

**SCHOOLCRAFT COMMUNITY SCHOOLS BOND SURVEY – OCTOBER 2018
DRAFT #3**

SAMPLE: 1=Cell/2=Land

DATE: _____ / _____ / _____

PHONE # _____

CODE: _____ **INTERVIEWER** _____

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Hello, this is (NAME) from **EPIC ▪ MRA**, a Lansing based survey research firm. We're conducting a random survey with voters in your area about important local issues. This is not a sales call, you will not be asked for a donation, and you will not be called again because you participated in this survey. This is strictly research and I'd like to take about 10 minutes to include the opinions of your household.

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We need to have a balance of men and women in the survey, and we need to have both younger and older voters represented. May I please speak to the youngest [**MALE/FEMALE, depending on quota specified on list**] registered voter, age 18 or older, who is at home right now?

IF YES: REPEAT INTRODUCTION FOR NEW RESPONDENT & CONTINUE
IF NO, ASK: "Is there any other [**MALE/FEMALE, as specified**] registered voter, age 18 or older, who is at home right now?" **IF NOT, TERMINATE INTERVIEW**

[PHONERS: IF ASKED WHILE CONDUCTING SURVEY WHO COMMISSIONED IT, TELL RESPONDENT ONLY AFTER SURVEY COMPLETED... "This survey was commissioned by the Schoolcraft Community Schools."]

Are you currently registered to vote at the address I am calling?

If **YES** --- **ASK Q.1**

If **NO** --- "Is there another [**MALE/FEMALE, as specified**] registered voter at home who I can talk to?" If not, **TERMINATE**

01. In what local public school district do you currently reside? [**DO NOT READ**]

- (1) Schoolcraft Community Schools -----**CONTINUE INTERVIEW**
- (2) Some other school district -----**TERMINATE INTERVIEW**
- (3) Undecided/Refused [**ASK: "Do you live in the Schoolcraft Community Schools?" - IF YES, CODE "1" AND CONTINUE – OTHERWISE, THANK AND TERMINATE**

__02. How often do you vote in local school elections or special elections on millage proposals, bond proposals or other tax related ballot proposals for your local public-school district or local government – do you vote all the time, most of the time, about half the time, seldom or never?

- (1) All the time
- (2) Most of the time
- (3) About half of the time
- (4) Seldom
- (5) Never [**ASK: "Is there another [MALE/FEMALE, as specified] voter at home who I can talk to who does vote in school elections?" IF YES, ASK TO SPEAK TO THAT PERSON AND RESTART INTERVIEW – IF NOT, TERMINATE INTERVIEW**]
- (6) Too young to have voted before (**VOLUNTEERED**) – **CONTINUE INTERVIEW**
- (7) Undecided/Refused -- **THANK RESPONDENT AND TERMINATE**

__03. In May of 2019, there will be an election that will likely include a bond proposal for Schoolcraft Community Schools, and possibly other tax related proposals. Thinking about that election, what are the chances you will vote – are you very certain to vote, somewhat certain, will you probably vote, or, are you NOT LIKELY to vote?

- (1) Very certain to vote ---- **CONTINUE INTERVIEW**
- (2) Somewhat certain ----- **CONTINUE INTERVIEW**
- (3) Will probably vote ----- **CONTINUE INTERVIEW**
- (4) NOT LIKELY to vote - **THANK RESPONDENT AND TERMINATE**
- (5) Undecided/Refused----- **THANK RESPONDENT AND TERMINATE**

__04. When you vote, do you always vote by absentee ballot, mostly vote by absentee ballot, mostly vote by going to the polls, or always vote by going to the polls?

- (1) Always votes absentee
- (2) Mostly votes absentee
- (3) Votes both equally (**VOLUNTEERED**)
- (4) Mostly votes at the polls
- (5) Always votes at the polls
- (6) Undecided/Refused

__05. Students are usually given grades of A, B, C, D, or F for the quality of their work -- with "A" standing for excellent, "B" for good, "C" for average, "D" for below average, and "F" for failure. What grade would you give Schoolcraft Community Schools for the quality of education it provides to students -- A, B, C, D, or F.

- (1) A
- (2) B
- (3) C
- (4) D
- (5) F
- (6) Undecided/Refused

06. Thinking about the quality of educational services delivered by Schoolcraft Community Schools in return for the state and local taxes you pay to fund a kindergarten through 12th grade education, do you think your school taxes are too high, too low, or about right for what you get back in educational services? **[IF RESPONSE IS TOO HIGH, ASK: “Would that be much or somewhat too high?” AND CODE BEST RESPONSE]**

- (1) Much too high
- (2) Somewhat too high
- (3) About right
- (4) Too low
- (5) Undecided/Refused

07. Overall, how would you rate the condition of the existing school buildings, facilities, property and grounds that are owned and operated by Schoolcraft Community Schools - would you give them a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

- (1) Excellent
- (2) Pretty good
- (3) Just fair
- (4) Poor
- (5) Undecided/Refused

08. Schoolcraft Community Schools plans to place a bond proposal on the ballot next year in May of 2019, which if approved, would fund up to \$41million in improvements to the school district. Under this plan, Schoolcraft Community Schools would go from three school buildings to two, with the existing middle school and elementary school closed and demolished, and a new school built under one of two plans I will describe later in the survey. If voters approve of the bond proposal, the property tax millage rate would be increased by up to 3.5 mills to be repaid over a period of 30 years. That means that for every \$100,000 in market value and \$50,000 in taxable value of a home, property taxes would increase by \$175 per year, or just under \$15 per month.

Based on what you may know or have heard or read about the proposal, if the election were held today, would you vote **YES** in favor of the proposal, or **NO** to oppose it?

[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting **Yes in favor of the bond proposal or **No** to oppose it?” AND CODE BEST RESPONSE]**

- (1) Vote Yes
- (2) Lean toward Yes
- (3) Vote No
- (4) Lean toward No
- (5) Undecided/Refused

__09. Over the past 12 years, Schoolcraft Community Schools has experienced a declining student enrollment, losing 100 students. Moreover, the elementary school is 49 years old and middle school is 63 years old which means some of the mechanical and other building systems are nearing the end of their service life. The facility study that was just conducted concluded that it would be almost as costly to renovate these existing buildings as it would be to build a new building, and with 1,050 students in the district there would be operational as well as energy savings of up to \$200,000 on a yearly basis, depending on which option for a new building is chosen.

Knowing this, if Schoolcraft Schools places the bond proposal on the ballot to fund up to \$41 million in improvements, requiring a property tax increase of up to 3.5 mills, which for every \$100,000 in market value and \$50,000 in taxable value of a home, property taxes would increase by \$175 per year, or just under \$15 per month -- if the election were held today, would you vote **YES** in favor of the bond proposal, or **NO** to oppose it?

[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting **Yes in favor of the bond proposal or **No** to oppose it?” AND CODE BEST RESPONSE]**

- (1) Vote Yes
- (2) Lean toward Yes
- (3) Vote No
- (4) Lean toward No
- (5) Undecided/Refused

Putting aside whether you would vote **YES** or **NO** on the bond proposal, now I would like to describe some of the specific options and improvements that could be included in a \$41 million bond proposal. For each option or improvement I describe, please tell me if you support or oppose that feature. **[PROBE TO SEE IF STRONGLY/SOMEWHAT SUPPORTS/ OPPOSES EACH ONE]**

[ROTATE (Q.10-Q.11) AND (Q.12-Q.13)]		STR SUP	SMT SUP	SMT OPP	STR OPP	UND REF
_10.	Under (one/another) option, a new pre-kindergarten through 8 th grade school building would be built and located on the school district campus. The building would be constructed so it will separate younger students through the 4 th grade from the older 5 th through 8 th grade students, except for common areas of the school that would be used at different times. The cost of building a new combined elementary and middle school would be up to \$41 million. Do you support or oppose this new school option in a bond proposal?	(1)	(2)	(3)	(4)	(5)
_11.	Under (one/another) option, a new pre-kindergarten through 6 th grade elementary school would be built, and a separate 7 th and 8 th grade addition would be constructed at the high school. All students would share common areas, such as the library and cafeteria, but be used at different times. The cost of the new school and high school addition would be \$36 million. Do you support or oppose this new school option in a bond proposal?	(1)	(2)	(3)	(4)	(5)
_12.	(One/Another) option for an athletic improvement would be to renovate the existing Roy Davis Stadium by building an 8-lane running track that would bring the track up to current standards at a cost of \$5 million. Do you support or oppose this improvement?	(1)	(2)	(3)	(4)	(5)
_13.	(One/Another) option for an athletic improvement would be to renovate the existing Roy Davis Stadium by resurfacing our existing 6-lane running track at a cost of \$4 million. Do you support or oppose this improvement?	(1)	(2)	(3)	(4)	(5)

__14. After hearing a description of the key features that could be part of an up to \$41 million dollar bond proposal, and thinking about the specific improvements you support the most, if those improvements were included in the bond proposal and the election were held today, would you vote **YES** in favor of the bond proposal, or **NO** to oppose it?

[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting Yes in favor of the bond proposal or No to oppose it?” AND CODE BEST RESPONSE]

- (1) Vote Yes
- (2) Lean toward Yes
- (3) Vote No ----- **GO TO Q.16**
- (4) Lean toward No ----- **GO TO Q.16**
- (5) Undecided/Refused ----- **GO TO Q.18**

__15. Using a scale of zero to 10 where zero means you **DO NOT** feel motivated at all to vote, and 10 means you feel extremely motivated, what number would you use to describe how motivated you are to vote YES on the proposal? **[IF UNDECIDED/REFUSED, CODE “99”]**

[WRITE IN NUMBER: _____ - THEN GO TO Q.18

__16. Using a scale of zero to 10 where zero means you **DO NOT** feel motivated at all to vote, and 10 means that you are extremely motivated, what number would you use to describe how motivated you are to vote NO on the proposal? **[IF UNDECIDED/REFUSED, CODE “99”]**

[WRITE IN NUMBER: _____

__17. What is the main reason why you would vote **NO**? **[WRITE COMMENT AS STATED]**

__18. Thinking again about the two options for building a new school - either **[ROTATE]** building a new pre-kindergarten to 8th grade combined middle and elementary school at a cost of \$41 million, which would save about \$60,000 annually in operating costs and energy savings compared to current spending for three buildings, OR, building a new pre-kindergarten to 6th grade elementary school, and a 7th and 8th grade addition to the high school at a cost of \$36 million, which would save about \$200,000 per year in operational costs and energy savings compared to current spending - which option do you support the *most*?

[IF UNDECIDED, ASK: “Well, if you had to decide today, which option would you support the most?” AND CODE BEST RESPONSE]

- (1) Pre-kindergarten to 8th grade middle and elementary school
- (2) Pre-kindergarten to 6th grade elementary school & 7th and 8th grade addition at the HS
- (3) Would support either option (*volunteered*)
- (4) Opposes both options (*volunteered*)
- (5) Undecided/Refused

_19. If a pre-kindergarten to 8th grade middle and elementary school is built, costing up to \$41 million, athletic improvements could not be included, because it would require a more expensive bond proposal and a greater tax increase. If the option for a pre-kindergarten to 6th grade school and a 7th and 8th grade high school addition is built, athletic improvements, including the 6 or 8-lane running track at the Roy Davis Stadium, could be included as part of the bond proposal. Knowing that, which option do you support the most, building a new pre-kindergarten to 6th grade school and 7th and 8th grade high school addition, including athletic improvements, or, building a pre-kindergarten to 8th grade middle and elementary school, without athletic improvements?

[IF UNDECIDED, ASK: “Well, if you had to decide today, which option would you support the most?” AND CODE BEST RESPONSE]

- (1) Pre-kindergarten to 8th grade middle & elementary school w/o athletic improvements
- (2) Pre-kindergarten to 6th grade school/7th & 8th grade HS addition with athletics upgrades
- (3) Would support either option (*volunteered*)
- (4) Opposes both options (*volunteered*)
- (5) Undecided/Refused

POLLERS NOTE: IF (1) OR (4) IN Q.19 – GO TO Q.23

Now I am going to read a list of other kinds of athletic improvements that could be included in the bond proposal, if the less expensive pre-kindergarten to 6th grade school and 7th and 8th grade addition is built. For each item I read, please tell me if you think that improvement is very important to be included, mostly important, only a little important, or not important at all? The first one is...

[ROTATE Q.20 TO Q. 22]		Very Imp	Mostly Imp	Little Imp	Not Imp	UND REF
_20.	Tennis courts	(1)	(2)	(3)	(4)	(5)
_21.	Stadium improvements	(1)	(2)	(3)	(4)	(5)
_22.	Weight room expansions	(1)	(2)	(3)	(4)	(5)

__23A-C. Where do you get the information that influences your opinions the most about the Schoolcraft Community Schools? **[DO NOT READ - PROBE: "Where else"? UNTIL 3 RESPONSES MENTIONED OR UNPRODUCTIVE]**

- (01) Kalamazoo Gazette
- (02) MLive
- (03) Other local newspaper **(please specify):** _____
- (04) Radio news reports
- (05) Television news reports
- (06) Facebook, Twitter or other social media
- (07) Notes/flyers/correspondence/information from the district
- (08) The Schoolcraft Community School District web site
- (09) Teachers/Parent-teacher conferences
- (10) School district administrators
- (11) Support staff members (secretaries, food service, custodians, etc.)
- (12) Board of education members or meetings
- (13) PTA, PTO, parent organizations
- (14) General word-of-mouth
- (15) Own children/other students
- (16) Other parents with children in the district
- (17) None; have no source of information
- (18) Other: **(please specify):** _____
- (99) Undecided/Refused

Finally, I would like to ask you a few questions for statistical purposes only.

__24. Do you have children who are school age or younger? **[PROBE FOR BEST RESPONSE]**

- (1) Yes
- (2) No ----- **GO TO Q.26**
- (3) Undecided/Refused ----- **GO TO Q.26**

__25A-C. Do you have one or more children who currently attends Schoolcraft Schools, one or more children who attend some other area local public schools as schools of choice students, do they attend private, Christian or parochial schools, public charter schools or academies, or are they home schooled? **[CODE ALL RESPONSES MENTIONED]**

- (1) Schoolcraft Schools
- (2) Other area local public schools as schools of choice students
- (3) Private/Christian/parochial
- (4) Public charter schools or academies
- (5) Home schooled
- (6) No children in school yet **(VOLUNTEERED)**
- (7) Undecided/Refused

__26. Could you please tell me in what year you were born? **[IF REFUSED, ASK: ‘Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.’ AND READ 1 TO 4]**

[RECORD YEAR HERE _____ AND THEN CODE BELOW]

- (1) 18 to 34 years ----- **(1984 to 2000)**
- (2) 35 to 49 ----- **(1969 to 1983)**
- (3) 50 to 64 ----- **(1954 to 1968)**
- (4) 65 and over ----- **(1953 or before)**
- (5) Undecided/Refused

__27. What is the last grade or level of schooling you completed? **[DO NOT READ – CODE BEST RESPONSE]**

- (1) 1st to 11th Grade
- (2) High School Graduate
- (3) Non-college post high school (technical training)
- (4) Some college
- (5) College graduate
- (6) Post graduate school
- (7) Undecided/Refused

__28. Would you please tell me into which of the following categories your total yearly household income falls --- including everyone in the household? Please stop me when I get to the category that applies to your household. **[READ 1 TO 6]**

- (1) Under \$25,000
- (2) \$25,000 to \$50,000
- (3) \$50,000 to \$75,000
- (4) \$75,000 to \$100,000
- (5) Over \$100,000
- (6) Retired **(VOLUNTEERED - ASK: “But is there an income category which I read that would apply to your household?” AND CODE BEST RESPONSE)**
- (7) Undecided/Refused

__29. Sex of respondent **(DO NOT ASK -- BY OBSERVATION ONLY)**

- (1) Male
- (2) Female

THANK RESPONDENT FOR HIS/HER TIME

[PHONERS: IF ASKED WHILE CONDUCTING SURVEY WHO COMMISSIONED IT, TELL RESPONDENT ONLY AFTER SURVEY COMPLETED... “This survey was commissioned by the Schoolcraft Community Schools.”]