

Paramount Unified School District

Voter Survey

Presentation

Board Meeting Presentation - July 8, 2019



Opinion Research on
Elections and Public Policy

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Paramount Unified School District — Voter Survey

Survey Methodology*

From Thursday, June 27, 2019 to Sunday, June 30, 2019, Probolsky Research conducted a live-interviewer telephone and online survey among likely November 2020 voters in the Paramount Unified School District.

A total of 300 voters were surveyed (290 by telephone and 10 online). A survey of this size yields a margin of error of +/-5.8%, with a confidence level of 95%. Interviews were conducted with respondents on both landline and mobile phones (88%) and were offered in English and Spanish (13%) languages. For the online survey phase, we invited participation via email. Security measures precluded individuals from completing the survey more than once and allowed only the designated voter to complete the survey. Online respondents were able to use their computer, tablet or smart phone to participate.

Probolsky Research applies a stratified random sampling methodology to our sample design, ensuring that the demographic proportions of survey respondents match the demographic composition of Paramount Unified School District voters. The original sample was compiled by the Los Angeles County Registrar-Recorder/County Clerk and then enhanced with consumer data to ensure we reached voters on their most current phone numbers and email addresses.

Probolsky Research specializes in opinion research on behalf of corporate, election, government, non-profit, and special interest clients.

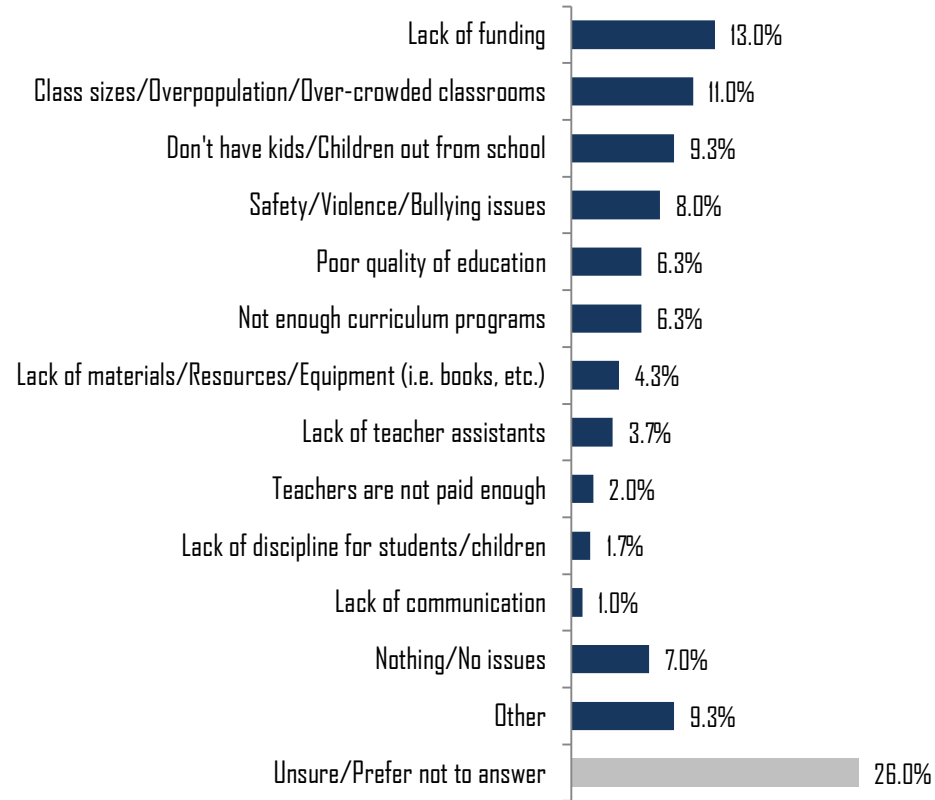
**Due to rounding, totals shown on charts may not add up to 100%*



13% cite lack of funding as top issue facing

Their school district

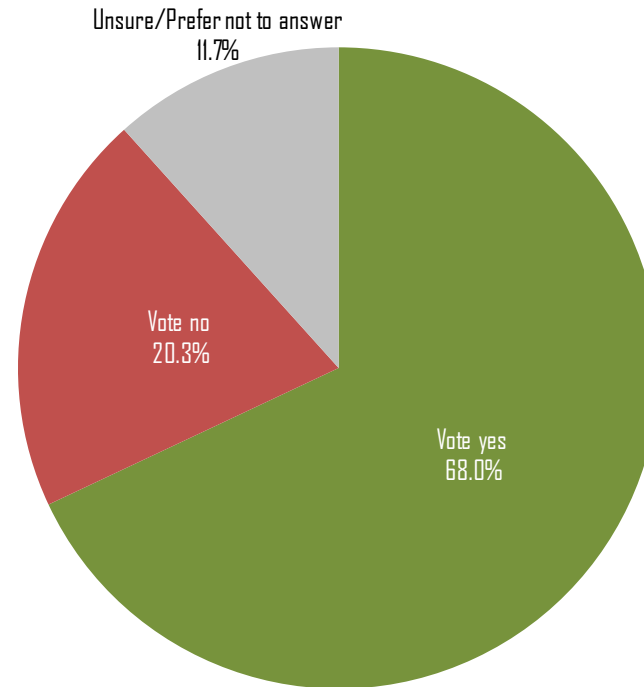
Question 1: What is the **top issue** facing your school district?



68% would vote yes, in favor of term limits

Question 2: Here is a ballot measure that might be on your 2020 ballot.

If the election were held today, how would you **vote on a measure** that reads: Board of Education Term Limits. Shall the total amount of **time a person may serve** on the Paramount Unified School District Board of Education **be limited?** And would you say that you would definitely (vote yes/vote no) or probably (vote yes/vote no)?



Term Limits

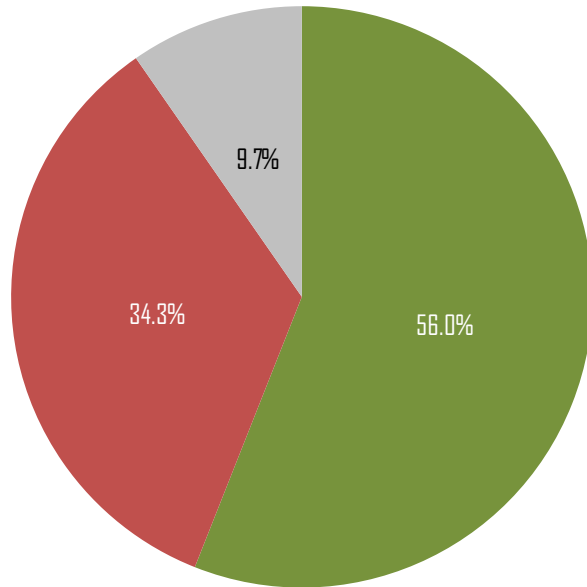
Board of Education members for the Paramount Unified School District are elected to represent all people in the District and make decisions for what's in the best interest of the District as a whole. Board members are elected to a four-year term. Term limits are legal limits to the number of terms board members, or any other individual elected to office, can serve.

56% become more likely to vote yes knowing that

An election to decide whether to impose term limits would cost the District as much as \$60,000

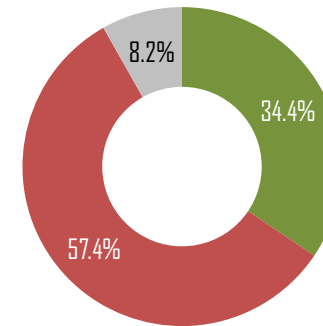
Here is some more background about term limits.

Question 3: **Holding an election** for the voters to decide whether to impose term limits on Board of Education members **would cost** Paramount Unified School District as much as **\$60,000**, money that could otherwise be used for classroom education or improving school facilities and technology. Does knowing this make you **more likely to vote yes**, for term limits or more likely to **vote no, against** term limits? And would you say that you are much more likely to vote (yes/no) or somewhat more likely to vote (yes/no)?



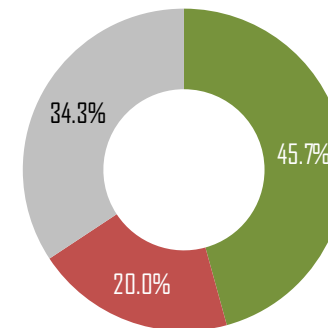
- More likely to vote yes, for term limits 56.0%
- More likely to vote no, against term limits 34.3%
- Unsure/Prefer not to answer 9.7%

Among those who initially voted no



- More likely to vote yes, for term limits 34.4%
- More likely to vote no, against term limits 57.4%
- Unsure/Prefer not to answer 8.2%

Among those who were initially unsure

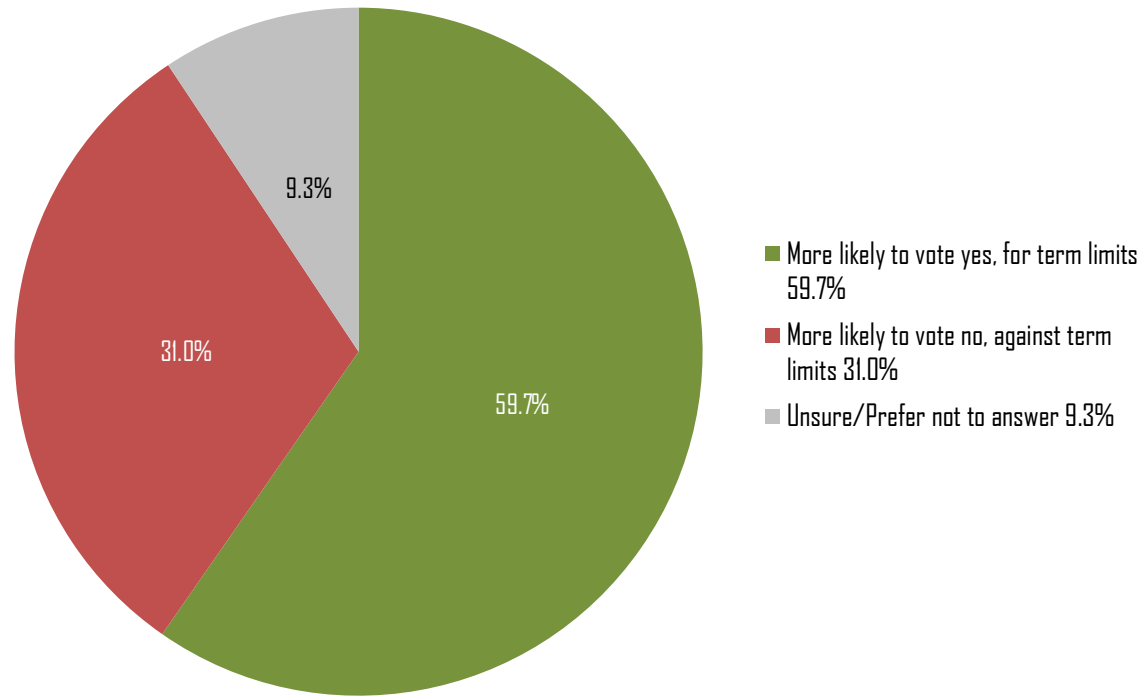


- More likely to vote yes, for term limits 45.7%
- More likely to vote no, against term limits 20.0%
- Unsure/Prefer not to answer 34.3%

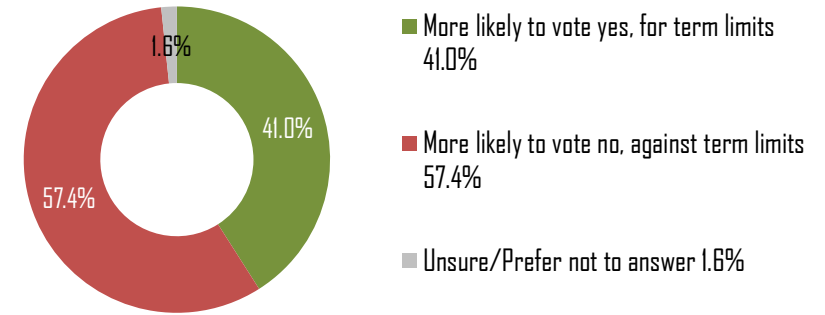
60% become more likely to vote yes knowing that

If a term limits measure passes, current members would continue and still be eligible for re-election.

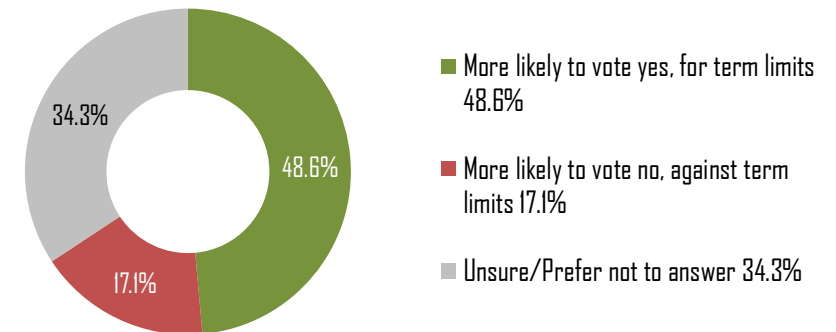
Question 4: If a **term limits measure passes, current members** of the Board of Education **would continue to serve** the entirety of their current terms and still be **eligible to run for re-election**. Does knowing this make you **more likely to vote yes**, for term limits or **more likely to vote no, against** term limits? And would you say that you are much more likely to vote (yes/no) or somewhat more likely to vote (yes/no)?



Among those who initially voted no



Among those who were initially unsure

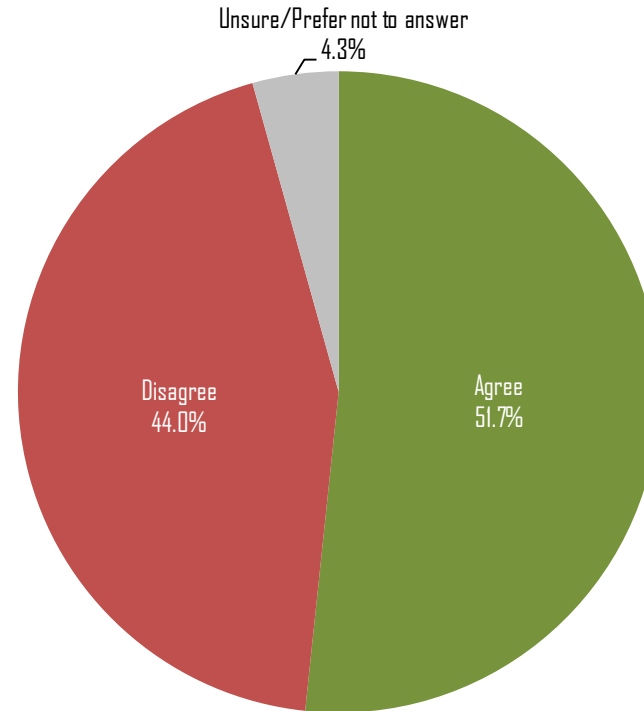


Agree/Disagree Statements

52% agree that the school district loses experience

And knowledge board members acquire when they are forced to leave due to term limits

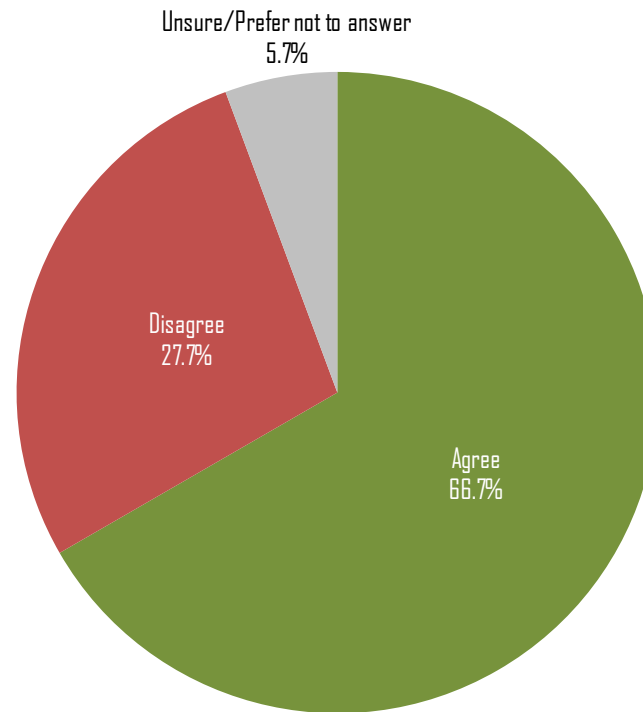
Question 5: The school district **loses all of the experience and knowledge** board members acquire over their years of service when they are forced to leave the Board of Education due to term limits. Agree or disagree?



67% agree it is near impossible for non-incumbent

Candidates to get elected to the Board of Education without term limits

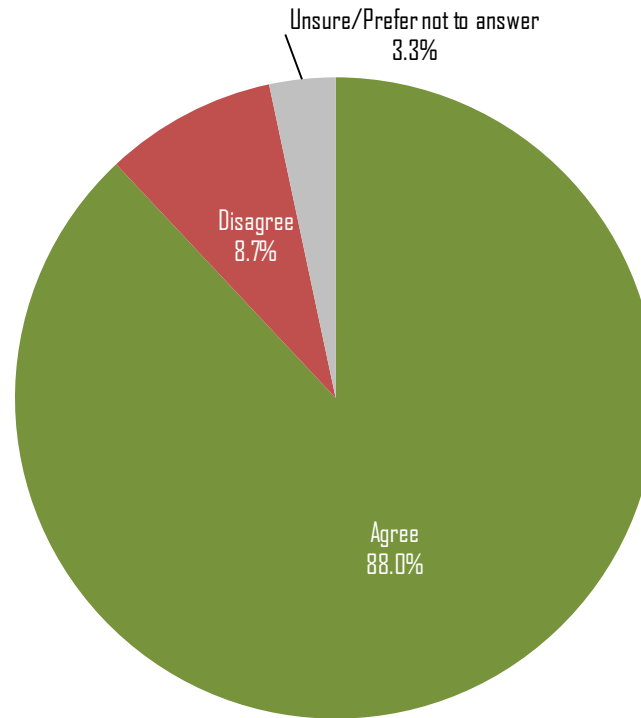
Question 6: **Without term limits**, it is near impossible for **non-incumbent candidates to get elected** to the Board of Education. Agree or disagree?



88% agree term limits will bring fresh perspectives

And new ideas to local schools

Question 7: **Term limits will bring new** board members with **fresh perspectives** and new **ideas** to our local schools. Agree or disagree?



Agree/Disagree Statements

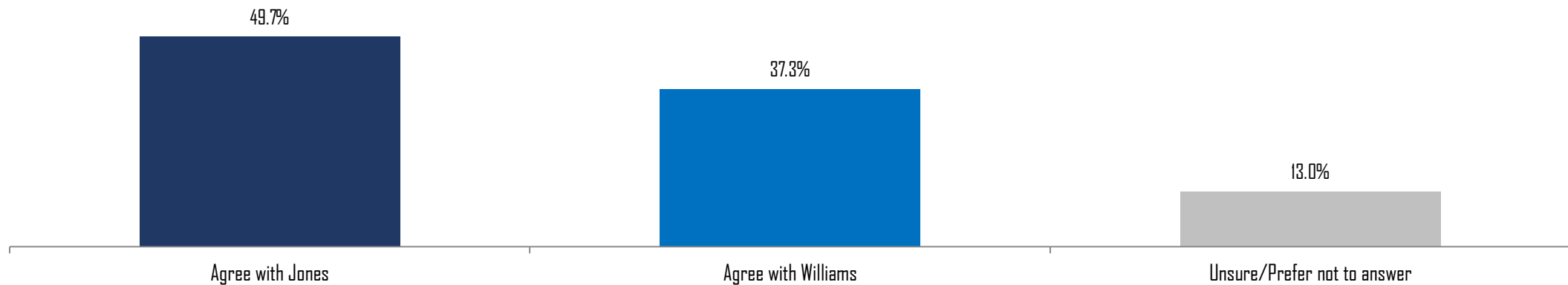
49.7% agree with statement saying that board members

Are just there to collect a paycheck funded by taxpayers.

Question 8: Here are some statements made by voters in the community. Please indicate which statement you agree with the most.

Jones says: "Board members are just there to **collect a paycheck** funded by the taxpayers. Term limits will make sure they **don't get rich off** our money."

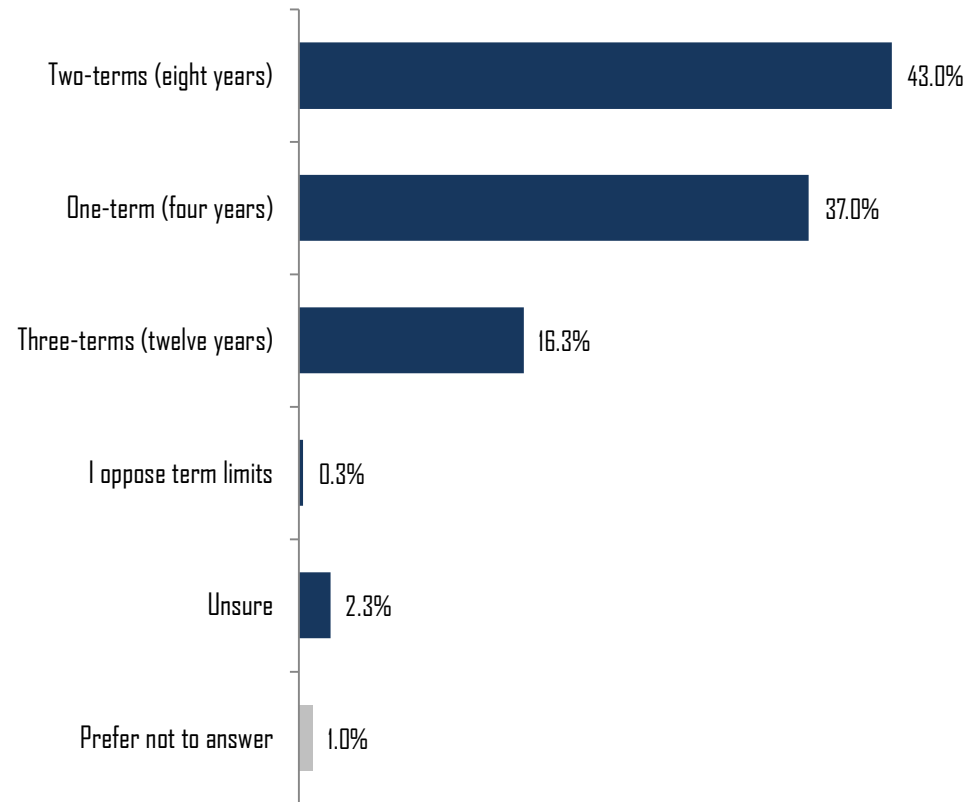
Williams says: "Board members are substantive members of our community that **make about \$400** a month for their service. **Term limits will not help** our children or schools in anyway."



43% said board members should serve two-terms

If term limits are imposed on Board of Education members

Question 9: If term **limits are imposed** on Board of Education members, they could be for **one-term (four years)**, **two-terms (eight years)**, or **three-terms (twelve years)**. **How many terms** should board members be allowed to serve?

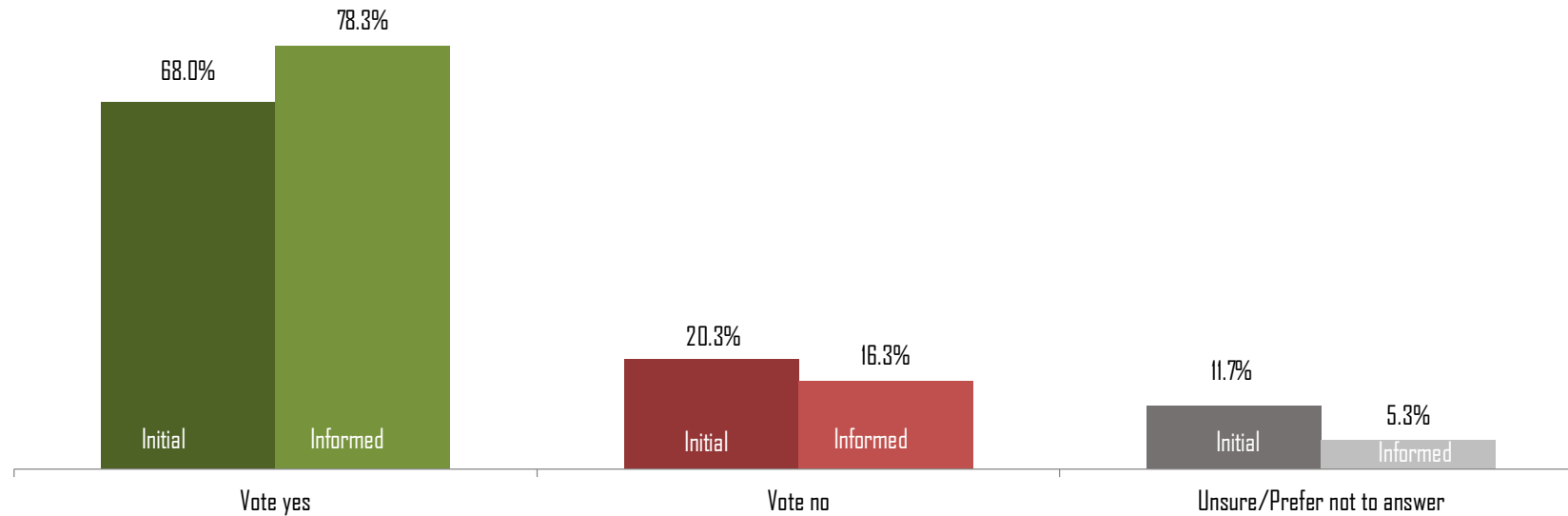


**Informed Question:
Term limits for Board of Education members**

78.3% would vote for term limits for Board of Education

Members if the election were held today

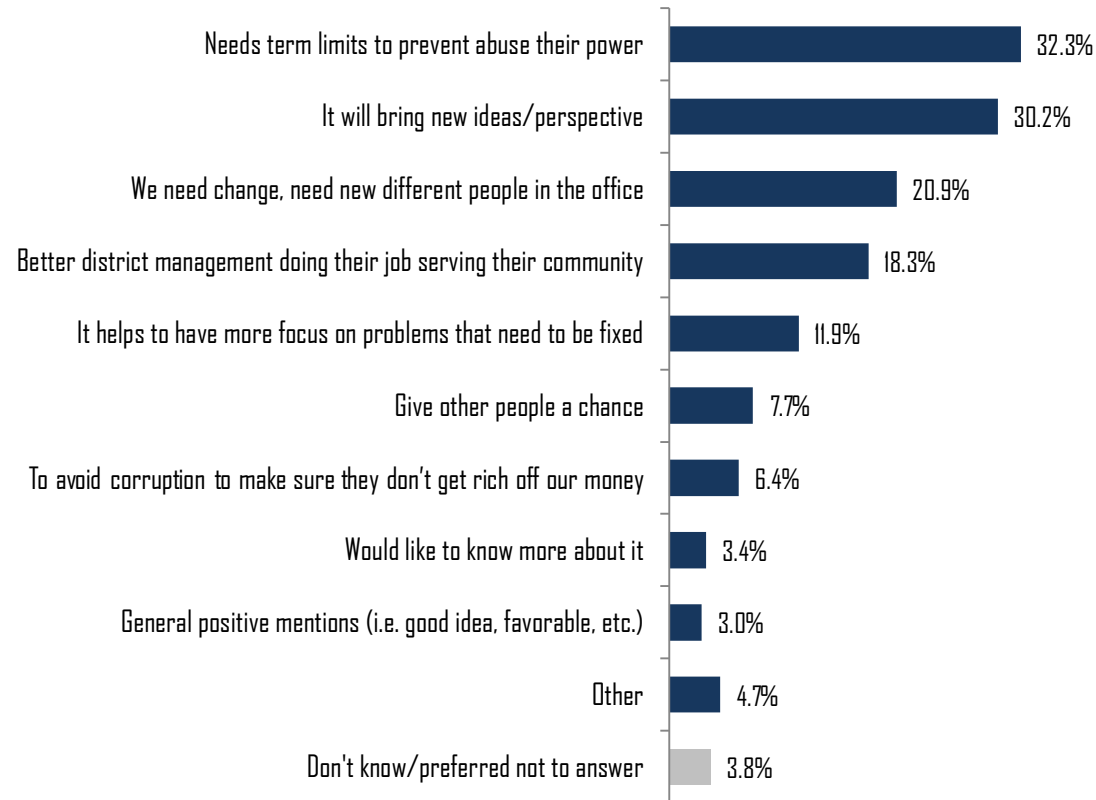
Question 10: Knowing what you know now, **if the election were held today**, how would you **vote on a measure** that reads: Board of Education **Term Limits**. Shall the total amount of **time a person may serve** on the Paramount Unified School District Board of Education be **limited**? And would you say that you would definitely (vote yes/vote no) or probably (vote yes/vote no)?



Why would you vote yes?

Top reasons voters would support term limits

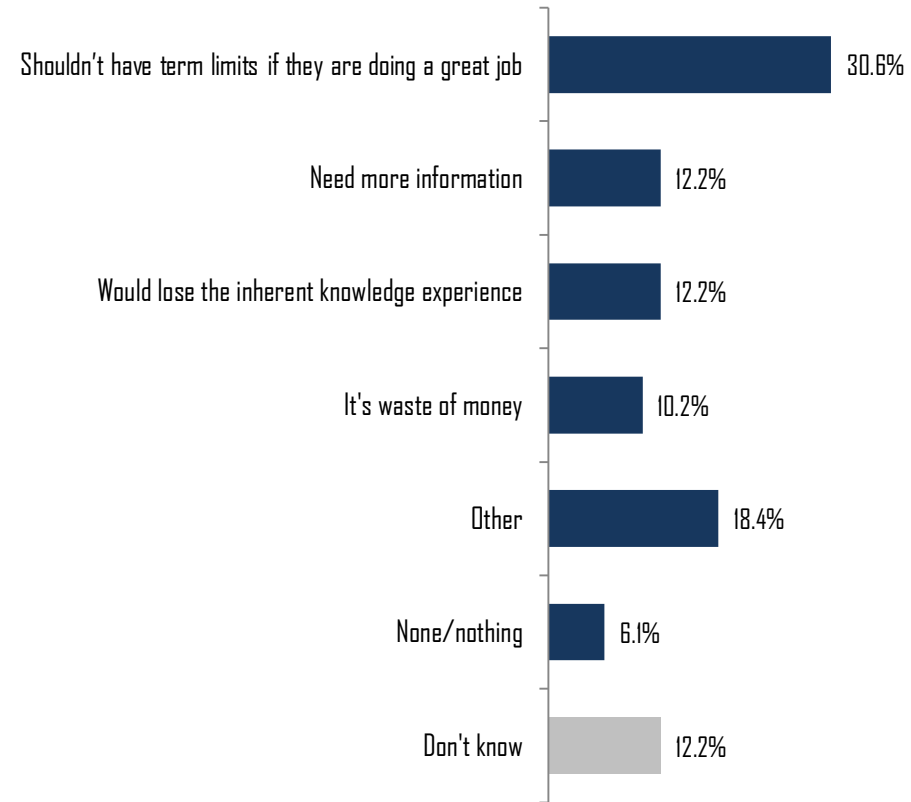
Question 11: Why **would you vote yes**, for Paramount Unified School District Board of Education **term limits**?



Why would you vote no?

Top reasons voters would oppose term limits

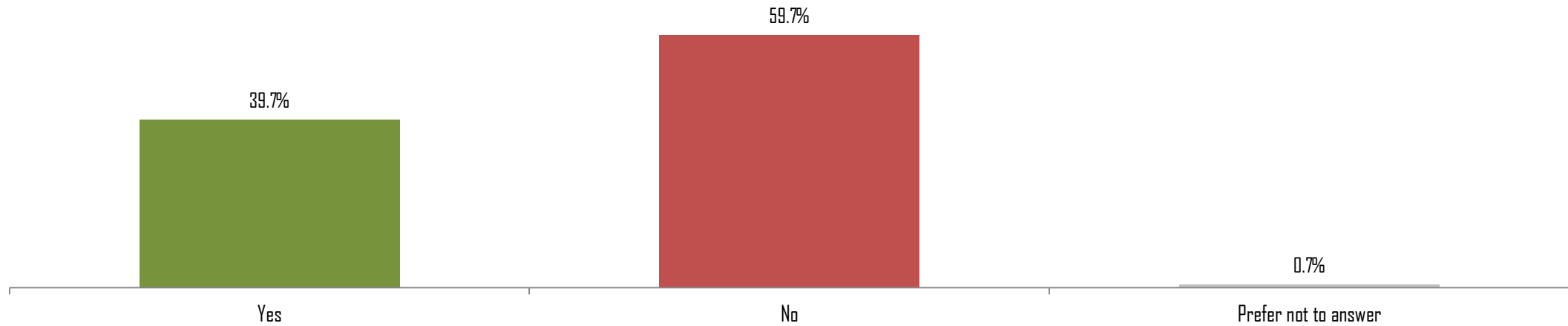
Question 12: Why **would you vote no**, against Paramount Unified School District Board of Education **term limits**?



Do you have children under 18?

59.7% Do not have children under 18 living in their Household

Question 13: Do you have **children under 18** living in your household?



Questions?

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