

99Section 1: Introduction to Study (Phone Version)

Hi, may I please speak to _____. My name is _____, and I'm calling from TNR on behalf of the Glendale Unified School District. I'm following up on a letter that the District recently sent to you about a proposed change in school district boundaries that would affect your household. Would you be willing to take a short survey on this topic? It will take about three minutes.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

Section 2: Residence & District Awareness

Q1	To begin, how long have you lived in the City of La Canada (La Can-YAW-duh)?		
	1	Less than 1 year	1%
	2	1 to 2 years	2%
	3	3 to 4 years	5%
	4	5 to 9 years	15%
	5	10 to 14 years	17%
	6	15 years or longer	59%
	99	Prefer not to answer	1%
Q2	Prior to taking this survey, were you aware that your household is located within the Glendale Unified School District?		
	1	Yes	97%
	2	No	3%
	99	Prefer not to answer	1%
Q3	If given a choice, would you prefer that your household _____ OR _____? <i>Randomize items</i>		
	<ul style="list-style-type: none"> • remain in the Glendale Unified School District • be part of the La Canada (La Can-YAW-duh) Unified School District 		
	1	Remain in Glendale USD	9%
	2	Be part of La Canada USD	88%
	3	Not Sure	3%
	99	Prefer not to answer	0%

Section 3: Initial Opinion of Proposal			
Next, let me ask you about a proposed change in school district boundaries that would affect your household.			
Q4	<p>There is a proposal being considered that would make all households in the City of La Canada (La Can-YAW-duh) part of the La Canada (La Can-YAW-duh) Unified School District. If approved, households like yours that are currently part of the Glendale Unified School District would become part of the La Canada (La Can-YAW-duh) Unified School District after July 2015.</p> <p>In general, do you support or oppose the boundary change that would make your household part of the La Canada (La Can-YAW-duh) Unified School District? <i>Get answer, then ask:</i> Would that be definitely (support/oppose) or probably (support/oppose)?</p>		
	1	Definitely support	85%
	2	Probably support	5%
	3	Probably oppose	2%
	4	Definitely oppose	6%
	98	Not sure	1%
	99	Prefer not to answer	0%
Q5	Is there a particular reason why you <<support/oppose>> the boundary change that would make your household part of the La Canada (La Can-YAW-duh) Unified School District?		
		Verbatim responses recorded, data processing pending	88%
	2	No particular reason	5%
	99	Prefer not to answer	7%

Section 4: Additional Information about Proposal							
Q6	<p>Next, I'm going to provide some additional information about the proposed boundary change that would make your household part of the La Canada (La Can-YAW-duh) Unified School District. For each item that I read, please indicate whether the information make you <u>more</u> supportive of the proposed boundary change, <u>less</u> supportive, or has not impact.</p> <p>Here is the (first/next) issue: _____. Does this information make you more supportive of the proposed boundary change, less supportive, or does it have no impact?</p>						
	<i>Read in Order</i>		More Supportive	Less Supportive	No Impact	Not sure	Prefer not to answer
A	There will be a phase-in period of six years to avoid overcrowding at La Canada schools. Each year, students entering kindergarten, 7 th grade, 9 th grade, and their siblings would be eligible to switch to a La Canada school.		71%	6%	18%	3%	1%

B	Students already attending a Glendale school who prefer to stay in their current school will have the option to do so.	75%	6%	16%	1%	1%
C	The boundary change will affect the taxes that your household pays. Beginning in 2015, your household will no longer pay taxes associated with Glendale USD, but will start paying the taxes associated with La Canada (La Can-YAW-duh) USD - including the school parcel tax.	59%	14%	23%	3%	1%
D	For the average Sagebrush home owner, the boundary change will initially result in a net tax increase of approximately \$490 per year.	51%	19%	27%	3%	1%
E	Within five years, the net tax increase is projected to be smaller -- about \$260 per year -- as some of La Canada (La Can-YAW-duh) USD's bonds will be fully repaid.	66%	8%	22%	2%	1%

Section 5: Final Opinion of Proposal

Sometimes people change their mind about a proposal once they have more information about it. Now that you have heard a bit more about the proposal, let me ask you again:

Q7	In general, do you support or oppose the boundary change that would make your household part of the La Canada (La Can-YAW-duh) Unified School District? <i>Get answer, then ask:</i> Would that be definitely (support/oppose) or probably (support/oppose)?		
	1	Definitely support	85%
	2	Probably support	5%
	3	Probably oppose	1%
	4	Definitely oppose	7%
	98	Not sure	1%
	99	Prefer not to answer	0%

Section 6: Alternative Choice

Q8	Rather than change the school district boundary, another option would be to allow students who live in the Sagebrush area of La Canada (La Can-YAW-duh) the option to go to schools in the district of their choice - Glendale or La Canada. Which alternative would you prefer: _____ OR _____?		
	1	Change the school district boundary to make your household part of the La Canada (La Can-YAW-duh) Unified School District?	79%
	2	Do NOT change the school district boundary, but allow students in the Sagebrush area the option to go to schools in the district of their choice	16%
	98	Not sure	3%
	99	Prefer not to answer	2%

Section 7: Background Information			
Thank you so much for your participation. I have just a few background questions for statistical purposes.			
D1	Do you have school-aged teenagers in your home between 13 and 18 years of age?		
	1	Yes	20%
	2	No	70%
	99	Prefer not to answer	10%
D2	Do you have school-aged children in your home between 5 and 12 years of age?		
	1	Yes	20%
	2	No	68%
	99	Prefer not to answer	12%
D3	Do you have children under the age of 5 in your home?		
	1	Yes	10%
	2	No	78%
	99	Prefer not to answer	12%
D4	Do you have adult children who previously attended school in the Glendale Unified School District?		
	1	Yes	47%
	2	No	45%
	99	Prefer not to answer	8%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.			

Post-Interview & Sample Items			
S1	Gender		
	1	Male	51%
	2	Female	49%
S2	Party		
	1	Democrat	28%
	2	Republican	50%
	3	Other	3%

	4	DTS	19%
S3	Age on Voter File		
	1	18 to 29	12%
	2	30 to 39	9%
	3	40 to 49	17%
	4	50 to 64	37%
	5	65 or older	21%
	99	Not coded	5%
S4	Registration Date		
	1	2014 to 2009	21%
	2	2008 to 2005	17%
	3	2004 to 2001	15%
	4	2000 to 1997	13%
	5	Before 1997	34%
S5	Household Party Type		
	1	Single Dem	9%
	2	Dual Dem	9%
	3	Single Rep	13%
	4	Dual Rep	26%
	5	Single Other	8%
	6	Dual Other	6%
	7	Dem & Rep	10%
	8	Dem & Other	6%
	9	Rep & Other	10%
	0	Mixed (Dem + Rep + Other)	3%
S6	Homeowner on Voter File		
	1	Yes	86%
	2	No	14%