

DCSD\_CO\_DOUGLASCOUNTY\_SURVEY2\_MQ\_240715 DOUGLAS COUNTY SCHOOL DISTRICT DOUGLAS COUNTY LIKELY VOTERS JULY 9-15, 2024

SAMPLE: N=808 Likely Voters MoE=±3.4%

INTRODUCTION: Good evening. May I please speak with <u>NAME FROM FILE</u>? My name is \_\_\_\_\_\_ and I'm calling from WPA Intelligence, a national public opinion firm. This evening we're conducting a short scientific survey and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

#### SCREENER

1.		are you or any member of your immediate family a member of the news media, a Public Relations any, city, school district, or government employee or an active participant with any political campaign?
	1. 2.	Yes
2.		ing about the November 2024 general election for United States President, do you plan to vote in this on? Would you say youROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP
	1.	Definitely plan to vote
	2.	Probably plan to vote
	3.	It's Fifty-fifty
	4.	Probably plan not to vote
	5.	Definitely plan not to vote
	6.	Don't Know/Refused DNR

3. 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?

		<u>March</u> 25-27	<u>July 9-</u> <u>15</u>
1.	Right direction	37%	26%
2.	Unsure/DK/Refused DNR	26%	37%
3.	Wrong track	38%	37%



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 TOTAL D-F	<u>March 25-27</u> 68% 11%	<u>July 9-15</u> 68% 13%
1.	A	12%	8%
2.	В	33%	30%
3.	С	23%	30%
4.	D	9%	9%
5.	F	2%	5%
6.	Unsure/DK/Refused DNR	22%	19%

And thinking specifically about the district's buildings and facilities -

5. Suppose Douglas County School District school buildings & facilities were graded the same way, what grade would you give district buildings & facilities?

	TOTAL A-C TOTAL D-F	75% 6%
		0,0
1.	А	19%
2.	В	41%
3.	С	15%
4.	D	5%
5.	F	1%
6.	Unsure/DK/Refused DNR	18%

6. Please tell me some of the main reasons you give the school buildings that grade, what specific district school buildings are you thinking about? PROBE Tell me more about that.

## 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 7A/B: IF 7A, READ 20A. IF 7B, READ 20B

- 7.A WITHOUT IMPOSING ANY NEW TAX, SHALL DOUGLAS COUNTY SCHOOL DISTRICT DEBT BE INCREASED \$490 MILLION, WITH A MAXIMUM TOTAL REPAYMENT COST NOT TO EXCEED \$895 MILLION, FOR THE PURPOSES OF ENHANCING EDUCATIONAL OPPORTUNITIES FOR STUDENTS BY:
  - UPDATING AND EQUIPPING AGING SCHOOLS AND FACILITIES;
  - BUILDING ADDITIONAL CAREER AND TECHNICAL EDUCATION PATHWAYS INCLUDING FOR STUDENTS WITH SPECIAL EDUCATIONAL NEEDS, BY CONSTRUCTING AND EXPANDING SCHOOL FACILITIES;
  - CONSTRUCTING, EQUIPPING AND EXPANDING NEIGHBORHOOD SCHOOLS TO ACCOMMODATE GROWTH AND REDUCE OVERCROWDING; AND
  - UPGRADING SCHOOL SAFETY AND SECURITY;

AND SHALL THE TAXES AUTHORIZED AT THE DISTRICT'S BOND ELECTIONS IN 2000, 2003, 2006, AND 2018 BE EXTENDED AND AUTHORIZED TO BE USED TO PAY THE DEBT AUTHORIZED AT THIS ELECTION IN ADDITION TO THE DEBT AUTHORIZED AT SUCH PRIOR ELECTIONS; AND SHALL THE DISTRICT'S EXPENDITURES BE SUBJECT TO OVERSIGHT BY A CITIZENS' COMMITTEE?

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 TOTAL AGAINST	60% 29%
1.	Definitely For	26%
2.	Probably For	24%
3.	Lean For	9%
4.	Undecided/DK/Refused DNR	11%
5.	Lean Against	5%
6.	Probably Against	9%
7.	Definitely Against	14%



## SPLIT SAMPLE 7A/B

- 7B. SHALL DOUGLAS COUNTY SCHOOL DISTRICT DEBT BE INCREASED \$590 MILLION WITH A REPAYMENT COST OF NOT TO EXCEED \$990 MILLION, AND SHALL TAXES BE INCREASED NOT MORE THAN \$60 MILLION ANNUALLY TO PAY SUCH DEBT, ALL FOR THE PURPOSE OF ENHANCING EDUCATIONAL OPPORTUNITIES FOR STUDENTS BY:
  - UPDATING AND EQUIPPING AGING SCHOOLS AND FACILITIES;
  - BUILDING ADDITIONAL CAREER AND TECHNICAL EDUCATION PATHWAYS, INCLUDING FOR STUDENTS WITH SPECIAL EDUCATIONAL NEEDS, BY CONSTRUCTING AND EXPANDING SCHOOL FACILITIES;
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  - UPGRADING SCHOOL SAFETY AND SECURITY;

AND SHALL THE MILL LEVY BE IMPOSED EACH YEAR AT A RATE SUFFICIENT TO PAY THE PRINCIPAL OF AND INTEREST ON THE DISTRICT'S DEBT (OR TO CREATE A RESERVE FOR SUCH PAYMENT); AND SHALL THE DISTRICT'S EXPENDITURES BE SUBJECT TO OVERSIGHT BY A CITIZENS' COMMITTEE?

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 TOTAL AGAINST	48% 42%
1.	Definitely For	22%
2.	Probably For	19%
3.	Lean For	7%
4.	Undecided/DK/Refused DNR	10%
5.	Lean Against	3%
6.	Probably Against	10%
7.	Definitely Against	29%



## IF Q7:1-3, ASK

8.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 Q7:4, ASK

8.8 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 Q7:5-7, ASK

8.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...RANDOMIZE AND READ EACH RESPONDENT HALF OF Q9-19

The (firs	RESPON	DENT HA	<u>ALF OF Q</u>	9-19					
should 50% c or B, s	SAMPLE A/B MESSAGES (A messages I NOT always show up with A sample either, hance to get 14, then 50% chance to get A ame for 17A/B and 19A/B	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
9.	The District has over one hundred buildings, many of which have aging equipment requiring replacement. If not addressed, taxpayer dollars will continue to be expended on avoidable and reactive measures due to aging infrastructure not being updated.	54%	32%	23%	26%	6%	6%	8%	13%
10.	Passing a bond will provide the Douglas County School District with funding to increase and maintain school safety and security by upgrading school buildings with new technology and safety advancements to keep students, teachers, and staff safe.	65%	43%	22%	20%	3%	4%	8%	12%
11.	If we don't pass the bond, our ability to provide safe and adequate educational spaces for students, which research shows are critical for learning, will be compromised.	51%	27%	24%	25%	5%	8%	11%	19%
12.	If we don't pass the bond, the quality of our learning environments will continue to deteriorate. We will use \$20M of reserves for emergency capital needs, but the backlog is \$300M, which will continue to grow by an average of \$35M per year. Spending from reserves is a temporary solution.	45%	25%	20%	28%	8%	7%	12%	19%
13.	The 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. Passing the bond allows us to continue to support this high performance.	52%	31%	20%	31%	4%	4%	10%	14%
14.A	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 security, learning and cost perspective.	63%	33%	31%	20%	7%	4%	7%	10%



SPLIT-SAMPLE A/B MESSAGES (A messages should NOT always show up with A sample either, 50% chance to get 14, then 50% chance to get A or B, same for 17A/B and 19A/B		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
14B.	If we don't pass the bond, we will continue to address overcrowding with mobile classrooms and boundary changes in existing neighborhoods, moving children further away from their own neighborhood schools.	46%	28%	17%	27%	3%	7%	17%	24%
15.	The District's athletic and extra-curricular facilities are aging and require major upgrades.	48%	25%	22%	29%	5%	7%	12%	19%
16.	If we don't pass the bond, busing and transportation for all students will require additional and longer routes to serve new communities, making our busing challenges worse.	48%	31%	17%	32%	4%	7%	9%	16%
17.A	Passing a \$490 million dollar bond would <u>not</u> raise the property tax rate you are paying today for schools.	59%	43%	16%	15%	4%	7%	14%	22%
17B.	Thinking about an average home value in this district, which is about \$780 thousand dollars, if a \$590 million dollar bond were passed by voters, homeowners would pay an average of \$6 dollars more per month in property taxes.	39%	23%	16%	22%	4%	9%	27%	36%
18.	Ensuring safe, modern and efficient schools for our children is fiscally responsible and benefits the entire community.	59%	36%	23%	26%	3%	3%	9%	12%
19.A	This \$490 bond allows the district to restructure its debt in order to keep the tax rate from increasing, which is fiscally responsible.	65%	40%	24%	16%	3%	6%	11%	16%
19B.	This \$590 bond is fiscally responsible in that a modest tax increase now will avoid more expensive options in the long run.	47%	25%	22%	29%	6%	8%	10%	18%



And now that you have heard more information... SPLIT SAMPLE 20A/B

- 20.A WITHOUT IMPOSING ANY NEW TAX, SHALL DOUGLAS COUNTY SCHOOL DISTRICT DEBT BE INCREASED \$490 MILLION, WITH A MAXIMUM TOTAL REPAYMENT COST NOT TO EXCEED \$895 MILLION, FOR THE PURPOSES OF ENHANCING EDUCATIONAL OPPORTUNITIES FOR STUDENTS BY:
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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 TOTAL AGAINST	<u>Initial</u> 60% 29%	Informed 66% 25%
1.	Definitely For	26%	32%
2.	Probably For	24%	27%
3.	Lean For	9%	7%
4.	Undecided/DK/Refused DNR	11%	9%
5.	Lean Against	5%	3%
6.	Probably Against	9%	5%
7.	Definitely Against	14%	17%



## SPLIT SAMPLE 20A/B

- 20B. SHALL DOUGLAS COUNTY SCHOOL DISTRICT DEBT BE INCREASED \$590 MILLION WITH A REPAYMENT COST OF NOT TO EXCEED \$990 MILLION, AND SHALL TAXES BE INCREASED NOT MORE THAN \$60 MILLION ANNUALLY TO PAY SUCH DEBT, ALL FOR THE PURPOSE OF ENHANCING EDUCATIONAL OPPORTUNITIES FOR STUDENTS BY:
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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 TOTAL AGAINST	<u>Initial</u> 48% 42%	<u>Informed</u> 54% 41%
1.	Definitely For	22%	30%
2.	Probably For	19%	18%
3.	Lean For	7%	6%
4.	Undecided/DK/Refused DNR	10%	5%
5.	Lean Against	3%	3%
6.	Probably Against	10%	10%
7.	Definitely Against	29%	27%



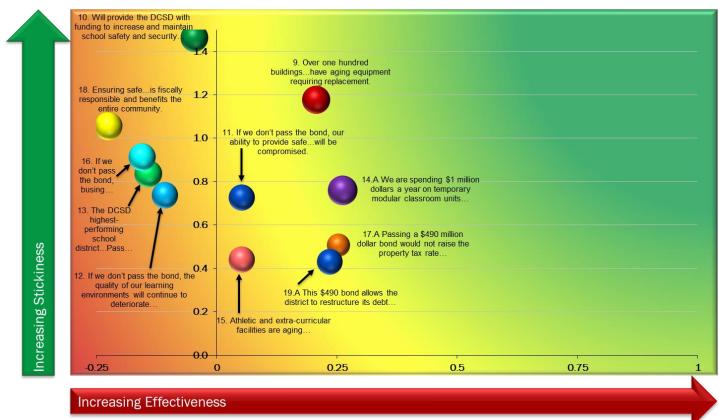
## 21. What about the information you just heard about the bond proposal made the biggest impression on you? PROBE: Is there anything else you just heard the bond proposal that made impression on you? PROBE UNTIL NO MORE INFORMATION IS GIVEN

## DO NOT READ CHOICES, ACCEPT MULTIPLE RESPONSES

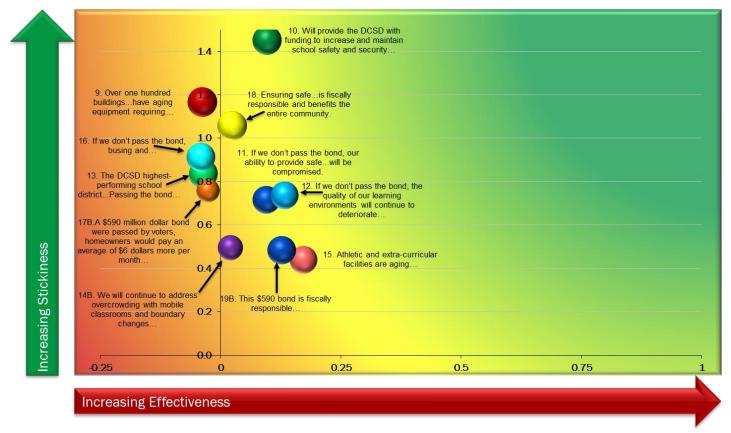
)	O NOT I	READ CHOICES, ACCEPT MULTIPLE RESPONSES	
	1	The District has over one hundred buildings, many of which have aging equipment requiring replacement. If not addressed, taxpayer dollars will continue to be expended on avoidable and reactive	11%
	2	measures due to aging infrastructure not being updated. Passing a bond will provide the Douglas County School District with funding to increase and maintain school safety and security by upgrading school buildings with new technology and safety	14%
	3	advancements to keep students, teachers, and staff safe. If we don't pass the bond, our ability to provide safe and adequate educational spaces for students, which research shows are critical	7%
	4	for learning, will be compromised. If we don't pass the bond, the quality of our learning environments will continue to deteriorate. We will use \$20M of reserves for emergency capital needs, but the backlog is \$300M, which will continue to grow by an average of \$35M per year. Spending from reserves is a temporary solution.	7%
	5	The 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. Passing the bond allows us to continue to support this high performance.	8%
	6	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 security, learning and cost perspective.	7%
	7	If we don't pass the bond, we will continue to address overcrowding with mobile classrooms and boundary changes in existing neighborhoods, moving children further away from their own neighborhood schools.	5%
	8	The District's athletic and extra-curricular facilities are aging and require major upgrades.	4%
	9	If we don't pass the bond, busing and transportation for all students will require additional and longer routes to serve new communities, making our busing challenges worse.	9%
	10	Passing a \$490 million dollar bond would <u>not</u> raise the property tax rate you are paying today for schools.	5%
	11	Thinking about an average home value in this district, which is about \$780 thousand dollars, if a \$590 million dollar bond were passed by voters, homeowners would pay an average of \$6 dollars more per month in property taxes.	7%
	12	Ensuring safe, modern and efficient schools for our children is fiscally responsible and benefits the entire community.	10%
	13	This \$490 bond allows the district to restructure its debt in order to keep the tax rate from increasing, which is fiscally responsible.	4%
	14	This \$590 bond is fiscally responsible in that a modest tax increase now will avoid more expensive options in the long run.	5%
	15 16	Other CAPTURE VERBATIM DK/Refused DNR	0% 19%



## All Likely Voters – A Ballot



All Likely Voters – B Ballot





## IF FOR IN Q20, THEN ASK

22.A Which of the following viewpoints would you say better explains your support? **N=483** 

## READ CHOICES

1.	Have positive feelings about district, and want to keep the district headed in the right direction.	52%
2.	Am concerned that the district does not currently have the resources it needs to be successful.	35%
3.	NEITHER (DNR)	5%
4.	BOTH (DNR)	4%
5.	DK/Refused DNR	3%

## IF AGAINST IN Q20, THEN ASK

22B. Which of the following viewpoints would you say better explains your opposition? N=267 \_\_\_\_\_

## READ CHOICES

1.	Do not have confidence in the district, and see it on the wrong track.	26%
2.	Believe that the district is adequately funded and does not need	52%
	more resources.	JZ /0
3.	NEITHER (DNR)	8%
4.	BOTH (DNR)	10%
5.	DK/Refused DNR	4%



23.A 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	36%
2.	Neither DNR	3%
3.	Both DNR	3%
4.	DK/Refused DNR	4%
5.	POINT B	54%

23B. 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 with only a minimal increase in the tax rate we are paying for schools today.

1.	POINT A	46%
2.	Neither DNR	4%
3.	Both DNR	1%
4.	DK/Refused DNR	6%
5.	POINT B	43%



And, regardless of your opinion now -

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

1.	I voted YES	33%
2.	I voted NO	25%
3.	Don't Recall How I Voted	29%
4.	Didn't Vote in that election	11%
5.	DK/Refused DNR	3%

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

## 25. Party Registration: PRE-CODE

1.	Republican	38%
2.	NPP/Independent/Other	42%
3.	Democrat	21%

## 26. 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%

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

### IF YES: ASK:

And what ages are these children?

	TOTAL YES	36%
1.	Less than 3 years old	8%
2.	4-7 years old	11%
3.	8-11 years old	14%
4.	12-15 years old	14%
5.	16-17- years old	9%
6.	No	63%
7.	Refused DNR	1%



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

1.	Yes	44%
2.	No	55%
3.	DK/Refused DNR	1%

29. How often do you interact with the Douglas County School District?

1.	Several times a day	4%
2.	About once a day	3%
3.	Several times a week	6%
4.	Once a week	5%
5.	Couple of times a month	7%
6.	Once a month	6%
7.	Less than once a month	18%
8.	Never	49%
9.	DK/Refused DNR	2%

30. 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	2%
2.	\$25,000 to less than \$50,000	7%
3.	\$50,000 to less than \$75,000	8%
4.	\$75,000 to less than \$100,000	13%
5.	\$100,000 to less than \$125,000	12%
6.	\$125,000 to less than \$150,000	11%
7.	More than \$150,000	38%
8.	DK/Refused DNR	9%

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

1.	White	77%
2.	Hispanic, Mexican, Latino, Spanish	7%
3.	African-American	3%
4.	Asian	4%
5.	Other (specify)	5%
6.	Refused DNR	4%

#### 7. 75 or over

1.

2.

3.

4.

5.

6.

8.

18-24

25-34

35-44

45-54

55-64

65-74

Refused DNR

34.	Sex: E	Y OBSE	RVATION

1.	Male	48%
2.	Female	52%

#### House District: PRE-CODE 35.

1.	HD 39	26%
2.	HD 43	23%
3.	HD 44	23%
4.	HD 45	25%
5.	Balance	3%

4%

14%

19%

20%

18%

13%

9%

3%

#### And thinking back to the presidential election in November of 2020, for whom did you vote ROTATE FIRST 32. TWO

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

DCSD/LVs/3722/17983

1.	Trump	44%
2.	Someone Else	7%
3.	Don't Remember/Did not Vote DNR	5%
4.	Refused DNR	6%
5.	Biden	38%

#### In what year were you born? RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES 33.



# 36. General Election Vote History: PRE-CODE

1.	0 of 4	15%
2.	1 of 4	8%
3.	2 of 4	10%
4.	3 of 4	10%
5.	4 of 4	57%

# 37. Interview Method: PRE-CODE

1.	Cell	60%
2.	SMS	22%
3.	Landline	18%