



Likely Voter Survey

Likely 2018 General Election Voters

March 19-24, 2018
(N=300)

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** Percentages may not total 100 due to rounding*

2018 November General Election Balanced for Turnout

Age Group:

15.0% 29 and under
10.0% 30 to 39
16.0% 40 to 49
28.3% 50 to 64
30.7% 65 Plus

Party:

47.7% Republican
27.0% Democrat
18.7% PND
6.7% Ind/Other

Gender:

53.3% Male
46.7% Female

Area:

37.3% Precinct 179
30.0% Precinct 199
21.3% Precinct 243
11.3% Precinct 46

In general, would you say that Pima County is heading in the right direction, or the wrong direction?

<u>2018</u>	<u>2014</u>	
7.0%	7.0%	Definitely right direction
33.0%	27.7%	Probably right direction
12.7%	16.0%	Probably wrong direction
22.7%	28.0%	Definitely wrong direction
24.7%	21.3%	Don't Know, Refused

40.0%	Total Right
35.4%	Total Wrong
24.7%	DK, Refused

- ❑ 29 and Under: 53.4% right direction
- ❑ 30-39: 36.7% right direction
- ❑ 40-49: 35.4% right direction
- ❑ 50-64: 35.3% right direction
- ❑ 65+: 41.3% right direction

In general, would you say that K-12 education in your area is heading in the right direction, or the wrong direction?

<u>2018</u>	<u>2014</u>	
17.7%	17.7%	Definitely right direction
20.3%	21.0%	Probably right direction
16.0%	14.7%	Probably wrong direction
31.0%	33.3%	Definitely wrong direction
15.0%	13.3%	Don't Know, Refused

38.0%	Total Right
47.0%	Total Wrong
15.0%	DK, Refused

- ❑ 29 and Under: 31.1% right direction
- ❑ 30-39: 43.4% right direction
- ❑ 40-49: 50.0% right direction
- ❑ 50-64: 29.4% right direction
- ❑ 65+: 41.3% right direction

In general, would you say that the size of the schools in your area are too large, too small, or just about right?

<u>2018</u>	<u>2014</u>	
17.3%	20.0%	Too large
62.0%	64.0%	Just about right
6.3%	6.0%	Too small
14.3%	10.0%	Don't know, Refused

- 29 and Under: 28.9% too large
- 30-39: 10.0% too large
- 40-49: 31.3% too large
- 50-64: 14.1% too large
- 65+: 9.8% too large

In general, would you say that the amount of funding the schools in your area receive is too low, too high, or just about right?

65.7%	Too low
21.0%	Just about right
4.7%	Too high
8.7%	Don't know, Refused

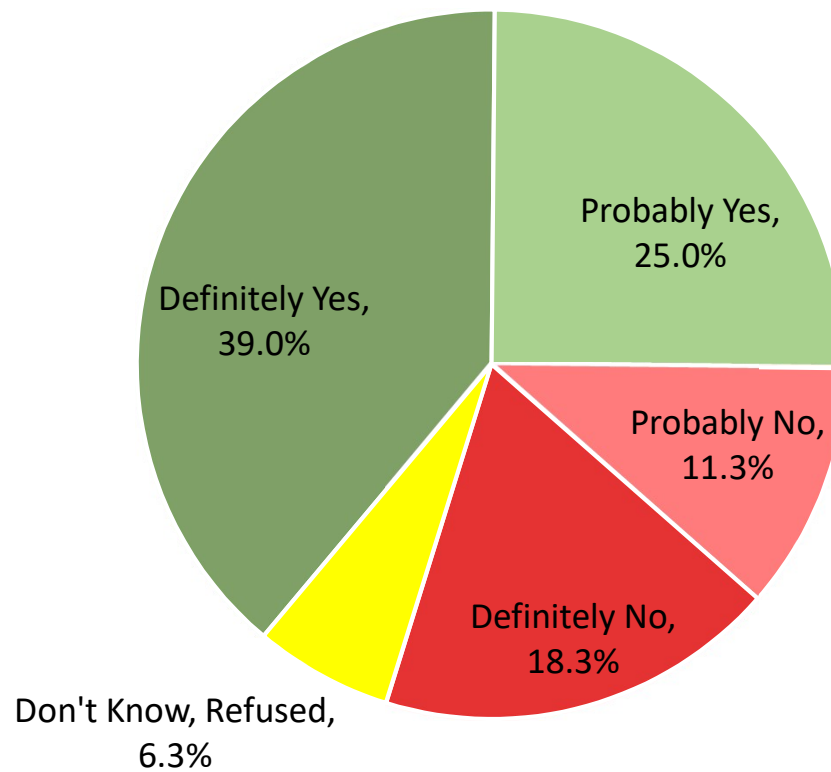
- 29 and Under: 86.7% too low
- 30-39: 60.0% too low
- 40-49: 70.8% too low
- 50-64: 67.1% too low
- 65+: 53.3% too low

Bond Pre-Test

This November, the Tanque Verde Unified School District is considering a bond election. The bond would fund upgraded safety and security at school sites, buses, technology, and school renovations. The bond would cost \$10 million over 20 years or approximately \$43 annually for a home assessed at \$100,000. Knowing just what you know right now, would you vote Yes or No on the bond?

Bond Pre-Test

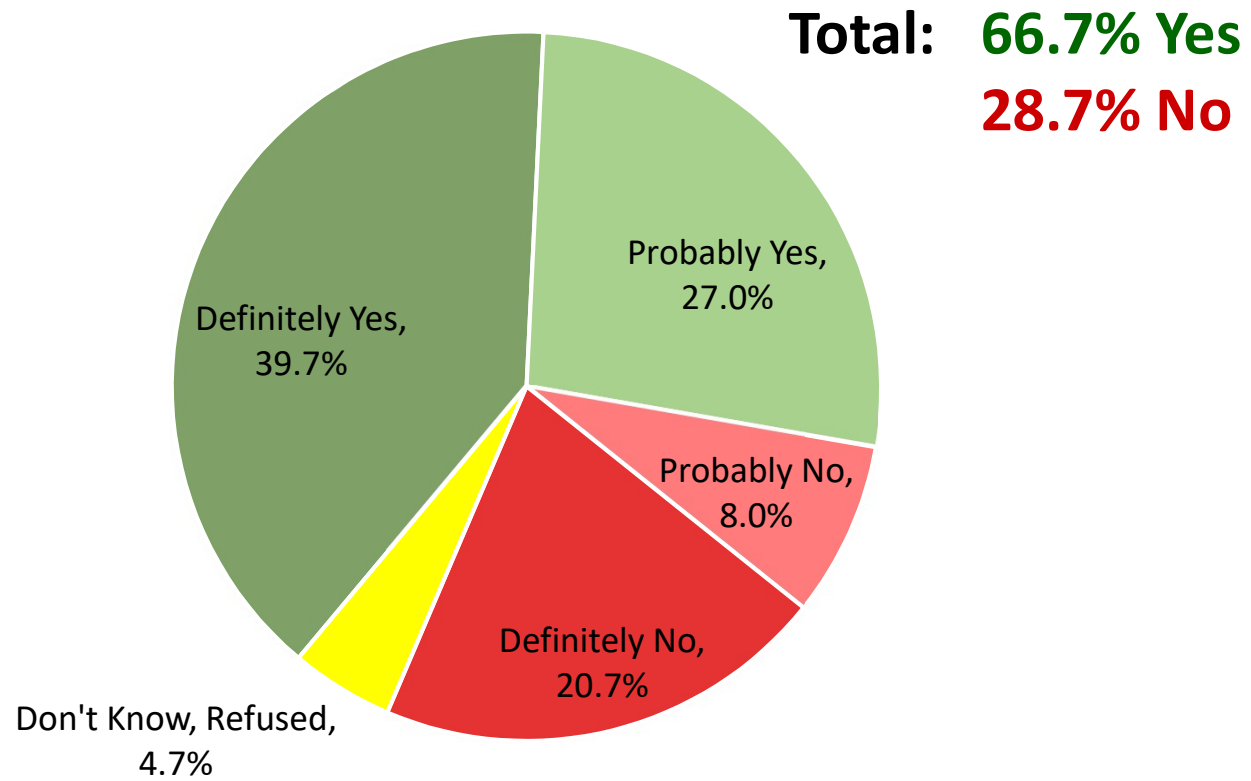
Total: 64.0% Yes
29.6% No



Override Pre-Test

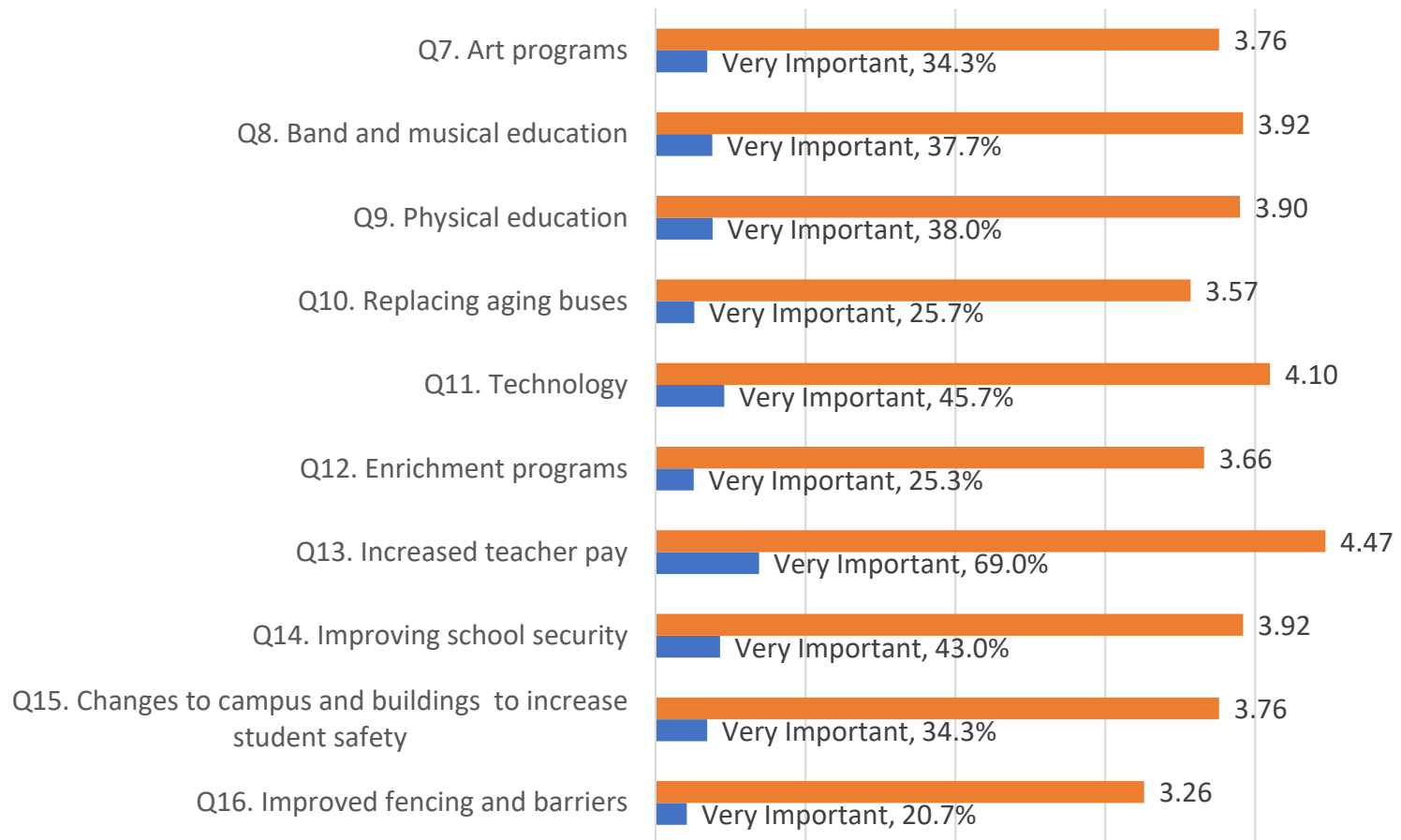
This November, the Tanque Verde Unified School District is considering a budget override election to be held in November of this year to request voter authorization to adopt maintenance and operations fund budgets which exceeds the district's revenue control limit by not more than 15% for the next seven years. This renewal would support the District's efforts to help maintain present levels of service in all Maintenance and Operation programs teacher salaries, music, art, PE, gifted education, Advanced Placement options, librarians and nurses. The override would cost approximately \$89 annually for a home assessed at \$100,000. Knowing just what you know right now, would you vote Yes or No on the maintenance and operations Override?

Override Pre-Test



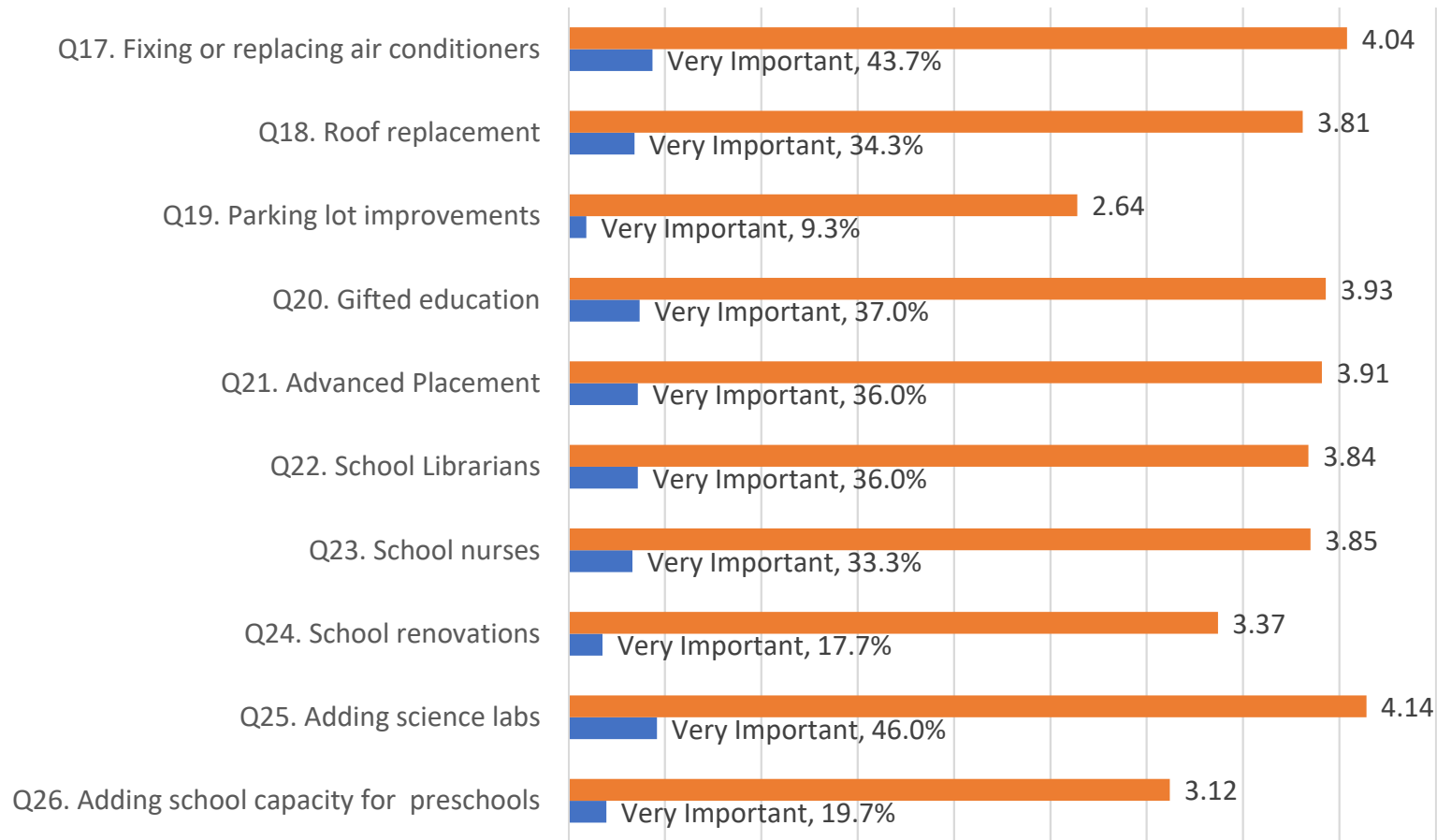
Rate the following:

(Scale 1-5)



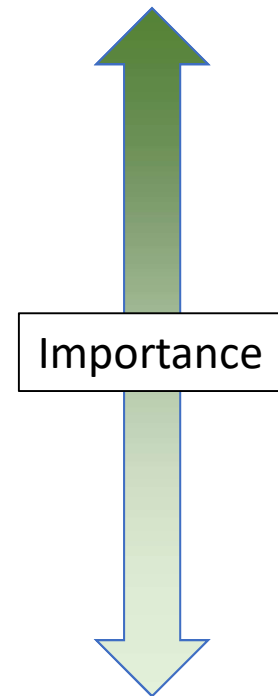
Rate the following:

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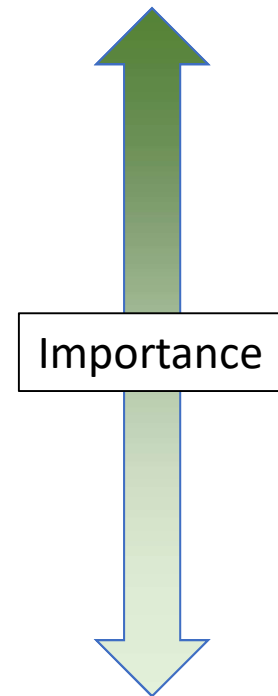
Ranking Proposal Items

	<u>Mean</u>
Q13. Increased teacher pay	4.47
Q25. Adding science labs	4.14
Q11. Technology	4.10
Q17. Fixing or replacing air conditioners	4.04
Q20. Gifted education	3.93
Q8. Band and musical education	3.92
Q14. Improving school security	3.92
Q21. Advanced Placement	3.91
Q9. Physical education	3.90
Q23. School nurses	3.85



Ranking Proposal Items

	<u>Mean</u>
Q22. School Librarians	3.84
Q18. Roof replacement	3.81
Q7. Art programs	3.76
Q15. Changes to campus and buildings to increase student safety	3.76
Q12. Enrichment programs	3.66
Q10. Replacing aging buses	3.57
Q24. School renovations	3.37
Q16. Improved fencing and barriers	3.26
Q26. Adding school capacity for preschools	3.12
Q19. Parking lot improvements	2.64



Pro Arguments (Scale 1 to 5)

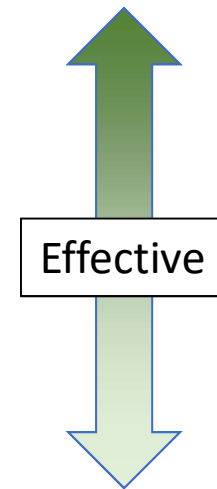
	<u>Mean</u>	<u>Strongly Agree</u>
Q27. Quality competitive workforce	4.27	55.7%
<p>Tanque Verde Unified School District is top rated district and is ranked among the highest in the state. We need to support their efforts to educate a quality, competitive workforce to support our area's long-term success.</p>		
Q28. Quality of life	4.16	52.7%
<p>Quality schools help protect your property values and reduce crime. We need continue to invest in our school system and programs such as class sizes, teacher salaries, music, art, PE, gifted education, Advanced Placement options, librarians and nurses to protect our quality of life.</p>		

Pro Arguments (Scale 1 to 5)

	<u>Mean</u>	<u>Strongly Agree</u>
Q29. Arizona ranks 48th	4.20	61.3%
<p>Arizona ranks 48th in school funding and we are far behind when it comes to investing in our schools. Our schools get less money per student now than they did 10 years ago. Our schools are dramatically underfunded, and we need to give our schools the money they need to educate the next generation.</p>		
Q30. Not a tax increase	3.71	35.3%
<p>This override is not a tax increase. It is simply a vote to continue the existing override that is currently in place to fund a lot of important academic programs.</p>		
Q31. School security	3.86	41.0%
<p>We need to continue to invest in school security to make sure that our students are safe. These proposals would pay for security and facility improvements including building improvements, better fences, and single points of entry. The safety and security of our students should be our number one priority..</p>		

Ranking Pro Arguments

	<u>Mean</u>
Q27. Quality competitive workforce	4.27
Q29. Arizona ranks 48th	4.20
Q28. Quality of life	4.16
Q31. School security	3.86
Q30. Not a tax increase	3.71



Con Arguments (Scale 1 to 5)

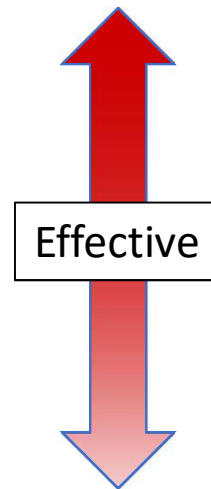
	<u>Mean</u>	<u>Strongly Agree</u>
Q32. Open enrollment concerns	2.74	21.0%
<p>The school district continues to grow and have increasing needs because of their open enrollment policy. They could live well within their means and not need as much money if they would stop trying to bring in kids from outside the district.</p>		
Q33. Arizona is making progress	2.48	13.3%
<p>The State of Arizona has increased education funding by more than \$1.5 billion over the last 3 years. We are leading the nation in math and reading improvement and have five of the top 10 schools in the country. Arizona schools are making progress and we have done our job to fund our schools.</p>		

Con Arguments (Scale 1 to 5)

	<u>Mean</u>	<u>Strongly Agree</u>
Q34. Get the hint – voting no It's time for the school district officials to get the hint. Many districts voted no for school bonds and overrides last year and we're going to vote no again this year.	2.58	17.7%
Q35. Fixed income I live on a fixed income and have to live within my means. The schools should learn how to do the same. I have already paid my fair share of education costs.	2.69	20.3%
Q36. Taxed enough already We are taxed enough already. Taxes go up, they never go down. Taxes hurt our economy and kill jobs. We simply can't afford another tax.	2.73	22.0%

Ranking Con Arguments

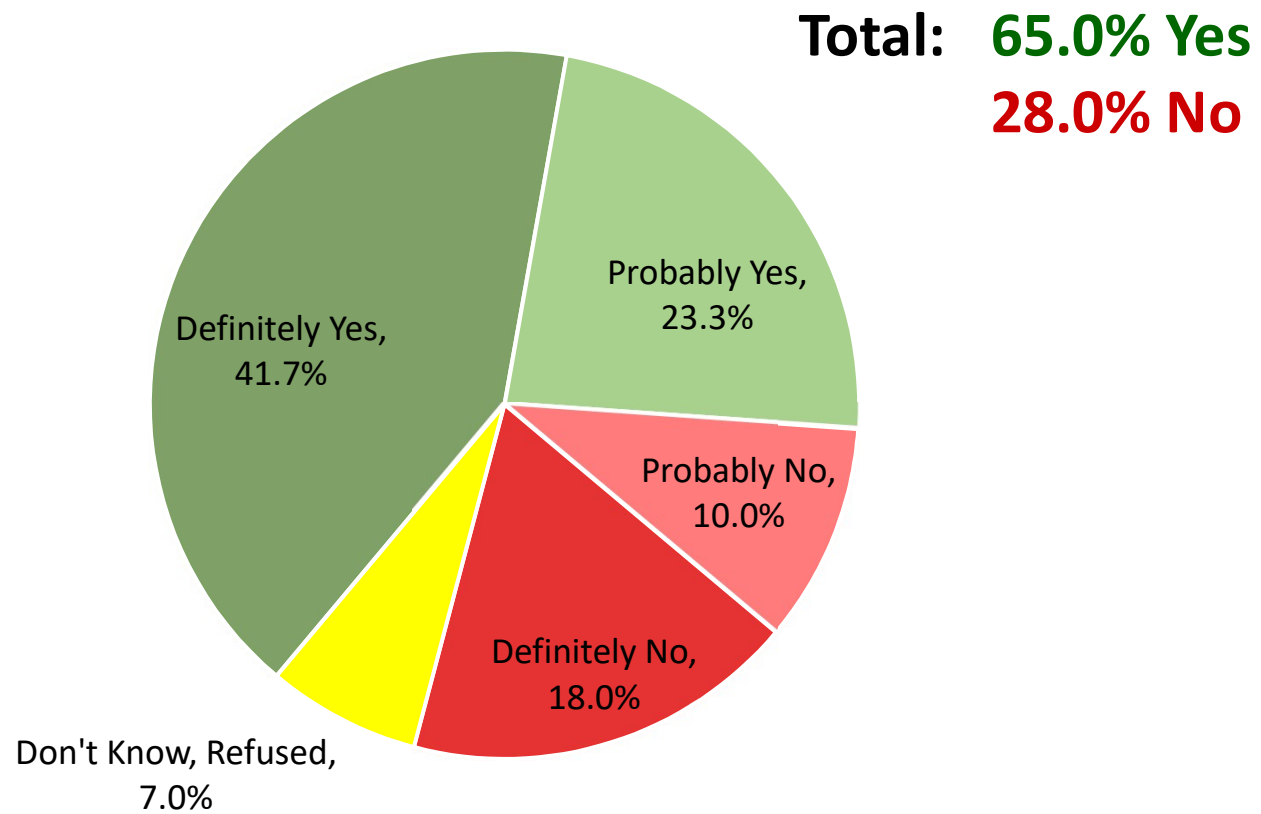
	<u>Mean</u>
Q32. Open enrollment concerns	2.74
Q36. Taxed enough already	2.73
Q35. Fixed income	2.69
Q34. Get the hint – voting no	2.58
Q33. Arizona is making progress	2.48



Bond Post-Test

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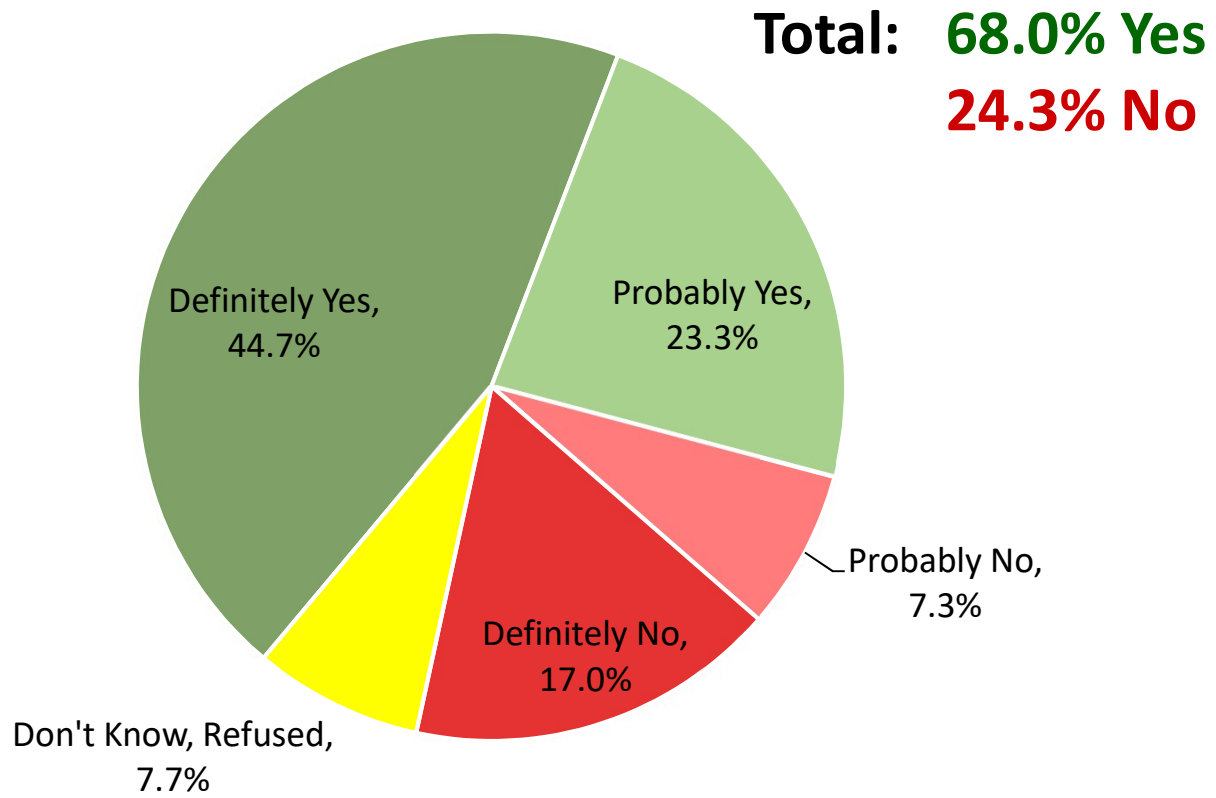
Bond Post-Test



Override Post-Test

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Override Post-Test



If both the bond and override questions were on the ballot, which of these opinions comes closest to your own?

51.7%	I would likely support both
8.3%	I would likely only support the bond.
12.3%	I would likely only support maintenance and operations override.
19.7%	I would vote no on both
8.0%	Don't Know, Refused

Demographics

Ideology:

21.3%	Very Conservative
18.3%	Somewhat Conservative
28.0%	Moderate
12.0%	Somewhat Liberal
10.3%	Very Liberal
3.0%	Don't Know
7.0%	Refused

Children under 18 at home:

28.3%	Yes
66.7%	No
5.0%	Refused