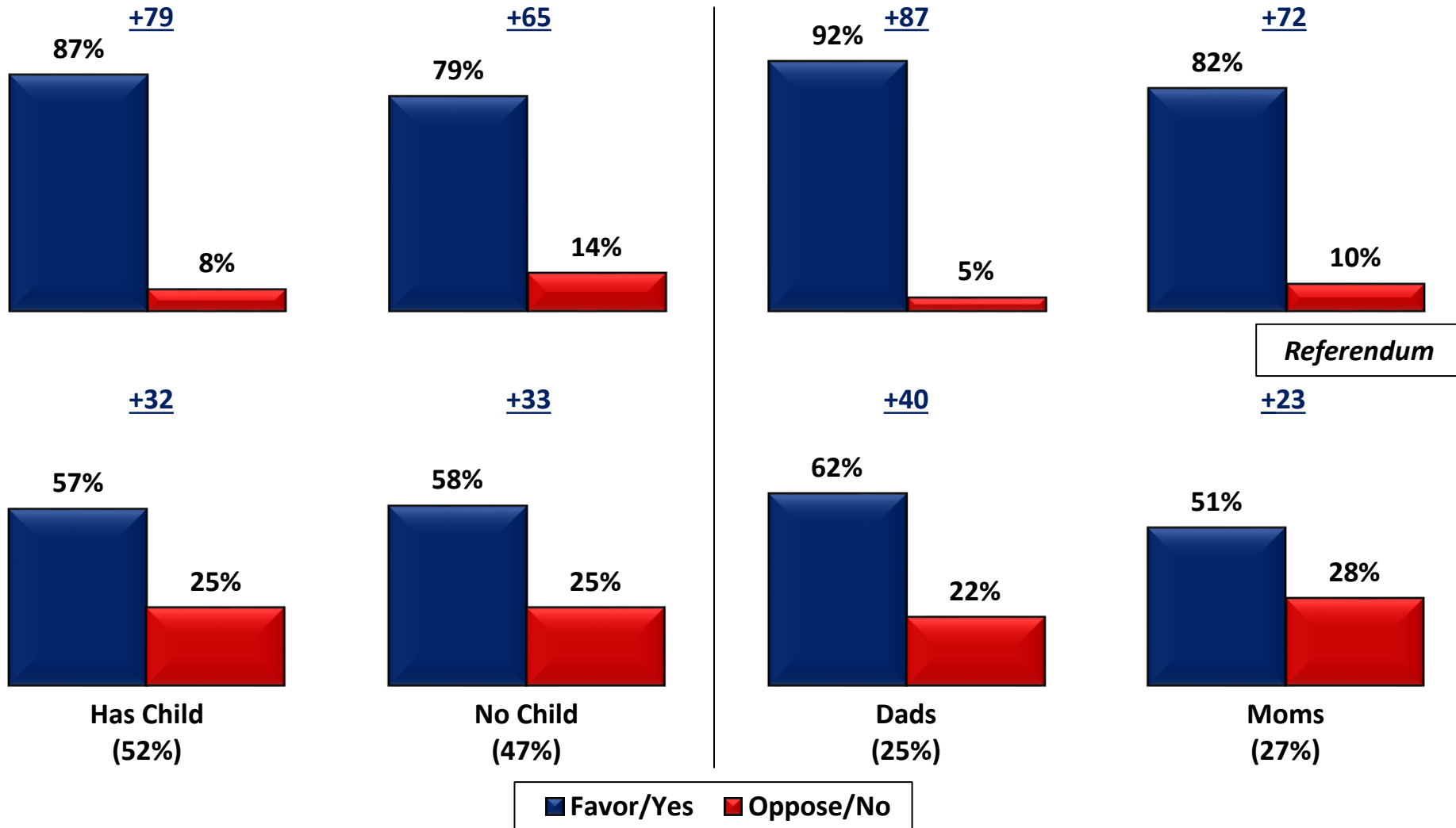
# Older voters are *least* likely to favor offering kindergarten and improving the buildings.

*Full Day Kindergarten and Improving Buildings by Gender/Age + Seniors*



# Dads are the most supportive of offering kindergarten and voting yes on the ballot measure.

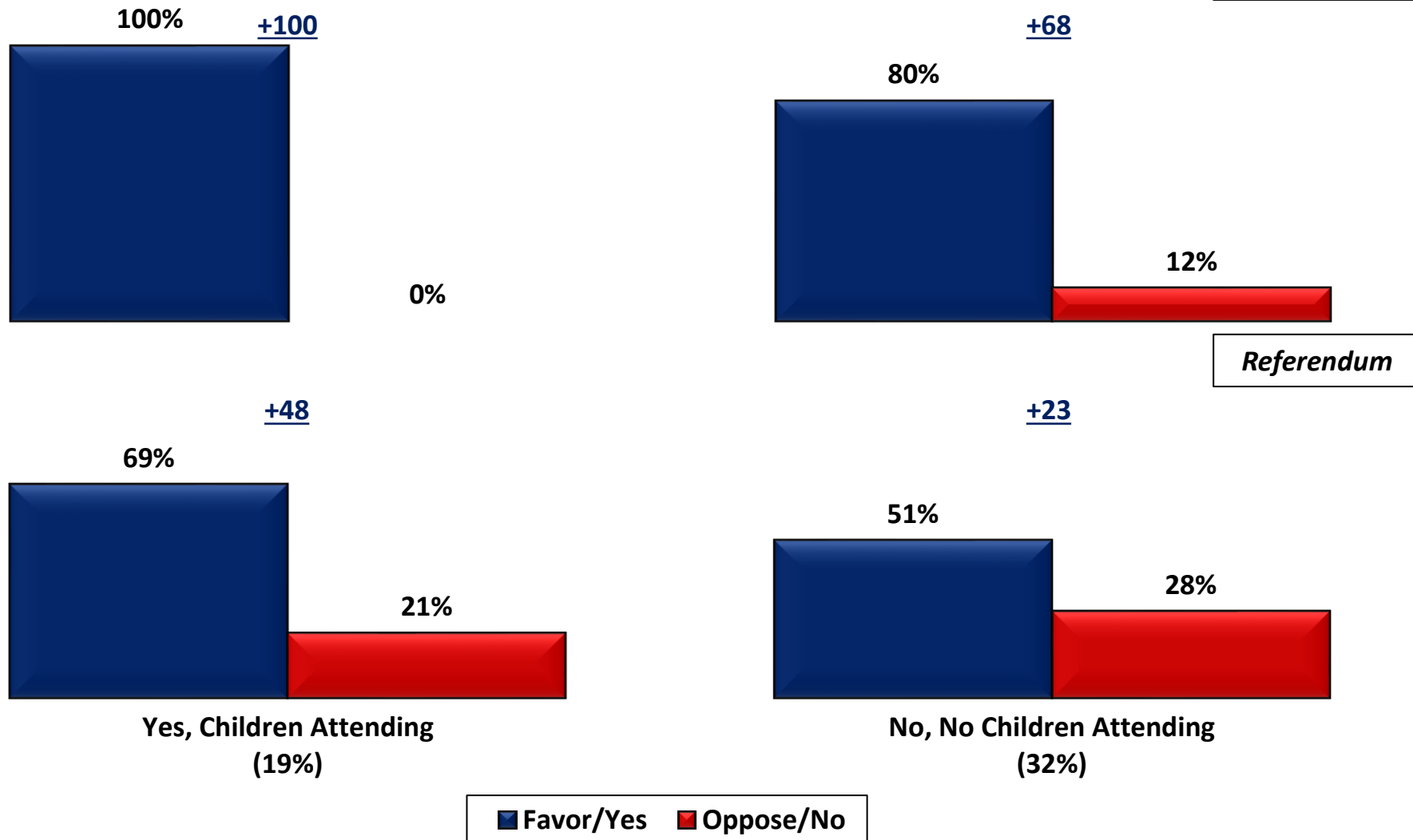
## Full Day Kindergarten and Improving Buildings by Parents



# Voters with children attending the district schools are more supportive, but those without are also in favor.

*Full Day Kindergarten and Improving Buildings by Attending District 25*

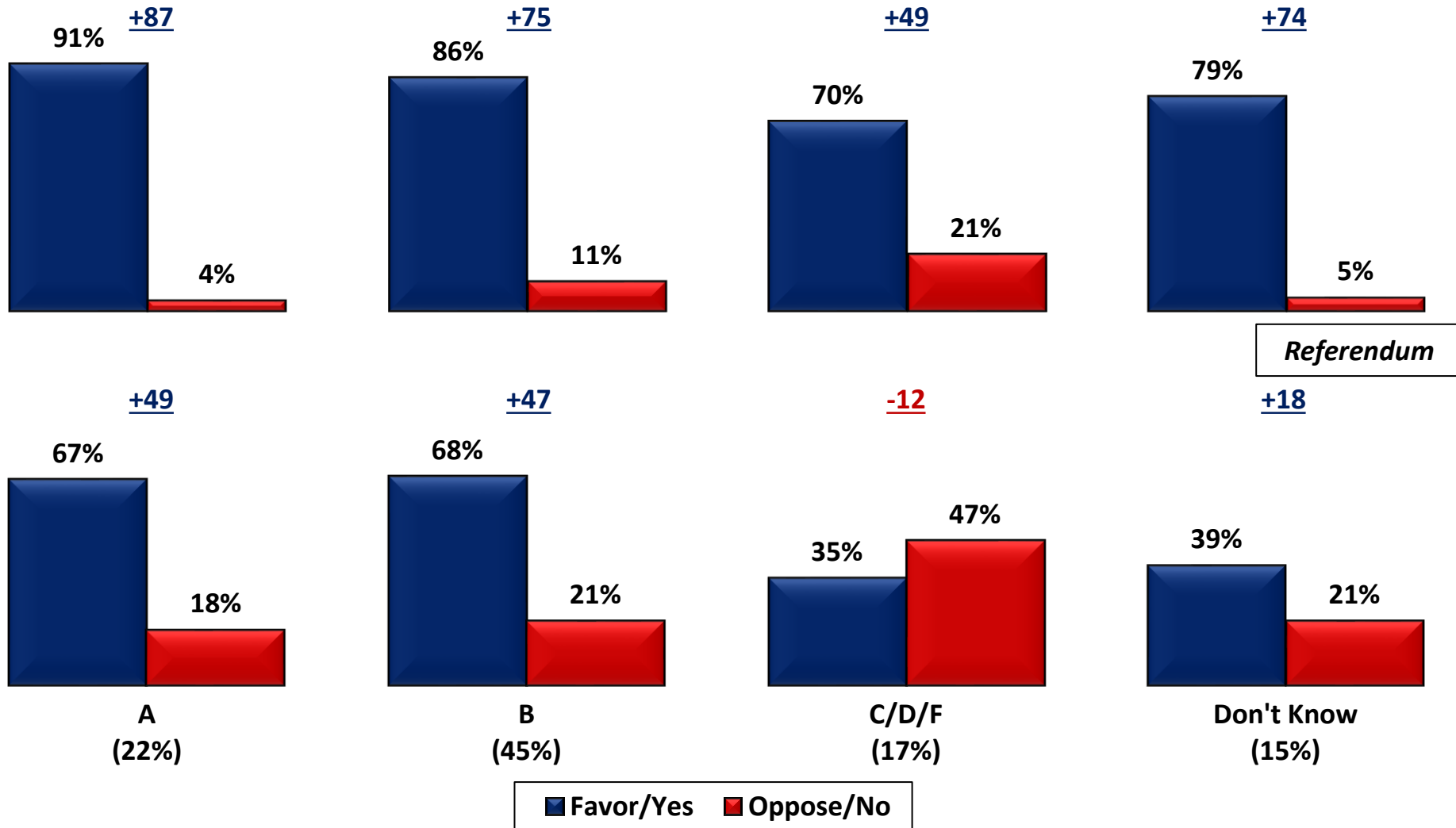
*Favor/Oppose*





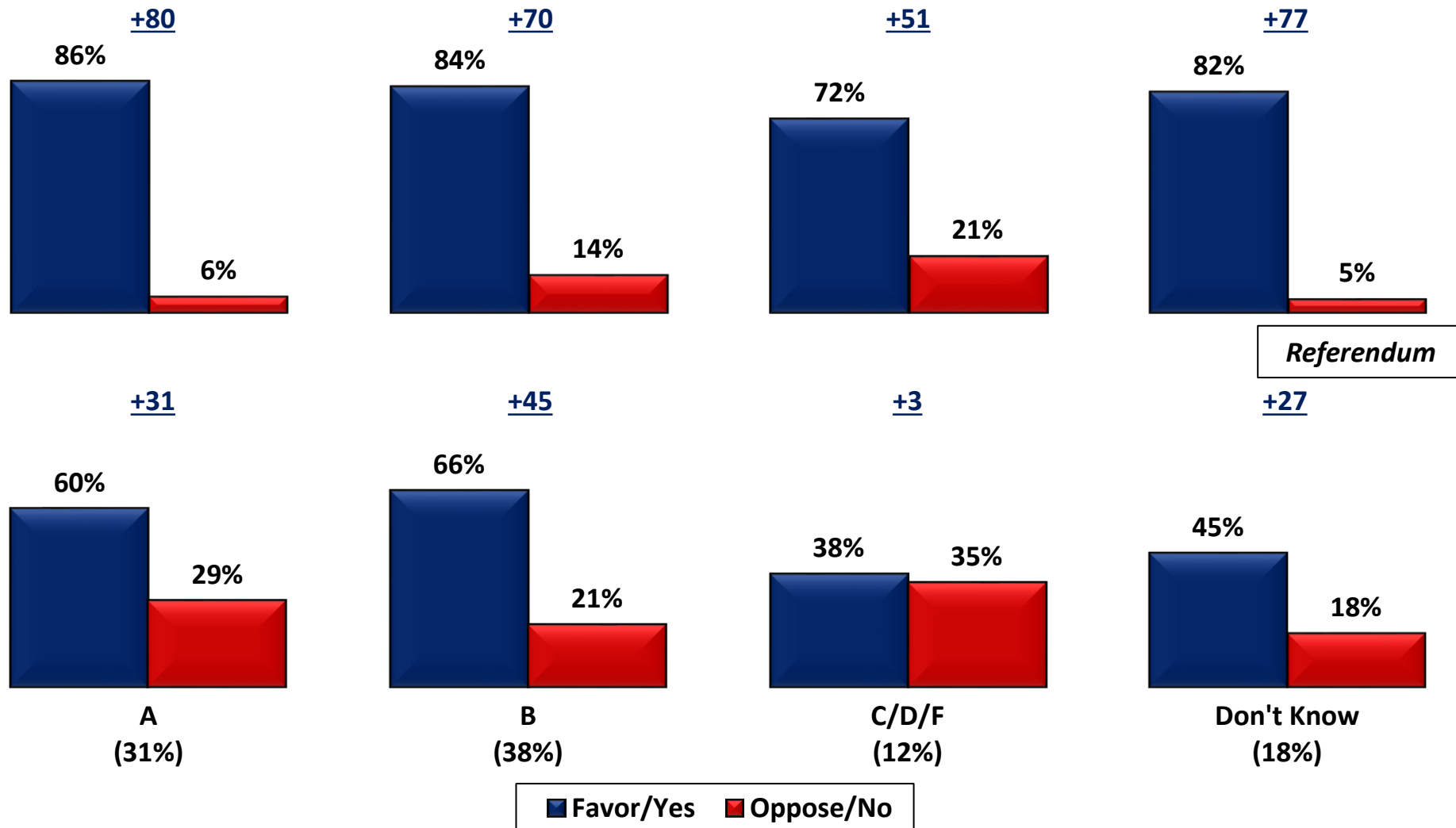
# The “Don’t Know” voters are a key swing group.

## Full Day Kindergarten and Improving Buildings by District 25 Grade

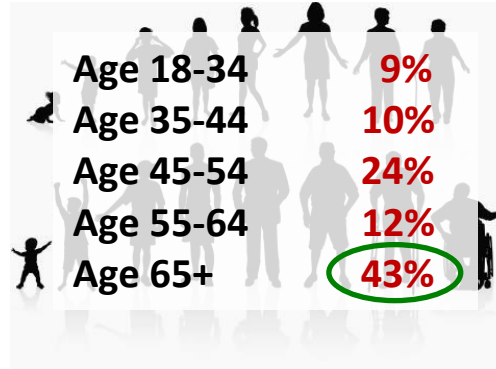
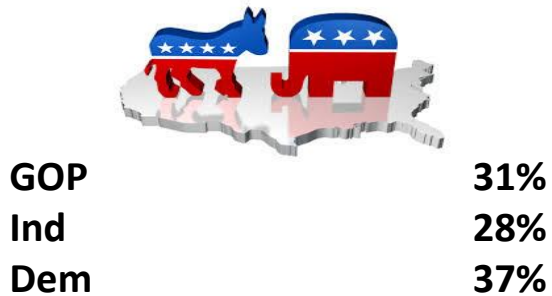


# Voters who give the current buildings an A or B rating are more than 2:1 in favor of voting for the measure.

*Full Day Kindergarten and Improving Buildings by District 25 Buildings*



# Profile of Initial Favor/Not Yes (27%)



Region	
Central	39%
North	24%
South	37%



## Parents

Has Child	61%
Doesn't Have Child	39%
Dads	28%
Moms	33%



Male	40%
Female	60%



## Child Status

Pre K-6 <sup>th</sup> Grade	21%
Middle School	9%
High School-Grad	37%



## District 25 Grade

A	19%
B	34%
C/D/F	22%
Don't Know	22%

## District 25 Buildings

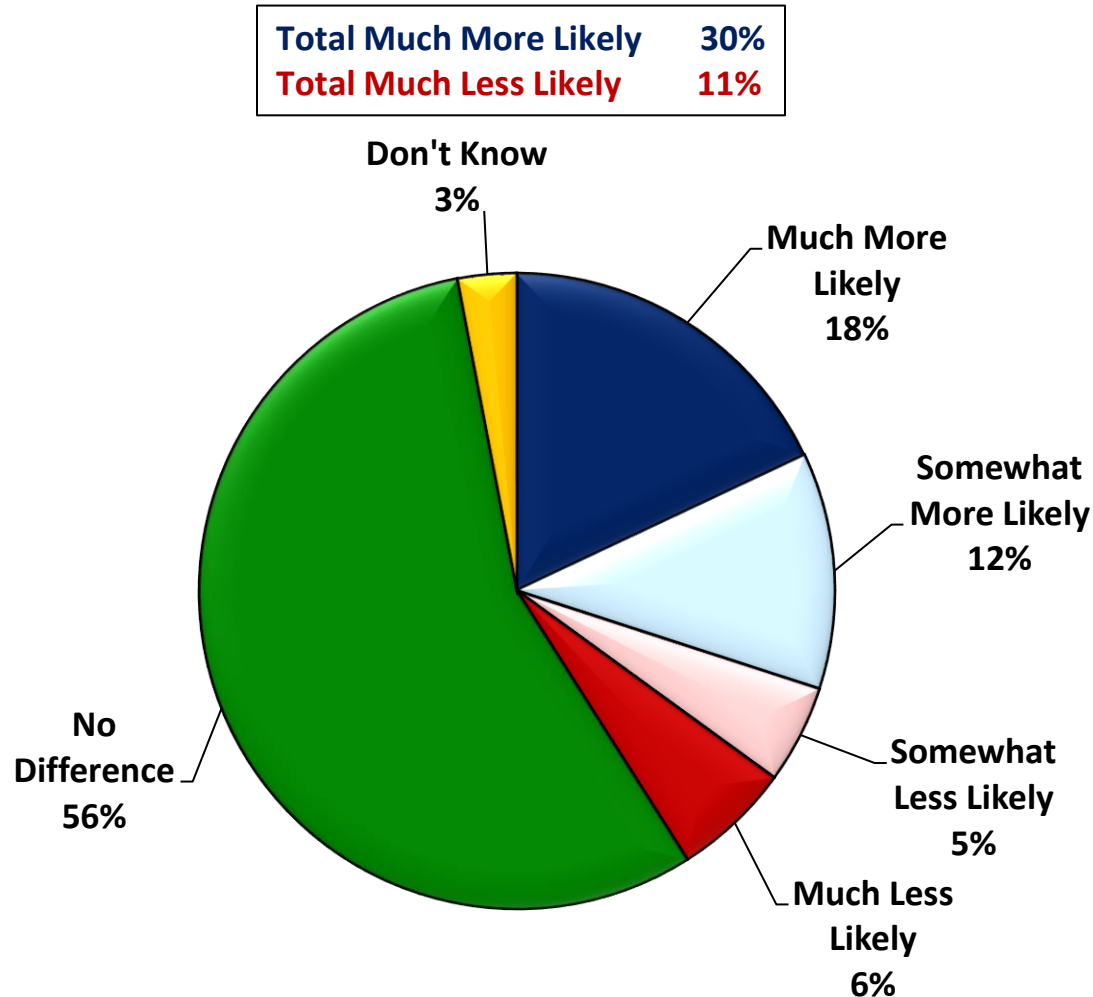
A	30%
B	28%
C/D/F	15%
Don't Know	25%



# Funding

# The tax impact of \$19/month makes no difference for a majority of voters.

*“And, would you be more likely or less likely to vote YES, IN FAVOR of this proposal if you knew that the estimated monthly tax impact of the sixty million dollar bond issue would be about nineteen dollars per month for every four hundred thousand dollars in home value, or would it make no difference to your vote?”*





# The school district covering all costs associated with full day kindergarten is the top funding choice.

*“Thinking some more about District 25 adding full day kindergarten, if the District were to add full day kindergarten, how should kindergarten be funded...”*

42%

*Tuition should not be charged for full day kindergarten. District 25 should cover all costs associated with this programming.*

30%

*Parents should pay tuition for full day kindergarten, with a lesser amount charged to lower-income families.*

18%

*All parents should pay the same tuition amount for full day kindergarten regardless of family income.*

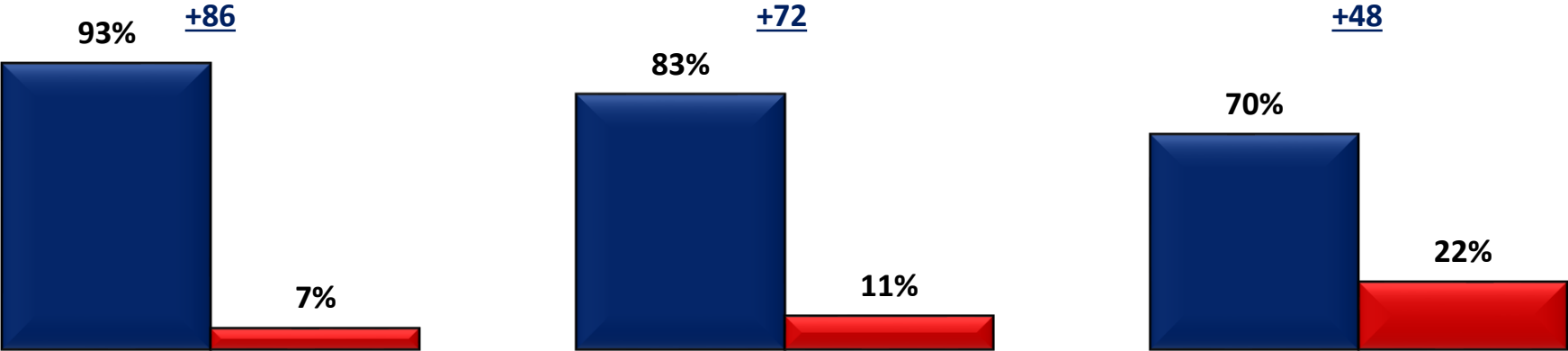
9%

*Don't Know*

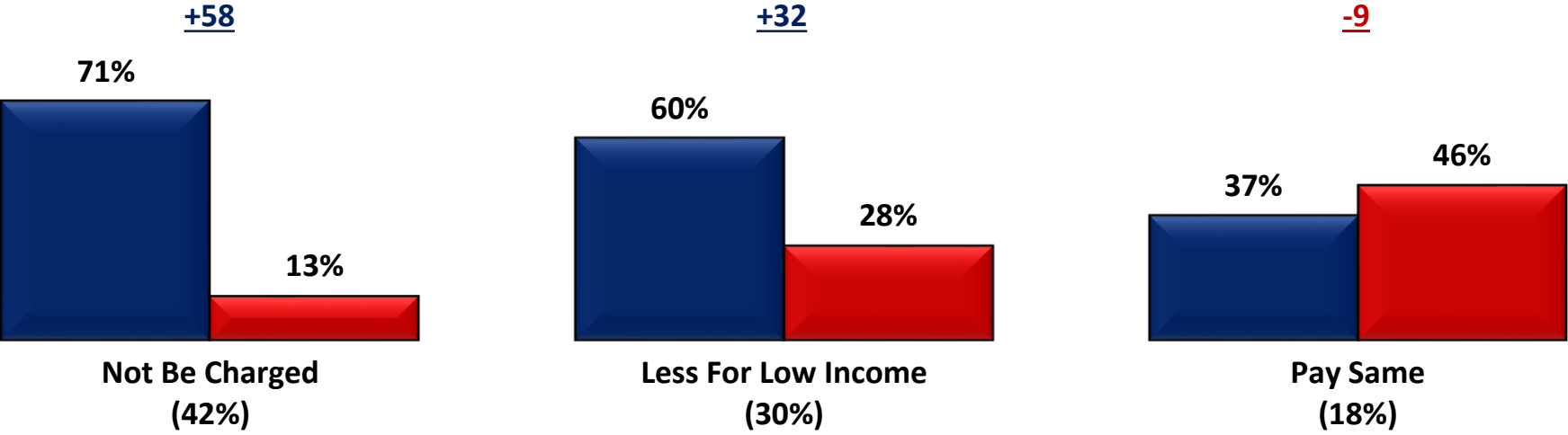
# A plurality of voters who say families should all pay the same regardless of income are voting no on the measure.

*Full Day Kindergarten and Improving Buildings by Funding Kindergarten*

*Favor/Oppose*



*Referendum*



■ Favor/Yes ■ Oppose/No



# Classroom Space

# Building additional classrooms at the existing elementary schools is narrowly the more popular option.

*“Now I would like to read you two options for potentially creating the necessary classroom space for full day kindergarten. After I read each one, please tell me which comes closest to your own opinion.”*

**43%**

*One option is to build additional classrooms at the district’s existing elementary schools. These classrooms would house the full day kindergarten students.*

**37%**

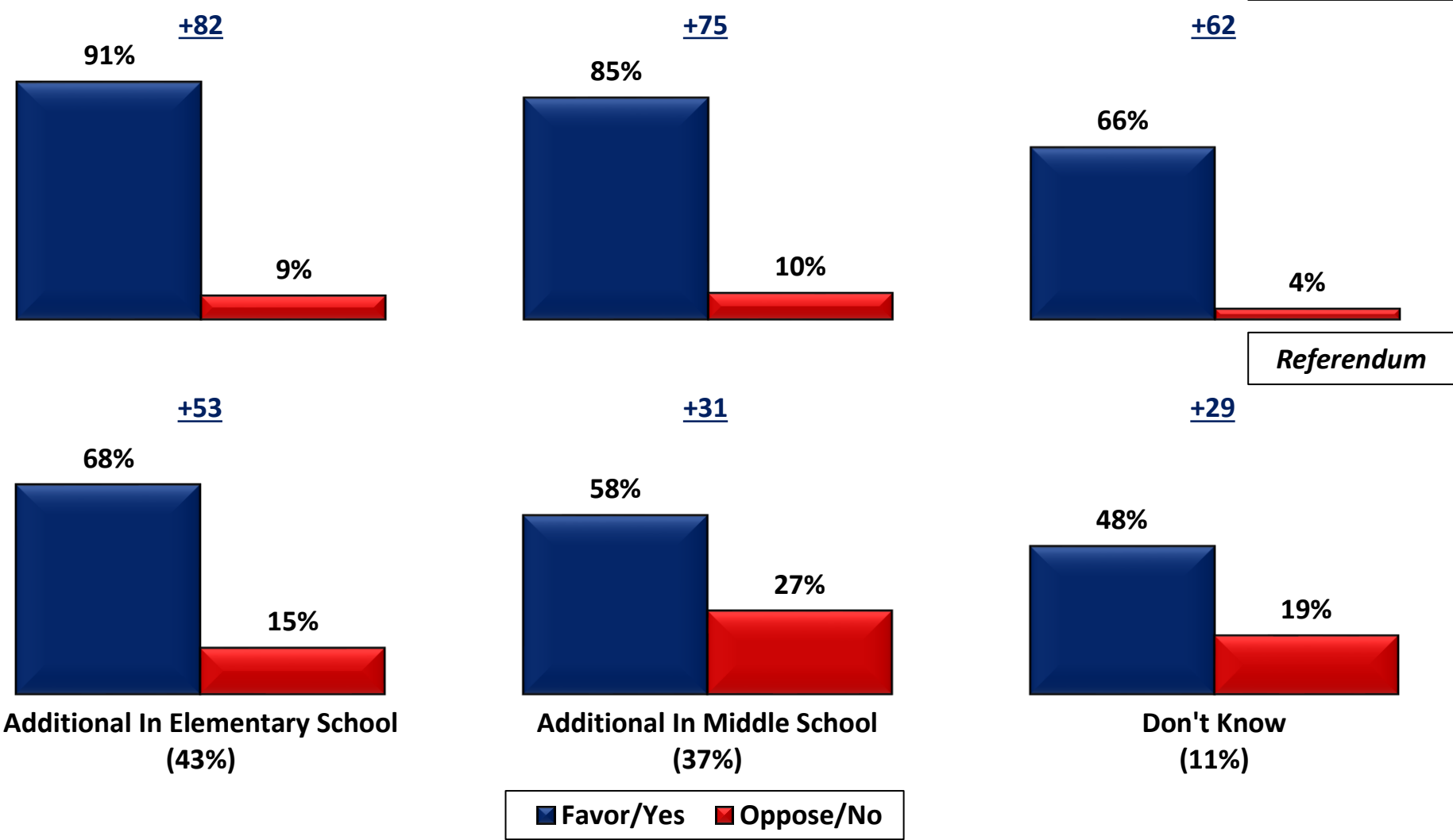
*Another option is to build additional classrooms at the district’s existing middle schools, and move fifth graders to these new classrooms at the middle schools. The full day kindergarten students would then be housed in the vacated space at the elementary schools.*

**11%**

*Don’t Know*

# Regardless of new classroom location preference, a majority are in favor of full day kindergarten/improving facilities.

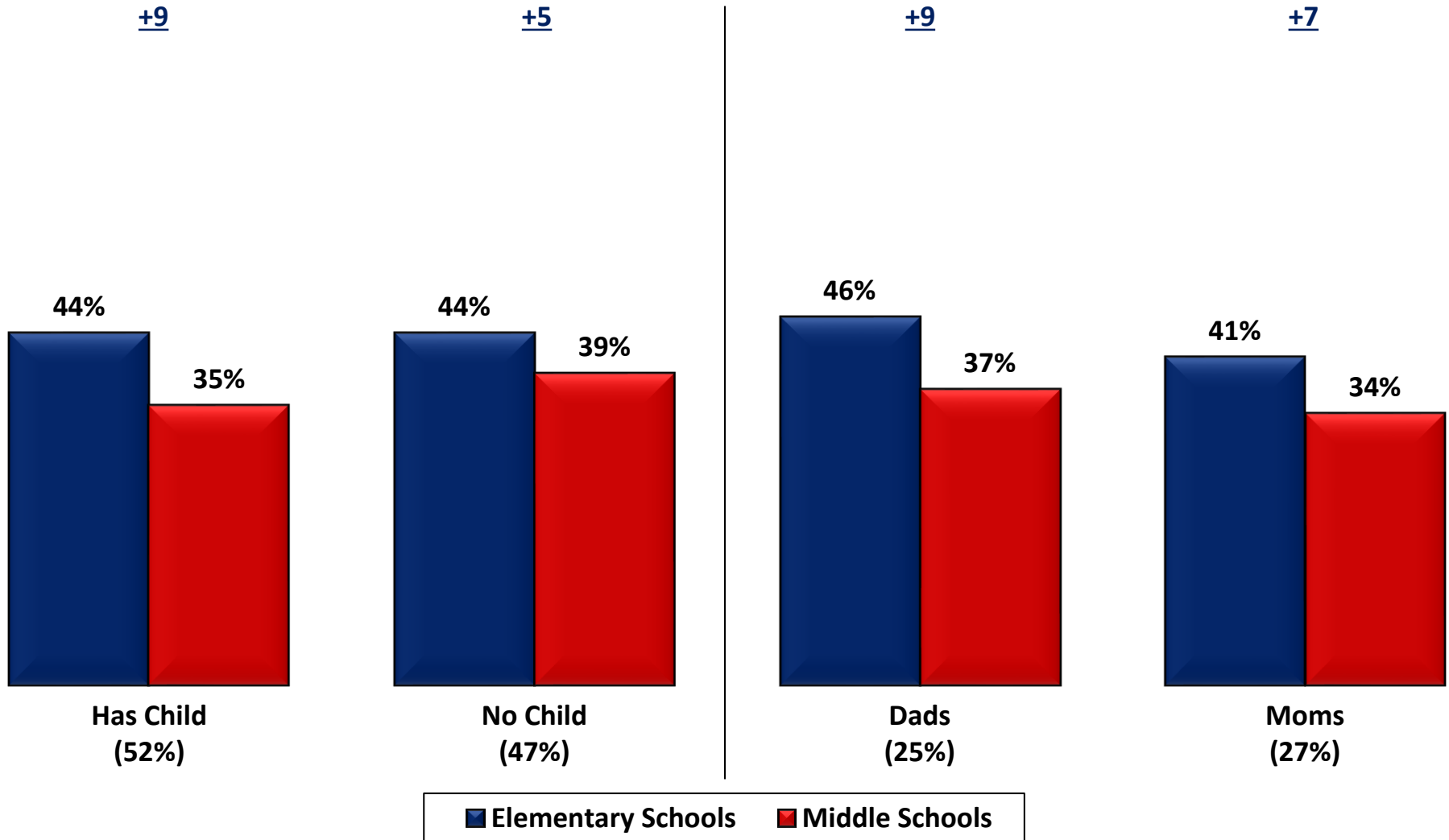
Full Day Kindergarten and Improving Buildings by Creating Classroom Space





# There is little to no difference between parents and non-parents for building in elementary v. middle schools.

*Creating Classroom Space by Parents*



# More than 50% of voters agree that full day kindergarten is the best way to prepare children for academic success.

*“And, now I would like to read you two statements about offering full day kindergarten to all District 25 families. After I read each one, please tell me which one comes closest to your own opinion.”*

**54%**

*Some people say that full day kindergarten is the best way to prepare all children for academic success. They say that full day kindergarten improves readiness, reduces the need for interventions, and promotes social skills.*

*...while...*

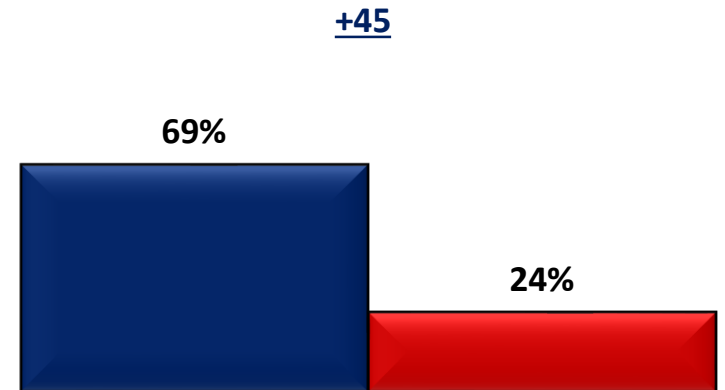
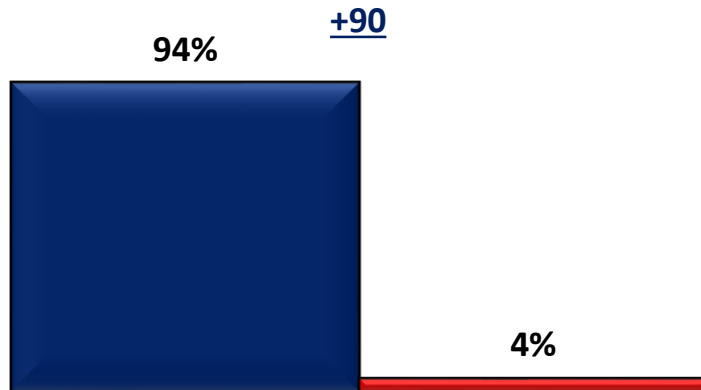
**34%**

*Other people say that full day kindergarten is simply too expensive and that it is not something that local taxpayers should have to pay for, even if other school districts provide it. There are private schools for parents who want to send their children to full day kindergarten.*

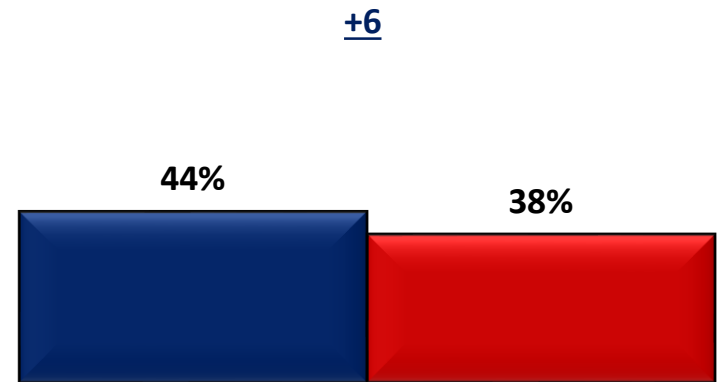
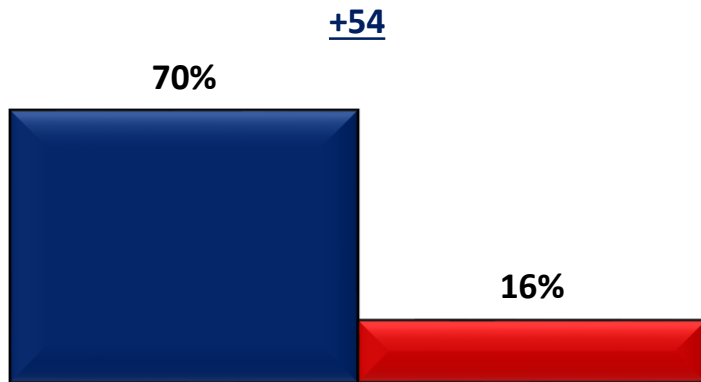
# Voters who say full day kindergarten is too expensive for the district are split on the ballot measure.

*Full Day Kindergarten and Improving Buildings by Offering Full Day*

*Favor/Oppose*



*Referendum*



Prepare Kids  
(54%)

Too Expensive  
(34%)

■ Favor/Yes ■ Oppose/No

# Voters who oppose offering full day and are negative about the district are most likely to say it is too expensive.

## *Offering Full Day Kindergarten*

### *Top Groups – Too Expensive (34%)*

Full Day Kindergarten: Strongly Oppose	88%
Full Day Kindergarten: Oppose	77%
District Mood: Wrong Track	53%
District 25: C/D/F	46%
Buildings/Facilities	45%
Ind	44%
Men 55+	44%
Pandemic: Strongly Disapprove	44%
High School-Grad Child	43%
Age 45-54	40%
Age 55-64	40%
Age 65+	40%
Pandemic: Disapprove	40%

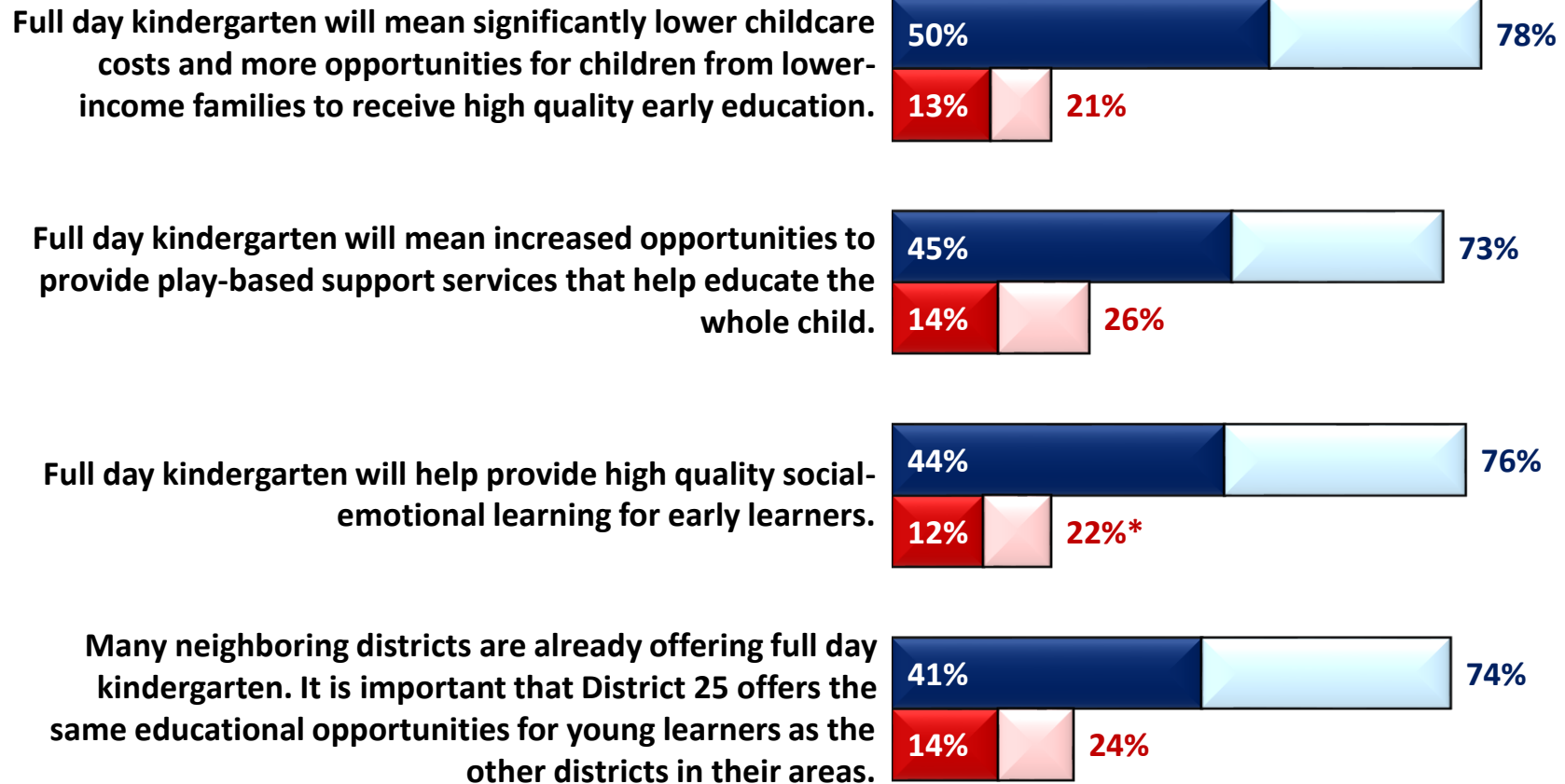


# Message Testing

# Lower childcare costs and more opportunities is the most convincing argument, followed by “whole child” education.

*“I am going to read you some arguments that people have made IN FAVOR OF increasing funding in order to pay for full day kindergarten and other improvements. After I read each one, please tell me whether the argument is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote YES, IN FAVOR.”*

**Ranked by % Very Convincing**



■ Very Convincing   ■ Total Convincing   ■ Not At All Convincing   ■ Total Not Convincing

\*Denotes Rounding.

# Top Messages Among Key Groups

*Ranked by % Very Convincing*

**GOP**  
**(30%)**

Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child.

**39%**

Full day kindergarten will help provide high quality social-emotional learning for early learners.

**37%**

Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education.

**37%**

Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas.

**33%**

**Ind**  
**(32%)**

Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education.

**44%**

Full day kindergarten will help provide high quality social-emotional learning for early learners.

**44%**

Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child.

**35%**

Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas.

**35%**

# Top Messages Among Key Groups

*Ranked by % Very Convincing*

## Dem (36%)

Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education.

**64%**

Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child.

**60%**

Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas.

**54%**

Full day kindergarten will help provide high quality social-emotional learning for early learners.

**49%**

## Age 65+ (40%)

Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child.

**39%**

Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education.

**38%**

Full day kindergarten will help provide high quality social-emotional learning for early learners.

**37%**

Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas.

**35%**



# Top Messages Among Key Groups

*Ranked by % Very Convincing*

## Men 55+ (19%)

Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child. **46%**

Full day kindergarten will help provide high quality social-emotional learning for early learners. **44%**

Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education. **42%**

Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas. **40%**

## Women 55+ (32%)

Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education. **43%**

Full day kindergarten will help provide high quality social-emotional learning for early learners. **41%**

Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child. **38%**

Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas. **31%**

# Top Messages Among Key Groups

*Ranked by % Very Convincing*

## Dads (25%)

Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education.	51%
Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child.	49%
Full day kindergarten will help provide high quality social-emotional learning for early learners.	49%
Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas.	43%

## Moms (27%)

Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education.	47%
Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child.	44%
Full day kindergarten will help provide high quality social-emotional learning for early learners.	44%
Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas.	37%

# Top Messages Among Key Groups

*Ranked by % Very Convincing*

## Initial Favor/Not Yes (27%)

Full day kindergarten will help provide high quality social-emotional learning for early learners.	46%
Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education.	45%
Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child.	39%
Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas.	36%

## Initial Ballot Lean/Undecided (18%)

Full day kindergarten will help provide high quality social-emotional learning for early learners.	52%
Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education.	39%
Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas.	39%
Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child.	36%

# Top Messages Among Key Groups

*Ranked by % Very Convincing*

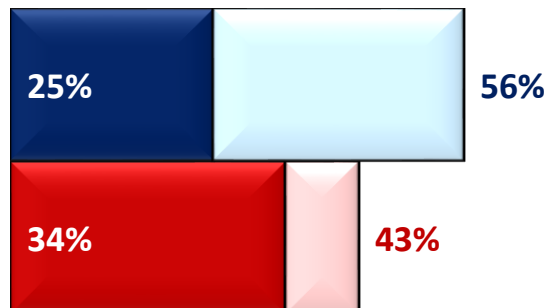
<b><u>Initial Ballot Prob Yes</u></b> <b>(27%)</b>	
Full day kindergarten will mean significantly lower childcare costs and more opportunities for children from lower-income families to receive high quality early education.	<b>55%</b>
Full day kindergarten will mean increased opportunities to provide play-based support services that help educate the whole child.	<b>48%</b>
Many neighboring districts are already offering full day kindergarten. It is important that District 25 offers the same educational opportunities for young learners as the other districts in their areas.	<b>42%</b>
Full day kindergarten will help provide high quality social-emotional learning for early learners.	<b>40%</b>

# This being the wrong time to increase taxes is the more convincing argument against the ballot measure.

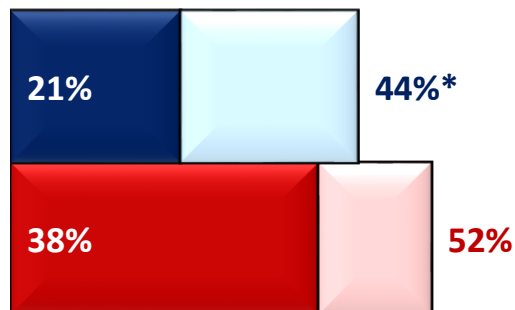
*"I am going to read you some arguments that people have made AGAINST increasing funding in order to pay for full day kindergarten and other improvements. After I read each one, please tell me whether the argument is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote NO, AGAINST."*

**Ranked by % Very Convincing**

We are just beginning to recover from the COVID-19 pandemic and the prices of consumer goods are increasing rapidly. This is the wrong time to be increasing taxes in order to pay for full day kindergarten.



Full day kindergarten is simply too expensive and that it is not something that local taxpayers should have to pay for, even if other school districts provide it. There are private schools for parents who want to send their children to full day kindergarten.



■ Very Convincing   ■ Total Convincing   ■ Not At All Convincing   ■ Total Not Convincing

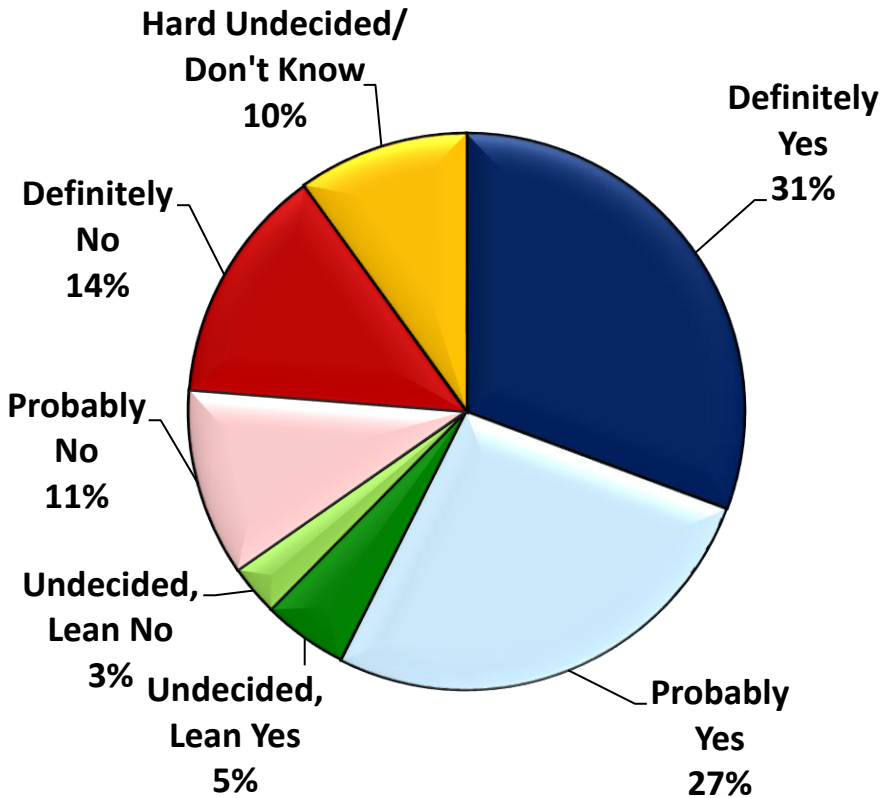
\*Denotes Rounding.

# Support for the ballot measure jumps a net 10 points on the informed ballot.

*"Now that you have heard some more information, would you vote YES or NO on the June 2022 ballot measure?"*

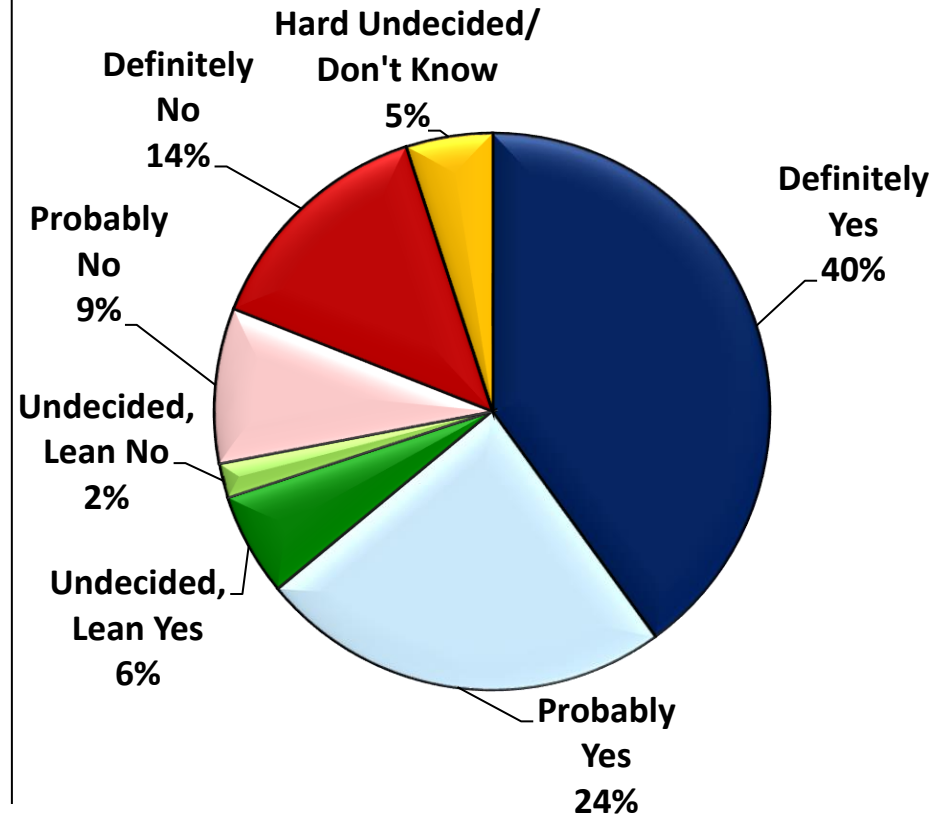
*Initial*

Total Yes	58%
Total No	25%



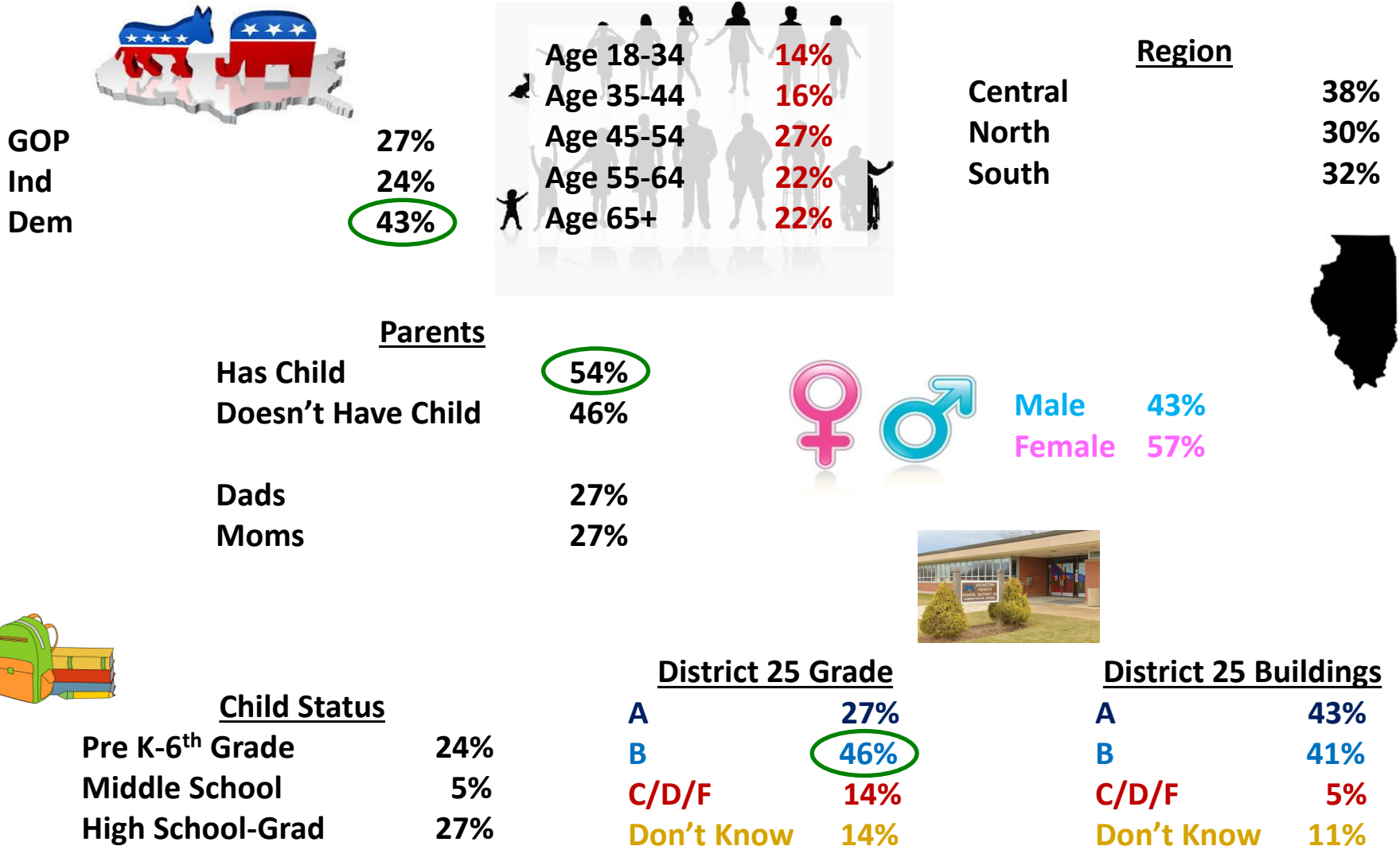
*Informed*

Total Yes	65%*
Total No	22%*



\*Denotes Rounding.

# Profile of Move To Def Yes (15%)





# The Bottom Line



# THE BOTTOM LINE

A potential referendum that would fund full-day kindergarten in the district starts out in solid shape, but winning a June campaign will require an aggressive turnout effort that maximizes turnout among younger voters, especially parents. An electorate dominated by voters age 65+ would put passing the referendum in jeopardy.

The strength of the messages that we tested also demonstrates that there is an opportunity for a persuasion campaign focused on the benefits of full-day kindergarten. These messages are especially effective with women, Democrats, and voters age 45-54.

The District receives high marks from voters, which is certainly a positive when it comes to passing a referendum. A strong turnout-focused campaign that emphasizes how full-day kindergarten will serve to improve the already strong district will give the referendum the best chance of passing.

For more information about this presentation or about  
Public Opinion Strategies, please give us a call.

**Jim Hobart**  
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*Turning Questions Into Answers*

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