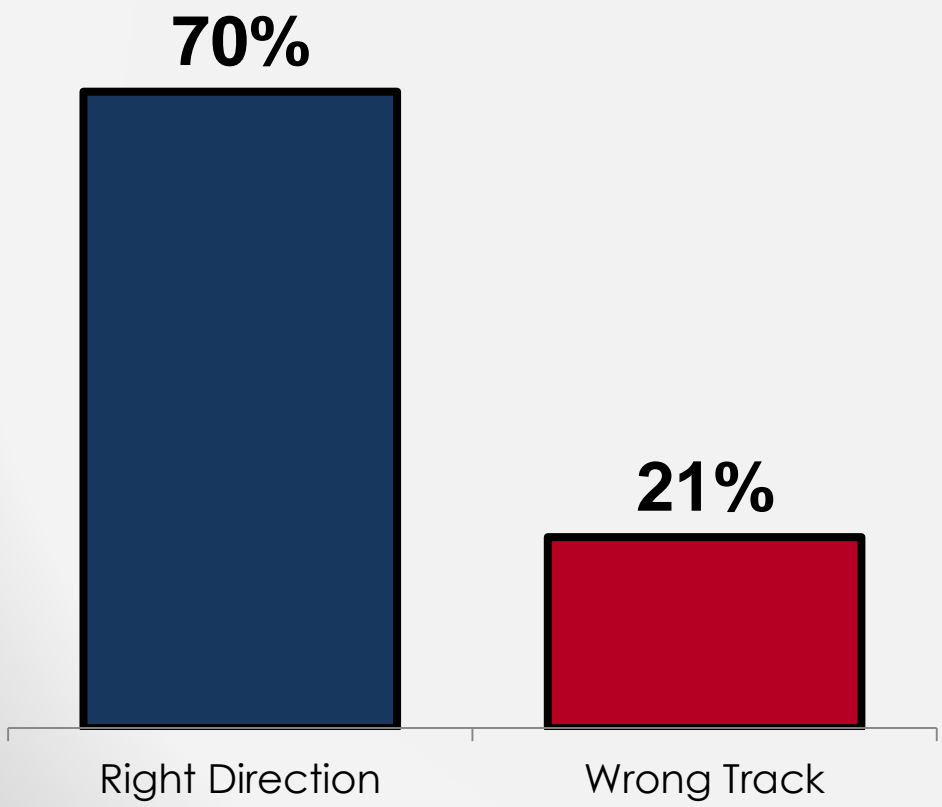


Voters of all backgrounds say their community is on the right track.

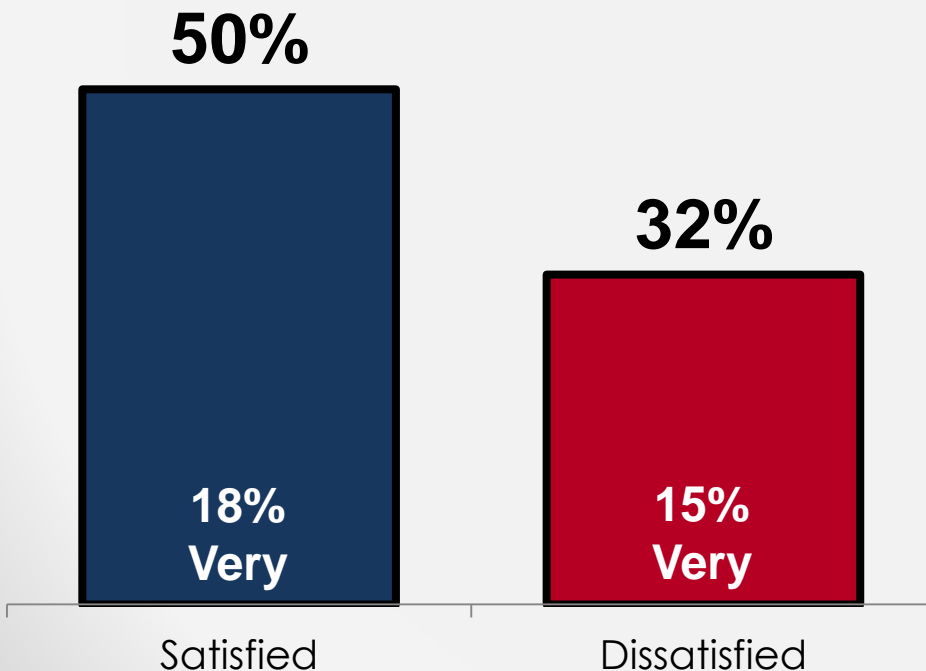
Would you say things in your community are heading in the right direction or are things off on the wrong track?



		Margin
Parent	69-23	+46
Not-parent	71-20	+51
White	70-21	+49
All other	70-23	+47
Democrat	80-10	+70
Unaffiliated	69-25	+44
Republican	60-29	+31
Under \$50k	71-20	+51
\$50k - \$100k	67-22	+45
Over \$100k	76-19	+57
Age <50	75-17	+58
Age 50+	65-25	+40

Voters have mostly positive perceptions of education quality in Adams 12.

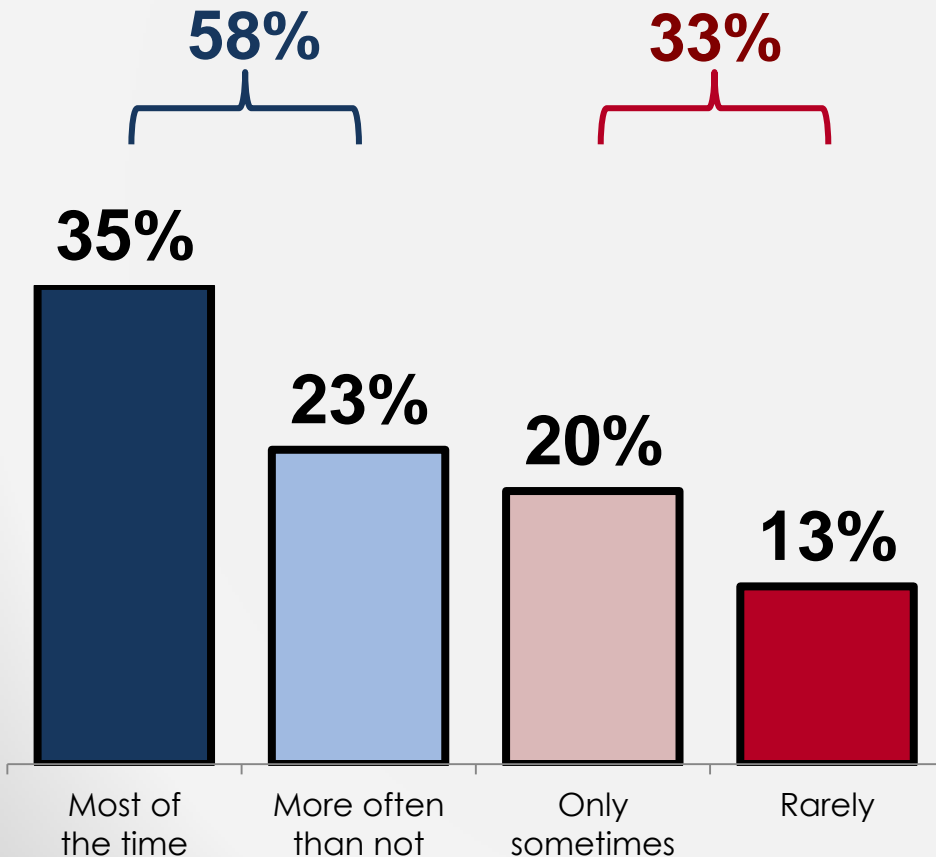
Thinking about the K-12th grade public schools in your school district, known as Adams 12 Five Star Schools, would you say you are satisfied or dissatisfied with the quality of education children are receiving?



		Margin
Parent	55-35	+20
Not-parent	47-31	+16
White	46-35	+11
All other	65-20	+45
Democrat	55-24	+31
Unaffiliated	45-38	+7
Republican	50-35	+15
Under \$50k	45-35	+10
\$50k - \$100k	53-29	+24
Over \$100k	58-30	+28
Age <50	55-31	+24
Age 50+	45-33	+12

A majority express confidence in the school district, including 61% of parents.

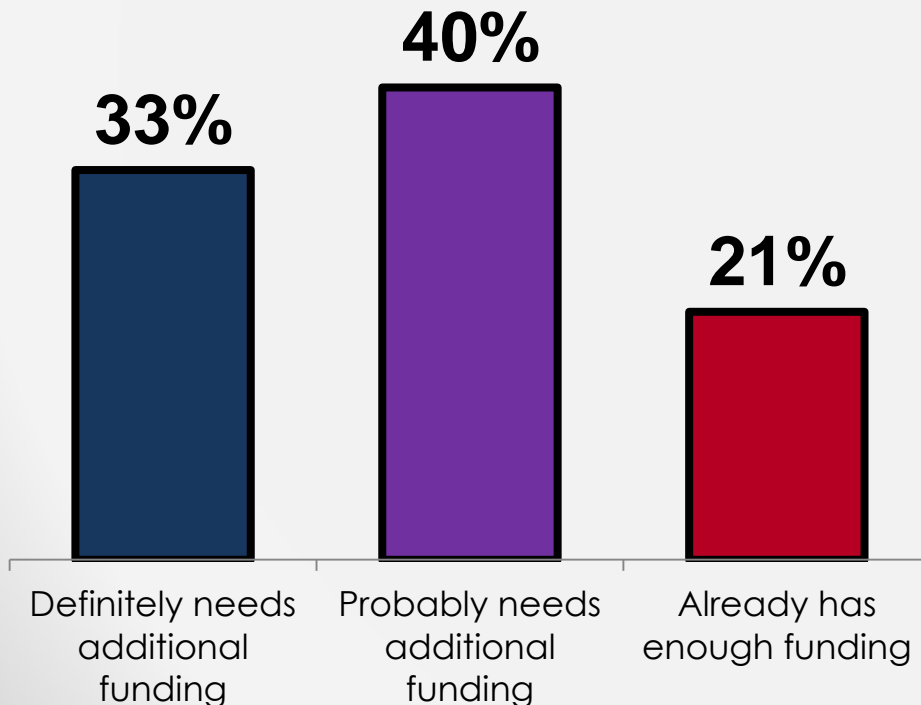
How often would you say you trust the Adams 12 Five Star Schools to do the right thing for students and schools?



		Margin
Parent	61-32	+29
Not-parent	56-33	+23
White	55-34	+21
All other	70-24	+46
Democrat	69-23	+46
Unaffiliated	55-36	+19
Republican	49-40	+9
Under \$50k	55-35	+20
\$50k - \$100k	58-31	+27
Over \$100k	64-28	+36
Age <50	63-28	+35
Age 50+	52-37	+15

While a majority are inclined to believe their schools need additional funding, only 33% see a “definite” need.

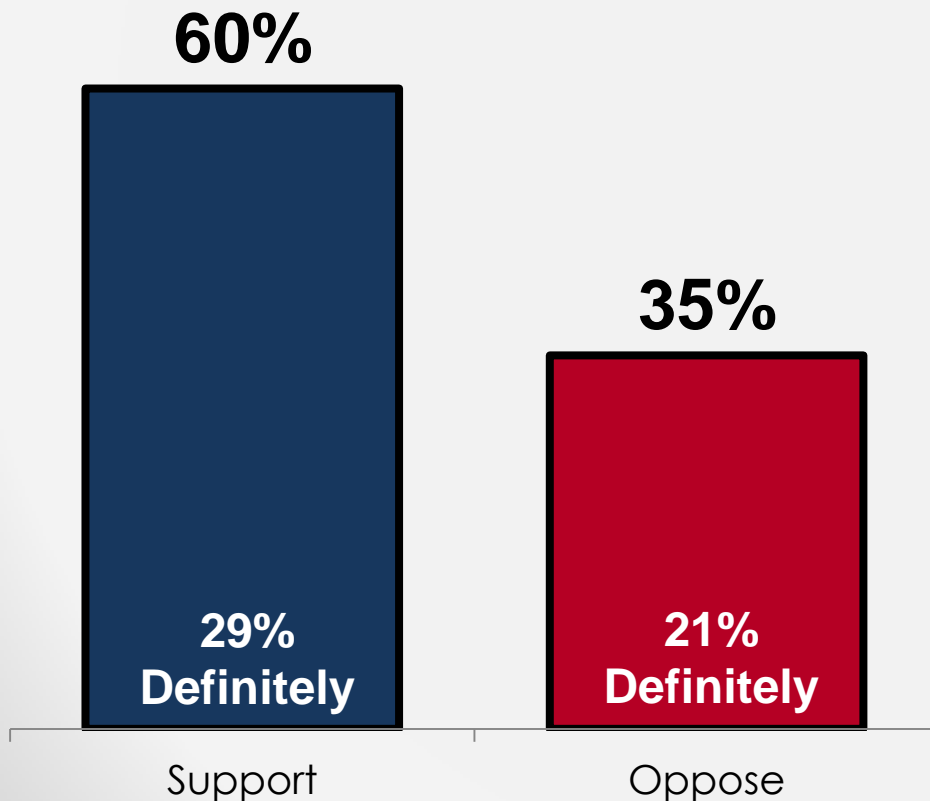
Based on what you may have heard or read, would you say Adams 12 Five Star Schools...



Parent	40-41-14
Not-parent	27-40-25
White	32-40-21
All other	33-41-16
Democrat	42-42-9
Unaffiliated	30-42-20
Republican	25-35-34
Under \$50k	30-37-26
\$50k - \$100k	34-41-18
Over \$100k	37-40-15
Age <50	36-44-14
Age 50+	29-36-28

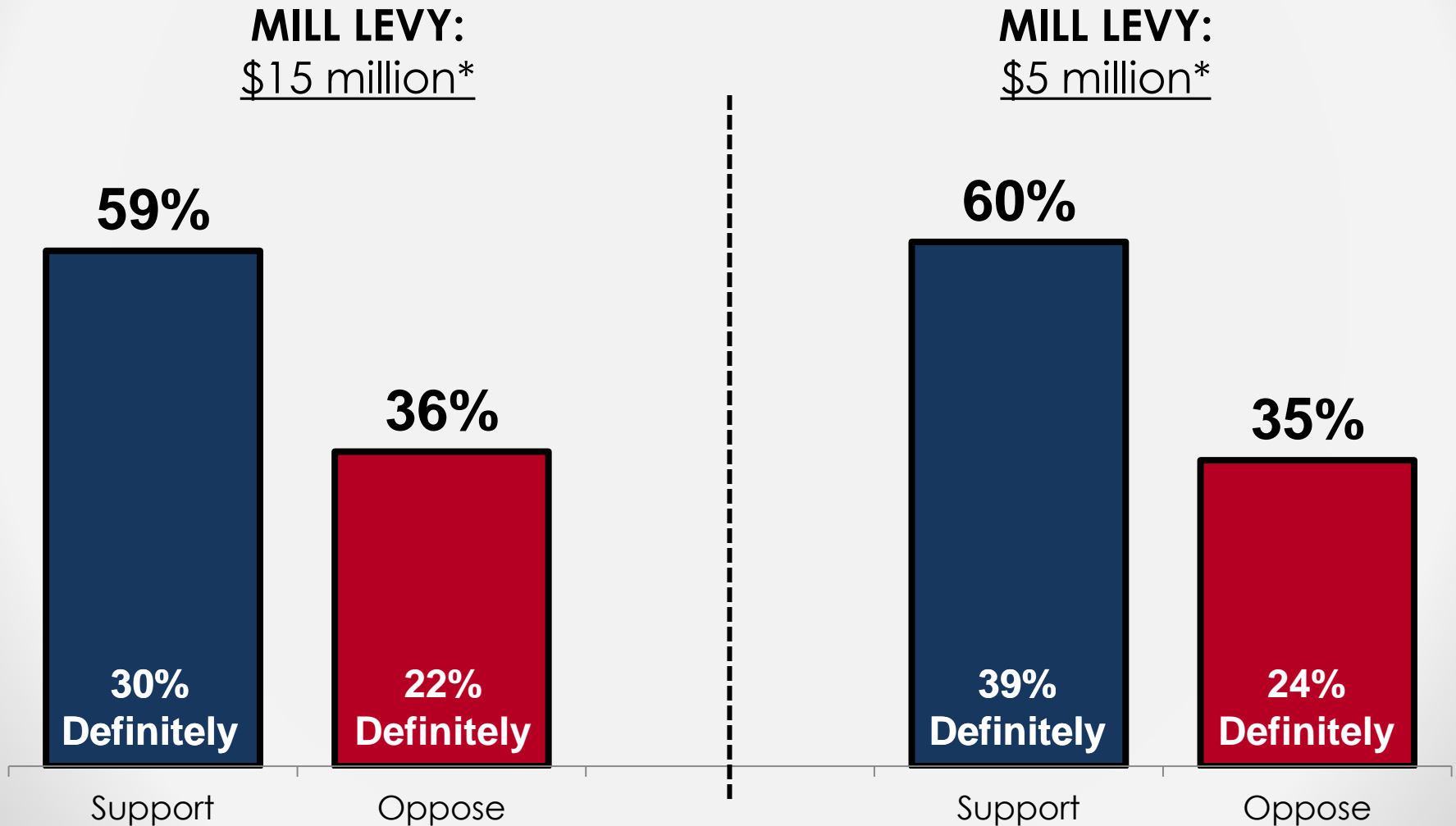
While a majority are inclined to favor the bond, intensity of support is very low.

BOND:
\$298 million



		Margin
Parent	63-32	+31
Not-parent	58-38	+20
White	60-36	+24
All other	65-31	+34
Democrat	73-21	+52
Unaffiliated	63-34	+29
Republican	42-53	-11
Under \$50k	57-37	+20
\$50k - \$100k	64-31	+33
Over \$100k	61-37	+24
Age <50	68-27	+41
Age 50+	52-44	+8

The \$15m mill levy generates low intensity of support, while the \$5m mill levy has a slightly stronger base.



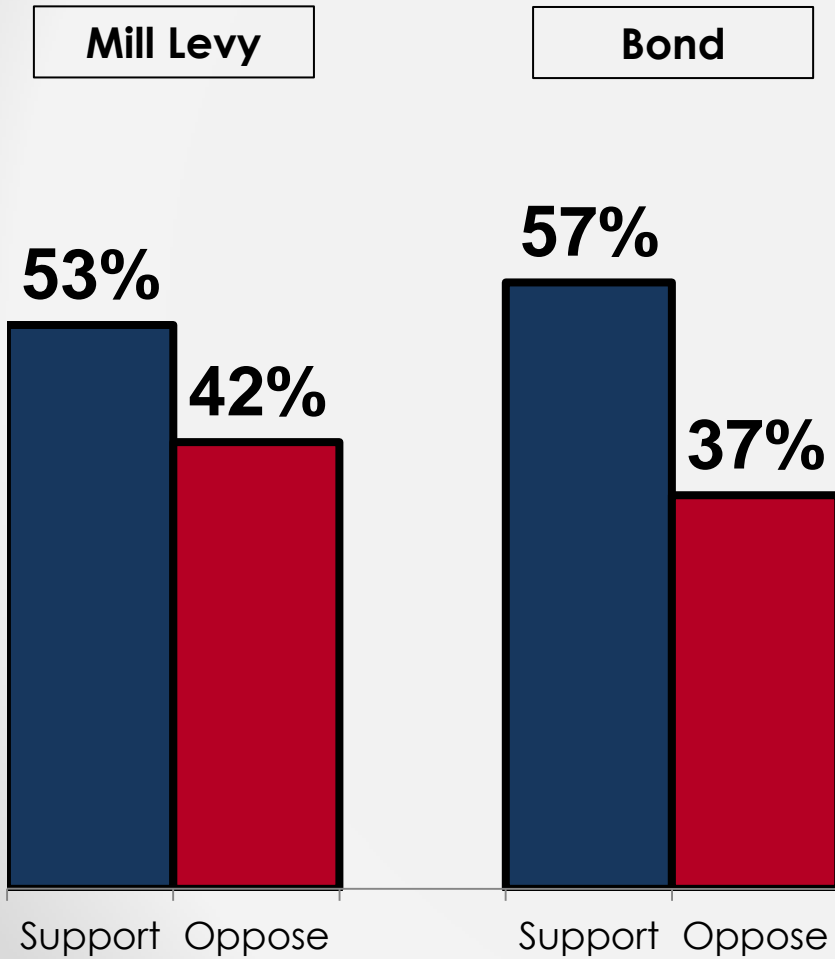
* Question asked of half of the sample.

Similar to the bond, support for the mill levy is driven primarily by young voters and Democrats.

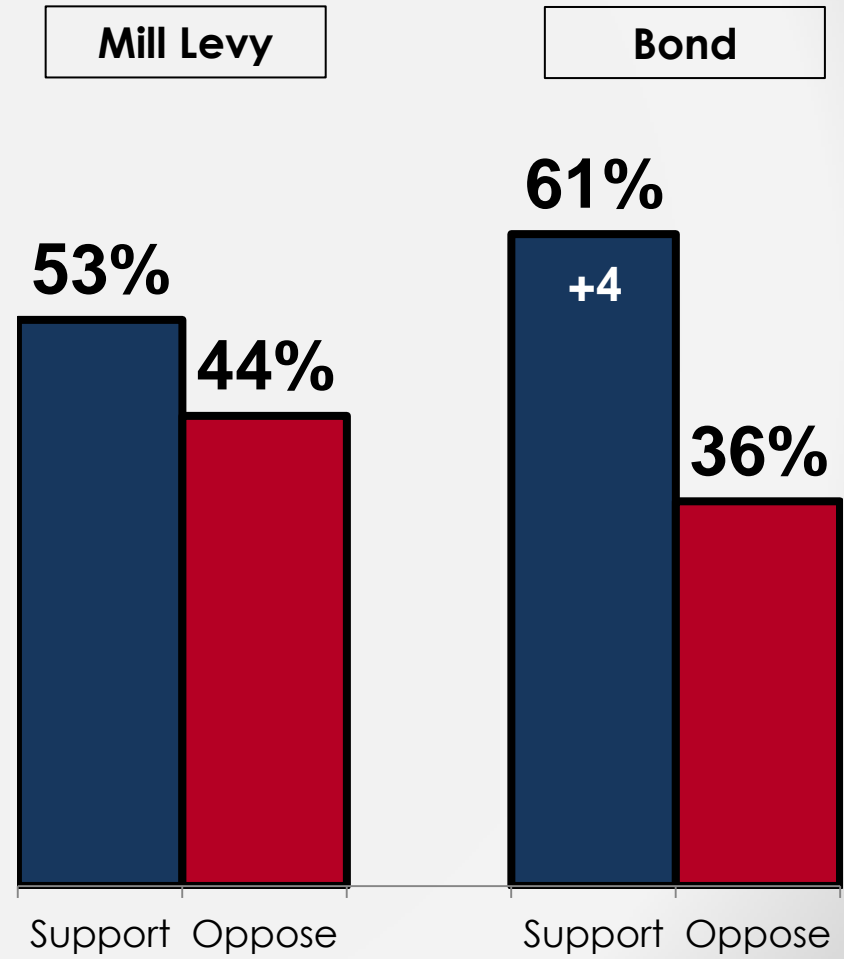
\$5m / \$15m Mill Levy Combined			
	Support	Oppose	Margin
Parent	67	31	+36
Not-parent	56	36	+20
White	59	37	+22
All other	63	29	+34
Democrat	75	22	+53
Unaffiliated	56	39	+17
Republican	46	47	-1
Age <50	69	27	+42
Age 50+	50	45	+5

What if the **\$15 million** mill levy and the \$298m bond were both on the same ballot?

Before hearing tax impact...

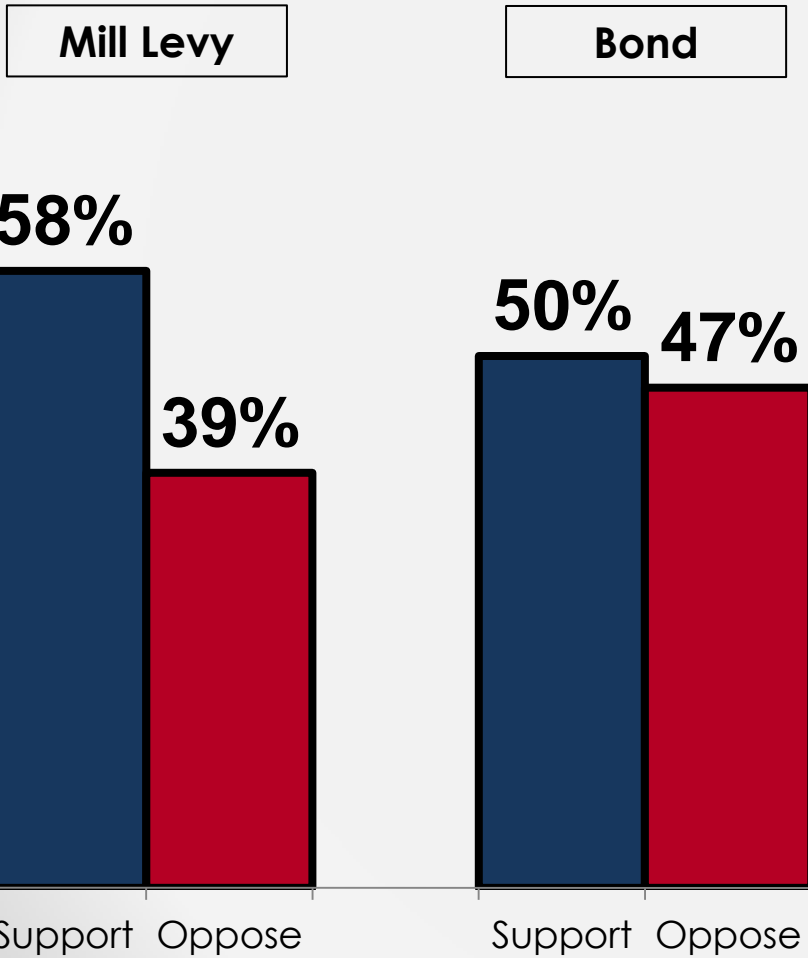


After hearing **\$32/year** tax impact...

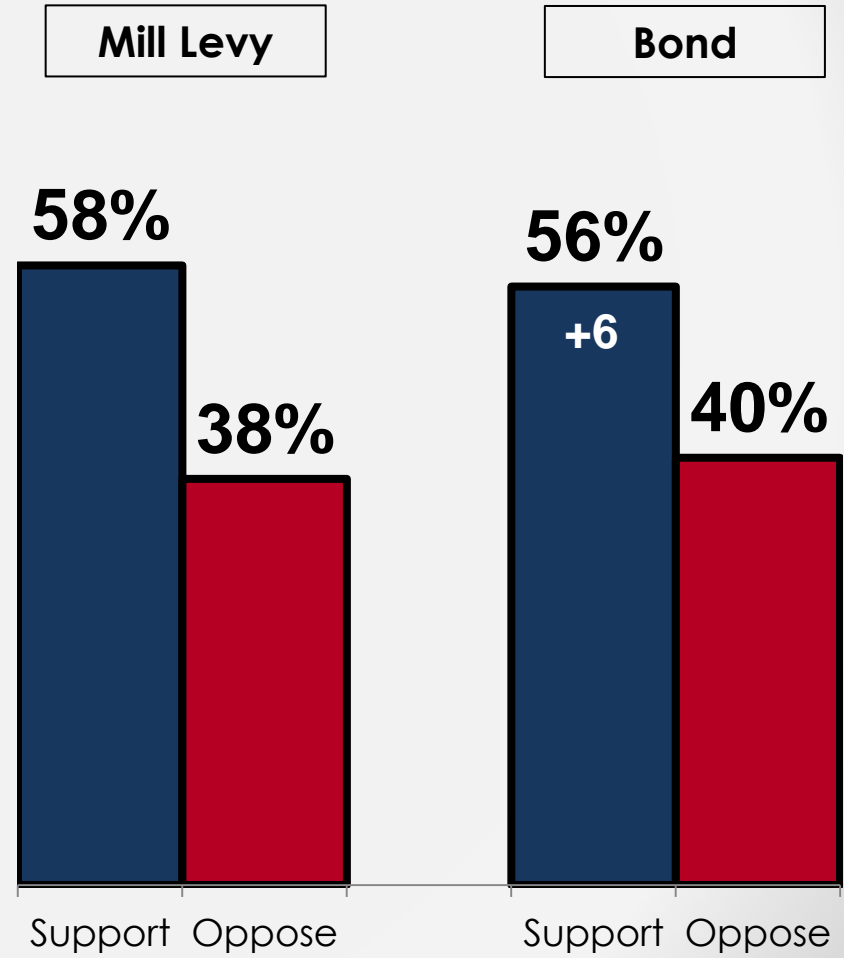


What if the \$5 million mill levy and the \$298m bond were both on the same ballot?

Before hearing tax impact...

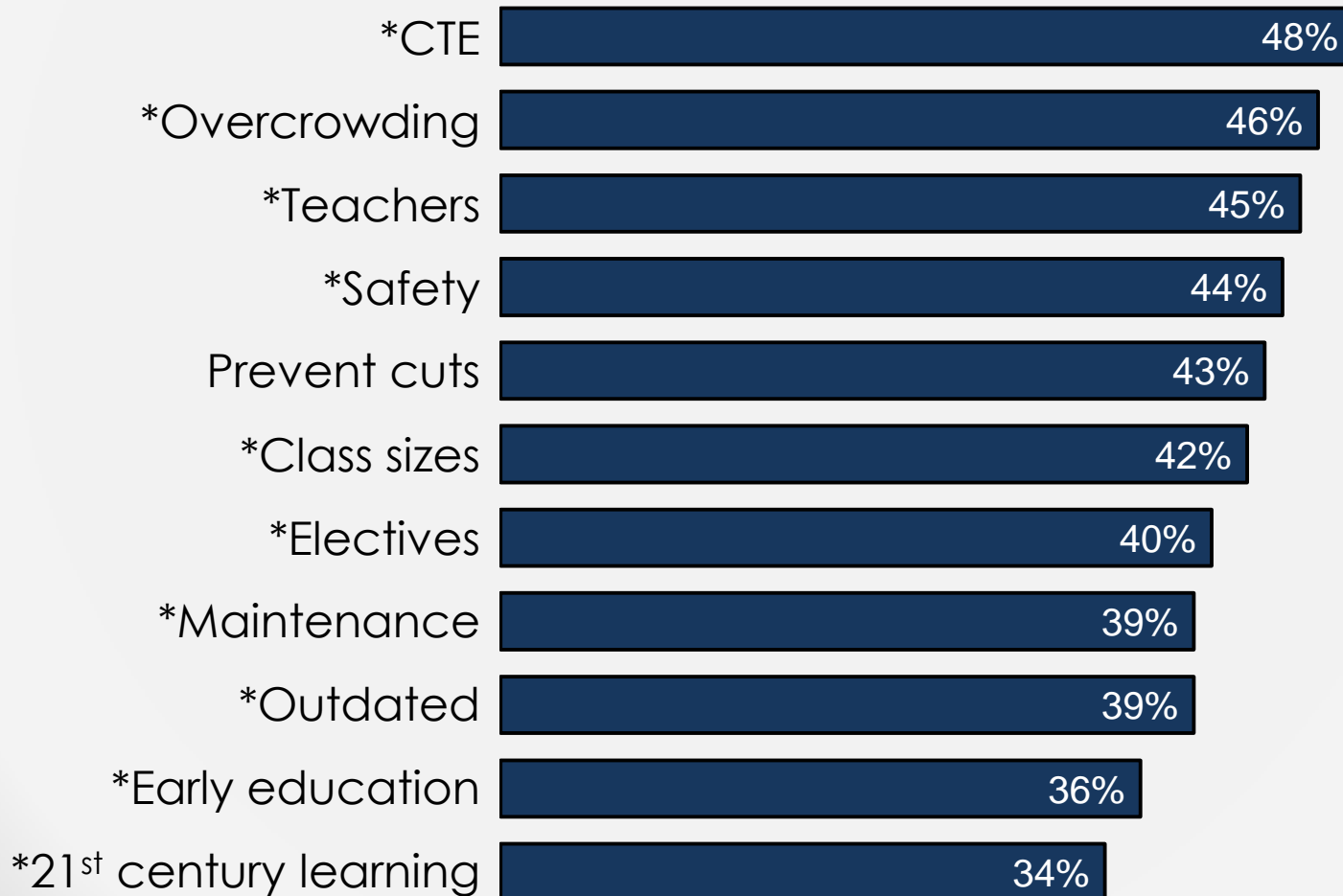


After hearing of **flat** tax impact...



Messages in support of the mill levy and bond are broadly appealing.

Please tell me if you find each statement to be a very persuasive, somewhat persuasive, not very persuasive, or not at all persuasive reason to support the Adams 12 proposals.



* Question asked of half of the sample.

Percentages indicate the proportion who found each statement to be "very persuasive".