

MEMORANDUM

TO: *Board of Education*

FROM: *Michael Houselog
Superintendent of Schools*

DATE: *July 12, 2012*

RE: *Proposed Sales Tax Survey*

As discussed at the June board meeting, an online survey was created to gather input regarding a possible ballot question asking voters to approve a 1% increase in the countywide sales tax. The purpose of the survey was to gauge community knowledge of and interest in the matter and to provide the board with a snapshot of their interest at this moment in time.

The survey, prepared in Spanish and in English, was circulated in a variety of ways:

- Emailed to all district employees
- Emailed to student households via SchoolMessenger, the district's parent notification system
- Forwarded to community members who have "opted-in" to receive the district's electronic newsletters
- Through links posted on Facebook, Twitter, LinkedIn, and the district's website
- Shared with members and contacts through the Belvidere Chamber of Commerce, Growth Dimensions, and ALERTA.

Respondents were given seven days to complete the survey and were instructed to send their questions or comments to communications@district100.com. The following is a summary of the results.

Q: Prior to this survey, were you aware the district was considering asking for a 1 percent sales tax increase:

Yes 52.8% (n=450)

No 47.2% (n=403)

Only those respondents who answered yes were asked the following question. Those who responded went directly to the question regarding policy.

Q: Please check all sources from which you have read or heard information regarding the proposed increase.

Belvidere Daily Republican	11.8% (n=53)
Rockford Register Star	60.3% (n=271)
Boone County Journal	25.4% (n=115)
WREX-Channel 13	18.7% (n=84)
WTVO-Channel 17	6.9% (n=31)
WIFR-Channel 23	16.0% (n=72)
FOX-Channel 39	4.0% (n=18)
Word of Mouth	39.6% (n=178)

Q: Please indicate your relation to the district and the community (check all that apply).

Parent of District #100 student(s)	69.3% (n=564)
Business owner	8.0% (n=65)
Property owner	57.6% (n=469)
Employee of District #100	27.7% (n=226)
Renter with no students in the district	1.0% (n=8)

Q: Would you favor the Board of Education adopting a policy that would limit the district's use of sales tax proceeds to paying outstanding bonds/debt?

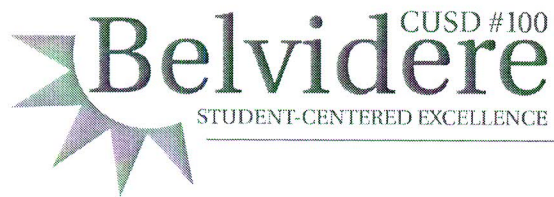
Yes	70.3% (n=572)	No	29.7% (n=241)
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Q: At this point in time would you favor increasing the county's sales tax by 1 percent for the benefit of school-age children?

Yes	71.4% (n=581)	No	28.6% (n=232)
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Q: Please indicate how you receive information from the Belvidere School District (check all that apply).

District website	78.6% (n=639)
District electronic newsletter	59.0% (n=480)
School newsletters	47.3% (n=382)
Facebook	19.8% (n=160)
Twitter	0.7% (n=5)
District mobile app	11.6% (n=94)



The survey indicates how the community feels at this point in time, with limited or no information. Responses to questions regarding how individuals receive information from and about the district will be used in the future should the board elect to place a question on the ballot.

Questions and comments received from respondents are attached for your review.

Thank you.