

Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in Fullerton and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Importance of Issues

Q1 To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to **you**, using a scale of extremely important, very important, somewhat important or not at all important.

Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?

	<i>Randomize.</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Improving the quality of education in local public schools	1	2	3	4	98	99
B	Repairing and upgrading aging school facilities	1	2	3	4	98	99
C	Maintaining local streets and roads	1	2	3	4	98	99
D	Preventing local tax increases	1	2	3	4	98	99
E	Improving public safety	1	2	3	4	98	99
F	Creating jobs and improving the local economy	1	2	3	4	98	99
G	Reducing traffic congestion	1	2	3	4	98	99

Section 3: Initial Ballot Test		
Your household is within the Fullerton School District. Next year, voters in the District may be asked to vote on a local ballot measure. Let me read you a summary of the measure:		
Q2	<p>In order to:</p> <ul style="list-style-type: none"> ◇ Repair aging classrooms and facilities at Fullerton elementary and middle schools including deteriorating roofs, plumbing, and electrical systems ◇ Improve student safety and security ◇ And upgrade, acquire, construct, and equip classrooms, labs, libraries, and facilities to support student achievement in science, math, arts, and technology <p>Shall the Fullerton School District measure authorizing \$198 million in bonds at legal rates, levying 3 cents per \$100 assessed value (\$11 million annually) while bonds are outstanding, be adopted, with citizen oversight and all money staying local?</p> <p>If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</p>	
	1	Definitely Yes
	2	Probably Yes
	3	Probably No
	4	Definitely No
	98	Don't Know/Not Sure
	99	Prefer not to answer
Q3	Is there a particular reason why you do not support or are unsure about the school measure I just described? <i>If yes, ask: Please briefly describe your reason.</i>	
	<i>Record Verbatim Response - Record first response.</i>	
	2	No
	98	Don't Know
	99	Prefer not to answer

Section 4: Tax Threshold							
Q4	The amount each home owner will pay if the school bond passes depends on the assessed value of their home - <u>not</u> the current market value of the home. If you heard that the annual property taxes on your home would increase: _____ per 100,000 (one hundred thousand) dollars of assessed valuation, would you vote yes or no on the school bond measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i> <i>If needed: The assessed value of your home is listed on your property tax bill.</i>						
	<i>Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next question.</i>						
	<i>Ask in Order</i>	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Prefer not to answer
A	\$30	1	2	3	4	98	99
B	\$24	1	2	3	4	98	99
Q5	Let me put it another way: If you knew that this measure would cost the <u>typical</u> home owner about \$116 per year, would you vote yes or no on the school bond measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>						
	1	Definitely yes		<i>Skip to Q7</i>			
	2	Probably yes		<i>Ask Q6</i>			
	3	Probably no		<i>Ask Q6</i>			
	4	Definitely no		<i>Ask Q6</i>			
	98	Not sure		<i>Ask Q6</i>			
	99	Prefer not to answer		<i>Skip to Q7</i>			
Q6	If you knew that this measure would cost the <u>typical</u> home owner about \$93 per year, would you vote yes or no on the school bond measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>						
	1	Definitely yes					
	2	Probably yes					
	3	Probably no					
	4	Definitely no					
	98	Not sure					
	99	Prefer not to answer					

Section 5: Quality of Education		
Q7	In general, how would you rate the quality of education provided in the Fullerton School District? Would you say it is excellent, good, fair, poor, or very poor?	
	1	Excellent
	2	Good
	3	Fair
	4	Poor
	5	Very Poor
	98	Not sure
	99	Prefer not to answer

Section 6: Projects & Programs							
Q8	The measure we've been discussing would provide funding for a variety of school projects and improvements. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? <i>Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?</i>						
	<i>Randomize</i>	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Prefer not to answer
A	Provide the classrooms, facilities and technology needed to support high quality instruction in math, science, engineering, and technology	1	2	3	4	98	99
B	Provide the classrooms and facilities needed to support high quality instruction in music, visual, and performing arts	1	2	3	4	98	99
C	Ensure that all students have equal access to outdoor learning, athletics, and physical education facilities	1	2	3	4	98	99
D	Repair or replace deteriorating roofs, plumbing, heating, ventilation, and electrical systems where needed	1	2	3	4	98	99
E	Improve student safety and campus security systems including security fencing, security cameras, emergency communications systems, smoke detectors, fire alarms, and sprinklers	1	2	3	4	98	99
F	Replace aging portable classrooms that are expensive to repair and maintain with modern, permanent classrooms	1	2	3	4	98	99
G	Upgrade our older schools so they meet the same academic and safety standards as newer schools	1	2	3	4	98	99

H	Remove hazardous materials like asbestos and lead paint from older school sites	1	2	3	4	98	99
I	Transform outdated school libraries into modern learning centers	1	2	3	4	98	99
J	Improve access to school facilities for students with disabilities	1	2	3	4	98	99
K	Improve pick-up and drop-off zones and parking lots to improve student safety and the flow of traffic	1	2	3	4	98	99
L	Keep computer systems and instructional technology up-to-date	1	2	3	4	98	99
M	Ensure that children's' playground equipment and play areas meet current health and safety standards	1	2	3	4	98	99

Section 7: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q9	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Prefer not to answer
A	All money raised by the measure will stay in Fullerton to support our students. It cannot be taken away by the State or used for other purposes.	1	2	3	4	98	99
B	This measure requires a clear system of accountability, including a project list detailing exactly how the money will be used, a Citizens' Oversight Committee, and independent audits to ensure the money is spent properly.	1	2	3	4	98	99
C	By law, no money from this measure can be used for administrators' salaries or benefits.	1	2	3	4	98	99
D	Even if you do not have school-age children, supporting this school bond is a wise investment. Good schools improve the quality of life in our community and protect the value of our homes.	1	2	3	4	98	99
E	If voters approve this measure, the District will be eligible to receive millions of dollars in State matching money that otherwise will go to other school districts.	1	2	3	4	98	99
F	Our students deserve to have the same educational opportunities as others in the region. We need to upgrade our schools, facilities, and classrooms to keep pace.	1	2	3	4	98	99

G	Renovating our schools will reduce the cost of ongoing maintenance and allow more of the District's budget to be spent in the classroom educating students.	1	2	3	4	98	99
H	If we want our kids to succeed in high school, college and careers, they must be skilled in the use of today's technologies and have a solid background in science, math, engineering and technology. This measure will make this possible.	1	2	3	4	98	99
I	We need to pass this measure now. The longer we wait to repair and upgrade our aging schools, the more expensive it will be.	1	2	3	4	98	99
J	Up-to-date classrooms, science labs and school facilities will help attract the very best teachers to our schools.	1	2	3	4	98	99
K	Most of our schools were built more than 60 years ago and need to be repaired and upgraded. It's time to make essential repairs and improvements so our schools can serve our community well for the decades to come.	1	2	3	4	98	99
L	A few of our schools have modern classrooms, labs, and educational facilities, but most don't. This measure will ensure that ALL students have equal access to the classrooms, labs, and facilities they need to succeed.	1	2	3	4	98	99
M	This measure will cost the typical property owner less than \$10 per month. That's a small price to pay to repair and improve our local schools and protect our property values.	1	2	3	4	98	99

Section 8: Interim Ballot Test		
Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again:		
Q10	<p>In order to:</p> <ul style="list-style-type: none"> ◇ Repair aging classrooms and facilities at Fullerton elementary and middle schools including deteriorating roofs, plumbing, and electrical systems ◇ Improve student safety and security ◇ And upgrade, acquire, construct, and equip classrooms, labs, libraries, and facilities to support student achievement in science, math, arts, and technology <p>Shall the Fullerton School District measure authorizing \$198 million in bonds at legal rates, levying 3 cents per \$100 assessed value (\$11 million annually) while bonds are outstanding, be adopted, with citizen oversight and all money staying local?</p> <p>If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</p>	
1	Definitely Yes	
2	Probably Yes	
3	Probably No	
4	Definitely No	
98	Don't Know/Not Sure	
99	Prefer not to answer	

Section 9: Negative Arguments							
Next, let me tell you what opponents of the measure are saying.							
Q11	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Prefer not to answer
A	People are having a hard time making ends meet with the high cost of living – especially seniors and those on fixed incomes. Now is NOT the time to be raising taxes.	1	2	3	4	98	99
B	Don't be fooled. Including interest, this bond will cost taxpayers about 400 million dollars and will take property owners more than 30 years to pay off.	1	2	3	4	98	99
C	We can't trust the District with this measure. They will mismanage the money and won't build what they promise.	1	2	3	4	98	99

D	There is not guarantee that the money will be distributed fairly. Some schools will get more than their fair share, while others will get less.	1	2	3	4	98	99
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Section 10: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time:

Q12	In order to:	
	<ul style="list-style-type: none"> ◊ Repair aging classrooms and facilities at Fullerton elementary and middle schools including deteriorating roofs, plumbing, and electrical systems ◊ Improve student safety and security ◊ And upgrade, acquire, construct, and equip classrooms, labs, libraries, and facilities to support student achievement in science, math, arts, and technology 	
<p>Shall the Fullerton School District measure authorizing \$198 million in bonds at legal rates, levying 3 cents per \$100 assessed value (\$11 million annually) while bonds are outstanding, be adopted, with citizen oversight and all money staying local?</p> <p>If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</p>		
	1	Definitely Yes
	2	Probably Yes
	3	Probably No
	4	Definitely No
	98	Don't Know/Not Sure
	99	Prefer not to answer

Section 11: Background/Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	Do you have any children who currently attend a school in the Fullerton School District?	
	1	Yes
	2	No
	99	Prefer not to answer
D2	Do you have grown children who previously attended a school in the Fullerton School District when they were younger?	
	1	Yes
	2	No
	99	Prefer not to answer

D3	Over the past two years, do you think the United States has been heading in the right direction or wrong direction?	
	1	Right direction
	2	Wrong direction
	98	Not Sure
	99	Prefer not to answer
<p>Those are all of the questions that I have for you. Thanks so much for participating in this important survey.</p>		

Post-Interview & Sample Items

S1	Gender	
	1	Male
	2	Female
S2	Party	
	1	Democrat
	2	Republican
	3	Other
	4	DTS
S3	Age on Voter File	
	1	18 to 29
	2	30 to 39
	3	40 to 49
	4	50 to 64
	5	65 or older
	99	Not Coded
S4	Registration Date	
	1	2019 to 2016
	2	2015 to 2009
	3	2008 to 2001
	4	Before 2001

S5	Household Party Type	
	1	Single Dem
	2	Dual Dem
	3	Single Rep
	4	Dual Rep
	5	Single Other
	6	Dual Other
	7	Dem & Rep
	8	Dem & Other
	9	Rep & Other
	0	Mixed (Dem + Rep + Other)
S6	ZIP Code	
	<i>5-digit ZIP</i>	
S7	Voting History	
	<i>For last six elections</i>	
S8	Homeowner on Voter File	
	1	Yes
	2	No
S9	Likely to Vote by Mail	
	1	Yes
	2	No
S10	Likely March 2020 Voter	
	1	Yes
	2	No
S11	Likely November 2020 Voter	
	1	Yes
	2	No