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Maullin,
Metz &
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FM3

*Public Opinion Research
& Strategy*

TO: Interested Parties

FROM: Fairbank, Maslin, Maullin, Metz & Associates (FM3)

RE: Summary of Chino Valley USD Follow-Up Survey Results

DATE: September 9, 2016

Summary

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a follow-up telephone survey of 400 residents of the Chino Valley Unified School District (CVUSD).¹

Key findings from the survey include:

- ✓ Residents continue to strongly value local schools, and remain interested in ensuring their financial well-being, even in a crowded electoral environment.
- ✓ More than seven-in-ten respondents would support a local CVUSD school bond measure, well above the 55 percent threshold necessary to pass the measure
- ✓ Support for a local education bond has increased since respondents were last asked their levels of support, in February 2015.

Detailed Findings

In November 2016, voters will consider 17 statewide ballot measures including some that could impact opinions on a local school bond measure because they also generate funding. To simulate that effect, survey respondents were read the summaries of four statewide measures before receiving any information about the potential CVUSD measure: Prop 51 (Statewide School Bond), Prop 55 (Income Tax Extension), Prop 56 (Tobacco Tax), and Prop 64 (Marijuana Legalization and Taxation).

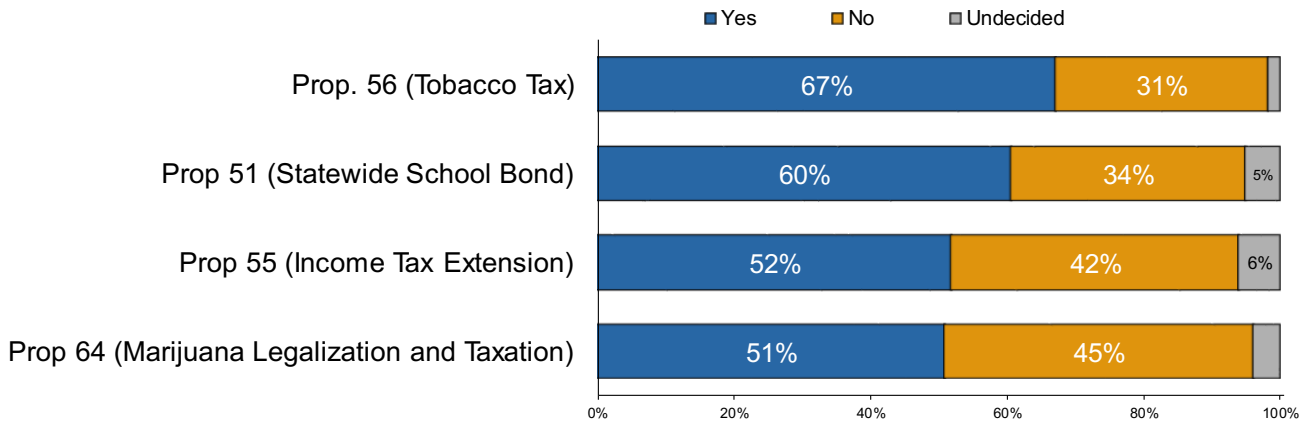
¹ **Methodology:** From June 26th – 30th, 2016 FM3 completed 400 telephone interviews (on landlines and cell phones) with voters in the Chino Valley Unified School District. The margin of sampling error is +/-4.9% at the 95% confidence level; margins of error for population subgroups will be higher. Due to rounding, not all totals will sum to 100%.

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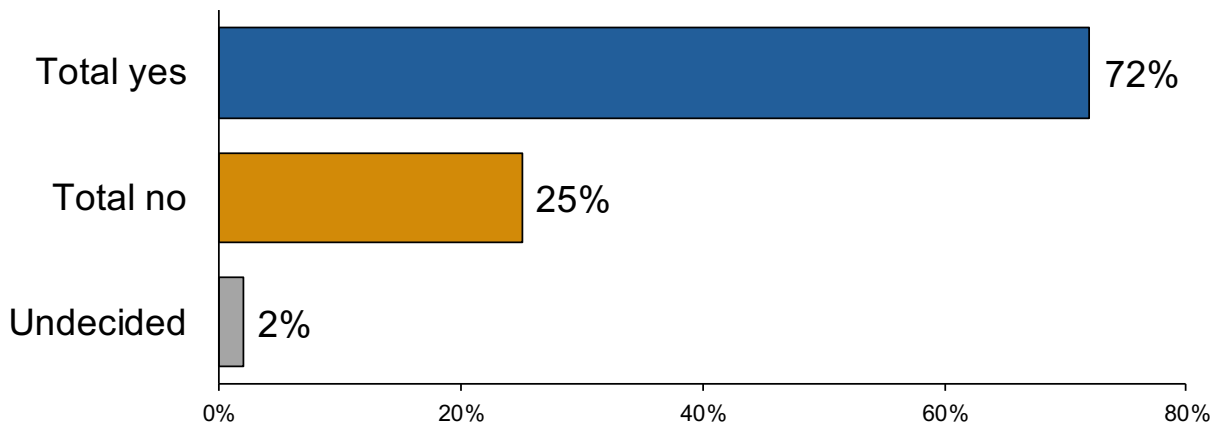
A majority of respondents support each of the statewide measures with the tobacco tax leading the way with two-thirds (67%) indicating they would vote “yes” to support it (Figure 1).

Figure 1: Support for Statewide Ballot Measures



Following the statewide ballot measures, respondents were read hypothetical ballot language of a potential CVUSD local education bond measure. **As many as seven-in-ten respondents (72 percent), indicated that they would support such a local education bond measure to support CVUSD schools if it appeared on the ballot (Figure 2).** This is well above the 55 percent threshold necessary to pass the measure and outside the survey’s margin of error.

**Figure 2:
Support for a Potential Chino Valley USD School Bond Measure**



The potential school bond measure tested would upgrade and repair local CVUSD schools to continue to retain and attract quality teachers, continue to ensure safe drinking water at school campuses, continue removal of asbestos and lead paint from school sites where needed, update school fire safety systems and provide classroom and instructional technology, and would include several provisions to ensure financial accountability; such as annual independent financial audits, published reports to the community and independent citizens’ oversight. By law, all funds would be used for CVUSD schools and none of the funds could be used for administrator salaries or pensions.

The recent follow-up survey also found that support for a potential education bond is a full ten points stronger than it was back in February 2015 when FM3 conducted a baseline community survey (Figure 3). Residents continue to strongly value local schools, and are even more interested in ensuring that their local neighborhood schools have the resources they need, even in a crowded electoral environment.

Figure 3:
Support for a Potential Chino Valley USD School Bond Measure (February 2015 and June 2016)

