



Poudre School District Survey Key Findings

May 2024

Methodology

New Bridge Strategy conducted a survey among N=400 Poudre School District voters likely to participate in a 2024 election from May 9-15, 2024.

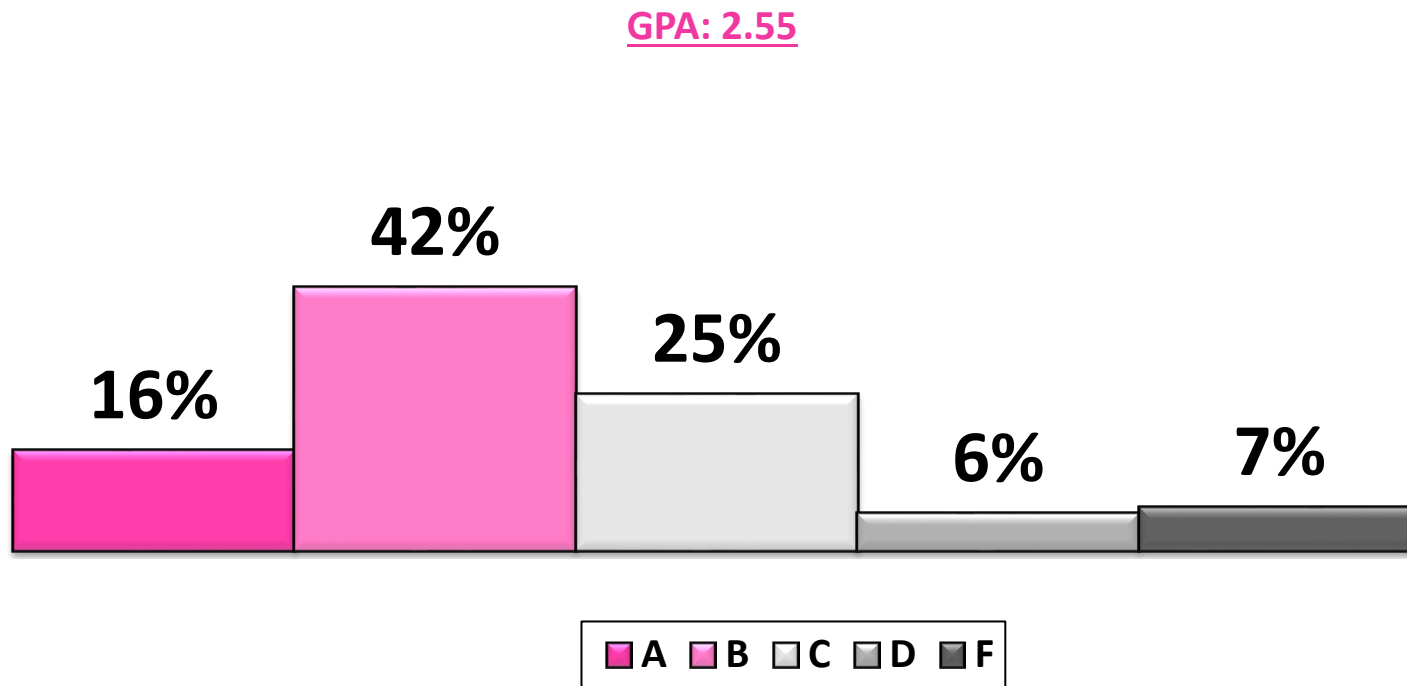
Interviews were conducted via live telephone interviews (both cell phones and landlines) and online via email and text-to-web invitations. Interviews were distributed proportionally throughout the District. Quotas were set for key demographic sub-groups, such as gender and age.

The margin of error is $\pm 4.9\%$ for the overall sample. The margin of error will vary for sub-groups.



Core Perceptions of Poudre School District

Voters gravitate towards a “B” grade when rating public schools overall in the District.



Top Groups 'A/B' Grade	
Newer Resident Men	72%
Fort Collins Men	70%
Democrats	69%
<5 Year Residents	68%
Men without Kids	65%
Fort Collins Residents	65%
Independents	64%
Ages 35-44	64%
Ages 45-54	64%
Post-grads	63%

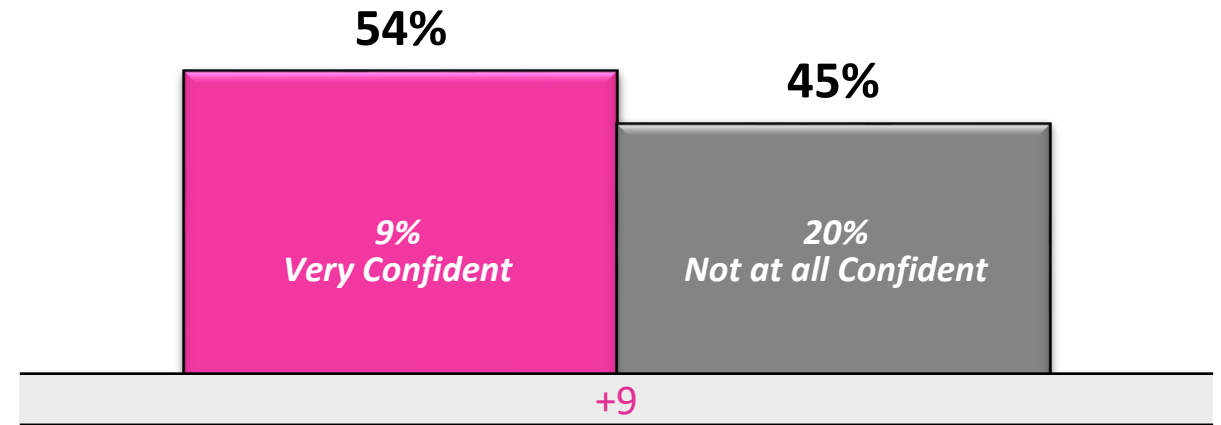
Many schools use the letters A, B, C, D or F for Fail to grade students. Suppose you had the chance to grade the Poudre School District public schools, what grade would you give them - A, B, C, D or F for fail?

An overwhelming majority (87 percent) say that Poudre schools are better than or about on par with other school districts in other parts of the state.



Would you say that Poudre schools are better than, about the same, or not as good as public schools in other parts of the state?

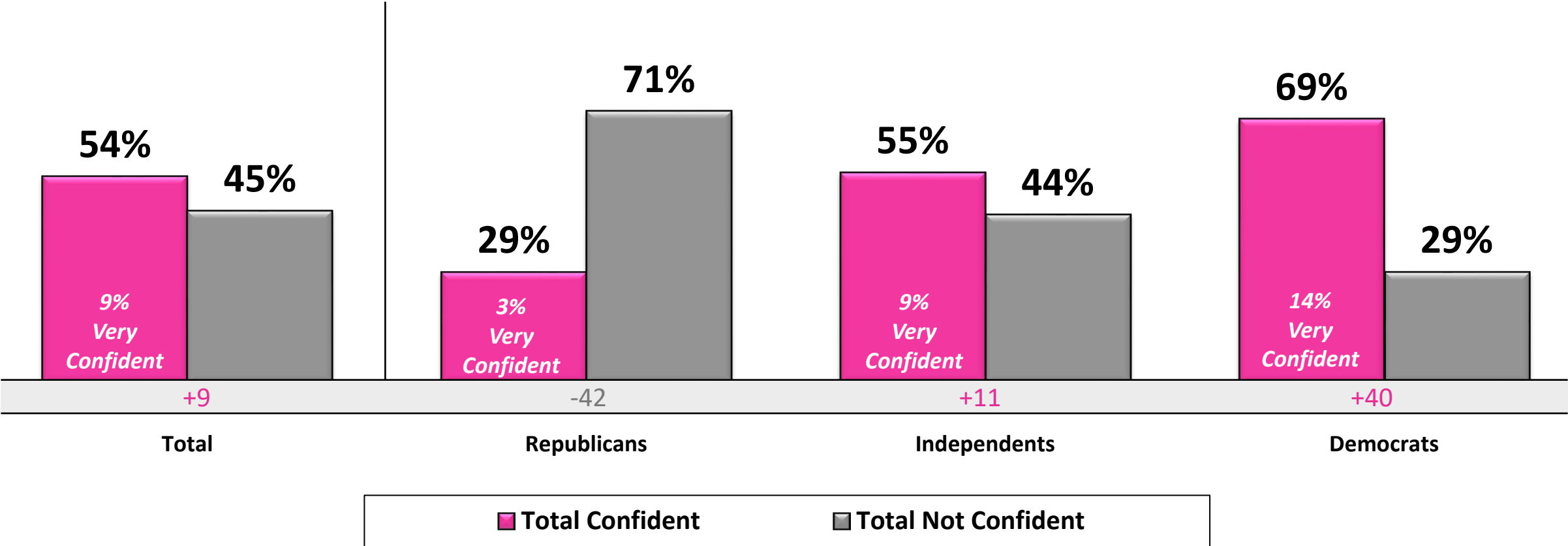
Over half are confident that Poudre School District handles taxpayer money wisely.



■ Total Confident ■ Total Not Confident

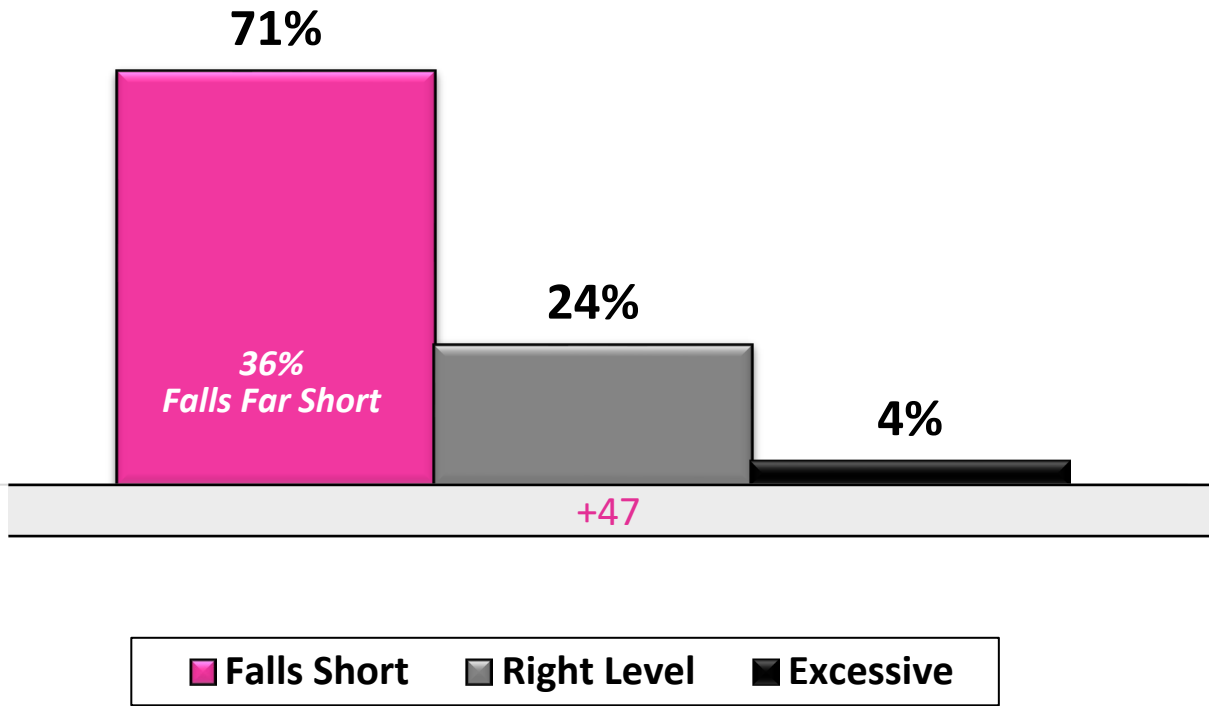
How confident would you say you are that Poudre School District is handling taxpayer money wisely?

Level of confidence in the District to handle taxpayer money wisely is tied to party affiliation.



How confident would you say you are that Poudre School District is handling taxpayer money wisely?

Nearly three-in-four say pay for District teachers falls short of what it ought to be with almost two-in-five saying it falls “far short.”



Do you think the pay for Poudre School District teachers is excessive, falls short of what it ought to be - or is at about the right level? (IF FALLS SHORT) And do you think teacher pay falls a little short, somewhat short, or far short of what it ought to be?



Potential Ballot Measure

From the start, a majority support the potential ballot measure that includes the inflation language.

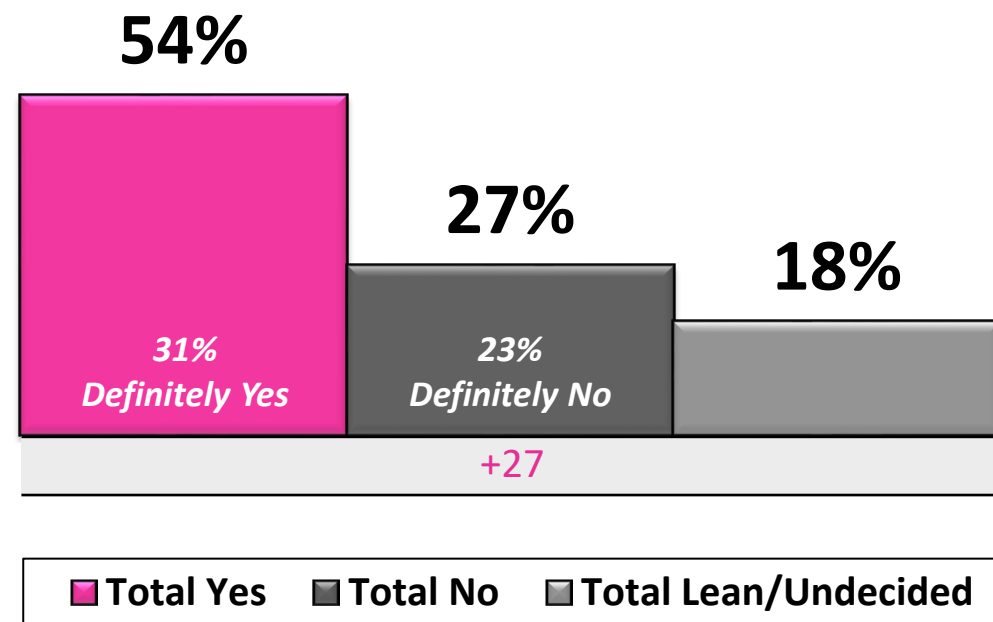
Now, there could be a question on the ballot sometime in the future regarding Poudre School District, so please indicate if the election were being held today and the following proposal is on the ballot, would you vote Yes or No on it. It would read as follows...

In order to make more general fund revenues available for the purposes set forth below, shall Poudre School District R-1 taxes be increased by up to \$29,000,000 annually commencing in tax collection year 2025 and thereafter as may be adjusted annually for the percentage change in the Denver-Aurora-Lakewood Consumer Price Index pursuant to and in accordance with the Debt Free Schools Act, with the effect that more general fund revenue will be available to improve and maintain the quality of education including but not limited to:

- Attracting and retaining the best teachers and school support staff by maintaining competitive salaries and providing necessary classroom materials;*
- Maintaining and improving school buildings and facilities used by teachers, students, librarians and other staff to ensure a secure, adequate and comprehensive learning environment;*
- Enhancing school counseling and other services for mental health and suicide prevention; and*
- Expanding classrooms for career, technology, and skilled trades classes that provide students with real world job skills;*

And shall such additional revenue from this tax be deposited into the supplemental capital construction, technology and maintenance fund and used for ongoing cash funding for capital construction, new technology upgrades, and maintenance needs of the District; and provided that expenditures will be subject to an annual audit and citizen oversight; and shall the District be authorized to collect, retain and spend all revenues from such taxes as a voter approved revenue change?

Asked of Sample A (N=200)



Residents were slightly more supportive of ballot language that does not mention adjusting the tax annually for inflation.

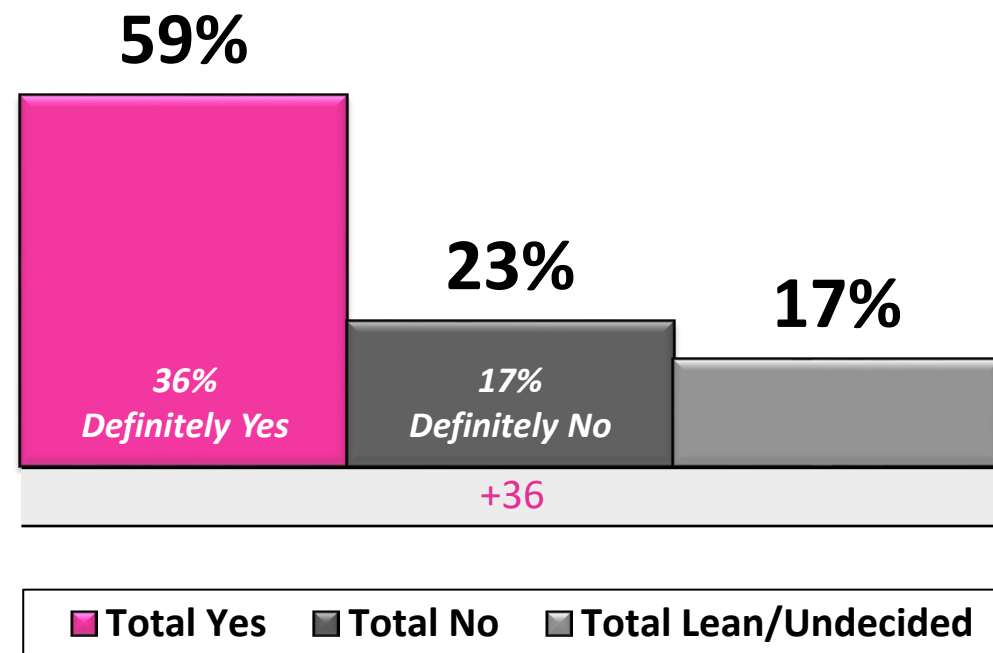
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In order to make more general fund revenues available for the purposes set forth below, shall Poudre School District R-1 taxes be increased by up to \$29,000,000 annually commencing in tax collection year 2025 pursuant to and in accordance with the Debt Free Schools Act, with the effect that more general fund revenue will be available to improve and maintain the quality of education including but not limited to:

- *Attracting and retaining the best teachers and school support staff by maintaining competitive salaries and providing necessary classroom materials;*
- *Maintaining and improving school buildings and facilities used by teachers, students, librarians and other staff to ensure a secure, adequate and comprehensive learning environment;*
- *Enhancing school counseling and other services for mental health and suicide prevention; and*
- *Expanding classrooms for career, technology, and skilled trades classes that provide students with real world job skills;*

And shall such additional revenue from this tax be deposited into the supplemental capital construction, technology and maintenance fund and used for ongoing cash funding for capital construction, new technology upgrades, and maintenance needs of the District; and provided that expenditures will be subject to an annual audit and citizen oversight; and shall the District be authorized to collect, retain and spend all revenues from such taxes as a voter approved revenue change?

Asked of Sample B (N=200)



Better teacher pay and general support for funding public schools were the top reasons provided by “yes” voters.

	# of mentions
Better teacher pay	49
Support funding for public education	33
Upgrade facilities/buildings	25
Provide more resources for students (e.g. mental health, facilities, curriculum)	18
Avoid school closures	15
Attract and retain good teachers	14
Investment in education/children is important	13

“Attracting qualified individuals as well as keeping qualified educators is important to the continued success of our community.”
Female, Age 65+, Democrat

“I always vote for school funding. It is important to keep our schools the best for my kid’s education and our property values.”
Male, Age 45-54, Independent

“I’m hoping if the Poudre School District gets more money from taxes they won’t have to close more schools.”
Female, Age 45-54, Independent

What are the one or two main reasons why you would vote (Yes in favor of /No against) this proposal?
 COMBINED RESPONSES

Opposition to new taxes and concerns about how the District handles funds were the top reasons residents would vote no.

	# of mentions
Taxes are already too high / cannot afford additional taxes	36
Concerns about mismanagement of funds or lack of trust in school leadership	25
Disagreement with the school district's policies, priorities, or values (e.g. teaching CRT, gender ideology, focus on mental health etc.)	22
Perception that the school district spends too much on administration	6
Belief that the school district should better utilize existing resources	5
Concerns about declining enrollment or underutilized schools	2

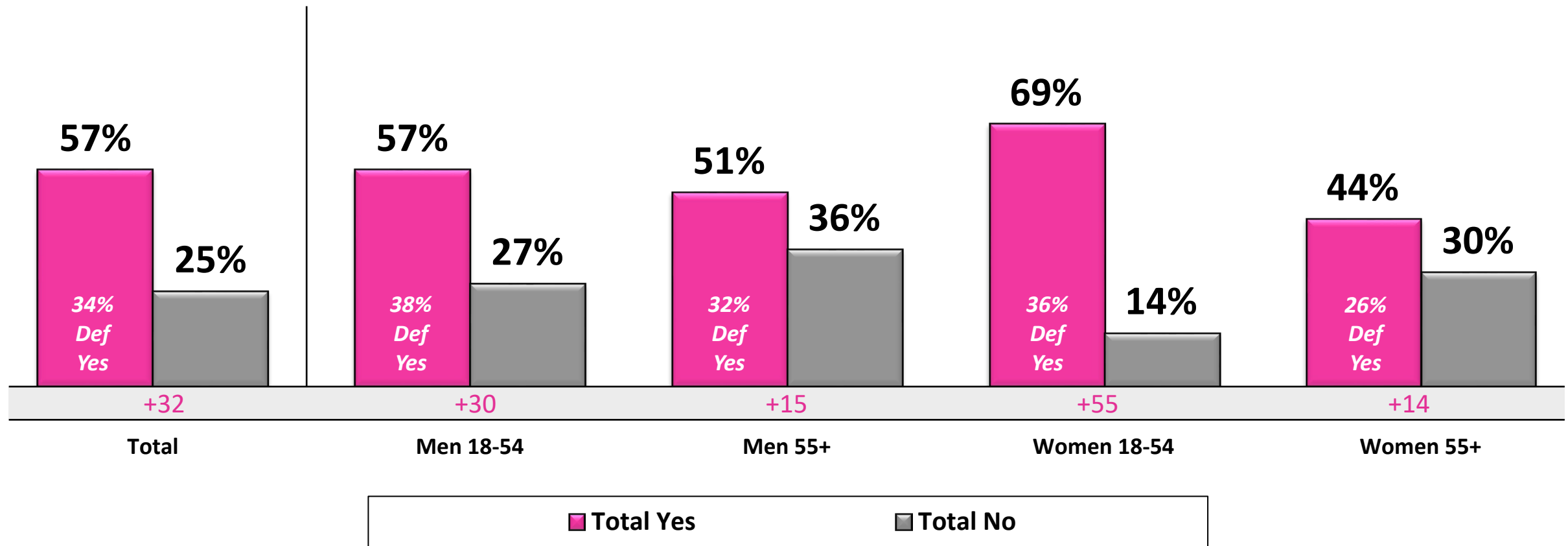
"Increased tax does not match any raise in my income to enable me to afford to pay it."
Male, Age 65+, Independent

"I don't trust current school administrators to spend the money in the best interest of all students."
Male, Age 55-64, Democrat

"Don't agree with the political agenda being brought into your school system."
Female, Age 35-44, Republican

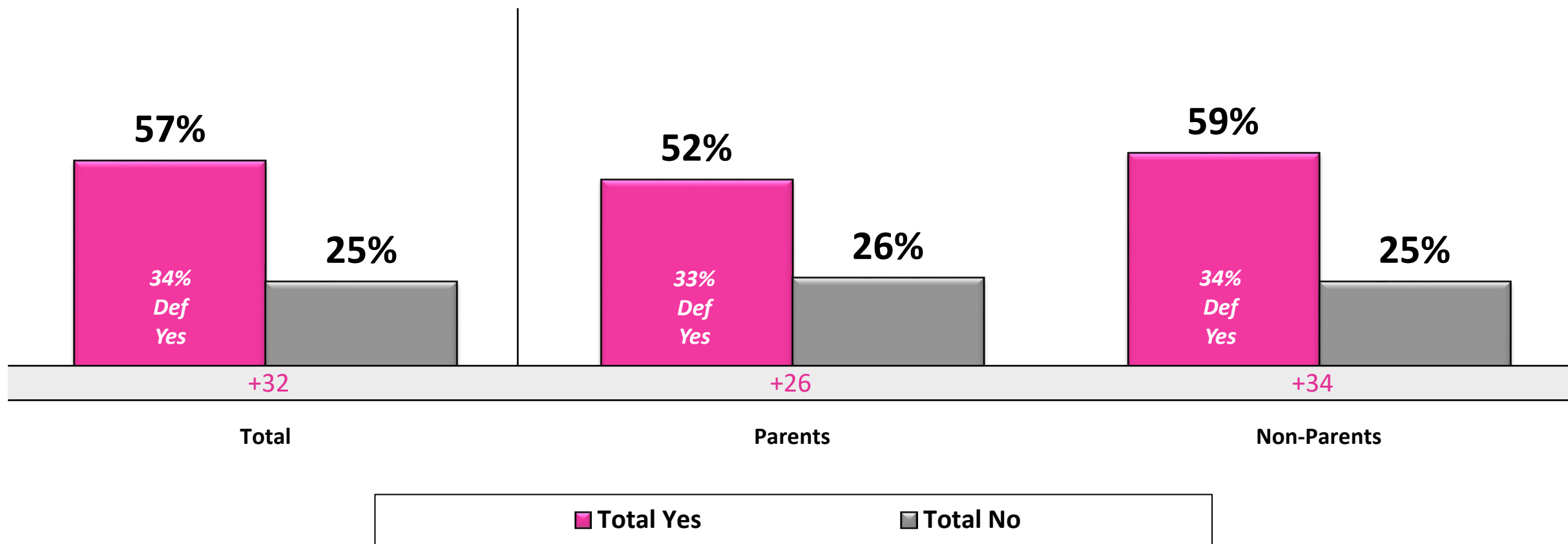
What are the one or two main reasons why you would vote (Yes in favor of /No against) this proposal?
 COMBINED RESPONSES

We combined the two variations of the proposal to have greater confidence in sub-groups. Younger voters, particularly women, are most likely to say they would vote yes.



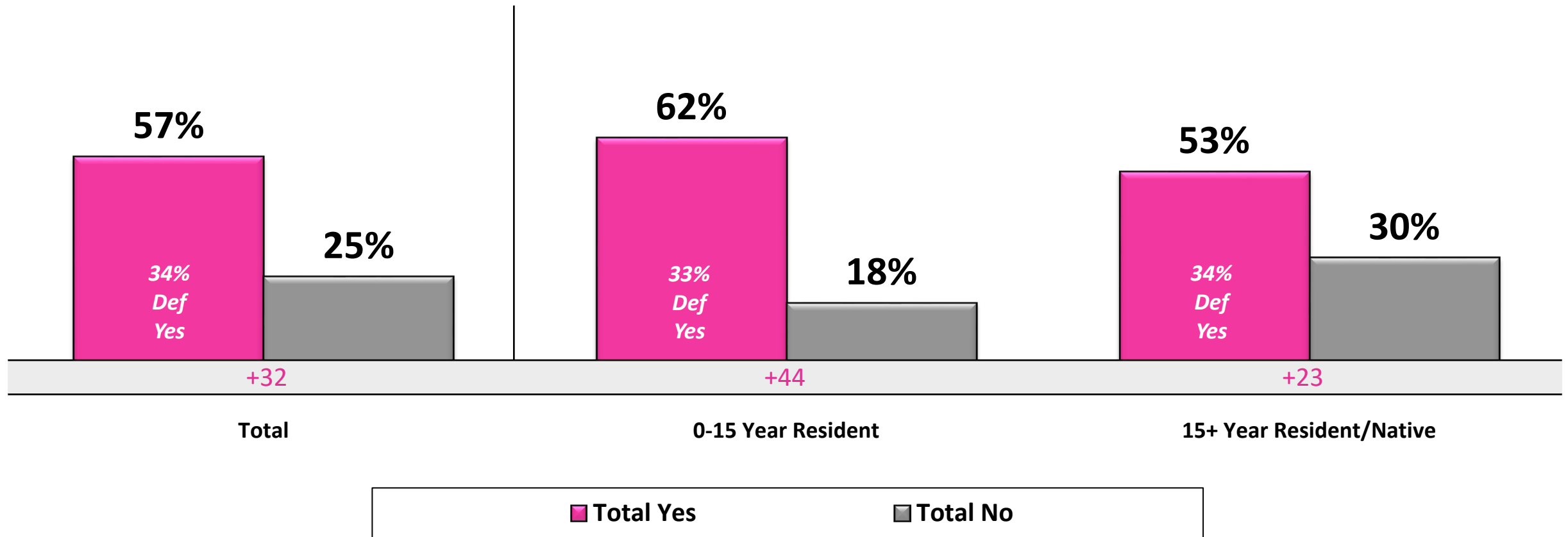
Initial Ballot - COMBINED

Parent status doesn't bear much of a relationship to support on this proposed measure.



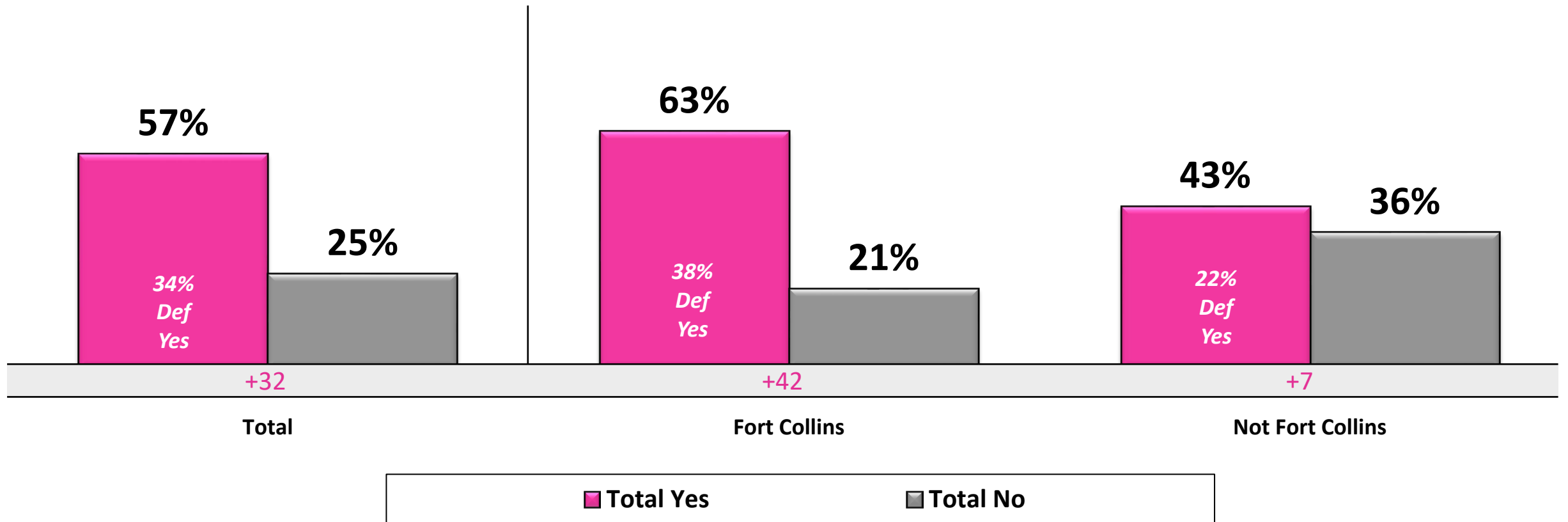
Initial Ballot - COMBINED

Newer residents to the District are more supportive than residents who have lived in the District more than 15 years.



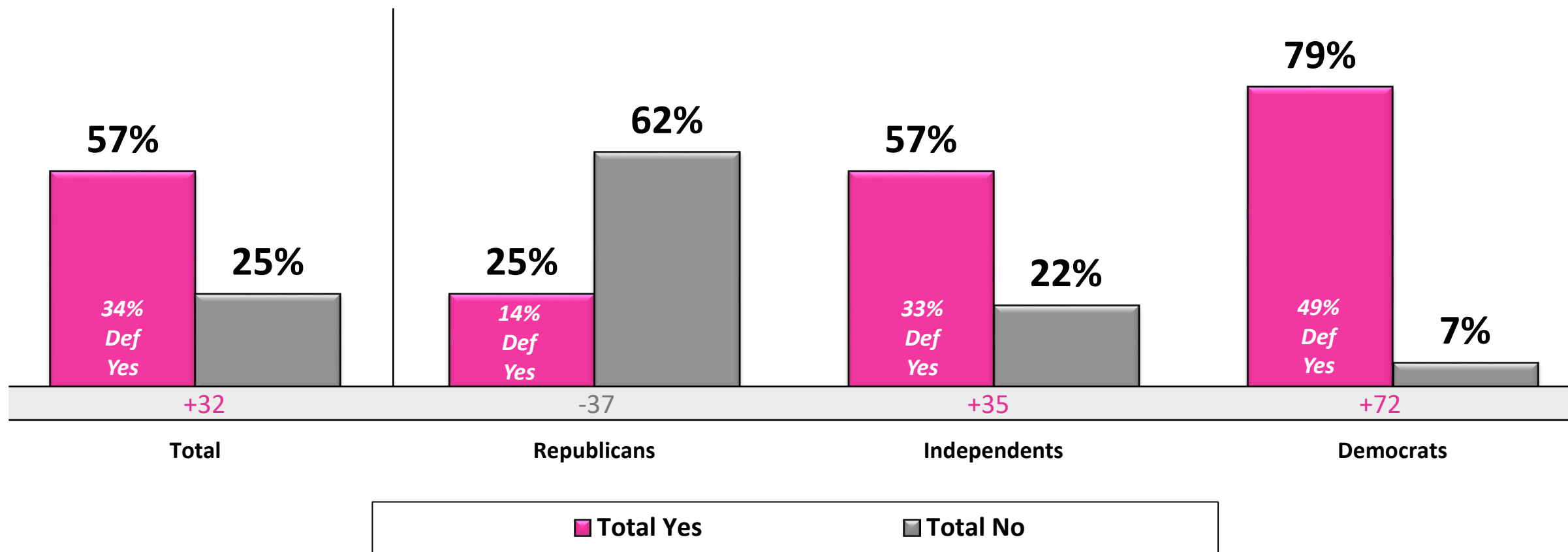
Initial Ballot - COMBINED

Residents of Fort Collins are far more likely to be in support than those outside City boundaries.



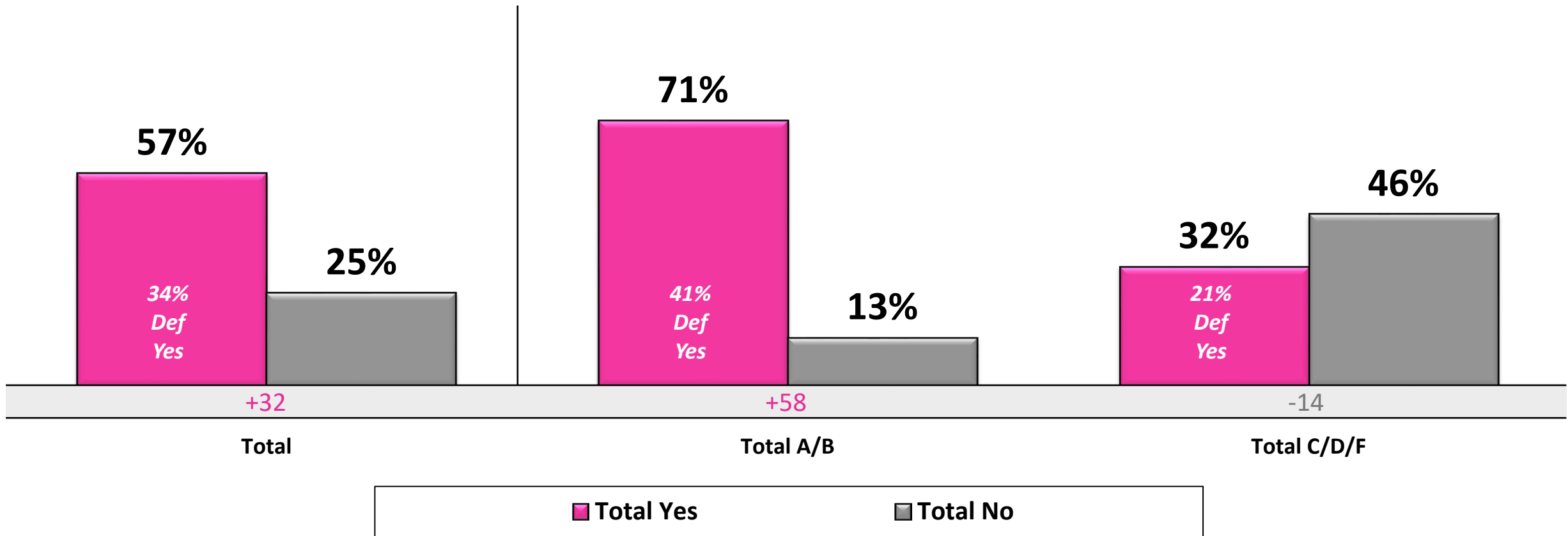
Initial Ballot - COMBINED

Party is a strong indicator for support or opposition. Independents and Democrats are much more likely to say they would vote yes.



Initial Ballot - COMBINED

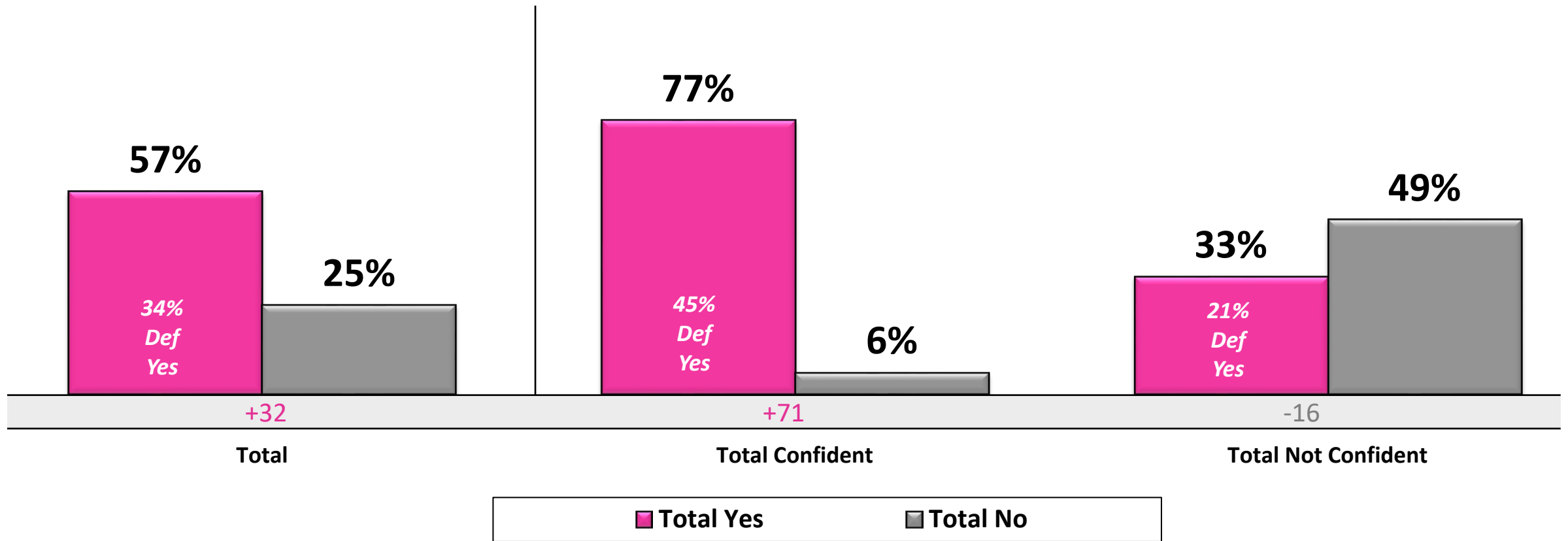
Voters who grade Poudre Schools as a "B" grade or higher are more likely to vote yes for the proposed measure.



Initial Ballot - COMBINED

Support for the measure is also closely linked to confidence in the District's ability to handle money wisely.

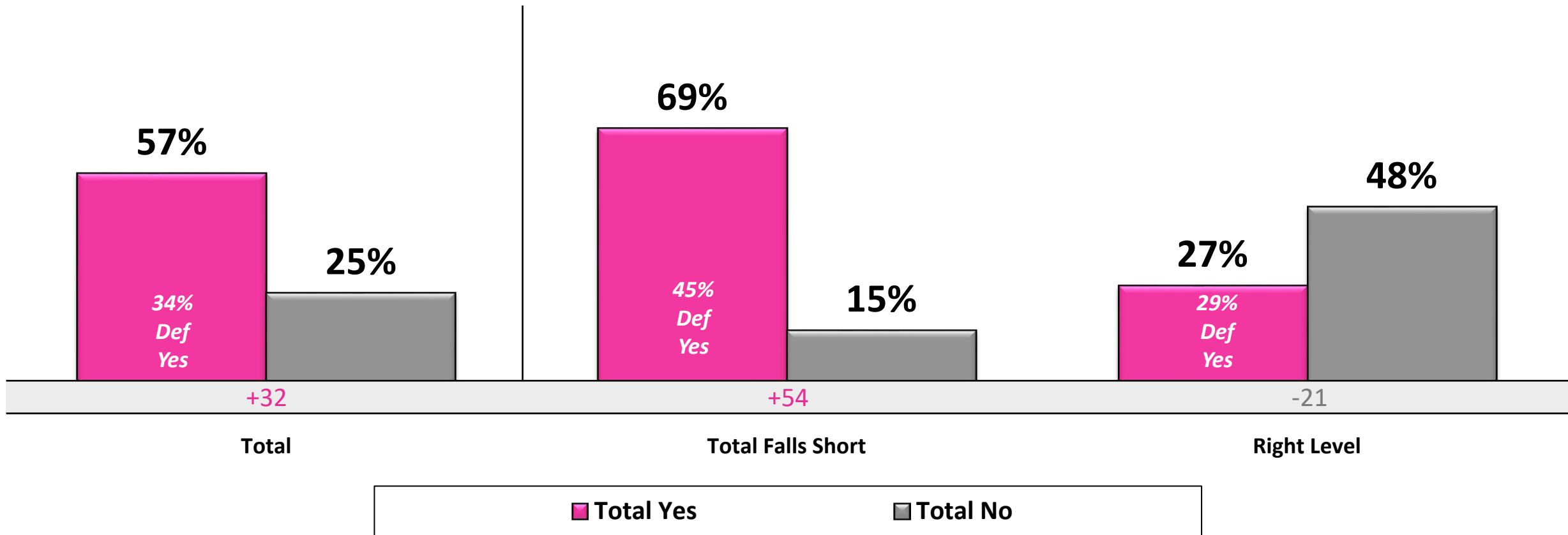
How confident would you say you are that Poudre School District is handling taxpayer money wisely?



Initial Ballot - COMBINED

Opinions on teacher pay are aligned to yes votes as well. The more voters view teacher pay as falling short, the more likely they are to say they would vote yes.

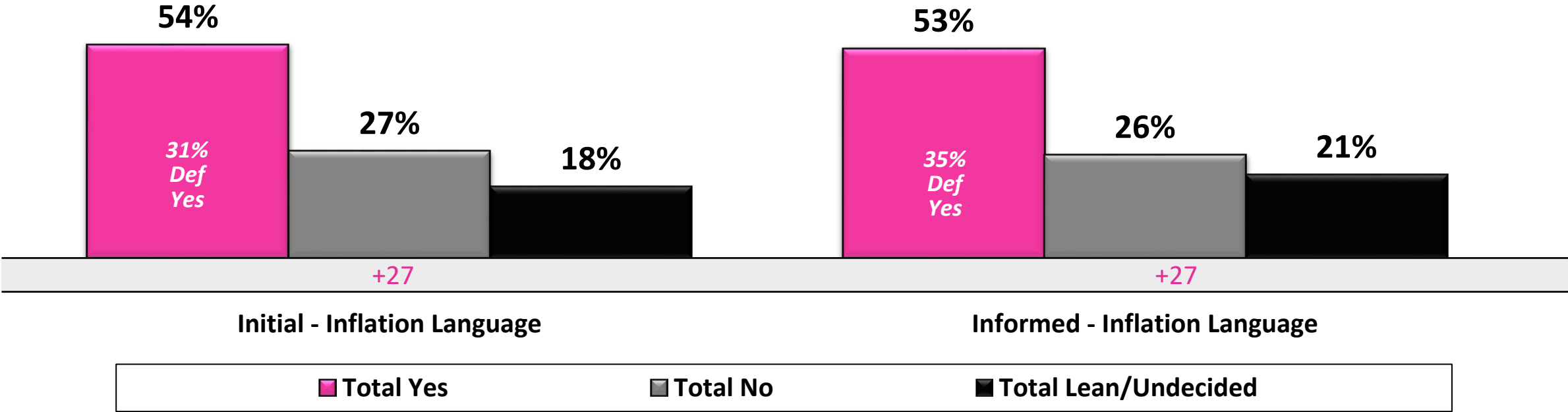
Do you think pay for Poudre School District teachers is excessive, falls short of what it ought to be – or is it at about the right level?



Initial Ballot – COMBINED

For those that heard the ballot language that included the inflation language, hearing about the personal financial impact doesn't do much to move voters towards a yes or no vote.

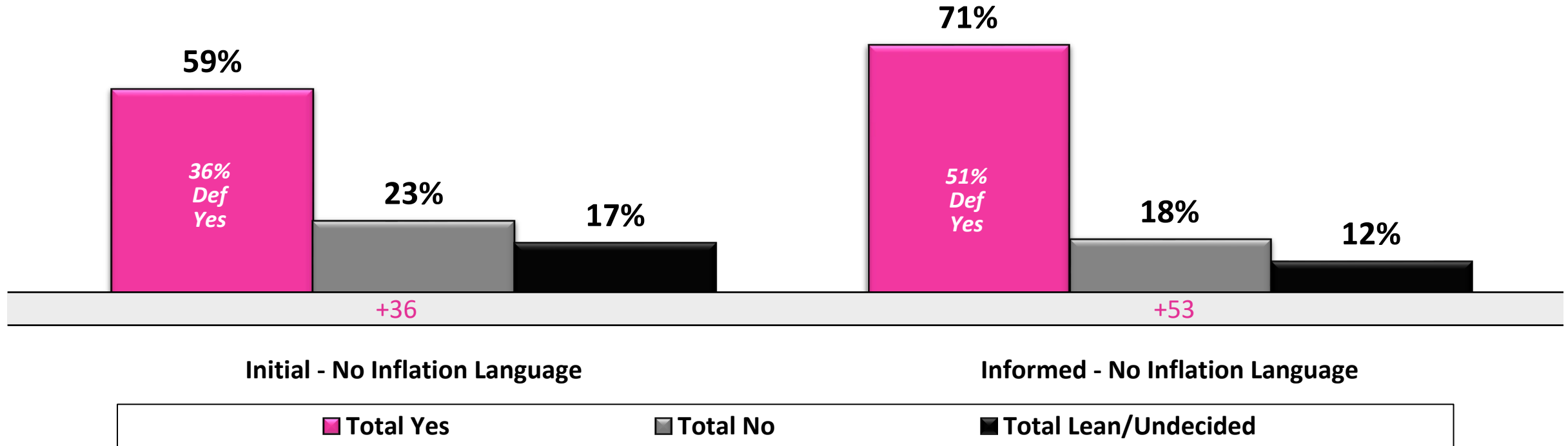
If voters approve this proposal, it would not increase the tax rate in the first year as the District is retiring debt resulting in neutral revenue. It would only increase with the consumer price index for our region each year after that.



*Knowing that, would you then vote Yes in support of the proposal or vote No against it?
 Asked of Sample A (N=200)*

There was significant movement among those who heard the ballot language without inflation language and that the tax rate wouldn't increase at all.

If voters approve this proposal, it would not increase the tax rate, as the District is retiring debt resulting in neutral revenue.



*Knowing that, would you then vote Yes in support of the proposal or vote No against it?
 Asked of Sample B (N=200)*



Communicating About the Potential Ballot Measure

Attracting and retaining teachers and providing workforce-aligned education for students are the most important funding priorities for residents.

Funding Proposals Ranked by Extremely Important

	Extremely Important	Ext/Very Important
Attracting and retaining the best teachers and school support staff by maintaining competitive salaries and providing necessary classroom materials.	59%	88%
Providing the education that today's students will need for tomorrow's jobs and careers.	49%	90%
Providing high quality instruction and related materials to increase student growth and achievement.	47%	85%
Providing arts, music and physical education supplies and facilities so students receive a well-rounded education.	42%	81%
Continuing the District's commitment to academic excellence and accountability.	41%	84%
Ensuring an adequate and comprehensive learning environment.	41%	79%
Expanding classrooms for career, technology, and skilled trades classes that provide students with real world job skills.	37%	81%
Providing books, technology and other library materials and facilities so students can learn research and needed skills for the jobs of the future.	36%	78%
Enhancing school counseling and other services for mental health and suicide prevention.	35%	68%

The following are some specific things which MIGHT be funded if a proposal is placed on the ballot. Keeping in mind that it is difficult for everything to be equally important, please indicate how important each one of these is to you personally. Is it extremely important, very important, somewhat important, or not very important to ensure funding is dedicated to that purpose?

Less than half say that keeping all schools open and fully staffed is extremely or very important, third to last before early childhood education and aquatic facility funding.

Funding Proposals Ranked by Extremely Important

	Extremely Important	Ext/Very Important
Improving safety and security at school buildings.	33%	74%
Replacing outdated electrical, plumbing, and HVAC systems, and addressing other repairs and renovations to extend the useful life of school buildings and reduce emergency repairs.	29%	76%
Keeping all schools open and fully staffed, including those identified for possible closure due to low enrollment.	25%	48%
Providing physical education and team sports facilities and equipment to better teach teamwork, cooperation and other important skills.**	24%	62%
Maintaining and improving school buildings and facilities used by teachers, students, librarians and other staff.	23%	70%
Ensuring an adequate learning environment by ensuring classrooms have air conditioning.	22%	58%
Renovating existing classroom to provide more opportunities for early childhood education classes.	11%	38%
Operating and maintaining the school district's share of the aquatic facility to be built by the City of Fort Collins.*	6%	21%

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*Sample A, N=200**Sample B, N=200

The same funding priorities rise to the top for voters consistently across age and gender.

Men 18-34	Men 55+	Women 18-54	Women 55+
Attract/retain teachers & support staff 52%	Attract/retain teachers & support staff 62%	Attract/retain teachers & support staff 64%	Attract/retain teachers & support staff 61%
Provide education today for tomorrow 51%	Provide education today for tomorrow 57%	Provide high-quality instruction 44%	Provide high-quality instruction 52%
Provide high-quality instruction 45%	Continue commitment to excellence/accountability 49%	Provide arts/music/P.E. supplies 43%	Expand classrooms 50%
Provide arts/music/P.E. supplies 44%	Provide high-quality instruction 49%	Enhance mental health/suicide prevention 43%	Provide education today for tomorrow 49%
Ensure adequate/comprehensive learning environment 41%	Providing books/tech/other library materials 41%	Provide education today for tomorrow 42%	Provide arts/music/P.E. supplies 48%

Showing % Extremely Important

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Regardless of parent status, voters tend to find the same few funding items to be extremely important.

Parents
Attract/retain teachers & support staff 59%
Provide high-quality instruction 48%
Continue commitment to excellence/accountability 48%
Provide education today for tomorrow 47%
Ensure adequate/ comprehensive learning environment 42%

Non-Parents
Attract/retain teachers & support staff 61%
Provide education today for tomorrow 51%
Provide high-quality instruction 47%
Provide arts/music/P.E. supplies 44%
Ensure adequate/ comprehensive learning environment 41%



The “keeping all schools open” funding item ranked 12th for parents and 13th for non-parents.

Showing % Extremely Important

The following are some specific things which MIGHT be funded if a proposal is placed on the ballot. Keeping in mind that it is difficult for everything to be equally important, please indicate how important each one of these is to you personally. Is it extremely important, very important, somewhat important, or not very important to ensure funding is dedicated to that purpose?

There is also consistency across party lines.

GOP
Attract/retain teachers & support staff 46%
Provide high-quality instruction 42%
Provide education today for tomorrow 42%
Improve safety/security 36%
Providing books/tech/other library materials 34%

IND
Attract/retain teachers & support staff 60%
Provide education today for tomorrow 50%
Provide high-quality instruction 47%
Provide arts/music/P.E. supplies 47%
Expand classrooms 44%

DEM
Attract/retain teachers & support staff 68%
Provide education today for tomorrow 52%
Provide high-quality instruction 49%
Ensure adequate/ comprehensive learning environment 48%
Provide arts/music/P.E. supplies 47%

Showing % Extremely Important

The following are some specific things which MIGHT be funded if a proposal is placed on the ballot. Keeping in mind that it is difficult for everything to be equally important, please indicate how important each one of these is to you personally. Is it extremely important, very important, somewhat important, or not very important to ensure funding is dedicated to that purpose?

Support statements related to teacher pay and not raising the tax rate resonate the most with voters as reasons to vote yes.

		<u>% Total Convincing</u>
First year teacher salaries in the District are over 6,700 dollars less than those in Cherry Creek and \$4,000 less than in St. Vrain Schools. In order to keep well-qualified, committed teachers in our classrooms, we need to ensure that we have the funding to recognize the value of our teachers.**	% Very Convincing 52%	79%
Voters can pass a funding proposal WITHOUT raising the tax rate. It would keep the current tax rate unchanged, but take advantage of expiring bonds to ensure our school buildings can be repaired and continue to provide our children and teachers with safe classrooms and the tools they need.**	46%	79%
Providing choices and innovative programs allows for hands-on learning opportunities and can get students on the path to earning industry certifications or two-year associate's degrees and quickly moving into the workforce that can reduce the cost of college for families and provide valuable career skills for students who want to enter the workforce.*	41%	84%
The quality of our schools helps maintain our area's reputation as a great place to live. We want to ensure that we continue to have some of the higher-performing schools in the state that attract the best teachers and equip the next generation with valuable skills.**	41%	79%
The average age of our schools is more than 48 years old. Just as furnaces, roofs and plumbing have to be repaired and upgraded in older homes, so too do we have to invest in keeping up our school buildings.*	40%	84%

The following are some statements that people have made IN FAVOR OF the school funding measure. After each one, please indicate whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote YES, IN FAVOR OF this school funding measure...

*Sample A, N=200 **Sample B, N=200

More than one-in-three find these statements to be very convincing as well.

		<u>% Total Convincing</u>
Many of the heating and cooling systems, boilers, and plumbing are dated, broken, or inefficient. The District could save thousands of dollars on utility bills if we are able to phase out old systems with newer, more efficient ones.*	% Very Convincing 39%	83%
The quality of our schools helps maintain the Fort Collins area’s reputation as a great place to live. We want to ensure that we continue to have high-performing schools that attract families and the best teachers.*	39%	74%
Suicide is a leading cause of death for Colorado youth. Unfortunately, some of the burden of mental health is falling on our schools, and we need to help keep our kids safe and secure.*	39%	74%
The average age of our schools is more than 48 years old. Many classrooms do not have air conditioning and have exceeded 85 degrees at the beginning and end of the school year. That doesn’t help kids learn, nor does it attract teachers to our schools.**	37%	75%

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*Sample A, N=200 **Sample B, N=200

Age and gender have a significant impact on which statements resonate and how strongly.

Men 18-34	Men 55+	Women 18-54	Women 55+
First year teacher salaries** 55%	Average age of schools – invest to keep up building* 42%	First year teacher salaries** 65%	Can pass a funding proposal w/out raising tax rate** 47%
Industry certifications/ associate's degrees* 43%	Great place to live – attract families and best teachers* 42%	Can pass a funding proposal w/out raising tax rate** 60%	First year teacher salaries** 40%
Average age of schools – invest to keep up building* 42%	First year teacher salaries** 42%	Average age of schools – air conditioning** 48%	Industry certifications/ associate's degrees* 38%
Great place to live – best teachers & equip next gen** 41%	Great place to live – best teachers & equip next gen** 40%	Save on utility bills* 47%	Great place to live – attract families and best teachers* 35%
Great place to live – attract families and best teachers* 40%	Industry certifications/ associate's degrees* 37%	Great place to live – best teachers & equip next gen** 46%	Save on utility bills* 35%

Showing % Very Convincing

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*Sample A, N=200 **Sample B, N=200

NEW BRIDGE STRATEGY

Fort Collins residents overall found the support statements more compelling than residents outside of Fort Collins.

Fort Collins
First year teacher salaries** 58%
Can pass a funding proposal w/out raising tax rate** 51%
Great place to live – best teachers & equip next gen** 47%
Average age of schools – invest to keep up building* 45%
Mental health* 45%

Not Fort Collins
Industry certifications/ associate's degrees* 41%
First year teacher salaries** 40%
Can pass a funding proposal w/out raising tax rate** 38%
Great place to live – attract families and best teachers* 38%
Average age of schools – air conditioning** 32%

Showing % Very Convincing

The following are some statements that people have made IN FAVOR OF the school funding measure. After each one, please indicate whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote YES, IN FAVOR OF this school funding measure...

*Sample A, N=200 **Sample B, N=200

The two statements about first year teacher salaries and not increasing the tax rate were similarly convincing for both parents and non-parents.

Parents
First year teacher salaries** 50%
Can pass a funding proposal w/out raising tax rate** 48%
Great place to live – attract families and best teachers* 44%
Save on utility bills* 41%
Average age of schools – air conditioning** 40%

Non-Parents
First year teacher salaries** 53%
Can pass a funding proposal w/out raising tax rate** 46%
Mental health* 45%
Great place to live – best teachers & equip next gen** 43%
Average age of schools – invest to keep up building* 42%

Showing % Very Convincing

The following are some statements that people have made IN FAVOR OF the school funding measure. After each one, please indicate whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote YES, IN FAVOR OF this school funding measure...

*Sample A, N=200 **Sample B, N=200

There are some differences by political party in terms of which statements resonate most.

GOP
Great place to live – attract families and best teachers* 35%
Mental health* 34%
Can pass a funding proposal w/out raising tax rate** 31%
Industry certifications/ associate's degrees* 30%
Great place to live – best teachers & equip next gen** 23%

IND
First year teacher salaries** 60%
Can pass a funding proposal w/out raising tax rate** 51%
Great place to live – best teachers & equip next gen** 44%
Industry certifications/ associate's degrees* 43%
Average age of schools – invest to keep up building* 43%







DEM
First year teacher salaries** 64%
Great place to live – attract families and best teachers* 56%
Save on utility bills* 55%
Industry certifications/ associate's degrees* 52%
Average age of schools – air conditioning** 50%

Showing % Very Convincing

The following are some statements that people have made IN FAVOR OF the school funding measure. After each one, please indicate whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote YES, IN FAVOR OF this school funding measure...

*Sample A, N=200 **Sample B, N=200

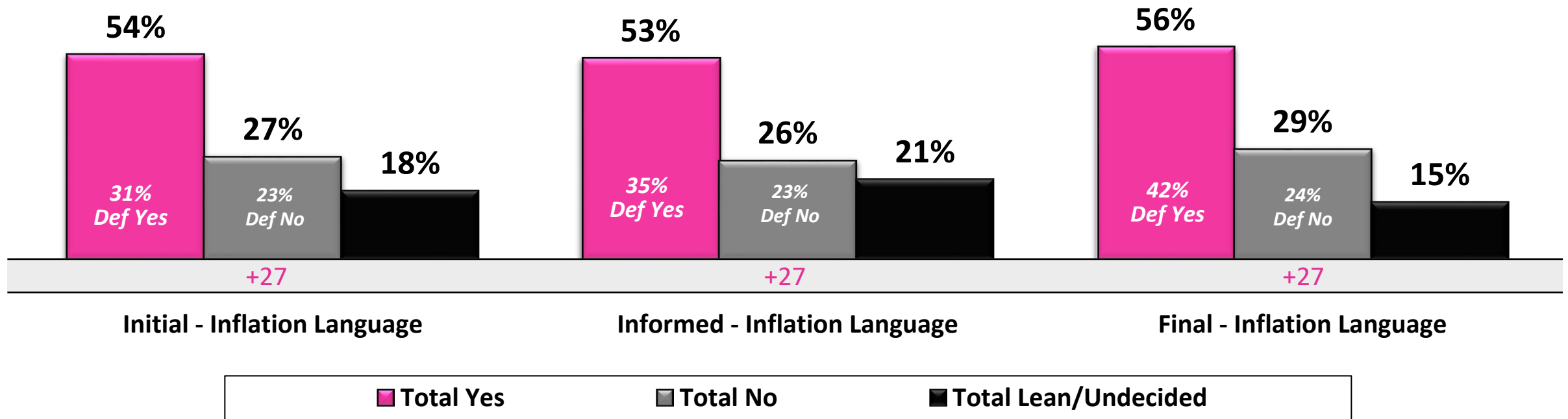
The opposition statements are not as convincing to voters; however, the statement about increasing property taxes does reach the 30-percent very convincing threshold.

	% Very Convincing	% Total Convincing
Property values in our area just went up on average 40% increasing everyone's taxes. Now is not the time to ask to keep more funds, no matter what the cause.*	 30%	55%
We shouldn't be giving more tax dollars to liberal, union run schools that are pushing anti-family values onto our students instead of focusing on the basics of a good education.*	 28%	37%
We cannot trust Poudre School District to spend this money wisely. The District needs to tighten its belt and live within its means like most families.*	 24%	49%
The District should have enough money already, especially with property values increasing and a tax increase that voters approved just five years ago for paying teachers more.**	 20%	52%
The district is considering closing up to eight schools. They can use this cost savings to address their needs.	 19%	48%
The School District just doesn't get it. They want to spend money on things like air conditioning and swimming pools, when we ought to be focused on kids learning the basics.**	 11%	35%

The following are some statements that people have made AGAINST this school funding proposal. After each one, please tell me whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote NO, AGAINST the measure...

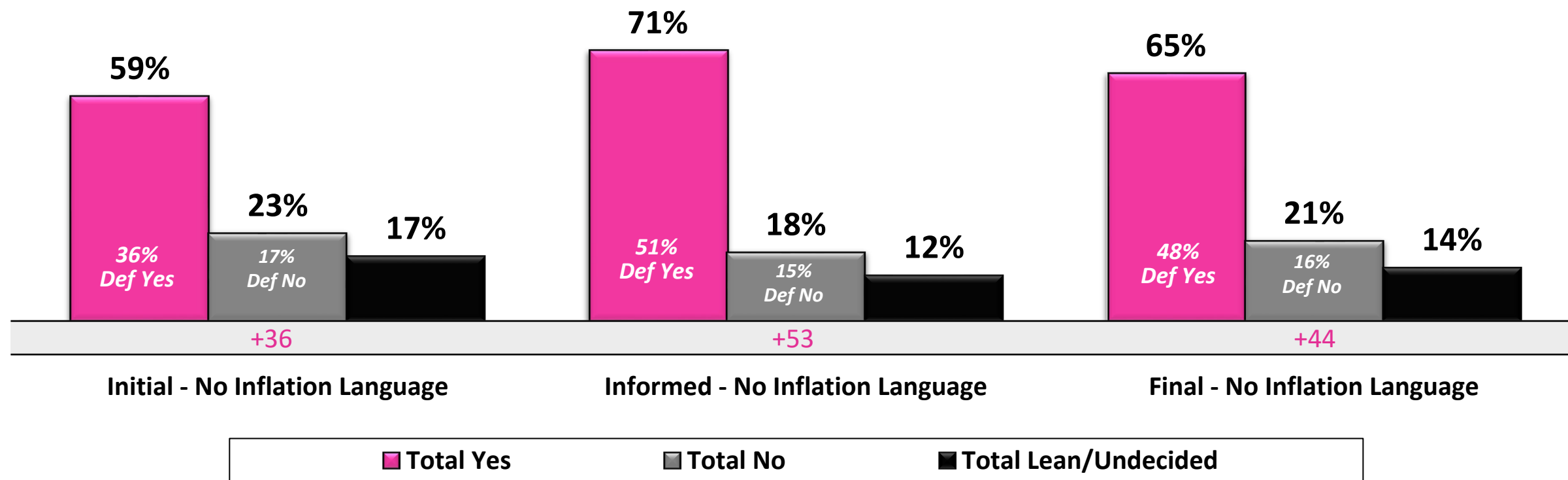
*Sample A, N=200 **Sample B, N=200

After learning more, there is little movement among those who heard the ballot language that includes the inflation language.



*Having heard all of this, please tell me again if the election were being held today and this proposal was on the ballot, would you vote Yes or No on the following question...
 Asked of Sample A (N=200)*

However, those who heard the ballot language without the inflation language continue to be more likely to say they would vote yes after learning more.



*Having heard all of this, please tell me again if the election were being held today and this proposal was on the ballot, would you vote Yes or No on the following question..
 Asked of Sample B (N=200)*



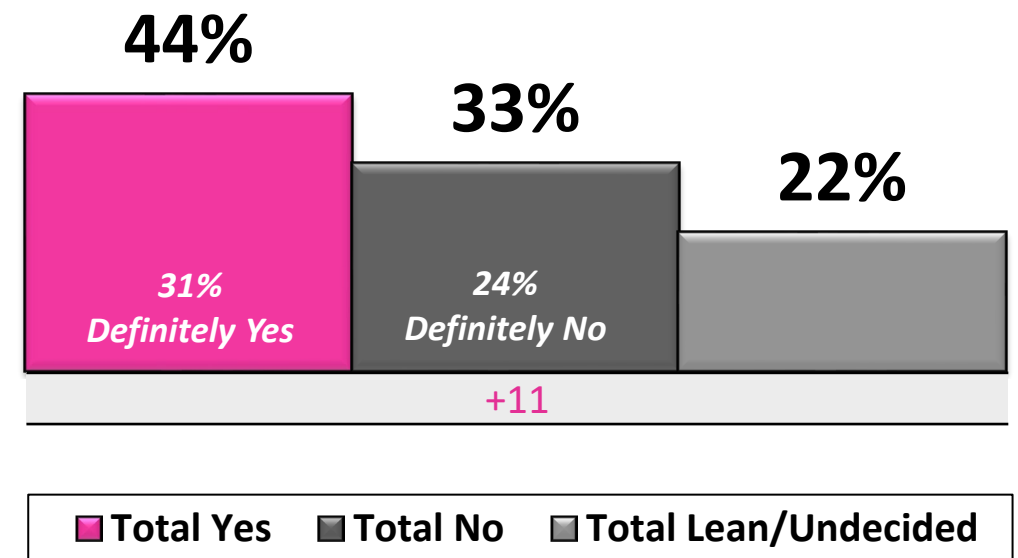
Potential Ballot Measure to Keep Schools Open

The potential measure to keep schools open across the District doesn't start out with as much support as the other measure does. Just over two-in-five say they would vote yes initially.

There could be a different proposal on the ballot as well sometime in the future – so again please tell me if the election were being held today and the following proposal is on the ballot, would you vote Yes or No on it. It would read as follows...

Shall Poudre School District R-1 taxes be increased \$8,000,000 for tax collection year 2025 and by such amount, increasing at the rate of inflation, annually thereafter through a 1.64 mill increase for the purposes of keeping all schools identified for possible closure due to low enrollment open and fully staffed

and shall the District be authorized to collect, retain and spend all revenues from such taxes as a voter approved revenue change?



Those who support the measure say neighborhood schools are important and want them to remain open.

	# of mentions
Keep neighborhood schools open/prevent closures	45
Support education/funding for schools	26
Retain teachers/pay teachers more	15
Smaller class sizes	6
Education is important for the future	6

“To keep Johnson Elementary, among other schools, open. Closures are a disruption to the well-being of the children attending these schools.”
Male, Age 35-44, Republican

“Closing schools now is short-sighted as it is only inevitable that the population will grow, and enrollment will increase.”
Male, 65+, Democrat

“I don’t want to see schools closed in my town. It’s important to keep good teachers employed and kids in neighborhood schools.”
Female, Age 18-34, Democrat

What are the one or two main reasons why you would vote Yes in favor of this proposal?

Those who said they would vote no believe schools should be closed if they are underutilized. There is also general anti-tax sentiment.

	# of mentions
Schools should be closed if underutilized/low enrollment	53
Opposed to tax increase/taxes too high	48
Mismanagement/waste of funds by the school district	21
Disagreement with the school district's agenda/policies	14
Inflation/cost of living concerns	10
Preference for homeschooling/private schools	7

What are the one or two main reasons why you would vote No against this proposal?

"If the district cannot afford to keep schools open, then it is a responsible financial decision to close schools and keep to a budget."

Female, Age 18-34, Republican

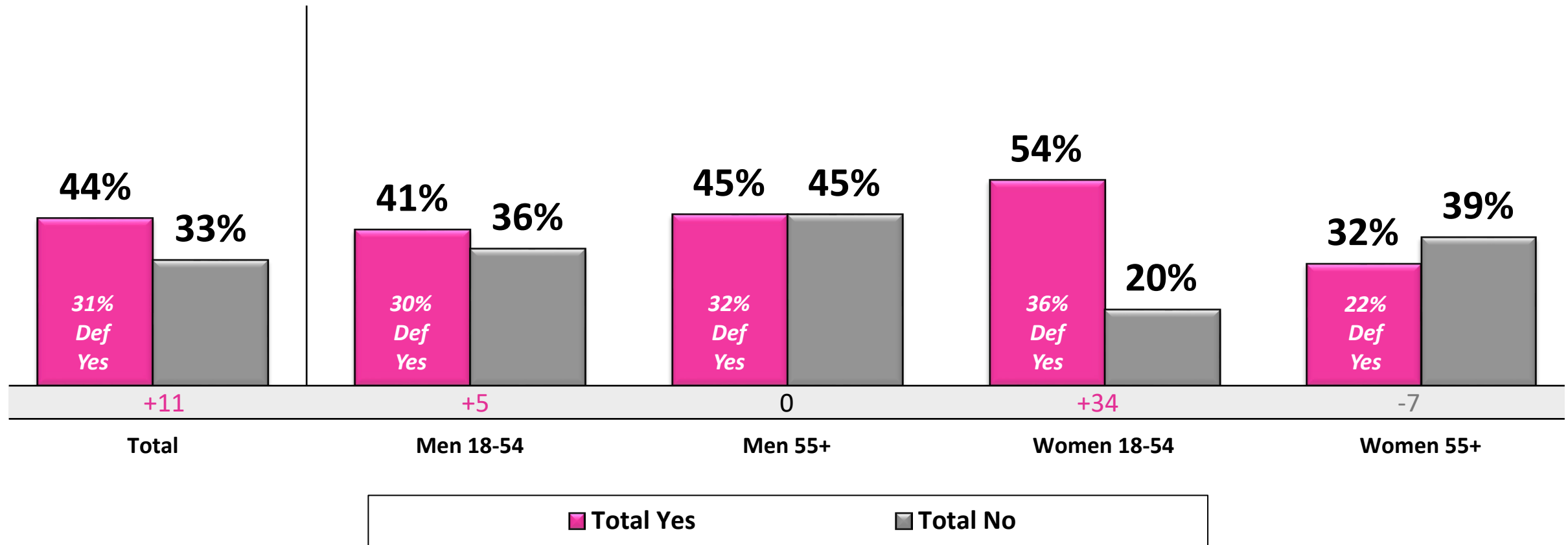
"Close the schools if there are not enough students to warrant the school remaining open. Demographic changes require closure in older neighborhoods where the majority of homes are empty nesters."

Female, Age 65+, Independent

"Schools need to change as neighborhoods change. Closing schools in some areas while opening new schools in other areas is a natural effect."

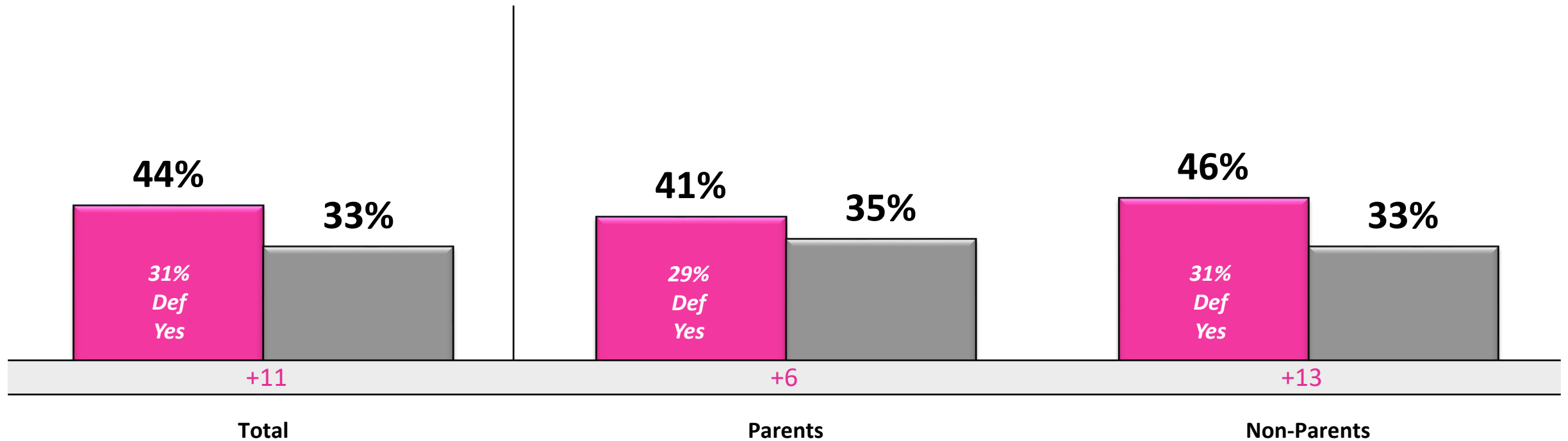
Male, Age 35-44, Independent

Similar to the other potential ballot proposal, younger women are most likely to be supportive.



Initial Ballot

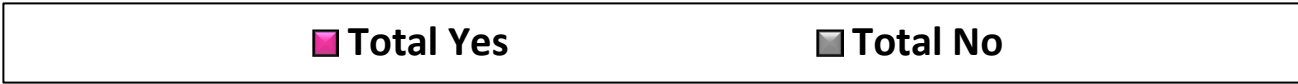
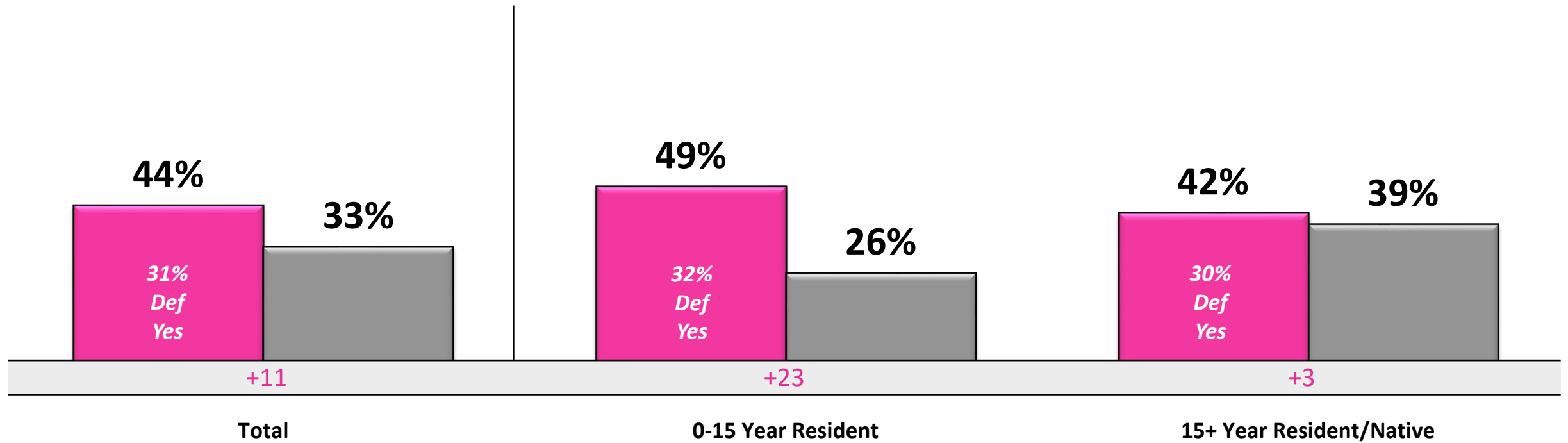
Voters without kids at home are slightly more supportive, parents tend to be more split on this potential measure.



■ Total Yes ■ Total No

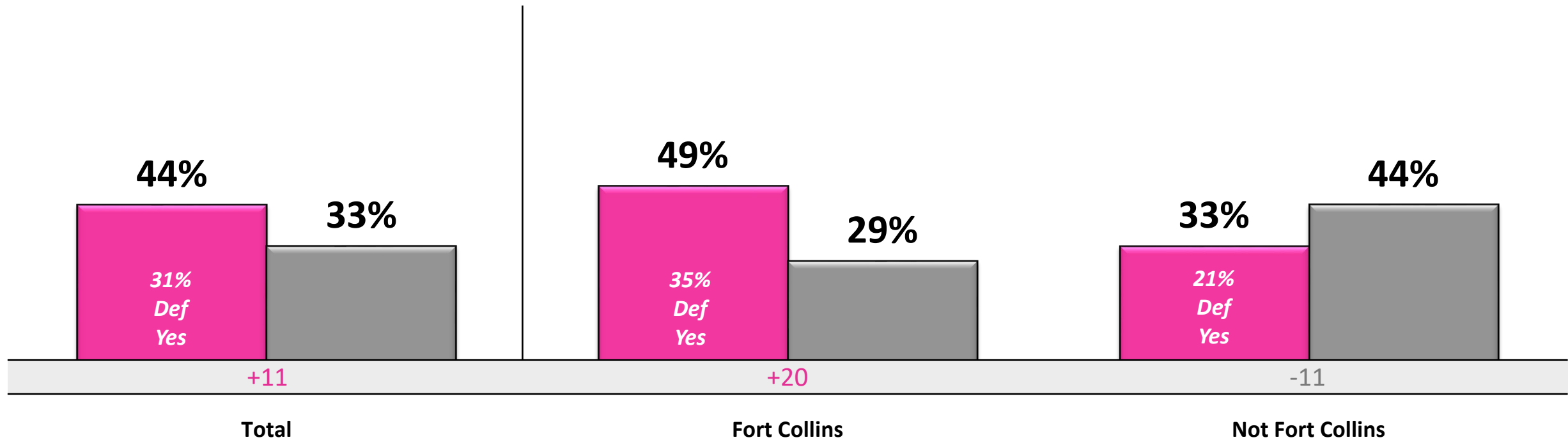
Initial Ballot

Newer residents are just slightly more supportive than longer term residents.



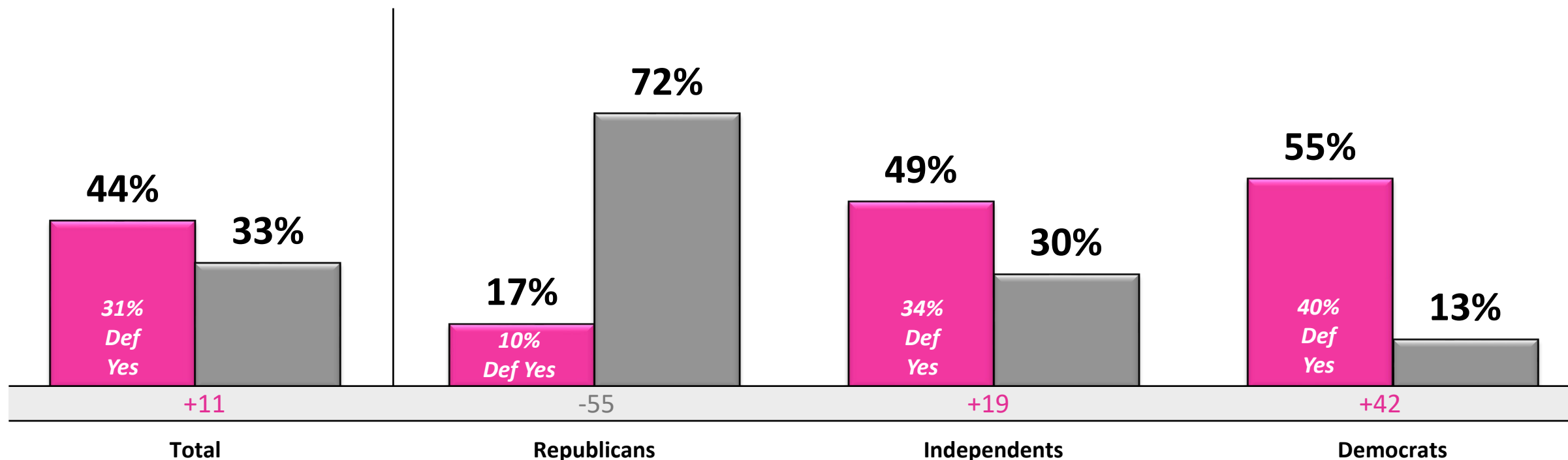
Initial Ballot

Voters inside City limits are more likely to say they would vote yes, but support doesn't reach the critical 50-percent threshold.



Initial Ballot

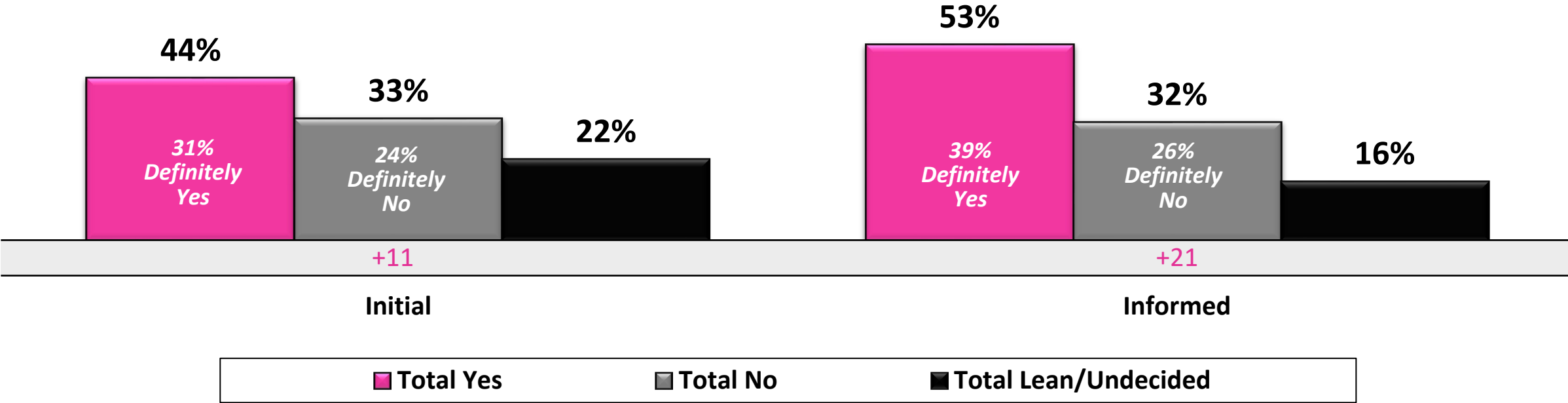
There are distinctions by party again, but support for this proposal is lower than for the previous one among all party sub-groups.



Initial Ballot

Learning about the personal financial impact of the measure does push some voters from “undecided” or “lean” into the “yes” category.

If voters approve this proposal, it would raise taxes by \$71 annually for a home valued at 700,000.



Knowing that, would you then vote Yes in support of the proposal or vote No against it?

Those who move into the "yes" category from initial to informed tend to be female, younger and Democratic. Though please note, this is a very small sample size of voters and is not statistically significant.

<i>Top Sub-Groups – Movers to Yes (10%)</i>	
Democratic Men	16%
Ages 18-34	15%
Women Ages 18-54	15%
Democrats	15%
Independent Women	15%
Moms	15%

When provided with a simulation of the pro's and con's on the potential measure, two-in-three side with the yes rationale.



People who say we should vote Yes say that keeping open small, neighborhood schools ensure students have the individual attention they need to learn and thrive. Teachers can better know each student and parents gain a greater sense of community.

63%



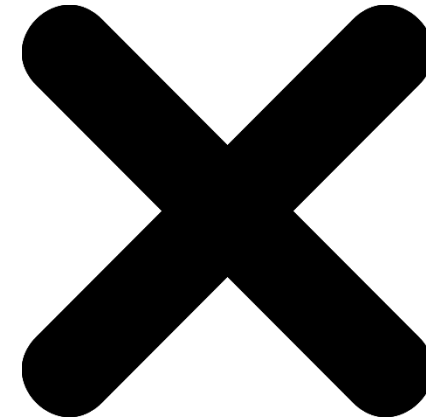
People who say we should vote No say that when schools have few students, the cost to keep them open on a per student basis increases dramatically, draining resources from other students. We have schools less than a mile apart where students could attend.

35%

Thinking about this proposal some more – which one comes closest to what you think?

Male sub-groups and older residents are most likely to side with the “vote no” statement.

<i>Top Subgroups – Vote No Statement (35%)</i>	
Not Fort Collins Men	60%
Republicans	57%
Long-term Resident Men	50%
Dads	49%
<College Men	48%
Men 55+	47%
0-15 Year Residents	47%
Parents with kids younger than kindergarten	46%
Men	43%
Not Fort Collins	43%
White men	43%
Age 65+	42%
Men 18-54	41%
Men without kids	41%
Homeowner 55+	40%
College+ Men	40%





The Bottom Line

The Bottom Line

- Voters have fairly positive views of the District. Two-in-five grade the District with a “B” grade or better and most say that Poudre schools are about the same or better than other public schools across the state. Most trust the District to handle taxpayer money wisely.
- Regardless of the version of the ballot language voters saw, there is majority support for the proposal. The ballot language that does not include the inflation language tests slightly better. Those that say they would vote yes want to see better pay for teachers and more funds towards public education.
- Learning about the personal financial impact of the measure doesn’t do much to move voters who heard the ballot language with the inflation language. However, that information for those who heard the version of the ballot language without the inflation language, has a big impact. A majority say they would definitely vote yes after hearing that the tax rate would not be increased.
- All but three funding priorities we tested reach a majority saying that the items are extremely or very important to fund. Keeping schools open, early childhood education and funding for the aquatic center are not deemed to be extremely or very important by most. Of note, early childhood education and swimming pools test poorly – and keeping all schools open is deemed extremely or very important by fewer than half of the voters.
- The support statements for the proposal are all considered to be very compelling by voters. The statements about teacher salaries and passing the funding proposal without raising the tax rate rise to the top. The opposition statements are not as convincing to voters, however, the statement about increasing property taxes does reach the 30-percent very convincing threshold we look for when testing potential communications elements.
- Both iterations of the ballot language end up with solid majorities saying they would vote yes if the election were being held today. Again, the language without the inflation statement performs slightly better than the language that does include the inflation statement.
- The potential measure to keep schools open begins in a much weaker place with only about two-in-five saying they would vote yes initially. However, learning about the personal financial implication pushes the measure into a majority saying they would vote yes. Importantly, when we test a “vote yes” and a “vote no” statement about the measure, two thirds side with the “vote yes” statement.



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