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Schoolcraft Community Schools Bond Survey Report

Executive Summary and Demographic Analysis

- Educational
- Political
- Industrial
- Consumer

- Market
- Research
- Analysis

Report Draft #1

April 2019

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METHODOLOGY

EPIC ▪ MRA administered live telephone interviews with 200 registered voters who reside in the Schoolcraft Community School District among respondents that indicated that they would be very certain, somewhat certain or, at least, will probably vote in the November 2019 local governmental election. The interviews were conducted from April 6th through April 10th, 2019. The average length of the interview was between 12 and 15 minutes.

Respondents for the interviews were selected utilizing an interval method of randomly selecting records of households of people who are registered to vote, and *at least* “seldom” participate in local government elections or elections when millage proposals, bond proposals, or other tax related proposals for their local public school district or local government are on the ballot.

Households were randomly chosen among those that have commercially-listed telephone numbers or were on a list of cell phone numbers designated as being within the Schoolcraft Community School District service area. The sample was stratified such that every area of the district was represented in the sample according to its contribution to an average of November off-year local government elections.

The sample of 200 respondents was split into two half-samples, so that the order of arguments for and against the bond proposal could be rotated. In Split Sample A, respondents heard and evaluated “positive reasons” to support the bond proposal first, followed by the “negatives,” with the sequence reversed in Split Sample B.

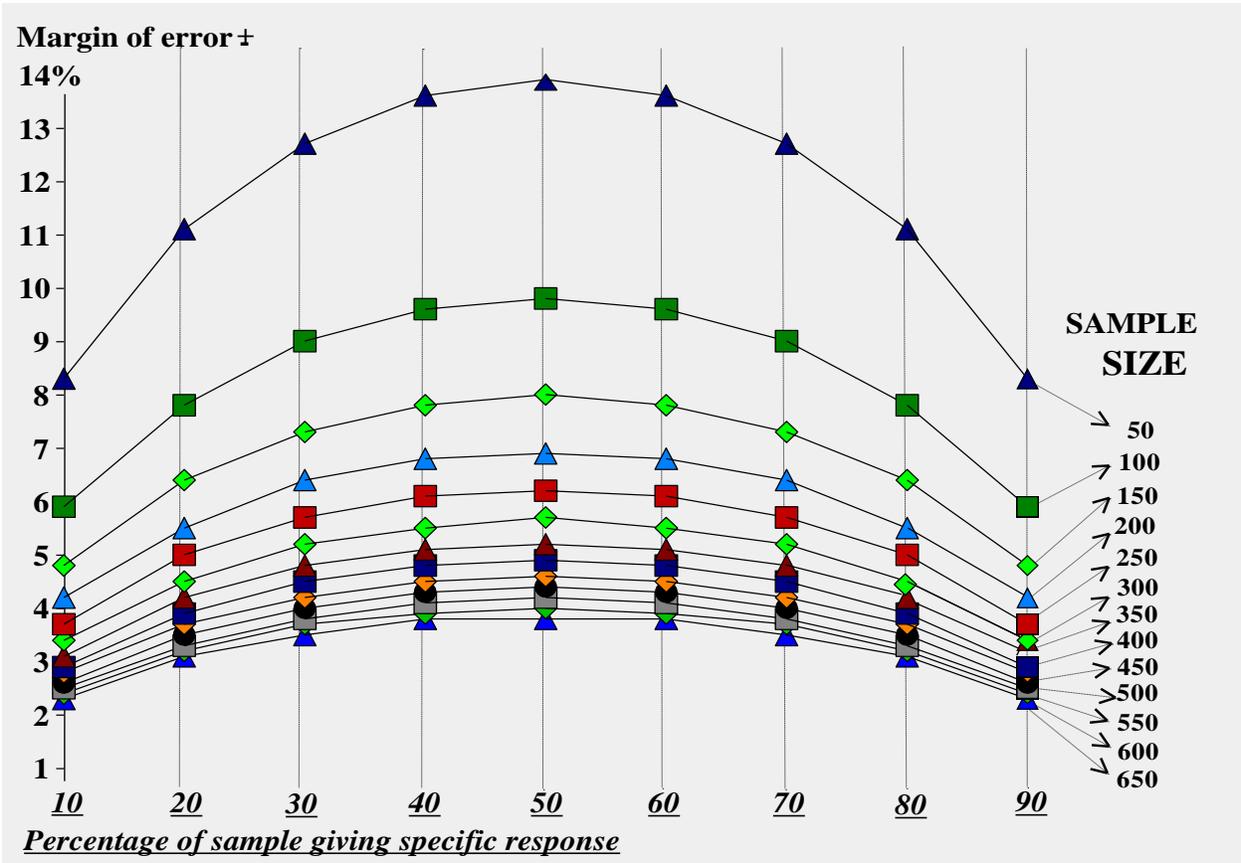
Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the number of respondents asked a specific question. The table on the next page shows the sampling error for different percentage distributions of responses based on sample size.

For example, after half the sample heard arguments for the proposal and the other half heard arguments against it, a 50 percent bare majority of all district voters said they would vote “yes” on the proposal (Question #21). As indicated in the chart below, this percentage would have a sampling error of plus or minus 6.9 percent. That means that with repeated sampling, it is very likely (95 out of every 100 times), that the percentage for the entire population would fall between 43.1 percent and 56.9 percent, hence the margin of error of ± 6.9 percent. The error rate for split sample responses is ± 9.8 percent

EPIC • MRA SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)

Percentage of sample giving specific response

SAMPLE SIZE	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>	<u>50</u>	<u>60</u>	<u>70</u>	<u>80</u>	<u>90</u>	
	% margin of error ±									
700	2.2	3.0	3.3	3.7	3.6	3.7	3.3	3.0	2.2	
650	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3	
600	2.4	3.2	3.7	3.9	4	3.9	3.7	3.2	2.4	
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5	
500	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6	
450	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8	
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9	
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1	
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4	
250	3.7	5	5.7	6.1	6.2	6.1	5.7	5	3.7	
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2	
150	4.8	6.4	7.3	7.8	8	7.8	7.3	6.4	4.8	
100	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9	
50	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3	



KEY FINDINGS

- A 64 percent majority of respondents said school taxes in Schoolcraft Schools are about right; with 22 percent saying taxes are too high, and 2 percent saying they are too low.
- A 59 percent majority of respondents offered a positive rating for the condition of the schools, buildings, facilities and grounds owned and operated by Schoolcraft Schools.
- When asked how they would vote on a \$39.9 million bond proposal requiring a millage rate increase of 3.5 mills to be repaid over 30 years, a 45 to 44 percent plurality of respondents said they would vote “yes”; including 40 percent who would directly vote “yes” and 38 percent who would directly vote “no”.
- After hearing a description of four specific improvements that would be funded by the bond proposal, a 52 to 40 percent majority said they would vote “yes”; including 41 percent who would directly vote “yes” and 35 percent who would directly vote “no”.
- An 80 percent majority said they would support (55 percent “strongly”) security improvements made to all facilities, as well as greater accessibility for disabled students, modernized learning spaces, and more energy efficient utility and support systems that would reduce operating costs.
- A 59 percent majority supported (35 percent “strongly”) a dedicated 7th and 8th grade addition that would be built at the high school that would be separate from the rest of the high school. All students would share common areas, such as the library and cafeteria for use at different times of the day. The cost of the addition would be \$8 million.
- A 54 percent majority supported (35 percent “strongly”) building a new pre-kindergarten through 6th grade elementary school at a cost of \$28.3 million.
- A 54 percent majority supported (31 percent “strongly”) renovating the Roy Davis Stadium by resurfacing the existing 6-lane running track at a cost of \$3.6 million.
- After half of the sample heard arguments in favor of the bond proposal first (the other half heard arguments against the bond proposal first) a 50 percent bare majority of all respondents said they would vote “yes”; including 40 percent who would directly vote “yes” and 10 percent who were undecided, but when pressed, said they would lean toward voting “yes”. Forty-five percent said they would vote “no”; including 39 percent who would directly vote “no” and 6 percent who were undecided, but when pressed, said they would lean toward voting “no”.
- Among Split Sample A respondents, who heard the arguments in favor of the bond proposal first, a 52 percent majority said they would vote “yes”; including 46 percent who would directly vote “yes”. Forty-three percent would vote “no;” including 38 percent directly voting “no.”

- After Split Sample A respondents then heard arguments against the bond proposal, a 52 to 43 percent majority still said they would vote “yes”; including 46 percent who would directly vote “yes” and 39 percent who would directly vote “no.”
- Among Split Sample B respondents (who heard arguments against the bond proposal first), a 47 percent plurality said they would vote “yes”; including 35 percent who would directly vote “yes”. Forty-eight percent would vote “no”; including 41 percent directly voting “no.”
- After Split Sample B respondents then heard arguments against the bond proposal, a 49 to 44 percent majority still said they would vote “yes”; including 39 percent who would directly vote “yes” and 40 percent who would directly vote “no.”
- The top reasons cited for voting “no” included; “tax increase/taxes are too high/cannot afford it” (32 percent); “grade restructure/against middle school mixed with high school grades” (12 percent); “wasteful district spending/distrusts the district” (12 percent); “renovate/maintain existing buildings/against new construction” (9 percent); and “too much in the proposal” (9 percent).
- The arguments in favor of the bond proposal were convincing to all respondents by a low of 60 percent to a high of 77 percent, while the arguments against the bond proposal were convincing to a low of 50 percent to a high of 64 percent.
- The most convincing argument in favor of the bond proposal, at 77 percent convincing (51 percent very convincing), was that “having safer, more secure building entrances, as well as additional video monitoring systems, will offer a high level of security, and will reassure parents that their children are as safe as possible.”
- The second most convincing argument in favor of the bond proposal, at 70 percent convincing (44 percent very convincing), was “at the existing elementary school, which is 49 years old, and the middle school, which is 63 years old, most of the mechanical and other systems are nearing the end of their serviceable life. A recent facility study concluded that it would cost almost as much to renovate existing buildings as it would be to build a new school and an addition to the high school.”
- Third most convincing argument in favor of the proposal, at 69 percent convincing (42 percent very convincing), was that “With a new elementary school, and 7th and 8th grade addition to the high school, an estimated \$200,000 would be saved each year in reduced operational and energy costs.”
- Fourth most convincing argument in favor of the proposal, at 65 percent convincing (40 percent very convincing), was “The single campus design will allow for safer traffic flow and student drop-off away from the street.”
- Fifth most convincing argument in favor of the proposal, at 63 percent convincing (29 percent very convincing), was “The improved infrastructure, classroom reconfigurations, and specifically designed small group learning spaces funded by the proposal will result in improved education quality in the district.”

- Sixth most convincing argument in favor of the proposal, at 62 percent convincing (27 percent very convincing), was “The long range planning committee, made up of Board of Education, Administration, staff, and community members, developed the bond plan over 18 months, after carefully listening to community concerns, and sharply reduced the scope and cost of the bond proposal to \$39.9 million until it met five priorities identified by the Board of Education, and saved \$400,000 by refinancing our current millage debt, which will be paid off in 2026.”
- Seventh most convincing argument in favor of the proposal, at 61 percent (27 percent very convincing), was that “Schoolcraft Community Schools is putting the emphasis on improving classroom education in this bond proposal. Upgrades to athletic facilities represent less than 10 percent of the bond, since only renovations are proposed, at a cost much less than is found in most school district bond proposals.”
- Finally, the eighth most convincing argument in favor of the proposal, at 60 percent (28 percent very convincing), was that “A single, cost effective campus will enhance our ability to excel, both educationally and athletically, be an economic draw for community investment and growth, as well as attract young families to the community.”
- The most convincing argument against the bond proposal, convincing to 64 percent (33 percent very convincing), was that “This plan goes way beyond what is needed, and includes things that supporters of the district want, without thinking enough about the impact on the taxpayers of the district.”
- The second most convincing argument against the proposal, at 59 percent (24 percent very convincing), was that “The current grade configuration of Pre-K through 4th grades, 5th through 8th grades, and 9th through 12th grades should be maintained. Mixing 7th and 8th graders with high school students is not a good idea.”
- Third most convincing argument against the proposal, at a narrow 51 percent (25 percent very convincing), was that “Sports should not be as much of a priority as they have been over the years. The district can make do with the existing athletic facilities.”
- Finally, the fourth most convincing argument against the proposal, at a bare 50 percent majority (18 percent very convincing), was that “Students attending Schoolcraft Schools have received a very good education in the existing facilities, without any of the improvements being proposed, such as interactive technology enhancements, bigger classrooms and flexible learning spaces.”

EXECUTIVE SUMMARY

Survey results as to the prospect of Schoolcraft Community Schools earning voter approval of a \$39.9 million bond proposal among voters who are likely to participate in this year's November 2019 local government election, which would require a property tax increase of 3.5 mills to be repaid over 30 years, are certainly more promising than they were in a survey conducted in November of last year. However, it will still be a challenge.

In the current survey, when voters in Split Sample A hear arguments in favor of the bond proposal first, a 52 to 43 percent majority said they would vote "yes," including 46 percent who would directly vote "yes" and 6 percent who were undecided, but would lean toward voting "yes" when pressed. After these same Split Sample A voter respondents hear arguments against the proposal second, a 52 to 43 percent majority continued to support the bond proposal, including 46 percent who would directly vote "yes" (unchanged). Arguments *against* the proposal were not convincing enough to cause voter support to slip at all.

However, among Split Sample B voters, after hearing arguments against the bond proposal first, a 48 percent plurality said they would vote "no," including 41 percent who would directly vote "no," and 47 percent who would vote "yes," including 35 percent who would directly vote "yes." After these same Split Sample B respondents heard arguments in favor of the bond proposal second, a 49 percent plurality said they would vote "yes" (up two points), including 39 percent who would directly vote "yes" (up 4 points). Forty-four percent would vote "no" (down 4 points), including 40 percent who would directly vote "no" (down 1 point).

Clearly, hearing arguments against the proposal, after first hearing arguments in favor of it, does not influence voters to move toward voting "no"; but hearing arguments in favor of the proposal after hearing arguments against it, does in fact influence voters to move toward voting "yes." However, there is more support for the bond proposal if voters hear arguments in favor of the plan *first*, and they offer less support for the proposal if presented with arguments against the proposal first. Therefore, should the Schoolcraft Community School District pursue the bond proposal, it will be important to communicate to voters the reasons to support the proposal before any messaging that goes toward defeating it at the polls becomes widespread in the community.

Normally, a direct "yes" vote in the mid to upper 50's, as a percentage, is required in order to assume that a bond proposal is likely to pass with the support of a majority of voters in a

school district. The highest direct “yes” vote earned in the immediate study was a direct “yes” vote of 46 percent, with a total vote of a 52 percent majority.

At no time does the direct “yes” vote even reach a bare 50 percent majority, so it will be necessary to convert voters who are undecided, but lean toward voting “yes”, to become more solid “yes” voters if the bond proposal is going to earn a majority of voter support. It is possible to earn a majority voter support if the information about the improvements that will be made can be clearly communicated, and if voters hear those arguments in favor of the bond proposal that resonate the most.

It is also important to persuade voters that the existing facilities are in fact old and worn out beyond their serviceable life. Only a 59 to 33 percent majority offered a positive rating for the condition of existing school buildings and other facilities, which is down four points from the 63 to 27 percent majorities that offered the same rating for facilities in the survey conducted for the District in 2018.

Specifically, it will be *critically* important to inform and educate district voters about the condition of the mechanical systems due to the age of the buildings, as well as the fact that it would be nearly as costly to renovate and improve the district buildings as it would be to construct a new building and high school addition. If it has not been done already, it would be useful to develop print materials, and perhaps even a slide show and/or video presentation, that visually shows the condition of buildings due to aging, what the proposed new building and addition to be built would look like, and the needs it would serve.

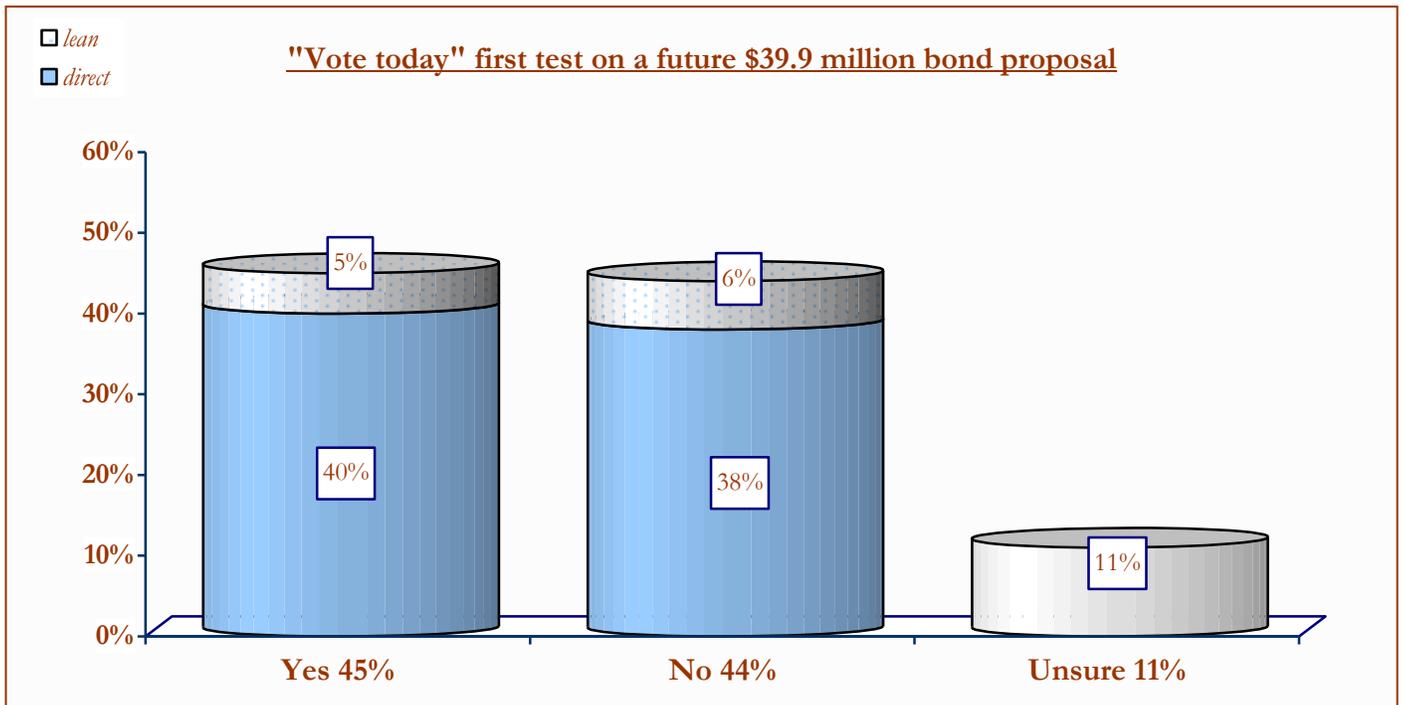
Also, only 22 percent of respondents said taxes are too high, down 2 points from the 24 percent who offered the same opinion in 2018. That shows an “ideal” low level of concern about school taxes, which means that two-thirds or more of survey respondents *could* be receptive to a tax increase proposal; *if they support the purpose for a tax increase*.

In the 2018 survey, nearly 8-in-10 district voters (78 percent) offered a combined “A&B” grade for the job Schoolcraft Community Schools does in providing a quality education to students. That question was not included in the current survey. Still, there likely remains a very positive view of the school district, which could be a positive influence on voters to be more willing to support the bond proposal if the district presents compelling reasons for the improvements.

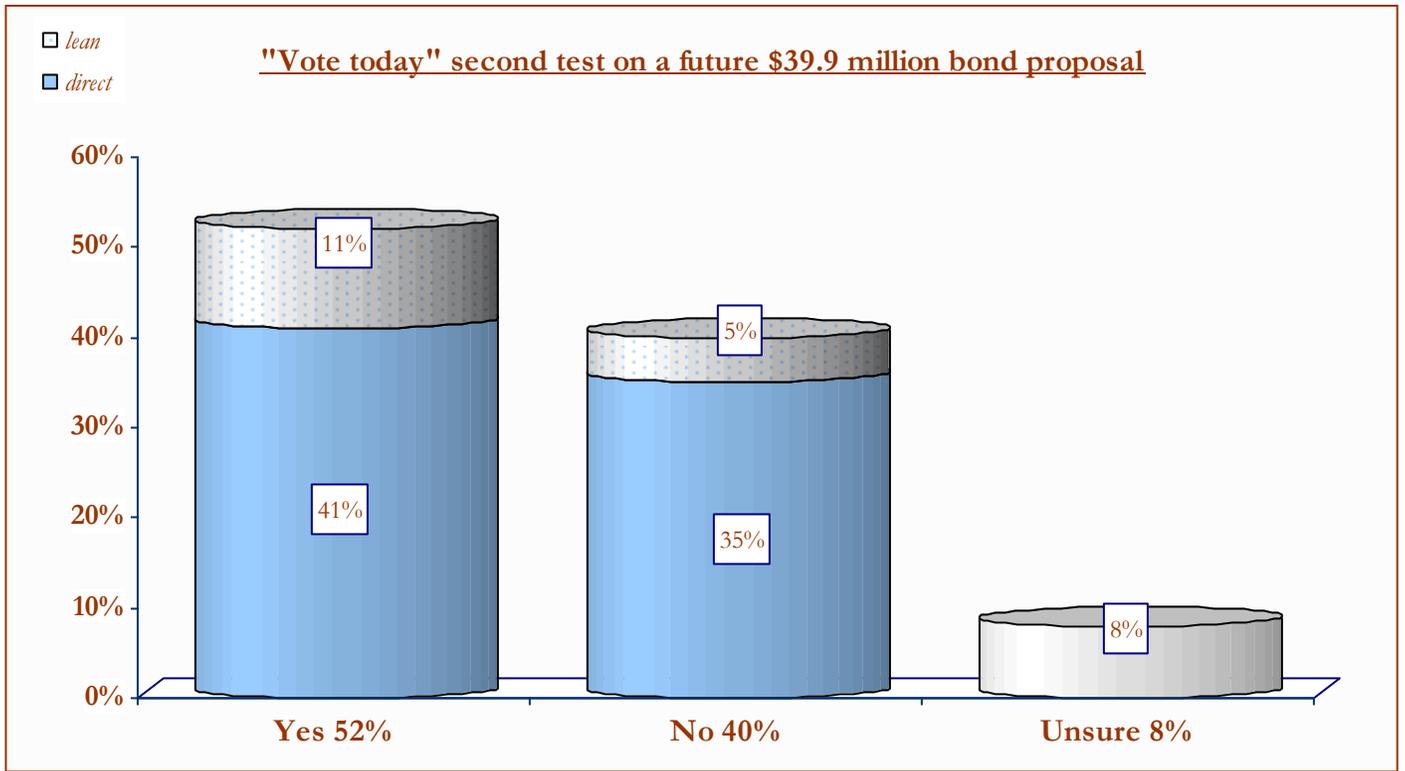
MORE DETAILED ANALYSIS

First and second “vote today” test of a \$39.9 million bond proposal

On the first “vote today” test of a future bond proposal to fund \$39.9 million dollars in improvements to Schoolcraft Community Schools, a 45 percent plurality said they would vote “yes”, including 40 percent who would directly vote “yes” (without “leaners”). Forty-four percent would vote “no”, also including 38 percent who would directly vote “no” (without “leaners”).



After respondents heard a description of the four major improvements that would be made to school district facilities, including security improvements, greater accessibility for disabled students, modernized learning spaces and more energy efficient utility and support systems; a 7th and 8th grade addition to the high school; a new pre-kindergarten through 6th grade elementary school; and renovations to the Roy Davis Stadium 6-lane running track, support increased to a 52 percent majority voting “yes” (up 7 points), including 41 percent who would directly vote “yes” (without leaners). Forty percent said they would vote “no” (down 4 points), including 35 percent who would directly vote “no” (without leaners).



Demographic breakouts of the 1st and 2nd “vote” results

The following table shows the total “yes” and “no” vote percentages on the first test of a \$39.9 million bond proposal, broken down by demographic factors, followed by results of the second test, conducted after respondents heard more detailed information about the specific improvements that would be made, with the third column showing “yes” vote movement from the first to second question: (small sample size = *)

\$39.9 million bond proposal	1ST TEST		2ND TEST		MOVE TO <u>YES</u>
	<u>YES</u>	<u>NO</u>	<u>YES</u>	<u>NO</u>	
District-Wide Results	45%	44%	52%	40%	+7%
Voting in local govern elections					
Votes all the time	41%	46%	48%	44%	+7%
Votes most of the time	50%	41%	54%	40%	+4%
Votes half time/seldom *	47%	43%	71%	16%	+24%
Very certain to vote in Nov					
Smwt certain/prob vote in Nov	45%	44%	51%	42%	+6%
Smwt certain/prob vote in Nov					
Smwt certain/prob vote in Nov	43%	44%	57%	32%	+14%
Votes by absentee ballot					
Votes at the polls	19%	57%	35%	45%	+16%
Votes at the polls					
Votes at the polls	52%	41%	57%	39%	+5%
Opinion of School Taxes:					
Too high	11%	82%	18%	77%	+7%
About right	56%	32%	65%	28%	+9%
Unsure *	40%	43%	40%	40%	+0%
Rating condition of facilities:					
Positive -- Excel/Good	39%	48%	48%	42%	+9%
Negative – Fair/Poor	57%	37%	63%	35%	+6%
New Pre-K to 6 th grade school:					
Supports	77%	13%	85%	10%	+8%
Opposes	7%	90%	15%	84%	+6%
Renovate stadium:					
Supports	71%	21%	74%	14%	+3%
Opposes	11%	80%	19%	77%	+8%
7 th & 8 th grade HS addition:					
Supports	68%	21%	83%	14%	+15%
Opposes	7%	87%	5%	90%	-2%

\$39.9 million bond proposal	1ST TEST		2ND TEST		MOVE TO
	<u>YES</u>	<u>NO</u>	<u>YES</u>	<u>NO</u>	
District-Wide Results	45%	44%	52%	40%	<u>YES</u> +7%
Children:					
Has school age children	69%	28%	65%	32%	+4%
No school age children	38%	48%	49%	42%	+11%
Age groups:					
Age 18-49	67%	31%	67%	27%	+0%
Age 50-64	39%	53%	49%	48%	+10%
Age 65 & older	37%	48%	47%	43%	+10%
Income:					
Income under \$50K	43%	47%	52%	40%	+9%
Income of \$50K–\$100K	48%	46%	58%	42%	+10%
Incomes over \$100K	57%	37%	65%	30%	+8%
Gender:					
Men	47%	46%	53%	40%	+6%
Women	42%	43%	52%	40%	+10%
Age range:					
Age 18-49	67%	31%	67%	27%	+0%
Age 50 and over	37%	50%	48%	45%	+11%
Gender and age:					
Men under age 50 *	76%	24%	76%	15%	+0%
Men age 50 and over	39%	52%	46%	47%	+7%
Women under age 50 *	60%	36%	60%	36%	+0%
Women age 50 and over	36%	47%	50%	42%	+14%

How parents and non-parents view the specific options for improvements

1. Security improvements would be made to all facilities, as well as greater accessibility for disabled students, modernized learning spaces, and more energy efficient utility and support systems that would reduce operating costs. This feature was supported by an 80 to 15 percent majority of all respondents (55 percent strong support/11 percent strong opposition).

A 91 to 7 percent majority of parents and a 78 to 17 percent majority of non-parents support this feature.

2. A dedicated 7th and 8th grade addition would be built at the high school. The 7th and 8th grade addition would be separate from the rest of the high school, but all students would share common areas, such as the library and cafeteria, for use at different times of the day. The cost of the addition to the high school would be \$8 million. This feature was supported by a 59 to 31 percent majority of all respondents (35 percent strong support/23 percent strong opposition).

A 73 to 20 percent majority of parents and a 55 to 34 percent majority of non-parents supported this feature.

3. A new pre-kindergarten through 6th grade elementary school and a 7th and 8th grade addition to the high school at a cost of \$28.3 million. This feature was supported by a 54 to 37 percent majority of all respondents (35 percent strong support/25 percent strong opposition).

A 75 to 19 percent majority of parents and a 48 to 42 percent plurality of non-parents supported this feature.

4. The Roy Davis Stadium would be renovated by resurfacing our existing 6-lane running track and making other needed improvements at a cost of \$3.6 million. This feature is supported by a 54 to 38 percent majority of all respondents (31 percent strong support/23 percent strong opposition).

An 81 to 13 percent majority of parents and a 47 to 45 percent plurality of non-parents supported this feature.

Arguments in favor of bond proposal more convincing than arguments against it

In the next section of the survey, respondents were divided into two equal split-sample groups (Split Samples A and B). In each group, respondents heard and rated arguments for and against the bond proposal. SSA respondents heard/evaluated supporting arguments first, followed by opposing arguments, with the sequence reversed in SSB. After each battery of arguments was evaluated, respondents were asked how they would vote on the proposal. The error rate for each split sample of 100 respondents is 9.8 percent, compared to 6.9 percent for the full 200 sample of respondents.

Among all 200 respondents, eight arguments for the bond proposal were convincing to 60 to 74 percent. Four arguments against the proposal were convincing to 50 to 64 percent.

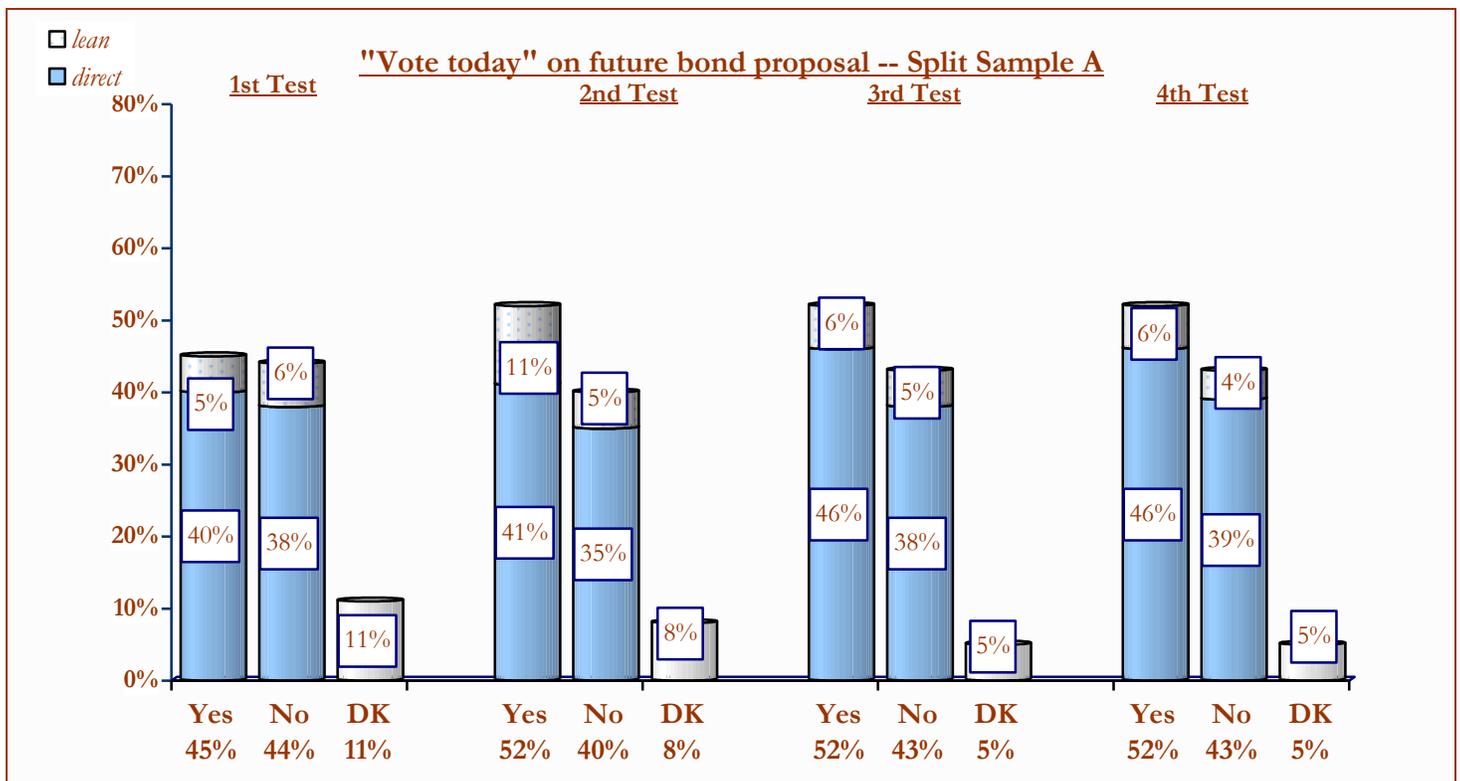
Arguments for bond proposal sorted by most to least convincing	CONVINCING		NOT CONV
	VERY	Total	
Having safer, more secure building entrances, as well as additional video monitoring systems will offer a high level of security, and will reassure parents that their children are as safe as possible.	51%	77%	21%
At the existing elementary school, which is 49 years old, and the middle school, which is 63 years old, most of the mechanical and other systems are nearing the end of their serviceable life. A recent facility study concluded that it would cost almost as much to renovate existing buildings as it would be to build a new school and an addition to the high school.	44%	70%	28%
With a new elementary school, and 7 th and 8 th grade addition to the high school, an estimated \$200,000 would be saved each year in reduced operational and energy costs.	42%	69%	27%
The single campus design will allow for safer traffic flow and student drop-off away from the street.	40%	65%	32%
The improved infrastructure, classroom reconfigurations, and specifically designed small group learning spaces funded by the proposal will result in improved education quality in the district.	29%	63%	35%
The long-range planning committee, made up of Board of Education, Administration, staff, and community members, developed the bond plan over 18 months, after carefully listening to community concerns, and sharply reduced the scope and cost of the bond proposal to \$39.9 million until it met five priorities identified by the Board of Education, and saved \$400,000 by refinancing our current millage debt, which will be paid off in 2026.	27%	62%	35%
Schoolcraft Community Schools is putting the emphasis on improving classroom education in this bond proposal. Upgrades to athletic facilities represent less than 10 percent of the bond, since only renovations are proposed, at a cost much less than is found in most school district bond proposals.	27%	61%	34%
A single, cost-effective campus will enhance our ability to excel, both educationally and athletically, be an economic draw for community investment and growth, as well as attract young families to the community.	28%	60%	38%

Arguments against bond proposal sorted by most to least convincing

	CONVINCING		NOT CONV
	VERY	Total	
This plan goes way beyond what is needed, and includes things that supporters of the district want, without thinking enough about the impact on the taxpayers in the district.	33%	64%	34%
The current grade configuration of Pre-K through 4 th grades, 5 th through 8 th grades, and 9 th through 12 th grades should be maintained. Mixing 7 th and 8 th graders with high school students is not a good idea.	24%	59%	35%
Sports should not be as much of a priority as they have been over the years. The district can make do with the existing athletic facilities.	25%	51%	45%
Students attending Schoolcraft Schools have received a very good education in the existing facilities, without any of the improvements being proposed; such as interactive technology enhancements, bigger classrooms, and flexible learning spaces.	18%	50%	47%

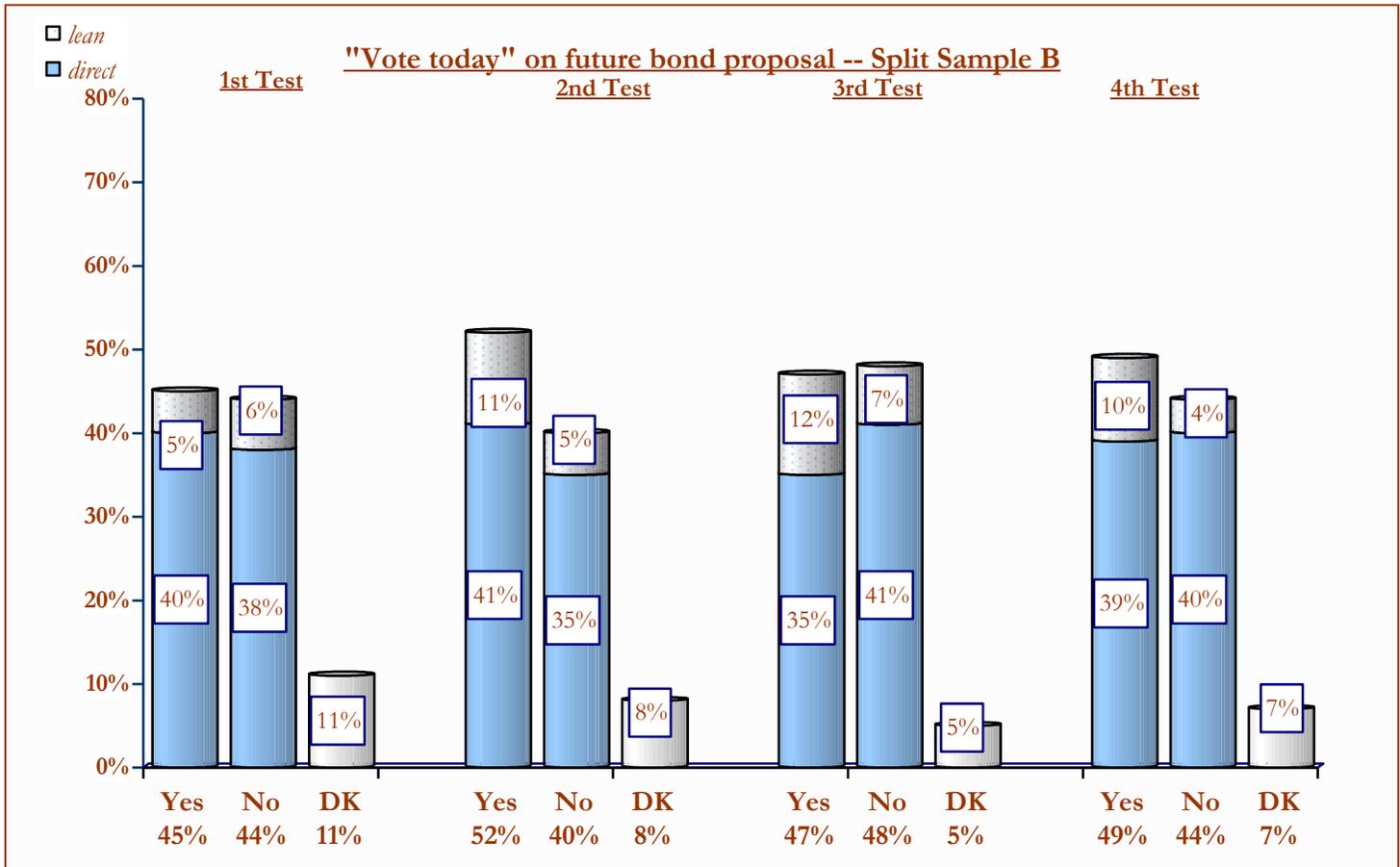
Split Sample A responses shows more direct “yes” support

After hearing positive arguments in favor of the bond proposal, a 52 to 43 percent majority of Split Sample A respondents said they would vote “yes”; including a 46 percent direct “yes” vote and a 41 percent direct “no” vote. After next hearing negative arguments, support continues by a 52 to 43 percent narrow majority voting “yes”; including 46 percent direct “yes” and a 39 percent direct “no” vote.



Split Sample B respondents shows less support after hearing negative arguments first

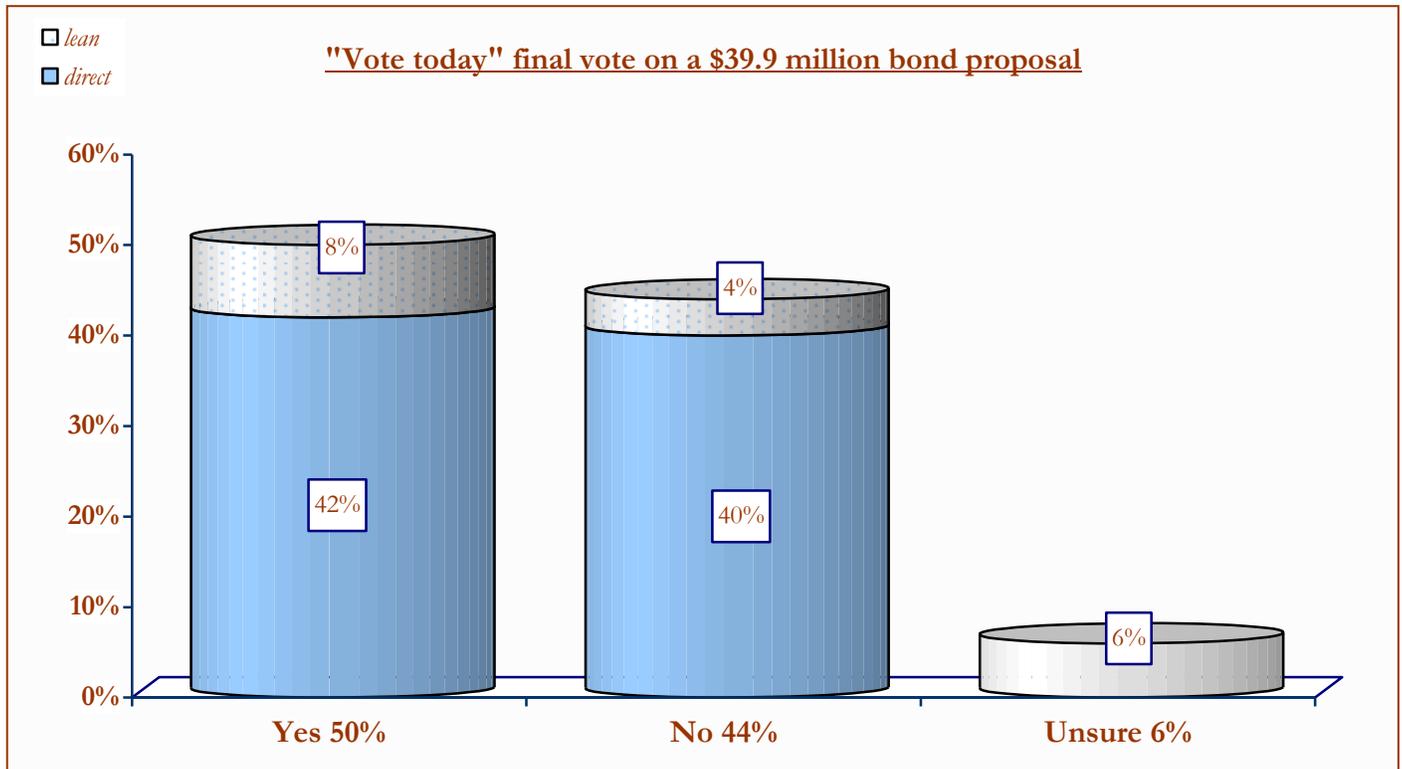
After hearing arguments against the bond proposal first, a 48 to 47 percent plurality of Split Sample B respondents said they would vote “no”; including only a 35 percent direct “yes” vote and a 41 percent direct “no” vote. Then, after hearing positive arguments second, a 49 to 44 percent plurality said they would vote “yes” (up 2 points), which included a 39 percent direct “yes” vote and a 40 percent direct “no” vote.



Clearly, if voters hear the positive arguments in favor of the bond proposal *first*, they are much more supportive of the proposal than if they hear arguments against it first. Also, after moving toward voting “yes” after hearing arguments in favor of the proposal in Split Sample A, voter support does not drop after hearing arguments against the proposal. However, in Split Sample B, after hearing arguments against the bond proposal first, support does increase after hearing arguments in favor of the plan, but much less than when they hear positive arguments first.

Final vote on a \$39 million bond proposal among all respondents

After hearing the arguments for and then against the proposal among Split Sample A respondents, and hearing arguments against and then for the bond proposal among Split Sample B respondents on a \$39.9 million bond proposal, a bare 50 percent majority would vote “yes”; including 42 percent who would directly vote “yes”, and 44 percent would vote “no”, including 40 percent who would directly vote “no”, with 6 percent undecided.



Between the initial cold vote with little information, and the vote after hearing about the specific improvements that would be made to district facilities with the funding from a \$39.9 million bond proposal, 44 percent of respondents were solid “yes” voters, 39 percent were solid “no” voters, 6 percent were solid undecided voters, 9 percent moved toward voting “yes”, 1 percent moved toward voting “no”, and 2 percent moved toward voting undecided.

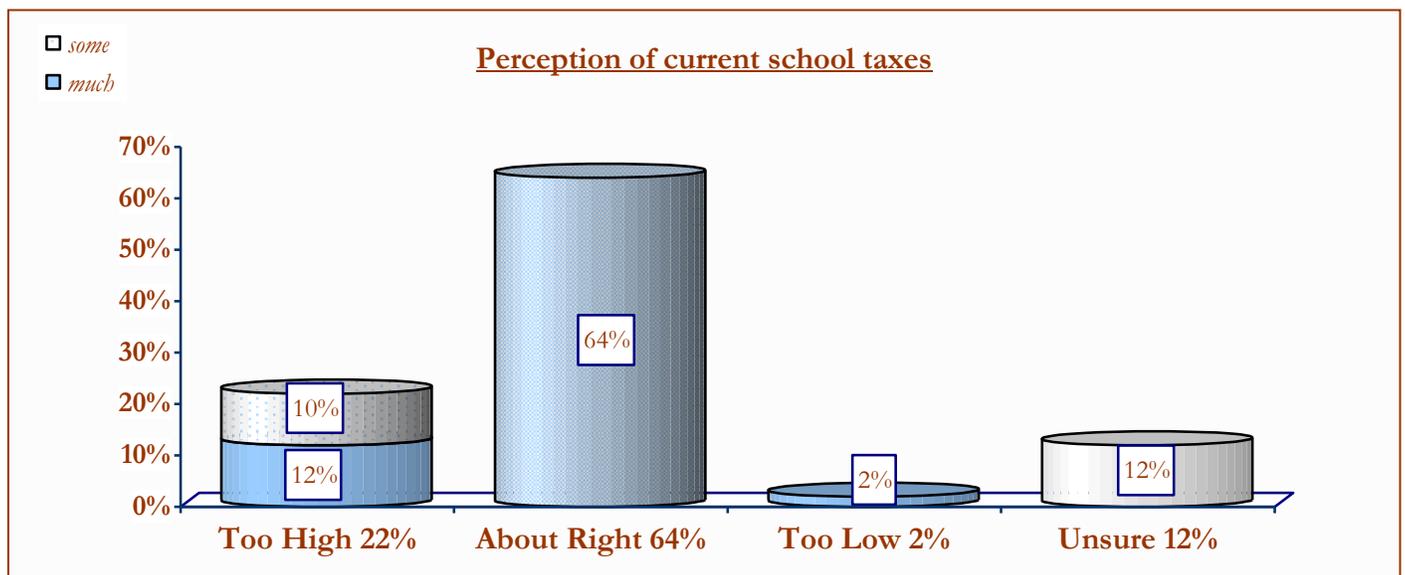
Demographic groups that moved the most toward voting “yes” by more than the district-wide 9 percent included: (small sample = *)

- 24 percent: Half the time/seldom local election voters *
- 17 percent: Somewhat certain/will probably vote
- 16 percent: Votes by absentee ballot
- 15 percent: Supports high school addition
- 14 percent: Age 50-64
Incomes under \$50K
Women age 50 and over
- 12 percent: Age 50 and over
- 11 percent: Taxes about right
Households without children
- 10 percent: Positive rating on condition of the buildings
Age 65 and over
Incomes of \$50K-\$100K
All women

Only 22 percent of respondents said school taxes are too high

When asked if the state and local taxes paid to fund a kindergarten through a 12th grade education was “too high,” “too low” or “about right,” only 22 percent of respondents indicated a belief that school taxes are “too high” (12 percent “much too high”) in Schoolcraft Community Schools. In the 2018 survey, 24 percent said taxes are too high.

<u>Entire Sample</u>		<u>Parents</u>	<u>Non-Parents</u>
12%	Much too high	----	----
10%	Somewhat too high	----	----
22%	TOTAL TOO HIGH	26%	21%
64%	About right	59%	66%
2%	Too low	8%	1%
12%	Undecided/refused	8%	12%



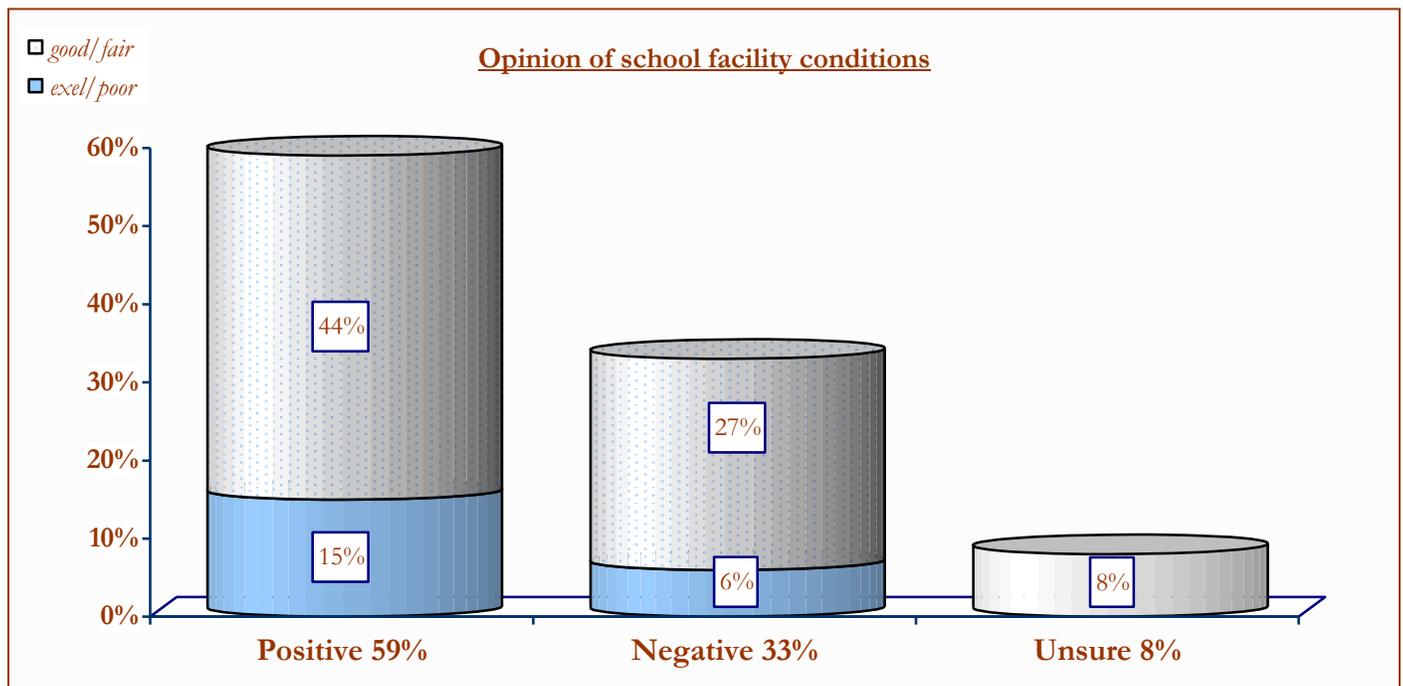
An 82 to 11 percent solid majority of respondents who said school taxes are too high would vote “no” on the initial question on a bond proposal. A 77 to 11 percent majority would still vote “no” after hearing more detailed information, and a 79 to 13 percent majority would vote “no” on the final vote.

A 56 to 32 percent majority of respondents who said school taxes are “about right” said they would vote “yes” on the initial vote, a 65 to 28 percent majority would vote “yes” after hearing more detailed information, and a 64 to 31 percent majority said they would vote “yes” on the final vote.

Just under 6-in-10 offered a positive rating for condition of school buildings/other facilities

A 59 percent majority offered a “positive” rating for the condition of the schools and other facilities owned and operated by the district (15 percent “excellent”), with 33 percent offering a negative rating, and 8 percent undecided.

<u>Entire Sample</u>		<u>Parents</u>	<u>Non-Parents</u>
15%	Excellent	----	----
44%	Pretty good	----	----
59%	TOTAL POSITIVE	54%	61%
33%	TOTAL NEGATIVE	46%	29%
27%	Just fair	----	----
6%	Poor	----	----
8%	Undecided/refused	0%	10%



A 59 percent majority of voters living in the Schoolcraft School District believe that the school buildings and other facilities are in “pretty good” or “excellent” condition, with 33 percent saying they are in “just fair” or “poor” shape. Parents are more aware of building deficiencies, with 54 percent offering a positive rating and 46 percent offering a negative rating. Non-parents offer a positive rating of the condition of buildings by a 61 to 29 percent majority.

It will be important to inform the community, including parents, but more importantly non-parents, that just as you cannot judge a book by its cover, you cannot judge the condition of school buildings and other facilities by the outward appearance of school facilities.

It will also be critically important to show what the problems are with existing buildings, both in video and pictures, with a direct description of the problems, and how it would be almost as expensive to renovate existing buildings as it would be to build a new building and building additions.

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