

Phone Survey of Cabrillo Unified School District (CA) voters
Conducted for: Friends of Cabrillo Unified
n=400, ± 4.90%
September 20–22, 2005



Male	47%
Female	53%

Hello, my name is _____, may I speak with _____ **(name on list)**.
 Hello, my name is _____, and I'm conducting a survey for EMC Research Company to find out how people on the Coastside feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

- Are you registered to vote at this address?

Yes→ CONTINUE	100%
No→ TERMINATE	-
- When there are local elections on city and school issues in the Coastside area: Are you almost certain to vote, do you probably vote, are the chances 50/50, or do you almost never vote in these local elections?

Almost certain----->CONTINUE	84
Probably----->CONTINUE	8
50/50----->CONTINUE	8
Almost never/(Don't know)-----> TERMINATE	
- Do you think things in the Coastside area are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Right Direction	44
Wrong Track	33
(Don't Know)	23

On a scale from 1 to 10 where 1 is not at all concerned and 10 is extremely concerned, how concerned are you about each of the following issues: (code 1-10 and 11=Don't Know)

(Randomize Q4-Q8)

	1	2	3	4	5	6	7	8	9	10	DK	Mean
	<u>Not at all concerned</u>					<u>Extremely concerned</u>						
4.	The local economy;											
	3	3	9	5	23	9	12	16	6	14	2	6.33
5.	The quality of local public schools;											
	4	1	4	3	12	4	11	17	10	33	3	7.62
6.	The State budget crisis;											
	2	2	3	1	12	5	9	21	13	32	1	7.81
7.	Traffic in your area;											
	2	2	2	5	14	8	11	16	11	29	1	7.41
8.	Local growth and development;											
	4	2	2	4	15	7	11	18	10	26	2	7.26

(END RANDOMIZE)

9. Would you say that schools in the Cabrillo Unified School District have a great need for more money, some need, a little need or no real need for more money?

Great need	52
Some need	27
Little need	5
No need	9
(Don't know)	8

Whether you have children in school or not, please rate each of the following as excellent, good, only fair or poor in the Cabrillo Unified School District?

(RANDOMIZE Q10-Q18)

	Excellent	Good	Only fair	Poor	Don't Know
10. Cabrillo Unified School District, in general;	2	39	35	14	10
11. Public elementary schools in the District;	8	41	29	9	140
12. Cunha Intermediate School;	5	31	31	13	20
13. Half Moon Bay High School;	4	35	28	14	19
14. The Governing Board of the Cabrillo Unified School District	2	22	35	19	22
15. The District's financial management;	3	16	33	26	23
16. The quality of education in the District;	5	40	34	14	80
17. The quality of teachers in the District;	10	49	23	4	14
18. The District's management of bond funds;	2	14	25	26	34

19. Now, I'm going to read you a measure that may be on the ballot next year. If the election where held today, would you vote Yes to approve or No to reject a measure that reads:

To restore funds cut by state government with local funds that cannot be taken by the state and to ensure reliable funding with strong local control, shall Cabrillo Unified School District collect \$250 (two hundred and fifty dollars) per year per taxable parcel with guaranteed annual audits to support:

- Small class sizes;
- Improved academic achievement; and,
- Retaining and recruiting qualified teachers.

(IF UNDECIDED) Well which way do you lean—toward voting yes to approve or voting no to reject the measure?

Yes, approve → SKIP TO Q21	56	
(Lean Yes, approve) → CONTINUE TO Q20	3	→59
No, reject → CONTINUE TO Q20	36	
(Lean no, reject) → CONTINUE TO Q20	2	→38
(Und/Dk) → CONTINUE TO Q20	3	

20. **(ASK IF Q19 IS NOT 1.)** Why do you say that? **(one response)** (n=174)

Against tax increase/too many taxes to pay/overtaxed	18
Previous taxes should have helped/present funds managed	18
Don't have confidence in their financial management	13
Not a way to resolve issue/burden shouldn't be on us	11
Need more information	9
Too much bureaucracy	6
Parcel tax is too high/much/waste of money	5
The state should raise the money; it's their responsibility	5
No kids in school	4
Need to see the auditing/accounting	2
Don't get the benefits	1
Others	3

(Resume asking everyone)

(Randomize Q21-22)

21. Please tell me which of the following is closer to your opinion:

(READ AND RANDOMIZE 1 & 2)

The local schools need more money to offset state budget cuts and increasing costs; or, 55

If the schools were more effectively managed, they wouldn't have to ask for more money. 35

(Both) 5

(Neither) 3

(Don't Know) 3

22. Please tell me which of the following is closer to your opinion:

(READ AND RANDOMIZE 1 & 2)

Teachers are the cornerstone of a good education. We need to recruit and retain quality teachers even if it means raising taxes; 61

I support quality teachers, but I don't support raising taxes. 35

(Both) 1

(Neither) 2

(Don't Know) 1

(end randomize)

For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement. If you do not have an opinion one way or the other, please just say so.

(RANDOMIZE Q23-Q34)

	Strongly Agree	Somewhat agree	Somewhat disagree	Strongly disagree	No Opinion /DK
23. The measure should allow residents age 65 and older to be exempt from paying the tax;	40	20	17	19	4
24. The measure should allow undeveloped parcels to be exempt from paying the tax;	15	22	20	30	14
25. It is crucial to have high quality local public schools, even if it means raising taxes;	50	22	12	13	4
26. The school District just keeps asking us for money, I won't support another tax;	23	12	22	40	4
27. I trust the Cabrillo Unified School District to properly manage tax dollars;	16	33	18	23	11
28. The schools already have enough money, they just aren't spending it properly;	19	15	19	40	7
29. Taxes are already too high, I would never vote for a tax increase no matter how it might be used;	18	14	27	38	3
30. State budget cuts are seriously damaging our ability to provide high-quality education for local students;	52	19	13	11	6
31. I won't support any measure for the District until they make a final decision about the location of the middle school;	22	14	22	28	15
32. The proposed tax measure is just too expensive;	18	18	24	26	14
33. I am not very concerned about the future location of the middle school;	21	23	14	33	9
34. Instead of all houses paying the same parcel tax amount, it would be better to tax houses based on their square footage;	20	24	16	30	10

(end randomize)

I'm going to read you a list of projects and programs that might be funded if an instructional parcel tax for Cabrillo Unified School District were approved. On a scale of one to seven, where one is not important at all and seven is very important, please tell me how important each of the projects is to you.

(Randomize Q35-Q47)

	1	2	3	4	5	6	7	DK	Mean
	Not at all important			Very important					
35.	Maintaining small class sizes in the early grades								
	3	3	3	8	19	19	45	1	5.77
36.	Maintaining small class sizes in key subjects in upper grades								
	4	2	4	9	21	19	40	2	5.61
37.	Recruiting qualified teachers								
	2	1	2	2	14	16	63	1	6.25
38.	Improving library services								
	3	3	4	10	25	19	34	2	5.50
39.	Improving art and music programs								
	4	2	5	9	22	18	39	1	5.54
40.	Maintaining sports and physical education programs;								
	3	4	6	12	22	16	36	1	5.42
41.	Avoiding increases in class sizes								
	4	3	4	8	22	17	43	1	5.63
42.	Re-instating school busses								
	7	6	7	10	22	12	33	4	5.09
43.	Improving technology equipment and classes								
	3	2	5	9	27	20	34	1	5.54
44.	Helping students meet and exceed academic standards								
	2	1	2	4	14	18	58	2	6.19
45.	Giving teachers fewer students per classroom								
	4	3	4	7	22	16	43	1	5.61
46.	Improving academic achievement								
	2	1	2	3	18	16	58	2	6.18
47.	Giving High School students more opportunity to take a variety of classes								
	3	4	5	8	24	21	35	1	5.51

(end randomize)

Now I'm going to read you some things people have said about the proposed parcel tax measure for the Cabrillo Unified School District. After each piece of information, please tell me if it makes you much more likely, somewhat more likely, somewhat less likely, or much less likely to support a parcel tax measure for the Cabrillo Unified School District.

(Randomize Q48-Q57)

Are you more likely or less likely to support the measure after hearing... (is that much more/less or somewhat more/less likely to support?)

- SCALE:** 1. Much More likely to support 2. Somewhat More Likely to support
 3. Somewhat less likely to support 4. Much less likely to support
 5. (No Difference)/(Don't Know)

	Much More Support	Somewhat More	Somewhat Less	Much Less	No Diff./DK
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
48. Without this measure, students will receive less one-on-one attention from teachers and are more likely to fall through the cracks;	28	31	16	15	11
49. Passing this measure will mean that the District can maintain small class sizes in many grades and in key subjects. These smaller classes allow teachers to focus on individual students when needed, keep teachers energized, and decrease the discipline problems that can happen with too many students in a classroom;	38	29	16	10	7
50. Quality teachers are hard to recruit because of the high cost of living in the area. This measure will allow the District to offer competitive teacher salaries so we can provide our students with the best teachers available;	42	29	10	11	8
51. The District has raised money from foundations, parents and business for core programs such as library, P.E. and classroom supplies, but this funding is only a fraction of the need, and it does not provide enough stability for long term District budgeting;	27	32	20	10	12
52. The District already cut \$4.5 (four and a half) million dollars from the budget and reduced administrative costs but they still face a \$1.8 (one point eight million dollar) shortfall without this new tax;	32	28	18	11	11
53. Cabrillo School District just doesn't receive enough money from the state. It receives \$600 less per student than the state average. This measure will provide a guaranteed source of funding to maintain our quality local schools;	40	26	13	12	9

	Much More Support	Somewhat More	Somewhat Less	Much Less	No Diff./DK
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
54. Cabrillo School District has tried four times in the last six years to pass a parcel tax to pay for school programs. Each time, the measure received strong support but fell short of passing. Even though all of these measures have been on the ballot, homeowners are not paying a parcel tax for schools now;	30	19	19	18	14
55. This measure will create a citizens’ oversight committee to monitor expenditures;	26	31	15	15	13
56. This measure will allow the District to bring back school busses which are safer for children and helps to alleviate traffic in the area for everyone;	38	29	14	13	7
57. Our local schools are doing a great job educating our children. We have comparatively high test scores, excellent teacher ratio and strong parent support. With this measure, the schools can continue to improve rather than being forced to make cuts that will affect students;	28	28	18	13	12

(RESUME ASKING EVERYONE)

58. Sometimes people change their minds in a survey like this, if the election were held today would you vote Yes to approve or No to reject a measure that reads:

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- Small class sizes;
- Improved academic achievement; and,
- Retaining and recruiting qualified teachers.

(IF UNDECIDED) Well which way do you lean—toward voting yes to approve or voting no to reject the measure?

Yes, approve	58	
(Lean Yes, approve)	3	→61
No, reject	35	
(Lean no, reject)	2	→37
(Und/Dk)	2	

59. Have you heard or read anything recently about a new middle school in the Cabrillo (KAH-BREE-O) Unified School District?
- | | |
|------------------------------------|----|
| Yes -> CONTINUE | 62 |
| No -> SKIP TO Q61 | 37 |
| (Don't Know) -> SKIP TO Q61 | 1 |
60. **(ask if Q59=1) What did you hear or read? (one response) (n=249)**
- | | |
|--|----|
| Discussion of its location (general)/site issues | 50 |
| They are building a new middle school | 9 |
| Build it in Wavecrest area | 6 |
| There's a committee to decide location/study project | 5 |
| They are undecided/still on the drawing board | 4 |
| In the process/been in the process for years | 4 |
| Some controversy/a debate | 4 |
| Build it near Cunha intermediate school | 2 |
| Building plan is rejected | 2 |
| Can't fund it / no funds | 2 |
| Propoganda | 1 |
| Can't remember/don't know | 6 |
| Other | 4 |

(RESUME ASKING EVERYONE)

Now I'd like to ask you a few questions for statistical purposes only.

61. Do you have any children enrolled in a Cabrillo Unified School District elementary or middle school? **(IF YES, HOW MANY?)**
- | | |
|----------------------|----|
| One | 8 |
| Two | 8 |
| Three | 1 |
| Four or more | - |
| None | 82 |
| Don't Know / Refused | 1 |
62. Do you have any children enrolled in Half Moon Bay High School?
- | | |
|----------------------|----|
| Yes | 9 |
| No | 90 |
| Don't Know / Refused | 1 |

63. And do you have any children currently enrolled in a private, parochial or home school kindergarten, elementary or high school in the area?
- | | |
|----------------------|----|
| Yes | 10 |
| No | 90 |
| Don't Know / Refused | 0 |
64. In the last few years, were you actively involved in any of the local campaigns in favor of a Cabrillo parcel tax measure, against a Cabrillo school parcel tax measure or were you not actively involved in any of the campaigns regarding a Cabrillo parcel tax?
- | | |
|--|----|
| Actively involved in favor of parcel tax | 11 |
| Actively involved against a parcel tax | 2 |
| Not actively involved | 87 |
| (Don't Know/Refused) | 2 |
65. In terms of your job status, are you employed, unemployed but looking for work, retired, a homemaker or a student?
- | | |
|--------------|----|
| Employed | 63 |
| Unemployed | 4 |
| Retired | 20 |
| Student | 2 |
| Homemaker | 8 |
| Other | 2 |
| (Don't Know) | 1 |
66. What is the last grade you completed in school?
- | | |
|-----------------------|----|
| Some grade school | - |
| Some high school | 0 |
| Graduated High School | 9 |
| Technical/Vocational | 1 |
| Some College | 17 |
| Graduated College | 41 |
| Graduate/Professional | 30 |
| (Don't Know/Refused) | 1 |
67. Do you rent or own your home or apartment?
- | | |
|--------------|----|
| Rent | 14 |
| Own/buying | 82 |
| (Don't know) | 0 |
| (Other) | 3 |
| (None) | 0 |
| (Ref/DK) | 1 |
68. What is your age? **(READ CODES IF NECESSARY)**

18-24	3
25-29	2
30-34	5
35-39	8
40-44	11
45-49	14
50-54	13
55-59	14
60-64	13
65+	15
(Refused)	3
-	

69. Do you consider yourself to be African-American, white, Hispanic, Asian or something else:

Afr-Amer/Black	0
White	86
Hispanic/Latin-Am	3
Asian	3
(Other_____)	3
(Refused)	6

THANK YOU

Party

Democrat	48
Republican	28
DTS	17
Other	8

Zip / Area

94018 / El Granada	23
94019 / Half Moon Bay	45
94020 / La Honda	-
94037 / Montara	17
94038 / Moss Beach	13
94062 / Woodside	2
94074 / San Gregorio	1
95970 / Princeton	1