

## **2010 Baseline Survey for General Fund Referendum for Center Grove Community School Corporation**

Introduction: Hello, my name is {INTERVIEWER} and I'm calling from Stone Research Services. First off, we're not selling anything at all. Today/Tonight we would like to include the opinions of you or someone in your household in a research survey about Center Grove Community Schools.

### **Background/Demographic Questions**

**S1. RECORD GENDER. ASK IF NECESSARY**

1. Female
2. Male

**S2. To make sure that we have a representative sample, please tell me your age. READ RANGES IF NECESSARY**

1. Under 18 → DISCONTINUE
2. 18 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 69
6. 70 and over
7. No Answer

**S3. Are you a registered voter?**

1. Yes
2. No → DISCONTINUE

**S4. Are you a resident of White River Township?**

1. Yes
2. No → DISCONTINUE
3. REFUSED → DISCONTINUE

**S5. What is the zip code where you live?**

**TERMINATE IF DON'T KNOW/REFUSED OR ZIP CODE NOT LISTED**

**ZIP CODE PRELIST**

46143 (quota of 138)

46142 (quota of 129)

46106 (quota of 33)

**OTHER – DISCONTINUE**

**Survey Polling Questions:**

Q1. How would you rate the quality of education provided by the Center Grove Community School Corporation compared to the quality of education in the surrounding communities?

- a. Excellent
- b. Good
- c. Fair
- d. Poor
- e. Don't Know/No Answer

Q2. Based on what you know, how likely would you be during a future election to support a General Fund Referendum ballot initiative by the school district to raise the property tax rate by 10 cents per \$100 assessed value of homes and commercial property? (Rotate answers)

- f. Very Likely
- g. Somewhat Likely
- h. Somewhat Unlikely
- i. Very Unlikely

*Read Background:* Now let me share with you background information about the school district's finances. The Center Grove Community School System was recently notified by Governor Mitch Daniels and the Indiana Department of Education that school districts statewide will have \$300 million in tuition support funds cut from their budgets in 2010 due to declining state economic conditions. For Center Grove Schools this means a loss of \$1.9 million annually. Coupled with other projected budget shortfalls the school system is facing a budget deficit of \$2.3 million in 2010 and \$3.6 million in 2011. Finally, leaders of the Center Grove Schools are considering sizeable and permanent reductions in operating expenses as well as the possibility of a general fund referendum.

Q3. Given this information, and based on what you know, now how likely would you be to support a General Fund Referendum ballot initiative by the school district to raise the property tax rate by 10 cents per \$100 assessed value of homes and commercial property? (Rotate answers)

- j. Very Likely → (SKIP TO Q6.)
- k. Somewhat Likely → (SKIP TO Q6.)
- l. Somewhat Unlikely → (GO TO NEXT QUESTION/Q4.)
- m. Very Unlikely → (GO TO NEXT QUESTION/Q4.)

Q4. Why do you say that? (Record one open-ended response)

Q5. If you knew the rate increase would allow the district to balance its budget, maintain low to reasonable class size, maintain a highly-qualified teacher workforce, support a broad-based K-12 curriculum, maintain the district's award-winning technology program, and maintain the high school reform initiatives underway at Center Grove High School, would this information make you more or less likely to vote for the property tax rate increase?

- a. Much More Likely
- b. Somewhat More Likely
- c. No Difference in Opinion
- d. Much Less Likely
- e. Undecided

Q6. If you knew that this tax rate increase was for seven years, but because other taxes will be reduced in the coming years, the net tax effect will result in a tax rate decrease in four years. Would this information make you more or less likely to vote for the property tax rate increase?

- a. Much More Likely
- b. Somewhat More Likely
- c. No Difference in Opinion
- d. Much Less Likely
- e. Undecided

Q7. Final question, do you have a preference or not for when Center Grove Community Schools holds the referendum given the options of May, July, November or no preference?

- a. May
- b. July
- c. November
- d. No Preference
- e. No Answer/Don't Know

These last questions are for data analysis purposes only and your answers will be kept confidential.

C1. What is the last grade of school you completed? READ CATEGORIES IF NECESSARY

- 2. Grade school or less
- 3. Some high school
- 4. Graduated high school or GED
- 5. Some college or vocational school
- 6. College graduate
- 7. Post-graduate work
- 8. No Answer/Refused

C2. Do you have any children living at home 18 years of age or under?

1. Yes
2. No → SKIP TO C4.
3. No answer/Refused

ASK IF CHILDREN AT HOME (C2 = 1)

C3. Do you have ...? OBTAIN ANSWER FOR EACH

2. Yes
3. No
4. No Answer/Refused
  - a. Pre-school age children
  - b. Children in Kindergarten or elementary school (K-6)
  - c. Children in middle school
  - d. Children in high school

C4. Which of the following categories best represents your total household income per year? Just stop me when I read the correct category.

2. Under 25,000
3. \$25,000 to \$35,000
4. \$35,000 to \$50,000
5. \$50,000 to \$75,000
6. \$75,000 to \$100,000
7. Over \$100,000
8. DON'T KNOW
9. No Answer/Refused

C5. At what level would you estimate the market value of your home? READ LIST

1. Less than or equal to \$150,000
2. Greater than \$150,000 but less than \$250,000
3. Greater than or equal to \$250,000
4. No Answer/Don't Know

VERIFY. FIRST NAME AND TELEPHONE NUMBER

CLOSE2: Again, I want to thank you for help with our survey. Your Opinion Counts. Have a good evening!