

EMC research

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 ±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%.



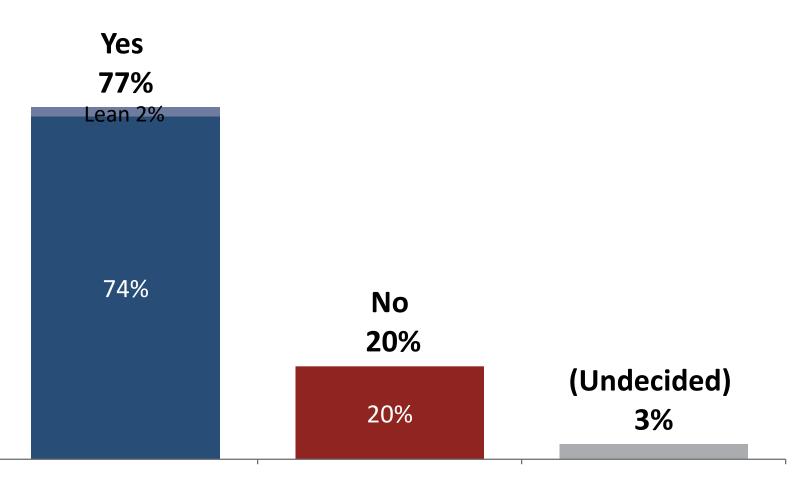
Reaction to a Potential Local Education Funding Measure

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

Why would you vote Yes on this measure for Emery Unified School District? (ONLY ASKED OF RESPONDENTS WHO VOTED "YES"; n=192)

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.

■ Extremely Important (7) ■ Somewhat Important (5-6) Total Important



Recruiting and retaining qualified and experienced teachers

Supporting the health and well-being of all students

Maintaining outstanding core academic programs in reading, writing, math, science, and art

Improving student achievement in reading, writing, math, science, and arts

Making teacher salaries competitive with surrounding districts

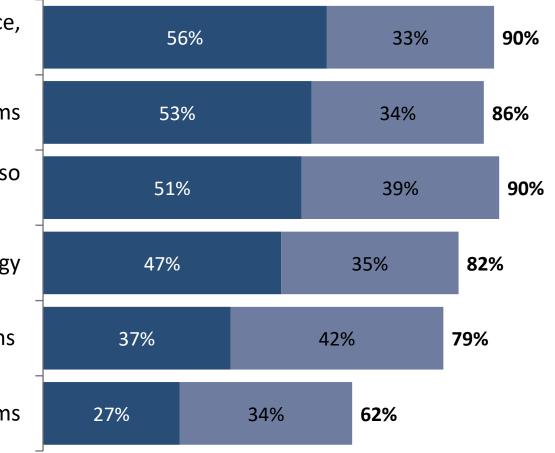
Preparing students with skills for college and 21st century careers

Providing students more educational enrichment opportunities like music, art, and world languages

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.



Providing more career technical programs in science, technology, engineering, and math

Preserving school library programs

Enhancing educational career and readiness programs so students acquire important job skills

Maintaining classroom technology

Enhancing advanced placement programs

Maintaining student athlete programs

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Extremely Important (7) Somewhat Important (5-6) Total Important

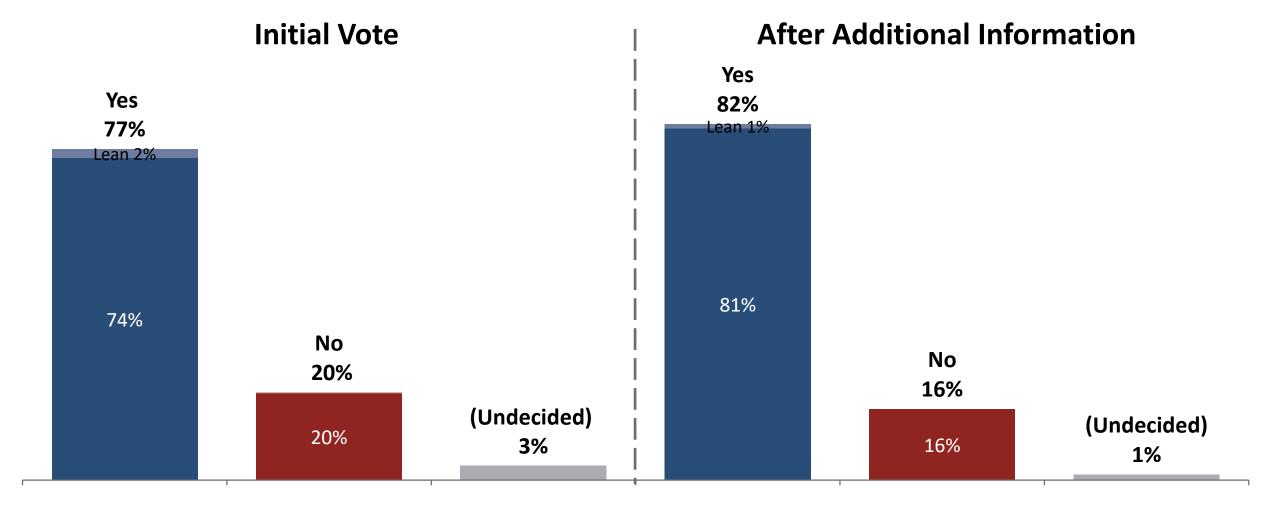




Interest After Information



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

Initial Vote

After Information



Q45. Based on what you've heard, if the election were held today, would you vote yes to approve or no to reject the parcel tax measure for Emery Unified School District? (*Likely March 2020 voters, n=160*)

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