



LOS ANGELES UNIFIED SCHOOL DISTRICT ISSUES SURVEY
220-4949-WT
N=1493
LIKELY NOVEMBER 2018
MARGIN OF SAMPLING ERROR ±2.8% (95% CONFIDENCE INTERVAL)
CONSULTANT INTERVIEW DRAFT. NOT FOR PUBLICATION. CA GOVT CODE 6254.

Hello, I'm from _____, a public opinion research firm. We are not telemarketers trying to sell you anything nor will we ask for a donation. We are conducting a public opinion survey about issues that concern people in your area. May I please speak with _____? **(MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED--OTHERWISE TERMINATE.) (IF RESPONDENT REPLIES IN SPANISH, OR DESIRES TO SPEAK IN SPANISH, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO A BILINGUAL INTERVIEWER.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely?

Yes, cell and can talk safely-----46%
 Yes, cell and cannot talk safely----- **TERMINATE**
 No, not on cell-----54%
(DON'T READ) DK/NA/REFUSED----- TERMINATE

1. OK let's begin. First, do you think things in _____ **(READ ITEMS FROM LIST)** are generally headed in the right direction, or do you feel things have gotten off on the wrong track?

	<u>RIGHT</u> <u>DIRECTION</u>	<u>WRONG</u> <u>TRACK</u>	<u>(DK/</u> <u>NA)</u>
(DO NOT ROTATE)			
[]a. The State of California -----	53%	35%	12%
[]b. Your local schools -----	24%	46%	30%

2. **(T)** Overall, do you feel that the Los Angeles Unified School District, or LAUSD, is doing an excellent job, a good job, only a fair job or a poor job?

EXCELLENT/GOOD -----21%
 Excellent----- 2%
 Good ----- 19%

ONLY FAIR/POOR -----65%
 Only fair-----37%
 Poor -----28%

(DON'T READ) DK/NA/REFUSED----- 14%

3. Generally speaking, would you say that LAUSD schools have a great need for additional funding, some need, a little need, or no real need for additional funding? **(RECORD, THEN ASK:)** “What about the public schools in your local neighborhood? Would you say that they have a great need for additional funding, some need, a little need, or no real need for additional funding?”

	<u>GREAT NEED</u>	<u>SOME NEED</u>	<u>LITTLE NEED</u>	<u>NO RL NEED</u>	<u>(DK/NA)</u>	<u>GREAT /SOME</u>	<u>LITTLE /NO RL</u>
(DO NOT ROTATE)							
a. (T) LAUSD schools -----	55%	17%	6%	14%	8%	73%	19%
b. (T) The public schools in your local neighborhood-----	44%	24%	7%	13%	13%	68%	19%

(ASK SPLIT SAMPLE A ONLY)

4. Next, I’d like to ask you about a measure that could appear on an upcoming ballot. The measure may be titled the **LOS ANGELES UNIFIED SCHOOL DISTRICT NEIGHBORHOOD SCHOOLS SAFETY AND UPGRADE MEASURE** that may read as follows:

“To improve schools including:

- Upgrading deteriorating school buildings/classrooms/bathrooms, fire/earthquake safety, emergency communication systems;
- Expanding/upgrading vocational/career/early childhood education classrooms, instructional technology, science/engineering labs;

Shall Los Angeles Unified School District issue nine point eight billion dollars in bonds at legal interest rates with estimated five hundred and four million dollar average repayment amount raised annually for approximately 35 years, projected average tax rate of **(SPLIT SAMPLE C: 3.4 cents per 100 dollars) (SPLIT SAMPLE D: 34 dollars per one hundred thousand dollars)** of assessed valuation, requiring audits, all funds for local schools?”

If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure? **(IF YES/NO, ASK):** "Is that definitely **(YES/NO)** or just probably **(YES/NO)?**" **(IF UNDECIDED, ASK:)** Well, do you lean towards voting yes or no?

	<u>SPLIT C: 3.4C PER \$100</u>	<u>SPLIT D: \$34 PER \$100K</u>	<u>TOTAL</u>
TOTAL YES -----	61%	58%	59%
Definitely yes -----	34%	34%	34%
Probably yes-----	19%	17%	18%
Undecided, lean yes-----	8%	7%	7%
TOTAL NO -----	32%	36%	34%
Undecided, lean no-----	3%	1%	2%
Probably no-----	5%	8%	7%
Definitely no -----	24%	26%	25%
(DON'T READ) DK/NA -----	7%	6%	6%

(ASK SPLIT SAMPLE A ONLY)

5. What if the LAUSD ballot measure that I just described to you was for _____ instead of 9.8 billion dollars? **(READ EACH, RECORD)** If that were the case, would you vote yes in favor of it, or no to oppose it? **(IF YES/NO, ASK:)** “Is that definitely **(YES/NO)** or just probably?” **(IF UNDECIDED, ASK:)** Well, do you lean towards voting yes or no?

		UND, UND,										
		DEF	PROB	LEAN	LEAN	PROB	DEF	(DK/		TOT	TOT	
		YES	YES	YES	NO	NO	NO	NA)		YES	NO	
a.	Six point five billion dollars -----	34%	15%	7%	3%	5%	27%	8%		56%	36%	
b.	Five billion dollars -----	31%	15%	10%	2%	6%	28%	8%		55%	37%	

(ASK SPLIT SAMPLE AC ONLY)

6. Suppose the measure I just described resulted in an estimated annual property tax rate of _____ **(READ EACH, RECORD)** per every 100 dollars of assessed property valuation—which is based on the amount your house is valued at for property taxes, not the current market value of your house. In that case, would you vote yes in favor of it or no to oppose it? **(IF YES/NO, ASK:)** “Is that definitely **YES/NO** or probably **YES/NO?**”) **(IF UNDECIDED, ASK:)** “Well, do you lean towards voting yes or no?”)

		UND, UND,										
		DEF	PROB	LEAN	LEAN	PROB	DEF	(DK/		TOT	TOT	
		YES	YES	YES	NO	NO	NO	NA)		YES	NO	
a.	3.4 cents -----	21%	22%	5%	1%	13%	25%	12%		49%	39%	
b.	2.5 cents -----	26%	21%	3%	2%	10%	26%	12%		50%	38%	
c.	1.9 cents -----	31%	19%	4%	1%	9%	26%	9%		55%	36%	

(DO NOT ROTATE)

(ASK SPLIT SAMPLE AD ONLY)

7. Suppose the measure I just described resulted in an annual property tax of _____ **(READ EACH, RECORD)** per every 100 thousand dollars of assessed property valuation—which is based on the amount your house is valued at for property taxes, not the current market value of your house. In that case, would you vote yes in favor of it or no to oppose it? **(IF YES/NO, ASK:)** “Is that definitely **YES/NO** or probably **YES/NO?**”) **(IF UNDECIDED, ASK:)** “Well, do you lean towards voting yes or no?”)

		UND, UND,										
		DEF	PROB	LEAN	LEAN	PROB	DEF	(DK/		TOT	TOT	
		YES	YES	YES	NO	NO	NO	NA)		YES	NO	
a.	34 dollars -----	27%	22%	2%	1%	8%	31%	9%		51%	40%	
b.	25 dollars -----	31%	20%	2%	1%	8%	30%	8%		53%	39%	
c.	19 dollars -----	37%	17%	2%	1%	9%	28%	7%		56%	37%	

(DO NOT ROTATE)

(ASK SPLIT SAMPLE B ONLY)

8. Next, I'd like to ask you about a measure that could appear on an upcoming ballot. The measure may be titled the **LOS ANGELES UNIFIED SCHOOL DISTRICT COLLEGE/CAREER READINESS 21st CENTURY LEARNERS MEASURE** and read as follows:

“To better prepare students for college/career by:

- Improving education in science, technology, engineering, math, vocational/career education
- Restoring arts/music programs, guidance counselors, school nurses, life skills instruction
- Increasing teacher training/salaries
- Improving support for homeless/disadvantaged students

Shall Los Angeles Unified School District levy (**SPLIT SAMPLE C: 500 dollars per parcel annually**) (**SPLIT SAMPLE D: 15 cents per square foot of improved property**), providing approximately 470 million dollars annually until ended by voters, requiring audits, oversight, all funds used for local schools?”

If the election were held today, would you vote yes in favor of it or no to oppose this ballot measure? **(IF YES/NO, ASK: “Is that definitely YES/NO or just probably YES/NO?”)** **(IF UNDECIDED, ASK: Well, do you lean towards voting yes or no?)**

	SPLIT C:	SPLIT D:	
	<u>\$500 PER PARCEL</u>	<u>15C PER SQ FT</u>	<u>TOTAL</u>
TOTAL YES -----	63% -----	69% -----	66% -----
Definitely yes -----	41 % -----	48 % -----	44 % -----
Probably yes -----	20 % -----	16 % -----	18 % -----
Undecided, lean yes -----	2 % -----	6 % -----	4 % -----
 TOTAL NO -----	 33% -----	 27% -----	 30% -----
Undecided, lean no -----	2 % -----	2 % -----	2 % -----
Probably no -----	8 % -----	6 % -----	7 % -----
Definitely no -----	23 % -----	19 % -----	21 % -----
 (DON'T READ) DK/NA -----	 5% -----	 4% -----	 4% -----

(ASK SPLIT SAMPLE BC ONLY)

9. What if the LAUSD ballot measure that I just described to you was for _____, instead of 500 dollars per parcel per year providing approximately 470 million dollars annually? **(READ EACH, RECORD)** If that were the case, would you vote yes in favor of it, or no to oppose it? **(IF YES/NO, ASK: “Is that definitely YES/NO or just probably?”)** **(IF UNDECIDED, ASK: Well, do you lean towards voting yes or no?)**

	DEF	PROB	UND, UNL	UND, UNL	PROB	DEF	(DK/	TOT	TOT
	<u>YES</u>	<u>YES</u>	<u>YES</u>	<u>NO</u>	<u>NO</u>	<u>NO</u>	<u>NA)</u>	<u>YES</u>	<u>NO</u>
(DO NOT ROTATE)									
a. 350 dollars providing approximately 330 million dollars annually -----	38 %	16 %	5 %	2 %	6 %	25 %	8 %	59 %	34 %
b. 250 dollars providing approximately 235 million dollars annually -----	38 %	16 %	5 %	1 %	4 %	28 %	9 %	58 %	33 %

(ASK SPLIT SAMPLE BD ONLY)

10. What if the LAUSD ballot measure that I just described to you was for _____, instead of 15 cents per square foot of improved property per year providing approximately 470 million dollars annually? **(READ EACH, RECORD)** If that were the case, would you vote yes in favor of it, or no to oppose it? **(IF YES/NO, ASK: “Is that definitely YES/NO or just probably?”)** **(IF UNDECIDED, ASK: “Well, do you lean towards voting yes or no?”)**

	<u>DEF</u> <u>YES</u>	<u>PROB</u> <u>YES</u>	<u>UND, LEAN</u> <u>YES</u>	<u>UND, LEAN</u> <u>NO</u>	<u>PROB</u> <u>NO</u>	<u>DEF</u> <u>NO</u>	<u>(DK/</u> <u>NA)</u>	<u>TOT</u> <u>YES</u>	<u>TOT</u> <u>NO</u>
(DO NOT ROTATE)									
a. 10 cents providing approximately 330 million dollars annually	39%	18%	5%	2%	6%	22%	8%	62%	30%
b. 7 cents providing approximately 235 million dollars annually	36%	16%	6%	3%	8%	26%	7%	57%	36%

(RESUME ASKING ALL RESPONDENTS)

11. Now I would like to share with you some statements about your community and local neighborhood schools. Please tell me if you think each of the following statements is accurate or inaccurate. **(IF ACCURATE/INACCURATE, ASK: “Is that very (ACCURATE/INACCURATE) or only somewhat?”)** **(RANDOMIZE)**

	<u>VERY</u> <u>ACC</u>	<u>SMWT</u> <u>ACC</u>	<u>SMWT</u> <u>INACC</u>	<u>VERY</u> <u>INACC</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>	<u>TOTAL</u> <u>ACC</u>	<u>TOTAL</u> <u>INACC</u>
[]a. LAUSD uses its money and resources efficiently	4%	18%	20%	37%	20%	23%	57%
[]b. Our local schools are a safe place for students	10%	36%	22%	19%	13%	46%	42%
[]c. The leadership of LAUSD is stable and headed in the right direction	6%	20%	22%	29%	23%	26%	51%
[]d. Despite all the problems at LAUSD, it is still important to invest in our neighborhood schools	68%	17%	4%	7%	4%	85%	11%
[]e. Local charter schools provide a quality alternative to LAUSD schools	24%	28%	14%	16%	17%	53%	30%

(ASK SPLIT SAMPLE A ONLY)

[]f. Many local school classrooms are aging and in need of repair

	45%	27%	7%	4%	17%	71%	12%
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(ASK SPLIT SAMPLE C ONLY)

[]g. The recently-passed federal tax law will increase the amount you pay in taxes

	28%	19%	14%	13%	27%	47%	27%
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[]h. LAUSD has built many new schools in recent years

	15%	16%	17%	15%	37%	31%	32%
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	<u>VERY ACC</u>	<u>SMWT ACC</u>	<u>SMWT INACC</u>	<u>VERY INACC</u>	<u>(DON'T READ) DK/NA</u>	<u>TOTAL ACC</u>	<u>TOTAL INACC</u>
(ASK SPLIT SAMPLE D ONLY)							
[]i. The recently-passed federal tax law makes you less likely to support ballot measures that increase local property taxes -----	19%	23%	17%	23%	19%	41%	40%
[]j. LAUSD has upgraded and repaired many older schools in recent years-----	10%	25%	14%	13%	38%	35%	27%

(RESUME ASKING ALL RESPONDENTS)

12. Now I'd like to return to the local school ballot measure we were discussing earlier. I am going to read you a list of projects and features that might be included in this school measure. After I read each one, please tell me how important it is to you that each project or feature be included: extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DON'T READ) DK/NA</u>	<u>EXT/VERY IMP</u>
[]a. Providing competitive 21st century learning at schools -----	43%	35%	14%	5%	3%	78%
[]b. Requiring annual audits and citizens' oversight -----	37%	34%	19%	6%	4%	71%
[]c. Requiring all money used for local neighborhood schools-----	34%	34%	17%	8%	7%	68%

(ASK SPLIT SAMPLE A ONLY)

[]d. Upgrading deteriorating school buildings, classrooms and bathrooms -----	39%	34%	18%	6%	3%	73%
[]e. Improving school safety and security -----	45%	31%	16%	6%	2%	76%
[]f. Improving school fire safety-----	33%	33%	22%	8%	3%	67%
[]g. Upgrading earthquake safety -----	38%	34%	19%	6%	2%	72%
[]h. Updating school technology -----	36%	35%	20%	6%	3%	72%
[]i. Expanding and upgrading vocational and career education classrooms -----	38%	35%	19%	6%	2%	73%
[]j. Building new and upgrading early childhood education classrooms -----	34%	29%	22%	12%	3%	63%
[]k. Creating and expanding outdoor learning spaces and school playgrounds-----	27%	30%	25%	15%	3%	57%
[]l. Providing all students with access to instructional technology and computing devices -----	38%	32%	18%	10%	2%	70%
[]m. Requiring no tax rate increase -----	29%	17%	21%	26%	6%	46%
[]n. Building new school and community wellness clinics -----	25%	25%	26%	20%	4%	50%
[]o. Upgrading and expanding classrooms and labs for science, engineering, and technology education -----	44%	36%	12%	5%	3%	80%

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>(DON'T</u>	<u>EXT/</u>
	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>TOO</u>	<u>READ)</u>	<u>VERY</u>
				<u>IMP</u>	<u>DK/NA</u>	<u>IMP</u>
(ASK SPLIT SAMPLE A CON'T)						
[]p. Upgrading disabled accessibility-----	33%	30%	24%	10%	4%	63%
[]q. Upgrading and replacing leaky roofs and broken heating and air conditioning systems-----	47%	36%	11%	4%	2%	83%
[]r. Making schools more energy efficient-----	28%	34%	24%	13%	2%	62%
[]s. Removing deteriorating portable classrooms-----	31%	35%	20%	10%	5%	66%
[]t. Constructing parking lots for teachers and school staff-----	10%	20%	35%	30%	4%	31%
[]u. Providing funding for charter schools-----	17%	19%	23%	33%	8%	37%
(ASK SPLIT SAMPLE B ONLY)						
[]v. Retaining and attracting quality teachers-----	51%	39%	6%	2%	1%	91%
[]w. Improving education in science, technology, engineering, and math-----	49%	40%	8%	2%	1%	89%
[]x. Improving vocational and career education-----	38%	45%	13%	2%	1%	83%
[]y. Increasing arts and music programs-----	40%	38%	16%	5%	1%	78%
[]z. Restoring school nurses-----	29%	38%	23%	6%	3%	67%
[]aa. Restoring instruction in life skills-----	35%	40%	18%	5%	2%	75%
[]bb. Improving supports for homeless and disadvantaged students-----	39%	39%	14%	6%	2%	78%
[]cc. Fulfilling commitments to retired teachers and staff-----	27%	40%	21%	9%	3%	67%
[]dd. Increasing funding to keep schools clean and well-maintained-----	32%	41%	18%	7%	1%	73%
[]ee. Hiring additional teachers-----	33%	38%	18%	7%	4%	71%
[]ff. Lowering class sizes-----	34%	32%	23%	7%	3%	66%
[]gg. Expanding after-school programs-----	28%	40%	22%	8%	2%	68%
[]hh. Restoring guidance counselors-----	29%	41%	20%	7%	3%	70%
[]ii. Providing adequate instructional materials and classroom supplies-----	46%	39%	12%	3%	1%	85%
[]jj. Increasing teacher salaries-----	33%	35%	19%	10%	3%	68%
[]kk. Increasing early childhood education programs-----	35%	34%	19%	9%	2%	69%
[]ll. Increasing family and community supports, such as connecting students to mental health care, vision care, and nutritious meals-----	39%	38%	13%	8%	2%	77%
[]mm. Increasing special education services-----	35%	38%	17%	9%	2%	73%
[]nn. Providing breakfast and/or lunch for children who do not have access to food at home-----	46%	31%	14%	9%	1%	77%
[]oo. Increasing job training and apprenticeship opportunities for high school students-----	43%	38%	13%	3%	2%	82%
[]pp. Requiring a tax exemption for low-income seniors-----	27%	34%	19%	12%	7%	61%

(RESUME ASKING ALL RESPONDENTS)

13. Next, I'm going to read some statements made by people who support the LAUSD ballot measure we have been discussing. After you hear each statement, please tell me whether you find it a very convincing, somewhat convincing, or a not too convincing reason to vote Yes on the measure. If you do not believe the statement or if it has no effect on your thinking one way or the other, you can tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT TOO CONV</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>NO OPIN/DK/NA</u>	<u>VERY/SMWT</u>
[]a. (ACCOUNTABILITY) This measure is subject to strict accountability requirements, including ensuring that every dollar will be used for local neighborhood schools and cannot be taken by the state or federal government. The funding from this measure will have public oversight and the District will be required to have independent annual audits to help ensure that all dollars are spent as promised.	41%	28%	10%	14%	5%	3%	69%

(SPLIT SAMPLE A ONLY)

[]b. (UPGRADES) The average LAUSD school is over fifty years old, and many need basic health, safety and technology improvements. Funds will be used to replace leaky roofs and deteriorating restrooms and plumbing, improve handicapped accessibility, ensure water fountains have clean drinking water, replace outdated electrical and air-conditioning systems and upgrade security and fire safety systems so students can learn in safe, healthy classrooms.	46%	30%	9%	8%	6%	2%	75%
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[]c. (SAFETY) Many LAUSD schools have outdated safety features, including aging fire prevention, earthquake safety and inadequate emergency communications systems, fencing and lighting. This measure will allow our school to make needed upgrades that will help to keep our children safe.	34%	34%	13%	10%	6%	3%	68%
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	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT TOO CONV</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>NO OPIN/ DK/NA</u>	<u>VERY/ SMWT</u>
(SPLIT SAMPLE A CON'T)							
[]d. (PROPERTY VALUES - BOND) Improving neighborhood schools strengthens local property values, and makes our community a more desirable place to live, do business and raise a family. And investing in necessary repairs and upgrades now makes more sense than waiting for the problems to get worse and more expensive. -----	37%	32%	14%	8%	8%	2%	69%
[]e. (CLASSROOM TECHNOLOGY) This measure will ensure that all students have access to computers and instructional technology to promote an education with a strong foundation in math, science, and technology. It will fix outdated electrical wiring, improve science and engineering labs and enhance Internet access. These investments will ensure our students will have a better opportunity to compete for twenty-first century careers.-----	40%	31%	11%	10%	6%	2%	71%
[]f. (ECONOMIC STIMULUS) In addition to helping to provide quality education and job training for local students, this measure will pump hundreds of millions of dollars into our local economy, create new local construction jobs and help stimulate our economy. -----	22%	32%	20%	17%	7%	2%	54%
[]g. (CHARTER) This ballot measure would benefit all types of local publicly-funded schools, including both traditional neighborhood schools run by LAUSD and charter schools. -----	19%	27%	24%	14%	11%	5%	47%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT TOO CONV</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>NO OPIN/DK/NA</u>	<u>VERY/SMWT</u>
(SPLIT SAMPLE B ONLY)							
[]h. (MAKING STUDENTS COMPETITIVE) The key to a strong economy is a well-educated workforce. By passing this measure and offering quality academic programs, particularly in math, science, technology and English, we will provide students with the quality education they need to compete with students from other high-performing schools to get into colleges and get hired in this competitive economy. -----	45%	30%	12%	9%	3%	2%	75%
[]i. (GENERAL SKILL PREPARATION) This measure will restore funding for the vocational, career education and basic life skills that our students need. It provides quality job training opportunities that will allow students who choose not to go to college to acquire real-world skills and compete for a job when they graduate. -----	43%	32%	10%	10%	3%	2%	76%
[]j. (BASICS) Some of our local, neighborhood schools struggle to provide the basics of a good education. Too many children in LA Unified classrooms lack adequate supplies, including books and other essential learning materials. This measure will provide the standard level of education that our children need and deserve. -----	37%	33%	13%	10%	3%	3%	70%
[]k. (ARTS/MUSIC) Our students deserve a well-rounded education that includes arts and music classes, but due to a lack of funding from the State, many of those programs have been limited. This measure will help increase funding to these vital programs. -----	39%	33%	14%	8%	4%	2%	72%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT TOO CONV</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>NO OPIN/ DK/NA</u>	<u>VERY/ SMWT</u>
(SPLIT SAMPLE B CON'T)							
[]l. (HIRING TEACHERS/TEACHER SALARIES) One of the most important things we can do for our students is to help neighborhood schools retain and attract quality teachers, guidance counselors, school nurses and other important support staff. This measure will fund training to improve the skills of current teachers and higher salaries to retain and attract quality teachers and staff to our local schools. -----	40%	33%	12%	8%	4%	3%	73%
[]m. (PREVENT CUTS) This measure is needed to prevent deep cuts to our local neighborhood schools. Without additional funding, the District may have to lay off teachers and essential school staff, have larger class sizes, close early childhood education programs and school libraries, and cut arts, music and physical education programs. -----	38%	24%	13%	17%	3%	5%	62%

(ASK SPLIT SAMPLE A ONLY)

14. Now that you have heard more information, let me ask you again about the **LOS ANGELES UNIFIED SCHOOL DISTRICT SAFETY AND UPGRADE MEASURE** which may read as follows:

“To improve schools including:

- Upgrading deteriorating school buildings/classrooms/bathrooms, fire/earthquake safety, emergency communication systems;
- Expanding/upgrading vocational/career/early childhood education classrooms, instructional technology, science/engineering labs;

Shall Los Angeles Unified School District issue nine point eight billion dollars in bonds at legal interest rates with estimated five hundred and four million dollar average repayment amount raised annually for approximately 35 years, projected average tax rate of **(SPLIT SAMPLE C: 3.4 cents per 100 dollars) (SPLIT SAMPLE D: 34 dollars per one hundred thousand dollars)** of assessed valuation, requiring audits, all funds for local schools?”

If the election were held today, would you vote yes in favor of this Los Angeles Unified School District ballot measure or no to oppose it? **(IF YES/NO ASK):** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED, ASK:)** Well, do you lean towards voting yes or no?

	SPLIT C: <u>3.4C PER \$100</u>	SPLIT D: <u>\$34 PER \$100K</u>	<u>TOTAL</u>
TOTAL YES -----	63% -----	56% -----	60% -----
Definitely yes -----	35% -----	37% -----	36% -----
Probably yes -----	19% -----	13% -----	16% -----
Undecided, lean yes -----	8% -----	7% -----	7% -----
 TOTAL NO -----	 33% -----	 35% -----	 34% -----
Undecided, lean no -----	1% -----	1% -----	1% -----
Probably no -----	8% -----	5% -----	6% -----
Definitely no -----	24% -----	29% -----	26% -----
 (DON'T READ) DK/NA -----	 4% -----	 9% -----	 6% -----

(ASK SPLIT SAMPLE B ONLY)

15. Now that you have heard more information, let me ask you again about the **LOS ANGELES UNIFIED SCHOOL DISTRICT COLLEGE/CAREER READINESS MEASURE** which may read as follows:

“To better prepare students for college/career by:

- Improving education in science, technology, engineering, math, vocational/career education
- Restoring arts/music programs, guidance counselors, school nurses, life skills instruction
- Increasing teacher training/salaries
- Improving support for homeless/disadvantaged students

Shall Los Angeles Unified School District levy (**SPLIT SAMPLE C: 500 dollars per parcel annually**) (**SPLIT SAMPLE D: 15 cents per square foot of improved property**), providing approximately 470 million dollars annually until ended by voters, requiring audits, oversight, all funds used for local schools?”

If the election were held today, would you vote yes in favor of this Los Angeles Unified School District ballot measure or no to oppose it? **(IF YES/NO ASK): "Is that definitely (YES/NO) or just probably (YES/NO)?" (IF UNDECIDED, ASK:)** Well, do you lean towards voting yes or no?

	SPLIT C:	SPLIT D:	
	<u>\$500 PER PARCEL</u>	<u>15C PER SQ FT</u>	<u>TOTAL</u>
TOTAL YES -----	62%	70%	66%
Definitely yes -----	45 %	50 %	48 %
Probably yes -----	14 %	13 %	14 %
Undecided, lean yes -----	3 %	6 %	4 %
 TOTAL NO -----	 33%	 30%	 31%
Undecided, lean no -----	1 %	2 %	1 %
Probably no -----	5 %	7 %	6 %
Definitely no -----	27 %	21 %	24 %
 (DON'T READ) DK/NA -----	 5%	 1%	 3%

(RESUME ASKING ALL RESPONDENTS)

16. Next, I'm going to read some statements from people who oppose the LAUSD ballot measure we have been discussing. After you hear each statement, please tell me whether you find it a very convincing, somewhat convincing, or a not too convincing reason to vote No on the measure. If you do not believe the statement or if it has no effect on your thinking one way or the other, you can tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT TOO CONV</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>NO OPIN/DK/NA</u>	<u>VERY/SMWT</u>
[] a. (TOO MANY TAXES) We are already paying for previous school bonds and last election, voters approved a statewide school bond and two local sales tax increases. Now the gas tax is going up again and this ballot measure comes at the same time that voters are going to be asked to support other new taxes for education, affordable housing, and clean water. We simply cannot yet afford another tax increase. -----	38%	24%	19%	9%	6%	3%	62%
[] b. (NO NEED) Nearly ten years ago voters handed the District seven billion dollars in taxes to upgrade schools, they have only spent a fraction of the money. They still have six billion dollars left to spend. They should spend more of the money they already have before asking taxpayers for more. -----	49%	22%	11%	9%	3%	5%	71%

(SPLIT SAMPLE C ONLY)

[] c. (FEDERAL TAX LAW) The new federal tax law is going to hit especially hard for homeowners in the Los Angeles area and this measure is going to make it worse. It is simply not the time to add more property taxes. -----	33%	24%	22%	10%	7%	3%	57%
--	-----	-----	-----	-----	----	----	-----

(SPLIT SAMPLE D ONLY)

[] d. (SUPERINTENDENT) LAUSD's superintendent is retiring and the District is searching for <i>another</i> new full-time superintendent. The District will have had 6 superintendents in the last 11 years. The District should not be asking us for money until they get their own leadership stabilized. -----	31%	22%	26%	7%	10%	5%	53%
--	-----	-----	-----	----	-----	----	-----

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT TOO CONV</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>NO OPIN/ DK/NA</u>	<u>VERY/ SMWT</u>
(SPLIT SAMPLE A ONLY)							
[]e. (NO TRUST) LAUSD has not earned the trust to ask for more taxpayer dollars. The last time we voted for a tax increase to fix schools, they turned around and used it on iPads. -----	38%	22%	21%	8%	6%	5%	60%
(SPLIT SAMPLE B ONLY)							
[]f. (PENSIONS) The real reason for this measure is to pay for gold-plated pensions and health care benefits for retirees. Very little of the funding will actually be used to improve our local schools. -----	21%	19%	28%	23%	3%	6%	40%

(ASK SPLIT SAMPLE A ONLY)

17. Sometimes over the course of a survey like this, people change their minds, so I would like to ask you one last time about the **LOS ANGELES UNIFIED SCHOOL DISTRICT SAFETY AND UPGRADE MEASURE** which may read as follows:

“To improve schools including:

- Upgrading deteriorating school buildings/classrooms/bathrooms, fire/earthquake safety, emergency communication systems;
- Expanding/upgrading vocational/career/early childhood education classrooms, instructional technology, science/engineering labs;

Shall Los Angeles Unified School District issue nine point eight billion dollars in bonds at legal interest rates with estimated five hundred and four million dollar average repayment amount raised annually for approximately 35 years, projected average tax rate of **(SPLIT SAMPLE C: 3.4 cents per 100 dollars) (SPLIT SAMPLE D: 34 dollars per one hundred thousand dollars)** of assessed valuation, requiring audits, all funds for local schools?”

If the election were held today, would you vote yes in favor of this Los Angeles Unified School District ballot measure or no to oppose it? **(IF YES/NO ASK): "Is that definitely (YES/NO) or just probably (YES/NO)?" (IF UNDECIDED, ASK:) Well, do you lean towards voting yes or no?**

	SPLIT C:	SPLIT D:	
	<u>3.4C PER \$100</u>	<u>\$34 PER \$100K</u>	<u>TOTAL</u>
TOTAL YES -----	51%	46%	48%
Definitely yes -----	29%	29%	29%
Probably yes-----	15%	10%	13%
Undecided, lean yes-----	7%	6%	7%
 TOTAL NO -----	 43%	 43%	 43%
Undecided, lean no-----	3%	3%	3%
Probably no-----	11%	9%	10%
Definitely no -----	29%	31%	30%
 (DON'T READ) DK/NA -----	 6%	 11%	 8%

(ASK SPLIT SAMPLE B ONLY)

18. Sometimes over the course of a survey like this, people change their minds, so I would like to ask you one last time about the **LOS ANGELES UNIFIED SCHOOL DISTRICT COLLEGE/CAREER READINESS MEASURE** which may read as follows:

“To better prepare students for college/career by:

- Improving education in science, technology, engineering, math, vocational/career education
- Restoring arts/music programs, guidance counselors, school nurses, life skills instruction
- Increasing teacher training/salaries
- Improving support for homeless/disadvantaged students

Shall Los Angeles Unified School District levy (**SPLIT SAMPLE C: 500 dollars per parcel annually**) (**SPLIT SAMPLE D: 15 cents per square foot of improved property**), providing approximately 470 million dollars annually until ended by voters, requiring audits, oversight, all funds used for local schools?”

If the election were held today, would you vote yes in favor of this Los Angeles Unified School District ballot measure or no to oppose it? **(IF YES/NO ASK):** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED, ASK:)** Well, do you lean towards voting yes or no?

	SPLIT C:	SPLIT D:	
	\$500 PER PARCEL	15C PER SQ FT	TOTAL
TOTAL YES -----	57% -----	63% -----	60% -----
Definitely yes -----	36% -----	44% -----	40% -----
Probably yes -----	17% -----	15% -----	16% -----
Undecided, lean yes -----	4% -----	4% -----	4% -----
 TOTAL NO -----	 37% -----	 35% -----	 36% -----
Undecided, lean no -----	2% -----	3% -----	2% -----
Probably no -----	7% -----	6% -----	6% -----
Definitely no -----	28% -----	26% -----	27% -----
 (DON'T READ) DK/NA -----	 6% -----	 2% -----	 4% -----

(ASK SPLIT SAMPLE B ONLY)

19. The ballot measure you have been considering would be in effect until voters decided to end it. What if the measure was in effect for five years and was required to end at that time? If that were the case, would you vote yes in favor of this ballot measure or no to oppose it? **(IF YES/NO ASK):** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED, ASK:)** "Do you lean towards voting yes or no?"

TOTAL YES-----**56%**
 Definitely yes-----30%
 Probably yes-----22%
 Undecided, lean yes-----3%

TOTAL NO-----**39%**
 Undecided, lean no-----1%
 Probably no-----11%
 Definitely no-----26%

(DON'T READ) DK/NA-----5%

(RESUME ASKING ALL RESPONDENTS)

MY LAST FEW QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY.

20. Some people vote in every election and some people do not. I am going to read you a list of some different elections that are coming up in the next few years. For each one, please use a scale of one to ten to tell me how important you think it is to vote in that election, with one meaning "not at all important" and ten meaning "extremely important." Remember, you can use any number between one and ten. **(RANDOMIZE)**

		NOT AT ALL IMPORTANT										EXTREMELY IMPORTANT							
		<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>(DK)</u>						
[]	a. United States Senate	9.4	-----	1%	--	0%	-0%	0%	-2%	-1%	--	2%	7%	----	4%	--	80%	----	1%
[]	b. Governor of California	9.5	-----	2%	--	0%	-0%	0%	-1%	-1%	--	2%	4%	----	5%	--	83%	----	1%
[]	c. President of the United States	9.6	-----	2%	--	0%	-0%	0%	-1%	-1%	--	1%	2%	----	3%	--	88%	----	1%

21. **(T)** Do you have children? **(IF YES, ASK:)** "Do you have any children under the age of 19 living at home?"

Yes, children under 19 at home ----- **(ASK Q22)**--23%
 Yes, no children under 19 at home **(SKIP TO Q23)**--23%
 No, no children----- **(SKIP TO Q23)**--49%
(DON'T READ) DK/Refused----- **(SKIP TO Q23)**--5%

(ASK Q22 IF CODE 1 IN Q21)

22. **(T)** Please tell me if one or more of your children **(READ ALL SIX; MULTIPLE RESPONSE OKAY)**

- a. Attends an LAUSD school ----- 38%
- b. Attends a charter school ----- 20%
- c. Attends a public school in another district ----- 9%
- d. Attends a private or parochial school ----- 18%
- e. Is being home-schooled ----- 5%
- f. Is not of school age ----- 21%
- g. **(DON'T READ)** DK/NA ----- 3%

(RESUME ASKING ALL RESPONDENTS)

23. Do you work in the field of education? **(IF YES, ASK: "Do you work for LAUSD or for another agency?)**

- Yes, LAUSD ----- 4%
- Yes, other ----- 10%
- No ----- 82%
- (DON'T READ)** DK/NA ----- 4%

24. **(T)** Do you ... **(READ LIST)**

- Own a single family home ----- 42%
- Own a condominium ----- 7%
- Rent an apartment or home ----- 43%
- (DON'T READ)** DK/NA/REFUSED -- 8%

25. **(T)** What was the last level of school you completed?

- Grade 1-8 ----- 1%
- Grade 9-11 ----- 2%
- High school graduate ----- 7%
- Some college/business or vocational school ----- 21%
- College graduate ----- 35%
- Post-graduate work/ professional school ----- 33%
- (DON'T KNOW/REFUSED)** ----- 2%

26. **(T)** With which racial or ethnic group do you identify yourself: Latino or Hispanic, Black or African-American, White or Caucasian, Asian, or some other ethnic or racial background?

- Hispanic/Latino ----- 28%
- Black/African-American ----- 10%
- White/Caucasian ----- 49%
- Asian ----- 4%
- Other ----- 4%
- (DON'T READ)** DK/NA/REFUSED ----- 5%

THANK AND TERMINATE

SEX (BY OBSERVATION): Male-----48 %
 Female -----52 %

REGISTRATION: Democrat -----64 %
 Republican -----15 %
 No Party Preference-----18 %
 Other -----3 %

LANGUAGE OF INTERVIEW: English-----95 %
 Spanish -----5 %

FLAGS

P10-----35 %
 G10 -----64 %
 P12-----38 %
 G12 -----75 %
 P14-----37 %
 G14 -----60 %
 P16-----82 %
 G16 -----94 %

AGE

18-24-----7 %
 25-29-----6 %
 30-34-----9 %
 35-39-----8 %
 40-44-----8 %
 45-49-----8 %
 50-54-----9 %
 55-59-----8 %
 60-64-----9 %
 65-74-----15 %
 75+ -----12 %
 BLANK -----0 %

PERMANENT ABSENTEE VOTER

Yes -----56 %
 No -----44 %

VOTE BY MAIL

1 -----17 %
 2 -----11 %
 3+ -----30 %
 BLANK -----42 %

CITY

Los Angeles -----87 %
 Other-----13 %

HOUSEHOLD PARTY TYPE

D1 -----41 %
 D2+ -----14 %
 R1 -----7 %
 R2+ -----4 %
 I1+ -----17 %
 Mixed-----17 %

LIKELY JUNE 2018 VOTER

Yes -----45 %
 No -----55 %

LIKELY NOVEMBER 2018 VOTER

Yes -----100 %
 No -----0 %

LIKELY MARCH 2020 VOTER

Yes -----93 %
 No -----7 %

A/B SPLIT SAMPLE

Split A -----50 %
 Split B -----50 %

BOARD DISTRICT

District 1 -----	14%
District 2 -----	8%
District 3 -----	19%
District 4 -----	21%
District 5 -----	11%
District 6 -----	13%
District 7 -----	14%

INTERVIEW MODE

Online -----	57%
Phone -----	43%