



**LOS ANGELES UNIFIED SCHOOL DISTRICT
TRACKING SURVEY
220-5174-WT
N=700
MARGIN OF SAMPLING ERROR $\pm 4.5\%$ (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 NOT FOR PUBLICATION.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----- 60%
 Yes, cell and cannot talk safely----- **TERMINATE**
 No, not on cell----- 40%
(DON'T READ) DK/NA/REFUSED----- TERMINATE

1. As you may know, this November there will be a statewide general election for Governor, U.S. Congress, state legislature and local offices and ballot measures. How interested are you in the statewide election this November? Please use a scale of one to ten, with one meaning "not at all interested" and ten meaning "extremely interested." Remember, you can use any number between one and ten. **(RECORD VERBATIM 1-10 SCORE, THEN CODE AFTERWARD)**

	<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>
SCORE: _____	8.4	2%	0%	1%	2%	5%	3%	8%	18%	9%	50%	0%

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 ----- 25%
 Excellent----- 5%
 Good ----- 20%

ONLY FAIR/POOR ----- 58%
 Only fair----- 39%
 Poor ----- 19%

(DON'T READ) DK/NA/REFUSED----- 17%

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%	23%	6%	10%	6%	78%	16%
b. (T) The public schools in your local neighborhood-----	45%	28%	7%	10%	10%	73%	17%

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 EDUCATION FUNDING PROTECTION MEASURE** and may read as follows:

To retain/attract quality teachers/employees; prevent cuts to science, technology, engineering, math, dual-language, vocational/career education, school safety/security, early education, literacy, arts, music; provide adequate instructional materials/classroom supplies; support disadvantaged/homeless students; shall Los Angeles Unified School District levy **(SPLIT SAMPLE A: \$610 per parcel annually exempting seniors and certain disability benefit recipients, providing approximately \$500,000,000 annually)** **(SPLIT SAMPLE B: \$330 per parcel annually exempting seniors and certain disability benefit recipients, providing approximately \$270,000,000 annually)** unless ended by voters, requiring annual independent financial audits and oversight, funds used to support 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 A: \$610/PARCEL</u>	<u>SPLIT B: \$330/PARCEL</u>	<u>TOTAL</u>
TOTAL YES -----	60%	65%	63%
Definitely yes -----	33%	32%	33%
Probably yes-----	22%	28%	25%
Undecided, lean yes-----	4%	6%	5%
TOTAL NO -----	32%	28%	30%
Undecided, lean no-----	2%	2%	2%
Probably no-----	8%	10%	9%
Definitely no -----	23%	16%	19%
(DON'T READ) DK/NA -----	8%	7%	7%

5. The potential **LOS ANGELES UNIFIED SCHOOL DISTRICT EDUCATION FUNDING PROTECTION MEASURE** we have been discussing has not been finalized. If the measure provided funding to support all public school students including those who attend LAUSD schools and public charter schools, would you be more likely or less likely to support the measure? **(IF MORE/LESS, ASK: “Is that much MORE/LESS likely or just somewhat?”)**

TOTAL MORE LIKELY-----60%
 Much more likely -----30%
 Somewhat more likely -----30%

TOTAL LESS LIKELY-----29%
 Somewhat less likely -----13%
 Much less likely -----15%

(DON'T READ) DK/NA -----12%

6. Next, I'm going to read some statements made by people who may support the **LOS ANGELES UNIFIED SCHOOL DISTRICT EDUCATION FUNDING PROTECTION MEASURE**, 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</u> <u>CONV</u>	<u>SMWT</u> <u>CONV</u>	<u>NOT TOO</u> <u>CONV</u>	<u>DON'T</u> <u>BEL</u>	<u>NO</u> <u>EFFECT</u>	<u>NO</u> <u>OPIN/</u> <u>DK/NA</u>	<u>VERY/</u> <u>SMWT</u> <u>CONV</u>
[]a. (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. Half of the funding from this measure will be used to provide increased salaries to retain and attract quality teachers and employees to support our local schools -----	50%	28%	11%	6%	4%	1%	77%

	<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 CONV</u>
[]b. (SAFETY) Since the 2013 school shooting in Sandy Hook, there have been 306 school shootings in the United States. They have taken place in every kind of community and can happen here. This measure is needed now to help prevent similar situations from occurring, keep our students and schools safe and secure, and maintain guidance counselors and mental health services. -----	39%	26%	18%	8%	7%	3%	64%
[]c. (T) (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 science, technology, English and math, we can provide students with the quality education they need to get into colleges and get hired in this competitive economy. -----	45%	30%	12%	5%	5%	2%	75%
[]d. (T) (ARTS/MUSIC) Our students deserve a well-rounded education that includes arts and music classes, but due to a lack of funding, many of those programs have been limited. This measure can help increase funding to these vital programs. -----	47%	29%	11%	6%	6%	1%	76%
[]e. (PREVENT CUTS) This measure is needed to prevent deep cuts to our local neighborhood schools. Without additional funding, the District will have no choice but to lay off hundreds of teachers and essential school staff, have larger class sizes, and make deeper cuts across the board, including to math, science, English, to arts, music and physical education programs. -----	42%	22%	17%	11%	6%	3%	64%

	<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 CONV</u>
[]f. (T) (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.	46%	28%	10%	9%	5%	1%	73%
[]g. (IMPORTANT) This measure is necessary because, despite all the problems at LAUSD, it is still important to invest in our neighborhood schools. Our children, our community and our future depend on doing all we can to make our local neighborhood schools the best they can be.	43%	30%	15%	4%	6%	2%	73%

7. Now that you have heard more information, let me ask you again about the **LOS ANGELES UNIFIED SCHOOL DISTRICT EDUCATION FUNDING PROTECTION MEASURE** which may read as follows:

To retain/attract quality teachers/employees; prevent cuts to science, technology, engineering, math, dual-language, vocational/career education, school safety/security, early education, literacy, arts, music; provide adequate instructional materials/classroom supplies; support disadvantaged/homeless students; shall Los Angeles Unified School District levy (**SPLIT SAMPLE A:** \$610 per parcel annually exempting seniors and certain disability benefit recipients, providing approximately \$500,000,000 annually) (**SPLIT SAMPLE B:** \$330 per parcel annually exempting seniors and certain disability benefit recipients, providing approximately \$270,000,000 annually) unless ended by voters, requiring annual independent financial audits and oversight, funds used to support 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 A: \$610/PARCEL	SPLIT B: \$330/PARCEL	TOTAL
TOTAL YES -----	65%	71%	68%
Definitely yes -----	44 %	41 %	42 %
Probably yes-----	18 %	28 %	23 %
Undecided, lean yes-----	3 %	2 %	3 %
 TOTAL NO -----	 30%	 24%	 27%
Undecided, lean no-----	2 %	0 %	1 %
Probably no-----	6 %	9 %	7 %
Definitely no -----	22 %	15 %	19 %
 (DON'T READ) DK/NA -----	 5 %	 5 %	 5 %

8. Next, I'm going to read some statements from people who may 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**)

	VERY CONV	SMWT CONV	NOT TOO CONV	DON'T BEL	NO EFFECT	NO OPIN/ DK/NA	VERY/ SMWT CONV
[]a. (TOO MANY TAXES) We are already paying for previous local and state school tax ballot measures. Now the gas tax has gone up 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. -----	24 %	25 %	33 %	7 %	8 %	3 %	50%

	<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 CONV</u>
[]b. (NOT SCHOOLS) The real reason for this measure is to pay for gold-plated retirement and healthcare benefits for current and retired LAUSD employees. By 2021 one-third of LAUSD's budget will be for employee benefits, and very little of this funding will even go to help students and local schools. -----	21%	23%	29%	15%	7%	5%	44%
[]c. (RAISE) LAUSD is crying about how much money they need, but they just gave all employees a six percent raise. The District needs to tighten its belt before coming to taxpayers for another handout.-----	18%	20%	37%	12%	9%	4%	38%
[]d. (T) (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. -----	22%	22%	34%	8%	9%	4%	44%
[]e. (DEFICIT) The vast majority of the funding from this measure will be used to cover LAUSD's budget deficit. It will not provide the resources for any additional teachers or programs to support our students and local schools. -----	18%	29%	25%	14%	10%	4%	48%

9. 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 EDUCATION FUNDING PROTECTION MEASURE** which may read as follows:

To retain/attract quality teachers/employees; prevent cuts to science, technology, engineering, math, dual-language, vocational/career education, school safety/security, early education, literacy, arts, music; provide adequate instructional materials/classroom supplies; support disadvantaged/homeless students; shall Los Angeles Unified School District levy (**SPLIT SAMPLE A:** \$610 per parcel annually exempting seniors and certain disability benefit recipients, providing approximately \$500,000,000 annually) (**SPLIT SAMPLE B:** \$330 per parcel annually exempting seniors and certain disability benefit recipients, providing approximately \$270,000,000 annually) unless ended by voters, requiring annual independent financial audits and oversight, funds used to support 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?

	<u>SPLIT A:</u> <u>\$610/PARCEL</u>	<u>SPLIT B:</u> <u>\$330/PARCEL</u>	<u>TOTAL</u>
TOTAL YES -----	60%	68%	64%
Definitely yes -----	38%	39%	39%
Probably yes -----	20%	26%	23%
Undecided, lean yes -----	2%	3%	3%
 TOTAL NO -----	 35%	 28%	 32%
Undecided, lean no -----	2%	1%	2%
Probably no -----	7%	10%	8%
Definitely no -----	26%	18%	22%
 (DON'T READ) DK/NA -----	 4%	 3%	 4%

10. The ballot measure you have been considering would be in effect until voters decided to end it. What if the measure was only to provide emergency funding to prevent deep cuts to local schools and educational programs for six 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?"

	<u>SPLIT A:</u> <u>\$610/PARCEL</u>	<u>SPLIT B:</u> <u>\$330/PARCEL</u>	<u>TOTAL</u>
TOTAL YES -----	56%	56%	56%
Definitely yes -----	27%	26%	27%
Probably yes -----	26%	27%	26%
Undecided, lean yes -----	3%	3%	3%
 TOTAL NO -----	 37%	 37%	 37%
Undecided, lean no -----	2%	1%	2%
Probably no -----	10%	11%	10%
Definitely no -----	25%	25%	25%
 (DON'T READ) DK/NA -----	 7%	 7%	 7%

11. If this ballot measure is not approved by voters this year, and you were asked to vote on it again in 2020, would this make you more or less likely to support a new ballot measure later? **(IF MORE/LESS LIKELY, ASK: “Is that much MORE/LESS likely or just somewhat?”)**

TOTAL MORE LIKELY-----55%
 Much more likely -----25 %
 Somewhat more likely -----29 %

TOTAL LESS LIKELY-----26%
 Somewhat less likely ----- 11 %
 Much less likely -----15 %

(DON'T READ) DK/NA ----- 19%

MY LAST FEW QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY.

12. **(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 Q14)**--21 %
 Yes, no children under 19 at home **(SKIP TO Q15)**--25 %
 No, no children----- **(SKIP TO Q15)**--54 %
(DON'T READ) DK/Refused----- **(SKIP TO Q15)**--1 %

(ASK Q13 IF CODE 1 IN Q12)

13. **(T)** Please tell me if one or more of your children **(READ ALL SIX; ACCEPT MULTIPLE RESPONSES)**

a. Attends an LAUSD school -----46 %
 b. Attends a charter school -----19 %
 c. Attends a public school in another district -----15 %
 d. Attends a private or parochial school -----15 %
 e. Is being home-schooled ----- 3 %
 f. Is not of school age-----19 %
 g. **(DON'T READ) DK/NA** ----- 1 %

(RESUME ASKING ALL RESPONDENTS)

14. **(T)** Are you or is any member of your family a member of a labor union or a teachers' union?

Yes, myself ----- 8 %
 Yes, family member----- 8 %
 Yes, both ----- 3 %
 No, neither -----79 %
(DON'T READ) DK/NA/REFUSED -- 2%

15. (T) Do you ... (READ LIST)

Own a single-family home -----43 %
Own a condominium ----- 8 %
Rent an apartment or home -----44 %
(DON'T READ) DK/NA/REFUSED -- 5 %

16. (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-----92 %
 Spanish-----8 %

FLAGS

P10-----31 %
 G10-----61 %
 P12-----31 %
 G12-----72 %
 P14-----28 %
 G14-----54 %
 P16-----76 %
 G16-----90 %

AGE

18-24-----6 %
 25-29-----7 %
 30-34-----10 %
 35-39-----7 %
 40-44-----8 %
 45-49-----8 %
 50-54-----8 %
 55-59-----10 %
 60-64-----10 %
 65-74-----15 %
 75+-----12 %

PERMANENT ABSENTEE VOTER

Yes-----51 %
 No-----49 %

LIKELY MARCH 2020 VOTER

Yes-----88 %
 No-----12 %

VOTE BY MAIL

1-----14 %
 2-----10 %
 3+-----23 %
 BLANK-----53 %

A/B SPLIT SAMPLE

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

CITY

Los Angeles-----88 %
 Other-----12 %

BOARD DISTRICT

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

HOUSEHOLD PARTY TYPE

D1-----43 %
 D2+-----12 %
 R1-----7 %
 R2+-----3 %
 I1+-----17 %
 Mixed-----18 %