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Parchment School District Survey on a Potential Bond Proposal

Executive Summary and Demographic Analysis

Report Draft 1

May 2024

- Educational
- Political
- Industrial
- Consumer

Contents

METHODOLOGY	1
KEY FINDINGS	3
EXECUTIVE SUMMARY	9
VOTE PROGRESSION ANALYSIS	15
Cold Vote Test On A \$38 Million Bond Proposal – Q.10	15
Proposed Improvements Ranked – Q.11 To Q.22	16
Informed Vote Test On A \$38 Million Bond Proposal – Q.23	18
Final Vote On \$38 Million Bond Proposal – Q.33	20
Arguments In Favor Ranked By Intensity	21
Arguments Against Ranked By Intensity	23
Vote On A Scaled Back Bond Proposal Of \$31 Million – Q.34	25
Vote On A Scaled Back Bond Proposal Of \$24 Million – Q.35	26
Potential Supporters To Engage Who “Lean” Yes	29
Potential Supporters To Engage Who Are “Undecided”	30
FURTHER QUESTION BY QUESTION ANALYSIS	31
Certainty Of Voting In May 2025 – Q.2	31
Means Of Voting - Q. 3	32
Education Quality Over The Past Few Years – Q.4	33
Rating The Quality Of Education Provided By The District – Q.5	35
Nearly Half Say The District Has Too Little School Funding – Q.6	36
Perception Of School Taxes – Q.7	38
Job Rating On District Financial Management – Q.8	40
Rating District Facilities – Q.9	41
SURVEY DEMOGRAPHICS	43

METHODOLOGY

EPIC ▪ MRA administered live telephone interviews with 300 registered voters who reside within the taxable boundaries of the Parchment School District. The interviews were conducted using live operator telephone interviewers, with 67 percent of all interviews conducted via cell phone. The interviews were conducted from April 26 through May 4, 2024. Respondents were included in the sample if they confirmed that they reside in the Parchment School District, and said they are very certain, somewhat certain, or will likely vote in the May 2025 election.

Respondents for the interviews were randomly selected from records of registered voter households that exhibited a history of voting in school or local government May elections and had commercially available telephone numbers. The sample was stratified so that every geographic area of the district was represented in the sample according to its contribution to the average voter turnout of past school and local government May elections.

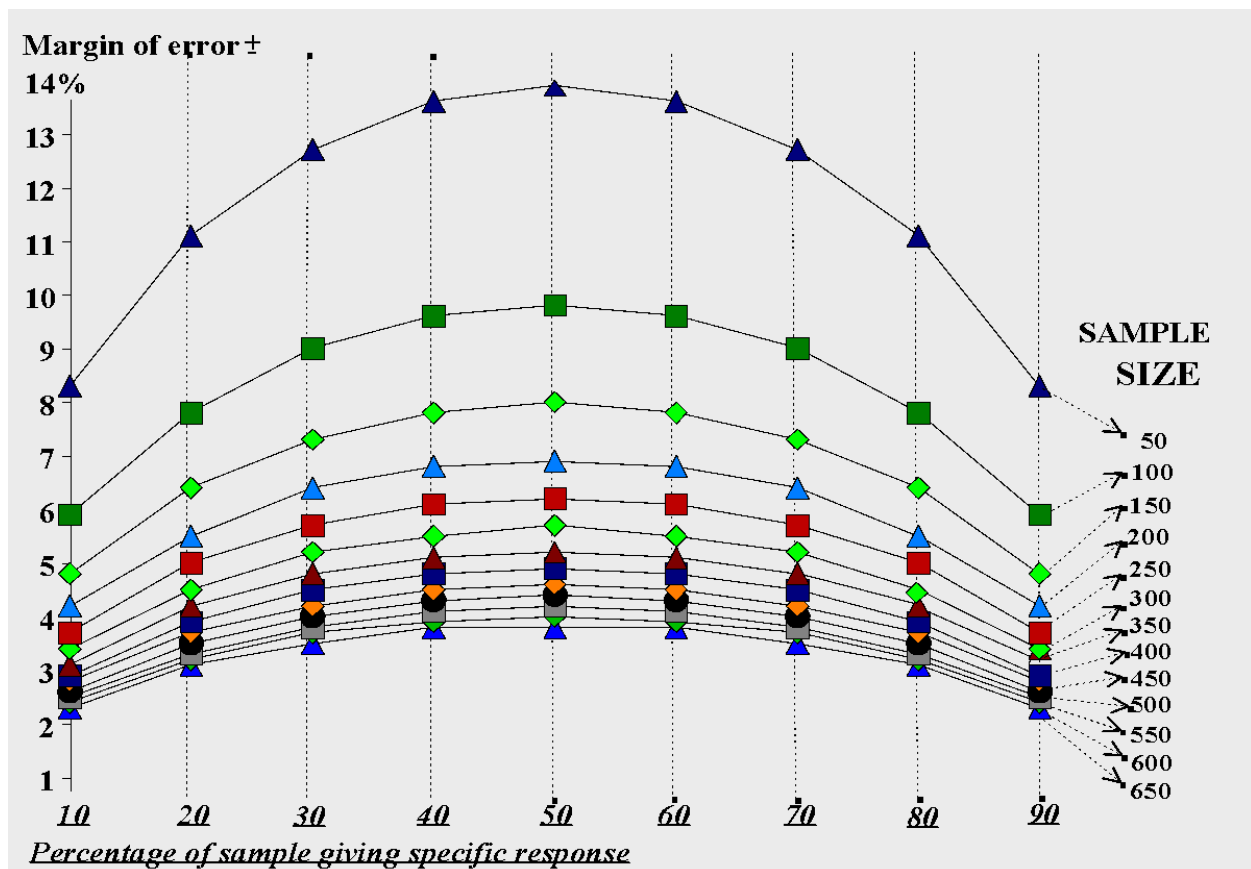
Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from those which would have been obtained if the entire population was interviewed. Sampling error depends on the total number of respondents asked a specific question. The table on the next page represents the sampling error for different percentage distributions of responses based on sample sizes.

For example, 49% of all respondents said Parchment School District had too little funding to provide a quality education to students (Q.6). As indicated in the chart that follows, this percentage would have a sampling error of plus or minus 5.7 points; meaning that with repeated sampling, it is very likely (95 out of every 100 times), that the percentage for the entire population would fall between 43.3 percent and 54.7 percent, hence 49 percent ± 5.7 points.

SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)

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SAMPLE SIZE	<u>Percentage of sample giving specific response</u>								
	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>	<u>50</u>	<u>60</u>	<u>70</u>	<u>80</u>	<u>90</u>
	% Margin of error ±								
700	2.2	3.0	3.3	3.7	3.6	3.7	3.3	3.0	2.2
650	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3
600	2.4	3.2	3.7	3.9	4	3.9	3.7	3.2	2.4
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
500	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6
450	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
250	3.7	5	5.7	6.1	6.2	6.1	5.7	5	3.7
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
150	4.8	6.4	7.3	7.8	8	7.8	7.3	6.4	4.8
100	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9
50	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3



KEY FINDINGS

- A 30% plurality of respondents said that over the past few years, the quality of education provided by the Parchment School District “stayed about the same,” 18% said it had “gotten worse,” 11% said it had “improved,” with a large 41% “undecided.”
- A 60% majority of respondents offered a positive rating of excellent (13%) or pretty good (47%) for the job done by the Parchment School District providing a quality education, 23% offered a negative rating of poor (5%) or just fair (18%), with 17% undecided.
- A 49% plurality of respondents said the Parchment School District has “too little funding” (22% “much too little”) that is needed to provide a quality education, 24% said they have “about the right amount” of funding, 3% said they have “too much funding,” with 24% “undecided.”
- A 56% majority of respondents said school taxes in the Parchment School District are “about right,” with 23% saying school taxes are “too high,” 12% saying taxes are “too low,” with 9% “undecided.”
- A 44% narrow plurality of respondents offered a positive rating (6% “excellent”) for the job done by Parchment School District managing district finances, with 30% offering a negative rating (6% “poor”), and 26% “undecided.”
- A 65% solid majority of respondents offered a positive rating for the condition of schools, other buildings, athletic facilities, property, and grounds owned by Parchment School District (14% “excellent”), 23% offered a negative rating (6% “poor”), with 12% “undecided.”
- On the first test of a \$38 million bond proposal, funding would provide extensive renovations and upgrades to building security, mechanical systems, and other

improvements to all six of the district's school buildings. Repayment of these new bonds will require a 4 mill increase in taxes and with consolidation with existing bonded debt, with a repayment period of 30 years. However, at the end of 2024 a 2-mill building and site sinking fund will expire, meaning that in 2025, homeowners would actually only see a 2-mill net increase in school taxes, which would cost homeowners \$100 per year, or \$8.33 per month.

- When asked how they would vote, a 65% solid majority of respondents said they would vote “YES,” including 55% who would directly vote “yes,” 10% who were undecided at first, but when pressed, said they would lean toward voting “yes,” with 29% voting “no,” including 25% directly voting “no,” 4% leaning “no,” and 6% “undecided.”
- Twelve descriptions of proposed improvements were read, and respondents were asked if they supported or opposed each one, and whether it was strongly or somewhat.
 - The improvement with the greatest support, at 83% (55% strong support), was “To comply with the Americans with Disabilities Act, or ADA, upgrades would be made to bathrooms and exterior walkways in the High School, the Middle School, Central Elementary and the Parchment Innovation Center, at an estimated cost of \$350,000.”
 - Second-most supported, at 81% (53% strong support), was “Access control upgrades would be installed in all school building doors to provide a more secure entrance to all school buildings by employees at a cost of \$700,000.”
 - Third, at 76% (48% strong support), was “Secure vestibule renovations would be built at an estimated cost of \$2.2 million, which would require all visitors to enter through the school office at the Middle School, Central Elementary, North Elementary, Northwood Elementary and the Parchment Innovation Center.”

- Fourth, at 71% (43% strong support), is “Fire alarm systems would be replaced and upgraded in the High School, Central Elementary, North Elementary, and Parchment Innovation Center at a cost of \$1.5 million.”
- Fifth, also at 71% (41% strong support), was “Single pane window replacements would be made at a cost of \$3.4 million to improve energy efficiency at Central Elementary, North Elementary and Northwood Elementary.”
- Sixth, at 70% (41% strong support), was “Roof replacements would be made at a cost of \$16.3 million at the High School, Middle School, Northwood Elementary, North Elementary, and the Parchment Innovation Center.”
- Seventh, at 69% (42% strong support), was “Electrical upgrades to support air conditioning improvements would be installed at a cost of \$3.2 million at the Middle School, Central Elementary, North Elementary, Northwood Elementary and the Parchment Innovation Center.”
- Eighth, at 67% (39% strong support), was “Temperature control systems would be replaced at an estimated cost of \$1.8 million in the Middle School, Central Elementary, North Elementary, Northwood Elementary and Parchment Innovation Center.”
- Ninth, also at 67% (37% strong support), was “Mechanical equipment to provide consistent heating and cooling in all spaces occupied by students would be replaced in all buildings at an estimated cost of \$17.4 million.”
- Tenth, at 63% support (42% strong support), was “An estimated \$1.2 million would be spent on asphalt paving upgrades and concrete sidewalk improvements will be made at all buildings too.”
- Eleventh, also at 63% support (34% strong support), was “Exterior wall improvements would be made at an estimated cost of \$400,000 at the Middle School, North Elementary, and Northwood Elementary.”

- Twelfth, at 58% support (31% strong support), was “The Public Address System at the Middle School would be upgraded at an estimated cost of \$250,000.”
- After hearing about the specific improvements that could be funded with a \$38 million bond proposal, a 72% majority of respondents (up 7 points) said they would vote “yes,” including 64% (up 9 points) who would directly vote “yes” and another 8% who were undecided, but when pressed, said they would lean toward voting “yes.” Another 23% (down 6 points) would vote “no,” including 20% (down 5 points) who would directly vote “no” and another 3% who were undecided, but lean toward voting “no,” with 5% still “undecided” (down 1 point).
- Among the 23% of respondents who opposed the bond proposal, the top reasons cited for voting “no” included: “tax increase/taxes are too high/cannot afford it” (33%); “wasteful district spending/distrusts the district” (15%); “all/some improvements are not needed/fine as is” (13%); “have not kids that attend/will not benefit me” (8%); “\$38 million is too much money” (5%); and “recent bond proposal/district is always asking for more money” (5%).
- All respondents were presented with eight statements that could be made by voters who either support or oppose the bond proposal, including four reasons to vote “yes” and four reasons to vote “no,” and asked if each reason made them more likely to support the bond proposal, less likely to support it, or, if the reason described does not influence them one way or the other.
 - The strongest reason to support the bond proposal, with 58% of respondents saying they would be more likely to support the proposal (38% much more likely to support it), was “The improvements Parchment School District would make are an important investment in making our schools last longer and not have to be replaced in the future at a much higher cost.”
 - The next strongest reason to support the bond proposal, with 56% of respondents saying they would be more likely to support the proposal (24%

much more likely to support it), 31% saying it would not influence them and 10% less likely to support the bond proposal, was “Parchment School District is among the best school districts in the area. Having students feel safe at school, and consistent, comfortable classroom temperatures will enhance their ability to learn and be engaged in classroom activities.”

- The third strongest reason to support the bond proposal, with 51% of respondents saying they would be more likely to support the proposal (22% much more likely to support it), 35% saying it would not influence them and 12% less likely to support the bond proposal, was “Unlike in many school districts, improvements the Parchment School District would make with bond funding would not involve a wish list of upgrades to athletic or sports facilities. In fact, there are no athletic or sports upgrades at all – just improvements that offer an academic environment that is safe, warm, and dry for all students.”
- The fourth strongest reason to support the bond proposal, with 46% of respondents saying they would be more likely to support the proposal (21% much more likely to support it), 35% saying it would not influence them and 15% less likely to support it, “With the 2-mill building and site sinking fund set to expire, it would be foolish to pass up an opportunity to get 4 mills worth of school improvements at what is essentially half the cost to homeowners.”
- The strongest reason to oppose the bond proposal, with 43% of respondents saying they would be less likely to support the bond proposal (24% much less likely), 34% saying it won’t influence them, and 19% saying they would be more likely to support the bond proposal, was “We’ve had a building and site sinking fund for 5 years. That fund was supposed to pay for upgrades to roofs and parking lots, but those improvements are included in the bond proposal.”
- The second strongest reason to oppose the bond proposal, with 37% of respondents saying they would be less likely to support the bond proposal (18% much less likely), 38% saying they will not be influenced, and 13% more likely to support the bond proposal (3% much more likely), was “The Parchment School District promised things in past bond proposals but didn’t

always follow through on those promises. How do we know this would be different?”

- The third strongest reason to oppose the bond proposal, again with 37% of respondents saying they would be less likely to support the bond proposal (18% much less likely), 44% saying they will not be influenced, and 15% more likely to support the bond proposal (8% much more likely), was “City taxes are high and so are water bills in the area. This bond proposal will make the area an even more expensive place to live.”
- The fourth strongest reason to oppose the bond proposal, with 32% of respondents saying they would be less likely to support the bond proposal (17% much less likely), 46% saying they will not be influenced, and 21% more likely to support the bond proposal (8% much more likely), was “Taxes are already too high, and we will pay higher taxes to the tune of a 2-mill net increase for 30 more years.”

- After hearing these four arguments in support of the bond proposal and four arguments against it, a 69% solid majority of respondents said they would vote “yes” (down 3 points), including a 63% directly voting “yes” (down 1 point), with another 6% who were undecided, but lean toward voting “no.” Another 28% said they would vote “no” (up 5 points), including 25% directly voting “no” (up 5 points) and 5% leaning “no” (up 2 points), with 3% “undecided.”
- If there is not enough community support for a \$38 million bond proposal, respondents who voted “no” or were “undecided” on the previous vote on a \$38 million bond proposal, were asked if they would support a \$31 million bond proposal requiring a 3 mill increase in taxes, but with the 2 mill building and site sinking funding expiring, homeowners would pay a net 1 mill increase, costing \$50 more per year for every \$100,000 in market value and \$50,000 in taxable value, or \$4.16 per month. A 77% majority of respondents would vote “yes,” including 67% who would directly vote “yes,” with 10% undecided but leaning toward voting “yes,” 21% voting “no,”

including 20% directly voting “no,” with 1% undecided but leaning toward “no,” and 2% “undecided.”

- Finally, if there is not enough community support for a \$31 million bond proposal, an 81% majority of respondents said they would for “yes” on a bond proposal of \$24 million that would require a 2-mill tax increase, but since the 2-mill building and site sinking fund is expiring, this bond proposal would not require a tax increase at all. An 81% majority of respondents would directly vote “yes,” with 10% undecided but leaning toward voting “yes,” 16% voting “no,” including 15% who will directly vote “no,” with 1% undecided but leaning toward voting “no,” and 3% undecided.

EXECUTIVE SUMMARY

The results of this survey clearly show that earning voter approval of a \$38 million bond proposal requiring a tax increase of 4 mills, minus the 2 mills that would expire this year for the building and site sinking fund, for a net tax increase of 2 mills, would likely earn voter approval. However, this assertion assumes a consistent and effective communications effort to inform voters of the fact that 2 mills will expire, and what the bond proposal will fund in the way of school improvements. To the extent possible, communicating positive messages posed “in favor” of the bond proposal would further serve to solidify, if not bolster, stakeholder support.

On the initial cold vote on a \$38 million bond proposal, a 65% majority would vote “yes,” including a 55% direct “yes” vote majority with 29% voting “no,” including 25% who would directly vote “no,” with 6% “undecided.”

Of the twelve specific improvements that were tested, nine were supported by a higher percentage than the district-wide total support of 65%. Support for nine improvements ranged from a low of 67% to a high of 83%, with two improvements supported by 63% each and another supported by 58%, all three of which are below district-wide results.

After hearing a description of twelve improvement projects that would be funded by the \$38 million bond proposal, on a revote a 72% majority said they would vote “yes” (up 7 points), including a 64% direct “yes” vote (up 9 points), with 23% voting “no” (down 6 points) and 5% “undecided.”

The top reasons cited by the 23% who said they would vote “no” included: “tax increase/taxes are too high/cannot afford it” (33%); “wasteful district spending/distrusts the district” (15%); “all/some improvements are not needed/fine as is” (13%); “have no kids that attend/will not benefit me” (8%); “\$38 million is too much money” (5%); and “recent bond proposal/district is always asking for more money” (5%).

Survey respondents then heard eight reasons why voters are either voting “yes” or voting “no,” and for each reason asked if what they heard makes them more likely to vote “yes,” more likely to vote “no,” or if the statement “won’t influence them one way or the other.” Respondents said they are more likely to vote “yes” because of four statements by 58%, 56%, 51% and 46%, and on the other four statements, respondents said they were less likely to vote “yes” by 43%, 37%, 37% and 32%.

After hearing these reasons, a final vote on a \$38 million bond proposal showed that 69% would vote “yes” (down 3 points), including 63% who would directly vote “yes” (down 1 point), 28% would vote “no” (up 5 points), including 25% who would directly vote “no” (up 5 points), and 3% were “undecided” (down 2 points).

If there was not enough community support for a \$38 million bond proposal, “no” and “undecided” voters were asked how they would vote on a \$31 million bond proposal requiring a 3-mill increase overall but a 1 mill increase taking into account the 2-mill building and site sinking fund that would expire at the end of this year – meaning that it would cost homeowners \$50 more per year for every \$100,000 in market value of \$50,000 in taxable value of homes.

A 77% solid majority said they would vote “yes” (up 8 points), including 67% that would directly vote “yes” (up 4 points), with 21% voting “no” (down 7 points), including 20% that would directly vote “no” (down 5 points), with 2% “undecided” (down 1 point).

“No” voters and “undecided” voters on a \$31 million bond proposal were then asked about a \$24 million bond proposal, which would cost a 2-mill increase in taxes, but with the 2-mill building and site sinking fund expiring, would not cost taxpayers an increase at all. An 81% overwhelming majority said they would vote “yes” (up 4 points), including 71% directly voting “yes” (up 4 points), with 16% voting “no” (down 5 points), including 15% directly voting “no” (down 5 points), and 3% “undecided” (up 1 point).

Given the level of support for a \$38 million bond proposal, it does not appear necessary to consider bond proposals of a lower amount.

The specific improvements that had the *most* support, above the district-wide findings of 65%, included: ADA upgrades in the bathrooms and exterior walkways (83%/55% strong); Access control upgrades would be installed in all school building doors (81%/53% strong); Secure vestibule renovations to require visitors to enter through the school offices (76%/48% strong); Fire alarm system upgrades (71%/43% strong); Single pane window replacements to improve energy efficiency (71%/41% strong); Roof replacements (70%/41% strong); Temperature control systems would be replaced (67%/39% strong); and Mechanical equipment to provide consistent heating and cooling in all spaces occupied by students (67%/37% strong).

Three other improvements had *less* support than the district-wide findings of 65%, including: Asphalt paving upgrades and concrete sidewalk improvements (63%/42% strong);

Exterior wall improvements (63%/34% strong); and Upgrading the public address system at the Middle School (58%/31% strong).

The reason to vote “yes” that resonated the most with voters, as indicated by 58% saying they are more likely to vote for the \$38 million bond proposal (38% much more likely), was “The improvements Parchment School District would make are an important investment in making our schools last longer and not have to be replaced in the future at a much higher cost.”

The next strongest statement, with 56% more likely to vote “yes” (24% much more likely), was “Parchment School District is among the best school districts in the area. Having students feel safe at school, and consistent, comfortable classroom temperatures will enhance their ability to learn and be engaged in classroom activities.”

Next strongest, with 51% more likely to vote “yes” (22% much more likely), was “Unlike in many school districts, improvements the Parchment School District would make with bond funding would not involve a wish list of upgrades to athletic or sports facilities. In fact, there are no athletic or sports upgrades at all – just improvements that offer an academic environment that is safe, warm, and dry for all students.”

Finally, the next strongest argument to vote “yes” with 46% more likely to vote “yes” (21% much more likely), was “With the 2-mill building and site sinking fund set to expire, it would be foolish to pass up an opportunity to get 4-mills worth of needed school improvements at what is essentially half the cost to homeowners.”

The strongest reason that made respondents “less likely to vote “yes” at 43% less likely (24% much less likely), was “We’ve had a building and site sinking fund for 5 years. That fund was supposed to pay for upgrades to roofs and parking lots, but those improvements are included in the bond proposal.”

Next strongest reason at 37% less likely to vote “yes” (18% much less likely), was “City taxes are high and so are water bills in the area. This bond proposal will make the area an even more expensive place to live.”

Next strongest reason, also at 37% less likely (18% much less likely), was “The Parchment School District promised things in past bond proposals but didn’t always follow through on those promises. How do we know this would be different.”

Finally, the next strongest reason at 32% less likely (17% much less likely), was “Taxes are already too high, and we will pay higher taxes to the tune of a 2-mill net increase for 30 more years.”

Clearly, concern about the level of taxes currently levied against residential property in the district, and a lack of clarity on the uses/permitted uses of sinking fund dollars in the past, pose the greatest barrier to approval of a future bond.

In other survey results, when respondents were asked over the past few years, would you say the quality of education provided by the Parchment School District has improved, gotten worse, or remained about the same, 30% said “stayed about the same,” 18% said “gotten worse,” 11% said “improved,” with a very large 41% “undecided.” Over the past couple of years, possibly because of COVID, voters in many school districts surveyed by EPIC ▪ MRA have said by higher percentages that education quality has “gotten worse” over “improved.” This also had occurred in districts where surveys showed higher “improved” responses than “gotten worse.” So, taken together, these results are not surprising and should not cause alarm.

Among all parents, 36% said the quality of education had “gotten worse” over the past few years, 10% said it “improved,” 40% said it “stayed about the same,” and 14% were “undecided.” Among parents sending their children to Parchment Schools, 42% said education quality had “gotten worse,” 11% said it “improved,” 44% said it “stayed about the same,” and 3% were “undecided.” Among non-parents, 12% said education quality “improved,” 11% said it had “gotten worse,” 27% said it “stayed about the same,” with a large 50% “undecided.”

While that question was not positive, when respondents were asked to rate the job done by the Parchment School District providing a quality education for their students, a 60% majority of respondents offered a positive rating of “excellent” (13%) or “pretty good” (47%) for the quality of education provided, with 23% offering a negative rating of “just fair” (18%) or “poor” (5%), with 17% “undecided.” This rating is at, or slightly above, the average results found in school districts in Michigan surveyed by EPIC ▪ MRA.

Among all parents, 60% offered a “positive” rating, 36% offered a “negative” rating, and 4% were “undecided.” Among parents sending their children to Parchment Schools, 64% offered a “positive” job rating and 36% offered a “negative” rating. Among non-parents, 61% offered a “positive” rating, 19% offered a “negative” rating, and 21% were “undecided.”

When respondents were asked overall, including all state and local funds, if the Parchment School District has “too much,” “too little,” or “about the right amount of funding” it needs to provide a quality education,” a 49% strong plurality said there is “too little funding” (22% much too little funding), 24% said there is “about the right amount,” only 3% said there is “too much funding,” with another 24% “undecided.”

Among all parents, 72% said there is “too little funding,” 16% said there is “about the right amount,” and 12% are “undecided.” Among parents sending their children to Parchment Schools, 72% said there is “too little funding,” 11% said there is “about the right amount,” with 17% “undecided.” Among non-parents, 40% said there is “too little funding,” 27% said there is “about the right amount,” 4% said there is “too much funding,” with 29% “undecided.”

When survey respondents were asked if school taxes are too high, too low, or about right for what they get back in educational services, only 23% said taxes are “too high” (12% much too high), 56% said taxes are “about right,” 12% said taxes are “too low,” with 9% “undecided.” Generally, a “too high” percentage in the teens or low 20’s is seen as the ideal level for school districts considering a bond proposal. When that percentage approaches, or exceeds, 30%, it can become much more difficult to earn voter approval for a tax increase, and when the “too high” percent exceeds 40% it can be very difficult to pass a tax increase, if not impossible. With 23% of respondents saying school taxes are “too high,” concern about taxes is not in and of itself an impediment to earning voter approval of a tax increase.

Among all parents, 28% said school taxes are “too high,” 46% said they are “about right,” 14% said they are “too low,” and 12% are “undecided.” Among parents sending their children to Parchment Schools, 22% said school taxes are “too high,” 50% said they are “about right,” 14% said they are “too low,” and 14% were “undecided.” Among non-parents, 22% said taxes are “too high,” 58% said they are “about right,” 11% said they are “too low,” and 9% are “undecided.”

A 44% plurality of respondents offered a positive rating for the job done by the Parchment School District managing district finances (6% “excellent”), 30% offered a negative rating (6% “poor”), with 26% “undecided.” A 44% positive rating for financial management is a somewhat lower-than average job rating for school districts surveyed by EPIC ▪ MRA but is 14 points higher than the negative rating of 30% in the prior question. *To the extent possible, a district communications plan should point to examples of sound financial decisions that have been made in managing district finances to improve this rating.*

Among all parents, 46% offered a negative job rating on managing finances, 36% offered a positive rating, with 18% undecided. Among parents who send their children to Parchment School District, 50% offered a negative job rating, 33% offered a positive rating, and 17% were undecided. Among non-parents, 46% offered a positive rating, 33% offered a negative rating, with 21% undecided. Clearly, parents have a very negative view of financial management decisions, and it might make sense to conduct focus group research among parents to find out what their concerns are and try to address them.

When asked to rate the condition of the schools, other buildings, athletic facilities, properties, and grounds owned and operated by Parchment School District, a 65% majority of respondents offered a positive rating (14% “excellent”), 23% offered a negative rating (6% “poor”), with 12 “undecided.” All parents offered a positive rating on the condition of the schools of 58%, a negative rating of 40%, with 2% undecided. Parents who send their children to the Parchment School District offered a positive rating of 61% and a negative rating of 39%. Non-parents offered a positive rating of 68%, a negative rating of 18% with 14% undecided.

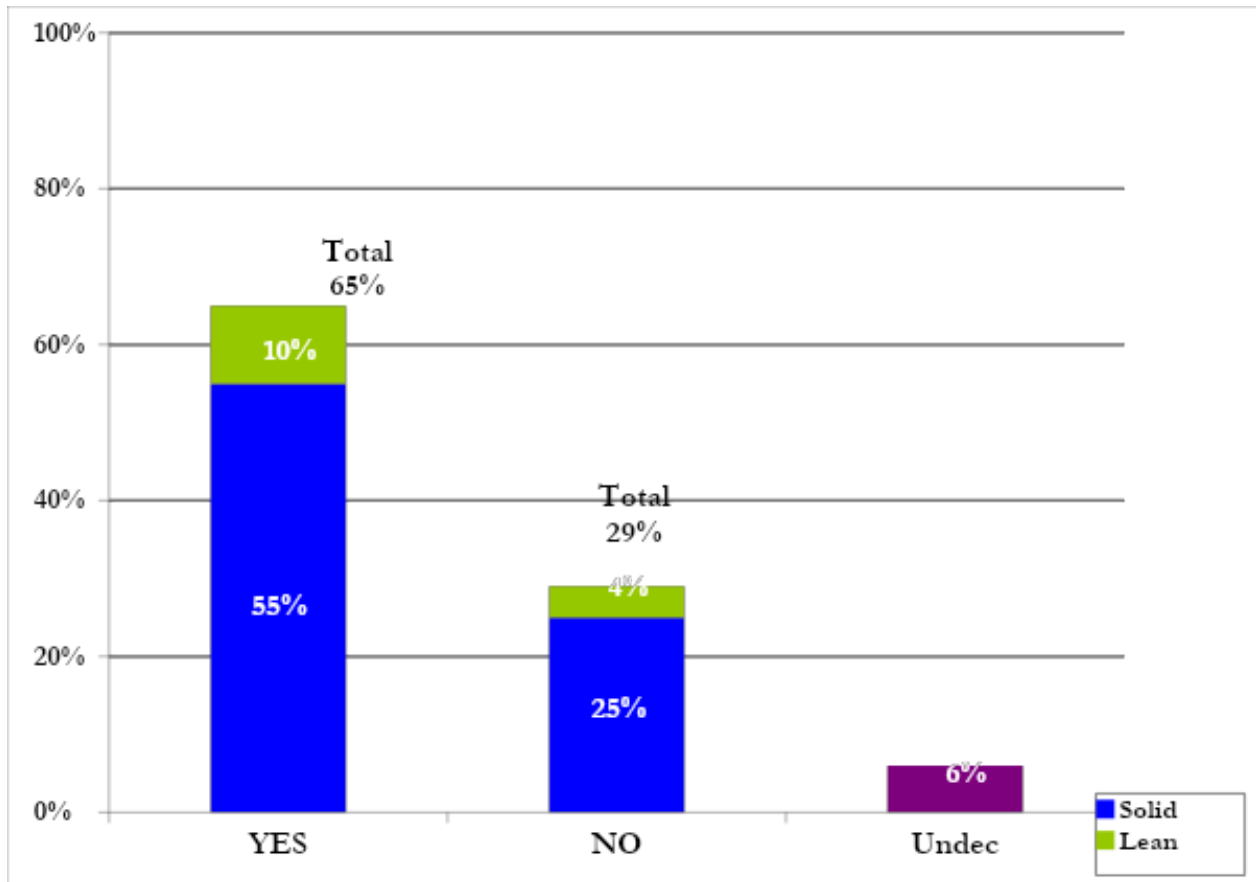
This fairly positive view of the condition of schools and other facilities suggests that any communications strategy on a bond proposal should focus on informing district voters that, just as you cannot judge a book by its’ cover, you cannot judge the condition of school buildings and facilities simply by the way schools look from the outside when driving by. Coupled with the average age of May special election voters (i.e., generally older), it will be necessary to show - visually - what needs to be done to address the infrastructure needs of the school buildings and district facilities. Developing a video presentation, slide presentation, and detailed full color print materials that show what kind of things need to be fixed, and what the finished product would look like, and how educational programming and the students would benefit, would be helpful in communicating, not only with parents (who are often under-represented in terms of turnout for May special elections), but with all voters.

If the district can put together an effective communications effort to inform voters of what improvements would be funded, and voters who are supportive of the bond proposal can be persuaded to turn out by the advocacy committee, that will increase the prospects of earning voter approval for a bond proposal in the May 2025 election.

VOTE PROGRESSION ANALYSIS

Cold Vote Test On A \$38 Million Bond Proposal – Q.10

On the first “vote today” test of a future bond proposal of \$38 million to fund improvements and upgrades to the Parchment School District, a 65% majority said they would vote “yes” (a 55% direct “yes”), 29% said they would vote “no” (25% direct “no”), with 6% “undecided.”



All survey respondents heard a description of the twelve improvements that could be funded by the \$38 million bond proposal, and for each one, asked if they support or oppose that improvement, and whether they strongly or somewhat support or oppose each.

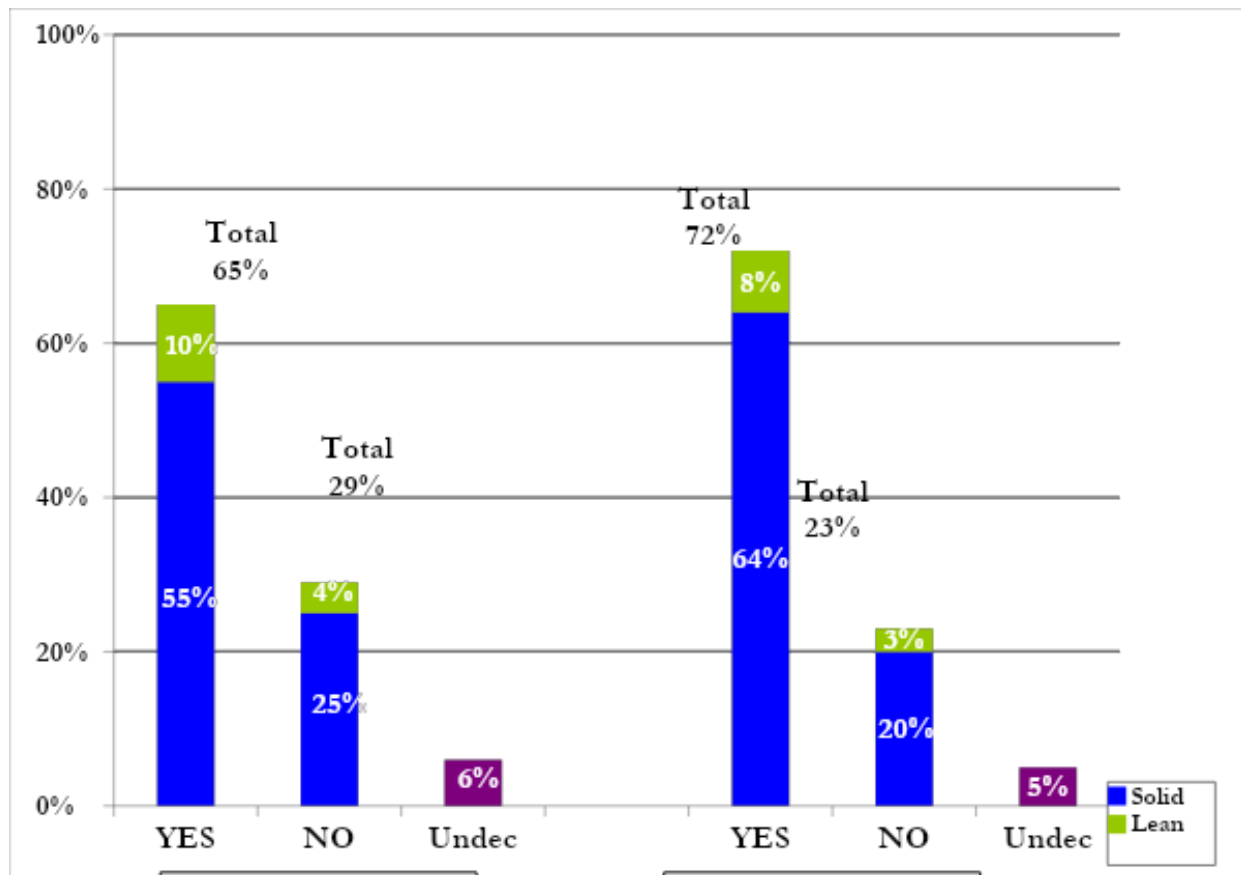
Proposed Improvements Ranked – Q.11 To Q.22	<u>STR</u> <u>SUP</u>	<u>TOT</u> <u>SUP</u>	<u>TOT</u> <u>OPP</u>	<u>STR</u> <u>OPP</u>
To comply with the Americans with Disabilities Act, or ADA, upgrades would be made to bathrooms and exterior walkways in the High School, the Middle School, Central Elementary and the Parchment Innovation Center, at an estimated cost of \$350,000.	55%	83%	11%	8%
Access control upgrades would be installed in all school building doors to provide a more secure entrance to all school buildings by employees at a cost of \$700,000.	53%	81%	14%	10%
Secure vestibule renovations would be built at an estimated cost of \$2.2 million, which would require visitors to enter through the school office at the Middle School, Central Elementary, North Elementary, Northwood Elementary and the Parchment Innovation Center.	48%	76%	18%	13%
Fire alarm systems would be replaced and upgraded in the High School, Central Elementary, North Elementary and Parchment Innovation Center at a cost of \$1.5 million.	43%	71%	23%	15%
Single pane window replacements would be made at a cost of \$3.4 million to improve energy efficiency at Central Elementary, North Elementary and Northwood Elementary.	41%	71%	24%	16%
Roof replacements would be made at a cost of \$16.3 million at the High School, Middle School, Northwood Elementary, North Elementary, and the Parchment Innovation Center.	41%	70%	21%	14%
Electrical upgrades to support air conditioning improvements would be installed at a cost of \$3.2 million at the Middle School, Central Elementary, North Elementary, Northwood Elementary and Parchment Innovation Center.	42%	69%	26%	17%
Temperature control systems would be replaced at an estimated cost of \$1.8 million in the Middle School, Central Elementary, North Elementary, Northwood Elementary and Parchment Innovation Center.	39%	67%	23%	14%
Mechanical equipment to provide consistent heating and cooling in all spaces occupied by students would be replaced in all buildings at an estimated cost of \$17.4 million.	37%	67%	24%	18%
An estimated \$1.2 million would be spent on asphalt paving upgrades and concrete sidewalk improvements will be made at all buildings too.	42%	63%	31%	17%
Exterior wall improvements would be made at an estimated cost of \$400,000 at the Middle School, North Elementary and Northwood Elementary.	34%	63%	27%	17%
The Public Address System at the Middle School would be upgraded at an estimated cost of \$250,000.	31%	58%	29%	18%

In looking at the proposed improvements, in the order of total support:

- ADA upgrades to bathrooms and exterior walkways are supported by 83% of all parents, 83% of parents sending their children to the Parchment School District, and 83% of non-parents.
- Access control upgrades to school building doors are supported by 84% of all parents, 86% of parents with children attending the Parchment School District, and 80% of non-parents.
- Secure vestibule upgrades to require visitors to enter through the office to gain school entrance are supported by 81% of all parents, 78% of parents sending their children to the Parchment School District, and 74% of non-parents.
- Fire alarm system replacements and upgrades are supported by 71% of all parents, 70% of parents sending their children to the Parchment School District, and 71% of non-parents.
- Single pane window replacements are supported by 78% of all parents, 75% of parents sending their children to Parchment Schools, and 69% of non-parents.
- Roof replacements are supported by 82% of all parents, 81% of parents sending their children to Parchment Schools, and 66% of non-parents.
- Electrical upgrades to support air conditioning improvements are supported by 82% of all parents, 80% of parents sending their children to Parchment Schools, and 65% of non-parents.
- Temperature control systems are supported by 84% of all parents, 83% of parents sending their children to Parchment Schools and 61% of non-parents.
- Mechanical equipment upgrades to provide consistent heating and cooling for student occupied spaces are supported by 86% of all parents, 86% of parents sending their children to Parchment Schools, and 61% of non-parents.
- Asphalt paving upgrades and concrete sidewalk improvements are supported by 72% of all parents, 75% of parents with children attending Parchment Schools, and 59% of non-parents.
- Exterior wall improvements are supported by 73% of all parents, 70% of parents of children attending Parchment Schools, and 60% of non-parents.
- Upgrading the Public Address System at the Middle School is supported by 54% of all parents, 59% of parents with children attending Parchment Schools, and 59% of non-parents.

Informed Vote Test On A \$38 Million Bond Proposal – Q.23

After hearing a description of twelve potential improvements, a revote on a bond proposal of \$38 million showed a 9 point increase in direct “yes” support, a 7 point increase in the total “yes” vote, as well as a 5 point drop in the direct “no” vote, and a 6 point drop in the total “no” vote. A 72% majority would vote “yes,” including 64% who would directly vote “yes,” with 23% voting “no,” including 20% who would directly vote “no,” with 5% “undecided.”



Taxes And Wasteful Spending Top Reasons For Voting “No” – Q. 24

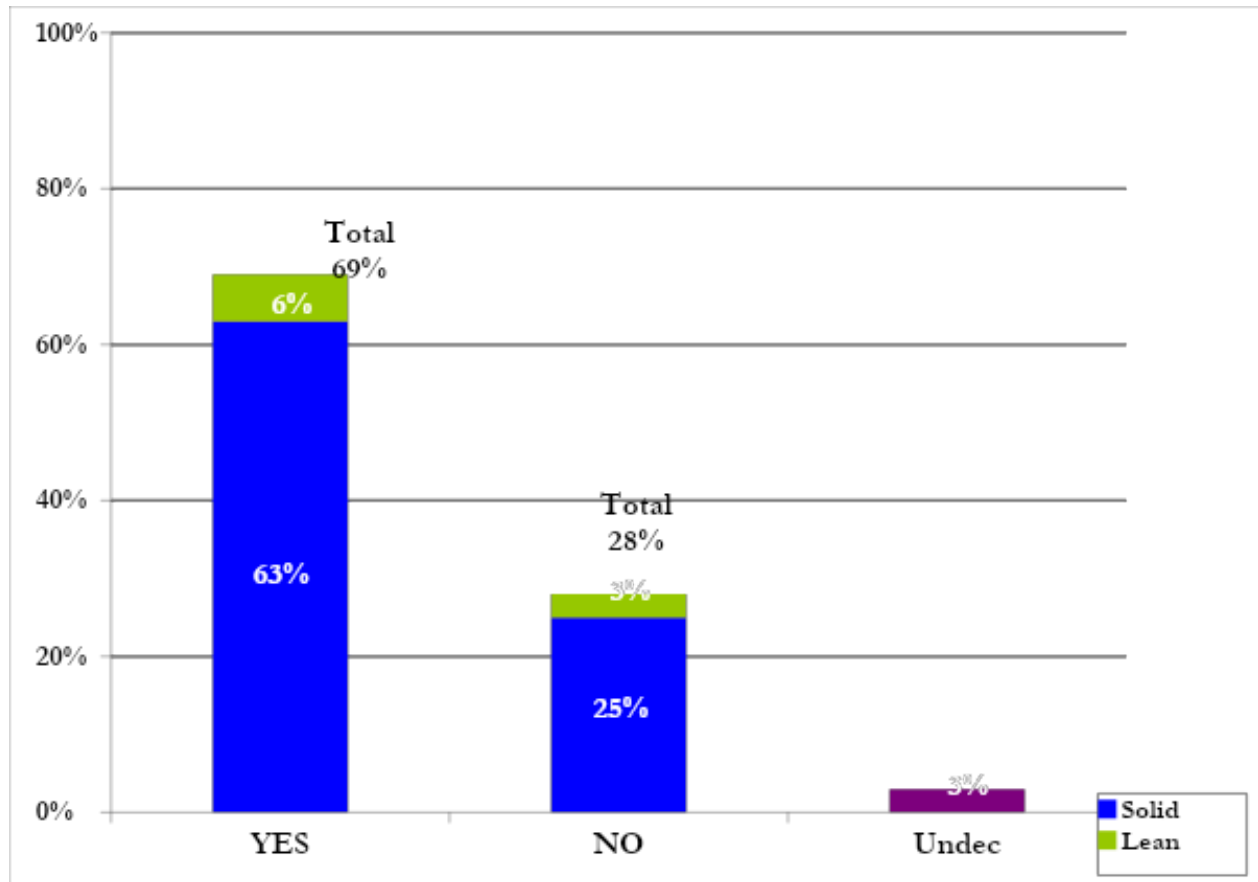
Respondents who voted “no” were asked: “What is the main reason why you would vote **NO** on the bond proposal?” The responses were:

N=70

- 33% Tax increase – Taxes are too high – Cannot afford it
- 15% Wasteful district spending – Distrust the district
- 13% All/Some improvements are not needed – Fine as is
- 8% Have no kids that attend – Will not benefit me
- 5% \$38 million is too much money
- 5% Recent bond proposal – District is always asking for more money
- 4% More money is not needed – District is already well-funded
- 4% Need more detailed information
- 2% Sinking fund should have paid for all/some of the proposed expenditures
- 2% State underfunds the district – The state should pay
- 2% Will not improve education quality/curriculum offered
- Other (*less than 1% each*)
- 7% Undecided/Refused

Final Vote On \$38 Million Bond Proposal – Q.33

A 72% majority voting “yes,” including 64% directly voting “yes,” with 23% voting “no,” including 20% directly voting “no,” with 5% “undecided” on the informed vote after hearing about improvements that could be funded, slipped to a 69% majority voting “yes,” including 63% directly voting “yes,” with 28% voting “no,” including 25% directly voting “no,” with 3% “undecided” on the final vote on a \$38 million bond proposal.



All respondents then heard eight arguments for and against the \$38 million bond proposal and were asked for each one, if that statement made them more likely to vote “yes” on the bond proposal, less likely to vote “yes,” or if it wouldn’t influence them one way or the other. The four arguments in favor of the bond proposal are listed below ranked in order of *total* more likely to vote “yes.”

Arguments In Favor Ranked By Intensity		<u>Much MORE</u>	<u>Total MORE</u>	<u>No Influence</u>	<u>Total LESS</u>	<u>Much LESS</u>	<u>UND/ REF</u>
29.	The improvements Parchment School District would make are an important investment in making our schools last longer and not have to be replaced in the future at a much higher cost.	38%	58%	28%	11%	6%	3%
27.	Parchment School District is among the best school districts in the area. Having students feel safe at school, and consistent, comfortable classroom temperatures will enhance their ability to learn and be engaged in classroom activities.	24%	56%	31%	10%	4%	3%
25.	Unlike in many school districts, improvements the Parchment School District would make with bond funding would not involve a wish list of upgrades to athletic or sports facilities. In fact, there are no athletic or sports upgrades at all – just improvements that offer an academic environment that is safe, warm, and dry for all students.	22%	51%	35%	12%	4%	2%
31.	With the 2-mill building and site sinking fund set to expire, it would be foolish to pass up an opportunity to get 4 mills worth of needed school improvements at what is essentially half the cost to homeowners.	21%	46%	35%	15%	8%	4%

The table on the next page shows the demographic breakdown of the total “more likely” to vote “yes” for all demographic groups for the positive reasons to support the \$38 million bond.

ARGUMENTS IN FAVOR -CONVINCINGNESS- “Total More Likely” (“Much” More)		Q.29 “Last Longer”	Q.27 “Enhance Ed”	Q.25 “No Athletics”	Q.31 “Half Cost”
		58% (38%)	56% (24%)	51% (22%)	46% (21%)
Zip	49004	58%	55%	51%	45%
	Other*	62%	63%	50%	56%
May 2025 Vote	Certain	58%	56%	50%	44%
	Smet/Prob	58%	56%	55%	50%
Vote Mode	Polls-Day Of	60%	61%	54%	53%
	Absentee	59%	49%	45%	37%
Finance Mgmt.	Positive	69%	64%	51%	49%
	Negative	54%	50%	49%	48%
	Undecided	44%	48%	53%	38%
Facilities	Positive	56%	55%	51%	42%
	Negative	65%	57%	48%	53%
	Undecided*	53%	57%	57%	53%
Has Children	Yes	67%	57%	58%	53%
	No	55%	55%	49%	43%
Kids Attend	Parchment	61%	55%	56%	47%
	Other*	69%	62%	62%	62%
Age	18-34*	69%	68%	47%	53%
	35-49*	68%	60%	60%	57%
	50-64	50%	46%	51%	39%
	65+	58%	59%	48%	45%
Education	HS or Less	54%	54%	52%	42%
	Post HS	61%	60%	48%	50%
	College	58%	53%	52%	44%
Race	White	58%	58%	51%	46%
	Other*	67%	50%	62%	61%
Income	Under \$25K*	56%	57%	45%	32%
	\$25-\$50K	66%	57%	52%	48%
	\$50-\$75K	65%	60%	52%	52%
	\$75-\$100K	47%	62%	55%	36%
	Over \$100K	66%	62%	51%	59%
Gender	Male	58%	53%	55%	50%
	Female	58%	58%	47%	42%
Age 50 Split	18 to 49	68%	63%	55%	55%
	50+	55%	54%	49%	43%
Gender Age	M 18-49*	70%	52%	57%	57%
	M 50+	54%	54%	54%	48%
	F 18-49*	67%	75%	54%	54%
	F 50+	56%	53%	46%	39%

Percentages in **BOLD** lie above the margin of error (5.7 pts.) of the overall sampling *=small n
Percentages in **RED** lie below the margin of error (5.7 pts.) of the overall sampling *=small n

Arguments against the bond proposal are listed below, ranked in order of *total* more likely to vote “no.”

Arguments Against Ranked By Intensity		<u>Much LESS</u>	<u>Total LESS</u>	<u>No Influence</u>	<u>Total MORE</u>	<u>Much MORE</u>	<u>UND/ REF</u>
30.	We’ve had a building and site sinking fund for 5 years. That fund was supposed to pay for upgrades to roofs parking lots, but those improvements are included in the bond proposal.	24%	43%	34%	19%	6%	4%
28.	The Parchment School District promised things in past bond proposals but didn’t always follow through on those promises. How do we know this would be different?	18%	37%	38%	13%	3%	12%
32.	City taxes are high and so are water bills in the area. This bond proposal will make the area an even more expensive place to live.	18%	37%	44%	15%	8%	4%
26.	Taxes are already too high, and we will pay higher taxes to the tune of a 2-mill net increase for 30 more years.	17%	32%	46%	21%	8%	1%

As can be seen, the weakest argument *in favor* of the \$38 million bond proposal (at 46% more likely to support the bond proposal) is stronger than strongest argument *against* the bond proposal.

The table on the next page shows the total “yes” vote on the three survey tests of a \$38 million bond proposal, broken down by key demographic groups of voters, including the percentage increase or decrease for each group over each of the three survey vote tests.

\$38 Million Net 2 Mill Increase “Total Yes” (“Solid” Yes)		“Cold” Q.10	“Info” Q.23	Pt. +/-	“Final” Q.33	Pt. +/-	Pt. +/- “Cold” to “Final”
		65% (55%)	72% (64%)	+7 (+9)	69% (63%)	-3 (-1)	+4 (+8)
Zip	49004	66%	72%	+6	70%	-2	+4
	Other*	55%	74%	+19	62%	-12	+7
May 2025 Vote	Certain	62%	70%	+8	67%	-3	+5
	Smwt/Prob	76%	79%	+3	75%	-4	-1
Vote Mode	Polls-Day Of	65%	71%	+6	70%	-1	+5
	Absentee	62%	72%	+10	68%	-4	+6
Finance Mgmt.	Positive	74%	81%	+7	77%	-4	+3
	Negative	57%	62%	+5	62%	---	+5
	Undecided	59%	69%	+10	64%	-5	+5
Facilities	Positive	64%	70%	+6	68%	-2	+4
	Negative	74%	79%	+5	73%	-6	-1
	Undecided*	53%	70%	+17	70%	---	+17
Has Children	Yes	74%	78%	+4	76%	-2	+2
	No	62%	70%	+8	67%	-3	+5
Kids Attend	Parchment	72%	78%	+6	78%	---	+6
	Other*	69%	69%	---	63%	-6	-6
Age	18-34*	88%	88%	---	88%	---	---
	35-49*	77%	87%	+10	84%	-3	+7
	50-64	68%	66%	-2	63%	-3	-3
	65+	55%	68%	+13	65%	-3	+10
Education	HS or Less	62%	66%	+4	62%	-4	---
	Post HS	61%	76%	+15	71%	-5	+10
	College	70%	73%	+3	73%	---	+3
Race	White	65%	72%	+7	70%	-2	+5
	Other*	72%	78%	+6	78%	---	+6
Income	Under \$25K*	57%	63%	+6	56%	-7	-1
	\$25-\$50K	64%	75%	+11	75%	---	+11
	\$50-\$75K	60%	74%	+14	70%	-4	+10
	\$75-\$100K	64%	69%	+5	65%	-4	+1
	Over \$100K	84%	84%	---	84%	---	---
Gender	Male	64%	73%	+9	71%	-2	+7
	Female	66%	71%	+5	68%	-3	+2
Age 50 Split	18 to 49	81%	87%	+6	85%	-2	+4
	50+	60%	67%	+7	64%	-3	+4
Gender Age	M 18-49*	83%	87%	+4	87%	---	+4
	M 50+	57%	68%	+11	65%	-3	+8
	F 18-49*	79%	88%	+9	83%	-5	+4
	F 50+	62%	67%	+5	63%	-4	+1

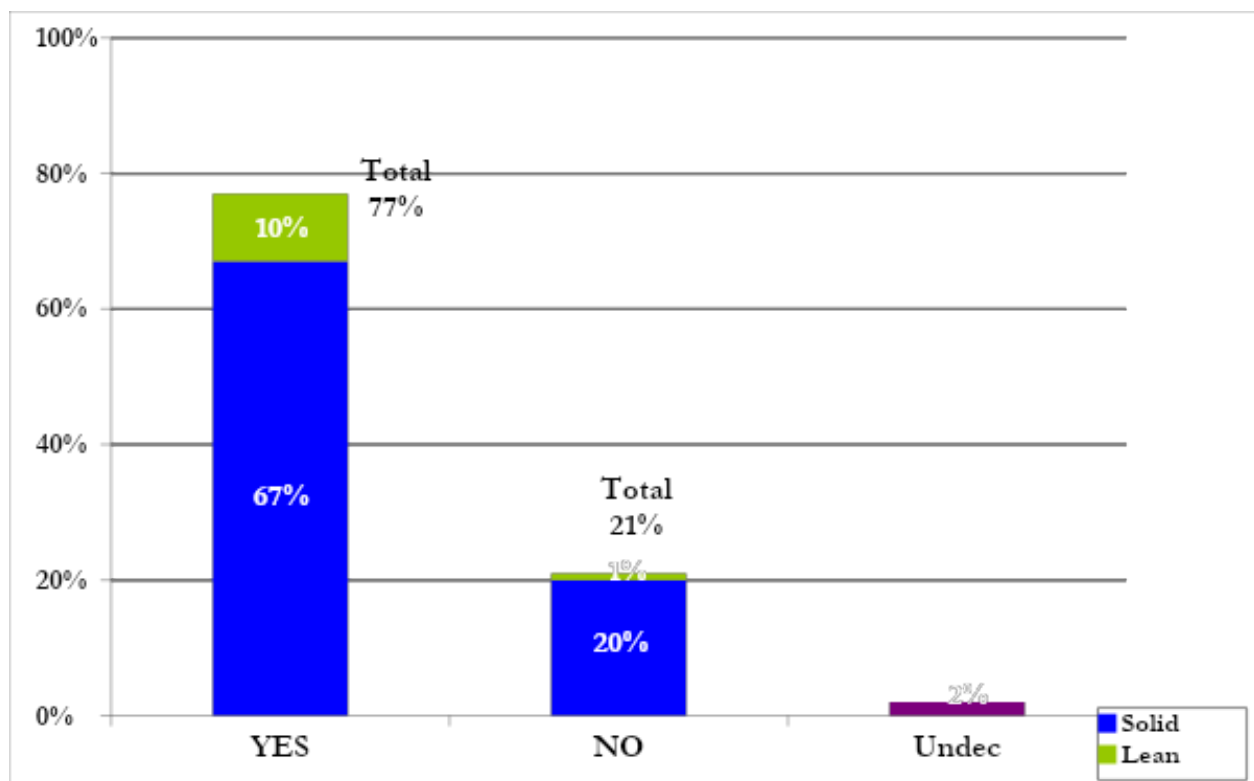
Percentages in **BOLD** lie above the margin of error (5.7 pts.) of the overall sampling *=small n
 Percentages in **RED** lie below the margin of error (5.7 pts.) of the overall sampling *=small n

Percentages in **BOLD** for (Pt. +/-) show movement of 10 pts. or more between sections:

- Cold to Info – differential between limited information and presentation of the proposed uses for additional tax revenue.
- Info to Final – differential between presentation of the proposed uses for additional tax revenue and more/less likely “arguments.”

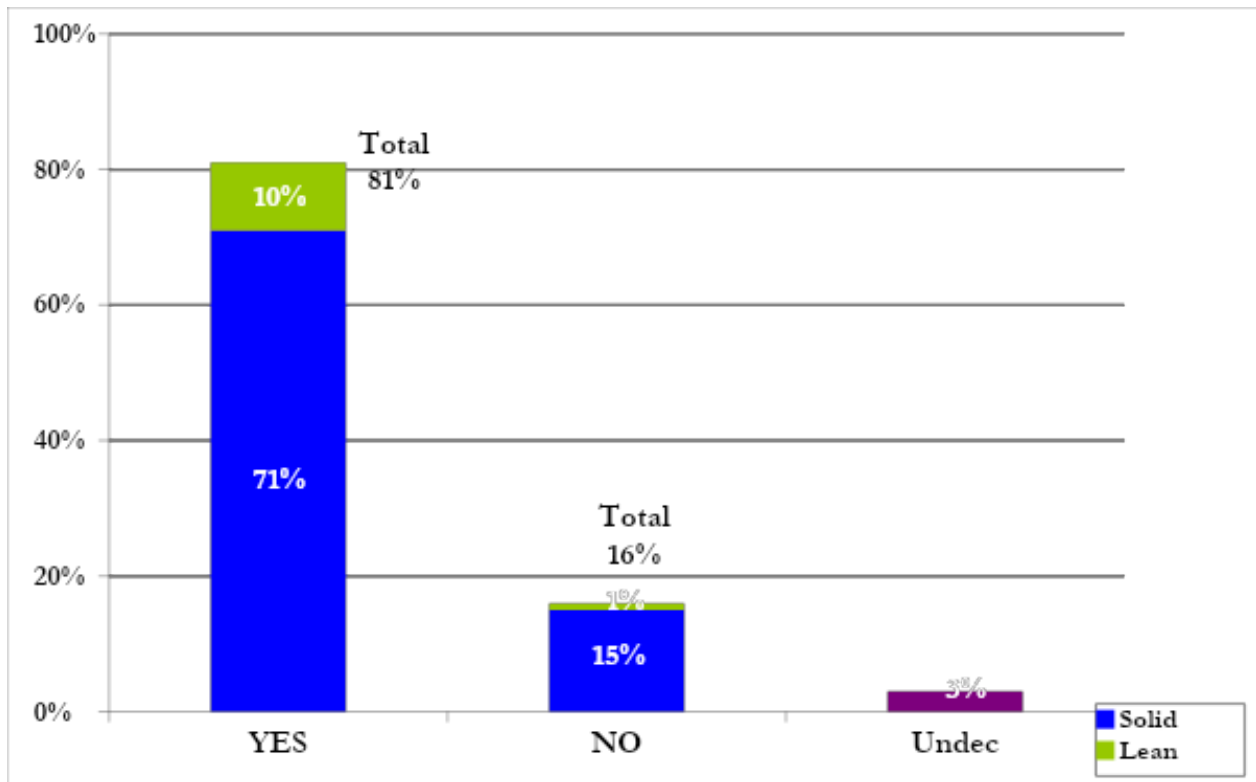
Vote On A Scaled Back Bond Proposal Of \$31 Million – Q.34

Survey respondents who voted “no” or where “undecided” on a \$38 million bond proposal were told that if there is not enough support for a \$38 million bond proposal requiring a tax increase of 2-mills, Parchment School District may place a scaled back bond proposal of \$31 million requiring a 3-mill total increase with a net tax increase of 1-mill to be repaid over 30 years. When asked how they would vote on a scaled back \$31 million bond proposal, a 77% majority of respondents said they would vote “yes,” including 67% who would directly vote “yes,” 21% voting “no,” including 20% who would directly vote “no,” with 2% “undecided.”



Vote On A Scaled Back Bond Proposal Of \$24 Million – Q.35

Survey respondents who voted “no” or where “undecided” on a \$31 million scaled back bond proposal were told that if there is not enough support for a \$31 million bond proposal requiring a tax increase of 1-mill, Parchment School District may place a further scaled back bond proposal of \$24 million requiring a 2-mill total increase with a net tax increase of 0-mills to be because of the building and site sinking fund expiring this year. When asked how they would vote on a scaled back \$24 million bond proposal, an 81% majority of respondents said they would vote “yes,” including 71% who would directly vote “yes,” with 16% voting “no,” including 15% who would directly vote “no,” with 3% “undecided.”



The table on the next page shows the Final “yes” vote on a \$38 million bond proposal, as well as the two backup plans for a \$31 million bond proposal (“Net 1 Mill” Q. 34), and a \$24 million bond proposal, broken down by the same key demographic groups of voters, including the percentage increase or decrease for each group over each proposal.

\$38 Million Net 2 Mill Increase “Total Yes” (“Solid” Yes)		“Final” Q.33	“Net 1 Mill” Q.34	Pt. +/-	“Net 0 Mill” Q.35	Pt. +/-	Pt. +/- “Final” to “Zero”
		69% (63%)	77% (67%)	+8 (+4)	81% (71%)	+4 (+4)	+12 (+8)
Zip	49004	70%	77%	+7	81%	+4	+11
	Other*	62%	68%	+6	80%	+12	+18
May 2025 Vote	Certain	67%	74%	+7	79%	+5	+12
	Smwt/Prob	75%	73%	-2	87%	+14	+12
Vote Mode	Polls-Day Of	70%	74%	+4	80%	+6	+10
	Absentee	68%	80%	+12	83%	+3	+15
Finance Mgmt.	Positive	77%	84%	+7	88%	+4	+11
	Negative	62%	69%	+7	74%	+5	+12
	Undecided	64%	73%	+9	77%	+4	+13
Facilities	Positive	68%	76%	+8	80%	+4	+12
	Negative	73%	81%	+8	88%	+7	+15
	Undecided*	70%	70%	---	74%	+4	+4
Has Children	Yes	76%	82%	+6	88%	+6	+12
	No	67%	75%	+8	79%	+4	+12
Kids Attend	Parchment	78%	83%	+5	92%	+9	+14
	Other*	63%	69%	+6	75%	+6	+12
Age	18-34*	88%	88%	---	95%	+7	+7
	35-49*	84%	90%	+6	93%	+3	+9
	50-64	63%	73%	+10	78%	+5	+15
	65+	65%	72%	+7	76%	+4	+11
Education	HS or Less	62%	71%	+9	73%	+2	+11
	Post HS	71%	84%	+13	87%	+3	+16
	College	73%	73%	---	81%	+8	+8
Race	White	70%	78%	+8	82%	+4	+12
	Other*	78%	78%	---	78%	---	---
Income	Under \$25K*	56%	69%	+13	69%	---	+13
	\$25-\$50K	75%	80%	+5	84%	+4	+9
	\$50-\$75K	70%	81%	+11	83%	+2	+13
	\$75-\$100K	65%	74%	+9	79%	+5	+14
	Over \$100K	84%	84%	---	91%	+7	+7
Gender	Male	71%	78%	+7	83%	+5	+12
	Female	68%	75%	+7	80%	+5	+12
Age 50 Split	18 to 49	85%	90%	+5	94%	+4	+9
	50+	64%	73%	+9	77%	+4	+13
Gender Age	M 18-49*	87%	91%	+4	96%	+5	+9
	M 50+	65%	73%	+8	78%	+5	+13
	F 18-49*	83%	88%	+5	92%	+4	+9
	F 50+	63%	72%	+9	77%	+5	+14

Movement From The First Test Of A \$38 Million Bond Proposal To The Final Vote

Between the first, cold test of a \$38 million bond proposal and the final vote after hearing about improvements made and reasons to vote for and against a \$38 million bond proposal, 61% were solid “yes” votes, 24% were solid “no” votes, and 1% were solid “undecided” votes, with 9% moving toward voting “yes,” 4% moving toward voting “no,” and 1% moving toward “undecided.”

Demographic groups moving the most toward voting “yes” by more than 9% included:

- 62% *Undecided on first cold question**
- 18% *Undecided about the condition of facilities**
- 16% *Voting “no” on first cold question*
Post HS technical education
- 15% *Education quality about the same*
- 14% *More likely to vote “yes” because of high city taxes and water bills**
Age 65 and over
Incomes of \$50K-\$75K
- 13% *Undecided about school funding*
More likely to vote “yes” because it will enhance education
*Undecided on promises not kept**
Less likely to vote “yes” because sinking fund was supposed to fund roofs
Incomes of \$25K-\$50K
- 12% *Absentee voters*
*Undecided on second informed vote**
More likely to vote “yes” because of no athletic upgrades
Voting “yes” on final vote on \$38 million bond proposal
- 11% *Less likely to vote “yes” because taxes are too high*
Less likely to vote “yes” because promises were not kept
More likely to vote “yes” because facilities will last longer with upgrades
More likely to vote “yes” because voters get upgrades at half the cost
Voting “yes” on a reduced \$31 million bond proposal
Voting “yes” on a reduced \$24 million bond proposal
Men aged 50 and over
- 10% *Undecided about managing finances*
Opposed to Public Address System upgrade
Supports ADA compliance changes
Supports electric upgrades for AC systems
Supports pane window upgrades
Voting “yes” after description of improvements
*Less likely to vote “yes” because of upgrades voters get at half the cost**
Age 35-49

**=small sample size*

The demographic groups listed above should be targeted for more intense communication efforts and greater repetition.

Potential Supporters To Engage Who “Lean” Yes

MAY 2025

Q.10 COLD VOTE - Subgroups reporting a “Lean Yes” vote in percentages significantly higher than the 10% total included:

19% Income under \$25K*
17% Somewhat/probably vote in May
17% Undecided on vote method*

Q.23 INFORMED VOTE - Subgroups reporting a “Lean Yes” vote in percentages significantly higher than the 8% total included:

21% District has too much funding*
19% Somewhat/probably vote in May
16% Undecided on level of taxes vs. services*

Q.33 FINAL VOTE - Subgroups reporting a “Lean Yes” vote in percentages significantly higher than the 6% total included:

12% Income under \$25K*
12% Vote absentee

Potential Supporters To Engage Who Are “Undecided”

MAY 2025

Q.10 COLD VOTE - Subgroups reporting an “undecided” vote in percentages significantly higher than the 6% total included:

*22% Undecided on district facilities rating**

17% Undecided on district funding level

Q.23 INFORMED VOTE - Subgroups reporting an “undecided” vote in percentages significantly higher than the 5% total included:

*13% Voting early at polls**

11% Undecided on district funding level

Q.33 FINAL VOTE - Subgroups reporting an “undecided” vote in percentages significantly higher than the 3% total included:

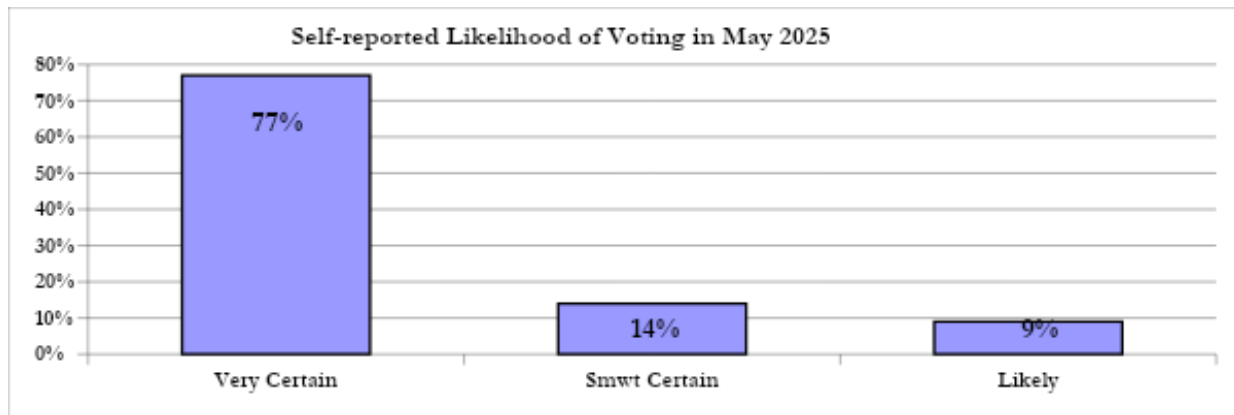
*12% Non-49004 Zip codes**

10% Somewhat/probably vote in May

FURTHER QUESTION BY QUESTION ANALYSIS

Certainty Of Voting In May 2025 – Q.2

All respondents were asked how certain they are to vote in the May 2024 school election. A 77% majority said they are very certain to vote, 14% said they are somewhat certain, and 9% said they will likely vote. If the respondent reported that *the chances are 50-50*, they *will not likely vote*, or were *Undecided/Refused*, the interview was terminated.



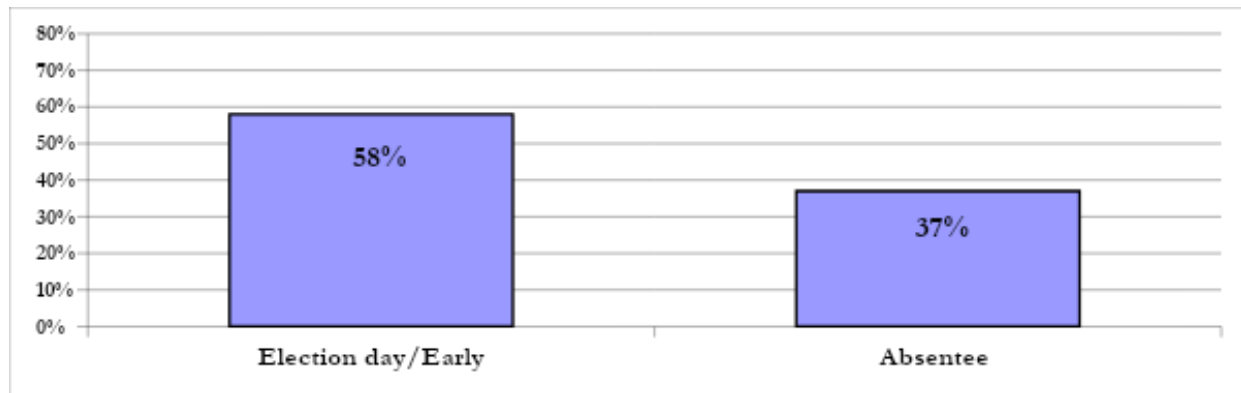
Among respondents who said they are “very certain” to vote in the May 2025 school election, 62% to 32% said they would vote “yes” on the initial cold question, 70% to 27% voted “yes” on the second question after hearing about specific improvements, and a 67% to 32% majority voted “yes” on the final question after hearing reasons to vote “yes” or “no.”

Among respondents who said they are “somewhat certain” or “likely to vote” in the May 2025 election, a 76% to 16% majority said they would vote “yes” on the initial cold question, a 79% to 12% majority would vote “yes” on the second question after hearing about specific improvements, and a 75% to 15% majority voted “yes” on the final question after hearing reasons to vote “yes” or “no”.

Less frequent May election voters are much more supportive of the bond proposal than certain voters, so to the extent that turnout can be increased - *especially among parents* - support for the proposal on election day should increase.

Means Of Voting - Q. 3

An important question for analyzing the more substantive results in response to a hypothetical ballot question is in determining the mode by which the respondent intend to vote in the May 2025 election. That is, respondents were asked to indicate whether they intend to cast their votes via absentee ballot or by physically going to the polling place on election day or by early voting. The results were:

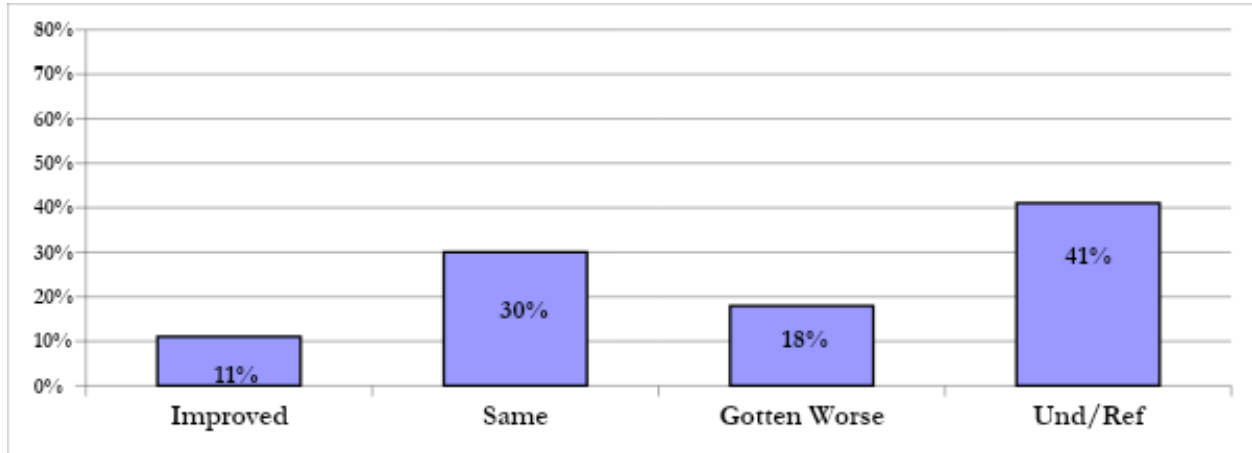


Among respondents indicating the intent to vote at the polls on election day (54), a 65% to 30% majority would vote “yes” on the initial cold question on a \$38 million bond, a 71% to 25% majority would vote “yes” on the second question after hearing about the specific projects that would be funded, and a 70% to 29% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no” on the bond proposal. Among respondents saying they plan to vote by early voting (4% very small sample), a 71% to 29% majority would vote “yes” on the first cold question, a 71% to 16% majority would vote “yes” on the second question after hearing about projects funded, and 71% to 29% would vote “yes” after hearing reasons to vote “yes” or “no.”

Among respondents indicating the intent to vote by absentee ballot, a 62% to 28% majority would vote “yes” on the initial cold question, a 72% to 22% majority would vote “yes” after hearing about the projects that would be funded, and a 68% to 27% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Education Quality Over The Past Few Years – Q.4

Respondents were asked if the quality of education delivered by the Parchment School District over the past few years had *Improved*, *Gotten worse* or, *Remained about the same*. The responses were:



<u>All</u>		<u>Parents</u>	<u>Non-Parents</u>
11%	Improved	10%	12%
18%	Worse	36%	11%
30%	Stayed about the same	40%	27%
41%	Undecided/refused	15%	50%

Among respondents who said education quality “improved” over the past few years, 83% would vote “yes” on the initial cold question, 88% would vote “yes” after hearing about the projects that could be funded, and 88% would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

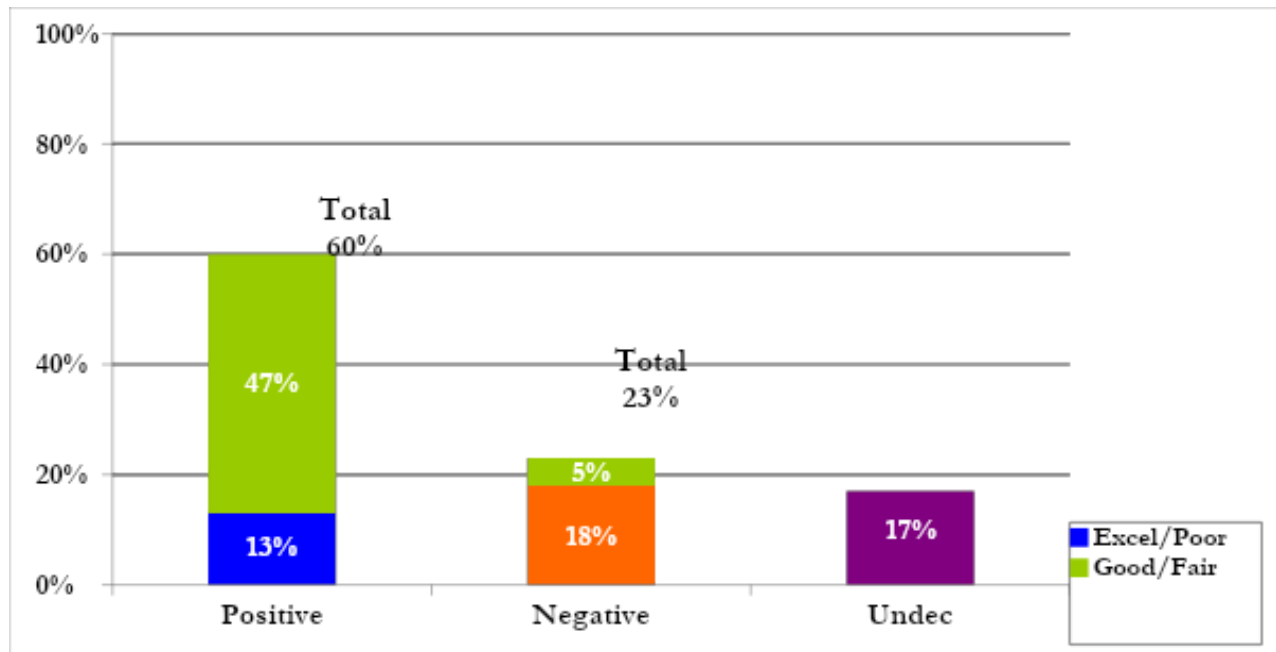
Among respondents who said education quality had “gotten worse” over the past few years, a 67% to 31% majority would vote “yes” on the initial cold question, a 69% to 28% majority would vote “yes” after hearing about the projects that could be funded, and a 63% to 37% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Among respondents who said education quality remained “about the same” over the past few years, a 58% to 35% majority would vote “yes” on the initial cold question, a 70% to 28% majority would vote “yes” after hearing about the projects that could be funded, and a 72% to 27% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Finally, among respondents who were “undecided” about whether education quality had improved, gotten worse or remained about the same over the past few years, a 64% to 27% majority would vote “yes” on the initial cold question, a 70% to 21% majority would vote “yes” after hearing about the projects that could be funded, and a 64% to 30% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Rating The Quality Of Education Provided By The District – Q.5

All respondents were asked to rate the job done by the Parchment School District in providing a quality education to students, with a positive rating of “Excellent” or “Pretty Good,” or a negative rating of “Just Fair” or “Poor.” The responses were:



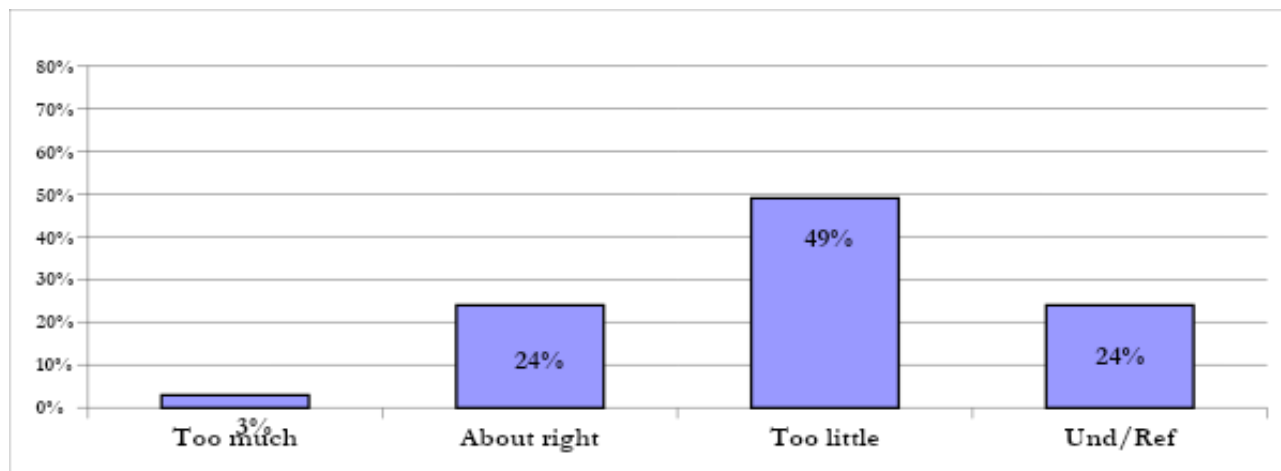
<u>All</u>		<u>Parents</u>	<u>Non-Parents</u>
13%	Excellent	----	----
47%	Pretty Good	----	----
60%	TOTAL POSITIVE	60%	61%
18%	Just Fair	----	----
5%	Poor	----	----
	TOTAL NEGATIVE	36%	19%
23%			
17%	Undecided/refused	4%	21%

Among respondents who offered a positive rating for the job done by the Parchment School District providing a quality education, a 69% to 25% majority would vote “yes” on the first cold question, a 77% to 19% majority would vote “yes” on the second question, and a 74% to 23% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Among respondents who offered a negative rating for job done by the Parchment School District providing a quality education, a 59% to 34% majority would vote “yes” on the first cold question, a 65% to 35% majority would vote “yes” on the second question, and a 63% to 34% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Nearly Half Say The District Has Too Little School Funding – Q.6

All respondents were asked: “Overall, including all state and local funds, do you think the Parchment School District has too much, too little, or about the right amount of funding it needs to provide a quality education to its students?” The responses were:



	<u>All</u>		<u>All</u> <u>Parents</u>	<u>Non-</u> <u>Parents</u>
1%	Much too much funding		----	----
2%	Smwt too much funding		----	----
3%	Total too much		0%	4%
24%	About the right amount		16%	27%
27%	Smwt too little funding		----	----
22%	Much too little funding		----	----
	Total too little		72%	40%
49%				
24%	Undecided/refused		12%	29%
Like in many school				

districts, the highest percentage response on this question is that there is “too little funding,” and in several districts around the state the “too little” percentage has been a majority. In Parchment School District it is *nearly* a majority.

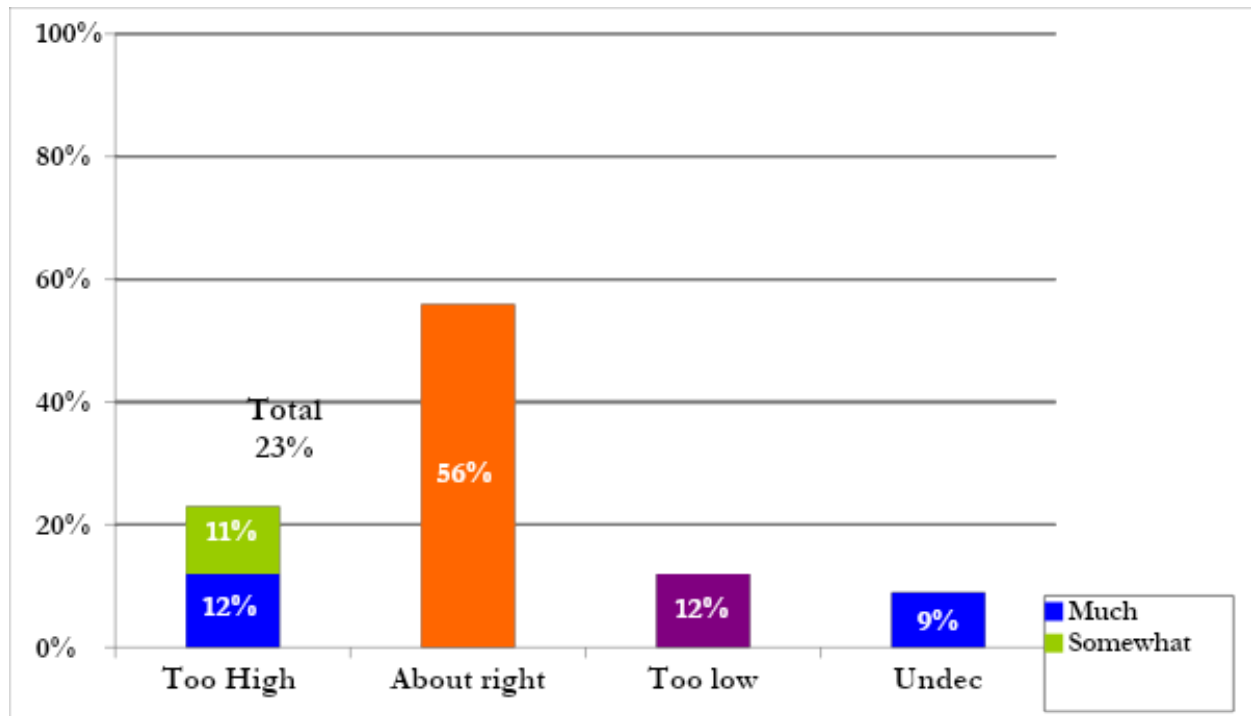
Among respondents who said there is “about the right amount of funding,” a 50% to 44% majority said they would vote “yes” on the first cold question, a 52% to 44% majority would vote “yes” on the second question, and a 50% to 48% narrow majority would vote “no” on the final vote.

Among respondents who said there is “too little funding,” an 83% majority would vote “yes” on the first cold question, 88% would vote “yes” on the second question, and 84% would vote “yes” on the final vote.

Finally, among “undecided” respondents, a 52% to 32% majority would vote “yes” on the first cold question, a 65% to 25% majority would vote “yes” on the second question, and a 65% to 31% majority would vote “yes” on the final vote.

Perception Of School Taxes – Q.7

Respondents were asked, thinking about the state and local taxes paid to fund a pre-kindergarten through a 12th grade education, if they believed their school taxes were *Too High, Too Low, or About Right* for what they get back in educational services. The responses were:



<u>All</u>		<u>Parents</u>	<u>Non-Parents</u>
12%	Much too high	----	----
11%	Somewhat too high	----	----
23%	TOTAL TOO HIGH	28%	22%
56%	About right	46%	58%
12%	Too low	14%	11%
9%	Undecided/refused	12%	9%

Experience on this question shows that the optimal level of concern about school taxes being “too high” is in the high teens to the low-to mid-20’s as a percentage. When the “too high” concern is at that level, voters are generally very receptive to a tax related ballot proposal, *if they are supportive of the purpose(s) of the proposal*. When the “too high” percentage exceeds 30 percent, it becomes significantly more difficult to garner support for a tax proposal, and when the level exceeds 40 percent, voter approval becomes extremely difficult - often impossible - to

achieve. With 23% of respondents saying taxes are “too high,” concern about school taxes being too high will not be an impediment in and of itself to earning voter approval for a tax increase.

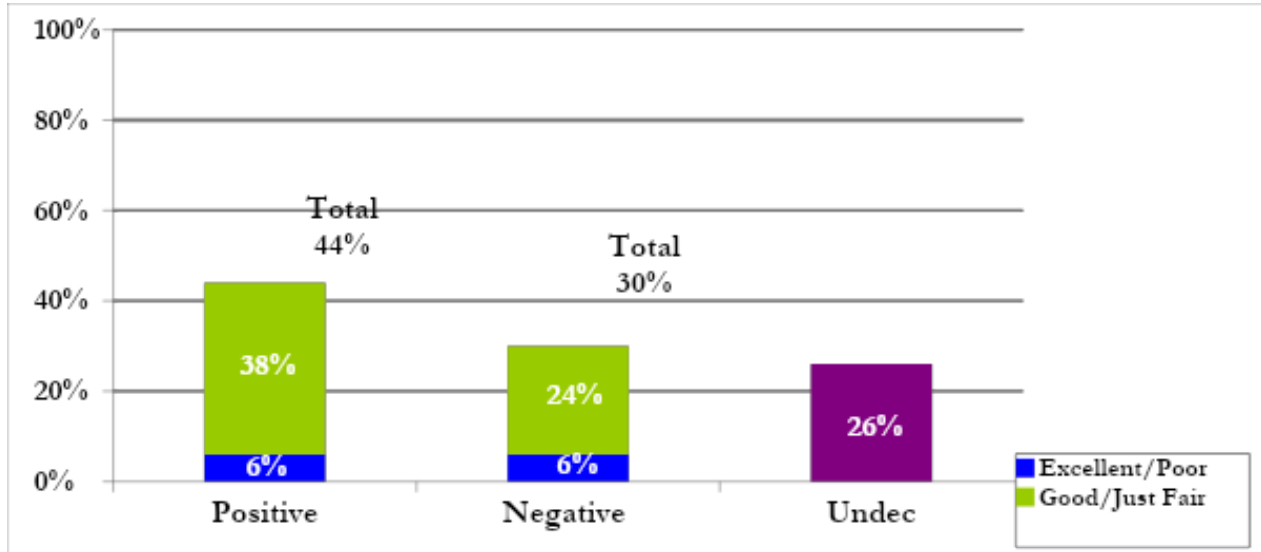
Not surprisingly, among respondents who said school taxes are “too high,” a 53% to 39% majority would vote “no” on the initial cold question, a 49% to 47% narrow plurality would vote “yes” after hearing about the projects that could be funded, and a 53% to 45% majority would vote “no” on the final question after hearing reasons to vote for or against the proposal.

Among respondents who said school taxes are “about right,” 71% would vote “yes” on the initial cold question, 78% would vote “yes” after hearing about the projects that could be funded, and 75% would vote “yes” on the final question after hearing reasons to vote for or against the proposal.

Finally, among respondents who are undecided about school taxes (small sample), a 68% to 32% majority would vote “yes” on the initial cold question, a 69% to 21% majority would vote “yes” after hearing about the projects that could be funded, and a 64% to 31% majority would vote “yes” on the final question after hearing reasons to vote for or against the proposal.

Job Rating On District Financial Management – Q.8

Respondents were asked to rate the job the Parchment School District has done managing district finances, with either a “positive” rating of Excellent or Pretty Good, or a “negative” rating of Just Fair or Poor. The results were:



<u>All</u>		<u>Parents</u>	<u>Non-Parents</u>
6%	Excellent	----	----
38%	Pretty good	----	----
44%	TOTAL POSITIVE	36%	48%
24%	Just fair	----	----
6%	Poor	----	----
	TOTAL NEGATIVE	46%	24%
30%			
26%	Undecided/refused	18%	28%

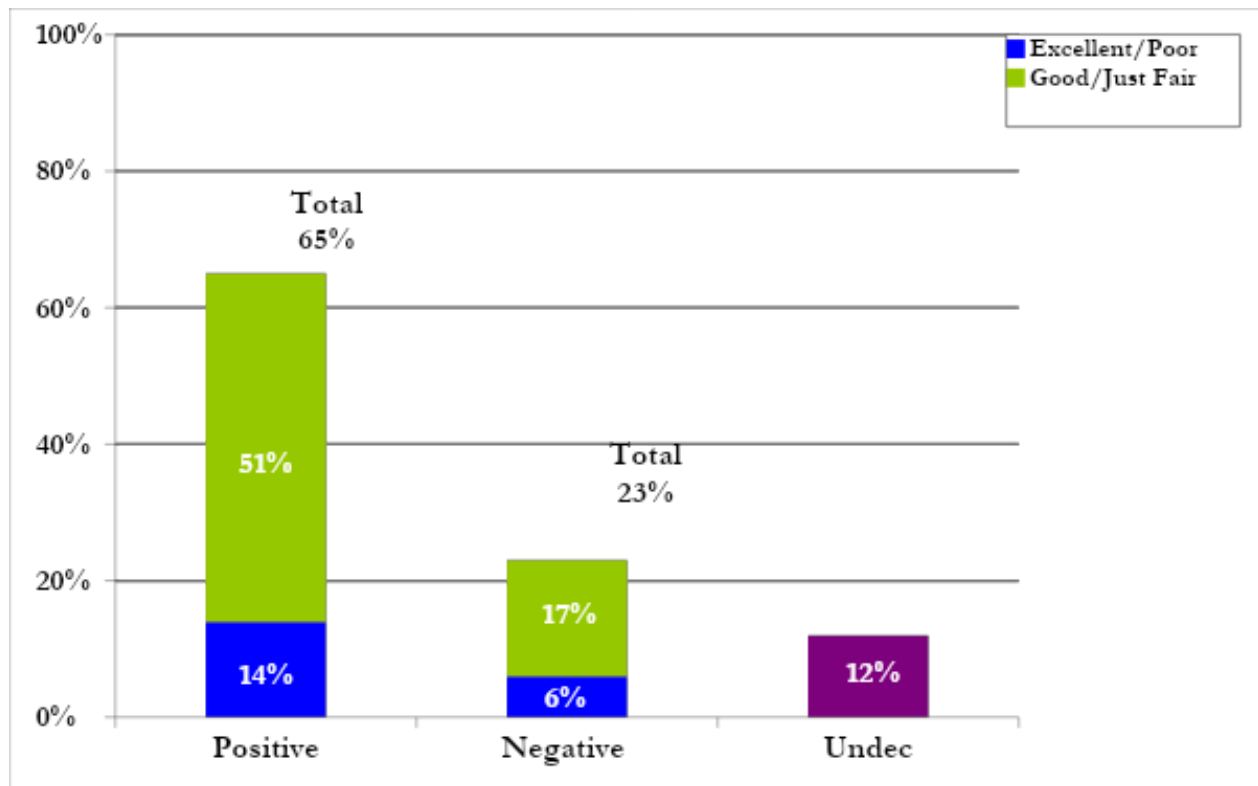
Among respondents who offered a positive job rating on managing finances, 74% would vote “yes” on the initial cold question, 81% would vote “yes” after hearing about the projects that could be funded, and 77% would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Among respondents who offered a negative job rating on managing finances, a 57% to 38% majority would vote “yes” on the initial cold question, a 62% to 31% majority would vote “yes” after hearing about the projects that could be funded, and a 62% to 36% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Finally, among respondents who were “undecided” about the job done managing finances, a 59% to 33% majority would vote “yes” on the initial cold question, a 69% to 27% majority would vote “yes” after hearing about the projects that could be funded, and a 64% to 33% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Rating District Facilities – Q.9

Respondents were asked to rate the condition of the schools, other buildings, athletic facilities, property, and grounds owned and operated by the Parchment School District, with either a “positive” rating of Excellent or Pretty Good, or a “negative” rating of Just Fair or Poor. The results were:



<u>All</u>		<u>Parents</u>	<u>Non-Parents</u>
14%	Excellent	----	----
51%	Pretty good	----	----
65%	TOTAL POSITIVE	58%	68%
17%	Just fair	----	----
6%	Poor	----	----
	TOTAL NEGATIVE	40%	18%
23%			

12% Undecided/refused 2% 14%

With 65% of respondents offering a positive rating on the condition of schools and facilities, it will be important to show district voters what needs to be fixed. Just as you cannot judge a book by its cover, you cannot judge school buildings and facilities by the way they may look from the outside when simply driving by. It will be important to show district voters what needs to be improved, what the finished improvement will look like, how these improvements will improve educational programs and offerings provided by the district to students and the community.

Among respondents who offered a positive rating on the condition of school facilities, a 64% to 32% majority would vote “yes” on the initial cold question, a 70% to 28% majority would vote “yes” after hearing about the projects that could be funded, and a 68% to 30% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Among respondents who offered a negative rating on the condition of school facilities, a 74% to 21% solid majority would vote “yes” on the initial cold question, a 79% to 13% majority would vote “yes” after hearing about the projects that could be funded, and a 73% to 23% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

Finally, among respondents who were “undecided” about the condition of school facilities, a 53% to 26% majority would vote “yes” on the initial cold question, a 70% to 21% majority would vote “yes” after hearing about the projects that could be funded, and a 70% to 25% majority would vote “yes” on the final question after hearing reasons to vote “yes” or “no.”

SURVEY DEMOGRAPHICS

Do you have children who are school age or younger? **[PROBE FOR BEST RESPONSE]**

- 13% Yes, one child
- 12% Yes, two or more children
- 25% TOTAL HAS CHILDREN**
- 75% No children
- 0% Undecided/Refused

Do you have one or more children who currently attend the Parchment School District, children who attend some other local public schools as schools of choice students, do they attend private, Christian or parochial schools, public charter schools or academies, or are they home schooled? **[CODE ALL RESPONSES MENTIONED]**

N=75

- 67% Parchment School District
- 15% Other local public schools as schools of choice students
- 8% Private/Christian/parochial
- 2% Public charter schools or academies
- 4% Home schooled
- 4% No children in school yet (**VOLUNTEERED**)
- 0% Undecided/Refused

Could you please tell me in what year you were born? **[IF REFUSED, ASK: 'Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.' AND READ 1 TO 4]**

[RECORD YEAR HERE ____ AND THEN CODE BELOW]

- | | | |
|-----|-------------------|-------------------------|
| 9% | 18 to 34 years | (1990 to 2006) |
| 15% | 35 to 49 | (1975 to 1989) |
| 29% | 50 to 64 | (1960 to 1974) |
| 47% | 65 and over | (1959 or before) |
| 0% | Undecided/Refused | |

What is the last grade or level of schooling you completed? **[DO NOT READ – CODE BEST RESPONSE]**

- 4% 1st to 11th Grade
- 23% High School Graduate
- 4% Non-college post high school (technical training)
- 32% Some college
- 28% College graduate
- 9% Post graduate school
- 0% Undecided/Refused

Which of the following racial or ethnic groups best describes you - White, African American or Black, Hispanic or Latino, Asian, Native American, two or more races, or some other group or race?

87%	White
3%	African American/Black
2%	Hispanic or Latino (Puerto Rican, Mexican-American etc.)
1%	Asian
1%	Native American
2%	Two or more races/Mixed race
1%	Other
3%	Undecided/Refused

Please tell me into which of the following categories your total yearly household income falls --- including everyone in the household? Please stop me when I get to the category that applies to your household. **[READ 1 TO 5]**

8%	Under \$25,000
21%	\$25,000 to \$50,000
23%	\$50,000 to \$75,000
20%	\$75,000 to \$100,000
16%	Over \$100,000
---	Retired (VOLUNTEERED - ASK: "But is there an income category which I read that would apply to your household?" AND CODE BEST RESPONSE)
12%	Undecided/Refused

Sex of respondent **(DO NOT ASK - BY OBSERVATION ONLY)**

53%	Female
47%	Male

#####