



MEASURE H EXTENSION
SUMMARY REPORT FOR BASELINE SURVEY

PREPARED FOR THE
CAMBRIAN SCHOOL DISTRICT



MAY 2024



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INTRODUCTION

Located in the heart of the Silicon Valley, the Cambrian School District serves approximately 3,000 students in grades K-8 in the Cambrian Park area in the City of San Jose. Committed to serving the whole child, the District has embraced a rigorous, comprehensive curriculum that includes innovative programs in mathematics and science, as well as visual and performing arts, technology, and physical education. Through the efforts of District administration, teachers and employees, community volunteers, and its students, the Cambrian School District is recognized as being one of the higher performing districts in the State. All five of the District's schools have been recognized as California Distinguished Schools.

One of the keys to developing and maintaining an outstanding educational environment has been the financial support provided by property-owners in the District. Because the State does not allocate enough money to the District to ensure a well-balanced education and smaller class sizes, the District must rely on the community it serves to provide financial support for anything beyond 'basic' educational programs. In 2018, Cambrian voters approved a local parcel tax (Measure H) to provide stable funding for instruction in math, science, reading, engineering, technology, and arts, retaining highly qualified teachers, and maintaining manageable class sizes. The continuation of Measure H beyond the initial eight year term is subject to voter approval of an advisory measure.

MOTIVATION FOR RESEARCH The primary purpose of this study was to produce an unbiased, statistically reliable evaluation of voters' interest in supporting an advisory measure to continue the Measure H parcel tax until ended by voters, as well as identify how to structure a measure so that it is consistent with the community's priorities and expressed needs. In brief, the study was designed to:

- Gauge current, baseline support for an advisory measure to continue the Measure H parcel tax funding for school programs and services
- Identify the types of services that voters are most interested in funding, should the measure pass
- Expose voters to arguments in favor of, and against, the proposed measure to gauge how information affects support for the measure, *and*
- Estimate support for the measure once voters are presented with the types of information they will likely be exposed to during the election cycle.

It is important to note at the outset that voters' opinions about tax measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure during the election cycle. Accordingly, to accurately assess the feasibility of an advisory measure to continue the Measure H parcel tax, it was important that in addition to measuring *current* opinions about the measure (Question 2), the survey expose respondents to the types of information voters are likely to encounter during an election cycle—including arguments in favor of (Question 6) and opposed to (Question 8) the measure—and gauge how this information ultimately impacts their voting decision (Questions 7 & 9).

OVERVIEW OF METHODOLOGY For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 24. In brief, the survey was administered to a random sample of 405 registered voters in the Cambrian School District who are likely to participate in the November 2024 general election. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered between May 1 and May 10, 2024, the average interview lasted 16 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important findings of the survey and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 27) and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGMENTS True North thanks the Cambrian School District for the opportunity to assist the District in this important effort. The collective expertise, local knowledge, and insight provided by District staff and representatives improved the overall quality of the research presented here. A special thanks also to Amanda Clifford (CliffordMoss) and Lori Raineri (Government Financial Strategies) for contributing to the design of the study.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the District. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the opinions, perceptions, priorities, and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 1,300 survey research studies for public agencies, including more than 400 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney’s recommendation, more than 95% have been successful. In total, the research that Dr. McLarney has conducted has led to over \$35 billion in voter-approved local revenue measures.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide Cambrian School District with a statistically reliable understanding of voters' interest in extending the Measure H parcel tax in order to continue funding for school programs and services. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research. The following conclusions are based on True North's and CliffordMoss' interpretations of the survey results and the firms' collective experience conducting revenue measure studies for public agencies throughout the State.

Should the District proceed with plans to place a Measure H advisory measure on the November 2024 ballot?

Yes. Voters in the Cambrian School District have a high opinion of the quality of education provided in local schools, and they consider maintaining the quality of education in local public schools to be the *most* important issue facing residents—more important than improving public safety, maintaining local streets and roads, preventing local tax increases, and other benchmark issues. These sentiments translate to strong *natural* support (78%) for an advisory measure that would continue the Measure H parcel tax until ended by voters in order to provide Cambrian neighborhood elementary and middle school students with stable funding for instruction in math, science, reading, engineering, technology, and arts; retain highly qualified teachers; and maintain manageable class sizes.

The results of this feasibility study indicate that a renewal measure has a very good chance being supported by voters this November provided that it focuses on the programs and services that voters identify as their priorities *and* is accompanied by robust community/opinion leader engagement, education, and communication (more on this below).

Having stated that the advisory measure appears feasible, it is important to note that the measure's prospects will be shaped by external factors (not within the District's or an independent campaign's control) and that a recommendation to place the measure on the November 2024 ballot comes with several qualifications and conditions. Indeed, although the results are promising, all ballot measures must overcome challenges prior to being successful. The proposed measure is no exception. The following paragraphs discuss some of the challenges and the next steps that True North and CliffordMoss recommend.

What programs do voters identify as priorities for parcel tax proceeds?

One of the goals of this study was to identify voters' preferences with respect to how the proceeds of Measure H should be spent, if extended. This information can be used to ensure that the resulting expenditure plan and the measure are consistent with voters' priorities.

Cambrian voters clearly see a need for the programs and services that could be funded by Measure H on an ongoing basis. In fact, all of the

programs and services tested were favored by at least 7-in-10 voters surveyed. That said, voters expressed the *greatest* interest in using parcel tax proceeds to continue funding for advanced and core programs in math, science, engineering and technology at all schools (87% strongly or somewhat favor), attract and retain highly qualified teachers (86%), continue funding for advanced and core programs in reading, music and the arts at all schools (85%), and maintain manageable class sizes (82%).

How might a public information campaign affect support for the proposed measure?

As noted in the body of this report, individuals' opinions about ballot measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. Thus, in addition to measuring current support for the advisory measure, one of the goals of this study was to explore how the introduction of additional information about the measure may affect voters' opinions about the proposal.

The survey results reveal that some voters' opinions about the proposed advisory measure are somewhat sensitive to the nature—and amount—of information that they have about the measure. Information about the specific programs and services that could be funded by the parcel tax, as well as arguments in favor of the measure, were found by many voters to be compelling reasons to support the measure, effectively boosting support for a Measure H extension to 80% at the Interim Ballot Test. However, voters also exhibited some sensitivity to opposition arguments and there is a risk they could be swayed by divisive and hyper-partisan campaigning during the 2024 election cycle. Accordingly, one of the keys to building and *sustaining* support for the proposed measure will be the presence of an effective, well-organized public outreach effort and a separate, independent campaign that focuses on the need for the measure as well as the many benefits that it will bring.

How might changes to the economic or political climate alter support for the measure?

A survey is a snapshot in time—which means the results of this study and the conclusions noted above must be viewed in light of the *current* economic and political climates. On the one hand, this should provide some reassurances to the District that the advisory measure is feasible. Even with lingering concerns about inflation, interest rates, high gas prices, and the trajectory of the economy, voters were strongly supportive of extending the Measure H parcel tax.

On the other hand, the months leading up to the November 2024 election are likely to be punctuated with significant events on the economic and political fronts. Exactly how these events unfold and may shape voters' opinions remains to be seen. Should the economy and/or political climate improve, support for the measure could increase. Conversely, negative economic and/or political developments (including devolving into a hyper-partisan environment, competing measures, and/or skewed voter turnout) could dampen support for the measure below what was recorded in this study.

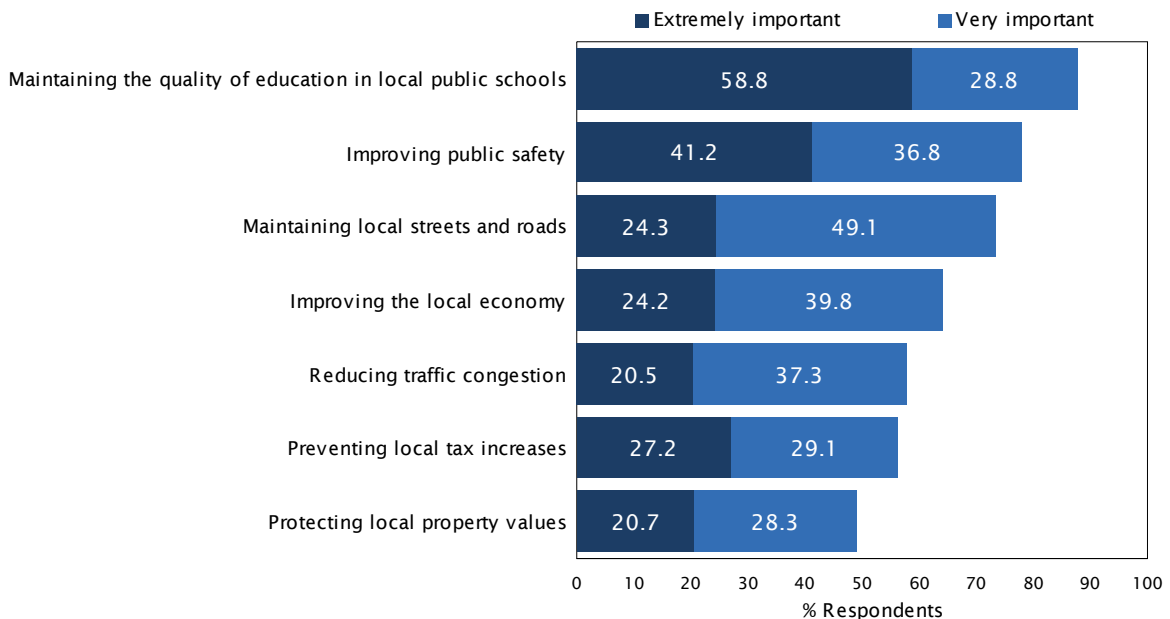
IMPORTANCE OF ISSUES

The first substantive question of the survey presented respondents with several issues facing residents in their community and asked them to rate the importance of each issue. Because the same response scale was used for each issue, the results provide an insight into how important each issue is on a scale of importance *as well as* how each issue ranks in importance relative to the other issues tested. To avoid a systematic position bias, the order in which the issues were presented was randomized for each respondent.

Figure 1 presents the issues tested, as well as the importance assigned to each by survey participants, sorted by order of importance.¹ Overall, maintaining the quality of education in local public schools received the highest percentage of respondents indicating that the issue was either extremely or very important (88%), followed by improving public safety (78%), and maintaining local streets and roads (73%). Given the purpose of this study, it is instructive to note that preventing local tax increases (56%) was rated much lower in importance than maintaining the quality of education in local public schools (88%).

Question 1 *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.*

FIGURE 1 IMPORTANCE OF ISSUES



1. Issues were ranked based on the percentage of respondents who indicated that the issue was either *extremely important* or *very important*.

INITIAL BALLOT TEST

The primary research objective of this survey was to estimate voters' support for an advisory measure that would continue the Measure H parcel tax until ended by voters in order to provide Cambrian neighborhood elementary and middle school students with stable funding for instruction in math, science, reading, engineering, technology, and arts; retain highly qualified teachers; and maintain manageable class sizes. To this end, Question 2 was designed to take an early assessment of voters' support for the proposed measure.

The motivation for placing Question 2 up-front in the survey is twofold. First, voter support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measure beyond what is presented in the ballot language. This situation is analogous to a voter casting a ballot with limited knowledge about the measure, such as what might occur in the absence of an effective education campaign. Question 2, also known as the Initial Ballot Test, is thus a good measure of voter support for the proposed measure *as it is today*, on the natural. Because the Initial Ballot Test provides a gauge of 'natural' support for the measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on voter support for the measure.

Question 2 *Your household is within the Cambrian School District. Later this year, voters in the District may be asked to vote on a local ballot measure. Let me read you a summary of the measure. Advisory Vote Only. To continue to provide Cambrian neighborhood elementary and middle school students with stable funding for instruction in math, science, reading, engineering, technology, and arts; retaining highly qualified teachers; and maintaining manageable class sizes; should Cambrian School District continue the annual parcel tax that was approved by 67 percent of voters in 2018 (with no changes), with exemptions for seniors, no funds for administrators' salaries, and every dollar benefitting Cambrian children?*

FIGURE 2 INITIAL BALLOT TEST

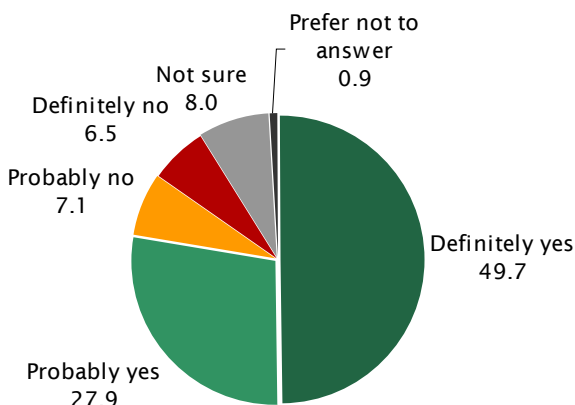
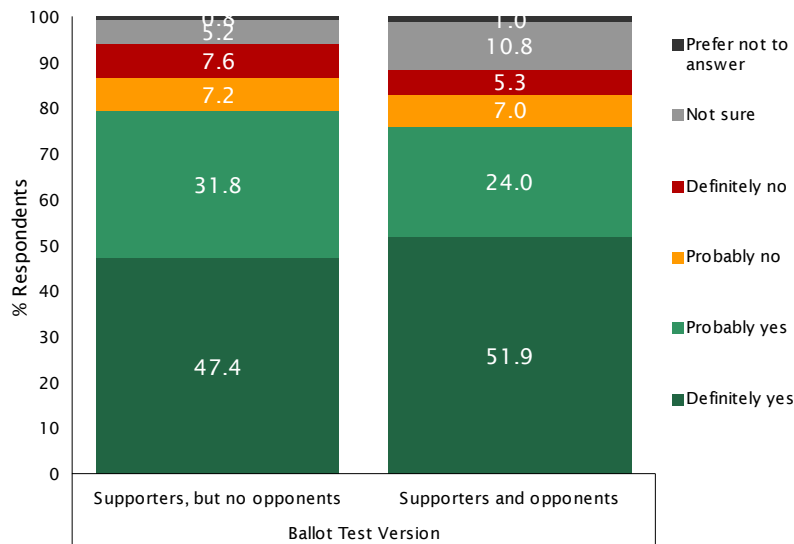


Figure 2 presents the results of the Initial Ballot Test among all likely November 2024 voters surveyed. Overall, 78% of respondents indicated they would definitely or probably support the measure at this stage in the survey, whereas 13% stated they would oppose the measure and 9% were unsure or unwilling to share their vote choice. The support level recorded at the Initial Ballot Test to extend the Measure H parcel tax measure was approximately 28 percentage points *above* the simple majority required for passage.

GAUGING AB1416 IMPACTS For counties that choose not to opt-out of the practice, new legislation allows for a short list of supporters and opponents to appear right below the 75 word ballot statement. Not knowing at this point exactly which individuals or organizations may choose to support or oppose the proposal, if any, the survey employed a split-sample to gauge the potential impact of AB1416 on voter support for the proposed bond measure. The overall sample was divided into two representative subgroups. One group (Sample A) received the ballot statement with a short list of potential supporters (parents, Cambrian Teachers Association, and Cambrian Educational Foundation) and no opponents listed, whereas the second group (Sample B) received the ballot statement, same list of potential supporters, and potential opponents described as a taxpayer association.

Figure 3 shows how the two subgroups differed in their level of support for the advisory measure at the Initial Ballot Test. Voters who received the language with supporters, but no opposition were slightly more likely to indicate support at the Initial Ballot Test than those who received the language with both supporters and opponents (79% vs 76%). Those who received both supporters and opponents were also twice as likely to indicate uncertainty or decline to state their vote choice.

FIGURE 3 INITIAL BALLOT TEST BY BALLOT TEST VERSION



SUPPORT BY SUBGROUPS For the interested reader, Table 1 on the next page shows how support for the measure at the Initial Ballot Test varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the likely November 2024 electorate that each subgroup category comprises. Initial support for renewing Measure H measure was widespread, exceeding the required simple majority in *every* identified subgroup.

TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST

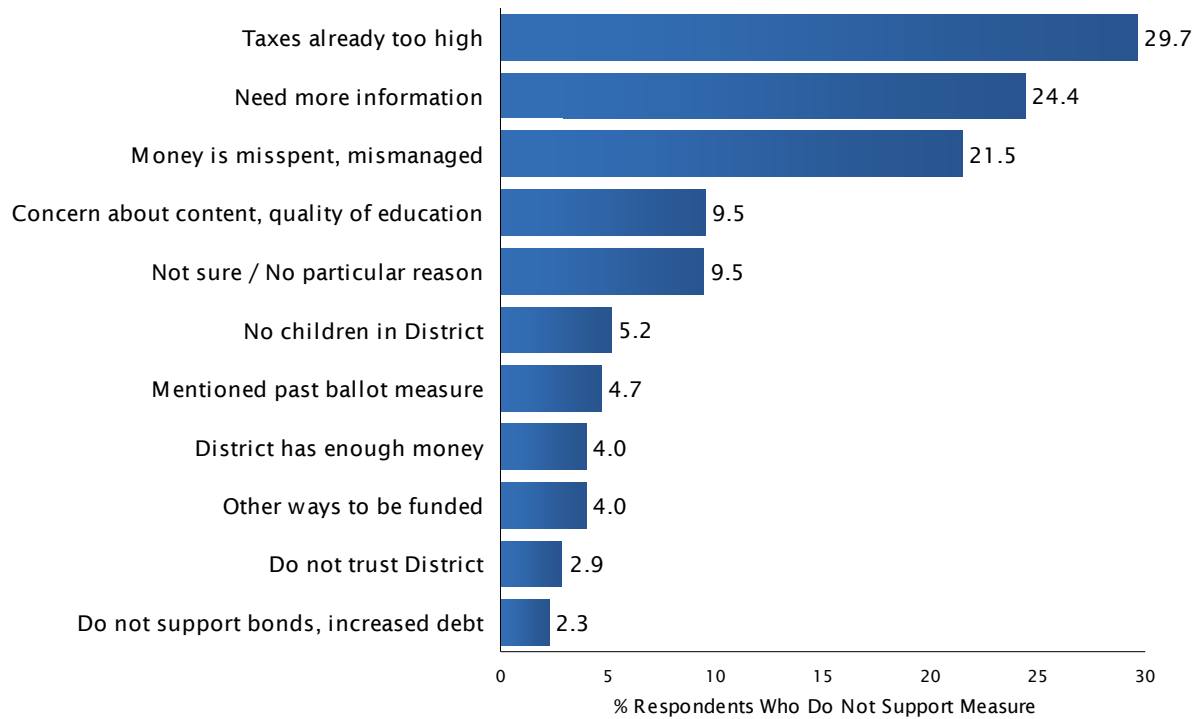
		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	77.6	8.0
Party	Democrat	53	87.3	5.6
	Republican	19	51.6	15.4
	Other / DTS	28	77.2	7.3
Age	18 to 29	14	79.3	8.4
	30 to 39	14	77.4	11.1
	40 to 49	20	75.0	8.2
	50 to 64	29	72.4	4.8
	65 or older	24	85.0	9.7
District Child in Hsld (QD1,2,3)	Yes, current	26	81.4	6.5
	Yes, past	41	80.1	6.9
	Yes, future	27	83.5	5.7
	No, never	35	73.0	11.5
Household Party Type	Single dem	27	85.2	6.6
	Dual dem	17	86.7	5.6
	Single, Dual rep	13	53.5	17.6
	Other	19	80.6	4.8
	Mixed	24	73.5	8.5
Registration Year	Since June 2012	37	81.4	6.4
	Before June 2012	63	75.3	8.9
Homeowner on Voter File	Yes	64	76.7	9.6
	No	36	79.1	5.2
Likely to Vote by Mail	Yes	94	77.5	7.9
	No	6	79.0	8.8
Voting Propensity	High	68	76.7	7.0
	Medium / Low	32	79.4	10.1
Ballot Test Version	Supporters, but no opponents	50	79.2	5.2
	Supporters and opponents	50	75.9	10.8
Gender	Male	50	79.0	5.9
	Female	50	78.5	9.2

REASONS FOR NOT SUPPORTING MEASURE Respondents who did not support or were unsure about the measure at the Initial Ballot Test were subsequently asked if there was a particular reason for their position. Question 3 was asked in an open-ended manner, allowing respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 4 on the next page.

Among the *specific* reasons offered for not supporting the measure, a concern that taxes are already too high (30%), a desire for additional information (24%), and the belief that money is/will be mismanaged or misspent (22%) were the most common.

Question 3 *Is there a particular reason why you don't support or are unsure about the school measure I just described?*

FIGURE 4 REASON FOR NOT SUPPORTING MEASURE



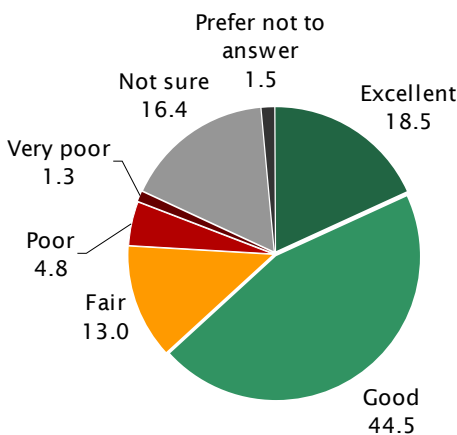
QUALITY OF EDUCATION

To understand *why* voters take the positions they do with respect to a ballot measure, it is often instructive to look beyond the specifics of the measure itself. In particular, how voters perceive the quality of education being provided by the District can have a meaningful impact on their support for the proposed Measure H extension.

Accordingly, respondents were asked to rate the quality of education provided in the Cambrian School District using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 5, most voters had a positive assessment of the quality of education provided in the District, with more than six-in-ten rating it as excellent (19%) or good (45%), 13% rating it as fair, and just 6% of respondents describing it as poor (5%) or very poor (1%). The remaining 18% of voters surveyed were unsure or declined to provide their opinion.

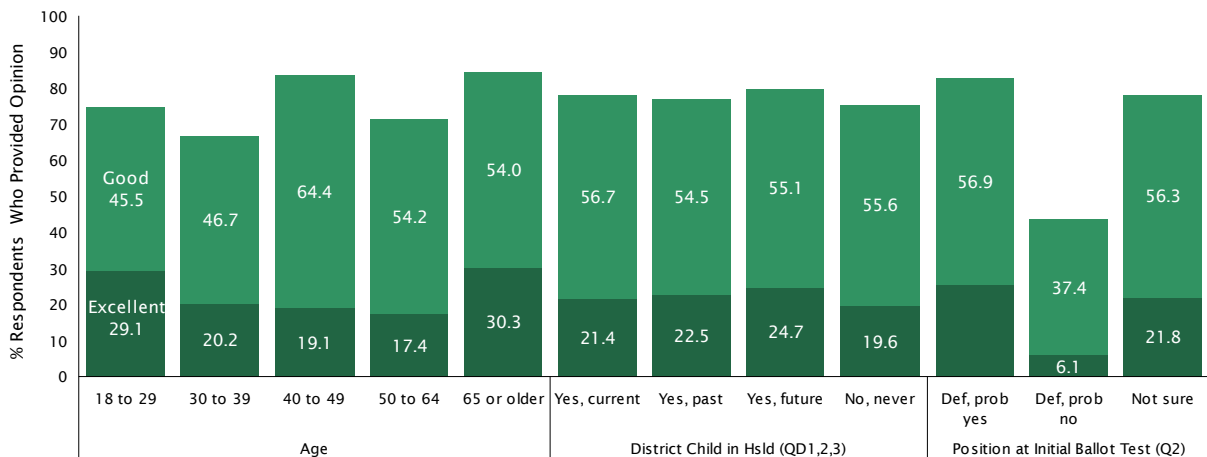
Question 4 *In general, how would you rate the quality of education provided in the Cambrian School District? Would you say it is excellent, good, fair, poor, or very poor?*

FIGURE 5 QUALITY OF EDUCATION



For the interested reader, Figure 6 shows how perceptions of the quality of education provided in the Cambrian School District varied (among those with an opinion) across key voter subgroups. It is worth noting the positive relationship between having a high opinion of the District’s performance in providing a quality education and support for the proposed advisory measure, as well as the consistency in ratings regardless of whether a respondent has, had, or expects to have a child attend a District school in the future.

FIGURE 6 QUALITY OF EDUCATION BY AGE, DISTRICT CHILD IN HSLD & POSITION AT INITIAL BALLOT TEST



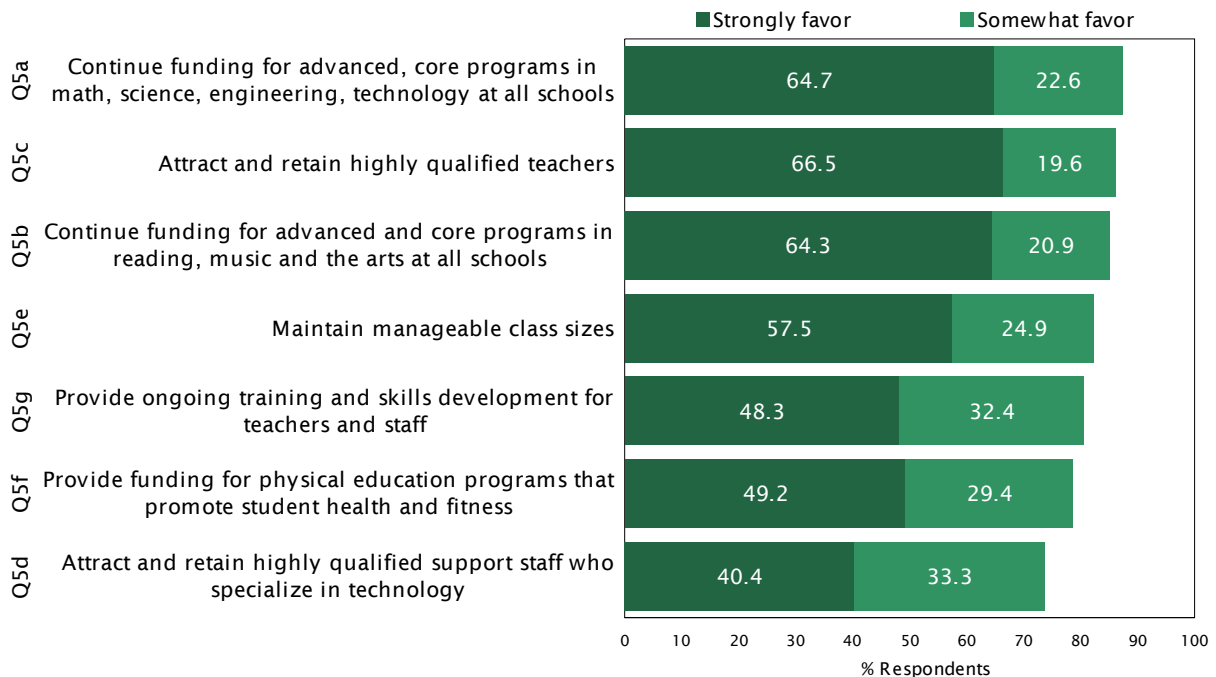
PROGRAMS & SERVICES

The ballot language presented in Question 2 indicated that the proposed advisory measure would continue the Measure H parcel tax until ended by voters in order to provide Cambrian neighborhood elementary and middle school students with stable funding for instruction in math, science, reading, engineering, technology, and arts; retain highly qualified teachers; and maintain manageable class sizes. The purpose of Question 6 was to provide respondents with the full range of programs and services that may be funded by Measure H if extended, and to identify which of these items voters most favored funding with parcel tax proceeds.

After reading each program or service that may be funded by the parcel tax, respondents were asked if they would favor or oppose spending some of the money on that particular item assuming that the measure passes. Descriptions of the programs tested, as well as voters' responses, are shown in Figure 7 below.²

Question 5 *The measure we've been discussing would continue funding for a variety of school programs and services. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion?*

FIGURE 7 PROGRAMS & SERVICES



Although all potential uses of parcel tax proceeds tested in Question 5 were favored by at least seven-in-ten voters, the items that resonated with the largest percentage of respondents were continuing funding for advanced and core programs in math, science, engineering and technology at all schools (87% strongly or somewhat favor), attracting and retaining highly qualified teachers (86%), continuing funding for advanced and core programs in reading, music and the arts at all schools (85%), and maintaining manageable class sizes (82%).

2. For the full text of the projects tested, turn to Question 5 in *Questionnaire & Toplines* on page 27.

PROGRAM & SERVICE RATINGS BY INITIAL SUPPORT Table 2 presents the top five programs and services (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test. Not surprisingly, individuals who initially opposed the measure were generally less likely to favor spending money on a given program or service when compared to supporters. Nevertheless, initial supporters, opponents, and the undecided were in agreement on three of the top five priorities for funding.

TABLE 2 TOP PROGRAMS & SERVICES BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q2)	Item	Programs/Projects Summary	% Strongly Favor
Probably or Definitely Yes (n = 314)	Q5c	Attract and retain highly qualified teachers	75
	Q5a	Continue funding for advanced, core programs in math, science, engineering, technology at all schools	73
	Q5b	Continue funding for advanced and core programs in reading, music and the arts at all schools	73
	Q5e	Maintain manageable class sizes	65
	Q5g	Provide ongoing training and skills development for teachers and staff	55
Probably or Definitely No (n = 55)	Q5b	Continue funding for advanced and core programs in reading, music and the arts at all schools	39
	Q5f	Provide funding for physical education programs that promote student health and fitness	37
	Q5c	Attract and retain highly qualified teachers	33
	Q5a	Continue funding for advanced, core programs in math, science, engineering, technology at all schools	33
	Q5e	Maintain manageable class sizes	24
Not Sure (n = 32)	Q5d	Attract and retain highly qualified support staff who specialize in technology	55
	Q5e	Maintain manageable class sizes	46
	Q5a	Continue funding for advanced, core programs in math, science, engineering, technology at all schools	43
	Q5f	Provide funding for physical education programs that promote student health and fitness	42
	Q5c	Attract and retain highly qualified teachers	41

POSITIVE ARGUMENTS

If the Board chooses to place the advisory measure on the November 2024 ballot, voters will be exposed to various arguments about the measure in the ensuing months. Proponents of the parcel tax will present arguments to try to persuade voters to support a measure, just as opponents may present arguments to achieve the opposite goal. For this study to be a reliable gauge of voter support for the proposed Measure H renewal, it is important that the survey simulate the type of discussion and debate that will occur prior to the vote taking place and identify how this information ultimately shapes voters' opinions about the measure.

The objective of Question 6 was thus to present respondents with arguments in favor of the proposed measure and identify whether they felt the arguments were convincing reasons to support it. Arguments in opposition to the measure were also presented and will be discussed later in this report (see *Negative Arguments* on page 18). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

Question 6 *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. 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?*

FIGURE 8 POSITIVE ARGUMENTS



Figure 8 presents the truncated positive arguments tested, as well as voters' reactions to the arguments. The arguments are sorted from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Using this methodology, the most compelling positive arguments were: *All money raised by the measure will stay local to support our elementary and middle school students. It can't be taken away by the State or used for other purposes* (85% very or somewhat convincing), *All of the money raised by this measure will be used to protect the quality of education in our local schools by attracting and retaining high quality teachers, keeping class sizes manageable, and providing advanced academic programs that enable our students to compete for the best colleges and careers* (83%), and *If we want our kids to be prepared to succeed in high school, college and careers, they need to have a high-quality education including advanced courses in math, science, engineering and technology. This measure makes this possible* (83%).

TOP POSITIVE ARGUMENTS BY INITIAL SUPPORT Table 3 on the next page lists the top five most convincing positive arguments (showing the percentage of respondents who cited it as *very convincing*) according to respondents' vote choice at the Initial Ballot Test. The most striking pattern in the table is that the positive arguments resonated with a much higher percentage of voters who were initially inclined to support the measure when compared to voters who initially opposed the measure or were unsure. Nevertheless, three specific arguments were ranked among the top five most compelling by supporters, opponents, and the undecided.

TABLE 3 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

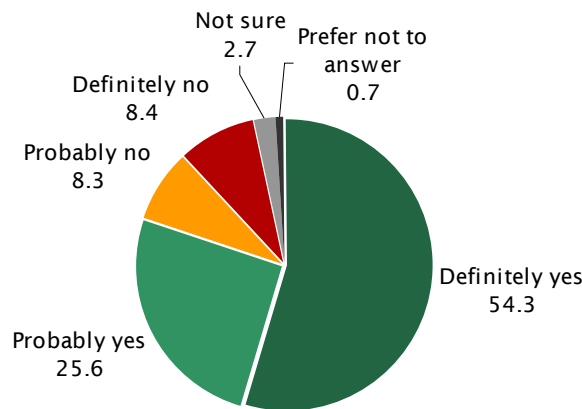
Position at Initial Ballot Test (Q2)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 314)	Q6b	No money from measures will be used to pay for administrators' salaries; every penny will go into supporting classroom instruction	59
	Q6a	All money raised by measure will stay local to support elementary and middle school students; it can't be taken away by State or used for other purposes	58
	Q6f	State provides only enough for basic edu; if we want schools to have advanced, high quality programs in science, tech, engineering, music, arts, need to renew this source of local funding	57
	Q6d	All money will be used to protect quality of edu in schools by attracting, retaining high quality teachers, class sizes manageable, advanced programs that enable students to compete for best colleges, careers	54
	Q6i	Measure requires a clear system of accountability, including annual independent audits to ensure money is spent properly	53
Probably or Definitely No (n = 55)	Q6b	No money from measures will be used to pay for administrators' salaries; every penny will go into supporting classroom instruction	28
	Q6f	State provides only enough for basic edu; if we want schools to have advanced, high quality programs in science, tech, engineering, music, arts, need to renew this source of local funding	20
	Q6e	Measure provides an optional exemption for property owners who are 65 or older; we do not want measure to become a burden to those living on a fixed income	19
	Q6a	All money raised by measure will stay local to support elementary and middle school students; it can't be taken away by State or used for other purposes	17
	Q6i	Measure requires a clear system of accountability, including annual independent audits to ensure money is spent properly	17
Not Sure (n = 32)	Q6i	Measure requires a clear system of accountability, including annual independent audits to ensure money is spent properly	43
	Q6e	Measure provides an optional exemption for property owners who are 65 or older; we do not want measure to become a burden to those living on a fixed income	25
	Q6f	State provides only enough for basic edu; if we want schools to have advanced, high quality programs in science, tech, engineering, music, arts, need to renew this source of local funding	22
	Q6h	If we want kids to be prepared to succeed in HS, college, careers, need high-quality edu, advanced courses in math, science, engineering, tech; measure makes this possible	21
	Q6a	All money raised by measure will stay local to support elementary and middle school students; it can't be taken away by State or used for other purposes	19

INTERIM BALLOT TEST

After informing respondents about programs and services that could be funded, as well as exposing them to positive arguments they may encounter about the measure, the survey again presented voters with the ballot language used previously to gauge how their support for the advisory measure may have changed. As shown in Figure 9, overall support for the measure among likely voters increased to 80%, with 54% of voters indicating that they would *definitely* vote yes on the measure. Approximately 17% of respondents opposed the measure at this point in the survey, and an additional 3% were unsure or unwilling to state their vote choice.

Question 7 *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. Advisory Vote Only. To continue to provide Cambrian neighborhood elementary and middle school students with stable funding for instruction in math, science, reading, engineering, technology, and arts; retaining highly qualified teachers; and maintaining manageable class sizes; should Cambrian School District continue the annual parcel tax that was approved by 67 percent of voters in 2018 (with no changes), with exemptions for seniors, no funds for administrators' salaries, and every dollar benefitting Cambrian children?*

FIGURE 9 INTERIM BALLOT TEST



SUPPORT BY SUBGROUPS Table 4 on the next page shows how support for the measure at this point in the survey varied by key demographic subgroups, as well as the percentage change in subgroup support when compared with the Initial Ballot Test. Positive differences appear in green, whereas negative differences appear in red. As shown in the table, support for renewing Measure H increased or decreased by modest amounts (5 percentage points or less) between the Initial and Interim Ballot Test for most voter subgroups. Notable exceptions include voters under the age of 30 (+12%), medium/low propensity voters (+9%), and voters who don't own their home (+8%).

TABLE 4 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST

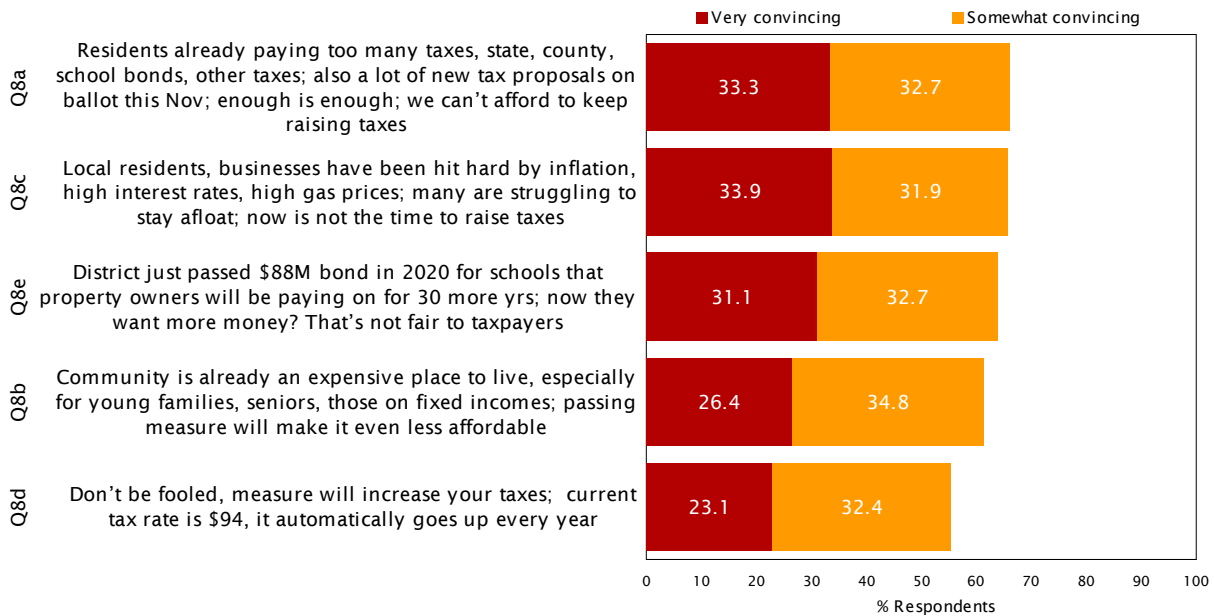
		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)
Overall		100	79.9	+2.3
Party	Democrat	53	89.1	+1.8
	Republican	19	55.1	+3.5
	Other / DTS	28	79.7	+2.5
Age	18 to 29	14	91.5	+12.2
	30 to 39	14	84.8	+7.4
	40 to 49	20	78.4	+3.3
	50 to 64	29	71.1	-1.3
	65 or older	24	82.3	-2.8
District Child in Hsld (QD1,2,3)	Yes, current	26	82.5	+1.0
	Yes, past	41	80.0	-0.0
	Yes, future	27	89.5	+6.0
	No, never	35	75.8	+2.8
Household Party Type	Single dem	27	87.9	+2.7
	Dual dem	17	87.3	+0.6
	Single, Dual rep	13	53.6	+0.2
	Other	19	83.9	+3.3
	Mixed	24	77.2	+3.6
Registration Year	Since June 2012	37	86.5	+5.1
	Before June 2012	63	76.0	+0.7
Homeowner on Voter File	Yes	64	75.7	-1.0
	No	36	87.3	+8.2
Likely to Vote by Mail	Yes	94	79.6	+2.1
	No	6	85.2	+6.3
Voting Propensity	High	68	75.9	-0.8
	Medium / Low	32	88.4	+9.1
Ballot Test Version	Supporters, but no opponents	50	81.4	+2.2
	Supporters and opponents	50	78.4	+2.5
Gender	Male	50	83.2	+4.2
	Female	50	79.1	+0.6

NEGATIVE ARGUMENTS

Whereas Question 6 presented respondents with arguments in favor of the measure, Question 8 presented respondents with arguments designed to elicit opposition to the measure. In the case of Question 8, however, respondents were asked whether they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters’ opinions about the arguments, are presented in Figure 10.

Question 8 *Next, let me tell you what opponents of the measure are saying. 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?*

FIGURE 10 NEGATIVE ARGUMENTS



Among the negative arguments tested, the most compelling were: *Residents are already paying too many taxes - including state and county taxes, school bonds, and other taxes. There will also be a lot of new tax proposals on the ballot this November. Enough is enough. We can't afford to keep raising our taxes* (66% very or somewhat convincing), *Local residents and businesses have been hit hard by inflation, high interest rates, and high gas prices. Many are struggling to stay afloat. Now is not the time to raise taxes* (66%), and *The District just passed an \$88 million bond in 2020 for local schools that property owners will be paying on for 30 more years. Now they want more money? That's not fair to taxpayers* (64%).

NEGATIVE ARGUMENTS BY INITIAL SUPPORT Table 5 on the next page ranks the negative arguments (showing the percentage of respondents who cited each as very convincing) according to respondents’ vote choice at the Initial Ballot Test.

TABLE 5 NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

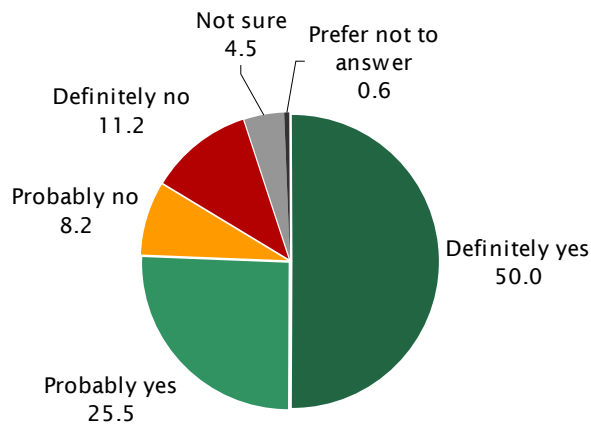
Position at Initial Ballot Test (Q2)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 314)	Q8c	Local residents, businesses have been hit hard by inflation, high interest rates, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes	25
	Q8a	Residents already paying too many taxes, state, county, school bonds, other taxes; also a lot of new tax proposals on ballot this Nov; enough is enough; we can't afford to keep raising taxes	23
	Q8e	District just passed \$88M bond in 2020 for schools that property owners will be paying on for 30 more yrs; now they want more money? That's not fair to taxpayers	21
	Q8b	Community is already an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	19
	Q8d	Don't be fooled, measure will increase your taxes; current tax rate is \$94, it automatically goes up every year	18
Probably or Definitely No (n = 55)	Q8e	District just passed \$88M bond in 2020 for schools that property owners will be paying on for 30 more yrs; now they want more money? That's not fair to taxpayers	67
	Q8a	Residents already paying too many taxes, state, county, school bonds, other taxes; also a lot of new tax proposals on ballot this Nov; enough is enough; we can't afford to keep raising taxes	61
	Q8c	Local residents, businesses have been hit hard by inflation, high interest rates, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes	54
	Q8b	Community is already an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	46
	Q8d	Don't be fooled, measure will increase your taxes; current tax rate is \$94, it automatically goes up every year	38
Not Sure (n = 32)	Q8a	Residents already paying too many taxes, state, county, school bonds, other taxes; also a lot of new tax proposals on ballot this Nov; enough is enough; we can't afford to keep raising taxes	90
	Q8c	Local residents, businesses have been hit hard by inflation, high interest rates, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes	79
	Q8e	District just passed \$88M bond in 2020 for schools that property owners will be paying on for 30 more yrs; now they want more money? That's not fair to taxpayers	68
	Q8b	Community is already an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	68
	Q8d	Don't be fooled, measure will increase your taxes; current tax rate is \$94, it automatically goes up every year	43

FINAL BALLOT TEST

Voters' opinions about ballot measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. An important goal of the survey was thus to gauge how voters' opinions about the proposed measure may be affected by the information they could encounter during the course of an election cycle. After providing respondents with the wording of the proposed measure, programs and services that could be funded, and arguments in favor of and against the proposal, the survey again asked voters whether they would vote 'yes' or 'no' on the proposed Measure H renewal advisory measure.

Question 9 *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. Advisory Vote Only. To continue to provide Cambrian neighborhood elementary and middle school students with stable funding for instruction in math, science, reading, engineering, technology, and arts; retaining highly qualified teachers; and maintaining manageable class sizes; should Cambrian School District continue the annual parcel tax that was approved by 67 percent of voters in 2018 (with no changes), with exemptions for seniors, no funds for administrators' salaries, and every dollar benefitting Cambrian children?*

FIGURE 11 FINAL BALLOT TEST



At this point in the survey, support for the measure was found among 76% of likely voters surveyed, with 50% indicating they would *definitely* support the measure. Approximately 19% of respondents opposed the measure at the Final Ballot Test, and 5% were unsure or unwilling to state their vote choice.

CHANGE IN SUPPORT

Table 6 provides a closer look at how support for the proposed measure changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within various subgroups of voters. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, negative differences appear in red.

TABLE 6 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)	Change From Interim Ballot Test (Q7)
Overall		100	75.6	-2.0	-4.4
Party	Democrat	53	86.3	-1.0	-2.8
	Republican	19	54.1	+2.5	-1.0
	Other / DTS	28	70.0	-7.2	-9.6
Age	18 to 29	14	82.3	+3.0	-9.2
	30 to 39	14	78.7	+1.3	-6.1
	40 to 49	20	77.6	+2.6	-0.7
	50 to 64	29	66.6	-5.7	-4.4
	65 or older	24	78.8	-6.2	-3.4
District Child in Hsld (QD1,2,3)	Yes, current	26	75.5	-5.9	-7.0
	Yes, past	41	76.9	-3.2	-3.1
	Yes, future	27	85.5	+2.0	-4.0
	No, never	35	70.3	-2.7	-5.5
Household Party Type	Single dem	27	81.6	-3.6	-6.2
	Dual dem	17	86.7	-0.1	-0.6
	Single, Dual rep	13	52.2	-1.3	-1.5
	Other	19	74.8	-5.8	-9.1
	Mixed	24	74.6	+1.0	-2.6
Registration Year	Since June 2012	37	78.1	-3.3	-8.4
	Before June 2012	63	74.0	-1.3	-1.9
Homeowner on Voter File	Yes	64	72.8	-3.9	-2.9
	No	36	80.3	+1.2	-6.9
Likely to Vote by Mail	Yes	94	75.8	-1.7	-3.8
	No	6	71.7	-7.2	-13.5
Voting Propensity	High	68	72.6	-4.1	-3.3
	Medium / Low	32	81.9	+2.6	-6.5
Ballot Test Version	Supporters, but no opponents	50	77.7	-1.5	-3.7
	Supporters and opponents	50	73.4	-2.5	-5.0
Gender	Male	50	77.0	-2.0	-6.2
	Female	50	76.4	-2.1	-2.7

As expected, voters responded to the negative arguments with a reduction in their support for the measure when compared with levels recorded at the Interim Ballot Test. The general trend over the course of the entire survey (Initial to Final Ballot Test) was also one of declining support, averaging -2 percentage points overall. Even with this decline, however, support for the advisory measure at the Final Ballot Test (76%) remained well above the simple majority required for passage.

Whereas Table 6 displays change in support for the measure over the course of the interview at the subgroup level, Table 7 on the next page presents individual-level changes that occurred between the Initial and Final Ballot Tests for the measure. On the left side of the table is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the table depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final

Ballot Test. For example, in the first row we see that of the 49.7% of respondents who indicated they would definitely support the measure at the Initial Ballot Test, 42.6% indicated they would definitely support the measure at the Final Ballot Test. Approximately 5.5% moved to the probably support group, 0.3% moved to the probably oppose group, 0.7% moved to the definitely oppose group, and 0.6% stated they were now unsure of their vote choice.

To ease interpretation of the table, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in the vote: from yes to no, no to yes, or not sure to either yes or no.

TABLE 7 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TEST

Initial Ballot Test (Q2)		Final Ballot Test (Q9)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	49.7% →	42.6%	5.5%	0.3%	0.7%	0.6%
Probably support	27.9% →	6.3%	16.8%	1.5%	1.9%	1.4%
Probably oppose	7.1% →	0.2%	1.2%	3.3%	1.5%	0.9%
Definitely oppose	6.5% →	0.2%	0.8%	0.5%	4.5%	0.5%
Not sure	8.9% →	0.8%	1.2%	2.6%	2.6%	1.7%

As one might expect, the information conveyed in the survey had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably yes or probably no). Moreover, Table 7 makes clear that although the information presented in the survey did impact some voters, it did not do so in a consistent manner for all respondents. Some voters found the information conveyed during the course of the interview to be a reason to become more supportive of the measure, whereas a slightly larger percentage found the same information reason to be less supportive. Despite 17% of respondents making a *fundamental*³ shift in their opinion regarding the measure over the course of the interview, the net impact is that support for the measure at the Final Ballot Test (76%) was just 2 percentage points different than support at the Initial Ballot Test (78%).

3. This is, they changed from a position of support, opposition, or undecided at the Initial Ballot Test to a different position at the Final Ballot Test.



BACKGROUND & DEMOGRAPHICS

TABLE 8 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	405
District Child in Hsld (QD1,2,3)	
Yes, current	24.7
Yes, past	38.5
Yes, future	25.6
No, never	33.3
Gender	
Male	48.5
Female	49.5
Non-binary	0.0
Prefer not to answer	2.0
Party	
Democrat	53.0
Republican	19.5
Other / DTS	27.5
Age	
18 to 29	13.9
30 to 39	13.6
40 to 49	19.9
50 to 64	28.8
65 or older	23.8
Registration Year	
Since June 2012	37.4
Before June 2012	62.6
Household Party Type	
Single dem	26.9
Dual dem	16.5
Single, Dual rep	13.3
Other	19.4
Mixed	24.0
Homeowner on Voter File	
Yes	63.6
No	36.4
Likely to Vote by Mail	
Yes	93.9
No	6.1
Voting Propensity	
High	68.3
Medium / Low	31.7
Ballot Test Version	
Supporters, but no opponents	50.0
Supporters and opponents	50.0

In addition to questions directly related to the proposed measure, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the likely November 2024 voter sample represented in this report is shown to the left in Table 8.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the District to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only individuals who did not support the measure (or were unsure) at the Initial Ballot Test (Question 2) were asked the follow-up, open-ended Question 3 regarding their reasons for not supporting the measure. The questionnaire included with this report (see *Questionnaire & Toplines* on page 27) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

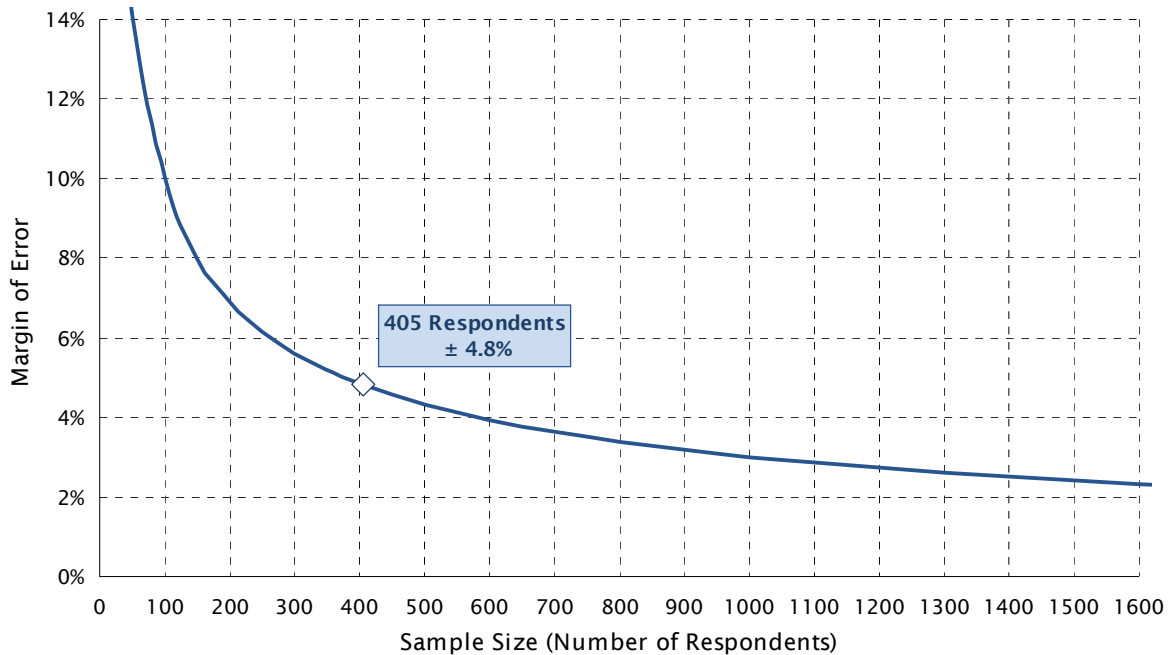
PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting telephone interviews. The CATI program automatically navigates skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they occur. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled voters, and professionally translated into Spanish. The integrity of the questionnaire was pre-tested internally by True North and by dialing into voter households in the District prior to formally beginning the survey.

SAMPLE The survey was administered to a stratified and clustered random sample of registered voters in the District who are likely to participate in the November 2024 general election. Consistent with the profile of this universe, the sample was stratified into clusters, each representing a combination of age, gender, and household party type. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate, they are replaced by an individual who shares their same profile.

STATISTICAL MARGIN OF ERROR By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the District who are likely to participate in the November 2024 general election. The results of the survey can thus be used to estimate the opinions of *all* voters likely to participate in said election. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 405 voters for a particular question and what would have been found if all of the estimated 17,141 likely November 2024 voters identified in the District had been surveyed for the study.

Figure 12 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 4.8\%$.

FIGURE 12 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING



Within this report, figures and tables show how responses to certain questions varied by subgroups such as age, gender, and partisan affiliation. Figure 12 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

RECRUITING & DATA COLLECTION The survey followed a mixed-method design that employed multiple recruiting methods (telephone, text, and email) and multiple data collection methods (telephone and online). Telephone interviews averaged 16 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would likely bias the sample.

Voters recruited via email and text were assigned a unique passcode to ensure that only voters who received an invitation could access the online survey site, and that each voter could complete the survey only one time. During the data collection period, an email reminder notice was also sent to encourage participation among those who had yet to take the survey. A total of 405 surveys were completed between May 1 and May 10, 2024.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, weighting, and preparing frequency analyses and cross-tabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question.

QUESTIONNAIRE & TOPLINES



Cambrian School District
Parcel Tax Feasibility Survey
Final Toplines (n=405)
May 2024

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 the San Jose and Campbell (Cam-bull) areas 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.

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	Maintaining the quality of education in local public schools	59%	29%	9%	2%	1%	0%
B	Maintaining local streets and roads	24%	49%	24%	2%	0%	0%
C	Preventing local tax increases	27%	29%	32%	10%	1%	0%
D	Protecting local property values	21%	28%	37%	13%	1%	0%
E	Improving the local economy	24%	40%	33%	3%	0%	0%
F	Improving public safety	41%	37%	19%	2%	0%	1%
G	Reducing traffic congestion	20%	37%	34%	8%	1%	0%

Section 3: Initial Ballot Test						
Your household is within the Cambrian School District. Later this year, voters in the District may be asked to vote on a local ballot measure. Let me read you a summary of the measure.						
Split Sample. Sample A receives 'Sample A' version of supporters/opponents. Sample B receives 'Sample B' version.						
Q2	<p>Advisory Vote Only. To continue to provide Cambrian neighborhood elementary and middle school students with stable funding for:</p> <ul style="list-style-type: none"> ○ Instruction in math, science, reading, engineering, technology, and arts ○ Retaining highly qualified teachers ○ And maintaining manageable class sizes <p>Should Cambrian School District continue the annual parcel tax that was approved by 67 percent of voters in 2018 (with no changes), with exemptions for seniors, no funds for administrators' salaries, and every dollar benefitting Cambrian children?</p> <p><i>Sample A:</i> Listed supporters of the measure are parents, Cambrian Teachers Association, and Cambrian Educational Foundation. Listed opponents: none submitted.</p> <p><i>Sample B:</i> Listed supporters of the measure are parents, Cambrian Teachers Association, and Cambrian Educational Foundation. Listed opponents of the measure are a taxpayer association.</p> <p>If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?</p>					
			Overall	Supporters, but no opponents	Supporters and opponents	
	1	Definitely yes	50%	47%	52%	<i>Skip to Q4</i>
	2	Probably yes	28%	32%	24%	<i>Skip to Q4</i>
3	Probably no	7%	7%	7%	<i>Ask Q3</i>	
4	Definitely no	6%	8%	5%	<i>Ask Q3</i>	
98	Not sure	8%	5%	11%	<i>Ask Q3</i>	
99	Prefer not to answer	1%	1%	1%	<i>Skip to Q4</i>	
Q3	Is there a particular reason why you don't support or are unsure about the school measure I just described? Verbatim responses recorded and later grouped into categories shown below.					
	Taxes already too high			30%		
	Need more information			24%		
	Money is misspent, mismanaged			21%		
	Concern about content, quality of education			9%		
	Not sure / No particular reason			9%		
	Mentioned past ballot measure			5%		
	No children in District			5%		
	District has enough money			4%		

Other ways to be funded	4%
Do not trust District	3%
Do not support bonds, increased debt	2%

Section 4: Related Attitudes

Q4	In general, how would you rate the quality of education provided in the Cambrian School District? Would you say it is excellent, good, fair, poor, or very poor?	
	1 Excellent	18%
	2 Good	45%
	3 Fair	13%
	4 Poor	5%
	5 Very poor	1%
	98 Not sure	16%
	99 Prefer not to answer	2%

Section 5: Programs & Projects

Q5	The measure we've been discussing would continue funding for a variety of school programs and services. 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	Not sure	Prefer not to answer
A	Continue funding for advanced and core programs in math, science, engineering and technology at all schools	65%	23%	3%	2%	4%	3%
B	Continue funding for advanced and core programs in reading, music and the arts at all schools	64%	21%	5%	2%	4%	4%
C	Attract and retain highly qualified teachers	66%	20%	2%	2%	5%	4%
D	Attract and retain highly qualified support staff who specialize in technology	40%	33%	9%	4%	8%	6%
E	Maintain manageable class sizes	58%	25%	4%	2%	6%	5%
F	Provide funding for physical education programs that promote student health and fitness	49%	29%	7%	3%	6%	5%
G	Provide ongoing training and skills development for teachers and staff	48%	32%	4%	5%	6%	4%

Section 6: Positive Arguments							
What I'd like to do now is tell you what some people are saying about the measure we've been discussing.							
Q6	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	Not sure	Prefer not to answer
A	All money raised by the measure will stay local to support our elementary and middle school students. It can't be taken away by the State or used for other purposes.	49%	36%	9%	5%	1%	0%
B	No money from the measures will be used to pay for administrators' salaries. Every penny will go into supporting classroom instruction.	51%	28%	13%	5%	2%	0%
C	Even if you do not have school-age children, supporting this measure is a wise investment. Good schools improve the quality of life in our community and protect the value of our homes.	43%	38%	14%	3%	2%	0%
D	All of the money raised by this measure will be used to protect the quality of education in our local schools by attracting and retaining high quality teachers, keeping class sizes manageable, and providing advanced academic programs that enable our students to compete for the best colleges and careers.	45%	38%	11%	4%	1%	0%
E	The measure provides an optional exemption for property owners who are 65 or older. We do not want this measure to become a burden to those living on a fixed income.	43%	36%	17%	2%	2%	1%
F	The State of California provides only enough money for a <i>basic</i> education. If we want our schools to have advanced, high quality academic programs in science, technology, engineering, music and the arts, we need to renew this important source of local funding.	49%	31%	14%	3%	2%	1%
G	There is a lot at stake. If the parcel tax measure were to expire, our schools would have to cut teacher positions and support staff, eliminate select academic programs, and increase class sizes.	39%	33%	21%	5%	1%	1%
H	If we want our kids to be prepared to succeed in high school, college and careers, they need to have a high-quality education including advanced courses in math, science, engineering and technology. This measure makes this possible.	44%	39%	13%	2%	1%	1%

I	This measure requires a clear system of accountability, including annual independent audits to ensure the money is spent properly.	47%	35%	13%	4%	2%	0%
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Section 7: 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.

Split Sample. Sample A receives 'Sample A' version of supporters/opponents. Sample B receives 'Sample B' version.

Q7 **Advisory Vote Only.** To continue to provide Cambrian neighborhood elementary and middle school students with stable funding for:

- o Instruction in math, science, reading, engineering, technology, and arts
- o Retaining highly qualified teachers
- o And maintaining manageable class sizes

Should Cambrian School District continue the annual parcel tax that was approved by 67 percent of voters in 2018 (with no changes), with exemptions for seniors, no funds for administrators' salaries, and every dollar benefitting Cambrian children?

Sample A: Listed **supporters** of the measure are parents, Cambrian Teachers Association, and Cambrian Educational Foundation. Listed **opponents**: none submitted.

Sample B: Listed **supporters** of the measure are parents, Cambrian Teachers Association, and Cambrian Educational Foundation. Listed **opponents** of the measure are a taxpayer association.

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)?

		Overall	Supporters, but no opponents	Supporters and opponents
1	Definitely yes	54%	52%	57%
2	Probably yes	26%	29%	22%
3	Probably no	8%	7%	9%
4	Definitely no	8%	7%	10%
98	Not sure	3%	3%	2%
99	Prefer not to answer	1%	1%	0%

Section 8: Negative Arguments							
Next, let me tell you what opponents of the measure are saying.							
Q8	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?	Very convincing	Somewhat convincing	Not At All convincing	Don't believe	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Residents are already paying too many taxes – including state and county taxes, school bonds, and other taxes. There will also be a lot of new tax proposals on the ballot this November. Enough is enough. We can't afford to keep raising our taxes.	33%	33%	29%	3%	1%	0%
B	Our community is already an expensive place to live, especially for young families, seniors, and those on fixed incomes. Passing this measure will make it even less affordable.	26%	35%	33%	4%	1%	0%
C	Local residents and businesses have been hit hard by inflation, high interest rates, and high gas prices. Many are struggling to stay afloat. Now is not the time to raise taxes.	34%	32%	29%	4%	1%	1%
D	Don't be fooled, this measure will increase your taxes. The current tax rate is \$94 and it automatically goes up every year.	23%	32%	38%	4%	2%	0%
E	The District just passed an \$88 million bond in 2020 for local schools that property owners will be paying on for 30 more years. Now they want <i>more</i> money? That's not fair to taxpayers.	31%	33%	32%	1%	2%	1%

Section 9: 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.

*Split Sample. Sample A receives 'Sample A' version of supporters/opponents.
Sample B receives 'Sample B' version.*

Q9 **Advisory Vote Only.** To continue to provide Cambrian neighborhood elementary and middle school students with stable funding for:

- Instruction in math, science, reading, engineering, technology, and arts
- Retaining highly qualified teachers
- And maintaining manageable class sizes

Should Cambrian School District continue the annual parcel tax that was approved by 67 percent of voters in 2018 (with no changes), with exemptions for seniors, no funds for administrators' salaries, and every dollar benefitting Cambrian children?

Sample A: Listed **supporters** of the measure are parents, Cambrian Teachers Association, and Cambrian Educational Foundation. Listed **opponents**: none submitted.

Sample B: Listed **supporters** of the measure are parents, Cambrian Teachers Association, and Cambrian Educational Foundation. Listed **opponents** of the measure are a taxpayer association.

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)?

		Overall	Supporters, but no opponents	Supporters and opponents
1	Definitely yes	50%	48%	52%
2	Probably yes	26%	29%	22%
3	Probably no	8%	7%	9%
4	Definitely no	11%	9%	13%
98	Not sure	4%	5%	4%
99	Prefer not to answer	1%	1%	0%

Section 10: Background & Demographics

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

D1 Do you have one or more children who currently attend a school in the Cambrian School District?

1	Yes	25%
2	No	72%
99	Prefer not to answer	3%

D2	Do you have children who previously attended a school in the Cambrian School District when they were younger?		
	1	Yes	38%
	2	No	58%
	99	Prefer not to answer	4%
D3	Do you have, or expect to have, children who will attend a school in the Cambrian School District in the future?		
	1	Yes	26%
	2	No	69%
	99	Prefer not to answer	6%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.			

Post-Interview & Sample Items

S1	Gender		
	1	Male	49%
	2	Female	50%
	3	Non-binary	0%
	4	Prefer not to answer	2%
S2	Party		
	1	Democrat	53%
	2	Republican	19%
	3	Other	7%
	4	DTS	21%
S3	Age on Voter File		
	1	18 to 29	14%
	2	30 to 39	14%
	3	40 to 49	20%
	4	50 to 64	29%
	5	65 or older	24%

S4 Registration Date		
1	Since Nov 2018	22%
2	Jun 2012 to before Nov 2018	15%
3	Jun 2006 to before Jun 2012	10%
4	Before June 2006	53%
S5 Household Party Type		
1	Single Dem	27%
2	Dual Dem	17%
3	Single Rep	8%
4	Dual Rep	5%
5	Single Other	14%
6	Dual Other	5%
7	Dem & Rep	4%
8	Dem & Other	12%
9	Rep & Other	5%
0	Mixed (Dem + Rep + Other)	3%
S6 Homeowner on Voter File		
1	Yes	64%
2	No	36%
S7 Likely to Vote by Mail		
1	Yes	94%
2	No	6%
S8 Likely November 2024 Voter		
1	Yes	100%
2	No	0%
S9 Voting Propensity		
1	High	68%
2	Medium / Low	32%

S10	Ballot Test Version		
	1	Supporters, but no opponents	50%
	2	Supporters and opponents	50%