



2024 Public Opinion Survey Results

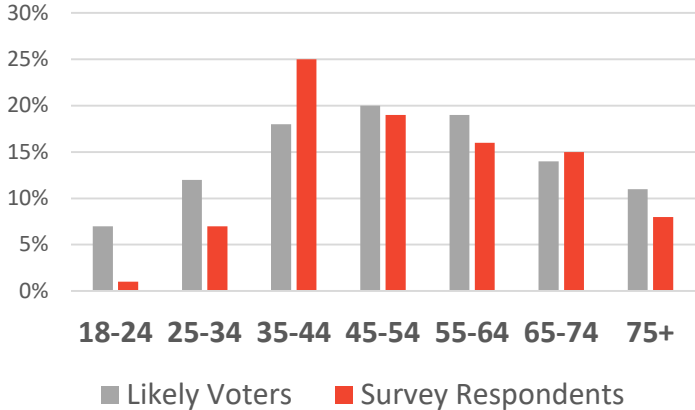
Park District of La Grange

Summary of Approach

- Survey mailed late-April 2024 to 6,274 households within the Park District of La Grange. A text message with a link to the survey was sent to 7,228 registered voters on May 10, 2024.
- A total of 13 questions.
- Expected 8%-17% response rate.
- 888 replied prior to preparation of the crosstabs, representing a response rate of approximately 14%. An additional 249 surveys were received after the crosstabs were run, with this data included as part of the ballot question results in this analysis. The additional surveys increased the response rate to 18%.
- 40% of completed surveys were mailed back, 28% completed online via the QR link, and 32% completed via the text link.
- The survey is not a scientific poll and is not a predictor of a ballot measure's likely success or failure. The survey results provide a general undertone of the electorate.



Age of Survey Respondents



Likely Nov 2024 Voters **55+** = 44%
 Respondents **55+** = ~39%

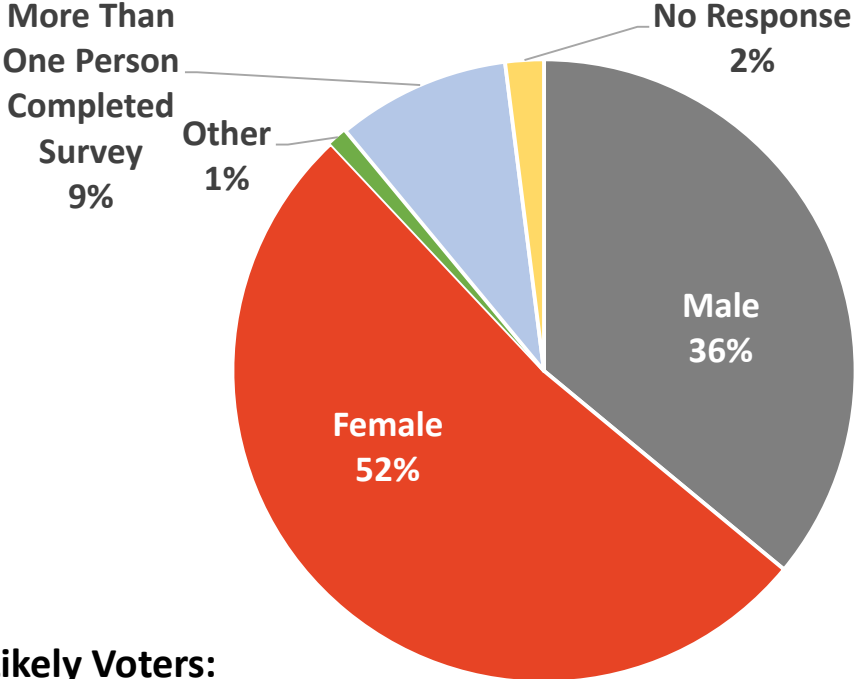
Age	Registered Voters	Likely Voters (Nov 2024)	Survey Respondents
18-24	10%	7%	1%
25-34	14%	12%	7%
35-44	18%	18%	25%
45-54	18%	20%	19%
55-64	18%	19%	16%
65-74	13%	14%	15%
75+	10%	11%	8%
Prefer Not to Respond/NA		-	7%



Percentages may not equal 100% due to rounding.



Gender of Survey Respondents



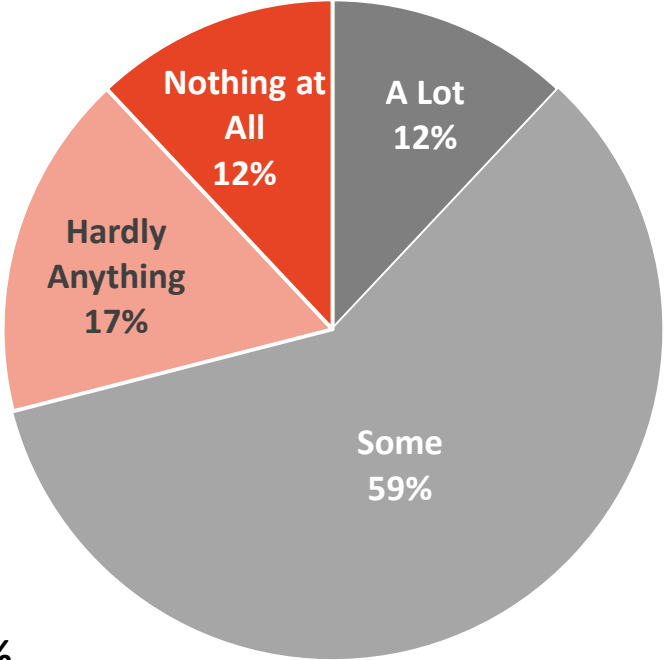
November 2024 Likely Voters:
Male 46%
Female 54%

Percentages may not equal 100% due to rounding.



Level of Awareness of Funding Proposal

Before receiving the enclosed information, how much had you read, seen, or heard about the Park District of La Grange’s funding proposal to address park and park facility improvements?



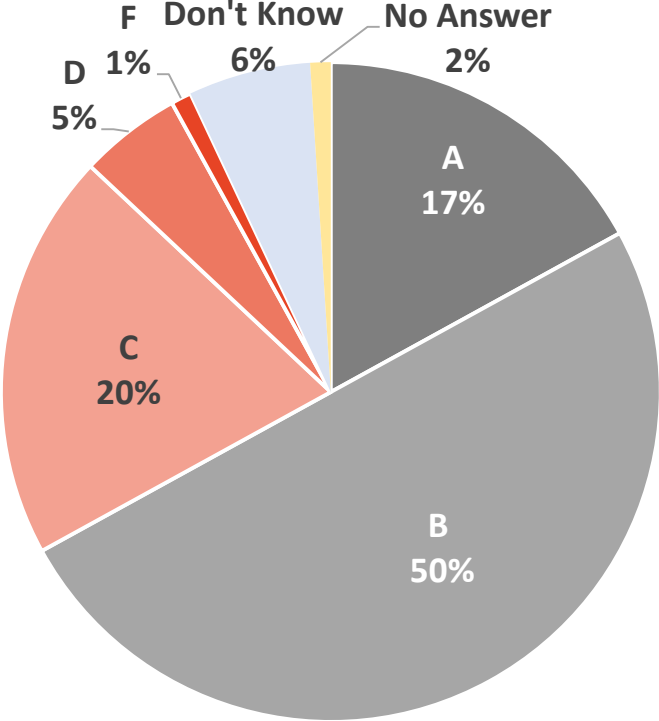
A Lot + Some = 71%

Percentages may not equal 100% due to rounding.



Grade the District

In thinking about your overall opinion of the Park District of La Grange, what letter grade would you give the District?



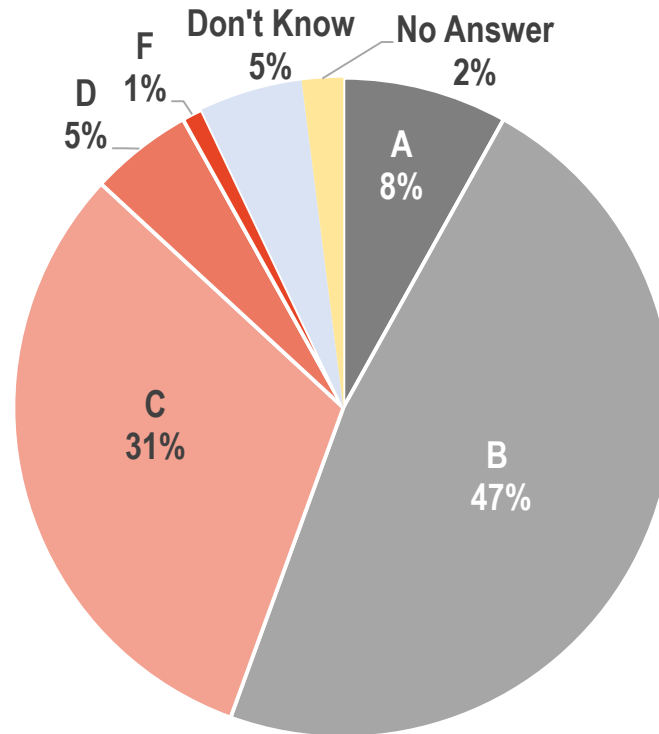
A + B = 67%
C + D + F = 26%

Percentages may not equal 100% due to rounding.



Grade the Condition of the District's Parks

What letter grade would you give the current condition of the Park District of La Grange's parks, including playgrounds, pathways, athletic courts and fields, park shelters, and related amenities?



A + B = 55%

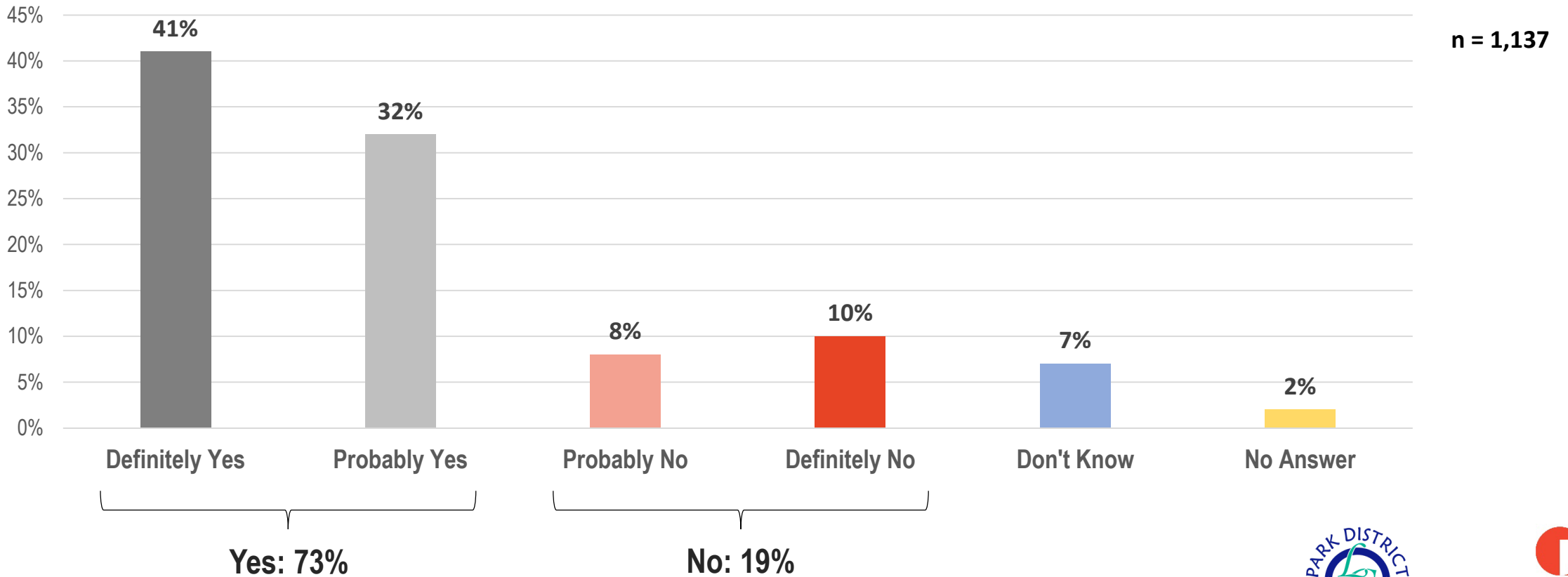
C + D + F = 37%

Percentages may not equal 100% due to rounding.



Ballot Question

BOND PROPOSAL. If a local election were held today, would you vote “yes” in favor, or “no” to oppose, a \$13.86 million bond referendum to be used by the Park District of La Grange to fund improvements at eight parks and three park buildings, including improving and expanding pathways; updating playgrounds and park shelters; adding and improving athletic courts; adding an outdoor synthetic turf field and addressing other athletic field upgrades; adding trees, garden plots, and plantings; adding a new dog park, disc golf course, and bandshell; making parking improvements; and addressing infrastructure upgrades to park buildings?

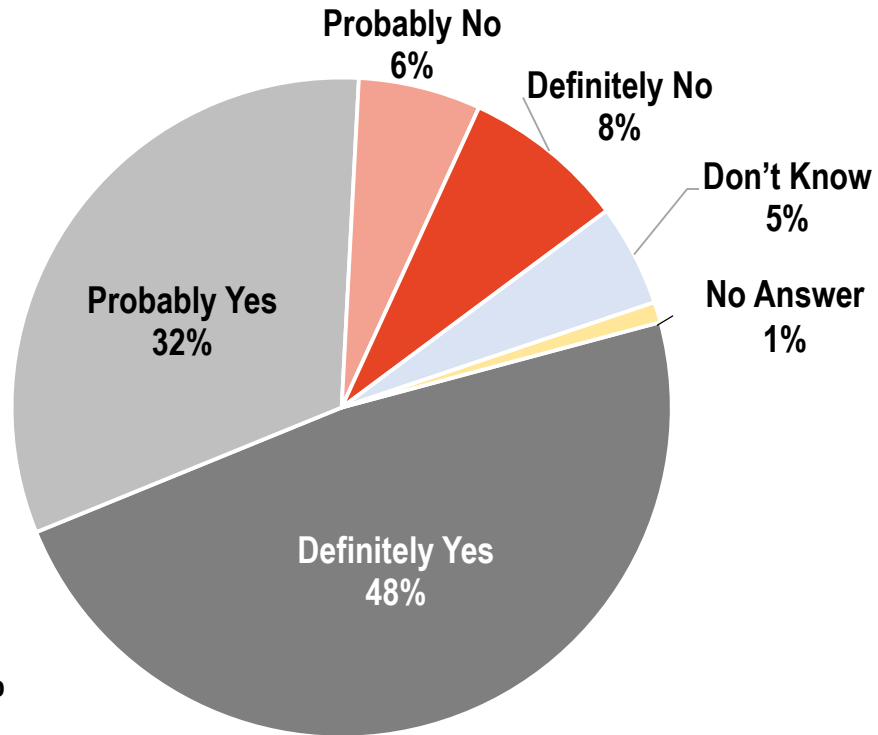


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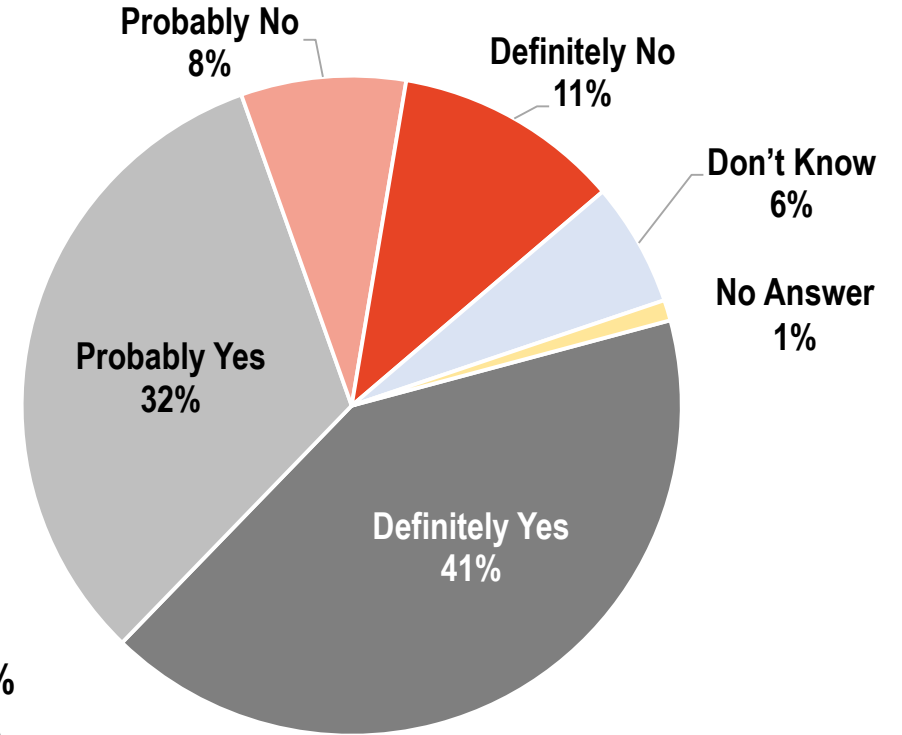
Support for Bond Proposal: Child in Home

School-Age Child



Yes: 80%
No: 14%
n: 395

No School-Age Child

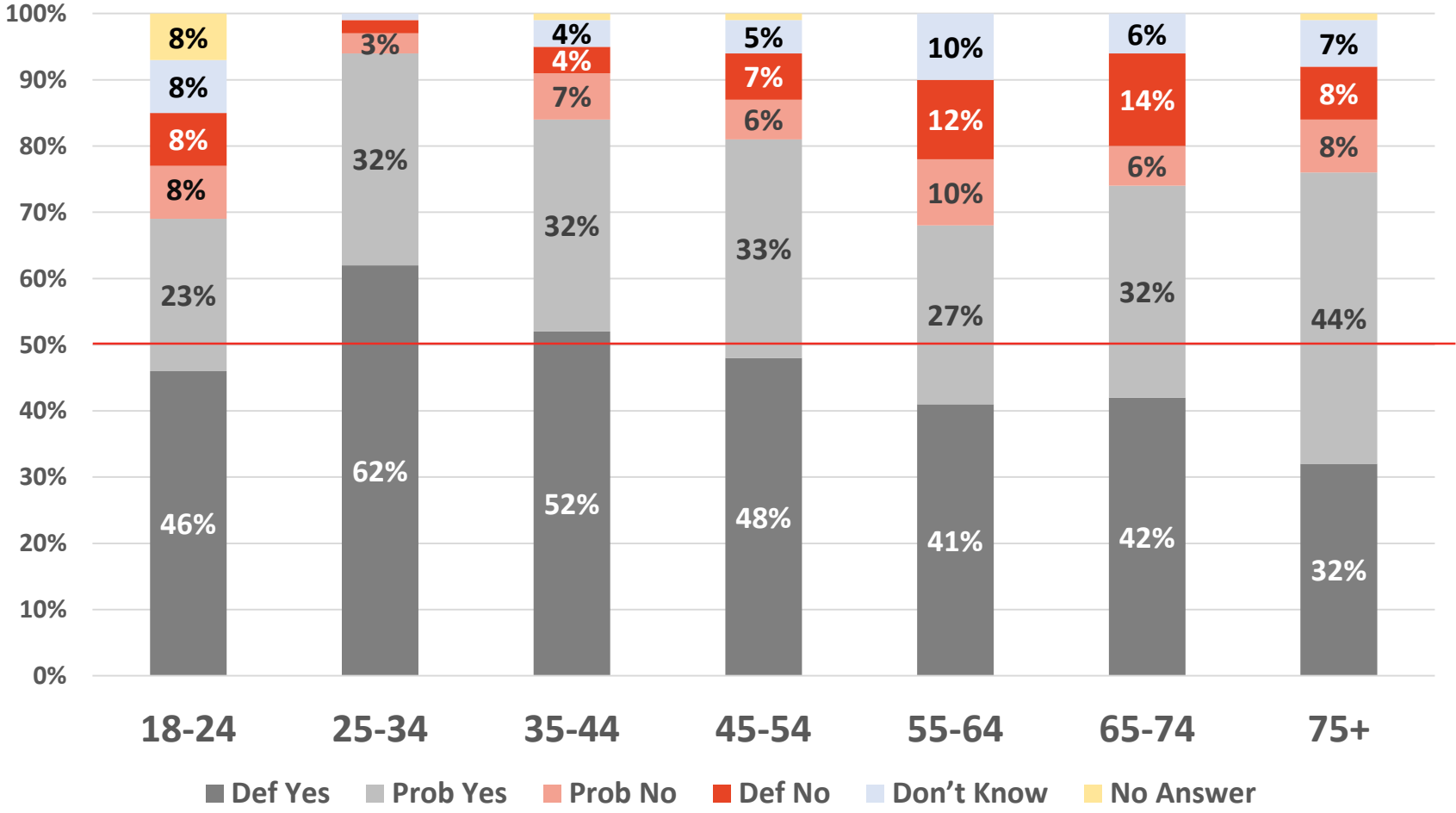


Yes: 73%
No: 19%
n: 477

Percentages may not equal 100% due to rounding.



Support for Bond Proposal: Age



Percentages may not equal 100% due to rounding.



Summary of Results (cont.)

- The mail survey indicates strong support for the proposed referendum in its current form, with a total of 73% in support, 18% against and 6% undecided. Support intensity is much stronger than opposition intensity (41% Definitely Yes vs. 10% Definitely No).
- There appears to be limited tax sensitivity, with 60% of respondents indicating they would be more likely to support the bond referendum when learning of the tax impact, versus 13% less likely to support the referendum.
- Following are additional details regarding support levels for the proposed referendum across demographics:
 - Support level is similar between males and females
 - There is strong support across all age groups, with the 25-to-34-year-old respondents most supportive
 - Voters with school-age children are slightly more supportive than respondents who do not have school-age children
 - Renters are more supportive than those who own their home



Summary of Results (cont.)

When comparing high priority percentages (4+5) to low priority percentages (1+2):

✓ **First Tier:**

- New or improved courts (multisport, basketball, tennis) (56%-21% = **35%**)
- Shade and ornamental trees (52%-23% = **29%**)
- Park building infrastructure (49%-22% = **27%**)

✓ **Second Tier:**

- Updated playgrounds (33%-26% = **7%**)
- Pathways (37%-32% = **5%**)
- Parking (35%-32% = **3%**)
- Bandshell (36%-35% = **1%**)
- Natural grass soccer field (33%-34% = **-1%**)
- Pickleball courts (37%-40% = **-3%**)

✓ **Third Tier:**

- Turf field (31%-41% = **-10%**)
- Dog park (34%-47% = **-13%**)
- Updated volleyball court (27%-41% = **-14%**)
- Disc golf course (23%-52% = **-29%**)

**4+5 on 1-to-5 Likert Scale*



Summary of Results (cont.)

- The priority placed on parts of the funding proposal by the survey respondents also fall into the three categories if simply looking at the high priority percentages (4+5 on the Likert Scale):

- ✓ **First Tier:**

- New or improved courts (multisport, basketball, tennis) (27%+29% = **56%**)
- Shade and ornamental trees (22%+30% = **52%**)
- Park building infrastructure (26%+23% = **49%**)

- ✓ **Second Tier:**

- Pickleball courts (14%+23% = **37%**)
- Pathways (18%+19% = **37%**)
- Bandshell (18%+18% = **36%**)
- Parking (20%+15% = **35%**)
- Dog park (11%+23% = **34%**)
- Updated playgrounds (22%+21% = **33%**)
- Natural grass soccer field (21%+12% = **33%**)
- Turf field (15%+16% = **31%**)

- ✓ **Third Tier:**

- Updated volleyball court (16%+9% = **25%**)
- Disc golf course (12%+11% = **23%**)



Summary of Results (cont.)

- No significant biases in demographic sampling inflating support, outside of respondents 35-44.
- Almost all of the previous mail surveys conducted by Paul Hanley of Beyond Your Base on behalf of Illinois public entities have often identified support levels for proposed referenda that were below the final results at the ballot box.
- Beyond Your Base acknowledges that this particular questionnaire functions as an opportunity to disseminate information and as an information-gathering tool, and in no way represents a scientific survey, or one that estimates statistical margin of error. The final support level at the polls could be lower than that identified in the mail survey.

