

TUCSON UNIFIED SCHOOL DISTRICT RESIDENT ATTITUDE & OPINION SURVEY

PRIMARY CONSULTANTS, LLC



Methodology

- 479 likely voters – stratified sample of May 2016, November 2013 and November 2015 voters
- Margin of error $\pm 5.0\%$
- All surveys completed by phone
- Calls completed April 24th – April 29th
- 95% confidence level

Demographics

Gender

- Male 45%
- Female 55%

How long at present address

- Less than 2 years 13%
- 2 – 5 years 25%
- 6 – 10 years 13%
- More than 10 years 48%
- Refused 1%

Demographics

Education

- High school 6%
- Some college 24%
- College 21%
- Graduate + 48%
- Refused <1%

Demographics

Age

◦ Under 30	10%
◦ 30 – 39	11%
◦ 40 – 49	9%
◦ 50 – 64	29%
◦ 65 +	40%
◦ Refused	<1%

Demographics

Involvement with district

- Employee of Tucson Unified School District 5%
- Parent of guardian of current Tucson Unified School District 12%
- Parent or guardian of former but not current student 28%
- Never been parent or guardian of student in the district 37%
- Kids or grandkids attend or went to charter or private school 12%
- Refused 6%

Right Direction – Wrong Track

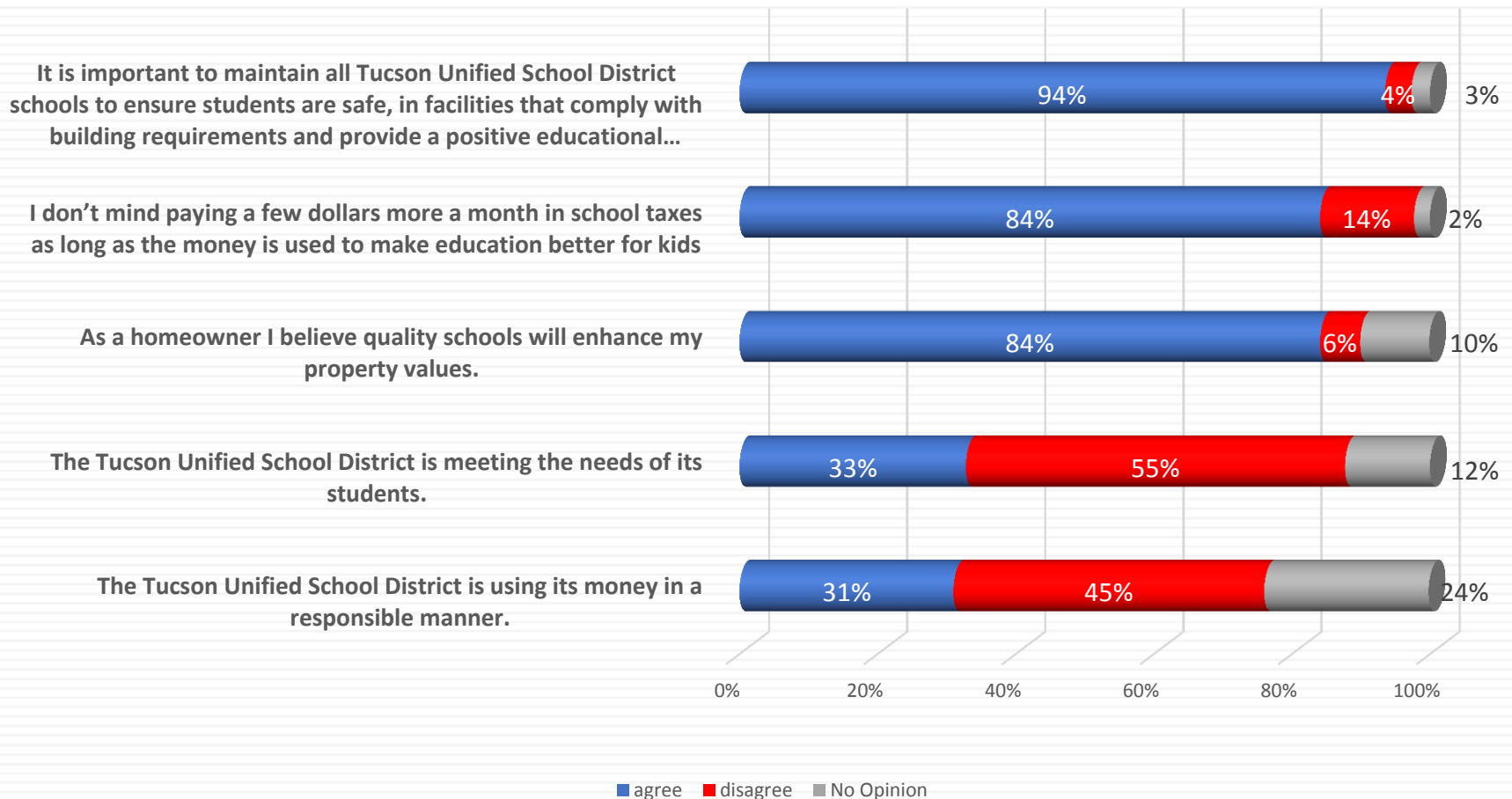
Tucson Unified School District

- Right direction 21%
 - Wrong track 49%
 - Unsure 30%
-
- Respondents with an opinion - 30% believe TUSD is headed in the right direction

Level of Property Taxes

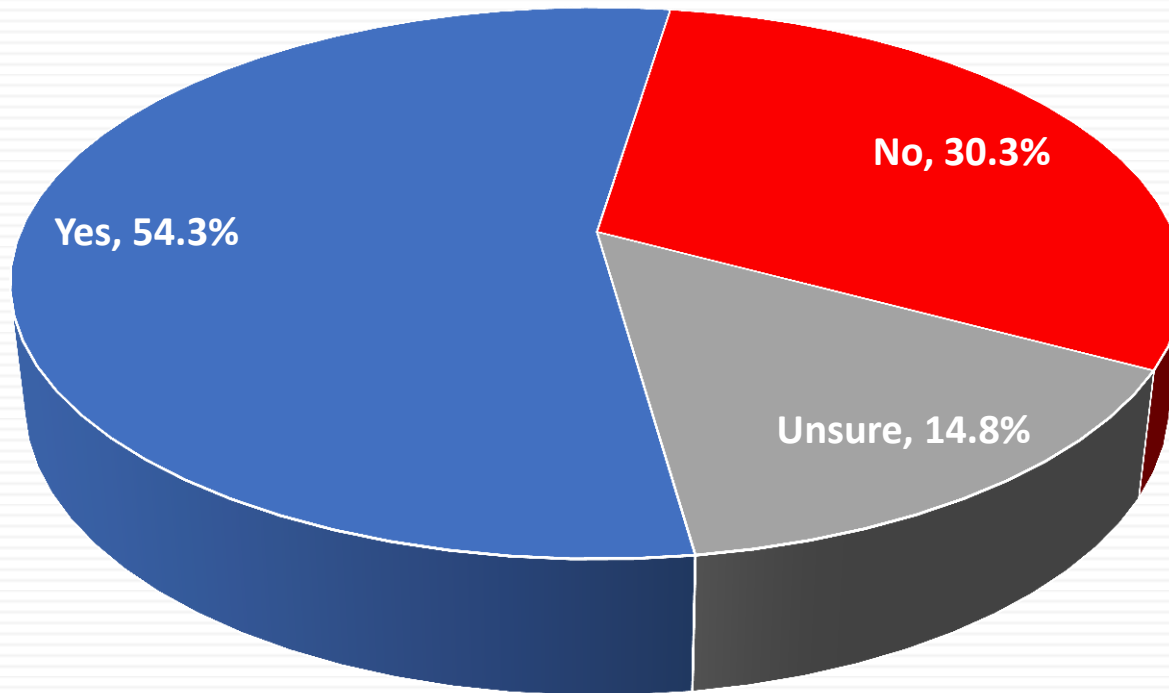
- Too high 25%
- Too low 13%
- Just about right 49%
- Unsure 13%

Attitude – Opinion Questions (Agreement)



Support For \$300 million Bond

A 300 million dollar bond is projected to cost the average homeowner with a house assessed at \$130,000 about seven dollars a month in additional property taxes.



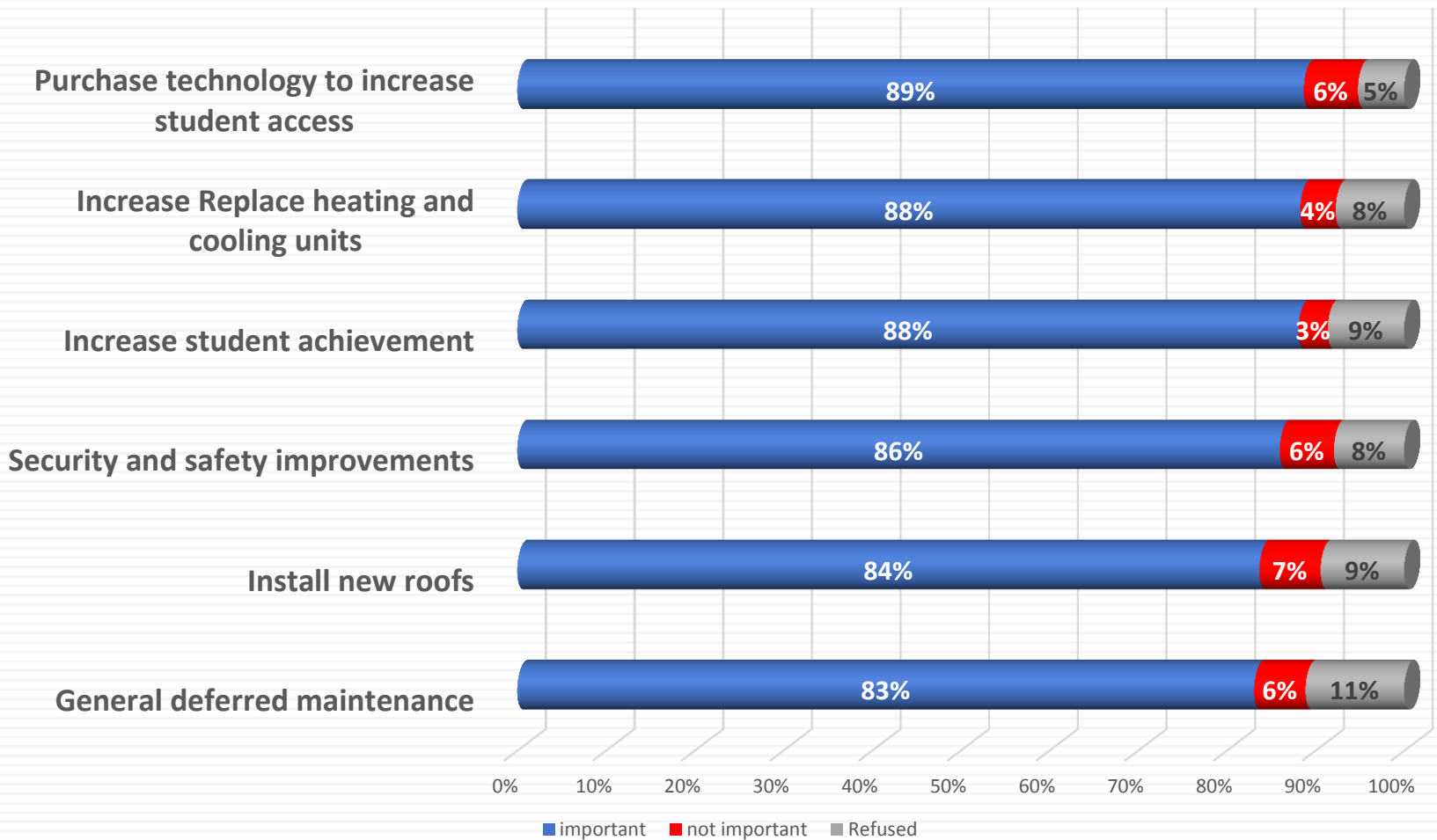
Vote for Bond Questions

	Respondents who Answered Yes to the 3 Bond Questions		
	Number	Percent	
\$300 million bond	260	54%	
\$240 million bond	32	61% (7%)	
\$180 million bond	41	70% (9%)	
Total	333	70% OF THE RESPONDENTS	

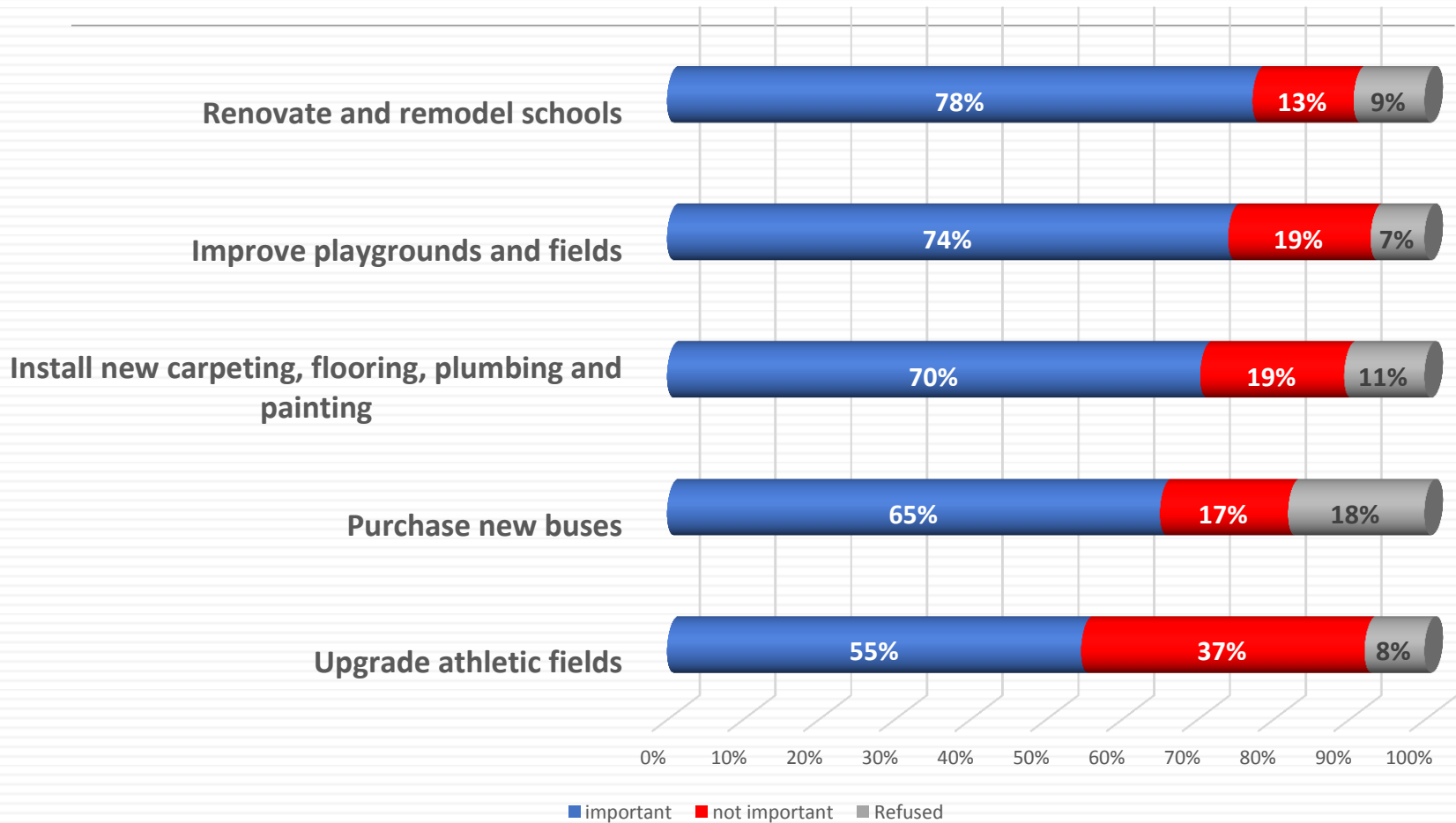
Vote for Bond Questions by Permanent Absentee

	Permanent Absentee Respondents Answers to the Three Bond Questions		
	Yes	No	Unsure
	224	115	63
\$300 M Bond	55%	28%	16%
	26	90	62
\$240 M Bond	14%	50%	34%
	35	82	36
\$180 M Bond	23%	53%	23%

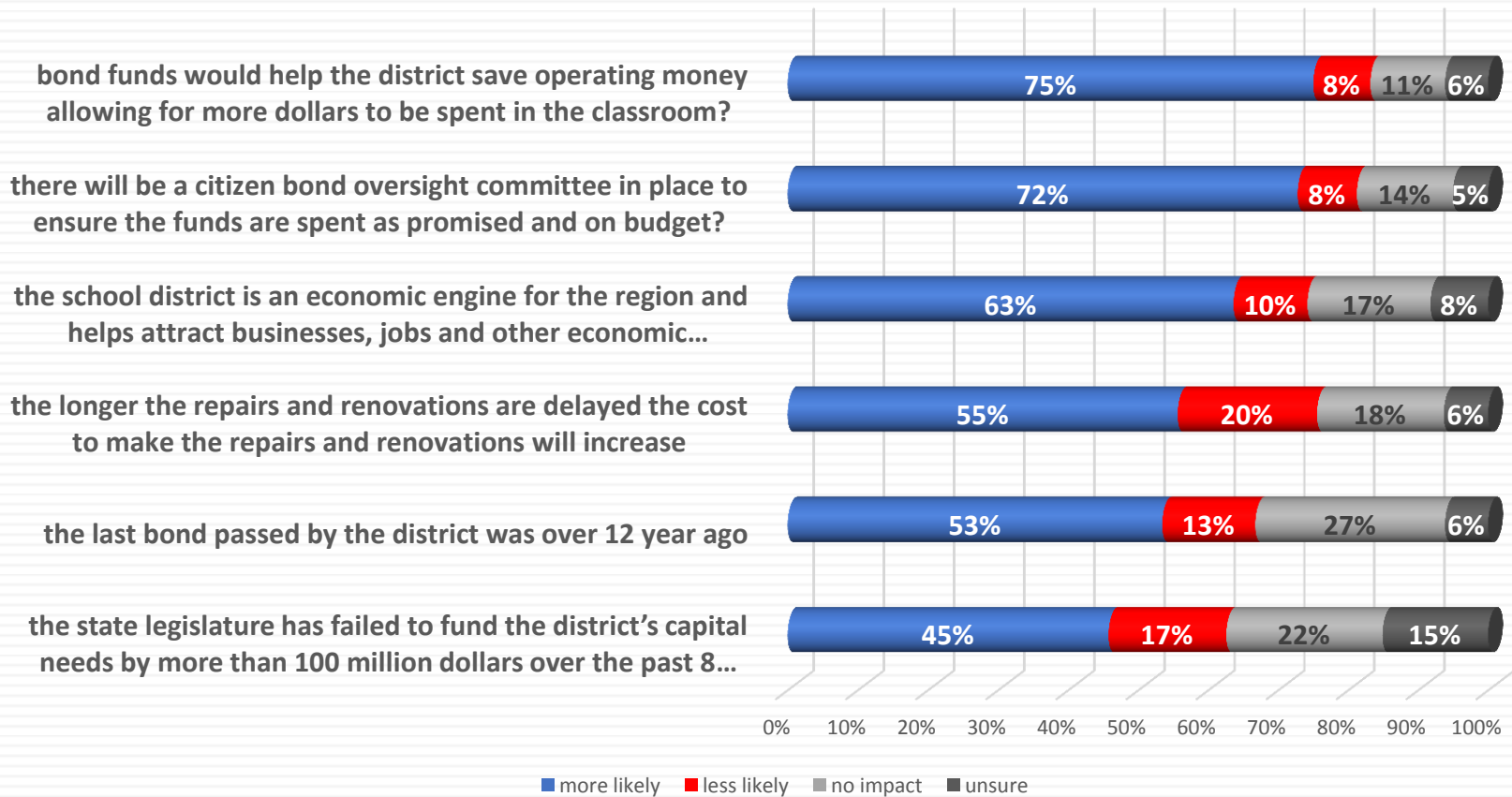
Importance – Questions



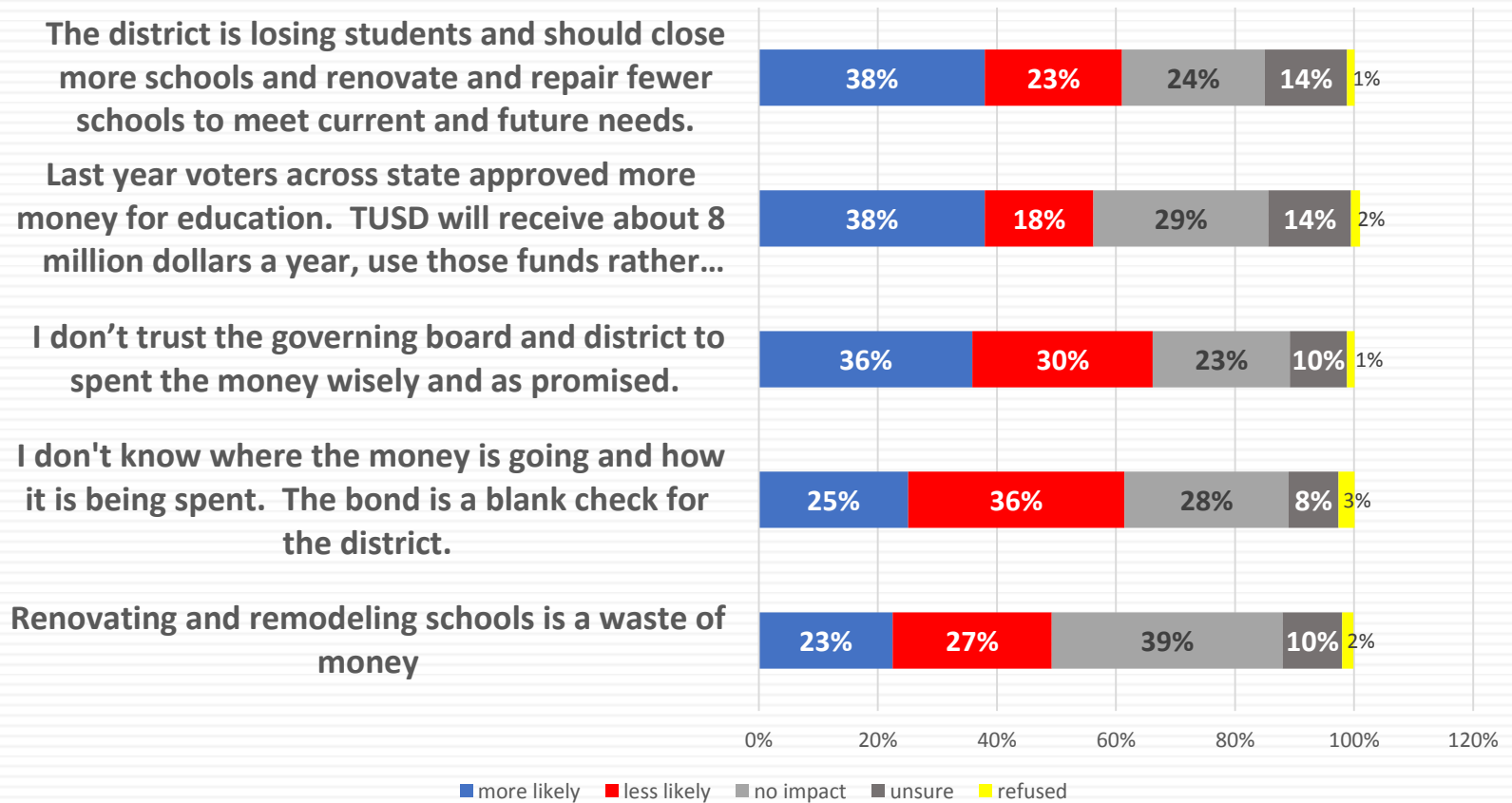
Importance – Questions



Likelihood of Support for Bond if they knew



Opponents of a bond may have several concerns: would the following statements make you more likely, less likely or have no impact to support a bond



Conclusions

- TUSD has a base of support for some level of bonding
- It appears proposals of \$300 million and \$240 million do not have strong enough support from the community to be successful
- There is a stronger level of support for the \$180 million bond
- Continue communicating the benefits of a bond to parents, staff and community members and the consequences of not passing a bond

Conclusions

- Bond projects need to be as specific as possible to ensure the community understands how funds will be spent with an oversight committee in place – key projects are safety, security and repair/replacement
- Continue using existing communication channels to present how bond funds will be used to improve educational and community opportunities, save tax payers' dollars and put more money into the classroom
- It is important to have a strong and unified voice from all levels of the district for the need and benefits of a bond

Questions on Survey?

Thank you!

Bond Advisory Committee

Formed as a first phase in community support and oversight of the potential bond

Member	Affiliation
Adam Ragan	Public
Daniel McDonald	Public, Former BFOC Member
Donna Calvert	Public, Former BFOC Member
Earl Mendenhall	Public, Former BFOC Member
Lisa Barnes	Public
Michelle Simon	Public
Patricia Cisneros	Staff, Project Manager
Raymond Cashen	Staff, Director of Facilities
Rodney Dockins	Staff, Coordinator of Operations Business Office
Stuart Duncan	Staff, Chief Operations Officer
Bryant Nodine	Facilitator, Director of Planning Services

Bond Amounts Considered by Advisory Committee

\$180M	Facility Repairs	Learning Environments	Annual Cost to HO	Monthly Cost to HO
	≈ \$ 160M	≈ \$ 20M	\$ 51	\$ 4.23

PROS

Highest likelihood of voter approval

Handles the most critical repair needs

CONS

Virtually no money for learning space improvements

Would need to go out for another bond sooner

Bond Amounts Considered by Advisory Committee (cont.)

\$240M	Facility Repairs	Learning Environments	Annual Cost to HO	Monthly Cost to HO
	≈ \$ 180M	≈ \$ 60M	\$ 58	\$ 4.86

PROS

Handles the many of the facility needs

Reasonable chance of voter approval

Provides funding to make the District more effective and attractive to students and teachers

CONS

May not get voter approval

Bond Amounts Considered by Advisory Committee (cont.)

\$300M	Facility Repairs	Learning Environments	Annual Cost to HO	Monthly Cost to HO
	≈ \$ 180M	≈ \$ 120M	\$ 72	\$ 5.97

PROS

It is the amount actually needed

Best chance to create positive improvements for the District

Provides more learning space improvements and security, which is what the community wants

CONS

Unlikely to get voter approval