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**Telephone Survey of Likely November 2016 Voters in the Davis Joint Unified School District
Conducted for: Davis Joint Unified School District**

EMC #16-5983

April 6-17, 2016

n=400; Margin of Error = \pm 4.9 percentage points

Where applicable, results compared with:

EMC #08-3917, June 18-21, 2008

n=300; Margin of Error = \pm 5.7 percentage points

Hello, my name is _____, may I speak with **(NAME ON LIST)**. **(MUST SPEAK WITH NAME ON LIST ONLY)**

Hello, my name is _____, and I'm conducting a survey for **(INSERT FIELD SERVICE NAME)** to find out how people in the Davis area feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

1. GENDER (record from observation)

	<u>June</u> <u>'08</u>	<u>April</u> <u>'16</u>
Male	47	47
Female	53	53

2. Are you registered to vote at your current address?

Yes	100
No → TERMINATE	-

3. I know it's a ways off, but what would you say are the chances that you will vote in the November 2016 general election for President and other local offices and measures – are you almost certain to vote, will you probably vote, are the chances 50/50, or do you almost never vote in these local elections?

Almost certain/ (Definitely)	93
Probably	4
50/50 Chance	3
Will not vote/ (Don't know) → TERMINATE	-

	<u>June</u> <u>'08</u>	<u>April</u> <u>'16</u>
4. Do you think things here in Davis are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?		
Right direction	75	73
Wrong track	15	16
(Don't know)	10	11
5. Would you say that public schools in the Davis Joint Unified School District have a great need for more money, some need for more money, only a little need for money, or no real need for more money?		
Great need	36	18
Some need	35	38
Little need	10	11
No need	8	15
(Don't know)	11	18
6. As you may know, some school districts have a parcel tax in place and others do not. Is there, or is there not, a school parcel tax for Davis Joint Unified School District?		
Yes, there is	45	57
No, there is not	4	3
(Don't know)	51	38
(Yes, there are multiple parcel taxes)	-	2
7. (IF Q6=YES, n=230) I know you may not know exactly, but approximately how much do Davis homeowners pay each year for the school parcel taxes? (DO NOT READ RESPONSES, CODE AS APPROPRIATE)		
\$100 or less		6
\$101-\$200		5
\$201-\$300		8
\$301-\$400		5
\$401-\$500		6
\$501-\$600		3
\$601-\$700		3
\$701-\$800		2
\$801-\$900		0
\$901 or more		8
(Don't know)		54

Regardless of whether or not you have children currently in school, using a scale of excellent, good, only fair, or poor, please rate the following areas relating to the Davis Joint Unified School District:

(If needed after each): Would you give that a rating of excellent, good, only fair, or poor?

SCALE:	Excellent	Good	Only Fair	Poor	(Don't know)
(RANDOMIZE LIST)					
8. The job the Davis Joint Unified School District is doing overall	28	52	12	2	7
9. The quality of education	40	44	8	2	6
(END RANDOMIZE)					

10. Now I'm going to read you a measure that may be on the ballot in November:

To maintain outstanding academic programs in math, science, reading and writing; retain high-quality teachers; keep class sizes small; support student health and safety; and maintain student athletics, arts and music programs, shall Davis Joint Unified School District replace its expiring school parcel taxes at the 2017-18 rate of \$620 per parcel for 8 years, raising approximately \$9.5 million per year to be used exclusively for Davis schools, with citizens' oversight, annual audits and an exemption available for seniors?

If the election were held today, would you vote yes to approve or no to reject this measure? **(IF UNDECIDED):** Well which way do you lean— toward voting yes to approve or voting no to reject the measure?

Yes, approve	71	
(Lean Yes, approve)	3	→ 74
No, reject	20	
(Lean No, reject)	1	→ 21
(Undecided/Don't know)	5	

For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement.

(REPEAT IF NECESSARY): Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement?

SCALE:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	(No Opinion/ Don't Know)
(RANDOMIZE)					
11. Taxes in this area are already high enough; I'll vote against any additional tax increase, even for Davis schools;					
2008	15	16	34	34	2
2016	18	16	25	37	4
12. Maintaining the quality of our schools should be a top priority, even if it means raising taxes;					
2008	54	28	9	8	2
2016	56	27	6	8	3
13. I trust the Davis Joint Unified School District to properly manage tax dollars;					
2008	22	44	18	12	4
2016	25	48	13	13	2
14. I would vote yes to approve a \$620 annual school parcel tax measure for Davis Joint Unified School District to maintain current educational programs.					
	41	29	9	15	5
15. I would vote yes to approve a \$750 annual school parcel tax measure for Davis Joint Unified School District to maintain and improve educational programs.					
	27	37	11	20	4

(END RANDOMIZE)

I'm going to read you a list of specific programs and components that could be part of the Davis Joint Unified School District parcel tax measure. On a scale of 1 to 7, where 1 is not important at all and 7 is very important, please tell me how important each of the projects is to you.

(REPEAT IF NECESSARY: How important is that on a scale from 1 to 7 where 1 is not important at all and 7 is very important?)

SCALE:	Not at all important 1	2	3	4	5	6	Very important 7	(Don't know)	Mean
(RANDOMIZE)									
16. Maintaining outstanding academic programs in math, science, reading and writing									
	1	0	2	4	10	18	65	1	6.36

(END RANDOMIZE)

Now I'm going to read you some additional information about the proposed school parcel tax measure for Davis Joint Unified School District. After hearing each statement, please tell me if it makes you much more likely to support the measure, somewhat more likely to support it, or if it makes no difference to you.

(IF NECESSARY AFTER EACH): Does that make you much more likely to support the measure, somewhat more likely to support it, or does it make no difference to you?

SCALE:	Much more likely to support	Somewhat more likely to support	Makes no difference	(Don't know)	(Oppose/will oppose no matter what)
(RANDOMIZE)					
32.	All of the revenue from this measure will be spent here in our local schools and cannot be taken away by the state.				
	52	19	27	0	2
33.	A citizen's oversight committee will ensure all funds from this measure are spent on Davis schools, as promised.				
	36	32	29	1	2
34.	Good schools are part of what makes our community a desirable place to live. By keeping our schools strong, we maintain high property values in the Davis area.				
	33	23	40	2	2
35.	This measure will continue innovative course offerings in science, technology, math and digital arts to ensure students are prepared to compete in the 21st century global economy.				
	41	34	23	1	1
36.	Our schools are doing a great job educating our children. We have excellent teachers, strong parent support, and high test scores. This measure will protect Davis's high-quality student programs to allow our schools to remain among the best in the region.				
	37	27	33	2	2
37.	This measure ensures consistent funding so our schools don't suffer in the face of inconsistent and unpredictable state funding.				
	38	29	30	1	1
38.	This measure represents more than 10% of the District's annual budget; it is critical that the measure passes to protect our schools and high-quality education.				
	38	33	26	1	1
39.	This measure authorizes the parcel tax for 8 years, at which point the voters will be given an opportunity to vote to extend it or not.				
	27	31	39	1	2

SCALE:	Much more likely to support	Somewhat more likely to support	Makes no difference	(Don't know)	(Oppose/will oppose no matter what)
40.	This is not a new tax—most homeowners already pay a parcel tax for the District. This measure simply provides the level of funding needed to maintain existing educational programs and ensures all community members are supporting the District equally.				
	35	27	34	2	2
41.	This measure will prevent the District from having to lay off over 100 teachers.				
	54	20	22	2	2

(END RANDOMIZE)

42. Given what you've heard, if the election were held today, would you vote yes to approve or no to reject a measure that reads:

To maintain outstanding academic programs in math, science, reading and writing; retain high-quality teachers; keep class sizes small; support student health and safety; and maintain student athletics, arts and music programs, shall Davis Joint Unified School District replace its expiring school parcel taxes at the 2017-18 rate of \$620 per parcel for 8 years, raising approximately \$9.5 million per year to be used exclusively for Davis schools, with citizens' oversight, annual audits and an exemption available for seniors?

(IF UNDECIDED): Well which way do you lean — toward voting yes to approve or voting no to reject the measure?

Yes, approve	78	
(Lean Yes, approve)	2	→ 80
No, reject	17	
(Lean No, reject)	0	→ 17
(Undecided/Don't know)	3	

43. Opponents say this measure is just too expensive on top of all the other taxes in this area. At \$620 per year, plus inflation increases, a lot of local residents just can't afford to pay it. Davis schools have been renewing parcel taxes every 4 years since 1984, and now they want to pass a measure for 8 more years. It's time for the District to just tighten its belt and do a better job managing the money it has, without going back to taxpayers for more money.

Given everything you've heard, if the election were held today, would you vote yes to approve or no to reject the parcel tax measure for Davis Joint Unified School District?

(IF UNDECIDED): Well which way do you lean— toward voting yes to approve or voting no to reject the measure?

Yes, approve	72	
(Lean Yes, approve)	2	→ 74
No, reject	23	
(Lean No, reject)	1	→ 24
(Undecided/Don't know)	2	

Now I'd like to ask you a few questions for statistical purposes only.

	<u>June</u> <u>'08</u>	<u>April</u> <u>'16</u>
Are you the parent or guardian of any children...		
44. ...enrolled in a public school in the Davis Joint Unified School District?		
Yes	26	24
No	74	75
(Don't Know/Refused)	0	1
45. ...That used to attend a Davis Joint Unified School but are no longer enrolled?		
Yes	34	38
No	66	61
(Don't Know/Refused)	-	1
46. Do you rent or own your home or apartment?		
Rent	36	34
Own/buying	63	62
(Don't Know/Refused)	1	4

	<u>June</u> <u>'08</u>	<u>April</u> <u>'16</u>
47. In terms of your job status, are you employed, unemployed but looking for work, retired, a student or a stay at home parent?		
Employed	56	50
Unemployed	4	4
Retired	23	28
Student	13	11
Stay at home parent	4	4
(Other)	0	1
(Don't Know/Refused)	-	1
48. Do you identify yourself as African-American, white or Caucasian, Hispanic or Latino, Asian, bi-racial or multi-racial or something else?		
African-American/Black	1	1
White/Caucasian	79	73
Hispanic/Latino	5	6
Asian	5	8
Bi-racial/Multi-racial	4	3
(Other)	2	5
(Don't Know/Refused)	4	5
49. In what year were you born?		
18-24	14	12
25-29	8	7
30-34	5	8
35-39	7	3
40-44	7	4
45-49	11	8
50-54	11	7
55-59	10	9
60-64	9	11
65+	17	24
(Refused)	1	6

THANK YOU!

	<u>June</u> <u>'08</u>	<u>April</u> <u>'16</u>
PARTY FROM SAMPLE		
Democrat	54	56
Republican	21	16
NPP/Other	25	28
 RESIDENT ZIP CODE		
95616		60
95618		40