MILLARD PUBLIC SCHOOLS

BOARD MEETING NOTICE

The Board of Education will meet on Monday, January 20, at 7:00 p.m. at the Don Stroh Administration Center, 5606 South 147th Street.

Public Comments on agenda items - This is the proper time for public questions and comments on agenda items only. Please make sure a request form is given to the Board Vice-President before the meeting begins.

AGENDA

1. Override Survey
2. Board Orientation

Committee Minutes
Board of Education
January 20, 2003

The members of the Board of Education met for a Committee Meeting on Monday, January 20, 2003 at 7 p.m. at the Don Stroh Administration Center, 5606 South 147th Street. The agenda was an orientation session for Mike Kennedy, and a review of the override survey.

PRESENT: Jean Stothert, Mike Pate, Brad Burwell, Linda Poole Julie Johnson, and Mike Kennedy

ABSENT: Julie Johnson

The first part of the meeting was an orientation session for Mike Kennedy. Each board member addressed one of the following topics: board meetings/committee meetings, policies, professional development, budget, and committee of the whole meetings.

The second part of the agenda was a review of the survey that was done to see how community members felt about an override or a bond issue. The results show support for a 15-cent override, with very strong support among parents. An analysis of "likely voters" mirrored the total sample results. The greatest level of support was found in the southwest and west-central parts of the district. When more information was given patrons became more supportive, which is a positive factor.

It will be necessary to know what the state legislature does this session, before determining what to include in an override or a bond issue at a future time.

Board members reiterated how important it is to continue with monthly meetings with the District's area senators, so they know what impact various legislative bills has on the Millard Schools.

CHAIRMAN

AGENDA SUMMARY SHEET

AGENDA ITEM: Analysis of Potential Voter Support for a Millard Levy Override

Meeting Date: 1/20/03

Department: Planning, Evaluation and Information Services

Title and Brief Description: During fall of 2002-03 we began developing a survey to be used with the Millard community. The board and the superintendent wanted to know the level of support for a potential vote on overriding state-mandated lids.

Action Desired: Approval ___ Discussion _x_ Information Only ____

Background: Prior to the last two bond issues, we have surveyed the community and used those results to inform the development of an information campaign. We are employing a similar strategy regarding the possibility of a levy override.

Options/Alternatives Considered: N.A.

Recommendations: The results show support for a 15 cent override, with very strong support among parents. An analysis of "likely voters" mirrored the total sample results. The greatest level of support was found in the southwest and west-central parts of the district. The fact that patrons became more supportive as more information was given is seen as a positive factor.

Strategic Plan Reference: To meet the mission of the district.

Implications of Adoption/Rejection: N.A.

Timeline: Use for planning purposes for future budget years.

Responsible Persons: John Crawford

Superintendent's Signature: _____

Table of Contents

Pages

1 – 3 ..... Background/Purpose and Sample

3 – 12 ..... Results for Total Sample (Weighted)

13 – 23 ..... Results for Parents vs. Non-Parents

24 – 30 ..... Results for "likely voters"

31 – 37 ..... Analysis by Geographical Region

38 ..... Summary

Appendix

Analysis of Potential Voter Support for a Millard Levy Override

Background/Purpose

This survey was undertaken to gauge interest within the Millard community for support of a levy override election. Under current state law, if a school district wishes to exceed the legislated limits on taxing authority and expenditures, there must be a majority vote by the community to do so.

The context for this study is that Millard's property valuation increases in recent years are much less than historical averages, and state aid has been decreased at the same time. Through strategic planning, board goals, and superintendent goals, the charge to administration has been to develop a plan to address long-term fiscal concerns.

Phone survey methodology was chosen because it is possible to infer results to the defined population (i.e., random selection is used and differential return rates of a paper survey are not a problem). Millard contracted with an external firm to assist with survey development and to conduct the actual phone calls. Sampling, data analysis and report-writing were completed by Millard staff.

Sampling; Strategy and Characteristics of the Sample

Within Millard boundaries, current census data indicate a population of 30,714 households. This includes homes with a current MPS student and those without a student.

The breakdown of addresses with and without current students is:

With active student:	11,119 (36%)
No student:	19,595 (64%)
	30,714 Total

The above data indicate a shift from the last time we ran a survey in preparation for a bond referendum. At that time, in spring of 1997, the number of homes was around 23,000 and the breakdown was 45% parents and 55% non-parents. So, in the last six years, the number of households has increased by about 7,000, but the percent with students in Millard Public Schools has declined by 9% from 45% parents to 36% parents.

From the 30,714 households, random samples of 4,000 with students in MPS and (another sample) of 4,000 without students were pulled. The only requirement to be in the sample was a valid phone number. These 8,000 records were turned over to the external phone survey company, with their task being to sample from these two groups until a quota of 400 parent responses and 400 non-parent responses was obtained.

Within the 800 responses, we wanted to maximize the number of responses within the two groups (parents and non-parents), so therefore sub-quotas were set at 400 per group. However, as noted earlier, the population breakdown shows more non-parents than parents. So, for the total sample (N = 800) analysis, we chose a weighting strategy in which the non-parent responses were given more weight, reflecting the fact that non-parents make up 64% of the population total, The net effect is that the N for the total group analyses remains at 800 (to minimize error), while the 800 responses are weighted to simulate a 64/36 split – i.e., as if the sample were composed of 512 non-parents and 288 parents. Additional analyses also examine parent attitudes (N = 400) separated from non-parent attitudes (N = 400), in non-weighted analyses.

Analyses are also reported that make use of the construct of "likely voter". Results were analyzed separately for the group designated as "likely voters." This was defined as a respondent who answered "yes" to the question "Do you plan to vote on the Millard override?" on the survey AND also were recorded in county files as having voted

in the fall (November) of 2002 general election. This conditional requirement yielded 247 respondents out of the total of 800 (124 parents and 123 non-parents in the 247 sub-sample). The last analysis examines the effect of the (geographical) region of the district on results.

The 95% confidence interval when N = 800 has a margin of error of plus or minus 3.5%; with N = 400, the margin of error is plus or minus 4.9%; and with N of 200, the margin is plus or minus 6.9%.

Results

Overall Analyses, N = 800

These results are for the full sample (N = 800), weighted to reflect the parent/non-parent breakdown in the population.

The following survey questions will be analyzed (refer to the actual survey in the appendix):

Q3. Initial question; no tax dollar impact given – Do you think you would vote for or against this tax levy override?

Q3A. Why do you favor or are leaning towards the override?

Q3B. Why do you oppose or are leaning against the override?

Q4. What would your decision depend on?

Q5A. 1 to 10 rating of components: Build a new elementary school in the southwest part of the district.

Q5B. 1 to 10 rating of components: Build additions to current schools in the Rohwer, Wheeler, and Black Elk areas because of growth.

Q5C. 1 to 10 rating of components: To upgrade technology for students in the district.

Q5D. 1 to 10 rating of components: To support a "building fund" for high cost items such as roofs and parking lots.

Q5E. 1 to 10 rating of components: To support the "general fund" for maintaining existing programs, maintaining existing class sizes, and attracting and maintaining quality staff.

Q6. Of the items you rated highest in importance, which would you say is the most important?

Q7. Followup question; 34 cent override and tax impact given - - given what you now know, would you vote for or against a proposed tax levy override?

Q8. Followup question; 15 cent override and tax impact given - - If only the most critical needs were addressed, would you vote for or against a proposed tax levy override?

Q9A. You are now MORE in favor of the override than earlier in the survey. What, if anything, has caused you to feel differently?

Q9B. You are now LESS in favor of the proposed tax levy override than earlier in the survey. What, if anything, has caused you to feel differently?

The tables following the next page show the (weighted) total sample results for these questions.

On the first time the question was asked about support for a levy override, specifics were not given, and the amount of tax impact was not described. Collapsing the top two categories, 44.3% of respondents answered that they strongly or moderately favor such an override. A total of 45.3% said that they moderately or strongly oppose the override. The remaining number (about 10%) were either "leaning" one way or the other or were undecided.

Of those favoring the election, when asked "why", the most common responses were "the quality of education is important/for the betterment of students", followed by "I favor it but need to know more" and "I am aware of the needs – I either volunteer in Millard or am employed there". The top reasons for those who oppose the override were that "taxes are too high" followed by "need to spend wisely/not waste money" and "funding is adequate/need to live within budget".

For undecided respondents, when asked "what would your decision depend on?", the main responses were: (1) Need more information, (2) The amount of the tax increase, and (3) What will the money be used for.

Following the initial question about support, additional information was given to respondents, mentioning the five areas that might possibly be supported by a levy overside. The questions asked for 1-to-10 ratings for each area. Results showed that, at the top of the list were (1) Support for the general fund and (2) Upgrade of technology. These two items were rated significantly higher than the other three, which did not differ significantly from each other : (3) Build additions to existing schools, (4) Build a new elementary school in the growth area, and (5) Support the "building fund" for high cost items like roofs and air conditioner replacement. And on the next item, nearly 74% named general fund support or upgrading technology as the items of most importance.

The next two items propose two scenarios, giving tax (cost) impact to the survey respondents. The first proposes a possible 34 cent override on the levy, and the second asks, if Millard scaled back and only addressed the most critical needs with a 15 cent override, would it be supported? On the 34 cent override question, 41.2% of the weighted sample responded that they either strongly favor or moderately favor such an override. However, 53.8% strongly or moderately oppose a 34 cent override. The numbers turn around on the 15 cent override, to 53.3% support (moderately or strongly) vs. 43.1% oppose. Since those latter numbers differ by more than two times the 3.5% confidence interval, we can say with 95% confidence that there is likely support for the override, at the 15 cent level of funding.

Of the 224 respondents who became more favorable after being given more information, the predominant reason was that the tax increase "was less than expected". Of the 58 people who became less favorable after being given additional information, the main reason for changing their opinion was that the tax increase was "more than expected".

Frequencies - Weighted Sample, N=800 (simulate 36% parents & 64% non-parents)

Frequency Table

Do you think you would vote FOR or AGAINST this tax levy override as proposed here?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	161	20.2	20.2	20.2
	Moderately favor a proposed override	193	24.1	24.1	44.2
	Moderately oppose	119	14.9	14.9	59.1
	Strongly oppose a proposed override	243	30.4	30.4	89.5
	Leaning towards	13	1.6	1.6	91.1
	Leaning against a proposed override	17	2.1	2.1	93.2
	Completely undecided	55	6.8	6.8	100.0
	Total	800	100.0	100.0	

Why do you favor or are leaning towards the override?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maintain quality of education	28	3.5	7.5	7.5
	Favor but need to know more	53	6.6	14.5	22.0
	Education is important/quality of education (betterment kids	89	11.2	24.4	46.4
	Need more schoolslschools crowded	8	1.0	2.2	48.6
	Favor as long as spend wisely (watch costs)	10	1.2	2.7	51.3
	Favor but depends on amount	26	3.3	7.2	58.5
	Improve schools (betterment) (physical plants)	11	1.4	3.0	61.5
	Maintain/attract quality staff (raise teachers salary)	15	1.9	4.1	65.6
	Favor but need to know what money will go for	12	1.5	3.3	68.9
	My child in school there/ affects my child	19	2.4	5.2	74.1
	Aware of needs (employed there), volunteer there	44	5.6	12.1	86.2
	To keep up/improve technology	5	.6	1.2	87.4
	Feel they will spend money wisely/trust to spend well	3	.3	.7	88.2
	Need new books	1	.1	.2	88.4
	Schools need money/additional money	12	1.5	3.2	91.5
	Need more equipment/supplies/ materials unspec	1	.1	.2	91.7
	Other	22	2.7	5.9	97.6
	Don't know	9	1.1	2.4	100.0
	Total	367	45.8	100.0	
Missing	System	433	54.2		
Total		800	100.0		

Why do you oppose or are leaning against the override?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taxes too high/no more increases	124	15.5	32.6	32.6
	Need to know more	14	1.8	3.7	36.3
	Need to spend wisely/not waste money (manage money)	56	7.1	14.9	51.3
	Funding adequate/need to live within budget (dont need more)	54	6.8	14.3	65.6
	Too much upper management/pay upper management too much	16	2.1	4.3	69.9
	Don't have children in school therelattend private school	29	3.6	7.6	77.5
	Need to know where money will be spent	5	.6	1.2	78.8
	Need to get back to basics of education	4	.5	1.0	79.8
	Need to find alternative sources for money	1	.2	.4	80.2
	Need to cut athletics	5	.6	1.2	81.4
	Prefer bond issue	4	.5	1.1	82.5
	Too soon after last increase (buy bond issue)	4	.5	1.1	83.5
	Need to cut back on programs unspec	1	.2	.3	83.9
	Find alternative sources-spec (extra land, gambling, govt)	7	.8	1.7	85.6
	No need - schoolsldistrict fine now	13	1.6	3.3	88.9
	Need to cut programs specified (home ec, welding)	1	.2	.3	89.2
	Other	35	4.4	9.3	98.5
	Don't know	6	.7	1.5	100.0
	Total	379	47.3	100.0	
Missing	System	421	52.7		
Total		800	100.0		

What would your decision depend on?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amount of tax increase	14	1.8	26.5	26.5
	Don't have enough info/need more info	15	1.9	27.7	54.2
	What will money be used for	11	1.4	19.9	74.1
	What programs will be affected	3	.4	5.3	79.4
	Other	9	1.1	15.7	95.0
	Don't know	3	.3	5.0	100.0
	Total	55	6.8	100.0	
Missing	System	745	93.2		
Total		800	100.0		

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TO BUILD A NEW ELEMENTARY SCHOOL?	749	1	10	5.63	2.814
TO BUILD ADDITIONS TO CURRENT SCHOOLS?	718	1	10	5.82	2.628
TO UPGRADE TECHNOLOGY?	791	1	10	6.90	2.759
TO SUPPORT A "BUILDING FUND"	779	1	10	5.41	2.654
TO SUPPORT THE "GENERAL FUND"	792	1	10	7.28	2.539
Valid N (listwise)	680				

Frequency Table

Of the items you rated highest in importance, which one would you say would be most important?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Build Elementary School	77	9.6	9.6	9.6
	Build Additions	50	6.2	6.2	15.8
	Upgrade Technology	245	30.7	30.6	46.5
	Support Building Fund	61	7.7	7.7	54.2
	Support General Fund	345	43.2	43.2	97.3
	Don't know	21	2.7	2.7	100.0
	Total	800	100.0	100.0	

9

Would you vote FOR or AGAINST (.34) a proposed tax levy override for Millard Public Schools if it were on the ballot?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	161	20.1	20.1	20.1
	Moderately favor a proposed override	169	21.1	21.1	41.2
	Moderately oppose	129	16.2	16.2	57.4
	Strongly oppose a proposed override	301	37.6	37.6	95.0
	Leaning towards	6	.8	.8	95.7
	Leaning against a proposed override	11	1.3	1.3	97.1
	Completely undecided	24	3.0	2.9	100.0
	Total	800	100.0	100.0	

Would you vote FOR or AGAINST (.15) a proposed tax levy override for Millard Public Schools if it were on the ballot?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	283	35.4	35.4	35.4
	Moderately favor a proposed override	143	17.9	17.9	53.3
	Moderately oppose	119	14.9	14.9	68.2
	Strongly oppose a proposed override	226	28.2	28.2	96.4
	Leaning towards	6	.7	.7	97.1
	Leaning against a proposed override	5	.6	.6	97.7
	Completely undecided	18	2.3	2.3	100.0
	Total	800	100.0	100.0	

You are now MORE in favor of the proposed tax levy override than earlier in the survey. What, if anything, has caused you to feel differently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increase is less than expected	92	11.5	41.0	41.0
	Money used for only things needed	12	1.5	5.4	46.4
	Because I know what's being done with it	19	2.4	8.5	54.9
	Amount is reasonable	17	2.1	7.4	62.3
	Money used for technology (computers, etc)	5	.6	2.1	64.4
	Because I have more information	15	1.8	6.5	70.9
	Education is important	10	1.3	4.5	75.4
	If money used for buildings (more)	4	.5	1.8	77.2
	Used for maintenance (bldg)	2	.3	.9	78.1
	Favorable but need to know where money going	10	1.2	4.4	82.5
	To maintain quality staff	3	.3	1.2	83.7
	Other favorable factors	15	1.9	6.7	90.4
	Need to find out more	3	.3	1.1	91.5
	Minimum might be all right for maintenance items	1	.1	.3	91.8
	If circumstances right because I have children in district	1	.1	.3	92.1
	If its for technology in classroom, I might be for it	1	.1	.3	92.5
	Other responses	7	.9	3.1	95.5
	Don't know	10	1.3	4.5	100.0
	Total	224	28.0	100.0	
Missing	System	576	72.0		
Total		800	100.0		

You are now LESS in favor of the proposed tax levy override than earlier in the survey. What, if anything, has caused you to feel differently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increase more than expected	24	3.0	40.4	40.4
	Taxes already too high	9	1.1	14.9	55.3
	Because I have more information	2	.3	3.4	58.8
	Need to live within budget (manage money well)	4	.5	6.6	65.3
	Other	14	1.8	24.4	89.7
	Don't know	6	.8	10.3	100.0
	Total	58	7.3	100.0	
Missing	System	742	92.7		
Total		800	100.0		

Results by Parent vs. Non-Parent Groups

The next set of tables on the following pages present the results for the two major subsamples, 400 parents and 400 non-parents. Since these are within-group results, no weighting is needed. On some questions, the pattern of results is similar between the two groups, and on some questions, differences emerge.

On the initial question asking about support, parents favor the ovenide by 16%, whereas non-parents oppose the override by 11.5%. Since the error of measurement for N of 400 is 4.9%, these within-group results are significant. That is, we could say with 95% certainty that parents support the issue, while non-parents oppose the override. Reasons given by the two groups for why they favor or oppose the election are similar (reasons why are listed in the tables from the most frequent to less frequent, for the top 3 reasons). When the undecided respondents were asked what their decision would depend on, the top reason for parents was "the amount of the tax increase" while the top response given by non-parents was "don't have enough information".

The specific five proposed items were rated very similarly by the two groups – support for the general fund (maintain class sizes, maintain programs, and recruit and keep quality staff) and for technology. Lower rated items were the same in both subgroups – additions, new school, and the building fund. And (as in the total group results), when asked to pick one item as being most important, both groups named general fund support and upgrading technology.

The next two survey questions ask about support for the two different levels of possible levy overrides – 34 cents and 15 cents. At the 34 cent level, the parents favored the override by slightly less than 8%; non-parents were against this level of override by 24%. When asked about the 15 cent levy override proposal, parents favored this level of support by nearly a two to one margin (64% vs. 33%). Non-parents showed essentially no difference – 47.3% strongly or moderately favor vs. 48.8% strongly or moderately oppose. For those respondents who became more favorable as more information was released, the number one reason was that the "increase is less than expected" (both for parents and non-parents). Similarly, those (parents and non-parents) who became less in favor of the override as the information was presented indicated that the number one reason was that the "increase was more than expected".

Q3 In order to maintain schools, continue to offer programs that are now being offered and to be competitive in attracting and maintaining quality staff, Millard Public Schools may ask voters, such as yourself, in the future for a 5-year override on the property tax levy and on the spending authority of the District. Based on general information provided and assuming an override amount that you would consider to be reasonable; if you were voting today, do you think you would vote FOR or AGAINST this tax levy override as proposed here?

	Parents	Non-Parents
Strongly/Moderately Favor	52.3%	39.8%
Strongly/Moderately Oppose	36.3%	50.3%

Q3A Why do you favor or are leaning towards the override?

Parents	1. Education is important/quality of education (betterment kids)
	2. Favor but need to know more
	3. Favor but depends on amount of cost
Non-parents	1. Education is important/quality of education (betterment kids)
	2. Aware of needs (employed there), volunteer there
	3. Favor but need to know more

Q3B Why do you oppose or are leaning against the override?

Parents	1. Taxes too high/no more increases
	2. Need to spend wiselyinot waste money (manage money)
	3. Funding adequateineed to live within budget (don't need more)
Non-parents	1. Taxes too high/no more increases
	2. Funding adequateineed to live within budget (don't need more)
	3. Need to spend wisely/not waste money (manage money)

Q4 What would your decision depend on?

Parents	1. Amount of tax increase
	2 What will money be used for
	3. Don't have enough info/need more info
Non-parents	1. Don't have enough info/need more info
	2. Other
tie	3. Amount of tax increase
	3. What will money be used for

Q5 If a proposed tax levy override for Millard Public Schools were to pass, these funds could be used in a number of different areas.

	Parents	Non-Parents
General Fund	7.69	7.04
Technology	7.45	6.58
Additions	5.82	5.81
New School	5.50	5.71
Building Fund	5.67	5.26

Q6 Of the items you rated highest in importance, which one would you say would be most important?

	Parents	Non-Parents
Build Elementary School	6.8%	11.3%
Build Additions	7.5%	5.5%
Upgrade Technology	36.3%	27.5%
Support Building Fund	4.0%	9.8%
Support General Fund	44.8%	42.3%

20

Q7 With this proposed tax levy override, the tax increase being discussed would be up to an additional .34 cents (an average of about $290 per year on a $100,000 home) on the current levy. Assuming that all facts presented are accurate and given what you now know, would you vote FOR or AGAINST a proposed tax levy override for Millard Public Schools if it were on the ballot?

	Parents	Non-Parents
Strongly/Moderately Favor	51.0%	35.8%
Strongly/Moderately Oppose	43.1%	59.8%

Q8 If the District scaled back its plan and only addressed the most critical needs so that the amount needed for this proposed tax levy override was an additional .15 cents (an average of about $150 per year on a $100,000 home) on the current levy rather than .34 cents, would you vote FOR or AGAINST a proposed tax levy ovemde for Millard Public Schools given this amount?

	Parents	Non-Parents
Strongly/Moderately Favor	64.0%	47.3%
Strongly/Moderately Oppose	33.0%	48.8%

Q9A you are now MORE in favor of the proposed tax levy override than earlier in the survey. What, if anything, has caused you to feel differently?

Parents	1. Increase is less than expected
	2. Because I know what's being done with it
	3. Money used for only things needed
Non-parents	1. Increase is less than expected
	2. Other favorable factors
	3. Amount is reasonable

Q9B You are now LESS in favor of the proposed tax levy override than earlier in the survey. What, if anything has caused you to feel differently?

Parents	1. Increase more than expected
	2. Taxes already too high
	3. Don't know
Non-parents	1. Increase more than expected
tie	1. Other
	2. Taxes already too high
	3. Need to live within budget (manage money well)

Analysis of "Likely Voters"

As indicated earlier, a group called "likely voters" was defined as those who answered "yes" to the survey question asking if you expect you would vote on the Millard levy override AND you also actually did vote in the recent general election (a data disk was obtained from the county election commission). Applying these two criteria yielded a subgroup of 247 respondents. The tables on the following pages show the results for this group (because of the selection rule in selecting the 247, results are unweighted).

On the initial question (before any information is given about actual tax increase), the percentages who either strongly or moderately favor the override vs. those who strongly or moderately oppose the issue were exactly the same – 46.2 % of the 247 respondents. When asked why they favor or oppose the override, the responses for this group mirrored the total sample results: those favoring the override said that "education is important/for the betterment of kids" and "I am aware of needs/am employed there or volunteer there"; those opposing the override said "taxes are too high". When the small number of undecided respondents were asked "what would your decision depend on?", responses were the "amount of tax increase" and "don't have enough information".

When asked to rate the five specific components, the results from this group were like other findings already presented. The support of general fund and upgrading of technology were most highly rated, with the other three items lagging behind (new school, additions, and support of the building fund). When asked to name the most important of the 5 items, over 75% said that supporting the general fund or upgrading technology was the most important.

When information about the amount of tax increase is given, and survey items ask for response to both a 34 cent override amount and a scaled-back 15 cent override, again, the results for this "likely voter" group were somewhat similar to the total sample analyses. The 34 cent override was strongly or moderately opposed by a majority (54.3%), and the 15 cent override was strongly or moderately favored by a similar number – 54.3% vs. 42.1% opposed. Those who became more in favor of the override as information was presented said that "the increase is less than expected" and "because I know what's being done with the money". There were 70 (of 247) who became more favorable. The small number (15) who were less in favor of the override after information was presented mostly said that the increase was "more than expected".

Frequencies - "Likely Voters", N=247

Frequency Table

Do you think you would vote FOR or AGAINST this tax levy override as proposed here?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	57	23.1	23.1	23.1
	Moderately favor a proposed override	57	23.1	23.1	46.2
	Moderately oppose	34	13.8	13.8	59.9
	Strongly oppose a proposed override	80	32.4	32.4	92.3
	Leaning towards	4	1.6	1.6	93.9
	Leaning against a proposed override	3	1.2	1.2	95.1
	Completely undecided	12	4.9	4.9	100.0
	Total	247	100.0	100.0	

Why do you favor or are leaning towards the override?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maintain quality of education	6	2.4	5.1	5.1
	Favor but need to know more	16	6.5	13.6	18.6
	Education is important/quality of education (betterment kids	23	9.3	19.5	38.1
	Need more schools/schools crowded	5	2.0	4.2	42.4
	Favor but depends on amount	9	3.6	7.6	50.0
	Improve schools (betterment) (physical plants)	6	2.4	5.1	55.1
	Maintain/attract quality staff (raise teachers salary)	7	2.8	5.9	61.0
	Favor but need to know what money will go for	3	1.2	2.5	63.6
	My child in school there/ affects my child	5	2.0	4.2	67.8
	Aware of needs (employed there), volunteer there	17	6.9	14.4	82.2
	To keep uplimprove technology	1	.4	.8	83.1
	Feel they will spend money wisely/trust to spend well	1	.4	.8	83.9
	Need new books	1	.4	.8	84.7
	Schools need money/additional money	5	2.0	4.2	89.0
	Need more equipment/supplies/ materials unspec	1	.4	.8	89.8
	Other	10	4.0	8.5	98.3
	Don't know	2	.8	1.7	100.0
	Total	118	47.8	100.0	
Missing	System	129	52.2		
Total		247	100.0		

Why do you oppose or are leaning against the override?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taxes too high/no more increases	37	15.0	31.6	31.6
	Need to know more	4	1.6	3.4	35.0
	Need to spend wisely/not waste money (manage money)	15	6.1	12.8	47.9
	Funding adequate/need to live within budget (dont need more)	15	6.1	12.8	60.7
	Too much upper management/pay upper management too much	4	1.6	3.4	64.1
	Don't have children in school there/attend private school	4	1.6	3.4	67.5
	Need to get back to basics of education	2	.8	1.7	69.2
	Need to find alternative sources for money	2	.8	1.7	70.9
	Need to cut athletics	3	1.2	2.6	73.5
	Prefer bond issue	3	1.2	2.6	76.1
	Find alternative sources-spec (extra land, gambling, govt)	2	.8	1.7	77.8
	No need - schools/district fine now	5	2.0	4.3	82.1
	Need to cut programs specified (home ec, welding)	1	.4	.9	82.9
	Other	17	6.9	14.5	97.4
	Don't know	3	1.2	2.6	100.0
	Total	117	47.4	100.0	
Missing	System	130	52.6		
Total		247	100.0		

What would your decision depend on?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amount of tax increase	3	1.2	25.0	25.0
	Don't have enough info/need more info	3	1.2	25.0	50.0
	What will money be used for	3	1.2	25.0	75.0
	What programs will be affected	1	.4	8.3	83.3
	Other	1	.4	8.3	91.7
	Don't know	1	.4	8.3	100.0
	Total	12	4.9	100.0	
Missing	System	235	95.1		
Total		247	100.0		

	N	Minimum	Maximum	Mean	Std. Deviation
TO BUILD A NEW ELEMENTARY SCHOOL?	234	1	10	5.55	2.928
TO BUILD ADDITIONS TO CURRENT SCHOOLS?	226	1	10	5.81	2.696
TO UPGRADE TECHNOLOGY?	245	1	10	6.91	2.844
TO SUPPORT A "BUILDING FUND"	242	1	10	5.23	2.807
TO SUPPORT THE "GENERAL FUND"	246	1	10	7.13	2.664
Valid N (listwise)	218				

Frequency Table

Of the items you rated highest in importance, which one would you say would be most important?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Build Elementary School	20	8.1	8.1	8.1
	Build Additions	12	4.9	4.9	13.0
	Upgrade Technology	77	31.2	31.2	44.1
	Support Building Fund	16	6.5	6.5	50.6
	Support General Fund	109	44.1	44.1	94.7
	Don't know	13	5.3	5.3	100.0
	Total	247	100.0	100.0	

Would you vote FOR or AGAINST (.34) a proposed tax levy override for Millard Public Schools if it were on the ballot?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	52	21.1	21.1	21.1
	Moderately favor a proposed override	50	20.2	20.2	41.3
	Moderately oppose	37	15.0	15.0	56.3
	Strongly oppose a proposed override	97	39.3	39.3	95.5
	Leaning towards	3	1.2	1.2	96.8
	Leaning against a proposed override	2	.8	.8	97.6
	Completely undecided	6	2.4	2.4	100.0
	Total	247	100.0	100.0	

Would you vote FOR or AGAINST (.15) a proposed tax levy override for Millard Public Schools if it were on the ballot?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	93	37.7	37.7	37.7
	Moderately favor a proposed override	41	16.6	16.6	54.3
	Moderately oppose	29	11.7	11.7	66.0
	Strongly oppose a proposed override	75	30.4	30.4	96.4
	Leaning towards	2	.8	.8	97.2
	Leaning against a proposed override	1	.4	.4	97.6
	Completely undecided	6	2.4	2.4	100.0
	Total	247	100.0	100.0	

You are now MORE in favor of the proposed tax levy override than earlier in the survey. What, if anything, has caused you to feel differently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increase is less than expected	27	10.9	38.6	38.6
	Money used for only things needed	4	1.6	5.7	44.3
	Because I know what's being done with it	7	2.8	10.0	54.3
	Amount is reasonable	6	2.4	8.6	62.9
	Money used for technology (computers, etc)	2	.8	2.9	65.7
	Because I have more information	6	2.4	8.6	74.3
	Education is important	2	.8	2.9	77.1
	Favorable but need to know where money going	3	1.2	4.3	81.4
	Other favorable factors	4	1.6	5.7	87.1
	Need to find out more	1	.4	1.4	88.6
	Minimum might be all right for maintenance items	1	.4	1.4	90.0
	If its for technology in classroom, I might be for it	1	.4	1.4	91.4
	Other responses	4	1.6	5.7	97.1
	Don't know	2	.8	2.9	100.0
	Total	70	28.3	100.0	
Missing	System	177	71.7		
Total		247	100.0		

You are now LESS in favor of the proposed tax levy override than earlier in the survey. What, if anything, has caused you to feel differently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increase more than expected	8	3.2	53.3	53.3
	Taxes already too high	1	.4	6.7	60.0
	Other	3	1.2	20.0	80.0
	Don't know	3	1.2	20.0	100.0
	Total	15	6.1	100.0	
Missing	System	232	93.9		
Total		247	100.0		

Analysis by Geographical Region of the District

The previous election (Spring of 1997) seemed to show some influence on voting pattern according to the region of the district in which the voters resided. Accordingly, we wanted to assess in the current data whether the support of the possible override covaried with geographical region. So the map of the district (following this narrative) represents 6 areas for analysis: (1) Far North, (2) North, (3) East Central, (4) West Central, (5) Southwest and (6) Southeast. The following table shows the breakdown (unweighted) of the total sample of 800.

REGION

	Frequency	Percent	Cumulative Percent
Far North	88	11.0	11.0
North	160	20.0	31.0
East Central	99	12.4	43.4
West Central	125	15.6	59.0
South West	154	19.3	78.3
South East	174	21.8	100.0
Total	800	100.0	

We analyzed the following items broken down by the region of the district: (1) the initial item regarding support, before much bacltground information was given, (2) the ratings for the set of items asking for opinions about the (five) specific components of the levy override, (3) the item asking about support for a 34 cent override, and (4) the item asking about support for a scaled-back 15 cent override. The tables on the following pages give the information by region.

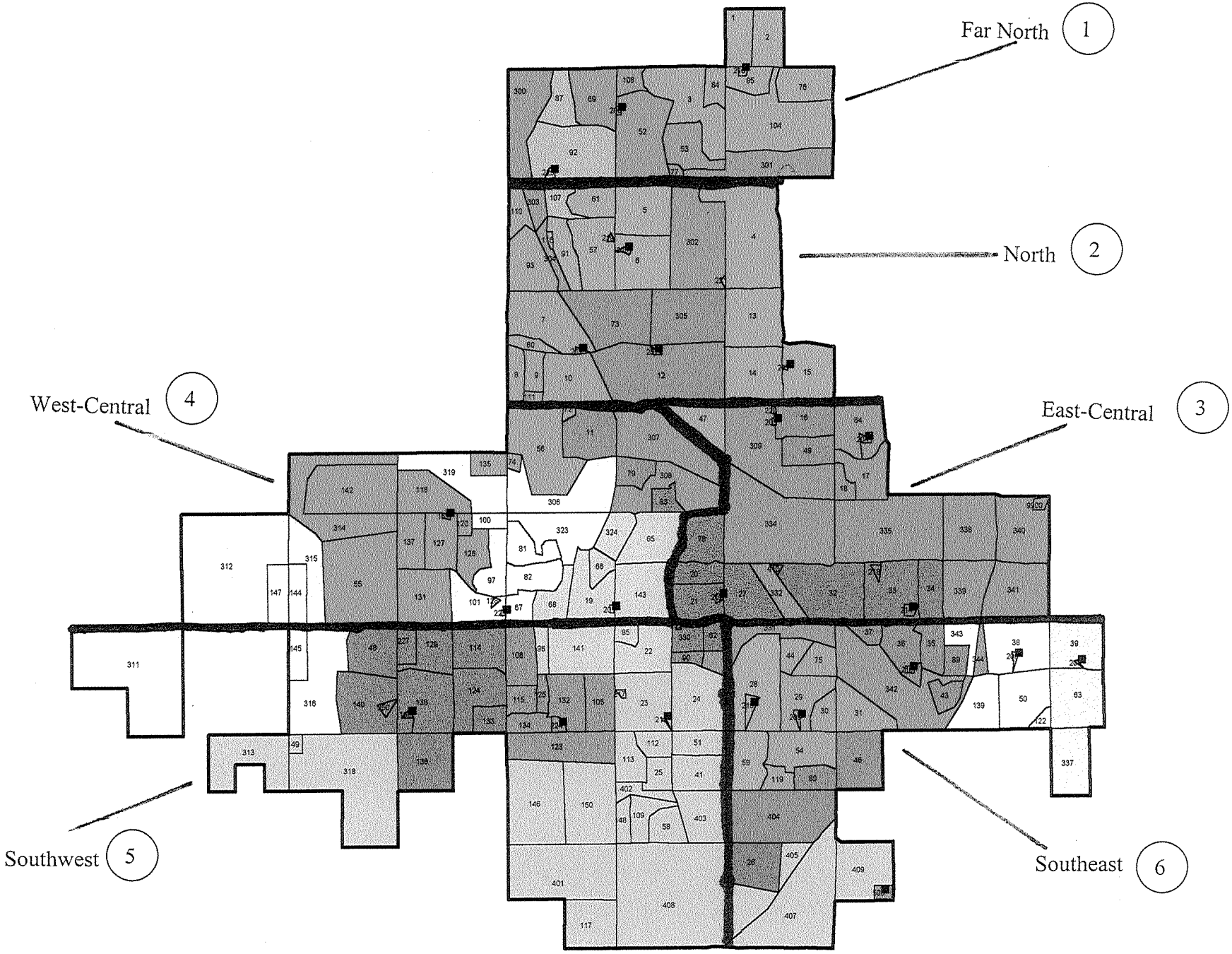
Results for the initial item asking about support showed that 3 of the 6 regions had percentages strongly or moderately favoring the ovenide higher than the percentages opposing the override: the far north, west central, and south west. Only the south west area had a favorable percentage exceeding 50%. The area with the most opposition was the east central, with about 38% favoring and 50% opposing the override.

The items asking for 1-to-10 ratings on the five potential components of the override showed similar patterns across geographical regions (also similar to the total sample results): the support of general fund and technology were most highly rated, with the other areas lagging significantly behind. Even in the high-growth southwest part of the district, building additions and building a new elementary school were less popular than support of general fund and technology.

On the 34 cent override question, only one of the 6 regions had a percent supporting that was higher than the percent opposing – the southwest had 52.6% supporting and 41.6% opposing. When scaled back to a 15 cent override, all six regions had higher percentages supporting, although some were only slightly higher. On this

question, the difference between strongly/moderately support vs. strongly/moderately oppose was greatest in the southwest (support was 26% higher than oppose), followed by the west central (support was 21.6% higher), and southeast (support was 16.7% higher) and the far north region (15.9% more support). The areas designated as north and east central had essentially no difference between support and opposition (1% to 4% slightly in favor).

33


Far North 1
North 2
West-Central 4
East-Central 3
Southwest 5
Southeast 6

Q3 In order to maintain schools, continue to offer programs that are now being offered and to be competitive in attracting and maintaining quality staff, Millard Public Schools may ask voters, such as yourself, in the future for a 5-year override on the property tax levy and on the spending authority of the District. Based on general information provided and assuming an override amount that you would consider to be reasonable; if you were voting today, do you think you would vote FOR or AGAINST this tax levy override as proposed here?

	FOR (marked strongly or moderately in favor of)	AGAINST (marked strongly or moderately opposed to)
Far North	44.3	39.8
North	43.1	45.1
East Central	38.4	50.5
West Central	48.0	40.0
South West	55.8	34.4
South East	43.7	49.5

Q7 With this proposed tax levy override, the tax increase being discussed would be up to an additional .34 cents (an average of about $290 per year on a $100,000 home) on the current levy. Assuming that all facts presented are accurate and given what you now know, would you vote FOR or AGAINST a proposed tax levy override for Millard Public Schools if it were on the ballot?

	FOR (marked strongly or moderately in favor of)	AGAINST (marked strongly or moderately opposed to)
Far North	44.3	47.8
North	36.3	56.3
East Central	38.4	58.6
West Central	48.0	48.8
South West	52.6	41.6
South East	40.8	55.2

Q8 If the District scaled back its plan and only addressed the most critical needs so that the amount needed for this proposed tax levy override was an additional .15 cents (an average of about $150 per year on a $100,000 home) on the current levy rather than .34 cents, would you vote FOR or AGAINST a proposed tax levy override for Millard Public Schools given this amount?

	FOR (marked strongly or moderately in favor of)	AGAINST (marked strongly or moderately opposed to)
Far North	54.5	38.6
North	49.4	45.0
East Central	49.5	48.5
West Central	59.2	37.6
South West	61.7	35.7
South East	57.5	40.8

Descriptive Statistics -- I-to-10 ratings on the components of the override, by geographical region

REGION = Far North

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
TO BUILD A NEW ELEMENTARY SCHOOL?	80	1	10	5.66	2.590
TO BUILD ADDITIONS TO CURRENT SCHOOLS?	75	1	10	5.47	2.457
TO UPGRADE TECHNOLOGY?	84	1	10	7.12	2.748
TO SUPPORT A "BUILDING FUND"	86	1	10	5.33	2.364
TO SUPPORT THE "GENERAL FUND"	87	1	10	7.57	2.094
Valid N (listwise)	68				

a. REGION = Far North

REGION = North

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
TO BUILD A NEW ELEMENTARY SCHOOL?	152	1	10	5.49	2.701
TO BUILD ADDITIONS TO CURRENT SCHOOLS?	147	1	10	5.49	2.571
TO UPGRADE TECHNOLOGY?	159	1	10	6.69	2.813
TO SUPPORT A "BUILDING FUND"	157	1	10	5.55	2.556
TO SUPPORT THE "GENERAL FUND"	160	1	10	7.28	2.582
Valid N (listwise)	141				

a. REGION = North

Descriptives

REGION = East Central

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
TO BUILD A NEW ELEMENTARY SCHOOL?	93	1	10	5.19	2.667
TO BUILD ADDITIONS TO CURRENT SCHOOLS?	86	1	10	5.45	2.380
TO UPGRADE TECHNOLOGY?	97	1	10	6.97	2.671
TO SUPPORT A "BUILDING FUND"	93	1	10	5.25	2.725
TO SUPPORT THE "GENERAL FUND"	96	1	10	7.14	2.537
Valid N (listwise)	83				

a. REGION = East Central

REGION = West Central

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
TO BUILD A NEW ELEMENTARY SCHOOL?	117	1	10	5.86	2.918
TO BUILD ADDITIONS TO CURRENT SCHOOLS?	115	1	10	6.18	2.539
TO UPGRADE TECHNOLOGY?	125	1	10	7.29	2.711
TO SUPPORT A "BUILDING FUND"	125	1	10	5.51	2.642
TO SUPPORT THE "GENERAL FUND"	125	1	10	7.62	2.494
Valid N (listwise)	111				

a. REGION = West Central

Descriptives

REGION = South West

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
TO BUILD A NEW ELEMENTARY SCHOOL?	149	1	10	6.00	2.873
TO BUILD ADDITIONS TO CURRENT SCHOOLS?	149	1	10	6.60	2.828
TO UPGRADE TECHNOLOGY?	153	1	10	7.18	2.611
TO SUPPORT A "BUILDING FUND"	150	1	10	5.75	2.670
TO SUPPORT THE "GENERAL FUND"	153	1	10	7.37	2.452
Valid N (listwise)	140				

a. REGION = South West

REGION = South East

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
TO BUILD A NEW ELEMENTARY SCHOOL?	163	1	10	5.37	2.902
TO BUILD ADDITIONS TO CURRENT SCHOOLS?	158	1	10	5.49	2.568
TO UPGRADE TECHNOLOGY?	173	1	10	6.97	2.740
TO SUPPORT A "BUILDING FUND"	169	1	10	5.28	2.677
TO SUPPORT THE "GENERAL FUND"	172	1	10	7.29	2.563
Valid N (listwise)	149				

a. REGION = South East

Summary

When community members are asked the very first time, without having been given any specifics, about their support for the override, results show that there is basically no difference between the percentages supporting vs. opposing. However, after the components that would be supported are described, and after the cost (tax) impact is given, there is relatively strong support for a 15 cent levy override. There is very little support for the 34 cent override.

There is a great deal of consistency, across subgroups and the total sample, in rank ordering of the components that could be supported by the override. All groups put "general fund" support and upgrading of technology at the top of the list. "General fund" was described in the question as composed of support for maintaining programs, current class sizes, and attracting/maintaining quality staff. There was significantly less support for building a new school, additions to existing schools, and for support of the "building fund" for maintaining high-cost items such as roofs, parking lots, and air handling systems.

As expected, parents were generally more supportive than non-parents. On the 15 cent override, parents were in favor by a two-to-one margin (while non-parents had very similar percentages in favor and opposed). On the 34 cent override, even parents were in favor by only about 8% (51% favor vs. 43% oppose).

The analysis of "likely voters" generally mirrored the trends of the total sample results. However, geographical regions showed differences in levels of support, with the greatest support in the south-west part of the district, and the least support in the east-central region.

We take as a positive sign, that, as more information is given about the needs of the district, more detail on what programs would be supported, and more information about actual cost to the taxpayer, the number of people who become more favorable increases much more than the number who become more opposed. This finding has implications for an information campaign.

Appendix:

copy of Instrument & Descriptive Statistics on Sample Demographics

Checked By: _____ Date: ___ / ___ / 02

Millard Public Schools
Tax Levy Override Assessment Study
(337) ***FINAL FOR FIELD***

Wiese Research Associates, Inc.
November 15,2002

Start Time: _____
Questionnaire I.D.# _____ (1)-(4)

INTRODUCTION [Ask to speak with malelfemale (rotate) head of household.]

Hello, my name is _____ and I'm calling on behalf of the Millard Public School District. I'm with WRA Research, an independent research firm here in Omaha. Millard Public Schools has asked us to complete a very important research study with residents in the District in order to better serve the community and students in the future. Your household was selected at random and we would like to include your opinions in our study. (Only if necessary, say:) The questions I have should only take about 5 to 10 minutes. (If now is not convenient, set callback.)

SQ1. First, just to confirm, you do live within the Millard School District, correct? (open-ended)

☐ Yes ----------(Continue with SQ2)
☐ No ----------(Thank, explain, terminate & tally as SQ1)

SQ2. And are you a registered voter? (open-ended)

☐ Yes ----------(Continue with SQ3)
☐ No ----------(Thank, explain, terminate & tally as SQ2)

SQ3. Do you currently have a child or children enrolled in Millard Public Schools? (open-ended)

(Continue as needed to fill quota)-----Yes, Current Student Parent..... 1 (5)
(If parent quota filled, thank, explain, terminate & tally as **SQ3A)**

(Continue as needed to fill quota)--No, Non-Student Household..... 2
(If non-parent quota filled, thank, explain, terminate &tally as **SQ3B)**

(Terminate & tally as SQ3C)----------(Refused)..... 3

Callback: _____

Name: _____

Day: _____ Time: _____ AM/PM

Keypunch
Look!

Respondent's Name: _____

Telephone Number: (_____) _____ - _____
(6) (7) (8) (9) (10) (11) (12) (13) (14) (15)

Interviewer: _____ Date CM: _____

Monitored By: _____

(If "yes/current student parent" -- code "1" in SQ3, continue with Q1A. Otherwise, skip to Q2A.)

1 How many children do you have enrolled in the Millard School District? **(open-ended)**

(Record # Of Children Enrolled) _____ ___(16) ___(17)

1B. Which school(s) does your child (do your children) attend? **(open-ended) (circle schools mentioned as "yes" - could have more than one child in same school).**

		Yes	No	
ELEMENTARY	Abbott:	1	2	(18)
	Ackerman:	1	2	(19)
	Aldrich:	1	2	(20)
	Black Elk:	1	2	(21)
	Bryan:	1	2	(22)
	Cather:	1	2	(23)
	Cody:	1	2	(24)
	Cottonwood:	1	2	(25)
	Disney:	1	2	(26)
	Harvey Oaks:	1	2	(27)
	Hitchcock:	1	2	(28)
	Holling Heights:	1	2	(29)
	Erza Millard:	1	2	(30)
	Montclair:	1	2	(31)
	Morton:	1	2	(32)
	Neihardt:	1	2	(33)
	Norris:	1	2	(34)
	Rockwell:	1	2	(35)
	Rohwer	1	2	(36)
	Sandoz:	1	2	(37)
	Wheeler:	1	2	(38)
	Willowdale:	1	2	(39)
MIDDLE	Andersen MS:	1	2	(40)
	Beadle MS:	1	2	(41)
	Millard Central MS:	1	2	(42)
	Kiewit MS:	1	2	(43)
	Millard North MS:	1	2	(44)
	Russell MS:	1	2	(45)
HIGH SCHOOL	Millard North High School:	1	2	(46)
	Millard South High School:	1	2	(47)
	Millard West High School:	1	2	(48)

(Skip to paragraph after Q2B)

(Ask **Q2A** if "no" -- code "2" in **SQ3.** Otherwise, skip to paragraph after **Q2B.)**

2A. Do you have a child that may be attending Millard Public Schools within the next 5 years? (open-ended)

Yes..... 1 (49)
No..... 2
(Not Sure)..... 3

2B. Have you had a child or children attend a Millard Public School in the past? (open-ended)

Yes..... 1 (50)
No..... 2

I'd like to focus now more specifically on the reason for this study. With the tax lids imposed by the state legislature on school districts, it is becoming necessary for more school districts to consider the possibility of asking voters to approve an override of those lids.

In order to maintain schools, continue to offer programs that are now being offered and to be competitive in attracting and maintaining quality staff, Millard Public Schools may ask voters, such as yourself, in the future for a 5-year override on the property tax levy and on the spending authority of the District. Such a tax levy override would also provide additional support for the school district for a new school, building additions, technology, building maintenance and operating expenses. This override, if approved, would remove any immediate or short-term need for a bond issue.

3. Again, this is just a proposed issue at this point. Based on the general information I've provided here and assuming an override amount that you would consider to be reasonable; if you were voting today, do you think you would vote for or *against* this tax levy override as proposed here? (open-ended)

(If respondent says "For," ask:) "Would you...?"

(Continue with **Q3A**)---------- Strongly Favor..... 1 (51)
Or. Moderately Favor A Proposed Override..... 2

(If respondent says "Against," ask:) "Would you...?"

Moderately Oppose..... 3
(**Skip to Q3B**)----------
Or. Strongly Oppose A Proposed Override..... 4

(If respondent says "Undecided," ask:) "Are you...?"

(Continue with **Q3A**)---------- Leaning Towards..... 5

(**Skip to Q3B**)---------- Or, Leaning Against A Proposed Override..... 6

(Skip to Q4)---------- (Completely Undecided)..... 7

3A. Why do you say that? (open-ended, probe for specific reasons)

_____ ___(52)
___(53)
_____

_____

Any other reason? _____ ___(54)
___(55)
_____

_____

(Skip to Q5)

3B. Why do you say that? **(open-ended, probe for specific reasons)**

_____ ___(56)
___(57)

Any other reason? _____ ___(58)
___(59)

(Skip *to* Q5)

4. What would your decision depend on? **(open-ended) (probe for specifics)**

_____ ___(60)
___(61)

Anything else? _____ ___(62)
___(63)

5. If a proposed tax levy override for Millard Public Schools were to pass, as I mentioned - these funds could be used in a number of different areas. Using a 1-to-10 scale with "1" being NOT AT ALL IMPORTANT and "10" being EXTREMELY IMPORTANT, please tell me how important you think it would be to use some of these funds for each of the following, assuming an override was approved. **(Rotate A-E)(repeat scale as needed)**

		Not At All important									Extremely Important	(3 DK)	
A.	To build a new elementary school in the high growth Southwest part of the District:	01	02	03	04	05	06	07	08	09	10	___	(64)-(65)
B.	To build additions to current schools in the Rohwer, Wheeler and Black Elk areas because of growth:	01	02	03	04	05	06	07	08	09	10	___	(66)-(67)
C.	To upgrade technology for students in the District given that over half of the school computers are obsolete or will be obsolete within the next year:	01	02	03	04	05	06	07	08	09	10	___	(68)-(69)
D.	To support a "Building Fund" for such high cost items as roofs, replacement of concrete in parking lots, heating or air system replacement, and artificial turf at Buell Stadium:	01	02	03	04	05	06	07	08	09	10	___	(70)-(71)
E.	To support the "General Fund" which would be used for such things as maintaining existing programs, maintaining existing class sizes, and attracting and maintaining quality staff:	01	02	03	04	05	06	07	08	09	10	___	(72)-(73)

6. Of the items you rated highest in importance, which one would you say would be most important to fund if a tax levy override for the District were to pass? **(reread items rated a "10" or highest in Q5 as needed to break ties and record letter below)**

(Most Important:) _____ ___(74)

6A. Which is secondlthird most important? **(reread necessary items to break ties and record letter below)**

(2nd In Importance:) _____ ___(75)

(3rd In Importance:) _____ ___(76)

Now, I'd like to get your opinion about this proposed tax levy override given the amount specifically that your taxes might increase.

7. With this proposed tax levy override, the tax increases would be for a 5-year period. The amount being discussed with this proposed override would be up to an additional .34 cents on the current levy. That means, the increase in taxes on a $100,000 home would average about $290 per year. Assuming that all facts presented to this point are accurate and given what you now know, do you think you would vote for or against a proposed tax levy override for Millard Public Schools if it were on the ballot? (open-ended)

(If respondent says "For," ask:) "Would you...?"

(Code as "Strongly Favor" -- "1" in Q8 and then skip to Q9A instruction) ---------- Strongly Favor ..... 1 *(77)*

(Continue with Q8) ..... Or, Moderately Favor The Override 2

(If respondent says "Against," ask:) "Would you...?"

(Continue with Q8) ---------- Moderately Oppose 3

Or, Strongly oppose The Override 4

(if respondent says "Undecided," ask:) "Are you...?"

(Continue with Q8) ..... Leaning Towards 5

Or, Leaning Against The Override 6

(completely Undecided) 7

8. What if the District scaled back its plans and only addressed the most critical needs so that the amount needed for this proposed tax levy override was an additional .15 cents on the current levy rather than .34 cents. That means, the increase in taxes on a $100,000 home would be about $150 per year and the increase would be for a 5-year period. Do you think you would vote for or against a proposed tax levy override for Millard Public Schools given this amount? (open-ended)

(If respondent says "For," Ask:) "Would you..." ---------- Strongly Favor ..... 1 *(78)*

Or, Moderately Favor The Override 2

(If respondent says "Against," Ask:) "Would you..." ---- Moderately Oppose 3

Or, Strongly Oppose The Override 4

(If respondent says "Undecided," Ask:) "Are you..." -------- Leaning Towards 5

Or, Leaning Against The Override 6

(Completely Undecided) 7

(Ask **Q9A** or **Q9B** as appropriate if response in Q8 is different than response in Q3. If response in Q3 and **Q8** are the same, skip to **Q10)**

(If more favorable in **Q8,** ask:)

9A. Earlier in the survey, you indicated you (insert response from Q3) the proposed override and now you (insert response from Q8) the proposed levy override. What, if anything, has caused you to feel differently? (open-ended) (probe for specific reasons why opinion has changed)

_____ ___(79)
___(80)

_____

_____

Anything else?_____ ___(81)
___(82)

_____

_____

(Skip to **Q10)**

(If less favorable in Q8, ask:)

9B. Earlier in the survey, you indicated you (insert response from Q3) the proposed levy override and now you (insert response from Q8) this levy override. What, if anything, has caused you to feel differently? (open-ended) (probe for specific reasons why opinion has changed)

_____ ___(83)
___(84)

_____

_____

Anything else?_____ ___(85)
___(86)

_____

_____

Now, I have just a few final questions just for classification and result analysis purposes.

10. Did you vote in the election this past November 5th? (open-ended)

Yes	1	(87)
No	2	
(Refused)	3	

10A. At this time, do you plan to vote on the Millard override, if an election is held in the Spring of next year? (open-ended)

Yes	1	(88)
No	2	
(Not Sure/Don't Know)	3	
(Refused)	4	

11. How long have you lived in the Millard School District? (read responses)

Less Than 1 Year	1	(89)
1 To 3 Years	2	
4 To 6 Years	3	
7 To 10 Years	4	
11 To 15 Years	5	
Over 15 Years	6	
(Refused)	7	

12. Is your age **(read responses)?**

Under 30 ..... 1 (90)
30 To 39 2
40 To 49 3
Or, 50 Or Older 4
(Refused) 5

13. What is the highest level of formal education you have had the opportunity to complete? **(read responses)**

Less Than High School 1 (91)
High School Graduate 2
Some College Or Technical School 3
College Graduate Or Beyond 4
(Refused) 5

Thank you! That concludes my questions. Millard Schools appreciates your time and opinions as the School Board considers the wishes of taxpayers in the District.

RECORD ONLY - DO NOT ASK

14. Gender Of Respondent:

Male 1 (92)
Female 2

15. Zip Code **(From List)** ___(93) ___(94) ___(95) ___(96) ___(97)

16. Region **(From List)**
(Interviewer to record and Coder to verify)

Far North 1 (98)
North 2
East Central 3
West Central 4
Southwest 5
Southeast 6

17. Serial # **(From List - Interviewer to record)** ___(99) ___(100) ___(101) ___(102)

18. Serial # **(From List - Verified By Coding)** ___(103) ___(104) ___(105) ___(106)

19. Page Number Of List

(Record Page #:) _____ ___(107) ___(108) ___(109)

(gm)

Finish Time: _____ ___(110)
Start Time: _____ ___(111)
Interview Length: _____

Frequencies - Demographics of the Sample (N=800)

Frequency Table

Do you currently have a child or children enrolled in Millard Public Schools?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	400	50.0	50.0	50.0
	No Non-student household	400	50.0	50.0	100.0
	Total	800	100.0	100.0	

How many children do you have enrolled in the Millard School District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	192	24.0	48.0	48.0
	2	156	19.5	39.0	87.0
	3	45	5.6	11.3	98.3
	4	7	.9	1.8	100.0
	Total	400	50.0	100.0	
Missing	System	400	50.0		
Total		800	100.0		

Do you have a child that may be attending Millard Public Schools within the next 5 years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	45	5.6	11.3	11.3
	No	346	43.3	86.5	97.8
	Not Sure	9	1.1	2.3	100.0
	Total	400	50.0	100.0	
Missing	System	400	50.0		
Total		800	100.0		

Have you had a child or children attend a Millard Public School in the past?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	230	28.8	57.5	57.5
	No	170	21.3	42.5	100.0
	Total	400	50.0	100.0	
Missing	System	400	50.0		
Total		800	100.0		

How long have you lived in the Millard School District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	29	3.6	3.6	3.6
	1 to 3 years	93	11.6	11.6	15.3
	4 to 6 years	91	11.4	11.4	26.6
	7 to 10 years	147	18.4	18.4	45.0
	11 to 15 years	141	17.6	17.6	62.6
	Over 15 years	298	37.3	37.3	99.9
	Refused	1	.1	.1	100.0
	Total	800	100.0	100.0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 30	29	3.6	3.6	3.6
	30 to 39	207	25.9	25.9	29.5
	40 to 49	259	32.4	32.4	61.9
	50 or older	299	37.4	37.4	99.3
	Refused	6	.8	.8	100.0
	Total	800	100.0	100.0	

What is the highest level of formal education you have had the opportynity to complete?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school	3	.4	.4	.4
	High school graduate	67	8.4	8.4	8.8
	Some college or technical school	218	27.3	27.3	36.0
	College graduate or beyond	510	63.8	63.8	99.8
	Refused	2	.3	.3	100.0
	Total	800	100.0	100.0	

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	387	48.4	48.4	48.4
	Female	413	51.6	51.6	100.0
	Total	800	100.0	100.0	

REGION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far North	88	11.0	11.0	11.0
	North	160	20.0	20.0	31.0
	East Central	99	12.4	12.4	43.4
	West Central	125	15.6	15.6	59.0
	South West	154	19.3	19.3	78.3
	South East	174	21.8	21.8	100.0
	Total	800	100.0	100.0	