

N = 552

Time Began\_\_\_\_\_

Time Ended\_\_\_\_\_

OUSD 2014 Study  
(FINAL)

Minutes\_\_\_\_\_

Hello, I'm \_\_\_\_\_ from GBA, an opinion research firm. We're conducting a survey about issues that concern the citizens of Oakland. May I speak with \_\_\_\_\_. (MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED - OTHERWISE TERMINATE.) We are not selling anything and all your answers will be kept confidential. Am I calling you on your cell phone? (IF YES, ASK): Are you in a safe place to talk? (If No, ask to make an appointment to call back).

1. First, I am going to read the names of some local organizations. Please tell me if you feel each one is doing an excellent job, a good job, only fair, or a poor job. If you have never heard of the organization, please tell me that, too.

	<u>EXC.</u>	<u>GOOD</u>	<u>ONLY FAIR</u>	<u>POOR</u>	<u>NOT HEARD/ NO OP.</u>
a. Oakland Police Department -----	7%	30%	40%	22%	2%
b. Oakland Fire Department-----	24%	57%	8%	1%	10%
c. Oakland Unified School District, in general -----	3%	24%	37%	19%	17%
d. Classroom teachers in the Oakland Unified School District -----	8%	33%	23%	7%	29%
e. Oakland Education Association, the union representing Oakland's teachers -----	4%	18%	21%	10%	47%
f. Charter schools in the Oakland Unified School District -----	7%	23%	20%	6%	45%

2. Over the past 2 or 3 years, would you say that things in the Oakland Unified School District have gotten much better, somewhat better, somewhat worse, much worse, or have things not changed much in the past 2 or 3 years?
- |                       |     |
|-----------------------|-----|
| Much better -----     | 4%  |
| Somewhat better ----- | 28% |
| Somewhat worse-----   | 12% |
| Much worse -----      | 8%  |
| No change -----       | 26% |
| DK/NA -----           | 21% |

3. Generally speaking, would you say that Oakland public schools have a great need for more money, some need, a little need, or no real need for more money?
- |                                 |     |
|---------------------------------|-----|
| Great need -----                | 62% |
| Some need -----                 | 23% |
| Little need-----                | 3%  |
| No need -----                   | 5%  |
| <b>(DON'T READ)</b> DK/NA ----- | 8%  |

4. Next November, there may be two tax measures on the ballot for Oakland voters. One would be for the City of Oakland and the other for the Oakland Unified School District. Now I am going to read brief summaries of each one. After I have read each one I will ask you how you would vote on them, if the election were held today.

First, I will read a description of the tax measure for the City of Oakland:

"Without increasing current tax rates, to reduce gun violence, robberies and homicides and improve 911 response times, shall the City of Oakland provide improved police and emergency response services and proven community programs, including dropout prevention, crisis intervention, job training and placement, and support for at-risk youth, by continuing to collect a surcharge on parking lots and a parcel tax subject to annual performance and financial audits monitored by a citizens' oversight committee?"

Next, I will read a description of the measure for the Oakland Unified School District:

"To reduce the drop-out rate and prepare Oakland high school students to get good jobs by providing real-world work and learning opportunities; give all high school students access to the classes needed for admission to the University of California; recruit and retain experienced, qualified teachers; expand mentoring, tutoring, counseling and support services; shall the Oakland Unified School District levy a \$150 parcel tax for ten years, with exemptions for seniors and low income residents, no money for Sacramento, and all money benefitting local students?"

- 4a. If the election were held today on the parking and parcel tax renewal measure for the City of Oakland, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?" **(RECORD UNDER Q.4a, BELOW)**
- 4b. And if the election were held today on the \$150 parcel tax measure for the Oakland Unified School District, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?" **(RECORD UNDER Q.4b, BELOW)**
- 4c. (ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.4b): If you knew that the parcel tax for the Oakland Unified School District were \$120 per year instead of \$150, would you vote "yes" or "no" on this measure? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.4c, BELOW)**
- 4d. (ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.4c): How about if the parcel tax for the Oakland Unified School District were \$95 per year, would you vote "yes" or "no" on this measure? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.4d, BELOW)**

	<u>Q.4A</u>	<u>Q.4B</u>	<u>Q.4C</u>	<u>Q.4D</u>
Definitely yes -----	48%	45%	47%	48%
Probably yes -----	25%	24%	26%	28%
Probably no -----	9%	9%	7%	7%
Definitely no -----	11%	15%	13%	12%
<b>(DON'T READ)</b> DK/NA -----	8%	7%	7%	5%

**For the next few questions, I'd like you to think only about the possible parcel tax measure for Oakland schools.**

5. The money raised by this measure will be used for a program in Oakland public high schools known as Linked Learning which connects student interests and classroom learning to the world of work and career. When students begin high school they choose one of many areas of college and career study, such as information technology, business and finance, health care, law, engineering, the arts, hospitality, culinary and tourism, and others, where they get technical training that connects traditional school subjects to a career and where local businesses allow the students to get real world experience such as an internship, job shadowing, or they get experience with a student-run business. The program also makes sure that all students have access to all the courses they need to qualify for the University of California and California State university systems. Enhanced mentoring, tutoring, counseling and family support services help students stay in school and graduate, prepared to succeed in college, career and life, whether or not they choose to go to college. This has already been very successful in several local high schools, but is only available to a limited number of students. The parcel tax would allow most, if not all, Oakland high school students to be able to take advantage of this program.

Now that you know more about how the money from the parcel tax will be used by the Oakland Unified School District, if the election were held today on the \$150 parcel tax measure for the Oakland Unified School District, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?"

Definitely yes ----- 54%  
 Probably yes ----- 20%  
 Probably no ----- 10%  
 Definitely no ----- 12%  
 (DO NOT READ)Undecided/DK/NA----- 5%

6. Next, please tell me which one of the following two statements comes closer to your opinion about this issue: (ALTERNATE ORDER)

A. Some of the money should go to charter schools because all students should have the same chance to succeed, whether they go to a traditional public school or a charter school

OR

B. All the money should be used in traditional public high schools, not charter schools, because charter schools are not subject to the same rules and regulations as traditional schools and have more freedom to implement different kinds of programs

[IF EITHER A OR B IS CHOSEN, ASK]: Do you strongly or somewhat agree with that statement?

Strongly agree with A ----- 33%  
 Somewhat agree with A ----- 12%  
 Somewhat agree with B ----- 15%  
 Strongly agree with B ----- 32%  
 (DO NOT READ)DK/NA ----- 8%

7. Now I am going to read you a list of some of the attributes of the Linked Learning program that will be funded if the parcel tax for Oakland schools is approved by the voters. Please tell me if you feel each one is an extremely important attribute of the program, very important, somewhat important or not too important a part of this program. **(ROTATE)**

	<u>EXT. IMP.</u>	<u>VERY IMP.</u>	<u>S.W. IMP.</u>	<u>NOT TOO IMP.</u>	<u>DON'T KNOW</u>
a. Every student can take all of the academic courses in English, math, science, and other core programs that will allow them to qualify for admission to the University of California and State University systems -----	48%	38%	9%	4%	1%
b. The program expands career education classes by basing learning on projects and not just on classroom lectures -----	40%	39%	15%	4%	1%
c. Longer school days and longer school years will be implemented to help keep students from getting into trouble and will make the community safer -----	32%	30%	20%	16%	2%
d. The program prepares youth for high-skill, high-wage jobs in cutting edge industries, like biotechnology, green building and design, and others -----	41%	38%	15%	4%	1%
e. This program rejects the practice of tracking students that has been particularly harmful to low income, African American and Latino children-----	32%	30%	14%	10%	14%
f. The program offers students the practical experience that shows them how courses like algebra, geometry and others can lead to college, career opportunities, and well-paying jobs-----	45%	41%	9%	4%	1%
g. Depending on a student's interests, he or she will be prepared after graduation to go to a two or four year college or university or enter an apprenticeship or formal job training program-----	49%	37%	10%	3%	1%
h. The program expands mentoring, tutoring, counseling services and other intensive support to students who are in danger of not graduating high school -----	52%	34%	9%	3%	1%
i. The school district has already set up partnerships with major local companies, like Kaiser and Netflix, to give students the experience that is so important to this program-----	42%	37%	13%	6%	2%

**ALTERNATE ORDER OF Q.8 & 9**

8. Next, I'm going to read a few statements that may be made by some people who oppose the parcel tax measure for local schools. Please tell me if each statement makes you much more likely to vote against this measure, somewhat more likely to vote against it, or whether the statement makes no difference to you one way or the other. (ROTATE)

	<b><u>MUCH MORE LIKELY</u></b>	<b><u>SMWT MORE LIKELY</u></b>	<b><u>MAKES NO DIFF</u></b>	<b><u>DK/NA</u></b>
a. Local property taxes are already too high without this new tax -----	24%	22%	52%	2%
b. In the past few years, Oakland voters have passed several bonds that we are still paying off and we are also already paying a \$195 per year parcel tax for Oakland schools; enough is enough -----	25%	23%	50%	2%
c. If this measure is not endorsed by the Oakland Education Association, the union for Oakland teachers, there must be something wrong with it -----	17%	20%	59%	4%
d. All of our children need better schools, but this measure is just for the high schools, with no money for elementary or middle schools -----	21%	23%	54%	3%
e. The school district cannot manage its money; it is still operating under State trusteeship and recent audits have led to the district being fined by the State Controller's office -----	26%	28%	43%	3%
f. There must be something wrong with this measure if fire, police and other municipal employee unions do not support it -----	16%	23%	57%	4%
g. Government bureaucrats continue to waste our money on salaries and pensions -----	25%	19%	52%	4%

9. Now I would like to read you some statements that may be made by people who favor the parcel tax measure for local schools. Please tell me whether each statement would make you much more likely to favor the measure, somewhat more likely to favor it, or whether the statement makes no difference to you one way or the other. **(ROTATE)**

	<b>MUCH MORE LIKELY TO FAVOR</b>	<b>SMWT MORE LIKELY TO FAVOR</b>	<b>MAKES NO DIFF</b>	<b>DK/NA</b>
a. All the money raised by this measure will stay here in our local community-----	62%	20%	17%	1%
b. Senior citizens on fixed incomes and low income residents will be exempt from having to pay the tax -----	53%	21%	25%	2%
c. The money will establish a proven program that provides real-world work and learning opportunities for high school students so they are better prepared for college and to get good jobs when they graduate -----	54%	26%	20%	1%
d. An independent oversight committee representing many points of view will make sure that the money is spent properly -----	47%	27%	25%	1%
e. Students can't learn if they don't feel safe. This measure will help provide more social workers, safety officers and counselors dedicated to improving safety; this includes mediating conflicts and preventing fights, bullying, gang violence and other crime in our schools-----	53%	28%	17%	2%
f. Some of the money will be used to recruit and retain quality teachers for our schools -----	53%	25%	20%	1%
g. A seven year study of this program in other communities showed that the rate for college entrance for minority students more than doubled -----	60%	21%	17%	2%
h. With open enrollment, students can choose the high school that has the program that matches their interests-----	49%	27%	23%	1%
i. This program reduces the dropout rate. Among Oakland students not in the program, the graduation rate is 53 percent; among those who have been in the program, the graduation rate is 84 percent-----	65%	21%	13%	1%

10a. Now that you know more about the measure that may appear on the ballot for a \$150 parcel tax for the Oakland Unified School District, if the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or just probably (yes/no)?" **(RECORD UNDER Q.10a, BELOW)**

10b. (ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.10a): How about if the tax were \$120 each year? Would you vote "yes" or "no" on this measure? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?" **(RECORD UNDER Q.10b, BELOW)**

10c. (ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.10b): How about if the tax were \$95 each year? Would you vote "yes" or "no" on this measure? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?" **(RECORD UNDER Q.10c, BELOW)**

	<u>Q.10A</u>	<u>Q.10B</u>	<u>Q.10c</u>
Definitely yes -----	46%	48%	48%
Probably yes -----	27%	29%	31%
Probably no -----	9%	9%	6%
Definitely no -----	13%	13%	11%
<b>(DON'T READ) DK/NA-----</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>

11. And now, please tell me which one of the following two statements you are more in agreement with: (ALTERNATE ORDER)

A. The measure for the Oakland Unified School District and the measure for the City of Oakland complement each other because they will both help reduce the dropout rate for high school students and increase safety and security throughout the community. We should consider both measures together, as a package.  
OR

B. These are two separate measures that need to be judged individually, on their own merits, and we should support or oppose each one by itself

[IF EITHER A OR B IS CHOSEN, ASK]: Do you strongly or somewhat agree with that statement?

Strongly agree with A -----	26%
Somewhat agree with A -----	8%
Somewhat agree with B -----	18%
Strongly agree with B -----	41%
<b>(DO NOT READ)DK/NA -----</b>	<b>7%</b>

Now for some background questions.

12. Do you own or rent your home?  
Own home ----- 57%  
Rent ----- 40%  
**(DON'T READ) Refused ----- 3%**

13a. Are there any children under the age of 18 living in your household?  
Yes-----**(ASK Q.13b) ----- 30%**  
No-----**(SKIP TO Q.14) ----- 69%**  
DK/NA-----**(SKIP TO Q.14) ----- 1%**

13b. Do they attend a public charter school, other public schools in the Oakland Unified School District, private, or parochial schools in this area? (MULTIPLE MENTIONS ACCEPTABLE)  
Charter school ----- 4%  
Other Oakland Unified School District ----- 16%  
Private ----- 4%  
Parochial ----- 3%  
Do not go to school yet ----- 5%  
Do not attend in area ----- 1%  
**(DON'T READ)Refused ----- 1%**  
No children in household ----- 69%

14. For about how long now have you lived in Oakland?

Five years or less ----- 9%  
 Six to ten years ----- 11%  
 Eleven to fifteen years ----- 16%  
 Sixteen to twenty ----- 11%  
 More than 20 years ----- 49%  
 Refused ----- 4%

15. With which ethnic group do you identify yourself -- are you White, African-American, Hispanic/Latino, Asian, or of some other ethnic or racial background?

White ----- 46%  
 African-American ----- 32%  
 Hispanic/Latino ----- 8%  
 Asian ----- 7%  
 Other (Specify) \_\_\_\_\_ 2%  
 Refused ----- 6%

Gender: By observation

Male ----- 44%  
 Female ----- 56%

Name \_\_\_\_\_

Phone # \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_

City \_\_\_\_\_

Zip Code (punch) \_\_\_\_\_

Interviewer \_\_\_\_\_

Page # \_\_\_\_\_

Verified by \_\_\_\_\_

PRECINCT # (punch) \_\_\_\_\_

Party Affiliation:

Democrat ----- 73%  
 Republican ----- 5%  
 Independent/No Party ----- 19%  
 Others ----- 3%

Age:

18-24 ----- 1%  
 25-29 ----- 6%  
 30-34 ----- 8%  
 35-39 ----- 9%  
 40-44 ----- 11%  
 45-49 ----- 10%  
 50-54 ----- 11%  
 55-59 ----- 10%  
 60-64 ----- 9%  
 65+ ----- 25%

Voting History:

11/12 ----- 100%  
 6/12 ----- 52%  
 11/10 ----- 88%  
 6/10 ----- 49%  
 5/09 ----- 39%  
 11/08 ----- 92%  
 6/08 ----- 44%  
 2/08 ----- 71%



Permanent Absentee:

Yes -----57%  
No -----43%

Ever Voted Absentee:

Yes -----68%  
No -----32%

Phone:

Cell -----53%  
Landline -----47%

School District:

District #1-----21%  
District #2-----15%  
District #3-----13%  
District #4-----18%  
District #5-----9%  
District #6-----14%  
District #7-----10%