



# Hybrid Email- & Text-to-Web/Telephone Community Survey Key Findings *October 2019*

# Methodology

- ▶ Hybrid telephone/email- and text-to-web survey of Emery Unified School District Likely November 2020 voters
- ▶ Survey conducted July 30-August 9, 2019
- ▶ 251 interviews; overall margin of error  $\pm 6.2$  percentage points
- ▶ Telephone interviews were conducted by trained, professional interviewers; landlines and mobile phone included

*Please note that due to rounding, some percentages may not add up to exactly 100%.*

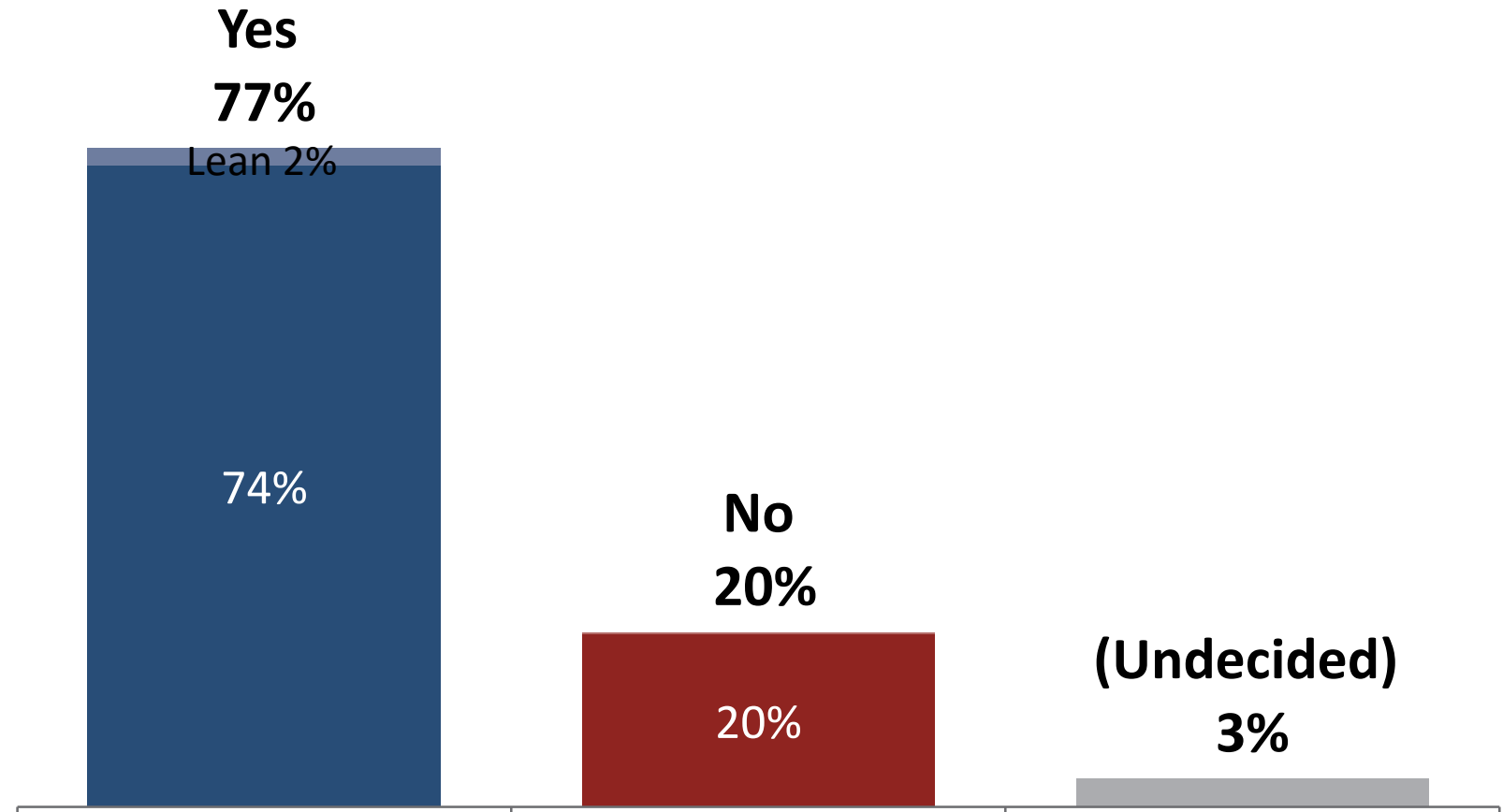


# Reaction to a Potential Local Education Funding Measure

# Interest in Local Funding

*Interest in a local education measure is above the two-thirds threshold required to pass.*

*To recruit/retain qualified, experienced teachers; maintain outstanding core academic programs/student achievement in reading, writing, math, science, art; prepare students with skills for college and 21st century careers; and maintain classroom technology; shall the Emery Unified School District measure to levy an education parcel tax at 12¢ per square foot of building area for 9 years, raising \$1,800,000 annually with senior exemptions, citizen's oversight, no funds for administrator salaries and all funds benefiting Emery Unified School District, be adopted?*



Now, I'm going to read you a proposed ballot measure.... If the election were held today, would you vote yes to approve this measure or no to reject it?

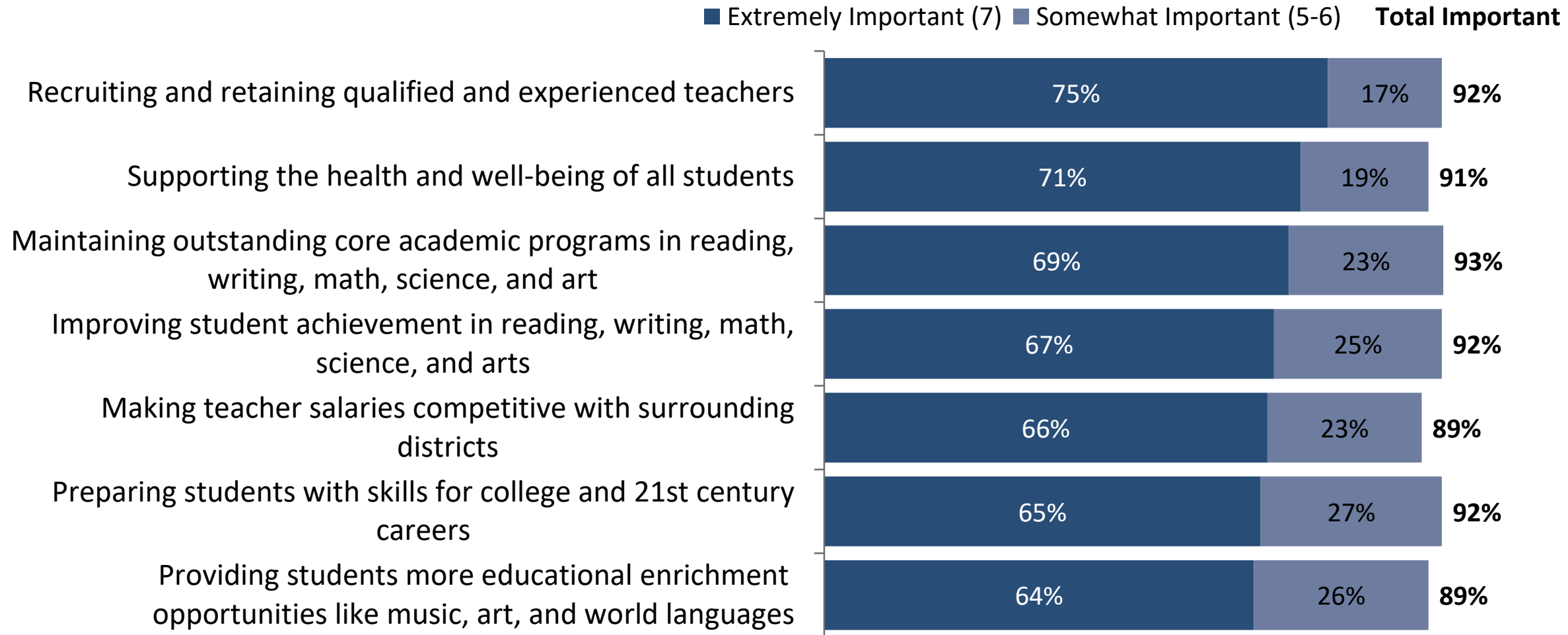
# Follow-Up on Local Funding Interest

*Many cite the importance of investing in education and a need for funds as the primary reasons to support a measure.*

Reason for Voting Yes	%
Important to invest in education/kids	33
Schools need more funding	24
Good schools improve the community	10
Support teachers/Increase teacher salaries	9
General positive comment	7
Other	8
Don't Know	9

# Respondent Priorities

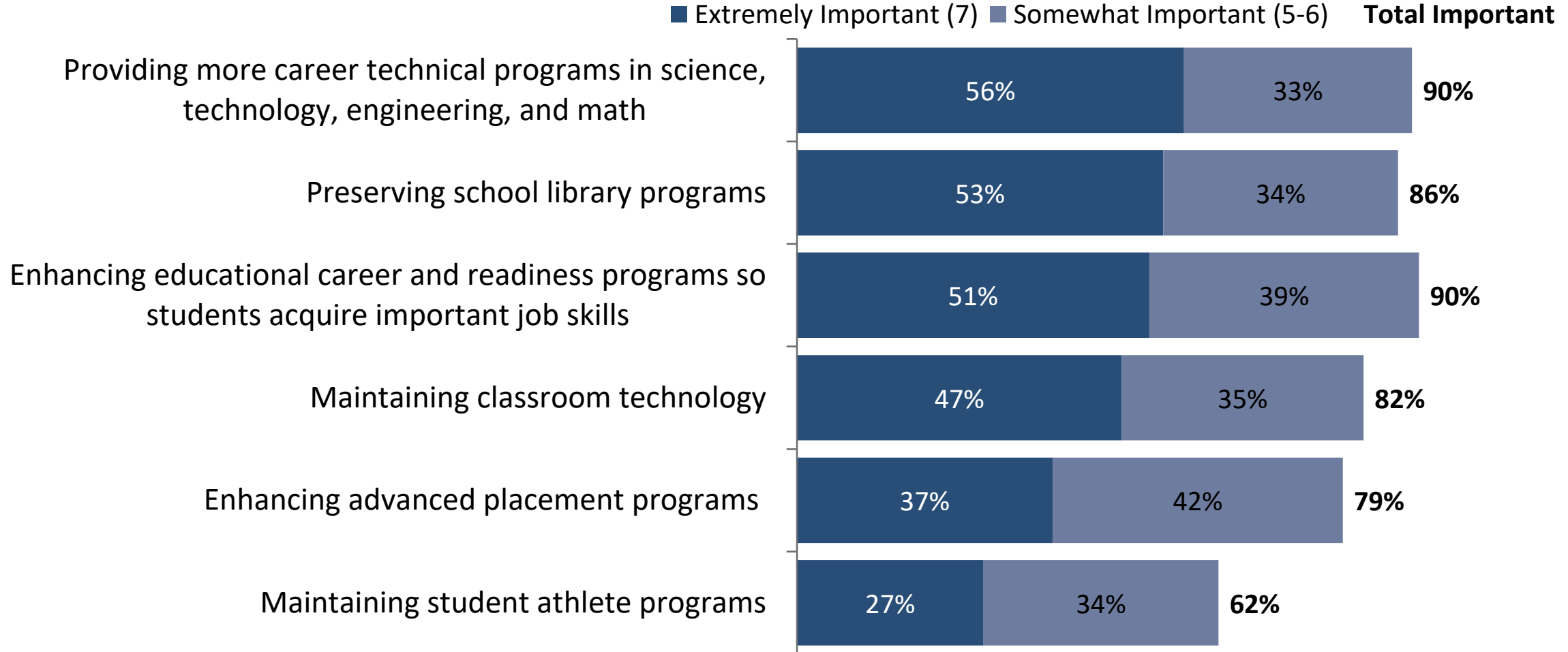
*Recruiting and retaining qualified/experienced teachers, supporting the health and well-being of students, and maintaining core academic programs are very important to constituents.*



I'm going to read you some specific components or programs that could be a part of an Emery Unified District parcel tax measure. On a scale of 1 to 7, where 1 is not at all important and 7 is extremely important, please tell me how important each of the following is to you.

# Respondent Priorities

*Enhancing AP programs and maintaining student athlete programs are less important to constituents.*

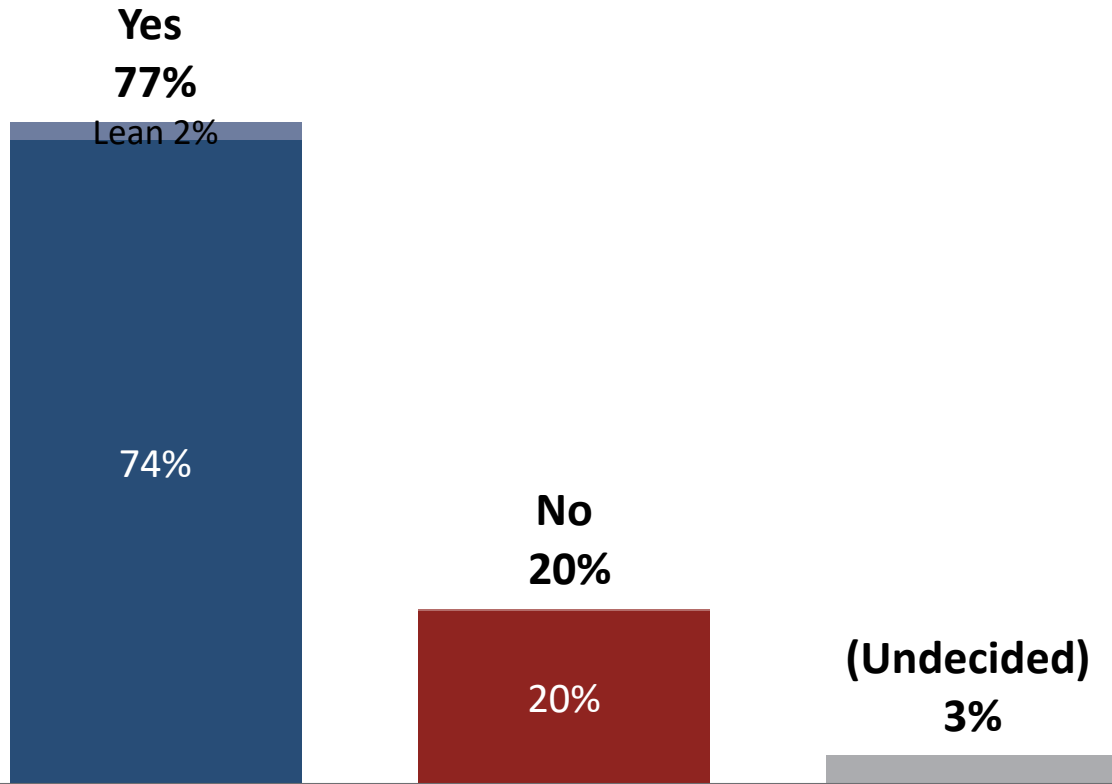


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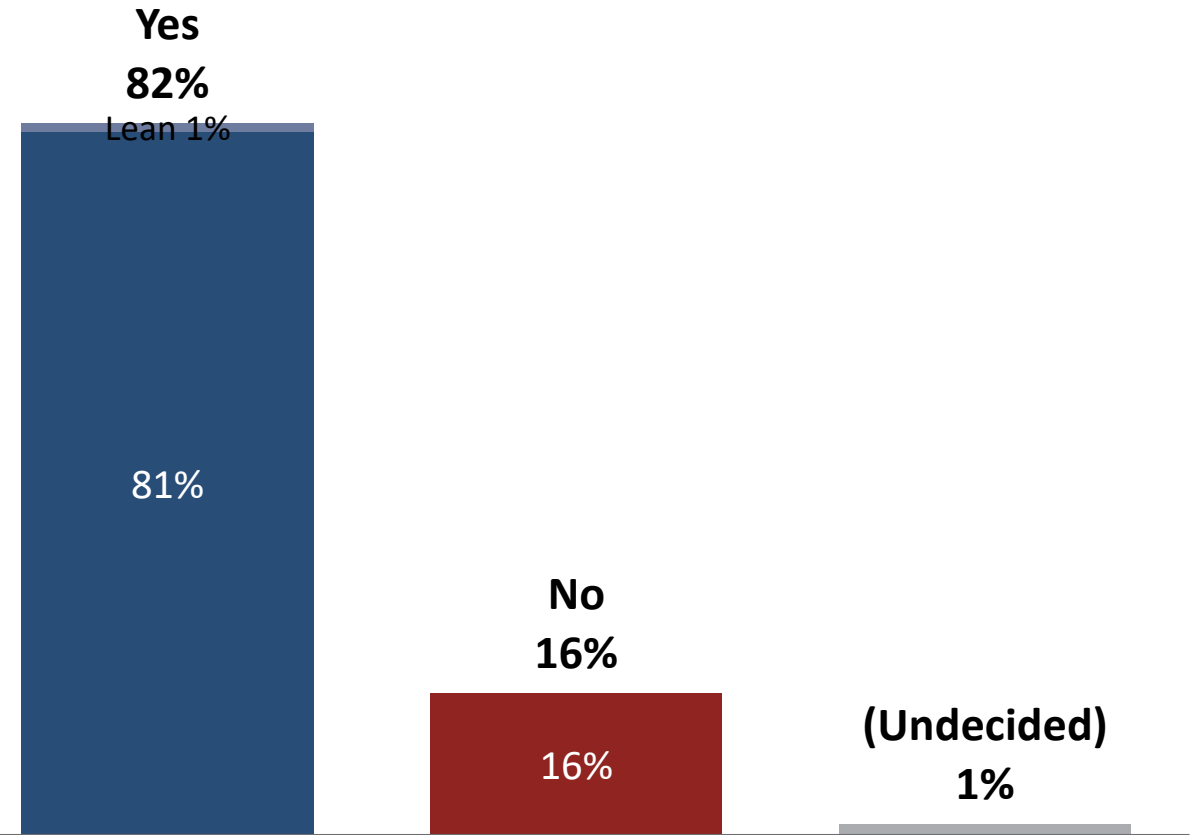
# Interest After Information

*Viability remains above the two-thirds threshold needed to pass after respondents hear more information.*

## Initial Vote



## After Additional Information



Based on what you've heard, would you vote yes to approve or no to reject a measure that reads....If the election were held today, would you vote yes to approve this measure or no to reject it?

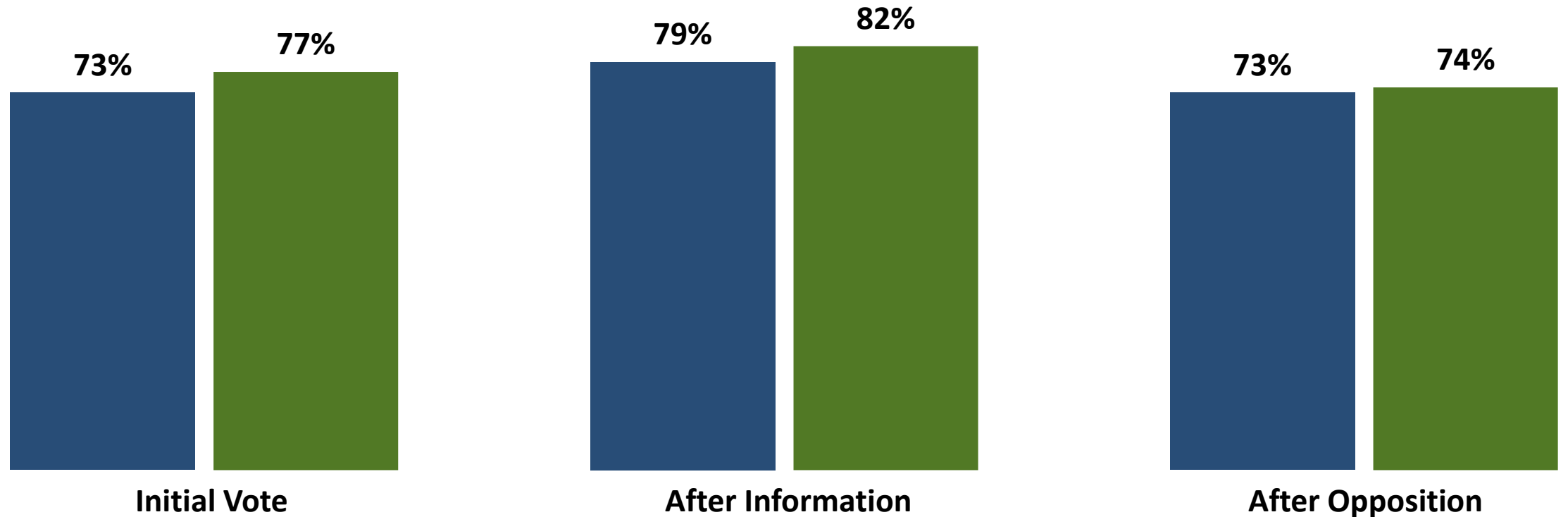


# Interest After Information

*After hearing more information, support for a potential education measure is also above two-thirds in both March and November.*

- Likely March 2020 Voters
- Likely November 2020 Voters

% Total Yes





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