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**Hybrid Web/Telephoneⁱ Survey of Likely Special Election Voters
Fremont Union High School District (FUHSD)
Conducted December 7th – December 14th, 2017
n=506; Margin of Error ± 4.4 percentage points
EMC Research #17-6488**

All numbers in this document represent percentage (%) values, unless otherwise noted. Please note that due to rounding, percentages may not add up to exactly 100.

(T) = “Tracking” question, meaning this question was asked in a previous survey for Fremont UHSD

GREETING: Hello, my name is _____, may I speak with **(NAME ON LIST)**?

INTERVIEWER: NOL ONLY

INTRO: Hello, my name is _____, and I'm conducting a survey for _____ to find out how people feel about issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

1.	Gender	
	Male	48
	Female	50
	Unknown	3
2.	Are you registered to vote at your current address?	
	Yes	100
	No/(Don't Know/Refused) → TERMINATE	-
3.	Thinking of elections for local offices and measures, do you vote in every election without missing any, do you vote in most elections, do you vote just occasionally, or do you typically not vote?	
	Every election	62
	Most elections	34
	Occasionally	5
	Typically do not vote → TERMINATE	-
	(Don't Know/Refused) → TERMINATE	-
4.	Do you feel that things in your area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?	
	Right direction	54
	Wrong track	25
	(Don't know/Refused)	21

ⁱ Telephone language shown in these topline results; language is adapted slightly for web

5. As you may know, you live in the Fremont Union High School District. Would you say high schools in the district have a great need for more money, some need, a little need or no real need for more money?

Great need	19	→ 64
Some need	44	
Little need	13	→ 27
No need	14	
(Don't know)	10	

6. As you may know, some school districts have a parcel tax in place and others do not. Is there, or is there not, a parcel tax for Fremont Union High School District?

Yes, there is	49
No, there is not	3
(Don't know)	48

7. **(IF Q6=YES)** I know you may not know exactly, but approximately how much do homeowners in the Fremont Union High School District pay each year for the school parcel taxes? **(DO NOT READ LIST, CODE AS APPROPRIATE)**

\$100 or less	29
\$101-\$200	14
\$201-\$300	7
\$301-\$400	1
\$401-\$500	2
\$501-\$600	0
\$601-\$700	-
\$701-\$800	-
\$801-\$900	-
\$900 or more	7
(Don't know)	40

8INT. Students are often given the grades A, B, C, D, and F to denote the quality of their work. Suppose the schools in your community were graded in the same way. Regardless of whether you have children in school, what grade would you give each of the following school districts? A, B, C, D or F?

SCALE:	A	B	C	D	F	DK/ Ref	GPA	
(ALWAYS IN ORDER)								
8.	Cupertino Union School District							
	47	30	7	2	1	12	3.36	
9.	Sunnyvale School District							
	15	35	14	2	2	32	2.90	
10.	Fremont Union High School District							
	38	37	10	3	1	11	3.20	

11INT. And now I'll ask you some additional questions about Fremont Union High School District. Using the same grading system, please grade the following areas relating to the Fremont Union High School District:

(REPEAT IF NECESSARY: What grade would you give the Fremont Union High School District on that? A, B, C, D, or F?)

SCALE:	A	B	C	D	F	DK/ Ref	GPA	
(RANDOMIZE)								
11.	(T-2013,2014) the financial management							
	13	35	13	4	3	32	2.75	
12.	the quality of education							
	38	37	10	2	1	12	3.21	
13.	(T-2013,2014) the condition of classrooms, school buildings, and other school facilities							
	27	39	12	2	1	18	3.09	
14.	the job Fremont Union High Schools are doing preparing students for college							
	37	33	10	3	3	15	3.16	

(END RANDOMIZE)

15. Now I'm going to read you a measure that may be on the ballot:

To attract and retain high quality teachers and staff, continue outstanding education in local high schools including strong academic programs in science, math, technology and engineering, and prepare students for college and careers and replace the existing school parcel tax; shall Fremont Union High School District levy at 5.6 cents per square foot of building area per year, providing approximately \$10 million annually for 8 years, with citizen oversight, exemptions for seniors, and all funds benefiting local high schools?

If the election were held today, would you vote yes to approve or no to reject this measure?

Yes	56	→ 58
(Lean Yes)	2	
No	34	→ 35
(Lean No)	1	
(Undecided/Don't Know/Not Sure)	7	

(RESUME ASKING EVERYONE)

16INT. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

BEFORE EACH: The (first/next) one is...

(IF NEEDED: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement?)

SCALE:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	(Don't Know/Refused)
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(RANDOMIZE)

16. Taxes in this area are already high enough; I'll vote against any tax increase;	32	24	19	21	3
17. I trust the Fremont High School District to properly manage tax dollars;	18	48	12	12	10

(END RANDOMIZE)

18INT. I'm going to read you a list of components that could be included in a Fremont Union High School District measure. After each one, please rate how important that item is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

(REPEAT AFTER EACH UNTIL UNDERSTOOD: How would you rate that item, with 1 being not at all important, and 7 being extremely important?)

	Not at all important				Extremely important			(Don't know/ Refused)	Mean
SCALE:	1	2	3	4	5	6	7		
(RANDOMIZE)									
18. continue outstanding education in local high schools;	3	2	2	6	10	22	52	3	6.01
19. attract and retain high quality teachers and staff;	4	1	3	3	12	18	56	3	6.03
20. enhance opportunities for students to stay competitive and prepare for college and 21 st century careers;	3	2	2	7	16	22	46	2	5.86
21. raise pay for teachers and staff;	6	3	5	8	15	20	39	5	5.52
22. maintain strong core academic programs in reading, writing, math, and science;	3	1	2	4	11	17	60	2	6.15
23. continue strong academic programs in science, math, technology and engineering	3	2	2	4	11	22	56	2	6.12
24. prepare students for college and careers;	3	2	2	5	12	18	56	2	6.07
25. provide teacher and staff development to improve instruction;	4	2	4	7	20	22	37	3	5.56
26. provide counseling and support services to help students cope with stress;	5	1	6	10	20	18	38	2	5.52
27. provide academic tutoring to help students keep up and close the achievement gap;	6	2	6	11	19	20	34	2	5.37
28. increase teacher training, resources and classroom support;	3	3	4	10	20	21	36	3	5.57
29. raise pay for teachers in shortage areas such as special education	7	3	5	9	19	19	34	4	5.34

(END RANDOMIZE)

30INT. Next, I'd like to read you statements from people who **support** a school funding measure for Fremont Union High School District. After each one, please tell me how convincing that statement is as a reason to vote **for** the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

BEFORE EACH: The (first/next) one is...

(PROMPT IF NECESSARY: Is that a very convincing, somewhat convincing, not too convincing or not at all convincing reason to vote for a school funding measure?)

SCALE:	Very Convincing	Somewhat Convincing	Not Too Convincing	Not at All Convincing	(Don't know/ Refused)
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(RANDOMIZE)

- | | | | | | | |
|-----|---|----|----|----|----|----|
| 30. | This measure will replace the existing \$98 per parcel tax for local high schools with a new school funding measure that is based on the square footage of property. The cost to the average homeowner will still be \$98 annually. | 19 | 41 | 17 | 16 | 6 |
| 31. | This measure will not increase taxes for the majority of homeowners in the school district. It will replace the existing parcel tax with a new funding measure that will cost the average homeowner the same amount, while doubling the revenue for local high schools. | 28 | 34 | 17 | 16 | 6 |
| 32. | This measure ensures local businesses, commercial property owners, and large homeowners are paying their fair share of property taxes to support our local schools. | 22 | 36 | 18 | 19 | 5 |
| 33. | With this measure, over half of property owners would see a decrease in their taxes for local high schools. | 15 | 26 | 26 | 22 | 11 |
| 34. | All revenue from this measure will be spent right here in our local high schools and cannot be taken away by the state. A citizens' oversight committee and annual audits will ensure all funds from this measure are spent as promised. | 34 | 36 | 11 | 14 | 4 |
| 35. | Known for their rigorous academic programs, outstanding graduation rate and superior test scores, Fremont Union High Schools are among the top high schools in the state. This measure will provide the resources needed to continue the tradition of academic excellence for local students. | 29 | 38 | 16 | 14 | 3 |
| 36. | By investing in our local schools, we help maintain high property values in our community. | 34 | 33 | 16 | 15 | 3 |
| 37. | Great teachers are at the center of student achievement. This measure will help attract and retain the highest quality teachers so that kids in all our high schools have access to the best education possible. | 34 | 38 | 13 | 13 | 3 |
| 38. | This measure will help keep teacher salaries competitive to prevent our high quality teachers from leaving for higher paying districts. | 29 | 41 | 15 | 12 | 3 |

(END RANDOMIZE)

39. Given what you've heard, would you vote yes to approve or no to reject a measure that reads:

To attract and retain high quality teachers and staff, continue outstanding education in local high schools including strong academic programs in science, math, technology and engineering, and prepare students for college and careers and replace the existing school parcel tax; shall Fremont Union High School District levy at 5.6 cents per square foot of building area per year, providing approximately \$10 million annually for 8 years, with citizen oversight, exemptions for seniors, and all funds benefiting local high schools?

If the election were held today, would you vote yes to approve or no to reject this measure?

Yes	61	→ 62
(Lean Yes)	1	
No	31	→ 33
(Lean No)	1	
(Undecided/Don't Know/Not Sure)	6	

(RESUME ASKING EVERYONE)

40INT. Next, I'd like to read you some things people have said in **opposition** to a school funding measure for Fremont Union High School District. After each one, please tell me how convincing that statement is as a reason to vote **against** the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

BEFORE EACH: The (first/next) one is...

(PROMPT IF NECESSARY: Is that a very convincing, somewhat convincing, not too convincing or not at all convincing reason to vote against a school funding measure?)

SCALE:	Very Convincing	Somewhat Convincing	Not Too Convincing	Not at All Convincing	(Don't know/Refused)
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(RANDOMIZE)

40.	We are already paying too much money in taxes and our local teachers and administrators are among the highest-paid in the state. The district needs to do a better job managing the money they have and not come to us with a new tax measure.	28	26	25	18	2
41.	Paying teachers a few thousand dollars more per year still won't allow them to live in Silicon Valley, the real problem is housing costs, so we should fix that instead of passing more school tax measures.	27	35	20	14	4
42.	This measure would hurt our local economy and hit small businesses especially hard.	10	23	32	27	8
43.	This measure would increase taxes dramatically for many property owners in the district.	20	29	26	18	7
44.	This measure will increase taxes on large property owners who will just pass the increase on to tenants, pushing rents in the area even higher than they already are.	26	36	19	15	4

(END RANDOMIZE)

45. Given what you've heard, would you vote yes to approve or no to reject a school funding measure for the Fremont Union High School District?

Yes	58	→ 59
(Lean Yes)	1	
No	35	→ 37
(Lean No)	2	
(Undecided/Don't Know/Not Sure)	4	

DEMO: Now I would like to ask you a few questions for statistical purposes only.

46INT. For each of the following, please answer yes or no. Are you the parent or guardian of any children...?

(RANDOMIZE)

46. enrolled in a high school within the Fremont Union High School District?

Yes	22
No	76
(Don't know/Refused)	2

47. enrolled in a local public kindergarten, elementary or middle school?

Yes	20
No	78
(Don't know/Refused)	2

48. enrolled in a private elementary or high school?

Yes	8
No	90
(Don't know/Refused)	2

49. that are not yet kindergarten age?

Yes	7
No	90
(Don't know/Refused)	2

(END RANDOMIZE)

50.	What is the last grade you completed in school? (READ LIST ONLY IF NEEDED)	
	Some grade school	1
	Some high school	1
	Graduated High School	4
	Technical/Vocational	1
	Some College/Less than 4 year degree	14
	Graduated College/4 year degree (BA, Bachelor)	33
	Graduate/Professional (MA, Master, PhD, MBA, Doctorate)	45
	(Don't Know/Refused)	1
51.	Do you own or rent your apartment or home?	
	Own/buying	78
	Rent/lease	17
	(Don't Know/Refused)	5
52.	Do you consider yourself to be white or Caucasian, African-American or Black, Hispanic or Latino, Asian or Pacific Islander or something else?	
	White or Caucasian	52
	African-American/Black	2
	Hispanic or Latino	2
	Asian/Pacific Islander	33
	Something else	5
	(Refused)	7
53.	In what year were you born? (DO NOT READ CATEGORIES; CODE AS APPROPRIATE) (RECODED INTO APPROPRIATE AGE GROUPS)	
	18-29	9
	30-39	6
	40-49	15
	50-64	34
	65 or over	32
	Refused	5

THANK YOU!

PARTY REGISTRATION FROM SAMPLE

Democrat	45
Republican	22
NPP/Other	33

17-6488

VOTE HISTORY FROM SAMPLE

Voted 0-3/6	30
Voted 4-5/6	31
Voted 6/6	39

BOS DISTRICT FROM SAMPLE

District 3	13
District 4	7
District 5	80