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	60%	29%	7%	2%	0%	1%
B	Preventing local tax increases	35%	24%	26%	14%	0%	0%
C	Maintaining local property values	35%	35%	22%	7%	1%	0%
D	Improving public safety	50%	33%	14%	2%	0%	0%
E	Reducing traffic congestion	27%	32%	34%	6%	1%	0%
F	Maintaining local streets and roads	39%	43%	17%	1%	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:

- Attract and retain highly qualified teachers and staff
- Fund high quality programs in math, science, technology, arts, and skilled trades that prepare students for success in college and careers
- Support school libraries
- And maintain manageable class sizes

Shall the San Leandro Unified School District levy a $95 parcel tax for a period of seven years, raising 1.8 (one-point-eight) million dollars annually to improve our local schools, with an exemption for seniors, independent citizen oversight, and no money for administrator salaries? 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	35%	*Skip to Q4*
2	Probably yes	26%	*Skip to Q4*
3	Probably no	11%	*Ask Q3*
4	Definitely no	21%	*Ask Q3*
98	Not sure	7%	*Ask Q3*
99	Prefer not to answer	0%	*Skip to Q4*

Q3 Is there a particular reason why you do not support or unsure about 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	32%
Taxes already too high	18%
Mentioned past ballot measure	10%
Need more information	8%
Not sure, no particular reason	8%
Improve quality of education	7%
Money will go to employees/union pensions, salaries	7%
Do not trust District	6%
No children in District	5%
Other ways to be funded, CA lottery	5%
Schools are okay as-is, no need for more money	3%
Do not support measures, increased debt	2%
Other higher priorities in community	1%
District has enough money	1%
Money should go to increasing teacher salaries	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 Q5.

	Ask in Order	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Prefer not to answer
A	$95	32%	23%	11%	25%	8%	0%
B	$85	34%	22%	11%	24%	8%	0%
C	$78	37%	20%	11%	24%	7%	1%

Q5 How about if the measure were structured at a lower flat rate of $64 annually per parcel, plus one cent per building square foot? This would raise 1.8 (one-point-eight) million dollars annually to improve local schools. Would you vote yes or no on the measure? *Get answer, then ask*: Is that definitely (yes/no) or probably (yes/no)?

1	Definitely yes	34%
2	Probably yes	20%
3	Probably no	12%
4	Definitely no	24%
98	Not sure	10%
99	Prefer not to answer	1%

Section 5: 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. Split Sample E1/E2 using odd/even clusters.	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Prefer not to answer
A	Attract and retain highly qualified teachers and staff	62%	20%	3%	7%	7%	2%
B	Maintain manageable class sizes	57%	22%	4%	6%	9%	2%
C	Provide high quality programs in math, science, and technology	66%	20%	2%	4%	6%	2%
D	Provide high quality art and music programs	54%	26%	5%	6%	8%	1%

E1	Provide reading and language programs	51%	24%	6%	6%	10%	3%
E2	Provide enhanced services and instruction to students who are English language learners	43%	24%	11%	11%	9%	2%
F	Keep textbooks and instructional materials up-to-date	57%	25%	4%	5%	7%	2%
G	Maintain funding for library services	46%	31%	6%	7%	8%	2%
H	Provide career technical training for students who want to learn a skilled trade	63%	23%	3%	4%	5%	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. Split Sample E1/E2 using odd/even clusters.	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.	52%	23%	12%	9%	2%	3%
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.	44%	31%	13%	5%	3%	3%
C	The measure will 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%	27%	16%	6%	3%	3%
D	No money from the measure will be used to pay for administrators' salaries. All of the money will be used to support classroom instruction.	42%	26%	15%	12%	1%	3%
E1	It's a fact that the State of California does <u>not</u> provide adequate funding for education. If we want our local schools to have high quality academic programs in math, science, technology, music and the arts, we need to support this measure.	36%	27%	20%	11%	2%	5%

E2	The State of California provides far less money per student for public education than most other states in the country. If we want our local schools to have high quality academic programs in math, science, technology, music and the arts, we need to support this measure.	39%	30%	22%	4%	4%	2%
F	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.	35%	35%	35%	35%	35%	35%
G	Academic standards are rising for what it takes to compete in the 21st century. This measure will ensure local students have access to the education, technology and teacher support they need to succeed in high school, college and careers.	39%	32%	15%	7%	3%	4%
H	This measure will ensure that students who plan to go to college are prepared to succeed, and those who don't plan to go to college receive the career training they need to compete for good paying jobs.	40%	32%	15%	7%	2%	3%

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:

- Attract and retain highly qualified teachers and staff
- Fund high quality programs in math, science, technology, arts, and skilled trades that prepare students for success in college and careers
- Support school libraries
- And maintain manageable class sizes

Shall the San Leandro Unified School District levy a $95 parcel tax for a period of seven years, raising 1.8 (one-point-eight) million dollars annually to improve our local schools, with an exemption for seniors, independent citizen oversight, and no money for administrator salaries?

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	25%
3	Probably no	11%
4	Definitely no	23%
98	Not sure	4%
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	The school district passed a 104-million-dollar bond a couple of years ago which will take property owners 30 years to pay off. Now they want more money? That's not fair to taxpayers.	43%	29%	18%	4%	4%	2%
B	People are having a hard time making ends meet with the high cost of living – especially those on fixed incomes. Now is NOT the time to be raising taxes.	36%	30%	23%	4%	4%	3%
C	The Federal Tax Reform bill that was recently signed into law caps the total State income and property tax deductions at 10 thousand dollars per year. This means many property owners in our area will have to pay more federal income tax starting next year.	26%	34%	23%	5%	8%	4%
D	The State raised the gas tax late last year, and there will be a bunch of new taxes proposed this November. Enough is enough. We can't keep raising our taxes.	33%	30%	26%	5%	4%	3%

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:

- Attract and retain highly qualified teachers and staff
- Fund high quality programs in math, science, technology, arts, and skilled trades that prepare students for success in college and careers
- Support school libraries
- And maintain manageable class sizes

Shall the San Leandro Unified School District levy a $95 parcel tax for a period of seven years, raising 1.8 (one-point-eight) million dollars annually to improve our local schools, with an exemption for seniors, independent citizen oversight, and no money for administrator salaries?

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	34%
2	Probably yes	24%
3	Probably no	11%
4	Definitely no	23%
98	Not sure	7%
99	Prefer not to answer	0%

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	21%
2	No	72%
99	Prefer not to answer	7%

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

1	Yes	38%
2	No	57%
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	48%
	2	Female	48%
	3	Prefer not to answer	4%
S2	Party		
	1	Democrat	65%
	2	Republican	12%
	3	Other	3%
	4	DTS	19%
S3	Age on Voter File		
	1	18 to 29	8%
	2	30 to 39	14%
	3	40 to 49	15%
	4	50 to 64	31%
	5	65 or older	31%
	99	Not Coded	0%
S4	Registration Date		
	1	2018 to 2016	34%
	2	2015 to 2010	23%
	3	2009 to 2004	21%
	4	Before 2004	21%

S5	Household Party Type		
	1	Single Dem	36%
	2	Dual Dem	20%
	3	Single Rep	5%
	4	Dual Rep	3%
	5	Single Other	14%
	6	Dual Other	2%
	7	Dem & Rep	4%
	8	Dem & Other	10%
	9	Rep & Other	4%
	0	Mixed (Dem + Rep + Other)	2%
S6	Homeowner on Voter File		
	1	Yes	64%
	2	No	36%
S7	Likely to Vote by Mail		
	1	Yes	61%
	2	No	39%
S8	Likely June 2018 Voter		
	1	Yes	47%
	2	No	53%
S9	Likely Nov 2018 Voter		
	1	Yes, natural	95%
	2	Yes, GOTV	5%
S10	Likely Nov 2019 Voter		
	1	Yes	35%
	2	No	65%

S11	Likely Mailed-Ballot Special Election Voter		
	1	Yes	55%
	2	No	45%