



# Orcutt Union School District

500 Dyer Street, Orcutt, CA 93455 P: 805.938.8900 F: 805.938.8919



MARKET  
& OPINION  
RESEARCH  
SERVICES

Telephone Survey of Orcutt Union  
School District Voters  
Presented to Orcutt Union School  
District Board of Trustees  
June 8, 2016

# Methodology

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- ▶ Telephone survey of likely voters in the Orcutt Union School District
- ▶ 300 completed interviews on both landlines and cellphones
- ▶ Conducted May 17-24, 2016
- ▶ Margin of error  $\pm 5.7$  percentage points
- ▶ Interviewing conducted by trained, professional interviewers
- ▶ Where applicable, results compared to:
  - EMC #15-5687; Telephone Survey of Orcutt Union School District Voters; July 7th-16th, 2015; n=300; MoE=  $\pm 5.7$  percentage points

*Please note that due to rounding, percentages may not add up to exactly 100%*

## Key Findings

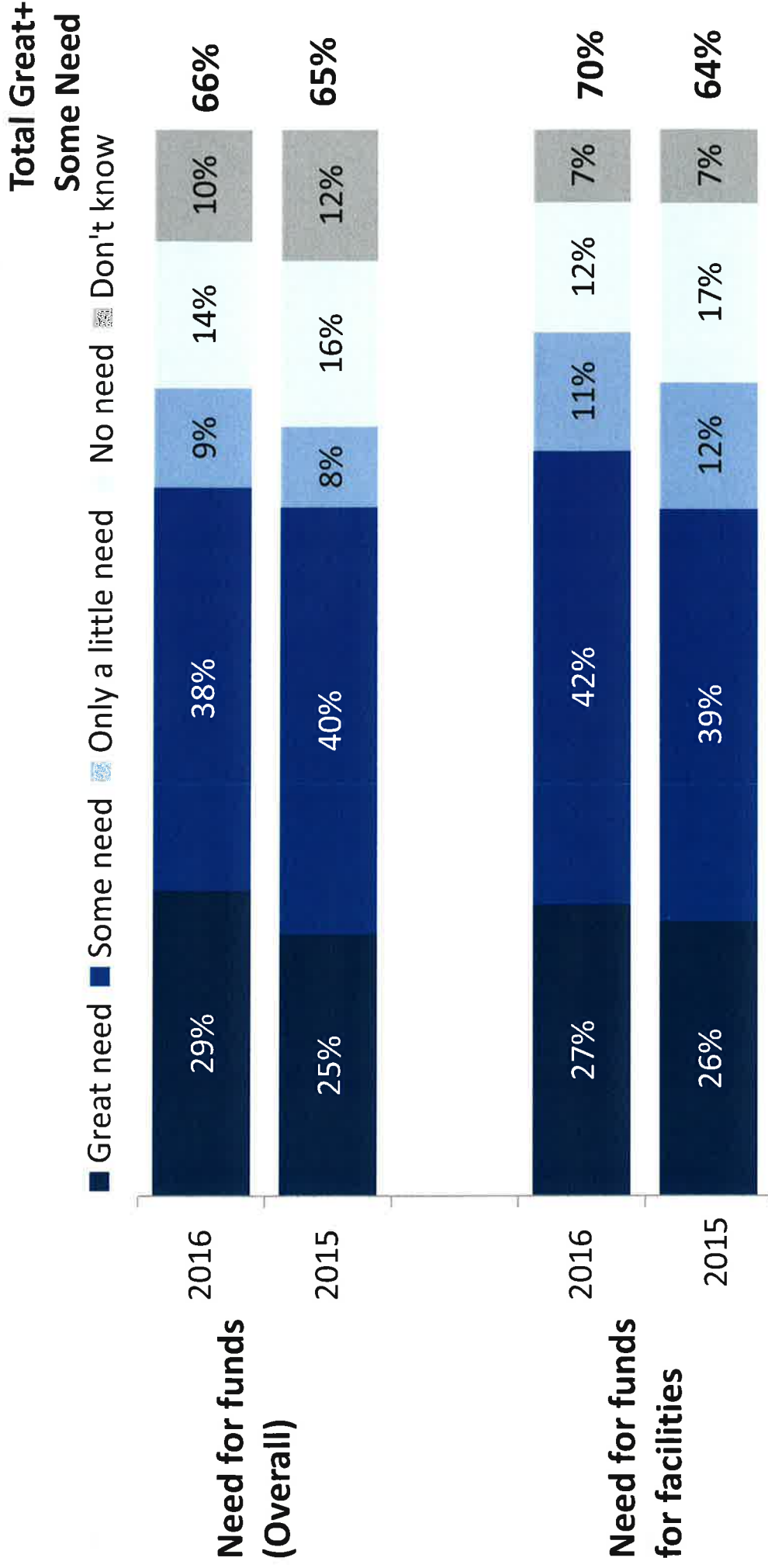
- ▶ Two-thirds (67%) of Orcutt Union School District likely voters support a \$60 million facilities bond measure, up from 60% in 2015
  - Support for the measure has increased across demographic groups, particularly among parents (+14 points), men (+15 points) and Republicans (+10 points)
- ▶ Seven in ten voters (70%) believe OUSD has some or great need for additional funding for facilities
- ▶ While all bond projects tested are well supported, top priorities include repairing roofs, keeping schools safe, clean, and well-maintained, and bringing schools up to current fire, safety, and disability access codes



# Bond Measure

# District Need for Money – Over Time

Awareness of need for funding is up since 2015, particularly for facilities.



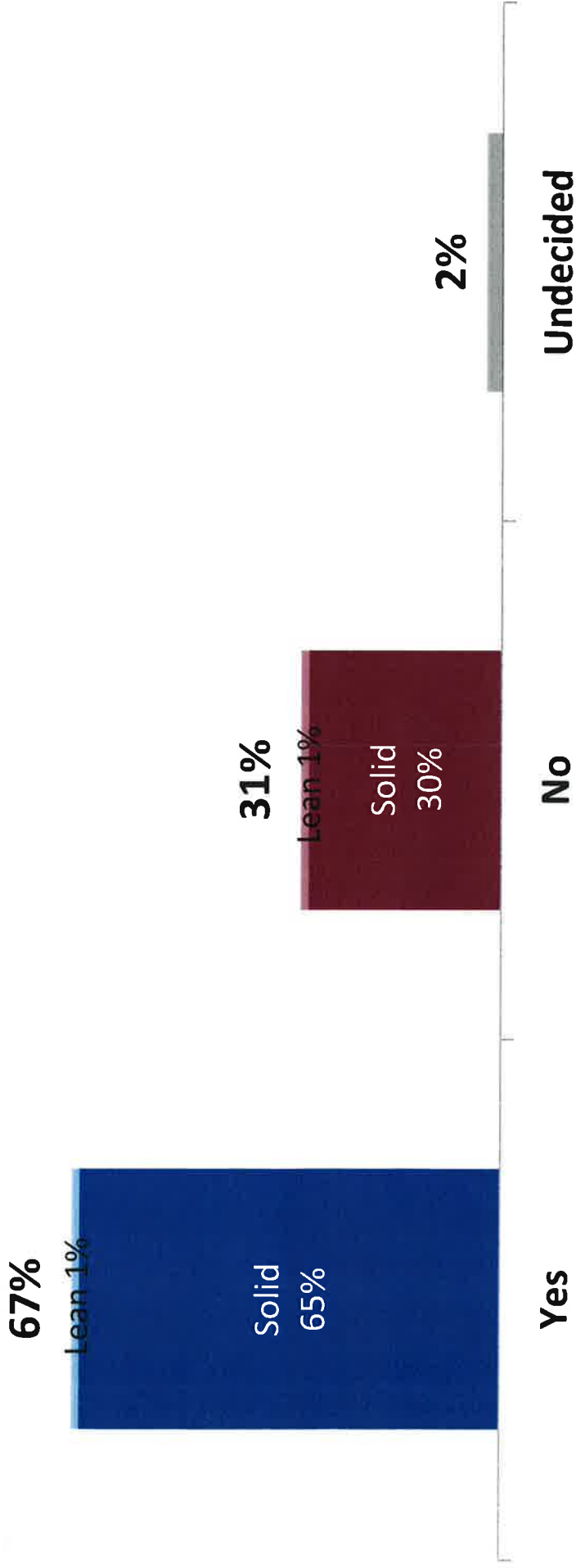
Q5. As you may know, you live in the Orcutt Union School District. Would you say that the public schools in the Orcutt Union School District have a great need for more money, some need, a little need or no real need for more money? / Q6. And thinking specifically about school facilities, buildings and grounds, would you say that the schools in the Orcutt Union School District have a great need for more money, some need, a little need or no real need for more money for facilities?



# Bond Measure – Initial Vote

Initial support for the potential bond measure is comfortably above the required 55%.

To improve local elementary and secondary schools by repairing and replacing aging classrooms and portables; keeping schools safe, clean and well-maintained; fixing leaky roofs; upgrading science labs and learning technology; and updating, renovating, acquiring, constructing and equipping classrooms, sites or facilities, shall Orcutt Union School District issue \$60 million in bonds at legal rates, with citizen oversight, annual audits, no funds for administrators' salaries, with all funds benefiting Orcutt public schools?\*



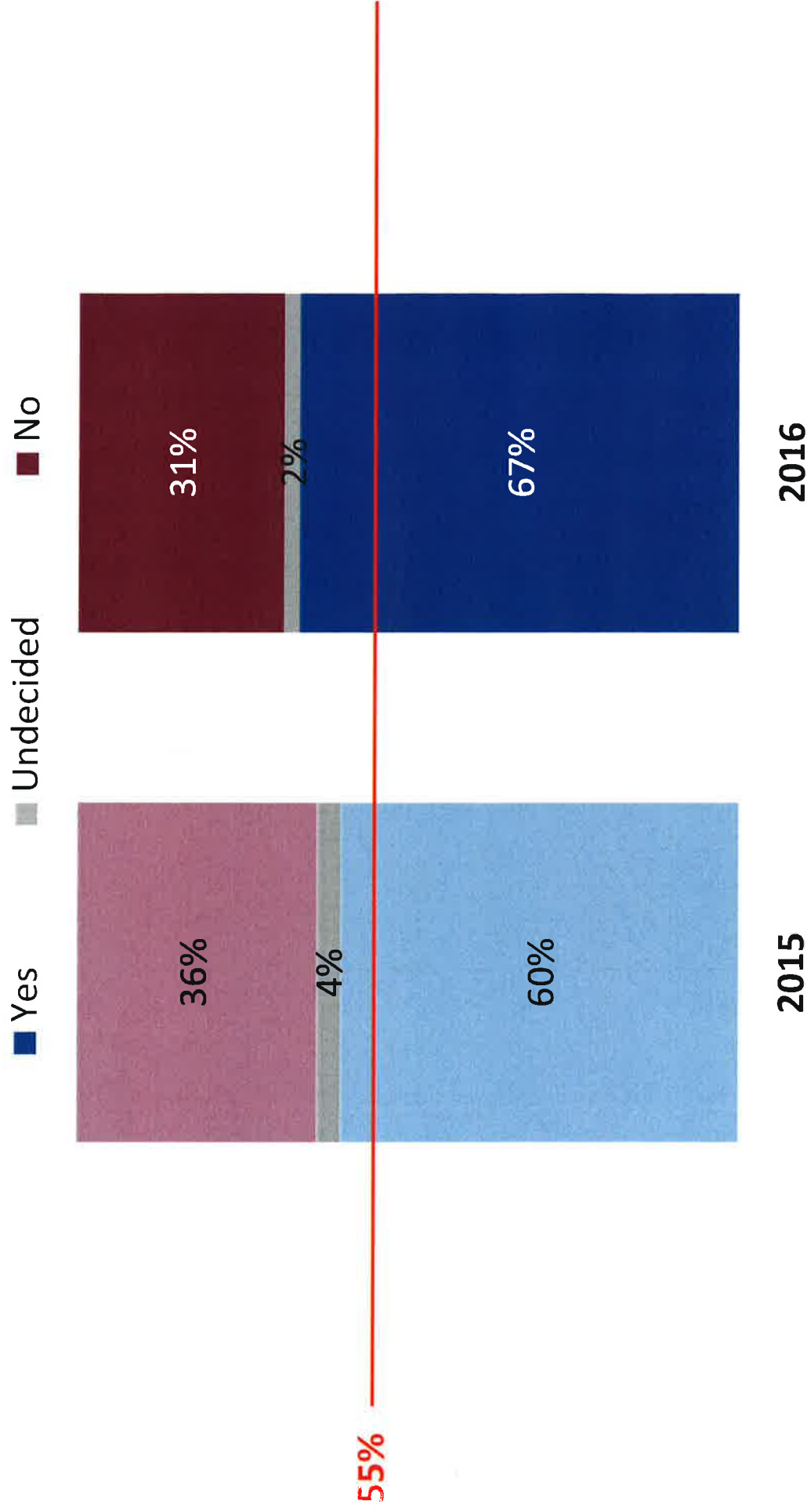
Q9. If the election were held today, would you vote Yes to approve this measure or No to reject it?

\*This ballot question reflects slight wording adjustments since the 2015 poll.



# Initial Vote – Over Time

Support is higher than measured in 2015.



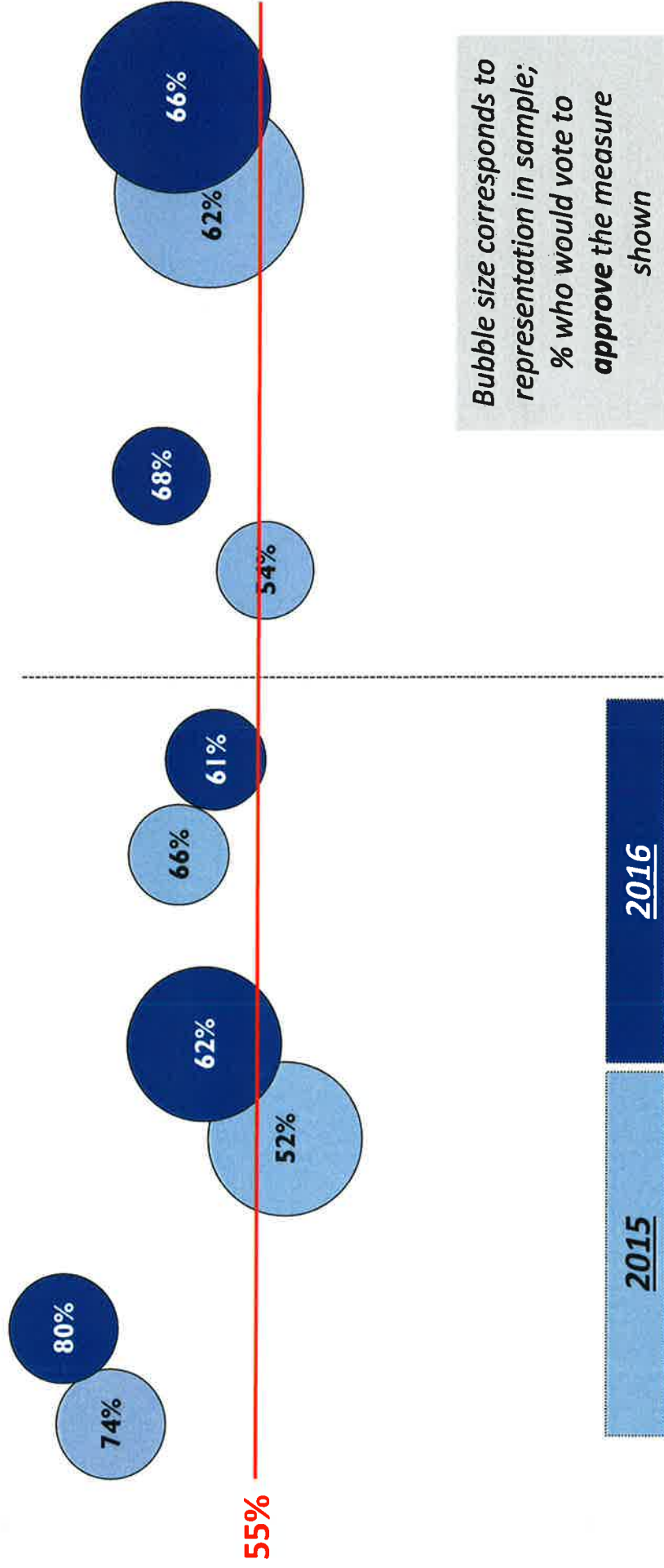
Q9. If the election were held today, would you vote Yes to approve this measure or No to reject it?



# Initial Vote by OUSD Parents and Party ID

Parents are significantly more supportive of the measure than they were last year.

Democrat (26%)	Republican (52%)	NPP/Other (22%)	OUSD Parent (21%)	Other (79%)
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Q9. If the election were held today, would you vote Yes to approve this measure or No to reject it?

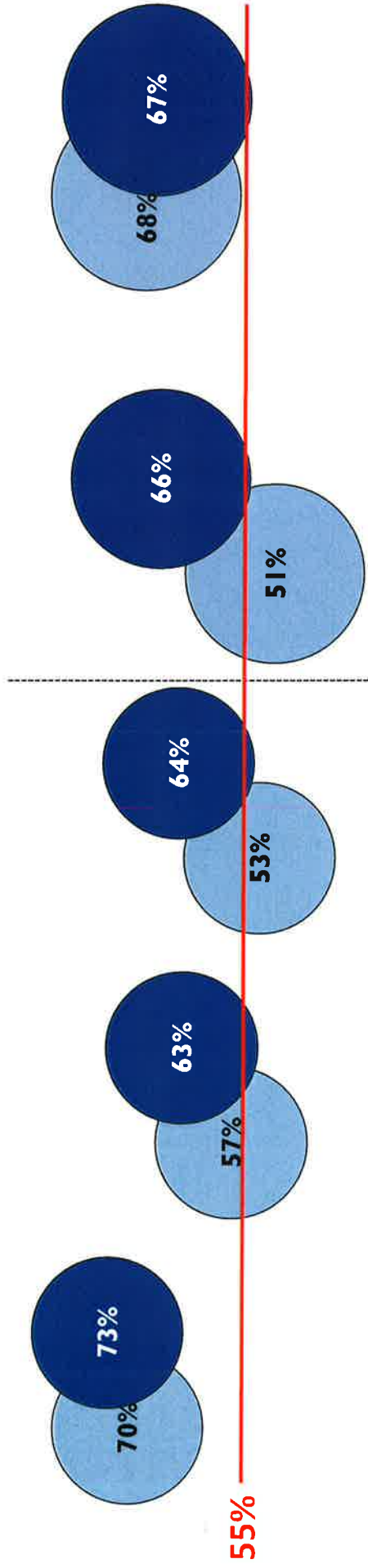




# Initial Vote by Gender and Age

Support for the measure is up among all age groups.

18-49 (33%)	50-64 (34%)	65+ (33%)	Male (47%)	Female (53%)
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Bubble size corresponds to representation in sample; % who would vote to **approve** the measure shown

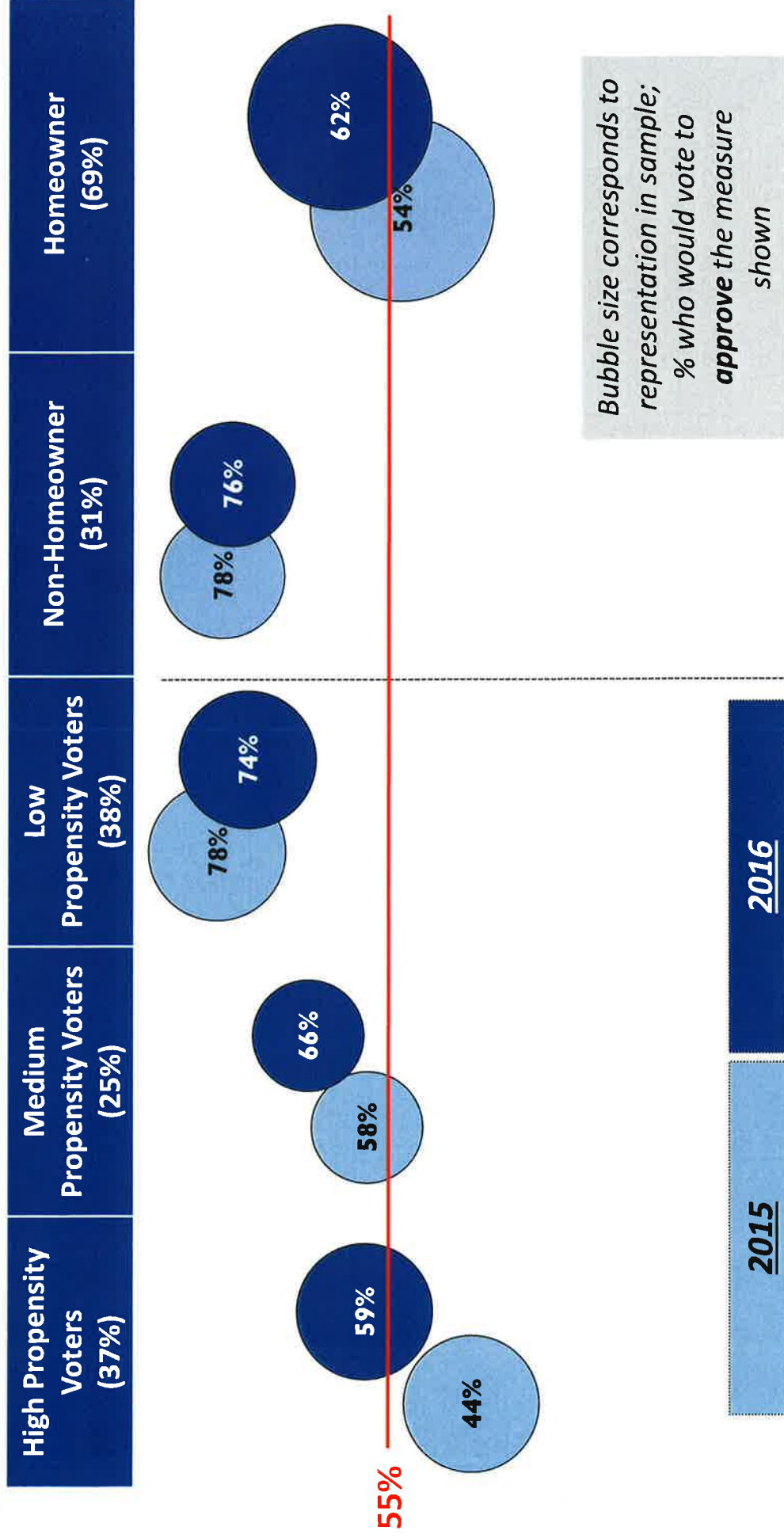


Q9. If the election were held today, would you vote Yes to approve this measure or No to reject it?



# Initial Vote by Homeownership and Vote History

The least frequent voters continue to be the most supportive of a measure.

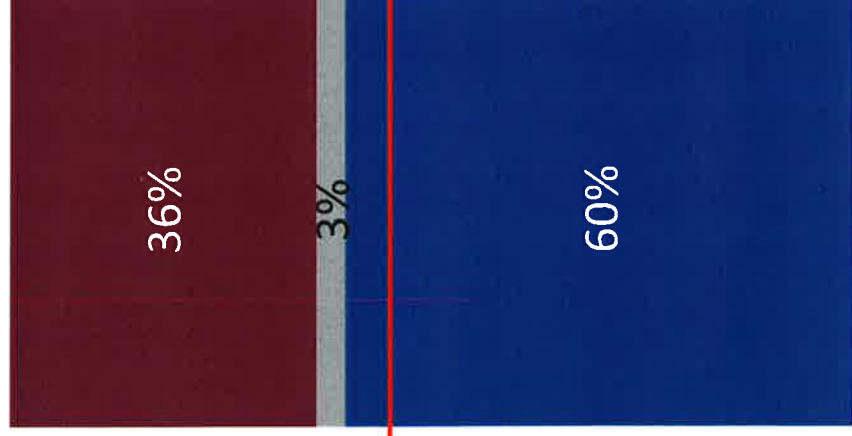
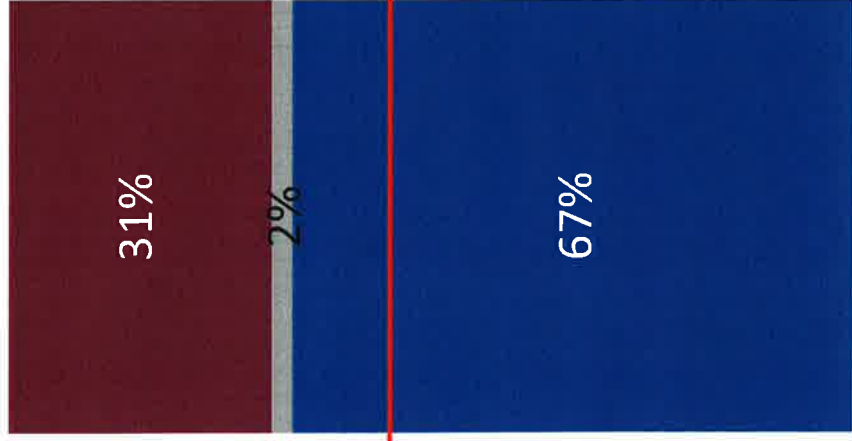


# Vote After Cost

Support weakens after voters hear the cost, but remains above the threshold required for passage.

If you knew that this bond measure would cost homeowners an average of \$30 per one hundred thousand dollars of assessed value annually—NOT market value—would you vote yes to approve or no to reject the measure?

■ Yes   ■ Undecided   ■ No



55%

**Initial Vote**

**After Cost**

Q10. ...would you vote yes to approve or no to reject the measure?

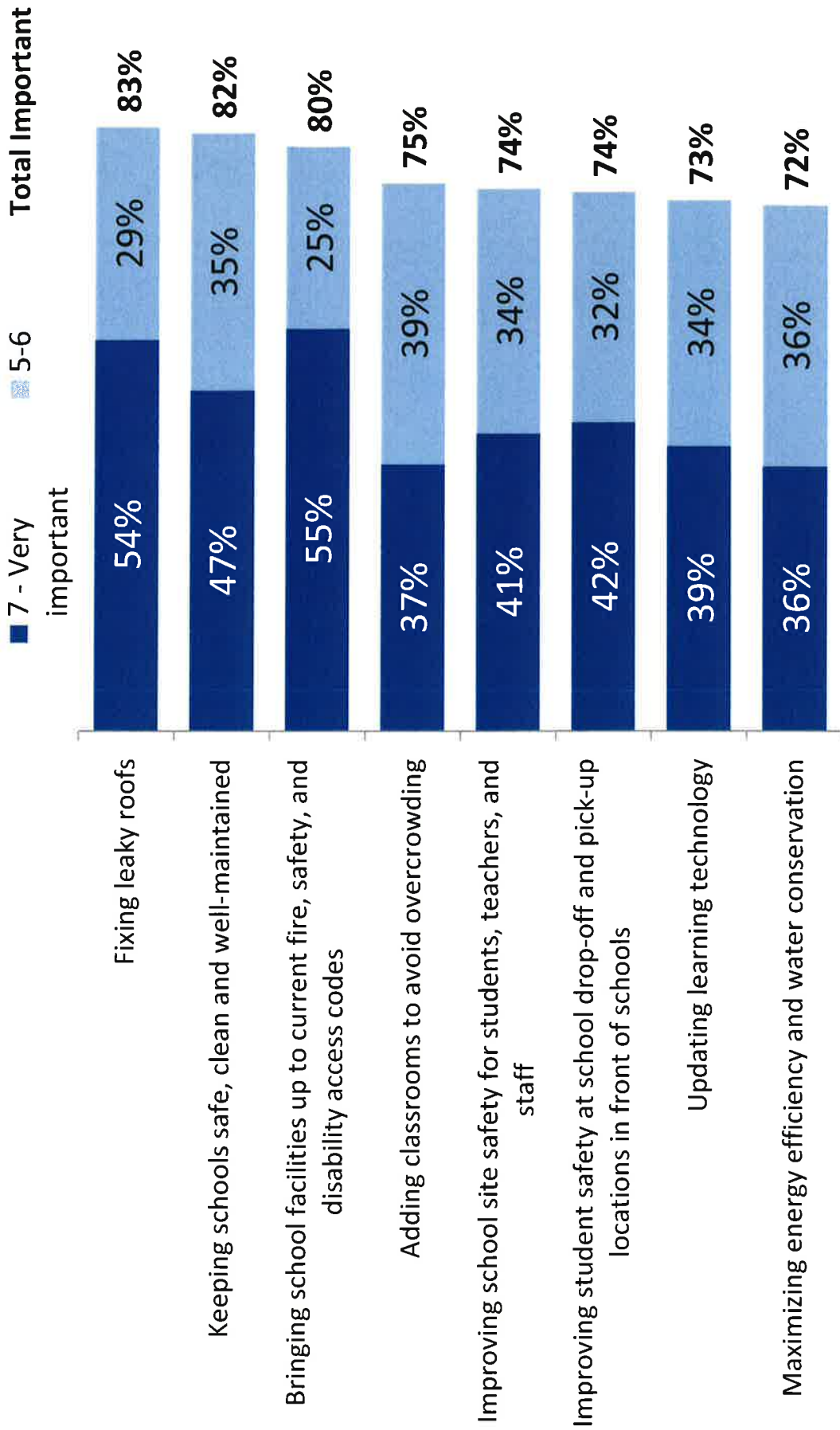


# Additional Information



# Measure Projects

*Bringing facilities up to code and fixing leaky roofs are very important to most voters.*

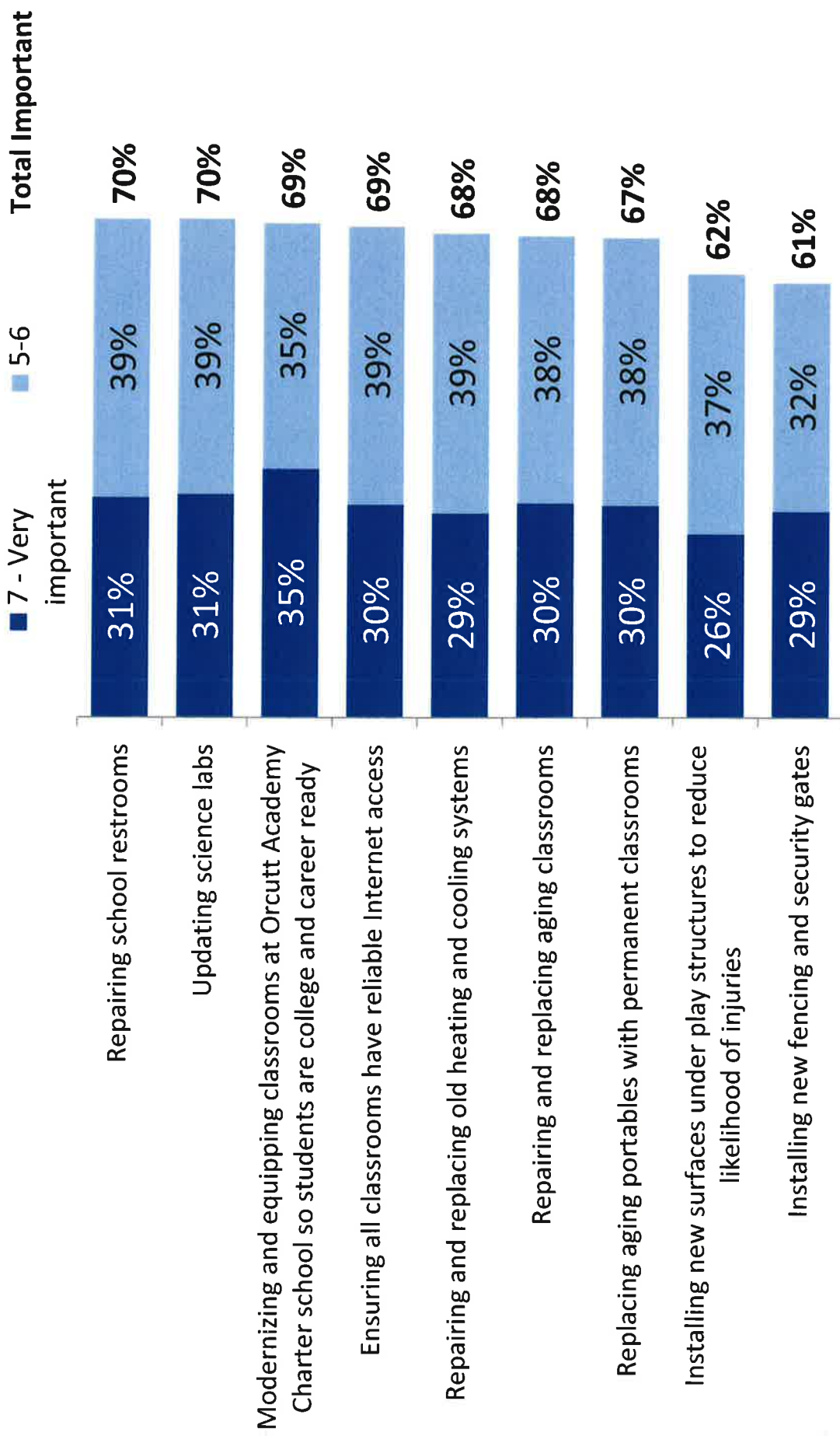


Q13-Q31. I'm going to read you a list of projects that could be funded by an Orcutt Union School District bond measure. On a scale of one to seven, where one is not important at all and seven is very important, please tell me how important you think each of the projects is.



# Measure Projects, Cont.

*Playground, field, and lunch area improvements are important, but with less intensity.*

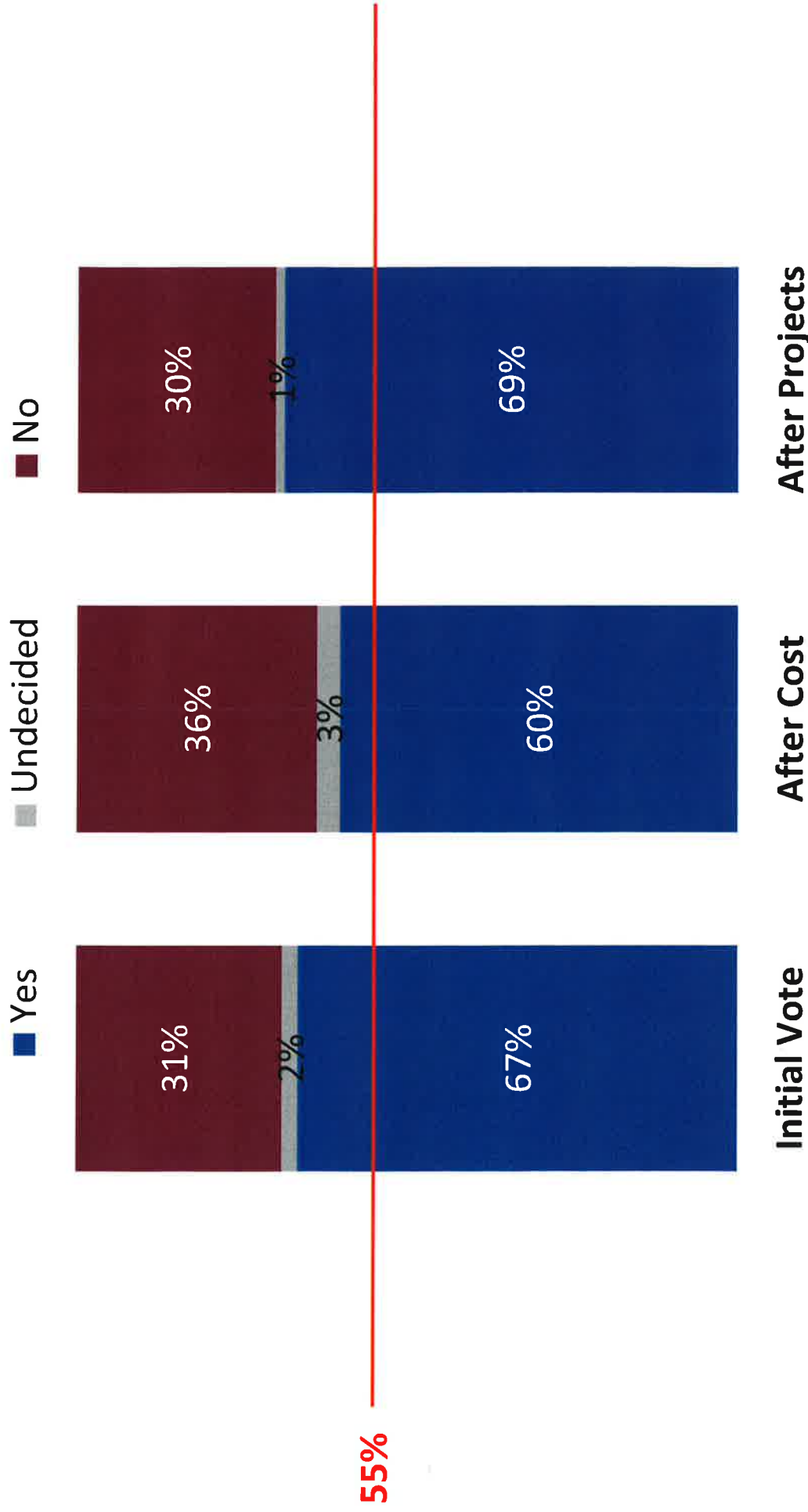


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# Bond Measure – Vote After Projects

Hearing what the bond could fund strengthens support for the measure.



55%

Q32. Given what you've heard, if the election were held today, would you vote yes to approve or no to reject a measure that reads:



# Contact Information

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Sara LaBatt  
Sara@EMCresearch.com  
510.550.8924

Katherine Langer  
Katherine@EMCresearch.com  
510.550.8927