Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in San Leandro (Lee-ANN-dro) and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.
If needed: The survey should take about 12 minutes to complete.
If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Importance of Issues

Q1 To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to <u>you</u>, using a scale of extremely important, very important, somewhat important or not at all important.

Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?

	Randomize	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Maintaining the quality of education in our local public schools	62%	29%	7%	1%	1%	0%
B	Preventing local tax increases	30%	27%	32%	9%	1%	0%
C	Maintaining local property values	38%	37%	21%	3%	1%	0%
D	Protecting the environment	42%	44%	12%	2%	0%	0%
E	Reducing traffic congestion	23%	38%	33%	5%	1%	1%
F	Maintaining local streets and roads	43%	49%	8%	0%	0%	0%

Section 3: Initial Ballot Test

Your household is within the San Leandro (Lee-ANN-dro) Unified School District. Later this year, voters in the District may be asked to vote on a local ballot measure. Let me read you a summary of the measure.

Q2 In order to:

- Protect the quality of education in our local schools
- Attract and retain highly qualified teachers
- Maintain smaller class sizes
- And fund core programs in math, science, technology and the arts that enhance student achievement and prepare our students for success in college and careers

Shall the San Leandro Unified School District increase the expiring school parcel tax by up to $81 per year, with an exemption for seniors, no money for administrator salaries, and all money staying local to benefit our schools?

If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

1	Definitely yes	40%	*Skip to Q4*
2	Probably yes	29%	*Skip to Q4*
3	Probably no	9%	*Ask Q3*
4	Definitely no	17%	*Ask Q3*
98	Not sure	5%	*Ask Q3*
99	Prefer not to answer	0%	*Skip to Q4*

Q3 Is there a particular reason why you do not support the school measure I just described? *If yes, ask:* Please briefly describe your reason. Verbatim responses recorded and later grouped into categories shown below.

Money is misspent, mismanaged	31%
Taxes already too high	25%
Mentioned past ballot measure	14%
Not sure, no particular reason	9%
Improve quality of education	8%
No children in District	7%
District has enough money	7%
Need more information	6%
Schools are okay as-is, no need for more money	1%
Other ways to be funded	1%
Measure is too expensive	1%

Section 4: Tax Threshold

Q4 The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the school district.

If you heard that property owners would pay an additional _____ per year, would you vote yes or no on the measure? *Get answer, then ask:* Is that definitely (yes/no) or probably (yes/no)?

Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to instruction preceding Q5.

	Ask in Order	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Prefer not to answer
A	$81	33%	28%	8%	25%	6%	1%
B	$58	44%	19%	8%	24%	4%	0%
C	$48	48%	17%	7%	23%	4%	0%
D	$39	50%	18%	7%	22%	3%	0%

Only ask Q5 if Q4d = (2,3,4,98,99).

Q5 Voters approved a parcel tax in 2012 to fund San Leandro schools, which is due to expire next year. The total amount of the parcel tax is $39 per year.

How about if the measure we've been discussing simply renews the existing $39 parcel tax at the same rate? Would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

	Definitely Yes for $39 increase at Q4D	50%
1	Definitely yes	12%
2	Probably yes	12%
3	Probably no	5%
4	Definitely no	17%
98	Not sure	3%
99	Prefer not to answer	0%

Section 6: Programs & Services

Q6 The measure we've been discussing would provide funding for a variety of school programs and services.

If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? *Get answer, if favor or oppose, then ask:* Would that be strongly (favor/oppose) or somewhat (favor/oppose)?

	Randomize	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Not sure	Prefer not to answer
A	Attract and retain highly qualified teachers	71%	17%	3%	4%	4%	2%
B	Maintain smaller class sizes	55%	25%	5%	5%	6%	2%
C	Provide core academic programs in math, science and technology	67%	22%	3%	3%	2%	2%
D	Provide art and music programs	60%	25%	5%	4%	4%	2%
E	Provide reading and language programs	61%	24%	4%	7%	2%	2%
F	Keep textbooks and instructional materials up-to-date	59%	27%	4%	5%	3%	2%
G	Providing funding for college and career advisors	37%	36%	9%	8%	7%	2%
H	Maintain funding for library services	53%	31%	7%	3%	3%	2%

Section 6: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q7 Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to **SUPPORT** the measure?

	Randomize	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Prefer not to answer
A	All money raised by the measure will stay in San Leandro to support our students. It cannot be taken away by the State or be used for other purposes.	56%	26%	10%	6%	1%	1%
B	Even if you do not have school-age children, supporting this measure is a wise investment. Good schools improve the quality of life in our community and protect the value of our homes.	43%	38%	15%	2%	1%	1%

C	The measure will continue to provide a senior exemption for property owners who are 65 or older. We do not want this measure to become a burden to those living on a fixed income.	46%	30%	17%	3%	2%	1%
D	The District depends on the expiring parcel tax to provide a quality education and smaller class sizes. We need to renew this measure.	31%	34%	25%	5%	4%	1%
E	No money from the measure will be used to pay for administrators' salaries. All of the money will be used to support classroom instruction.	44%	28%	17%	8%	1%	1%
F	The State of California provides only enough money for a ***basic*** education. If we want our schools to have advanced, high quality academic programs in math, science, technology, music and the arts, we need to support this measure.	42%	31%	19%	5%	1%	1%
G	This measure requires a clear system of accountability, including annual independent audits and a Citizen's Oversight Committee to ensure the money is spent properly.	41%	32%	17%	6%	2%	2%
H	This measure will ensure local students have access to the education, technology and teacher support they need to succeed in college and careers.	42%	33%	18%	5%	1%	1%

Section 7: Interim Ballot Test

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again.

Q8

In order to:

- Protect the quality of education in our local schools
- Attract and retain highly qualified teachers
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Shall the San Leandro Unified School District increase the expiring school parcel tax by up to $81 per year, with an exemption for seniors, no money for administrator salaries, and all money staying local to benefit our schools?
If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

1	Definitely yes	43%
2	Probably yes	24%
3	Probably no	9%
4	Definitely no	21%
98	Not sure	3%
99	Prefer not to answer	0%

Section 8: Negative Arguments

Next, let me tell you what opponents of the measure are saying.

Q9	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	Randomize	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Prefer not to answer
A	People are having a hard time making ends meet with the high cost of living. Now is NOT the time to be raising taxes.	30%	33%	30%	3%	3%	1%
B	Don't be fooled. They say this measure will only cost $81 per year, but that is on top of the $39 parcel tax you are already paying to the District. This measure will cost your household $120 per year.	31%	31%	30%	4%	4%	1%
C	The school district just passed a 104-million-dollar bond last November which will take property owners 30 years to pay off. Now they want more money? That's not fair to taxpayers.	39%	31%	22%	4%	3%	1%
D	Our schools are performing well with the money they currently have. We don't need to raise taxes to have good schools.	12%	23%	49%	13%	3%	1%

Section 9: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time.

Q10

In order to:

- Protect the quality of education in our local schools
- Attract and retain highly qualified teachers
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If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

1	Definitely yes	38%
2	Probably yes	26%
3	Probably no	10%
4	Definitely no	22%
98	Not sure	3%
99	Prefer not to answer	1%

Section 10: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1 Do you have children who currently attend a school in the San Leandro Unified School District?

1	Yes	11%	*Skip to end*
2	No	84%	*Ask D2*
99	Prefer not to answer	6%	*Ask D2*

D2 Do you have children who previously attended a school in the San Leandro Unified School District when they were younger?

1	Yes	32%
2	No	63%
99	Prefer not to answer	5%

Those are all of the questions that I have for you. Thanks so much for participating in this important survey.

Post-Interview & Sample Items			
S1	Gender		
	1	Male	46%
	2	Female	50%
	3	Prefer not to answer	4%
S2	Party		
	1	Democrat	66%
	2	Republican	15%
	3	Other	4%
	4	DTS	14%
S3	Age on Voter File		
	1	18 to 29	7%
	2	30 to 39	9%
	3	40 to 49	13%
	4	50 to 64	31%
	5	65 or older	39%
	99	Not coded	0%
S4	Registration Date		
	1	2017 to 2009	55%
	2	2008 to 2005	13%
	3	2004 to 2001	8%
	4	Before 2001	24%
S5	Household Party Type		
	1	Single Dem	36%
	2	Dual Dem	21%
	3	Single Rep	6%
	4	Dual Rep	5%
	5	Single Other	11%
	6	Dual Other	2%
	7	Dem & Rep	4%

	8	Dem & Other	10%
	9	Rep & Other	3%
	0	Mixed (Dem + Rep + Other)	2%
S6	Homeowner on Voter File		
	1	Yes	68%
	2	No	32%
S7	Likely to Vote by Mail		
	1	Yes	82%
	2	No	18%
S8	Likely Mailed-Ballot Special Election Voter		
	1	Yes, natural	95%
	2	Yes, GOTV	5%
S9	Likely June 2017 Voter		
	1	Yes	39%
	2	No	61%
S10	Likely Nov 2017 Voter		
	1	Yes	52%
	2	No	48%
S11	Likely June 2018 Voter		
	1	Yes	69%
	2	No	31%