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DCSD_CO_DOUGLASCOUNTY_SURVEY_MQ_240328 DOUGLAS COUNTY SCHOOL DISTRICT **DOUGLAS COUNTY LIKELY VOTERS** MARCH 25-27, 2024

SAMPL N=407 MoE=±	Likely \	/oters
calling	from WI d like to	N: Good evening. May I please speak with NAME FROM FILE? My name is and I'm PA Intelligence, a national public opinion firm. This evening we're conducting a short scientific survey o get your opinions. We're not selling anything and your responses will be completely confidential.
1.	First, a	re you or any member of your immediate family a member of the news media, a Public Relations ny, city, school district, or government employee or an active participant with any political campaign?
	2.	YesTERMINATE No/All other
2.		thinking about the November 2024 general election for United States President, do you plan to vote election? Would you say youROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP
	1.	Definitely plan to vote90%
	2.	Probably plan to vote
	3.	lt's Fifty-fifty
	4.	Probably plan not to vote
	5. 6.	Definitely plan not to vote
3		ten do you interact with the Douglas County School District?

2	How often do	courintaract with	the Deuglee	Caunt	Cobool Diotriota
J.	now orter do y	ou interact with	trie Douglas	County	School District?

1.	Several times a day	5%
2.	About once a day	6%
3.	Several times a week	7%
4.	Once a week	3%
5.	Couple of times a month	4%
6.	Once a month	6%
7.	Less than once a month	13%
8.	Never	53%
9.	DK/Refused DNR	2%



WPA ID: 24-TV-04K



4. Students are often given the grades of A, B, C, D or Fail to rate the quality of their work at school. Suppose Douglas County School District was graded the same way, what grade would you give Douglas County School District?

	TOTAL A-C	68%
	TOTAL D-F	11%
1.	A	12%
2.	В	33%
3.	С	23%
4.	D	9%
5.	F	2%
6.	Unsure/DK/Refused DNR	22%

5. Thinking about the direction the Douglas County school district is headed today, do you believe things are going in the right direction or would you say things have gotten off on the wrong track?

1.	Right direction	37%
2.	Unsure/DK/Refused DNR	26%
3.	Wrong track	38%

IF Q5:1 OR 3 ASK Q6

6. Please tell me some of the main reasons you consider the district to be headed in this direction? PROBE Tell me more about that.

SEE VERBATIM RESPONSE

Now I am going to read you a list of names of people and organizations related to Douglas schools. After I read each one, please tell me if you approve or disapprove of the job that person or organization has done.

IF APPROVE/DISAPPROVE, ASK:

And, would you say you STRONGLY (approve/disapprove) or NOT-SO-STRONGLY (approve/disapprove)?

The (first/next) one is...RANDOMIZE

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		Total Approve	Strg Approve 1.	NSS Approve 2.	DK/ Refused DNR 3.	NSS Disapprove 5.	Strg Disapprove 6.	Total Disapprove
7.	Douglas County School District Superintendent Erin Kane	33%	16%	17%	44%	10%	13%	23%
8.	Douglas County School District Board of Education	35%	15%	20%	32%	19%	13%	32%
9.A.	Your local school teachers	65%	44%	21%	27%	5%	4%	8%
9B.	Your local school Principal	50%	34%	16%	41%	5%	4%	9%



Suppose the Douglas County school district was graded on specific attributes. Now I am going to read you a list of some attributes about the Douglas County school district. Thinking back to the grading system, please tell me what grade would you give for each? If you don't interact with the district and are just not sure, that's fine, we can move to the next series.

RANDOMIZE

<u> </u>								DK/REF	
SPLIT-	SAMPLE A/B QUESTIONS	Total A-C	A 1.	B 2.	C 3.	D 4.	F 5.	DNR 6.	Total D-F
10.	Quality of Facilities/Buildings	73%	26%	33%	14%	1%	2%	24%	3%
11.A	Quality of Academics	66%	16%	33%	17%	5%	3%	25%	9%
11B.	Programs for students requiring special services	48%	18%	18%	12%	5%	3%	44%	8%
12.A	School Culture	56%	11%	23%	21%	9%	6%	29%	15%
12B.	Athletic and Extra-Curricular Options	66%	30%	27%	9%	3%	2%	29%	5%
13.A	Career and Technical education opportunities	50%	12%	25%	13%	5%	2%	43%	7%
13B.	Ease to Access/Commute to school	64%	27%	22%	16%	8%	3%	25%	11%

And thinking about the district as a whole, and about what is most important to you personally -

14. What would you say is the most challenging issue right now facing the Douglas County School District? SEE VERBATIM RESPONSE

And would you say that you are ROTATE familiar or unfamiliar END ROTATION with the subject of Douglas 15. County School District finances?

IF FAMILIAR/UNFAMILIAR:

And, would you say you VERY (Familiar/Unfamiliar) or just SOMEWHAT?

TOTAL FAMILIAR	33%
TOTAL UNFAMILIAR	59%
Very Familiar	5%
Somewhat Familiar	28%
Unsure/DK/Refused DNR	9%
Somewhat Unfamiliar	20%
Very Unfamiliar	39%
	Very Familiar Somewhat Familiar Unsure/DK/Refused DNR Somewhat Unfamiliar



IF Q15:1-2, ASK:

16. And, what information you have seen, read, or heard about specifically about the Douglas County school district finances?

SEE VERBATIM RESPONSE

Now thinking more about Douglas County School District's budget and related potential ballot measures. As you may know, this fall, voters may be asked to consider a school ballot measure for Douglas County School District. Please listen as I read the ballot language for this proposed measure.

SPLIT SAMPLE 17A/B

- 17.A With no expected increase in the district's current bond fund tax rate of 5.2 mills and based on the district's current assessed value and tax collection rate, shall Douglas County School District debt be increased \$430 million dollars with a repayment cost of \$755 million dollars, and shall the district be authorized to collect taxes in the amount of \$48 million dollars annually to pay such debt, all for the purpose of:
 - Addressing a maintenance and repair backlog that includes urgent repairs to mechanical and electrical systems, roofs, intercom systems, parking lots, and playgrounds;
 - Implementing safety and security upgrades at every school;
 - Constructing and equipping two new neighborhood schools and additions to one existing neighborhood school to accommodate growth and reduce overcrowding;
 - Funding for urgent needs to support special education, information technology, athletic and activity upgrades, and buses; and
 - Enhancing the District's career and technical education offerings for students.

Would you say you would vote ROTATE for or against END ROTATION such a bond proposal?

IF FOR/AGAINST:

And, would you say you would DEFINITELY vote (for/against) the bond proposal, or just probably?

IF UNDECIDED:

	TOTAL FOR	53%
	TOTAL AGAINST	38%
		- • • •
1.	Definitely For	24%
2.	Probably For	21%
3.	Lean For	8%
4.	Undecided/DK/Refused DNR	9%
5.	Lean Against	5%
6.	Probably Against	8%
7.	Definitely Against	25%



- 17.B With no expected increase in the district's current bond fund tax rate of 5.2 mills and based on the district's current assessed value and tax collection rate, shall Douglas County School District debt be increased \$490 million dollars with a repayment cost of \$860 million dollars, and shall the district be authorized to collect taxes in the amount of \$55 million dollars annually to pay such debt, all for the purpose of:
 - Addressing a maintenance and repair backlog that includes urgent repairs to mechanical and electrical systems, roofs, intercom systems, parking lots, and playgrounds;
 - Implementing safety and security upgrades at every school;
 - Constructing and equipping three new neighborhood schools and additions to two existing neighborhood schools to accommodate growth and reduce overcrowding;
 - Funding for urgent needs to support special education, information technology, athletic and activity upgrades, and buses; and
 - Enhancing the District's career and technical education offerings for students.

Would you say you would vote ROTATE for or against END ROTATION the bond proposal?

IF FOR/AGAISNT:

And, would you say you would DEFINITELY vote (for/against) the bond proposal, or just probably?

IF UNDECIDED:

	TOTAL FOR	56%
	TOTAL AGAINST	36%
		240/
1.	Definitely For	21%
2.	Probably For	30%
3.	Lean For	5%
4.	Undecided/DK/Refused DNR	8%
5.	Lean Against	3%
6.	Probably Against	10%
7.	Definitely Against	23%



IF Q17A/B:1-3, ASK

18.A Being as specific as you can, what are the one or two most important reasons why you would vote for the bond proposal?

SEE VERBATIM RESPONSE

IF Q17A/B:4, ASK

18.B Being as specific as you can, what are the one or two most important reasons why you would hesitate to vote for the bond proposal?

SEE VERBATIM RESPONSE

IF Q17A/B:5-7, ASK

18.C Being as specific as you can, what are the one or two most important reasons why you would vote against the bond proposal?

SEE VERBATIM RESPONSE



Now, you are going to read some brief statements that you might hear about the bond proposal. For each statement, please tell me whether this information would make you more likely to vote ROTATE for or against END the bond proposal, or if it makes no difference either way.

IF VOTE FOR/AGAINST, ASK:

And would you say it would make you MUCH more likely to vote (for/against) the bond proposal, or just SOMEWHAT?

The (first/next) one is
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	st/next) one is MIZE AND READ EACH RESPONDENT HALF OF	010 03	$\overline{\Box}$						
NANDO	MIZE AND READ EACH RESPONDENT HALF OF	Total Vote for	Much For 1.	Smwt For 2.	No Diff 3.	DK/Ref DNR: 4	Smwt Agnst 5.	Much Agnst 6.	Total Vote Agnst
19.	The District has over one hundred buildings, many of which have aging equipment requiring repair. In the event of critical equipment failure, some schools may need to temporarily close.	48%	25%	23%	25%	7%	5%	15%	20%
20.	The last bond in 2018 only covered a backlog of the most urgent repair and maintenance needs through 2021, leaving the current backlog at over \$70 million dollars.	39%	22%	17%	31%	6%	8%	16%	24%
21.	The bond package includes additional career and technical education opportunities which provide students with industry certifications and training to directly enter the workforce after graduation and/or with college transcripts.	55%	35%	20%	24%	5%	4%	12%	15%
22.	Because voters have passed only one bond measure in last 18 years, the tax rate we pay for facility upkeep has decreased by 66 percent. This significant decrease in maintaining school facilities has greatly hampered the district's ability to maintain and modernize classrooms and schools.	53%	27%	26%	25%	10%	5%	8%	13%
23.	The district built over thirty schools from 1998 to 2008 by consistently passing bonds every three to four years. However, only once in the last 18 years have voters approved a bond measure to address maintenance, and repairs. The average age of Douglas County School buildings is now 20-30 years old, which means many of their systems are now due for replacement.	60%	36%	24%	20%	6%	6%	8%	14%
24.	Because many of our school buildings are overcrowded, we are spending \$1 million dollars a year on temporary modular classroom units, which are not ideal from a safety, learning and cost perspective.	51%	26%	25%	30%	5%	6%	8%	14%



25.	Every year we do not pass bonding to support the District's capital needs, our taxpayers have to pay an additional \$125 million for each year that new construction, maintenance, and repairs are delayed due to ever-increasing costs.	41%	20%	21%	26%	7%	16%	9%	25%
26.	The District's athletic and extra-curricular facilities are aging and require major safety and technology upgrades.	50%	21%	29%	29%	7%	6%	9%	14%
27.	The last new neighborhood school built in the district was 2010, almost fifteen years ago. This bond will among other things, allow us to provide schools to the parts of the district that are experiencing tremendous growth. Students in our newer communities are being bused upwards of 45 min to get to the nearest school.	52%	27%	24%	26%	6%	6%	11%	16%
28.	Douglas County School District is the highest-performing school district in the Denver Metro area and student test scores are currently higher than they were before the pandemic.	39%	27%	12%	42%	7%	4%	8%	13%
29.	Passing such a bond up to \$490 million dollars would not raise the property tax rate you are paying today for schools.	57%	36%	21%	24%	5%	5%	9%	14%
30.	This proposal would increase the total amount of funding the district could use for critical maintenance, upgrades and construction to address growth while keeping the current tax rate the same.	58%	29%	29%	22%	5%	4%	11%	15%



And now that you have heard more information... SPLIT SAMPLE 31A/B

- 31.A With no expected increase in the district's current bond fund tax rate of 5.2 mills and based on the district's current assessed value and tax collection rate, shall Douglas County School District debt be increased \$430 million dollars with a repayment cost of \$755 million dollars, and shall the district be authorized to collect taxes in the amount of \$48 million dollars annually to pay such debt, all for the purpose of:
 - Addressing a maintenance and repair backlog that includes urgent repairs to mechanical and electrical systems, roofs, intercom systems, parking lots, and playgrounds;
 - Implementing safety and security upgrades at every school;
 - Constructing and equipping two new neighborhood schools and additions to one existing neighborhood school to accommodate growth and reduce overcrowding;
 - Funding for urgent needs to support special education, information technology, athletic and activity upgrades, and buses; and
 - Enhancing the District's career and technical education offerings for students.

Would you say you would vote ROTATE for or against END ROTATION such a bond proposal?

IF FOR/AGAINST:

And, would you say you would DEFINITELY vote (for/against) the bond proposal, or just probably?

IF UNDECIDED:

	TOTAL FOR	Initial 53%	Informed 55%
	TOTAL AGAINST	38%	34%
1.	Definitely For	24%	27%
2.	Probably For	21%	20%
3.	Lean For	8%	8%
4.	Undecided/DK/Refused DNR	9%	10%
5.	Lean Against	5%	4%
6.	Probably Against	8%	7%
7.	Definitely Against	25%	23%



SPLIT SAMPLE

- 31.B With no expected increase in the district's current bond fund tax rate of 5.2 mills and based on the district's current assessed value and tax collection rate, shall Douglas County School District debt be increased \$490 million dollars with a repayment cost of \$860 million dollars, and shall the district be authorized to collect taxes in the amount of \$55 million dollars annually to pay such debt, all for the purpose of:
 - Addressing a maintenance and repair backlog that includes urgent repairs to mechanical and electrical systems, roofs, intercom systems, parking lots, and playgrounds;
 - Implementing safety and security upgrades at every school;
 - Constructing and equipping three new neighborhood school;
 - Funding for urgent needs to support special education, information technology, athletic and activity upgrades, and buses; and
 - Enhancing the District's career and technical education offerings for students.

Would you say you would vote ROTATE for or against END ROTATION the bond proposal?

IF FOR/AGAINST:

And, would you say you would DEFINITELY vote (for/against) the bond proposal, or just probably?

IF UNDECIDED:

	TOTAL FOR	Initial 56%	Informed 57%
	TOTAL AGAINST	36%	35%
1.	Definitely For	21%	26%
2.	Probably For	30%	24%
3.	Lean For	5%	7%
4.	Undecided/DK/Refused DNR	8%	7%
5.	Lean Against	3%	4%
6.	Probably Against	10%	4%
7.	Definitely Against	23%	27%



32. What about the information you just heard about the bond proposal made the biggest impression on you?

PROBE: Is there anything else you just heard the bond proposal that made impression on you? PROBE UNTIL

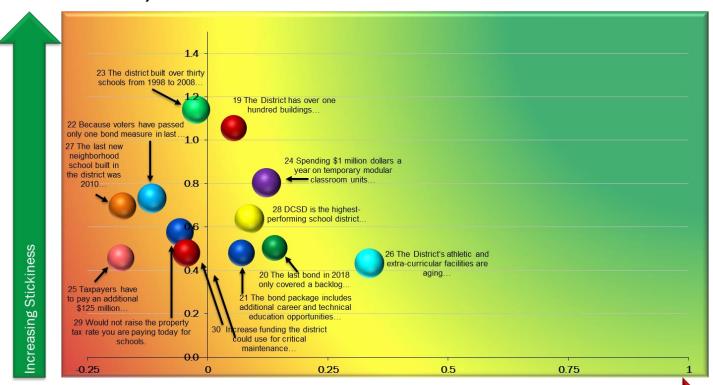
NO MORE INFORMATION IS GIVEN

DO NOT READ CHOICES, ACCEPT MULTIPLE RESPONSES

D	O NOT I	READ CHOICES, ACCEPT MULTIPLE RESPONSES	
	1	The District has over one hundred buildings, many of which have	
		aging equipment requiring repair. In the event of critical equipment	12%
		failure, some schools may need to temporarily close.	
	2	The last bond in 2018 only covered a backlog of the most urgent	
		repair and maintenance needs through 2021, leaving the current	6%
		backlog at over \$70 million dollars.	
	3	The bond package includes additional career and technical	
		education opportunities which provide students with industry	6%
		certifications and training to directly enter the workforce after	070
		graduation and/or with college transcripts.	
	4	Because voters have passed only one bond measure in last 18	
		years, the tax rate we pay for facility upkeep has decreased by 66	
		percent. This significant decrease in maintaining school facilities has	9%
		greatly hampered the district's ability to maintain and modernize	
		classrooms and schools.	
	5	The district built over thirty schools from 1998 to 2008 by	
		consistently passing bonds every three to four years. However, only	
		once in the last 18 years have voters approved a bond measure to	14%
		address maintenance, and repairs. The average age of Douglas	 70
		County School buildings is now 20-30 years old, which means many	
		of their systems are now due for replacement.	
	6	Because many of our school buildings are overcrowded, we are	
		spending \$1 million dollars a year on temporary modular classroom	10%
		units, which are not ideal from a safety, learning and cost	1070
		perspective.	
	7	Every year we do not pass bonding to support the District's capital	
		needs, our taxpayers have to pay an additional \$125 million for	5%
		each year that new construction, maintenance, and repairs are	370
		delayed due to ever-increasing costs.	
	8	The District's athletic and extra-curricular facilities are aging and	5%
		require major safety and technology upgrades.	370
	9	The last new neighborhood school built in the district was 2010,	
		almost fifteen years ago. This bond will among other things, allow us	
		to provide schools to the parts of the district that are experiencing	8%
		tremendous growth. Students in our newer communities are being	
		bused upwards of 45 min to get to the nearest school.	
	10	Douglas County School District is the highest-performing school	
		district in the Denver Metro area and student test scores are	8%
		currently higher than they were before the pandemic.	
	11	Passing such a bond – up to \$490 million dollars – would not raise	
		the property tax rate you are paying today for schools.	7%
	12	This proposal would increase the total amount of funding the district	
		could use for critical maintenance, upgrades and construction to	6%
		address growth while keeping the current tax rate the same.	
	13.	Other CAPTURE VERBATIM	27%
	14.	DK/Refused DNR	21%
		·	



All Likely Voters



Increasing Effectiveness



33. I am going to read you two points of view about the bond proposal, and please tell me which one you agree with more...ROTATE

(Some/Other) people say the District failed in its last two attempts to pass a bond measure, because we cannot continue to strap our future generations with more and more debt. The District should live within its means and accept the will of the voters -- "no" means "no" - especially considering that districtwide student enrollment has declined for two years in a row.

...while...

(Some/Other) people say that the District's aging infrastructure, repair backlog, safety and security needs will become more urgent and expensive over time. Our property values will stay high as long as we continue to invest in our school system. Every Douglas County student and resident deserves a quality school in their community, which we cannot provide without a voter-approved bond measure. Additionally, we can do this without an increase in the tax rate we are paying for schools today.

1.	POINT A	39%
2.	Neither DNR	4%
3.	Both DNR	5%
4.	DK/Refused DNR	7%
5.	POINT B	45%

And, regardless of your opinion now -

34. Thinking back to last November, do you recall how you voted on 5B, the school bond measure?

1.	I voted YES	41%
2.	I voted NO	31%
3.	Don't Recall How I Voted	21%
4.	Didn't Vote in that election	6%
5.	DK/Refused DNR	2%



35. And still thinking about the last Douglas County Schools bond election last year, how informed would you say you were with the details of 5B, the last bond proposal? Would you say that you were generally ROTATE INFORMED or UNINFORMED END ROTATION of the details of that last bond proposal?

IF AWARE/UNAWARE:

And, would you say you VERY (INFORMED/UNINFORMED) about the details of that last bond proposal, or just SOMEWHAT?

	TOTAL INFORMED	69%
	TOTAL UNINFORMED	24%
1.	Very Informed	31%
2.	Somewhat Informed	38%
3.	Unsure/DK/Refused DNR	7%
4.	Somewhat Uninformed	10%
5.	Very Uninformed	14%

36. As you may recall, last year ballot measure 5A, the mill levy override, passed and 5B, the bond, narrowly failed. Thinking specifically about the mill levy override that passed, how confident are you that the District really needed that mill increase and that the money is now being spent as was promised.... VERY, SOMEWHAT, NOT VERY, or NOT CONFIDENT AT ALL?

IF CONFIDENT/NOT CONFIDENT:

And, would you say you VERY (CONFIDENT/NOT CONFIDENT), or just SOMEWHAT?

	TOTAL CONFIDENT	44%
	TOTAL NOT CONFIDENT	40%
1.	Very Confident	16%
2.	Somewhat Confident	28%
3.	Not Very Confident	20%
4.	Not at All Confident	20%
5.	UNSURE/DK (DNR)	16%



And now we have just a few more questions for demographic purposes only...

37. Party Registration: PRE-CODE

1.	Republican	41%
2.	NPP/Independent/Other	37%
3.	Democrat	22%

38. What is the highest level of formal education you have completed?

1.	High school or Less	10%
2.	Some College / Associates Degree	29%
3.	Bachelor's Degree	36%
4.	Post graduate	24%
5.	DK/Refused DNR	1%

39. Are there children in your household under the age of eighteen?

IF YES: ASK:

And what ages are these children?

	TOTAL YES	39%
1.	Less than 3 years old	6%
2.	4-7 years old	11%
3.	8-11 years old	13%
4.	12-15 years old	18%
5.	16-17- years old	11%
6.	No	59%
7.	Refused DNR	1%

40. Do you have children who have attended or are currently enrolled in the Douglas County school district?

1.	Yes	54%
2.	No	46%
3.	DK/Refused DNR	<1%



41. And, which of the following categories best describes your annual household income? IF REFUSED INITIALLY SAY: I understand your hesitation. We use this information for demographic purposes only and do not keep any personal information about you or your family. Which of these broad income categories best describes your annual household income?

1.	Less than \$25,000	1%
2.	\$25,000 to less than \$50,000	6%
3.	\$50,000 to less than \$75,000	9%
4.	\$75,000 to less than \$100,000	15%
5.	\$100,000 to less than \$125,000	10%
6.	\$125,000 to less than \$150,000	11%
7.	More than \$150,000	40%
8.	DK/Refused DNR	9%

42. Which of the following best describes your race or ethnicity?

1.	White	75%
2.	Hispanic, Mexican, Latino, Spanish	8%
3.	African-American	4%
4.	Asian	4%
5.	Other (specify)	5%
6.	Refused DNR	4%

43. And thinking back to the presidential election in November of 2020, for whom did you vote ROTATE FIRST TWO

Donald Trump, the Republican Joe Biden, the Democrat ...or... someone else

1.	Trump	46%
2.	Someone Else	7%
3.	Don't Remember/Did not Vote DNR	5%
4.	Refused DNR	6%
5.	Biden	36%



44.	In what year were you born? RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES				
	1.	18-24	3%		
	2.	25-34	10%		
	3.	35-44	18%		
	4.	45-54	20%		
	5.	55-64	20%		
	6.	65-74	15%		
	7.	75 or over	11%		
	8.	Refused DNR	3%		
45.	Sex: BY OBSERVATION				
	1.	Male	50%		
	2.	Female	50%		
46.	House District: PRE-CODE				
	1.	HD 39	26%		
	2.	HD 43	23%		
	3.	HD 44	23%		
	4.	HD 45	25%		
	5.	Balance	3%		
47.	General Election Vote History: PRE-CODE				
	1.	0 of 4	10%		
	2.	1 of 4	6%		
	3.	2 of 4	13%		
	4.	3 of 4	11%		
	5.	4 of 4	60%		
48.	Intervie	w Method: PRE-CODE			
	1.	Cell	55%		
	2.	Landline	25%		
	3.	SMS	20%		