Summary Presentation of Results From a Survey of Likely Voters in the Oakland Unified School District

601 Interviews
July 2016

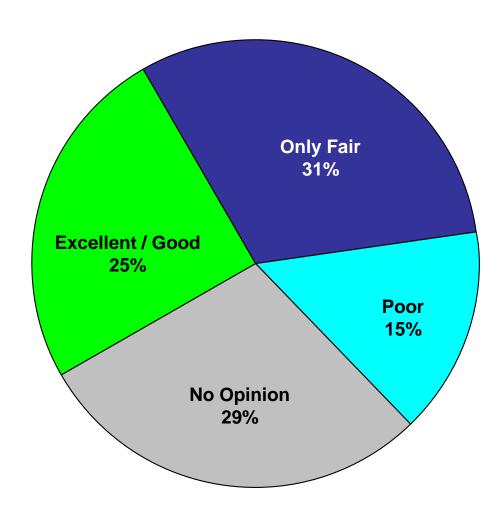




Gene Bregman & Associates

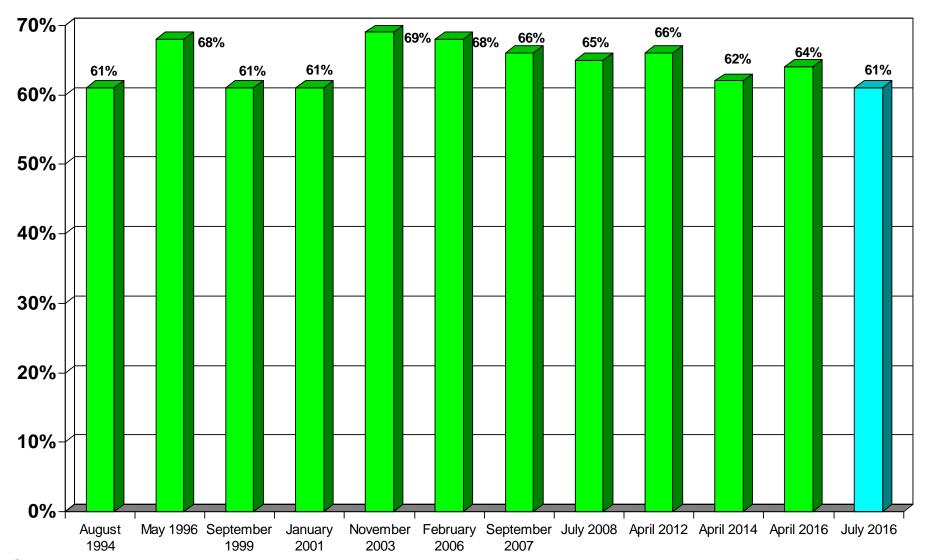
Public Opinion & Marketing Research

Job Rating: OUSD



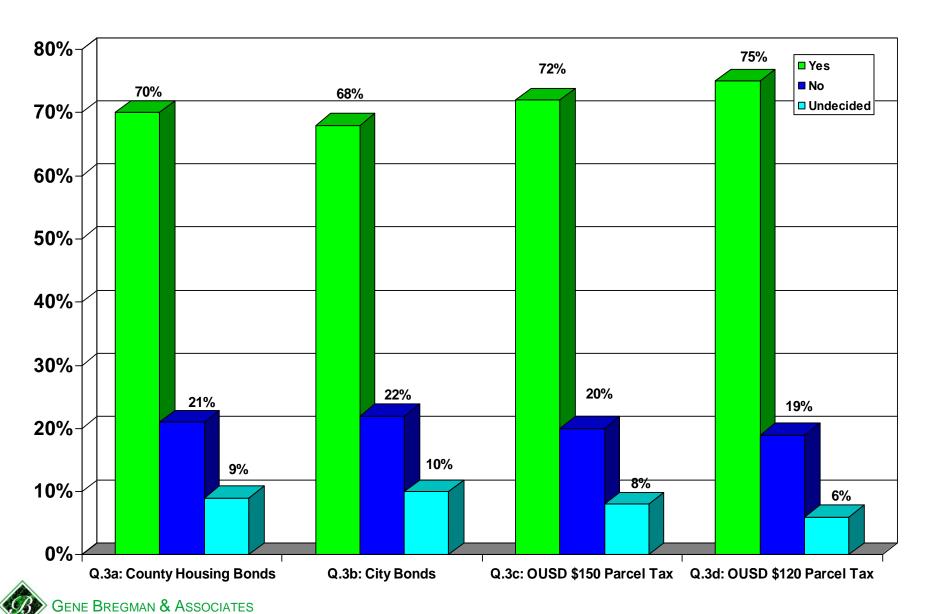


Comparison of Great Need for More Money in OUSD

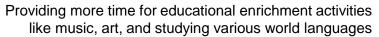




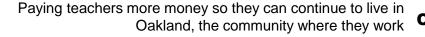
Initial Votes on Local November Ballot Measures

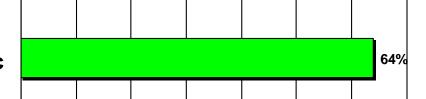


Very Important Uses For Parcel Tax Money









66%

58%

56%

54%

Enhancing teacher professional development programs to keep teachers up-to-date on the latest advancements in their fields



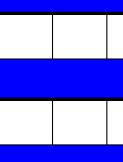
Working with local community colleges and the University of California to develop and train students who will become **D** Oakland teachers after they graduate



Increasing the availability of more experienced teachers to become mentors to newer teachers

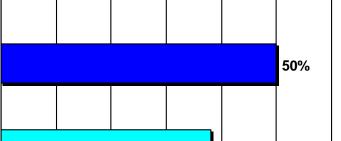


Paying other school educational staff, such as classroom assistants, and clerical and maintenance workers more money so they can better



Adding an extra period to the school day to provide additional educational support and help keep students focused and engaged in learning

afford to live in Oakland, the community where they work



38%



Reasons Much More Likely to Oppose Parcel Tax Measure

Because some of the money will go to charter schools that are independent of the school district and do not have the same accountability and oversight as the rest of Oakland's public schools, there's no guarantee this money will be spent as promised

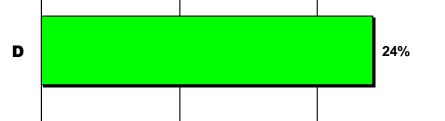
28%

26%

Local property taxes are already too high without this new tax **A**

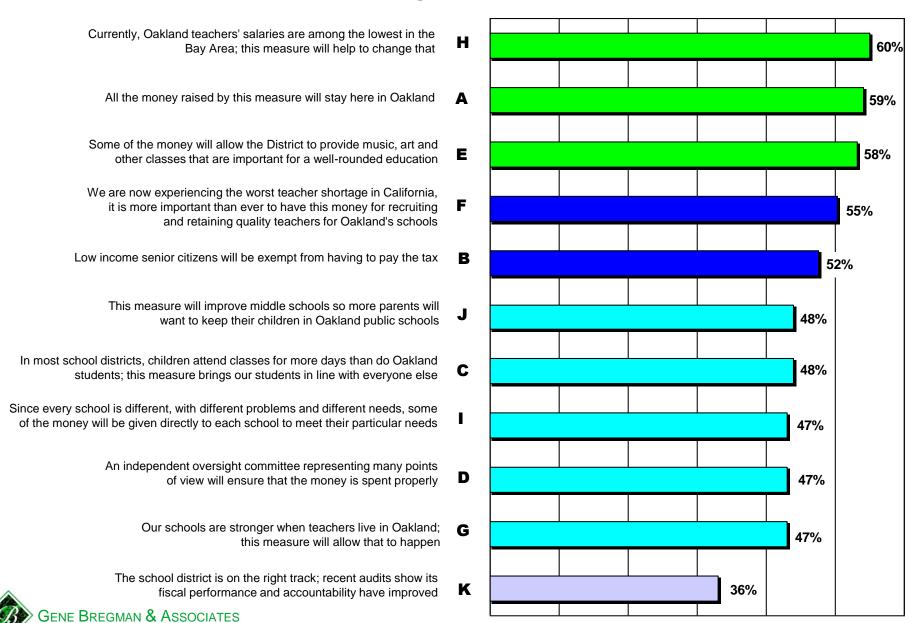
In the past few years, Oakland voters have passed several bonds that we are still paying off and we are also already paying over \$300 per year in parcel taxes for Oakland schools; enough is enough B 26%

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

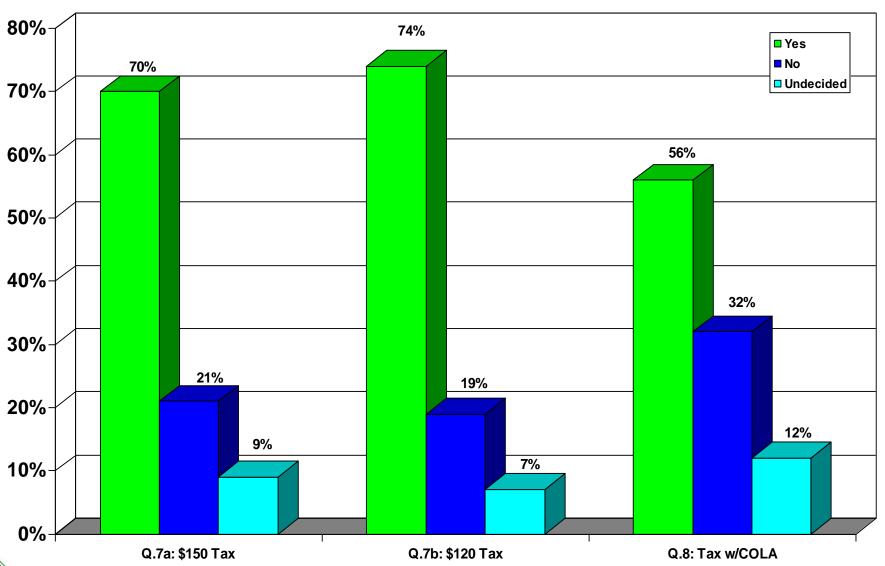




Reasons Much More Likely to Favor Parcel Tax Measure



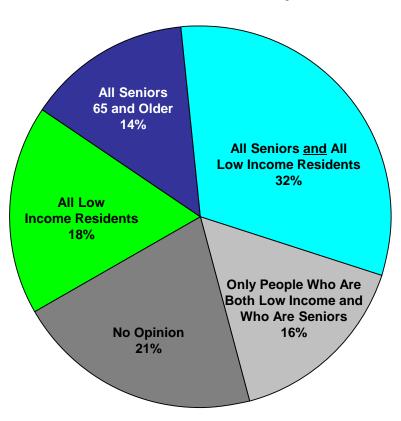
Final Votes on Parcel Tax Measure for OUSD





Opinions of Possible Tax Exemptions





Opinion of Exemption for Disabled Residents

